



Department of Conservation National Survey 2012

Methodology Report

Survey conducted:
June 2012

This report was produced in:
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1.0 Approach to the 2012 Survey

The Department of Conservation (DOC) first undertook the standalone comprehensive survey of adult New Zealanders (The National Survey) in June 2011. The National Survey replaced a range of independent general public surveys undertaken by DOC. The intention of the National Survey was to consolidate surveying of the general public for increased efficiency and improved methodological rigour. The second National Survey was undertaken in June 2012.

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

Overview of approach to telephone survey:

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

Overview of approach to online survey:

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

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

The survey questionnaire is in Appendix 2. The average telephone interview length was 28 minutes for the telephone survey and 26 minutes for the online survey.

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

1. Ethnicity (at a Conservancy level).
2. Interlocking age and gender² (at a Conservancy level). See Appendix 3 for more details.
3. Survey type (to match the 2011 distribution of 60.95% telephone surveys and 39.05% online surveys).

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

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

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

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

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

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

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

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

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

Significance testing

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

- Gender
- Age
- Ethnicity
- Household income
- Living area (e.g. big city/rural)
- View of DOC (excluded when inter-related)
- Visited DOC area (defined by respondent) in last 12 months (excluded when inter-related).

2.0 Contact rates

Telephone Survey

Outcome Codes	2011	2012
No answer/no reply	319	341
Busy/engaged	25	49
Answering machine	368	339
UO disconnected	528	209
UO fax/computer/modem	72	54
Soft appointment outstanding	287	169
Appointment outstanding	71	34
Wrong number - named contact from roll not present in household	611	832
Business/residential number	57	91
Language difficulties	75	76
Contact refusal	600	953
Named respondent refuses to participate	3,117 ³	3,480
Incomplete survey	83	69
Regional quota full (respondent says region is different to that on sample but reallocated region is in a completed quota)/gender quote full	348	428
Busy/interrupted - but no successful follow up contact	20	20
Resent letter - but no successful follow up contact	27	10
Completed survey	2,224	2,225
Total	8,832⁴	9,397
Valid sample for interviewing	7,216	7,765
Completed surveys	2,224	2,225
Response rate	30.82%	28.65%

Note on sample sourcing:

- A total of 27,000 people were selected from the Electoral Roll
- 11,880 of those selected from the Electoral Roll were successfully tele-matched
- From the 11,880 that were tele-matched a sampling scheme (designed to meet the sample quotas) was used to select 10,002 people to send pre survey letters to.

Online Survey

Invitations sent out (does not include quota failures)	4,125	6,084
Surveys completed	1,390	1,660
Response rate	34%	30%

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

⁴ A total of 9,262 survey invitation letters were sent out but only 8,832 were loaded onto CATI.

3.0 Comparing online results to phone results

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

	Online	Phone
How important is conservation to you personally? Total important.	94%	76%
Conservation is at the heart of what it means to be a New Zealander. Total agree.	70%	68%
Conservation of New Zealand's natural environment is important to me. Total agree.	86%	86%
I encourage other people to care about and conserve natural resources. Total agree.	71%	72%
Conservation is important in my life. Total agree.	67%	66%
Conservation should be considered in all key decisions about New Zealand's future. Total agree.	73%	73%
Actively contributed to conservation in the past twelve months. Yes.	23%	25%
Confirmed DOC visitor.	65%	50%
Likely to visit DOC area in home Conservancy in next 12 months. Yes.	51%	56%
Walked a great walk in the last three years. Yes.	13%	16%
Favourable view of DOC. Total favourable.	78%	67%
DOC works well with local communities. Total agree.	59%	58%
DOC is more interested in commercial opportunities than it used to be. Total agree.	25%	27%
DOC is a leader in the conservation field. Total agree.	66%	74%
DOC is a good use of tax payer money. Total agree.	62%	65%

4.0 Combining telephone and online samples

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

There are however several caveats:

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

5.0 Time series

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

There was little difference between the 2011 and 2012 surveys for most of these time series measures - there was an increase in confirmed visits to DOC areas.

Examples of the time series measures are shown below:

	2008	2009	2010	2011	2012
Conservation is important to me. Total agree.	75%	72%	-	86%	85%
DOC provides recreations services. Total aware.	-	-	60%	78%	77%
Visited a DOC area in the past 12 months (confirmed answer). Total yes.	39%	34%	33%	51%	56%
Satisfaction with DOC facilities. Total satisfied.	84%	82%	89%	88%	87%
View of DOC. Total favourable.	-	June 73%	June 74%	June 73%	June 71%

Appendix 1 – Pre Survey Letter

Dear [Name from Electoral Roll]

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

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

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

Why me? What do I need to do?

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

If you have any questions, please call xxx xxx at Colmar Brunton on 0508 446 688 (or email docsurvey@colmarbrunton.co.nz).

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

Yours sincerely,

DOC SIGNATORY

Appendix 2 – Questionnaire

QUESTIONNAIRE NATIONAL SURVEY 2011

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

IF UNAVAILABLE – ARRANGE TO CALL BACK.

IF AVAILABLE – TO SELECTED CONTACT:

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

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

MAKE APPOINTMENT IF NECESSARY

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

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

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

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

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

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

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

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

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

READ OUT

- Market Research
- Advertising
- Public Relations
- The Media
- Department of Conservation

IF YES, TERMINATE AND RECORD AS NQE

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

Yes	01	GO TO Q1
No	02	CONT
Don't know	03	CONT

SQ3 Which region best describes where you live?

READ OUT

INTERVIEWER: CODE TO NEAREST REGION USE RESPONDENT FRIENDLY LABELS

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

SQ4 And are you in the **[X]** age group?

READ OUT

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

SQ5 Which of the following ethnic groups do you most closely associate with?
READ OUT. MULTIPLE RESPONSE POSSIBLE

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

SQ6 INTERVIEWER RECORD GENDER

Male	01
Female	02

SOI MEASURES

Q1 What do you consider the main benefits of Conservation to be?
DO NOT READ, PROBE TO NO

To protect New Zealand's clean/ green image	01
To ensure the survival of the planet	02
Preserving/protecting the environment/green space	03
Protecting the natural environment for future generations/our children	04
To ensure ecological sustainability /sustainable eco-systems	05
Protection of quality of life	06
Tourism benefits	07
Economic benefits	08
Protecting/saving species/animals/plants	09
Historic places are cared for	10
Access to/maintaining recreational areas	11
To have a clean/healthy/safe environment	12
None	97
Other, please specify	98
Don't know	99

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

Clean air to breathe	01
Green spaces to go to	03
Protecting the natural environment for my children	04
Clean water /water to drink	05
Healthy economy	07
Recreation and fishing	08
Healthy fisheries	09
Healthy forests	10
Protecting plants and animals	11
Protecting important places	12
Carbon reduction	13
Conserving history	14
Looking after the environment	15
None	97
Other, please specify	98
Don't know	99

Q3 Thinking about conservation overall, using a scale of 1 to 5, where 1 is not at all important and 5 is very important, how important is conservation to you personally?
DO NOT READ OUT

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

Q4 Thinking about the importance of conservation relative to some other New Zealand issues such as education, health and law and order would you say conservation is?
READ OUT. CODE ONE ONLY.

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

Q5 Please tell me how much you agree with each of the following statements about conservation. Please use a scale of 1-5 where, 1 is strongly disagree and 5 is strongly agree.

REPEAT SCALE AS NECESSARY. ROTATE

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

Q6 In the past 12 months have you actively contributed to conservation in New Zealand, for instance have you; taken part in a tree planting project, helped restore a historic building or helped build a track?

Yes	01
No	02
Don't know	03

RECREATION MEASURES

Q7 Are you aware that the Department of Conservation provides recreation services?

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

Yes	01	CONTINUE
No	02	GO TO Q9
Don't know	99	

Q8 What services are you aware of?
DO NOT READ. MULTICODE.

Picnic area	01
Huts	02
Tracks/walks	03
Information to support recreation activities, including information sign posts	04
Maps	05
Visitor Centres	06
Booking facilities or services	07
Camping areas	08
Historic places	09
Conservation of plants and animals	10
Parks/reserves	11
Recreation areas/outdoor recreation	12
None	97
Other, please specify	98
Don't know	99

Q9 Have you visited any areas managed by the Department of Conservation in the past twelve months, such as national parks or forest reserves. Keep in mind that this includes many ski fields and some offshore islands.

Yes	01	CONTINUE
No	02	GO TO Q19
Don't know	99	

Q10 Which Department of Conservation area did you visit most recently? If you cannot remember the exact name, please tell me the location in as much detail as possible. (use list below Q16).

Q11 Which other Department of Conservation areas have you visited in the past twelve months?
Once again, if you cannot remember the exact name, please tell me the locations in as much detail as possible?

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

Prompt by asking whether it was in the North or South Island and in the upper, middle or lower parts of the Islands.

H	KD	Upper North Island
H	K	Cape Reinga
H	K	Cape Brett
	K	Waipoua – Tane Mahuta Big Trees
H	K	Flagstaff Hill (Russell, Bay of Islands)
H	K	Arai Te Uru (South Head Hokianga Harbour)
H	K	Motuarohia (Robertson) Island
H	K	Rangikapiti Pa (Mangonui Harbour)
H	K	Taumarumaru Scenic Reserve (Doubtless Bay)
H	K	Bream Head
H	K	Moturua Island Scenic Reserve
H	K	Akeake Historic Reserve
	K	Northland Forest Park
	K	Poor Knights Marine reserve
H	K	Kerikeri basin – stone store
H	K	Urupukapuka Island - Bay of islands
H	K	Tiritiri Matangi Island
	K	Leigh Marine Reserve
	K	Rangitoto Island
H	K	North Head Auckland
	K	Coromandel Forest Park
	K	Cathedral Cove Ha Hei Marine Reserve
	K	Kaimai Mamaku Forest Park
	K	Karangahake Gorge
H	K	Ruapekapeka Pa
	K	Raukumara Forest Park
	K	Pirongia Forest Park
H	K	Kawau Island
H	K	Stony Batter (Waiheke Island)
H	K	Fort Takapuna
H	K	Motuihe Island
		Central North Island
		Te Urewera National Park
		Whirinaki Forest Park
		Pureora Forest Park
		Tongariro National Park (Tongariro Alpine Crossing)
		Tongariro River walks
		Tongariro National Trout Centre
		Whanganui National Park (Whanganui River Journey)
H		Karangahake Historic Gold Mine

H		Timber Trail, King Country
H		Waitawheta Historic Tramway
		Egmont National Park (North Egmont)
H		Ohakune Old Coach Road
H		Otatara Pa Napier Big Pa
H		Bridge to Nowhere Wanganui River
		Kaimanawa Forest Park
		Kaweka Forest Park
H		Kaueranga Valley
H		Whitianga Rock
H		Karangahake Gorge
H		Aniwaniwa Visitor Centre Museum
H		Dawson Falls Power Station
H		North Egmont Camphouse
		Lower North Island
		Cape Kidnappers Gannet Reserve
		Ruahine Forest Park
		Manawatu Gorge Walkway
		Tararua Forest Park
		Pukaha Mount Bruce Wildlife Centre
		Kapiti Island Nature Reserve
H		Government Buildings Wellington
H		Turnball House
		Rimutaka Forest Park
		Aorangi Forest Park
		Upper South Island
		Te Waikoropupu Springs – Pupu Springs
		Kahurangi National Park
		Queen Charlotte Walkway (Ship Cove)
		Mt Richmond Forest Park
H		Ship Cove, Marlborough Sounds, Captain Cook (Queen Charlotte Track)
		Nelson Lakes National Park
		Abel Tasman National Park (Abel Tasman Coastal Track)
		Victoria Forest Park
		Central South Island
		Hamner Forest Park
		Lake Sumner Forest Park
		Paparoa National Park (Dolomite Point Punakaiki)
		Westland/Tai Poutini National Park (Franz Josef Glacier, Fox Glacier, Ship Creek)
H		Cape Defiance Hut (at Franz Josef Visitors Centre)
H		Denniston historic mine
		Cape Foulwind – Westport
H		Godley Head – Christchurch
		Craigieburn Forest Park
		Arthur’s Pass National Park (Castle Hill)
		Aoraki/Mt Cook National Park (Tasman Glacier walks, Hooker/ Mueller tracks)
		Lower South Island
		Moeraki Boulders
		Taiaroa Head albatross colony
H		Otago Central Rail Trail

H		Arrowtown Chinese Settlement
		Mt Aspiring National Park
		Coronet Peak Skifield
		Fiordland National Park (Routeburn Track, Milford Track, Milford road journey, Milford Sound, Kepler Track)
		Catlins Forest Park (Nugget Point)
		Rakiura National Park – Stewart Island (Ulva Island)
H		Mitchells Cottage (Central Otago)
H		Alexandra Courthouse
H		Skippers / Mt Aurum Recreation Reserve
H		St Bathans
		Other (please specify)
		Don't know

Q12 Thinking about the area you visited most recently, what was the main activity undertaken during this visit?

DO NOT READ - SINGLE RESPONSE

Walking for less than 3 hours	01
Day walk (over 3 hours but not overnight)	02
Overnight/ multi-day tramp	03
Running/jogging	04
Walking/running with dog	05
Camping	09
Picnics/barbeques	11
Sightseeing	12
Family outings/recreation	13
Fishing	22
Swimming	24
Outings with organised groups	19
Visiting for cultural purposes	20
Visiting as part of a commercial guided group	21
Heritage trail or heritage site	26
Hunting	06
Duck shooting	07
Mountain biking	08
Horse riding	10
Volunteer activities, e.g. planting trees	23
Climbing/mountaineering	25
4WD driving/trail biking	14
Participated in organised sport	15
Canoeing/kayaking/rafting	16
Boating	17

White baiting	18
Snow sports/activities	19
Other (specify)	97
None	99
Don't know	98

Q13 Using a scale of 1 to 5 where 1 means you are very dissatisfied and 5 means you are very satisfied, please tell me how satisfied you were with the facilities in the Department of Conservation area you visited most recently?

Very satisfied	05
Satisfied	04
Neither	06
Dissatisfied	02
Very dissatisfied	01
Depends	96
Unsure	99
Refused	98

Q14 Before your most recent visit to a Department of Conservation Area where did you find out information about the area you were going to?

DO NOT READ, PROBE TO NO.

DOC website	01	CONTINUE
Other website	02	
DOC Area office in person	03	
DOC Area office by phone	04	
DOC Visitors Centre in person	05	
DOC Visitors Centre by phone	06	
Other Visitors Centre of Information Centre in person	07	
Other Visitors Centre of Information Centre by phone	08	
Through personal contact – friends, family, network	09	
I didn't find out any information before I went/I already knew about the place	97	GO TO Q16
Other, please specify	98	
Don't know	99	

Q15 Did you get the information you wanted?

Yes	01
No	02
Don't know	98

Q16 Did you book any DOC facilities before you went?

Yes	01	CONTINUE
No	02	GO TO Q19
Don't know	98	

Q17 How did you book the DOC facilities before you went?

DOC website	01
Other (please specify)	02
Don't know	98

Q18 How satisfied were you with the booking service offered by DOC? Using a scale of 1 to 5 where 1 means you are very dissatisfied and 5 means you are very satisfied.

