

# National Survey of New Zealanders – Kauri dieback (telephone interviews only)

**Report prepared for:** Department of Conservation

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**Date:** July 2013

**Reference:** 109104784

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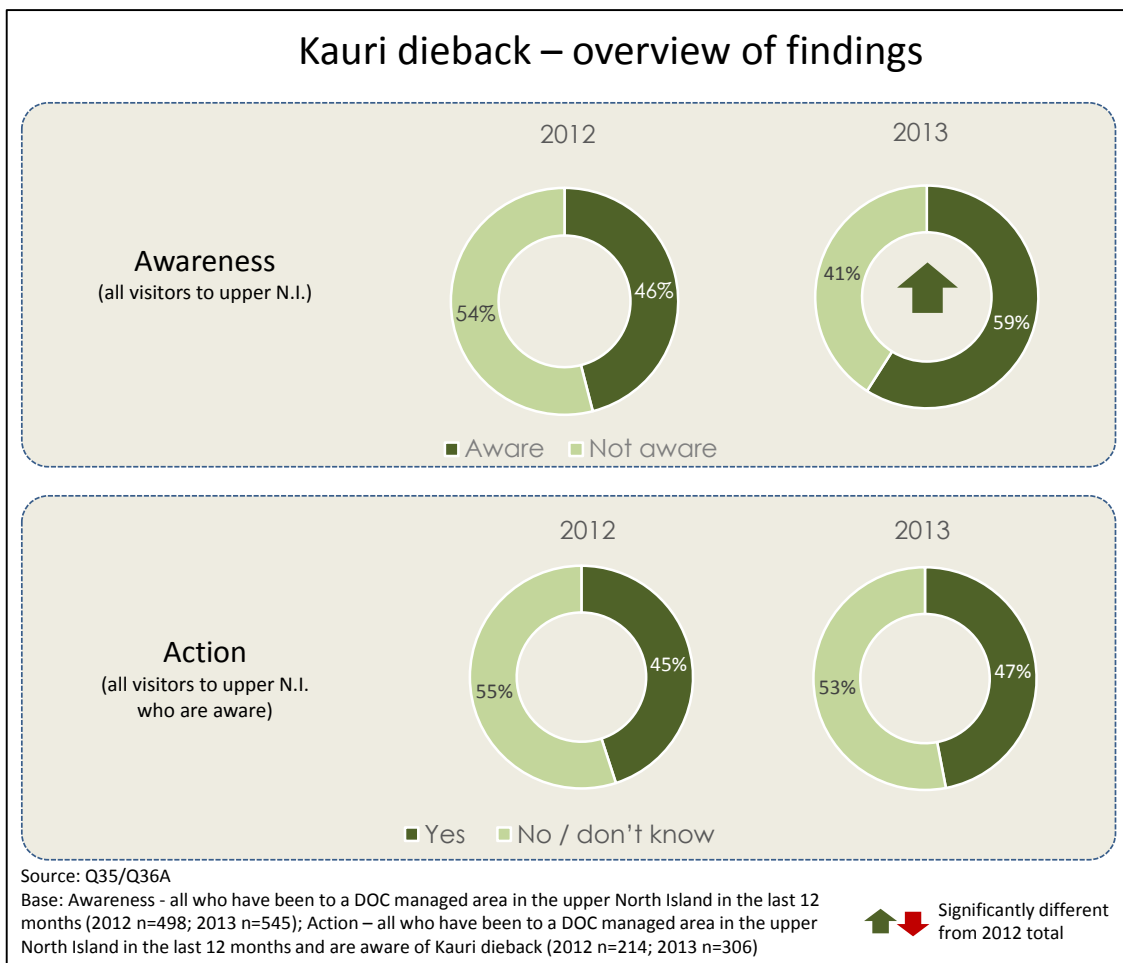
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## Summary of findings

Awareness of Kauri dieback has increased among visitors to DOC managed areas in the upper North Island (from 46% in 2012 to 59% in 2013).

Among those who are aware of the disease there has been a slight increase in the proportion that say they have taken action to try and reduce its spread (from 45% to 47%), however, the difference is **not** statistically significant.

The following graph shows year on year changes for awareness and responses to the disease. Please note that the 'action taken' figure is based on upper North Island visitors who are aware of the disease.



