

# National Survey of New Zealanders – Sources of information

**Report prepared for:** Department of Conservation

**Contact details:** Ian Binnie

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Level 1, 6-10 The Strand  
PO Box 33690 Takapuna, Auckland  
Ph: 09 919 9200

Level 9, Sybase House, 101 Lambton Quay  
PO Box 3622, Wellington  
Ph: 04 913 3000

[www.colmarbrunton.co.nz](http://www.colmarbrunton.co.nz)

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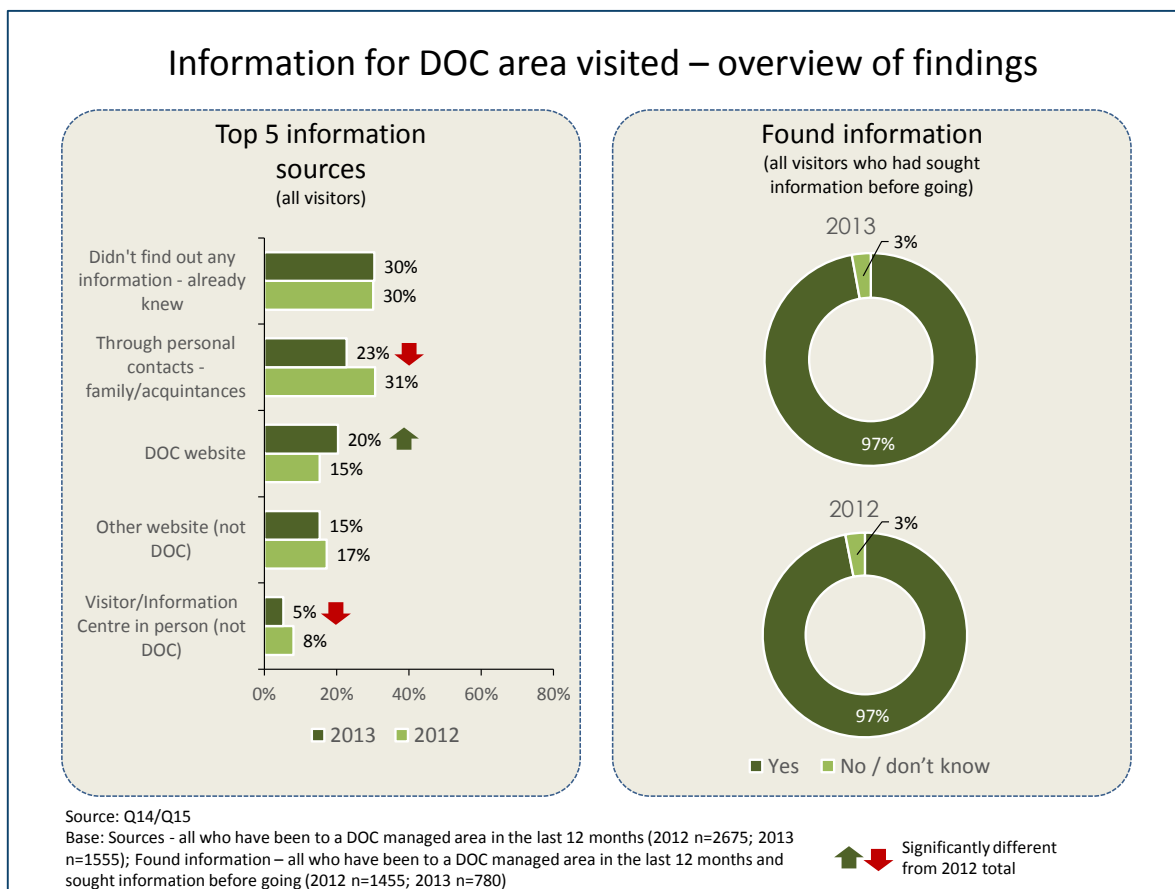
# Summary of findings

In the 2012 and 2013 surveys visitors to DOC areas were asked where they found information about the area they were visiting. Use of the DOC website has increased significantly from 15% in 2012 to 20% in 2013.

Compared to last year, visitors are significantly less likely to say they found out information through family, friends, and acquaintances (this decreased from 31% in 2012 to 23% in 2013), or by visiting a non-DOC visitor or information centre (from 8% in 2012 to 5% in 2013).

Among those who sought out information before visiting a DOC area nearly everyone found what they were looking for (97% in both 2012 and 2013).

