

DOC National Survey of New Zealanders 2013 – method report

Report prepared for: Department of Conservation

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Approach to the 2013 survey

The Department of Conservation (DOC) first undertook the standalone comprehensive survey of adult New Zealanders (aged 18 years plus) in June 2011. The research project is known as the 'National Survey'. The National Survey replaced a range of independent general public surveys undertaken by DOC. The intention of the National Survey was to consolidate surveying of the general public for increased efficiency and improved methodological rigour. The second National Survey was undertaken in June 2012. The third National Survey was undertaken in April and May 2013.

In 2012 a total of 3,885 people were interviewed for the survey. The primary methodology was telephone (sample of 2,225) and the secondary methodology was online (sample of 1,660). The telephone sample was sourced via a random sample of people listed on the Electoral Roll. The online sample was sourced from the Colmar Brunton online panel.

The online survey was discontinued in 2012 because the results of the telephone survey were viewed as more representative than the results from the online survey. In 2013 Colmar Brunton only conducted telephone interviews – completing 2293 interviews in total.

DOC also commissioned Nielsen to conduct a combined paper-based / online completion method – the results from that element of the research are reported separately.

Overview of approach to telephone survey:

1. Application made to Electoral Commission for Electoral Roll
2. Electoral Roll received
3. Random sample of individuals drawn from Electoral Roll
4. Selected sample of individuals tele-matched (for landline number)
5. Pre-survey letters sent to a sample of tele-matched individuals (see Appendix 1)
6. Sample of individuals ¹ telephoned and asked to undertake an interview
7. Interviews completed

The survey questionnaire is in Appendix 2. The average telephone interview length was 20 minutes.

¹ The interviewers always sought to interview the individual who had been selected and did not replace this person with anyone else in the household.

The survey sample was drawn to match the population distribution by:

1. Maori status (at a Conservancy level).
2. Interlocking age and gender² (at a Conservancy level).
3. The adult population in each Conservancy. There was disproportionate stratification by Conservancy (see below).

The sample design aimed to achieve a minimum of 150 completed interviews in each Conservancy – to allow for Conservancy level analysis. This means that small population Conservancies (such as the West Coast) were over-sampled and large population Conservancies (such as Auckland) were under-sampled. The effects of the deliberate disproportionate stratification were taken into account during the post-survey weighting (where the sample was re-balanced to be representative by Conservancy).

Post-survey weighting using Statistics New Zealand population estimates (estimates as at 30 June 2012) ensured that the final sample was representative by:

1. Maori status (at a Conservancy level).
2. Interlocking age and gender (at a Conservancy level).
3. The adult population in each Conservancy. This weighting corrected for the disproportionate sampling by Conservancy described above – so that national results did not over represent (or under represent) any particular Conservancy.

The sample profile follows overleaf.

² For each Conservancy the population in each age group of both males and females was calculated as a proportion of the total population. The proportions were then applied to the total sample to determine target quotas for both males and females by age group for each Conservancy.

Profile of total sample

Sample profile (unweighted numbers and weighted %)		Sample Size			Distribution		
		2013 n=	2012 n=	2011 n=	2013 %	2012 %	2011 %
Total		2293	3885	1732	100%	100%	100%
Gender	Male	1109	1825	1732	49%	48%	48%
	Female	1184	2060	1882	51%	52%	52%
Age	Up to age 24	302	397	435	14%	15%	12%
	25-39	524	1014	1028	23%	28%	28%
	40-54	706	1150	1012	31%	28%	28%
	55 plus	761	1320	1120	32%	28%	31%
Ethnicity	Pakeha	2065	3406	3198	85%	83%	88%
	Maori	208	372	405	12%	11%	11%
	Pacific	32	57	99	2%	3%	3%
	Asian	50	107	152	4%	5%	4%
	Other	72	114	178	4%	3%	5%
Household income (per annum)	Income up to \$40,000	506	931	729	20%	21%	20%
	Income \$40,001 - \$60,000	393	693	591	15%	17%	16%
	Income \$60,001 plus	1123	1757	1837	52%	48%	51%
Location	Big City	513	877	1698	42%	43%	47%
	Small city/Large town	768	1326	977	25%	27%	27%
	Small town	579	1028	595	18%	18%	16%
	Rural	430	644	334	15%	12%	9%
Household type	Family with kids	917	1250	1132	41%	33%	31%
	All other households	1376	2635	2483	59%	67%	69%
Conservancy	Auckland	217	347	1156	34%	32%	32%
	Bay of Plenty	187	355	269	7%	8%	7%
	Canterbury	268	354	482	13%	13%	13%
	Nelson/Marlborough	191	352	119	3%	3%	3%
	Northland	184	358	128	3%	4%	4%
	Otago	190	356	184	5%	5%	5%
	Southland	227	359	82	2%	2%	2%
	Tongariro, Whanganui, Taranaki	171	330	278	5%	6%	8%
	Waikato	193	350	308	8%	9%	9%
	Wellington	269	378	571	18%	18%	16%
	West Coast	196	346	28	1%	1%	1%

