

National Survey of New Zealanders – Attitudes, engagement, and favourability (telephone interviews only)

Report prepared for: Department of Conservation

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Date: July 2013

Reference: 109104784

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Summary of findings

Overall, conservation is seen as an important issue for those participating in the survey – with 78% saying that conservation is important to them personally. Importance of conservation increases with age, 81% of those aged 55 and over saying conservation is important to them personally.

Conservation is only one issue among many that warrants attention – when asked how important conservation is relative to other issues, three in five place conservation on an equal footing with issues such as education, health, and law and order.

The current survey shows an increase in the proportion of people who have actively contributed to conservation in the last 12 months (up from 25% in 2012 to 29% in 2013). Interestingly active contributors are prevalent among those who hold an unfavourable view of DOC (Department of Conservation). This group is small (just over 3% have an unfavourable opinion of DOC) but they are *more likely* than average to have made an active contribution to conservation in the last twelve months (40% of those with an unfavourable view have undertaken conservation activities in the past 12 months).

Among all those surveyed, almost three in four (72%) hold a favourable opinion of DOC. The proportion with a favourable opinion has increased since 2012 – when 67% had a favourable opinion. The increase in favourability appears to have occurred outside of the main urban centres – respondents in rural areas increased their favourability rating from 63% in 2012 to 70% in 2013.

Only 3% hold an unfavourable opinion of DOC. It should be noted that a quarter (25%) of respondents did not feel they have enough information to be able to commit to an opinion about DOC, females are more likely to be in this category.

There are several groups that tend to be less engaged in conservation *and* are less likely than average to hold a positive opinion of DOC. These groups include:

- Those aged under 25 years;
- Those who have not visited a DOC area in the last 12 months;
- Those who live in the West Coast conservancy.

Respondents from households with an annual income of over \$60,000 are more likely to view conservation as important and are more likely to view DOC favourably.

Background and methodology

In 2013 the Department of Conservation (DOC) undertook their annual survey of adult New Zealanders (The National Survey), replicating research undertaken in 2011 and 2012. The National Survey replaced a variety of independent general public surveys undertaken by DOC in the past.

The research surveys the views of adult New Zealanders (those aged 18 years and over). A total of 2,293 people were interviewed in 2013. All interviews were conducted by telephone, and the sample was sourced via a random sample of people listed on the Electoral Roll. Because the attitude, engagement and favourability questions were asked across three surveys (2011, 2012 and 2013) the total sample profile table per year is sizeable and is displayed in Appendix 1.

In 2012 the research was carried out using a mix of telephone and online interviews. To provide direct comparisons with the 2013 data the 2012 results presented here are based on those who took part in telephone interviews. This means that the 2012 figures in this report differ from those reported last year.

This report focuses on the questions respondents were asked about attitudes to conservation, engagement in conservation, and how favourable people are towards DOC.

Estimated sampling errors

The following table provides estimated margins of error associated with various survey results at a total sample size level. The calculations assume simple random sampling and have been calculated at the 95% confidence level. Sub-group analyses carry higher margins of error.

Table 2: Estimated sampling errors

Survey result (%)	Margin of error associated with 2013 survey (n=2293)	Margin of error when comparing results between 2012 and 2013 (n=3885 and n=2293 respectively)
10% or 90%	+/-1.2%	+/-1.8%
20% or 80%	+/-1.6%	+/-2.1%
30% or 70%	+/-1.9%	+/-2.4%
40% or 60%	+/-2.0%	+/-2.5%
50% or 50%	+/-2.1%	+/-2.6%

All changes commented on in the written commentary of this report are statistically significant at the 95% confidence level unless otherwise stated. The following factors are reported on for statistical significance:

- Gender
- Age
- Ethnicity
- Household income
- Living area (e.g. big city/rural)
- The Conservancy area lived in

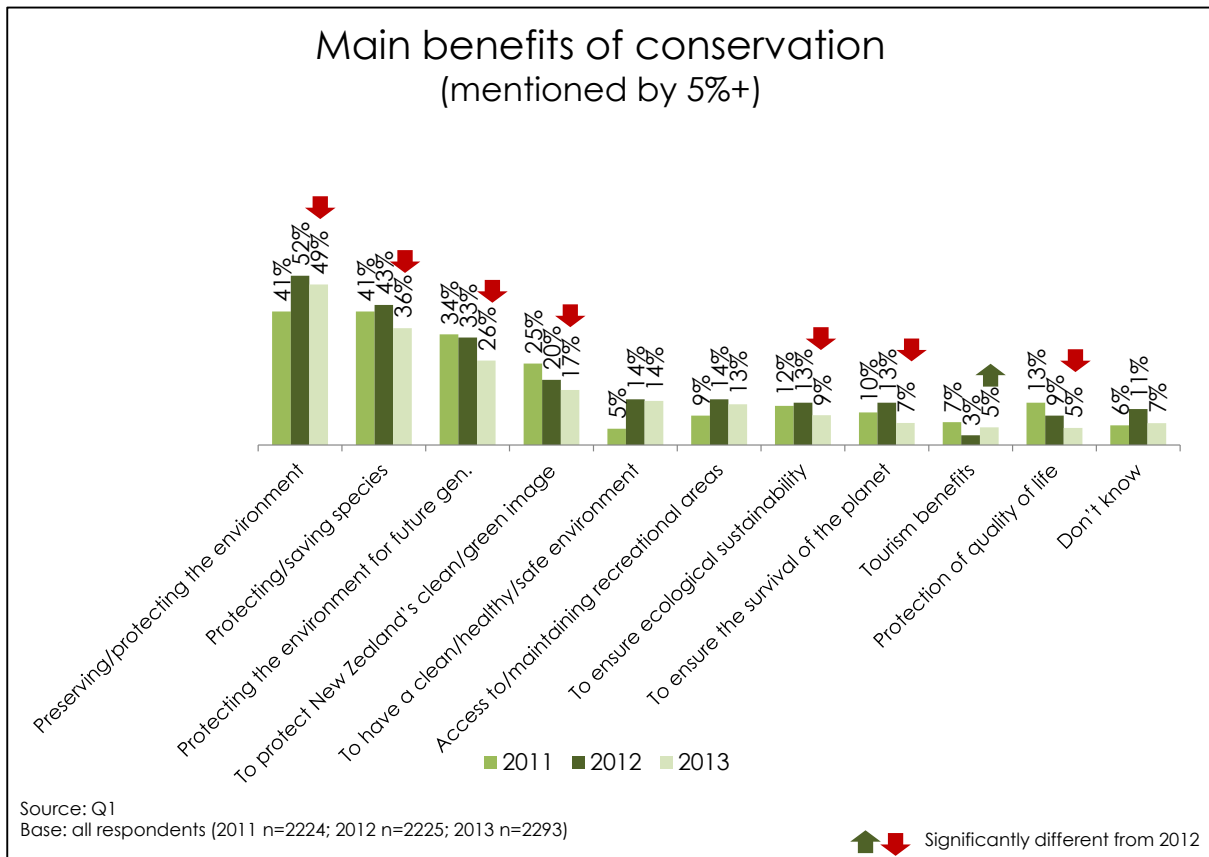
Further, all statistically significant changes between 2012 and 2013 are denoted with an arrow in the graphs. Where changes have occurred between 2012 and 2013 these are commented on in the report.

Detailed findings

Main benefits of conservation

Respondents were asked what they saw as the main benefits as conservation, and responses from this open ended question were coded into categories (no response options were read out to respondents). Figure 1 below shows the summary of responses and compares these against 2012 and 2011 figures.

Figure 1: The main benefits of conservation



The perceived benefits of conservation tend to focus on protection – of the environment, species, and New Zealand’s clean, green image. The wider goals of maintaining biodiversity or ensuring survival of the planet are less prominent – with less than one in ten mentioning those benefits.

Respondents mentioned a lower number of benefits in 2013 compared with 2012 (an average of two benefits mentioned, compared with 2.4 in 2012). This means that there are a number of categories which have lower proportions in 2013 compared with 2012, however, the ranking of perceived benefits (from most popular answer to least popular answer) is the same as 2012. The exception is ‘tourism’ which is mentioned more often in 2013 compared with 2012.

Different demographic groups answer this question in different ways. In general, those aged under 25 years old are significantly less likely to mention most benefits (with the exception of having access to recreational areas). Table 1 below outlines the significant differences for each of the main benefits of conservation.

