

# Methodology Report: Survey of New Zealanders






PREPARED FOR THE DEPARTMENT OF CONSERVATION

JULY 2015



Department of Conservation  
*Te Papa Atawhai*

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# Background



## **1.1 BACKGROUND**

Since 2011 the Department of Conservation (DOC) has undertaken an annual national survey of New Zealanders about their attitudes towards, understanding of, and participation in conservation activities and visitation of DOC-administered parks and places.

The annual survey replaces a range of independent general public surveys that had previously been undertaken by DOC. DOC's information needs have been consolidated into one survey for increased efficiency.

This report has been prepared for DOC and outlines the technical details of the fifth annual survey, the 2015 Survey of New Zealanders, including methodology, sampling, weighting and data analysis.

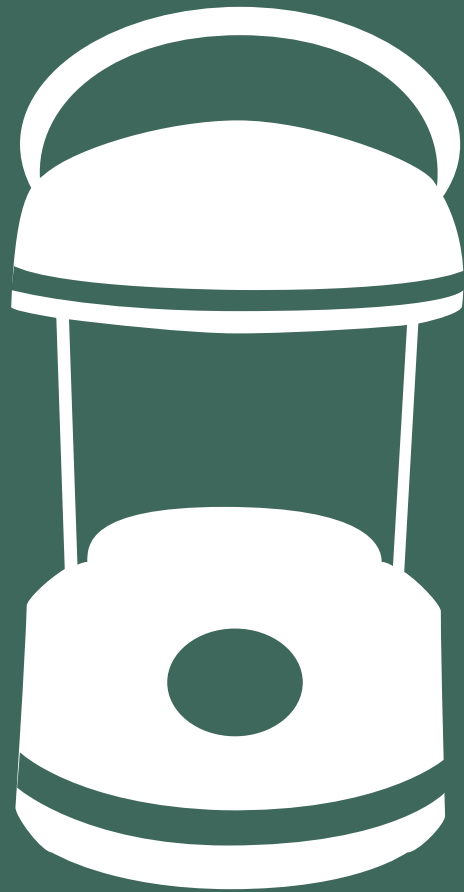
## **1.2 OBJECTIVES**

There are three key objectives of this research:

1. To provide national population-based recreation and historic demand information to inform regional- and national-level planning, monitoring and reporting;
2. To provide national population-based conservation attitude and behaviour information to inform national-level marketing planning;
3. To provide national population-based natural heritage social indicator information for monitoring purposes;
4. To provide insights into how New Zealanders can best be encouraged to be more active in DOC-administered parks, reserves and historic places;
5. To provide insights into how New Zealanders can best be encouraged to participate in conservation activities.

# Research

# Design



## **2.1 OVERVIEW**

### **2.1.1 RESEARCH DESIGN OVERVIEW**

Before 2013, National Surveys had been carried out using a combination of Computer-Assisted Telephone Interviewing (CATI) and online surveying. Due to the relatively expensive nature of CATI, a sequential mixed methodology (SMM) has been used for the 2013, 2014 and 2015 surveys.

The Electoral Roll has been used to sample all National Surveys; however, using a sequential mixed methodology enabling all those on the Electoral Roll to participate, whereas prior to 2013 only those who were able to be successfully matched to a phone number by Telecom were able to participate.

Invitation letters were sent to the named respondents introducing the research and inviting them to complete the questionnaire online. A week later, a reminder postcard was sent to those who had not yet completed the questionnaire online. A further week later all respondents who had still not completed their questionnaire were sent a hard copy questionnaire to complete with a DOC pen to encourage participation. This approach ensured any respondent without internet access could participate, while encouraging respondents to complete online (the most cost-effective method). After a further two weeks, a final postcard was sent to those who had not completed the questionnaire online or returned a hard copy.

This year for the first time the questionnaire was made available to complete in multiple languages. Participants could complete the questionnaire online in English, Māori, Samoan, Tongan, Simplified Chinese and Hindi; they also had the option to request a hard copy of the questionnaire in these languages.

### **2.1.2 BENEFITS OF THE SMM METHODOLOGY**

Sequential mixed methodology (SMM) has a number of benefits.

Potential respondents are selected from the Electoral Roll, which allows for the inclusion of the majority of adult New Zealand residents. This improves representativeness, as participation barriers are reduced – previously those without tele-matched phone numbers were excluded from the CATI research – and does not rely on online panels, which have a limited number of self-selected panellists. The SMM approach provides consistency, as the two methods (online and hardcopy) are both visual, self-administrated survey modes and thus the risk of differences in results being caused by mode of response is reduced.

Quality of information is considered higher with SMM, as respondents are able to complete the survey in their own time, at their own pace and either online or hard copy according to their preference. Responses are likely to be more accurate when visual cues can be used (e.g. maps, place names). It is a cost-effective method by offering online first and later on sending a hard-copy questionnaire, as the number who participate online (the more cost-effective method) is maximised. Using this methodology has also been shown to achieve higher response rates than postal surveying alone.

### **2.1.3 IMPACT ON TIME SERIES**

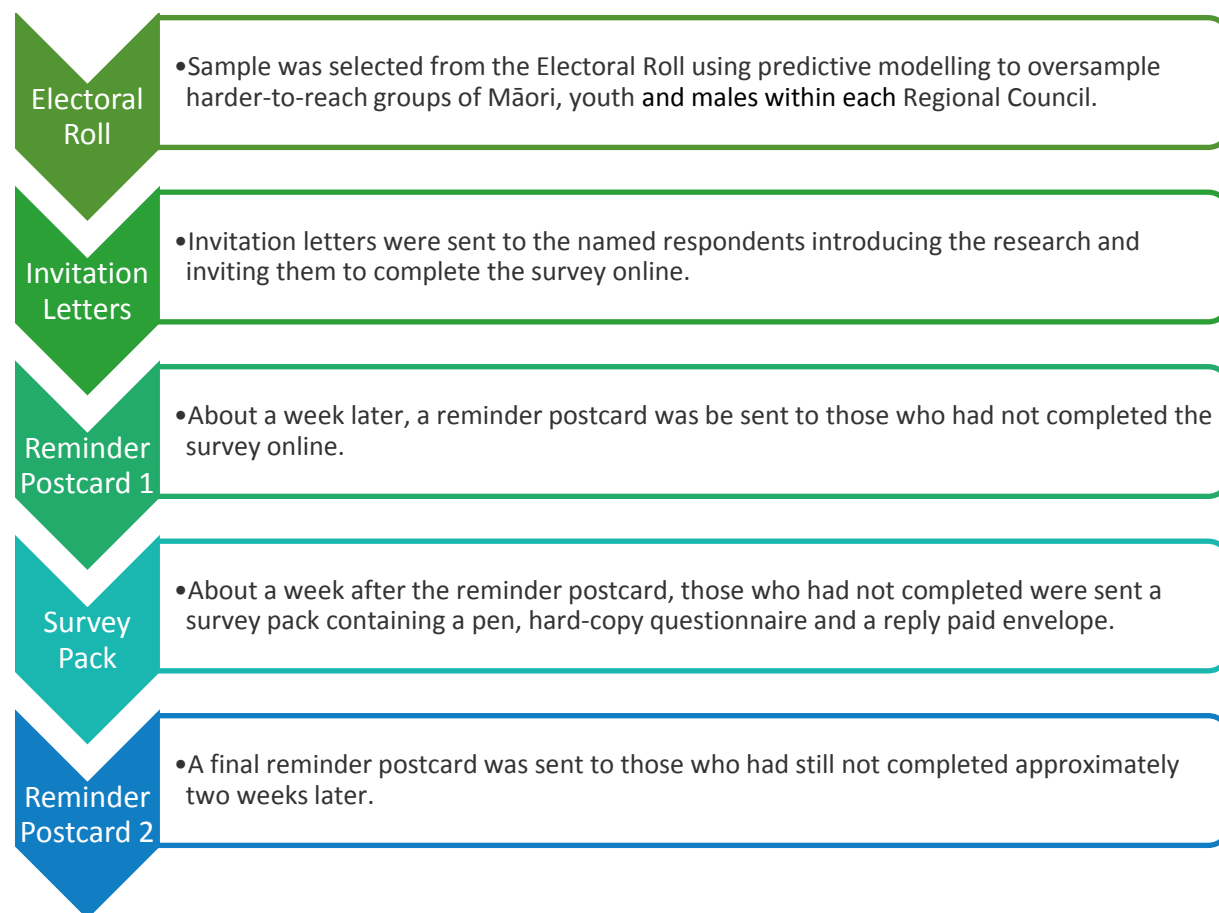
Changing from a CATI methodology to an online and self-completion methodology in 2013 meant the time series of the survey was broken. This means that the results from the 2013 measure cannot be compared directly with the results from previous measures, as changes in the results may have been due to the methodology changing rather than being a change in the result over time.

To indicate the break in time series, throughout the reports, the colour of trend lines was changed and a dotted line between bars was added to indicate a change in the methodology.

As the same sequential mixed methodology was used in 2013, 2014 and 2015, the 2014 and 2015 results are directly comparable to the previous year's results. Where questionnaire differences occurred between 2014 and 2015, this was clearly noted in each graph or chart and the possible impact of the change was considered when interpreting the results.

## 2.2 METHODOLOGY

Overview of the 2015 National Survey sequential mixed methodology fieldwork is shown below:



From when the first invitation letters were sent, the research took place between 26<sup>th</sup> March 2015 and 22<sup>nd</sup> May 2015, when the survey closed.

Timings were kept similar to 2013 and 2014 timelines. In 2014, the first invitation was sent on 22<sup>nd</sup> April and the survey closed on 3<sup>rd</sup> June 2014. For 2013, the first invitation was sent on 23<sup>rd</sup> April and the survey closed on 4<sup>th</sup> June 2013.

## 2.3 SAMPLE DESIGN

### 2.3.1 SAMPLING FRAME

The Electoral Roll records the addresses of the majority of New Zealanders aged 18 and over. Potential respondents for this survey were selected from the Roll.

Māori descent from the Electoral Roll was used to identify those with a high possibility of having Māori ethnicity, while title was used for identifying gender. The age of the respondent was gained from the Electoral Roll data and used to identify the respondent's age group for classification and target purposes.

### 2.3.2 SAMPLE

The sample was a probabilistic sample based on the 16 Regional Council areas, consistent with the 2014 report. Prior to this, sampling was based on DOC conservancy boundaries, but the 2014 report identified little difference between the two methods. As DOC no longer uses the conservancy boundaries, the decision was made to maintain the sampling on Regional Council areas.

As specified by DOC, the target sample of 4,200 was divided up among the 16 areas based on their proportion of the total population. Auckland was capped at 750 (+/- 3.6% margin of error) and the regions below the threshold of 200 were boosted to a target sample of 200 each. The larger regional areas of New Zealand (Waikato, Wellington and Canterbury) had targets of 350 as requested by DOC.

To ensure all sub-sample targets were met, the sampling frame was intentionally designed to oversample all regions. The proportion of oversampling for regions was assessed by looking at the 2014 response rates to determine the level of oversampling required. Oversampling was also conducted on hard-to-reach respondents. Based on previous National Surveys, it was assumed in 2015 that Māori, youth and males were harder-to-reach respondents; however, in the absence of detailed response rate data, assumptions were made around how this was applied across the sample. Through these assumptions we believe that in 2015 there was a larger proportion of harder-to-reach respondents in the sample, which resulted in reduced response rates and made it harder to reach targets.

A summary of the target sample, achieved sample and maximum margins of error follows:

*Table 2.1: Margins of Error*

Statistics NZ Regional Council Areas	Target	Sample achieved	Maximum margin of error (95% confidence)
Northland Region	200*	226	±6.51%
Auckland Region	750	725	±3.64%
Waikato Region	350	352	±5.22%
Bay of Plenty Region	200*	233	±6.42%
Gisborne Region	200*	237	±6.35%
Hawke's Bay Region	200*	213	±6.71%
Taranaki Region	200*	160	±7.74%
Manawatu-Wanganui Region	200*	199	±6.94%
Wellington Region	350	336	±5.34%
Nelson / Tasman Region	400*	338	±5.32%
Marlborough Region	200*	175	±7.39%
Canterbury Region	350	315	±5.52%
West Coast Region	200*	174	±7.41%
Otago Region	200*	198	±6.96%
Southland Region	200*	188	±7.14%
No reply to region	-	6	-
<b>TOTAL SAMPLE SIZE</b>	<b>4,200</b>	<b>4,075</b>	<b>±1.53%</b>

*\*Areas whose sample size has been boosted to the minimum sample size of 200. Please note that 350 were required in the Auckland, Waikato, Wellington and Canterbury regions.*



### 2.3.3 QUOTAS

To ensure an accurate representation of New Zealand, letters were sent out in proportion to the size of the population within each of the 16 areas, as follows:

- **Age**
  - 18-24 years
  - 25-49 years
  - 50-64 years
  - 65+ years
  
- **Ethnicity**
  - Māori
  
- **Gender**
  - Male
  - Female
  
- **Location**
  - By the 16 Regional Council areas

### 2.3.4 POPULATION DATA

The targets were set using the most up-to-date data available from Statistics New Zealand (2013 Census). The following table outlines the total subgroup targets and achieved sample.

**Table 2.2: Sub-group Targets**

Quota	% of population	Target sample	Achieved sample	Maximum margin of error (95% confidence)
Male	47.9%	2,010	2,014	±2.18%
Female	52.1%	2,190	2,056	±2.16%
18-24 years	12.8%	536	379	±5.03%
25-49 years	43.4%	1,825	1,574	±2.47%
50-64 years	24.8%	1,042	1,192	±2.84%
65+ years	19.0%	797	930	±3.21%
Māori	11.9%	501	635	±3.89%

## 2.4 QUESTIONNAIRE DESIGN

### 2.4.1 QUESTIONNAIRE DESIGN

The 2015 questionnaire was adapted from the 2014 one to maintain consistency between measures, especially the questions that form part of the SOI reporting.

The following key changes were made between the 2015 and 2014 questionnaires:

- Nelson and Tasman were combined as one region in 2015.
- Two demographic questions that were deemed unnecessary in 2014 for analysis were reintroduced. These questions related to whether respondents live in a main city, provincially or rurally and whether there are children living in the household. Ipsos added these to investigate the relationship between urbanisation and attitudes and behaviours towards conservation.
- A new option for the 'conservation actions in New Zealand' question was added. This option was whether respondents had encouraged others to contribute to a conservation issue. Ipsos added this question to facilitate new insights into how contributions to conservation issues could be increased.
- A new option for the 'types of conservation projects helped on' question was added. This option was whether respondents had helped on a historic heritage conservation project.
- It was no longer deemed necessary to ask the question about 'land type' for where 'time spent helping on a conservation project' took place.
- A new question was added asking respondents for what reasons they spent time helping on a conservation project in NZ in the past 12 months. The question was close ended, with an 'other specify' option. Ipsos added this question to identify motivations for helping on conservation projects.
- A further question was asked of those who did not spend time helping on a conservation project – for what reasons that they did not spend time helping. The question was close ended, with an 'other specify' option to help identify these barriers to conservation project help. Ipsos added this question to identify barriers for helping on conservation projects.
- Various name changes occurred for the question relating to the DOC recreational areas visited by respondents to remain up to date with current names and the most frequently visited areas.
- Asking the 'main activity' at the most recent DOC recreation area visited was not deemed necessary for analysis.
- Two safety questions were added regarding the recreational DOC area most recently visited by respondents. Respondents were asked if they felt safe at the recreational area they had most recently visited. If respondents indicated that they did not feel safe, an open-ended question was asked to capture these reasons.
- Instead of two questions being asked for information sources, it was deemed necessary that only one question was needed. Respondents were asked what information sources they used to find information before their most recent visit to a DOC recreational area rather than being asked if they sought information, and then what information channel they used to seek that information. Through this change, whether they received all the information they needed from this source was not asked.
- It was no longer deemed necessary to ask the usage frequency of DOC recreational areas and whether this frequency was had increased or decreased compare to the prior 12-month period. Through this change an open-ended question asking respondents why they visited more or less often was also removed.
- However, two additional questions were asked about main reasons for DOC recreational area use and main reasons that prevent more DOC recreational area use. Both questions were closed ended, with an 'other specify' option. Ipsos added these questions to identify motivations and barriers for using DOC recreational areas.

- Whether or not respondents had walked a Great Walk was removed from a question that looked into usage types of DOC facilities taken place by respondents in the past three years (camping, staying in a hut, lodge or house or visiting a DOC centre).
- For those who had used any of DOC's (camping, hut/ lodge or house, or visitor centre) facilities in the past three years, an additional question was asked to see if they had used these facilities in the past 12 months. This change was made because DOC is transitioning to 12-month measures.
- Various name changes occurred for the question relating to the DOC historic sites visited by respondents to remain up to date with current names and the most frequently visited historic sites.
- The Kauri dieback awareness question was removed in 2015, as Kauri dieback disease was incorporated into the 'introduced species' question.

The questionnaire in 2014 was shortened but what remained was kept largely the same as 2013; therefore it was decided that there was no need to pre-test the questionnaire again. The key changes are listed below:

- An open-ended question which asks about the personal benefits of conservation was removed.
- A new question was added to understand all activities New Zealanders undertook during their most recent visit to a DOC recreation area.
- A new section was added to understand whether New Zealanders used DOC recreation areas more or less often than 12 months before, and their reasons for changing frequency of use.
- The section on what New Zealanders believe DOC's future priorities should be (relating specifically to types of historic sites that should be of focus and the themes of historic and cultural heritage work) was removed.
- Two demographic questions were no longer deemed necessary for analysis and were removed. These questions related to whether respondents live in a large or small city and whether there are children living in the household.

## 2.4.2 QUESTIONNAIRE PROGRAMMING

The questionnaire was programmed and set up for hard-copy data entry in IBM SPSS Data Collection, Ipsos's survey software. Great care was taken to assure consistency between the two versions.

### Usage of 'don't know' responses

In previous National Surveys the CATI interviewers did not read out the option of a 'don't know' response for each question. However, if the respondent answered 'don't know', this was coded.

In 2013, with the move to online and hard-copy methodologies, it was felt that the number of 'don't know' responses would dramatically increase if it were provided as an option to each question. To avoid this, those questions that asked for an opinion did not include a 'don't know' response option. Respondents had an option to not answer these questions if they preferred (by not selecting a response on the hard-copy version and the online version allowing respondents to continue without selecting a response). This was kept consistent in 2014 and 2015.

## 2.5 SURVEY MATERIALS

### 2.5.1 INITIAL CONTACT – INVITATION LETTER

An invitation letter which contained the link to the online survey and provided an individual survey ID, was sent to all those selected from the Electoral Roll to take part in the survey on 26<sup>th</sup> March 2015. The letter contained an 0800 number and email address for respondents to contact if they had any questions about the survey. The invitation letter also included translations directing participants to an online link with further information about the survey in these languages.



Department of  
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## Survey of New Zealanders

Tēnā whakauru mai ki tēnei rangahau ā-motu hira. Ka teā e koe te whakaki i runga ipurangi, ā-pepa rānei i roto i te reo Māori. Mō etahi atu whakamārama tirohia te hono i raro. Mō etahi atu kōrero i roto i te reo Māori haere ki:

Fa'amolemole ia auai i lenei suesuega taua a le aturuu atoa. E mafai ona e fa'atumuina i luga o le upegatafa'ilagii po o le fa'atumu foi o le pepa i le gagana Samoa. Tagai i le so'otaga o lo'o i lalo mo nisi fa'amatalaga atili. Mo fa'amatalaga i le gagana Samoa ahu i le:

Kataki 'o kau mai ki he savea fakafonua mahu'inga ko'eni. Teke lava pe 'o fakafonu he 'initaneti' pe 'i he pepa' 'i he lea faka-Tonga. Vakai ki he fetu'utaki 'i lalo' ki ha to e ngaahi fakamatala. Ki ha to e ngaahi fakamatala 'i he lea faka-Tonga vakai ki he:

क्या इस महत्वपूर्ण राष्ट्रव्यापी सर्वेक्षण में भाग ले। आप इसे इति में ऑनलाइन या कगल पर पूरा कर सकते/सकती हैं। और अधिक जानकारी के लिए नीचे दिया गया लिंक देखें। इति में जानकारी के लिए क्युआ इस लिंक पर जाएं।

請參加這項重要的全國性調查。你可以用簡體中文在網上或紙上填寫。更多信息，請見以下鏈接。簡體中文信息，請登陸：

[www.ipsos.co.nz/DOC](http://www.ipsos.co.nz/DOC)

#### What do I need to do?

Completing the survey online is secure, quick and easy.

1

Go to

2

Select 'start survey' in your preferred language

3

Enter your ID:

4

Click 'next'

#### Have questions? Need help?

If you have any questions please check out our FAQ page or contact our Ipsos' helpline:

✉ [DOCsurvey@ipsos-research.com](mailto:DOCsurvey@ipsos-research.com)

☎ 0800 842 659

🖨️ FAQs: [www.ipsos.co.nz/DOC](http://www.ipsos.co.nz/DOC)

*If you don't have access to the internet or would like a paper copy of the survey to be sent to you, please call us.*

*\*Completed questionnaires must be received by 4 May 2015. The winner of the 16GB iPad Air 2 (WiFi) model will be drawn on 18 May 2015. Terms and conditions can be found at [www.ipsos.co.nz/DOC](http://www.ipsos.co.nz/DOC).*

Dear

I am writing to you today to invite you to participate in an important nationwide survey. The questionnaire will take approximately 10-15 minutes to complete depending on your answers.

