

# New Zealanders and the environment



Domestic customer segmentation research: New Zealanders engaging with the environment, biodiversity and conservation



Department of  
Conservation  
*Te Papa Atawhai*

Cover: Jose Watson, Kim Bryan-Walker and Celine Stokowski tree planting on Western South Island Regional Day, Hokitika. *Photo: Richard Rossiter*

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# Background

This document provides a snapshot of New Zealanders' perceptions of the environment, biodiversity and conservation. It is a summary of findings from customer research undertaken by the New Zealand-based customer research and evaluation agency UMR from September 2018 to February 2020 and builds on a previous Department of Conservation (DOC) report summarising research looking into New Zealanders' experiences in the outdoors.<sup>1</sup>

The research results will help improve the DOC's understanding of its 'customers' or those who use (or could potentially use) public conservation land and waters which, in turn, will assist with decision-making.

It should be noted that this point-in-time research was undertaken in a pre-COVID-19 context, so the results may not hold true for other time periods.

## Research approach

Research was conducted by UMR between September 2018 and February 2020 to better understand the differences in New Zealanders' needs, motivations, attitudes and behaviours when interacting with the New Zealand outdoors.

There were three key phases of research.

1. **Qualitative focus groups ( $n = 58$ ):** Eight focus groups were carried out from September to October 2018 in Auckland (4), Christchurch (3) and Queenstown (1).
2. **Quantitative survey ( $n = 3,837$ ):** A quantitative survey was undertaken from May to June 2019 with an online panel of New Zealanders aged 18+ years. Quota sampling ( $n = 150-200$  per region) was weighted to be nationally representative.
3. **Segmentation analysis with ethnography:**
  - a) Segmentation analysis was developed using the results of the qualitative and quantitative phases with input from DOC's Strategy & Insights Team to ensure a robust analysis and useful output to guide DOC's internal work.
  - b) Ethnographic journals and interviews ( $n = 12$  plus an additional 3 to improve output) were undertaken from October 2019 to February 2020. These represented each of the six key customer segments identified.

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<sup>1</sup> Department of Conservation 2020: New Zealanders in the outdoors: domestic customer segmentation research. Department of Conservation, Wellington. 87 p.  
[www.doc.govt.nz/globalassets/documents/about-doc/role/visitor-research/new-zealanders-in-the-outdoors.pdf](http://www.doc.govt.nz/globalassets/documents/about-doc/role/visitor-research/new-zealanders-in-the-outdoors.pdf)

It should be noted that DOC's Strategy & Insights Team used a range of research frameworks and tools to help make better sense of the qualitative, quantitative and segmentation data provided, and this overview of the findings has been peer-reviewed. However, any further assumptions or inferences should be referred to the Strategy & Insights Team prior to use to ensure they are supported by the available data. Further details on the research methods and findings can be found in the original UMR reports.<sup>2</sup>

## Key findings

- There is an opportunity for DOC to more effectively harness New Zealanders' connection with the outdoors to support the environment and encourage action for biodiversity and conservation. Connecting people with nature is crucial to charting a better future for New Zealand.
- New Zealanders have a limited understanding of what biodiversity is, why it is important and what impact it has, so many do not participate in taking action. Understanding these barriers will provide a way forward, and connecting New Zealanders through positive messaging has the potential to encourage action (see diagram on next page).
- Engaging more New Zealanders in outdoors activities is likely to encourage them to support preservation and conservation goals.
- The six customer segments of New Zealanders identified in the first part of this research<sup>3</sup> (see page 22, Figure 13) have divergent perspectives on improving the environment, biodiversity and conservation. Mindful, Social and Enthusiastic Actives, who represent 56% of New Zealanders, are more open to taking biodiversity and conservation actions than Stimulation, Home-Close and Other Things Actives, who represent 44% of New Zealanders. Thus, there is an opportunity for DOC and external stakeholders to make it easier for New Zealanders to act by gaining a deeper insight into the barriers facing Stimulation, Home-Close and Other Things Actives and developing activities that appeal to all segments.

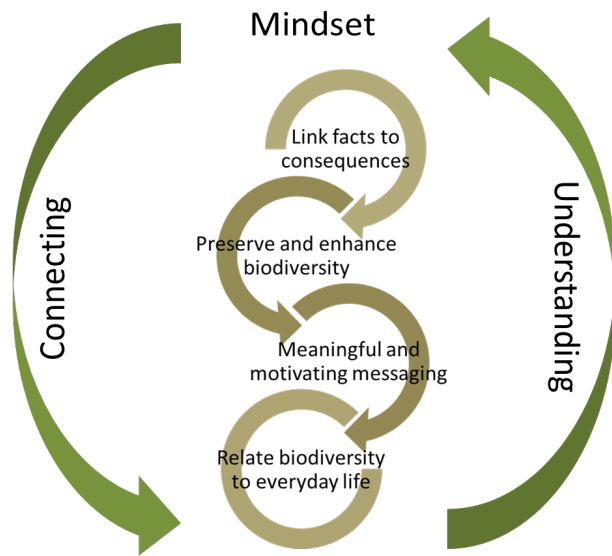
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<sup>2</sup> UMR 2019: Attitudes and behaviours towards New Zealand's natural environment including land, heritage, water and wildlife - General public survey results report (Final). Unpublished report prepared for the Department of Conservation by UMR Research, Wellington. 141 p. (docCM-6248877)

UMR 2019: Customer segmentation research: Final qualitative report. Unpublished report prepared for the Department of Conservation by UMR Research, Wellington. 147 p. (docCM-6248897)

UMR 2020: Final segmentation report - updated draft. Unpublished report prepared for the Department of Conservation by UMR Research, Wellington. 219 p. (docCM-6248866)

<sup>3</sup> [www.doc.govt.nz/globalassets/documents/about-doc/role/visitor-research/new-zealanders-in-the-outdoors.pdf](http://www.doc.govt.nz/globalassets/documents/about-doc/role/visitor-research/new-zealanders-in-the-outdoors.pdf)



Connecting New Zealanders through positive messaging has the potential to encourage action. This diagram provides an overview of how DOC could support New Zealanders' understanding by linking the quality of their lives and lifestyles with the richness, loss and impact of biodiversity.



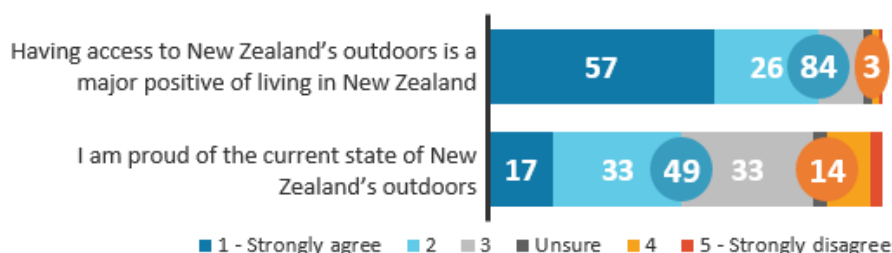
# 1. Perceptions of the New Zealand outdoors

The qualitative phases of the research showed that New Zealanders are mostly very proud of the New Zealand outdoors. The outdoors is multi-faceted and multi-layered, ranging from the ‘great outdoors’ to local parks and beaches, and there are opportunities for everyone to enjoy it, from weekend mountain tramps to weekday sports activities in local parks.

Some respondents discussed looming environmental and biodiversity challenges. However, they appeared to be apprehensive about voicing these issues more publicly, suggesting that it will be important to strike a balance between communicating with New Zealanders about those challenges and retaining their pride in the New Zealand outdoors.

*“We walk every weekend and go to different places whether it is the beach or up a hill and knowing that we have so many choices is important to me. I like living in a city, but I wouldn’t like to live in a city where city life was my only option.”*  
 (Christchurch, parents, female)

The quantitative results showed that the majority of survey respondents (84%) felt that access to the outdoors was a major advantage of living in New Zealand (Figure 1). However, only half (49%) were proud of the current state of the New Zealand outdoors.



Question: q8a, To what extent do you agree or disagree with the following:(%)  
 Base: All respondents (n=3,837).

Figure 1. Percentage agreement of survey respondents with statements relating to the New Zealand outdoors (n = 3,837).

Further analysis showed that older survey respondents (60+) were more likely than younger respondents (under 30) to agree that having access to the outdoors was a major positive of living in New Zealand (90% vs. 77%, respectively), suggesting that there may be a future risk of younger people becoming less connected with the New Zealand outdoors. In addition, respondents who were highly active in the New Zealand outdoors were more likely to say that they were proud of the state of the New Zealand outdoors than those who were less active (57% vs. 47%, respectively), indicating that higher engagement with the outdoors helps to support a sense of pride in the New Zealand outdoors.

## 1.1 State of the natural environment

Overall, 58% of the survey respondents rated the state of New Zealand’s natural environment as ‘good’. However, respondents were generally less satisfied with the current condition of marine reserves, beaches, rivers, lakes and waterways (45% satisfied) than public land and national/regional parks (62% satisfied) (Figure 2).

