

Methodology Report: Survey of New Zealanders



PREPARED FOR THE DEPARTMENT OF CONSERVATION

JUNE 2016



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 the Department of Conservation. The Department's information needs have been consolidated into one survey for increased efficiency.

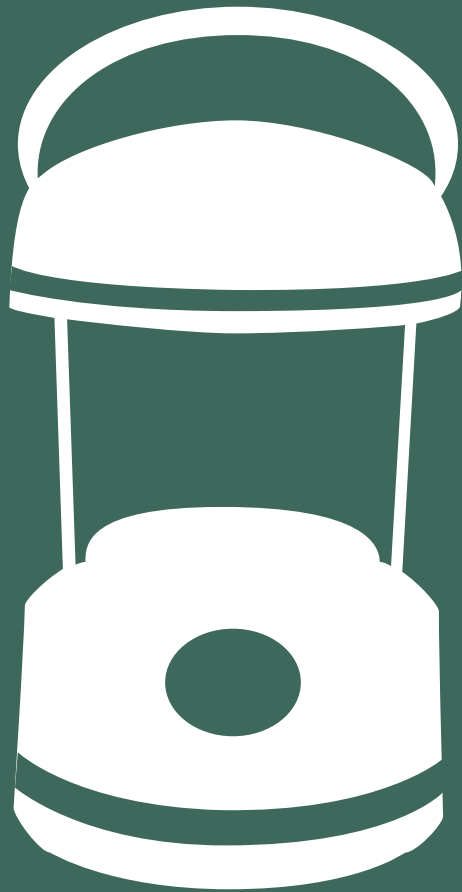
This report has been prepared for the Department of Conservation and outlines the technical details of the sixth annual survey, the 2016 Survey of New Zealanders, including methodology, sampling, weighting and data analysis.

1.2 OBJECTIVES

There are four 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.

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, 2015 and 2016 surveys.

The Electoral Roll has been used to sample all National Surveys; however, using a sequential mixed methodology enabled 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 survey online. Two weeks later, a reminder postcard was sent to those who had not yet completed the survey online. A further week later, all respondents who had still not completed their survey were sent a hard copy questionnaire to complete with a DOC pen to encourage participation. This approach ensured any respondents without internet access could participate, while encouraging respondents to complete online (the most cost-effective method). Approximately three weeks later, a final postcard was sent to those who had not completed the survey online or returned a hard copy.

Commencing 2015 the survey has been made available in multiple languages. Participants could complete the survey online in English, Māori, Samoan, Tongan, Simplified Chinese and Hindi; they also had the option to request a hard copy of the survey 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 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 panellists. The SMM approach provides consistency, as the two methods (online and hard copy) are both visual, self-administrated survey modes, and thus the risk of differences in results being caused by mode of response is greatly 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 on 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 of those who complete online (the more cost-effective method) is maximised. Using this methodology has also been shown to achieve higher response rates.

2.1.3 IMPACT ON TIME SERIES

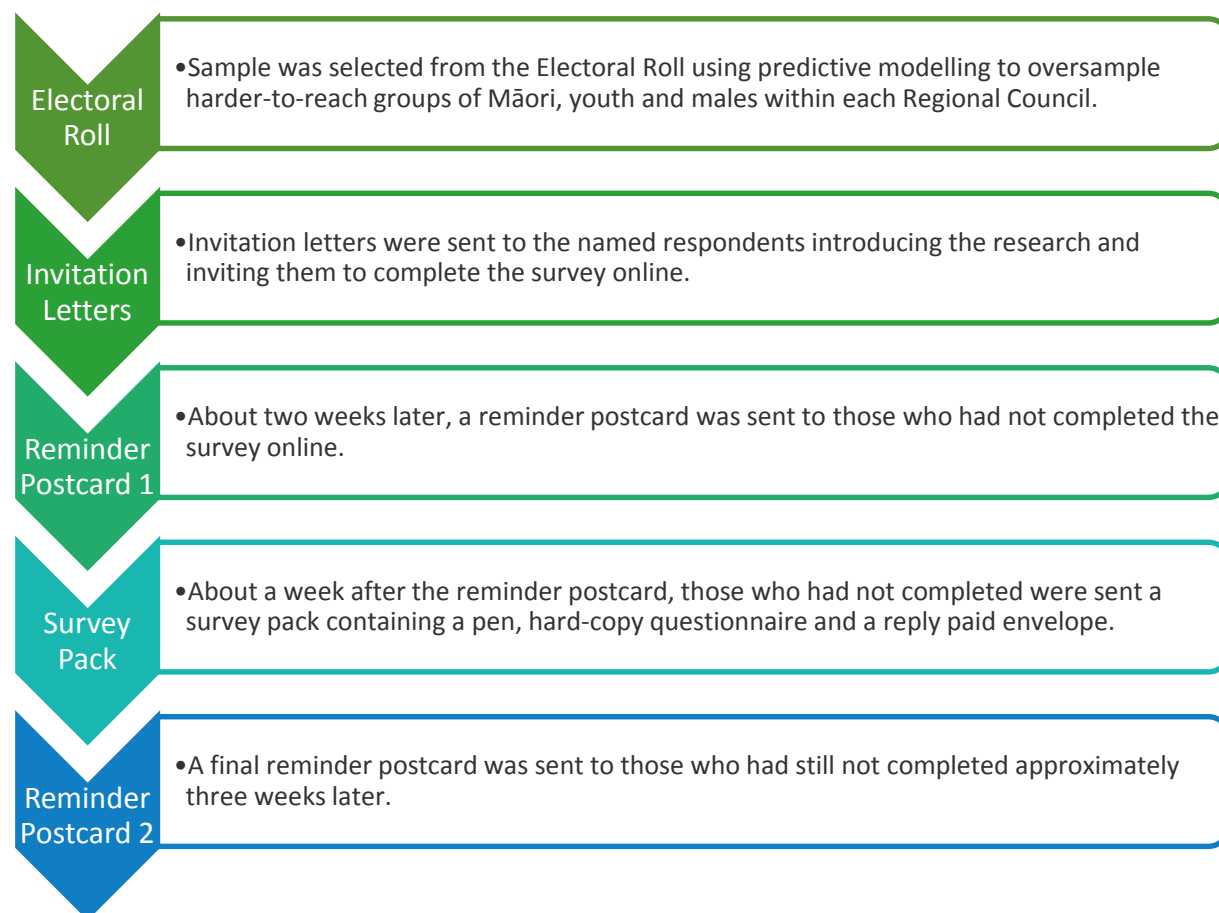
Changing from a CATI methodology to an online and self-completion methodology in 2013 meant the time series of the survey was broken. This means that the results from the 2013 measure cannot be compared directly with the results from previous measures, as changes in the results may have been due to the 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 has been changed and a dotted line between bars has been added to indicate a change in the methodology.

As the same sequential mixed methodology was used in 2013, 2014, 2015 and 2016, the results are directly comparable to the previous year's results. Where questionnaire differences occurred between 2014, 2015 and 2016, this has been clearly noted in each graph or chart and the possible impact of the change has been considered when interpreting the results.

2.2 METHODOLOGY

Overview of the 2016 National Survey sequential mixed methodology fieldwork is shown below:



The research took place, from when the first invitation letters were sent, between 21st March 2016 and 27th May 2016, when the survey closed. Compared to 2015, the survey was in field for ten additional days to allow as much time as possible for those invited to participate in the survey to respond.

Timings for the 2015 survey were kept similar to the 2013 and 2014 timelines. For 2015 the first invitation was sent on 26th March and the survey closed on the 22nd May. In 2014, the first invitation was sent on 22nd April and the survey closed on 3rd June 2014. For 2013, the first invitation was sent on 23rd April and the survey closed on 4th 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 2015 and 2014 reports. Prior to this, sampling was based on DOC conservancy boundaries, but the 2014 report identified little difference between the two methods. As the Department of Conservation no longer uses the conservancy boundaries, the decision was made to maintain the sampling on Regional Council areas.

As specified by the Department of Conservation, 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. The larger regional areas of New Zealand (Waikato, Wellington and Canterbury) had a target of 350 as requested.

To ensure all targets were met, the sampling frame was intentionally designed to overshoot all regions. The proportion of oversampling for regions was assessed by looking at the 2014 and 2015 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 2016 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 2016 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 Area | Target | Sample achieved | Maximum margin of error (95% confidence) |
|-------------------------------------|--------------|-----------------|--|
| Northland Region | 200* | 166 | ±7.61% |
| Auckland Region | 750 | 657 | ±3.82% |
| Waikato Region | 350 | 289 | ±5.76% |
| Bay of Plenty Region | 200* | 190 | ±7.11% |
| Gisborne Region | 200* | 185 | ±7.2% |
| Hawke's Bay Region | 200* | 204 | ±6.86% |
| Taranaki Region | 200* | 268 | ±5.99% |
| Manawatu-Wanganui Region | 200* | 187 | ±7.17% |
| Wellington Region | 350 | 371 | ±5.09% |
| Nelson / Tasman Region | 400* | 427 | ±4.74% |
| Marlborough Region | 200* | 206 | ±6.83% |
| Canterbury Region | 350 | 350 | ±5.24% |
| West Coast Region | 200* | 193 | ±7.05% |
| Otago Region | 200* | 220 | ±6.61% |
| Southland Region | 200* | 217 | ±6.65% |
| No reply to region | - | 1 | - |
| TOTAL SAMPLE SIZE | 4,200 | 4,131 | ±1.52% |

*Areas where target sample size has been boosted to a minimum sample size of 200. Please note that 350 were required in the 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 sub-group 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 | 1,976 | ±2.20% |
| Female | 52.1% | 2,190 | 2,155 | ±2.11% |
| 18-24 years | 12.8% | 536 | 527 | ±4.27% |
| 25-49 years | 43.4% | 1,825 | 1,795 | ±2.31% |
| 50-64 years | 24.8% | 1,042 | 1,024 | ±3.06% |
| 65+ years | 19.0% | 797 | 785 | ±3.50% |
| Māori | 11.9% | 501 | 469 | ±4.52% |

2.4 QUESTIONNAIRE DESIGN

2.4.1 QUESTIONNAIRE DESIGN

The 2016 questionnaire was adapted from the 2015 one to maintain consistency between measures.

The following key changes were made between 2015 and 2016:

- Five new questions were added regarding:
 - Connection with nature;
 - How your connection with nature improved life experience;
 - Which Great Walks have been done;
 - Which New Zealand Trail Great Rides have been cycled;
 - Whether the Te Araroa Trail has been walked.
- A new option 'Haast to Cook River Conservation Area' was added to the list of parks and places administered by the Department of Conservation, while 'Whirinaki Te Pua-a-Tane Conservation Park' was removed from the list.
- 'Wasps' and 'wilding pine trees' were added to the question regarding introduced species and the threat they posed to New Zealand's native plants, birds, animals and natural environment.
- 'Herbicide sprayed from aircraft and the ground' was added to the question about methods of pest control.
- There were a few minor changes to the activities list in the question about what activities were undertaken in the most recent visit. The 'multi-day tramp / hike (3+ nights)' option was added. The 'mountain biking / cycling' option was split into 'mountain biking, e.g. downhill, cross country' and 'road cycling (i.e. mainly on sealed roads)'.
- The question asking about the use of DOC facilities in the last three years was removed.

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.
- 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.

- 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 had spent time helping on a conservation project in NZ in the past 12 months. The question was close-ended, with an ‘other specify’ option.
- A further question was asked of those who did not spend time helping on a conservation project – for what reasons 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.
- 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 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 close-ended, with an ‘other specify’ option.
- Whether or not respondents had walked a great walk was removed from a question that looked into usage types of DOC facilities 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.
- 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.
- 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 survey was programmed and set up for hard-copy data entry in IBM SPSS Data Collection, Ipsos' 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, 2015 and 2016.

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 21st March 2016. 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
Conservation
Te Papa Atawhai

Survey of New Zealanders

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

Fa'amolemole ia auai i lenai suesega taua a le atunuu stoa. E mafai ona e fa'atumuina i luga o le upogatafa'ilagi 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 savas fakafoua mabu'inga ko'eni. Teko lava pe 'o fakafoua he 'initaneti' pe 'i he pepa' 'i he lea faka-Toonga. Vakai ki he fetu'utaki 'i lalo' ki ha to e ngaahi fakamatala. Ki ha to e ngaahi fakamatala 'i he lea faka-Toonga vakai ki ha:

कृपया इस महत्वपूर्ण राष्ट्रव्यापी सर्वेक्षण में भाग लें। आप इसे हृदय में ऑनलाइन या कागज पर पूरा कर सकते/सकती हैं। और अधिक जानकारी के लिए नीचे दिया गया लिंक देखें। हृदय में जानकारी के लिए कृपया इस लिंक पर जाएँ।

请参加这项重要的全国性调查。你可以用简体中文在网上或纸上填写。更多信息，请见以下链接。简体中文信息，请登陆：

www.ipsos-doc-research.co.nz

What do I need to do?

Completing the survey online is secure, quick and easy.

1

Go to www.ipsos-doc-research.co.nz

2

Select 'start survey' in your preferred language

3

Enter this 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

☎ 0800 842 659

📄 FAQs: www.ipsos-doc-research.co.nz

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 6 May 2016. The winner of the Visa Prezzy Card will be drawn on 31 May 2016. Terms and conditions can be found at www.ipsos-doc-research.co.nz.*

Dear

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

Your feedback is very important to us because it will help the Department of Conservation do better at sharing and caring for New Zealanders' natural and historic treasures.

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 a Visa Prezzy Card worth \$1,000 that can be used at any outlet that accepts a Visa Card.

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

☎ 0800 842 659

📄 FAQs: www.ipsos-doc-research.co.nz

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-doc-research.co.nz

2.5.2 SECOND CONTACT – REMINDER POSTCARD 1

Two weeks 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 a week, those who had not yet completed the survey online were sent a survey pack where the cover letter was the first page of the 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.



Survey of New Zealanders

Tētē whakauru mai ki tētahi rangahau kōwhiri. Ka taea e koe te whakaki i runga ipurangi, i te papa rānei i roto i te roo Māori. Mō tētahi atu whakamārama tirohia te hono i raro. Mō tētahi atu kōrero i roto i te roo Māori haere ki:

Fa'amolemole la suati i lenai suesega taea a le atunuu stoa. E mafai ona o fa'atumaina i luga o le upegetafa'itagi po o le fa'atumu foi o le pepa i le gagana Samoa. Tega! i le so'otaga o lo'o i lalo mo nisi fa'amatalaga atili. Mo fa'amatalaga i le gagana Samoa alu i le:

Kataki 'o kuu mai ki he savas fakafonua mahu'inga ko'oni. Teke lava pe 'o fakafonu he 'initaneti' pe 'i he pepa' 'i he lea faka-Tonga. Vakai ki he fofu'utaki 'i lalo' ki he to e ngaahi fakamatala. Ki he to e ngaahi fakamatala 'i he lea faka-Tonga vakai ki he:

क्या इस महत्वपूर्ण राष्ट्रव्यापी सर्वेक्षण में भाग ले। आप इसे तब ही में ऑनलाइन या कागज पर पूरा कर सकते/सकती हैं। और अधिक जानकारी के लिए नीचे दिया गया लिंक देखें। तब ही में जानकारी के लिए क्या इस लिंक पर जाएँ।

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Click 'next'

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✉ DOCsurvey@ipsos-research.com

☎ 0800 842 659

📄 FAQ: www.ipsos-doc-research.co.nz

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 16 May 2016. The winner of the Visa Prezzy Card will be drawn on 31 May 2016. Terms and conditions can be found at www.ipsos-doc-research.co.nz*

Dear

About two weeks ago, you should have received a letter inviting you to participate in an important nationwide survey to help with decision-making about New Zealand's natural and historic treasures.

We would now like to offer you the opportunity to complete the survey on paper. Just fill it in and post it back to us in the Freepost envelope enclosed before the 16 May 2016. You can still complete the questionnaire online if you wish, see the instructions in the box opposite.

Completing the survey will put you into the draw to win a Visa Prezzy Card worth \$1,000 that can be used at any outlet that accepts a Visa Card.

The questionnaire will take approximately 10-15 minutes to complete.

Please help us out by participating – your feedback is important to us; it will help ensure that the voice of New Zealanders is heard in decisions made about New Zealand's natural and historic treasures. You do not have to be an expert in these subjects to participate.

How were you chosen?

You have been randomly chosen from the Electoral Roll. Your answers will be confidential and 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,

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2.5.4 FINAL CONTACT – REMINDER POSTCARD 2

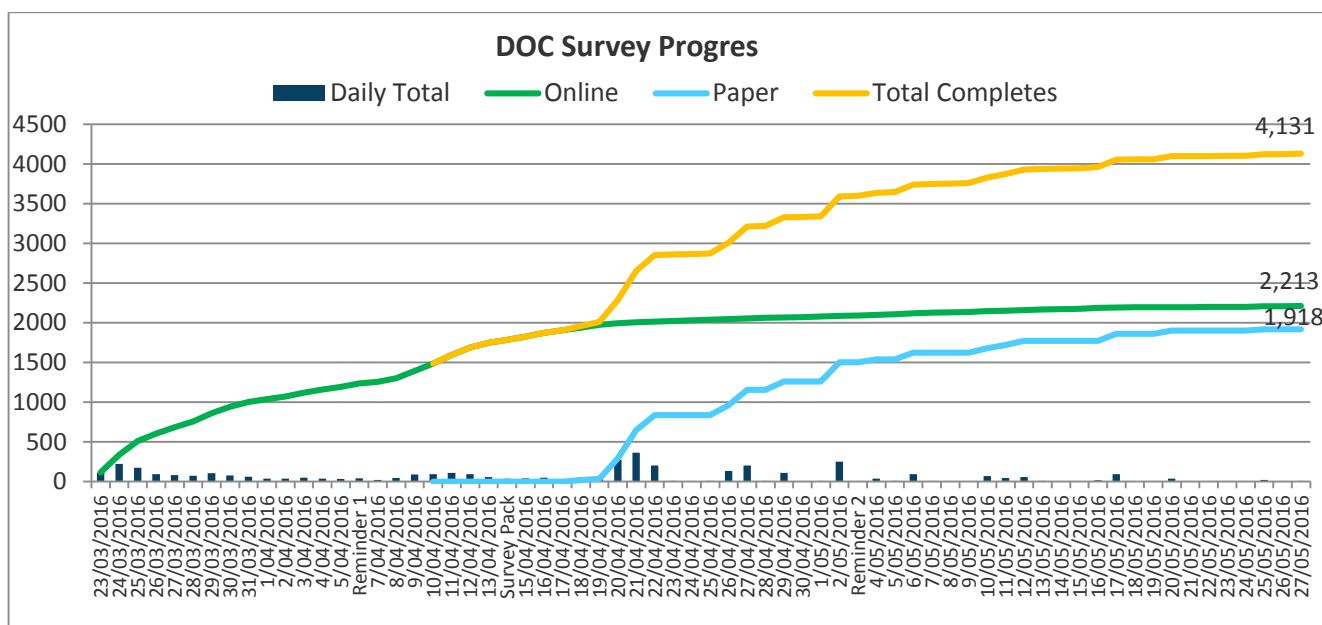
Three weeks after the survey pack was sent, those who had still not replied were sent a final reminder postcard.



2.6 SURVEY RESPONSE

2.6.1 ONLINE VS. HARD COPY

Some 54% of the total surveys were completed online and 46% 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 were attended to by Ipsos, were available for respondents throughout the survey period. During this time 318 emails and calls were received. The nature of the calls and emails is listed in the table overleaf:

Table 2.3: 0800 number calls and emails

| Refusals | |
|---|-----|
| Health / age reasons | 21 |
| Don't want to participate | 6 |
| Currently unavailable (e.g. on holiday, out of the country) | 5 |
| Person no longer lives at address | 13 |
| Deceased | 1 |
| Queries | |
| General question / query | 6 |
| Trouble using link | 57 |
| Material received after completion | 13 |
| Request hard copy | 205 |
| New address | 5 |

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.

Some respondents who requested hard copies also had other queries.

2.6.3 DATA ENTRY

Process

Completed questionnaires were returned to Ipsos' 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'. This response was not included in the analysis.
- For the hard-copy questionnaires a 'no response' was recorded for those who specifically stated that they had not visited any of the recreational areas and historical sites in the North Island and then did not answer the same question for the South Island. The same principle was applied if the respondent specifically stated that they had not visited any of the recreational areas and historical sites in the South Island and then did not answer the same question for the North Island.

Quality control

As part of Ipsos' quality control processes, 5% of data-entered surveys were verified, up to a maximum of 50 surveys per data entry operator.

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 45 surveys were not entered where respondents had completed both online and in hard copy (the online version was kept).
- Some 23 surveys were partially completed online and fully completed on paper (the paper version was kept).
- Data was entered intuitively for some respondents who 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 there was no survey ID recorded to link the respondent to the Electoral Roll and their gender could not be easily determined, the respondent's gender was entered as 'no response'. This occurred with 2 respondents.
 - Some 59 respondents did not state their ethnicity. Those respondents (n=6) who were obtained from the Māori Electoral Roll that did not state their ethnicity were coded as Māori. The remaining 53 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 there was no survey ID recorded to link the respondent to the Electoral Roll and their region could not be easily determined, the respondent's region was entered as 'no response'. This occurred with 1 respondent.
 - Age was added for 6 respondents who left this question blank from the Electoral Roll. There was 1 case where the respondent's age was not obtained; their age was coded as 'no response'.

2.6.5 RESPONSE RATE

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

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 the survey 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 as follows:

We applied the same proportion of ineligibles as those we have heard back from to those we have not (i.e. the 9,329 "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 overleaf outlines responses for the total sample for the 2013, 2014, 2015 and 2016 surveys. It is important to note that 2015 and 2016 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 2016 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 | 2016 |
|-------------------------------|--------------|--------------|--------------|--------------|
| Deceased | 13 | 6 | 4 | 2 |
| GNA | 560 | 348 | 359 | 350 |
| Language | 4 | 2 | 2 | 1 |
| Unavailable | 180 | 195 | 10 | 12 |
| Health / Age | 74 | 56 | 41 | 26 |
| Total “Ineligibles” | 831 | 607 | 416 | 391 |
| Refused | 155 | 44 | 29 | 21 |
| Incomplete | 157 | 164 | 97 | 128 |
| Unknown - Mailed Out, No Info | 6,343 | 6,547 | 7,381 | 9329 |
| Total "Refusals" | 6,655 | 6,755 | 7,507 | 9478 |
| Online Completes | 3,077 | 2,789 | 2,316 | 2213 |
| Offline Completes | 1,937 | 1,834 | 1,759 | 1918 |
| Completes | 5,014 | 4,623 | 4,075 | 4131 |
| Mail-Outs | 12,500 | 11,985 | 11,998 | 14000 |
| Return Rate | 43.0% | 40.6% | 35.2% | 30.4% |
| Response Rate | 46.4% | 43.4% | 37.4% | 32.6% |

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 |
| Gone No Address | 56 | 16 | 24 | 16 | 18 | 19 | 13 | 23 | 14 | 15 | 14 | 27 | 33 | 28 | 34 | |
| Language Barrier | 1 | | | | | | | 0 | | | | | | | | |
| Currently Unavailable | 1 | 1 | 1 | | | 2 | 1 | 1 | 2 | | 2 | | | | | 1 |
| Health / Age | 5 | 1 | 2 | | 2 | 1 | 2 | 1 | 1 | | 2 | 3 | 2 | 1 | 3 | |
| Ineligible | 63 | 18 | 27 | 16 | 20 | 22 | 16 | 25 | 17 | 15 | 18 | 31 | 35 | 29 | 39 | |
| Refused | 3 | 1 | 1 | 2 | 1 | 2 | | 3 | | 1 | 1 | 1 | 2 | 2 | 1 | |
| Incomplete | 22 | 6 | 10 | 9 | 7 | 3 | 4 | 14 | 3 | 7 | 5 | 9 | 10 | 15 | 4 | |
| Unknown | 1754 | 475 | 662 | 618 | 556 | 416 | 364 | 650 | 376 | 397 | 398 | 628 | 796 | 676 | 564 | |
| Total 'Refusals' | 1779 | 482 | 673 | 629 | 564 | 421 | 368 | 667 | 379 | 405 | 404 | 638 | 808 | 693 | 569 | |
| Complete Online | 400 | 99 | 189 | 77 | 101 | 85 | 104 | 219 | 79 | 127 | 103 | 141 | 168 | 226 | 95 | |
| Complete Paper | 251 | 71 | 156 | 111 | 104 | 106 | 105 | 218 | 81 | 86 | 116 | 137 | 147 | 125 | 103 | 1 |
| Total Completes | 651 | 170 | 345 | 188 | 205 | 191 | 209 | 437 | 160 | 213 | 219 | 278 | 315 | 351 | 198 | 1 |
| Mail-Outs | 2493 | 670 | 1045 | 833 | 789 | 634 | 593 | 1129 | 556 | 633 | 641 | 947 | 1158 | 1073 | 806 | |
| Return Rate | 27% | 26% | 34% | 23% | 27% | 31% | 36% | 40% | 30% | 34% | 35% | 30% | 28% | 34% | 26% | |
| Response Rate | 29% | 28% | 36% | 25% | 29% | 34% | 38% | 41% | 32% | 36% | 37% | 33% | 30% | 36% | 30% | |

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 sub-groups. Examples are Nelson / Tasman, Marlborough and West Coast, where target sample sizes were increased to a minimum 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, there could be bias because of youth 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 for 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 68%. 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 had 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 a binary variable – Māori or non-Māori. The second weighting dimension 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+. 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.

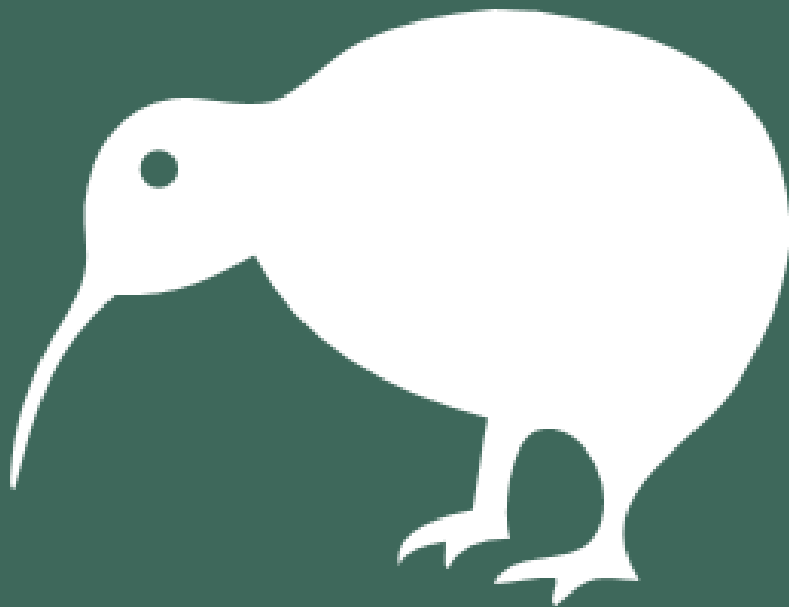
All results reported on are based on the New Zealand total post weight.

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

| Region | Sample size | % of total NZ population | Effective sample size after weighting |
|--------------------------|--------------------|---------------------------------|--|
| Northland Region | 166 | 4% | 159 |
| Auckland Region | 657 | 33% | 647 |
| Waikato Region | 289 | 9% | 286 |
| Bay of Plenty Region | 190 | 6% | 183 |
| Gisborne Region | 185 | 1% | 178 |
| Hawke's Bay Region | 204 | 3% | 191 |
| Taranaki Region | 268 | 3% | 254 |
| Manawatu-Wanganui Region | 187 | 5% | 177 |
| Wellington Region | 371 | 11% | 359 |
| Nelson / Tasman Region | 427 | 2% | 418 |
| Marlborough Region | 206 | 1% | 201 |
| West Coast Region | 193 | 1% | 182 |
| Canterbury Region | 350 | 13% | 346 |
| Otago Region | 220 | 5% | 204 |
| Southland Region | 217 | 2% | 212 |
| No reply | 1 | - | 1 |
| Age | | | |
| 18-24 years | 540 | 13% | 355 |
| 25-49 years | 1,651 | 43% | 1,139 |
| 50-64 years | 1,058 | 25% | 721 |
| 65+ years | 881 | 19% | 623 |
| Ethnicity | | | |
| Māori | 578 | 12% | 352 |
| Non-Māori | 3,485 | 88% | 2,420 |
| Gender | | | |
| Male | 2,011 | 48% | 1,332 |
| Female | 2,118 | 52% | 1,487 |

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 year-on-year results (i.e. 2016 results with 2015 results and 2015 results with 2014 results) 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 2016. In these instances, significance is compared to the total of 2016. All these instances are labelled.

Comparing results over time

- The sampling and weighting in 2016 is consistent with the 2015 and 2014 reports 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, 2015 and 2016 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
Te Papa Atawhai

Survey of New Zealanders

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

Fa'amolemole ia auai i lenei suesuega taua a le atunuu atoa. E mafai ona e fa'atumuina i luga o le upegatafa'ilagi 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 alu 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:

कृपया इस महत्वपूर्ण राष्ट्रव्यापी सर्वेक्षण में भाग लें। आप इसे हार्दिक में ऑनलाइन या कागज पर पूरा कर सकते/सकती हैं और अधिक जानकारी के लिए नीचे दिया गया लिंक देखें। हार्दिक में जानकारी के लिए कृपया इस लिंक पर जाएँ

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-doc-research.co.nz

What do I need to do?

Completing the survey online is secure, quick and easy.

1

Go to www.ipsos-doc-research.co.nz

2

Select 'start survey' in your preferred language

3

Enter this 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

☎ 0800 842 659

📄 FAQs: www.ipsos-doc-research.co.nz

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 16 May 2016. The winner of the Visa Prezzy Card will be drawn on 31 May 2016. Terms and conditions can be found at www.ipsos-doc-research.co.nz*

Dear

About two weeks ago, you should have received a letter inviting you to participate in an important nationwide survey to help with decision-making about New Zealand's natural and historic treasures.

We would now like to offer you the opportunity to complete the survey on paper. Just fill it in and post it back to us in the Freepost envelope enclosed before the 16 May 2016. You can still complete the questionnaire online if you wish, see the instructions in the box opposite.

Completing the survey will put you into the draw to win a Visa Prezzy Card worth \$1,000 that can be used at any outlet that accepts a Visa Card.

The questionnaire will take approximately 10-15 minutes to complete.

Please help us out by participating – your feedback is important to us; it will help ensure that the voice of New Zealanders is heard in decisions made about New Zealand's natural and historic treasures. You do not have to be an expert in these subjects to participate.

How were you chosen?

You have been randomly chosen from the Electoral Roll. Your answers will be confidential and 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

☎ 0800 842 659

📄 FAQs: www.ipsos-doc-research.co.nz

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-doc-research.co.nz

Questionnaire

Thank you for agreeing to participate in this important survey for the Department of Conservation (DOC). Your answers will be confidential and results will not be reported in a way that will allow you to be identified. Remember, you do not have to have a special interest in DOC to participate – we are interested in the opinions of all New Zealanders.

Instructions:

| | | | | | | | |
|--|---------------------------------|---------------------|---|---|---|--|---|
| <i>You will need to circle an answer like this</i> | | <i>Or like this</i> | | | | | |
| | Please circle one answer | | | | | Please circle an answer for each statement | |
| Yes | ① | Question... | 1 | 2 | ③ | 4 | 5 |
| No | 2 | Question... | 1 | ② | 3 | 4 | 5 |

ABOUT YOU AND WHERE YOU LIVE

Q1. Which region best describes where you live?

Please circle **one** answer

| | |
|--|----|
| Northland | 1 |
| Auckland (from Bombay Hills to Wellsford, including the islands in the Hauraki Gulf) | 2 |
| Waikato | 3 |
| Bay of Plenty | 4 |
| Gisborne | 5 |
| Hawke's Bay | 6 |
| Taranaki | 7 |
| Manawatu / Whanganui | 8 |
| Wellington (including Kapiti, Porirua, Hutt Valley and Wairarapa) | 9 |
| 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?

Please circle **one** answer

| | |
|--|---|
| A main city (e.g. Auckland, Hamilton, Wellington, Christchurch, Dunedin) | 1 |
| A provincial town (e.g. Whanganui, Invercargill, Gisborne etc) | 2 |
| A rural area / settlement / village | 3 |

Q3. In which of the following age groups do you belong?

Please circle one answer

| | |
|------------------|---|
| 18-24 years | 1 |
| 25-34 years | 2 |
| 35-49 years | 3 |
| 50-64 years | 4 |
| 65 years or more | 5 |

Q4. Are you:

Please circle one answer

| | |
|--------|---|
| Female | 1 |
| Male | 2 |

CONSERVATION

Q5. Please think about the main benefits of conservation.

What are the main benefits of conservation to you personally?

Q6a. Thinking about conservation overall, how important is conservation to you personally?

Please circle one answer

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

Q6b. Do you feel connected to New Zealand's nature in a way that improves your life?

Please circle one answer

| | |
|--------------|---|
| Yes | 1 |
| No | 2 |
| I Don't know | 3 |

Q6c. Please answer this question if you have selected '1- Yes' at Q6b. Everyone else please ignore this question.

How is your life improved through a connection to New Zealand's nature?

Q7. In the past 12 months, which, if any, of the following actions have you done specifically relating to New Zealand conservation?

Please circle **all** that apply

| | | |
|--|----|-------------|
| Donated money to a conservation cause | 1 | |
| Helped raise awareness about an issue | 2 | |
| Formally expressed your opinion about an issue (e.g. made a submission, contacted your MP) | 3 | |
| Expressed your opinion about an issue through online forums (e.g. blogs, Facebook, chat rooms) | 4 | → Go to Q10 |
| Been a member of a group or organisation | 5 | |
| Actively sought information about a conservation issue | 6 | |
| Encouraged others to contribute to a conservation activity, group or issue | 7 | |
| Spent time helping on a conservation project | 8 | → Go to Q8 |
| Other, please specify _____ | 98 | |
| None of the above | 97 | → Go to Q10 |

Q8. Please answer this question if you selected '8- Spent time helping on a conservation project' at Q7. Everyone else please ignore this question.

You indicated that you spent time helping on a conservation project in New Zealand in the past 12 months, what types of activities were you involved in?

Please circle **all** that apply

| | |
|--|----|
| Protection or restoration of a forest, wetland or marine habitat or species | 1 |
| Pest control | 2 |
| Tree planting | 3 |
| Education about the environment or conservation | 4 |
| Recreation facilities or services (e.g. building or maintaining facilities, guiding) | 5 |
| Historic heritage (preserving our history and helping others connect with it) | 6 |
| Other, please specify _____ | 98 |

Q9. Please answer this question if you selected '8- Spent time helping on a conservation project' at Q7. Everyone else please ignore this question.

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 circle all that apply

| | |
|---|----|
| To spend time with others | 1 |
| To develop or share my skills | 2 |
| To improve my physical health/ or get some exercise | 3 |
| To feel better about myself or unwind and relax | 4 |
| To look after my local area | 5 |
| To protect and enhance the environment | 6 |
| To care for our history and culture | 7 |
| Other, please specify _____ | 98 |

Q10. Please answer this question if you have NOT selected '8- Spent time helping on a conservation project' at Q7. Everyone else please ignore this question.

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 circle all that apply

| | |
|---|----|
| I'm not interested in conservation activities | 1 |
| I'm unable to commit on an ongoing basis | 2 |
| I'm not physically able or not fit enough | 3 |
| I don't know how to get involved | 4 |
| I don't have the skills to get involved | 5 |
| I don't have the ability to get involved (e.g. no transport, not enough money, etc) | 6 |
| The activities I want to participate in are not available where I live | 7 |
| Other people prevent me or make it difficult (e.g. partner or people I care for) | 8 |
| Other, please specify _____ | 98 |

FACILITIES, SERVICES AND EXPERIENCE

Q11. Were you aware that the Department of Conservation provides facilities and services for people doing outdoor recreation activities?

Please circle one answer

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

Q12a. Below is a map and list of some of the parks and places in the North Island that are administered by the Department of Conservation. Please read through the 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 the lists, please write the names of these areas in the space provided at the bottom of the list.

Please circle the numbers beside the places you have visited in the past 12 months

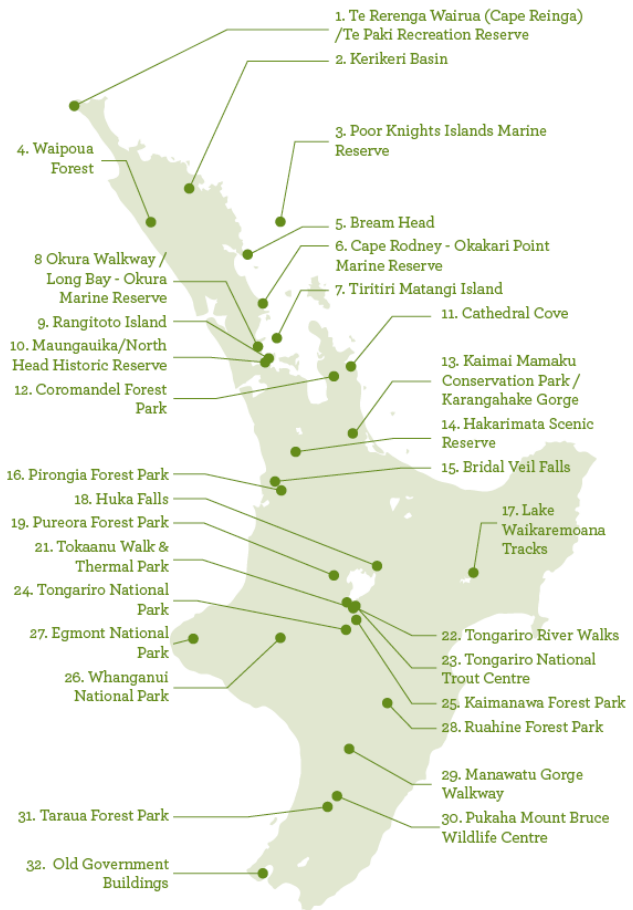
You have not visited any DOC area(s) in the North Island in the past 12 months 97

UPPER NORTH ISLAND

| | |
|--|----|
| Te Rerenga Wairua (Cape Reinga) / Te Paki Recreation Reserve | 1 |
| Kerikeri Basin (Kororipo Pa, walks around Stone Store) | 2 |
| Poor Knights Islands Marine Reserve | 3 |
| Waipoua Forest (Tane Mahuta, other areas) | 4 |
| Bream Head | 5 |
| Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas) | 6 |
| Tiritiri Matangi Island | 7 |
| Okura Walkway / Long Bay - Okura Marine Reserve | 8 |
| Rangitoto Island | 9 |
| 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 |
| 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 and 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 |



LOWER NORTH ISLAND

| | |
|--|----|
| 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 you have visited another DOC area(s) in the North Island in the past 12 months, please specify the area(s) below | 96 |

Q12b. Below is a map and 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 the lists, please write the names of these areas in the space provided at the bottom of the list.

