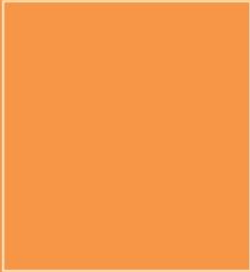
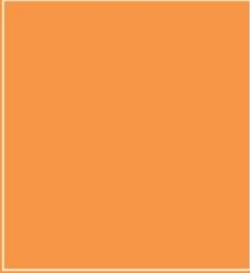




Colmar Brunton Confidential



Waiheke Marine Protection Research

PREPARED FOR	Waiheke Local Board and Auckland Council
ATTENTION	Marcia Noda and Julian Watts
ISSUE DATE	1 July 2015
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dream a little 

BREAKING THROUGH

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Summary of Results

Outlined below is a summary of the research purpose, methodology and key findings.

AIM

Auckland Council commissioned Colmar Brunton to measure :

- 1) The level of support for establishing a network of Marine Protected Areas around Waiheke and surrounding islands.
- 2) The level of support for establishing 'no take' marine reserves around Waiheke and surrounding islands.
- 3) The key factors that should be taken into consideration to inform the establishment of 'no take' marine reserves
- 4) Opinions for and against the establishment of MPAs and 'no take' marine reserves.
- 5) Residents' views of the general areas or specific places that are considered acceptable and unacceptable for the establishment of 'no take' marine reserves.
- 6) How perceptions differ by suburb, age, gender, ethnicity, participation in activities

METHOD

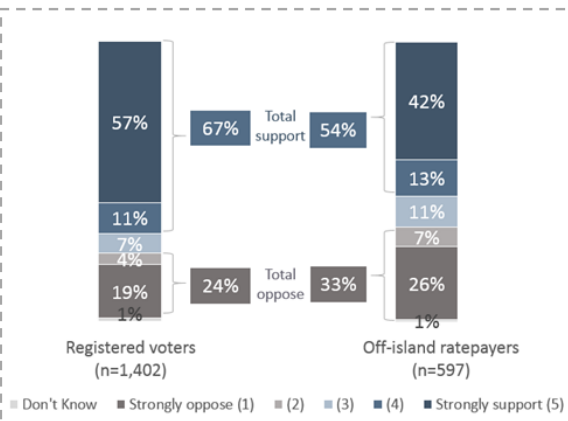


Postal survey sent to 6,333 Waiheke residents on the electoral role and 2,370 Waiheke ratepayers with an off-island residential address

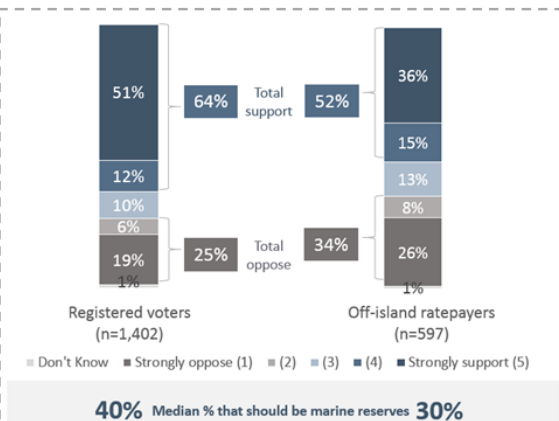
Option to complete the survey via hard copy or online between 15 and 25 May, 2015

A total of 1,999 residents responded to the survey (1,402 registered voters and 597 off-island rate payers). The data of electoral role residents has been weighted to reflect the Waiheke population aged 18+.

SUPPORT FOR MARINE PROTECTED AREAS



SUPPORT FOR 'NO TAKE' MARINE RESERVES



KEY FINDINGS

Key considerations for the establishment of 'no take' marine reserves

Among those who support marine reserves:

	Registered voters	Off-island ratepayers
▶ That marine life will be protected and restored once damaging activities have ceased	92%	89%
▶ Rebuilding populations of threatened species	88%	84%
▶ Protection of rare & threatened habitats	84%	75%
▶ Protection of a full range of habitat types	83%	77%

Among those who oppose marine reserves:

	Registered voters	Off-island ratepayers
▶ Excluding beaches or bays close to existing villages or residential areas	32%	48%
▶ That future visitor numbers can be accommodated	25%	33%

Areas considered acceptable for marine reserves among those who support them:

	Registered voters	Off-island ratepayers
▶ North-West Waiheke	16%	7%
▶ Offshore Islands	11%	7%
▶ General areas (without naming specific locations)	17%	18%

Areas considered unacceptable for marine reserves among those who oppose them:

	Registered voters	Off-island ratepayers
▶ North-West Waiheke	26%	30%
▶ All around Waiheke / everywhere	18%	11%
▶ General areas (without naming specific locations)	23%	30%

Background to the Research

The Waiheke Local Board are proposing the establishment of a network of Marine Protected Areas (MPAs) in the Hauraki Gulf including the sea connecting the islands in the Waiheke Local Board area. This has been proposed as a contribution towards restoration of the marine life, biodiversity and natural environment of the Hauraki Gulf, which are currently in decline.

In the 2014 Waiheke Local Board Plan, the local board advocates for a network of MPAs to be established, however the areas or locations that would make up this network, or even if there will be any additional protection at all, have yet to be decided.

The Waiheke Local Board approved funding to conduct a survey among Waiheke registered voters, including those who live on the island, and residential ratepayers with off-island addresses. The local board specifically wished to find out whether the community supports the establishment of a network of MPAs around Waiheke and surrounding islands, and in particular understand the level of support for the establishment of new marine reserves.

On behalf of the Waiheke Local Board, Auckland Council commissioned Colmar Brunton to carry out an independent survey of all registered Waiheke voters, and off-island residential ratepayers. The results of the survey will help the Local Board represent the community's views on marine protection issues and provide valuable information for the Hauraki Gulf Marine Spatial Plan (Sea Change).

Research Objectives

The overall aim of the survey was to measure the level of support for establishing a network of Marine Protected Areas among registered Waiheke voters and off-island ratepayers. In addition, support for the establishment of 'no take' marine reserves (zones which prohibit fishing, shellfish gathering and any other disturbance of marine life in the area) was also measured in the survey, as these could form an important part for the network of MPAs.

Specifically, the research was designed to measure:

- The level of support for the establishment of a network of Marine Protected Areas around Waiheke and surrounding islands.
- The level of support for the establishment of 'no take' marine reserves around Waiheke and surrounding islands.
- The key factors that should be taken into consideration to inform the establishment of 'no take' marine reserves
- Opinions for and against the establishment of MPAs and 'no take' marine reserves.
- Residents' views on the general areas or specific places that are considered acceptable and unacceptable for the establishment of 'no take' marine reserves.
- How perceptions differ by suburb, age, gender, ethnicity, participation in activities (including beaches visited), and type of resident, for example those who live on Waiheke all the time compared to those who have a non-permanent or rental/investment property on Waiheke.

This report presents the survey findings and methodology Colmar Brunton used to conduct the survey.

Research Methodology

Colmar Brunton carried out a postal survey of 8,703 registered Waiheke voters and off-island ratepayers. Two populations were included in the research:

- **Registered voters:** Waiheke Local Board Area residents aged 18 years and older who are eligible voters for Auckland Council local government elections. Respondents were sourced from the March 2015 New Zealand electoral role, which included an estimated 94% of all Waiheke residents aged 18+, according to the 2013 Census population statistics. A total of 6,333 registered Waiheke voters were included on the electoral role and each individual registered voter was sent a survey to complete.
- **Off-island ratepayers:** Waiheke ratepayers with an off-island New Zealand residential address. This population was included to ensure those who own property on Waiheke but are not registered to vote on Waiheke were included in the survey. A total of 2,370 off-island ratepayers were sourced from Auckland Council's ratepayer database and sent a single survey to the ratepayer listed on the rates database.

The electoral role database and the off-island ratepayer's database were de-duplicated, and anyone who was included on both databases were taken off the ratepayer database to ensure they only received one questionnaire.

The survey included a reply paid envelope to send the survey back, and respondents were also given an online link if they preferred to complete the survey online rather than by hard copy response. All questionnaires contained a unique identifier number to calculate the response rate, and to track and filter out any multiple responses from the same respondent.

During fieldwork, approximately 15 respondents contacted Colmar Brunton who were joint owners or part of a trust who owned property on Waiheke but were not sent a survey pack (because they were not the listed ratepayer or on the electoral role). As there was no way of knowing how many people were represented by individual residences on the ratepayers database, or how many individuals owned shares in a property, the decision was made to only include the listed ratepayer and no additional surveys were sent out to other non-listed ratepayers.

Anyone who contacted Colmar Brunton who did not receive their survey pack but were verified as being included on the electoral role or off-island ratepayer's database, were provided their unique identifier number and sent the online survey link. There were no additional postal surveys distributed.

A demographic breakdown of all respondents can be referred to in **Appendix A**. The following table outlines the total number of surveys completed, the response rate, and the maximum margin of error at the 95% confidence level.

	Registered voters	Off-island ratepayers
Surveys sent	6,333	2,370
Completed by post	1,117	482
Completed online	285	115
TOTAL completes	1,402	597
Response rate	22.1%	20.3%
Maximum margin of error at 95% confidence level	+/- 2.3% *	+/- 4.0%

* The margin of error for the registered voters sample has been calculated using a finite population correction factor, based on the total population of registered Waiheke voters aged 18+

The postal survey was sent out on Friday 15 May with a request for it to be completed by Monday 25 May. All respondents who completed the online survey before midnight Monday 25 May, and all respondents who completed the postal survey that was received before midnight Wednesday 27 May (allowing two days for postal returns), were included in the results.

Questionnaire development

The questionnaire was developed by Colmar Brunton with input from Auckland Council to ensure the correct use of terminology on topics within the questionnaire.

In addition to the questionnaire, all respondents were sent a covering letter from Colmar Brunton explaining the purpose of the survey, and a fact sheet containing background information about Waiheke Marine Protection. The fact sheet was developed by Auckland Council and included a map of the Waiheke Local Board area that was the focus area of the survey.

The questionnaire, cover letter and fact sheet can be referred to in **Appendix B**.

Weighting

Because the electoral role database contains approximately 94% of all registered Waiheke voters, we have assumed that the demographic profile of registered voters is aligned with the demographic profile of the Census 2013 statistics. Therefore, the data from respondents on the electoral role is weighted to represent the age, gender and ethnicity of the Waiheke population aged 18+, according to the Census 2013 statistics.

The data from off-island ratepayers is unweighted as it is not possible to know the profile of this survey population.

Interpreting the findings

Throughout the report, the results have been shown for registered voters (those sourced from the electoral role) and off-island ratepayers (those sourced from Auckland Council's rates database).

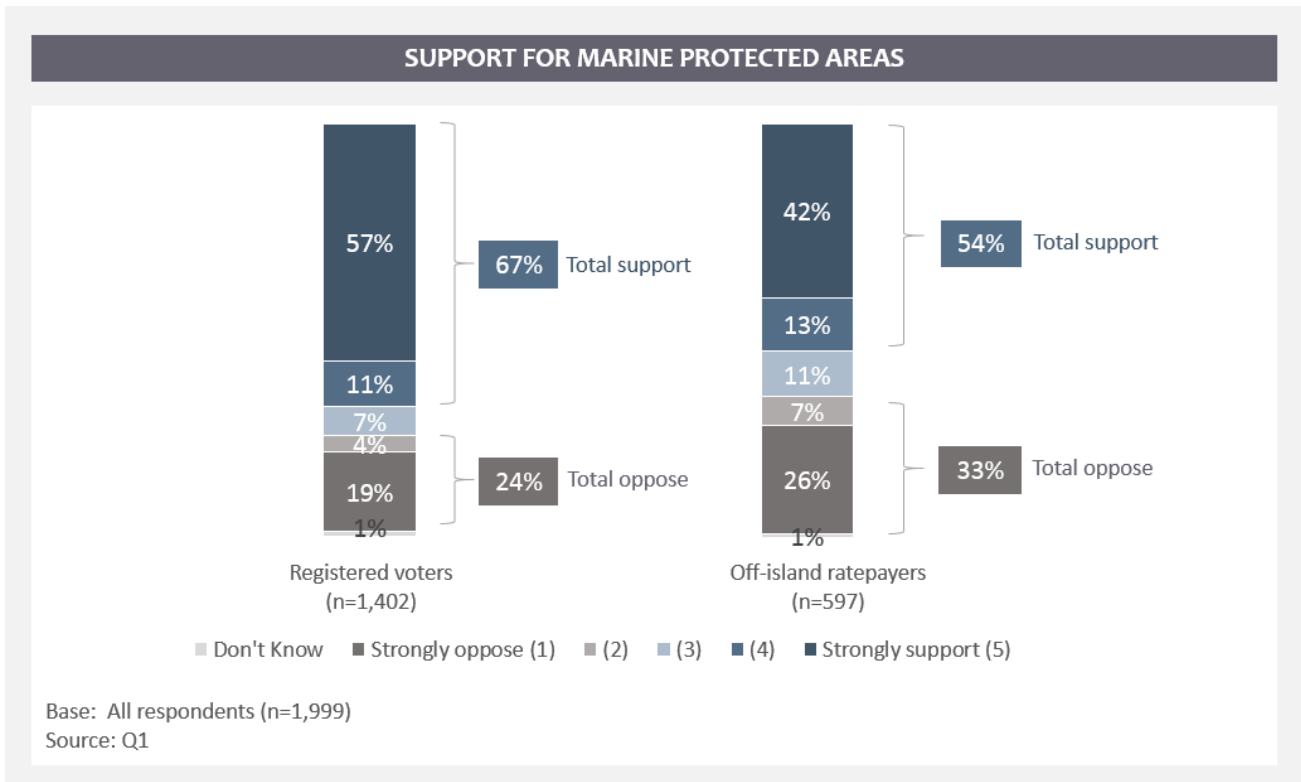
Please note that due to rounding and multiple response questions, not all data sums to 100%.

Key Findings

Support for the establishment of Marine Protected Areas

All respondents were asked to refer to the enclosed map of the Waiheke Local Board Area and asked if they support or oppose the Waiheke Local Board's proposal to establish a network of marine protected areas here.

The majority of registered voters (67%) and off-island ratepayers (54%) support the proposal to establish a network of marine protected areas linking the islands in the Waiheke Local Board. Around one in four registered voters (24%) and one in three off-island ratepayers (33%) oppose the proposal.



In terms of demographic differences among registered voters:

- European registered voters are more likely to support the proposal for a network of marine protected areas (68%), compared to registered voters of all other ethnicities (61%).
- Registered voters aged 65+ are more likely to oppose the proposal for a network of marine protected areas (27%), compared to those aged 18-64 (22%).

