

DOC 2011 National Survey of New Zealanders Overview of Findings Presentation

Prepared by Premium Research
For the Department of Conservation

Introduction

- This document presents an overview of the findings of the DOC 2011 survey of New Zealanders.
- The survey fieldwork was undertaken in June 2011.
- A total of 3,614 New Zealanders completed the survey.
- The primary methodology was telephone (2,224 respondents) and the secondary methodology was online (1,390 respondents).
- All respondents were aged 18 years plus.
- 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).
- Results shown in this document as statistically significant are significantly higher at the 95% confidence interval or higher and where the total is n=30 or greater.
- The survey sample was stratified and then post-weighted to match the actual population distribution (2006 Census) by:
 - Ethnicity (at a Conservancy level)
 - Interlocking age and gender (at a Conservancy level).

Contents

- This documents presents key findings from the survey (for a complete set of results see the National Survey Report Series)
- Findings are presented on the following areas:
 1. Conservation
 2. Department of Conservation
 3. Destination Management
 4. Conservancy Comparison
 5. Inter-relationship
 6. Appendix (methodological detail)

1. Conservation

Overview of findings

- Primary personal benefits of conservation were considered to be: protecting plants and animals (20%), protecting the environment for my children (19%) and ability to enjoy a healthy/safe environment (17%).
- 86% of New Zealanders said conservation is important to them personally (important or very important). Just three percent said conservation is not important and the remaining 11% were neutral or unsure about the importance of conservation.
- The majority of New Zealanders said conservation is of equal importance to other key issues, like law and order and health (62%). 22% said conservation is less important and 15% said conservation is more important.

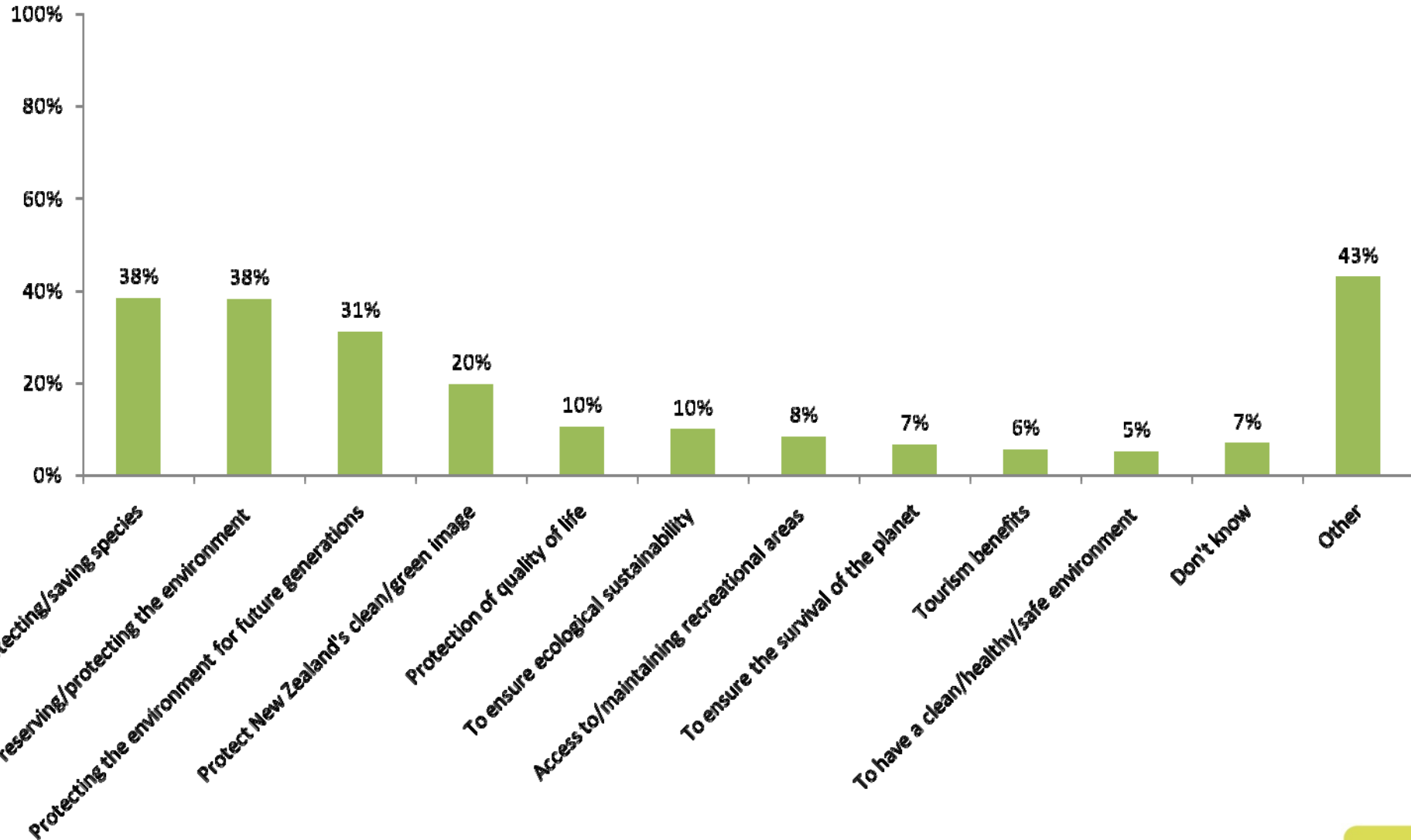
Overview of findings

- 84% of New Zealanders agreed *conservation of New Zealand's natural environment is important to me*
- 79% of New Zealanders agreed *spending money on conservation is a good investment in the prosperity and wellbeing of all New Zealanders*
- 75% of New Zealanders agreed *conservation should be considered in all key decisions about New Zealand's future*
- 71% of New Zealanders agreed *I encourage other people to care about and conserve natural resources*
- 66% of New Zealanders agreed *conservation is at the heart of what it means to be a New Zealander*
- 66% of New Zealanders agreed *conservation is important in my life.*

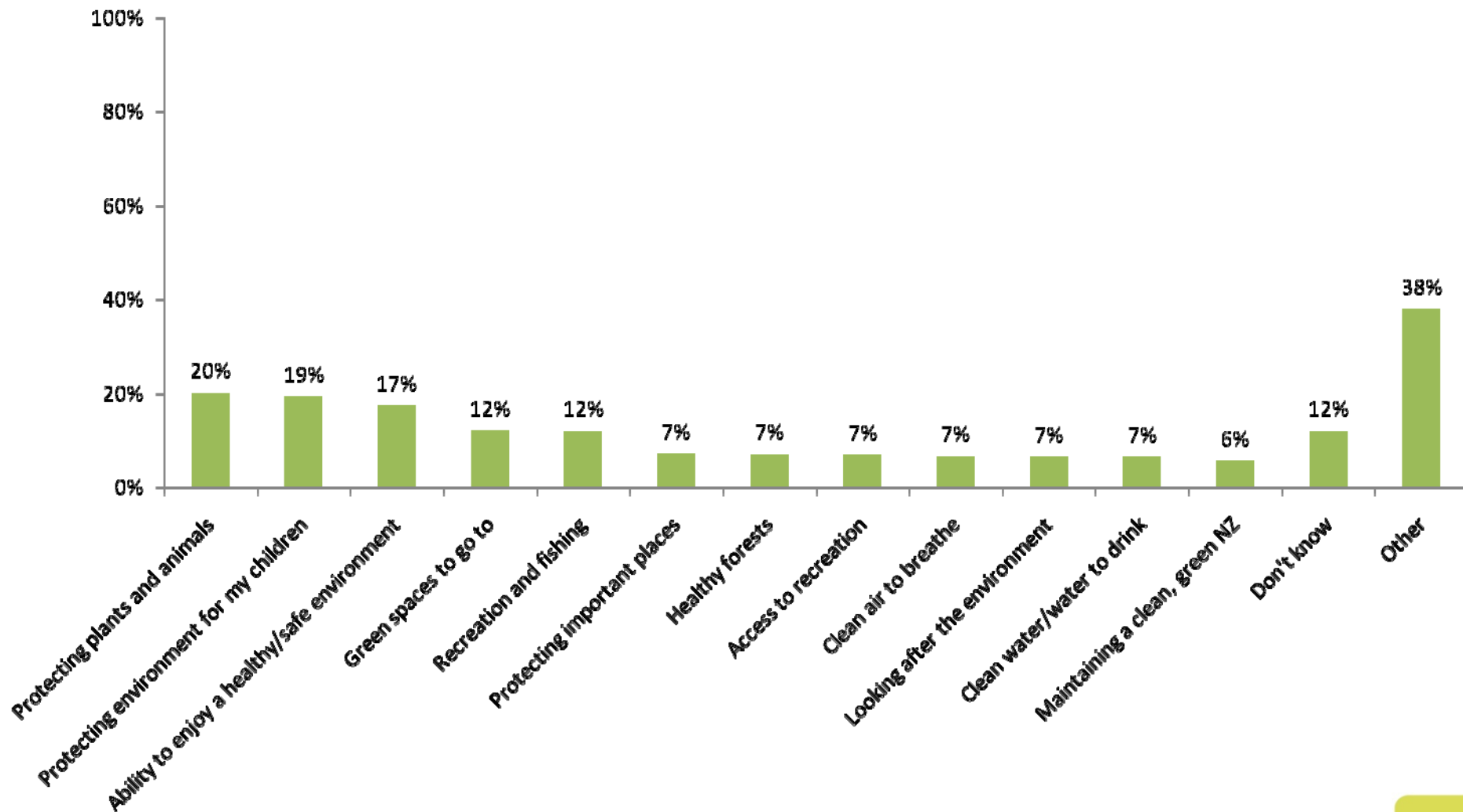
Overview of findings

- 79% of New Zealanders have not contributed to conservation in the last 12 months. 21% said they have contributed to conservation.
- Two-thirds (66%) have not donated money for a conservation cause in the last 12 months. 30% have donated money for a conservation cause in the last 12 months.
- One third (33%) said they were likely to donate money for a conservation cause in the next 12 months. 27% said they were unlikely to donate money for a conservation cause. The remaining 40% said they may donate or did not know if they would donate.

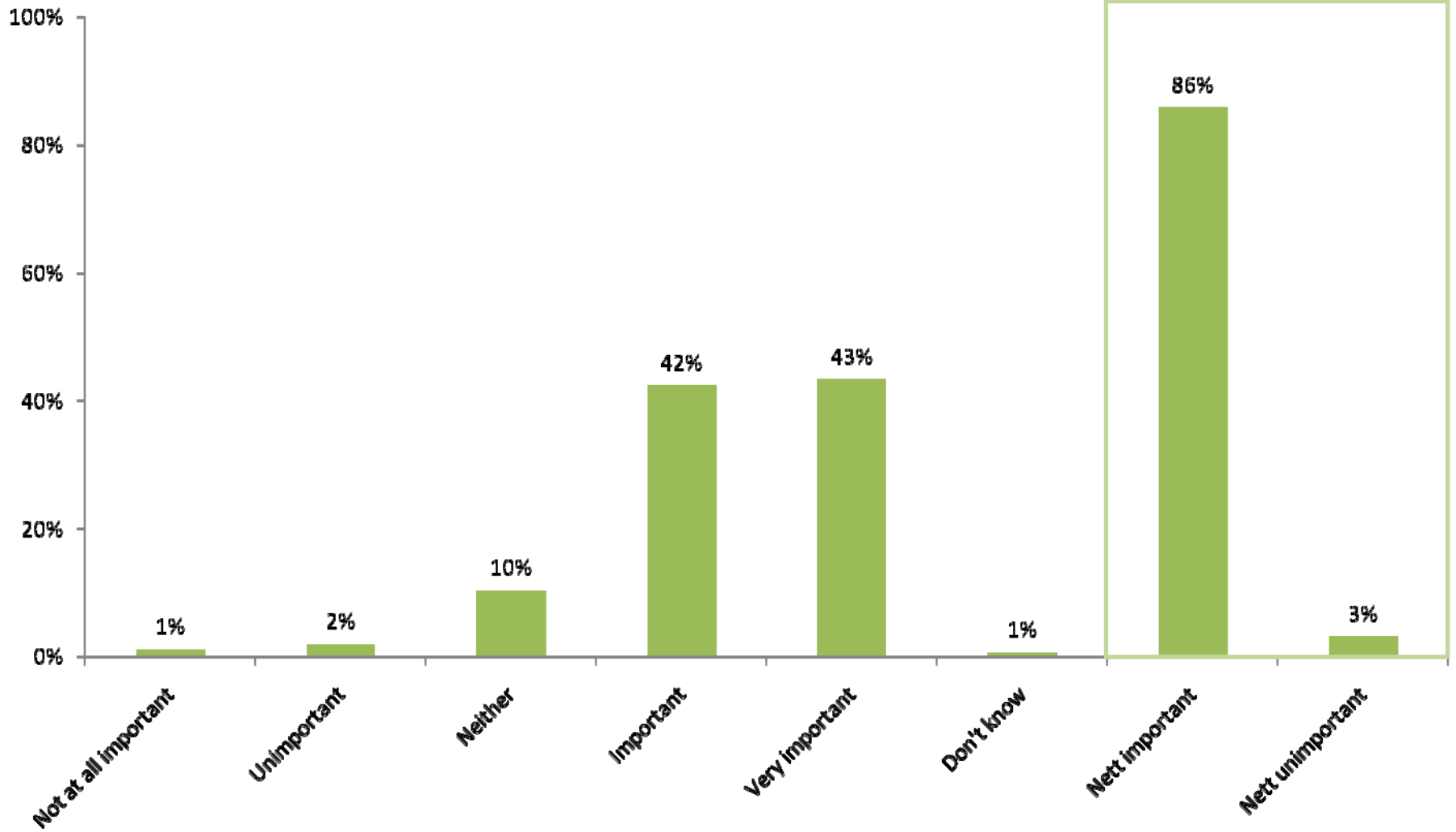
Benefits of conservation (mentioned by 5% +)



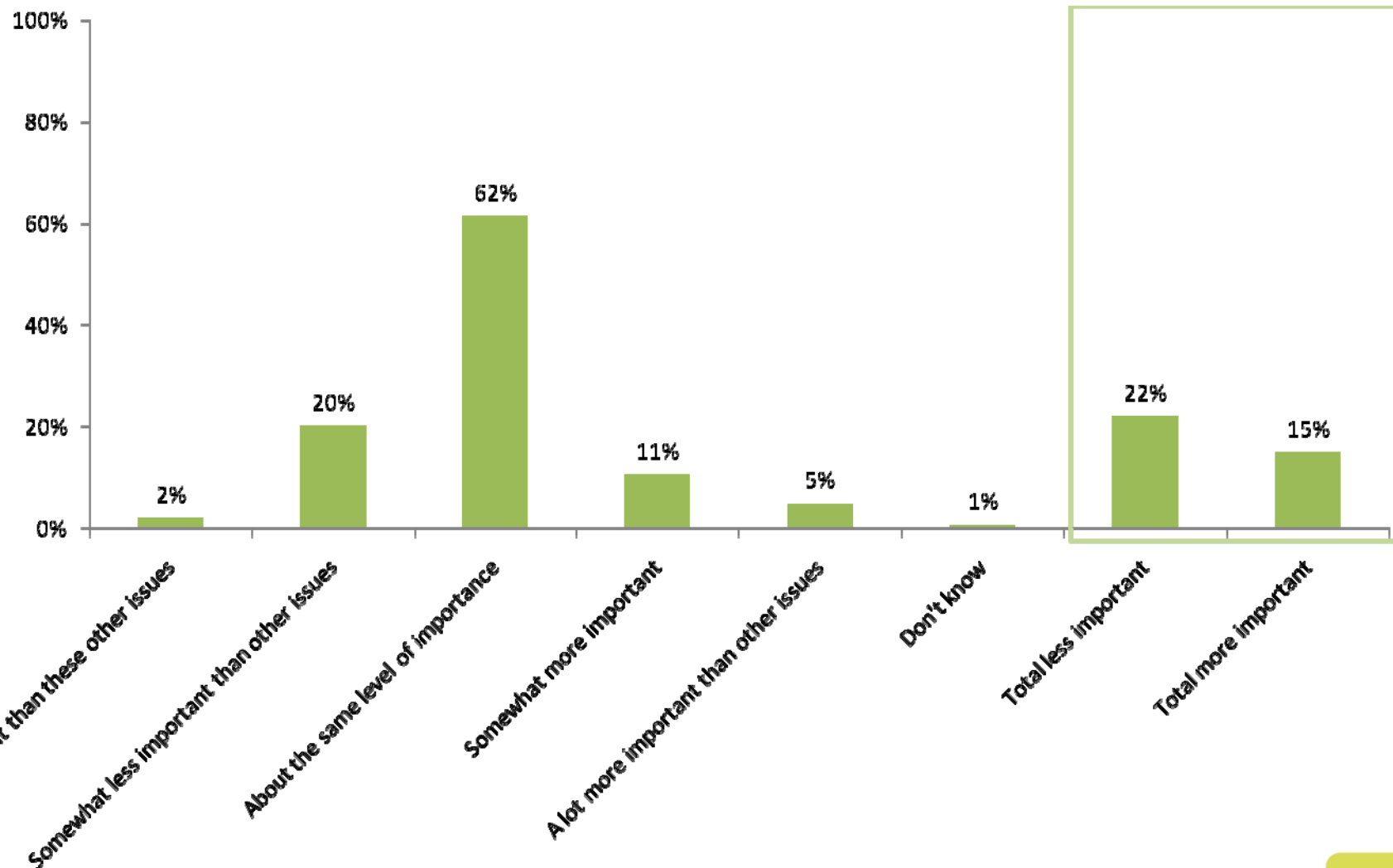
Benefits of conservation personally (mentioned by 5% +)



