



Department of Conservation Survey of New Zealanders 2019

Topline report
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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.

This survey marks a change from the previous annual survey that has previously been undertaken by DOC. DOC's information needs have been consolidated into one survey for increased efficiency and moved to an online methodology. No tracking has been included due to the shift in research instrument design and sampling methodology; therefore, the results are not directly comparable to previous surveys.

Objectives

There are four key objectives of this research:

1. To provide national population-based recreation and historic demand data to inform regional- and national-level planning, monitoring and reporting.
2. To provide national population-based conservation attitude and behaviour data to inform national-level communication planning.
3. To provide national population-based natural heritage social indicator information for monitoring purposes.
4. To provide insights that can be used to help DOC enable more New Zealanders and New Zealand residents to experience the country's Protected Natural Areas (PNAs) and Cultural and Historic Heritage Sites (CHHSs) safely and enjoyably.

Method

Aspect	Detail
Fieldwork dates	May 2019 to June 2019
Sample type	Online via the Dynata opt-in panel plus Ipsos i-Say panel
Sample provider	Dynata and Ipsos panels; cookies used to prevent respondent cross-over
Sample size	n=2,803
Questionnaire format	Self-completion online available in English only
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 according to the 2013 Census profile. Rim weighting is a form of a target weighting we use when we have sub-samples to which we want to apply non-interlocking weightings for 2 or more variables.

Method	Sampling was based on regional council areas
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The 'Total Level' data shown in evaluating 'Protected Natural Areas' and 'Cultural and Historic Heritage Sites' should be treated with caution, as it is based upon the experiences reported by respondents in relation to their self-nominated most-recent / most-used destination. Therefore, the figure does not account for net volumes of visitation to each DOC destination, and may be skewed towards destinations that are more suited to summer visitation, because of the survey's May–June fieldwork period.

SAMPLE BREAKDOWN

<i>StatsNZ Regional Council Area</i>	Target	Total Achieved
<i>Northland</i>	150	151
<i>Auckland</i>	400	407
<i>Waikato</i>	200	201
<i>Bay of Plenty</i>	200	201
<i>Gisborne</i>	150	58
<i>Hawke's Bay</i>	150	224
<i>Taranaki</i>	150	129
<i>Manawatu / Whanganui</i>	150	186
<i>Wellington</i>	200	201
<i>NORTH ISLAND (SUBTOTAL)</i>	1,750	1,758
<i>Nelson or Tasman</i>	150	180
<i>Marlborough</i>	150	104
<i>West Coast</i>	150	59
<i>Canterbury & Chatham Islands</i>	250	347
<i>Otago</i>	200	203
<i>Southland</i>	150	151
<i>New Zealand not specified</i>		1
<i>SOUTH ISLAND (SUBTOTAL)</i>	1,050	1,044
<i>ALL New Zealand</i>	2,800	2,803

A Note on Reporting

This report largely concentrates on respondents' visits to "Protected Natural Areas" and "Cultural and Historic Heritage Sites".

Protected Natural Areas

"Protected Natural Areas" can include National Parks, Conservation Parks, Forest Parks, Island Reserves, Mainland Islands, Marine Reserves, National Reserves, Regional Parks, Scenic Reserves, Esplanade Reserves, Local Reserves, Wetlands, World Heritage Sites, Private Reserves and miscellaneous other reserves. Generally speaking they are protected for scenic, scientific, historic and cultural reasons, or set aside for recreational purposes, as per the Reserves Act of 1977.

Cultural and Historic Heritage Sites

Cultural and Historic Heritage Sites are natural and / or human-made locations conserved to "benefit New Zealanders by contributing to their knowledge of this country's diverse past, and through this, increase their sense of place, pride, and national identity. The presence and use of historic and cultural heritage offers economic benefits through tourism, provides New Zealanders with opportunities to learn about and enjoy the nation's past, and provides Māori with opportunities to exercise kaitiakitanga and to maintain and revitalise cultural practices and identity." (from the DOC Statement of Intent 2008-11, see https://www.doc.govt.nz/about-us/our-role/corporate-publications/statement-of-intent-archive/statement-of-intent-2008-2011/3_0-operating-intentions/3_3-historic-and-cultural-heritage/)

Net Promotor Score (NPS)

This is reported in several places in this report, as a key DOC measure. NPS originally stood for Net Promoter Score, but now means Net Promoter System. Net Promoter Scores are calculated using the answer to a single question, using a 0-10 scale: "How likely is it that you would recommend [XXX] to a friend or colleague?" This is known the Net Promoter Score question or the 'recommend' question.

Respondents are grouped as follows:

- Promoters (score 9-10)
- Passives (score 7-8)
- Detractors (score 0-6)

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter). Note that the Net Promoter Score is just a simple metric and measuring NPS alone is not going to lead to improvement, nor is NPS a proven leading indicator of growth or success. A net score is inherently less stable than a single proportion or a mean, and NPS can be subject to cultural bias (the cut-off points for the NPS categories (e.g. "10/9 = Promoter") do not equally apply to all countries in same way, especially as some countries culturally score lower than others).

Summary of key measures

Question	Key Measure
Q28: Importance of conservation (<i>% giving top-2 scores out of 5</i>)	76%
Q7: Whether visited any DOC Protected Natural Areas (PNAs)	55%
Q9: Main activity carried out during visit to PNA (<i>top-3 activities in ranked order</i>)	1. Short walk (<3 hours) 2. Sightseeing 3. Photography
Q17: Whether visited any DOC Cultural and Historic Heritage Sites (CHHSs)	41%
Q6: Opinion of the Department of Conservation (<i>% giving top-2 scores out of 5</i>)	70%
Q27: Life enrichment: PNA (<i>% giving top-2 scores out of 5</i>)	61%
Q27: Life enrichment: CHHS (<i>% giving top-2 scores out of 5</i>)	53%

Summary snapshots of PNAs and CHHSs

The ‘Overall Index Scores’ shown below are calculated by summing the scores in each column and calculating what their total represents as a proportion of the maximum possible sum. Hence the maximum possible score is 600 for PNAs (the sum of 6 measures out of 100), and 500 for CHHSs (the sum of 5 measures out of 100), these scores are then divided by 6 and 5 respectively to give an easily comparable score out of 100.

This calculation gives equal weighting to each measure. Note that a visitor’s overall satisfaction will not be based on an equal consideration of these factors; this will vary by person.

	Total PNAs	Total CHHSs
% of the sample visited	55%	41%
Recent / frequent visitors (base)	n=1,256	n=695
Net promoter score (max 100)	48	35
Satisfaction (% giving top-2 scores out of 5)	87%	85%
Visitor management (% giving top-2 scores out of 5)	49%	58%
Zero damage (max 100%)	46%	51%
% who felt safe (max 100%)	91%	Not asked
Overall experience mean score (% giving top-2 scores out of 5)	81%	77%
Overall Index Score	67%	61%

Visitation incidence (Q8a/b & Q18a/b); Net promoter score (Q11 & Q21); Satisfaction (Q10 & Q20); Visitor management (Q13 & Q23); Damage present (Q12 & Q22); Safety (Q15); Overall experience (Q14 & Q24)

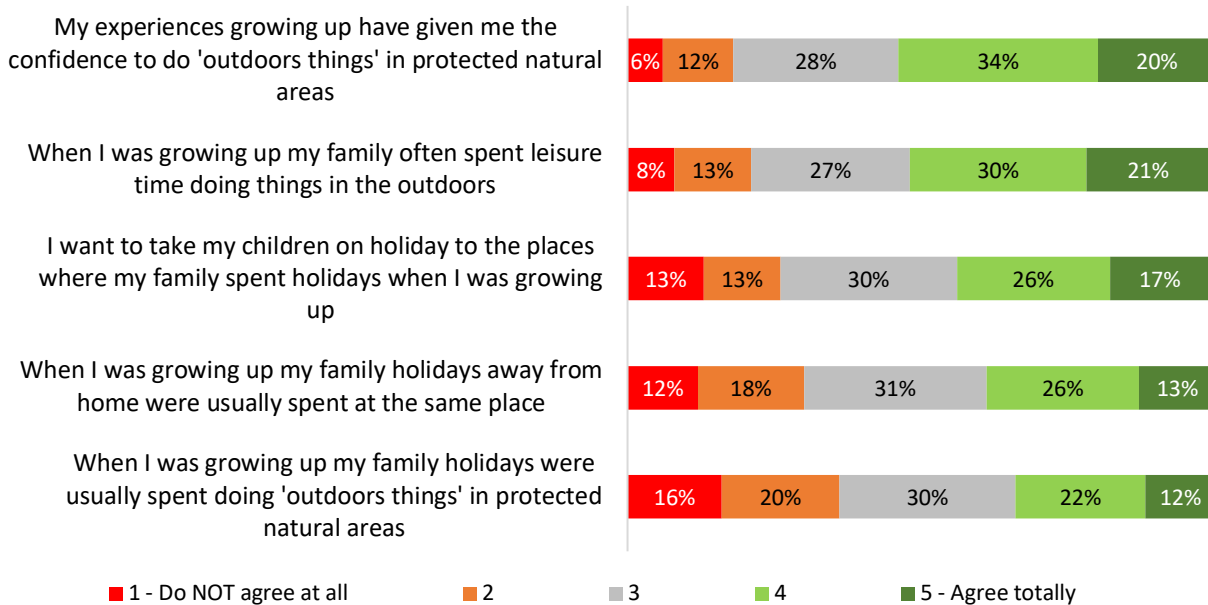
Key highlights

GROWING UP OUTDOORS

Experience Outdoors

Although outdoor recreation in childhood was reportedly common amongst the sample, only 34% did this in Protected Natural Area(s). With 51% of the sample growing up in a very 'outdoorsy' context (often spending leisure time doing things in the outdoors), the assumption is that the balance of 21% clearly did not, and 46% disagreed with the statement that "My experiences growing up have given me the confidence to do 'outdoors things' in protected natural areas" (i.e. the balance of 54% did not disagree with this statement).

Spending time in the outdoors



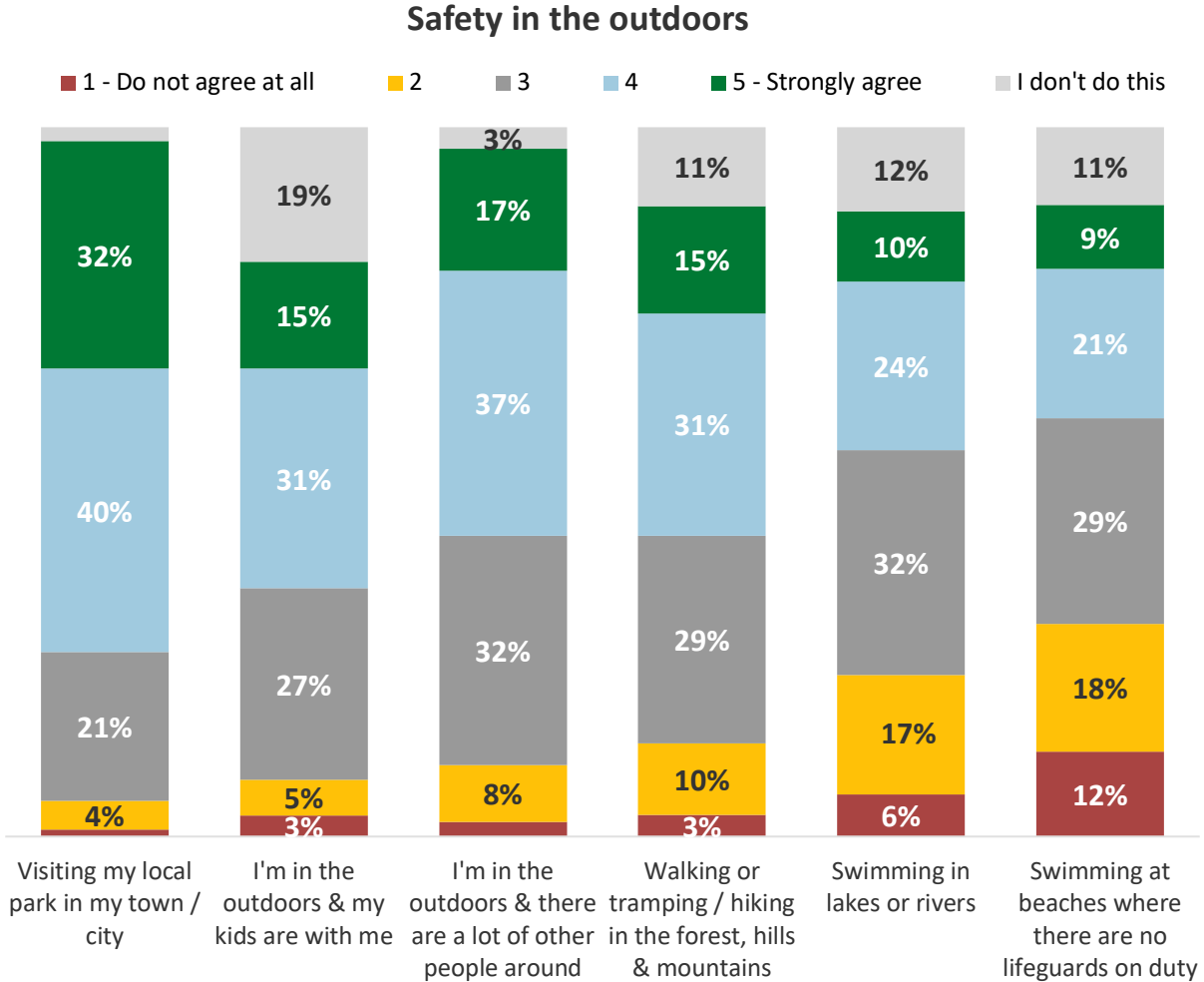
Q41: To what extent do you agree with the following statements?
 Chart shows % agreeing with each statement; see questionnaire in Appendix for further detail.

