

Full Report: Survey of New Zealanders



PREPARED FOR THE DEPARTMENT OF CONSERVATION

JUNE 2016



Department of Conservation
Te Papa Atawhai

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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 an annual national survey of New Zealanders about their attitudes towards, understanding of and participation in conservation activities and visitation of DOC-administered parks and places.

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

OBJECTIVES

There are four key objectives of this research:

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

METHOD

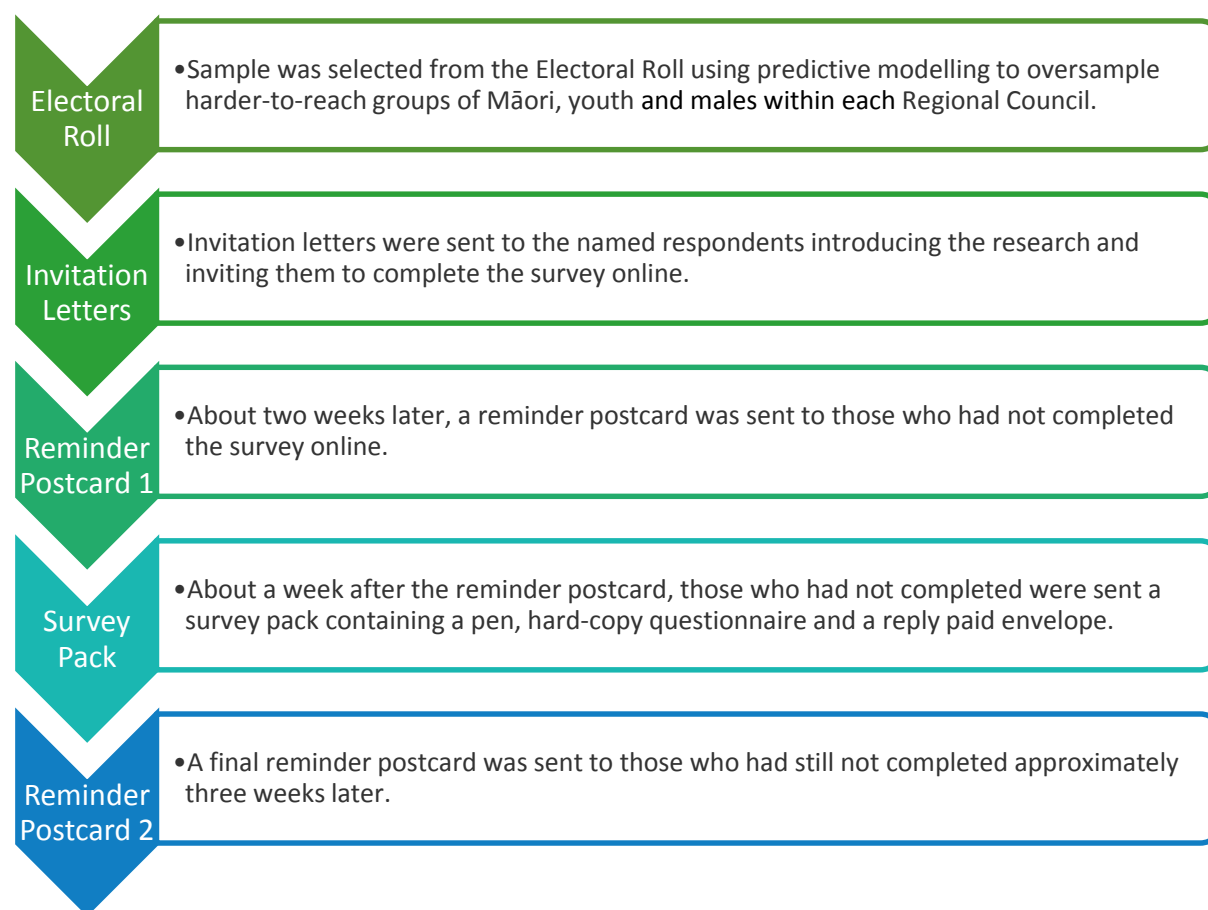
Aspect	Detail
Fieldwork dates	21 st March to 27 th May 2016
Sample type	Sequential mixed methodology (SSM)
Sample provider	A random selection was made from the Electoral Roll
Sample size	n=4,131
Questionnaire format	Self-completion. Online (n=2,213 responses) or hard (paper) copy (n=1,918 responses). Both questionnaire formats were made available in the following languages: English, Māori, Chinese, Samoan, Tongan and Hindi
Average survey duration	19 minutes (online only)
Sample profile	Age: 18 years and over Region: nationwide
Quota	Within each Regional Council area to match the actual population distribution as indicated in the 2013 census including ethnicity (Māori / non-Māori), interlocking age and gender
Weighting	RIM weighting applied to region, ethnicity and age
Response rate	32.6%
Method	Sampling in 2016 is based on the 16 Regional Councils areas, consistent with the 2014 and 2015 reports. Prior to this, sampling was based on the DOC conservancy boundaries, but the 2014 report identified little difference between the two methods. As DOC no longer uses the conservancy boundaries, the decision was made to maintain the sampling on Regional Councils areas.

▲ = A result that is significantly higher than the previous year using the 95% confidence level.

▼ = A result that is significantly lower than the previous year using the 95% confidence level.

Full details of the survey methodology can be found in the Methodology Report.

OVERVIEW OF THE 2016 SEQUENTIAL MIXED METHODOLOGY FIELDWORK



SAMPLE BREAKDOWN

Statistics NZ Regional Council Area	Target	Sample achieved	Maximum margin of error (95% confidence)
Northland Region	200	166	±7.61%
Auckland Region	750	657	±3.82%
Waikato Region	350	289	±5.76%
Bay of Plenty Region	200	190	±7.11%
Gisborne Region	200	185	±7.2%
Hawke's Bay Region	200	204	±6.86%
Taranaki Region	200	268	±5.99%
Manawatu-Wanganui Region	200	187	±7.17%
Wellington Region	350	371	±5.09%
Nelson / Tasman Region	400	427	±4.74%
Marlborough Region	200	206	±6.83%
Canterbury Region	350	350	±5.24%
West Coast Region	200	193	±7.05%
Otago Region	200	220	±6.61%
Southland Region	200	217	±6.65%
No reply to region	-	1	-
TOTAL SAMPLE SIZE	4,200	4,131	±1.52%

Executive Summary



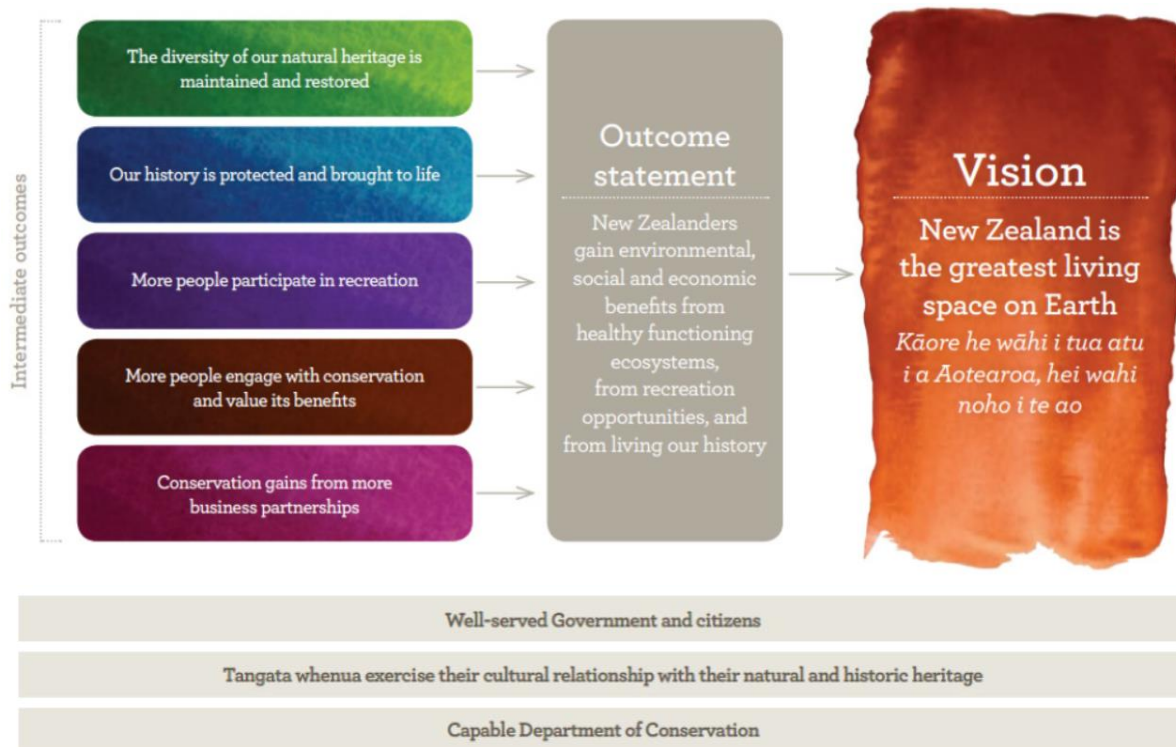
EXECUTIVE SUMMARY

INTRODUCTION

The Survey of New Zealanders key results for 2016, in accordance with the Department of Conservation’s Statement of Intent 2013 – 2017 document, are summarised in this section.

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

The vision, outcome statement and intermediate outcomes are shown below:



The work of the Department of Conservation is conducted to achieve the five intermediate outcomes. The following summary outlines how well the Department has performed on these intermediate outcomes, based on the Survey of New Zealanders 2016.

OUTCOMES RELATED TO THE DEPARTMENT OF CONSERVATION'S VISION

INTERMEDIARY OUTCOME 1

The diversity of our natural heritage is maintained and restored

Two questions were used in the questionnaire to measure New Zealanders' awareness and attitudes towards threats from introduced species and the various methods of pest control employed by the Department of Conservation.

THREATS FROM INTRODUCED SPECIES

Most New Zealanders still feel that the most threatening species to native plants, birds, animals or natural environments are *possums* (87%), *rats* (83%), *stoats* (82%) and *wild / feral cats* (79%).

The species least likely to be cited as threatening, although still considered by some to be a serious threat, are *domestic cats* (40%), *wilding pine trees* (40%) and *deer* (28%). The figure for deer has been declining since 2013.

Over a third of New Zealanders claim they do not to know enough about *kauri dieback* to judge, but half of the public still see it as a serious threat (57%).

Didymo is still perceived as a serious threat (70%), although there is also a high (24%) level of uncertainty.

PEST CONTROL METHODS

The Department of Conservation uses a number of methods to control species which are considered pests, and New Zealanders have clear opinions about which should and should not be employed.

Trapping (90%) and *hunting* (89%) are the methods most acceptable to New Zealanders.

The *spread of poison bait and herbicides via aircraft* are methods of pest control that the majority of the public do not feel comfortable using. Only one-third of respondents are comfortable spreading *herbicides* (35%) or *poison bait* (34%) *via aircraft*.

INTERMEDIARY OUTCOME 2

Our history is protected and brought to life

Measurement of this intermediary outcome is evaluated by New Zealanders' awareness, visits and satisfaction with the historic sites that the Department of Conservation administers.

AWARENESS THAT THE DEPARTMENT OF CONSERVATION ADMINISTERS HISTORIC SITES

Awareness is fairly high, with almost seven in ten (69%) aware that the Department of Conservation administers historic sites. Visitation is understandably linked to awareness.

VISITATION TO, AND SATISFACTION WITH, HISTORIC SITES

Visits to historic sites have significantly increased on 2015, with almost six in ten (58%) New Zealanders having visited a listed site in the past 12 months. Satisfaction with these historic site visits remains stable, with over three-quarters (79%) rating their satisfaction as a 4 or 5 out of 5.

INTERMEDIARY OUTCOME 3

More people participate in recreation

Part of the Department's remit is to encourage New Zealanders and international visitors to enjoy recreation-based activities on conservation land. There were a number of questions used to measure this intermediary outcome as follows:

- Awareness that the Department of Conservation provides facilities and services for people doing outdoor recreation activities;
- Visits to DOC parks and places, both from a prompted list and also coding verbatim responses, in the past 12 months;

- Those people who had visited a park or place in the past 12 months were asked to focus on their most recently visited park or place, with questions relating to activities carried out, satisfaction, safety and sources of information sought prior to the visit;
- Main reasons for using the recreation areas;
- Barriers to using the areas more often;
- Usage of DOC services such as campsites, hut / lodge / house, visitor centre in the past 12 months;
- Usage of the New Zealand Great Walks, Great Rides and the Te Araroa Trail.

AWARENESS THAT THE DEPARTMENT OF CONSERVATION PROVIDES FACILITIES AND SERVICES

Three-quarters (73%) of New Zealanders are aware that the Department of Conservation provides facilities and services for people participating in outdoor recreation activities. This awareness level is the same as 2015.

VISITATION TO RECREATION SITES

The proportion of New Zealanders who have visited a DOC park or place in the last 12 months has significantly increased to eight in ten people (80%).

RECREATION ACTIVITIES, SATISFACTION AND SAFETY OF MOST RECENT VISIT

The popular activities in New Zealanders' most recent recreation area visit are *short walks of less than 3 hours* (58%) and *sightseeing* (51%). The non-active recreation activity of *family or friends outing* is also popular (34%).

Satisfaction (those rating 4 or 5 out of 5) with the recreation area most recently visited has significantly increased to 84% from 79% in 2015.

MAIN REASONS FOR USING RECREATION AREAS

Spending time in nature or enjoying scenery (82%) and *spending time with family and friends* (69%) are the most popular reasons for using a DOC area. There are also those claiming to want to *get away from it all* (53%), *improve health* (35%) or to *have a physical challenge* (33%).

MAIN BARRIERS TO USING RECREATION AREAS

To encourage more to use the recreation areas the Department of Conservation needs to find ways to address the barriers of *I don't have enough time* (77%), *I'm not physically able or not fit enough* (16%) and *I don't have anyone to go with* (11%).

USAGE OF THE DEPARTMENT OF CONSERVATION FACILITIES

The proportion of people using DOC facilities in 2016 remains similar to the proportion using them in 2015. Almost one-quarter (23%) of respondents have been to a DOC visitor centre, 11% have stayed at a DOC campsite and 9% have stayed in a DOC hut, lodge or house.

EVER USED THE DEPARTMENT OF CONSERVATION WALKWAYS AND CYCLEWAYS

Four in ten (43%) respondents have been on at least one of New Zealand's Great Walks, 23% have been on at least one of the Great Rides and 8% have walked parts of the Te Araroa Trail. The most popular Great Walks are the Abel Tasman Coast Track (44%) and the Tongariro Northern Circuit (41%). The most popular Great Ride is the Otago Central Rail Trail (37%), followed far behind by the Waikato River Trails (18%).

INTERMEDIARY OUTCOME 4

More people engage with conservation and value its benefits

For the Department of Conservation to change New Zealanders' attitudes and behaviours towards conservation, understanding key drivers is essential. There were a number of questions used to measure this intermediary outcome as follows:

- Connection to New Zealand nature;
- Personal benefits and overall importance of conservation;
- Participation in specific conservation activities, particularly helping on a conservation project and reasons for doing so;
- Barriers to participating on a conservation project.

CONNECTION TO NEW ZEALAND NATURE

The majority of people (85%) believe that their connection with New Zealand's nature improves their lives. They claim their lives are improved because New Zealand's nature *makes them relaxed* and they get satisfaction from *walking in New Zealand nature and experiencing the native bush, forests, animals and bird life*.

PERSONAL BENEFITS OF CONSERVATION

Conservation is synonymous with protection and preservation. The top personal benefits are: *protecting plants and animals* (33%) and *protecting the natural environment for my children* (33%). Most New Zealanders (98%) were able to identify with at least one personal benefit of conservation.

As in 2015, our analysis shows the main messages for the Department of Conservation to use when promoting the personal importance of conservation should revolve around:

- ***“Protecting and enhancing the sustainable cleanliness and healthiness of the environment, for the benefit of New Zealand's plants and animals, and our children and grandchildren.”***

IMPORTANCE OF CONSERVATION

Personal importance of conservation is rated highly, with 85% of respondents giving a rating of 4 or 5 out of 5. This is a significant increase on 2015 (81%).

PARTICIPATION IN CONSERVATION ACTIVITIES IN THE PAST 12 MONTHS

Participation in conservation-related activities remains relatively similar to 2015 (56% vs. 57%). The most prominent actions taken were *donating money* (23%), *actively seeking information* (19%), *raising awareness about an issue* (17%) and expressing an opinion through online forums (17%).

HELPING AND ACTIVITIES ON A CONSERVATION PROJECT IN THE PAST 12 MONTHS

One in ten (12%) New Zealanders have actively helped on a conservation project, the same level as 2015 and 2014. The most popular activities of these helpers are *tree planting* (54%), *protection or restoration of forest, wetland or marine habitat or species* (43%) and *pest control* (34%).

BARRIERS TO HELPING ON A CONSERVATION PROJECT IN THE PAST 12 MONTHS

In order to increase participation on a conservation project the COM-B behaviour framework recognises that for this given behaviour to occur, three conditions must be met – *Capability, Opportunity* and *Motivation* (COM). Some 65% of New Zealanders who did not help on a conservation project claimed at least one *Opportunity* barrier prevented them from participating. This is a significant increase on 2015 (62%).

As in 2015, the biggest barrier in 2016 is the *Opportunity* barrier. The Department of Conservation may be able to break these barriers as follows:

- Communicating that long-term commitment is not necessary – people are welcome to attend conservation activities when it suits them – with no pressure to return;
- Communicating who people should contact in their region if they may wish to volunteer assistance;

- Making the participation in activities shorter in duration, e.g. a ‘morning’ event rather than an ‘all day’ one;
- Focusing the promotion of participation close to the activities in question;
- Exploring the possibility of promoting urban activities that the public could assist with despite being distant from DOC locations, e.g. workshops building stoat traps or potting native seedlings.

The second largest barrier is *Motivation* (37%), followed by *Capability* (30%). There were 27% who claimed barriers in at least two of the conditions of *Opportunity*, *Motivation* or *Capability*. Those with *Capability* barriers are the least aware that the Department of Conservation has a key role in recreational facilities and historic sites. Those with *Motivation* barriers are the least likely to have visited a DOC area.

As in 2015, to encourage more people to help out on future conservation projects in their areas, messaging from the Department of Conservation should focus on the ‘environmental protection’ and ‘local’ aspects while also placing an emphasis on the personal benefits:

- ***“Protect and enhance your local environment, culture and history, while also improving your own wellbeing, health and relaxation.”***

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, the Department of Conservation uses other information to measure this outcome.

Conservation



PERSONAL BENEFITS OF CONSERVATION

The two main personal benefits of conservation were *protecting the natural environment for my children* and *protecting plants and animals*, both options were selected by 1 in 3 (33%) respondents. Interestingly, benefits related to people's relationship with nature increased in mentions while those related to more nature/biodiversity-oriented reasons declined. This could indicate a growing perception of conservation as a means to aiding people's recreational enjoyment of nature rather than for the sake of biodiversity management in its own right.

Q5. Please think about the main benefits of conservation. What are the main benefits of conservation to you personally?

Main Benefits of Conservation (personal)	2012 (n=3,885)	2013 (n=4,829)	2014 (n=4,363)	2015 (n=3,745)	2016 (n=3,829)
Protecting plants and animals	20%	21%	35%	36%	33% ▼
Protecting the natural environment for my children	22%	17%	31%	31%	33% ▲
Ability to access / enjoy a healthy / safe / natural environment	9%	14%	16%	26%	16% ▼
To have a clean / healthy / safe environment	2%	13%	11%	22%	16% ▼
Beautiful surroundings, scenery (New 2015)	-	-	-	13%	16% ▲
Preserving / protecting the natural environment / green space (In 2012 this was called: Looking after the environment / maintain a natural environment)	20%	13%	18%	33%	15% ▼
Protecting our natives	0%	5%	11%	17%	15% ▼
Recreation and fishing	10%	8%	6%	13%	12% ▼
Protecting our waterways / beaches / rivers / lakes	3%	6%	7%	12%	12%
Healthy forests, protection of forests	7%	5%	10%	13%	10% ▼
Clean water / water to drink	8%	5%	7%	8%	9%
Looking after / protecting our land	-	2%	4%	9%	8%
Maintenance / protection of the eco system	-	2%	7%	7%	6% ▼
Preservation / protection of our natural heritage	1%	3%	6%	7%	5% ▼
Preservation of New Zealand's clean, green image (In 2012 this was called: Maintaining a clean, green NZ / clean, green image)	3%	3%	6%	6%	5%
Sustainability	1%	4%	7%	6%	5%
Clean air to breathe	9%	4%	5%	6%	5%
Access to tracks / maintaining walking tracks / tramping tracks to use	5%	13%	7%	4%	5%
Having access to parks / National Parks	3%	5%	7%	8%	4% ▼
For now / current generation (New 2015)	-	-	-	3%	4%
Connection to the land / harmonise with nature (New 2015)	-	-	-	1%	4% ▲
Protection of New Zealand's identity and uniqueness	-	4%	5%	4%	3% ▼
Pest control / eradication	-	2%	3%	4%	3% ▼
Boosts tourism / economy (New 2015)	-	-	-	4%	3%
Protection of endangered species	-	2%	5%	3%	3%
Don't know	7%	2%	2%	1%	1%

In 2012 respondents answered this question in their own words; interviewers then listened to their responses and coded their responses into a list of themes provided. Since 2013 written comments have been collected and then coded into themes by specialist coding teams. The codeframe used for the 2013 report was used for this report, for continuity and comparability.

Base: All respondents, excl 'not answered'. **Note:** Only responses 3% or over in 2016 are shown.

Protecting plants and animals is one of the two most frequently mentioned benefits of conservation (33%). Those who live in a rural area or settlement (38%) or in the Taranaki region (40%), females (36%), those who have stayed at a DOC campsite in the previous 12 months (38%) and those who have stayed in a DOC hut (39%) are more likely to state that the *protection of plants and animals* is a main benefit of conservation.

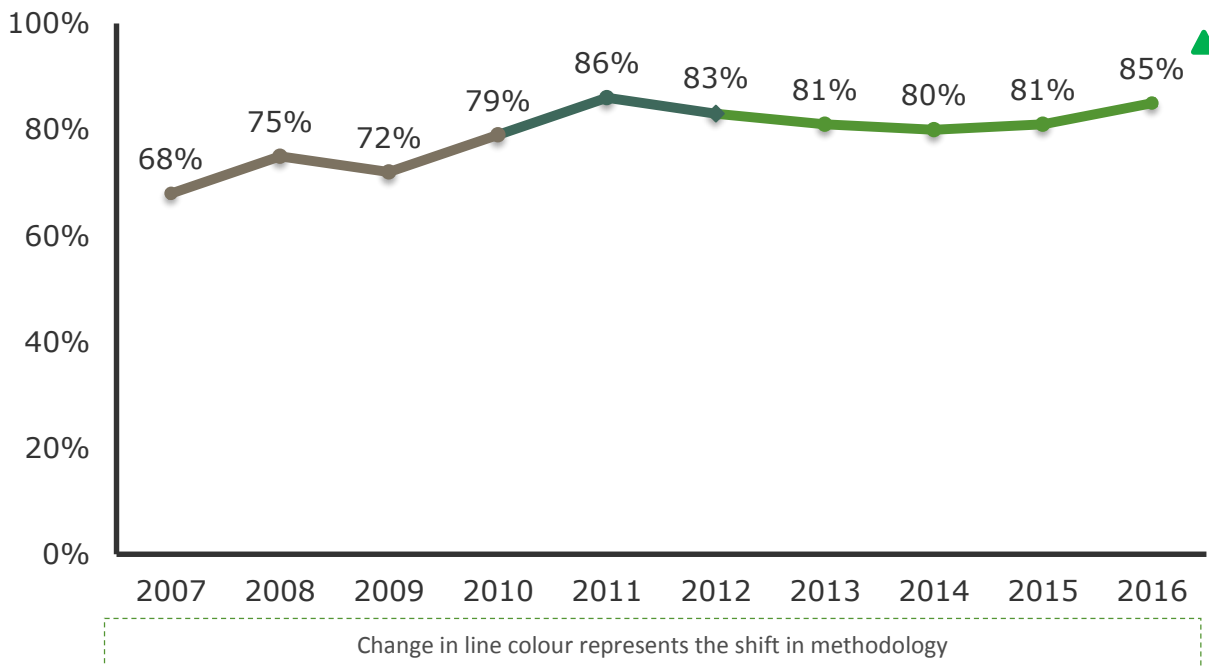
Protecting the natural environment for my children is the second most frequently mentioned benefit of conservation (33%). Those aged 25-34 (41%) or 35-49 (37%), who have stayed at a DOC campsite in the past 12 months (41%) and have children in the household (39%) are more likely to say their main benefit of personal conservation is *protecting the natural environment for my children*.

IMPORTANCE OF CONSERVATION

Some 85% of respondents rate conservation as being important to them (rated 4 or 5 out of 5, with 5 being 'very important'). This has significantly increased since 2015 (81%).

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

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

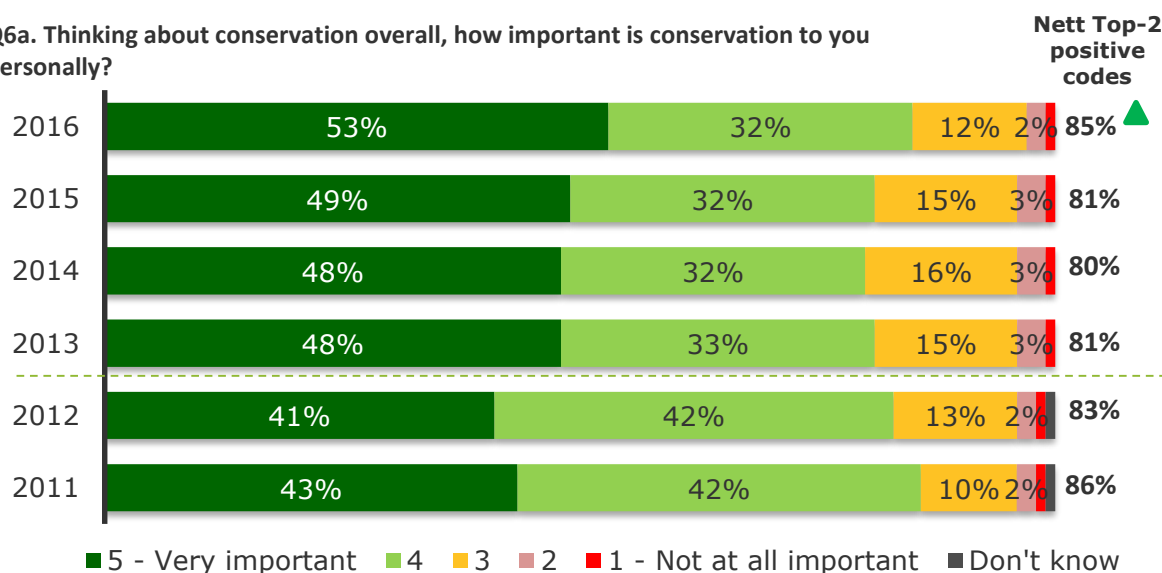


Base: All respondents (varies)

Source: Pre-2011 – Mobius survey; 2011/12 – CB survey; 2013 & 2014 – Nielsen, 2015 & 2016 – Ipsos. Note: The Mobius survey used a 10-point scale, where 1 is 'not at all important' & 10 is 'extremely important'.

Personal importance of conservation (%)

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



In 2011 and 2012, 'don't know' was not read out for the CATI survey; however, it was an option that interviewers could record if respondents insisted upon using it. To keep results as comparable as possible, 'don't know' was not shown as an option from 2013.

Base: All respondents, excl 'not answered': 2016 (n=4,099), 2015 (n=4,017), 2014 (n=4,599), 2013 (n=4,983). All respondents: 2012 (n=3,885), 2011 (n=3,614).

Table: Those who rated conservation as important to them personally (rated 4 or 5 out of 5). Note: Significance is compared to total.

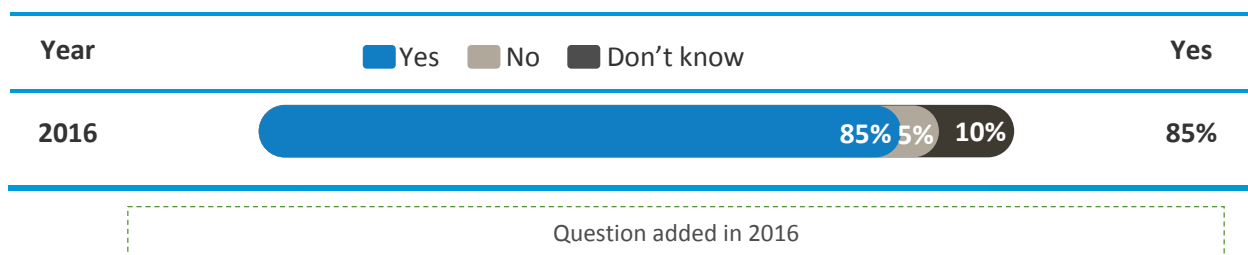
Gender	Male	85%	Age	18-24 years	77%
	Female	85%		25-34 years	84%
Location	Main city	86%	35-49 years	86%	
	Provincial town	82%	50-64 years	87%	
	Rural area	85%	65 years+	84%	

Conservation is important to 85% of New Zealanders. Understandably, those with a greater awareness and usage of DOC services rated conservation higher - those who favour DOC (92%), have stayed at a DOC campsite in the past 12 months (91%), have stayed in a DOC hut in the previous 12 months (94%), have been to a DOC visitor centre in the previous 12 months (94%), have visited a DOC recreation area in the previous 12 months (89%) and have visited a DOC historic site in the past 12 months (90%) are more likely to say that *conservation is important to them personally*.

