

SURVEY OF NEW ZEALANDERS





Methodology Report 2013



nielsen
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1 BACKGROUND



1.1 INTRODUCTION

The Department of Conservation (DOC) has undertaken an annual national survey of New Zealanders since 2011. The survey asks New Zealanders about their attitudes towards, understanding of, and participation in conservation activities.

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

This report outlines the technical details of the third annual survey, the 2013 Survey of New Zealanders, including methodology, sampling, weighting and data analysis.

1.2 OBJECTIVES

The three key objectives of this research are:

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

2 RESEARCH DESIGN



2.1 A CHANGE IN METHODOLOGY

2.1.1 OVERVIEW

Previous National Surveys have been carried out using a combination of Computer Assisted Telephone Interviewing (CATI) and online surveying.

Due to the relatively expensive nature of CATI, a sequential mixed methodology was used for the 2013 survey.

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

Sampling was taken from the Electoral Roll as in previous surveys. However, in previous surveys only those who were able to be successfully matched to a phone number by Telecom were able to take part, whereas with the method used in 2013 all those on the roll were able to participate

2.1.2 BENEFITS OF THE NEW METHODOLOGY

Sequential mixed methodology (SMM) has a number of benefits.

Enhanced representativeness

Potential respondents are selected from the Electoral Roll, which allows for the inclusion of the majority of residents. It has the advantage of including the approximately 60% who are excluded from CATI methodologies, due to not having phone numbers available through telematching. It is also superior to online panels which have a limited number of panelists and only include residents who access the internet.

Consistency

The two methods (online and hardcopy) are both visual, self-administrated survey modes and thus the risk of differences in results being caused by mode of response is greatly reduced.

Quality of information

The sequential mixed methodology allows respondents to complete the survey in their own time, at their own pace and either online or hard copy according to their preference. Responses are likely to be more considered and more accurate when visual cues are able to be used (e.g. maps, place names)

Cost effectiveness

By using the sequential mixed method of offering online first and later on sending a hard copy questionnaire, the number who complete online (the more cost effective method) is maximized

Response rate

The response rate is higher using this methodology.

2.1.3 IMPACT ON TIMESERIES

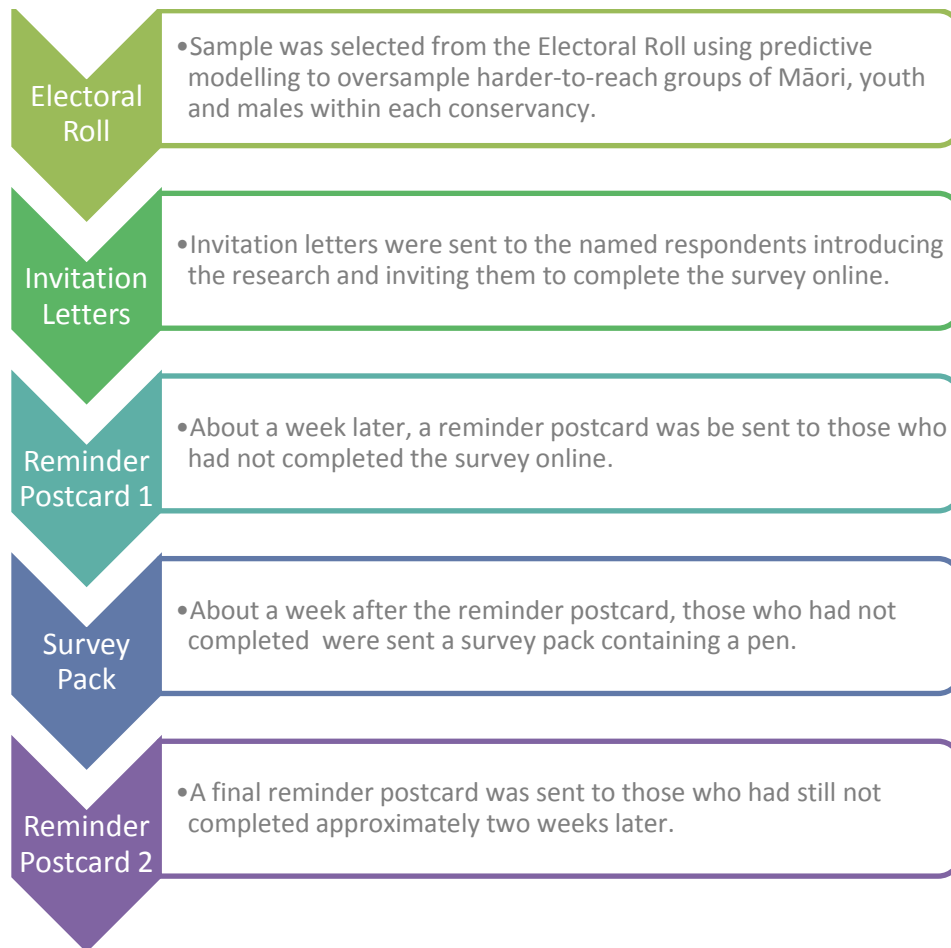
Changing from a CATI methodology to an online and self-completion methodology means the time series of the survey has been broken. This means that the results from this measure cannot be compared directly with the results from previous measures, as changes in the results may be due to the methodology changing rather than being a change in result overtime.

It was decided that the benefits of the new methodology (a higher quality sampling frame and lower cost) were worth a break in time series and that a new time series will be created from hereon.

To indicate the break in time series, we have changed the colour of trend lines and added a dotted line between bars where the methodology has changed.

2.2 THE 2013 METHODOLOGY

An overview of the 2013 National Survey methodology is shown below:



The research took place between 23 April 2013, when the first invitation letters were sent, and 4 June 2013, when the survey closed.

2.3 SAMPLE DESIGN

2.3.1 SAMPLING FRAME

The Electoral Roll records the addresses of the majority of New Zealanders aged 18 and over. Potential respondents were selected from the Roll.

Māori descent from the Electoral Roll was used to identify those with a high possibility of having Māori ethnicity, while title was used for identifying gender.

The age of the respondent was gained from the Electoral Roll data and used to identify the respondent's age group for classification and target purposes.

2.3.2 SAMPLE

The sample was a probabilistic sample of the population of the 11 conservancies.

The target sample of 4,200 was divided up among the 11 conservancies based on their proportion of the total population. Auckland was capped at 784 (+/- 3.5% margin of error) and the conservancies that were below the threshold of 270, were boosted to a target sample of 270. A summary of the target sample, achieved sample and maximum margins of error follows:

Table 2.1: Margins of Error

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

*Those conservancies whose sample size has been boosted to the minimum sample size of 270

2.3.3 QUOTAS

To ensure good representation, letters were sent out in proportion to the size of the population within each conservancy, as follows:

- Age
 - 18-24 years
 - 25-49 years
 - 50-64 years
 - 65-74 years
 - 75 years or more
- Ethnicity
 - Māori
- Gender
 - Male
 - Female
- Location
 - By conservancy.

2.3.4 POPULATION DATA

The targets were set using the most up-to-date data available from Statistics New Zealand:

- June 2012 Stats NZ Estimates – for age, gender and TA's/Regions
- June 2012 Stats NZ Projections – for ethnicity numbers

The following table outlines the total subgroup targets and achieved sample.

Table 2.2: Subgroup Targets

Quota	% of population	Target sample	Achieved sample	Maximum margin of error (95% confidence level)
Male	49%	2038	2487	+/- 2.0
Female	51%	2163	2527	+/- 2.0
18-24 years	14%	573	495	+/- 4.4
25-49 years	44%	1853	2001	+/- 2.2
50-64 years	24%	1009	1421	+/- 2.6
65-74 years	10%	430	688	+/- 3.7
75 years or more	8%	335	409	+/- 4.9
Māori	12%	509	533	+/- 4.3

2.4 QUESTIONNAIRE DESIGN

2.4.1 QUESTIONNAIRE DESIGN

The 2013 questionnaire was adapted from the 2012 with two key considerations:

1. To maintain consistency between measures – especially the questions that form part of the SOI reporting
2. To ensure the questions align with best practice for the new methodology

Two new sections were added to the questionnaire:

- Future priorities of DOC (Q39+40)
- Introduced species (Q34+35)

Other tweaks included:

- Some changes in question ordering
- Specifying the location most recently visited before the recent visit questions (Q16+28)
- Treatment of don't know response codes (see below)
- Alignment of the ethnicity question with Census wording (Q3)
- Specifying potential conservation activities respondents may have taken part in and seeking clarification on the purpose and location of the activities (Q10-13)
- Asking for information seeking success by information type rather than in general (Q20)

2.4.2 QUESTIONNAIRE PROGRAMMING

The survey was programmed in Confront (Nielsen's online survey software) and set up for hard copy completion. Great care was taken to assure consistency between the two versions wherever possible.

Usage of 'don't know' responses

In previous National Surveys the CATI interviewers did not read out the option of a 'don't know' response for each question. However, if the respondent answered that they 'don't know', this was coded.

In 2013, with the move to online and hard copy methodologies, it was felt that the number of 'don't know' responses may have dramatically increased if it had been provided as an option to each question. To avoid this, those questions that asked for an opinion did not include a 'don't know' response option. Respondents had an option to not answer these questions if they preferred (by not selecting a response on the hard copy version and the online version allowing respondents to continue without selecting a response).

A copy of the hard copy questionnaire can be found in Appendix 1.

The average length taken to complete the online survey was 25 minutes.

2.5 PRETESTING

Once the questionnaire was reviewed and set up, both online and in hard copy, pretesting was carried out.

The purpose of the pretesting was to:

- Check the conversion of the questionnaire to self-completion format (the introduction, format and wording of the questions, as well as the instructions about how to complete the questionnaire)
- Test the persuasiveness of the communications
- Provide feedback on the new questions
- Obtain feedback from respondents.

Pretests were carried out with 10 respondents across Wellington and Auckland, as shown in the table below.

Table 2.3: Pretest Respondents

Target Group	Online Pretests	Hardcopy Pretests
Māori ethnicity	2	1
Pacific Island ethnicity	1	1
Youth (18-24 year olds)	2	1
40+ males	1	1
65 years and older	-	2
Lower income	1	1
Male	2	3
Female	3	2


Following the pretesting, the questionnaire and materials were finalised using the pretesting feedback from respondents.

2.6 SURVEY MATERIALS

2.6.1 INITIAL CONTACT - INVITATION LETTER

An invitation letter, which contained a link to the online survey and provided an individual login ID and survey code, was sent to all those selected from the Electoral Roll to take part in the survey on 23 April 2013.

The letter directed respondents to an 0800 number and email address if they had any questions about the survey. Those without internet access who called the 0800 number were advised that a hard copy questionnaire would be sent.



Department of
Conservation
Te Papa Atawhai

Survey of New Zealanders

23 April 2013

Mr

Dear Mr

I would like to invite you to take part in a nationwide survey. Your feedback is very valuable and will help ensure that the voice of New Zealanders is heard in decisions made about our plants, animals and special places.

Why should I take the time to complete this survey?
It is very important that all those selected to complete the survey do so because then we can be sure the results accurately reflect the variety of New Zealanders' experiences and attitudes. Your feedback is very important even if you feel you don't know much about conservation or you hardly ever use the outdoors.

How do I benefit from taking part?
You have the opportunity to have your views heard and to influence the decisions that are made about conservation.

All those who complete the survey and provide contact details will also be entered into a prize draw for an iPad 3*.

You will be able to see the report once it is published on our website.

How was I chosen?
You have been randomly chosen from the Electoral Roll. Your answers will be confidential, and results will not be reported in a way that will allow you to be identified.

What do I need to do?
Please complete the survey by going to www.acnonline.com/conservation and entering your username and survey code provided below:

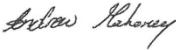
Username: 111731
Survey code: fsp

The survey will take approximately 15 - 20 minutes to complete depending on your answers

Nielsen, an independent research company, is carrying out the confidential survey on behalf of the Department of Conservation. If you have any questions, please call Nielsen's helpline 0800 400 402 or email adrienne.pointer@nielsen.com.

I would very much appreciate it if you would take the time to complete the survey.

Yours sincerely



Andrew Mahoney,
Social Science Advisor
Department of Conservation

* The winner of the 16GB iPad with Retina Display (WiFi model) will be drawn 17 of June 2013.

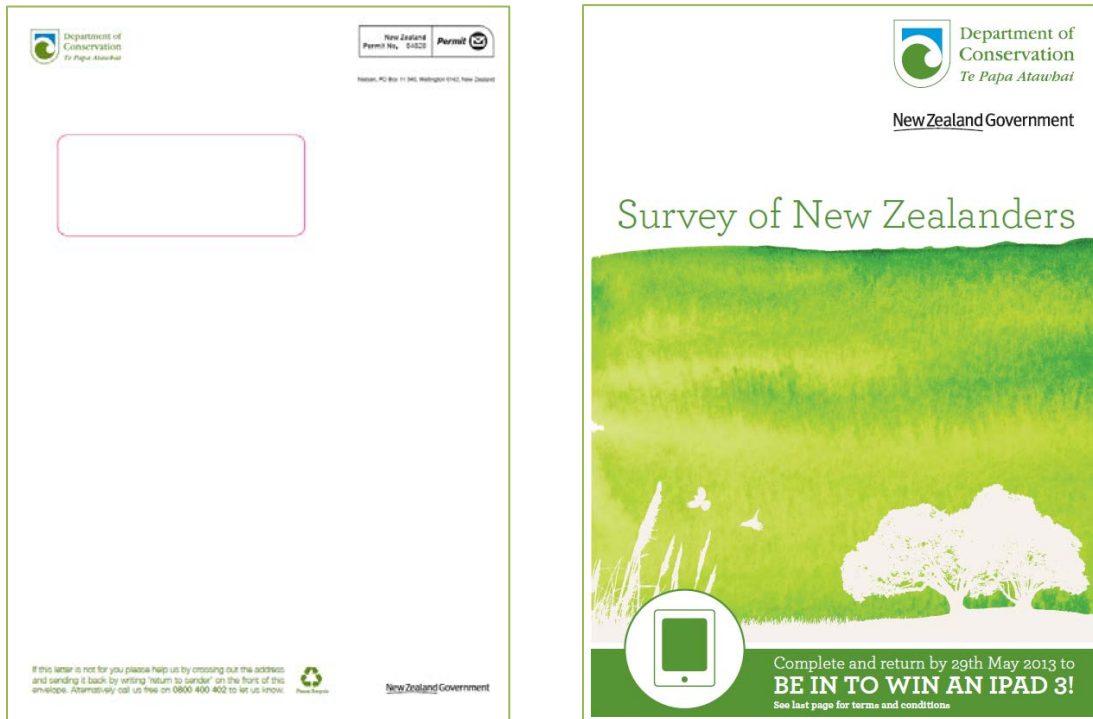
2.6.2 SECOND CONTACT - REMINDER POSTCARD

Nine days after the initial letter was sent, those who had not completed the survey, not been returned GNA (gone no address) or had not called to decline to take part, were sent a reminder postcard with their individual login details.



2.6.3 THIRD CONTACT – SURVEY PACK

After eight to ten days, those who had not yet completed the survey online were sent a survey pack with a cover letter, hard copy questionnaire, a reply paid envelope and a pen. The survey link and individual login details were repeated in the letter should the respondent prefer to complete online.



2.6.4 FINAL CONTACT – REMINDER POSTCARD 2

Eight to ten days after the survey pack was sent, those who had still not replied were sent a final reminder postcard.

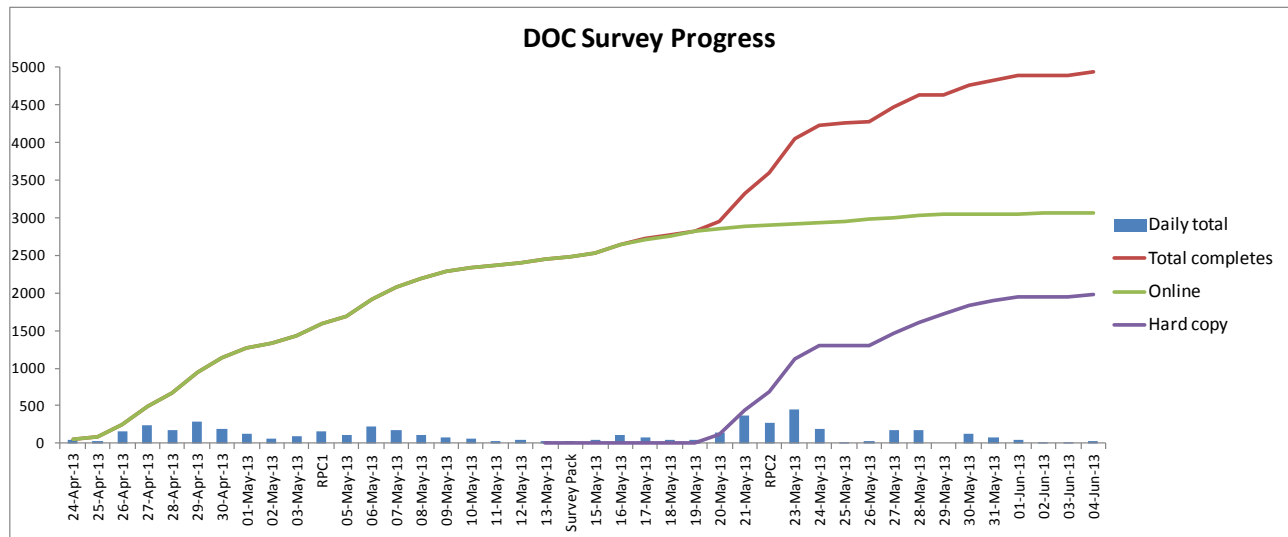


2.7 SURVEY RESPONSE

2.7.1 ONLINE VS HARD COPY

Over half (61%) of the total surveys were completed online and 39% were completed by hard copy.

The following chart shows the responses over the survey period:



2.7.2 0800 NUMBER

A 0800 number and email address (manned by Nielsen) were available for respondents throughout the survey period. Over 426 emails and calls were received during this time. The nature of the calls and emails are listed in the table below:

Table 2.4: 0800 number calls and emails

Refusals	
Health/Age reasons	43
Don't want to participate	38
Currently unavailable (e.g. on holiday, out of the country)	47
Language barrier	3
Person no longer lives at address	14
Deceased	3
Queries	
General question / query	15
Trouble using link	65
Feedback	1
Material received after completion	52
Request hard copy	136
New address	2
Other	
Insufficient information left on voicemail	7

A set of Survey FAQs was created for the 0800 number operator to assist in the response to callers' questions. A copy of the FAQs can be found in Appendix 3.

2.7.3 DATA ENTRY

Process

As completed questionnaires were returned to Nielsen's Wellington office, they were data entered directly into Confirmit, the same software programme used for the online component of the survey. Using the same software removed the chance of error in combining data sources.

The data entry team had different access to the survey tool from a survey respondent. For example, the data entry team had the ability to select 'no response' for any question where a hard copy respondent had not selected a response.

Protocols

Data entry protocols were set up to ensure consistency. These protocols included:

- Q3 Ethnicity - Multiple answers are valid
- Other specify – type in exactly as written
- Q9, 20, 32, 34 and 35 Grid questions – if more than one answer selected for each statement, alternate choices – i.e. choose first number on line first time, then second number next time etc.
- Q17 Main activity undertaken – if more than one answer was selected for this question then the response was entered as “no response”
- Q24 Consideration of activities – Typo on hard copy questionnaire, “Don't know” should be entered as “Maybe”
- Q42 Number of children – any indication there are no children, enter 0 (e.g. dash, cross, NA etc)
- Record any comments which are not part of Other specify, in the comments box at the end of the questionnaire, remembering to include the relevant question number.

Quality Control

As part of Nielsen's quality control processes, 10% of data entered surveys were verified.

2.7.4 DATA CLEANING

Once the hard copy questionnaires had been data entered, a series of data checks were carried out as part of the quality control procedure. During this process, the following edits were carried out:

- 37 surveys were removed where respondents had completed both online and in hard copy (online version was kept)
- Gender was added for 39 respondents who had left this question blank. This was added using their title from the Electoral Roll (29 respondents) and through name assessment (10 respondents)
- Age from the Electoral Roll was added for the 9 respondents who left this question blank
- Conservancy was added for 21 respondents who left this question blank or did not provide enough detail by using their postal address from the Electoral Roll.
- Where ethnicity was not recorded (n=9) respondents were assigned to being Māori or non-Māori for weighting purposes. 1 respondent was assigned to Māori and the remaining 8 to non-Māori.

2.7.5 RESPONSE RATE

To calculate response rate, every individual sent an invitation to complete the survey was tracked and the outcome of the invitation carefully recorded.