Base: All respondents (n=2,803)

Safety in the outdoors

Outdoor experience appears to have a relationship with confidence in the outdoors.

Swimming in lakes, rivers or beaches is regarded as the least safe activity by the total sample, with those born outside New Zealand feeling more unsafe in these activities than others.



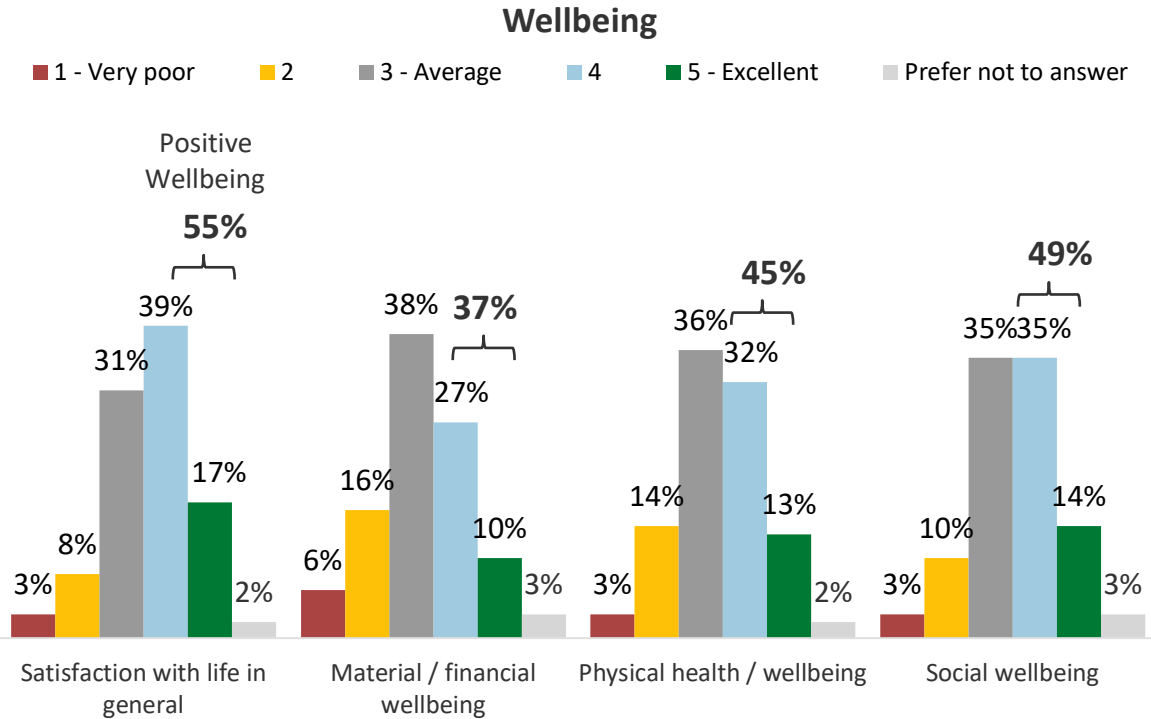
Q42: To what extent do you agree with the following statements: "I feel safe when..." (options as shown in chart above)

Base: All respondents (n=2,803)

INDIVIDUAL CAPABILITIES AND VISITATION

General wellbeing

The respondents generally rated themselves as having 'average' or 'above-average' wellbeing.



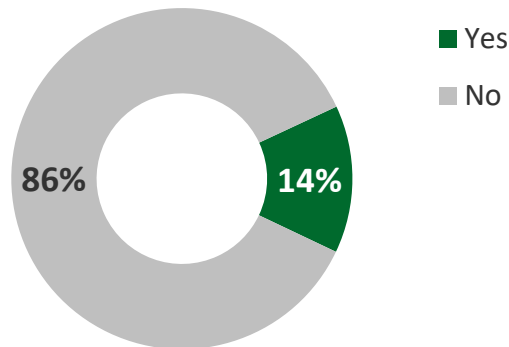
Q35: Over the last 12 months, how would you rate your...? (options as shown in chart above)

Base: All respondents (n=2,803)

Physical capabilities

Some 14% of the sample self-identified as having a disability that makes travel difficult.

Self-perceptions of disability

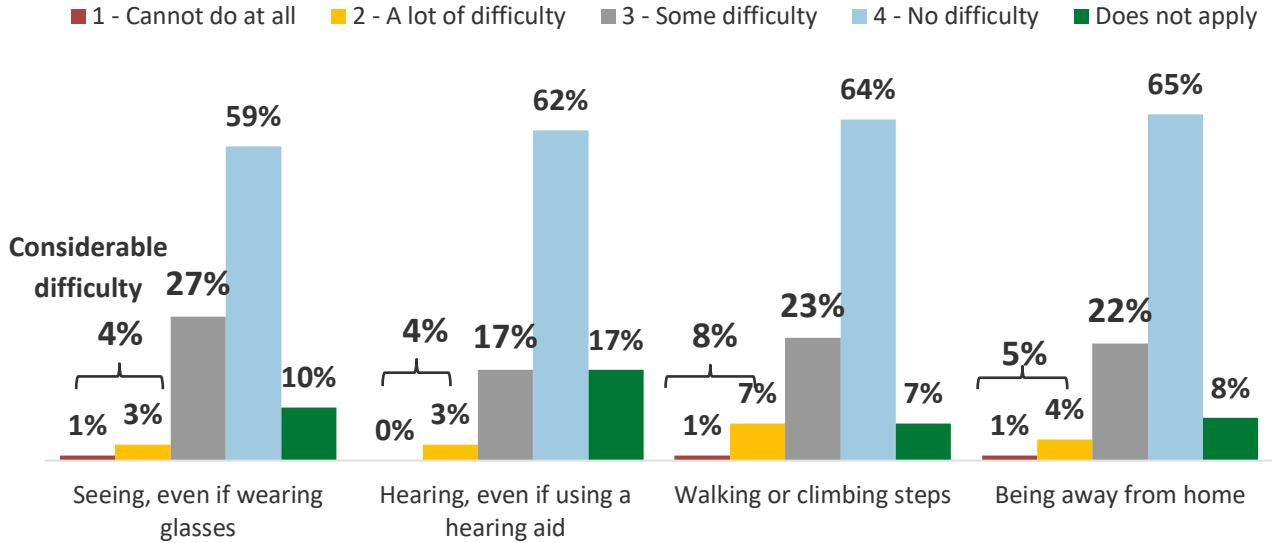


Q37: Do you think of yourself as disabled (or as having a disability) that makes travel difficult?

Base: All respondents (n=2,803); Those with a disability (n=398), Those without a disability (n=2,405)

Around 40% of the sample reported experiencing physical difficulties that may well impede their ability to fully access / enjoy their PNA and CHHS visits.

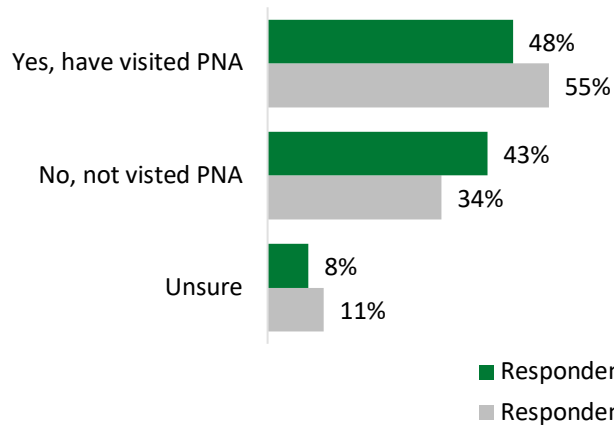
Physical challenges



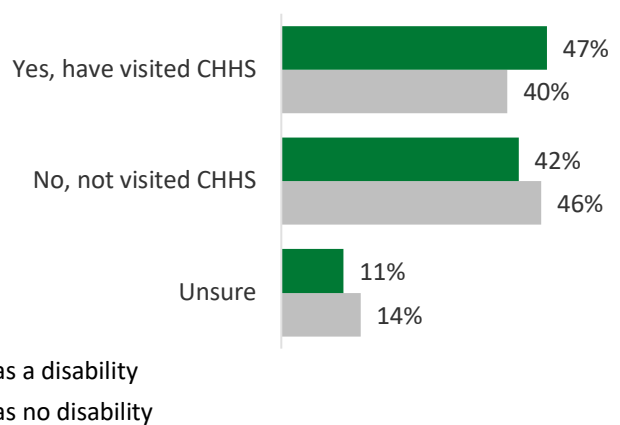
Q36: Do you have difficulty with any of the following? (available answers shown in chart above) **Base:** All respondents (n=2,803)

Compared to the total sample, those with a disability that makes travel difficult were less likely to have visited a PNA but more likely to have visited a CHHS, possibly as CHHSs are often more urban and easily accessible.

Visitation to PNAs



Visitation to CHHSs

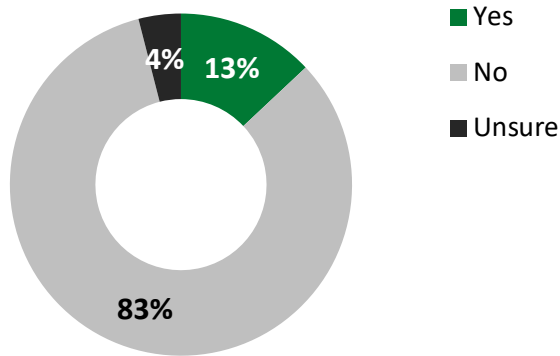


Q7: Have you visited any of New Zealand's Protected Natural Areas over the past 12 months? / **Q17:** Have you visited any of New Zealand's Cultural and Historic Heritage Sites over the past 12 months? **Base:** All respondents (n=2,803); Those with a disability (n=398), Those without a disability (n=2,405)

Household members with disability

Some 13% have members of their household who are disabled.

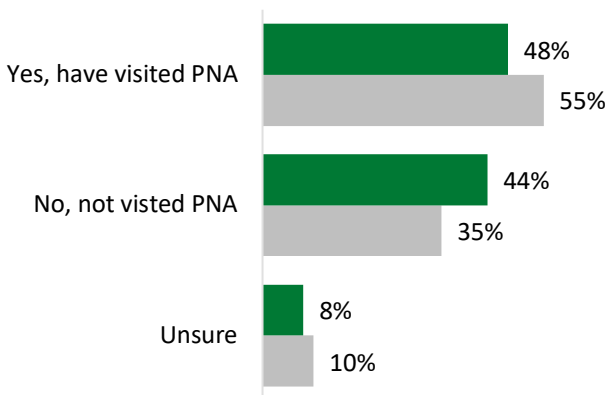
Household members with a disability



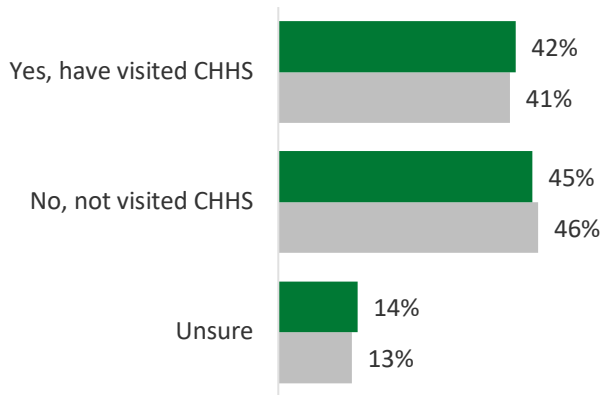
Q38: Does any other member of your household have a disability? **Base:** All respondents (n=2,803); HH member with a disability (n=369), HH member without a disability (n=2,314), Unsure (n=120)

Those whose household includes someone with a disability were less likely to have visited a Protected Natural Area (48% c/f 55% of households with no disabled people). This difference was only 7% so could be regarded as a small one.

Visitation to PNAs



Visitation to CHHS



■ HH member with a disability
■ HH member without a disability

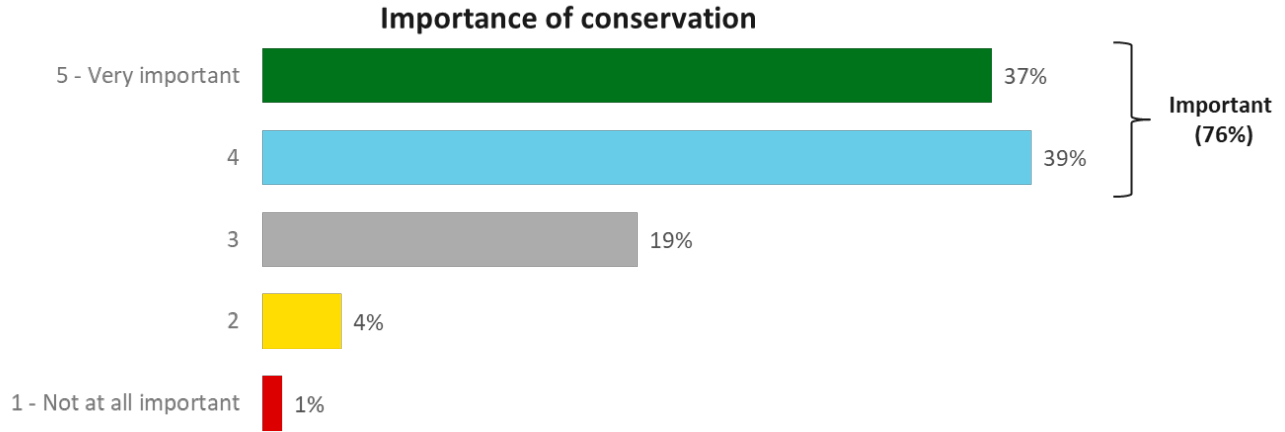
Q7: Have you visited any of New Zealand’s Protected Natural Areas over the past 12 months? / **Q17:** Have you visited any of New Zealand’s Cultural and Historic Heritage Sites over the past 12 months?