Very satisfied	05
Satisfied	04
Neither	06
Dissatisfied	02
Very dissatisfied	01
Don't know	98

HISTORIC SPECIFIC QUESTIONS

Q19 Are you aware that the Department of Conservation provides historic sites?

Yes	01
No	02
Don't know	99

IF ANY H MENTIONED AT Q10 OR Q11 GO TO Q22

Q20 Have you visited any historic sites managed by the Department of Conservation in the past twelve months, such as Cape Reinga, Bridge to Nowhere on the Wanganui River or the Central Otago Rail Trail?

Yes	01	CONTINUE
No	02	GO TO Q23 IF RESPONDENT ALSO DID NOT MENTION ANY AREA CATEGORISED AS HISTORIC AT Q10 OR Q11
Don't know	99	

Q21 Which Department of Conservation historic sites have you visited in the past twelve months? If you cannot remember the exact name, please tell me the locations in as much detail as possible?

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

H	Upper North Island
H	Cape Reinga
H	Cape Brett
H	Flagstaff Hill (Russell, Bay of Islands)
H	Arai Te Uru (South Head Hokianga Harbour)
H	Motuarohia (Roberton) Island
H	Rangikapiti Pa (Mangonui Harbour)
H	Taumarumaru Scenic Reserve (Doubtless Bay)
H	Bream Head
H	Moturua Island Scenic Reserve
H	Akeake Historic Reserve
H	Kerikeri basin – stone store
H	Urupukapuka Island - Bay of islands
H	Tiritiri Matangi Island
H	North Head Auckland
H	Ruapekapeka Pa
H	Kawau Island
H	Stony Batter (Waiheke Island)
H	Fort Takapuna
H	Motuihe Island
	Central North Island
H	Karangahake Historic Gold Mine
H	Timber Trail, King Country
H	Waitawheta Historic Tramway
H	Ohakune Old Coach Road
H	Otatara Pa Napier Big Pa
H	Bridge to Nowhere Wanganui River
H	Kaueranga Valley
H	Whitianga Rock
H	Karangahake Gorge
H	Aniwaniwa Visitor Centre Museum
H	Dawson Falls Power Station
H	North Egmont Camphouse
	Lower North Island
H	Government Buildings Wellington
H	Turnball House
	Upper South Island
H	Ship Cove, Marlborough Sounds, Captain Cook (Queen Charlotte Track)
	Central South Island
H	Cape Defiance Hut (at Franz Josef Visitors Centre)
H	Denniston historic mine
H	Godley Head – Christchurch
	Lower South Island
H	Otago Central Rail Trail

H	Arrowtown Chinese Settlement
H	Mitchells Cottage (Central Otago)
H	Alexandra Courthouse
H	Skippers / Mt Aurum Recreation Reserve
H	St Bathans
	Other (please specify)
	Don't know

Q22 You mentioned that you had visited [name all of the historic areas visited at Q10/11 or 21] so when I ask you about the historic site you visited this is the place I am referring to.

Using a scale of 1 to 5 where 1 means you are very dissatisfied and 5 means you are very satisfied, please tell me how satisfied you were with the heritage experience at the Department of Conservation historic site you visited most recently?

Very satisfied	05
Satisfied	04
Neither	06
Dissatisfied	02
Very dissatisfied	01
Depends	96
Unsure	99
Refused	98

CONSERVANCY SPECIFIC QUESTIONS

Q23 Have you visited any areas managed by the Department of Conservation in the [INSERT HOME REGION] region in the last 12 months?

Yes	01
No	02
Don't know	99

Q24 Are you likely to visit any areas managed by the Department of Conservation in the [INSERT HOME REGION] region in the next 12 months?

Yes	01
No	02
Maybe	03
Don't know	99

TOTAL DOC LEVEL BEHAVIOUR SEGMENTATION

Q25 Which of the following best describes how often you use Department of Conservation areas for recreation?

