



Department of Conservation National Survey

Attitudes, engagement and favourability

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June 2012

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1.0 Summary

New Zealanders said the main benefits of conservation were: preserving/protecting the environment (45%), protecting/saving species (39%), protecting the environment for future generations (31%) and protecting New Zealand's clean/green image (15%).

The primary personal benefits of conservation were considered to be: protecting the environment for my children (22%), protecting plants and animals (20%) and looking after the environment (15%).

A total of 83 percent of New Zealanders said conservation is important to them personally (important or very important). This is a statistically significant decrease on the 2011 result of 86 percent. Just three percent said conservation is not important and the remaining 14 percent were neutral or unsure about the importance of conservation.

New Zealanders were asked how important conservation is compared to other issues (education, health, law and order). The majority of New Zealanders said conservation is of about the same level of importance (60%). Twenty-three percent said conservation is less important and 16 percent said conservation is more important.

A total of 69 percent of New Zealanders agreed *conservation is at the heart of what it means to be a New Zealander* (agree or agree strongly). This is a statistically significant increase on the 2011 result of 66 percent. Just eight percent disagreed and the remaining 23 percent were neutral or unsure.

A total of 85 percent of New Zealanders agreed *conservation of New Zealand's natural environment is important to me* (agree or agree strongly). This was not statistically significantly different from the 2011 result. Just three percent disagreed and the remaining 12 percent were neutral or unsure.

A total of 71 percent of New Zealanders agreed with the statement *I encourage other people to care about and conserve natural resources* (agree or agree strongly). This was not statistically significantly different from the 2011 result. Just seven percent disagreed and the remaining 22 percent were neutral or unsure.

A total of 66 percent of New Zealanders agreed *conservation is important in my life* (agree or agree strongly). This was not statistically significantly different from the 2011 result. Just eight percent disagreed and the remaining 26 percent were neutral or unsure.

A total of 73 percent of New Zealanders agreed *conservation should be considered in all key decisions about New Zealand's future* (agree or agree strongly). This is a statistically significant decrease on the 2011 result of 75 percent. Just seven percent disagreed and the remaining 20 percent were neutral or unsure.

A total of 77 percent of New Zealanders agreed *spending money on conservation is a good investment in the prosperity and wellbeing of all New Zealanders* (agree or agree strongly). This is a statistically significant decrease on the 2011 result of 79 percent. Just five percent disagreed and the remaining 18 percent were neutral or unsure.

A total of 82 percent of New Zealanders agreed *I actively enjoy New Zealand's healthy environment, recreation opportunities and history* (agree or agree strongly). This was not statistically significantly different from the 2011 result. Just four percent disagreed and the remaining 14 percent were neutral or unsure.

A total of 49 percent of New Zealanders agreed *I am keen to see more of the tax I pay spent on conservation* (agree or agree strongly). This was a new question in 2012. Fifteen percent disagreed and the remaining 34 percent were neutral or unsure.

A total of 24 percent of New Zealanders said they had actively contributed to conservation in the last 12 months. This was a statistically significant increase on the 2011 result of 21 percent. Seventy five percent said they had not contributed, this was a statistically significant decrease on the 2011 result of 79%.

A total of 71 percent of New Zealanders had a favourable view of DOC (somewhat or very favourable). This is not statistically significantly different from the 2011 result. Few New Zealanders had an unfavourable view of DOC (5%). This is a slight, but statistically significant increase on the 2011 result of 4 percent. Nearly a quarter of New Zealanders (23%) did not know what their view of DOC is. This is not statistically significantly different from the 2011 result.

A total of 58 percent of New Zealanders said *DOC works well with local communities*. This is the same result as the 2011 survey. Seven percent of New Zealanders said DOC does not work well with New Zealanders – this is a statistically significant increase on the 2011 result of 4 percent. The remainder (35%) didn't know or were neutral about their view on whether DOC works well with local communities.

The majority of New Zealanders (60%) were unsure or neutral about whether *DOC is more interested in commercial opportunities than it used to be*. This is the same as the 2011 result.

Just over a quarter (26%) of New Zealanders said *DOC is more interested in commercial opportunities than it used to be*. Fourteen percent of New Zealanders said DOC is not more interested in commercial opportunities than it used to be. Neither of these results are statistically significantly different from the 2011 results.

Just under three-quarters (71%) of New Zealanders agreed *DOC is a leader in the conservation field*. This is a statistically significant decrease on the 2011 result of 71 percent. Just five percent of New Zealanders disagreed with this statement. This is statistically significant increase on the 2011 result of 2%.

Just under two-thirds (64%) of New Zealanders agreed *DOC is a good use of taxpayer money*. This is a statistically significant decrease on the 2011 result of 71 percent. Seven percent of New Zealanders disagreed with this statement. This is a statistically significant increase on the 2011 result of 4 percent.

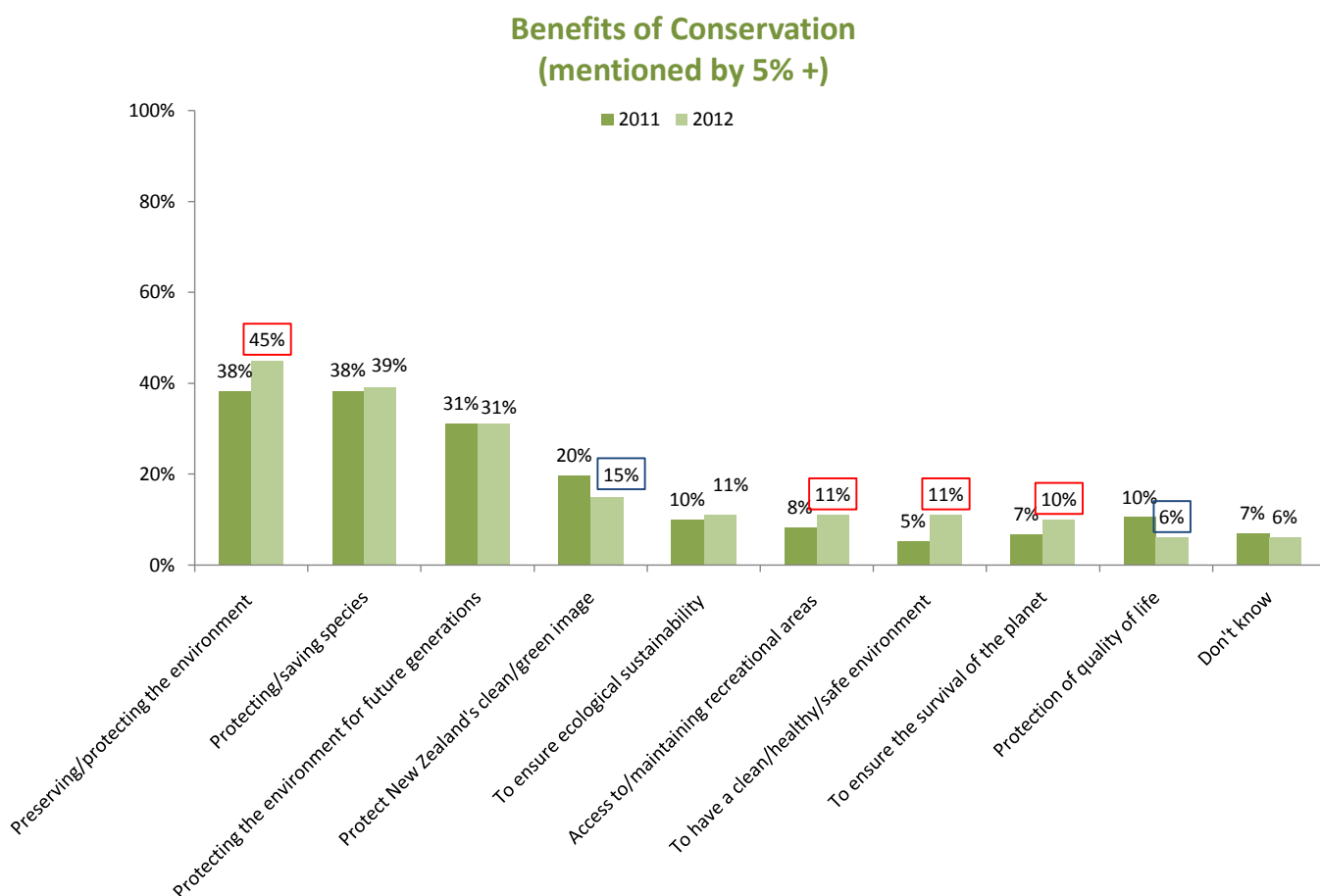
Most New Zealanders agree *DOC is relevant to New Zealanders today* (85%), *important* (85%) and *hard working* (79%). At least two-thirds agree DOC is *effective* (71%) and *trustworthy* (66%). Around half of New Zealanders agree DOC is *innovative* (52%), *inspiring* (52%) and *modern* (47%). The findings have not been compared to the 2011 results because a slight change in question wording between the two surveys appears to have impacted on the results.

2.0 Findings

2.1 Main benefits of conservation

New Zealanders said the main benefits of conservation were: preserving/protecting the environment (45%), protecting/saving species (39%), protecting the environment for future generations (31%) and protecting New Zealand’s clean/green image (15%).

Between 2011 and 2012 there were statistically significant **increases** in the proportion that said: preserving/protecting the environment, access to/maintaining recreational areas, clean/healthy/safe environment and to ensure the survival of the planet. And statistically significant **decreases** in the proportion that said: protect New Zealand’s clean/green image and protection of quality of life.



Base: all respondents 2011 3614, 2012 3885

Significant differences follow overleaf.

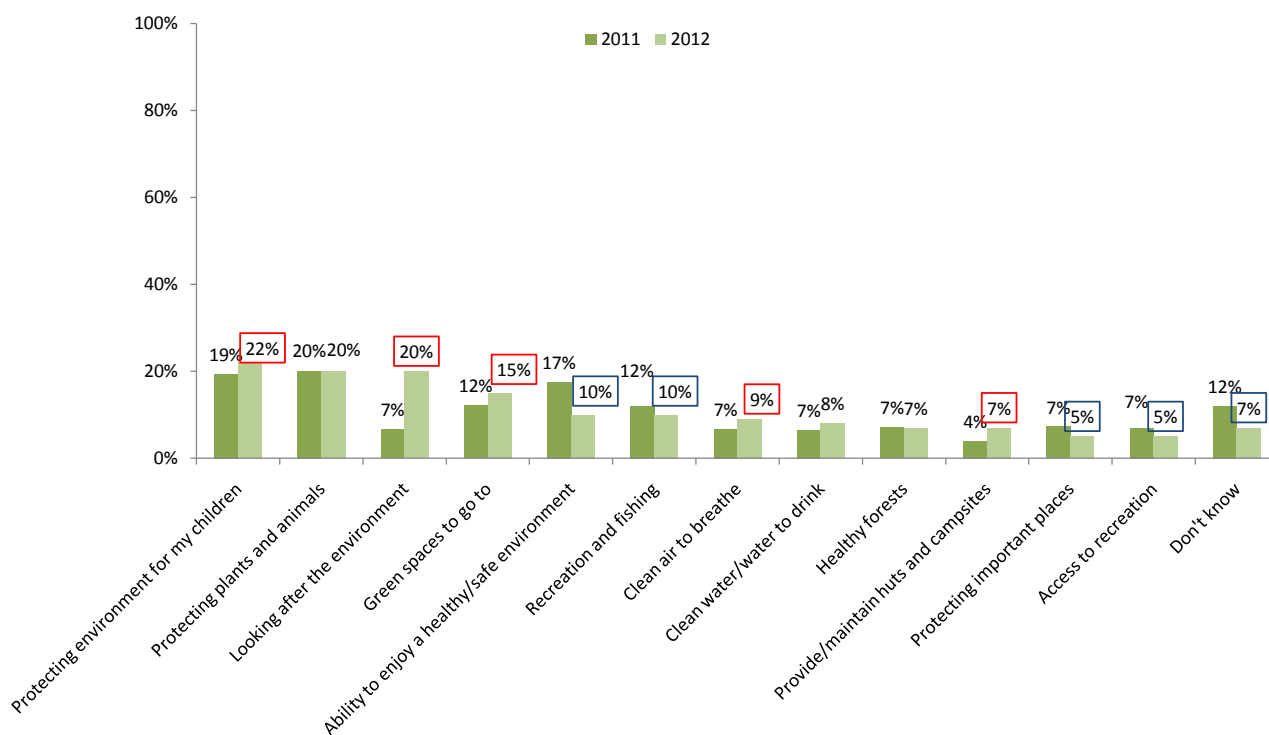
Statistically significantly more likely to mention:	
Preserving/protecting the environment	55 years plus, favourable view of DOC, Nelson/Marlborough
Protecting/saving species	Female, 40-54 years, favourable view of DOC, Bay of Plenty, Nelson/Marlborough, Northland
Protecting the environment for future generations	40-54 years, income \$60,001 plus, favourable view of DOC
Protect New Zealand's clean/green image	-Southland
To ensure ecological sustainability	Living in a big city, visited DOC area
Access to/maintaining recreational areas	40-54 years, favourable view of DOC, visited DOC area, Canterbury, Nelson/Marlborough
To have a clean/healthy/safe environment	55 years plus, living in a big city
To ensure the survival of the planet	Living in a big city, Auckland
Protection of quality of life	55 years plus
Don't know	24 years or younger, Maori, Pacific, Income up to \$40,000, living in a small town, not visited a DOC area, Waikato

2.2 Benefits of conservation personally

The primary personal benefits of conservation were considered to be: protecting the environment for my children (22%), protecting plants and animals (20%), and looking after the environment (20%).

