



# Department of Conservation National Survey

## Report 7: Methodology

Survey conducted:  
June 2011

This report was produced in:  
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## 1.0 Approach to the 2011 Survey

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

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

Overview of approach to telephone survey:

1. Application made to Electoral Commission for Electoral Roll
2. Electoral Roll received
3. Random sample of individuals drawn from Electoral Roll
4. Selected sample of individuals tele-matched (for landline number)
5. Pre-survey letters sent to a sample of tele-matched individuals (see Appendix 1)
6. Sample of individuals <sup>1</sup> telephoned and asked to undertake an interview
7. Interviews completed

Overview of approach to online survey:

1. Random sample drawn from online panel
2. Invitations to complete survey emailed to sample
3. Respondents completed online questionnaire

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<sup>1</sup> The interviewers always sought to interview the individual who had been selected and did not replace this person with anyone else in the household

The survey questionnaire is in Appendix 2. The average telephone interview length was 29 minutes.

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

1. Ethnicity (at a Conservancy level)
2. Interlocking age and gender<sup>2</sup> (at a Conservancy level). See Appendix 3 for more details.

For both surveys, the samples drawn were closely monitored to ensure as close as possible matching to the target samples.

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

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<sup>2</sup> For each Conservancy the population in each age group of both males and females was calculated as a proportion of the total population. The proportions were then applied to the total sample to determine target quotas for both males and females by age group for each Conservancy.

**Sample Profile**  
(unweighted numbers and weighted %)

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

*Significance testing*

Results shown in the National Survey Report as statistically significant were significantly higher at the 95 percent confidence interval or higher and where the total was n=30 or greater. The following factors were reported on for statistical significance:

- Gender
- Age
- Ethnicity
- Household income
- Living area (e.g. big city/rural)
- View of DOC (excluded when inter-related)

- Visited DOC area (defined by respondent) in last 12 months (excluded when inter-related).

## 2.0 Contact rates

### Telephone Survey

<b>Outcome Codes</b>	
No answer/no reply	319
Busy/engaged	25
Answering machine	368
UO disconnected	528
UO fax/computer/modem	72
Soft appointment outstanding	287
Appointment outstanding	71
Wrong number - named contact from roll not present in household	611
Business/residential number	57
Language difficulties	75
Contact refusal	600
Named respondent refuses to participate	3,117 <sup>3</sup>
Incomplete survey	83
Regional quota full (respondent says region is different to that on sample but reallocated region is in a completed quota)/gender quote full	348
Busy/interrupted - but no successful follow up contact	20
Resent letter - but no successful follow up contact	27
Completed survey	2,224
<b>Total</b>	<b>8,832<sup>4</sup></b>
Valid sample for interviewing	7,216
Completed surveys	2,224
<b>Response rate</b>	<b>30.82%</b>

#### Note on Sample Sourcing:

- A total of 37,500 people were selected from the Electoral Roll
- 15,000 of those selected from the Electoral Roll were successfully tele-matched
- From the 15,000 that were tele-matched a sampling scheme (designed to meet the sample quotas) was used to select 9,262 people to send pre survey letters to

### Online Survey

Invitations sent out	4,125
Surveys completed	1,390
<b>Response rate</b>	<b>34%</b>

<sup>3</sup> An additional 49 people proactively contacted Colmar Brunton to refuse to participate, these people were not loaded on the CATI system and are not included in the calculations of response rate

<sup>4</sup> A total of 9,262 survey invitation letters were sent out but only 8,832 were loaded on to CATI

### 3.0 Comparing online results to phone results

A comparison of the results for the online and phone results for key measures is shown below. The results that test as being statistically significantly different at the 95% confidence interval are marked with red text. At least some of the differences will be because of the different demographic profiles of the two samples. However, the high number of significant differences suggests that the telephone survey cannot confidently be replaced with the lower cost online survey option.

	Online	Phone
How important is conservation to you personally? Total important.	94%	81%
Spending money on conservation is important. Total agree.	79%	78%
Conservation is at the heart of what it means to be a New Zealander. Total agree.	66%	60%
Conservation of New Zealand's natural environment is important to me. Total agree.	84%	84%
I encourage other people to care about and conserve natural resources. Total agree.	71%	70%
Conservation is important in my life. Total agree.	66%	66%
Conservation should be considered in all key decisions about New Zealand's future. Total agree.	75%	73%
Actively contributed to conservation in the past twelve months. Yes.	18%	22%
Confirmed DOC visitor.	59%	45%
Likely to visit DOC area in home Conservancy in next 12 months. Yes.	52%	59%
Walked a great walk in the last three years. Yes.	14%	16%
Likely to visit a DOC gateway in the next 12 months. Yes.	29%	32%
Favourable view of DOC. Total favourable.	75%	71%
DOC works well with local communities. Total agree.	55%	60%
DOC is more interested in commercial opportunities than it used to be. Total agree.	23%	29%
DOC is a leader in the conservation field. Total agree.	71%	80%
DOC is a good use of tax payer money. Total agree.	68%	72%



## 4.0 Combining telephone and online samples

Data from the 2010 Household Economic Survey (provided by Statistics New Zealand) indicates that 76% of New Zealanders have a landline telephone at their home. A further 13% have no landline but do have internet access at home. This suggests that a good approach for a survey of New Zealanders (where door to door sampling is not possible) would be a sample which is 85% sourced by landline telephone and 15% sourced from an online panel (only people with no landline telephone).