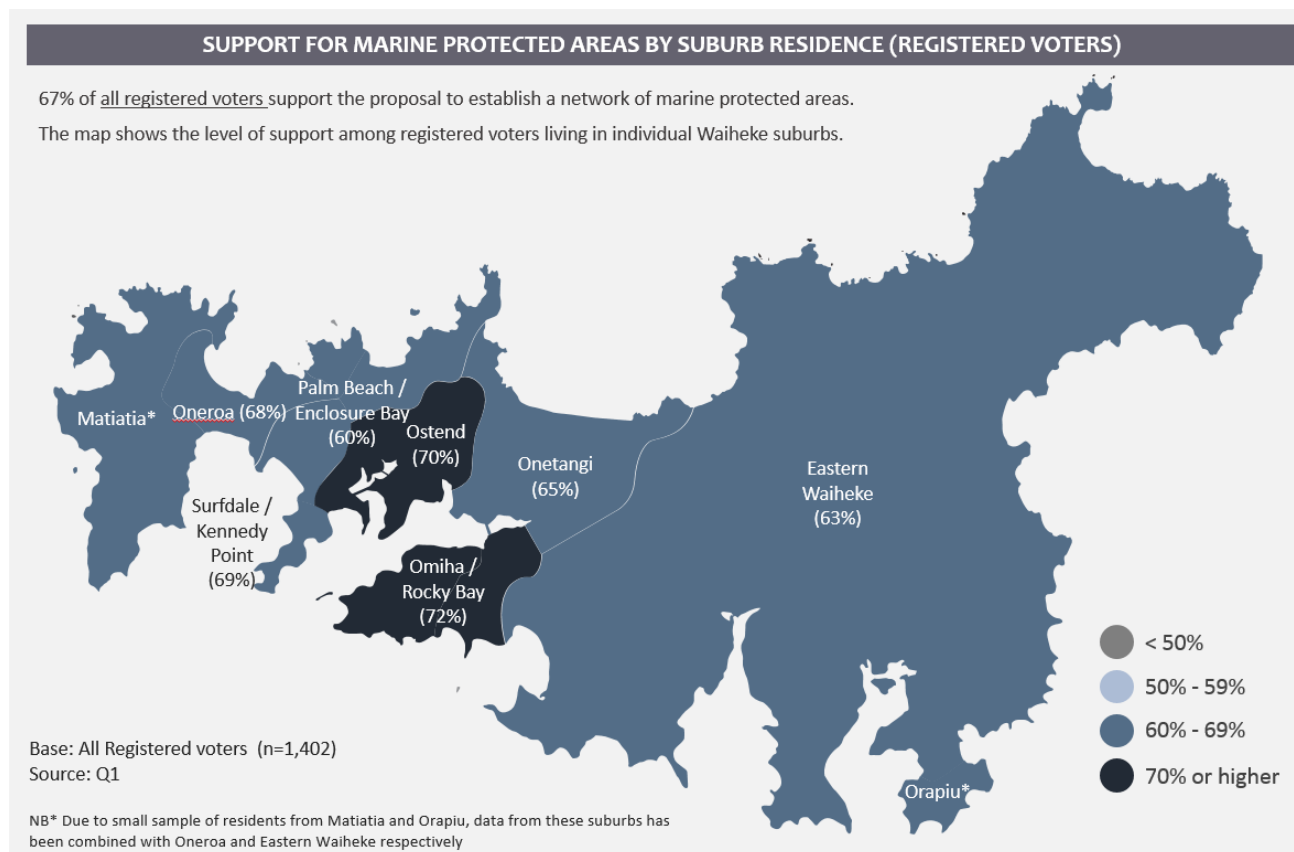
In terms of demographic differences among off-island ratepayers:

- Off-island ratepayers reporting that they have a weekend or occasional home which is also rented out are more likely to support the proposal to establish a network of marine protected areas (70%), compared to all other off-island ratepayers (52%). In addition, those with property in Surfdale are more likely to support the proposal (69%), compared to off-island ratepayers living in other suburbs (53%).
- Off-island ratepayers who identified themselves as living on Waiheke all or most of the time are more likely to oppose the proposal (50%), compared to other off-island ratepayers (31%).

The two maps below show the level of support for marine protected areas by the suburb respondents live in or own property.

Among registered voters, support for the proposal to establish a network of marine protected areas is highest among those who reside in Ostend (70%) or Omiha / Rocky Bay (72%). Registered voters living in all other suburbs in Waiheke have a relatively similar level of support for marine protected areas of between 60% and 69%.

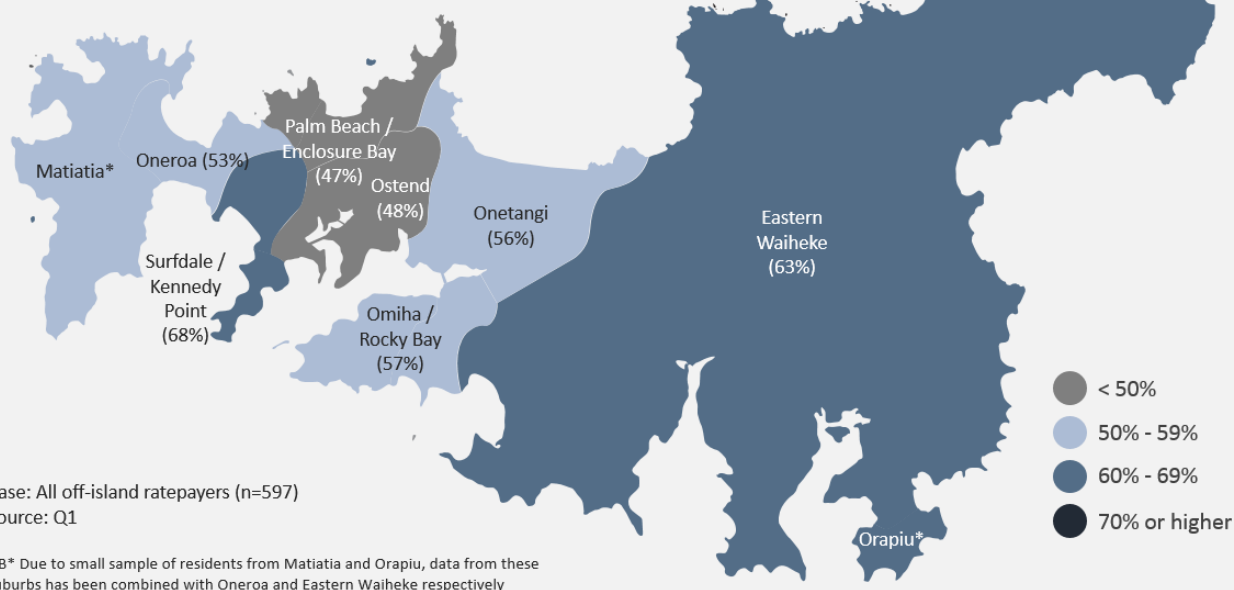
Among off-island ratepayers, support for the proposal to establish a network of marine protected areas is highest among those with properties in Eastern Waiheke (63%) or Surfdale / Kennedy Point (68%) and lowest among those who reside in Ostend (48%) or Palm Beach / Enclosure Bay (47%).



SUPPORT FOR MARINE PROTECTED AREAS BY SUBURB RESIDENCE (OFF-ISLAND RATEPAYERS)

54% of all off-island ratepayers support the proposal to establish a network of marine protected areas.

The map shows the level of support among off-island ratepayers with properties in individual Waiheke suburbs.



Reasons for supporting the establishment of Marine Protected Areas

The main reasons for **supporting** the establishment of MPAs are based around belief that protection of marine areas in the Hauraki Gulf is needed to restore and improve its marine life and ecosystem.

The main reason given by those who **oppose** the establishment of MPAs is that it will take fishing away from residents and/or recreational users. Around one in ten residents who oppose MPAs were also concerned about the increase in visitor numbers it would bring.

Among those who are **neutral or unsure** whether they support the establishment of MPAs, the results suggest that they would like more information and details about what this will entail, and what it will mean for them, before deciding their position.

For a full list of all the reasons why residents support and oppose the establishment of MPAs, please refer to **Appendix C**.

Main reasons why residents support the establishment of MPAs (rated 4 or 5 out of 5)	Registered voters (67% of all registered voters, n=914)	Off-island ratepayers (54% of all off-island ratepayers, n=324)
Protection and preservation of marine life and eco systems	41%	44%
Restore and improve marine life and biodiversity of the Hauraki Gulf	30%	29%
Hauraki Gulf is seriously depleted/over fished	14%	12%
For the future generations	12%	9%
Generally agree with idea of marine protected areas	9%	10%
Greater number of marine protection areas needed	4%	5%
Other reasons (<5% of mentions)	25%	25%
No reason provided / no particular reason	12%	12%

Main reasons why residents <u>oppose</u> the establishment of MPAs (rated 1 or 2 out of 5)	Registered voters (24% of all registered voters, n=351)	Off-island ratepayers (33% of all off-island ratepayers, n=199)
It will take fishing away from local residents and recreational users	23%	40%
Opposed to increase in visitor numbers the reserves would bring	10%	7%
More information needed – the proposal is too vague	8%	7%
Do not agree with proposal for MPAs	8%	5%
The area has traditionally been used by generations of residents	7%	8%
Quotas, limits and restrictions already exist	7%	6%
Commercial fishing needs to be excluded or restricted in the Gulf	6%	11%
Northern beaches are not acceptable areas for MPA	6%	6%
Marine reserves better placed in more isolated areas, away from existing populated areas	5%	13%
Do not believe marine reserves are the domain of local boards	5%	2%
Other reasons (<5% of mentions)	31%	30%
No reason provided / no particular reason	14%	12%
Don't know	2%	1%

Main reasons why residents are <u>neutral</u> or <u>don't know</u> how they feel about the establishment of MPAs (rated 3 out of 5 or Don't Know)	Registered voters (9% of all registered voters, n=137)	Off-island ratepayers (12% of all off-island ratepayers, n=74)
More information needed – the proposal is too vague	25%	18%
Protection and preservation of marine life and eco systems	16%	8%
Depends on areas proposed – I would support specific reserves	16%	15%
I agree subject to continued provision of some recreational use and/or fishing	12%	15%
Marine reserves better placed in more isolated areas, away from existing populated areas	12%	7%
Generally agree with idea of marine protected areas	11%	16%
Opposed to increase in visitor numbers the reserves would bring	8%	1%
Reserves work well in other correct locations	8%	1%
Northern beaches are not acceptable areas for MPA	5%	3%
Other reasons (<5% of mentions)	28%	39%
No reason provided / no particular reason	7%	12%
Don't know	1%	3%

Base: All respondents (n=1,999)

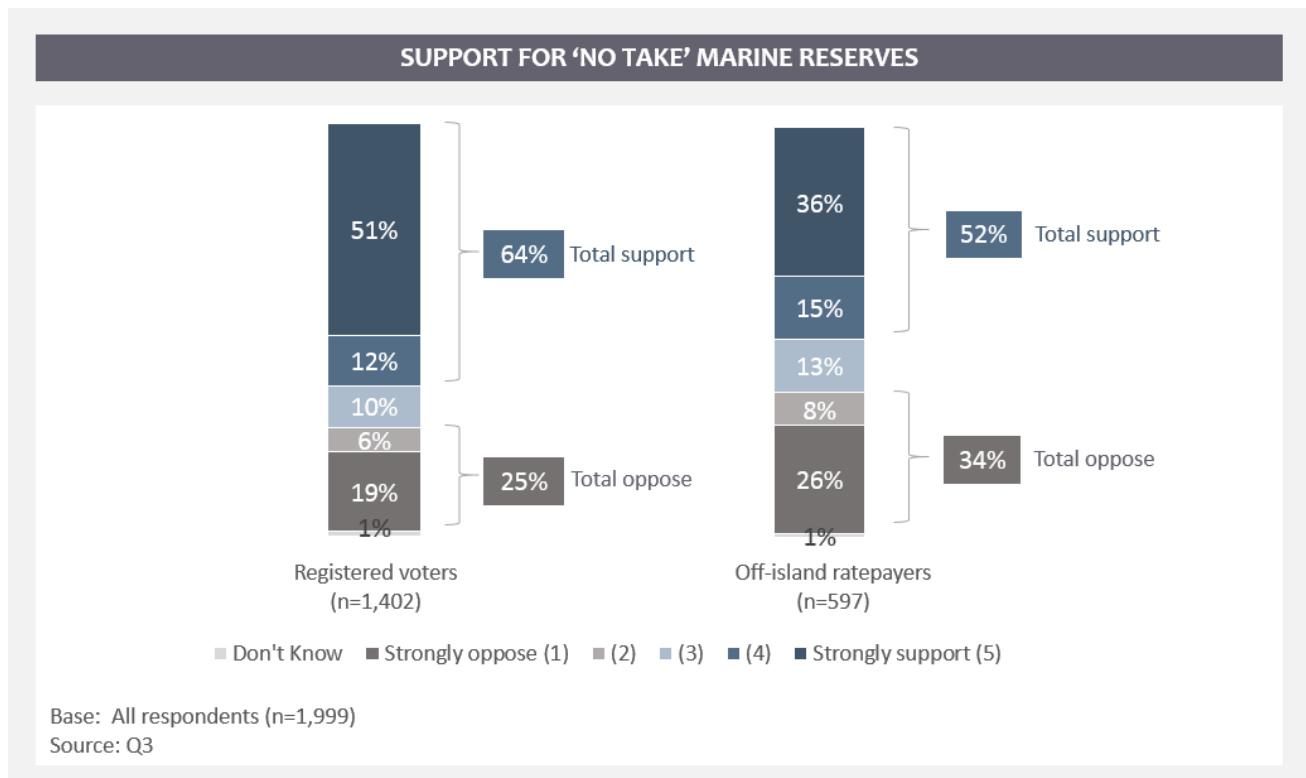
Source: Q2

Support for 'no take' marine reserves

Respondents were asked about their views on 'no take' marine reserves that could be included as part of the network of marine protected areas.

Almost two thirds of registered voters (64%) and one in two off-island ratepayers (52%) support the inclusion of 'no take' marine reserves around the islands in the Waiheke Local Board area, with the majority of these respondents indicating the strongest level of support (51% and 36% respectively).

Around one in four registered voters (25%) and one in three off-island ratepayers (34%) oppose the inclusion of 'no take' marine reserves.



In terms of demographic differences among registered voters:

- European registered voters are more likely to support the establishment of 'no take' marine reserves (65%), compared to registered voters of all other ethnicities (59%).

