



Mainland New Zealand sea lions

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March 2015



Outlook on a species

Worcester Polytechnic
Institute and the
Department of
Conservation

New Zealand as an Interactive
Qualifying Project (IQP) Centre

Community-based social
research for local impact and
global understanding



Why employ social science?



Objectives

- Joint objectives
 - Understanding Agency perspectives
 - Determine how to incorporate NZSL conservation material into education
 - Assess public knowledge and perceptions of NZSL





Agency interests

- Understanding Agency Perspectives
 - Meetings DOC, MPI, NZSLT
 - Understand context
 - Agency goals
 - Perceived mainland threats
 - State of awareness initiatives
 - Guidelines for viewing
- Development of survey

Education

- Educator interviews to understand
 - Currently in curriculum?
 - Willingness to teach?
 - What works?





Public Surveys



Date: _____ Location: _____

Perception

1. Have you heard of the New Zealand sea lion?
 Yes No

2. Please rate your knowledge on the sea lion (circle one):
 1 2 3 4 5 NA
 1 - I know very little about the sea lion.
 5 - I have actively researched New Zealand sea lions.

3. From which sources have you obtained any knowledge about New Zealand sea lions? (CHECK all that apply, CIRCLE the most informative source)
 Social Media Signs/Pamphlets
 Education/In-school Web pages
 NZ Sea Lion Trust Newspaper/Magazine Article
 Conservation events/Visitor centers
 Department of Conservation (DOC)
 Television/Radio N/A
 Other _____

4. Please circle the letter on the sheet provided:
 A B C D E
 4A. On the sheet provided, which numbered picture is a New Zealand sea lion?
 1 2 3 4 5 Don't know

5. Describe the sea lion population:
 Increasing in Size Decreasing in Size Stable
 Don't know

6. What do you think is the biggest potential threat to New Zealand sea lions?

7. As a species, how threatened is the New Zealand sea lion?
 Not Threatened Vulnerable Recovering Nationally Vulnerable Nationally Critical
 Don't know

8. On land, at least how far away should someone remain from a New Zealand sea lion?
 1 meter 5 meters Don't know
 10 meters 20 meters

9. Please describe what you should do if you encounter a sea lion:

10. Have you ever encountered a New Zealand sea lion?
 Yes No
 10A. If yes, how enjoyable was your experience?
 Not Enjoyable _____ Very Enjoyable _____
 10B. If yes, please describe your experience:

Demographics

11. Would you support sharing local beach space with sea lions to aid current conservation efforts?
 Yes No
 11A. If no, please explain why

12. Would you support closed beach areas in your neighborhood for sea lions to aid current conservation efforts?
 Yes No
 12A. If no, please explain why

13. Are you aware of any agencies currently involved with conservation efforts of the New Zealand sea lion?
 Yes No
 13A. If yes, which agencies?

14. How important are conservation efforts regarding native New Zealand species to you? (circle one)
 1 2 3 4 5 N/A
 1 - I am strongly against conservation efforts regarding native species.
 3 - I am indifferent towards conservation efforts.
 5 - I strongly support all conservation efforts.

15. How long have you lived in New Zealand?
 I don't live in New Zealand Less than a year
 1-2 years 2-5 years
 5-10 years 10+ years

15A. If you live in New Zealand, where do you live? (city and region)

16. How old are you?
 Under 18 18-24 25-34
 35-44 45-54 55-64
 65-75 75 and up

17. How frequently do you participate in recreational or commercial activities on the coast or in coastal waters?
 _____ times per week
 I do not participate in coastal activities

18. Are you a dog owner?
 Yes No
 18A. If yes, what should you do if you encounter a sea lion while walking your dog?

19. What is your current occupation?

20. Please note your ethnicity
 Asian African European
 Latin American Māori Middle Eastern
 Pacific Islander Other _____

Location Administered	Collected Surveys
Curio Bay	21
Dunedin	103
Invercargill	41
Stewart Island	41
Surat Bay	24
Wellington	154
Grand Total	384

