



Department of Conservation National Survey

Information, bookings and online services

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June 2012

Reporting produced:
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1.0 Methodology

The Department of Conservation (DOC) undertook a survey of adult New Zealanders (The National Survey) in June 2012 (replicating the survey undertaken in 2011). The National Survey replaced a range of independent general public surveys undertaken by DOC in the past.

The National Survey was a survey of the adult population (18 years plus) of New Zealand. A total of 3,885 people were interviewed for the survey in 2012. The primary methodology was telephone (sample of 2,225) and the secondary methodology was online (sample of 1,660). The telephone sample was sourced via a random sample of people listed on the Electoral Roll. The online sample was sourced from the Colmar Brunton online panel.

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

- 1) Ethnicity (at a Conservancy level)
- 2) Interlocking age and gender¹ (at a Conservancy level).

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

Results shown in this report as statistically significant are significantly higher at the 95 percent confidence interval or higher and where the base is n=30 or greater. The following factors are 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).

This report focuses on the questions respondents were asked about information, bookings and online services.

¹ 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

Sample Profile (unweighted numbers and weighted %)					
Gender	N=	%	Household income before tax	N=	%
Male	1,825	48%	\$40,000 or less	931	21%
Female	2,060	52%	\$40,001-\$60,001	693	17%
Age			\$60,001 or more	1,757	48%
24 years or younger	397	15%	Refused/DK	504	14%
25-39 years	1,014	28%	Area		
40-54 years	1,150	28%	Northland	358	4%
55 years plus	1,320	28%	Auckland	347	32%
Refused	4	0%	Waikato	350	9%
Ethnicity (multiple response)			Bay of Plenty	355	8%
Pakeha	3,406	83%	Tongariro / Whanganui / Taranaki	330	6%
Maori	372	11%	Wellington / Hawke's Bay	378	18%
Pacific	57	3%	Nelson / Marlborough	352	3%
Asian	107	5%	West Coast	346	1%
Other	114	3%	Canterbury	354	13%
Refused	32	1%	Otago	356	5%
Location			Southland	359	2%
Big city	877	43%			
Small city/large town	1,326	27%			
Small town	1,028	18%			
Rural	644	12%			
Refused/don't know	10	0%			

The following are statistically significantly higher in the 2012 sample (compared to the 2011 sample):

- 18-24 years
- Asian
- Small town
- Rural
- Wellington/Hawkes Bay (reflecting a redrawing the Conservancy boundary more accurately).

The following are statistically significantly lower in the 2012 sample (compared to the 2011 sample):

- 55 years plus
- Pakeha
- Other ethnicities
- Big city
- Income of \$60,001 plus
- Tongario/Whanganui/Taupo (reflecting a redrawing the Conservancy boundary more accurately).