Your feedback is very important to us; it will help ensure that the voice of New Zealanders is heard in decisions made about our plants, animals and special places.

#### Why should I take the time to complete this questionnaire?

It is very important that all those selected to participate in the survey do so because then we can be sure the results accurately reflect a good variety of New Zealanders' experiences and attitudes. Your feedback is important even if you feel you don't know much about conservation or you hardly ever use the outdoors. Everyone counts!

#### How do I benefit from participating?

You have the opportunity to have your views heard and to influence the decisions that are made about conservation.

**All those who complete the survey and provide contact details will also be entered into a prize draw for an iPad Air 2 worth \$750\*.**

#### How were you chosen?

You have been randomly chosen from the Electoral Roll. Your answers will be confidential and the results will not be reported in a way that will allow you to be identified. You will be able to see the report once it is published on the DOC website.

I would very much appreciate it if you would take the time to complete the survey.

Yours sincerely,

**Jeff Dalley**

Technical Advisor | Department of Conservation

#### Ipsos helpline:

✉ [DOCsurvey@ipsos-research.com](mailto:DOCsurvey@ipsos-research.com)

☎ 0800 842 659

🖨️ FAQs: [www.ipsos.co.nz/DOC](http://www.ipsos.co.nz/DOC)

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

To see Ipsos' Privacy Policy go to [www.ipsos.co.nz/DOC](http://www.ipsos.co.nz/DOC)

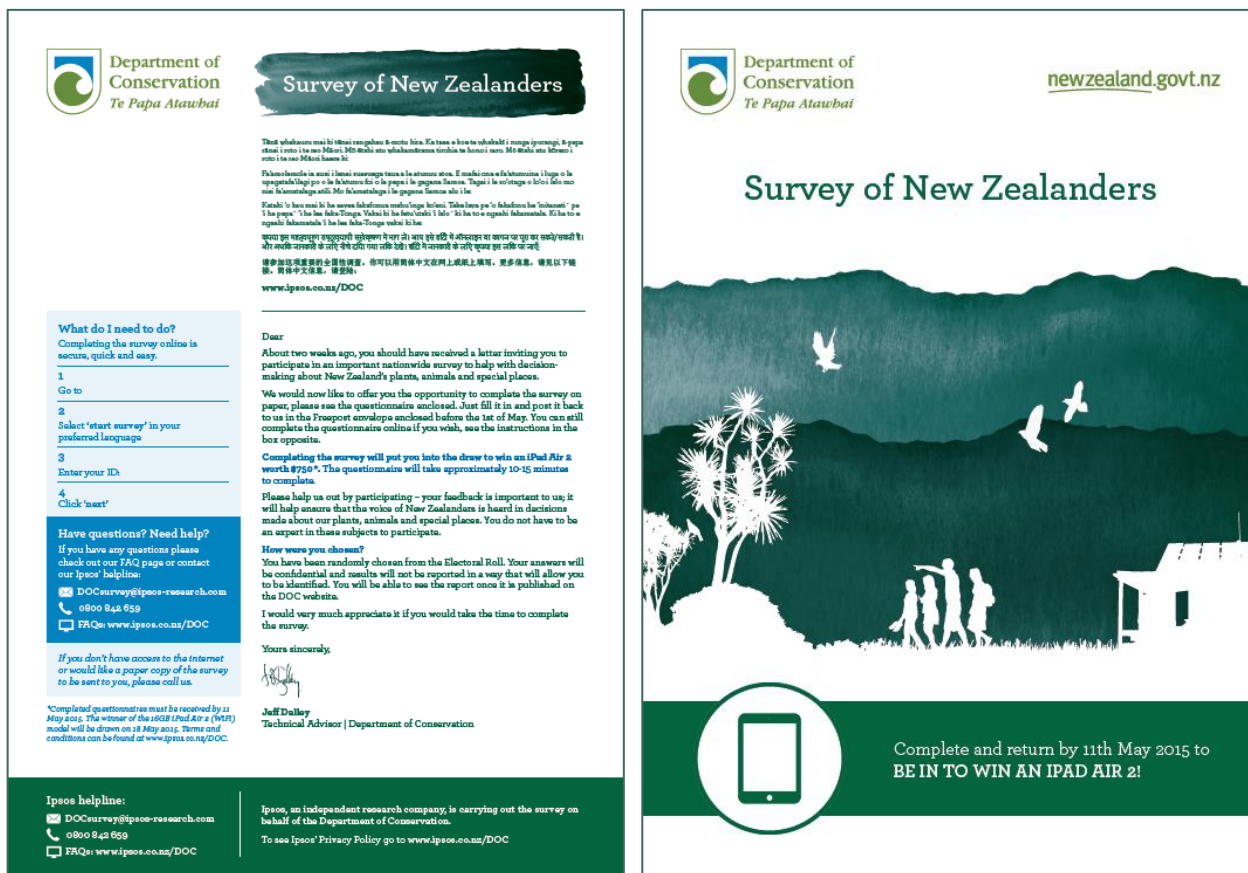
### 2.5.2 SECOND CONTACT – REMINDER POSTCARD 1

Seven days after the initial letter was sent, those who had not completed the survey, not returned GNA ('gone no address') or had not called to decline to take part, were sent a reminder postcard with their individual login details.



### 2.5.3 THIRD CONTACT – SURVEY PACK

After seven days, those who had not yet completed the survey online were sent a survey pack with a cover letter, hard-copy questionnaire, a prepaid reply envelope and a pen. The survey link and individual login details were repeated in the letter should the respondent prefer to complete online.





## 2.5.4 FINAL CONTACT – REMINDER POSTCARD 2

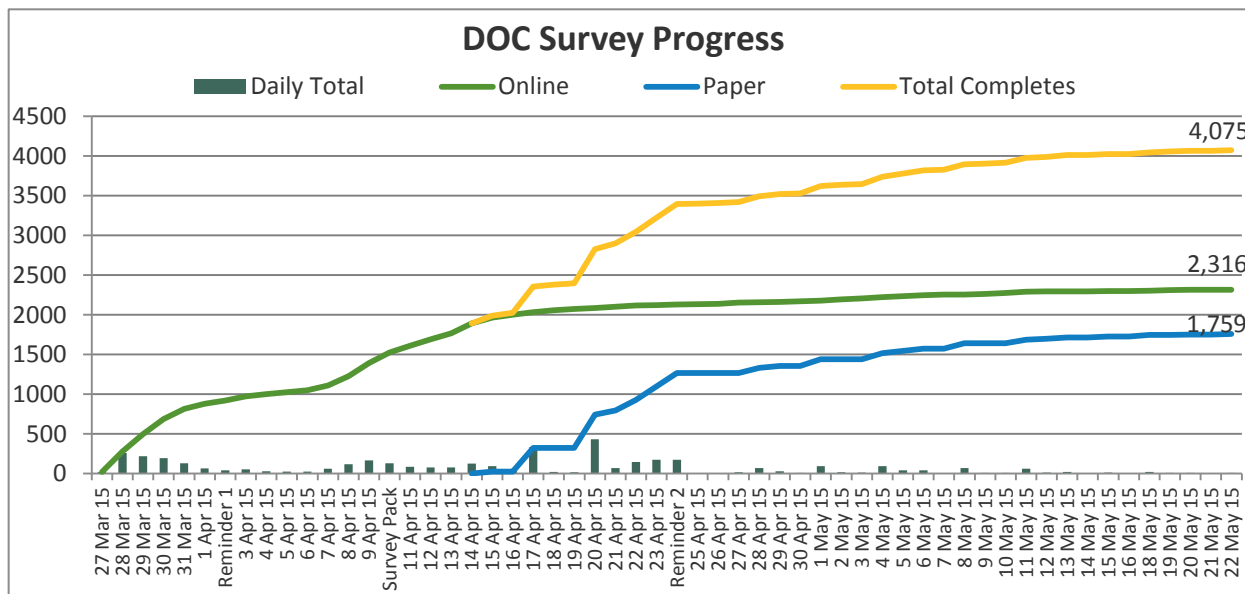
Fourteen days after the survey pack was sent, those who had still not replied were sent a final reminder postcard.



## 2.6 SURVEY RESPONSE

### 2.6.1 ONLINE VS. HARD COPY

Some 57% of the total questionnaires were completed online and 43% were completed by hard copy. The following chart shows the responses over the survey period:



## 2.6.2 0800 NUMBER

An 0800 number and an email address, which was attended to by Ipsos, were available for respondents throughout the survey period. During this time over 346 emails and calls were received. The nature of the calls and emails is listed in the table below:

**Table 2.3: 0800 number calls and emails**

Refusals	
Health / age reasons	36
Don't want to participate	19
Currently unavailable (e.g. on holiday, out of the country)	9
Language barrier	2
Person no longer lives at address	30
Deceased	2
Queries	
General question / query	11
Trouble using link	12
Feedback	2
Material received after completion	83
Request hard copy	132
New address	8

*A set of Survey FAQs was created for the 0800 number operator to assist in the response to callers' questions. A copy of the FAQs can be found in Appendix 3.*

## 2.6.3 DATA ENTRY

### Process

Completed questionnaires were returned to Ipsos's Auckland office. Data was entered directly into IBM SPSS Data Collection, the same software programme used for maintaining the online component of the survey. Using the same software helped remove the chance of error in combining data sources.

The data-entry team had different access to the survey tool from a survey respondent. For example, the data-entry team had the ability to select 'no response' for any question where a hard-copy respondent had not selected a response.

### Protocols

Data-entry protocols were set up to ensure consistency. These protocols included:

- Ethnicity – multiple answers are valid.
- 'Other specify' – type in exactly as written.
- Main activity undertaken on most recent visit to recreation site – if more than one answer was selected for this question, then the response was entered as 'mentioned multiple sites', as this response was excluded from analysis.
- Those who selected 'none' as an option for the amount of recreational areas or historical sites visited for one island (North Island or South Island) but then did not select anything for the relevant question on the other island (North Island or South Island) were coded as a 'no response' on both the North and South Island due to reporting requirements.
- Where paper version respondents selected that they had used DOC facilities (camping, staying in a hut, lodge or house or going to a visitor centre) in the past 12 months, but did not select that they had used the facility or facilities selected in the past three years in the question beforehand, responses were coded to only include the DOC services stated as being used in the past three years.