Survey effort

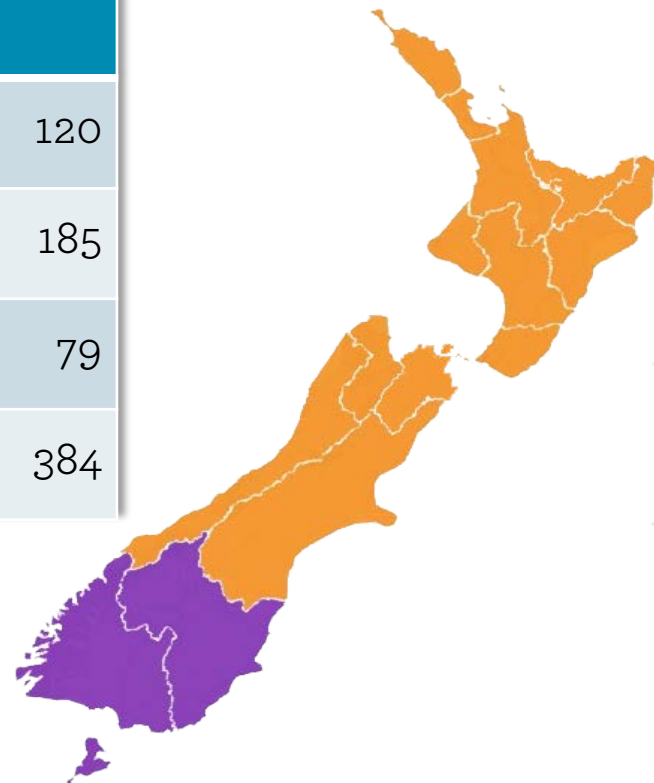




Survey Effort

In Range vs. Out of Range

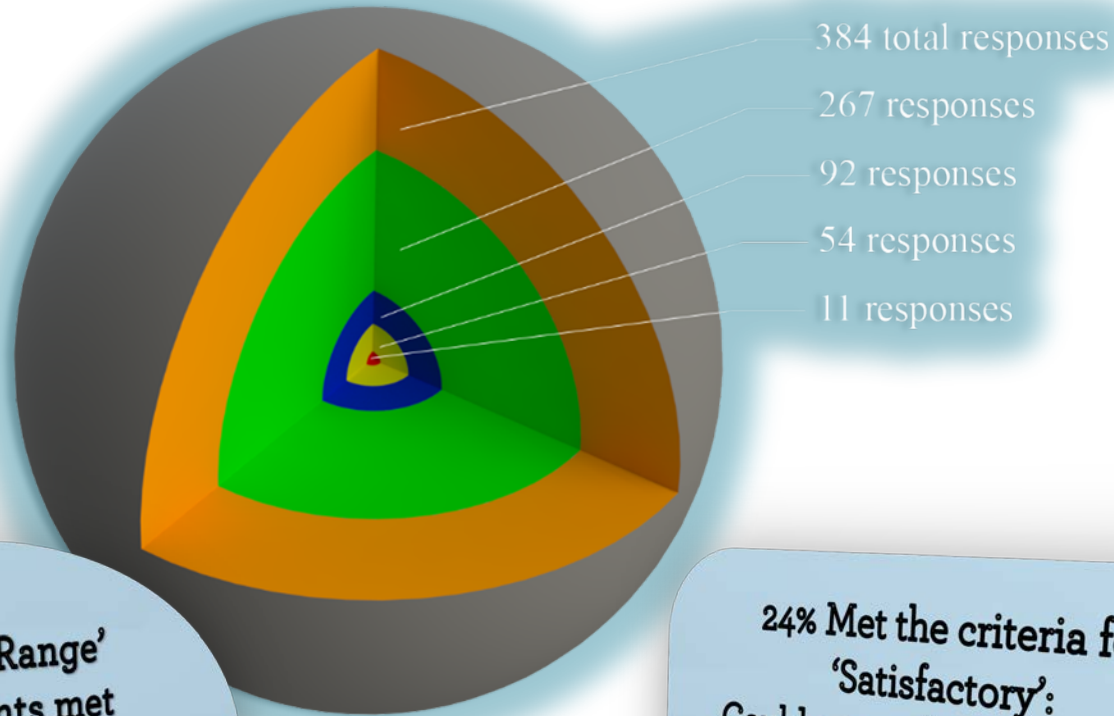
Residency Status	Number of Respondents
In-range (purple)	120
Out-of-range (orange)	185
Tourist	79
Grand Total	384





Public Knowledge

- Total Responses
- Basic
- Satisfactory
- Excellent
- Proficient

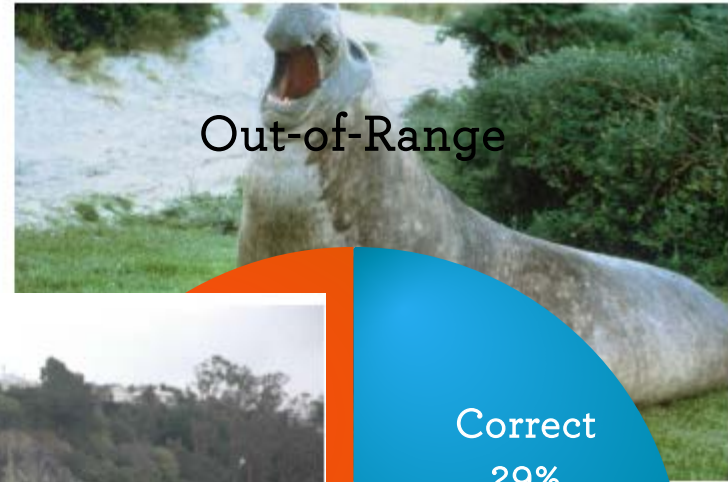


More 'In Range' respondents met Satisfactory or Excellent levels of knowledge than 'Out of Range'

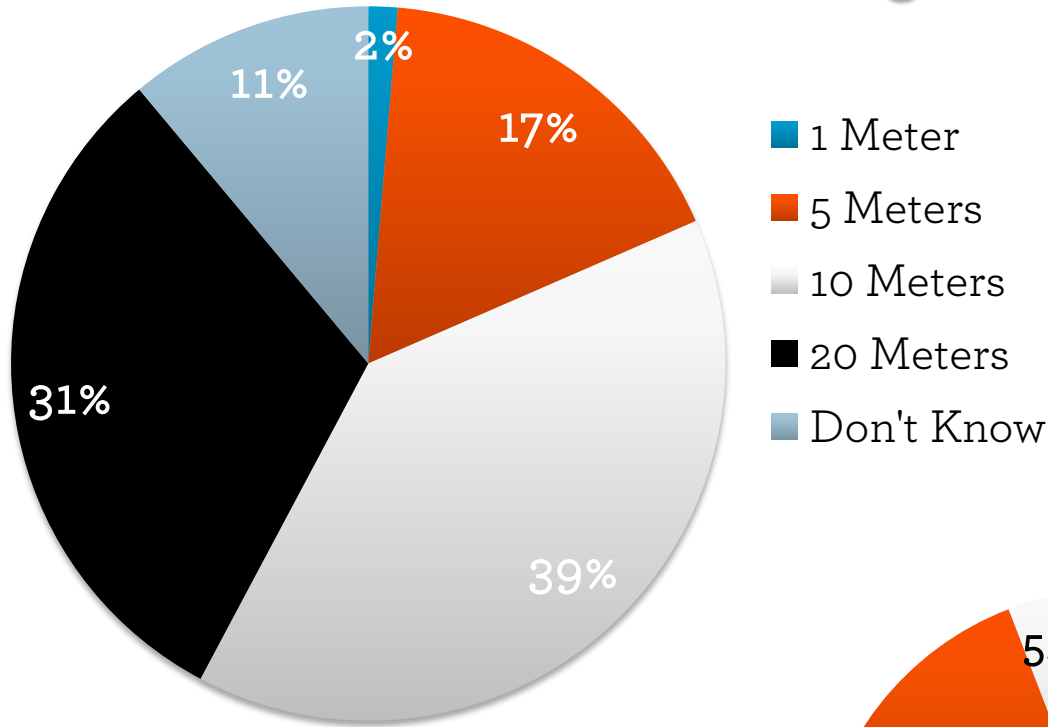
24% Met the criteria for 'Satisfactory':
Could correctly ID a sea lion
AND
Knew how far to keep away when viewing



