

# SURVEY OF NEW ZEALANDERS

PREPARED FOR THE DEPARTMENT OF CONSERVATION

JUNE 2013



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# BACKGROUND



## BACKGROUND

This report has been prepared for the Department of Conservation (DOC).

Since 2011 the Department of Conservation has undertaken a yearly national survey of New Zealanders about their attitudes towards, understanding of, and participation in, conservation activities.

The annual survey replaces a range of independent general public surveys undertaken by DOC. DOC's information needs have been consolidated into one survey for increased efficiency.

## OBJECTIVES

There are three key objectives of this research:

1. To provide national population- based recreation and historic demand information to inform conservancy and national level planning, monitoring and reporting.
2. To provide national population- based conservation attitude and behaviour information to inform national level marketing planning.
3. To provide national population- based natural heritage social indicator information for monitoring purposes.

## OVERVIEW OF THE METHOD AND SAMPLE

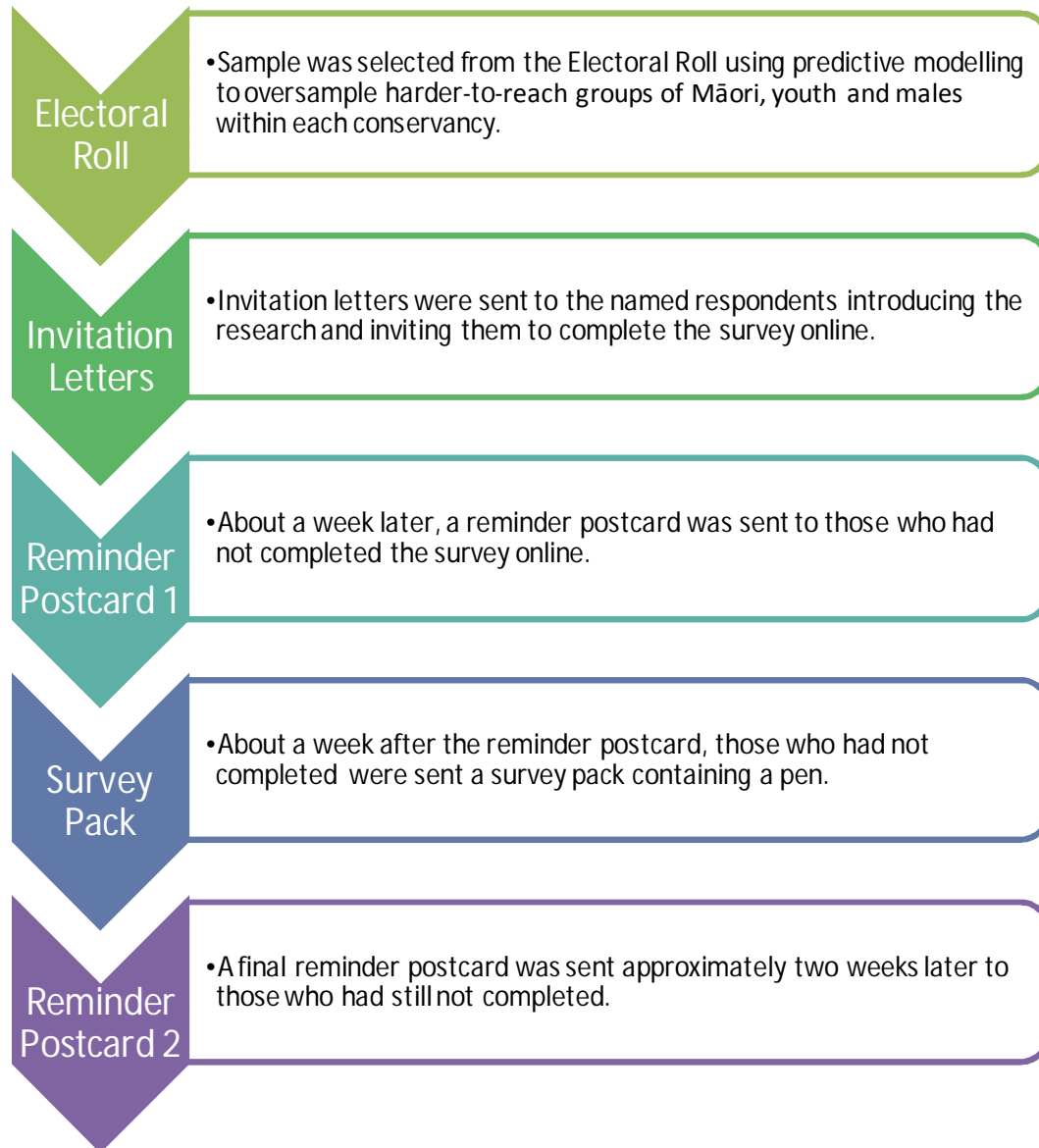
Previous National Surveys were carried out using a combination of Computer Assisted Telephone Interviewing (CATI) and online surveying. Due to the relatively expensive nature of CATI, the Department of Conservation chose a sequential mixed methodology.

Respondents were sent a letter in the mail inviting them to complete the survey online. A week later, those who had not yet completed online were sent a reminder postcard. A further week later all respondents who had still not completed their survey were sent a hard copy questionnaire to complete. This ensured that those who did not have internet access were still able to participate, while encouraging respondents to complete online (the most cost effective method). Another two weeks after that a final postcard was sent to those who had not completed online or returned a hard copy.

Sampling was taken from the Electoral Roll as in previous surveys. However, as respondents are not telematched, all those on the roll were eligible for selection (as opposed to the approximately 40% who have a successful phone match in the previous measures' CATI methodology).

Fieldwork took place between 23 April, when the first invitation letters were sent, and 2 June 2013 when the survey closed.

An overview of the 2013 survey methodology is shown below:



Full details of the survey methodology can be found in the methodology report.

## RESPONSE TO THE SURVEY

Completed questionnaires were received from 5014 respondents. Sixty one percent of surveys were completed online and 39% were completed by hard copy.

The response rate for the survey was 46%. The average length of the online survey was 25 minutes.

The number received from each conservancy is identified below:

Conservancy	Sample Target	Sample Achieved	Maximum margin of error (95% level of confidence)
Northland	270	389	±5.0%
Auckland	784	684	±3.8%
Waikato	319	338	±5.4%
East Coast Bay of Plenty	275	357	±5.2%
Tongariro / Whanganui / Taranaki	270	358	±5.2%
Wellington / Hawkes Bay	710	820	±3.4%
Nelson / Marlborough	270	408	±4.9%
West Coast	270	375	±5.1%
Canterbury	492	494	±4.4%
Otago	270	399	±4.9%
Southland	270	392	±5.0%
<b>Total</b>	<b>4,200</b>	<b>5,014</b>	<b>±1.4%</b>

## 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.
- A small number of respondents who completed the survey in hard copy skipped over one or more questions they were meant to answer. Therefore, the number of respondents who answered each question varies slightly. For each question, the number providing an answer to that question forms the base for analysis rather than the total sample of n=5014.

### Significant differences

- Differences reported are significant at the 95% confidence level.
- When comparing results from the latest measure with results in 2012, statistically significant differences are highlighted using a green or red circle. Differences highlighted with green are identified as positive shifts, while those highlighted with red are negative shifts in the results.

### Comparing results over time

- Changing from a CATI methodology to an online and self-completion methodology means the time series of the survey has been broken. This means that the results from this measure cannot be compared directly with the results from previous measures, as changes in the results may be due to the methodology changing rather than being a change in result overtime.
- It was decided that the benefits of the new methodology (a higher quality sampling frame and lower cost) were worth a break in time series and that a new time series will be created from hereon.
- When changing the questionnaire to a format suitable for the SMM methodology, extreme care was taken to ensure results are as comparable as possible to previous measures. However, to indicate the inevitable break in time series, we have changed the colour of trend lines or used blue for 2013 results, and added a dotted line between stacked bars results where the methodology has changed.

# EXECUTIVE SUMMARY





## INTRODUCTION

The following overview of the outcomes the Department of Conservation is working towards comes from information contained in the *Department of Conservation Annual Report (For the year ended 30 June 2012)*.

The Department of Conservation has an outcomes model which links their outcomes and intermediate outcomes to their vision. It shows the strategic approaches and drivers that underpin DOC's work.

Their outcome statement is as follows:

“ **New Zealanders gain environmental, social and economic benefits from healthy functioning ecosystems, from recreation opportunities, and from our living history.** ”

DOC works towards the outcome statement through five intermediate outcomes that express the results it seeks to achieve through its interventions. As shown below, the intermediate outcomes are:

1. The diversity of our natural heritage is maintained and restored.
2. Our history is protected and brought to life.
3. More people participate in recreation.
4. More people engage with conservation and value its benefits.
5. More business opportunities delivering increased economic prosperity and conservation gain.

### Intermediate outcomes



This summary presents results from the Survey of New Zealanders, using the five intermediate outcomes as a framework. It is important to note that many additional measures are used to monitor the progress of DOC's work towards these outcomes; the research provides the perspective of the New Zealand public in terms of their attitudes and actions in relation to conservation and conservation land.

## OVERALL RESULTS CONTRIBUTING TO DOC'S VISION

This first section covers results which do not fall specifically under any of the five intermediate outcomes, but are key indicators. It reports how favourably or unfavourably people view DOC and why they feel this way. It also reports the proportion who say they actively enjoy New Zealand's healthy environment, recreation opportunities and history.

### ATTITUDE TOWARDS DOC

Almost eight in ten (79%) New Zealanders have a favourable view of the Department of Conservation. This is a slight improvement when compared with recent measures (71% in 2012); however, the increase is partly due to the fact that more New Zealanders expressed an opinion (that is, the proportion who said they didn't know enough to have an opinion decreased significantly from 23% to 15%).

A quarter (24%) of those who feel favourable towards DOC indicate this is because their perception is that DOC is generally doing a good job, while 15% feel favourable because of the facilities and services DOC provides. Just over one in ten (13%) express appreciation for the important work carried out by DOC

The most prevalent explanations given by the small proportion (7%) of New Zealanders who have an unfavourable opinion of the Department of Conservation relate to pest control (such as using 1080 or destroying prize game animals, 11%), and perceived narrow thinking / dogmatic attitude (11%). Other mentions indicate some do not agree with the Department's focus or priorities.

### PROPORTION OF NEW ZEALANDERS ACTIVELY ENJOYING DOC'S WORK

Eight in ten (79%) New Zealanders state that they actively enjoy New Zealand's healthy environment, recreation opportunities and history. This is consistent with previous results.

## INTERMEDIARY OUTCOME 1

### THE DIVERSITY OF OUR NATURAL HERITAGE IS MAINTAINED AND RESTORED

Questions were included to measure the general public's understanding of the threat posed by different species and their attitudes towards different methods of pest control.

#### SPECIES IDENTIFIED AS THREATS

The species most readily identified as major threats to New Zealand's native plants, birds, animals or natural environments are possums (89%), rats (87%), stoats (85%) and wild/feral cats (82%).

Domestic cats and deer are considered to be less of a threat, although over a third (36%) feels that deer are a serious threat, and over four in ten (42%) feel domestic cats are a serious threat.

Almost two in ten New Zealanders are unsure as to whether didymo and introduced freshwater fish are a threat to New Zealand or not.

## ATTITUDES TO METHODS OF PEST CONTROL

There are a number of ways in which species considered pests can be controlled. New Zealanders have firm views about various approaches, in terms of which methods they are comfortable being used and which they are not.

The majority has no concerns, or is reasonably comfortable, with trapping (90%), hunting (89%) and poison bait laid by hand (77%) being used to control pests.

On the other hand, less than a third are comfortable with the use of biological control through viruses or other infectious agents (31%) and poison bait spread by aircraft (34%).

## INTERMEDIARY OUTCOME 2

### OUR HISTORY IS PROTECTED AND BROUGHT TO LIFE

A number of indicators are included in the Survey of New Zealanders in relation to how New Zealand's history is being protected and brought to life, including:

- Awareness among New Zealanders that DOC administers historic sites on conservation land.
- The proportion of New Zealanders who indicate they have visited a historic site in the past 12 months.
- Satisfaction with the site visited most recently among those who have visited a historic site in the past 12 months.
- What New Zealanders believe should be the future priorities for DOC to focus on in terms of the types of historic sites, and the themes of historic and cultural heritage work.

### AWARENESS THAT DOC ADMINISTERS HISTORIC SITES

Six in ten (61%) New Zealanders are aware that DOC administers historic sites on conservation land. This is consistent with previous years.

### PROPORTION VISITING HISTORIC SITES AND THE SATISFACTION WITH THE HERITAGE EXPERIENCE

When shown a list of the sites that DOC administers, almost half (47%) indicate that they have been to at least one of these sites in the past 12 months. Three quarters (75%) of those who have visited a historic site are satisfied with the heritage experience they had at the site they visited most recently.

### FUTURE FOCUS FOR DOC

New Zealanders have strong opinions about the types of historic sites they believe DOC should focus on going forward. Nine in ten (90%) feel it is very important for DOC to focus on nature conservation sites (such as animal control huts and off-shore islands), while 86% believe it is important to focus on tourism and recreation sites (such as tramping huts and baches).

In terms of the themes of historic and cultural heritage work, New Zealanders feel it is very important that DOC focuses on sites that provide the public with information or that are the focus of academic or scientific research (85%).

## INTERMEDIARY OUTCOME 3

### MORE PEOPLE PARTICIPATE IN RECREATION

DOC's aim is to have New Zealanders and international visitors enjoying nature-based activities on conservation land. A number of indicators were included in the Survey of New Zealanders to monitor this. They are as follows:

- Awareness among New Zealanders that DOC provides facilities and services for people doing outdoor recreation activities.
- The proportion of New Zealanders who indicate they have visited a recreational area administered by DOC in the past 12 months.
- Among those who have visited a DOC recreational area, respondents were asked what areas they have visited, what the main activity carried out on their most recent visit was, and how satisfied they were with the facilities at the area visited most recently.
- How often New Zealanders use DOC areas for recreation.
- Whether New Zealanders have walked one of the Great Walks, stayed at a DOC campsite, hut, lodge or house (in which they needed to pay fees) or been to a DOC Visitors Centre in the last three years. Those who had carried out one of these activities also rated their satisfaction with their most recent visit.
- The proportion of New Zealanders who would consider doing one of the activities above within the next three years and the extent to which perceptions of price acted as a barrier to undertaking these activities.

#### AWARENESS OF DOC RECREATION AREAS

Eight in ten (81%) New Zealanders are aware that DOC provides facilities and services for people doing outdoor recreation activities.

#### PROPORTION VISITING RECREATION AREAS AND THE SATISFACTION WITH THE AREAS

A high proportion of New Zealanders visit parks and places administered by DOC. In 2013 seven in ten (71%) say they have visited at least one DOC recreation area in the past 12 months. The main activities carried out are walking for a duration of less than three hours (25%) and sightseeing (24%).

Overall satisfaction with the parks and places administered by DOC is high with 78% rating their most recent experience 4 or 5 out of 5.

#### FREQUENCY OF USING DOC AREAS FOR RECREATION

Almost one in ten (8%) New Zealanders indicate they use DOC recreation areas once a month or more often, a quarter (27%) use these areas between once a month to once every six months, while a further quarter (29%) use DOC sites around once a year. The remaining third (36%) use DOC areas less often than once a year.

## USE OF, SATISFACTION WITH, AND FUTURE INTENTIONS OF USING DOC FACILITIES

In the last three years almost half (47%) indicate they have visited a DOC Visitors Centre, two in ten (20%) have stayed at a DOC campsite, some 15% have walked one of the great walks, and 13% have stayed at a DOC hut, lodge or house.

The majority (84%) of those who went to a Visitors Centre were satisfied with their most recent experience. Six in ten (60%) New Zealanders would consider visiting a centre in the next three years.

A similar proportion (81%) of those who have stayed at a DOC campsite were satisfied with their most recent stay. Four in ten (42%) New Zealanders indicate that they would consider staying at a campsite within the next three years. The majority (55%) have no perception of whether or not DOC campsites have reasonable pricing, but nearly all of those who express an opinion know feel campsites are provided at a reasonable price.

Nine in ten (89%) of those who have walked one of the great walks were satisfied with their experience. Half of New Zealanders (51%) indicate they would consider walking a great walk within the next three years. Again, perceived cost is not a barrier for those who would consider doing a walk (though 46% are not sure whether the price is reasonable or not).

The majority (84%) of those who have stayed at a hut, lodge or house in the last three years say they were satisfied with their stay. Almost nine in ten (88%) of those who have stayed at a hut, lodge or house feel the facility is provided at a reasonable price. Four in ten (41%) New Zealanders would consider staying at any of these places within the next three years.

## INTERMEDIARY OUTCOME 4

### MORE PEOPLE ENGAGE WITH CONSERVATION AND VALUE IT'S BENEFITS

The indicators for this intermediary outcome come from:

- What New Zealanders believe the personal benefits of conservation are.
- How important conservation is to New Zealanders, and how important it is relative to other issues (e.g. education, health).
- Level of agreement with a variety of statements about the importance of conservation.
- The proportion who have taken action specifically relating to a New Zealand conservation issue

### PERSONAL BENEFITS OF CONSERVATION

When asked to express in their own words what the main benefits of conservation are to them *personally*, almost all (95%) could mention at least one personal benefit. The most prominent themes to emerge from respondents are having green spaces to go to (22%), protecting plants and animals (21%), and protecting the natural environment for their own children (17%).

### IMPORTANCE OF CONSERVATION

When asked to indicate how important conservation was to them personally, over eight in ten (81%) gave a rating of 4 or 5 (with 5 being very important).

When put into perspective and asked how important conservation is relative to other issues such as education, health, law and order, over two in ten (22%) indicated that they believe it is somewhat more important or a lot more important. This is a slight increase from 16% in 2012.

To obtain a deeper understanding of whether and how personal perceptions are changing, respondents were asked how much they agree or disagree with a number of specific statements relating to conservation. Overall, results are very consistent with 2012 except that more New Zealanders agree in 2013 that they are keen to see more of their tax spent on conservation. This potentially may be a reaction to the media coverage around DOC budget cuts at the time of the survey.

A summary of the 2013 results is as follows:

- Over eight in ten (84%) say that conservation of New Zealand's natural environment is important to them
- Three quarters (76%) agree that spending money on conservation is a good investment in the prosperity and well being of all New Zealanders
- Almost three quarters (73%) agree that conservation should be considered in all key decisions about New Zealand's future
- Just over seven in ten (71%) encourage other people to care about and conserve natural resources
- Just over two thirds (67%) say that they think conservation is at the heart of what it means to be a New Zealander
- Two thirds (64%) agree that conservation is important in their lives
- Just over half (55%) say they are keen to see more of their tax spent on conservation.

## **PARTICIPATION IN CONSERVATION ACTIONS**

Six in ten (58%) New Zealanders indicate they had undertaken at least one of a number of actions (displayed on a list) specifically relating to a New Zealand conservation issue in the past 12 months. For many, the action was donating money to a conservation cause (26%) or seeking information about an issue (24%).

Some 15% have actively spent time helping on a conservation project in New Zealand. For over half (55%) this involved tree planting, while a third (35%) helped with the protection and restoration of a forest, wetland or marine habitat or species. These actions took place on all types of land (39% on private land, 39% on other public land and 34% on public land administered by DOC).

## **INTERMEDIARY OUTCOME 5**

### **MORE BUSINESS OPPORTUNITIES DELIVERING INCREASED ECONOMIC PROSPERITY**

#### **AND CONSERVATION GAIN**

No questions were included in the Survey of New Zealanders to measure this outcome, as a survey of public opinion is not a reliable way in which to assess business opportunities. Therefore, DOC uses other information to measure this outcome.

# CONSERVATION



## INTRODUCTION

This section provides a general overview of New Zealanders' attitudes towards conservation.

Specifically, respondents were asked the following:

- What they consider to be the main benefits of conservation, in general and personally to them. Respondents wrote down their responses and these verbatim responses were subsequently coded into themes by specialist coders at Nielsen.
- How important they consider conservation to be
- How important conservation is as an issue in comparison to other issues such as education, health, law and order
- The extent to which they agree or disagree with a variety of statements drilling in to the importance of and engagement with conservation
- Whether they have participated in activities specifically relating to a New Zealand conservation issue. If so, they were asked to specify what they had done. If they had spent time helping on a conservation project, they were asked what this involved and where this activity had taken place.

## SUMMARY

New Zealanders consider the main benefits of conservation to be:

1. Protecting/saving species, animals and plants (45%)
2. Preserving/protecting the environment (38%)
3. Protecting the natural environment for future generations (30%)

When asked what the main benefits of conservation are to them *personally*, the themes varied subtly from the perceived main benefits of conservation generally. The personal benefits were identified as:

1. Having green spaces to go to (22%)
2. Protecting plants and animals (21%)
3. Protecting the natural environment for their own children (17%)

When asked to indicate how important conservation was to them personally, over eight in ten (81%) gave a rating of 4 or 5 (with 5 being very important). Interestingly, when put into perspective and asked how important conservation is relative to other issues such as education, health, law and order, conservation has increased slightly in relative importance. This may be due in part to recent extreme weather around the globe and the media coverage of this.

Six in ten (58%) New Zealanders indicate they had undertaken at least one of a number of actions (displayed on a list) *specifically relating to a New Zealand conservation issue* in the past 12 months. For many, the action was donating money to a conservation cause or seeking information about an issue. Some 15% have actively spent time helping on a conservation project.



## GENERAL BENEFITS OF CONSERVATION

New Zealanders consider the main benefits of conservation to be protecting/saving species, animals and plants (45%), preserving/protecting the environment (38%) and protecting the natural environment for future generations (30%).

Main Benefits of Conservation	2011 (n=3614)	2012 (n=3885)	2013 (n=4860)
Protecting/saving species/animals/plants	38	39	45
Preserving/protecting the environment/green space	38	45	38
Protecting the natural environment for future generations/our children	31	31	30
Protecting our natural resources	-	4	12
Allowing everyone to experience/enjoy nature	-	3	10
To have a clean/healthy/safe environment	5	11	9
Access to/maintaining recreational areas	8	11	8
To ensure ecological sustainability/sustainable ecosystems/a sustainable future	10	11	7
Controlled land use	-	2	5
To protect New Zealand's clean/green image	20	15	5

Base: All respondents, excluding not answered

Protecting the species, animals and plants was the most frequently mentioned theme in 2013. Younger New Zealanders aged 18 to 24 (52%), those who have a household income of \$100,000 or more (49%), Wellingtonians (48%), and those of New Zealand European ethnicity (48%) are more likely to express this benefit of conservation.

Others express the main benefit of conservation to be preservation of the environment. Those living in Nelson (44%) and those aged 50 to 64 (41%) are more likely to say this.

Three in ten specifically mention that protecting the natural environment **for future generations** is a main benefit of conservation. Those living in large cities (33%) and females (32%) are more likely to say this.

While care must be taken in comparing results over time from open-ended questions, mention of protecting New Zealand's **image** has declined in this context.

The majority (97%) expressed what they consider to be the main benefits of conservation. The remaining 3% said they did not know.



Almost **half** of New Zealanders say the main benefit of conservation is protecting / saving our species, animals and plants

## PERSONAL BENEFITS OF CONSERVATION

When asked what the main benefits of conservation are to them *personally*, the themes varied subtly from the perceived main benefits of conservation generally. Having green spaces to go to, protecting plants and animals, and protecting the natural environment for their own children are the most prominent themes to emerge from respondents.

Main Benefits of Conservation (personal)	2011 (n=3614)	2012 (n=3885)	2013 (n=4829)
Green spaces to go to (access to experience/enjoy natural habitats)	12%	15%	22%
Protecting plants and animals	20%	20%	21%
Protecting the natural environment for my children	19%	22%	17%
Ability to access/enjoy a healthy/safe/natural environment	17%	9%	14%
Preserving/protecting the natural environment/green	7%	20%	13%
Access to tracks/maintaining walking tracks/tramping tracks to use	7%	5%	13%
To have a clean/healthy/safe environment	3%	2%	13%
Recreation and fishing	12%	10%	8%
Protecting our waterways/beaches/rivers/lakes	2%	3%	6%
Clean water/water to drink	7%	8%	5%
Healthy forests	7%	7%	5%
Having access to parks/National Parks	5%	3%	5%
Protects our natives	1%	0.2%	5%

*Base: All respondents, excluding not answered*

Having green spaces to go to as the main personal benefit of conservation has been increasing over time. Those living in Otago (27%) or Nelson / Marlborough (26%), and those aged 35 to 64 (25%) are more likely to say this.

Protecting the plants and animals continues to be seen as a personal benefit of conservation for two in ten New Zealanders. It's particularly evident among those living in Northland (25%), females (23%) and those living in a small town (24%).

Again, the majority (95%) expressed what they consider to be the main benefits of conservation personally to them. A small number (3%) stated that there are no personal benefits of conservation and 2% said they didn't know what the benefits are.

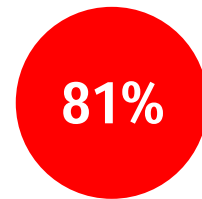
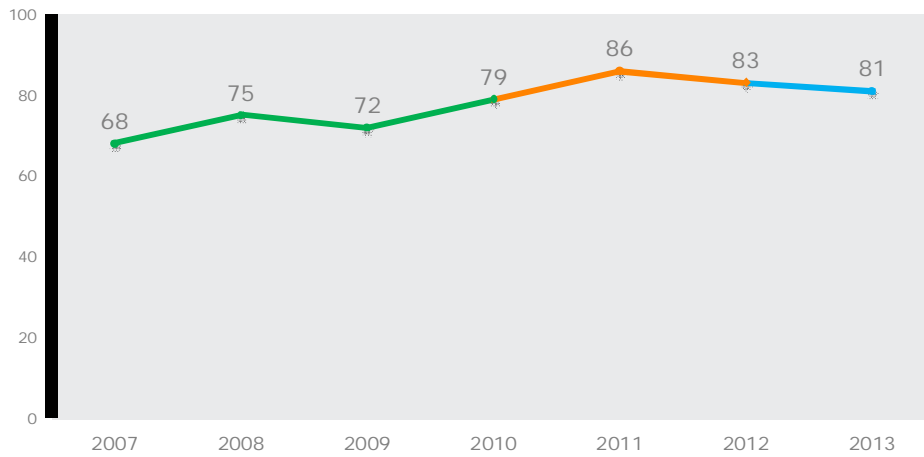


The main benefit for individuals is having **green spaces to go to**

## IMPORTANCE OF CONSERVATION

When asked to indicate how important conservation was to them personally, over eight in ten (81%) gave a rating of 4 or 5 (with 5 being very important).

### Personal importance of conservation over time - % rated 4 or 5 (with 5 being very important)



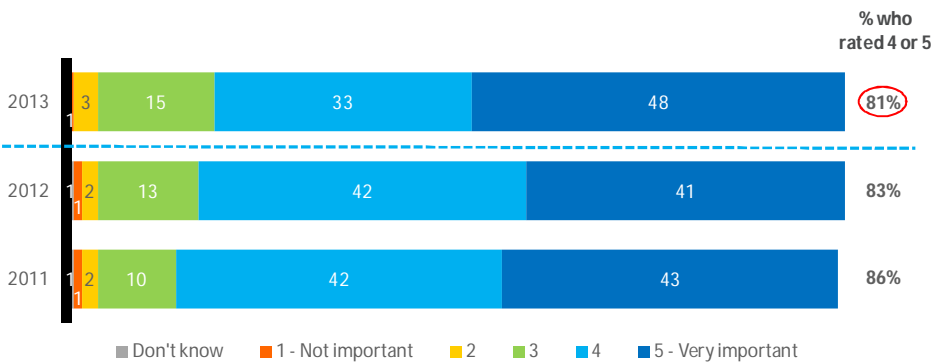
Eight in ten feel conservation is important

Base: Pre-2011 – CATI Mobius survey; 2011/12 – CATI and online CB survey; 2013 – SMM (online and hard copy) Nielsen

Note: The Mobius survey used a 10 point scale where 1 is not at all important and 10 is extremely important which has been rescaled to a 5 point scale for reporting. This may be the reason for the increase in 2011.

The proportion of New Zealanders indicating conservation is not important to them personally (rated 1 or 2 out of 5) has not changed. Rather, more New Zealanders appear to be taking a more neutral stance.

### Personal importance of conservation (%)

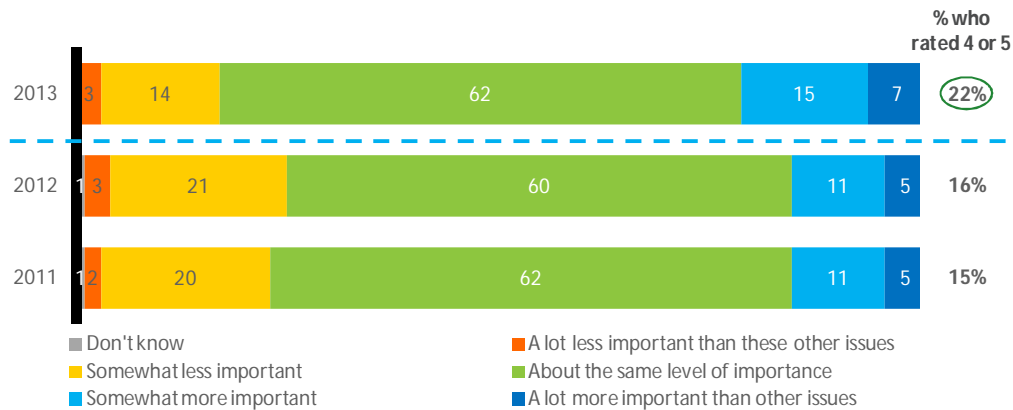


Base: All respondents (n=4983 (excl not answered) in 2013, n=3885 in 2012 and n=3614 in 2011)

Those living in Nelson / Marlborough (86%), of Māori ethnicity (85%), aged 35 to 64 (84%), and those who have a favourable view of DOC (86%) are more likely to feel that conservation is important. Young New Zealanders aged 18 to 24 (69%), and those living in the West Coast (73%) or Southland (74%) are less likely to feel this.

Interestingly, when put into perspective and asked how important conservation is relative to other issues such as education, health, law and order, conservation has increased slightly in relative importance. This may be due in part to recent extreme weather around the globe and the media coverage of this.

**Importance of conservation relative to other issues (%)**

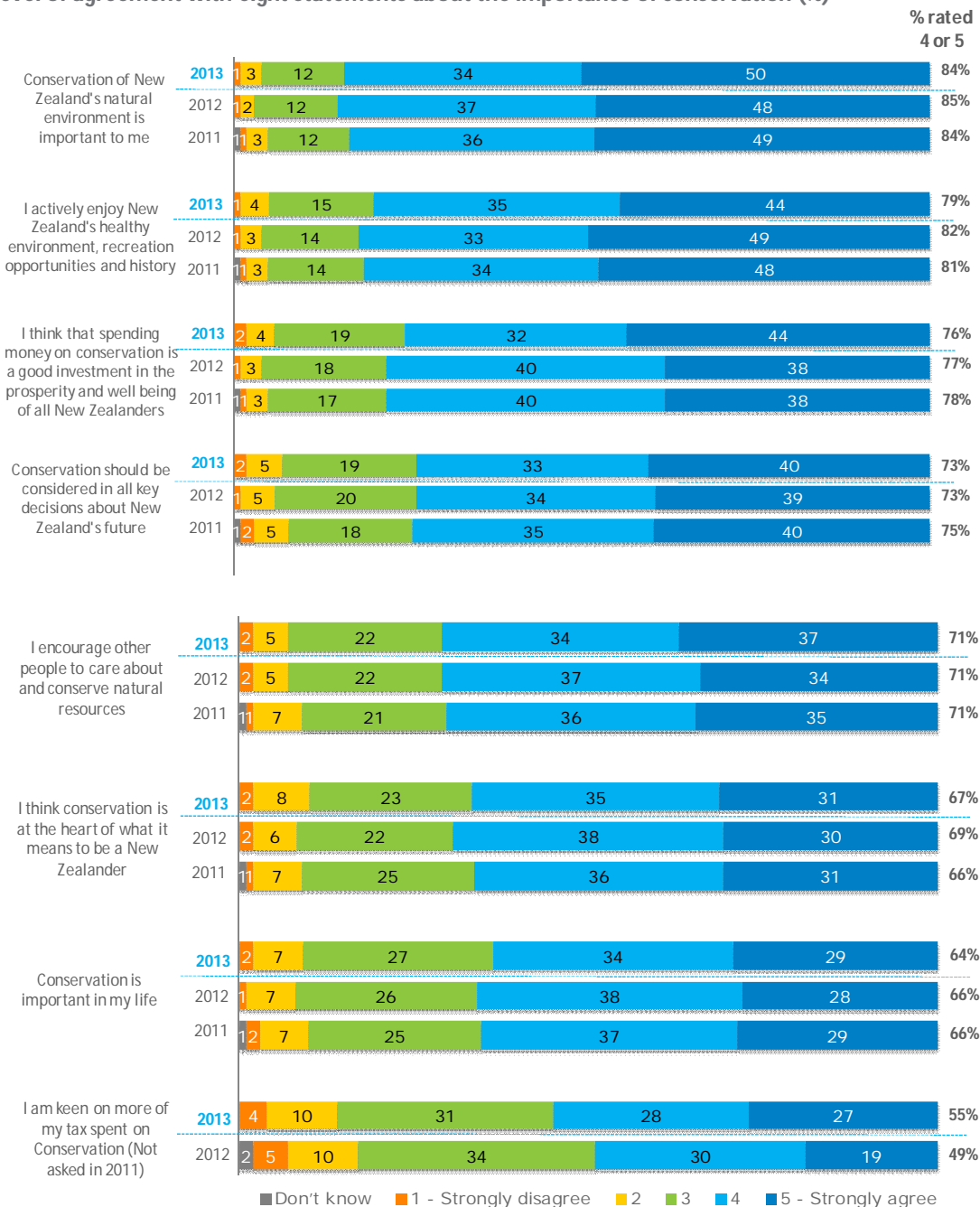


Base: All respondents, excluding not answered 2011 (n=3614), 2012 (n=3885), 2013 (n=4973)

To obtain a deeper understanding of whether and how personal perceptions are changing, respondents were asked how much they agree or disagree with eight specific statements relating to conservation.

Overall, results are very consistent with 2012 except that more New Zealanders agree in 2013 that they are keen to see more of their tax spent on conservation. This potentially may be a reaction to the media coverage around DOC budget cuts at the time of the survey.

**Level of agreement with eight statements about the importance of conservation (%)**



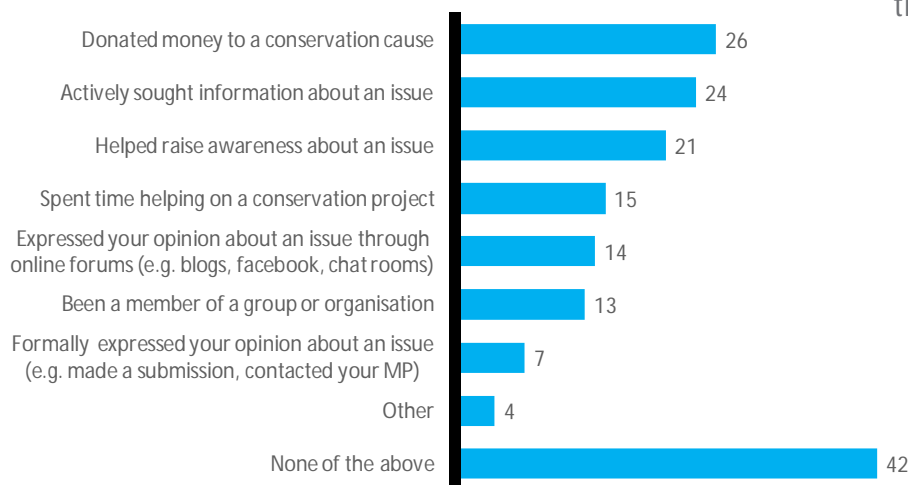
Base: All respondents (n=ranges from 4904 to 4934 (excl not answered) in 2013, n=3885 in 2012 and n=3614 in 2011)

## CONSERVATION ACTIONS

Six in ten (58%) New Zealanders indicate they had undertaken at least one of a number of actions (displayed on a list) *specifically relating to a New Zealand conservation issue* in the past 12 months.

For many, the action was donating money to a conservation cause or seeking information about an issue. Some 15% have actively spent time helping on a conservation project.

### Conservation actions undertaken in the past 12 months that specifically relate to a New Zealand conservation issue (%)



Base: All respondents, excluding not answered (n=4928)

Those of Māori ethnicity (68%), living in Northland (68%), Waikato (65%), Nelson / Marlborough (64%), aged 50 to 64 (61%), living in a small town (63%) are more likely to have undertaken a conservation action. As expected those who think conservation is important (65%) and have a favourable opinion of DOC (63%) are also more likely to have undertaken an action.

Approximately one in seven (15%) indicate they have spent time helping on a conservation project in New Zealand in the past 12 months. Those living in Northland (21%) or East Coast / Bay of Plenty (19%), of Māori ethnicity (20%), are male (16%), live in a small town (23%), from a household with an income of more than \$100,000 (18%) are more likely to have done so.



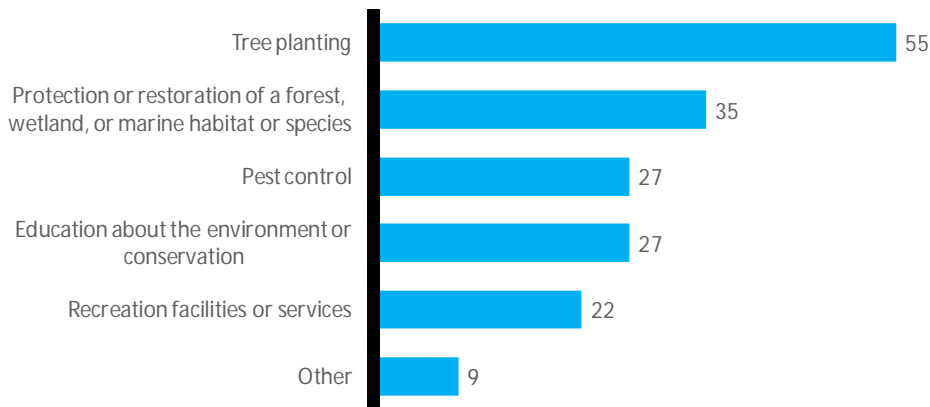
58% of New Zealanders have undertaken an action related to a NZ conservation issue in the past 12 months

Of those who have spent time helping on a conservation project in the past 12 months, over half were involved with planting trees, while a third helped with the protection and restoration of a forest, wetland or marine habitat or species.



**Tree planting** is the most common action among those who have spent time on a conservation project

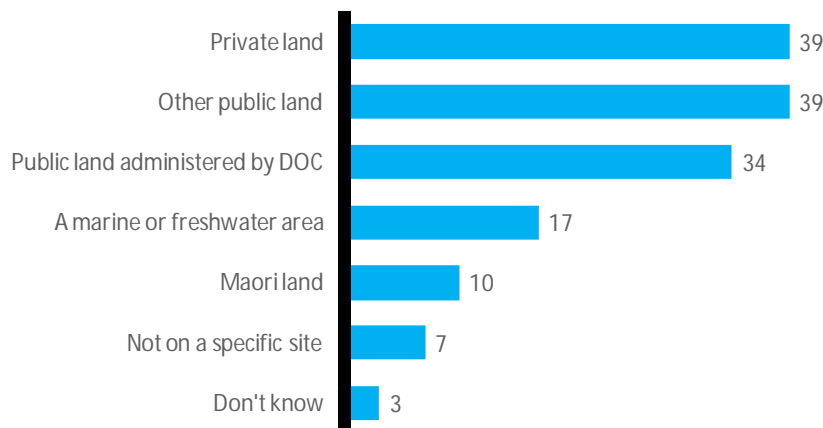
#### Type of conservation project involved in (%)



Base: Those who have spent time helping on a conservation project in New Zealand, excluding not answered (n=740)

These projects mostly took place on public land, private land or public land administered by DOC.

#### Location of the conservation project undertaken (%)



Base: Those who have spent time helping on a conservation project in New Zealand, excluding not answered (n=736)

# THE DEPARTMENT OF CONSERVATION





## INTRODUCTION

This section outlines responses to questions that measured New Zealanders' views toward the Department of Conservation.

Specifically, respondents were asked the following:

- Whether their opinion of DOC is favourable or unfavourable, and their reasons for their view
- Opinions of how well DOC is working with local communities, whether or not DOC is taking a greater interest in commercial opportunities, whether DOC is a leader in the conservation field and whether it is a good use of tax payer money
- Whether or not they associate each of a number of brand personality characteristics with DOC.

## SUMMARY

Almost eight in ten (79%) New Zealanders have a favourable view of the Department of Conservation. This is a slight improvement when compared with recent measures; however, the increase is due to the fact that more New Zealanders expressed an opinion (that is, the proportion who said they didn't know enough to have an opinion decreased significantly).

A quarter (24%) of those who feel very or somewhat favourable towards DOC, say this is because they are generally doing a good job, 15% say it is because of the facilities and services they offer, and just over one in ten (13%) say it's because they appreciate what they do and see the importance of it.

Of the small proportion (7%) of New Zealanders who have an unfavourable opinion of the Department of Conservation, the key reasons are issues relating to pest control (such as using 1080 or destroying prize game animals), and perceived narrow thinking / dogmatic attitude. Other mentions indicate some with unfavourable views do not agree with the Department's focus or priorities.

Overall, ratings of DOC across the four key attributes show positive results.

1. Over three quarters (77%) feel DOC is a leader in the conservation field. There was a slight drop in 2011 which has not dropped any further.
2. Almost three quarters (74%) agree that DOC is a good use of tax payer money. This is an increase from 2012 but similar to results seen in 2011 (76%).
3. Two thirds (67%) of New Zealanders believe DOC works well with local communities. This result has been very stable over time.
4. Almost one in two (48%) New Zealanders feel DOC is now more interested in commercial opportunities than it used to be. This is an increase from 38% in previous measures.

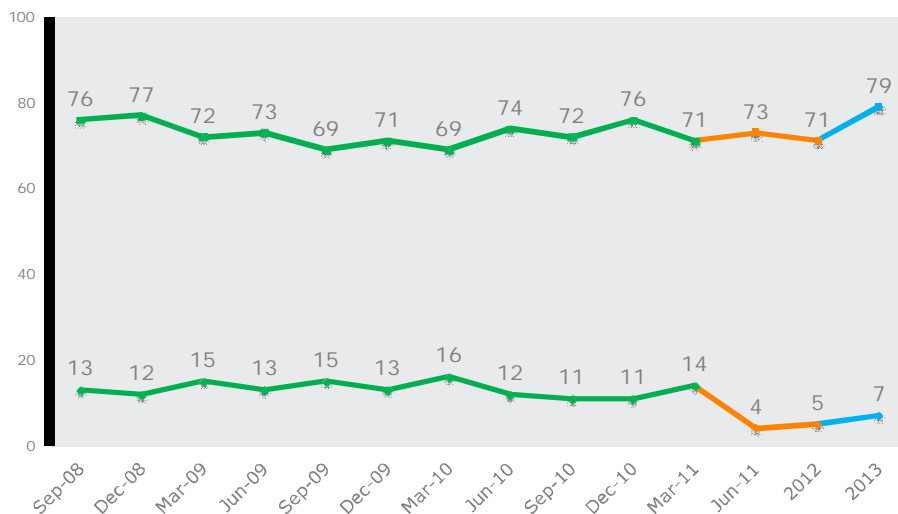
In order to understand how New Zealanders view DOC, respondents were given a list of words, asked to read through them all and then select the ones they associate with DOC. A large proportion of New Zealanders (70-71%) indicate that DOC is *relevant to New Zealand today* and *important*.

## ATTITUDE TOWARDS THE DEPARTMENT OF CONSERVATION

Almost eight in ten (79%) New Zealanders have a favourable view of the Department of Conservation.

This is a slight improvement when compared with recent measures; however, the increase is due to the fact that more New Zealanders expressed an opinion (that is, the proportion who said they didn't know enough to have an opinion decreased significantly from 23% to 15%).

### Proportion of New Zealanders who have a favourable or unfavourable opinion of the Department of Conservation over time (%)



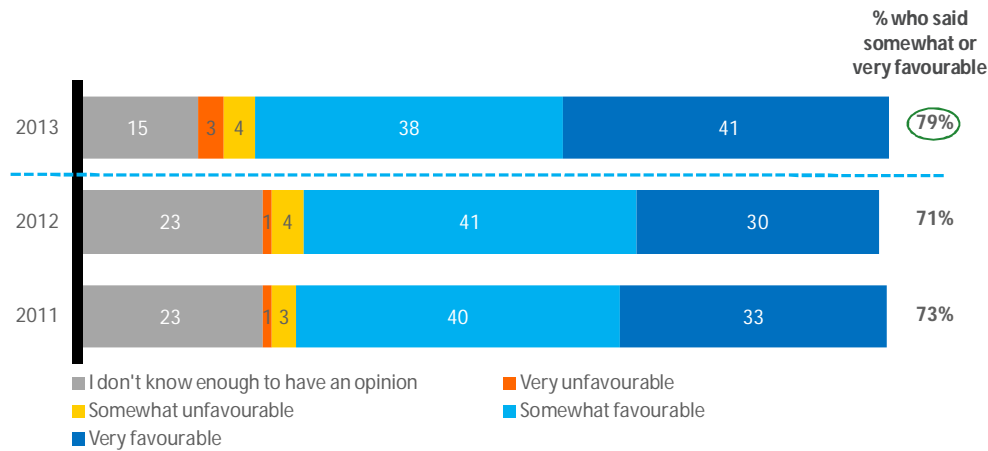
Base: Pre-2011 – CATI Mobius survey; 2011/12 – CATI and online CB survey; 2013 – SMM (online and hard copy) Nielsen

Note: The drop in the proportion rating very or somewhat unfavourable in 2011 is likely due to the change in methodological approach.



More New Zealanders are expressing an opinion

## Opinion towards the Department of Conservation (%)



Base: All respondents (2011 n=3614, 2012 n=3885, 2013 n=4969 excluding not answered)

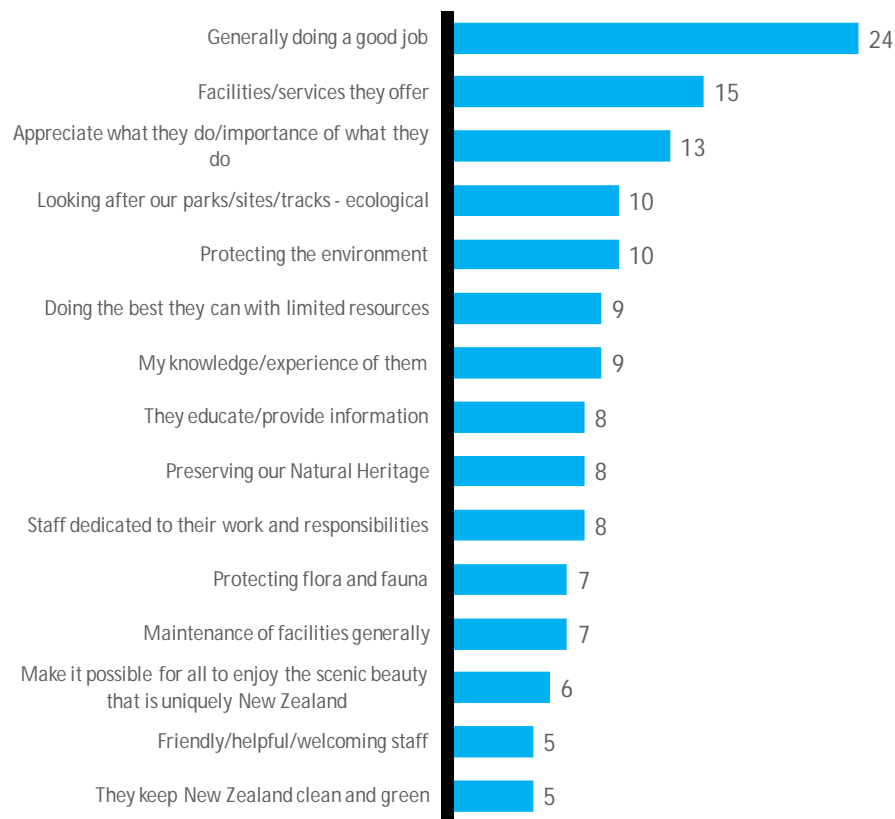
Compared with the overall result of 79% having a favourable opinion, those more likely to say their opinion of the Department of Conservation is favourable are living in Otago (86%), aged 35 to 49 (82%), have a household income of \$60,000 or more (83%).

Compared with the overall result of 7% having an unfavourable opinion, those living in the West Coast (20%), Southland (11%), Northland (9%), or who live in a small town (11%) are more likely to say their opinion is unfavourable.

Compared with 15% indicating they did not know enough about DOC to state an opinion, those of Pacific (30%) or Asian (28%) ethnicity, young New Zealanders aged 18 to 24 (19%), as well as those aged 65 or over (19%) are more likely to say they do not know enough to have an opinion.

A quarter (24%) of those who feel very or somewhat favourable towards DOC, say this is because they are generally doing a good job, 15% say it is because of the facilities and services they offer, and just over one in ten (13%) say it is because they appreciate what they do and see the importance of it.

#### Reasons for having a favourable opinion towards DOC (%)



Base: Those who have a favourable view of the Department of Conservation, excluding not answered (n=3775)

Note: only responses over 5% are shown

“ They do a great job of things that are important and worthwhile ”

“ Actively making a difference! ”

“ I think they do a fantastic job and am always so surprised how far and wide they go, i.e. even in remote places there are maintained walkways and signs. ”

“ They do a great job looking after our wild life and tracks around New Zealand... and it's not easy work ”

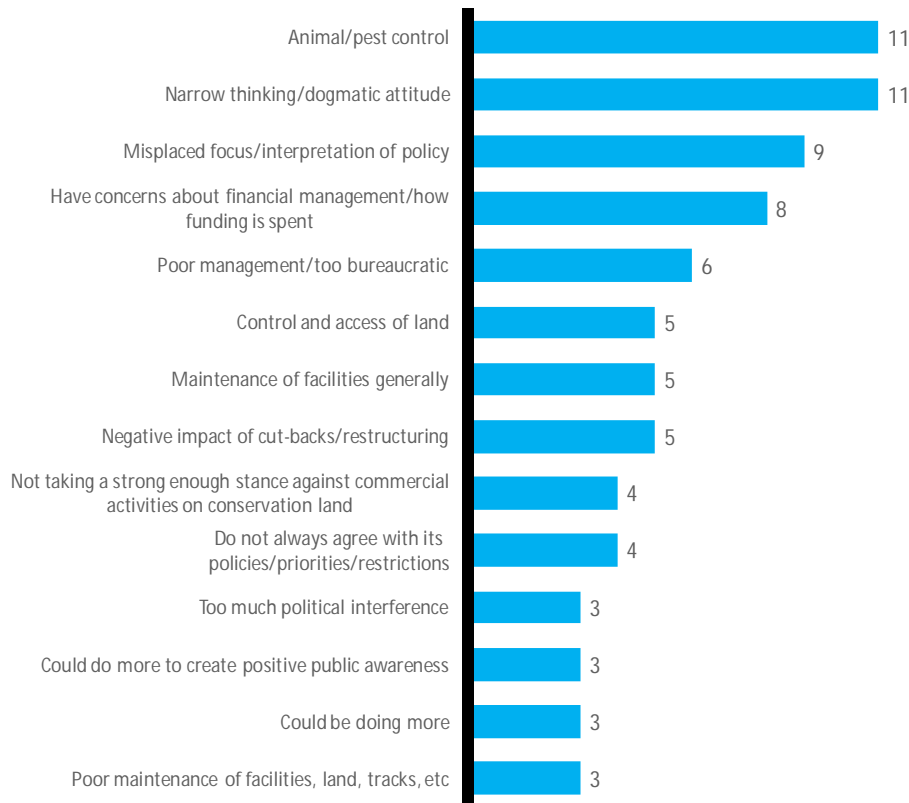
“ I think DOC do a good job with dedicated staff on a very tight budget ”

“ They're doing a great job for this country of ours - looking out for stuff we take for granted ”

“ I think the service and facilities provided are fantastic. I just wish DOC had more funding to do even more ”

The key reasons given by the small proportion (7%) of New Zealanders who have an unfavourable opinion of the Department of Conservation relate to pest control (such as using 1080 or destroying prize game animals), and perceived narrow thinking / dogmatic attitude. Other mentions indicate some do not agree with the Department's focus or priorities.

**Reasons for having an unfavourable opinion towards DOC (%)**



Base: Those who have an unfavourable view of the Department of Conservation, excluding not answered (n=383)

Note: only responses over 3% are shown

“ 1080 is an extremely inhumane way to kill animals. I would like to see alternatives further looked into e.g. fertility drugs or hunting. ”

“ DOC supports the use of 1080 poison. This is entirely counterproductive to the ethos of natural conservation. Dropping tons of poison into pristine forest is just plain illogical. It is also an unbelievably out of date mindset. ”

“ The mismanagement of wild game (mainly the use of aerial 1080), search and destroy culling, and /or more recently unregulated wild animal recovery operations. I believe game animals can be managed in harmony with environmental goals of preservation, but the attitude needs to shift away from perceiving them as pests, and rather as resources ”

“ There needs to be a balance struck between conservation and bringing more wealth and job creation to NZ through mining and reserves exploration. ”

“ I believe in conservation but not at the expense of person's ability to earn a wage. DOC's requirements can be obstructive and can totally change the financial status of a community as in the past mining restrictions on the West Coast have done. ”

“ The attitude of many can be too black and white, not appreciating that there are always competing interests ”

## IMPRESSIONS OF DOC

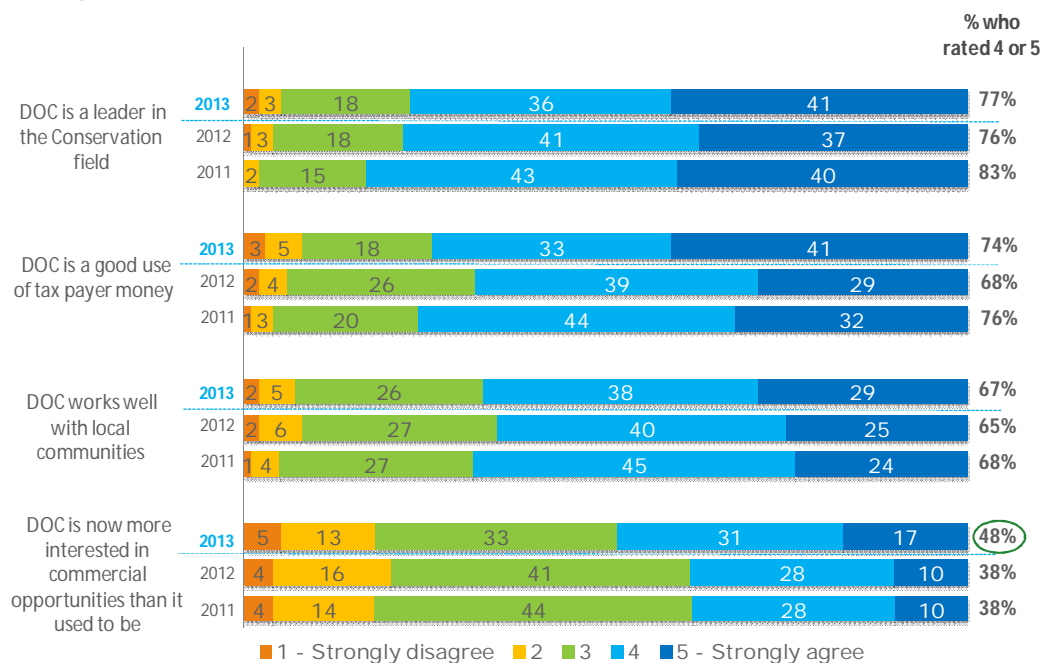
Overall, ratings of DOC across the four key attributes listed below show positive results.

Over three quarters (77%) feel DOC is a leader in the conservation field. This is similar to the 2012 result, which was slightly below the 2011 result. Those living in Nelson / Marlborough (82%) or Tongariro / Whanganui / Taranaki (81%). are more likely to feel that DOC is a leader in the conservation field.



Ratings of DOC show **positive** results

### Ratings of DOC across four statements (%)



Base: All respondents excluding don't knows (n= ranges from 2722 to 4285 (excl not answered) in 2013, n=3885 in 2012 and n=3614 in 2011)

Almost three quarters (74%) agree that DOC is a good use of tax payer money. This is an increase from 2012 but similar to results seen in 2011 (76%). Those who have a household income of more than \$100,000 (79%), are aged 35 to 49 (77%), and of New Zealand European ethnicity (76%) are more likely to believe DOC is a good use of tax payer money

Two thirds (67%) of New Zealanders believe DOC works well with local communities. This result has been very stable over time. Those living in Nelson / Marlborough (75%), and who are aged 50 to 64 (70%) are more likely to agree DOC works well with local communities.

Almost one in two (48%) New Zealanders feel DOC is now more interested in commercial opportunities than it used to be. This is an increase from 38% in previous measures. Those living in the West Coast (58%) or Southland (56%), and are aged 50 or over (54%) are more likely to agree that DOC is now more interested in commercial activities than it used to be.

## BRAND ASSOCIATIONS

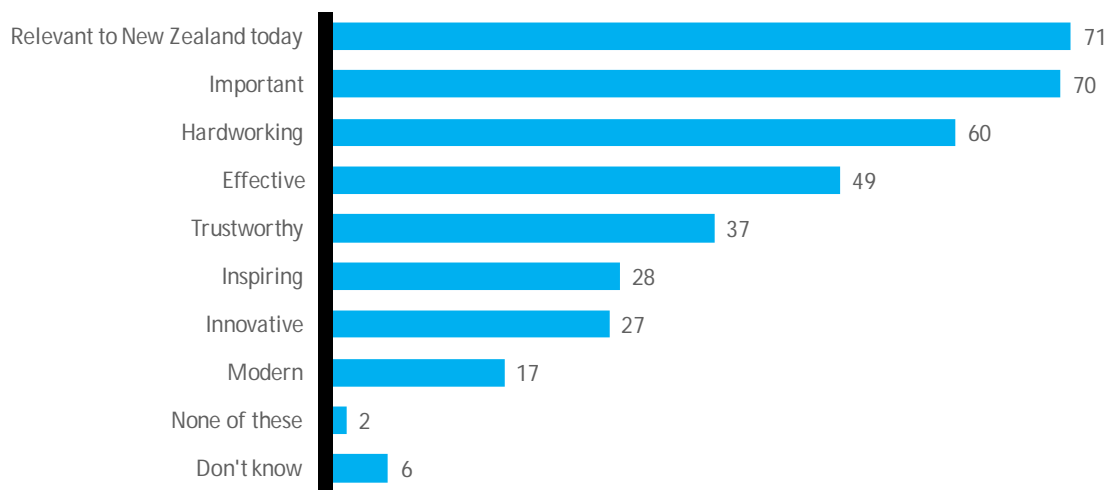
In order to understand how New Zealanders view DOC, respondents were given a list of words, asked to read through them all and then select the ones they associate with DOC.

A large proportion of New Zealanders (70-71%) indicate that DOC is *relevant to New Zealand today* and *important*.

Only 2% said that they don't associate any of the listed words with DOC.



Seven in ten feel  
DOC is **relevant to  
New Zealand today**  
and **important**



Base: All respondents, excluding not answered (n=4963)

Some interesting sub group differences are:

- Those living in the West Coast are more likely to feel that none of the words listed apply to DOC (7%)
- Those of Māori ethnicity are more likely to say DOC is *inspiring* (38%) and *innovative* (33%)
- Those who have a favourable view of DOC, and those who feel conservation is important are more likely to associate DOC with *all* of these words.



# VISITOR AND HISTORIC INFORMATION



## INTRODUCTION

The Department of Conservation provides facilities and services for people doing outdoor recreation activities as well as administering historic sites on conservation land. This section looks at awareness and use of, and satisfaction with, these services.

Specifically, this section looks at the following:

- How often New Zealanders use any Department of Conservation areas for recreation.
- Whether respondents have walked one of the great walks, stayed at a DOC campsite, hut, lodge or house, or been to a DOC Visitors Centre in the last three years. If so, whether they were satisfied with their experience.
- Whether New Zealanders would consider doing each of these specified activities within the next three years, and whether they perceive the cost to do each of these activities to be reasonable.
- Awareness of DOC as a provider of facilities and services for people doing outdoor recreation activities.
- The proportion of New Zealanders who have visited a DOC recreation area in the last 12 months and which areas have been visited. Those who have visited an area in the last 12 months then specified what the main activity carried out was and how satisfied they were with their most recent experience.
- The proportion that has been to a historic site in the last 12 months, the specific sites visited and satisfaction with the heritage experience at the most recent site visited.

Please note, for this section in particular, comparisons with earlier research need to be treated with considerable caution. In 2013, respondents were provided with a map and a list of DOC-administered parks and places, as well as historic sites. They used this list to identify the areas they had visited in the past 12 months. Prior to 2013, in a telephone survey, respondents named areas they had visited without being prompted, relying on their own recall. Therefore, 2013 should provide a more accurate reading of visits to DOC areas.

It is likely that, when responding from memory in 2012, when asked to rate their most recent experience, an experience that was particularly enjoyed or that was unsatisfactory was more likely to come to mind. In 2013 when prompted with a list, respondents were more likely to accurately identify their most recent experience. Therefore, caution also needs to be taken when comparing satisfaction over time.

## SUMMARY

The frequency New Zealanders are using Department of Conservation areas for recreation is decreasing. This can be seen from the drop in the proportion that use DOC sites at least once a year or more often from 71% in 2012 to 64% in 2013.

The proportion of New Zealanders, who have stayed at a DOC campsite, walked one of the great walks or stayed at a DOC hut, lodge or house in the last three years is stable. However, there seems to be a slight downward trend in the proportion that has been to a DOC Visitors Centre.

Eight in ten New Zealanders are aware that DOC provides facilities and services for people doing outdoor recreation activities. This is showing a slight upward trend over time though there have been some differences in the question wording used.

An increasing proportion of New Zealanders seem to be visiting parks and places administered by DOC. Currently seven in ten (71%) New Zealanders say they have visited at least one DOC recreation area in the past 12 months. The main activity carried out during their most recent visit is doing a short walk (less than three hours) or sightseeing.

In general, satisfaction with the parks and places administered by DOC is quite high with 78% rating their experience 4 or 5, with 5 being very satisfied. However, it does seem to be showing a slight downward trend and there has been a significant increase in the proportion who are dissatisfied.

It is evident that New Zealanders are more likely to have visited an area within their own conservancy or within a neighbouring conservancy, indicating that New Zealanders aren't travelling far to visit DOC areas.

Six in ten (61%) New Zealanders are aware that DOC administers historic sites on conservation land. When shown a list of the sites that DOC administers, almost half (47%) indicate that they have been to at least one of these sites in the past 12 months.

In general, three quarters (75%) are satisfied with the heritage experience they had at the historic site they visited most recently. This is a slight drop from satisfaction in 2012 (87%).

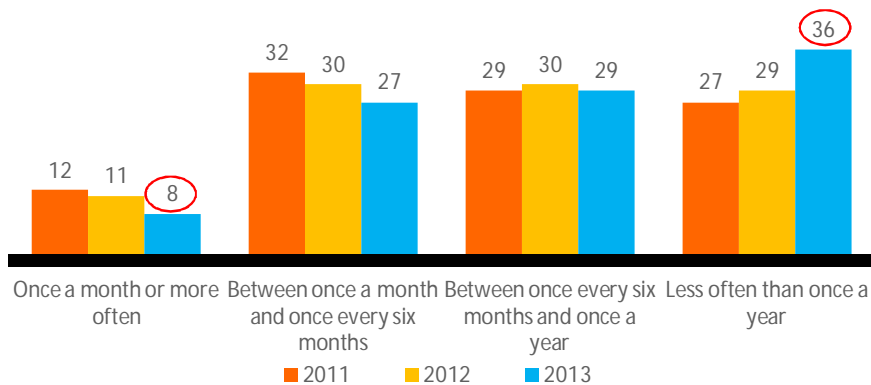
## USE OF DOC RECREATION AREAS IN GENERAL

The frequency New Zealanders are using Department of Conservation areas for recreation may be decreasing. This can be seen from the drop in the proportion that use DOC sites at least once a year or more often from 71% in 2012 to 64% in 2013.



New Zealanders are using DOC recreation areas **less frequently**

Frequency of using any DOC areas for recreation (%)



Base: All respondents, excluding not answered and don't knows  
(2011 n=3614, 2012 n=3885, 2013 n=4604)

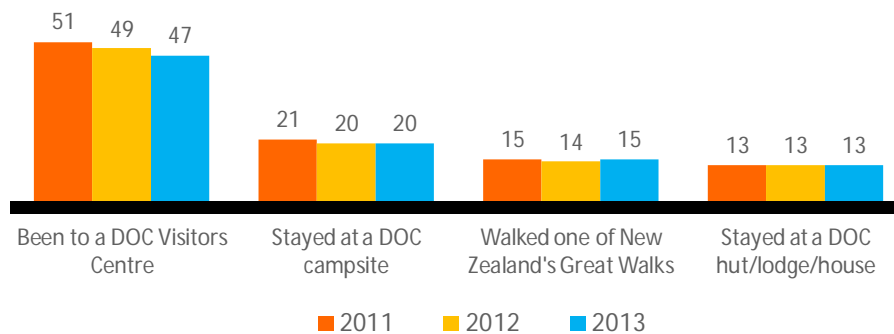
Those living in West Coast (31%), Nelson / Marlborough (18%), Northland (13%), Otago (12%), Tongariro / Whanganui / Taranaki (12%), and Southland (12%) are more likely to be using DOC areas frequently (once a month or more often).

New Zealanders aged 65 or over (54%), those of Māori ethnicity (44%), Wellingtonians (42%), and females (39%), are more likely to visit DOC areas for recreation less often than once a year.

## USE OF DOC FACILITIES

The proportion of New Zealanders, who have stayed at a DOC campsite, walked one of the great walks or stayed at a DOC hut, lodge or house in the past three years is stable. However, there seems to be a slight downward trend in the proportion that have been to a DOC Visitors Centre (47% cf. 51% in 2011). This may be due to the increase in using the internet as a key source of information.

### Proportion of New Zealanders who have been to a Visitors Centre, stayed at a campsite, walked a great walk and stayed at a hut, lodge or house (%)



Base: All Respondents (2011 n=3614, 2012 n=3885, 2013 n varies between 4592 and 4756 excluding not answered)

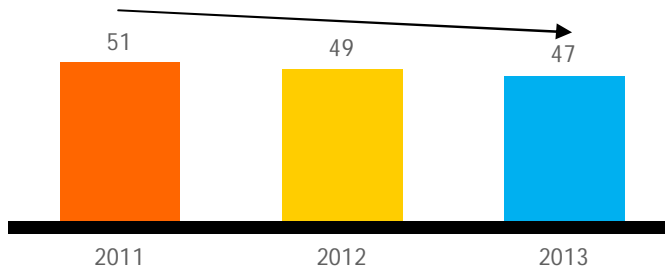
Note: 2011 and 2012 results is the proportion who stayed at a basic DOC campsite

The next few sections look at satisfaction with, consideration and perceptions of each of these experiences.

## DOC VISITORS CENTRE

Almost half (47%) of New Zealanders have been to a DOC Visitors Centre in the last three years. This is slightly lower than levels seen in previous years and could be the start of a downward trend, but may be due to more people using the internet to find this information.

### Proportion of New Zealanders who have been to a DOC Visitors Centre in the last three years (%)



Base: All Respondents (2011 n=3614, 2012 n=3885, 2013 n=4756 excluding not answered)

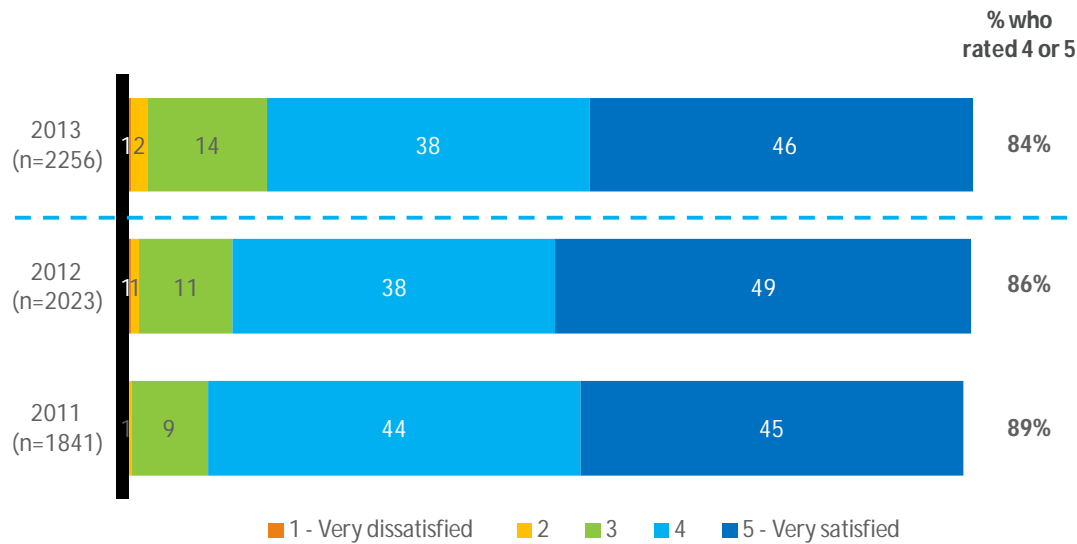
Those who are living in Nelson / Marlborough (64%), the West Coast (60%), or Tongariro / Whanganui / Taranaki (53%), those aged 35 to 64 (52%), those of New Zealand European ethnicity (50%), and males (49%) are more likely to have been to a DOC Visitors Centre in the last three years.