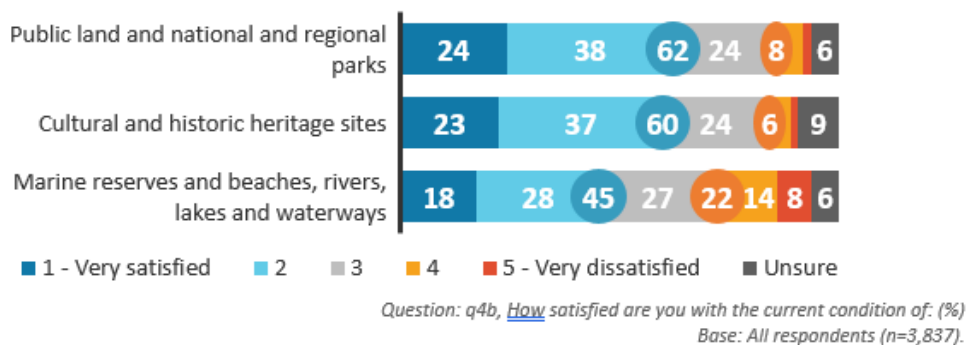


Figure 2. Percentage agreement of survey respondents with statements relating to the current condition of the New Zealand outdoors (n = 3,837).

Location and age affected survey respondents’ perceptions of New Zealand’s marine reserves, beaches, rivers, lakes and waterways, with positive ratings being more likely among Aucklanders (50%) than Cantabrians (39%) and among people aged under 45 years (48%) and over 59 years (46%) than among those aged 45–59 years (39%).

Approximately two-thirds (65%) of survey respondents agreed that the preservation and conservation of the outdoors is one of the most important issues in New Zealand today. However, agreement with this was lower among those who had low engagement in outdoor activities (61%) than in those who were moderately or highly engaged in outdoor activities (69%).



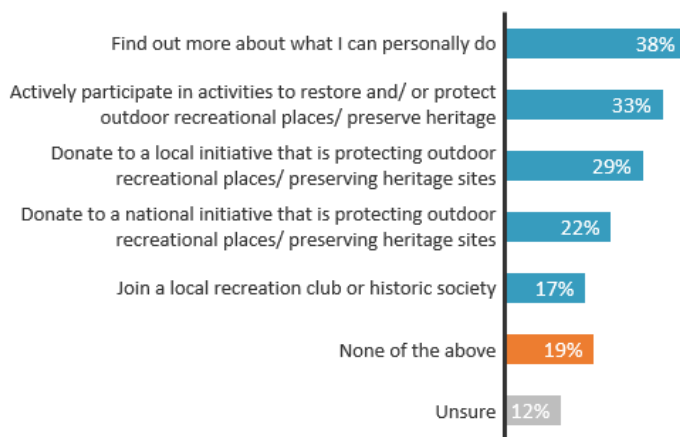
## 1.2 Actions to improve the New Zealand outdoors

More than half (56%) of the survey respondents agreed that the actions they take could have a positive impact on the New Zealand outdoors, with respondents who were younger (under 30), were Māori or Pasifika, had a higher income (annual household income over \$100,000), and were highly active in the outdoors being more likely to agree with this.

Respondents who agreed that their actions could have a positive impact were more likely to be engaged and interested in the New Zealand outdoors. Further analysis showed that respondents in the under 30s age group were less engaged but more interested; respondents who were Māori and belonged to wealthier households were more likely to be engaged (Pasifika were not); and respondents who were highly active were more engaged and interested. In addition, respondents from Auckland and Wellington (New Zealand’s largest cities) were less engaged, raising the question of how to engage urbanites in taking action.

Very few respondents said that they would not do any of the actions to improve the outdoors (Figure 3). While this may in part be due to a social desirability bias, it does indicate that there is an interest in taking action.

*“Up where I graze the horses one of the local girls has just started a clean-up group at Muriwai and they go out every other weekend with trailers and pick up all of the rubbish at Muriwai and the tracks out to Muriwai.”*  
(Auckland, general public, female)



Question: q5c, What actions would you personally take to improve New Zealand’s outdoor recreational places and heritage sites?  
Base: All respondents (n=3,837). Note: Multiple response question.

Figure 3. Actions survey respondents would personally take to improve New Zealand’s outdoor recreational places and heritage sites (n = 3,837).

### 1.3 Limiting access to popular places

In total, 47% of the survey respondents agreed that New Zealanders should get preferential access to outdoor places and sites, while 21% disagreed with this (Figure 4). However, views were more split about whether there should be a limit on the number of international visitors to popular places and sites in New Zealand, with 37% agreeing and 32% disagreeing. Most respondents disagreed that there should be a limit on the number of New Zealanders visiting popular outdoor places, with 20% agreeing and 54% disagreeing.

*“I look at that in New Zealand with these great, special spots and you turn up to them and all of a sudden there are busloads of people there and it kind of takes the shine off.”*  
 (Auckland, general public, male)



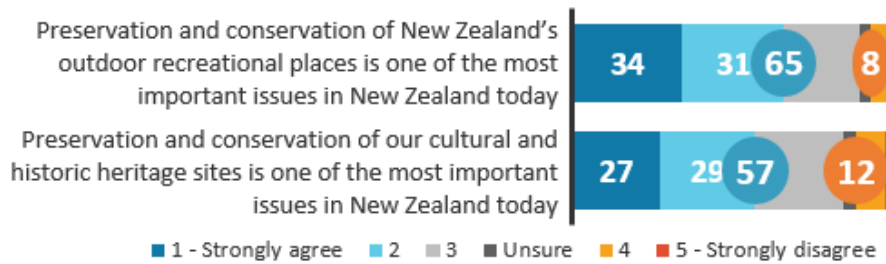
Figure 4. Percentage agreement of survey respondents with statements relating to access to the New Zealand outdoors (n = 3,837).

The majority of survey respondents (78%) said that it was great that many people wanted to use the outdoors, but a similar proportion (83%) also agreed that popular places require infrastructure to support visitor numbers so they can remain unspoilt. In addition, 47% of respondents said they sought less well-known places, and 32% agreed that they visited the outdoors less due to increased crowds.

The qualitative data showed that respondents who were born in New Zealand considered access to be a ‘Kiwi right’ and were opposed to reducing this through charges, closures or restricting numbers.

## 1.4 Conserving culture and heritage

More than half (57%) of the survey respondents agreed that the preservation of cultural and historic heritage sites is one of the most important issues facing New Zealand today (Figure 5). Agreement with this was higher among respondents who had visited a heritage site in the past year (61%), were aged 60 plus (65%), were Māori (66%) or grew up overseas (62%). While there may have been a social desirability bias in the responses to this question, they do indicate that there is concern for the preservation and conservation of New Zealand’s culture and heritage.



Question: q8a, To what extent do you agree or disagree with the following: (%)  
Base: All respondents (n=3,837).

Figure 5. Percentage agreement of survey respondents with statements relating to the preservation and conservation of New Zealand’s outdoor recreation places and cultural and historic heritage sites (n = 3,837).

Survey respondents’ expectations of New Zealand’s cultural and historic heritage were generally met (78%). However, Pasifika were less likely to say that their expectations were met at cultural and historic heritage sites (64%) than other groups.

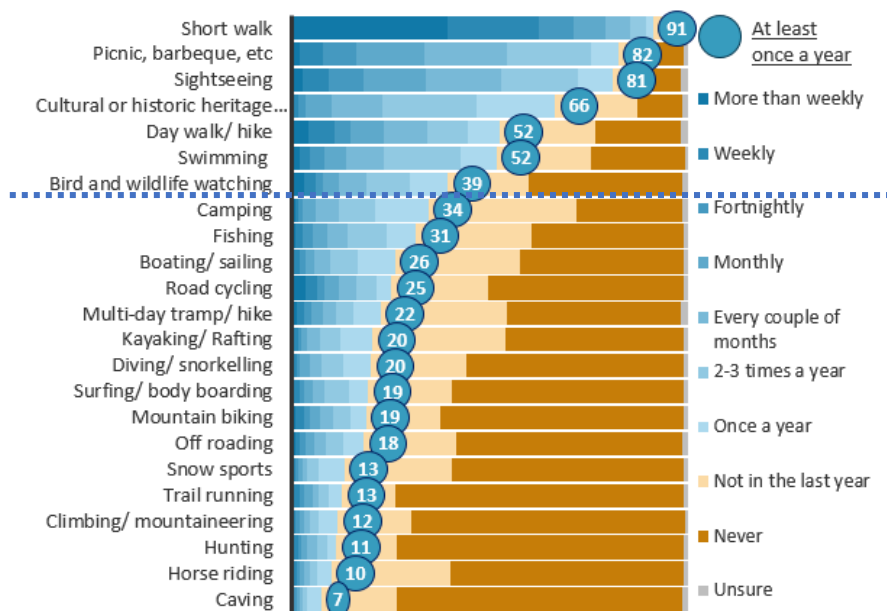
Messaging around protected heritage sites was also surveyed. Support was highest for the statement, ‘If we all take small actions, we can preserve NZ’s cultural and historic places for future generations’ (67%), and second highest for the statement, ‘If we don’t preserve these places, these special reminders of our history will be lost forever’ (66%). Respondents were also encouraged by the statement, ‘Cultural and historic sites provide a unique aspect to our enjoyment of NZ’s outdoors’ (64%).

A journey planner or interactive phone app could increase interest in New Zealand’s cultural and historic heritage sites by providing explanations, information and compelling stories.

*“... when you go to the countryside you can see the Māori statues. But they don’t have any explaining to them. So, if a tourist wants to know what it’s there for, they don’t know.”*  
(Auckland, new migrants, male)

## 1.5 Perceptions of wildlife

‘Bird and wildlife watching’ was the 7th most popular activity in the outdoors (39%) (Figure 6), and further analysis indicated that there was a correlation between ‘bird and wildlife watching’ and visiting ‘cultural or historic heritage sites’ (ie, people tend to participate in both activities).