Importance of conservation personally

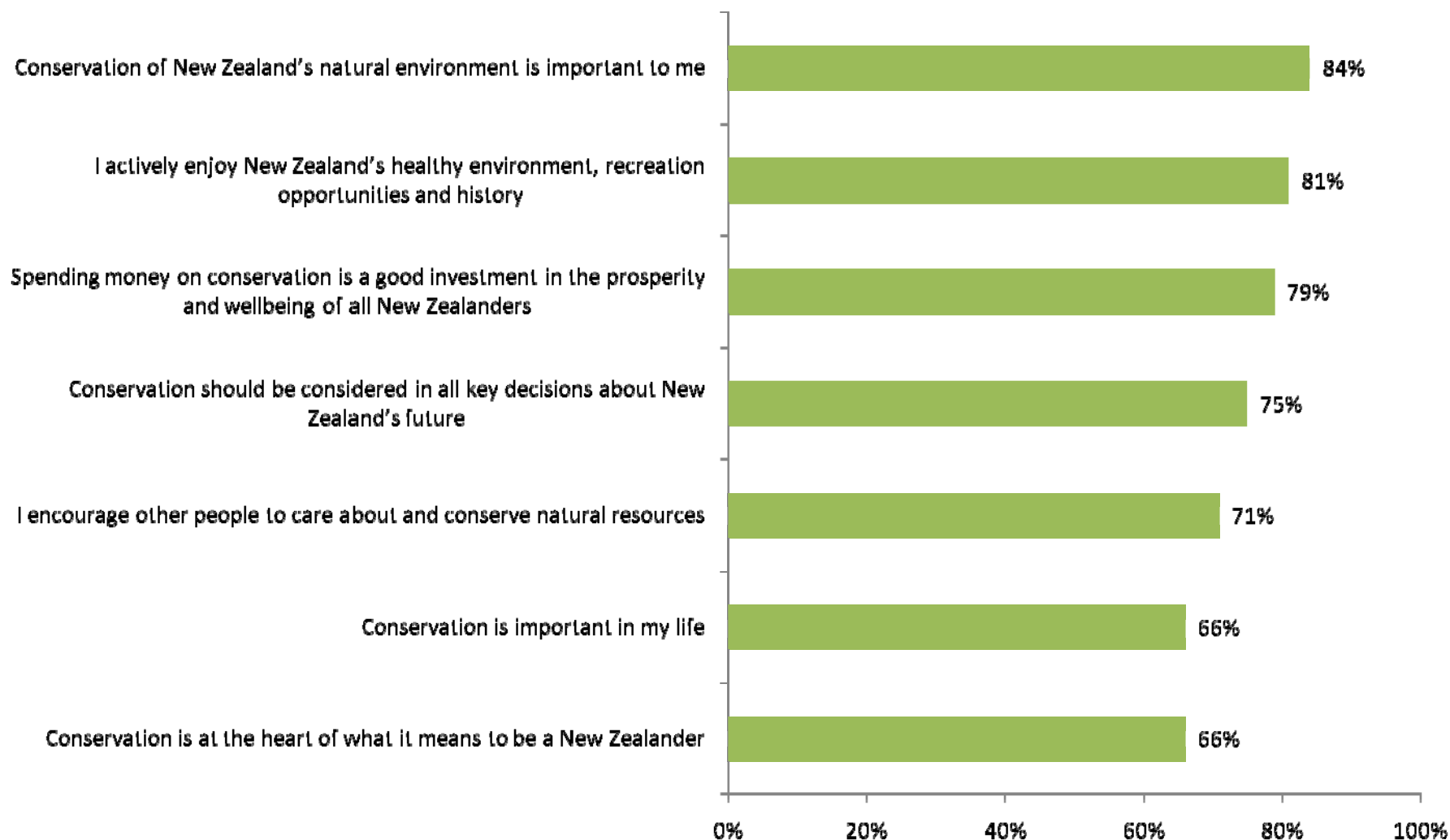


Importance of conservation relative to education, health, law and order



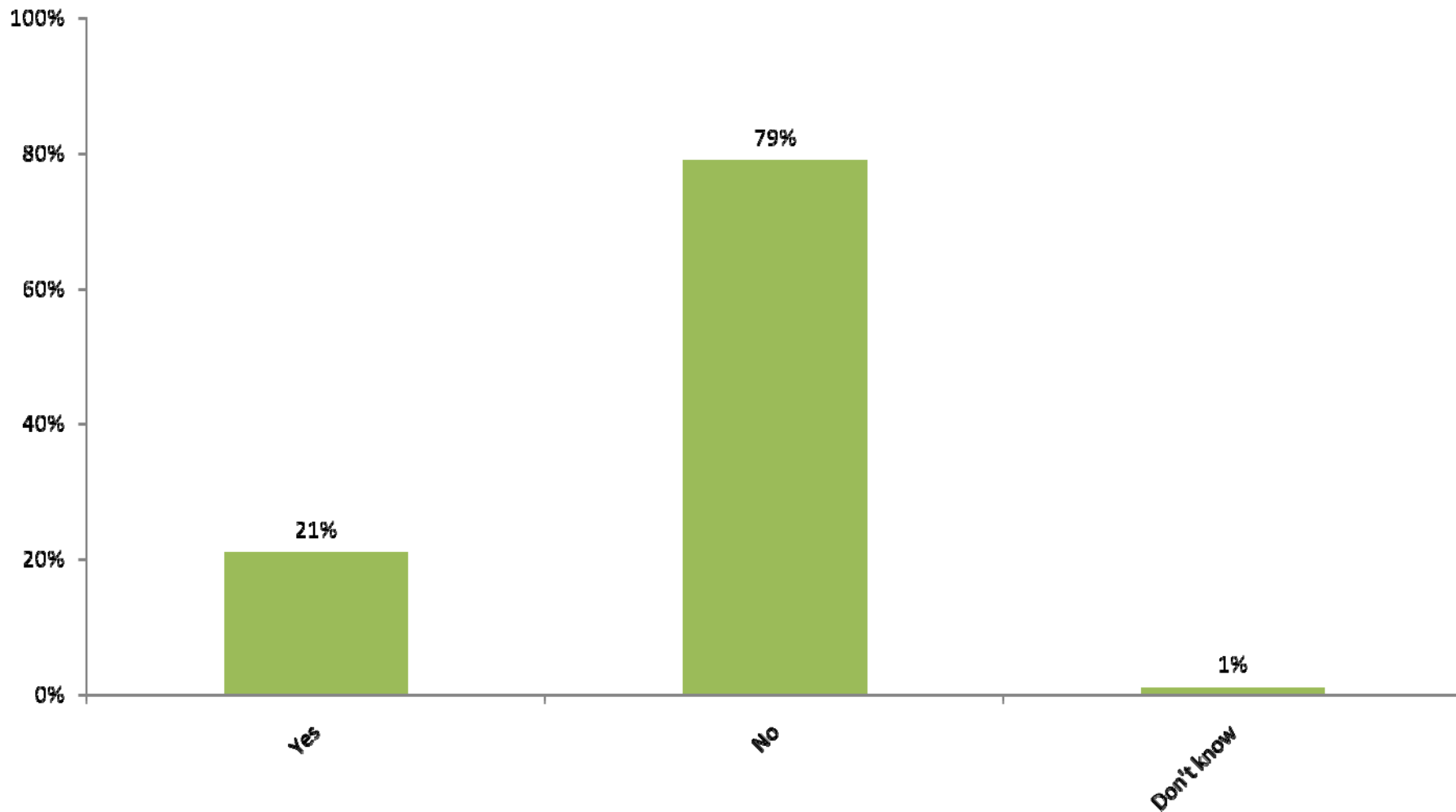
Base: All respondents n=3,614

Conservation statements – total agree

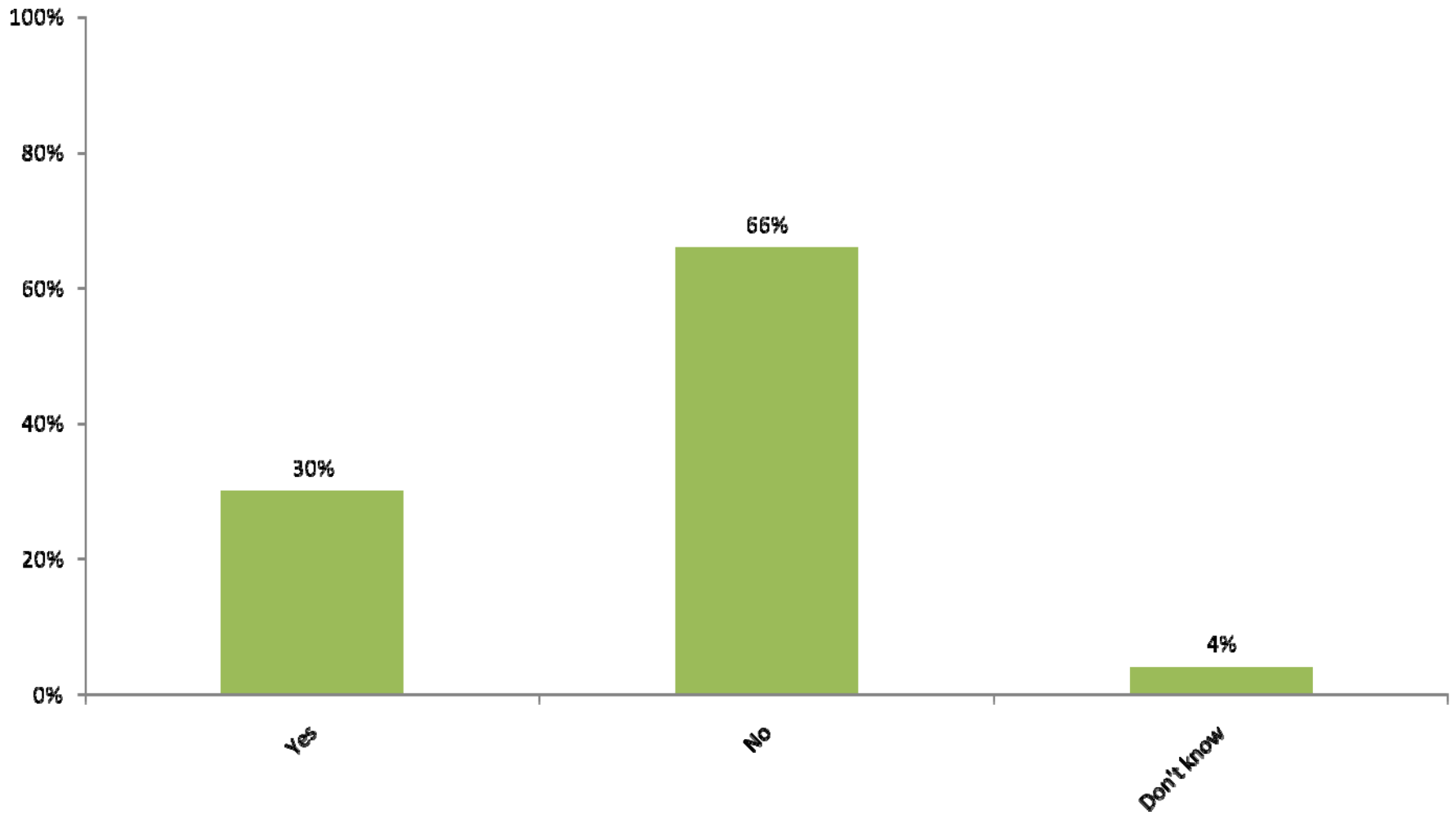


Base: All respondents n=3,614

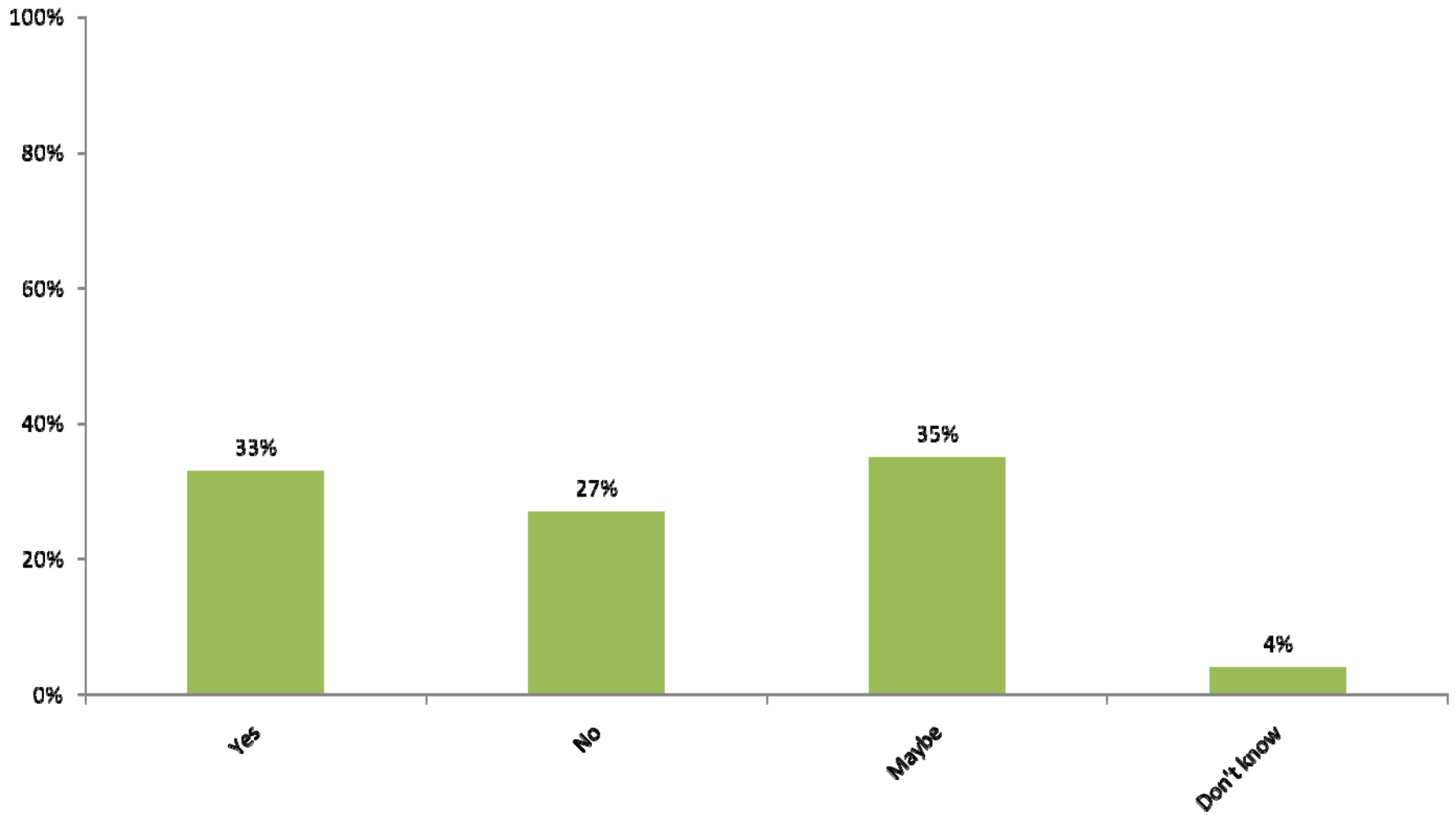
Last 12 months actively contributed to conservation in New Zealand



Last 12 months donated money for a conservation cause



Next 12 months likely to donate money for a conservation cause



Conclusions

- At a high level the majority of New Zealanders agreed conservation is important. Most New Zealanders agreed *conservation is important to them personally* (86%) and that *the conservation of New Zealand's natural environment is important to me* (84%).
- Most New Zealanders had not however taken action, less than a third had contributed to a conservation cause in the last 12 months or donated money for a conservation cause in the last 12 months and similarly only a third were likely to donate to a conservation cause in the next 12 months.
- Some insight into the gap between beliefs and action was shown by the lower levels (around two-thirds) of agreement with statements about conservation being as important as other issues (education, health, law and order and the statement *conservation is important in my life*).

Conclusions

- There were not always clear patterns in the types of people who were more likely to consider conservation to be important.
- At a high level (importance of conservation personally) support for conservation appeared to be higher among: older people (55 years +) and people with household incomes in the top bands (\$60,000 +).
- This was quite different for the *relative* importance of conservation. Support for conservation as more important than other issues was higher among: Maori, Asian and people with household incomes below \$40,000.
- There was some consistency in the types of people who agreed with the detailed statements about conservation, the following people were more likely to agree with at least two of the statements: older people, Pacific and female.
- There was also some consistency in the types of people who had taken action or were willing to take action for conservation. Middle aged people (40-54 years) and people in the higher income bands were more likely to have actively contributed to conservation and to be more likely to donate to conservation.
- People from small towns and rural areas stood out as different from the main sample in several areas – they were more likely to: agree *I encourage other people to care about and conserve natural resources*, agree *I actively enjoy New Zealand's healthy environment, recreation opportunities and history* and say they have actively contributed to conservation in New Zealand in the last 12 months.

2. Department of Conservation

Overview of findings

- The primary roles associated with DOC were: care of animals (52%), care of National Parks (29%), care of plants (27%) and care of the environment (19%).
- Providing places to visit and recreate in was a top of mind DOC role for 14% of New Zealanders.
- When prompted, three-quarters of New Zealanders were aware that DOC provides recreation services.
- The groups of people who were least likely to be aware of DOC's roles (including being a recreation provider) were: young adults, non Pakeha and those who had not visited a DOC area in the last 12 months.

Overview of findings

- Three quarters of New Zealanders had a favourable view of DOC.
- Few New Zealanders had an unfavourable view of DOC (4%) but nearly a quarter of New Zealanders (23%) did not know what their view of DOC was.
- The groups of people who were most likely to have an unfavourable view of DOC were: male and rural.
- The primary reasons for having a favourable view of DOC were: DOC generally does a good job, protection of the environment and protection of flora and fauna.
- The primary reasons for having an unfavourable view of DOC were: animal/pest control, poor management/too bureaucratic and land control/access.

Overview of findings

- Around three-quarters of New Zealanders agreed DOC is: ‘a leader in the conservation field’ and ‘a good use of taxpayer money’.
- The majority of New Zealanders agreed ‘DOC works well with local communities’ (58%) and were unsure or neutral about whether DOC is more interested in commercial opportunities than it used to be (60%).

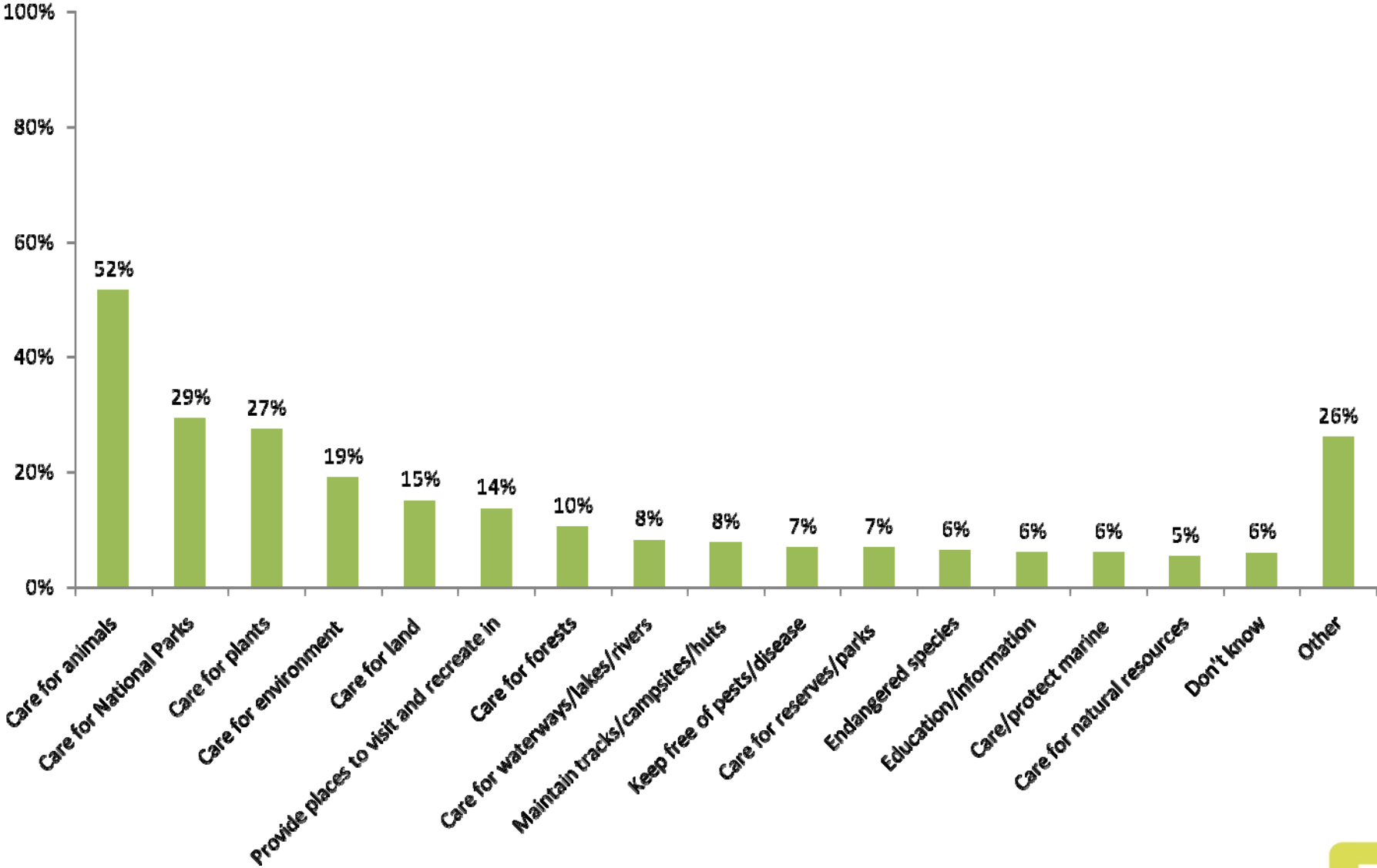
Overview of findings

- DOC has a mixed brand profile, just over two-thirds (70%) of New Zealanders agreed DOC can be described as relevant to New Zealand today.
- Between two-thirds and half of New Zealanders agreed DOC can be described as important (63%), hardworking (59%) and effective (49%).
- Less than half of New Zealanders said DOC can be described as trustworthy (42%), innovative (31%), inspiring (28%) and modern (24%).

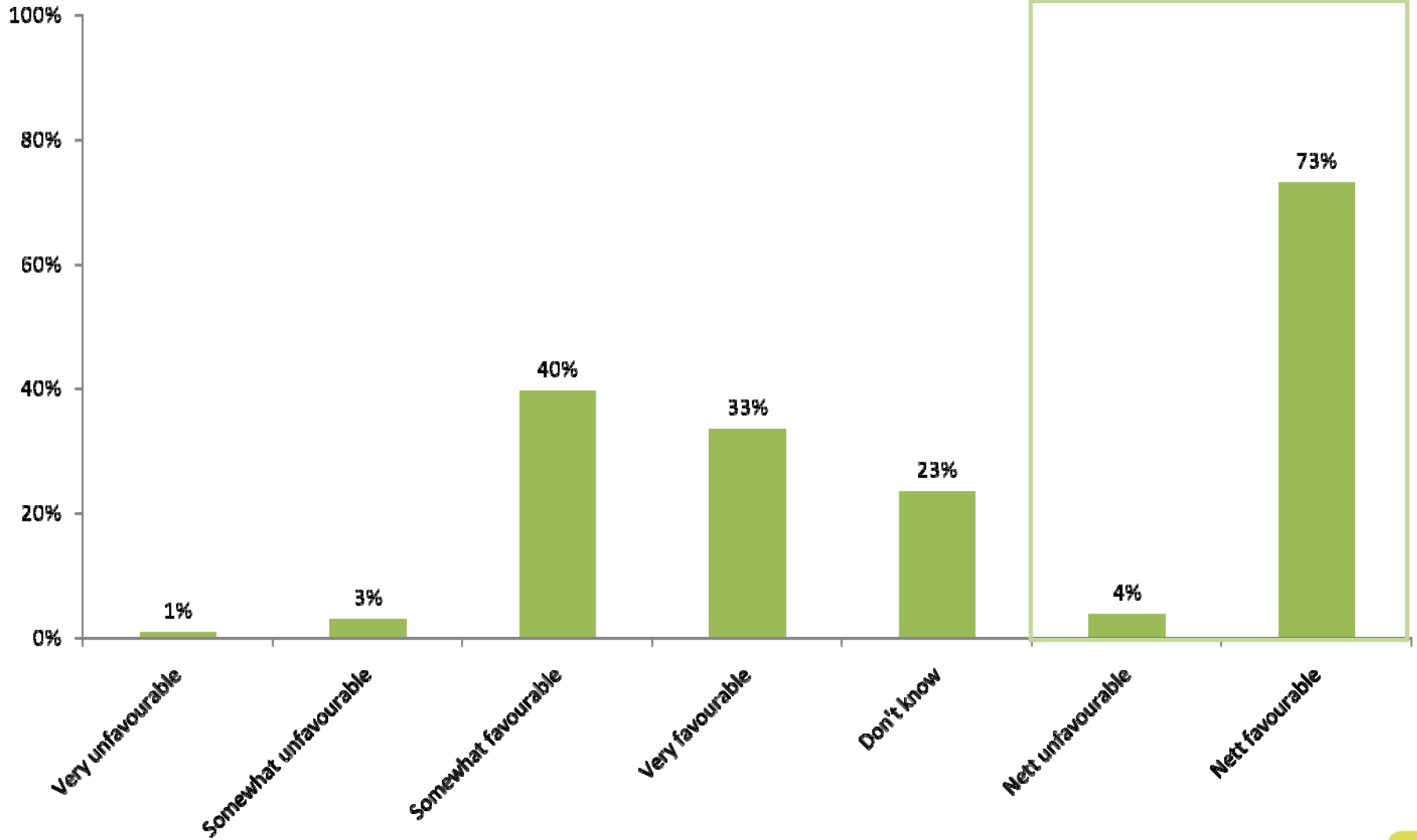
Overview of findings

- Those who had visited DOC areas in the last 12 months were statistically significantly more likely to have positive views of DOC (favourable view of DOC, agree DOC works well with local communities, agree DOC is a leader in the conservation field and agree DOC is a good use of taxpayer money).
- Those living in rural areas were statistically significantly more likely to have an unfavourable view of DOC and disagree DOC works well with local communities.

Main Roles of DOC (mentioned by 5% +)



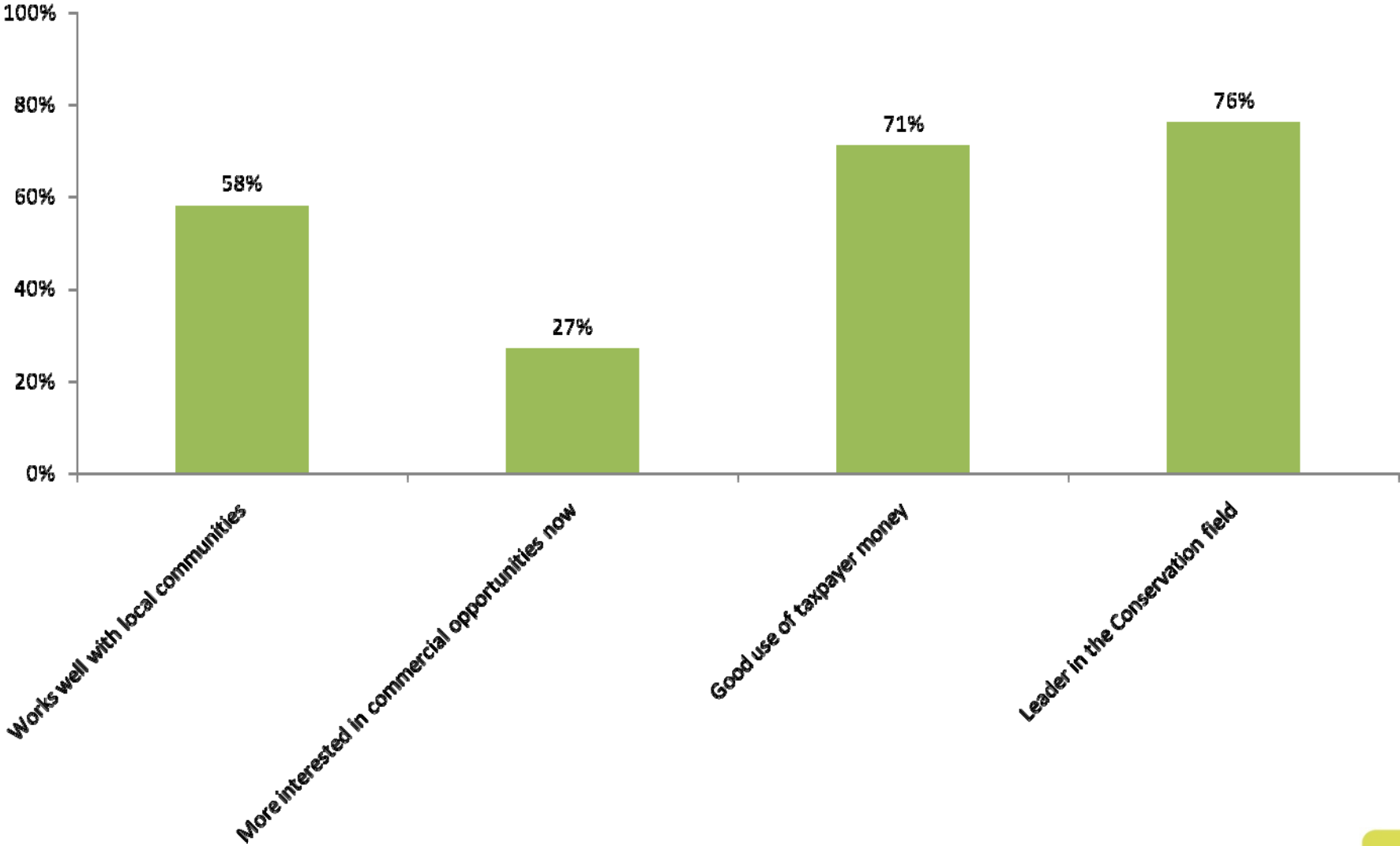
View of DOC



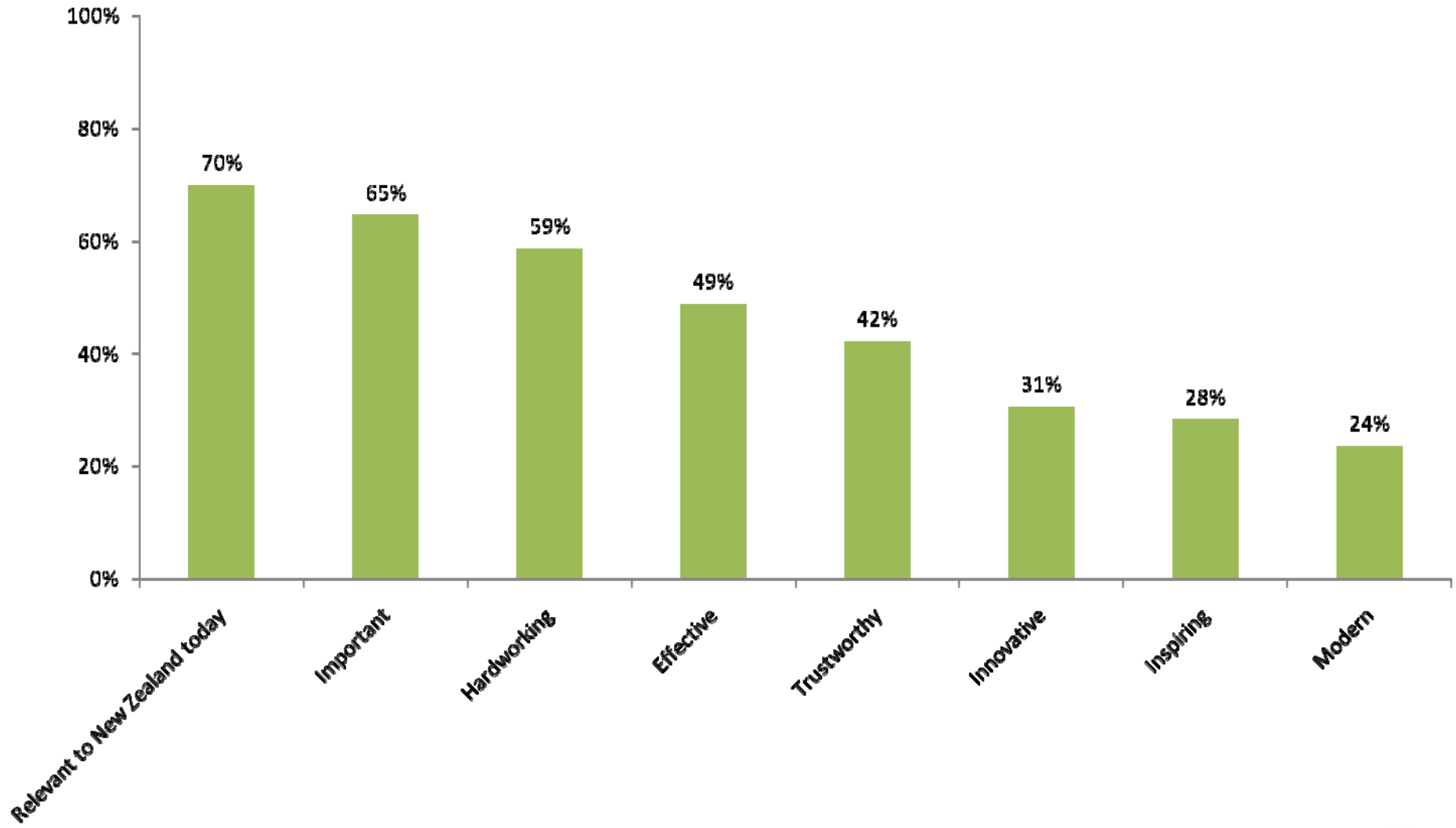
Key reasons for view of DOC (in order, mentioned by 5%+)

Favourable	Unfavourable
Generally done a good job	Animal/pest control
Protecting the environment	Poor management/too beauracritic
Protecting flora and fauna	Control and access of land
Maintenance of facilities	Negative public profile
Positive profile	Narrow thinking/dogmatic attitude
Personal opinions	Misdirection of policies
Appreciate what they do/importance of what they do	Not value for money
Great facilities they offer	Does a good job
Do the best they can with limited funding	Staff are not knowledgeable
My knowledge/experience of them	
Educate/provide information	
Care about protecting NZ	
Make the outdoors accessible	
Friendly, welcoming staff	
<i>Base: 2,582</i>	<i>Base: 210</i>

Total agreement with statements about DOC



Words that describe DOC



Conclusions

- Overall DOC was regarded favourably by New Zealanders, most (73%) had a favourable view of DOC. Few had an unfavourable view of DOC (4%).
- There was a significant group (23%) who were unsure what their view of DOC was, suggesting that DOC has not formed a relationship with these New Zealanders. These people were statistically significantly more likely to be: female, aged 18-24 years, all ethnicities other than Pakeha, have an income below \$40,000 and have not visited a DOC area in the last 12 months. These may be key groups for DOC to increase its presence with (perhaps by encouraging them to visit DOC areas).

Conclusions

- DOC was not regarded unfavourably on any of the performance aspects measured in this survey. Less than 5% of New Zealanders disagreed: DOC works well with local communities, DOC is a leader in the conservation community and DOC is a good use of taxpayer money.
- However, like the overall favorability, there is a significant number of people who gave either a neutral rating or said they didn't know how DOC performs (22%-38%) again suggesting DOC does not have a relationship with some New Zealanders.

Conclusions

- DOC's brand positioning has a mix of both strengths and weaknesses. At the positive end it was regarded by the majority of New Zealanders as relevant and important.
- DOC was not however, regarded by most New Zealanders as modern, inspiring or innovative.
- This supports the findings of the Core Conservation Consumer Insights Research (Premium Research, December 2009) which found New Zealanders to perceive DOC as weakly branded – reliable, but lacking inspiration and innovation. The findings of both studies support use of a strategy to actively strengthen DOC's reputation.

3. Destination Management

Overview of findings

- 78% of New Zealanders were aware that DOC provides recreation services.
- The DOC services New Zealanders were most aware of were: tramping/ tracks/ hiking (58%), huts /cabins (40%) and camping areas (30%). 5% were not aware of any services provided by DOC.

Overview of findings

- 51%* of New Zealanders had visited a DOC area and 28% had visited a National Park in the last 12 months.
- Statistically significantly more likely to be a confirmed visitor to a DOC area:
 - 25-54 years
 - Income \$60,001 plus
 - Rural
 - Favourable view of DOC.
- Statistically significantly more likely to not be a confirmed visitor to a DOC area:
 - 18-24 years, 55 years plus
 - All ethnicities other than Pakeha
 - Income below \$40,000.

* The DOC 2010/2011 Annual Report shows a lower figure for this finding. The lower figure represents only the telephone sample and only the 'most recent visit' to a DOC area. The figure in this report includes the online sample and includes both the 'most recent visit' and 'other visits' in the last 12 months to a DOC area.

Overview of findings

- The most popular activities for New Zealanders visiting DOC areas were: walks for less than 3 hours (29%), day walks (12%) and sightseeing (11%).
- Most people (88%) were satisfied with the facilities at the DOC area they most recently visited. Just 2% were not satisfied.

Overview of findings

- 71% of New Zealanders said they are likely to visit a DOC area for recreation in the future.
- Statistically significantly more likely to say they will visit a DOC area for recreation in the future:
 - 25-54 years
 - Income \$60,001 plus
 - Favourable view of DOC.

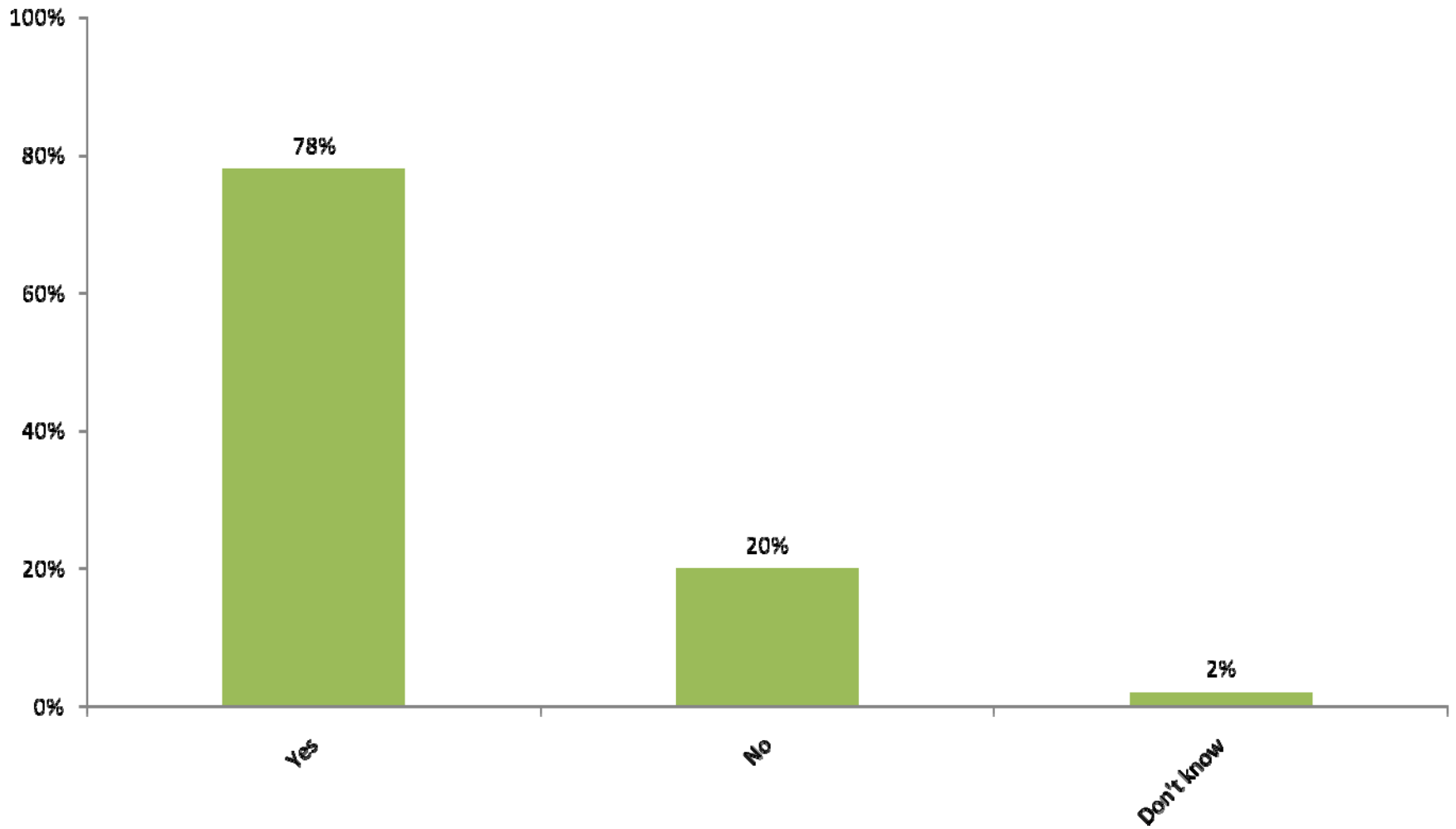
Overview of findings

- Just over half (56%) of New Zealanders say they were likely to visit a DOC area in their home Conservancy within the next 12 months.
- Statistically significantly more likely to say they will visit a DOC area in their home Conservancy:
 - Male
 - 25-54 years
 - Income \$60,001 plus
 - Favourable view of DOC
 - Visited DOC area in past 12 months.
- Statistically significantly more likely to say they will not visit a DOC area in their home Conservancy:
 - 55 years plus
 - Income below \$40,000
 - Small town
 - Unfavourable view of DOC
 - Not visited DOC area in past 12 months.

Overview of findings

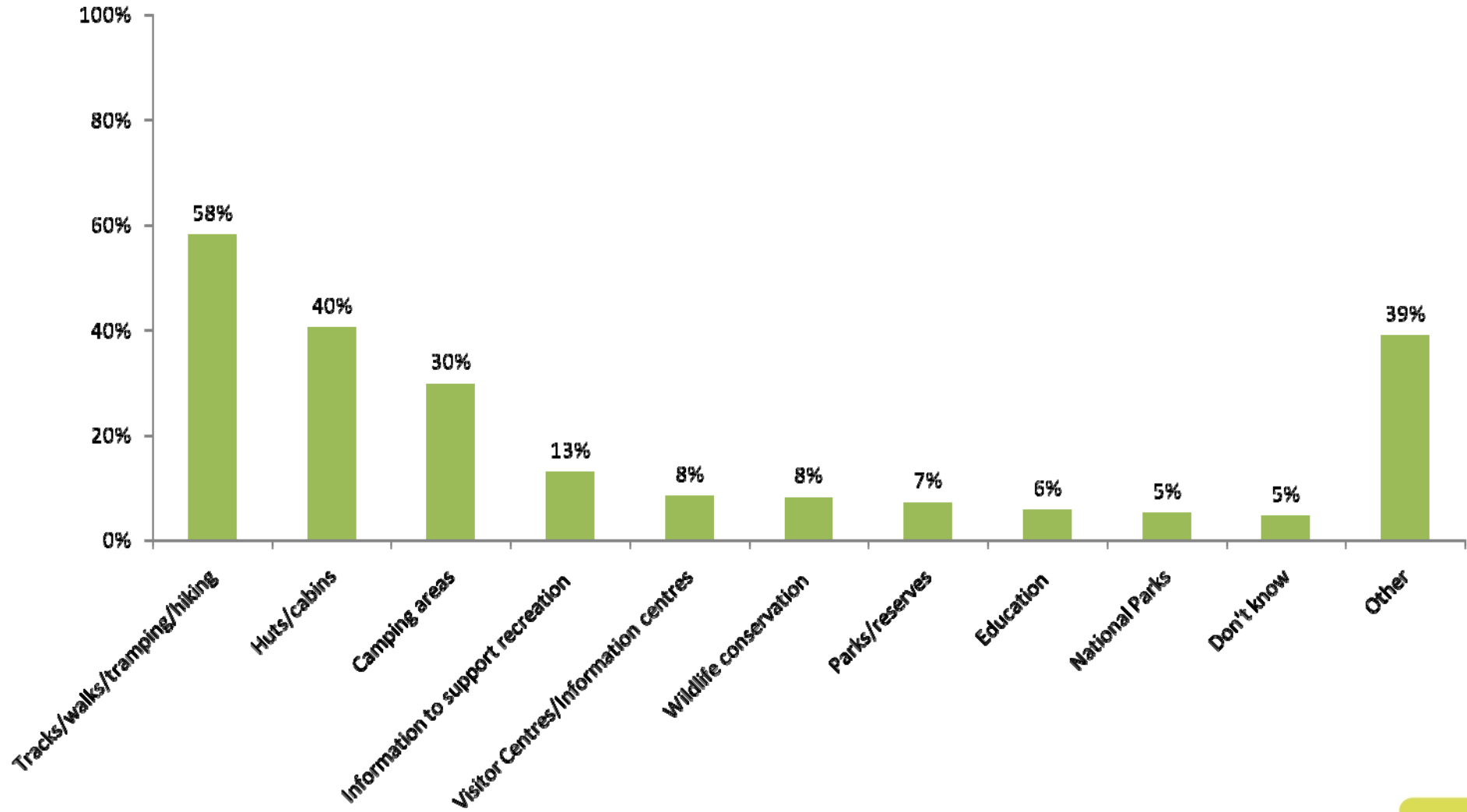
- Just over half (51%) of New Zealanders had visited a DOC Visitor Centre within the last three years.
- 21% had stayed at a basic DOC campsite.
- Less than 20% had: stayed at a standard DOC campsite (17%), walked a NZ Great Walk (15%), stayed at a DOC hut/lodge/house (13%) and/or stayed at a serviced DOC campsite (10%).
- Satisfaction with facilities was high for all facilities, ranging from 80% satisfaction for basic DOC campsites to 94% for NZ Great Walks.
- 60% of New Zealanders said they were likely to visit a DOC Visitor Centre within the next three years.
- Around a third said they were likely to use a NZ Great Walk (35%), serviced DOC campsite (33%), basic DOC Campsite (30%), DOC hut/lodge/house (30%) and/or a standard DOC campsite (28%).
- Just under a third (31%) said they were likely to visit a DOC Gateway. Just over a third said they were unlikely to visit a DOC Gateway (39%) and the remainder (30%) said they did not know.

Aware that DOC provides recreation services

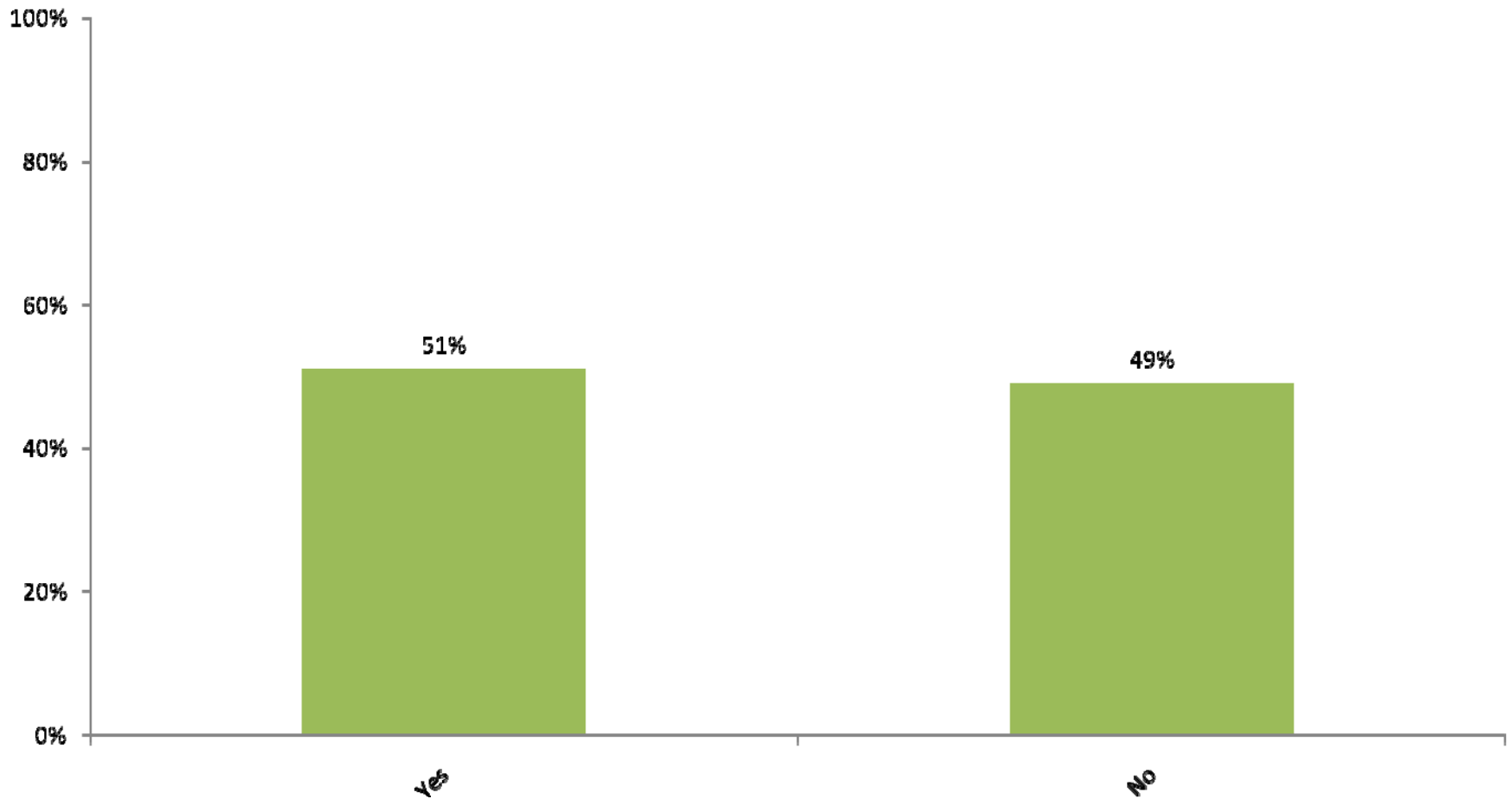


Base: All respondents n=3,614

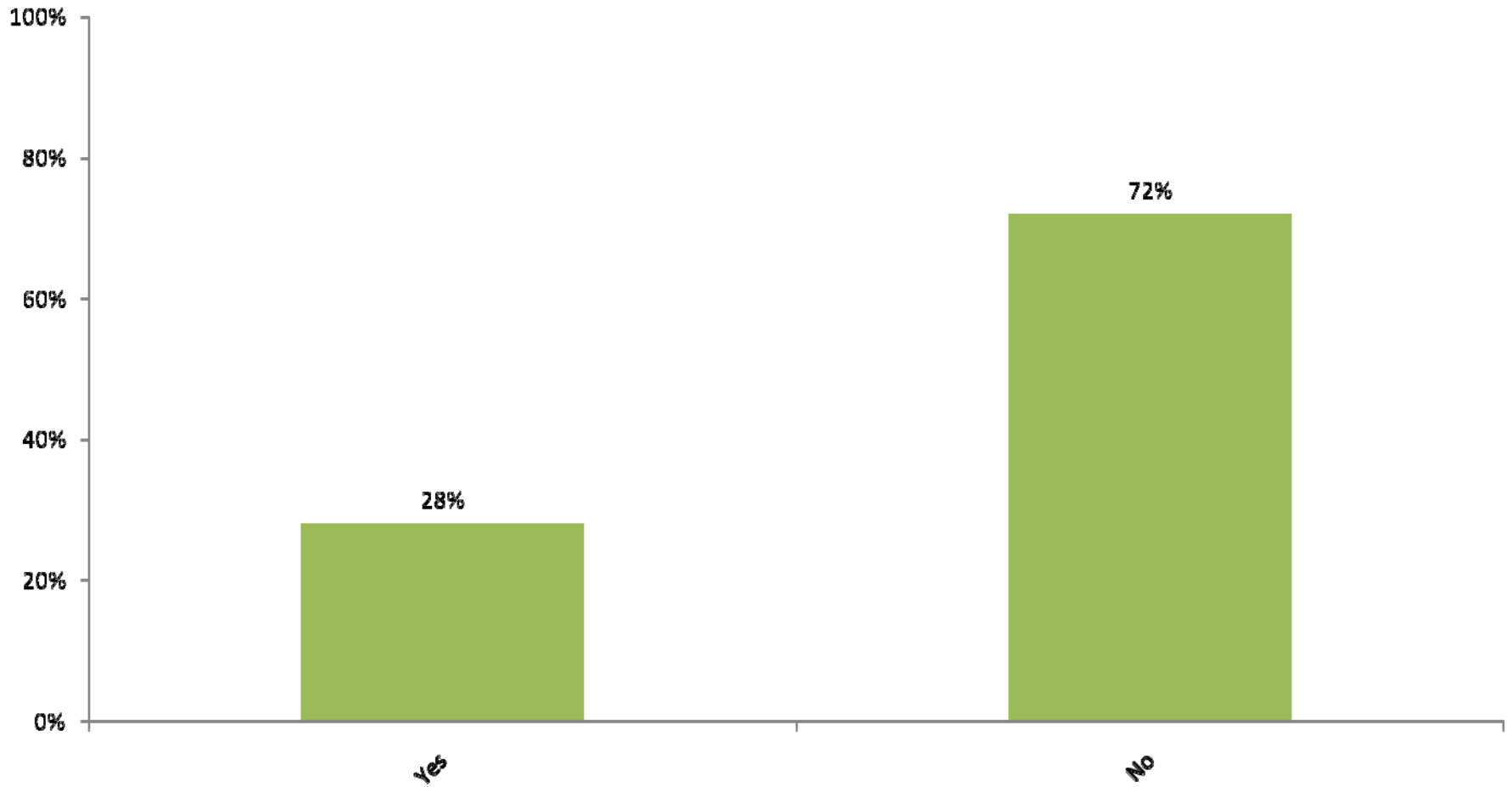
DOC services aware of (mentioned by 5% +)



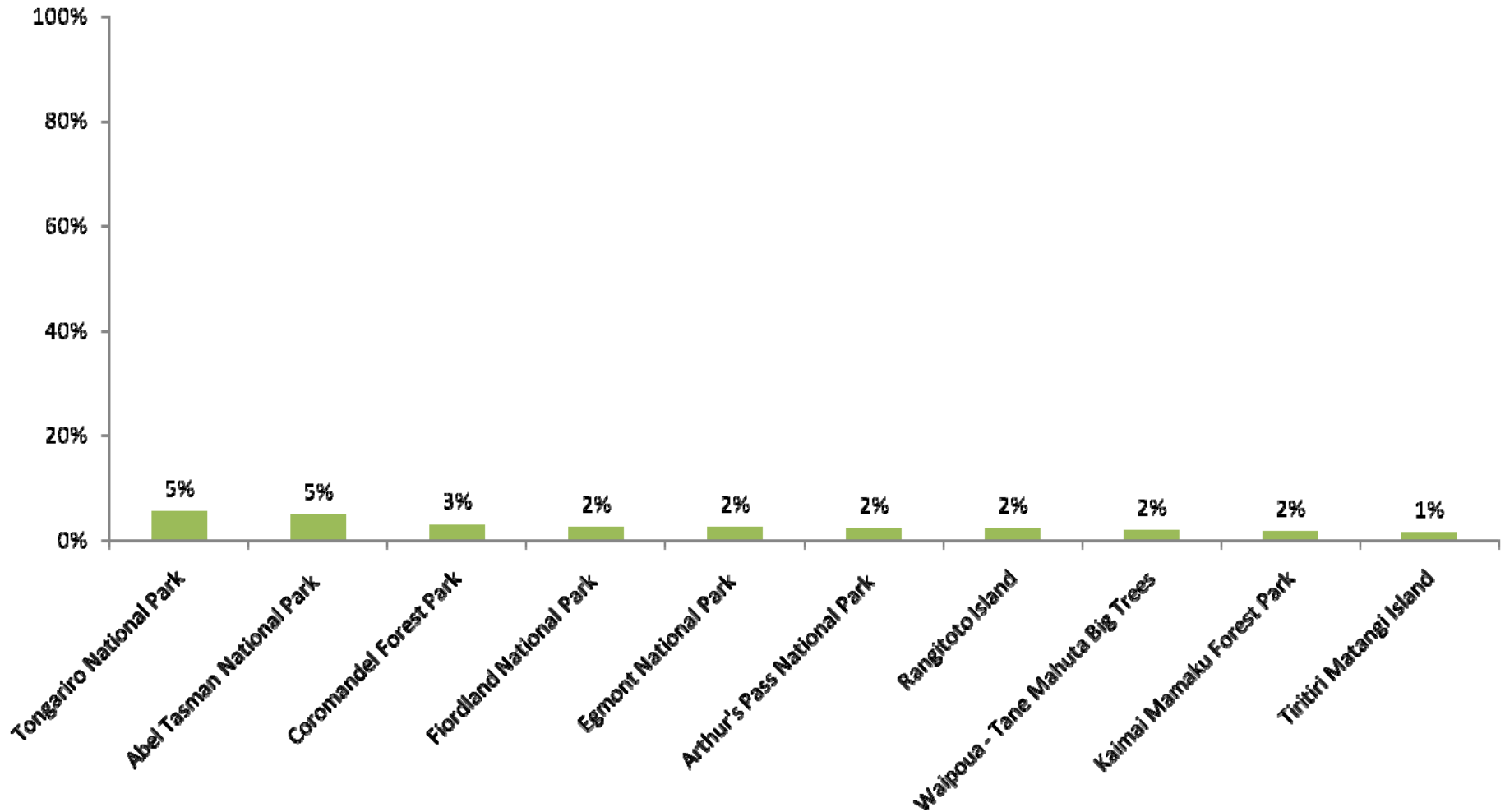
Visited DOC Area (confirmed answer) in last 12 months