Between 2011 and 2012 there were statistically significant **increases** in the proportion that said: protecting environment for my children, looking after the environment, green spaces to go to, clean air to breathe and provide/maintain huts and campsites. And statistically significant **decreases** in the proportion that said: ability to enjoy a healthy/safe environment, recreation and fishing, protecting important places, access to recreation and don't know.

**Benefits of Conservation personally
(mentioned by 5% +)**



Base: all respondents 2011 3614, 2012 3885

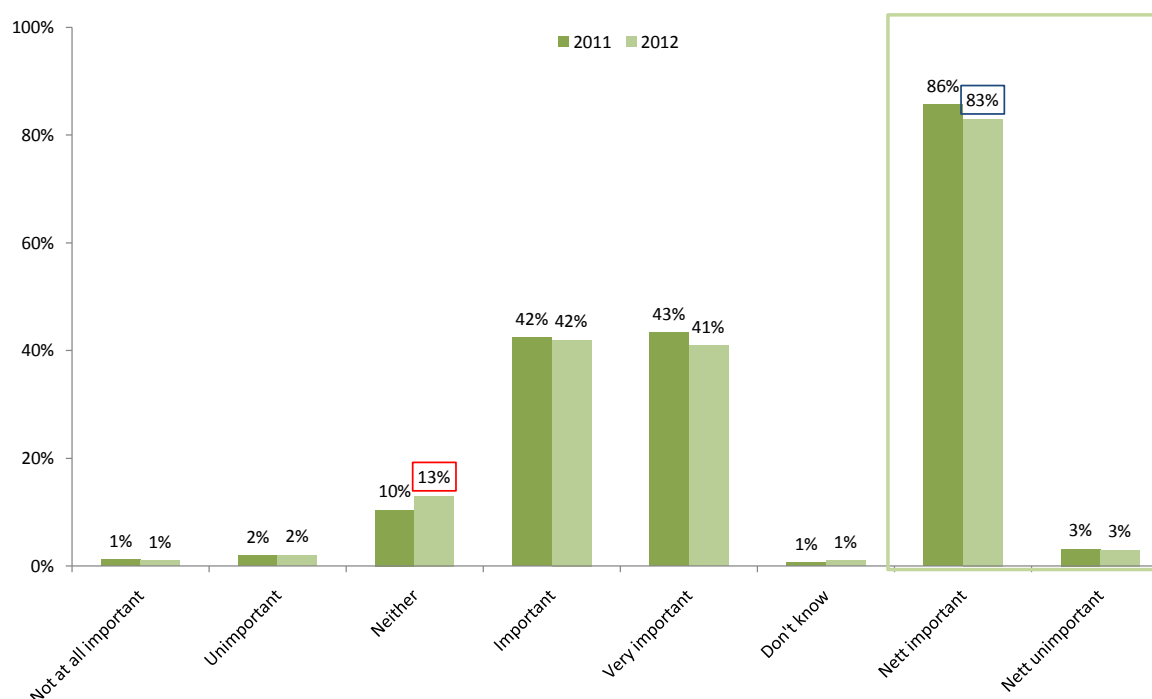
Significant differences follow overleaf.

Statistically significantly more likely to mention:	
Protecting environment for my children	Female, 25-54 years, Maori, income \$60,001 plus, favourable view of DOC, visited DOC area in the last 12 months
Protecting plants and animals	Female, Northland
Looking after the environment	40-54 years
Green spaces to go to	Other ethnicity (not Pakeha, Maori, Pacific or Asian), income \$60,001 plus
Ability to enjoy a healthy/safe environment	40-54 years, favourable view of DOC
Recreation and fishing	Male, 40-54 years, visited DOC area in the last 12 months, Nelson/Marlborough, Otago, Southland
Clean air to breathe	55 years plus, Auckland
Clean water/water to drink	Female. 55 years plus, Maori
Healthy forests	-
Provide/maintain huts and campsites	Favourable view of DOC, visited DOC area in last 12 months, Nelson/Marlborough
Protecting important places	-
Access to recreation	Nelson/Marlborough, Otago, West Coast
Don't know	18-24 years, Maori, income \$40,000 or less, from a small town, not visited a DOC area in the last 12 months

2.3 Importance of conservation personally

A total of 83 percent of New Zealanders said conservation is important to them personally (important or very important). This is a statistically significant decrease on the 2011 result of 86 percent. Just three percent said conservation is not important and the remaining 14 percent were neutral or unsure about the importance of conservation.

Importance of conservation personally



Base: all respondents 2011 3614, 2012 3885

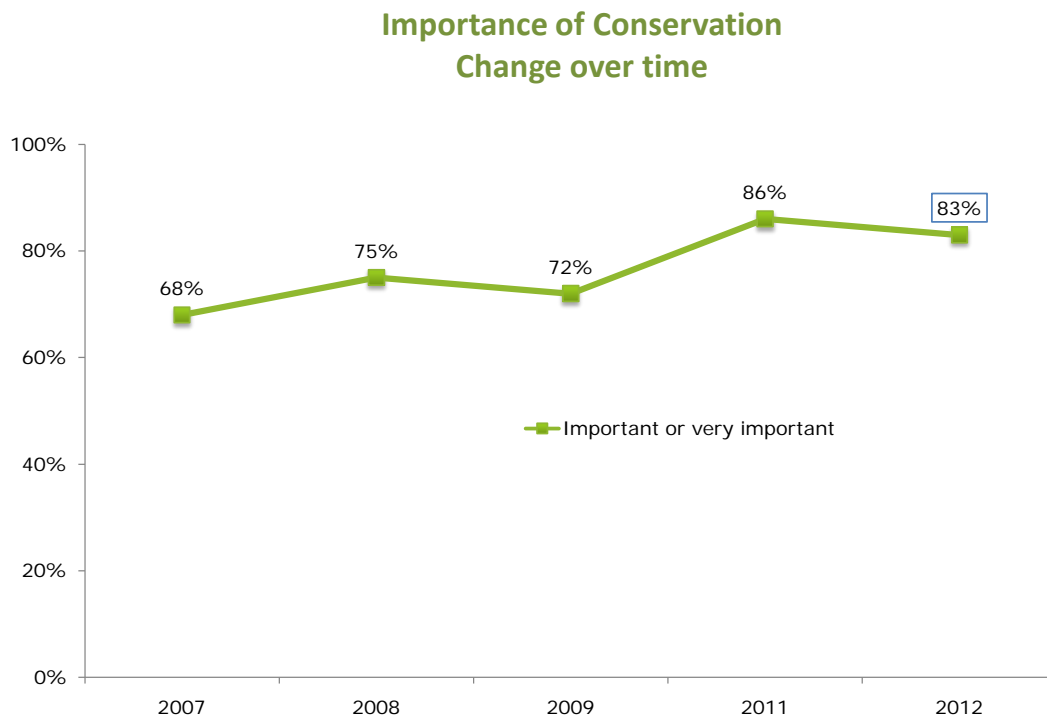
The following groups were statistically significantly more likely to say conservation **is** important.

- 55 years plus
- Favourable view of DOC
- Visited DOC area in last 12 months.

The following groups were statistically significantly more likely to say conservation is **not** important.

- 18-24 years
- Pacific
- Unfavourable view of DOC
- Not visited DOC area in last 12 months
- West Coast.

There was a substantial increase in the proportion of New Zealanders that said conservation is important to them between the 2009 and 2011 surveys (however a 10 point scale was used in 2009 and a 5 point scale in 2011 which may be the reason for the change). In 2012 there was a small decrease from 2011, but the result remains significantly higher than in 2010 and previous years.



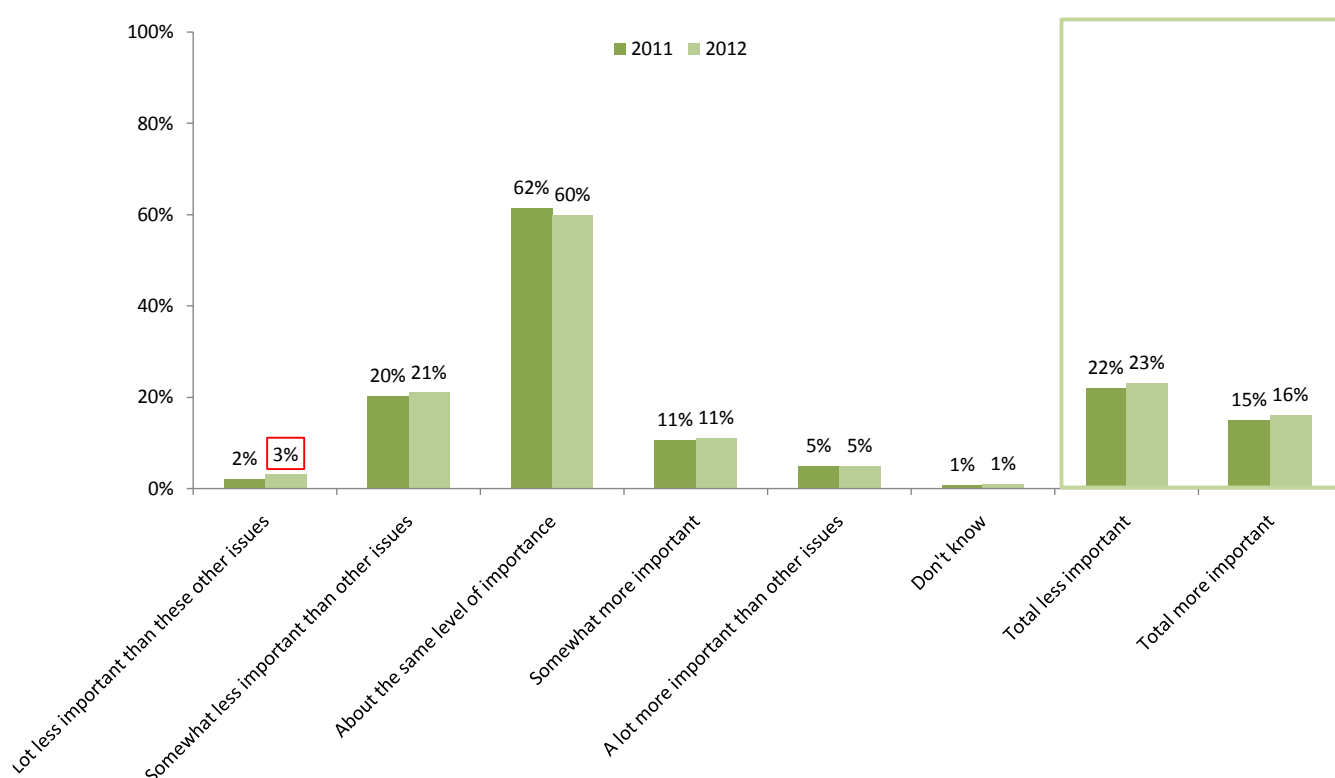
There was a statistically significant decrease between 2011 and 2012 in the importance of conservation personally for the Auckland Conservancy (91%-82%).

Significantly more likely to say conservation is personally important:		
	2011	2012
Total	86%	83%
Auckland	91%	82%
Bay of Plenty	82%	83%
Canterbury	82%	85%
Nelson/ Marlborough	86%	85%
Northland	84%	85%
Otago	84%	81%
Southland	79%	81%
Tongariro, Whanganui, Taranaki	83%	82%
Waikato	84%	81%
Wellington	85%	86%
West Coast	68%	72%
Base Size	3,614	3,885

2.4 Importance of conservation compared to other issues

New Zealanders were asked how important conservation is compared to other issues (education, health, law and order). The majority of New Zealanders said conservation is of about the same level of importance (60%). Twenty-three percent said conservation is less important and 16 percent said conservation is more important.

Importance of conservation relative to education, health, law and order



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to say conservation is **more** important:

- Pacific
- Asian.

The following groups were statistically significantly more likely to say conservation is **less** important:

- 40-54 years
- Not visited a DOC area in the last 12 months
- West Coast.

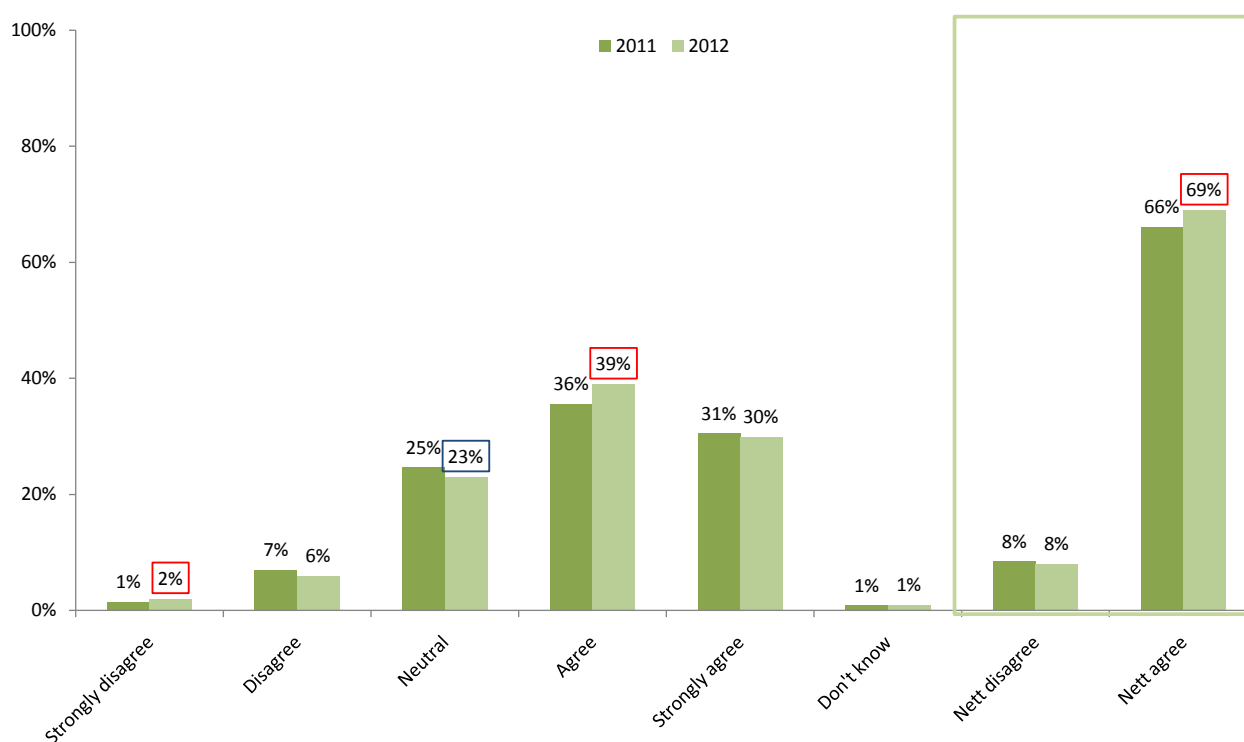
There was a statistically significant increase between 2011 and 2012 in the relative importance of conservation for the Northland Conservancy (14%-20%).

Significantly more likely to say conservation is relatively more important:		
	2011	2012
Total	15%	16%
Auckland	16%	17%
Bay of Plenty	16%	15%
Canterbury	16%	17%
Nelson/ Marlborough	12%	13%
Northland	14%	20%
Otago	14%	17%
Southland	14%	14%
Tongariro, Whanganui, Taranaki	17%	15%
Waikato	17%	15%
Wellington	15%	12%
West Coast	11%	11%
Base Size	3,614	3,885

2.5 Conservation is at the heart of what it means to be a New Zealander

A total of 69 percent of New Zealanders agreed *conservation is at the heart of what it means to be a New Zealander* (agree or agree strongly). This is a statistically significant increase on the 2011 result of 66 percent. Just eight percent disagreed and the remaining 23 percent were neutral or unsure.

Conservation is at the heart of what it means to be a New Zealander



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **agree**.

- Female
- 55 years +
- Maori, Asian
- Small city/large town
- Favourable view of DOC.

The following groups were statistically significantly more likely to **disagree**.

- 40-54 years
- Small town
- Unfavourable view of DOC
- West Coast.

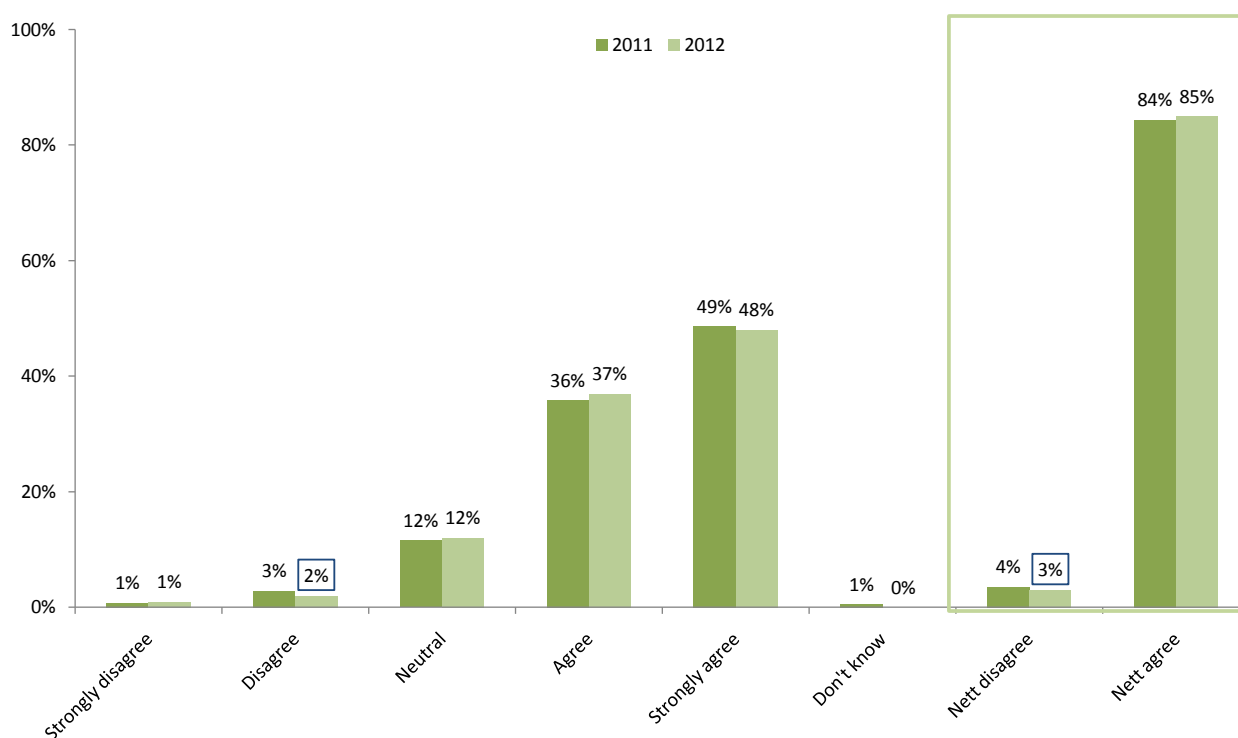
There was no statistically significant change between 2011 and 2012 at a Conservancy level.

Agree conservation is at the heart of what it means to be a New Zealander:		
	2011	2012
Total	66%	69%
Auckland	68%	68%
Bay of Plenty	61%	68%
Canterbury	65%	71%
Nelson/ Marlborough	65%	70%
Northland	65%	70%
Otago	66%	70%
Southland	63%	68%
Tongariro, Whanganui, Taranaki	69%	67%
Waikato	66%	70%
Wellington	65%	69%
West Coast	51%	52%
Base Size	3,614	3,885

2.6 Conservation of New Zealand's natural environment is important to me

A total of 85 percent of New Zealanders agreed *conservation of New Zealand's natural environment is important to me* (agree or agree strongly). This was not statistically significantly different from the 2011 result. Just three percent disagreed and the remaining 12 percent were neutral or unsure.

Conservation of New Zealand's natural environment is important to me



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **agree**.

- 55 years plus
- Small city/large town
- Favourable view of DOC
- Visited DOC area in last 12 months
- Northland
- Otago.

The following groups were statistically significantly more likely to **disagree**.

- Other ethnicity (not Pakeha, Maori, Pacific or Asian)
- Unfavourable view of DOC
- Not visited DOC area in last 12 months
- West Coast.

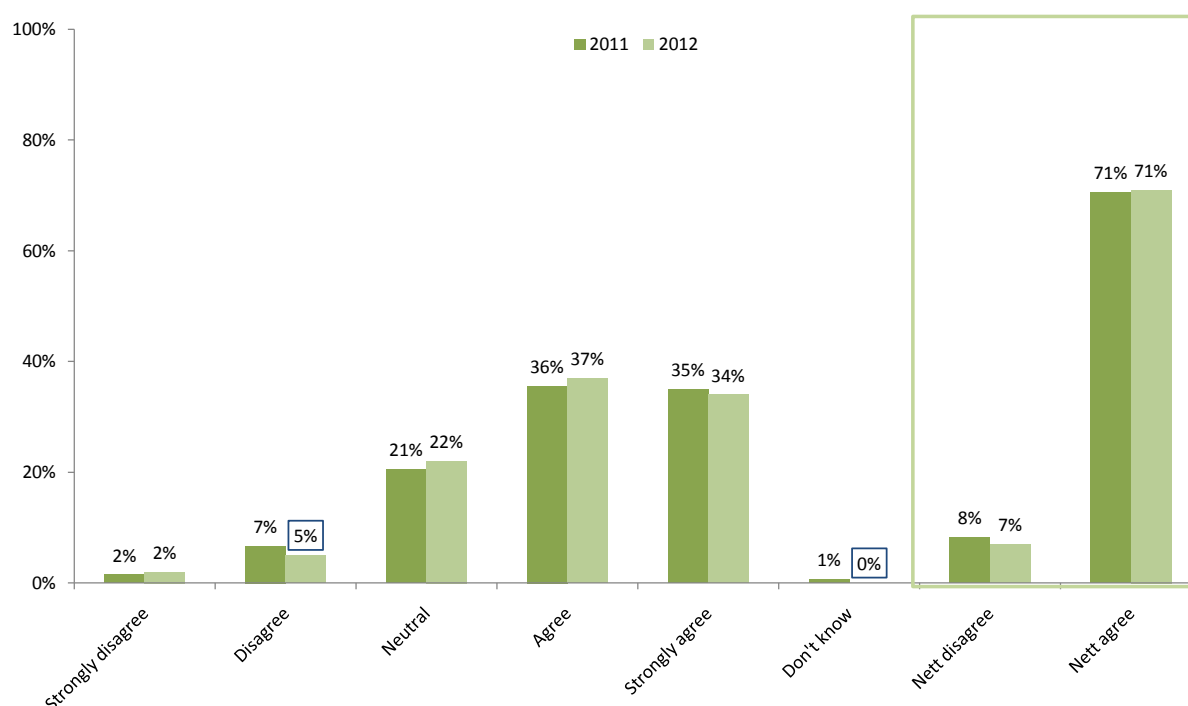
There was no statistically significant change between 2011 and 2012 at a Conservancy level.

Agree conservation of New Zealand's environment is important to me:		
	2011	2012
Total	84%	85%
Auckland	87%	86%
Bay of Plenty	81%	84%
Canterbury	83%	87%
Nelson/ Marlborough	85%	86%
Northland	83%	88%
Otago	84%	88%
Southland	81%	83%
Tongariro, Whanganui, Taranaki	85%	81%
Waikato	86%	82%
Wellington	83%	86%
West Coast	63%	71%
Base Size	3,614	3,885

2.7 I encourage other people to care about and conserve natural resources

A total of 71 percent of New Zealanders agreed with the statement *I encourage other people to care about and conserve natural resources* (agree or agree strongly). This was not statistically significantly different from the 2011 result. Just seven percent disagreed and the remaining 22 percent were neutral or unsure.

I encourage other people to care about and conserve natural resources



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **agree**.

- 55 years plus
- Pacific
- Income below \$40,000
- Favourable view of DOC
- Visited DOC area in last 12 months
- Northland.

The following groups were statistically significantly more likely to **disagree**.

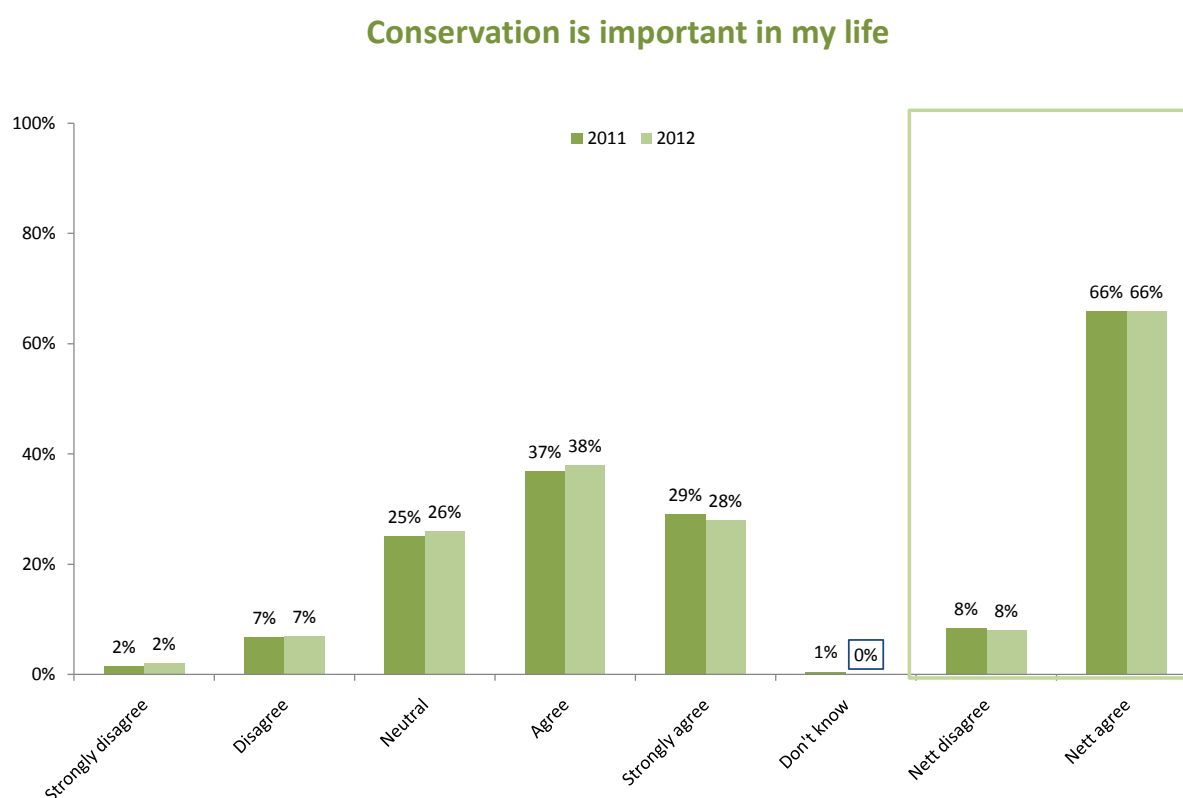
- 18-24 years
- Unfavourable view of DOC
- Not visited DOC area in last 12 months
- West Coast.

There was a statistically significant increase between 2011 and 2012 in agreeing I encourage other people to care about and conserve natural resources for the Northland Conservancy (70%-77%).

Agree I encourage other people to care about and conserve natural resources:		
	2011	2012
Total	71%	71%
Auckland	73%	72%
Bay of Plenty	67%	70%
Canterbury	70%	68%
Nelson/ Marlborough	72%	72%
Northland	70%	77%
Otago	73%	74%
Southland	66%	69%
Tongariro, Whanganui, Taranaki	71%	69%
Waikato	74%	71%
Wellington	67%	71%
West Coast	59%	57%
Base Size	3,614	3,885

2.8 Conservation is important in my life

A total of 66 percent of New Zealanders agreed *conservation is important in my life* (agree or agree strongly). This was not statistically significantly different from the 2011 result. Just eight percent disagreed and the remaining 26 percent were neutral or unsure.



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **agree**.

- 55 years plus
- Favourable view of DOC
- Visited DOC area in the last 12 months

The following groups were statistically significantly more likely to **disagree**.

- Male
- 18-24 years
- Unfavourable view of DOC
- Not visited DOC area in the last 12 months
- West Coast.

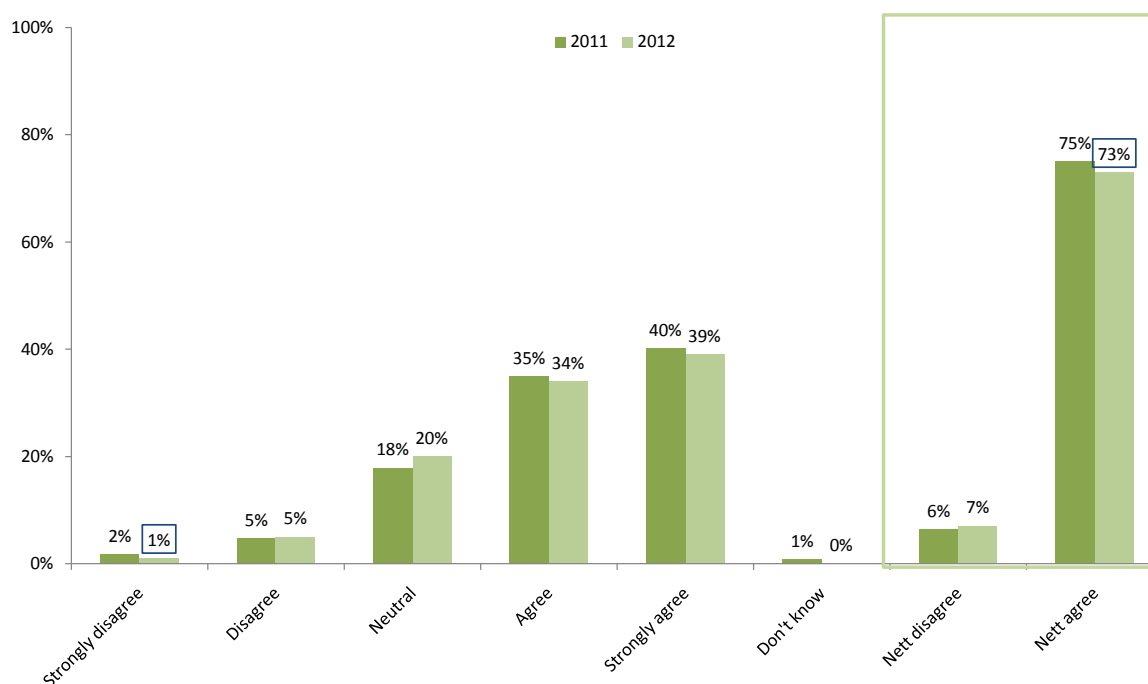
There was a statistically significant increase between 2011 and 2012 in the proportion in Northland (62%-71%) and Southland (57%-66%) that agreed conservation is important in their life.

Agree conservation is important in my life:		
	2011	2012
Total	66%	66%
Auckland	69%	69%
Bay of Plenty	63%	63%
Canterbury	63%	63%
Nelson/ Marlborough	65%	65%
Northland	62%	71%
Otago	68%	68%
Southland	57%	66%
Tongariro, Whanganui, Taranaki	66%	65%
Waikato	67%	63%
Wellington	65%	66%
West Coast	50%	54%
Base Size	3,614	3,885

2.9 Conservation should be considered in all key decisions about New Zealand's future

A total of 73 percent of New Zealanders agreed *conservation should be considered in all key decisions about New Zealand's future* (agree or agree strongly). This is a statistically significant decrease on the 2011 result of 75 percent. Just seven percent disagreed and the remaining 20 percent were neutral or unsure.

Conservation should be considered in all key decisions about New Zealand's future



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **agree**.

- Female
- 55 years plus
- Maori
- Favourable view of DOC
- Visited DOC area in last 12 months.

The following groups were statistically significantly more likely to **disagree**.

- Unfavourable view of DOC
- Not visited DOC area in the last 12 months
- West Coast.

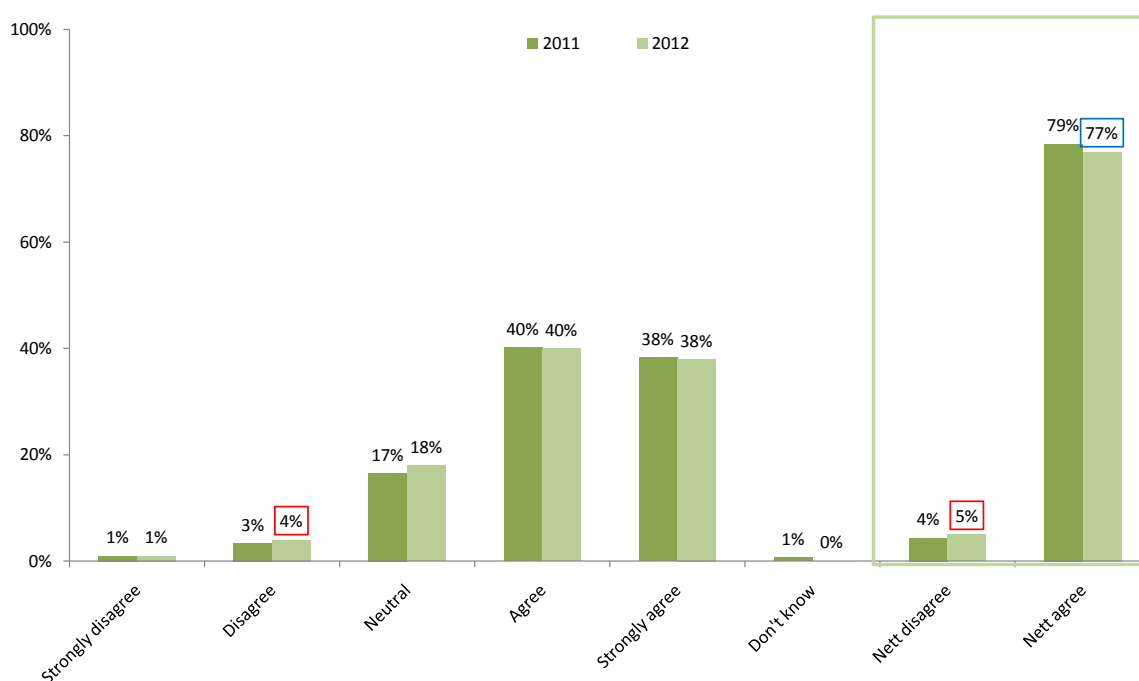
There were no statistically significant changes between 2011 and 2012 at the Conservancy level.

Agree conservation should be considered in all decisions about New Zealand's future:		
	2011	2012
Total	75%	73%
Auckland	78%	72%
Bay of Plenty	72%	73%
Canterbury	71%	73%
Nelson/ Marlborough	74%	78%
Northland	72%	77%
Otago	76%	75%
Southland	72%	72%
Tongariro, Whanganui, Taranaki	78%	73%
Waikato	74%	73%
Wellington	76%	73%
West Coast	54%	58%
Base Size	3,614	3,885

2.10 Spending money on conservation is a good investment in the prosperity and wellbeing of all New Zealanders

A total of 77 percent of New Zealanders agreed *spending money on conservation is a good investment in the prosperity and wellbeing of all New Zealanders* (agree or agree strongly). This is a statistically significant decrease on the 2011 result of 79 percent. Just four percent disagreed and the remaining 18 percent were neutral or unsure.

Spending money on conservation is a good investment in the prosperity and wellbeing of all New Zealanders



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **agree**.

- 55 years plus
- Big city, small city/large town
- Favourable view of DOC
- Visited DOC area in last 12 months.

The following groups were statistically significantly more likely to **disagree**.

- Income below \$40,000
- Rural
- Unfavorable view of DOC
- Southland, West Coast.