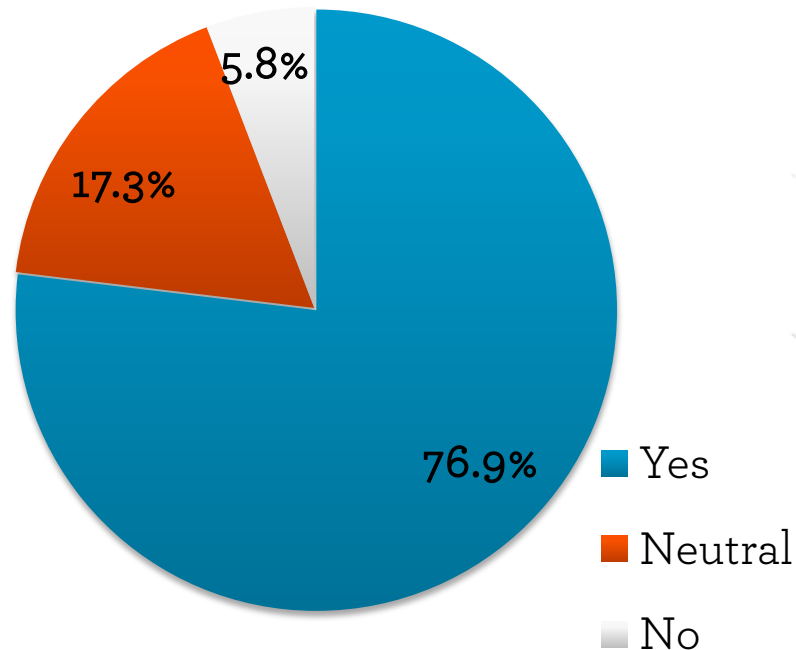
Public Knowledge - ID a sea lion



Public Knowledge - Encounters



Q: How should you respond if you encounter a sea lion?
Respondent answered appropriately



Public Knowledge - Dogs



Questions for dog owners

- 26% of respondents were dog owners
- Of the 26% when asked what to do if they encountered a sea lion with their dog 94% gave appropriate responses.
- Difference between knowing to control their dog and being able to do it is another thing.
- Proposed new signage

ATTENTION: DOG WALKERS

Step 1: Check the Beach
Look for wildlife before taking your dog on the beach

Sea Lion

Fur Seal

Step 2: Control Your Dog
Either leash your dog or keep it close

Step 3: Walk Away
If the dog starts toward a wild animal, call it back

Penguins

New Zealand Sea Lion Trust
Department of Conservation
Te Papa Atawhai

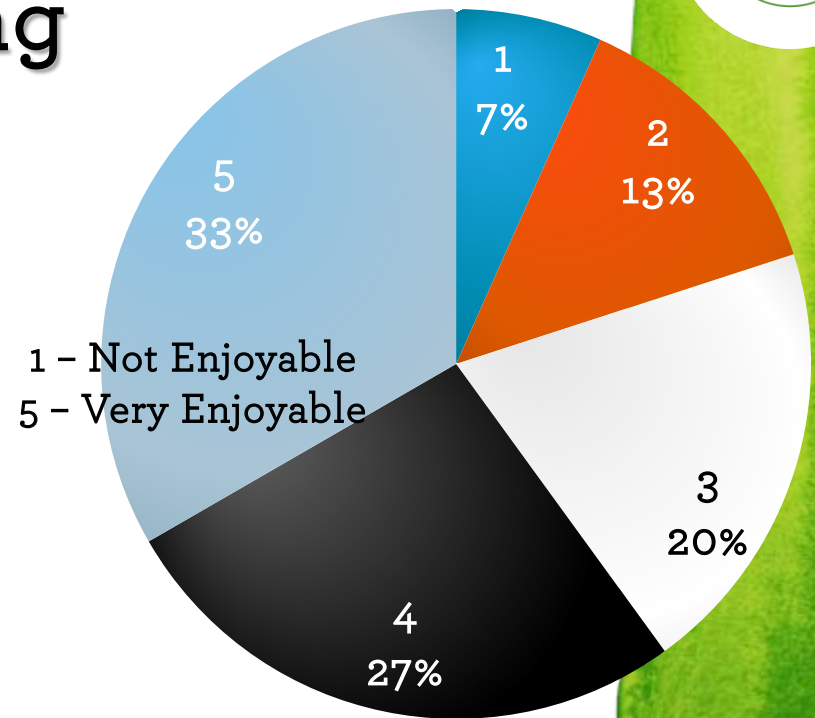
The graphic is a vertical rectangular sign with a blue background. At the top, it has a dark blue header with the text 'ATTENTION: DOG WALKERS' in white. Below this, the sign is divided into three sections. The first section, 'Step 1: Check the Beach', features a silhouette of a sea lion on the left and a fur seal on the right, with the instruction 'Look for wildlife before taking your dog on the beach' in the center. The second section, 'Step 2: Control Your Dog', features a silhouette of a dog on the left and the instruction 'Either leash your dog or keep it close' in the center. The third section, 'Step 3: Walk Away', features a silhouette of a penguin on the right and the instruction 'If the dog starts toward a wild animal, call it back' in the center. At the bottom left, there are logos for the New Zealand Sea Lion Trust and the Department of Conservation (Te Papa Atawhai).

