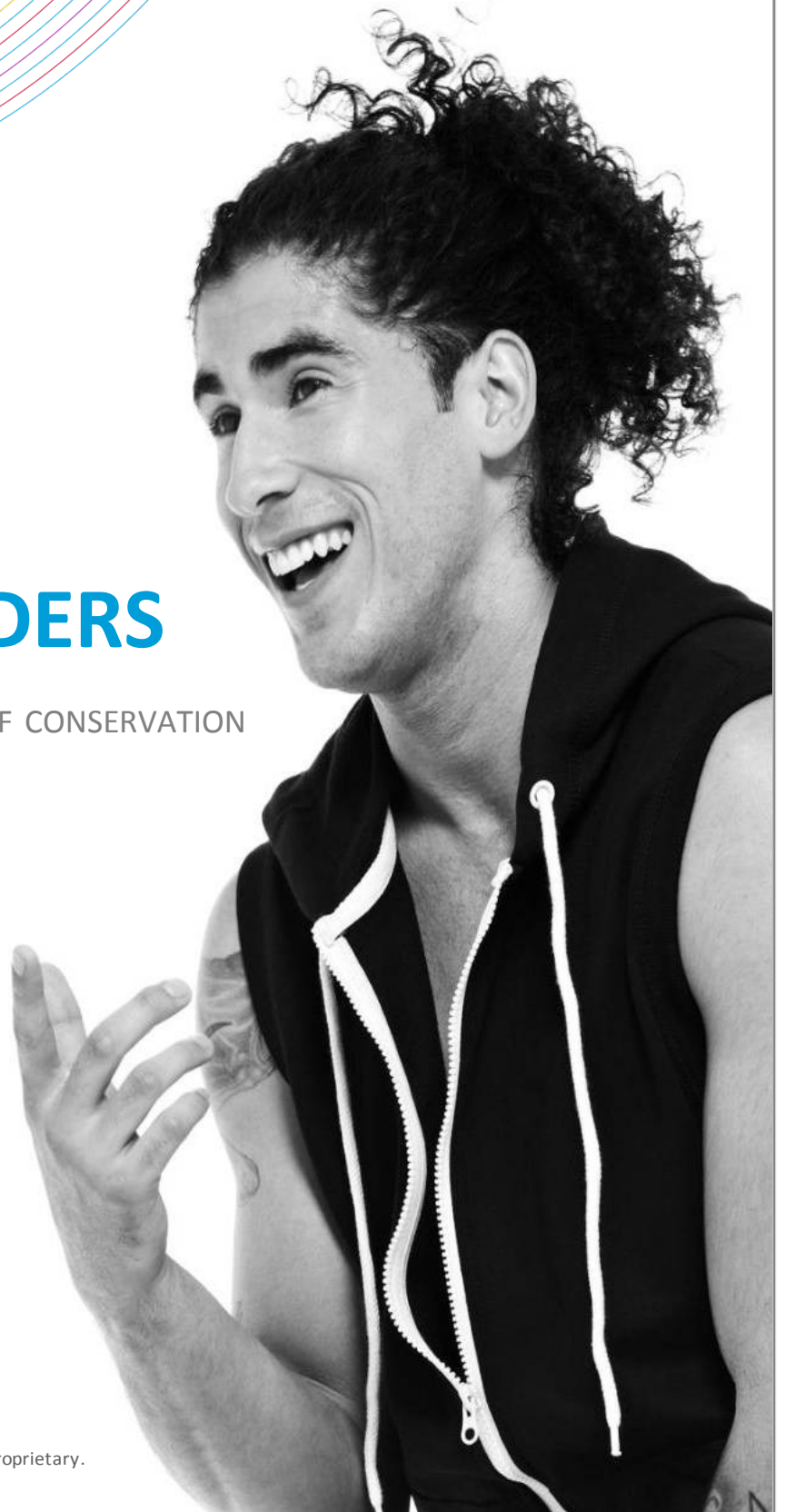


# SURVEY OF NEW ZEALANDERS

PREPARED FOR THE DEPARTMENT OF CONSERVATION

JUNE 2014



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# BACKGROUND



## BACKGROUND

This report has been prepared for the Department of Conservation (DOC).

Since 2011 the Department of Conservation has undertaken a yearly national survey of New Zealanders about their attitudes towards, understanding of, and participation in conservation activities.

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

## OBJECTIVES

There are three key objectives of this research:

1. To provide national population-based recreation and historic demand information to inform regional and national level planning, monitoring and reporting.
2. To provide national population-based conservation attitude and behaviour information to inform national level marketing planning.
3. To provide national population-based natural heritage social indicator information for monitoring purposes.

## OVERVIEW OF THE METHOD AND SAMPLE

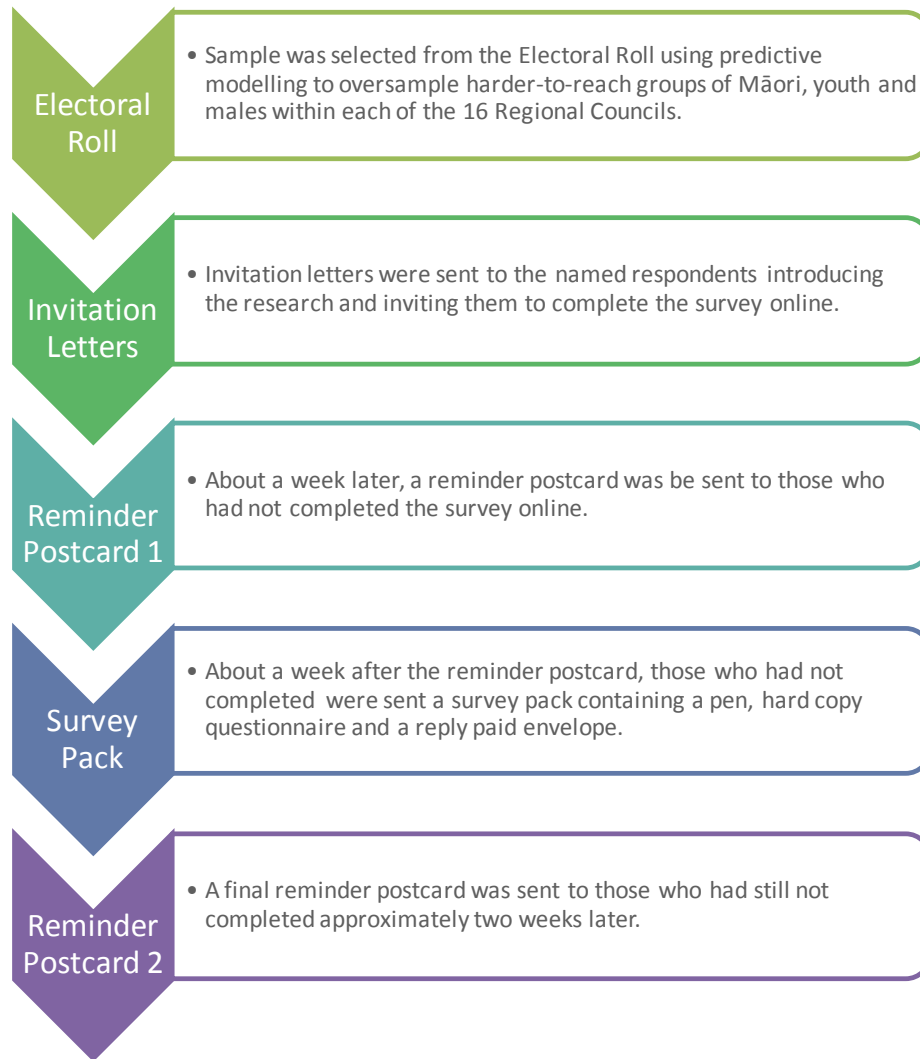
In 2013 and 2014, a sequential mixed methodology was used.

Respondents were sent a letter in the mail inviting them to complete the survey online. A week later, those who had not yet completed online were sent a reminder postcard. A further week later all respondents who had still not completed their survey were sent a hard copy questionnaire to complete. This ensured that those who did not have internet access were still able to participate, while encouraging respondents to complete online (the most cost effective method). Another two weeks after that a final postcard was sent to those who had not completed online or returned a hard copy.

Sampling was taken from the Electoral Roll.

Fieldwork took place between 22 April, when the first invitation letters were sent, and 3 June 2014 when the survey closed.

An overview of the 2014 survey methodology is shown below:



Full details of the survey methodology can be found in the methodology report.

## RESPONSE TO THE SURVEY

Completed questionnaires were received from 4623 respondents. Sixty percent of surveys were completed online and 40% were completed by hard copy.

The response rate for the survey was 43%. The average length of the online survey was 17 minutes.

The number received from each of the 16 Regional Council areas is identified below:

16 Regional Council Areas	Sample Target	Sample Achieved	Maximum margin of error (95% level of confidence)
Northland Region	150	194	±7.1%
Auckland Region	746	781	±3.5%
Waikato Region	392	390	±5.0%
Bay of Plenty Region	260	274	±6.0%
Gisborne Region	150	166	±7.7%
Hawke's Bay Region	150	168	±7.6%
Taranaki Region	150	184	±7.3%
Manawatu-Whanganui Region	220	221	±6.6%
Wellington Region	474	454	±4.6%
Nelson Region	150	208	±6.9%
Marlborough Region	150	202	±7.0%
Tasman Region	150	207	±6.9%
West Coast Region	150	182	±7.3%
Canterbury Region	548	585	±4.1%
Otago Region	210	226	±6.6%
Southland Region	150	181	±7.4%
<b>Total</b>	<b>4,200</b>	<b>4,623</b>	<b>±1.4%</b>

## 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 2014 results with results from 2013, statistically significant differences are highlighted using a green or red arrow. The green arrow indicates an increase, while the red arrow indicates a decrease.

### Comparing results over time

- Whilst there has been a slight change to the sampling and weighting for the 2014 survey (no longer based on the 11 Department of Conservation defined conservancies, but rather the 16 Regional Council areas), results from 2014 can be directly compared with results from 2013. Where results have been marked as statistically significant, the change represents a true change in behaviour or attitudes.
- 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 and 2014 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.

# EXECUTIVE SUMMARY





## INTRODUCTION

The following overview of the outcomes the Department of Conservation is working towards comes from information contained in the *Department of Conservation Annual Report (For the year ended 30 June 2013)*.

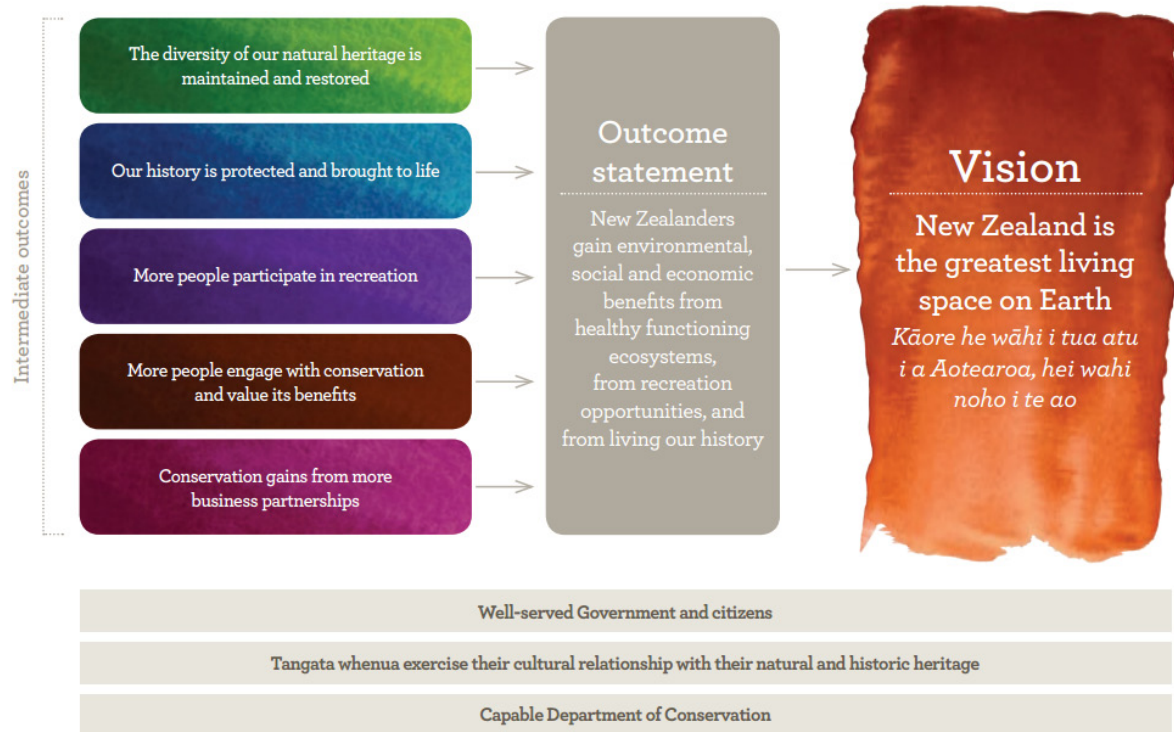
The Department of Conservation has an outcomes model which links their outcomes and intermediate outcomes to their vision. It shows the strategic approaches and drivers that underpin DOC's work.

Their outcome statement is as follows:

“ **New Zealanders gain environmental, social and economic benefits from healthy functioning ecosystems, from recreation opportunities, and from living our history.** ”

DOC works towards the outcome statement through five intermediate outcomes that express the results it seeks to achieve through its interventions. As shown below, the intermediate outcomes are:

1. The diversity of our natural heritage is maintained and restored.
2. Our history is protected and brought to life.
3. More people participate in recreation.
4. More people engage with conservation and value its benefits.
5. Conservation gains from more business partnerships.



This summary presents results from the Survey of New Zealanders, using the five intermediate outcomes as a framework. It is important to note that many additional measures are used to monitor the progress of DOC's work towards these outcomes; the research provides the perspective of the New Zealand public in terms of their attitudes and actions in relation to conservation and conservation land.

## OVERALL RESULTS CONTRIBUTING TO DOC'S VISION

This first section covers results which do not fall specifically under any of the five intermediate outcomes, but are key indicators. It reports how favourably or unfavourably people view DOC and why they feel this way. It also reports the proportion who says they actively enjoy New Zealand's healthy environment, recreation opportunities and history.

### ATTITUDE TOWARDS DOC

Nearly three quarters (74%) of New Zealanders have a favourable view of the Department of Conservation. This result is slightly less positive than that of 2013 (79%). There has also been an increase in the proportion of New Zealanders who have insufficient knowledge to provide an opinion about DOC (17% up from 15% in 2013).

A quarter (26%) of those who feel very or somewhat favourable towards DOC, have rated it favourably because they consider that it is generally doing a good job. Others say their favourable perception is due to the facilities and services DOC offers (12%), they appreciate what DOC does and see the importance of it (12%), and appreciate that DOC looks after our parks, sites and tracks (also 12%).

Of the small proportion (8%) of New Zealanders who have an unfavourable opinion of the Department of Conservation, the key reason relates to animal or pest control particularly regarding the use of 1080 poison (17%). A smaller proportion is concerned with DOC's role in preserving our national heritage (7%).

## INTERMEDIARY OUTCOME 1

### THE DIVERSITY OF OUR NATURAL HERITAGE IS MAINTAINED AND RESTORED

Questions were included to measure the general public's understanding of the threat posed by different species and their attitudes towards different methods of pest control.

#### SPECIES IDENTIFIED AS THREATS

The species most readily identified as major threats to New Zealand's native plants, birds, animals or natural environments are possums (88%), rats (86%), stoats (84%) and wild/feral cats (78%).

Domestic cats and deer are considered to be less of a threat, although four in ten (40%) feel domestic cats are a serious threat and three in ten (32%) consider deer a serious threat.

Didymo is recognised as a serious threat to the environment by 70% of New Zealanders but a further two in ten (22%) are unsure as to whether didymo is a threat or not. A quarter (24%) are not sure if introduced freshwater fish represent a threat to the environment or not.

### ATTITUDES TO METHODS OF PEST CONTROL

There are a number of ways in which species considered pests can be controlled. New Zealanders have firm views about various approaches, in terms of which methods they are comfortable with being used and which they are not.

The majority has no concerns, or is reasonably comfortable, with trapping (90%) and hunting (90%) being used to control pests.

As long as appropriate controls are in place, pest control via poison laid by hand is acceptable to over three quarters of New Zealanders (76%). However, only 37% support poison bait being spread by aircraft as a method of pest control.

## INTERMEDIARY OUTCOME 2

### OUR HISTORY IS PROTECTED AND BROUGHT TO LIFE

A number of indicators are included in the Survey of New Zealanders in relation to how New Zealand's history is being protected and brought to life, including:

- Awareness among New Zealanders that DOC administers historic sites on conservation land.
- The proportion of New Zealanders who indicate they have visited a historic site in the past 12 months.
- Satisfaction with the site visited most recently among those who have visited a historic site in the past 12 months.

### AWARENESS THAT DOC ADMINISTERS HISTORIC SITES

Two thirds (67%) of New Zealanders are aware that DOC administers historic sites on conservation land. The level of awareness has increased significantly since 2013 (61%).

### PROPORTION VISITING HISTORIC SITES AND THE SATISFACTION WITH THE HERITAGE EXPERIENCE

When shown a list of the sites that DOC administers, almost half (48%) indicate that they have been to at least one of these sites in the past 12 months. Three quarters (74%) of those who have visited a historic site are satisfied with the heritage experience they had at the site they visited most recently. These results are consistent with previous measures.

## INTERMEDIARY OUTCOME 3

### MORE PEOPLE PARTICIPATE IN RECREATION

DOC's aim is to have New Zealanders and international visitors enjoying nature-based activities on conservation land. A number of indicators were included in the Survey of New Zealanders to monitor this. They are as follows:

- Awareness among New Zealanders that DOC provides facilities and services for people doing outdoor recreation activities.
- The proportion of New Zealanders who indicate they have visited a recreational area administered by DOC in the past 12 months.
- Among those who have visited a DOC recreational area, respondents were asked what areas they have visited, what the main activity carried out on their most recent visit was, and how satisfied they were with the facilities at the area visited most recently.
- How often New Zealanders use DOC areas for recreation, and how this compares to their frequency of using DOC areas 12 months ago.
- Whether New Zealanders have walked one of the great walks, stayed at a DOC campsite, hut, lodge or house (in which they needed to pay fees) or been to a DOC Visitors Centre in the last three years.