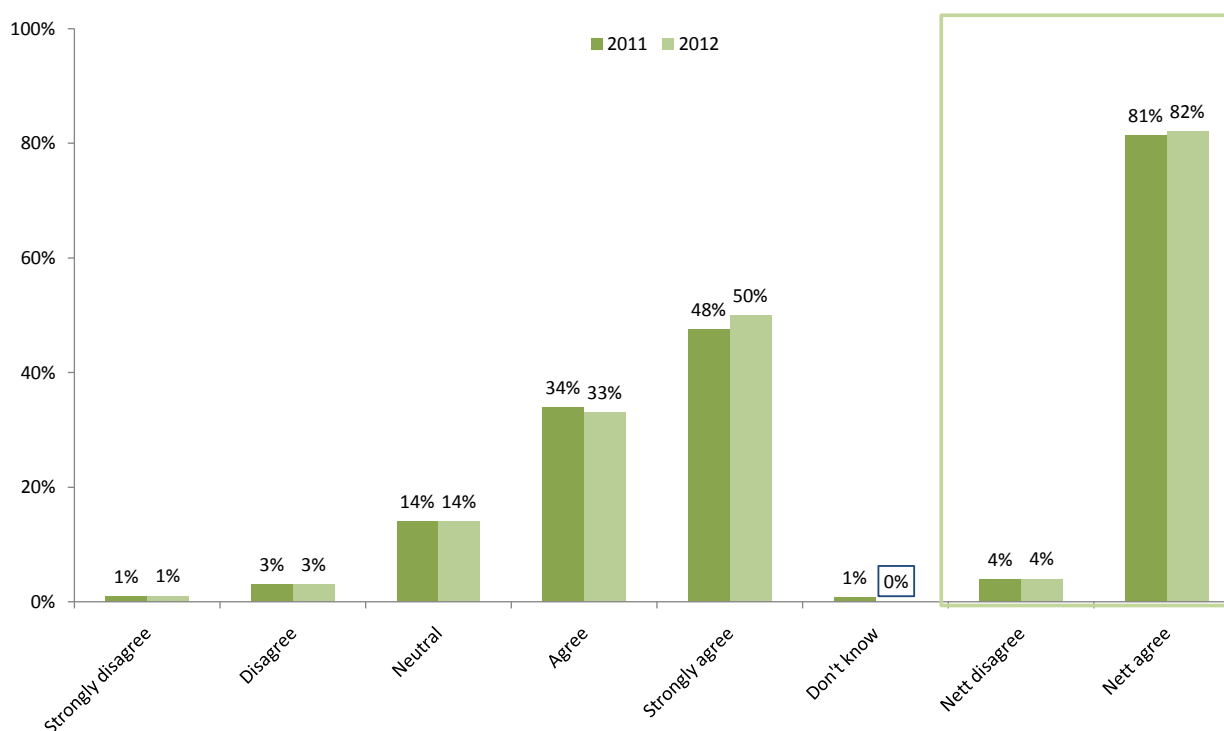
There were no statistically significant changes between 2011 and 2012 at the Conservancy level.

Spending money on conservation is a good investment:		
	2011	2012
Total	79%	77%
Auckland	81%	77%
Bay of Plenty	74%	80%
Canterbury	76%	78%
Nelson/ Marlborough	78%	75%
Northland	76%	80%
Otago	79%	77%
Southland	73%	70%
Tongariro, Whanganui, Taranaki	81%	75%
Waikato	78%	76%
Wellington	79%	79%
West Coast	55%	58%
Base Size	3,614	3,885

2.11 I actively enjoy New Zealand’s healthy environment, recreation opportunities and history

A total of 82 percent of New Zealanders agreed *I actively enjoy New Zealand’s healthy environment, recreation opportunities and history* (agree or agree strongly). This was not statistically significantly different from the 2011 result. Just four percent disagreed and the remaining 14 percent were neutral or unsure.

I actively enjoy New Zealand’s healthy environment, recreation opportunities and history



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **agree**.

- 55 years plus
- Rural
- Favourable view of DOC
- Visited DOC area in last 12 months.

The following groups were statistically significantly more likely to **disagree**.

- Income below \$40,000
- Unfavourable view of DOC
- Not visited DOC area in last 12 months
- Wellington
- West Coast.

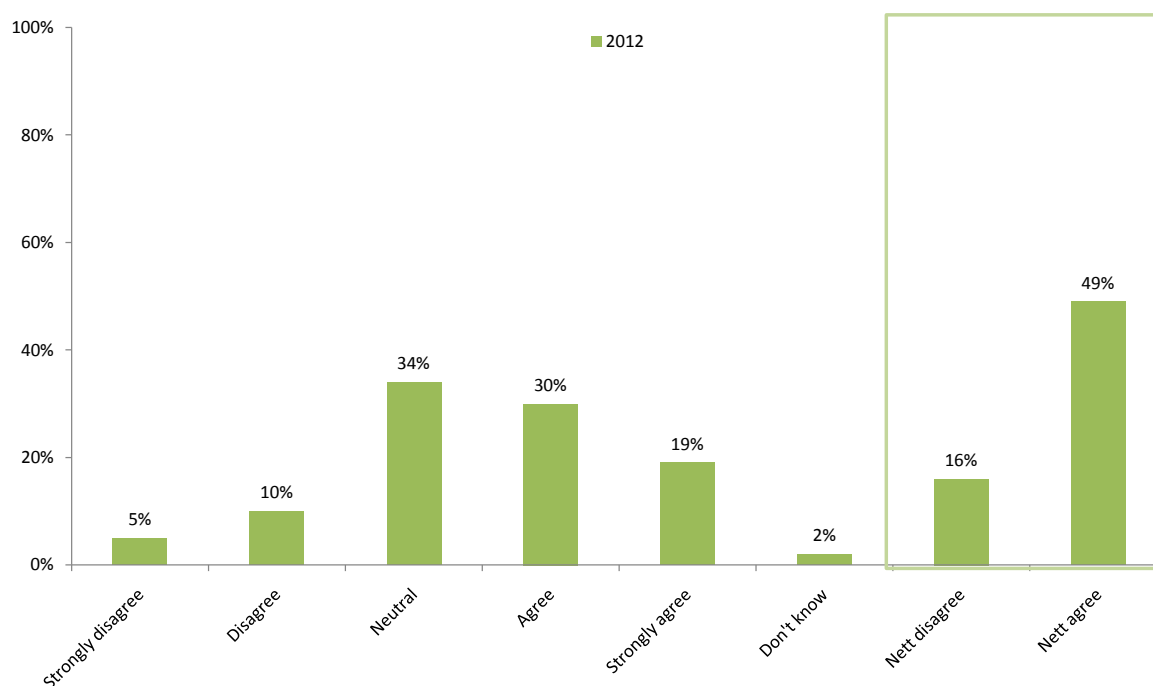
There was a statistically significant increase between 2011 and 2012 in the proportion in Southland that agreed they actively enjoy New Zealand's healthy environment (75%-82%).

Agree I actively enjoy New Zealand's healthy environment:		
	2011	2012
Total	81%	82%
Auckland	81%	85%
Bay of Plenty	81%	82%
Canterbury	81%	82%
Nelson/ Marlborough	85%	84%
Northland	85%	86%
Otago	83%	83%
Southland	75%	82%
Tongariro, Whanganui, Taranaki	82%	83%
Waikato	82%	81%
Wellington	81%	77%
West Coast	78%	76%
Base Size	3,614	3,885

2.12 I am keen to see more of the tax I pay spent on conservation

A total of 49 percent of New Zealanders agreed *I am keen to see more of the tax I pay spent on conservation* (agree or agree strongly). This was a new question in 2012. Sixteen percent disagreed and the remaining 36 percent were neutral or unsure.

I am keen to see more of the tax I pay spent on conservation



Base: all respondents 2012 3885

The following groups were statistically significantly more likely to **agree**.

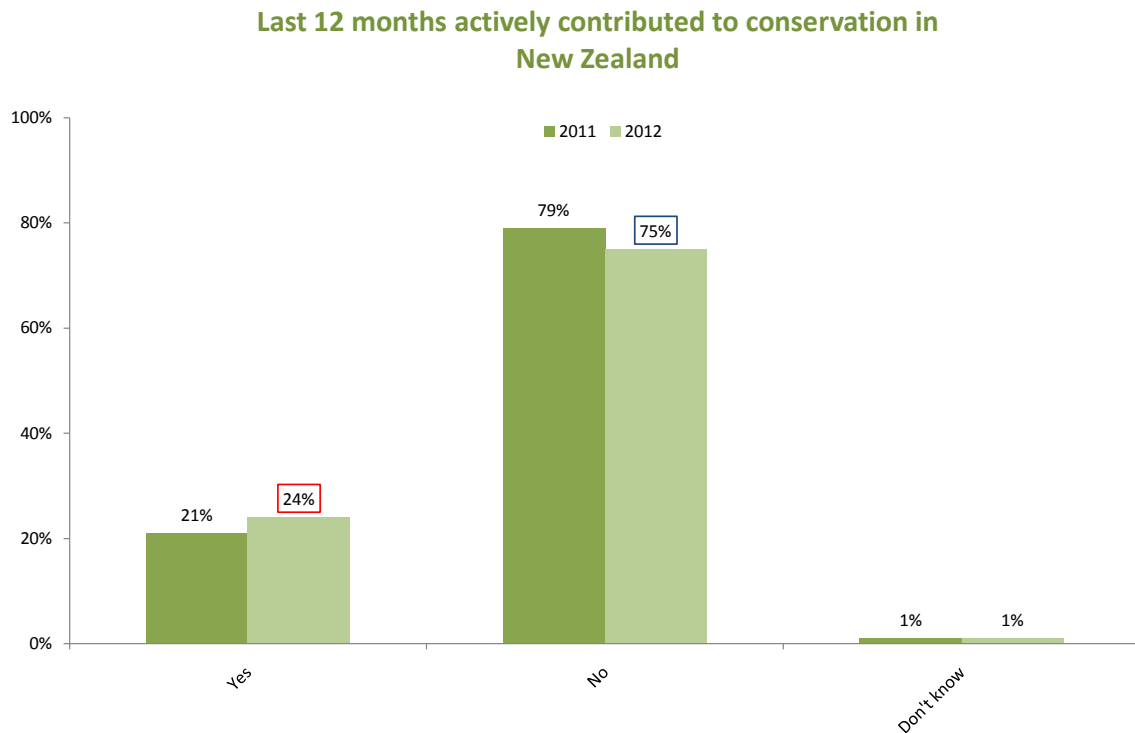
- Female
- Maori, other ethnicity (not Pakeha, Maori, Pacific or Asian)
- Favourable view of DOC
- Visited DOC area in last 12 months

The following groups were statistically significantly more likely to **disagree**.

- Male
- 40-54 years
- Small town
- Unfavourable view of DOC
- Not visited a DOC area in the last 12 months
- Southland
- West Coast.

2.13 Actively contribute to conservation

A total of 24 percent of New Zealanders said they had actively contributed to conservation in the last 12 months. This was a statistically significant increase on the 2011 result of 21 percent. Seventy five percent said they had not contributed, this was a statistically significant decrease on the 2011 result of 79 percent.



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **have contributed**.

- Male
- 40-54 years
- Maori
- Rural
- Unfavourable view of DOC
- Visited DOC area in last 12 months
- Northland, Otago.

The following groups were statistically significantly more likely to **disagree**.

- Female
- 18-24 years
- Not visited DOC area in the last 12 months.

There was a statistically significant increase between 2011 and 2012 in the proportion in Northland (25%-33%) and Otago (22%-31%) that actively contributed to conservation in New Zealand in the last 12 months.