The majority (84%) were satisfied with their most recent experience. However this also seems to have dropped slightly compared to 2011.



The number of New Zealanders going to DOC Visitors Centres seems to be showing a slight **downward trend**

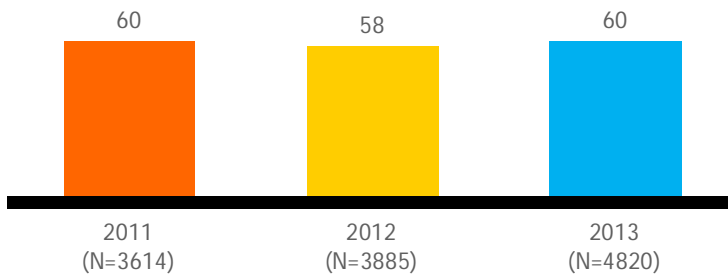
**Satisfaction with most recent experience at Department of Conservation Visitors Centre (%)**



Base: Those who have been to a DOC Visitors Centre in the last three years (excluding not answered)

Six in ten (60%) New Zealanders would consider going to a DOC Visitors Centre in the next three years, which is a similar result to previous years. Those more likely to consider going to a centre have the same demographic characteristics as those who have been to a centre in the last three years.

**Proportion of New Zealanders who would consider visiting a DOC Visitors Centre within the next three years (%)**

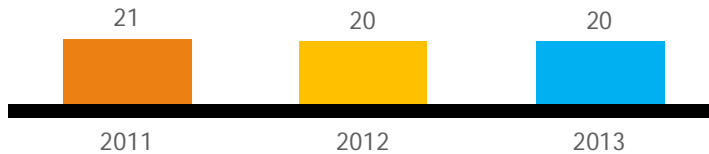


Base: All respondents, excluding not answered

## DOC CAMPSITES

Two in ten (20%) indicate they have stayed at a DOC campsite in the last three years.

### Proportion who have stayed at a DOC campsite in the last three years (%)



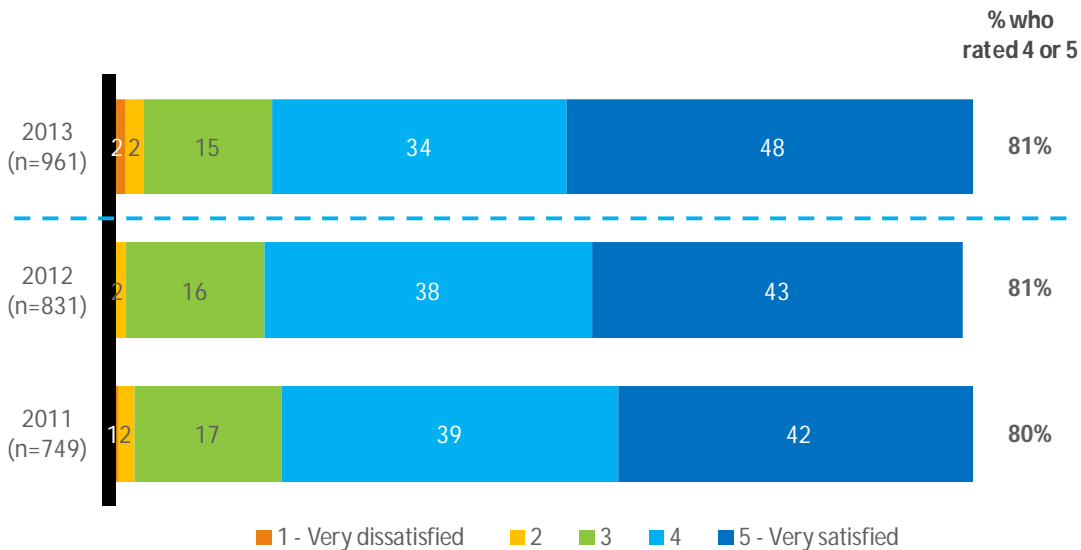
Base: All Respondents (2011 n=3614, 2012 n=3885, 2013 n=4641 excluding not answered)



**Two in ten** indicate they have stayed at a DOC campsite in the last three years

Eight in ten (81%) were satisfied with their most recent experience which is very similar to previous ratings.

### Satisfaction with most recent stay at a DOC campsite (%)

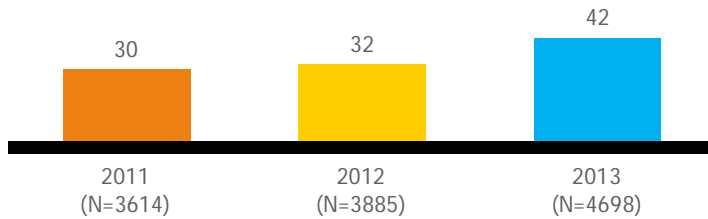


Base: Those who have stayed at a DOC campsite in the last three years (excluding not answered)

A greater proportion of New Zealanders say they would consider staying at a DOC campsite in the next three years than previously.



**Proportion who would consider staying at a DOC campsite within the next three years (%)**

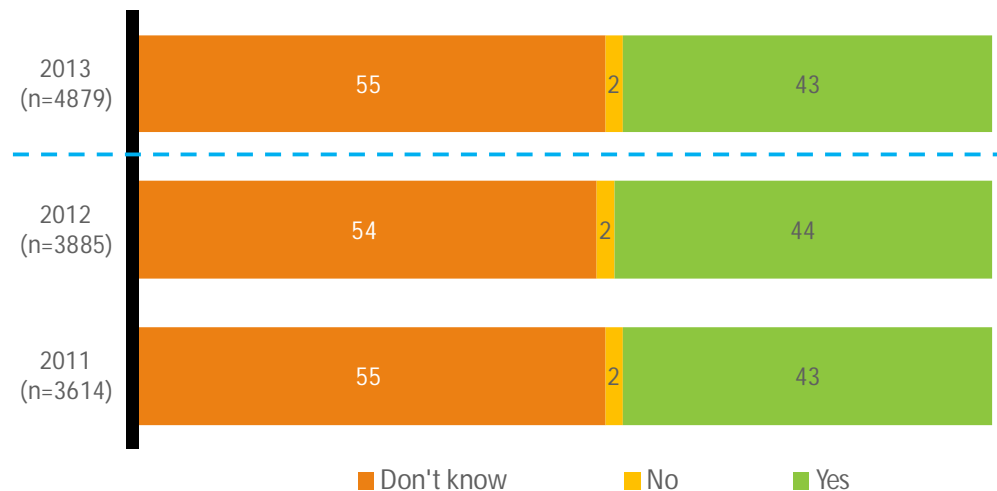


Base: All respondents, excluding not answered

Those aged 18 to 49 (52%), as well as those who have children living in the household (51%), are living in Nelson / Marlborough (51%) or Northland (48%), who have a household income of \$60,000 or more (49%), or are male (44%), are all more likely to consider staying at a DOC campsite in the next three years.

The majority (55%) of New Zealanders don't know whether DOC campsites have reasonable pricing, but nearly all of those who do know feel they are provided at a reasonable price.

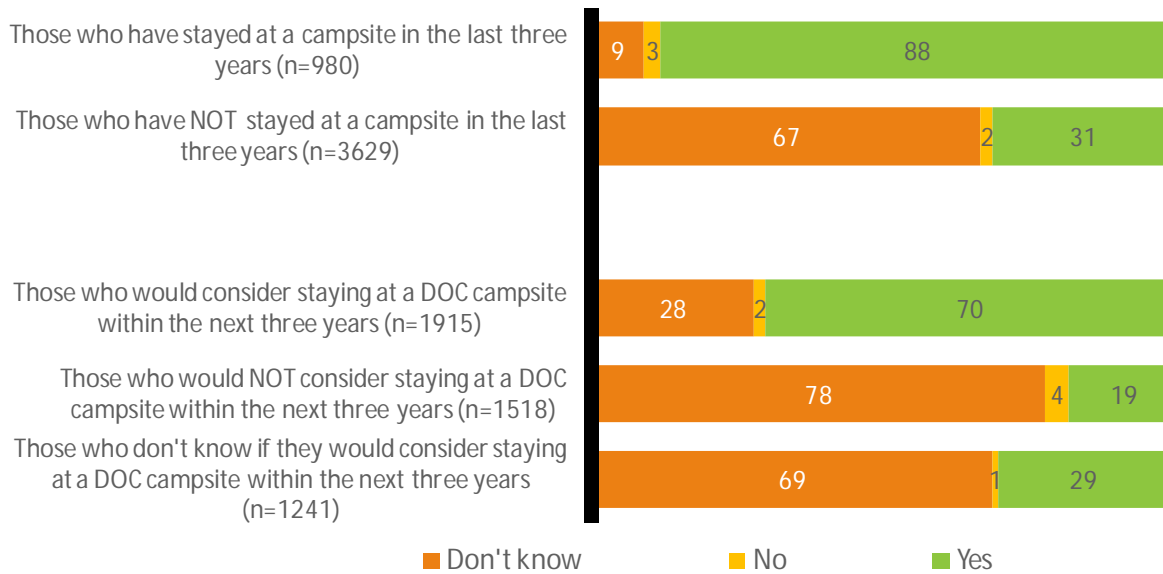
**Perceptions that DOC campsites are provided at a reasonable price among all New Zealanders (%)**



Base: All respondents, excluding not answered

Looking at perceptions of price among those who have stayed at a DOC campsite in the last three years and those who haven't, the majority (88%) of those who have experienced the DOC campsites feel they are provided at a reasonable price. For those who would not consider staying at a DOC campsite within the next three years, not knowing the price could be a barrier.

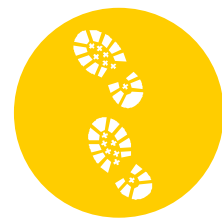
**Perceptions that DOC campsites are provided at a reasonable price among those who have stayed at one and who would consider staying at one (%)**



Base: All respondents, excluding not answered

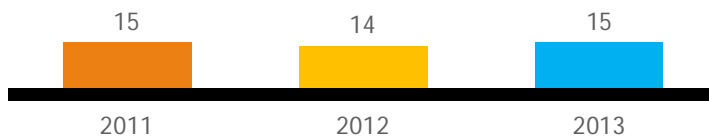
**NEW ZEALAND'S GREAT WALKS**

Some 15% indicate they have walked one of New Zealand's Great Walks in the last three years (Lake Waikaremoana, Tongariro Northern Circuit, Whanganui Journey, Abel Tasman Coast Track, or the Heaphy, Routeburn, Kepler, Milford and/or Rakiura Tracks).



Some **15%** have walked one of the great walks in the last three years

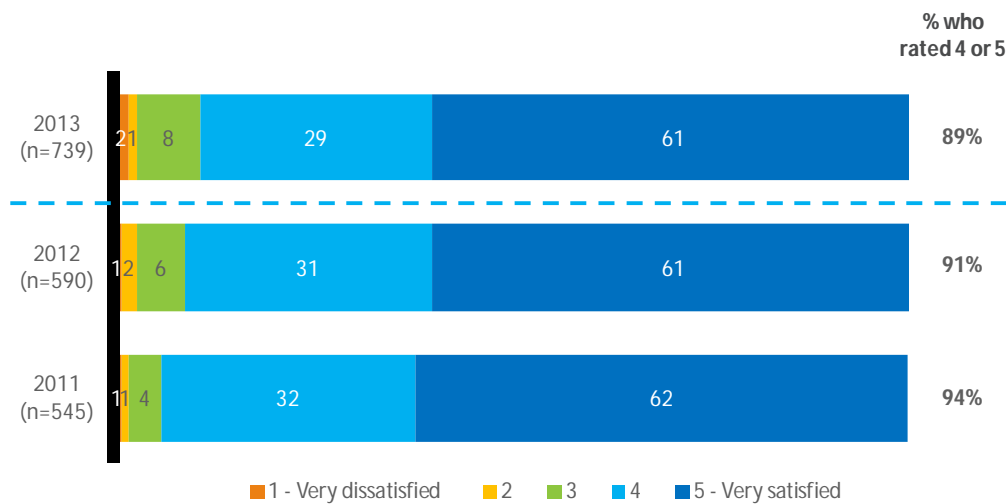
**Proportion who have walked one of New Zealand's Great Walks in the last three years (%)**



Base: All Respondents (2011 n=3614, 2012 n=3885, 2013 n=4652 excluding not answered)

Although the majority (89%) was satisfied with their most recent experience, there seems to be a slight drop in satisfaction compared to 2011 (94%).

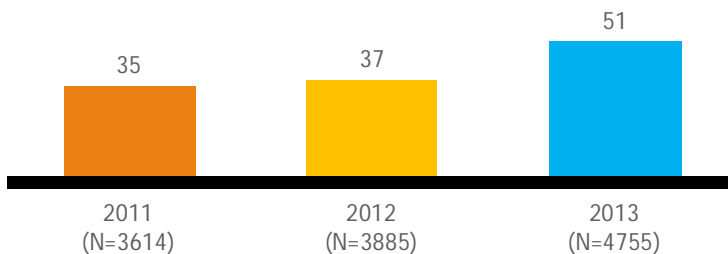
**Satisfaction with most recent experience walking one of New Zealand's Great Walks (%)**



Base: Those who have walked one of New Zealand's Great Walks in the last three years (excluding not answered)

A significantly greater proportion of New Zealanders said they would consider walking one of the Great Walks in the next three years (51% cf. 37% in 2012).

**Proportion who would consider walking one of New Zealand's Great Walks within the next three years (%)**

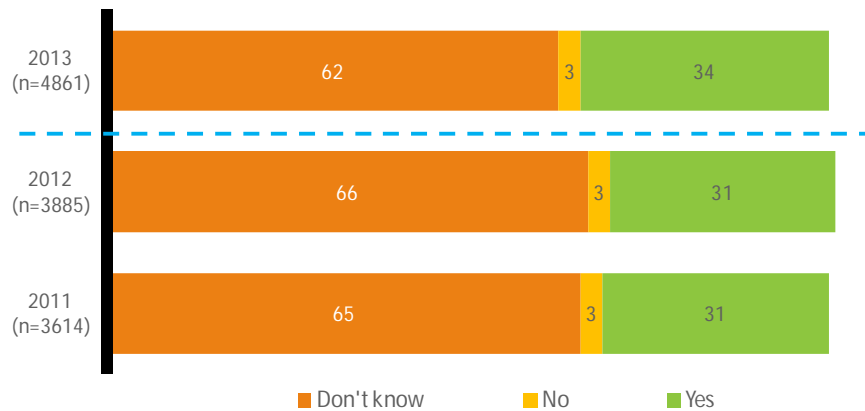


Base: All respondents, excluding not answered

Younger New Zealanders aged 18 to 49 (62%), those who live in large cities (55%), who have a household income of \$60,000 or more (62%), and who have children living in the household (58%) are more likely to consider doing one of these walks in the next three years.

Again, the majority (62%) of New Zealanders don't know whether the great walks are provided at a reasonable price. However, those who do know about the pricing mostly believe it is reasonable. There has been a slight increase in the proportion who think the great walks are reasonably priced.

**Perceptions that the great walks are provided at a reasonable price among all New Zealanders (%)**



Base: All respondents, excluding not answered

Looking at perceptions of price among those who have walked one of the great walks in the last three years, over three quarters feel this activity was provided at a reasonable price. However, 7% feel the price was not reasonable (significantly higher than 3% total result). This is also higher than the proportion of DOC campsite users who thought campsites were not reasonably priced. However, 85% of those who have walked a great walk in the last three years would consider doing one in the future, so price is not a barrier to doing another great walk for most users.

Almost half of those who would consider doing a great walk in the next three years are unsure as to whether the walks are provided by DOC at a reasonable price.

**Perceptions that the great walks are provided at a reasonable price among those who have walked one and who would consider walking one (%)**



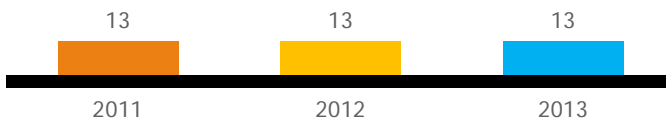
Base: All respondents, excluding not answered

## DOC HUTS, LODGES AND HOUSES

Just over one in ten (13%) indicate they have stayed at a DOC hut, lodge or house in the last three years. This has remained stable over the past three years.



### Proportion who have stayed at a DOC hut, lodge or house in the last three years (%)

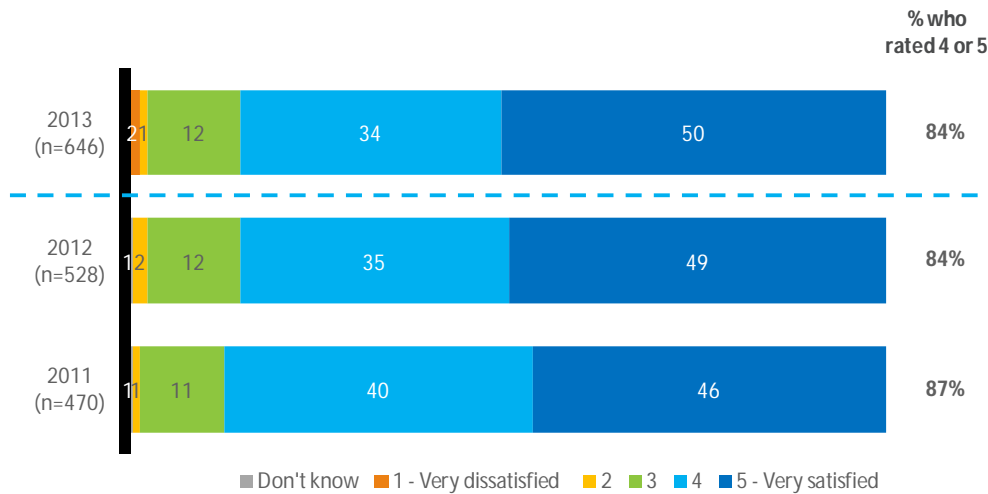


Base: All Respondents (2011 n=3614, 2012 n=3885, 2013 n=4592 excluding not answered)

Just over **one in ten** say they have stayed at a DOC hut, lodge or house in the last three years

The majority (84%) were satisfied with their most recent experience.

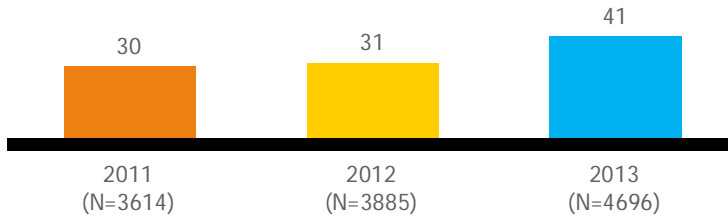
### Satisfaction with most recent experience staying at a DOC hut, lodge or house (%)



Base: Those who have stayed at a DOC hut/lodge/house in the last three years (excluding not answered)

Four in ten (41%) New Zealanders would consider staying at a DOC hut, lodge or house in the next three years which is slightly higher than previous results.

### Proportion who would consider staying at a DOC hut, lodge or house within the next three years (%)

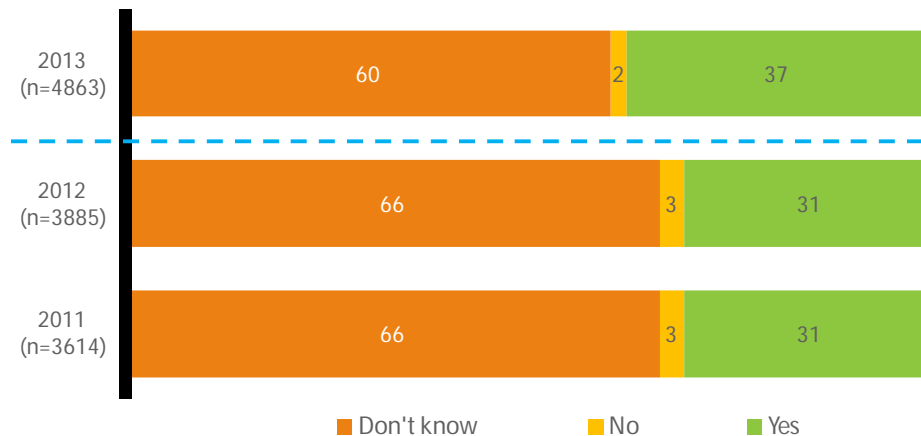


Base: All respondents, excluding not answered

Those aged 25 to 49 (50%), who have a household income of \$60,000 or more (51%), who have children living in the household (47%), are living in Nelson / Marlborough (51%) or the West Coast (46%) are more likely to consider staying at a DOC hut, lodge or house.

Over a third (37%) of New Zealanders feel that the DOC huts, lodges and houses are provided at a reasonable price. This is an increase from three in ten (31%) in 2012.

### Perceptions that DOC huts, lodges and houses are provided at a reasonable price among all New Zealanders (%)

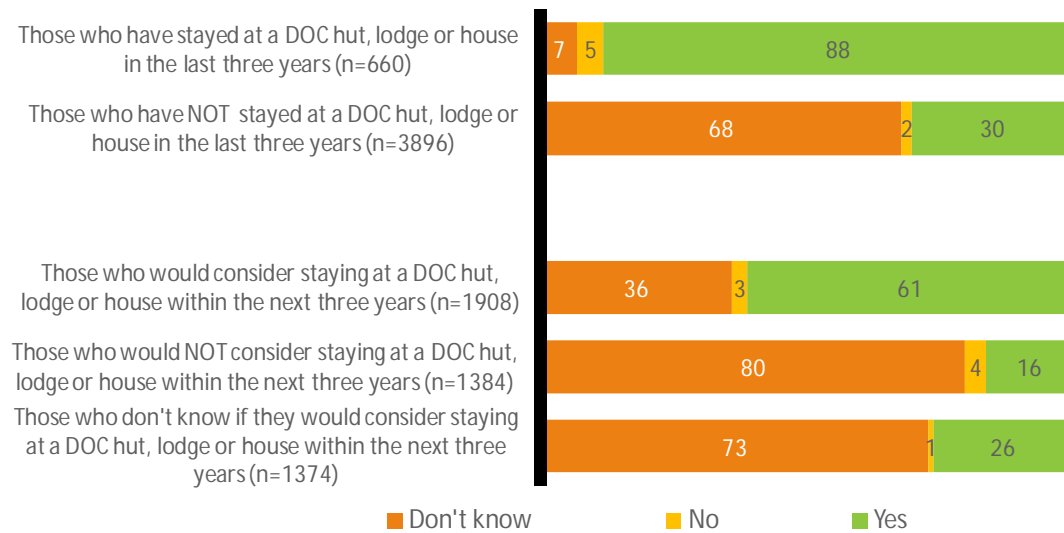


Base: All respondents, excluding not answered

Only a very small proportion (5%) of those who have stayed at a DOC hut, lodge or house in the last three years feel the service was not provided at a reasonable price.

Some 3% of those who would not consider staying at one in the next three years are potentially restricted by the price, as they do not think it is reasonable.