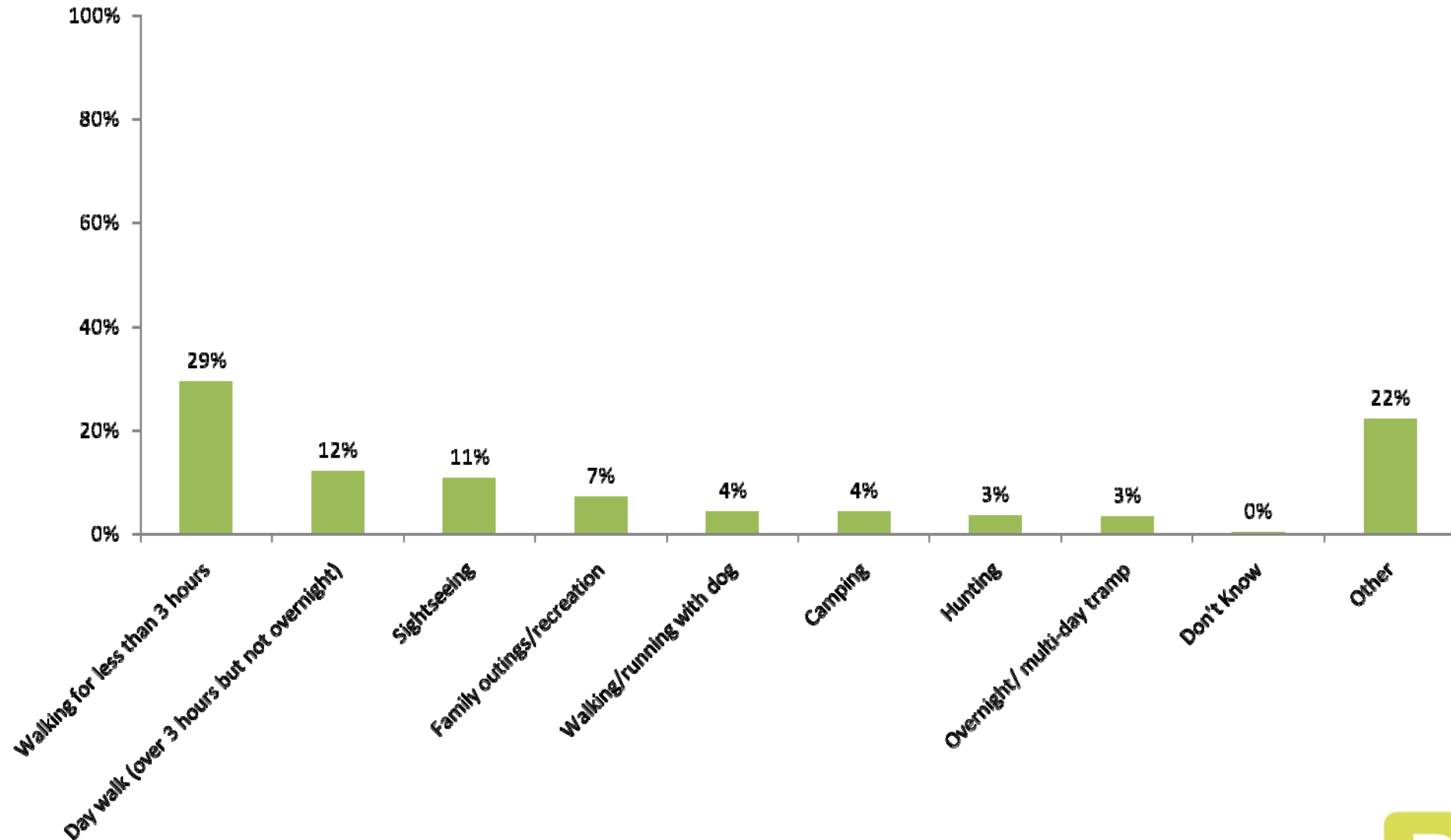
Visited National Park (confirmed answer) in last 12 months



DOC area visited most recently (top 10 only)

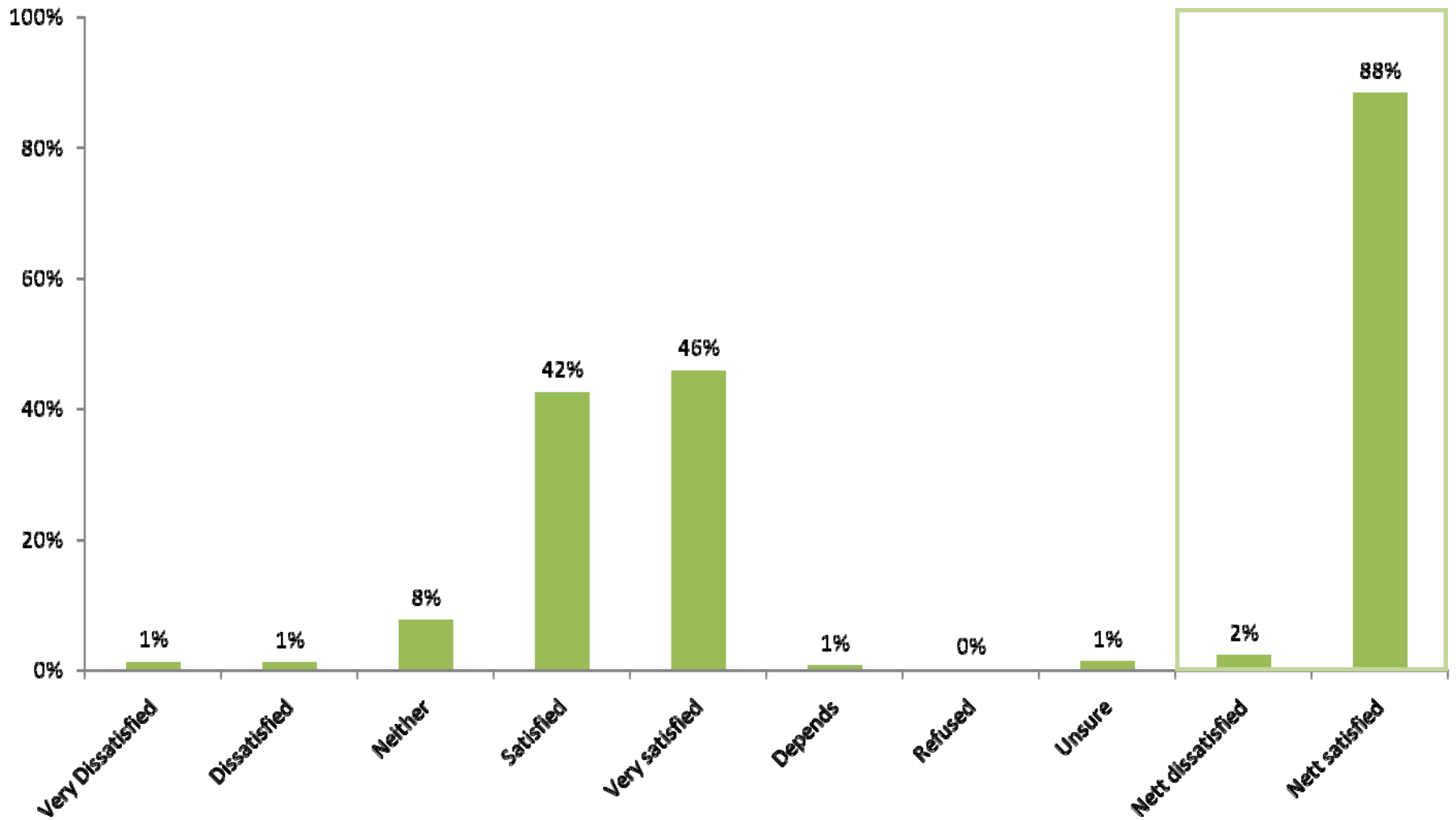


Main activities on recent DOC area visit (mentioned by 3% +)



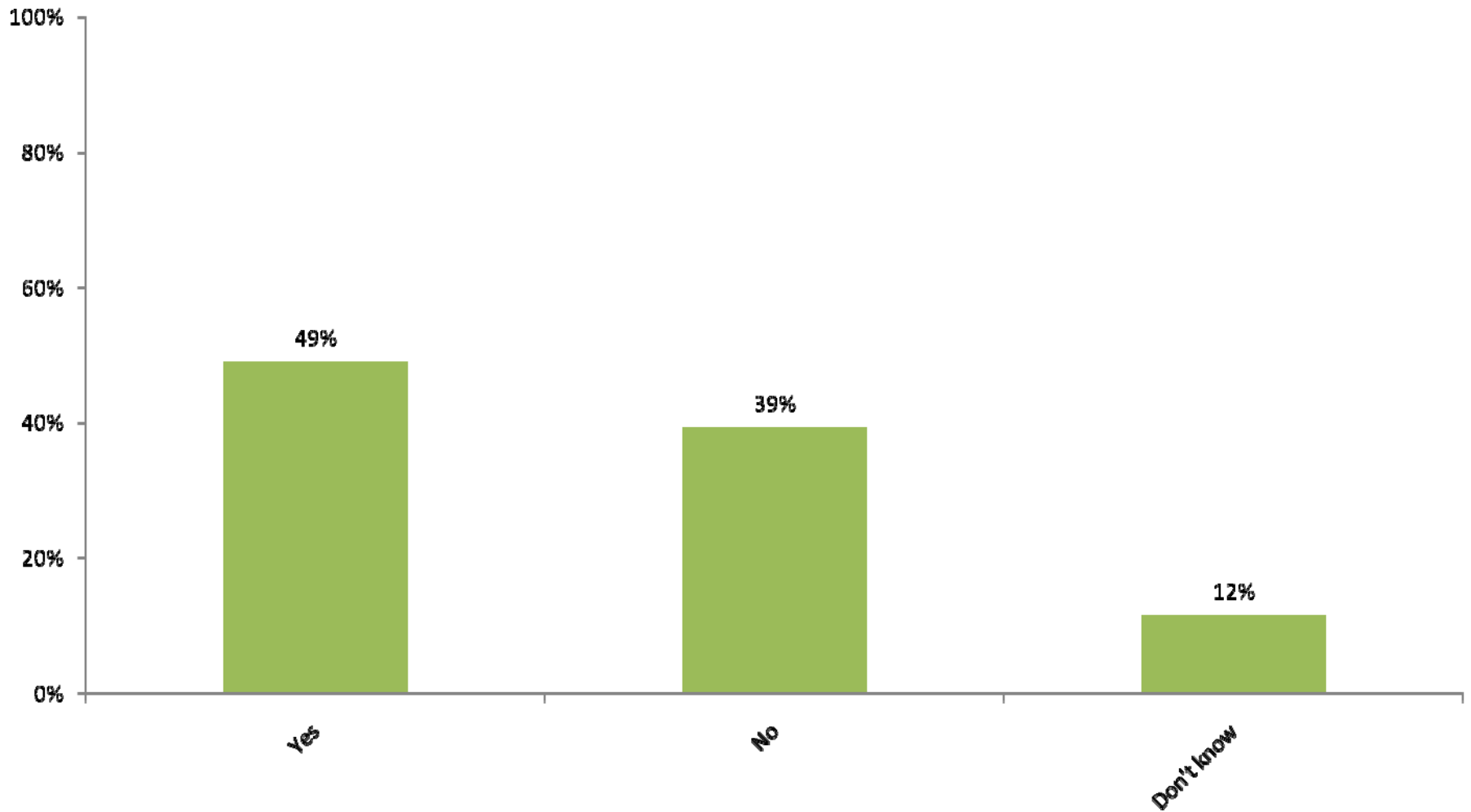
Base: Visited DOC area (self defined) 2,391

Satisfied with facilities at DOC area visited recently

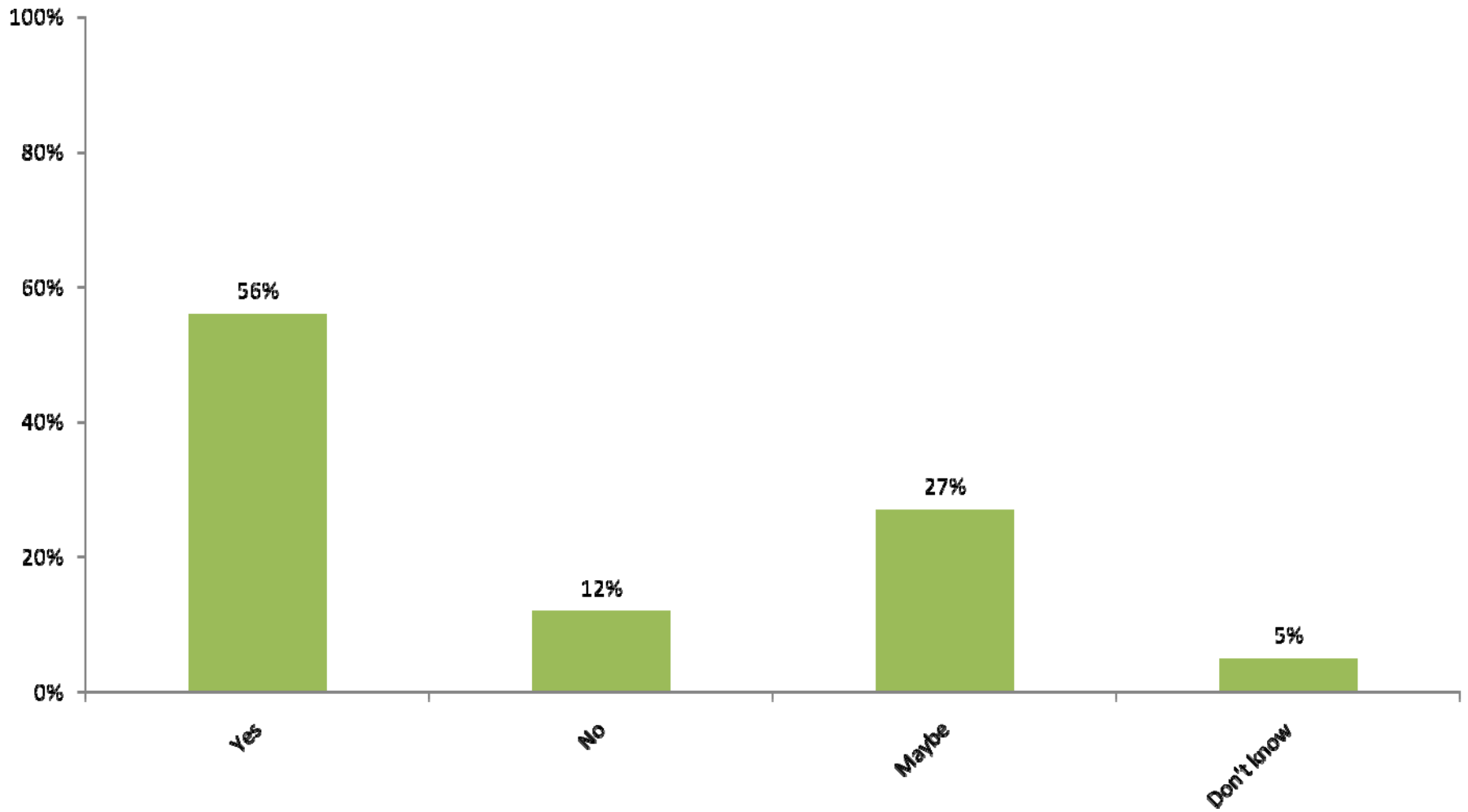


Base: Visited DOC area (self defined) 2,391
No significant differences

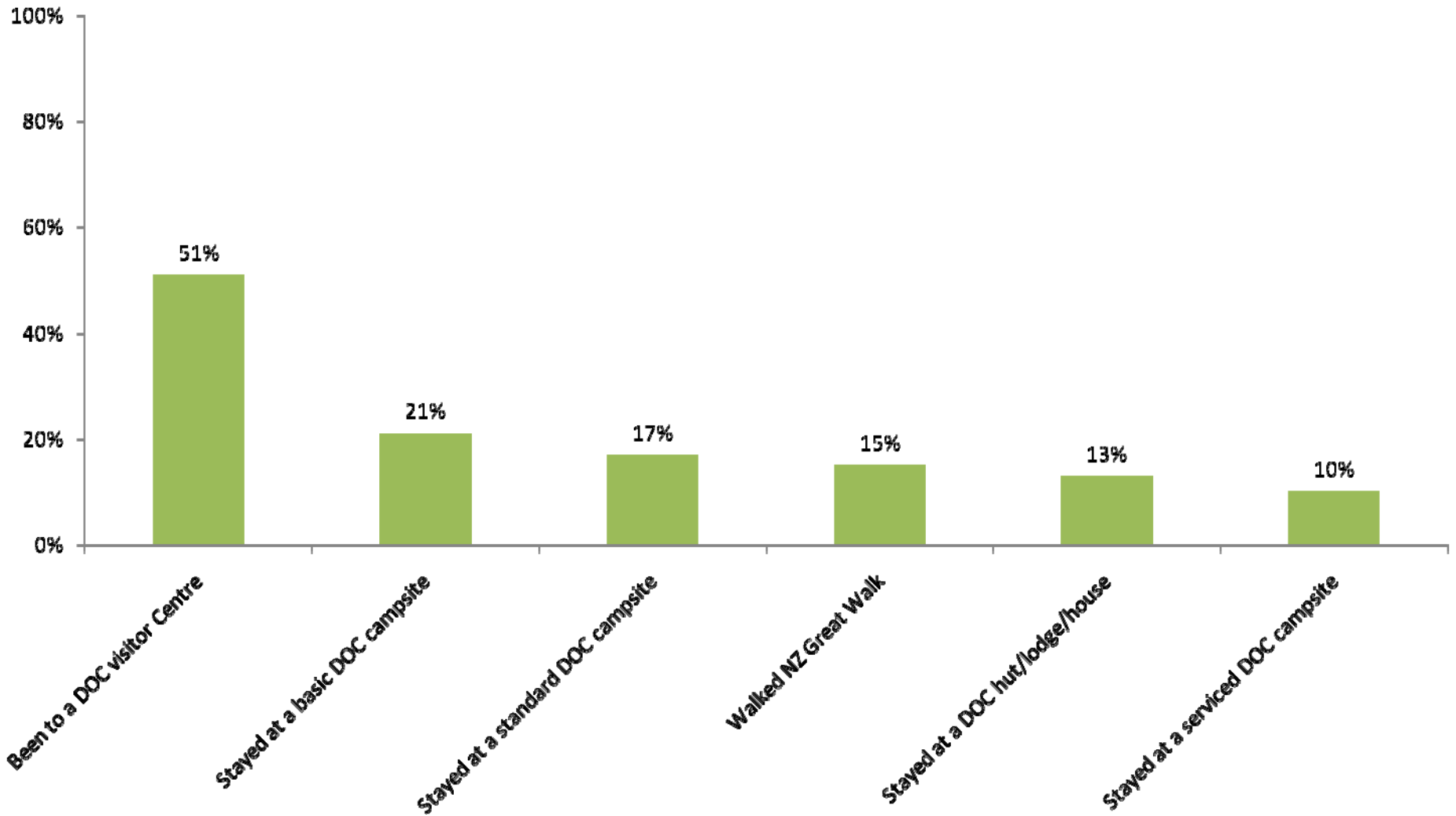
Visited DOC area (defined by respondent) in home Conservancy in last 12 months



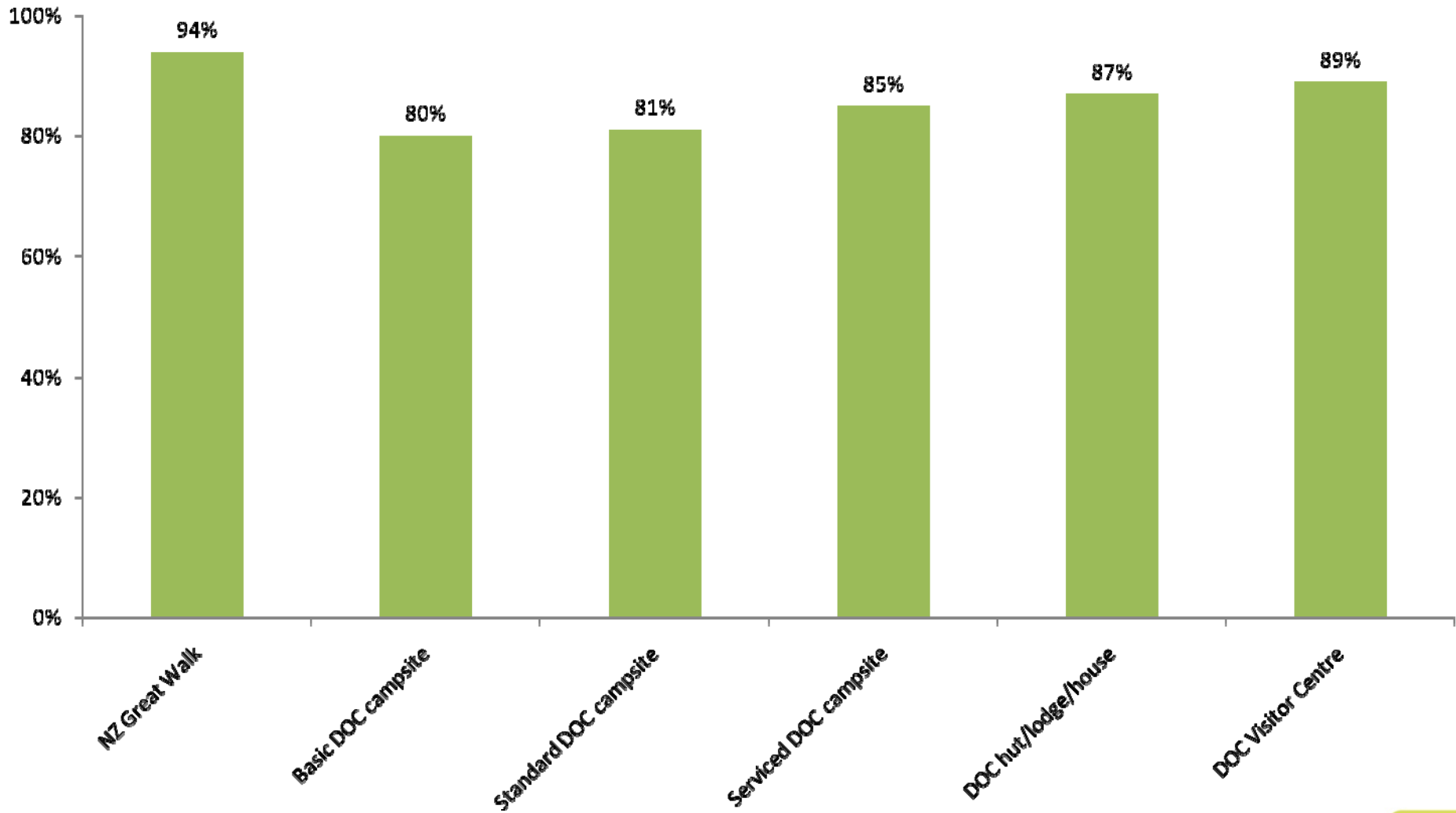
Likely to visit DOC area (defined by respondent) in home Conservancy in next 12 months



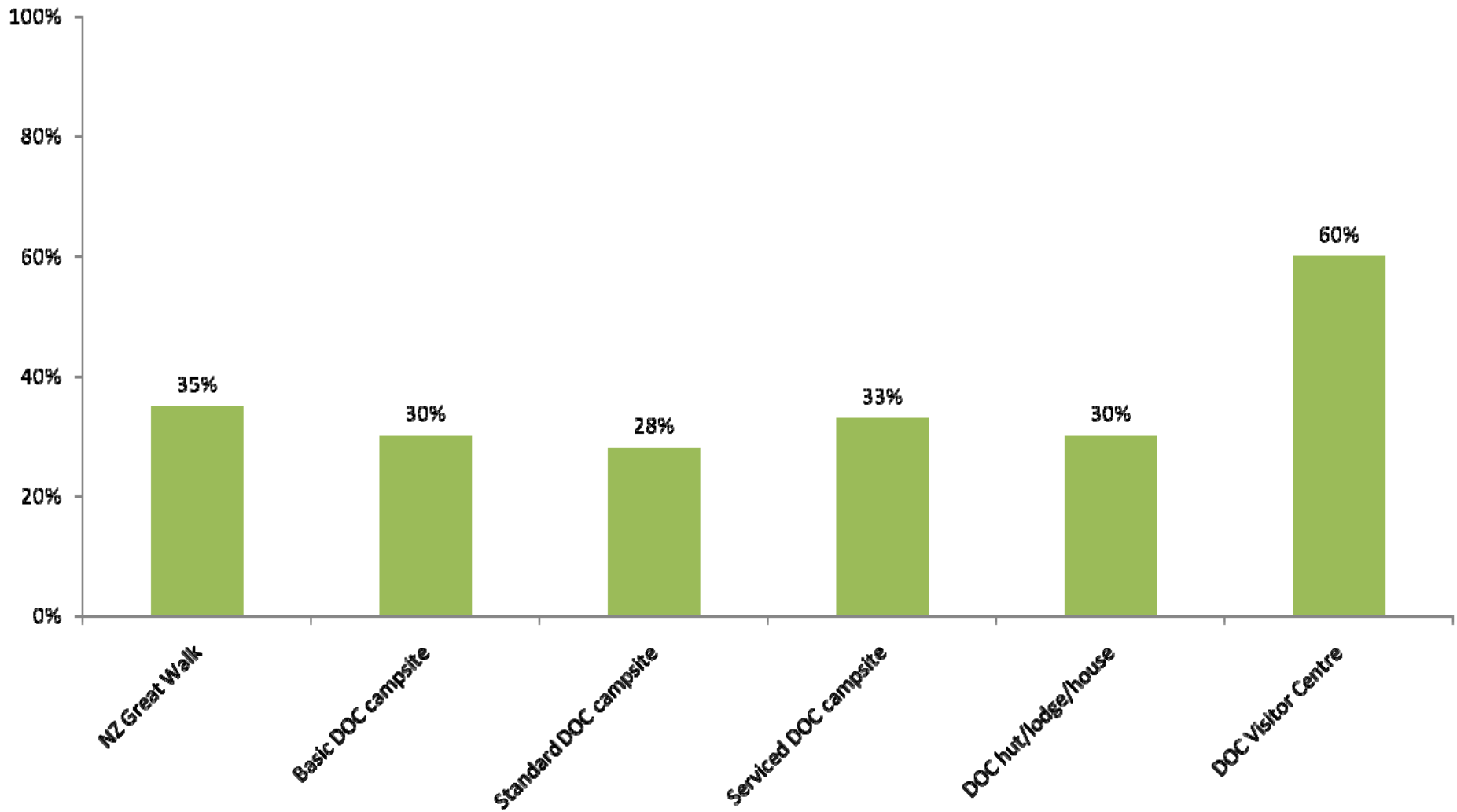
DOC facilities used in the last three years



Satisfaction with DOC facilities (combined satisfied and very satisfied)



