

APPENDIX 1 SURVEY QUESTIONNAIRE

# LITTLE BARRIER ISLAND VISITOR SURVEY

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This island is a unique and important nature reserve in the Hauraki Gulf. The Department of Conservation (DOC) is doing this survey to gain a better understanding of visits to the Islands and your experiences visiting them. Your input is very important and we appreciate your help. The survey is run in 2 parts.

Part 1: - we'd like you to fill in this brief questionnaire before you go on your trip. Then please post them back in the envelope provided.

Part 2: - after your trip we'll send you another brief questionnaire to see how you felt about your trip, and the things you experienced on it.

By completing this survey you will be actively helping safeguard the conservation of this island. Thanks for your time. Please feel free to contact me if you have any questions or comments about this.

Gordon Cessford  
Social Scientist  
Department of Conservation

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1. Have you been to this island before?  YES  NO

● If YES, - how many times? \_\_\_\_\_, what activity? \_\_\_\_\_

2. Why did you decide to come on this trip?

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3. What aspects of the trip do you expect to enjoy the most?

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4. What aspects of the trip do you expect to enjoy the least?

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5. What are the special things about this Island that make it different from other places? (especially other islands or natural areas)

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6. How much do you agree or disagree with the statements below? (circle a number).

OPINION STATEMENTS	Strongly Disagree	Tend to Disagree	Neutral	Tend to Agree	Strongly Agree
- there is no need for limits or regulations to control visitor numbers to this island	1	2	3	4	5
- visitors should be free to explore wherever they want on the island	1	2	3	4	5
- visitors should only be allowed to walk on specially provided tracks	1	2	3	4	5
- visitors should only be allowed to view wildlife from specially provided sites	1	2	3	4	5
- information signs about island environments/wildlife should be provided	1	2	3	4	5
- when on the island, people should be in a few small groups, not one large one	1	2	3	4	5
- visitors should be controlled by guides at all times while on the island	1	2	3	4	5
- visitors should take all their own rubbish off the islands when they leave	1	2	3	4	5
- some wildlife should be made available for close-up viewing and photography	1	2	3	4	5
- all visits should include some nature education instruction about plants/wildlife	1	2	3	4	5
- visitors should be allowed to feed some of the wildlife	1	2	3	4	5
- visitors should be allowed to take small approved items as mementos of their visits	1	2	3	4	5
- meeting Conservation staff/Scientists is an important part of this trip	1	2	3	4	5
- some visitors should be allowed to stay onshore overnight in huts or camps	1	2	3	4	5
-	1	2	3	4	5
-	1	2	3	4	5

7. Do you belong to a conservation/environmental group?  YES  NO

● If YES, which ones? \_\_\_\_\_

8. Have you done voluntary work or activities to help conservation?  YES  
 NO

● If YES, what things? \_\_\_\_\_

9. Which of these activities have you done in the last 6 months or so? (circle the number that applies best to you).

WHICH ACTIVITIES HAVE YOU DONE?	I don't do this	I've thought of doing this	I've done this a little	I've done this often
- sorted your household rubbish for collection or recycling	1	2	3	4
- done volunteer work for conservation projects	1	2	3	4
- got involved with a conservation / environmental group	1	2	3	4
- used food waste for compost	1	2	3	4
- taken cans for recycling	1	2	3	4
- taken bottles and glass for recycling	1	2	3	4
- chosen "environment-friendly" products to use at home/work	1	2	3	4
- chosen to use lead-free petrol	1	2	3	4
- used a carpool instead of own car to get to work	1	2	3	4
- used more public transport instead of own car	1	2	3	4
- recycled newspapers and cardboard	1	2	3	4
- made a submission on a conservation issue	1	2	3	4
- gone to a meeting on a conservation issue	1	2	3	4
- made a donation to a conservation group	1	2	3	4
- asked for information about conservation issues/groups	1	2	3	4
- discussed conservation issues/problems with my family/friends	1	2	3	4
- gone on trips to other natural areas	1	2	3	4
-	1	2	3	4
-	1	2	3	4

10. Can you tell us a little about yourself so we can get a better description of visitors to \_\_\_\_\_ Island (tick boxes and write in spaces below).

● AGE CLASS

- < 19 years  
 20-29  
 30-39  
 40-49  
 50-59  
 > 60 years

● SEX

- Male  
 Female

● OCCUPATION STATUS

\_\_\_\_\_

● IF NZ, WHAT ETHNIC BACKGROUND?

- NZ European  NZ Maori  Other? \_\_\_\_\_

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Thank you for your time and input, we appreciate it a lot. Feel free to contact me if you have any other comments or ideas. Thanks. Gordon Cessford and Auckland Conservancy, Department of Conservation.

## **CONCLUDING COMMENTS**

# LITTLE BARRIER ISLAND VISITOR SURVEY

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This is Part 2 of the Little Barrier Island visitor survey. You completed Part 1 before your recent trip there. This is a follow-up to ask what you thought of your trip, what improvements could be made, and how your thoughts about conservation may have changed. Please return your responses in the pre-paid and addressed envelope provided. This is a vital part of the survey. By completing this questionnaire, you will be helping safeguard the conservation values of this Island. Thanks very much for your time, and please don't hesitate to contact us if you have any questions or problems with this.

Gordon Cessford  
Social Scientist  
Department of Conservation

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1. Why did you decide to go on that trip?

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2. What aspects of your trip did you enjoy the most?

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3. What aspects of your trip did you enjoy the least?

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4. How could your visit to Little Barrier Island have been improved?

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5. Would you have liked to receive more information while on the Island?

- YES (if YES, what about?) \_\_\_\_\_  
 NO

6. What are the special things about this Island that make it different from other places? (especially other islands or natural areas)

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7. Has this visit changed how you think about Conservation and the Environment?

- YES     NO    (if YES, in what ways?)

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8. How much do you agree/disagree with the statements below? (circle number).

OPINION STATEMENTS	Strongly	Tend to		Tend to	Strongly
	Disagree	Disagree	Neutral	Agree	Agree
- there is no need for limits or regulations to control visitor numbers to this island	1	2	3	4	5
- visitors should be free to walk and explore wherever they want to the island	1	2	3	4	5
- visitors should only be allowed to walk on specially provided tracks	1	2	3	4	5
- visitors should only be allowed to view wildlife from specially provided sites	1	2	3	4	5
- information signs about island environments/wildlife should be provided	1	2	3	4	5
- when on the island, people should be in a few small groups, not one big one	1	2	3	4	5
- visitors should be controlled by guides at all while times on the island	1	2	3	4	5
- visitors should take their own rubbish off the island when they leave	1	2	3	4	5
- some wildlife should be made available for close-up viewing and photography	1	2	3	4	5
- all visits should include some nature education instruction about plants/wildlife	1	2	3	4	5
- visitors should be allowed to feed some of the wildlife	1	2	3	4	5
- visitors should be allowed to take small approved items as mementos of their visit	1	2	3	4	5
- meeting Conservation staff/Scientists is an important part of this trip	1	2	3	4	5
- some visitors should be allowed to stay onshore overnight in huts or camps	1	2	3	4	5
-	1	2	3	4	5
-	1	2	3	4	5

9. Has your island visit made you more interested in joining a conservation or environmental group?

YES  NO

● If YES, why? \_\_\_\_\_

10. Has your island visit made you more interested in doing some voluntary work or activities to help conservation?

YES  NO

● If YES, why? \_\_\_\_\_

11. Which of these activities will you be doing in the next 6 months or so? (circle the number that applies best to you).

WHICH ACTIVITIES WILL YOU DO?	I won't be doing this	I'll think about doing this	I'll be doing this a little	I'll be doing this a lot
- sorting your household rubbish for collection or recycling	1	3	4	5
- doing volunteer work for conservation projects	1	3	4	5
- getting involved with a conservation / environmental group	1	3	4	5
- using food waste for compost	1	3	4	5
- taking cans for recycling	1	3	4	5
- taking bottles and glass for recycling	1	3	4	5
- choosing "environment-friendly" products to use at home/work	1	3	4	5
- choosing to use lead-free petrol	1	3	4	5
- using a carpool instead of own car to get to work	1	3	4	5
- using more public transport instead of own car	1	3	4	5
- recycling newspapers and cardboard	1	3	4	5
- making a submission on a conservation issue	1	3	4	5
- going to a meeting on a conservation issue	1	3	4	5
- making a donation to a conservation group	1	3	4	5
- asking for information about conservation issues/groups	1	3	4	5
- discussing conservation issues/problems with my family/friends	1	3	4	5
- going on trips to other natural areas	1	3	4	5
-	1	3	4	5

12. What were the most important things you learned about Conservation while you were on the Island?

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13. What things do you most value about Little Barrier Island?

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Thank you for your time and input, we appreciate it a lot. Feel free to contact me if you have any other comments or ideas. Thanks. Gordon Cessford and Auckland Conservancy, DOC.

**CONCLUDING COMMENTS?**



## APPENDIX 2 PREVIOUS VISITS TO THESE ISLANDS

Table A2.1: Previous visits to the island (%)

PREVIOUS VISIT	Tiritiri Matangi	Little Barrier
YES	28	25
NO	72	75

Most people had made only 1 previous visit (Table A2.1). The proportion of visitors undertaking repeat visits are similar for the islands reported here (Table A2.2).

Table A2.2: Number of Previous Visits (\* - include in 3-5 category)

PREVIOUS VISIT NO.	Tiritiri Matangi (57)	Little Barrier (32)
1 visit	63	66
2 visits	9	12
3-5 visits	18	12
over 5 visits	11	9

Some difference between visitors to the two islands, and the visit experiences to them appeared in the activities undertaken on previous trips, as shown in Table A2.3. Repeat visitors to Tiritiri Matangi tended toward more volunteer work activities on their previous trips, rather than the recreational activities stated by almost all repeat visitors to Little Barrier. This result relates to the relatively abundant opportunities available for volunteer work on Tiritiri Matangi over the previous ten years, particularly related to the replanting programme. Little Barrier has had more limited opportunities in this respect.

Table A2.3: Activities done on previous trips

ACTIVITIES DONE	Tiritiri Matangi (57)	Little Barrier (32)
Recreational trip	39	82
Conservation volunteer	59	6
Research work	2	6
Other	0	6

### APPENDIX 3 CONSERVATION GROUP BACKGROUND

Conservation group membership results are presented in Section 3.3. The specific details of which groups are involved are presented in Table A3.1. Some visitors belonged to more than one group.

Table A3.1: Member of which conservation group (percentage of total sample)

CONSERVATION GROUP	Tiritiri Matangi (77)	Little Barrier (97)
Greenpeace	53	38
Forest and Bird	49	68
Friends of Tiritiri	12	0
Maruia Society	9	13
Friends of Hauraki Gulf	3	3
Worldwide Fund for nature (WWF)	3	5
Ornithological Society (NZ)	0	5
Other NZ Group	26	27
Overseas Group	0	12

Group membership responses were dominated by Greenpeace, and the Royal New Zealand Forest and Bird Society. The proportions in each differed, with almost 70% of Little Barrier conservation group members being in the Forest and Bird Society. Many were also Greenpeace members, but to a lesser extent than apparent on Tiritiri-Matangi and Kapiti.

Greenpeace could be considered representative of a "big" issue type of generalised conservation interest, while Forest-and-Bird may be more representative of issues more specific to New Zealand forest and wildlife conservation. This study did not address these issues.

## **APPENDIX 4 CHANGES IN CONSERVATION BEHAVIOUR**

In addition to asking visitors about their pre and post-visit opinions towards management statements, visitors were also asked about the regular types of conservation-oriented behaviours in which they were involved. Visitors were first asked which of the listed activities they had been involved in during the last 6 months. This was intended to provide some indication of their conservation involvement, and a baseline for post-visit comparisons. In the post-visit questionnaire they were asked which of these they would be involved in the 6 months following their island visit. This was intended to identify whether the island experience, and the types of conservation messages communicated on them, had any effect on their conservation thinking. A summary of all the Pre and Post-visit responses is presented in Table A4.1.

### **A4.1 General Conservation Behaviour (Pre-visit)**

The Pre-visit results indicate that many island visitors are already committed to conservation objectives through their individual conservation behaviours. High involvement in conservation activities was indicated by the high figures in column 4. These were largely the recycling behaviours, choices of environmentally friendly products (e.g., products for home/work, lead-free petrol), and participation in trips to other natural areas. Most also indicated they discussed conservation issues with families and friends.

Active involvement in conservation action and advocacy was less prominent, although it was considerable. Over 30% of visitors indicated they were actively involved through volunteer work, conservation group work, donations, submissions, meetings, and asking for information collection. Conservation behaviours associated with choice of transport options were not high. Apart from choice of lead-free petrol, involvement in carpools or use of public transport was minimal.

Overall, these results suggest that visitors to these islands have a high degree of existing conservation interest and involvement, although this may require further research investigation.

### **A4.2 Intended Changes in Conservation Behaviours (Post-visit)**

It was the intention of this portion of the Post-visit questionnaire to see if these responses differed from pre-visit responses. If differences were apparent, it could be hypothesised that the trip experience had exerted some influence on how the visitors perceived conservation. Table A4.1 (overleaf) indicates which of the listed Pre-visit conservation behaviours were found to be significantly different from the Pre-visit responses (using the Chi-square  $\chi^2$  test). In most cases the mean values increased as a result of the island visits, i.e. they were either thinking about, or intending to carry out conservation activities. Similarly, significant changes in visitor responses generally represented an increase in visitor interest in or commitment to the listed conservation behaviours. The main examples of this were making a submission, going to a meeting, making a donation and asking for information. Only in a few cases however did the change represent a clearly increased intention to specifically do something. The main example of this was an increased intention to do volunteer work. In fact, in the case of donations to conservation groups, there was a slight decrease in support.

These results suggest that changes in awareness appear to occur after the island visits, and that the visitors appear more likely to consider some environmental action.

Table A4.1: Current and Intended Conservation Behaviours

WHICH ACTIVITIES HAVE YOU DONE/WILL YOU DO? (Pre and Post-visit percentage figures and means) (Significant difference - $\chi^2$ p < 0.01 * < 0.05 **)	I don't do this	I've thought about doing this	I've done this a little	I've done this often	Mean scores
- sorted your household rubbish for collection or recycling	5	3	20	72	3.594
	3	4	21	72	3.629
- done volunteer work for conservation projects **	<b>41</b>	24	<b>25</b>	10	<b>2.047</b>
	<b>21</b>	31	<b>36</b>	12	<b>2.388</b>
- got involved with a conservation/environmental group *	<b>34</b>	17	28	20	2.345
	<b>24</b>	23	36	17	2.450
- used food waste for compost	22	6	13	59	3.092
	17	7	15	61	3.194
- taken cans for recycling *	11	3	17	69	3.440
	5	5	18	72	3.577
- taken bottles and glass for recycling	8	2	14	76	3.579
	4	2	15	79	3.677
- chosen "environment-friendly" products to use at home/work **	6	4	38	51	3.343
	1	9	35	54	3.417
- chosen to use lead-free petrol	30	8	8	54	2.856
	24	12	7	53	2.974
- used a carpool instead of own car to get to work	84	5	6	5	1.318
	77	7	7	9	1.479
- used more public transport instead of own car **	67	4	14	15	1.761
	58	11	16	15	1.885
- recycled newspapers and cardboard	4	1	10	84	3.742
	3	2	13	82	3.733
- made a submission on a conservation issue **	<b>46</b>	<b>19</b>	22	14	2.037
	<b>31</b>	<b>34</b>	25	10	2.134
- gone to a meeting on a conservation issue **	<b>46</b>	<b>18</b>	23	13	<b>2.028</b>
	<b>26</b>	<b>37</b>	28	9	<b>2.211</b>
- made a donation to a conservation group **	21	4	41	33	2.862
	11	<b>24</b>	45	<b>20</b>	2.745
- asked for information about conservation issues/groups **	<b>27</b>	<b>15</b>	42	16	2.481
	<b>17</b>	<b>27</b>	41	15	2.542
- discussed conservation issues/problems with my family/friends **	6	3	44	47	3.331
	4	11	44	41	3.222
- gone on trips to other natural areas **	5	5	31	59	3.435
	0	10	39	51	3.411
POST-VISIT wording of headings (note that activity list wording also differs - refer questionnaire, Appendix 1)	I won't be doing this	I'll think about doing this	I'll be doing this a little	I'll be doing this a lot	