**Perceptions that the DOC huts, lodges and houses are provided at a reasonable price among those who have stayed at one and who would consider staying at one (%)**

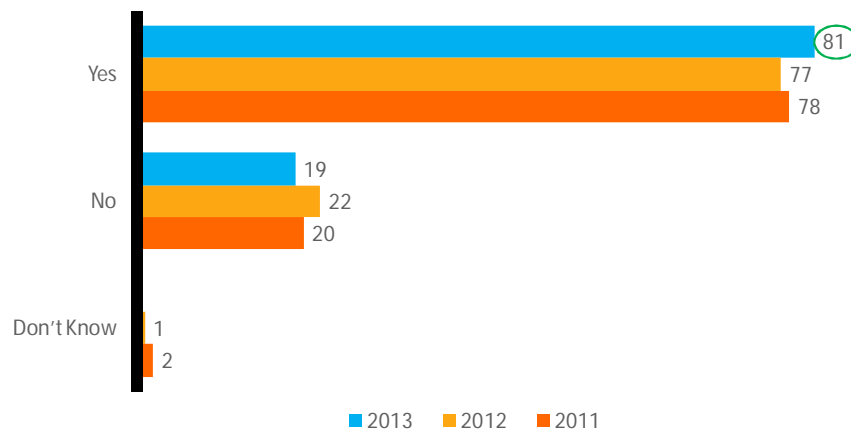


Base: All respondents, excluding not answered

## AWARENESS OF DOC RECREATION SERVICES

Eight in ten (81%) are aware that DOC provides facilities and services for people doing outdoor recreation activities. This appears to be slightly higher than previous measures (though there have been some differences in the question wording used).

### Awareness of DOC as a provider of facilities and services for people doing outdoor recreation activities (%)



Base: All respondents, excluding not answered (2011 n=3614, 2012 n=3885, 2013 n=4981)

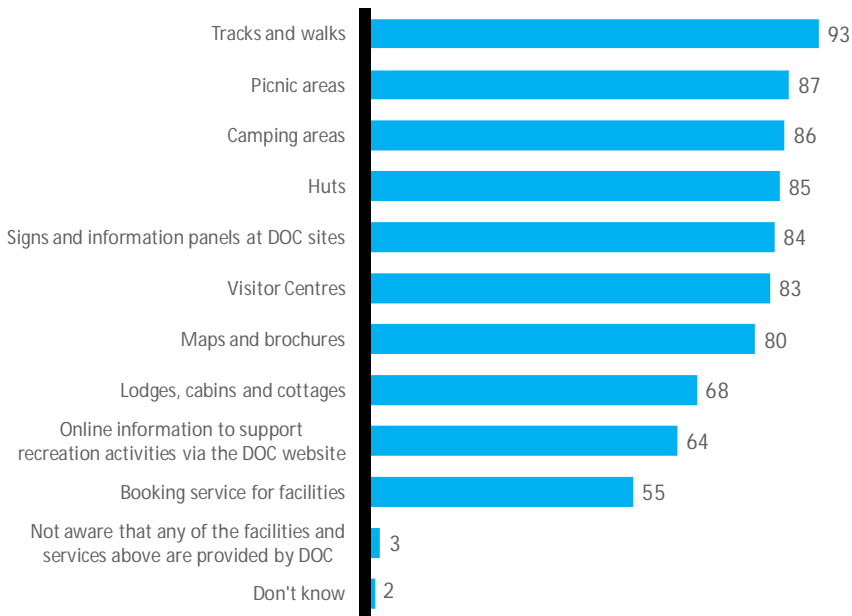


Eight in ten are aware that DOC provides facilities and services for people doing **outdoor recreation activities**



When shown a list of the services that DOC provides, the majority (95%) indicated that they were aware DOC provided at least one of the services listed. This can be broken out into awareness of each of the following services:

#### Awareness of the specific facilities and services provided by DOC (%)



Base: All respondents, excluding not answered (n=4994)

Those of Asian (13%) or Pacific (11%) ethnicity, those aged 18 to 24 (8%) and who are living in Auckland (5%) are more likely to not be aware that DOC provides any of the facilities and services listed.



**Almost all** New Zealanders are aware that DOC provides tracks and walks

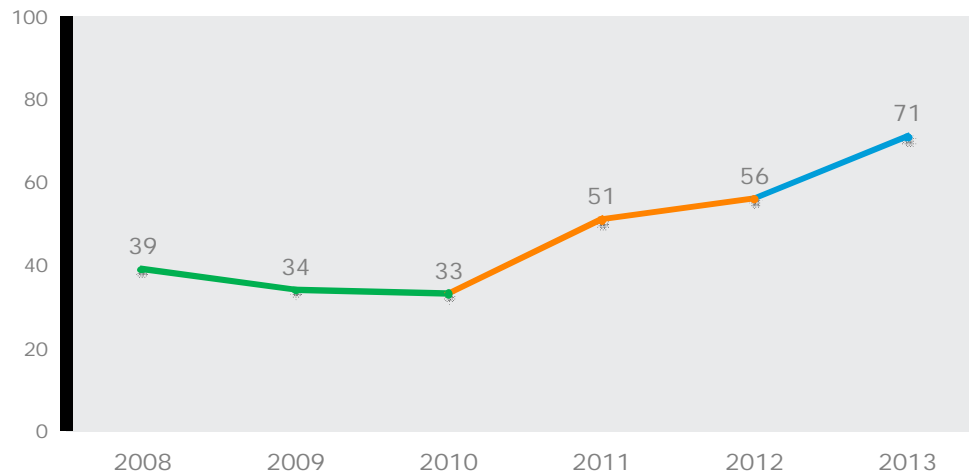
## USAGE AND SATISFACTION BY RECREATIONAL AREA

An increasing proportion of New Zealanders seem to be visiting parks and places administered by DOC. In 2013 seven in ten (71%) say they have visited at least one DOC recreation area in the past 12 months.



An **increasing** proportion of New Zealanders seem to be visiting parks and places administered by DOC

Proportion who have visited a DOC recreation area in the past 12 months (%)



Base: Pre-2011 – CATI Mobius survey; 2011/12 – CATI and online CB survey; 2013 – SMM (online and hard copy) Nielsen

Note: The increase in the proportion on New Zealanders who had visited a DOC area in 2011 is likely due to the change in methodology and fieldwork provider.

The areas visited most frequently are identified below:

	Recreational area visited	%
1	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	14%
2	North Head	10%
3	Waipoua Forest (Tane Mahuta, other areas)	9%
4	Coromandel Forest Park	9%
5	Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)	9%
6	Arthur's Pass National Park	9%
7	Hanmer Forest Park / Conical Hill	9%
8	Kerikeri Basin - Stone Store	8%
9	Cape Reinga / Te Paki Recreation Reserve	8%
10	Rangitoto Island	8%
11	Cathedral Cove / Ha Hei Marine Reserve	8%
12	Moeraki Boulders	8%

13	Cape Rodney - Okakari Point Marine Reserve (Leigh Marine Reserve / Goat Island Marine Reserve, other areas)	7%
14	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	7%
15	Arrowtown Chinese Settlement	7%
16	Fiordland National Park	7%

Base: All respondents, excluding not answered (n=4909)

Note: Only responses over 7% are shown

Those living in West Coast (86%), Northland (84%), Nelson / Marlborough (84%), Otago (81%), Tongariro (77%), and Canterbury (76%), are more likely to have visited a DOC recreation site in the last 12 months. Those aged 35 to 49 (77%), those of New Zealand European ethnicity (74%), those who have children currently living with them (74%) and males (72%) are also more likely to have visited a DOC area.

It is evident that New Zealanders are more likely to have visited an area within their own conservancy or within a neighbouring conservancy.

	<b>Northland: Recreational area visited by those living in Northland (n=382)</b>	<b>%</b>
1	Kerikeri Basin - Stone Store	50%
2	Waipoua Forest (Tane Mahuta, other areas)	50%
3	Cape Reinga / Te Pahi Recreation Reserve	35%
4	Bream Head	23%
5	Urupukapuka Island	17%
6	Cape Brett	13%
7	Poor Knights Marine Reserve	13%
8	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	13%
9	Flagstaff Hill	11%
10	Cape Rodney - Okakari Point Marine Reserve (Leigh Marine Reserve / Goat Island Marine Reserve, other areas)	8%

	<b>Auckland: Recreational area visited by those living in Auckland (n=670)</b>	<b>%</b>
1	North Head	25%
2	Cape Rodney - Okakari Point Marine Reserve (Leigh Marine Reserve / Goat Island Marine Reserve, other areas)	18%
3	Rangitoto Island	18%
4	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	16%

5	Waipoua Forest (Tane Mahuta, other areas)	14%
6	Coromandel Forest Park	14%
7	Kerikeri Basin - Stone Store	13%
8	Cathedral Cove / Ha Hei Marine Reserve	13%
9	Cape Reinga / Te Paki Recreation Reserve	12%
10	Tiritiri Matangi Island	11%

	<b>Waikato: Recreational area visited by those living in Waikato (n=327)</b>	<b>%</b>
1	Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)	30%
2	Coromandel Forest Park	26%
3	Pirongia Forest Park	25%
4	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	21%
5	Cathedral Cove / Ha Hei Marine Reserve	20%
6	Pureora Forest Park	11%
7	Waipoua Forest (Tane Mahuta, other areas)	10%
8	Kerikeri Basin - Stone Store	10%
9	Cape Reinga / Te Paki Recreation Reserve	9%
10	Te Urewera National Park (Lake Waikaremoana, other areas)	8%

	<b>East Coast: Recreational area visited by those living in East Coast (n=340)</b>	<b>%</b>
1	Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)	42%
2	Te Urewera National Park (Lake Waikaremoana, other areas)	22%
3	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	19%
4	Coromandel Forest Park	16%
5	Cathedral Cove / Ha Hei Marine Reserve	12%
6	Whirinaki Forest Park	8%
7	Waipoua Forest (Tane Mahuta, other areas)	7%
8	Cape Reinga / Te Paki Recreation Reserve	7%
9	Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	6%

	<b><i>Tongariro / Whanganui / Taranaki: Recreational area visited by those living in Tongariro / Whanganui / Taranaki (n=349)</i></b>	<b>%</b>
1	Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	52%
2	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	28%
3	Pureora Forest Park	8%
4	Tongariro River walks	8%
5	Tongariro National Trout Centre	8%
6	Ohakune Old Coach Road	7%
7	Te Urewera National Park (Lake Waikaremoana, other areas)	6%
8	Waipoua Forest (Tane Mahuta, other areas)	6%

	<b><i>Wellington / Hawkes Bay: Recreational area visited by those living in Wellington / Hawkes Bay (n=801)</i></b>	<b>%</b>
1	Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	21%
2	Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	19%
3	Old Government Buildings Wellington	15%
4	Manawatu Gorge Walkway	11%
5	Pukaha Mount Bruce Wildlife Centre	9%
6	Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	9%
7	Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	7%
8	Tongariro River walks	7%
9	Te Urewera National Park (Lake Waikaremoana, other areas)	6%

	<b><i>Nelson / Marlborough: Recreational area visited by those living in Nelson / Marlborough (n=404)</i></b>	<b>%</b>
1	Nelson Lakes National Park (Lake Rotoiti, other areas)	61%
2	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	59%
3	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	39%
4	Queen Charlotte Track / Ship Cove	30%
5	Te Waikoropupu Springs	23%
6	Mt Richmond Forest Park	23%
7	Hanmer Forest Park / Conical Hill	21%
8	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	20%
9	Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	17%

	<b>West Coast: Recreational area visited by those living in West Coast (n=370)</b>	<b>%</b>
1	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	69%
2	Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	49%
3	Arthur's Pass National Park	48%
4	Cape Foulwind / Tauranga Bay	44%
5	Denniston Historic Mine	32%
6	Nelson Lakes National Park (Lake Rotoiti, other areas)	22%
7	Hanmer Forest Park / Conical Hill	22%
8	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	20%
9	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	18%
10	Craigieburn Forest Park	12%

	<b>Canterbury: Recreational area visited by those living in Canterbury (n=491)</b>	<b>%</b>
1	Hanmer Forest Park / Conical Hill	45%
2	Arthur's Pass National Park	35%
3	Godley Head - Christchurch	25%
4	Moeraki Boulders	20%
5	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	17%
6	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	15%
7	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	14%
8	Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	12%
9	Arrowtown Chinese Settlement	12%
10	Lake Sumner Forest Park	11%

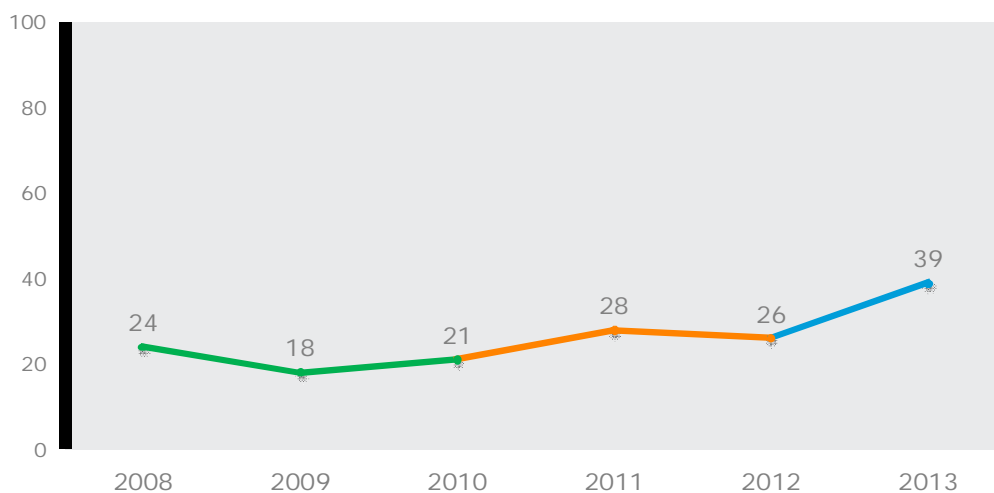
	<b>Otago: Recreational area visited by those living in Otago (n=392)</b>	<b>%</b>
1	Moeraki Boulders	47%
2	Otago Central Rail Trail	37%
3	Taiaroa Head Albatross Colony	24%
4	Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)	23%
5	Arrowtown Chinese Settlement	22%
6	Mt Aspiring National Park	17%

7	St Bathans	17%
8	Nugget Point	16%
9	Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	14%
10	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	11%

	<b>Southland: Recreational area visited by those living in Southland (n=383)</b>	<b>%</b>
1	Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)	58%
2	Arrowtown Chinese Settlement	19%
3	Otago Central Rail Trail	18%
4	Nugget Point	18%
5	Moeraki Boulders	17%
6	Rakiura National Park	13%
7	Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	10%
8	St Bathans	9%
9	Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	9%
10	Mt Aspiring National Park	7%

Four in ten (39%) New Zealanders have visited one of New Zealand's national parks in the last 12 months.

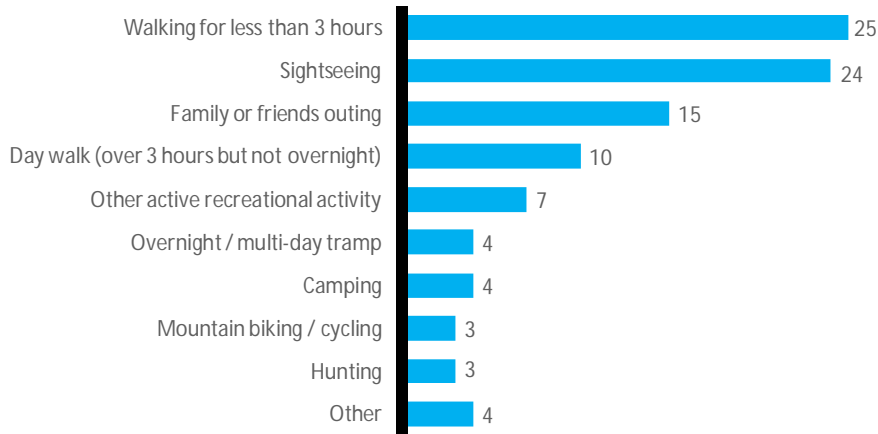
#### Proportion who have visited a national park in the past 12 months (%)



Base: Pre-2011 – CATI Mobius survey; 2011/12 – CATI and online CB survey; 2013 – SMM (online and hard copy) Nielsen

As can be seen below, the main activity carried out during the most recent visit is doing a short walk (less than three hours) or sightseeing.

**Main activity that was carried out on most recent visit to a DOC recreation area (%)**

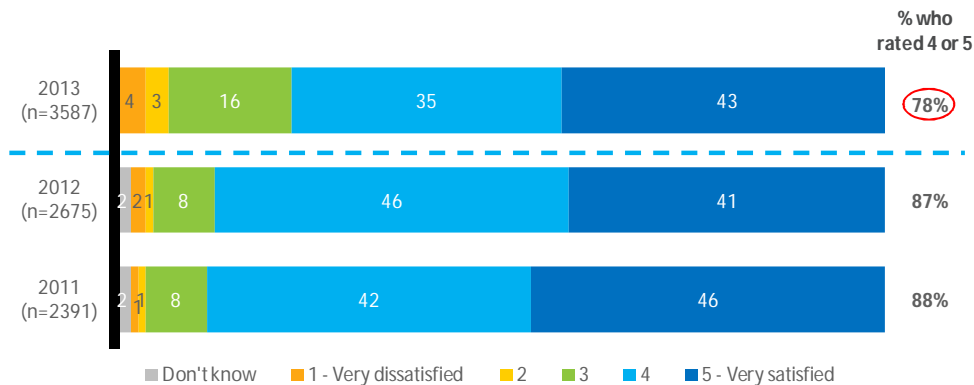


The main activities carried out are **short walks** and **sightseeing**

Base: Those who have visited a recreation area in the past 12 months, excluding not answered (n=3296)

Overall, satisfaction with the parks and places administered by DOC is high with 78% rating their most recent experience 4 or 5 out of 5. However, there is possibly a slight downward trend and there has been a significant increase in the proportion who are dissatisfied.

**Satisfaction with the facilities at the DOC area that was visited most recently (%)**



Base: Those who have visited a recreation area in the past 12 months (2011 n=2391, 2012 n=2675, 2013 n=3587 excluding not answered)



The table below provides more detail about the level of satisfaction with each site, as rated by those whose most recent visit was to this particular site. (Note that many sites have very few visitors and results must be viewed as indicative only.)

The first column shows which sites have the highest satisfaction (in order from high to low), while the second column shows the sites in order of dissatisfaction.

Satisfaction is highest with Mitchell's Cottage, Poor Knights Marine Reserve, Ohakune Old Coach Road and Skippers / Mt Aurum Recreation, while dissatisfaction is highest with Kaimanawa Forest Park and Godley Head Christchurch.

	Areas ranked from highest to lowest based on % who are <i>satisfied</i> with the area	Areas ranked from highest to lowest based on % who are <i>dissatisfied</i> with the area
1	91% (n=97) - Waipoua Forest (Tane Mahuta, other areas)	17% (n=39) - Godley Head – Christchurch
2	90% (n=39) - Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	13% (n=99) - Kerikeri Basin - Stone Store
3	88% (n=142) - Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	12% (n=90) - North Head
4	86% (n=104) - Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	12% (n=67) - Coromandel Forest Park
5	85% (n=34) - Bream Head	12% (n=44) - Pirongia Forest Park
6	85% (n=80) - Cathedral Cove / Ha Hei Marine Reserve	11% (n=82) - Arthur's Pass National Park
7	85% (n=147) - Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	9% (n=39) - Nugget Point
8	84% (n=170) - Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	7% (n=53) - Cape Rodney - Okakari Point Marine Reserve (Leigh Marine Reserve / Goat Island Marine Reserve, other areas)
9	84% (n=94) - Nelson Lakes National Park (Lake Rotoiti, other areas)	7% (n=50) - Rangitoto Island
10	81% (n=44) - Pirongia Forest Park	4% (n=142) - Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)
11	81% (n=71) - Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	7% (n=94) - Nelson Lakes National Park (Lake Rotoiti, other areas)

12	81% (n=87) - Otago Central Rail Trail	7% (n=68) - Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)
13	80% (n=85) - Cape Reinga / Te Pahi Recreation Reserve	6% (n=80) - Cathedral Cove / Ha Hei Marine Reserve
14	80% (n=51) - Cape Foulwind / Tauranga Bay	6% (n=37) - Taiaroa Head Albatross Colony
15	79% (n=53) - Cape Rodney - Okakari Point Marine Reserve (Leigh Marine Reserve / Goat Island Marine Reserve, other areas)	5% (n=97) - Waipoua Forest (Tane Mahuta, other areas)
16	79% (n=144) - Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)	5% (n=85) - Cape Reinga / Te Pahi Recreation Reserve
17	79% (n=55) - Queen Charlotte Track / Ship Cove	5% (n=144) - Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)
18	79% (n=220) - Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)	5% (n=63) - Te Urewera National Park (Lake Waikaremoana, other areas)
19	78% (n=43) - Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	5% (n=71) - Tararua Forest Park (Holdsworth, Otaki Forks, other areas)
20	76% (n=50) - Rangitoto Island	5% (n=44) - Manawatu Gorge Walkway
21	76% (n=82) - Arthur's Pass National Park	5% (n=55) - Queen Charlotte Track / Ship Cove
22	76% (n=127) - Hanmer Forest Park / Conical Hill	5% (n=104) - Paparoa National Park (Punakaiki / Pancake Rocks, other areas)
23	75% (n=30) - Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	5% (n=127) - Hanmer Forest Park / Conical Hill
24	74% (n=63) - Te Urewera National Park (Lake Waikaremoana, other areas)	5% (n=110) - Moeraki Boulders
25	74% (n=68) - Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	5% (n=87) - Otago Central Rail Trail
26	72% (n=99) - Kerikeri Basin - Stone Store	5% (n=220) - Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)
27	72% (n=60) - Government Buildings Wellington	3% (n=34) - Bream Head
28	72% (n=39) - Nugget Point	3% (n=170) - Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)

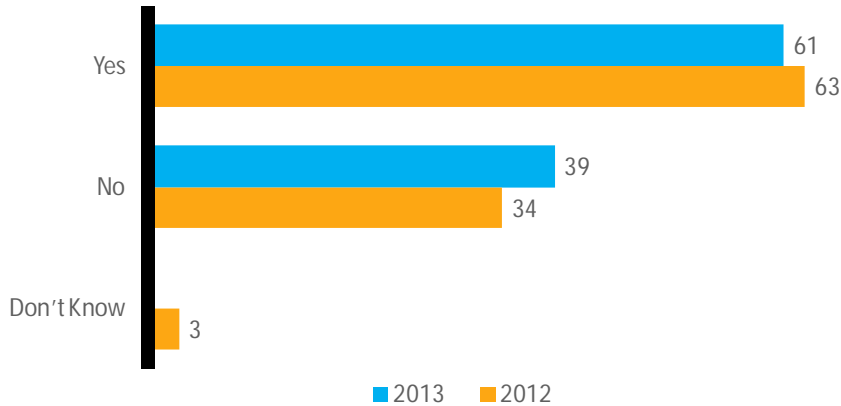
29	72% (n=110) - Moeraki Boulders	3% (n=30) - Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)
30	72% (n=58) - Arrowtown Chinese Settlement	3% (n=43) - Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)
31	71% (n=67) - Coromandel Forest Park	3% (n=39) - Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)
32	71% (n=44) - Manawatu Gorge Walkway	2% (n=147) - Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)
33	71% (n=37) - Taiaroa Head Albatross Colony	2% (n=58) - Arrowtown Chinese Settlement
34	63% (n=90) - North Head	1% (n=60) - Government Buildings Wellington
35	61% (n=39) - Godley Head – Christchurch	1% (n=51) - Cape Foulwind / Tauranga Bay

*Base: Those who have visited each DOC area in the past 12 months, excluding not answered  
Only those with a base greater than 30 are shown here*

## AWARENESS, USE AND SATISFACTION OF DOC HISTORIC SITES

Six in ten (61%) are aware that DOC administers historic sites on conservation land.