There are however several caveats:

- The sample drawn from any online panel will continue to be only people who have 'volunteered to join a panel' rather than **all** people who have no landline but do have access to the internet at home.
- The method of sampling for telephone component of this survey is tele-matching with the electoral roll – so only people who were both listed on the Roll and account holders for the home landline could be included in the survey.
- Some people will be under-represented because they do not have access to either a landline or the internet. The types of people who are statistically significantly more likely to NOT have access to either a landline or the internet than the total population (24%) are:
  - Maori (35%)
  - Other ethnicities (not Maori or European) (33%)
  - Female (25%)
  - Auckland residents (31%)
  - Other North Island residents (outside of Auckland, Waikato and Wellington) 25%
  - 15-24 year olds (39%)
  - 25-44 year olds (26%)
  - 65 years plus (25%)
  - Annual personal income of less than \$30,000 (38%)
  - Annual personal income of between \$30,000 and \$70,000 (29%).

## 5.0 Time series

The June 2011 survey attempted to continue time series measures from previous DOC surveys. In some instances there were large differences between the earlier survey results and the 2011 survey. It was not possible to tell if the differences indicated change over time or just a change in methodological approach (and in some instance scales). By keeping the survey approach similar in coming years it should be possible to make time series comparisons with the 2011 survey.

Examples of the time series measures are shown below:

	2008	2009	2010	2011
Conservation is important to me personally. Total agree.	75%	72%	-	86%
DOC provides recreations services. Total aware.	-	-	60%	78%
Visited a DOC area in the past 12 months (confirmed answer). Total yes.	39%	34%	33%	51%
Satisfaction with DOC facilities. Total satisfied.	84%	82%	89%	88%
View of DOC. Total favourable.	-	June 73%	June 74%	June 73%

## Appendix 1 – Pre Survey Letter

Dear [Name from Electoral Roll]

### **Have your say in an important national survey about New Zealand’s environment**

We are seeking your views on important conservation issues in New Zealand and your local area. We are also interested in hearing about your experiences in the outdoors and any opinions you might have about the Department of Conservation.

Colmar Brunton, an independent research company, is carrying out the survey on behalf of the Department of Conservation.

### **Why me? What do I need to do?**

You have been randomly chosen from the electoral roll to be included in this research. We are interested in speaking with you even if you have not had any experiences in the outdoors recently. In the next week or so Colmar Brunton may contact you take part over the phone. The answers you supply will be confidential.

If you have any questions, please call Christiane Wong at Colmar Brunton on 0508 446 688 (or email [docsurvey@colmarbrunton.co.nz](mailto:docsurvey@colmarbrunton.co.nz)).

This is an important survey which will be used to help the future of the Department of Conservation and we thank you in advance for helping us in our work.

Yours sincerely,

DOC SIGNATORY

## Appendix 2 – Questionnaire

Good morning/afternoon. My name is... from Colmar Brunton. Can I please speak with ... (contact name from Electoral Roll)?

**IF UNAVAILABLE – ARRANGE TO CALL BACK.**

**IF AVAILABLE – TO SELECTED CONTACT:**

We are carrying out a survey today for the Department of Conservation. **IF NOT PILOT:** You may recall receiving a letter telling you about this survey.

We would like to include your opinion in the survey.

It will take about 20 to 25 minutes to complete, depending on your answers. Can I run through this with you now? Those who take part will be put in a prize draw to win one of four \$250 Progressive shopping vouchers.

**MAKE APPOINTMENT IF NECESSARY**

**IF SAYS 'TOO ELDERLY' OR 'DON'T TAKE PART IN OUTDOOR ACTIVITIES':** DOC are interested in those who do not take part in outdoor activities as well as those who do. There are other questions about your point of view within the survey.

**IF ASKING ABOUT PURPOSE OF SURVEY:** We are seeking your views on conservation issues in New Zealand and your local area. We are also interested in hearing about your experiences in the outdoors and any opinions you might have about the Department of Conservation.

**IF ASKING HOW WE GOT THEIR DETAILS:** Your name was selected at random from a list of all those eligible to vote in the electoral roll.

**READ TO EVERYONE:** Thank you for agreeing to help us with this research. Everything you say will be confidential and your name will not be disclosed in any reporting. Also all our calls are recorded for quality control purposes.

**DO NOT PAUSE. CONTINUE TO NEXT SCREEN UNLESS RESPONDENT IS CONCERNED**

**IF NECESSARY:** The purpose of the recording is to check that I have conducted the survey correctly.

**IF NECESSARY:** All recordings are stored securely and can only be accessed by authorised staff.

To make sure we are getting a good cross-section of people...