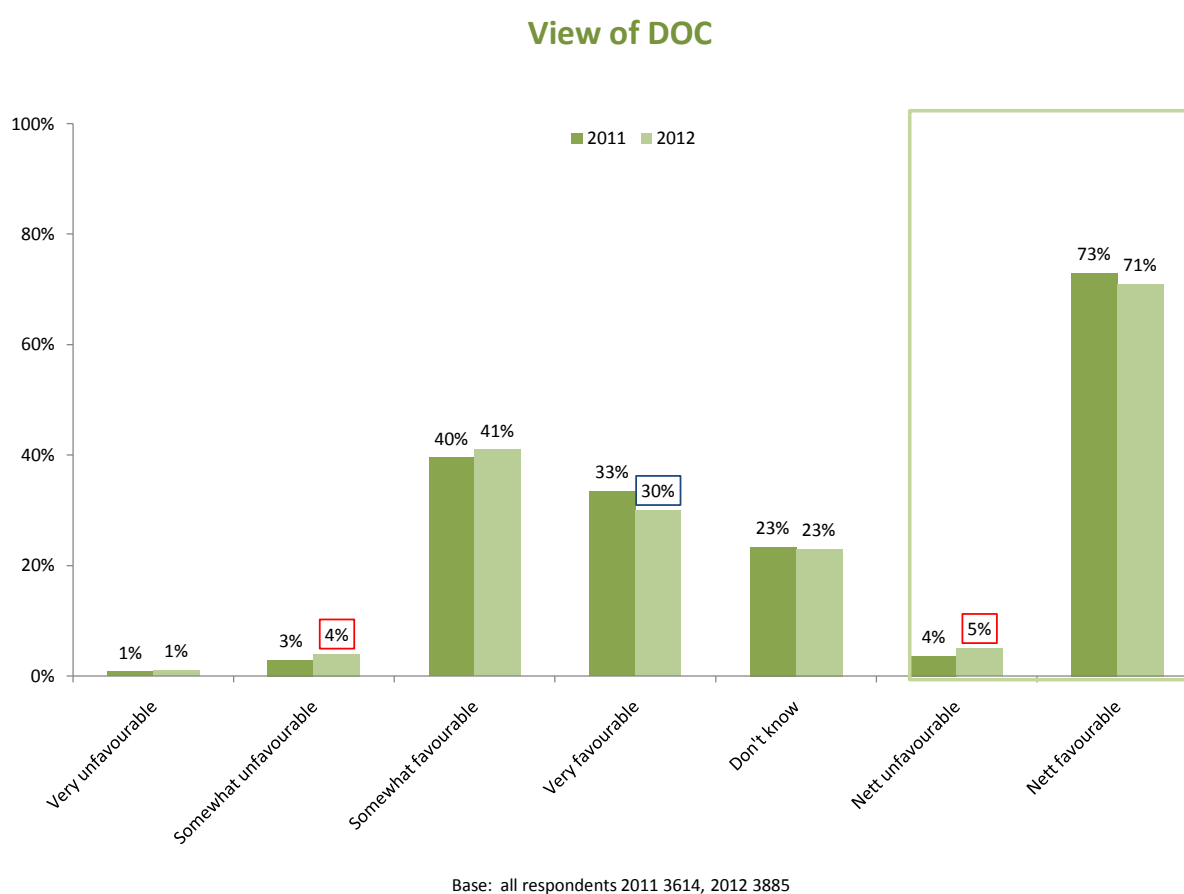
Actively contributed to conservation in New Zealand:		
	2011	2012
Total	21%	24%
Auckland	21%	24%
Bay of Plenty	21%	26%
Canterbury	18%	22%
Nelson/ Marlborough	23%	25%
Northland	25%	33%
Otago	22%	31%
Southland	18%	24%
Tongariro, Whanganui, Taranaki	20%	21%
Waikato	26%	24%
Wellington	19%	23%
West Coast	22%	23%
Base Size	3,614	3,885

2.14 Favourable view of DOC

A total of 71 percent of New Zealanders had a favourable view of DOC (somewhat or very favourable). This is not statistically significantly different from the 2011 result.

Few New Zealanders had an unfavourable view of DOC (5%). This is a slight, but statistically significant increase on the 2011 result of 4 percent.

Nearly a quarter of New Zealanders (23%) did not know what their view of DOC is. This is not statistically significantly different from the 2011 result.



The following groups were statistically significantly more likely to have a **favourable** view of DOC:

- 40-54 years
- Pakeha
- Income \$60,001 plus
- Big city
- Visited DOC area in the last 12 months
- Nelson/Marlborough.

The following groups were statistically significantly more likely to have an **unfavourable** view of DOC:

- Male
- Small town
- Rural
- Waikato
- West Coast.

The following groups were statistically significantly more likely to say they did not know whether their view of DOC was favourable or not:

- Female
- 18-24 years
- Maori, Pacific, Asian
- Income below \$40,000
- Small city/large town
- Not visited a DOC area in the last 12 months.

There was no statistically significant change between 2011 and 2012 at the Conservancy level.

Favourable view of DOC:		
	2011	2012
Total	73%	71%
Auckland	76%	74%
Bay of Plenty	68%	68%
Canterbury	69%	71%
Nelson/ Marlborough	74%	76%
Northland	74%	72%
Otago	76%	73%
Southland	70%	70%
Tongariro, Whanganui, Taranaki	71%	67%
Waikato	68%	66%
Wellington	76%	72%
West Coast	63%	64%
Base Size	3,614	3,885

The primary reasons people gave for having a favourable view of DOC were:

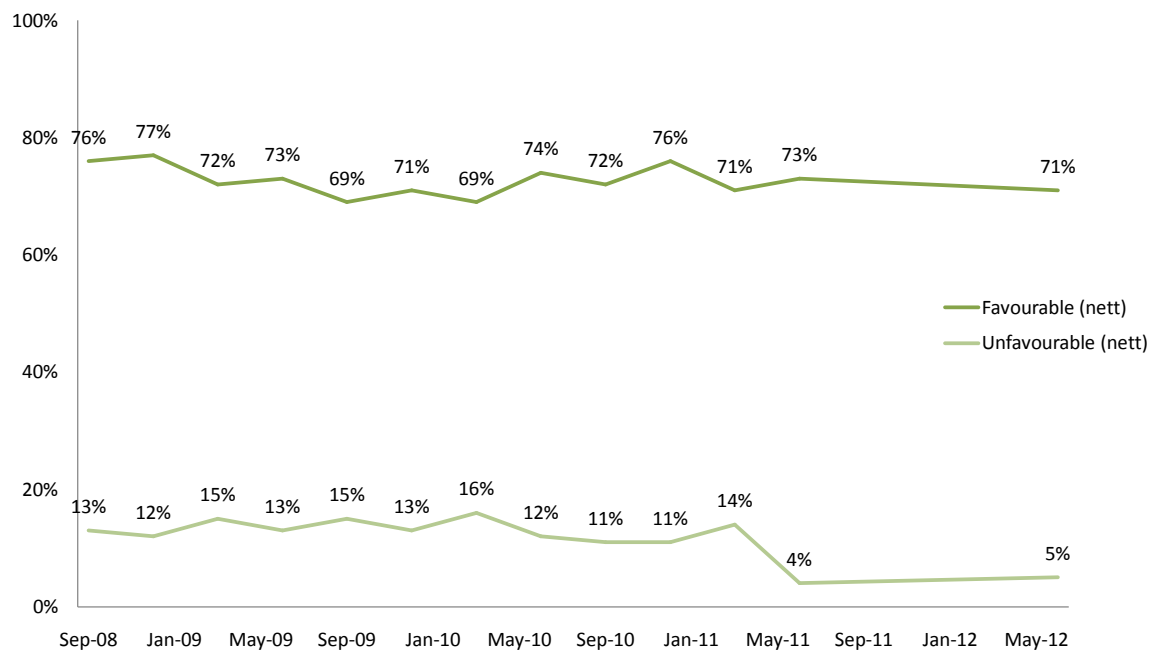
- Generally doing a good job
- Protecting the environment
- Facilities/services they offer
- Protecting flora and fauna
- Appreciate what they do/importance of what they do
- Maintenance of facilities
- They educate/provide great information
- Doing the best they can with the resources/limited funding they have
- They make the outdoors accessible
- They care about protecting NZ/NZ's future
- Friendly/helpful/welcoming staff
- My knowledge/experience of them
- A positive company/public profile
- Personal opinions
- I agree/believe in what they are doing good/have good intentions.

The primary reasons people gave for having an unfavourable view of DOC were:

- Poor management/too bureaucratic
- Narrow thinking/dogmatic attitude
- Animal/pest control
- Misdirection of policies
- Not value for money
- Control and access of land
- Missed opportunities including development/economic
- Poor decision making/decisions favour DoC
- Poor camp management
- Negative public profile
- Too powerful
- Poor relationship with hunters.

There has been little change over time in the proportion of New Zealanders that view DOC favourably, though there was a decrease in those who had an unfavourable view of DOC in 2011 and this has mostly been maintained in 2012 (this change may reflect a change in methodological approach between the 2010 and 2011 surveys).

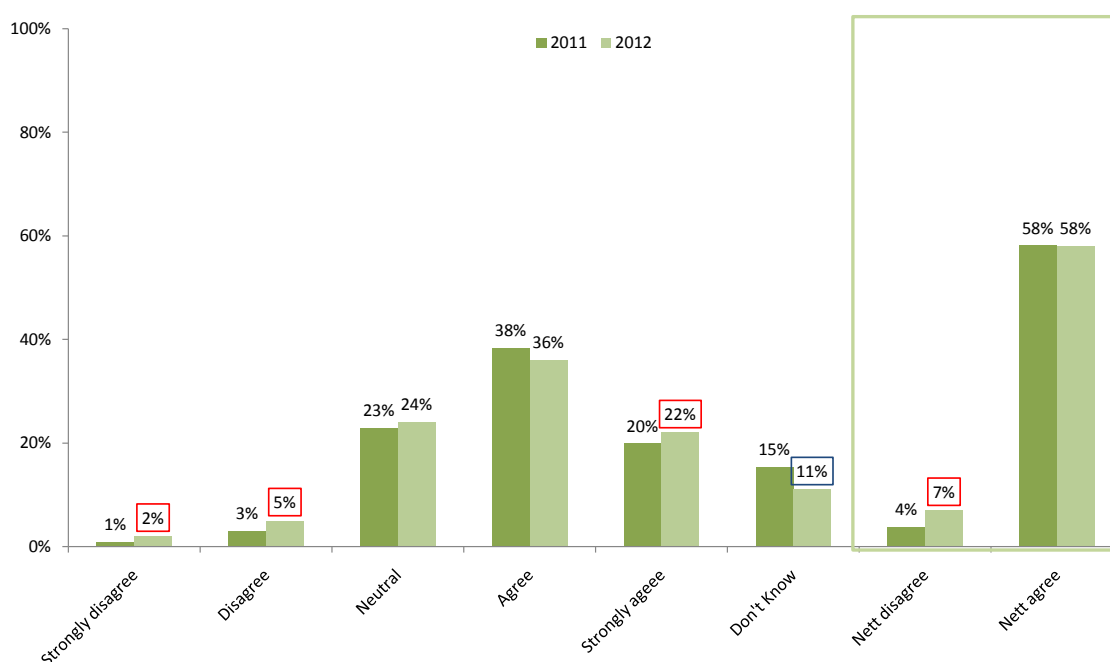
View of DOC Change over time



2.15 DOC and local communities

Just over half (58%) of New Zealanders said *DOC works well with local communities*. This is the same result as the 2011 survey. Seven percent of New Zealanders said DOC does not work well with New Zealanders – this is a statistically significant increase on the 2011 result of 4 percent. The remainder (35%) didn't know or were neutral about their view on whether DOC works well with local communities.

DOC works well with local communities



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **agree** DOC works well with local communities:

- Maori
- Small city/large town
- Favourable view of DOC
- Visited DOC area in the last 12 months
- Tongariro/Whanganui/Taranaki.

The following groups were statistically significantly more likely to **disagree** DOC works well with local communities:

- Male
- Small town, rural
- Unfavourable view of DOC
- West Coast.

There was no statistically significant change between 2011 and 2012 at the Conservancy level.

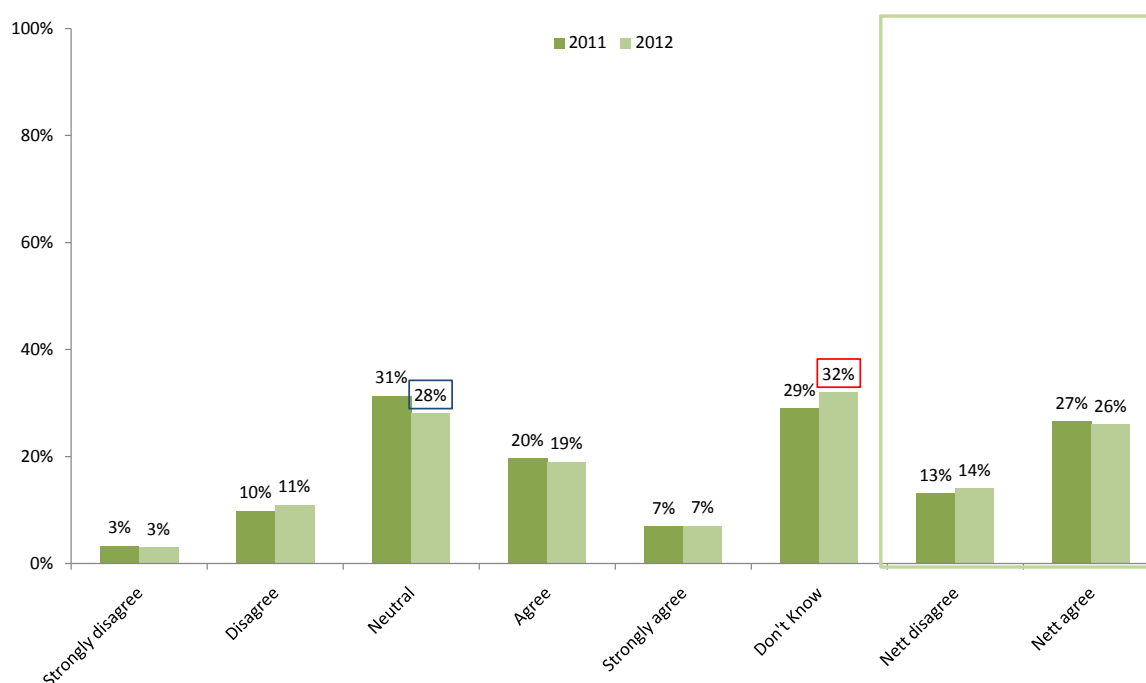
DOC works well with local communities:		
	2011	2012
Total	58%	58%
Auckland	56%	57%
Bay of Plenty	58%	62%
Canterbury	54%	53%
Nelson/ Marlborough	57%	62%
Northland	62%	60%
Otago	60%	58%
Southland	60%	57%
Tongariro, Whanganui, Taranaki	64%	62%
Waikato	54%	60%
Wellington	63%	58%
West Coast	48%	48%
Base Size	3,614	3,885

2.16 DOC and commercial opportunities

The majority of New Zealanders (60%) were unsure or neutral about whether *DOC is more interested in commercial opportunities that it used to be*. This is the same as the 2011 result.

