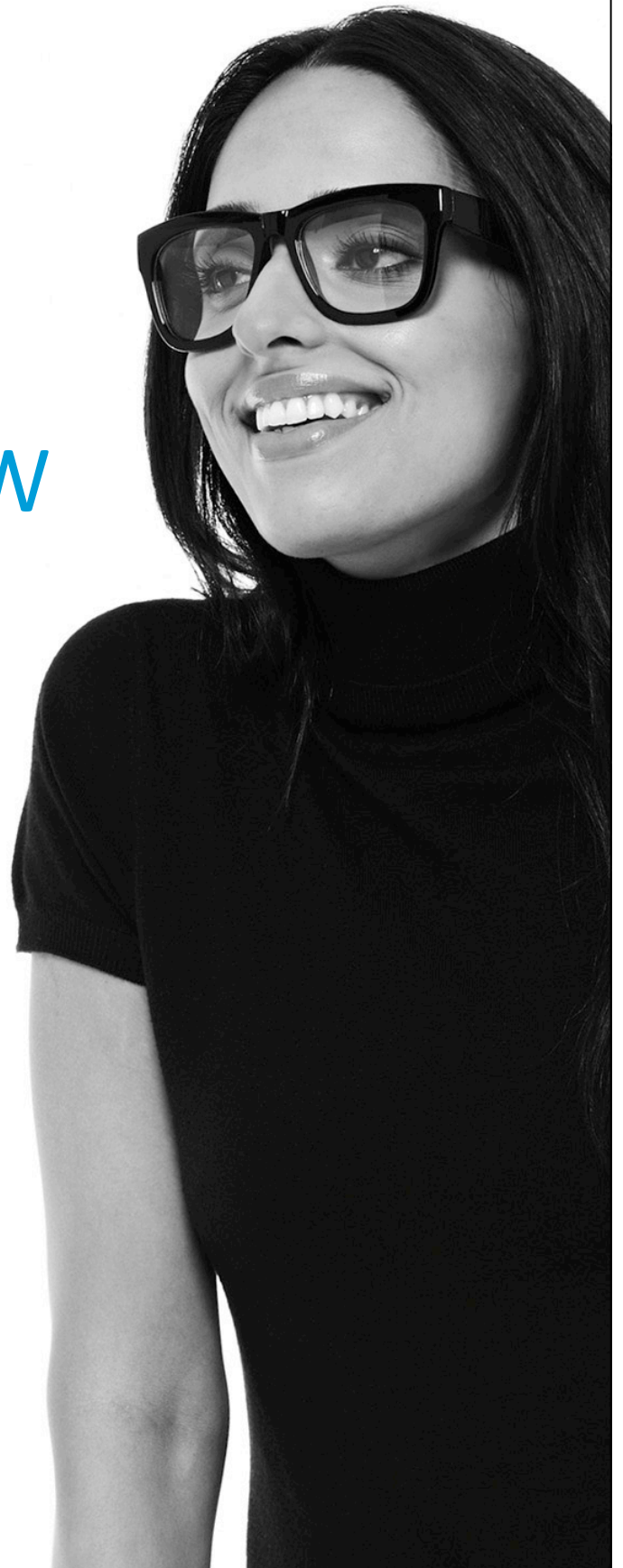


SURVEY OF NEW ZEALANDERS





Methodology Report 2014



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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 fourth annual survey, the 2014 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 regional and national level planning, monitoring and reporting.
2. To provide national population based conservation attitude and behaviour information to inform national level marketing planning.
3. To provide national population based natural heritage social indicator information for monitoring purposes.

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 and 2014 surveys.

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 and 2014 all those on the roll were able to participate

2.1.2 BENEFITS OF THE SMM 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

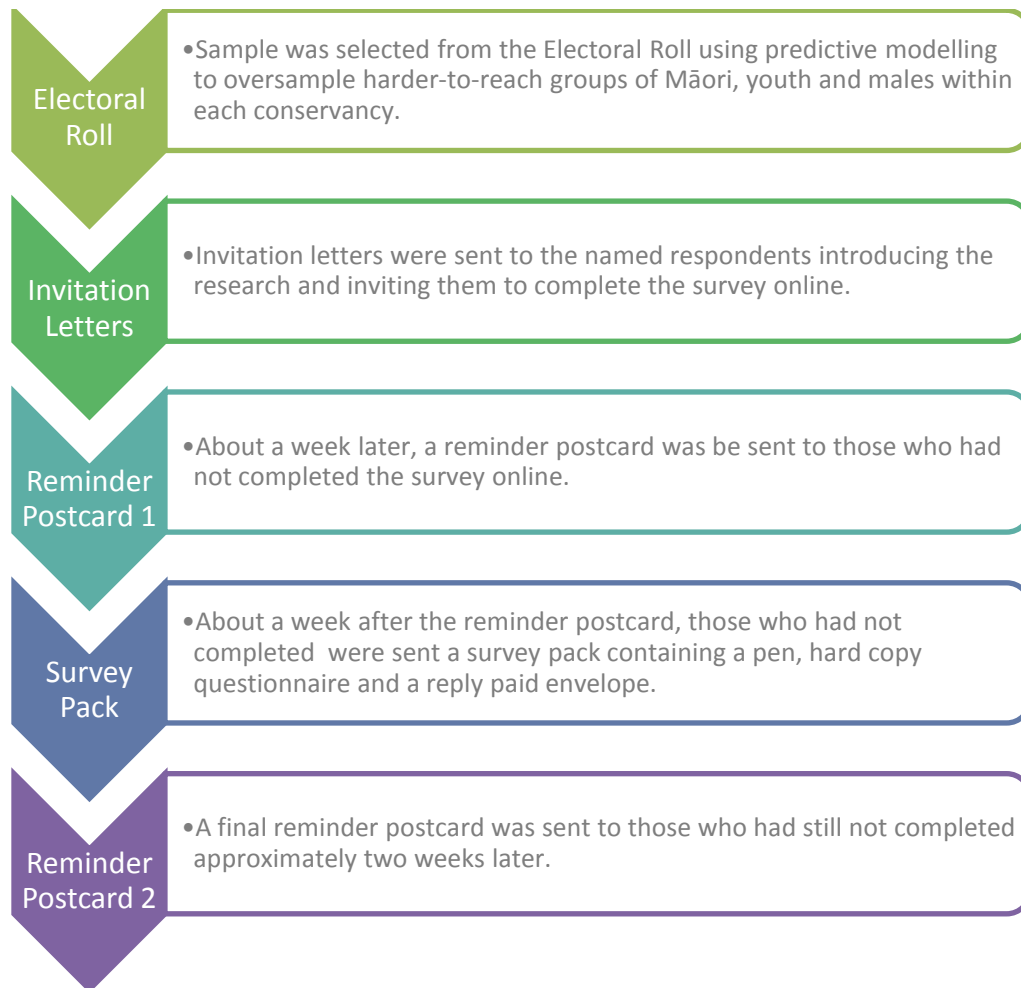
Changing from a CATI methodology to an online and self-completion methodology in 2013 meant the time series of the survey was broken. This means that the results from the 2013 measure cannot be compared directly with the results from previous measures, as changes in the results may have been due to the methodology changing rather than being a change in the result overtime.