Connection with nature

The majority (85%) of people believe that their connection with New Zealand’s nature improves their lives.

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



Base: All respondents, excl 'not answered': 2016 (n=4,110)

Table: Those who said they feel connected to New Zealand’s nature in a way that improves their life. Note: Significance is compared to total.

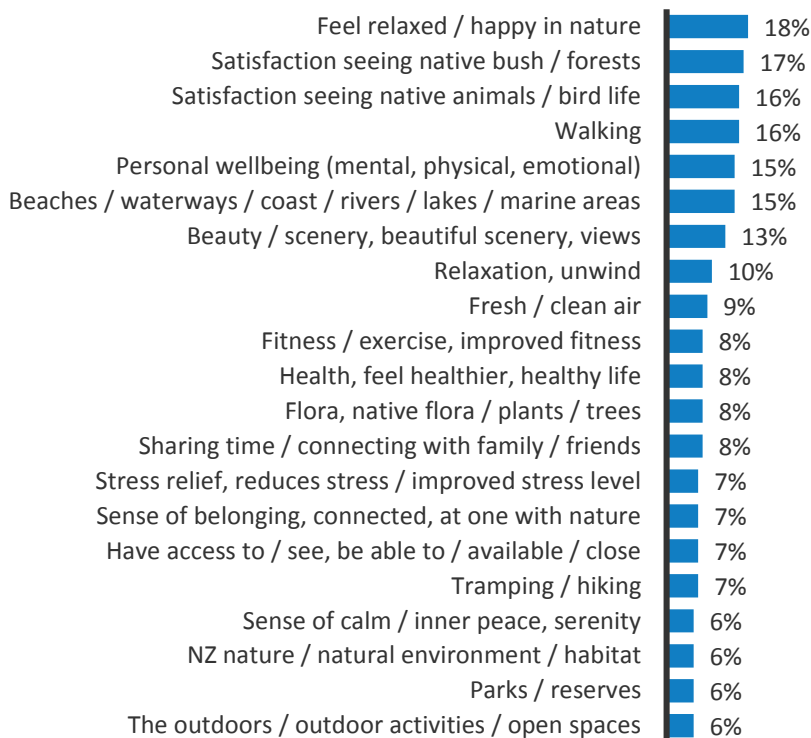
Gender	Male	85%	Age	18-24 years	81%
	Female	85%		25-34 years	84%
Location	Main city	86%	35-49 years	86%	
	Provincial town	81%	50-64 years	88%	
	Rural area	88%	65 years+	83%	

Those who have a household income of \$100,000 or more (90%), believe conservation is important (91%), are favourable towards DOC (90%), have stayed in a DOC campsite in the previous 12 months (93%), have stayed at a DOC hut in the previous 12 months (96%), have been to a DOC visitor centre (96%), have visited DOC recreation facilities in the past 12 months (91%) and have visited a DOC historic site in the past 12 months (92%) are more likely to say that *their connection with nature has improved their life*.

How connection with nature has improved life

Respondents claim their life is improved because New Zealand's nature *makes them relaxed* and they get *satisfaction from walking in New Zealand's nature and experiencing the native bush / forests, animals and bird life*.

Q6c. How has your life improved through a connection to New Zealand's nature?



Question added in 2016, responses are coded from open-ended comments

Base: All respondents, excl 'not answered': 2016 (n=3,301). **Note:** Responses under 6% are not shown.

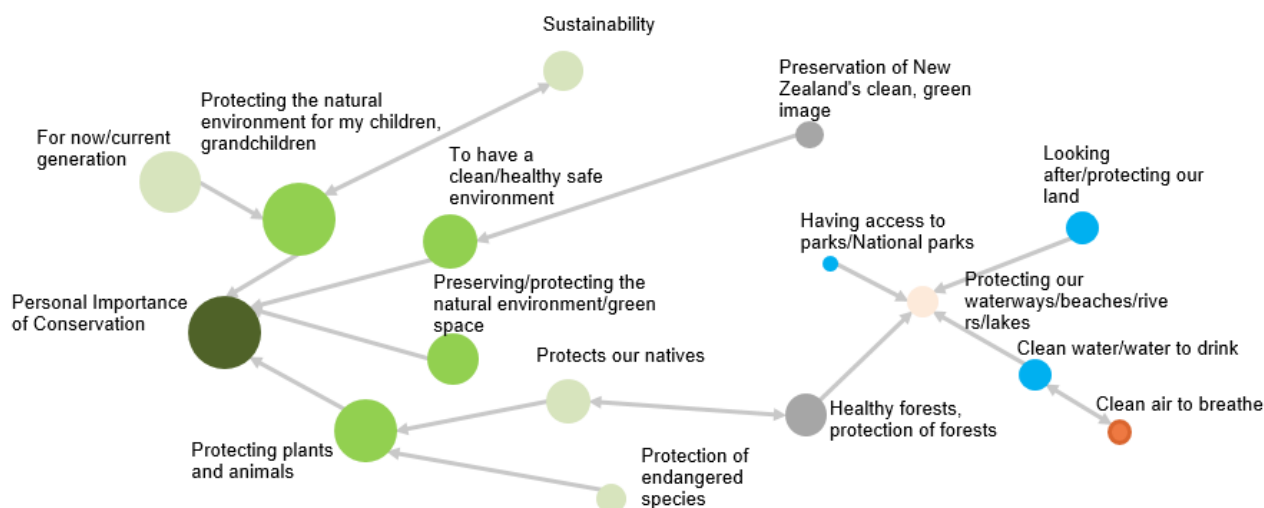
IDENTIFYING WHAT DRIVES PERCEIVED PERSONAL IMPORTANCE OF CONSERVATION (ATTITUDES)

The previous charts for questions 5 and 6 give a good indication of what people feel are the personal benefits of conservation and how important conservation is to them personally. But these figures alone do not explain the relationships between the two questions which will help the Department of Conservation provide more effective marketing messages to improve the importance of conservation, hopefully leading to more people helping out on conservation projects.

To determine relationships, we use Bayesian driver analysis to identify:

- The benefits that are most impactful on driving strong personal importance of conservation;
- How people are connecting the benefits to each other, and to personal importance of conservation, to help shape marketing messaging.

The attitudinal driver analysis based on question 5 (Personal Benefits of Conservation) and question 6 (Personal Importance of Conservation) for 2016 are shown on the next page.



Base: All respondents, excl 'not answered': 2016 (n=4,099)

The larger the circle, the greater the impact that benefit has on the 'personal importance of conservation'. The closer the benefit is to the personal importance of conservation, the more important the benefit is for driving high personal importance. The arrows show the direction of the influence of the benefits on each other.

For 2016, the benefits with the strongest more direct relationship with conservation importance are *protecting the natural environment for my children / grandchildren*, *protecting plants and animals*, *to have a clean / healthy safe environment* and *preserving / protecting the natural environment / green space*.

The desire to *protect the natural environment for my children / grandchildren* has a relationship with the desire to protect the environment for *now / the current generation* and *sustainability*.

To have a clean / healthy safe environment is influenced by *the preservation of New Zealand's clean, green image*.

Preserving / protecting the natural environment / green space has no strong relationship with any other key benefit, but is one of the key drivers of the importance of conservation.

The other key chain of relationships comes from *protecting plants and animals*, which is influenced by *protection of endangered species* and *protects our natives*. This benefit (*protects our natives*) has a relationship with *healthy forests, protection of forests*, which is connected to a number of other benefits through *protecting our waterways / beaches / rivers / lakes*.

Overall (as in 2015) the analysis shows the main messages for the Department of Conservation to consider when promoting the personal importance of conservation concern:

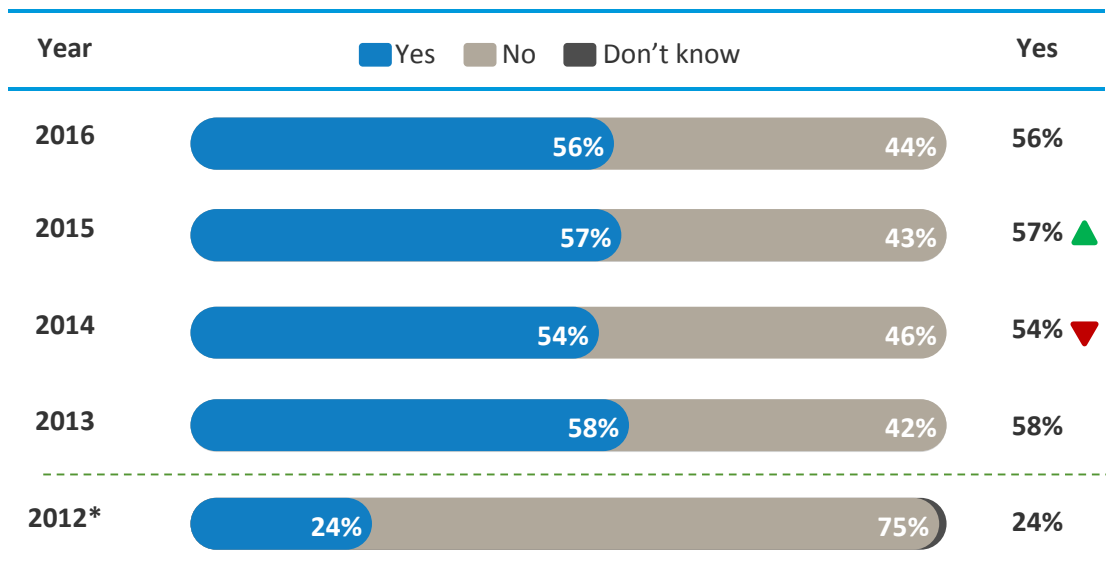
- ***“Protecting and enhancing the sustainable cleanliness and healthiness of the environment, for the benefit of New Zealand’s plants and animals, and our children and grandchildren.”***

CONSERVATION ACTIONS

Some 56% of New Zealanders expressed that they had engaged in at least one conservation action in the past 12 months. This is slightly down from 2015 results.

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

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



In 2011 and 2012, this question was asked in the following way: *“In the past 12 months have you actively contributed to conservation in New Zealand, for instance, have you: taken part in a tree planting project, helped restore a historic building or helped build a track?”* This question was changed to a prompted list in 2013, which was combined to show the proportion who have participated in at least one conservation activity in the past 12 months. The following actions were included in the prompted list: *donated money to conservation cause, helped raise awareness about an issue, formally expressed your opinion about an issue (e.g. made a submission, contacted your MP), expressed your opinion about an issue through online forums (e.g. blogs, Facebook, chat rooms), been a member of a group or organisation, actively sought information about a conservation issue, encouraged others to contribute to a conservation activity / group or issue, spent time helping on a conservation project, other and none of the above.*

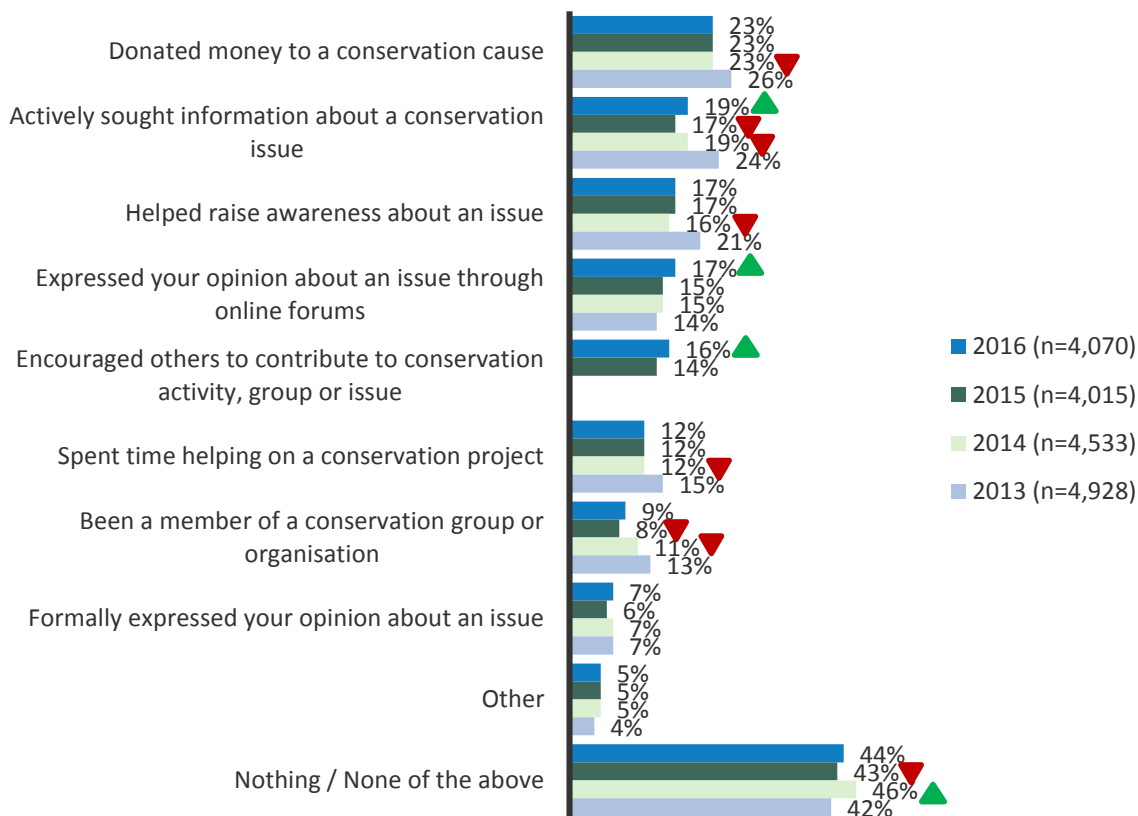
Base: All respondents, excl ‘not answered’: 2016 (n=4,070), 2015 (n=4,015), 2014 (n=4,533), 2013 (n=4,928). All respondents: 2012 (n=3,885). ***Note:** Question in 2012 & 2011 was different to current question.

Donating money to a conservation cause (23%) has continued to be the most frequently mentioned conservation activity. Actively seeking information about a conservation issue (19%), helping to raise awareness about conservation issues (17%) and expressing opinions about issues through online forums (17%) were also frequently mentioned conservation activities.

The proportion of New Zealanders who have not actively undertaken any action in the past 12 months that specifically relates to New Zealand conservation is 44%.

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

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



Base: All respondents, excl 'not answered'

Table: Those who participated in at least one conservation action in the past 12 months. Note: Significance is compared to total.

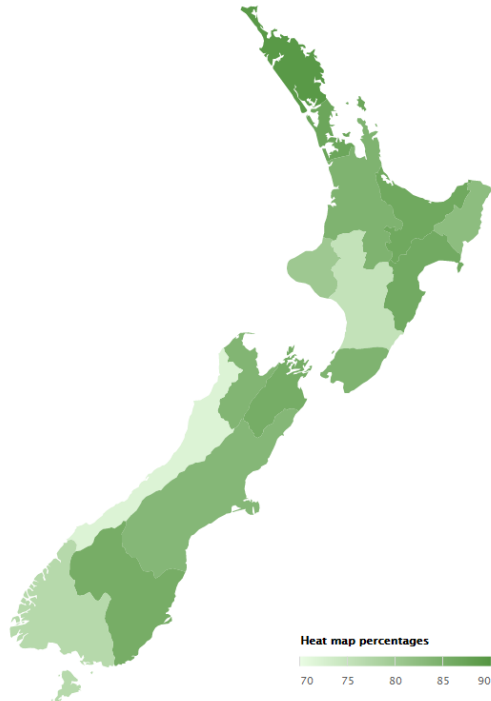
Male	55%	Age	18-24 years	58%
Female	57%		25-34 years	57%
Main city	54%		35-49 years	54%
Provincial town	57%		50-64 years	59%
Rural area	59%		65 years+	51%

Helped on a conservation project

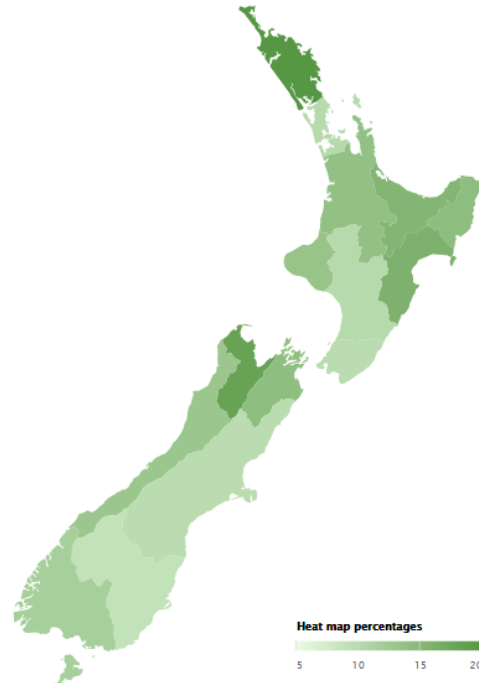
Some 12% of New Zealanders spent time helping on a conservation project. Those who live in Northland (20%) or Nelson / Tasman (18%), are of Māori ethnicity (17%), live in a rural area (18%), have stayed at a DOC campsite (20%), have stayed in a DOC hut (21%) and have been to a DOC visitor centre (18%) are more likely to spend time helping on a conservation project.

The maps below outline the regional scores for questions 6 and 7. They show that *personal importance of conservation* is strong in multiple regions of New Zealand and *helping on projects* is strongest in the Northland and the Nelson / Tasman regions. This disconnect between differing areas' value of conservation and the incidence of helping on conservation projects reflects the varying opportunities for project work that exist across the regions.

Q6. Personal importance of conservation rated 4 or 5 out of 5

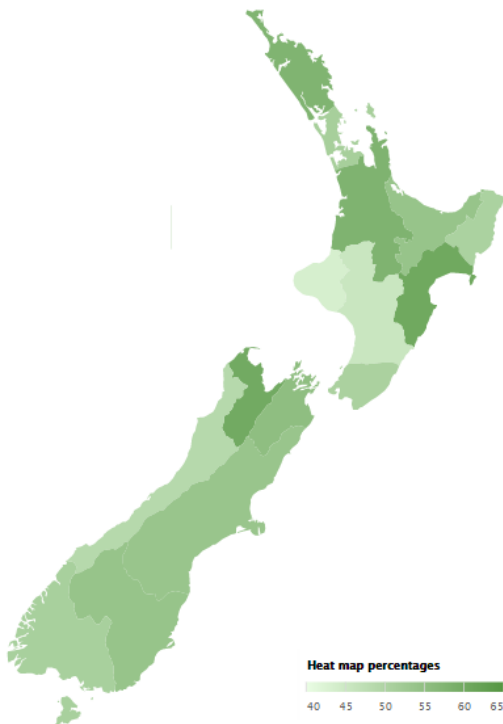


Q7. Those who have spent time helping on a conservation project in the past 12 months

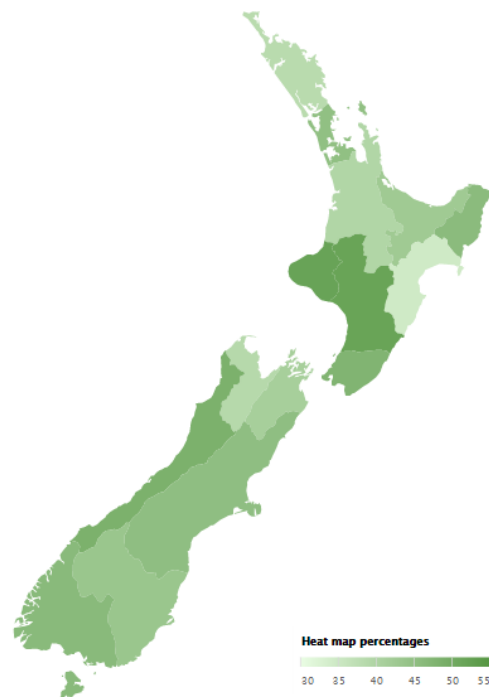


Further detail from Q7 is found below in the maps for other (non-helping) activities and non-participation.

Q7. Those who have conducted 'other' conservation activities in the past 12 months



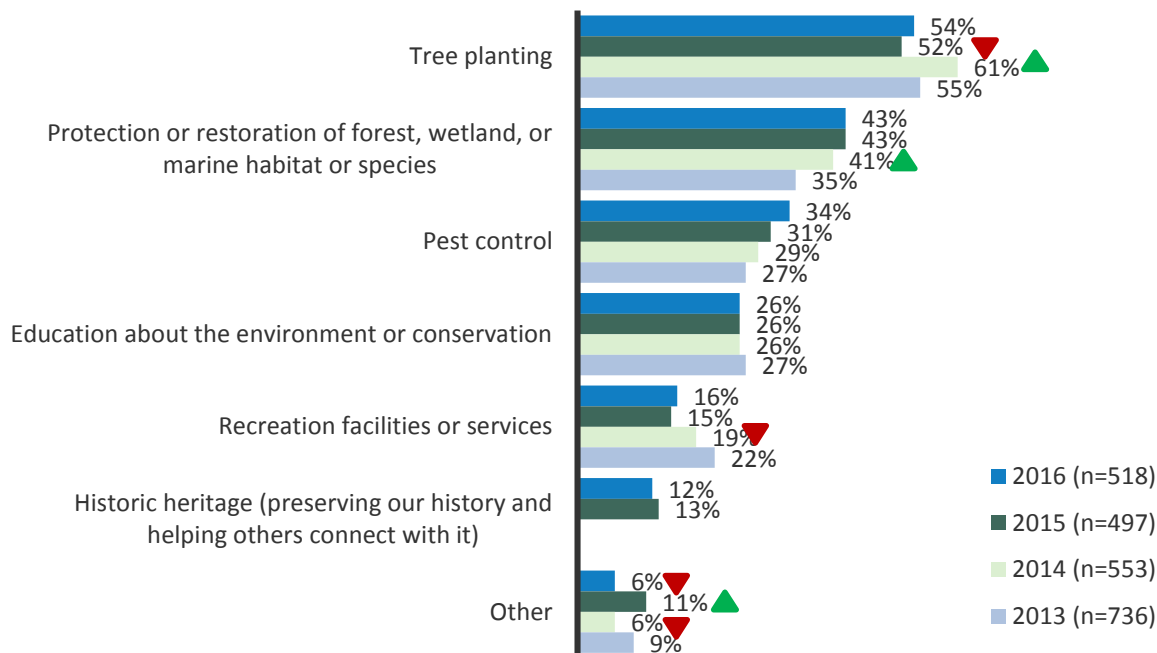
Q7. Those who taken no action related to conservation activities in the past 12 months



Of the 12% of New Zealanders who have spent time helping out on a conservation project in the past 12 months, over half (54%) did so for *tree planting*, 43% for *protection or restoration of forest, wetland, or marine habitat or species* and a third (34%) for *pest control*.

Type of conservation project involved in (%)

Q8. You indicated you spent time helping on a conservation project in New Zealand in the past 12 months. What type of activities were you involved in?

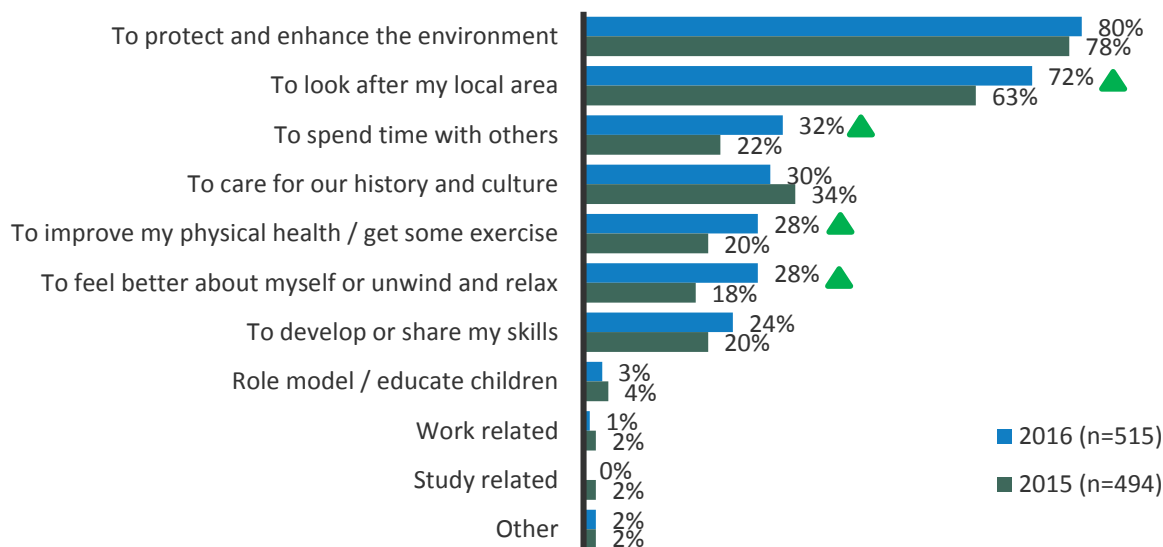


Base: Those who have spent time helping on a conservation project

For those who have undertaken a conservation action in the past 12 months, *protecting and enhancing the environment* (80%) is the main reason for their involvement. *Looking after their local area* (72%) is another common reason that invokes participation in conservation activities; this has increased significantly since 2015. *Spending time with others* (32%), *improving physical health* (28%) and *to feel better / unwind / relax* (28%) are also reasons for involvement which have increased significantly since 2015.

Reasons for helping on a conservation project (%)

Q9. You indicated you spent time helping on a conservation project in New Zealand in the past 12 months. For what reasons did you participate in those activities?



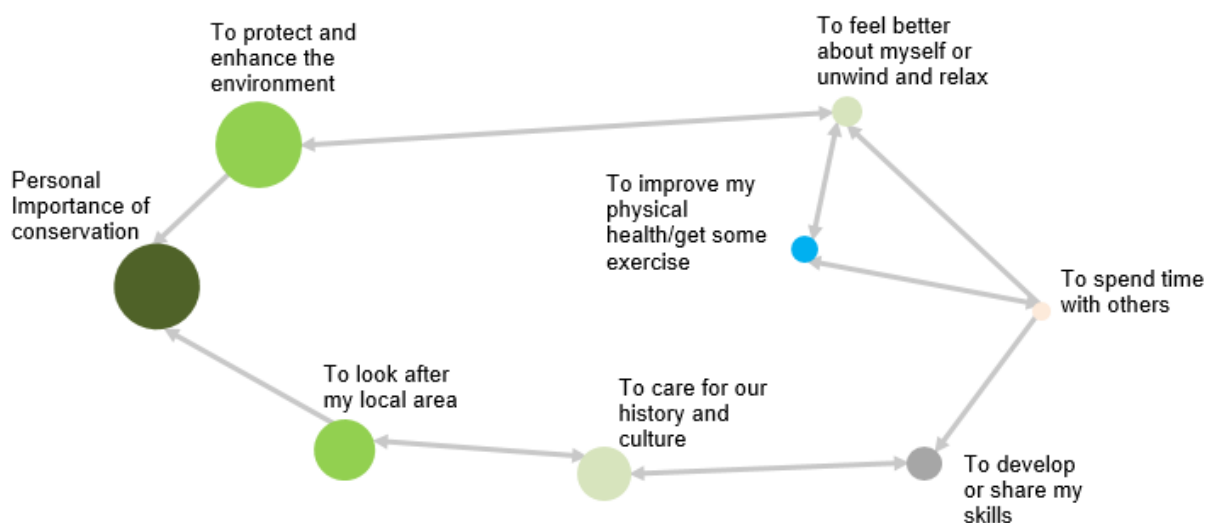
Base: All respondents who spent time on a conservation project, excl 'not answered'

IDENTIFYING WHAT DRIVES PERSONAL IMPORTANCE FROM HELPING ON CONSERVATION PROJECTS (BEHAVIOURS)

Similar to the attitudinal driver analysis shown previously, we can look at the relationship between question 6 (Personal Importance of Conservation) and question 9 (Reasons People Have Spent Time Helping on a Conservation Project) to guide the Department of Conservation on how best to motivate people to help on conservation projects. To that end, we used Bayesian driver analysis to identify:

- The motivations that are most impactful for driving strong personal importance of conservation;
- How people are connecting the motivations to each other, and to personal importance of conservation, to help shape marketing messaging.

The driver analysis for 2016 is shown below.



Base: All those who have helped on a conservation project: 2016 (n=3829)

For 2016, the strongest motivation feeding into personal importance of conservation for those who helped on a conservation project is *to protect and enhance the environment*. The other main motivation influencing personal importance of conservation is *to look after my local area*.

The arrows show the relationship between the key motivations which help increase personal importance of conservation. The bottom of the analysis shows that the desire to *look after my local area* is connected to the motivation *to care for our history and culture*, meaning the latter will indirectly have an impact on *personal importance of conservation*.

Of lesser importance, and therefore potentially less impactful in the development of marketing messages, are the motivating factors that fall in the right-hand side of the diagram – *to develop or share my skills*, *to feel better about myself or unwind and relax*, *to spend time with others* and *to improve physical health / get some exercise*.

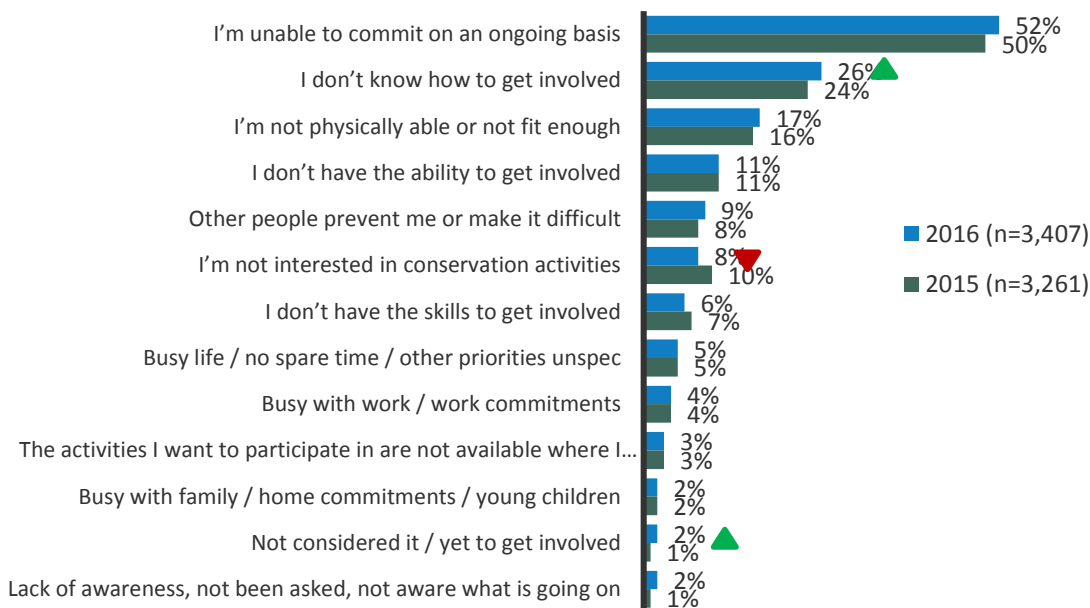
As in 2015, to encourage more people to help out on future conservation projects in their areas, messaging from the Department of Conservation should focus on the ‘environmental protection’ and ‘local’ aspects while also placing an emphasis on the personal benefits:

- ***“Protect and enhance your local environment, culture and history, while also improving your own wellbeing, health and relaxation.”***

The main reason for not participating in conservation projects is that people are *unable to commit on an ongoing basis* (52%). One in four (24%) claim they *don't know how to get involved*.

Barriers for those who have not helped on a conservation project (%)

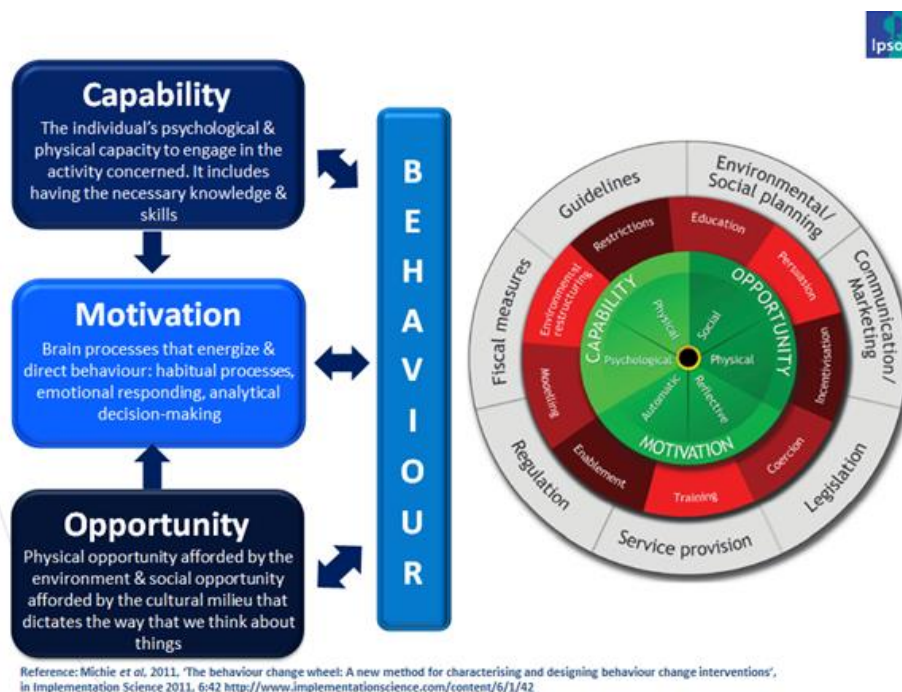
Q10. You indicated you have not spent any time helping on a conservation project in New Zealand in the past 12 months. For what reasons have you not participated in any conservation activities?



Base: All respondents who have not participated in conservation activities, excl 'not answered'

CHANGING BEHAVIOURS BY REDUCING BARRIERS

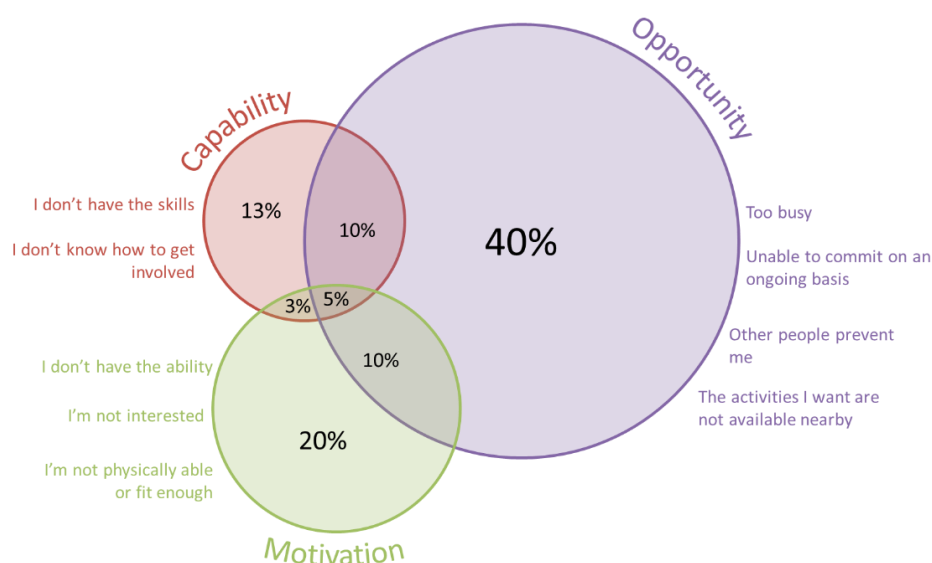
As part of the Department of Conservation's remit to get more people helping on conservation projects, a stronger understanding of the barriers to doing so is required. Applying the COM-B behavioural change framework¹ can provide holistic guidance to better behaviour change management. This framework recognises that for the given behaviour to occur – in this case, helping out on conservation projects – three conditions must be met: *Capability*, *Opportunity* and *Motivation* (COM), as outlined in the following diagram.



¹ https://www.ipsos-mori.com/DownloadPublication/1552_sri-understanding-society-april-2013.pdf

In reviewing and assigning the different barriers from question 10 into one of the three COM conditions, the diagram shows the relative size of these conditions. Within this analysis, 65% of New Zealanders who did not help on a conservation project claimed at least one *Opportunity* barrier prevented them from participating – this is a significant increase over 2015 (40% cited *only* Opportunity factors). The second largest condition is *Motivation* (37% in total, 20% citing *only* a Motivation issue), followed by *Capability* (30%). There are 27% who claimed barriers in at least two or more of the conditions of *Opportunity*, *Motivation* or *Capability*.

Barriers	2015 (n=3,246)	2016 (n=3,395)
Claimed at least one capability barrier	29%	30%
Claimed at least one opportunity barrier	62%	65%
Claimed at least one motivation barrier	37%	37%



Note: The barriers shown on the diagram are the biggest ones and do not list all that have been included in the group. *Capability* and *Motivation* totals are not consistent with diagram sub-segment totals due to rounding (1% difference).

To further understand how the COM groups compare with people who have helped on conservation projects, the following table indicates some points of difference on key attitude, awareness and visitation scores.

- Those with *Capability* barriers are the least aware that the Department of Conservation has a key role in recreational facilities and historic sites.
- Those with *Motivation* barriers are the least likely to have visited a DOC area.

	Have helped - conservation	Capability barriers only	Opportunity barriers only	Motivation barriers only	Two or more barrier areas
Importance of Conservation (Top 2 positive codes)	94%	87%	88%	72%	83%
Aware DOC provide recreational facilities	83%	54%	79%	73%	67%
Aware DOC administer historic sites	77%	56%	72%	70%	67%
Have visited DOC recreational facilities	91%	79%	82%	67%	77%
Have visited DOC historic sites	66%	56%	62%	47%	54%
Favourable opinion of DOC (Top 2 positive codes)	83%	73%	83%	66%	77%

Looking at key demographic profiles, the makeup of the different barrier conditions is as follows – while those in cities are understandably less likely to have opportunities to help on conservation projects, they are also less motivated and less capable:

Capability barriers only – more likely to be female, city dwellers and aged 35-49:

Gender	Male		44%	Age	18-24 years		16%
	Female		56%		25-34 years		26%
Location	Main city		67%		35-49 years		29%
	Provincial town		19%		50-64 years		20%
	Rural area		14%		65 years+		9%

Opportunity barriers only – more likely to be middle-aged and city dwellers:

Gender	Male		51%	Age	18-24 years		8%
	Female		49%		25-34 years		14%
Location	Main city		53%		35-49 years		36%
	Provincial town		24%		50-64 years		30%
	Rural area		23%		65 years+		12%

Motivation barriers only – more likely to be females, city dwellers and aged 65 years +:

Gender	Male		43%	Age	18-24 years		16%
	Female		57%		25-34 years		10%
Location	Main city		55%		35-49 years		19%
	Provincial town		25%		50-64 years		22%
	Rural area		20%		65 years+		33%

Two or more barrier areas – more likely to be female and city dwellers:

Gender	Male		44%	Age	18-24 years		24%
	Female		56%		25-34 years		20%
Location	Main city		62%		35-49 years		25%
	Provincial town		21%		50-64 years		17%
	Rural area		17%		65 years+		14%

As in 2015, the biggest barrier in 2016 is the *Opportunity* barrier. The Department of Conservation may be able to break down these barriers as follows:

- Communicating that long-term commitment is not necessary – people are welcome to attend conservation activities when it suits them – with no pressure to return;
- Communicating who people should contact in their region if they wish to volunteer assistance;
- Making the participation in activities shorter in duration, e.g. a ‘morning’ event rather than an ‘all day’ one;
- Focusing the promotion of participation close to the activities in question;
- Exploring the possibility of promoting activities that the public could assist with despite being distant from DOC locations, e.g. urban workshops building weta boxes or stoat traps.

The Department of Conservation



THE DEPARTMENT OF CONSERVATION

INTRODUCTION

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

Specifically, respondents were asked the following:

- Whether their opinion of the Department of Conservation is favourable or unfavourable;
- Reasons that explain why their view of the Department of Conservation is favourable or unfavourable.

SUMMARY

The majority of New Zealanders (77%) have a favourable view of the Department of Conservation. This is a significant increase compared to the results seen in 2015 and in 2014.

Amongst the 77% who feel 'very' or 'somewhat favourable' towards the Department of Conservation, 41% have rated the Department favourably because they consider that it is generally *doing a good, important and admirable job*. Others say their favourable perception is due to the Department *preserving our natural heritage* (24%) and *keeping it well maintained, clean and tidy* (15%). Some 10% rate the Department of Conservation favourably because of the *tracks and walkways*.

Amongst the 4% of New Zealanders who have an unfavourable opinion of the Department of Conservation, the key reasons relate to *pest control* and the *use of 1080 poison* (27%) and *disagreement with DOC policies and practices* (23%). Other reasons for unfavourable opinions toward the Department of Conservation relate to *poor maintenance of DOC facilities such as tracks, huts and toilets* (13%) along with *attitudes and issues with DOC staff* (13%).

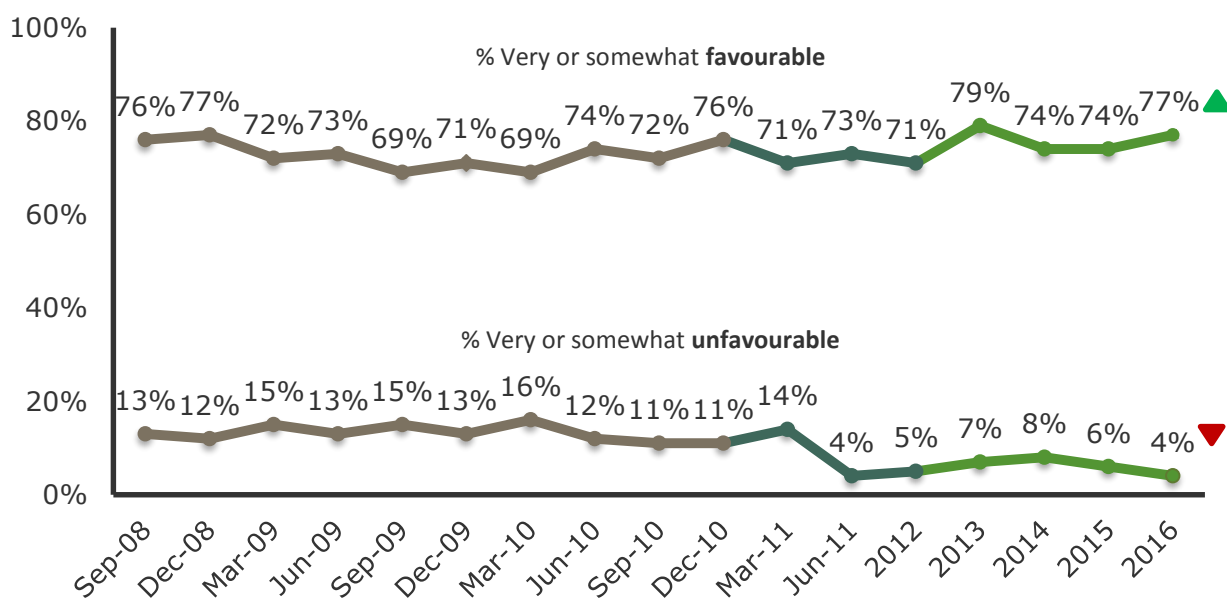
FAVOURABILITY TOWARDS THE DEPARTMENT OF CONSERVATION

Some 77% of New Zealanders have a favourable view of the Department of Conservation. This result is a significant improvement on the 2015 result of 74%. Some 4% of New Zealanders have an unfavourable view of the Department of Conservation. This result has decreased significantly since 2015. The proportion of those who lack the knowledge to have an opinion about the Department remains relatively stable at 19%.

Overall it is clear that those who are more involved by visiting DOC-administered places are more favourable towards the Department.

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

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



In 2011 and 2012, 'don't know' was not read out for the CATI survey. Included in the question was 'If you do not know enough about the department, just say so'. From 2013 this was removed and 'don't know' was replaced with 'I don't know enough to have an opinion'. These responses are being treated the same for comparison purposes.

Base: All respondents (varies)

Note: Those who were unsure are not depicted on this chart, hence the results do not add up to 100%. **Source:** Pre-2011 UMR Survey; 2011/12 – CB survey; 2013 & 2014 – Nielsen; 2015 & 2016 – Ipsos.

Table: Those who have a favourable view of DOC (rated very favourable or somewhat favourable). **Note:** Significance is compared to total.

Gender	Male	78%	Age	18-24 years	69%
	Female	77%		25-34 years	80%
Location	Main city	77%		35-49 years	79%
	Provincial town	78%		50-64 years	81%
	Rural area	78%		65 years+	74%

Compared with the 77% who have a favourable opinion of the Department of Conservation, those more likely to have a favourable opinion are New Zealand Europeans (81%), those who have a household income greater than \$100,000 (87%), rate conservation as important (81%), have stayed at a DOC campsite (88%),

have stayed at a DOC hut (90%), have been to a DOC visitor centre (89%), have visited a DOC recreation area (82%) or have visited a DOC historic site (86%).

Opposite: Q27. Favourable opinion of the Department of Conservation (% rating DOC 4 or 5 out of 5)

Compared with the 4% overall who hold an unfavourable opinion of the Department of Conservation, those living on the West Coast (14%), Nelson / Tasman (8%) or Southland (7%); living rurally (6%), and those who do not rate conservation as important (9%) are more likely to regard the Department unfavourably.

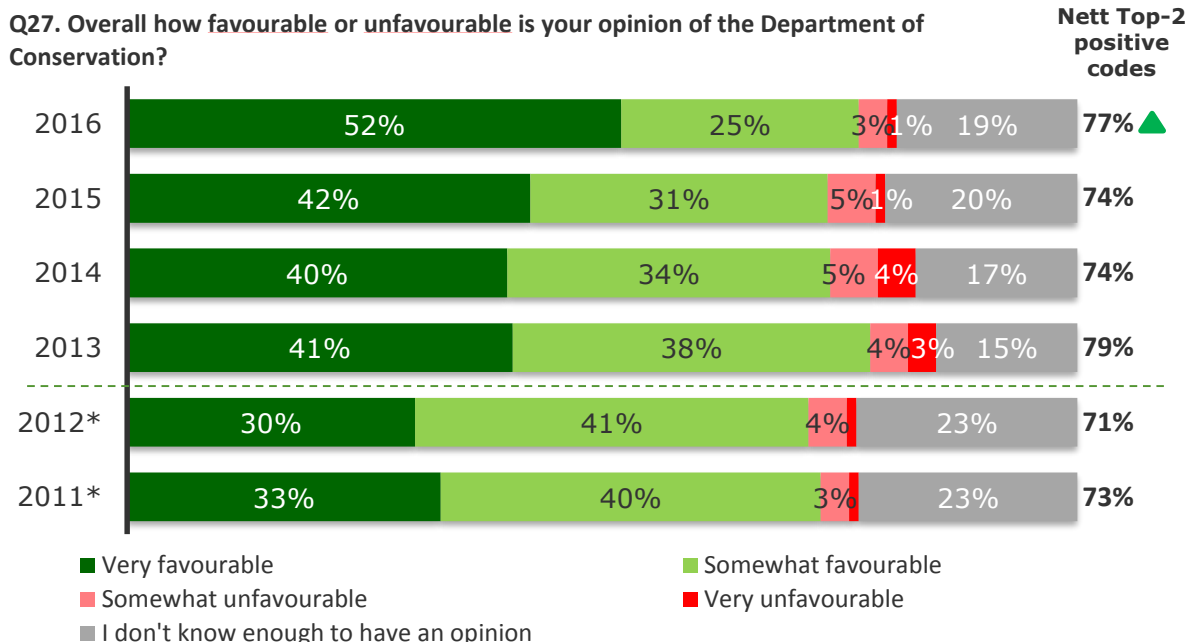
Some 19% indicated they do not know enough about the Department of Conservation to voice an opinion.

Respondents who feel this way are more likely to be young New Zealanders aged 18 to 24 (28%) or older people aged over 65 (23%); of Māori (25%), Pacific (42%) or Asian (35%) ethnicity; have household income under \$40,000 (23%); rate conservation as not important (52%) or are neutral (35%).

Not surprisingly, this group is also more likely to be unaware of the Department of Conservation as a provider of facilities and services (34%) and have not visited a DOC recreation area (31%) or historic site (25%) in the last 12 months. Clearly there is a socio-economic divide between those more knowledgeable and involved in DOC and DOC places and those who are not, with poorer, non-European people being less engaged than wealthier people of European ethnicity.



Opinion about the Department of Conservation (%)



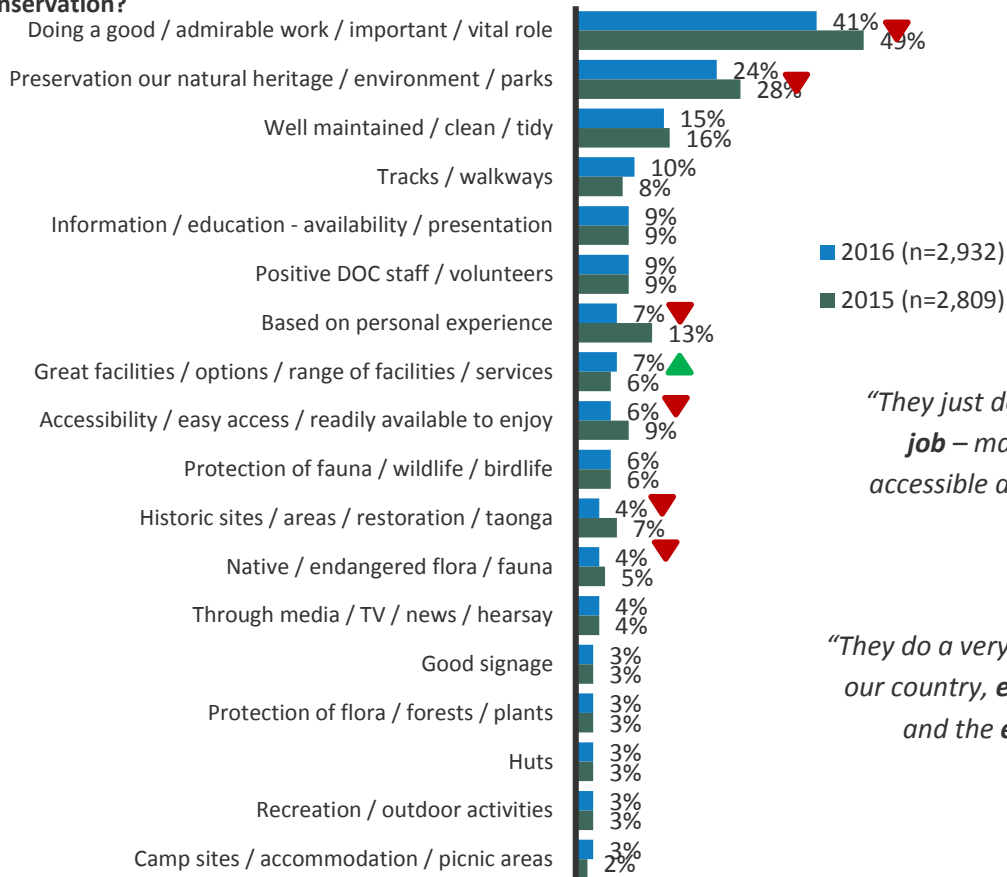
In 2011 and 2012, 'don't know' was not read out for the CATI survey. Included in the question was 'If you do not know enough about the department, just say so'. From 2013 this was removed and 'don't know' was replaced with 'I don't know enough to have an opinion'. These responses are being treated the same for comparison purposes.

Base: All respondents, excl 'not answered': 2016 (n=4,072), 2015 (n=4,002), 2014 (n=4,592), 2013 (n=4,969). All respondents: 2012 (n=3,885), 2011 (n=3,614). ***Note:** Question in 2012 & 2011 was different to current question.

As in the previous year, the main reasons for feeling 'very' or 'somewhat favourable' towards the Department of Conservation are that it is *doing a good job and playing a vital role* (41%), *is preserving New Zealand* (24%) and *the environment is being well maintained* (15%).

Reasons for having a favourable opinion towards DOC (%)

Q28b. For what reasons do you have a favourable view of the Department of Conservation?



*“They just do a **really good job** – making places accessible and enjoyable.”*

*“They do a very good job **protecting** our country, **endangered species** and the **environment.**”*

Base: Those who have a favourable view of the Department of Conservation, excl ‘not answered’

Note: Only responses over 3% in 2016 are shown. Includes respondents who didn’t answer question but have been coded from unfavourable to favourable. Negative coded comments are not shown.

*“They do a **good job of maintaining the various huts and facilities** and they look after our **natural environment.**”*

*“**Protecting the land** of NZ and maintaining the pre-existing image of a green land.”*

*“**Great campgrounds; great tramping tracks. Friendly staff and awesome scenery** at cheap prices.”*

*“I believe that they provide **great services** to people who want to use DOC areas such as **maintaining walkways and huts, etc.**, as well as the other protection work they do.”*

*“I feel they **maintain the facilities well**, have **knowledgeable guides** and work towards a **good cause.**”*

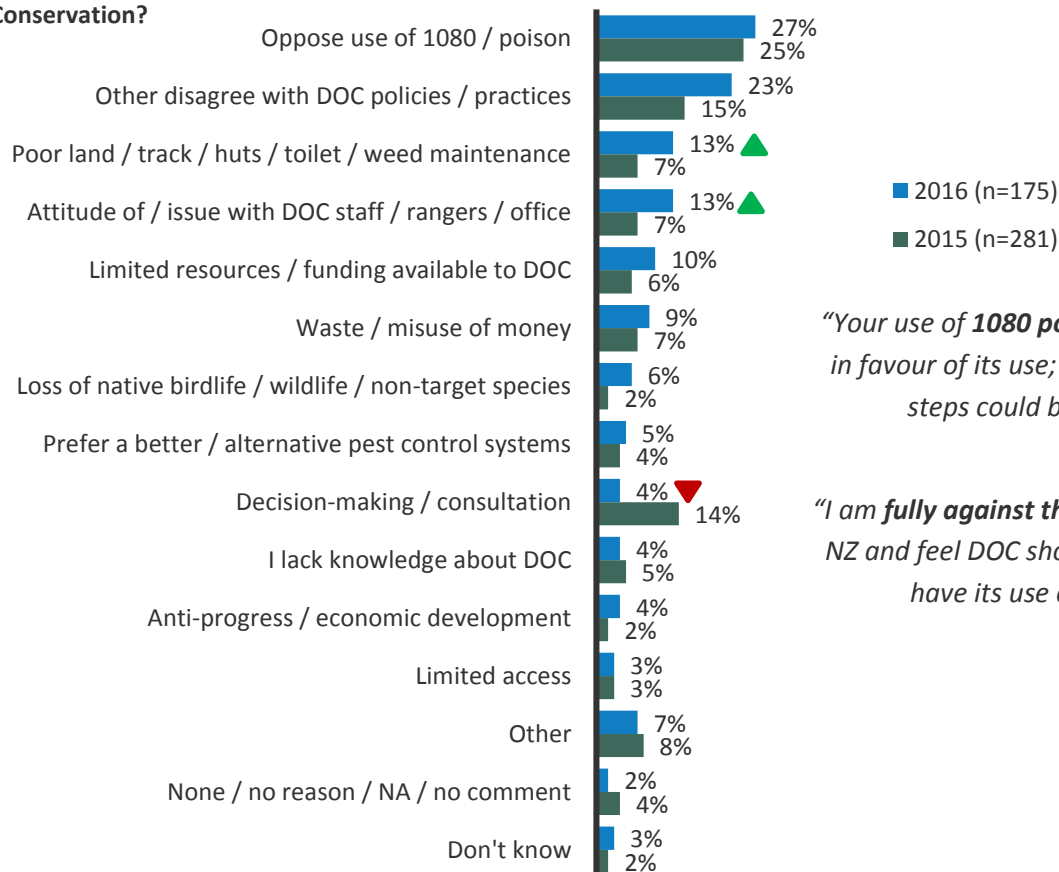
*“The staff in the visitor centres are **very friendly and knowledgeable** and show **enthusiasm and passion** for their area. The camps we visit are always **well maintained**. The tracks are always well maintained and have **good information** along the way.”*

*“I feel they do a **great job protecting, conserving and up keeping** important areas shared by many people.”*

Amongst the small proportion of New Zealanders (4%) who feel 'very' or 'somewhat' unfavourable towards the Department of Conservation, the most common reason in both 2015 and 2016 was the *opposition of using 1080 poison* in pest control (25% and 27% respectively). In 2014, *pest control* was the most common reason for being unfavourable (17%) showing that it is an increasing issue for the Department in terms of unfavourable opinions. The high-profile 'Battle for the Birds' 1080 programme of 2016 may have intensified this unfavourability. Further explanations for feeling very or somewhat unfavourable to the Department were *disagreements with DOC's policies and / or practices* (23%), *poor land / track / hut maintenance* (13%) and *attitudes and issues with DOC staff* (13%).

Reasons for having an unfavourable opinion towards DOC (%)

Q28a. For what reasons do you have a unfavourable view of the Department of Conservation?



“Your use of 1080 poison – I am not in favour of its use; more practical steps could be used.”

“I am fully against the use of 1080 in NZ and feel DOC should do more to have its use ceased.”

Base: Those who have an unfavourable view of the Department of Conservation, excl 'not answered'

Note: Only responses over 3% are shown. Positive coded comments are not shown.

“Use of poisons; state of huts; firewood at huts (negative rating).”

“Some of the local DOC staff, especially when it comes to whitebaiting, are totally over the top; unrealistic and unapproachable.”

“I feel that DOC is moving away from its core conservation activities (largely due to funding and staff cuts) and is concentrating on the great walks to the detriment of the minor tracks and the huts on them.”

“Staff appearance and attitude; the use of 1080; lack lustre performance regarding pest control and inaccessible areas funded by public.”

“The department should practise what it preaches – keep weeds and growth out of protected areas.”

“After seeing the devastating impact of 1080 on bird life in Arthur pass and on the West Coast and the lack of compassion for farmers neighbouring.”

“Negative rating is due to the wildering pines taking over the McKenzie Basin and foothills.”

Facilities, Services and Experience



FACILITIES, SERVICES AND EXPERIENCE

INTRODUCTION

The Department of Conservation provides facilities and services for people engaging in outdoor recreation activities and also administers historic sites on conservation land. This section looks at awareness, usage and satisfaction with these facilities and services.

Specifically, this section looks at the following:

- How frequently New Zealanders use DOC areas for recreation;
- Main reasons for using DOC recreational land as well as the reasons that prevent more use;
- Whether respondents have stayed at a DOC campsite, hut, lodge or house, or been to a DOC visitor centre in the past 12 months or in the last three years;
- Awareness of the Department of Conservation 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 of New Zealanders who have 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 2016, 2015, 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, 2014, 2015 and 2016 should provide a more accurate reading of visits to DOC areas.

SUMMARY

The frequency with which New Zealanders are using DOC areas for recreation has increased, with the proportion who use DOC sites at least 'once a year or more often' increasing from 74% in 2014 to 77% in 2015 and 80% in 2016.

Some 82% have used DOC recreation areas because they want to *spend time in nature, enjoying the scenery*. Some 69% want to *spend time with family* and 53% state they want to *get away from it all*. *Not having enough time* (77%) was the most common reason that New Zealanders felt prevented them from using DOC recreation areas more often.

The proportions of people who have visited a DOC visitor centre (23%), stayed at a DOC campsite (11%) and stayed at a DOC hut (9%) remain relatively stable compared to 2015 figures (24%, 11% and 8% respectively). This indicates that the increase in visitation is concentrated in the more accessible activities and places, as confirmed below.

As in 2015, 73% of New Zealanders are aware that the Department of Conservation provides facilities and services for people engaging in outdoor recreation activities – the downward trend in the level of awareness that was observed in previous years appears to have stabilised. Despite the lower level of awareness compared to 2013 (81%) and 2014 (79%), the proportion of New Zealanders visiting parks and places administered by the Department of Conservation continues to increase significantly (from 71% in 2013 to 74% in 2014, 77% in 2015 and 80% in 2016). Of the 80% of New Zealanders who 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 *taking a short walk for less than three hours* (58%) or *sightseeing* (51%). This was the same in 2015.

The majority of New Zealanders have not been on one of New Zealand's Great Walks, Great Rides or have walked the Te Ararora Trail. Some 43% of respondents have ever walked or partially walked or paddled one of the Great Walks, while 23% have ever cycled or partially cycled one of the Great Rides. Only 8% of New Zealanders have ever walked the Te Ararora Trail (and this was only partly walked, not fully walked).

Overall, satisfaction with the parks and places administered by the Department of Conservation has significantly increased since 2015. Some 84% rate their experience 4 or 5, with 5 being 'very satisfied' – this was 79% in 2015.

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 are not travelling far to visit DOC areas, but also reflecting a widespread degree of accessibility. In general, satisfaction is higher in the Auckland, Hawke's Bay and Wellington regions.

Some 69% of New Zealanders are aware that the Department of Conservation administers historic sites on conservation land. This is relatively consistent with the 2015 (68%) and 2014 (67%) results. When shown a list of the sites that the Department administers, 58% (a significant increase) indicated that they had been to at least one of these sites in the past 12 months, continuing the increasing trend observed in 2015 (55%) and 2014 (48%).

In general, 79% of New Zealanders are satisfied with the heritage experience they had at the historic site they visited most recently.

The vast majority of people (95%) feel safe when visiting a DOC recreation area.

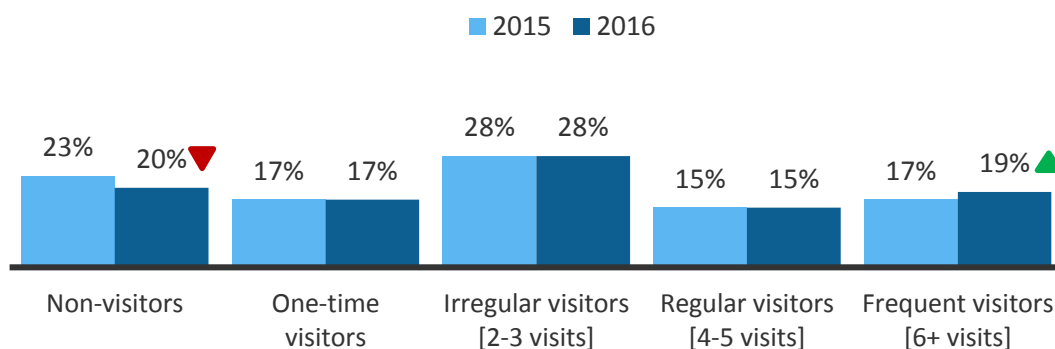
USE OF DOC RECREATION IN GENERAL

Some 80% of New Zealanders have visited at least one DOC recreational area in the past 12 months. Some 19% are frequent visitors who have visited six or more DOC recreational areas over the past 12 months. Those visiting 2-5 times a year make up 43% of New Zealanders, whereas 17% are one-time visitors.

Some 20% of New Zealanders have not visited a DOC recreational area over the past 12 months. This has decreased significantly since 2015 (23%).

Frequency of using DOC areas for recreation (%)

Q12. The following is a list of some of the parks and places in the North / South Island that are administered by the Department of Conservation. Please read through this list and indicate all those that you have visited in the past 12 months.



Base: All respondents, excl 'not answered': 2016 (n=3,737)

Some 19% of New Zealanders are frequent visitors who have visited six or more DOC recreational areas over the past 12 months. This has increased significantly since 2015 (17%). Those living in Nelson / Tasman (30%), Marlborough (26%), the West Coast (28%), Canterbury (25%) and Otago (26%) are more likely to be frequent visitors to DOC recreation areas. Those who favour the Department of Conservation (21%) and those with a household income over \$100,000 (25%) are also more likely to be frequent visitors of DOC recreational areas.

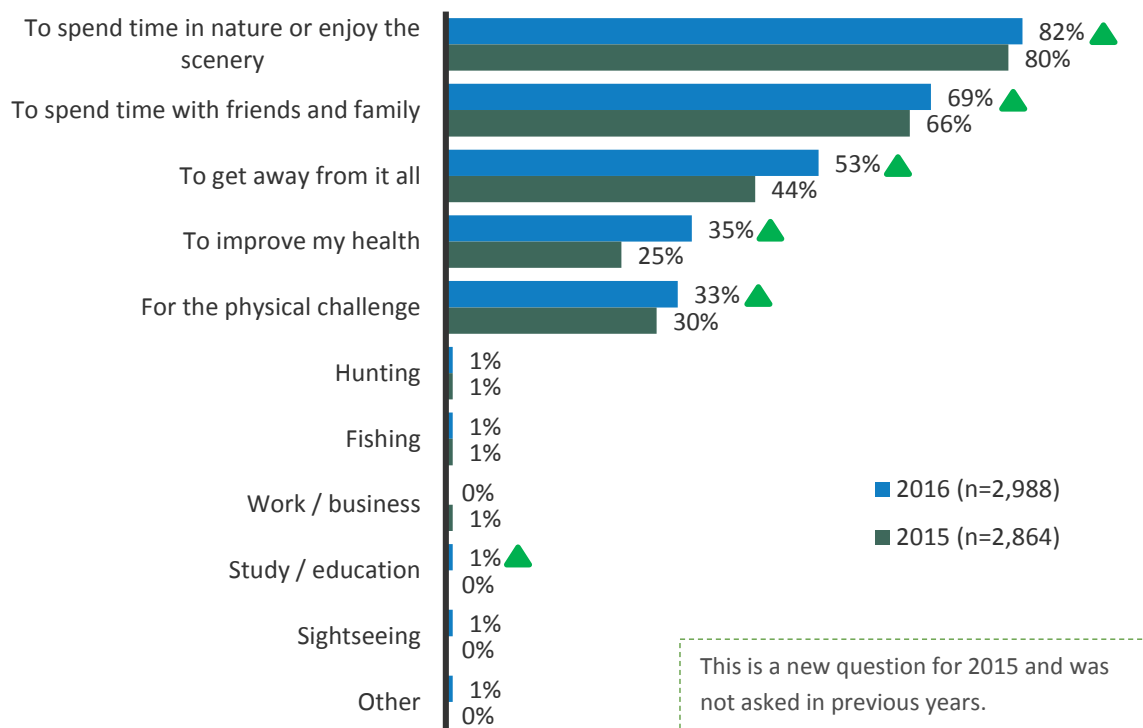
Some 15% of New Zealanders are regular visitors who have visited four or five DOC recreational areas over the past 12 months. Those living in Nelson / Tasman (23%), Marlborough (23%), Otago (22%) and Southland (21%) are more likely to be regular visitors of DOC recreational sites.

Some 20% of New Zealanders are non-visitors – they have not visited a DOC recreational area over the past 12 months. Those who are of Pacific (42%) or Asian (31%) ethnicity, living in Gisborne (35%) or Wellington (28%), have an annual income of under \$40,000 (30%) and are aged 65 years or above (30%) are less likely to visit DOC recreational sites.

To spend time in or enjoying nature is the most common reason mentioned (82%) for using DOC recreational areas. Spending time with friends and family (69%) and getting away from it all (53%) are also common reasons for using DOC recreation areas more often. All these reasons are being mentioned by significantly more people this year.

Main reasons for usage of DOC recreation areas (%)

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



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

Note: All mentions of 1% and above shown.

Other comments made by a small proportion of respondents were as follows:

*“Get away from **civilisation** and humanity.”*

*“The **experience** of visiting the government buildings and the area.”*

*“Access to **good rock fishing / hunting** areas.”*

*“All of the above... spending time with **family** and getting **healthy in nature**.”*

*“To **help others** to develop awareness of, respect for, and **love of self, others and nature**.”*

*“Generally use **when travelling with family**.”*

“Show my son the outdoors.”

*“To show overseas guests some **NZ highlights**.”*

*“To recharge my **spirit / Wairua**.”*

*“See a part of **NZ** not visited before.”*

*“Spend time in / **appreciating** our lovely country.”*

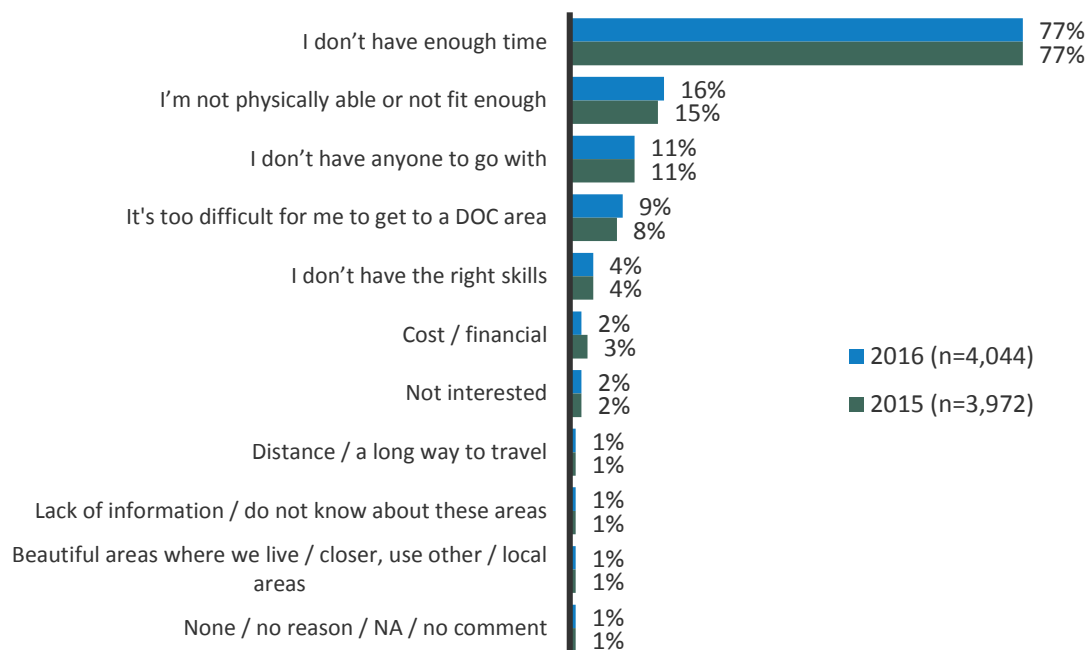
*“Join with this **beautiful nature environment**.”*

*“Observe wildlife – drawing, painting, observe conservation of **NZ parks and forests** as a **heritage for future generations**.”*

Lack of free time is the most common reason mentioned (77%) that prevent New Zealanders from using DOC recreational areas more often. *Not being physically able or fit enough* (16%) and *not having anyone to go with* (11%) are also reasons mentioned by some New Zealanders that prevent them from using DOC recreational areas more often.

Main reasons that prevent usage of DOC recreation areas (%)

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



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

Note: All mentions of 1% and above shown.

Other comments made by a small proportion of respondents were as follows:

*"I'm happy enough to walk my dog through the **birdlife park here in Maraenui.**"*

*"**Lack of money.**"*

*"**Areas dangerous due to aerial distribution of 1080 baits.**"*

*"The costs and **lack of access to NZ citizens** because of overseas tourists."*

*"I'm **satisfied with my current usage** of about 25 days a year."*

*"I **don't have the equipment** I need for longer hikes."*

*"**Family commitments** have prevented me doing so. Normally I would have visited DOC parks in both islands."*

*"We **don't go away** often."*

*"**Alternatives nearby**, e.g. Wither Hills Farm Park."*

*"Have had **major illness and surgery** which has occupied much of the last 12 months."*

*"At my age I have hunted and fished in many North Island wilderness areas. I **guess I have seen heaps.**"*

*"It is **not what I wish to do** at this stage of my life."*

*"In some instances I find it is **very crowded** (e.g. Abel Tasman), which defeats the object of the exercise."*

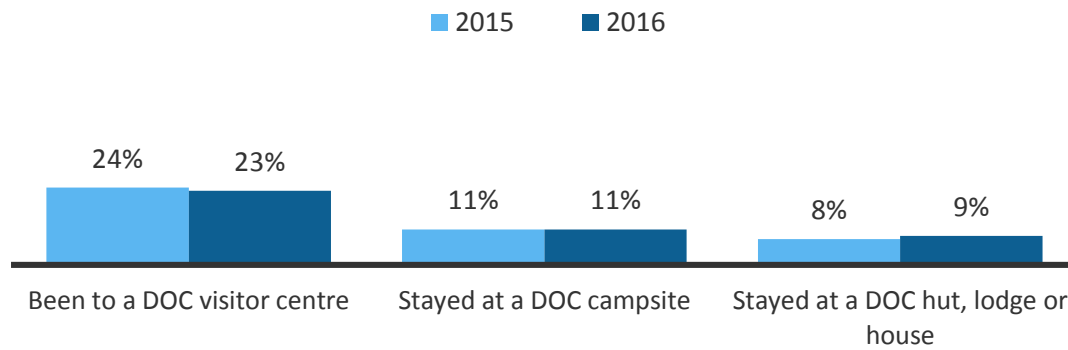
*"**We work**, otherwise we enjoy as much recreation in DOC space as we wish. We do much more **recreation activity in non-Doc areas**, private areas, etc."*

USE OF DOC FACILITIES

Going to a DOC visitor centre, staying at a DOC campsite and staying at a DOC hut, lodge or house are relatively on par with results from 2015.

Proportion of New Zealanders who have been to a visitor centre, stayed at a campsite and stayed at a hut, lodge or house in the last 12 months (%)

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



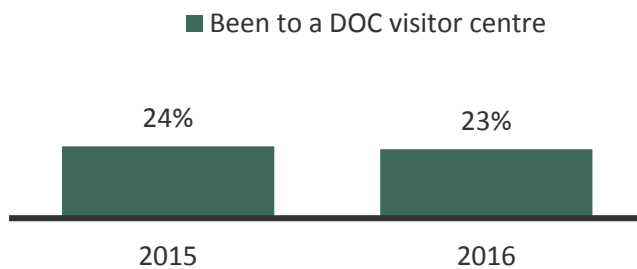
Prior to 2015, the survey asked respondents only what activities they had done in the last 3 years. In 2015 respondents were asked what activities they had done in the last 3 years as well as in the last 12 months. This year the respondents were asked only what activities they had done in the last 12 months, not the last 3 years. Thus, for the current period we can compare only what activities respondents have done in the last 12 months with the results from 2015.

Base: All respondents, excl 'not answered': 2016 (n=4,064), 2015 (n=3,966)

DOC VISITOR CENTRE

Some 23% of people have visited a DOC visitor centre in the last 12 months. DOC visitor centre visitation is higher in Taranaki, Nelson / Tasman and the West Coast.

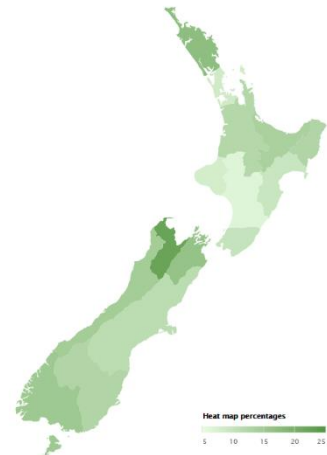
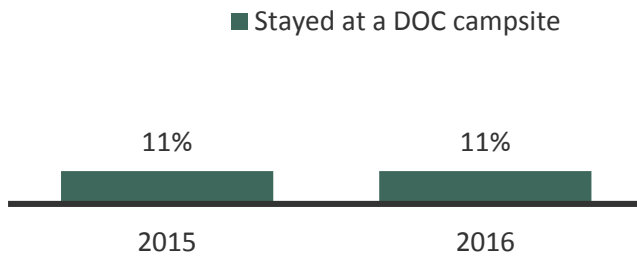
Q22a. Have you done any of the following in the last 12 months?



DOC CAMPSITES

Some 11% of New Zealanders have stayed at a DOC campsite over the last 12 months. DOC campsite usage is higher among those living in Nelson / Tasman, Northland, Marlborough and the West Coast.

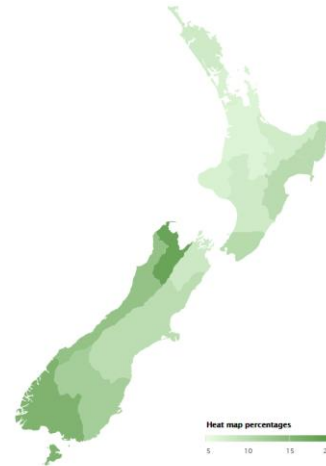
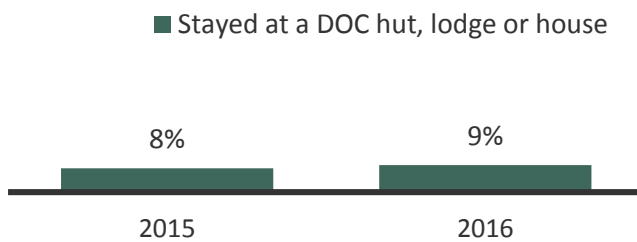
Q22a. Have you done any of the following in the last 12 months?



DOC HUTS, LODGES AND HOUSES

Some 9% of New Zealanders indicated they had stayed at a DOC hut, lodge or house in the last 12 months. This result has remained stable over time. Usage is higher among those living in Nelson / Tasman, the West Coast and Southland.

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

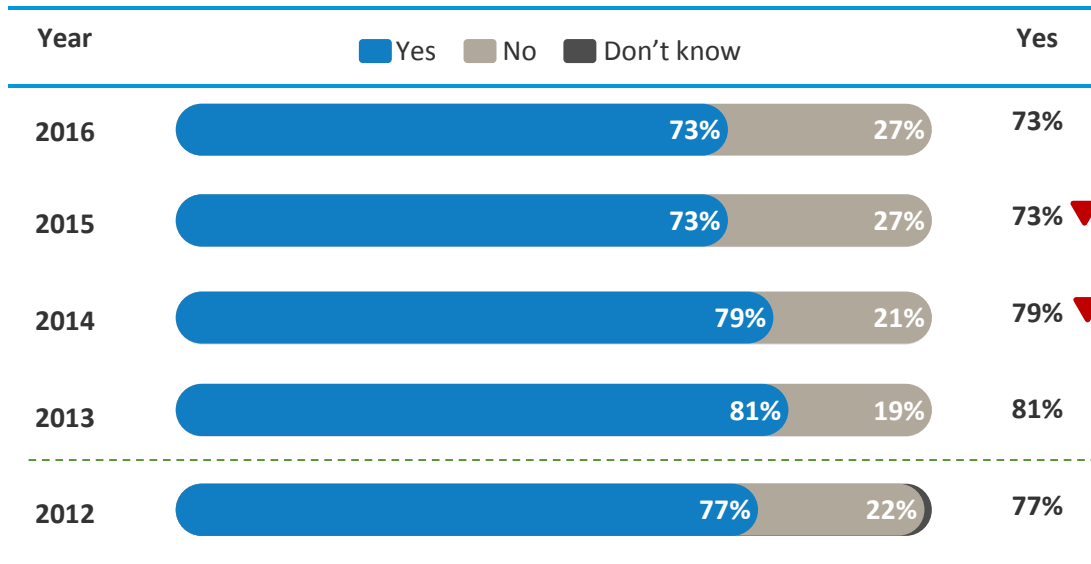


AWARENESS OF DOC RECREATION SERVICES

Some 73% of New Zealanders indicate that they are aware that DOC provides facilities and services for people doing outdoor recreation activities. While this level is unchanged since 2015 it remains lower than in years 2012-2014.

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

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

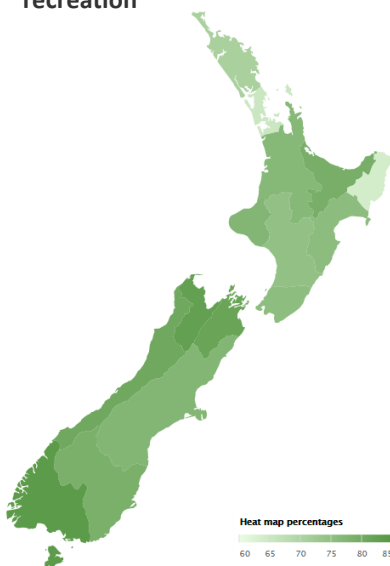


Base: All respondents, excl 'not answered': 2016 (n=4,089), 2015 (n=4,013), 2014 (n=4,610), 2013 (n=4,981). All respondents: 2012 (n=3,885).

Table: Those who are aware that the Department of Conservation provides facilities and services for people doing outdoor recreation activities. Note: Significance is compared to total.

Gender	Male	74%	Age	18-24 years	60%
	Female	72%		25-34 years	68%
Location	Main city	70%	35-49 years	73%	
	Provincial town	78%	50-64 years	80%	
	Rural area	75%	65 years+	77%	

Q11. Those who are aware that the Department of Conservation provides facilities and services for outdoor recreation



Awareness that DOC administers facilities and services for people engaging in recreation activities is higher in the South Island, particularly in Southland (84%), Nelson / Tasman (83%), Marlborough (82%) and the West Coast (81%).

Q11. Those who are not aware that the Department of Conservation provides facilities and services for outdoor recreation

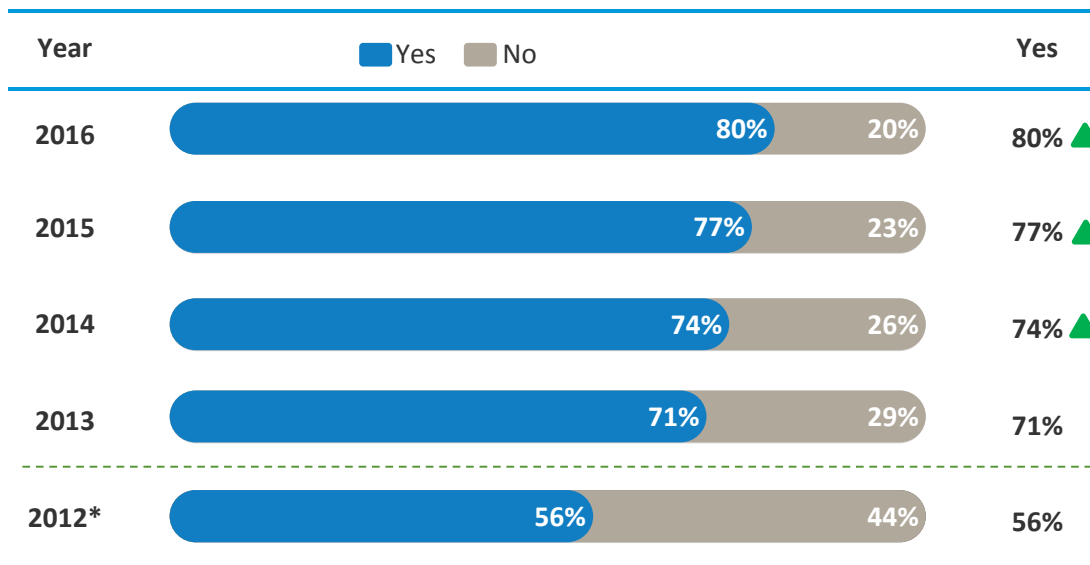
Those who are unaware of DOC services are more likely to live in Gisborne (36%) or Auckland (35%), be aged 18-25 (40%) or 25-34 (32%) and to be of Māori (32%), Pacific (47%) or Asian (54%) ethnicity.

USAGE AND SATISFACTION BY RECREATIONAL AREA

The proportion of New Zealanders visiting DOC recreational areas and parks in the past 12 months continues to increase, significantly this year to 80% from 77% in 2015 and 74% in 2014.

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

Q12. The following is a list of some of the parks and places in the North / South Island that are administered by the Department of Conservation. Please read through this list and indicate all those that you have visited in the past 12 months.

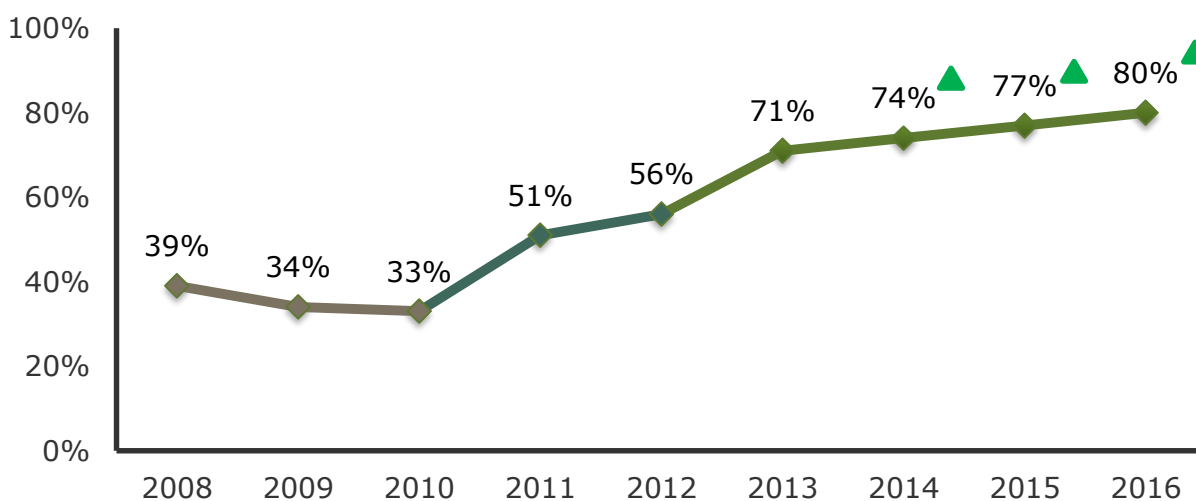


In 2011 and 2012 respondents were asked whether they had visited any areas without being read out a list (unprompted). From 2013, respondents were shown a list and also had the opportunity to enter any other areas not on the list. Results provided here is the combined proportion who visited at least one DOC area in the past 12 months.

Base: All respondents, excl 'not answered': 2016 (n=3,737), 2015 (n=3,673), 2014 (n=4,535), 2013 (n=4,909). All respondents: 2012 (n=3,885) *Note: Question in 2012 & 2011 was different to current question.

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

Q12. The following is a list of some of the parks and places in the North / South Island that are administered by the Department of Conservation. Please read through this list and indicate all those that you have visited in the past 12 months.



Change in line colour represents the shift in methodology

Base: All respondents (varies)

Source: Pre-2011 – UMR survey; 2011/12 – CB survey; 2013 & 2014 – Nielsen; 2015 & 2016 – Ipsos.

Some 80% of New Zealanders have visited at least one DOC recreational areas over the past 12 months. Those living in the Waikato (86%), Taranaki (85%), Nelson / Tasman (89%), Marlborough (89%), West Coast (89%), Otago (87%) or Southland (90%) regions are more likely to have visited a DOC recreational area. Those aged 25-34 (83%) or 35-49 (83%) along with New Zealand Europeans (82%) and those with a household income above \$100,000 (86%) are also more likely to have visited a DOC recreation area compared to the average.

The areas most frequently visited are identified below:

RECREATIONAL AREAS VISITED	2013 (n=4,909)	2014 (n=4,535)	2015 (n=3,673)	2016 (n=3,737)
Huka Falls	NA*	17%	18%	20%
Tongariro National Park	14%	13%	13%	15% ▲
^Kaimai Mamaku Conservation Park / Karangahake Gorge	9%	8%	10% ▲	12% ▲
^Cathedral Cove	8%	9%	9%	10%
Coromandel Forest Park	9%	9%	6% ▼	9% ▲
Abel Tasman National Park	7%	7%	8%	9%
Arrowtown Chinese Settlement	7%	8%	9%	9%
Rangitoto Island	8%	7%	7%	8% ▲
Moeraki Boulders	8%	7%	9% ▲	8%
Arthur's Pass National Park	9%	7% ▼	8%	8%
^Okura Walkway / Long Bay - Okura Marine Reserve	NA*	11%	6% ▼	8%
Fiordland National Park	7%	7%	6%	7% ▲
Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	NA*	NA*	5%	7% ▲
Waipoua Forest	9%	7% ▼	6%	7%
Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	NA*	5%	5%	6%
Nelson Lakes National Park (Lake Rotoiti, other areas)	NA*	5%	6%	6%
Maungauika / North Head Historic Reserve	NA*	6%	5%	6%
^Old Government Buildings	5%	6%	6%	6%
^Kerikeri Basin	8%	7%	7%	6%
Pelorus Bridge Scenic Reserve	NA*	5%	5%	6%
^Te Rerenga Wairua (Cape Reinga) / Te Pahi Recreation Reserve	8%	7%	6%	6%
Bridal Veil Falls (near Raglan)	NA*	NA*	5%	6%

Base: All respondents, excl 'not answered'

Note 1: *Not Asked ^List Label changed in 2015.