The following are statistically significantly higher in the 2013 sample (compared to the 2012 sample):

- Those aged 40-54
- Those aged 55 plus.
- Household income of \$60,001 plus
- Rural

The following are statistically significantly lower in the 2013 sample (compared to the 2012 sample):

- Aged 25-39
- Household income of \$40,001 to \$60,000

Significance testing

Results shown in the National Survey Report as statistically significant were significantly higher at the 95 percent confidence interval or higher and where the total was n=30 or greater. The following factors were reported on for statistical significance:

- Gender
- Age
- Ethnicity
- Household income
- Living area (e.g. big city/rural)
- The Conservancy area lived in.

Contact rates

Telephone survey

	2011	2012	2013
No answer/no reply	319	341	167
Busy/engaged	25	49	27
Answering machine	368	339	115
UO disconnected	528	209	264
UO fax/computer/modem	72	54	28
Soft appointment outstanding	287	169	547
Appointment outstanding	71	34	73
Wrong number - named contact from roll not present in household	611	832	528
Business/residential number	57	91	25
Language difficulties	75	76	67
Contact refusal	600	953	1,251
Named respondent refuses to participate	3,117	3,480	1,324 ³
Incomplete survey	83	69	15
Quota full (respondent says region is different to that on sample but reallocated region is in a completed quota)/gender quote full/or works in research/advertising/for DOC	348	428	511
Busy/interrupted - but no successful follow up contact	20	20	7
Resent letter - but no successful follow up contact	27	10	0
Completed survey	2,224	2,225	2,293
Total	8,832	9,397	7,242 ⁴
Valid sample for interviewing	7,216	7,765	5,886
Completed surveys	2,224	2,225	2,293
Response rate	30.82%	28.65%	38.96%

Note on sample sourcing:

- A total of 59,753 people were selected from the Electoral Roll
- 24,718 of those selected from the Electoral Roll were successfully tele-matched
- From the 24,718 that were tele-matched a sampling scheme (designed to meet the sample quotas) was used to select 9,925 people to send pre survey letters to (please note that 77 foreign addresses were removed from the letter send out file).

³ An additional 55 people proactively contacted Colmar Brunton to refuse to participate, these people were not loaded on the CATI system and are not included in the calculations of response rate.

⁴ A total of 9,925 survey invitation letters were sent out but only 7,242 were loaded onto CATI.

Appendix 1 – Survey pre-notification letter

Dear [INSERT NAME FROM ELECTORAL ROLL]

Have your say in an important national survey for the Department of Conservation

We are seeking your views on important conservation and environmental issues in New Zealand and your local area. We are also interested in hearing about your experiences in the outdoors and any opinions you might have about the Department of Conservation.

Colmar Brunton, an independent research company, is carrying out the survey on behalf of the Department of Conservation.

Why me? What do I need to do?

You have been randomly chosen from the electoral roll to be included in this research. We are interested in speaking with you even if you have not had any experiences in the outdoors recently.

In the next week or so Colmar Brunton may contact you to take part over the phone. The answers you supply will be confidential. Everyone who takes part will be entered into a prize draw which includes the possibility of winning a \$500 shopping voucher or an i-Pad mini.

If you have any questions, please call Matthew Gerrie at Colmar Brunton on freephone 0508 446 688 (or email surveys@colmarbrunton.co.nz – please include 'DOC survey' in the subject line, and your ID which is INSERT SAMPLE ID).

Results from this survey will help guide future decision making by the Department of Conservation. We thank you in advance for helping us in our work.

Yours sincerely,

DOC SIGNATORY

SAMPLE ID REPEATED HERE

Appendix 2 – Survey questionnaire 2013

Good morning/afternoon. My name is... from xxxxxxxx. Can I please speak with ... (contact name from Electoral Roll)?

IF UNAVAILABLE – ARRANGE TO CALL BACK.

IF AVAILABLE – TO SELECTED CONTACT:

We are carrying out a survey today for the Department of Conservation. **IF NOT PILOT:** You may recall receiving a letter telling you about this survey.

We would like to include your opinion in the survey. It will take about 20 minutes to complete, depending on your answers. Can I run through this with you now? Those who take part will be put in a prize draw to win a \$500 shopping voucher or an I-Pad mini.

MAKE APPOINTMENT IF NECESSARY

IF SAYS ‘TOO ELDERLY’ OR ‘DON’T TAKE PART IN OUTDOOR ACTIVITIES’: DOC are interested in those who do not take part in outdoor activities as well as those who do. There are other questions about your point of view within the survey.

IF ASKING ABOUT PURPOSE OF SURVEY: We are seeking your views on conservation issues in New Zealand and your local area. We are also interested in hearing about your experiences in the outdoors and any opinions you might have about the Department of Conservation.

IF ASKING HOW WE GOT THEIR DETAILS: Your name was selected at random from a list of all those eligible to vote in the electoral roll.

READ TO EVERYONE: Thank you for agreeing to help us with this research. Everything you say will be confidential and your name will not be disclosed in any reporting. Also all our calls are recorded for quality control purposes.

DO NOT PAUSE. CONTINUE TO NEXT SCREEN UNLESS RESPONDENT IS CONCERNED

IF NECESSARY: The purpose of the recording is to check that I have conducted the survey correctly.

IF NECESSARY: All recordings are stored securely and can only be accessed by authorised staff.

IF HAS A PREFERENCE FOR A VOUCHER (NOT AN I-PAD MINI): That’s ok we can ensure that you are entered into the prize draw for the voucher. This will not impact your odds of winning the prize draw. I’ll record your preference at the end of the interview.

IF HAS A PREFERENCE FOR AN I-PAD MINI (NOT A VOUCHER): That’s ok we can ensure that you are entered into the prize draw for the I-Pad Mini. This will not impact your odds of winning the prize draw. I’ll record your preference at the end of the interview.

To make sure we are getting a good cross-section of people...

SQ1 Could you please tell me if you or any members of your household work in:

READ OUT

Market Research

Advertising

Public Relations

The Media

Department of Conservation

IF YES, TERMINATE AND RECORD AS NQE

SQ2 Can I just check that you live in the [INSERT REGION FROM SAMPLE] region?

FOR REFERENCE AT SQ2 AND SQ3:

Auckland including Warkworth, Helensville, Papakura, Pukekohe

Bay of Plenty, Gisborne, or Wairoa including Tauranga, Te Puke, Whakatane, Murupara

Canterbury including Kaikoura, Oxford, Christchurch, Ashburton, Timaru

Nelson, Tasman or Marlborough including Takaka, Motueka, Nelson, Picton, Blenheim

Northland including Dargaville, Whangarei

Otago including Dunedin, Wanaka, Queenstown

Southland including Gore, Invercargill

Taranaki, Ruapehu, Taupo, Whanganui including Taumarunui, Waiouru

Waikato (but not Taupo) including Hamilton, Tokoroa, Huntley, anywhere on Coromandel

Wellington, Hawke's Bay, Palmerston North, Levin, Foxton, or Dannevirke including Hutt, Kapiti, Porirua, Palmerston North and Wairarapa

West Coast including Westport, Greymouth or Hokitika

Yes	01	GO TO SQ4
No	02	CONT
Don't know	03	CONT

SQ3 Which region best describes where you live?

READ OUT

INTERVIEWER: CODE TO NEAREST REGION USE RESPONDENT FRIENDLY LABELS

		Quota
Auckland	9	200
Bay of Plenty, Gisborne, or Wairoa	1	200
Canterbury	8	200
Nelson, Tasman or Marlborough	11	200
Northland	5	200
Otago	10	200
Southland	4	200
Taranaki, Ruapehu, Taupo, or Whanganui	3	200
Waikato or Coromandel (but not Taupo)	2	200
Wellington, Hawke's Bay, Palmerston North, Levin, Foxton, or Dannevirke	6	200
West Coast	7	200

SQ6 INTERVIEWER RECORD GENDER

Male	01
Female	02

SOI MEASURES

Q1 What do you consider the main benefits of Conservation to be?
DO NOT READ, PROBE TO NO

To protect New Zealand's clean/ green image	01
To ensure the survival of the planet	02
Preserving/protecting the environment/green space	03
Protecting the natural environment for future generations/our children	04
To ensure ecological sustainability /sustainable eco-systems	05
Protection of quality of life	06
Tourism benefits	07
Economic benefits	08
Protecting/saving species/animals/plants	09
Historic places are cared for	10
Access to/maintaining recreational areas	11
To have a clean/healthy/safe environment	12
None	97
Other, please specify	98
Don't know	99

Q2 What do you consider the main benefits of Conservation to you personally to be?
DO NOT READ, PROBE TO NO

Clean air to breathe	01
Green spaces to go to	03
Protecting the natural environment for my children	04
Clean water /water to drink	05
Healthy economy	07
Recreation and fishing	08
Healthy fisheries	09
Healthy forests	10
Protecting plants and animals	11
Protecting important places	12
Carbon reduction	13
Conserving history	14
Looking after the environment	15
None	97
Other, please specify	98
Don't know	99

Q3 Thinking about conservation overall, using a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important is conservation to you personally?
DO NOT READ OUT

Not at all important	01
Unimportant	02
Neither	03
Important	04
Very important	05
Don't know	99

Q4 Thinking about the importance of conservation relative to some other New Zealand issues such as education, health and law and order would you say conservation is?
READ OUT. CODE ONE ONLY.

A lot less important than these other issues	01
Somewhat less important than these other issues	02
About the same level of importance	03
Somewhat more important	04
A lot more important than other issues	05
DO NOT READ - Don't know	99

- Q5** Please tell me how much you agree with each of the following statements about conservation. Please use a scale of 1-5 where, 1 is strongly disagree and 5 is strongly agree.
DO NOT READ OUT REPEAT SCALE AS NECESSARY, BUT DO NOT MENTION 'DON'T KNOW' AS AN OPTION
ROTATE

I think that spending money on conservation is a good investment in the prosperity and well being of all New Zealanders	1	2	3	4	5	6
I think conservation is at the heart of what it means to be a New Zealander	1	2	3	4	5	6
Conservation of New Zealand's natural environment is important to me	1	2	3	4	5	6
I encourage other people to care about and conserve natural resources	1	2	3	4	5	6
I actively enjoy New Zealand's healthy environment, recreation opportunities and history	1	2	3	4	5	6
Conservation is important in my life	1	2	3	4	5	6
Conservation should be considered in all key decisions about New Zealand's future	1	2	3	4	5	6
I am keen to see more of the tax I pay spent on conservation	1	2	3	4	5	6

- Q6** In the past 12 months have you actively contributed to conservation in New Zealand, for instance have you; taken part in a tree planting project, helped restore a historic building or helped build a track?

Yes	01
No	02
Don't know	03

RECREATION MEASURES

- Q7** Are you aware that the Department of Conservation provides recreation services?

IF NECESSARY: recreation services include facilities and services provided to visitors and people doing outdoor recreation activities.

Yes	01	CONTINUE
No	02	GO TO Q9
Don't know	99	

Q8 What services are you aware of?
DO NOT READ. MULTICODE.

Picnic area	01
Huts	02
Tracks/walks	03
Information to support recreation activities, including information sign posts	04
Maps	05
Visitor Centres	06
Booking facilities or services	07
Camping areas	08
Historic places	09
Conservation of plants and animals	10
Parks/reserves	11
Recreation areas/outdoor recreation	12
None	97
Other, please specify	98
Don't know	99

Q9 Have you visited any areas managed by the Department of Conservation in the past twelve months, such as national parks or forest reserves. Keep in mind that this includes many ski fields and some offshore islands.

Yes	01	CONTINUE
No	02	GO TO Q19
Don't know	99	

Q10 Which Department of Conservation area did you visit most recently? If you cannot remember the exact name, please tell me the location in as much detail as possible. (use list below Q16).

Q11 Which other Department of Conservation areas have you visited in the past twelve months? Once again, if you cannot remember the exact name, please tell me the locations in as much detail as possible?

DO NOT READ, PROMPT FOR SPECIFIC RESPONSES, RECORD ALL MENTIONS

Prompt by asking whether it was in the North or South Island and in the upper, middle or lower parts of the Islands.