In terms of demographic differences among off-island ratepayers:

- Off-island ratepayers reporting that they have a weekend or occasional home which is also rented out are more likely to support the establishment of 'no take' marine reserves (65%), compared to all other off-island ratepayers (49%).
- Those who identified themselves as living on Waiheke all or most of the time are more likely to oppose the establishment of 'no take' marine reserves (51%), compared to all other off-island ratepayers (31%).

Proportion of 'no take' marine reserves

The median proportion of the marine environment in the Waiheke Local Board survey area that **all** registered voters feel should be protected as 'no take' marine reserves is 40%, compared to 30% for **all** off-island ratepayers.

Among those who **support** the establishment of marine reserves, the median proportion of the marine environment in the Waiheke Local Board area they feel should be protected as 'no take' marine reserves is 50%, and among those who **oppose** the establishment of marine reserves, the median is 0% - for both registered voters and off-island ratepayers.

The median refers to the midpoint of all the data values provided by respondents.

Proportion of the marine environment that should be protected as 'no take' marine reserves	Registered voters (n=1,402)				Off-island ratepayers (n=597)			
	All registered voters (n=1,402)	Support marine reserves (67% or n=877)	Oppose marine reserves (25% or n=362)	Neutral or DK (11% or n=163)	All off-island ratepayers (n=597)	Support marine reserves (52% or n=308)	Oppose marine reserves (n=34% or n=204)	Neutral or DK (14% or n=85)
0%	12%	0%	47%	1%	19%	0%	54%	1%
1% - 10%	13%	7%	26%	15%	12%	5%	19%	18%
11% - 20%	8%	8%	5%	12%	11%	9%	10%	18%
21% - 30%	9%	11%	4%	10%	12%	14%	5%	21%
31% - 40%	7%	7%	4%	15%	3%	5%	1%	4%
41% - 50%	14%	17%	5%	17%	15%	19%	5%	24%
51% - 60%	2%	3%	0%	2%	3%	6%	1%	1%
61% - 70%	2%	4%	0%	1%	3%	5%	0%	2%
71% - 80%	8%	11%	0%	7%	6%	12%	0%	1%
81% - 90%	1%	2%	0%	0%	1%	2%	0%	0%
91% - 99%	0%	0%	0%	0%	0%	0%	0%	0%
100%	15%	23%	1%	0%	12%	22%	0%	1%
Don't know / didn't answer	8%	6%	7%	19%	4%	3%	4%	9%
Median	40%	50%	0%	33%	30%	50%	0%	25%

Base: All respondents (n=1,999)

Source: Q5

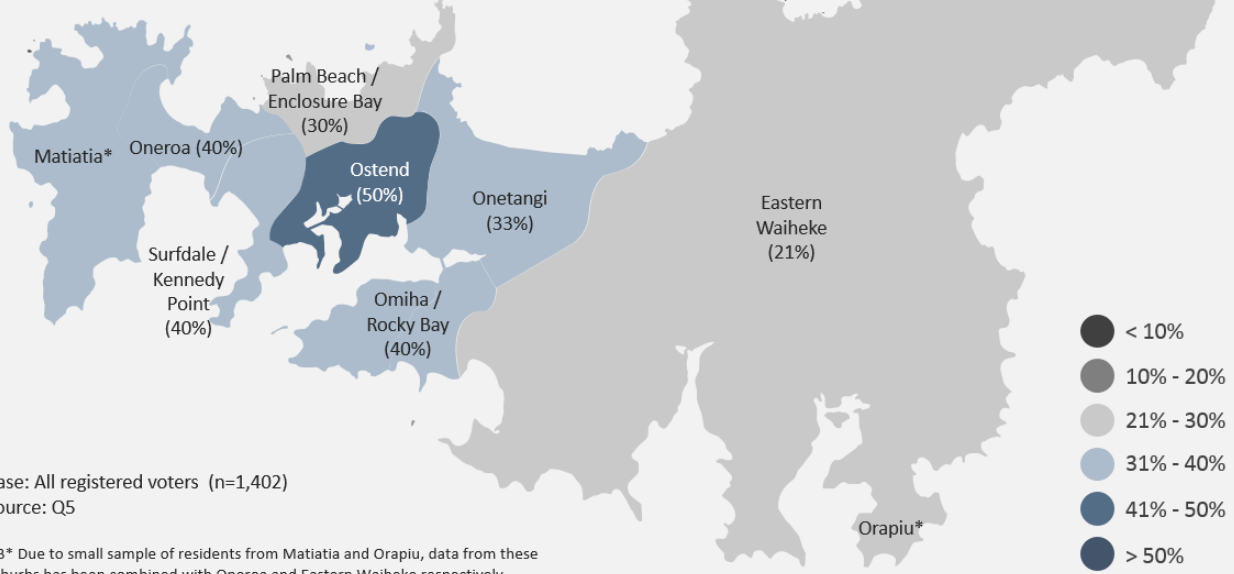
The two maps overleaf show the level of support for 'no take' marine reserves by the suburb where respondents live or own property.

Among registered voters, those who reside in Ostend feel that a higher proportion of the marine environment should be protected as marine reserves (median 50%), while those living in Eastern Waiheke (median 21%) or Palm Beach / Enclosure Bay feel that a lower proportion should be protected as marine reserves (median 30%).

Among off-island ratepayers, those with property in Eastern Waiheke (median 50%) or Surfdale / Kennedy Point (median 40%) feel that a higher proportion of the marine environment should be protected as marine reserves, while those with property in Ostend (median 20%) or Omiha / Rocky Bay (median 20%) feel that a lower proportion should be protected as marine reserves.

MEDIAN PROPORTION OF MARINE AREA THAT SHOULD BE 'NO TAKE' MARINE RESERVES BY SUBURB RESIDENCE (REGISTERED VOTERS)

The median proportion that **all registered voters** feel should be protected as marine reserves is 40%.
 The map shows the median proportions among registered voters living in individual Waiheke suburbs.

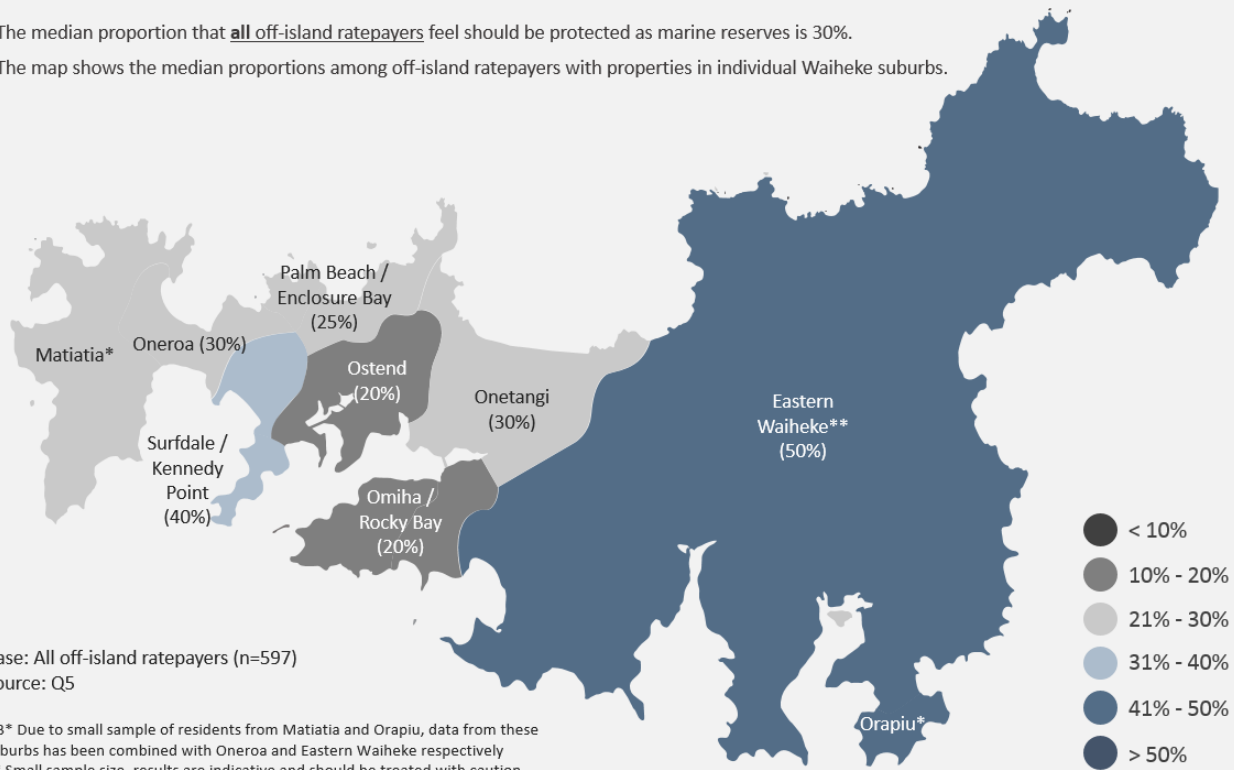


Base: All registered voters (n=1,402)
 Source: Q5

NB* Due to small sample of residents from Matiatia and Orapiu, data from these suburbs has been combined with Oneroa and Eastern Waiheke respectively

MEDIAN PROPORTION OF MARINE AREA THAT SHOULD BE 'NO TAKE' MARINE RESERVES BY SUBURB RESIDENCE (OFF-ISLAND RATEPAYERS)

The median proportion that **all off-island ratepayers** feel should be protected as marine reserves is 30%.
 The map shows the median proportions among off-island ratepayers with properties in individual Waiheke suburbs.



Base: All off-island ratepayers (n=597)
 Source: Q5

NB* Due to small sample of residents from Matiatia and Orapiu, data from these suburbs has been combined with Oneroa and Eastern Waiheke respectively
 ** Small sample size, results are indicative and should be treated with caution

Reasons for supporting the 'no take' marine reserves

The main reasons for **supporting** the establishment of 'no take' marine reserves are because residents believe they will help restore, rebuild and protect fish and marine life in the Hauraki Gulf.

The main concern among those who **oppose** the establishment of 'no take' marine reserves is that they would like to maintain adequate areas for residents to go fishing or gather shellfish etc.

More than one in four of those who are **neutral or unsure** whether they support the establishment of 'no take' marine reserves give the reason that they would like more information about the proposed areas of marine reserves, or they would support specific reserves but not support a reserve surrounding all of Waiheke.

For a full list of all the reasons why residents support and oppose the establishment of 'no take' marine reserves, please refer to **Appendix D**.

Main reasons why residents <u>support</u> the establishment of 'no take' marine reserves (rated 4 or 5 out of 5)	Registered voters (64% of all registered voters, n=877)	Off-island ratepayers (52% of all off-island ratepayers, n=308)
Restores, rebuilds and improves fish, marine life, eco systems and bio diversity	32%	30%
Protects and preserves marine life, eco systems and bio diversity	22%	27%
Hauraki Gulf has been seriously degraded and stocks are being over fished	9%	6%
'No take' marine reserves are the strongest form of protection	9%	6%
Generally agree with idea of 'no take' marine reserves in the right area	8%	11%
'No take' marine reserves are important/necessary	7%	6%
Ensure there are adequate areas for local/recreational fishing, shellfish gathering etc.	7%	8%
For the future generations	6%	7%
Depends on areas proposed (would support specific reserves, not a total reserve around Waiheke)	4%	6%
Other reasons (<5% of mentions)	39%	44%
Don't know	13%	13%

Main reasons why residents <u>oppose</u> the establishment of 'no take' marine reserves (rated 1 or 2 out of 5)	Registered voters (25% of all registered voters, n=362)	Off-island ratepayers (34% of all off-island ratepayers, n=204)
Ensure there are adequate areas for local/recreational fishing, shellfish gathering etc.	28%	38%
The area has traditionally been used by generations of residents	16%	11%
Opposed to marine reserves, think they're a bad idea	11%	8%
Commercial fishing needs to be excluded or restricted in the Gulf	9%	12%
Depends on areas proposed – I would support specific reserves	8%	10%
'No take' seaweed, driftwood or shells is excessive	6%	6%
Do not want reserves along northern beaches	6%	9%
Recreational restrictions should be on quantities, species or size only	5%	6%
Opposed to reserves in residential or rural residential areas	4%	6%
Quotas and limits already exist and work well	4%	6%
Marine reserves should be placed in more isolated areas, away from existing populated areas	4%	8%
Other reasons (<5% of mentions)	33%	35%
Don't know	19%	13%

Main reasons why residents are <u>neutral</u> or <u>don't know</u> how they feel about the establishment of 'no take' marine reserves (rated 3 out of 5 or Don't Know)	Registered voters (11% of all registered voters, n=163)	Off-island ratepayers (14% of all off-island ratepayers, n=85)
Reasons supporting marine reserves:		
Generally agree with idea of 'no take' marine reserves in the right area	17%	15%
Protects and preserves marine life, eco systems and bio diversity	6%	5%
Reasons opposing marine reserves:		
Ensure there are adequate areas for local/recreational fishing, shellfish gathering etc.	18%	24%
Do not want reserves along northern beaches	10%	11%
'No take' seaweed, driftwood or shells is excessive	10%	7%
The area has traditionally been used by generations of residents	7%	5%
Recreational restrictions should be on quantities, species or size only	6%	5%
Marine reserves should be placed in more isolated areas, away from existing populated areas	2%	5%
Dependable reasons for supporting/opposing marine reserves:		
Depends on areas proposed (would support specific reserves, not a total reserve around Waiheke)	27%	29%
More information needed	7%	7%
Other reasons (<5% of mentions)	31%	31%
Don't know	17%	16%

Base: All respondents (n=1,999)

Source: Q4

Factors to be considered for marine reserves

The most important factor to be considered for marine reserves among registered voters who **support** the establishment of 'no take' marine reserves is that marine life will be protected and restored (92%).

Among registered voters who **oppose** the establishment of marine reserves, the impact on people and the community, particularly that beaches and bays close to existing residential areas are excluded (32%), is the most important factor they feel should be considered.