#### AWARENESS OF DOC RECREATION AREAS

Eight in ten (79%) New Zealanders are aware that DOC provides facilities and services for people participating in outdoor recreation activities. The level of awareness has slightly reduced since 2013 (81%).

#### PROPORTION VISITING RECREATION AREAS AND SATISFACTION WITH THE AREAS

A high proportion of New Zealanders visit parks and places administered by DOC. In 2014 three quarters (74%) say they have visited at least one DOC recreation area in the past 12 months, a significant increase from 71% in 2013. The main activities carried out at these areas are sightseeing (26%) and walks of less than three hours (25%).

Overall satisfaction with the parks and places administered by DOC is high with 80% rating their most recent experience 4 or 5 out of 5. Whilst this is not a statistically significant shift from 2013, it is accompanied by a decrease in the proportion who were dissatisfied with the facilities provided (4% in 2014 cf. 6% in 2013 rating 1 or 2 out of 5).

#### FREQUENCY OF USING DOC AREAS FOR RECREATION AND CHANGE OVER TIME

New Zealanders are using DOC areas for recreation more often than they used to. One in ten (11%) indicate they use DOC recreation areas once a month or more often, three in ten (30%) use these areas between once a month to once every six months, while a further three in ten (29%) use DOC sites less often than this but at least once a year. The remaining third (33%) use DOC areas less often than once a year.

Respondents were asked to compare their usage of DOC recreation areas in the past twelve months with their usage in the twelve months prior to that. Over half (57%) estimated their usage to be the same as previously, while 15% have increased their usage and 23% believe that their usage has declined over time.

Increased awareness of, and involvement in, the environment and the preservation of the beauty of New Zealand's natural resources is the most commonly mentioned reason (by 23%) for using DOC areas more frequently over the past 12 months. The 23% who feel the frequency of their visits to DOC areas has declined, attribute this to health issues and work commitments, thus reporting less free time for recreation.

#### USE OF DOC FACILITIES

In the last three years four in ten New Zealanders (43%) indicate they have visited a DOC Visitors Centre, two in ten (19%) have stayed at a DOC campsite, some 16% have walked one New Zealand's great walks and 13% have stayed at a DOC hut, lodge or house.

Over time there has been a significant decline in the number of people visiting a DOC Visitors Centre (43% cf. 47% in 2013).

## INTERMEDIARY OUTCOME 4

### MORE PEOPLE ENGAGE WITH CONSERVATION AND VALUE ITS BENEFITS

The indicators for this intermediary outcome come from:

- What New Zealanders believe the personal benefits of conservation are.
- How important conservation is to New Zealanders.
- The proportion who have taken action specifically relating to New Zealand conservation.

#### PERSONAL BENEFITS OF CONSERVATION

When asked to express in their own words what the main benefits of conservation are to them *personally*, almost all (97%) could mention at least one personal benefit. The most prominent themes to emerge were protecting plants and animals (35%) and protecting the natural environment for future generations (31%).

#### IMPORTANCE OF CONSERVATION

When asked to indicate how important conservation was to them personally, over eight in ten (81%) gave a rating of 4 or 5 (with 5 being very important). This result is on a par with the 2013 result.

#### PARTICIPATION IN CONSERVATION ACTIONS

Just over half (54%) of New Zealanders indicate they undertook at least one of a number of actions specifically relating to New Zealand conservation in the past 12 months. This is a significant decrease in involvement from 2013 when 58% indicated that they had participated in at least one action.

For those who have participated in conservation, the most common actions were having donated money to a conservation cause (23%) and actively sought information about an issue (19%).

One in ten people (12%) have actively spent time helping on a conservation project in New Zealand. This is a significant reduction in the proportion of people taking an active role since 2013 (15%).

Tree planting continues to be the activity most people assist with (61%), while four in ten (41%) helped with the protection and restoration of a forest, wetland or marine habitat or species. These actions took place on all types of land (46% on private land, 37% on public land and 36% on public land administered by DOC). An increasing proportion helped with projects on Māori land (14% cf. 10% in 2013).

## INTERMEDIARY OUTCOME 5

### CONSERVATION GAINS FROM MORE BUSINESS PARTNERSHIPS

No questions were included in the Survey of New Zealanders to measure this outcome, as a survey of public opinion is not a reliable way in which to assess business opportunities. Therefore, DOC uses other information to measure this outcome.

# CONSERVATION



## INTRODUCTION

This section provides a general overview of New Zealanders' attitudes towards conservation.

Specifically, respondents were asked the following:

- What they consider to be the main benefits of conservation are to them personally. Respondents wrote down their responses and these verbatim responses were subsequently coded into themes by specialist coders at Nielsen.
- How important they consider conservation to be.
- Whether they have participated in activities specifically relating to a New Zealand conservation issue. If so, they were asked to specify what they had done. If they had spent time helping on a conservation project, they were asked what this involved and where this activity had taken place.

## SUMMARY

New Zealanders consider the main benefits of conservation to them personally are:

1. Protecting plants and animals (35%)
2. Protecting the natural environment for my children (31%)
3. Preserving/protecting the natural environment/green space (18%).

When asked to indicate how important conservation was to them personally, eight in ten (80%) gave a rating of 4 or 5 (with 5 being 'very important'), while only 4% feel it is not important (rating of 1 or 2 with 1 being 'not important').

Just over half (54%) of New Zealanders indicate they had undertaken at least one of a number of actions (displayed on a list) **specifically relating to New Zealand conservation** in the past 12 months (a significant decrease from 58% in 2013). For many, the action was donating money to a conservation cause (23%) or seeking information about an issue (19%).

Of those who have spent time helping on a conservation project in the past 12 months six in ten (61%) were involved with planting trees, while four in ten (41%) helped with the protection and restoration of a forest, wetland or marine habitat or species.



## PERSONAL BENEFITS OF CONSERVATION

New Zealanders consider the main benefits of conservation to them **personally** are protecting animals and plants (35%) and protecting the natural environment for their children (31%).

Personal Benefits of Conservation	2011 (n=3614)	2012 (n=3885)	2013 (n=4829)	2014 (n=4363)
Protecting plants and animals	20%	20%	21%	35%
Protecting the natural environment for my children	19%	22%	17%	31%
Preserving / protecting the natural environment	7%	20%	13%	18%
Ability to access/enjoy a healthily/safe/natural environment	17%	9%	14%	16%
Green spaces to go to (access to experience / enjoy natural habitats)	12%	15%	22%	15%
Protects our natives	1%	0%	5%	11%
To have a clean, healthy, safe environment	3%	2%	13%	11%
Healthy forests	7%	7%	5%	10%
Access to tracks/walking/tramping tracks to use	7%	5%	13%	7%
Protecting our waterways, beaches, rivers and lakes	2%	3%	6%	7%
Sustainability	-	1%	4%	7%
Having access to parks (National parks)	5%	3%	5%	7%
Maintenance / protection of the eco system	-	1%	2%	7%
Clean water / water to drink	7%	8%	5%	7%
Don't know what the benefits are	7%	7%	2%	2%
There are no personal benefits of conservation	-	8%	3%	1%

Base: All respondents, excluding not answered

Note: Only responses over 7% are shown.



New Zealanders say the main personal benefits of conservation are protecting animals and plants and protecting the natural environment for their children.

Protecting animals and plants was the most frequently mentioned theme in 2014 (35%). Those living in Gisborne (46%), Northland (44%) and Wellington (41%) are more likely to express this benefit of conservation, as are those who are of New Zealand European ethnicity (38%), or female (40%).

Those living in Northland (38%), with a household income of \$100,000 or more (37%) and people aged 35 to 49 (33%) are more likely to say the main benefit of conservation is protecting the environment for their children.

While care must be taken in comparing results over time from open-ended questions, the themes more frequently mentioned in 2014 compared with 2013 are: protecting plants and animals (35% cf. 21%), protecting the natural environment for my children (31% cf. 17%) and preserving/protecting the natural environment/green space (18% cf. 13%).

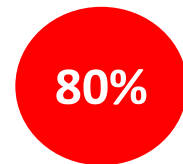
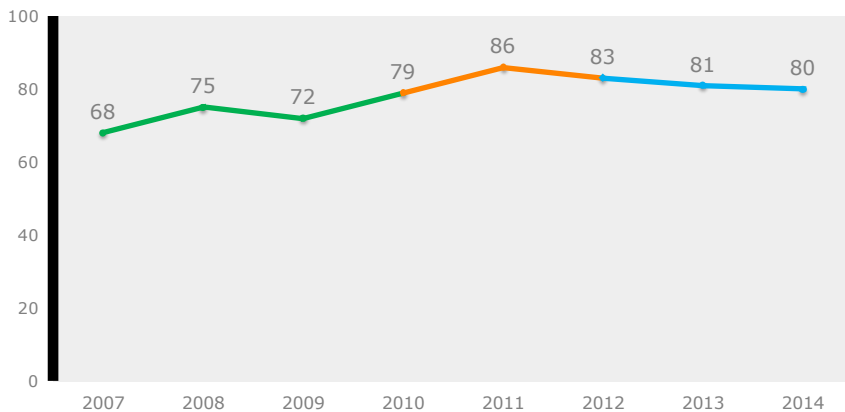
Less frequently mentioned in 2014 are: having green spaces to go to (15% cf. 22% in 2013) and access to tracks (7% cf. 13%).

The majority (97%) expressed what they consider to be the main benefits of conservation. The remaining 3% either said they did not know what the benefits are (2%) or there are no benefits (1%).

## IMPORTANCE OF CONSERVATION

When asked to indicate how important conservation was to them personally, eight in ten gave a rating of 4 or 5 (with 5 being very important). This is similar to the 2013 result.

### Personal importance of conservation over time - % rated 4 or 5 (with 5 being very important)



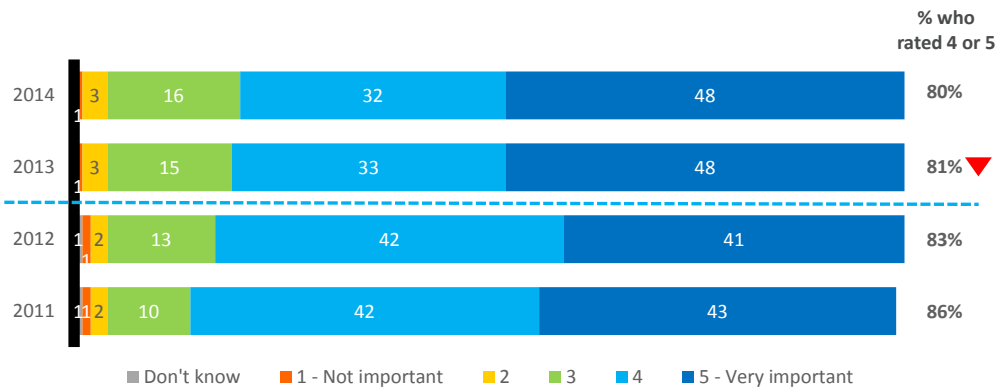
Eight in ten feel conservation is important

Base: All respondents - Excluding NA (2014 n=4599)

Source: Pre-2011 – Mobius survey; 2011/12 – CB survey ; 2013/14 – Nielsen Note: the Mobius survey used a 10 point scale where 1 is not at all important and 10 is extremely important.

The proportion (4%) of New Zealanders indicating conservation is not important to them personally (rated 1 or 2 out of 5) is also consistent with 2013.

### Personal importance of conservation (%)



Base: All respondents (n=4599 (excl not answered) in 2014 , n=4983 (excl not answered) in 2013, n=3885 in 2012 and n=3614 in 2011)

Those more likely to feel conservation is important are living in Tasman (91%), Nelson (86%), Northland (86%) and Bay of Plenty (85%), aged 50 to 64 (86%), male (82%) and those who have a very favourable view of DOC (92%).

Those less likely to feel that conservation is important are young New Zealanders aged 18 to 24 (71%) or 25 to 39 (75%), those of Pacific ethnicity (71%) or Asian ethnicity (75%) and those living on the West Coast (68%) or in Canterbury (77%).

## CONSERVATION ACTIONS

Just over one in two (54%) New Zealanders indicate they undertook at least one of a number of actions (displayed on a list) **specifically relating to New Zealand conservation** in the past 12 months. This is a significant decrease from 58% in 2013.

The most commonly mentioned actions were donating money to a conservation cause (23%) and seeking information about an issue (19%).

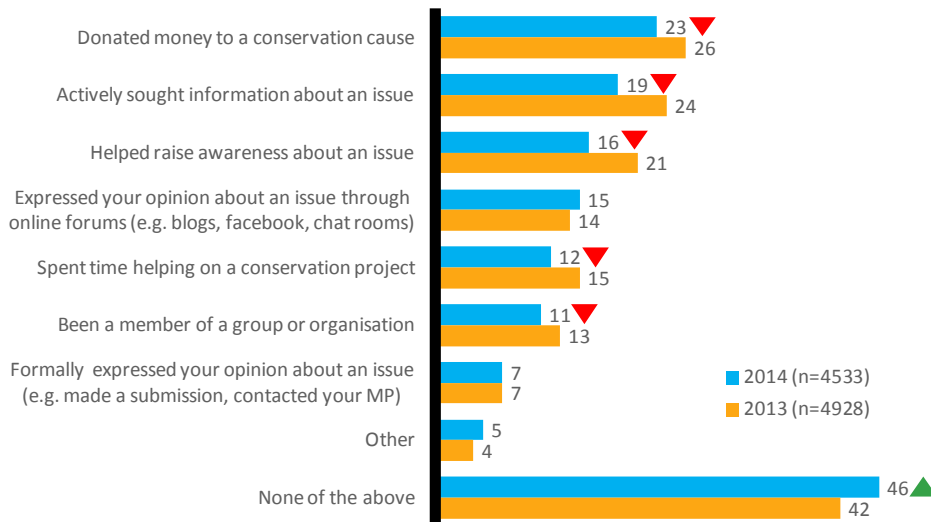
Just over one in ten (12%) has actively spent time helping on a conservation project.

The proportion of New Zealanders who have not undertaken an action relating to conservation has increased from 42% in 2013 to 46% in 2014.



54% of New Zealanders have undertaken an action related to NZ conservation in the past 12 months

### Conservation actions undertaken in the past 12 months that specifically relate to New Zealand conservation (%)



Base: All respondents, excluding not answered

Those more likely to have undertaken a conservation action in the past 12 months are living in Gisborne (65%), of Māori ethnicity (64%), with a household income of \$40,001 to \$60,000 (60%) or over \$100,000 (60%), aged 50 to 64 (57%) and male (56%). As expected those who think conservation is important (61%) are also more likely to have undertaken an action. However, it is interesting that those with an unfavourable opinion of DOC are slightly more likely than those with a favourable opinion to have undertaken a conservation action (61% cf. 59% respectively).

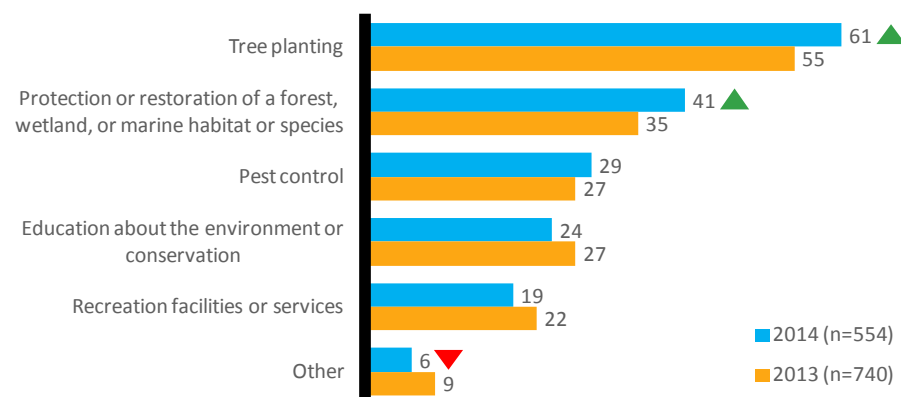
Just over one in ten (12%) indicate they have spent time helping on a conservation project in New Zealand in the past 12 months. This activity has declined since 2013 when 15% of respondents stated that they assisted with a project.

Those more likely to have helped with a conservation project are living in Tasman (20%), Bay of Plenty (19%), Gisborne (18%), are of Māori ethnicity (18%), from a household with an income of \$40,001 to \$60,000 (16%) or male (14%).

Of those who have spent time helping on a conservation project in the past 12 months, six in ten (61%) were involved with planting trees, while four in ten (41%) helped with the protection and restoration of a forest, wetland or marine habitat or species. This is an increase from 2013 as a higher proportion of New Zealanders indicate that they have participated in such projects.



#### Type of conservation project involved in (%)

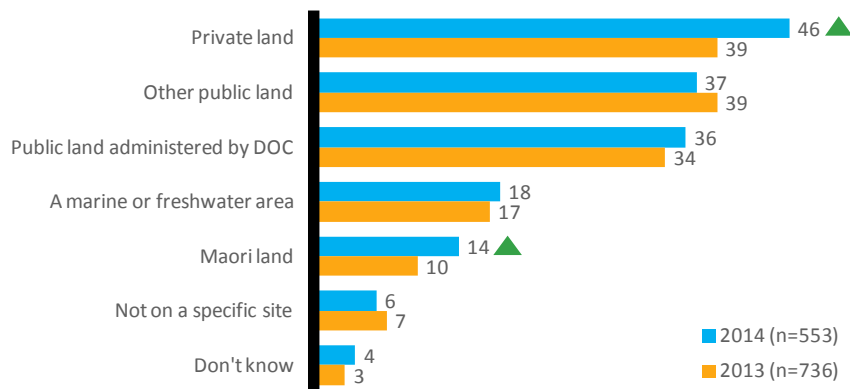


**Tree planting** is the most common type of project people have assisted with

The conservation projects that respondents spent time on most commonly took place on private land (46%). Other projects involved public land (37%) or public land administered by DOC (36%).

There has been an increase in the proportion of people who have participated in projects taking place on private and Māori land.

#### Location of the conservation project undertaken (%)



*Base: Those who have spent time helping on a conservation project in New Zealand, excluding not answered*

# THE DEPARTMENT OF CONSERVATION



## INTRODUCTION

This section outlines responses to questions that measure New Zealanders' views about the Department of Conservation.

Specifically, respondents were asked the following:

- Whether their opinion of DOC is favourable or unfavourable
- Reasons that explain why their view of DOC is favourable or unfavourable.

## SUMMARY

Almost three quarters (74%) of New Zealanders have a favourable view of the Department of Conservation. This result is less positive than that of 2013 (79%).

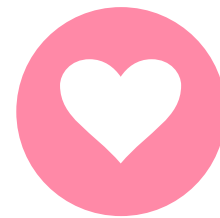
Amongst the 74% who feel very or somewhat favourable towards DOC, a quarter (26%) have rated the Department favourably because they consider that it is generally doing a good job. Others say their favourable perception is due to the facilities and services DOC offers (12%), they appreciate what DOC does and see the importance of it (12%) and appreciate that DOC is looking after our parks, sites and tracks (also 12%).

Of the small proportion (8%) of New Zealanders who have an unfavourable opinion of the Department of Conservation, the key reason relates to animal or pest control (17%). A smaller proportion of New Zealanders are concerned with the actions and role DOC has in preserving our national heritage (7%).



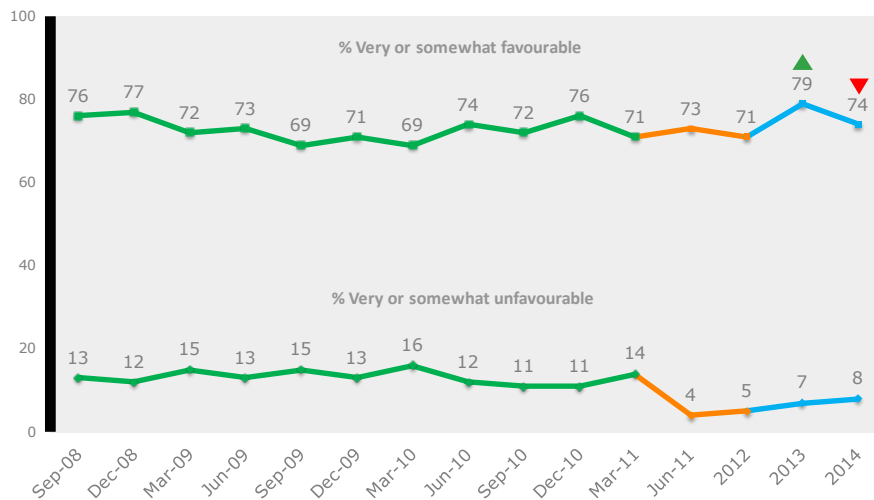
## ATTITUDE TOWARDS THE DEPARTMENT OF CONSERVATION

Almost three quarters (74%) of New Zealanders have a favourable view of the Department of Conservation. This result is less positive than that of 2013 (79%). There was a slight increase in the proportion of New Zealanders who lack the knowledge to have an opinion about DOC (17% from 15% in 2013).



Three quarters of New Zealanders view DOC favourably

Proportion of New Zealanders who have a favourable or unfavourable opinion of the Department of Conservation over time (%)

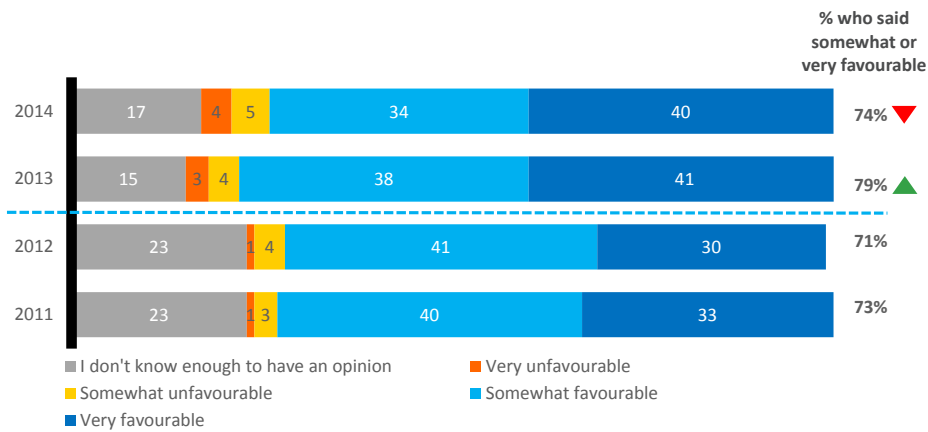


Base: All respondents (varies) (2014 n=4592)

Note: Those who were unsure are not depicted on this chart, hence results do not add up to 100%.

Source: 2011/12 – CB survey, 2013/14 – Nielsen

### Opinion about the Department of Conservation (%)



Base: All respondents (2011 n=3614, 2012 n=3885, 2013 n=4969 and 2014 n=4592 excluding not answered)

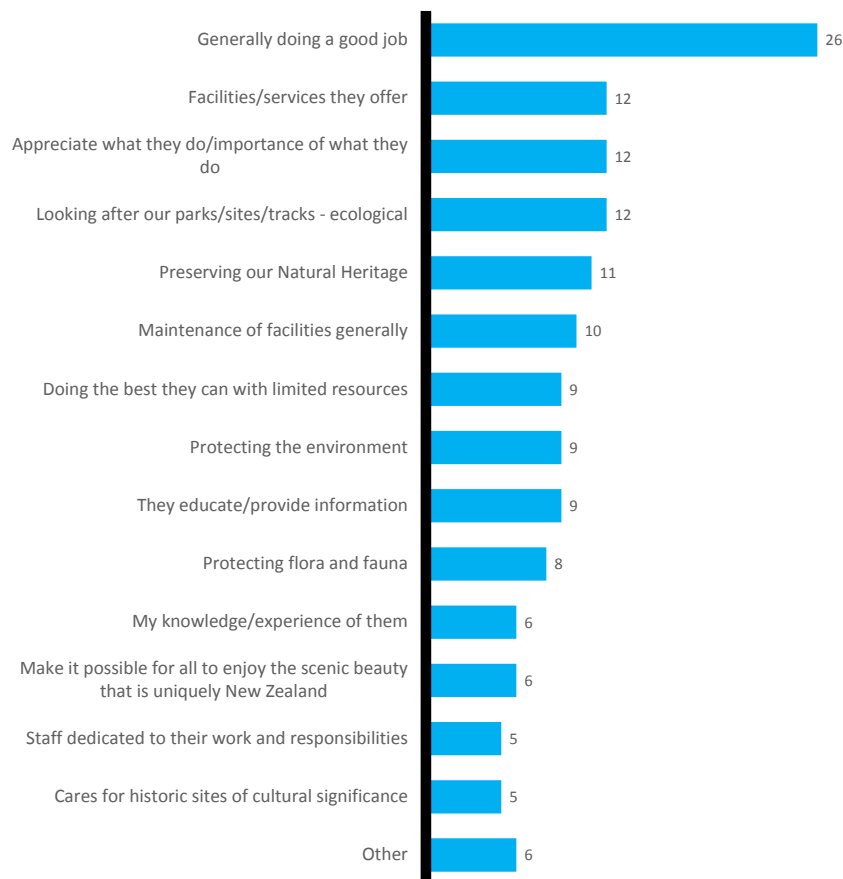
Compared with the overall result of 74% who have a favourable opinion of the Department of Conservation, those more likely to have a favourable opinion live in Tasman (85%) or Nelson (80%), have a household income of \$60,001-\$100,000 (79%) or over \$100,000 (83%), are aged 35 to 49 (77%) or 50 to 64 (77%) and are of New Zealand European ethnicity (77%).

Compared with the 8% overall who hold an unfavourable opinion of the Department, those living on the West Coast (22%), in Southland (16%), Marlborough (13%) or Northland (13%) and males (10%) are more likely to regard DOC unfavourably.

Just over a sixth (17%) indicate they do not know enough about DOC to voice an opinion. Respondents who feel this way are more likely to be of Pacific (37%) or Asian (35%) ethnicity, young New Zealanders aged 18 to 24 (26%), as well as those aged 65 or over (23%) and those with a household income of under \$40,000 (23%).

Just over a quarter (26%) of those who feel very or somewhat favourable towards DOC, say this is because DOC is generally doing a good job. The other most commonly mentioned reasons for rating DOC favourably are: the facilities and services it offers (12%), an appreciation of what DOC does and seeing the importance of it (12%) and the fact that DOC looks after New Zealand's parks, sites and tracks (12%).

#### Reasons for having a favourable opinion towards DOC (%)



Base: Those who have a favourable view of the Department of Conservation, excluding not answered (n=3246)

Note: Only responses over 5% are shown

“The Department does great work. It's always promoting the protection of New Zealand's parks, land and animal/bird life so that it's still around in years to come for generations to enjoy.”

“I think they put a lot of time, hard work and money towards creating valuable experiences that enrich people's understanding and estimation of value of this country. Without DOC, the New Zealand experience would not be as unique and rewarding.”

“I think that DOC does an excellent job in maintaining wildlife reserves and sanctuaries. I think they are very focused on doing things properly, and providing the general public with lots of information. I also think DOC campsites are the best - they are affordable, well-maintained, and everywhere. They make the most beautiful parts of NZ accessible and enjoyable.”

“Visitors Centres, tracks, campsites I have used have all been really good.”

“The quality of services and facilities in all the areas I have visited to date has been excellent.”

“DOC are actively caring for our parks, providing and upgrading facilities, particularly the iconic and world renowned national parks.”

The most commonly mentioned reason given by the small proportion (8%) of New Zealanders who have an unfavourable opinion of the Department of Conservation relates to animal/pest control (17% of those who rate the Department unfavourably give this as their reason). This seems to be more of an issue compared to 12 months ago when 11% mentioned it as a reason for having an unfavourable view of DOC.

Other reasons include poor maintenance of facilities, land and tracks (6%), not taking a strong enough stance on commercial activities on conservation land (6%) and perception that they are narrow thinking (5%).

#### Reasons for having an unfavourable opinion towards DOC (%)



Base: Those who have an unfavourable view of the Department of Conservation, excluding not answered (n=401)

Note: Only responses over 3% are shown

“Blanket coverage of 1080 is not the answer to pest control. There are many other possibilities less harmful to our natural environment.”

“Love everything else EXCEPT the blatant misuse of 1080 poison in the larger areas of NZ. While pest control is important other methods need to be explored as we feel the use of 1080 is unacceptable. It's even banned in the USA which says it all.”

“I get very concerned about the drops of poison in their areas where hunters and trappers are just as effective.”

“There is still some work to be done to make the sites clean and appealing.”

“There are areas in need of more rubbish receptacles.”

“We are fortunate to have such varied recreational walks, however in recent years I have seen a decline in the quality of the tracks and maintenance. I would also happily volunteer to assist DOC on some projects or track up keep, but I am unaware of such requests from DOC being published, and unaware of where to look if they currently are.”

“The Department of Conservation should do more to actively and truly CONSERVE and RESTORE New Zealand's natural heritage and public lands, and less to promote commercial development and extraction industries.”

# VISITOR AND HISTORIC INFORMATION



## INTRODUCTION

The Department of Conservation provides facilities and services for people pursuing outdoor recreation activities as well as administering historic sites on conservation land. This section looks at awareness and use of, and satisfaction with, these services.

Specifically, this section looks at the following:

- How often New Zealanders use Department of Conservation areas for recreation.
- Whether respondents are using DOC areas for recreation more or less frequently than in the previous 12 months and why their use is more or less frequent than previously.
- Whether respondents have walked one of the great walks, stayed at a DOC campsite, hut, lodge or house, or been to a DOC Visitors Centre in the last three years.
- Awareness of DOC as a provider of facilities and services for people doing outdoor recreation activities.
- The proportion of New Zealanders who have visited a DOC recreation area in the last 12 months, which areas have been visited and the activities (including the main activity) carried out at the most recent visit. How satisfied respondents were with the facilities provided.
- The proportion who has been to a historic site in the last 12 months, the specific sites visited and satisfaction with the heritage experience at the most recent site visited.

Please note, for this section in particular, comparisons with earlier research need to be treated with considerable caution. In 2014 and 2013, respondents were provided with a map and a list of DOC-administered parks and places, as well as historic sites. They used this list to identify the areas they had visited in the past 12 months. Prior to 2013, in a telephone survey, respondents named areas they had visited without being prompted, relying on their own recall. Therefore, 2013 and 2014 should provide a more accurate reading of visits to DOC areas.

## SUMMARY

The frequency with which New Zealanders are using Department of Conservation areas for recreation has increased, with the proportion who use DOC sites at least once a year or more often increasing from 64% in 2013 to 70% in 2014.

Just over half of respondents (57%) estimate their usage of DOC recreation areas in the past twelve months is about the same as the previous 12 months. A further 15% have increased their usage of DOC areas because they have an increased awareness of, and involvement in, the environment and the preservation of the beauty of New Zealand's natural resources, because children are now a good age for activities to be undertaken as a family, or New Zealanders having more free time for recreation. The 23% who feel the frequency of their visits to DOC areas has declined attribute this to health issues and work commitments resulting in less spare time for recreation.

The downward trend in the proportion who has been to a DOC Visitors Centre that was observed in 2013 has continued (from 47% in 2013 to 43% in 2014). In addition, the proportion of New Zealanders who have stayed at a DOC campsite indicates a slight downward trend over time.

Eight in ten (79%) New Zealanders are aware that DOC provides facilities and services for people doing outdoor recreation activities. There has been a decrease in the level of awareness compared to 2013. Despite this apparent decline, an increasing proportion of New Zealanders seem to be visiting parks and places administered by DOC. Currently three quarters (74%) of New Zealanders say they have visited at least one DOC recreation area in the past 12 months. The main activity carried out during their most recent visit was sightseeing or taking a short walk (less than three hours).

In general, satisfaction with the parks and places administered by DOC is high with 80% rating their experience 4 or 5, with 5 being very satisfied. This is a slight improvement since 2013 and includes a decrease in the proportion who was dissatisfied with their experience.

It is evident that New Zealanders are more likely to have visited an area within their own Regional Council area or within a neighbouring Regional Council area, indicating that New Zealanders aren't travelling far to visit DOC areas.

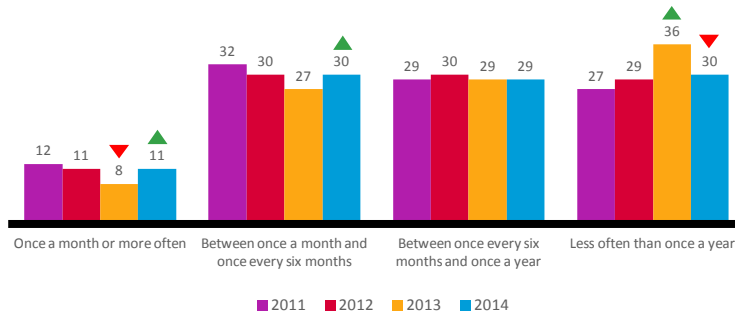
Two thirds (67%) of New Zealanders are aware that DOC administers historic sites on conservation land. The level of awareness has increased from 61% in 2013. When shown a list of the sites that DOC administers, almost half (48%) indicate that they have been to at least one of these sites in the past 12 months, a similar result to that of 2013 (47%).

In general, three quarters (74%) are satisfied with the heritage experience they had at the historic site they visited most recently. This is similar to the overall satisfaction level reported in 2013 (75%).

## USE OF DOC RECREATION AREAS IN GENERAL

The proportion who use DOC sites at least once a year or more often has risen from 64% in 2013 to 70% in 2014.

### Frequency of using DOC areas for recreation (%)



Base: All respondents, excluding not answered and don't knows  
(2011 n=3614, 2012 n=3885, 2013 n=4604, 2014 n=4093)

One in ten (11%) New Zealanders use DOC areas frequently (once a month or more often). Those who are more likely to have higher use are living on the West Coast (19%), in Otago (16%) and Nelson (15%), are of Māori ethnicity (15%), aged 25 to 34 (15%) or 35 to 49 (14%).

A third (30%) of respondents use DOC recreation areas less than once a year. Those more likely to be using DOC areas less frequently are aged 65 or over (48%), of Pacific ethnicity (45%), living in Gisborne (51%), Hawkes Bay (40%) or Wellington (36%), have a household income of less than \$40,000 (42%) and are female (33%).



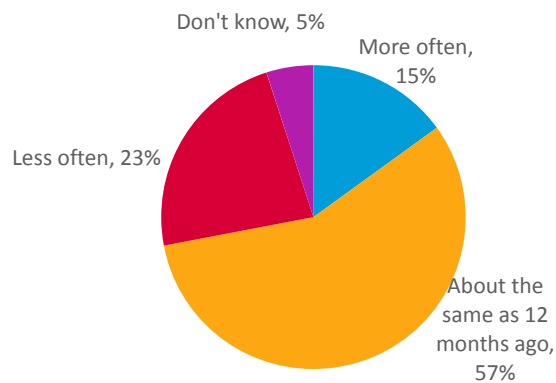
New Zealanders are using DOC recreation areas **more frequently**



## CHANGE IN USAGE OF DOC RECREATION AREAS OVER TIME

Respondents were asked to compare their usage of DOC recreation areas in the past twelve months with their usage in the twelve months prior to that. Just over half (57%) estimated their usage to be the same as previously, while 15% have increased their usage and 23% believe that their usage has declined.

### Change in frequency of use of DOC recreation areas from the past 12 months compared to the previous 12 months



*Base: Those who have visited a recreation area in the past 12 months, excluding not answered (n=4055)*

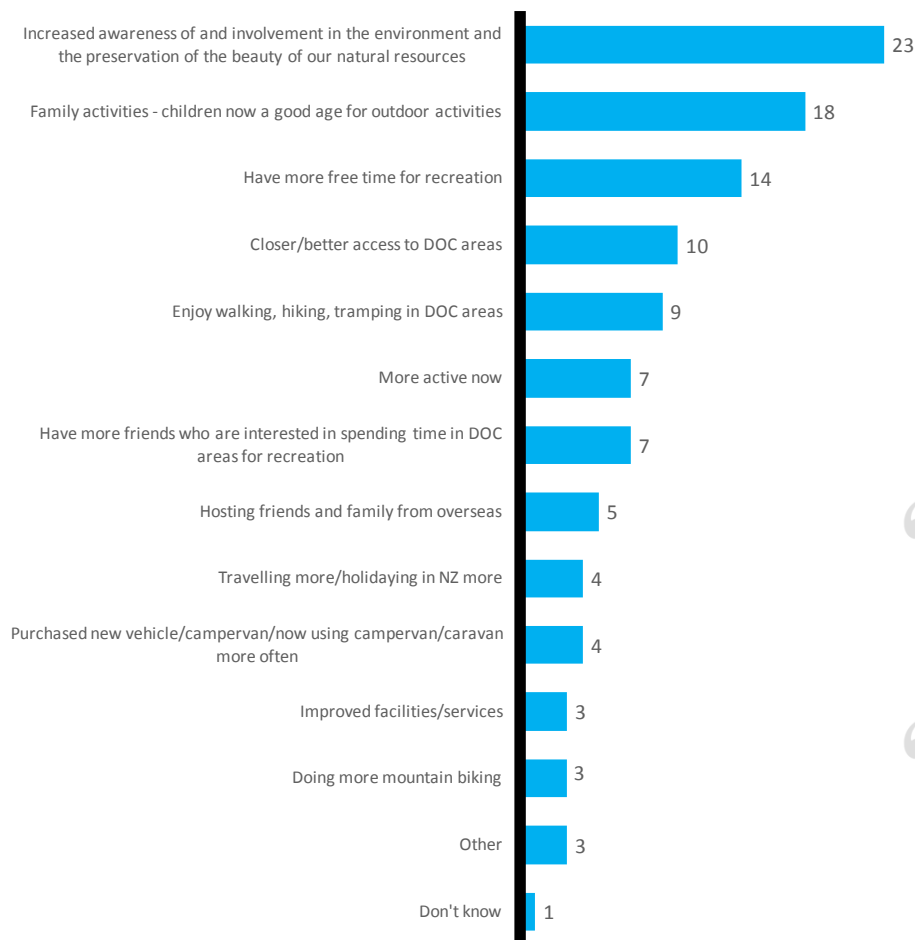
Those who have increased their use of DOC recreation areas compared to 12 months ago are more likely to be of Asian ethnicity (25%), living in Auckland (18%), aged 18 to 24 (19%) or 25 to 34 (21%).

People who are using DOC areas less frequently compared to 12 months ago are more likely to be of Pacific ethnicity (35%), living in Gisborne (35%), aged over 65 years (34%), from a household with income under \$40,000 (30%) and female (25%).

There are a number of reasons why New Zealanders' usage of DOC recreation areas has increased or declined in the past 12 months.

Increased awareness of, and involvement in, the environment and the preservation of the beauty of New Zealand's natural resources is the most commonly mentioned reason (23%) for using DOC areas more frequently than 12 months ago. Family activities now that children are a good age for outdoor activities (18%) and having more time for recreation (14%) are also common reasons for using DOC recreation areas more often.

#### Reasons for increased usage of DOC recreation areas



Base: Those who are using DOC areas more often than 12 months ago - Excluding NA (n=528)

Note: Only responses over 3% are shown

Those aged 35 to 49 are more likely to say that family activities now that children are a good age for outdoor activities (32% cf. 18%), while those aged 50 to 64 (24% cf. 14%) and aged over 65 (22%) are more likely to say they have more free time for recreation.

“After a visit to Mt Holdsworth, I've developed a greater appreciation of the beauty of our country's natural resources and endeavour to make better use of them.”

“I've started to care more about New Zealand's heritage and conservation. Because I've become actively involved in native bird breeding programmes. Because I have realised how much I enjoy spending time in New Zealand's native forest.”

“Our children are of an age we can take them to utilise recreation activities.”

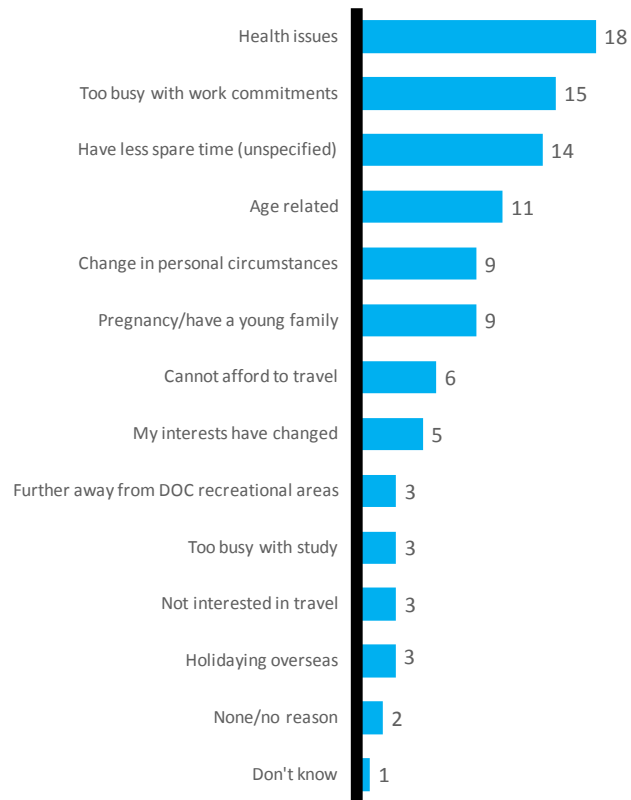
“Mainly hunting with mates and taking my kids on DOC's walking tracks.”

“I am now retired and have more time available for outdoor activities (sailing and walking).”

“I have finished University and have had more time to do things relating to DOC. I have also had an increased awareness in the environment and outdoor activities.”

Those people who are visiting DOC sites less frequently than 12 months ago cite health issues (18%), work commitments (15%) and having less spare time (14%) as the three most common reasons for the change in usage.

#### Reasons for reduced usage of DOC recreation areas



Base: Those who are using DOC areas less often than 12 months ago - Excluding NA (n=896)

Note: Only responses over 3% are shown

Those more likely to cite health issues to explain their reduction of visits to DOC recreation areas are aged over 65 (44% cf. 18% of total), reside in Nelson (33%) or from a household with an income of less than \$40,000 (27%).

Younger people aged 18 to 24 are more likely to say they are too busy with work commitments (25% cf. 15% of total). They are also the age group most likely to say they have less spare time (32% cf. 14%).

People living in Hawkes Bay (25%) and those with a household income of \$60,001 to \$100,000 (19%) are also more likely than others to say that their reason for not visiting DOC sites so frequently is because they have less spare time.

“I am a wheelchair user and accessibility is my main issue. Sometimes people say it is accessible but when you get there it really isn't.”

“Do not have the time to travel to them as my husband is virtually housebound. Not on the radar at the moment.”

“Do not have enough time to for going out to do any recreation activities due to work commitment or family responsibilities.”

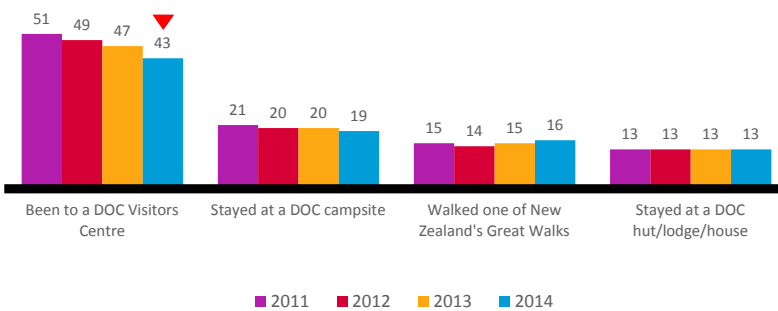
“We have been busier in the last twelve months and so have not had time to look around.”

“Mainly due to work commitments and having a young family but definitely would rather be answering more use rather than less.”

## USE OF DOC FACILITIES

The downward trend in the proportion who have been to a DOC Visitors Centre that was observed in 2013 has continued (from 47% in 2013 to 43% in 2014). In addition, the proportion of New Zealanders who have stayed at a DOC campsite seems to be indicating a slight downward trend over time.

**Proportion of New Zealanders who have been to a Visitors Centre, stayed at a campsite, walked a great walk and stayed at a hut, lodge or house in the last three years (%)**

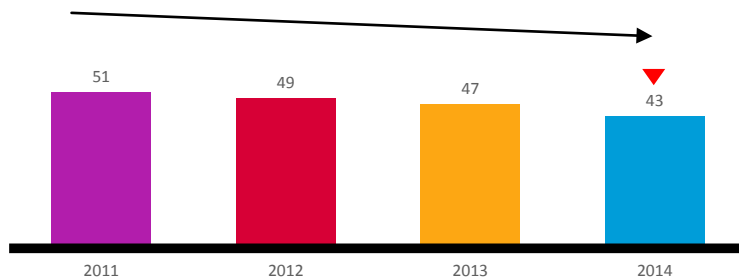


*Base: All Respondents (2011 n=3614, 2012 n=3885, 2013 n varies between 4592 and 4756, 2014 n varies between 4360 and 4478 excluding not answered)*

## DOC VISITORS CENTRE

Just over four in ten (43%) New Zealanders have been to a DOC Visitors Centre in the last three years. This continues the downward trend seen in previous years.

### Proportion of New Zealanders who have been to a DOC Visitors Centre in the last three years (%)



Base: All Respondents (2011 n=3614, 2012 n=3885, 2013 n=4756 and 2014 n=4478 excluding not answered)

Those who are living in Tasman (65%), Nelson (61%), West Coast (56%), Marlborough (54%), Otago (52%), Southland (52%), Taranaki (51%) and Canterbury (49%) are more likely to have been to a DOC Visitors Centre in the last three years. Also more likely to have been to a Visitors Centre are those with a household income of over \$100,000 (59%), or \$60,001 to \$100,000 (48%), of New Zealand European ethnicity (46%) and male (46%).

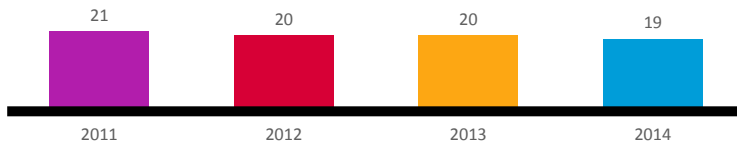


The number of New Zealanders going to DOC Visitors Centres has decreased

## DOC CAMPSITES

Nearly two in ten (19%) indicate they have stayed at a DOC campsite in the last three years. This has been stable over the past four years.

Proportion who have stayed at a DOC campsite in the last three years (%)



Base: All Respondents (2011 n=3614, 2012 n=3885, 2013 n=4641 and 2014 n=4398 excluding not answered)



**Two in ten** indicate they have stayed at a DOC campsite in the last three years

## NEW ZEALAND'S GREAT WALKS

Some 16% indicate they have walked one of New Zealand's great walks in the last three years (this includes Lake Waikaremoana, Tongariro Northern Circuit, Whanganui Journey, Abel Tasman Coast Track, or the Heaphy, Routeburn, Kepler, Milford and/or Rakiura Tracks).

Proportion who have walked one of New Zealand's great walks in the last three years (%)



Base: All Respondents (2011 n=3614, 2012 n=3885, 2013 n=4652 and 2014 n=4418 excluding not answered)



**16%** have walked one of the great walks in the last three years

## DOC HUTS, LODGES AND HOUSES

Just over one in ten (13%) indicate they have stayed at a DOC hut, lodge or house in the last three years. This result has remained stable over time.

**Proportion who have stayed at a DOC hut, lodge or house in the last three years (%)**



*Base: All Respondents (2011 n=3614, 2012 n=3885, 2013 n=4592 and 2014 n=4360 excluding not answered)*

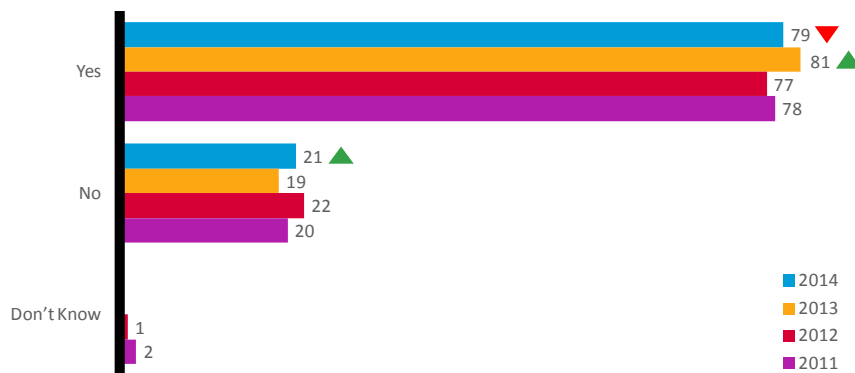


Just over **one in ten** have stayed at a DOC hut, lodge or house in the last four years

## AWARENESS OF DOC RECREATION SERVICES

Nearly eight in ten (79%) respondents are aware that DOC provides facilities and services for people engaging in outdoor recreation activities. This is a small but statistically significant decrease from 2013.

**Awareness of DOC as a provider of facilities and services for people doing outdoor recreation activities (%)**



*Base: All respondents, excluding not answered (2011 n=3614, 2012 n=3885, 2013 n=4981, 2014 n=4610)*



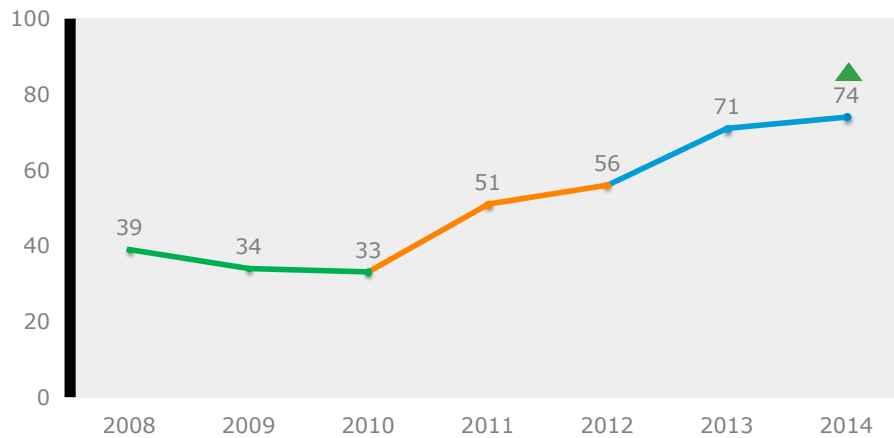
Eight in ten are aware that DOC provides facilities and services for people doing **outdoor recreation activities**

## USAGE AND SATISFACTION BY RECREATIONAL AREA

An increasing proportion of New Zealanders seem to be visiting parks and places administered by DOC. In 2014 nearly three quarters (74%) say they have visited at least one DOC recreation area in the past 12 months.

The increase in 2014 is likely to be driven in part by the inclusion of two newly listed areas in the survey, Huka Falls and Long Bay, both of which are in the top three most commonly visited areas.

Proportion who have visited a DOC recreation area in the past 12 months (%)



Base: Pre-2011 – CATI Mobius survey; 2011/12 – CATI and online CB survey; 2013/14 – SMM (online and hard copy) Nielsen

Note: The increase in the proportion on New Zealanders who had visited a DOC area in 2011 is likely due to the change in methodology and fieldwork provider.



An **increasing** proportion of New Zealanders is visiting parks and places administered by DOC



The areas visited most frequently are identified below:

RECREATIONAL AREA VISITED	2013 (n=4909)	2014 (n=4535)
Huka Falls	NA*	17%
Tongariro National Park	14%	13%
Long Bay - Okura Marine Reserve	NA*	11%
North Head	10%	9%
Cathedral Cove / Ha Hei Marine Reserve	8%	9%
Coromandel Forest Park	9%	9%
Kaimai Mamaku Forest Park	9%	8%
Hanmer Forest Park	9%	8%
Arrowtown Chinese Settlement	7%	8%
Cape Reinga / Te Paki Recreation Reserve	8%	7%
Kerikeri Basin - Stone Store	8%	7%
Waipoua Forest (Tane Mahuta, other areas)	9%	7% ▼
Rangitoto Island	8%	7%
Abel Tasman National Park	7%	7%
Arthur's Pass National Park	9%	7% ▼
Moeraki Boulders	8%	7%
Fiordland National Park	7%	7%

Base: All respondents, excluding not answered

\*Note: Huka Falls and Long Bay were not included in the list given to respondents in 2013.

In the past 12 months New Zealanders are most likely to have visited the Huka Falls (17%), Tongariro National Park (13%) and Long Bay - Okura Marine Reserve (11%).

The major changes to visiting patterns since 2013 have been decreases in the proportion visiting Waipoua Forest (from 9% to 7% in 2014) and Arthur's Pass National Park (also from 9% to 7%).

Those more likely to have visited a DOC recreation site in the last 12 months (compared to the total result of 74%) are living in Tasman (90%), Northland (84%), Marlborough (86%), Nelson (83%), West Coast (83%), Southland (83%) and Otago (82%). Those aged 25 to 49 (78%), those of New Zealand European ethnicity (76%), those with a household income of \$60,001 to \$100,000 (79%) or over \$100,000 (87%) and males (76%) are also more likely to have visited a DOC area.

It is evident that New Zealanders are more likely to have visited an area within their own Regional Council area or within a neighbouring Regional Council area.

<b>Northland: Recreational area visited by those living in Northland (n=189)</b>		
1	Kerikeri Basin - Stone Store	42%
2	Waipoua Forest (Tane Mahuta, other areas)	33%
3	Cape Reinga / Te Pahi Recreation Reserve	29%
4	Bream Head	23%
5	Urupukapuka Island	11%
6	Huka Falls	7%
7	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	7%
8	Poor Knights Islands Marine Reserve	7%

<b>Auckland: Recreational area visited by those living in Auckland (n=771)</b>		
1	Long Bay - Okura Marine Reserve	31%
2	North Head	24%
3	Huka Falls	21%
4	Cathedral Cove / Ha Hei Marine Reserve	17%
5	Rangitoto Island	17%
6	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	14%
7	Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	14%
8	Cape Rodney - Okakari Point Marine Reserve (Leigh Marine Reserve / Goat Island Marine Reserve, other areas)	12%
9	Kerikeri Basin - Stone Store	11%
10	Cape Reinga / Te Pahi Recreation Reserve	11%

<b>Waikato: Recreational area visited by those living in Waikato (n=381)</b>		
1	Huka Falls	26%
2	Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)	25%
3	Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	21%
4	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	19%
5	Pirongia Forest Park	18%
6	Cathedral Cove / Ha Hei Marine Reserve	16%
7	Pureora Forest Park	9%
8	Kerikeri Basin - Stone Store	7%
9	Cape Reinga / Te Pahi Recreation Reserve	7%

<b>Bay of Plenty: Recreational area visited by those living in Bay of Plenty (n=265)</b>		
1	Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)	41%
2	Huka Falls	31%
3	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	18%
4	Te Urewera National Park (Lake Waikaremoana, other areas)	18%
5	Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	14%
6	Cathedral Cove / Ha Hei Marine Reserve	11%
7	Kerikeri Basin - Stone Store	6%
8	Cape Reinga / Te Paki Recreation Reserve	6%
9	Waipoua Forest (Tane Mahuta, other areas)	6%
10	Tongariro River walks	6%
11	Whirinaki Te Pua-a-Tane Conservation Park	6%

<b>Gisborne: Recreational area visited by those living in Gisborne (n=155)</b>		
1	Te Urewera National Park (Lake Waikaremoana, other areas)	34%
2	Huka Falls	13%
3	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	7%
4	Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)	6%
5	Cathedral Cove / Ha Hei Marine Reserve	4%
6	Kaimanawa Forest Park	4%
7	Manawatu Gorge Walkway	4%
8	Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	3%
9	Tongariro River walks	3%
10	Ohakune Old Coach Road	3%
11	Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	3%

<b>Taranaki: Recreational area visited by those living in Taranaki (n=184)</b>		
1	Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	70%
2	Huka Falls	14%
3	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	12%
4	Whanganui National Park	7%
5	Tongariro River walks	5%
6	Cathedral Cove / Ha Hei Marine Reserve	5%
7	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	5%
8	Pureora Forest Park	5%

<b>Manawatu-Whanganui: Recreational area visited by those living in Manawatu-Whanganui (n=214)</b>		
1	Manawatu Gorge Walkway	32%
2	Huka Falls	25%
3	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	24%
4	Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	14%
5	Whanganui National Park	13%
6	Pukaha Mount Bruce Wildlife Centre	13%
7	Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	10%
8	Tongariro National Trout Centre	9%
9	Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	8%
10	Ohakune Old Coach Road	8%

<b>Hawke's Bay: Recreational area visited by those living in Hawke's Bay (n=163)</b>		
1	Huka Falls	28%
2	Te Urewera National Park (Lake Waikaremoana, other areas)	18%
3	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	15%
4	Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	14%
5	Manawatu Gorge Walkway	11%
6	Pukaha Mount Bruce Wildlife Centre	8%
7	Old Government Buildings Wellington	7%
8	Whirinaki Te Pua-a-Tane Conservation Park	7%
9	Waipoua Forest (Tane Mahuta, other areas)	6%
10	Tongariro River walks	5%
11	Cape Reinga / Te Paki Recreation Reserve	5%

<b>Wellington: Recreational area visited by those living in Wellington (n=449)</b>		
1	Old Government Buildings Wellington	26%
2	Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	26%
3	Huka Falls	21%
4	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	17%
5	Pukaha Mount Bruce Wildlife Centre	13%
6	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	8%
7	Tongariro River walks	6%
8	Cathedral Cove / Ha Hei Marine Reserve	6%

<b>Nelson: Recreational area visited by those living in Nelson (n=205)</b>		
1	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	66%
2	Nelson Lakes National Park (Lake Rotoiti, other areas)	57%
3	Pelorus Bridge Scenic Reserve	45%
4	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	30%
5	Hanmer Forest Park	21%
6	Queen Charlotte Track / Ship Cove	19%
7	Arthur's Pass National Park	13%
8	Cape Foulwind / Tauranga Bay	13%
9	Kaikoura Peninsula Walkway	12%
10	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	12%

<b>Tasman: Recreational area visited by those living in Tasman (n=206)</b>		
1	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	75%
2	Nelson Lakes National Park (Lake Rotoiti, other areas)	57%
3	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	47%
4	Pelorus Bridge Scenic Reserve	42%
5	Hanmer Forest Park	17%
6	Queen Charlotte Track / Ship Cove	15%
7	Arthur's Pass National Park	12%
8	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	11%
9	Cape Foulwind / Tauranga Bay	10%
10	Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	10%

<b>Marlborough: Recreational area visited by those living in Marlborough (n=198)</b>		
1	Pelorus Bridge Scenic Reserve	68%
2	Nelson Lakes National Park (Lake Rotoiti, other areas)	52%
3	Queen Charlotte Track / Ship Cove	48%
4	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	29%
5	Kaikoura Peninsula Walkway	23%
6	Hanmer Forest Park	21%
7	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	11%
8	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	11%
9	Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	11%
10	Denniston Historic Mine	11%

<b>West Coast: Recreational area visited by those living in West Coast (n=178)</b>		
1	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	51%
2	Arthur's Pass National Park	47%
3	Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	41%
4	Cape Foulwind / Tauranga Bay	35%
5	Denniston Historic Mine	28%
6	Nelson Lakes National Park (Lake Rotoiti, other areas)	21%
7	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	20%
8	Hanmer Forest Park	19%
9	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	14%

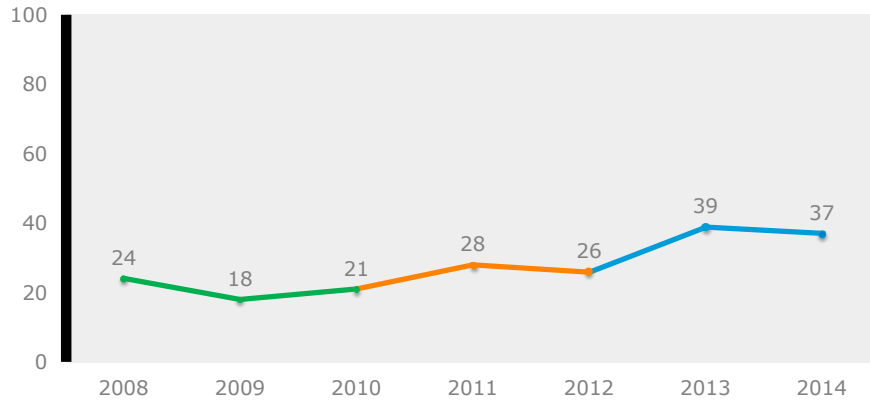
<b>Canterbury: Recreational area visited by those living in Canterbury (n=573)</b>		
1	Hanmer Forest Park	38%
2	Arthur's Pass National Park	31%
3	Godley Head - Christchurch	26%
4	Moeraki Boulders	21%
5	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	18%
6	Kaikoura Peninsula Walkway	18%
7	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	13%
8	Arrowtown Chinese Settlement	13%
9	Mt Hutt Skifield	13%
10	Pelorus Bridge Scenic Reserve	10%

<b>Otago: Recreational area visited by those living in Otago (n=225)</b>		
1	Moeraki Boulders	41%
2	Otago Central Rail Trail	38%
3	Arrowtown Chinese Settlement	25%
4	Taiaroa Head Albatross Colony	25%
5	Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)	23%
6	St Bathans	21%
7	Nugget Point	20%
8	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	18%
9	Mt Aspiring National Park	15%
10	Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	12%

<i>Southland: Recreational area visited by those living in Southland (n=179)</i>		
1	Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)	55%
2	Moeraki Boulders	24%
3	Nugget Point	24%
4	Otago Central Rail Trail	23%
5	Arrowtown Chinese Settlement	23%
6	Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	14%
7	Remarkables Ski Area	14%
8	Rakiura National Park	13%
9	Mt Aspiring National Park	9%

Just under four in ten (37%) New Zealanders have visited one of New Zealand's national parks in the last 12 months.

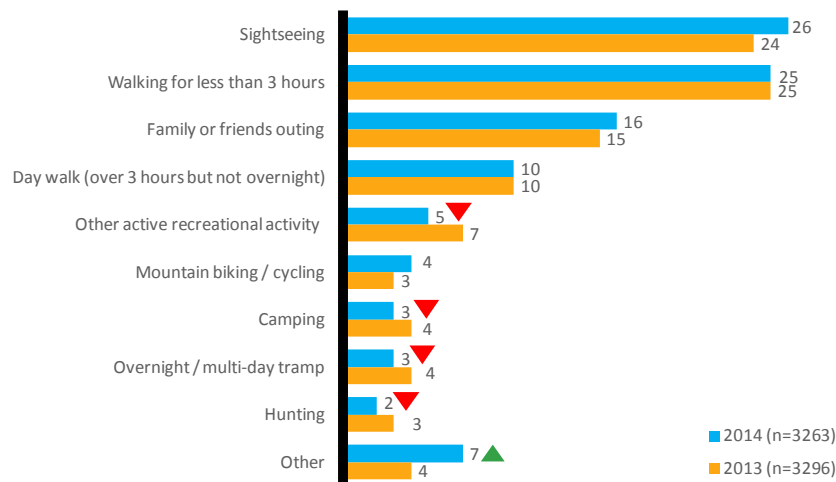
**Proportion who have visited a national park in the past 12 months (%)**



Base: All respondents (n=4535 (excl not answered) in 2014, n=4909 (excl not answered) in 2013, n=3885 in 2012 and n=3614 in 2011)

As can be seen below, respondents say that the main activity carried out during their most recent visit to a DOC area is sightseeing (26%) or going on a short walk for less than three hours (25%).

**Main activity that was carried out on most recent visit to a DOC recreation area (%)**



Base: Those who have visited a recreation area in the past 12 months, excluding not answered

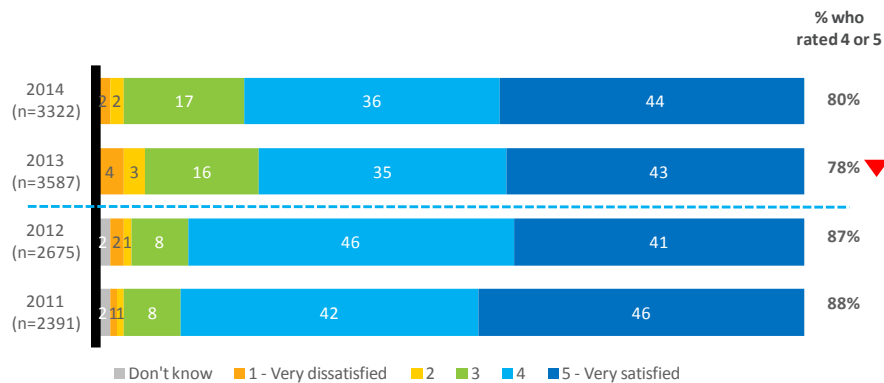


The main activities carried out are sightseeing and short walks



Overall, satisfaction with the parks and places administered by DOC is high with 80% rating their most recent experience 4 or 5 out of 5. Whilst this is not a statistically significant shift, it is accompanied by a decrease in the proportion who were dissatisfied with the facilities provided (4% in 2014 cf. 6% in 2013 rating 1 or 2 out of 5).

#### Satisfaction with the facilities at the DOC area that was visited most recently (%)



Base: Those who have visited a recreation area in the past 12 months (2011 n=2391, 2012 n=2675, 2013 n=3587 and 2014 n=3322 excluding not answered)

The table on the next page provides more detail about the level of satisfaction with each site, as rated by those whose most recent visit was to this particular site. (Note that many sites had very few visits from survey respondents and results must be viewed as indicative only.)

The first column shows which sites have the highest satisfaction (in order from high to low), while the second column shows the sites in order of dissatisfaction.

Satisfaction is highest with Rakiura National Park, Tongariro National Trout Centre, and Cape Reinga / Te Paki Recreation Reserve, while dissatisfaction is highest with Ohakune Old Coach Road, Ruahine Forest Park and Coronet Peak Skifield.

	SATISFIED (% 4+5 OUT OF 5)	DISSATISFIED (% 1+2 OUT OF 5)
1	96% (n=17*) - Rakiura National Park	16% (n=11*) - Ohakune Old Coach Road
2	94% (n=15*) - Tongariro National Trout Centre	16% (n=24*) - Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)
3	92% (n=43) - Cape Reinga / Te Pahi Recreation Reserve	15% (n=18*) - Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)
4	89% (n=56) - Queen Charlotte Track / Ship Cove	12% (n=8*) - Remarkables Ski Area
5	89% (n=50) - Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	11% (n=27*) - Whanganui National Park
6	88% (n=49) - Waipoua Forest (Tane Mahuta, other areas)	9% (n=13*) - Tongariro River walks
7	88% (n=16*) - Denniston Historic Mine	8% (n=15*) - Kaimanawa Forest Park
8	88% (n=105) - Nelson Lakes National Park (Lake Rotoiti, other areas)	8% (n=57) - Tararua Forest Park (Holdsworth, Otaki Forks, other areas)
9	87% (n=13*) - Tongariro River walks	8% (n=50) - Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)
10	86% (n=10*) - Urupukapuka Island	7% (n=38) - Kaikoura Peninsula Walkway
11	86% (n=15*) - Poor Knights Islands Marine Reserve	7% (n=12*) - Craigieburn Forest Park
12	86% (n=58) - Manawatu Gorge Walkway	7% (n=52) - Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)
13	86% (n=110) - Hanmer Forest Park	6% (n=86) - Te Urewera National Park (Lake Waikaremoana, other areas)
14	86% (n=143) - Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)	6% (n=163) - Huka Falls
15	85% (n=23*) - Tiritiri Matangi Island	6% (n=104) - Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)
16	85% (n=166) - Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	6% (n=32) - Pukaha Mount Bruce Wildlife Centre
17	84% (n=59) - Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	6% (n=14*) - Mt Hutt Skifield
18	84% (n=104) - Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	6% (n=17*) - Mt Aspiring National Park

	SATISFIED (% 4+5 OUT OF 5)	DISSATISFIED (% 1+2 OUT OF 5)
19	84% (n=83) - Pelorus Bridge Scenic Reserve	5% (n=49) - Waipoua Forest (Tane Mahuta, other areas)
20	84% (n=6*) - Lake Sumner Forest Park	5% (n=38) - Rangitoto Island
21	84% (n=14*) - Mt Hutt Skifield	5% (n=105) - Nelson Lakes National Park (Lake Rotoiti, other areas)
22	84% (n=51) - Otago Central Rail Trail	5% (n=51) - Otago Central Rail Trail
23	83% (n=163) - Huka Falls	4% (n=97) - Cathedral Cove / Ha Hei Marine Reserve
24	83% (n=109) - Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	4% (n=104) - Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)
25	83% (n=38) - Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	4% (n=166) - Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)
26	82% (n=33) - Pirongia Forest Park	4% (n=56) - Queen Charlotte Track / Ship Cove
27	82% (n=55) - Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	3% (n=23*) - Bream Head
28	82% (n=26*) - Taiaroa Head Albatross Colony	3% (n=104) - Long Bay - Okura Marine Reserve
29	81% (n=104) - Long Bay - Okura Marine Reserve	3% (n=33) - Pirongia Forest Park
30	81% (n=17*) - Mt Aspiring National Park	3% (n=109) - Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)
31	81% (n=31) - Nugget Point	3% (n=58) - Manawatu Gorge Walkway
32	80% (n=32) - Pukaha Mount Bruce Wildlife Centre	3% (n=110) - Hanmer Forest Park
33	80% (n=52) - Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	3% (n=60) - Moeraki Boulders
34	80% (n=18*) - Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	2% (n=61) - North Head
35	78% (n=6*) - Flagstaff Hill	2% (n=59) - Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)
36	78% (n=40) - Cape Rodney - Okakari Point Marine Reserve (Leigh Marine Reserve / Goat Island Marine Reserve, other areas)	2% (n=83) - Pelorus Bridge Scenic Reserve
37	78% (n=61) - North Head	2% (n=16*) - Denniston Historic Mine
38	77% (n=52) - Kerikeri Basin - Stone Store	2% (n=30) - Cape Foulwind / Tauranga Bay
39	77% (n=11*) - Ohakune Old Coach Road	2% (n=38) - Paparoa National Park (Punakaiki / Pancake Rocks, other areas)

	SATISFIED (% 4+5 OUT OF 5)	DISSATISFIED (% 1+2 OUT OF 5)
40	76% (n=97) - Cathedral Cove / Ha Hei Marine Reserve	2% (n=55) - Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)
41	76% (n=104) - Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)	1% (n=52) - Kerikeri Basin - Stone Store
42	76% (n=74) - Old Government Buildings Wellington	1% (n=65) - Arthur's Pass National Park
43	74% (n=38) - Kaikoura Peninsula Walkway	1% (n=143) - Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)
44	73% (n=23*) - Bream Head	1% (n=31) - Nugget Point
45	73% (n=57) - Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	- (n=74) - Old Government Buildings Wellington
46	72% (n=24*) - Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	- (n=43) - Cape Reinga / Te Paki Recreation Reserve
47	72% (n=65) - Arthur's Pass National Park	- (n=10*) - Urupukapuka Island
48	72% (n=70) - Arrowsmith Chinese Settlement	- (n=15*) - Poor Knights Islands Marine Reserve
49	71% (n=38) - Rangitoto Island	- (n=6*) - Flagstaff Hill
50	71% (n=8*) - Remarkables Ski Area	- (n=40) - Cape Rodney - Okakari Point Marine Reserve (Leigh Marine Reserve / Goat Island Marine Reserve, other areas)
51	70% (n=27*) - Whanganui National Park	- (n=23*) - Tiritiri Matangi Island
52	70% (n=30) - Cape Foulwind / Tauranga Bay	- (n=19*) - Pureora Forest Park
53	69% (n=86) - Te Urewera National Park (Lake Waikaremoana, other areas)	- (n=6*) - Whirinaki Te Pua-a-Tane Conservation Park
54	69% (n=12*) - Craigieburn Forest Park	- (n=15*) - Tongariro National Trout Centre
55	69% (n=43) - Godley Head - Christchurch	- (n=6*) - Lake Sumner Forest Park
56	65% (n=19*) - Pureora Forest Park	- (n=43) - Godley Head - Christchurch
57	65% (n=20*) - St Bathans	- (n=20*) - St Bathans
58	64% (n=60) - Moeraki Boulders	- (n=70) - Arrowsmith Chinese Settlement
59	63% (n=6*) - Whirinaki Te Pua-a-Tane Conservation Park	- (n=26*) - Taiaroa Head Albatross Colony
60	58% (n=15*) - Kaimanawa Forest Park	- (n=17*) - Rakiura National Park

Base: Those who have visited a recreation area in the past 12 months - Excluding NA

## AWARENESS, USE OF, AND SATISFACTION WITH DOC HISTORIC SITES

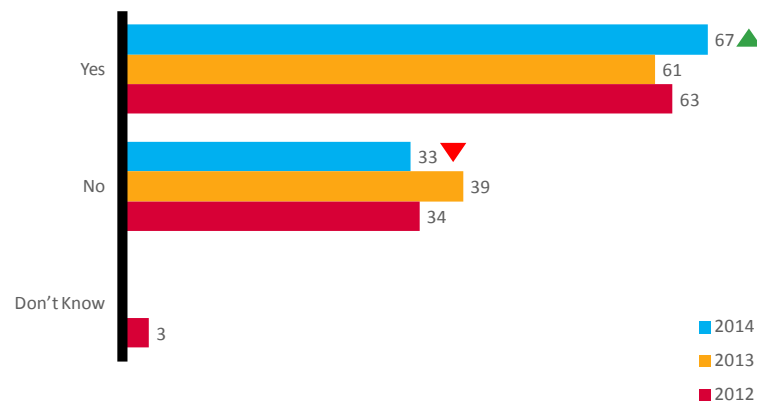
Two thirds (67%) are aware that DOC administers historic sites on conservation land. The level of awareness has increased significantly from 61% in 2013.