Question: q1a, In the last year or so, approximately how often have you taken part in the following activities in New Zealand's outdoors? (%)  
Base: All respondents (n=3,837).

Figure 6. Survey respondents' participation in outdoor activities (n = 3,837).

The qualitative data revealed that respondents' perceptions of 'wildlife' varied depending on their engagement with the outdoors – for example, Māori tended to think of birdlife, marine life and insects; hunters thought of deer, goats, tahr, etc.; and others mentioned birdlife, sealife (eg penguins, dolphins) and pests. For most, wildlife was not immediately recalled but rather was likely to be part of their recreation activities, whereas landscapes were immediately recalled and described.

*“Our wildlife isn't really that spectacular ... If you go hunting, you will find deer and pigs, but I wouldn't call that wildlife because most of those animals were brought here.”*  
(Christchurch, parent, female)

There is still considerable scope to increase New Zealanders' awareness of and engagement in protecting New Zealand's wildlife and biodiversity. The survey data showed that some respondents actively encouraged birdlife into their gardens – see 'Perceptions of biodiversity' below.

## 1.6 Key implications

- Respondents who were highly active in the New Zealand outdoors were more likely to say that they were proud of its current state, to consider preservation and conservation as being important, and to undertake biodiversity and conservation activities than those who were less active in the New Zealand outdoors. Therefore, it makes sense to continue encouraging New Zealanders to participate in the New Zealand outdoors and to build links to biodiversity and conservation activities so that people can actively improve it. New thinking is required to engage those who are less active in the outdoors.
- Survey respondents recognised that infrastructure and management are required to minimise visitor impacts on popular places to support their conservation values and ensure they remain unspoilt. Views are split on limiting visitor numbers and charging for access to popular locations. While the data suggest that there is some appetite for placing limits, it will be important for DOC to support this in such a way that New Zealanders do not feel 'locked out' of their own 'backyard'.
- Telling compelling stories about people and places is likely to engage more New Zealanders in the country's cultural and heritage fabric and would also further support giving people access to the New Zealand outdoors, which was seen by many as a major advantage of living here.

## 2. Perceptions of pests

### 2.1 Predator Free 2050 and pest control

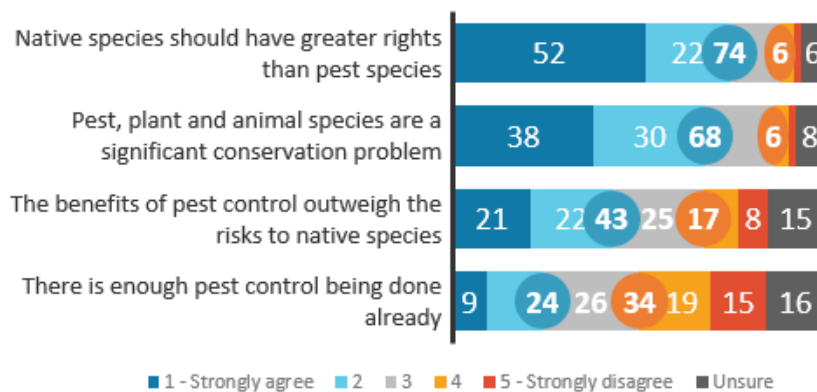
The qualitative research revealed that New Zealanders are largely unclear about the specific aims and objectives of Predator Free 2050 and have limited knowledge of predators and the harm they cause (eg many do not realise that possums and rats are predators).

While some respondents agreed with pest control, they disagreed with the methods used (eg the use of poison and the potential risk this poses to the land and waterways). In particular, the use of 1080 was a divisive topic and a better alternative was preferred. There appeared to be misinformation and distrust that contributed to confusion and resistance to the use of 1080.

*“1080 where it is placed, and I have seen stories in the forest, and it is all clumped together and it is killing other animals and not the animals they need to get rid of.”*  
(Auckland, Māori and Pasifika, female)

### 2.2 Understanding of pests

The majority of survey respondents agreed that native species should have greater rights than pest species (74%) and that pests are a conservation problem (68%) (Figure 7). However, fewer agreed that the benefits of pest control outweigh the risks to native species (43%) and that there is enough pest control being done already (24%).



Question: q8d, [To](#) what extent do you agree or disagree with the following: (%)  
Base: All respondents (n=3,837).

Figure 7. Percentage agreement of survey respondents with statements relating to pest control (n = 3,837).

Older (age 60+) survey respondents were most likely to agree that pests are a significant problem (79%) and the benefits of pest control outweigh the risks to native species (54%). However, this age group was less likely than younger respondents (under 30s) to agree that enough is being done already (20% vs. 31%, respectively).

## 2.3 Key implications

- The qualitative research showed that many New Zealanders disagree with the methods used for pest control, particularly 1080, often due to misinformation and distrust. This highlights the need for effective messaging and communication about the methods and initiatives used to reduce threats to biodiversity to increase New Zealanders' support for pest control programmes.
- There appeared to be uncertainty around the benefits versus risks of pest control, indicating that New Zealanders may need more information and better messaging on the tangible benefits pest control brings to protecting native species.



## 3. Perceptions of biodiversity

### 3.1 Defining biodiversity

Three definitions of biodiversity were tested on New Zealanders in the qualitative phase of this research.

1. In simple terms, it (biodiversity) is the number of species (plants and animals) a region has, of which a high level are considered important and desirable; and the more species a region has, the richer it is so the degree of biodiversity is good in that area. In simple terms, biodiversity is New Zealand's unique native plants and animals, and the more variety an area has, the richer it is in biodiversity.
2. New Zealand's unique plants and animals, and the ecosystems which support them. You may want to think of it as 'the web of life'. It includes ecosystem diversity, species diversity and genetic diversity.
3. The variety of all life on Earth. This includes all species of animals, plants, everything that is alive on our planet.

Based on feedback from respondents, the following definition was suggested.

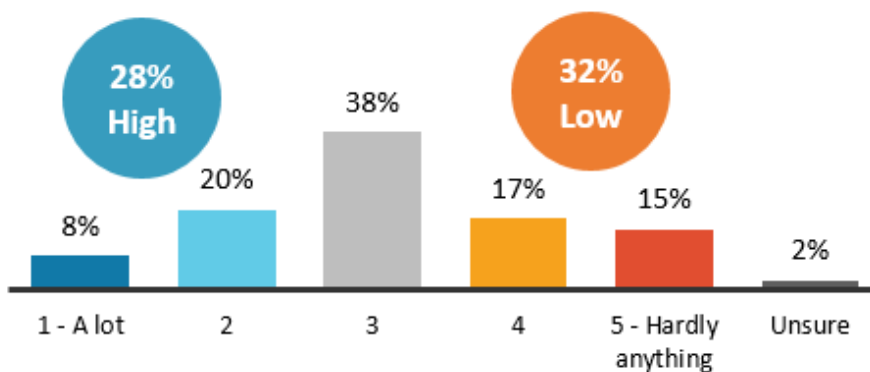
*In simple terms, biodiversity is New Zealand's unique/native plants and animals, and the more variety an area has, the richer it is in biodiversity.*

This definition was preferred because it:

- specifically references New Zealand's unique native plants and animals
- explains that variety is important
- explains that more variety means rich biodiversity, which is a good thing.

### 3.2 Biodiversity knowledge

Only 28% of the survey respondents said that they had a high level of knowledge on biodiversity, indicating a relatively low level of declared knowledge overall (Figure 8).



Question: q7a, The variety of plants, animals (including insects) in New Zealand is called biodiversity. How much would you say you know about biodiversity in New Zealand?  
Base: All respondents (n=3,837).

Figure 8. Survey respondents' declared knowledge of biodiversity (n = 3,837).

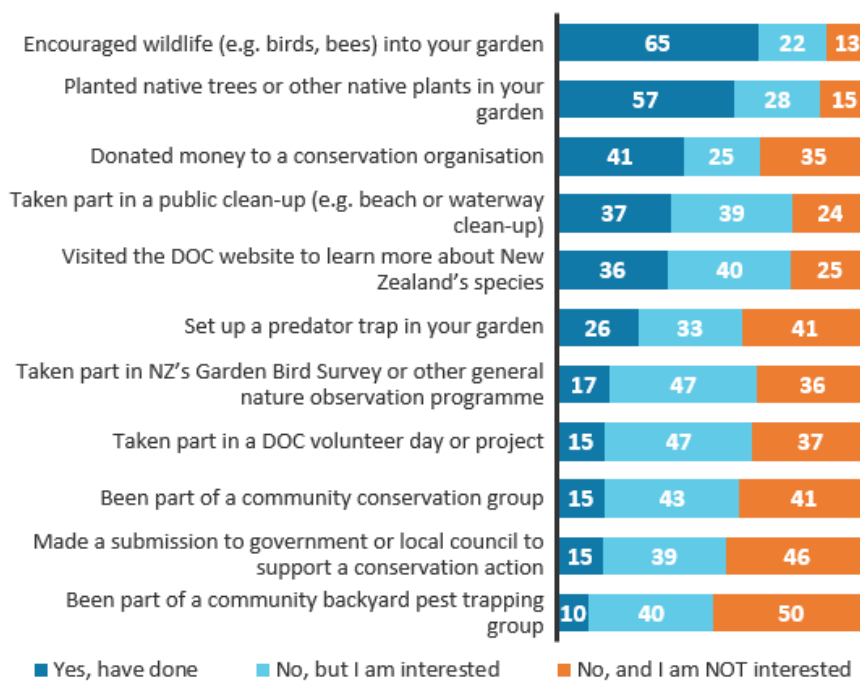
Approximately two-fifths (42%) of the survey respondents rated the current state of New Zealand's biodiversity as 'good', but a similar number (46%) gave a neutral or unsure response. When the decline in biodiversity was explained, 37% said that they believed they could personally help stop the decline, 29% were unsure and 33% said they could not help.