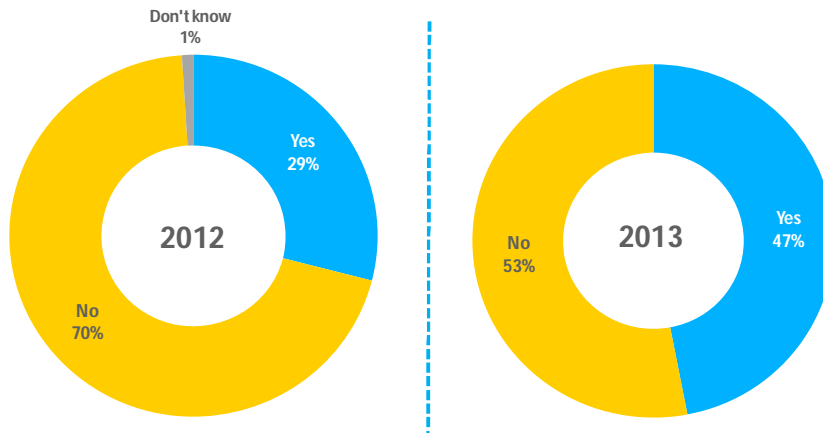
**Awareness of DOC as an administrator of historic sites on conservation land (%)**



Base: All respondents, excluding not answered (2012 n=3885, 2013 n=4959)

When shown a list of the sites that DOC administers, almost half (47%) indicate that they have been to at least one of these sites in the past 12 months.

**Proportion who have visited a historic site administered by DOC (%)**



Base: All respondents (2012 n=3885, 2013 n=4814 excl not answered)

\* Note: Due to the change in methodology, the way in which this question was asked has changed dramatically which is likely to be behind the large increase from 29% to 47%. In 2013, respondents were provided with a map and a list of DOC-administered parks and places, as well as historic sites. They used this list to identify the areas they had visited in the past 12 months. Prior to 2013, in a telephone survey, respondents named areas they had visited without being prompted, relying on their own recall. Therefore, 2013 should provide a more accurate reading of visits to DOC areas.



Six in ten are aware that DOC administers historic sites

The top 15 sites visited are identified below:

	Historic site visited	%
1	North Head	10%
2	Karangahake Gorge and Historic Gold Mine	10%
3	Cape Reinga	8%
4	Kerikeri Basin - Stone Store	8%
5	Arrowtown Chinese Settlement	7%
6	Old Government Buildings	6%
7	Otago Central Rail Trail	5%
8	Kawau Island	4%
9	Tiritiri Matangi Island	4%
10	Ohakune Old Coach Road	3%
11	Godley Head	3%
12	Urupukapuka Island	2%
13	Flagstaff Hill	2%
14	Cape Brett	2%
15	Kauaeranga Valley	2%

Those living in the West Coast (71%), Northland (69%), and Otago (57%) are more likely to have visited a historic site in the last 12 months. Those from a household with an income of more than \$100,000 (60%), aged 50 to 64 (51%), and of New Zealand European ethnicity (49%) are also more likely to have visited a DOC historic site.

	<i>Northland: Historic site visited by those living in Northland (n=368)</i>	%
1	Kerikeri Basin - Stone Store	48%
2	Cape Reinga	33%
3	Urupukapuka Island	15%
4	Ruapekapeka Pa	11%
5	Cape Brett	10%
6	Flagstaff Hill	10%
7	Karangahake Gorge and Historic Gold Mine	6%
8	North Head	6%

	<b>Auckland: Historic site visited by those living in Auckland (n=670)</b>	<b>%</b>
1	North Head	26%
2	Kerikeri Basin - Stone Store	12%
3	Karangahake Gorge and Historic Gold Mine	12%
4	Cape Reinga	11%
5	Tiritiri Matangi Island	9%
6	Arrowtown Chinese Settlement	5%
7	Kawau Island	5%

	<b>Waikato: Historic site visited by those living in Waikato (n=320)</b>	<b>%</b>
1	Karangahake Gorge and Historic Gold Mine	29%
2	Kauaeranga Valley	13%
3	Kerikeri Basin - Stone Store	11%
4	Cape Reinga	9%
5	Waitawheta Tramway	5%
6	North Head	4%
7	Tiritiri Matangi Island	4%
8	Bridge to Nowhere, Whanganui River	4%

	<b>East Coast / Bay of Plenty: Historic site visited by those living in East Coast / Bay of Plenty (n=337)</b>	<b>%</b>
1	Karangahake Gorge and Historic Gold Mine	36%
2	Cape Reinga	7%
3	Waitawheta Tramway	7%
4	Old Government Buildings	5%
5	Kauaeranga Valley	4%
6	Arrowtown Chinese Settlement	4%
7	Kerikeri Basin - Stone Store	3%
8	Ohakune Old Coach Road	3%

	<i>Tongariro / Whanganui / Taranaki: Historic site visited by those living in Tongariro / Whanganui / Taranaki (n=341)</i>	%
1	Dawson Falls Power Station	17%
2	North Egmont Camphouse	15%
3	Bridge to Nowhere, Whanganui River	9%
4	Ohakune Old Coach Road	6%
5	Karangahake Gorge and Historic Gold Mine	4%
6	Cape Reinga	4%
7	Arrowtown Chinese Settlement	4%
8	Kerikeri Basin - Stone Store	4%

	<i>Wellington / Hawkes Bay: Historic site visited by those living in Wellington / Hawkes Bay (n=774)</i>	%
1	Old Government Buildings	15%
2	Ohakune Old Coach Road	5%
3	Arrowtown Chinese Settlement	4%
4	Bridge to Nowhere, Whanganui River	3%
5	Karangahake Gorge and Historic Gold Mine	3%
6	Cape Reinga	3%
7	Kerikeri Basin - Stone Store	3%
8	Otago Central Rail Trail	3%
9	Ship Cove, Marlborough Sounds	3%
10	Otatara Pa	3%

	<i>Nelson / Marlborough: Historic site visited by those living in Nelson / Marlborough (n=395)</i>	%
1	Ship Cove, Marlborough Sounds	14%
2	Denniston Historic Mine	11%
3	Molesworth Station	11%
4	Arrowtown Chinese Settlement	7%
5	Brunner Mine	6%
6	Old Government Buildings	4%
7	Otago Central Rail Trail	4%

	<i>West Coast: Historic site visited by those living in West Coast (n=365)</i>	%
1	Brunner Mine	41%
2	Denniston Historic Mine	36%
3	Waiuta Gold Mine	20%
4	Goldsborough	18%
5	Arrowtown Chinese Settlement	6%
6	Ship Cove, Marlborough Sounds	3%
7	Otago Central Rail Trail	3%
8	St Bathans	3%

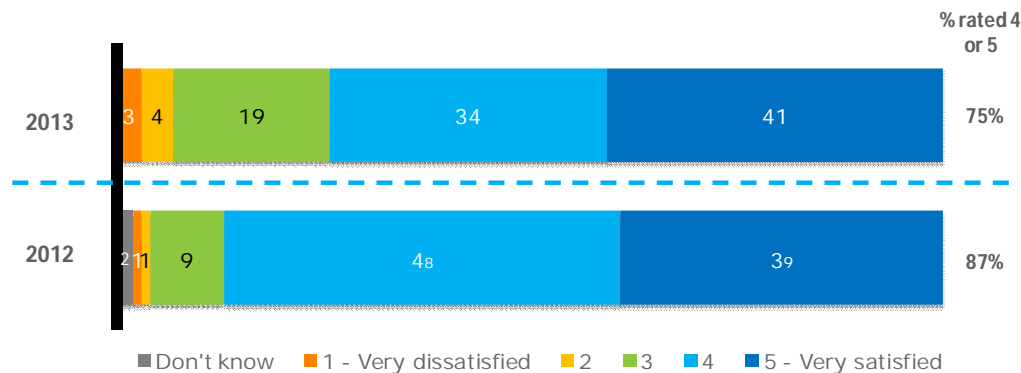
	<i>Canterbury: Historic site visited by those living in Canterbury (n=478)</i>	%
1	Godley Head	22%
2	Arrowtown Chinese Settlement	12%
3	Otago Central Rail Trail	8%
4	Denniston Historic Mine	7%
5	Ship Cove, Marlborough Sounds	5%
6	Molesworth Station	5%
7	St Bathans	4%

	<i>Otago: Historic site visited by those living in Otago (n=390)</i>	%
1	Otago Central Rail Trail	32%
2	Arrowtown Chinese Settlement	22%
3	St Bathans	17%
4	Nevis Valley	9%
5	Alexandra Courthouse	9%
6	Bendigo Historic Reserve	8%
7	Mitchells Cottage	8%
8	Skippers / Mt Aurum Recreation Reserve	5%



In general, three quarters (75%) are satisfied with the heritage experience they had at the historic site they visited most recently. This is a slight drop from satisfaction in 2012 (87%).

### Satisfaction with the heritage experience at the DOC site that was visited most recently (%)



Base: All respondents who have visited a DOC historic area (2012 n=1244, 2013 n=2298 excl not answered)

The table below provides more detail about the level of satisfaction with each site, as rated by those whose most recent visit was to this particular site. (Note that many sites have very few visitors and results must be viewed as indicative only.)

The majority of those who visited Mitchells Cottage or Ohakune Old Coach Road were satisfied with their experience. Almost a quarter (23%) of those who visited Cape Brett were dissatisfied with their historic experience at the site.

	Areas ranked from high to low based on % who are <u>satisfied</u> with the site	Areas ranked from high to low based on % who are <u>dissatisfied</u> with the site
1	92% (n=43) - Ohakune Old Coach Road	13% (n=85) - Godley Head
2	83% (n=224) - Karangahake Gorge and Historic Gold Mine	12% (n=33) - Kaueranga Valley
3	82% (n=34) - Bridge to Nowhere, Whanganui River	11% (n=136) - Cape Reinga
4	81% (n=53) - Molesworth Station	11% (n=32) - Pourakino
5	81% (n=131) - Denniston Historic Mine	10% (n=35) - Tiritiri Matangi Island
6	80% (n=35) - Tiritiri Matangi Island	10% (n=53) - Molesworth Station
7	80% (n=33) - Kaueranga Valley	9% (n=154) - Kerikeri Basin - Stone Store
8	80% (n=156) - Otago Central Rail Trail	8% (n=175) - Arrowtown Chinese Settlement

<b>9</b>	79% (n=136) - Cape Reinga	8% (n=62) - St Bathans
<b>10</b>	79% (n=69) - Ship Cove, Marlborough Sounds	7% (n=34) - Bridge to Nowhere, Whanganui River
<b>11</b>	77% (n=154) - Kerikeri Basin Stone Store	6% (n=138) - North Head
<b>12</b>	77% (n=32) - Goldsbrough	6% (n=131) - Denniston Historic Mine
<b>13</b>	75% (n=123) - Government Buildings	4% (n=49) - Dawson Falls Power Station
<b>14</b>	75% (n=100) - Brunner Mine	3% (n=224) - Karangahake Gorge and Historic Gold Mine
<b>15</b>	73% (n=49) - Dawson Falls Power Station	3% (n=100) - Brunner Mine
<b>16</b>	69% (n=138) - North Head	3% (n=32) - Waiuta Gold Mine
<b>17</b>	69% (n=175) - Arrowtown Chinese Settlement	3% (n=156) - Otago Central Rail Trail
<b>18</b>	69% (n=62) - St Bathans	2% (n=39) - North Egmont Camphouse
<b>19</b>	68% (n=36) - Nevis Valley	2% (n=123) - Government Buildings
<b>20</b>	65% (n=32) - Waiuta Gold Mine	1% (n=43) - Ohakune Old Coach Road
<b>21</b>	61% (n=39) - North Egmont Camphouse	1% (n=69) - Ship Cove, Marlborough Sounds
<b>22</b>	56% (n=85) - Godley Head	- (n=32) - Goldsbrough
<b>23</b>	37% (n=32) - Pourakino	- (n=36) - Nevis Valley

*Base: Those who have visited each historic site in the past 12 months, excluding not answered  
Only those with a base greater than 30 are shown here*

# INFORMATION CHANNELS



## INTRODUCTION

DOC provides many sources of information and booking facilities for those looking to use the parks and places they administer.

This section looks at the level of use of, and satisfaction with, the information and booking services among those who have visited a DOC recreation area in the past 12 months.

Specifically, respondents were asked the following:

- Whether or not they sought information about the area they were going to before their most recent visit.
- If so, which sources of information did they use - including informal sources such as personal contacts, through other companies such as i-sites or travel agents, or DOC specific sources. They were also asked to specify whether they had received all of the information they were looking for from these sources.
- Whether they had booked any DOC facilities before their most recent visit.

## SUMMARY

Almost a third (31%) of those who visited a DOC recreational area in the past 12 months had sought information before their most recent visit.

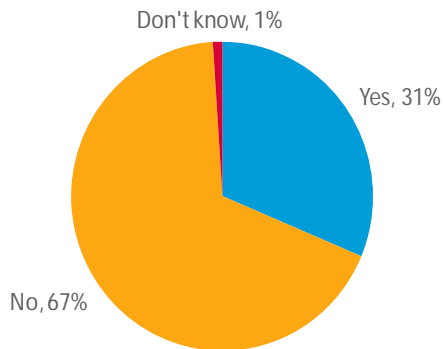
Personal contacts such as friends and family are the most common source of information. However, as would be expected, personal contacts do not always have the information that is being sought. The second most common source of information is the DOC website (55%), at which over three quarters (77%) found the information they were seeking.

Only a small proportion (6%) booked any DOC facilities before they went on their most recent visit.

## SOURCES OF INFORMATION

Almost a third (31%) of those who visited a DOC recreational area in the past 12 months sought information before they went.

**Proportion who sought information before their most recent visit to a DOC recreation area (%)**



*Base: Those who have visited a recreation area in the past 12 months, excluding not answered (n=3583)*

Those of Asian ethnicity (52%), Wellingtonians (37%), those aged 35 to 49 (35%), and those with children living in their household (35%) are more likely to say they sought information.



A third sought information **before** visiting a DOC recreation area

As can be seen below, personal contacts such as friends and family are the most common source of information. However, as would be expected, personal contacts do not always provide all the information that is being sought as a third of those who sought information from this source did not find out all the information they were seeking.

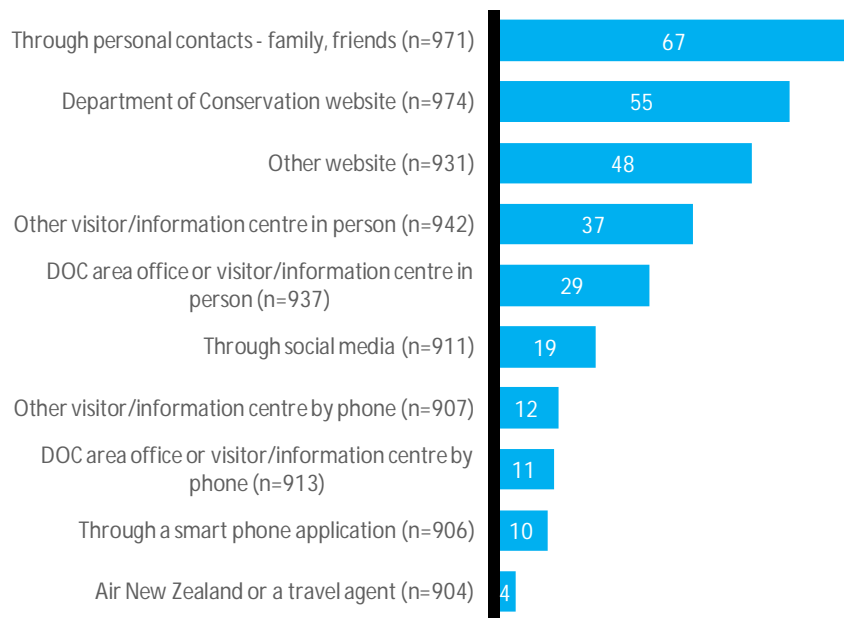
Over half (55%) of those who sought information looked at the DOC website, of which three quarters (77%) found the information they were looking for.

Although DOC visitor or information centres were not used by the majority of those who sought information, the proportion of those who received all of the information they were after in person is high (83%), however some work needs to be done to improve the satisfaction with those who call the centres (66%).



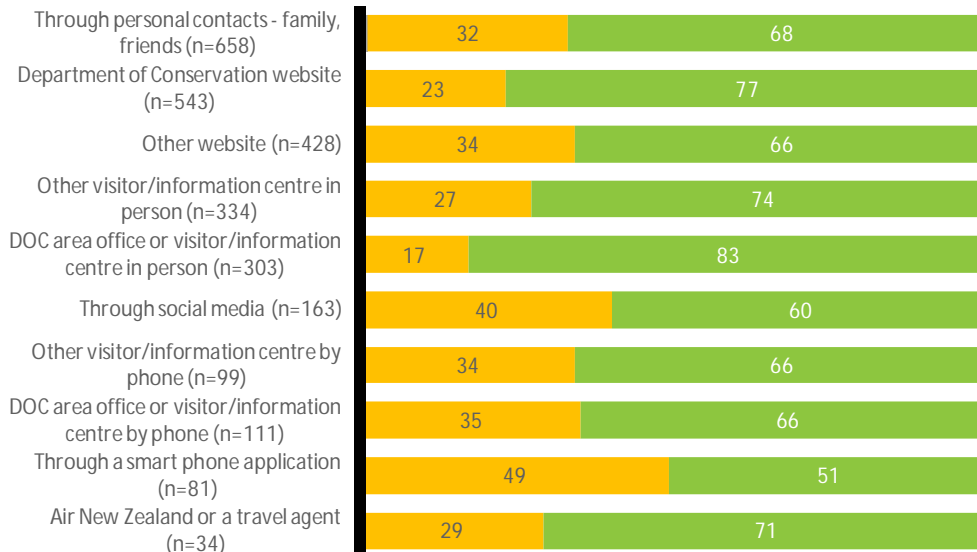
**Personal contacts**  
are the most  
common source of  
information

#### Proportion who sought information from each source (%)



*Base: Those who have visited a recreation area in the past 12 months and sought information before they went, excluding not answered*

### For those who sought information from each source, whether New Zealanders found the information they were after or not (%)



- Sought information from this source but did not receive all the information I was after
- Sought information from this source and received all the information I was looking for

Base: Those who have visited a recreation area in the past 12 months and sought information before they went, excluding not answered

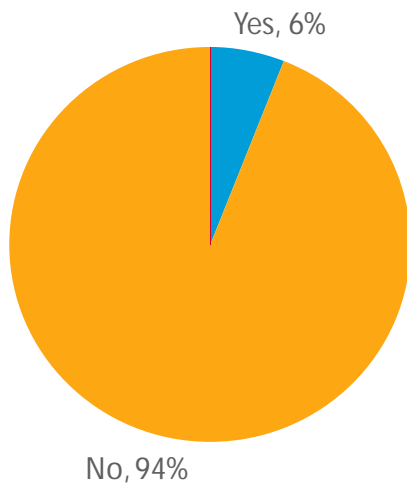
### Sub group differences, looking at the types of people more likely to have sought information from each source, are identified below:

- **DOC website (55% overall)** : Those living in the East Coast (70%), living in a town (62%), those with a household income of more than \$100,000 (62%), and of New Zealand European ethnicity (58%)
- **Other website (48% overall)**: Those aged 25 to 34 (61%), of Asian ethnicity (61%), and with a household income of more than \$100,000 (55%)
- **Other visitor/information centre (e.g. i-sites) in person (37% overall)**: Those of Asian ethnicity (54%)
- **DOC area office or visitor/information centre in person (29% overall)**: Those living in Southland (42%) or Nelson / Marlborough (41%), with a household income of up to \$40,000 (39%) and aged 50 to 64 (35%)
- **Through social media (19% overall)**: Those aged 18 to 24 (34%), living in Northland (34%), of Māori (39%) or Asian (31%) ethnicity
- **Other visitor/information centre (e.g. i-sites) by phone (12% overall)**: Those of Māori ethnicity (24%)
- **DOC area office or visitor/information centre by phone (11% overall)** : Those of Māori ethnicity (25%), those living in Northland (20%), East Coast (19%), and the West Coast (19%)
- **Through a smart phone application (10% overall)**: Those of Asian ethnicity (19%) and males (13%)

## BOOKING OF SERVICES

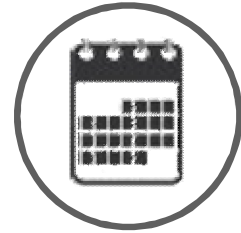
Only a small proportion (6%) booked any DOC facilities before they went on their most recent visit.

Proportion who booked DOC facilities before their most recent visit (%)



*Base: Those who have visited a recreation area in the past 12 months, excluding not answered (n=3606)*

Those who visited a recreation area in Southland (11%) or Nelson / Marlborough (10%) are more likely to indicate that they booked a DOC facility.



**6% booked facilities**  
before their most  
recent visit



# INTRODUCED SPECIES



## INTRODUCTION

A number of species that have been introduced to New Zealand are a major threat to our native species, ecosystems and conservation lands.

Control programmes to manage and remove animal pests are essential for the survival of New Zealand's native species and ecosystems.

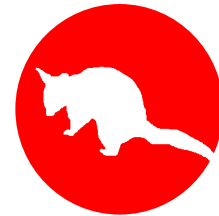
This section looks at the general public's understanding about the threat posed by different species, and looks at attitudes towards different methods of pest control.

## SUMMARY

The majority of New Zealanders believe possums, stoats, rats and wild cats are a major threat to New Zealand's native plants, birds, animals or natural environments. Domestic cats and deer are considered to be less of a threat, although over a third (36%) feels that deer are a serious threat, and over four in ten (42%) feel domestic cats are a serious threat. About two in ten New Zealanders are unsure as to whether didymo and introduced freshwater fish are a threat to New Zealand or not.

There are a number of ways in which species considered pests can be controlled. New Zealanders have firm views about various approaches in terms of which methods they are comfortable with being used and which they are not. The majority has no concerns, or is reasonably comfortable, with trapping (90%) and hunting (89%) being used to control pests. Only a third are comfortable with the use of biological control and poison bait spread by aircraft.