REGISTERED VOTERS	All registered voters (n=1,402)	Support for marine reserves		
		Support (64%, n=877)	Oppose (25%, n=362)	Neutral/ Don't know (11%, n=163)
Protection of the environment				
The likelihood that marine life will be protected and restored once damaging activities have ceased	71%	92%	18%	68%
Rebuilding the populations of threatened species	70%	88%	24%	66%
That rare and threatened habitats are protected	65%	84%	21%	58%
That a full range of habitat types are protected	62%	83%	14%	49%
People and the community				
Improving opportunities for recreational fishing in the wider area by rebuilding fish stocks	53%	64%	22%	57%
Having a pool of local volunteers interested in protecting and managing the reserve	39%	52%	7%	34%
Excluding beaches or bays close to existing villages or residential areas	40%	38%	32%	65%
The potential for local economic benefit	22%	30%	4%	18%
Select places where there would not need to be a significant reduction in fishing within the reserve	26%	25%	23%	36%
Location of the area				
That future visitor numbers can be accommodated without having to provide more car parking, toilets and other services at ratepayers' expense	41%	44%	25%	58%
Ensuring the areas are easy to get to for visitors and school groups	26%	35%	7%	18%
Cultural factors				
Selecting places of cultural importance where there are opportunities for mātauranga and kaitiakitanga (Maori cultural knowledge and guardianship) to be applied	34%	45%	7%	32%
Enhancing kai moana (sea food) and opportunities for Māori customary use	22%	29%	6%	16%
Other factors	10%	11%	6%	15%
Don't know / Didn't answer	2%	1%	5%	7%
None of the above – I don't believe 'no take' marine reserves should be implemented here	11%	0%	45%	1%

Base: All registered voters (n=1,402)

Source: Q6

The most important factor to be considered for marine reserves among off-island ratepayers who **support** the establishment of 'no take' marine reserves is that marine life will be protected and restored (89%).

Among off-island ratepayers who **oppose** the establishment of marine reserves, the impact on people and the community, particularly that beaches and bays close to existing residential areas are excluded (48%), is the most important factor they feel should be considered.

OFF-ISLAND RATEPAYERS	All off-island ratepayers (n=597)	Support for marine reserves		
		Support (52%, n=308)	Oppose (34%, n=204)	Neutral/ Don't know (14%, n=85)
Protection of the environment				
The likelihood that marine life will be protected and restored once damaging activities have ceased	60%	89%	14%	65%
Rebuilding the populations of threatened species	61%	84%	24%	66%
That rare and threatened habitats are protected	54%	75%	21%	58%
That a full range of habitat types are protected	51%	77%	13%	47%
People and the community				
Improving opportunities for recreational fishing in the wider area by rebuilding fish stocks	54%	72%	20%	72%
Having a pool of local volunteers interested in protecting and managing the reserve	31%	48%	7%	25%
Excluding beaches or bays close to existing villages or residential areas	45%	38%	48%	64%
The potential for local economic benefit	20%	31%	4%	18%
Select places where there would not need to be a significant reduction in fishing within the reserve	34%	33%	27%	52%
Location of the area				
That future visitor numbers can be accommodated without having to provide more car parking, toilets and other services at ratepayers' expense	42%	46%	33%	49%
Ensuring the areas are easy to get to for visitors and school groups	28%	41%	8%	29%
Cultural factors				
Selecting places of cultural importance where there are opportunities for mātauranga and kaitiakitanga (Maori cultural knowledge and guardianship) to be applied	21%	32%	3%	21%
Enhancing kai moana (sea food) and opportunities for Māori customary use	10%	17%	2%	4%
Other factors	8%	9%	7%	8%
Don't know / Didn't answer	1%	0%	2%	2%
None of the above – I don't believe 'no take' marine reserves should be implemented here	14%	0%	38%	2%

Base: All off-island ratepayers (n=597)

Source: Q6

Areas considered acceptable for marine reserves

The tables below show the proportion of respondents (registered voters and off-island ratepayers) who suggested specific areas they feel are **acceptable** and **unacceptable** to establish as 'no take' marine reserves.

Please note that those identifying areas within each sub-group (for example, North-West Waiheke) may also have identified individual places within those areas (for example, Oneroa), and these results have also been included in the tables.

The tables below include all mentions of 2% or higher of acceptable areas among those in support of marine reserves, or unacceptable areas among those who oppose marine reserves.

For a full list of the individual beaches and places that are categorised into each region, please refer to Appendix E.

Among registered voters:

- Those who **support** the establishment of marine reserves suggest a range of locations around Waiheke as the most acceptable places for marine reserves to be located, with the most common area being North-West Waiheke (16%). However supportive registered voters are polarised on this, with 19% who also mentioned the North-West as an unacceptable location.
- Registered voters who **oppose** the establishment of marine reserves feel they would be best placed nearby Waiheke's offshore islands (18%), however one in four feel that areas in North-West Waiheke are unacceptable locations (26%).

Registered voters	All registered voters (n=1,402)		Support for 'no take' marine reserves					
			Support (64%, n=877)		Oppose (25%, n=362)		Neutral/ Don't know (11%, n=163)	
	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas
North-West Waiheke (Oneroa to Onetangi)	12%	23%	16%	19%	2%	26%	9%	36%
Enclosure Bay	6%	4%	8%	4%	0%	4%	5%	4%
Palm Beach	4%	11%	6%	11%	0%	10%	1%	14%
Sandy Bay	4%	5%	5%	4%	-	5%	5%	7%
Oneroa	2%	12%	4%	12%	1%	10%	1%	16%
Northern Beaches/north side	3%	7%	3%	3%	1%	12%	3%	14%
Onetangi	2%	11%	3%	11%	0%	11%	-	15%
Hekerua Bay	2%	2%	3%	2%	-	3%	-	3%
North-East Waiheke (East of Onetangi to Ruruwhango Bay)	4%	1%	4%	1%	4%	1%	2%	2%
East Waiheke (Hooks Bay to Orapiu)	7%	1%	7%	1%	7%	2%	10%	3%
East end/side of Waiheke	4%	0%	5%	0%	3%	0%	6%	-
South Waiheke (West of Orapiu to Kaikuku Bay)	3%	1%	3%	0%	3%	2%	3%	-
Southern beaches/coast	2%	1%	3%	0%	1%	2%	1%	-
South-West Waiheke (Kauaroa Bay to Huhuhi Bay)	5%	7%	7%	6%	1%	8%	5%	10%
Whakaneuwha	3%	1%	3%	1%	0%	1%	4%	2%
Rocky Bay	2%	2%	3%	2%	-	3%	0%	3%
Blackpool	1%	2%	1%	2%	-	3%	-	4%
West Waiheke (Western Headland of Oneroa Bay to Te Wharau Bay)	4%	4%	5%	3%	1%	7%	7%	5%
Matiatia	2%	2%	3%	2%	1%	2%	2%	1%
The western end of Waiheke	1%	2%	1%	1%	-	3%	2%	2%

Registered voters (cont'd)	All registered voters (n=1,402)		Support for 'no take' marine reserves					
			Support (64%, n=877)		Oppose (25%, n=362)		Neutral/ Don't know (11%, n=163)	
	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas
Offshore Islands	13%	2%	11%	1%	18%	3%	13%	2%
Motutapu	5%	-	5%	0%	5%	-	5%	-
Ponui	3%	0%	3%	0%	2%	0%	7%	0%
Motuihe	2%	-	3%	0%	1%	-	0%	-
Rangitoto	3%	-	3%	0%	6%	-	4%	-
Rotoroa	3%	0%	2%	0%	3%	0%	3%	-
Mentions of other specific gulf islands	3%	0%	2%	0%	4%	-	4%	2%
All of Waiheke / everywhere	5%	6%	7%	1%	1%	18%	2%	1%
All around Waiheke	3%	4%	4%	1%	-	14%	2%	1%
Everywhere / all areas	2%	1%	3%	1%	1%	5%	-	-
Non area-specific locations	18%	19%	17%	14%	17%	23%	26%	35%
Other non-specific areas in Waiheke (<n=5 mentions)	9%	7%	11%	7%	7%	6%	6%	13%
Unpopulated/low residential areas	5%	-	3%	-	5%	-	16%	-
Traditional/popular recreational fishing grounds/areas	-	3%	-	2%	-	4%	-	7%
All beaches used/easily accessible to the general public	0%	4%	0%	3%	1%	5%	0%	6%
Residential areas/ bays and beaches	-	6%	0%	4%	-	9%	-	11%
Other specific areas in Waiheke (<n=5 mentions)	14%	6%	15%	5%	10%	7%	15%	7%
None / Didn't answer question	44%	49%	44%	61%	50%	27%	35%	32%
Don't know	6%	5%	6%	5%	6%	4%	8%	5%

Base: All registered voters (n=1,402)

Source: Q7/8

Among off-island ratepayers:

- Those who **support** the establishment of marine reserves suggested a range of locations around Waiheke as the most acceptable places for marine reserves to be located. Less than one in ten off-island ratepayer who support marine reserves feel they would be best places in North-West Waiheke (7%) or the offshore islands (7%).
- Residents who **oppose** the establishment of marine reserves feel that areas in North-West Waiheke are unacceptable marine reserve locations (30%) and 15% feel it would be unacceptable to place marine reserves near residential areas, bays and beaches.

Off-island ratepayers	All off-island ratepayers (n=597)		Support for 'no take' marine reserves					
			Support (52%, n=308)		Oppose (34%, n=204)		Neutral/ Don't know (14%, n=85)	
	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas
North-West Waiheke (Oneroa to Onetangi)	5%	22%	7%	13%	1%	30%	6%	32%
Enclosure Bay	1%	6%	1%	3%	-	10%	-	6%
Palm Beach	2%	11%	3%	7%	-	17%	2%	14%
Sandy Bay	1%	7%	2%	4%	-	11%	-	7%
Oneroa	2%	11%	3%	8%	-	15%	1%	15%
Northern Beaches/north side	1%	8%	1%	4%	1%	12%	2%	13%
Onetangi	1%	12%	1%	7%	-	17%	4%	19%
Hekerua Bay	-	4%	-	1%	-	9%	-	5%
From Oneroa to Onetangi	-	3%	-	2%	-	4%	-	4%

Off-island ratepayers (cont'd)	All off-island ratepayers (n=597)		Support for 'no take' marine reserves					
			Support (52%, n=308)		Oppose (34%, n=204)		Neutral/ Don't know (14%, n=85)	
	Acceptable areas	Unaccept- able areas	Acceptable areas	Unaccept- able areas	Acceptable areas	Unaccept- able areas	Acceptable areas	Unaccept- able areas
North-East Waiheke (East of Onetangi to Ruruwhango Bay)	1%	1%	1%	0%	-	1%	-	1%
East Waiheke (Hooks Bay to Orapiu)	4%	3%	4%	4%	3%	2%	7%	1%
South Waiheke (West of Orapiu to Kaikuku Bay)	2%	1%	2%	1%	2%	2%	2%	1%
South-West Waiheke Kauaroa Bay to Huhuhi Bay)	3%	5%	5%	4%	1%	5%	2%	6%
Rocky Bay	1%	2%	2%	1%	-	3%	-	4%
West Waiheke (Western Headland of Oneroa Bay to Te Wharau Bay)	2%	4%	3%	4%	1%	3%	4%	5%
Matiatia	2%	2%	2%	3%	-	2%	2%	2%
Offshore Islands	10%	5%	7%	2%	14%	9%	15%	6%
Motutapu	3%	0%	3%	-	4%	1%	1%	1%
Ponui	2%	1%	2%	0%	2%	1%	4%	-
Mentions of other specific gulf islands	3%	1%	2%	-	4%	1%	5%	1%
Islands of Hauraki Gulf (non-specific)	1%	1%	1%	0%	2%	3%	1%	-
Mentions of channels between specific islands	0%	2%	0%	1%	-	3%	1%	4%
All of Waiheke / everywhere	2%	4%	3%	-	-	11%	1%	-
All around Waiheke	1%	3%	1%	-	-	7%	-	-
Everywhere / all areas	1%	1%	2%	-	-	3%	1%	-
Non area-specific locations	21%	20%	18%	12%	24%	30%	22%	24%
Other non-specific areas in Waiheke (<n=5 mentions)	6%	6%	6%	5%	5%	8%	9%	7%
Unpopulated/low residential areas	10%	-	6%	-	18%	-	6%	-
Mentions of specific kilometres out to sea	1%	1%	2%	1%	-	3%	2%	1%
Traditional/popular recreational fishing grounds/areas	0%	3%	0%	3%	1%	3%	-	5%
All beaches used/easily accessible to the general public	1%	3%	1%	2%	1%	3%	-	6%
Residential areas/ bays and beaches	-	8%	-	3%	-	15%	-	6%
Other specific areas in Waiheke (<n=5 mentions)	6%	5%	7%	3%	5%	7%	5%	9%
None / Didn't answer question	60%	52%	63%	69%	59%	30%	51%	44%
Don't know	4%	3%	5%	4%	3%	2%	6%	1%

Base: All off-island ratepayers (n=597)