The following graphs shows year on year changes for use of different information sources, and level of success in finding the desired information.



## Background and methodology

In 2013 the Department of Conservation (DOC) undertook their annual survey of adult New Zealanders (The National Survey), replicating research undertaken in 2011 and 2012. The National Survey replaced a variety of independent general public surveys undertaken by DOC in the past.

The research surveys the views of adult New Zealanders (those aged 18 years and over). A total of 2,293 people were interviewed in 2013. All interviews were conducted by telephone, and the sample was sourced via a random sample of people listed on the Electoral Roll. The sample profile at a total sample level is shown in the following table. (A total sample profile is included at Appendix 1).

Please note that in 2012 the research was carried out using a mix of telephone and online interviews, whereas in 2013 interviews were carried out via telephone only, meaning that direct year-on-year comparisons should be treated with extreme caution when looking at the data in this report. To enable direct comparisons with the 2012 results a separate report titled 'Sources of information report 2013 - CATI only' has been created, which presents the 2012 data based on those who took part via telephone interviewing only.

This report focuses on the two questions respondents were asked about how they found out information for their trip and whether they managed to obtain the information they were looking for.

**Table 1: Total sample profile**

Total sample profile (unweighted numbers and weighted %)	Sample size		Frequency	
	2012 n=	2013 n=	2012 %	2013 %
<b>Total respondents (n=)</b>	<b>3,885</b>	<b>2,293</b>	<b>3,885</b>	<b>2,293</b>
<b>Gender</b>				
Men	1,825	1,109	48	49
Women	2,060	1,184	52	51
<b>Age</b>				
18-24	397	302	15	14
25-39	1,014	524	28	23
40-54	1,150	706	28	31
55+	1,320	761	28	32
Refused	4	-	*	-
<b>Ethnicity (multiple response)</b>				
New Zealand European/Pākehā	3,406	2,065	83	85
Māori	372	208	11	12
Pacific	57	32	3	3
Asian	107	50	5	4
Other	114	72	3	4
Refused	32	6	1	*
<b>Household income before tax</b>				
Up to \$40,000	931	506	21	20
\$40,001 to \$60,000	693	393	17	15
\$60,001 or more	1,757	1,123	48	52
Don't know/refused	504	271	14	13
<b>Location</b>				
Big city	877	513	43	42
Small city/large town	1,326	768	27	25
Small town	1,028	579	18	18
Rural	644	430	12	15
Don't know/refused	10	3	*	*
<b>Conservancy</b>				
Northland	358	188	4	4
Auckland	348	217	32	34
Waikato	352	202	9	9
East Coast/Bay of Plenty	355	187	8	7
Tongariro/Whanganui/Taranaki	330	173	6	5
Wellington/Hawke's Bay	379	270	18	19
Nelson/Marlborough	352	194	3	4
West Coast	348	198	1	1
Canterbury	357	271	13	13
Otago	357	192	5	5
Southland	359	229	2	2

Note: A result of more than 0 but less than 1% is shown as '\*' in the table.

## Estimated sampling errors

The following table provides estimated margins of error associated with various survey results based on those who had visited a DOC area in the last 12 months (unconfirmed). The calculations assume simple random sampling and have been calculated at the 95% confidence level. Sub-group analyses carry higher margins of error.

**Table 2: Estimated sampling errors**

Survey result (%)	Margin of error associated with 2013 survey (n=1,555)	Margin of error when comparing results between 2012 and 2013 (n=2,675 and n=1,555 respectively)
10% or 90%	+/-1.5%	+/-1.8%
20% or 80%	+/-2.0%	+/-2.4%
30% or 70%	+/-2.3%	+/-2.7%
40% or 60%	+/-2.4%	+/-2.9%
50% or 50%	+/-2.5%	+/-2.9%

All changes commented on in the written commentary of this report are statistically significant at the 95% confidence level unless otherwise stated. The following factors are reported on for statistical significance:

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

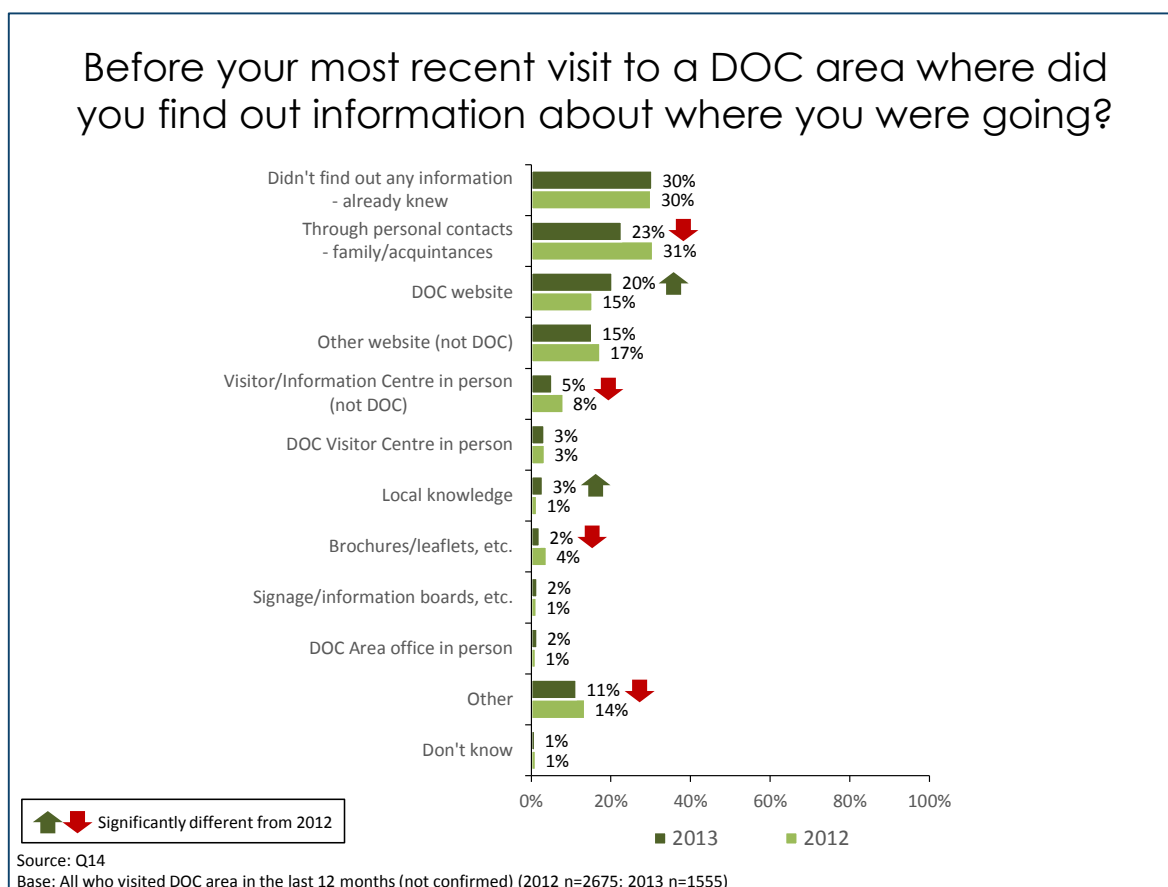
Further, all statistically significant changes between 2012 and 2013 are denoted with an arrow in the graphs. Where changes have occurred between 2012 and 2013 these are commented on above the relevant graph.

# Detailed findings

## Source of information

In 2012 and 2013, the same proportion of visitors sought out information before their most recent to a DOC area (70% in both 2012 and 2013).

Friends, family, and other acquaintances are the main sources of information (23%), followed by online sources (the DOC website: 20%, and other websites: 15%).



Since 2012 the proportion who have sought information via the DOC website has increased (as has the proportion using 'local knowledge'), whereas the proportion using personal contacts, non-DOC visitor centres, and brochures has decreased.

In 2013 the following groups are **more likely** than average to have used each source of information (significant differences are shown for the top five sources of information only):

Didn't find out any information – already knew it (30% on average):

- People who identify as Maori (44%)
- Those who live in a small town (38%)
- Those living in the Tongariro, Whanganui, or Taranaki (43%) or West Coast (43%) Conservancies.

Personal contacts (23% on average):

- Aged 18 – 24 years (33%)
- Those with an annual household income under \$40,000 p.a. (29%)
- Those living in the Northland (33%) Conservancies.

DOC website (20% on average):

- Those with an annual household income over \$60,001 p.a. (28%).

Other website (not DOC) (15% on average):

- Women (18% compared to 13% of men)
- Aged 40 – 54 years (20%).

Visitor Centre or Information Centre in person (not DOC) (5% on average):

- Those living in the Tongariro, Whanganui, or Taranaki (12%) Conservancies.

The following groups are **less likely** than average to have used each source of information (significant differences are shown for the top five sources of information only):

Didn't find out any information – already knew it (30% on average):

- Those with an annual household income between \$60,001 and \$100,000 p.a. (26%)
- People who identify as Asian (12%).

Personal contacts (23% on average):

- Aged 55 years plus (18%)
- Those with an annual household income over \$60,001 p.a. (18%).

DOC website (20% on average):

- Aged 55 years plus (14%)
- Those with an annual household income under \$60,000 p.a. (11%)
- Those who live in a rural location (14%)
- Those living in the Tongariro, Whanganui, or Taranaki (6%) or West Coast (7%) Conservancies.

Other website (not DOC) (15% on average):

- People who identify as Maori (6%)
- Those living in the Tongariro, Whanganui, or Taranaki (7%) or Southland (9%) or West Coast (6%) Conservancies.

Visitor Centre or Information Centre in person (not DOC) (5% on average):

- No significant differences by the sub-groups analysed by.



## Type of information booking by activity

In order to examine whether there are significant differences in sourcing information by type of activity, we filtered out all those who said they didn't seek any information, and then merged some of the information and activity categories (in order to ensure adequate sample sizes for this type of analysis breakdown).

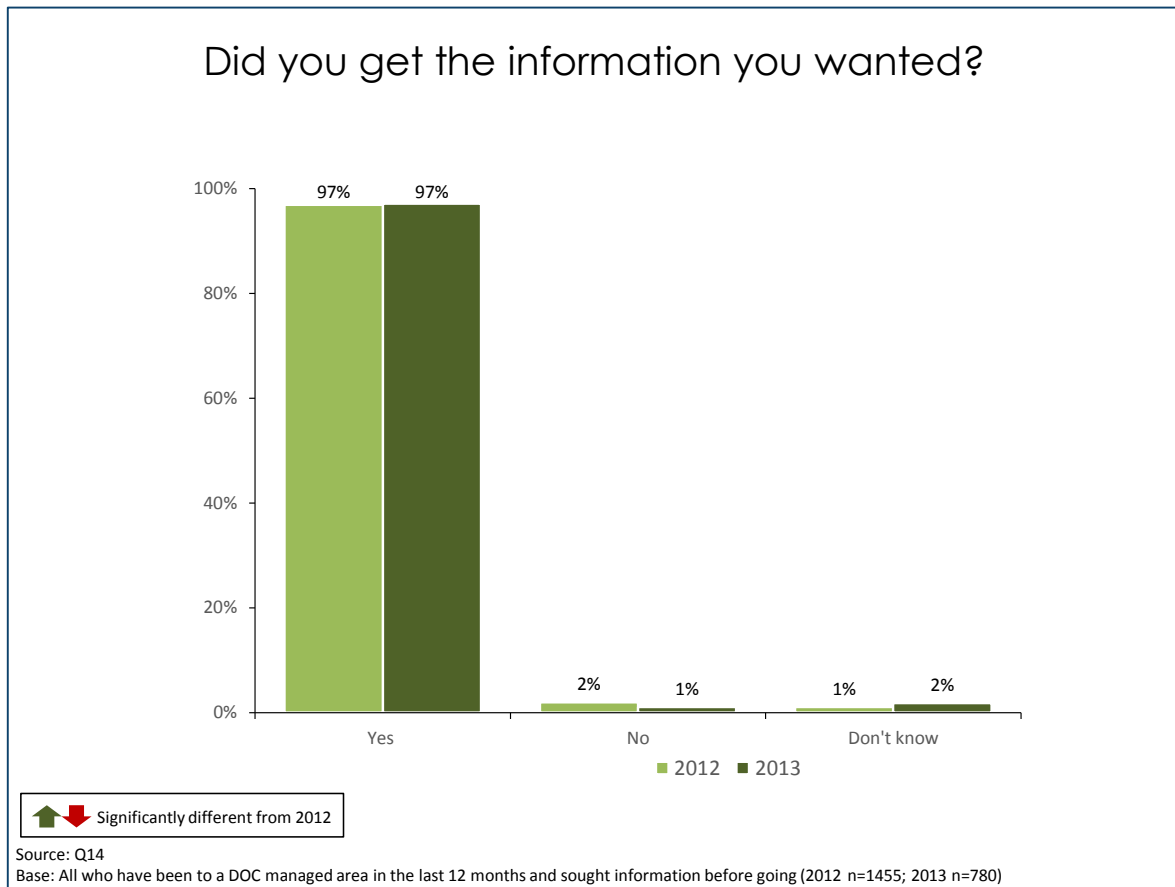
The results are shown in the table below. Please note these are based on the 2013 survey results only (results for 2012 are broadly similar). Significant differences from the norm are highlighted in green (if they are above average) or red (if they are below average).