Likely to use in next three years



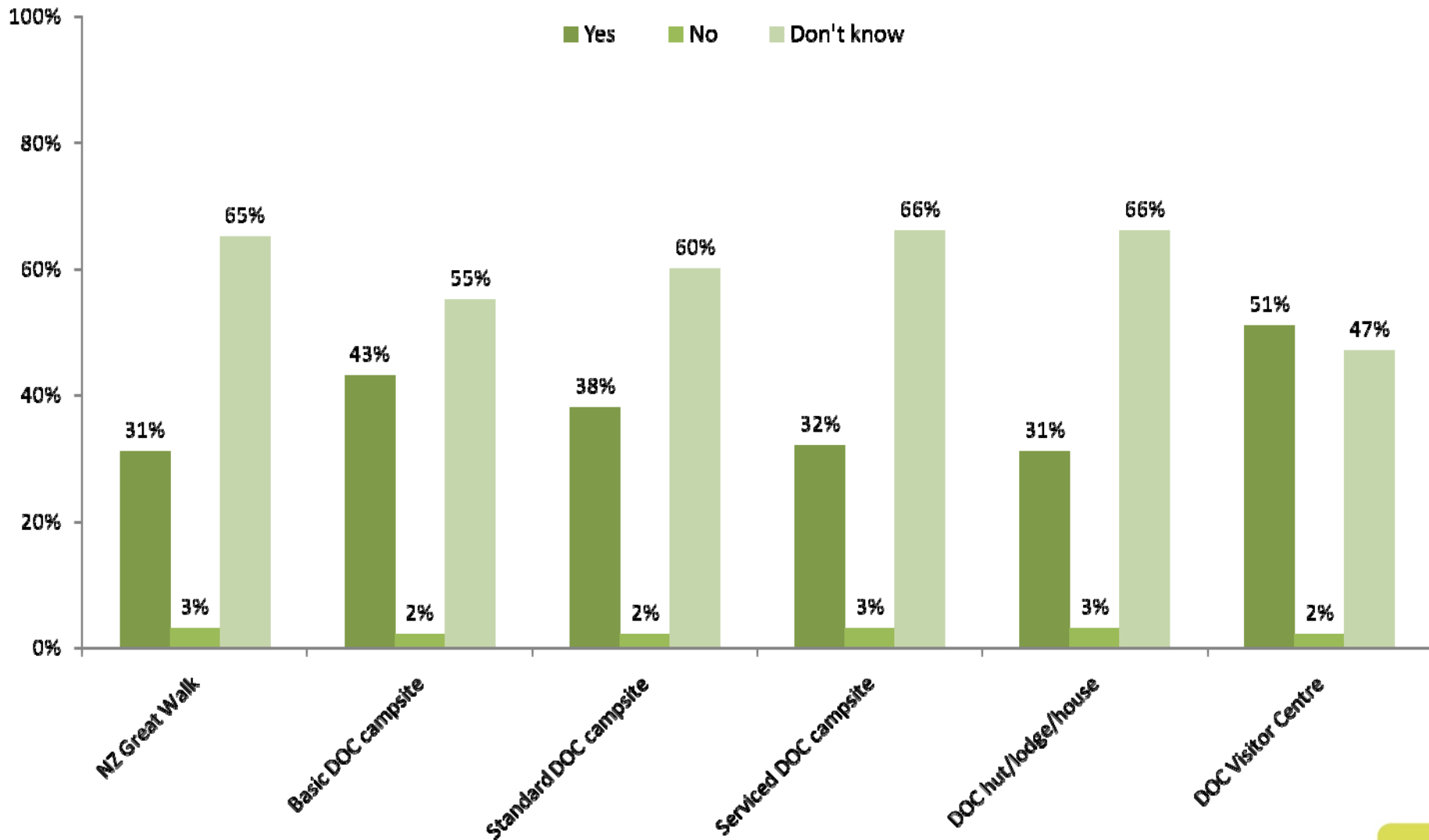
Key reasons for being keen to do (in order, mentioned by 5%+)

Great Walk	Basic campsite	Standard campsite	Serviced campsite	Hut/lodge/house	Visitor's Centre
Scenery	Rest/take a break	Rest/take a break	Rest/take a break	Rest/take a break	Information/advice
On list of things I want to do	Good value for money	Good value for money	Convenience/comfort	Scenery	Up to date information
Physical challenge	Scenery	Scenery	Family time	Family time	Family time
Rest/take a break	Family time	Family time	Good value for money	Good value for money	Scenery
Family time	Physical challenge	Convenience/comfort	Scenery	On list of things I want to do	Rest/take a break
Good value for money	On list of things I want to do	Physical challenge	On list of things I want to do	Physical challenge	Good value for money
Good experience	Self sufficient/back to basics	On list of things I want to do	Physical challenge	Convenience/comfort	On list of things I want to do
Wildlife/nature	Like camping/simplicity	Self sufficient/back to basics			Education/conservation
Tramping	Wildlife/nature				Show/teach kids
<i>Base: 1,254</i>	<i>Base: 1,145</i>	<i>Base: 1,051</i>	<i>Base: 1,149</i>	<i>Base: 1,074</i>	<i>Base: 2,205</i>

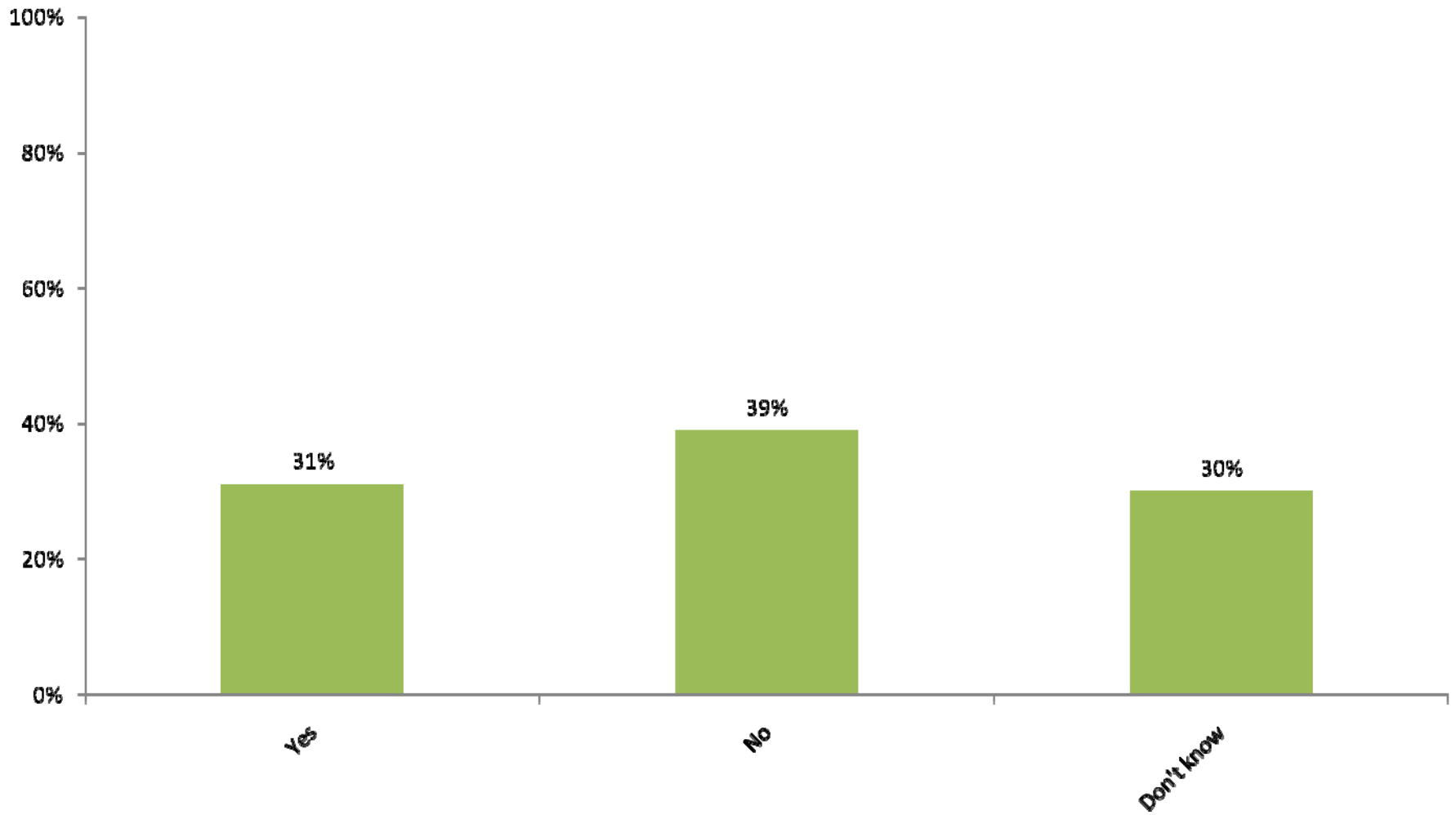
Key reasons for NOT being keen to do (in order, mentioned by 5%+)

Great Walk	Basic campsite	Standard campsite	Serviced campsite	Hut/lodge/house	Visitor's Centre
Age/mobility	Age/mobility	Would rather go somewhere else	Would rather go somewhere else	Age/mobility	Not interested
Not fit/lazy	Not interested	Not interested	Not interested	Not interested	Age/mobility
Children too young	Would rather go somewhere else	Age/mobility	Age/mobility	Would rather go somewhere else	Don't know where they are
Not interested	Not into camping	Children too young	Children too young	Children too young	Would rather go somewhere else
Too busy	Children too young	Prefer more facilities	Prefer more facilities	Not fit/lazy	No need
Would rather go somewhere else	Not fit/lazy	Prefer home comforts	Prefer home comforts	Too busy	Too busy
Cost	Too busy	Not fit/lazy	Not fit/lazy		
	Prefer home comforts				
<i>Base: 1,754</i>	<i>Base: 613</i>	<i>Base: 687</i>	<i>Base: 441</i>	<i>Base: 1,894</i>	<i>Base: 836</i>

Service provided at a reasonable price



Likely to visit DOC Gateway in next 12 months



Conclusions

- Awareness of DOC's role as a provider of recreation service was high, most New Zealanders (95%) could name at least one recreation service provided by DOC.
- DOC was most well known as a provider of walking tracks, huts and camping areas. There were some groups which stood out as being less aware of DOC's recreation services, in particular young adults, Pacific and Asian people.

Conclusions

- Use of DOC recreation areas was high, with half of New Zealanders having visited a DOC area in the previous 12 months.
- Predicted use was also high, with 71% of New Zealanders saying they were likely to visit a DOC area for recreation in the future.
- There were some groups which stood out as more likely to have visited DOC areas and more likely to visit them in the future – these were people in the middle adult years (aged 25-54) and in the highest two-thirds of household income groups (\$60,000 +). People in these groups would be the easiest to encourage to visit DOC areas.

Conclusions

- Visitor Centres were the most accessed of the core DOC facilities – just over half of New Zealanders had visited a Centre in the previous three years.
- Use of other core DOC facilities appeared to be limited to a minority of New Zealanders – less than a quarter had used a Great Walk, DOC campsites and/or huts/lodge/houses.
- 60% of New Zealanders said they were likely to use Visitor Centres (in the next three years).
- Likely use of the other facilities was limited to around a third of New Zealanders (NZ Great Walk 35%, Basic DOC Campsite 30%, Standard DOC Campsite 28%, Serviced DOC Campsite 33%, DOC hut/lodge/house 30% and DOC Gateway 31%).

Conclusions

- Barriers to using the facilities did not appear to be driven by price or access to information – most considered the prices reasonable and the information easy to access. Poor experience also did not appear to be a barrier to use – there were very high levels of satisfaction with the services people had used.

Conclusions

- Significance testing gave insight into the demographic profile of those who were more likely to say they had used and/or would use each of the core DOC facilities. People in these groups would be the easiest to encourage to use each of the facilities:
 - Great Walks – 18-24 years and with a household income above \$60,000
 - Basic campsites – male, 18-54 years, Maori, Pacific and household income above \$60,000
 - Standard campsites – 18-54 years, Maori and household income above \$60,000
 - Serviced campsite – 18-54 years, ethnicities other than Pakeha and household income above \$60,000
 - Hut/lodge/house – 40-54 years, Maori and household income above \$60,000
 - DOC Gateways – 25-54 years, Maori, Pacific and household income above \$60,000.

Conclusions

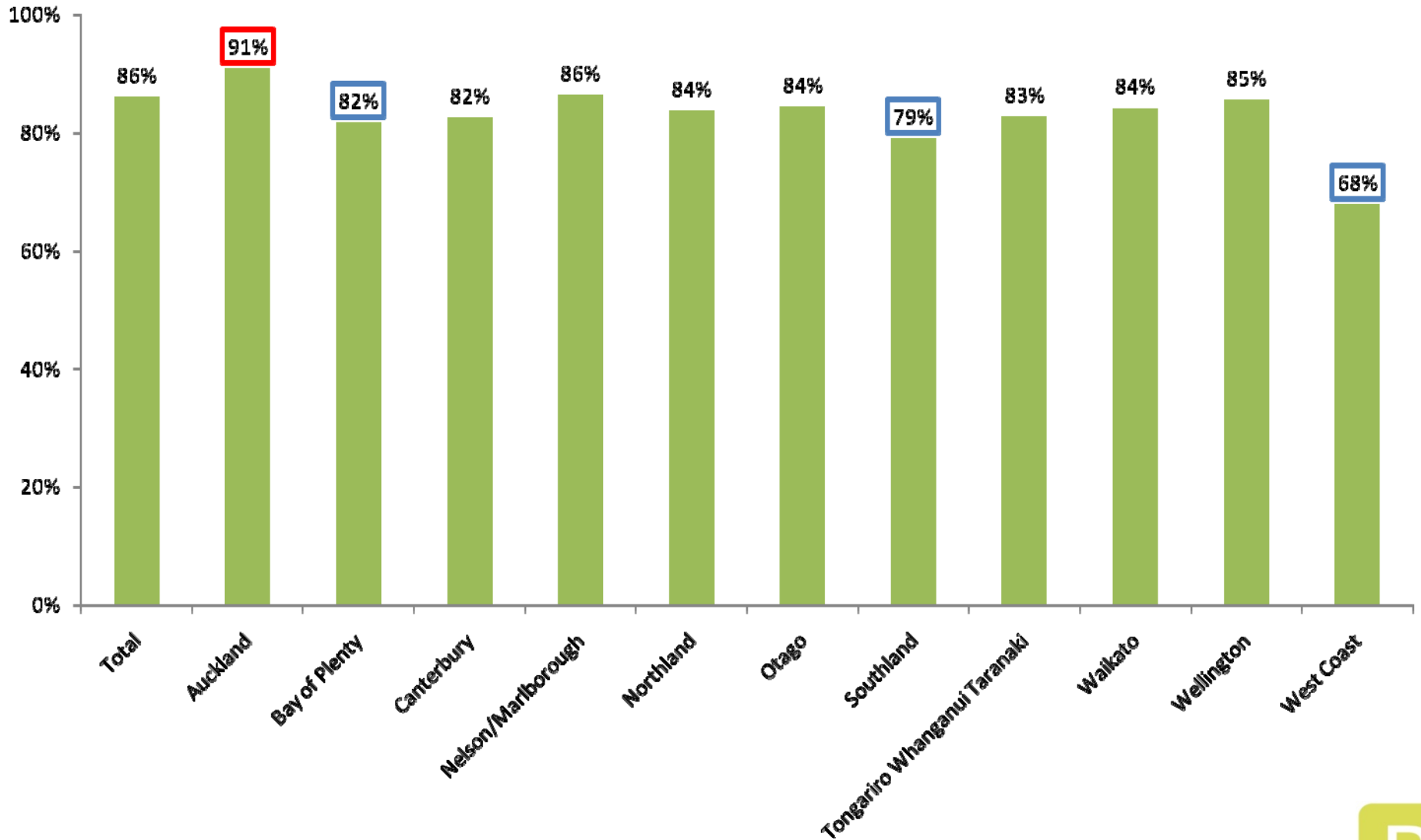
- The research gave insight into the factors that motivated New Zealanders to use each of the DOC facilities. Market positioning of the facilities as offering each of these benefits is likely to encourage use:
 - Great Walks – scenery, achieving a goal and a physical challenge
 - Basic and Standard campsites – escaping for rest/break, good value for money, scenery
 - Serviced campsite – escaping for a rest/break, convenience/comfort and family time
 - Hut/lodge/house – escaping for a rest/break, scenery and family time
 - Visitors Centre – good quality information, family time and scenery.
- The research also gave insight into the factors that were barriers to use of DOC facilities. The barriers were primarily: age/mobility, preference for visiting other places, lack of fitness and young age of children. The barriers are significant and would require considerable investment to address (e.g. making facilities easier to access for people with low mobility and/or young children).

Conclusions

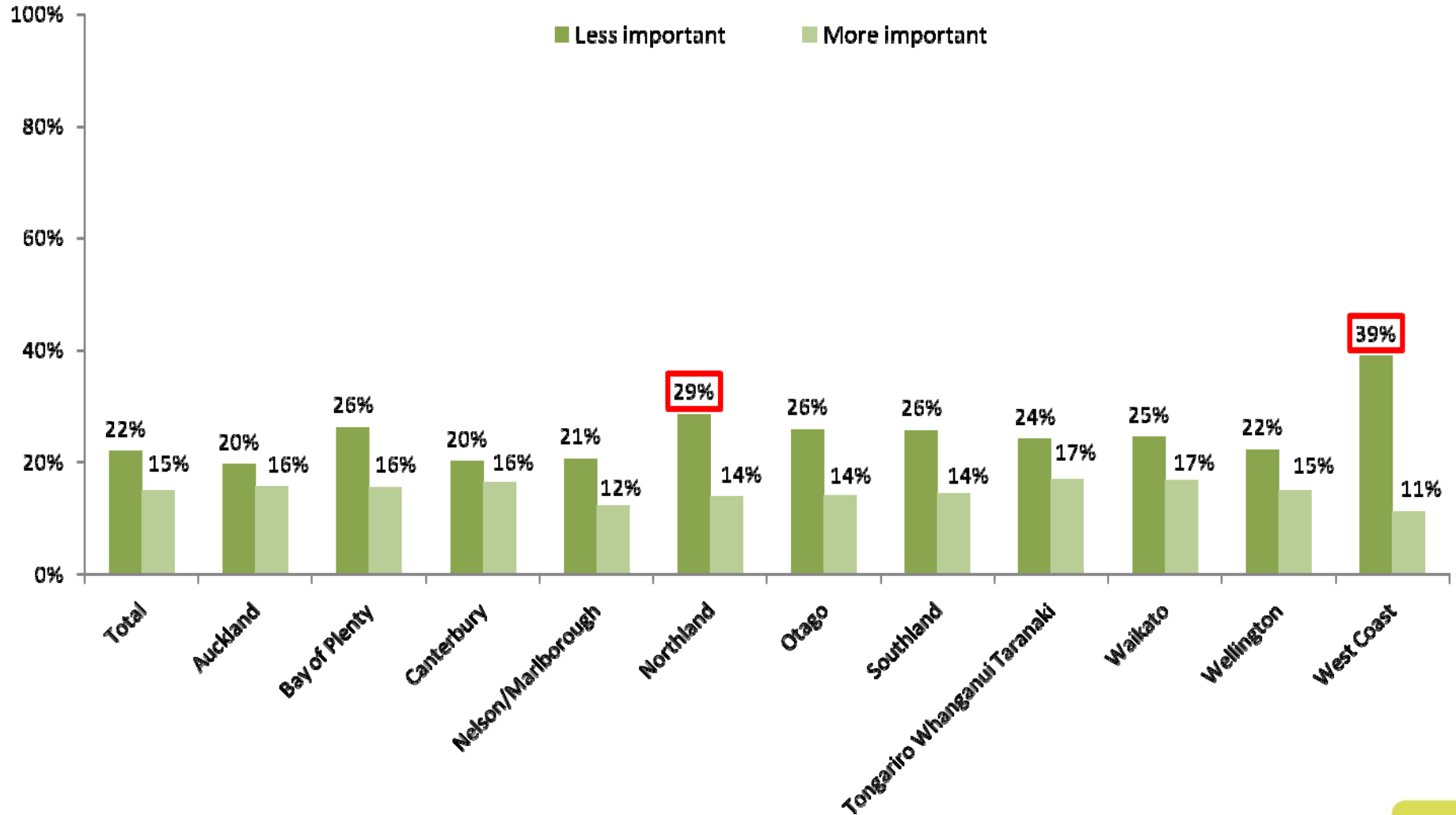
- There was a clear relationship between New Zealander's view of DOC and their propensity to visit DOC areas – those with a favourable view of DOC were more likely to visit DOC areas.
- Likewise, there was a clear relationship between New Zealander's views of conservation and their propensity to visit DOC areas –those with a favourable view of conservation were more likely to have visited DOC areas. (See DOC NS Report 4 Conservation for more details).
- This research does not explore the direction of the causality between the factors (i.e. which of the factors is the driver) but does show an inter-relationship which could be better understood with research focused on understanding the causality.

4. Conservancy Comparison

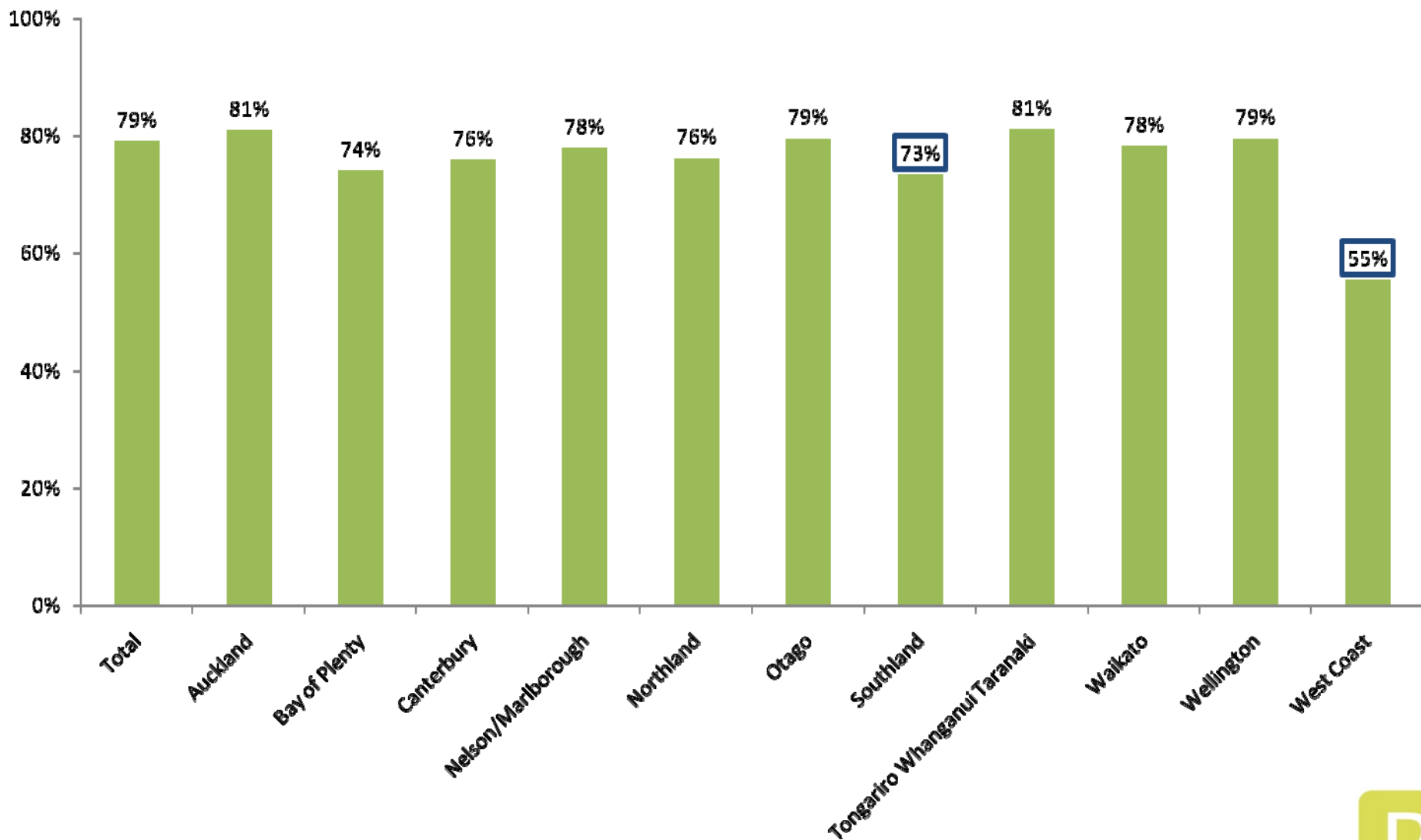
Importance of conservation personally



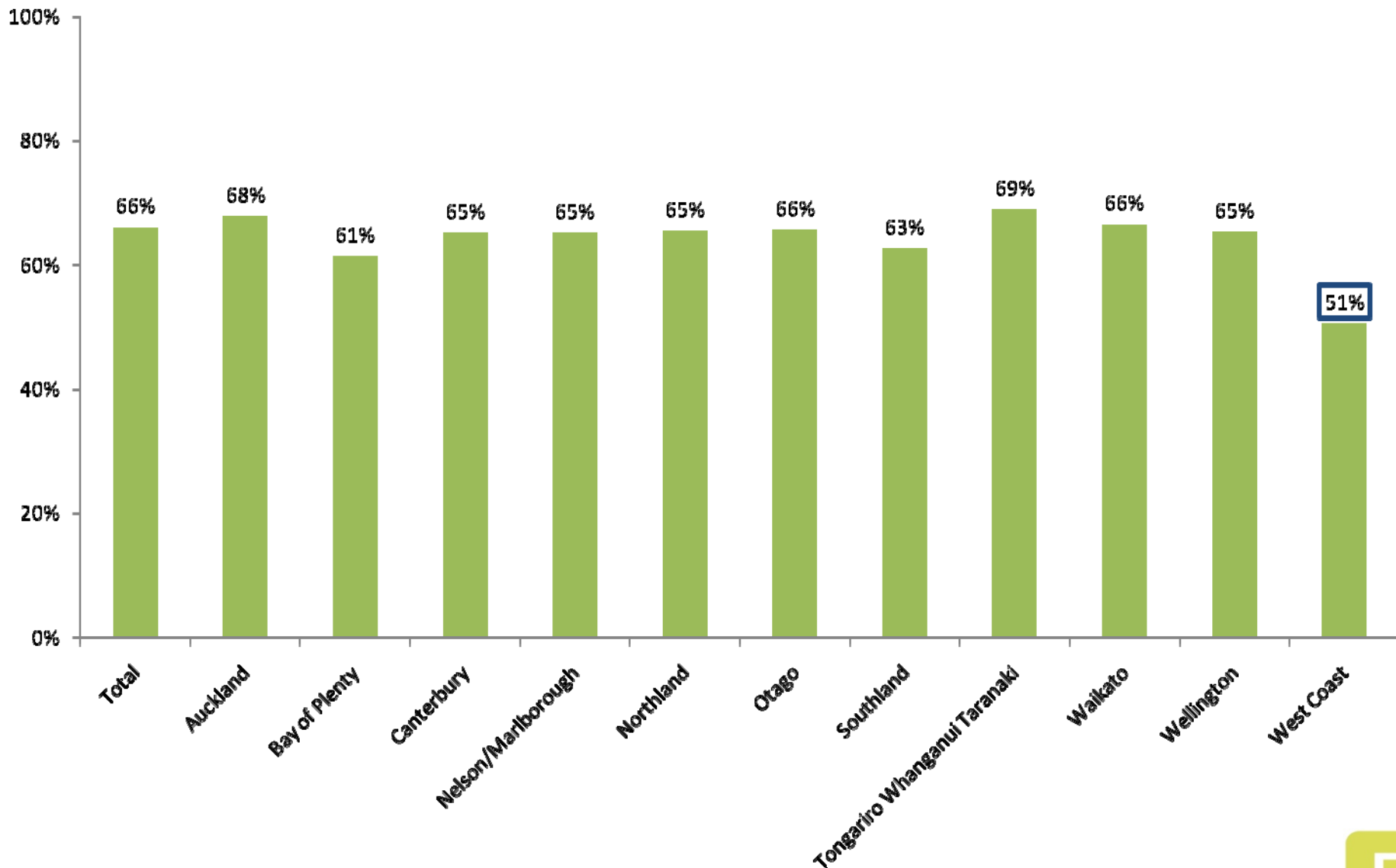
Importance of conservation relative to education, health, law and order



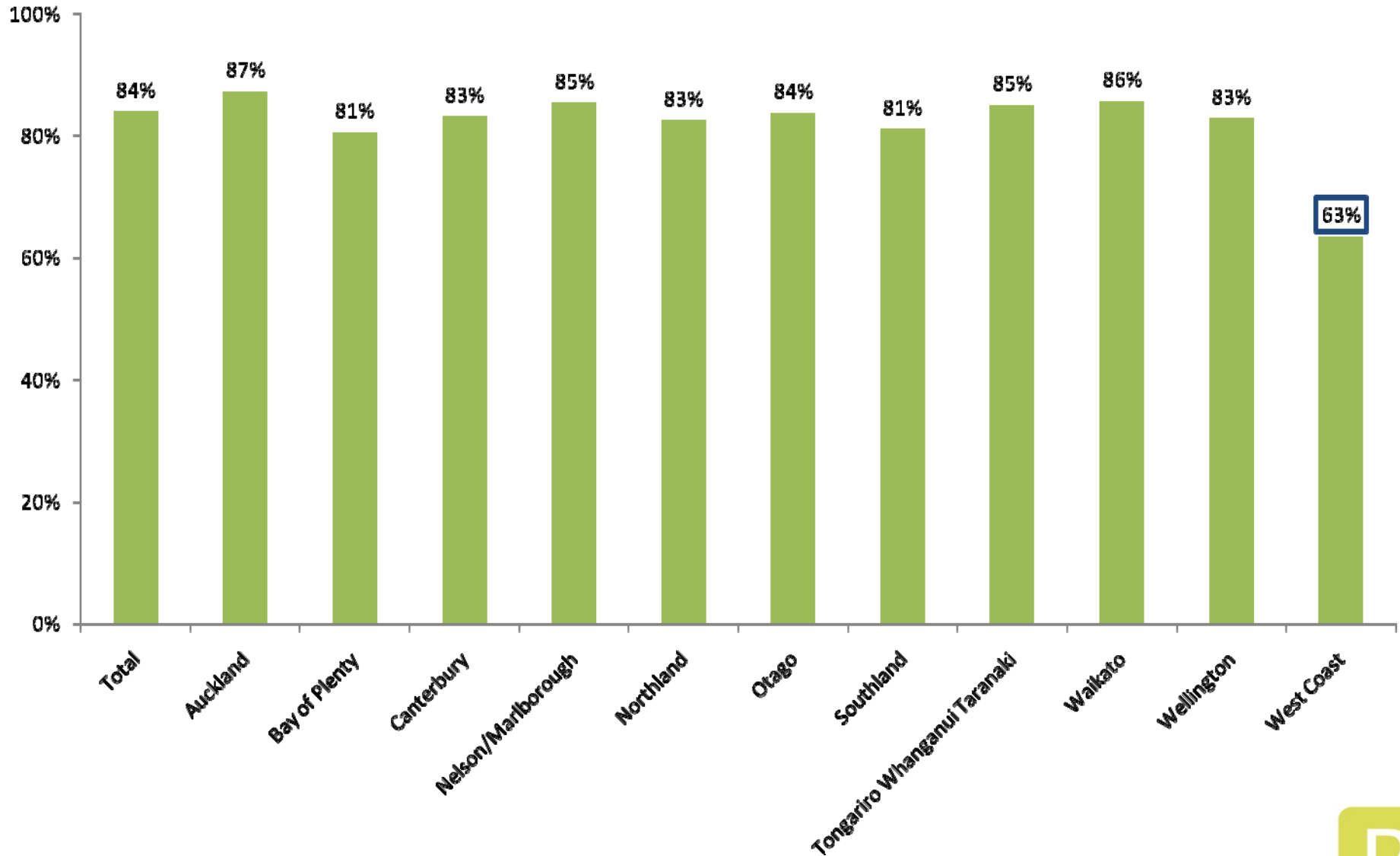
Spending money on conservation is a good investment in the prosperity and wellbeing of all New Zealanders



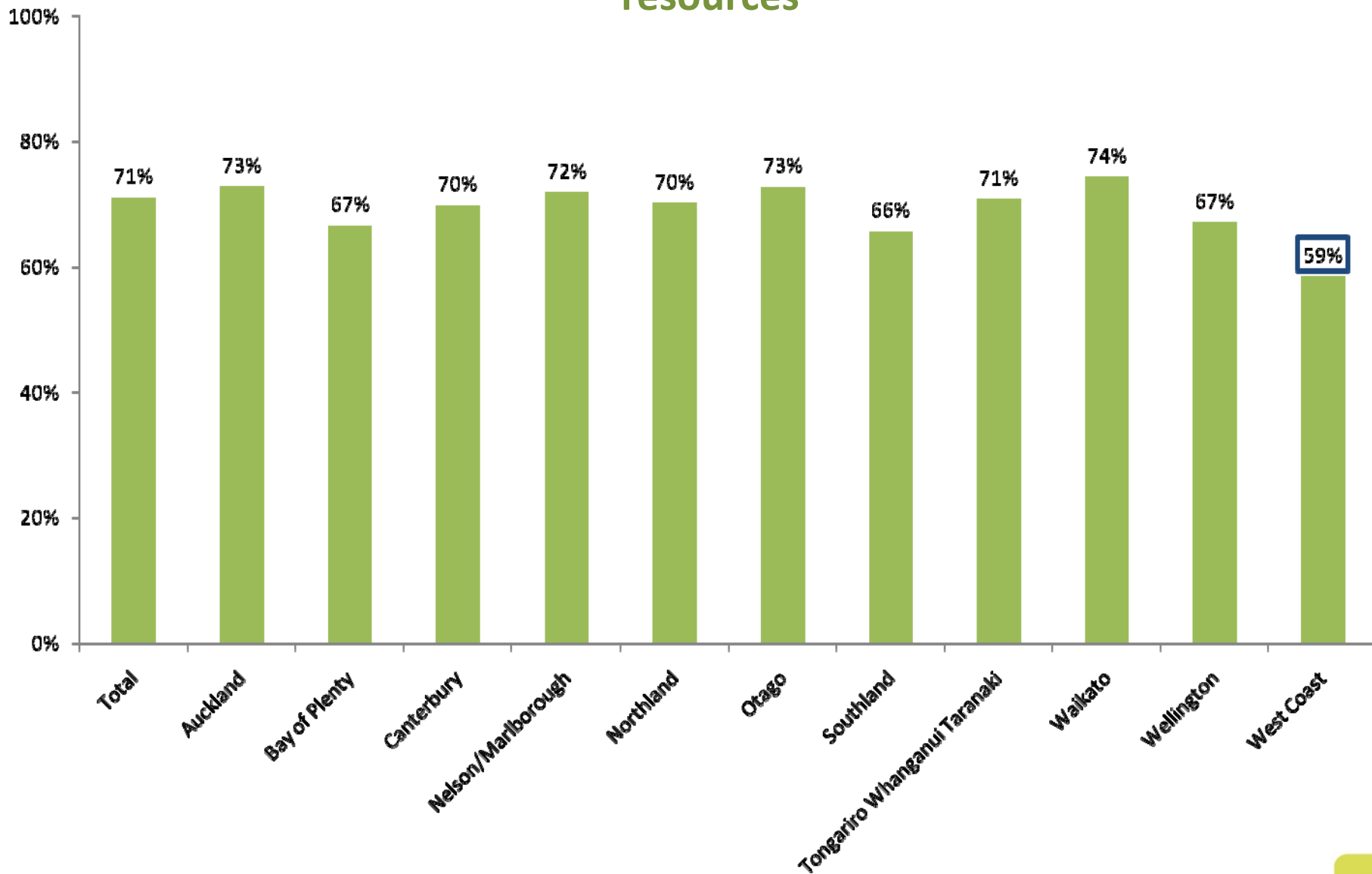
Conservation is at the heart of what it means to be a New Zealander



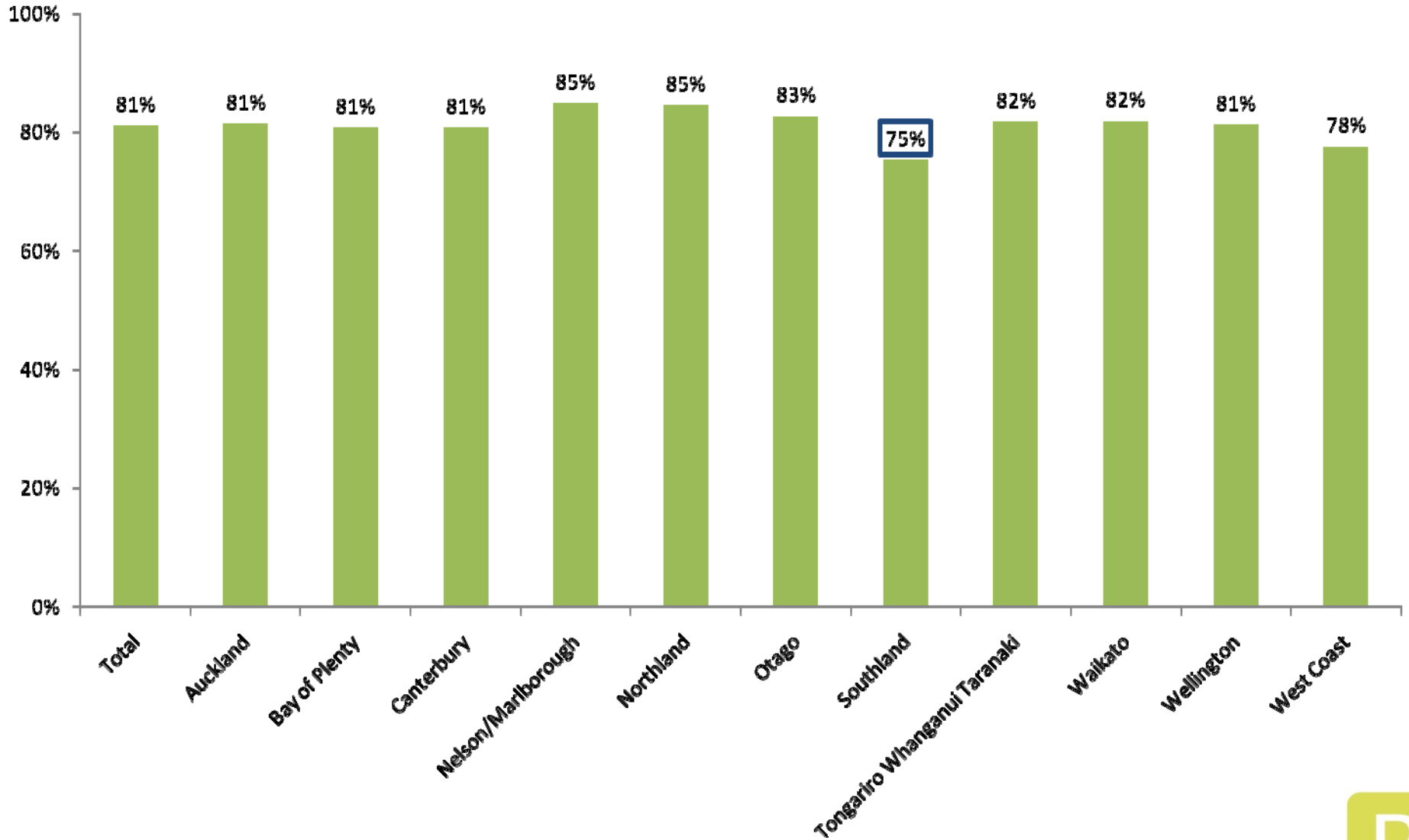
Conservation of New Zealand's natural environment is important to me



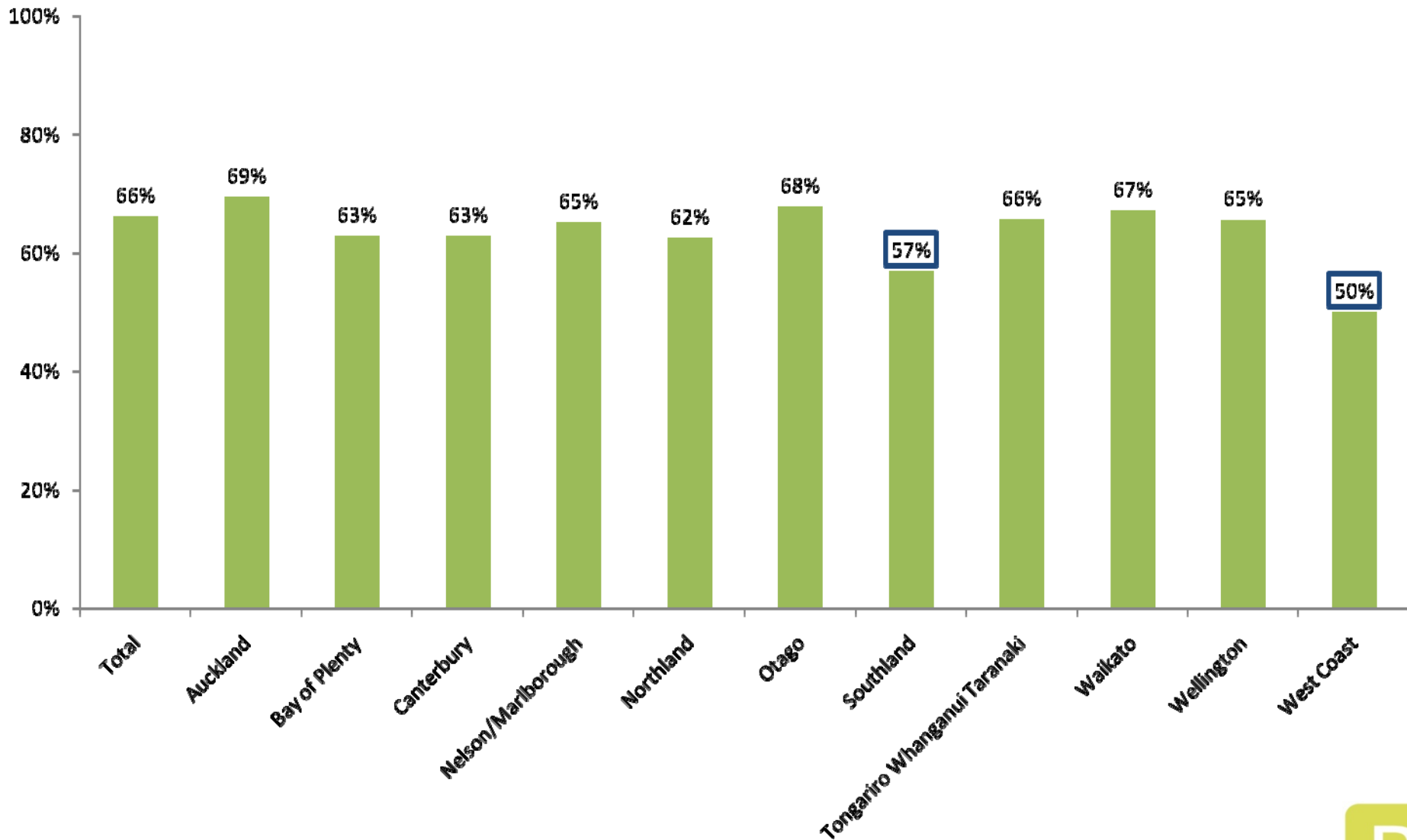
I encourage other people to care about and conserve natural resources



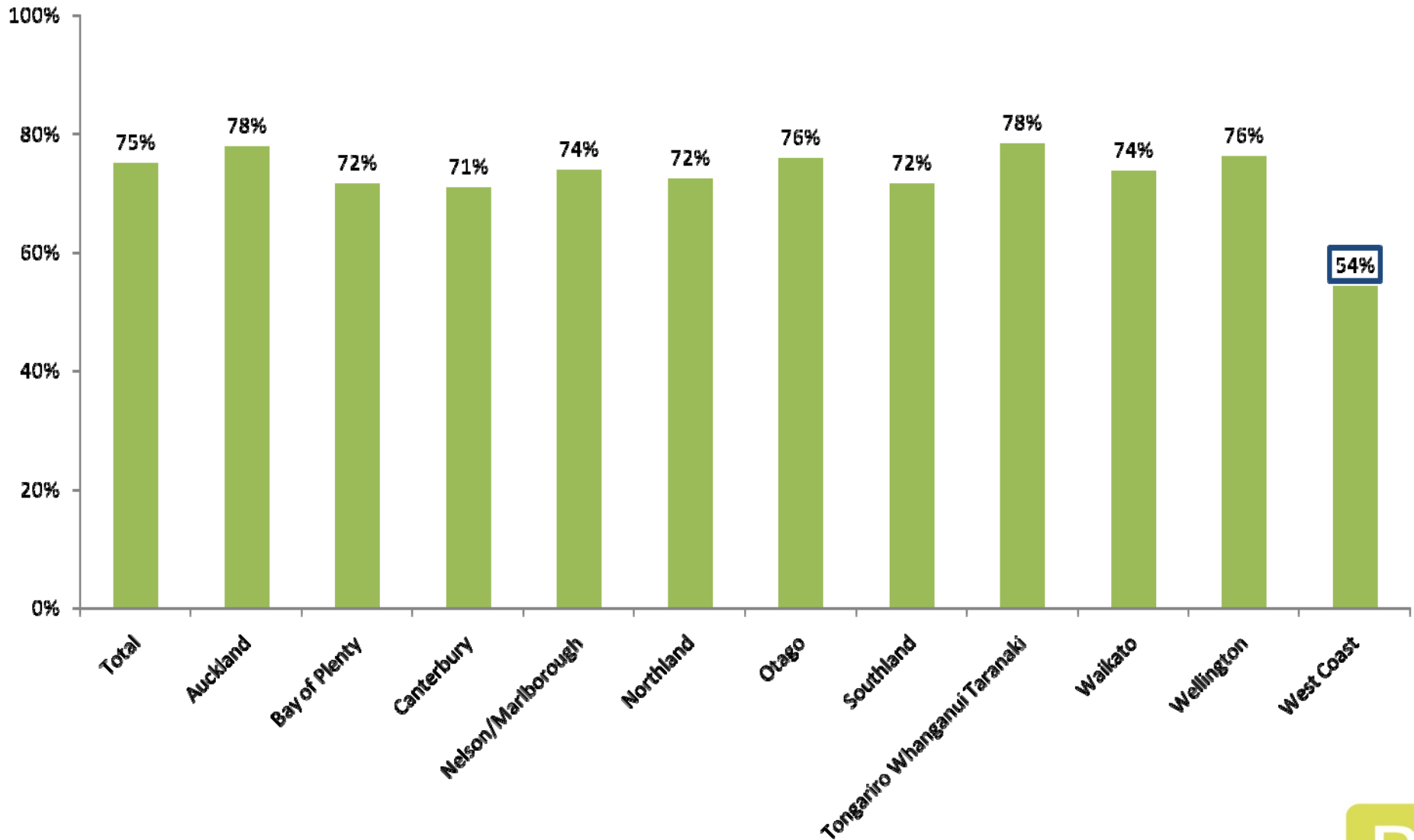
I actively enjoy New Zealand's healthy environment, recreation opportunities and history



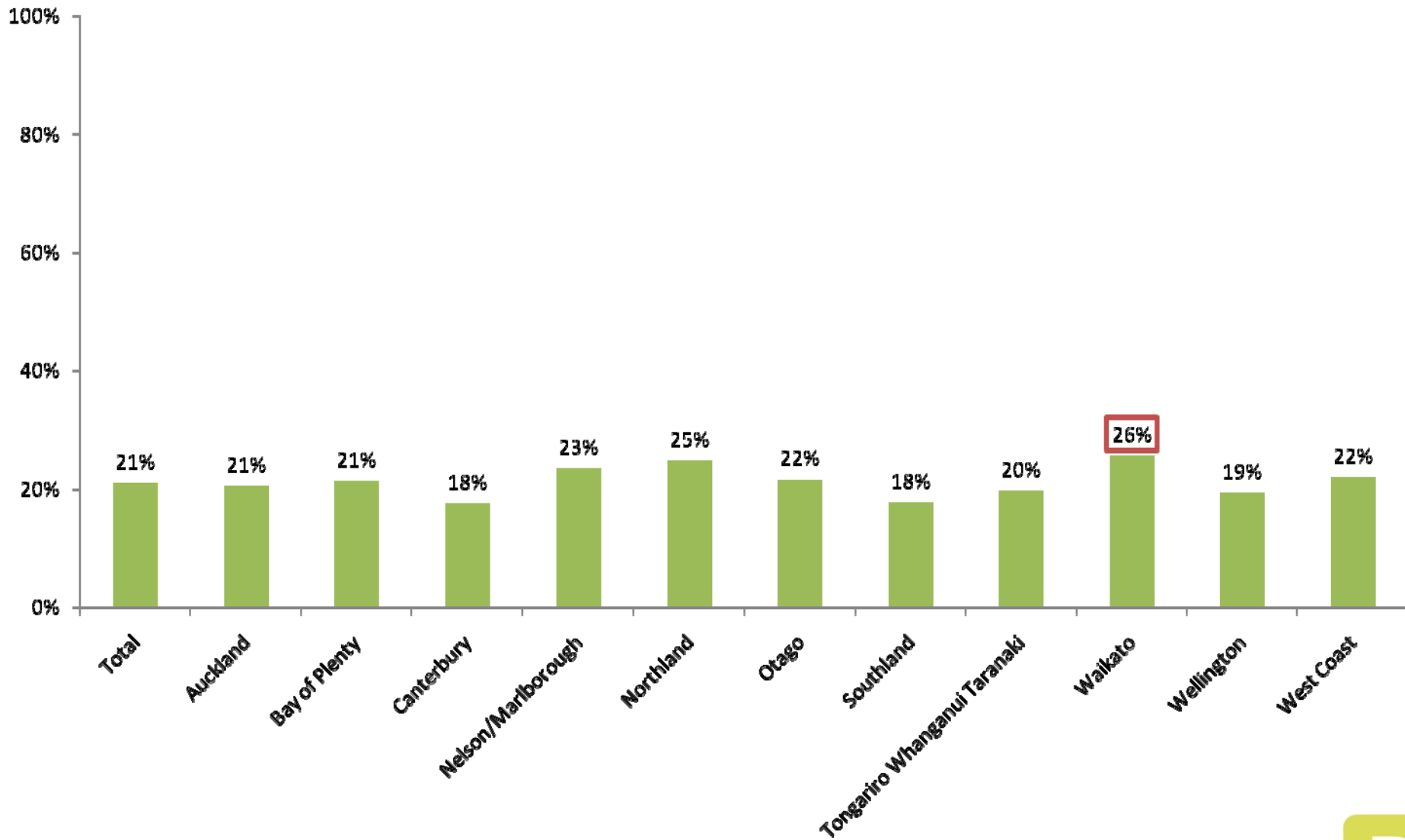
Conservation is important in my life



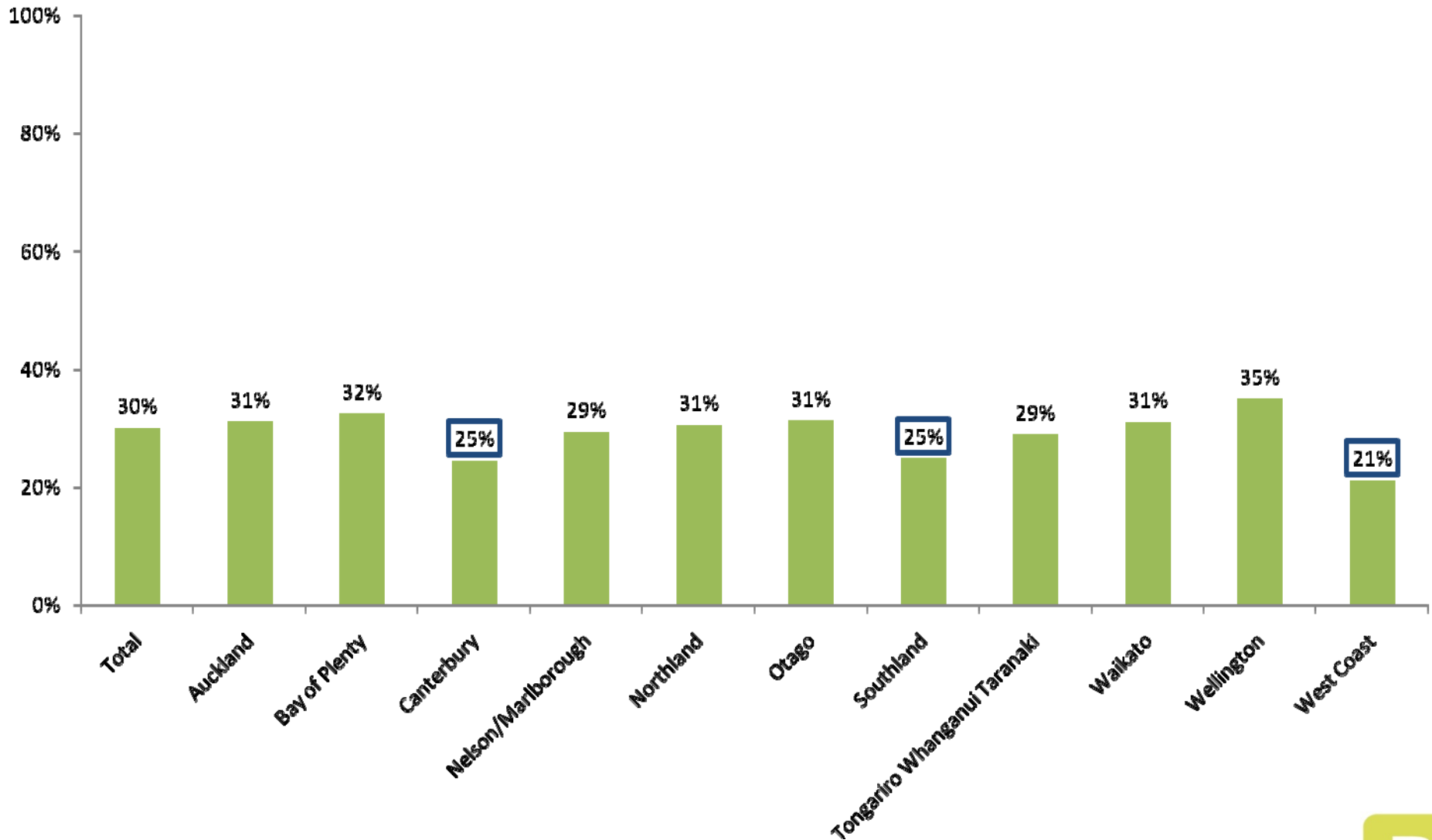
Conservation should be considered in all key decisions about New Zealand's future