## THREATS TO NATIVE PLANTS, BIRDS, ANIMALS AND THE NATURAL ENVIRONMENT



**Possums, stoats, rats and wild cats are particularly seen as pests**

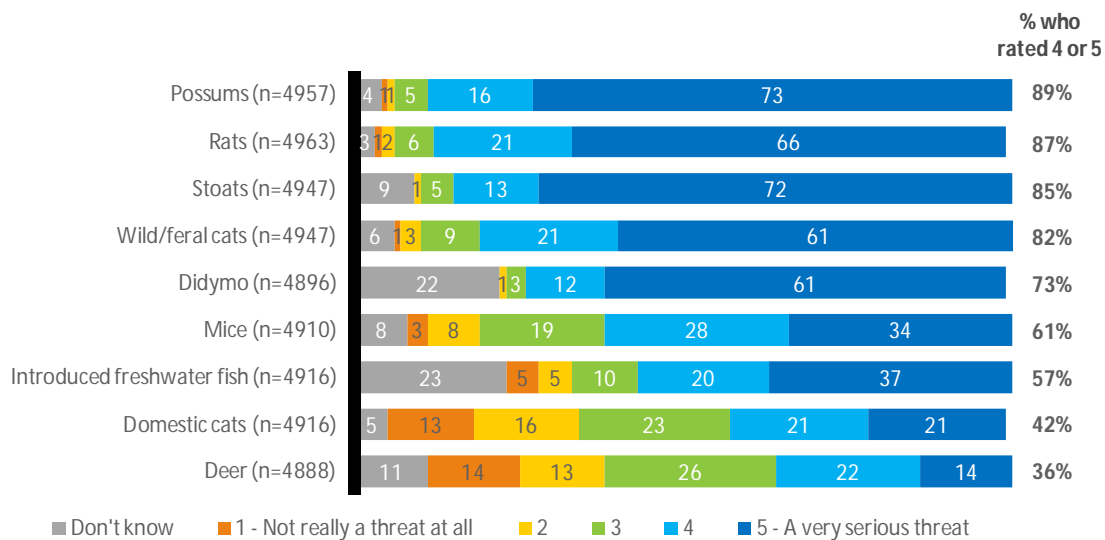
Respondents were given a list of species and asked to rate the extent to which they believed each is a threat to New Zealand based on all they have seen or heard.

The majority see most of the species listed as serious threats to New Zealand's native plants, birds, animals or natural environments, particularly possums, stoats, rats and wild cats.

Didymo is also recognised as a very serious threat to New Zealand among those who selected a stance. However, over two in ten (22%) said they did not know the extent of the threat posed by didymo.

Also large proportion (23%) did not know whether introduced freshwater fish were a threat.

### Extent to which each species is a threat to New Zealand's native plants, birds, animals and the natural environment (%)



Base: All respondents, excluding not answered

## THE CONTROL OF PESTS

There are a number of ways in which species that are considered to be pests can be controlled. New Zealanders have firm views about various approaches in terms of which methods they are comfortable with being used.

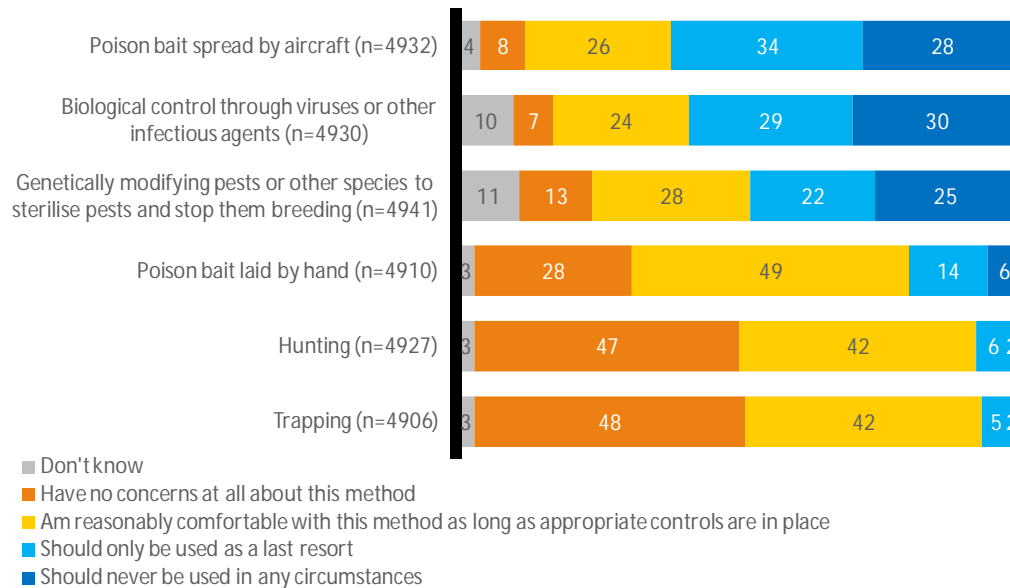
The majority of New Zealanders has no concerns or is reasonably comfortable with trapping (90%) and hunting (89%) being used to control pests. Only a third is comfortable with biological control (31%) and poison bait spread by aircraft (34%) being used. Genetic modification to control breeding is also viewed as a last resort measure or as unacceptable by many.

As long as appropriate controls are in place, pest control via poison laid by hand is acceptable to over three quarters of New Zealanders (77%), compared with just 34% if poison is spread by aircraft.



Most New Zealanders have no concerns or are reasonably comfortable with **trapping** and **hunting**

### Attitude towards DOC using each method of pest control (%)



Base: All respondents, excluding not answered

# KAURI DIEBACK DISEASE



## INTRODUCTION

Kauri dieback is a serious threat to Kauri in the upper North Island. Symptoms of the disease include yellowing leaves, dead branches, lesions that bleed resin over the lower two metres of the trunk, and eventually the death of the tree.

DOC has put a lot of resource into minimizing the biosecurity threat posed by this disease. An important part of minimizing the risk is increasing awareness of the issue among the general public and making sure those who are visiting the infected areas take the appropriate steps to prevent the spread of the disease further. There are two key messages that are promoted:

1. Clean your gear
2. Stay on the tracks

As well as looking at awareness of the disease among New Zealanders, this section also asks those who are aware what the public has been asked to do to stop the spread of the disease. Finally, we ask those aware, whether they have personally taken any actions specifically to help reduce the spread.

## SUMMARY

Four in ten (40%) New Zealanders indicate that they have heard of Kauri dieback disease. Of those who have been to a DOC recreation area where Kauri forests can be found (areas situated in Northland, Auckland and the Waikato), 55% stated that they are aware of Kauri dieback. This is significantly higher than results in 2012 when 43% of those who had visited a recreation area in the upper North Island indicated that they were aware of the disease.

Two thirds (63%) of those who are aware were able to state an action that they believe the general public has been asked to take to help reduce the spread. Over four in ten (43%) mentioned actions that pertain to cleaning gear or not moving soil. Some 16% mentioned staying on the formed tracks or the limited number of tracks that are now available for walking on. Therefore, there is still work to be done in terms of informing New Zealanders about what actions to take.

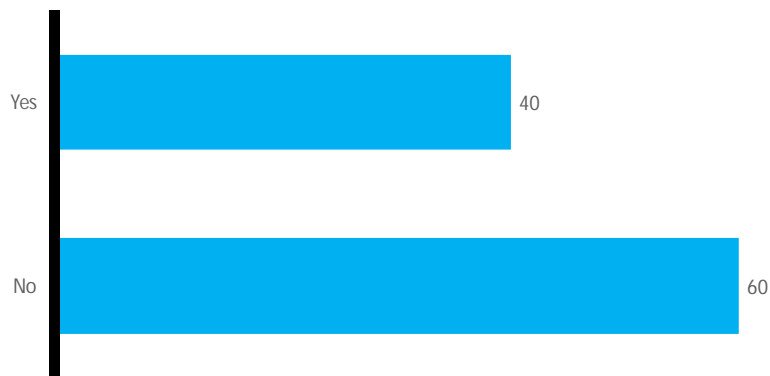
Those who have visited a DOC recreation area in the last 12 months where Kauri forests are at risk of Kauri dieback are more likely to be able to specify an action (74% cf. 63%). Over half (54%) mentioned an action relating to cleaning gear or not moving soil.

One in ten (10%) New Zealanders say they have personally taken action specifically to help reduce the spread of Kauri dieback disease. This is higher for those who are aware of the disease (25%) and those who have visited a recreation area where Kauri forests are at risk of the disease (39% for those who have visited an area in Northland, Auckland or Waikato).

## AWARENESS

Four in ten (40%) New Zealanders are aware of Kauri dieback disease which is also known as PTA. Awareness is much higher in the upper North Island with 66% of those who live in Northland, 49% of those living in Auckland and 47% of those living in the Waikato aware of the disease.

### Awareness of Kauri dieback disease, also known as PTA among all New Zealanders (%)



Base: All respondents, excluding not answered (n=4964)

Of those who have been to a DOC recreation area where Kauri forests are at risk (areas situated in Northland, Auckland and the Waikato), 55% stated that they are aware of Kauri dieback. This is higher than in 2011 when 43% of those who had visited a recreation area in the upper North Island indicated they had heard of Kauri dieback.

### Awareness of Kauri dieback disease, also known as PTA among those who have visited a recreation area in the upper North Island (%)



Base: Those who have been to a DOC recreation area in Northland, Auckland or Waikato (2013 n=1341, 2012 n=1108)

Those who indicated they are aware of Kauri dieback were then asked to identify actions the public has been asked to take to help stop the spread of the disease. Almost two thirds (63%) could identify at least one precaution to take to reduce the spread.

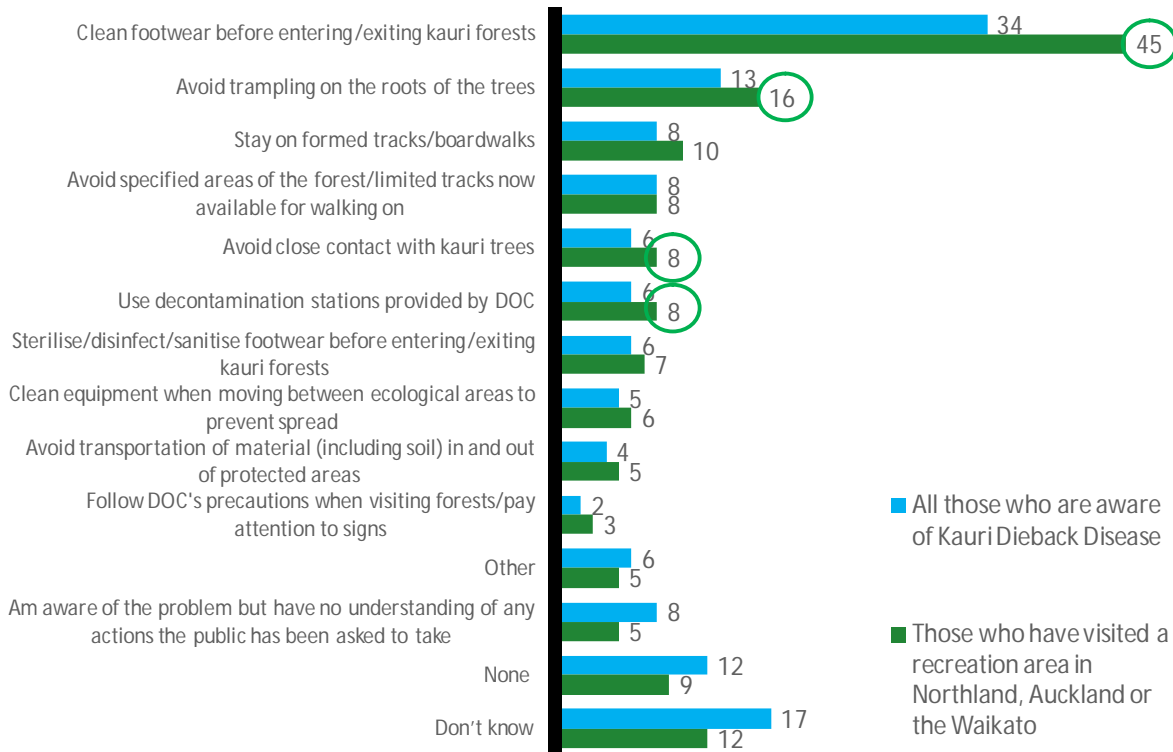
Over four in ten (43%) mentioned actions that pertain to cleaning gear or not moving soil. Some 16% mentioned staying on the formed tracks or the limited number of tracks that are now available for walking on. Therefore there is still work to be done in terms of informing New Zealanders about what actions to take.

Those who have visited a DOC recreation area in the last 12 months where Kauri forests are at risk of dieback disease are more likely to specify an action (74% cf. 63%). Over half (54%) mentioned an action relating to cleaning gear or not moving soil.



Over four in ten mentioned actions that relate to **cleaning gear** and some 16% mentioned something about **staying on the tracks**

**What actions the general public believes they have been asked to do to help reduce the spread of Kauri dieback (%)**



Base: Those who have heard of Kauri Dieback disease, excluding not answered (n=1808)



A quarter (25%) of all New Zealanders aware of Kauri dieback disease say they have personally taken action specifically to help reduce the spread of Kauri dieback disease (which translates to one in ten (10%) of all New Zealanders).

Those living in Auckland (41%) or Northland (30%), those aged 18 to 24 (39%), 25 to 34 (38%) or 35 to 49 (32%) are more likely to state that they have personally taken action. Also, those who have visited a DOC recreation area or historic site in Northland (38%), Auckland (45%), Waikato (41%), East Coast / Bay of Plenty (34%) or Tongariro / Whanganui / Taranaki (34%) are more likely to have done something specifically to help reduce the spread.

Almost four in ten (39%) of those who have been to a DOC recreation area where Kauri forests are at risk indicated that they have done something specifically to reduce the spread of the disease. This is higher than in 2012 (18%) and may have quite a bit to do with the higher awareness of the issue.



**Four in ten** of those who have been to a DOC recreation area where Kauri forests are at risk have **taken action**

# FUTURE PRIORITIES



## INTRODUCTION

DOC has a limited amount of funds and resources available and needs to allocate these resources appropriately, based on working out its priorities.

One area that DOC is keen to prioritise allocation of resources is in relation to its work around historic sites and historic and cultural heritage.

Therefore, this survey provided an opportunity for DOC to obtain input from New Zealanders. Respondents were asked to rate a number of types of historic sites and themes of historic and cultural heritage work, based on how important they felt it was for DOC to focus on each.

## SUMMARY

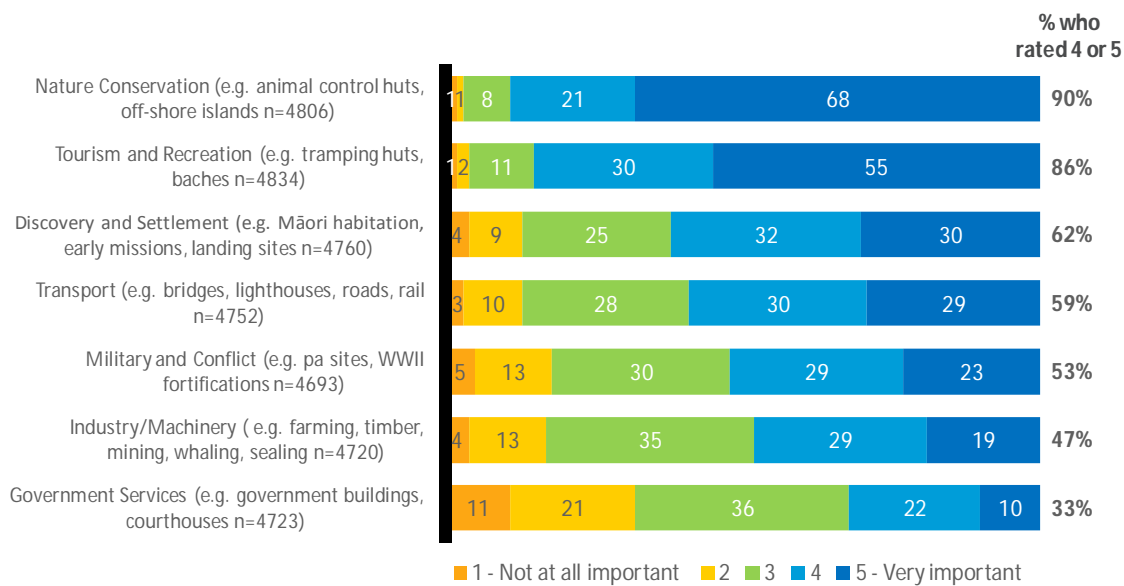
New Zealanders have strong opinions about what they believe DOC should focus on going forward.

Nature conservation (such as animal control huts and off-shore islands) and tourism and recreation (such as tramping huts and baches), are the types of historic sites that more New Zealanders want DOC to focus on. In terms of the themes of historic and cultural heritage work, New Zealanders feel it is very important that DOC focuses on sites that provide the public with information or that are the focus of academic or scientific research.

## PRIORITIES IN HISTORIC SITES

Below are the ratings of which types of historic sites New Zealanders believe are important. It is clear that New Zealanders want DOC to focus on nature conservation (such as animal control huts and off-shore islands) and tourism and recreation (such as tramping huts and baches).

### Importance for DOC to focus on a variety of types of historic sites (%)



Base: All Respondents, excluding don't know and not answered

The majority (90%) of New Zealanders feel it is important for DOC to focus on historic sites relating to nature conservation.

Some other sub group differences of interest are:

Those of Māori ethnicity are more likely to think it is important that DOC focuses on nature conservation (94%), discovery and settlement (80%), military and conflict (66%), and industry / machinery (54%).

Across all sites and themes, those living in the West Coast are more likely to think it is not important for DOC to focus their available funds and resources on each issue.

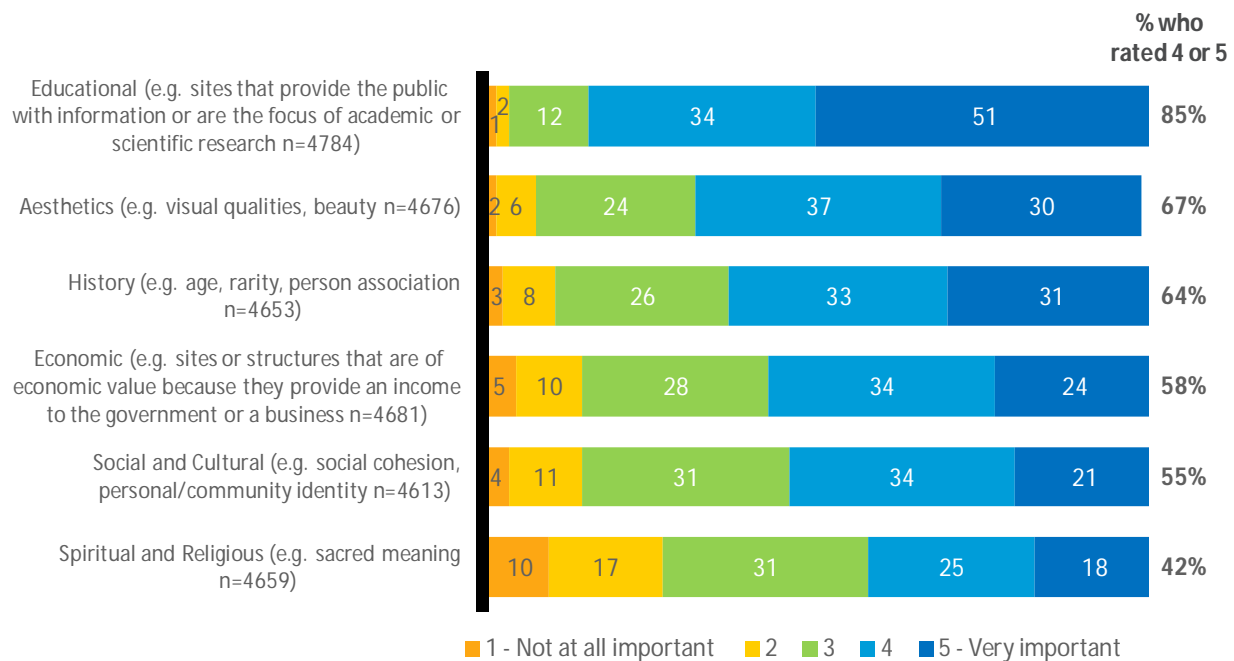


Most New Zealanders feel it is important DOC focuses on **nature conservation**

## PRIORITIES IN HISTORIC AND CULTURAL HERITAGE WORK

In terms of the themes of historic and cultural heritage work, New Zealanders feel it is very important for DOC to focus on sites that provide the public with information or are the focus of academic or scientific research.

### Importance for DOC to focus on a variety of themes of historic and cultural heritage work going forward (%)



Base: All respondents, excluding don't know and not answered

Sub group differences of interest are:

Again, those living in the West Coast are more likely to feel it is not important to focus on any of the historic and cultural heritage work.

Those of Pacific and Māori ethnicity are more likely to think it is important DOC focuses on history, social / cultural, and spiritual and religious themes as outlined below:

- Proportion of Pacific respondents who rated 4 or 5 for these three themes: history (86%), social and cultural (85%), spiritual and religious (78%)
- Proportion of Māori respondents who rated 4 or 5 for these three themes: history (74%), social and cultural (72%), spiritual and religious (64%).

# APPENDIX: QUESTIONNAIRE



Thank you for agreeing to take part in this important survey for the Department of Conservation (DOC). Your answers will be confidential, and results will not be reported in a way that will allow you to be identified.

**Instructions:**

You will need to circle an answer like this		Or like this					
	Please circle <b>one</b> answer					Please circle an answer for each statement	
Yes	1	Question...	1	2	3	4	5
No	2	Question...	1	2	3	4	5

## ABOUT YOU AND WHERE YOU LIVE

**Q1** Which region best describes where you live?

Please circle **one** answer

Northland	1
Auckland (from Bombay Hills to Wellsford, including the islands in the Hauraki Gulf)	2
Waikato	3
East Coast / Bay of Plenty / Rotorua	4
Taupo / Tongariro / Whanganui / Taranaki	5
Hawkes Bay	6
Manawatu / Rangitikei	7
Wellington (including Kapiti, Porirua, Hutt Valley and Wairarapa)	8
Nelson / Marlborough / Kaikoura	9
West Coast	10
Canterbury	11
Otago	12
Southland	13
Other (please specify) _____	14

**Q2** In which of the following age groups do you belong?

Please circle **one** answer

18-19 years	1	50-54 years	8
20-24 years	2	55-59 years	9
25-29 years	3	60-64 years	10
30-34 years	4	65-69 years	11
35-39 years	5	70-74 years	12
40-44 years	6	75 years or more	13
45-49 years	7		

**Q3** What ethnic group do you belong to?

Please circle all that apply

New Zealand European	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Asian	7
Indian	8
Other (please specify) _____	9
Prefer not to say	10

**Q4** Are you:

Please circle **one** answer

Male	1
Female	2

## CONSERVATION

**Q5** What do you consider the main benefits of conservation to be?

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**Q6** What do you consider the main benefits of conservation to you **personally** to be?

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**Q7** Thinking about conservation overall, how important is conservation to you personally?

Please circle **one** answer

1 - Not at all important	1
2	2
3	3
4	4
5 - Very important	5



- Q8** Thinking about the importance of conservation relative to some other New Zealand issues such as education, health, law and order, would you say conservation is...