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.

As the same sequential mixed methodology was used in 2013 and 2014, the current results are directly comparable to the 2013 results.

2.2 THE 2014 METHODOLOGY

An overview of the 2014 National Survey methodology is shown below:



The research took place between 22 April 2014, when the first invitation letters were sent, and 3 June 2014, when the survey closed.

Timings were kept almost identical to 2013 when the first invitation was sent on 23 April 2013, and the survey closed on 4 June 2013.

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 on the population of the 16 Regional Council areas.

The target sample of 4,200 was divided up among the 16 areas based on their proportion of the total population. Auckland was capped at 746 (+/- 3.6% margin of error) and the conservancies that were below the threshold of 150, were boosted to a target sample of 150. A summary of the target sample, achieved sample and maximum margins of error follows:

To ensure all targets were met, the sampling frame was intentionally designed to overshoot all regions.

Table 2.1: Margins of Error

Regional Council Area	Sample Target	Sample Achieved	Maximum margin of error (95% level of confidence)
Northland Region*	150	194	±7.1%
Auckland Region	746	781	±3.5%
Waikato Region	392	390	±5.0%
Bay of Plenty Region	260	274	±6.0%
Gisborne Region*	150	166	±7.7%
Hawke's Bay Region*	150	168	±7.6%
Manawatu-Wanganui Region	220	221	±6.6%
Taranaki Region*	150	184	±7.3%
Wellington Region	474	454	±4.6%
Tasman Region*	150	207	±6.9%
Nelson Region*	150	208	±6.9%
Marlborough Region*	150	202	±7.0%
Canterbury Region	548	585	±4.1%
West Coast Region*	150	182	±7.3%
Otago Region	210	226	±6.6%
Southland Region*	150	181	±7.4%
Total	4200	4623	±1.4%

*Those areas whose sample size has been boosted to the minimum sample size of 150

2.3.3 QUOTAS

To ensure good representation, letters were sent out in proportion to the size of the population within each of the 16 areas, as follows:

- Age
 - 18-24 years
 - 25-49 years
 - 50-64 years
 - 65 years or more
- Ethnicity
 - Māori
- Gender
 - Male
 - Female
- Location
 - By the 16 Regional Council areas.

2.3.4 POPULATION DATA

The targets were set using the most up-to-date data available from Statistics New Zealand (2013 Census).

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	48%	2010	2318	+/- 2.0
Female	52%	2190	2305	+/- 2.0
18-24 years	13%	536	483	+/- 4.5
25-49 years	43%	1825	1846	+/- 2.3
50-64 years	25%	1042	1263	+/- 2.8
65 years or more	19%	797	1031	+/- 3.1
Māori	12%	504	468	+/- 4.5

2.4 QUESTIONNAIRE DESIGN

2.4.1 QUESTIONNAIRE DESIGN

In 2013 the 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 SMM methodology

Once the 2013 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.

The questionnaire in 2014 was shortened but what remained was kept largely the same as 2013 and therefore it was decided that there was no need to pretest the questionnaire again. The key changes are listed below:

- An open ended question which asks about the personal benefits of conservation was removed.
- A new question was added to understand all activities New Zealanders undertook during their most recent visit to a DOC recreation area.
- A new section was added to understand whether New Zealanders are using DOC recreation areas more or less often than 12 months ago, and their reasons for doing their change in frequency of use.
- The section on what New Zealanders believe DOC's future priorities should be (relating specifically to types of historic sites that should be of focus and the themes of historic and cultural heritage work) were removed.
- Two demographic questions were no longer deemed necessary for analysis and were removed. These questions related to whether respondents live in a large or small city, whether there are children living in the household.

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). This was kept consistent in 2014.

2.5 SURVEY MATERIALS

2.5.1 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 22 April 2014.

The letter directed respondents to an 0800 number and email address if they had any questions about the survey.



Survey of New Zealanders

22 April 2014

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 Air.

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

How you were 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. You will be able to see the report once it is published on the DOC website.

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

What do I need to do?
Completing the survey online is secure, quick and easy.