Information source (note some info sources are combined below, and sources with less than 2% are not tabulated – findings are re-based on all those who actively sought information)	Type of activity (note some activities are combined)								
	Total (n=1006)	Day walk or dog-walk (n=518)	Overnight/multi-day tramp (n=56)	Picnics, sightseeing and family outings (n=113)	Hunting or duck shooting (n=61)	Fishing (n=31)	Mountain biking (n=32)	Camping (n=52)	Swimming/diving/s norkelling (n=28)
DOC website	<b>29%</b>	30%	54%	12%	48%	28%	48%	43%	20%
Other website	<b>22%</b>	22%	13%	36%	16%	16%	39%	14%	6%
DOC Area Office	<b>3%</b>	4%	8%	1%	8%	5%	-	-	-
DOC Visitor Centre	<b>5%</b>	6%	10%	3%	2%	14%	-	4%	9%
Other Visitor Centre	<b>8%</b>	9%	7%	12%	5%	9%	4%	-	1%
Through personal contacts	<b>33%</b>	31%	28%	32%	31%	19%	21%	42%	74%
Brochures and pamphlets	<b>4%</b>	3%	-	10%	2%	4%	-	1%	10%
Local knowledge	<b>4%</b>	4%	3%	9%	7%	-	-	1%	-
Magazines and newspapers	<b>2%</b>	3%	-	4%	-	5%	1%	-	-
Books or library	<b>2%</b>	3%	4%	3%	-	-	-	1%	-
Maps -google	<b>2%</b>	2%	3%	2%	8%	4%	-	-	-
Signage/information boards	<b>2%</b>	3%	-	2%	-	1%	1%	-	-

The results suggest that overnight trampers, hunters, mountain-bikers and campers are more likely than average to use the DOC website. Sightseers and mountain-bikers are more likely than average to use 'other websites'.

## Success finding information

Those who sought information before visiting a DOC area were asked if they had been able to get the information they wanted. Similar to last year, the vast majority (97%) say they obtained the information they sought.



The following groups are **more likely** than average (97%) to have found the information they wanted:

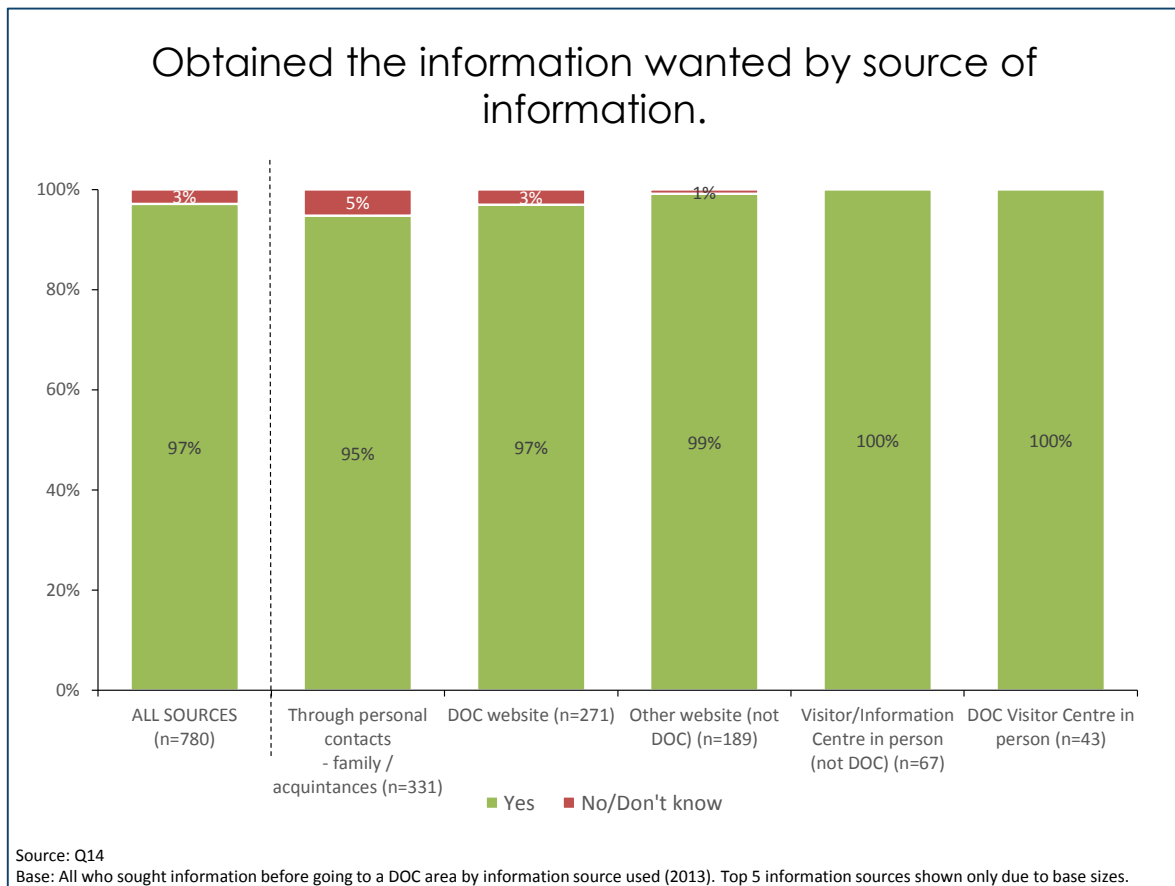
- Men (99%, compared to 96% of women).