Please circle the numbers beside the places you have visited in the past 12 months

You have not visited any DOC area(s) in the South Island in the past 12 months 97

Note: If you have selected '97 - have not visited any DOC area(s)' for both Q12a & Q12b, please go to Q20

UPPER SOUTH ISLAND

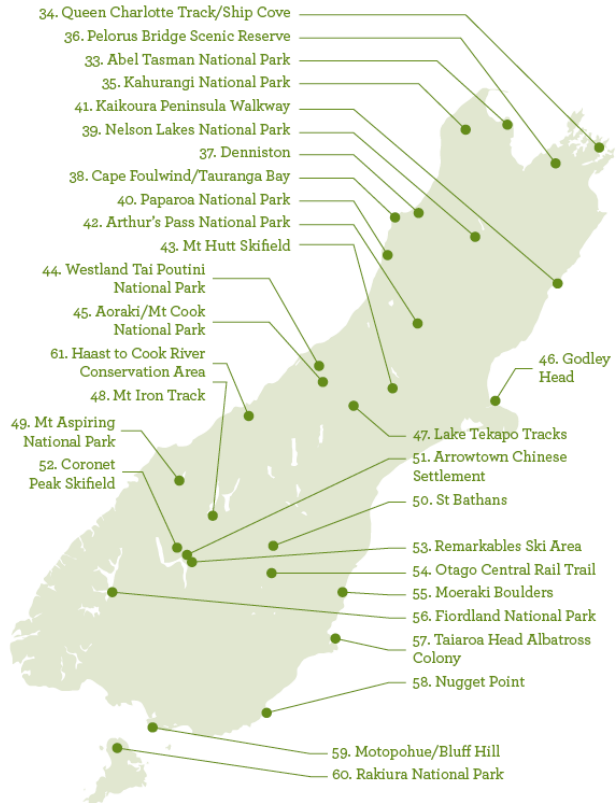
| | |
|---|----|
| Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas) | 33 |
| Queen Charlotte Track / Ship Cove | 34 |
| Kahurangi National Park (Heaphy Track, Mt Arthur, other areas) | 35 |
| Pelorus Bridge Scenic Reserve | 36 |
| Denniston (incline, walks & mine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

CENTRAL SOUTH ISLAND

| | |
|---|----|
| Paparao 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 and 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 |
| Haast to Cook River Conservation Area | 61 |

LOWER SOUTH ISLAND

| | |
|---|----|
| 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 and Manapouri, Milford, Kepler and Routeburn Tracks, other areas) | 56 |



LOWER SOUTH ISLAND (CONT.)

| | |
|---|----|
| Taiaroa Head Albatross Colony (near Dunedin) | 57 |
| Nugget Point | 58 |
| Motupōhue / Bluff Hill (Viewpoint, Foveaux Walkway) | 59 |
| Rakiura National Park | 60 |

If you have visited another DOC area(s) in the South Island in the past 12 months, please specify the area(s) below

Q13. If you have not visited any Department of Conservation areas in the past 12 months at Q12a or Q12b, please go to Q20.

Thinking of the DOC areas that you have visited in the past 12 months (those you selected at Q12a or Q12b), which one of these areas did you visit most recently?

Please only give one answer at this question.

Please write in the number of the site (from Q12a or Q12b) if this was the place you visited most recently

Or:

if the place you visited most recently was the name you wrote in the space provided in Q12a or Q12b, please write that name or ONE of those names if you wrote a name at both Q12a and Q12b:

Q14 to Q18 refer to your most recent visit to a Department of Conservation area in either the North Island or South Island which you named in Q13. If you have not visited any Department of Conservation areas within the last 12 months please go to Q20.

Q14. Thinking about your most recent visit, which of the following activities did you carry out on your visit?

Please circle all that apply

| | |
|---|----|
| Walking for less than 3 hours | 1 |
| Day walk (over 3 hours but not overnight) | 2 |
| Overnight (1-2 nights) | 3 |
| Multi-day tramp/hike (3+ nights) | 10 |
| Sightseeing | 4 |
| Family or friends outing / picnic, barbeque etc but not active recreation | 5 |
| Camping | 6 |
| Hunting | 7 |
| Road Cycling (i.e. mainly on sealed roads) | 11 |
| Mountain biking e.g. downhill, cross country | 8 |
| Other active recreational activity (e.g horse riding, fishing, snow sports) | 9 |
| Other, please specify _____ | 98 |
| Don't know | 97 |

Q15. How satisfied were you with the facilities during your most recent visit?

Please circle one answer

| | |
|-----------------------|---|
| 1 - Very dissatisfied | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 - Very satisfied | 5 |

Q16. Thinking about your most recent visit, did you, or those under your care, feel safe at all times?

Please circle one answer

| | | |
|--------|---|-------------|
| Yes | 1 | → Go to Q18 |
| No | 2 | → Go to Q17 |
| Unsure | 3 | → Go to Q18 |

Q17. Please answer this question if you selected ‘2- No’ at Q16. Everyone else please go to Q18. Why didn’t you feel safe during your most recent visit?

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 circle all that apply

| | |
|---|----|
| Department of Conservation website | 1 |
| Other website | 2 |
| DOC area office or visitor/information centre in person | 3 |
| DOC area office or visitor/information centre by phone | 4 |
| Other visitor/information centre (e.g. i-sites) in person | 5 |
| Other visitor/information centre (e.g. i-sites) by phone | 6 |
| Through social media (e.g. Facebook, blogs, reviews on travel sites, etc) | 7 |
| Through a smart phone application | 8 |
| Air New Zealand or a travel agent | 9 |
| Through personal contacts - family, friends | 10 |
| Other, please specify _____ | 98 |
| I did not seek any information | 97 |

Q19. What are your main reasons for using Department of Conservation areas for recreation?

Please circle all that apply

| | |
|--|----|
| To spend time with friends and family | 1 |
| To get away from it all | 2 |
| To improve my health | 3 |
| For the physical challenge | 4 |
| To spend time in nature or enjoy the scenery | 5 |
| Other, please specify _____ | 98 |

Q20. What are the main reasons that prevent you from using Department of Conservation areas for recreation more often?

Please circle all that apply

| | |
|---|----|
| I don't have enough time (e.g. too many work or family commitments) | 1 |
| I don't have anyone to go with | 2 |
| I'm not physically able or not fit enough | 3 |
| I don't have the right skills | 4 |
| It's too difficult for me to get to a DOC recreation area | 5 |
| Other, please specify _____ | 98 |

Q22a. Have you done any of the following in the last 12 months?

