

Full Report: Survey of New Zealanders



PREPARED FOR THE DEPARTMENT OF CONSERVATION

JUNE 2015



Department of Conservation
Te Papa Atawhai

Contents

	Background	3
	Executive summary	6
	Conservation	12
	The Department of Conservation	25
	Facilities, Services and Experience	31
	Information Sources	62
	Introduced Species	68
	Appendix: Questionnaire	74

Background



BACKGROUND

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

Since 2011 the Department of Conservation has undertaken an annual national survey of New Zealanders about their attitudes towards, understanding of, and participation in conservation activities and visitation of DOC-administered parks and places.

The annual survey replaces a range of independent general public surveys that had previously been 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:

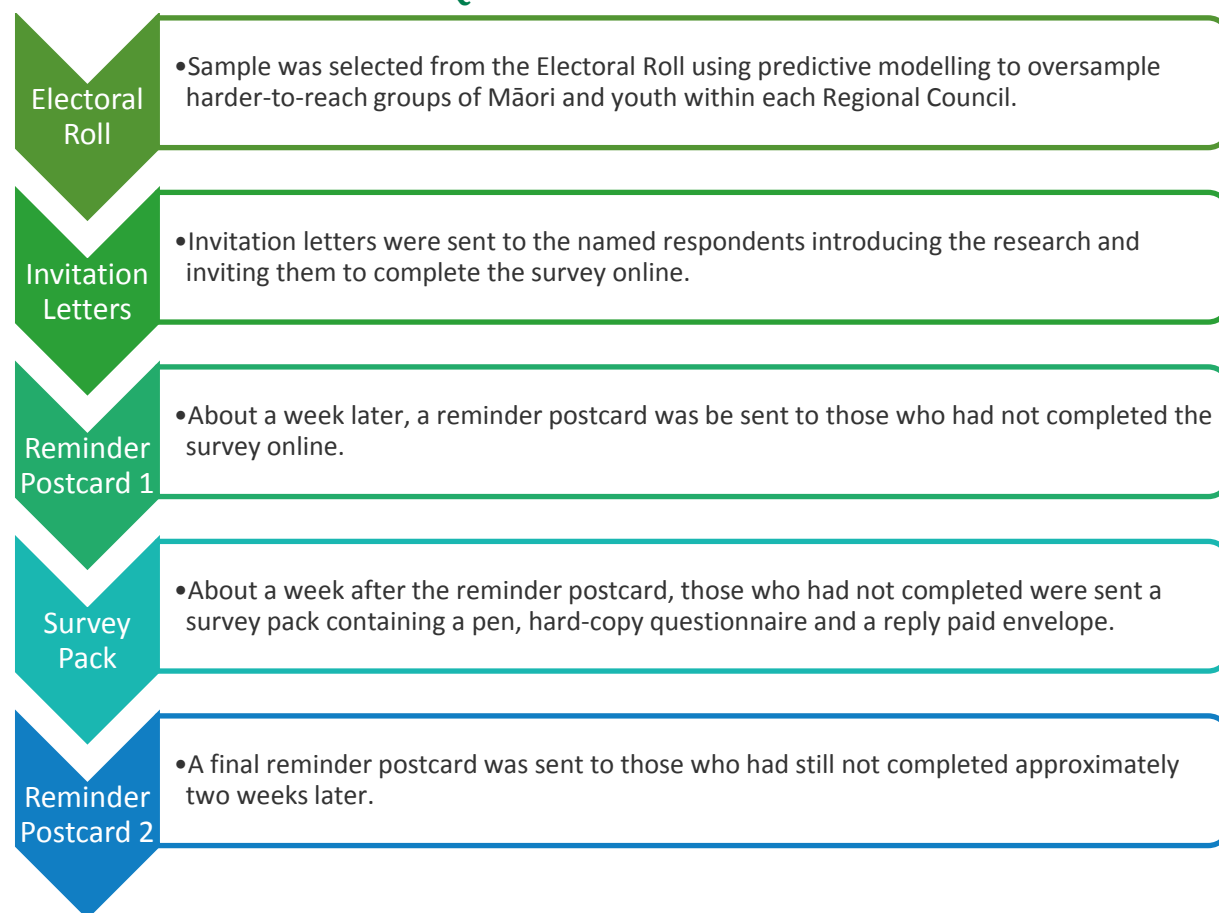
1. To provide national population-based recreation and historic demand information to inform regional- and national-level planning, monitoring and reporting;
2. To provide national population-based conservation attitude and behaviour information to inform national-level marketing planning;
3. To provide national population-based natural heritage social indicator information for monitoring purposes.
4. To provide insights into how New Zealanders can best be encouraged to be more active in DOC administered parks, reserves and historic places.

METHOD

Aspect	Detail
Fieldwork dates	26 th March to 22 nd May 2015
Sample type	Sequential Mixed Methodology (SSM)
Sample provider	A random selection was made from the Electoral Roll
Sample size	n=4,075
Questionnaire format	Self-completion. Online (n=2,316 responses) or hard (paper) copy (n=1,759 responses). Both questionnaire formats were made available in the following languages: English, Māori, Chinese, Samoan, Tongan and Hindi
Average survey duration	17 minutes (online version)
Sample profile	Age: 18 years and over Region: nationwide
Quota	Within each Regional Council area to match the actual population distribution as indicated in the 2013 census including ethnicity (Māori / non-Māori), interlocking age and gender
Weighting	RIM weighting applied to region, ethnicity and age
Response rate	37%
Method	Sampling in 2015 is based on the 16 Regional Council areas, consistent with the 2014 report. Prior to this, sampling was based on the Department of Conservation conservancy boundaries, but the 2014 report identified little difference between the two methods. As the Department of Conservation no longer uses the conservancy boundaries, the decision was made to maintain the sampling on Regional Council areas

Full details of the survey methodology can be found in the Methodology Report.

OVERVIEW OF THE 2015 SEQUENTIAL MIXED METHODOLOGY FIELDWORK



SAMPLE BREAKDOWN

Statistics NZ Regional Council Area	Target	Sample achieved	Maximum margin of error (95% confidence)
Northland Region	200	226	±6.51%
Auckland Region	750	725	±3.64%
Waikato Region	350	352	±5.22%
Bay of Plenty Region	200	233	±6.42%
Gisborne Region	200	237	±6.35%
Hawke's Bay Region	200	213	±6.71%
Taranaki Region	200	160	±7.74%
Manawatu-Wanganui Region	200	199	±6.94%
Wellington Region	350	336	±5.34%
Nelson / Tasman Region	400	338	±5.32%
Marlborough Region	200	175	±7.39%
Canterbury Region	350	315	±5.52%
West Coast Region	200	174	±7.41%
Otago Region	200	198	±6.96%
Southland Region	200	188	±7.14%
No reply to region	-	6	-
TOTAL SAMPLE SIZE	4,200	4,075	±1.53%

Executive Summary



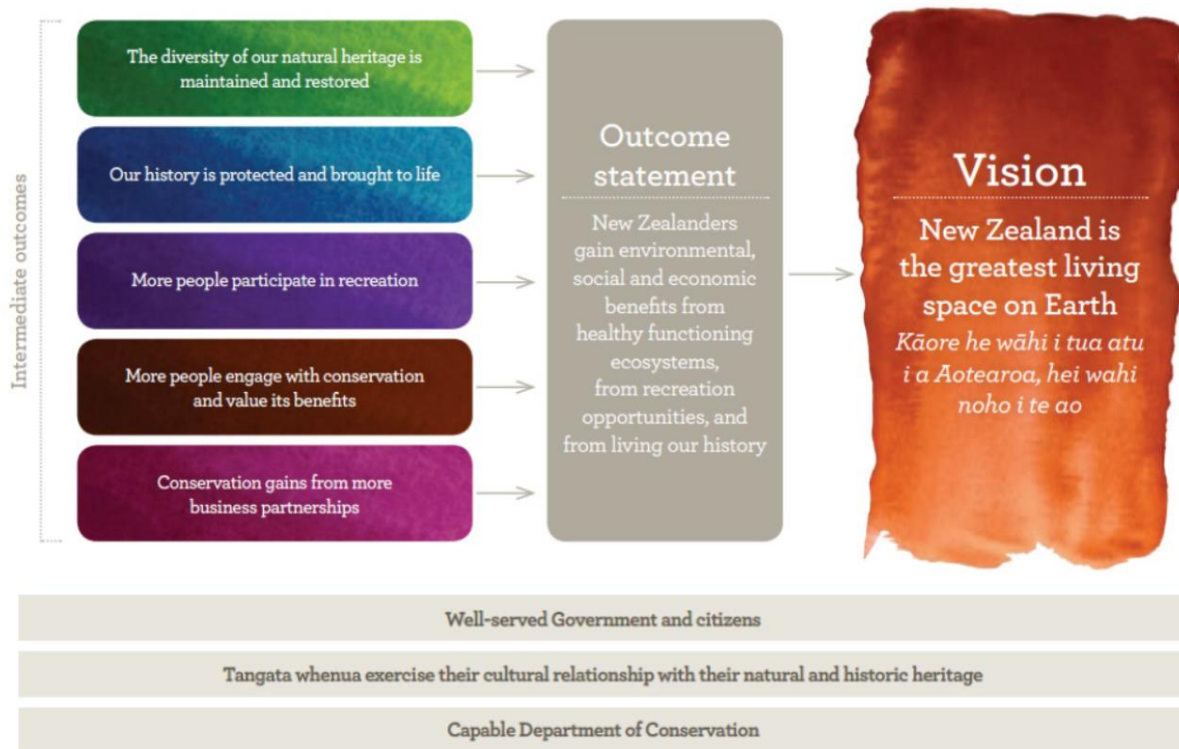
EXECUTIVE SUMMARY

INTRODUCTION

The Survey of New Zealanders key results for 2015, in accordance with the Department of Conservation's Statement of Intent 2013 – 2017 document, are summarised in this section.

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

The vision, outcome statement and intermediate outcomes are shown below:



The work of the Department of Conservation is conducted to achieve the five intermediate outcomes. The following summary outlines how well the Department has performed on these intermediate outcomes, based on the Survey of New Zealanders 2015.

OUTCOMES RELATED TO THE DEPARTMENT OF CONSERVATION'S VISION

INTERMEDIARY OUTCOME 1

The diversity of our natural heritage is maintained and restored

Two questions were used in the questionnaire to measure New Zealanders' awareness and attitudes towards threats from introduced species and the various methods of pest control employed by the Department of Conservation.

THREATS FROM INTRODUCED SPECIES

Most New Zealanders still feel that the most threatening species to native plants, birds, animals or natural environments are possums (86%), rats (85%), stoats (81%) and wild / feral cats (78%). These results are high, though results for both possums and stoats have significantly decreased on 2014 results.

The species perceived to be the least threatening, although still considered by some to be a serious threat, are domestic cats (40%) and deer (30%). The figure for deer has significantly decreased in 2015.

A third of New Zealanders claim they not to know enough about Kauri dieback to judge, but half of the public still see it as a serious threat (56%). Didymo (69%) remains a second-tier threat, although there is also a level of uncertainty.

PEST CONTROL METHODS

The Department of Conservation uses a number of methods to control species who are considered pests, and New Zealanders have clear opinions about which should and should not be employed.

Hunting (90%) and trapping (89%) are the methods most acceptable to New Zealanders.

The spread of poison bait has increased in acceptability, although a quarter of New Zealanders still believe distribution by aircraft should never be used under any circumstances (25%).

INTERMEDIARY OUTCOME 2

Our history is protected and brought to life

Measurement of this intermediary outcome is evaluated by New Zealanders' awareness, visits and satisfaction with the historic sites that the Department of Conservation administers.

AWARENESS THAT THE DEPARTMENT OF CONSERVATION ADMINISTERS HISTORIC SITES

Awareness is fairly high, with almost seven in ten (68%) aware that the Department of Conservation administers historic sites. Awareness is understandably linked to visitation.

VISITATION TO, AND SATISFACTION WITH, HISTORIC SITES

Visits to historic sites have significantly increased on 2014, with over half of New Zealanders having visited a listed site in the past 12 months (55%). Satisfaction with these historic site visits has also significantly increased, with over three-quarters rating their satisfaction as a 4 or 5 out of 5 (78%).

INTERMEDIARY OUTCOME 3

More people participate in recreation

Part of the Department's remit is to encourage New Zealanders, and international visitors, to enjoy recreation-based activities on conservation land. There were a number of questions used to measure this intermediary outcome as follows:

- Awareness that the Department of Conservation provides facilities and services for people doing outdoor recreation activities;
- Visits to Department of Conservation parks and places, both from a prompted list and also coding verbatim responses, in the past 12 months;

- Those people who had visited a park or place in the past 12 months were asked to focus on their most recently visited park or place, with questions relating to activities carried out, satisfaction, safety and sources of information sought prior to the visit;
- Main reasons for using the recreation areas;
- Barriers to using the areas more often;
- Usage of the Department of Conservation services such as campsites, hut / lodge / house, visitor centre in the past three years and past 12 months.

AWARENESS THAT THE DEPARTMENT OF CONSERVATION PROVIDES FACILITIES AND SERVICES

Three-quarters (73%) of New Zealanders are aware that the Department of Conservation provides facilities and services for people participating in outdoor recreation activities. This awareness level is a significant decrease on 2014.

VISITATION TO RECREATION SITES

The proportion of New Zealanders who have visited a Department of Conservation park or place in the last 12 months has significantly increased to almost eight in ten people (77%).

RECREATION ACTIVITIES, SATISFACTION AND SAFETY OF MOST RECENT VISIT

The popular activities in New Zealanders' most recent recreation area visit are *short walks of less than 3 hours* (58%) and *sightseeing* (51%). The non-active recreation activity of *family or friends outing* was also popular (35%).

Satisfaction for those rating a 4 or 5 out of 5 with the recreation area most recently visited remains high at 79%, similar to 2014.

MAIN REASONS FOR USING RECREATION AREAS

Spending time in nature or enjoying scenery (80%) and *spending time with family and friends* (66%) are the most popular reasons for using a Department of Conservation area. There are also those claiming to *want to get away from it all* (44%), *have a physical challenge* (30%) or to *improve health* (25%).

MAIN BARRIERS TO USING RECREATION AREAS

To encourage more to use the recreation areas the Department of Conservation needs to find ways to address the barriers of *I don't have enough time* (77%), *I'm not physically able or not fit enough* (15%) and *I don't have anyone to go with* (11%).

USAGE OF THE DEPARTMENT OF CONSERVATION FACILITIES

Two of the Department's key facilities have seen a significant decline in claimed usage on 2014: *been to a DOC visitor centre* (34%) and *stayed at a DOC campsite* (17%). In 2015 the question used to gauge usage of the facilities excluded 'Walked one of New Zealand's great walks', which may have previously prompted people to remember they had collected information from a visitor centre before embarking on their walk.

INTERMEDIARY OUTCOME 4

More people engage with conservation and value its benefits

For the Department of Conservation to change New Zealanders' attitudes and behaviours towards conservation, understanding key drivers is essential. There were a number of questions used to measure this intermediary outcome as follows:

- Personal benefits and overall importance of conservation;
- Participation in specific conservation activities, particularly helping on a conservation project and reasons for doing so;
- Barriers to participating on a conservation project.

PERSONAL BENEFITS OF CONSERVATION

Conservation is synonymous with protection and preservation. The top-three personal benefits remain the same as 2014: *protecting plants and animals* (36%) *preserving / protecting the natural environment or green space* (33%) and *protecting the natural environment for my children* (31%). Most New Zealanders (91%) were able to identify with at least one personal benefit of conservation.

Our analysis shows the main messages for the Department of Conservation to use when promoting the personal importance of conservation are:

- *“Protecting and enhancing the sustainable cleanliness and healthiness of the environment, for the benefit of New Zealand’s plants and animals, and our children and grandchildren.”*

IMPORTANCE OF CONSERVATION

Personal importance of conservation is rated highly, with eight in ten (81%) giving a rating of 4 or 5 out of 5. This is similar to 2014 levels.

PARTICIPATION IN CONSERVATION ACTIVITIES

Participation in the conservation-related activities has significantly increased on 2014 levels, with almost six in ten claiming to have participated in something (57%) in the past 12 months. The most prominent actions taken were *donating money* (23%), *actively seeking information* (17%) and *raising awareness about an issue* (17%).

HELPING AND ACTIVITIES ON A CONSERVATION PROJECT

One in ten (12%) New Zealanders have actively helped on a conservation project, the same level as 2014. The most popular activities of these helpers are *tree planting* (52%), *protection or restoration of forest, wetland or marine habitat or species* (43%) and *pest control* (31%).

BARRIERS TO HELPING ON A CONSERVATION PROJECT

In order to increase participation on a conservation project the COM-B behaviour framework recognises that for this given behaviour to occur, three conditions must be met – Capability, Opportunity and Motivation (COM). Some 62% of New Zealanders who did not help on a conservation project claimed at least one Opportunity barrier prevented them from participating.

By identifying that the *Opportunity* barrier is the largest in 2015, the Department of Conservation should break down these barriers through suggested means such as:

- Communicating that long-term commitment is not necessary – people are welcome to attend conservation activities when it suits them – with no pressure to return.
- Making the participation in activities shorter in duration, e.g. a ‘morning’ event rather than an ‘all day’ one.
- Focusing the promotion of participation close to the activities in question;
- Exploring the possibility of promoting urban activities that the public could assist with despite being distant from DOC locations. For example, workshops building stoat traps or potting native seedlings.

The second largest condition was Motivation (37%), followed by Capability (29%). There were 25% who claimed barriers in at least two of the conditions of Opportunity, Motivation or Capability. Those with *Capability* barriers have the lowest levels of awareness that the Department of Conservation has a key role in recreational facilities and historic sites. Those with *Motivation* barriers have the lowest levels of visiting a Department of Conservation area.

To encourage more people to help out on future conservation projects in their areas, messaging from the Department of Conservation should focus on the 'local' aspects and personal 'feel good' factors of participating, namely:

- ***“Protect and enhance your local environment, culture and history, while also improving your own wellbeing, health and relaxation.”***

INTERMEDIARY OUTCOME 5

Conservation gains from more business partnerships

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, the Department of Conservation uses other information to measure this outcome.

Conservation



PERSONAL BENEFITS OF CONSERVATION

Some 36% of respondents considered *protecting plants and animals* the main personal benefit of conservation. *Preserving the natural environment* was selected by 33% and *protecting the natural environment for my children* was viewed as a main personal benefit by 31%.

Q5. Please think about the main benefits of conservation. What are the main benefits of conservation to you personally?

Main Benefits of Conservation (personal)	2011 (n=3,614)	2012 (n=3,885)	2013 (n=4,829)	2014 (n=4,363)	2015 (n=3,745)
Protecting plants and animals	20%	20%	21%	35%	36%
Preserving / protecting the natural environment / green space	7%	20%	13%	18%	33%
Protecting the natural environment for my children	19%	22%	17%	31%	31%
Ability to access / enjoy a healthy / safe / natural environment	17%	9%	14%	16%	26%
To have a clean / healthy / safe environment	3%	2%	13%	11%	22%
Protects our natives	1%	0.2%	5%	11%	17%
Recreation and fishing	12%	10%	8%	6%	13%
Beautiful surroundings, scenery (New 2015)	-	-	-	-	13%
Healthy forests, protection of forests	7%	7%	5%	10%	13%
Protecting our waterways / beaches / rivers / lakes	2%	3%	6%	7%	12%
Looking after / protecting our land	-	-	2%	4%	9%
Clean water / water to drink	7%	8%	5%	7%	8%
Having access to parks / National Parks	5%	3%	5%	7%	8%
Preservation / protection of our Natural Heritage	2%	1%	3%	6%	7%
Maintenance / protection of the eco system	-	-	2%	7%	7%
Preservation of New Zealand's clean, green image	6%	3%	3%	6%	6%
Sustainability	-	1%	4%	7%	6%
Clean air to breathe	7%	9%	4%	5%	6%
Don't know	7%	7%	2%	2%	8%
There are no personal benefits of conservation	-	8%	3%	1%	1%

In 2012 respondents answered this question in their own words; telephone interviewers listened to their responses and coded them into a list of themes provided. Since 2013 written comments have been collected and then coded into themes by specialist coding teams. The codeframe used for the 2013 report was also used for this report, for continuity and comparability.

Base: All respondents, excluding not answered. Only responses over 6% in 2015 are shown.

Protecting plants and animals was the most common personal benefit of conservation (36%). Those living in Northland (48%), Nelson / Tasman (46%), Marlborough (46%) or Waikato (42%), females (43%), Maori (43%), and those living rurally (40%) were more likely to identify protecting plants and animals as a main personal benefit of conservation.

Preserving and protecting the natural environment was expressed as a personal benefit of conservation for 33% of respondents. Those who have been to a DOC visitors centre in the past 12 months (40%), stayed at a DOC campsite in the past 12 months (39%), have an annual household income over \$100,000 (39%) and who are living in Auckland (38%) were more likely to say their main personal benefit of conservation was preserving and protecting the natural environment.

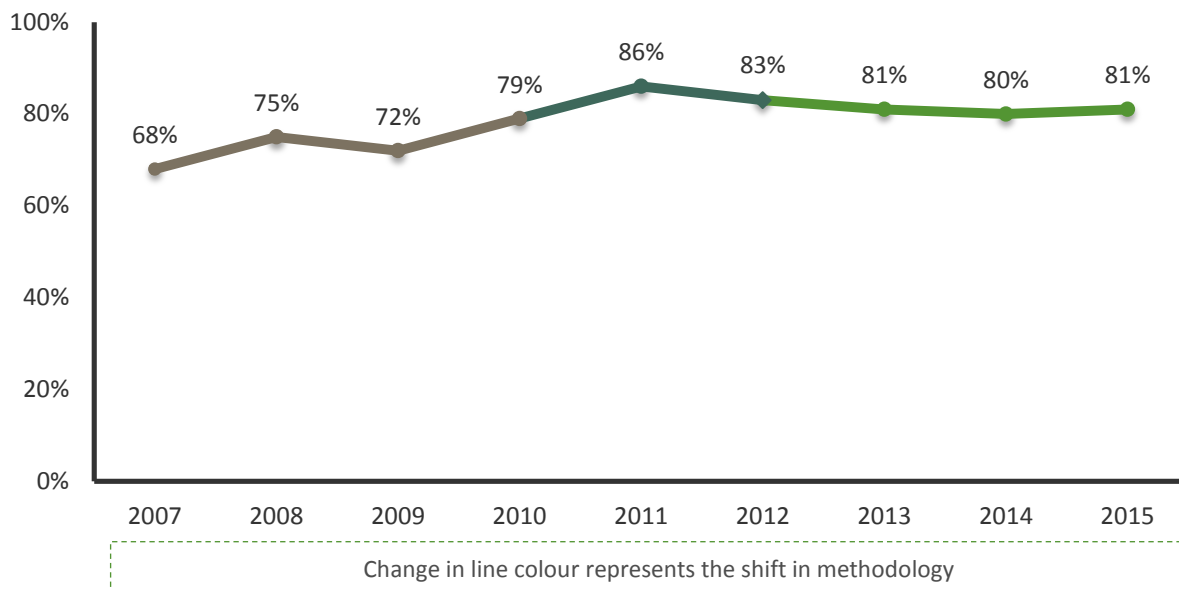
Protecting the natural environment for my children (31%) was more likely to be listed as main personal benefit for conservation for those of other ethnicity (41%), who have children in their household (39%), with an income over \$100,000 (38%) and are aged between 35-49 years (35%) or 50-64 years (35%).

IMPORTANCE OF CONSERVATION

Some 81% of respondents rated conservation as being important to them (rated of 4 or 5 with 5 being 'very important').

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

Q6. Thinking about conservation overall, how important is conservation to you personally?



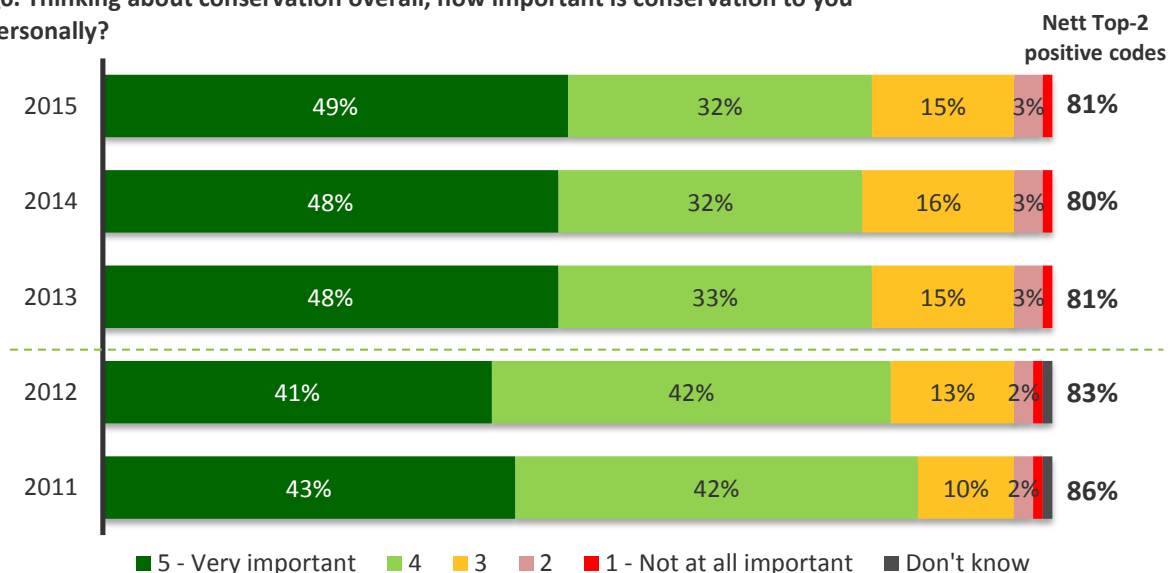
Base: All respondents (varies)

Source: Pre-2011 – Mobius survey; 2011/12 – CB survey; 2013 & 2014 – Nielsen, 2015 – Ipsos.

Note: The Mobius survey used a 10-point scale, where 1 is 'not at all important' and 10 is 'extremely important'.

Personal importance of conservation (%)

Q6. Thinking about conservation overall, how important is conservation to you personally?



In 2011 and 2012, 'don't know' was not read out for the CATI survey; however, it was an option that interviewers could record if respondents insisted upon using it. To keep results as comparable as possible, 'don't know' was not shown as an option from 2013.

Base: All respondents, excluding not answered: 2015 (n=4,017), 2014 (n=4,599), 2013 (n=4,983). All respondents: 2012 (n=3,885), 2011 (n=3,614)

Table: Those who rated conservation as important to them personally (rated 4 or 5 out of 5). Note: Significance is compared to total.

Gender	Male	81%	Age	18-24 years	67%
	Female	81%		25-34 years	77%
Location	Main city	82%		35-49 years	86%
	Provincial town	79%		50-64 years	85%
	Rural area	82%		65 years+	81%

Conservation is important to 81% of New Zealanders. Those who are very favourable to DOC (92%), living in Marlborough (89%), have booked or visited DOC facilities in the past 3 years (89%), are of 'other' ethnicity (86%), aged 35-49 years (86%), aged 50-64 years (85%), have visited a recreation or historical DOC site in the last 12 months (85%) and who have children in their household (85%) are more likely to agree that conservation is important to them personally.

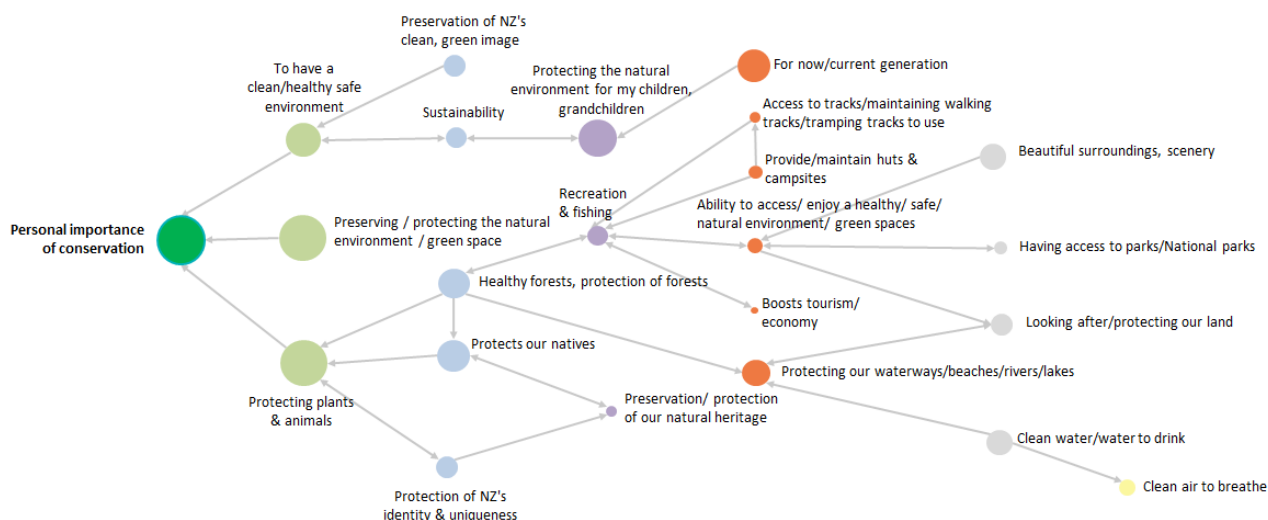
IDENTIFYING WHAT DRIVES PERCEIVED PERSONAL IMPORTANCE OF CONSERVATION (ATTITUDES)

The previous charts for questions 5 and 6 give a good indication of what people feel are the personal benefits of conservation and how important conservation is to them personally. But these figures alone do not explain the relationships between the two questions which will help the Department of Conservation to provide more effective marketing messages to improve the importance of conservation, hopefully leading to more people helping out on conservation projects.

To determine relationships, we use Bayesian driver analysis to identify:

- The benefits that are most impactful on driving strong personal importance of conservation;
- How people are connecting the benefits to each other, and to personal importance of conservation, to help shape marketing messaging.

The attitudinal driver analysis based on question 5 (Personal Benefits of Conservation) and question 6 (Personal Importance of Conservation) for 2015 are shown below.



Larger circles indicate the benefits that provide the biggest impact on the 'personal importance of conservation', found on the far left. The closer the benefit is to the personal importance of conservation, the more important the benefit is for driving high personal importance. The arrows show the direction of the influence of the benefits on each other.

For 2015, the strongest benefits with the closest relationship to conservation importance are *to have a clean/healthy safe environment, preserving/protecting the natural environment/green space and protecting plants and animals*.

At the top of the analysis it shows that the desire to *have a clean/healthy safe environment* is influenced by the *preservation of NZ's clean, green image*. It also shows an interdependent relationship with *sustainability*.

Preserving/protecting the natural environment/green space has no strong relationship with any other key benefit, but is a key driver of the importance of conservation.

The other key chain of relationships comes from *protecting plants and animals*, which is influenced by *healthy forests, protection of forests and protects our natives*. This benefit has an equal relationship with the *protection of NZ's identity and uniqueness*.

Protecting the natural environment for my children, which appeared as the third highest ranked personal benefit of conservation, while still important, has an interdependent relationship with *sustainability* rather than having a close direct relationship to the importance of conservation.

Overall the analysis shows the main messages for the Department of Conservation to consider when promoting the personal importance of conservation concern:

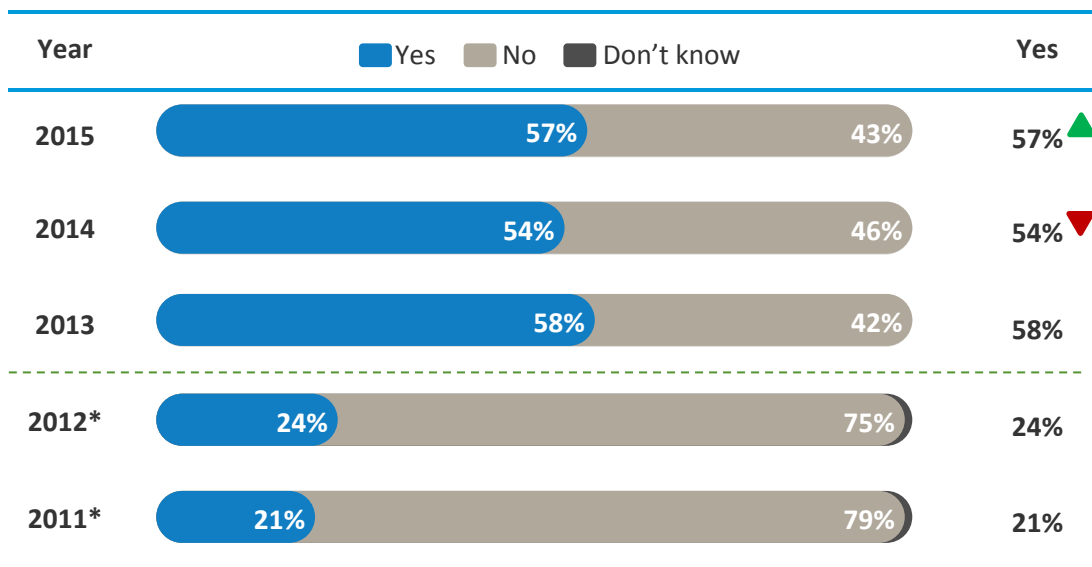
- ***“Protecting and enhancing the sustainable cleanliness and healthiness of the environment, for the benefit of New Zealand’s plants and animals, and our children and grandchildren.”***

CONSERVATION ACTIONS

Some 57% of New Zealanders expressed that they have engaged in at least one conservation action in the past 12 months. This was a significant increase from 54% in 2014.

Overall conservation actions undertaken in the past 12 months that specifically relate to New Zealand conservation (%)

Q7. In the past 12 months, which, if any, of the following actions have you done specifically relating to New Zealand conservation?



In 2011 and 2012, this question was asked in the following way: *“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?”* This question was changed to a prompted list in 2013, which has been combined to show the proportion who have participated in at least one conservation activity in the past 12 months.

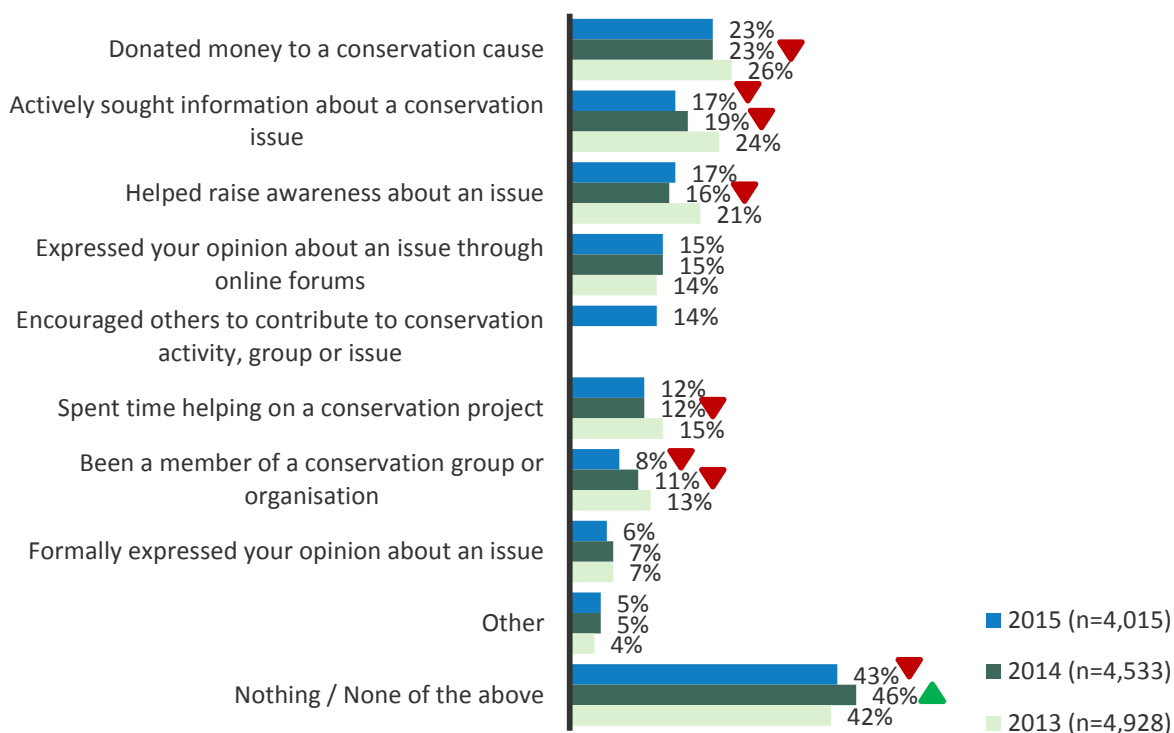
Base: All respondents, excluding not answered: 2015 (n=4,015), 2014 (n=4,533), 2013 (n=4,928). All respondents: 2012 (n=3,885), 2011 (n=3,614) *Note: Question in 2012 & 2011 was different to current question.

Donating money to a conservation cause (23%) and actively seeking information about a conservation issue (17%) were the most frequently mentioned conservation activities. Some 12% of respondents spent time helping on a conservation project.

The proportion of New Zealanders who have not actively done any actions in the past 12 months that specifically relate to New Zealand conservation decreases significantly to 43% from 46% in 2015.

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

Q7. In the past 12 months, which, if any, of the following actions have you done specifically relating to New Zealand conservation?



Base: All respondents, excluding not answered

Table: Those who participated in at least one conservation action in the past 12 months. Note: Significance is compared to total.

Gender	Male	59%	Age	18-24 years	53%
	Female	56%		25-34 years	52%
Location	Main city	57%		35-49 years	61%
	Provincial town	54%		50-64 years	61%
	Rural area	62%		65 years+	53%

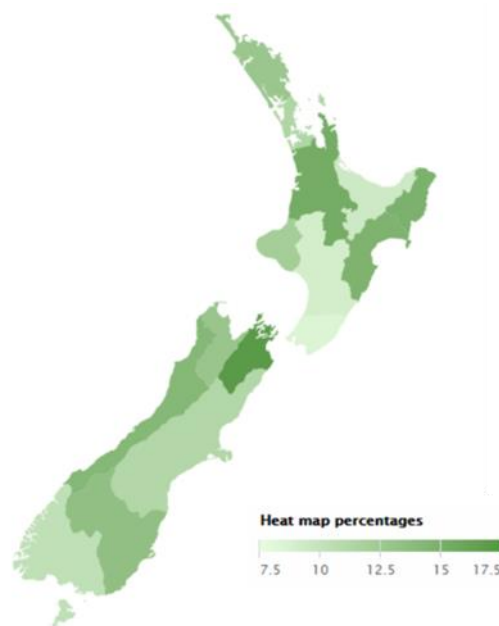
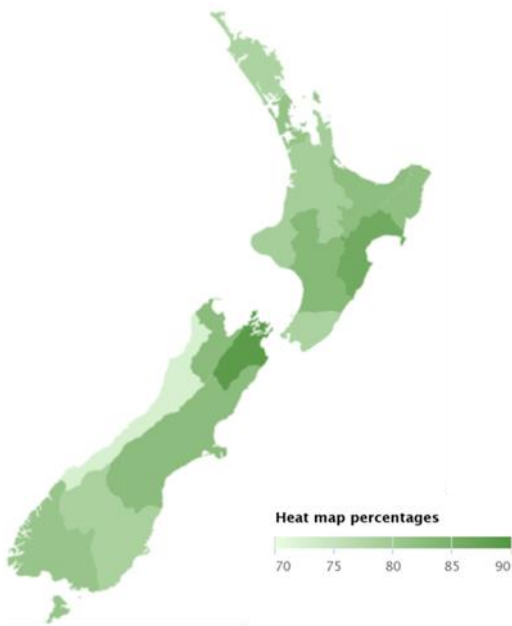
Helped on a Conservation Project

Some 12% of New Zealanders spent time helping on a conservation project. Those who have stayed at a DOC campsite in the past 12 months (25%), stayed at a DOC hut, lodge or house in the past 12 months (22%), been to a DOC visitors centre in the past 12 months (20%), who live in Marlborough (17%), Waikato (15%), who live rurally (15%), males (14%) and those who have visited a DOC recreation area or historic site in past 12 months (14%) are more likely to spend time helping on a conservation project.

The maps below outline the regional scores for questions 6 and 7. They show that both the personal importance of conservation and helping on projects is strongest in the Marlborough and Hawke's Bay regions.

Q6. Personal importance of conservation rated a 4 or 5

Q7. Those who have spent time helping on a conservation project in the past 12 months



Further detail from Q7 is found below in the maps for other (non-helping) activities and non-participation.

Q7. Those who have conducted 'other' conservation activities project in the past 12 months

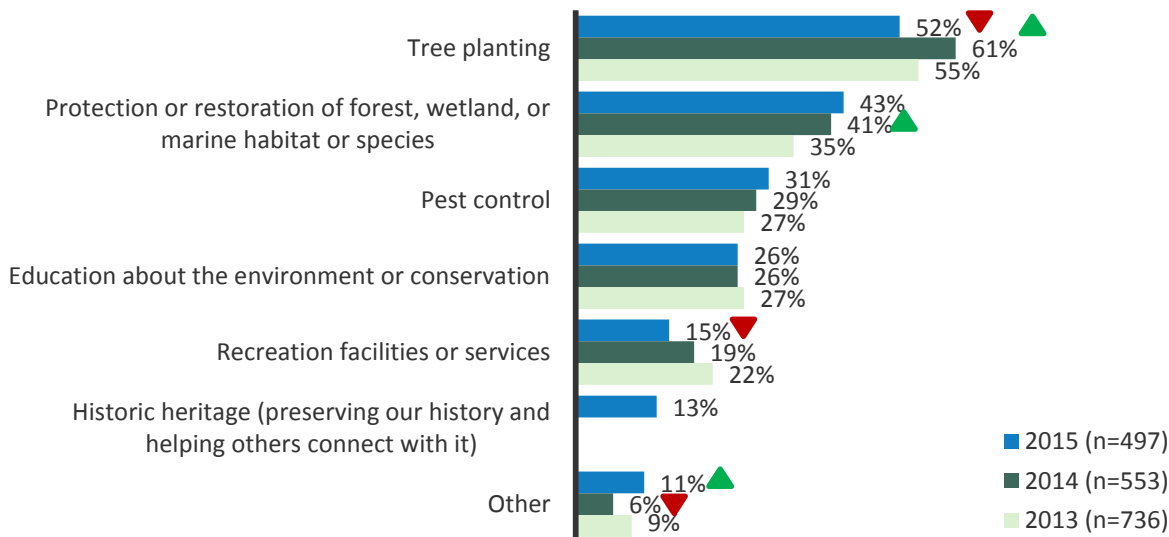
Q7. Those who taken no action related to conservation activities in the past 12 months



Of the 12% of New Zealanders who had spent time helping out on a conservation project in the past 12 months, 52% did so for *tree planting*, 43% for *protection or restoration of forest, wetland, or marine habitat or species*, and 31% for *pest control*. The proportion of those participating in tree plantings decreased significantly to 52% from 61% in 2014.

Type of conservation project involved in (%)

Q8. You indicated you spent time helping on a conservation project in New Zealand in the past 12 months. What type of activities were you involved in?



For those who had undertaken in a conservation action in the past 12 months, *protecting and enhancing the environment* (78%) was the main reason for their involvement. *Looking after local area* (63%) was another common reason that invoked participation in conservation activities.

Reasons for helping on a conservation project (%)

Q9. You indicated you spent time helping on a conservation project in New Zealand in the past 12 months. For what reasons did you participate in those activities?



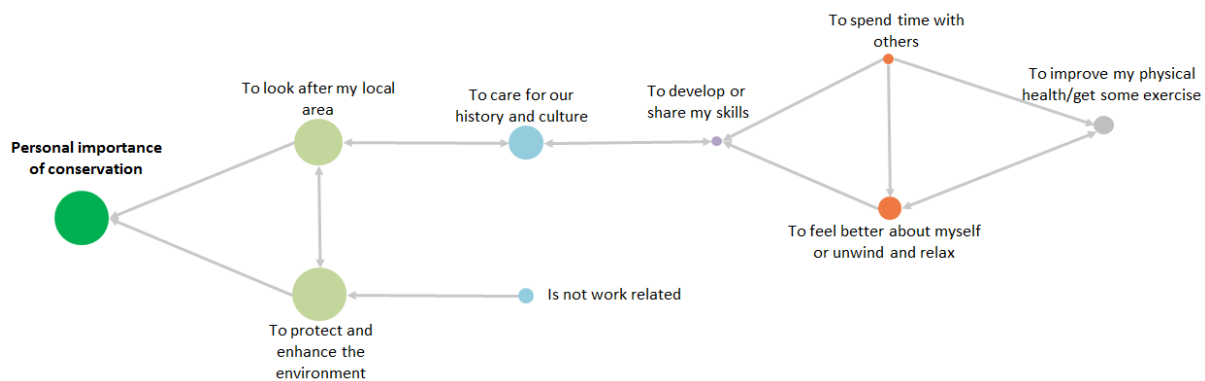
Base: All respondents who spent time on a conservation project, excluding not answered: 2015 (n=494)

IDENTIFYING WHAT DRIVES PERSONAL IMPORTANCE FROM HELPING ON CONSERVATION PROJECTS (BEHAVIOURS)

Similar to the attitudinal driver analysis shown previously, we can look at the link relationships between question 6 (Personal Importance of Conservation) and question 9 (Reasons People Have Spent Time Helping on a Conservation Project). To guide the Department of Conservation to motivate people to help on conservation projects we used Bayesian driver analysis to identify:

- The motivations that are most impactful for driving strong personal importance of conservation;
- How people are connecting the motivations to each other, and to personal importance of conservation, to help shape marketing messaging.

The driver analysis for 2015 is shown below.



Base: All those who have helped on a conservation project

For 2015, the strongest motivations feeding into personal importance of conservation of those who helped on a conservation project are:

- *to look after my local area;*
- *to protect and enhance the environment;*
- *to care for our history and culture.*

The arrows show the relationship between the key motivations which help increase personal importance of conservation. The top of the analysis shows that the desire to *look after my local area* is equally connected with *to protect and enhance the environment* and *to care for our history and culture*.

The bottom of the driver analysis shows that *is not work related* (from verbatim coded comments) has an influence on *to protect and enhance the environment*. We interpret this comment as relating to some peoples' preference to spend time helping on community activities outside of their paid worklife.

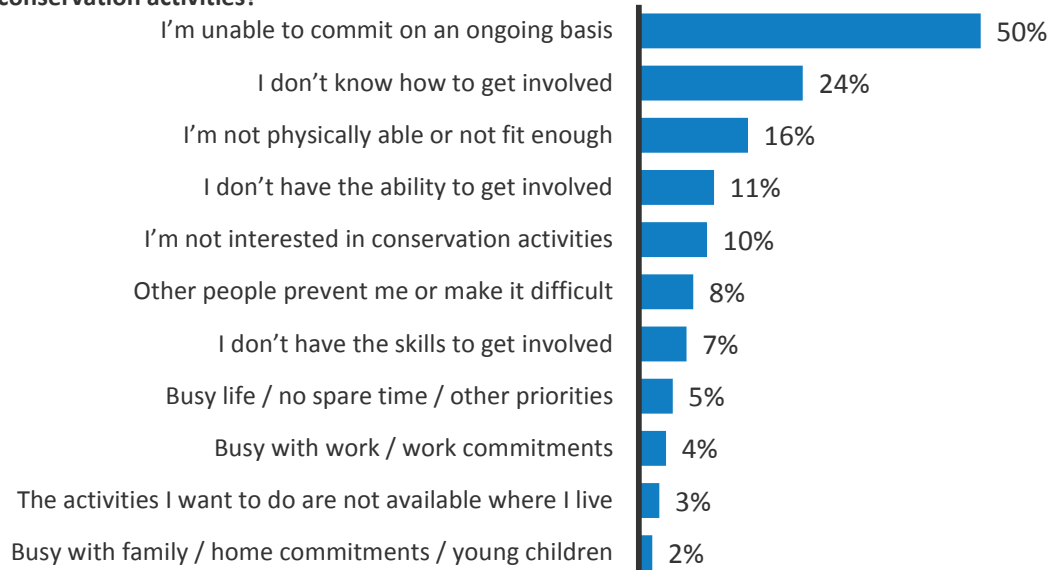
Of lesser importance, and therefore potentially less impactful in the development of marketing messages are the motivating factors that fall in the right hand side of the diagram - *to develop or share my skills*, *to feel better about myself or unwind and relax*, *to spend time with others* and *to improve physical health / get exercise*.

To encourage more people to help out on future conservation projects in their areas, messaging from the Department of Conservation should focus on the 'local' aspects and personal 'feel good' factors of participating

- ***“Protect and enhance your local environment, culture and history, while also improving your own wellbeing, health and relaxation.”***

Barriers for those who have not helped on a conservation project (%)

Q10. You indicated you have not spent any time helping on a conservation project in New Zealand in the past 12 months. For what reasons have you not participated in any conservation activities?

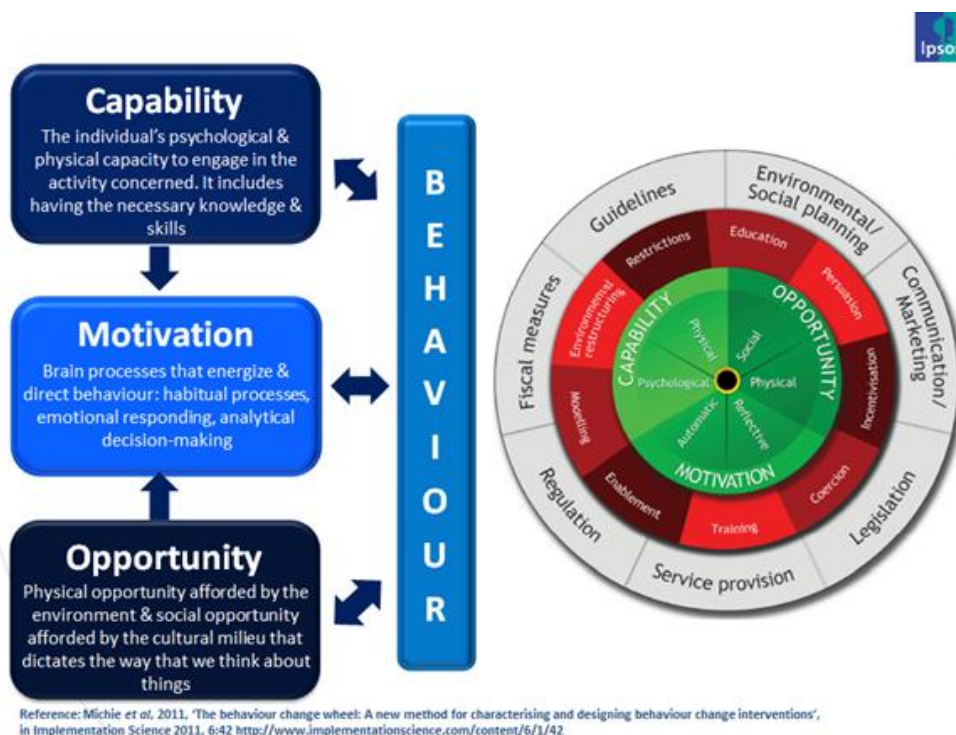


Base: All respondents who have not participated in conservation activities, excluding not answered: 2015 (n=3,261)

We conducted a driver analysis to determine relationships between the 'Personal Importance of Conservation' and the 'Barriers to Participating', but there are no clear relationships. For those who did not participate in any activities their main reason was *I'm not interested in conservation*.

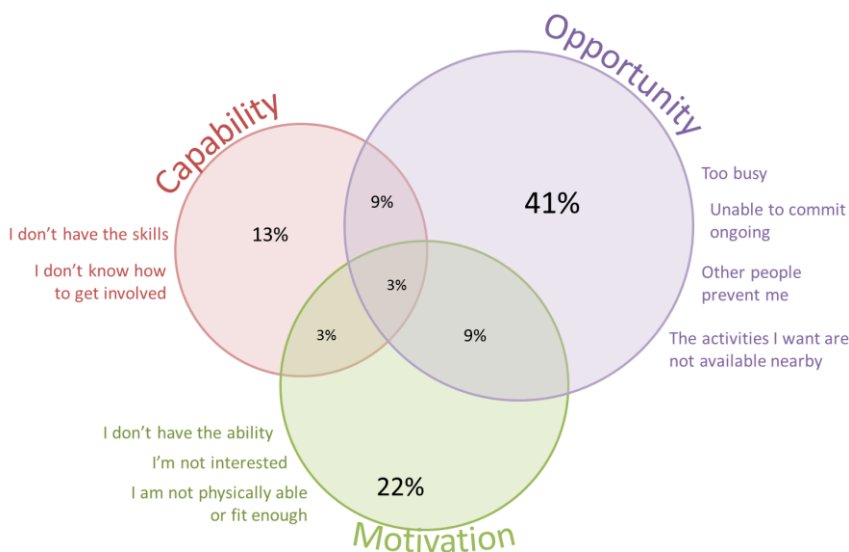
CHANGING BEHAVIOURS BY REDUCING BARRIERS

As part of the Department of Conservation's remit to get more people helping on conservation projects, a stronger understanding of the barriers to doing so is required. Applying the COM-B behavioural change framework¹ can provide holistic guidance to better behaviour change management. This framework recognises that for the given behaviour to occur – in this case, helping out on conservation projects – three conditions must be met – Capability, Opportunity and Motivation (COM) as outlined in the following diagram.



¹ https://www.ipsos-mori.com/DownloadPublication/1552_sri-understanding-society-april-2013.pdf

In reviewing and assigning the different barriers from question 10 into one of the three COM conditions, the diagram shows the relative size of these conditions. Within this analysis, 62% of New Zealanders who did not help on a conservation project claimed at least one *Opportunity* barrier prevented them from participating (41% *only* cited Opportunity factors). The second largest condition was *Motivation* (37% in total, 22% *only* citing a Motivation issue), followed by *Capability* (29%). There were 25% who claimed barriers in at least two of the conditions of Opportunity, Motivation or Capability.



Note: The barriers shown on the diagram are the biggest ones, and do not list all that have been included in the group. Capability total of 29% not consistent with diagram sub-segment totals due to rounding (1% difference).

To further understand how the COM groups compare with people who have helped on conservation projects, the following table indicates some points of difference on key attitude, awareness and visitation scores.

- Those with *Capability* barriers have the lowest levels of awareness that the Department of Conservation has a key role in recreational facilities and historic sites.
- Those with *Motivation* barriers have the lowest levels of visiting a Department of Conservation area.

	Have helped - conservation	Capability barriers only	Opportunity barriers only	Motivation barriers only	Two or more barrier areas
Importance of Conservation (Top 2 positive codes)	92%	80%	86%	67%	79%
Aware DOC provide recreational facilities	85%	54%	76%	75%	65%
Aware DOC administer historic sites	81%	49%	72%	71%	60%
Have visited DOC recreational facilities	92%	78%	80%	61%	73%
Have visited DOC historic sites	75%	55%	55%	41%	48%
Favourable opinion of DOC (Top 2 positive codes)	82%	69%	79%	66%	73%

Looking at key demographic breakdowns, the makeup of the different barrier conditions is as follows:

Capability barriers only – more likely to be young female city dwellers:

Gender	Male		39%	Age	18-24 years		20%
	Female		61%		25-34 years		24%
Location	Main city		67%		35-49 years		31%
	Provincial town		19%		50-64 years		17%
	Rural area		14%		65 years+		7%

Opportunity barriers only – more likely to be middle-aged males:

Gender	Male		52%	Age	18-24 years		10%
	Female		48%		25-34 years		13%
Location	Main city		53%		35-49 years		34%
	Provincial town		23%		50-64 years		30%
	Rural area		24%		65 years+		13%

Motivation barriers only – more likely to be older people living in a provincial town:

Gender	Male		47%	Age	18-24 years		8%
	Female		53%		25-34 years		9%
Location	Main city		50%		35-49 years		19%
	Provincial town		26%		50-64 years		25%
	Rural area		23%		65 years+		40%

Two or more barrier areas – more likely to be young female city dwellers:

Gender	Male		43%	Age	18-24 years		19%
	Female		57%		25-34 years		18%
Location	Main city		62%		35-49 years		27%
	Provincial town		23%		50-64 years		18%
	Rural area		16%		65 years+		16%

By identifying that the *Opportunity* barrier is the largest in 2015, the Department of Conservation should break down these barriers through suggested means such as:

- Communicating that long-term commitment is not necessary – people are welcome to attend conservation activities when it suits them – with no pressure to return.
- Making the participation in activities shorter in duration, e.g. a ‘morning’ event rather than an ‘all day’ one.
- Focusing the promotion of participation close to the activities in question;
- Exploring the possibility of promoting activities that the public could assist with despite being distant from DOC locations. For example, urban workshops building weta boxes or stoat traps.

The Department of Conservation



THE DEPARTMENT OF CONSERVATION

INTRODUCTION

This section outlines responses to questions about New Zealanders' views about the Department of Conservation.

Specifically, respondents were asked the following:

- Whether their opinion of DOC is favourable or unfavourable;
- Reasons that explain why their view of DOC is favourable or unfavourable.

SUMMARY

Almost three-quarters (74%) of New Zealanders have a favourable view of the Department of Conservation. This is consistent with the results seen in 2014, but remains less positive than the result of 2013.

Amongst the 74% who feel very or somewhat favourable towards DOC, 49% have rated the Department favourably because they consider that it is generally doing a good, important and admirable job. Others say their favourable perception is due to the preservation of our natural heritage (28%), being well maintained, clean and tidy (16%), while 13% rate DOC favourable due to past experience.

Amongst the 6% of New Zealanders who have an unfavourable opinion of the Department of Conservation, the key reason relates to pest control and the use of 1080 poison (25%). Some 15% disagree with some DOC policies and practices, while 14% disagree with some of DOC's decision making.

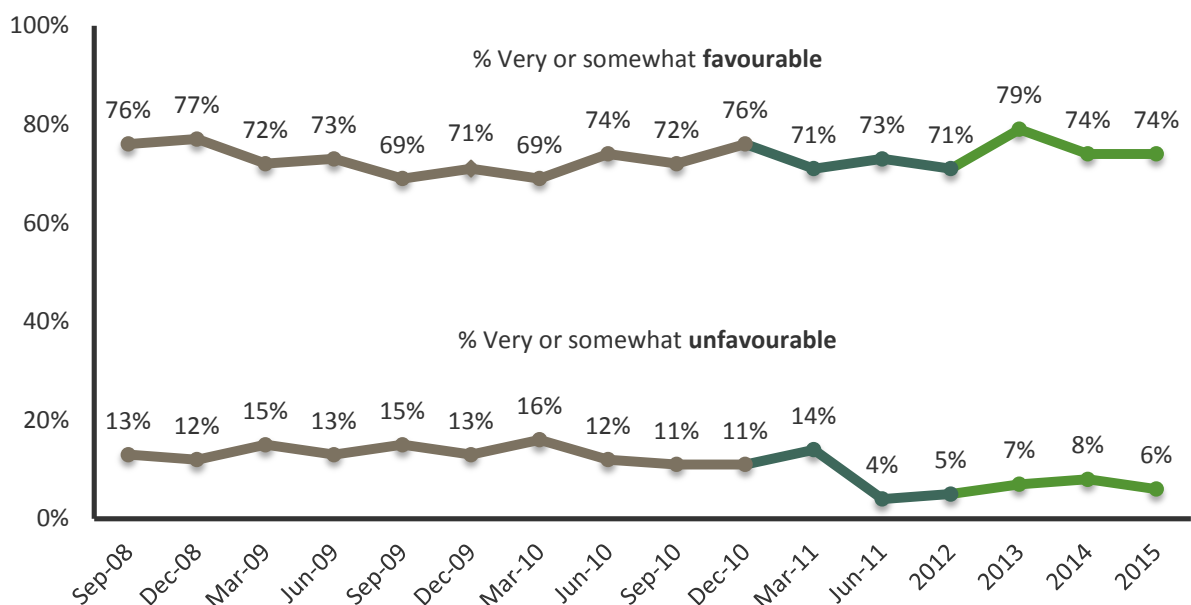
FAVOURABILITY TOWARDS THE DEPARTMENT OF CONSERVATION

Some 74% of New Zealanders have a favourable view of the Department of Conservation. This result is consistent with results seen in 2014. Some 6% of New Zealanders have an unfavourable view of DOC. This result had decreased since 2014, when 8% had an unfavourable view. There is a slight increase in the proportion of New Zealanders who lack the knowledge to have an opinion about DOC (20% from 17% in 2014).

Overall it is clear that those who are more involved in visiting DOC administered places are more favourable towards the department.

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

Q27. Overall, how favourable or unfavourable is your opinion of the Department of Conservation?



Change in line colour represents the shift in methodology.

Base: All respondents (varies)

Note: Those who were unsure are not depicted on this chart, hence the results do not add up to 100%.

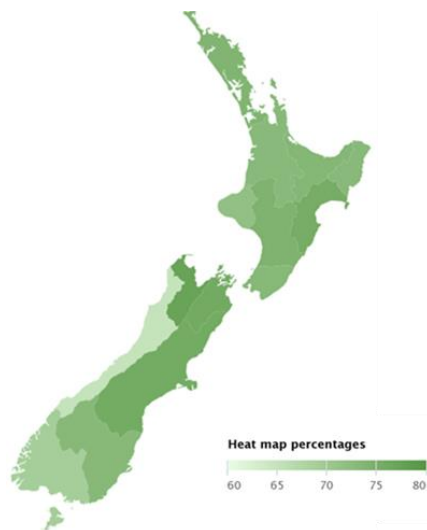
Source: Pre 2011 UMR Survey, 2011/12 – CB survey, 2013 & 2014 – Nielsen, 2015 – Ipsos.

Table: Those who have a favourable view of DOC (rated very favourable or somewhat favourable). Note: Significance is compared to total.

Gender	Male	74%	Age	18-24 years	62%
	Female	74%		25-34 years	70%
Location	Main city	74%		35-49 years	78%
	Provincial town	72%		50-64 years	77%
	Rural area	75%		65 years+	75%

Compared with the 74% who have a favourable opinion of the Department of Conservation, those more likely to have a favourable opinion have visited a DOC visitor centre (88%), DOC hut, lodge or house (88%) or stayed at a DOC campsite (85%) in the past 12 months; have visited a DOC recreation area or historic site in past 12 months (79%); have a household income of over \$100,000 (83%); are aged 35 to 49 (78%) or 50 to 64 (77%); and are of New Zealand European ethnicity (76%).

Q27. Favourable opinion of the Department of Conservation (% rating DOC a 4 or 5 out of 5)

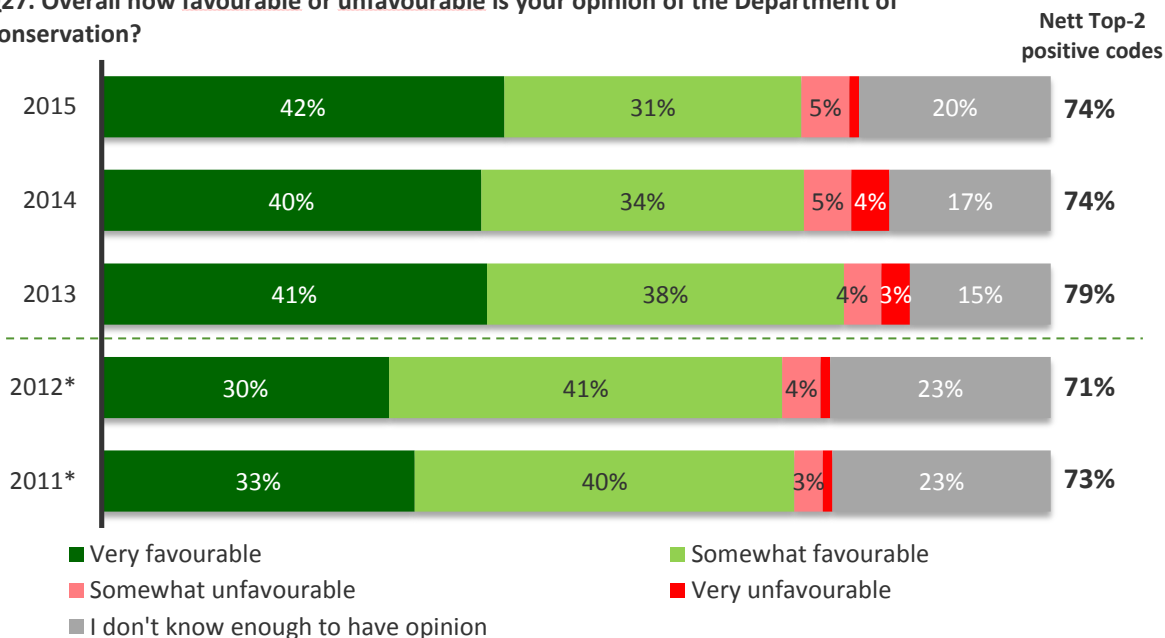


Compared with the 6% overall who hold an unfavourable opinion of the Department, those living on the West Coast (24%), in Nelson / Tasman (11%) or Bay of Plenty (10%), of Maori ethnicity (9%), who have visited a DOC campsite in the last 12 months (9%), live provincially (8%) or rurally (8%) and males (8%) are more likely to regard DOC unfavourably.

Some 20% indicated they do not know enough about DOC to voice an opinion. Respondents who feel this way are more likely to be of Pacific (39%) or Asian (35%) ethnicity; have not visited a DOC recreation area or historic site in past 12 months (36%); young New Zealanders aged 18 to 24 (33%); have not booked or visited a DOC facility in the past 12 months (27%); and those with a household income of under \$40,000 (25%).

Opinion about the Department of Conservation (%)

Q27. Overall how favourable or unfavourable is your opinion of the Department of Conservation?



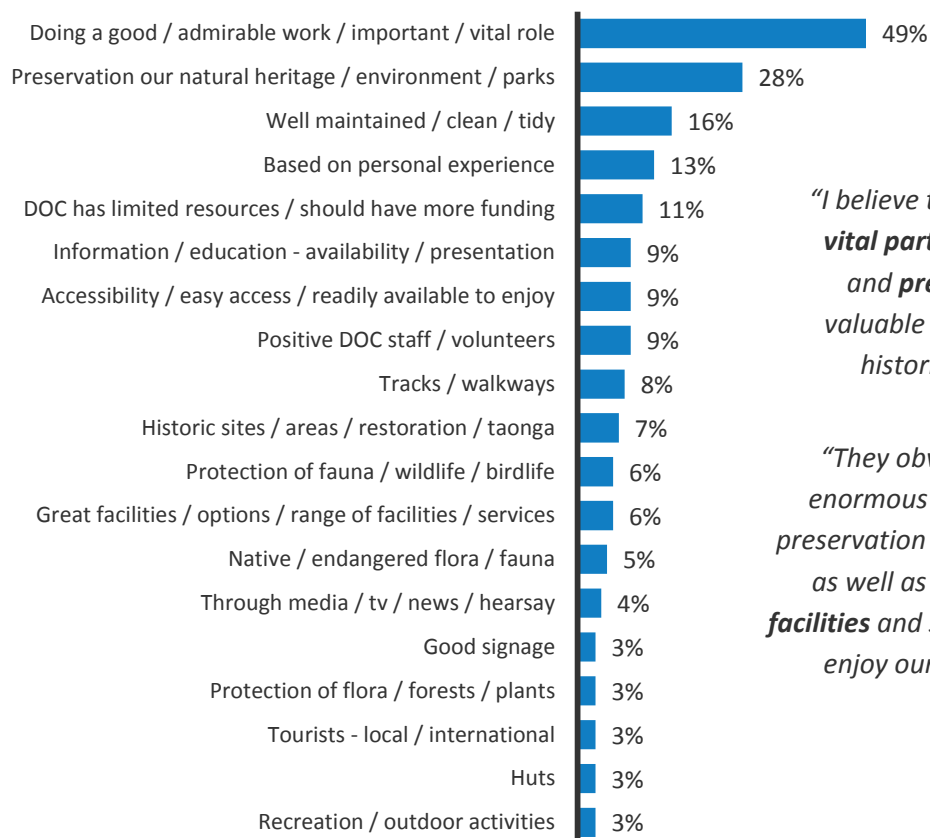
In 2011 and 2012, 'don't know' was not read out for the CATI survey. Included in the question was "If you do not know enough about the Department, just say so." From 2013 this was removed and the 'don't know' was replaced with 'I don't know enough to have an opinion'. These responses are being treated the same for comparison purposes.

Base: All respondents, excluding not answered: 2015 (n=4,002), 2014 (n=4,592), 2013 (n=4,969). All respondents: 2012 (n=3,885), 2011 (n=3,614). *Note: Question in 2012 & 2011 was different to current question.

Some 49% of respondents who feel very or somewhat favourable to DOC state this is because DOC is doing a *good, admirable and vital role*. Further reasons for feeling very or somewhat favourable to DOC were its *preservation of New Zealand’s natural heritage and environment* (28%), *well maintained and clean and tidy* (16%) and *based on personal experience* (13%).

Reasons for having a favourable opinion towards DOC (%)

Q28a. For what reasons do you have a favourable view of the Department of Conservation?



*“I believe that they play a **vital part in protecting and preserving** our valuable resources and historical areas.”*

*“They obviously make an enormous difference in the preservation of the environment as well as **developing new facilities** and sites to **enable us to enjoy our environment.**”*

Base: Those who have a favourable view of the Department of Conservation, excluding not answered in 2015: (n=2,809)

Note: Only responses over 3% are shown. Includes respondents who didn’t answer question but have been coded from unfavourable to favourable. Negative coded comments are not shown.

*“Have seen the work they do on tracks to **aid access**, enabling us older people to **enjoy some mild recreation.**”*

*“Simply put, the work and goals of the Department are admirable and for the **benefit of people.**”*

*“Thanks for keeping NZ clean; tourism is vital to our economy and without DOC these places of beauty would not be able to **operate safely or be looked after.**”*

*“You have **good dedicated staff** members who are passionate about what they do.”*

*“**Great facilities** that are well looked after and **easy to access.**”*

*“They seem to do a good job - never hear any complaints. The purpose of the Department is **admirable** and important to **future generations** as well as our own.”*

*“I think they do a good job of **managing** our parks, wildlife and tracks.”*

*“Does a good job with **limited resources.**”*

*“Camping grounds stayed at **clean**; rubbish containers provided at places; **well signposted**, passionate about what they do.”*

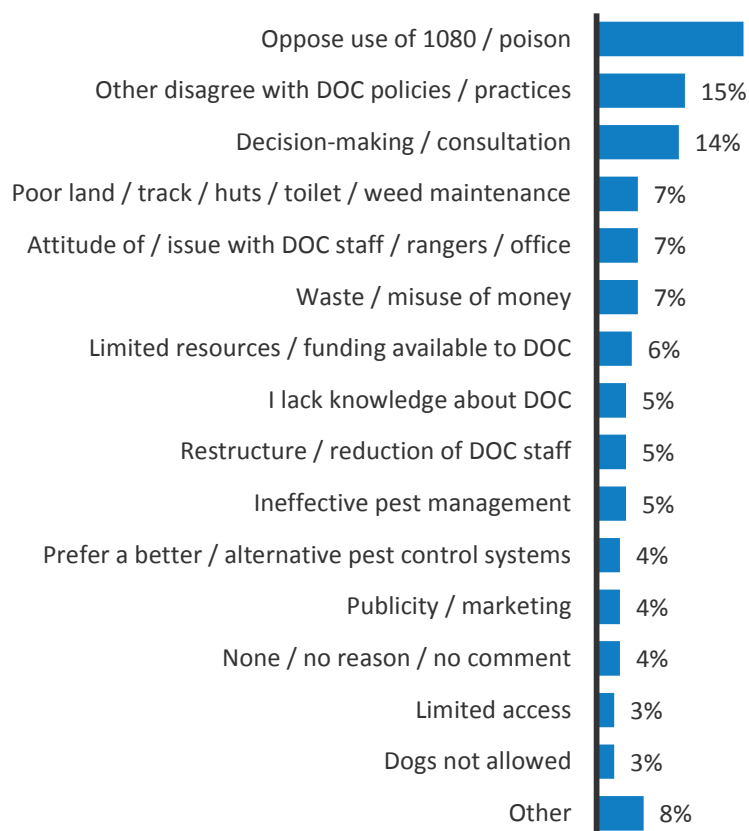
*“Play an extremely vital role in **preservation of national heritage.** The world is changing with ever so many dangers to animal and plant life. It is refreshing to know there are experts who think about preservation and are **qualified professionals** who can assist in conservation.”*

*“The **pathways, signage**, etc., at Mt Cook is fantastic.”*

Amongst the small proportion of New Zealanders (6%) who feel 'very' or 'somewhat' unfavourable towards DOC, the most common reason is the *opposition of using 1080 poison* in pest control. In 2014, *pest control* was the most common reason for being unfavourable (17%) showing that it is an increasing issue for DOC in terms of unfavourable opinions. Further explanations for feeling very or somewhat unfavourable to DOC were *disagreements with DOC's policies and / or practices* (15%) and *its decision-making* (14%).

Reasons for having an unfavourable opinion towards DOC (%)

Q28a. For what reasons do you have a unfavourable view of the Department of Conservation?



*“Your **1080 Poison** campaign, the science is flawed to say the least. Just a small point of man.... your kea poisoning at this levels of rate of poisoning we will have no kea left within 8 to 9 years. You’re dreaming. The public on the West Coast have seen 1st hand the lack of bird life... you’re ignorant of it. **You’re killing the wildlife.** If you stop I will help trap, even in remote places.”*

*“Staff seem **vague and indecisive** when approached. Regularly give **incorrect information.** Department seems to make some odd decisions. **Very restrictive** with concessions and access, e.g. 4WD.”*

Base: Those who have an unfavourable view of the Department of Conservation, excluding not answered (n=281)

Note: Only responses over 3% are shown. Positive coded comments are not shown.

*“I am greatly perturbed at the involvement of DOC in the **logging** of windfall trees in Westland. These represent a natural source of resources for the regeneration of the forest and they ensure the health of the forest's biodiversity.”*

*“I don't believe in the use of poisons being spread on the land; it kills non-target species. **A better way must be found** as a matter of urgency.”*

*“The use of 1080 in New Zealand; there have been 2 drops in the M Stanley area in 2 years, there is little dawn choruses and you **don't see the weka or Morepork** like you used to. You can't say that we are clean and green when poison is dumped over the country.”*

*“I object strongly to the continued use of 1080 poison which **contaminates** my family's food source.”*

*“I am not in agreement of the use of 1080 as a **form of pest control.**”*

*“Could be doing a much better job of **weed control** in our area. Better **vehicle track maintenance.** Stop using 1080 and killing our native wildlife (rockwren, kea, etc.). Return to bounty on possum / stoats and rats so that people can make an income and help the wildlife by being target specific instead of mass dropping.”*

*“I think that they are too **extreme** and do not understand the **impact** of their policies on rural NZ / farming.”*

*“Because it does not appear to treat its staff very well. The last **restructuring** was a shambles.”*

*“I **do not know much** about DOCs activities.”*

Facilities, Services and Experience



FACILITIES, SERVICES AND EXPERIENCE

INTRODUCTION

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

Specifically, this section looks at the following:

- How frequently New Zealanders use Department of Conservation areas for recreation.
- Main reasons for using DOC recreational land as well as the reasons that prevent more use.
- Whether respondents have stayed at a DOC campsite, hut, lodge or house, or been to a DOC Visitors Centre in the past 12 months or in the last three years.
- 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, which areas have been visited and the activities (including the main activity) carried out at the most recent visit. How satisfied respondents were with the facilities provided.
- The proportion of New Zealanders who have 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 2015, 2014 and 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, 2014 and 2015 should provide a more accurate reading of visits to DOC areas.

SUMMARY

The frequency with which New Zealanders are using Department of Conservation areas for recreation has increased, with the proportion who use DOC sites at least 'once a year or more often' increasing from 74% in 2014 to 77% in 2015.

Some 80% have used DOC recreation areas because they want to spend time in nature, enjoying the scenery. Some 66% want to spend time with family and 44% state they 'want to get away from it all'. Not having enough time (77%) was the most common reason that New Zealanders felt prevented them from using DOC recreation areas more often.

The downward trend in the proportion who have been to a DOC visitor centre that was observed in 2013 and 2014 has continued (from 47% in 2013 to 43% in 2014 and 34% in 2015). In addition, the proportion of New Zealanders who have stayed at a DOC campsite has decreased this year (from 19% in 2014 to 17% in 2015).

Some 73% of New Zealanders are aware that DOC provides facilities and services for people engaging in outdoor recreation activities. The downward trend in the level of awareness that was observed in 2013 and 2014 has continued (from 81% in 2013 to 79% in 2014 and 73% in 2015). Despite this apparent decline, the proportion of New Zealanders visiting parks and places administered by DOC continues to increase significantly (from 71% in 2013 to 74% in 2014 and 77% in 2015). Of the 77% of New Zealanders who 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 was taking a short walk for less than three hours (58%) or sightseeing (51%).

Overall, satisfaction with the parks and places administered by DOC remains high and on par with results seen in the previous two years. Some 79% rate their experience 4 or 5, with 5 being 'very satisfied'.

It is evident that New Zealanders are more likely to have visited an area within their own Regional Council area or within a neighbouring Regional Council area, indicating that New Zealanders are not travelling far to visit DOC areas. In general, satisfaction is higher in the South Island, especially in Marlborough and the West Coast.

Some 68% of New Zealanders are aware that DOC administers historic sites on conservation land. This level is a 1-point increase since 2014 (67%). When shown a list of the sites that DOC administers, 55% indicated that they have been to at least one of these sites in the past 12 months, a significant increase on the 2014 result of 48%.

In general, 78% of New Zealanders are satisfied with the heritage experience they had at the historic site they visited most recently. This is a significant increase to the overall satisfaction level reported in 2014 (74%).

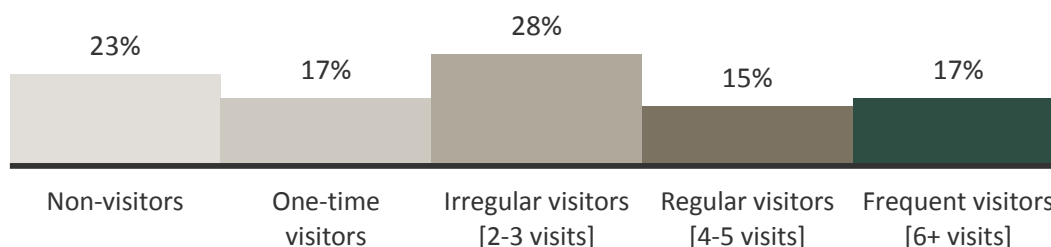
USE OF DOC RECREATION IN GENERAL

Some 77% of New Zealanders have visited at least one DOC recreational area in the past 12 months. Some 17% are frequent visitors who have visited six or more DOC recreational areas over the past 12 months. Those visiting between 2-5 times a year make up 43% of New Zealanders, whereas 17% are one-time visitors.

Some 23% of New Zealanders are non- visitors who have not visited a DOC recreational area over the past 12 months. This result is a decrease in the amount of non-visitors seen in 2014 'Less often than once a year, 30%', but due to question differences the results are not directly comparable.