READ OUT. CODE ONE ONLY

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

Q26 Which of the following best describes how often you are likely to use Department of Conservation areas for recreation in the future?

READ OUT. CODE ONE ONLY

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

DEMAND PROFILES AND SERVICE SATISFACTION

Q27 Have you [**INSERT ACTIVITY**] in the last three years?

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

ASK FOR EACH YES ABOVE IMMEDIATELY AFTER EACH 'YES' AT Q27:

Q28 Using a scale of 1 to 5 where 1 means you are very dissatisfied and 5 means you are very satisfied, please tell me how satisfied you were with it?

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

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

ASK Q29 PER ROW FOR EACH ITEM AFTER Q27 IMMEDIATELY AFTER EACH Q27 ITEM IF 'NO' OR 'DON'T KNOW' AT Q27; IF 'YES' AT Q27, ASK Q29 PER ROW AFTER Q28 ITEM

Q29 And are you likely to do this within the next three years?

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

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

FOR EACH YES ABOVE ASK:

Q30 Why are you keen to [INSERT ACTIVITY] within the next three years?

PROBE TO NO, MULTIPLE RESPONSE, DO NOT READ

Physical challenge	01
Scenery	02
Rest/take a break/get away from it all	03
Family time	04
Good value for money	05
On my list of things I want to achieve	06
Good experience/fun/enjoyment	07
To see wildlife/nature	08
Other (PLEASE SPECIFY):	97
Don't know	99

FOR EACH NO AT Q30 ASK:

Q31 Why are you unlikely to [insert activity] within the next three years?

PROBE TO NO, MULTIPLE RESPONSE, DO NOT READ

IF RESPONDENT HAS ANSWERED NO TO ALL TYPES OF CAMPING (BASIC, STANDARD AND SERVICED) ASK : 'Why are you unlikely to 'use DOC campsites' within the three next years? (Rather than asking about each type of camping separately).

Cost of DOC facilities	01
Cost to access DOC facilities	02
Children too young	03
I am too old/not mobile enough	05
Not fit enough/too lazy	06
Would rather go to another place	07
Just not interested	08
Don't like it	09
Not enough time	10
Prefer home comforts	11
Other (PLEASE SPECIFY):	97
Don't know	99

Q32 For each of the following activities please tell me whether you think the service is provided by DOC at a reasonable price. If you don't know, just say so.

READ OUT

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

Q33 For each of the following activities please tell me whether you think it would be easy to find out information about how to do the activity if you wanted to do it. If you don't know just say so.

READ OUT

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

KAURI DIEBACK

ONLY ASK PEOPLE THE KD QUESTIONS IF THEY DID NOT MENTION A KD PLACE AT Q10 OR 11.

Q34 Can I just check whether you have been to a Department of Conservation managed area in the Upper North Island in the past 12 months? IF SAYING SOMETHING LIKE 'I TOLD YOU THIS': I apologise for that, please bear with me, we need to double check whether you have been to a DOC managed area in the Upper North Island.

Yes	01	CONTINUE
No	02	GO TO Q37
Don't know	99	

ONLY ASK PEOPLE THE KD QUESTIONS IF THEY MENTIONED A KD PLACE AT Q10 OR 11 OF ANSWERED YES AT Q34.

Q35 Are you aware of Kauri Dieback disease, also known as PTA?

Yes	01	CONTINUE
No	02	GO TO Q37
Don't know	99	

Q36A Have you ever done anything to try to reduce the spread of Kauri Dieback disease?

Yes	01	CONTINUE
No	02	GO TO Q37
Don't know	99	

Q36A What was is it?

Cleaned clothes or shoes	01
Cleaned equipment or vehicles	02
Other (please specify)	98
Don't know	99

DOC IDENTITY

Q37 Please tell me if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable opinion of the Department of Conservation. If you do not know enough about the Department just say so.

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

Very favourable	04	GO TO Q38
Somewhat favourable	03	
Somewhat unfavourable	02	GO TO Q39
Very unfavourable	01	
Don't know	99	GO TO Q40

Q38 Why do you have a favourable view of the Department of Conservation, what are your reasons?

DO NOT READ. PROBE TO NO

Generally doing a good job	01
Protecting the environment	02
Protecting flora and fauna	03
Maintenance of facilities	04
Personal opinions	05
A positive company/public profile	06
Appreciate what they do/importance of what they do	07
Facilities/services they offer	08
Doing the best they can with limited resources	09
My knowledge/experience of them	10
They educate/provide information	11
They care about protecting NZ future	12
They make the outdoors accessible	13
Friendly/helpful/welcoming staff	14
Other (please specify)	97
Don't know	99

Q39 Why do you have an unfavourable view of the Department of Conservation, what are your reasons?

DO NOT READ. PROBE TO NO

Control and access of land	01
Misdirection of policies	02
Poor management/too bureaucratic	03
Negative public profile	04
Animal/pest control	05
Narrow thinking/dogmatic attitude	06
Not value for money	07
Other (please specify	97
Don't know	99

Q40 Please tell me how much you agree with each of the following statements about the Department of Conservation. Please use a scale of 1-5 where 1 is strongly disagree and 5 is strongly agree .

ROTATE

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

Q41 Please tell me which of the following words describe the Department of Conservation

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

Q42 Please tell me the types of services you think the Department of Conservation should provide via the internet?

DO NOT READ, MULTIPLE RESPONSE, PROBE TO NO

Information about recreation (e.g. huts, camping grounds, tracks, information about places)	01
Information about the work DOC does	02
A place to make bookings for huts, camping grounds or tracks	03
Other (please specify)	97
Nothing	98
Don't know	99

DEMOGRPAHICS

Q43 Which of the following best describes your situation?

READ OUT. SINGLE RESPONSE

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

Q44 Which of the following best describes the sector you work in?

READ OUT IF NECESSARY. SINGLE RESPONSE

Manufacturing	01
Retail trade	02
Property and business services	03
Agriculture, forestry and fishing	04
Health and community services	05
Education	06
Construction	07
Wholesale trade	08
Accommodation, cafes and restaurants	09
Transport and storage	10
Personal and other services	11

Government administration and defence	12
Finance and insurance	13
Cultural and recreation services	14
Communication services	15
Electricity, gas and water supply	16
Mining	17
Other	98
Don't know	99

Q45 Which of the following best describes where you live?

READ OUT. SINGLE RESPONSE

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

Q46 Which of the following **best** describes your household?

READ OUT. SINGLE RESPONSE

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

Q47 Which of the following represents your household's income per year before tax?

READ OUT

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

Q48 In which of the following groups do you fall?

READ OUT. SINGLE RESPONSE

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

Ask if participant is willing to be re-contacted about the same topic to ask them more in-depth questions about their views and behaviours.

IF YES: collect name, phone number, region and email address. **THANK AND CLOSE**

ONLINE QUESTIONNAIRE ONLY

Q50 Do you have a landline telephone at home?

Yes	01
No	02

Q51 Are you enrolled on the Electoral Roll?

Yes	01
No	02

Appendix 3 – Sample Quotas

Maori

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

Inter-locking age and gender quotas

Bay of Plenty

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

Waikato

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

Tongariro-Whanganui-Taranaki

	Men	Women
18-26	6.81%	6.28%
27-36	7.78%	8.52%
37-46	9.87%	10.51%
47-56	9.15%	9.32%

57-66	7.04%	7.23%
67+	7.78%	9.7%

Southland

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

Northland

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

Wellington

	Men	Women
18-26	8.23%	8.56%
27-36	8.78%	9.77%
37-46	9.82%	10.65%
47-56	8.28%	8.71%
57-66	6.24%	6.49%
67+	6.29%	8.19%

West Coast

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

Canterbury

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

67+	6.87%	9.16%
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Auckland

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

Otago

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

Nelson

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