Please circle all that apply

| | |
|-------------------------------------|---|
| Stayed at a DOC campsite | 1 |
| Stayed at a DOC hut, lodge or house | 2 |
| Been to a DOC Visitors Centre | 3 |
| None of the above | 4 |

Q22b. Which, if any, of the following Great Walks have you ever fully or partly-walked or paddled?

Please circle all that apply

| | |
|----------------------------------|----|
| Lake Waikaremoana | 1 |
| Tongariro Northern Circuit | 2 |
| Whanganui Journey | 3 |
| Abel Tasman Coast Track | 4 |
| Heaphy Track (including cycling) | 5 |
| Routeburn Track | 6 |
| Kepler Track | 7 |
| Milford Track | 8 |
| Rakiura Track | 9 |
| None of these | 10 |

Q22c. Have you ever walked the Te Araroa Trail (the trail from Cape Reinga to Bluff)?

Please circle one answer

| | |
|------------------------------------|---|
| Yes, parts of it | 1 |
| Yes, the full North Island section | 2 |
| Yes, the full South Island section | 3 |
| Yes, the whole trail | 4 |
| No, None of it | 5 |
| Don't know / Unsure | 6 |

Q22d. Which, if any, of the following New Zealand Cycle Trail Great Rides have you ever fully or partly-cycled?

Please circle all that apply

| | |
|------------------------------|----|
| Great Lake Trail | 1 |
| Hauraki Rail Trail | 2 |
| Hawke's Bay Trails | 3 |
| Motu Trails | 4 |
| Mountains to Sea | 5 |
| Rimutaka Cycle Trail | 6 |
| Te Ara Ahi - Thermal by Bike | 7 |
| Timber Trail | 8 |
| Twin Coast Trail | 9 |
| Waikato River Trails | 10 |
| Alps 2 Ocean Trail | 11 |
| Around the Mountains | 12 |
| Clutha Gold Trail | 13 |
| Dun Mountain Trail | 14 |
| Little River Trail | 15 |
| Old Ghost Road | 16 |
| Otago Central Rail Trail | 17 |
| Queen Charlotte Track | 18 |
| Queenstown Trail | 19 |
| Roxburgh Gorge Trail | 20 |
| St James Trail | 21 |
| Tasman's Great Taste Trail | 22 |
| West Coast Wilderness Trail | 23 |
| None of these | 24 |

HISTORIC SITES

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

Please circle one answer

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

Q24a. Below is a map and 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.

If you visited one or more of the Department of Conservation historic sites that do not appear on the lists, please write the names of these areas in the space provided at the bottom of the list.

Please circle the numbers beside the places you have visited in the past 12 months

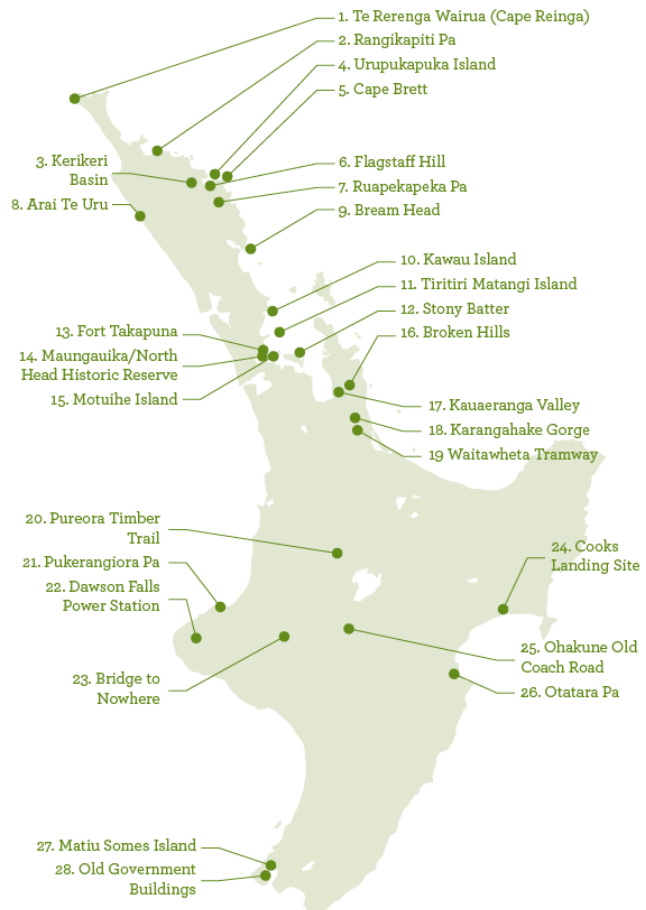
You have not visited any historic sites in the North Island administered by DOC in the past 12 months 97

UPPER NORTH ISLAND

| | |
|--|----|
| Te Rerenga Wairua (Cape Reinga) | 1 |
| Rangikapiti Pa | 2 |
| Kerikeri Basin (Kororipo Pa, walks around stone store) | 3 |
| Urupukapuka Island | 4 |
| Cape Brett | 5 |
| Flagstaff Hill | 6 |
| Ruapekapeka Pa | 7 |
| Arai Te Uru (South Head, Hokianga Harbour) | 8 |
| Bream Head | 9 |
| 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 |

CENTRAL AND LOWER NORTH ISLAND

| | |
|------------------------------------|----|
| Pureora Timber Trail | 20 |
| Pukerangiora Pa | 21 |
| Dawson Falls Power Station | 22 |
| Bridge to Nowhere, Whanganui River | 23 |
| Cooks landing site (in Gisborne) | 24 |
| Ohakune Old Coach Road | 25 |
| Otatara Pa | 26 |
| Matiu Somes Island | 27 |
| Old Government Buildings | 28 |



If you have visited other historic sites in the North Island administered by DOC in the past 12 months, please specify the site(s) below

Q24b. Below is a map and 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**.

If you visited one or more of the Department of Conservation historic sites that do not appear on the lists, please write the names of these areas in the space provided at the bottom of the list.

Please circle the numbers beside the places you have visited in the past 12 months

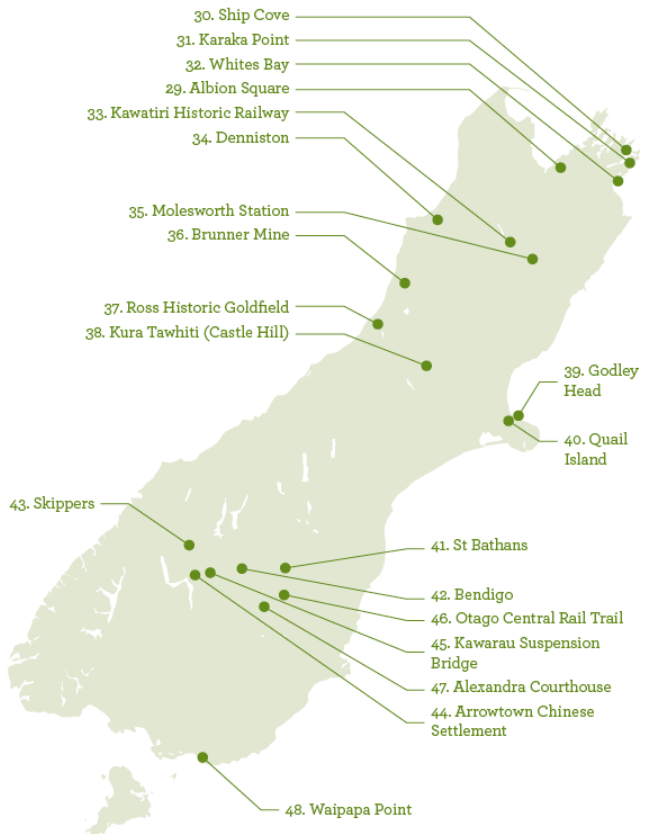
You have not visited any historic sites in the South Island administered by DOC in the past 12 months 97

Note: If you have selected '97 - have not visited any historic site administered by DOC' for both Q24a & Q24b, please go to Q27

| 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 Tahiti (Castle Hill) | 38 |
| Godley Head | 39 |
| Quail Island | 40 |

| LOWER SOUTH ISLAND | |
|------------------------------|----|
| 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 |

If you have visited **other** historic site in the South Island administered by DOC in the past 12 months, please specify the site(s) below



Q25. If you have not visited any historic sites in the North Island or South Island administered by the Department of Conservation in the past 12 months at Q24a or Q24b, please go to Q27.