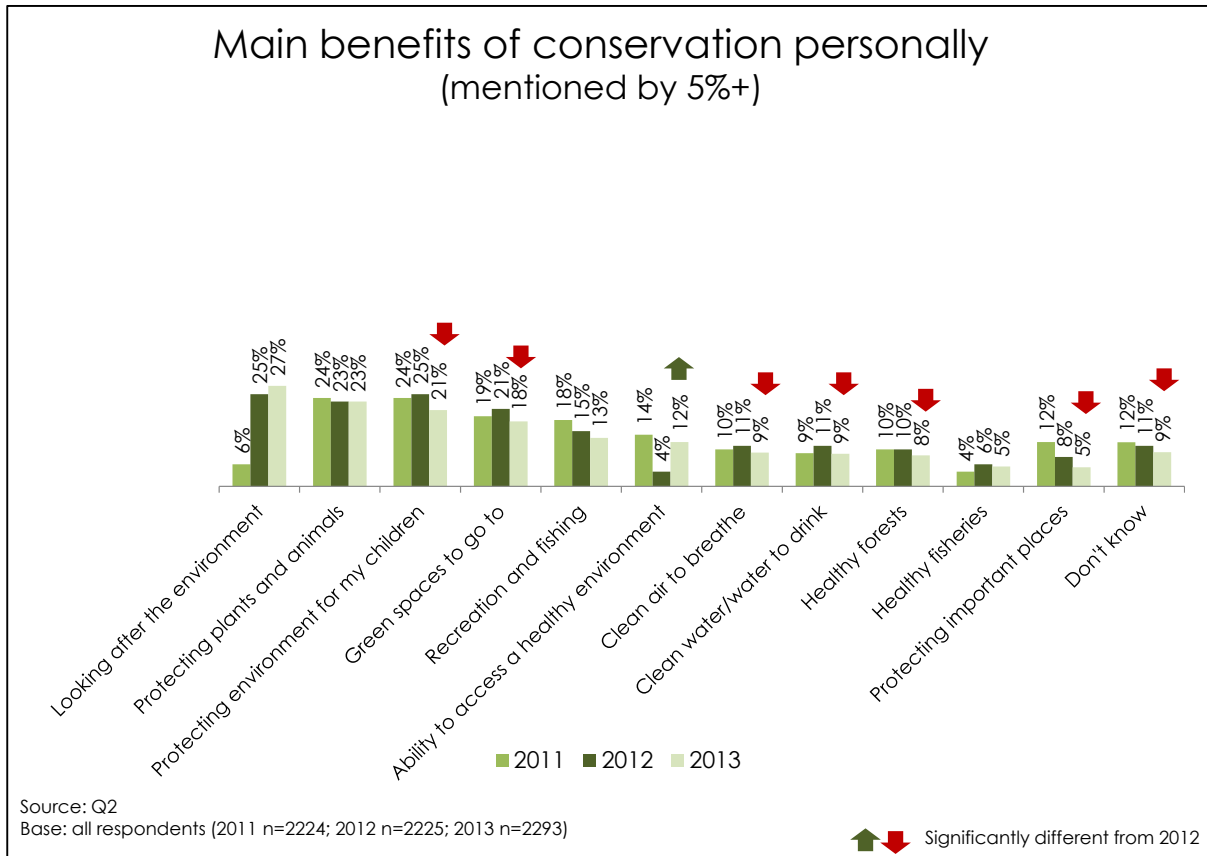
Table 1: Significant differences in main benefits of conservations

	Groups significantly more likely than average to mention each benefit:	Groups significantly less likely than average to mention each benefit:
Preserving/protecting the environment/green space/waterways/NZ (average 49%)	Aged 40-54 years (54%), income \$60,001 plus (54%), favourable view of DOC (53%), Visited DOC historic area in the last 12 months (57%)	Aged under 25 years (42%) or 25-39 years (44%), identify with Pacific ethnicity (29%), income \$40,001-\$60,000 (43%), unfavourable view of DOC (37%), live in Tongariro/Whanganui/Taranaki conservancy (41%)
Protecting/saving species/animals/plants (average 36%)	Identify with Maori ethnicity (44%), live in rural area (43%), family with kids (40%), favourable view of DOC (39%), live in Nelson/Marlborough conservancy (45%), Northland conservancy (49%), Tongariro/Whanganui/Taranaki conservancy (45%)	Aged under 25 years (30%), identify with Pacific ethnicity (14%)
Protecting the natural environment for future generations/our children (average 26%)	Aged 25-39 years (32%), Income \$40,001-\$60,000 (31%) or \$60,001 plus (30%), live in a big city (30%), family with children (31%),	Aged under 25 years (18%), income up to \$40,000 (17%), live in a small town (21%), household without children (22%)
To protect New Zealand's clean/green image (average 17%)	Aged 55 years or older (20%), Income \$40,001-\$60,000 (22%), live in Nelson/Marlborough conservancy (23%)	Aged under 25 years (12%), live in Otago conservancy (11%)
To have a clean/healthy/safe environment/clean areas (average 14%)	Aged 55 years and older (18%), live in a big city (17%), visited a DOC historic area in the last 12 months (18%)	Aged under 25 years (8%), aged 40-54 years (10%), live in a small town (9%)
Access to/maintaining recreational areas/tracks/huts/wildlife areas (average 13%)	Aged 40-54 years (16%), visited a DOC area in last 12 months (15%), visited a DOC historic area in the last 12 months (17%), live in Nelson/Marlborough conservancy (19%) or West Coast conservancy (19%)	Aged 55 years or older (9%), not visited a DOC area in the last 12 months (8%), live in Bay of Plenty conservancy (8%) or Waikato conservancy (5%)
To ensure ecological sustainability/sustainable eco-systems/bio-diversity (average 9%)	Income up to \$40,000 (12%)	Aged under 25 years (5%)

Main benefits personally

In addition to asking about the main benefits of conservation, respondents were also asked what they saw as the main benefits of conservation to them **personally**. As with the last question, responses were recorded and coded into categories. Figure 2 below shows the summary of responses, and compares these to the 2012 and 2011 results.

Figure 2: Main benefits of conservation personally



Again protection is a key theme (looking after the environment, protecting plants and animals, protecting the environment for my children). However, when it comes to personal benefits factors like having clean spaces to go to and having recreational areas are also relatively important.

In 2013 a higher proportion described the benefit of accessing a healthy environment (compared with the equivalent proportion in 2012). There are a number of other response categories with lower proportions in 2013 (compared with 2012) including protecting the environment for children, having green spaces to go, having clean air/water, having healthy forests and protecting important places. However, the ranking of personal benefits (from most commonly mentioned to least commonly mentioned) remains broadly similar (between 2012 and 2013).

Looking at significant differences in responses by demographic group (displayed in Table 2 overleaf), those who have visited a DOC area in the last 12 months are more likely than average to mention factors around access to and availability of green spaces and recreational areas. In addition, males are more likely than females to mention factors that include recreation and fishing.

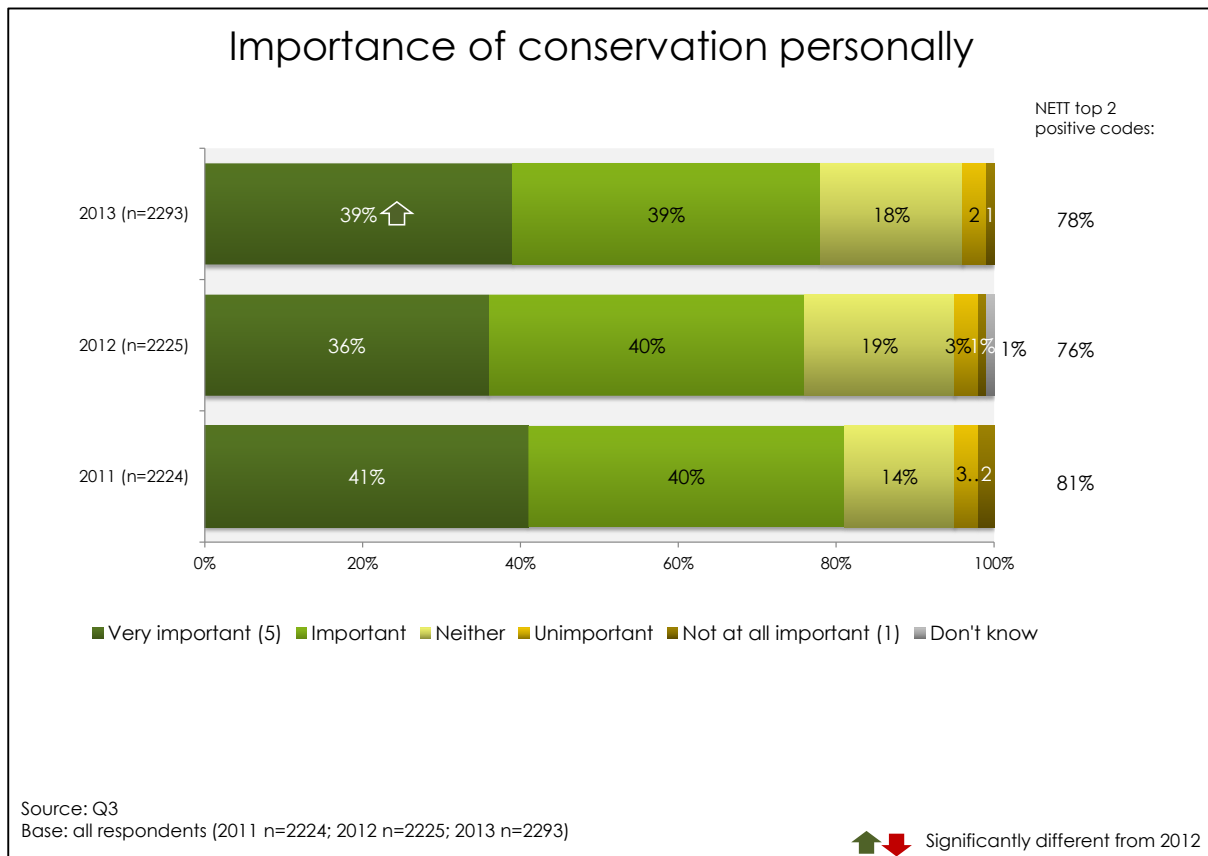
Table 2: Significant differences in the main benefits of conservation personally

	Groups significantly more likely than average to mention each benefit:	Groups significantly less likely than average to mention each benefit:
Looking after the environment/maintain a natural environment (average 27%)	Aged 40-54 years (32%),	Aged under 25 years (20%) or 25-39 years (22%)
Protecting plants and animals (average 21%)	Favourable view of DOC (24%)	
Protecting the natural environment for my children (average 21%)	Aged 25-39 years (29%), income \$60,001 plus (25%), household without children (28%)	Male (18%), aged under 25 years (13%) or 55 years and older (17%), income \$40,001+\$60,000 (16%), household without children (16%), unfavourable view of DOC (6%)
Green spaces to go to (average 18%)	Aged 25-39 years (21%), favourable view of DOC (20%), visited DOC historic area in the last 12 months (21%)	Unfavourable view of DOC (10%), not visited a DOC area in the last 12 months (14%)
Recreation and fishing (average 13%)	Male (17%), aged 25-39 years (17%), Income \$60,001 plus (16%), visited a DOC area last 12 months (16%), visited DOC historic area in the last 12 months (17%), live in Waikato conservancy (19%)	Female (10%), aged under 25 years (9%), Income up to \$40,000 (10%), not visited a DOC area in the last 12 months (7%)
Ability to access/enjoy a health environment (10%)	Aged 40-54 years (13%), income \$60,001 plus (13%), visited a DOC area in the last 12 months (12%)	Aged 55 years or older (7%), income up to \$40,000 (6%), not visited a DOC area in the last 12 months (6%), live in Northland conservancy (4%) or Waikato conservancy (4%)
Clean air to breathe (average 9%)	Aged 55 years or older (13%), income \$40,001-\$60,000 (13%)	
Clean water/water to drink (average 8%)	Aged 55 years or older (14%), income \$40,001-\$60,000 (14%)	Aged under 25 years (2%)
Healthy fisheries (average 5%)	Male (7%), identify with Maori ethnicity (9%), live in Northland conservancy (10%)	Female (4%)

Importance of conservation personally

Respondents were asked to think about conservation overall, and to rate how important it is to them personally (using a five-point scale where five is very important and one is not at all important). Figure 3 below shows the responses and compares them against the 2012 and 2011 findings.

