



Department of Conservation National Survey

Report 1: Quintessentially Kiwi

Survey conducted:
June 2011

Reporting produced:
September 2011

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1.0 Methodology

The Department of Conservation (DOC) undertook a survey of adult New Zealanders (The National Survey) in June 2011. The National Survey replaced a range of independent general public surveys undertaken by DOC. The intention of the National Survey was to consolidate surveying of the general public for increased efficiency and improved methodological rigour. The launch of the National Survey also provided an opportunity for DOC to survey the general public on topical issues and areas of strategic focus, including the Destination Management Framework, for DOC.

The National Survey was a survey of the adult population (18 years plus) of New Zealand. A total of 3,614 people were interviewed for the survey. The primary methodology was telephone (sample of 2,224) and the secondary methodology was online (sample of 1,390). 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 total 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 their perception of the Department of Conservation.

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
(unweighted numbers and weighted %)

Gender	n=	%	Area	n=	%
Male	1,678	48%	Northland	317	4%
Female	1,936	52%	Auckland	332	32%
Age			Waikato	314	9%
24 years or younger	405	12%	Bay of Plenty	337	7%
25-39 years	937	28%	Tongariro/Whanganui/Taranaki	323	8%
40-54 years	1,012	28%	Wellington/Hawke's Bay	351	16%
55 years plus	1,247	31%	Nelson/Marlborough	344	3%
Refused	13	1%	West Coast	270	1%
Ethnicity (multiple response possible)			Canterbury	341	13%
Pakeha	3,278	88%	Otago	347	5%
Maori	438	11%	Southland	325	2%
Pacific	79	3%	Household income before tax		
Asian	107	4%	\$40,000 or less	844	20%
Other	131	5%	\$40,001-\$60,001	637	16%
Refused	-	1%	\$60,001 or more	1,671	51%
Location			Refused/DK	462	12%
Big city	951	47%			
Small city/large town	1,322	27%			
Small town	905	16%			
Rural	425	9%			

2.0 Findings

Survey respondents were asked two quintessentially kiwi questions:

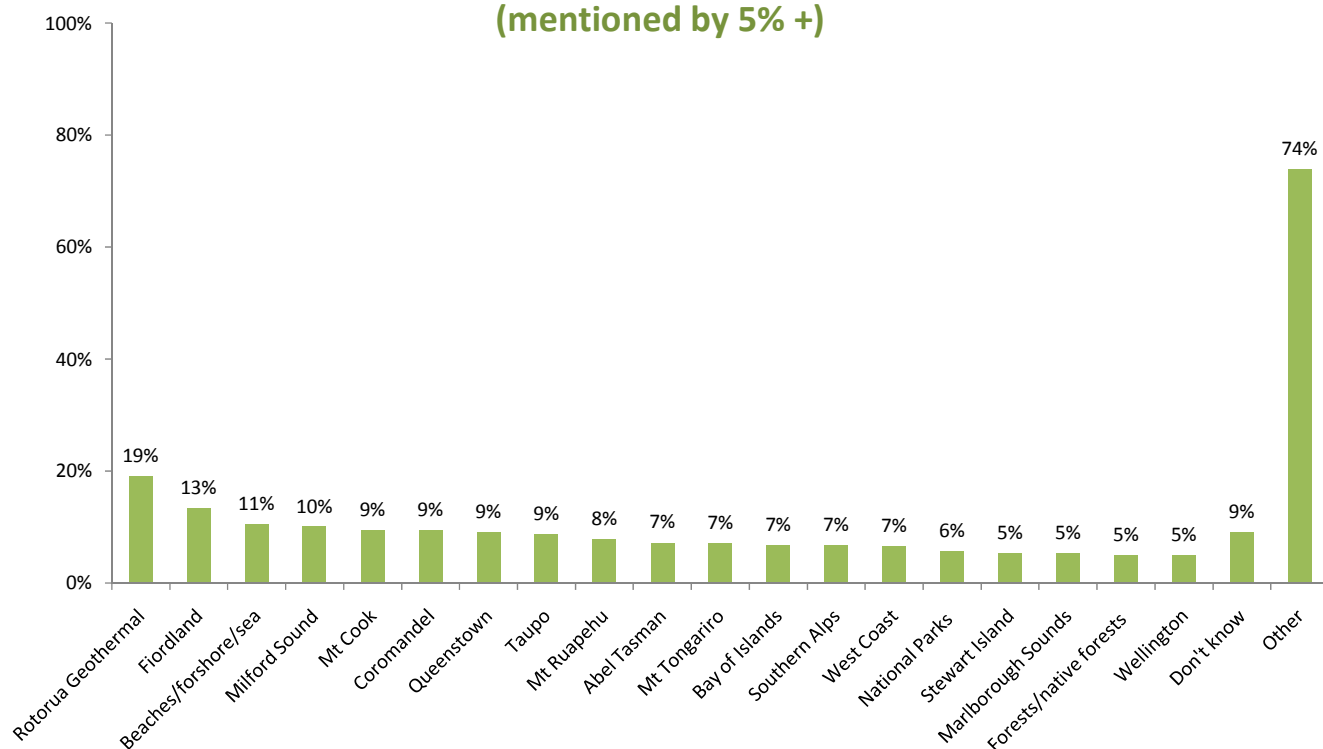
- 1) Which native plants and animals do you consider to be quintessentially kiwi, because they help define who we are as New Zealanders?
- 2) Which places do you consider to be quintessentially kiwi, because they help define who we are as New Zealanders?

The questions were both open ended, and respondents were probed to give up to three responses for each question.

2.1 Places

The places mentioned by five percent or more of respondents are shown in the graph below (full results are shown in the table at the end of this section). The most common mentions were Rotorua geothermal (19%), Fiordland (13%) and beaches/ foreshore/ sea (11%).

Places quintessentially kiwi (mentioned by 5% +)



Base: all respondents 3614

Statistical testing was undertaken to identify the types of respondents who were significantly more likely to have mentioned each of the places as shown in the table below.

Places quintessentially kiwi

Significant differences

Rotorua Geothermal	Female, 55 years +, Pacific, other ethnicities
Fiordland	Male, income \$60,001 +, unfavourable view of DOC, visited DOC area in last 12 months
Beaches/forshore/sea	40-54 years
Milford Sound	Female, big city
Mt Cook	55 years +
Coromandel	Income \$60,001 +
Queenstown	Pacific
Taupo	Maori, Pacific, small city/large town,
Mt Ruapehu	Income \$60,001 +
Abel Tasman	Favourable view of DOC, visited DOC area in last 12 months
Mt Tongariro	Other ethnicities, income \$60,001 +, visited DOC area in last 12 months
Bay of Islands	55 years +,
Southern Alps	Big city, visited DOC area in last 12 months
West Coast	55 years +, income \$40,000 -\$60,000
National Parks	-
Stewart Island	Income \$40,000 -\$60,000, small city/large town
Marlborough Sounds	-
Forests/native forests	Income below \$40,000
Wellington	18-24 years, Pacific, Asian
Don't know	18-24 years, Asian, not visited DOC area in last 12 months

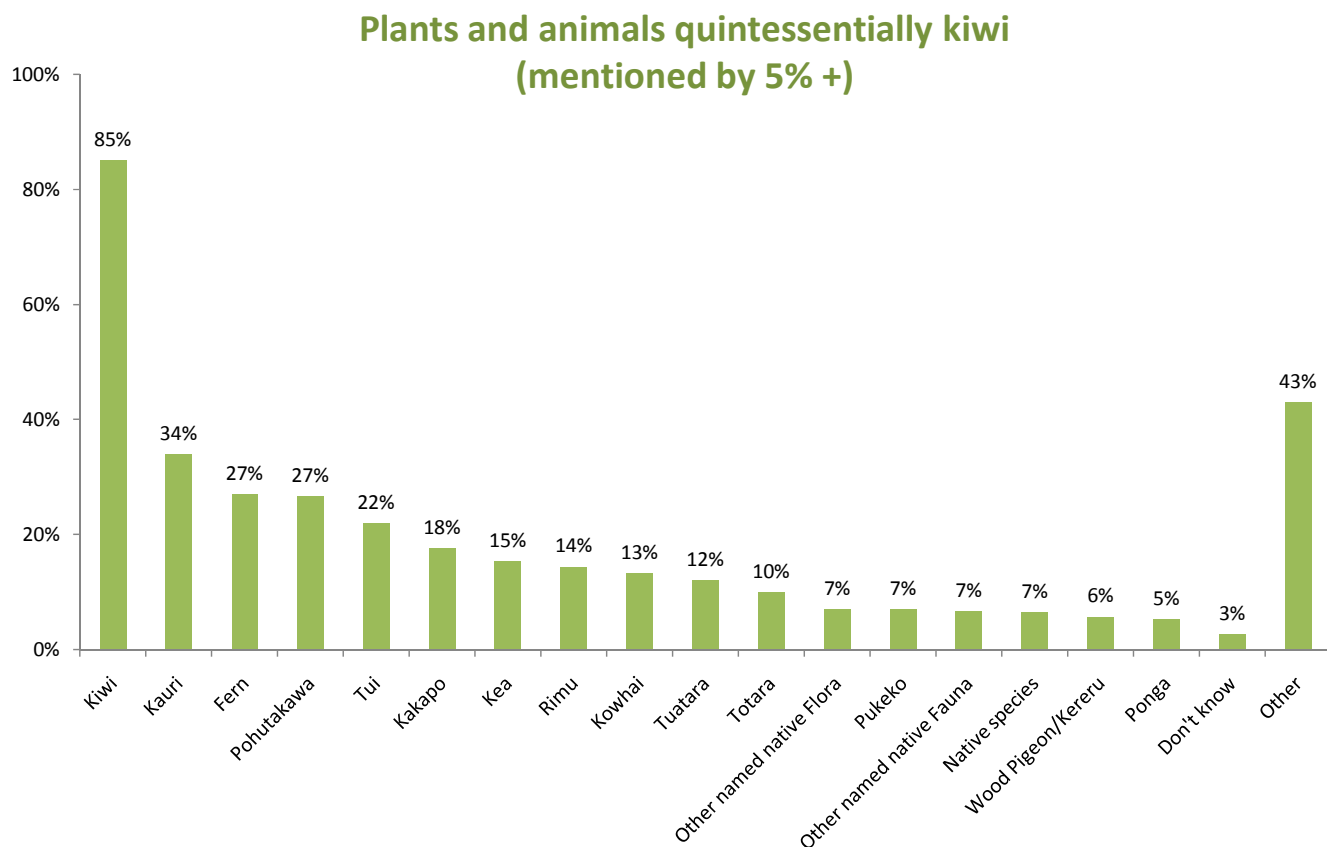
Places Quintessentially Kiwi – table of coded responses

Rotorua Geothermal	19.06%	Mentions of walks/tracks	1.35%
Fiordland	13.46%	Russell	1.32%
Mentions Beaches/forshore/sea (non specific)	10.55%	Lake Waikaremoana	1.28%
Milford Sound	10.05%	Great Barrier	1.22%
Mt Cook	9.47%	Milford Track	1.22%
Coromandel	9.42%	Mentions of reserves/conservation areas	1.11%
Queenstown	9.13%	Dunedin	1.06%
Taupo	8.67%	Taranaki (non-specific)	0.93%
Mt Ruapehu	7.84%	Waiheke Island	0.92%
Abel Tasman	7.24%	Fox Glacier	0.85%
Mt Tongariro	7.11%	Wanaka	0.82%
Bay of Islands	6.82%	Waikato	0.81%
Southern Alps	6.81%	Golden Bay	0.77%
West Coast	6.63%	Kapiti Island	0.77%
National Parks (non-specific)	5.75%	Paeroa	0.76%
Stewart Island	5.42%	Waitomo/Waitomo Caves	0.76%
Marlborough Sounds	5.31%	McKenzie Basin	0.74%
Mentions forests/native forests (non specific)	5.04%	kapiti Island (non specific)	0.57%
Wellington	5.01%	Bay of Plenty	0.54%
Auckland	4.99%	South Island Braided Rivers	0.54%
Mentions of lakes/ivers (non specific)	4.56%	Bluff	0.50%
New Zealand (non specific)	4.14%	Marine reserves (non specific)	0.49%
Mt Taranaki/Egmont	4.11%	Mt Maunganui	0.49%
Cape Reinga	4.08%	Heapy Track	0.48%
Northland	3.87%	East Coast	0.46%
Mentions mountains (non specific)	3.66%	Hamner Springs	0.45%
Mentions bush/native bush (non specific)	3.54%	Waipoua Forest	0.43%
South Island High Country	3.27%	Wetlands	0.40%
Waitangi	3.16%	Franz Joseph Glacier	0.36%
Christchurch	3.03%	Punakaiki	0.30%
South Island (non specific)	2.43%	Te Anau	0.29%
Otago/Central Otago	2.24%	Te Papa	0.28%
Kaikoura	2.17%	None	0.12%
Catlins	2.02%	Other, please specify	39.04%
Ninety Mile Beach	2.00%	Don't know	9.12%
West Coast of the South Island	1.93%		
Arthur's Pass	1.72%		

Nelson	1.39%
Ureweras	1.38%

2.2 Species

The species mentioned by five percent or more of respondents are shown in the graph below. The most common mentions were kiwi (85%), kauri (34%), fern (27%) and pohutakawa (27%).



Base: all respondents 3614

Statistical testing was undertaken to identify the types of respondents who were significantly more likely to have mentioned each of the species as shown in the table below.

Plants and animals quintessentially kiwi Significant differences

Kiwi	18-24 years,
Kauri	40-54 years, Maori, income \$60,001 +, favourable view of DOC
Fern	18-24 years
Pohutakawa	Female, 18-24 years
Tui	Maori
Kakapo	18-24 years, favourable view of DOC
Kea	18-39 years, income \$60,001 +
Rimu	-
Kowhai	Female
Tuatara	25-39 years, favourable view of DOC
Totara	40-55 years
Other named native Flora	-
Pukeko	18-24 years
Other named native Fauna	55 years +, income below \$40,000
Native species	55 years +, rural
Wood Pigeon/Kereru	40-54 years
Ponga	-
Don't know	Other ethnicities, not visited DOC area in last 12 months

Plants and Animals Quintessentially Kiwi – table of coded responses

Kiwi	85.06%	Beech	2.36%
Kauri	34.01%	Kahikatea	2.03%
Fern	27.00%	Weka	1.85%
Pohutakawa	26.65%	Manuka/Tea Tree/leptospermum	1.82%
Tui	21.89%	Penguins/yellow eyed penguin	1.79%
Kakapo	17.56%	NZ Pines/Matai	1.67%
Kea	15.30%	Kaka	1.54%
Rimu	14.39%	Blue Penguin	1.50%
Kowhai	13.23%	Robins	1.40%
Tuatara	12.05%	Morepork	1.33%
Totara	9.95%	Pigeon (non specific)	1.21%
Other named native Flora	7.07%	Nikau	1.18%
Pukeko	6.98%	Kokako	1.03%
Other named native Fauna	6.72%	None	1.02%
Mentions of native species (non specific)	6.52%	Sheep	1.02%
Wood Pigeon/Kereru	5.70%	Albatross	0.70%
Ponga	5.27%	Whales	0.70%
Flax/Harakeke	4.80%	Blue Duck	0.59%
Silver Fern	4.62%	Gecko	0.56%
Fantail/ Piwakawaka	4.48%	Puriri	0.49%
Cabbage Tree	3.73%	Seals	0.49%
Takahe	3.39%	Cows	0.47%
Weta	3.09%	Deer	0.47%
Rata	3.06%	Other, please specify	7.18%
Bellbird	2.98%	Don't know	2.64%
Dolphin/incl Hector's and Maui	2.55%		