## Quality control

As part of Ipsos's quality control processes, 5% of data-entered surveys were verified.

### 2.6.4 DATA CLEANING

Once the hard-copy questionnaires had been data-entered, a series of data checks were carried out as part of the quality-control procedure. During this process, the following edits were carried out:

- Some 96 questionnaires were not entered where respondents had completed both online and in hard copy (the online version was kept).
- Some 36 questionnaires were partially completed online and fully completed on paper (the paper version was kept).
- Data was entered intuitively for some respondents that did not state their gender, ethnicity, region or age.
  - Gender was added for respondents who had left this question blank by using their title from the Electoral Roll or through name assessment. If the respondent did not record their survey ID that linked them to the Electoral Roll and their gender could not be easily determined, the respondent's gender was entered as 'no response'. This occurred with 5 respondents.
  - Some 75 respondents did not state their ethnicity. Those respondents (n=8) who were obtained from the Māori Electoral Roll that did state their ethnicity were coded as Māori. The remaining 67 respondents' ethnicity was coded as 'no response.'
  - Region was added for respondents who left this question blank or did not provide enough detail by using their postal address from the Electoral Roll. If the respondent did not record their survey ID that linked them to the Electoral Roll and their region could not be easily determined, the respondent's region was entered as 'no response'. This occurred with 6 respondents.
  - Age was added for the 5 respondents who left this question blank from the Electoral Roll.

### 2.6.5 RESPONSE RATE

To calculate response rate, every individual sent an invitation to participate in the survey was tracked and the outcome of the invitation carefully recorded.

By entry into IBM SPSS Data Collection, Ipsos traced which of the letters, postcards or questionnaire packs were returned as 'gone no address'. Any telephone or email notification of refusal to participate was logged into the 0800 number call log. This log also recorded notification from third parties that the nominated respondent was not available or capable to complete their questionnaire due to age, language issues, health reasons, death or other disabilities. Every effort was made to remove any respondent from subsequent communications.

The **return rate** is calculated as follows:

*Completed surveys / total number of invitations mailed out (excluding GNAs and ineligible) x 100*

**Ineligibles** are defined as those who are unable to participate due to age, language issues, health or other disabilities.

The **response rate** is also calculated. This applies the same proportion of ineligibles as those we have heard back from to those we have not (i.e. the 7,381 "Unknown"). This therefore assumes that there will be the same number of ineligibles (deceased, moved, etc.) in the group we did not hear from as is in the group we did hear back from.



The table below outlines response for the total sample for the 2013, 2014 and 2015 surveys. It is important to note that 2015 figures need to be interpreted in the context that they had a larger proportion of the sample as 'harder-to-reach respondents' (Māori, youth, males and 25-49-year-olds). Therefore, more respondents were more likely to not reply.

The response rate in 2015 has dropped slightly to 37.4%, which has mostly been driven by a drop in the "ineligibles" and an increase in the "unknowns".

**Table 2.4: Response Rate for Total Sample**

Category	2013	2014	2015
Deceased	13	6	4
GNA	560	348	359
Language	4	2	2
Unavailable	180	195	10
Health / Age	74	56	41
<b>Total "Ineligibles"</b>	<b>831</b>	<b>607</b>	<b>416</b>
Refused	155	44	29
Incomplete	157	164	97
Unknown - Mailed Out, No Info	6,343	6,547	7,381
<b>Total "Refusals"</b>	<b>6,655</b>	<b>6,755</b>	<b>7,507</b>
Online Completes	3,077	2,789	2,316
Offline Completes	1,937	1,834	1,759
<b>Completes</b>	<b>5,014</b>	<b>4,623</b>	<b>4,075</b>
Mail-Outs	12,500	11,985	11,998
<b>Return Rate</b>	<b>43.0%</b>	<b>40.6%</b>	<b>35.2%</b>
<b>Response Rate</b>	<b>46.4%</b>	<b>43.4%</b>	<b>37.4%</b>

The table below outlines response for each Regional Council area.

**Table 2.5: Response Rate for Each Regional Council Area (n)**

	Auckland	Bay of Plenty	Canterbury	Gisborne	Hawke's Bay	Manawatu-Whanganui	Marlborough	Nelson / Tasman	Northland	Otago	Southland	Taranaki	Waikato	Wellington	West Coast	Region not answered
Deceased				1				1				1	1			
Gone No Address	66	21	24	23	25	10	20	28	8	20	14	13	35	32	20	
Language Barrier								0		1			1			
Currently Unavailable			1	2	1			2		1		1		2		
Health / Age	6	4	5	1	4	1		4	2	1		2	5	4	2	
<b>Ineligible</b>	<b>72</b>	<b>25</b>	<b>30</b>	<b>27</b>	<b>30</b>	<b>11</b>	<b>20</b>	<b>35</b>	<b>10</b>	<b>23</b>	<b>14</b>	<b>17</b>	<b>42</b>	<b>38</b>	<b>22</b>	
Refused	5			1	2	3	2	2	1	2		1	6	1	3	
Incomplete	26	3	8	7	7	5	5	5	1	3	2	1	11	10	3	
Unknown	1,572	416	531	634	419	351	249	409	360	276	305	335	649	571	310	
<b>Total 'Refusals'</b>	<b>1,603</b>	<b>419</b>	<b>539</b>	<b>642</b>	<b>428</b>	<b>359</b>	<b>256</b>	<b>416</b>	<b>362</b>	<b>281</b>	<b>307</b>	<b>337</b>	<b>666</b>	<b>582</b>	<b>316</b>	
Complete Online	455	124	191	113	105	115	106	186	120	106	87	98	213	204	93	
Complete Paper	264	84	120	131	100	101	76	153	99	83	104	68	156	130	84	6
<b>Total Completes</b>	<b>719</b>	<b>208</b>	<b>311</b>	<b>244</b>	<b>205</b>	<b>216</b>	<b>182</b>	<b>339</b>	<b>219</b>	<b>189</b>	<b>191</b>	<b>166</b>	<b>369</b>	<b>334</b>	<b>177</b>	<b>6</b>
Mail-Outs	2,394	652	880	913	663	586	458	790	591	493	512	520	1,077	954	515	
<b>Return Rate</b>	<b>31%</b>	<b>33%</b>	<b>37%</b>	<b>28%</b>	<b>32%</b>	<b>38%</b>	<b>42%</b>	<b>45%</b>	<b>38%</b>	<b>40%</b>	<b>38%</b>	<b>33%</b>	<b>36%</b>	<b>36%</b>	<b>36%</b>	
<b>Response Rate</b>	<b>33%</b>	<b>36%</b>	<b>39%</b>	<b>30%</b>	<b>35%</b>	<b>39%</b>	<b>44%</b>	<b>47%</b>	<b>39%</b>	<b>43%</b>	<b>40%</b>	<b>35%</b>	<b>38%</b>	<b>39%</b>	<b>39%</b>	

## 2.6.6 WEIGHTING

The survey, like almost all general population surveys, will have biases caused by:

- Disproportionate sample selection – e.g. certain sub-populations were over-represented to ensure an adequate base for analysis of these subgroups. Examples are Nelson/ Tasman, Marlborough and West Coast, whose target sample sizes were increased from their proportion of the sample based on proportion of the population to the minimum target sample size of n=200.
- Differential response rates – e.g. in general, older people and females have higher rates of response than younger people and males.
- The sample frame used – the Electoral Roll – while almost certainly the best available source, does not include all members of the population being surveyed. For example, it could be bias of youth that are not registered or those without postal addresses.

If the bias in the completed sample is not corrected, it will be reflected in survey results which should be representative of the population from which it was obtained. To overcome this bias, weighting represented the most recent New Zealand population data, the 2013 Census, which is readily available from Statistics New Zealand.

Various methods of weighting survey data are available. The methods employed on this survey took into account the following factors:

- The need to be consistent with past survey weighting methodology;
- The effective base was used to show the design effective after the national weighting. The effective base percentages are high for the individual regions, however the overall effective base is only 71%. This is due to sampling to individual region specifications, but then weighted to match national representative proportions.

Accordingly we implemented the following 2-step weighting procedures:

- 1) Treating each Regional Council Area (apart from Tasman and Nelson which were combined) as a separate population. Respondents who gave no response for 'region' were excluded from this process and given a weight of 1. Within each region there were two weighting dimensions. The first was formed by 4 age groups by two gender groups, thus eight weighting cells. The age groups used were 18-24, 25-49, 50-64, 65+. The second weighting dimension was a binary variable – Māori or non-Maori. Iterative Proportional Fitting was used across the two dimensions to minimise the sum of the squared error terms – this procedure is sometimes called Raking or Rim Weighting. The weighting targets were the share of population, for each Regional Council area, by the two weighting cells in Dimension 1 and the eight weighting cells in Dimension 2. Respondents who had no response for age, gender or ethnicity were given a weight of 1 at this stage.
- 2) Creating a New Zealand total post-weight – this amalgamates the areas into a single sample. Here we used a 'post-weight' which allowed the weighted result for each of the 16 areas to influence the total sample results according to its share of the total population. Hence if a Regional Council area has a 15% share of the NZ population it will have a weight factor of 0.15 applied to it in the total sample.

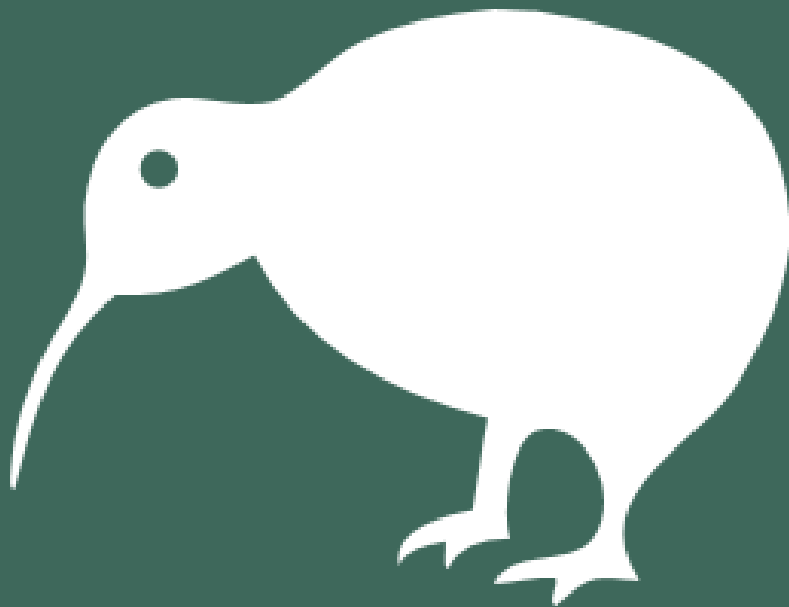
All results reported on are based on the New Zealand total post-weight.