Figure 3: Importance of conservation personally



The importance of conservation is high, with 78% saying it is either 'important' or 'very important' (4 or 5 on a five-point scale). The proportion rating conservation as either 'important' or 'very important' is lower than it was in 2011, but is broadly comparable with the 2012 finding (although the proportion that said conservation is 'very important' has increased from 36% in 2012 to 39% in 2013).

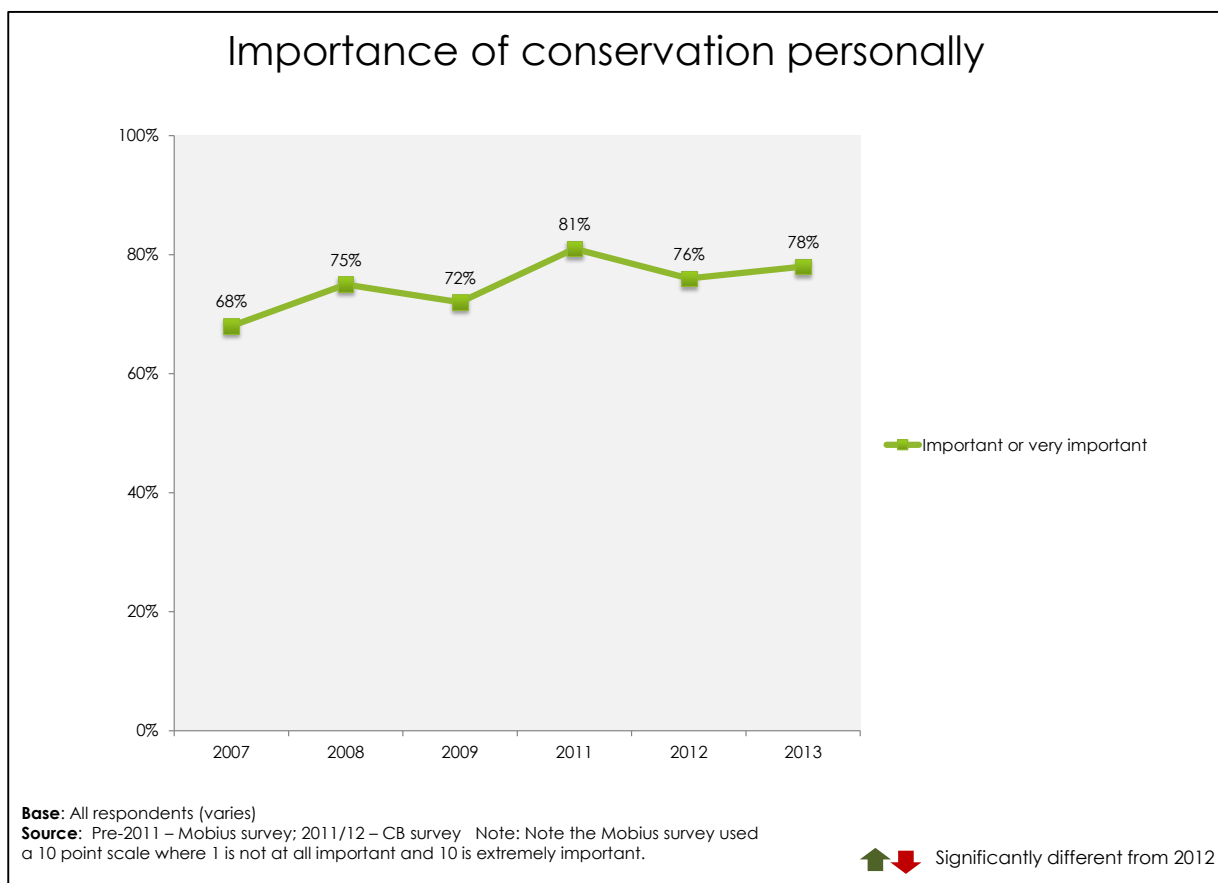
In 2013, those who are significantly more likely than average (3%) to say that conservation is **not important** to them personally are:

- Those aged under 25 years (9%);
- Those who live in a small town (6%);
- Those who have not visited a DOC area in the last 12 months (6%);
- Those who live in the West Coast conservancy (8%).

In contrast, those who are significantly more likely than average (78%) to rate conservation as **important** to them personally are:

- Those aged 40-54 years (83%) or 55 years or older (81%);
- Those with a household income \$60,001 plus per annum(82%);
- Those who have a favourable view of DOC (82%);
- Those who have visited a DOC area in the last 12 months (82%);
- Those who have visited a DOC historic area in the last 12 months (86%).

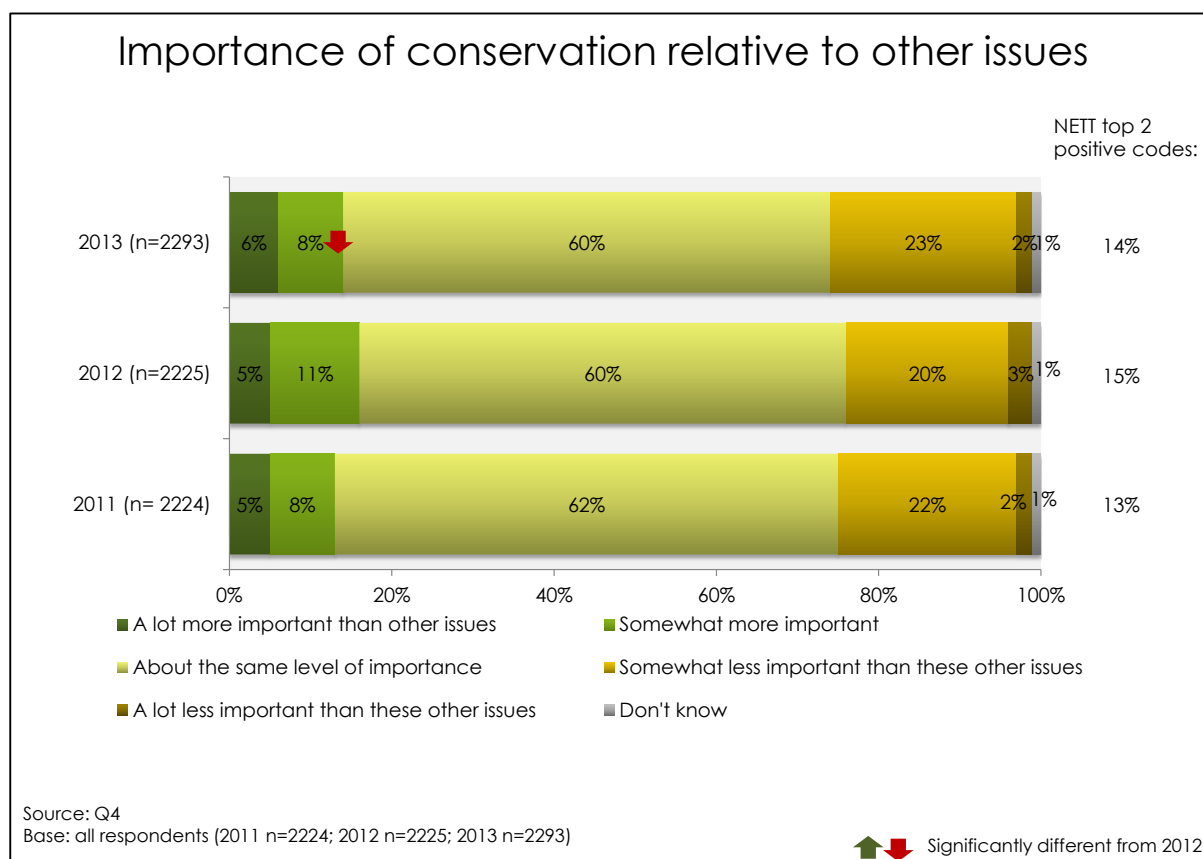
This chart shows the long-term trends in the importance of conservation across the past five years (importance appears to have peaked in 2011).



Importance of conservation compared to other issues

Respondents were asked to rate the importance of conservation in comparison to issues such as education, health, and law and order. Figure 4 below shows the summary of responses, and compares these to the 2011 and 2012 findings.

Figure 4: Importance of conservation relative to other issues



Overall the importance of conservation tends to be about the same as other issues – with around three fifths saying that conservation is about the ‘same level of importance’ as issues such as education, health, and law and order. However, in 2013 there has been a decrease in the proportion rating conservation as ‘somewhat more important’ (11% in 2012 and 8% in 2013).

