



Horizon Research

Fireworks survey results

February 2026

Prepared for

SPCA



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Executive Summary

This report gives the results of an online survey of 1,048 adults in New Zealand conducted from 20 to 27 February 2026. The methodology is described in [Appendix 1](#).

Respondents were asked their opinion on a ban on fireworks and using drone/light laser shows as an alternative.

Summary of results

Support for ban on private sale or use of fireworks

63% support a ban on the private sale and use of fireworks, while still allowing professionally run public displays – equivalent to around 2,420,000 adults.¹

17% (673,000 adults) **oppose** a ban.

Support for drone and/or laser light shows as an alternative to traditional fireworks displays

48% (1,871,000 adults) **support** using drone and/or laser light shows as an alternative to traditional fireworks displays.

14% (526,000 adults) **oppose** using drone and/or laser light shows as an alternative to traditional fireworks displays.

¹ Population estimates based on New Zealand adult population from 2023 Census = 3,865,235. All estimates rounded to nearest thousand.

Report

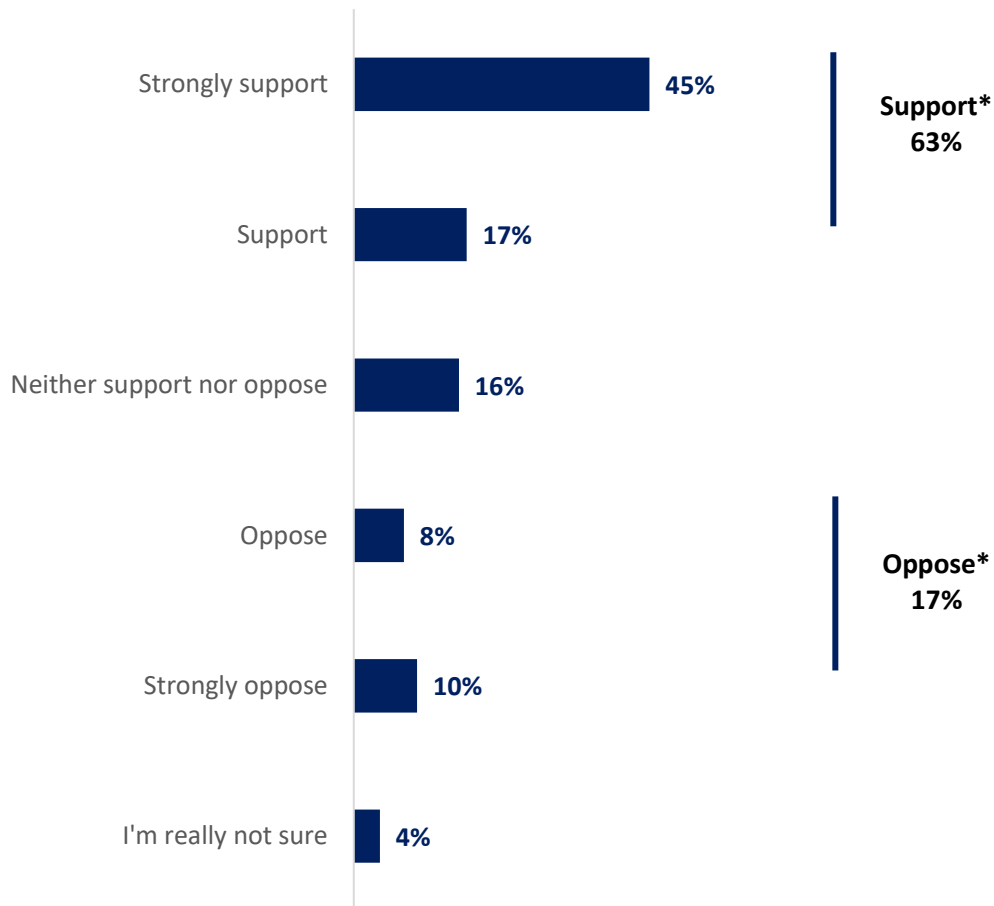
Support for ban on the private sale or use of fireworks in New Zealand

63% (2,420,000 adults) **support** a ban on the private sale and use of fireworks, while still allowing professionally run public displays.

- **45%** (1,751,000 adults) **strongly support** a ban.