H	KD	Upper North Island
H	K	Cape Reinga
H	K	Cape Brett
	K	Waipoua – Tane Mahuta Big Trees
H	K	Flagstaff Hill (Russell, Bay of Islands)
H	K	Arai Te Uru (South Head Hokianga Harbour)
H	K	Motuarohia (Robertson) Island
H	K	Rangikapiti Pa (Mangonui Harbour)

H	K	Taumarumaru Scenic Reserve (Doubtless Bay)
H	K	Bream Head
H	K	Moturua Island Scenic Reserve
H	K	Akeake Historic Reserve
	K	Northland Forest Park
	K	Poor Knights Marine reserve
H	K	Kerikeri basin – stone store
H	K	Urupukapuka Island - Bay of islands
H	K	Tiritiri Matangi Island
	K	Leigh Marine Reserve
	K	Rangitoto Island
H	K	North Head Auckland
	K	Coromandel Forest Park
	K	Cathedral Cove Ha Hei Marine Reserve
	K	Kaimai Mamaku Forest Park
	K	Karangahake Gorge
H	K	Ruapekapeka Pa
	K	Raukumara Forest Park
	K	Pirongia Forest Park
H	K	Kawau Island
H	K	Stony Batter (Waiheke Island)
H	K	Fort Takapuna
H	K	Motuihe Island
		Central North Island
		Te Urewera National Park
		Whirinaki Forest Park
		Pureora Forest Park
		Tongariro National Park (Tongariro Alpine Crossing)
		Tongariro River walks
		Tongariro National Trout Centre
		Whanganui National Park (Whanganui River Journey)
H		Karangahake Historic Gold Mine
H		Timber Trail, King Country
H		Waitawheta Historic Tramway
		Egmont National Park (North Egmont)
H		Ohakune Old Coach Road
H		Otatara Pa Napier Big Pa
H		Bridge to Nowhere Wanganui River
		Kaimanawa Forest Park
		Kaweka Forest Park
H		Kaueranga Valley
H		Whitianga Rock
H		Karangahake Gorge
H		Aniwaniwa Visitor Centre Museum
H		Dawson Falls Power Station
H		North Egmont Camphouse
		Lower North Island
		Cape Kidnappers Gannet Reserve
		Ruahine Forest Park
		Manawatu Gorge Walkway
		Tararua Forest Park

	Pukaha Mount Bruce Wildlife Centre
	Kapiti Island Nature Reserve
H	Government Buildings Wellington
H	Turnball House
	Rimutaka Forest Park
	Aorangi Forest Park
	Upper South Island
	Te Waikoropupu Springs – Pupu Springs
	Kahurangi National Park
	Queen Charlotte Walkway (Ship Cove)
	Mt Richmond Forest Park
H	Ship Cove, Marlborough Sounds, Captain Cook (Queen Charlotte Track)
	Nelson Lakes National Park
	Abel Tasman National Park (Abel Tasman Coastal Track)
	Victoria Forest Park
	Central South Island
	Hamner Forest Park
	Lake Sumner Forest Park
	Paparoa National Park (Dolomite Point Punakaiki)
	Westland/Tai Poutini National Park (Franz Josef Glacier, Fox Glacier, Ship Creek)
H	Cape Defiance Hut (at Franz Josef Visitors Centre)
H	Denniston historic mine
	Cape Foulwind – Westport
H	Godley Head – Christchurch
	Craigieburn Forest Park
	Arthur’s Pass National Park (Castle Hill)
	Aoraki/Mt Cook National Park (Tasman Glacier walks, Hooker/ Mueller tracks)
	Lower South Island
	Moeraki Boulders
	Taiaroa Head albatross colony
H	Otago Central Rail Trail
H	Arrowtown Chinese Settlement
	Mt Aspiring National Park
	Coronet Peak Skifield
	Fiordland National Park (Routeburn Track, Milford Track, Milford road journey, Milford Sound, Kepler Track)
	Catlins Forest Park (Nugget Point)
	Rakiura National Park – Stewart Island (Ulva Island)
H	Mitchells Cottage (Central Otago)
H	Alexandra Courthouse
H	Skippers / Mt Aurum Recreation Reserve
H	St Bathans
	Other (please specify) (NOTE THIS CODE IS NOT NEEDED FOR Q11)
	Don’t know

NOTE – OTHER SPECIFY AT BOTH Q10 AND Q11, DON’T KNOW AT BOTH Q10 AND Q11, SPECIAL CODE OF ‘NO OTHER PLACES VISITED’ REQUIRED AT Q11.

Q12 Thinking about the area you visited most recently, what was the main activity undertaken during this visit?