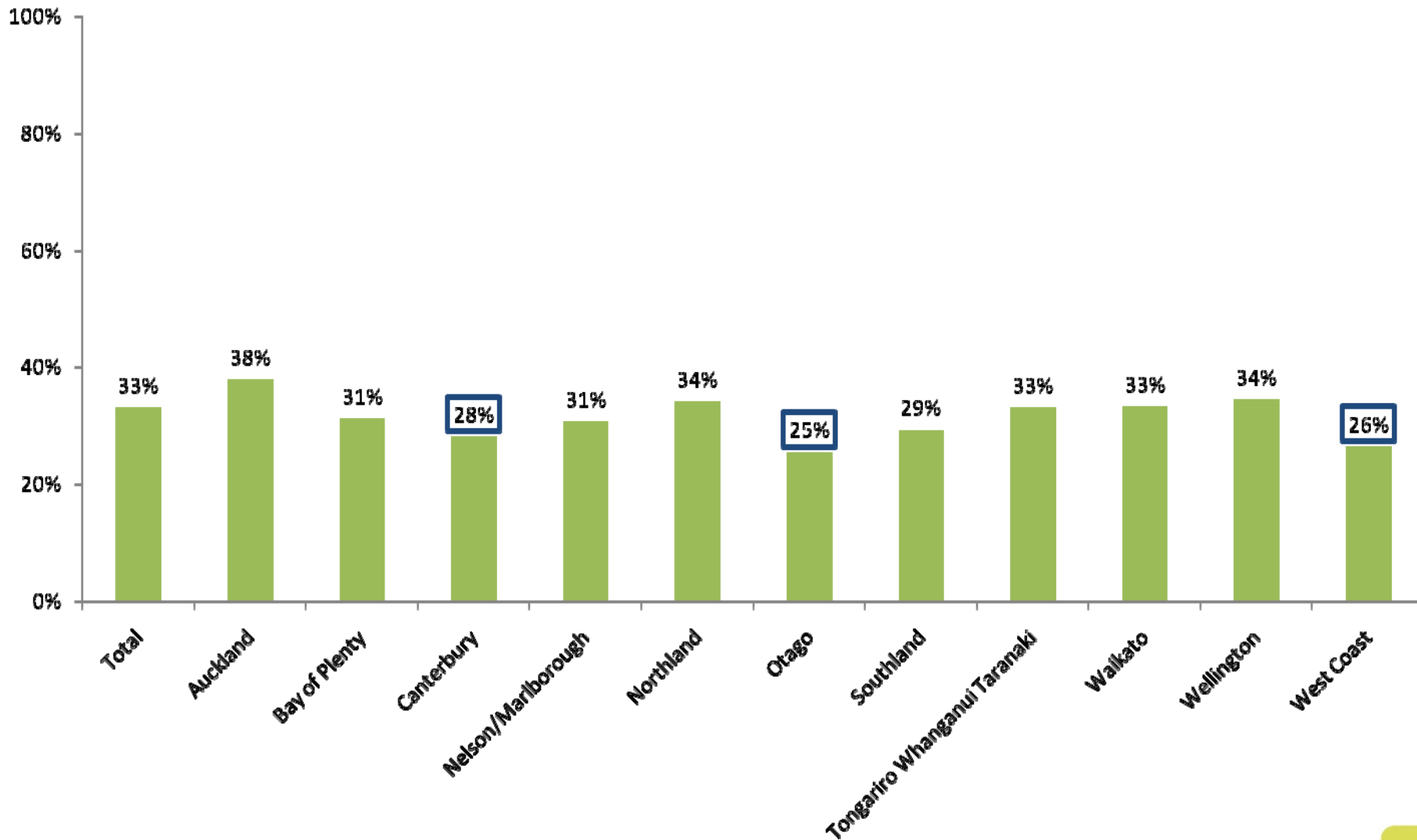
Last 12 months actively contributed to conservation in New Zealand (yes)



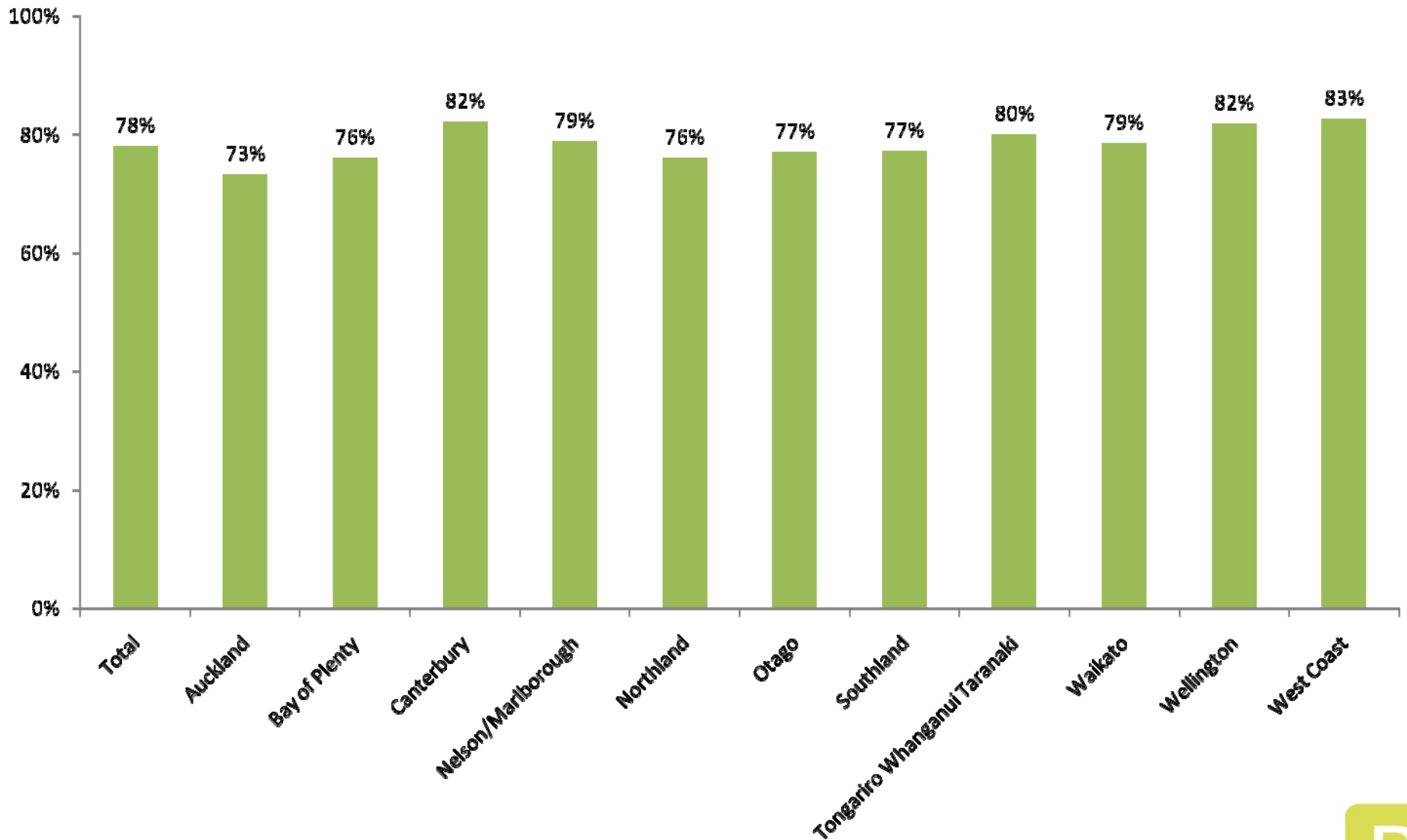
Last 12 months donated money for a conservation cause (yes)



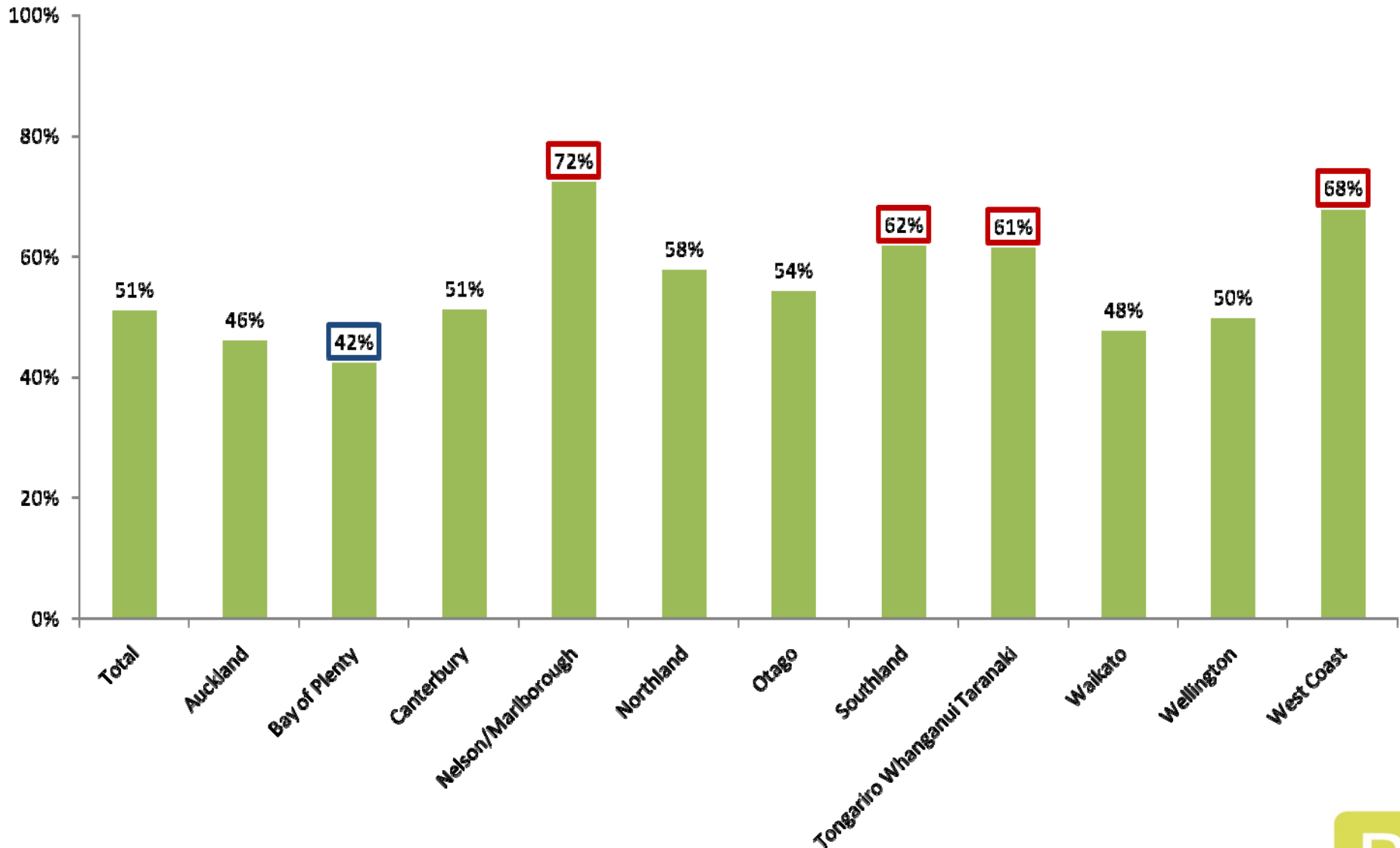
Next 12 months likely to donate money for a conservation cause (yes)



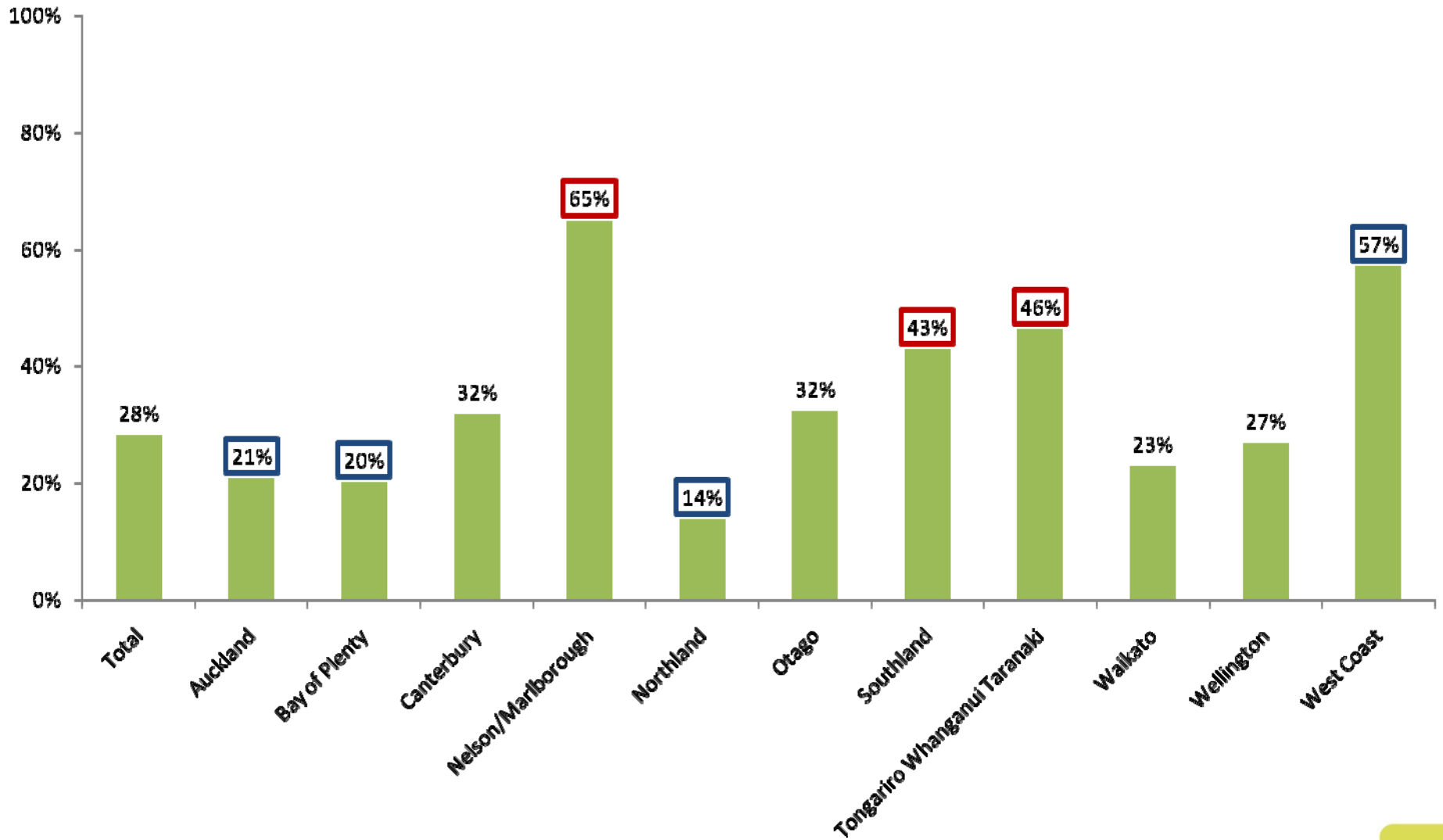
Aware that DOC provides recreation services (yes)



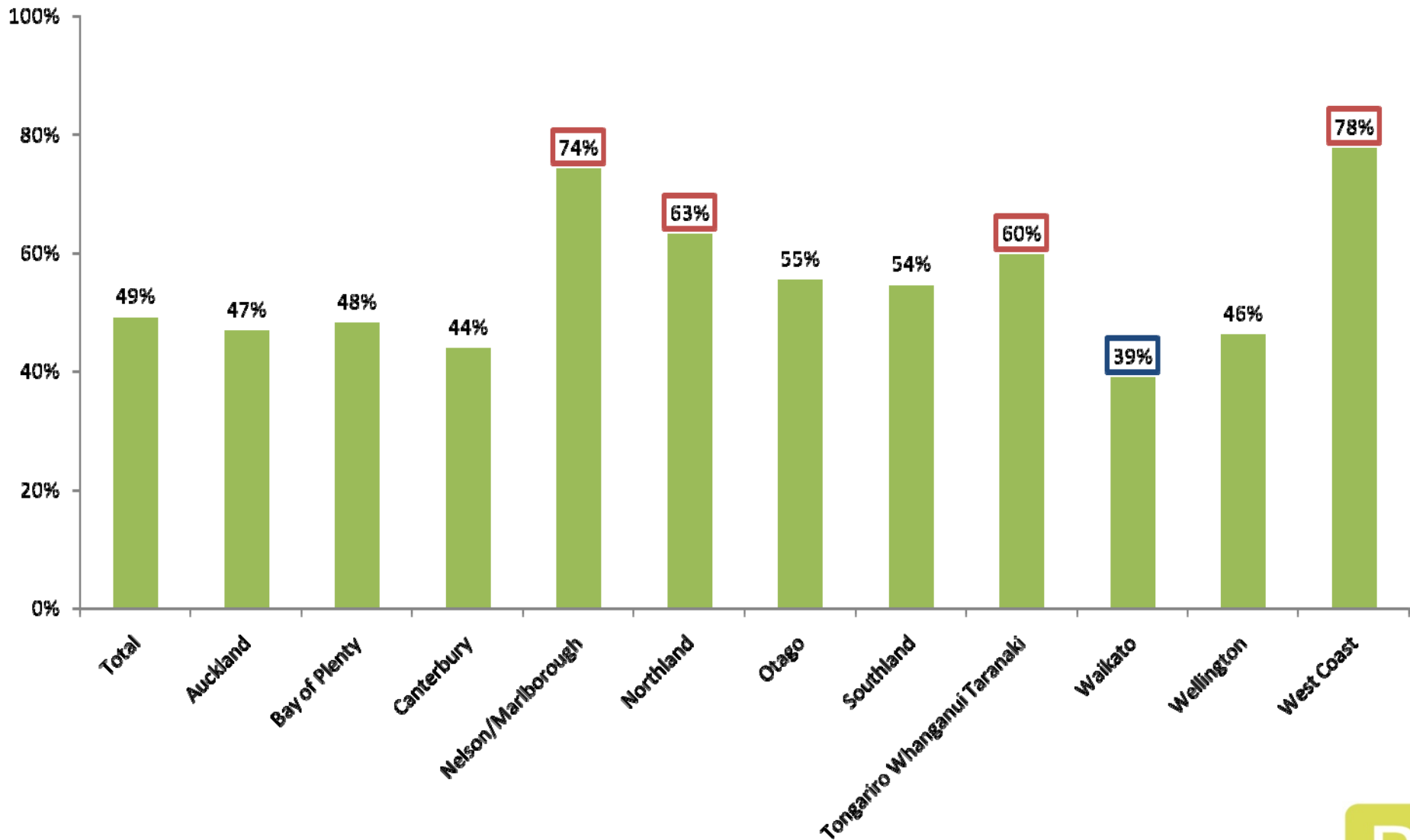
Visited areas managed by DOC in last 12 months (confirmed)



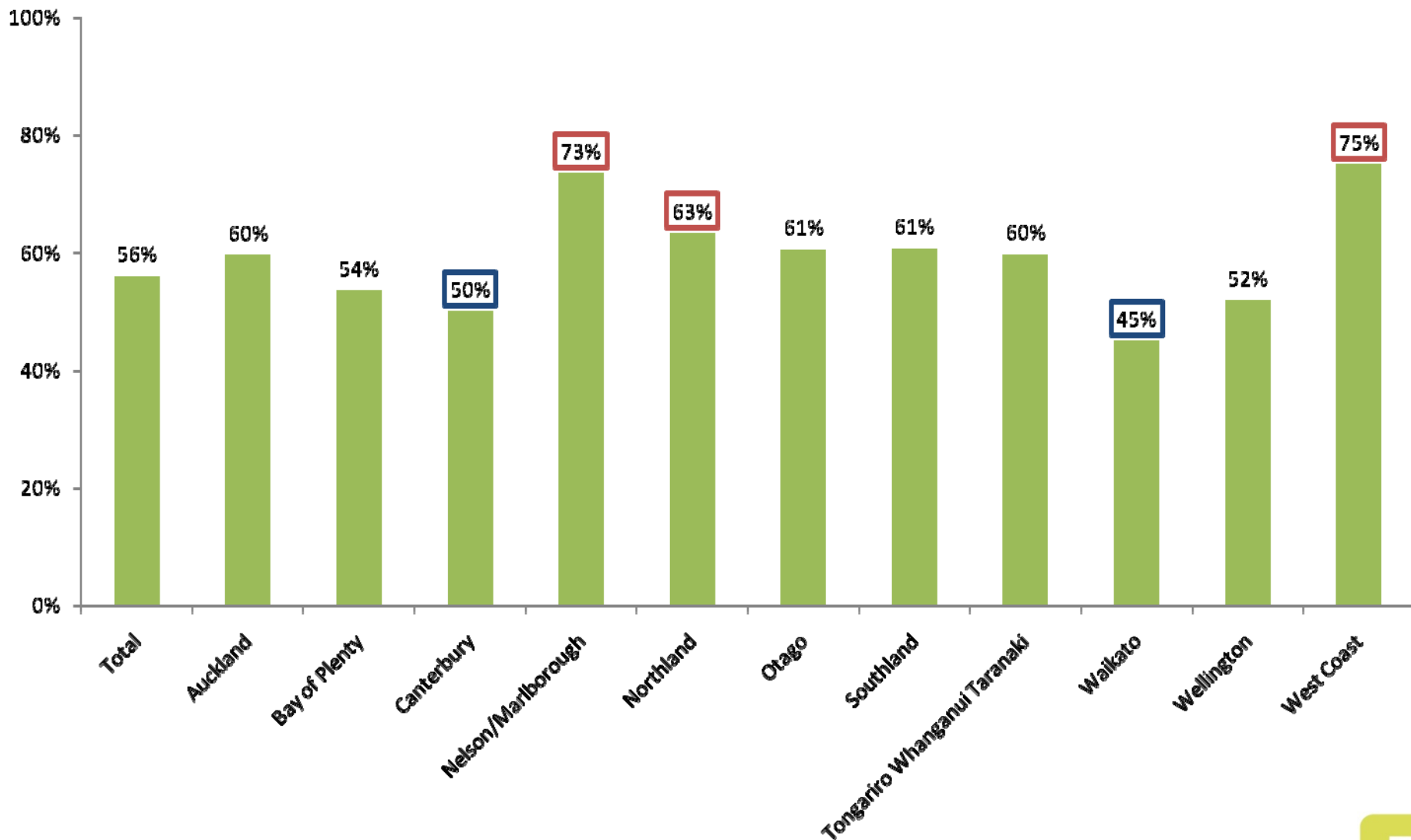
Visited DOC National Park in last 12 months (confirmed)