Source: Q7/8

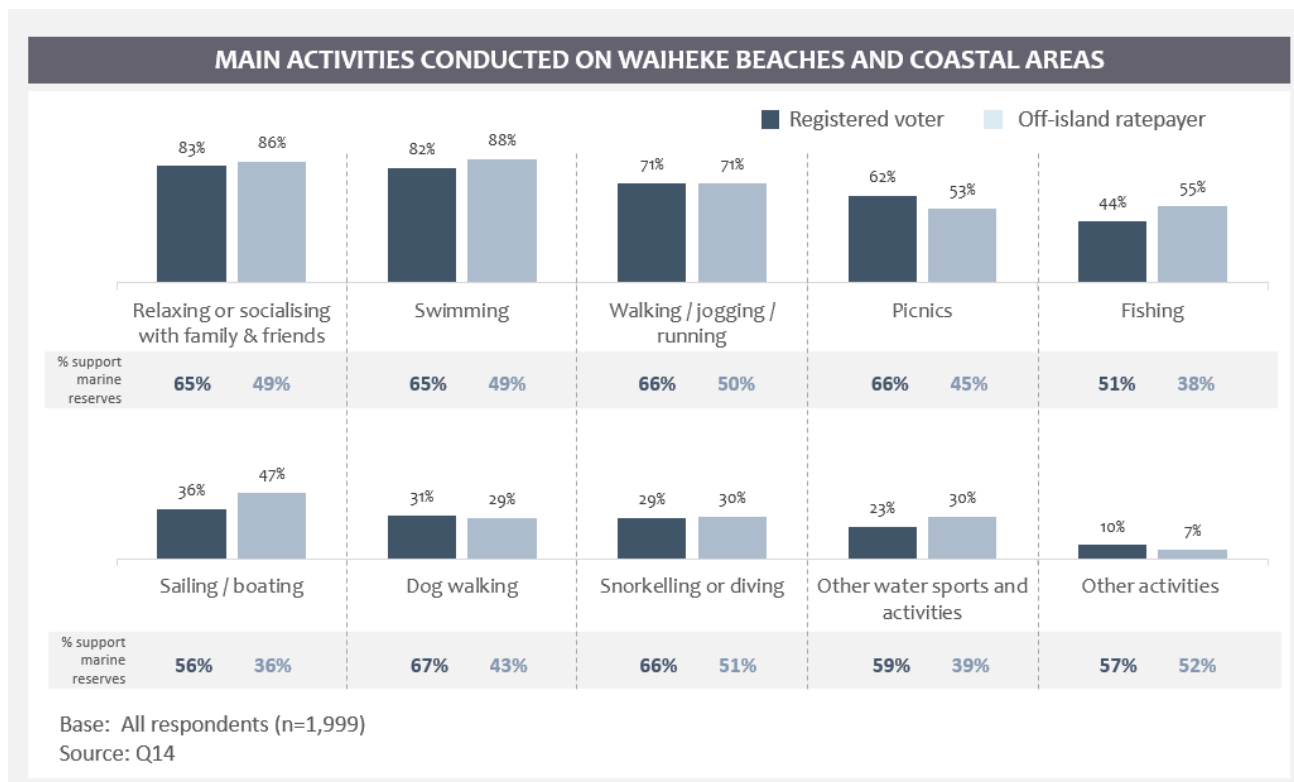
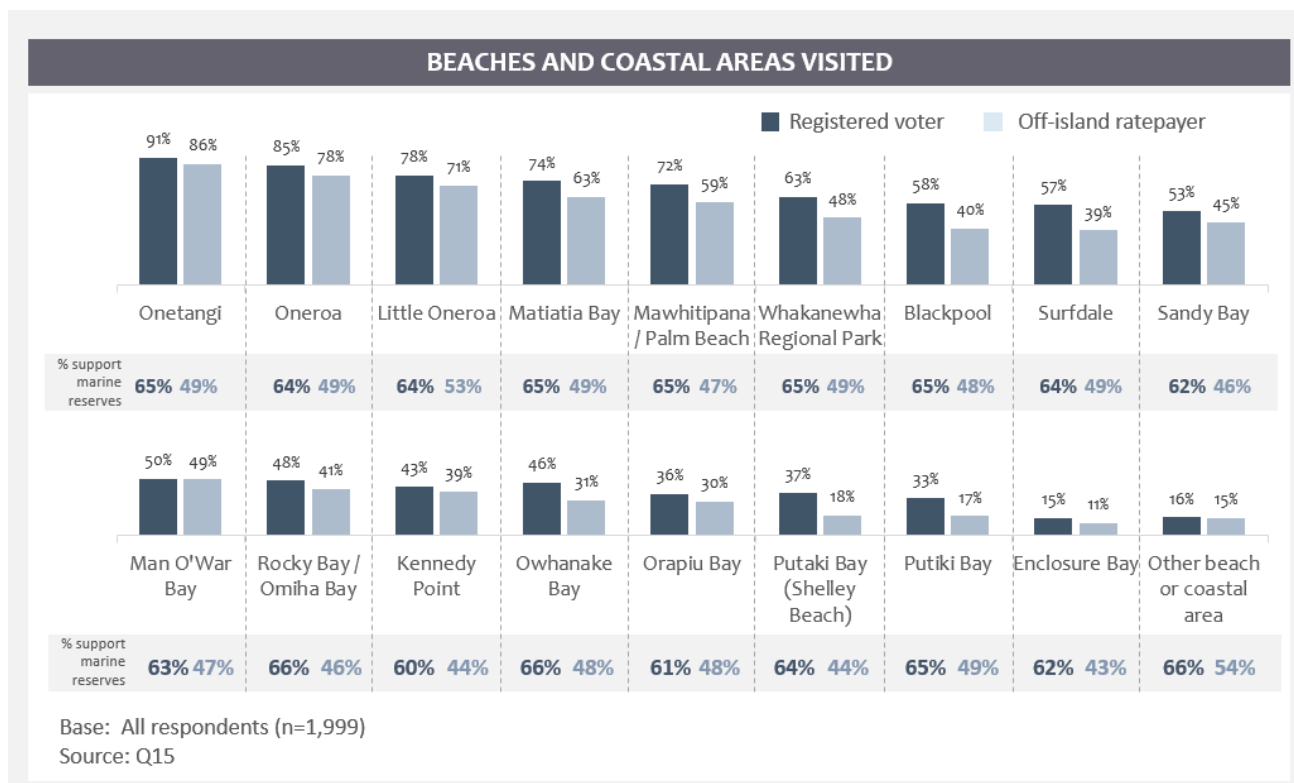
Beaches and coastal areas visited

The charts overleaf show the proportion of respondents who visit individual beaches and coastal areas in the Waiheke Local Board area, and the main activities they participate in when visiting these areas. They also show the level of support for establishing 'no take' marine reserves, by beach visited, and activity conducted.

A greater proportion of **registered voters** visit each of the individual beaches and coastal areas compared to **off-island ratepayers**.

Support for establishing marine reserves is consistent by all beaches visited among both registered voters and off-island ratepayers.

Those who go fishing, sailing, boating, or participate in other water sports and activities on Waiheke's beaches have the lowest level of support for marine reserves.



APPENDIX A: SAMPLE PROFILE

Demographic profiles of the unweighted and weighted samples are provided below.

	Registered voters				Off-island ratepayers			
	Unweighted		Weighted		Unweighted		Weighted	
	n	%	n	%	n	%	n	%
Gender								
Male	659	47%	674	48%	403	68%	403	68%
Female	727	52%	724	52%	184	31%	184	31%
Unanswered	16	1%	4	0%	10	2%	10	2%
Age								
18-24	27	2%	81	6%	0	0%	0	0%
28-34	61	4%	171	12%	5	1%	5	1%
35-44	165	12%	216	15%	40	7%	40	7%
45-54	239	17%	313	22%	130	22%	130	22%
55-64	327	23%	241	17%	167	28%	167	28%
65 years or above	528	38%	367	26%	239	40%	239	40%
Refused / unanswered	55	4%	13	1%	16	3%	16	3%
Ethnicity								
New Zealand European	1146	82%	1082	77%	530	89%	530	89%
Māori	73	5%	101	7%	27	5%	27	5%
Pacific	14	1%	15	1%	4	1%	4	1%
Asian	21	1%	35	2%	5	1%	5	1%
European	119	8%	117	8%	24	4%	24	4%
Other	24	2%	43	3%	3	1%	3	1%
Refused / unanswered	92	7%	111	8%	30	5%	30	5%
Waiheke residential status								
Live on Waiheke all or most of the time	1348	96%	1350	96%	84	14%	84	14%
Weekend or holiday home on Waiheke which is <u>not</u> used as a rental property	31	2%	32	2%	362	61%	362	61%
Weekend or holiday home on Waiheke which is <u>also</u> used as a rental property	10	1%	10	1%	86	14%	86	14%
Other	3	0%	3	0%	55	9%	55	9%
None of the above / unanswered	18	1%	14	1%	15	3%	15	3%
Suburb of main Waiheke residence								
Oneroa	353	25%	340	24%	149	25%	149	25%
Surfdale	239	17%	274	20%	52	9%	52	9%
Ostend	236	17%	224	16%	23	4%	23	4%
Onetangi	200	14%	199	14%	134	22%	134	22%
Palm Beach	172	12%	170	12%	114	19%	114	19%
Omiha	110	8%	114	8%	40	7%	40	7%
Awaararoa Bay	15	1%	16	1%	1	0%	1	0%
Orapiu	14	1%	12	1%	13	2%	13	2%
Sandy Bay	12	1%	12	1%	10	2%	10	2%
Rocky Bay	12	1%	8	1%	16	3%	16	3%
Eastern Waiheke	10	1%	11	1%	5	1%	5	1%
Other	42	3%	37	3%	49	8%	49	8%

APPENDIX B: COVER LETTER, FACT SHEET AND QUESTIONNAIRE



RESEARCH ID NUMBER:

Re: Waiheke's Marine Protection Survey - Waiheke and surrounding islands

Dear

The Waiheke Local Board has commissioned Colmar Brunton to conduct a survey with Waiheke residents, and those closely connected to the Waiheke local board area, about marine protected areas and marine reserves.

The Waiheke Local Board is proposing the establishment of a network of marine protected areas linking the islands in the local board area, as shown on the enclosed map.

The main purposes of this survey are to find out whether the community supports the establishment of a network of marine protected areas and to see if there are some basic principles which the community can support, for establishing marine reserves around Waiheke and surrounding islands.

This questionnaire has been sent by post to each registered voter in the Waiheke local board area, and to each residential ratepayer with an off-island mailing address.

It is the main way in which the local board will be gauging the initial views of the community, so your participation is important. There is also an opportunity for people who do not receive a questionnaire to provide their views and comments online via www.shapeauckland.co.nz.

The results of this survey will be made publicly available. However, your individual responses will be completely confidential. Results will also feed into the Hauraki Gulf Marine Spatial Plan which is currently being developed, and will provide information to the Department for Primary Industries and the Department of Conservation, who are leading the implementation of the Government's Marine Protected Areas Policy.

We would like to encourage you to have your say on this important issue. Please read through the enclosed background information and return your completed survey in the prepaid envelope by Monday 25 May, 2015. If you would prefer to complete this survey online, rather than sending it back via post please visit <http://surveys.colmarbrunton.co.nz/waiheke>

If you experience any issues completing this survey, please contact Colmar Brunton on (09) 919 9200 or email info@colmarbrunton.co.nz

Thank you,
Colmar Brunton

BACKGROUND INFORMATION

Biodiversity is the variety of animal and plant life and is used as a measure of biological wealth. New Zealand has a particularly rich and complex seascape, making it a world hotspot for marine biodiversity.

The significance of the Hauraki Gulf for biodiversity is recognised through the establishment of the Hauraki Gulf Marine Park. It includes all of the islands in the Waiheke local board area and the coastal and marine ecosystems which surround and link them. Please see the map below.

Ecosystems include estuaries, beaches, rocky shores and offshore areas, and the species of marine life within them.

The 'State of Our Gulf' Reports published in 2011 and 2014 indicate that the Gulf's environmental quality and biodiversity are in decline.



Hauraki Gulf
Marine Park
Ko te Pātaka kai
o Tikapa Moana
Te Moananui a Toi

The causes include pollution and sediment run off from land, and commercial and recreational fishing.

The Hauraki Gulf Marine Spatial Plan (Sea Change) is being prepared with the aim of restoring the Gulf's environment.

The New Zealand Biodiversity Strategy has a target of protecting 10% of New Zealand's marine environment. At present less than 1% is protected.

The Government is setting up a network of Marine Protected Areas (MPAs) to protect examples of our different marine habitats and ecosystems, as well as those that are outstanding or rare. Marine Protected Areas include marine reserves (established under the Marine Reserves Act, 1971) and other types of MPAs.



Marine Reserves

- Marine reserves provide the highest level of protection in New Zealand. These are all 'no take' zones which prohibit fishing, shellfish gathering and any other disturbance of marine life in the area. Marine species and habitats are left to grow naturally and degraded areas allowed to recover. This includes recovery of fish populations which can then disperse into the wider area.
- 'No take' marine reserves are managed by the Department of Conservation with support from community volunteers. Their success also depends on the care, vigilance and good management of visitors.
- People have a general right of access to marine reserves, but controls can be introduced to protect wildlife or for safety. The most accessible marine reserves on the mainland can attract large numbers of visitors. Remoter reserves, such as Te Matuku on Waiheke, receive low numbers of visitors.

Other types of Marine Protected Areas

- Marine Protected Areas also include areas with less strict or comprehensive forms of protection. These include limits on commercial or recreational fishing, aquaculture, dredging or other potentially damaging activities under a variety of legislation. They can have varying degrees of benefit for biodiversity.
- Biodiversity protection will be the primary consideration when deciding the type and location of MPAs. Other benefits, like tourism or recreational opportunities, may occur. Minimising impacts on existing activities e.g. fishing within the MPAs is also an important consideration if there is a choice to be made between similar sites.

THE PURPOSE OF THIS SURVEY:

During the preparation of the Waiheke Local Board Plan last year, there was strong support for improving the protection and restoration of the marine environment. In the approved plan, the local board advocates for a network of MPAs to be established linking the islands in the Waiheke area. It has yet to be decided what areas or locations would make up this network, or even if there will be any additional protection at all.

The local board is therefore commissioning an independent survey by Colmar Brunton to see if there is general support for establishing such a network, and, if there are clear principles for establishing marine reserves which the community can support, and what level of agreement there is on priority areas or locations, which could provide the foundation for a wider network.

The results of the survey will help the Local Board represent the community's views on marine protection issues and provide valuable information for the Hauraki Gulf Marine Spatial Plan (Sea Change).

There are many web sites which provide information on marine protection, for example <http://www.doc.govt.nz/nature/habitats/marine/marine-protected-areas>. Information is also available at shapeauckland.co.nz

RESEARCH ID NUMBER:

Please take the time to read through the background information enclosed before completing this survey. All replies are important and will contribute to the results, so please send us your answers even if you do not have a definite view on all of the questions.

If you would prefer to complete this survey online, rather than sending it back via post please visit <http://surveys.colmarbrunton.co.nz/waiheke>

THE SURVEY

- 1** The Waiheke Local Board Plan is proposing that a network of marine protected areas is established, linking the islands of the Waiheke Local Board area (in the area shown on the enclosed map.) How much do you support or oppose Waiheke Local Board's proposal? Please select one answer only.

Strongly Oppose				Strongly Support	Don't know
1	2	3	4	5	6

- 2** What are the main reasons for your answer to question 1 above?

The network of marine protected areas which the Waiheke Local Board is promoting could include one or more marine reserves located where they would assist the protection and restoration of marine life. Marine Reserves in New Zealand are 'no take' zones, where people are not permitted to take fish or other living things, disturb the habitat of marine animals, or remove non-living marine resources such as shells, drift wood or sea weed within their boundaries.

The local board is particularly interested in your views on 'no take' marine reserves since these could form an important part for the network of marine protected areas.

- 3** How much do you support or oppose the establishment of 'no take' marine reserves around the islands in the Waiheke Local Board area? Please select one answer only.

Strongly Oppose				Strongly Support	Don't know
1	2	3	4	5	6

- 4** What are the main reasons for your answer to question 3 above?

- 5** What proportion of the marine environment around the islands in the Waiheke Local Board area do you think should be protected as 'no take' marine reserves? Please select one answer only, or write in the proportion you feel should be protected.

There should not be any 'no take' marine reserves in the area	Other proportion (please write in)	The whole area should be protected as 'no take' marine reserves	Don't know
0%	_____ %	100%	<input type="text"/>

- 6** In your view, what are the main factors that should be considered when deciding the location of 'no take' marine reserves around the islands in the Waiheke Local Board area? Please select all that apply.