The table below outlines the sample size achieved and the unweighted and effective sample size after being weighted by age, gender, ethnicity to the 16 Regional Council areas.

**Table 2.6: Effective Sample Size after Weighting**

<b>Region</b>	<b>Sample size</b>	<b>% of total NZ population</b>	<b>Effective sample size after weighting</b>
Northland Region	226	4%	224
Auckland Region	725	33%	713
Waikato Region	352	9%	343
Bay of Plenty Region	233	6%	214
Gisborne Region	237	1%	233
Hawke's Bay Region	213	3%	197
Taranaki Region	160	3%	132
Manawatu-Wanganui Region	199	5%	195
Wellington Region	336	11%	316
Nelson / Tasman Region	338	1%	325
Marlborough Region	175	1%	166
West Coast Region	174	1%	150
Canterbury Region	315	1%	300
Otago Region	198	13%	178
Southland Region	188	5%	174
No reply	6	-	6
<b>Age</b>			
18-24 years	536	13%	301
25-49 years	1,825	43%	1,170
50-64 years	1,042	25%	853
65+ years	797	19%	639
<b>Ethnicity</b>			
Māori	635	12%	447
Non-Māori	3,373	88%	2,438
<b>Gender</b>			
Male	2,014	48%	1,420
Female	2,056	52%	1,484

# Reporting



## NOTES TO THE REPORT

### Base sizes

- All base sizes shown on charts and on tables (n=) are unweighted base sizes.
- Please note that any base size of under n=100 is considered small and under n=30 is considered extremely small and therefore results should be viewed with caution.
- A small number of respondents who completed the survey in hard copy skipped over one or more questions they were meant to answer. Therefore, the number of respondents who answered each question varies slightly. For each question, the number providing an answer to that question forms the base for analysis.

### Significant differences

- Differences reported are significant at the 95% confidence level.
- When comparing 2015 results with results from 2014, statistically significant differences are highlighted using a green or red arrow. The green arrow, ▲, indicates an increase, while the red arrow, ▼, indicates a decrease.
- Throughout the report there are tables and paragraphs that look into demographics differences in 2015. In these instances, significance is compared to the total of 2015. All these instances are accurately labelled.

### Comparing results over time

- The sampling and weighting in 2015 is consistent with the 2014 report and based on 16 Regional Councils areas. Therefore, these results are directly comparable.
- There was a slight change to the sampling and weighting for the 2014 survey (no longer based on the 11 DOC-defined conservancies, but rather the 16 Regional Council areas). However, results from 2014 can be directly compared with results from 2013 due to very little difference between the two sampling techniques (as indicated in the 2014 report).
- The change made in 2013 from a CATI methodology to an online and self-completion methodology means the time series of the survey was broken between 2012 and 2013. This means that the results from 2013, 2014 and 2015 cannot be compared directly with the results from previous measures, as changes in the results may be due to the methodology changing rather than being a change in result over time.

# Appendices



## APPENDIX 1: QUESTIONNAIRE



### DEPARTMENT OF CONSERVATION SURVEY OF NEW ZEALANDERS 2015.

#### About you and where you live

Q1	Which region best describes where you live? [SA]	Code	Route
	Northland.....	01	
	Auckland (from Bombay Hills to Wellsford, including islands in the Hauraki Gulf).....	02	
	Waikato.....	03	
	Bay of Plenty .....	04	
	Gisborne.....	05	
	Hawke’s Bay.....	06	
	Taranaki .....	07	
	Manawatu / Whanganui.....	08	
	Wellington (including Kapiti, Porirua, Hutt Valley and Wairarapa).....	09	
	Nelson or Tasman .....	10	
	Marlborough	11	
	West Coast.....	12	
	Canterbury.....	13	
	Otago .....	14	
	Southland.....	15	
	Other (please specify).....	98	

Q2	Which of the following best describes where you usually live? [SA]	Code	Route
	A main city (e.g. Auckland, Hamilton, Wellington, Christchurch, Dunedin) .....	1	
	A provincial town (e.g. Wanganui, Invercargill, Gisborne, etc.) .....	2	
	A rural area / settlement / village.....	3	

Q3 In which of the following age groups do you belong? [SA]

- 18-24 years .....
- 25-34 years .....
- 35-49 years .....
- 50-64 years .....
- 65 years or more .....

Code	Route
1	
2	
3	
4	
5	

Q4 Are you? [SA]

- Female.....
- Male .....

Code	Route
1	
2	



**Conservation**

Q5 **SOI**

Please think about the main benefits of conservation.

What are the main benefits of conservation to you **personally**?

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Q6 **SOI**

**OPINION QUESTION DO NOT FORCE**

Thinking about conservation overall, how important is conservation to you personally? [SA]

- 1 - Not at all important ..... 1
- 2..... 2
- 3..... 3
- 4..... 4
- 5 - Very important..... 5

Code	Route
1	
2	
3	
4	
5	

Q7

In the past 12 months, which, if any, of the following actions have you done specifically relating to **New Zealand conservation**?:

*Please select all that apply* [MA]

- Donated money to a conservation cause ..... 01
- Helped raise awareness about an issue..... 02
- Formally** expressed your opinion about an issue (e.g. made a submission, contacted your MP) ..... 03
- Expressed your opinion about an issue through online forums (e.g. blogs, Facebook, chat rooms) ..... 04
- Been a member of a conservation group or organisation ..... 05
- Actively sought information about a conservation issue..... 06
- Encouraged others to contribute to a conservation activity, group or issue ..... 07
- Spent time helping on a conservation project ..... 08
- Other (please specify) ..... 98
- None of the above ..... 97

Code	Route
01	Q10
02	Q10
03	Q10
04	Q10
05	Q10
06	Q10
07	Q10
08	Q8
98	Q10
97	Q10

Q8

**ONLY ASK IF Q7= 08**

You indicated you spent time helping on a conservation project in New Zealand in the past 12 months. What type of activities were you involved in?

*Please select all that apply [MA]*

- Protection or restoration of a forest, wetland, or marine habitat or species ..... 01
- Pest control ..... 02
- Tree planting ..... 03
- Education about the environment or conservation ..... 04
- Recreation facilities or services (e.g. building or maintaining facilities, guiding)..... 05
- Historic heritage (preserving our history and helping others connect with it)..... 06
- Other (please specify) ..... 98

Code	Route
01	
02	
03	
04	
05	
06	
98	

Q9

**ONLY ASK IF Q7=8**

You indicated you spent time helping on a conservation project in New Zealand in the past 12 months. For what reasons did you participate in those activities?

*Please select all that apply [MA]*

- To spend time with others
- To develop or share my skills
- To improve my physical health / get some exercise
- To feel better about myself or unwind and relax
- To look after my local area
- To protect and enhance the environment
- To care for our history and culture
- Other (please specify)

Code	Route
01	
02	
03	
04	
05	
06	
07	
98	

Q10 **ONLY ASK IF Q7≠8**

You indicated you have not spent any time helping on a conservation project in New Zealand in the past 12 months. For what reasons have you not participated in any conservation activities?

*Please select all that apply* [MA]

I'm not interested in conservation activities

I'm unable to commit on an ongoing basis

I'm not physically able or not fit enough

I don't know how to get involved

I don't have the skills to get involved

I don't have the ability to get involved (e.g. no transport, not enough money, etc.)

The activities I want to participate in are not available where I live

Other people prevent me or make it difficult (e.g. partner or people I care for)

Other (please specify)

Code	Route
01	
02	
03	
04	
05	
06	
07	
08	
98	

Facilities, Services and Experiences

Q11 **SOI**

Were you aware that the Department of Conservation provides facilities and services for people doing outdoor recreation activities? [SA]

Yes .....

No .....

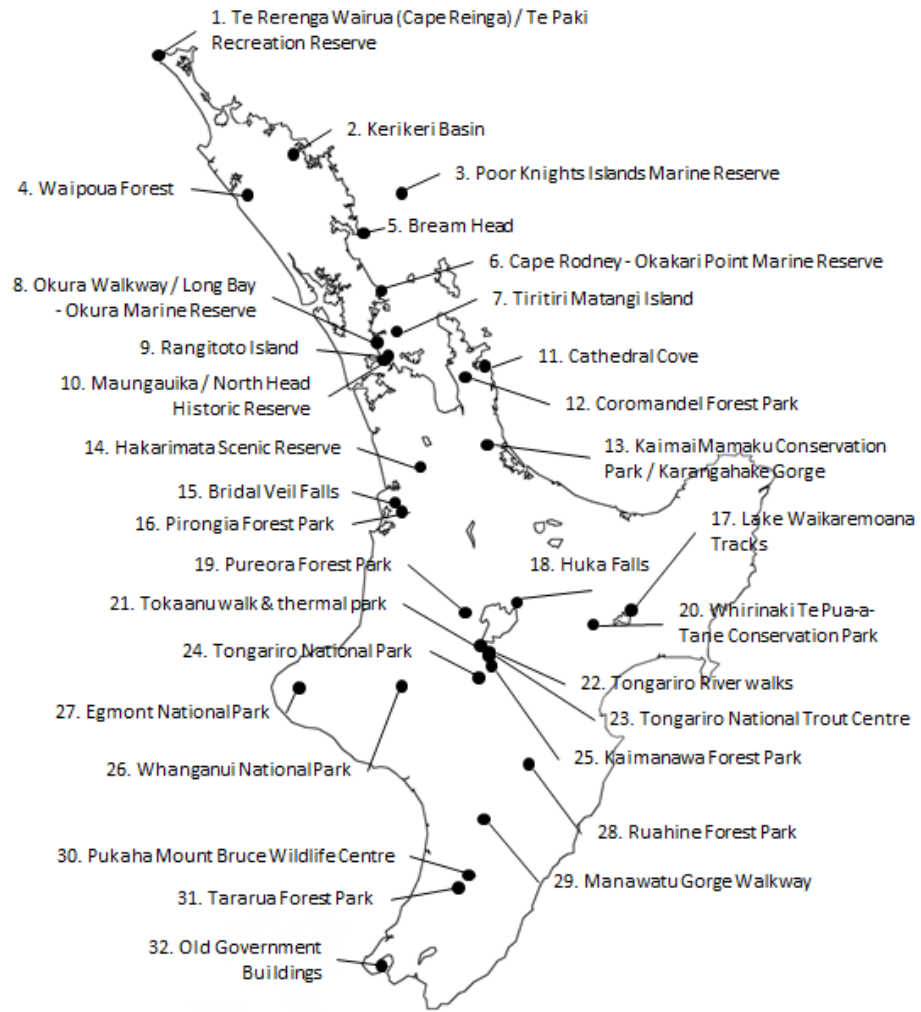
Code	Route
1	
2	

Q12a **SOI - % visited any and places visited North Island**

The following is a list of some of the parks and places in the North Island that are administered by the Department of Conservation. Please read through this list and indicate all those that you have visited in the past **12 months**.