Frequency of using DOC areas for recreation (%)

Q12. The following is a list of some of the parks and places in the North / South Island 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.



Base: All respondents, excluding not answered: 2015 (n=3,673)

Some 17% of New Zealanders are frequent visitors who have visited six or more DOC recreational areas over the past 12 months. Those living in West Coast (32%), Marlborough (27%), Nelson / Tasman (27%) or Canterbury (25%) and those who have an annual household income of over \$100,000 (24%) are more likely to be frequent visitors.

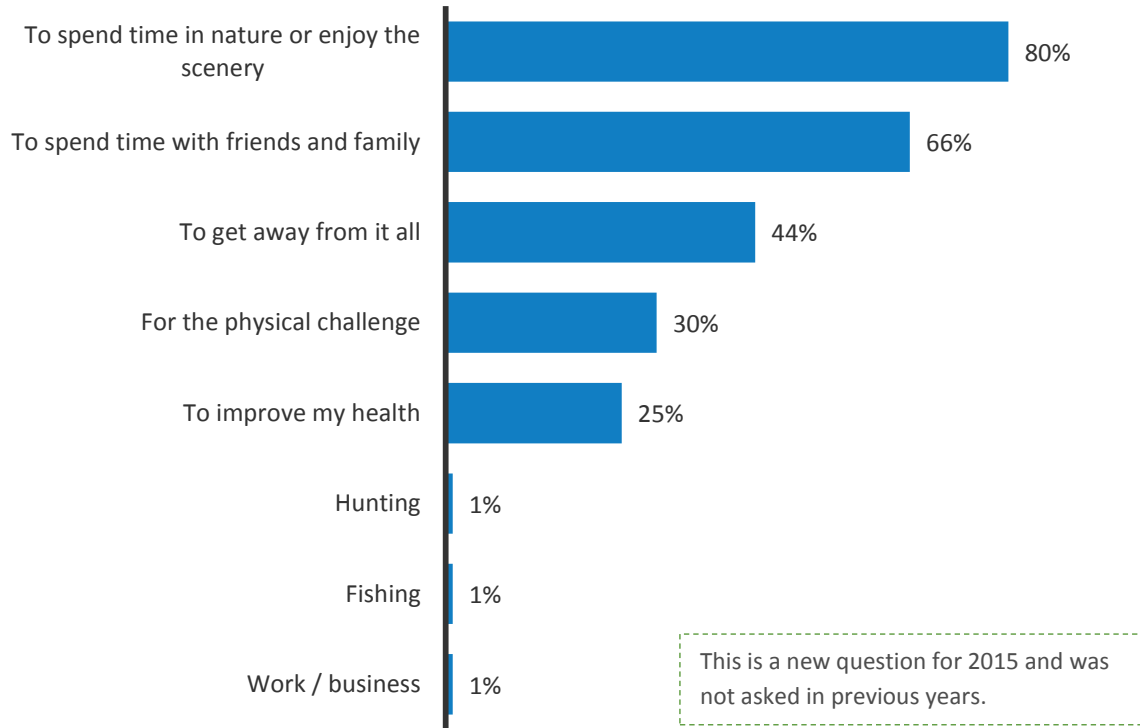
Some 15% of New Zealanders are regular visitors who have visited four or five DOC recreational areas over the past 12 months. Those living in West Coast (27%), Marlborough (24%), Otago (23%) or Nelson / Tasman (20%) and those who have an annual household income of \$60,000 - \$100,000 (18%) are more likely to be regular visitors.

Some 23% of New Zealanders are non-visitors – they have not visited a DOC recreational area over the past 12 months. Those who are of Pacific (48%) or Asian (31%) ethnicity, living in Gisborne (39%) or Hawke's Bay (33%), those who have an annual income of under \$40,000 (33%) and those aged 65 years or above (31%) are more likely to be non-visitors of DOC recreational sites.

To spend time in and enjoying nature is the most common reason mentioned (80%) for using DOC recreational areas. Spending time with friends and family (66%) and getting away from it all (44%) are also common reasons for using DOC recreation areas more often.

Main reasons for usage of DOC recreation areas (%)

Q19. What are your main reasons for using Department of Conservation areas for recreation?



Base: Those who have visited a recreation area in the past 12 months, excluding not answered: 2015 (n=2,863)

Note: All mentions of 1% and above shown.

*“For a change of **scenery.**”*

*“All of the above - **fabulous area.**”*

*“**Show friends** from overseas **the area.**”*

*“Enjoy the **wide range of activities** that you can do there even after work and days off.”*

*“**Beautiful camping as a family; meeting like-minded people.**”*

*“**Enjoy natural environment.**”*

*“**All of the above and hunting!**”*

*“To pass on **information** to the young ones in our families regarding our heritage and how to conserve things that make up our **unique heritage.**”*

*“To do some photography and **because I love it.**”*

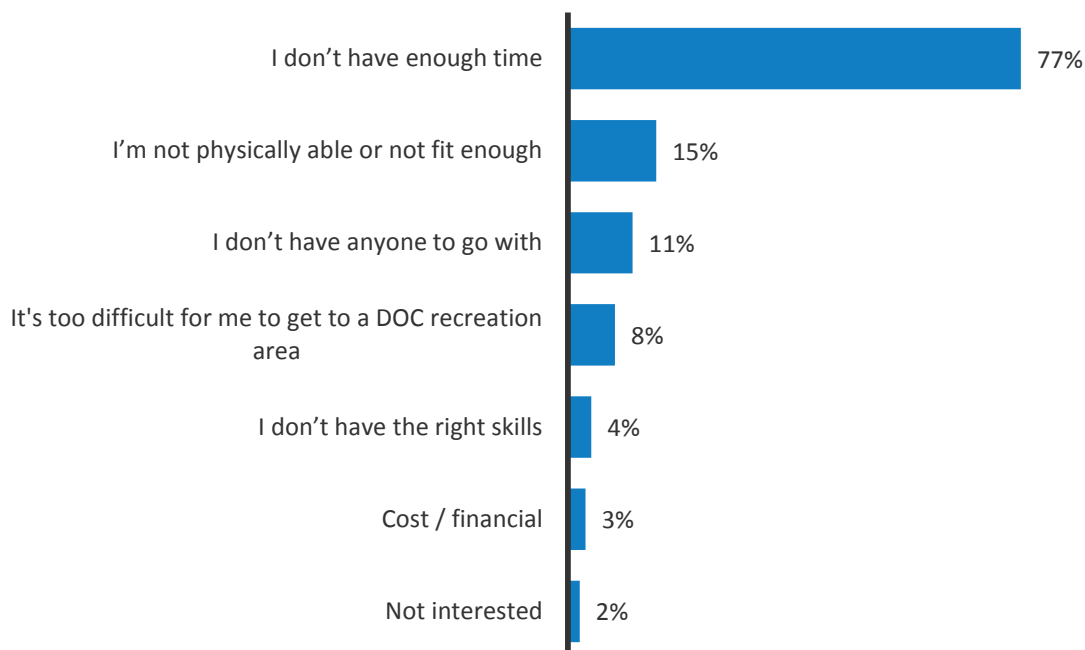
*“**Share special scenery** with friends and family.”*

*“For the **peace** when away from the crowd.”*

Lack of free time is the most common reason mentioned (77%) that prevent New Zealanders from using DOC recreational areas more often. *Not being physically able or fit enough* (15%) and *not having anyone to go with* (11%) are also reasons mentioned by some New Zealanders that prevent them from using DOC recreational areas more often.

Main reasons that prevent usage of DOC recreation areas (%)

Q20. What are the main reasons that prevent you from using Department of Conservation areas for recreation more often?



Base: Those who have visited a recreation area in the past 12 months, excluding not answered: 2015 (n=3,972)

Note: All mentions of 1% and above shown.

*"I enjoy **spending my time at home** tending my garden now that I am older and less adventurous."*

*"I live in a beautiful location by the harbour and **enjoy our wonderful natural** world daily."*

*"I **am not really aware** of where they are, and Auckland has such great regional parks that I tend to use those."*

*"Not many **suitable DOC camps** in our Taranaki area."*

*"Have had **limited money** and haven't travelled to areas with national parks."*

*"I have visited a number of them over my lifetime, so **don't need to revisit them**; just to visit some new ones, especially in the South Island."*

*"I spend a lot of **time on outdoor activities**."*

*"**Too much** 1080 being used; it has killed off most of the wild game that I hunt."*

*"I **do not believe** DOC market these areas very effectively. Possibly better to do this through tourism, both private and state."*

*"**Injury** and a **mother to young preschoolers**."*

*"Often have a **dog** with us which **restricts access**."*

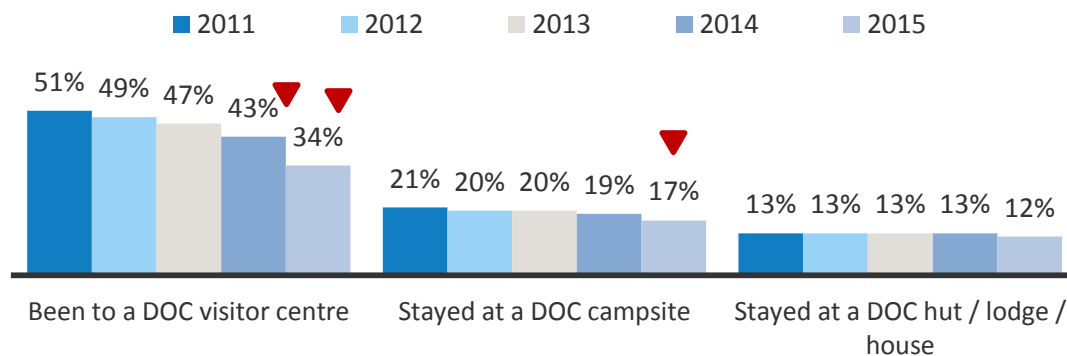
*"The areas are getting **too crowded** with tourists / freedom campers and there is no parking, etc. Also, **too much rubbish** (esp toilet waste)."*

USE OF DOC FACILITIES

The downward trend in the proportion of New Zealanders who have been to a DOC visitor centre that was observed in 2014 has continued (from 43% in 2014 to 34% in 2015). In addition, the proportion of New Zealanders who have stayed at a DOC campsite has decreased to 17% from 19% in 2014. Staying at a DOC hut, lodge or house is relatively on par with results seen since 2011.

Proportion of New Zealanders who have been to a visitor centre, stayed at a campsite, and stayed at a hut, lodge or house in the last three years (%)

Q21. Have you done any of the following in the last three years?



In 2011 and 2012, the proportion who had visited a basic, standard and serviced campsite was measured separately. From 2013, the proportion who had visited any kind of campsite was measured. Due to the lack of a 'total proportion measure' for those staying at campsites from the 2011 and 2012 data, we have compared results to the proportion saying they had stayed at a basic DOC campsite, as this was the most frequented type of campsite. In 2015 the option 'Walked one of New Zealand's great walks' was removed. This removal may have resulted in some people under-reporting their campsite or visitor centre usage if they forgot that their great walk had required the use of either facility beforehand.

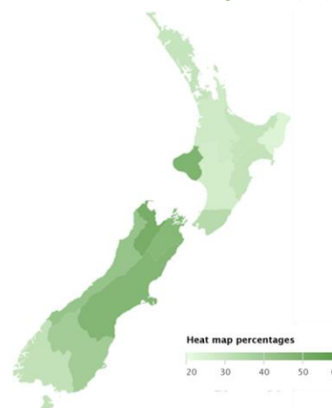
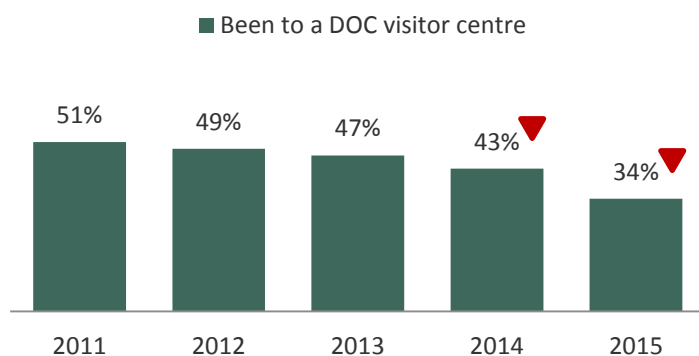
Base: All respondents, excluding not answered: 2015 (n=3,986), 2014 (n=4,360-4,478), 2013 (n=4,592-4,756). All respondents: 2012 (n=3,885), 2011 (n=3,614)

DOC VISITOR CENTRE

Some 34% of New Zealanders have visited a DOC visitor centre in the past three years. Some 24% of people have visited a DOC centre in the last 12 months. This continues the downward trend seen in previous years. DOC centre visitation is higher in Taranaki, Nelson/ Tasman and Marlborough and Canterbury.

Proportion of New Zealanders who have been to a DOC visitor centre in the last three years (%)

Q21. Have you done any of the following in the last three years?

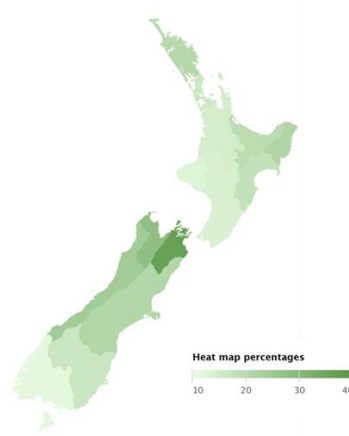
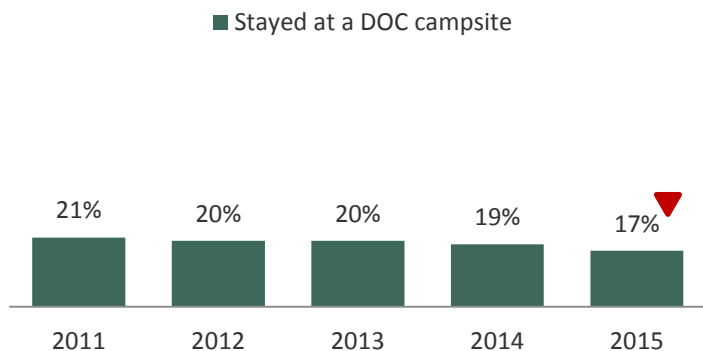


DOC CAMPSITES

Some 17% of New Zealanders have stayed at a DOC campsite over the last three years, while 11% have stayed at a DOC campsite over the last 12 months. This is a decrease compared to previous years' results. DOC campsite usage is higher among those living in Marlborough, Nelson/ Tasman and the West Coast (areas with close proximity to many DOC-administered parks and reserves).

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

Q21. Have you done any of the following in the last three years?

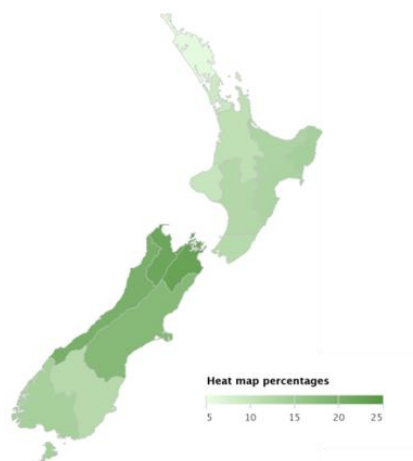
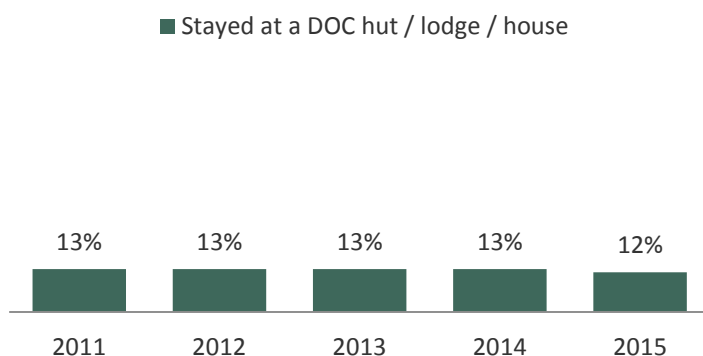


DOC HUTS, LODGES AND HOUSES

Some 12% of New Zealanders indicated they have stayed at a DOC hut, lodge or house in the last three years. This result has remained stable over time. In the past 12 months, 8% of New Zealanders have stayed at a DOC hut, lodge or house. DOC hut, lodge and hose usage is higher among those living in Marlborough, Nelson/ Tasman, the West Coast and Canterbury.

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

Q21. Have you done any of the following in the last three years?

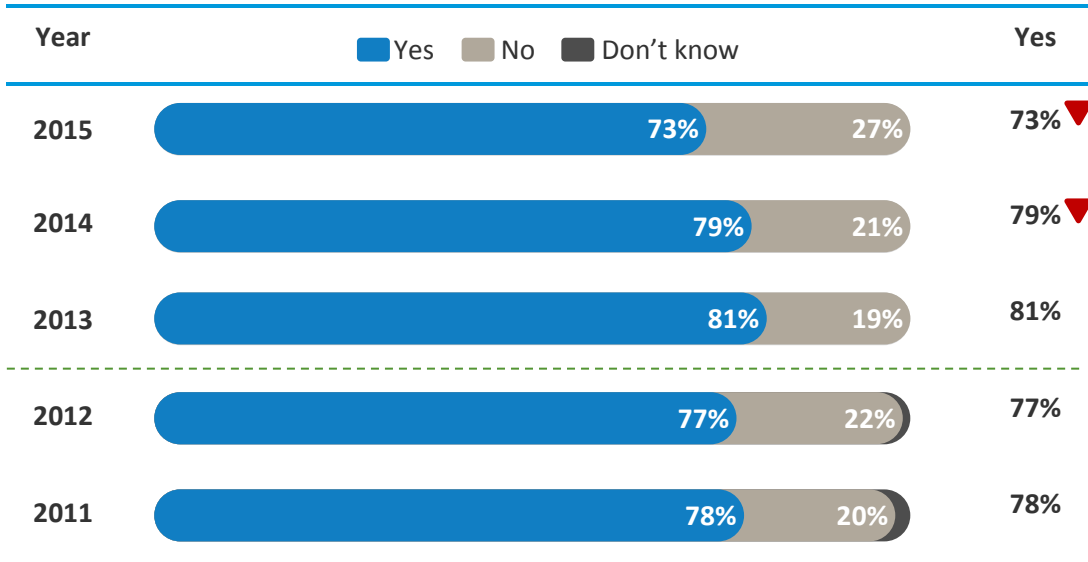


AWARENESS OF DOC RECREATION SERVICES

Some 73% of New Zealanders indicate that they are aware that DOC provides facilities and services for people doing outdoor recreation activities. This continues the downward trend that was observed in 2014 (from 79% in 2014 to 71% in 2015).

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

Q11. Were you aware that the Department of Conservation provides facilities and services for people doing outdoor recreation activities?

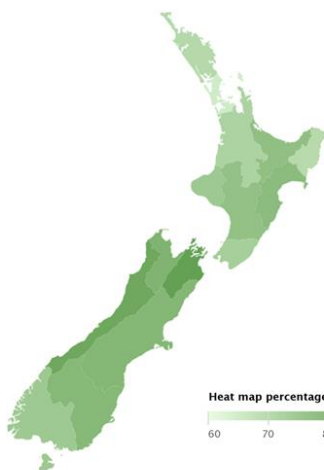


Base: All respondents, excluding not answered: 2015 (n=4,013), 2014 (n=4,610), 2013 (n=4,981). All respondents: 2012 (n=3,885), 2011 (n=3,614)

Table: Those who are aware that the Department of Conservation provides facilities and services for people doing outdoor recreation activities. Note: Significance is compared to total.

Gender	Male	73%	Age	18-24 years	56%
	Female	72%		25-34 years	61%
Location	Main city	69%	35-49 years	72%	
	Provincial town	76%	50-64 years	80%	
	Rural area	78%	65 years+	84%	

Q11. Those who are aware that the Department of Conservation provides facilities and services for outdoor recreation



Awareness that DOC administers facilities and services for people engaging in recreation activities is higher in the South Island, particularly in Marlborough (87%), the West Coast (85%), Nelson/Tasman (81%), Canterbury (81%) and Otago (80%).

Q11. Those who are not aware that the Department of Conservation provides facilities and services for outdoor recreation

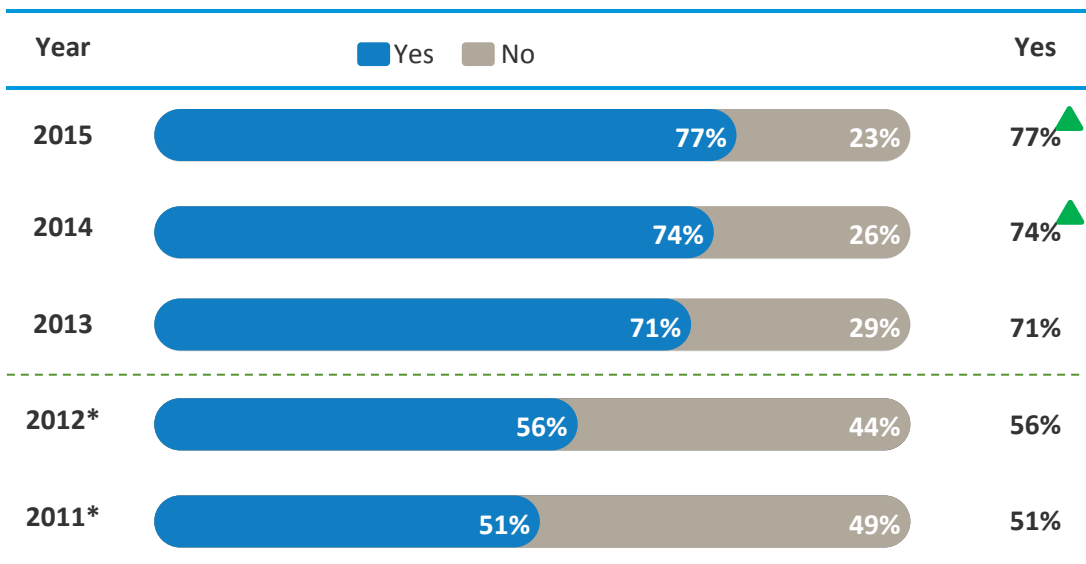
Those who are unaware of DOC services are more likely to be of Asian (56%), Pacific (55%) or Māori (32%) ethnicity, aged 18-24 years (44%) or 25-34 years (39%), those living in Auckland (35%) and/or living in a main city (31%).

USAGE AND SATISFACTION BY RECREATIONAL AREA

The proportion of New Zealanders visiting DOC recreational areas and parks in the past 12 months continues to increase, significantly this year to 77% from 74% in 2014.

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

Q12. The following is a list of some of the parks and places in the North / South Island 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.

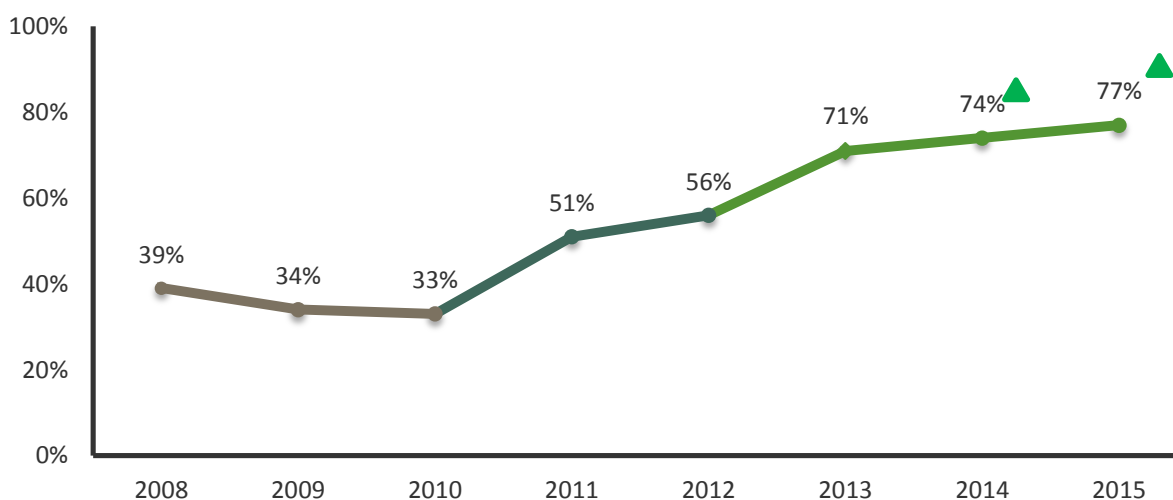


In 2011 and 2012 respondents were asked whether they had visited any areas without being read out a list (unprompted). From 2013, respondents were shown a list and also had the opportunity to enter any other areas not on the list. Results provided here are the combined proportion who visited at least one DOC area in the past 12 months.

Base: All respondents, excluding not answered: 2015 (n=3,673), 2014 (n=4,535), 2013 (n=4,909). All respondents: 2012 (n=3,885), 2011 (n=3,614). *Note: Question in 2012 & 2011 was different to current question.

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

Q12. The following is a list of some of the parks and places in the North / South Island 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.



Change in line colour represents the shift in methodology

Base: All respondents (varies)

Source: Pre-2011 – UMR survey; 2011/12 – CB survey, 2013 & 2014 – Nielsen, 2015 – Ipsos.

Some 77% of New Zealanders have visited at least one DOC recreational areas over the past 12 months. Those living in West Coast (95%), Marlborough (92%), Nelson / Tasman (92%), Otago (89%) or Southland (85%), those who have an annual household income of over \$100,000 (87%) or an annual household income of \$60,000 - \$100,000 (83%), who live rurally (83%), who are aged 34-49 years (81%) and who have children in their household (80%) are more likely to have visited at least one DOC recreational areas over the past 12 months.

The areas most frequently visited are identified below:

RECREATIONAL AREA VISITED	2015 (n=3,673)	2014 (n=4,535)	2013 (n=4,909)
Huka Falls	18%	17%	NA*
Tongariro National Park	13%	13%	14%
^Kaimai Mamaku Conservation Park / Karangahake Gorge	10% ▲	8%	9%
^Cathedral Cove	9%	9%	8%
Arrowtown Chinese Settlement	9%	8%	7%
Moeraki Boulders	9% ▲	7%	8%
Arthur's Pass National Park	8%	7% ▼	9%
Abel Tasman National Park	8%	7%	7%
^Kerikeri Basin	7%	7%	8%
Rangitoto Island	7%	7%	8%
Coromandel Forest Park	6% ▼	9%	9%
^Okura Walkway / Long Bay - Okura Marine Reserve	6% ▼	11%	NA*
Waipoua Forest	6%	7% ▼	9%
Fiordland National Park	6%	7%	7%
Cape Rodney - Okakari Point Marine Reserve	6%	7%	8%
^Te Rerenga Wairua (Cape Reinga) / Te Paki Recreation Reserve	6%	7%	8%
Otago Central Rail Trail	6% ▲	5%	5%
^Old Government Buildings	6%	6%	5%

Base: All respondents excluding not answered. Note: *Not Asked ^List Label changed in 2015

In the past 12 months, New Zealanders are most likely to have visited Huka Falls (18%), Tongariro National Park (13%) or Kaimai Mamaku Conservation Park / Karangahake Gorge (10%). There was also a significant increase in visitation for Moeraki Boulders (9%) and Otago Central Rail Trail (6%).

