



people's panel



People's Panel Kauri dieback survey

November 2013

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2 Key findings

Key findings

- 82% of participants were aware of kauri dieback disease.
- Three quarters (74%) of those who knew of kauri dieback recognised that the disease is spread by soil, and panellists also identified that it can be spread by water (11%) and people's footwear / boots (7%).
- The most frequent ways of people finding out about kauri dieback were through the media (57%), as well as signs (53%) and cleaning stations (45%) in the bush / parks.
- 63% of participants were aware that some tracks in regional parks have been closed to protect kauri.
- 80% had visited at least one kauri area in the past three years. The Waitākere Ranges was the most frequently visited area (55% had visited), but participants had also visited a large number of other kauri areas, most notably Waiheke Island and Northland forests.
- Walking was the most common way people used kauri areas (94% of those using kauri areas had walked in these areas annually or more often).
- Most visitors to the Waitākere Ranges had seen kauri dieback signs (61%) and/or cleaning stations (58%) and many visitors to the Hunua Ranges and Northland forests had also seen kauri dieback signs (44% and 42% respectively). Signage and stations were less apparent on Waiheke Island and in Coromandel forest areas however, with a quarter or fewer visitors noticing them.
- 55% always use the cleaning stations when entering a track in a kauri area, and 50% use them when leaving the track.
- For 74% of visitors to these areas, kauri dieback prevention activities do not affect their enjoyment, but 14% said it did affect them at least sometimes – mostly because of track closures and restricted access to certain areas.
- The most frequently mentioned suggestions for council in promoting the kauri dieback issue concerned raising the public's awareness of the disease through media promotions and other communication campaigns – including TV, newspaper and radio advertising, working with schools, using the council's website and OurAuckland, signs and social media.

3 Background

3.1 Survey background

Auckland Council would like to understand how much Aucklanders know about kauri dieback disease, how people think it should be managed and how information about it should be communicated by council.

The results will be used to inform communication and other strategies to reduce the impact of kauri dieback disease.

The following report summarises the key results and comments identified in the survey.

3.2 About the People's Panel

The People's Panel aims to provide an opportunity for Aucklanders to get involved with a range of council issues, giving feedback by regularly completing online surveys and getting involved with focus groups and other activities as needed.

The panel ideally supplements other research, consultation and engagement activities used to provide public perceptions to help inform decision-making processes. Panellists are recruited to be 'typical' members of the public – that is they include members of the public who come from a range of backgrounds and a range of levels of involvement with the council.

At the time of surveying there were 16409 people registered with the panel, with representation from residents of each local board area and by age group and ethnicity. The People's Panel is not yet representative of the wider Auckland population and further recruitment is under way to improve participation from particular areas, age groups and ethnicities.

For more information about the People's Panel visit www.aucklandcouncil.govt.nz/peoplespanel

3.3 Methodology

This survey was sent to 13,945 People's Panel members and was open from Friday 27 September to Tuesday 8 October 2013. One reminder was sent to those who had not completed the survey. In total 2,983 completed surveys were received from People's Panellists. In addition, the survey was promoted publicly through other networks, and there were 94 public responses to the survey. These have been included in the analysis.

The feedback has been analysed in two ways:

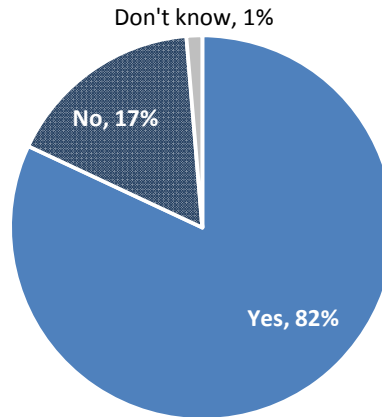
- For the tick box questions, responses to each option have been reported as proportions of the total sample and presented as charts (and tables in the appendix).
- Responses to open-ended questions ranged from one-word answers to lengthy comments with several points and ideas. Key themes from these comments have been identified and ordered by frequency. A selection of comments has been included in the report, to illustrate these themes.

Please note that results in charts and tables presented in this report may not sum to 100% because multiple responses were allowed for some questions and/or as a result of rounding.

4 Survey results

4.1 Awareness of kauri dieback

Q1A Before today, had you heard of kauri dieback disease?



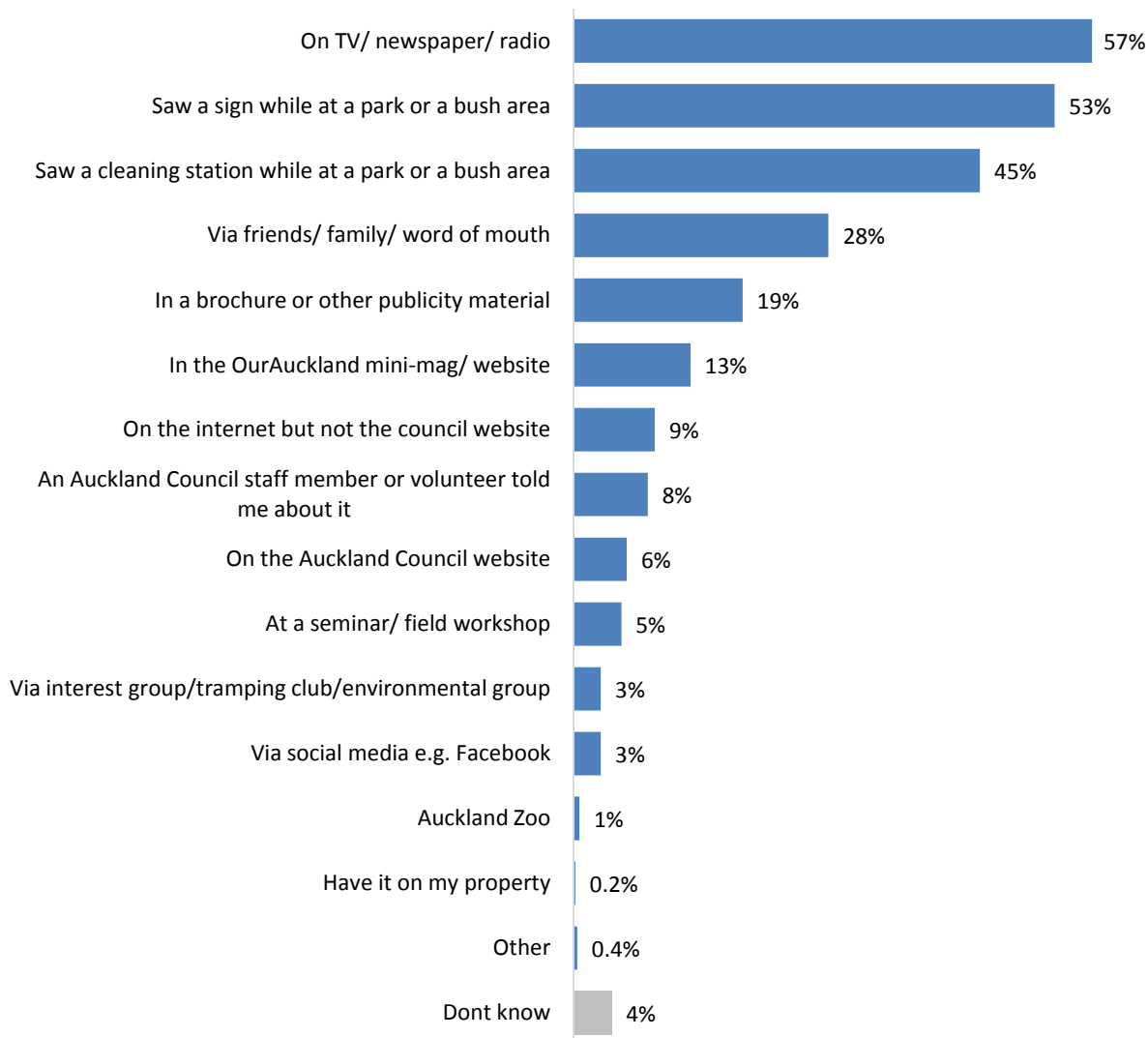
Base: All survey participants n= 3077

There was fairly high awareness, and overall 82% of participants were aware of the disease.