Just over a quarter (26%) of New Zealanders said DOC is more interested in commercial opportunities than it used to be. Fourteen percent of New Zealanders said DOC is not more interested in commercial opportunities than it used to be. Neither of these results are statistically significantly different from the 2011 results.

DOC is more interested in commercial opportunities than it used to be



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **agree** DOC is more interested in commercial opportunities than it used to be:

- Male
- 55 years plus
- Small town
- Unfavourable view of DOC
- Nelson/Marlborough
- Otago
- Southland
- West Coast.

The following groups were statistically significantly more likely to **disagree** DOC is more interested in commercial opportunities than it used to be:

- Auckland
- Bay of Plenty.

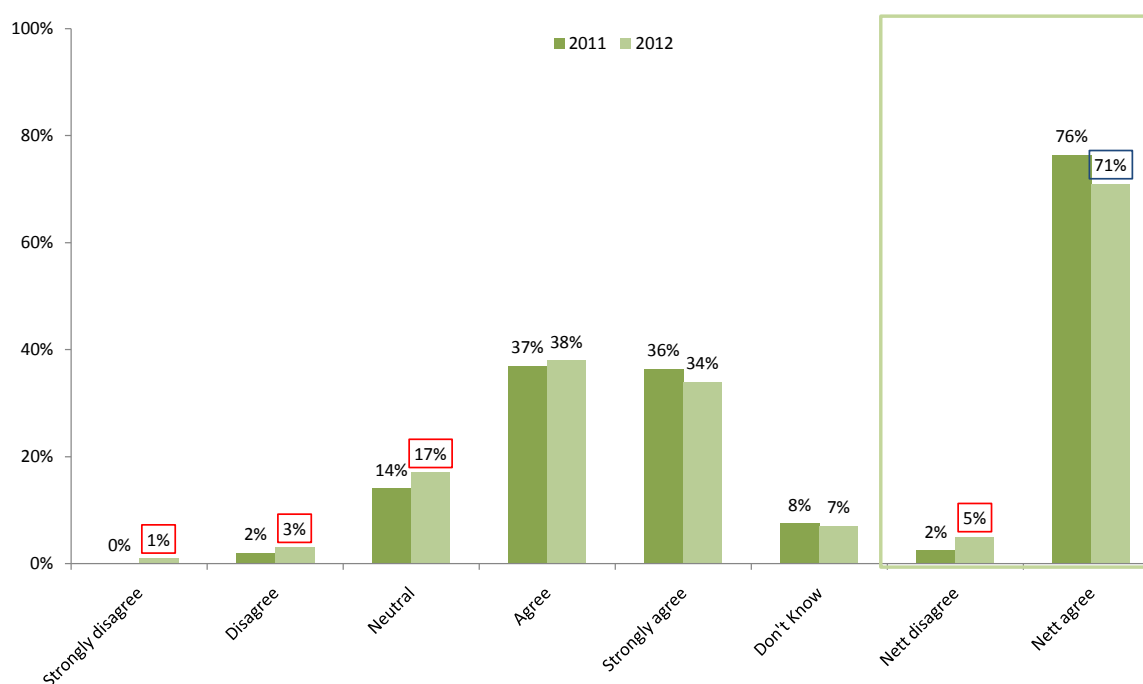
There was no statistically significant change between 2011 and 2012 at the Conservancy level.

DOC is more interested in commercial opportunities that it used to be:		
	2011	2012
Total	27%	26%
Auckland	23%	20%
Bay of Plenty	27%	24%
Canterbury	30%	30%
Nelson/ Marlborough	34%	36%
Northland	30%	28%
Otago	32%	34%
Southland	31%	34%
Tongariro, Whanganui, Taranaki	26%	29%
Waikato	23%	28%
Wellington	29%	25%
West Coast	34%	36%
Base Size	3,614	3,885

2.17 DOC is a leader in the conservation field

Just under three-quarters (71%) of New Zealanders agreed DOC is a leader in the conservation field. This is a statistically significant decrease on the 2011 result of 76 percent. Just five percent of New Zealanders disagreed with this statement. This is statistically significant increase on the 2011 result of 2 percent.

DOC is a leader in the conservation field



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **agree** DOC is a leader in the conservation field:

- 55 years plus
- Favourable view of DOC
- Wellington.

The following groups were statistically significantly more likely to **disagree** DOC is a leader in the conservation field:

- Rural
- Unfavourable view of DOC
- Waikato.

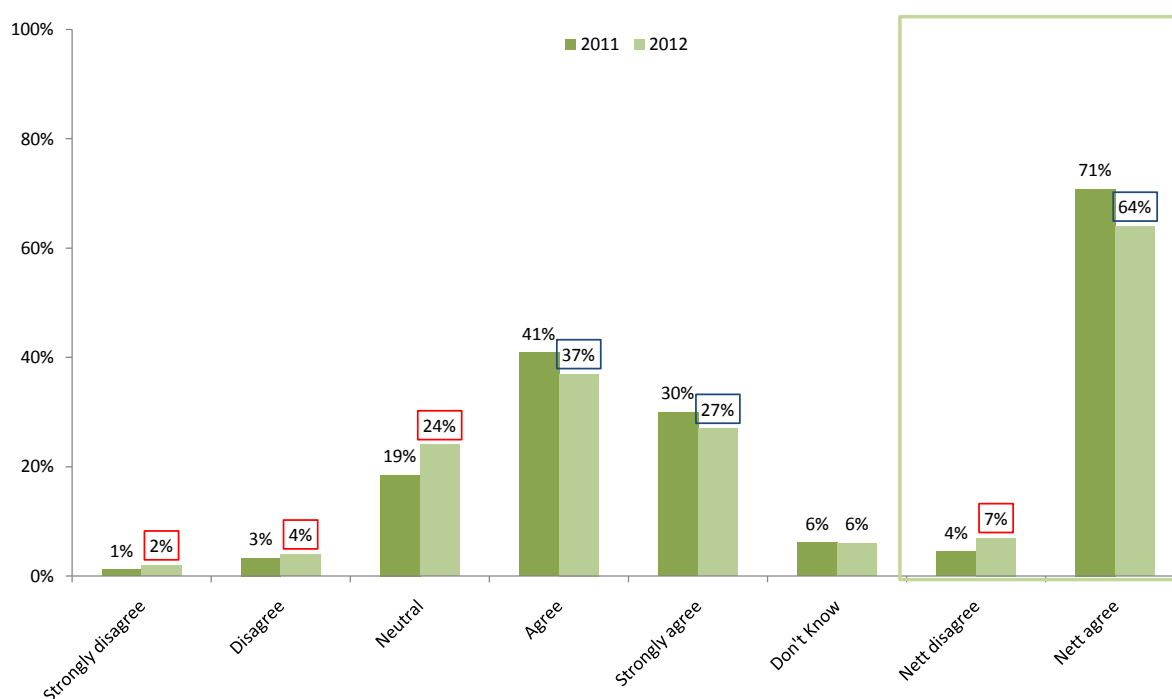
There was a statistically significant decrease in agreement that DOC is a leader in the conservation field between 2011 and 2012 for Auckland (80%-68%) and Tongariro/Whanganui/Taranaki (78%-71%).

DOC is a leader in the conservation field:		
	2011	2012
Total	76%	71%
Auckland	80%	68%
Bay of Plenty	74%	74%
Canterbury	76%	70%
Nelson/ Marlborough	76%	71%
Northland	76%	70%
Otago	79%	74%
Southland	76%	73%
Tongariro, Whanganui, Taranaki	78%	71%
Waikato	70%	69%
Wellington	74%	76%
West Coast	64%	62%
Base Size	3,614	3,885

2.18 DOC is a good use of taxpayer money

Just under two-thirds (64%) of New Zealanders agreed DOC is a good use of taxpayer money. This is a statistically significant decrease on the 2011 result of 71%. Seven percent of New Zealanders disagreed with this statement. This is a statistically significant increase on the 2011 result of 4 percent.

DOC is a good use of taxpayer money



Base: all respondents 2011 3614, 2012 3885

The following groups were statistically significantly more likely to **agree** DOC is a good use of taxpayer money:

- Income \$60,001 plus
- Big city, small city/large town
- Favourable view of DOC
- Visited a DOC area in the last 12 months
- Wellington.

The following groups were statistically significantly more likely to **disagree** DOC is a good use of taxpayer money:

- 55 years plus
- Income below \$40,000
- Small town, rural
- Unfavourable view of DOC
- Southland, West Coast.

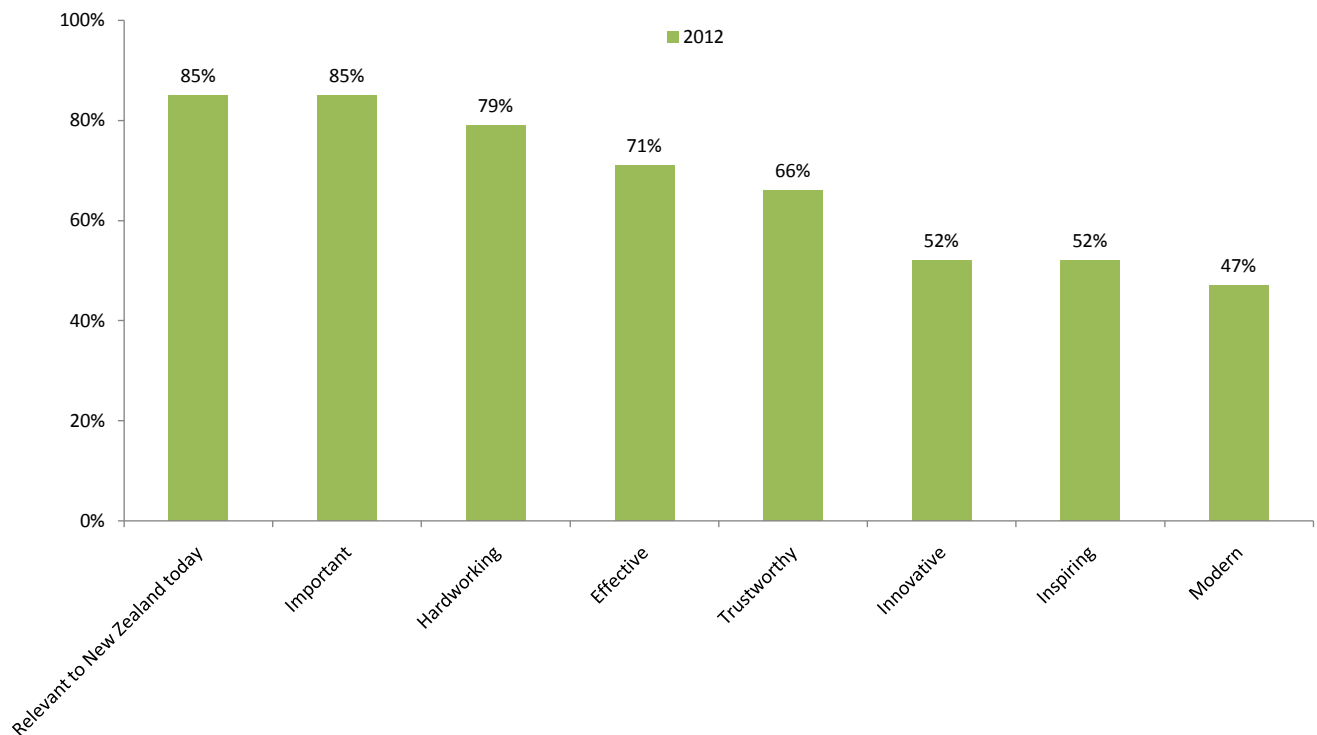
There was a statistically significant decrease in agreement that DOC is a leader in the conservation field between 2011 and 2012 for Auckland (77%-62%) and Wellington (75%-68%).