Thinking of the historic sites that you have visited in the past 12 months (those you selected in Q24a or 24b), which one of these did you visit most recently?

Please only give **one** answer at this question.

Please write in the number of the site (from Q24a or Q24b) if this was the place you visited most recently

Or:

if the place you visited most recently was the name you wrote in the space provided in Q24a or Q24b, please write that name or **ONE** of those names if you wrote a name at both Q24a and Q24b:

Q26. How satisfied were you with the heritage experience during your most recent visit?

Please circle **one** answer

| | |
|-----------------------|---|
| 1 - Very dissatisfied | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 - Very satisfied | 5 |

THE DEPARTMENT OF CONSERVATION

Q27. Overall how favourable or unfavourable is your opinion of the Department of Conservation?

Please circle **one** answer

| | | |
|--|---|-------------|
| Very unfavourable | 1 | } Go to Q28 |
| Somewhat unfavourable | 2 | |
| Somewhat favourable | 3 | |
| Very favourable | 4 | |
| I don't know enough to have an opinion | 5 | } Go to Q29 |

Q28. Please answer this question if you selected '1, 2, 3 or 4' at Q27. Everyone else please ignore this question.

For what reasons do you have this view of the Department of Conservation?

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?

Please circle **one answer** for each of the 12 species

| | | 1 Not really a threat at all | 2 | 3 | 4 | 5 A very serious threat | Don't know |
|----|--|---------------------------------------|---|---|---|----------------------------------|------------|
| 1 | Rats | 1 | 2 | 3 | 4 | 5 | 6 |
| 2 | Mice | 1 | 2 | 3 | 4 | 5 | 6 |
| 3 | Stoats | 1 | 2 | 3 | 4 | 5 | 6 |
| 4 | Possums | 1 | 2 | 3 | 4 | 5 | 6 |
| 5 | Deer | 1 | 2 | 3 | 4 | 5 | 6 |
| 6 | Domestic cats | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | Wild/feral cats | 1 | 2 | 3 | 4 | 5 | 6 |
| 8 | Didymo | 1 | 2 | 3 | 4 | 5 | 6 |
| 9 | Kauri dieback fungus (also known as PTA) | 1 | 2 | 3 | 4 | 5 | 6 |
| 10 | Introduced freshwater fish (other than salmon or trout, such as Koi Carp and catfish) | 1 | 2 | 3 | 4 | 5 | 6 |
| 11 | Wasps | 1 | 2 | 3 | 4 | 5 | 6 |
| 12 | Wilding pine trees | 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.

Please circle **one answer** for each of the 6 statements

| | | Should never be used in any circumstances | Should only be used as a last resort | Am reasonably comfortable with this method as long as appropriate controls are in place | Have no concerns at all about this method | Don't know |
|---|------------------------------------|---|--|---|--|------------|
| 1 | Hunting | 1 | 2 | 3 | 4 | 5 |
| 2 | Trapping | 1 | 2 | 3 | 4 | 5 |
| 3 | Poison bait laid by hand | 1 | 2 | 3 | 4 | 5 |
| 4 | Poison bait spread by aircraft | 1 | 2 | 3 | 4 | 5 |
| 5 | Herbicide sprayed from aircraft | 1 | 2 | 3 | 4 | 5 |
| 6 | Herbicide sprayed from ground | 1 | 2 | 3 | 4 | 5 |

DEMOGRAPHICS

Q31. Which of the following represents your household's income per year before tax?

Please circle one answer

| | |
|--------------------|----|
| Up to \$40,000 | 1 |
| \$40,001-\$60,000 | 2 |
| \$60,001-\$100,000 | 3 |
| \$100,000+ | 4 |
| Prefer not to say | 97 |

Q32. Which of the following categories best matches your occupation?

Please circle one answer

| | |
|--|----|
| Managers | 1 |
| Professionals | 2 |
| Technicians and Trades Workers | 3 |
| Community and Personal Service Workers | 4 |
| Clerical and Administrative Workers | 5 |
| Sales Workers | 6 |
| Machinery Operators and Drivers | 7 |
| Labourers | 8 |
| Retired | 9 |
| 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?

Please circle one answer

| | | |
|---------------------------------------|----|-------------|
| Living on your own | 1 | } Go to Q35 |
| Living with parents | 2 | |
| Share with flatmates | 3 | |
| Live with spouse/partner, no children | 4 | } Go to Q34 |
| Live with spouse/partner and children | 5 | |
| On your own with children | 6 | } Go to Q35 |
| Other, please specify _____ | 98 | |

Q34. Please answer this question if you selected '5 or 6 – live with spouse/partner or on your own with children in the household' at Q33. Everyone else please go to Q35.

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

Please circle all that apply

| | |
|------------------|---|
| Pre-school | 1 |
| Aged 5-12 years | 2 |
| Aged 13-17 years | 3 |

Q35. What ethnic groups do you belong to?

Please circle all that apply

| | |
|-----------------------------|----|
| New Zealand European | 1 |
| Māori | 2 |
| Samoan | 3 |
| Cook Island Māori | 4 |
| Tongan | 5 |
| Niuean | 6 |
| Asian | 7 |
| Indian | 8 |
| Other, please specify _____ | 98 |
| Prefer not to say | 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.

Please circle all that apply

| | |
|--|---|
| I am happy to be contacted for further research | 1 |
| I would like to go into the prize draw for a Visa Prezzy Card worth \$1,000 | 2 |
| I do not want to be contacted for further research nor entered into the prize draw | 3 |

Q37. Please answer this question if you selected '1 and/or 2 – happy to be contacted for further research and/or would like to go into the prize draw' at Q36.

Please provide your contact details below. The winner of the Visa Prezzy Card worth \$1,000 will be announced on the www.ipsos-doc-research.co.nz website on August 1st 2016.

Name:

Phone Number:

Email:

Thank you!

We really appreciate the time you have taken to complete this questionnaire.

Please check that you have completed all pages of this questionnaire.

Please put the completed questionnaire in the Freepost envelope provided or any envelope (no stamp required) and post it to:

Ipsos Limited (FreePost Authority Number 3898)

PO Box 12 567


Penrose

Auckland 1642

New Zealand

If you have any questions please contact Ipsos using any one of the following channels

 DOCsurvey@ipsos-research.com

 0800 842 659 (during office hours)

For some Frequently Asked Questions (FAQs) please visit

 www.ipsos-doc-research.co.nz

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 username handy (from letter or postcard).

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?

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 a Visa Prezzy Card worth \$1,000 that can be used at any outlet that accepts a Visa Card.

Q. I don't have internet access / Can I get a hardcopy of the questionnaire?

A hard copy of the questionnaire in English will be sent to you on Wednesday 13 April. If you don't / didn't receive this or need a replacement, please send us an email or call us and we can arrange for another copy to be sent to you.

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

The survey is available to complete online or on paper in 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 in one of these languages, 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 2015' or by clicking [here](#). We are inviting you to participate in the 2016 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. The person it is address to no longer living at address.

If you know where they now live, please pass it on to them (e.g. child away at university or flatting). If not, please send us an email or call us, as we will take note so that further reminders are not sent.

Q. I'm unable to complete the survey due to age, disability, or language difficulties

Please send us an email or call us and we will take note of this to ensure further reminders aren't sent to you.

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-opening 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 2015' or by clicking [here](#).

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.