



Department of Conservation Survey of New Zealanders 2020

Topline report
17 December 2020

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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.

Objectives

There were three key objectives of the 2020 research:

1. To provide national population-based data to inform planning on issues pertaining to outdoor recreation and conservation in DOC-administered sites.
2. To provide national population-based data to inform various aspects of wellbeing within the context of outdoors nature-based recreation (including safety) in support of a cross-government wellbeing approach.
3. 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) more frequently, more safely, and more enjoyably.

Objective #3 above is covered in this report but analysed in more detail in a separate accompanying Ipsos report

Method

In 2020 New Zealanders were placed under various degrees of restrictions as part of the government's response to COVID-19. The most notable of these (prior to the survey fieldwork) were the periods in Level 4 (25 March – 27 April) and Level 3 (28 April – 13 May). These 'lockdown' periods will have reduced the incidence of DOC-area visitation over these periods.

Aspect	Detail
Fieldwork dates	16 th June to 8 th July 2020
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 and Method	n=3,000; Sampling was based on regional council areas
Questionnaire format	Self-completion online available in English only
Average survey duration	25.5 minutes
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 2018 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 used when sub-samples are present to which non-interlocking weightings for 2 or more variables are applied.

SAMPLE BREAKDOWN

<i>Stats NZ Regional Council Area</i>	Target	Total Achieved
<i>Northland</i>	112	94
<i>Auckland</i>	998	1,011
<i>Waikato</i>	286	280
<i>Bay of Plenty</i>	194	194
<i>Gisborne</i>	28	28
<i>Hawke's Bay</i>	104	107
<i>Taranaki</i>	74	76
<i>Manawatu / Whanganui</i>	152	155
<i>Wellington</i>	329	331
<i>NORTH ISLAND (SUBTOTAL)</i>	2,277	2,276
<i>Nelson or Tasman</i>	67	63
<i>Marlborough</i>	31	34
<i>West Coast</i>	21	19
<i>Canterbury & Chatham Islands</i>	391	395
<i>Otago</i>	150	154
<i>Southland</i>	62	59
<i>SOUTH ISLAND (SUBTOTAL)</i>	722	724
<i>ALL New Zealand</i>	3,000	3,000

Report rounding and significance testing

In the report, where results do not equal 100, this may be due to:

- computer rounding (using the Swedish Rounding method which rounds '0.5' up with the occasional result of the sum of numbers exceeding the expected maximum possible)
- multiple response questions (resulting in more than one response per respondent)
- the exclusion of 'don't know' or 'not stated' responses (cited where necessary)

In the report, results highlighted in green are statistically higher than the total at the 95% confidence level. Results highlighted in red are statistically lower than the total at the 95% confidence level.

Summary of key measures

Note that although these questions are the same as used in previous SONZ surveys, comparisons with previous years' data should be regarded as indicative only, because we did not record exactly which location respondents were referring to when answering these questions. This means that some may be referring to locations not under the management of DOC, e.g. council managed beaches.

Question	Key Measure
Q22b: Impact of Visitors (sum of 'exceptionally well' and 'well' ratings)	65%
Q22c: Experience at the location where most of the trip took place (sum of 'exceptionally good' and 'good' ratings)	87%
Q34: My life is enriched when I visit Aotearoa / New Zealand's cultural heritage sites (sum of 'strongly agree' [5/5] and next-lowest, unlabelled position on the rating scale [4/5])	54%
Q34: My life is enriched when I visit Aotearoa / New Zealand's historic heritage sites (sum of 'strongly agree' [5/5] and next-lowest, unlabelled position on the rating scale [4/5])	54%
Q34: My life is enriched when I visit Aotearoa / New Zealand's protected natural areas (sum of 'strongly agree' [5/5] and next-lowest, unlabelled position on the rating scale [4/5])	69%

Appeal of nature / making nature attractive and accessible

In this section the appeal of nature and its attractiveness is investigated. This section looks at:

- The impacts that COVID-19 has had on the attractiveness of the outdoors and whether there are any specific demographic differences among those who have become interested in the outdoors post COVID-19
- What New Zealanders' ideal outdoor experience looks like
- What places hold a special place in people's lives
- New Zealanders' level of comfort in the outdoors
- The psychological drivers for spending time in the outdoors
- The biophysical experience and what specifically New Zealanders find appealing about the outdoors

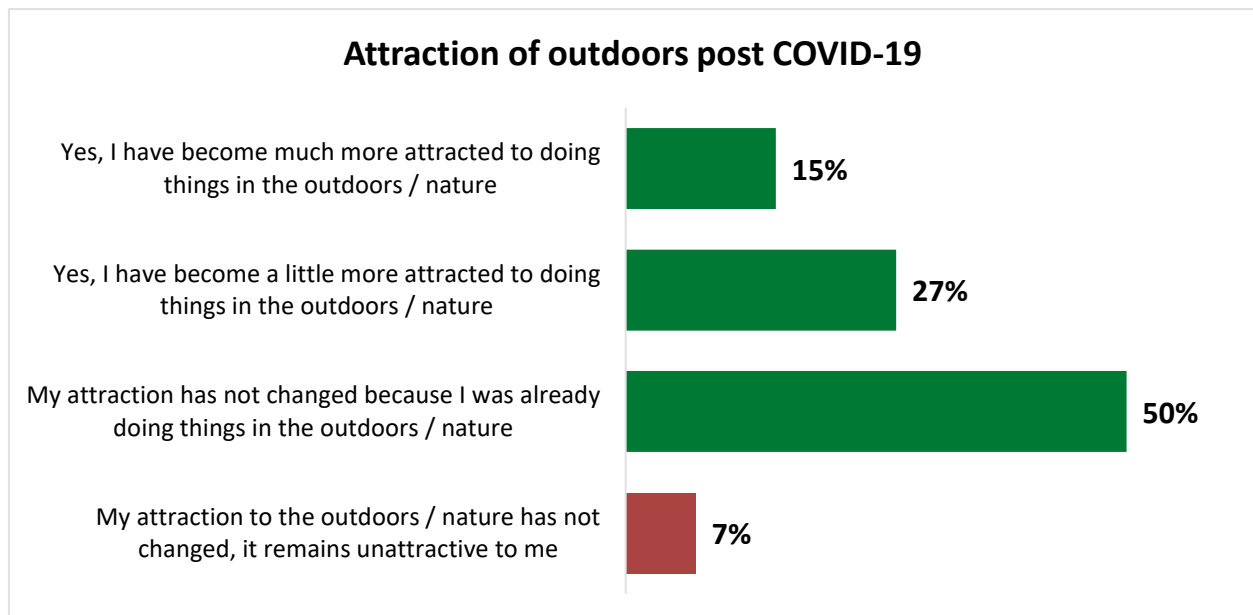
Attraction of outdoors post COVID-19

New Zealanders were asked how their attraction of the outdoors has changed post COVID-19.

Respondents were given 4 options:

1. Yes, I have become much more attracted to doing things in the outdoors / nature
2. Yes, I have become a little more attracted to doing things in the outdoors / nature
3. My attraction has not changed because I was already doing things in the outdoors / nature
4. My attraction to the outdoors / nature has not changed, it remains unattractive to me

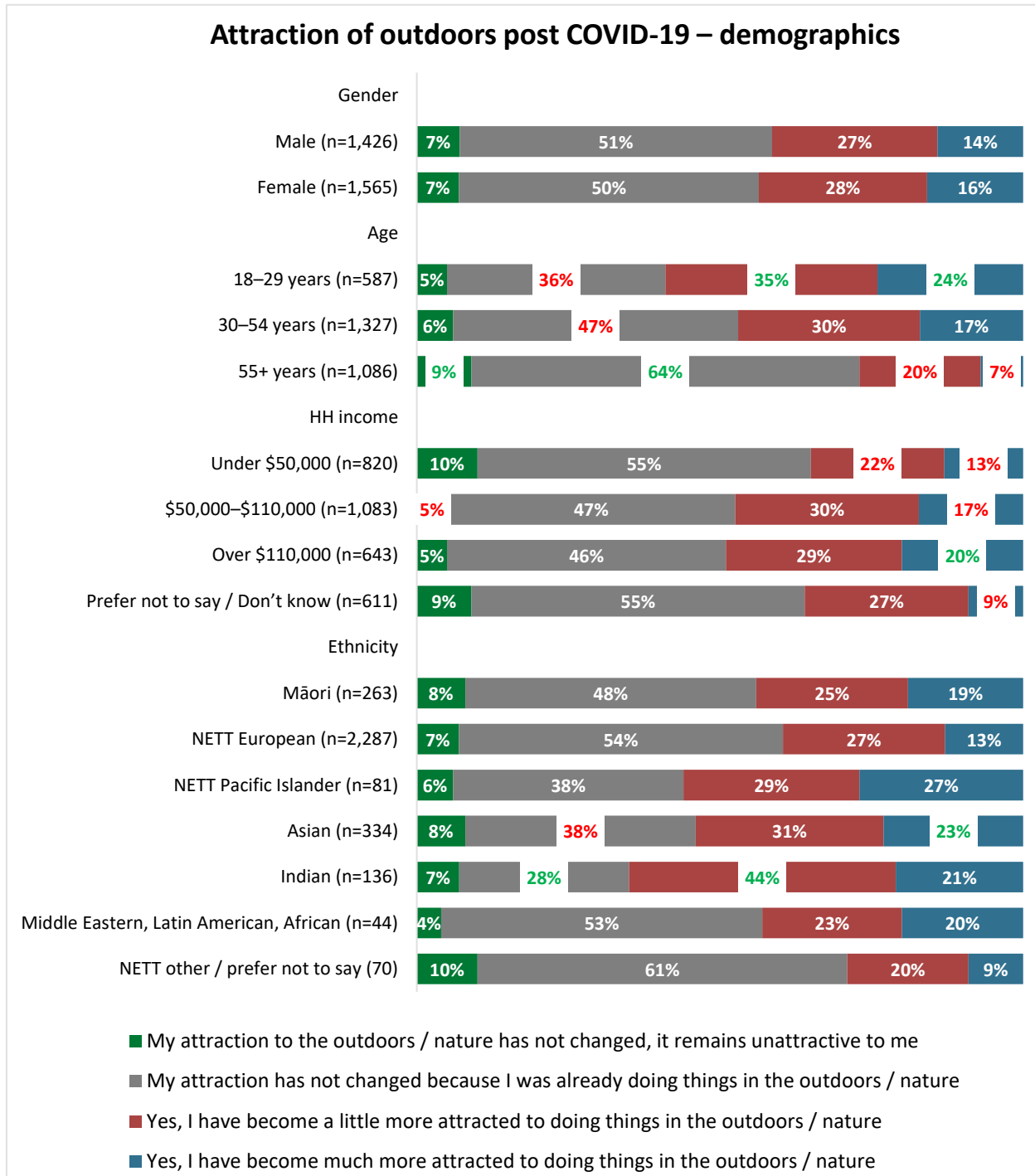
Half (50%) of New Zealanders believed their attraction to the outdoors / nature had not changed despite COVID-19. Almost as many (42%) said that the outdoors / nature had become more attractive to them.



Q6: Considering the lockdown periods that New Zealanders recently lived through in response to Covid-19, has your attraction to doing things in the outdoors and nature changed?

Base: All respondents (n=3,000)

A significant number of 18-29-year-olds (24%) became increasingly attracted to nature / outdoors following COVID-19. Pacific Islanders (27%) and Asians (23%) showed similar results, being increasingly attracted to the nature/outdoors. Those over the age of 55 were significantly more likely to say ‘that their attraction has not changed because they were already doing things in the outdoors / nature’ (64%). There were no significant differences between the genders.



Q6: Considering the lockdown periods that New Zealanders recently lived through in response to Covid-19, has your attraction to doing things in the outdoors and nature changed?

Base: All respondents (n=3,000)

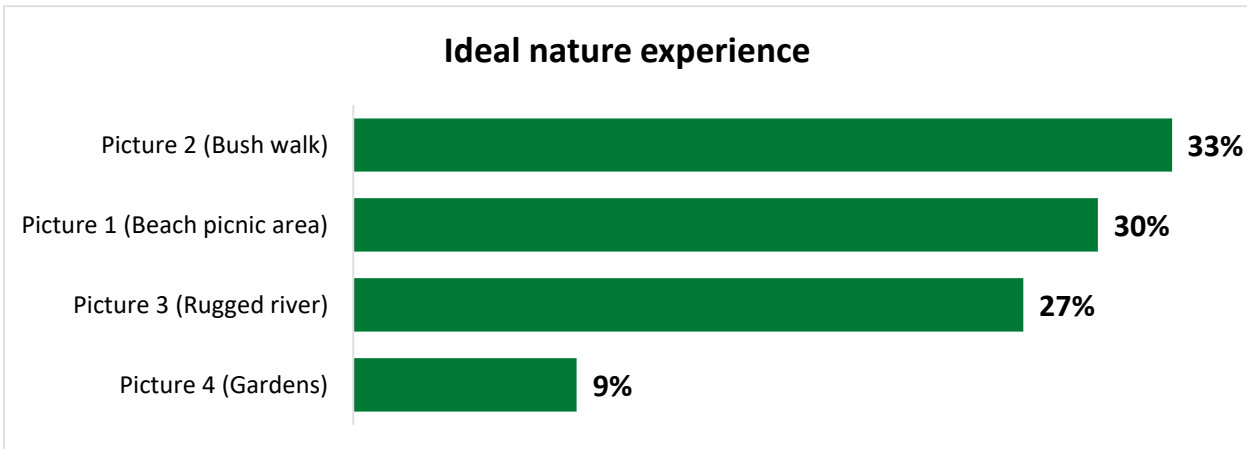
Ideal nature experience

Questions were asked to gain more subjective data providing an understanding of the ideal nature experience for a New Zealander. For this question New Zealanders were shown four images (selected in consultation with DOC) and prompted to select the picture that best matched their ideal nature experience. The four images are shown below. The options ranged from the most controlled environment (picture 4), through options 1, 2, and 3 in increasing ‘wildness’. The pictures were shown in randomised order.



Note: Respondents did not see the labels.

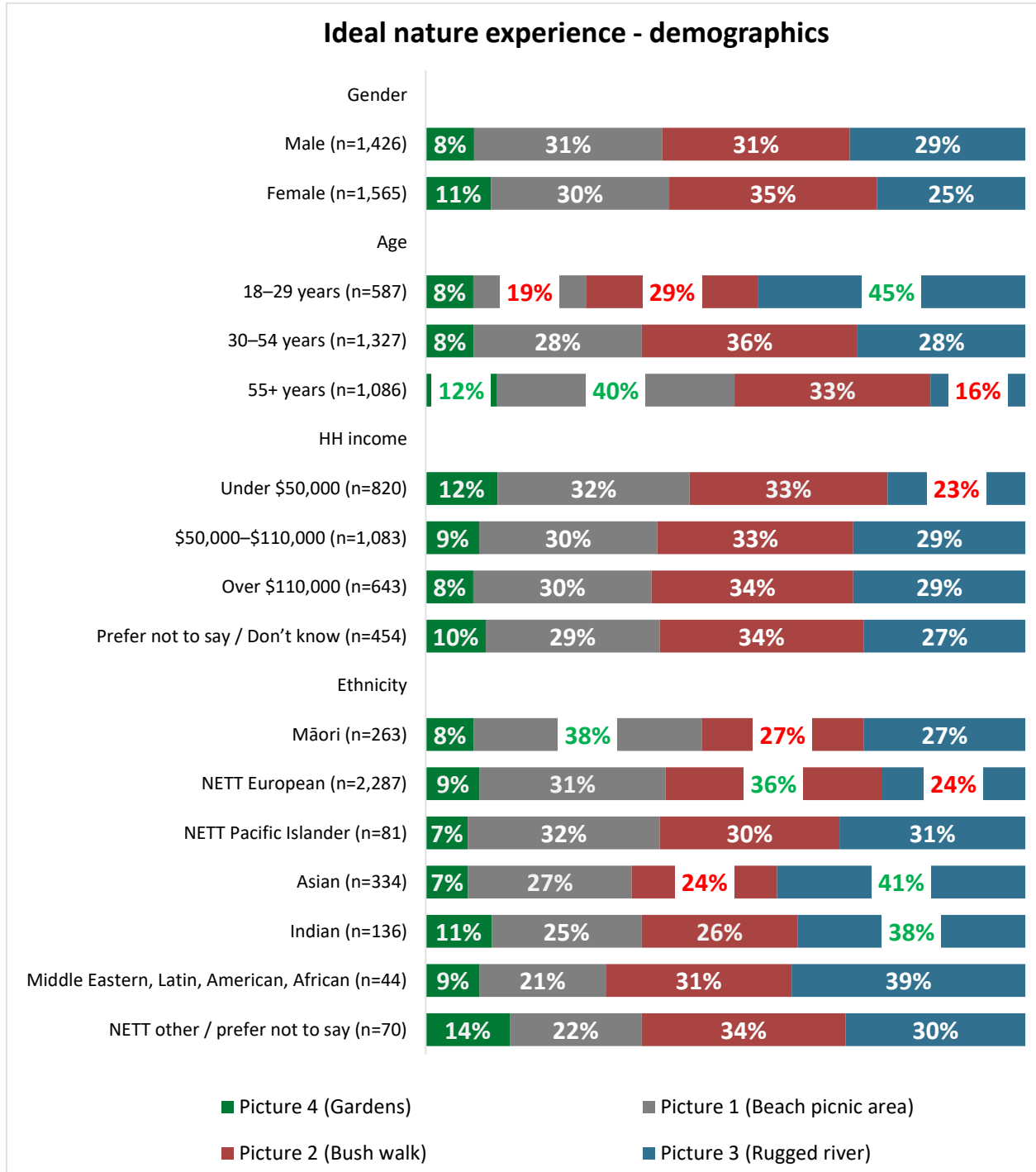
The Bush Walk matched the ideal nature experience for 33% of New Zealanders, followed by the Beach Picnic Area (30%), the Rugged River (27%), and the Gardens (9%).



Q7: Which of the below pictures best match your ideal nature experience – the one you most like to experience?

Base: All respondents (n=3,000)

Different demographics were analysed in relation to preference of nature experience. The Rugged River image was found to be the most attractive by 45% of 19-29-year-olds, while the older demographic (55+ year-olds) preferred the image of a Beach Picnic area. Māori displayed similar results, with 38% preferring the image of the Beach Picnic area. This confirms that different people are attracted to different nature experiences.



Q7: Which of the below pictures best match your ideal nature experience – the one you most like to experience?

Base: All respondents (n=3,000)

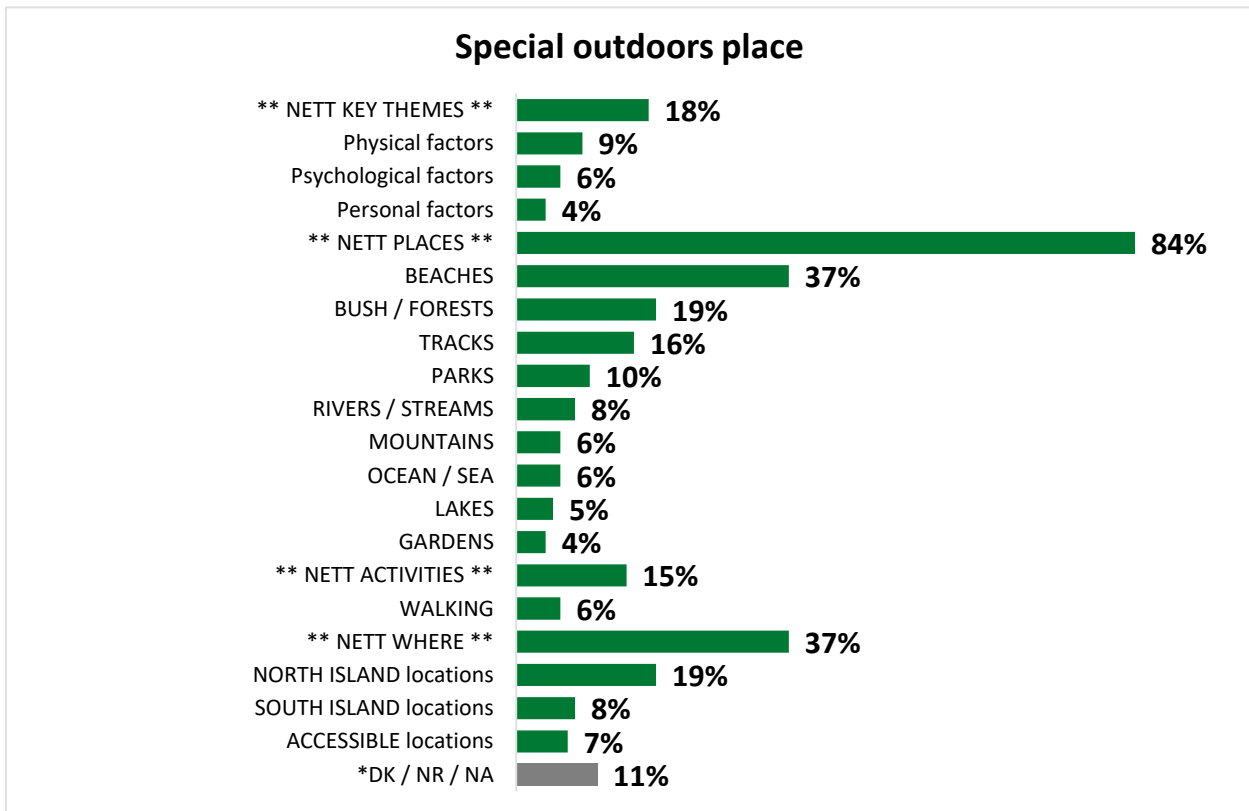
Special outdoors place

This question and the one that follows were asked to help us understand what constitutes New Zealanders’ ‘sense of place’ in the outdoors. New Zealanders were asked the following open-ended question:

“Many people say they have a special outdoors place in their lives, a place that means something extra-special to them that they like to visit on a regular basis (other than their homes). If you have a regular ‘special outdoors place’ can you please tell us what type of place it is, e.g., a beach, a river, a park in the city, a native forest walk, site of cultural or historic significance?”

The examples shown were intentionally broad. The results below show the themes and responses from this question as they were subsequently coded by Ipsos. Examples of the coding are:

- The response “Titahi Bay beach – it’s just down the road from where I live and is a lovely place to walk the dog” would be coded as ‘beach’ and a ‘North Island location’.
- “Physical factors” is the code assigned to comments relating to respondents’ physical experience (not that of their surroundings). For example when they talk about seeing or hearing things.
- “Psychological factors” is the code assigned to comments relating to respondents’ psychological experiences. For example, feelings of serenity, calm, peacefulness.
- “Personal factors” is the code assigned to comments relating to respondents’ personal stories. For example, where they met their partner or a favourite childhood picnic spot.



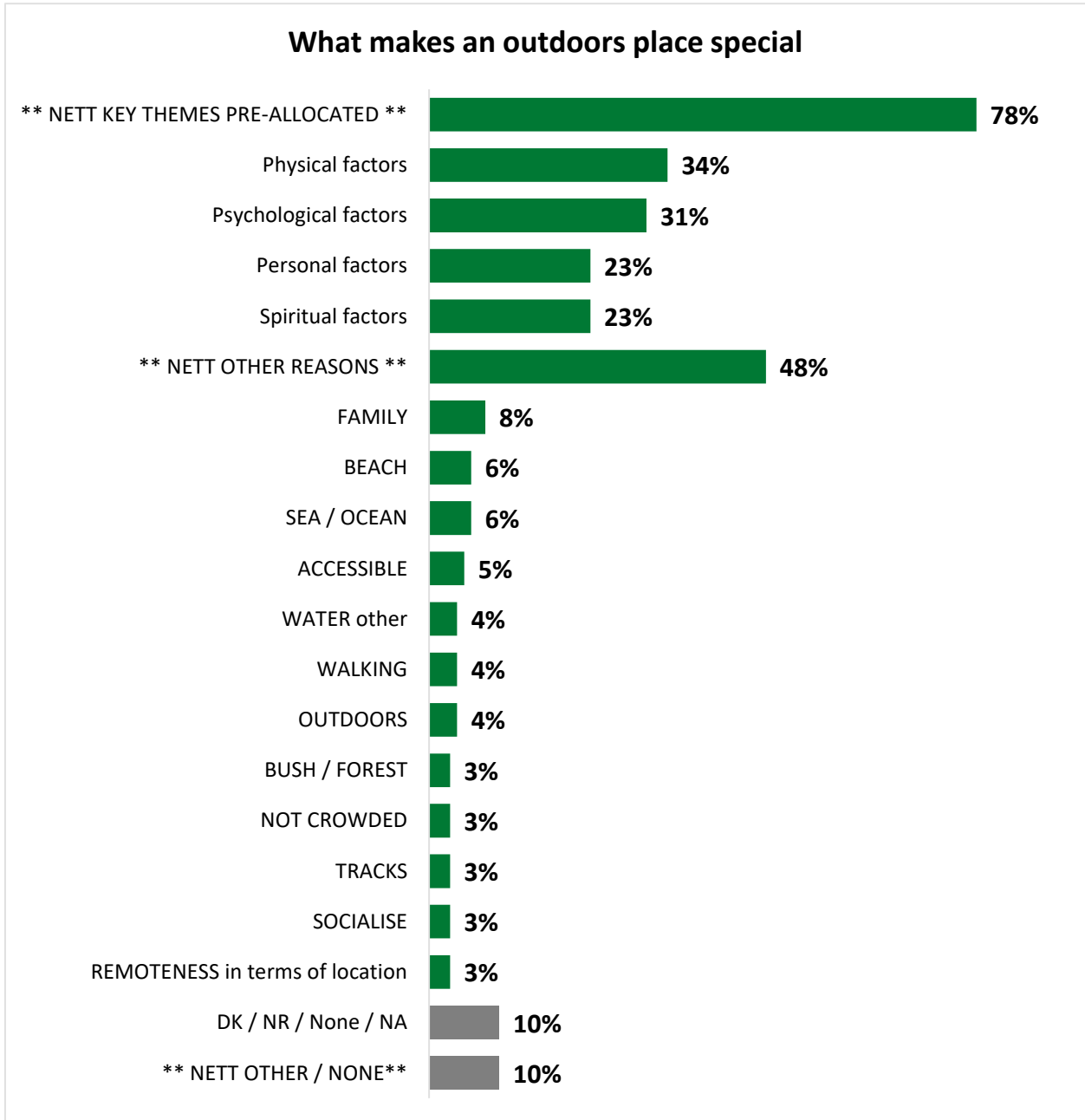
Q8: Many people say they have a special outdoors place in their lives, a place that means something extra-special to them that they like to visit on a regular basis (other than their homes). If you have a regular ‘special outdoors place’ can you please tell us what type of place it is, e.g., a beach, a river, a park in the city, a native forest walk, site of cultural or historic significance?

Base: All respondents (n=3,000). **Note:** Results below 3% not shown.

Beaches were a special outdoors place for 37% of New Zealanders, whilst bush / forests were a special outdoors place for 19%. North Island locations (19% vs 8% South Island locations) were more frequently reported, most likely as a result of a larger proportion of the sample coming from the North Island. There were also different types of factors reported: physical factors such as beaches, peaks, tracks, and walks; psychological factors such as the quiet and peaceful environment; and personal factors such as family and friends who people were sharing the outdoor experience with.

What makes an outdoors place special

Following the previous question, the respondents were asked an open-ended question seeking to learn why they considered that place as ‘special’ and how they felt about it. The qualitative data collected was coded by Ipsos. The physical, psychological, and personal factors reflected previous results from the prior question, being the major factors mentioned. Spiritual factors were things such as ‘feeling grounded’ and ‘feeling revitalised’. Physical factors made up 34% of responses, whilst psychological factors made up 31% of responses.

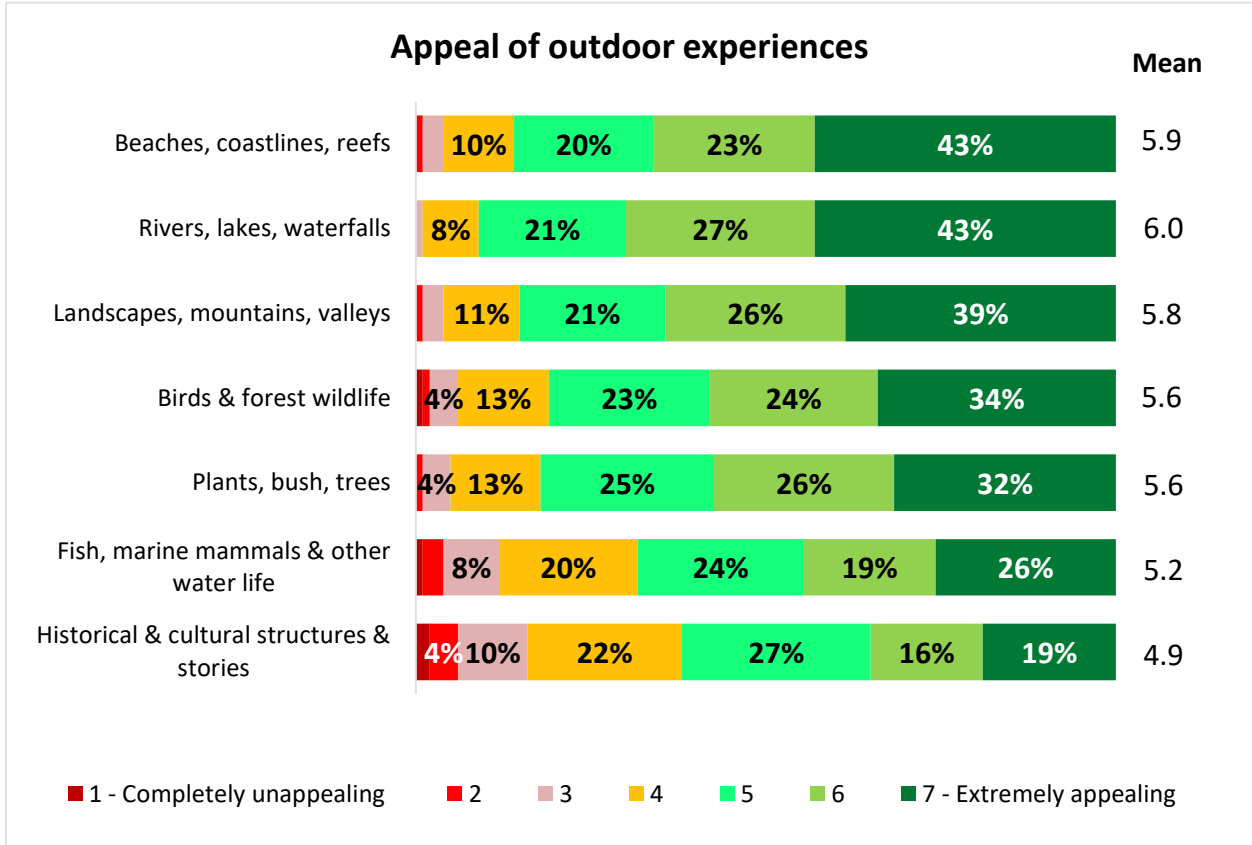


Q9: And why is this outdoors place so special to you? What are the special feelings you have in this place?

Base: All respondents (n=3,000). **Note:** Results below 3% not shown.

Appeal of outdoor experiences

In order to quantify the appeal of the main types of natural environment, respondents were asked to rate the appeal of selected outdoor experiences. Outdoor experiences relating to water such as beaches and rivers were found to be most appealing, cited as ‘extremely appealing’ by 43% of respondents.

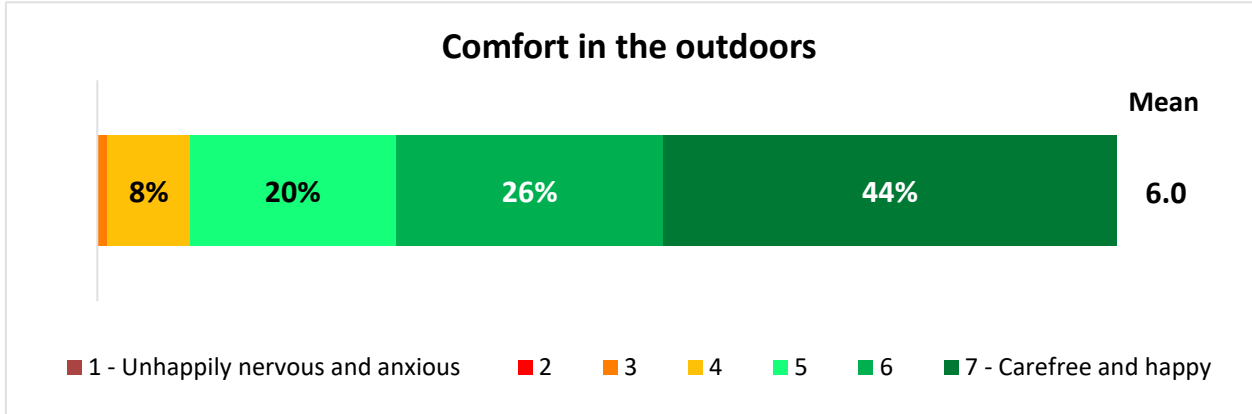


Q13: Still thinking about spending time out in nature. How appealing are each of the following when you imagine yourself outside enjoying nature the way you prefer?

Base: All respondents (n=3,000)

New Zealanders' comfort in the outdoors

Using a 7-point scale, New Zealanders were asked about their level of comfort in the outdoors. Almost half (44%) stated they are carefree and happy when in the outdoors. A further 46% of responses reported high levels of comfort in the outdoors with scores of 5 or 6 out of 7. No New Zealanders reported feeling unhappily nervous and anxious (scores of 1–2 out of 7) in the outdoors. While this appears to be a positive result, the high degree of 'carefree and happy' reported above could be regarded by some as leading to complacency or a reduced likelihood of recognising risks during outdoors activities.

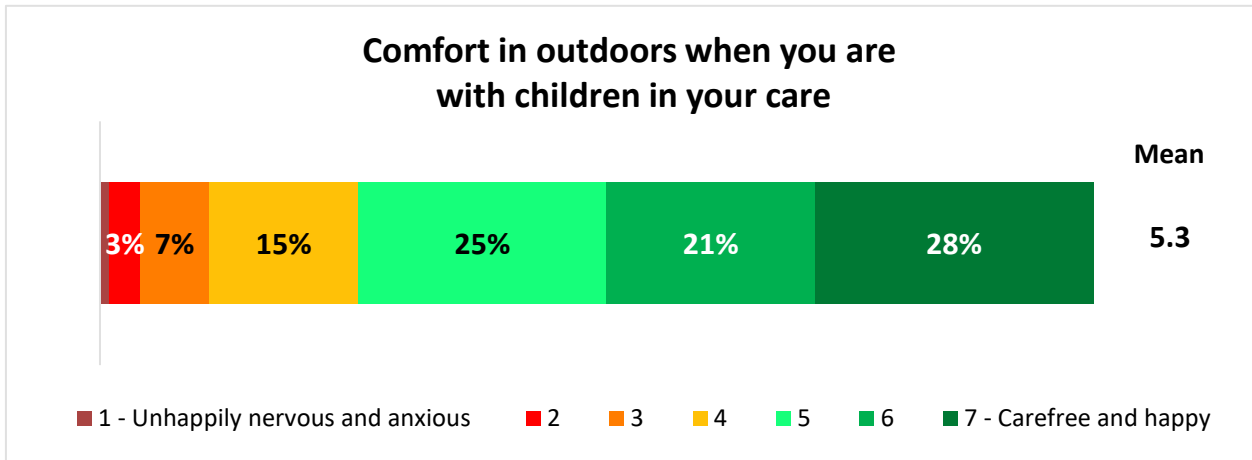


Q10a: Still thinking about spending time out in the nature. Some people are very anxious and nervous about spending time outdoors in nature, and some feel at ease and relaxed. Where do you normally fit on the range shown below?

Base: All respondents (n=3,000)

New Zealanders' comfort in the outdoors with children in their care

New Zealanders were again asked to rate their level of comfort in the outdoors, this time regarding when they are with children in their care. The same scale was used, with the addition of a 'does not apply' option for New Zealanders who did not visit the outdoors in the company of children in their care. Findings indicate low levels of feeling unhappily nervous and anxious. Most New Zealanders who spend time outdoors in the company of their children were highly comfortable doing so.

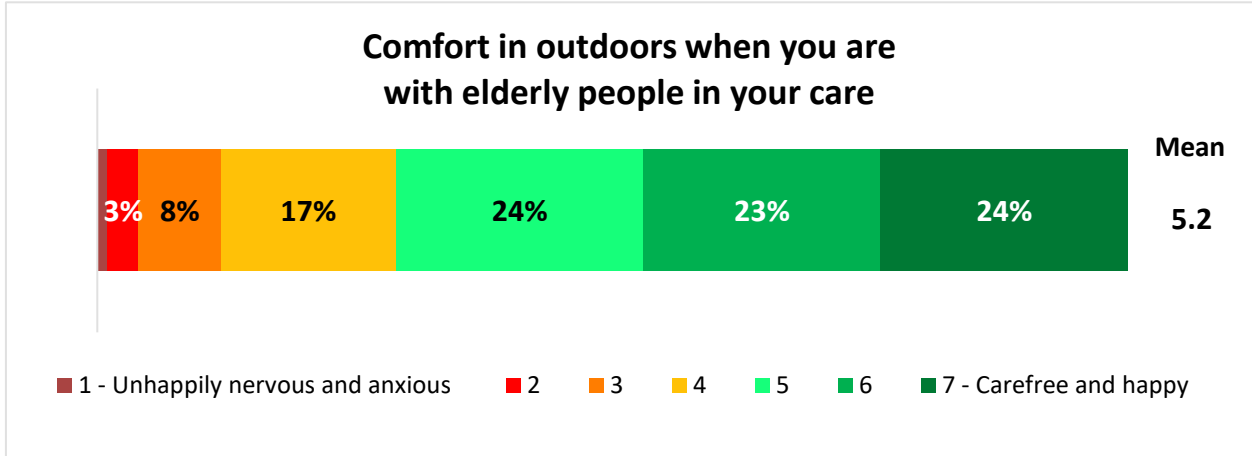


Q10b: How do you feel when outdoors in nature when you are with children in your care (aged under 10 years, not necessarily your own)?

Base: All respondents excluding those who selected 'does not apply' (n=2,015)

New Zealanders' comfort in the outdoors with elderly people in their care

Another question regarding respondents' comfort in the outdoors was asked, this time relating to being in the company of elderly people in their care. The same scale was used as for the previously asked questions, with the only difference being the addition of a 'does not apply' option for New Zealanders who had not been outdoors with elderly people aged over 70 in their care. Those choosing this option were excluded from further analysis of this question. A small proportion reported feeling unhappily nervous and anxious (1–2 out of 7), with the majority of those spending time in the outdoors with elderly people being highly comfortable doing so (scores of 5–7).











Q10c: How do you feel when outdoors in nature when you are with elderly people in your care (aged over 70 years, not necessarily your own relatives)?

Base: All respondents excluding those who selected 'does not apply' (n=2,080)

Motivational states in the outdoors

This question used Ipsos’ Censydiam¹ model for understanding people’s psychological motivations. We asked respondents “Still thinking about spending time out in nature. Which of the pictures shown best matches how you feel when spending time outside in nature?” and they had to select 1-3 pictures. Each picture was validated to closely represent the following emotional states. Below are the images used.

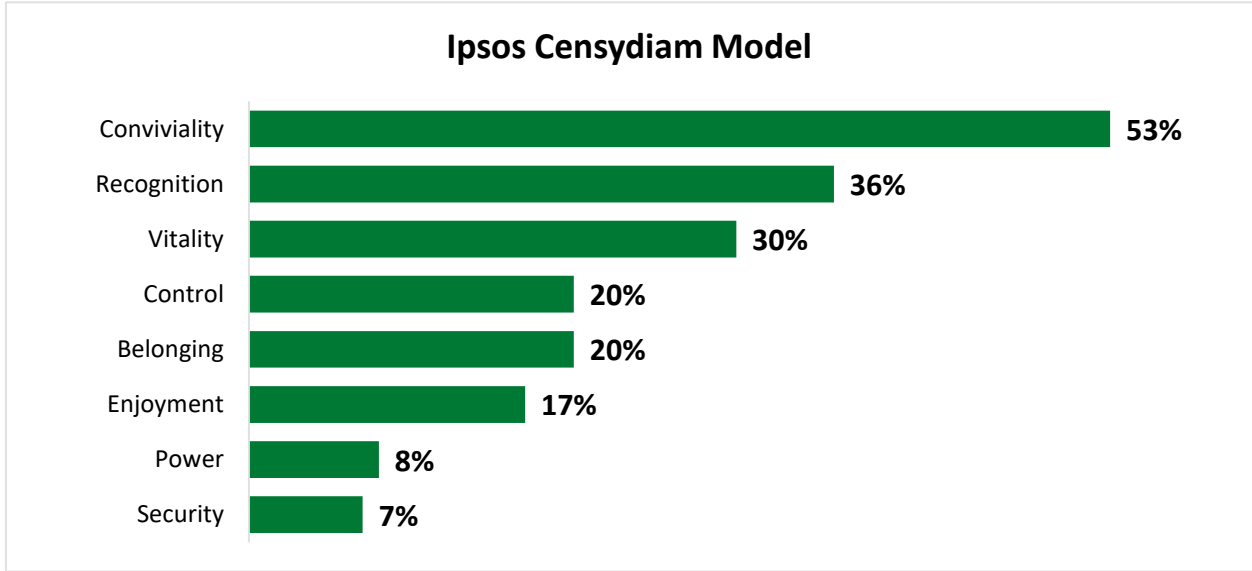
 <p>1. 'Enjoyment'</p>	 <p>2. 'Conviviality'</p>	 <p>3. 'Belonging'</p>
 <p>4. 'Security'</p>	 <p>5. 'Control'</p>	 <p>6. 'Recognition'</p>
 <p>7. 'Power'</p>	 <p>8. 'Vitality'</p>	<p>Note: Respondents did not see the labels.</p>

- 'Enjoyment' represents letting go and having fun, for example, action activities such as skiing.
- 'Conviviality' is about opening to the world and sharing good times with others, for example, going on a hike with a close group of friends.
- 'Belonging' represents spending quality time together in the outdoors, usually with family or close friends.
- 'Security' in the outdoors refers feeling healthy (both mentally and / or physically) as a result of spending time in the outdoors.
- 'Control' involves following a fixed ritual, avoiding surprises as much as possible. The application to the outdoors may be a person walking a track they have done previously.
- 'Recognition' involves broadening your horizon and looking for intellectual stimulation, for example, visiting historical sites.
- 'Power' is related to being respected and acknowledged by peers, for example, posting your latest bike trip on Instagram.

¹ https://www.ipsos.com/sites/default/files/ct/publication/documents/2018-07/censydiam_true_colours_print-sm.pdf <https://www.semanticscholar.org/paper/Towards-a-better-understanding-of-motivational-and-Geeroms/161460bd3ec829421abecaed9d080279c5440f48>

- ‘Vitality’ is when one continually tries to stretch the limits of what is possible, for instance, trying to run a local trail faster than last time or climb a mountain which that person hasn’t been able to conquer before.

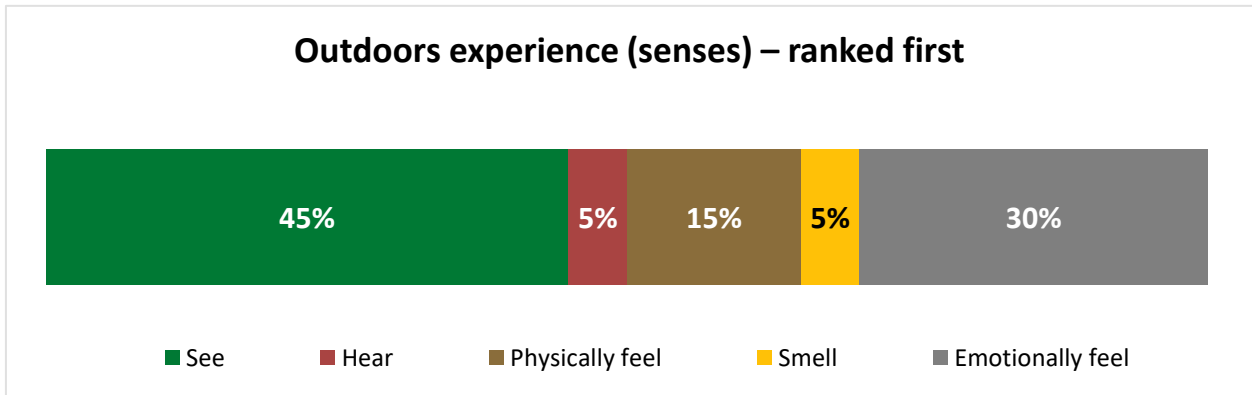
The below chart illustrates how each state scored. ‘Conviviality’ scored the highest of the eight states (53%), ‘recognition’ scored the second highest (36%), and ‘vitality’ scored the third highest (30%).



Q11: Still thinking about spending time out in nature. Which of the pictures shown best matches how you feel when spending time outside in nature? **Base:** All respondents (n=3,000)

The biophysical outdoors experience

New Zealanders were asked to imagine themselves outside enjoying nature the way they prefer, and asked to rate how important each of the senses listed was to them, in terms of importance to their outdoors nature experience. Results show that Seeing was most important (Mean ranking 2.02 out of 5, with ‘1’ being best), followed by Emotionally Feeling (Mean ranking 2.62), Physically Feeling (3.13), Hearing (3.44) and Smelling (3.82).

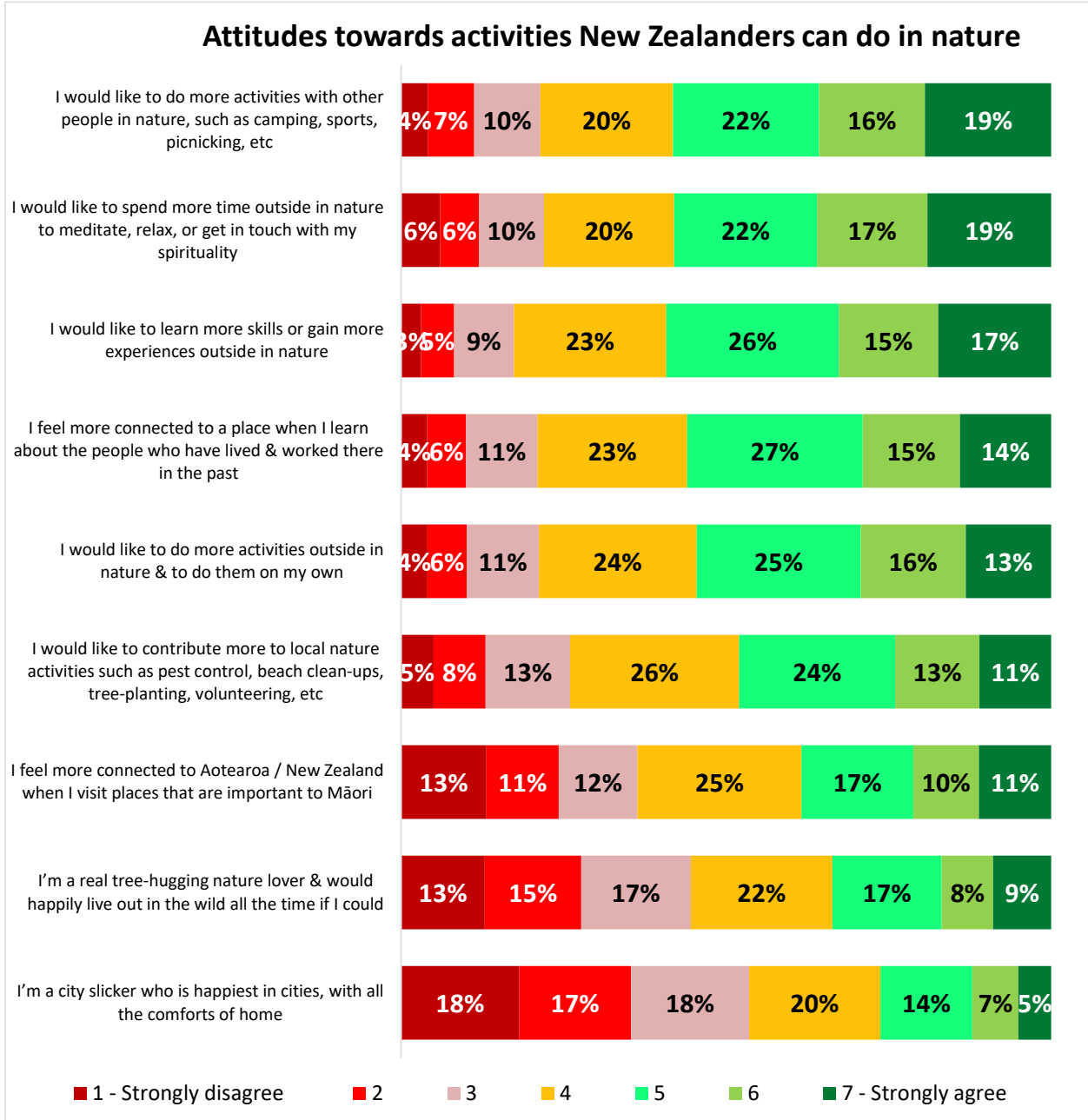


Q12: Still thinking about spending time out in nature. How important are each of the following when you imagine yourself outside enjoying nature the way you prefer? Please rank in order from the most to least important

Base: All respondents (n=3,000)

Attitudes towards activities New Zealanders can do in nature

On a 7-point scale with 1 being ‘strongly disagree’ and 7 being ‘strongly agree’, New Zealanders were asked for their level of agreement in regard to statements about what people can do in nature. A third (35%) of New Zealanders highly agreed (6–7) with the statement ‘I would like to do more activities with other people in nature such as camping, sports, picnicking, etc.’ The statement with the highest disagreement (1–2) was ‘I’m a city slicker who is happiest in cities, with all the comforts of home’ (35%). Overall, this indicates the New Zealanders are more likely to want to do more activities and spend more times outdoors.



Q14: There are many things that people can do outdoors in nature. How much do you agree or disagree with each statement shown below, when thinking about what people can do in nature?

Base: All respondents (n=3,000)

To learn more about those who have a strong preference for the natural outdoors world, we created two categories of people based upon two of the statements used in this question:

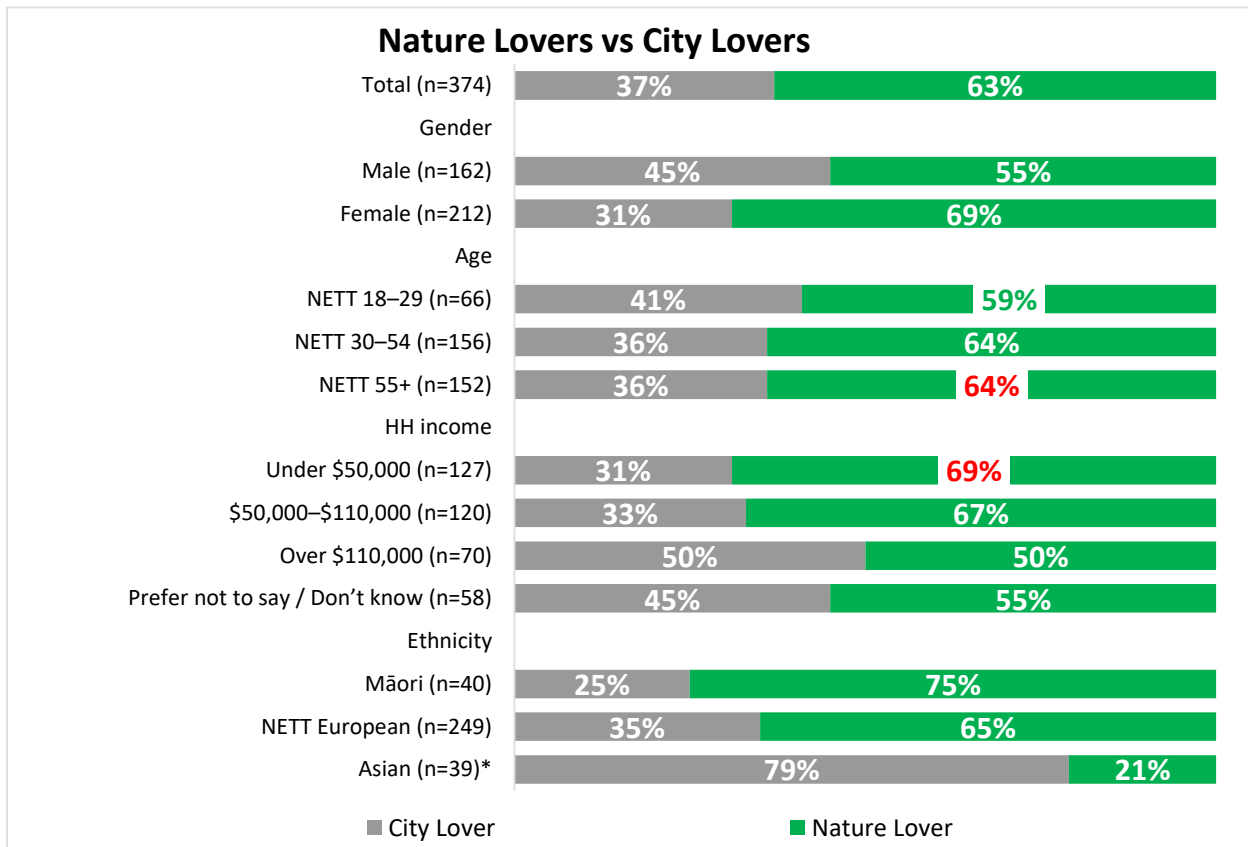
1. **Nature Lovers:** Those who strongly disagreed (1–2) with the statement ‘I’m a city slicker who is happiest in cities, with all the comforts of home’ and who also agreed (6–7) that ‘I’m a real tree-hugging nature lover and would happily live out in the wild all the time if I could’.
2. **City Lovers:** Those who strongly agreed (6–7) with the statement ‘I’m a city slicker who is happiest in cities, with all the comforts of home’ and who also disagreed (1–2) that ‘I’m a real tree-hugging nature lover and would happily live out in the wild all the time if I could’.

City Lovers (n=139) accounted for 5% of the total sample.

Nature Lovers (n=235) accounted for 8% of the total sample.

All others have not been charted – the object of the exercise being to focus on the two extremes so as to learn how they differ. The results are shown on the chart below.

Those of Asian ethnicity were significantly more likely to be City Lovers (79% vs 37% for the total), whilst Maori, those with a household income less than \$50,000 and those over the age of 30 were more likely to be Nature Lovers (75%, 69% and 64% respectively).



Q14: There are many things that people can do outdoors in nature. How much do you agree or disagree with each statement shown below, when thinking about what people can do in nature?