DO NOT READ - SINGLE RESPONSE

Walking for less than 3 hours	01
Day walk (over 3 hours but not overnight)	02
Overnight/ multi-day tramp	03
Running/jogging	04
Walking/running with dog	05
Camping	09
Picnics/barbeques	11
Sightseeing	12
Family outings/recreation	13
Fishing	22
Swimming	24
Outings with organised groups	19
Visiting for cultural purposes	20
Visiting as part of a commercial guided group	21
Heritage trail or heritage site	26
Hunting	06
Duck shooting	07
Mountain biking	08
Horse riding	10
Volunteer activities, e.g. planting trees	23
Climbing/mountaineering	25
4WD driving/trail biking	14
Participated in organised sport	15
Canoeing/kayaking/rafting	16
Boating	17
White baiting	18
Snow sports/activities	19
Other (specify)	97
None	99
Don't know	98

Q13 Using a scale of 1 to 5 where 1 means you are very dissatisfied and 5 means you are very satisfied, please tell me how satisfied you were with the facilities in the Department of Conservation area you visited most recently?

DO NOT READ OUT

Very satisfied	05
Satisfied	04
Neither	06
Dissatisfied	02
Very dissatisfied	01
Depends	96
Unsure	99
Refused	98

Q14 Before your most recent visit to a Department of Conservation Area where did you find out information about the area you were going to?

DO NOT READ, PROBE TO NO.

DOC website	01	CONTINUE
Other website	02	
DOC Area office in person	03	
DOC Area office by phone	04	
DOC Visitors Centre in person	05	
DOC Visitors Centre by phone	06	
Other Visitors Centre of Information Centre in person	07	
Other Visitors Centre of Information Centre by phone	08	
Through personal contact – friends, family, network	09	
I didn't find out any information before I went/I already knew about the place	97	GO TO Q16
Other, please specify	98	
Don't know	99	

Q15 Did you get the information you wanted?

Yes	01
No	02
Don't know	98

HISTORIC SPECIFIC QUESTIONS

Q19 Are you aware that the Department of Conservation provides historic sites?

Yes	01
No	02
Don't know	99

IF ANY H MENTIONED AT Q10 OR Q11 GO TO Q22

Q20 Have you visited any historic sites managed by the Department of Conservation in the past twelve months, such as Cape Reinga, Bridge to Nowhere on the Wanganui River or the Central Otago Rail Trail?

Yes	01	CONTINUE GO TO Q23 IF RESPONDENT ALSO DID NOT MENTION ANY AREA CATEGORISED AS HISTORIC AT Q10 OR Q11
No	02	
Don't know	99	

Q21 Which Department of Conservation historic sites have you visited in the past twelve months? If you cannot remember the exact name, please tell me the locations in as much detail as possible?

DO NOT READ, PROMPT FOR SPECIFIC RESPONSES, RECORD ALL MENTIONS

H	Upper North Island
H	Cape Reinga
H	Cape Brett
H	Flagstaff Hill (Russell, Bay of Islands)
H	Arai Te Uru (South Head Hokianga Harbour)
H	Motuarohia (Robertson) Island
H	Rangikapiti Pa (Mangonui Harbour)
H	Taumarumaru Scenic Reserve (Doubtless Bay)
H	Bream Head
H	Moturua Island Scenic Reserve
H	Akeake Historic Reserve
H	Kerikeri basin – stone store
H	Urupukapuka Island - Bay of islands
H	Tiritiri Matangi Island
H	North Head Auckland
H	Ruapekapeka Pa
H	Kawau Island
H	Stony Batter (Waiheke Island)
H	Fort Takapuna
H	Motuihe Island
	Central North Island
H	Karangahake Historic Gold Mine
H	Timber Trail, King Country
H	Waitawheta Historic Tramway

H	Ohakune Old Coach Road
H	Otatara Pa Napier Big Pa
H	Bridge to Nowhere Wanganui River
H	Kaueranga Valley
H	Whitianga Rock
H	Karangahake Gorge
H	Aniwaniwa Visitor Centre Museum
H	Dawson Falls Power Station
H	North Egmont Camphouse
	Lower North Island
H	Government Buildings Wellington
H	Turnball House
	Upper South Island
H	Ship Cove, Marlborough Sounds, Captain Cook (Queen Charlotte Track)
	Central South Island
H	Cape Defiance Hut (at Franz Josef Visitors Centre)
H	Denniston historic mine
H	Godley Head – Christchurch
	Lower South Island
H	Otago Central Rail Trail
H	Arrowtown Chinese Settlement
H	Mitchells Cottage (Central Otago)
H	Alexandra Courthouse
H	Skippers / Mt Aurum Recreation Reserve
H	St Bathans
	Other (please specify)
	Don't know

Q22 You mentioned that you had visited [name all of the historic areas visited PRE-CODED at Q10 OR Q11; AND THE CODE/S CHOSEN AT Q21 INCLUDING TEXT FROM Q21 OTHER-SPECIFY] so when I ask you about the historic site you visited this is the place I am referring to.

Using a scale of 1 to 5 where 1 means you are very dissatisfied and 5 means you are very satisfied, please tell me how satisfied you were with the heritage experience at the Department of Conservation historic site you visited **most recently**?

Very satisfied	05
Satisfied	04
Neither	06
Dissatisfied	02
Very dissatisfied	01
Depends	96
Unsure	99
Refused	98

TOTAL DOC LEVEL BEHAVIOUR SEGMENTATION

Q25 Which of the following best describes how often you use Department of Conservation areas for recreation?

READ OUT. CODE ONE ONLY

Once a month or more often	01
Between once a month and once every six months	02
Between once every six months and once a year	03
Less often than once a year	04
DO NOT READ - Don't know	99

DEMAND PROFILES AND SERVICE SATISFACTION

Q27 Have you [**INSERT ACTIVITY**] in the last three years?

IF RESPONDENT ASKS 'WHAT ARE THE GREAT WALKS?':

- Abel Tasman Coast Track
- Heaphy Track
- Kepler Track
- Lake Waikaremoana Great Walk
- Milford Track
- Rakiura Track
- Routeburn Track
- Tongariro Northern Circuit
- Whanganui River Journey

	Yes	No	DK
Walked one of New Zealand's Great Walks, for instance Lake Waikaremoana (why-carry-mo-ah-na), Abel Tasman, Milford or Routeburn Tracks	01	02	03
Stayed at a Basic DOC campsite with very limited facilities, so you needed to be fully self sufficient	01	02	03
Stayed at a Standard DOC campsite with a limited range of facilities including cold showers	01	02	03
Stayed at a Serviced DOC campsite with full facilities, including hot water showers	01	02	03
Stayed at a DOC hut, lodge or house where you have needed to pay fees to stay	01	02	03
Been to a DOC Visitors Centre	01	02	03

ASK Q29 PER ROW FOR EACH ITEM AFTER Q27 IMMEDIATELY AFTER EACH Q27 ITEM

Q29 And are you likely to do this within the next three years?

IF NECESSARY: Are you likely to [INSERT FROM ACTIVITY FROM ABOVE] within the next three years?

	Yes	No	DK
Walk one of New Zealand’s Great Walks, for instance Lake Waikaremoana, Abel Tasman, Milford or Routeburn Tracks	01	02	03
Stay at a Basic DOC campsite with very limited facilities, so you needed to be fully self sufficient	01	02	03
Stay at a Standard DOC campsite with a limited range of facilities including cold showers	01	02	03
Stay at a Serviced DOC campsite with full facilities, including hot water showers	01	02	03
Stay at a DOC hut, lodge or house where you need to pay fees to stay	01	02	03
Go to a DOC Visitors Centre	01	02	03

Q32 For each of the following activities please tell me whether you think the service is provided by DOC at a reasonable price. If you don’t know, just say so.

READ OUT

	Yes	No	DK
Great Walks	1	2	6
Basic DOC campsites	1	2	6
Standard DOC campsites	1	2	6
Serviced DOC campsites	1	2	6
DOC hut, lodge or house	1	2	6
DOC Visitors Centre	1	2	6

KAURI DIEBACK

ONLY ASK PEOPLE THE KD QUESTIONS IF THEY DID NOT MENTION A KD PLACE AT Q10 OR 11.

Q34 Can I just check whether you have been to a Department of Conservation managed area in the Upper North Island in the past 12 months? IF SAYING SOMETHING LIKE ‘I TOLD YOU THIS’: I apologise for that, please bear with me, we need to double check whether you have been to a DOC managed area in the Upper North Island.

Yes	01	CONTINUE
No	02	GO TO Q37
Don’t know	99	

ONLY ASK PEOPLE THE KD QUESTIONS IF THEY MENTIONED A KD PLACE AT Q10 OR 11 OR ANSWERED YES AT Q34.

Q35 Are you aware of Kauri Dieback disease, also known as PTA?