## 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 Appendix 1.

In 2012 the research was carried out using a mix of telephone and online interviews. To provide direct comparisons with the 2013 data the 2012 results presented here are based on those who took part in telephone interviews. This means that the 2012 figures in this report differ from those reported last year.

This report focuses on the questions respondents were asked about Kauri dieback. These questions were included in The National Survey for the first time in 2012.

People who said they had been to a DOC managed area in the upper North Island (545 respondents) were asked the following series of questions about Kauri dieback.

- Are you aware of Kauri dieback disease, also known as PTA?
- Have you ever done anything to try and reduce the spread of Kauri dieback disease?
- What was it (you did to try and reduce the spread of Kauri dieback)?

The sample profile for those who had been to a DOC managed area in the upper North Island within the last 12 months is provided overleaf.

**Table 1: Profile of those who have been to a DOC managed area in the upper North Island in the last 12 months**

Sample profile (unweighted numbers and weighted %)	Sample size		Frequency	
	2012 n=	2013 n=	2012 %	2013 %
<b>Total respondents (n=)</b>	<b>498</b>	<b>545</b>	<b>498</b>	<b>545</b>
<b>Gender</b>				
Men	261	299	50	54
Women	237	246	50	46
<b>Age</b>				
18-24	39	74	12	14
25-39	134	131	31	24
40-54	163	187	30	34
55+	161	153	26	28
Refused	1	-	*	-
<b>Ethnicity (multiple response)</b>				
New Zealand European/Pākehā	428	482	85	84
Māori	83	60	17	14
Pacific	10	5	4	2
Asian	21	18	8	6
Other	13	17	1	3
Refused	5	1	1	*
<b>Household income before tax</b>				
Up to \$40,000	94	96	16	17
\$40,001 to \$60,000	88	88	16	13
\$60,001 or more	279	301	60	58
Don't know/refused	37	60	8	12
<b>Location</b>				
Big city	129	145	51	48
Small city/large town	150	156	21	19
Small town	117	110	16	15
Rural	102	133	12	17
Don't know/refused	-	2	-	*
<b>Conservancy</b>				
Northland	125	123	8	8
Auckland	93	118	53	56
Waikato	80	95	12	13
East Coast/Bay of Plenty	66	72	8	9
Tongariro/Whanganui/Taranaki	44	42	4	3
Wellington/Hawke's Bay	35	45	10	9
Nelson/Marlborough	16	16	1	1
West Coast	8	8	*	*
Canterbury	11	14	3	2
Otago	9	12	1	1
Southland	11	9	*	*

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 at a total sample size level. 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=545)	Margin of error when comparing results between 2012 and 2013 (n=498 and n=545 respectively)
10% or 90%	+/-2.5%	+/-3.6%
20% or 80%	+/-3.4%	+/-4.9%
30% or 70%	+/-3.9%	+/-5.6%
40% or 60%	+/-4.1%	+/-6.0%
50% or 50%	+/-4.2%	+/-6.1%

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:

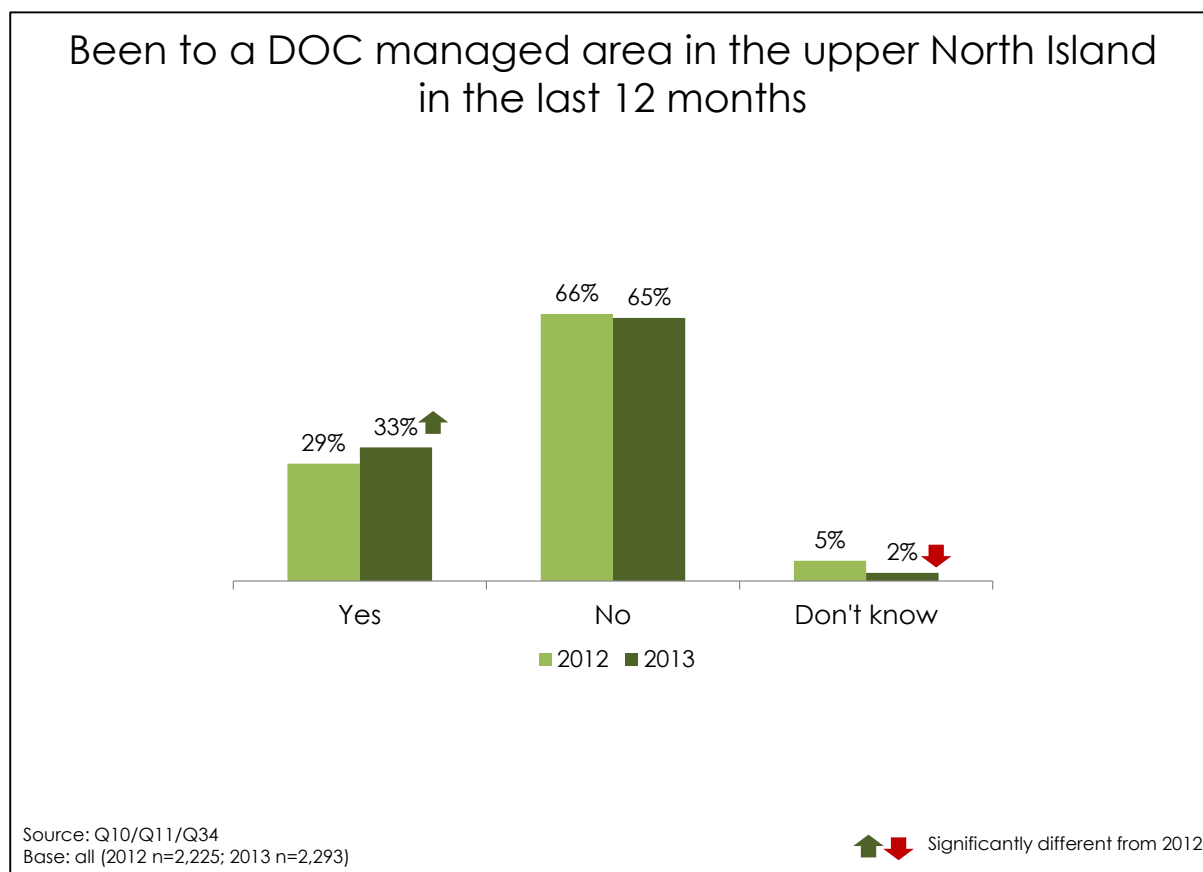
- Gender
- Age
- Ethnicity
- Household income
- Living area (e.g. big city/rural)
- The Conservancy area lived in
- Key DOC areas visited (Waipoua, Coromandel Forest Park, Kaimai-Mamaku Forest Park, Northland Forest Park).

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

### Been to a DOC managed area in the upper North Island

People were asked if they had been to a Department of Conservation managed area in the upper North Island in the last 12 months. One third (33%) had been to a DOC managed area in the upper North Island within the last 12 months, an increase from 2012.

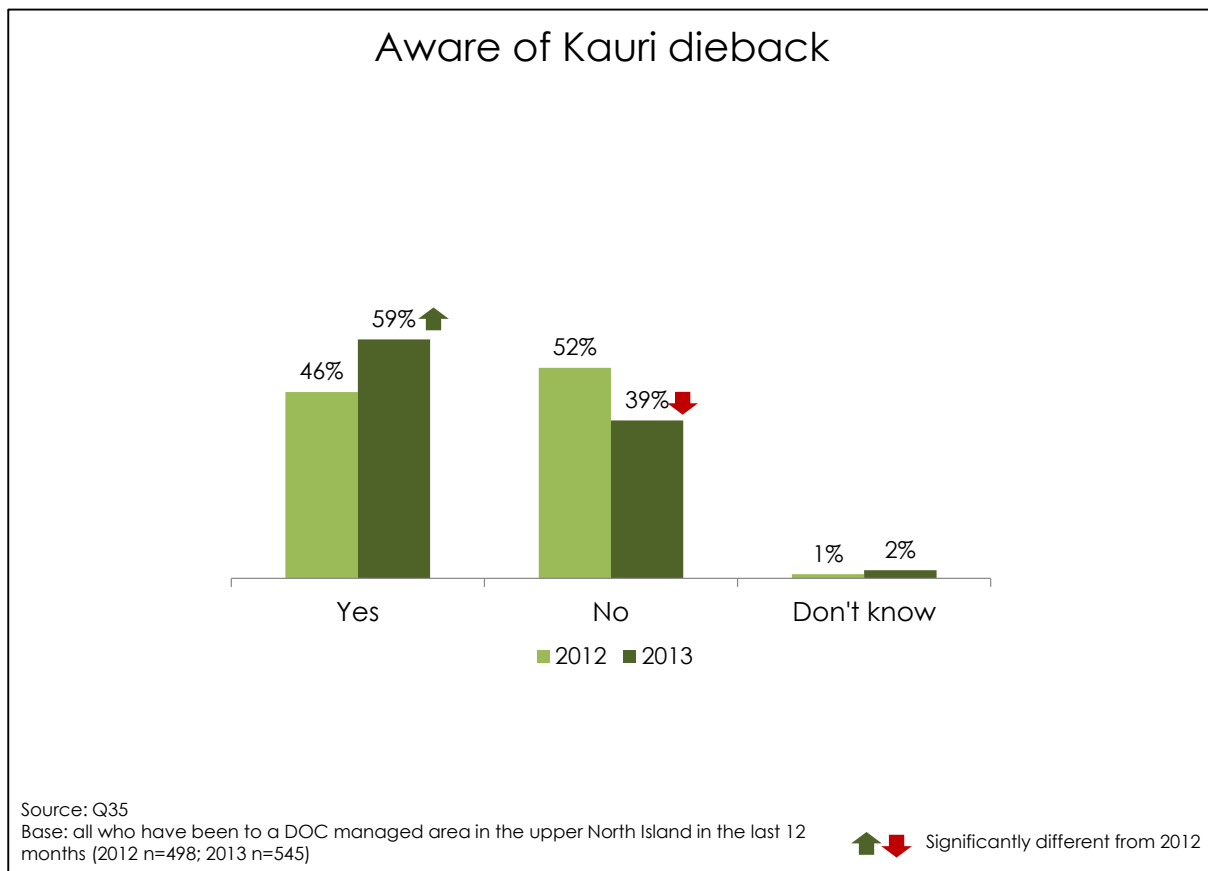


In 2013 the following groups are **more likely** than average (33%) to have been to a DOC managed area in the upper North Island in the last 12 months:

- Men (37% compared to 29% of women)
- Those with an annual household income over \$60,000 p.a. (37%)
- People living in a big city (38%)
- Those living in the Northland (67%), Auckland (55%) or Waikato (48%) Conservancies.

## Awareness of Kauri dieback

Those who had been to a Department of Conservation managed area in the upper North Island in the last 12 months were asked if they were aware of Kauri dieback. Nearly six-in-ten (59%) are aware of Kauri dieback, an improvement since 2012.



There are no demographic groups are **more likely** than average (59%) to be aware of Kauri dieback in 2013.

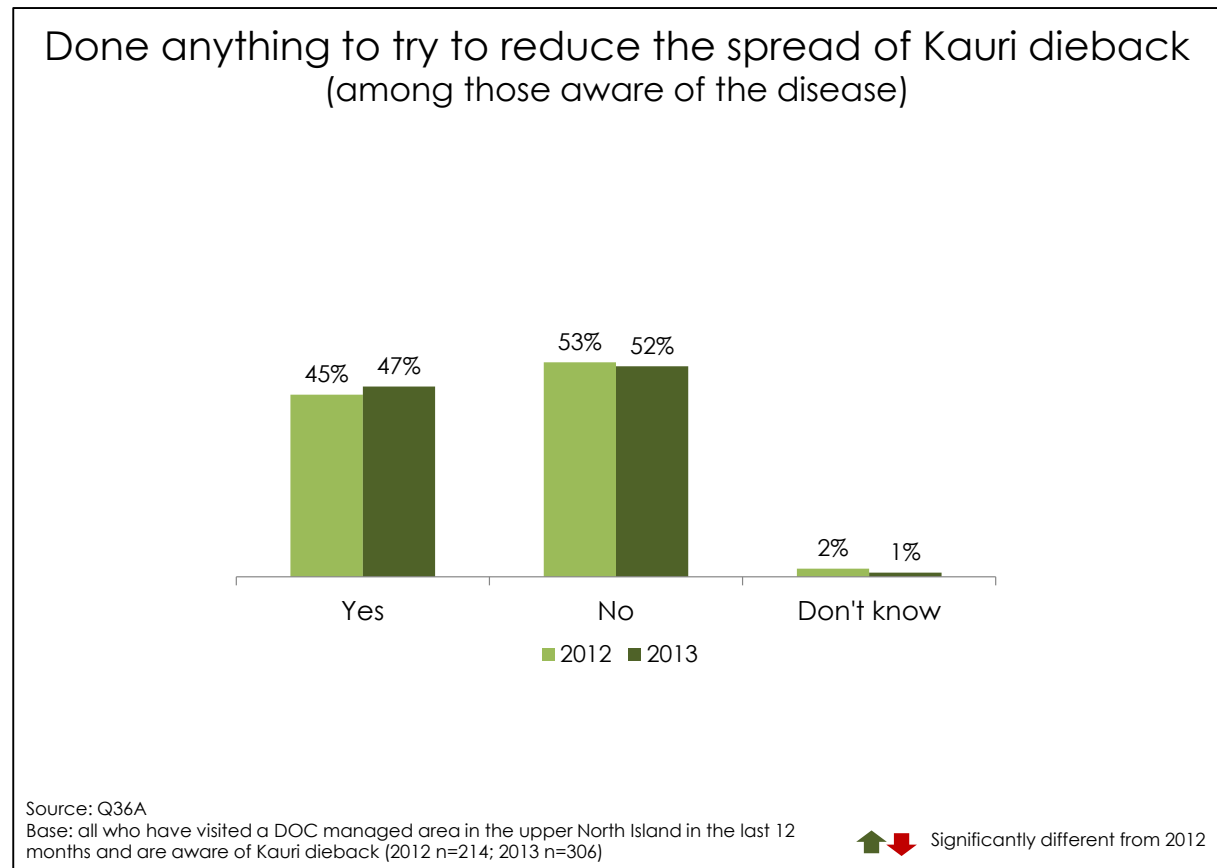
The following groups are **less likely** than average (59%) to be aware of Kauri dieback:

- 18 to 24 year olds (39%)
- Those in the Waikato (44%), Tongariro/Whanganui/Taranaki (33%) or Wellington/Hawke's Bay (41%) Conservancies.



## Action taken to reduce the spread of Kauri dieback

People who had been to a Department of Conservation managed area in the upper North Island in the last 12 months and who were aware of Kauri dieback were asked if they had done anything to try and reduce the spread of the disease. Just under half (47%) had taken steps to try to prevent the disease from spreading, a result which is consistent with previous findings.

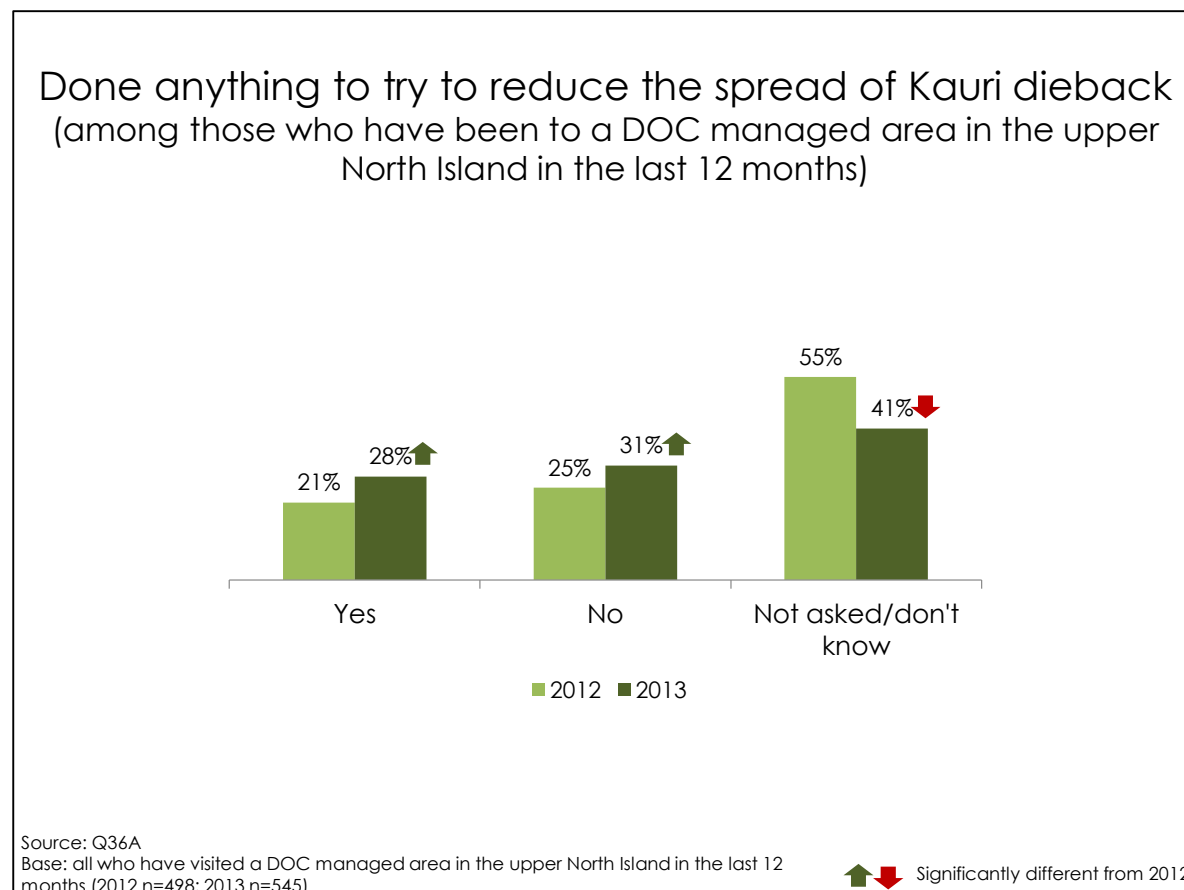


People living in the Auckland Conservancy area are **more likely** than average to have taken action (62% did).

The following groups are **less likely** than average (47%) to have taken action:

- People aged 55+ (36%)
- People living in small towns (32%, compared with 56% of those living in cities and 47% of those living in rural areas)
- People with an unfavourable view of DoC (15%).

The following graph shows the proportion of all visitors to a DOC managed area in the upper North Island who have taken action to try and reduce the spread of Kauri dieback. A higher proportion of those visiting DOC managed areas in the upper North Island are taking action to try and reduce the spread of Kauri dieback in 2013 (compared with 2012). There has also been a rise in the proportion of visitors saying they have not taken action to try to halt the spread of Kauri dieback. This relates to an increase in awareness among Upper North Island visitors, rather than a reduction in action – because both the ‘yes’ and ‘no’ answer increased this year, whereas the ‘don’t know/not asked’ category decreased. The survey does not ask ‘why’ visitors said ‘no’ to this question but it suggests that although awareness has increased, not all have had the opportunity, willingness, or ability to take action.



This year the following groups of people who have been to a DOC managed area in the upper North Island in the last 12 months are **more likely** than average (28%) to **have done something** to try and reduce the spread of Kauri dieback:

- People living in the Auckland Conservancy area (42%)
- Those visiting the Waipoua conservation area (53%).

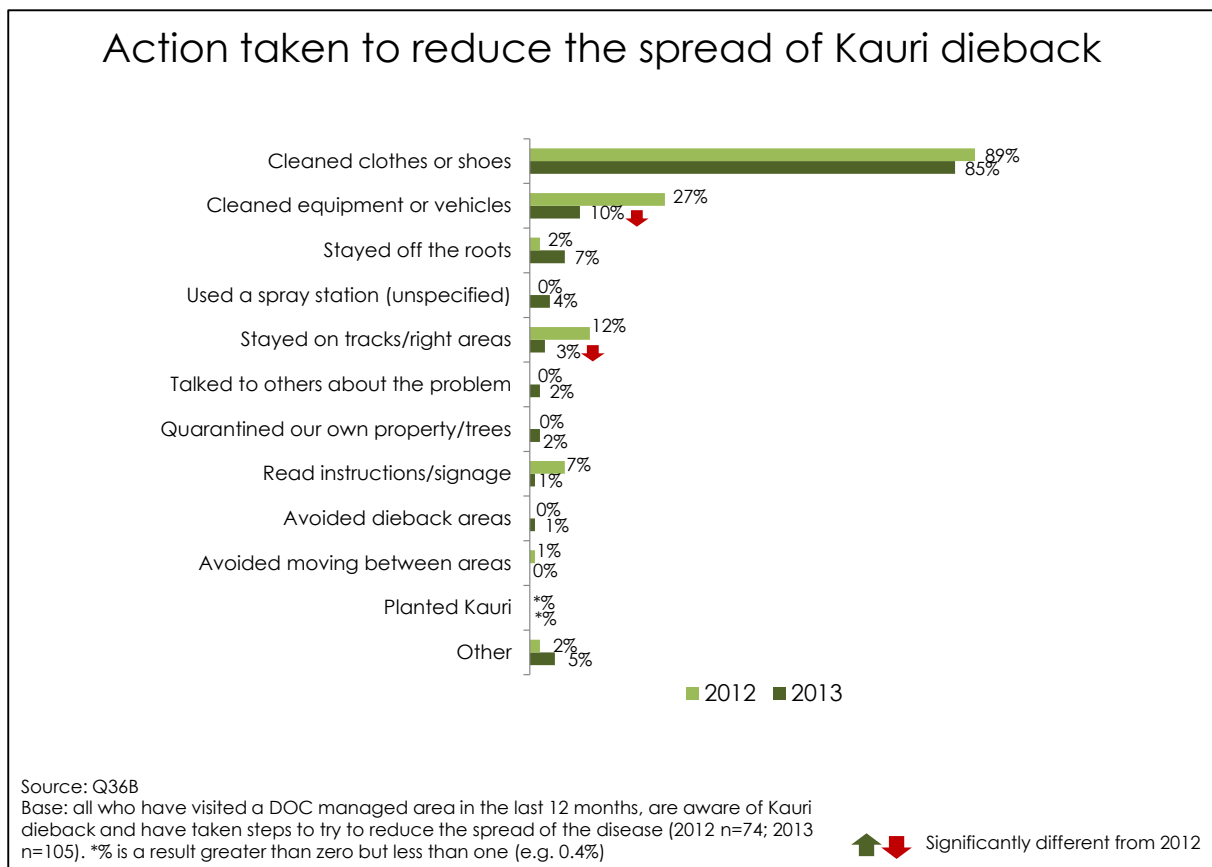
The following groups are **more likely** than average (31%) to have **not done something** to try and reduce the spread of Kauri dieback:

- Men (35% compared to 26% of women)
- Those aged 55 years or over (41%)
- Those living in the East Coast/Bay of Plenty Conservancy area (45%).

## Type of action taken to reduce the spread of Kauri dieback

Those who had visited a Department of Conservation managed area in the upper North Island in the last 12 months, were aware of Kauri dieback and took action to try and reduce the spread of the disease were asked what they had done to prevent the spread of Kauri dieback. The most common action is cleaning clothes or shoes.

The results for the 2013 and 2012 surveys are illustrated below. Among those who take action to reduce the spread of Kauri dieback there has been a decline in the proportion that said they cleaned equipment/vehicles and/or they stayed on tracks.



The base size on this question is too low for sub-group analysis to be undertaken.

## Visitor Comparison

The significant differences between the total sample and visitors to specific areas were as follows:

- Visitors to Waipoua were significantly **more likely** than average to **have done** something to try and reduce the spread of Kauri dieback.

Q35: Are you aware of Kauri dieback disease, also known as PTA?	All Upper North Island DOC areas	Visitor to Waipoua	Visitor to Coromandel Forest Park	Visitor to Kaimai Mamaku Forest Park <sup>1</sup>	Visitor to Northland Forest Park <sup>2</sup>
Total visitors to that area (unweighted n=)	545	22	29	13	7
Yes	59%	73%	62%	39%	30%
No	39%	27%	30%	61%	70%
Don't know	2%	-	8%	-	-
Q36A: Have you ever done anything to try to reduce spread of Kauri dieback disease?	All Upper North Island DOC areas	Visitor to Waipoua	Visitor to Coromandel Forest Park	Visitor to Kaimai Mamaku Forest Park <sup>1</sup>	Visitor to Northland Forest Park <sup>2</sup>
Total visitors to that area (unweighted n=)	545	22	29	13	7
Yes	28%	53%	33%	6%	24%
No	30%	18%	29%	25%	6%
Don't know	1%	2%	-	8%	-
Not asked Q36a	41%	27%	38%	61%	70%

Note: The figures in green denote statistically significant increases since the previous wave. The figures in red denote statistically significant decreases since the previous wave. A result of more than 0 but less than 1% is shown as '\*' in the table.

<sup>1</sup> Low base size, results are indicative only and must be treated with caution

<sup>2</sup> Extremely low base size, results are indicative only and must be treated with caution

## Appendix 1: Total Sample Profile

The survey sample was stratified and then post-weighted to match the actual population distribution (weighting was 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>3</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 30 June 2012 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>3</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.