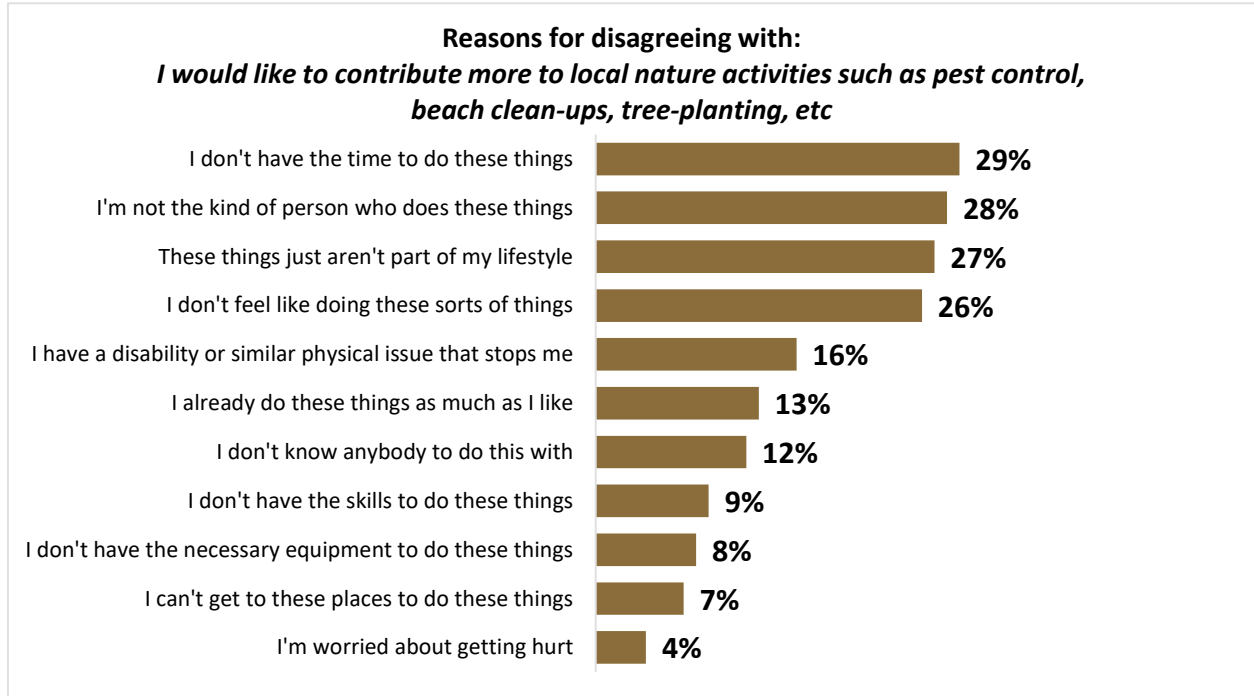
Base: Respondents who qualified for the segmentation (n=374). ***Note:** Low base size; other Ethnic groups not charted due to overly low base sizes.

Barriers to increased participation in outdoor activities

New Zealanders disagreeing with the statements in Q14 were asked a follow-up question for each such statement regarding the reasons behind their disagreement. These were asked in order to help DOC quantify the barriers preventing increased participation in the outdoor activities in question.

Barriers preventing increased contribution to local nature activities

The statement most frequently disagreed with was *'I would like to contribute more to local nature activities such as pest control, beach clean-ups, tree-planting, volunteering, etc.'* The reason most frequently cited (29%) was a *lack of time*.

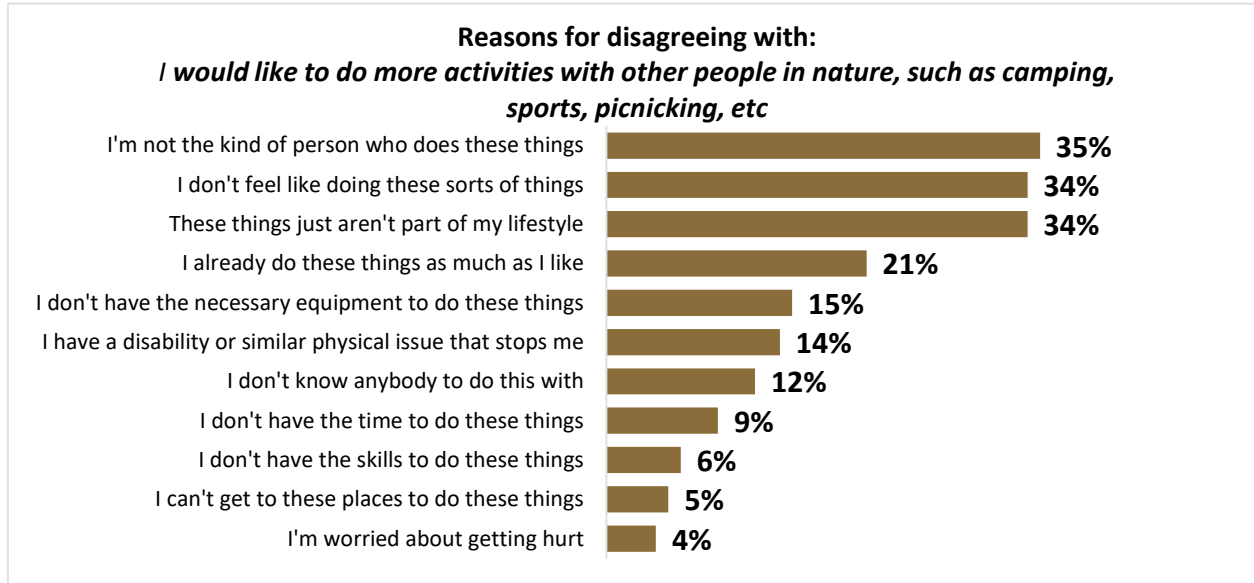


Q15: For what reasons did you disagree with the statement that '<INSERT STATEMENT FROM Q14>'?

Base: Respondents who disagreed with the statement from Q14 (n=776)

Barriers preventing more activities with other people in nature

The main reasons for not doing more activities with other people in nature, such as camping, sports, picnicking, were respondents' feelings that they are *not the kind of person who does these things* (35%), *don't feel like doing these sorts of things* (34%), and *these things just aren't part of their lifestyle* (34%). This indicates that the reluctance to do these things largely stems from individual preferences and personalities rather than from more manageable factors such as skills or equipment.

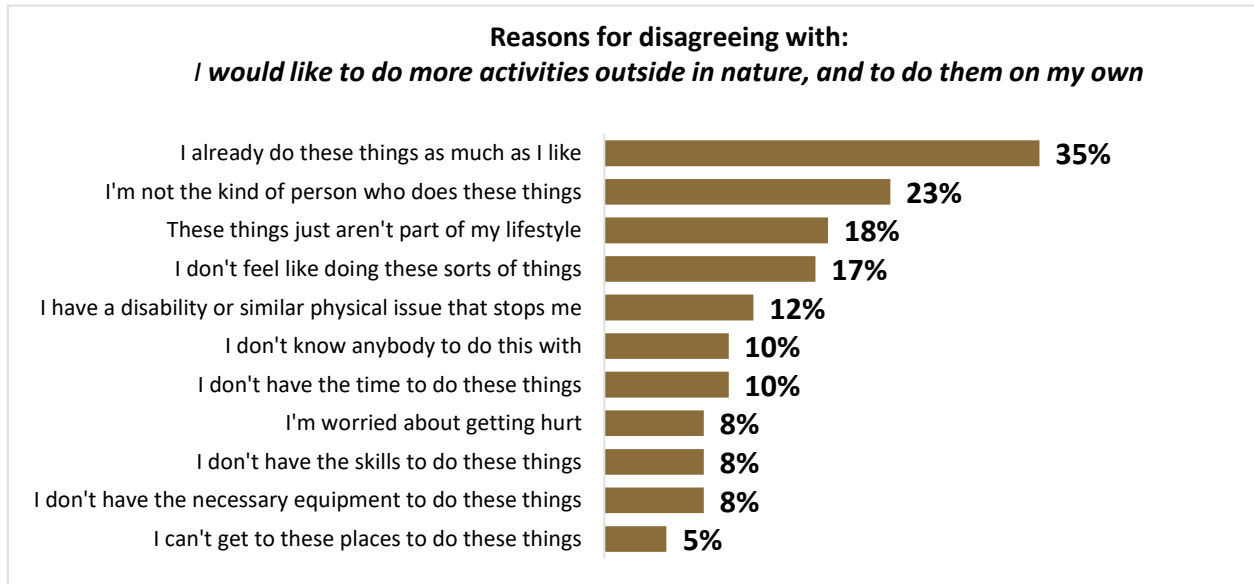


Q15: For what reasons did you disagree with the statement that '<INSERT STATEMENT FROM Q14>'?

Base: Respondents who disagreed with the statement from Q14 (n=652)

Barriers preventing more solo activities in nature

A third (35%) of those who disagreed with the statement '*I would like to do more activities outside in nature, and to do them on my own*' were likely to *already do these things as much as they like*.

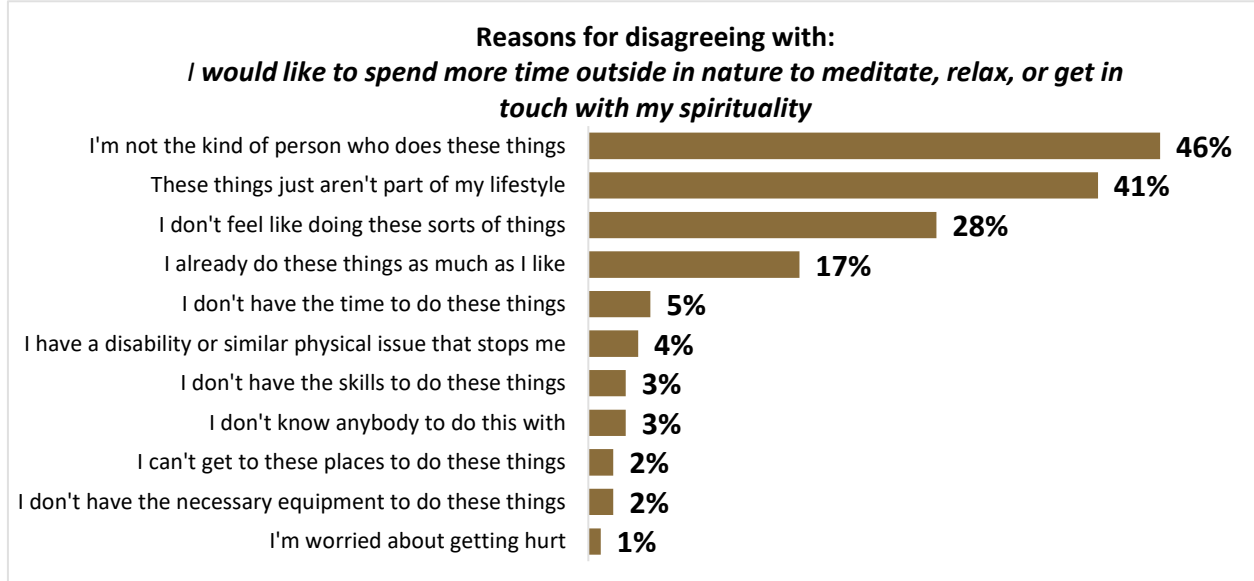


Q15: For what reasons did you disagree with the statement that '<INSERT STATEMENT FROM Q14>'?

Base: Respondents who disagreed with the statement from Q14 (n=655)

Barriers preventing spending more time in nature to relax or meditate

Almost half (46%) of those who disagreed with the statement 'I would like to spend more time outside in nature to meditate, relax, or get in touch with my spirituality' did so because they are not the kind of person who does these things.

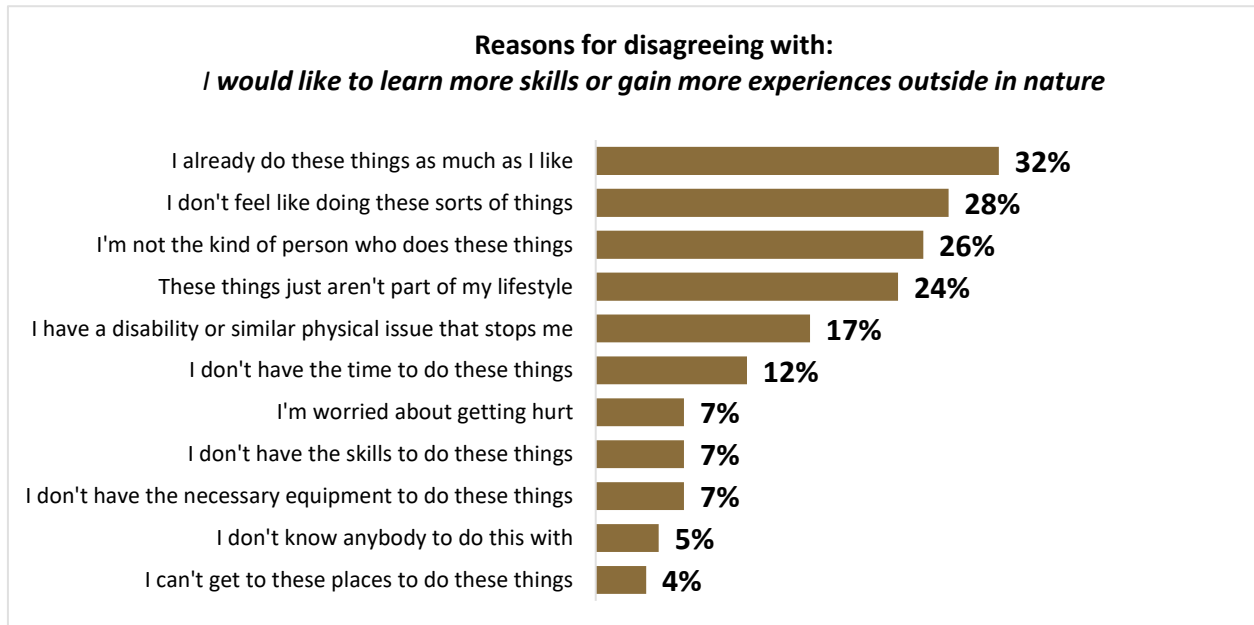


Q15: For what reasons did you disagree with the statement that '<INSERT STATEMENT FROM Q14>'?

Base: Respondents who disagreed with the statement from Q14 (n=646)

Barriers preventing learning / gaining more skills / experience in the outdoors

A third (32%) of those who disagreed with the statement 'I would like to learn more skills or gain more experiences outside in nature' did so because they already do these things as much as they like.

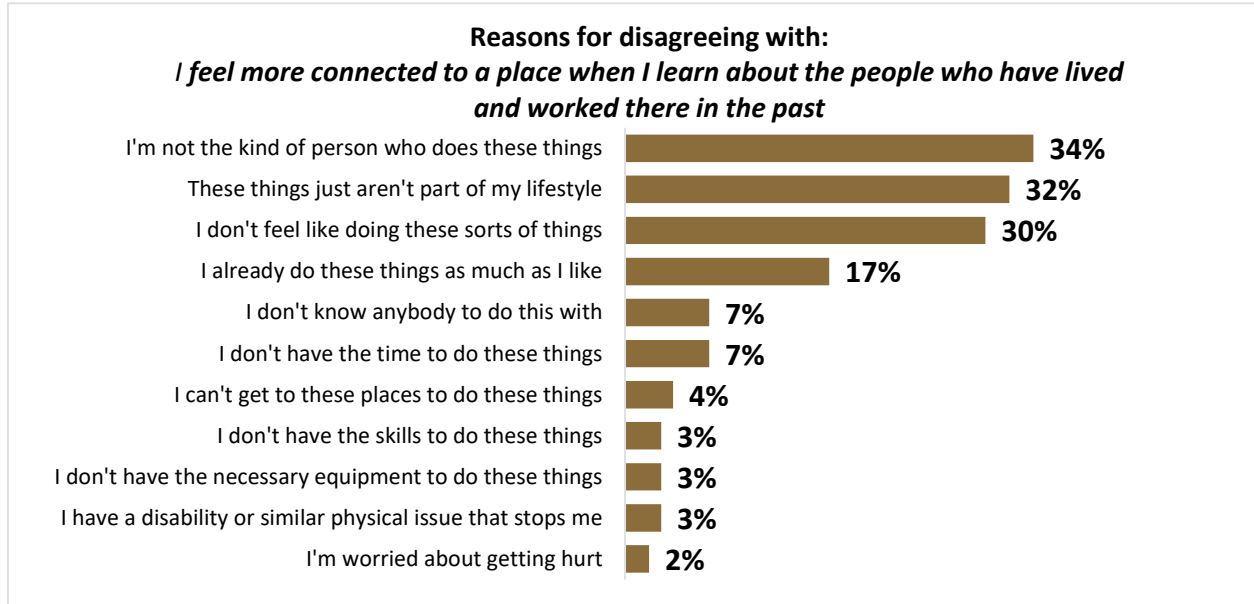


Q15: For what reasons did you disagree with the statement that '<INSERT STATEMENT FROM Q14>'?

Base: Respondents who disagreed with the statement from Q14 (n=530)

Barriers preventing learning about people who lived and worked in a place in the past

A third (34%) of those who disagreed with the statement *'I feel more connected to a place when I learn about the people who have lived and worked there in the past'* did so because they are not the kind of person who does these things.

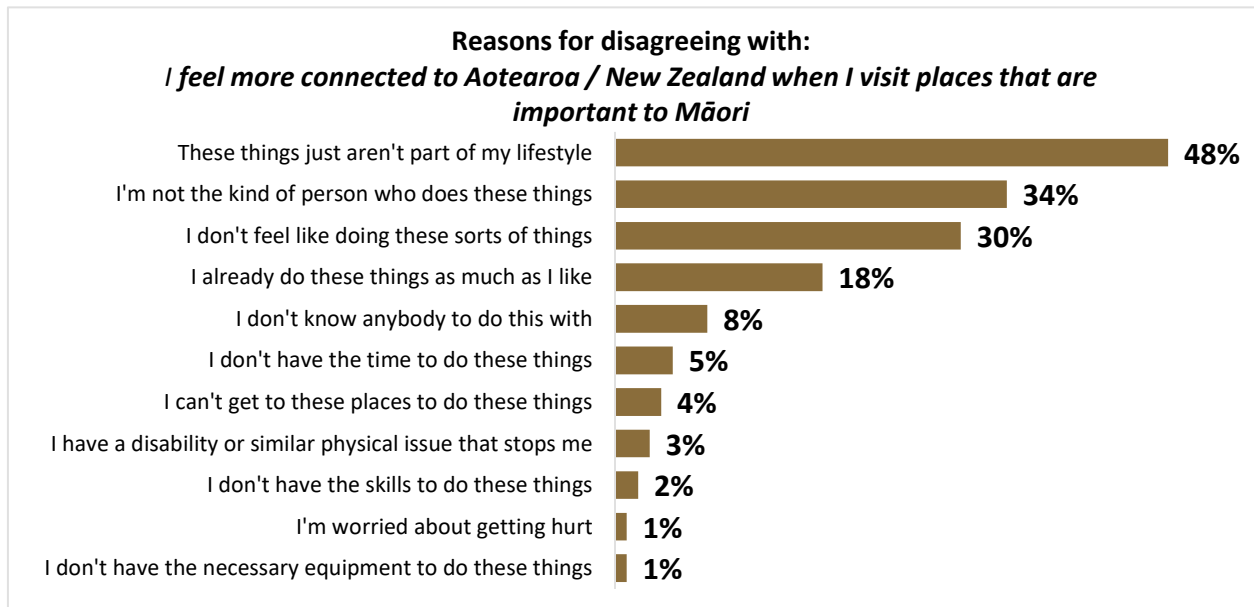


Q15: For what reasons did you disagree with the statement that '<INSERT STATEMENT FROM Q14>'?

Base: Respondents who disagreed with the statement from Q14 (n=611)

Barriers preventing increased connection / visits to places that are important to Māori

Almost half (48%) of those who disagreed with the statement *'I feel more connected to Aotearoa / New Zealand when I visit places that are important to Māori'* did so because these things just aren't part of their lifestyle.

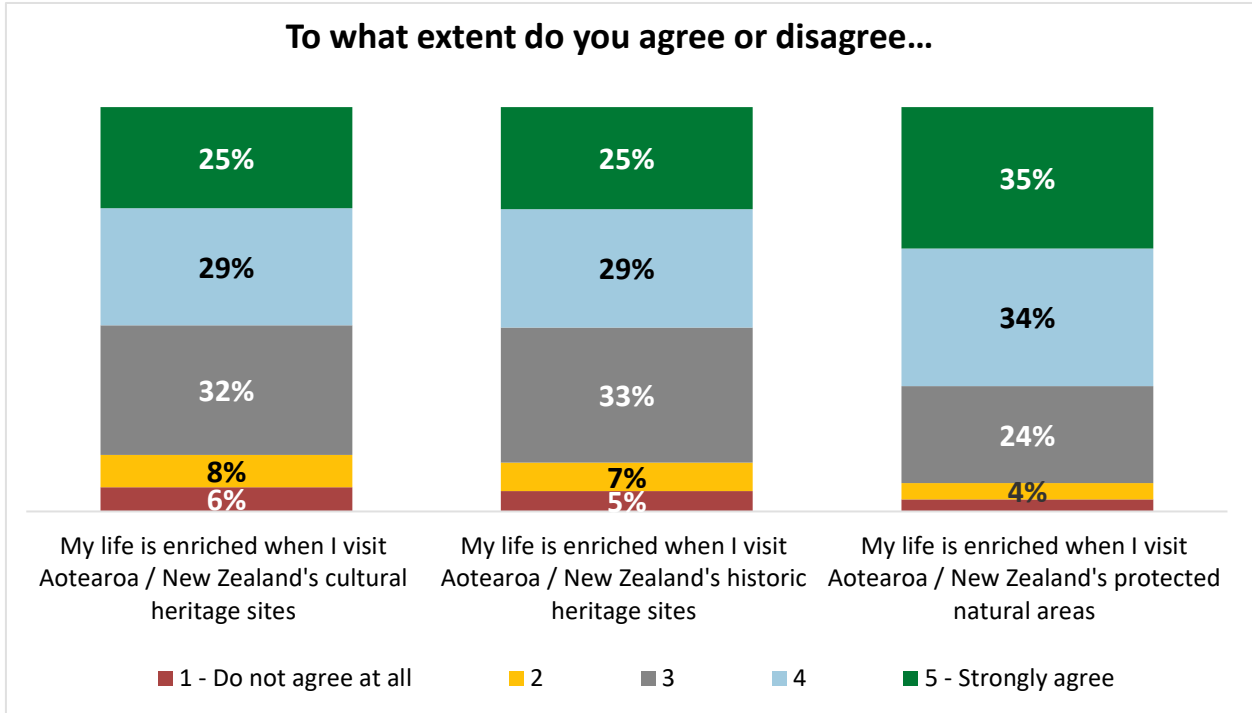


Q15: For what reasons did you disagree with the statement that '<INSERT STATEMENT FROM Q14>'?

Base: Respondents who disagreed with the statement from Q14 (n=1,102)

Perceptions of DOC sites ²

On a 5-point scale with 1 being ‘do not agree at all’ and 5 being ‘strongly agree’, we asked New Zealanders how much they agreed or disagreed that their life is enriched when they visit a number of DOC sites. The highest agreement (4–5) was for Aotearoa / New Zealand’s Protected Natural Areas (69%). Cultural Heritage Sites and Historic Heritage Sites both had the same levels of agreement (54%), albeit slightly lower than Aotearoa / New Zealand’s Protected Natural Areas.

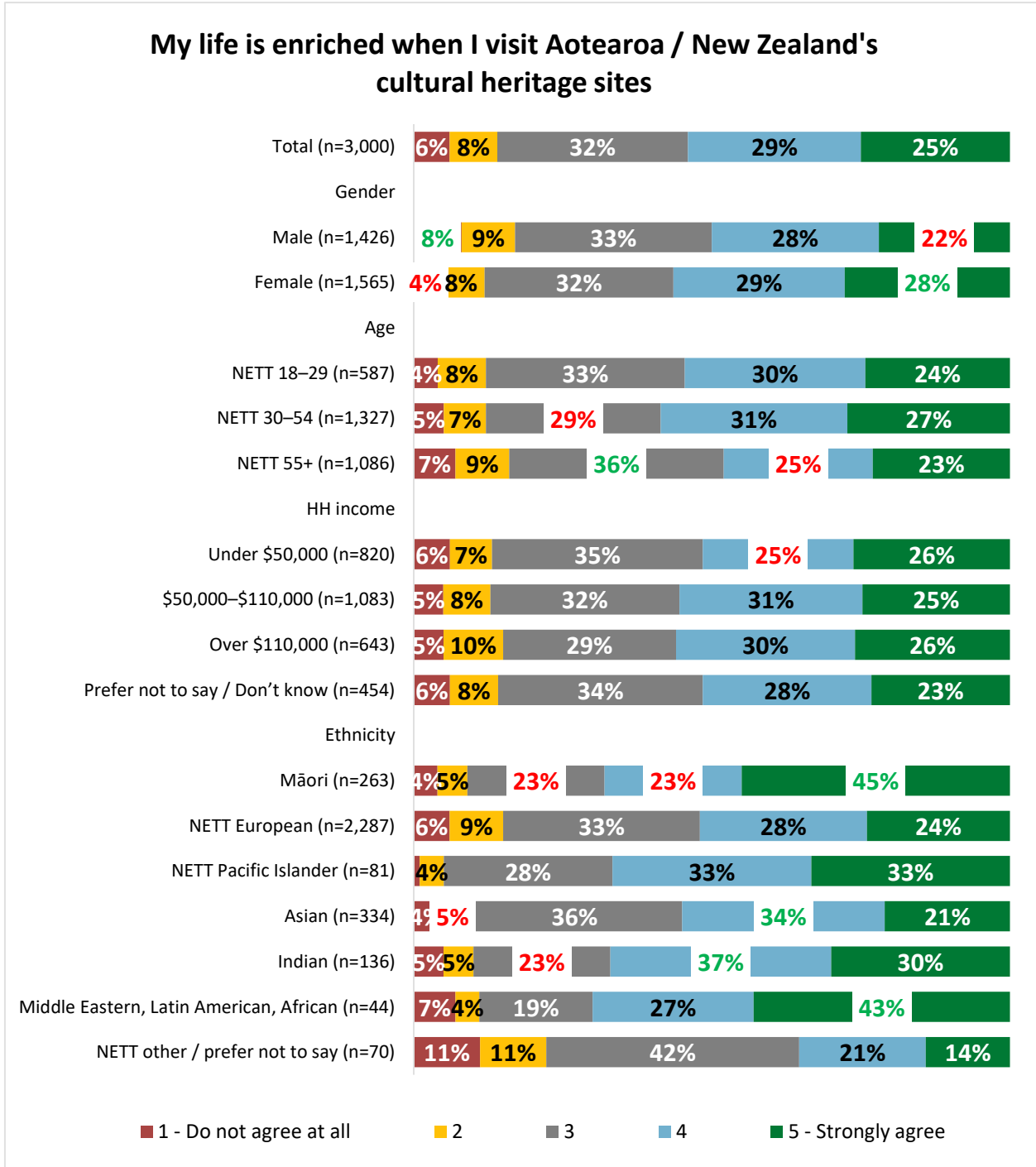


Q34: To what extent do you agree or disagree with the following statements? Options as shown in chart above.

Base: All respondents (n=3,000)

² Note that although these questions are the same as used in previous SONZ surveys, comparisons with previous years’ data should be regarded as indicative only, because we did not record exactly which location respondents were referring to when answering these questions. This means that some may be referring to locations not under the management of DOC, e.g. council managed beaches.