Participants completing the public survey (who had been invited to participate through various networks) had significantly higher awareness (98%) than People's Panel members (81%). Awareness was highest among residents of the Waitākere Ranges and Rodney local boards (94% and 93% respectively), but lower among Mangere-Otahuhu (61%), Howick (67%) and Ōtara-Papatoetoe (69%) residents.

Those aged 55 years or older were more aware (88%) than those aged under 45 years (76%). Awareness was significantly higher among European participants (85%) than Pacific (42%), Asian (51%) or Māori (74%) participants.

Q2A Where did you hear about kauri dieback disease?

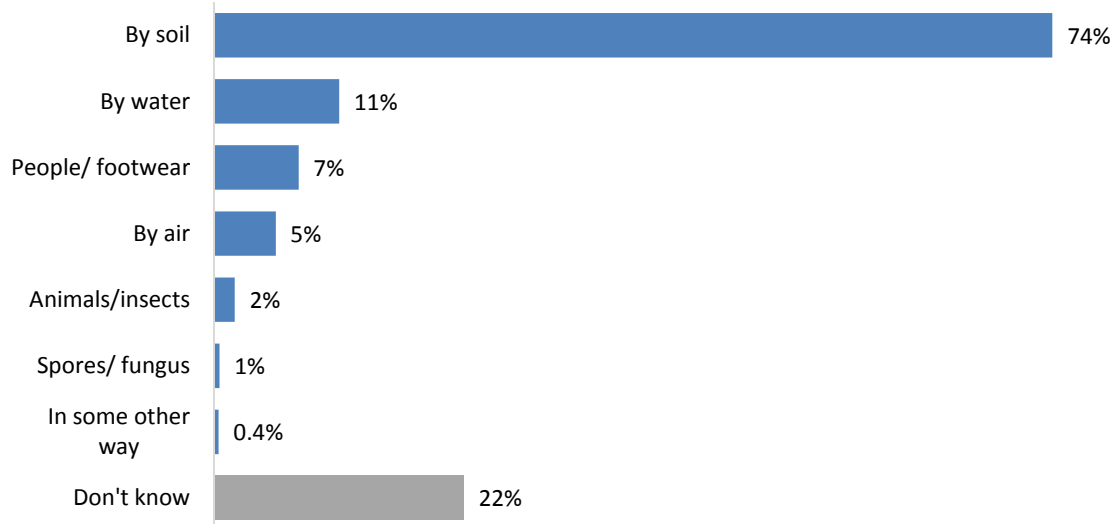


Base: Those who had heard of kauri dieback n= 2520. Multiple responses were allowed, responses add to over 100%

The most frequent ways of people finding out about kauri dieback were through the media (57%), as well as signs (53%) and cleaning stations (45%) in the bush / parks. Over a quarter (28%) had heard via word of mouth. OurAuckland and other council channels had also raised awareness among some panellists.

People who had completed the public survey were more likely to have found out through signs in situ (67% vs 52% of People's Panellists) and cleaning stations (62% vs 44% of panellists). Those aged 55 or over were more likely to have found out through media (68%), while those aged 25-54 years were more likely to have seen signs (62%) or cleaning stations (53%). Those aged 15-24 were more likely to have found out through a seminar or workshop (20%).

Q2B Do you know how kauri dieback disease is spread?



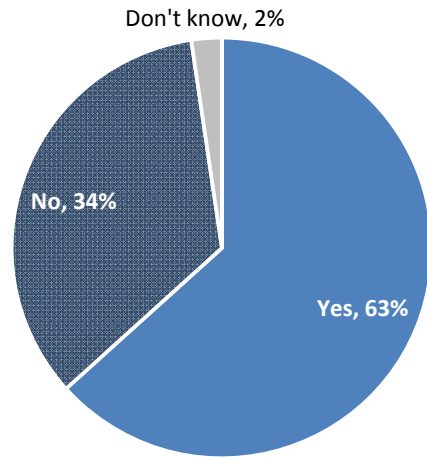
Base: Those who had heard of kauri dieback n= 2522. Multiple responses were allowed, responses add to over 100%

Three quarters (74%) of those who knew of kauri dieback recognised that the disease is spread by soil, and panellists also identified that it can be spread by water (11%) and people's footwear / boots (7%). One in five (22%) of those who knew of the disease did not know how it was spread.