**SQ1** Could you please tell me if you or any members of your household work in:  
**READ OUT**

- Market Research
- Advertising
- Public Relations
- The Media

**IF YES, TERMINATE AND RECORD AS NQE**

**SQ2** Can I just check that you live in the **[INSERT REGION FROM SAMPLE]** region?

Yes	01	<b>GO TO Q1</b>
No	02	<b>CONT</b>
Don't know	03	<b>CONT</b>

**SQ2a** Which region best describes where you live?

**READ OUT**

**INTERVIEWER: CODE TO NEAREST REGION USE RESPONDENT FRIENDLY LABELS**

		<b>Quota</b>
Auckland	01	200
Bay of Plenty	02	200
Canterbury	03	200
Nelson	04	200
Northland	05	200
Otago	06	200
Southland	07	200
Tongariro - Whanganui - Taupo	08	200
Waikato	09	200
Wellington	10	200
West Coast	11	200

**SOI MEASURES**

**Q1** What do you understand the main roles of the Department of Conservation to be?  
**DO NOT READ, PROBE TO NO**

Care for National <b>Parks</b>	01
Care for <b>plants</b>	02
Care for <b>animals</b> and plants	03
Provide <b>places to visit</b> and recreate in	04
Nothing	97
Other, please specify	98
Don't know	99

**Q2** What do you consider the main benefits of Conservation to be?  
**DO NOT READ, PROBE TO NO**

To protect New Zealand's clean/ <b>green image</b>	01
To ensure the survival of the <b>planet</b>	02
Preserving/protecting the <b>environment/green space</b>	03
Protecting the natural environment for future generations/our <b>children</b>	04
To ensure ecological <b>sustainability</b> /sustainable eco-systems	05
Protection of <b>quality of life</b>	06
<b>Tourism</b> benefits	07
<b>Economic</b> benefits	08
Protecting/saving <b>species/animals/plants</b>	09
None	97
Other, please specify	98
Don't know	99

**Q3** What do you consider the main benefits of Conservation to you personally to be?  
**DO NOT READ, PROBE TO NO**

Clean <b>air</b> to breathe	01
<b>Green spaces</b> to go to	03
Protecting the natural environment for my <b>children</b>	04
Clean <b>water</b> /water to drink	05
Healthy <b>economy</b>	07
<b>Recreation</b> and fishing	08
Healthy <b>fisheries</b>	09
Healthy <b>forests</b>	10
Protecting <b>plants and animals</b>	11
Protecting <b>important places</b>	12
<b>Carbon reduction</b>	13
None	97
Other, please specify	98
Don't know	99

**Q4** Thinking about conservation overall, using a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important is conservation to you personally?

**DO NOT READ OUT**

Not at all important	01
Unimportant	02
Neither	03
Important	04
Very important	05
Don't know	99

**Q5** Thinking about the importance of conservation relative to some other New Zealand issues such as education, health and law and order would you say conservation is?

**READ OUT. CODE ONE ONLY.**

A lot less important than these other issues	01
Somewhat less important than these other issues	02
About the same level of importance	03
Somewhat more important	04
A lot more important than other issues	05
<b>DO NOT READ</b> - Don't know	99

**Q6** Please tell me how much you agree with each of the following statements about conservation. Please use a scale of 1-5 where, 1 is strongly disagree and 5 is strongly agree.

**REPEAT SCALE AS NECESSARY. ROTATE**

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	6
I think conservation is at the heart of what it means to be a New Zealander	1	2	3	4	5	6
Conservation of New Zealand's natural environment is important to me	1	2	3	4	5	6
I encourage other people to care about and conserve natural resources	1	2	3	4	5	6
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	6
Conservation should be considered in all key decisions about New Zealand's future	1	2	3	4	5	6

**Q7** In the past 12 months have you actively contributed to conservation in New Zealand, for instance have you; taken part in a tree planting project, helped restore a historic building or helped build a track?

Yes	01
No	02
Don't know	03

**Q8** In the past 12 months have you donated money for a conservation cause?

Yes	01
No	02
Don't know	99

**Q9** In the next 12 months are you likely to donate money for a conservation cause?

Yes	01
No	02
Maybe	03

Don't know	99
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**Q10** Which native plants and animals do you consider to be quintessentially kiwi, because they help define who we are as New Zealanders?

**DO NOT READ, PROBE TO 3 RESPONSES**

Blue Duck	05
Blue penguin	04
Cabbage Tree	07
Kahikatea	11
Kakapo	02
Kauri	12
Kiwi	01
Kowhai	10
Pohutakawa	09
Rimu	08
Totara	06
Tuatara	14
Tui	03
Weta	13
Fern	15
Other, please specify	98
Don't know	99

**Q11** Which places do you consider to be quintessentially kiwi, because they help define who we are as New Zealanders?

**DO NOT READ, PROBE TO 3 RESPONSES**

Abel Tasman	10
Cape Reinga	04
Fiordland	02
Kapiti Island	09
Lake Waikaremoana	11
Marlborough Sounds	05
McKenzie Basin	08
Milford Sound	03
Mt Cook	01
Mt Ruapehu	12
Mt Tongariro	13
Rotorua Geothermal	15
South Island High Country	07
South Island Braided Rivers	14
Stewart Island	06
Other, please specify	98
Don't know	99



<b>RECREATION MEASURES</b>
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**Q12** Are you aware that the Department of Conservation provides recreation services?