PROTECTION OF THE ENVIRONMENT		CULTURAL FACTORS	
The likelihood that marine life will be protected and restored once damaging activities have ceased	1	Enhancing kai moans (sea food) and opportunities for Māori customary use	10
That a full range of habitat types are protected	2	Selecting places of cultural importance where there are opportunities for mātauranga and kaitiakitanga (Māori cultural knowledge and guardianship) to be applied	11
That rare and threatened habitats are protected	3		
Rebuilding the populations of threatened species	4		
IMPACT ON PEOPLE AND THE COMMUNITY		LOCATION OF THE AREA	
Improving opportunities for recreational fishing in the wider area by rebuilding fish stocks	5	Ensuring the areas are easy to get to for visitors and school groups	12
Excluding beaches or bays close to existing villages or residential areas	6	That future visitor numbers can be accommodated without having to provide more car parking, toilets and other services at ratepayers' expense.	13
Having a pool of local volunteers interested in protecting and managing the reserve	7		
The potential for local economic benefit	8		
Select places where there would not need to be a significant reduction in fishing within the reserve	9		
Other factors (please write in)			14
Don't know			15
None of the above - I don't believe 'no take' marine reserves should be implemented here			16

- 7** If there are any general areas or specific places that you would consider acceptable as 'no take' marine reserves please list them below:

8 If there are any general areas or specific places that you would consider unacceptable as 'no take' marine reserves please list them below:

Finally, a few questions about you

9 Are you... Please select one only.

Male	1
Female	2

11 Which of the following best describes your ethnic origin?
Please select all that apply.

New Zealand European	1
Māori	2
Samoa	3
Cook Island Māori	4
Tongan	5
Niuean	6
Chinese	7
Indian	8
Other European ethnicity	9
Other Pacific ethnicity	10
Other Asian ethnicity	11
Another ethnic group (please write in)	12
I'd rather not answer this question	13

13 In which suburb is your main residence located on Waiheke?
Please select one only.

Omiha	1
Oneroa	2
Onetangi	3
Ostend	4
Palm Beach	5
Surfdale	6
Waiheke Island	7
Other suburb (please write in)	8

15 Which beaches or coastal areas (including coastal walkways) around the islands in the Waiheke Local Board area do you visit?
Please select all that apply.

Onetangi	1
Oneroa	2
Little Oneroa	3
Matiatia Bay	4
Blackpool	5
Surfdale	6
Mawhitipana/Palm Beach	7
Owhanake Bay	8
Sandy Bay	9
Man O'War Bay	10
Kennedy Point	11
Rocky Bay/Omiha Bay	12
Orapiu Bay	13
Putaki Bay (Shelley Beach)	14
Putiki Bay	15
Whakanewha Regional Park	16
Other beach or coastal area (please write in)	17
None – do not visit the beaches or coast in the area	18

10 Which age group do you belong to? Please select one only.

18-24 years	1
25-34 years	2
35-44 years	3
45-54 years	4
55-64 years	5
65 years or above	6
I'd rather not answer this question	7

12 Which of the following best describes you?
Please select all that apply.

You live on Waiheke all or most of the time	1
You have a weekend or occasional home on Waiheke which is not used as a rental property	2
You have a weekend or occasional home on Waiheke which is also used as a rental property	3
You have a rental or investment property on Waiheke which you do not personally use	4
Other (please write in)	5
None of the above	6

14 What are the main activities you participate in when you visit the beaches or coast around the islands in the Waiheke Local Board area?
Please select all that apply.

Relaxing or socialising with family/friends	1
Swimming	2
Picnics	3
Dog walking	4
Walking / jogging / running	5
Sailing / boating	6
Other water sports and activities	7
Fishing	8
Snorkelling or diving	9
Other activities (please write in)	10
None – do not visit the beaches or coast in the area	11

If you would like to subscribe to the Waiheke Local Board's newsletter please provide your email address in the box below:

Thank you for completing the survey.

For postal surveys, please use the reply-paid envelope to send your survey back to us as soon as possible, and by Monday, 25 May 2015 at the latest.

APPENDIX C: REASONS WHY RESIDENTS SUPPORT OR OPPOSE MARINE PROTECTED AREAS (Q2)

Main reasons why residents support the establishment of MPAs (rated 4 or 5 out of 5)	Registered voters (67% of all registered voters, n=914)	Off-island ratepayers (54% of all off-island ratepayers, n=324)
Protection and preservation of marine life and eco systems	41%	44%
Restore and improve marine life and biodiversity of the Hauraki Gulf	30%	29%
Hauraki Gulf is seriously depleted/over fished	14%	12%
For the future generations	12%	9%
Generally agree with idea of marine protected areas	9%	10%
Greater number of marine protection areas needed	4%	5%
Commercial fishing needs to be excluded/restricted/stopped in the Gulf	3%	3%
For the health of the Hauraki Gulf/ocean	3%	2%
Action needed is urgent	3%	-
I agree subject to continued provision of some recreational use/fishing	2%	3%
Concerns about existing pollution/run off/sewage	2%	2%
Good for the environment and ecology generally	2%	2%
Increase in human population issues e.g. overuse, increased recreational use	2%	3%
It will take fishing away from local residents and recreational users	1%	-
A network is needed as areas and sites are interconnected	1%	-
Reserves work well in correct locations	1%	2%
Marine reserves better placed in more isolated areas, away from existing populated areas	1%	1%
More information needed – the proposal is too vague	1%	1%
Recreational restrictions should be on quantities or bag limits	1%	1%
The area has traditionally been used by generations of residents	1%	1%
Concerns about commercialisation which will follow e.g. tourist operators, construction	-	1%
Depends on areas proposed – I would support specific reserves	-	1%
Do not support marine reserve around the whole of Waiheke Island	-	1%
Concerns about infrastructure issues	-	1%
Other reason	5%	7%
Nothing / no particular reason	12%	12%

Main reasons why residents oppose the establishment of MPAs (rated 1 or 2 out of 5)	Registered voters (24% of all registered voters, n=351)	Off-island ratepayers (33% of all off-island ratepayers, n=199)
It will take fishing away from local residents and recreational users	23%	40%
Opposed to increase in visitor numbers the reserves would bring	10%	7%
More information needed – the proposal is too vague	8%	7%
Do not agree with proposal for MPAs	8%	5%
The area has traditionally been used by generations of residents	7%	8%
Quotas, limits and restrictions already exist	7%	6%
Commercial fishing needs to be excluded or restricted in the Gulf	6%	11%
Northern beaches are not acceptable areas for MPA	6%	6%
Marine reserves better placed in more isolated areas, away from existing populated areas	5%	13%
Do not believe marine reserves are the domain of local boards	5%	2%
Concerns about infrastructure issues	4%	6%
Depends on areas proposed – I would support specific reserves	3%	3%
I agree subject to continued provision of some recreational use/fishing	2%	5%
Important to consider cultural purposes and customary rights	2%	1%
Concerns about commercialisation which will follow e.g. tourist operators, construction	2%	3%
Concerns about existing pollution/run off/sewage	2%	3%
Generally agree with idea of marine protected areas	2%	1%
Recreational restrictions should be on quantities or bag limits	2%	1%
Do not support marine reserve around the whole of Waiheke Island	2%	3%
Protection and preservation of marine life and eco systems	1%	3%
Hauraki Gulf is seriously depleted/over fished	1%	-
Reserves work well in correct locations	1%	3%
For the health of the Hauraki Gulf/ocean	1%	1%
Increase in human population issues e.g. overuse, increased recreational use	1%	-

Waiheke's beaches are not acceptable areas for MPA – it will restrict the use of beaches	1%	-
Restore and improve marine life and biodiversity of the Hauraki Gulf	-	2%
For the future generations	-	1%
Other reason	7%	6%
Nothing / no particular reason	14%	12%
Don't know	2%	1%

Main reasons why residents are neutral or don't know how they feel about the establishment of MPAs (rated 3 out of 5 or Don't Know)	Registered voters (9% of all registered voters, n=137)	Off-island ratepayers (12% of all off-island ratepayers, n=74)
More information needed – the proposal is too vague	25%	18%
Protection and preservation of marine life and eco systems	16%	8%
Depends on areas proposed – I would support specific reserves	16%	15%
I agree subject to continued provision of some recreational use and/or fishing	12%	15%
Marine reserves better placed in more isolated areas, away from existing populated areas	12%	7%
Generally agree with idea of marine protected areas	11%	16%
Opposed to increase in visitor numbers the reserves would bring	8%	1%
Reserves work well in other correct locations	8%	1%
Northern beaches are not acceptable areas for MPA	5%	3%
Restore and improve marine life and biodiversity of the Hauraki Gulf	4%	3%
Concerns about commercialisation which will follow e.g. tourist operators, construction	3%	1%
It will take fishing away from local residents/recreational users	4%	8%
Concerns about existing pollution/run off/sewage	3%	1%
Do not support marine reserve around the whole of Waiheke Island	3%	5%
A network is needed as areas and sites are interconnected	2%	-
For the future generations	2%	1%
Concerns about infrastructure issues	2%	1%
Commercial fishing needs to be excluded or restricted in the Gulf	1%	4%
Do not agree with proposal	2%	3%
Recreational restrictions should be on quantities or bag limits	2%	1%
Hauraki Gulf is seriously depleted/over fished	1%	3%
Do not believe marine reserves are the domain of local boards	1%	3%
The area has traditionally been used by generations of residents	1%	1%
For the health of the Hauraki Gulf/ocean	1%	-
Greater number of marine protection areas needed	1%	4%
Increase in human population issues e.g. overuse, increased recreational use	1%	1%
Waiheke's beaches are not acceptable areas for MPA – it will restrict the use of beaches	-	1%
Other reason	7%	1%
Nothing / no particular reason	7%	12%
Don't know	1%	3%

Base: All respondents (n=1,999)

Source: Q2

APPENDIX D: REASONS WHY RESIDENTS SUPPORT OR OPPOSE MARINE RESERVES (Q4)

Main reasons why residents support the establishment of 'no take' marine reserves (rated 4 or 5 out of 5)	Registered voters (67% of all registered voters, n=914)	Off-island ratepayers (54% of all off-island ratepayers, n=324)
Restores, rebuilds and improves fish, marine life, eco systems and bio diversity	32%	30%
Protects and preserves marine life, eco systems and bio diversity	22%	27%
Hauraki Gulf has been seriously degraded and stocks are being over fished	9%	6%
'No take' marine reserves are the strongest form of protection	9%	6%
Generally agree with idea of 'no take' marine reserves in the right area	8%	11%
'No take' marine reserves are important/necessary	7%	6%
Ensure there are adequate areas for local/recreational fishing, shellfish gathering etc.	7%	8%
For the future generations	6%	7%
Depends on areas proposed (would support specific reserves, not a total reserve around Waiheke)	4%	6%
Good/healthy for the environment	3%	2%
Maintain the right balance	3%	2%
'No take' seaweed, driftwood or shells is excessive	3%	2%
It will provide and support breeding grounds for fish and sea life	3%	4%
Benefits of marine reserves spill over to adjacent areas	3%	3%
It will improve the health of the gulf/ocean	3%	3%
It will provide sustainable fishing	2%	4%
Reserves in other locations work well i.e. Goat Island/Poor Knights	2%	5%
Opposed to reserves in residential/rural residential areas	2%	1%
The area has traditionally been used by generations of residents	2%	2%
Negative effects of the population increase in Waiheke	1%	1%
Concerns about more tourists/visitors on the Island	1%	1%
Would help to increase the number of tourists/visitors	1%	1%
Needs to be easy to monitor and manage	1%	4%
Need to consider collection from beaches for cultural purposes or customary right	1%	2%
Do not want reserves along northern beaches	1%	2%
More information needed	1%	1%
Commercial fishing needs to be excluded or restricted in the Gulf	1%	4%
Recreational restrictions should be on quantities, species or size only	1%	2%
Categorizing as 'no take' gives a clear message of activities permitted	1%	1%
Action needed is urgent	1%	1%
Greater number of marine protection areas needed – at least 10%	1%	2%
Marine reserves should be placed in more isolated areas, away from existing populated areas	1%	1%
Do not think reserves are the domain for the board	-	1%
Concerns about pollution	-	1%
Believe that Gulf islands as more appropriate options	-	1%
Other reason	6%	2%
Don't know	13%	13%

Main reasons why residents oppose the establishment of 'no take' marine reserves (rated 1 or 2 out of 5)	Registered voters (24% of all registered voters, n=351)	Off-island ratepayers (33% of all off-island ratepayers, n=199)
Ensure there are adequate areas for local/recreational fishing, shellfish gathering etc.	28%	38%
The area has traditionally been used by generations of residents	16%	11%
Opposed to marine reserves, think they're a bad idea	11%	8%
Commercial fishing needs to be excluded or restricted in the Gulf	9%	12%
Depends on areas proposed – I would support specific reserves	8%	10%
'No take' seaweed, driftwood or shells is excessive	6%	6%
Do not want reserves along northern beaches	6%	9%
Recreational restrictions should be on quantities, species or size only	5%	6%
Opposed to reserves in residential or rural residential areas	4%	6%
Marine reserves should be placed in more isolated areas, away from existing populated areas	4%	8%
Quotas and limits already exist and work well	4%	6%

Need to consider collection from beaches for cultural purposes or customary right	4%	4%
Opposed to reserves in the Waiheke region/select area away from Waiheke	3%	1%
Generally agree with idea of 'no take' marine reserves in the right area	3%	5%
More information needed	3%	7%
Do not think reserves are the domain for the board	2%	-
Concerns about pollution	2%	1%
Concerns about more tourists/visitors on the Island	2%	5%
Restores, rebuilds and improves fish, marine life, eco systems and bio diversity	2%	-
Concerns about infrastructure issues	2%	4%
Not everyone has/can afford large boats to fish further off the coast	1%	2%
Negative effects of the population increase in Waiheke	1%	-
Good/healthy for the environment	1%	1%
Maintain the right balance	1%	-
Would help to increase the number of tourists/visitors	1%	-
Protects and preserves marine life, eco systems and bio diversity	1%	1%
For the future generations	1%	1%
It will provide sustainable fishing	1%	1%
Greater number of marine protection areas needed – at least 10%	1%	-
Believe that Gulf islands as more appropriate options	-	2%
Other reason	8%	4%
Don't know	19%	13%

Main reasons why residents are neutral or don't know how they feel about the establishment of 'no take' marine reserves (rated 3 out of 5 or Don't Know)	Registered voters (9% of all registered voters, n=137)	Off-island ratepayers (12% of all off-island ratepayers, n=74)
Depends on areas proposed (would support specific reserves, not a total reserve around Waiheke)	27%	29%
Ensure there are adequate areas for local/recreational fishing, shellfish gathering etc.	18%	24%
Generally agree with idea of 'no take' marine reserves in the right area	17%	15%
Do not want reserves along northern beaches	10%	11%
'No take' seaweed, driftwood or shells is excessive	10%	7%
More information needed	7%	7%
The area has traditionally been used by generations of residents	7%	5%
Protects and preserves marine life, eco systems and bio diversity	6%	5%
Recreational restrictions should be on quantities, species or size only	6%	5%
Marine reserves should be placed in more isolated areas, away from existing populated areas	2%	5%
Restores, rebuilds and improves fish, marine life, eco systems and bio diversity	4%	2%
Opposed to reserves in residential/rural residential areas	4%	2%
For the future generations	3%	-
Need to consider collection from beaches for cultural purposes or customary right	3%	-
Opposed to marine reserves, think they're a bad idea	3%	-
Opposed to reserves in the Waiheke region/select area away from Waiheke	2%	-
Concerns about more tourists/visitors on the Island	2%	-
Maintain the right balance	2%	4%
Commercial fishing needs to be excluded or restricted in the Gulf	2%	7%
'No Take' marine reserves are the strongest form of protection	2%	2%
Action needed is urgent	2%	1%
Do not think reserves are the domain for the board	1%	1%
'No Take' marine reserves are important/necessary	1%	1%
Concerns about pollution	1%	-
Would help to increase the number of tourists/visitors	1%	-
Concerns about infrastructure issues	1%	1%
It will provide/support breeding grounds for fish and sea life	1%	-
Hauraki Gulf has been seriously degraded and stocks are being over fished	1%	4%
Believe that Gulf islands as more appropriate options	-	4%
Quotas and limits already exist and work well	-	2%
Not everyone has/can afford large boats to fish further off the coast	-	1%
Negative effects of the population increase in Waiheke	-	1%
Good/healthy for the environment	-	1%
Benefits of marine reserves spill over to adjacent areas	-	1%
Other reason	4%	4%
Don't know	17%	16%

Base: All respondents (n=1,999)

Source: Q4

APPENDIX E: AREAS CONSIDERED ACCEPTABLE AND UNACCEPTABLE FOR MARINE RESERVES (Q7/Q8)

Registered voters	All registered voters (n=1,402)		Support for 'no take' marine reserves					
			Support (64%, n=877)		Oppose (25%, n=362)		Neutral/ Don't know (11%, n=163)	
	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas
North-West Waiheke (Oneroa to Onetangi)	11.6%	22.8%	16.0%	19.4%	1.6%	25.5%	8.7%	35.7%
Enclosure Bay	5.9%	3.8%	8.3%	3.7%	0.3%	4.0%	4.5%	3.6%
Palm Beach	3.6%	10.8%	5.5%	10.6%	0.2%	9.9%	0.8%	14.1%
Sandy Bay	4.0%	4.9%	5.4%	4.3%	-	5.4%	4.8%	6.8%
Oneroa	2.4%	11.6%	3.5%	11.5%	0.5%	9.7%	0.8%	16.3%
Northern Beaches/north side	2.7%	6.6%	3.4%	3.3%	0.9%	11.6%	2.6%	14.4%
Onetangi	2.3%	11.2%	3.4%	10.7%	0.4%	10.8%	-	14.9%
Hekerua Bay	1.9%	2.1%	3.1%	1.6%	-	2.9%	-	3.2%
Little Oneroa	0.6%	1.8%	0.9%	1.9%	-	1.4%	-	2.0%
Thompsons Point	0.3%	0.2%	0.5%	0.3%	-	-	-	-
From Oneroa to Onetangi	0.2%	2.3%	0.3%	2.3%	-	1.7%	-	3.4%
Fossil Bay	0.2%	0.3%	0.3%	0.4%	-	-	-	-
Mawhitpana Bay	0.1%	-	0.1%	0.1%	-	-	-	-
Mataitai to Onetangi	-	0.5%	-	0.2%	-	1.1%	-	0.8%
Owhanake Bay to Onetangi Bay	-	0.2%	-	0.1%	-	-	-	0.8%
Mataitai to western point of Oneroa	-	0.1%	-	0.1%	-	-	-	-
North-East Waiheke (East of Onetangi to Ruruwhango Bay)	3.5%	0.9%	3.6%	0.7%	4.0%	1.3%	1.7%	1.5%
Cactus Bay	1.4%	0.3%	1.8%	0.1%	0.9%	0.7%	-	-
Pie Melon Bay	1.7%	0.3%	1.6%	0.3%	2.5%	0.3%	0.9%	0.2%
Owhiti Bay	0.7%	0.1%	1.0%	0.1%	-	-	0.4%	-
Garden Cove	0.5%	0.1%	0.5%	-	0.7%	0.4%	-	-
Repo Bay	0.1%	0.1%	0.2%	0.1%	-	-	-	0.4%
Pie Melon Bay to Kauri Point	-	0.1%	-	-	-	-	0.4%	0.9%
Onetangi to Cactus Bay	-	0.2%	-	0.3%	-	-	-	-
East Waiheke (Hooks Bay to Orapiu)	7.3%	1.1%	7.0%	0.5%	7.1%	1.7%	9.5%	3.3%
East end/side of Waiheke	4.4%	0.1%	4.6%	0.2%	3.4%	0.2%	5.5%	-
Man O'War Bay	2.5%	0.1%	1.7%	0.1%	3.7%	-	4.1%	0.2%
Orapiu	0.6%	-	0.7%	-	0.3%	-	0.4%	-
Arran Bay	*	0.1%	0.1%	-	-	-	-	0.8%
Man 'O War to Orapiu	*	-	0.1%	-	-	-	-	-
Hooks Bay	1.0%	0.2%	1.4%	0.2%	0.4%	-	-	0.8%
South Waiheke (West of Orapiu to Kaikuku Bay)	3.0%	0.6%	3.1%	0.1%	2.9%	2.3%	2.7%	-
Southern beaches/coast	1.9%	0.6%	2.5%	0.1%	0.9%	2.3%	0.9%	-
Bottom end of Waiheke	1.4%	-	1.0%	-	2.0%	-	1.8%	-
Deadmans Bay	-	0.1%	-	-	-	0.4%	-	-
South-West Waiheke Kauraroa Bay to Huhuhi Bay)	4.8%	6.9%	6.6%	6.0%	0.5%	8.0%	4.6%	9.9%
Whakaneuwha	2.7%	1.2%	3.3%	1.0%	0.3%	1.1%	4.2%	2.2%
Rocky Bay	1.7%	2.0%	2.7%	1.5%	-	2.9%	0.4%	2.8%
Blackpool	0.7%	2.3%	1.2%	1.6%	-	3.3%	-	4.2%
Surfdale	0.4%	1.7%	0.6%	1.6%	-	1.4%	-	3.4%
Putiki	0.4%	0.7%	0.7%	0.6%	-	0.9%	-	1.2%
Huruhi Bay	0.4%	-	0.6%	-	-	-	-	-
Kennedy Point	0.3%	0.9%	0.4%	1.0%	0.2%	0.4%	-	1.2%
Anzac Bay	0.2%	0.1%	0.3%	0.1%	-	-	-	0.4%
Omiha	0.1%	0.4%	0.2%	0.4%	-	0.5%	-	-
Mataitai Bay to Te Whau	-	0.3%	-	0.1%	-	0.7%	-	-
Omiha to Owhanake	-	0.1%	-	-	-	0.4%	-	-
Ostend	-	0.3%	-	0.5%	-	-	-	-
Whakanewha clockwise to Owhiti Bay	-	0.1%	-	-	-	-	-	0.8%

Registered voters (cont'd)	All registered voters (n=1,402)		Support for 'no take' marine reserves					
			Support (64%, n=877)		Oppose (25%, n=362)		Neutral/ Don't know (11%, n=163)	
	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas
Cable Bay to Rocky Bay	-	0.1%	-	0.1%	-	-	-	-
Te Huruhi Bay	-	0.1%	-	0.1%	-	-	-	0.8%
West Waiheke (Western Headland of Oneroa Bay to Te Wharau Bay)	4.2%	4.0%	5.0%	2.8%	0.9%	6.5%	6.7%	4.8%
Matiatia	2.1%	1.9%	2.7%	1.9%	0.5%	2.2%	2.2%	1.2%
Owhanake	1.8%	0.6%	1.8%	0.2%	0.5%	1.2%	3.9%	1.2%
The western end of Waiheke	0.7%	1.6%	0.7%	1.0%	-	2.9%	2.2%	2.0%
Park Point	0.3%	0.6%	0.3%	0.4%	-	1.0%	0.8%	0.8%
Offshore Islands	12.9%	1.7%	10.9%	1.0%	17.8%	3.3%	13.1%	2.0%
Motutapu	4.8%	-	4.7%	0.1%	5.0%	-	5.1%	-
Ponui	3.2%	0.2%	3.0%	0.2%	2.0%	0.4%	6.9%	0.4%
Motuihe	1.9%	-	2.7%	0.1%	0.5%	-	0.4%	-
Rangitoto	3.4%	-	2.5%	0.1%	5.6%	-	3.6%	-
Rotoroa	2.5%	0.1%	2.4%	0.1%	2.5%	0.4%	2.8%	-
Mentions of other specific gulf islands	2.9%	0.3%	2.4%	0.1%	3.5%	-	4.3%	1.5%
The Noises	2.0%	0.3%	1.8%	-	2.5%	0.7%	2.0%	0.8%
Islands of Hauraki Gulf (non-specific)	1.6%	0.1%	1.4%	-	2.6%	0.4%	0.4%	-
Pakatoa	0.8%	0.1%	1.0%	-	0.5%	0.4%	-	-
Rakino	1.2%	0.2%	0.8%	0.1%	2.3%	0.5%	1.2%	-
Mentions of channels between specific islands	0.2%	0.9%	0.2%	0.7%	-	1.5%	0.8%	0.8%
Uninhabited Islands	0.6%	0.1%	0.2%	-	1.6%	0.4%	0.8%	-
Motutapu to Rangitoto	0.3%	-	-	-	0.7%	-	1.2%	-
Aha Rocks	-	0.1%	-	-	-	0.4%	-	-
All of Waiheke/everywhere	4.8%	5.5%	6.9%	1.2%	0.8%	18.4%	1.8%	1.2%
All around Waiheke	2.5%	4.0%	3.6%	0.7%	-	13.9%	1.8%	1.2%
Everywhere / all areas	2.3%	1.4%	3.3%	0.5%	0.8%	4.5%	-	-
Non-area specific locations	17.8%	18.6%	17.0%	13.9%	16.5%	23.3%	25.5%	34.7%
Other non-specific areas in Waiheke (<n=5 mentions)	9.2%	7.0%	10.5%	6.6%	7.3%	5.7%	5.8%	12.5%
Unpopulated/low residential areas	4.8%	-	2.8%	-	4.9%	-	15.7%	-
To be determined by specialists in the field i.e. Marine Biologists	1.3%	0.2%	1.9%	0.2%	-	-	1.2%	0.8%
Away from popular beaches	1.5%	-	1.2%	-	1.5%	-	3.4%	-
Mentions of specific kilometres out to sea	0.8%	0.4%	1.1%	0.4%	0.2%	0.2%	-	0.8%
Away from traditional recreational fishing areas	0.8%	-	0.5%	-	0.4%	-	3.5%	-
Traditional/popular recreational fishing grounds/areas	-	3.0%	-	1.9%	-	3.9%	-	7.2%
All beaches used/easily accessible to the general public	0.4%	3.6%	0.3%	2.6%	0.9%	4.7%	0.4%	6.4%
Residential areas/bays and beaches	-	5.8%	0.1%	3.6%	-	8.8%	-	11.3%
Any close to existing leisure/recreation activities	0.1%	0.6%	0.2%	0.1%	-	1.7%	-	1.2%
Already have sufficient marine reserves	0.4%	-	-	-	1.7%	-	-	-
Limit Commercial Fishing	-	-	-	-	0.2%	-	-	-
All except current reserves/No Take areas	-	0.3%	-	0.1%	-	1.0%	-	-
Boat access/boat launching/mooring	-	0.6%	-	0.6%	-	-	-	1.5%
Places with low bio-diversity values/outcomes	-	0.2%	-	0.3%	-	-	-	-
Other specific areas in Waiheke (<n=5 mentions)	13.7%	5.6%	15.1%	4.6%	9.7%	7.4%	14.5%	7.1%
None / Didn't answer	44.0%	49.2%	43.5%	61.0%	49.5%	26.8%	34.6%	32.3%
Don't know	6.4%	4.9%	6.3%	5.1%	6.2%	4.4%	7.8%	5.0%

Base: All registered voters (n=1,402) Source: Q7/Q8

Off-island ratepayers	All off-island ratepayers (n=597)		Support for 'no take' marine reserves					
			Support (52%, n=308)		Oppose (34%, n=204)		Neutral/ Don't know (14%, n=85)	
	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas	Acceptable areas	Unacceptable areas
North-West Waiheke (Oneroa to Onetangi)	4.5%	21.6%	6.8%	13.3%	0.5%	29.9%	5.9%	31.8%
Enclosure Bay	0.5%	6.0%	1.0%	3.2%	-	10.3%	-	5.9%
Palm Beach	2.0%	11.2%	3.2%	6.5%	-	17.2%	2.4%	14.1%
Sandy Bay	0.8%	6.7%	1.6%	3.9%	-	10.8%	-	7.1%
Oneroa	1.8%	11.2%	3.2%	7.5%	-	15.2%	1.2%	15.3%
Northern Beaches/north side	0.8%	7.9%	0.6%	3.9%	0.5%	11.8%	2.4%	12.9%
Onetangi	0.8%	12.2%	0.6%	7.1%	-	17.2%	3.5%	18.8%
Hekerua Bay	-	4.4%	-	1.3%	-	8.8%	-	4.7%
Little Oneroa	1.0%	2.3%	1.9%	2.6%	-	1.5%	-	3.5%
Thompsons Point	0.7%	0.3%	1.3%	0.3%	-	-	-	1.2%
From Oneroa to Onetangi	-	2.8%	-	1.6%	-	4.4%	-	3.5%
Owhanake Bay to Onetangi Bay	-	0.2%	-	-	-	-	-	1.2%
North-East Waiheke (East of Onetangi to Ruruwhango Bay)	0.7%	0.7%	1.3%	0.3%	-	1.0%	-	1.2%
Cactus Bay	0.3%	0.2%	0.6%	-	-	0.5%	-	-
Pie Melon Bay	0.3%	0.2%	0.6%	0.3%	-	-	-	-
Owhiti Bay	-	0.2%	-	-	-	0.5%	-	-
Garden Cove	-	0.5%	-	-	-	1.0%	-	1.2%
East Waiheke (Hooks Bay to Orapiu)	3.9%	2.7%	3.9%	3.6%	2.5%	2.0%	7.1%	1.2%
East end/side of Waiheke	2.0%	0.3%	1.3%	0.6%	2.0%	-	4.7%	-
Man O'War Bay	0.7%	0.5%	1.0%	0.6%	-	0.5%	1.2%	-
Orapiu	0.7%	-	1.0%	-	0.5%	-	-	-
Arran Bay	-	-	-	-	-	-	-	-
Man 'O War to Orapiu	-	-	-	-	-	-	-	-
Hooks Bay	0.7%	0.5%	0.6%	0.6%	-	-	2.4%	1.2%
South Waiheke (West of Orapiu to Kaikuku Bay)	1.8%	1.3%	1.6%	1.3%	2.0%	1.5%	2.4%	1.2%
Southern beaches/coast	0.8%	0.5%	1.3%	0.3%	-	1.0%	1.2%	-
Bottom end of Waiheke	1.0%	0.7%	0.3%	0.6%	2.0%	0.5%	1.2%	1.2%
Deadmans Bay	-	0.2%	-	0.3%	-	-	-	-
South-West Waiheke Kauaroa Bay to Huhuhi Bay)	3.0%	4.5%	4.5%	3.9%	1.0%	4.9%	2.4%	5.9%
Whakaneuwha	1.2%	0.3%	1.3%	0.6%	1.0%	-	1.2%	-
Rocky Bay	0.8%	2.2%	1.6%	1.3%	-	2.9%	-	3.5%
Blackpool	1.0%	0.8%	1.9%	1.0%	-	0.5%	-	1.2%
Surfdale	0.8%	0.8%	1.6%	0.6%	-	0.5%	-	2.4%
Putiki	0.2%	0.5%	-	0.3%	-	1.0%	1.2%	-
Huruhi Bay	0.3%	-	0.6%	-	-	-	-	-
Kennedy Point	0.3%	0.8%	0.6%	1.6%	-	-	-	-
Anzac Bay	-	0.3%	-	0.3%	-	0.5%	-	-
Omiha	-	0.5%	-	0.6%	-	0.5%	-	-
Mataitia Bay to Te Whau	-	0.2%	-	-	-	0.5%	-	-
Omiha to Owhanake	-	0.2%	-	-	-	-	-	1.2%
Ostend	-	0.5%	-	-	-	1.5%	-	-
Te Huruhi Bay	-	0.2%	-	0.3%	-	-	-	-

Off-island ratepayers (cont'd)	All off-island ratepayers (n=597)		Support for 'no take' marine reserves					
			Support (52%, n=308)		Oppose (34%, n=204)		Neutral/ Don't know (14%, n=85)	
	Acceptable areas	Unaccept- able areas	Acceptable areas	Unaccept- able areas	Acceptable areas	Unaccept- able areas	Acceptable areas	Unaccept- able areas
West Waiheke (Western Headland of Oneroa Bay to Te Wharau Bay)	2.2%	3.5%	2.9%	3.6%	0.5%	2.9%	3.5%	4.7%
Matiatia	1.5%	2.3%	2.3%	2.9%	-	1.5%	2.4%	2.4%
Owhanake	0.5%	-	0.3%	-	0.5%	-	1.2%	-
The western end of Waiheke	0.3%	1.2%	0.6%	0.6%	-	1.5%	-	2.4%
Park Point	-	0.2%	-	0.3%	-	-	-	-
Offshore Islands	10.2%	4.9%	6.5%	1.9%	13.7%	8.8%	15.3%	5.9%
Motutapu	2.8%	0.3%	2.6%	-	3.9%	0.5%	1.2%	1.2%
Ponui	2.3%	0.5%	2.3%	0.3%	2.0%	1.0%	3.5%	-
Motuihe	1.0%	0.3%	0.6%	-	2.0%	0.5%	-	1.2%
Rangitoto	2.5%	0.2%	1.6%	-	4.9%	-	-	1.2%
Rotoroa	2.0%	0.3%	1.9%	0.3%	2.0%	0.5%	2.4%	-
Mentions of other specific gulf islands	3.2%	0.5%	2.3%	-	3.9%	1.0%	4.7%	1.2%
The Noises	2.7%	0.5%	1.6%	0.3%	3.4%	1.0%	4.7%	-
Islands of Hauraki Gulf (non specific)	1.3%	1.3%	1.0%	0.3%	2.0%	3.4%	1.2%	-
Pakatoa	1.0%	-	1.3%	-	0.5%	-	1.2%	-
Rakino	1.8%	1.0%	1.9%	0.6%	1.0%	1.0%	3.5%	2.4%
Mentions of channels between specific islands	0.3%	1.8%	0.3%	0.6%	-	2.9%	1.2%	3.5%
Uninhabited Islands	1.7%	-	0.3%	-	3.4%	-	2.4%	-
Aha Rocks	0.2%	-	-	-	-	-	1.2%	-
All of Waiheke/ everywhere	1.7%	3.7%	2.9%	-	10.8%	1.2%	-	-
All around Waiheke	0.7%	2.5%	1.3%	-	-	7.4%	-	-
Everywhere / all areas	1.0%	1.2%	1.6%	-	-	3.4%	1.2%	-
Non-area specific locations	20.6%	19.9%	17.9%	12.0%	24.0%	30.4%	22.4%	23.5%
Other non-specific areas in Waiheke (<n= mentions)	6.2%	6.4%	5.8%	4.9%	5.4%	8.3%	9.4%	7.1%
Unpopulated/low residential areas	9.9%	-	5.5%	-	18.1%	-	5.9%	-
To be determined by specialists in the field i.e. Marine Biologists	1.3%	0.5%	1.9%	1.0%	-	-	2.4%	-
Away from popular beaches	1.2%	-	1.0%	-	1.5%	-	1.2%	-
Mentions of specific kilometres out to sea	1.2%	1.3%	1.6%	0.6%	-	2.5%	2.4%	1.2%
Away from traditional recreational fishing areas	1.5%	-	1.3%	-	2.0%	-	1.2%	-
Traditional/popular recreational fishing grounds/areas	0.3%	3.0%	0.3%	2.6%	0.5%	2.9%	-	4.7%
All beaches used/easily accessible to the general public	0.7%	2.8%	1.0%	1.6%	0.5%	3.4%	-	5.9%
Residential areas/ bays and beaches	-	7.5%	-	2.9%	-	15.2%	-	5.9%
Any close to existing leisure/recreation activities	0.2%	1.0%	-	1.0%	-	1.0%	1.2%	1.2%
Limit Commercial Fishing	1.0%	-	0.6%	-	1.0%	-	2.4%	-
All except current reserves/No Take areas	-	0.2%	-	-	-	0.5%	-	-
Boat access/boat launching/mooring	-	0.7%	-	0.3%	-	-	-	3.5%
Other specific areas in Waiheke (<n=5 mentions)	5.9%	5.4%	6.5%	2.9%	5.4%	7.4%	4.7%	9.4%
None / Didn't answer question	60.0%	51.8%	63.3%	68.5%	58.8%	29.9%	50.6%	43.5%
Don't know	4.0%	2.7%	4.5%	3.6%	2.5%	2.0%	5.9%	1.2%

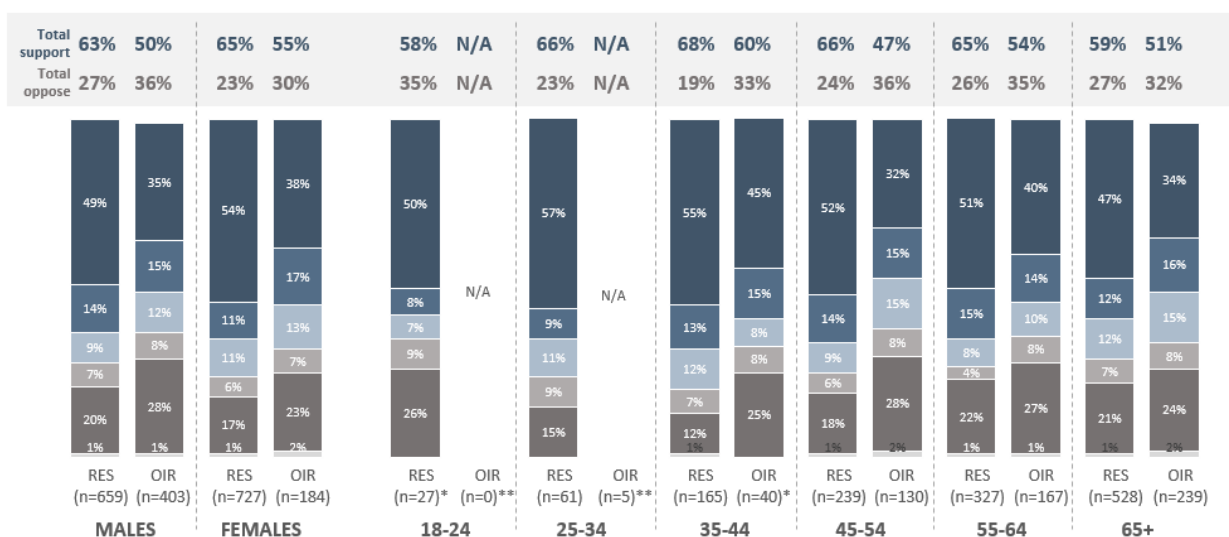
Base: All off-island ratepayers (n=597)

Source: Q7/Q8

APPENDIX F: SUPPORT FOR MARINE RESERVES BY DEMOGRAPHIC GROUPS

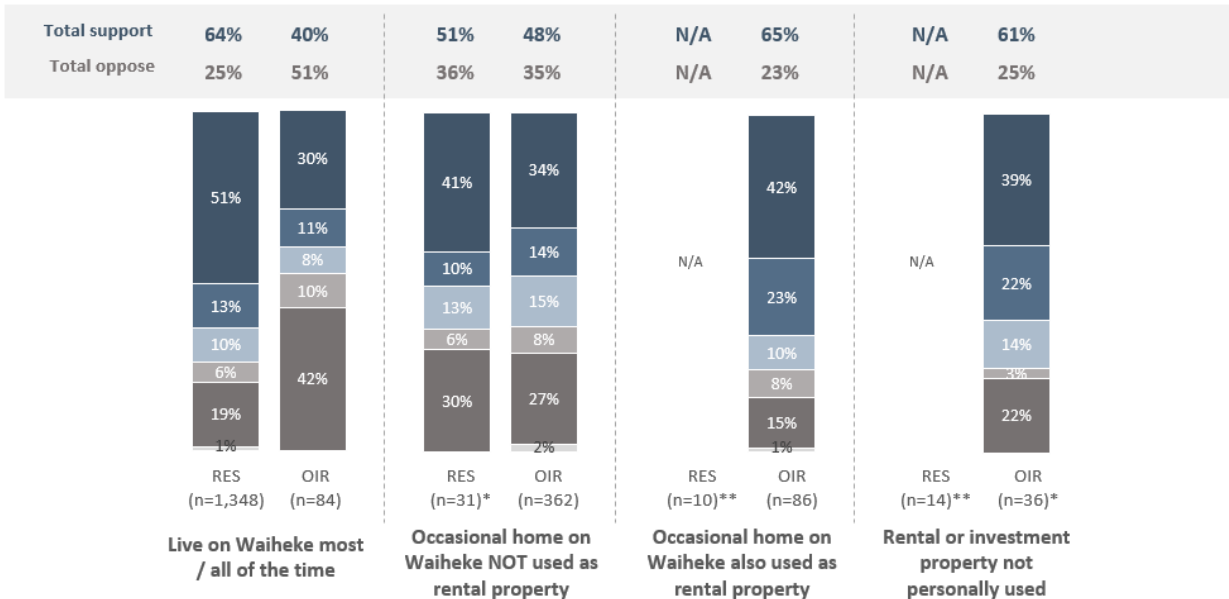
SUPPORT FOR 'NO TAKE' MARINE RESERVES BY GENDER AND AGE

RES = Electoral role residents | OIR = Off-island ratepayer



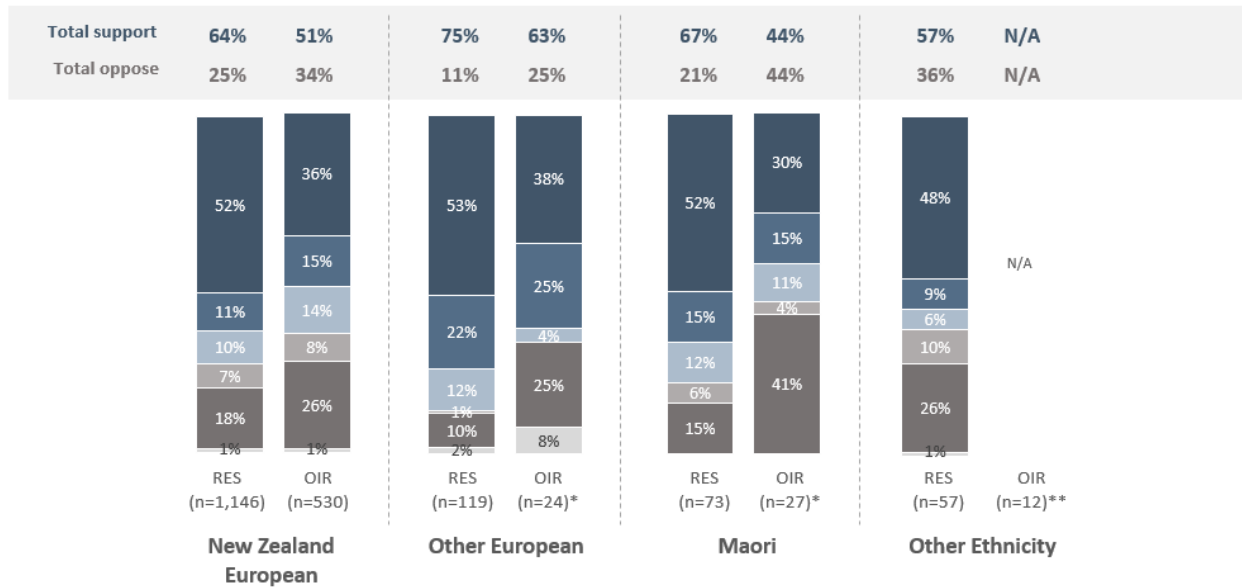
SUPPORT FOR 'NO TAKE' MARINE RESERVES BY WAIHEKE RESIDENCE

RES = Electoral role residents | OIR = Off-island ratepayer



SUPPORT FOR 'NO TAKE' MARINE RESERVES BY ETHNICITY

RES = Electoral role residents | OIR = Off-island ratepayer



Base: All respondents (n=1,999)

Source: Q11

* Small sample sizes, data is indicative and should be treated with caution | ** Sample too small for analysis