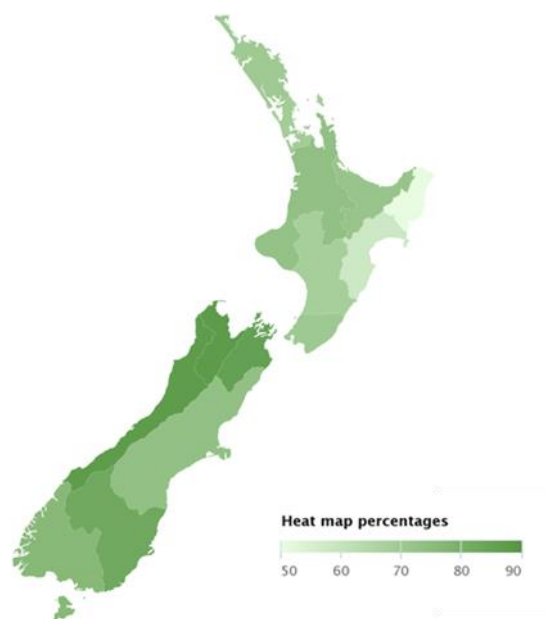
Decreases in the visitation proportion this year were for Coromandel Forest Park (6%) and Okura Walkway / Long Bay - Okura Marine Reserve (6%).

Table: Those who have visited Huka Falls in the past 12 months. Note: Significance is compared to total.

Gender	Male		19%	Age	18-24 years		17%
	Female		18%		25-34 years		23%
Location	Main city		18%		35-49 years		20%
	Provincial town		19%		50-64 years		17%
	Rural area		19%		65 years+		14%

The map below outlines the regions that show high visitation to a Department of Conservation recreation area in the past 12 months. In general the South Island regions show the highest levels of visiting recreation areas.

Q12. Those who have visited a DOC recreation area in the past 12 months



New Zealanders are more likely to have visited DOC recreational areas closer to their own Regional Council area or within a neighbouring Regional Council area. Note that Taupo’s Huka Falls are popular amongst people throughout the North Island. This most likely because the falls are a highly accessible “stop-off point” on a busy, centrally-located section of State Highway 1.

Note: Only areas over 7% stated

Northland: Recreational area visited by those living in Northland (n=209)		2015
1	Kerikeri Basin (Kororipo Pa, walks around Stone Store)	36%
2	Waipoua Forest (Tane Mahuta, other areas)	30%
3	Te Rerenga Wairua (Cape Reinga) / Te Paki Recreation Reserve	24%
4	Bream Head	23%
5	Poor Knights Islands Marine Reserve	10%
6	Huka Falls	9%
7	Tongariro National Park	7%
8	Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas)	7%

Auckland: Recreational area visited by those living in Auckland (n=667)		2015
1	Huka Falls	20%
2	Okura Walkway / Long Bay - Okura Marine Reserve	18%
3	Rangitoto Island	17%
4	Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve	15%
5	Maungauika / North Head Historic Reserve	14%
6	Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas)	14%
7	Tongariro National Park	14%
8	Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	10%
9	Kerikeri Basin (Kororipo Pa, walks around Stone Store)	10%
10	Kaimai Mamaku Conservation Park / Karangahake Gorge	10%
11	Tiritiri Matangi Island	10%
12	Waipoua Forest (Tane Mahuta, other areas)	9%
13	Te Rerenga Wairua (Cape Reinga) / Te Paki Recreation Reserve	8%
14	Arrowtown Chinese Settlement	7%

Waikato: Recreational area visited by those living in Waikato (n=322)		2015
1	Kaimai Mamaku Conservation Park / Karangahake Gorge	31%
2	Huka Falls	30%
3	Bridal Veil Falls (near Raglan)	28%
4	Tongariro National Park	22%
5	Hakarimata Scenic Reserve (Waterworks & Summit Tracks, Rail Trail, other areas)	21%
6	Pirongia Forest Park	19%
7	Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve	19%
8	Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	16%
9	Pureora Forest Park (including timber trail)	10%
10	Te Rerenga Wairua (Cape Reinga) / Te Paki Recreation Reserve	7%

Bay of Plenty: Recreational area visited by those living in Bay of Plenty (n=214)		2015
1	Kaimai Mamaku Conservation Park / Karangahake Gorge	38%
2	Huka Falls	34%
3	Tongariro National Park	21%
4	Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve	14%
5	Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	9%
6	Tongariro River Walks	9%
7	Kerikeri Basin (Kororipo Pa, walks around Stone Store)	7%
8	Waipoua Forest (Tane Mahuta, other areas)	7%
9	Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas)	7%

Gisborne: Recreational area visited by those living in Gisborne (n=184)		2015
1	Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas)	30%
2	Huka Falls	19%
3	Tongariro National Park	9%
4	Kaimai Mamaku Conservation Park / Karangahake Gorge	8%

Hawke's Bay: Recreational area visited by those living in Hawke's Bay (n=182)		2015
1	Huka Falls	31%
2	Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	19%
3	Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas)	13%
4	Tongariro National Park	9%
5	Manawatu Gorge Walkway	9%
6	Pukaha Mount Bruce Wildlife Centre	8%
7	Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve	7%

Taranaki: Recreational area visited by those living in Taranaki (n=144)		2015
1	Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	69%
2	Huka Falls	17%
3	Tongariro National Park	15%

Manawatu / Whanganui: Recreational area visited by those living in Manawatu / Whanganui (n=179)		2015
1	Manawatu Gorge Walkway	37%
2	Huka Falls	29%
3	Tongariro National Park	23%
4	Pukaha Mount Bruce Wildlife Centre	18%
5	Tongariro National Trout Centre	15%
6	Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	14%
7	Whanganui National Park (including Bridge to Nowhere)	13%
8	Tokaanu walk & thermal park	13%
9	Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	10%
10	Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	8%
11	Tongariro River Walks	8%
12	Old Government Buildings (opposite Parliament & Beehive)	7%

Wellington: Recreational area visited by those living in Wellington (n=295)		2015
1	Old Government Buildings (opposite Parliament & Beehive)	28%
2	Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	24%
3	Huka Falls	21%
4	Tongariro National Park	19%
5	Pukaha Mount Bruce Wildlife Centre	13%
6	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	8%
7	Queen Charlotte Track / Ship Cove	7%
8	Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	7%
9	Arrowtown Chinese Settlement	7%
10	Moeraki Boulders	7%

Nelson / Tasman: Recreational area visited by those living in Nelson (n=319)		2015
1	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	72%
2	Nelson Lakes National Park (Lake Rotoiti, other areas)	58%
3	Pelorus Bridge Scenic Reserve	52%
4	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	42%
5	Queen Charlotte Track / Ship Cove	20%
6	Cape Foulwind / Tauranga Bay	12%
7	Kaikoura Peninsula Walkway	12%
8	Arthur's Pass National Park	12%
9	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	11%
10	Moeraki Boulders	10%
11	Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas)	9%
12	Denniston (incline, walks & mine experience)	9%
13	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	7%
14	Arrowtown Chinese Settlement	7%

Marlborough: Recreational area visited by those living in Marlborough (n=163)		2015
1	Pelorus Bridge Scenic Reserve	72%
2	Queen Charlotte Track / Ship Cove	62%
3	Nelson Lakes National Park (Lake Rotoiti, other areas)	49%
4	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	28%
5	Kaikoura Peninsula Walkway	24%
6	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	12%
7	Cape Foulwind / Tauranga Bay	10%
8	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	9%
9	Moeraki Boulders	7%
10	Denniston (incline, walks & mine experience)	7%

West Coast: Recreational area visited by those living in West Coast (n=157)		2015
1	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	61%
2	Arthur's Pass National Park	61%
3	Cape Foulwind / Tauranga Bay	46%
4	Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas)	43%
5	Denniston (incline, walks & mine experience)	36%
6	Nelson Lakes National Park (Lake Rotoiti, other areas)	28%
7	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	23%
8	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	17%
9	Moeraki Boulders	12%
10	Queen Charlotte Track / Ship Cove	9%
11	Pelorus Bridge Scenic Reserve	8%
12	Arrowtown Chinese Settlement	8%
13	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	7%
14	Fiordland National Park	7%
15	Kaikoura Peninsula Walkway	7%

Canterbury: Recreational area visited by those living in Canterbury (n=287)		2015
1	Arthur's Pass National Park	33%
2	Godley Head (near Christchurch)	29%
3	Kaikoura Peninsula Walkway	22%
4	Moeraki Boulders	21%
5	Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	20%
6	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	19%
7	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	19%
8	Arrowtown Chinese Settlement	16%
9	Mt Hutt Skifield	15%
10	Queen Charlotte Track / Ship Cove	12%
11	Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas)	11%
12	Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	11%
13	Otago Central Rail Trail	10%
14	Nelson Lakes National Park (Lake Rotoiti, other areas)	9%
15	Pelorus Bridge Scenic Reserve	9%

Otago: Recreational area visited by those living in Otago (n=182)		2015
1	Moeraki Boulders	47%
2	Otago Central Rail Trail	35%
3	Arrowtown Chinese Settlement	31%
4	Taiaroa Head Albatross Colony	27%
5	Nugget Point	24%
6	Mt Iron Track (Wanaka)	20%
7	St Bathans	19%
8	Fiordland National Park	19%
9	Mt Aspiring National Park	16%
10	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	12%
11	Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	11%
12	Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	10%
13	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	8%
14	Remarkables Ski Area (ski area, Lake Alta track, other areas)	8%

Southland: Recreational area visited by those living in Southland (n=165)		2015
1	Fiordland National Park	45%
2	Motupohue / Bluff Hill (Viewpoint, Foveaux Walkway)	44%
3	Arrowtown Chinese Settlement	29%
4	Moeraki Boulders	20%
5	Nugget Point	17%
6	Otago Central Rail Trail	16%
7	Rakiura National Park	14%
8	Remarkables Ski Area (ski area, Lake Alta track, other areas)	10%
9	Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	10%
10	Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas)	9%
11	St Bathans	8%
12	Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	8%
13	Arthur's Pass National Park	8%
14	Mt Aspiring National Park	7%
15	Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	7%

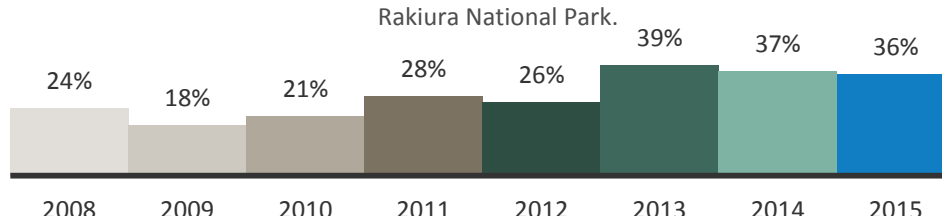
36% of New Zealanders have visited one of New Zealand's national park in the past 12 months.

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

Q12. The following is a list of some of the parks and places in the North / South Island 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.

% who have visited one of the following parks:

Tongariro National Park, Whanganui National Park, Egmont National Park, Abel Tasman National Park, Nelson Lakes National Park, Kahurangi National Park, Westland / Tai Poutini National Park, Paparoa National Park, Arthur's Pass National Park, Aoraki / Mt Cook National Park, Mt Aspiring National Park, Fiordland National Park, Rakiura National Park.



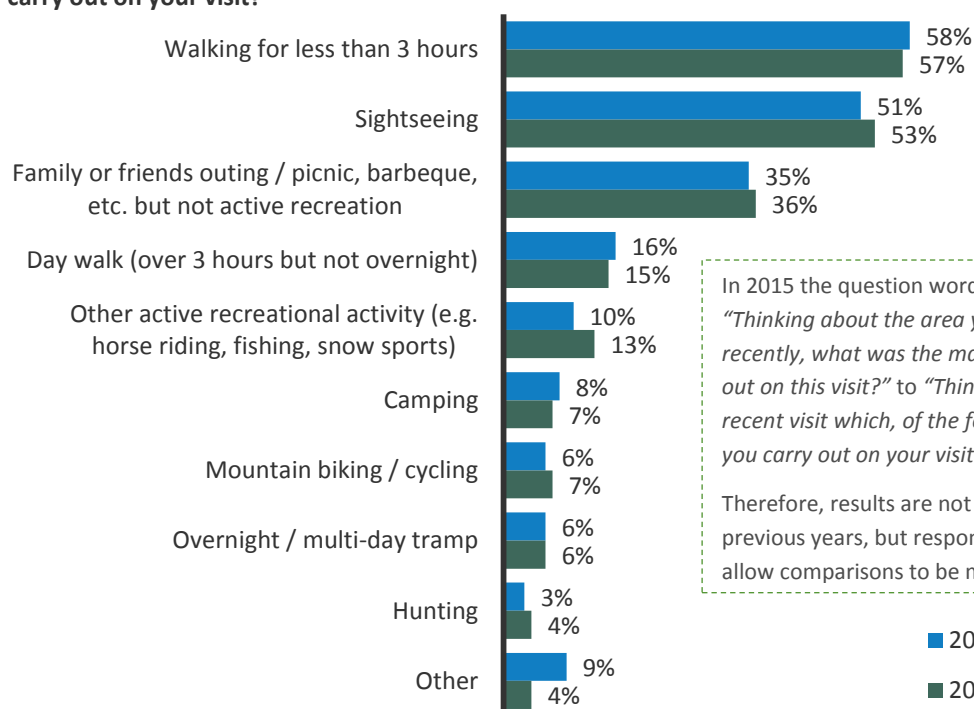
In 2011 and 2012 respondents were asked whether they had visited any areas, without being read out a list (unprompted). From 2013, respondents were shown a list which included these national parks. Up to 2014 Te Urewera National Park was included in the results; however, it was removed from this analysis in 2015, as the Department of Conservation no longer classifies it as National Park.

Base: All respondents, excluding not answered: 2015 (n=3,673), 2014 (n=4,535), 2013 (n=4,909). All respondents: 2012 (n=3,885), 2011 (n=3,614)

Walking for less than three hours (58%), sightseeing (51%) and outings with family or friends (35%) were the most common activities that were carried out by New Zealanders when they visited a DOC recreation park in the past 12 months.

Activities that were carried out on most recent visit to a DOC recreation area (%)

Q14. Thinking about your most recent visit which, of the following activities did you carry out on your visit?



In 2015 the question wording changed from "Thinking about the area you visited most recently, what was the main activity you carried out on this visit?" to "Thinking about your most recent visit which, of the following activities did you carry out on your visit?"

Therefore, results are not directly comparable to previous years, but responses given in 2015 will allow comparisons to be made in future years.

■ 2015 (n=2,858)
■ 2014 (n=3,346)

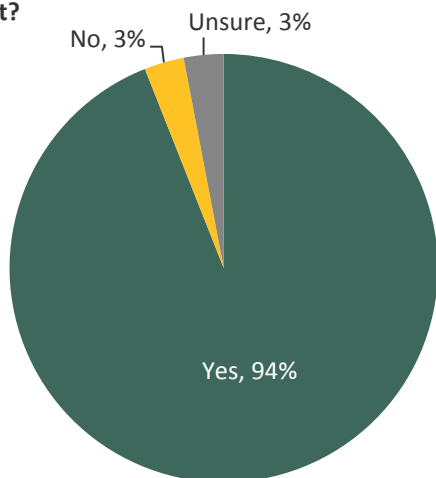
Base: Those who have visited a recreation area in the past 12 months, excluding not answered: 2015 (n=2,858), 2014 (n=3,346).

Note: Only responses over 3% and over are shown.

Nearly all New Zealanders (94%) who had visited a DOC recreation area in the past 12 months felt safe when they visited. Just 3% of respondents said they felt unsafe and a further 3% of people said they are unsure of how they felt.

Proportion of people who felt unsafe during their most recent visit to a DOC recreation area (%)

Q17. Why didn't you feel safe during your most recent visit?



Those who felt safe (94%) were more likely to be:

- Aged 50-64 years (97%)

Those who felt unsafe (3%) were likely to:

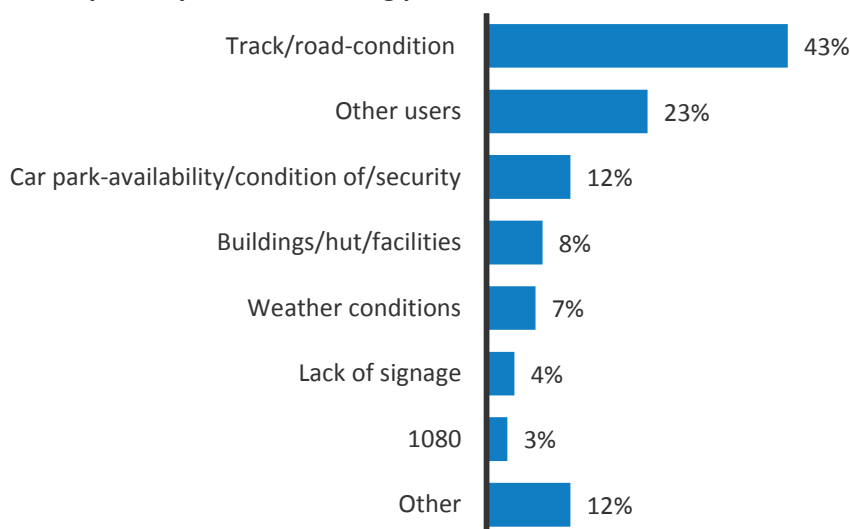
- Aged 35-49 years (5%)
- Have stayed at a DOC campsite in the past 12 months (5%)
- Have children in their household (4%)

Base: Those who have visited a recreation area in the past 12 months, excl 'not answered': 2015 (n=2,846). Note: only responses 3% or over are shown.

Of those who said they felt unsafe on their most recent visit to a DOC recreation area in the past 12 months, 43% felt unsafe due to track and road conditions. Other users at DOC areas caused 23% to feel unsafe and the availability, condition and security of the car park at the DOC area they most recently visited caused 12% of people to feel unsafe.

Reasons for feeling unsafe during their most recent visit to a DOC recreation area (%)

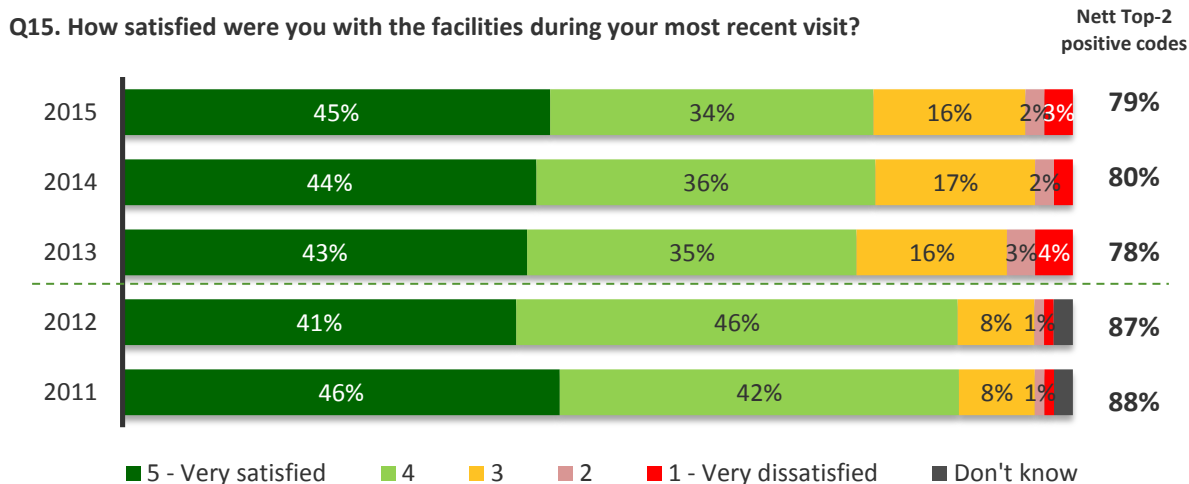
Q17. Why didn't you feel safe during your most recent visit?



Base: Those who stated they felt unsafe in their most recent visit to a recreation area in the past 12 months, excl 'not answered': 2015 (n=74). Note: only responses 3% and over are shown.

Overall, satisfaction is high among many New Zealanders, with 79% stating that they were ‘satisfied’ or ‘very satisfied’ with the facilities at the DOC recreational area they most recently visited.

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

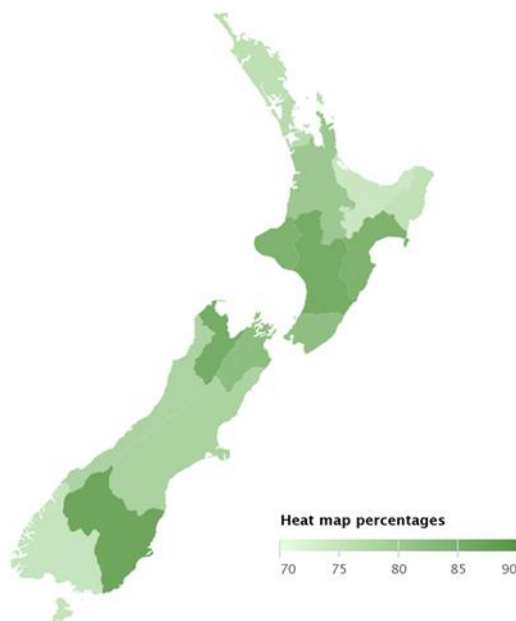


In 2011 and 2012, ‘unsure / depends’ was not read out for the CATI survey. To keep results as comparable as possible, this was not an option from the 2013 survey onwards.

Base: All respondents who have used DOC facilities in the past 12 months, excluding not answered: 2015 (n=2,840), 2014 (n=3,322), 2013 (n=3,587). All respondents: 2012 (n=2,675), 2011 (n=2,391)

Satisfaction with the facilities during at the DOC area most recent visited was higher in the Otago (87%) and the Nelson/ Tasman (85%) regions.

Q15. Satisfaction with most recent visit to a recreation area rated a 4 or 5



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.

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 Taiaroa Head Albatross Colony, Tongariro River Walks and Paparoa National Park (Punakaiki / Pancake Rocks, other areas). Dissatisfaction is highest with Maungauika / North Head Historic Reserve, Rangitoto Island and Whirinaki Te-Pua-a-Tane Conservation Park.