Public Perception - Encounter Rating



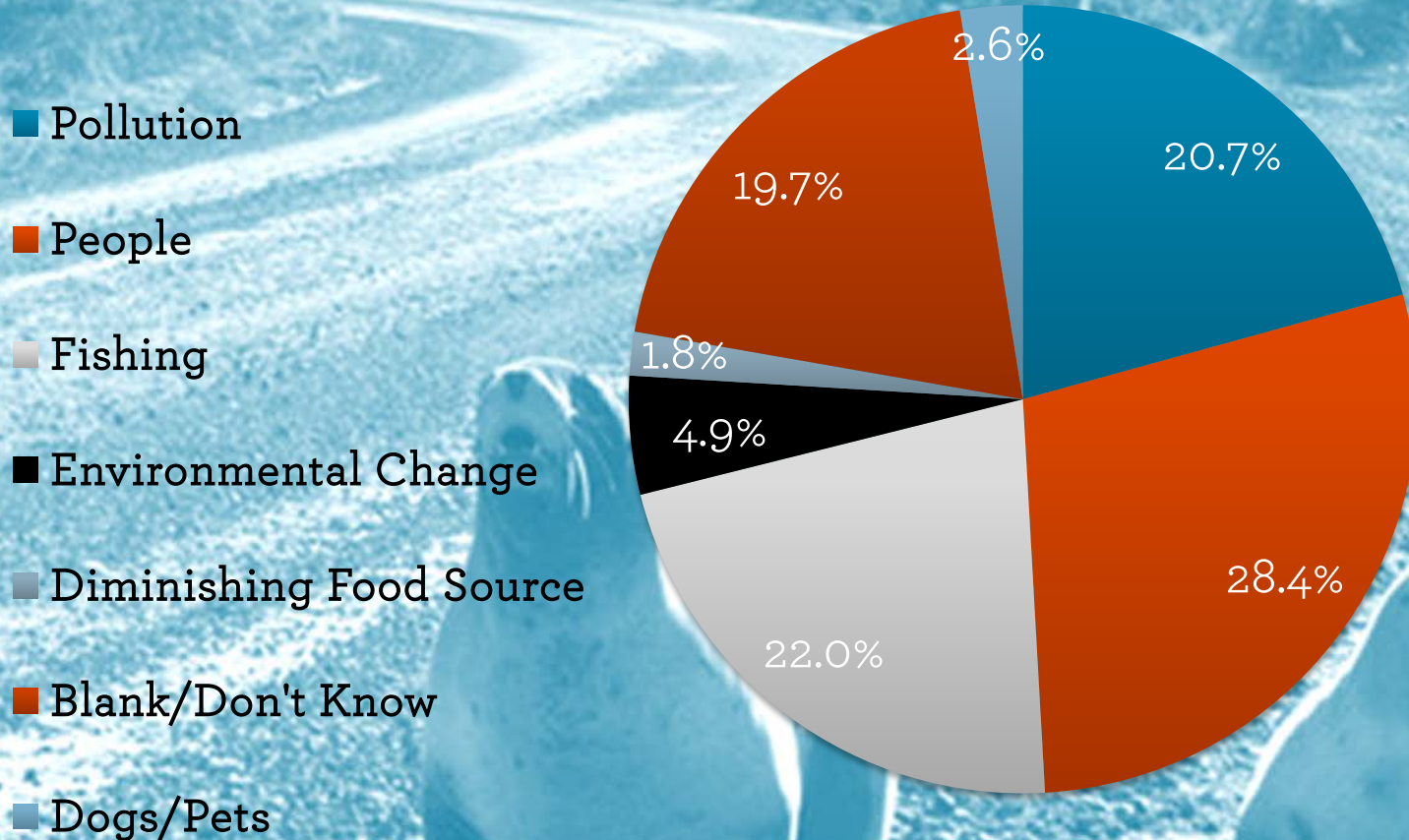
Generally Positive Experiences

Expected More Negative Responses



Public Perception

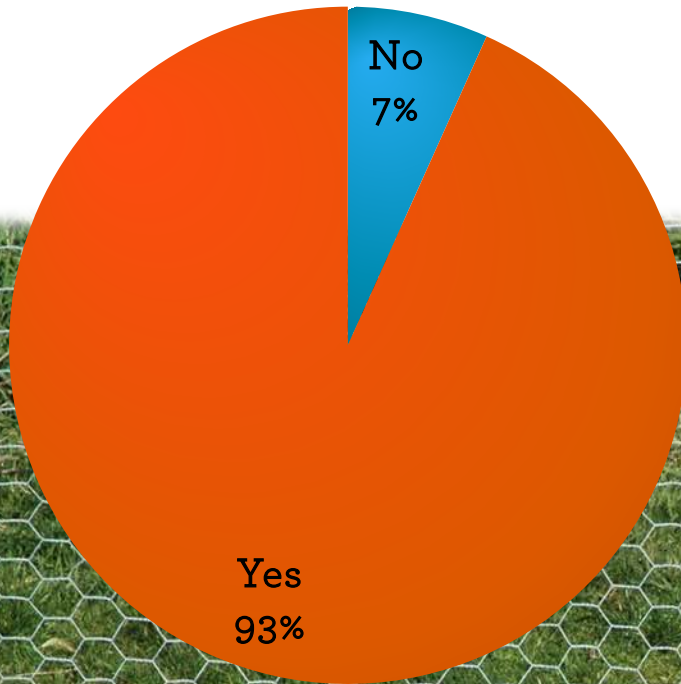
What survey respondents believed the biggest threat to sea lions was



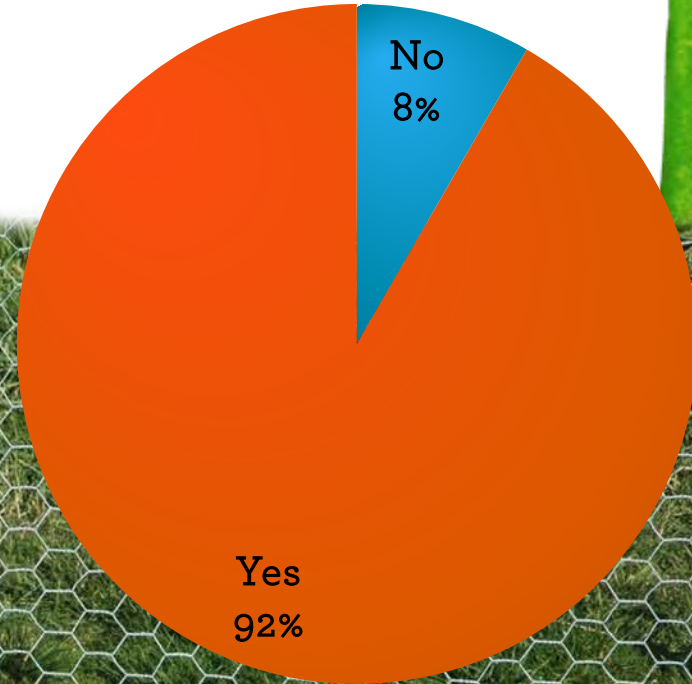
Public Perception – Willingness to share space



Sharing Beach Space



Closing Beach Space



More info on project

- <http://www.odt.co.nz/news/dunedin/332223/students-asking-what-do-kiwis-see-sea-lions>
- <http://www.radionz.co.nz/news/regional/265329/sea-lion-could-be-up-for-image-makeover>
- [Can sea lion become grizzly bear of the south?](#)
- <http://www.dunedintv.co.nz/content/sea-lion-population-growing>





QUESTIONS