Looking just at the 2013 results, those who are significantly more likely than average to say that conservation is **somewhat or a lot less important** than other issues are those who:

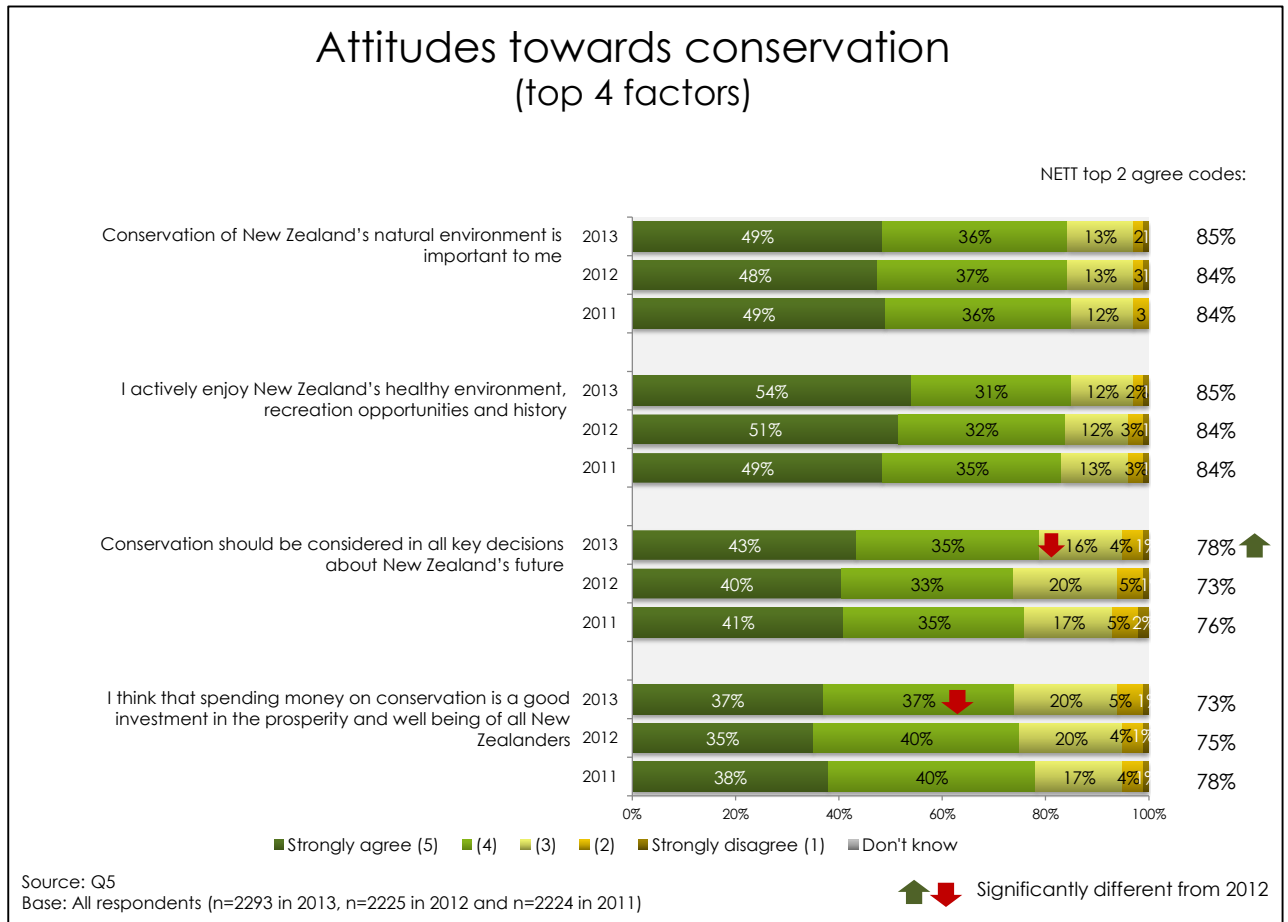
- Live in rural area (30%);
- Have an unfavourable view of DOC (40%);
- Have not visited DOC area in last 12 months (30%);
- Live in West Coast conservancy (39%).

In contrast, the only group who are significantly more likely than average to rate conservation as **somewhat or a lot more important** than these other issues are those who identify with Maori ethnicity (21%).

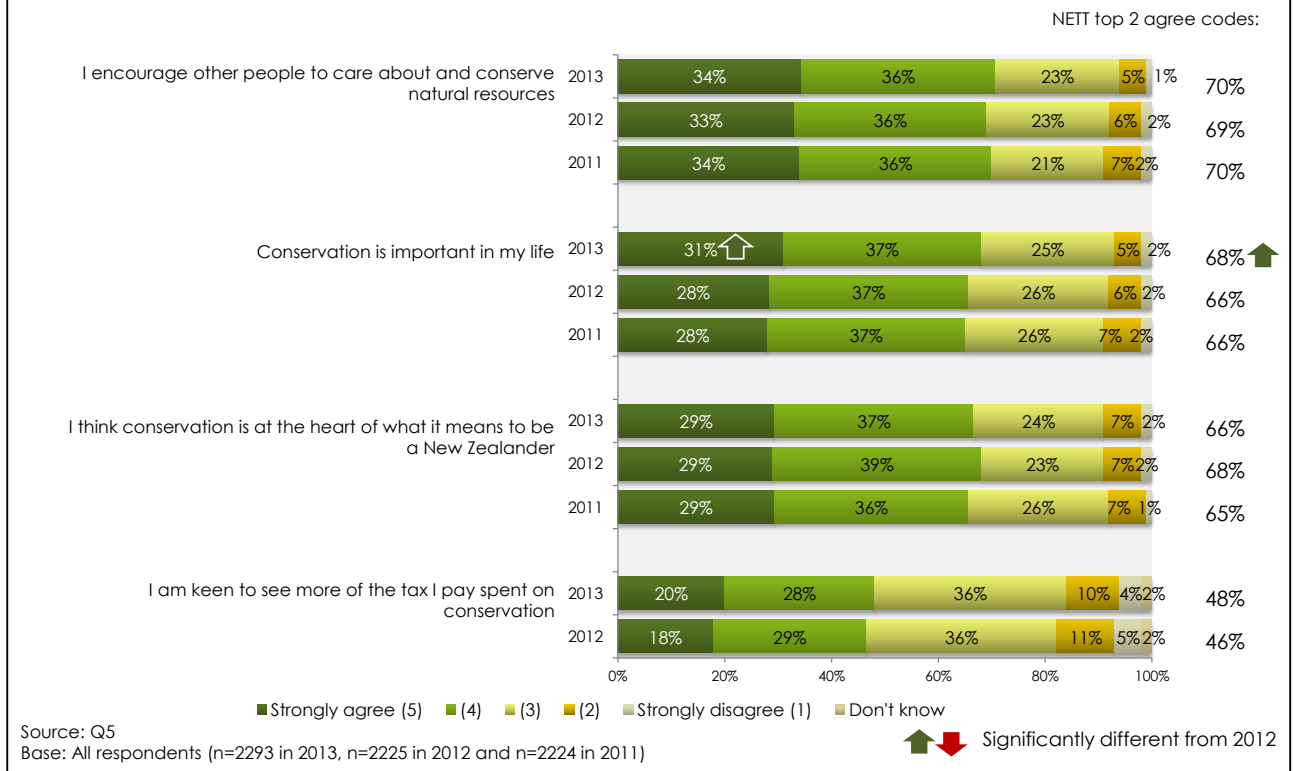
Attitudes towards conservation

Respondents were read a number of statements about conservation, and asked to rate how strongly they agree or disagree with each using a five-point scale (where one is strongly disagree and five is strongly agree). Figure 5 below shows responses to each statement, and compares these to 2012 and 2011 figures.

Figure 5: Attitudes towards conservation



Attitudes towards conservation (next 4 factors)



For the most part, conservation is seen as an important concern, at least seven in ten respondents agreed (by indicating a four or five out of five) with each of the following statements:

- Conservation of New Zealand's natural environment is important to me (85% rate four or five out of five);
- I actively enjoy New Zealand's healthy environment, recreation opportunities, and history (85%);
- Conservation should be considered in all key decisions about New Zealand's future (78%);
- I think that spending money on conservation is a good investment in the prosperity and well-being of all New Zealanders (73%);
- I encourage other people to care about and conserve natural resources (70%).

Fewer than 70% of respondents rated their agreement with each of the following as a four or five out of five:

- Conservation is important in my life (68%);
- I think conservation is at the heart of what it means to be a New Zealander (66%);
- I am keen to see more of the tax I pay spent on conservation (48%).

Two statements show a significant increase in levels of agreement between 2012 and 2013. These include the statement about 'conservation should be considered in all key decisions (73% agreed in 2012 compared with 78% in 2013), and the statement that 'conservation is important in my life' (66% in 2012 and 68% in 2013 – this difference is only just significant when taking account of decimal places that lie behind the main reported findings).

There are those who believe that spending money on conservation is an important investment for New Zealand, but do not want to see more of their tax money spent on conservation. 73% agree that spending money on conservation is an investment, but only 48% agree that they'd like to see more of their tax money spent on conservation. In total 26% of respondents agree with the former statement, but do not agree with the latter statement (either stating a 'neutral' view or 'disagreeing'). The proportion that hold this viewpoint does not significantly vary by demographic group.

There are a number of significant differences in how the attitude to conservation questions are answered by demographic group (refer to Table 3 overleaf for details). Some subgroups tend to have lower levels of agreement with the statements. The following subgroups are more likely to *disagree* with at least half of the statements:

- Those aged under 25 years;
- Those living in the West Coast conservancy;
- Those whose household income falls between \$40,001-\$60,000 per annum;
- Those who have not visited a DOC area in the last 12 months.

On the other hand, the following two subgroups tend to have higher proportions that *agree* with the statements:

- Those with a favourable view of DOC;
- Those who have visited a DOC area or historical area in the last 12 months.