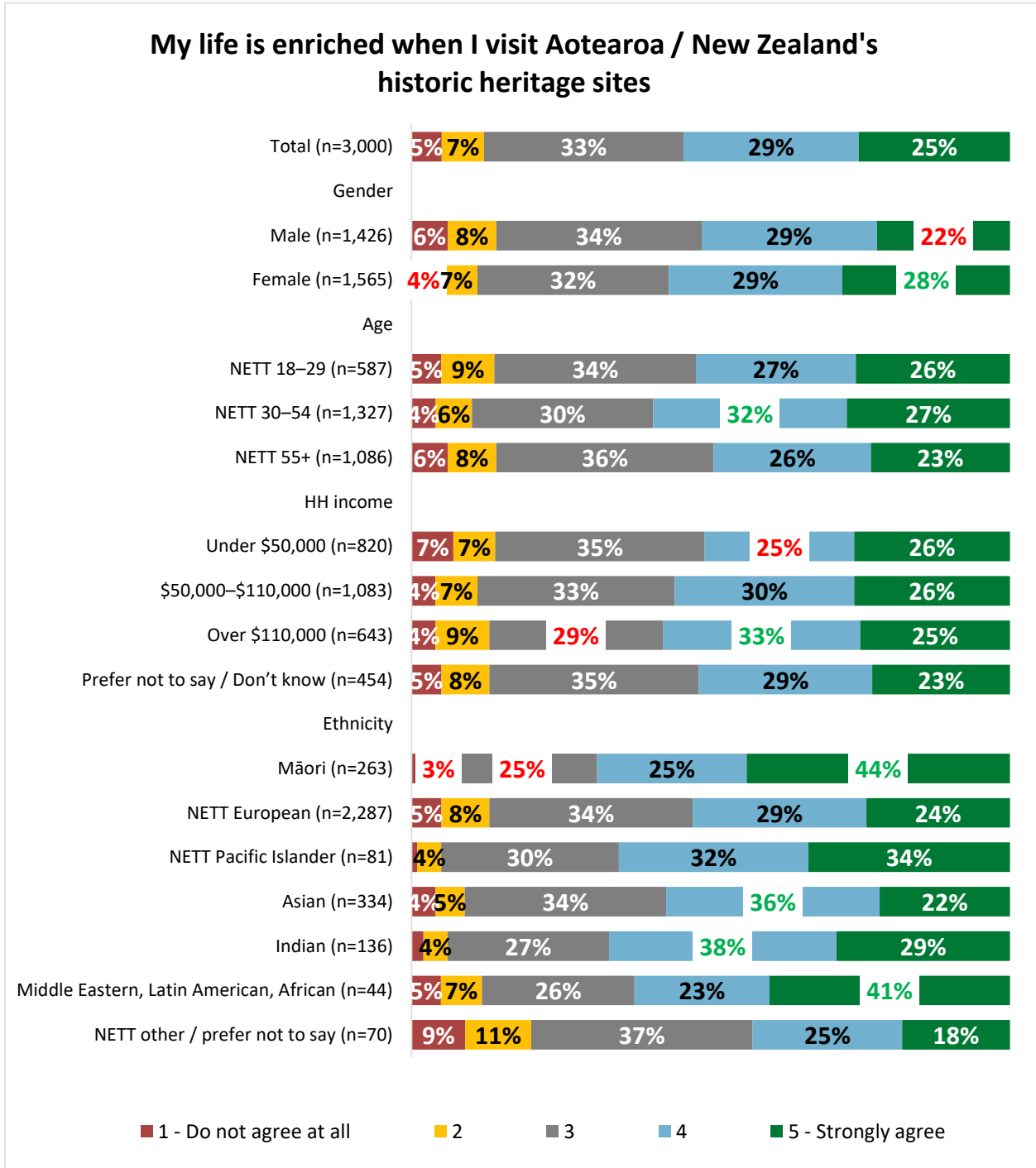
Comparatively large proportions of females (28%), Māori (45%), and Middle Eastern / Latin American / African people (43%) strongly agreed with the statement 'My life is enriched when I visit Aotearoa / New Zealand's cultural heritage sites', while a significant proportion of men (8%) strongly disagreed.



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

Base: All respondents (n=3,000)

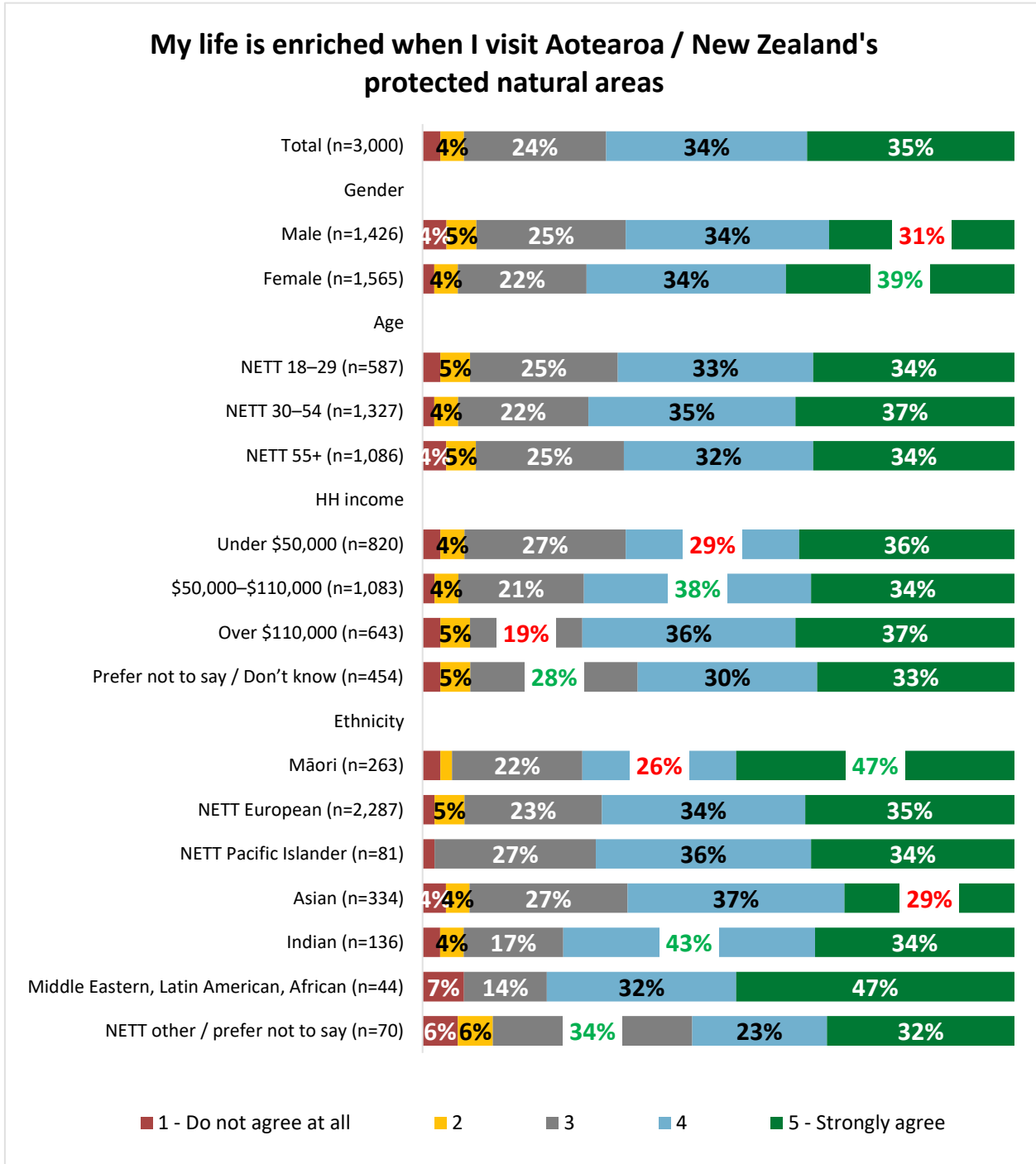
Again, there were larger proportions of females (28%) and Māori (44%) who strongly agreed with the statement 'My life is enriched when I visit Aotearoa / New Zealand's historic heritage sites'.



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

Base: All respondents (n=3,000)

Females (39%) and Māori (47%) were significantly more likely to strongly agree with the statement 'My life is enriched when I visit Aotearoa / New Zealand's protected natural areas'.



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

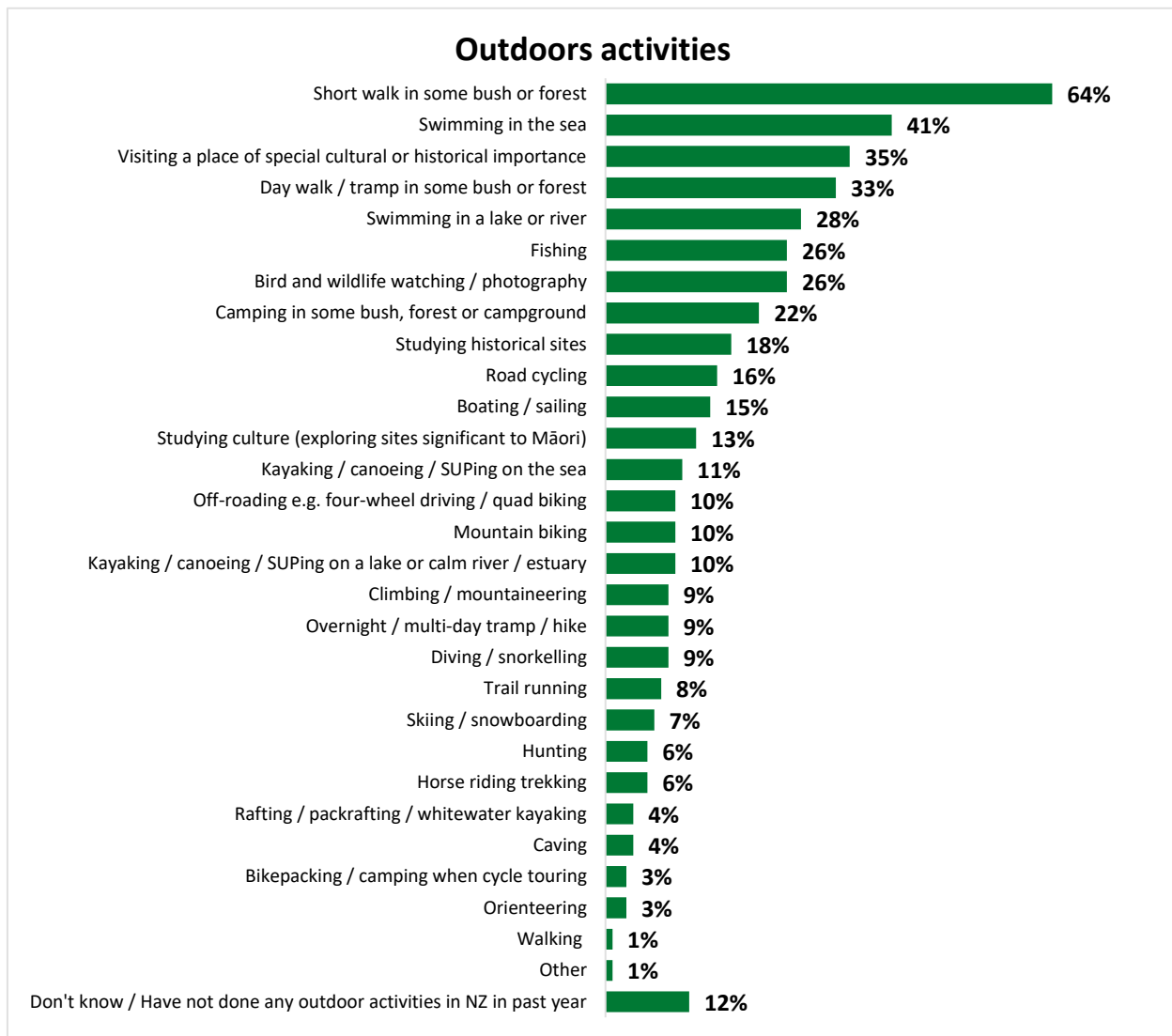
Base: All respondents (n=3,000)

Trip profiling

This section investigates New Zealanders’ outdoor experiences. Respondents’ latest trip was not asked about because it would have introduced seasonal bias and skewed the trips profiled to smaller, more localised ones. Instead focus was placed on New Zealanders’ self-defined most ‘enjoyable’ trips, as the response would provide more valuable insights. Respondents were asked what activities they had done over the past year, which one was the most enjoyable, who they travelled with, and who organised it.

Outdoors activities – participation

Firstly, we asked New Zealanders what outdoor activities they had partaken in over the past year. A *short walk in the bush or forest* was the most common activity partaken in by New Zealanders in the past year (64%), as followed by *swimming in the sea* (41%) and *visiting a place of special cultural or historical importance* (35%).

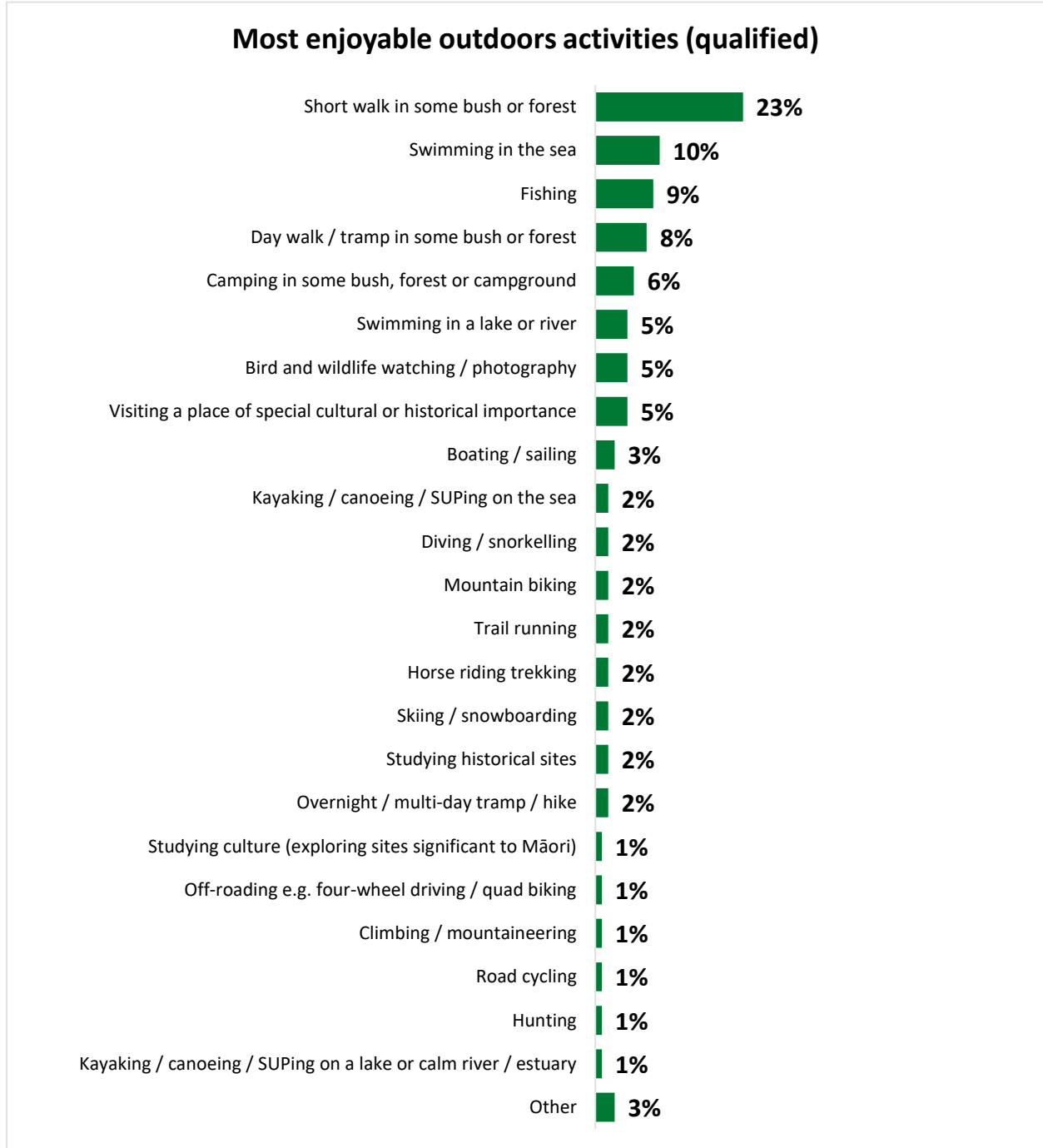


Q16: Which of the following outdoors activities have you done in New Zealand over the past year?

Base: All respondents (n=3,000)

Outdoors activities – most enjoyable activities

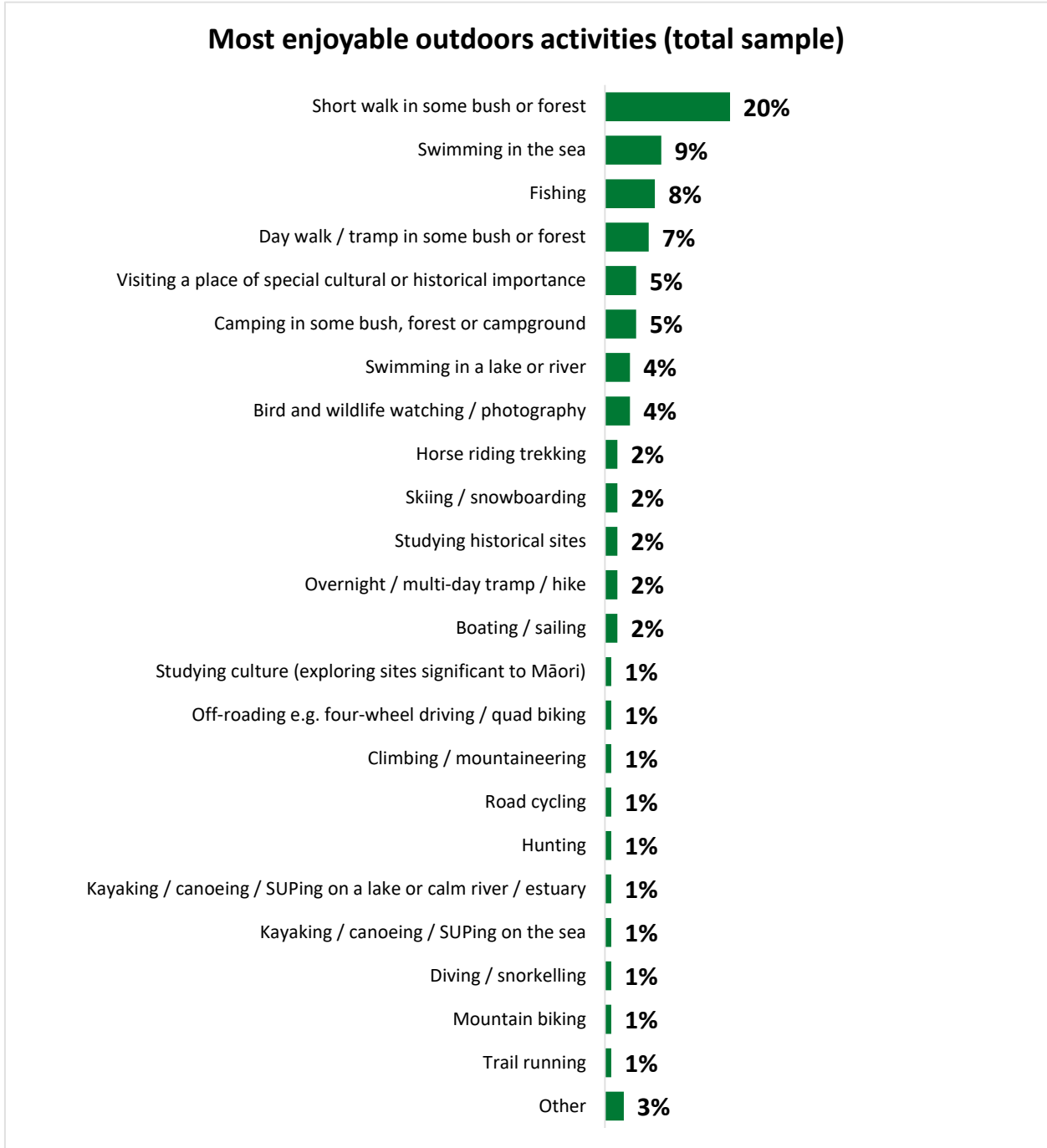
Secondly, New Zealanders who had done an outdoor activity over the past year were asked which outdoor experience was the most enjoyable. For most respondents the answer was a *short walk in some bush or forest* (23%), followed by *swimming in the sea* (10%) and *fishing* (9%).



Q17: Which one of those activities did you enjoy the most?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,637)

When the results are based on the total sample, the ranking of most enjoyable activities does not change. However, approximately what proportion of the population’s most enjoyable activity is when in the outdoors can be defined. The results indicate that 20% of New Zealanders’ most enjoyable outdoor activity was going for a *short walk in some bush or forest*.

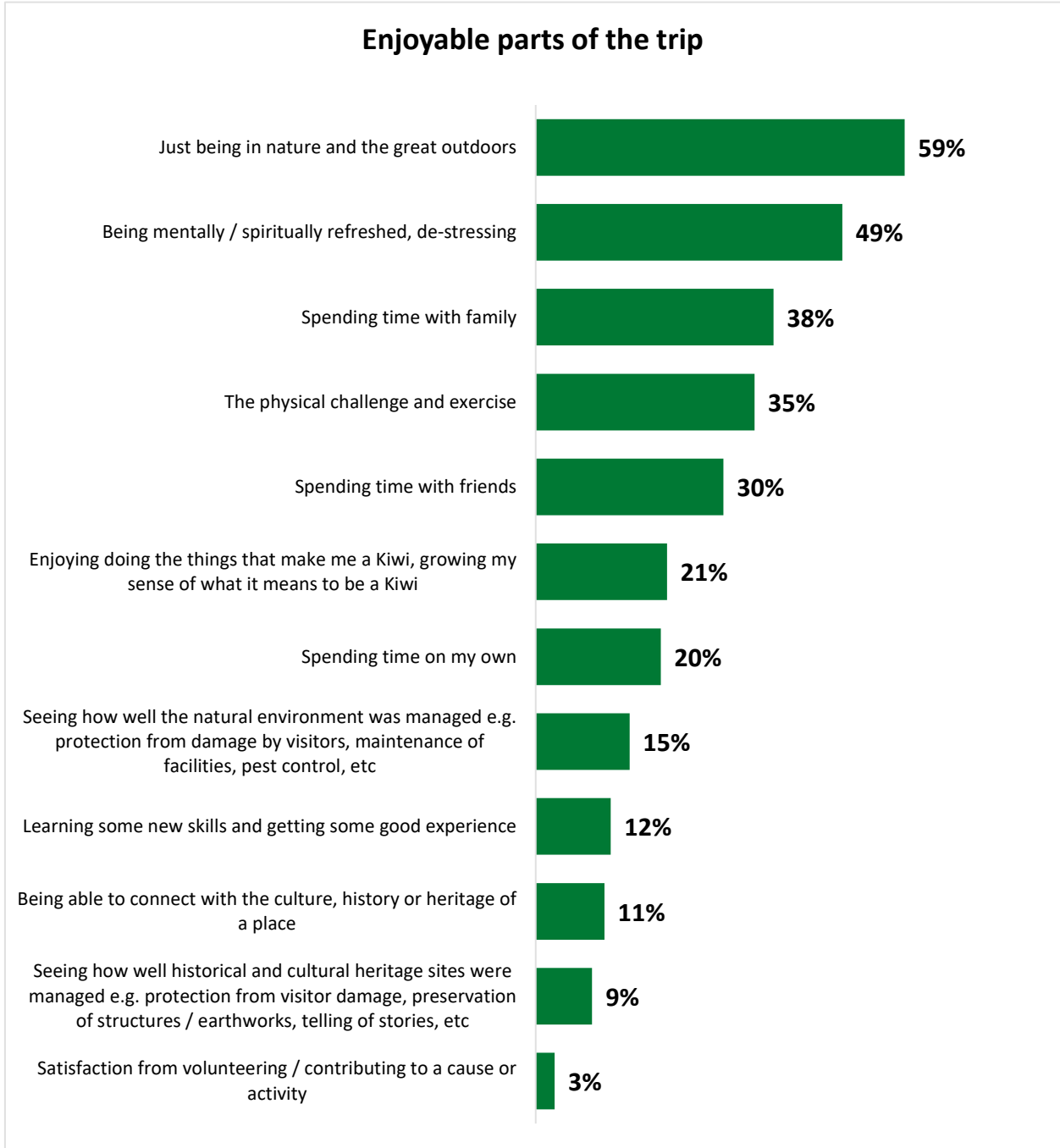


Q17: Which one of those activities did you enjoy the most?

Base: All respondents (n=3,000)

Enjoyable parts of the trip

New Zealanders who had done an outdoor activity over the past year were later asked about the main reason why the trip in question was so enjoyable. For 59% the reason was *being in nature and the great outdoors*, whilst 49% enjoyed the trip due to feeling *mentally / spiritually refreshed*.

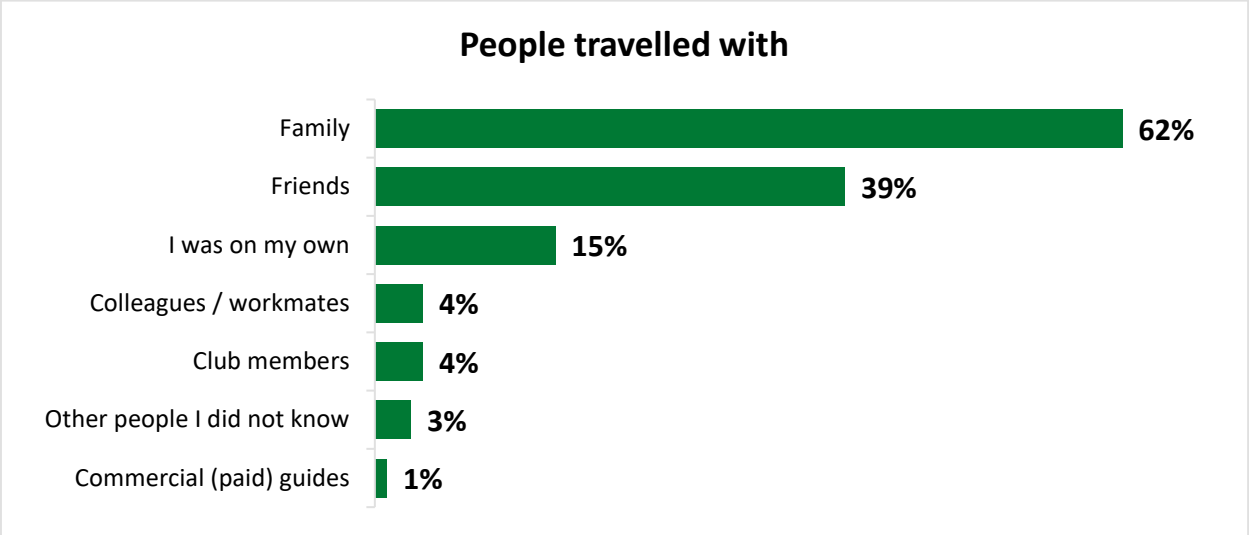


Q18: Thinking about this most enjoyable trip, why was it the most enjoyable one out of those selected?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,637)

People travelled with

Next, New Zealanders who had done an outdoor activity over the past year were asked who they travelled with on that most enjoyable journey. Almost two thirds (62%) travelled with their family, 39% travelled with friends, and 15% went on a solo trip.