Among those respondents who claimed a high knowledge of biodiversity, 65% considered the state of biodiversity to be good and 54% thought they could help stop its decline. These are much higher than the respective values for those with a lower level of declared knowledge.

### 3.3 Current biodiversity actions

Survey respondents were asked what actions they had taken to help biodiversity. Two-thirds (65%) stated that they had encouraged wildlife into their gardens, while 22% were interested in doing this, and 13% said that they had planted native trees and plants in their gardens, while 28% were interested in doing this (Figure 9). In addition, 41% of the survey respondents said that they had donated money to a conservation organisation and 25% said that they were interested in taking part in a DOC volunteer day or project.

*“I will go fishing at the lake and I will pull the boat in and walk down and cast the line and pick up rubbish and put it in my pack. I pick up lots of rubbish.”*  
(Queenstown, general public, male).



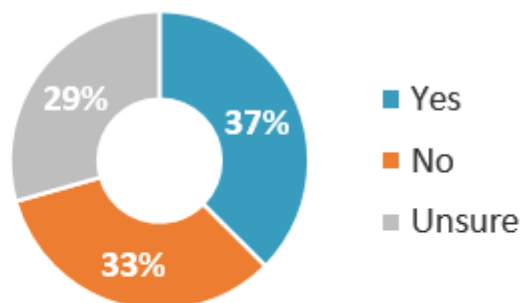
Question: q7e, Have you ever done any of the following? (%)  
Base: All respondents (n=3,837).

Figure 9. Actions taken by survey respondents to help biodiversity (n = 3,837).

Further analysis showed that encouraging wildlife, planting natives and setting predator traps in gardens were closely related to volunteering for DOC, taking part in public clean-ups and donating to conservation.

### 3.4 Promoting biodiversity action

In total, 37% of the survey respondents believed that they could help stop the decline in New Zealand’s biodiversity (Figure 10).



Question: q7c, As you may be aware, New Zealand’s biodiversity is in decline, with over 500 species seriously threatened. Do you believe that you can personally help stop this decline?  
Base: All respondents (n=3,837).

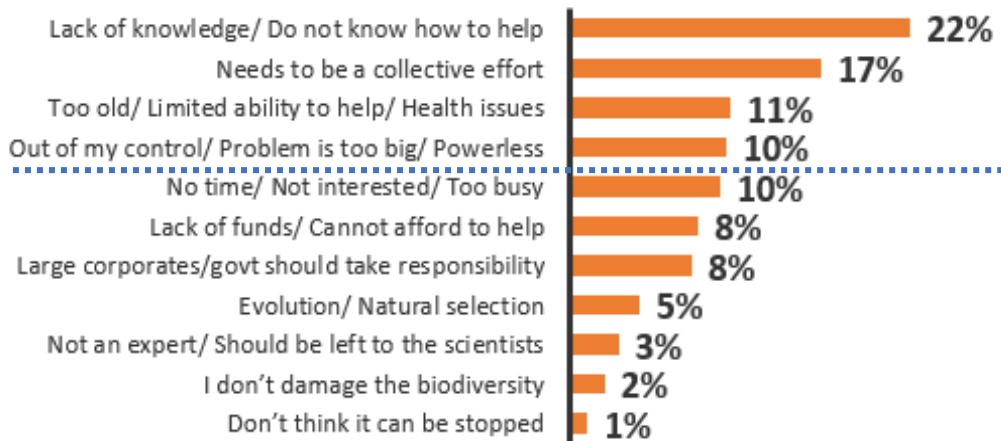
Figure 10. Survey respondents’ opinions about whether they could help stop the decline in New Zealand’s biodiversity (n = 3,837).

In the qualitative research, some respondents claimed that they would do their bit and take biodiversity action, while others saw this as an obligation and were cautious of over-committing. Further analysis showed that respondents who rated the condition of New Zealand’s waters, the state of biodiversity and the natural environment positively were more likely to be engaged in conservation activities.

*“I love the idea of it, it would be great to get back to something where there wasn’t huge paddocks of gorse and possums ... we can reduce some noxious weeds. I think that it is a worthwhile endeavour.”  
(Auckland, general public, male)*

### 3.5 Barriers to taking action

Survey respondents who believed they could not help to stop the decline in New Zealand’s biodiversity (33%) were asked why they held this view. Reasons given included a lack of knowledge about how to help (22%); the need for a collective effort to stop the decline in biodiversity (17%); a limited ability to help due to age and health issues (11%); and a feeling of powerlessness, with the problem of biodiversity decline being too overwhelming (10%) (Figure 11).



Question: Why don't you believe you can help?

Base: q7d, Respondents who do not believe they can help stop the decline (n=1,277). Note: Multiple response question.

Figure 11. Survey respondents’ reasons for believing they could not help stop the decline in New Zealand’s biodiversity (n = 1,277).

The qualitative research also showed that some New Zealanders feel helpless – they have read about the environmental decline and assume that it is too late or too big to reverse – while others feel that they should do more but do not want to be pressured or made to feel guilty.

*“People are there fighting for it (biodiversity) and it is good that they are doing it but to tell you the truth it has nothing to do with how I live my everyday life.”*  
(Auckland, general public, male)

### 3.6 Messaging to encourage action

In total, 73% of survey respondents said that they were encouraged to take action by the message, ‘If we all take some small actions, we can preserve what makes NZ unique for future generations’, while 71% were encouraged by the message, ‘We are all part of our local environment – and what we do, does make a difference’ (Figure 12). Survey respondents were also encouraged to take action by the messages, ‘Many plants and animals unique to NZ are facing extinction’ and ‘If we don’t preserve these places, it will threaten NZ’s economy and future prosperity’.

*“I think we need education. I think we need to be educated that it’s very important. Because at the moment we are being educated that rubbish is important and we are going bagless and plastic is no good. I think that we need to be educated that biodiversity is good and we need to be taught as a nation how to look after it.”*

*(Christchurch, older people, female)*



Question: q8b, To what extent do the following statements encourage you to take action to protect New Zealand's outdoor recreational places? (%)  
Base: All respondents (n=3,837).

Figure 12. Percentage of survey respondents who were encouraged to take action to protect New Zealand’s outdoor recreational places by various messages (n = 3,837).

### 3.7 Key implications

- The research findings revealed that while many New Zealanders are willing to take biodiversity and conservation actions, they are unsure how to. This highlights the opportunity for DOC to help New Zealanders become active protectors and restorers of nature by connecting and communicating with them on environmental, biodiversity and conservation issues and providing guidelines on easy ways to contribute.
- New Zealanders with a higher knowledge of biodiversity were more likely to believe that they could take action, underscoring the need to connect New Zealanders with biodiversity. To achieve this, biodiversity issues should be explained in simple terms to help people understand the impacts, implications and consequences (what is happening, what is causing this and what will continue to happen) if no action is taken.
- Some respondents did not understand what biodiversity loss means in practice, which is concerning given the accelerating decline in biodiversity. Therefore, it is crucial that DOC helps New Zealanders to understand why biodiversity is important and how it affects their lives and lifestyles (both now and for future generations) to encourage them to take biodiversity action. One way of doing this may be to select and promote biodiversity actions that fit with different ages, lifestyles and regions, so that taking action takes minimal time, effort and planning and can easily become a part of people's everyday or routine activities. Encouraging New Zealanders to actively support biodiversity will likely involve taking small steps – for example, planting native trees and shrubs, donating time, talking to friends, writing submissions, visiting the DOC website, and following DOC on social media.
- Messaging needs to be relevant, meaningful, motivating and clear to encourage an interest in biodiversity. To achieve this, it should:
  - focus on species the public knows and sees, so that deeper connections are made
  - highlight nationally obvious areas of biodiversity decline so that all regions can see the relevance
  - include a balanced mix of good and bad news stories to inspire hope among those who are interested and concerned – there is recognition that while it is not possible to turn back the clock, it is possible to preserve and even enhance what we have now, so maintaining the current state of biodiversity may be seen as an achievable first step
  - show the ways in which New Zealanders are actively and successfully taking biodiversity and conservation actions in a range of environments, as messaging around collective effort appeared to be particularly motivating and has the potential to connect and encourage people
  - be simple, clear and diverse so the information is easily accessible and relates to all New Zealanders.



## 4. Relationship between New Zealanders' needs and motivations and their perceptions of biodiversity and conservation

### 4.1 Customer segments

People's needs, motivations and behaviours are complex. Therefore, DOC's Strategy & Insights team and UMR used the information obtained from the eight focus groups and quantitative survey to develop a needs and motivations model. This was then used to identify six customer segments to help make sense of the differences among New Zealanders in their participation in the outdoors (Figure 13). The development of this model and characteristics of the resulting segments are explained more fully in the first part of this research, *New Zealanders in the outdoors*.<sup>4</sup>

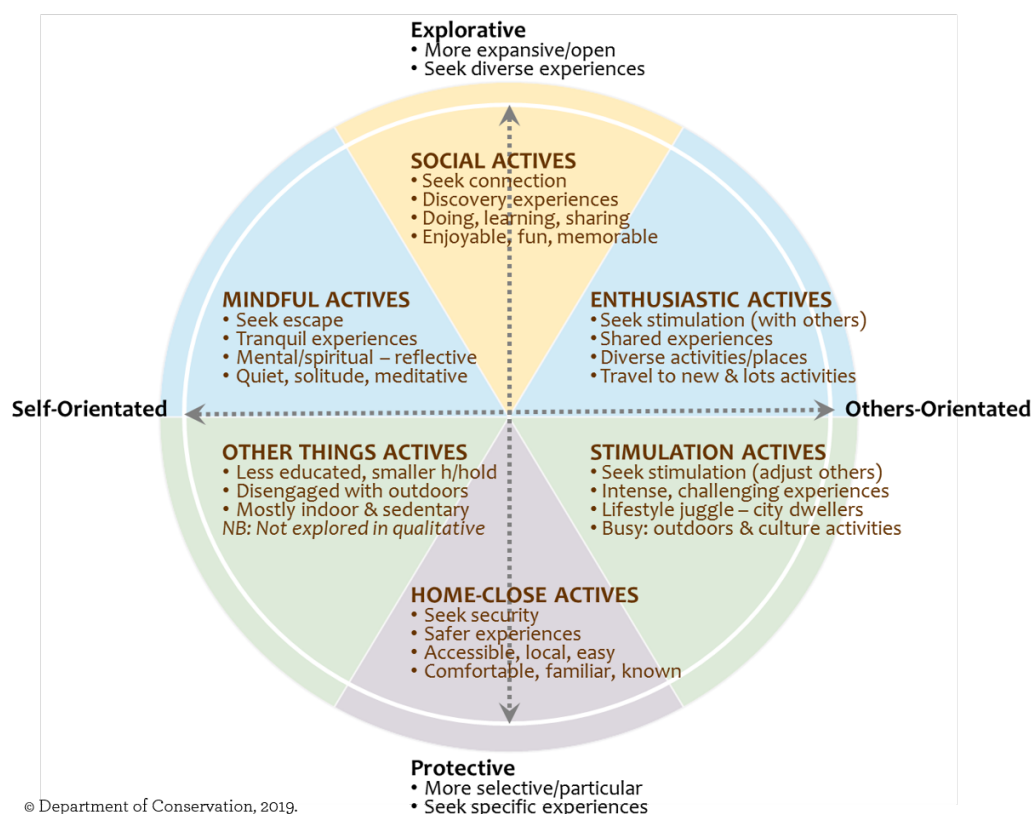


Figure 13. Needs and motivation model showing the six key customer segments identified (taken from *New Zealanders in the outdoors*).

This needs and motivations model is utilised here to provide insight into the research findings on biodiversity and conservation. It should be noted that people do not

<sup>4</sup> [www.doc.govt.nz/globalassets/documents/about-doc/role/visitor-research/new-zealanders-in-the-outdoors.pdf](http://www.doc.govt.nz/globalassets/documents/about-doc/role/visitor-research/new-zealanders-in-the-outdoors.pdf)

necessarily share every characteristic of the segment they are in, and while people will mostly belong to one segment, they may shift into others in different situations – for example, Stimulation Actives may migrate into the territory of Enthusiastic Actives when participating in shared activities with extended family members. Thus, the model and segments are dynamic.

## 4.2 Biodiversity and conservation views by segment

New Zealanders were found to have quite divergent perspectives and attitudes towards biodiversity and conservation actions (Figure 14). Overall, Mindful, Social and Enthusiastic Actives are more open and willing to take action than the other segments, but there is also variation among these groups – for example, Social Actives believe that biodiversity is in a very good state and have a strong interest in taking biodiversity action but do not follow through with this, while Mindful Actives consider biodiversity to be in a poor state but are very likely to take action. This suggests that a one-size-fits-all approach will not be effective for engaging all (or most) New Zealanders in supporting and taking biodiversity and conservation actions.

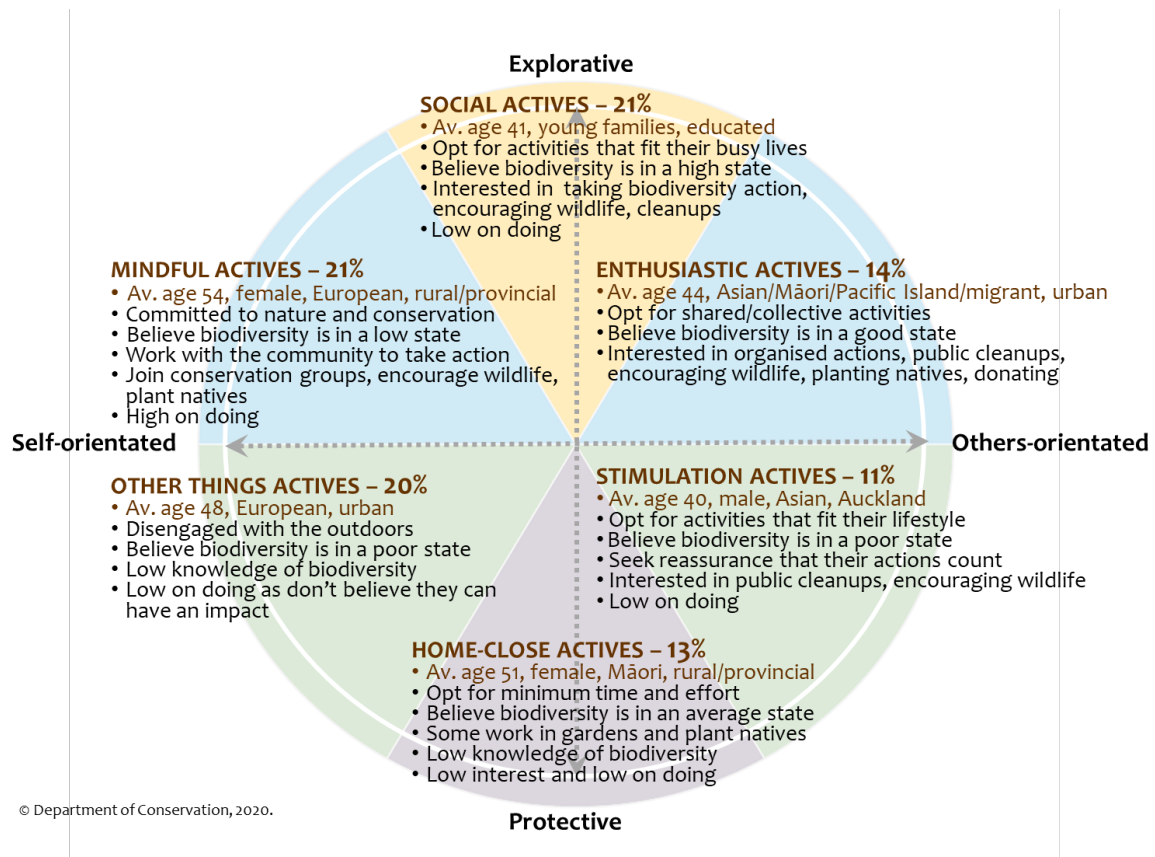


Figure 14. Needs and motivation model showing the profiles of the segments from a biodiversity and conservation perspective.

Each segment is looked at in more detail below.

#### 4.2.1 Mindful Actives

A summary of the biodiversity and conservation views and actions of Mindful Actives is provided in Figure 15.

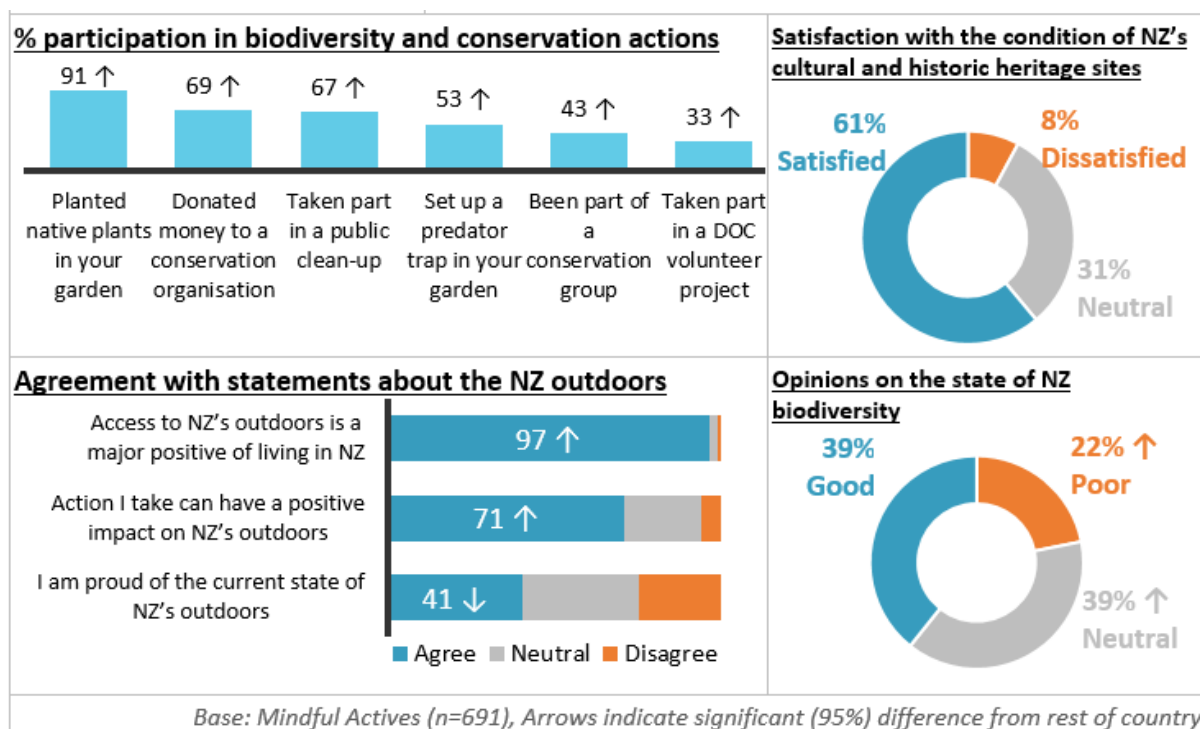


Figure 15. Summary of the biodiversity and conservation views and actions of Mindful Actives (n = 691).

