



Department of Conservation National Survey

Kauri Dieback

Survey conducted:
June 2012

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1.0 Methodology

The Department of Conservation (DOC) undertook a survey of adult New Zealanders (The National Survey) in June 2012 (replicating the survey undertaken in 2011). The National Survey replaced a range of independent general public surveys undertaken by DOC in the past.

The National Survey was a survey of the adult population (18 years plus) of New Zealand. A total of 3,885 people were interviewed for the survey in 2012. 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. The sample profile at a total sample level is shown in Appendix 1.

This report focuses on the questions respondents were asked about Kauri Dieback.

Respondents who said they had been to a DOC managed area in the upper North Island (1,108 respondents) were asked the following series of questions about Kauri Dieback.

- Are you aware of Kauri Dieback disease, also known as PTA?
- Have you ever done anything to try and reduce the spread of Kauri Dieback?
- What was it (you did to try and reduce the spread of Kauri Dieback)?

The sample profile for those who had been to a DOC managed area in the upper North Island within the last 12 months was as follows overleaf.

Sample Profile (been to a DOC managed area in the upper North Island within the last 12 months)			
Sample Size: 1,108		Household income before tax	
Gender		\$40,000 or less	17%
Male	48%	\$40,001-\$60,001	14%
Female	52%	\$60,001 or more	56%
Age		Not answered	13%
24 years or younger	12%	Area	
25-39 years	31%	Northland	7%
40-54 years	29%	Auckland	51%
55 years plus	27%	Waikato	11%
Ethnicity (multiple response)		Bay of Plenty	8%
Pakeha	83%	Tongariro / Whanganui / Taranaki	5%
Maori	13%	Wellington / Hawke's Bay	13%
Pacific	3%	Nelson / Marlborough	1%
Asian	6%	West Coast	0%
Other	3%	Canterbury	3%
Location		Otago	1%
Big city	53%	Southland	1%
Small city/large town	21%		
Small town	15%		
Rural	12%		

Results shown in this report as statistically significant are significantly higher at the 95 percent confidence interval or higher and where the base is n=30 or greater. The following factors are reported on for statistical significance:

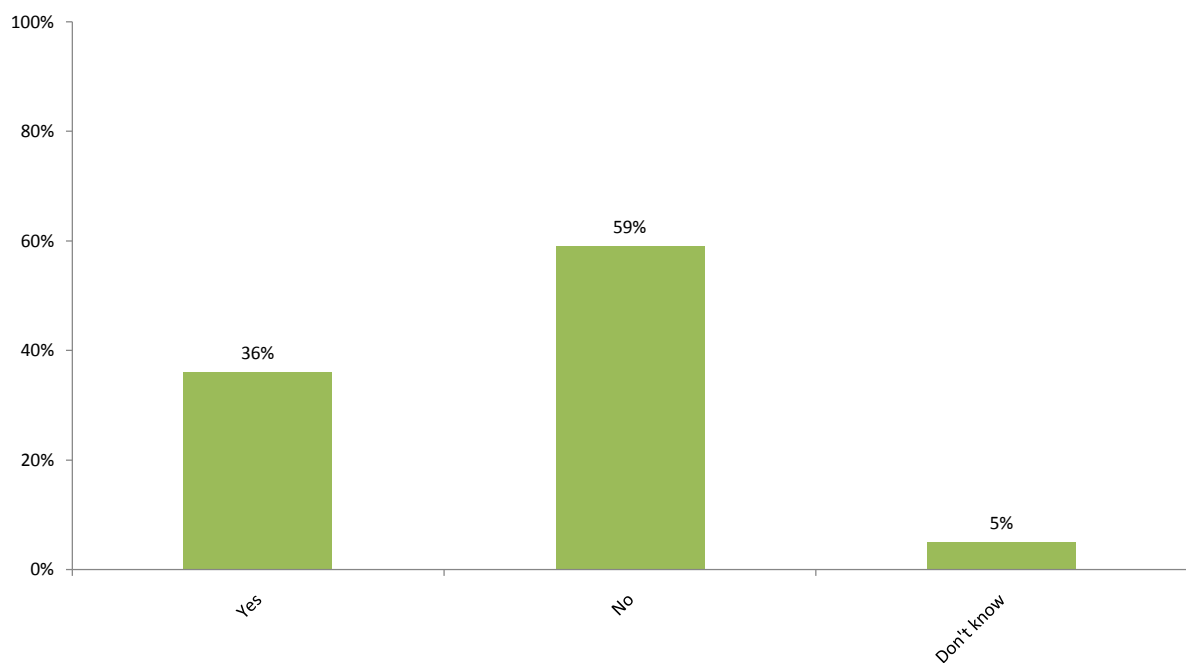
- Gender
- Age
- Ethnicity
- Household income
- Living area (e.g. big city/rural)
- Conservancy based in
- Key DOC areas visited (Waipoua, Coromandel Forest Park, Kaimai-Mamaku Forest Park, Northland Forest Park).

2.0 Findings

2.1 Been to a DOC managed area in the upper North Island

Respondents were asked if they had been to a Department of Conservation managed area in the upper North Island in the last 12 months. Thirty-six percent of the survey respondents had been to a Department of Conservation managed area in the upper North Island within the last 12 months.

Been to a DOC managed area in the upper North Island in the last 12 months



Base: all respondents 3885

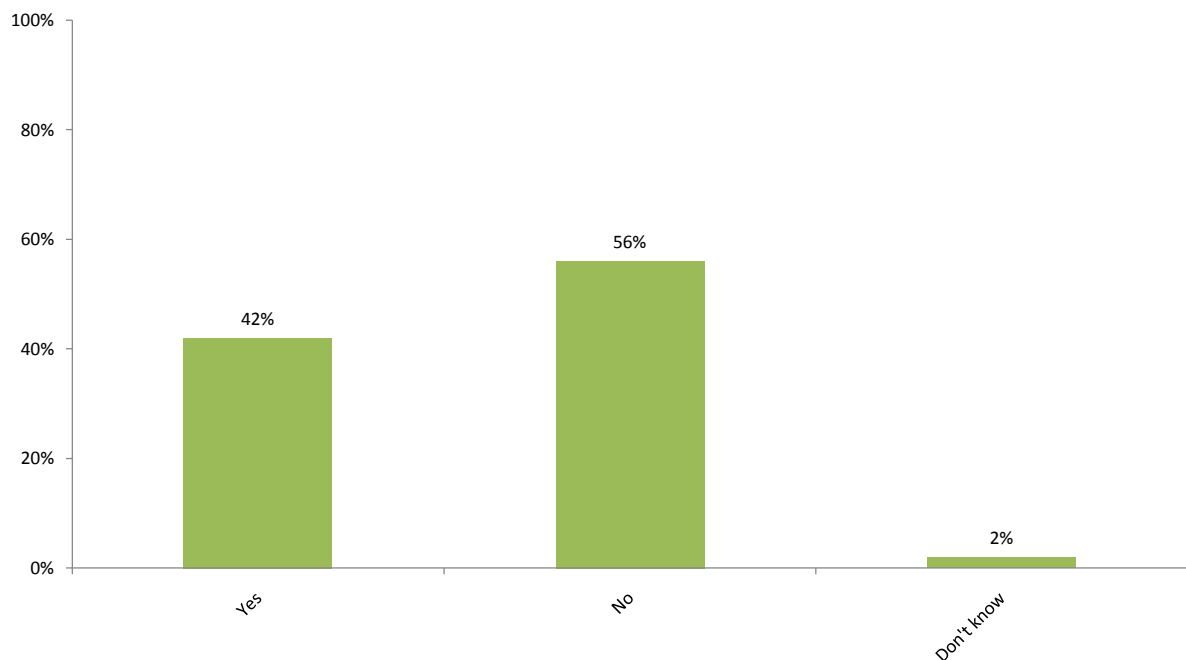
Statistical testing was undertaken to identify the types of respondents who were significantly more likely to have been to a DOC managed area in the upper North Island within the last 12 months:

- 25-39 years
- Income \$60,001+
- From a big city
- From Auckland, Northland or Waikato.

2.2 Awareness of Kauri Dieback

Respondents who had been to a Department of Conservation managed area in the upper North Island in the last 12 months were asked if they were aware of Kauri Dieback. Forty-two percent of the eligible survey respondents were aware of Kauri Dieback.

Aware of Kauri Dieback



Base: been to DOC managed area in the upper North Island in last 12 months 1108

Statistical testing was undertaken to identify the types of respondents who were significantly more likely to **be aware** of Kauri Dieback:

- 55 years plus
- Living in Auckland or Northland.

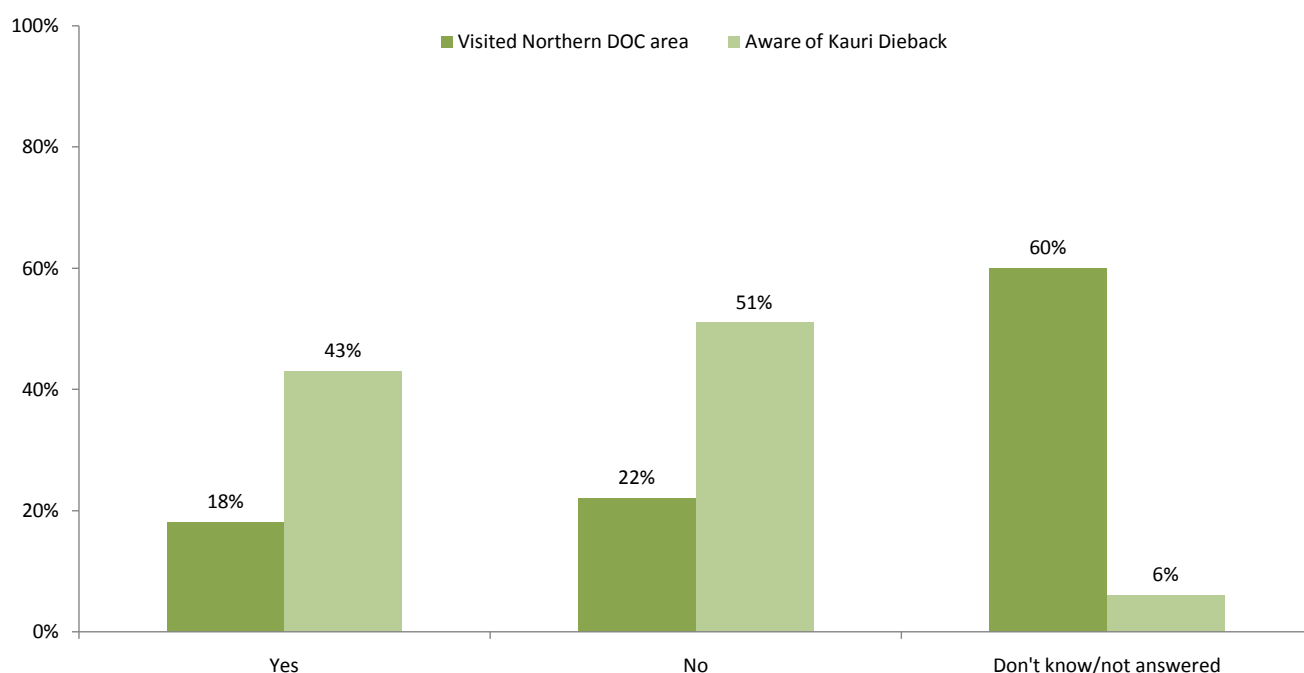
More likely to **not be aware** of Kauri Dieback:

- 25-39 years
- Small city/large town
- Canterbury, Nelson/ Marlborough/ Southland, Tongariro/Taupo/Taranaki, Wellington

2.3 Action taken to reduce the spread of Kauri Dieback

Respondents who had been to a Department of Conservation managed area in the upper North Island in the last 12 months and were aware of Kauri Dieback were asked if they had done anything to try and reduce the spread of Kauri Dieback. Of all respondents who had been to a Department of Conservation managed area in the upper North Island in the last 12 months, eighteen percent said they had done something to try and reduce the spread of Kauri Dieback.

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



Base for Visited Northern DOC Area: been to DOC managed area in the upper North Island in last 12 months 1,108

Base for Aware of Kauri Dieback: been to DOC managed area in the upper North Island in last 12 months and aware of Kauri Dieback 466

Statistical testing was undertaken to identify the types of respondents who were significantly more likely (using the base of all visitors to DOC Northern Areas) to **have done** something to try and reduce the spread of Kauri Dieback:

- Big city
- Auckland
- Visitor to Coromandel Forest Park.