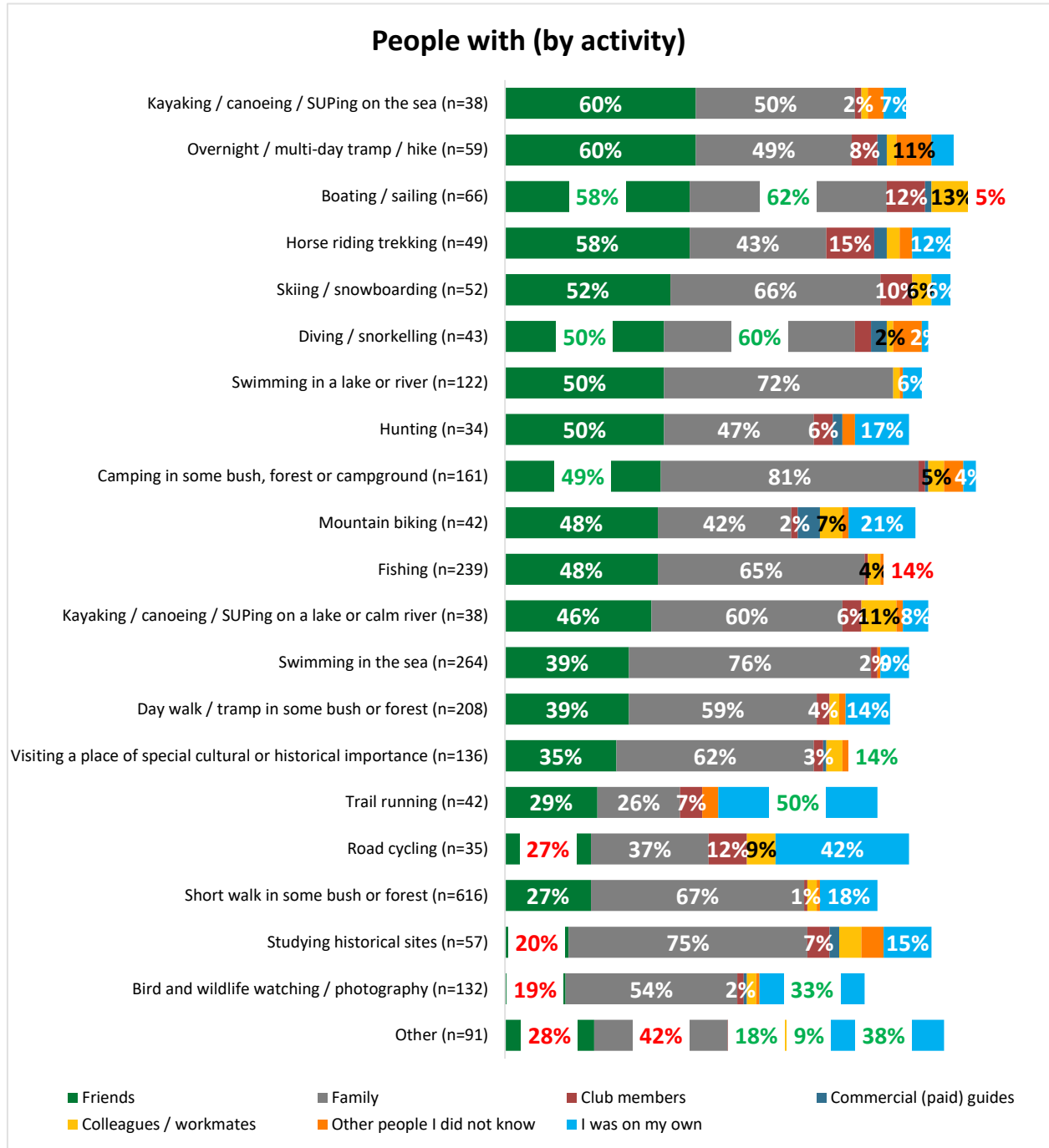


Q19a: Still thinking about this trip, who were the other people you were with?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,637)

People travelled with (by activity)

Family and friends were the most common partners in a range of enjoyable activities. Commercial paid guides were most commonly used for rafting / packrafting / whitewater kayaking (25%).



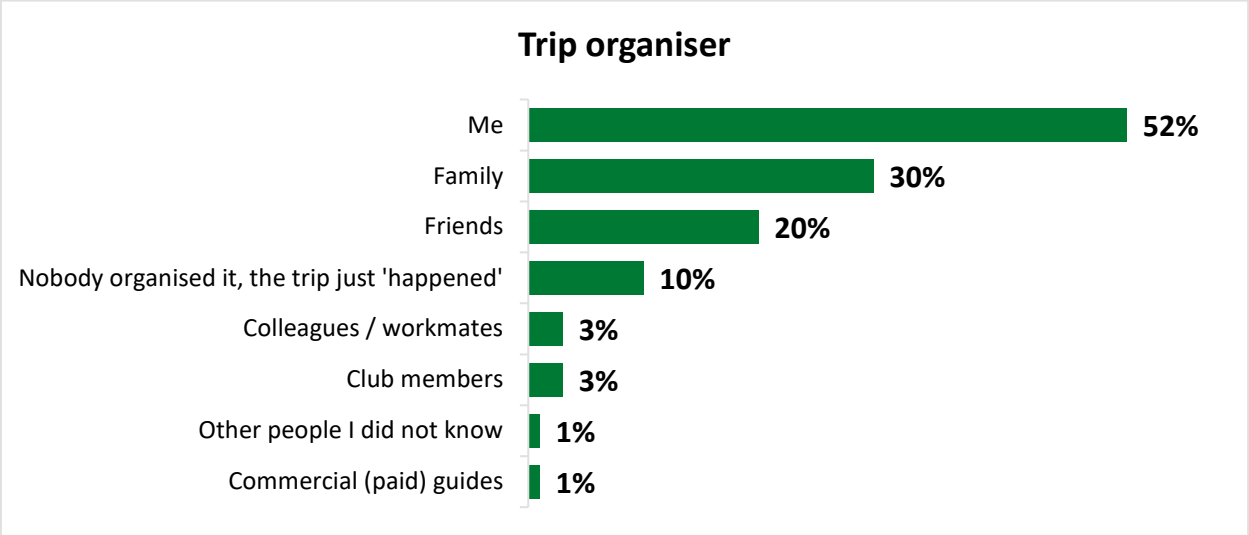
Q19a: Still thinking about this trip, who were the other people you were with?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,637).

Note: Activities with samples below 30 are not shown.

Trip organiser

New Zealanders who had done an outdoor activity over the past year were asked who organised their most enjoyable trip. Half (52%) of the trips were organised by themselves, 30% by family, and 20% by friends. A small portion (10%) of trips were not organised by anybody and just 'happened'. A small portion (10%) of trips were not organised by anybody and just 'happened'.

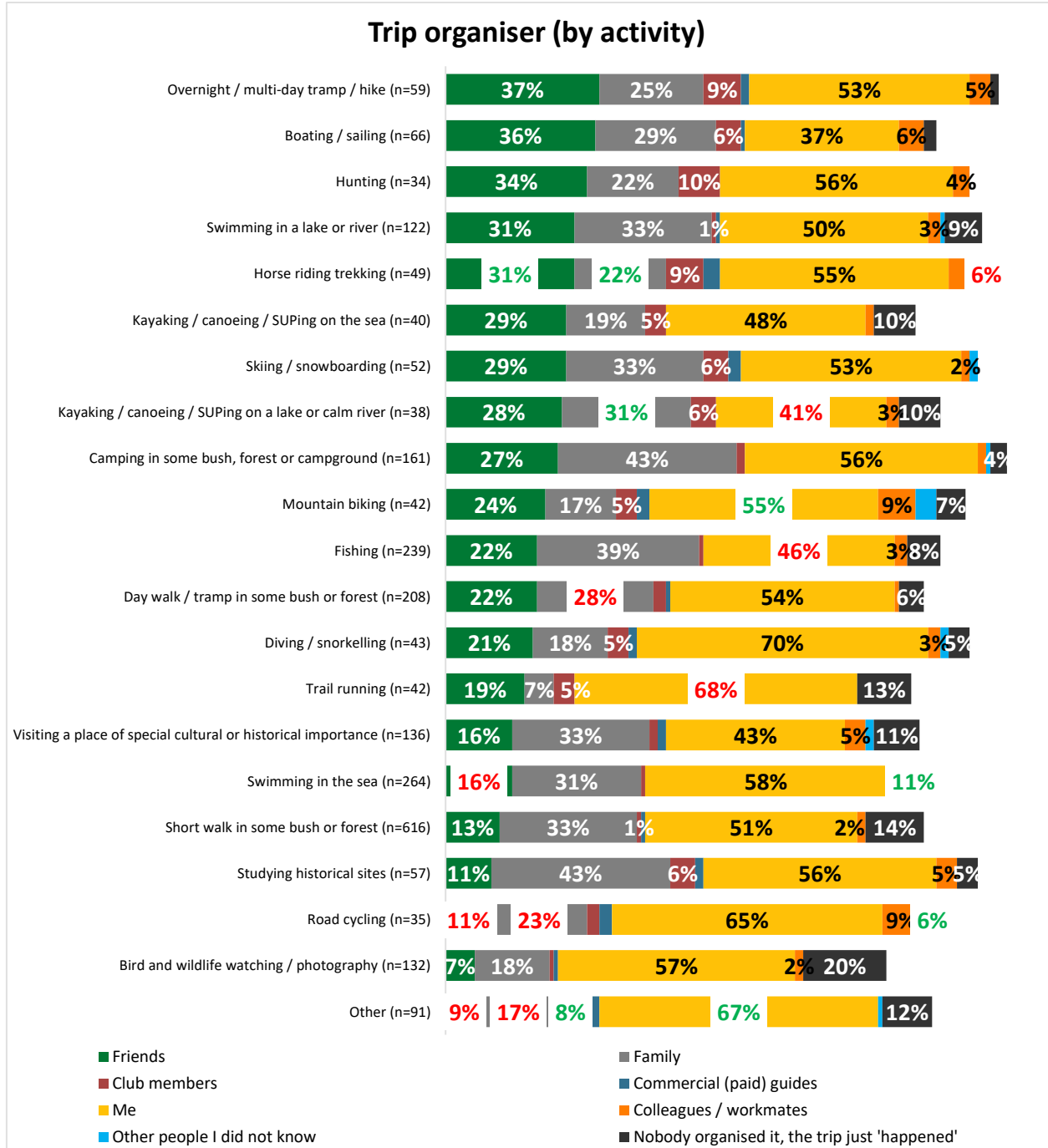


Q19b: Still thinking about this trip, who organised it?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,637)

Trip organiser (by activity)

When looking at the breakdown of the different activities, the largest proportion of trips were planned by the individuals themselves, followed by friends and family. An overnight / multi day hike was significantly more likely to be organised by club members (9%), while short walks in some bush or forest and bird and wildlife watching trips were significantly more likely to 'just happen' without anybody organising them.



Q19b: Still thinking about this trip, who organised it?

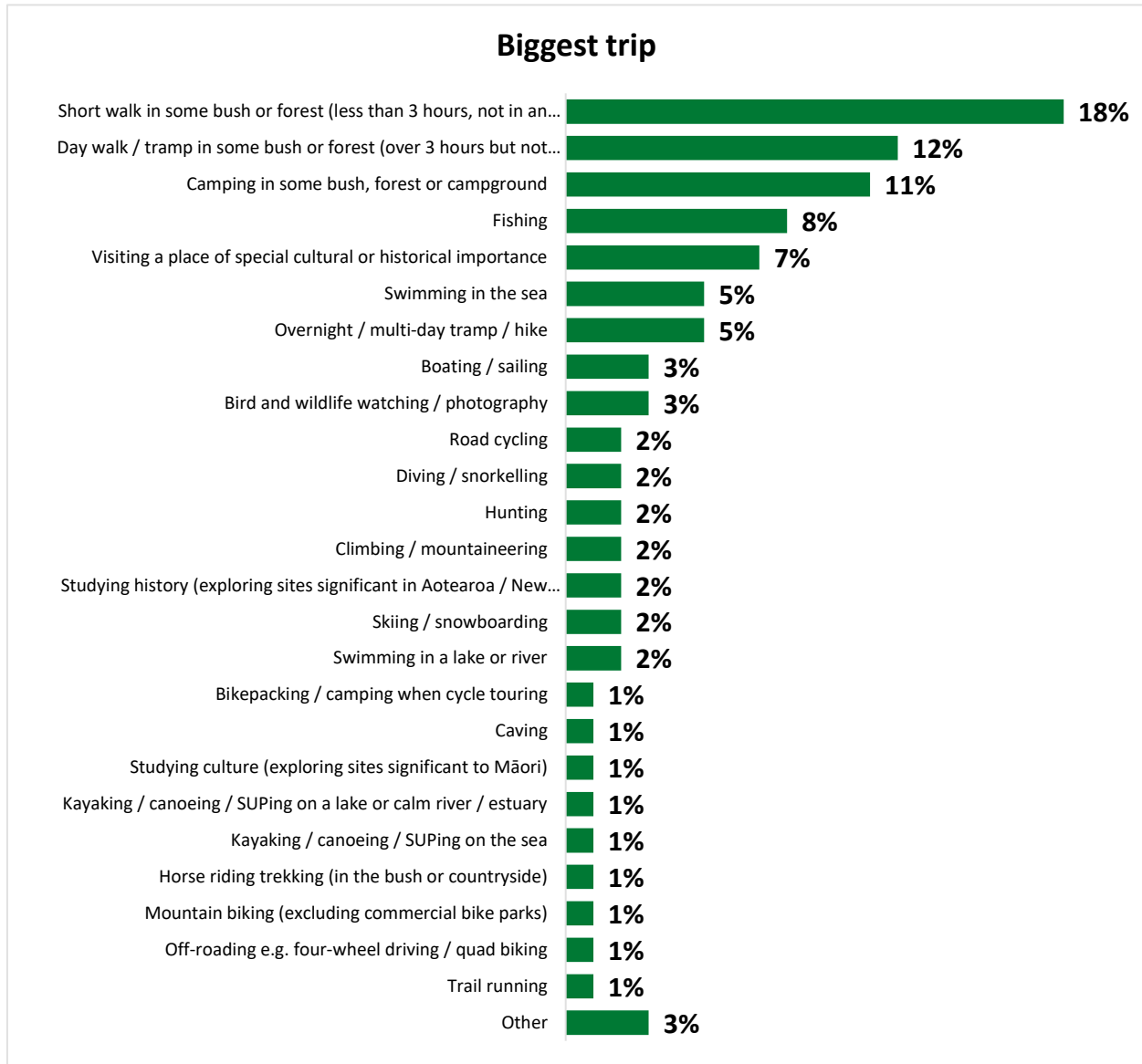
Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,637). **Note:** Activities with samples below 30 are not shown.

Safety and risk management – past trip

This section analyses New Zealanders’ attitudes and behaviours in terms of their ‘biggest trips’. The word ‘biggest’ is used rather than any descriptors with specific comparable measures such as the ‘longest / furthest’, to ensure the respondent could use their own criteria for their ‘biggest’ trip. The section starts with looking at what the ‘biggest’ trips were and why they were regarded as the ‘biggest’.

‘Biggest trip’

Firstly, we asked New Zealanders who had done an outdoor activity over the past year what their ‘biggest trip’ had been. Under a quarter (18%) of respondents considered a short walk in the bush to be their biggest trip, whilst a further 12% considered a day walk to be the ‘biggest trip’ in the past year.

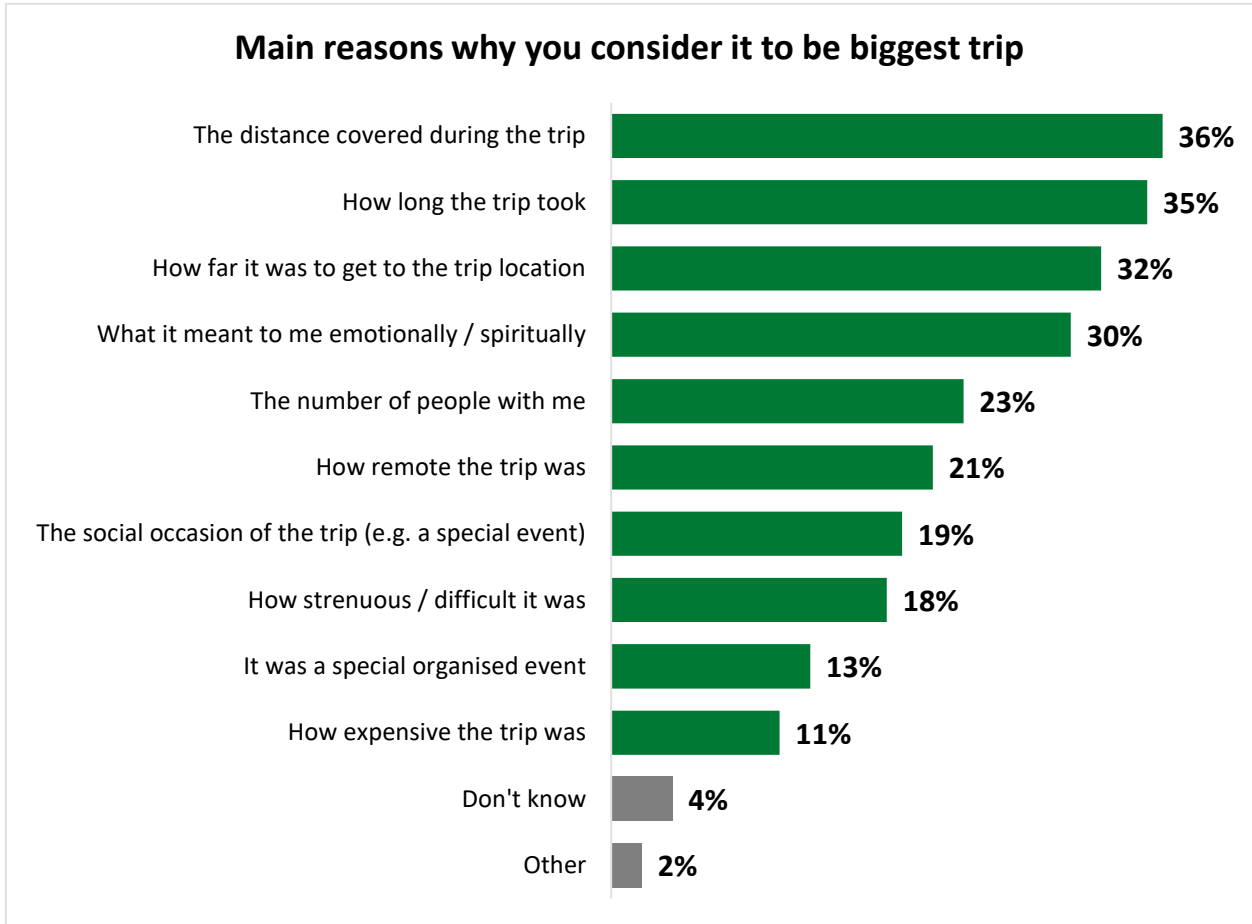


Q20: Thinking about the trips you have had doing these activities, which one of those trips would you consider to have been your ‘biggest trip’, when you think about factors like time, distance, and remoteness?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,637)

Main determinants of 'biggest trip' status

Secondly, those New Zealanders were asked for the main reasons why they would consider it to be their biggest trip. A third (36%) of respondents considered it to be their biggest trip due to the *distance covered*, whilst 35% considered the *length of the trip* to be a main factor. The *expense of the trip* was the least-cited reason for considering a trip to be the 'biggest' (11%).

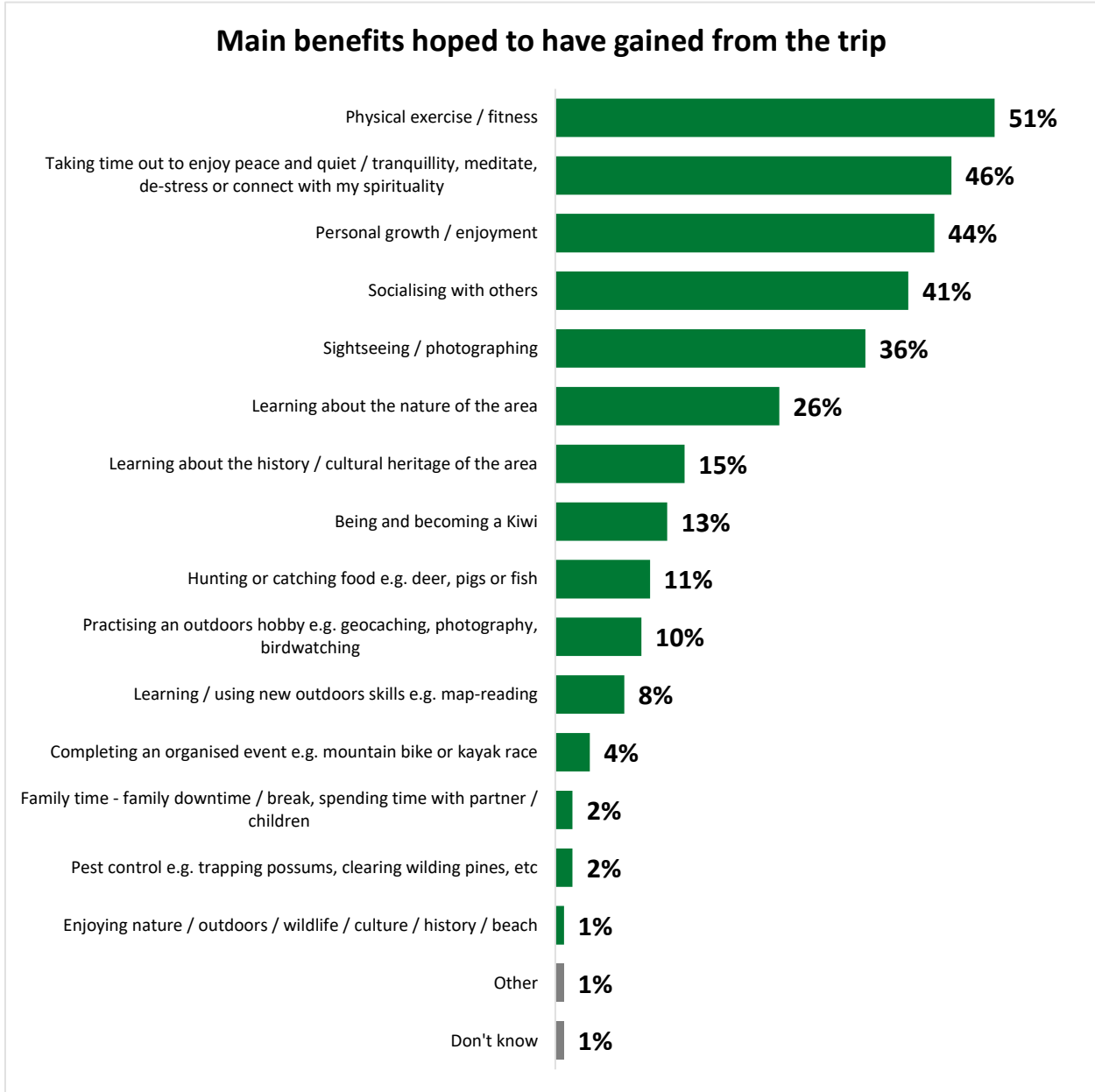


Q21: What were the main reasons why you consider this trip your biggest trip?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,637)

Main benefits hoped to have gained from the trip

Thirdly, we asked New Zealanders who had done an outdoor activity over the past year to name the main benefit they had hoped to gain from their ‘biggest trip’. Over half (51%) had hoped to gain *physical exercise / fitness* and 46% named *taking time out to enjoy peace and quiet*.

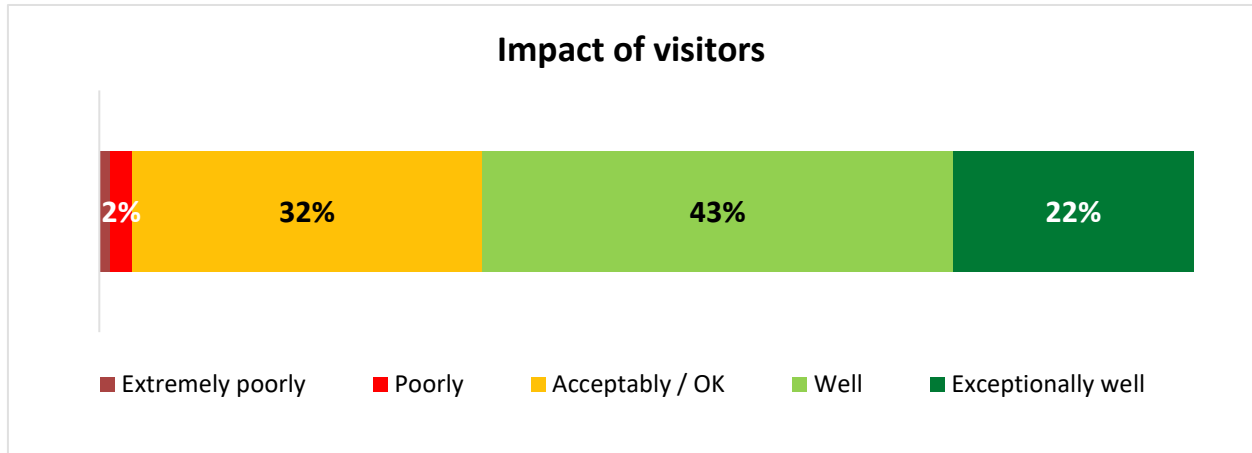


Q22a: What were the main benefits you hoped to have gained from this trip? Select as many as you like.

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,636). **Note:** One respondent did not answer this question.

Impact of visitors ³

Respondents were asked how the impact of visitors had been managed at the location where most of their trips took place. Two thirds (65%) of New Zealanders who had done an outdoor activity over the past year believed that the impact of visitors had been managed ‘well’ or ‘exceptionally well’. A third (32%) believed that the impact of visitors had been managed ‘acceptably / OK’, while 3% believed the impact of visitors had been managed ‘poorly / extremely poorly’.



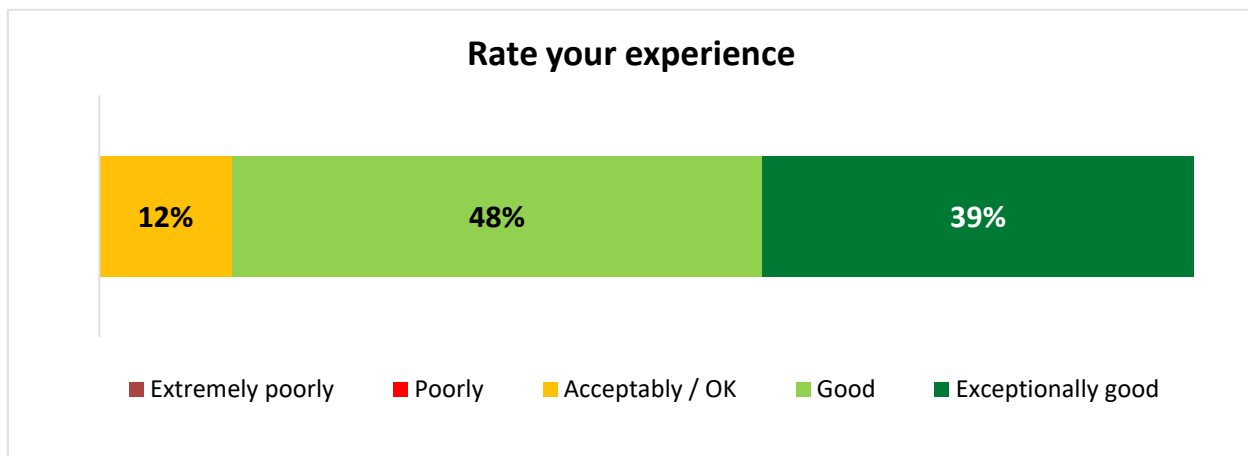
Q22b: Overall, how well do you think the impact of visitors was being managed at the location where most of this trip took place?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,636). **Note:** One respondent did not answer this question.

³ Note that although this question are the same as used in previous SONZ surveys, comparisons with previous years’ data should be regarded as indicative only, because we did not record exactly which location respondents were referring to when answering these questions. This means that some may be referring to locations not under the management of DOC, e.g. council managed beaches.

Quality of experience ⁴

We also asked New Zealanders who had done an outdoor activity over the past year to rate their experience at the location where most of the trip took place. Almost half (48%) rated their experience as 'good', and a further 39% rated their experience as 'exceptionally good'. None rated the experience as 'extremely poorly' or 'poorly'.



Q22c: Overall, how would you rate your experience at the location where most of this trip took place?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,636). **Note:** One respondent did not answer this question.

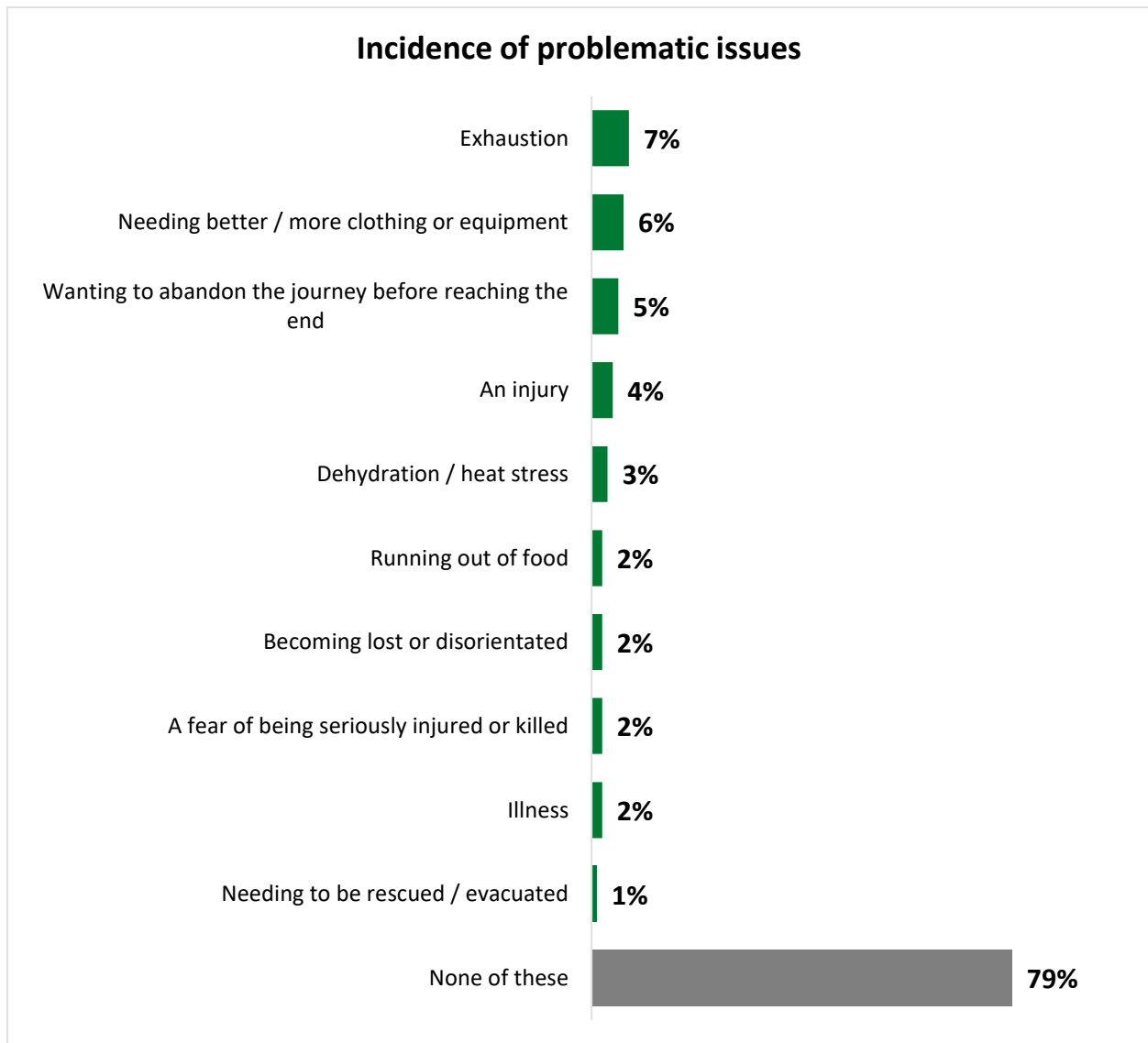
⁴ Note that although this question are the same as used in previous SONZ surveys, comparisons with previous years' data should be regarded as indicative only, because we did not record exactly which location respondents were referring to when answering these questions. This means that some may be referring to locations not under the management of DOC, e.g. council managed beaches.

Risk and safety in the outdoors

Incidence of problems

This section investigates several aspects that can contribute to or detract from safety in the outdoors. We used respondents' self-defined 'big trip' as context, asking them to refer to it when answering questions about the past and to imagine another similar trip when considering their behaviour in the future.

To begin with, we asked respondents whether they, or any members of their group, had experienced any of a range of problems that can occur in the outdoors during their last 'big trip'. Very few (7%) reported feeling *exhaustion* and a further 6% reported *needing better clothing or equipment*. The majority (79%) reported no injuries or other problems during their trip.



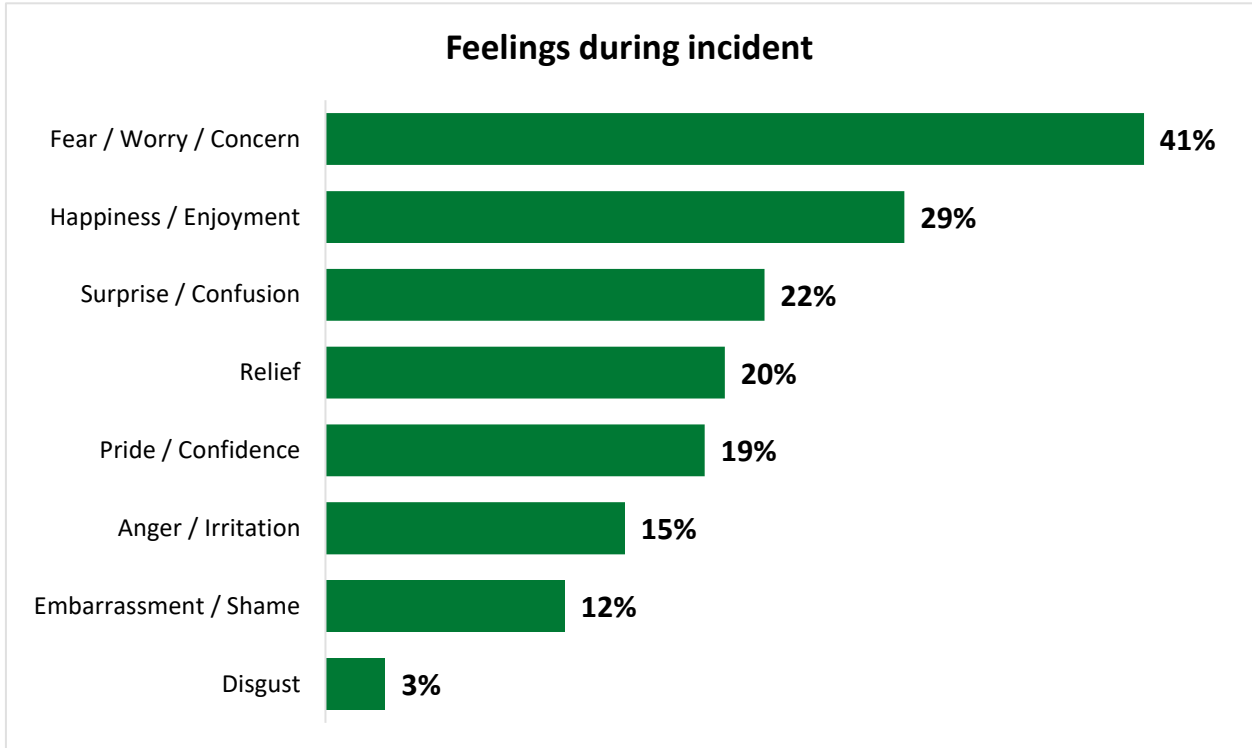
Q22d: Did you or a member of your party / group experience any of the following during this trip?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,636). **Note:** One respondent did not answer this question.

Feelings during problematic incident

New Zealanders who had experienced a problematic incident during their trip were asked about the feelings that were going through the group when the incident occurred. The range of emotions listed were derived from the same Censydiam model cited earlier.

Two fifths (41%) felt *fear / worry / concern*, whilst 29% felt *happiness / enjoyment*. We note that positive feelings such as 'happiness' may appear unusual when related to a potentially problematic incident. This finding points out how some problems may not be perceived to be serious enough to warrant a wholly negative response.



Q22e: What were the feelings going through the group when this occurred?

Base: Those who had a member of their party who was injured (n=550)

Those who had suffered an injury to their group were significantly more likely to feel *fear / worry / concern* (57%), whilst those who had experienced a fear of being seriously injured or killed were more likely to feel *relief* (32%) and *pride / confidence* (35%).

Note that 10 respondents cited hypothermia but their answers have not been shown below due to the low base size.

Emotional response to problems	Total	An injury	Illness	Dehydration / heat stress	Exhaustion	A fear of being seriously injured or killed
<i>Base</i>	<i>n=550</i>	<i>n=109</i>	<i>n=57</i>	<i>n=68</i>	<i>n=184</i>	<i>n=54</i>
Fear / Worry / Concern	41%	57%	44%	45%	42%	49%
Happiness / Enjoyment	29%	26%	39%	47%	36%	37%
Surprise / Confusion	22%	24%	23%	17%	21%	24%
Relief	20%	14%	32%	27%	19%	32%
Pride / Confidence	19%	18%	17%	24%	24%	35%
Anger / Irritation	15%	12%	12%	12%	15%	11%
Embarrassment / Shame	12%	17%	7%	16%	11%	9%
Disgust	3%	4%	5%	3%	2%	2%

Q22e: What were the feelings going through the group when this occurred?

Base: Those who had a member of their party who was injured (n=550). **Note:** Issues with sample sizes below 30 not shown.

Respondents who had run out of food were significantly more likely to report feeling *relief* (34%), whilst those needing better / more clothing or equipment were significantly more likely to report feeling *surprise / confusion* (30%).

Emotional response to problems	Total	Becoming lost or disorientated	Running out of food	Needing better / more clothing or equipment	Wanting to abandon the journey before reaching the end	Needing to be rescued / evacuated
<i>Base</i>	n=550	n=52	n=49	n=162	n=133	n=30
Fear / Worry / Concern	41%	43%	28%	44%	44%	39%
Happiness / Enjoyment	29%	37%	41%	29%	29%	27%
Surprise / Confusion	22%	31%	29%	30%	22%	26%
Relief	20%	27%	34%	15%	22%	37%
Pride / Confidence	19%	20%	28%	20%	15%	16%
Anger / Irritation	15%	13%	16%	17%	25%	7%
Embarrassment / Shame	12%	23%	13%	12%	12%	23%
Disgust	3%	4%	8%	3%	5%	6%

Q22e: What were the feelings going through the group when this occurred?

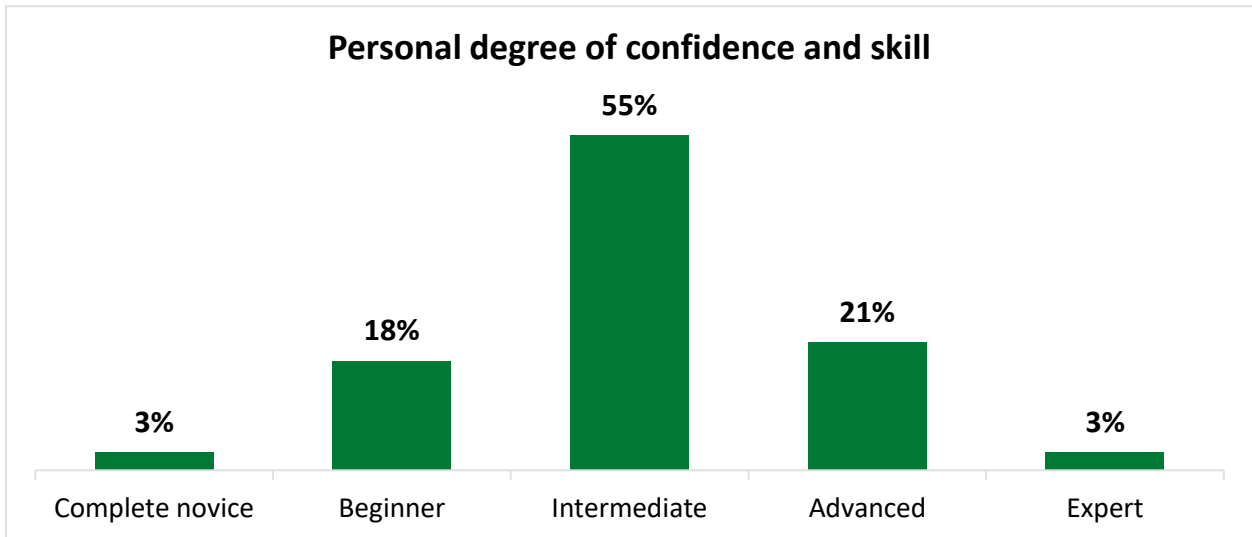
Base: Those who had a member of their party who was injured (n=550)

Perceived degree of personal confidence and skill

New Zealanders were asked to rank their personal degree of confidence and skill in the outdoors. This question was included as personal confidence can influence propensity to follow safety advice and / or safer behaviours. We measured personal confidence / skill by asking New Zealanders about their perception of their personal degree of confidence and skill when they undertook their 'biggest trip'. The respondents were able to choose between the following options: complete novice, beginner, intermediate, advanced, or expert. These ratings may, of course, not relate to actual skill levels, but will influence their behaviour.

Very few (3% each) chose 'complete novice' or 'expert'; 18% described themselves as a 'beginner', 55% as 'intermediate', and 21% as 'advanced'.

This presents an almost perfect bell-curve, with a slight skew towards the more skilled end of the spectrum, which we surmise may reflect confidence bias (whereby people tend to overestimate their skill levels).



Q22f: Which one of the following best describes your **personal degree of confidence and skill** when you did this trip?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,636). **Note:** One respondent did not answer this question.

Safety and risk management – future trip

‘Big Trip’ Questions

To gain an understanding as to how people plan their outdoor recreation, especially risk mitigation, we asked New Zealanders to imagine they were about to do another ‘big trip’ like the one they had identified earlier in the questionnaire (Q20). Those who had not done any sort of outdoors trip in the previous year were asked to think about the type of trip that they might be most likely to do. We used this question approach so that any lessons gained by respondents from previous trips could be incorporated into the answers given by them as they considered their future behaviour.

Trip preparation

First, New Zealanders were asked to select the statement that best matched how they would prepare for the trip, using a scale ranging from ‘no planning at all’ to ‘setting out a detailed plan’. This question was asked because such planning is the first step in these trips. Improving risk identification and mitigation will be partially reliant on getting more people making better plans.

Under a fifth (14%) of New Zealanders would *put no planning or organisation* into their trip before going, whilst 15% believed they would *research and plan everything in great detail*. We note that a lack of planning may not be a problematic result if it is paired with a low-risk activity.



Q24: For this next section, please imagine now that you are planning to do another trip like this, in the outdoors, of the same or ‘bigger’ size – whatever you would be most likely to do. Which of the following statements best matches how you would normally get ready for a trip like this?

Base: All respondents (n=2,999). **Note:** One respondent did not answer this question.

Novices were significantly more likely to report *no planning or organising, I just go* (20%) and *I let others do the organising and do what they tell me* (17%). In contrast, advanced-level outdoor goers were significantly more likely to *do some planning and make lists but won't go overboard* (42%) and *research and plan everything in great detail* (19%).

Preparation	Total	Complete novice	Beginner	Intermediate	Advanced	Expert
<i>Base</i>	<i>n=2,636</i>	<i>n=84</i>	<i>n=484</i>	<i>n=1,446</i>	<i>n=550</i>	<i>n=72</i>
There is no planning or organising, I just go	13%	20%	16%	12%	12%	9%
I let others do the organising and do what they tell me	7%	17%	13%	6%	4%	4%
I will just make sure I have the basics e.g. the right clothes and food	29%	33%	29%	32%	23%	15%
I will do some planning and make lists but won't go overboard	35%	19%	27%	36%	42%	45%
I research and plan everything in great detail	15%	10%	15%	14%	19%	27%

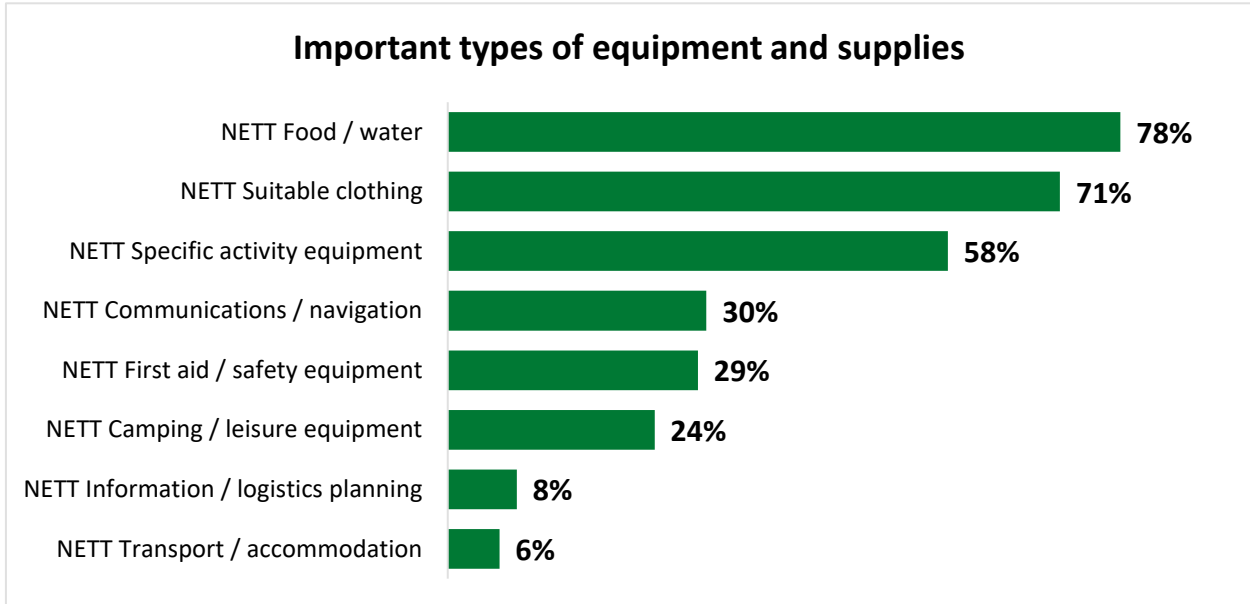
Q24: For this next section, please imagine now that you are planning to do another trip like this, in the outdoors, of the same or 'bigger' size – whatever you would be most likely to do. Which of the following statements best matches how you would normally get ready for a trip like this?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,636). **Note:** One respondent did not answer this question.

Important types of equipment and supplies for a 'big trip'

Second in the set of questions about their next 'big trip', New Zealanders were asked what equipment and supplies they would plan to take on their next 'big trip', so that we could get an understanding of the planning they would do for the types of activities they do, accounting for whatever they had learnt from their previous trips. This was an open-ended question, so the answers were subsequently coded for quantitative analysis in the chart below.

Food, water, and other fluids were the items most frequently cited (78%), followed by *suitable clothing* (71%) and *equipment for specific activities* (e.g. mountain-bikes, kayaks, crampons, etc.), cited by 58%.



Q25a: Still imagining that you are planning to do another trip like this, in the outdoors, of the same or 'bigger' size. What are the most important types of equipment and supplies you would plan to take?

Base: All respondents (n=2,999). **Note:** One respondent did not answer this question.

Beginners were significantly less likely to report needing key items such as food, water, clothes, and fit-for-purpose gear. Intermediate-level outdoor goers were significantly more likely to report needing clothing, fit-for-purpose gear, and footwear.

% Likely	Total	Complete novice	Beginner	Intermediate	Advanced	Expert
<i>Base</i>	<i>n=2,636</i>	<i>n=84</i>	<i>n=484</i>	<i>n=1,446</i>	<i>n=550</i>	<i>n=72</i>
NETT Food / water	80%	54%	80%	82%	81%	76%
NETT Suitable clothing	73%	63%	70%	76%	69%	57%
NETT Specific activity equipment	58%	53%	52%	59%	59%	60%
NETT First aid / safety equipment	30%	28%	27%	30%	32%	38%
NETT Communications / navigation	29%	21%	24%	31%	30%	35%
NETT Camping / leisure equipment	25%	21%	26%	22%	30%	39%
NETT Information / logistics planning	8%	12%	6%	8%	9%	15%
NETT Transport / accommodation	6%	6%	5%	5%	10%	8%

Q25a: Still imagining that you are planning to do another trip like this, in the outdoors, of the same or 'bigger' size. What are the **most important types of equipment and supplies** you would plan to take?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,636). **Note 1:** One respondent did not answer this question. **Note 2:** Results below 5% not displayed.

Important types of information

Third in the set of questions about their next 'big trip', New Zealanders were asked about the types of information they would make sure they knew before going on their next trip. Again, this question was open-ended, so responses were coded into various themes. Novices (41%) and beginners (49%) were less likely to check the *weather / climate* compared to intermediate (64%) and advanced (65%) outdoors goers. Advanced goers were also significantly more likely to check *marine / tidal conditions* (12%).

% Likely	Total	Complete novice	Beginner	Intermediate	Advanced	Expert
<i>Base</i>	<i>n=2,636</i>	<i>n=84</i>	<i>n=484</i>	<i>n=1,446</i>	<i>n=550</i>	<i>n=72</i>
Weather / climate	61%	41%	49%	64%	65%	61%
Timing	15%	10%	17%	15%	14%	10%
Location / destinations	15%	16%	18%	14%	13%	17%
Maps / charts	12%	6%	14%	11%	13%	10%
Directions / route	10%	7%	11%	10%	8%	13%
Safety / security	9%	12%	9%	10%	8%	7%
Distances	9%	5%	9%	9%	9%	6%
Marine / tidal conditions	8%	8%	5%	8%	12%	13%
Facilities / amenities / services	7%	3%	8%	7%	6%	3%
Terrain / landscape	7%	5%	6%	8%	6%	6%
Access / availability	6%	1%	4%	7%	6%	10%
Level of difficulty	6%	5%	5%	6%	4%	7%
Track conditions	5%	0%	3%	6%	6%	3%
Financial	5%	4%	7%	4%	6%	3%
Accommodation	5%	4%	3%	5%	5%	7%
Other	12%	23%	13%	9%	13%	29%

Q25b: What are the most important types of information you would make sure you knew before going?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,636). **Note 1:** One respondent did not answer this question. **Note 2:** Results below 5% not displayed.

Other things to plan and organise

The final open-ended question about any future trip to be carried out asked New Zealanders what other things they would plan or organise before they went. As with previous open-ended questions, the responses were also coded into key themes and ideas.

A fifth (20%) would *advise others of their plans* – this was significantly lower among beginners (15%). Another fifth (18%) would plan *food / meals / eating places*, while 11% would plan *timeframes* for their trip. Novices were more likely to answer *none / don't know*, which we interpret as reflecting their lower levels of knowledge.

% Likely	Total	Complete novice	Beginner	Intermediate	Advanced	Expert
<i>Base</i>	<i>n=2,636</i>	<i>n=84</i>	<i>n=484</i>	<i>n=1,446</i>	<i>n=550</i>	<i>n=72</i>
Advise others of my plans	20%	12%	15%	22%	20%	21%
Food / meals / eating places	18%	19%	18%	18%	17%	16%
Timeframe	11%	6%	12%	12%	10%	10%
Transport / travel	9%	5%	8%	10%	8%	12%
Accommodation	9%	8%	10%	9%	8%	3%
Equipment / gear	7%	8%	6%	7%	8%	9%
Clothing	7%	3%	8%	6%	7%	12%
Water / beverages	6%	5%	5%	7%	6%	11%
Petrol / fuel / gas	5%	5%	5%	5%	6%	3%
Attractions / activities / entertainment	5%	1%	4%	6%	5%	7%
Who is going / how many people	5%	1%	6%	5%	5%	5%
Safety / security / emergency equipment	5%	7%	3%	5%	6%	5%
Communication devices	5%	1%	3%	5%	4%	8%
Other	7%	8%	7%	7%	7%	15%
None / Don't know	16%	24%	17%	15%	15%	16%

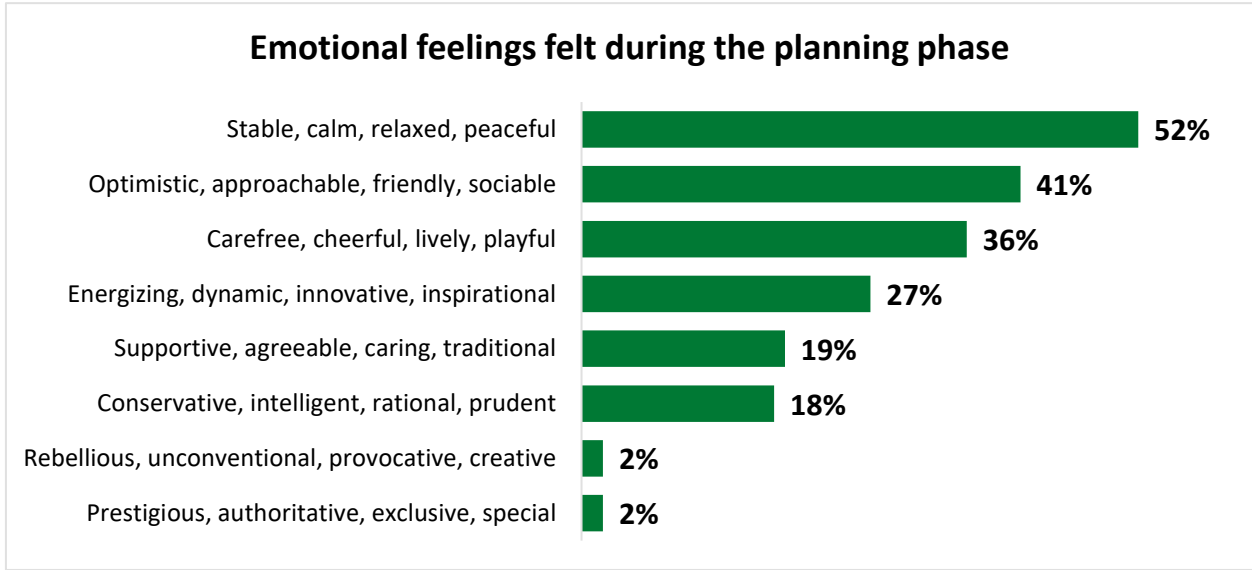
Q25c: What other things would you plan or organise before going?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,636). **Note 1:** One respondent did not answer this question. **Note 2:** Results below 5% not displayed.

Emotions felt during the planning phase

Following the open-ended questions, we again asked New Zealanders a question related to the Ipsos Censydiam model in which they had to choose the statement that best described how they felt about doing another trip like a previous trip they had experienced.

Half (52%) reported feeling *stable, calm, relaxed, and peaceful* during the planning phase. This means that communications about ensuring trips are well planned may resonate better if the tone is one of calm planning rather than fear-raising, which is sometimes used for outdoor recreation.