1. Go to:
www.acnonline.com/doc

↓

2. Enter the user name and survey code shown here:

User name:
134009

Survey code:
gyf

↓

3. Click >>

If you don't have access to the internet and would like a paper copy of the questionnaire to be sent to you, please call us on 0800 400 160

* The winner of the 16GB iPad Air (WiFi model) will be drawn 21 of June 2014. Terms and conditions can be found at www.acnonline.com/doc

Nielsen, an independent research company, is carrying out the survey on behalf of the Department of Conservation.
If you have any questions please contact Nielsen's helpline.

0800 400 160

Or email us at:
DOCsurvey@nielsen.com

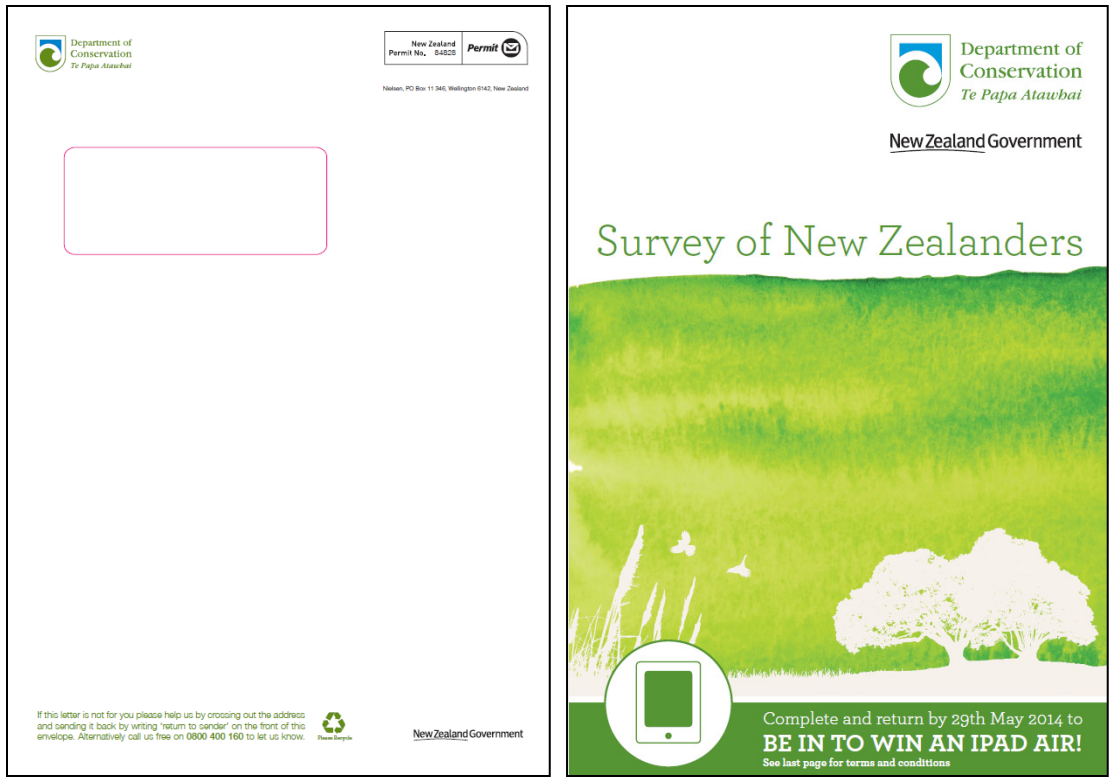
2.5.2 SECOND CONTACT - REMINDER POSTCARD

Eight 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.



2.5.3 THIRD CONTACT – SURVEY PACK

After eight to nine 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.



2.5.4 FINAL CONTACT – REMINDER POSTCARD 2

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

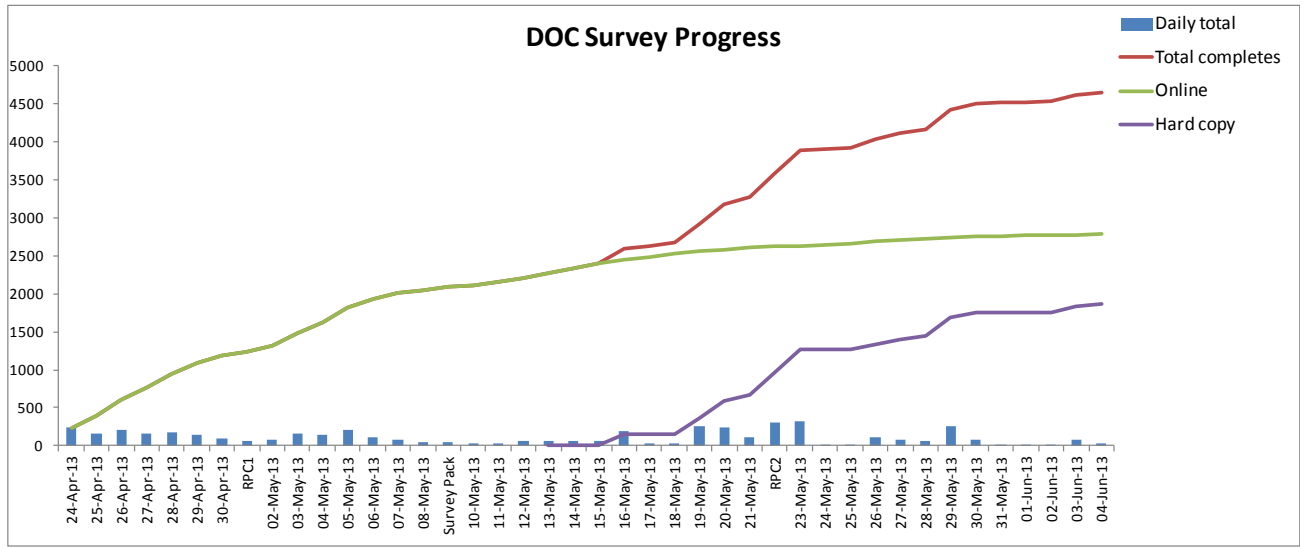


2.6 SURVEY RESPONSE

2.6.1 ONLINE VS HARD COPY

Six in ten (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:



2.6.2 0800 NUMBER

A 0800 number and email address (manned by Nielsen) were available for respondents throughout the survey period. Over 485 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	36
Don't want to participate	21
Currently unavailable (e.g. on holiday, out of the country)	33
Language barrier	3
Person no longer lives at address	10
Deceased	5
General question / query	33
Trouble using link	91
Feedback	2
Material received after completion	6
Request hard copy	235
New address	10

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.