**IF NECESSARY:** recreation services include facilities and services provided to visitors and people doing outdoor recreation activities.

Yes	01	<b>CONTINUE</b>
No	02	<b>GO TO Q14</b>
Don't know	99	

**Q13** What services are you aware of?

**DO NOT READ. MULTICODE.**

Picnic area	01
Huts	02
Tracks/walks	03
Information to support recreation activities, including information sign posts	04
Maps	05
Visitor Centres	06
Booking facilities or services	07
Camping areas	08
None	97
Other, please specify	98
Don't know	99

**Q14** Have you visited any areas managed by the Department of Conservation in the past twelve months, such as national parks or forest reserves. Keep in mind that this includes many ski fields and some offshore islands.

Yes	01	<b>CONTINUE</b>
No	02	<b>GO TO Q19</b>
Don't know	99	

**Q15** Which Department of Conservation area did you visit most recently? If you cannot remember the exact name, please tell me the location in as much detail as possible.

**DO NOT READ, PROMPT FOR SPECIFIC RESPONSE, RECORD FIRST MENTION ONLY**

Upper North Island
Cape Reinga
Waipoua – Tane Mahuta Big Trees
Northland Forest Park
Poor Knights Marine reserve
Kerikeri basin – stone store
Urupukapuka Island - Bay of islands
Tiritiri Matangi Island
Leigh Marine Reserve
Rangitoto Island
North Head Auckland
Coromandel Forest Park
Cathedral Cove Ha Hei Marine Reserve
Kaimai Mamaku Forest Park
Karangahake Gorge
Raukumara Forest Park
Pirongia Forest Park
Central North Island
Te Urewera National Park
Whirinaki Forest Park
Pureora Forest Park
Tongariro National Park (Tongariro Alpine Crossing)
Tongariro River walks
Tongariro National Trout Centre
Whanganui National Park (Whanganui River Journey)
Egmont National Park (North Egmont)
Kaimanawa Forest Park
Kaweka Forest Park
Lower North Island
Cape Kidnappers Gannet Reserve
Ruahine Forest Park
Manawatu Gorge Walkway
Tararua Forest Park
Pukaha Mount Bruce Wildlife Centre
Kapiti Island Nature Reserve
Rimutaka Forest Park
Aorangi Forest Park
Upper South Island
Te Waikoropupu Springs – Pupu Springs
Kahurangi National Park
Queen Charlotte Walkway (Ship Cove)
Mt Richmond Forest Park
Nelson Lakes National Park
Abel Tasman National Park (Abel Tasman Coastal Track)
Victoria Forest Park
Central South Island
Hamner Forest Park
Lake Sumner Forest Park

Paparoa National Park (Dolomite Point Punakaiki)
Westland/Tai Poutini National Park (Franz Josef Glacier, Fox Glacier, Ship Creek)
Denniston historic mine
Cape Foulwind – Westport
Godley Head – Christchurch
Craigieburn Forest Park
Arthur’s Pass National Park (Castle Hill)
Aoraki/Mt Cook National Park (Tasman Glacier walks, Hooker/ Mueller tracks)
Lower South Island
Moeraki Boulders
Taiaroa Head albatross colony
Otago Central Rail Trail
Arrowtown Chinese Settlement
Mt Aspiring National Park
Coronet Peak Skifield
Fiordland National Park (Routeburn Track, Milford Track, Milford road journey, Milford Sound, Kepler Track)
Catlins Forest Park (Nugget Point)
Rakiura National Park – Stewart Island (Ulva Island)
Other (please specify)
Don’t know

Q16 Which other Department of Conservation areas have you visited in the past twelve months? Once again, if you cannot remember the exact name, please tell me the locations in as much detail as possible?

**DO NOT READ, PROMPT FOR SPECIFIC RESPONSES, RECORD ALL MENTIONS**

Upper North Island
Cape Reinga
Waipoua – Tane Mahuta Big Trees
Northland Forest Park
Poor Knights Marine reserve
Kerikeri basin – stone store
Urupukapuka Island - Bay of islands
Tiritiri Matangi Island
Leigh Marine Reserve
Rangitoto Island
North Head Auckland
Coromandel Forest Park
Cathedral Cove Ha Hei Marine Reserve
Kaimai Mamaku Forest Park
Karangahake Gorge
Raukumara Forest Park
Pirongia Forest Park
Central North Island
Te Urewera National Park
Whirinaki Forest Park
Pureora Forest Park
Tongariro National Park (Tongariro Alpine Crossing)
Tongariro River walks
Tongariro National Trout Centre
Whanganui National Park (Whanganui River Journey)
Egmont National Park (North Egmont)

Kaimanawa Forest Park
Kaweka Forest Park
Lower North Island
Cape Kidnappers Gannet Reserve
Ruahine Forest Park
Manawatu Gorge Walkway
Tararua Forest Park
Pukaha Mount Bruce Wildlife Centre
Kapiti Island Nature Reserve
Rimutaka Forest Park
Aorangi Forest Park
Upper South Island
Te Waikoropupu Springs – Pupu Springs
Kahurangi National Park
Queen Charlotte Walkway (Ship Cove)
Mt Richmond Forest Park
Nelson Lakes National Park
Abel Tasman National Park (Abel Tasman Coastal Track)
Victoria Forest Park
Central South Island
Hamner Forest Park
Lake Sumner Forest Park
Paparoa National Park (Dolomite Point Punakaiki)
Westland/Tai Poutini National Park (Franz Josef Glacier, Fox Glacier, Ship Creek)
Denniston historic mine
Cape Foulwind – Westport
Godley Head – Christchurch
Craigieburn Forest Park
Arthur’s Pass National Park (Castle Hill)
Aoraki/Mt Cook National Park (Tasman Glacier walks, Hooker/ Mueller tracks)
Lower South Island
Moeraki Boulders
Taiaroa Head albatross colony
Otago Central Rail Trail
Arrowtown Chinese Settlement
Mt Aspiring National Park
Coronet Peak Skifield
Fiordland National Park (Routeburn Track, Milford Track, Milford road journey, Milford Sound, Kepler Track)
Catlins Forest Park (Nugget Point)
Rakiura National Park – Stewart Island (Ulva Island)
Other (please specify)
Don’t know

**Q17** Thinking about the area you visited most recently, what was the main activity undertaken during this visit?

**DO NOT READ - SINGLE RESPONSE**

Walking for less than 3 hours	01
Day walk (over 3 hours but not overnight)	02
Overnight/ multi-day tramp	03
Running/jogging	04
Walking/running with dog	05
Camping	09
Picnics/barbeques	11
Sightseeing	12
Family outings/recreation	13
Fishing	22
Swimming	24
Outings with organised groups	19
Visiting for cultural purposes	20
Visiting as part of a commercial guided group	21
Heritage trail or heritage site	26
Hunting	06
Duck shooting	07
Mountain biking	08
Horse riding	10
Volunteer activities, e.g. planting trees	23
Climbing/mountaineering	25
4WD driving/trail biking	14
Participated in organised sport	15
Canoeing/kayaking/rafting	16
Boating	17
White baiting	18
Other (specify)	97
None	99
Don't know	98

**Q18** Using a scale of 1 to 5 where 1 means you are very dissatisfied and 5 means you are very satisfied, please tell me how satisfied you were with the facilities in the Department of Conservation area you visited most recently?

Very satisfied	5
Satisfied	4
Neither	6
Dissatisfied	2
Very dissatisfied	1
Depends	96
Unsure	99
Refused	98

<b>CONSERVANCY SPECIFIC QUESTIONS</b>
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**Q19** Have you visited any areas managed by the Department of Conservation in the **[INSERT HOME REGION]** region in the last 12 months?

Yes	01
No	02
Don't know	99

**Q20** Are you likely to visit any areas managed by the Department of Conservation in the **[INSERT HOME REGION]** region in the next 12 months?

Yes	01
No	02
Maybe	03
Don't know	99

<b>TOTAL DOC LEVEL BEHAVIOUR SEGMENTATION</b>
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**Q21** Which of the following best describes how often you use Department of Conservation areas for recreation?

**READ OUT. CODE ONE ONLY.**

Once a month or more often	01
Between once a month and once every six months	02
Between once every six months and once a year	03
Less often than once a year	04
<b>DO NOT READ - Don't know</b>	99

**Q22** Which of the following best describes how often you are likely to use Department of Conservation areas for recreation in the future?

**READ OUT. CODE ONE ONLY.**

Once a month or more often	01
Between once a month and once every six months	02
Between once every six months and once a year	03
Less often than once a year	04
<b>DO NOT READ - Don't know</b>	99

**DEMAND PROFILES AND SERVICE SATISFACTION**

**Q23** Have you [INSERT ACTIVITY] in the last three years?

	Yes	No	DK
Walked one of New Zealand’s Great Walks, for instance Lake Waikaremoana, Abel Tasman, Milford or Routeburn Tracks	01	02	03
Stayed at a Basic DOC campsite with very limited facilities, so you needed to be fully self sufficient	01	02	03
Stayed at a Standard DOC campsite with a limited range of facilities including cold showers	01	02	03
Stayed at a Serviced DOC campsite with full facilities, including hot water showers	01	02	03
Stayed at a DOC hut, lodge or house where you have needed to pay fees to stay	01	02	03
Been to a DOC Visitors Centre	01	02	03

**ASK FOR EACH YES ABOVE IMMEDIATELY AFTER EACH ‘YES’ AT Q23:**

**Q24** Using a scale of 1 to 5 where 1 means you are very dissatisfied and 5 means you are very satisfied, please tell me how satisfied you were with it?