(Note: Some of sites had very few visits, indicated by an * so should be viewed as indicative only)

SATISFIED (% 4+5 OUT OF 5)		DISSATISFIED (% 1+2 OUT OF 5)	
1	90% (n=110) - Taiaroa Head Albatross Colony	9%	(n=111) - Maungauika / North Head Historic Reserve
2	89% (n=125) - Tongariro River Walks	8%	(n=148) - Rangitoto Island
3	89% (n=221) - Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	7%	(n=28*) - Whirinaki Te-Pua-a-Tane Conservation Park
4	88% (n=103) - Tongariro National Trout Centre	7%	(n=233) - Kerikeri Basin (Kororipo Pa, walks around Stone Store)
5	88% (n=76) - Hakarimata Scenic Reserve (Waterworks & Summit Tracks, Rail Trail, other areas)	7%	(n=115) - Godley Head (near Christchurch)
6	88% (n=102) - St Bathans	7%	(n=87) - Pureora Forest Park (including timber trail)
7	87% (n=117) - Pukaha Mount Bruce Wildlife Centre	6%	(n=175) - Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)
8	87% (n=86) - Tokaanu walk & thermal park	6%	(n=81) - Ruahine Forest Park (Sunrise Hut, Rangiwhia Hut, other areas)
9	86% (n=170) - Cape Foulwind / Tauranga Bay	6%	(n=147) - Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas)
10	86% (n=266) - Queen Charlotte Track / Ship Cove	6%	(n=137) - Okura Walkway / Long Bay - Okura Marine Reserve
11	85% (n=93) - Mt Aspiring National Park	5%	(n=125) - Tongariro River Walks
12	85% (n=208) - Otago Central Rail Trail	5%	(n=86) - Tokaanu walk & thermal park
13	85% (n=84) - Mt Iron Track (Wanaka)	5%	(n=93) - Mt Aspiring National Park
14	85% (n=162) - Old Government Buildings (Opposite Parliament & Beehive)	5%	(n=194) - Te Rerenga Wairua (Cape Reinga) / Te Pahi Recreation Reserve
15	85% (n=210) - Kaikoura Peninsula Walkway	5%	(n=201) - Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)
16	84% (n=28*) - Whirinaki Te-Pua-a-Tane Conservation Park	5%	(n=91) - Pirongia Forest Park
17	84% (n=145) - Bridal Veil Falls (near Raglan)	5%	(n=90) - Bream Head
18	84% (n=175) - Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas)	5%	(n=118) - Tararua Forest Park (Holdsworth, Otaki Forks, other areas)
19	84% (n=380) - Pelorus Bridge Scenic Reserve	4%	(n=170) - Cape Foulwind / Tauranga Bay
20	84% (n=103) - Remarkables Ski Area (ski area, Lake Alta track, other areas)	4%	(n=208) - Otago Central Rail Trail
21	84% (n=253) - Fiordland National Park	4%	(n=84) - Mt Iron Track (Wanaka)
22	84% (n=232) - Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	4%	(n=210) - Kaikoura Peninsula Walkway
23	83% (n=201) - Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas)	4%	(n=145) - Bridal Veil Falls (near Raglan)
24	83% (n=304) - Arrowtown Chinese Settlement	4%	(n=103) - Remarkables Ski Area (ski area, Lake

		Alta track, other areas)
25	83% (n=65) - Poor Knights Islands Marine Reserve	4% (n=201) - Westland Tai Poutini National Park (Franz Josef & Fox Glaciers, Lake Matheson, other areas)
26	83% (n=305) - Moeraki Boulders	4% (n=65) - Poor Knights Islands Marine Reserve
27	83% (n=194) - Te Rerenga Wairua (Cape Reinga) / Te Paki Recreation Reserve	4% (n=127) - Denniston (incline, walks & mine experience)
28	82% (n=187) - Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	4% (n=578) - Huka Falls
29	82% (n=127) - Denniston (incline, walks & mine experience)	4% (n=249) - Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve
23	82% (n=201) - Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	4% (n=305) - Kaimai Mamaku Conservation Park / Karangahake Gorge
31	82% (n=91) - Pirongia Forest Park	4% (n=207) - Waipoua Forest (Tane Mahuta, other areas)
32	82% (n=578) - Huka Falls	4% (n=136) - Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas)
33	81% (n=55) - Kaimanawa Forest Park	4% (n=316) - Arthur's Pass National Park
34	81% (n=450) - Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)	4% (n=118) - Motupohue / Bluff Hill (Viewpoint, Foveaux Walkway)
35	81% (n=399) - Tongariro National Park	4% (n=108) - Whanganui National Park (Including Bridge to nowhere)
36	81% (n=249) - Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve	4% (n=150) - Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)
37	81% (n=121) - Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	3% (n=221) - Paparoa National Park (Punakaiki / Pancake Rocks, other areas)
38	81% (n=305) - Kaimai Mamaku Conservation Park / Karangahake Gorge	3% (n=103) - Tongariro National Trout Centre
39	81% (n=404) - Nelson Lakes National Park (Lake Rotoiti, other areas)	3% (n=117) - Pukaha Mount Bruce Wildlife Centre
40	81% (n=131) - Manawatu Gorge Walkway	3% (n=266) - Queen Charlotte Track / Ship Cove
41	80% (n=126) - Nugget Point	3% (n=162) - Old Government Buildings (Opposite Parliament & Beehive)
42	80% (n=207) - Waipoua Forest (Tane Mahuta, other areas)	3% (n=380) - Pelorus Bridge Scenic Reserve
43	80% (n=136) - Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas)	3% (n=253) - Fiordland National Park
44	80% (n=316) - Arthur's Pass National Park	3% (n=187) - Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)
45	80% (n=50) - Rakiura National Park	3% (n=450) - Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas)
46	79% (n=233) - Kerikeri Basin (Kororipo Pa, walks around Stone Store)	3% (n=399) - Tongariro National Park
47	79% (n=81) - Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	3% (n=404) - Nelson Lakes National Park (Lake Rotoiti, other areas)
48	79% (n=98) - Tiritiri Matangi Island	3% (n=126) - Nugget Point
49	79% (n=115) - Godley Head (near Christchurch)	3% (n=50) - Rakiura National Park
50	78% (n=90) - Bream Head	3% (n=98) - Tiritiri Matangi Island
51	78% (n=118) - Motupohue / Bluff Hill (Viewpoint, Foveaux Walkway)	3% (n=78) - Mt Hutt Skifield
52	78% (n=78) - Mt Hutt Skifield	2% (n=110) - Taiaroa Head Albatross Colony
53	78% (n=108) - Whanganui National Park (Including	2% (n=76) - Hakarimata Scenic Reserve (Waterworks

	Bridge to nowhere)	& Summit Tracks, Rail Trail, other areas)
54	77% (n=150) - Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	2% (n=232) - Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)
55	76% (n=118) - Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	2% (n=304) - Arrowtown Chinese Settlement
56	76% (n=147) - Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas)	2% (n=305) - Moeraki Boulders
57	75% (n=87) - Pureora Forest Park (including timber trail)	2% (n=55) - Kaimanawa Forest Park
58	74% (n=137) - Okura Walkway / Long Bay - Okura Marine Reserve	1% (n=102) - St Bathans
59	72% (n=148) - Rangitoto Island	1% (n=121) - Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)
60	72% (n=111) - Maungauika / North Head Historic Reserve	1% (n=131) - Manawatu Gorge Walkway

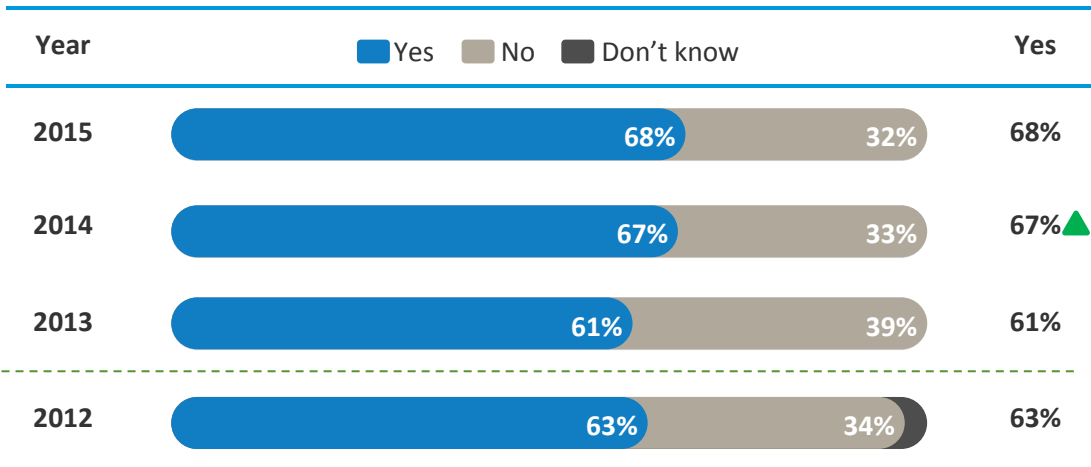
Base: Those who have visited a recreational site administered by DOC in the past 12 months, excluding NA

AWARENESS, USE OF, AND SATISFACTION WITH DOC HISTORIC SITES

Some 68% of New Zealanders are aware that DOC administers historic sites on conservation land. This is a 1-point increase since 2014 (67%) and is the highest level of awareness of historic sites to date.

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

Q23. Were you aware that the Department of Conservation administers historic sites on conservation land?



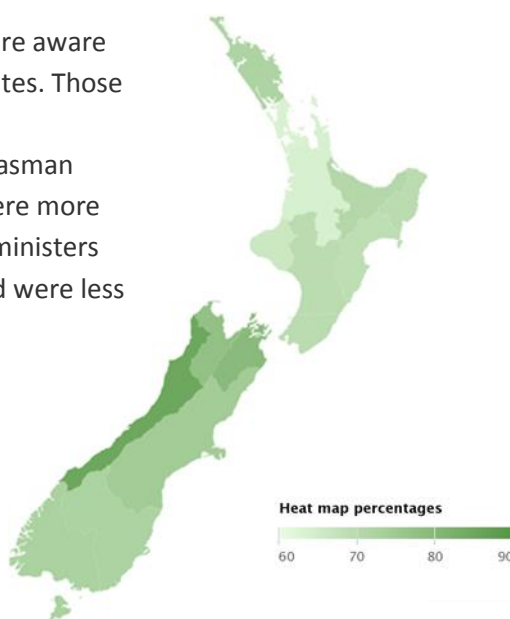
Base: All respondents, excluding not answered: 2015 (n=4,011), 2014 (n=4,598), 2013 (n=4,959). All respondents: 2012 (n=3,885)

Table: Those aware that DOC administers historic sites on conservation land. Note: Significance is compared to total.

Gender	Male	70%	Age	18-24 years	48%
	Female	66%		25-34 years	56%
Location	Main city	66%	35-49 years	66%	
	Provincial town	69%	50-64 years	77%	
	Rural area	75%	65 years+	82%	

Q23. Those who are aware that the Department of Conservation administers historic sites

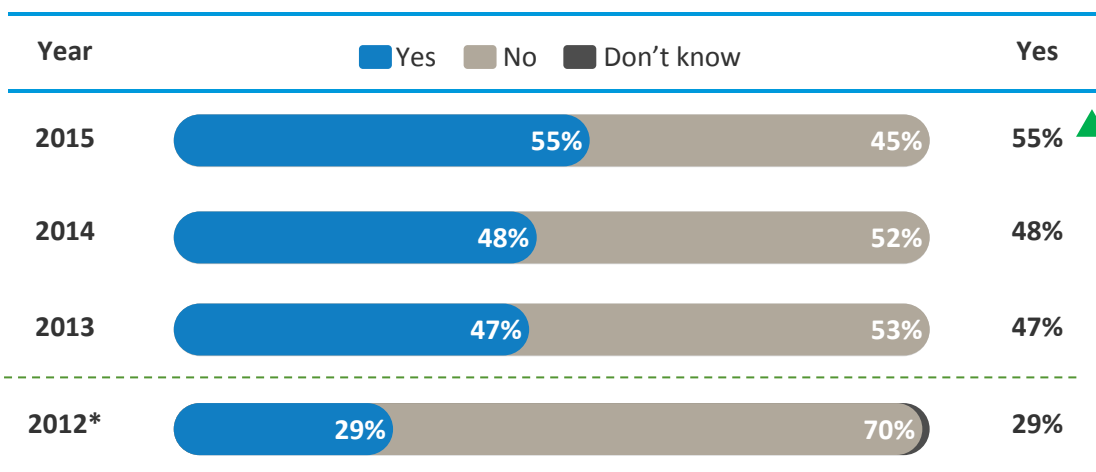
Some 68% of New Zealanders are aware that DOC administers historic sites. Those living in the West Coast (85%), Marlborough (79%), Nelson / Tasman (77%) and Canterbury (74%) were more likely to be aware that DOC administers historic sites. Those in Auckland were less likely (63%).



When shown a list of the sites that DOC administers, 55% indicate that they have been to at least one of these sites in the past 12 months. This is a significant increase from 48% in 2014.

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

Q24. The following is a list of many of the historic sites in the North / South Island 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.



In 2012 respondents were asked whether they had visited any sites without being read out a list (unprompted). From 2013, respondents were shown a list and given an opportunity to enter any other sites not on the list, so that the proportion who have visited a DOC historic site in the last 12 months could be calculated. In 2015 the results represent those selected from the list provided.

Base: All respondents, excluding not answered: 2015 (n=3,416), 2014 (n=4,479), 2013 (n=4,814). All respondents: 2012 (n=3,885).

*Note: Question in 2012 was different to current question.

Those living on the West Coast (80%), Marlborough (78%), Northland (71%), Nelson / Tasman (66%), Otago (64%) and Canterbury (61%) 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 (64%) and of 'other' ethnicity (64%) are also more likely to have visited a DOC historic site.

The 12 most commonly visited sites are identified below:

HISTORIC AREA VISITED	2015 (n=3,416)	2014 (n=4,479)	2013 (n=4,814)
1 Karangahake Gorge and Historic Gold Mine	10%	9%	10%
2 Arrowtown Chinese Settlement	9%	9%	7%
3 ^Kerikeri Basin (Kororipo Pa, walks around stone store)	7%	7%	8%
4 Old Government Buildings	6%	6%	6%
5 ^Te Rerenga Wairua (Cape Reinga)	6%	7%	8%
6 ^Maungauika / North Head Historic Reserve	6%	9%	10%
7 Otago Central Rail Trail	5%	5%	5%
8 Fort Takapuna	5%	NA*	NA*
9 Godley Head	4%	3%	3%
10 Kawarau Suspension Bridge	4%	NA*	NA*
11 Tiritiri Matangi Island	4%	3%	4%
12 St Bathans	3%	3%	2%

Base: All respondents excluding not answered. Note: *Not Asked ^List Label changed in 2015

Karangahake Gorge and Historic Gold Mine, the Arrowtown Chinese settlement and Kerikeri Basin (Kororipo Pa, walks around stone store) are the sites most frequently visited by New Zealanders.

The following tables show what proportion of visitors to each historic site live in the region where the site is located or a neighbouring region.

Note: Only areas over 5% stated

Northland: Recreational area visited by those living in Northland (n=194)		2015
1	Kerikeri Basin (Kororipo Pa, walks around stone store)	37%
2	Te Rerenga Wairua (Cape Reinga)	23%
3	Bream Head	19%
4	Flagstaff Hill	13%
5	Ruapekapeka Pa	9%
6	Urupukapuka Island	8%
7	Karangahake Gorge and Historic Gold Mine	6%
8	Cape Brett	5%

Auckland: Recreational area visited by those living in Auckland (n=632)		2015
1	Maungauika / North Head Historic Reserve	15%
2	Fort Takapuna	14%
3	Karangahake Gorge and Historic Gold Mine	12%
4	Kerikeri Basin (Kororipo Pa, walks around stone store)	10%
5	Tiritiri Matangi Island	9%
6	Te Rerenga Wairua (Cape Reinga)	7%
7	Arrowtown Chinese Settlement	7%
8	Kawau Island	7%
9	Stony Batter (on Waiheke Island)	6%

Waikato: Recreational area visited by those living in Waikato (n=292)		2015
1	Karangahake Gorge and Historic Gold Mine	27%
2	Kauaeranga Valley	11%
3	Pureora Timber Trail	7%
4	Te Rerenga Wairua (Cape Reinga)	7%
5	Kerikeri Basin (Kororipo Pa, walks around stone store)	5%
6	Ohakune Old Coach Road	5%

Bay of Plenty: Recreational area visited by those living in Bay of Plenty (n=192)		2015
1	Karangahake Gorge and Historic Gold Mine	35%
2	Waitawheta Tramway	9%
3	Te Rerenga Wairua (Cape Reinga)	7%
4	Arrowtown Chinese Settlement	6%
5	Kerikeri Basin (Kororipo Pa, walks around stone store)	6%
6	Kauaeranga Valley	5%
7	Flagstaff Hill	5%
8	Cooks landing site (in Gisborne)	5%

<i>Gisborne: Recreational area visited by those living in Gisborne (n=195)</i>		2015
1	Cooks landing site (in Gisborne)	49%
2	Karangahake Gorge and Historic Gold Mine	7%

<i>Hawke's Bay: Recreational area visited by those living in Hawke's Bay (n=165)</i>		2015
1	Otatara Pa	20%
2	Old Government Buildings	5%
3	Te Rerenga Wairua (Cape Reinga)	5%
4	Karangahake Gorge and Historic Gold Mine	5%
5	Otago Central Rail Trail	5%
6	Kerikeri Basin (Kororipo Pa, walks around stone store)	5%

<i>Taranaki: Recreational area visited by those living in Taranaki (n=131)</i>		2015
1	Dawson Falls Power Station	29%
2	Old Government Buildings	6%
3	Karangahake Gorge and Historic Gold Mine	6%

<i>Manawatu/Whanganui: Recreational area visited by those living in Manawatu/Whanganui (n=162)</i>		2015
1	Bridge to Nowhere, Whanganui River	9%
2	Ohakune Old Coach Road	8%
3	Old Government Buildings	7%

<i>Wellington: Recreational area visited by those living in Wellington (n=289)</i>		2015
1	Old Government Buildings	25%
2	Matiu Somes Island	15%
3	Arrowtown Chinese Settlement	7%
4	Ohakune Old Coach Road	5%
5	Ship Cove, Marlborough Sounds	5%

Nelson/Tasman: Recreational area visited by those living in Nelson (n=271) **2015**

1	Albion Square (in Nelson)	35%
2	Kawatiri Historic Railway	15%
3	Denniston (incline, walks & mine experience)	10%
4	Arrowtown Chinese Settlement	9%
5	Ship Cove, Marlborough Sounds	9%
6	Whites Bay	8%
7	Molesworth Station	7%
8	Brunner Mine	5%

Marlborough: Recreational area visited by those living in Marlborough (n=154) **2015**

1	Whites Bay	58%
2	Karaka Point	34%
3	Ship Cove, Marlborough Sounds	31%
4	Molesworth Station	16%
5	Albion Square (in Nelson)	7%
6	Kawatiri Historic Railway	7%
7	Otago Central Rail Trail	5%
8	Denniston (incline, walks & mine experience)	5%

West Coast: Recreational area visited by those living in West Coast (n=150) **2015**

1	Brunner Mine	46%
2	Denniston (incline, walks & mine experience)	41%
3	Ross Historic Goldfield	27%
4	Kura Tawhiti (Castle Hill)	12%
5	Kawatiri Historic Railway	9%
6	Arrowtown Chinese Settlement	6%

Canterbury: Recreational area visited by those living in Canterbury (n=275) **2015**

1	Godley Head	27%
2	Arrowtown Chinese Settlement	17%
3	Quail Island	13%
4	Otago Central Rail Trail	10%
5	Kawarau Suspension Bridge	7%
6	Ship Cove, Marlborough Sounds	6%
7	Ross Historic Goldfield	5%
8	Molesworth Station	5%
9	St Bathans	5%
10	Brunner Mine	5%

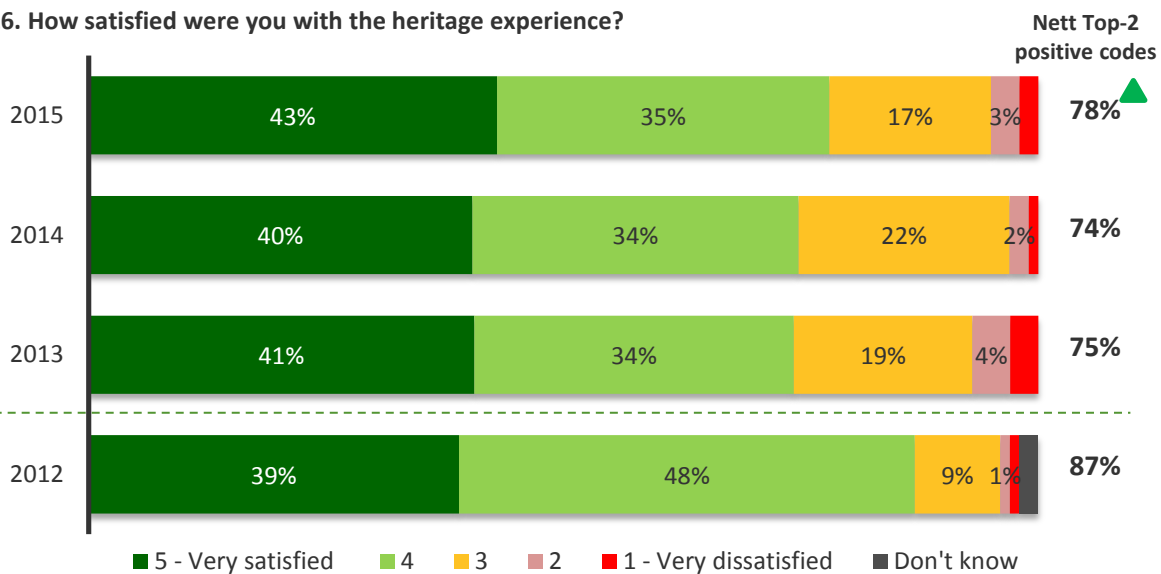
Otago: Recreational area visited by those living in Otago (n=162)		2015
1	Otago Central Rail Trail	34%
2	Arrowtown Chinese Settlement	32%
3	St Bathans	23%
4	Kawarau Suspension Bridge	18%
5	Alexandra Courthouse	15%
6	Skippers	11%
7	Bendigo	8%

Southland: Recreational area visited by those living in Southland (n=148)		2015
1	Arrowtown Chinese Settlement	34%
2	Waipapa Point	22%
3	Kawarau Suspension Bridge	21%
4	Otago Central Rail Trail	18%
5	Alexandra Courthouse	11%
6	St Bathans	9%
7	Skippers	8%
8	Bendigo	5%

Some 78% of New Zealanders were satisfied with the heritage experience at the heritage site they had most recently visited. This is a significant increase in heritage experience satisfaction since 2014 (74%).

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

Q26. How satisfied were you with the heritage experience?



In 2012, 'don't know' was not read out for the CATI survey. To keep results as comparable as possible, 'don't know' was not an option from the 2013 survey onwards.

Base: All respondents, excluding not answered: 2015 (n=1,925), 2014 (n=2,040), 2013 (n=2,298). All respondents: 2012 (n=1,244)

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.

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 Rangikapiti Pa, Pukerangiora Pa, Cape Brett and Matiu Somes Island.

Dissatisfaction is highest with Kura Tawhiti, Molesworth Station and Godley Head.

(Note: Some of sites had very few visits, indicated by an * so should be viewed as indicative only)

SATISFIED (% 4+5 OUT OF 5)		DISSATISFIED (% 1+2 OUT OF 5)	
1	93% (n=15*) - Rangikapiti Pa	12% (n=40) - Kura Tawhiti	
2	92% (n=8*) - Pukerangiora Pa	11% (n=82) - Molesworth Station	
3	92% (n=24*) - Cape Brett	9% (n=101) - Godley Head	
4	91% (n=58) - Matiu Somes Island	8% (n=210) - Kerikeri Basin	
5	87% (n=52) - Bendigo	8% (n=134) - Cook Landing Site	
6	87% (n=126) - Ship Cove, Marlborough Sounds	8% (n=14*) - Broken Hills	
7	85% (n=176) - Otago Central Rail Trail	8% (n=52) - Pureora Timber Trail	
8	85% (n=61) - Bridge to Nowhere, Whanganui River	8% (n=75) - Flagstaff Hill	
9	85% (n=67) - Ohakune Old Coach Road	8% (n=104) - St Bathans	
10	84% (n=42) - Waitawheta Tramway	7% (n=140) - Albion Square	
11	84% (n=75) - Kauaeranga Valley	6% (n=135) - Denniston	
12	84% (n=71) - Alexandra Courthouse	6% (n=62) - Dawson Falls Power Station	
13	83% (n=172) - Te Rerenga Wairua (Cape Reinga)	6% (n=176) - Otago Central Rail Trail	
14	83% (n=164) - Old Government Buildings	5% (n=62) - Kawau Island	
15	83% (n=284) - Karangahake Gorge and Historic Gold Mine	5% (n=148) - Kawarau Suspension Bridge	
16	83% (n=62) - Waipapa Point	5% (n=126) - Ship Cove, Marlborough Sounds	
17	81% (n=68) - Skippers	5% (n=64) - Bream Head	
18	81% (n=102) - Fort Takapuna	5% (n=78) - Ross Historic Goldfield	
19	81% (n=104) - St Bathans	5% (n=67) - Ohakune Old Coach Road	
20	80% (n=82) - Molesworth Station	5% (n=75) - Kawatiri Historic Railway	
21	80% (n=148) - Kawarau Suspension Bridge	4% (n=172) - Te Rerenga Wairua (Cape Reinga)	
22	79% (n=299) - Arrowtown Chinese Settlement	4% (n=75) - Kauaeranga Valley	
23	79% (n=75) - Flagstaff Hill	4% (n=299) - Arrowtown Chinese Settlement	
24	79% (n=62) - Kawau Island	4% (n=64) - Stony Batter	
25	79% (n=130) - Whites Bay	4% (n=61) - Bridge to Nowhere, Whanganui River	
26	79% (n=64) - Bream Head	3% (n=130) - Whites Bay	
27	78% (n=41) - Quail Island	3% (n=164) - Old Government Buildings	
28	78% (n=115) - Maungauika / North Head Historic Reserve	3% (n=71) - Alexandra Courthouse	
29	78% (n=29*) - Urupukapuka Island	3% (n=31) - Arai Te Uru	
23	78% (n=210) - Kerikeri Basin	3% (n=105) - Brunner Mine	
31	78% (n=31) - Arai Te Uru	3% (n=74) - Karaka Point	
32	77% (n=105) - Brunner Mine	3% (n=42) - Waitawheta Tramway	
33	77% (n=74) - Karaka Point	3% (n=30) - Motuihe Island	

34	77% (n=14*) - Broken Hills	3% (n=284) - Karangahake Gorge and Historic Gold Mine
35	76% (n=140) - Albion Square	3% (n=35) - Otatara Pa
36	76% (n=135) - Denniston	3% (n=115) - Maungauika / North Head Historic Reserve
37	76% (n=52) - Pureora Timber Trail	3% (n=80) - Tiritiri Matangi Island
38	75% (n=80) - Tiritiri Matangi Island	2% (n=34) - Ruapekapeka Pa
39	75% (n=62) - Dawson Falls Power Station	2% (n=29*) - Urupukapuka Island
40	74% (n=30) - Motuihe Island	2% (n=102) - Fort Takapuna
41	73% (n=134) - Cook Landing Site	2% (n=62) - Waipapa Point
42	72% (n=78) - Ross Historic Goldfield	2% (n=41) - Quail Island
43	72% (n=75) - Kawatiri Historic Railway	2% (n=68) - Skippers
44	71% (n=64) - Stony Batter	2% (n=58) - Matiu Somes Island
45	69% (n=101) - Godley Head	1% (n=52) - Bendigo
46	68% (n=35) - Otatara Pa	1% (n=24*) - Cape Brett
47	66% (n=40) - Kura Tawhiti	0% (n=15*) - Rangikapiti Pa
48	63% (n=34) - Ruapekapeka Pa	0% (n=8*) - Pukerangiora Pa

Base: Those who have visited a historic site administered by DOC in the past 12 months, excluding NA

Information Sources



INFORMATION CHANNELS

INTRODUCTION

There are many sources of information New Zealanders can use to find out about the services and facilities the Department of Conservation provides before visiting a DOC area.

This section looks at the level of use of the information and booking services among those who have visited a DOC recreation area in the past 12 months and how information obtained prior to visiting a DOC area can influence satisfaction.

Specifically, respondents were asked what sources they used to seek information about the area they were going to before their most recent visit. Informal sources such as personal contacts, through other companies such as i-sites or travel agents, or DOC-specific sources were included as sources of information.

SUMMARY

Some 71% of those who visited a DOC recreational area in the past 12 months had sought information before their most recent visit.

With 60% of respondents seeking information from personal contacts such as friends and family, it remained the most common source of information. The DOC website was the second most common source of information (31%), followed by other websites (20%). The number of people using these three information sources increased from 2014 to 2015.

Visiting information centres in person, both DOC and other, remains in the top-five sources of information that people used to find out about their most recent visit to a DOC area. Some 17% visited an 'other' information centre, while 14% visited a DOC centre, which remains higher than those who contacted an information centre or DOC information centre by phone (3% and 1% respectively).

The use of social media and smartphone apps as an information source has remained relatively stable since 2014 in terms of the number of people using them. Some 255 people used social media and 117 used a smartphone app in 2015 compared to 229 and 102 respectively in 2014 (weighted).

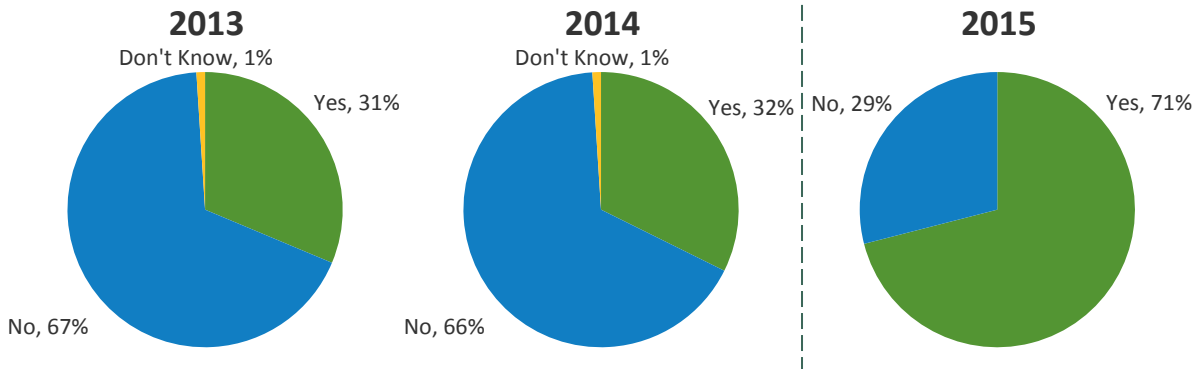
Satisfaction is higher among those who sought information than those who did not. The DOC website, visiting an 'other' information centre or visiting a DOC information centre were the three information sources that significantly increased the satisfaction with the facilities at the most recently visited DOC area.

SOURCES OF INFORMATION

In 2015, 71% of those who had visited a DOC recreational area in the past 12 months sought information before their most recent visit. This was an increase compared to 2013 and 2014 results, due to some degree to question terminology changes.

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

Q18. Before your most recent visit to a Department of Conservation area, what sources of information did you use to find out about the area you were visiting?



Base: Those who have visited a recreation area in the past 12 months, excluding not answered 2015 (n=2,858), 2014 (n=3,309), 2013 (n=3,583)

In 2011 and 2012 respondents were asked separately if they had sought any information. This was a single-response question with three options: yes, no and don't know. Those who had sought information were then asked which sources of information they used and if this source gave them the information they required. In 2015 respondents were given the same list of information sources but were not asked the initial question. Whether they sought information or not was derived from list question.

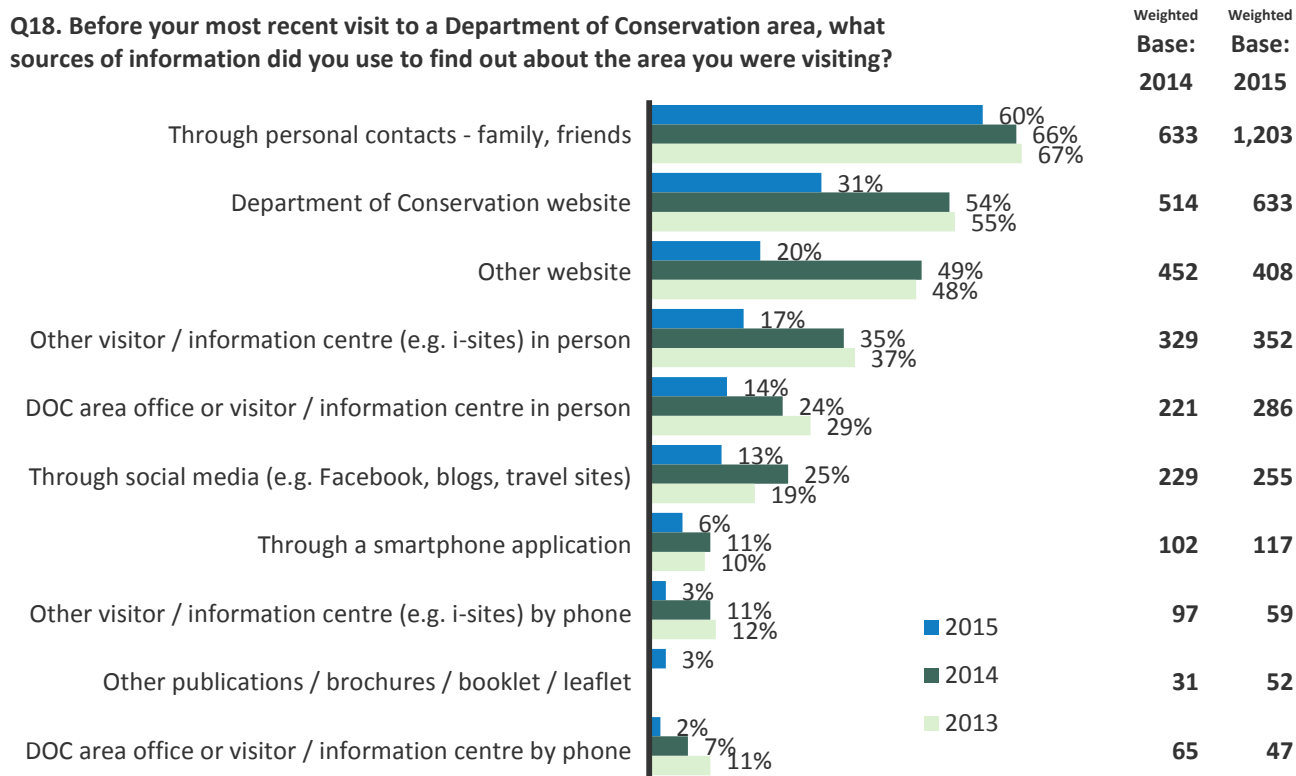
Results may differ, as respondents in 2015 may recall certain options they would not have identified within the single-response 2013 and 2014 question "Before your most recent visit to a DOC area, what sources of information did you use to find out about the area you were visiting?" such as 'through personal contacts – friends, family' – or 'through social media' – and therefore would not have progressed to the sources of information question.

Table: Those who sought information before their most recent visit to a DOC recreation area. Note: Significance is compared to total.

Gender	Male		69%	Age	18-24 years		74%
	Female		74%		25-34 years		76%
Location	Main city		73%		35-49 years		70%
	Provincial town		71%		50-64 years		72%
	Rural area		67%		65 years+		68%

Amongst those who sought information before their most recent visit to a DOC area, *personal contacts* continues to be the most common source for information with 60% of New Zealanders saying that they sought information from friends, family or other personal contacts. Using *DOC or other websites* and *visiting information centres in person* are the next most common sources 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: 2015 (n=1,977), 2014 (n=838-916), 2013 (n=904-974). Note: Only sources above 2% listed

The questionnaire difference explained on the previous page also helps explain the large increase in base size seen between 2013 and 2014 compared to 2015. As more people were prompted to recall all information channels in 2015, more people identified with using at least one of these resources to find out information about their most recent DOC visit. This resulted in a larger base of those who used at least one information channel in 2015.

Because of the larger base of respondents and respondents being prompted with information channels they did use before their most recent visit, there is a decrease in the proportion of people who have used each information channel.

Those of Pacific (78%) or Maori (66%) ethnicity, living in Southland (80%), Manawatu/Whanganui (73%), Otago (70%) or Waikato (68%), aged 18-24 years (71%) or 65+ years (70%), with an annual household income of under \$40,000 (70%), who live rurally (65%) and are female (64%) were more likely to seek information about the most recent DOC area they were visiting from personal contacts compared to the total. Males (55%), those aged between 35-49 years (53%), who live in Canterbury (51%), with an annual household income of over \$100,000 (50%) and are of Asian ethnicity (38%) were less likely to source information from personal contacts.

Those who sought information from the DOC website were more likely to live in Gisborne (45%), of 'other' ethnicity (41%), aged 35-49 years (39%), who have an annual household income of over \$100,000 (39%), who have children in their household (38%) and are male (36%).

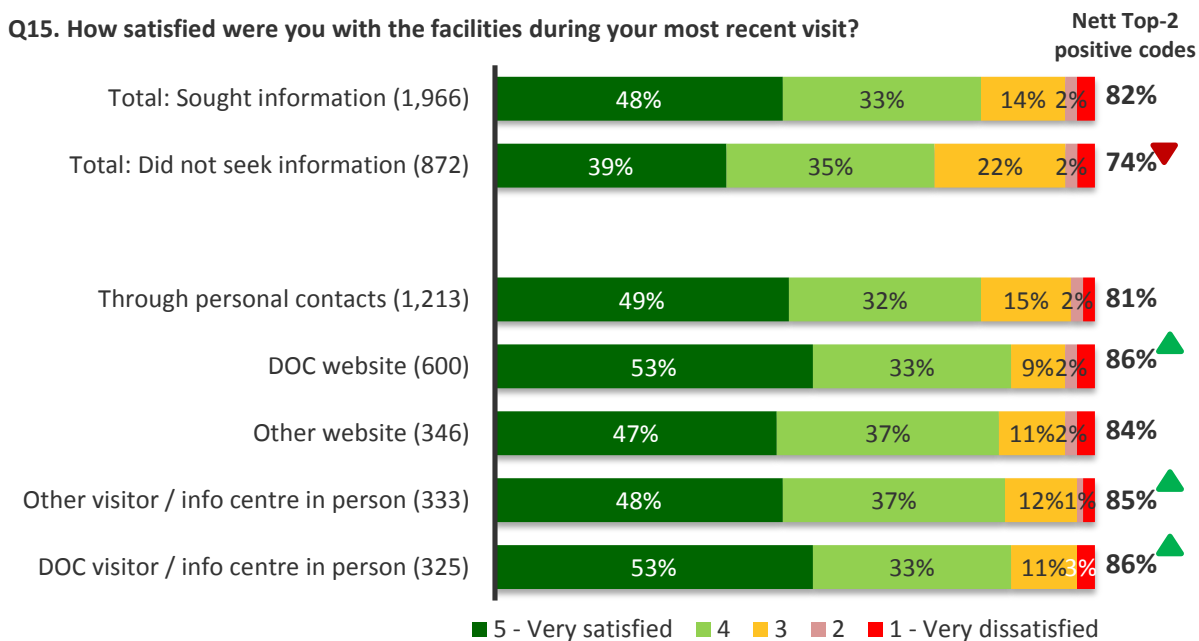
Those with an annual household income of over \$100,000 (28%), who live in Auckland (25%) and are main city dwellers (24%) were more likely to seek information from 'other' websites.

Social media prevalence was more common among younger generations, with 20% of 18-24-year-olds and 19% of 25-34-year-olds stating they used social media to find information about the area they were visiting. Those of Maori (20%) and 'other' (19%) ethnicity were also more likely to say they used social media to find information about the area they were visiting. Smartphone applications were used more often by those aged between 25-34 years (10%) and those who live in the Wellington region (10%).

Staying at a DOC hut, lodge or house over the past 12 months significantly increased the likelihood to use the DOC website (61%), DOC information centres in person (28%), other websites (27%), and DOC area office or visitor/information centre by phone (5%) as information sources for their most recent DOC area visit compared to the total.

79% of New Zealanders were satisfied with the facilities of the DOC area they most recently visited. Those who do did not seek information are significantly less likely to be satisfied with the facilities of the DOC area they most recently visited (74%). Visiting the DOC website, other visitor centres in person or a DOC centre in person significantly increases satisfaction with the facilities during their most recent visit (86%, 85% and 86% respectively).

Satisfaction with the facilities in the area visited most recently by top-5 information channels used to find out about most recent area visited (%)



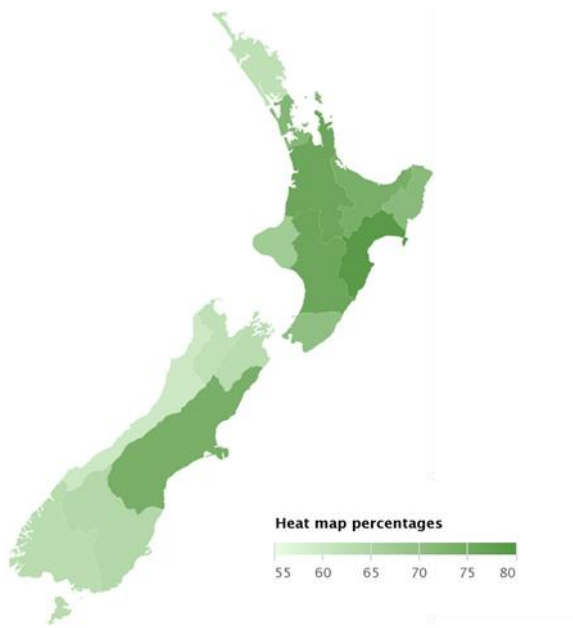
Base: All respondents who have used DOC facilities in the past 12 months and answered Q18, excluding not answered: 2015 (n=2,838)

Note: Significances are compared to total for this chart and are only indicated on top-2 positive codes. Only top-5 information sources shown.

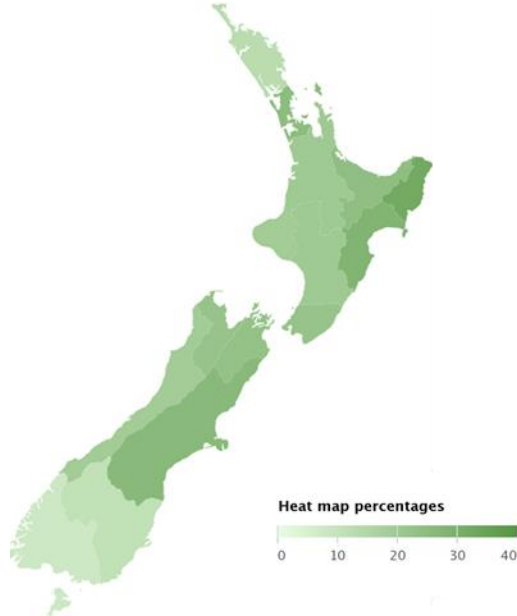
Although ranked 6th in terms of overall use as an information source, social media channels had the highest levels of satisfaction with 89% of those who used social media as an information source satisfied (rated 4 or 5/ 5) with the facilities of the DOC area they most recently visited.

Many of the respondents within the North Island had sought information in advance of their most recent visit to a recreational area. Use of the Department of Conservation website tends to be the heaviest in the Gisborne region followed by Hawkes Bay, Auckland and Canterbury.

Q18. Those who sought information before their most recent Department of Conservation area visit



Q18. Those who visited the Department of Conservation website before their most recent visit



Introduced Species



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 both at the general public's perceptions about the threat posed by different species and at attitudes towards different methods of pest control.

SUMMARY

The majority of New Zealanders still believe possums, rats, stoats and wild or feral cats are a serious threat to New Zealand's native plants, birds, animals or the natural environment. Over 78% of New Zealanders rated these mammals as being a serious threat to our flora and fauna (rated 4 or 5 out of 5-point scale, with 5 being 'a very serious threat'). Domestic cats and deer are considered to be less of a threat than the other species, with 40% and 30% respectively viewing them as a serious threat. New Zealanders were most unsure about Kauri dieback disease, didymo and introduced freshwater fish, with 37%, 24% and 24% respectively indicating they 'don't know' about the threat they have on New Zealand's native plants, birds, animals or the natural environment.

There are a number of ways in which species considered pests can be controlled. New Zealanders' strong attitudes towards the Department of Conservation's pest control methods have remained relatively stable overtime. Trapping and hunting are still considered to be the pest control methods with the least concerns. Poison bait laid by hand raises concerns for 20% of the New Zealand population, but it has significantly decreased from 2014's 22%. However, large concerns over the use of poison bait spread by aircraft still remain, with 56% of New Zealanders indicating that that it should 'never be used' or 'only as a last resort'.

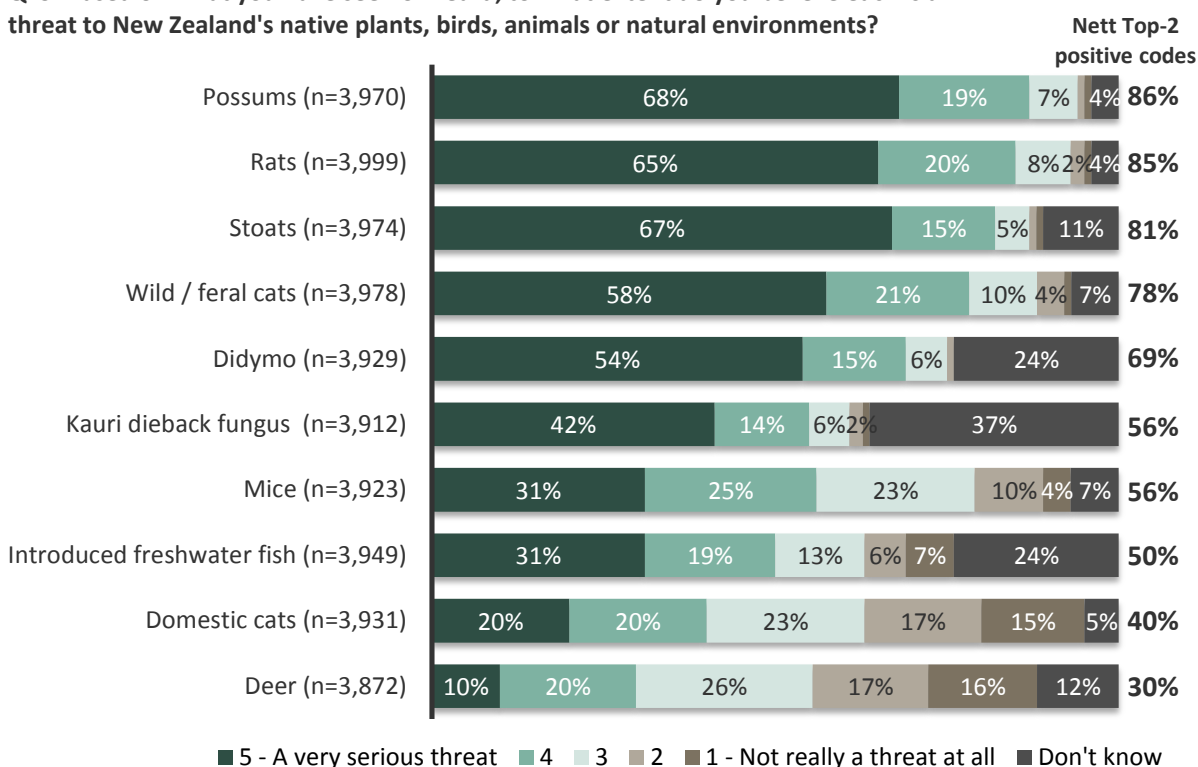
THREATS TO NATIVE PLANTS, BIRDS, ANIMALS AND THE NATURAL ENVIRONMENT

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

The majority consider most of the species listed as serious threats to New Zealand's native plants, birds, animals or natural environments. Of particular threat are possums, rats, stoats and wild or feral cats. Didymo is also recognised as a very serious threat to New Zealand by 69%, but some (24%) indicate they do not know the extent of the threat posed by didymo. This is similar for Kauri dieback fungus and introduced freshwater fish, with 37% and 24% respectively indicating they do not know the extent of the threat posed by the Kauri dieback fungus or the introduced freshwater fish.

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

Q29. 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?



Base: All respondents, excluding not answered

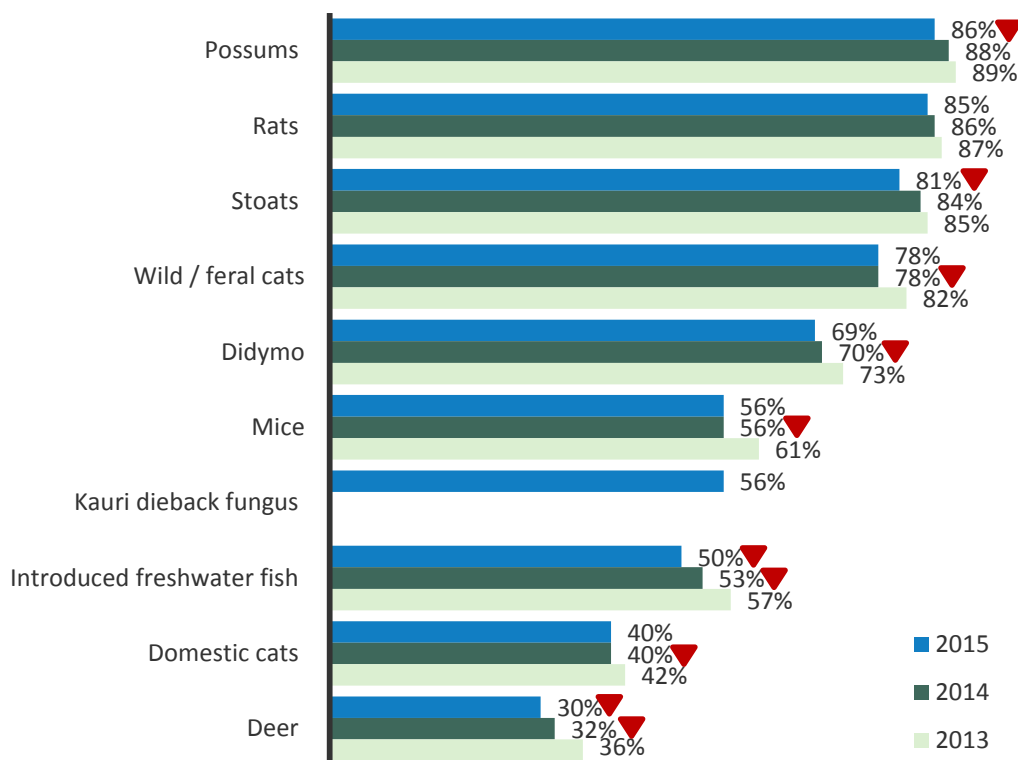
Table: Those who rated at least one species as NOT a serious threat (rated 1 or 2/ 5) to New Zealand's native plants, birds, animals and the natural environment. Note: Significance is compared to total.

Gender	Male	53%	Age	18-24 years	67%
	Female	49%		25-34 years	61%
Location	Main city	53%	35-49 years	52%	
	Provincial town	51%	50-64 years	44%	
	Rural area	47%	65 years+	42%	

Nearly all species experienced a decrease in the proportion of New Zealanders who perceived them as posing a threat to New Zealand’s native plants, birds, animals and the natural environment this year; significantly so for possums, stoats, introduced freshwater fish and deer. This continues the general decreasing trend seen from 2013 to 2014 and now from 2014 to 2015.

Proportion of New Zealanders who feel each species is a threat to New Zealand’s native plants, birds, animals and the natural environment over time (% rated 4 or 5 with 5 being ‘a very serious threat’)

Q29. 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?



Base: All respondents, excluding not answered (Possums: 2015 n=3,970, 2014 n=4,586, 2013 n=4,957; Rats: 2015 n=3,999, n=4,592, 2013 n=4,963; Stoats: 2015 n=3,974, 2014 n=4,565, 2013 n=4,947; Wild / feral cats: 2015 n=3,978, 2014 n=4,578, n=4,947; Didymo: 2015 n=3,929, 2014 n=4,531, 2013 n=4,896; Mice: 2015 n=3,923, 2014 n=4,537, 2014 n=4,910; Kauri dieback fungus: 2015 n=3,912; Introduced freshwater fish: 2015 n=3,949, 2014 n=4,553, 2013 n=4,916; Domestic cats: 2015 n=3,931, 2014 n=4,530, 2013 n=4,916; Deer: 2015 n=3,872, 2014 n=4,508, 2013 n=4,888)

Note: In 2015, Kauri dieback fungus was added into Q29. Previously in 2014 and 2013 awareness of Kauri dieback fungus was asked as a separate question, and attitudes were not asked towards its threat on New Zealand’s native plants, birds, animals or natural environments.

Those who significantly rated any of the species as threatening (rated 4 or 5 out of 5) are more likely than the total (96%) to:

- Be living in Nelson / Tasman (99%) and the Bay of Plenty (99%);
- Have booked or visited DOC facilities in the past three years (99%);
- Be of NZ European ethnicity (98%);
- Live rurally (98%);
- Have an income of \$40,001-\$60,000 (98%);
- Have a very favourable view of DOC (98%);
- Be aware of DOC as a provider of facilities and services (98%).

Those who significantly rated any of the species as less threatening (rated 1 or 2 out of 5) are more likely than the total (51%) to:

- Be aged between 18-24 years (67%) or 25-34 years (61%);
- Be of Asian ethnicity (65%);
- Rate the importance of conservation as either neutral (63%) or not important (63%);
- Have an unfavourable view of DOC (62% rated somewhat unfavourable or very unfavourable);
- Be unaware of DOC as a provider of facilities and services (58%);
- Have not visited or booked any DOC facilities in the past three years (55%).

PEST CONTROL METHODS

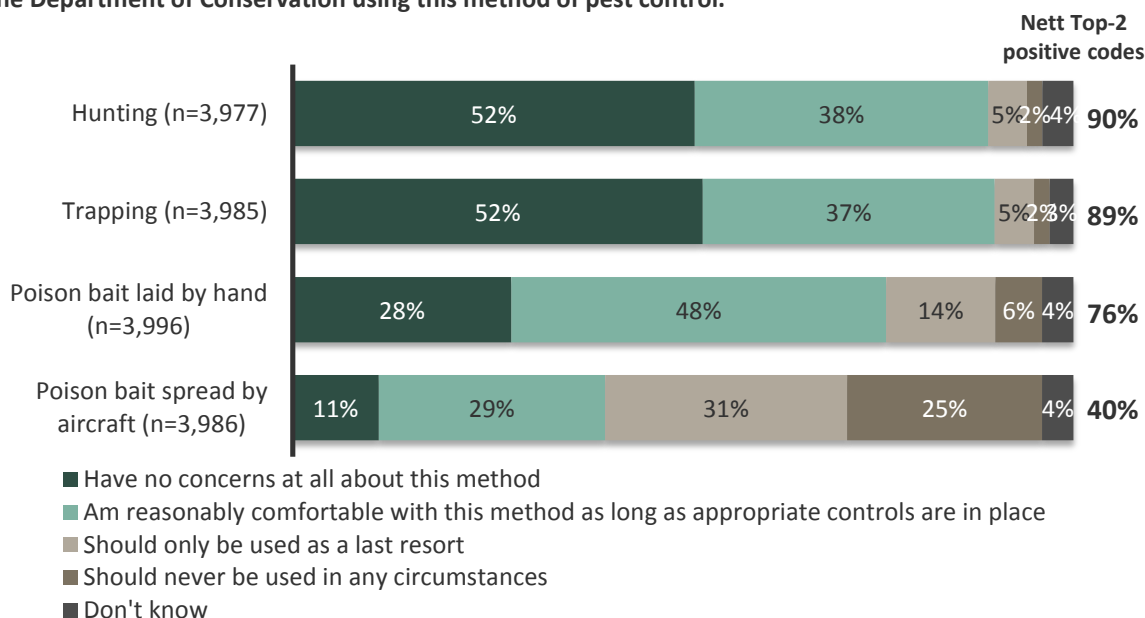
There are a number of ways in which species that are considered to be pests can be controlled. New Zealanders have firm views about various approaches in terms of which methods they are comfortable with being used.

Respondents were given a list of four pest control methods and to rate their level of concern against each method. A clear majority of New Zealanders have no concerns or are reasonably comfortable with *trapping* (89%) and *hunting* (90%) being used to control pests.