*If you visited one or more Department of Conservation parks and places that do not appear on this list, please write the names of these areas in the space provided at the end of the question. [MA]*

Code	Route



**Upper North Island**

Te Rerenga Wairua (Cape Reinga) / Te Paki Recreation Reserve .....	01
Kerikeri Basin (Kororipo Pa, walks around Stone Store) .....	02
Poor Knights Islands Marine Reserve.....	03
Waipoua Forest (Tane Mahuta, other areas).....	04
Bream Head.....	05
Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas).....	06
Tiritiri Matangi Island .....	07
Okura Walkway / Long Bay - Okura Marine Reserve .....	08
Rangitoto Island .....	09
Maungauika / North Head Historic Reserve .....	10

**Central North Island**

Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve .....	11
Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas).....	12
Kaimai Mamaku Conservation Park / Karangahake Gorge (historic goldmine, Hauraki Rail Trail, Victoria Battery, Waitawheta, other areas).....	13
Hakarimata Scenic Reserve (Waterworks & Summit Tracks, Rail Trail, other areas)	14
Bridal Veil Falls (near Raglan).....	15
Pirongia Forest Park .....	16
Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas).....	17
Huka Falls .....	18
Pureora Forest Park (including timber trail) .....	19
Whirinaki Te Pua-a-Tane Conservation Park .....	20
Tokaanu walk & thermal park.....	21
Tongariro River walks.....	22
Tongariro National Trout Centre.....	23
Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, Old Coach Road & other areas).....	24
Kaimanawa Forest Park.....	25
Whanganui National Park (including Bridge to Nowhere).....	26
Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas) .....	27

<b>Lower North Island</b> .....		
Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas) .....	28	
Manawatu Gorge Walkway.....	29	
Pukaha Mount Bruce Wildlife Centre .....	30	
Tararua Forest Park (Holdsworth, Otaki Forks, other areas) .....	31	
Old Government Buildings (opposite Parliament & Beehive) .....	32	
		(If Q12a & Q12b =097)
<b>Have not visited any DOC areas in the North Island in the past 12 months</b> .....	097	Q20
If you have visited another DOC area/s in the North Island, please specify this area/s here: .....	096	

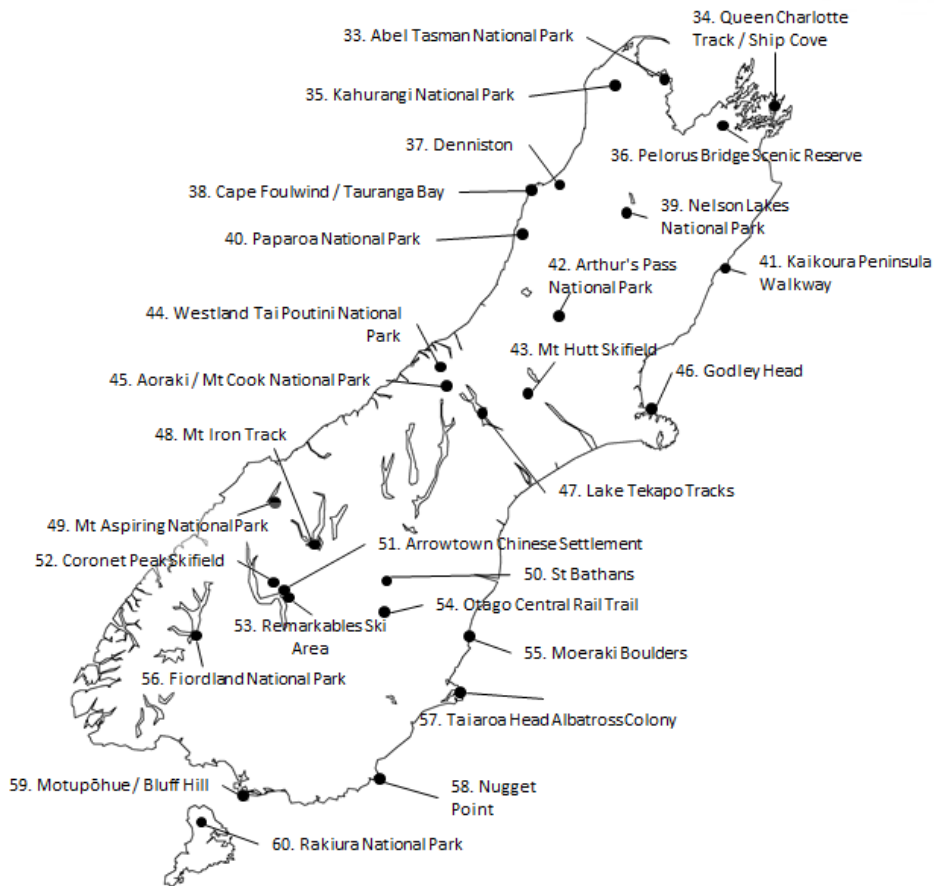
Q12b

**SOI - % visited any and places visited South Island**

Code	Route
------	-------

The following is a list of some of the parks and places in the South Island that are administered by the Department of Conservation. Please read through this list and indicate all those that you have visited in the past **12 months**.

*If you visited one or more Department of Conservation parks and places that do not appear on this list, please write the names of these areas in the space provided at the end of the question. [MA]*



<b>Upper South Island</b> .....	
Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas).....	33
Queen Charlotte Track / Ship Cove .....	34
Kahurangi National Park (Heaphy Track, Mt Arthur, other areas).....	35
Pelorus Bridge Scenic Reserve .....	36
Denniston (incline, walks & mine experience).....	37
Cape Foulwind / Tauranga Bay .....	38
Nelson Lakes National Park (Lake Rotoiti, other areas).....	39

<b>Central South Island</b> .....		
Paparoa National Park (Punakaiki / Pancake Rocks, other areas) .....	40	
Kaikoura Peninsula Walkway .....	41	
Arthur's Pass National Park.....	42	
Mt Hutt Skifield .....	43	
Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas).....	44	
Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas) .....	45	
Godley Head (near Christchurch).....	46	
Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit) .....	47	
Mt Iron Track (Wanaka) .....	48	
Mt Aspiring National Park .....	49	
<b>Lower South Island</b> .....		
St Bathans .....	50	
Arrowtown Chinese Settlement.....	51	
Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas) .....	52	
Remarkables Ski Area (ski area, Lake Alta track, other areas).....	53	
Otago Central Rail Trail .....	54	
Moeraki Boulders.....	55	
Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau & Manapouri, Milford, Kepler & Routeburn Tracks, other areas).....	56	
Taiaroa Head Albatross Colony .....	57	
Nugget Point .....	58	
Motupōhue / Bluff Hill (Viewpoint, Foveaux Walkway) .....	59	
Rakiura National Park.....	60	
		(If Q12a & Q12b =097)
<b>Have not visited any DOC areas in the South Island in the past 12 months</b> .....	097	Q20
If you have visited another DOC area/s in the South Island, please specify this area/s here:.....	098	

Q13

**SOI**

Which one of these areas did you visit most recently? [SA]

**SHOW THOSE SELECTED AT Q12.**

**FOR THOSE WHO ONLY SELECTED ONE AREA PLEASE AUTOCODE RESPONSE FROM Q12A/ Q12B AND GO TO Q14**



Q14	Thinking about your most recent visit TO <INSERT AREA VISITED MOST RECENTLY FROM Q13>, which of the following activities did you carry out on your visit? <i>Please select all that apply</i> [MA]	Code	Route
	Walking for less than 3 hours.....	01	
	Day walk (over 3 hours but not overnight).....	02	
	Overnight / multi-day tramp.....	03	
	Sightseeing.....	04	
	Family or friends outing / picnic, barbeque, etc., but not active recreation.....	05	
	Camping.....	06	
	Hunting.....	07	
	Mountain biking / cycling.....	08	
	Other active recreational activity (e.g. horse riding, fishing, snow sports).....	09	
	Other (please specify).....	98	
	Don't know.....	95	

Q15	<b><u>SOI</u></b> <b><u>OPINION QUESTION DO NOT FORCE</u></b> How satisfied were you with the facilities during your most recent visit to <INSERT AREA VISITED MOST RECENTLY FROM Q13>? [SA]	Code	Route
	1 - Very dissatisfied.....	01	
	2.....	02	
	3.....	03	
	4.....	04	
	5 - Very satisfied.....	05	

Q16	Thinking about your most recent visit TO <INSERT AREA VISITED MOST RECENTLY FROM Q13> did you, or those under your care, feel safe at all times? [SA]	Code	Route
	Yes.....	1	Q18
	No.....	2	Q17
	Unsure.....	3	Q18

**Q17 ONLY ASK IF Q16=2**

Why didn't you feel safe during your most recent visit to <INSERT AREA VISITED MOST RECENTLY FROM Q13>?

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**Q18** Before your most recent visit to a Department of Conservation area, what sources of information did you use to find out about the area you were visiting?  
*Please select all that apply [MA]*

- Department of Conservation website ..... 01
- Other website ..... 02
- DOC area office or visitor / information centre in person ..... 03
- DOC area office or visitor / information centre by phone ..... 04
- Other visitor/information centre (e.g. i-sites) in person ..... 05
- Other visitor / information centre (e.g. i-sites) by phone ..... 06
- Through social media (e.g. Facebook, blogs, reviews on travel sites, etc.) ..... 07
- Through a smart phone application ..... 08
- Air New Zealand or a travel agent ..... 09
- Through personal contacts - family, friends ..... 10
- Other (please specify) ..... 98
- I did not seek any information ..... 11

Code	Route
01	
02	
03	
04	
05	
06	
07	
08	
09	
10	
98	
11	

**Q19 ONLY ASK IF Q12≠97**

What are your main reasons for using Department of Conservation areas for recreation?

*Please select all that apply [MA]*

- To spend time with friends and family
- To get away from it all
- To improve my health
- For the physical challenge
- To spend time in nature or enjoy the scenery
- Other (please specify)

Code	Route
01	
02	
03	
04	
05	
98	

Q20 What are the main reasons that prevent you from using Department of Conservation areas for recreation more often?  
*Please select all that apply* [MA]

I don't have enough time (e.g. too many work or family commitments)

I don't have anyone to go with

I'm not physically able or not fit enough

I don't have the right skills

It's too difficult for me to get to a DOC recreation area

Other (please specify)

Code	Route
01	
02	
03	
04	
05	
98	

Q21 Have you done any of the following in the **last three years**?  
 [MA EXCEPT 4]

Stayed at a DOC campsite .....

Stayed at a DOC hut, lodge or house where you have needed to pay fees to stay ...

Been to a DOC Visitors Centre.....

None of the above .....

Code	Route
1	
2	
3	
4	Q23

Q22 Have you done any of the following in the **last 12 months**?  
*Please select all that apply* [MA EXCEPT 4]

Stayed at a DOC campsite .....

Stayed at a DOC hut, lodge or house

Been to a DOC Visitors Centre.....

None of the above.....

Code	Route
1	
2	
3	
4	

**Historic Sites**

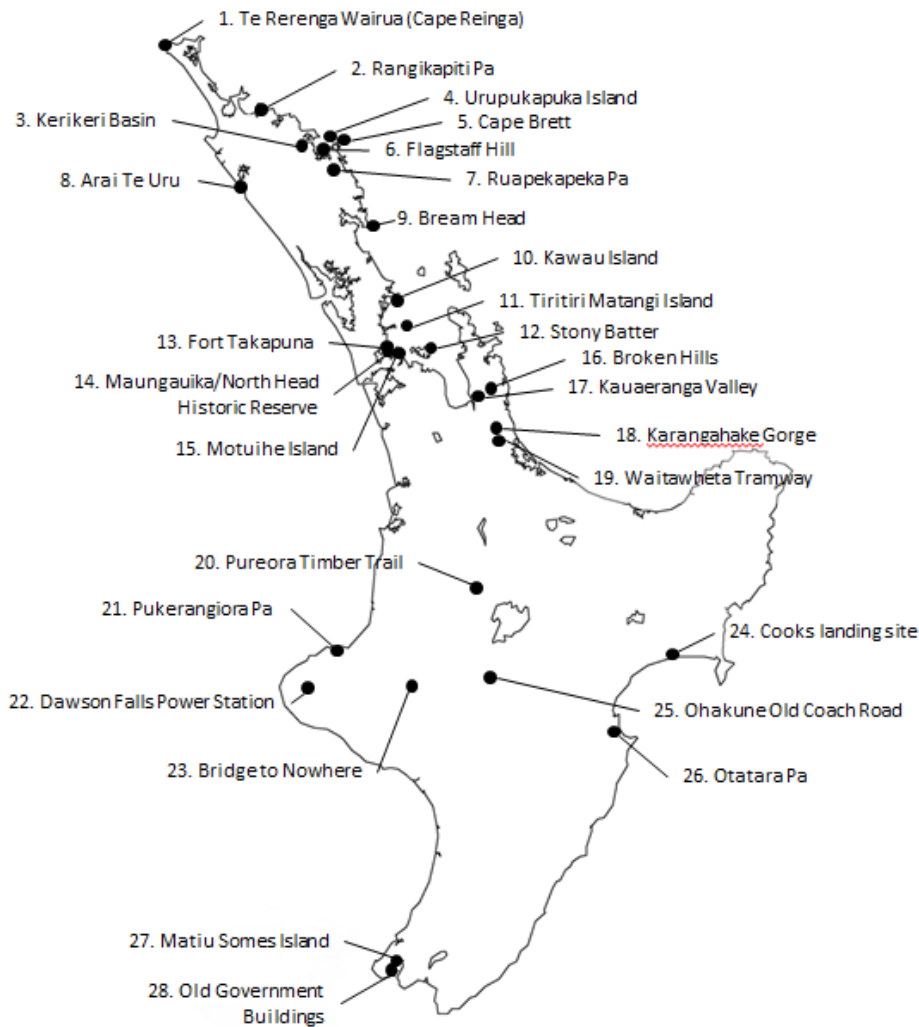
Q23 Were you aware that the Department of Conservation administers historic sites on conservation land? [SA]

Yes .....  
 No .....

Code	Route
01	
02	

Q24a **SHOW 98 BEFORE 97**

The following is a list of many of the historic sites in the North Island that are administered by the Department of Conservation. Please read through this list and indicate all of the sites you have visited in the past **12 months**. [MA]



**Upper North Island** .....  
 Te Rerenga Wairua (Cape Reinga) .....  
 Rangikapiti Pa.....  
 Kerikeri Basin (Kororipo Pa, walks around stone store) .....

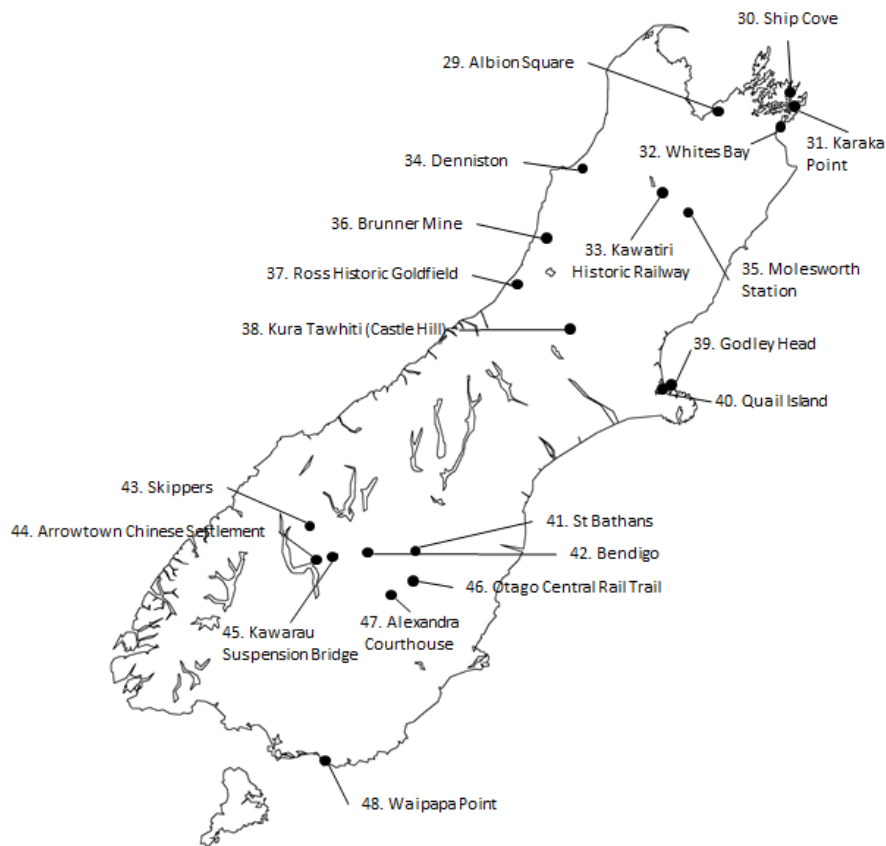
Code	Route
01	
02	
03	

Urupukapuka Island .....	04	
Cape Brett .....	05	
Flagstaff Hill.....	06	
Ruapeka Pa.....	07	
Arai Te Uru (South Head, Hokianga Harbour).....	08	
Bream Head.....	09	
Kawau Island .....	10	
Tiritiri Matangi Island .....	11	
Stony Batter (on Waiheke Island) .....	12	
Fort Takapuna .....	13	
Maungauika / North Head Historic Reserve .....	14	
Motuihe Island .....	15	
Broken Hills .....	16	
Kauaeranga Valley.....	17	
Karangahake Gorge and Historic Gold Mine.....	18	
Waitawheta Tramway.....	19	
<b>Central and Lower North Island .....</b>		
Pureora Timber Trail .....	20	
Pukerangiora Pa .....	21	
Dawson Falls Power Station.....	22	
Bridge to Nowhere, Whanganui River .....	23	
Cook Landing Site (in Gisborne) .....	24	
Ohakune Old Coach Road .....	25	
Otatara Pa .....	26	
Matiu Somes Island.....	27	
Old Government Buildings.....	28	
<b>Have not visited any historic sites in the North Island administered by DOC in the past 12 months.....</b>	97	(If Q24a & Q24b =097) Q27
If you have visited another historic site/s in the North Island administered by DOC in the past 12 months, please specify this site/s here: .....	96	

Q24b

**SHOW 98 BEFORE 97**

The following is a list of many of the historic sites in the South Island that are administered by the Department of Conservation. Please read through this list and indicate all of the sites you have visited in the past **12 months**. [MA]



**Upper and Central South Island** .....

Albion Square (in Nelson) .....	29
Ship Cove, Marlborough Sounds .....	30
Karaka Point .....	31
Whites Bay .....	32
Kawatiri Historic Railway.....	33
Denniston (incline, walks & mine experience).....	34
Molesworth Station .....	35
Brunner Mine .....	36
Ross Historic Goldfield .....	37
Kura Tawhiti (Castle Hill).....	38
Godley Head .....	39
Quail Island.....	40

<b>Lower South Island</b> .....		
St Bathans .....	41	
Bendigo .....	42	
Skippers.....	43	
Arrowtown Chinese Settlement.....	44	
Kawarau Suspension Bridge .....	45	
Otago Central Rail Trail .....	46	
Alexandra Courthouse .....	47	
Waipapa Point.....	48	
<b>Have not visited any historic sites in the South Island administered by DOC in the past 12 months</b> .....	97	(If Q24a & Q24b =097) Q27
If you have visited another historic site/s in the South Island administered by DOC in the past 12 months, please specify this site/s here: .....	98	

Q25

**SOI**

Which one of these sites did you visit most recently? [SA]

**SHOW THOSE SELECTED AT Q24A/ Q24B.**

**FOR THOSE WHO ONLY SELECTED ONE AREA PLEASE AUTOCODE RESPONSE FROM Q24A AND Q24B AND GO TO Q26**

Q26

**OPINION QUESTION DO NOT FORCE**

How satisfied were you with the **heritage experience** at <INSERT AREA VISITED MOST RECENTLY FROM Q25>? [SA]

	Code	Route
1 - Very dissatisfied .....	01	
2.....	02	
3.....	03	
4.....	04	
5 - Very satisfied.....	05	

Q27 **SHOW SCALE IN REVERSE ON SCREEN**

Overall how favourable or unfavourable is your opinion of the Department of Conservation? [SA]

Very unfavourable.....

Somewhat unfavourable.....

Somewhat favourable.....

Very favourable.....

I don't know enough to have an opinion .....

Code	Route
01	Q28a
02	Q28a
03	Q28b
04	Q28b
05	Q29

ASK Q28a if Q27 = 1 or 2 (Unfavourable)

Q28a For what reasons do you have a <INSERT WORDING FROM **Q27**> view of the Department of Conservation?

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ASK Q28b if Q27 = 3 or 4 (Favourable)

Q28b For what reasons do you have a <INSERT WORDING FROM **Q27**> view of the Department of Conservation?