DOC is a good use of taxpayer money:		
	2011	2012
Total	71%	64%
Auckland	77%	62%
Bay of Plenty	65%	67%
Canterbury	67%	64%
Nelson/ Marlborough	65%	65%
Northland	64%	64%
Otago	69%	63%
Southland	62%	58%
Tongariro, Whanganui, Taranaki	69%	66%
Waikato	66%	59%
Wellington	75%	68%
West Coast	41%	44%
Base Size	3,614	3,885

2.19 Brand associations

Most New Zealanders agree DOC is relevant to New Zealanders today (85%), important (85%) and hard working (79%). At least two-thirds agree DOC is effective (71%) and trustworthy (66%). Around half of New Zealanders agree DOC is innovative (52%), inspiring (52%) and modern (47%).

Words that describe DOC



Base: all respondents 2011 3614, 2012 3885

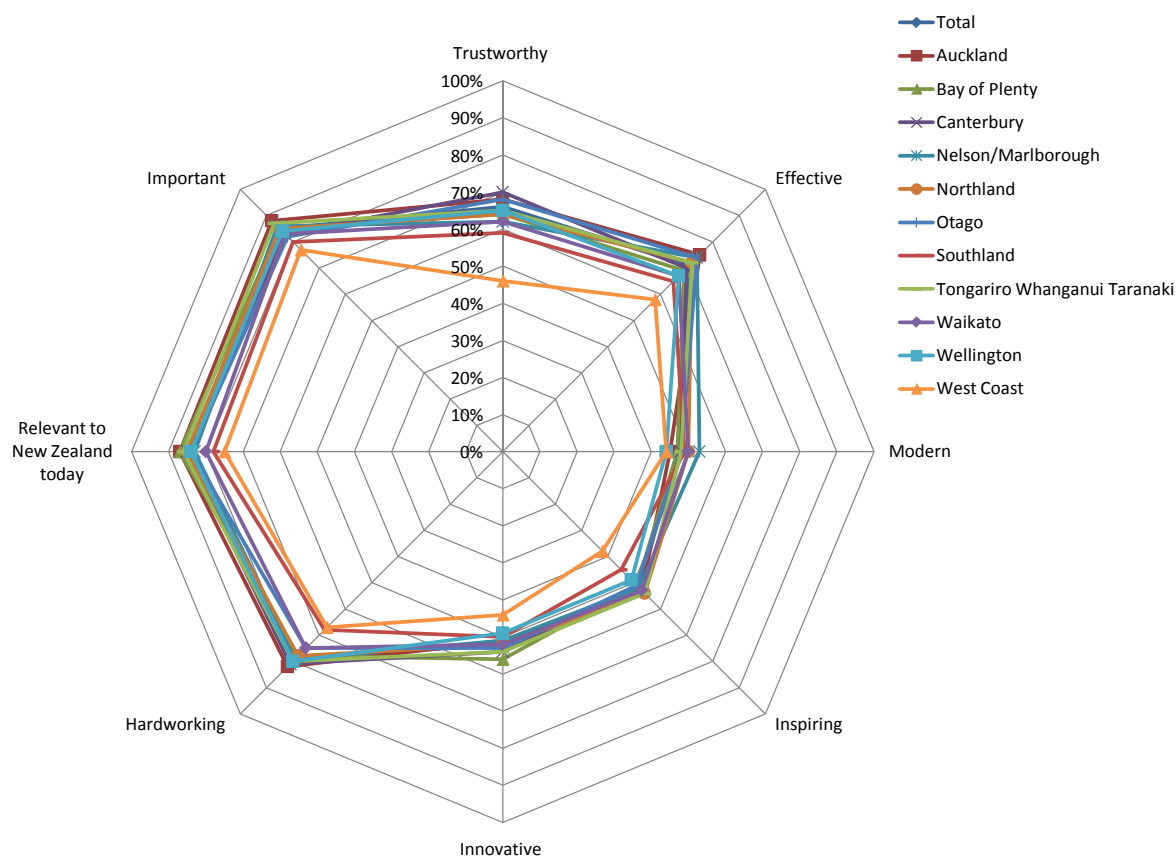
The findings have not been compared to the 2011 results because a slight change in question wording between the two surveys appears to have impacted on the results.

Groups that were significantly more likely to describe DOC as:

- Important – Visited DOC area in last 12 months
- Hardworking – Female, 18-39 years, big city, small city/large town
- Effective – 40-54 years, Maori, Asian, visited DOC area in last 12 months
- Trustworthy – 18-24 years, Asian
- Innovative – 18-24 years, 55 years plus, Maori, Pacific, Income below \$60,000
- Inspiring – Female, Maori, Pacific, Income \$40,001-\$60,000
- Modern – Male, 55 years plus, Maori, income below \$60,000, small town

Conservancy Comparison

Words that describe DOC



Significantly more likely to agree												
	Total	Auckland	Bay of Plenty	Canterbury	Nelson/Marlborough	Northland	Otago	Southland	Tongariiro Whanganui Taranaki	Waikato	Wellington	West Coast
Trustworthy	66%	68%	64%	70%	62%	64%	68%	59%	65%	62%	65%	46%
Effective	71%	75%	69%	70%	74%	72%	74%	65%	72%	67%	67%	58%
Modern	47%	45%	47%	48%	53%	50%	48%	49%	48%	50%	44%	44%
Inspiring	52%	53%	51%	51%	52%	54%	51%	45%	54%	53%	49%	38%
Innovative	52%	51%	56%	54%	51%	52%	53%	50%	54%	52%	49%	44%
Hardworking	79%	82%	78%	81%	79%	78%	75%	68%	80%	75%	80%	67%
Relevant to New Zealand today	85%	87%	87%	85%	83%	85%	84%	78%	86%	80%	84%	75%
Important	88%	85%	83%	86%	85%	82%	80%	87%	83%	84%	77%	88%

3.0 Conclusions

At a high level the majority of New Zealanders agreed conservation is important. Most New Zealanders (83% - 85%) agreed *conservation is important to them personally* and that *the conservation of New Zealand's natural environment is important to me*. Most New Zealanders had not however taken action, less than a quarter had contributed to a conservation cause in the last 12 months.

Some insight into the gap between beliefs and action was shown by the lower levels (around two-thirds) of agreement with statements about conservation being as important as other issues (education, health, law and order and the statement *conservation is important in my life*. And just under half agreed *I am keen to see more of the tax I pay spent on conservation*.

There were not always clear patterns in the types of people who were more likely to consider conservation to be important. At a high level (importance of conservation personally) support for conservation appeared to be higher with: older people (55 years +). This was quite different for the *relative* importance of conservation. Support for conservation as more important than other issues was higher with Pacific and Asian people.

There was some consistency in the types of people who agreed (positive) with the detailed statements about conservation, the following people were more likely to agree with at least two of the statements: older people (55 years plus), Maori, living in small city/large town, female.

People who had taken action for conservation were more likely to be: middle aged (40-54 years), male, Maori and living in rural areas.

Overall DOC was regarded favourably by New Zealanders, most (71%) had a favourable view of DOC. Few had an unfavourable view of DOC (5%). There was a significant group (23%) who were unsure what their view of DOC was, suggesting that DOC has not formed a relationship with these people – they were statistically significantly more likely to be: female, Maori, Pacific, Asian, with an income below \$40,000, living in a small city/large town and had not visited a DOC area in the last 12 months. These may be key groups for DOC to increase its presence with (perhaps by encouraging them to visit DOC areas).

DOC was not regarded unfavourably on any of the performance aspects measured in this survey. Less than eight percent of New Zealanders disagreed: DOC works well with local communities, DOC is a leader in the conservation community and DOC is a good use of taxpayer money. However, the level of disagreement had statistically significantly increased for each of these measures between the 2011 and 2012 surveys.

DOC's brand positioning had a mix of both strengths and weaknesses, at the positive end it was regarded by the majority of New Zealanders as relevant and important. DOC was however only regarded by half of New Zealanders as modern, inspiring and/or innovative.

There were clear relationships between perceptions of DOC and both attitudes towards conservation **and** propensity to visit DOC areas. Those with a favourable view of DOC and who had visited a DOC area in the last 12 months were more likely to agree with positive statements about DOC.

4.0 Methodology

The Department of Conservation (DOC) undertook a survey of adult New Zealanders (The National Survey) in June 2012 (replicating the survey undertaken in 2011). The National Survey replaced a range of independent general public surveys undertaken by DOC in the past.

The National Survey was a survey of the adult population (18 years plus) of New Zealand. A total of 3,885 people were interviewed for the survey in 2012. The primary methodology was telephone (sample of 2,225) and the secondary methodology was online (sample of 1,660). The telephone sample was sourced via a random sample of people listed on the Electoral Roll. The online sample was sourced from the Colmar Brunton online panel.

The survey sample was stratified and then post weighted to match the actual population distribution (2006 Census) by:

- 1) Ethnicity (at a Conservancy level)
- 2) Interlocking age and gender¹ (at a Conservancy level).

The sample included a minimum of 270 people in each Conservancy – to allow for Conservancy level analysis. In the total sample the Conservancy data was weighted to match the actual population distribution (2006 Census). The sample profile follows overleaf.

Results shown in this report as statistically significant are significantly higher at the 95 percent confidence interval or higher and where the base is n=30 or greater. The following factors are reported on for statistical significance:

- Gender
- Age
- Ethnicity
- Household income
- Living area (e.g. big city/rural)
- View of DOC (excluded when inter-related)
- Visited DOC area (defined by respondent) in last 12 months (excluded when inter-related).

This report focuses on the questions respondents were asked about information, bookings and online services.

¹ For each Conservancy the population in each age group of both males and females was calculated as a proportion of the total population. The proportions were then applied to the total sample to determine target quotas for both males and females by age group for each Conservancy.

Sample Profile

Sample Profile (unweighted numbers and weighted %)					
Gender	N=	%	Household income before tax	N=	%
Male	1,825	48%	\$40,000 or less	931	21%
Female	2,060	52%	\$40,001-\$60,001	693	17%
Age			\$60,001 or more	1,757	48%
24 years or younger	397	15%	Refused/DK	504	14%
25-39 years	1,014	28%	Area		
40-54 years	1,150	28%	Northland	358	4%
55 years plus	1,320	28%	Auckland	347	32%
Refused	4	0%	Waikato	350	9%
Ethnicity (multiple response)			Bay of Plenty	355	8%
Pakeha	3,406	83%	Tongariro / Whanganui / Taranaki	330	6%
Maori	372	11%	Wellington / Hawke's Bay	378	18%
Pacific	57	3%	Nelson / Marlborough	352	3%
Asian	107	5%	West Coast	346	1%
Other	114	3%	Canterbury	354	13%
Refused	32	1%	Otago	356	5%
Location			Southland	359	2%
Big city	877	43%			
Small city/large town	1,326	27%			
Small town	1,028	18%			
Rural	644	12%			
Refused/don't know	10	0%			

The following are statistically significantly higher in the 2012 sample (compared to the 2011 sample):

- 18-24 years
- Asian
- Small town
- Rural
- Wellington/Hawke's Bay (reflecting a redrawing the Conservancy boundary more accurately).

The following are statistically significantly lower in the 2012 sample (compared to the 2011 sample):

- 55 years plus
- Pakeha
- Other ethnicities
- Big city
- Income of \$60,001 plus
- Tongariro/Whanganui/Taranaki (reflecting a redrawing the Conservancy boundary more accurately).

Sample Profile (2011 and 2012 surveys)					
Weighted %					
Gender	2011	2012	Household income before tax	2011	2012
Male	48%	48%	\$40,000 or less	20%	21%
Female	52%	52%	\$40,001-\$60,001	16%	17%
Age			\$60,001 or more	51%	48%
24 years or younger	12%	15%	Refused/DK	12%	14%
25-39 years	28%	28%	Area		
40-54 years	28%	28%	Northland	4%	4%
55 years plus	31%	28%	Auckland	32%	32%
Refused	1%	0%	Waikato	9%	9%
Ethnicity (multiple response possible)			Bay of Plenty	7%	8%
Pakeha	88%	83%	Tongariro / Whanganui / Taranaki	8%	6%
Maori	11%	11%	Wellington / Hawke's Bay	16%	18%
Pacific	3%	3%	Nelson / Marlborough	3%	3%
Asian	4%	5%	West Coast	1%	1%
Other	5%	3%	Canterbury	13%	13%
Refused	1%	1%	Otago	5%	5%
Location			Southland	2%	2%
Big city	47%	43%			
Small city/large town	27%	27%			
Small town	16%	18%			
Rural	9%	12%			