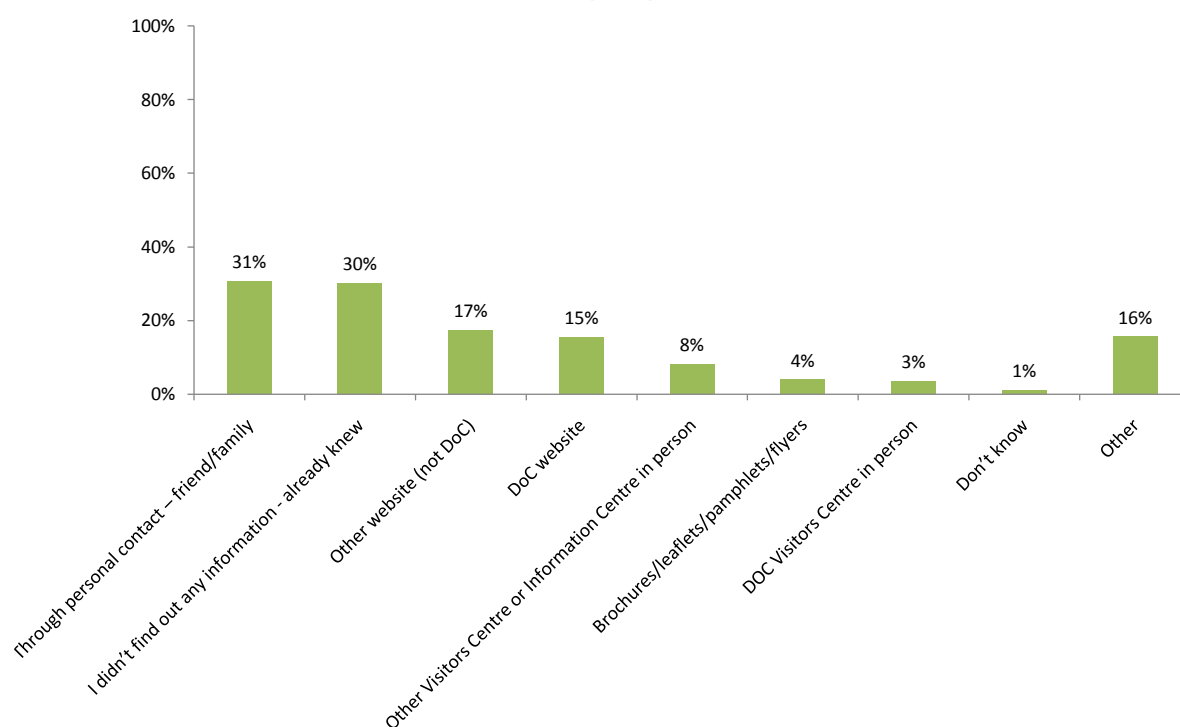
Sample Profile (2011 and 2012 surveys)					
Weighted %					
Gender	2011	2012	Household income before tax	2011	2012
Male	48%	48%	\$40,000 or less	20%	21%
Female	52%	52%	\$40,001-\$60,001	16%	17%
Age			\$60,001 or more	51%	48%
24 years or younger	12%	15%	Refused/DK	12%	14%
25-39 years	28%	28%	Area		
40-54 years	28%	28%	Northland	4%	4%
55 years plus	31%	28%	Auckland	32%	32%
Refused	1%	0%	Waikato	9%	9%
Ethnicity (multiple response possible)			Bay of Plenty	7%	8%
Pakeha	88%	83%	Tongariro / Whanganui / Taranaki	8%	6%
Maori	11%	11%	Wellington / Hawke's Bay	16%	18%
Pacific	3%	3%	Nelson / Marlborough	3%	3%
Asian	4%	5%	West Coast	1%	1%
Other	5%	3%	Canterbury	13%	13%
Refused	1%	1%	Otago	5%	5%
Location			Southland	2%	2%
Big city	47%	43%			
Small city/large town	27%	27%			
Small town	16%	18%			
Rural	9%	12%			

2.0 Findings

2.1 Source of information

Respondents who said they had been to DOC area in the previous twelve months were asked where they found out information about where they were going. Friends and family were the primary source of information (31%). Websites were the secondary source of information – non DOC website (17%) and DOC website (15%).

Before most recent visit to a DOC area where did you find out information about where you were going?



Base: visited DOC area in last 12 months (not confirmed) 2,675

Statistical testing was undertaken to identify the types of respondents who were significantly more likely to have been to have used each source of information:

Personal contact:

- 18-24 years.

Did not seek any information:

- 55 years plus
- Rural
- Unfavourable view of DOC.

Non DOC website

- Asian
- Income \$60,001 plus
- Big city.

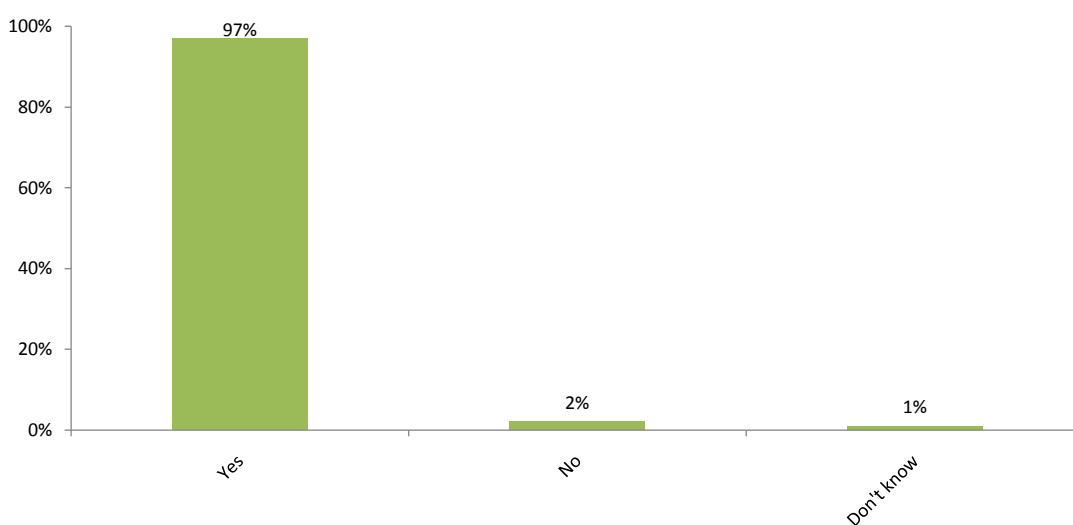
DOC website

- Income \$60,001 plus.

2.2 Success seeking information

Respondents who had sought information before visiting a DOC area were asked if they had been able to get the information they wanted. A very high 97 percent of respondents said they had got the information they wanted.

Did you get the information you wanted?



Base: visited DOC area in last 12 months (not confirmed) and sought information before going 1,455

Statistical testing was undertaken to identify the types of respondents who were significantly more likely/less likely to have found the information they wanted:

More likely:

- Pakeha
- Favourable view of DOC.

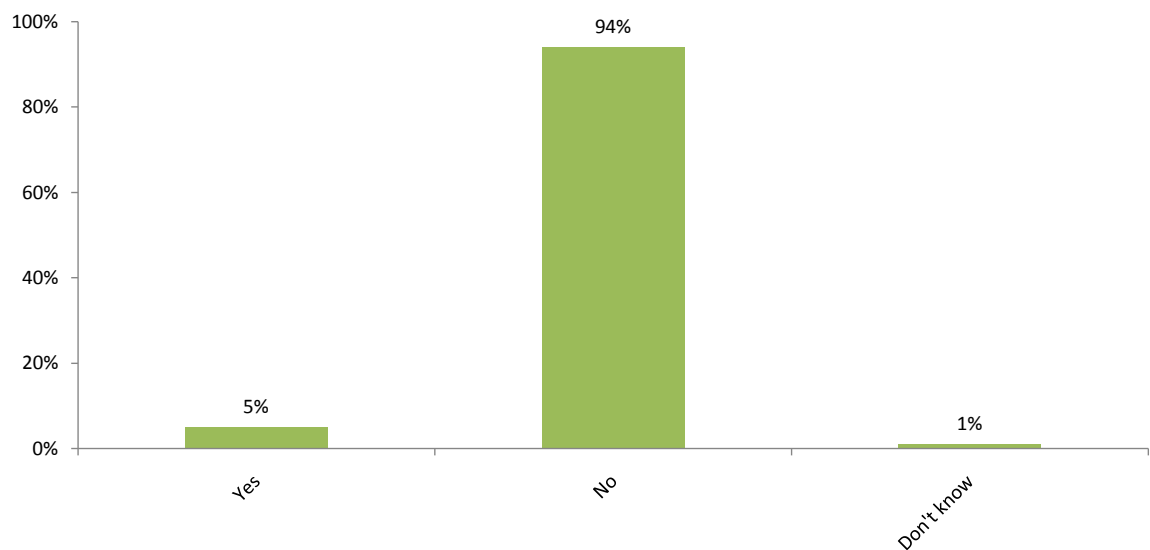
Less likely:

- Nil results.

2.3 Booking facilities

Respondents who said they had been to DOC area in the previous twelve months were asked if they had booked any facilities before they went. Just five percent of respondents said they had booked facilities before they went.

Did you book any DOC facilities before you went?



Base: visited DOC area in last 12 months (not confirmed) 2,675

Statistical testing was undertaken to identify the types of respondents who were significantly more likely/less likely to have booked DOC facilities:

More likely:

- Nil results.