(figures in bold highlight where the main differences appear to be)

Table A4.2: Little Barrier Visitors: Current and Intended Conservation Behaviours

WHICH ACTIVITIES HAVE YOU DONE/WILL YOU DO? (Pre and Post-visit percentage figures and means) (Significant difference - $\chi^2$ p < 0.01 * < 0.05 **)	I don't do this	I've thought about doing this	I've done this a little	I've done this often	Mean scores
- sorted your household rubbish for collection or recycling	4 0	3 3	21 19	72 77	3.612 3.746
- done volunteer work for conservation projects *	24 10	26 24	33 47	17 19	2.439 2.758
- got involved with a conservation/environmental group	10 11	16 15	42 46	32 29	2.968 2.926
- used food waste for compost	21 13	4 8	16 13	59 66	3.132 3.317
- taken cans for recycling	10 4	3 4	16 16	70 76	3.469 3.643
- taken bottles and glass for recycling	5 3	2 2	13 13	79 82	3.661 3.738
- chosen "environment-friendly" products to use at home/work	2 1	5 6	33 31	60 62	3.524 3.540
- chosen to use lead-free petrol	22 19	9 11	6 6	63 64	3.101 3.154
- used a carpool instead of own car to get to work	78 77	3 7	11 7	8 9	1.490 1.485
- used more public transport instead of own car	69 61	5 9	13 6	12 15	1.684 1.844
- recycled newspapers and cardboard	3 2	1 1	12 18	84 80	3.772 3.760
- made a submission on a conservation issue	29 20	21 29	28 35	22 16	2.427 2.467
- gone to a meeting on a conservation issue **	28 13	19 33	34 38	19 16	2.440 2.573
- made a donation to a conservation group ***	8 3	2 13	40 53	50 31	3.310 3.120
- asked for information about conservation issues/groups	14 10	13 23	52 47	22 20	2.822 2.767
- discussed conservation issues/problems with my family/friends	2 2	2 6	37 34	60 59	3.551 3.504
- gone on trips to other natural areas	1 0	2 6	24 26	73 78	3.688 3.616
POST-VISIT wording of headings (note that activity list wording also differs - refer questionnaire, Appendix 1)	I won't be doing this	I'll think about doing this	I'll be doing this a little	I'll be doing this a lot	

(figures in bold highlight where the main differences appear to be)

Table A4.3: Tiritiri Matangi Visitors: Current and Intended Conservation Behaviours