The following groups are **less likely** to have found the information they wanted:

- Those in the Northland (83%) Conservancy.

## Success at finding the information wanted by the different information sources

The following graph shows the proportion of visitors who could or couldn't find the information they wanted by the source of information they used. The vast majority could find the information they were after through their chosen source of information, however, 5% struggled to find the information they were after via personal contacts and 3% didn't get the information on the DOC website.



## Appendix 1: Total Sample Profile

The survey sample was stratified and then post-weighted to match the actual population distribution (based on 30 June 2012 population estimates obtained from Statistics New Zealand) by:

- 1) Ethnicity (at a Conservancy level)
- 2) Interlocking age and gender<sup>1</sup> (at a Conservancy level).

The sample included a minimum of 150 people in each Conservancy – to allow for Conservancy level analysis. In the total sample the Conservancy data was weighted to match the population distribution (based on population estimates obtained from Statistics New Zealand).

**Table 2: Profile of total sample**

Sample profile (unweighted numbers and weighted %)	Sample size		Distribution	
	2012 n=	2013 n=	2012 %	2013 %
<b>Total respondents (n=)</b>	<b>2,225</b>	<b>2,293</b>	<b>2,225</b>	<b>2,293</b>
<b>Gender</b>				
Men	1,077	1,109	49	49
Women	1,148	1,184	51	51
<b>Age</b>				
18-24	241	302	16	14
25-39	553	524	27	23
40-54	699	706	30	31
55+	728	761	27	32
Refused	4	-	*	-
<b>Ethnicity (multiple response)</b>				
New Zealand European/Pākehā	1,961	2,065	84	85
Māori	265	208	13	12
Pacific	44	32	4	3
Asian	69	50	6	4
Other	61	72	3	4
Refused	14	6	1	*
<b>Household income before tax</b>				
Up to \$40,000	537	506	21	20
\$40,001 to \$60,000	418	393	19	15
\$60,001 or more	1,023	1,123	48	52
Don't know/refused	247	271	12	13
<b>Location</b>				
Big city	464	513	40	42
Small city/large town	772	768	28	25
Small town	613	579	18	18
Rural	369	430	13	15
Don't know/refused	7	3	1	*

Note: A result of more than 0 but less than 1% is shown as '\*' in the table.

<sup>1</sup> 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.

Sample profile (unweighted numbers and weighted %)	Sample size		Distribution	
	2012 n=	2013 n=	2012 %	2013 %
<b>Total respondents (n=)</b>	<b>2,225</b>	<b>2,293</b>	<b>2,225</b>	<b>2,293</b>
<b>Conservancy</b>				
Northland	200	188	4	4
Auckland	200	217	32	34
Waikato	205	202	9	9
East Coast/Bay of Plenty	203	187	8	7
Tongariro/Whanganui/Taranaki	199	173	6	5
Wellington/Hawke's Bay	202	270	16	19
Nelson/Marlborough	208	194	3	4
West Coast	205	198	1	1
Canterbury	210	271	14	13
Otago	204	192	5	5
Southland	199	229	2	2

Note: A result of more than 0 but less than 1% is shown as '\*' in the table.