#### *Biodiversity and conservation views*

Compared with the other segments, Mindful Actives:

- are more likely to declare a higher than average level of knowledge on biodiversity
- are more likely to rate the state of biodiversity as 'neutral' or 'poor'
- are more likely to agree that pest plant and animal species are a conservation problem and the benefits of pest control outweigh the risks
- have an average level of satisfaction with cultural and historic heritage sites
- are less satisfied with marine reserves, rivers, lakes and waterways.

*“I was up there (fire damaged area) a few weeks ago and thrilled to see a whole lot of planting happening. The little reserve I walked through the other day in Cashmere it was fantastic to see the planting because there had been word to take that reserve out of there and the public just went ‘no’. I signed the petition as well not to remove that.”*  
(Jayne, Mindful Active)

## Biodiversity and conservation actions

Mindful Actives:

- believe they can help stop the decline of New Zealand’s biodiversity
- take biodiversity actions, such as joining conservation groups or planting native species
- are interested in doing more biodiversity actions but are less likely to be interested in setting predator traps or being part of a community backyard pest-trapping group than other segments.

### 4.2.2 Social Actives

A summary of the biodiversity and conservation views and actions of Social Actives is provided in Figure 16.

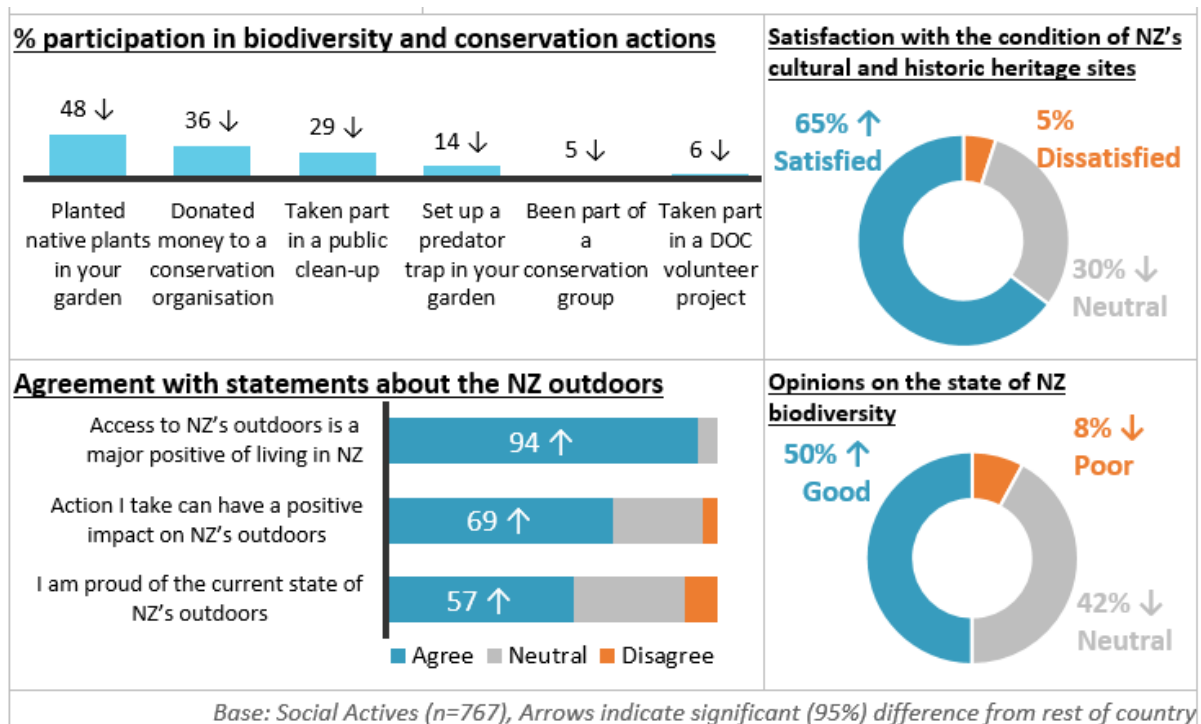


Figure 16. Summary of the biodiversity and conservation views and actions of Social Actives (n = 767).

### ***Biodiversity and conservation views***

Compared with the other segments, Social Actives:

- are more likely to declare a lower level of knowledge on biodiversity
- are more likely to rate the state of biodiversity and the natural environment as ‘good’
- are more likely to agree that they can make a difference to help stop the decline in biodiversity
- have a higher satisfaction with the current condition of cultural and historic heritage sites.

*“I can imagine if some of my friends were like we are all volunteering to go with DOC and do a bait drop or something and it is going to be a tramp that will take x-amount of hours I would probably be like Yes I will get on board with that. Again it is social ...”*  
(Sam, Social Active)

### ***Biodiversity and conservation actions***

Social Actives:

- are more likely than other segments to say that they will act to improve the New Zealand outdoors
- are more likely than other segments to agree that they can have a positive impact
- are interested in doing more for biodiversity – for example, they encourage wildlife into gardens and take part in public clean-ups
- need activities to be part of their everyday routine (eg while walking the dog or taking the children to/from school), as they tend to be busy young families that are time-poor.

### 4.2.3 Enthusiastic Actives

A summary of the biodiversity and conservation views and actions of Enthusiastic Actives is provided in Figure 17.

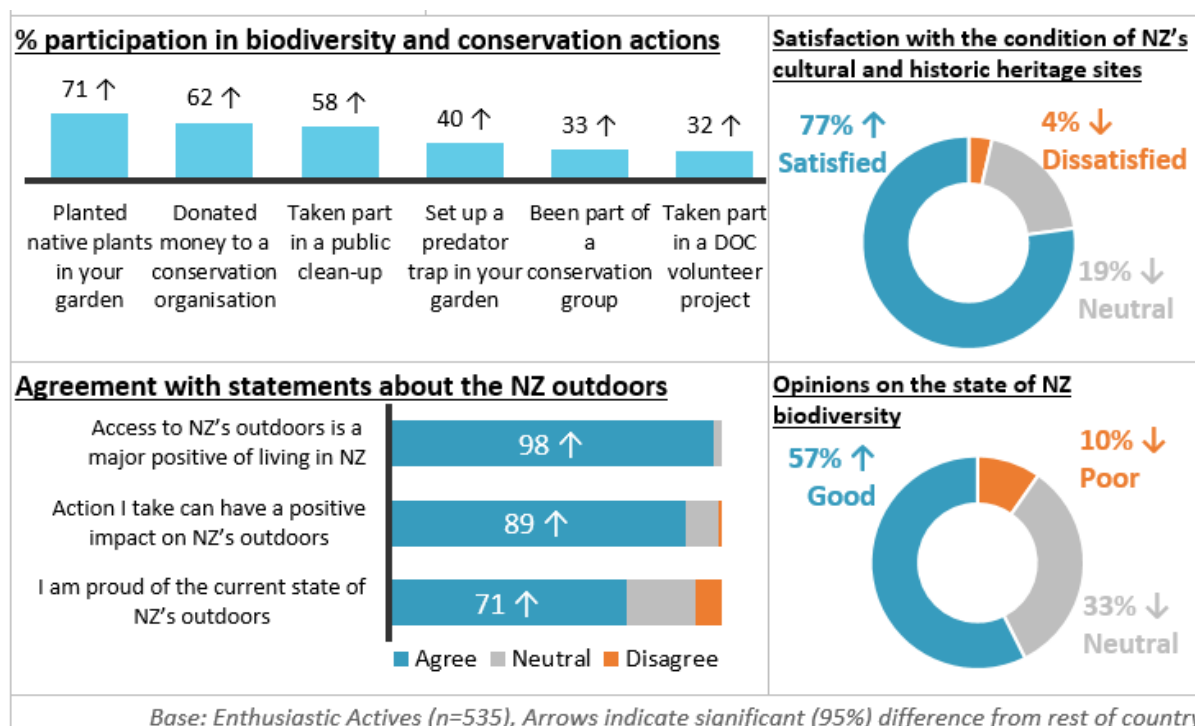


Figure 17. Summary of the biodiversity and conservation views and actions of Enthusiastic Actives (n = 535).

#### *Biodiversity and conservation views*

Compared with the other segments, Enthusiastic Actives:

- are more likely to declare a high level of knowledge on biodiversity
- are more likely to rate the state of biodiversity and the natural environment as 'good'
- have an average satisfaction with the condition of cultural and historic heritage sites
- are more likely to agree that conservation is an important issue
- are more likely to agree that they can help stop the decline of threatened species.