By entry into Confirmit, Nielsen traced which of the letters, postcards or questionnaire packs were returned as 'gone no address.' Any telephone or email notification of refusal to participate was logged into the 0800 number call log. This log also recorded notification from third parties that the nominated respondent was not available or capable to complete the survey due to age, language issues, health reasons, death or other disabilities. Every effort was made to remove any respondent from subsequent communications.

The **return rate** is calculated as follows:

Completed surveys / total number of invitations mailed out (excluding GNAs and ineligible) x 100

Ineligibles are defined as those who are unable to participate due to age, language issues, health or other disabilities.

The **response rate** is also calculated. This applies the same proportion of ineligibles as those we have heard back from to those we have not (i.e. the 6343 "Unknown"). This therefore assumes that there will be the same number of ineligibles (deceased, moved etc.) in the group we did not hear from as is in the group we did hear back from.

The table below outlines response for the total sample.

Table 2.5 Response rate for total sample

Category	n
Deceased	13
Out Of Region	0
GNA	560
Language	4
Unavailable	180
Health/Age	74
Total ineligibles	831
Refused	155
Incomplete	157
Unknown - Mailed Out, No Info	6343
Total "refusals"	6655
On Line Completes	3077
Off Line Completes	1937
Completes	5014
Mail Outs	12500
Return Rate	43.0%
Response Rate	46.4%

The table below outlines response for each conservancy.

Table 2.6 Response rate for each conservancy (n)

	Northland	Auckland	Waikato	East Coast / Bay of Plenty	Tongariro / Whanganui / Taranaki	Wellington / Hawkes Bay	Nelson / Marlborough	West Coast	Canterbury	Otago	Southland
Deceased	0	2	0	3	4	1	0	0	1	2	0
Out Of Region	0	0	0	0	0	0	0	0	0	0	0
GNA	48	100	43	44	32	93	36	31	67	33	33
Language	0	2	0	0	0	0	2	0	0	0	0
Unavailable	15	25	7	17	12	17	12	13	20	20	22
Health/Age	2	7	5	8	8	9	7	5	10	6	7
Total ineligible	65	136	55	72	56	120	57	49	98	61	62
Refused	8	20	6	10	17	27	18	9	17	11	12
Incomplete	12	24	10	10	11	24	9	20	20	12	5
Unknown - Mailed Out, No Info	464	1228	444	513	481	894	385	432	632	436	434
Total "refusals"	484	1272	460	533	509	945	412	461	669	459	451
On Line Completes	229	470	218	196	199	507	252	197	324	257	228
Off Line Completes	160	214	120	161	159	313	156	178	170	142	164
Completes	389	684	338	357	358	820	408	375	494	399	392
Mail Outs	938	2092	853	962	923	1885	877	885	1261	919	905
Return Rate (%)	44.6	35.0	42.4	40.1	41.3	46.5	49.8	44.9	42.5	46.5	46.5
Response Rate (%)	48.1	38.8	45.8	44.2	44.4	49.5	52.6	47.5	46.4	49.7	49.9

2.7.6 WEIGHTING

The survey, like almost all general population surveys, will have biases caused by:

- Disproportionate sample selection – e.g. certain sub-populations were over represented to ensure an adequate base for analyses of these subgroups. Examples are Nelson / Marlborough and West Coast, whose target sample sizes were increased from their proportion of the sample based on proportion of the population to the minimum target sample size of n=270
- Differential response rates – e.g. in general older people and females have higher rates of response than younger people and males
- The sample frame used – the Electoral Roll – while almost certainly the best available source, does not include all members of the population being surveyed

If the bias in the completed sample is not corrected it will be reflected in survey results which should be representative of the population from which it was obtained.

Those variables which are most subject to bias because of the sample selection methods are age, sex, area and ethnicity. These are also the variables which usually have a strong influence on survey findings. At the same time, data on these characteristics of the surveyed population are mostly readily available from Statistics New Zealand.

Various methods of weighting survey data are available. The methods employed on this survey took into account the following factors:

- The need to be consistent with past survey weighting methodology
- The requirement that the effect of weighting should not be so drastic as to reduce substantially the effective survey sample size.

Accordingly we implemented the following weighting procedure:

- 1) Treating each conservancy as a separate population. There were two weighting dimensions. The first was formed by 4 age groups by two gender groups, thus eight weighting cells. The age groups used were 18-24, 25-49, 50-64, 65+. The second weighting dimension was a binary variable – Māori or non-Maori. Iterative Proportional Fitting was used across the two dimensions to minimise the sum of the squared error terms – this procedure is sometimes called Raking or Rim Weighting. The weighting targets were the share of population, for each conservancy, by the eight weighting cells in Dimension 1 and the two weighting cells in Dimension 2. This weight allows results to be analysed by conservancy.
- 2) Creating a New Zealand total post weight – this amalgamates the conservancies into a single sample. Here we used a ‘post weight’ which allowed the weighted result for each conservancy to influence the total sample results according to its share of the total population. Hence if a conservancy has a 15% share of the NZ population it will have a weight factor of 0.15 applied to it in the total sample.

Weighting matrixes can be found in Appendix 2.

Table 2.7 Effective sample size after weighting

Conservancy	Sample size	% of total NZ population	Effective sample size after weighting
Northland	389	3%	175
Auckland	684	34%	1692
Waikato	338	8%	418
East Coast Bay of Plenty	357	7%	361
Tongariro / Whanganui / Taranaki	358	4%	226
Wellington / Hawkes Bay	820	19%	932
Nelson / Marlborough	408	3%	167
West Coast	375	1%	38
Canterbury	494	13%	647
Otago	399	5%	252
Southland	392	2%	107
Age			
18-24 years	495	14%	685
25-49 years	2001	44%	2212
50-64 years	1421	24%	1204
65-74 years	688	10%	565
75 years +	409	8%	348
Ethnicity			
Māori	533	12%	604
Non-Māori	4481	88%	4410
Gender			
Male	2487	49%	2433
Female	2527	51%	2581

3 REPORTING



3.1 REPORTING

The following are notes regarding the analysis in the SOI and Full report.

Base sizes

- All base sizes shown on charts and on tables (n=) are unweighted base sizes.
- Please note that any base size of under n=100 is considered small and under n=30 is considered extremely small and therefore results should be viewed with caution.
- A small number of respondents who completed the survey in hard copy skipped over one or more questions they were meant to answer. Therefore, the number of respondents who answered each question varies slightly. For each question, the number providing an answer to that question forms the base for analysis rather than the total sample of n=5014.

Significant differences

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

Comparing results over time

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

4 APPENDICES



APPENDIX 1: QUESTIONNAIRE

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

Instructions:

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

ABOUT YOU AND WHERE YOU LIVE

Q1 Which region best describes where you live?

Please circle one answer

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

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

Please circle one answer

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

Q3 What ethnic group do you belong to?

Please circle all that apply

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

Q4 Are you:

Please circle one answer

Male	1
Female	2

CONSERVATION

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

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

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

Please circle one answer

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

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

Please circle **one** answer

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

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

Please circle an answer for each of the 8 statements

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

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

Please circle all that apply

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

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

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

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

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

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

FACILITIES, SERVICES AND EXPERIENCES

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

Please circle **one** answer

Yes	1
No	2

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

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

Q15

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

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

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



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

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

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

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

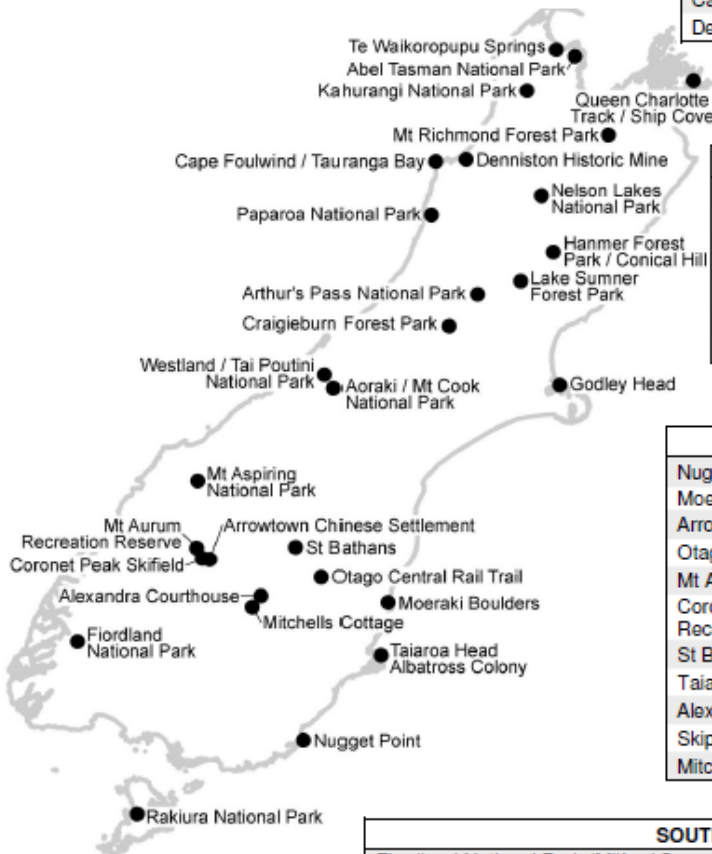
TONGARIRO / WHANGANUI / TARANAKI	
Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	21
Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	22
Tongariro River walks	23
Tongariro National Trout Centre	24
Kaimanawa Forest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

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

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

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

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



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

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

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

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

98

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

97

Q16

If you have not visited any DOC areas in the past 12 months at Q15 please go to Q22.

Thinking about the Department of Conservation areas that you have visited in the past 12 months (those you selected at Q15), which **one** did you visit most recently?

a. Please write in the number of the area from Q15 here:

b. And please write in the name of the area (as it appears in Q15) here:

Q17

Thinking about the area you visited most recently, what was the **main** activity you carried out on this visit?

Please read through the entire list and then circle **one** answer

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

Q18

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

Please circle **one** answer

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

Q19

Before your most recent visit to a Department of Conservation area did you seek any information about the area you were going to?

Please circle **one** answer

Yes	1
No	2
Don't know	3

} Go to Q21

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

Please circle an answer for each of the 11 statements

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

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

Please circle **one** answer

Yes	1
No	2

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

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

Please circle **one** answer

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

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

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

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

Please circle an answer for each statement

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

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

Please circle an answer for each statement

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

HISTORIC SITES

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

Please circle **one** answer

Yes	1
No	2

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

Even if you indicated earlier in this survey that you visited one or more of these sites, please record your visits again at this question.

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

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

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

AUCKLAND	
North Head	8
Kawau Island	9
Tiritiri Matangi Island	10

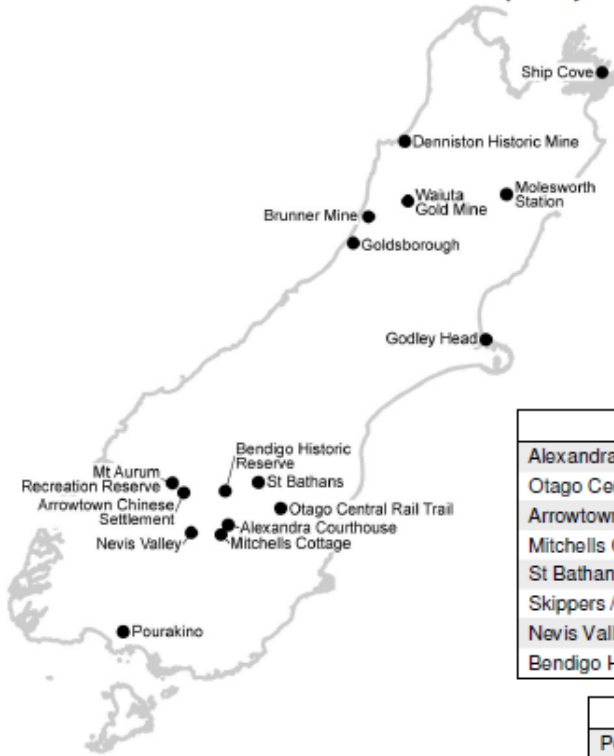
WAIKATO	
Kauaeranga Valley	11

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

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

HAWKES BAY / WELLINGTON	
Old Government Buildings	18
Otatara Pa	19

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



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

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

CANTERBURY	
Godley Head	26

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

SOUTHLAND	
Pourakino	35

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

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

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

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

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

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

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

Please circle **one** answer

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

THE DEPARTMENT OF CONSERVATION

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

Please circle **one** answer

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

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

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

Please circle an answer for each statement

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

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

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

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

INTRODUCED SPECIES

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

Please circle an answer for each of the 9 species

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

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

Please circle an answer for each of the 6 statements

	Should <i>never</i> be used in any circumstances	Should only be used as a <i>last resort</i>	Am <i>reasonably comfortable</i> with this method as long as appropriate controls are in place	Have <i>no concerns</i> at all about this method	Don't know
1 Hunting	1	2	3	4	5
2 Trapping	1	2	3	4	5
3 Poison bait laid by hand	1	2	3	4	5
4 Poison bait spread by aircraft	1	2	3	4	5
5 Biological control through viruses or other infectious agents	1	2	3	4	5
6 Genetically modifying pests or other species to sterilise pests and stop them breeding	1	2	3	4	5

KAURI DIEBACK

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

Please circle one answer

Yes 1

No 2 → **Go to Q39**

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

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

Please circle one answer

Yes 1

No 2

Don't know 3

DOC'S FUTURE PRIORITIES

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

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

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

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

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

DEMOGRAPHICS

Q41 Which of the following best describes where you live?

Please circle **one** answer

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

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

Please enter the number of children in the box

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

Please circle **one** answer

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



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

APPENDIX 2 – WEIGHTING MATRIXES

Population Figures – Census 2012 Stats New Zealand Estimates

	Total	Males				Females			
		18-24	25-49	50-64	65+	18-24	25-49	50-64	65+
Northland	116960	6600	20990	15940	13190	5920	23120	17000	14200
Auckland	1133180	84550	268230	120880	74970	80030	287560	127570	89390
Waikato	280300	20440	57840	33420	24790	18870	60740	35310	28890
East Coast / Bay of Plenty	241590	14610	46150	30130	24510	13420	51550	32360	28860
Tongariro / Whanganui / Taranaki	150930	9400	29430	19290	15420	8140	30740	20260	18250
Wellington / Hawkes Bay	623830	44290	131370	72090	52660	42540	141860	76370	62650
Nelson / Marlborough	111870	5990	21150	15500	12050	5070	22580	16090	13440
West Coast	25400	1410	4930	3820	2720	1210	5140	3440	2730
Canterbury	432440	30700	89290	53110	38940	27210	91180	54920	47090
Otago	168880	14780	33180	19770	14610	14970	34250	20190	17130
Southland	71790	4510	14580	9500	6850	3770	15310	9300	7970

Population Figures – Census 2012 Stats New Zealand Projections

	Total	Māori
Northland	118550	31130
Auckland	1136900	103000
Waikato	269050	46370
East Coast / Bay of Plenty	245620	61350
Tongariro / Whanganui / Taranaki	151440	26830
Wellington / Hawkes Bay	627030	84290
Nelson / Marlborough	112040	8600
West Coast	25580	2080
Canterbury	443400	27000
Otago	167700	9550
Southland	71650	7210

APPENDIX 3 – FAQ'S

Date: April 2013

Timeframes:

The Survey of New Zealanders is conducted every year.

Online + Hardcopy – Respondent ID 6 digit number

Initial invite letter sent: 23 April

Reminder postcard 1 sent: 1 May

Survey Pack sent: 9/10 May

Reminder postcard 2 sent: 22 May

Final day to post back completed hardcopy: 29 May

Final day to complete online: 2 June

SURVEY ISSUES (GENERAL)

Q. What is the purpose of this survey/What is this survey about?

It is to provide information to help with decision making about conservation in New Zealand about our plants, animals and special places.

*if we say much more than this we could bias results

Q. Is this survey genuine?

Yes it is. It is being done for the Department of Conservation. We are an independent market research company commissioned to do the survey.

Q. Don't want to participate

Thank & ask for details (including username from letter, postcard, or survey) so they can be flagged in the database – check timeframes and ask to ignore the next reminder/survey if one is scheduled

Q. Respondent no longer living at address / outside of NZ

Thank & ask for details (including username from letter, postcard, or survey) so they can be flagged in the database – check timeframes and ask to ignore the next reminder/survey if one is scheduled

Q. Respondent unable to complete the survey due to age, disability, or language difficulties

Action: Thank & ask for details (including username from letter, postcard, or survey) so they can be flagged in the database – check timeframes and ask to ignore the next reminder/survey if one is scheduled

Q. What do I get for completing it in?

We appreciate the time it takes for people to respond, however, it is a voluntary survey so you do not have to complete it if you don't want to. If you do complete the survey then you will be put in the draw to win and iPad 3 (if necessary: 16GB iPad with Retina Display (WiFi model)).

Q. Do I have to do it?

No, the survey is completely voluntary but we would really appreciate it if you could take part.

Q. Some of my friends/family members have received a letter to take part but I never got one, can I take part?

Thank you for your enthusiasm and helpfulness but sorry, it is very important for the accuracy of our results that only the people randomly sampled complete the survey. We simply are not allowed to use answers from other people.

CONFIDENTIAL ISSUES:

Q. Is this survey really private/confidential/anonymous?

Yes it is. All the responses you provide will not be passed on to the client or sold. We are researchers, not direct marketers. To deliver results, your answers will be put together with those of others.

Nielsen is bound by the Market Research Society Professional Code of Practice which prohibits us from identifying any person who takes part in a survey unless we have explicit consent from them to do so.

Q. Where did you get my name and address from?

We got your addresses by random selection from the electoral roll.

Q. How did you select me to participate <OR I want to know how you did the random selection>?

It was a random sample of all addresses from the Electoral Roll.

Q. How did you get access to the Electoral Roll?

Government agencies have access to the electoral roll for this purpose.

Q. Is this the Department of Conservation?

Sorry, you have reached The Nielsen Company, the independent market research company. Unfortunately as we are not part of the Department of Conservation. If you have a query that relates to the Department of Conservation, I cannot help you with your query. But here is the number you can call:

- **04-471 0726 (number for the head office)**

Q. Can I get a copy of the results when you are finished? <OR Can you send me the results?>

When we have finished the reporting stage of this research the results will be available on the Department of Conservation website. In the meantime you can see the results from the previous years' on the Department of Conservation Website by searching for the 'National Survey'.

ONLINE + HARD COPY SPECIFIC QUERIES

Q. I don't have internet access / Can I get a hardcopy of the questionnaire?

If you have not completed the online survey, a hardcopy will be posted to you on the 9 May. If replacement copy required, please take down name, user ID and passcode details.

Q. Already completed the survey

Thank & ask for details (including username from letter, postcard, or survey) so that we can review whether their survey has been received.

Q. Want to know how long the survey takes

The survey has been designed to take around 15 – 20 minutes to complete depending on your answers. Some people may take longer and some people may complete it faster.

Q. Technical issues (with online survey)

Take down details of the issue so that we can try to resolve it – check timeframes as survey pack may be able to be sent

Q. Survey takes a long time to download

This can sometimes be due to a high amount of traffic on the Internet. Please try again at a later time and if you are still having trouble then please call again.

Q. The survey crashed / stopped before I completed it

If you re-open the survey you should find that it will take you back to the last question that you completed. All of the answers you had provided will have been saved.

Q. Is the website secure

The Nielsen website has advanced security measures in place to protect the loss, misuse and alteration of the information under our control. The data itself is encrypted into a proprietary binary format and cannot be read without the correct software even if it could be accessed.

All respondents are screened and allocated unique usernames and passwords so that they can only enter the questionnaire once.

Only the data programmers and researchers working on this project can view your individual response,

Anything really technical, please note down respondent name and phone number and tell them that you will get one of the researchers to call them back.

Close:

Thank you very much for calling.

APPENDIX 4 – GLOSSARY

The purpose of this glossary is to provide a meaning to some of the more technical terms used in this report

CODEFRAME

This is a summary list of the main themes or topics from the open ended questions.

CONFIDENCE INTERVAL

This is the interval that is likely to contain the true population result.

CONFIDENCE LEVEL

This represents how reliable the result is. The 95% confidence level means that you are 95% certain that the true value lies between the confidence interval.

MARGIN OF ERROR

This term expresses the likely amount of random sampling error in the result.

QUOTA

This is a target number of interviews that is set to ensure a certain sub-group of the population is represented.

SIGNIFICANT

Where results are said to be significant, this means that they are statistically different at the 95% confidence level.

WEIGHTING

Weighting is a method of calculation in which some observations have their influence reduced and other observations have their influence increased. It is used to account for the sample profile being imbalanced relative to the population being measured. For example, proportionally, we have more Māori in our sample than in the New Zealand population; therefore Māori is weighted down to adjust for this sample imbalance.