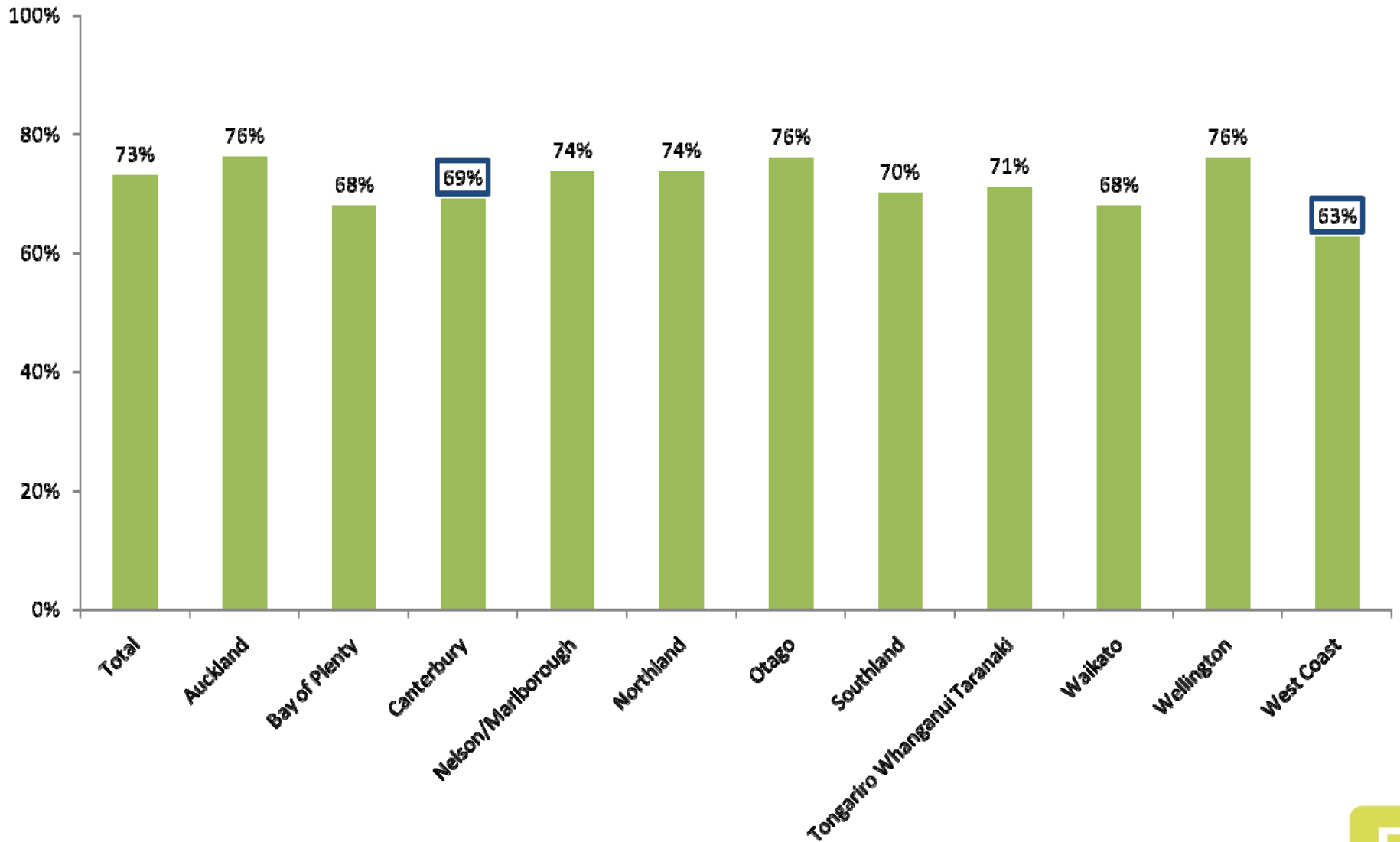
Visited DOC area (defined by respondent) in home Conservancy in last 12 months



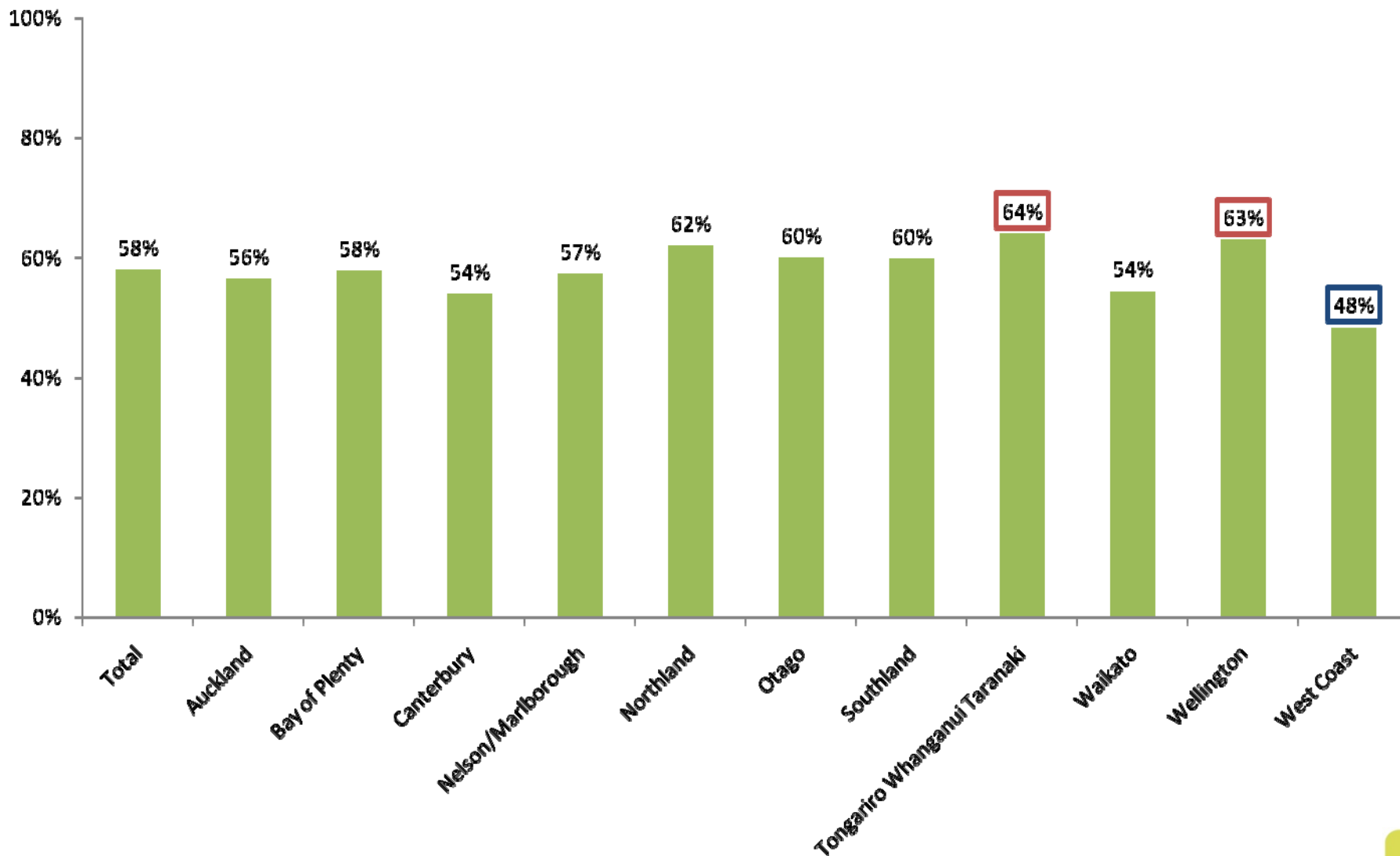
Likely to visit DOC area (defined by respondent) in home Conservancy in next 12 months



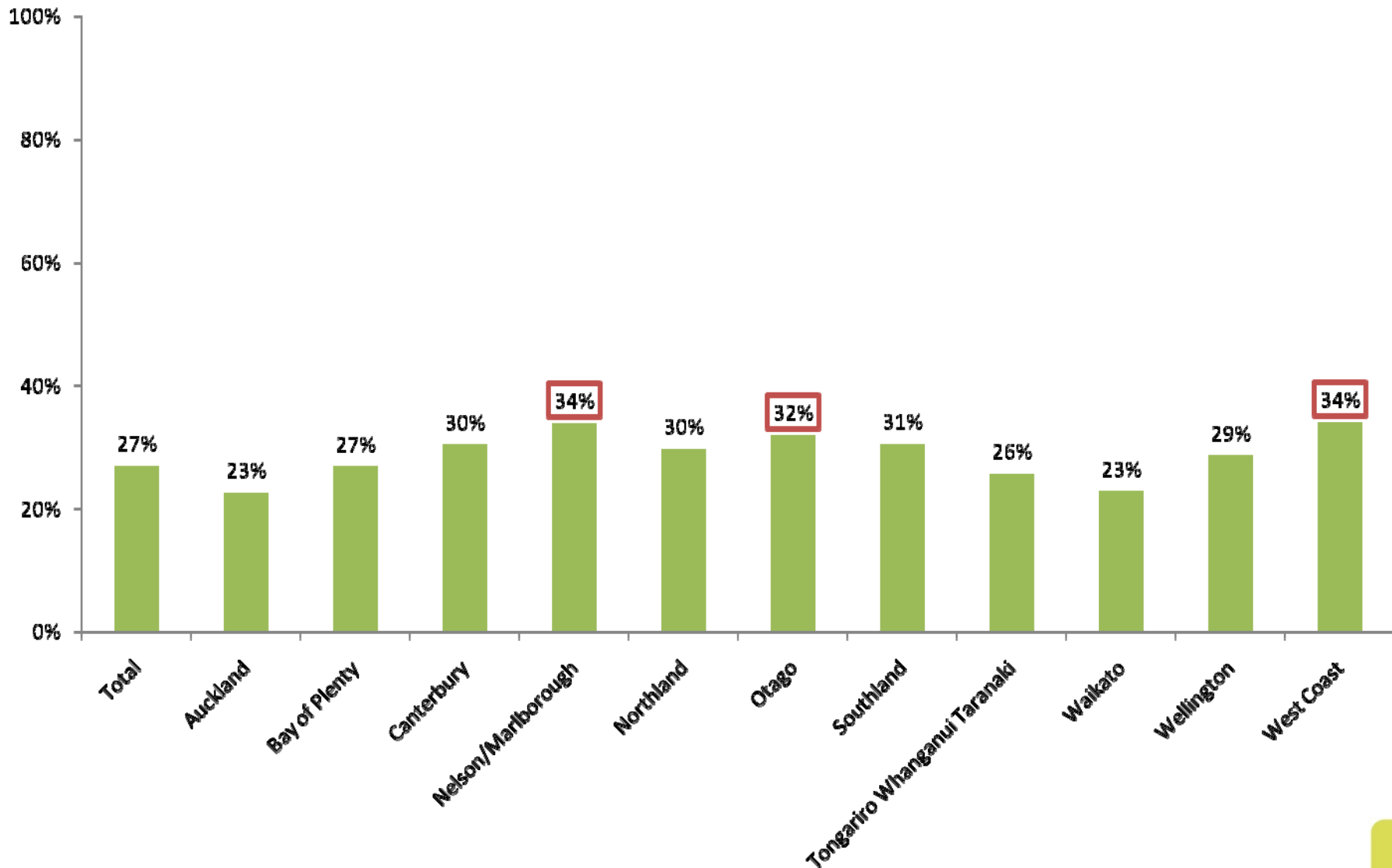
View of DOC (total favourable)



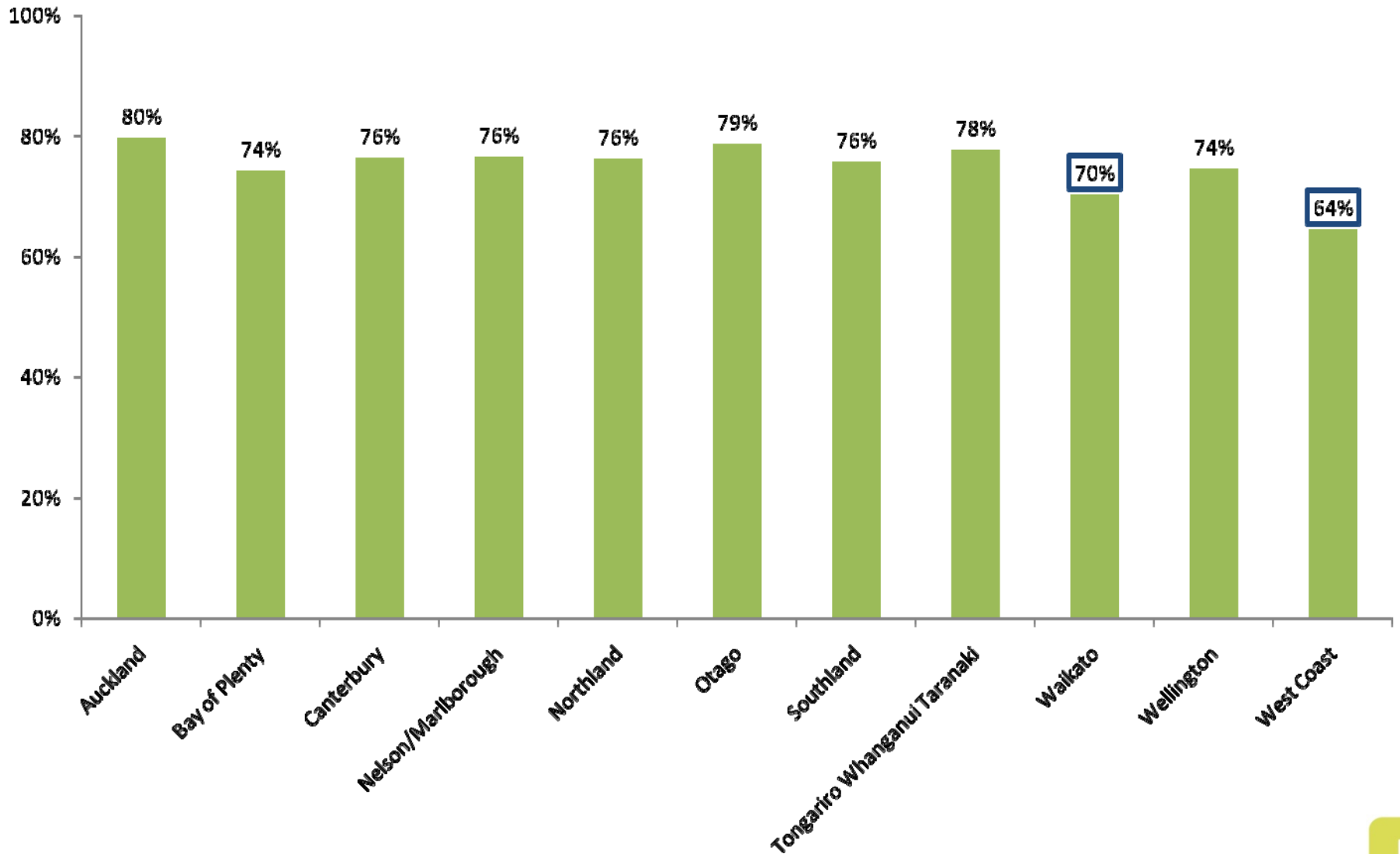
DOC works well with local communities (total agree)



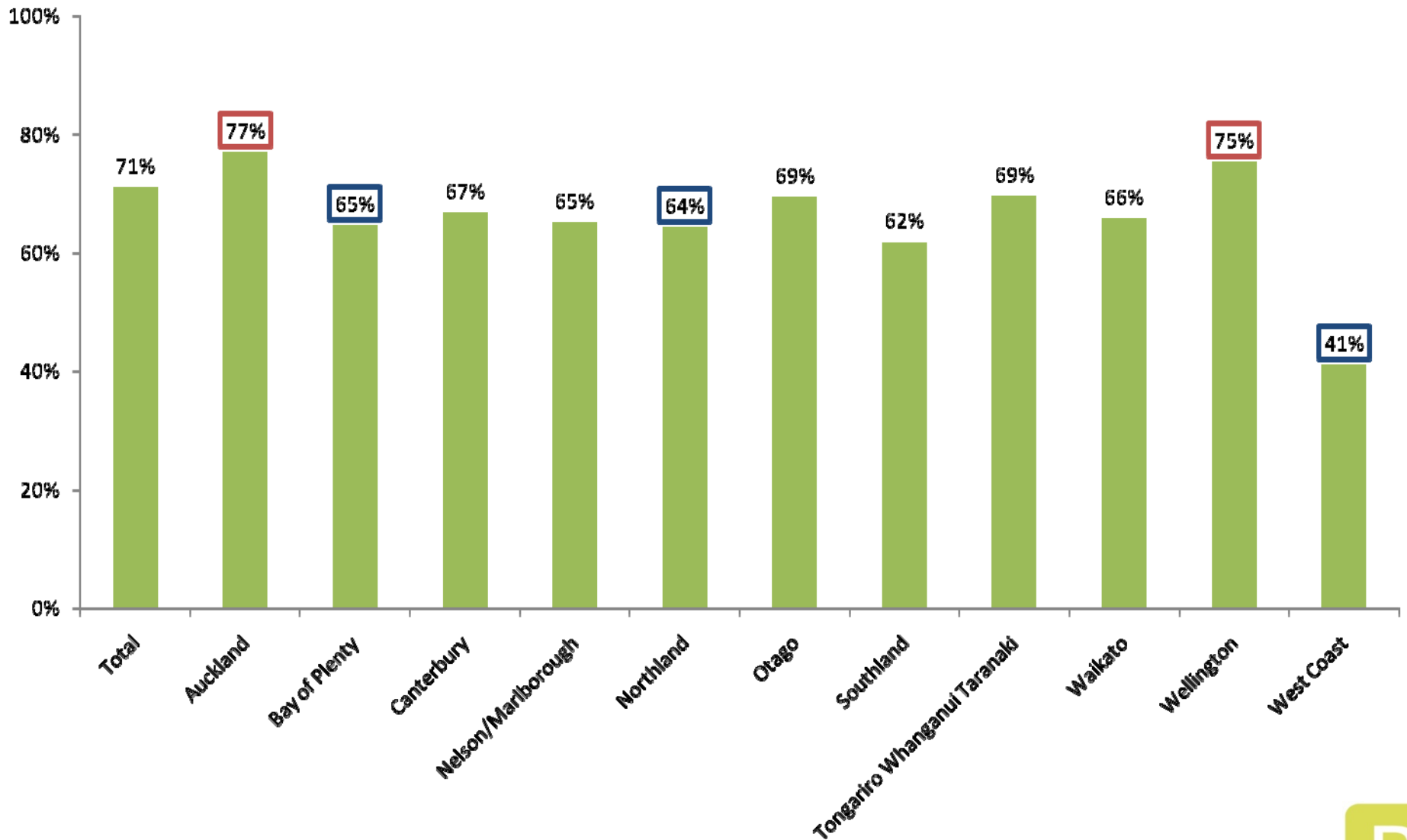
DOC is more interested in commercial opportunities than it used to be (total agree)



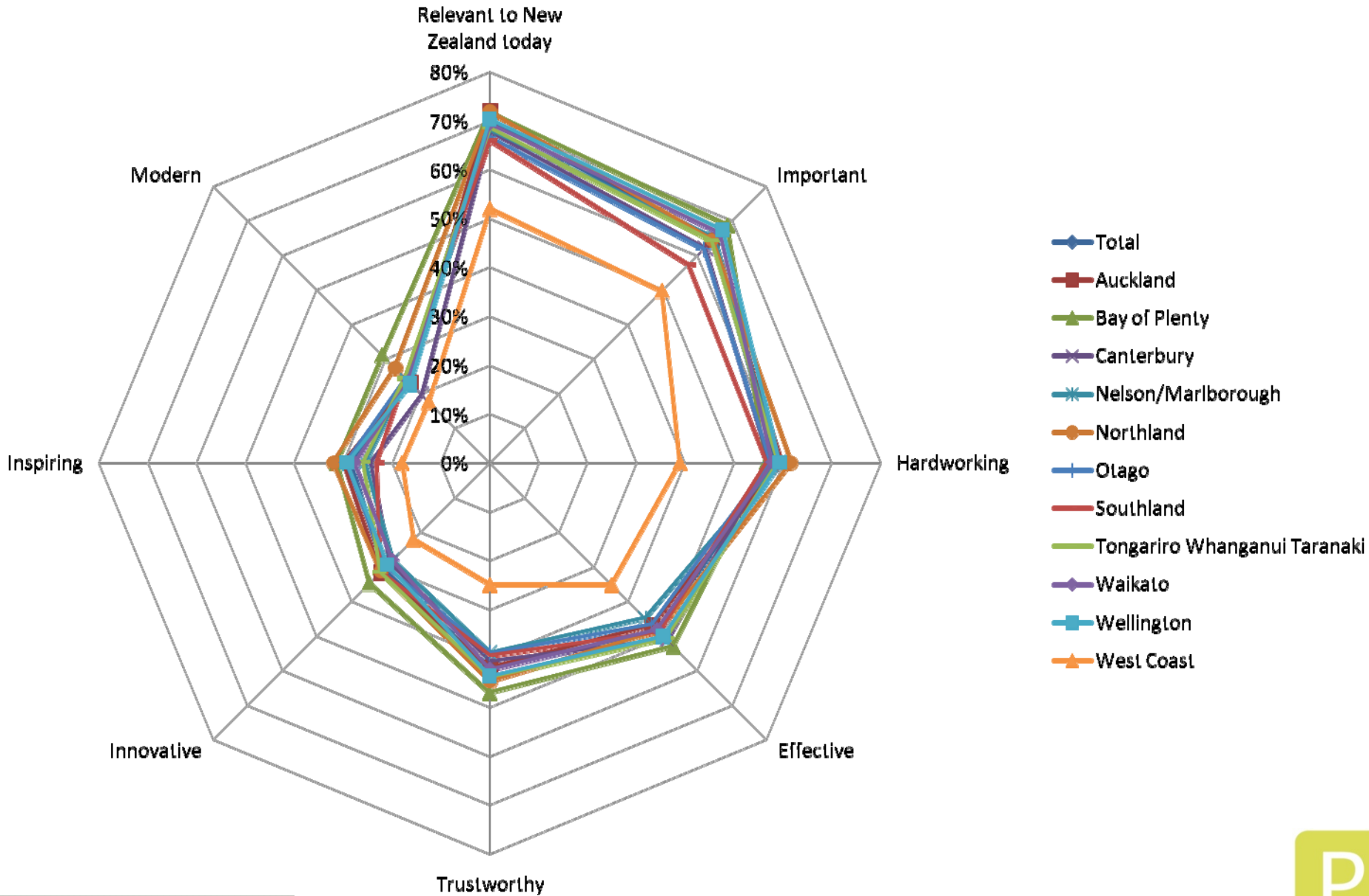
DOC is a leader in the conservation field (total agree)



DOC is a good use of taxpayer money (total agree)



Words that describe DOC



Base: All respondents n=3,614

Conclusions

- There were significant differences between the Conservancies on many of the core measures covered in this survey. There were wide gaps on measures such as:
 - The proportion who agree conservation is *important to them personally* (ranging from 68% in the West Coast to 91% in Auckland)
 - The proportion who have *visited a DOC area in the last 12 months* (ranging from 42% in Bay of Plenty to 72% in Nelson/Marlborough)
 - The proportion who are *likely to visit a DOC area in their home Conservancy in the next 12 months* (ranging from 45% in Waikato to 75% in the West Coast)
 - The proportion who agree *DOC is a good use of taxpayer money* (ranging from 41% in the West Coast to 77% in Auckland).

Conclusions

- The wide ranging results suggest the use of strategies tailored to individual Conservancies or groups of Conservancies, for instance:
 - Building on, and launching of, a good platform of support for conservation and DOC in areas like Auckland where support is high
 - Working at a ‘back to basics’ approach for building support to conservation and DOC in areas like the West Coast where support is low
 - A visitor retention and increased use strategy for Conservancies where use of DOC areas is already high, like Nelson
 - A visitor awareness and acquisition strategy for Conservancies where use of DOC areas is relatively low, like Waikato and Bay of Plenty.

5. Inter-relationship

Inter-relationship

- At a total sample level there are clear links between support for conservation, support for DOC and propensity to visit DOC areas. For instance, those with positive views of conservation were more likely to have a favourable view of DOC and to have visited a DOC area in the last 12 months.
- However, the Conservancy comparison showed some evidence which suggests the association between support for conservation and visits to DOC areas is not certain. For instance, the West Coast Conservancy has the **highest likelihood to visit a DOC area in their home Conservancy in the next 12 months** rating and the **lowest importance of conservation personally** rating and the **lowest favourability** rating for DOC.
- This suggests that a strategy of encouraging visits to DOC Areas may not always lead to an increase in support for conservation and/or DOC.

6. Appendix

Sample Profile (unweighted numbers and weighted %)

Gender	N=	%	Location	N=	%
Male	1,678	48%	Big city	951	47%
Female	1,936	52%	Small city/large town	1,322	27%
Age	N=	%	Small town	905	16%
24 years or younger	405	12%	Rural	425	9%
25-39 years	937	28%	Household income before tax	N=	%
40-54 years	1,012	28%	\$40,000 or less	844	20%
55 years plus	1,247	31%	\$40,001-\$60,001	637	16%
Refused	13	1%	\$60,001 or more	1,671	51%
Ethnicity (multiple response possible)	N=	%	Refused/DK	462	12%
Pakeha	3,278	88%			
Maori	438	11%			
Pacific	79	3%			
Asian	107	4%			
Other	131	5%			
Refused	-	1%			

Sample Profile

(unweighted numbers and weighted %)

Area	N=	%
Northland	317	4%
Auckland	332	32%
Waikato	314	9%
Bay of Plenty	337	7%
Tongariro / Whanganui / Taranaki	323	8%
Wellington / Hawke's Bay	351	16%
Nelson / Marlborough	344	3%
West Coast	270	1%
Canterbury	341	13%
Otago	347	5%
Southland	325	2%

Notes on use of Significant Differences

- 95%+ confidence only
- Only reported on weighted response where total has an n of 30+
- Only reported on significantly higher, does not show significantly lower
- Reported on the following factors:
 - 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).