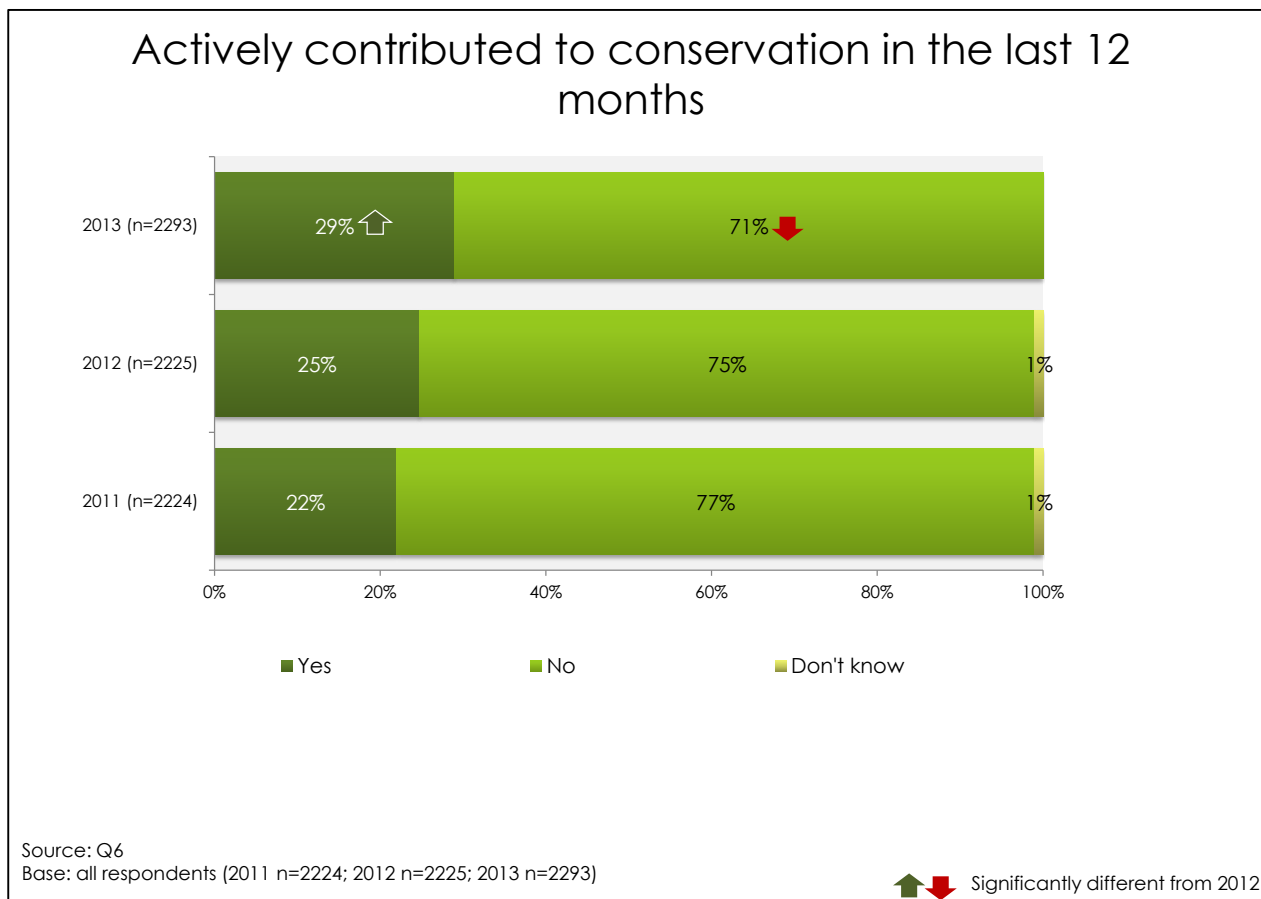
Table 3: Significant differences in agreement to conservation statements

	Groups significantly more likely to agree with each statement:	Groups significantly more likely to disagree with each statement:
I think that spending money on conservation is a good investment in the prosperity and well-being of all New Zealanders.	Identify with Maori ethnicity (83%), favourable view of DOC (78%), visited a DOC area in the last 12 months (77%), visited DOC historical area in the last 12 months (80%)	Aged under 25 years (10%), income \$40,001-\$60,000 (10%), unfavourable view of DOC (21%), not visited DOC area in last 12 months (10%), live in West Coast conservancy (16%)
I think conservation is at the heart of what it means to be a New Zealander	Favourable view of DOC (70%), visited a DOC area in the last 12 months (70%), visited a DOC historical area in the last 12 months (77%)	Live in a small town (12%), unfavourable view of DOC (23%), not visited a DOC area in the last 12 months (13%), Live in West Coast conservancy (19%)
Conservation of New Zealand's natural environment is important to me	Income \$60,001 plus (87%), favourable view of DOC (88%), visited a DOC area in the last 12 months (88%), visited a DOC historical area in the last 12 months (89%)	Aged under 25 years (7%), identify with Maori ethnicity (7%), not visited a DOC area in last 12 months (6%), live in West Coast conservancy (7%)
I encourage other people to care about and conserve natural resources	Aged 55 years or older (75%), income up to \$40,000 (77%), live in a small town (75%), visited a DOC historical area in the last 12 months (75%), live in Bay of Plenty conservancy (79%)	Aged under 25 years (10%), aged 25-39 years (10%), not visited a DOC area in the last 12 months (10%), live in West Coast conservancy (13%)
I actively enjoy New Zealand's healthy environment, recreation opportunities and history	Favourable view of DOC (89%), visited a DOC area in the last 12 months (91%), visited a DOC historical area in the last 12 months (94%)	Aged under 25 years (7%), not visited a DOC area in the last 12 months (6%), live in Southland conservancy (5%)
Conservation is important in my life	Aged 55 years or older (73%), favourable view of DOC (72%), visited a DOC area in the last 12 months (74%), visited a DOC historical area in the last 12 months (77%), live in Northland conservancy (77%)	Aged under 25 years (14%), income \$40,001-\$60,000 (10%), not visited a DOC area in the last 12 months (12%), live in West Coast conservancy (12%)
Conservation should be considered in all key decisions about New Zealand's future	Identify with Maori ethnicity (85%), favourable view of DOC (81%), visited a DOC area in the last 12 months (81%), visited a DOC historical area in the last 12 months (83%)	Aged under 25 years (9%), identify with Maori ethnicity (9%), income \$40,001-\$60,000 (8%), unfavourable view of DOC (13%), not visited a DOC area in the last 12 months (8%), live in West Coast conservancy (15%)
I am keen to see more of the tax I pay spent on conservation	Identify with Maori ethnicity (61%), visited a DOC area in the last 12 months (52%), visited a DOC historical area in the last 12 months (55%)	Income \$40,001-\$60,000 (21%), unfavourable view of DOC (40%), not visited a DOC area in the last 12 months (20%), live in West Coast conservancy (37%)

Active contribution towards conservation

Respondents were asked whether they had actively contributed to conservation in the last 12 months. Respondents were given the following definition of active contribution: “taken part in a tree planting project, helped to restore a historic building, or helped build a track”. Figure 6 below shows the summary of responses, and compares these against the findings from the 2012 and 2011 surveys.

Figure 6: Actively contributed to conservation in the last 12 months



When compared to 2012 there has been a significant increase in the proportion of people saying that they've actively contributed to conservation in the last twelve months. The proportion making an active contribution increased among the following groups:

- Males (28% in 2012 vs. 34% in 2013).
- Those aged 40-54 (29% in 2012 vs. 35% in 2013).
- Those living in small towns (23% vs. 30%).
- Those living in Nelson/Marlborough (26% vs. 36%).

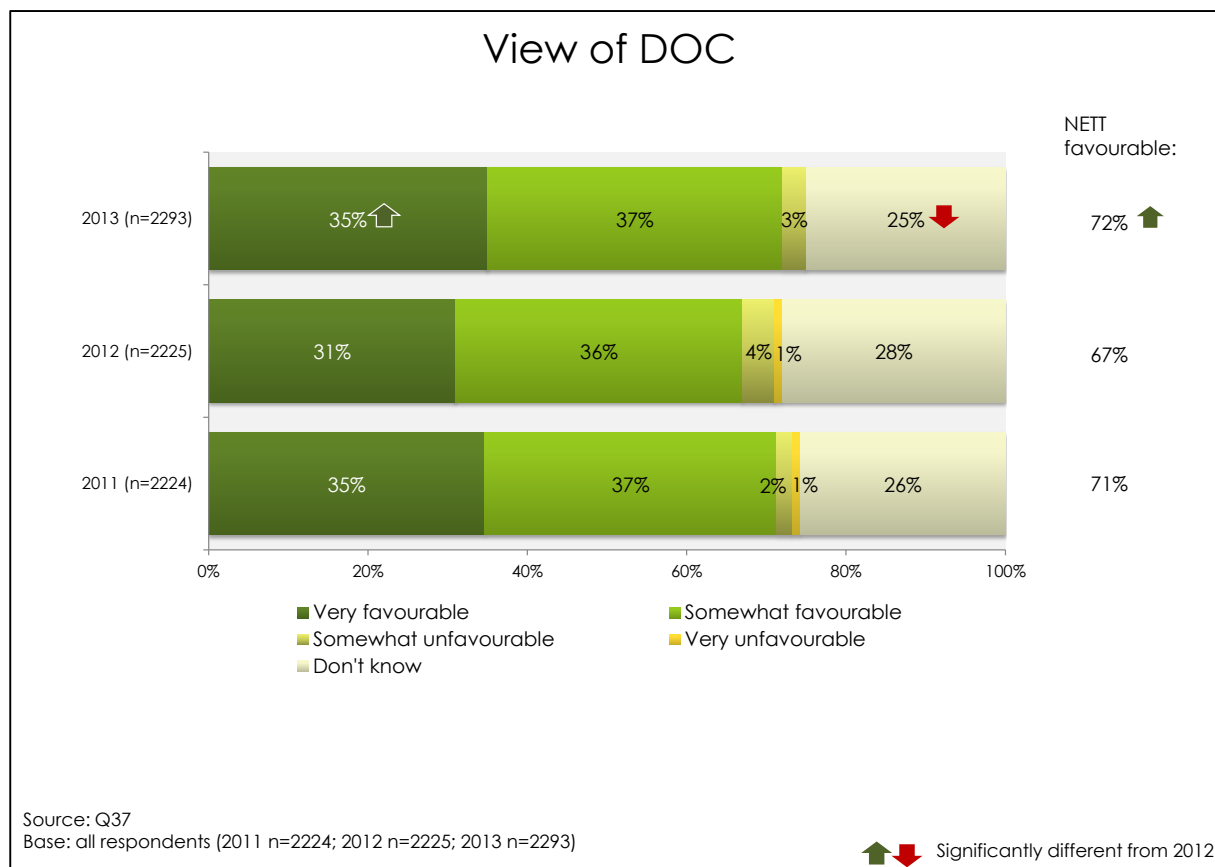
Looking at the 2013 results in isolation, there are a number of groups who are more likely than average (29%) to say that they've actively contributed to conservation in the last 12 months (some of these mirror the aforementioned groups). The following groups are more likely than average to have made an active contribution towards conservation this year:

- Males (34% say they've actively contributed to conservation in the last 12 months),
- Those aged 40-54 years (35%);
- Those who identify with Maori ethnicity (37%);
- Those who live in a rural area (37%);
- Those who have an unfavourable view of DOC (40%);
- Those who have visited a DOC area in the last 12 months (35%) or visited a DOC historical area in the last 12 months (44%);
- Those who live in the Nelson/Marlborough conservancy (36%).

Opinion of the Department of Conservation

Respondents were asked whether they had a favourable or unfavourable opinion of the Department of Conservation (they were told that if they didn't feel they knew enough about DOC to just say so). Figure 7 below shows the summary of responses, alongside responses from 2012 and 2011.

Figure 7: Favourable view of DOC



There has been a significant increase in the proportion of people saying they have a favourable opinion of DOC (from 67% to 72%). This is largely driven by an increase in the 'very favourable' category (from 31% in 2012 to 35% in 2013). The proportion who are 'unsure' has decreased (from 28% to 25%).

Areas outside of main urban centres appear to have increased their favourability rating between 2012 and 2013 – nett favourability increased in rural areas from 63% to 70%, it also increased in small cities/large towns from 66% to 73% - the increase in urban areas was less marked (72% to 75%, and in small towns favourability increased from 63% to 66%).

In 2013, several groups are significantly more likely than average (72%) to rate their opinion of DOC as very or somewhat favourable. These groups include:

- Males (76% have a favourable opinion);
- Those aged 40-54 years (78%);
- Those who have a household income of \$60,001 plus per annum (78%);
- Households with children (76%);
- Those who have visited a DOC area in the last 12 months (77%) or visited a DOC historical area in the last 12 months (78%).

By contrast, several groups are significantly more likely than average (3%) to rate their opinion of DOC as very or somewhat unfavourable. These groups include:

- Males (5%);
- Those who live in the Nelson/Marlborough conservancy (8%), the Southland conservancy (7%) or the West Coast conservancy (19%).

Interestingly, Males appear on both lists – indicating that they are more likely than average to have an opinion of DOC (i.e. less likely to say ‘don’t know’).

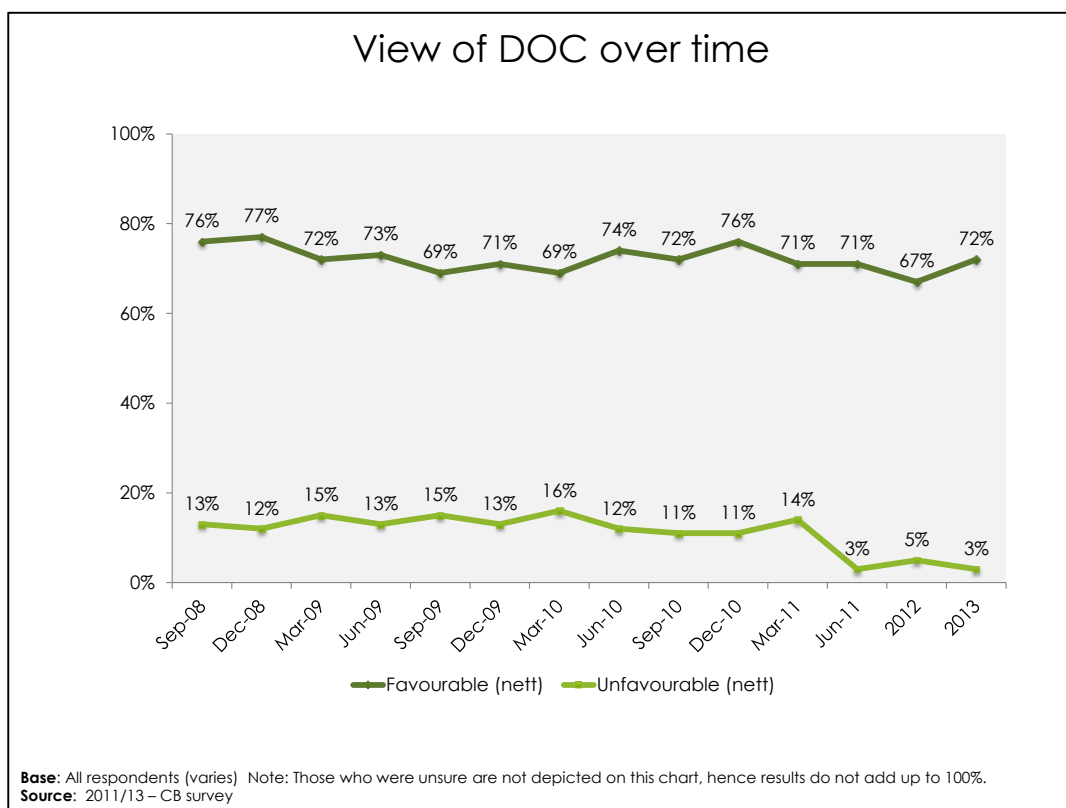
There are a number of groups that are more likely than average to say ‘don’t know’ when asked for their opinion of DOC. On average a quarter had ‘no opinion’ of DOC, this proportion is higher among some groups:

- Females (30%);
- Those aged under 25 years (42%);
- Those who identify with an Asian ethnicity (46%);
- Those with a household income of up to \$40,000 per annum;
- Those who live in a small town (29%);
- Households without children (28%);
- Those who have not visited a DOC area in the last 12 months (34%);
- Those who live in the Otago Conservancy (31%).

Of particular interest is the group of respondents aged under 25 years. As stated earlier in the report, young people are less positive about conservation generally, and they are also less positive about DOC as an organisation.

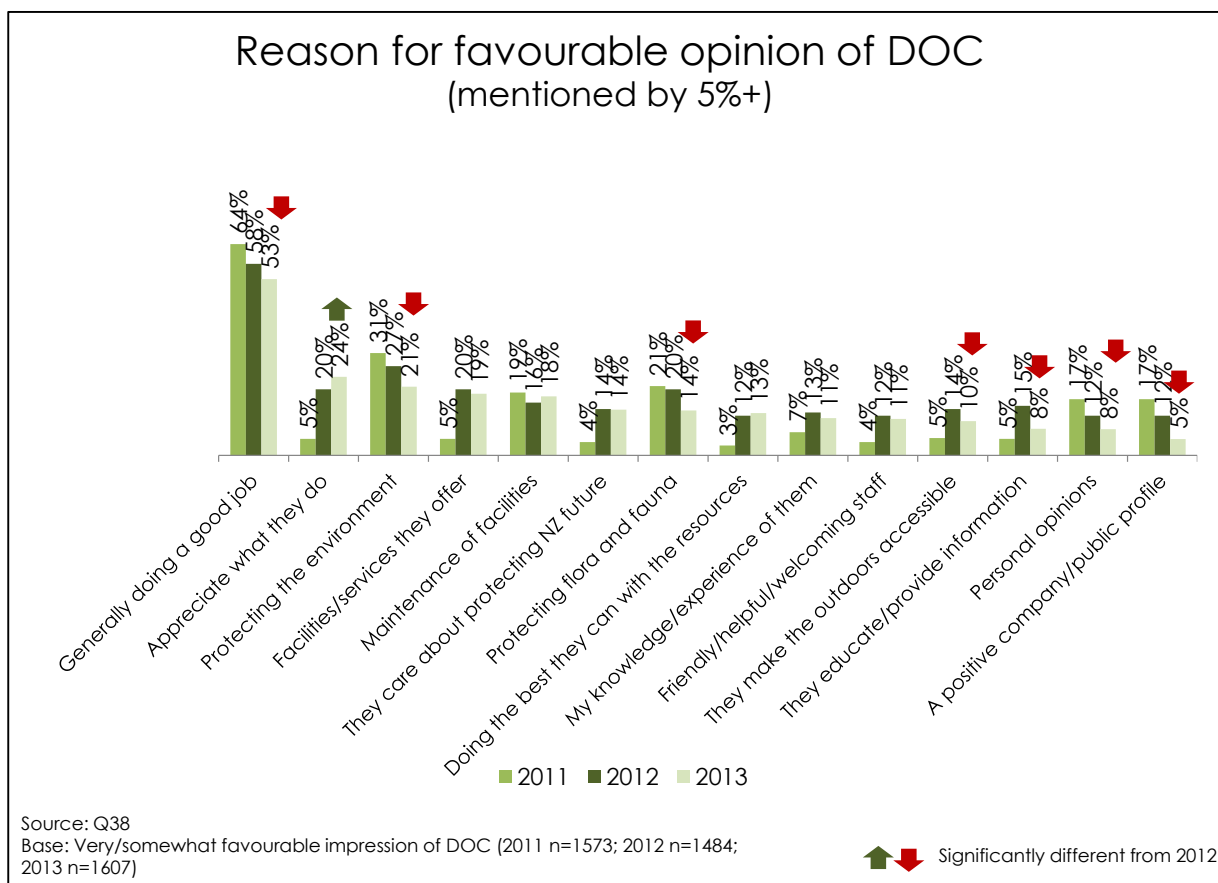
DOC have tracked overall favourability for a number of years - figure 8 shows trends in the proportion of the public that hold favourable (and unfavourable) views over time.