**IF NECESSARY:** How satisfied you were with the last [INSERT FROM ACTIVITY FROM ABOVE]?

	1	2	3	4	5	DK
Great Walk	1	2	3	4	5	6
Basic DOC campsite	1	2	3	4	5	6
Standard DOC campsite	1	2	3	4	5	6
Serviced DOC campsite	1	2	3	4	5	6
DOC hut, lodge or house	1	2	3	4	5	6
DOC Visitors Centre	1	2	3	4	5	6

**ASK Q25 PER ROW FOR EACH ITEM AFTER Q23 IMMEDIATELY AFTER EACH Q23 ITEM IF ‘NO’ OR ‘DON’T KNOW’ AT Q23; IF ‘YES’ AT Q23, ASK Q25 PER ROW AFTER Q24 ITEM**

**Q25** And are you likely to do this within the next three years?

**IF NECESSARY:** Are you likely to [INSERT FROM ACTIVITY FROM ABOVE] within the next three years?

	Yes	No	DK
Walk one of New Zealand’s Great Walks, for instance Lake Waikaremoana, Abel Tasman, Milford or Routeburn Tracks	01	02	03
Stay at a Basic DOC campsite with very limited facilities, so you needed to be fully self sufficient	01	02	03
Stay at a Standard DOC campsite with a limited range of facilities including cold showers	01	02	03
Stay at a Serviced DOC campsite with full facilities, including hot water showers	01	02	03
Stay at a DOC hut, lodge or house where you need to pay fees to stay	01	02	03
Go to a DOC Visitors Centre	01	02	03

**FOR EACH YES ABOVE ASK:**

**Q26A** Why are you keen to [INSERT ACTIVITY] within the next three years?

**PROBE TO NO, MULTIPLE RESPONSE, DO NOT READ**

Physical challenge	01
Scenery	02
Rest/take a break/get away from it all	03
Family time	04
Good value for money	05
On my list of things I want to achieve	06
Other ( <b>PLEASE SPECIFY</b> ):	97
Don't know	99

**FOR EACH NO ABOVE ASK:**

**Q26B** Why are you unlikely to [insert activity] within the next three years?

**PROBE TO NO, MULTIPLE RESPONSE, DO NOT READ**

**IF RESPONDENT HAS ANSWERED NO TO ALL TYPES OF CAMPING (BASIC, STANDARD AND SERVICED)**

**ASK :** 'Why are you unlikely to 'use DOC campsites' within the three next years?

(Rather than asking about each type of camping separately).

Cost of DOC facilities	01
Cost to access DOC facilities	02
Children too young	03
I am too old/not mobile enough	05
Not fit enough/too lazy	06
Would rather go to another place	07
Just not interested	08
Other ( <b>PLEASE SPECIFY</b> ):	97
Don't know	99

**Q27A** For each of the following activities please tell me whether you think the service is provided by DOC at a reasonable price. If you don't know, just say so.

**READ OUT**

	<b>Yes</b>	<b>No</b>	<b>DK</b>
Great Walks	1	2	6
Basic DOC campsites	1	2	6
Standard DOC campsites	1	2	6
Serviced DOC campsites	1	2	6
DOC hut, lodge or house	1	2	6
DOC Visitors Centre	1	2	6



**Q27B** For each of the following activities please tell me whether you think it would be easy to find out information about how to do the activity if you wanted to do it. If you don't know just say so.

**READ OUT**

	Yes	No	DK
Great Walk	1	2	6
DOC campsites	1	2	6
DOC hut, lodge or house	1	2	6
DOC Visitors Centre	1	2	6

**Q28** Now thinking about DOC Gateway places. Are you likely to visit a DOC Gateway in the next 12 months. By Gateway I mean a DOC place that is family friendly where you can do a range of activities?

	Yes	No	DK
Gateway	1	2	6

**MINISTRY OF TOURISM SEGMENTATION**

**Q30** Please tell us which of the following you really enjoy.

**READ OUT. MULTIPLE RESPONSE.**

Updating or communicating with friends/family though a blog, personal website or web page on a site such as Facebook	01
Listening to live music at a concert or other venue	02
Swimming for fitness or fun	03
Running or jogging	04
Visiting gardens, parks, nature reserves or national parks	05
Hiking, tramping or mountain climbing	06
Kayaking/canoeing	07
Boating for fun or going fishing	08
Involvement in voluntary work/volunteer groups	09
Taking language or other classes (e.g. photography, sewing, cooking, vehicle maintenance)	10
Going to the theatre, concerts or performing arts shows	11
Clubbing/parties	12
Visiting the home of family or friends in your town/city	13
Entertaining friends or family at your home	14
Meeting new people	15
Cooking at home	16
Cycling or mountain biking	17
Reading books	18
Going to the gym	19
Playing a musical instrument	20
Waterskiing or jet skiing	21
Eating out	22
Looking after pets, horse riding or walking a dog	23
Watching sports live[not on TV]	24

Don't know	98
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**Q31** Thinking now about the characteristics of the ideal holiday for you RIGHT NOW, please tell us how important each of the following is to you in a holiday destination, given your current lifestyle and situation. Please use a scale of 1-5 where 1 is not important at all and 5 is very important.

**READ OUT. REPEAT SCALE AS NECESSARY. ROTATE.**

	1	2	3	4	5	DK
Exciting	1	2	3	4	5	6
Different	1	2	3	4	5	6
Relaxing	1	2	3	4	5	6
Safe	1	2	3	4	5	6
Peaceful	1	2	3	4	5	6
Entertaining	1	2	3	4	5	6
Affordable	1	2	3	4	5	6
Challenging	1	2	3	4	5	6
Easy	1	2	3	4	5	6
Welcoming	1	2	3	4	5	6
Family-friendly	1	2	3	4	5	6
Familiar	1	2	3	4	5	6
Romantic	1	2	3	4	5	6

**DOC IDENTITY**

**Q32** Please tell me if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of the Department of Conservation. If you do not know enough about the Department just say so.

**DO NOT READ OUT (AS HAVE JUST READ SCALE IN QUESTION TEXT)**

Very favourable	04	<b>GOTO Q33</b>
Somewhat favourable	03	
Somewhat unfavourable	02	<b>GOTO Q34</b>
Very unfavourable	01	
Don't know	99	<b>GOTO Q35</b>

**Q33** Why do you have a favourable view of the Department of Conservation, what are your reasons?

**DO NOT READ  
PROBE TO NO**

Generally doing a good job	01
Protecting the environment	02
Protecting flora and fauna	03
Maintenance of facilities	04
Personal opinions	05
A positive company/public profile	06
Other (please specify)	97
Don't know	99

**Q34** Why do you have an unfavourable view of the Department of Conservation, what are your reasons?

**DO NOT READ  
PROBE TO NO**

Control and access of land	01
Misdirection of policies	02
Poor management/too bureaucratic	03
Negative public profile	04
Animal/pest control	05
Other (please specify)	97
Don't know	99

**Q35** Please tell me how much you agree with each of the following statements about the Department of Conservation. Please use a scale of 1-5 where 1 is strongly disagree and 5 is strongly agree .

**ROTATE**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>DK</b>
DOC works well with local communities	1	2	3	4	5	6
DOC is now more interested in commercial opportunities than it used to be	1	2	3	4	5	6
DOC is a leader in the Conservation field	1	2	3	4	5	6
DOC is a good use of tax payer money	1	2	3	4	5	6

**Q36** Please tell me which of the following words bests describes the Department of Conservation

**ALLOW MULTICODE (EVEN THOUGH THE QUESTION ENCOURAGES SINGLE CODE)**

Trustworthy	
Effective	
Modern	
Inspiring	
Innovative	
Hardworking	
Relevant to New Zealand today	
Important	
None of these	
Don't know	

<b>DEMOGRPAHICS</b>
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**Q37** Which of the following best describes your situation?

**READ OUT. SINGLE RESPONSE**

Working full time	01	<b>CONTINUE</b>
Working part time – less than 20 hours per week	02	
Full time student	03	<b>GO TO Q39</b>
Part time student	04	
Retired	06	
Other	05	
Refused ( <b>DO NOT READ</b> )	97	
Don't know ( <b>DO NOT READ</b> )	99	

**Q38** Which of the following best describes the sector you work in?

**READ OUT IF NECESSARY. SINGLE RESPONSE**

Manufacturing	01
Retail trade	02
Property and business services	03
Agriculture, forestry and fishing	04
Health and community services	05
Education	06
Construction	07
Wholesale trade	08
Accommodation, cafes and restaurants	09
Transport and storage	10
Personal and other services	11
Government administration and defence	12
Finance and insurance	13
Cultural and recreation services	14
Communication services	15
Electricity, gas and water supply	16
Mining	17
Other	98
Don't know	99

**Q39** Which of the following best describes where you live?

**READ OUT. SINGLE RESPONSE**

Big city	01
Smaller city or large town	02
Small town	03
Rural	04
Refused ( <b>DO NOT READ</b> )	97
Don't know ( <b>DO NOT READ</b> )	99

**Q40** Which of the following **best** describes your household?

**READ OUT. SINGLE RESPONSE**

Group flatting together	01
Young couple, no children	02
Young single living alone	03
Single parent	04
Family with mainly pre-school children	05
Family with mainly school children	06
Family with mainly adult children living at home	07
Middle aged person/couple with no children at home	08
Older person/couple with no children at home	09
Other	10
Refused ( <b>DO NOT READ</b> )	97
Don't know ( <b>DO NOT READ</b> )	99

**Q41** Which of the following represents your household's income per year before tax?

**READ OUT**

Under \$15,000	01
\$15,001-\$20,000	02
\$20,001-\$25,000	03
\$25,001-\$40,000	04
\$40,001-\$60,000	05
\$60,001-\$100,000	06
\$100,001+	07
Refused ( <b>DO NOT READ</b> )	97
Don't know ( <b>DO NOT READ</b> )	99

**Q42** In which of the following groups do you fall?

**READ OUT. SINGLE RESPONSE**

Single, never had children	01
Married/couple, never had children	02
Single with children living at home (including shared custody situations)	03
Married/couple with children living at home (including shared custody situations)	04
Single with children who are no longer living at home	05
Married/couple with children who are no longer living at home	06
Other	10
Refused ( <b>DON'T READ</b> )	97
Don't know (( <b>ON'T READ</b> ))	99

**Q43** Which of the following ethnic groups do you most closely associate with?

**READ OUT. MULTIPLE RESPONSE POSSIBLE**

NZ European/Pakeha	01
Māori	02
Pacific	03
Asian	04
Other – <b>PLEASE SPECIFY:</b>	05
Refused ( <b>DON'T READ</b> )	98