17% (673,000 adults) **oppose** a ban, with **10%** (375,000 adults) strongly opposing it.

Do you support or oppose a ban on the private sale and use of fireworks in New Zealand, while still allowing professionally run public fireworks displays?



Total sample n=1048

*Support and opposition totals differ slightly due to rounding.

The table below shows groups who are significantly more likely to support or oppose a ban on the private sale and use of fireworks, while still allowing professionally run public displays.

<i>Do you support or oppose a ban on the private sale and use of fireworks in New Zealand, while still allowing professionally run public fireworks displays?</i>	Total	Significantly more likely ▲	
Strongly support/Support	63%	55+ year olds	73%
		Females	68%
		Household income \$20k-\$30k	74%
		Household income \$150k-\$200k	72%
		Personal income \$70k-\$100k	73%
		No children in household	68%
Strongly oppose/Oppose	17%	Males	22%
		Personal income \$100k-\$150k	26%
		Children in household	22%
		Māori	27%

Significant differences shown for groups with sample size of 50 or more

Highest **support** for ban on the private sale and use of fireworks comes from Green Party and National Party voters.

Voters most likely to **oppose** a ban are New Zealand First voters (**35%**) and ACT voters (**30%**).

<i>Do you support or oppose a ban on the private sale and use of fireworks in New Zealand, while still allowing professionally run public fireworks displays?</i>	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori*
Strongly support	45%	42%	52%	52%	58%	28%	48%
Support	17%	9%	19%	16%	15%	23%	22%
Neither support nor oppose	16%	18%	15%	15%	11%	11%	3%
Oppose	8%	7%	9%	6%	6%	18%	18%
Strongly oppose	10%	23%	3%	8%	9%	17%	10%
I'm really not sure	4%	1%	1%	3%	1%	3%	0%
TOTAL SUPPORT	63%	51%	72%	68%	73%	51%	70%
TOTAL OPPOSE	17%	30%	12%	14%	15%	35%	28%

N (unweighted)	1,048	95	121	289	295	66	31
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BLUE = significantly higher than total sample RED =significantly lower than total sample

*Low sample for Te Pāti Māori. Indicative results only.

Support for the use of drone/laser light shows

Respondents were told: *Some councils in Aotearoa New Zealand have begun using drone or laser light shows instead of traditional fireworks for public celebrations. We're interested in understanding community views on this approach.*

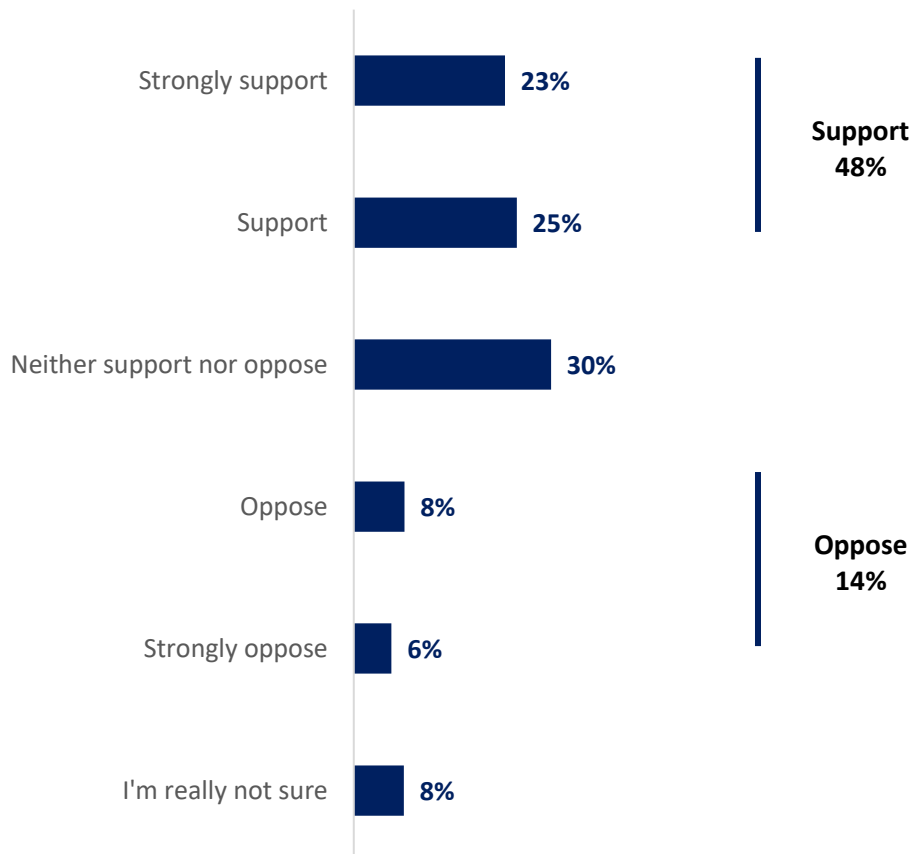
48% (1,871,000 adults) **support** using drone and/or laser light shows as an alternative to traditional fireworks displays.