People who are more likely to be aware that DOC administers historic sites are aged 50 to 64 (72%), or over 65 (77%), have a household income of over \$100,000 (73%), of New Zealand European ethnicity (72%) and male (72%). Those living on the West Coast (79%), in Tasman (77%), Northland (76%) or Otago (76%) are also more likely to be aware of these sites.



Two thirds are  
**aware** that DOC  
administers  
**historic sites**

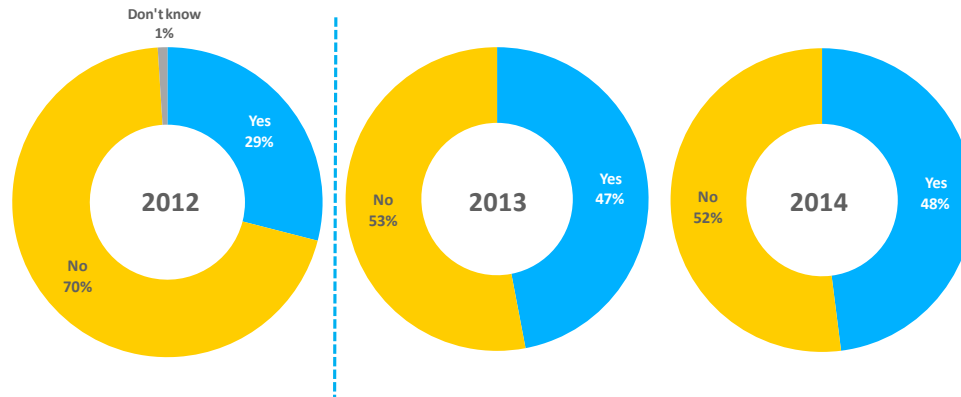
### Awareness of DOC as an administrator of historic sites on conservation land (%)



Base: All respondents, excluding not answered (2012 n=3885, 2013 n=4959, 2014 n=4598)

When shown a list of the sites that DOC administers, almost half (48%) indicate that they have been to at least one of these sites in the past 12 months, a similar proportion to 2013.

#### Proportion who have visited a historic site administered by DOC (%)



Base: All respondents (2012 n=3885, 2013 n=4814 and 2014 n=4479 excl not answered)

\* Note: Due to the change in methodology, the way in which this question was asked has changed dramatically which is likely to be behind the large increase from 29% to 47% in 2013. In 2013 and 2014, respondents were provided with a map and a list of DOC-administered parks and places, as well as historic sites. They used this list to identify the areas they had visited in the past 12 months. In 2012, in a telephone survey, respondents named areas they had visited without being prompted, relying on their own recall.

Those living on the West Coast (68%), Northland (64%), Otago (62%) and Auckland (54%) are more likely to have visited a historic site in the last 12 months. Those from a household with an income of \$60,001 to \$100,000 (54%) or more than \$100,000 (60%), aged 35 to 49 (51%) or 50 to 64 (52%), and of New Zealand European ethnicity (50%) are also more likely to have visited a DOC historic site.

The 12 most commonly visited sites are identified below:

	HISTORIC SITE VISITED	2013	2014
1	North Head	10%	9%
2	Karangahake Gorge and Historic Gold Mine	10%	9%
3	Arrowtown Chinese Settlement	7%	9% ▲
4	Cape Reinga	8%	7%
5	Kerikeri Basin - Stone Store	8%	7%
6	Old Government Buildings	6%	6%
7	Otago Central Rail Trail	5%	5%
8	Kawau Island	4%	3%
9	Tiritiri Matangi Island	4%	3%
10	Bridge to Nowhere, Whanganui River	2%	3%
11	Godley Head	3%	3%
12	St Bathans	2%	3%

Base: All respondents - Excluding NA 2013 (n=4814), 2014 (n=4479)

North Head, Karangahake Gorge and Historic Gold Mine and the Arrowtown Chinese settlement are the sites most frequently visited by New Zealanders in 2014. The proportion who have visited the Chinese Settlement at Arrowtown has increased from seven to nine percent over the 2013 to 2014 period.

The following tables show what proportion of visitors to each historic site live in the region where the site is located or a neighbouring region.

<b>Northland: Historic site visited by those living in Northland (n=187)</b>		
1	Kerikeri Basin - Stone Store	44%
2	Cape Reinga	28%
3	Urupukapuka Island	12%
4	Flagstaff Hill	9%
5	North Head	5%
6	Karangahake Gorge and Historic Gold Mine	5%
7	Arrowtown Chinese Settlement	5%
8	Cape Brett	5%
9	Ruapekapeka Pa	5%

<b>Auckland: Historic site visited by those living in Auckland (n=750)</b>		
1	North Head	23%
2	Karangahake Gorge and Historic Gold Mine	12%
3	Cape Reinga	11%
4	Kerikeri Basin - Stone Store	10%
5	Arrowtown Chinese Settlement	9%
6	Tiritiri Matangi Island	7%
7	Kawau Island	7%
8	Old Government Buildings	6%

<b>Waikato: Historic site visited by those living in Waikato (n=379)</b>		
1	Karangahake Gorge and Historic Gold Mine	26%
2	Kauaeranga Valley	11%
3	Kerikeri Basin - Stone Store	7%
4	Cape Reinga	6%
5	Waitawheta Tramway	6%
6	North Head	5%
7	Arrowtown Chinese Settlement	4%
8	Bridge to Nowhere, Whanganui River	4%



<b>Bay of Plenty: Historic site visited by those Bay of Plenty (n=267)</b>		
1	Karangahake Gorge and Historic Gold Mine	30%
2	Kerikeri Basin - Stone Store	6%
3	Cape Reinga	6%
4	Waitawheta Tramway	5%
5	North Head	5%
6	Bridge to Nowhere, Whanganui River	5%
7	Kauaeranga Valley	4%
8	Arrowtown Chinese Settlement	4%
9	Old Government Buildings	4%
10	Ohakune Old Coach Road	4%

<b>Gisborne: Historic site visited by those living in Gisborne (n=154)</b>		
1	Karangahake Gorge and Historic Gold Mine	3%
2	Arrowtown Chinese Settlement	3%
3	Ohakune Old Coach Road	3%
4	Old Government Buildings	3%
5	Waitawheta Tramway	2%
6	Bridge to Nowhere, Whanganui River	2%

<b>Taranaki: Historic site visited by those living in Taranaki (n=181)</b>		
1	North Egmont Camphouse	21%
2	Dawson Falls Power Station	18%
3	Bridge to Nowhere, Whanganui River	8%
4	Kerikeri Basin - Stone Store	5%
5	Arrowtown Chinese Settlement	4%
6	Kawau Island	3%
7	Ohakune Old Coach Road	3%
8	North Head	3%

<b><i>Manawatu - Whanganui: Historic site visited by those living in Manawatu - Whanganui (n=212)</i></b>		
1	Bridge to Nowhere, Whanganui River	8%
2	Ohakune Old Coach Road	7%
3	Kerikeri Basin - Stone Store	5%
4	Old Government Buildings	5%
5	Cape Reinga	5%
6	Dawson Falls Power Station	3%
7	Arrowtown Chinese Settlement	3%
8	Karangahake Gorge and Historic Gold Mine	3%
9	Flagstaff Hill	3%

<b><i>Hawke's Bay: Historic site visited by those living in Hawke's Bay (n=160)</i></b>		
1	Otatara Pa	17%
2	Old Government Buildings	4%
3	Cape Reinga	4%
4	Arrowtown Chinese Settlement	4%
5	Bridge to Nowhere, Whanganui River	3%
6	Kerikeri Basin - Stone Store	3%
7	Karangahake Gorge and Historic Gold Mine	3%
8	Otago Central Rail Trail	3%

<b><i>Wellington: Historic site visited by those living in Wellington (n=446)</i></b>		
1	Old Government Buildings	24%
2	Arrowtown Chinese Settlement	5%
3	Bridge to Nowhere, Whanganui River	4%
4	Kerikeri Basin - Stone Store	4%
5	Cape Reinga	3%
6	Ohakune Old Coach Road	3%
7	Ship Cove, Marlborough Sounds	2%
8	Otago Central Rail Trail	2%
9	North Head	2%
10	Denniston Historic Mine	2%
11	St Bathans	2%

<b><i>Nelson: Historic site visited by those living in Nelson (n=204)</i></b>		
1	Denniston Historic Mine	9%
2	Molesworth Station	9%
3	Arrowtown Chinese Settlement	8%
4	Ship Cove, Marlborough Sounds	8%
5	Old Government Buildings	7%
6	Brunner Mine	6%
7	Otago Central Rail Trail	5%
8	St Bathans	3%
9	Alexandra Courthouse	3%

<b><i>Tasman: Historic site visited by those living in Tasman (n=200)</i></b>		
1	Denniston Historic Mine	12%
2	Arrowtown Chinese Settlement	9%
3	Brunner Mine	7%
4	Molesworth Station	6%
5	Ship Cove, Marlborough Sounds	6%
6	Otago Central Rail Trail	5%
7	St Bathans	3%
8	Waiuta Gold Mine	3%

<b><i>Marlborough: Historic site visited by those living in Marlborough (n=195)</i></b>		
1	Ship Cove, Marlborough Sounds	28%
2	Molesworth Station	14%
3	Denniston Historic Mine	10%
4	Arrowtown Chinese Settlement	7%
5	Otago Central Rail Trail	6%
6	Brunner Mine	5%
7	Old Government Buildings	4%
8	Kerikeri Basin - Stone Store	4%

<b>West Coast: Historic site visited by those living in West Coast (n=177)</b>		
1	Brunner Mine	39%
2	Denniston Historic Mine	29%
3	Goldsborough	18%
4	Waiuta Gold Mine	13%
5	Otago Central Rail Trail	8%
6	Arrowtown Chinese Settlement	5%
7	Ship Cove, Marlborough Sounds	4%
8	St Bathans	4%

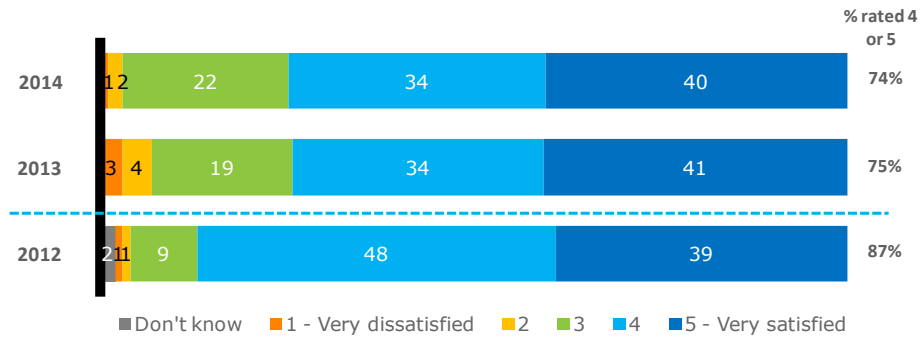
<b>Canterbury: Historic site visited by those living in Canterbury (n=573)</b>		
1	Godley Head	21%
2	Arrowtown Chinese Settlement	15%
3	Otago Central Rail Trail	8%
4	St Bathans	7%
5	Brunner Mine	6%
6	Denniston Historic Mine	6%
7	Ship Cove, Marlborough Sounds	5%
8	Molesworth Station	5%

<b>Otago: Historic site visited by those living in Otago (n=218)</b>		
1	Otago Central Rail Trail	37%
2	Arrowtown Chinese Settlement	26%
3	St Bathans	22%
4	Alexandra Courthouse	10%
5	Bendigo Historic Reserve	9%
6	Mitchells Cottage	8%
7	Nevis Valley	6%
8	Skippers / Mt Aurum Recreation Reserve	3%

<b>Southland: Historic site visited by those living in Southland (n=176)</b>		
1	Arrowtown Chinese Settlement	23%
2	Otago Central Rail Trail	22%
3	Pourakino	13%
4	Nevis Valley	11%
5	St Bathans	9%
6	Alexandra Courthouse	6%
7	Bendigo Historic Reserve	6%
8	Mitchells Cottage	4%
9	Skippers / Mt Aurum Recreation Reserve	4%

In general, three quarters (74%) are satisfied with the heritage experience they had at the historic site they visited most recently. This is on a par with satisfaction in 2013 (75%). However the level of dissatisfaction has **decreased** (from 6% to 4% rating 1 or 2 with 1 being very dissatisfied) with a higher proportion having a neutral opinion about their experience.

#### Satisfaction with the heritage experience at the DOC site that was visited most recently (%)



Base: All respondents who have visited a DOC historic area (2012 n=1244, 2013 n=2298 and 2014 n=2040 excl not answered)

The table below provides more detail about the level of satisfaction with each site, as rated by those whose most recent visit was to this particular site. (Note that many sites had very few visits from respondents and results must be viewed as indicative only.)

The majority of those who visited Ruapekapeka Pa, Cape Brett and Goldsborough were satisfied with their experience. Levels of dissatisfaction were relatively low. The greatest level of dissatisfaction was expressed by 13% of those who visited Urupukapuka Island and Pourakino.

	SATISFIED (% 4+5 OUT OF 5)	DISSATISFIED (% 1+2 OUT OF 5)
1	92% (n=4*) - Ruapekapeka Pa	13% (n=14*) - Urupukapuka Island
2	91% (n=4*) - Cape Brett	13% (n=16*) - Pourakino
3	91% (n=18*) - Goldsborough	11% (n=23*) - Flagstaff Hill
4	89% (n=14*) - Skippers / Mt Aurum Recreation Reserve	9% (n=53) - Molesworth Station
5	89% (n=21*) - Nevis Valley	8% (n=4*) - Ruapekapeka Pa
6	88% (n=30) - Tiritiri Matangi Island	8% (n=89) - Godley Head
7	87% (n=7*) - Waitawheta Tramway	7% (n=27*) - Dawson Falls Power Station
8	87% (n=11*) - Mitchells Cottage	6% (n=40) - Ohakune Old Coach Road
9	86% (n=178) - Karangahake Gorge and Historic Gold Mine	6% (n=46) - St Bathans
10	86% (n=40) - Ohakune Old Coach Road	5% (n=35) - Kawau Island
11	86% (n=15*) - Waiuta Gold Mine	5% (n=18*) - Goldsborough
12	86% (n=105) - Otago Central Rail Trail	5% (n=21*) - Bendigo Historic Reserve
13	85% (n=67) - Brunner Mine	4% (n=121) - Kerikeri Basin - Stone Store
14	83% (n=102) - Cape Reinga	4% (n=30) - Tiritiri Matangi Island
15	82% (n=91) - Denniston Historic Mine	4% (n=26*) - Kauaeranga Valley
16	82% (n=21*) - Bendigo Historic Reserve	4% (n=52) - Bridge to Nowhere, Whanganui River
17	80% (n=26*) - Kauaeranga Valley	4% (n=91) - Denniston Historic Mine
18	80% (n=22*) - Alexandra Courthouse	3% (n=146) - North Head
19	79% (n=85) - Ship Cove, Marlborough Sounds	3% (n=158) - Old Government Buildings
20	77% (n=46) - St Bathans	2% (n=102) - Cape Reinga
21	76% (n=52) - Bridge to Nowhere, Whanganui River	2% (n=178) - Karangahake Gorge and Historic Gold Mine

	SATISFIED (% 4+5 OUT OF 5)	DISSATISFIED (% 1+2 OUT OF 5)
22	76% (n=27*) - Dawson Falls Power Station	2% (n=85) - Ship Cove, Marlborough Sounds
23	76% (n=22*) - Otatara Pa	2% (n=14*) - Skippers / Mt Aurum Recreation Reserve
24	75% (n=23*) - Flagstaff Hill	2% (n=105) - Otago Central Rail Trail
25	74% (n=121) - Kerikeri Basin - Stone Store	1% (n=187) - Arrowtown Chinese Settlement
26	74% (n=158) - Old Government Buildings	- (n=4*) - Cape Brett
27	70% (n=35) - Kawau Island	- (n=4*) - Arai Te Uru
28	70% (n=53) - Molesworth Station	- (n=7*) - Waitawheta Tramway
29	70% (n=187) - Arrowtown Chinese Settlement	- (n=27*) - North Egmont Camphouse
30	60% (n=146) - North Head	- (n=22*) - Otatara Pa
31	57% (n=4*) - Arai Te Uru	- (n=15*) - Waiuta Gold Mine
32	56% (n=27*) - North Egmont Camphouse	- (n=67) - Brunner Mine
33	56% (n=89) - Godley Head	- (n=22*) - Alexandra Courthouse
34	54% (n=14*) - Urupukapuka Island	- (n=11*) - Mitchells Cottage
35	37% (n=16*) - Pourakino	- (n=21*) - Nevis Valley

*Base: Those who have visited a historic site administered by DOC in the past 12 months - Excluding NA*

# INFORMATION CHANNELS





## INTRODUCTION

DOC provides many sources of information and booking facilities for those looking to use the parks and places they administer.

This section looks at the level of use of, and satisfaction with, the information and booking services among those who have visited a DOC recreation area in the past 12 months.

Specifically, respondents were asked the following:

- Whether or not they sought information about the area they were going to before their most recent visit.
- If so, which sources of information did they use - including informal sources such as personal contacts, through other companies such as i-sites or travel agents, or DOC specific sources. They were also asked to specify whether they had received all of the information they were looking for from these sources.
- Whether they had booked any DOC facilities before their most recent visit.

## SUMMARY

Almost a third (32%) of those who visited a DOC recreational area in the past 12 months had sought information before their most recent visit.

Personal contacts such as friends and family are the most common source of information (66% sought information from this source). The second most common source of information is the DOC website (54%), followed by other websites (49%).

The use of social media as an information source has significantly increased such that one quarter of respondents cited it as their source of advice.

With the increasing use of online sources (websites and social media platforms) over time, the proportion of respondents seeking advice from DOC area offices or visitor/information centres is decreasing.

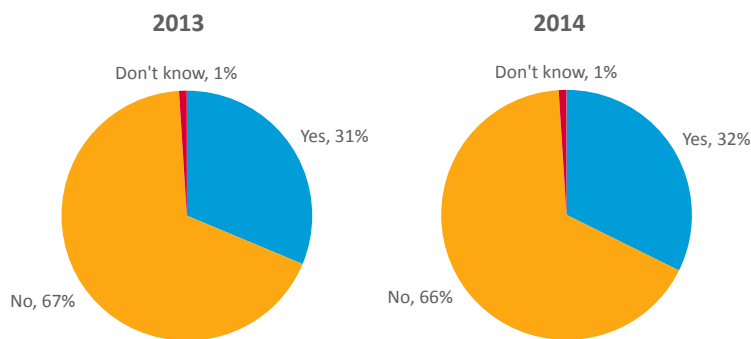
Although personal contacts are the most common source of information, family and friends do not always provide all the information that is being sought as a third of those (35%) who sought information from this source did not find out all the information they were seeking.

The Department of Conservation website is set up well for those seeking information before their visit to recreational areas (78% found all the information they were looking for).

## SOURCES OF INFORMATION

Almost a third (32%) of those who visited a DOC recreational area in the past 12 months sought information before they went. This is consistent with results seen in 2013.

### Proportion who sought information before their most recent visit to a DOC recreation area (%)



*Base: Those who have visited a recreation area in the past 12 months, excluding not answered 2013 (n=3583), 2014 (n=3309)*



A third sought information **before** visiting a DOC recreation area

Those of Asian ethnicity (47%) are more likely to say they sought information prior to their visit.

The following two charts show the proportion of those who sought information prior to their visit from each source and the success of each channel determined by whether they found the information they needed from that source.

Personal contacts such as friends and family continue to be the most common source of information for New Zealanders (66% gained their information this way). However, personal contacts do not always provide all the information that is being sought as a third of those (35%) who sought information from this source did not find out all the information they were seeking.

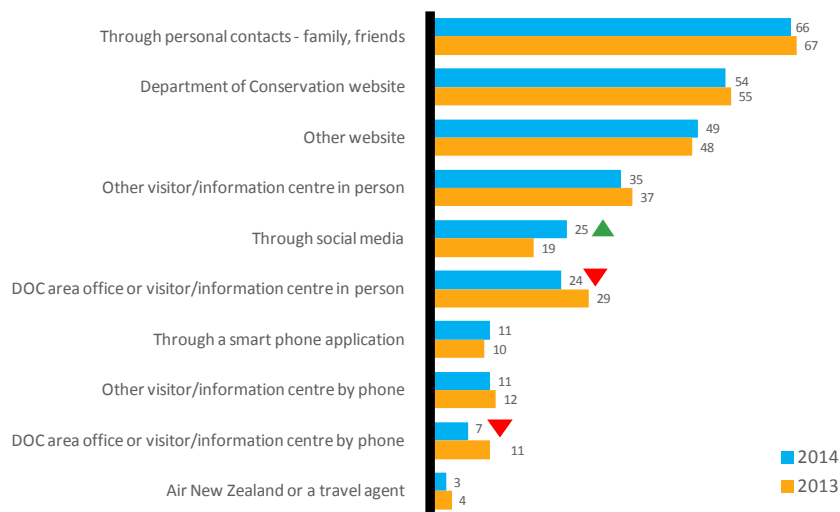
The Department of Conservation is the second most prevalent source of information with just over half (54%) of those who sought information looking to the website. This source is one of the most successful channels in terms of visitors finding all of the information they were after.

There has been a significant increase in the proportion of people seeking information via social media. One quarter (25%) said that this was where they sourced information (cf. 19% in 2013).

With the increasing use of online sources (websites and social media platforms), it is not surprising that the proportion of respondents seeking advice from DOC area offices or visitor/information centres is decreasing. Visits in person have declined from 29% to 24% and telephone contact has reduced from 11% in 2013 to 7% in 2014.

While DOC visitor or information centres were not used by the majority of those who sought information, the proportion of those who received all of the information they were after in person is high (81%).

#### Proportion who sought information from each source (%)

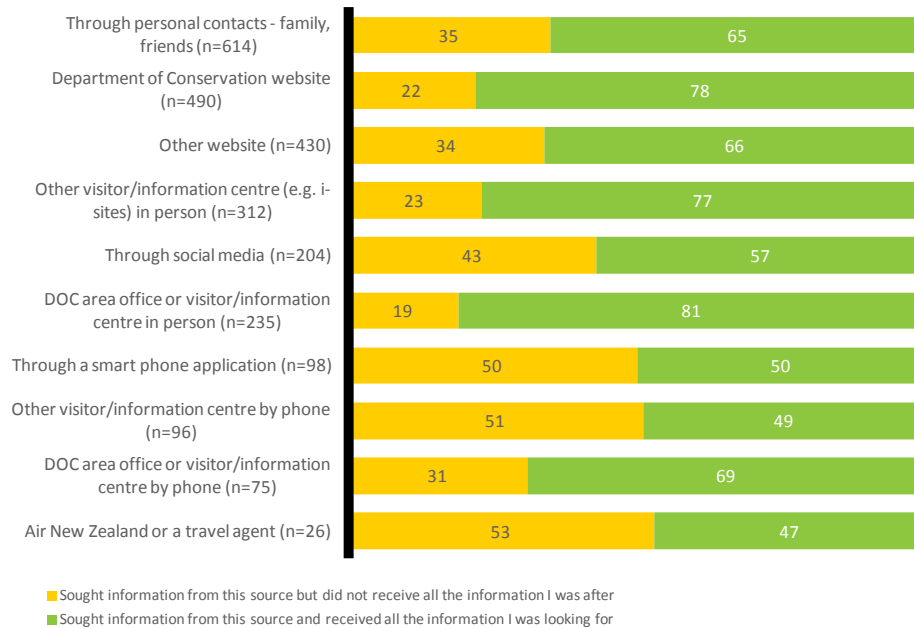


Base: Those who have visited a recreation area in the past 12 months and sought information before they went, excluding not answered (2013 n=904-974, 2014 n=838-916)



**Personal contacts**  
are the most  
common source of  
information

### For those who sought information from each source, whether New Zealanders found the information they were after or not (%)



Base: Those who have visited a recreation area in the past 12 months and sought information before they went, excluding not answered

### Sub group differences, looking at the types of people more likely to have sought information from each source, are identified below:

- **Personal contacts (66% overall):** Those living in Southland (85%) and Waikato (79%)
- **DOC website (54% overall):** Those living in Tasman (68%), those aged 25 to 34 (63%) and males (58%)
- **Other website (49% overall):** Those living in Nelson (66%), aged 25 to 34 (61%) and with a household income of more than \$100,000 (57%)
- **Other visitor/information centre (e.g. i-sites) in person (35% overall):** Those aged over 65 (50%)
- **Through social media (25% overall):** Those living in Southland (41%) and those of Māori ethnicity (36%)
- **DOC area office or visitor/information centre in person (24% overall):** Those living in Waikato (33%) and aged over 65 (33%)
- **Other visitor/information centre (e.g. i-sites) by phone (11% overall):** Those living in Waikato (18%)
- **Through a smart phone application (11% overall):** Those aged 25 to 34 (20%)
- **DOC area office or visitor/information centre by phone (7% overall):** Those living in Southland (19%) and Tasman (16%), who have a household income of up to \$40,000 (14%) and aged 50 to 64 (13%)
- **Air New Zealand or travel agent (3% overall):** Those of Asian ethnicity (14%) and living in Auckland (6%).

# INTRODUCED SPECIES



## INTRODUCTION

A number of species that have been introduced to New Zealand are a major threat to our native species, ecosystems and conservation lands.

Control programmes to manage and remove animal pests are essential for the survival of New Zealand's native species and ecosystems.

This section looks at the general public's understanding about the threat posed by different species and looks at attitudes towards different methods of pest control.

## SUMMARY

The majority of New Zealanders believe possums, rats, stoats and wild or feral cats are a major threat to New Zealand's native plants, birds, animals or the natural environment. Domestic cats and deer are considered to be less of a threat. About two in ten New Zealanders are unsure whether didymo and introduced freshwater fish are a threat or not.

There are a number of ways in which species considered pests can be controlled. New Zealanders have firm views about various approaches in terms of which methods they are comfortable with being used and which they are not. The majority has no concerns, or is reasonably comfortable, with trapping (90%) and hunting (90%) being used to control pests. However, fewer than four in ten (37%) support the use of poison bait spread by aircraft.

## THREATS TO NATIVE PLANTS, BIRDS, ANIMALS AND THE NATURAL ENVIRONMENT



**Possums, rats, stoats and wild cats are particularly seen as pests**

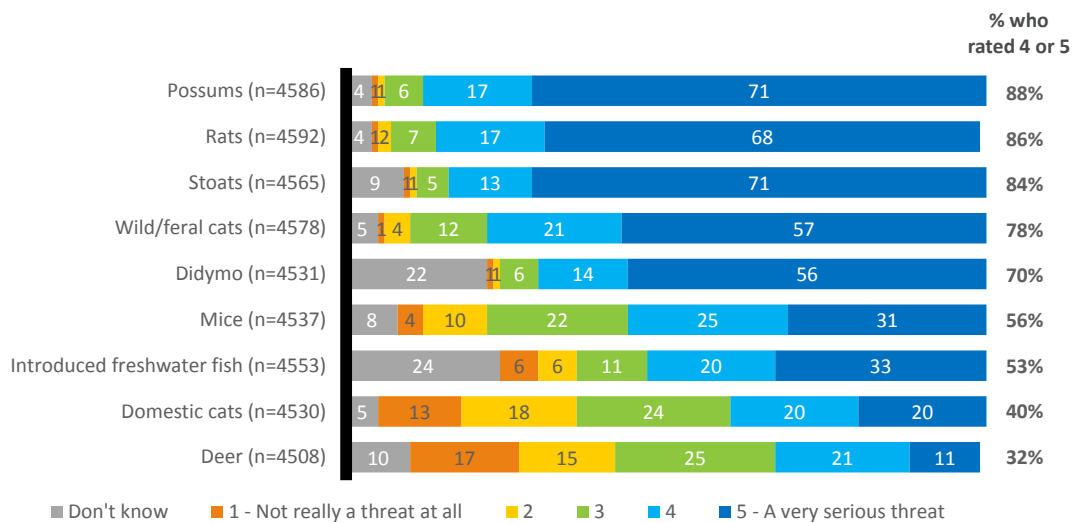
Respondents were given a list of species and asked to rate the extent to which they believe each is a threat to New Zealand based on all they have seen or heard.

The majority consider most of the species listed as serious threats to New Zealand’s native plants, birds, animals or natural environments. Of particular threat are possums, rats, stoats and wild or feral cats.

Didymo is also recognised as a very serious threat to New Zealand by 70%. However, over two in ten (22%) say they do not know the extent of the threat posed by didymo.

Nearly one quarter (24%) do not know whether introduced freshwater fish are a threat or not.

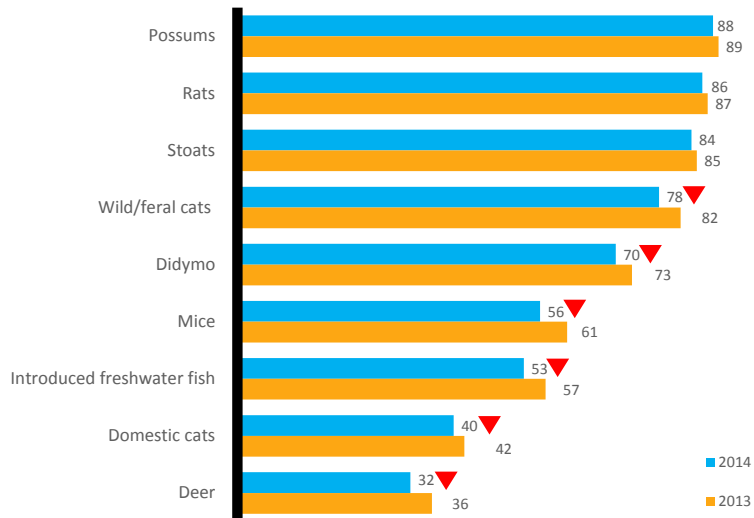
### Extent to which each species is a threat to New Zealand’s native plants, birds, animals and the natural environment (%)



Base: All respondents, excluding not answered

Across many of the species there has been a decrease in the proportion of New Zealanders who perceive it to be a threat to New Zealand's native plants, birds, animals and the natural environment compared to 2013.

**Proportion of New Zealanders who feel each species is a threat to New Zealand's native plants, birds, animals and the natural environment over time (% rated 4 or 5 with 5 being a *very serious threat*)**



Base: All respondents, excluding not answered (Possums: 2014 n=4586, 2013 n=4957; Rats: n=4592, 2013 n=4963; Stoats: 2014 n=4565, 2013 n=4947; Wild/feral cats: 2014 n=4578, n=4947; Didymo: 2014 n=4531, 2013 n=4896; Mice: 2014 n=4537, 2014 n=4910; Introduced freshwater fish: 2014 n=4553, 2013 n=4916; Domestic cats: 2014 n=4530, 2013 n=4916; Deer: 2014 n=4508, 2013 n=4888)



## THE CONTROL OF PESTS

There are a number of ways in which species that are considered to be pests can be controlled. New Zealanders have firm views about various approaches in terms of which methods they are comfortable with being used.

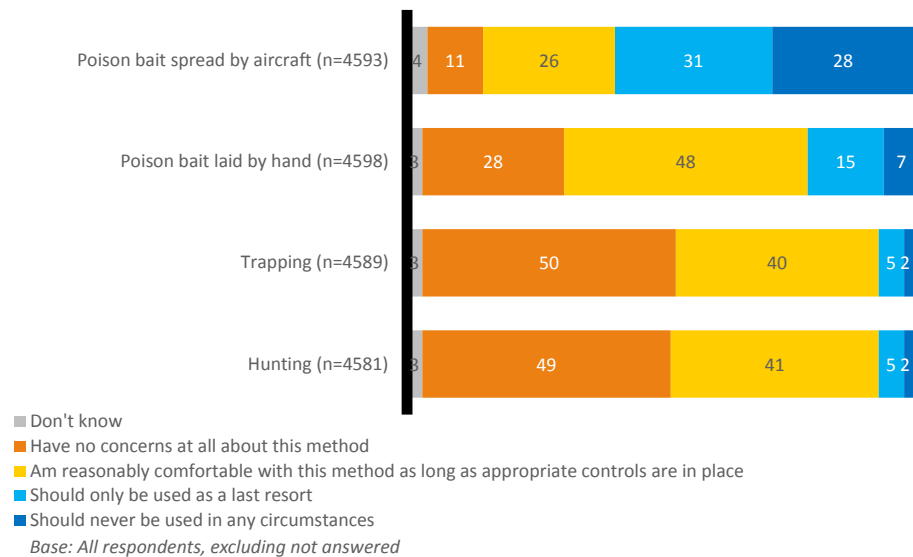
A clear majority of New Zealanders have no concerns or are reasonably comfortable with trapping (90%) and hunting (90%) being used to control pests.

As long as appropriate controls are in place, pest control via poison laid by hand is acceptable to over three quarters of New Zealanders (76%). Yet poison bait being spread by aircraft is only supported by 37% while the majority (59%) feel it should not be used.



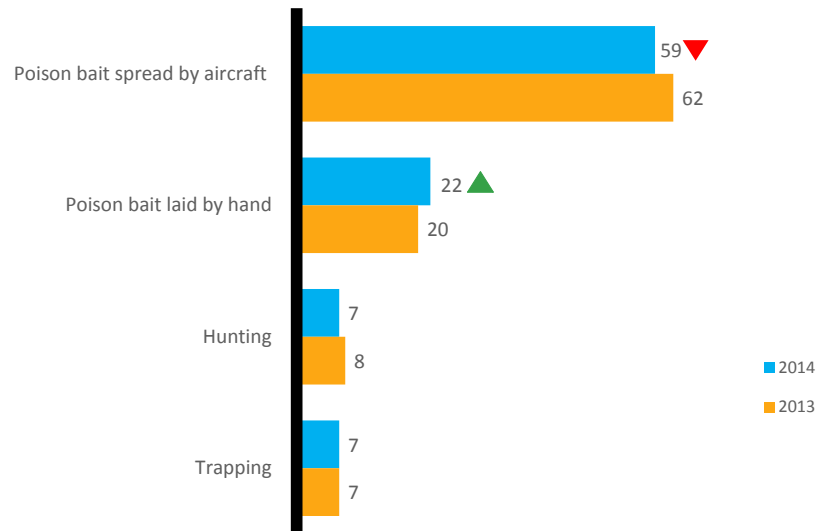
Most New Zealanders have no concerns or are reasonably comfortable with the **trapping** and **hunting of pests**

### Attitude towards DOC using each method of pest control (%)



Compared to 2013 there has been a significant decrease in the proportion who feel that poison bait spread by aircraft is an unacceptable method of pest control (59% cf. 62% in 2013), and an increase in the proportion who say that poison spread by hand should not be used (22%cf. 20% in 2013).

**Proportion who feel DOC should not be using each method of pest control over time (%)**



Base: All respondents, excluding not answered (Poison bait spread by aircraft: 2014 n=4593, 2013 n=4932; Poison bait laid by hand: 2014 n=4598, 2013 n=4910; Hunting: 2014 n= 4581, 2013 n=4927; Trapping: 2014 n=4589, 2013 n=4906)

# KAURI DIEBACK DISEASE



## INTRODUCTION

Kauri dieback is a serious threat to kauri in the upper North Island. Symptoms of the disease include yellowing leaves, dead branches, lesions that bleed resin over the lower two metres of the trunk, and eventually the death of the tree.

DOC has put a lot of resource into minimizing the biosecurity threat posed by this disease. An important part of minimizing the risk is increasing awareness of the issue among the general public and making sure those who are visiting the infected areas take the appropriate steps to prevent the spread of the disease further. There are two key messages that are promoted:

1. Clean your gear
2. Stay on the tracks

This section examines awareness of the disease amongst all New Zealanders and then considers if the level of awareness is higher amongst those people who have visited DOC sites in the upper North Island where kauri dieback is more prevalent.

## SUMMARY

Half (50%) of New Zealanders indicate that they have heard of Kauri dieback disease. This is a significant increase since 2013 when 40% had heard of the disease.

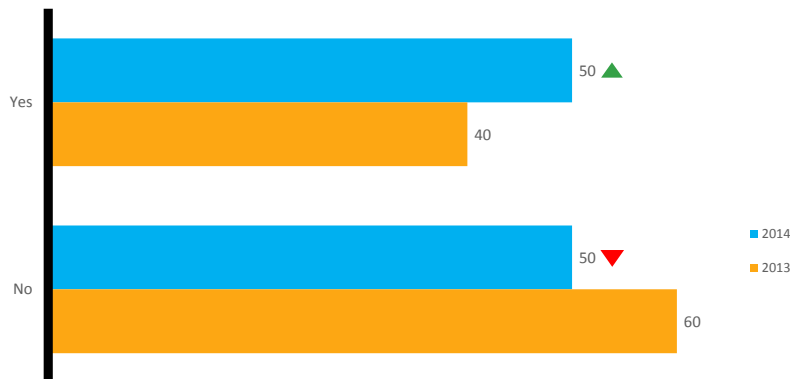
Of those who have been to a DOC recreation area where kauri forests can be found (areas situated in Northland, Auckland and the Waikato) 67% stated that they are aware of kauri dieback. This is significantly higher than results in 2013 when 55% of those who had visited a recreation area in the upper North Island indicated that they were aware of the disease.

## AWARENESS

Half (50%) of New Zealanders are aware of kauri dieback disease which is also known as PTA. This is a significant increase from 2013 when 40% said they were aware of the disease.

Awareness of kauri dieback disease is much higher in the upper North Island with 76% of those who live in Northland and 58% of those living in Auckland aware of the disease. Older people are more likely than younger people to be aware of kauri dieback disease with 55% of 50 to 64 year olds and 65% of those over 65 being aware of PTA, as are males (53%), those of New Zealand European ethnicity (55%) and those with a household income of more than \$100,000 (56%).

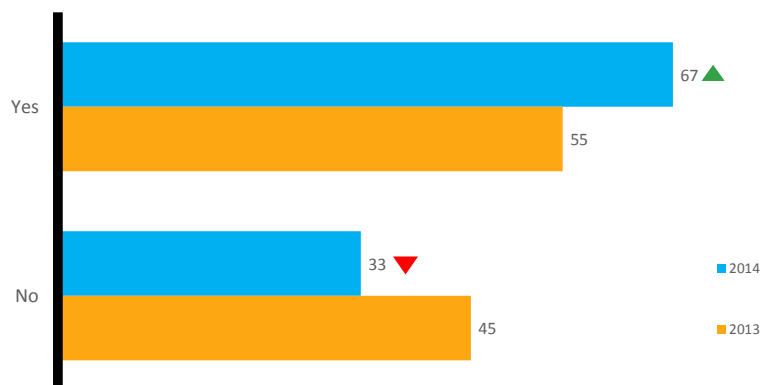
### Awareness of kauri dieback disease, also known as PTA among all New Zealanders (%)



Base: All respondents, excluding not answered (2014 n=4606, 2013 n=4964)

Of those who have been to a DOC recreation area or historic site where kauri forests are at risk (areas situated in Northland, Auckland and the Waikato), 67% stated that they are aware of kauri dieback. This is significantly higher than the 2013 result of 55%.

### Awareness of kauri dieback disease, also known as PTA among those who have visited a recreation area in the upper North Island (%)



Base: Those who have been to a DOC recreation area in Northland, Auckland or Waikato (2014 n=995, 2013 n=1341)

# APPENDIX: QUESTIONNAIRE



Thank you for agreeing to take part 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.

**Instructions:**

<i>You will need to circle an answer like this</i>			<i>Or like this</i>					
	Please circle <u>one</u> 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
Taupo / Tongariro	4
Bay of Plenty / Rotorua	5
Gisborne	6
Hawkes Bay	7
Taranaki	8
Whanganui	9
Manawatu / Rangitikei	10
Wellington (including Kapiti, Porirua, Hutt Valley and Wairarapa)	11
Nelson	12
Tasman	13
Marlborough	14
Kaikoura	15
West Coast	16
Canterbury	17
Otago	18
Southland	19
Other, please specify _____	20

**Q2** 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

**Q3** Are you:

Please circle one answer

Male	1
Female	2

## CONSERVATION

**Q4** Please think about the main benefits of conservation.  
What are the main benefits of conservation to you personally?

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**Q5** 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



**Q6** In the past 12 months, which, if any, of the following actions have you done specifically relating to New Zealand conservation:

	Please circle <u>all</u> 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
Been a member of a group or organisation	5
Actively sought information about an issue	6
Spent time helping on a conservation project	7
Other, please specify _____	8
None of the above	9 → Go to Q9

**Q7** Please answer this question if you selected '7 - Spent time helping on a conservation project' at Q6. Everyone else please go to Q9.

You indicated 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 <u>all</u> 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	5
Other, please specify _____	6

**Q8** And where did the project you spent time on take place?

	Please circle all that apply
Public land administered by DOC	1
Other public land	2
Private land	3
Māori land	4
A marine or freshwater area	5
Not on a specific site	6
Don't know	7

**FACILITIES, SERVICES AND EXPERIENCES**

**Q9** 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

**Q10** The following two pages contain a list of parks and places that are administered by the Department of Conservation. Please read through this list and indicate all those that you have visited in the past 12 months.

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

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

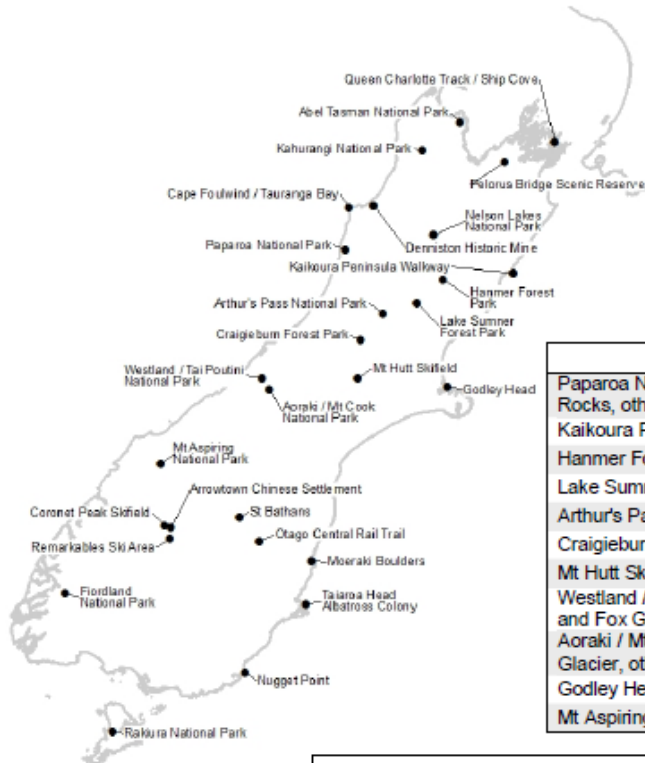


UPPER NORTH ISLAND	
Cape Reinga / Te Pahi Recreation Reserve	1
Urupukapuka Island	2
Kerikeri Basin - Stone Store	3
Poor Knights Islands Marine Reserve	4
Waipoua Forest (Tane Mahuta, other areas)	5
Bream Head	6
Flagstaff Hill	7
Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas)	8
Tiritiri Matangi Island	9
Long Bay - Okura Marine Reserve	10
Rangitoto Island	11
North Head	12

CENTRAL NORTH ISLAND	
Cathedral Cove / Ha Hei Marine Reserve	13
Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	14
Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)	15
Pirongia Forest Park	16
Te Urewera National Park (Lake Waikaremoana, other areas)	17
Huka Falls	18
Pureora Forest Park	19
Whirinaki Te Pua-a-Tane Conservation Park	20
Tongariro River walks	21
Tongariro National Trout Centre	22
Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	23
Kaimanawa Forest Park	24
Whanganui National Park	25
Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	26
Ohakune Old Coach Road	27

LOWER NORTH ISLAND	
Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	28
Manawatu Gorge Walkway	29
Pukaha Mount Bruce Wildlife Centre	30
Taranua Forest Park (Holdsworth, Otaki Forks, other areas)	31
Old Government Buildings Wellington	32

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



UPPER SOUTH ISLAND	
Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, 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 Historic Mine	37
Cape Foulwind / Tauranga Bay	38
Nelson Lakes National Park (Lake Rotoiti, other areas)	39

CENTRAL SOUTH ISLAND	
Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	40
Kaikoura Peninsula Walkway	41
Hanmer Forest Park	42
Lake Sumner Forest Park	43
Arthur's Pass National Park	44
Craigieburn Forest Park	45
Mt Hutt Skifield	46
Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	47
Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	48
Godley Head - Christchurch	49
Mt Aspiring National Park	50

LOWER SOUTH ISLAND	
St Bathans	51
Arrowtown Chinese Settlement	52
Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	53
Remarkables Ski Area	54
Otago Central Rail Trail	55
Moeraki Boulders	56
Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)	57
Taiaroa Head Albatross Colony	58
Nugget Point	59
Rakiura National Park	60

If you have visited another DOC area/s, please specify the area/s below: 98

If you have not visited any DOC areas in the past 12 months please circle the '97' and go to Q17. 97

**Q11**

If you have not visited any DOC areas in the past 12 months at Q10 please go to Q17.

Thinking about the Department of Conservation areas that you have visited in the past 12 months (those you selected at Q10), which one did you visit most recently?

a. Please write in the number of the area from Q10 here:

b. And please write in the name of the area (as it appears in Q10) here:

---

**Q12**

Thinking about the area you visited most recently, 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 / multi-day tramp	3
Sightseeing	4
Family or friends outing / picnic, barbeque etc but not active recreation	5
Camping	6
Hunting	7
Mountain biking / cycling	8
Other active recreational activity (e.g. horse riding, fishing, snow sports)	9
Other (please specify) _____	10
Don't know	11

**Q13**

And still thinking about the activities you undertook at the area you visited most recently (the activities you selected at Q12), what was the main activity you carried out on this visit?

*If you only selected one answer at Q12 please still fill in the number and code below.*

a. Please write in the number of the activity from Q12 here:

b. And please write in the activity (as it appears in Q12) here:

---

**Q14**

How satisfied were you with the facilities in the Department of Conservation area you visited most recently?

Please circle one answer

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

- Q15** Before your most recent visit to a Department of Conservation area did you seek any information about the area you were going to?

Please circle one answer

Yes	1	
No	2	} Go to Q17
Don't know	3	

- Q16** Still thinking about your most recent visit, what sources of information did you use to find out about the area you were visiting? For each source that you used please tell whether you received all of the information that you were looking for:

Please circle an answer for each of the 11 statements

	Did not seek information from this source	Sought information from this source but did not receive all the information I was after	Sought information from this source and received all the information I was looking for
1 Department of Conservation website	1	2	3
2 Other website	1	2	3
3 DOC area office or visitor / information centre in person	1	2	3
4 DOC area office or visitor / information centre by phone	1	2	3
5 Other visitor / information centre (e.g. i-sites) in person	1	2	3
6 Other visitor / information centre (e.g. i-sites) by phone	1	2	3
7 Through personal contacts - family, friends	1	2	3
8 Through social media (e.g. facebook, blogs, reviews on travel sites, etc)	1	2	3
9 Through a smart phone application	1	2	3
10 Air New Zealand or a travel agent	1	2	3
11 Other, please specify the additional source below:	1	2	3

**Q17** Everyone please answer Q17

Which of the following best describes how often you use any Department of Conservation areas for recreation?

Please circle one answer

- |  |   |             |
|--|---|-------------|
| Once a month or more often                     | 1 |             |
| Between once a month and once every six months | 2 |             |
| Between once every six months and once a year  | 3 |             |
| Less often than once a year                    | 4 |             |
| Don't know                                     | 5 | → Go to Q20 |

**Q18**

And thinking about the last 12 months compared to the 12 months prior to that, would you say you have been using any Department of Conservation areas more or less often for recreation?

Please circle one answer

- |                                 |   |             |
|---------------------------------|---|-------------|
| More often                      | 1 |             |
| About the same as 12 months ago | 2 | → Go to Q20 |
| Less often                      | 3 |             |
| Don't know                      | 4 | → Go to Q20 |

**Q19**

Please answer this question if you said more or less often above at Q18.

There are a number of reasons why you may be visiting DOC sites more or less often. Please describe in as much detail as possible why you are using Department of Conservation areas for recreation more or less often than you were 12 months ago?

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**Q20**

Everyone please answer Q20

Have you done any of the following in the last three years?

Please circle an answer for **each** statement

	Yes	No
1 Walked one of New Zealand's Great Walks (Lake Waikaremoana, Tongariro Northern Circuit, Whanganui Journey, Abel Tasman Coast Track, or the Heaphy, Routeburn, Kepler, Milford or Rakiura Tracks)	1	2
2 Stayed at a DOC campsite	1	2
3 Stayed at a DOC hut, lodge or house where you have needed to pay fees to stay	1	2
4 Been to a DOC Visitors Centre	1	2

**HISTORIC SITES**

**Q21** Before you began this survey, were you aware that the Department of Conservation administers historic sites on conservation land?

Please circle one answer

Yes	1
No	2

**Q22** The following is a list of many of the historic sites 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.

*Even if you indicated earlier in this survey that you visited one or more of these sites, please record your visits again at this question.*

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

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



UPPER NORTH ISLAND	
Cape Reinga	1
Kerikeri Basin - Stone Store	2
Cape Brett	3
Urupukapuka Island	4
Ruapeka Pa	5
Arai Te Uru	6
Flagstaff Hill	7
Kawau Island	8
Tiritiri Matangi Island	9
North Head	10
Kauaeranga Valley	11
Karangahake Gorge and Historic Gold Mine	12
Waitawheta Tramway	13

CENTRAL AND LOWER NORTH ISLAND	
Bridge to Nowhere, Whanganui River	14
North Egmont Camphouse	15
Dawson Falls Power Station	16
Ohakune Old Coach Road	17
Otatara Pa	18
Old Government Buildings	19

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



UPPER AND CENTRAL SOUTH ISLAND	
Ship Cove, Marlborough Sounds	20
Denniston Historic Mine	21
Molesworth Station	22
Waiuta Gold Mine	23
Brunner Mine	24
Goldsborough	25
Godley Head	26

LOWER SOUTH ISLAND	
St Bathans	27
Bendigo Historic Reserve	28
Skippers / Mt Aurum Recreation Reserve	29
Arrowtown Chinese Settlement	30
Otago Central Rail Trail	31
Alexandra Courthouse	32
Mitchells Cottage	33
Nevis Valley	34
Pourakino	35

If you have visited another historic site administered by DOC in the past 12 months, please specify this site below: 98

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If you have not visited any historic sites administered by DOC in the past 12 months please circle '97' and go to Q25. 97

**Q23** If you have not visited any historic sites administered by DOC in the past 12 months at Q22 please go to Q25.

Thinking about the historic sites that you have visited in the past 12 months (those you selected at Q22), which one did you visit most recently?

a. Please write in the number of the site (from Q22) here:

b. And please write in the name of the site as it appears in Q22 here:

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**Q24** How satisfied were you with the heritage experience at the Department of Conservation historic site you visited most recently?

Please circle one answer

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

### THE DEPARTMENT OF CONSERVATION

**Q25** Overall how favourable or unfavourable is your opinion of the Department of Conservation?

Please circle one answer

Very favourable	1
Somewhat favourable	2
Somewhat unfavourable	3
Very unfavourable	4
I don't know enough to have an opinion	5 → Go to Q27

**Q26** And for what reasons do you have that view of the Department of Conservation (selected at Q25)?

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## INTRODUCED SPECIES

**Q27** 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 an answer for each of the 9 species

	Not really a threat at all				A very serious threat		Don't know
	1	2	3	4	5	6	
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 Introduced freshwater fish (other than salmon or trout, such as Koi Carp and catfish)	1	2	3	4	5	6	

**Q28** There are a number of ways that species 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 an answer for each of the 4 statements

	Should <i>never</i> be used in any circumstances	Should only be used as a <i>last resort</i>	Am <i>reasonably comfortable</i> with this method as long as appropriate controls are in place	Have <i>no concerns</i> at all about this method	Don't know
	1	2	3	4	5
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

## KAURI DIEBACK

**Q29** Have you heard of Kauri Dieback disease, also known as PTA?  
Please circle one answer

Yes	1
No	2

## DEMOGRAPHICS

**Q30** 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
More than \$100,000	4
Prefer not to say	5

**Q31** What ethnic group 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 _____	9
Prefer not to say	10



*Thank you for completing the survey. Please enter your details on the next page to be eligible for the prize draw of the iPad Air\*.*

Please provide your contact details so that we are able to contact you if you are the winner of the iPad Air or if we have any questions about your questionnaire (e.g. if we can't read your response):

Name:

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Phone number:

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E-mail:

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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 Nielsen or the Department of Conservation are able to contact you and invite you to take part in further research?

Please circle one answer: YES / NO

*If you said yes, please ensure your contact details are filled in above. Thank you.*

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

If you are happy to say 'yes' above 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 are aware of Kauri Dieback disease).

*If you would rather not be contacted about further research then your answers will remain confidential and you will still be eligible for the prize draw.*

**We really appreciate that you have taken time to complete this survey.  
Thank you!**

PLEASE CHECK THAT YOU HAVE COMPLETED ALL PAGES OF THE QUESTIONNAIRE.

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

Customised Coding Department  
Nielsen  
PO Box 11 346  
Wellington 6142  
New Zealand

If you have any questions please contact Nielsen during office hours on 0800 400 160 toll free.