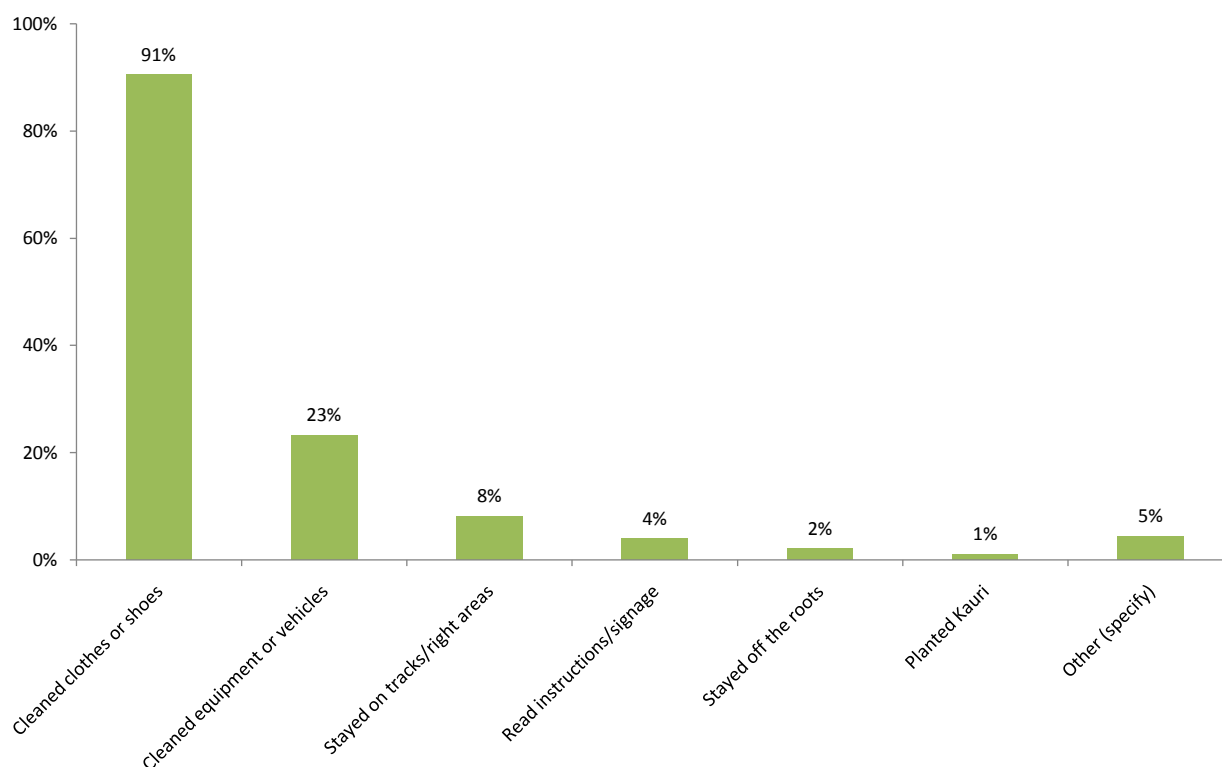
Significantly more likely (using the base of all visitors to DOC Northern Areas) to have **not done** something to try and reduce the spread of Kauri Dieback:

- 55 years plus
- Rural
- Northland.

2.4 Type of action taken to reduce the spread of Kauri Dieback

Respondents who had taken action to try and reduce the spread of Kauri Dieback were asked what they had done. Ninety-one percent had cleaned their shoes or clothes.

Type of action taken to try to reduce the spread of Kauri Dieback?



Base: been to DOC managed area in the upper North Island in last 12 months, aware of Kauri Dieback and have done something to try and stop the spread, 159
 Sample too small for significant differences

2.5 Visitor Comparison

The significant differences between the total sample and visitors to specific areas were as follows:

- Visitors to Waipoua were significantly less likely than the total to say they were not aware of Kauri Dieback
- Visitors to Coromandel Forest Park were significantly more likely to **have done** something to try and reduce the spread of Kauri Dieback.

Are you aware of Kauri Dieback Disease?	Total	Visitor to Waipoua	Visitor to Coromandel Forest Park	Visitor to Kaimai Mamaku Forest Park	Visitor to Northland Forest Park
	1,108	109	110	66	63
Yes	42%	50%	50%	51%	47%
No	56%	45%	50%	47%	52%
Don't know	2%	5%	0%	1%	1%
Have you done anything to try to reduce spread of Kauri Dieback?	Total	Visitor to Waipoua	Visitor to Coromandel Forest Park	Visitor to Kaimai Mamaku Forest Park	Visitor to Northland Forest Park
	1,108	109	110	66	63
Yes	18%	21%	26%	17%	18%
No	22%	25%	23%	29%	15%
Don't know	2%	4%	1%	6%	13%
Not asked Q36a	58%	50%	50%	49%	53%

Blue text for significantly lower than the total

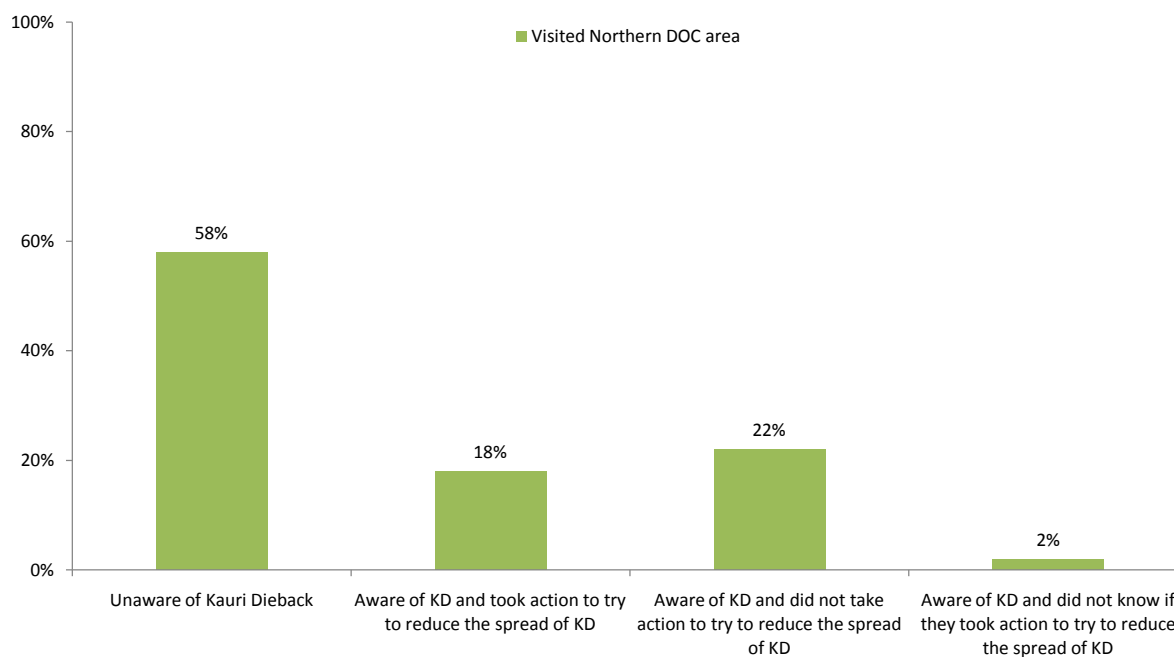
Red text for significantly higher than the total

2.5 Summary of findings

Of those who had been to a DOC managed area in the upper North Island within the previous 12 months:

- 58% were **unaware** of Kauri Dieback
- 18% were **aware** of Kauri Dieback and **took action** to stop the spread of Kauri Dieback
- 22% were **aware** of Kauri Dieback and took **no action** to stop the spread of Kauri Dieback
- 2% were **aware** of Kauri Dieback and **did not know** if they took action to stop the spread of Kauri Dieback.

Kauri Dieback Summary



Base for Visited Northern DOC Area: been to DOC managed area in the upper North Island in last 12 months 1,108

Statistically significantly more likely to be:

- Unaware of Kauri Dieback: 25-39 years, small city/large town, Canterbury, Nelson/Marlborough/ Southland, Tongariro/Taupo/Taranaki, Wellington
- Aware of Kauri Dieback and took action to stop the spread of Kauri Dieback: big city, Auckland, visitor to Coromandel Forest Park
- Aware of Kauri Dieback and took no action to stop the spread of Kauri Dieback: 55 years plus, rural, Northland
- Aware of Kauri Dieback and did not know if they took action to stop the spread of Kauri Dieback: (numbers are too small for significant differences).

Appendix 1: Total Sample Profile

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 gender¹ (at a Conservancy level).

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).

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%			

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