Yes	01	CONTINUE
No	02	GO TO Q37
Don't know	99	

Q36A Have you ever done anything to try to reduce the spread of Kauri Dieback disease?

Yes	01	CONTINUE
No	02	GO TO Q37
Don't know	99	

Q36A What was is it?

Cleaned clothes or shoes	01
Cleaned equipment or vehicles	02
Other (please specify)	98
Don't know	99

DOC IDENTITY

Q37 Please tell me if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of the Department of Conservation. If you do not know enough about the Department just say so.

DO NOT READ OUT (AS HAVE JUST READ SCALE IN QUESTION TEXT)

Very favourable	04	GO TO Q38
Somewhat favourable	03	
Somewhat unfavourable	02	GO TO Q39
Very unfavourable	01	
Don't know	99	GO TO Q40

Q38 Why do you have a favourable view of the Department of Conservation, what are your reasons?

DO NOT READ. PROBE TO NO

Generally doing a good job	01
Protecting the environment	02
Protecting flora and fauna	03
Maintenance of facilities	04
Personal opinions	05
A positive company/public profile	06
Appreciate what they do/importance of what they do	07
Facilities/services they offer	08
Doing the best they can with limited resources	09
My knowledge/experience of them	10
They educate/provide information	11
They care about protecting NZ future	12
They make the outdoors accessible	13
Friendly/helpful/welcoming staff	14
Other (please specify)	97
Don't know	99

GOTO Q40 NOW

Q39 Why do you have an unfavourable view of the Department of Conservation, what are your reasons?

DO NOT READ. PROBE TO NO

Control and access of land	01
Misdirection of policies	02
Poor management/too bureaucratic	03
Negative public profile	04
Animal/pest control	05
Narrow thinking/dogmatic attitude	06
Not value for money	07
Other (please specify)	97
Don't know	99

Q40 Please tell me how much you agree with each of the following statements about the Department of Conservation. Please use a scale of 1-5 where 1 is strongly disagree and 5 is strongly agree .

ROTATE

	1	2	3	4	5	DK
DOC works well with local communities	1	2	3	4	5	6
DOC is now more interested in commercial opportunities than it used to be	1	2	3	4	5	6
DOC is a leader in the Conservation field	1	2	3	4	5	6
DOC is a good use of tax payer money	1	2	3	4	5	6

Q41 Please tell me which of the following words describe the Department of Conservation

READ OUT AND CODE ALL THAT APPLY

INTERVIEWER NOTE- READ STATEMENT ONE BY ONE

ROTATE

Trustworthy
Effective
Modern
Inspiring
Innovative
Hardworking
Relevant to New Zealand today
Important
None of these
Don't know

DEMOGRPAHICS

Q45 Which of the following best describes where you live?

READ OUT. SINGLE RESPONSE

Big city	01
Smaller city or large town	02
Small town	03
Rural	04
Refused (DO NOT READ)	97
Don't know (DO NOT READ)	99

SQ4 And which age group are you in?

READ OUT

15-19 years	01
20-24 years	02
25-29 years	03
30-34 years	04
35-39 years	05
40-44 years	06
45-49 years	07
50-54 years	08
55-59 years	09
60-64 years	10
65-69 years	11
70-74 years	12
75 years or more	13
Refused	98

SQ5 Which of the following ethnic groups do you most closely associate with?

READ OUT. MULTIPLE RESPONSE POSSIBLE

NZ European/Pakeha	01
Māori	02
Pacific	03
Asian	04
Other – PLEASE SPECIFY:	05
Refused (DON'T READ)	98

Q47 Which of the following represents your household's income per year before tax?

READ OUT

Under \$15,000	01
\$15,001-\$20,000	02
\$20,001-\$25,000	03
\$25,001-\$40,000	04
\$40,001-\$60,000	05
\$60,001-\$100,000	06
\$100,001+	07
Refused (DO NOT READ)	97
Don't know (DO NOT READ)	99

Q48 In which of the following groups do you fall?

READ OUT. SINGLE REPOSE

Single, never had children	01
Married/couple, never had children	02
Single with children living at home (including shared custody situations)	03
Married/couple with children living at home (including shared custody situations)	04
Single with children who are no longer living at home	05
Married/couple with children who are no longer living at home	06
Other	10
Refused (DON'T READ)	97
Don't know ((ON'T READ))	99

PART_1

Are you willing to be recontacted for further research about the Department of Conservation? This would be to ask you more in-depth questions about your views and behaviours?

- **Yes**
- **No**

Thank and close – end of survey