2.6.3 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:

- Ethnicity - Multiple answers are valid
- Other specify – type in exactly as written
- Main activity undertaken on most recent visit to recreation site – if more than one answer was selected for this question then the response was entered as “no response”
- 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.

2.6.4 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:

- 23 surveys were removed where respondents had completed both online and in hard copy (online version was kept)
- Gender was added for 13 respondents who had left this question blank. This was added using their title from the Electoral Roll or through name assessment.
- Age from the Electoral Roll was added for the 8 respondents who left this question blank
- Region was added for 23 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=11) respondents were assigned to being Māori or non-Māori for weighting purposes.

2.6.5 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 Confrimit, 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 6547 "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 for the 2013 and 2014 surveys. It is important to note that all figures need to be interpreted in the context that less letters were sent in 2014.

The response rate in 2014 has dropped slightly to 43.4% which has mostly been driven by a drop in the “ineligibles” and an increase in the “unknowns”.

Table 2.5 Response rate for total sample

Category	2013	2014
Deceased	13	6
Out Of Region	0	0
GNA	560	348
Language	4	2
Unavailable	180	195
Health/Age	74	56
Total ineligible	831	607
Refused	155	44
Incomplete	157	164
Unknown - Mailed Out, No Info	6343	6547
Total "refusals"	6655	6755
On Line Completes	3077	2789
Off Line Completes	1937	1834
Completes	5014	4623
Mail Outs	12500	11985
Return Rate	43.0%	40.6%
Response Rate	46.4%	43.4%

The table below outlines response for each Regional Council area.

Table 2.6 Response rate for each Regional Council area (n)

	Northland Region	Auckland Region	Waikato Region	Bay of Plenty Region	Gisborne Region	Hawke's Bay Region	Manawatu-Wanganui Region	Taranaki Region	Wellington Region	Tasman Region	Nelson Region	Marlborough Region	Canterbury Region	West Coast Region	Otago Region	Southland Region
Deceased	0	1	1	0	0	1	0	0	0	1	0	1	0	0	0	1
Out Of Region	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
GNA	15	64	35	23	14	14	20	10	29	4	15	14	44	21	15	11
Language	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Unavailable	10	30	11	17	11	12	10	3	20	7	7	12	20	8	13	4
Health/Age	4	7	7	1	5	0	4	4	6	2	3	2	10	0	1	0
Total ineligible	29	103	55	41	30	27	34	17	55	14	25	29	74	29	29	16
Refused	3	10	6	1	2	2	1	1	2	1	1	5	2	4	2	1
Incomplete	7	33	10	15	2	7	3	4	17	8	9	6	19	5	11	8
Unknown - Mailed Out, No Info	245	1423	587	433	347	283	315	235	621	151	194	211	760	237	271	234
Total "refusals"	255	1466	603	449	351	292	319	240	640	160	204	222	781	246	284	243
On Line Completes	99	526	243	147	86	94	136	96	336	111	136	104	357	81	141	96
Off Line Completes	95	255	147	127	80	74	85	88	118	96	72	98	228	101	85	85
Completes	194	781	390	274	166	168	221	184	454	207	208	202	585	182	226	181
Mail Outs	478	2350	1048	764	547	487	574	441	1149	381	437	453	1440	457	539	440
Return Rate (%)	43.2	34.8	39.3	37.9	32.1	36.5	40.9	43.4	41.5	56.4	50.5	47.6	42.8	42.5	44.3	42.7
Response Rate (%)	46.4	37.4	42.3	40.9	35.7	39.8	44.3	45.5	44.1	57.9	53.1	50.7	45.6	45.9	47.0	44.6

2.6.6 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=150
- 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 Regional Council Area (TA) 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-Māori. 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 Regional Council area, by the eight weighting cells in Dimension 1 and the two weighting cells in Dimension 2. This weight allows results to be analysed by the 16 regional council areas.
- 2) Creating a New Zealand total post weight – this amalgamates the areas into a single sample. Here we used a 'post weight' which allowed the weighted result for each of the 16 areas to influence the total sample results according to its share of the total population. Hence if a Regional Council area has a 15% share of the NZ population it will have a weight factor of 0.15 applied to it in the total sample.

All results reported on are based on the New Zealand total post weight.

The current measure (2014) was the first time that the 16 Regional Council areas were used for sampling and weighting to ensure a representative spread of results by location (in previous years the DOC defined conservancies were used). To ensure that this change in approach did not impact the results, at the completion of fieldwork the data was weighted two ways: 1) by conservancy as per previous measures, 2) by the 16 Regional Council areas. Results were then compared and it was found that the differences between the two approaches were very minor and therefore the new approach of weighting to the 16 Regional Council areas was appropriate to be used in isolation for the full report as it does not have a major impact on results and is more relevant to the way DOC works.

In addition, to eliminate and variations caused by the change in approach, all significant changes commented on in the report were checked to ensure that the difference was also statistically significant using the old weighting approach (therefore we can be confident that all changes reported on are changes in opinion and not caused by a change in methodology).