Figure 8: Opinion of DOC over time



Those who rated their opinion of DOC as somewhat or very favourable were asked to name the reasons behind this opinion. Responses to this question were coded into categories, and Figure 9 below shows the summary of responses (alongside the equivalent figures from 2011 and 2012).

Figure 9: Reason for favourable opinion of DOC

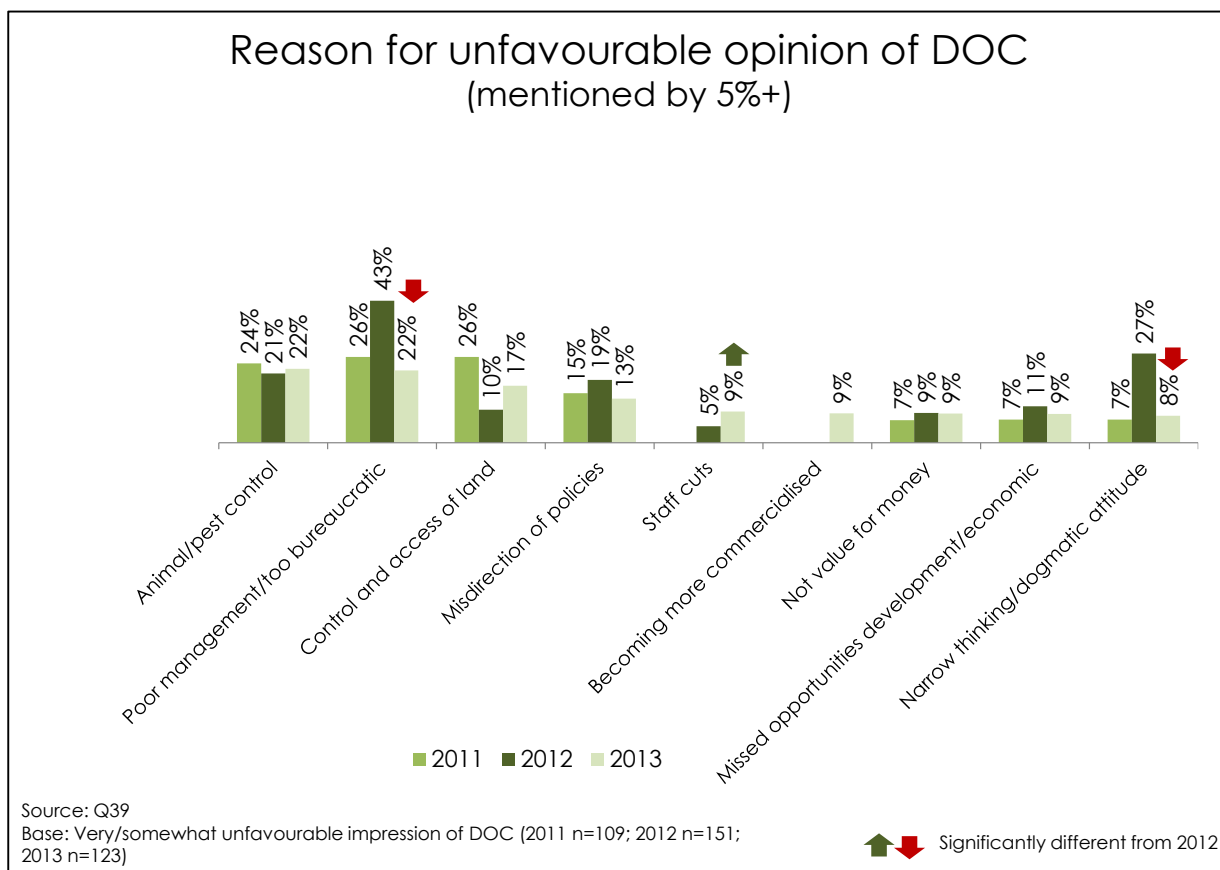


Favourable opinion is largely driven by the perception that DOC is doing a good job in general, and that their work is appreciated. For the most part, no single activity drives favourable opinion. However beyond this general sense of ‘doing well’ are mentions of the facilities and services on offer, the maintenance of facilities, and the protective role DOC plays in ensuring the conservation of New Zealand’s environment and flora and fauna.

The pattern of answers (in terms of the most popular responses and least popular responses) is similar between 2011 and 2012. Most categories have the same, or less, respondents compared with 2012, with the exception of ‘appreciate what they do’ (which has increased from 20% to 24% of those with a favourable opinion).

Those with an unfavourable opinion of DOC (either ‘somewhat’ or ‘very’ unfavourable) were asked for their reasons. The results are summarised in Figure 10 overleaf. Please treat percentage changes year-on-year with a degree of caution due to the relatively small base size (123 respondents in 2013).

Figure 10: Reasons for unfavourable opinion of DOC



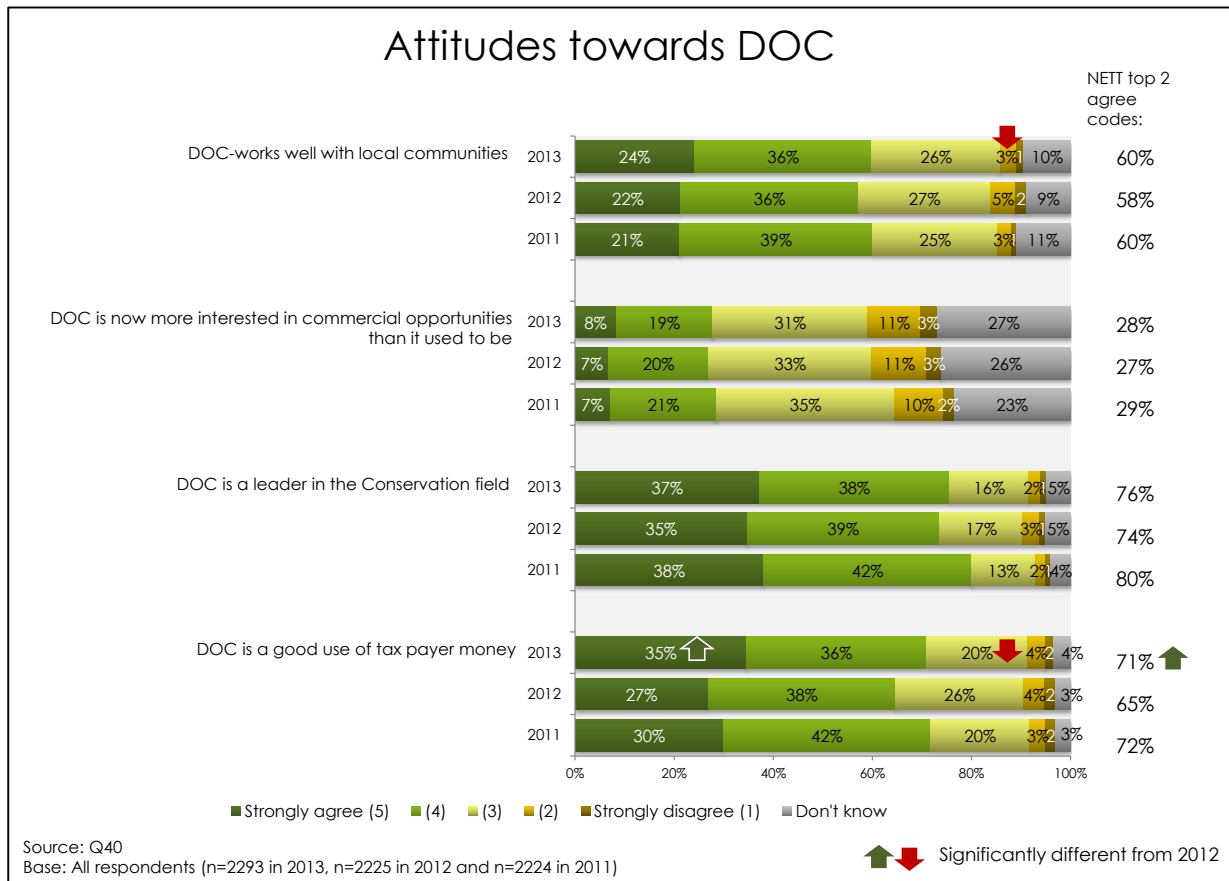
Unfavourable opinions of DOC are often related to animal or pest control and a perception of DOC having poor management / too much bureaucracy. The next most common answers relate to control of land and misdirection of policies.

In 2013 there has been an increase in the proportion describing 'staff cuts' as a reason for holding an unfavourable opinion of DOC. In 2013 there has been a decrease in the proportion describing poor management, and a decrease in the proportion who describe DOC having a dogmatic attitude.

Attitudes towards the Department of Conservation

Respondents were read a number of statements that relate to the Department of Conservation, and asked to rate how strongly they agree or disagree with each using a five-point scale (where one is strongly disagree and five is strongly agree). Figure 11 below shows responses to each statement (and compares results against the 2011 and 2012 data).