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## Introduced Species

Q29 The following is a list of species that have been introduced to New Zealand. Based on what you have seen or heard, to what extent do you believe each is a threat to New Zealand's native plants, birds, animals or natural environments? [SA]

RANDOMISE		1 - Not really a threat at all	2	3	4	5 - A very serious threat	Don't know
A	Rats	1	2	3	4	5	6
B	Mice	1	2	3	4	5	6
C	Stoats	1	2	3	4	5	6
D	Possums	1	2	3	4	5	6
E	Deer	1	2	3	4	5	6
F	Domestic cats	1	2	3	4	5	6
G	Wild / feral cats	1	2	3	4	5	6
H	Didymo	1	2	3	4	5	6
I	Kauri dieback fungus (also known as PTA)	1	2	3	4	5	6
J	Introduced freshwater fish (other than salmon or trout, such as Koi Carp and catfish)	1	2	3	4	5	6

Q30 There are a number of ways that species that are considered to be pests can be controlled. For each of the possible ways listed below, please indicate your general attitude to the Department of Conservation using this method of pest control. [SA]

RANDOMISE		Should <i>never</i> be used in any circumstances	Should only be used as a <i>last resort</i>	Am <i>reasonably comfortable</i> with this method as long as appropriate controls are in place	Have <i>no concerns</i> at all about this method	Don't know
A	Hunting	1	2	3	4	5
B	Trapping	1	2	3	4	5
C	Poison bait laid by hand	1	2	3	4	5
D	Poison bait spread by aircraft	1	2	3	4	5

## Demographics

Q31	Which of the following represents your household's income per year before tax? [SA]	Code	Route
	Up to \$40,000	01	
	\$40,001-\$60,000	02	
	\$60,001-\$100,000	03	
	\$100,000+	04	
	Prefer not to say	97	

Q32	Which of the following categories best matches your occupation? [SA]	Code	Route
	Managers	01	
	Professionals	02	
	Technicians and Trades Workers	03	
	Community and Personal Service Workers	04	
	Clerical and Administrative Workers	05	
	Sales Workers	06	
	Machinery Operators and Drivers	07	
	Labourers	08	
	Retired	09	
	Student	10	
	Home Duties (e.g. child care)	11	
	Other Beneficiary	12	
	Prefer not to say.....	97	

Q33	Which of the following best describes your household? [SA]	Code	Route
	Living on your own	01	Q35
	Living with parents	02	Q35
	Share with flatmates	03	Q35
	Live with spouse / partner, no children	04	Q35
	Live with spouse / partner and children	05	Q34
	On your own with children	06	Q34
	Other (please specify)	98	Q35

Q34

**ASK IF Q33=5 OR 6**

Which of the following describes the children who usually live in your household?

*Please select all that apply* [MA]

Pre-school

Aged 5-12 years

Aged 13-17 years

Code	Route
01	
02	
03	

Q35

What ethnic groups do you belong to?

*Please select all that apply* [MA]

New Zealand European

Māori

Samoan

Cook Island Māori

Tongan

Niuean

Asian

Indian

Other (please specify)

Prefer not to say

Code	Route
01	
02	
03	
04	
05	
06	
07	
08	
98	
97	

Q36 It is likely that more in-depth research will be carried out on this topic in the future. Are you willing to provide your contact details so that either Ipsos or the Department of Conservation are able to contact you and invite you to take part in further research?

*Please note: providing your contact details does not put you under any obligation to participate.*

*If you are happy to be contacted then your details will be passed on to the Department of Conservation alongside your survey responses so that we can contact people based on their attitudes and experiences (e.g. those who have walked one of New Zealand's great walks in the last three years or those who have visited a DOC Visitor Centre).*

*If you would rather not be contacted about further research then your answers will remain confidential and you can still enter the prize draw by selecting the option below. [MA except 3]*

*Please select all that apply*

I am happy to be contacted for further research

I would like to go into the prize draw for an iPad Air 2 worth \$750

I do not want to be contacted for further research nor entered into the prize draw

Code	Route
1	
2	
3	

Q37 **Not compulsory for online**

**Online wording if Q36 = 1 only**

Please provide your contact details below.

**Online wording if Q36 = 1 and 2, or 2 only**

Please fill in your contact details below. The winner of the **iPad Air 2 worth \$750** will be announced on the Ipsos.co.nz website on August 1<sup>st</sup> 2015.

(R1) Name:

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(R2) Phone number:

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(R3) Email address:

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## APPENDIX 2 – WEIGHTING MATRIXES

Population Figures – Census 2013 sourced from Stats New Zealand

	Total	Males				Females				Māori
		18-24	25-49	50-64	65+	18-24	25-49	50-64	65+	
Northland Region	112,455	5,136	19,311	15,813	13,347	5,061	22,299	17,070	14,418	27,069
Auckland Region	1,058,397	75,171	238,452	116,796	74,247	75,168	264,165	125,487	88,911	86,184
Waikato Region	298,590	19,032	60,123	36,459	27,765	18,750	65,925	38,727	31,809	50,016
Bay of Plenty Region	198,228	10,002	36,600	24,951	21,594	9,798	42,462	27,543	25,278	41,328
Gisborne Region	30,879	1,758	5,925	4,092	2,760	1,749	6,921	4,308	3,366	12,114
Hawke's Bay Region	111,372	5,574	20,784	14,484	11,664	5,541	23,526	16,002	13,797	20,367
Taranaki Region	81,906	4,374	16,410	10,608	8,097	3,990	17,673	11,049	9,705	10,614
Manawatu-Whanganui Region	167,397	10,698	31,074	20,922	16,962	10,794	34,521	22,260	20,166	25,788
Wellington Region	360,954	24,159	77,964	41,139	28,200	25,794	85,719	43,911	34,068	35,922
Tasman Region	35,727	1,386	6,516	5,292	4,122	1,251	7,305	5,514	4,341	1,962
Nelson Region	35,886	1,719	6,864	4,671	3,672	1,596	7,701	5,229	4,434	2,442
Marlborough Region	34,032	1,404	6,078	4,743	4,278	1,236	6,678	4,986	4,629	2,919
West Coast Region	24,831	1,218	4,818	3,822	2,574	1,122	5,187	3,483	2,607	1,947
Canterbury Region	417,111	27,399	86,076	52,233	38,160	23,847	90,000	53,712	45,684	25,137
Otago Region	159,993	12,549	30,231	19,413	14,631	13,629	32,541	19,935	17,064	8,778
Southland Region	70,269	3,930	14,292	9,330	6,771	3,642	15,243	9,216	7,845	6,795

## APPENDIX 3 – FAQs

### Online FAQs

If you're unable to find an answer to your question below, please send us an email or call us and we will respond to you as soon as we can. Please have your ID handy (from letter or postcard).

[DOCsurvey@ipsos-research.com](mailto:DOCsurvey@ipsos-research.com) 0800 842 659

#### Q. What is this survey about?

It is to provide information to help with decision making about conservation in New Zealand about our plants, animals and special places.

#### Q. How long will the survey take?

The survey has been designed to take around 10-15 minutes to complete depending on your answers. Some people may take longer and some people may complete it faster.

#### Q. What do I get for completing it in?

We appreciate the time it takes for people to respond, however, it is a voluntary survey so you do not have to complete it if you don't want to. If you do complete the survey then you will be put in the draw to win and iPad Air 2 (16GB WiFi model).

#### Q. I want to complete the survey in a different language?

The survey is available to complete online or on paper in English, Māori, Samoan, Tongan, Hindi and Simplified Chinese. Go back to the main survey page to complete it online in the language of your choice, to complete it on paper, please call or email us and we will send you a copy.

**Q. Do I have to do it?**

No, the survey is completely voluntary, but we would really appreciate it if you could take part.

**Q. Is this survey genuine?**

Yes, it is. It is being done for the Department of Conservation. We are an independent market research company commissioned to do the survey. You can see how this research is used by visiting the Department of Conservation website and searching on 'Survey of New Zealanders 2014'. We are inviting you to participate in the 2015 version of this research.

**Q. Where did you get my name and address from?**

We got your addresses by random selection from the Electoral Roll.

**Q. How did you select me to participate?**

It was a random sample of all addresses from the Electoral Roll.

**Q. How did you get access to the Electoral Roll?**

Government agencies have access to the Electoral Roll for this purpose.

**Q. Survey takes a long time to download**

This can sometimes be due to a high amount of traffic on the Internet. Please try again at a later time and if you are still having trouble then please call or email us.

**Q. The survey crashed / stopped before I completed it**

If you click on the start survey button again and enter your ID, you should find that it will take you back to the last question that you completed. All of the answers you had provided will have been saved. You may need to wait 10 mins before re-entering the survey. If you have any further problems please email or call us.

**Q. Some of my friends / family members have received a letter to take part but I never got one, can I take part?**

Thank you for your enthusiasm and helpfulness, but sorry, it is very important for the accuracy of our results that only the people randomly sampled complete the survey. We simply are not allowed to use answers from other people.

**Q. Are my survey responses private?**

Yes. All the responses you provide will not be passed on to the client or sold. We are researchers, not direct marketers. To deliver results, your answers will be put together with those of others.

Ipsos is bound by the Market Research Society Professional Code of Practice which prohibits us from identifying any person who takes part in a survey unless we have explicit consent from them to do so.

**Q. Is the website secure?**

The Ipsos website has advanced security measures in place to protect our data. Survey data is stored on secure servers in the company's global server farm. Firewalls exist and access to the servers is password protected.

Only the data programmers and researchers working on this project can view your individual responses.

**Q. Can I get a copy of the results when you are finished?**

When we have finished the reporting stage of this research the results will be available on the Department of Conservation website. In the meantime you can see the results from the previous years' on the Department of Conservation Website by searching for the 'Survey of New Zealanders 2014'.

## **APPENDIX 4 – GLOSSARY**

The purpose of this glossary is to provide a meaning to some of the more technical terms used in this report

### **CODEFRAME**

This is a summary list of the main themes or topics from the open ended questions.

### **CONFIDENCE INTERVAL**

This is the interval that is likely to contain the true population result.

### **CONFIDENCE LEVEL**

This represents how reliable the result is. The 95% confidence level means that you are 95% certain that the true value lies between the confidence interval.

### **MARGIN OF ERROR**

This term expresses the likely amount of random sampling error in the result.

### **QUOTA**

This is a target number of interviews that is set to ensure a certain sub-group of the population is represented.

### **SIGNIFICANT**

Where results are said to be significant, this means that they are statistically different at the 95% confidence level.

### **WEIGHTING**

Weighting is a method of calculation in which some observations have their influence reduced and other observations have their influence increased. It is used to account for the sample profile being imbalanced relative to the population being measured. For example, proportionally, we have more Māori in our sample than in the New Zealand population; therefore Māori is weighted down to adjust for this sample imbalance.