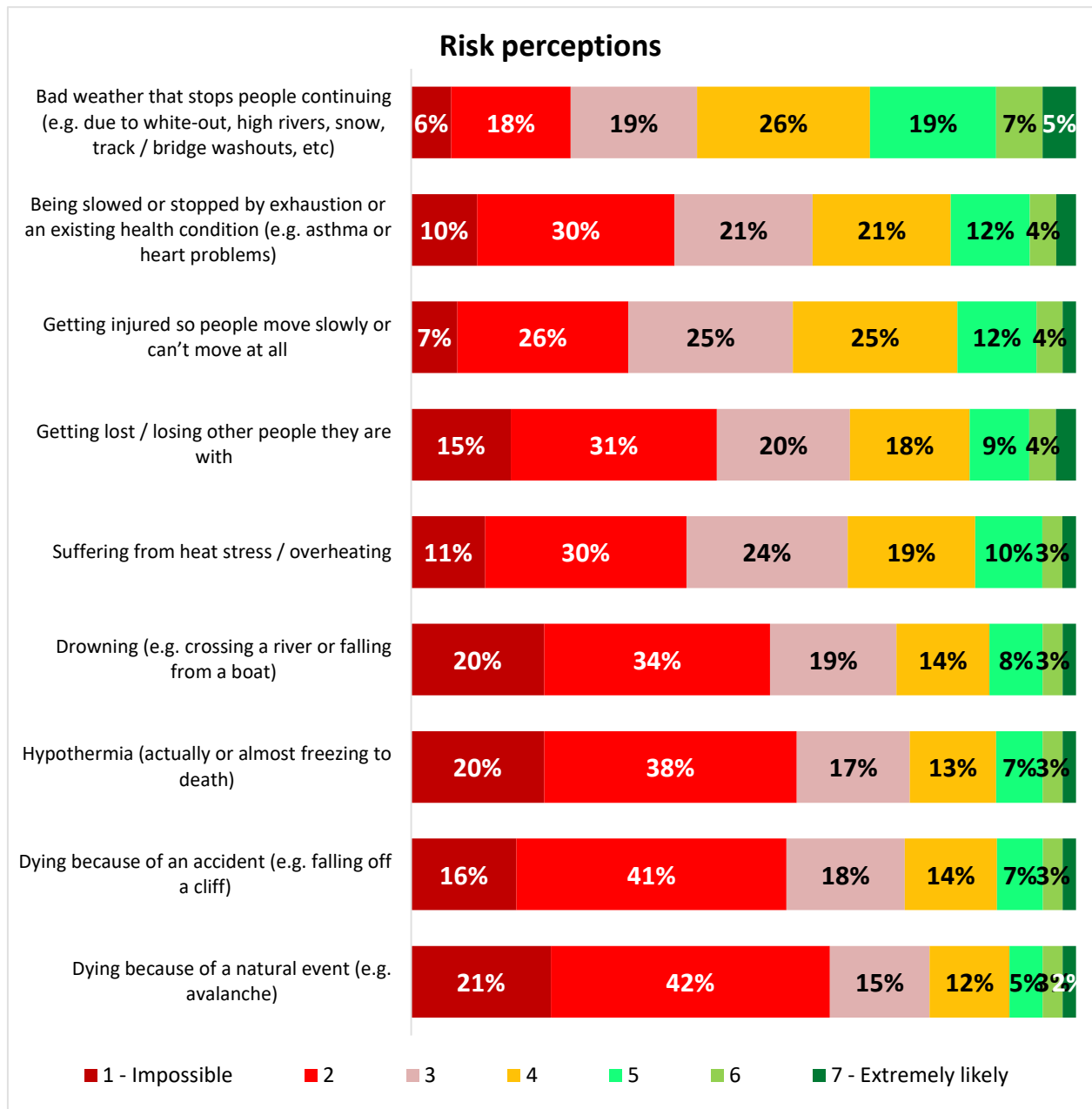
Q26: Still imagining that you are planning to do another trip like this, in the outdoors, of the same or 'bigger' size. Which of the following statements best matches how you feel as you get ready for a trip like this?

Base: All respondents (n=2,999). **Note:** One respondent did not answer this question.

Risk perceptions (1)

New Zealanders were asked a series of risk-perception and -mitigation questions. The first question concerned the perceived likelihood of a list of risks to happen on their trip on a 7-point scale with 1 being ‘impossible’ and 7 being ‘extremely likely’.

Dying due to a natural event was rated impossible (1–2) by 63% of the survey respondents, whilst 12% believed that being hampered by *bad weather that stops people continuing* was ‘highly likely’ (6–7). Overall, we can see that *bad weather* is the most commonly anticipated problem.



Q29: Still thinking about when you next do another trip, how likely do you think each of the following is to actually happen to you or a companion on such a trip? **Note:** Ranked based upon ‘extremely likely’.

Base: All respondents (n=3,000)

The answers to Q29 were also examined in relation to respondents' self-assessed level of expertise in the outdoors. Complete Novices were significantly more likely than those with more experience to believe that every one of the listed incidents was likely to happen. Intermediate-skill people were significantly less likely to believe that they would be stopped during their trip due to *bad weather* (10% vs 12% for the total), or that they would get lost (4% vs 6% for the total).

We note that risk perception appears to follow a U-shaped curvilinear relationship with skill level – Novices are significantly more likely than the total sample to recognise the likelihood of the risks listed, as were Experts. Ipsos has noted this informally in other contexts, the situation often being summarised as ‘a little knowledge is a dangerous thing’ and shown below in the lower levels of risk perception exhibited by those with middle-level expertise, reflecting a possible degree of complacency.

% Likely (6–7)	Total	Complete novice	Beginner	Intermediate	Advanced	Expert
<i>Base</i>	<i>n=2,636</i>	<i>n=84</i>	<i>n=484</i>	<i>n=1,446</i>	<i>n=550</i>	<i>n=72</i>
Bad weather that stops people continuing	12%	30%	17%	10%	12%	20%
Being slowed or stopped by exhaustion or an existing health condition	7%	25%	7%	5%	6%	19%
Getting injured so people move slowly or can't move at all	6%	26%	6%	5%	4%	12%
Getting lost / losing other people they are with	6%	23%	8%	4%	6%	12%
Dying because of an accident (e.g. falling off a cliff)	5%	18%	3%	4%	5%	11%
Hypothermia (actually or almost freezing to death)	5%	23%	4%	3%	4%	11%
Drowning (e.g. crossing a river or falling from a boat)	5%	23%	4%	5%	4%	10%
Suffering from heat stress / overheating	5%	19%	6%	4%	4%	14%
Dying because of a natural event (e.g. avalanche)	4%	18%	4%	4%	4%	8%

Q29: Still thinking about when you next do another trip like this, how likely do you think each of the following is to actually happen to you or a companion on such trip?

Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,636). **Note:** One respondent did not answer this question.

Risk perceptions (2)

The second risk-perception question asked New Zealanders to think about the consequences of a series of scenarios, because the degree of risk mitigation taken will be partially dependent on the consequences of said risk occurring. Only those scenarios that were rated at Q29 as a '3' or higher in likelihood were asked these questions, to avoid asking people about scenarios that they felt were highly unlikely. For each scenario there were 10 consequences from which they could choose as many or as few as they felt appropriate. The most commonly anticipated problem was a *small delay due to bad weather*.

	Bad weather that stops people continuing	Getting injured so people move slowly or can't move at all	Being slowed or stopped by exhaustion or existing health condition
% 3+	76%	67%	60%
<i>Base</i>	<i>n=2,267</i>	<i>n=2,002</i>	<i>n=1,799</i>
Small delay (up to a few hours)	47%	42%	47%
Needing Search & Rescue	28%	40%	33%
Short-term health problems	21%	43%	24%
Big delay (overnight)	39%	27%	23%
Medium-term health problems	12%	36%	14%
Embarrassment / being criticised	9%	15%	16%
Long-term health problems	7%	16%	19%
Death of me or somebody with me	9%	8%	15%
Lost money (e.g. missing transport, extra accommodation or equipment costs, etc)	16%	10%	7%
None of these	15%	10%	12%
	Suffering from heat stress / overheating	Getting lost / losing other people they are with	Hypothermia
% 3+	59%	54%	43%
<i>Base</i>	<i>n=1,756</i>	<i>n=1,607</i>	<i>n=1,275</i>
Small delay (up to a few hours)	49%	39%	17%
Needing Search & Rescue	24%	58%	55%
Short-term health problems	28%	13%	17%
Big delay (overnight)	18%	34%	28%
Medium-term health problems	12%	11%	15%
Embarrassment / being criticised	13%	28%	12%
Long-term health problems	10%	9%	27%
Death of me or somebody with me	11%	15%	37%
Lost money (e.g. missing transport, extra accommodation or equipment costs, etc)	6%	10%	8%
None of these	15%	11%	12%

Q30: Still thinking about these possibilities when you next do another trip like this, please indicate what you expect the likely consequences of each would be for you on this trip. **Base:** Those respondents who rated 3+ at Q29

Risk mitigation (3)

A final risk-mitigation question asked New Zealanders to consider which of the emotions in a list best described how they would expect to feel if any of the problems listed occurred on a trip in the outdoors. Again, these emotional states were based upon the Ipsos Censydiam model discussed earlier. The most commonly mentioned emotions across all potential situations were *fear / worry / concern*. This was highest for ‘hypothermia’ (79%) and ‘getting lost / losing other people they are with’ (78%).

	Bad weather that stops people continuing	Getting injured so people move slowly or can't move at all	Being slowed or stopped by exhaustion or existing health condition
<i>Base</i>	<i>n=2,267</i>	<i>n=2,002</i>	<i>n=1,799</i>
Fear / Worry / Concern	62%	76%	73%
Anger / Irritation	32%	22%	20%
Embarrassment / Shame	10%	24%	25%
Surprise / Confusion	24%	15%	18%
Relief	10%	6%	6%
Pride / Confidence	7%	6%	6%
Disgust	5%	4%	6%
Happiness / Enjoyment	7%	4%	4%
	Suffering from heat stress / overheating	Getting lost / losing other people they are with	Hypothermia
<i>Base</i>	<i>n=1,756</i>	<i>n=1,607</i>	<i>n=1,275</i>
Fear / Worry / Concern	73%	78%	79%
Anger / Irritation	18%	24%	15%
Embarrassment / Shame	22%	34%	19%
Surprise / Confusion	24%	23%	20%
Relief	4%	4%	6%
Pride / Confidence	4%	4%	5%
Disgust	5%	6%	6%
Happiness / Enjoyment	3%	4%	5%

Q31: Which of the following emotions best matches how you would expect to feel if you experienced this problem on an outdoor trip like this?

Base: Those respondents who rated 3+ at Q29

Ipsos MAPPS framework

Ipsos MAPPS framework is a set of questions used to understand the best means by which to attain desirable behavioural change. It has origins in the better-known COM-B system⁵ but we believe our version is more practical. The MAPPS framework which contends there are five areas in which behaviour is influenced:

- M. Motivational Factors (e.g. risk–reward calculations)
- A. Ability Factors (e.g. knowledge or skills)
- P. Physical Factors (e.g. access to requisite tools or equipment)
- P. Processing Factors (degree of mindful thought put into the issue)
- S. Social Factors (e.g. peer pressure, social norms)

Slides from a recent webinar on MAPPS can be viewed here:

https://www.ipsos.com/sites/default/files/2020-06/webinar_beh_sci_-_june_3_-_india_0.pdf

To measure the degree to which these factors influence risk-mitigation behaviour we presented respondents with a randomised set of statements (each one reflecting one of the MAPPS variables discussed above) and asked them to indicate the degree to which they agreed or disagreed with each.

Motivational factors

A key motivational issue was highlighted by the 36% who agreed with the statement *'I don't like to think about anything going wrong'* (giving scores of 5, 6, or 7). This suggests that New Zealanders do not like to think about worst-case scenarios and thus may reject messages about them.

Ability factors

Only 12% agreed with the statement *'I just don't seem to be able to keep following all the safety behaviours that people talk about'* (answering with scores of 5, 6 or 7) and 17% agreed with the statement *'I don't know how to do a lot of the safety precautions people talk about'*. This indicates that only small proportions of New Zealanders do not feel that they have enough ability to manage risks in the outdoors.

Processing issues

Regarding processing issues, 52% agreed (5, 6, or 7) with the statement *'I'm confident that I can handle anything that happens while I'm doing this activity'*. Although these confidence levels are good, over-confidence can lead to people getting into situations beyond their capability. Almost two thirds (62%) agreed with the statement *'I prefer to just keep to the trip plans as much as possible'*, which could be problematic if it leads to dangerous behaviours to keep to planned routes or timeframes (or conversely a positive factor if it makes locating lost parties easier).

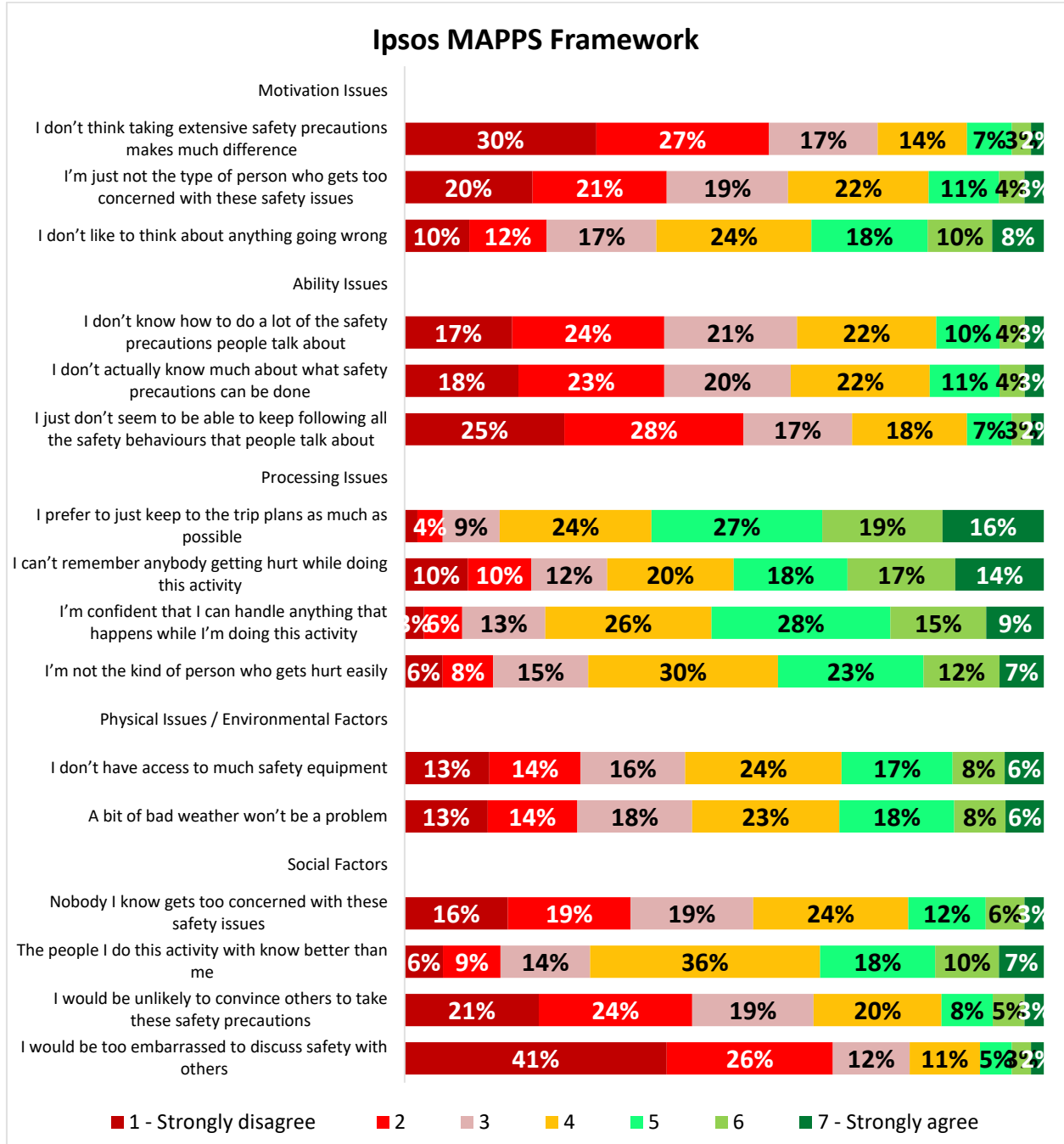
Physical factors

A third (31%) agreed (5, 6, or 7) with the physical factor statement *'I don't have access to much safety equipment'*. Means to overcome this problem could be investigated, e.g. publicising PLB hireage or subsidising some purchases in a similar manner to Maritime NZ's lifejacket promotions.

⁵ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3096582/>

Social factors

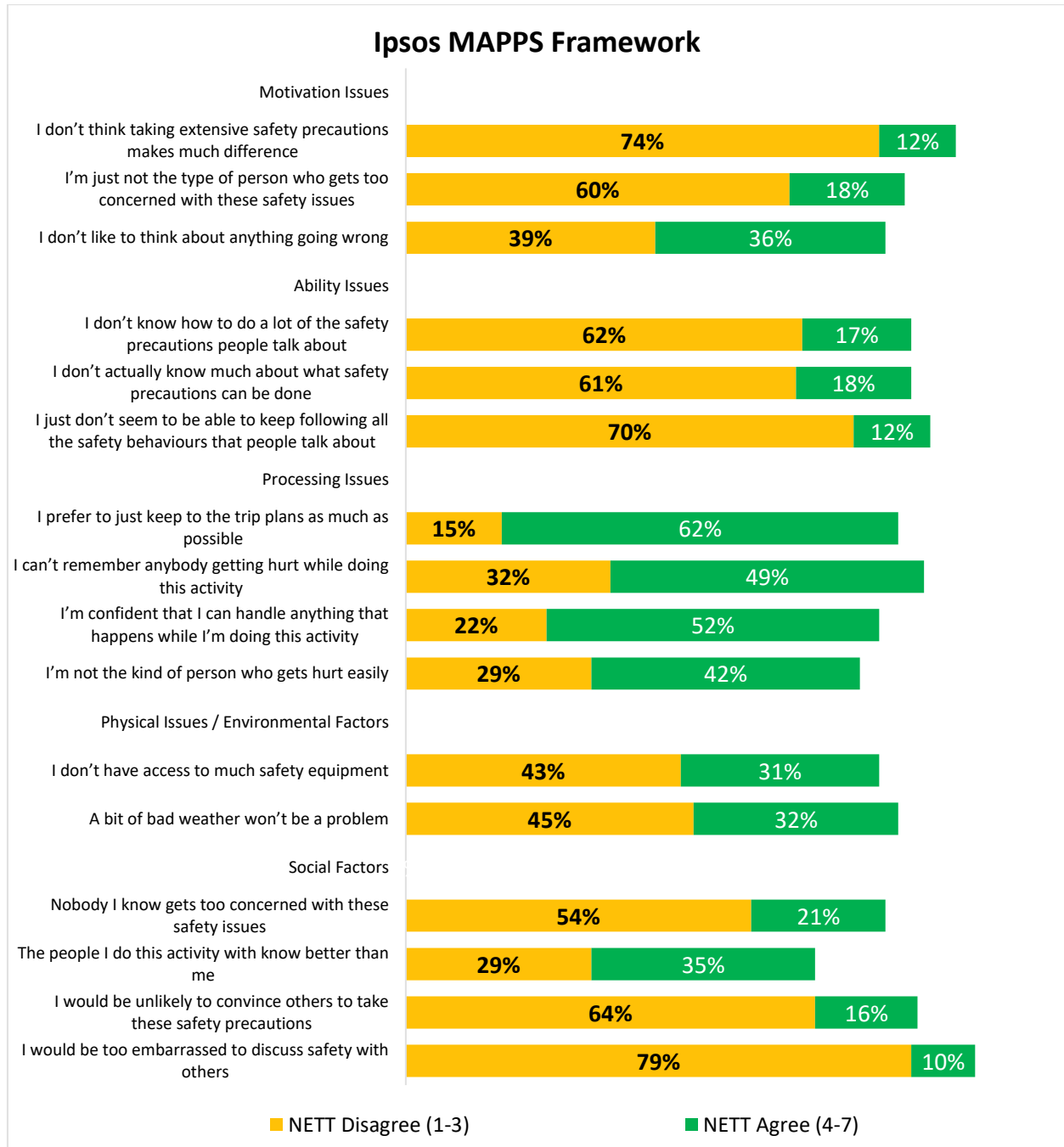
A third (35%) agreed (5, 6, or 7) with the statement ‘the people I do this activity with know better than me’, which can be a good if inexperienced people are happy to follow the guidance of those with better skills. Two fifths (41%) strongly disagreed that they ‘would be too embarrassed to discuss safety with others’.



Q32: As you will have noticed, many of these questions have been about safety issues when doing things outside in nature. How much do you agree or disagree with each statement shown below, when thinking about the types of things you do outside in nature? / As you will have noticed, many of these questions have been about safety issues when doing things outside in nature. How much do you agree or disagree with each statement shown below, when thinking about doing a trip like this?

Base: All respondents (n=3,000)

The chart below shows the same data as shown on the previous page, with the Disagree statements netted (scores of 1,2 and 3) and the Agree scores also netted (scores of 5, 6 and 7), to make it easier to ascertain the overall results.

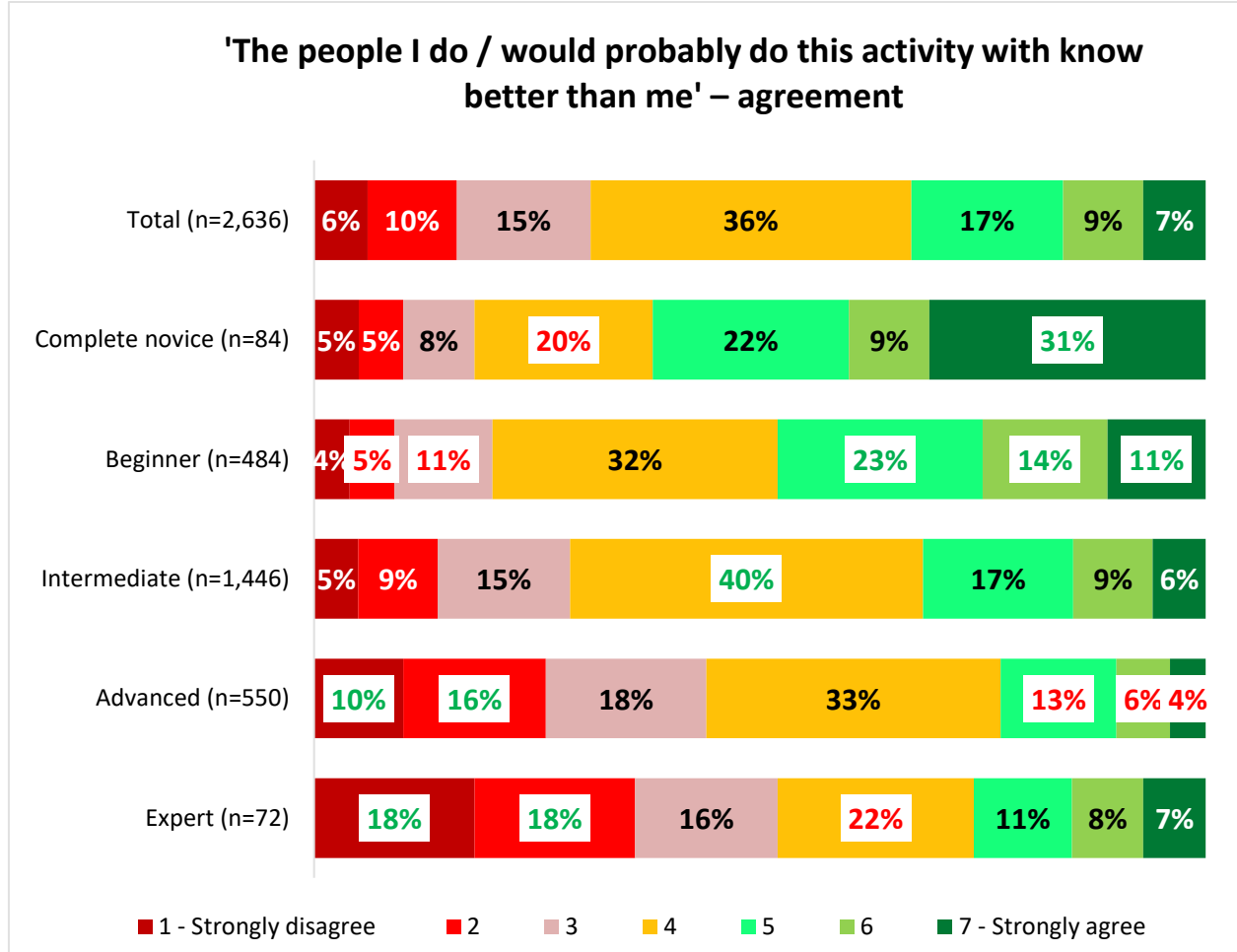


Q32: As you will have noticed, many of these questions have been about safety issues when doing things outside in nature. How much do you agree or disagree with each statement shown below, when thinking about the types of things you do outside in nature? / As you will have noticed, many of these questions have been about safety issues when doing things outside in nature. How much do you agree or disagree with each statement shown below, when thinking about doing a trip like this?

Base: All respondents (n=3,000)

The statement charted below was analysed according to experience levels because this statement relies upon the presence of others.

Novices (31%) and beginners (11%) were significantly more likely to ‘strongly agree’ with the statement ‘the people I do this activity with know better than me / the people I would probably do this activity with know better than me’. Advanced (10%) and expert (18%) outdoor goers were significantly more likely to disagree with the statement.



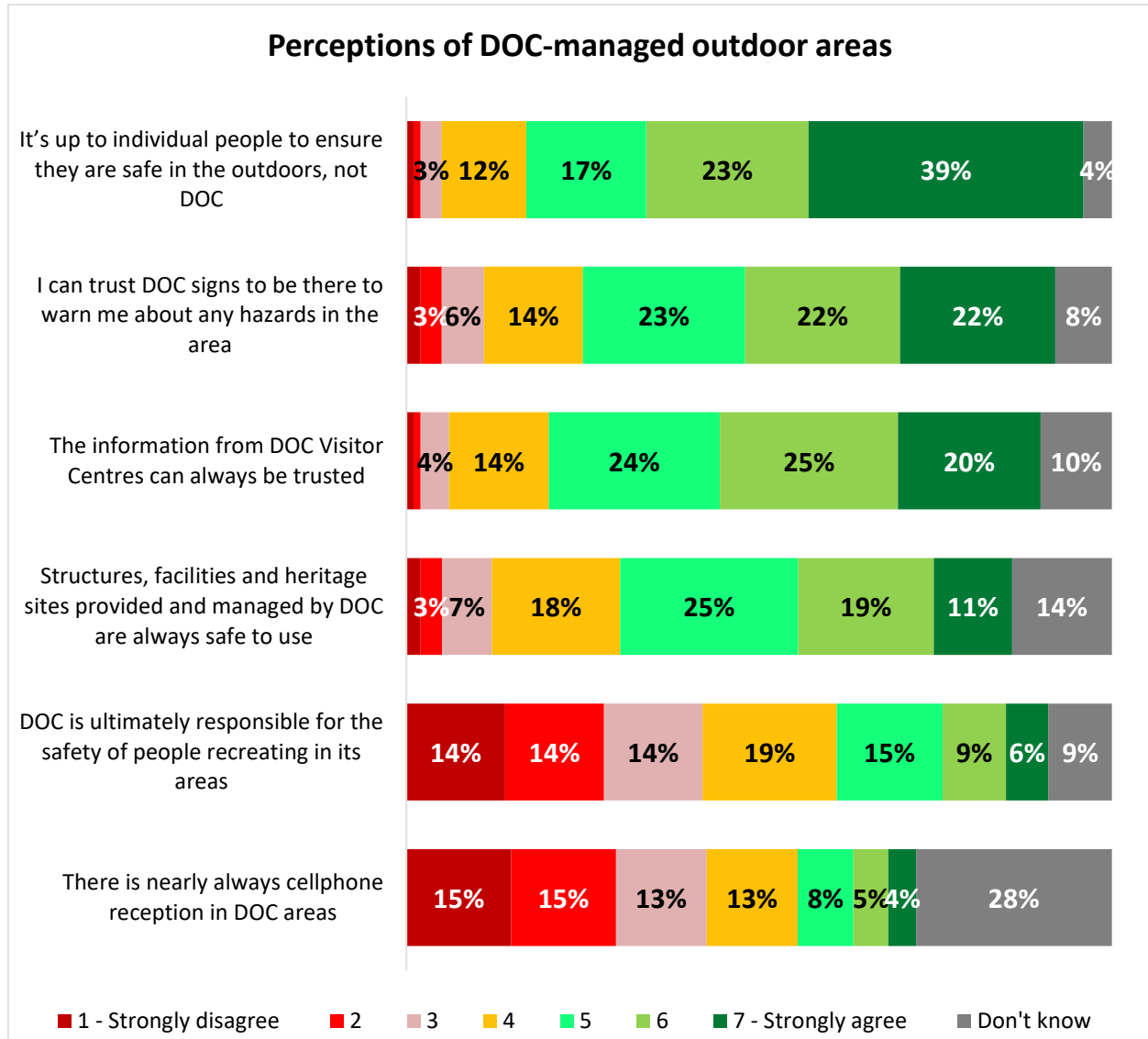
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Base: Respondents who have done any of the listed outdoor activities in the past year (n=2,636). **Note:** One respondent did not answer this question.

Perceptions of DOC-managed outdoor areas

New Zealanders were asked about the perceptions they had of safety-related issues in relation to DOC-managed locations, to help us understand if people have possibly unrealistic opinions about their safety when in DOC areas.

Almost two thirds (62%) of New Zealanders agreed (6–7) that ‘it’s up to the individual people to ensure they are safe in the outdoors, not DOC’. A further 44% (6–7) agreed that they can ‘trust DOC signs to warn them of any hazards in the area’.



Q33: Below are some statements about the Department of Conservation (DOC). Note that DOC is responsible for managing Marine Reserves, National Parks, and other Protected Natural Areas. How much do you agree or disagree with each statement? / Below are some statements about the Department of Conservation (DOC). Note that DOC is responsible for managing Marine Reserves as well as National Parks. How much do you agree or disagree with each statement?

Base: All respondents (n=3,000)

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.

To begin, a few questions about you so that we can ensure we get a good mix of people.

ABOUT YOU AND WHERE YOU LIVE (HIDE HEADING FROM RESPONDENTS)

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, Tauranga, Christchurch, Dunedin)	1.
A provincial town or smaller city (e.g. Whanganui, Invercargill, Gisborne etc)	2.
A rural area / settlement / village	3.

Q3

In which of the following age groups do you belong?

SINGLE RESPONSE, DO NOT RANDOMISE

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

CHECK QUOTAS, CONTINUE / CLOSE AS REQUIRED

APPEAL OF NATURE / MAKING NATURE ATTRACTIVE AND ACCESSIBLE
(HIDE HEADING FROM RESPONDENTS)

Let’s continue. This survey is about doing things outside in nature – everything from having a picnic in a city park to mountaineering. By natural environment we mean open spaces including parks and nature areas; the coast and beaches; forests, hills, mountains, lakes, rivers and protected islands.

If you don’t regularly do ‘outdoors’ things, that is OK and the questionnaire will still suit you; so please continue.

Q6 Considering the lockdown periods that New Zealanders recently lived through in response to Covid-19, has your attraction to doing things in the outdoors and nature changed?
SINGLE RESPONSE, DO NOT RANDOMISE

Yes, I have become much more attracted to doing things in the outdoors / nature	1.
Yes, I have become a little more attracted to doing things in the outdoors / nature	2.
My attraction has not changed because I was already doing things in the outdoors / nature	3.
My attraction to the outdoors / nature has not changed, it remains unattractive to me	4.

Q7 Which of the below pictures best match your ideal nature experience – the one you would most like to experience?



Q8 Many people say they have a **special outdoors place in their lives**, a place that means something extra-special to them that they like to visit on a regular basis (other than their homes). If you have a regular 'special outdoors place' can you please tell us what type of place it is, e.g. a beach, a river, a park in the city, a native forest walk, site of cultural or historic significance?

FREE TEXT

Q9 And why is this outdoors place so **special** to you? What are the special feelings you have in this place?

FREE TEXT

Q10a Still thinking about spending time out in nature. Some people are very anxious and nervous about spending time outdoors in nature, and some feel at ease and relaxed. Where do you normally fit on the range shown below? SINGLE RESPONSE

Unhappily nervous and anxious						← →						Carefree and happy
1	2	3	4	5	6	7						

Q10b How do you feel when outdoors in nature when you are with children in your care (aged under 10 years, not necessarily your own)? SINGLE RESPONSE

Unhappily nervous and anxious						← →						Carefree and happy	Does not apply to me
1	2	3	4	5	6	7	8						

Q10c How do you feel when outdoors in nature when you are with elderly people in your care (aged over 70 years, not necessarily your own relatives)? SINGLE RESPONSE

Unhappily nervous and anxious						← →						Carefree and happy	Does not apply to me
1	2	3	4	5	6	7	8						

Q11 Still thinking about spending time out in nature. Which of the pictures shown best matches how you feel when spending time outside in nature? Select 1 -3 please.



Q12

Still thinking about spending time out in nature. How important are each of the following when you imagine yourself outside enjoying nature the way you prefer? Please rank in order from the most to least important.

RANDOMISE	RANKING QUESTION
a. What I SEE	
b. What I HEAR	
c. What I PHYSICALLY FEEL	
d. What I SMELL	
e. What I EMOTIONALLY FEEL	

Q13

Still thinking about spending time out in nature. How appealing are each of the following when you imagine yourself outside enjoying nature the way you prefer?

RANDOMISE, SINGLE RESPONSE PER ROW

RANDOMISE	7-point scale ranging from 'Completely unappealing' to 'Extremely appealing'
a. Plants, bush and trees	1 2 3 4 5 6 7
b. Landscapes, mountains, valleys	1 2 3 4 5 6 7
c. Birds and forest wildlife	1 2 3 4 5 6 7
d. Beaches, coastlines, reefs	1 2 3 4 5 6 7
e. Fish, marine mammals and other water-life	1 2 3 4 5 6 7
f. Rivers, lakes, waterfalls	1 2 3 4 5 6 7
g. Historical and cultural structures and stories	1 2 3 4 5 6 7

Q14

There are many things that people can do outdoors in nature. How much do you agree or disagree with each statement shown below, when thinking about what people can do in nature? RANDOMISE, SINGLE RESPONSE PER ROW

	7-point scale ranging from 'Strongly disagree' to 'Strongly agree'
a. I would like to contribute more to local nature activities such as pest control, beach clean-ups, tree-planting, volunteering etc.	1 2 3 4 5 6 7
b. I would like to do more activities with other people in nature, such as camping, sports, picnicking, etc	1 2 3 4 5 6 7
c. I would like to do more activities outside in nature, and to do them on my own	1 2 3 4 5 6 7
d. I would like to spend more time outside in nature to meditate, relax, or get in touch with my spirituality	1 2 3 4 5 6 7
e. I would like to learn more skills or gain more experiences outside in nature	1 2 3 4 5 6 7
f. I'm a real tree-hugging nature lover and would happily live out in the wild all the time if I could	1 2 3 4 5 6 7
g. I'm a city slicker who is happiest in cities, with all the comforts of home	1 2 3 4 5 6 7
h. I feel more connected to a place when I learn about the people who have lived and worked there in the past	1 2 3 4 5 6 7
i. I feel more connected to Aotearoa / New Zealand when I visit places that are important to Māori	1 2 3 4 5 6 7

Q15

ASK FOR EACH STATEMENT IN Q14 RATED 1-3 EXCEPT F,G
For what reasons did you disagree with the statement that "<INSET STATEMENT FROM Q14>? RANDOMISE, MULTIPLE RESPONSE, ANCHOR 1 AT TOP

I already do these things as much as I like	1.
I don't feel like doing these sorts of things	2.
I'm not the kind of person who does these things	3.
I don't have the skills to do these things	4.
I don't have the time to do these things	5.
These things just aren't part of my lifestyle	6.
I can't get to these places to do these things	7.
I don't have the necessary equipment to do these things	8.
I'm worried about getting hurt	9.
I have a disability or similar physical issue that stops me	10.
I don't know anybody to do this with	11.

TRIP PROFILING (HIDE HEADING FROM RESPONDENTS)

Q16 Which of the following outdoors activities have you done in New Zealand over the last year?
 MULTIPLE RESPONSE EXCEPT 99; RANDOMISE; ANCHOR 98 AND 99

Short walk in some bush or forest (less than 3 hours, not in an urban park)	1.
Day walk/tramp in some bush or forest (over 3 hours but not overnight)	2.
Overnight / multi-day tramp / hike	3.
Camping in some bush, forest or a campground	4.
Hunting	5.
Fishing	6.
Mountain biking (excluding commercial bike parks)	7.
Horse riding trekking (in the bush or countryside)	8.
Skiing / snowboarding	9.
Climbing / mountaineering	10.
Caving	11.
Trail running	12.
Swimming in a lake or river	13.
Swimming in the sea	14.
Diving / snorkelling	15.
Boating / sailing	16.
Kayaking / canoeing / SUPing on a lake or calm river / estuary	17.
Kayaking / canoeing / SUPing on the sea	18.
Off-roading e.g. four-wheel driving / quad biking	19.
Rafting / packrafting / whitewater kayaking	20.
Bikepacking / camping when cycle touring	21.
Visiting a place of special cultural or historical importance	22.
Road cycling	23.
Bird and wildlife watching / photography	24.
Orienteering	25.
Studying history (exploring sites significant in Aotearoa / New Zealand's history)	26.
Studying culture (exploring sites significant to Māori)	27.
Other, please specify _____	98
Don't know / Have not done any outdoor activities in NZ in past year	99

Q17 IF ABOVE = 99 SKIP TO Q23
 Which one of those activities did you **enjoy** the most?
 SINGLE RESPONSE, SHOW ALL THOSE SELECTED IN Q16.

Q18 PHRASE IF MORE THAN ONE ANSWER SELECTED IN Q16:
 Thinking about this most enjoyable trip, <INSERT ACTIVITY SELECTED IN Q17>, why was it the most enjoyable one out of those selected? MULTIPLE RESPONSE, RANDOMISE
 PHRASE IF ONLY ONE ANSWER SELECTED IN Q16:
 Thinking about this trip, <INSERT ACTIVITY SELECTED IN Q17>, what aspects of the trip were the most enjoyable for you? MULTIPLE RESPONSE, RANDOMISE

Satisfaction from volunteering / contributing to a cause or activity	1.
Spending time with friends	2.
Spending time with family	3.
Spending time on my own	4.
The physical challenge and exercise	5.
Just being in nature and the great outdoors	6.
Learning some new skills and getting some good experience	7.
Seeing how well the natural environment was being managed e.g. protection from damage by visitors, maintenance of facilities, pest control, etc	8.
Seeing how well historical and cultural heritage sites were being managed e.g. protection from visitor damage, preservation of structures/earthworks, telling of stories, etc	9.
Being mentally / spiritually refreshed, de-stressing	10.
Being able to connect with the culture, history or heritage of a place	11.
Enjoying doing the things that make me a Kiwi, growing my sense of what it means to be a Kiwi	12.

Q19a Still thinking about this trip, who were the other people you were with?
 MULTIPLE CHOICE EXCEPT 7, RANDOMISE

Friends	1.
Family	2.
Club members	3.
Commercial (paid) guides	4.
Colleagues / workmates	5.
Other people I did not know	6.
I was on my own	7.

Q19b

Still thinking about this trip, who organised it?
MULTIPLE CHOICE EXCEPT 8, RANDOMISE, ANCHOR 8

Friends	1.
Family	2.
Club members	3.
Commercial (paid) guides	4.
Me	5.
Colleagues / workmates	6.
Other people I did not know	7.
Nobody organised it, the trip just 'happened'	8.

SAFETY AND RISK MANAGEMENT (HIDE HEADING FROM RESPONDENTS)

Q20

Thinking about the trips you have had doing these activities, which one of those trips would you consider to have been your '**biggest trip**', when you think about factors like time, distance, and remoteness?
SHOW ACTIVITIES SELECTED IN Q16, SINGLE RESPONSE

Q21

What were the main reasons why you consider this trip ([INSERT ACTIVITY SELECTED IN Q20]) your '**biggest trip**'?
Select as many as you like.
MULTIPLE RESPONSE EXCEPT 99; RANDOMISE; ANCHOR 98 AND 99

How far it was to get to the trip location	1.
The distance covered during the trip	2.
How remote the trip was	3.
The number of people with me	4.
How strenuous / difficult it was	5.
How long the trip took	6.
How expensive the trip was	7.
The social occasion of the trip (e.g. a special event)	8.
It was a special organised event	9.
What it meant to me emotionally / spiritually	10.
Other, please specify _____	98
Don't know	99

Q22a

What were the **main benefits** you hoped to have gained from this trip? Select as many as you like.
MULTIPLE RESPONSE EXCEPT 99; RANDOMISE; ANCHOR 98 AND 99

.6	1.
Socialising with others	2.
Physical exercise / fitness	3.
Learning / using new outdoors skills e.g. map-reading	4.
Learning about the nature of the area	5.
Learning about the history / cultural heritage of the area	6.
Hunting or catching food e.g. deer, pigs or fish	7.
Pest control, e.g. trapping possums, clearing wilding pines etc	8.
Sightseeing / photographing	9.
Practising an outdoors hobby e.g. geocaching, photography, birdwatching	10.
Completing an organised event e.g. mountain bike or kayak race	11.
Taking time out to enjoy peace and quiet / tranquillity, meditate, destress, or connect with my spirituality	12.
Being and becoming a Kiwi	13.
Other, please specify _____	98
Don't know	99

Q22b

Overall, how well do you think the impact of visitors was being managed at the location where most of this trip took place?

SINGLE RESPONSE, DO NOT RANDOMISE

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

Q22c

Overall, how would you **rate** your experience at the location where most of this trip took place?

SINGLE RESPONSE, DO NOT RANDOMISE

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

Q22d

Did you or a member of your party/group experience any of the following during this this trip?
 MULTIPLE RESPONSE EXCEPT 12; RANDOMISE; ANCHOR 12

An injury	1.
Illness	2.
Dehydration / heat stress	3.
Hypothermia (almost freezing to death)	4.
Exhaustion	5.
A fear of being seriously injured or killed	6.
Becoming lost or disorientated	7.
Running out of food	8.
Needing better / more clothing or equipment	9.
Wanting to abandon the journey before reaching the end	10.
Needing to be rescued / evacuated	11.
None of these	12.

Q22e

IF Q22D=12 SKIP TO Q22F
 What were the feelings going through the group when this occurred?
 Select 1 -3 please
 ALLOW 1-3 RESPONSES. RANDOMISE
 What were the feelings going through the group when this occurred?
 Select 1 -3 please
 ALLOW 1-3 RESPONSES. RANDOMISE

Anger / Irritation	1
Fear / Worry / Concern	2
Disgust	3
Embarrassment / Shame	4
Happiness / Enjoyment	5
Pride / Confidence	6
Surprise / Confusion	7
Relief	8

Q22f

Which one of the following best describes your **personal degree of confidence and skill** when you did this trip?

SINGLE RESPONSE

A complete novice, I need others to help me	1
A beginner, I've learnt a few things	2
Intermediate, I know enough to get by most of the time	3
Advanced, I've learnt more than most people doing this	4
Expert with qualifications / done courses etc	5

NOW SKIP TO Q24

Q23

You have told us that you have not done any of the outdoors activities listed. For the next set of questions can you please consider **the activity that you would be most likely to do** if you had the opportunity. What would this activity be?

SHOW LIST FROM Q16, RANDOMISED; DO NOT SHOW CODES 98,99. SINGLE RESPONSE.

RESPONDENTS ASKED Q23 ARE NOW ASKED THE FOLLOWING QUESTIONS USING THE TEXT IN RED. THIS IS THE 'RED GROUP'

Q24

For this next section, please imagine now that you are planning to do another trip like this <INSERT ACTIVITY SELECTED IN Q20> in the outdoors, of the same or 'bigger' size – whatever you would be most likely to do. Which of the following statements best matches how you would normally get ready for a trip like this?

SINGLE RESPONSE

For this next section, please imagine now that you are planning to a trip like this <INSERT ACTIVITY SELECTED IN Q23> in the outdoors.

Which of the following statements best matches how you would expect to get ready for a trip like this?

SINGLE RESPONSE

There is no planning or organising, I just go	1
I let others do the organising and do what they tell me	2
I will just make sure I have the basics e.g. the right clothes and food	3
I will do some planning and make lists but won't go overboard	4
I research and plan everything in great detail	5

Q25a

Still imagining that you are planning to do another trip like this <INSERT ACTIVITY SELECTED IN Q20> in the outdoors, of the same or 'bigger' size.

What are the **most important types of equipment and supplies** you would plan to take?

Still imagining now that you are planning to a trip like this <INSERT ACTIVITY SELECTED IN Q23> in the outdoors. What are the **5 most important types of equipment and supplies** you would plan to take?

FREE TEXT BOXES, ONLY THE FIRST ONE HAS TO BE FILLED IN

Q25b

What are the **most important types of information** you would make sure you knew before going?

What are the **most important types of information** you make sure you knew before going?

FREE TEXT BOXES, ONLY THE FIRST ONE HAS TO BE FILLED IN

Q25c

What **other things** would you plan or organise before going?

What **other things** would you plan or organise before going?

FREE TEXT BOXES, ONLY THE FIRST ONE HAS TO BE FILLED IN

Q26 Still imagining that you are planning to do another trip like this <INSERT ACTIVITY SELECTED IN Q20>, in the outdoors, of the same or ‘bigger’ size.
 Which of the following statements best matches how you **feel** as you get ready for a trip like this? Choose no more than three of them.
 ALLOW 1-3 RESPONSES. RANDOMISE
 Still imagining that you are planning to do a trip like this, <INSERT ACTIVITY SELECTED IN Q23> in the outdoors.
 Which of the following statements best matches how you would expect to **feel** as you get ready for a trip like this? Choose no more than three of them.
 ALLOW 1-3 RESPONSES. RANDOMISE

Carefree, cheerful, lively, playful	1
Conservative, intelligent, rational, prudent	2
Prestigious, authoritative, exclusive, special	3
Supportive, agreeable, caring, traditional	4
Optimistic, approachable, friendly, sociable	5
Rebellious, unconventional, provocative, creative	6
Energizing, dynamic, innovative, inspirational	7
Stable, calm, relaxing, peaceful	8

Q29 Still thinking about when you next do another trip like this <INSERT ACTIVITY SELECTED IN Q20>, how likely do you think each of the following is to actually happen to you or a companion on such a trip?
 RANDOMISE, SINGLE RESPONSE PER ROW
 Still thinking about if you were to do a trip like this <INSERT ACTIVITY SELECTED IN Q23>, how likely do you think each of the following is to actually happen to you or a companion on such a trip?
 RANDOMISE, SINGLE RESPONSE PER ROW

	7-point scale ranging from ‘Impossible’ to ‘Extremely likely’
a. Bad weather that stops people continuing (e.g. due to white-out, high rivers, snow, track / bridge washouts etc)	1 2 3 4 5 6 7
b. Getting injured so people move slowly or can’t move at all	1 2 3 4 5 6 7
c. Dying, because of a natural event (e.g. avalanche)	1 2 3 4 5 6 7
d. Dying, because of an accident (e.g. falling off a cliff)	1 2 3 4 5 6 7
e. Hypothermia (actually or almost freezing to death)	1 2 3 4 5 6 7
f. Drowning (e.g. crossing a river or falling from a boat)	1 2 3 4 5 6 7
g. Being slowed or stopped by exhaustion or an existing health condition (e.g. asthma or heart problems)	1 2 3 4 5 6 7
h. Getting lost / losing other people they are with	1 2 3 4 5 6 7
i. Suffering from heat stress / overheating	1 2 3 4 5 6 7

Q30 Still thinking about these possibilities when you next do another trip like this <INSERT ACTIVITY SELECTED IN Q20>, please indicate what you expect the likely consequences of each would be for you on this trip.
 SHOW LIST BELOW FOR EVERY FACTOR RATED 3+ IN Q29 EXCEPT Q29C AND Q29D OR Q29F
 Still thinking about these possibilities if you were to do a trip like this <INSERT ACTIVITY SELECTED IN Q23>, please indicate what you expect the likely consequences of each would be for you on a trip like this.
 SHOW LIST BELOW FOR EVERY FACTOR RATED 3+ IN Q29 EXCEPT Q29C, Q29D OR Q29F

RANDOMISE	
Small delay (up to a few hours)	1
Big delay (overnight)	2
Lost money (e.g. missing transport, extra accommodation or equipment costs etc)	3
Embarrassment / being criticised	4
Needing Search & Rescue	5
Short-term health problems (e.g. muscle sprains, bumps or bruises)	6
Medium-term health problems (e.g. broken bones)	7
Long-term health problems (e.g. chronic injury or disability)	8
Death of me or somebody with me	9
None of these	10

Q31 Which of the following emotions best matches how you would expect to feel if you experienced this problem: < insert first FACTOR RATED 3+ IN Q29 EXCEPT Q29C, Q29D OR Q29F> on an outdoor trip like this? Select 1 -3 please
 REPEAT FOR EACH FACTOR RATED 3+ IN Q29 EXCEPT Q29C, Q29D OR Q29F
 ALLOW 1-3 RESPONSES. RANDOMISE
 Which of the following emotions best matches how you would expect to feel if you experienced this problem: < insert first FACTOR RATED 3+ IN Q29 EXCEPT Q29C, Q29D OR Q29F> on an outdoor trip like this? Select 1 -3 please
 REPEAT FOR EACH FACTOR RATED 3+ IN Q29 EXCEPT Q29C, Q29D OR Q29F
 ALLOW 1-3 RESPONSES. RANDOMISE

Anger / Irritation	1
Fear / Worry / Concern	2
Disgust	3
Embarrassment / Shame	4
Happiness / Enjoyment	5
Pride / Confidence	6
Surprise / Confusion	7
Relief	8

Q32

As you will have noticed, many of these questions have been about safety issues when doing things outside in nature. How much do you agree or disagree with each statement shown below, when thinking about the types of things you do outside in nature? RANDOMISE, SINGLE RESPONSE PER ROW

As you will have noticed, many of these questions have been about safety issues when doing things outside in nature. How much do you agree or disagree with each statement shown below, when thinking about doing a trip like this <INSERT ACTIVITY SELECTED IN Q23>? RANDOMISE, SINGLE RESPONSE PER ROW

SHOW EVERY STATEMENT TO ALL RESPONDENTS, USING RED VARIATION WHEN SHOWN RANDOMISE	7-point scale ranging from 'Strongly disagree' (1) to 'Strongly agree (7)'
MOTIVATION ISSUES <i>DO NOT SHOW HEADING TO RESPONDENTS</i>	
a. I don't think taking extensive safety precautions makes much difference	1 2 3 4 5 6 7
b. I'm just not the type of person who gets too concerned with these safety issues	1 2 3 4 5 6 7
c. I don't like to think about anything going wrong	1 2 3 4 5 6 7
ABILITY ISSUES <i>DO NOT SHOW HEADING TO RESPONDENTS</i>	
d. I don't know how to do a lot of the safety precautions people talk about	1 2 3 4 5 6 7
e. I don't actually know much about what safety precautions can be done	1 2 3 4 5 6 7
f. I just don't seem to be able to keep following all the safety behaviours that people talk about DO NOT SHOW TO RED GROUP	1 2 3 4 5 6 7
PROCESSING ISSUES <i>DO NOT SHOW HEADING TO RESPONDENTS</i>	
g. I prefer to just keep to the trip plans as much as possible I would probably prefer to just keep to the trip plans as much as possible	1 2 3 4 5 6 7
h. I can't remember anybody getting hurt while doing this activity	1 2 3 4 5 6 7
i. I'm confident that I can handle anything that happens while I'm doing this activity	1 2 3 4 5 6 7
j. I'm not the kind of person who gets hurt easily	1 2 3 4 5 6 7
PHYSICAL ISSUES / ENVIRONMENTAL FACTORS <i>DO NOT SHOW HEADING TO RESPONDENTS</i>	
k. I don't have access to much safety equipment	1 2 3 4 5 6 7
l. A bit of bad weather won't be a problem	1 2 3 4 5 6 7
SOCIAL FACTORS <i>DO NOT SHOW HEADING TO RESPONDENTS</i>	
m. Nobody I know gets too concerned with these safety issues	1 2 3 4 5 6 7
n. The people I do this activity with know better than me The people I would probably do this activity with know better than me	1 2 3 4 5 6 7
o. I would be unlikely to convince others to take these safety precautions	1 2 3 4 5 6 7
p. I would be too embarrassed to discuss safety with others	1 2 3 4 5 6 7

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Q33

Below are some statements about the Department of Conservation (DOC). Note that DOC is responsible for managing Marine Reserves, National Parks, and other Protected Natural Areas. How much do you agree or disagree with each statement? RANDOMISE, SINGLE RESPONSE PER ROW

Below are some statements about the Department of Conservation (DOC). Note that DOC is responsible for managing Marine Reserves as well as National Parks. How much do you agree or disagree with each statement? RANDOMISE, SINGLE RESPONSE PER ROW

	7-point scale ranging from 'Strongly disagree' to 'Strongly agree'	Don't know
a. There is nearly always cellphone reception in DOC areas	1 2 3 4 5 6 7	8
b. DOC is ultimately responsible for the safety of people recreating in its areas	1 2 3 4 5 6 7	8
c. The information from DOC Visitor Centres can always be trusted	1 2 3 4 5 6 7	8
d. It's up to individual people to ensure they are safe in the outdoors, not DOC	1 2 3 4 5 6 7	8
e. I can trust DOC signs to be there to warn me about any hazards in the area	1 2 3 4 5 6 7	8
f. Structures, facilities and heritage sites provided and managed by DOC are always safe to use	1 2 3 4 5 6 7	8

Q34

To what extent do you agree with the following statements:

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

RANDOMISE	5-point scale ranging from 'Do not agree at all' to 'Strongly agree'
a. My life is enriched when I visit Aotearoa / New Zealand's protected natural areas	1 2 3 4 5
b. My life is enriched when I visit Aotearoa / New Zealand's historic heritage sites	1 2 3 4 5
c. My life is enriched when I visit Aotearoa / New Zealand's cultural heritage sites	1 2 3 4 5

REMAINING DEMOGRAPHICS (HIDE HEADING FROM RESPONDENTS)

Q35 What is your highest school qualification?
SINGLE RESPONSE

None	1
High school qualification	2
Tertiary diplomas/certificates	3
Bachelor's degree or higher	4
Trade qualification	5

Q36 Which of the following best describes your household's annual income from all sources, before tax?
SINGLE RESPONSE

\$1-\$20,000	1.
\$20,001-\$50,000	2.
\$50,001-\$80,000	3.
\$80,001-\$110,000	4.
\$110,001-\$150,000	5.
\$150,000+	6.
Prefer not to say	7.
Don't know	8.

Q37 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

Q38

ASK IF Q37=5 OR 6. OTHERWISE SKIP TO Q39

What is the age of the youngest child in your household?

SINGLE RESPONSE

Under 5 years	1
6–12 years	2
13–17 years	3
18 years or older	4

Q39

Do you think of yourself as disabled (or as having a disability) that makes travelling from home difficult?

SINGLE RESPONSE

1 -Yes	1
2 - No	2

Q40

Do you think of yourself as disabled (or as having a disability) that makes moving around buildings difficult?

SINGLE RESPONSE

1 -Yes	1
2 - No	2

Q41

Do you think of yourself as disabled (or as having a disability) that makes moving around outside in natural spaces difficult?

SINGLE RESPONSE

1 -Yes	1
2 - No	2

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Q42

Which of the following categories best describes your current occupational group? If you have become temporarily unemployed due to Covid-19 you can answer with your normal occupation.

SINGLE RESPONSE

Manager / Business Owner / Farm Owner	1
Professional	2
Technician and Trades Worker	3
Community or Personal Service Worker	4
Clerical and Administrative Worker	5
Sales Worker / Retail	6
Machinery Operator or 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

Q43

Which country were you born in?

SINGLE RESPONSE

New Zealand	1
Australia	2
England	3
China (People's Republic of)	4
India	5
South Africa	6
Samoa	7
Cook Islands	8
Tonga	9
Other (please specify)	10

Q44

IF Q43=1 SKIP TO END

What year did you arrive to live in New Zealand?

SINGLE RESPONSE

YEAR [FIXED RANGE OF 1900-2020]
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