Base: All respondents (n=2,803); HH member with a disability (n=369), HH member without a disability (n=2,314), Unsure (n=120)

CONSERVATION ATTITUDES AND PARTICIPATION

Importance of conservation

The majority of the sample considered conservation to be important.



Q28: Thinking about conservation overall, how important is conservation to you personally?

Base: All respondents (n=2,803)

Participation in conservation activities

Some 60% reported doing no conservation activities in the past 12 months.

Activity	%
Educating others about the environment or conservation	15%
Pest control (not including mice in your house)	14%
Native tree planting	14%
Historic heritage (preserving our history and helping others connect with it)	8%
Protection or restoration of a forest, wetland or marine habitat or species	7%
Recreation facilities or services (e.g. building or maintaining huts, guiding)	6%
Other (e.g. beach clean-ups)	2%
None of these	60%

Q29: Thinking back over the past 12 months, have you spent any time on any of the following conservation activities?

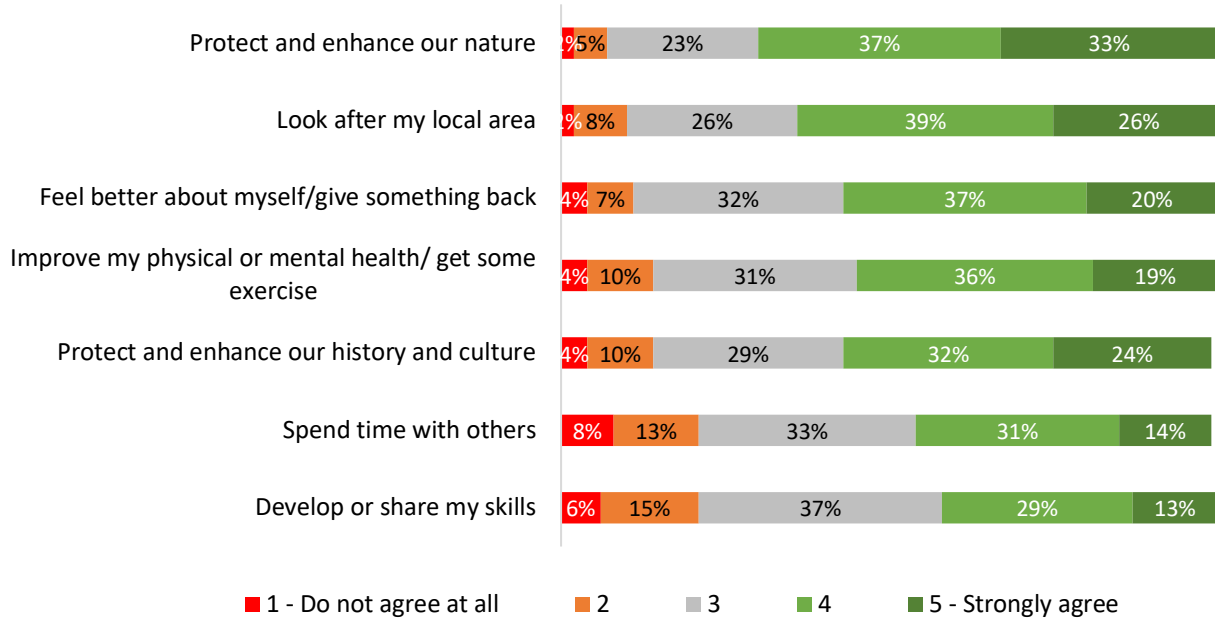
Table shows % answering 'yes' to each activity. Options as shown in table above.

Base: All respondents (n=2,803)

Conservation attitudes and behaviour

Those who participate in conservation activities are largely motivated by the lasting impact such activities will have on nature and their local area.

Reasons to spend time on conservation activities



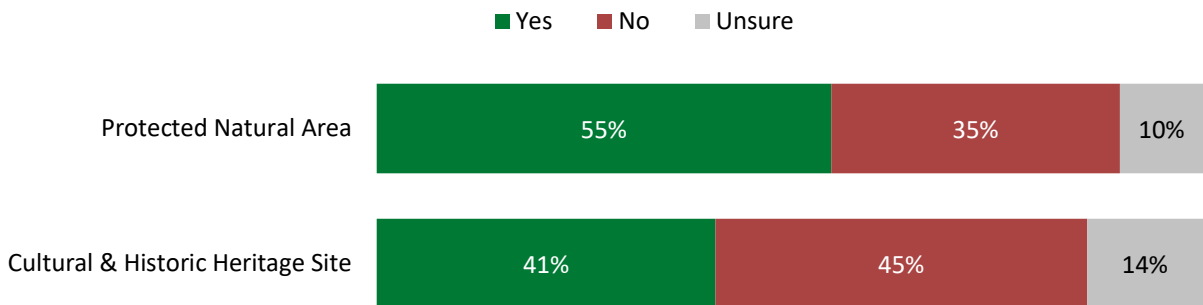
Q30: To what extent do you agree with the following statements: "I spend time on conservation activities to..."?
 Chart shows % agreeing with each statement; see questionnaire in Appendix for further detail.
Base: Respondents who have carried out conservation activities in the past 12 months (n=1,107)

VISITATION AND SATISFACTION: PNAS AND CHHSS

Visiting PNAs and CHHSS

More than half (55%) have visited a Protected Natural Area in the last year and 41% have visited a Cultural and Historic Heritage Site.

Within past 12 months, visited a...



Q7: Have you visited any of New Zealand's Protected Natural Areas over the past 12 months? / **Q17:** Have you visited any of New Zealand's Cultural and Historic Heritage Sites over the past 12 months? **Base:** All respondents (n=2,803)

Protected Natural Areas visited¹

Tongariro National Park is the most-visited Protected Natural Area in the North Island. As overseas visitors are not surveyed, these numbers may differ to actual visitation volumes.

NORTH ISLAND			
Tongariro National Park	10%	Kaimai Mamaku Conservation Park	3%
Coromandel Forest Park	9%	Kaimanawa Forest Park	3%
Egmont National Park	6%	Te Urewera / Waikaremoana	3%
Whanganui National Park	5%	Whakarewarewa Conservation Park	2%
Northland Conservation Park	5%	Kaweka Forest Park	2%
Remutaka Forest Park	5%	Ruahine Forest Park	2%
Aotea / Great Barrier Conservation Park	5%	Pureora Forest Park	2%
Tararua Forest Park	4%	Whirinaki Te Pua-a-Tāne Conservation Park	2%
Pirongia Forest Park	4%	Other	6%
		Can't remember	4%

Q8a: Please indicate which of the following Protected Natural Areas you visited in or near the North Island.

Base: All respondents (n=2,803)

The Abel Tasman National Park and Arthur's Pass are the most-visited Protected Natural Area parks in the South Island. As overseas visitors are not surveyed, these numbers may differ from actual volumes.

SOUTH ISLAND			
Abel Tasman National Park	6%	Craigieburn Forest Park	1%
Arthur's Pass National Park	5%	Eyre Mountains / Taka Rā Haka Conservation Park	1%
Aoraki / Mount Cook National Park	4%	Ahuriri Conservation Park	1%
Hanmer Conservation Park	4%	North-West Nelson Forest Park	1%
Nelson Lakes National Park	4%	Te Papanui Conservation Park	1%
Fiordland National Park	3%	Hakatere Conservation Park	1%
Catlins Conservation Park	3%	Paparoa National Park	1%
Mount Aspiring National Park	2%	Mavora Lakes Conservation Park	<1%
Kahurangi National Park	1%	Korowai / Torlesse Tussocklands Park	<1%
Victoria Forest Park	1%	Ka Whata Tū o Rākihōua Conservation Park	<1%
Westland Tai Poutini National Park	1%	Te Kahui Kaupeka Conservation Park	<1%
Lake Sumner Forest Park	1%	Ruataniwha Conservation Park	<1%
Rakiura / South Island National Park	1%	Nga Motu / Sugar Islands Conservation Marine Park	<1%
Hāwea Conservation Park	1%	Oteake Conservation Park	<1%
Mt Richmond Forest Park	1%	Can't remember	2%
		Other	1%

Q8b: Please indicate which of the following Protected Natural Areas you visited in or near the South Island.

Base: All respondents (n=2,803)

¹ The 'Total Level' data shown in evaluating 'Protected Natural Areas' and 'Cultural and Historic Heritage Sites' should be treated with caution, as it is based upon the experiences reported by respondents in relation to their self-nominated most-recent / most-used destination. Therefore, the figure does not account for net volumes of visitation to each DOC destination, and may be skewed towards destinations that are more suited to summer visitation, because of the survey's May-June fieldwork period.

Cultural and Historic Heritage Sites visited²

The most-visited Cultural and Historic Heritage Sites in the North Island are Te Rerenga and the Karangahake Gorge and Historic Gold Mine. As overseas visitors are not surveyed, these numbers may be slightly different to actual visitation volumes.

UPPER NORTH ISLAND				CENTRAL-LOWER NORTH ISLAND	
Te Rerenga (Cape Reinga)	4%	Rangihoua Heritage Park / Marsden's Cross	1%	Bridge to Nowhere, Whanganui River	2%
Karangahake Gorge & Historic Gold Mine	4%	Urupukapuka Island	1%	Cook's Landing Site (Gisborne)	2%
Fort Takapuna	3%	Te Whara / Bream Head	1%	Ohakune Old Coach Road	2%
Kororipo Heritage Park / Kerikeri Basin	2%	Cape Brett / Rakaumangamanga	1%	Remutaka Rail Trail	2%
Flagstaff Hill	2%	Mansion House / Kawau Island	1%	Pureora Timber Trail	1%
Tane Mahuta	2%	Stony Batter (Waiheke Island)	1%	Dawson Falls Power Station	1%
Ruapekapeka Pa	2%	Motuihe Island POW Camp	1%	Otatara Pa	1%
Tiritiri Matangi Island Lighthouse	2%	Kaueranga Valley	1%	Matiu Somes Island	1%
Maungauika / North Head Historic Reserve	2%	Waitawheta Tramway	0%	Dominion Observatory	1%
				Pukerangiora Pa	<1%
Somewhere else	8%	Unsure	5%		

Q18a: Which of the following Cultural and Historic Heritage Sites in or near the North Island have you visited in the last 12 months? **Base:** All respondents (n=2,803)

The most-visited Cultural and Historic Heritage Sites in the South Island are Arrowtown and the Otago Central Rail Trail. As overseas visitors are not surveyed, these numbers may differ from actual volumes.

UPPER-CENTRAL SOUTH ISLAND		LOWER SOUTH ISLAND	
Albion Square (Nelson)	1%	Arrowtown Chinese Settlement	2%
Meretoto / Ship Cove, Marlborough Sounds	1%	Otago Central Rail Trail	2%
Kawatiri Historic Railway	1%	St Bathans	1%
Denniston Area (incline, walks & mine experience)	1%	Bendigo Goldfield	1%
Brunner Mine Historic Area	1%	Kawarau Suspension Bridge	1%
Kura Tawhiti (Castle Hill)	1%	Alexandra Courthouse	1%
Godley Head	1%	Milford Track	1%
Molesworth Station	0%	Macetown, Skippers Canyon, Bannockburn Sluicings, Port Craig, Waipapa Point	Each <1%
Ross Historic Goldfield	0%	Ōtamahua / Quail Island	0%
Somewhere else	4%	Unsure	1%

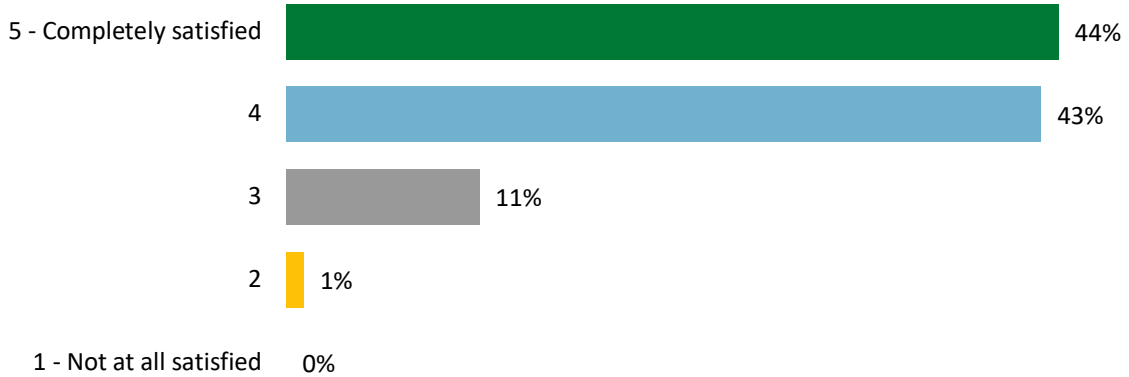
Q18b: Which of the following Cultural and Historic Heritage Sites in or near the South Island have you visited in the last 12 months? **Base:** All respondents (n=2,803)

² The 'Total Level' data shown in evaluating 'Protected Natural Areas' and 'Cultural and Historic Heritage Sites' should be treated with caution, as it is based upon the experiences reported by respondents in relation to their self-nominated most-recent / most-used destination. Therefore, the figure does not account for net volumes of visitation to each DOC destination, and may be skewed towards destinations that are more suited to summer visitation, because of the survey's May-June fieldwork period.

Satisfaction with PNA visited most recently

respondents were overall satisfied with their visits to Protected Natural Areas.

Satisfaction with PNA visited most often / most recently



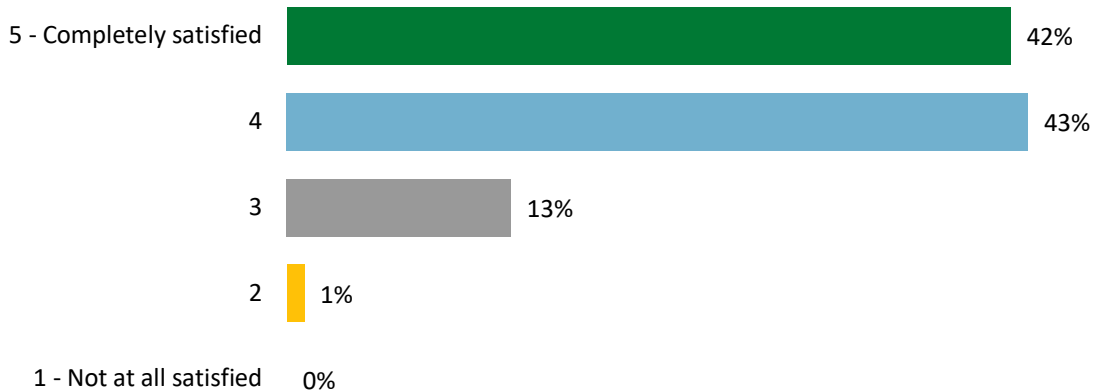
Q8c: Which of the following places did you visit most often (or most recently – select the location that is strongest in your memory)? / **Q10:** Overall, how satisfied were you with your most recent experience at <LOCATION SELECTED IN Q8c>?

Base: Respondents who have visited a Protected Natural Area in the last 12 months (n=1,256)

Satisfaction with CHHS visited most recently

Overall, visitors had high levels of satisfaction with their recent trip to a Cultural and Historic Heritage Site.

Satisfaction with CHHS visited most often / most recently

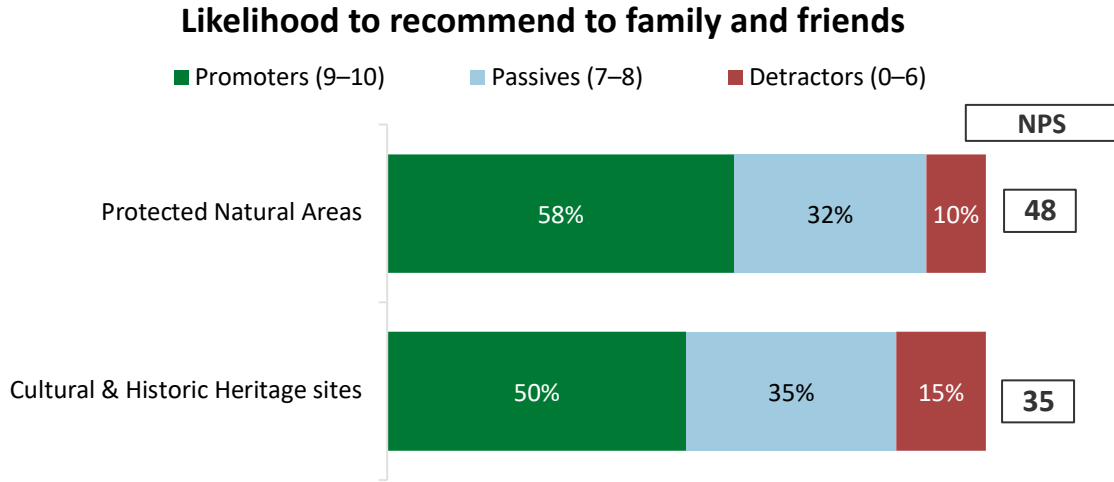


Q19: Which of those Cultural and Historic Heritage Sites did you visit the most often (or most recently)? / **Q20:** Overall, how satisfied were you with your most recent experience at <LOCATION SELECTED IN Q19>?

Base: Respondents who have visited a Cultural and Historic Heritage Site in the last 12 months (n=695)

Net Promoter Score (NPS) of PNAs and CHHSs

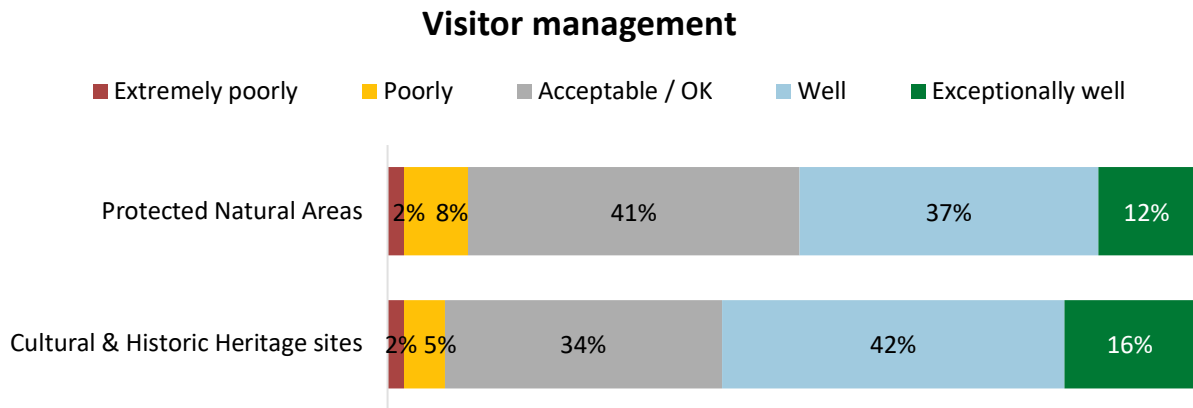
Overall, the respondents would recommend PNAs and CHHSs to family and friends, making them promoters of these sites.



Q11: And how likely is it that you would recommend <LOCATION SELECTED IN Q8c> to your family or friends? / **Q21:** And how likely is it that you would recommend <LOCATION SELECTED IN Q19>, to your family or friends?
 Chart shows % answering at each point of the scale, netted as shown in legend. See questionnaire in Appendix for further detail.
Base: Respondents who have visited a Protected Natural Area in the last 12 months (n=1,256), Respondents who have visited a Cultural and Historic Heritage Site in the last 12 months (n=695)

Visitor management at PNAs and CHHSs

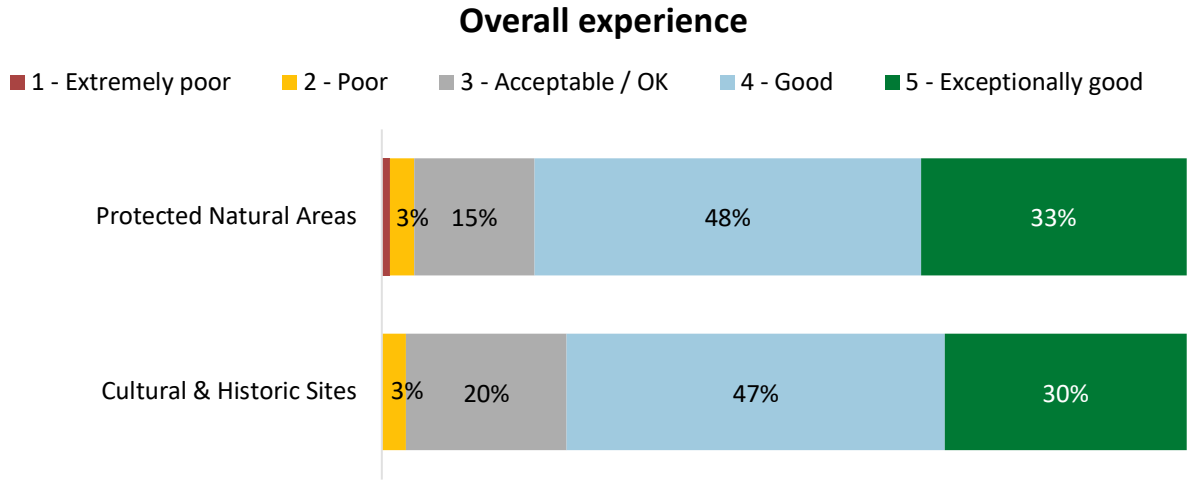
Most recent visitors considered the management of the impact of visitors to PNAs and CHHSs as ‘good’ or ‘exceptionally good’ (PNAs 49%, CHHSs 58%).



Q13: Overall, how well do you think the impacts of visitors were being managed? / **Q23:** Overall, how well do you think the impact of visitors were being managed?
Base: Respondents who have visited a Protected Natural Area in the last 12 months (n=1,256), Respondents who have visited a Cultural and Historic Heritage Site in the last 12 months (n=695)

Overall experience of PNAs and CHHSs

Overall, respondents feel that they had a good experience at Protected Natural Areas and / or Cultural and Historic Heritage Sites they had visited.



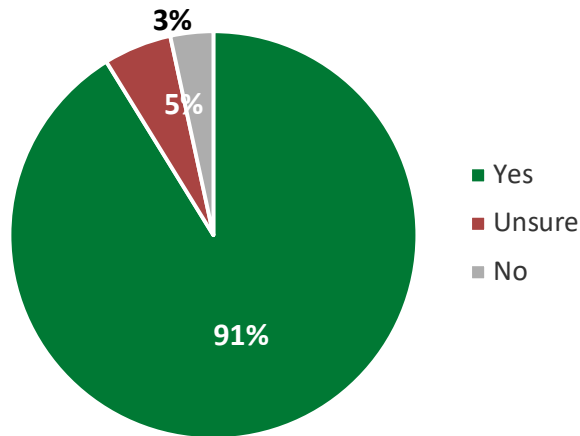
Q14: Overall, how would you rate your experience at ...? / **Q24:** Overall, how would you rate your experience at...?

Base: Respondents who have visited a Protected Natural Area in the last 12 months (n=1,256), Respondents who have visited a Cultural and Historic Heritage Site in the last 12 months (n=695)

Safety at Protected Natural Areas

Overall, the sample was roughly divided as to whether they felt safe when visiting their last PNA.

Did you feel safe at all times?



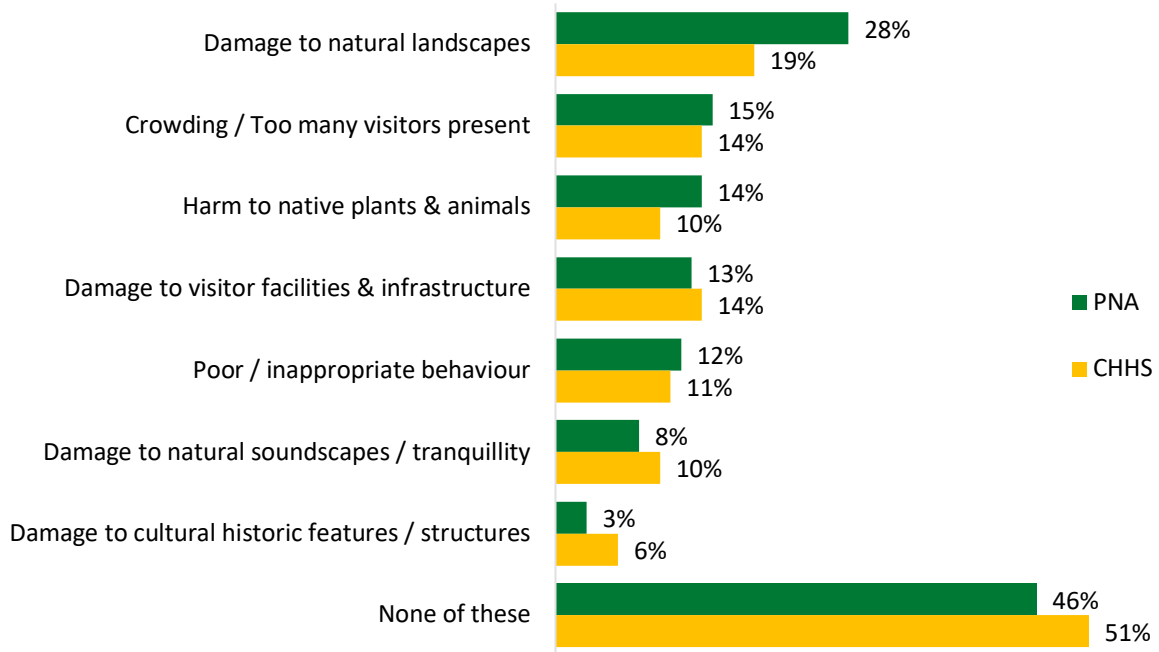
Q15a: Thinking about your most recent visit to <LOCATION SELECTED IN Q8c>, did you, or those under your care, feel safe at all times?

Base: Respondents who have visited a Protected Natural Area in the last 12 months (n=1,256)

Damage reported at PNAs and CHHSs

Damage to natural landscapes is the biggest concern at both PNAs and CHHSs.

Damage reported at PNAs and CHHSs



Q12: Thinking about your most recent visit to a PNA, did you notice any of the following types of damage from other visitors? /

Q22: Thinking about your most recent visit to a CHHS, did you notice any of the following types of damage from other visitors?

Chart shows % reporting perceived damage of cited types; see questionnaire in Appendix for further detail.

Base: Respondents who have visited a Protected Natural Area in the last 12 months (n=1,256), Respondents who have visited a Cultural and Historic Heritage Site in the last 12 months (n=695)

Across sites, half of those who recently or frequently visit a site reported seeing some damage.

Total % who reported damage



Q12: Thinking about your most recent visit to a PNA, did you notice any of the following types of damage from other visitors? /

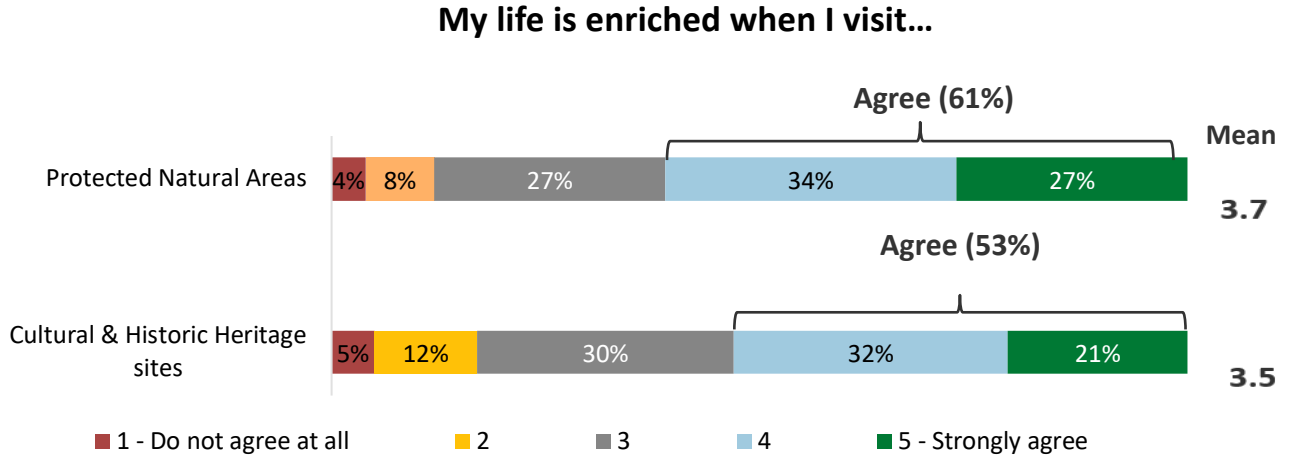
Q22: Thinking about your most recent visit to a CHHS, did you notice any of the following types of damage from other visitors?

Base: Respondents who have visited a Protected Natural Area in the last 12 months (n=1,256), Respondents who have visited a Cultural and Historic Heritage Site in the last 12 months (n=695)

MOTIVATORS AND BARRIERS TO VISITING PNAS AND CHSS

Life enrichment when visiting Aotearoa / New Zealand’s PNAs and CHSSs

Most the sample said that they feel their lives are enriched when visiting Protected Natural Areas and Cultural and Historic Heritage Sites.



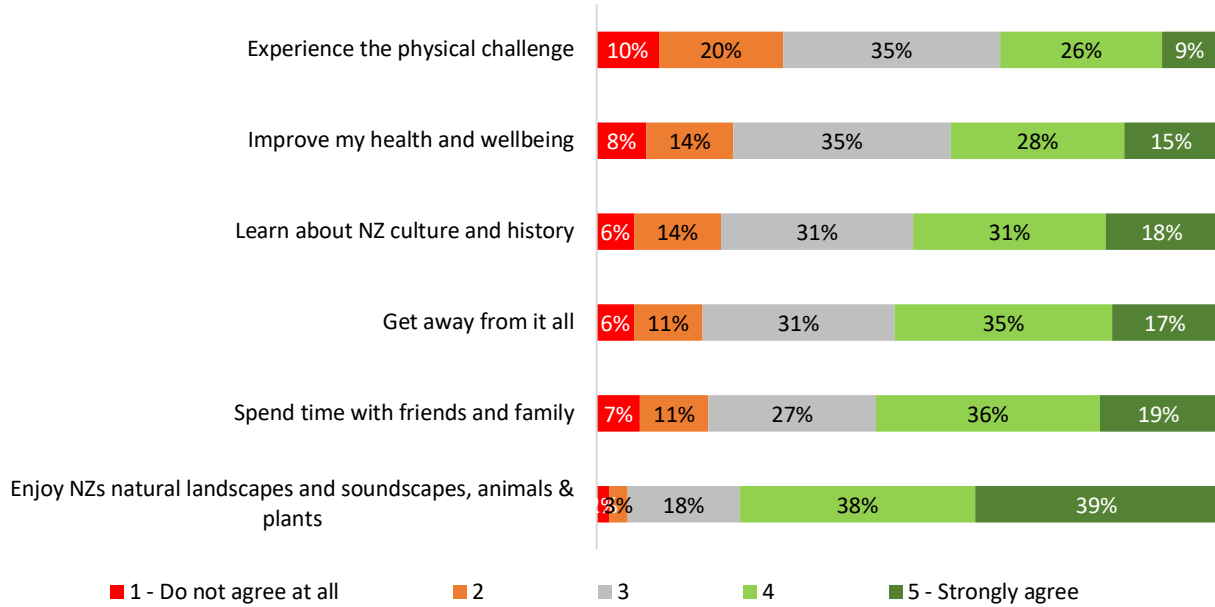
Q27: To what extent do you agree or disagree with each of the following statements: “My life is enriched when I visit Aotearoa / New Zealand’s Protected Natural Areas”; “My life is enriched when I visit Aotearoa / New Zealand’s Cultural and Historic Heritage Sites.”

Base: All respondents (n=2,803)

Reasons for visiting PNAs and CHHSs

The main reasons for visiting Protected Natural Areas and Cultural and Historic Heritage Sites are *natural landscapes, flora and fauna*.

Reasons for visiting PNAs and CHHSs



Q25: To what extent do you agree or disagree with each of the following statements: “I visit Protected Natural Areas and Cultural and Historic Heritage Sites to...” Options as shown in chart above.

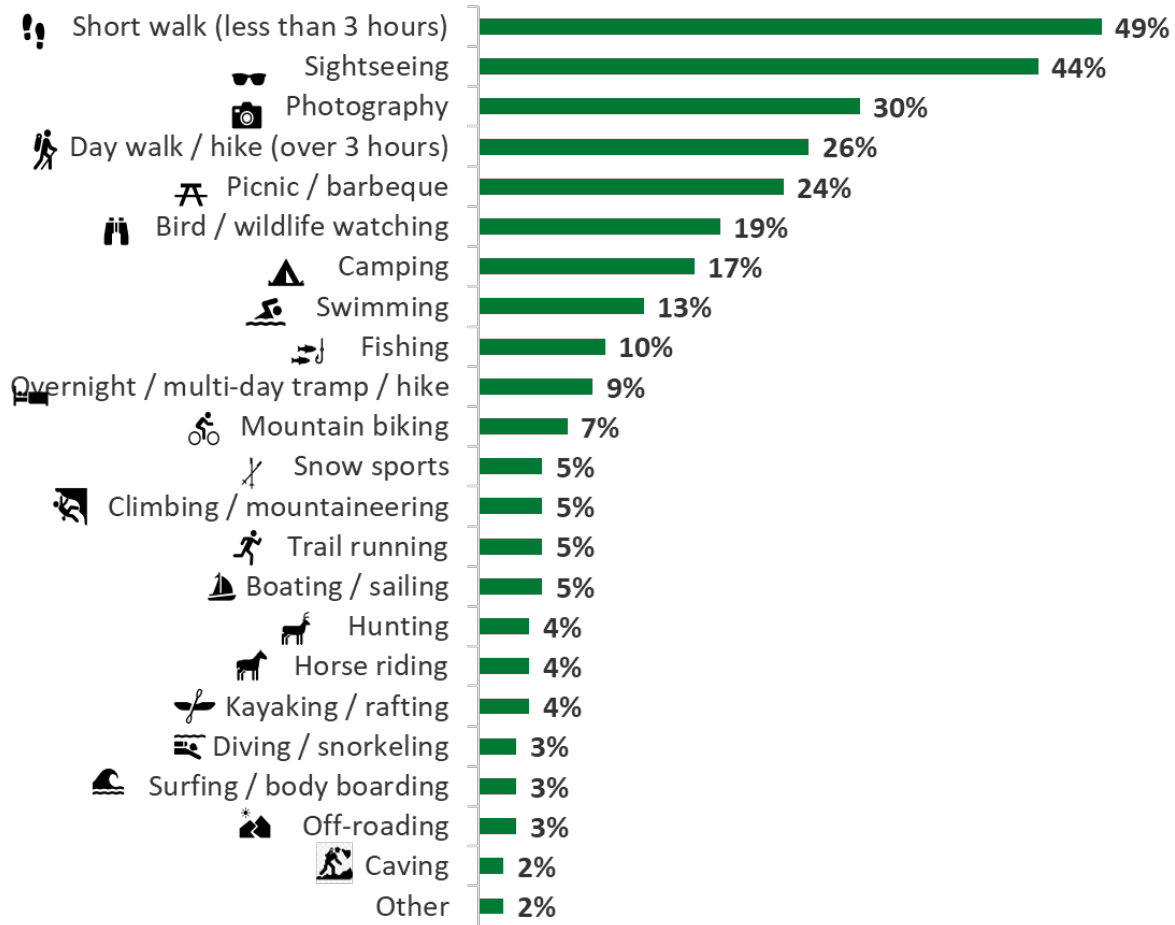
Chart shows % agreeing with each statement; see questionnaire in Appendix for further detail.

Base: All respondents (n=2,803)

Main activity carried out during visit to recreation area³

Short walks and sightseeing are the most popular activities at Protected Natural Areas in New Zealand.

Popular recreational activities



Q9: Thinking about your most recent visit to <LOCATION SELECTED IN Q8c>, which of the following recreational activities did you engage in? Options as shown in chart above.

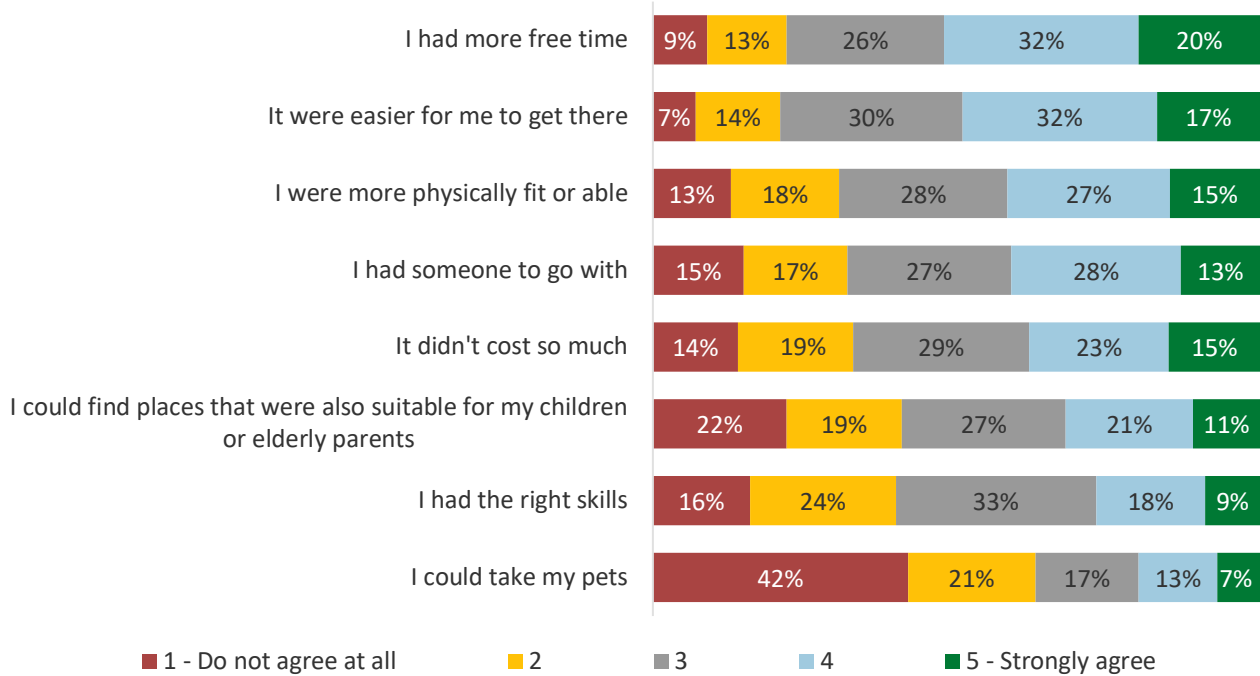
Base: Respondents engaging in PNA activities (n=1,256)

³ The 'Total Level' data shown in evaluating data associated with visitation to 'Protected Natural Areas' and 'Cultural and Historic Heritage Sites' should be treated with caution, as it is based upon the experiences reported by respondents in relation to their self-nominated most-recent / most-used destination. Therefore, the figure does not account for net volumes of visitation to each DOC destination, and may be skewed towards destinations that are more suited to summer visitation, because of the survey's May–June fieldwork period.

Barriers to visiting PNAs

The main barriers to visiting PNAs are a *lack of time* and *ease of travelling* to the sites.

Barriers to visiting Protected Natural Areas

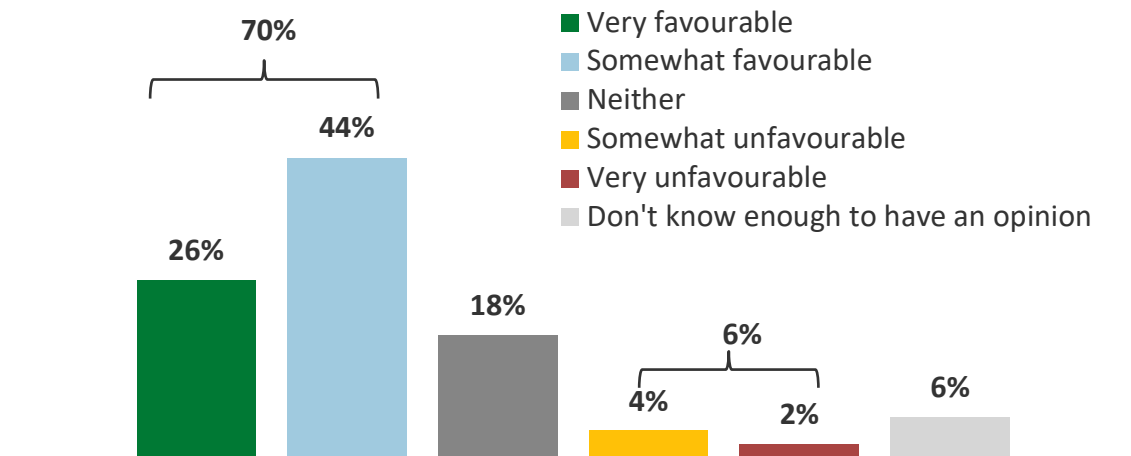


Q26: To what extent do you agree with the following: "I would visit Protected Natural Areas more often if..."? Options as shown in chart above. **Base:** All respondents (n=2,803)

OPINION OF THE DEPARTMENT OF CONSERVATION

Some 70% of respondents hold very / somewhat favourable views of DOC.

Opinion of the Department of Conservation (DOC)



Q6: Overall how favourable or unfavourable is your opinion of the New Zealand Department of Conservation (DOC)? **Base:** All respondents (n=2,803)

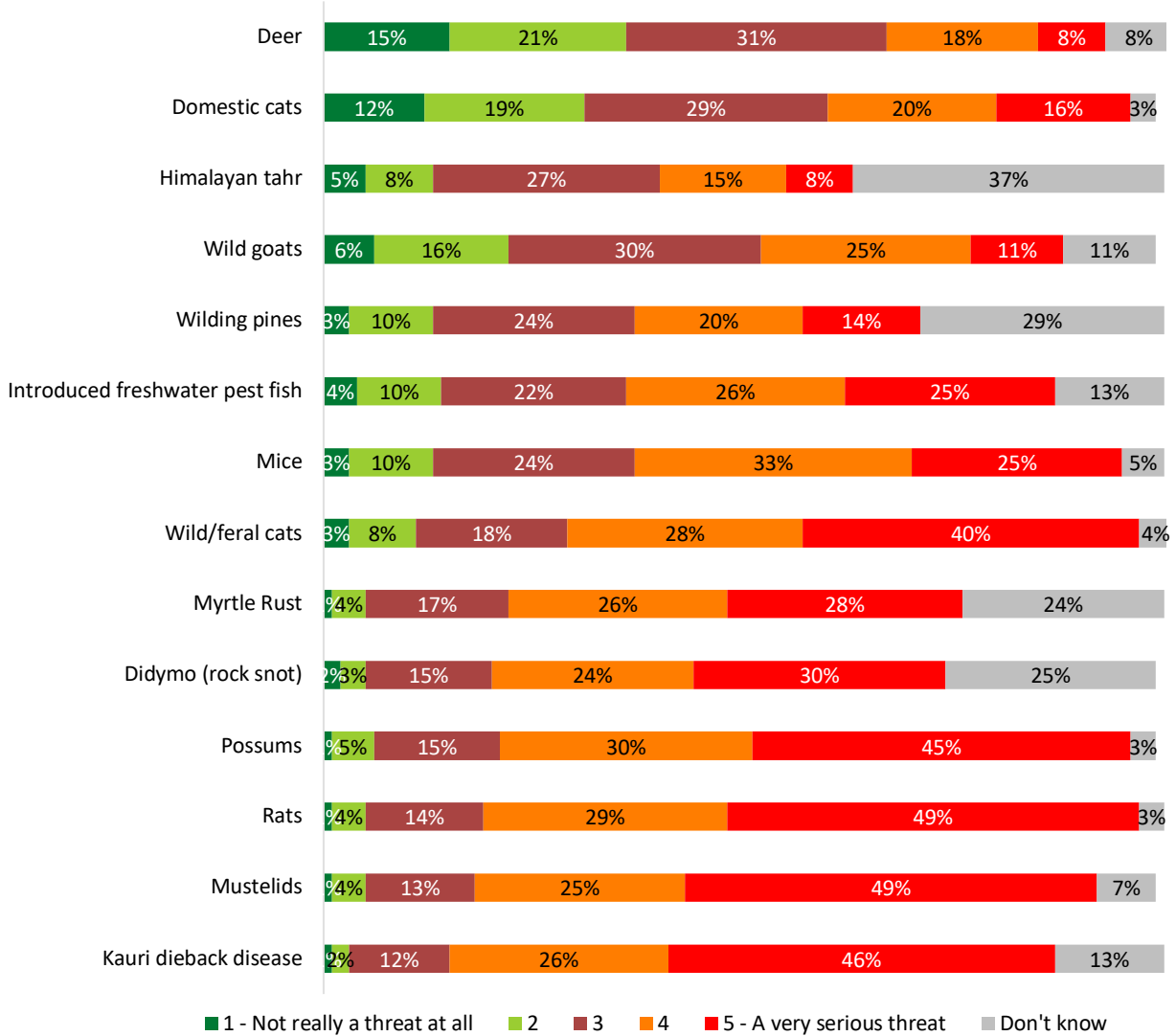
PEST CONTROL

Species posing a threat to New Zealand’s native plants, birds, animals or natural environments

Kauri dieback, mustelids, rats and possums are seen to have the greatest perceived threat.

Wilding pines, Myrtle Rust, Didymo and Himalayan Tahr were the pests least able to be commented on by the respondents.

Pests and their perceived threat to New Zealand



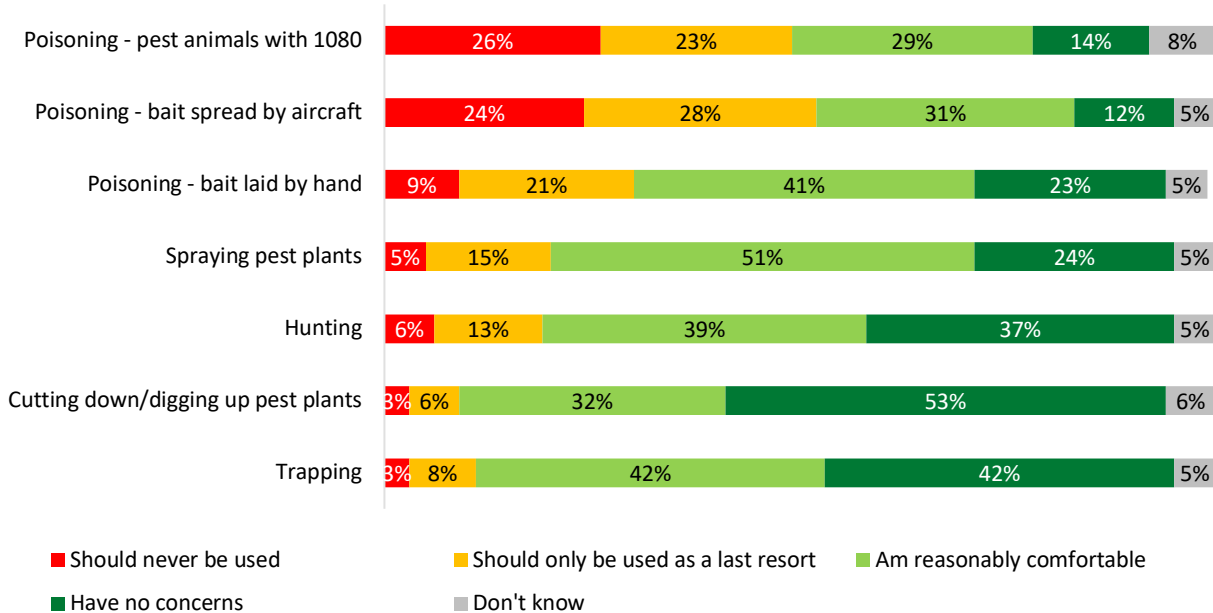
Q31: Based on what you have seen or heard, to what extent do you believe each species is a threat to New Zealand’s native plants, birds, animals or natural environments? Options as shown in chart above.

Base: All respondents (n=2,803)

Attitudes toward pest control methods

The most acceptable pest control method is physical killing (e.g. *digging up plants* and *trapping animals*); the least acceptable is *poison*.

Support for pest control methods



Q32: For each of the possible ways of pest control listed below, please indicate your general attitude to their use. Options as shown in chart above.

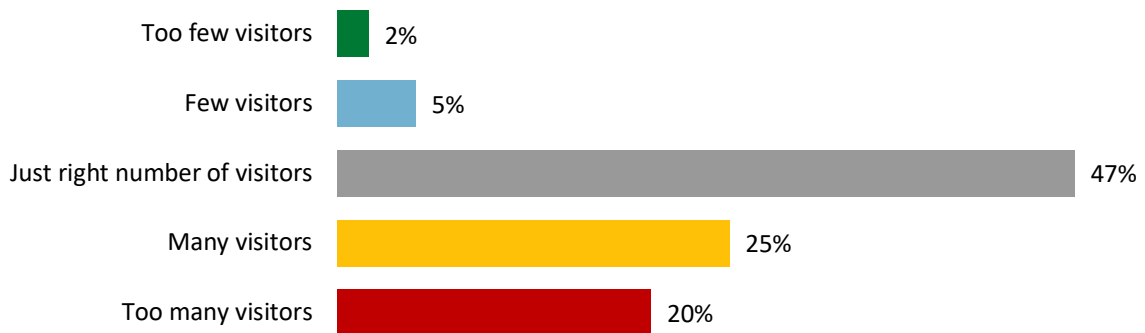
Base: All respondents (n=2,803)

TOURISM MANAGEMENT

Perception of number of international visitors to New Zealand

Almost half (47%) of the sample agree that New Zealand has ‘just the right number of international visitors’; 1 in 5 (20%) feel there are too many visitors to New Zealand.

New Zealand currently attracts...

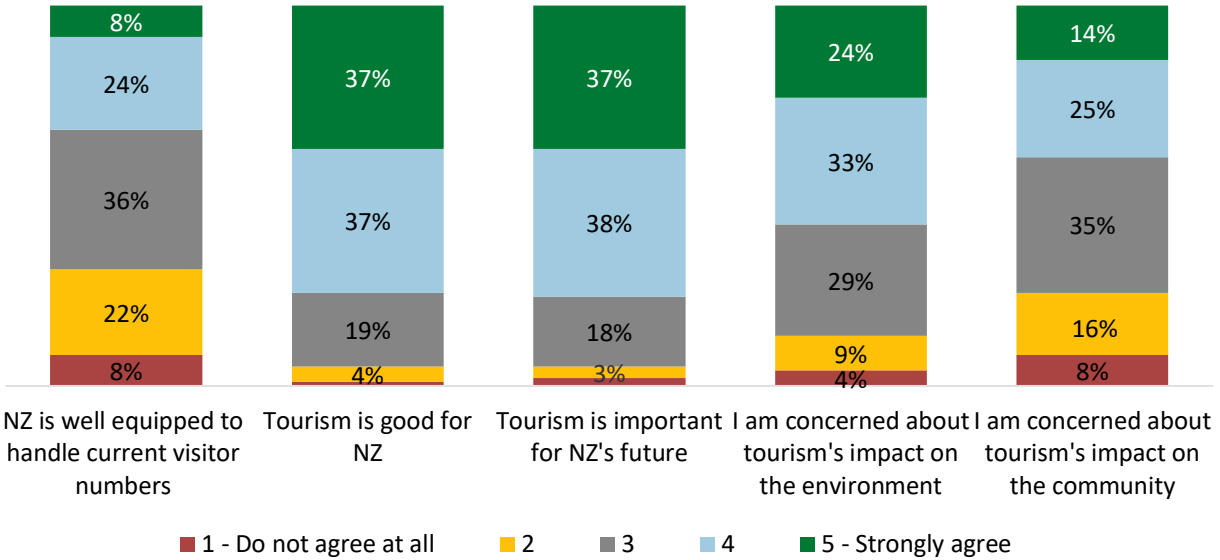


Q33: Overall, from your perspective, do you think New Zealand currently attracts too few, too many or just the right number of international visitors? Options as shown in chart above. **Base:** All respondents (n=2,803)

Perceptions of tourism management in New Zealand

The sample shows support for tourism in New Zealand but is divided over how well equipped the country is to handle visitors.

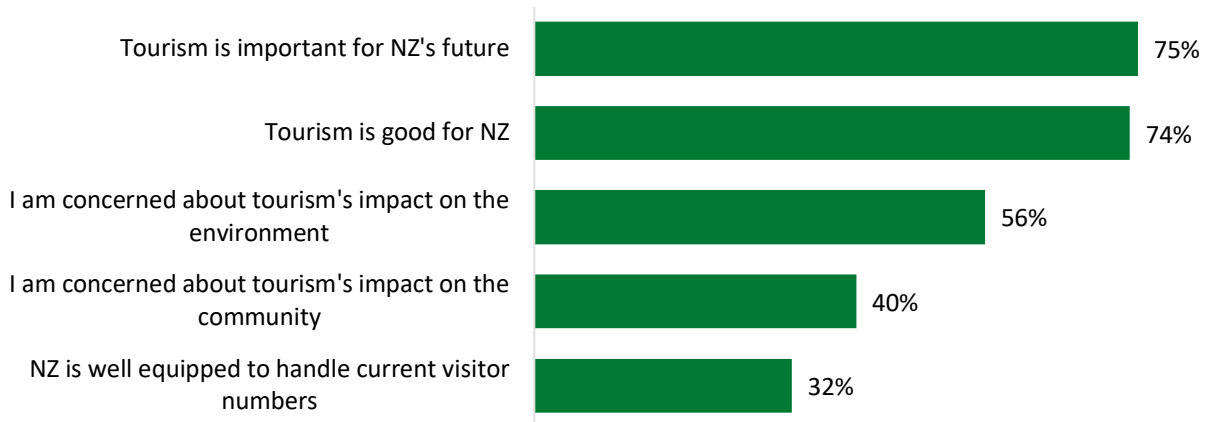
To what extent do you agree or disagree...



Q34: To what extent do you agree or disagree with the following statements? Options as shown in chart above.

Base: All respondents (n=2,803)

Tourism management in New Zealand % Strongly agree or agree



Q34: To what extent do you agree or disagree with the following statements? Options as shown in chart above.

Chart shows % agreeing with each statement; see questionnaire in Appendix for further detail.

Base: All respondents (n=2,803)

Appendix: Questionnaire

Thank you for agreeing to participate in this important survey. Your answers will be confidential and results will not be reported in a way that will allow you to be identified.

PROGRAMMER NOTE: QUESTIONNAIRE IS TO BE DEVICE AGNOSTIC AND WE NEED TO BE ABLE TO IDENTIFY THE DEVICE USED BY EACH RESPONDENT

ABOUT YOU AND WHERE YOU LIVE

Q1 Which region best describes where you live? SINGLE RESPONSE, DO NOT RANDOMISE

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
Chatham Islands	16
Other, please specify _____	98

Q2 Which of the following best describes where you usually live? SINGLE RESPONSE, DO NOT RANDOMISE

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

2019 Survey of New Zealanders

Q3 In which of the following age groups do you belong? SINGLE RESPONSE, DO NOT RANDOMISE

18–19	1
20–24	2
25–29	3
30–34	4
35–39	5
40–44	6
45–49	7
50–54	8
55–59	9
60–64	10
65–69	11
70 years or more	12

Q4 Do you identify as...? SINGLE RESPONSE, DO NOT RANDOMISE

Female	1
Male	2
Gender diverse	3

Q5 Which ethnic group/s do you identify with? MULTIPLE RESPONSE, DO NOT RANDOMISE, 97=EXCLUSIVE

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

Q6 Overall how favourable or unfavourable is your opinion of the New Zealand Department of Conservation (DOC)? SINGLE RESPONSE, DO NOT RANDOMISE

1 – Very favourable	1
2 – Somewhat favourable	2
3 – Neither favourable or unfavourable	3
4 – Somewhat unfavourable	4
5 – Very unfavourable	5
6 – I don't know enough to have an opinion	6

EXPERIENCES AT PROTECTED NATURAL AREAS

This first set of questions is about your visits to New Zealand’s protected natural areas.

‘Protected natural areas’ include National Parks (e.g. Aoraki / Mt Cook), conservation areas, and forest parks as well as the lakes, rivers and wetlands located on those lands, and marine reserves. These areas, for the purpose of this survey, do not include most of the parks and reserves in towns and cities.

Q7 Have you visited any of New Zealand’s protected natural areas over the past 12 months?
MULTIPLE RESPONSE EXCEPT FOR 3 AND 4

Yes, in or around the North Island	1
Yes, in or around the South Island	2
No	3
Unsure	4

IF Q7=3 OR 4 SKIP TO Q17

Q8a Please indicate which of the following protected natural areas you visited in or near the North Island:
SHOW LIST IF Q7=1, MULTIPLE RESPONSE EXCEPT FOR 19, DO NOT RANDOMISE

1.	Aotea / Great Barrier Island Conservation Park
2.	Coromandel Forest Park
3.	Egmont National Park
4.	Kaimai Mamaku Conservation Park
5.	Kaimanawa Forest Park
6.	Kaweka Forest Park
7.	Northland Conservation Park
8.	Pirongia Forest Park
9.	Pureora Forest Park
10.	Remutaka Forest Park
11.	Ruahine Forest Park
12.	Tararua Forest Park
13.	Te Urewera / Waikaremoana
14.	Tongariro National Park*
15.	Whakarewarewa Conservation Park

2019 Survey of New Zealanders

16. Whanganui National Park
17. Whirinaki Te Pua-a-Tāne Conservation Park
18. Other
19. Can't remember

Q8b Please indicate which of the following protected natural areas you visited in or near the South Island:
SHOW LIST IF Q7=2, MULTIPLE RESPONSE EXCEPT FOR 51, DO NOT RANDOMISE

20. Abel Tasman National Park
21. Ahuriri Conservation Park
22. Aoraki / Mount Cook National Park
23. Arthur's Pass National Park
24. Catlins Conservation Park
25. Craigieburn Forest Park
26. Eyre Mountains / Taka Rā Haka Conservation Park
27. Fiordland National Park*
28. Hakatere Conservation Park
29. Hanmer Conservation Park
30. Hāwea Conservation Park
31. Ka Whata Tū o Rakihouia Conservation Park
32. Kahurangi National Park
33. Korowai / Torlesse Tussocklands Park
34. Lake Sumner Forest Park
35. Mavora Lakes Conservation Park
36. Mount Aspiring National Park*
37. Mt Richmond Forest Park
38. Nelson Lakes National Park
39. Nga Motu / Sugar Islands Conservation Marine Park
40. North-West Nelson Forest Park
41. Oteake Conservation Park
42. Paparoa National Park
43. Rakiura / South Island National Park
44. Raukumara Conservation Park
45. Ruataniwha Conservation Park
46. Te Kahui Kaupeka Conservation Park
47. Te Papanui Conservation Park
48. Victoria Forest Park
50. Westland Tai Poutini National Park
51. Other
52. Can't remember

Q8c Which of those places did you visit the most often (or most recently – select the location that is strongest in your memory)?
 SHOW LIST OF LOCATIONS SELECTED IN Q8A AND Q8B EXCEPT FOR 18,19, 50, 51
 IF ONLY 18,19,50 OR 51 SELECTED SKIP TO Q17
 SINGLE RESPONSE

Q9 Thinking about your most recent visit to <LOCATION SELECTED IN Q8C>, which of the following recreational activities did you engage in?
 MULTIPLE RESPONSE EXCEPT 97; RANDOMISE; ANCHOR 98 AND 99

Short walk (less than 3 hours)	1
Day walk / hike (over 3 hours but not overnight)	2
Overnight / multi-day tramp / hike	3
Sightseeing	4
Picnic, barbeque, etc.	5
Camping	6
Hunting	7
Fishing	8
Mountain biking	9
Horse riding	10
Snow sports	11
Climbing / mountaineering	12
Caving	13
Trail running	14
Swimming	15
Diving / snorkelling	16
Boating / sailing	17
Surfing / body boarding	18
Kayaking / rafting	19
Bird / wildlife watching	20
Off-roading e.g. four-wheel driving / quad biking	21
Photography	22
Other, please specify _____	98
Don't know	99

Q10 Overall, how **satisfied** were you with your most recent experience at <LOCATION SELECTED IN Q8c>?
SINGLE RESPONSE, DO NOT RANDOMISE

1 – Not at all satisfied	1
2	2
3	3
4	4
5 – Completely satisfied	5

Q11 And how likely is it that you would recommend <LOCATION SELECTED IN Q8c> to your family or friends?
SINGLE RESPONSE

(0=Very Unlikely 10=Very Likely)

0	1	2	3	4	5	6	7	8	9	10
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Q12 Thinking about your most recent visit to <LOCATION SELECTED IN Q8c>, did you notice any of the following types of damage from other visitors? MULTIPLE RESPONSE EXCEPT 8, RANDOMISE, ANCHOR 8

1. Damage to natural landscapes – e.g. litter, graffiti, human waste, cooking fires, etc.
2. Damage to natural soundscapes / tranquillity – e.g. noise from aircraft / drones / powerboats, etc.
3. Harm to native plants and animals – e.g. trampling / removal of vegetation, feeding animals, etc.
4. Damage to cultural or historic features, structures, etc.
5. Damage to visitor facilities and infrastructure – e.g. toilets, car parks, tracks, huts, etc.
6. Crowding / too many visitors present
7. Poor / inappropriate behaviour at cultural and / or historic heritage sites – e.g. not following signs about ‘no drinking or eating’ at some locations
8. None of these

Q13 Overall, how well do you think the impact of visitors were being managed at <LOCATION SELECTED IN Q8c>?
SINGLE RESPONSE, DO NOT RANDOMISE

1 – Extremely poorly	1
2 - Poorly	2
3 – Acceptably / OK	3
4 – Well	4
5 – Exceptionally well	5

Q14 Overall, how would you **rate** your experience at <LOCATION SELECTED IN Q8C>? SINGLE RESPONSE, DO NOT RANDOMISE

1 – Extremely poor	1
2 – Poor	2
3 – Acceptable / OK	3
4 – Good	4
5 – Exceptionally good	5

Q15a Thinking about your most recent visit to <LOCATION SELECTED IN Q8C>, did you, or those under your care, feel safe at all times? SINGLE RESPONSE, DO NOT RANDOMISE

Yes	1
No	2
Unsure	3

Q15b IF Q15A=1 OR 3 SKIP TO Q16

Why didn't you feel safe during your most recent visit to <LOCATION SELECTED IN Q8C>?
[Open text response]

CULTURAL AND HISTORIC HERITAGE SITES

Q16 Thinking of all the protected natural areas you visited in the last 12 months, did you decide to visit any of them because of cultural and historic heritage sites (e.g. historical buildings, special Māori sites or other places of significance) located near or at these places? SINGLE RESPONSE

Yes	1
No	2
Unsure	3

ASK ALL

Q17 Have you visited any of New Zealand's cultural and historic heritage sites over the past 12 months? These include historical buildings, special Māori sites or other places of significance, often located near or at protected natural areas. MULTIPLE RESPONSE EXCEPT FOR 3 AND 4

Yes, in or around the North Island	1
Yes, in or around the South Island	2
No	3
Unsure	4

IF Q17=3 OR 4 SKIP TO Q25

IF Q17=1 CONTINUE TO Q18A

IF Q17≠1,3 OR 4 AND Q17=2 SKIP TO Q18B

Q18a

Which of the following cultural and historic heritage sites in or near the North Island have you visited in the last 12 months? SHOW OPTIONS 1-30 IN ORDER BELOW, MULTIPLE RESPONSE EXCEPT 30

Upper North Island

1. Te Rerenga (Cape Reinga)
2. Rangihoua Heritage Park / Marsden's Cross
3. Kororipo Heritage Park / Kerikeri Basin
4. Urupukapuka Island
5. Cape Brett / Rakaumangamanga
6. Flagstaff Hill
7. Tane Mahuta
8. Ruapekapeka Pa
9. Te Whara / Bream Head
10. Mansion House / Kawau Island
11. Tiritiri Matangi Island Lighthouse
12. Stony Batter (on Waiheke Island)
13. Fort Takapuna
14. Maungauika / North Head Historic Reserve
15. Motuihe Island POW Camp
16. Kaueranga Valley
17. Kararangahake Gorge & Historic Gold Mine
18. Waitawheta Tramway

Central & Lower North Island

19. Pureora Timber Trail
20. Pukerangiora Pa
21. Dawson Falls Power Station
22. Bridge to Nowhere, Whanganui River
23. Cook's Landing Site (in Gisborne)
24. Ohakune Old Coach Road
25. Otatara Pa
26. Matiu Somes Island
27. Remutaka Rail Trail
28. Dominion Observatory
29. Somewhere else
30. Unsure

Q18b

IF Q17≠2 SKIP TO Q19

Which of the following cultural and historic heritage sites in or near the South Island have you visited in the last 12 months? SHOW OPTIONS 31-54 IN ORDER BELOW, MULTIPLE RESPONSE EXCEPT 54

Upper & Central South Island

31. Albion Square (in Nelson)
32. Meretoto / Ship Cove, Marlborough Sounds
33. Kawatiri Historic Railway
34. Denniston Area (incline, walks & mine experience)

35. Moleworth Station
36. Brunner Mine Historic Area
37. Ross Historic Goldfield
38. Kura Tawhiti (Castle Hill)
39. Godley Head
40. Ōtamahua / Quail Island

Lower South Island

41. St Bathans
42. Bendigo Goldfield
43. Macetown
44. Skippers Canyon
45. Arrowtown Chinese Settlement
46. Kawarau Suspension Bridge
47. Otago Central Rail Trail
48. Alexandra Courthouse
49. Milford Track
50. Bannockburn Sluicings
51. Port Craig
52. Waipapa Point
53. Somewhere else
54. Unsure

Q19 IF Q18A=29 OR 30 AND Q18B=53 OR 54 SKIP TO Q25
 Which of those cultural and historic heritage sites did you visit the most often (or most recently – select the location that is strongest in your memory)?
 SHOW LIST OF LOCATIONS SELECTED IN Q18A AND Q18B EXCEPT FOR 29,30,53,54 SINGLE RESPONSE

Q20 Overall, how **satisfied** were you with your most recent experience at <LOCATION SELECTED IN Q19C>?
 SINGLE RESPONSE, DO NOT RANDOMISE

1 – Not at all satisfied	1
2	2
3	3
4	4
5 – Completely satisfied	5

Q21 And how likely is it that you would recommend <LOCATION SELECTED IN Q19>, to your family or friends?
 SINGLE RESPONSE

(0=Very Unlikely 10=Very Likely)

0	1	2	3	4	5	6	7	8	9	10
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Q22

Thinking about your most recent visit to <LOCATION SELECTED IN Q19>, did you notice any of the following types of damage from other visitors? MULTIPLE RESPONSE EXCEPT 8, RANDOMISE, ANCHOR 8

1. Damage to natural landscapes – e.g. litter, graffiti, human waste, cooking fires, etc.
2. Damage to natural soundscapes / tranquillity – e.g. noise from aircraft / drones / powerboats, etc.
3. Harm to native plants and animals – e.g. trampling / removal of vegetation, feeding animals, etc.
4. Damage to cultural or historic features, structures, etc.
5. Damage to visitor facilities and infrastructure – e.g. toilets, car parks, tracks, huts, etc.
6. Crowding / too many visitors present
7. Poor / inappropriate behaviour at cultural and / or historic heritage sites – e.g. not following signs about ‘no drinking or eating’ at some locations
8. None of these

Q23

Overall, how well do you think the impact of visitors were being managed at <LOCATION SELECTED IN Q19>? SINGLE RESPONSE, DO NOT RANDOMISE

1 – Extremely poorly	1
2 – Poorly	2
3 – Acceptably / OK	3
4 – Well	4
5 – Exceptionally well	5

Q24

Overall, how would you **rate** your experience at <LOCATION SELECTED IN Q19>? SINGLE RESPONSE, DO NOT RANDOMISE

1 – Extremely poor	1
2 – Poor	2
3 – Acceptable / OK	3
4 – Good	4
5 – Exceptionally good	5

NATURE & HERITAGE CONSERVATION / COMFORT IN THE OUTDOORS

ASK ALL

We are also interested in your thoughts and feelings about conservation. By ‘conservation’ we mean the protection, preservation and restoration of New Zealand’s natural landscapes and soundscapes, native plants and animals, as well as our cultural and historic heritage sites.