**SQ3** And are you in the [X] age group?

**READ OUT**

15-19 years	01
20-24 years	02
25-29 years	03
30-34 years	04
35-39 years	05
40-44 years	06
45-49 years	07
50-54 years	08
55-59 years	09
60-64 years	10
65-69 years	11
70-74 years	12
75 years or more	13
Refused	98

**SQ4 INTERVIEWER RECORD GENDER**

		<b>Quota</b>
Male	01	1,100
Female	02	1,100

Ask if participant is willing to be re-contacted about the same topic to ask them more in-depth questions about their views and behaviours. **IF YES:** collect name, phone number, region and email address. **THANK AND CLOSE**

**ONLINE QUESTIONNAIRE ONLY**

**Q44** Do you have a landline telephone at home?

Yes	01
No	02

**Q45** Are you enrolled on the Electoral Roll?

Yes	01
No	02

## Appendix 3 – Sample Quotas

### Maori

	Maori
Auckland	8%
Bay of Plenty	23%
Canterbury	5%
Nelson	6%
Northland	23%
Otago	5%
Southland	9%
Tongarior-Whanganui-Taupo	14%
Waikato	15%
Wellington	12%
West Coast	7%

### Inter-locking age and gender quotas

#### Bay of Plenty

	Women	Men
<b>18-26</b>	6.49%	6.37%
<b>27-36</b>	8.88%	7.81%
<b>37-46</b>	10.74%	9.55%
<b>47-56</b>	9.47%	8.92%
<b>57-66</b>	7.35%	7.01%
<b>67+</b>	9.57%	7.84%

#### Waikato

	Men	Women
<b>18-26</b>	8.33%	8.08%
<b>27-36</b>	8.33%	9.17%
<b>37-46</b>	9.72%	10.59%
<b>47-56</b>	8.64%	9.02%
<b>57-66</b>	6.59%	6.76%
<b>67+</b>	6.67%	8.11%

#### Tongariro-Whanganui-Taupo

	Men	Women
<b>18-26</b>	8.04%	7.76%
<b>27-36</b>	7.97%	8.71%
<b>37-46</b>	9.60%	10.28%
<b>47-56</b>	8.68%	8.98%
<b>57-66</b>	6.58%	6.85%
<b>67+</b>	7.27%	9.27%



### Southland

	Men	Women
<b>18-26</b>	7.01%	6.70%
<b>27-36</b>	8.16%	8.67%
<b>37-46</b>	10.23%	10.59%
<b>47-56</b>	9.55%	9.06%
<b>57-66</b>	6.93%	6.72%
<b>67+</b>	7.10%	9.26%

### Northland

	Men	Women
<b>18-26</b>	5.89%	5.76%
<b>27-36</b>	7.00%	8.02%
<b>37-46</b>	9.67%	10.81%
<b>47-56</b>	9.56%	9.96%
<b>57-66</b>	8.04%	8.13%
<b>67+</b>	8.09%	9.06%

### Wellington

	Men	Women
<b>18-26</b>	7.80%	8.12%
<b>27-36</b>	8.81%	9.82%
<b>37-46</b>	9.95%	10.78%
<b>47-56</b>	8.40%	8.80%
<b>57-66</b>	6.36%	6.58%
<b>67+</b>	6.36%	8.22%

### West Coast

	Men	Women
<b>18-26</b>	5.90%	5.40%
<b>27-36</b>	7.48%	8.46%
<b>37-46</b>	10.95%	10.83%
<b>47-56</b>	10.64%	9.22%
<b>57-66</b>	8.01%	7.39%
<b>67+</b>	7.36%	8.37%

### Canterbury

	Men	Women
<b>18-26</b>	8.01%	7.65%
<b>27-36</b>	8.33%	9.07%
<b>37-46</b>	9.77%	10.38%
<b>47-56</b>	8.64%	8.91%
<b>57-66</b>	6.49%	6.72%

<b>67+</b>	6.87%	9.16%
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Auckland

	<b>Men</b>	<b>Women</b>
<b>18-26</b>	9.00%	9.22%
<b>27-36</b>	9.61%	10.75%
<b>37-46</b>	10.42%	11.31%
<b>47-56</b>	8.14%	8.49%
<b>57-66</b>	5.60%	5.87%
<b>67+</b>	5.03%	6.57%

Otago

	<b>Men</b>	<b>Women</b>
<b>18-26</b>	9.79%	10.34%
<b>27-36</b>	7.91%	8.31%
<b>37-46</b>	8.90%	9.51%
<b>47-56</b>	8.48%	8.46%
<b>57-66</b>	6.41%	6.39%
<b>67+</b>	6.72%	8.77%

Nelson

	<b>Men</b>	<b>Women</b>
<b>18-26</b>	6.05%	5.47%
<b>27-36</b>	7.69%	8.13%
<b>37-46</b>	9.83%	10.81%
<b>47-56</b>	9.69%	9.92%
<b>57-66</b>	7.73%	7.67%
<b>67+</b>	7.63%	9.38%