

# **NZ OUTDOORS SURVEY**

## **Survey statement**

New Zealand has become famous around the world as a great location for outdoor and adventure holidays. We are surveying New Zealanders to investigate how much time they spend in New Zealand's natural environments.

**THANK YOU FOR YOUR TIME**



Sex: [ ] female [ ] male | Your education (highest level): [ ] secondary [ ] tertiary

Age: [ ] <18 [ ] 18-29 [ ] 30-39 [ ] 40-49 [ ] 50-59 [ ] 60+

Your annual household income: [ ] < \$20 K [ ] \$20 K - \$30 K [ ] \$30 K - \$40 K
[ ] \$40 K - \$50 K [ ] \$50 K - \$70 K [ ] \$70 K +

Your home environment: Now: [ ] rural [ ] urban | As a child: [ ] rural [ ] urban

Your ethnicity: [ ] NZ European [ ] NZ Maori [ ] Asian [ ] Other

Are you a member of any environmental charities (e.g Forest & Bird, Greenpeace)? [ ] yes [ ] no

If you had \$1000 of locally raised money to give to charity, how much would you give to each of the following good causes?

health (e.g. cancer research, cystic fibrosis) \$ \_\_\_\_\_
animal welfare (e.g. strays refuge, anti-vivisection) \$ \_\_\_\_\_
social welfare (e.g. homeless, disadvantaged children) \$ \_\_\_\_\_
conservation (e.g. kiwi breeding, pest eradication) \$ \_\_\_\_\_
international aid (e.g. refugee camps, drinking water) \$ \_\_\_\_\_ Total = \$1000

If you had \$1000 of locally raised money to spend on conservation, how much would you spend:

locally \$ \_\_\_\_\_ on native species \$ \_\_\_\_\_
nationally \$ \_\_\_\_\_ on native habitats \$ \_\_\_\_\_
overseas \$ \_\_\_\_\_ Total = \$1000 on pest control \$ \_\_\_\_\_ Total = \$1000

What are the most serious threats for endangered species? (Put in order: 1 = Most serious, 5 = Least serious)

New Zealand | Worldwide
\_\_\_ pollution
\_\_\_ over-hunting or over-harvesting
\_\_\_ introduced or non-native species
\_\_\_ habitat loss
\_\_\_ climate change

How much time do you spend doing conservation-related activities? (days per year) \_\_\_\_\_
How much money do you donate to conservation? (\$ per year) \_\_\_\_\_

On roughly how many days per month did you do the following activities? (please complete each column)

Table with 5 columns: Activity, within the last 12 months, when you were a young adult, when you were at secondary school, when you were at primary school. Rows include Reading, TV / video games / computers, Outdoor sports, and Other outdoor activities.

How often did you visit National Parks, Scenic Reserves, beaches or other natural areas in NZ? (tick one box per column)

Table with 5 columns: Frequency (weekly, monthly, annually, never), last 12 months, young adult, secondary school, primary school.

Was there a specific event or influence in your life that changed your attitude towards natural areas? (e.g. school trip or teacher; family outing; friend's influence; etc.) Specify: