



Department of Conservation Methodological Report: Survey of New Zealanders 2019

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GAME CHANGERS



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Background

The Department of Conservation (DOC) needs to understand public perceptions and usage of departmental services across its Intermediate Outcomes and Stretch Goals to inform Operations and Annual Reporting.

To this end, DOC commissioned postal surveys via the Electoral Role each year between 2011 and 2016. Ipsos conducted the survey in 2015 and 2016 (incorporating an online option), and none was conducted in 2017-18.

This report presents the results of the 2019 survey.

OBJECTIVES

There are four key objectives of this research:

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

Research Design

OVERVIEW

The 2019 survey was conducted using a new online approach, as is now the norm for almost all commercial and public sector research in 2019. This means that the results are not directly comparable with the data recorded in previous years, because of changes in the sampling and changes in the questionnaire. The new approach is intended to be repeated biennially.

Aspect	Detail
Fieldwork dates	May 2019 to June 2019
Sample type	Online panel
Sample provider	Dynata and Ipsos panels
Sample size	n=2,803
Questionnaire format	Self-completion online available in English only
Average survey duration	19 minutes (online only)
Sample profile	Age: 18 years and over; nationwide
Quota	Within each regional council area to match the actual population distribution as indicated in the 2013 census including ethnicity (Māori / non-Māori), interlocking age and gender
Weighting	RIM weighting applied to region, ethnicity and age
Method	Sampling was based on regional council areas

BENEFITS OF ONLINE SURVEY APPROACH

Before 2013, National Surveys had been carried out using a combination of Computer-Assisted Telephone Interviewing (CATI) and online surveying. Due to the relatively expensive nature of CATI, a sequential mixed methodology (SMM) was adopted for the 2013, 2014, 2015 and 2016 surveys. This involved selecting participants from the Electoral Roll and sending them invitations to complete by mail or online. **For the 2019 survey, a new questionnaire design and fully online recruitment processes using online survey panels was adopted.**

This new approach is a cost-effective and time efficient medium that has become the standard in the industry. It allows for a shorter fieldwork window and more flexibility in questionnaire length and design. Rather than a 3-month field window as had been common in previous iterations, the 2019 survey was out of field within a 1-month period, allowing for a more timely snapshot of New Zealanders' opinions and behaviour. The approach also reduces self-selection bias, as respondents respond to the questionnaire as per other online questionnaires they participate in, without the overtly DOC-related branding used in previous years.

As noted above, due to the change in methodology and research instrument, tracking to previous iterations is no longer feasible, however 2019 will allow for a new baseline using this more cost-effective methodology.

SAMPLE DESIGN

Sampling Frame

Ipsos reached New Zealanders aged 18 and over through the Ipsos NZ Household Online 'I-Say' Panel as well as through the Dynata Online Panel:

- <https://i-say.com/Footerlinks/AboutISay/tabid/157/language/en-US/Default.aspx>
- <https://www.dynata.com/company/>

A representative sample of New Zealanders was targeted based on age, location and gender with quotas in place to minimise subsequent weighting and ensure a representative sample based on the most recent Stats NZ population projections.

Sample

The sample is a non-probabilistic sample due to the opt-in nature of the online panels and reduced probability that all New Zealanders could be randomly selected to participate. The associated margin of error with a probabilistic sample of a similar size has been noted below. While a margin of error is not typically reported for a non-probabilistic sample, this provides an idea of the degree of variance by regional subgroup.

A summary of the target sample, achieved sample and associated margins of error follows:

<i>Statistics NZ Regional Council Area</i>	Population (2013 Census)	Target	Total Achieved	Margin of Error (95% confidence)
<i>Northland</i>	151,692	150	151	±7.97%
<i>Auckland</i>	1,415,550	400	407	±4.86%
<i>Waikato</i>	403,641	200	201	±6.91%
<i>Bay of Plenty</i>	267,741	200	201	±6.91%
<i>Gisborne</i>	43,653	150	58	±12.86%
<i>Hawke's Bay</i>	151,179	150	224	±6.54%
<i>Taranaki</i>	109,608	150	129	±8.62%
<i>Manawatu / Whanganui</i>	222,669	150	186	±7.18%
<i>Wellington</i>	471,315	200	201	±6.91%
<i>NORTH ISLAND (SUBTOTAL)</i>	3,237,048	1,750	1,758	±2.34%
<i>Nelson or Tasman</i>	93,591	150	180	±7.30%
<i>Marlborough</i>	43,416	150	104	±9.60%
<i>West Coast</i>	32,148	150	59	±12.75%
<i>Canterbury & Chatham Islands</i>	539,436	250	347	±5.26%
<i>Otago</i>	202,467	200	203	±6.91%
<i>Southland</i>	93,339	150	151	±7.97%
<i>NZ not specified</i>	600		1	n/a
<i>SOUTH ISLAND (SUBTOTAL)</i>	1,004,397	1,050	1,044	±3.03%
<i>ALL NZ</i>	4,241,445	2,800	2,803	±1.85%

Quotas

In addition to the regional quotas noted above, quotas by age and gender were also applied to the data. The targets were set using the most up-to-date data available from Statistics New Zealand (2013 Census). The 2018 census data had not been released at the time of planning and reporting for this study.

The following table outlines the total sub-group targets and achieved sample.

Table 2.2: Sub-group Targets

Quotas	% of population (2013 Census)	Target	Total Achieved	Margin of Error (95% confidence)
<i>Male</i>	47.90%	1,340	1,352	±2.67%
<i>Female</i>	52.10%	1,460	1,428	±2.59%
<i>Gender diverse</i>	n/a	n/a	21	n/a
<i>18-24</i>	12.80%	358	362	±5.15%
<i>25-49</i>	43.40%	1,216	1,182	±2.85%
<i>50-64</i>	24.80%	695	716	±3.66%
<i>65+</i>	19.00%	531	543	±4.21%

QUESTIONNAIRE DESIGN

The 2019 questionnaire was collaboratively developed by DOC and Ipsos adapted from the 2016 one to identify key performance indicators. This version elaborated on recent visit valuation, the barriers and opportunities to promote visitation, as well as the review of attitudes towards pests, tourism and other DOC priorities.

RESPONSE RATE

To calculate response rates, every individual sent an invitation to participate in the survey was tracked via cookie by the panel providers. Ipsos tracked which of the invitations resulted in a completed questionnaire, how many were abandoned and the number screened out because of fulfilled quotas. As the total number of emails sent by partner providers is unavailable (as the 'river sampling' approach commonly used means respondents are screened for multiple surveys at once and assigned to one of many possibilities), an estimate has been made based on the number of returned invitations.

The **response rate** is also calculated as follows:

Empirical Calculation for Data Collection	
Total Contacts Attempted (Estimated # Emails)	26,671
Unresolved (U)	
Unknown	22,203
No recorded action (no response)	5
Out of office	n/a
TOTAL U	22,208
In-scope - non-responding (IS)	
Qualified respondent break-off (# incomplete/drop off)	925
Other refusal	0
TOTAL IS	925
In-scope - Responding units (R)	
Over Quota disqualify	735
Terminated interview - screening variable disqualify	0
Completed interviews	2803
TOTAL R	3538
Response Rate = R/(U+IS+R)	13%

WEIGHTING

The survey, like almost all general population surveys, will have biases caused by:

- Disproportionate sample invitations – e.g. certain sub-populations were over-represented to ensure an adequate base for analysis of these sub-groups. For example, 58 respondents were interviewed in the Gisborne region, but subsequently weighted to an effective sample size of 36.
- Differential response rates – e.g. in general, older people and females have higher rates of response than younger people and males.
- The weighting frame used – the 2013 census data – while almost certainly the best available source, does not include all members of the population being surveyed. For example, transient people and New Zealanders who were overseas at census time can be expected to be under-represented. Its 2013 date also compromised accuracy.

If the bias in the completed sample is not corrected, it will be reflected in survey results which should be representative of the population from which it was obtained. To overcome this bias, weighting represented by the most recent available New Zealand population data, the 2013 Census, which is sourced from Statistics New Zealand.

Various methods of weighting survey data are available. The methods employed for this survey took into account the following factors:

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- The need to be consistent with past survey weighting methodology;
- The effective base, which was used to show the design effect after the national weighting.

The effective base percentages are high for the individual regions; however, the overall effective base is only 66%. This is due to sampling to individual region specifications, but then weighted to match national representative proportions.

All results reported on are based on the New Zealand total weight. This amalgamates the areas into a single sample which is weighted by region as well as age broken down by gender.

The table below outlines the sample size achieved and the unweighted and effective sample size after being weighted by age, gender, ethnicity to the 16 Regional Council areas.

Region	Sample size	% of total NZ population	Effective sample size after weighting
<i>Northland Region</i>	151	4%	131
<i>Auckland Region</i>	407	33%	380
<i>Waikato Region</i>	201	9%	185
<i>Bay of Plenty Region</i>	201	6%	189
<i>Gisborne Region</i>	58	1%	36
<i>Hawke's Bay Region</i>	224	3%	217
<i>Taranaki Region</i>	129	3%	125
<i>Manawatu-Wanganui Region</i>	186	5%	169
<i>Wellington Region</i>	201	11%	172
<i>Nelson / Tasman Region</i>	180	2%	163
<i>Marlborough Region</i>	104	1%	96
<i>West Coast Region</i>	59	1%	53
<i>Canterbury Region & Chatham Islands</i>	347	13%	319
<i>Otago Region</i>	203	5%	192
<i>Southland Region</i>	151	2%	145
<i>No reply</i>	1	-	1
Age			
<i>18-24 years</i>	362	13%	356
<i>25-49 years</i>	1,182	43%	1,229
<i>50-64 years</i>	716	25%	693
<i>65+ years</i>	543	19%	525
Gender			
<i>Male</i>	1,354	48%	1,332
<i>Female</i>	1,428	52%	1450
<i>Gender diverse</i>	21	n/a	21

Notes to the Report

Base sizes

- All base sizes shown on charts and on tables (n=) are unweighted base sizes.
- Please note that any base size of under n=100 is considered small and under n=30 is considered extremely small, and therefore results should be viewed with caution.

Significant differences

- Differences reported are significant at the 95% confidence level.
- Throughout the report the statistically significant differences between different subgroups and the total have been shown in **green** when higher than for the total number of respondents answering the question, and in **red** when lower than the total. This highlights areas where, due to the representative nature of the sample and its size, there is statistical confidence that the difference between these subgroups would not be the result of random chance for 95% of the time.
- The 'Total Level' data shown in evaluating 'Protected Natural Areas' and 'Cultural and Historic Sites' should be treated with caution, as it is based upon the experiences reported by respondents in relation to their self-nominated most-recent / most-used destination. Therefore, the figure does not account for net volumes of visitation to each DOC destination, and may be skewed towards destinations that are more suited to summer visitation, because of the survey's May–June fieldwork period.
- Throughout the report there are tables and paragraphs that look into demographic differences in 2019. In these instances, significance is compared to the total. All these instances are labelled.

Appendix: Questionnaire

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

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

ABOUT YOU AND WHERE YOU LIVE

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

Northland	1
Auckland (from Bombay Hills to Wellsford, including the islands in the Hauraki Gulf)	2
Waikato	3
Bay of Plenty	4
Gisborne	5
Hawke's Bay	6
Taranaki	7
Manawatu / Whanganui	8
Wellington (including Kapiti, Porirua, Hutt Valley and Wairarapa)	9
Nelson or Tasman	10
Marlborough	11
West Coast	12
Canterbury	13
Otago	14
Southland	15
Chatham Islands	16
Other, please specify _____	98

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

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

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

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

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

Female	1
Male	2
Gender diverse	3

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

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

Q6

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

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

EXPERIENCES AT PROTECTED NATURAL AREAS

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

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

Q7

Have you visited any of New Zealand's protected natural areas over the past 12 months?

MULTIPLE RESPONSE EXCEPT FOR 3 AND 4

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

IF Q7=3 OR 4 SKIP TO Q17

Q8a

Please indicate which of the following protected natural areas you visited in or near the North Island:

SHOW LIST IF Q7=1, MULTIPLE RESPONSE EXCEPT FOR 19, DO NOT RANDOMISE

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

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

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

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

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

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

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

Q10

Overall, how **satisfied** were you with your most recent experience at <LOCATION SELECTED IN Q8C>?
SINGLE RESPONSE, DO NOT RANDOMISE

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

Q11

And how likely is it that you would recommend <LOCATION SELECTED IN Q8C> to your family or friends?
SINGLE RESPONSE

(0=Very Unlikely 10=Very Likely)

0	1	2	3	4	5	6	7	8	9	10
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Q12

Thinking about your most recent visit to <LOCATION SELECTED IN Q8C>, did you notice any of the following types of damage from other visitors? MULTIPLE RESPONSE EXCEPT 8, RANDOMISE, ANCHOR 8

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

Q13

Overall, how well do you think the impact of visitors were being managed at <LOCATION SELECTED IN Q8C>?
SINGLE RESPONSE, DO NOT RANDOMISE

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

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

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

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

Yes	1
No	2
Unsure	3

Q15b IF Q15A=1 OR 3 SKIP TO Q16

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

CULTURAL AND HISTORIC HERITAGE SITES

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

Yes	1
No	2
Unsure	3

ASK ALL

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

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

IF Q17=3 OR 4 SKIP TO Q25

IF Q17=1 CONTINUE TO Q18A

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

Q18a

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

Upper North Island

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

Central & Lower North Island

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

Q18b

IF Q17≠2 SKIP TO Q19

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

Upper & Central South Island

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

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

Lower South Island

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

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

Q20 Overall, how **satisfied** were you with your most recent experience at <LOCATION SELECTED IN Q19c>?
 SINGLE RESPONSE, DO NOT RANDOMISE

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

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

(0=Very Unlikely 10=Very Likely)

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

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

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

Q23

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

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

Q24

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

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

NATURE & HERITAGE CONSERVATION / COMFORT IN THE OUTDOORS

ASK ALL

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

Q25

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

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

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

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

Q26

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

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

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

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

Q27

To what extent do you agree with the following statements:

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

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

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

Q28

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

SINGLE RESPONSE, DO NOT RANDOMISE

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

Q29

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

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

Q30

IF Q29=99 SKIP TO Q31

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

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

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

f. Protect and enhance our nature

g. Protect and enhance our history and culture

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

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

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

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

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

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

TOURISM

Q33

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

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

Q34

To what extent do you agree or disagree with the following statements?
SHOW EACH STATEMENT A-E, ONE AT A TIME IN RANDOM ORDER. SINGLE RESPONSE FOR EACH

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

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

MORE ABOUT YOU

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

Q35

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

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

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

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

Q36

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

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

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

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

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

1 – Yes	1
2 – No	2

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

1 – Yes	1
2 – No	2
3 – Unsure	3

Q39 Which country were you born in?

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

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

YEAR [FIXED RANGE OF 1900-2019]
Unsure

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

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

Q41

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

To what extent do you agree with the following statements:

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

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

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

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

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

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

Q42

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

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

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

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

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

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Q43 What is your highest school qualification? SINGLE RESPONSE

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

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

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

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

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

Q46

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

SINGLE RESPONSE

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

Q47

And, how many dependent children under the age of 20 normally live in your household?

SHOW NUMERIC BOX FOR EACH FIELD, STARTING AT ZERO. RESPONDENT TO ENTER NUMBERS WHERE 1 OR GREATER IS REQUIRED

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

Q48

In an average week, how many hours do you usually work in PAID employment?

SINGLE RESPONSE, DO NOT RANDOMISE

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

Q49

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

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