Q25

To what extent do you agree or disagree with each of the following statements: **“I visit protected natural areas and heritage sites to...**

SHOW EACH STATEMENT A-F, ONE AT A TIME IN RANDOM ORDER. SINGLE RESPONSE FOR EACH

- a. Spend time with friends and family
- b. Get away from it all
- c. Improve my health and wellbeing
- d. Experience the physical challenge
- e. Enjoy Aotearoa / New Zealand’s natural landscapes and soundscapes, animals and plants
- f. Learn about Aotearoa / New Zealand’s culture and history

1 – Do not agree at all	1
2	2
3	3
4	4
5 – Strongly agree	5

Q26

To what extent do you agree with the following, **“I would visit protected natural areas more often if ...?”**

SHOW EACH STATEMENT A-H, ONE AT A TIME IN RANDOM ORDER. SINGLE RESPONSE FOR EACH

- a. I had more free time (e.g. had fewer work or family commitments)
- b. I had someone to go with
- c. I was more physically fit or able
- d. I had the right skills
- e. It was easier for me to get to there
- f. It didn’t cost so much
- g. I could take my pets – e.g. dog, horse, etc.
- h. I could find places that were also suitable for my children or elderly parents

1 – Do not agree at all	1
2	2
3	3
4	4
5 – Strongly agree	5

Q27

To what extent do you agree with the following statements:

SHOW EACH STATEMENT A-B, ONE AT A TIME IN RANDOM ORDER. SINGLE RESPONSE FOR EACH

- a. My life is enriched when I visit Aotearoa / New Zealand’s protected natural areas
- b. My life is enriched when I visit Aotearoa / New Zealand’s cultural and historic heritage sites

1 – Do not agree at all	1
2	2
3	3
4	4
5 – Strongly agree	5

Q28

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

SINGLE RESPONSE, DO NOT RANDOMISE

1 – Not at all important to me	1
2	2
3	3
4	4
5 – Very important to me	5

Q29

Thinking back over the past 12 months, have you spent any time on any of the following conservation activities? MULTIPLE RESPONSE EXCEPT 99, RANDOMISE 1-6

Protection or restoration of a forest, wetland or marine habitat or species	1
Pest control (not including mice in your house)	2
Native tree planting	3
Educating others about the environment or conservation	4
Recreation facilities or services (e.g. building or maintaining huts, guiding)	5
Historic heritage (preserving our history and helping others connect with it)	6
Other, please specify _____	98
None of these	99

Q30

IF Q29=99 SKIP TO Q31

To what extent do you agree with the following statements, “I spend time on conservation activities to...?”

SHOW EACH STATEMENT A-G, ONE AT A TIME IN RANDOM ORDER. SINGLE RESPONSE FOR EACH

- a. Spend time with others
- b. Develop or share my skills
- c. Improve my physical or mental health / get some exercise
- d. Feel better about myself / give something back
- e. Look after my local area

f. Protect and enhance our nature

g. Protect and enhance our history and culture

1 – Do not agree at all	1
2	2
3	3
4	4
5 – Strongly agree	5

Q31 The following is a list of animals and plants that have been introduced by people into New Zealand. Based on what you have seen or heard, to what extent do you believe each species is a threat to New Zealand's native plants, birds, animals or natural environments? SHOW EACH TYPE A-N, ONE AT A TIME IN RANDOM ORDER. SINGLE RESPONSE FOR EACH

	1 - Not really a threat at all	2	3	4	5 - A very serious threat	Don't know
a. Rats	1	2	3	4	5	6
b. Mice	1	2	3	4	5	6
c. Mustelids (ferrets, stoats, weasels)	1	2	3	4	5	6
d. Possums	1	2	3	4	5	6
e. Deer	1	2	3	4	5	6
f. Himalayan tahr	1	2	3	4	5	6
g. Wild goats	1	2	3	4	5	6
h. Domestic cats	1	2	3	4	5	6
i. Wild / feral cats	1	2	3	4	5	6
j. Myrtle rust	1	2	3	4	5	6
k. Kauri dieback disease (also known as PTA)	1	2	3	4	5	6
l. Introduced freshwater pest fish (e.g. Koi carp and catfish, not salmon or trout)	1	2	3	4	5	6
m. Didymo (rock snot)	1	2	3	4	5	6
n. Wilding pines	1	2	3	4	5	6

Q32 Some introduced animal and plant species are considered to be pests and need to be controlled. There are a number of ways to control these pest species.

For each of the possible ways of pest control listed below, please indicate your general attitude to their use. SHOW EACH STATEMENT A-G, ONE AT A TIME IN RANDOM ORDER. SINGLE RESPONSE FOR EACH

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	Should <i>never</i> be used in any circumstances	Should only be used as a <i>last resort</i>	Am <i>reasonably comfortable</i> with this method as long as appropriate controls are in place	Have <i>no concerns</i> at all about this method	Don't know
a. Hunting (shooting) pest animals	1	2	3	4	5
b. Trapping pest animals	1	2	3	4	5
c. Poisoning pest animals – bait laid by hand	1	2	3	4	5
d. Poisoning pest animals – bait spread by aircraft	1	2	3	4	5
e. Poisoning pest animals with 1080	1	2	3	4	5
f. Spraying pest plants	1	2	3	4	5
g. Cutting down / digging up pest plants	1	2	3	4	5

TOURISM

Q33

Overall, from your perspective, do you think New Zealand currently attracts too few, too many or just the right number of international visitors?

1 – Too many	1
2 – Many	2
3 – Just right	3
4 – Few	4
5 – Too few	5

Q34

To what extent do you agree or disagree with the following statements?

SHOW EACH STATEMENT A-E, ONE AT A TIME IN RANDOM ORDER. SINGLE RESPONSE FOR EACH

- a. New Zealand is well equipped to handle current visitor numbers
- b. Tourism is good for New Zealand
- c. Tourism is important for New Zealand's future
- d. I am concerned about tourism's impact on the environment
- e. I am concerned about tourism's impact on the community

1 – Do not agree at all	1
2	2
3	3
4	4
5 – Strongly agree	5
6 – Don't know	6

MORE ABOUT YOU

We're almost finished now, just a few questions about you, so we can better understand why people visit, or don't visit, protected natural areas.

Q35

Over the last 12 months, how would you rate your...

SHOW EACH STATEMENT A-D, ONE AT A TIME IN RANDOM ORDER. SINGLE RESPONSE FOR EACH

- a. Satisfaction with life in general
- b. Material / financial wellbeing
- c. Physical health / wellbeing
- d. Social wellbeing

1 – Very poor	1
2	2
3 – Average	3
4	4
5 – Excellent	5
Prefer not to say	6
Unsure	7

Q36

Do you have difficulty with any of the following ...?

SHOW EACH STATEMENT A-D, ONE AT A TIME IN RANDOM ORDER. SINGLE RESPONSE FOR EACH

- a. Seeing, even if wearing glasses
- b. Hearing, even if using a hearing aid
- c. Walking or climbing steps
- d. Being away from home

1 – Cannot do at all	1
2 – Yes – A lot of difficulty	2
3 – Yes – Some difficulty	3
4 – No – No difficulty	4
5 – Does not apply to me	5

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Q37 Do you think of yourself as disabled (or as having a disability) that makes travel difficult?
SINGLE RESPONSE

1 – Yes	1
2 – No	2

Q38 Does any other member of your household have a disability? SINGLE RESPONSE

1 – Yes	1
2 – No	2
3 – Unsure	3

Q39 Which country were you born in?

New Zealand	1
Australia	2
United Kingdom	3
China (People’s Republic of)	4
India	5
South Africa	6
Samoa	7
Cook Islands	8
Other (specify)	9

Q39a IF ABOVE Q =1 SKIP TO Q40
When did you first arrive to live in New Zealand?

YEAR [FIXED RANGE OF 1900-2019]

Unsure

Q40 Where did you (mainly) grow up (until you finished school)?

A major city in New Zealand	1
A provincial town in New Zealand	2
A rural area of New Zealand	3
A major city overseas	4
A provincial town overseas	5
A rural area overseas	6
Unsure	7

Q41

This next set of questions is about growing up spending time in the ‘outdoors’ in ‘protected natural areas’ such as National Parks, conservation areas, and forest parks as well as the lakes, rivers and wetlands located on those lands, and marine reserves. For example, this includes camping, tramping, hunting, boating, fishing etc.

To what extent do you agree with the following statements:

When I was growing up my family holidays were usually spent doing ‘outdoors things’ in protected natural areas

When I was growing up my family holidays away from home were usually spent at the same place

When I was growing up my family often spent leisure time doing things in the outdoors

My experiences growing up have given me the confidence to do ‘outdoors things’ in protected natural areas

I want to take my children on holiday to the places where my family spent holidays when I was growing up

1 – Do NOT agree at all	1
2	2
3	3
4	4
5 – Agree totally	5

Q42

For this next question please think about how comfortable and relaxed you normally feel in each of the following situations.

To what extent do you agree with the following statements: **“I feel safe when ...**

SHOW EACH STATEMENT A-F, ONE AT A TIME IN RANDOM ORDER. SINGLE RESPONSE FOR EACH

- a. Walking or tramping / hiking in the forest, hills and mountains
- b. Swimming in lakes or rivers
- c. Swimming at beaches where there are no lifeguards on duty
- d. Visiting my local park in my local town or city
- e. I’m in the outdoors and there are a lot of other people around
- f. I’m in the outdoors and my kids are with me

1 – Do not agree at all	1
2	2
3	3
4	4
5 – Strongly agree	5
6 – I don’t do this	6

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Q43 What is your highest school qualification? SINGLE RESPONSE

None	1
High school qualification	2
Tertiary diplomas / certificates	3
Bachelor's degree or higher	4

Q44 Which of the following best describes your household's annual income from all sources, before tax? SINGLE RESPONSE

Loss	1
Nil/\$0	2
\$1-\$5,000	3
\$5,001-\$10,000	4
\$10,001-\$15,000	5
\$15,001-\$20,000	6
\$20,001-\$25,000	7
\$25,001-\$30,000	8
\$30,001-\$35,000	9
\$35,001-\$40,000	10
\$40,001-\$50,000	11
\$50,001-\$60,000	12
\$60,001-\$70,000	13
\$70,001-\$100,000	14
\$100,001-\$150,000	15
\$150,000+	16
Prefer not to say	97
Don't know	98

Q45 Which of the following best describes your household? SINGLE RESPONSE

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

Q46 Including yourself, how many people normally live in your household who are aged 20 or over?
SINGLE RESPONSE

- 1
- 2
- 3
- 4
- 5 or more

Q47 And, how many dependent children under the age of 20 normally live in your household?
SHOW NUMERIC BOX FOR EACH FIELD, STARTING AT ZERO. RESPONDENT TO ENTER NUMBERS WHERE 1 OR GREATER IS REQUIRED

- 1. 1–4 years
- 2. 5–9 years
- 3. 10–14 years
- 4. 15–19 years
- 5. No children in the household
- 6. Prefer not to say

Q48 In an average week, how many hours do you usually work in PAID employment?
SINGLE RESPONSE, DO NOT RANDOMISE

- 1. Less than 30 hours
- 2. 30 hours or more
- 3. Not in paid employment

Q49 Which of the following categories best describes your current occupational group? SINGLE RESPONSE

Manager / Business owner / Farm owner	1
Professional	2
Technician & Trades Worker	3
Community / Personal Service Worker	4
Clerical & Administrative Worker	5
Sales Worker / Retail	6
Machinery Operator / Driver	7
Labourer	8
Retired	9
Student	10
Home Duties (e.g. child care)	11
Beneficiary	12
Other (specify)	13
Prefer not to say	97