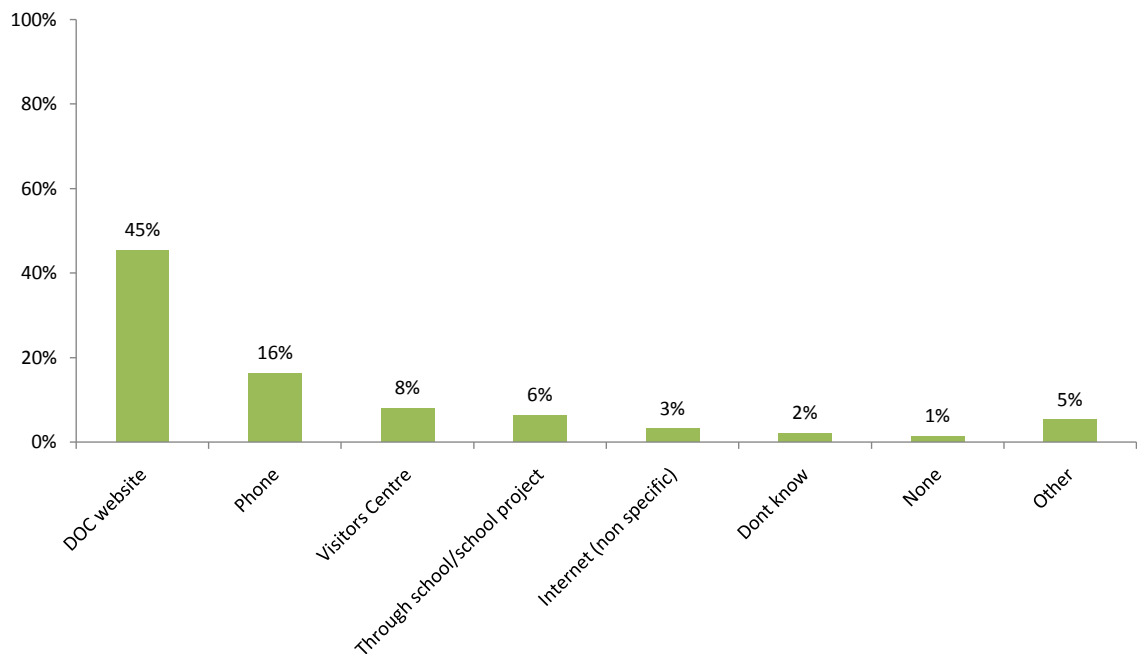
Less likely:

- 55 years plus.

2.4 Method of booking facilities

Respondents who had booked facilities were asked how they made the booking. The primary method of booking facilities was the DOC website (45%). The secondary method was phone (16%).

How did you book the DOC facilities before you went?



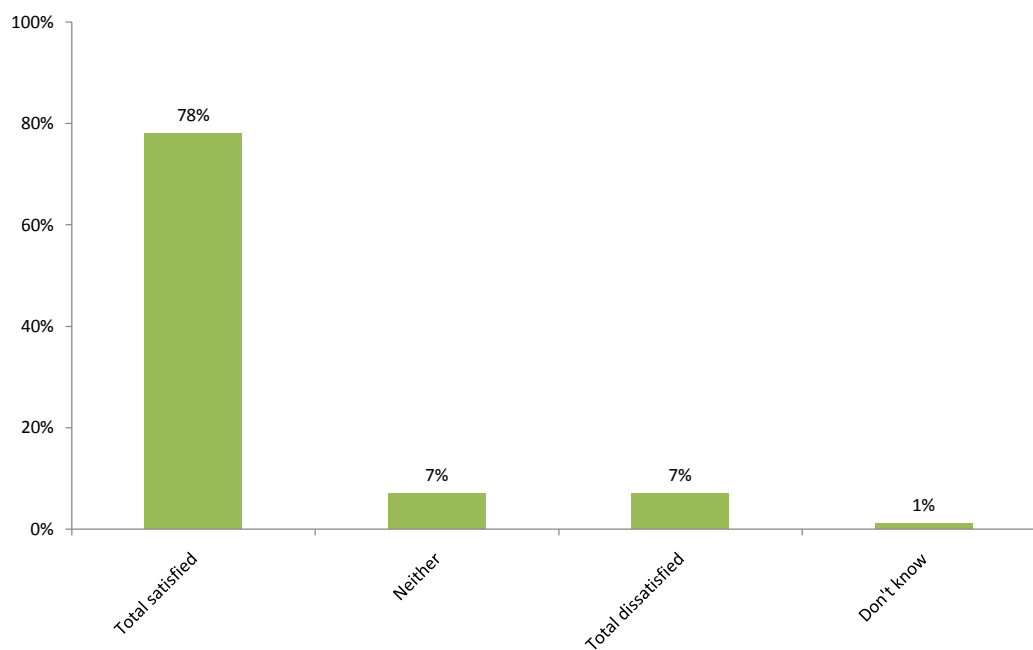
Base: visited DOC area in last 12 months (not confirmed) and booked DOC facilities before going 134
 Sample too small for significant differences by booking method

The sample was too small for statistical testing.

2.5 Satisfaction with booking

Respondents who had booked facilities were asked how satisfied they were with the booking service offered by DOC. The majority of users were satisfied (78%).

How satisfied were you with the booking service offered by DOC?



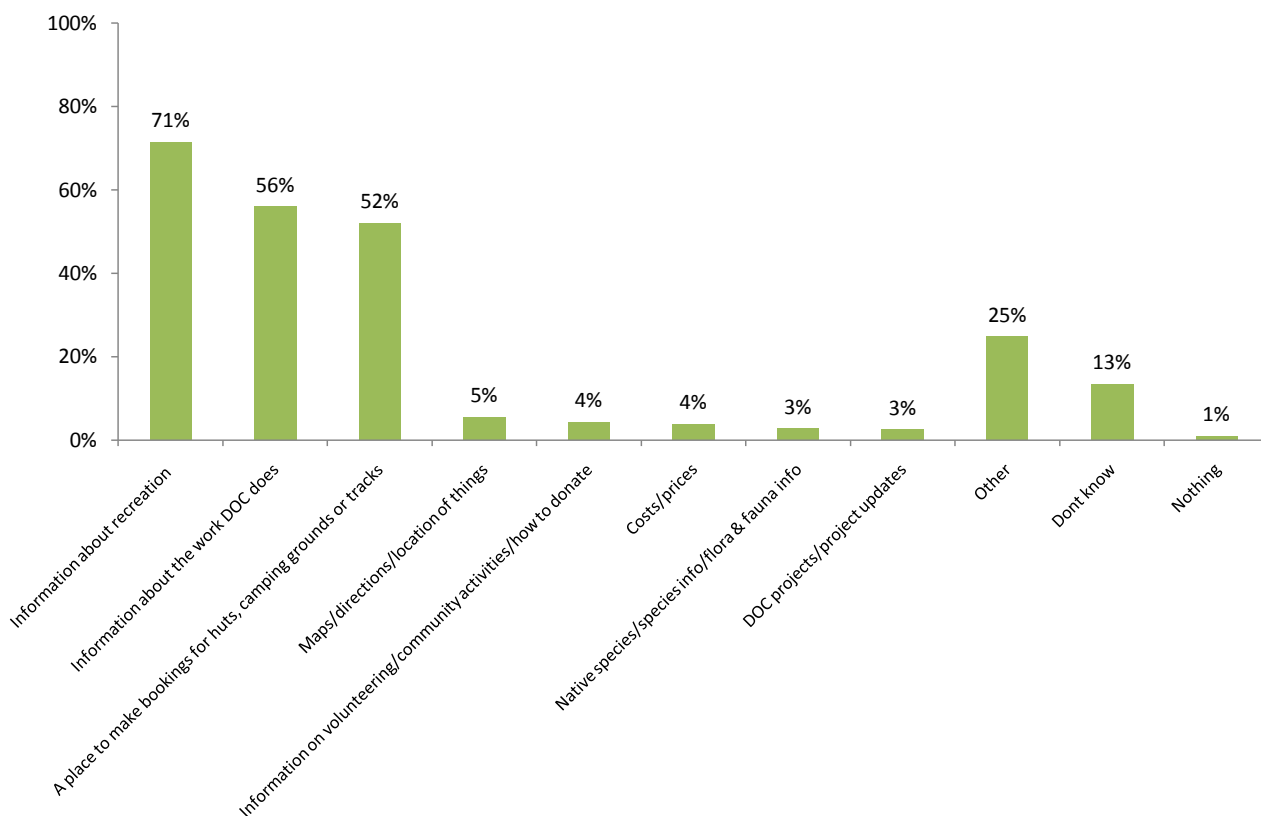
Base: visited DOC area in last 12 months (not confirmed) and booked DOC facilities before going 133
Sample too small for significant differences

The sample was too small for statistical testing.

2.6 DOC internet services

All respondents were asked what kind of services DOC should provide via the internet. The most popular services were: information about recreation (71%), information about the work DOC does (56%) and providing a place to make bookings for DOC recreation facilities (52%).

What kind of services should DOC provide via the internet?



Base: all respondents 3,885

Statistical testing was undertaken to identify the types of respondents who were significantly more likely suggest each service:

Information about recreation:

- 24-54 years
- Pakeha
- Income \$60,001 plus
- Big city
- Favourable view of DOC
- Visited DOC area in last 12 months.

Information about the work DOC does:

- Other ethnicities (not Pakeha, Maori, Pacific or Asian)
- Big City
- Favourable view of DOC.

A place to make bookings for huts, camping grounds or tracks:

- 25-39 years
- Income \$60,001 plus
- Big city
- Favourable view of DOC
- Visited DOC area in the last 12 months.

Maps, directions:

- 25-39 years
- Income \$60,001 plus.

Information on volunteering/community activities/donating:

- 18-24 years.

DOC projects/project updates

- 40-54 years
- Income \$60,001 plus
- Unfavourable view of DOC.