WHICH ACTIVITIES HAVE YOU DONE/WILL YOU DO? (Pre and Post-visit percentage figures and means) (Significant difference - $\chi^2$ p < 0.01 * < 0.05 **)	I don't do this	I've thought about doing this	I've done this a little	I've done this often	Mean scores
- sorted your household rubbish for collection or recycling	5	3	20	72	3.583
PRE-VISIT	5	4	22	69	3.557
POST-VISIT					
- done volunteer work for conservation projects ***	52	23	20	6	1.802
	28	36	29	7	2.157
- got involved with a conservation/environmental group **	50	18	19	13	1.949
	33	28	29	10	2.153
- used food waste for compost	23	7	12	59	3.068
	20	6	16	58	3.119
- taken cans for recycling	12	2	18	68	3.442
	6	5	20	69	3.535
- taken bottles and glass for recycling	9	2	16	73	3.527
	5	3	15	77	3.639
- chosen "environment-friendly" products to use at home/work	9	4	41	46	3.229
	2	11	38	49	3.340
- chosen to use lead-free petrol	36	7	9	49	2.705
	28	12	7	53	2.859
- used a carpool instead of own car to get to work *	88	6	3	3	1.218
	77	7	7	9	1.475
- used more public transport instead of own car *	66	3	15	16	1.807
	56	12	16	16	1.909
- recycled newspapers and cardboard	5	2	9	84	3.723
	4	3	9	83	3.716
- made a submission on a conservation issue ***	55	19	18	8	1.794
	38	37	18	6	1.974
- gone to a meeting on a conservation issue ***	58	17	16	10	1.768
	34	39	21	5	1.974
- made a donation to a conservation group ***	29	6	42	23	2.582
	15	32	40	13	2.503
- asked for information about conservation issues/groups **	34	17	36	13	2.276
	22	29	37	12	2.400
- discussed conservation issues/problems with my family/friends ***	8	3	48	40	3.193
	5	15	50	30	3.045
- gone on trips to other natural areas ***	8	6	34	51	3.276
	0	12	47	41	3.284
POST-VISIT wording of headings (note that activity list wording also differs - refer questionnaire, Appendix 1)	I won't be doing this	I'll think about doing this	I'll be doing this a little	I'll be doing this a lot	

(figures in bold highlight where the main differences appear to be)

Table A4.4: PRE-VISIT: Little Barrier and Tiritiri Intended Conservation Behaviours

WHICH ACTIVITIES HAVE YOU DONE? (Pre-visit % figs and means where significant difference occurs - $\chi^2$ p < 0.01 * < 0.05 **)	I don't do this	I've thought about doing this	I've done this a little	I've done this often	Mean scores
- done volunteer work for conservation projects *** Little Barrier Tiritiri Matangi	24 51	26 23	33 20	17 6	2.439 1.802
- got involved with a conservation/environmental group ***	10 50	16 18	42 19	32 13	2.968 1.949
- chosen "environment-friendly" products to use at home/work **	2 9	5 4	33 41	60 46	3.524 3.229
- chosen to use lead-free petrol *	22 36	9 7	6 9	63 49	3.101 2.705
- used a carpool instead of own car to get to work *	78 88	3 7	11 7	8 3	1.490 1.218
- made a submission on a conservation issue ***	29 55	21 19	28 18	22 8	2.427 1.794
- gone to a meeting on a conservation issue ***	28 58	19 17	34 16	19 10	2.440 1.768
- made a donation to a conservation group ***	9 29	2 6	40 42	50 23	3.310 2.582
- asked for information about conservation issues/groups ***	14 34	13 17	52 36	22 13	2.822 2.276
- discussed conservation issues/problems with my family/friends ***	2 8	2 3	37 48	60 40	3.551 3.193
- gone on trips to other natural areas ***	1 8	2 6	24 34	73 51	3.688 3.276

Table A4.5: POST VISIT: Little Barrier and Tiritiri Intended Conservation Behaviours

WHICH ACTIVITIES WILL YOU DO? (Post-visit % figs and means where significant differences occur - $\chi^2$ p < 0.01 * < 0.05 **)	I won't be doing this	I'll think about doing this	I'll be doing this a little	I'll be doing this a lot	Mean scores
- done volunteer work for conservation projects *** Little Barrier Tiritiri Matangi	10 28	24 36	47 29	19 7	2.758 2.157
- got involved with a conservation/environmental group ***	11 33	15 28	46 29	29 10	2.926 2.153
- made a submission on a conservation issue ***	20 38	29 37	35 18	16 6	2.467 1.922
- gone to a meeting on a conservation issue ***	13 34	33 39	38 21	16 5	2.573 1.974
- made a donation to a conservation group ***	3 15	13 32	53 40	32 13	3.120 2.503
- asked for information about conservation issues/groups *	10 22	23 29	47 37	20 12	2.767 2.400
- discussed conservation issues/problems with my family/friends ***	2 5	6 15	34 50	59 30	3.504 3.045
- gone on trips to other natural areas ***	0 0	6 12	26 46	68 41	3.616 3.284