*“I don't put aside a day to pick up rubbish or clear drains ... No, just when I am out there doing my paper run if I see the cans, I will pick them up. It's money for the person doing it, but it's also keeping the community as clean as possible.”*  
(Henry, Enthusiastic Active)

## Biodiversity and conservation actions

Enthusiastic Actives:

- prefer biodiversity activities that have a social or collective element and are sponsored and funded by local community organisations (eg schools, businesses, councils)
- are the most likely segment to donate to conservation, take part in public clean-ups (eg beaches or waterways) and volunteer for DOC.

### 4.2.4 Stimulation Actives

A summary of the biodiversity and conservation views and actions of Stimulation Actives is provided in Figure 18.

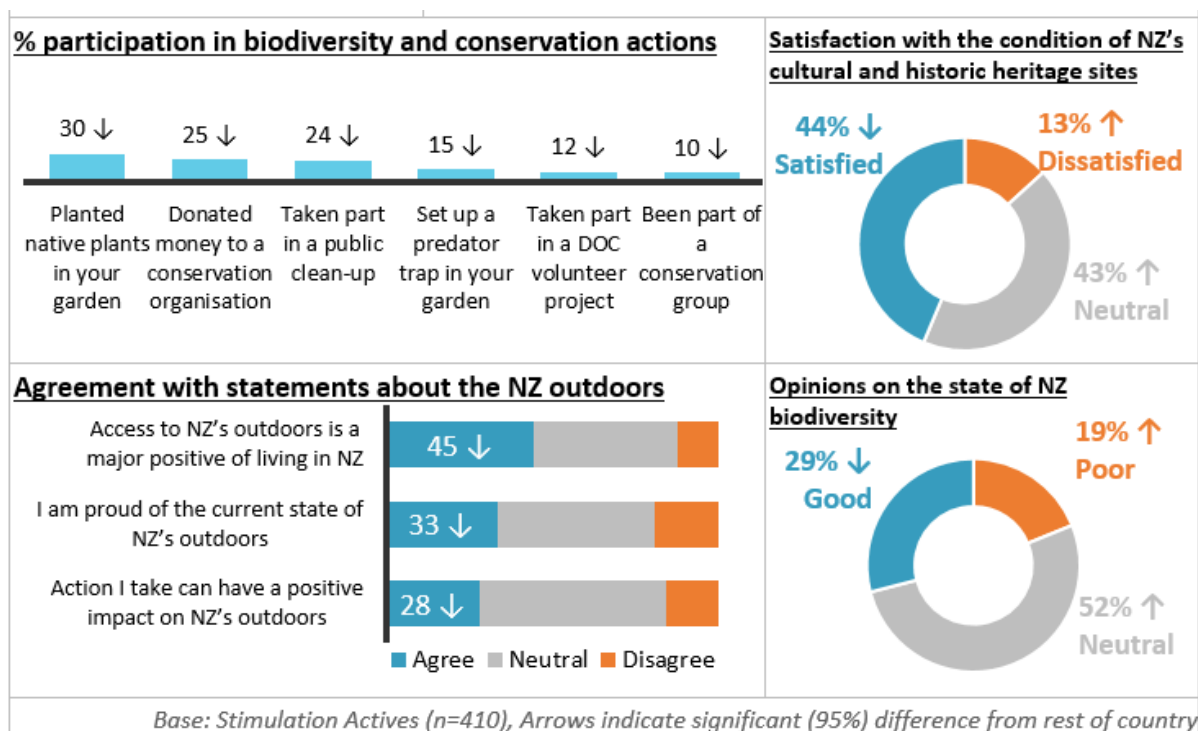


Figure 18. Summary of the biodiversity and conservation views and actions of Stimulation Actives (n = 410).



### ***Biodiversity and conservation views***

Compared with the other segments, Stimulation Actives:

- are more likely to rate the state of biodiversity as 'neutral' or 'poor' as they are more likely to have seen its decline during their outdoor activities
- have a neutral view of the condition of the New Zealand outdoors (eg the environment and cultural and historic heritage sites)
- are less likely to have their expectations of the New Zealand outdoors met.

*“I am quite aware of recycling and waste management ... although dairy is great for the economy, there needs to be some payback and some balance. They are paying attention to it now and replanting natural trees and trying to regenerate the ecosystem.”*  
(Sebastian, Stimulation Active)

### ***Biodiversity and conservation actions***

Stimulation Actives:

- are interested but not necessarily engaged in biodiversity or conservation actions
- are less likely to agree that they can have a positive impact and so need reassurance about this
- may be open to biodiversity actions that fit more seamlessly into their current activities/lifestyle
- will encourage wildlife and public clean-ups.

#### 4.2.5 Home-Close Actives

A summary of the biodiversity and conservation views and actions of Home-Close Actives is provided in Figure 19.

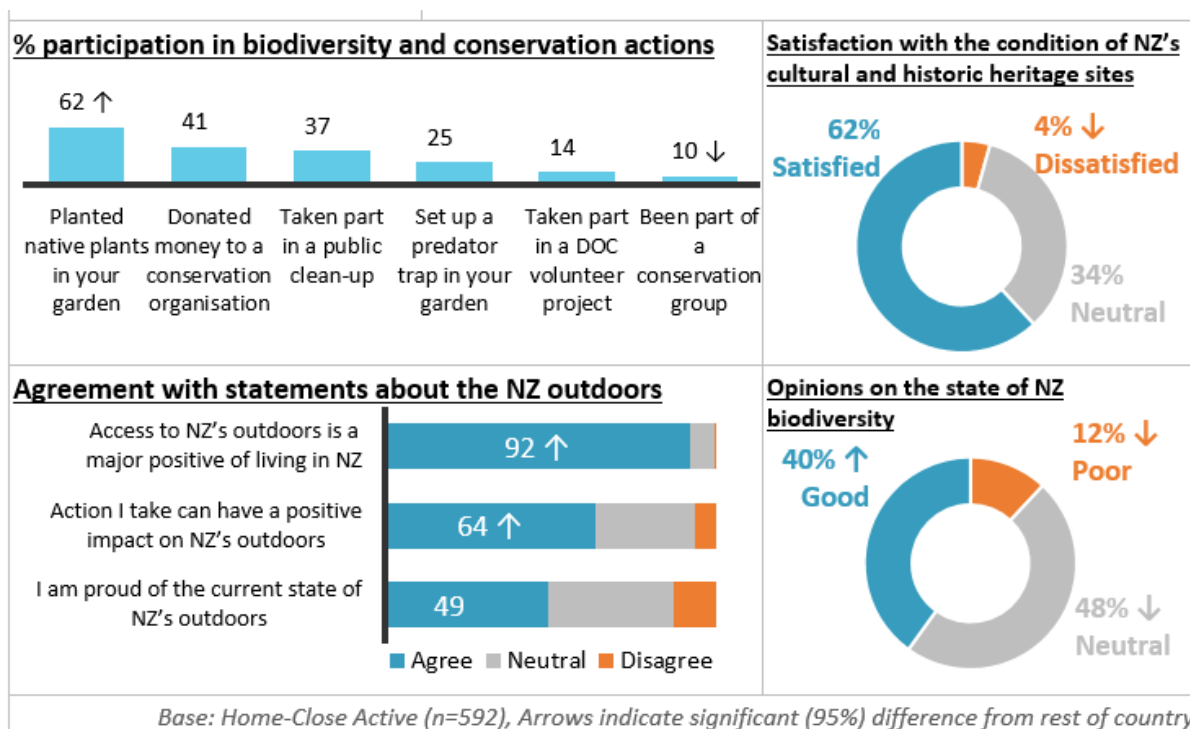


Figure 19. Summary of the biodiversity and conservation views and actions of Home-Close Actives (n = 592).

#### Biodiversity and conservation views

Compared with the other segments, Home-Close Actives:

- are more likely to declare a low level of knowledge on biodiversity
- are more likely to rate the state of biodiversity as 'good'
- tend to have a neutral view of the New Zealand outdoors
- have an average satisfaction with the condition of the New Zealand outdoors and cultural and historic heritage sites
- are more likely to consider preservation of the outdoors as being important
- are less sure if they can help stop the decline of threatened species.

*"I am not sold on the whole climate change thing yet. I try and keep my personal pollution to an absolute minimum. We recycle, the rubbish stays in the car. Low level stuff but it has an effect."*  
(Steve, Home-Close Active)

## Biodiversity and conservation actions

Home-Close Actives:

- take fewer actions to improve the New Zealand outdoors and conserve biodiversity
- take biodiversity actions in their own gardens but do not wish to take actions involving too much time or physical effort (eg joining groups).

### 4.2.6 Other Things Actives

A summary of the biodiversity and conservation views and actions of Other Things Actives is provided in Figure 20.

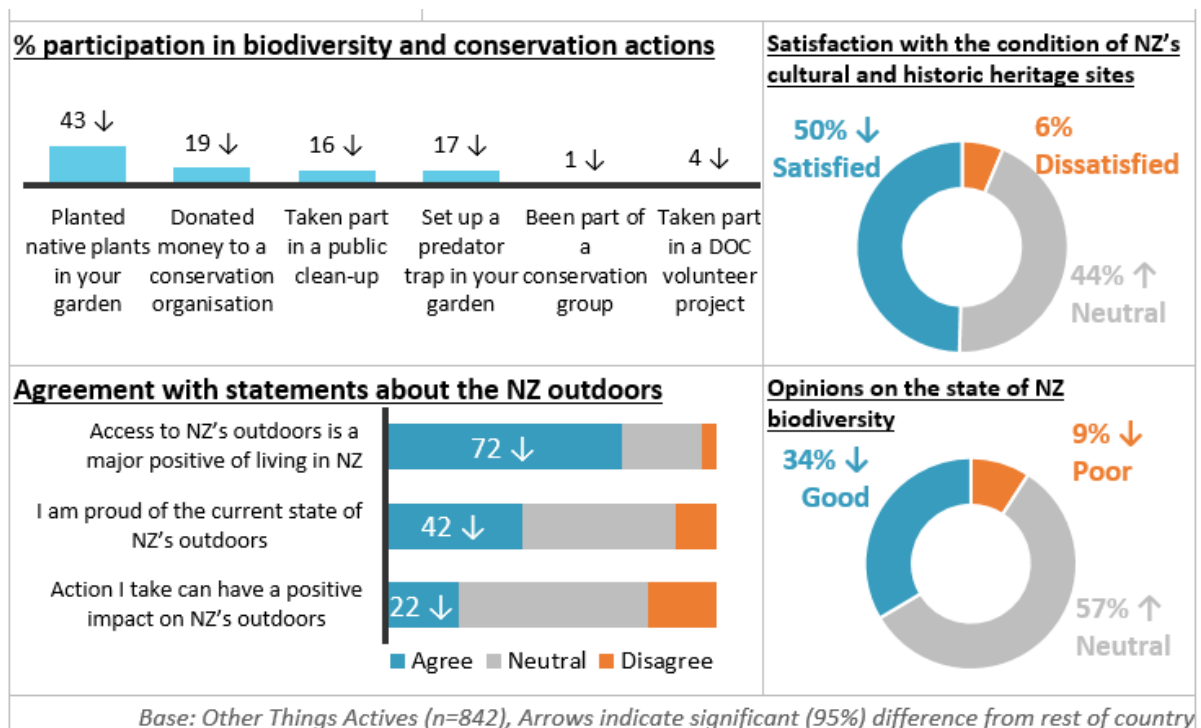


Figure 20. Summary of the biodiversity and conservation views and actions of Other Things Actives (n = 842).

### ***Biodiversity and conservation views***

Compared with the other segments, Other Things Actives:

- have a neutral view of the New Zealand outdoors – they are neither satisfied nor dissatisfied, likely because they are less exposed to the outdoors
- are more likely to declare a low level of knowledge on biodiversity
- are more likely to rate the state of biodiversity as ‘neutral’
- are less likely to agree that they can stop the decline of threatened species
- need to be persuaded that their efforts can make a difference and require guidance to complete simple actions.

*“I am concerned that we will manage to destroy the environment. Where we cannot lead happy and safe lives because we will have highly polluted ground water and that is what we drink ... It is a lot easier when you have a vote, in terms of Environment Canterbury we have only had one in 15 years. It is very hard to do anything about it.”*  
(Dean, Other Things Active)

### ***Biodiversity and conservation actions***

Other Things Actives:

- are less likely to take action to improve the outdoors or biodiversity but have a sense of civic responsibility and take actions to reduce their impact – therefore, simple actions that fit with their lifestyle might work (eg garden-related or home-based activities).

#### **4.2.7 Differences between the segments**

The main differences between the segments are shown in Figure 21 and can be summarised as follows.

- **Mindful Actives** are very active in and value the outdoors. They believe that they can make changes by taking biodiversity action.
- **Social Actives** are more positive about the state of New Zealand’s natural environment. However, their life stage (young families) tends to limit their time and ability to take biodiversity action.
- **Enthusiastic Actives** are enthusiastic about everything and so tend to be the most positive across all measures except biodiversity action, for which they rank second after Mindful Actives.
- **Stimulation Actives** are very active in the outdoors but rank low on other measures. They tend to be sceptical about making change.
- **Home-Close Actives** are less active in the outdoors but positive about the state of New Zealand’s natural environment and biodiversity action – likely due to many of them being active gardeners.

- **Other Things Actives** are the least active segment in the outdoors and are low on most measures except rating New Zealand’s environment positively, possibly because they are less engaged with the outdoors.

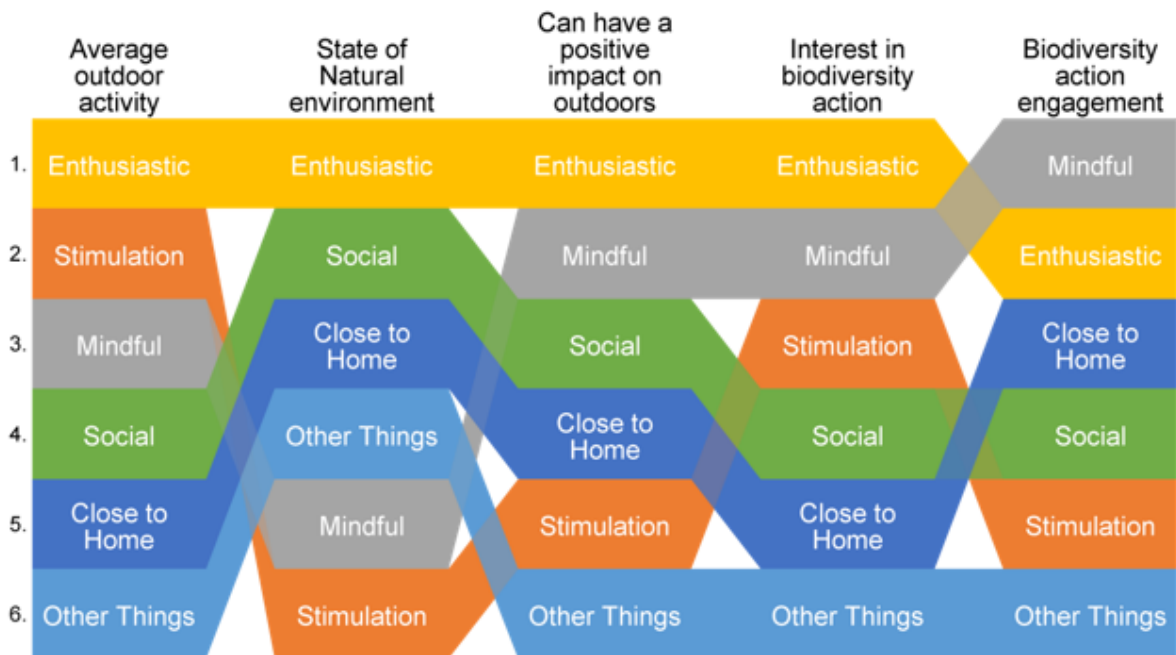
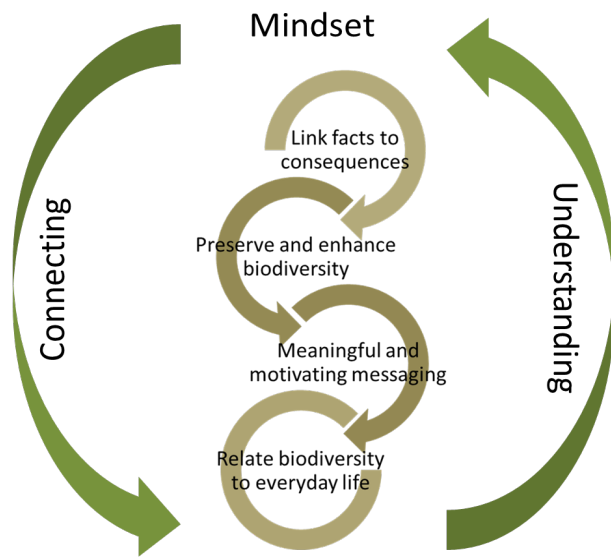


Figure 21. Rankings of the segments according to their perspectives on the environment, biodiversity and conservation.

### 4.3 Key implications

- The six customer segments have divergent perspectives on biodiversity and conservation in New Zealand. However, there is some commonality between Mindful, Social and Enthusiastic Actives (representing 56% of New Zealanders), all of whom are more likely to take biodiversity and conservation actions. This highlights an opportunity for DOC and external stakeholders to develop activities that make it easier for these segments to contribute.
- Among the remaining 44% of New Zealanders, Stimulation Actives are interested in biodiversity and conservation but are not convinced they can make an impact; Other Things Actives have a sense of civic responsibility, but this has not translated to the outdoors; and Home-Close Actives are keen gardeners but have a low interest in taking action. Therefore, more insight into the barriers facing these segments is needed to develop new ways to engage them.
- There is a limited understanding of what biodiversity is, the state of the environment and what actions people can take to improve both of these (see section 3, *Perceptions of biodiversity*). Therefore, simple communications that work across all six segments could improve people's awareness and engagement in taking positive action.
- A deeper analysis of each of the six segments shows that they are suited to different types of activities. Thus, it may be possible to develop a choice set of biodiversity and conservation activities for New Zealanders. For example, biodiversity actions could be developed so that:
  - Mindful Actives could take action at the start of a short walking track and in a way that encourages them to share their knowledge with others
  - Social Actives could take action while spending time with their young families
  - Enthusiastic Actives could easily take action as a group by linking it to local community activities and emphasising the collective benefit
  - Stimulation Actives could take action as a group and see the benefit they bring through small steps
  - Home-Close Actives could take action at home or in their community as part of their everyday lives, building on their current efforts
  - Other Things Actives could take action at home or in their community as part of their everyday lives, highlighting the impact that biodiversity loss will have on them personally.



Connecting New Zealanders through positive messaging has the potential to encourage action. This diagram provides an overview of how DOC could support New Zealanders' understanding by linking the quality of their lives and lifestyles with the richness, loss and impact of biodiversity.