The table below outlines the results with a slight variation between the two weighting approaches. All other results were the same in both weightings.

Table 2.7 Summary of the differences for results between the two weighting approaches (%)

	Regional Council Weighting Result (as per all reports)	Conservancy Weighting Result
PERSONAL BENEFITS OF CONSERVATION		
• Protecting the natural environment for my children	31%	30%
• Ability to access/enjoy a healthy/safe/natural environment	16%	15%
CONSERVATION ACTIONS		
1. Conservation actions undertaken in the past 12 months...		
• Other	5%	6%
2. Type of conservation project involved in		
• Recreation facilities or services	19%	20%
3. Location of the conservation project undertakes		
• Private land	46%	45%
• Other public land	37%	36%
• Public land administered by DOC	36%	35%
• Maori land	14%	13%
• Don't know	4%	3%
ATTITUDE TOWARDS THE DEPARTMENT OF CONSERVATION		
1. Proportion of New Zealanders who have a favourable or unfavourable opinion of DOC over time (%)		
• % very or somewhat unfavourable	8%	9%
2. Reasons for having an unfavourable opinion towards DOC (%)		
• Poor management/too bureaucratic	4%	3%

<ul style="list-style-type: none"> • None 	4%	3%
USE OF DOC RECREATION AREAS IN GENERAL		
1. Frequency of using DOC areas for recreation (%) <ul style="list-style-type: none"> • Less often than once a year 	30%	31%
CHANGES IN USAGE OF DOC RECREATION AREAS OVER TIME		
1. Change in frequency of use of DOC recreation areas from the past 12 months compared to the previous 12 months <ul style="list-style-type: none"> • About the same as 12 months ago 	57%	58%
2. Reasons for increased usage of DOC recreation areas <ul style="list-style-type: none"> • Increased awareness of and involvement in the environment and the preservation of the beauty of our natural resources • Have more free time for recreation • More active now • Purchased new vehicle... 	23%	24%
	14%	15%
	7%	8%
	4%	3%
USAGE AND SATISFACTION BY RECREATIONAL AREA		
1. Areas visited most frequently <ul style="list-style-type: none"> • Tongariro National Park • Rangitoto Island 	13%	12%
	7%	6%
2. Proportion who have visited a national park in the past 12 months (%)	37%	38%
3. Activities carried out on most recent visit to a DOC recreation area (%) <ul style="list-style-type: none"> • Camping • Mountain biking / cycling 	7%	8%
	7%	6%
4. Main activity that was carried out on most recent visit to a DOC recreation area (%) <ul style="list-style-type: none"> • Mountain biking / cycling 	4%	3%
5. Satisfaction with the facilities at the DOC area that was visited most recently <ul style="list-style-type: none"> • % who rated 4 or 5 	80%	79%
6. Satisfied (note: some sites have very small base sizes) <ul style="list-style-type: none"> • Kahurangi National Park • Tongariro River Walks • Abel Tasman National Park • Coromandel Forest Park • Tongariro National Park 	89%	87%
	87%	88%
	85%	84%
	84%	83%
	84%	83%

• Pelorus Bridge Scenic Reserve	84%	83%
• Aoraki/Mt Cook National Park	82%	81%
• Taiaroa Head Albatross Colony	82%	81%
• Pukaha Mount Bruce Wildlife Centre	80%	79%
• Ohakune Old Coach Road	77%	74%
• Kaimai Mamaku Forest Park	76%	75%
• Kaikoura Peninsula Walkway	74%	75%
• Bream Head	73%	72%
• Ruahine Forest Park	72%	71%
• Rangitoto Island	71%	70%
• Remarkables Ski Area	71%	72%
• Whanganui National Park	70%	73%
• Te Urewera National Park	69%	66%
• Craigieburn Forest Park	69%	65%
• Godley Head – Christchurch	69%	70%
• Pureora Forest Park	65%	63%
• Moeraki Boulders	64%	65%
7. Dissatisfied (note: some sites have very small base sizes)		
• Ohakune Old Coach Road	16%	18%
• Coronet Peak Skifield	15%	14%
• Remarkables Ski Area	12%	11%
• Tongariro River Walks	9%	6%
• Kaimanawa Forest Park	8%	9%
• Tongariro National Park	6%	5%
• Otago Central Rail Trail	5%	4%
• Kaimai Mamaku Forest Park	4%	5%
• Bream Head	3%	4%
• Egmont National Park	3%	4%
• Coromandel Forest Park	2%	3%

• Arthur's Pass National Park	1%	0
• Old Government Buildings Wellington	-	0
AWARENESS, USE OF, AND SATISFACTION WITH DOC HISTORIC SITES		
1. The 12 most commonly visited sites	9%	8%
• Karangahake Gorge & Historic Gold Mine		
2. Satisfaction with the heritage experience at the DOC site that was visited most recently (%)		
• Very dissatisfied	1%	2%
3. Satisfied (note: some sites have very small base sizes)		
• Ruapekapeka Pa	92%	91%
• Waitawheta Tramway	87%	86%
• Waiuta Gold Mine	86%	88%
• Kauaeranga Valley	80%	81%
• Ship Cove, Marlborough Sounds	79%	80%
• Bridge to Nowhere, Whanganui River	76%	78%
• Dawson Falls Powers Station	76%	75%
• Otatara Pa	76%	75%
• Flagstaff Hill	75%	76%
• Arai Te Uru	57%	55%
• Urupukapuka Island	54%	55%
• Pourakino	37%	38%
4. Dissatisfied (note: some sites have very small base sizes)		
• Pourakino	13%	14%
• Ruapekapeka Pa	8%	9%
• Dawson Falls Power Station	7%	9%
• Arrowtown Chinese Settlement	1%	0

THREATS TO NATIVE PLANTS, BIRDS, ANIMALS AND THE NATURAL ENVIRONMENT		
1. Extent to which each species is a threat ...		
• Introduced freshwater fish – <i>a serious threat (4)</i>	20%	19%
THE CONTROL OF PESTS		
1. Attitude towards DOC using each method of pest control (%)		
• Poison laid by hand – <i>Should never be used in any circumstances</i>	7%	6%
2. Proportion who feels DOC should not be using each method of pest control over time (%)		
• Poison bait laid by hand	22%	21%

The table below outlines the sample size achieved and their effective sample size after being weighted by age, gender, ethnicity to the 16 regional council areas.