Please circle **one** answer

A lot less important than these other issues	1
Somewhat less important	2
About the same level of importance	3
Somewhat more important	4
A lot more important than other issues	5

- Q9** To what extent do you agree or disagree with each of the following statements:

Please circle an answer for each of the 8 statements

	Strongly disagree				Strongly agree
1 I think that spending money on conservation is a good investment in the prosperity and well being of all New Zealanders	1	2	3	4	5
2 I think conservation is at the heart of what it means to be a New Zealander	1	2	3	4	5
3 Conservation of New Zealand's natural environment is important to me	1	2	3	4	5
4 I encourage other people to care about and conserve natural resources	1	2	3	4	5
5 I actively enjoy New Zealand's healthy environment, recreation opportunities and history	1	2	3	4	5
6 Conservation is important in my life	1	2	3	4	5
7 Conservation should be considered in all key decisions about New Zealand's future	1	2	3	4	5
8 I am keen to see more of the tax I pay spent on conservation	1	2	3	4	5

- Q10** In the past 12 months, which, if any, of the following have you done specifically relating to a **New Zealand conservation issue**:

Please circle all that apply

Donated money to a conservation cause	1
Helped raise awareness about an issue	2
<b>Formally</b> expressed your opinion about an issue (e.g. made a submission, contacted your MP)	3
Expressed your opinion about an issue through online forums (e.g. blogs, facebook, chat rooms)	4
Been a member of a group or organisation	5
Actively sought information about an issue	6
Spent time helping on a conservation project	7
Other (please specify) _____	8
None of the above	9 → <b>Go to Q13</b>

**Q11** Please answer this question if you selected '7 - Spent time helping on a conservation project' at Q10. Everyone else please go to Q13.

You indicated you spent time helping on a conservation project in New Zealand in the past 12 months, what types of activities were you involved in?

Please circle all that apply

Protection or restoration of a forest, wetland, or marine habitat or species	1
Pest control	2
Tree planting	3
Education about the environment or conservation	4
Recreation facilities or services	5
Other (please specify) _____	6

**Q12** And where did the project you spent time on take place?

Please circle all that apply

Public land administered by DOC	1
Other public land	2
Private land	3
Māori land	4
A marine or freshwater area	5
Not on a specific site	6
Don't know	7

## FACILITIES, SERVICES AND EXPERIENCES

**Q13** Were you aware that the Department of Conservation provides facilities and services for people doing outdoor recreation activities?

Please circle **one** answer

Yes	1
No	2

**Q14** Were you aware that the Department of Conservation provides...

Please circle all that apply

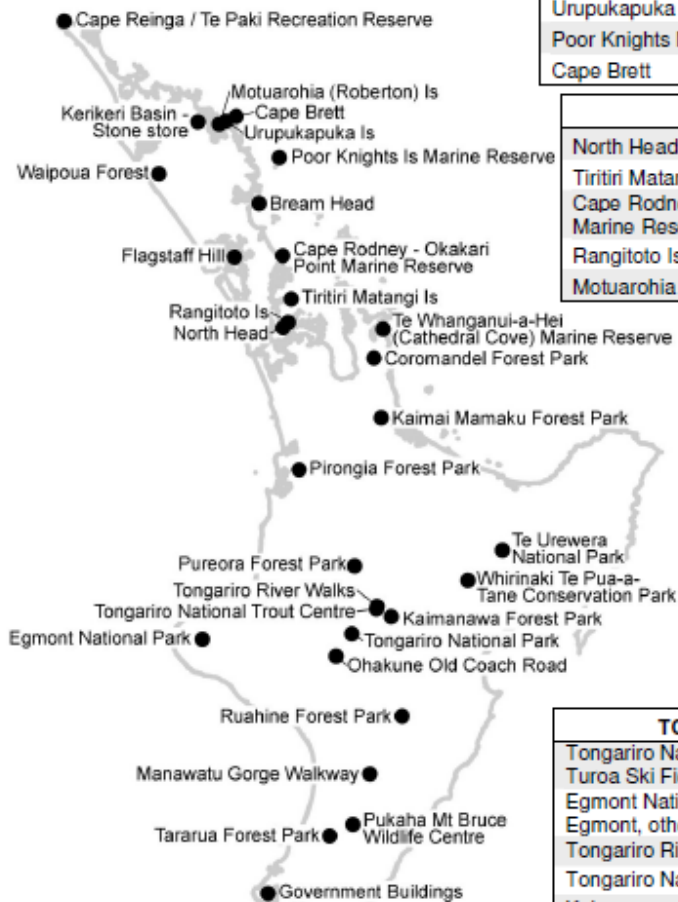
Picnic areas	1
Huts	2
Tracks and walks	3
Camping areas	4
Lodges, cabins and cottages	5
Maps and brochures	6
Visitor Centres	7
Signs and information panels at DOC sites	8
Online information to support recreation activities via the DOC website	9
Booking service for facilities	10
Not aware that any of the facilities and services above are provided by DOC	11
Don't know	12

Q15

The following two pages contain a list of parks and places that are administered by the Department of Conservation. Please read through this list and indicate all those that you have visited in the past 12 months.

If you visited one or more Department of Conservation parks and places that do not appear on this list, please write the names of these areas in the space provided at the end of the question.

Please circle the numbers beside the places you have visited in the past 12 months

**NORTHLAND**

Waipoua Forest (Tane Mahuta, other areas)	1
Kerikeri Basin - Stone Store	2
Cape Reinga / Te Pahi Recreation Reserve	3
Flagstaff Hill	4
Bream Head	5
Urupukapuka Island	6
Poor Knights Marine Reserve	7
Cape Brett	8

**AUCKLAND**

North Head	9
Tiritiri Matangi Island	10
Cape Rodney - Okakari Point Marine Reserve (Leigh Marine Reserve / Goat Island Marine Reserve, other areas)	11
Rangitoto Island	12
Motuarohia (Roberton) Island	13

**WAIKATO**

Coromandel Forest Park	14
Cathedral Cove / Ha Hei Marine Reserve	15
Pirongia Forest Park	16
Pureora Forest Park	17

**EAST COAST / BAY OF PLENTY**

Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)	18
Te Urewera National Park (Lake Waikaremoana, other areas)	19
Whirinaki Forest Park	20

**TONGARIRO / WHANGANUI / TARANAKI**

Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	21
Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	22
Tongariro River walks	23
Tongariro National Trout Centre	24
Kaimanawa Forest Park	25
Ohakune Old Coach Road	26

**HAWKES BAY / WELLINGTON**

Old Government Buildings Wellington	27
Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	28
Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	29
Pukaha Mount Bruce Wildlife Centre	30
Manawatu Gorge Walkway	31

Please circle the numbers beside the places you have visited in the past 12 months

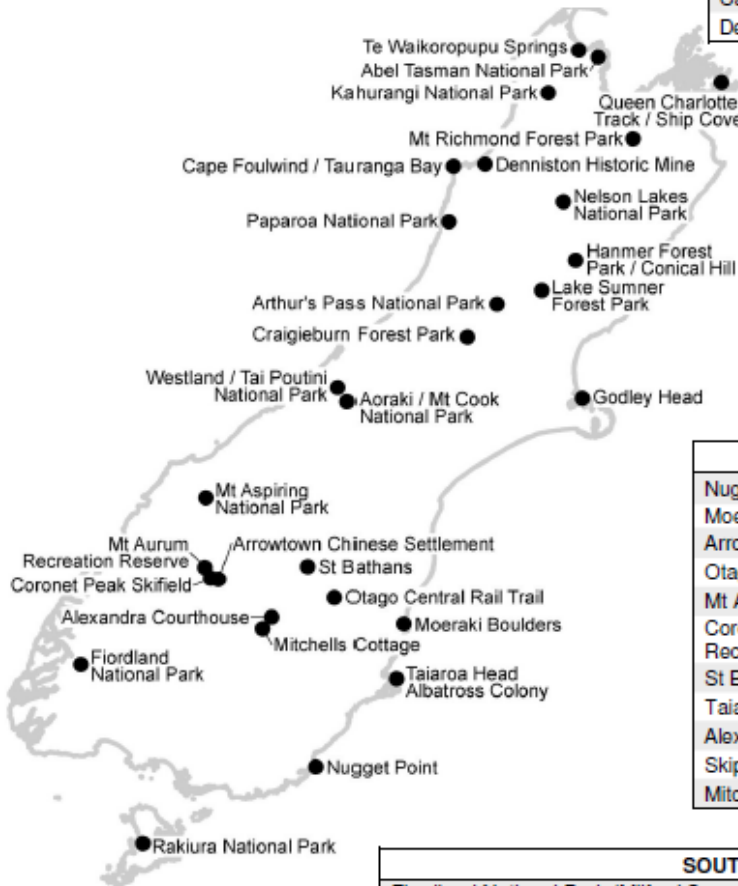
NELSON / MARLBOROUGH	
Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	32
Nelson Lakes National Park (Lake Rotoiti, other areas)	33
Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	34
Queen Charlotte Track / Ship Cove	35
Te Waikoropupu Springs	36
Mt Richmond Forest Park	37

WEST COAST	
Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas)	38
Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	39
Cape Foulwind / Tauranga Bay	40
Denniston Historic Mine	41

CANTERBURY	
Arthur's Pass National Park	42
Hammer Forest Park / Conical Hill	43
Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	44
Godley Head – Christchurch	45
Craigieburn Forest Park	46
Lake Sumner Forest Park	47

OTAGO	
Nugget Point	48
Moeraki Boulders	49
Arrowtown Chinese Settlement	50
Otago Central Rail Trail	51
Mt Aspiring National Park	52
Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	53
St Bathans	54
Taiaroa Head Albatross Colony	55
Alexandra Courthouse	56
Skippers / Mt Aurum Recreation	57
Mitchells Cottage (Central Otago)	58

SOUTHLAND	
Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)	59
Rakiura National Park	60



If you have visited another DOC area/s, please specify the area/s below: 98

If you have not visited any DOC areas in the past 12 months please circle the '97' and go to Q22. 97

**Q16****If you have not visited any DOC areas in the past 12 months at Q15 please go to Q22.**Thinking about the Department of Conservation areas that you have visited in the past 12 months (those you selected at **Q15**), which **one** did you visit most recently?a. Please write in the number of the area from **Q15** here:b. And please write in the name of the area (as it appears in **Q15**) here:  

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**Q17**Thinking about the area you visited most recently, what was the **main** activity you carried out on this visit?Please read through the entire list and then circle **one** answer

Walking for less than 3 hours	1
Day walk (over 3 hours but not overnight)	2
Overnight / multi-day tramp	3
Sightseeing	4
Family or friends outing / picnic, barbeque etc but not active recreation	5
Camping	6
Hunting	7
Mountain biking / cycling	8
Other active recreational activity (e.g. horse riding, fishing, snow sports)	9
Other (please specify) _____	10
Don't know	11

**Q18**

How satisfied were you with the facilities in the Department of Conservation area you visited most recently?

Please circle **one** answer

1 - Very dissatisfied	1
2	2
3	3
4	4
5 - Very satisfied	5

**Q19****Before** your most recent visit to a Department of Conservation area did you seek any information about the area you were going to?Please circle **one** answer

Yes	1
No	2
Don't know	3

} **Go to Q21**

- Q20** Still thinking about your most recent visit, what sources of information did you use to find out about the area you were visiting? For each source that you used please tell whether you received all of the information that you were looking for:

Please circle an answer for each of the 11 statements

	Did not seek information from this source	Sought information from this source but did not receive all the information I was after	Sought information from this source and received all the information I was looking for
1 Department of Conservation website	1	2	3
2 Other website	1	2	3
3 DOC area office or visitor / information centre in person	1	2	3
4 DOC area office or visitor / information centre by phone	1	2	3
5 Other visitor / information centre (e.g. i-sites) in person	1	2	3
6 Other visitor / information centre (e.g. i-sites) by phone	1	2	3
7 Through personal contacts - family, friends	1	2	3
8 Through social media (e.g. facebook, blogs, reviews on travel sites, etc)	1	2	3
9 Through a smart phone application	1	2	3
10 Air New Zealand or a travel agent	1	2	3
11 Other (please specify)	1	2	3

- Q21** Did you book any DOC facilities before you went on this most recent visit?

Please circle **one** answer

Yes	1
No	2

- Q22** **Everyone please answer Q22**

Which of the following best describes how often you use any Department of Conservation areas for recreation?

Please circle **one** answer

Once a month or more often	1
Between once a month and once every six months	2
Between once every six months and once a year	3
Less often than once a year	4
Don't know	5

- Q23** Please indicate below which of the following you have done in the **last three years**. For each of those you have done, please then indicate how dissatisfied or satisfied you were with this experience.

	Have you done any of the following in the last three years?		If <b>yes</b> , how dissatisfied or satisfied were you with your most recent experience?				
	Yes	No	Very dissatisfied		Very satisfied		
1 Walked one of New Zealand's Great Walks (Lake Waikaremoana, Tongariro Northern Circuit, Whanganui Journey, Abel Tasman Coast Track, or the Heaphy, Routeburn, Kepler, Milford or Rakiura Tracks)	1	2	1	2	3	4	5
2 Stayed at a DOC campsite	1	2	1	2	3	4	5
3 Stayed at a DOC hut, lodge or house where you have needed to pay fees to stay	1	2	1	2	3	4	5
4 Been to a DOC Visitors Centre	1	2	1	2	3	4	5

- Q24** Would you consider doing each of the following within the **next three years**?

Please circle an answer for each statement

	Yes	No	Don't know
1 Walk one of New Zealand's Great Walks	1	2	3
2 Stay at a DOC campsite	1	2	3
3 Stay at a DOC hut, lodge or house where you have to pay fees to stay	1	2	3
4 Go to a DOC Visitors Centre	1	2	3

- Q25** For each of the following activities please indicate whether you think the service is provided by Department of Conservation at a reasonable price.

Please circle an answer for each statement

	Yes	No	Don't know
1 New Zealand's Great Walks	1	2	3
2 DOC campsites	1	2	3
3 DOC huts, lodges or houses	1	2	3

**HISTORIC SITES**

**Q26** Before you began this survey, were you aware that the Department of Conservation administers historic sites on conservation land?  
Please circle **one** answer

Yes	1
No	2

**Q27** The following is a list of many of the historic sites that are administered by the Department of Conservation. Please read through this list and indicate all of the sites you have visited in the past **12 months**.

*Even if you indicated earlier in this survey that you visited one or more of these sites, please record your visits again at this question.*  
*If you visited one or more Department of Conservation historic sites that do not appear on this list, please write the names of these areas in the space provided at the end of the question.*

**Please circle the numbers beside the places you have visited in the past 12 months**



NORTHLAND	
Cape Reinga	1
Ruapekapeka Pa	2
Kerikeri Basin - Stone Store	3
Urupukapuka Island	4
Flagstaff Hill	5
Arai Te Uru	6
Cape Brett	7

AUCKLAND	
North Head	8
Kawau Island	9
Tiritiri Matangi Island	10

WAIKATO	
Kauaeranga Valley	11

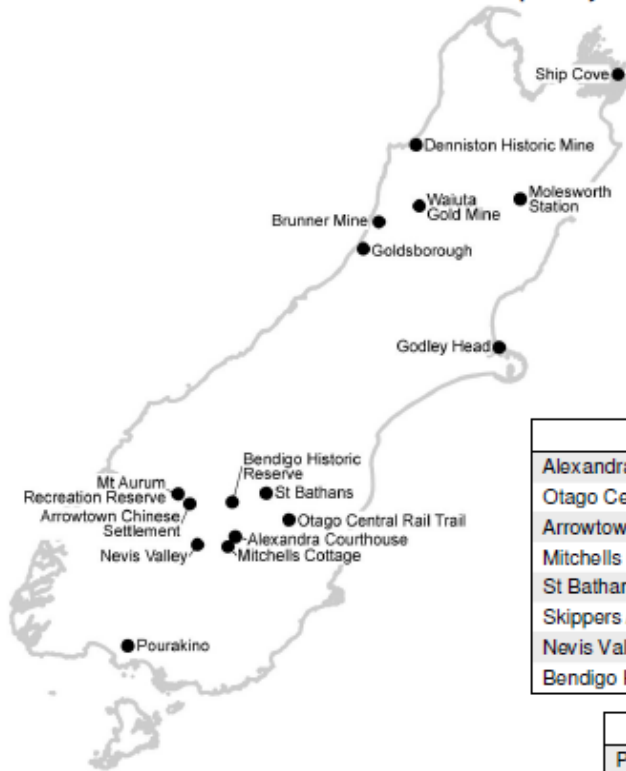
EAST COAST / BAY OF PLENTY	
Karangahake Gorge and Historic Gold Mine	12
Waitawheta Tramway	13

TONGARIRO / WHANGANUI / TARANAKI	
Bridge to Nowhere, Whanganui River	14
Dawson Falls Power Station	15
North Egmont Camphouse	16
Ohakune Old Coach Road	17

HAWKES BAY / WELLINGTON	
Old Government Buildings	18
Otatara Pa	19



Please circle the numbers beside the places you have visited in the past 12 months



NELSON / MARLBOROUGH	
Ship Cove, Marlborough Sounds	20
Molesworth Station	21

WEST COAST	
Denniston Historic Mine	22
Brunner Mine	23
Waiuta Gold Mine	24
Goldsborough	25

CANTERBURY	
Godley Head	26

OTAGO	
Alexandra Courthouse	27
Otago Central Rail Trail	28
Arrowtown Chinese Settlement	29
Mitchells Cottage	30
St Bathans	31
Skippers / Mt Aurum Recreation Reserve	32
Nevis Valley	33
Bendigo Historic Reserve	34

SOUTHLAND	
Pourakino	35

If you have visited another historic site administered by DOC in the past 12 months, please specify this site below: 98

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If you have not visited any historic sites administered by DOC in the past 12 months please circle '97' and go to Q30. 97

**Q28** If you have not visited any historic sites administered by DOC in the past 12 months at Q27 please go to Q30.

Thinking about the historic sites that you have visited in the past 12 months (those you selected at Q27), which **one** did you visit most recently?

a. Please write in the number of the site (from Q27) here:

b. And please write in the name of the site as it appears in Q27 here:  
 \_\_\_\_\_

**Q29** How satisfied were you with the **heritage experience** at the Department of Conservation historic site you visited most recently?

Please circle **one** answer

1 - Very dissatisfied	1
2	2
3	3
4	4
5 - Very satisfied	5

### THE DEPARTMENT OF CONSERVATION

**Q30** Overall how favourable or unfavourable is your opinion of the Department of Conservation?

Please circle **one** answer

Very favourable	1
Somewhat favourable	2
Somewhat unfavourable	3
Very unfavourable	4
I don't know enough to have an opinion	5 → Go to Q32

**Q31** And for what reasons do you have that view of the Department of Conservation (selected at **Q30**)?

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**Q32** Please indicate the extent to which you disagree or agree with each of the following statements:

Please circle an answer for each statement

	Strongly disagree				Strongly agree	Don't know
1 DOC works well with local communities	1	2	3	4	5	6
2 DOC is now more interested in commercial opportunities than it used to be	1	2	3	4	5	6
3 DOC is a leader in the Conservation field	1	2	3	4	5	6
4 DOC is a good use of tax payer money	1	2	3	4	5	6

**Q33** Which of the following words describe the Department of Conservation:

*Please read through the whole list first and then circle all that apply*

Trustworthy	1
Effective	2
Modern	3
Inspiring	4
Innovative	5
Hardworking	6
Relevant to New Zealand today	7
Important	8
None of these	10
Don't know	11

## INTRODUCED SPECIES

**Q34** The following is a list of species that have been introduced to New Zealand. Based on what you have seen or heard, to what extent do you believe each is a threat to New Zealand's native plants, birds, animals or natural environments?

Please circle an answer for each of the 9 species

	Not really a threat at all					A very serious threat	Don't know
	1	2	3	4	5	6	
1 Rats	1	2	3	4	5	6	
2 Mice	1	2	3	4	5	6	
3 Stoats	1	2	3	4	5	6	
4 Possums	1	2	3	4	5	6	
5 Deer	1	2	3	4	5	6	
6 Domestic cats	1	2	3	4	5	6	
7 Wild/feral cats	1	2	3	4	5	6	
8 Didymo	1	2	3	4	5	6	
9 Introduced freshwater fish (other than salmon or trout, such as Koi Carp and catfish)	1	2	3	4	5	6	

- Q35** There are a number of ways that species considered to be pests can be controlled. For each of the possible ways listed below, please indicate your general attitude to the Department of Conservation using this method of pest control.

Please circle an answer for each of the 6 statements

	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
1 Hunting	1	2	3	4	5
2 Trapping	1	2	3	4	5
3 Poison bait laid by hand	1	2	3	4	5
4 Poison bait spread by aircraft	1	2	3	4	5
5 Biological control through viruses or other infectious agents	1	2	3	4	5
6 Genetically modifying pests or other species to sterilise pests and stop them breeding	1	2	3	4	5

## KAURI DIEBACK

- Q36** Have you heard of Kauri Dieback disease, also known as PTA?

Please circle **one** answer

- Yes 1
- No 2 → Go to Q39

- Q37** What is your understanding of the actions the public has been asked to take to help stop the spread of Kauri Dieback?

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- Q38** Have you personally ever taken any actions **specifically** to help reduce the spread of Kauri Dieback?

Please circle **one** answer

- Yes 1
- No 2
- Don't know 3

## DOC'S FUTURE PRIORITIES

The Department of Conservation actively manages about 600 sites that reflect many themes of New Zealand history. While all aspects of our history are important, DOC has to prioritise where it uses its available funds and resources. To help identify priorities, the next questions are about what types of historic sites and themes of historic and heritage work New Zealanders believe are the **most** important for DOC to focus on.

**Q39** Firstly, please indicate how important you personally think it is for DOC to focus on each of the following types of historic sites:

		Please circle an answer for each of the 7 statements					
		Not at all important				Very important	Don't know
1	<b>Transport</b> (e.g. bridges, lighthouses, roads, rail)	1	2	3	4	5	6
2	<b>Military and Conflict</b> (e.g. pa sites, WWII fortifications)	1	2	3	4	5	6
3	<b>Discovery and Settlement</b> (e.g. Māori habitation, early missions, landing sites)	1	2	3	4	5	6
4	<b>Government Services</b> (e.g. government buildings, courthouses)	1	2	3	4	5	6
5	<b>Industry / Machinery</b> (e.g. farming, timber, mining, whaling, sealing)	1	2	3	4	5	6
6	<b>Tourism and Recreation</b> (e.g. tramping huts, baches)	1	2	3	4	5	6
7	<b>Nature Conservation</b> (e.g. animal control huts, off-shore islands)	1	2	3	4	5	6

**Q40** And now please indicate how important you personally think it is for DOC to focus on each of the following themes of historic and cultural heritage work:

		Please circle an answer for each of the 6 statements					
		Not at all important				Very important	Don't know
1	<b>History</b> (e.g. age, rarity, person association)	1	2	3	4	5	6
2	<b>Social and Cultural</b> (e.g. social cohesion, personal/community identity)	1	2	3	4	5	6
3	<b>Spiritual and Religious</b> (e.g. sacred meaning)	1	2	3	4	5	6
4	<b>Aesthetics</b> (e.g. visual qualities, beauty)	1	2	3	4	5	6
5	<b>Economic</b> (e.g. sites or structures that are of economic value because they provide an income to the government or a business)	1	2	3	4	5	6
6	<b>Educational</b> (e.g. sites that provide the public with information or are the focus of academic or scientific research)	1	2	3	4	5	6

## DEMOGRAPHICS

**Q41** Which of the following best describes where you live?

Please circle **one** answer

Large city (more than 100,000 people)	1
Smaller city (30,000 to 100,000 people)	2
Town (1,000 to 30,000 people)	3
Small town or rural area (less than 1,000 people)	4
Don't know	5

**Q42** How many children aged under 18 years currently live with you?

Please enter the number of children in the box

**Q43** Which of the following represents your household's income per year before tax?

Please circle **one** answer

Up to \$40,000	1
\$40,001-\$60,000	2
\$60,001- \$100,000	3
\$100,000 +	4
Prefer not to say	5



*Thank you for completing the survey. Please turn over the page to enter your details for the prize draw of the iPad 3*