Figure 11: Attitudes towards the Department of Conservation



In 2013 there has been a significant increase in the proportion that agree that “DOC is a good use of taxpayer money” (from 65% in 2012 to 71% in 2013).

There is variation in how different groups of the population answer these questions (please refer to Table 4). In general, those who have visited a DOC area in the last 12 months are more likely than average to agree with most statements.

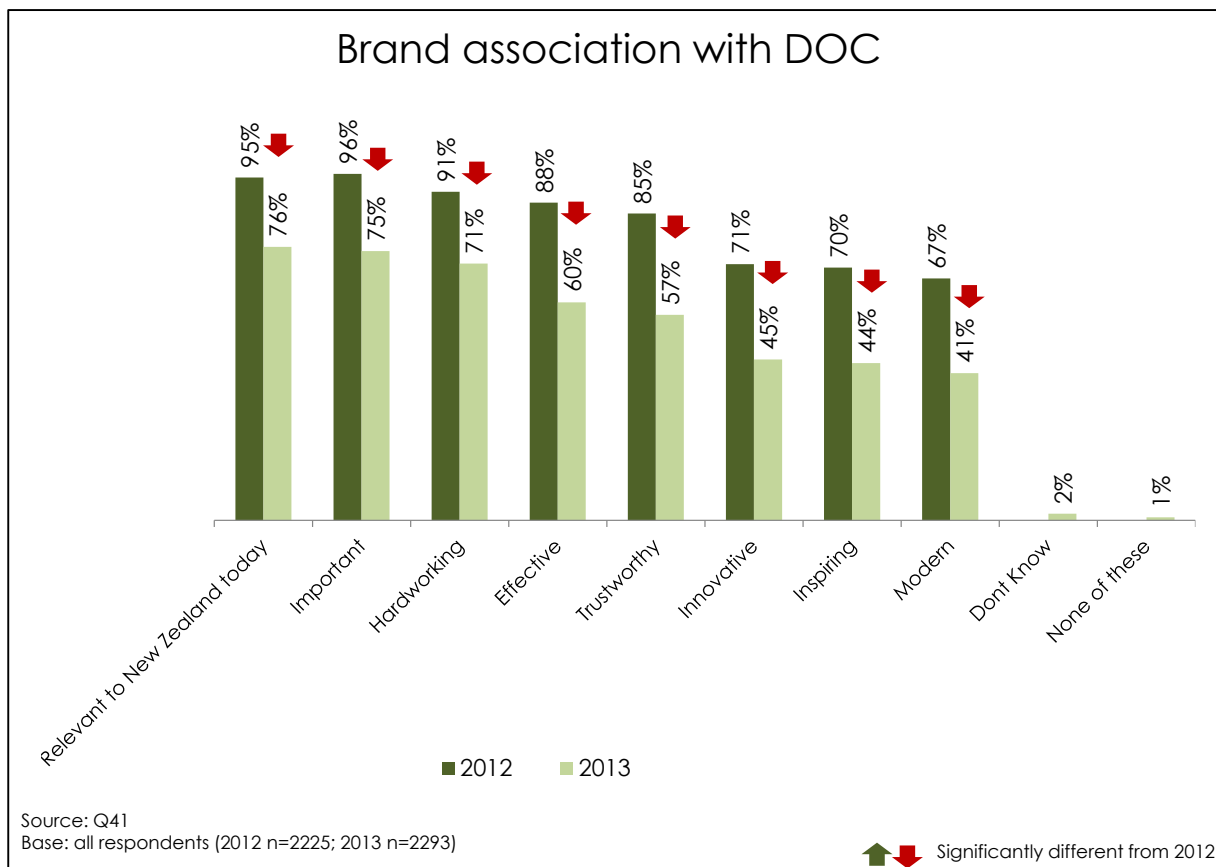
Table 4: Significant differences in agreement with statements relating to the Department of Conservation

	Groups significantly more likely to agree with each statement:	Groups significantly more likely to disagree with each statement:
DOC works well with local communities	Favourable view of DOC (65%), visited DOC area in the last 12 months (63%), visited DOC historical site in the last 12 months (65%)	Aged under 25 years (8%), live in small town (7%) or rural area (8%), unfavourable view of DOC (33%), live in West Coast conservancy (16%)
DOC is now more interested in commercial opportunities than it used to be	Male (32%), aged 55 years or older (33%), income up to \$40,000 (32%), unfavourable view of DOC (40%), visited a DOC historical area in the last 12 months (33%), live in Southland conservancy (34%) or West Coast conservancy (39%)	Income \$60,001 plus (17%), live in a rural area (20%)
DOC is a leader in the Conservation field	Income \$60,001 plus (79%), favourable view of DOC (82%), visited a DOC area in the last 12 months (79%), visited a DOC historical area in the last 12 months (82%)	Male (5%), live in a small town (6%), unfavourable view of DOC (33%), not visited a DOC area in the last 12 months (7%)
DOC is a good use of tax payer money	Income \$60,001 plus (75%), favourable view of DOC (80%), visited a DOC area in the last 12 months (76%), visited a DOC historical area in the last 12 months (77%)	Male (7%), aged 55 years or older (7%), live in a small town (8%) or rural area (8%), unfavourable view of DOC (39%), not visited a DOC area in the last 12 months (7%), live in Southland conservancy (10%) or West Coast conservancy (22%)

Brand associations

Respondents were read a number of statements and asked to select which words or phrases they believe describe the Department of Conservation. Figure 12 below shows the summary of responses alongside 2012 figures (this question was not asked in 2011).

Figure 12: Brand association with DOC



Association with all words and phrases has declined significantly since 2012. However, the ranking of answers (in terms of most frequently selected vs. least frequently selected categories) remains similar to 2011.

Table 5 overleaf shows brand associations by conservancy, with any associations significantly higher than average in green text, and significantly lower than average in red text. As the table shows, those in the West Coast conservancy have significantly lower associations with all words and phrases except for DOC being modern and innovative. Throughout the survey those in the West Coast conservancy have consistently shown lower ratings in many areas – specifically in the importance of conservation to them personally, how favourable their opinion of DOC is, and attitudes to both conservation and DOC as an organisation.

Table 5: Brand association by conservancy

	Auckland	Bay of Plenty	Canterbury	Nelson/Marlborough	Northland	Otago	Southland	Tongariro, Whanganui, Taranaki	Waikato	Wellington	West Coast
Trustworthy	58%	61%	54%	59%	61%	58%	55%	55%	51%	59%	41%
Effective	59%	65%	57%	60%	66%	67%	61%	65%	62%	60%	52%
Modern	38%	48%	35%	50%	49%	44%	49%	36%	39%	43%	43%
Inspiring	42%	54%	38%	40%	50%	51%	48%	42%	47%	42%	35%
Innovative	41%	49%	43%	45%	53%	43%	46%	47%	45%	48%	38%
Hardworking	71%	72%	68%	78%	75%	69%	66%	70%	72%	73%	61%
Relevant to New Zealand today	77%	78%	75%	74%	77%	75%	70%	72%	74%	77%	67%
Important	75%	77%	72%	77%	80%	77%	73%	74%	73%	75%	68%

Note: The figures in green denote that a particular Conservancy has a higher than average proportion answering this brand association (compared with the national figure). The figures in red have a lower than average proportion answering this brand association (compared with the national average).

Appendix 1: Total Sample Profile

The survey sample was stratified and then post-weighted to match the actual population distribution (based on 30 June 2012 population estimates obtained from Statistics New Zealand) by:

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

The sample included a minimum of 150 people in each Conservancy – to allow for Conservancy level analysis. In the total sample the Conservancy data was weighted to match the actual population distribution (based on population estimates provided by Statistics New Zealand).

Table 6: Profile of total sample

Sample profile (unweighted numbers and weighted %)		Sample Size			Distribution		
		2013 n=	2012 n=	2011 n=	2013 %	2012 %	2011 %
Total		2293	3885	1732	100%	100%	100%
Gender	Male	1109	1825	1732	49%	48%	48%
	Female	1184	2060	1882	51%	52%	52%
Age	Up to age 24	302	397	435	14%	15%	12%
	25-39	524	1014	1028	23%	28%	28%
	40-54	706	1150	1012	31%	28%	28%
	55 plus	761	1320	1120	32%	28%	31%
Ethnicity	Pakeha	2065	3406	3198	85%	83%	88%
	Maori	208	372	405	12%	11%	11%
	Pacific	32	57	99	2%	3%	3%
	Asian	50	107	152	4%	5%	4%
	Other	72	114	178	4%	3%	5%
Household income (per annum)	Income up to \$40,000	506	931	729	20%	21%	20%
	Income \$40,001 - \$60,000	393	693	591	15%	17%	16%
	Income \$60,001 plus	1123	1757	1837	52%	48%	51%
Location	Big City	513	877	1698	42%	43%	47%
	Small city/Large town	768	1326	977	25%	27%	27%
	Small town	579	1028	595	18%	18%	16%
	Rural	430	644	334	15%	12%	9%

¹ For each Conservancy the population in each age group of both males and females was calculated as a proportion of the total population. The proportions were then applied to the total sample to determine target quotas for both males and females by age group for each Conservancy.

Household type	Family with kids	917	1250	1132	41%	33%	31%
	All other households	1376	2635	2483	59%	67%	69%
Conservancy	Auckland	217	347	1156	34%	32%	32%
	Bay of Plenty	187	355	269	7%	8%	7%
	Canterbury	268	354	482	13%	13%	13%
	Nelson/Marlborough	191	352	119	3%	3%	3%
	Northland	184	358	128	3%	4%	4%
	Otago	190	356	184	5%	5%	5%
	Southland	227	359	82	2%	2%	2%
	Tongariro, Whanganui, Taranaki	171	330	278	5%	6%	8%
	Waikato	193	350	308	8%	9%	9%
	Wellington	269	378	571	18%	18%	16%
	West Coast	196	346	28	1%	1%	1%