Table 2.8 Effective sample size after weighting

Conservancy	Sample size	% of total NZ population	Effective sample size after weighting
Northland Region	194	4%	163
Auckland Region	781	33%	1530
Waikato Region	390	9%	432
Bay of Plenty Region	274	6%	287
Gisborne Region	166	1%	45
Hawke's Bay Region	168	3%	161
Taranaki Region	184	3%	118
Manawatu-Wanganui Region	221	5%	242
Wellington Region	454	11%	522
Tasman Region	207	1%	52
Nelson Region	208	1%	52
Marlborough Region	202	1%	49
West Coast Region	182	1%	36
Canterbury Region	585	13%	603
Otago Region	226	5%	231
Southland Region	181	2%	102
Age			
18-24 years	483	13%	591
25-49 years	1846	43%	2008
50-64 years	1263	25%	1147
65 years +	1031	19%	877
Ethnicity			
Māori	468	12%	588
Non-Māori	4155	88%	4035
Gender			
Male	2318	48%	2214
Female	2305	52%	2409

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.

Significant differences

- Differences reported are significant at the 95% confidence level.
- When comparing 2014 results with results from 2013, statistically significant differences are highlighted using a green or red arrow. The green arrow indicates an increase, while the red arrow indicates a decrease.

Comparing results over time

- Whilst there has been a slight change to the sampling and weighting for the 2014 survey (no longer based on the 11 Department of Conservation defined conservancies, but rather the 16 Regional Council areas), results from 2014 can be directly compared with results from 2013. Where results have been marked as statistically significant, the change represents a true change in behaviour or attitudes.
- The change made in 2013 from a CATI methodology to an online and self-completion methodology means the time series of the survey was broken between 2012 and 2013. This means that the results from 2013 and 2014 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 over time.

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:

<i>You will need to circle an answer like this</i>	<i>Please circle <u>one</u> answer</i>		<i>Or like this</i>	<i>Please circle an answer for each statement</i>				
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
Taupo / Tongariro	4
Bay of Plenty / Rotorua	5
Gisborne	6
Hawkes Bay	7
Taranaki	8
Whanganui	9
Manawatu / Rangitikei	10
Wellington (including Kapiti, Porirua, Hutt Valley and Wairarapa)	11
Nelson	12
Tasman	13
Marlborough	14
Kaikoura	15
West Coast	16
Canterbury	17
Otago	18
Southland	19
Other, please specify _____	20

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

Please circle one answer

18-24 years	1
25-34 years	2
35-49 years	3
50-64 years	4
65 years or more	5

Q3 Are you:

Please circle one answer

Male	1
Female	2

CONSERVATION

Q4 Please think about the main benefits of conservation.
What are the main benefits of conservation to you personally?

Q5 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

Q6 In the past 12 months, which, if any, of the following actions have you done specifically relating to New Zealand conservation:

	Please circle <u>all</u> 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 Q9

Q7 Please answer this question if you selected '7 - Spent time helping on a conservation project' at Q6. Everyone else please go to Q9.

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 <u>all</u> 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

Q8 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

Q9 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

Q10 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

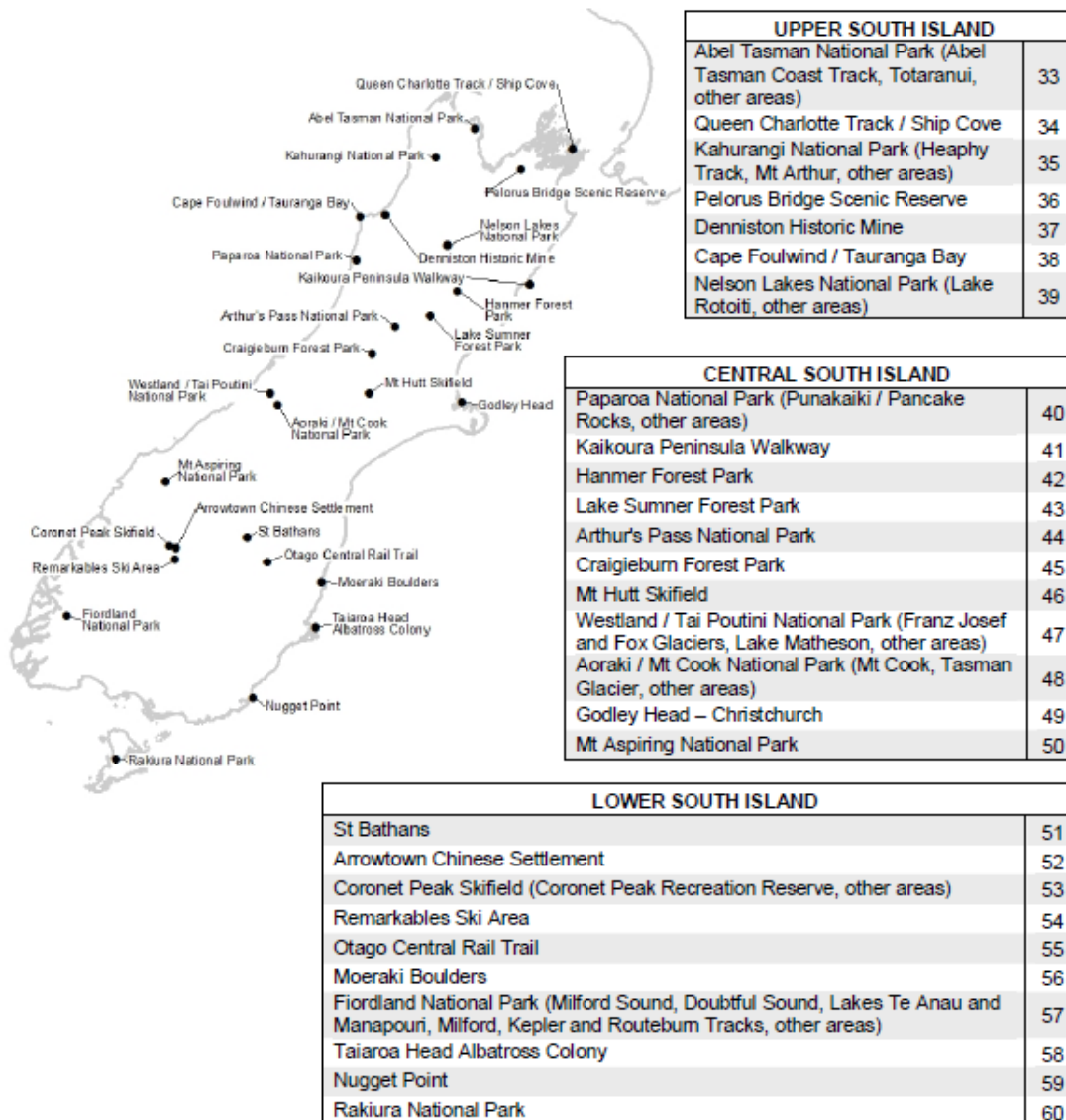


LOWER NORTH ISLAND	
Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas)	28
Manawatu Gorge Walkway	29
Pukaha Mount Bruce Wildlife Centre	30
Taranaki Forest Park (Holdsworth, Otaki Forks, other areas)	31
Old Government Buildings Wellington	32

UPPER NORTH ISLAND	
Cape Reinga / Te Pahi Recreation Reserve	1
Urupukapuka Island	2
Kerikeri Basin - Stone Store	3
Poor Knights Islands Marine Reserve	4
Waipoua Forest (Tane Mahuta, other areas)	5
Bream Head	6
Flagstaff Hill	7
Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas)	8
Tiritiri Matangi Island	9
Long Bay - Okura Marine Reserve	10
Rangitoto Island	11
North Head	12

CENTRAL NORTH ISLAND	
Cathedral Cove / Ha Hei Marine Reserve	13
Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas)	14
Kaimanawa Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas)	15
Pirongia Forest Park	16
Te Urewera National Park (Lake Waikaremoana, other areas)	17
Huka Falls	18
Pureora Forest Park	19
Whirinaki Te Pua-a-Tane Conservation Park	20
Tongariro River walks	21
Tongariro National Trout Centre	22
Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas)	23
Kaimanawa Forest Park	24
Whanganui National Park	25
Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas)	26
Ohakune Old Coach Road	27

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



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 Q17. 97

Q11

If you have not visited any DOC areas in the past 12 months at Q10 please go to Q17.

Thinking about the Department of Conservation areas that you have visited in the past 12 months (those you selected at Q10), which one did you visit most recently?

a. Please write in the number of the area from Q10 here:

b. And please write in the name of the area (as it appears in Q10) here:

Q12

Thinking about the area you visited most recently, which of the following activities did you carry out on your visit?

Please circle all that apply

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

Q13

And still thinking about the activities you undertook at the area you visited most recently (the activities you selected at Q12), what was the main activity you carried out on this visit?

If you only selected one answer at Q12 please still fill in the number and code below.

a. Please write in the number of the activity from Q12 here:

b. And please write in the activity (as it appears in Q12) here:

Q14

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

- Q15** 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	} Go to Q17
No	2	
Don't know	3	

- Q16** 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 the additional source below:	1	2	3

Q17 Everyone please answer Q17

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 | → Go to Q20 |

Q18 And thinking about the last 12 months compared to the 12 months prior to that, would you say you have been using any Department of Conservation areas more or less often for recreation?

Please circle one answer

- | | | |
|---------------------------------|---|-------------|
| More often | 1 | |
| About the same as 12 months ago | 2 | → Go to Q20 |
| Less often | 3 | |
| Don't know | 4 | → Go to Q20 |

Q19 Please answer this question if you said more or less often above at Q18.

There are a number of reasons why you may be visiting DOC sites more or less often. Please describe in as much detail as possible why you are using Department of Conservation areas for recreation more or less often than you were 12 months ago?

Q20 Everyone please answer Q20

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

Please circle an answer for each statement

	Yes	No
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
2 Stayed at a DOC campsite	1	2
3 Stayed at a DOC hut, lodge or house where you have needed to pay fees to stay	1	2
4 Been to a DOC Visitors Centre	1	2

HISTORIC SITES

Q21 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

Q22 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



UPPER NORTH ISLAND	
Cape Reinga	1
Kerikeri Basin - Stone Store	2
Cape Brett	3
Urupukapuka Island	4
Ruapekapeka Pa	5
Arai Te Uru	6
Flagstaff Hill	7
Kawau Island	8
Tiritiri Matangi Island	9
North Head	10
Kauaeranga Valley	11
Karangahake Gorge and Historic Gold Mine	12
Waitawheta Tramway	13

CENTRAL AND LOWER NORTH ISLAND	
Bridge to Nowhere, Whanganui River	14
North Egmont Camphouse	15
Dawson Falls Power Station	16
Ohakune Old Coach Road	17
Otatara Pa	18
Old Government Buildings	19

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



UPPER AND CENTRAL SOUTH ISLAND	
Ship Cove, Marlborough Sounds	20
Denniston Historic Mine	21
Molesworth Station	22
Waiuta Gold Mine	23
Brunner Mine	24
Goldsborough	25
Godley Head	26

LOWER SOUTH ISLAND	
St Bathans	27
Bendigo Historic Reserve	28
Skippers / Mt Aurum Recreation Reserve	29
Arrowtown Chinese Settlement	30
Otago Central Rail Trail	31
Alexandra Courthouse	32
Mitchells Cottage	33
Nevis Valley	34
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 Q25. 97

Q23 If you have not visited any historic sites administered by DOC in the past 12 months at Q22 please go to Q25.
Thinking about the historic sites that you have visited in the past 12 months (those you selected at Q22), which one did you visit most recently?

- a. Please write in the number of the site (from Q22) here:
- b. And please write in the name of the site as it appears in Q22 here:
-

Q24 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

Q25 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 Q27

Q26 And for what reasons do you have that view of the Department of Conservation (selected at Q25)?

INTRODUCED SPECIES

- Q27** 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

- Q28** 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 4 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

KAURI DIEBACK

Q29 Have you heard of Kauri Dieback disease, also known as PTA?
Please circle one answer

Yes	1
No	2

DEMOGRAPHICS

Q30 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
More than \$100,000	4
Prefer not to say	5

Q31 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



Thank you for completing the survey. Please enter your details on the next page to be eligible for the prize draw of the iPad Air.*

Please provide your contact details so that we are able to contact you if you are the winner of the iPad Air or if we have any questions about your questionnaire (e.g. if we can't read your response):

Name:

Phone number:

E-mail:

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

Please circle one answer: YES / NO

If you said yes, please ensure your contact details are filled in above. Thank you.

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

If you are happy to say 'yes' above then your details will be passed on to the Department of Conservation alongside your survey responses so that we can contact people based on their attitudes and experiences (e.g. those who have walked one of New Zealand's Great Walks in the last three years or those who are aware of Kauri Dieback disease).

If you would rather not be contacted about further research then your answers will remain confidential and you will still be eligible for the prize draw.

**We really appreciate that you have taken time to complete this survey.
Thank you!**

PLEASE CHECK THAT YOU HAVE COMPLETED ALL PAGES OF THE QUESTIONNAIRE.

Please put the completed questionnaire in the Freepost envelope provided or any envelope (no stamp required) and post it to:

Customised Coding Department
Nielsen
PO Box 11 346
Wellington 6142
New Zealand

If you have any questions please contact Nielsen during office hours on 0800 400 160 toll free.

APPENDIX 2 – WEIGHTING MATRIXES

Population Figures – Census 2013 sourced from Stats New Zealand

	Total	Males				Females			
		18-24	25-49	50-64	65+	18-24	25-49	50-64	65+
Northland Region	112446	5136	19317	15816	13353	5064	22293	17058	14409
Auckland Region	1058391	75174	238446	116793	74244	75165	264159	125490	88920
Waikato Region	298608	19032	60126	36456	27768	18753	65931	38724	31818
Bay of Plenty Region	198222	10002	36603	24948	21594	9801	42456	27543	25275
Gisborne Region	30873	1761	5922	4095	2763	1746	6924	4308	3354
Hawke's Bay Region	111381	5571	20775	14490	11676	5541	23529	16008	13791
Taranaki Region	81900	4371	16407	10608	8097	3993	17670	11046	9708
Manawatu-Wanganui Region	167397	10695	31074	20925	16959	10791	34524	22260	20169
Wellington Region	360969	24165	77967	41142	28203	25797	85719	43911	34065
Tasman Region	35712	1383	6513	5292	4122	1248	7305	5520	4329
Nelson Region	35871	1716	6858	4674	3672	1599	7701	5226	4425
Marlborough Region	34029	1410	6075	4740	4278	1236	6675	4989	4626
West Coast Region	24822	1218	4806	3819	2583	1122	5181	3483	2610
Canterbury Region	417075	27399	86076	52224	38136	23844	90003	53715	45678
Otago Region	160017	12555	30231	19407	14634	13632	32553	19932	17073
Southland Region	70248	3927	14286	9324	6759	3645	15249	9216	7842

	Māori
Northland Region	29325
Auckland Region	100488
Waikato Region	55155
Bay of Plenty Region	44805
Gisborne Region	12408
Hawke's Bay Region	21873
Taranaki Region	12114
Manawatu-Wanganui Region	28347
Wellington Region	40653
Tasman Region	2517
Nelson Region	2955
Marlborough Region	3453
West Coast Region	2307
Canterbury Region	30798
Otago Region	11100
Southland Region	8355

APPENDIX 3 – FAQ'S

Date: April 2014

Timeframes:

The Survey of New Zealanders is conducted every year.

Online + Hardcopy – Respondent ID 6 digit number

Initial invite letter sent: 22 April

Reminder postcard 1 sent: 30 April (sample goes 10am on the 28th)

Survey Pack sent: 6/7/8 May (sample goes 10am on the 5th)

Reminder postcard 2 sent: 22 May (sample goes 10am on the 19th)

Final day to post back completed hardcopy: 29 May

Final day to complete online: 3 June

URL = www.acnonline.com/doc

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 an iPad Air (if necessary: 16GB iPad Air (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 7 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 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 alternation 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.