Note 2: Only responses 6% and over in 2016 are shown.

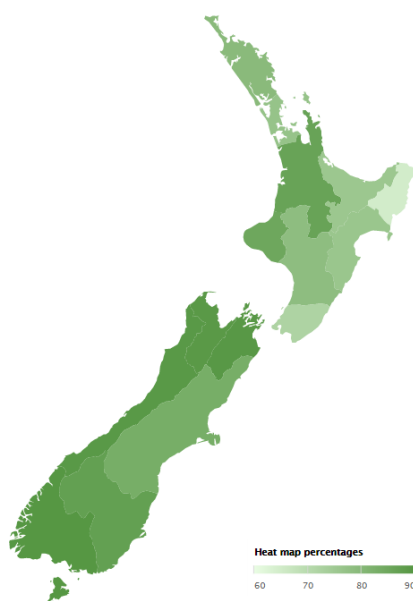
In the past 12 months, New Zealanders are most likely to have visited Huka Falls (20%), Tongariro National Park (15%) or Kaimai Mamaku Conservation Park / Karangahake Gorge (12%). There was also a significant increase in visitation for Coromandel Forest Park (9%), Rangitoto Island (8%), Fiordland National Park (7%) and Lake Tekapo Tracks (7%).

Table: Those who have visited Huka Falls in the past 12 months. Note: Significance is compared to total.

Gender	Male		20%	Age	18-24 years		18%
	Female		19%		25-34 years		25%
Location	Main city		20%		35-49 years		22%
	Provincial town		21%		50-64 years		17%
	Rural area		16%		65 years+		16%

The map below outlines the regions that show high visitation to a DOC recreation area in the past 12 months. In general, the South Island regions along with the Waikato and Taranaki show the highest levels of visiting recreation areas.

Q12. Those who have visited a DOC recreation area in the past 12 months



New Zealanders are more likely to have visited DOC recreational areas closer to their own Regional Council area or within a neighbouring Regional Council area. Note that Taupo’s Huka Falls are popular amongst people throughout the North Island. This is most likely because the falls are a highly accessible “stop-off point” on a busy, centrally located section of State Highway 1. The fact that visitation has increased despite the recent opening of a bypass shows that the falls still generate intentional visits.

Note: Only areas over 7% stated.

Northland: Recreational areas visited by those living in Northland		2015 (n=209)	2016 (n=149)
1	Waipoua Forest (Tane Mahuta, other areas)	30%	37%
2	Kerikeri Basin (Kororipo Pa, walks around Stone Store)	36%	32%
3	Bream Head	23%	30%
4	Te Rerenga Wairua (Cape Reinga) / Te Paki Recreation Reserve	24%	22%
5	Huka Falls	9%	7%
6	Tongariro National Park	7%	7%
7	Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas)	7%	7%

Auckland: Recreational areas visited by those living in Auckland		2015 (n=667)	2016 (n=597)
1	Huka Falls	20%	23%
2	Rangitoto Island	17%	21%
3	Okura Walkway / Long Bay - Okura Marine Reserve	18%	20%
4	Tongariro National Park	14%	18%
5	Maungauika / North Head Historic Reserve	14%	16%
6	Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve	15%	16%
7	Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	10%	15% ▲
8	Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas)	14%	13%
9	Kaimai Mamaku Conservation Park / Karangahake Gorge	10%	13%
10	Tiritiri Matangi Island	10%	11%
11	Kerikeri Basin (Kororipo Pa, walks around Stone Store)	10%	9%
12	Waipoua Forest (Tane Mahuta, other areas)	9%	9%
13	Te Rerenga Wairua (Cape Reinga) / Te Paki Recreation Reserve	8%	8%
14	Arrowtown Chinese Settlement	7%	8%
15	Fiordland National Park	4%	8% ▲

Waikato: Recreational areas visited by those living in Waikato		2015 (n=322)	2016 (n=267)
1	Kaimai Mamaku Conservation Park / Karangahake Gorge	31%	40% ▲
2	Bridal Veil Falls (near Raglan)	28%	31%
3	Huka Falls	30%	26%
4	Hakarimata Scenic Reserve (Waterworks & Summit Tracks, Rail Trail, other areas)	21%	25%
5	Pirongia Forest Park	19%	22%
6	Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	16%	22%
7	Tongariro National Park	22%	19%
8	Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve	19%	19%
9	Pureora Forest Park (including Timber Trail)	10%	10%
10	Te Rerenga Wairua (Cape Reinga) / Te Paki Recreation Reserve	7%	7%

Bay of Plenty: Recreational areas visited by those living in Bay of Plenty		2015 (n=214)	2016 (n=174)
1	Kaimai Mamaku Conservation Park / Karangahake Gorge	38%	41%
2	Huka Falls	34%	29%
3	Tongariro National Park	21%	27%
4	Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	9%	13%
5	Tongariro National Trout Centre	3%	11% ▲
6	Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve	14%	10%
7	Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas)	7%	9%
8	Kaimanawa Forest Park	3%	8% ▲
9	Pureora Forest Park (including Timber Trail)	5%	8%
10	Waipoua Forest (Tane Mahuta, other areas)	7%	7%
11	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	2%	7% ▲

Gisborne: Recreational areas visited by those living in Gisborne		2015 (n=184)	2016 (n=151)
1	Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas)	30%	37%
2	Huka Falls	19%	14%
3	Tongariro National Park	9%	10%
4	Kaimai Mamaku Conservation Park / Karangahake Gorge	8%	9%

Hawke's Bay: Recreational areas visited by those living in Hawke's Bay		2015 (n=182)	2016 (n=172)
1	Huka Falls	31%	37%
2	Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas)	13%	21% ▲
3	Tongariro National Park	9%	19% ▲
4	Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	19%	17%
5	Manawatu Gorge Walkway	9%	11%
6	Tongariro River Walks	6%	10%
7	Kaimai Mamaku Conservation Park / Karangahake Gorge	4%	8%
8	Arrowtown Chinese Settlement	4%	8%

Taranaki: Recreational areas visited by those living in Taranaki		2015 (n=144)	2016 (n=235)
1	Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	69%	80% ▲
2	Huka Falls	17%	16%
3	Tongariro National Park	15%	15%
4	Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve	4%	9%
5	Kaimai Mamaku Conservation Park / Karangahake Gorge	6%	9%
6	Whanganui National Park (including Bridge to nowhere)	6%	7%
7	Pureora Forest Park (including Timber Trail)	5%	7%

Manawatu / Whanganui: Recreational areas visited by those living in Manawatu / Whanganui		2015 (n=179)	2016 (n=161)
1	Manawatu Gorge Walkway	37%	41%
2	Huka Falls	29%	30%
3	Tongariro National Park	23%	26%
4	Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	10%	20%
5	Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	14%	16%
6	Tongariro River Walks	8%	12%
7	Whanganui National Park (including Bridge to Nowhere)	13%	11%
8	Tongariro National Trout Centre	15%	10%
9	Tokaanu walk & thermal park	13%	9%
10	Pukaha Mount Bruce Wildlife Centre	18%	9% ▼
11	Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	8%	7%

Wellington: Recreational areas visited by those living in Wellington		2015 (n=295)	2016 (n=341)
1	Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	24%	25%
2	Old Government Buildings (opposite Parliament & Beehive)	28%	25%
3	Huka Falls	21%	23%
4	Tongariro National Park	19%	19%
5	Pukaha Mount Bruce Wildlife Centre	13%	14%
6	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	8%	11%
7	Pelorus Bridge Scenic Reserve	5%	7%
8	Tokaanu walk & thermal park	5%	7%

<i>Nelson / Tasman: Recreational areas visited by those living in Nelson / Tasman</i>		2015 (n=319)	2016 (n=400)
1	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	72%	74%
2	Nelson Lakes National Park (Lake Rotoiti, other areas)	58%	59%
3	Pelorus Bridge Scenic Reserve	52%	52%
4	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	42%	45%
5	Queen Charlotte Track / Ship Cove	20%	20%
6	Kaikoura Peninsula Walkway	12%	15%
7	Cape Foulwind / Tauranga Bay	12%	14%
8	Arthur's Pass National Park	12%	13%
9	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	11%	13%
10	Denniston (incline, walks & mine experience)	9%	11%
11	Moeraki Boulders	10%	9%
12	Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas)	9%	8%
13	Fiordland National Park	6%	7%
14	Huka Falls	3%	7% ▲

<i>Marlborough: Recreational areas visited by those living in Marlborough</i>		2015 (n=163)	2016 (n=190)
1	Pelorus Bridge Scenic Reserve	72%	69%
2	Queen Charlotte Track / Ship Cove	62%	53%
3	Nelson Lakes National Park (Lake Rotoiti, other areas)	49%	52%
4	Kaikoura Peninsula Walkway	24%	32%
5	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	28%	26%
6	Arthur's Pass National Park	6%	12%
7	Arrowtown Chinese Settlement	6%	11%
8	Moeraki Boulders	7%	11%
9	Cape Foulwind / Tauranga Bay	10%	9%
10	Denniston (incline, walks & mine experience)	7%	9%
11	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	9%	8%
12	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	12%	7%

West Coast: Recreational areas visited by those living in West Coast		2015 (n=157)	2016 (n=187)
1	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	61%	58%
2	Arthur's Pass National Park	61%	55%
3	Cape Foulwind / Tauranga Bay	46%	43%
4	Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas)	43%	41%
5	Denniston (incline, walks & mine experience)	36%	32%
6	Nelson Lakes National Park (Lake Rotoiti, other areas)	28%	25%
7	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	23%	22%
8	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	17%	22%
9	*Haast to Cook River Conservation Area	NA*	13%
10	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	7%	9%
11	Moeraki Boulders	12%	9%
12	Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	3%	7%
13	Pelorus Bridge Scenic Reserve	8%	7%

*Not asked in 2015

Canterbury: Recreational areas visited by those living in Canterbury		2015 (n=287)	2016 (n=312)
1	Arthur's Pass National Park	33%	35%
2	Godley Head (near Christchurch)	29%	31%
3	Moeraki Boulders	21%	25%
4	Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	20%	23%
5	Kaikoura Peninsula Walkway	22%	21%
6	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	19%	18%
7	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	19%	16%
8	Mt Hutt Skifield	15%	16%
9	Pelorus Bridge Scenic Reserve	9%	12%
10	Arrowtown Chinese Settlement	16%	12%
11	Nelson Lakes National Park (Lake Rotoiti, other areas)	9%	9%
12	Queen Charlotte Track / Ship Cove	12%	9%
13	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	11%	8%
14	Fiordland National Park	6%	7%
15	Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas)	11%	7%

Otago: Recreational areas visited by those living in Otago		2015 (n=182)	2016 (n=206)
1	Moeraki Boulders	47%	37% ▼
2	Otago Central Rail Trail	35%	33%
3	Arrowtown Chinese Settlement	31%	30%
4	Taiaroa Head Albatross Colony (near Dunedin)	27%	25%
5	Nugget Point	24%	24%
6	Fiordland National Park	19%	20%
7	Mt Aspiring National Park	16%	20%
8	Mt Iron Track (Wanaka)	20%	19%
9	St Bathans	19%	19%
10	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	12%	11%
11	*Haast to Cook River Conservation Area	NA*	11%
12	Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	11%	10%
13	Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	10%	10%
14	Remarkables Ski Area (ski area, Lake Alta track, other areas)	8%	9%
15	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	8%	8%
16	Motupohue / Bluff Hill (Viewpoint, Foveaux Walkway)	5%	8%

*Not asked in 2015

Southland: Recreational areas visited by those living in Southland		2015 (n=165)	2016 (n=195)
1	Fiordland National Park	45%	53%
2	Motupohue / Bluff Hill (Viewpoint, Foveaux Walkway)	44%	48%
3	Arrowtown Chinese Settlement	29%	29%
4	Moeraki Boulders	20%	26%
5	Nugget Point	17%	23%
6	Otago Central Rail Trail	16%	21%
7	Remarkables Ski Area (ski area, Lake Alta track, other areas)	10%	17%
8	Rakiura National Park	14%	16%
9	Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	10%	11%
10	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	8%	10%
11	Taiaroa Head Albatross Colony (near Dunedin)	6%	10%
12	Mt Iron Track (Wanaka)	5%	9%
13	Mt Aspiring National Park	7%	9%
14	St Bathans	8%	9%
15	Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	7%	7%

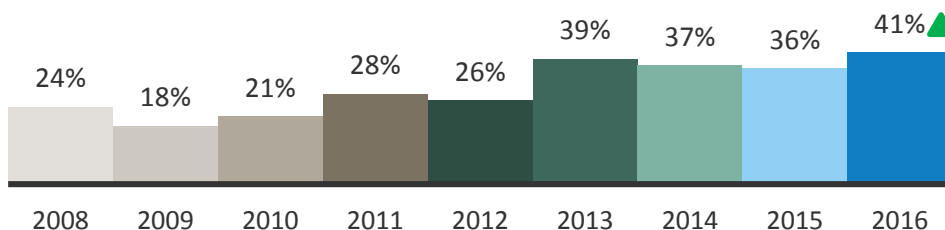
Some 41% of New Zealanders have visited one of New Zealand’s national parks in the past 12 months.

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

Q12. The following is a list of some of the parks and places in the North / South Island that are administered by the Department of Conservation. Please read through this list and indicate all those that you have visited in the past 12 months.

% who have visited one of the following parks:

Tongariro National Park, Whanganui National Park, Egmont National Park, Abel Tasman National Park, Nelson Lakes National Park, Kahurangi National Park, Westland / Tai Poutini National Park, Paparoa National Park, Arthur's Pass National Park, Aoraki / Mt Cook National Park, Mt Aspiring National Park, Fiordland National Park, Rakiura National Park.



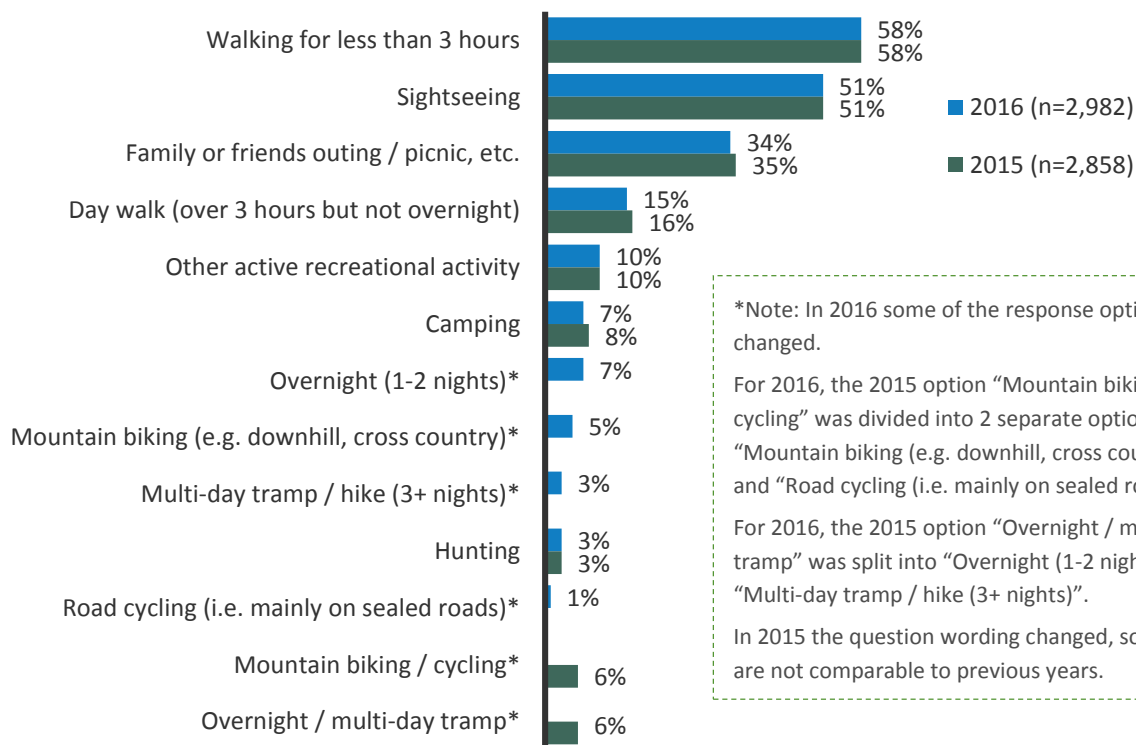
In 2011 and 2012 respondents were asked whether they had visited any areas, without being read out a list (unprompted). From 2013, respondents were shown a list which included these national parks. Up to 2014, Te Urewera National Park was included in the results; however, it was removed from this analysis in 2015, as the Department of Conservation no longer classifies it as a National Park.

Base: All respondents, excl ‘not answered’: 2016 (n=3,737), 2015 (n=3,673), 2014 (n=4,535), 2013 (n=4,909). All respondents: 2012 (n=3,885), 2011 (n=3,614).

Walking for less than three hours (58%) and sightseeing (51%) are the most common activities that were carried out by New Zealanders when they visited a DOC recreation park in the past 12 months.

Activities that were carried out on most recent visit to a DOC recreation area (%)

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



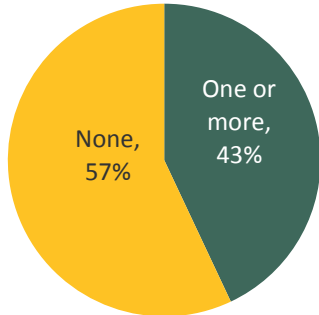
*Note: In 2016 some of the response options changed. For 2016, the 2015 option “Mountain biking / cycling” was divided into 2 separate options – “Mountain biking (e.g. downhill, cross country)” and “Road cycling (i.e. mainly on sealed roads)”. For 2016, the 2015 option “Overnight / multi-day tramp” was split into “Overnight (1-2 nights)” and “Multi-day tramp / hike (3+ nights)”. In 2015 the question wording changed, so results are not comparable to previous years.

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

The majority of New Zealanders (57%) have not ever fully or partly walked or paddled one of New Zealand's great walks. The 43% who have, are more likely to come from Nelson / Tasman (77%), Southland (57%), West Coast (52%), Otago (52%) and Gisborne (52%).

Proportion of people that have been on one of the Great Walks

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



Question added in 2016

Base: All respondents, excl 'not answered': 2016 (n=4,061)

Table: Those who have fully or partly walked or paddled one of the Great Walks. Note: Significance is compared to total.

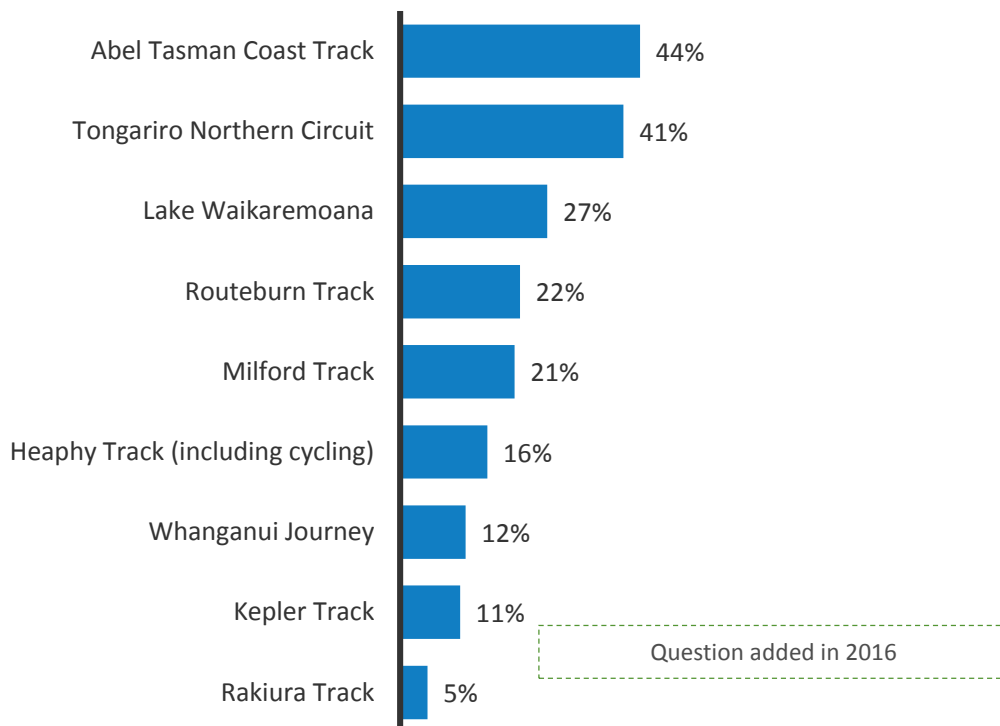
Gender	Male	44%	Age	18-24 years	40%
	Female	42%		25-34 years	48%
Location	Main city	44%	35-49 years	43%	
	Provincial town	40%	50-64 years	46%	
	Rural area	46%	65 years+	37%	

Those who have walked / paddled one of the Great Walks (43%) were more likely to have a household income greater than \$100,000 (58%), be of New Zealand European ethnicity (48%), be favourable towards DOC (48%) and have sought information before their most recent visit to a DOC site (54%). This reiterates the socio-economic divide discussed earlier.

The most popular walks among respondents that have been on one of the Great Walks are the Abel Tasman Coast Track (44%) and the Tongariro Northern Circuit (41%).

The Great Walks that are most visited

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

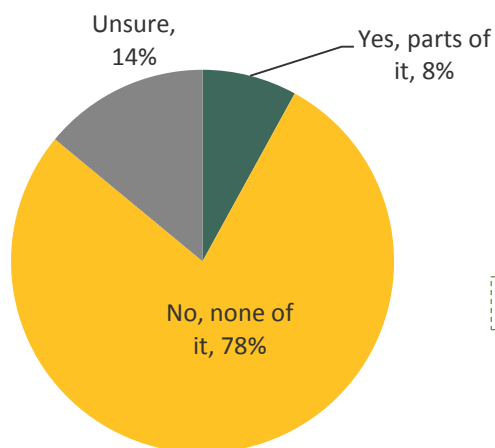


Base: Respondents that have walked or partly walked or paddled at least one Great Walk, excl 'not answered': 2016 (n=1,911)

The majority of respondents (78%) have not walked the Te Araroa Trail, and none of the respondents have completed the full North Island section, full South Island section or the whole trail. Only 8% of the respondents have walked parts of the Te Araroa Trail. It must be noted that the trail is not fully signed like the Great Walks, and has only gained profile in recent years.

Proportion of people that have been on the Te Araroa Trail

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



Those who have walked parts of the Trail (8%) are more likely to:

- Have a household income greater than \$100,000 (12%);
- Live in Northland (13%);
- Be males (9%).

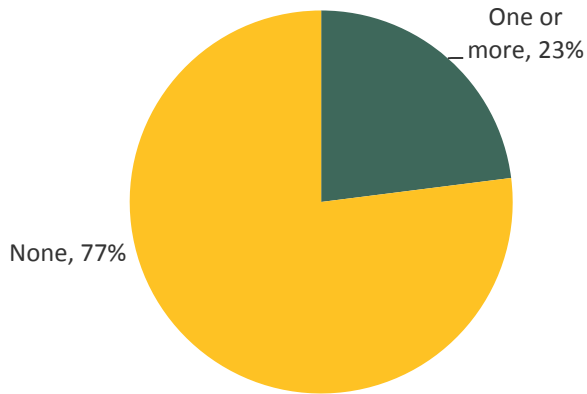
Question added in 2016

Base: All respondents, excl 'not answered': 2016 (n=4,062)

Almost one-quarter (23%) of respondents have fully or partly cycled at least one of New Zealand’s Great Rides. Those who live in the Waikato (35%), Hawke’s Bay (33%), Otago (49%), Nelson / Tasman (46%), West Coast (40%) or Southland (36%) are more likely to have cycled at least one of the Great Rides.

Proportion of people that fully or partly cycled at least one of the New Zealand Cycle Trail Great Rides

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



Base: All respondents, excl 'not answered': 2016 (n=4,035)

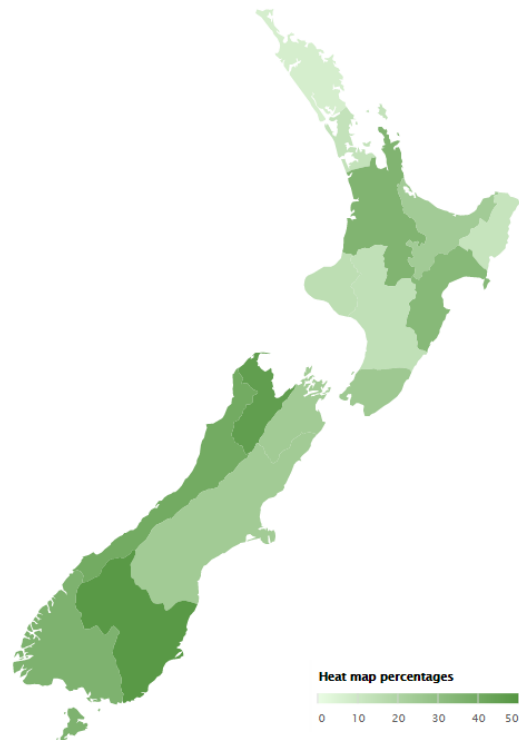


Table: Those who have fully or partly cycled one of the Great Rides. Note: Significance is compared to total.

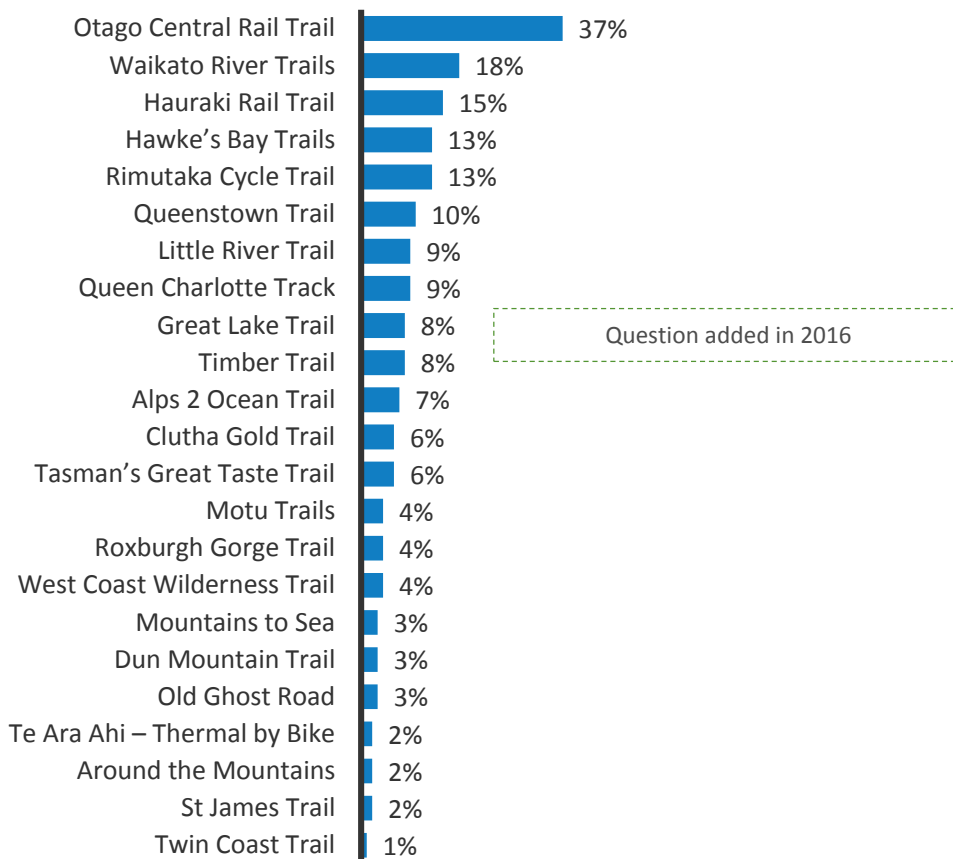
Gender	Male	26%	Age	18-24 years	21%
	Female	20%		25-34 years	20%
Location	Main city	21%	35-49 years	28%	
	Provincial town	24%	50-64 years	27%	
	Rural area	26%	65 years+	12%	

Those who have cycled one of the New Zealand Cycle Trial Great Rides (23%) are more likely to be of New Zealand European ethnicity (26%), have children in the household (26%), earn a household income of \$100,000 or more (35%) or have a favourable opinion about DOC (25%).

The Otago Central Rail Trail (37%) is the most popular Great Ride (and also the 'original' and longest-established), followed far behind by the Waikato River Trails (18%) and Hauraki Rail Trails (15%).

The most cycled New Zealand Great Rides

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

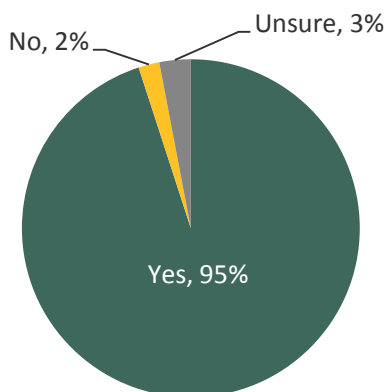


Base: Respondents that have cycled or partly cycled at least one Great Ride, excl 'not answered': 2016 (n=1,050)

Nearly all New Zealanders (95%) who have visited a DOC recreation area in the past 12 months felt safe when they visited. Just 2% of respondents said they felt unsafe and a further 3% of people said they were unsure of how they felt.

Proportion of people who felt safe during their most recent visit to a DOC recreation area (%)

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



Those who felt safe (95%) were more likely to:

- Have a household income greater than \$100,000 (98%);
- Feel favourable towards DOC (96%).

Those who felt unsafe (3%) were more likely to:

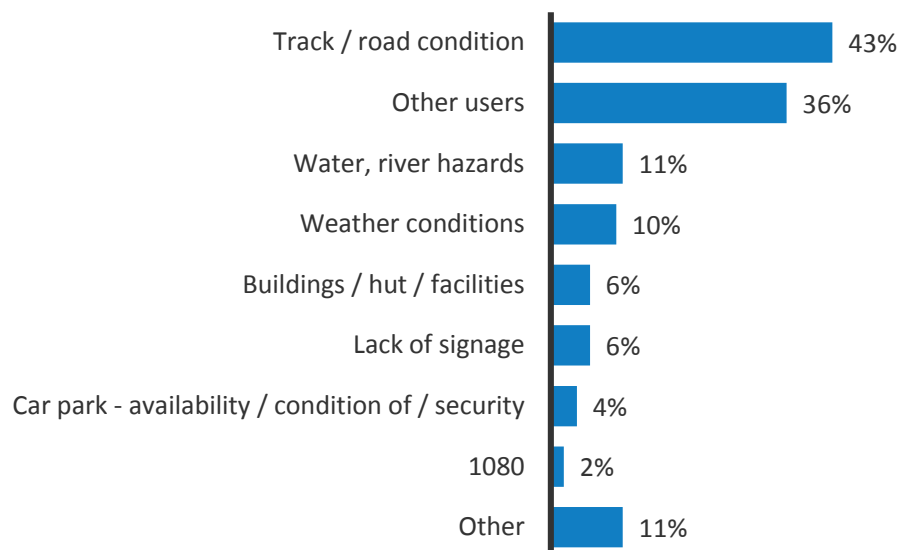
- Be of Māori ethnicity (4%);
- Have a household income of \$40,000-\$60,000 (4%).

Base: Those who have visited a recreation area in the past 12 months, excl 'not answered': 2016 (n=2,977)

Of those who said they felt unsafe on their most recent visit to a DOC recreation area in the past 12 months, 43% felt unsafe due to *track and road conditions*. Other users of the DOC areas made 36% of the people feel unsafe and *water / rivers hazards* made 11% feel unsafe.

Reasons for feeling unsafe during their most recent visit to a DOC recreation area (%)

Q17. Why didn't you feel safe during your most recent visit?

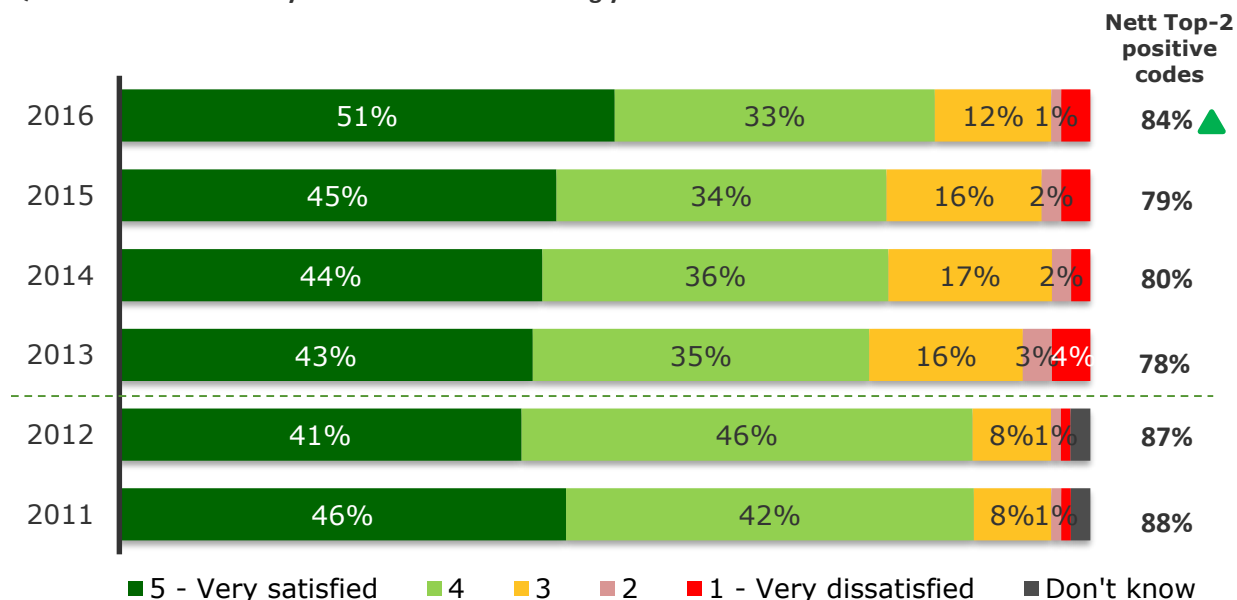


Base: Those who stated they felt unsafe in their most recent visit to a recreation area in the past 12 months, excl 'not answered': 2016 (n=73).

Overall, satisfaction is high among many New Zealanders, with 84% stating that they were 'satisfied' or 'very satisfied' with the facilities at the DOC recreational area they had most recently visited. This has improved significantly since 2015 (79%).

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

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

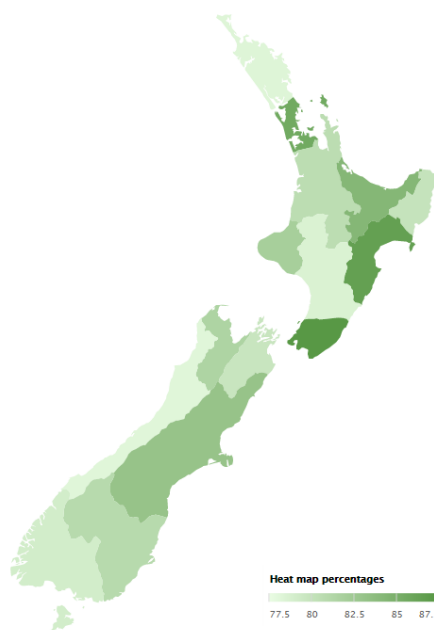


In 2011 and 2012, 'unsure / depends' was not read out for the CATI survey. To keep results as comparable as possible, this was not an option from the 2013 survey onwards.

Base: All respondents who have used DOC facilities in the past 12 months, excl 'not answered': 2016 (n=2,970), 2015 (n=2,840), 2014 (n=3,322), 2013 (n=3,587). All respondents: 2012 (n=2,675), 2011 (n=2,391).

Satisfaction with the most recent DOC area facility visited was higher amongst those living in the Auckland (86%), Hawke’s Bay (87%) and the Wellington (87%) regions.

Q15. Satisfaction with most recent visit to a recreation area rated a 4 or 5



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.

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 Pukaha Mount Bruce Wildlife Centre and Maungauika / North Head Historic Reserve (an area where dissatisfaction was highest in 2015). Dissatisfaction is highest with Queen Charlotte Track / Ship Cove, Otago Central Rail Trail and Hakarimata Scenic Reserve.

	SATISFIED (% 4+5 OUT OF 5)	DISSATISFIED (% 1+2 OUT OF 5)
1	93% - (n=100) - Pukaha Mount Bruce Wildlife Centre	7% - (n=293) - Queen Charlotte Track / Ship Cove
2	91% - (n=115) - Maungauika / North Head Historic Reserve	7% - (n=196) - Otago Central Rail Trail
3	90% - (n=160) - Denniston (incline, walks & mine experience)	7% - (n=80) - Hakarimata Scenic Reserve (Waterworks & Summit Tracks, Rail Trail, other areas)
4	90% - (n=236) - Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	6% - (n=236) - Kaikoura Peninsula Walkway
5	90% - (n=72) - Rakiura National Park	6% - (n=147) - Tongariro River Walks
6	89% - (n=177) - Rangitoto Island	6% - (n=167) - Te Rerenga Wairua (Cape Reinga) / Te Pahi Recreation Reserve
7	88% - (n=88) - Bream Head	6% - (n=121) - Remarkables Ski Area (ski area, Lake Alta track, other areas)
8	87% - (n=76) - Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	6% - (n=106) - Haast to Cook River Conservation Area
9	87% - (n=359) - Arthur's Pass National Park	6% - (n=323) - Arrowtown Chinese Settlement
10	87% - (n=296) - Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	5% - (n=76) - Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)
11	87% - (n=582) - Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	5% - (n=186) - Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas)
12	87% - (n=307) - Fiordland National Park	5% - (n=114) - Mt Iron Track (Wanaka)
13	87% - (n=199) - Cape Foulwind / Tauranga Bay	5% - (n=197) - Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)

	SATISFIED (% 4+5 OUT OF 5)	DISSATISFIED (% 1+2 OUT OF 5)
14	87% - (n=96) - Tiritiri Matangi Island	5% - (n=141) - Taiaroa Head Albatross Colony (near Dunedin)
15	86% - (n=139) - Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	5% - (n=89) - Mt Hutt Skifield
16	86% - (n=160) - Motupohue / Bluff Hill (Viewpoint, Foveaux Walkway)	5% - (n=332) - Kaimai Mamaku Conservation Park / Karangahake Gorge
17	86% - (n=89) - Mt Hutt Skifield	5% - (n=113) - Tokaanu walk & thermal park
18	86% - (n=302) - Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	4% - (n=96) - Tiritiri Matangi Island
19	85% - (n=207) - Old Government Buildings (opposite Parliament & Beehive)	4% - (n=167) - Kerikeri Basin (Kororipo Pa, walks around Stone Store)
20	85% - (n=147) - Okura Walkway / Long Bay - Okura Marine Reserve	4% - (n=490) - Nelson Lakes National Park (Lake Rotoiti, other areas)
21	85% - (n=147) - Tongariro River Walks	4% - (n=447) - Pelorus Bridge Scenic Reserve
22	85% - (n=137) - Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	4% - (n=573) - Huka Falls
23	85% - (n=237) - Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve	4% - (n=163) - Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas)
24	85% - (n=167) - Kerikeri Basin (Kororipo Pa, walks around Stone Store)	4% - (n=174) - Nugget Point
25	85% - (n=195) - Waipoua Forest (Tane Mahuta, other areas)	4% - (n=136) - Manawatu Gorge Walkway
26	85% - (n=443) - Tongariro National Park	4% - (n=302) - Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)
27	84% - (n=146) - Godley Head (near Christchurch)	4% - (n=115) - St Bathans
28	84% - (n=573) - Huka Falls	4% - (n=111) - Tongariro National Trout Centre
29	84% - (n=121) - Remarkables Ski Area (ski area, Lake Alta track, other areas)	4% - (n=112) - Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas)
23	84% - (n=343) - Moeraki Boulders	4% - (n=307) - Fiordland National Park
31	84% - (n=293) - Queen Charlotte Track / Ship Cove	4% - (n=144) - Bridal Veil Falls (near Raglan)
32	84% - (n=490) - Nelson Lakes National Park (Lake Rotoiti, other areas)	4% - (n=107) - Whanganui National Park (including Bridge to Nowhere)
33	84% - (n=232) - Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	4% - (n=147) - Okura Walkway / Long Bay - Okura Marine Reserve
34	84% - (n=186) - Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas)	4% - (n=138) - Mt Aspiring National Park
35	83% - (n=174) - Nugget Point	4% - (n=343) - Moeraki Boulders
36	83% - (n=138) - Mt Aspiring National Park	3% - (n=232) - Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)
37	83% - (n=323) - Arrowtown Chinese Settlement	3% - (n=222) - Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)
38	83% - (n=144) - Bridal Veil Falls (near Raglan)	3% - (n=443) - Tongariro National Park
39	83% - (n=222) - Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	3% - (n=160) - Motupohue / Bluff Hill (Viewpoint, Foveaux Walkway)
40	83% - (n=447) - Pelorus Bridge Scenic Reserve	3% - (n=582) - Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)
41	83% - (n=112) - Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas)	3% - (n=93) - Pureora Forest Park (including Timber Trail)
42	83% - (n=113) - Tokaanu walk & thermal park	3% - (n=69) - Kaimanawa Forest Park
43	83% - (n=114) - Mt Iron Track (Wanaka)	3% - (n=139) - Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)

SATISFIED (% 4+5 OUT OF 5)		DISSATISFIED (% 1+2 OUT OF 5)
44	83% - (n=136) - Manawatu Gorge Walkway	3% - (n=195) - Waipoua Forest (Tane Mahuta, other areas)
45	82% - (n=167) - Te Rerenga Wairua (Cape Reinga) / Te Pahi Recreation Reserve	3% - (n=115) - Maungauika / North Head Historic Reserve
46	82% - (n=197) - Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	3% - (n=237) - Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve
47	82% - (n=115) - St Bathans	3% - (n=97) - Pirongia Forest Park
48	81% - (n=332) - Kaimai Mamaku Conservation Park / Karangahake Gorge	2% - (n=296) - Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)
49	81% - (n=111) - Tongariro National Trout Centre	2% - (n=359) - Arthur's Pass National Park
50	81% - (n=57) - Poor Knights Islands Marine Reserve	2% - (n=207) - Old Government Buildings (opposite Parliament & Beehive)
51	80% - (n=236) - Kaikoura Peninsula Walkway	2% - (n=177) - Rangitoto Island
52	80% - (n=141) - Taiaroa Head Albatross Colony (near Dunedin)	2% - (n=146) - Godley Head (near Christchurch)
53	80% - (n=93) - Pureora Forest Park (including Timber Trail)	2% - (n=236) - Paparoa National Park (Punakaiki / Pancake Rocks, other areas)
54	80% - (n=97) - Pirongia Forest Park	2% - (n=137) - Tararua Forest Park (Holdsworth, Otaki Forks, other areas)
55	80% - (n=107) - Whanganui National Park (including Bridge to Nowhere)	1% - (n=160) - Denniston (incline, walks & mine experience)
56	80% - (n=196) - Otago Central Rail Trail	1% - (n=199) - Cape Foulwind / Tauranga Bay
57	79% - (n=163) - Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas)	1% - (n=100) - Pukaha Mount Bruce Wildlife Centre
58	77% - (n=80) - Hakarimata Scenic Reserve (Waterworks & Summit Tracks, Rail Trail, other areas)	1% - (n=57) - Poor Knights Islands Marine Reserve
59	77% - (n=69) - Kaimanawa Forest Park	0% - (n=72) - Rakiura National Park
60	76% - (n=106) - Haast to Cook River Conservation Area	0% - (n=88) - Bream Head

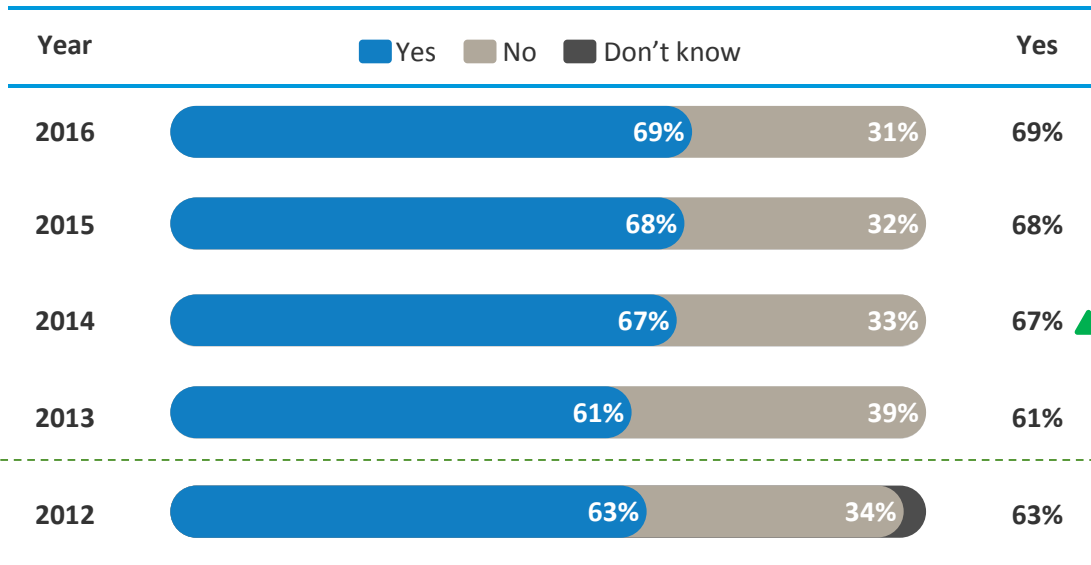
Base: Those who have visited a recreational site administered by DOC in the past 12 months, excl 'not answered'

AWARENESS, USE OF, AND SATISFACTION WITH DOC HISTORIC SITES

Some 69% of New Zealanders are aware that DOC administers historic sites on conservation land. This is a 1-point increase since 2015 (68%) and is the highest level of awareness of historic sites to date.

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

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



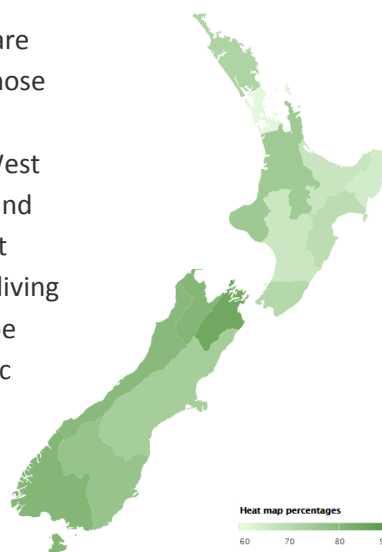
Base: All respondents, excl 'not answered': 2016 (n=3,969), 2015 (n=4,011), 2014 (n=4,598), 2013 (n=4,959). All respondents: 2012 (n=3,885).

Table: Those aware that DOC administers historic sites on conservation land. Note: Significance is compared to total.

Gender	Male	72%	Age	18-24 years	57%
	Female	66%		25-34 years	65%
Location	Main city	66%	35-49 years	64%	
	Provincial town	73%	50-64 years	76%	
	Rural area	74%	65 years+	79%	

Q23. Those who are aware that the Department of Conservation administers historic sites

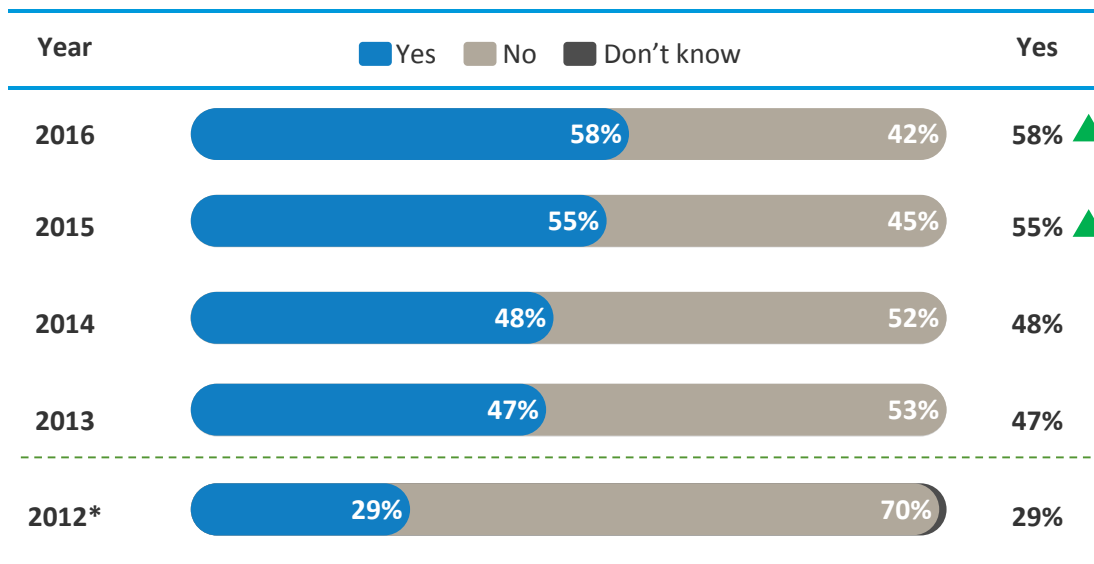
Some 69% of New Zealanders are aware that DOC administers historic sites. Those living in the Waikato (75%), Nelson / Tasman (81%), Marlborough (85%), West Coast (78%), Otago (77%) and Southland (80%) are likely to be more aware that DOC administers historic sites. Those living in Auckland (62%) are more likely to be unaware that DOC administers historic sites.



When shown a list of the sites that the Department of Conservation administers, 58% indicate that they have been to at least one of these sites in the past 12 months. This is significant increase from 55% in 2015 and a continuation of the increasing trend in visitation.

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

Q24. The following is a list of many of the historic sites in the North / South Island that are administered by the Department of Conservation. Please read through this list and indicate all of the sites you have visited in the past 12 months.



In 2012 respondents were asked whether they had visited any sites without being read out a list (unprompted). From 2013, respondents were shown a list and given an opportunity to enter any other sites not on the list, so that the proportion of those who have visited a DOC historic site in the last 12 months could be calculated. From 2015 the results represent those selected from the list provided.

Base: All respondents, excl 'not answered': 2016 (n=3,484), 2015 (n=3,416), 2014 (n=4,479), 2013 (n=4,814). All respondents: 2012 (n=3,885). ***Note:** Question in 2012 & 2011 was different to current question.

Those living in Northland (69%), Gisborne (73%), Nelson / Tasman (65%), Marlborough (83%), the West Coast (80%), Otago (70%) and Southland (66%) are more likely to have visited a historic site in the last 12 months. Those from a household with an income of more than \$100,000 (66%) and of New Zealand European ethnicity (61%) are also more likely to have visited a DOC historic site.

The 12 most commonly visited sites are identified below:

HISTORIC AREAS VISITED	2013 (n=4,814)	2014 (n=4,479)	2015 (n=3,416)	2016 (n=3,522)
1 Karangahake Gorge and Historic Gold Mine	10%	9%	10%	12% ▲
2 Arrowtown Chinese Settlement	7%	9%	9%	10%
3 Old Government Buildings	6%	6%	6%	7%
4 ^Te Rerenga Wairua (Cape Reinga)	8%	7%	6%	6%
5 Fort Takapuna	NA*	NA*	5%	6%
6 ^Kerikeri Basin (Kororipo Pa, walks around stone store)	8%	7%	7%	5% ▼
7 ^Maungauika / North Head Historic Reserve	10%	9%	6%	5%
8 Otago Central Rail Trail	5%	5%	5%	5%
9 Godley Head	3%	3%	4%	5%
10 Kawarau Suspension Bridge	NA*	NA*	4%	5%
11 St Bathans	2%	3%	3%	4%
12 Tiritiri Matangi Island	4%	3%	4%	4%
13 Kawau Island	NA*	3%	3%	4%

Base: All respondents, excl 'not answered'. **Note:** *Not Asked ^List Label changed in 2015

Karangahake Gorge and Historic Gold Mine, the Arrowtown Chinese settlement and the Old Government Buildings are the sites most frequently visited by New Zealanders.

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.

Note: Only areas over 5% stated.

Northland: Historic areas visited by those living in Northland	2015 (n=194)	2016 (n=141)
1 Kerikeri Basin (Kororipo Pa, walks around stone store)	37%	31%
2 Te Rerenga Wairua (Cape Reinga)	23%	22%
3 Bream Head	19%	22%
4 Flagstaff Hill	13%	14%
5 Urupukapuka Island	8%	12%
6 Ruapekapeka Pa	9%	9%
7 Cape Brett	5%	7%
8 Arai Te Uru (South Head, Hokianga Harbour)	4%	7%
9 Tiritiri Matangi Island	1%	6% ▲
10 Rangikapiti Pa	4%	5%
11 Kawau Island	4%	5%

Auckland: Historic areas visited by those living in Auckland		2015 (n=632)	2016 (n=582)
1	Karangahake Gorge and Historic Gold Mine	12%	16%
2	Fort Takapuna	14%	14%
3	Maungauika / North Head Historic Reserve	15%	13%
4	Arrowtown Chinese Settlement	7%	9%
5	Kawau Island	7%	9%
6	Te Rerenga Wairua (Cape Reinga)	7%	8%
7	Tiritiri Matangi Island	9%	8%
8	Kerikeri Basin (Kororipo Pa, walks around stone store)	10%	8%
9	Stony Batter (on Waiheke Island)	6%	7%
10	Motuihe Island	4%	6%

Waikato: Historic areas visited by those living in Waikato		2015 (n=292)	2016 (n=233)
1	Karangahake Gorge and Historic Gold Mine	27%	35%
2	Kauaeranga Valley	11%	13%
3	Arrowtown Chinese Settlement	4%	8%
4	Pureora Timber Trail	7%	8%
5	Waitawheta Tramway	3%	7%▲
6	Te Rerenga Wairua (Cape Reinga)	7%	6%
7	Kerikeri Basin (Kororipo Pa, walks around stone store)	5%	5%
8	Bridge to Nowhere, Whanganui River	3%	5%

Bay of Plenty: Historic areas visited by those living in Bay of Plenty		2015 (n=192)	2016 (n=154)
1	Karangahake Gorge and Historic Gold Mine	35%	34%
2	Te Rerenga Wairua (Cape Reinga)	7%	7%
3	Waitawheta Tramway	9%	6%
4	Kauaeranga Valley	5%	5%
5	Pureora Timber Trail	3%	5%
6	Kerikeri Basin (Kororipo Pa, walks around stone store)	6%	5%

Gisborne: Historic areas visited by those living in Gisborne		2015 (n=195)	2016 (n=155)
1	Cook's Landing Site (in Gisborne)	49%	65%▲
2	Karangahake Gorge and Historic Gold Mine	7%	8%
3	Arrowtown Chinese Settlement	3%	5%

Hawke's Bay: Historic areas visited by those living in Hawke's Bay		2015 (n=165)	2016 (n=164)
1	Otatara Pa	20%	18%
2	Cook's Landing Site (in Gisborne)	4%	10%
3	Arrowtown Chinese Settlement	4%	8%
4	Bridge to Nowhere, Whanganui River	3%	7%
5	Ohakune Old Coach Road	1%	6% ▲
6	Otago Central Rail Trail	5%	6%
7	Karangahake Gorge and Historic Gold Mine	5%	6%
8	Te Rerenga Wairua (Cape Reinga)	5%	5%
9	Old Government Buildings	5%	5%

Gisborne: Historic areas visited by those living in Gisborne		2015 (n=195)	2016 (n=155)
1	Cook's Landing Site (in Gisborne)	49%	65% ▲
2	Karangahake Gorge and Historic Gold Mine	7%	8%
3	Arrowtown Chinese Settlement	3%	5%

Taranaki: Historic areas visited by those living in Taranaki		2015 (n=131)	2016 (n=218)
1	Dawson Falls Power Station	29%	30%
2	Pukerangiora Pa	3%	8% ▲
3	Bridge to Nowhere, Whanganui River	3%	8%
4	Karangahake Gorge and Historic Gold Mine	6%	7%
5	Te Rerenga Wairua (Cape Reinga)	0%	6% ▲

Manawatu / Whanganui: Historic areas visited by those living in Manawatu / Whanganui		2015 (n=162)	2016 (n=137)
1	Ohakune Old Coach Road	8%	12%
2	Bridge to Nowhere, Whanganui River	9%	9%
3	Old Government Buildings	7%	6%
4	Karangahake Gorge and Historic Gold Mine	4%	6%
5	Arrowtown Chinese Settlement	4%	5%
6	Dawson Falls Power Station	1%	5% ▲

Wellington: Historic areas visited by those living in Wellington		2015 (n=289)	2016 (n=339)
1	Old Government Buildings	25%	25%
2	Matiu Somes Island	15%	18%
3	Arrowtown Chinese Settlement	7%	6%
4	Bridge to Nowhere, Whanganui River	4%	5%

<i>Nelson / Tasman: Historic areas visited by those living in Nelson / Tasman</i>		2015 (n=271)	2016 (n=354)
1	Albion Square (in Nelson)	35%	39%
2	Kawatiri Historic Railway	15%	15%
3	Denniston (incline, walks & mine experience)	10%	12%
4	Ship Cove, Marlborough Sounds	9%	10%
5	Molesworth Station	7%	9%
6	Old Government Buildings	4%	8%
7	Arrowtown Chinese Settlement	9%	7%
8	Whites Bay	8%	7%
9	Ross Historic Goldfield	2%	6% ▲
10	Brunner Mine	5%	6%
11	Otago Central Rail Trail	3%	5%

<i>Marlborough: Historic areas visited by those living in Marlborough</i>		2015 (n=154)	2016 (n=177)
1	Whites Bay	58%	60%
2	Karaka Point	34%	29%
3	Ship Cove, Marlborough Sounds	31%	29%
4	Molesworth Station	16%	20%
5	Arrowtown Chinese Settlement	4%	12% ▲
6	Denniston (incline, walks & mine experience)	5%	10%
7	Albion Square (in Nelson)	7%	10%
8	Old Government Buildings	2%	6%
9	Otago Central Rail Trail	5%	5%
10	Kawarau Suspension Bridge	2%	5%
11	Kawatiri Historic Railway	7%	5%

<i>West Coast: Historic areas visited by those living in West Coast</i>		2015 (n=150)	2016 (n=170)
1	Brunner Mine	46%	47%
2	Denniston (incline, walks & mine experience)	41%	36%
3	Ross Historic Goldfield	27%	29%
4	Kawatiri Historic Railway	9%	9%
5	Kura Tawhiti (Castle Hill)	12%	8%
6	Ship Cove, Marlborough Sounds	3%	6%
7	Arrowtown Chinese Settlement	6%	6%
8	Molesworth Station	1%	6%

Canterbury: Historic areas visited by those living in Canterbury		2015 (n=275)	2016 (n=293)
1	Godley Head	27%	31%
2	Quail Island	13%	14%
3	Arrowtown Chinese Settlement	17%	14%
4	Brunner Mine	5%	7%
5	St Bathans	5%	7%
6	Kawarau Suspension Bridge	7%	7%
7	Kura Tawhiti (Castle Hill)	4%	7%
8	Old Government Buildings	3%	7%
9	Molesworth Station	5%	6%
10	Otago Central Rail Trail	10%	6%
11	Denniston (incline, walks & mine experience)	4%	6%
12	Albion Square (in Nelson)	2%	5%
13	Alexandra Courthouse	3%	5%

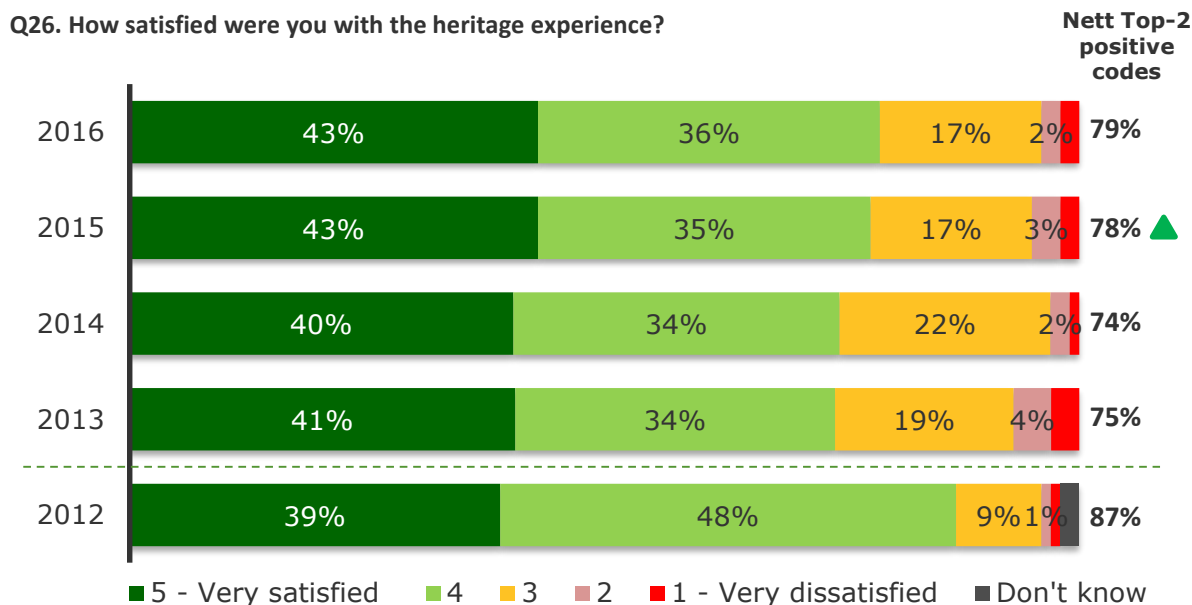
Otago: Historic areas visited by those living in Otago		2015 (n=162)	2016 (n=189)
1	Otago Central Rail Trail	34%	36%
2	Arrowtown Chinese Settlement	32%	33%
3	St Bathans	23%	25%
4	Kawarau Suspension Bridge	18%	23%
5	Bendigo	8%	15%▲
6	Alexandra Courthouse	15%	14%
7	Skippers	11%	8%

Southland: Historic areas visited by those living in Southland		2015 (n=148)	2016 (n=178)
1	Arrowtown Chinese Settlement	34%	39%
2	Waipapa Point	22%	25%
3	Kawarau Suspension Bridge	21%	22%
4	Otago Central Rail Trail	18%	21%
5	St Bathans	9%	20%▲
6	Alexandra Courthouse	11%	14%
7	Skippers	8%	11%
8	Bendigo	5%	11%

Base: Those who have visited a historic site administered by DOC in the past 12 months, excl 'not answered'

Some 79% of New Zealanders were satisfied with the heritage experience at the heritage site they had most recently visited.

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



In 2012, 'don't know' was not read out for the CATI survey. To keep results as comparable as possible, 'don't know' was not an option from the 2013 survey onwards.

Base: All respondents, excl 'not answered': 2016 (n=2,066), 2015 (n=1,925), 2014 (n=2,040), 2013 (n=2,298). All respondents: 2012 (n=1,244).

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.

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 Ohakune Old Coach Road, Skippers and Kawarau Suspension Bridge.

Dissatisfaction is highest with Pukerangiora Pa and Rangikapiti Pa.

Note: Some of the sites had very few visits, indicated by an *, so should be viewed as indicative only.

SATISFIED (% 4+5 OUT OF 5)		DISSATISFIED (% 1+2 OUT OF 5)	
1	90% - (n=91) - Ohakune Old Coach Road	12%	(n=24*) - Pukerangiora Pa
2	89% - (n=85) - Skippers	11%	(n=26*) - Rangikapiti Pa
3	89% - (n=175) - Kawarau Suspension Bridge	8%	(n=43*) - Kura Tawhiti (Castle Hill)
4	87% - (n=116) - Molesworth Station	7%	(n=52) - Quail Island
5	87% - (n=194) - Otago Central Rail Trail	6%	(n=156) - Whites Bay
6	86% - (n=26*) - Cape Brett	6%	(n=220) - Old Government Buildings
7	86% - (n=110) - Fort Takapuna	6%	(n=92) - Alexandra Courthouse
8	86% - (n=350) - Arrowtown Chinese Settlement	6%	(n=154) - Cook's Landing Site (in Gisborne)
9	86% - (n=70) - Kawau Island	6%	(n=86) - Karaka Point
10	86% - (n=73) - Kuaeranga Valley	5%	(n=137) - Godley Head
11	86% - (n=74) - Bendigo	5%	(n=39) - Otataru Pa
12	85% - (n=284) - Karangahake Gorge and Historic Gold Mine	5%	(n=96) - Ross Historic Goldfield
13	85% - (n=73) - Matiu Somes Island	5%	(n=50) - Pureora Timber Trail

	SATISFIED (% 4+5 OUT OF 5)	DISSATISFIED (% 1+2 OUT OF 5)
14	85% - (n=64) - Flagstaff Hill	5% - (n=165) - Te Rerenga Wairua (Cape Reinga)
15	84% - (n=98) - Maungauika / North Head Historic Reserve	4% - (n=97) - Bridge to Nowhere, Whanganui River
16	84% - (n=76) - Stony Batter (on Waiheke Island)	4% - (n=27*) - Ruapekapeka Pa
17	84% - (n=92) - Alexandra Courthouse	4% - (n=143) - Brunner Mine
18	83% - (n=152) - Kerikeri Basin (Kororipo Pa, walks around stone store)	4% - (n=146) - Ship Cove, Marlborough Sounds
19	83% - (n=32*) - Urupukapuka Island	4% - (n=76) - Stony Batter (on Waiheke Island)
20	83% - (n=169) - Denniston (incline, walks & mine experience)	4% - (n=194) - Otago Central Rail Trail
21	83% - (n=165) - Te Rerenga Wairua (Cape Reinga)	4% - (n=202) - Albion Square (in Nelson)
22	82% - (n=27*) - Ruapekapeka Pa	4% - (n=79) - Waipapa Point
23	82% - (n=143) - Brunner Mine	3% - (n=77) - Tiritiri Matangi Island
24	82% - (n=202) - Albion Square (in Nelson)	3% - (n=350) - Arrowtown Chinese Settlement
25	82% - (n=90) - Dawson Falls Power Station	3% - (n=73) - Kauaeranga Valley
26	82% - (n=26*) - Arai Te Uru (South Head, Hokianga Harbour)	3% - (n=90) - Kawatiri Historic Railway
27	82% - (n=142) - St Bathans	3% - (n=169) - Denniston (incline, walks & mine experience)
28	81% - (n=35*) - Waitawheta Tramway	3% - (n=116) - Molesworth Station
29	80% - (n=79) - Waipapa Point	3% - (n=284) - Karangahake Gorge and Historic Gold Mine
23	80% - (n=44*) - Motuihe Island	3% - (n=152) - Kerikeri Basin (Kororipo Pa, walks around stone store)
31	79% - (n=65) - Bream Head	2% - (n=90) - Dawson Falls Power Station
32	79% - (n=137) - Godley Head	2% - (n=175) - Kawarau Suspension Bridge
33	78% - (n=43*) - Kura Tawhiti (Castle Hill)	2% - (n=26*) - Cape Brett
34	78% - (n=14*) - Broken Hills	2% - (n=85) - Skippers
35	77% - (n=77) - Tiritiri Matangi Island	2% - (n=142) - St Bathans
36	77% - (n=97) - Bridge to Nowhere, Whanganui River	2% - (n=26*) - Arai Te Uru (South Head, Hokianga Harbour)
37	77% - (n=220) - Old Government Buildings	2% - (n=35*) - Waitawheta Tramway
38	77% - (n=96) - Ross Historic Goldfield	1% - (n=64) - Flagstaff Hill
39	76% - (n=146) - Ship Cove, Marlborough Sounds	1% - (n=32*) - Urupukapuka Island
40	75% - (n=52) - Quail Island	1% - (n=98) - Maungauika / North Head Historic Reserve
41	75% - (n=154) - Cook's Landing Site (in Gisborne)	1% - (n=110) - Fort Takapuna
42	73% - (n=50) - Pureora Timber Trail	1% - (n=65) - Bream Head
43	73% - (n=24*) - Pukerangiora Pa	1% - (n=91) - Ohakune Old Coach Road
44	73% - (n=39) - Otatara Pa	1% - (n=74) - Bendigo
45	72% - (n=90) - Kawatiri Historic Railway	1% - (n=70) - Kawau Island
46	71% - (n=156) - Whites Bay	0% - (n=73) - Matiu Somes Island
47	70% - (n=26*) - Rangikapiti Pa	0% - (n=44*) - Motuihe Island
48	66% - (n=86) - Karaka Point	0% - (n=14*) - Broken Hills

Base: Those who have visited a historic site administered by DOC in the past 12 months, excl 'not answered'

Information Sources



INFORMATION CHANNELS

INTRODUCTION

There are many sources of information New Zealanders can use to find out about the services and facilities the Department of Conservation provides before visiting a DOC area.

This section looks at the level of use of the information and booking services among those who have visited a DOC recreation area in the past 12 months and how information obtained prior to visiting a DOC area can influence satisfaction.

Specifically, respondents were asked what sources they used to seek information about the area they were going to before their most recent visit. Informal sources such as personal contacts, through other companies such as i-sites or travel agents, or DOC-specific sources were included as sources of information.

SUMMARY

Some 72% of those who visited a DOC recreational area in the past 12 months had sought information before their most recent visit.

With 59% of respondents seeking information from *personal contacts such as friends and family*, it remains the most common source of information. The *DOC website* is the second most common source of information (36%), followed by *other websites* (22%). The number of people using the DOC website significantly increased from 31% in 2015.

Gathering information through social media (16%) has become more common and is now the fourth most common source of information, significantly increasing on 2015 results (13%). *Visiting information centres in person*, both *DOC* (14%) and *other* (14%), remains in the top-five sources of information that people use to obtain information about the DOC area they wish to visit.

Satisfaction is higher among those who sought information than those who did not.

SOURCES OF INFORMATION

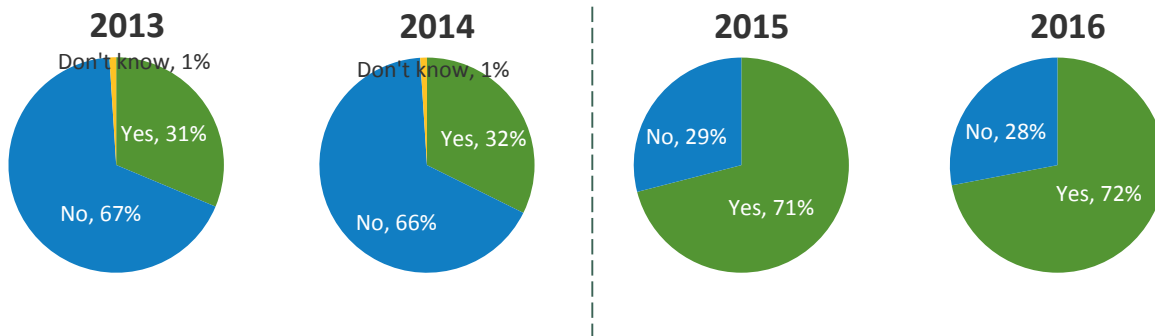
In 2016, 72% of those who had visited a DOC recreational area in the past 12 months sought information before their most recent visit.

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

Q18. Before your most recent visit to a Department of Conservation area, what sources of information did you use to find out about the area you were visiting?

Note:

The pie charts displayed below were derived from the response to Q18 above.



Base: Those who have visited a recreation area in the past 12 months, excl 'not answered': 2016 (n=2,989), 2015 (n=2,858), 2014 (n=3,309), 2013 (n=3,583)

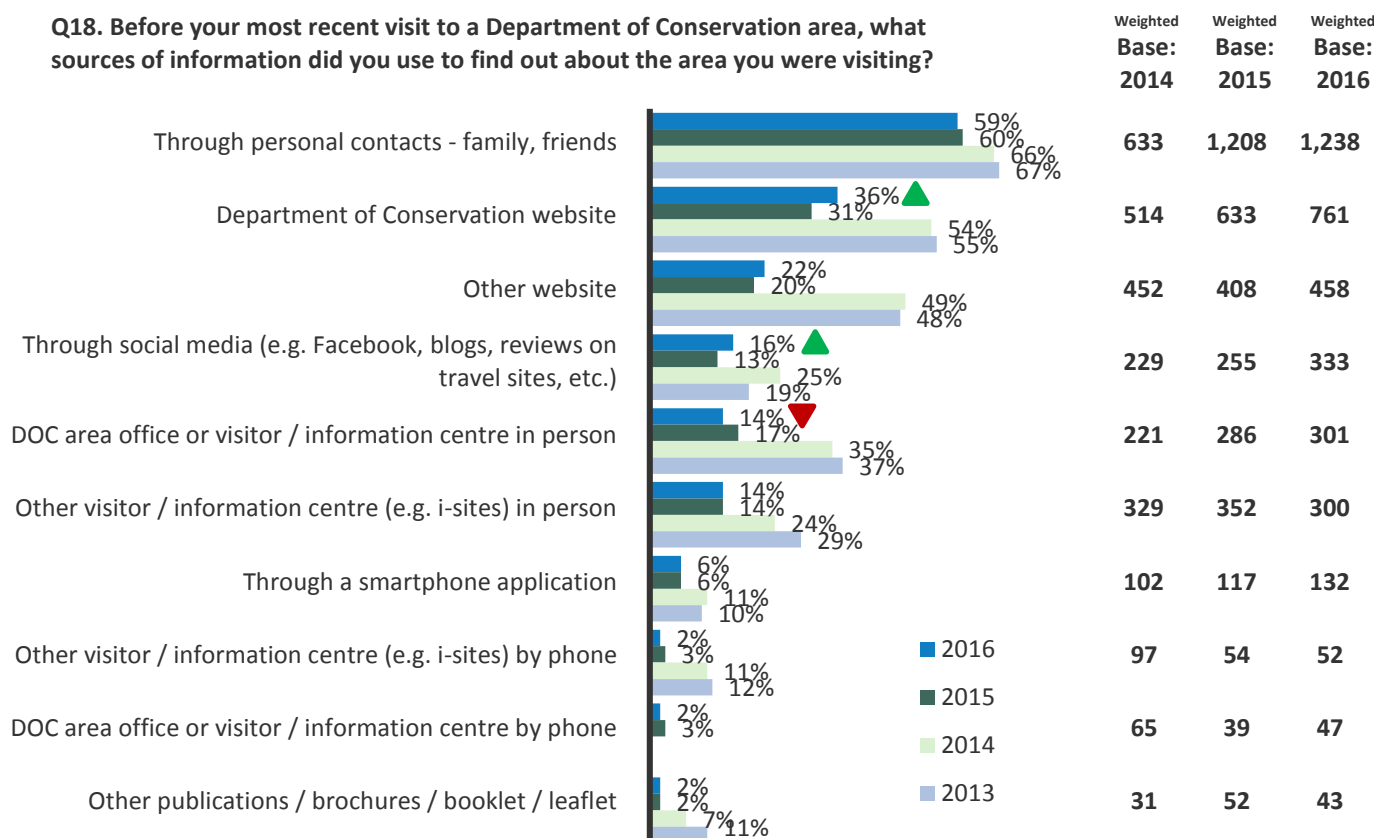
In 2013 and 2014 respondents were asked if they had sought any information. This was a single-response question with three options: 'yes' / 'no' / 'don't know'. Those who said yes were then asked which sources of information they used and if this source gave them the information they required. In 2015 and 2016, respondents were not asked the single-response question with the 'yes' / 'no' / 'don't know' options. Instead respondents were prompted with a list of information sources which included a statement which said 'I did not seek any information'. Thus the results from 2015 onwards are not directly comparable with previous results.

Table: Those who sought information before their most recent visit to a DOC recreation area. Note: Significance is compared to total.

Gender	Male		70%	Age	18-24 years		71%
	Female		73%		25-34 years		75%
Location	Main city		75%		35-49 years		73%
	Provincial town		69%		50-64 years		70%
	Rural area		67%		65 years+		67%

Amongst those who sought information before their most recent visit to a DOC area, *personal contacts* continues to be the most common source for information, with 59% of New Zealanders saying that they sought information from friends, family or other personal contacts. The *DOC website* (36%), *other websites* (22%) or *social media* (16%) are also common sources of information. Declining usage of DOC area offices or visitor centres may be related to the closures of some offices and/or the reduced opening hours that some now offer.

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, excl 'not answered': 2016 (n=2,077), 2015 (n=1,977), 2014 (n=838-916), 2013 (n=904-974). **Note:** Only sources above 2% listed.

The questionnaire difference explained on the previous page helps explain the large increase in base size seen between 2013 / 2014 and 2015 / 2016. As more people were prompted to recall information channels in 2015 and 2016, more people identified with using at least one of these resources to find out information about their most recent DOC visit. This resulted in a larger base of those who used at least one information channel in 2015 and 2016.

Because Q18 was asked differently in 2015/16 there is a sharp drop-off in percentages compared to the previous periods

Those aged 18-24 (71%) or over 65 years (67%), females (63%), of Māori ethnicity (69%) and those with a household income of up to \$40,000 (66%) were more likely to seek information about the most recent DOC area they were visiting from *personal contacts* compared to the total. Given that this group is less likely to visit DOC areas in general, this result indicates that actively extending promotional / informational messaging to these groups could work well to increase usage. Those aged 35-49 (50%), males (55%) and those with an annual household income of over \$100,000 (50%) were less likely to source information from *personal contacts*.

Those who sought information from the *DOC website* were more likely to be aged 25-34 (44%) or 35-49 (44%), males (41%), of 'Other' ethnicity (46%), have an annual household income of over \$100,000 (47%) and have children in their household (40%).

Those with an annual household income of over \$100,000 (33%), living in Auckland (28%), aged 35-49 (28%), who have children in the household (27%) and are main city dwellers (26%) were more likely to seek information from *other websites*.

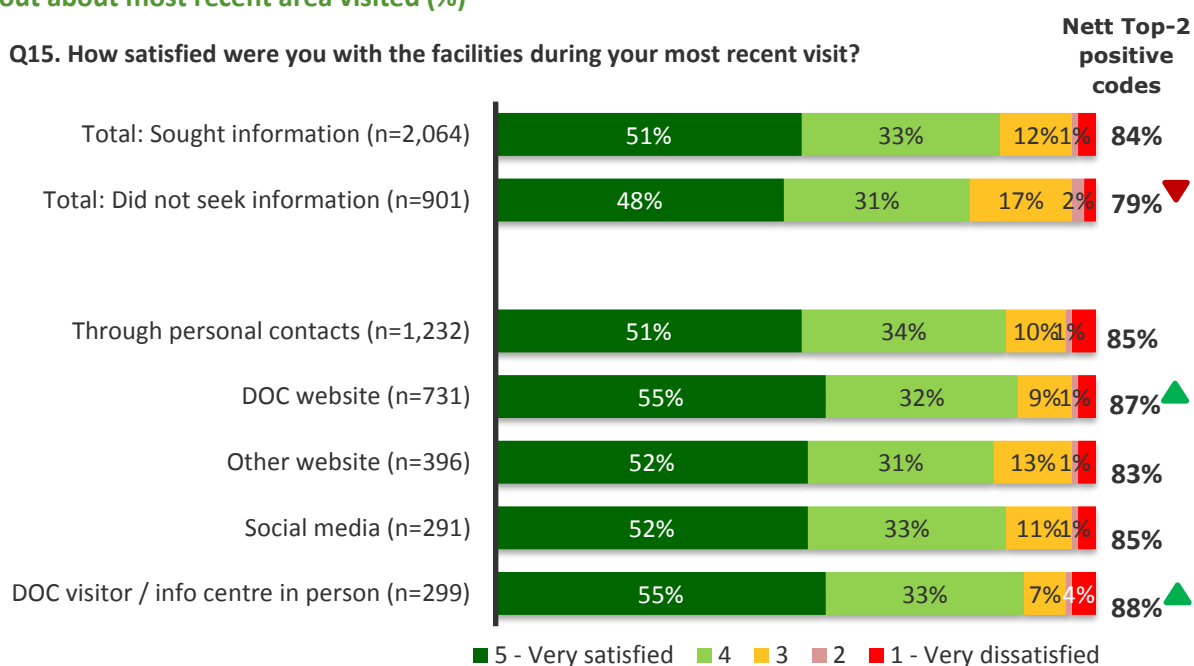
Social media prevalence was more common among younger generations, with 26% of 18-24-year-olds stating they used *social media* to find information about the area they were visiting. Those of Pacific (34%) and Asian (25%) ethnicity were also more likely to say they used social media to find information about the area they were visiting.

Smartphone applications were used more often by those aged 25-34 years (10%) and those with a household income above \$100,000 (10%).

Those who stayed at a DOC campsite or hut were more likely to have been on the *DOC website* (56% and 65% respectively) or *visited a DOC information centre in person* (22% and 26% respectively). This is likely to reflect booking requirements as much as actual information seeking.

Some 84% of New Zealanders were satisfied with the facilities of the DOC area they most recently visited. Those who did not seek information are significantly less likely to be satisfied with the facilities of the DOC area they most recently visited (79%). Those visiting the DOC website or a DOC visitor centre in person are significantly more likely to be satisfied with the facilities during their most recent visit (87% and 88% respectively). These results indicate that dissatisfaction is most likely to arise from people 'not doing their homework' prior to their visits rather than due to DOC deficiencies.

Satisfaction with the facilities in the area visited most recently by top-5 information channels used to find out about most recent area visited (%)

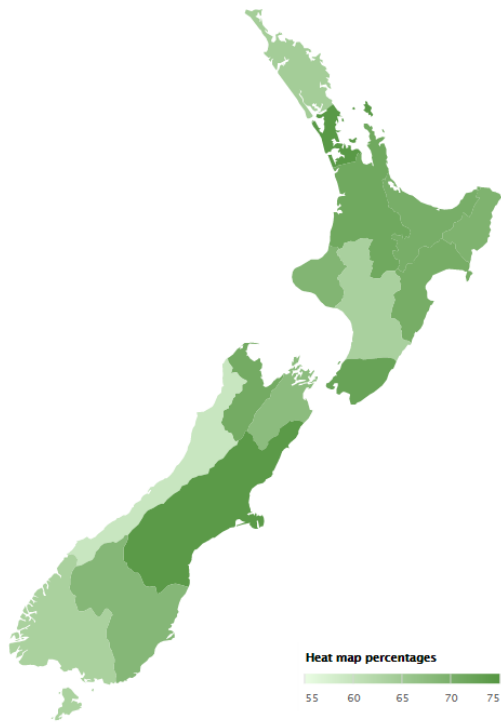


Base: All respondents who have used DOC facilities in the past 12 months and answered Q18, excl 'not answered': 2016 (n=2,922)

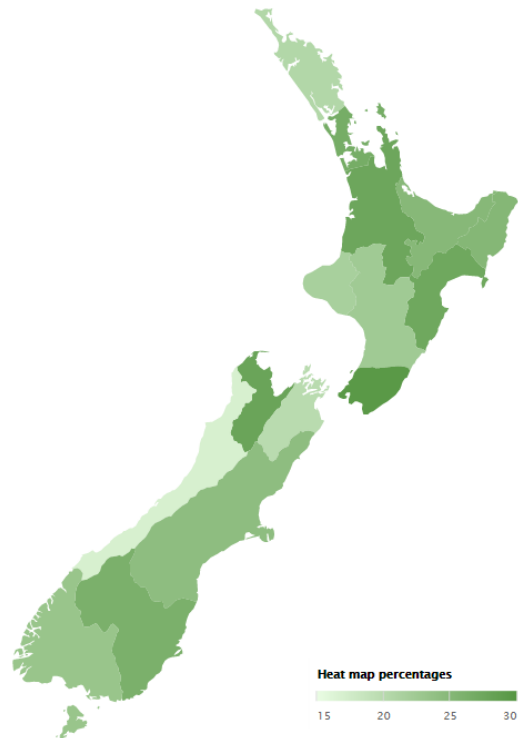
Note: Significances are compared to total for this chart and are indicated only on top-2 positive codes. Only top-5 information sources shown.

Many of the respondents within the North Island had sought information in advance of their most recent visit to a recreational area. Use of the DOC website tends to be the heaviest in the Auckland, Waikato, Hawke’s Bay, Wellington and Tasman / Nelson regions.

Q18. Those who sought information before their most recent Department of Conservation area visit



Q18. Those who visited the Department of Conservation website before their most recent visit



Introduced Species



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 both at the general public's perceptions about the threat posed by different species and at attitudes towards different methods of pest control.

SUMMARY

The majority of New Zealanders still believe *possums, rats, stoats* and *wild or feral cats* are a serious threat to New Zealand's native plants, birds, animals or the natural environment. Some 79% or more of New Zealanders rated each of these mammals as being a serious threat to our flora and fauna (rated 4 or 5 out of 5-point scale, with 5 being 'a very serious threat'). *Deer* are considered to be less of a threat than the other species, with just 28% viewing them as a serious threat. New Zealanders were most unsure about *Kauri dieback disease, wilding pine trees, didymo* and *introduced freshwater fish*, with 35%, 32%, 24% and 22% respectively indicating they 'don't know' about the threat they have on New Zealand's native plants, birds, animals or the natural environment.

There are a number of ways in which pest species can be controlled. New Zealanders' strong attitudes towards the Department of Conservation's pest control methods have remained relatively stable overtime. *Trapping* and *hunting* are still considered to be the pest control methods with the least concerns. *Poison bait spread by aircraft* and *herbicide sprayed by aircraft* are the methods which cause concern for the majority of New Zealanders. Some 61% of respondents indicate that *spreading poison bait by aircraft* is a method that *should not be used* (this has significantly increased from 2015, 56%). One in six (59%) respondents indicate that *spraying herbicides from aircraft should not be carried out*. It should be noted that additional information on costs, efficiencies etc of these methods was not provided to respondents, and so not all of the respondents can be considered well-informed of all the issues of relevance.

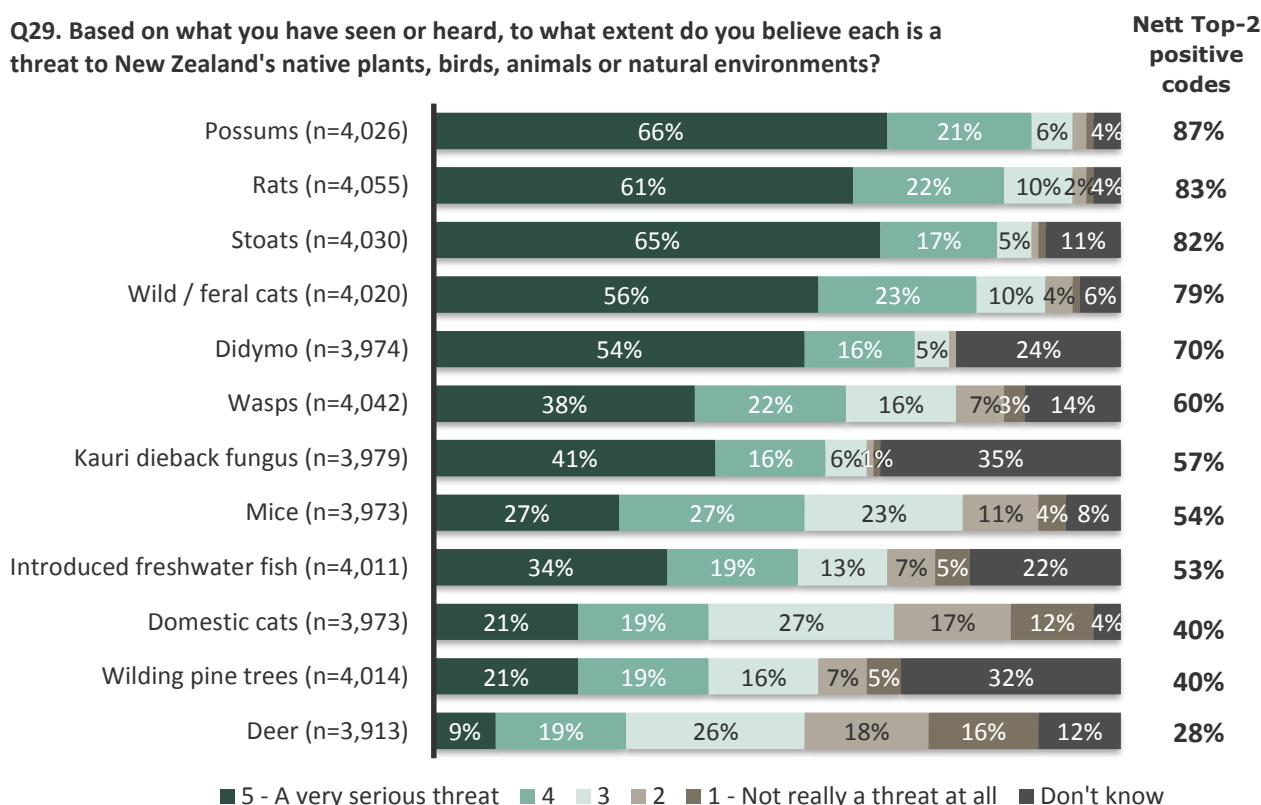
THREATS TO NATIVE PLANTS, BIRDS, ANIMALS AND THE NATURAL ENVIRONMENT

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. It should be noted that additional information on these species was not provided to respondents, and so not all of the respondents can be considered well-informed of all relevant factors.

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%, but some (24%) indicate they do not know the extent of the threat posed by didymo. This is similar for *Kauri dieback fungus*, *introduced freshwater fish* and *wilding pine trees* with 35%, 22% and 32% respectively indicating they do not know the extent of the threat posed by them.

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

Q29. 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?



■ 5 - A very serious threat ■ 4 ■ 3 ■ 2 ■ 1 - Not really a threat at all ■ Don't know

In 2016 respondents were asked about the threat of ‘wasps’ and ‘wilding pine trees’

Base: All respondents, excl ‘not answered’

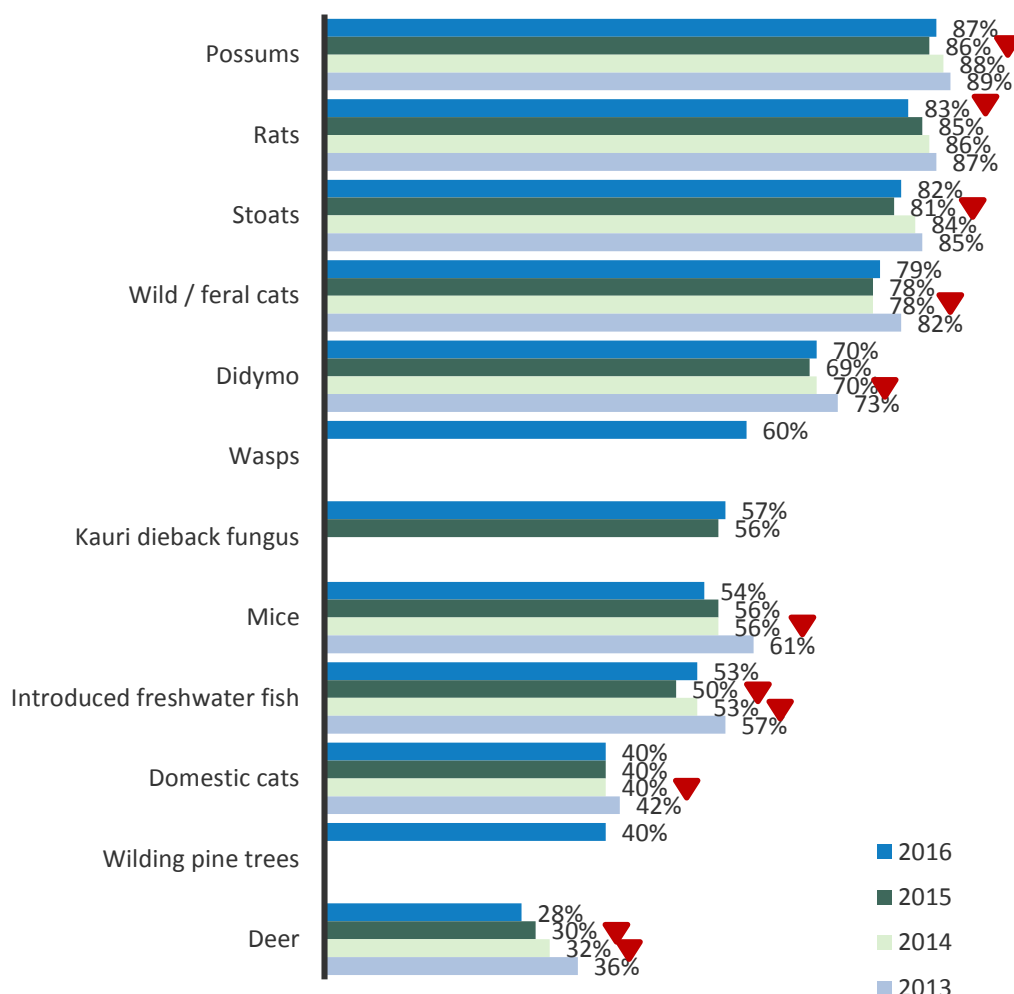
Table: Those who rated at least one species as NOT a serious threat (rated 1 or 2/ 5) to New Zealand’s native plants, birds, animals and the natural environment. Note: Significance is compared to total.

Gender	Male	57%	Age	18-24 years	70%
	Female	52%		25-34 years	68%
Location	Main city	58%	35-49 years	53%	
	Provincial town	51%	50-64 years	48%	
	Rural area	49%	65 years+	44%	

Since 2013, the priority order of the species perceived to pose a threat to New Zealand’s fauna, flora and environment has remained essentially the same. There have been no significant changes between last year’s and this year’s surveys.

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')

Q29. 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?



Base: All respondents, excl 'not answered' (*Possums*: 2016 n=4,026, 2015 n=3,970, 2014 n=4,586, 2013 n=4,957; *Rats*: 2016 n=4,055, 2015 n=3,999, 2014 n=4,592, 2013 n=4,963; *Stoats*: 2016 n=4,030, 2015 n=3,974, 2014 n=4,565, 2013 n=4,947; *Wild / feral cats*: 2016 n=4,020, 2015 n=3,978, 2014 n=4,578, 2013 n=4,947; *Didymo*: 2016 n=3,974, 2015 n=3,929, 2014 n=4,531, 2013 n=4,896; *Wasps*: 2016 n=4,042; *Kauri dieback fungus*: 2016 n=3,979, 2015 n=3,912; *Mice*: 2016 n=3,973, 2015 n=3,923, 2014 n=4,537, 2013 n=4,910; *Introduced freshwater fish*: 2016 n=4,011, 2015 n=3,949, 2014 n=4,553, 2013 n=4,916; *Domestic cats*: 2016 n=3,973, 2015 n=3,931, 2014 n=4,530, 2013 n=4,916; *Wilding tree pines*: 2016 n=4,014; *Deer*: 2016 n=3,913, 2015 n=3,872, 2014 n=4,508, 2013 n=4,888)

Note: In 2016, 'wasps' and 'wilding pine trees' were added into Q29. In 2015, 'kauri dieback fungus' was added into Q29. Previously in 2014 and 2013 awareness of kauri dieback fungus was asked as a separate question, and attitudes were not asked towards its threat on New Zealand's native plants, birds, animals or natural environments.

Those who significantly rated any of the species as threatening (rated 4 or 5 out of 5) are more likely than the total (98%) to:

- Have a household income of \$100,000 or more (99%);
- Favour DOC (99%);
- Be aware that DOC provides facilities and services (99%);
- Have been to a DOC visitor centre in the past 12 months (99%);
- Have visited a national park in the previous 12 months (99%);
- Be aware that DOC administers historic sites (99%).

Those who significantly rated any of the species as less threatening (rated 1 or 2 out of 5) are more likely than the total (54%) to:

- Live in the Waikato (48%), Taranaki (40%) or Nelson / Tasman (47%);

- Be aged 18-24 (70%) or 25-34 (68%);
- Be of Asian ethnicity (72%);
- Live in a main city (58%);
- Rate conservation as not important (63%) or be neutral (67%);
- Be unaware of DOC providing facilities and services (62%);
- Have not visited any parks in the past 12 months (58%).

PEST CONTROL METHODS

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.

Respondents were shown a list of six pest control methods and asked to rate their level of concern regarding each method. A clear majority of New Zealanders have no concerns or are reasonably comfortable with *trapping* (90%) and *hunting* (89%) being used to control pests.

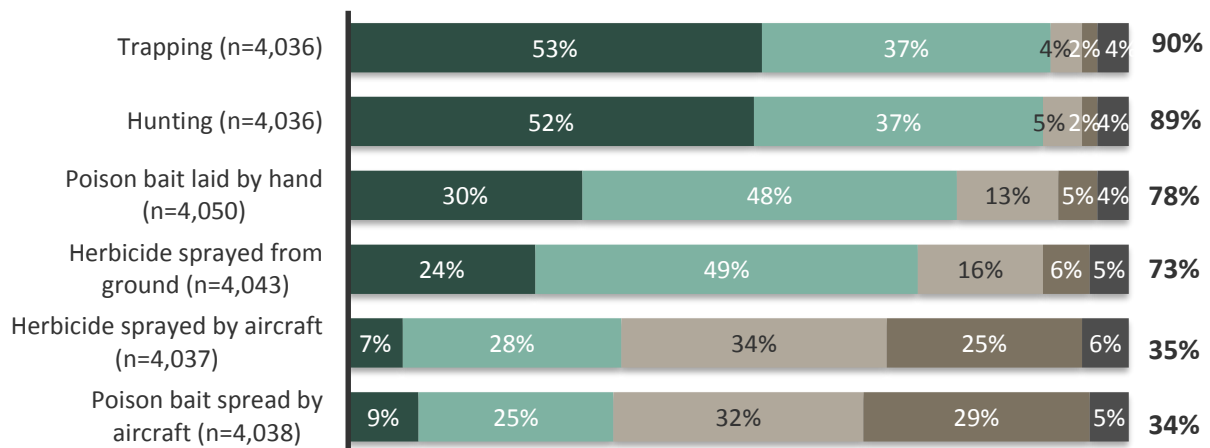
The majority of respondents are comfortable with *poison bait laid by hand* (78%) and *herbicide sprayed from the ground* (73%) as long as there are appropriate controls in place. There is far greater concern when pest control is conducted via air, as smaller proportions of respondents are comfortable with *herbicide sprayed by aircraft* (35%) and *poison bait spread by aircraft* (34%).

It should be noted that additional information on costs, efficiencies etc of these methods was not provided to respondents, and so not all of the respondents can be considered well-informed of all the issues of relevance.

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

Q30. For each of the possible ways listed below, please indicate your general attitude to the Department of Conservation using this method of pest control.

Nett Top-2 positive codes



- Have no concerns at all about this method
- Am reasonably comfortable with this method as long as appropriate controls are in place
- Should only be used as a last resort
- Should never be used in any circumstances
- Don't know

'Herbicide sprayed from ground' and 'herbicide sprayed from aircraft' were added to Q30 in 2016

Base: All respondents, excl 'not answered'

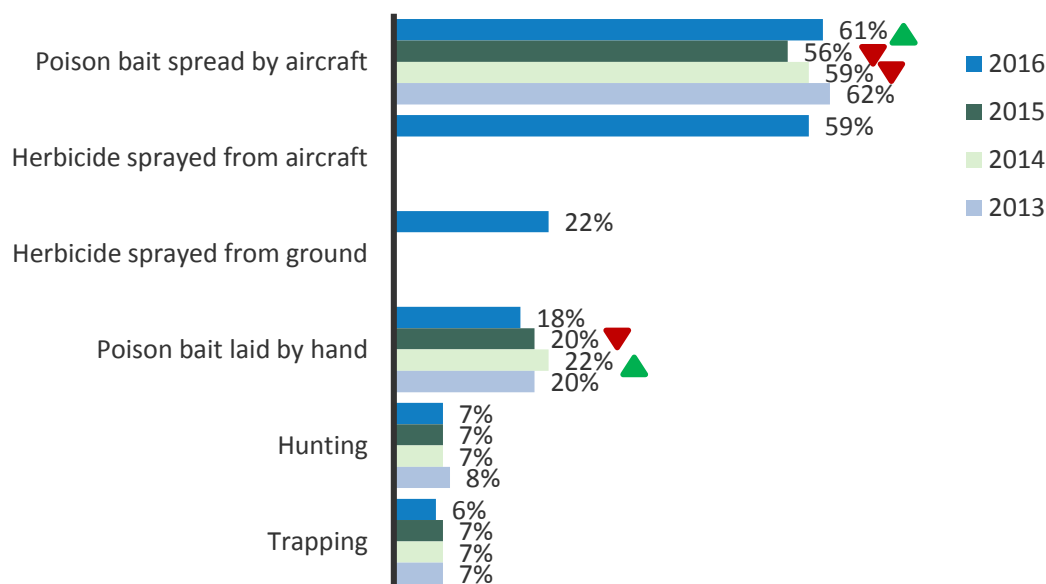
Table: Those New Zealanders who feel pest control methods overall should 'never be used' or 'only be used as a last resort'. Note: Significance is compared to total.

Gender	Male	64%	Age	18-24 years	78%
	Female	75%		25-34 years	76%
Location	Main city	70%		35-49 years	73%
	Provincial town	71%		50-64 years	67%
	Rural area	68%		65 years+	59%

Compared to 2015, there has been a significant increase in the proportion of those who feel that *poison bait spread by aircraft* is an unacceptable method of pest control (61% vs. 56%). Since 2014 the proportion of those who believe *poison bait laid by hand* should not be used has steadily declined, while *hunting* and *trapping* remains widely accepted.

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

Q30. For each of the possible ways listed below, please indicate your general attitude to the Department of Conservation using this method of pest control.



Base: All respondents, excl 'not answered' (*Poison bait spread by aircraft*: 2016 n=4,038, 2015 n=3,986, 2014 n=4,593, 2013 n=4,932; *Herbicide sprayed from aircraft*: 2016 n=4,037; *Herbicide sprayed from ground*: 2016 n=4,043; *Poison bait laid by hand*: 2016 n=4,050, 2015 n=3,996, 2014 n=4,598, 2013 n=4,910; *Hunting*: 2016 n=4,036, 2015 n=3,977, 2014 n=4,581, 2013 n=4,927; *Trapping*: 2016 n=4,036, 2015 n=3,985, 2014 n=4,589, 2013 n=4,906)

Appendix: Questionnaire



APPENDIX 1: QUESTIONNAIRE



Department of
Conservation
Te Papa Atawhai

Survey of New Zealanders

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

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

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

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

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

www.ipsos-doc-research.co.nz

What do I need to do?

Completing the survey online is secure, quick and easy.

1

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

2

Select 'start survey' in your preferred language

3

Enter this ID:

4

Click 'next'

Have questions? Need help?

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

✉ DOCsurvey@ipsos-research.com

☎ 0800 842 659

🖥️ FAQs: www.ipsos-doc-research.co.nz

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

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

Dear

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

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

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

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

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

How were you chosen?

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

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

Yours sincerely,

Jeff Dalley

Technical Advisor | Department of Conservation

Ipsos helpline:

✉ DOCsurvey@ipsos-research.com

☎ 0800 842 659

🖥️ FAQs: www.ipsos-doc-research.co.nz

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

To see Ipsos' Privacy Policy go to www.ipsos-doc-research.co.nz

Questionnaire

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

Instructions:

You will need to circle an answer like this

	Please circle <u>one</u> answer
Yes	①
No	2

Or like this

	Please circle an answer for each statement				
Question...	1	2	③	4	5
Question...	1	②	3	4	5

ABOUT YOU AND WHERE YOU LIVE

Q1. Which region best describes where you live?

Please circle one answer

Northland	1
Auckland (from Bombay Hills to Wellsford, including the islands in the Hauraki Gulf)	2
Waikato	3
Bay of Plenty	4
Gisborne	5
Hawke's Bay	6
Taranaki	7
Manawatu / Whanganui	8
Wellington (including Kapiti, Porirua, Hutt Valley and Wairarapa)	9
Nelson or Tasman	10
Marlborough	11
West Coast	12
Canterbury	13
Otago	14
Southland	15
Other, please specify _____	98

Q2. Which of the following best describes where you usually live?

Please circle one answer

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

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

Please circle one answer

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

Q4. Are you:

Please circle one answer

Female	1
Male	2

CONSERVATION

Q5. Please think about the main benefits of conservation.

What are the main benefits of conservation to you personally?

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

Please circle one answer

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

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

Please circle one answer

Yes	1
No	2
I Don't know	3

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

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

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

Please circle **all** that apply

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

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

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

Please circle **all** that apply

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

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

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

Please circle all that apply

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

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

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

Please circle all that apply

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

FACILITIES, SERVICES AND EXPERIENCE

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

Please circle one answer

Yes	1
No	2

Q12a. Below is a map and list of some of the parks and places in the North Island that are administered by the Department of Conservation. Please read through the list and indicate all those that you have visited in the past 12 months.

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

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

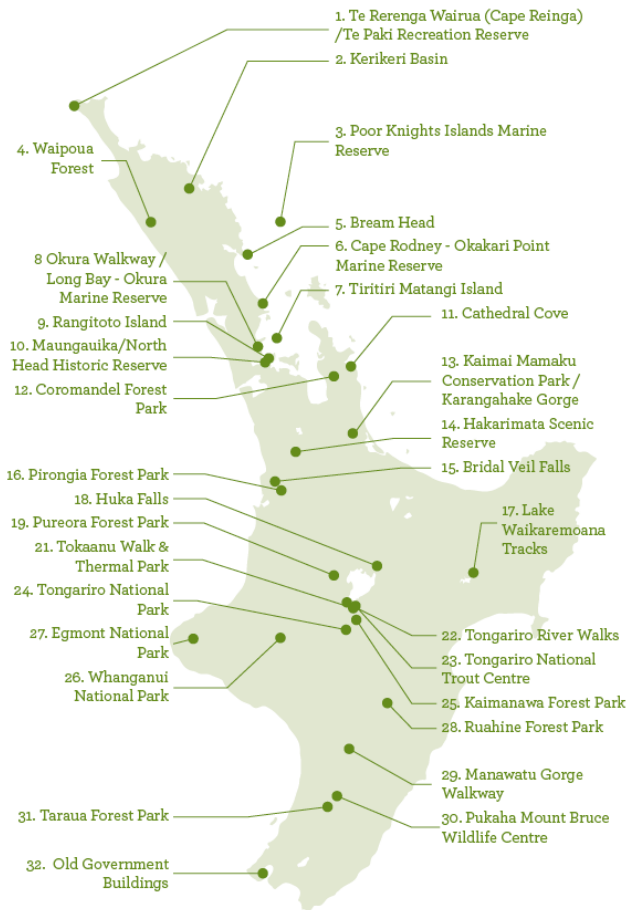
You have not visited any DOC area(s) in the North Island in the past 12 months 97

UPPER NORTH ISLAND

Te Rerenga Wairua (Cape Reinga) / Te Pahi Recreation Reserve	1
Kerikeri Basin (Kororipo Pa, walks around Stone Store)	2
Poor Knights Islands Marine Reserve	3
Waipoua Forest (Tane Mahuta, other areas)	4
Bream Head	5
Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas)	6
Tiritiri Matangi Island	7
Okura Walkway / Long Bay - Okura Marine Reserve	8
Rangitoto Island	9
Maungauika / North Head Historic Reserve	10

CENTRAL NORTH ISLAND

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



LOWER NORTH ISLAND

Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	28
Manawatu Gorge Walkway	29
Pukaha Mount Bruce Wildlife Centre	30
Taraua Forest Park (Holdsworth, Otaki Forks, other areas)	31
Old Government Buildings (Opposite Parliament & Beehive)	32
If you have visited another DOC area(s) in the North Island in the past 12 months, please specify the area(s) below	96

Q12b. Below is a map and list of some of the parks and places in the South Island that are administered by the Department of Conservation. Please read through this list and indicate all those that you have visited in the past 12 months.

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

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

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

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

UPPER SOUTH ISLAND

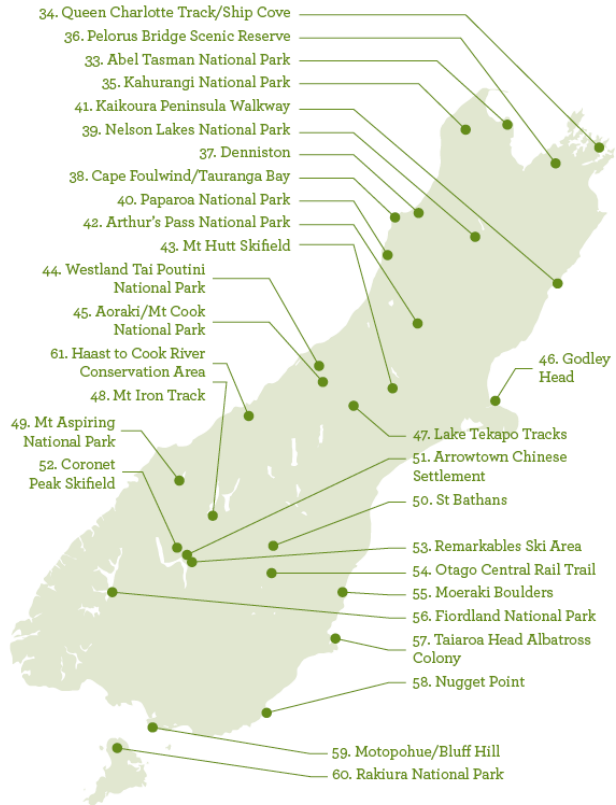
Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	33
Queen Charlotte Track / Ship Cove	34
Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	35
Pelorus Bridge Scenic Reserve	36
Denniston (incline, walks & mine experience)	37
Cape Foulwind / Tauranga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

CENTRAL SOUTH ISLAND

Paparao National Park (Punakaiki / Pancake Rocks, other areas)	40
Kaikoura Peninsula Walkway	41
Arthur's Pass National Park	42
Mt Hutt Skifield	43
Westland Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	44
Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	45
Godley Head (near Christchurch)	46
Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	47
Mt Iron Track (Wanaka)	48
Mt Aspiring National Park	49
Haast to Cook River Conservation Area	61

LOWER SOUTH ISLAND

St Bathans	50
Arrowtown Chinese Settlement	51
Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	52
Remarkables Ski Area (ski area, Lake Alta track, other areas)	53
Otago Central Rail Trail	54
Moeraki Boulders	55
Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)	56



LOWER SOUTH ISLAND (CONT.)

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

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

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

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

Please only give one answer at this question.

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

Or:

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

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

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

Please circle all that apply

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

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

Please circle one answer

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

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

Please circle one answer

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

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

Q18. Before your most recent visit to a Department of Conservation area, what sources of information did you use to find out about the area you were visiting?

Please circle all that apply

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

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

Please circle all that apply

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

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

Please circle all that apply

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

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

Please circle all that apply

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

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

Please circle all that apply

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

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

Please circle one answer

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

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

Please circle all that apply

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

HISTORIC SITES

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

Please circle one answer

Yes	1
No	2

Q24a. Below is a map and list of many of the historic sites in the North Island that are administered by the Department of Conservation. Please read through this list and indicate all of the sites you have visited in the past 12 months.

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

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

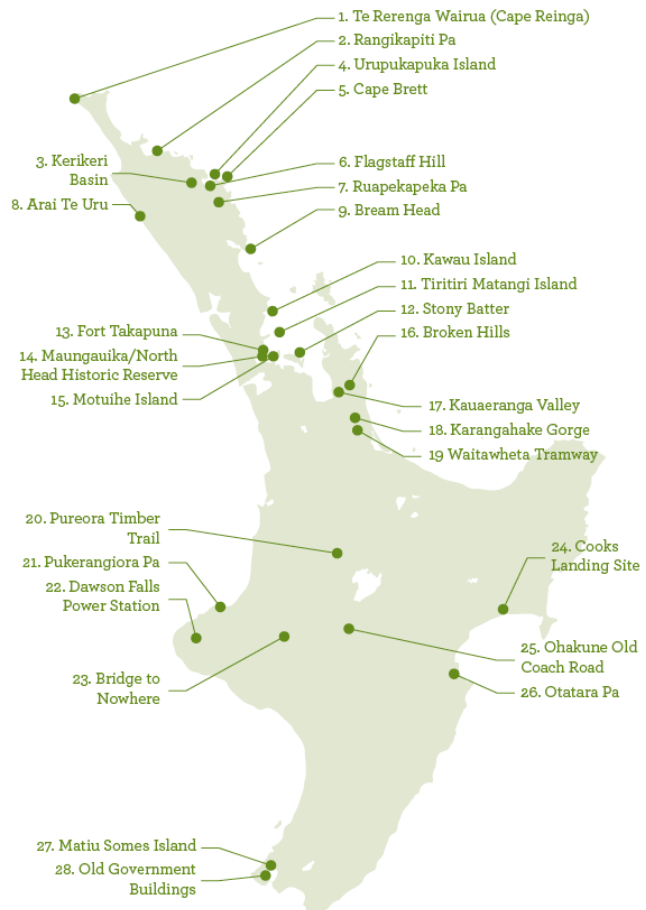
You have not visited any historic sites in the North Island administered by DOC in the past 12 months 97

UPPER NORTH ISLAND

Te Rerenga Wairua (Cape Reinga)	1
Rangikapiti Pa	2
Kerikeri Basin (Kororipo Pa, walks around stone store)	3
Urupukapuka Island	4
Cape Brett	5
Flagstaff Hill	6
Ruapekapeka Pa	7
Arai Te Uru (South Head, Hokianga Harbour)	8
Bream Head	9
Kawau Island	10
Tiritiri Matangi Island	11
Stony Batter (on Waiheke Island)	12
Fort Takapuna	13
Maungauika / North Head Historic Reserve	14
Motuihe Island	15
Broken Hills	16
Kauaeranga Valley	17
Karangahake Gorge and Historic Gold Mine	18
Waitawheta Tramway	19

CENTRAL AND LOWER NORTH ISLAND

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



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

Q24b. Below is a map and list of many of the historic sites in the South Island that are administered by the Department of Conservation. Please read through this list and indicate all of the sites you have visited in the **past 12 months**.

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

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

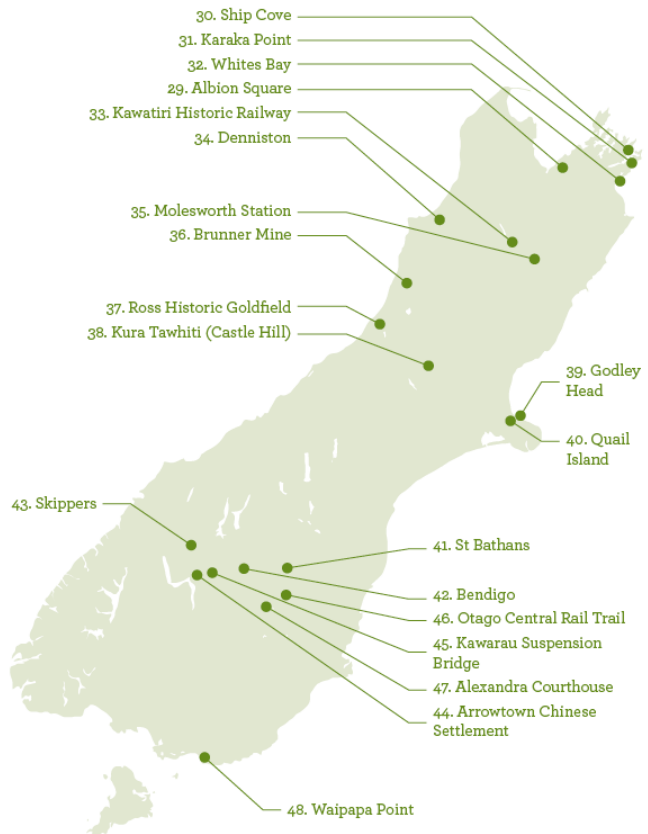
You have not visited any historic sites in the South Island administered by DOC in the past 12 months **97**

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

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

LOWER SOUTH ISLAND	
St Bathans	41
Bendigo	42
Skippers	43
Arrowtown Chinese Settlement	44
Kawarau Suspension Bridge	45
Otago Central Rail Trail	46
Alexandra Courthouse	47
Waipapa Point	48

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



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

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

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

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

Or:

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

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

Please circle **one** answer

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

THE DEPARTMENT OF CONSERVATION

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

Please circle **one** answer

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

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

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

INTRODUCED SPECIES

Q29. The following is a list of species that have been introduced to New Zealand.

Based on what you have seen or heard, to what extent do you believe each is a threat to New Zealand's native plants, birds, animals or natural environments?

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

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

Q30. There are a number of ways that species that are considered to be pests can be controlled.

For each of the possible ways listed below, please indicate your general attitude to the Department of Conservation using this method of pest control.

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

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

DEMOGRAPHICS

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

Please circle one answer

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

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

Please circle one answer

Managers	1
Professionals	2
Technicians and Trades Workers	3
Community and Personal Service Workers	4
Clerical and Administrative Workers	5
Sales Workers	6
Machinery Operators and Drivers	7
Labourers	8
Retired	9
Student	10
Home Duties (e.g. child care)	11
Other Beneficiary	12
Prefer not to say	97

Q33. Which of the following best describes your household?

Please circle one answer

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

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

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

Please circle all that apply

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

Q35. What ethnic groups do you belong to?

Please circle all that apply

New Zealand European	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Asian	7
Indian	8
Other, please specify _____	98
Prefer not to say	97

Q36. It is likely that more in-depth research will be carried out on this topic in the future.

Are you willing to provide your contact details so that either Ipsos or the Department of Conservation are able to contact you and invite you to take part in further research?

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

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

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

Please circle all that apply

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

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

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

Name:

Phone Number:

Email:

Thank you!

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

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

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

Ipsos Limited (FreePost Authority Number 3898)

PO Box 12 567


Penrose

Auckland 1642

New Zealand

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

 DOCsurvey@ipsos-research.com

 0800 842 659 (during office hours)

For some Frequently Asked Questions (FAQs) please visit

 www.ipsos-doc-research.co.nz