- **23%** (901,000 adults) **strongly support** using drone/and or laser light shows.

14% (526,000 adults) **oppose** using drone and/or laser light shows as an alternative to traditional fireworks displays.

- **6%** (224,000 adults) **strongly oppose** it.

How much do you support or oppose using drone and/or laser light shows as an alternative to traditional fireworks displays?



Total sample n=1046

The table below shows groups who are significantly more likely to support or oppose using drone and/or laser light shows as an alternative to traditional fireworks displays.

<i>How much do you support or oppose using drone and/or laser light shows as an alternative to traditional fireworks displays?</i>	Total	Significantly more likely ▲	
Strongly support/Support	48%	65-74 year olds	63%
		Have personal income \$70k-\$100k	58%
		Have personal income \$150k-\$200k	67%
		Couple only (no children at home)	56%
Strongly oppose/Oppose	14%	Live with extended family	36%
		Living in Wellington	22%

Significant differences shown for groups with sample size of 50 or more

Labour and National party voters are most likely to **support** the use if drone/and or laser light shows as an alternative to fireworks displays.

31% of New Zealand First voters **oppose**, significantly higher than **14%** of total sample.

<i>How much do you support or oppose using drone and/or laser light shows as an alternative to traditional fireworks displays?</i>	ALL	PARTY VOTE 2023					
		ACT New Zealand	Green Party	Labour Party	National Party	New Zealand First	Te Pāti Māori*
Strongly support	23%	22%	30%	31%	29%	15%	40%
Support	25%	16%	23%	29%	31%	12%	23%
Neither support nor oppose	30%	37%	32%	29%	28%	34%	21%
Oppose	8%	13%	7%	4%	6%	17%	8%
Strongly oppose	6%	9%	2%	3%	3%	14%	5%
I'm really not sure	8%	2%	6%	4%	5%	9%	3%
TOTAL SUPPORT	48%	39%	54%	60%	59%	27%	63%
TOTAL OPPOSE	14%	22%	9%	7%	9%	31%	13%

N (unweighted)	1,046	95	121	289	294	65	31
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BLUE = significantly higher than total sample RED =significantly lower than total sample

*Low sample for Te Pāti Māori. Indicative results only.

64% of people who **support** a ban on the private sale and use of fireworks, **support** using drone/and or laser light shows as an alternative to traditional displays.

<i>How much do you support or oppose using drone and/or laser light shows as an alternative to traditional fireworks displays?</i>	ALL	BAN ON FIREWORKS	
		TOTAL SUPPORT	TOTAL OPPOSE
Strongly support	23%	34%	7%
Support	25%	30%	12%
Neither support nor oppose	30%	24%	39%
Oppose	8%	3%	18%
Strongly oppose	6%	2%	21%
I'm really not sure	8%	7%	3%
TOTAL SUPPORT	48%	64%	20%
TOTAL OPPOSE	14%	6%	39%
N (unweighted)	1,046	679	188

Appendix – Methodology and sample

Results are from a Horizon Research online survey conducted between 20 to 27 February 2026.

The total sample size was 1,048 adults, 18 years of age and over. Respondents are from Horizon's own panels and a third party research panel used for source diversity.

The maximum margin of error is $\pm 3\%$ (at the 95% confidence level). The data was weighted on age, ethnicity, gender, region, personal income and Party vote 2023 to match the New Zealand adult population.

Demographic tables results accompany this report.

Contact

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