Pest control via *poison laid by hand* is acceptable to 76% of New Zealanders as long as appropriate controls are in place. *Poison bait being spread by aircraft* has mixed views, with 40% supporting the idea but the majority (56%) feeling it should not be used.

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

Q30. For each of the possible ways listed below, please indicate your general attitude to the Department of Conservation using this method of pest control.



Base: All respondents, excluding not answered

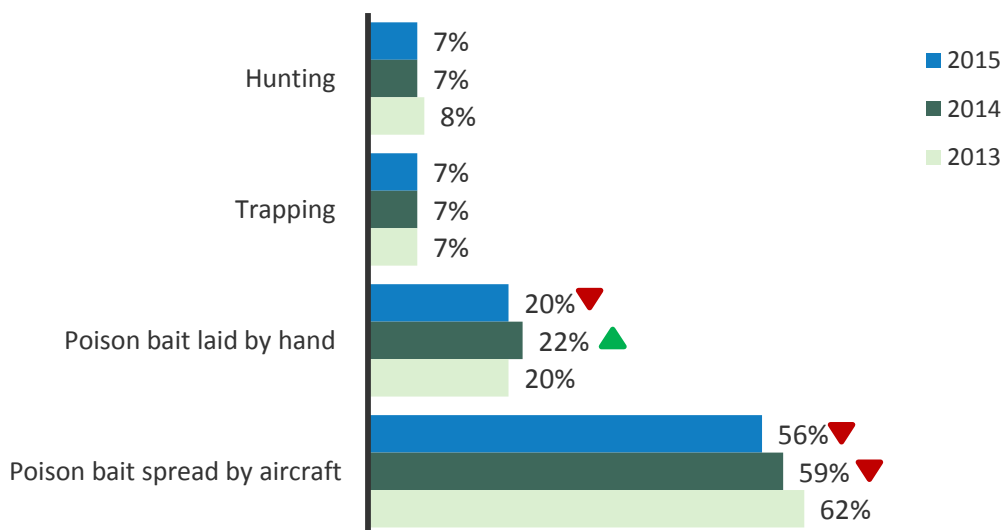
Table: Those New Zealanders who feel pest control methods overall should 'never be used' or 'only be used as a last resort'. Note: Significance is compared to total.

Gender	Male	54%	Age	18-24 years	66%
	Female	64%		25-34 years	67%
Location	Main city	59%		35-49 years	61%
	Provincial town	61%		50-64 years	57%
	Rural area	58%		65 years+	48%

Compared to 2014 there has been a significant decrease in the proportion who feel that poison bait spread by aircraft or poison bait spread by hand is an unacceptable method of pest control (56% vs. 59% and 20% vs. 22% respectively). Attitudes towards trapping and hunting pest control methods remain stable, with 7% of New Zealanders feeling they are an unacceptable pest control method.

Proportion who feel DOC should not be using each method of pest control over time (%)

Q30. For each of the possible ways listed below, please indicate your general attitude to the Department of Conservation using this method of pest control.



Base: All respondents, excluding not answered (Hunting: 2015 n=3,977, 2014 n= 4,581, 2013 n=4,927; Trapping: 2015 n=3,985, 2014 n=4,589, 2013 n=4,906; Poison bait laid by hand: 2015 n=3,996, 2014 n=4,598, 2013 n=4,910; Poison bait spread by aircraft: 2015 n=3,986, 2014 n=4,593, 2013 n=4,932)

Appendix: Questionnaire





QUESTIONNAIRE

DEPARTMENT OF CONSERVATION SURVEY OF NEW ZEALANDERS 2015.

About you and where you live

Q1	Which region best describes where you live? [SA]	Code	Route
	Northland	01	
	Auckland (from Bombay Hills to Wellsford, including islands in the Hauraki Gulf)	02	
	Waikato	03	
	Bay of Plenty	04	
	Gisborne	05	
	Hawkes Bay	06	
	Taranaki	07	
	Manawatu/Whanganui	08	
	Wellington (including Kapiti, Porirua, Hutt Valley and Wairarapa)	09	
	Nelson or Tasman	10	
	Marlborough	11	
	West Coast	12	
	Canterbury	13	
	Otago	14	
	Southland	15	
	Other (please specify)	98	

Q2	Which of the following best describes where you usually live? [SA]	Code	Route
	A main city (e.g. Auckland, Hamilton, Wellington, Christchurch, Dunedin)	1	
	A provincial town (e.g. Wanganui, Invercargill, Gisborne etc).....	2	
	A rural area / settlement / village.....	3	

Q3	In which of the following age groups do you belong? [SA]	Code	Route
	18-24 years	1	
	25-34 years	2	
	35-49 years	3	
	50-64 years	4	
	65 years or more	5	

Q4	Are you:[SA]	Code	Route
	Female.....	1	
	Male	2	

Conservation

Q5 **SOI**

Please think about the main benefits of conservation.

What are the main benefits of conservation to you **personally**?

Q6 **SOI**

OPINION QUESTION DO NOT FORCE

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

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

Code	Route
1	
2	
3	
4	
5	

Q7	In the past 12 months, which, if any, of the following actions have you done specifically relating to New Zealand conservation? <i>Please select all that apply</i> [MA]	Code	Route
	Donated money to a conservation cause	01	Q10
	Helped raise awareness about an issue	02	Q10
	Formally expressed your opinion about an issue (e.g. made a submission, contacted your MP)	03	Q10
	Expressed your opinion about an issue through online forums (e.g. blogs, Facebook, chat rooms)	04	Q10
	Been a member of a conservation group or organisation	05	Q10
	Actively sought information about a conservation issue.....	06	Q10
	Encouraged others to contribute to a conservation activity, group or issue	07	Q10
	Spent time helping on a conservation project	08	Q8
	Other (please specify)	98	Q10
	None of the above	97	Q10

Q8	<u>ONLY ASK IF Q7= 08</u>	Code	Route
	You indicated you spent time helping on a conservation project in New Zealand in the past 12 months. What type of activities were you involved in? <i>Please select all that apply</i> [MA]		
	Protection or restoration of a forest, wetland, or marine habitat or species	01	
	Pest control	02	
	Tree planting	03	
	Education about the environment or conservation	04	
	Recreation facilities or services (e.g. building or maintaining facilities, guiding).....	05	
	Historic heritage (preserving our history and helping others connect with it).....	06	
	Other (please specify)	98	

Q9 **ONLY ASK IF Q7=8**

You indicated you spent time helping on a conservation project in New Zealand in the past 12 months. For what reasons did you participate in those activities?
Please select all that apply[MA]

To spend time with others

To develop or share my skills

To improve my physical health/ or get some exercise

To feel better about myself or unwind and relax

To look after my local area

To protect and enhance the environment

To care for our history and culture

Other (please specify)

Code	Route
01	
02	
03	
04	
05	
06	
07	
98	

Q10 **ONLY ASK IF Q7≠8**

You indicated you have not spent any time helping on a conservation project in New Zealand in the past 12 months. For what reasons have you not participated in any conservation activities?
Please select all that apply[MA]

I'm not interested in conservation activities

I'm unable to commit on an ongoing basis

I'm not physically able or not fit enough

I don't know how to get involved

I don't have the skills to get involved

I don't have the ability to get involved (e.g. no transport, not enough money, etc)

The activities I want to participate in are not available where I live

Other people prevent me or make it difficult (e.g. partner or people I care for)

Other (please specify)

Code	Route
01	
02	
03	
04	
05	
06	
07	
08	
98	

Upper North Island

Te Rerenga Wairua (Cape Reinga) / Te Paki Recreation Reserve	01
Kerikeri Basin (Kororipo Pa, walks around Stone Store)	02
Poor Knights Islands Marine Reserve.....	03
Waipoua Forest (Tane Mahuta, other areas).....	04
Bream Head.....	05
Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas).....	06
Tiritiri Matangi Island	07
Okura Walkway / Long Bay - Okura Marine Reserve	08
Rangitoto Island	09
Maungauika / North Head Historic Reserve	10

Central North Island

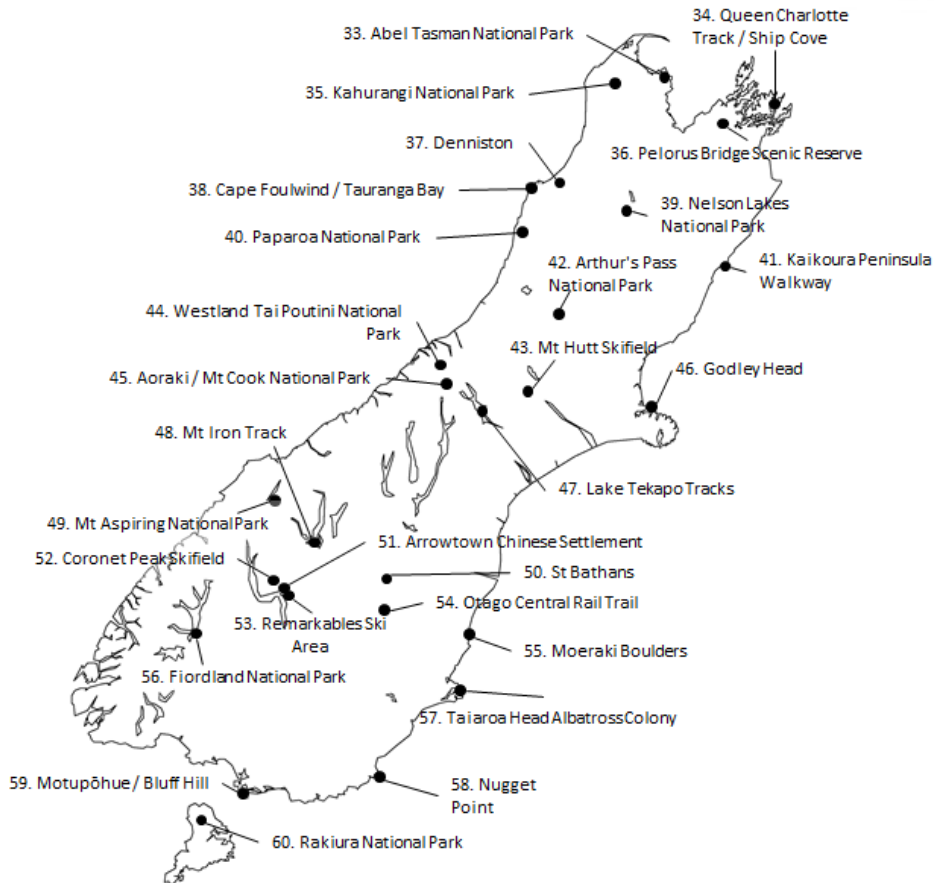
Cathedral Cove Recreation Reserve / Whanganui-A-Hei Marine Reserve	11
Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas).....	12
Kaimai Mamaku Conservation Park / Karangahake Gorge (historic goldmine, Hauraki Rail Trail, Victoria Battery, Waitawheta, other areas).....	13
Hakarimata Scenic Reserve (Waterworks & Summit Tracks, Rail Trail, other areas)	14
Bridal Veil Falls (near Raglan).....	15
Pirongia Forest Park	16
Lake Waikaremoana Tracks (Waikaremoana Great Walk, Lake Waikareiti Track, other areas).....	17
Huka Falls	18
Pureora Forest Park (including timber trail)	19
Whirinaki Te Pua-a-Tane Conservation Park	20
Tokaanu walk & thermal park.....	21
Tongariro River walks.....	22
Tongariro National Trout Centre.....	23
Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro	24

Alpine Crossing, Old Coach Road and other areas).....		
Kaimanawa Forest Park.....	25	
Whanganui National Park (Including Bridge to nowhere)	26	
Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	27	
Lower North Island		
Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	28	
Manawatu Gorge Walkway.....	29	
Pukaha Mount Bruce Wildlife Centre	30	
Tararua Forest Park (Holdsworth, Otaki Forks, other areas)	31	
Old Government Buildings (Opposite Parliament & Beehive).....	32	
		(If Q12a &Q12b =097)
Have not visited any DOC areas in the North Island in the past 12 months	097	Q20
If you have visited another DOC area/s in the North Island, please specify this area/s here:.....	096	

Q12b SOI - % visited any and places visited South Island

The following is a list of some of the parks and places in the South Island 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.[MA]



Code	Route
	Upper South Island
33	Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, Wainui Falls, other areas).....
34	Queen Charlotte Track / Ship Cove.....
35	Kahurangi National Park (Heaphy Track, Mt Arthur, other areas).....
36	Pelorus Bridge Scenic Reserve
37	Denniston (incline, walks & mine experience).....
38	Cape Foulwind / Tauranga Bay
39	Nelson Lakes National Park (Lake Rotoiti, other areas).....

Central South Island		
Paparoa National Park (Punakaiki / Pancake Rocks, other areas)	40	
Kaikoura Peninsula Walkway	41	
Arthur's Pass National Park.....	42	
Mt Hutt Skifield	43	
Westland Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas).....	44	
Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas).....	45	
Godley Head (near Christchurch).....	46	
Lake Tekapo Tracks (Lakeshore track to Mt John, Mt John Circuit)	47	
Mt Iron Track (Wanaka)	48	
Mt Aspiring National Park.....	49	
Lower South Island		
St Bathans	50	
Arrowtown Chinese Settlement.....	51	
Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas)	52	
Remarkables Ski Area (ski area, Lake Alta track, other areas).....	53	
Otago Central Rail Trail	54	
Moeraki Boulders.....	55	
Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas)	56	
Taiaroa Head Albatross Colony	57	
Nugget Point	58	
Motupōhue / Bluff Hill (Viewpoint, Foveaux Walkway)	59	
Rakiura National Park.....	60	
		(If Q12a & Q12b =097)
Have not visited any DOC areas in the South Island in the past 12 months	097	Q20
If you have visited another DOC area/s in the South Island, please specify this area/s here:.....	098	

Q13 **SOI**

Which one of these areas did you visit most recently? [SA]

SHOW THOSE SELECTED AT Q12.

FOR THOSE WHO ONLY SELECTED ONE AREA PLEASE AUTOCODE RESPONSE FROM Q12A/ Q12B AND GO TO Q14

Q14

Thinking about your most recent visit TO <INSERT AREA VISITED MOST RECENTLY FROM Q13>, which of the following activities did you carry out on your visit?
Please select all that apply [MA]

- Walking for less than 3 hours..... 01
- Day walk (over 3 hours but not overnight) 02
- Overnight / multi-day tramp 03
- Sightseeing 04
- Family or friends outing / picnic, barbeque etc but not active recreation 05
- Camping 06
- Hunting..... 07
- Mountain biking / cycling..... 08
- Other active recreational activity (e.g horse riding, fishing, snow sports) 09
- Other (please specify) 98
- Don't know 95

Code	Route
01	
02	
03	
04	
05	
06	
07	
08	
09	
98	
95	

Q15

SOI

OPINION QUESTION DO NOT FORCE

How satisfied were you with the facilities during your most recent visit to <INSERT AREA VISITED MOST RECENTLY FROM Q13>? [SA]

- 1 - Very dissatisfied 01
- 2..... 02
- 3..... 03
- 4..... 04
- 5 - Very satisfied..... 05

Code	Route
01	
02	
03	
04	
05	

Q16 Thinking about your most recent visit TO <INSERT AREA VISITED MOST RECENTLY FROM Q13> did you, or those under your care, feel safe at all times? [SA]

Yes.....
 No.....
 Unsure.....

Code	Route
1	Q18
2	Q17
3	Q18

Q17 **ONLY ASK IF Q16=2**

Why didn't you feel safe during your most recent visit to <INSERT AREA VISITED MOST RECENTLY FROM Q13>?

Q18 Before your most recent visit to a Department of Conservation area, what sources of information did you use to find out about the area you were visiting?
Please select all that apply [MA]

Department of Conservation website.....
 Other website.....
 DOC area office or visitor/information centre in person.....
 DOC area office or visitor/information centre by phone.....
 Other visitor/information centre (e.g. i-sites) in person.....
 Other visitor/information centre (e.g. i-sites) by phone.....
 Through social media (e.g. facebook, blogs, reviews on travel sites, etc).....
 Through a smart phone application.....
 Air New Zealand or a travel agent.....
 Through personal contacts - family, friends.....
 Other (please specify).....
 I did not seek any information.....

Code	Route
01	
02	
03	
04	
05	
06	
07	
08	
09	
10	
98	
11	

Q19 **ONLY ASK IF Q12≠97**

What are your main reasons for using Department of Conservation areas for recreation?

Please select all that apply [MA]

To spend time with friends and family

To get away from it all

To improve my health

For the physical challenge

To spend time in nature or enjoy the scenery

Other (please specify)

Code	Route
01	
02	
03	
04	
05	
98	

Q20 What are the main reasons that prevent you from using Department of Conservation areas for recreation more often?

Please select all that apply [MA]

I don't have enough time (e.g. too many work or family commitments)

I don't have anyone to go with

I'm not physically able or not fit enough

I don't have the right skills

It's too difficult for me to get to a DOC recreation area

Other (please specify)

Code	Route
01	
02	
03	
04	
05	
98	

Q21 Have you done any of the following in the **last three years?**

[MA EXCEPT 4]

Stayed at a DOC campsite

Stayed at a DOC hut, lodge or house where you have needed to pay fees to stay.....

Been to a DOC Visitors Centre

None of the above

Code	Route
1	
2	
3	
4	Q23

Q22

Have you done any of the following in the **last 12 months**?

Please select all that apply [MA EXCEPT 4]

Stayed at a DOC campsite

Stayed at a DOC hut, lodge or house

Been to a DOC Visitors Centre.....

None of the above.....

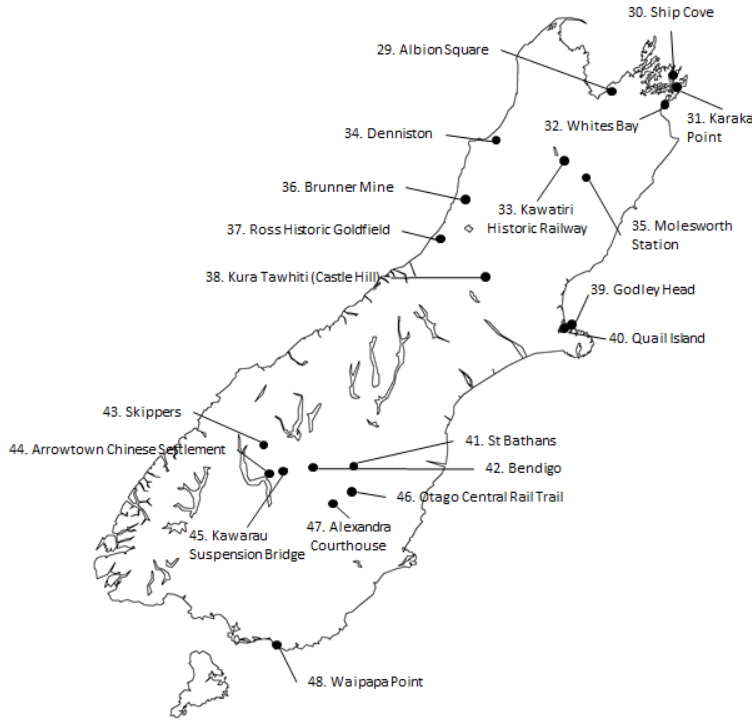
Code	Route
1	
2	
3	
4	

Flagstaff Hill.....	06	
Ruapekapeka Pa.....	07	
Arai Te Uru (South Head, Hokianga Harbour).....	08	
Bream Head.....	09	
Kawau Island	10	
Tiritiri Matangi Island	11	
Stony Batter (on Waiheke Island)	12	
Fort Takapuna	13	
Maungauika / North Head Historic Reserve	14	
Motuihe Island	15	
Broken Hills	16	
Kauaeranga Valley.....	17	
Karangahake Gorge and Historic Gold Mine.....	18	
Waitawheta Tramway.....	19	
Central and Lower North Island		
Pureora Timber Trail	20	
Pukerangiora Pa	21	
Dawson Falls Power Station.....	22	
Bridge to Nowhere, Whanganui River	23	
Cooks landing site (in Gisborne)	24	
Ohakune Old Coach Road	25	
Otatara Pa	26	
Matiu Somes Island.....	27	
Old Government Buildings	28	
Have not visited any historic sites in the North Island administered by DOC in the past 12 months.....	97	(If Q24a & Q24b =097) Q27
If you have visited another historic site/s in the North Island administered by DOC in the past 12 months, please specify this site/s here:	96	

Q24b

SHOW 98 BEFORE 97

The following is a list of many of the historic sites in the South Island 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**. [MA]



Upper and Central South Island

Albion Square (in Nelson)	29
Ship Cove, Marlborough Sounds	30
Karaka Point	31
Whites Bay	32
Kawatiri Historic Railway.....	33
Denniston (incline, walks & mine experience).....	34
Molesworth Station	35
Brunner Mine	36
Ross Historic Goldfield	37
Kura Tawhiti (Castle Hill).....	38
Godley Head	39

Quail Island.....	40	
Lower South Island		
St Bathans	41	
Bendigo	42	
Skippers.....	43	
Arrowtown Chinese Settlement.....	44	
Kawarau Suspension Bridge.....	45	
Otago Central Rail Trail	46	
Alexandra Courthouse	47	
Waipapa Point.....	48	
Have not visited any historic sites in the South Island administered by DOC in the past 12 months.....	97	(If Q24a & Q24b =097) Q27
If you have visited another historic site/s in the South Island administered by DOC in the past 12 months, please specify this site/s here:	98	

Q25 **SOI**

Which one of these sites did you visit most recently? [SA]

SHOW THOSE SELECTED AT Q24A/ Q24B.

FOR THOSE WHO ONLY SELECTED ONE AREA PLEASE AUTOCODE RESPONSE FROM Q24A AND Q24B AND GO TO Q26

Q26 **OPINION QUESTION DO NOT FORCE**

How satisfied were you with the **heritage experience** at <INSERT AREA VISITED MOST RECENTLY FROM Q25>? [SA]

	Code	Route
1 - Very dissatisfied	01	
2.....	02	
3.....	03	
4.....	04	
5 - Very satisfied.....	05	

Q27 **SHOW SCALE IN REVERSE ON SCREEN**

Overall how favourable or unfavourable is your opinion of the Department of Conservation? [SA]

Very unfavourable.....

Somewhat unfavourable.....

Somewhat favourable.....

Very favourable.....

I don't know enough to have an opinion

Code	Route
01	Q28a
02	Q28a
03	Q28b
04	Q28b
05	Q29

ASK Q28a if Q27 = 1 or 2 (Unfavourable)

Q28a For what reasons do you have a <INSERT WORDING FROM **Q27**> view of the Department of Conservation?

ASK Q28b if Q27 = 3 or 4 (Favourable)

Q28b For what reasons do you have a <INSERT WORDING FROM **Q27**> view of the Department of Conservation?

Introduced Species

Q29 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? [SA]

RANDOMISE		1 - Not really a threat at all	2	3	4	5 - A very serious threat	Don't know
A	Rats	1	2	3	4	5	6
B	Mice	1	2	3	4	5	6
C	Stoats	1	2	3	4	5	6
D	Possums	1	2	3	4	5	6
E	Deer	1	2	3	4	5	6
F	Domestic cats	1	2	3	4	5	6
G	Wild/feral cats	1	2	3	4	5	6
H	Didymo	1	2	3	4	5	6
I	Kauri dieback fungus (also known as PTA)	1	2	3	4	5	6
J	Introduced freshwater fish (other than salmon or trout, such as Koi Carp and catfish)	1	2	3	4	5	6

Q30 There are a number of ways that species that are 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. [SA]

RANDOMISE		Should never be used in any circumstances	Should only be used as a last resort	Am reasonably comfortable with this method as long as appropriate controls are in place	Have no concerns at all about this method	Don't know
A	Hunting	1	2	3	4	5

B	Trapping	1	2	3	4	5
C	Poison bait laid by hand	1	2	3	4	5
D	Poison bait spread by aircraft	1	2	3	4	5

Demographics

Q31	Which of the following represents your household's income per year before tax? [SA]	Code	Route
	Up to \$40,000	01	
	\$40,001-\$60,000	02	
	\$60,001-\$100,000	03	
	\$100,000+	04	
	Prefer not to say	97	

Q32	Which of the following categories best matches your occupation? [SA]	Code	Route
	Managers	01	
	Professionals	02	
	Technicians and Trades Workers	03	
	Community and Personal Service Workers	04	
	Clerical and Administrative Workers	05	
	Sales Workers	06	
	Machinery Operators and Drivers	07	
	Labourers	08	
	Retired	09	
	Student	10	
	Home Duties (e.g. child care)	11	
	Other Beneficiary	12	
	Prefer not to say.....	97	

Q33 Which of the following best describes your household? [SA]

Living on your own

Living with parents

Share with flatmates

Live with spouse/partner, no children

Live with spouse/partner and children

On your own with children

Other (please specify)

Code	Route
01	Q35
02	Q35
03	Q35
04	Q35
05	Q34
06	Q34
98	Q35

Q34 **ASK IF Q33=5 OR 6**

Which of the following describes the children who usually live in your household?
Please select all that apply[MA]

Pre-school

Aged 5-12 years

Aged 13-17 years

Code	Route
01	
02	
03	

Q35 What ethnic groups do you belong to?

Please select all that apply[MA]

New Zealand European

Māori

Samoan

Cook Island Māori

Tongan

Niuean

Asian

Indian

Other (please specify)

Prefer not to say

Code	Route
01	
02	
03	
04	
05	
06	
07	
08	
98	
97	

Q36 It is likely that more in-depth research will be carried out on this topic in the future. Are you willing to provide your contact details so that either Ipsos or the Department of Conservation are able to contact you and invite you to take part in further research?

Please note: providing your contact details does not put you under any obligation to participate.

If you are happy to be contacted then your details will be passed on to the Department of Conservation alongside your survey responses so that we can contact people based on their attitudes and experiences (e.g. those who have walked one of New Zealand's great walks in the last three years or those who have visited a DOC Visitor Centre).

If you would rather not be contacted about further research then your answers will remain confidential and you can still enter the prize draw by selecting the option below. [MA except 3]

Please select all that apply

I am happy to be contacted for further research

I would like to go into the prize draw for an iPad Air 2 worth \$750

I do not want to be contacted for further research nor entered into the prize draw

Code	Route
1	
2	
3	

Q37 **Not compulsory for online**

Online wording if Q36 = 1 only

Please provide your contact details below.

Online wording if Q36 = 1 and 2, or 2 only

Please fill in your contact details below. The winner of the **iPad Air 2 worth \$750** will be announced on the Ipsos.co.nz website on August 1st 2015.

(R1) Name:

(R2) Phone number:

(R3) Email address:
