



Department of Conservation National Survey

Report 5: Conservancy Comparison

Survey conducted:
June 2011

Reporting produced:
October 2011

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1.0 Summary of differences between the Conservancies

Auckland, statistically significantly:

- more likely to agree conservation is important to them personally
- less likely to have visited a National Park
- more likely to have said DOC is a good use of taxpayer money.

Bay of Plenty, statistically significantly:

- less likely to agree conservation is important to them personally
- less likely to have visited a DOC Area
- less likely to have visited a National Park
- more likely to have stayed at a serviced DOC campsite
- less likely to have said DOC is a good use of taxpayer money
- more likely to agree DOC is modern.

Canterbury, statistically significantly:

- less likely to have donated money for a conservation cause
- less likely to donate money for a conservation cause
- more likely to have gone camping on their most recent visit to a DOC area
- less likely to visit a DOC area in their home Conservancy
- less likely to do a Great Walk
- less likely to have a favourable view of DOC.

Nelson/Marlborough/Marlborough, statistically significantly:

- more likely to have visited a DOC Area
- more likely to have visited a National Park
- more likely to have visited a DOC area in their home Conservancy
- more likely to visit a DOC area in their home Conservancy
- more likely to have done a Great Walk
- more likely to do a Great Walk
- more likely to have stayed at a basic DOC campsite
- more likely to stay at a basic DOC campsite
- more likely to have stayed at a standard DOC campsite
- more likely to stay at a standard DOC campsite
- more likely to have stayed at a DOC hut/lodge/house
- more likely to stay at a DOC hut/lodge/house
- more likely to have been to a DOC Visitor Centre
- more likely to visit a DOC Visitor Centre
- more likely to have said DOC is more interested in commercial opportunities than it used to be.

Northland, statistically significantly:

- more likely to say conservation is less important than other issues
- less likely to have visited a National Park
- more likely to have gone camping on their most recent visit to a DOC area
- more likely to have visited a DOC area in their home Conservancy
- more likely to visit a DOC area in their home Conservancy
- less likely to have done a Great Walk
- less likely to do a Great Walk
- more likely to have stayed at a basic DOC campsite
- more likely to stay at a basic DOC campsite
- more likely to have stayed at a standard DOC campsite
- more likely to stay at a standard DOC campsite
- less likely to have been to a DOC Visitor Centre
- less likely to have said DOC is a good use of taxpayer money.

Otago, statistically significantly:

- less likely to donate money for a conservation cause
- more likely to have gone sightseeing on their most recent visit to a DOC area
- more likely to have done a Great Walk
- more likely to have stayed at a basic DOC campsite:
- more likely to have stayed at a DOC hut/lodge/house
- more likely to have been to a DOC Visitor Centre
- more likely to visit a DOC Visitor Centre
- more likely to have said DOC is more interested in commercial opportunities than it used to be.

Southland, statistically significantly:

- less likely to agree conservation is important to them personally
- less likely to agree *spending money on conservation is a good investment in the prosperity and wellbeing of all New Zealanders*
- less likely to agree *I actively enjoy New Zealand's healthy environment, recreation opportunities and history*
- less likely to agree *conservation is important in my life*
- less likely to have donated money for a conservation cause
- more likely to have visited a DOC Area
- more likely to have visited a National Park
- more likely to have gone hunting on their most recent visit to a DOC area
- less likely to do a Great Walk
- more likely to have stayed at a basic DOC campsite
- less likely to stay at a serviced DOC campsite
- more likely to have stayed at a DOC hut/lodge/house
- more likely to have been to a DOC Visitor Centre
- less likely to agree DOC is important.

Tongariro Whanganui Taranaki/Whanaganui/Taupo, statistically significantly:

- more likely to have visited a DOC Area
- more likely to have visited a National Park
- more likely to have visited a DOC area in their home Conservancy
- less likely to have done a Great Walk
- less likely to do a Great Walk
- less likely to have stayed at a basic DOC campsite
- less likely to stay at a basic DOC campsite
- more likely to stay at a standard DOC campsite
- more likely to have said DOC works well with local communities.

Waikato, statistically significantly:

- more likely to have contributed to conservation
- less likely to have visited a DOC area in their home Conservancy
- less likely to visit a DOC area in their home Conservancy
- less likely to have done a Great Walk
- less likely to have been to a DOC Visitor Centre
- less likely to visit a DOC Gateway
- less likely to have said DOC is a leader in the conservation field.

Wellington, statistically significantly:

- more likely to have said DOC works well with local communities
- more likely to have stayed at a DOC hut/lodge/house
- more likely to have said DOC is a good use of taxpayer money.

West Coast, statistically significantly:

- less likely to agree conservation is important to them personally
- more likely to say conservation is less important than other issues
- less likely to agree *spending money on conservation is a good investment in the prosperity and wellbeing of all New Zealanders*
- less likely to agree *conservation is at the heart of what it means to be a New Zealander*
- less likely to agree *conservation of New Zealand's natural environment is important to me*
- less likely to agree *I encourage other people to care about and conserve natural resources*
- less likely to agree *conservation is important in my life*
- less likely to agree *conservation should be considered in all key decisions about New Zealand's future*
- less likely to have donated money for a conservation cause:
- less likely to donate money for a conservation cause
- more likely to have visited a DOC Area
- more likely to have visited a National Park
- more likely to have gone hunting on their most recent visit to a DOC area
- more likely to have visited a DOC area in their home Conservancy
- more likely to visit a DOC area in their home Conservancy
- more likely to have stayed at a basic DOC campsite
- more likely to stay at a basic DOC campsite

- more likely to have stayed at a DOC hut/lodge/house
- more likely to have been to a DOC Visitor Centre
- more likely to visit a DOC Visitor Centre
- less likely to have a favourable view of DOC
- less likely to say DOC works well with local communities
- more likely to have said DOC is more interested in commercial opportunities than it used to be
- less likely to have said DOC is a leader in the conservation field
- less likely to have said DOC is a good use of taxpayer money
- less likely to agree DOC is relevant to New Zealanders today
- less likely to agree DOC is important
- less likely to agree DOC is hardworking
- less likely to agree DOC is effective
- less likely to agree DOC is trustworthy
- less likely to agree DOC is innovative
- less likely to agree DOC is inspiring
- less likely to agree DOC is modern.

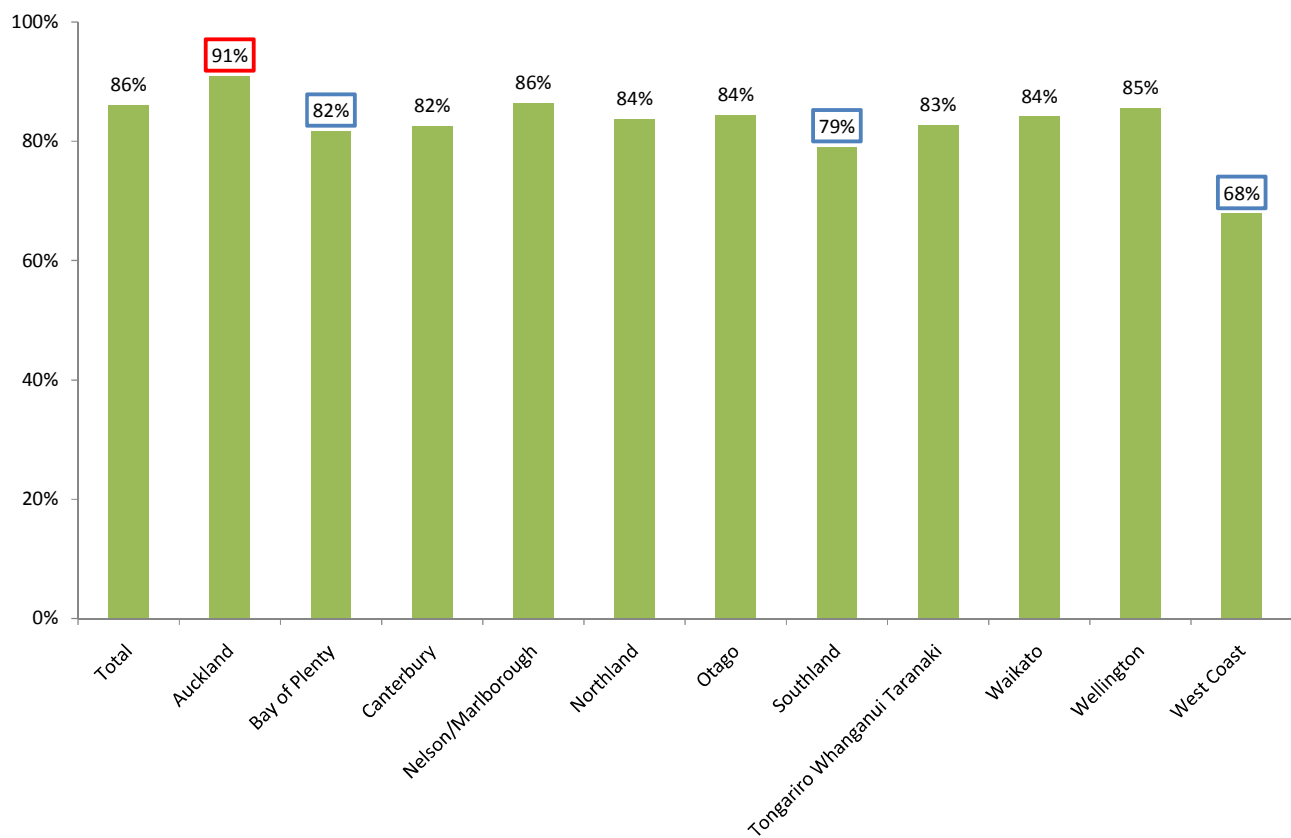
2.0 Attitudes to Conservation

2.1 Importance of conservation personally

Eighty-six percent of New Zealanders agreed conservation is important to them personally. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to agree: Auckland
- Significantly less likely to agree: Bay of Plenty, Southland, West Coast.

Importance of conservation personally



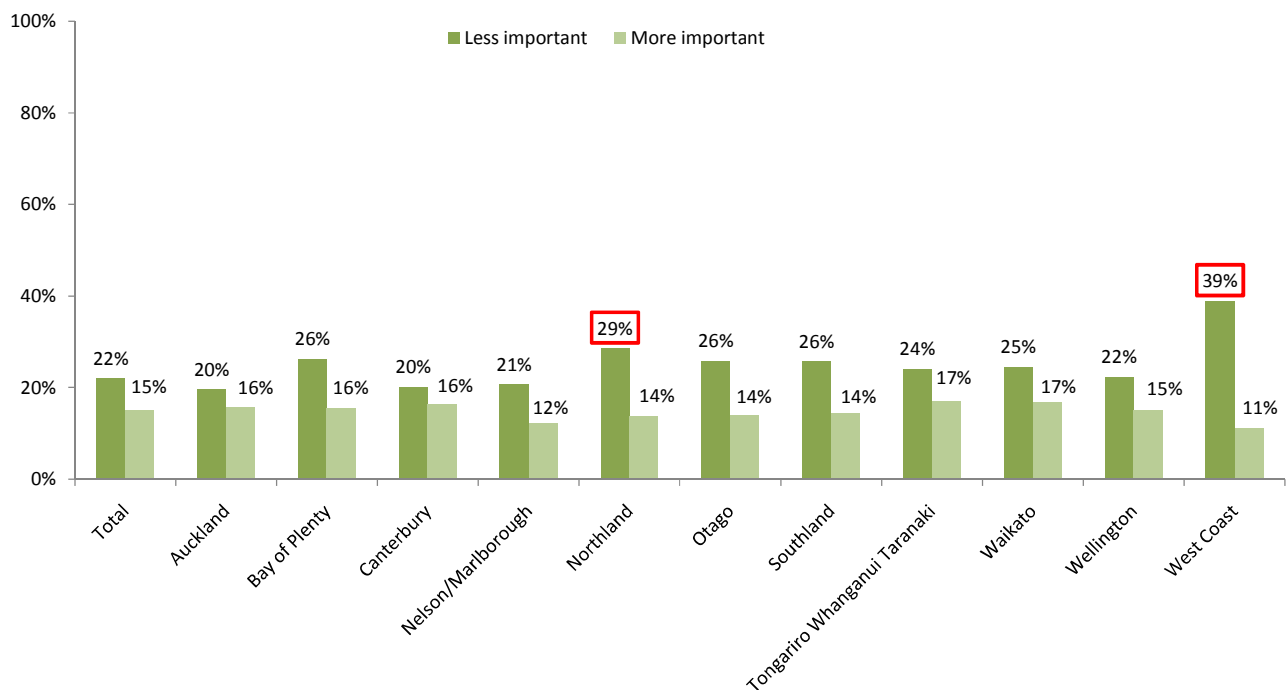
Base: all respondents 3614

2.2 Importance of conservation relative to education, health, law and order

Twenty-two percent of New Zealanders said conservation is less important and 15 percent said conservation was more important. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to say conservation is less important: Northland, West Coast.

Importance of conservation relative to education, health, law and order



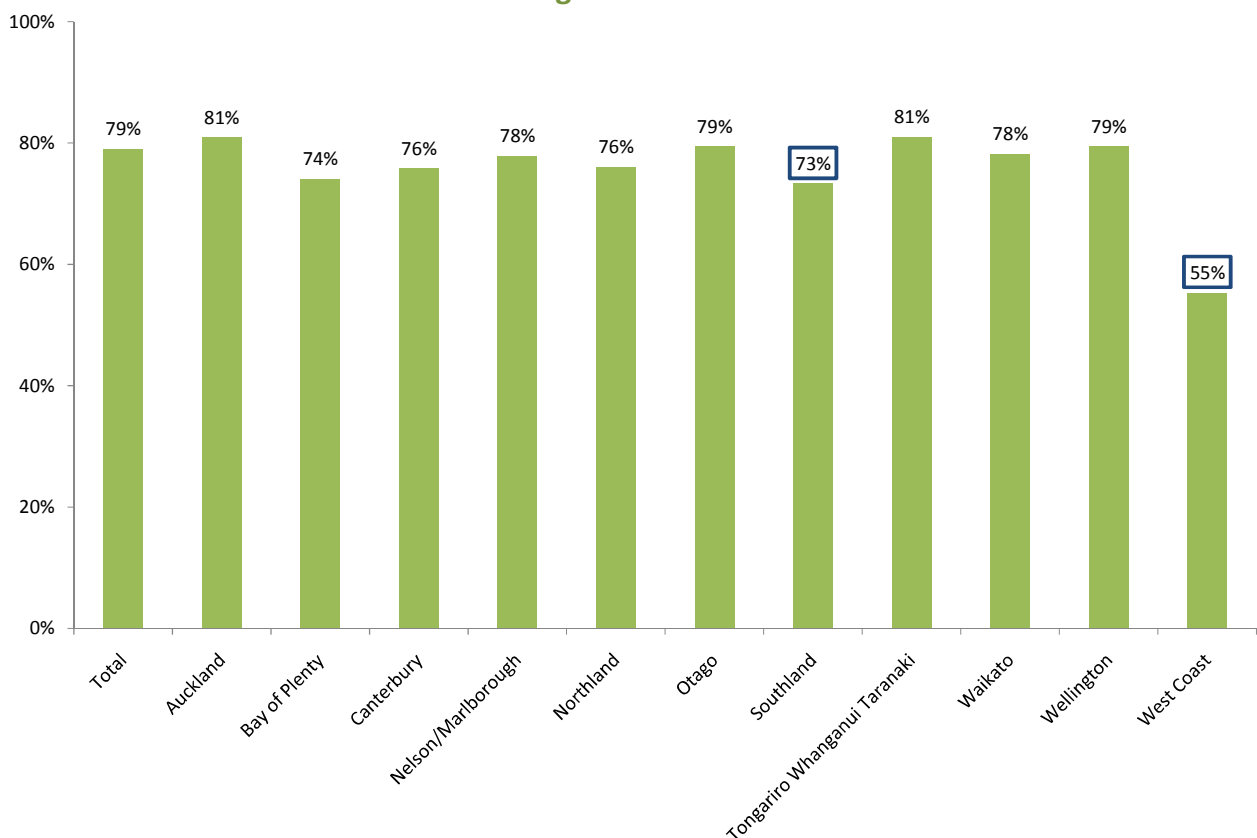
Base: all respondents 3614

2.3 Spending money on conservation is a good investment in the prosperity and wellbeing of all New Zealanders

Seventy-nine percent of New Zealanders agreed *spending money on conservation is a good investment in the prosperity and wellbeing of all New Zealanders*. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to agree: Southland, West Coast.

Spending money on conservation is a good investment in the prosperity and wellbeing of all New Zealanders



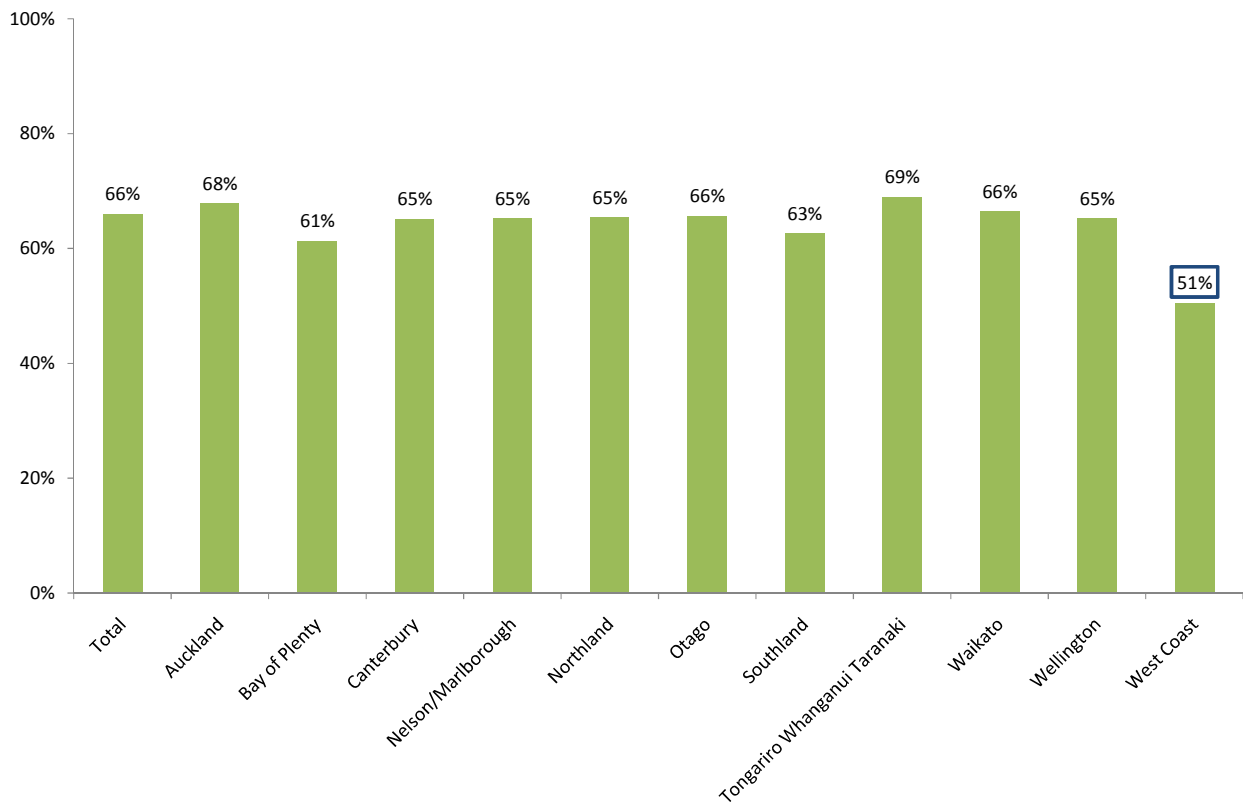
Base: all respondents 3614

2.4 Conservation is at the heart of what it means to be a New Zealander

Sixty-six percent of New Zealanders agreed *conservation is at the heart of what it means to be a New Zealander*. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to agree: West Coast.

Conservation is at the heart of what it means to be a New Zealander

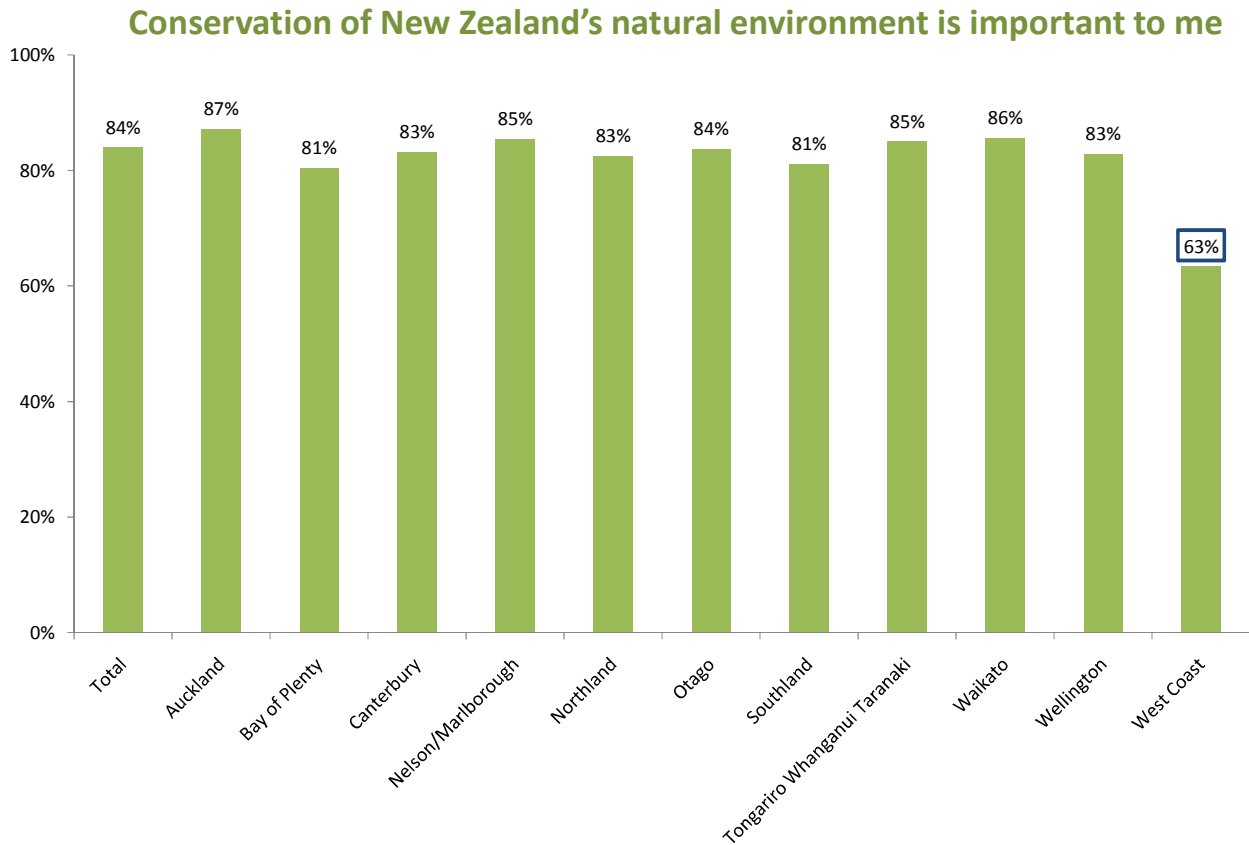


Base: all respondents 3614

2.5 Conservation of New Zealand’s natural environment is important to me

Eighty-four percent of New Zealanders agreed *conservation of New Zealand’s natural environment is important to me*. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to agree: West Coast.



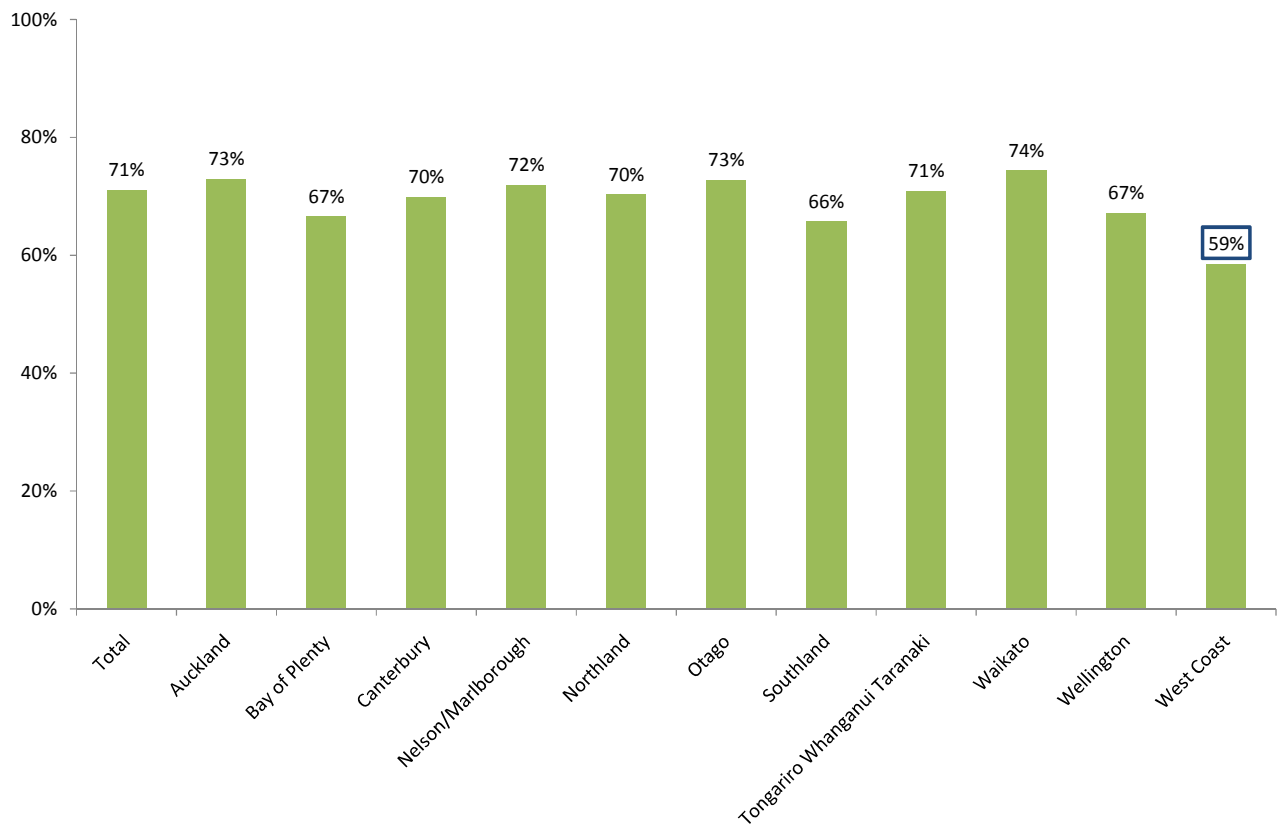
Base: all respondents 3614

2.6 I encourage other people to care about and conserve natural resources

Seventy-one percent of New Zealanders agreed *I encourage other people to care about and conserve natural resources*. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to agree: West Coast.

I encourage other people to care about and conserve natural resources



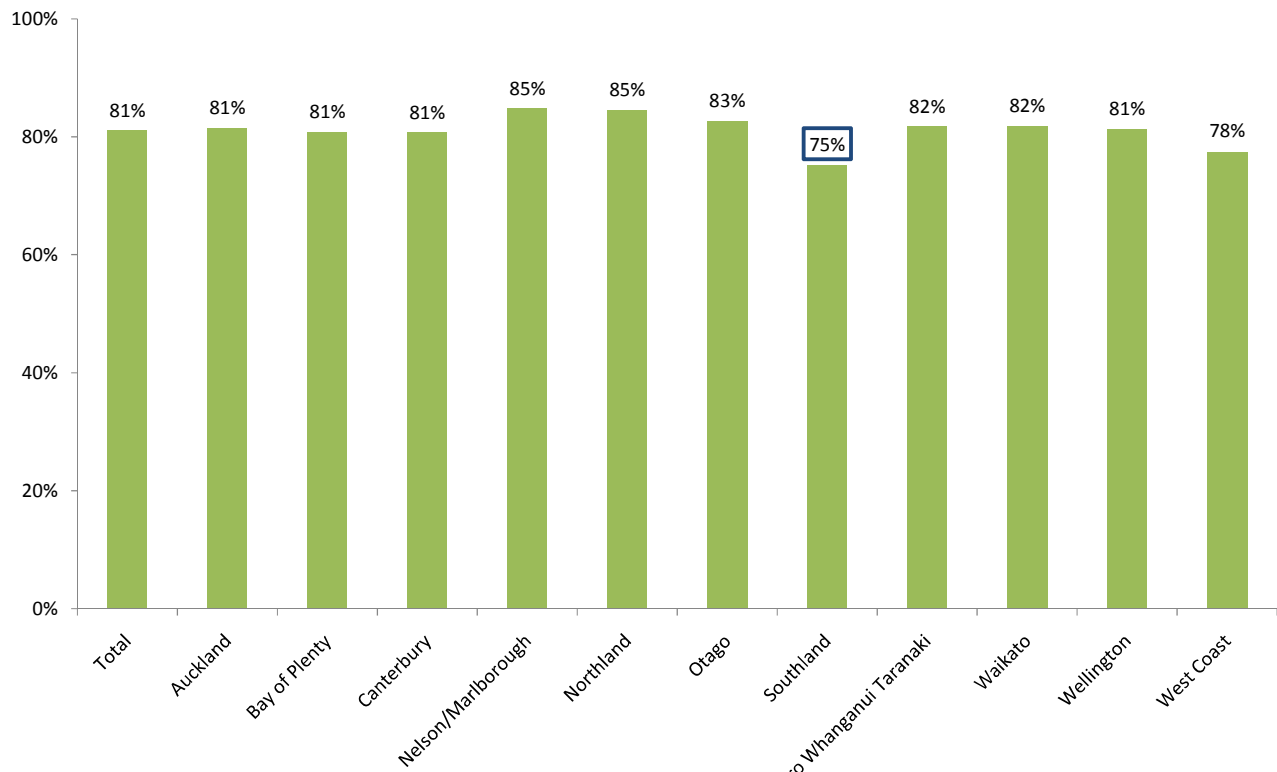
Base: all respondents 3614

2.7 I actively enjoy New Zealand’s healthy environment, recreation opportunities and history

Eighty-one percent of New Zealanders agreed *I actively enjoy New Zealand’s healthy environment, recreation opportunities and history*. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to agree: Southland.

I actively enjoy New Zealand’s healthy environment, recreation opportunities and history



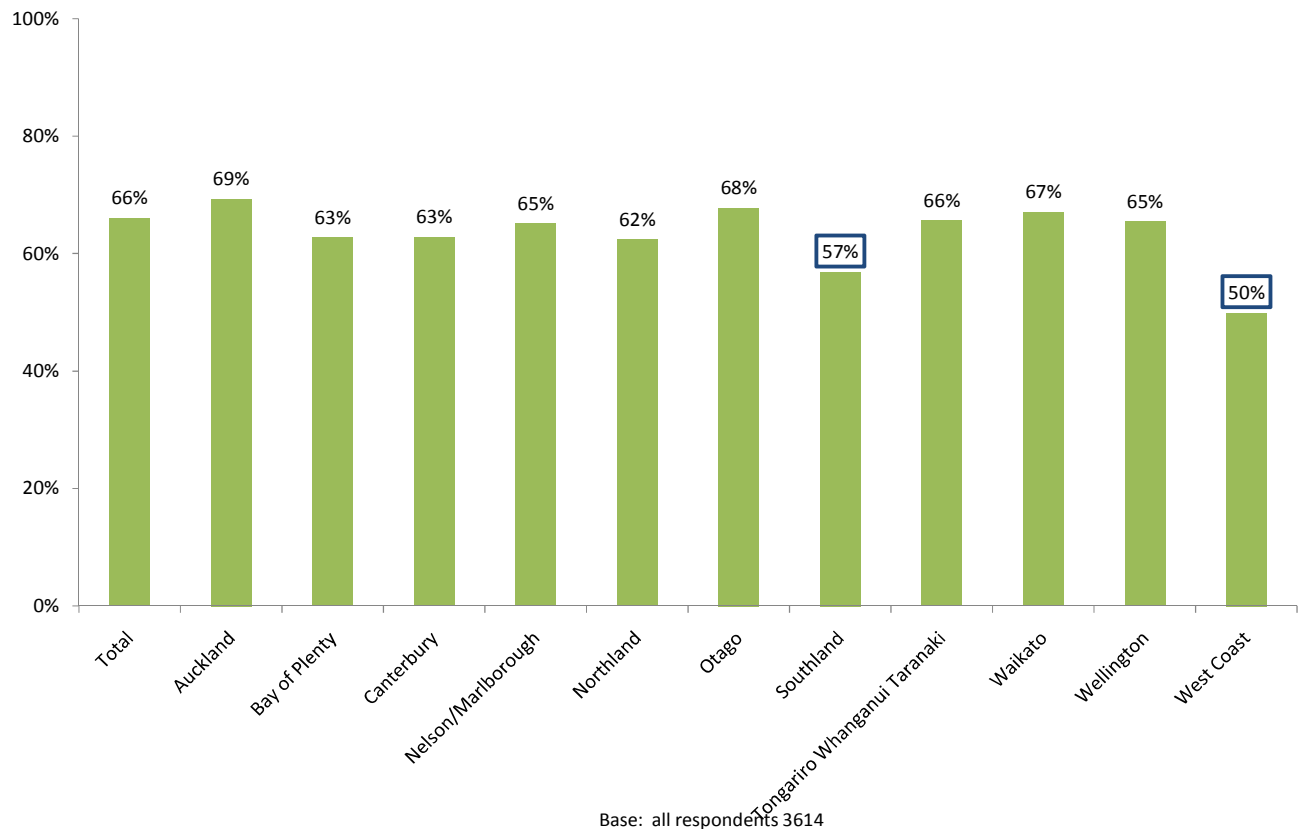
Base: all respondents 3614

2.8 Conservation is important in my life

Sixty-six percent of New Zealanders agreed *conservation is important in my life*. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to agree: Southland, West Coast.

Conservation is important in my life

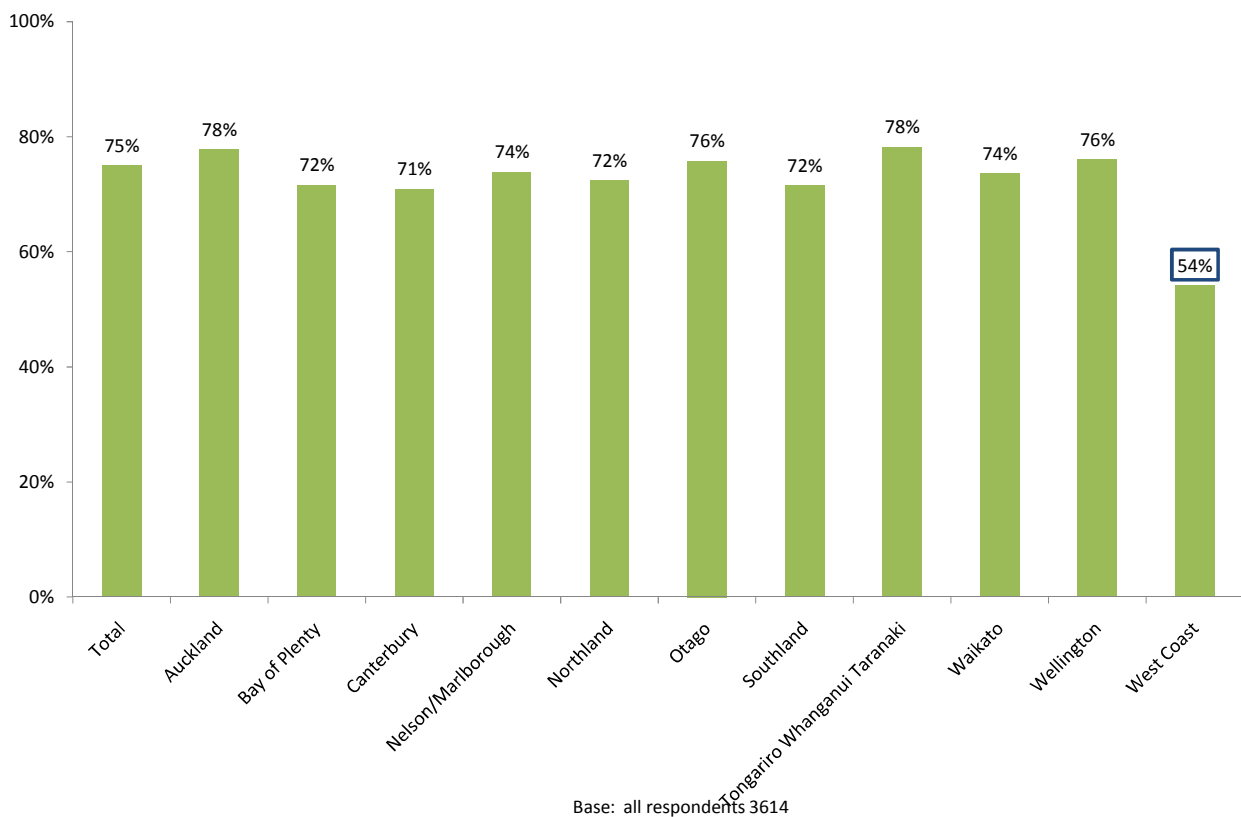


2.9 Conservation should be considered in all key decisions about New Zealand’s future

Seventy-five percent of New Zealanders agreed *conservation should be considered in all key decisions about New Zealand’s future*. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to agree: West Coast.

Conservation should be considered in all key decisions about New Zealand’s future

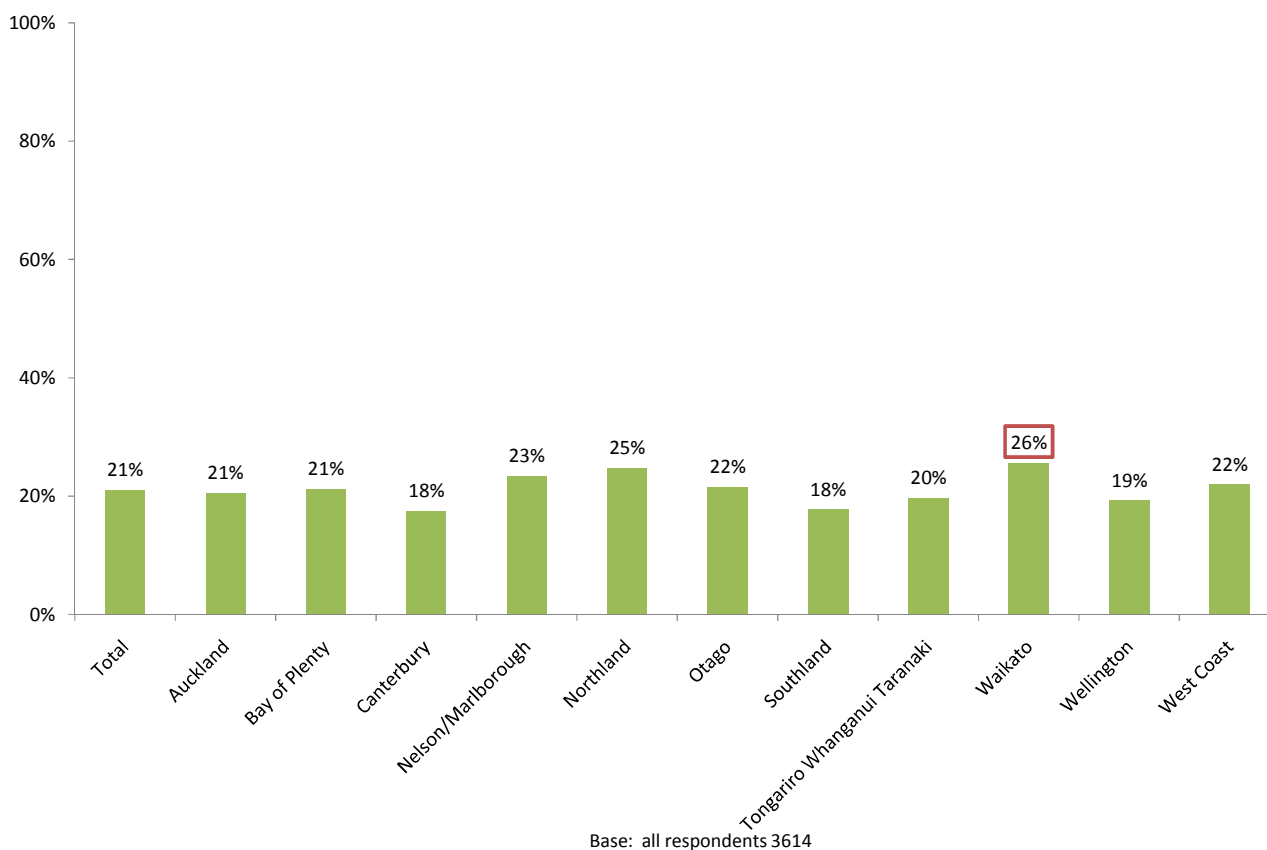


2.10 Last 12 months actively contributed to conservation in New Zealand

Twenty-one percent of New Zealanders have actively contributed to conservation in the last 12 months. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to have contributed: Waikato.

Last 12 months actively contributed to conservation in New Zealand (yes)

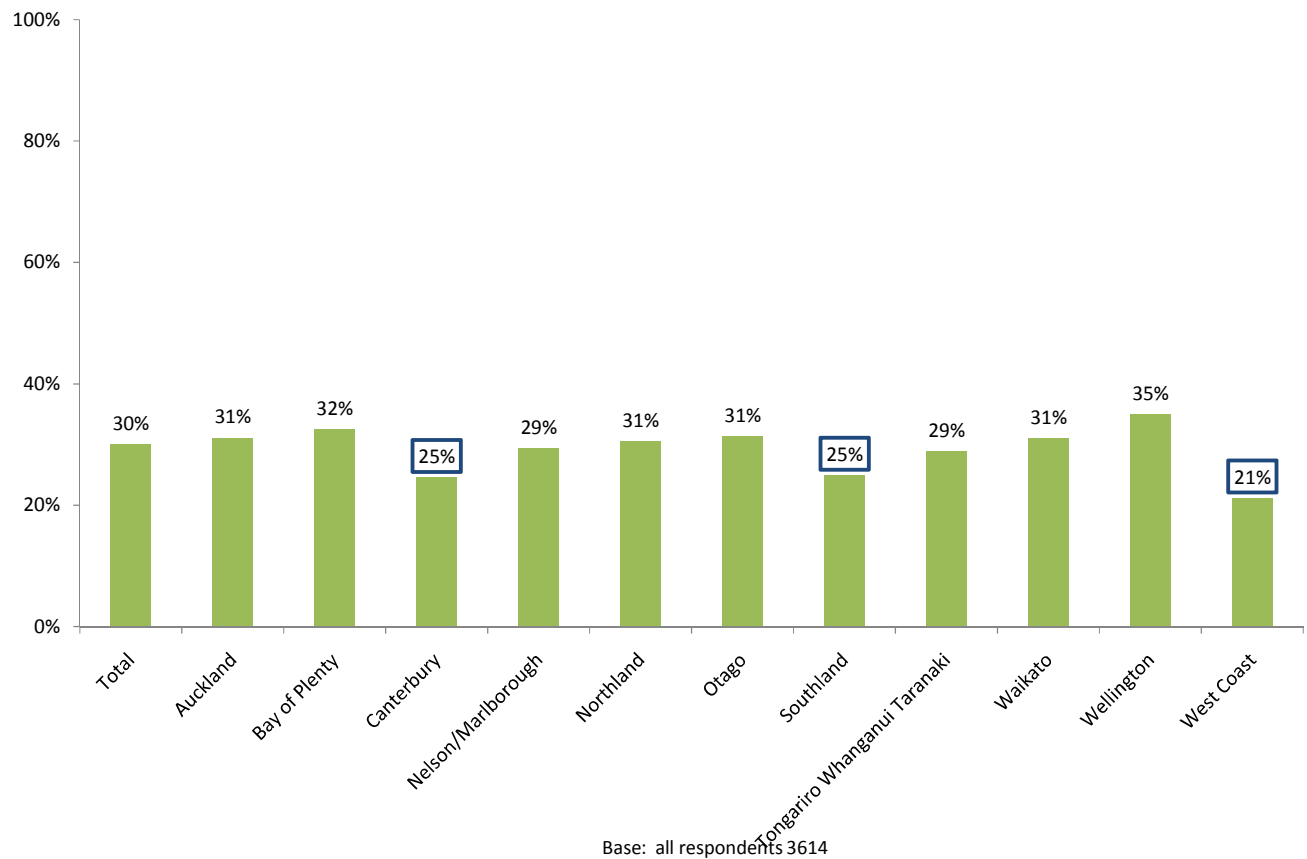


2.11 Last 12 months donated money for a conservation cause

Thirty percent of New Zealanders had donated money to a conservation cause in the last 12 months. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to have donated money: Canterbury, Southland and West Coast.

Last 12 months donated money for a conservation cause (yes)

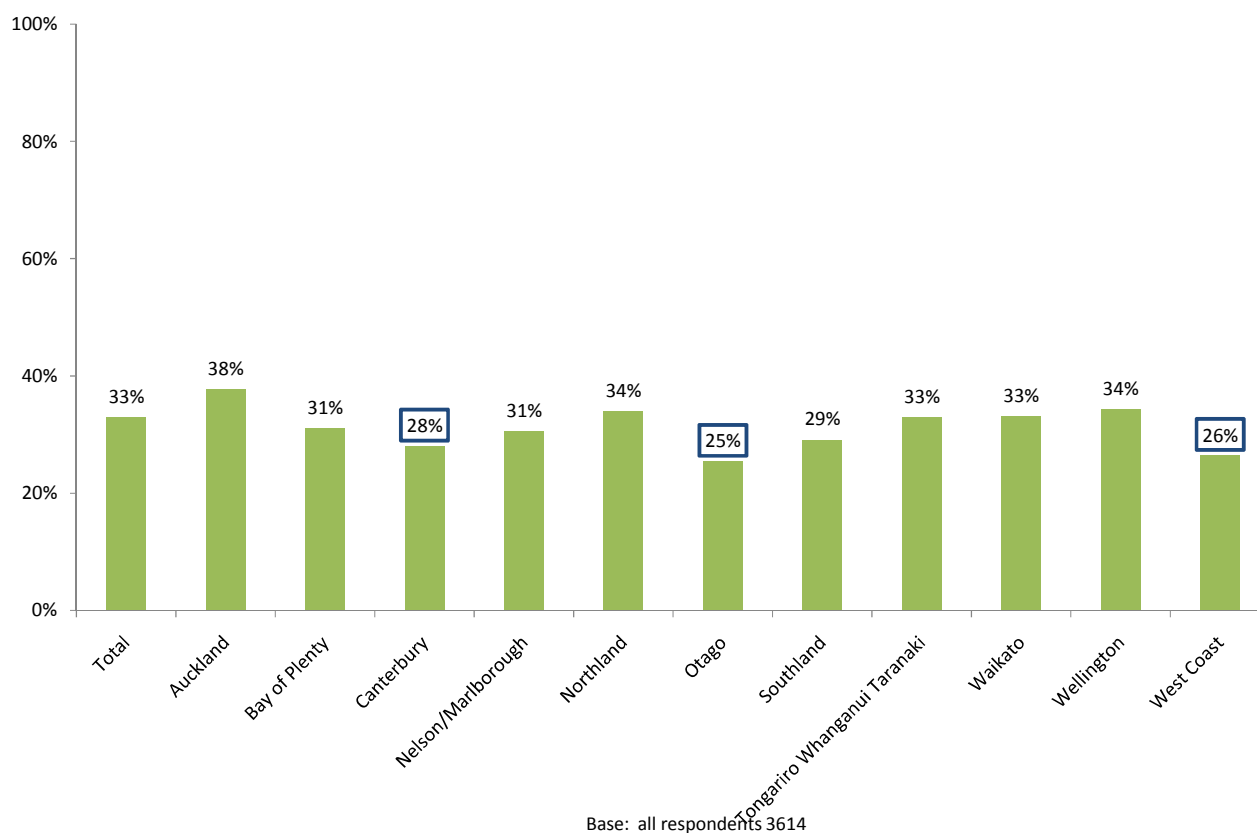


2.12 Next 12 months likely to donate money for a conservation cause

Thirty-three percent of New Zealanders said they were likely to donate money to a conservation cause in the next 12 months. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to donate money: Canterbury, Otago and West Coast.

Next 12 months likely to donate money for a conservation cause (yes)

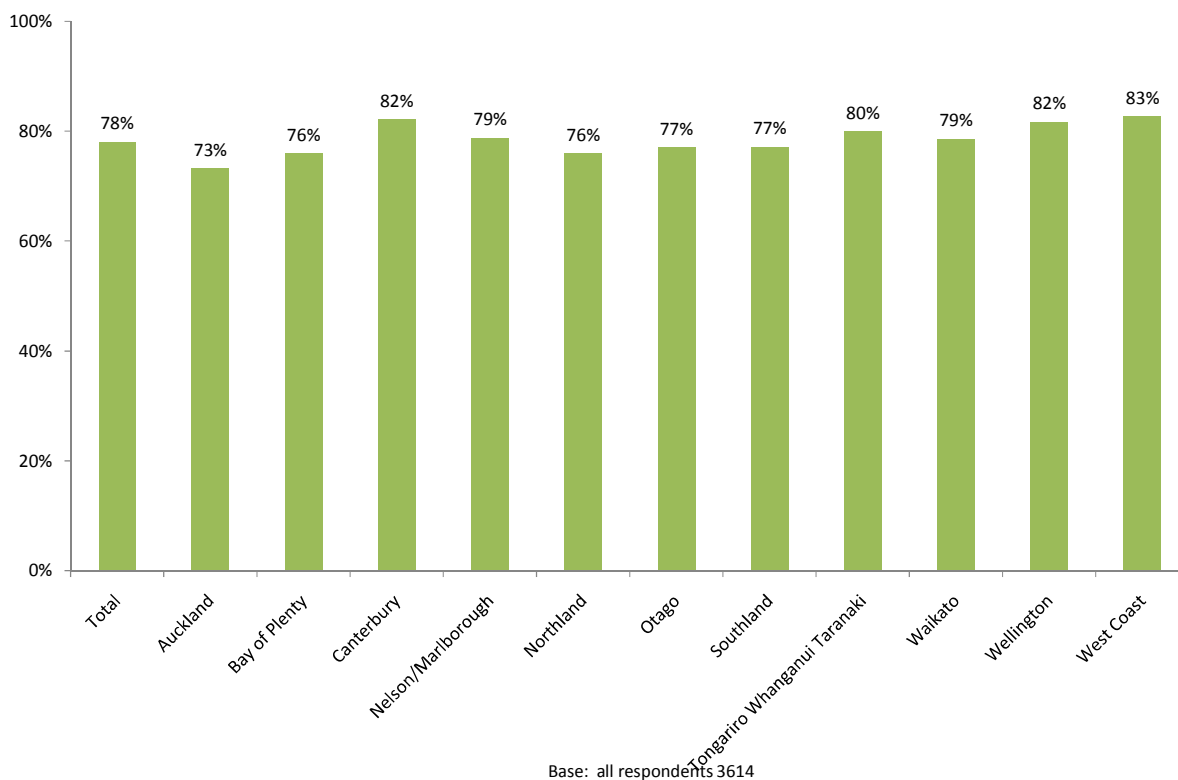


3.0 Domestic Management Framework

3.1 Awareness that DOC provides recreation services

Seventy-eight percent of New Zealanders are aware that DOC provides recreation services. None of the Conservancies had a statistically significantly different response to this question.

Aware that DOC provides recreation services (yes)

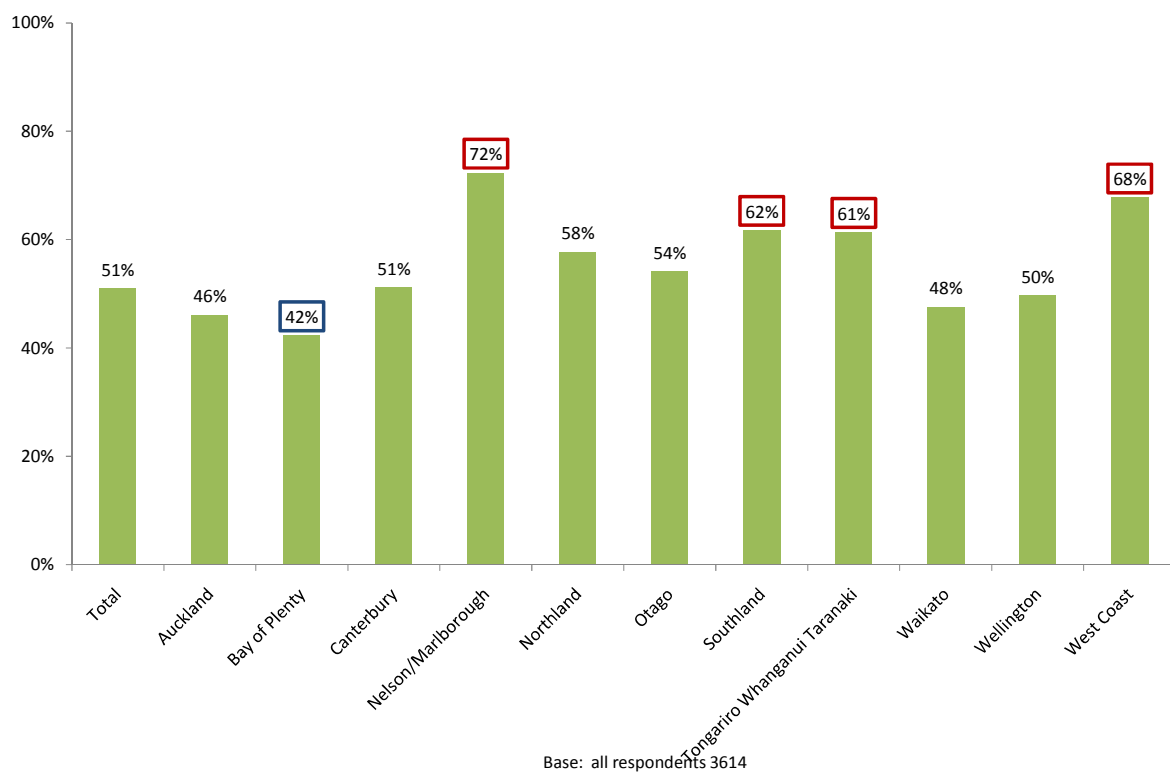


3.2 Visited areas managed by DOC in the last 12 months (confirmed)

Fifty-one percent of New Zealanders had visited an area managed by DOC in the last 12 months. There was considerable difference between the Conservancies.

- Significantly more likely to have visited a DOC Area: Nelson/Marlborough, Southland, Tongariro/Whanganui/Taranaki and West Coast
- Significantly less likely to have visited a DOC Area: Bay of Plenty.

Visited areas managed by DOC in last 12 months (confirmed)

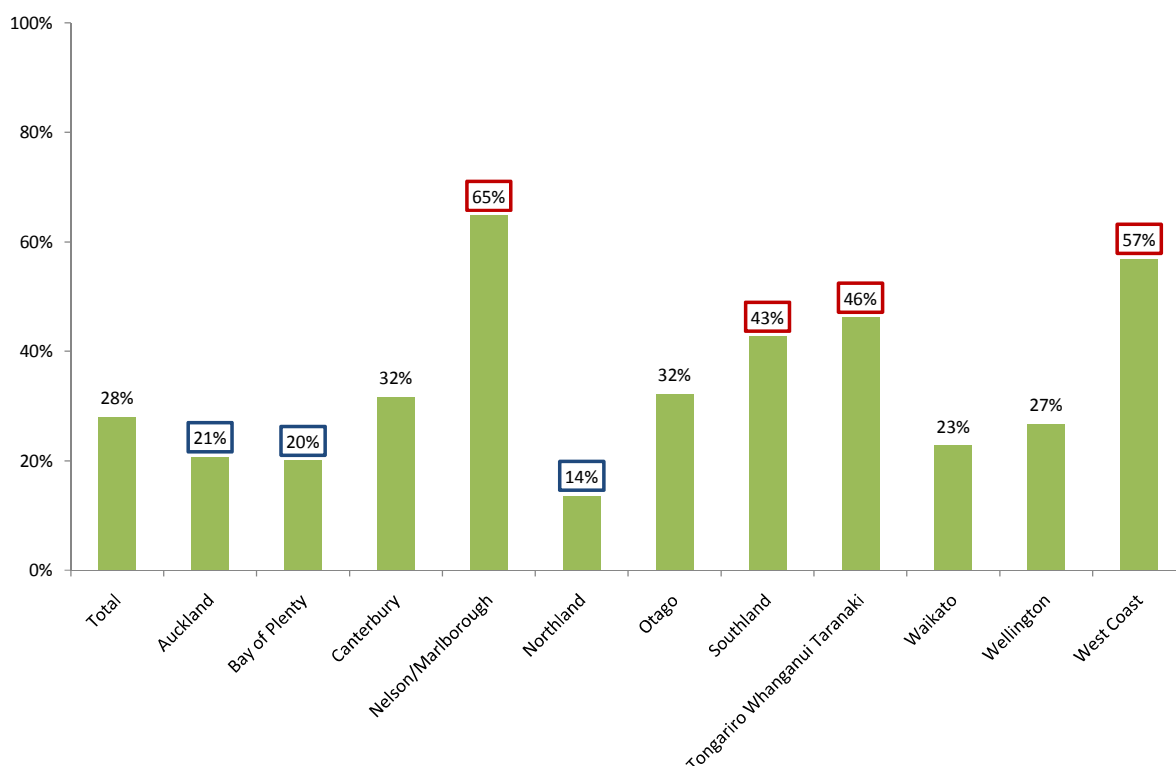


3.3 Visited a DOC National Park in the last 12 months (confirmed)

Twenty-eight percent of New Zealanders had visited a National Park in the last 12 months. There was considerable difference between the Conservancies.

- Significantly more likely to have visited a National Park: Nelson/Marlborough, Southland, Tongariro/Whanganui/Taranaki, West Coast.
- Significantly less likely to have visited a National Park: Auckland, Bay of Plenty, Northland.

Visited DOC National Park in last 12 months (confirmed)



Base: all respondents 3614

3.4 Activity undertaken in most recent visit to DOC area

Across all of the Conservancies short walks were the most common activity undertaken in DOC areas. Some Conservancies had a higher propensity to undertake some activities:

- Sightseeing: Otago
- Camping: Canterbury and Northland
- Hunting: Southland and West Coast.

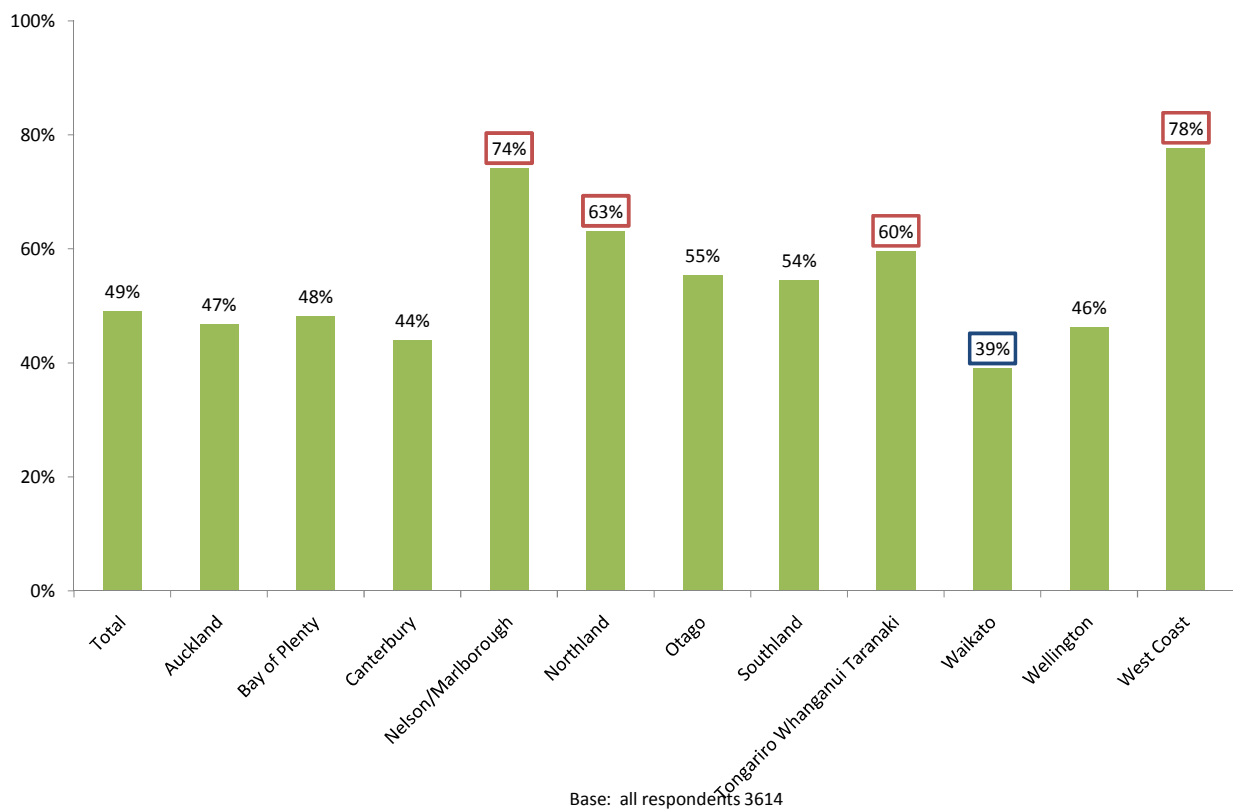
	TOTAL	Auckland	Bay of Plenty	Canterbury	Nelson/ Marlborough	Northland	Otago	Southland	Tongariro Whanganui Taranaki	Waikato	Wellington	West Coast
Walking for less than 3 hours	29%	29%	30%	33%	30%	23%	24%	26%	27%	33%	30%	23%
Day walk (over 3 hours but not overnight)	12%	13%	6%	10%	16%	8%	13%	7%	12%	11%	14%	10%
Sightseeing	11%	11%	11%	10%	8%	12%	16%	10%	14%	7%	9%	9%
Family outings/ recreation	7%	7%	9%	6%	7%	6%	9%	8%	9%	6%	5%	5%
Camping	4%	2%	4%	7%	5%	10%	1%	5%	2%	5%	5%	2%
Hunting	3%	2%	5%	4%	6%	1%	5%	9%	5%	4%	1%	8%
Overnight/ multi-day tramp	3%	3%	4%	3%	6%	2%	5%	6%	3%	3%	3%	4%

3.5 Visited DOC area in home Conservancy

Half (49%) of New Zealanders said they had visited a DOC area in their home Conservancy in the last 12 months. The statistically significant differences between the Conservancies and the total were:

- More likely to have visited a DOC area in their home Conservancy: Nelson/Marlborough, Northland, Tongariro/Whanganui/Taranaki, West Coast
- Less likely to have visited a DOC area in their home Conservancy: Waikato.

Visited DOC area (defined by respondent) in home Conservancy in last 12 months

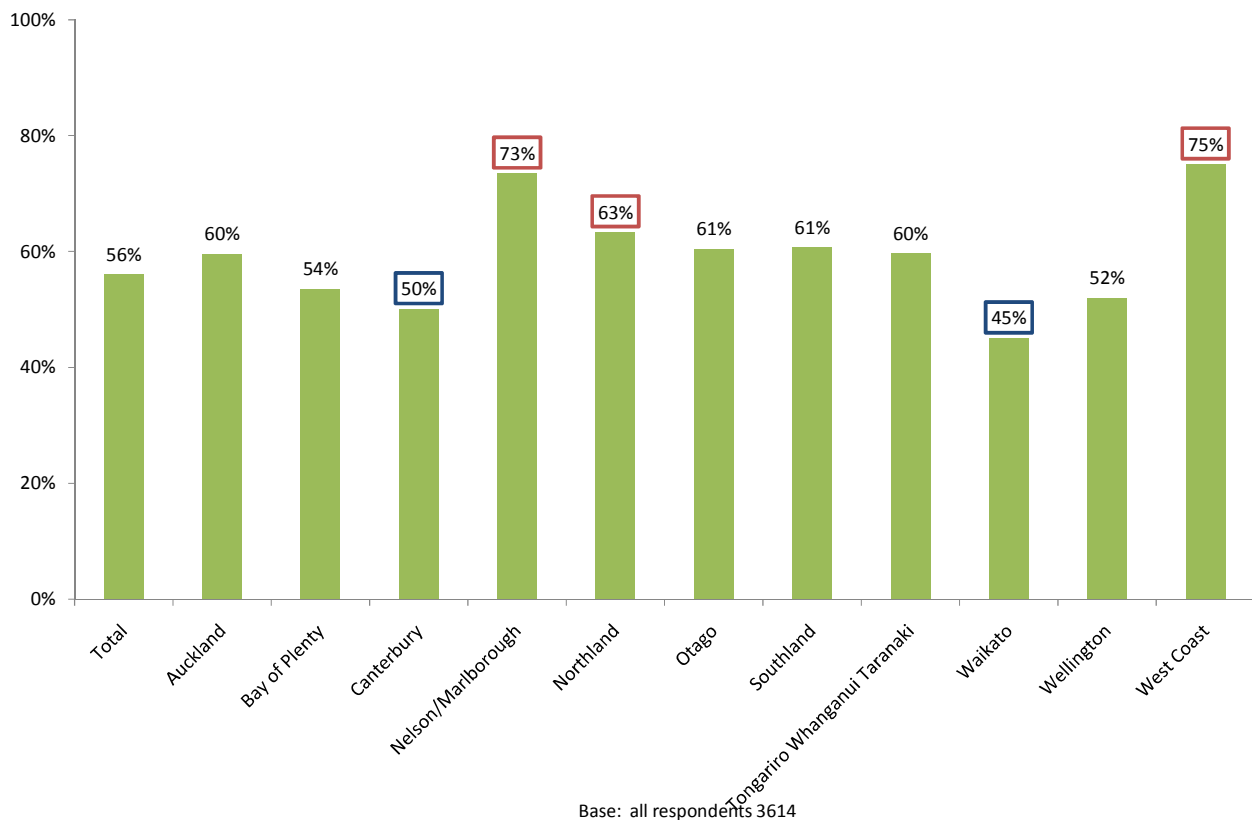


3.6 Likely to visit DOC area in home Conservancy

Fifty-six percent of New Zealanders said they were likely to visit a DOC area in their home Conservancy in the next 12 months. The statistically significant differences between the Conservancies and the total were:

- More likely to visit a DOC area in their home Conservancy: Nelson/Marlborough, Northland, West Coast
- Less likely to visit a DOC area in their home Conservancy: Canterbury, Waikato.

Likely to visit DOC area (defined by respondent) in home Conservancy in next 12 months

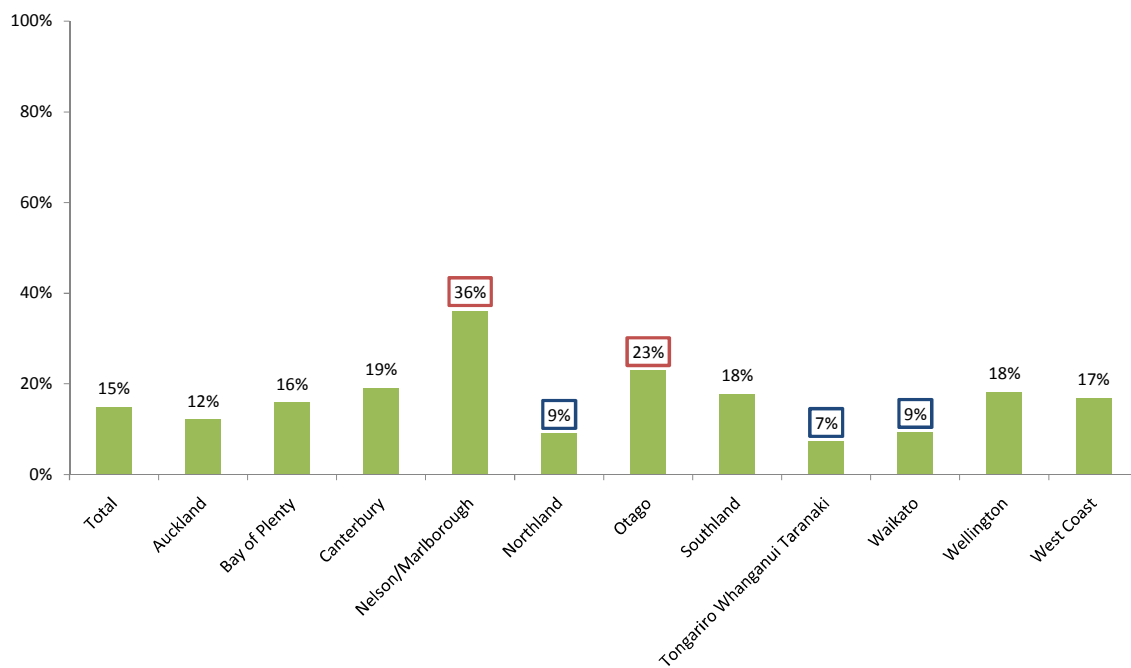


3.7 Great Walks

Fifteen percent of New Zealanders had completed a Great Walk in the last three years. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to have done a Great Walk: Nelson/Marlborough, Otago
- Significantly less likely to have done a Great Walk: Northland, Tongariro/Whanganui /Taranaki, Waikato.

Great walk in the last three years (yes)

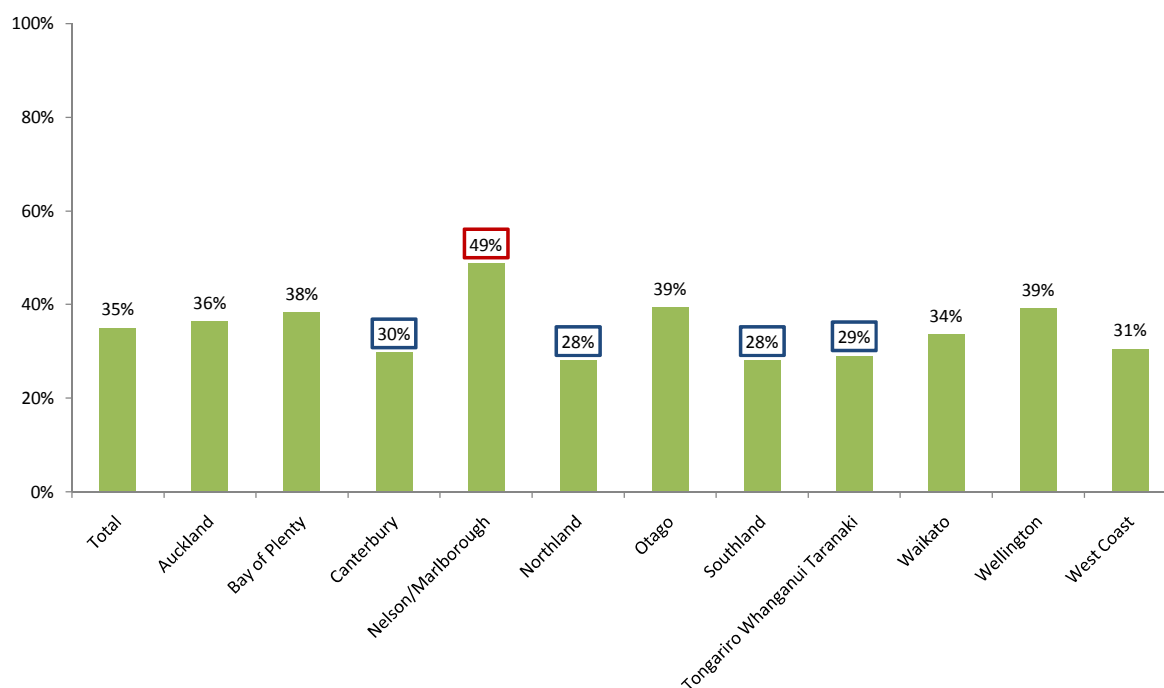


Base: all respondents 3614

Thirty-five percent of New Zealanders said they are likely to complete a Great Walk in the next three years. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to do a Great Walk: Nelson/Marlborough
- Significantly less likely to do a Great Walk: Canterbury, Northland, Southland, Tongariro/Whanganui/Taranaki.

Likely to do Great Walk within next three years



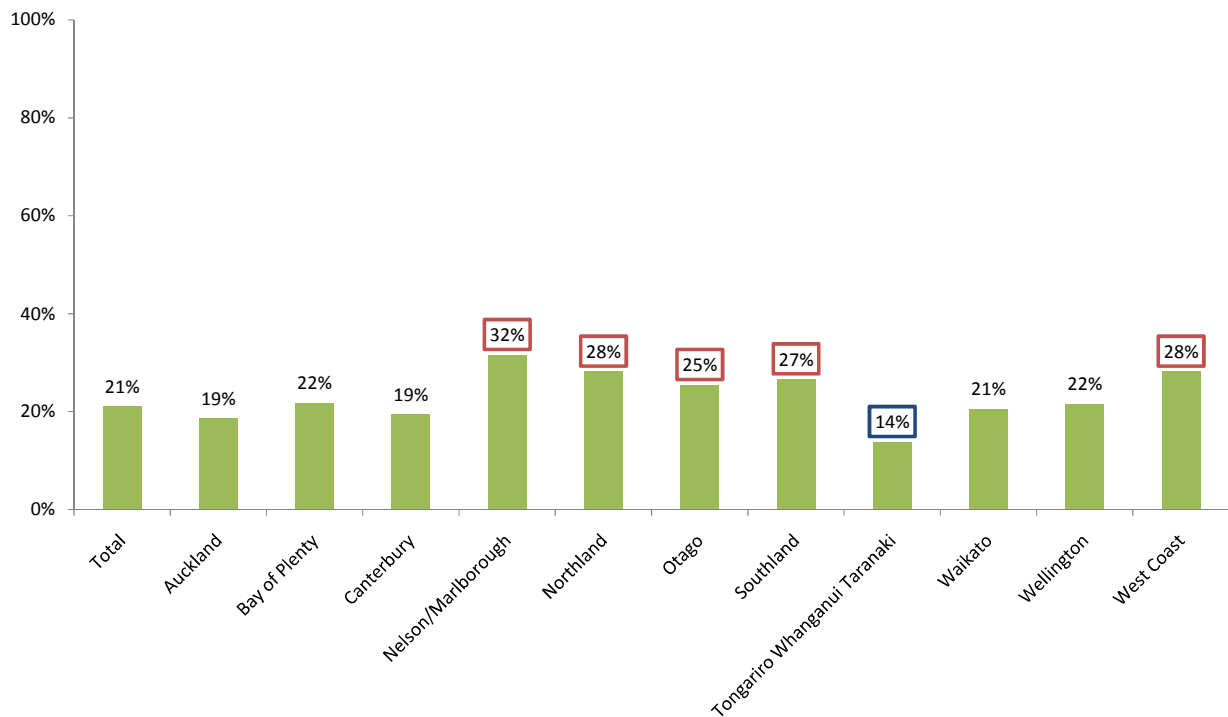
Base: all respondents 3614

3.8 Basic DOC Campsite

Twenty-one percent of New Zealanders have stayed at a basic DOC campsite in the last three years. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to have stayed at a basic DOC campsite: Nelson/Marlborough, Northland, Otago, Southland, West Coast
- Significantly less likely to have stayed at a basic DOC campsite: Tongariro/Whanganui/Taranaki.

Stayed at basic DOC campsite in the last three years (yes)

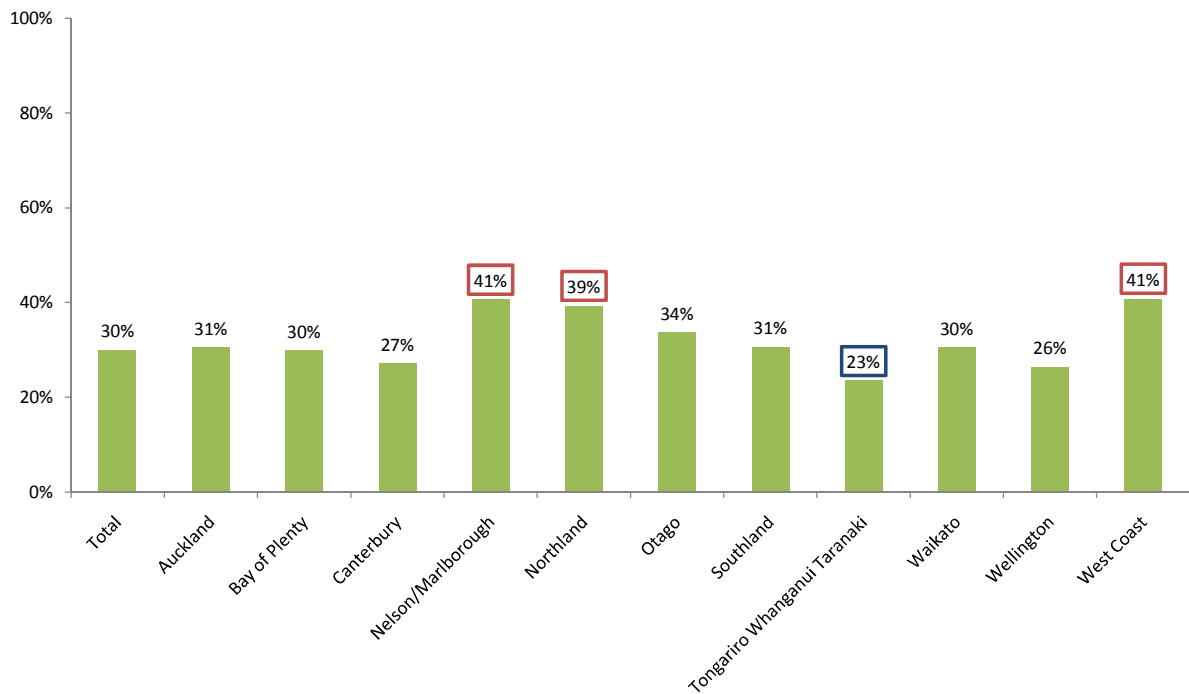


Base: all respondents 3614

Thirty percent of New Zealanders said they are likely to stay at a basic DOC campsite in the next three years. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to stay at a basic DOC campsite: Nelson/Marlborough, Northland, West Coast
- Significantly less likely to stay at a basic DOC campsite: Tongariro/Whanganui/Taranaki.

Likely to use basic DOC campsite within next three years



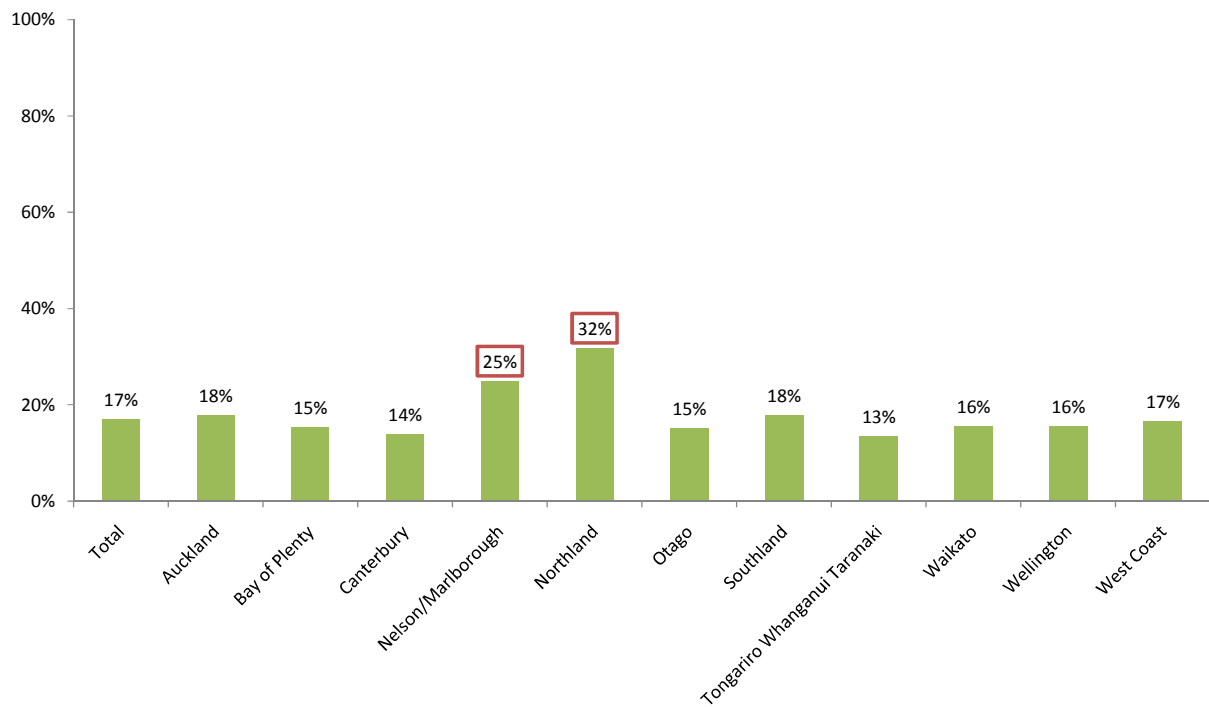
Base: all respondents 3614

3.9 Standard DOC Campsite

Seventeen percent of New Zealanders have stayed at a standard DOC campsite in the last three years. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to have stayed at a standard DOC campsite: Nelson/Marlborough, Northland.

Stayed at a standard DOC campsite in the last three years (yes)

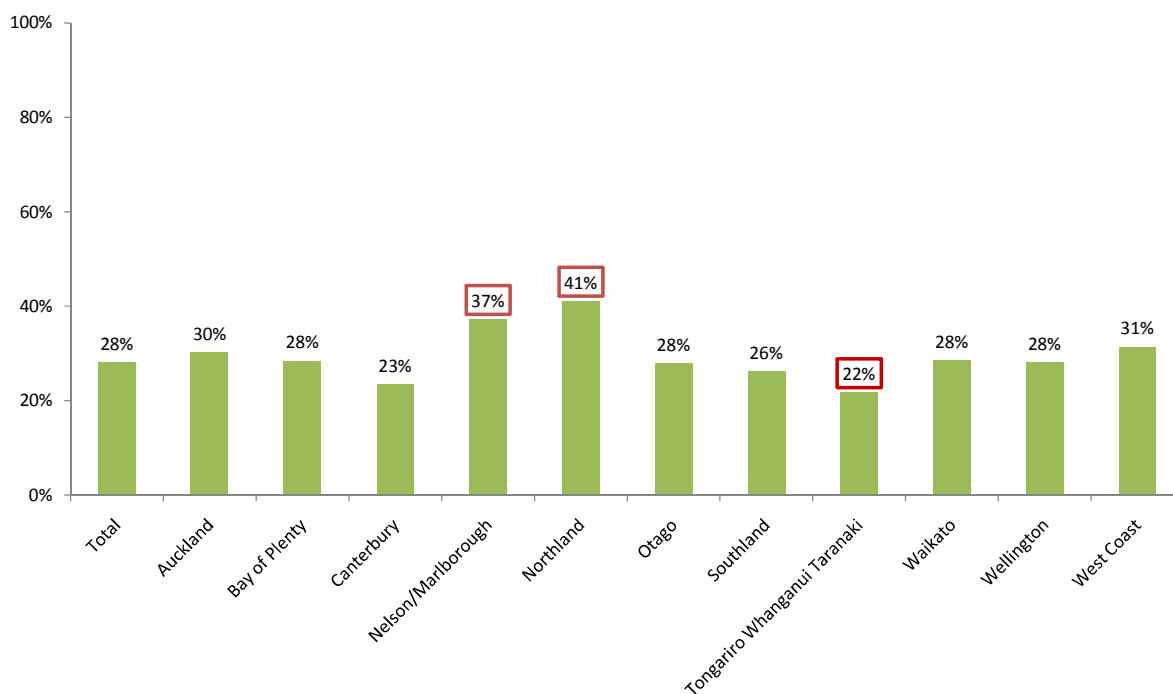


Base: all respondents 3614

Twenty-eight percent of New Zealanders said they are likely to stay at a standard DOC campsite in the next three years. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to stay at a standard DOC campsite: Nelson/Marlborough, Northland, Tongariro/Whanganui/Taranaki.

Likely to use standard campsite within next three years



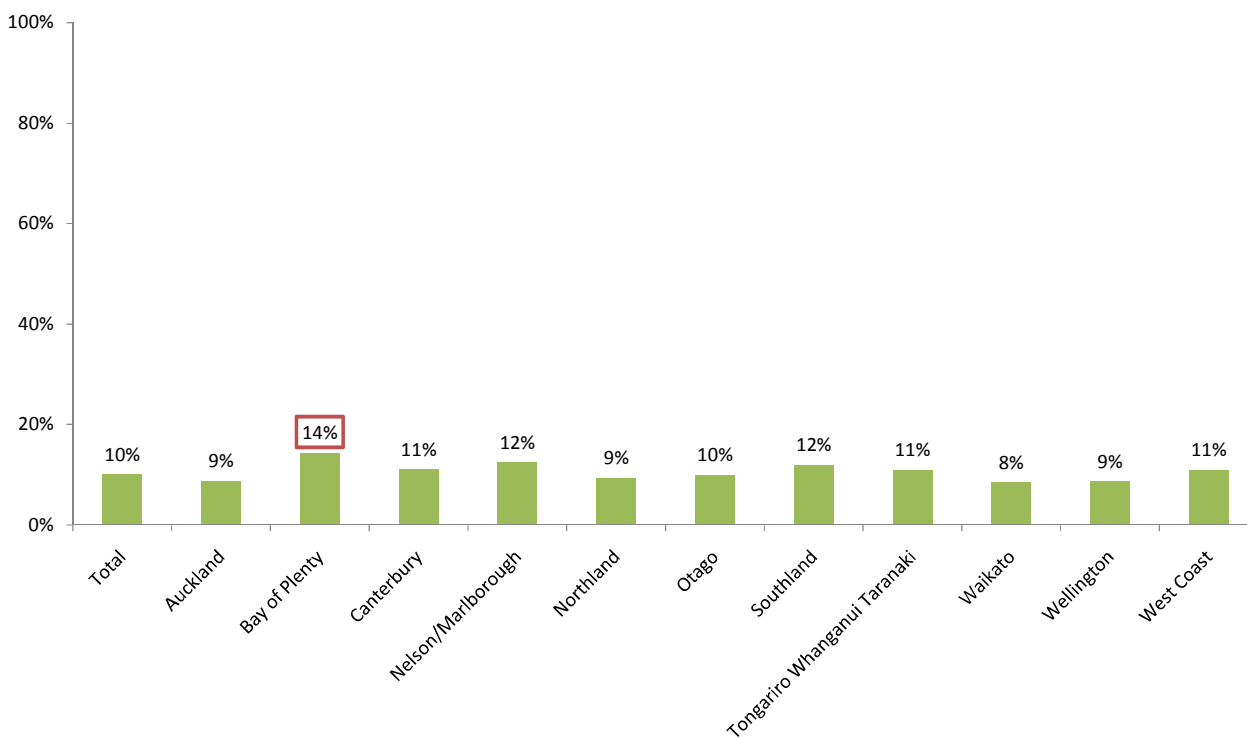
Base: all respondents 3614

3.10 Serviced DOC Campsite

Ten percent of New Zealanders have stayed at a DOC hut/lodge/house in the last three years. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to have stayed at a serviced DOC campsite: Bay of Plenty.

Stayed at a serviced DOC campsite in the last three years (yes)

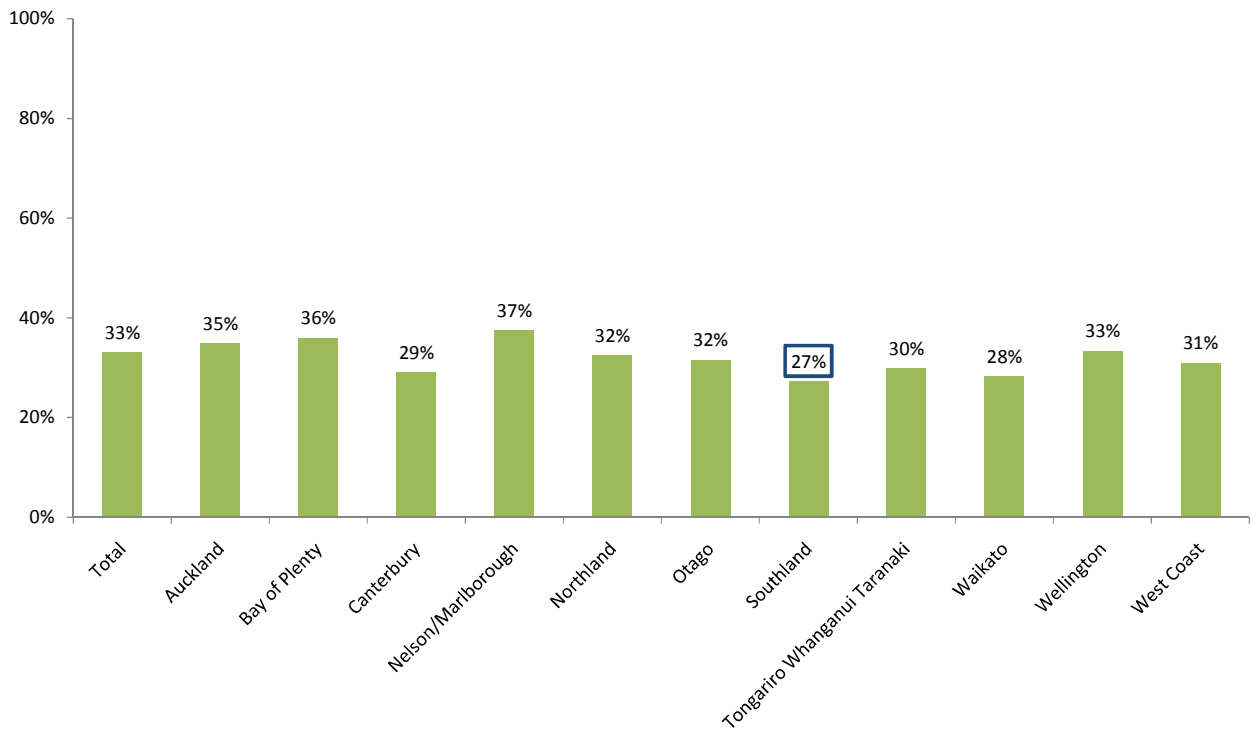


Base: all respondents 3614

Thirty-three percent of New Zealanders said they are likely to stay at a serviced DOC campsite in the next three years. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to stay at a serviced DOC campsite: Southland.

Likely to use serviced campsite within next three years



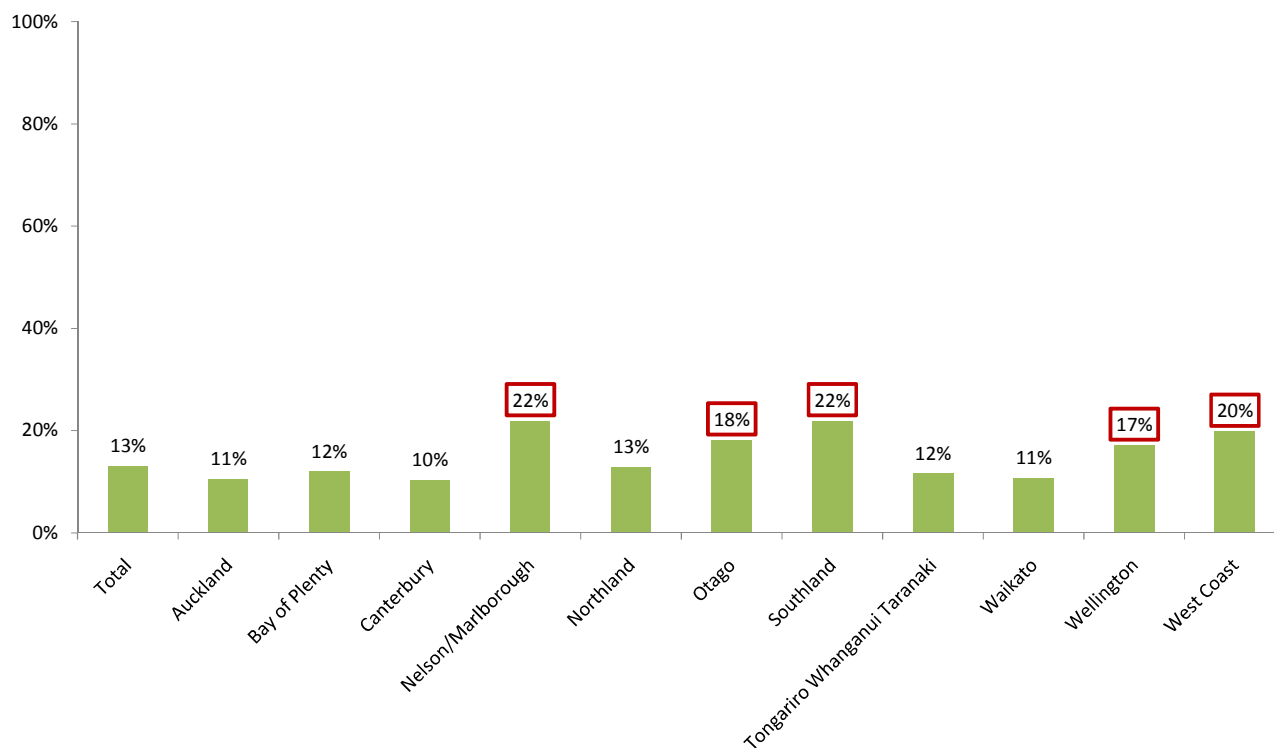
Base: all respondents 3614

3.11 DOC hut/lodge/house

Thirteen percent of New Zealanders have stayed at a hut/lodge/house in the last three years. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to have stayed at a DOC hut/lodge/house: Nelson/Marlborough, Otago, Southland, Wellington, West Coast.

Stayed at a hut/lodge/house in the last three years (yes)

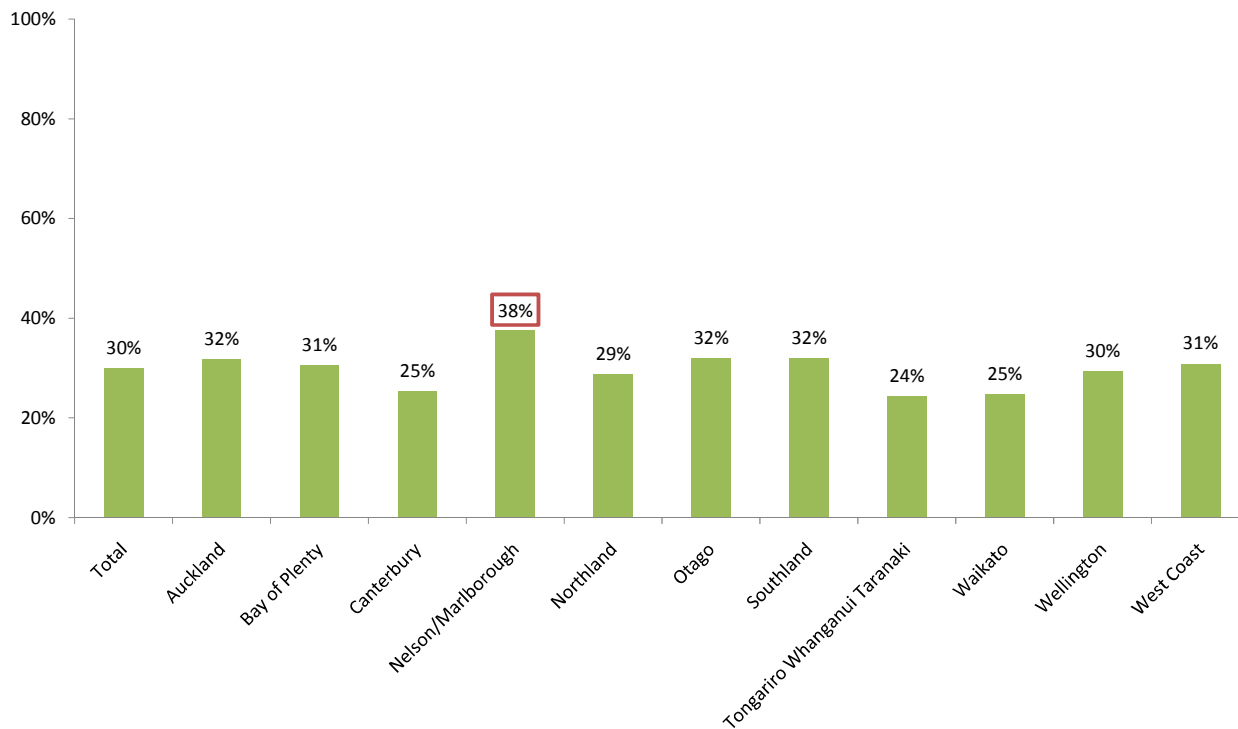


Base: all respondents 3614

Thirty percent of New Zealanders said they are likely to stay at a DOC hut/lodge/house in the next three years. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to stay at a DOC hut/lodge/house: Nelson/Marlborough.

Likely to use DOC hut/lodge/house within next three years



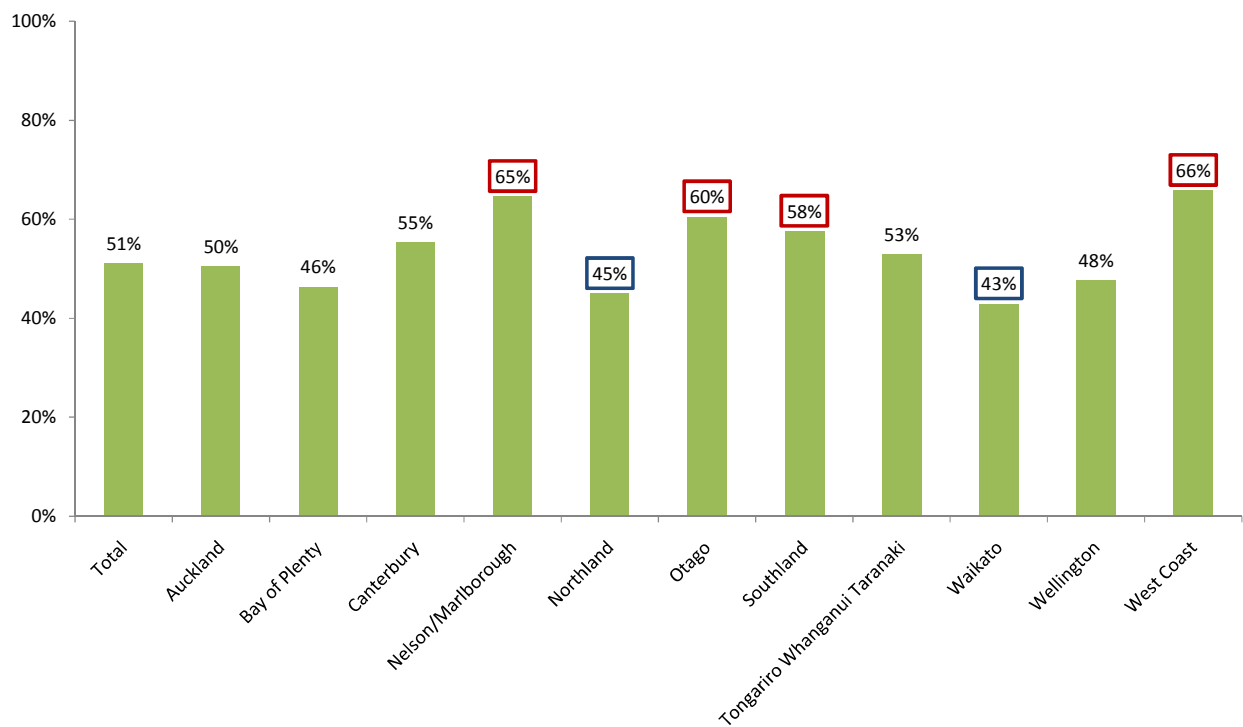
Base: all respondents 3614

3.12 DOC Visitors Centre

Fifty-one percent of New Zealanders have been to a DOC Visitor Centre in the last three years. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to have been to a DOC Visitor Centre: Nelson/Marlborough, Otago, Southland, West Coast
- Significantly less likely to have been to a DOC Visitor Centre: Northland, Waikato.

Been to a DOC Visitor Centre in the last three years (yes)

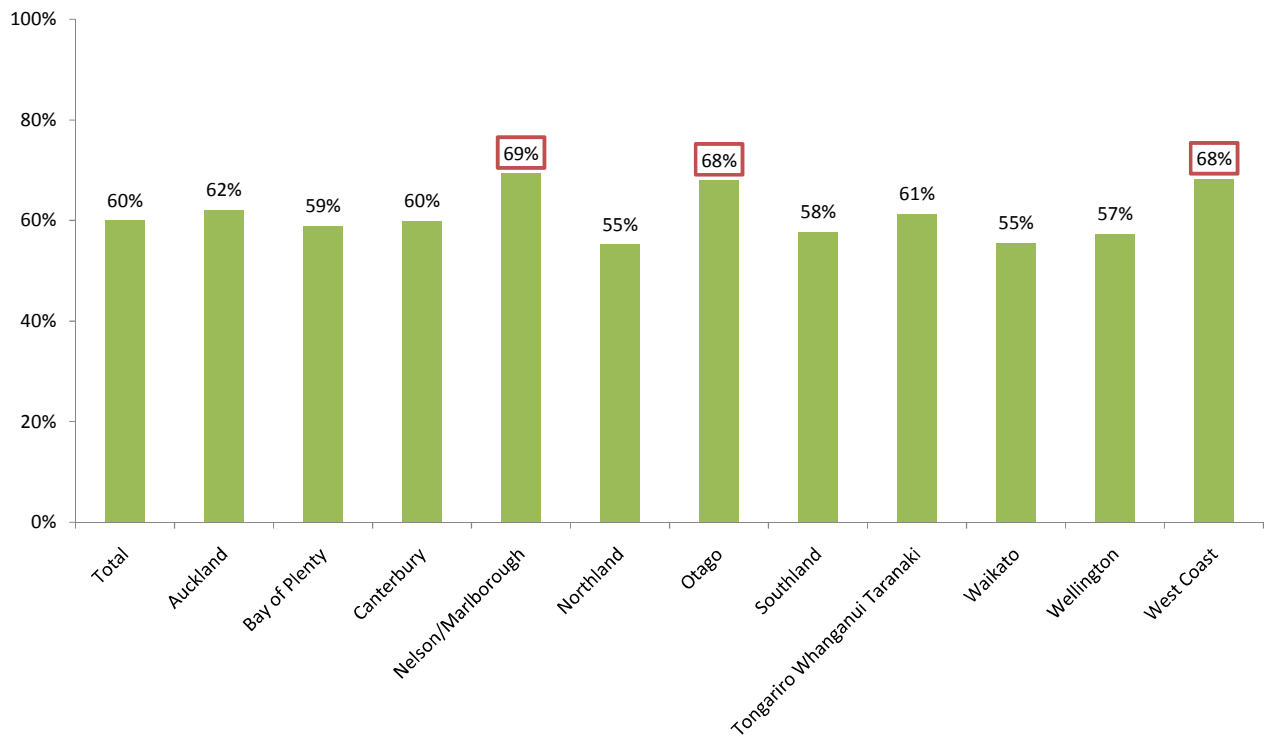


Base: all respondents 3614

Sixty percent of New Zealanders said they are likely to visit a DOC Visitor Centre in the next three years. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to visit a DOC Visitor Centre: Nelson/Marlborough, Otago, West Coast.

Likely to visit DOC Visitor Centre within the next three years



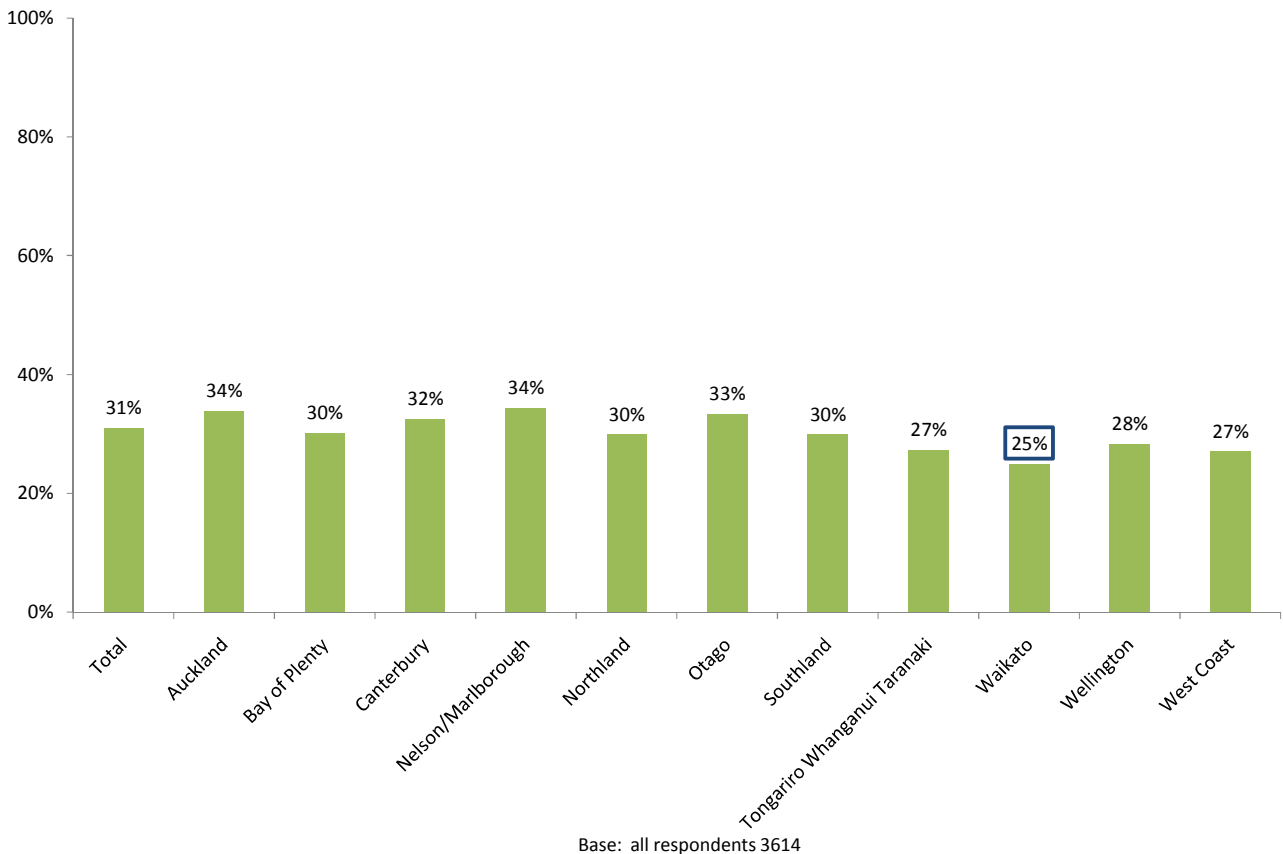
Base: all respondents 3614

3.13 DOC Gateway

Thirty-one percent of New Zealanders are likely to visit a DOC Gateway within the next three years. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to visit a DOC Gateway: Waikato.

Likely to visit DOC Gateway within the next 12 months



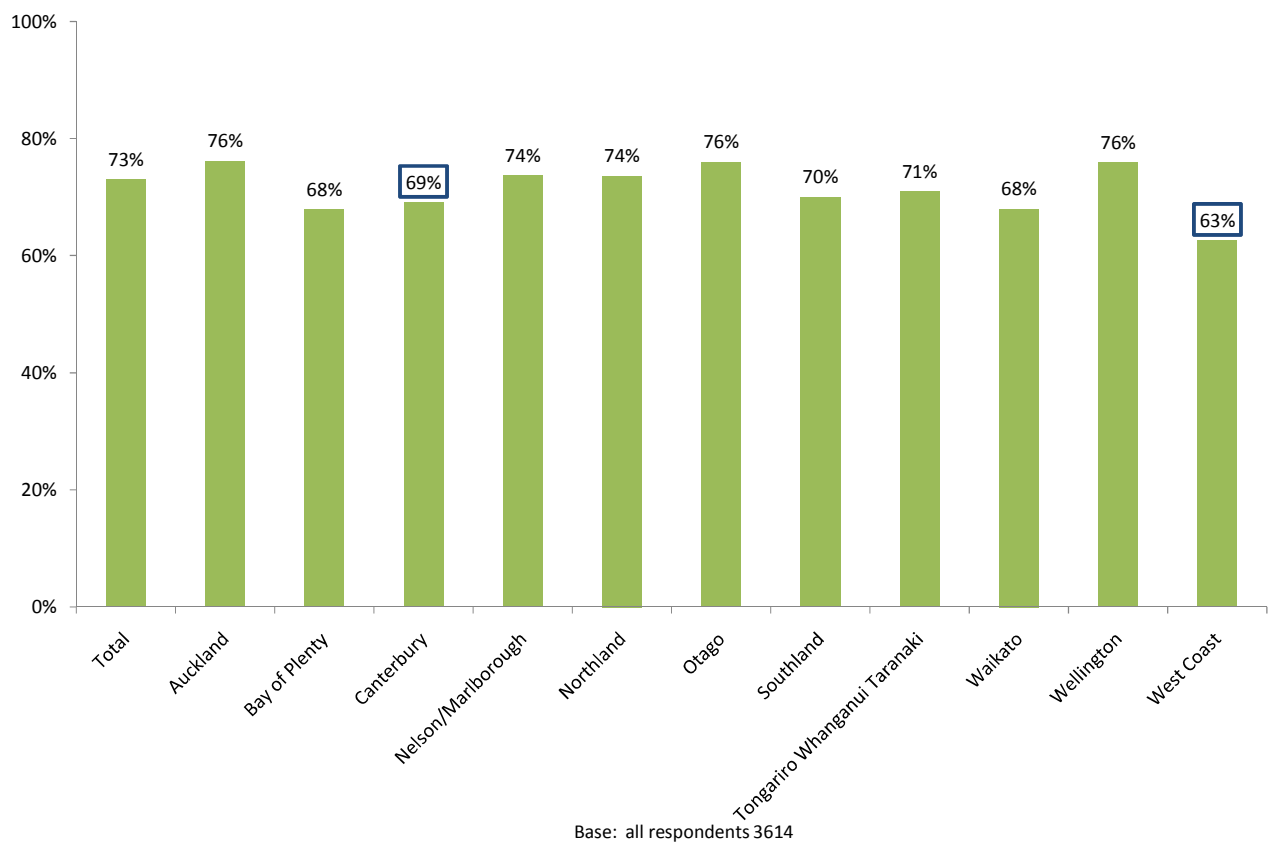
4.0 Department of Conservation Public Perception

4.1 View of DOC

Seventy-three percent of New Zealanders have a favorable view of DOC. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to have a favourable view of DOC: Canterbury, West Coast.

View of DOC (total favourable)

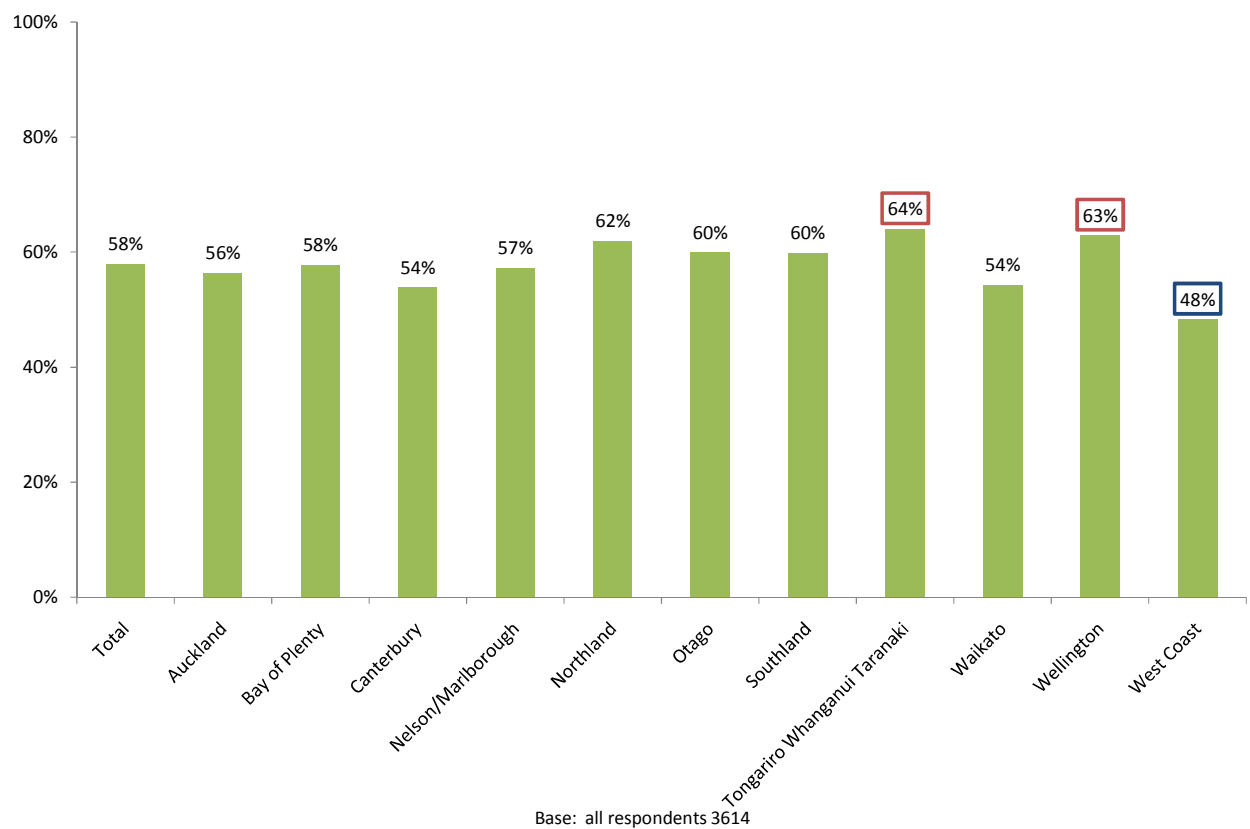


4.2 DOC and local communities

Fifty-eight percent of New Zealanders said DOC works well with local communities. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to have said DOC works well with local communities: Tongariro/Whanganui/Taranaki, Wellington
- Significantly less likely to say DOC works well with local communities: West Coast.

DOC works well with local communities (total agree)

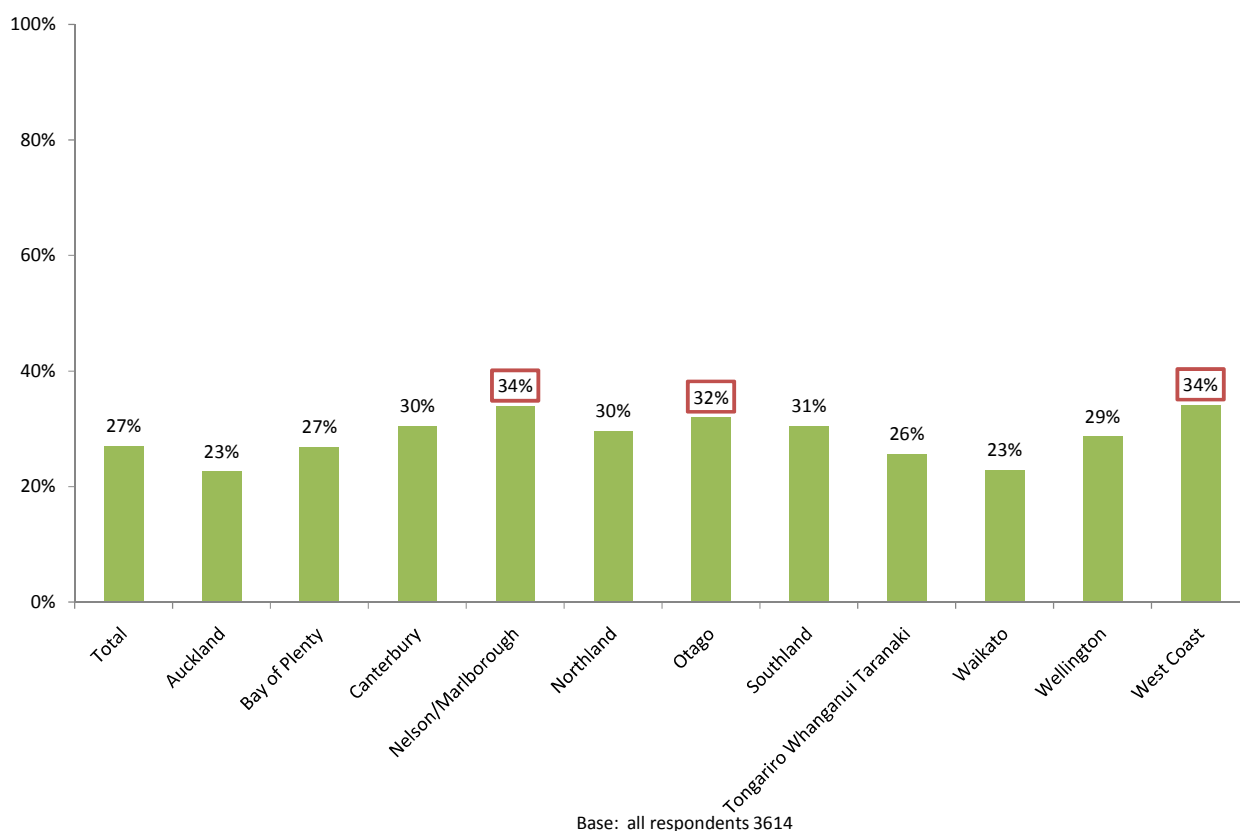


4.3 DOC and commercial opportunities

Twenty-seven percent of New Zealanders said DOC is more interested in commercial opportunities than it used to be. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to have said DOC is more interested in commercial opportunities than it used to be: Nelson/Marlborough, Otago, West Coast.

DOC is more interested in commercial opportunities than it used to be (total agree)

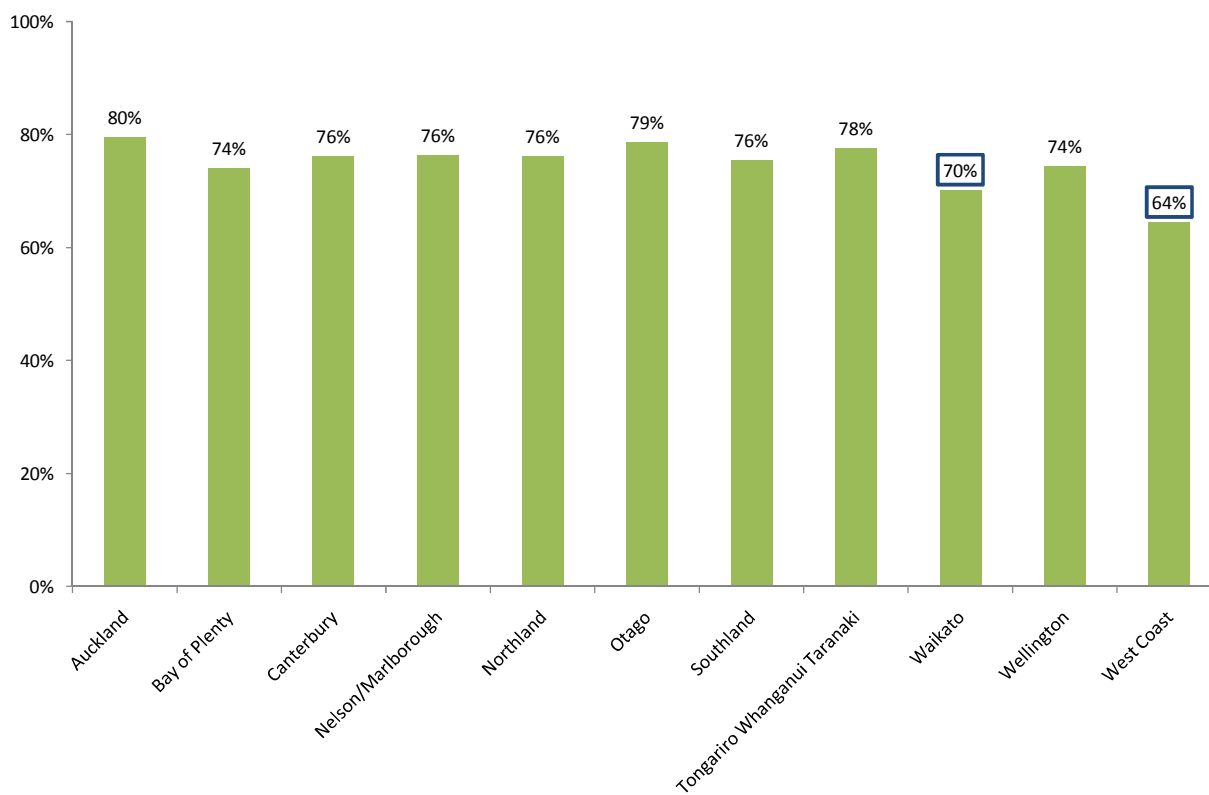


4.4 DOC's leadership in the conservation field

Seventy-six percent of New Zealanders said DOC is a leader in the conservation field. The statistically significant differences between the Conservancies and the total were:

- Significantly less likely to have said DOC is a leader in the conservation field: Waikato, West Coast.

DOC is a leader in the conservation field (total agree)



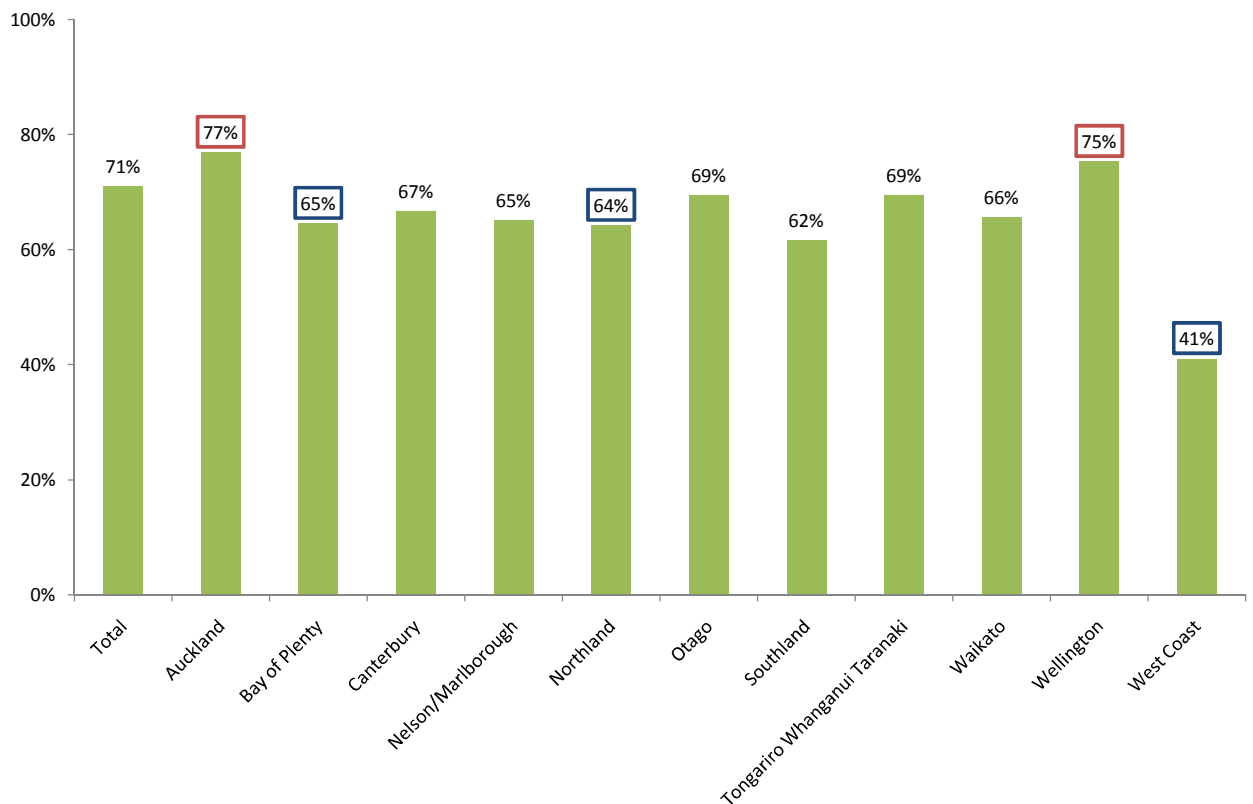
Base: all respondents 3614

4.5 DOC is a good use of taxpayer money

Eighty percent of New Zealanders said DOC is a good use of tax payer money. The statistically significant differences between the Conservancies and the total were:

- Significantly more likely to have said DOC is a good use of taxpayer money: Auckland, Wellington
- Significantly less likely to have said DOC is a good use of taxpayer money: Bay of Plenty, Northland, West Coast.

DOC is a good use of taxpayer money (total agree)



Base: all respondents 3614

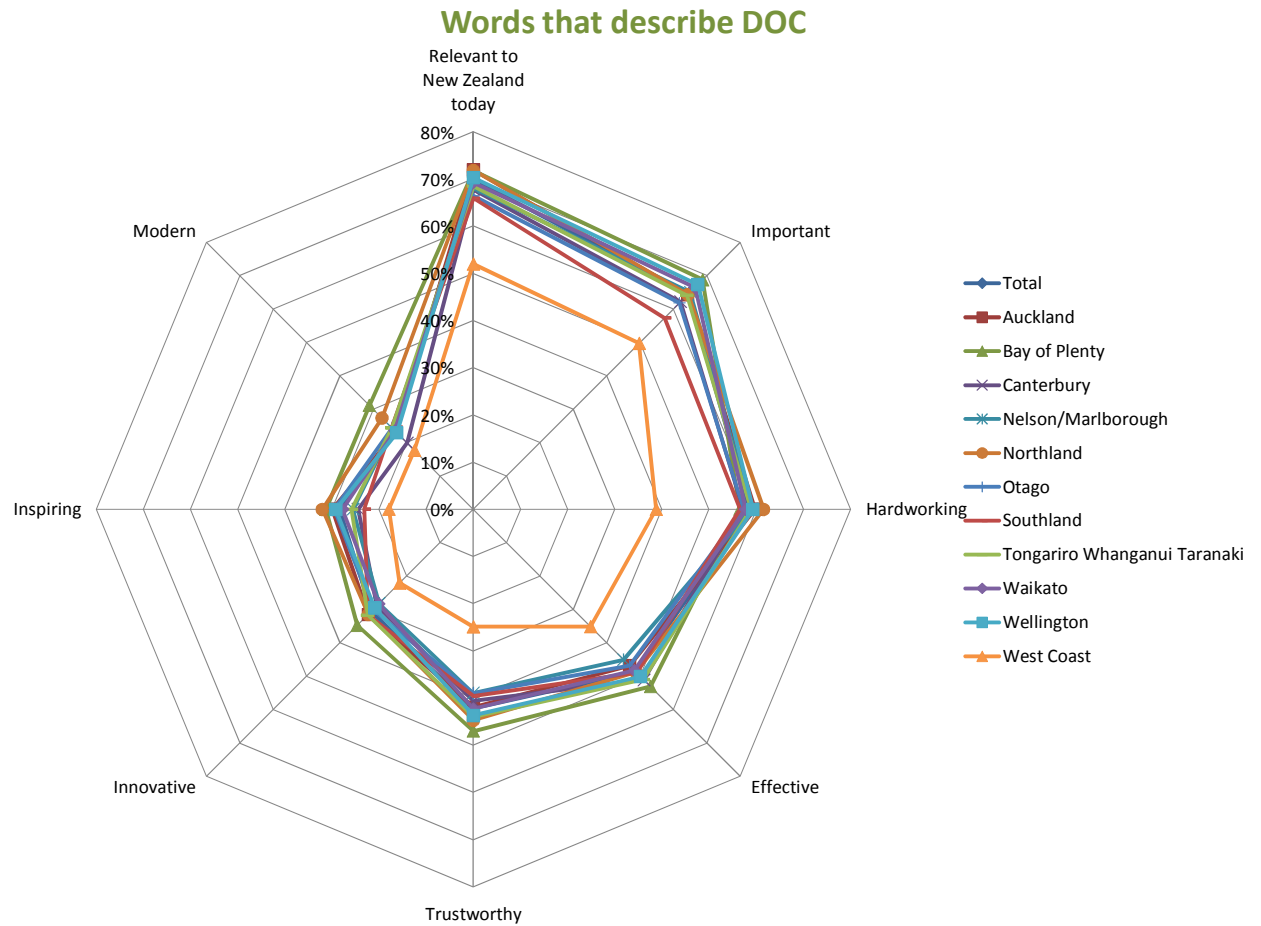
4.6 DOC brand positioning

New Zealanders were asked if each of the following described DOC:

- 70% of New Zealanders said DOC is **relevant to New Zealanders today**
 - Significantly less likely to agree: West Coast.
- 65% of New Zealanders said DOC is **important**
 - Significantly less likely to agree: Southland, West Coast.
- 59% of New Zealanders said DOC is **hardworking**
 - Significantly less likely to agree: West Coast.
- 49% of New Zealanders said DOC is **effective**
 - Significantly less likely to agree: West Coast.
- 42% of New Zealanders said DOC is **trustworthy**
 - Significantly less likely to agree: West Coast.
- 31% of New Zealanders said DOC is **innovative**
 - Significantly less likely to agree: West Coast.
- 28% of New Zealanders said DOC is **inspiring**
 - Significantly less likely to agree: West Coast.
- 24% of New Zealanders said DOC is **modern**
 - Significantly more likely to agree: Bay of Plenty
 - Significantly less likely to agree: West Coast.

	Total	Auckland	Bay of Plenty	Canterbury	Nelson/ Marlborough	Northland	Otago	Southland	Tongariro Whanganui Taranaki	Waikato	Wellington	West Coast
Relevant to New Zealand today	70%	72%	72%	68%	68%	72%	66%	66%	68%	69%	70%	52%
Important	65%	64%	69%	62%	65%	64%	62%	57%	64%	67%	67%	50%
Hardworking	59%	60%	57%	57%	59%	62%	57%	57%	59%	58%	59%	39%
Effective	49%	47%	53%	51%	45%	49%	47%	49%	51%	48%	50%	35%
Trustworthy	42%	42%	47%	41%	39%	45%	39%	40%	44%	42%	44%	25%
Innovative	31%	32%	35%	29%	28%	32%	30%	32%	32%	28%	30%	22%
Inspiring	28%	30%	31%	24%	25%	32%	29%	23%	26%	28%	29%	18%
Modern	24%	23%	31%	20%	24%	27%	24%	24%	24%	24%	23%	18%

The spider chart below illustrates the brand position DOC as in each Conservancy. This clearly shows that DOC's brand position is similar in all Conservancies except the West Coast.



5.0 Conclusions

There were significant differences between the Conservancies on many of the core measures covered in this survey. There were wide gaps on measures such as:

- Proportion who agree conservation is *important to them personally* (ranging from 68% in the West Coast to 91% in Auckland)
- Proportion who have *visited a DOC area in the last 12 months* (ranging from 42% in Bay of Plenty to 72% in Nelson/Marlborough)
- Proportion who are *likely to visit a DOC area in their home Conservancy in the next 12 months* (ranging from 45% in Waikato to 75% in the West Coast)
- Proportion who agree *DOC is a good use of taxpayer money* (ranging from 41% in the West Coast to 77% in Auckland).

The wide ranging results suggest the use of strategies tailored to individual Conservancies or groups of Conservancies, for instance:

- Building on, and launching of, a good platform of support for conservation and DOC in areas like Auckland where support is high
- Working at a 'back to basics' approach for building support to conservation and DOC in areas like the West Coast where support is low
- A visitor retention and increased use strategy for Conservancies where use of DOC areas is already high, like Nelson
- A visitor awareness and acquisition strategy for Conservancies where use of DOC areas is relatively low, like Waikato and Bay of Plenty.

Some aspects of this Conservancy Comparison Report support findings of the total sample reports, for instance an association between support for conservation and support for DOC. There is however, some evidence in this report which suggests extending the link to an association between support for conservation and visits to DOC areas is not so certain. For instance, the West Coast Conservancy has the **highest likelihood to visit a DOC area in their home Conservancy in the next 12 months** rating and the **lowest importance of conservation personally** rating and the **lowest favourability** rating for DOC.

6.0 Methodology

The Department of Conservation (DOC) undertook a survey of adult New Zealanders (The National Survey) in June 2011. The National Survey replaced a range of independent general public surveys undertaken by a range of DOC teams. The intention of the National Survey was to consolidate DOC surveying of the general public for increased efficiency and improved methodological rigour. The launch of the National Survey also provided an opportunity for DOC to survey the general public on topical issues and areas of strategic focus for DOC.

The National Survey was a survey of the adult population (18 years plus) of New Zealand. A total of 3,614 people were interviewed for the survey. The primary methodology was telephone (sample of 2,224) and the secondary methodology was online (sample of 1,390). The telephone sample was sourced via a random sample of people listed on the Electoral Roll. The online sample was sourced from the Colmar Brunton online panel.

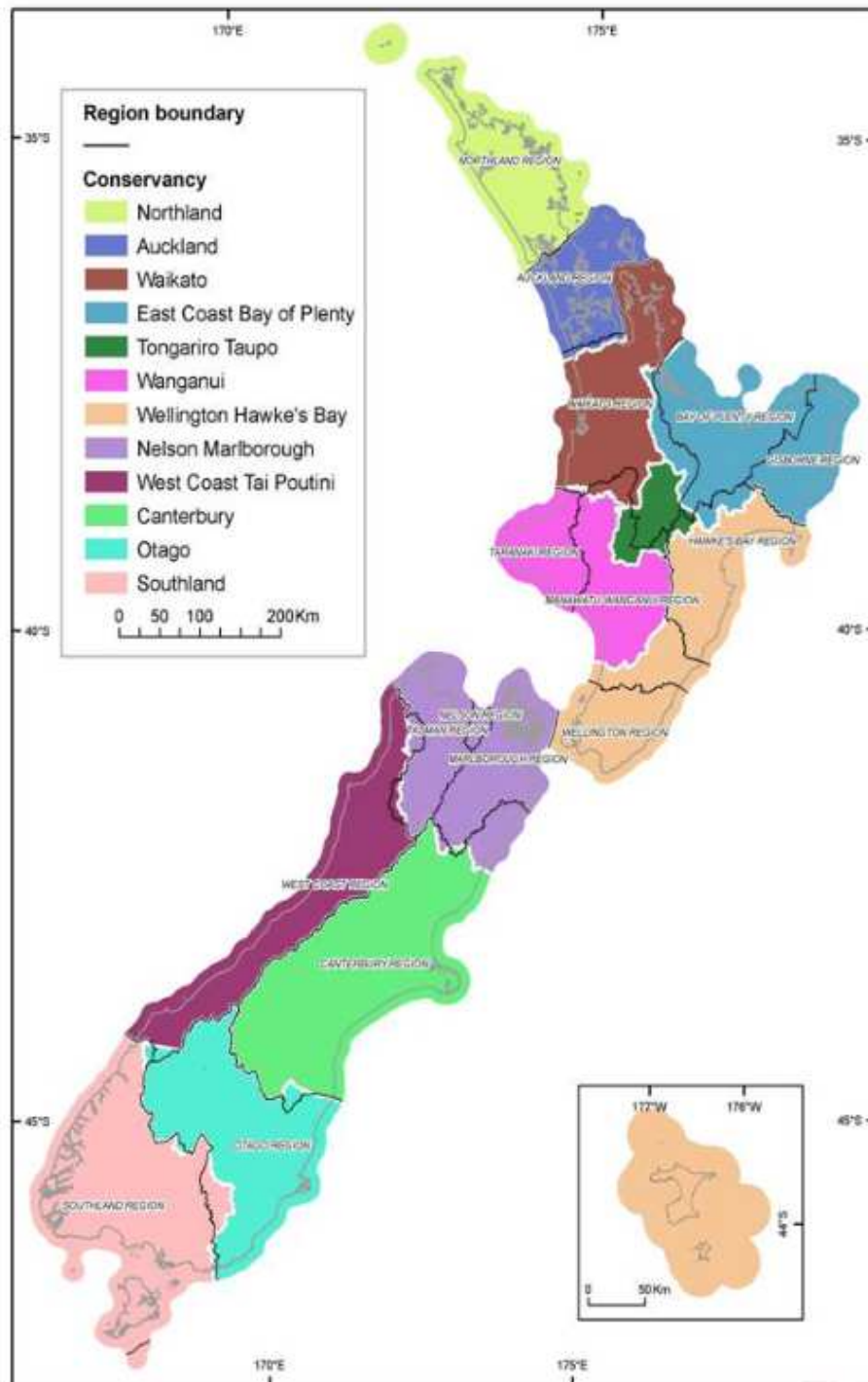
The survey sample was stratified and then post weighted to match the actual population distribution (2006 Census) by:

- 1) Ethnicity (at a Conservancy level)
- 2) Interlocking age and gender (at a Conservancy level).

The sample included a minimum of 270 people in each Conservancy – to allow for Conservancy level analysis. In the total sample the Conservancy data was weighted to match the actual population distribution (2006 Census). The sample profile follows overleaf.

Results shown in this report as statistically significant are significantly different than the total sample at the 95 percent confidence interval or higher and where the base is n=30 or greater. Results that are significantly lower are marked with a □ and those that are higher are marked with a □.

This report focuses on comparing the results for the Conservancies. The Boundaries used match the Statistics New Zealand regional boundaries. These boundaries do differ from the Conservancy Boundaries. The map below displays the Conservancy and Statistics New Zealand Regional Boundaries.



Sample Profile
(unweighted numbers and weighted %)

Gender	n=	%	Area	n=	%
Male	1,678	48%	Northland	317	4%
Female	1,936	52%	Auckland	332	32%
Age			Waikato	314	9%
24 years or younger	405	12%	Bay of Plenty	337	7%
25-39 years	937	28%	Tongariro Whanganui Taranaki/Whanganui/Taranaki	323	8%
40-54 years	1,012	28%	Wellington/Hawke's Bay	351	16%
55 years plus	1,247	31%	Nelson/Marlborough/Marlborough	344	3%
Refused	13	1%	West Coast	270	1%
Ethnicity (multiple response possible)			Canterbury	341	13%
Pakeha	3,278	88%	Otago	347	5%
Maori	438	11%	Southland	325	2%
Pacific	79	3%	Household income before tax		
Asian	107	4%	\$40,000 or less	844	20%
Other	131	5%	\$40,001-\$60,001	637	16%
Refused	-	1%	\$60,001 or more	1,671	51%
Location			Refused/DK	462	12%
Big city	951	47%			
Small city/large town	1,322	27%			
Small town	905	16%			
Rural	425	9%			