People who had completed the public survey were more likely to say 'soil' (93% vs 73% of panellists) and 'water' (38% vs 10% of panellists) while People's Panel members were more likely to say 'don't know' (23% vs 2% of public survey participants).

Those living in the Waitākere Ranges were more likely to say the disease was spread by soil (87%) and water (22%), while those in Ōtara-Papatoetoe, Manurewa and Howick were more likely to say 'don't know' (43%, 39% and 37% respectively).

Q3A Before today, did you know that in some regional parks, tracks have been closed to protect kauri?



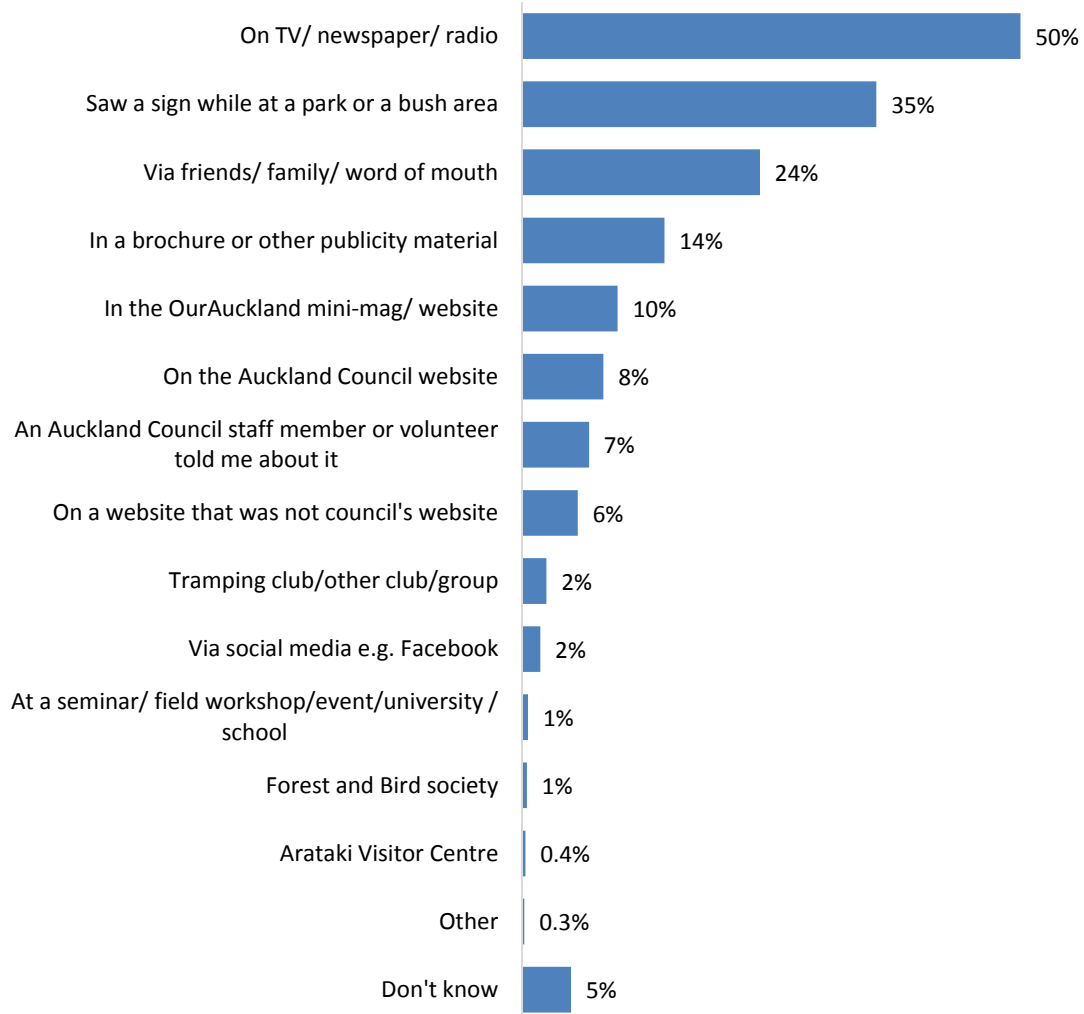
Base: All survey participants n= 3077

There was also fairly high awareness that some tracks in regional parks have been closed, and overall 63% of participants were aware of these closures.

Not surprisingly, awareness was higher among those who had heard of kauri dieback (73%), particularly those who had found out about kauri dieback from the Auckland Council website (93%), at a seminar (89%) or through OurAuckland (87%). Also, as above, people who had completed the public survey were more aware than Peoples Panel members (91% vs 62%).

Awareness was highest among residents in the Waitākere Ranges Local Board (88%), but significantly lower among Howick residents (52%). Those aged 65 or over were more aware (75%) than those aged under 35 (51%). Awareness was significantly higher among European participants (65%) than Asian (39%) or Pacific (45%) participants.

Q4A How did you hear about these track closures?



Base: Those who knew of track closures n= 1947. Multiple responses were allowed, responses add to over 100%

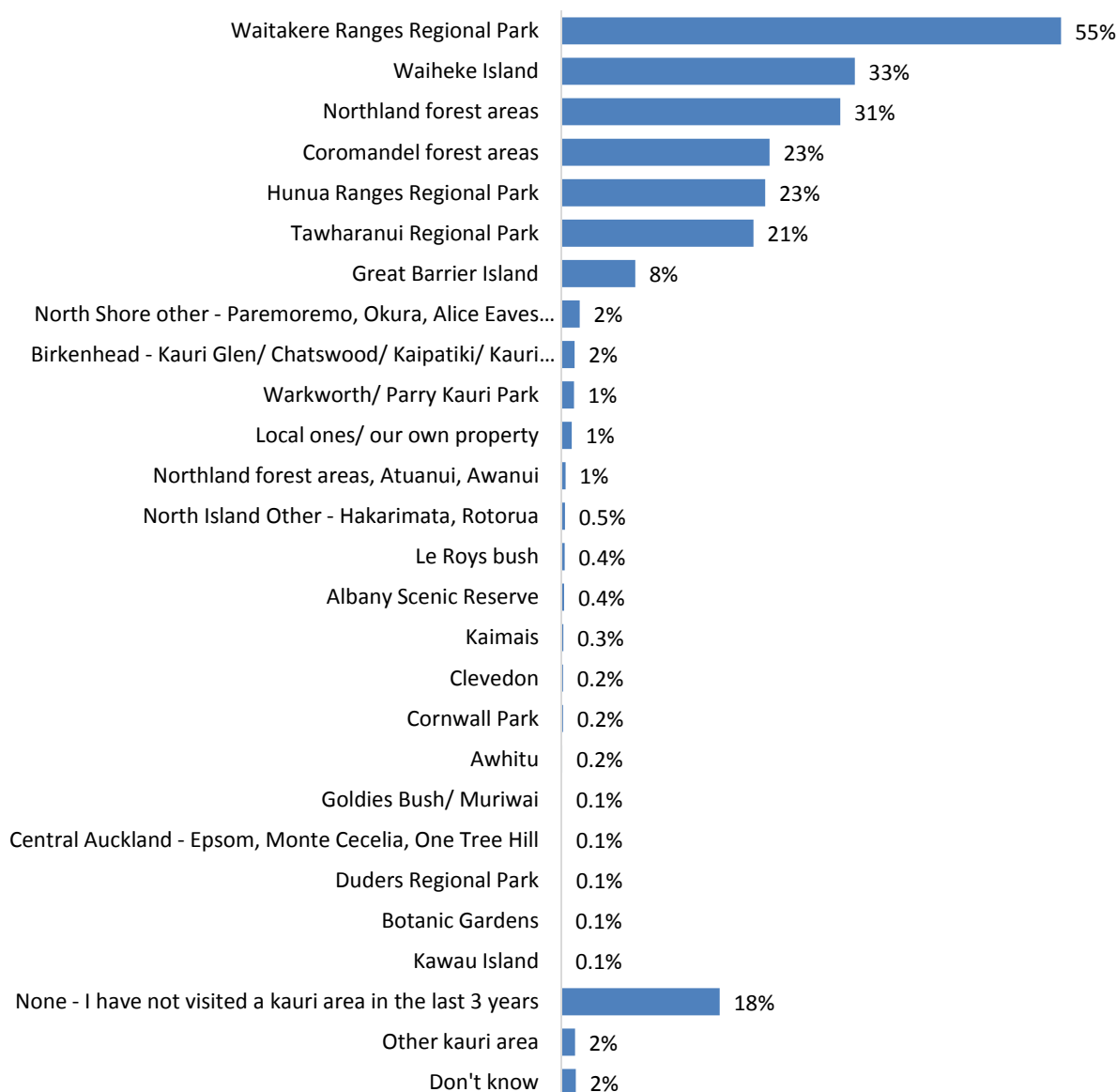
Again, the most frequent ways of people finding out about kauri dieback related track closures were through the media (50%), as well as signs (35%) in the bush / parks. A quarter (24%) had heard via word of mouth. OurAuckland and other council channels had also raised awareness among some panellists.

As above, public survey participants were more likely to have found out about these closures through signs in parks and bush areas (48% vs 35% of panellists) and word of mouth (38% vs 23% among panellists).

Those aged 55 or over were more likely to have found out through the media (61%), while those aged 15-34 were more likely to have seen signs in the bush (51%).

4.2 Visiting kauri areas

Q5A In the last three years, which of these kauri areas have you visited for walking, cycling, dog walking, running, camping, picnicking or some other activity?

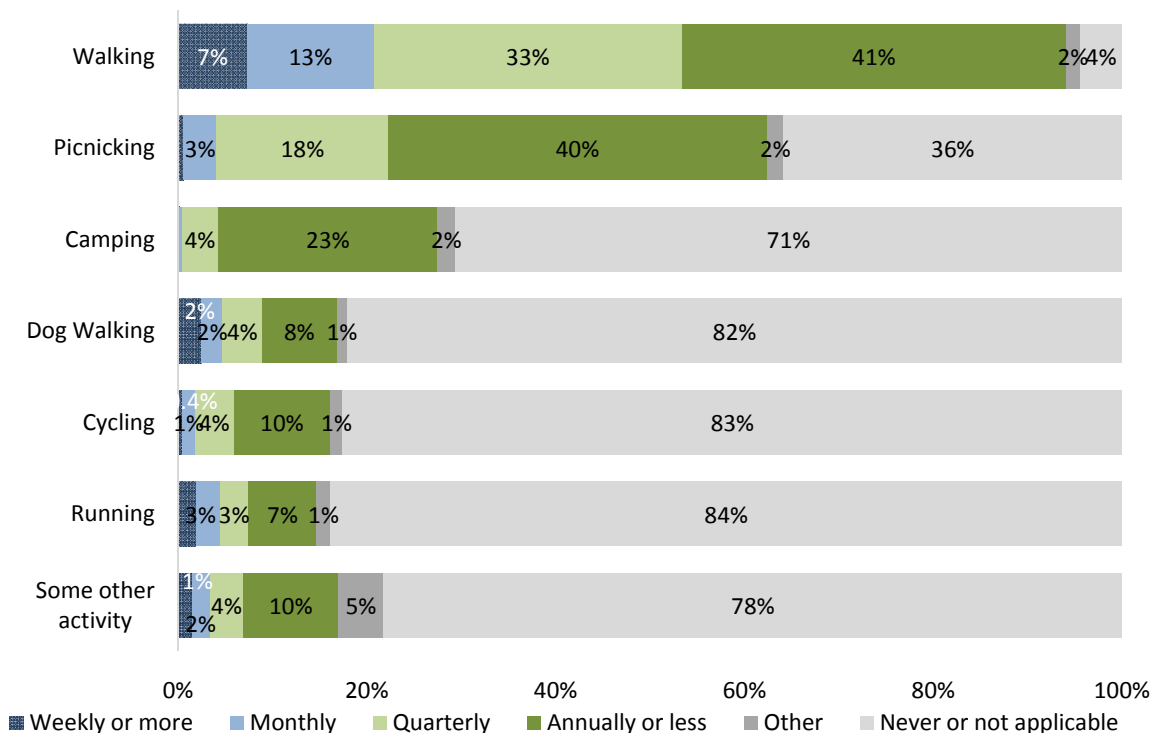


Base: All survey participants n= 3077. Multiple responses were allowed, responses add to over 100%

Overall, 80% had visited at least one kauri area in the past three years. The Waitākere Ranges was the most frequently visited area (55% had visited), but participants had also visited a large number of other kauri areas, most notably Waiheke Island and Northland forests. Just under one in five participants (18%) had not visited a kauri area in the past three years.

Public survey participants were more likely to have visited most of the above areas, while panellists were more likely to have not visited any areas (18% vs 5% of public survey participants). Pacific and Asian participants were more likely to have not visited any of these areas (36% and 28%)

Q6A In general, how frequently would you use kauri areas for the following activities?



Base: Those who had visited a kauri area n= 2486.

Walking was the most common way people used kauri areas (94% of those using kauri areas had walked in these areas annually or more often), followed by picnicking (62% annually or more) and camping (27%). Public survey participants were more frequent walkers, with 30% walking weekly or more compared to 7% of People’s Panel members.

Q6B Please list any other activities you do in kauri areas

| Please list any other activities you do in kauri areas: | Number of responses n=476 | % of responses |
|---|------------------------------|----------------|
| General pleasure/appreciation | 73 | 15% |
| Sightseeing | 55 | 12% |
| Walking / tramping | 53 | 11% |
| Planting / maintenance/ pest eradication | 50 | 11% |
| Photography | 39 | 8% |
| I live there/ I visit friends who live there | 39 | 8% |
| Bird watching | 37 | 8% |
| Botanising / research / school trips | 25 | 5% |
| Water sports – kayaking / surfing / swimming | 22 | 5% |
| Motorcycle riding / 4WD / driving through | 11 | 2% |
| Fishing / hunting | 10 | 2% |
| Meditation/ yoga | 5 | 1% |
| Horse riding | 4 | 1% |
| NA/ none | 78 | 16% |
| Other | 28 | 6% |

4.3 Kauri dieback signage and cleaning stations

Panellists were shown the following examples:

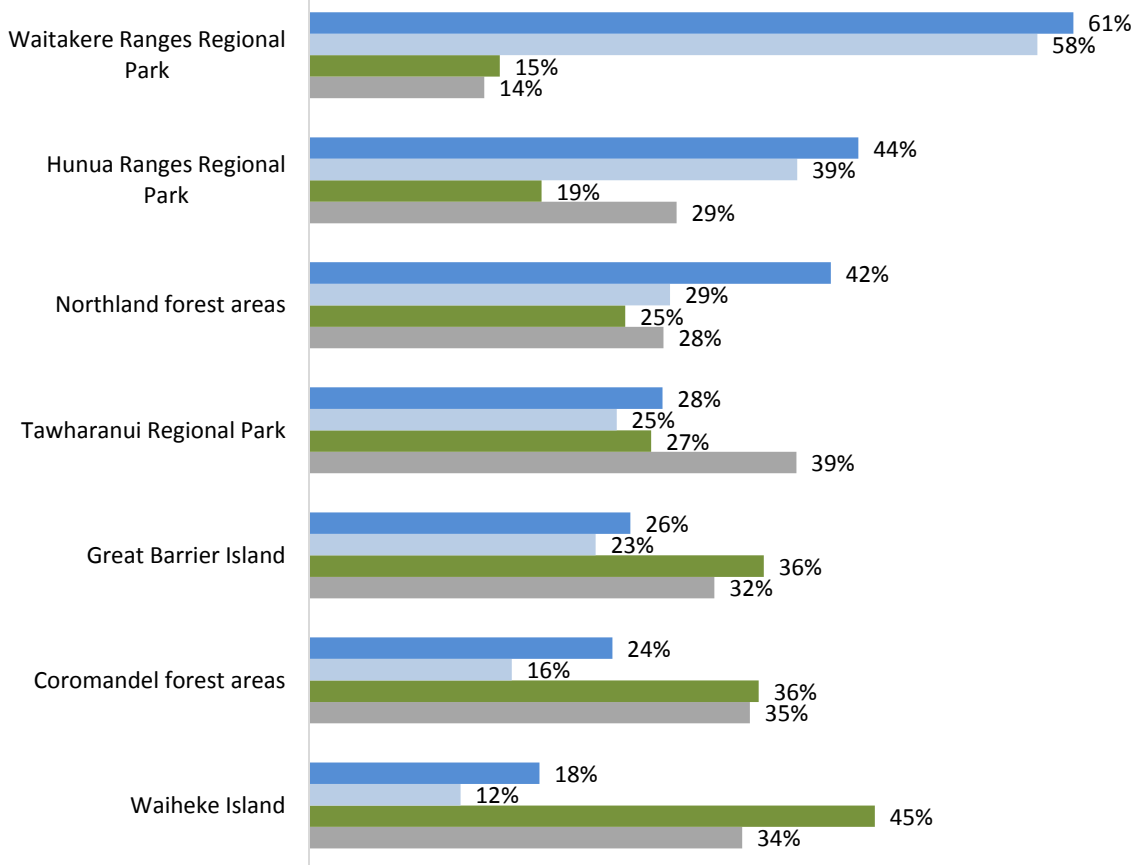
Kauri Signage



Cleaning Stations



Q7A Thinking about the areas you have been to in the past three years, have you noticed any signage about kauri dieback or cleaning stations there?

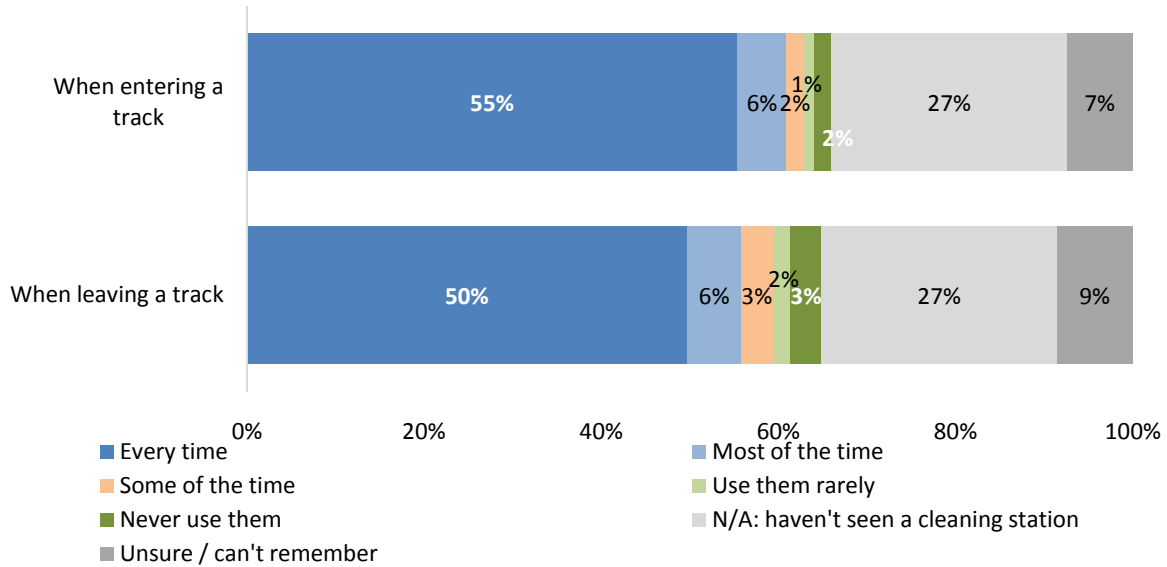


■ I've seen signs ■ I've seen cleaning stations ■ I did not see a sign or cleaning station ■ Unsure/Can't remember

Base: Those who had been to Hunua Ranges Regional Park n=697; Waitākere Ranges Regional Park n=1,705; Tawharanui Regional Park n=657; Waiheke Island n=1,002; Great Barrier Island n=254; Coromandel forest areas n=712; Northland forest areas n=953. Note this was a multiple response question, so responses add to more than 100%

Most visitors to the Waitākere Ranges had seen kauri dieback signs (61%) and/or cleaning stations (58%) and many visitors to the Hunua Ranges and Northland forests had also seen kauri dieback signs (44% and 42% respectively). Signage and stations were less apparent on Waiheke Island and in Coromandel forest areas however, with a quarter or fewer visitors noticing them.

Q7B Which of the following best describes how often you use the cleaning stations where available at kauri areas?

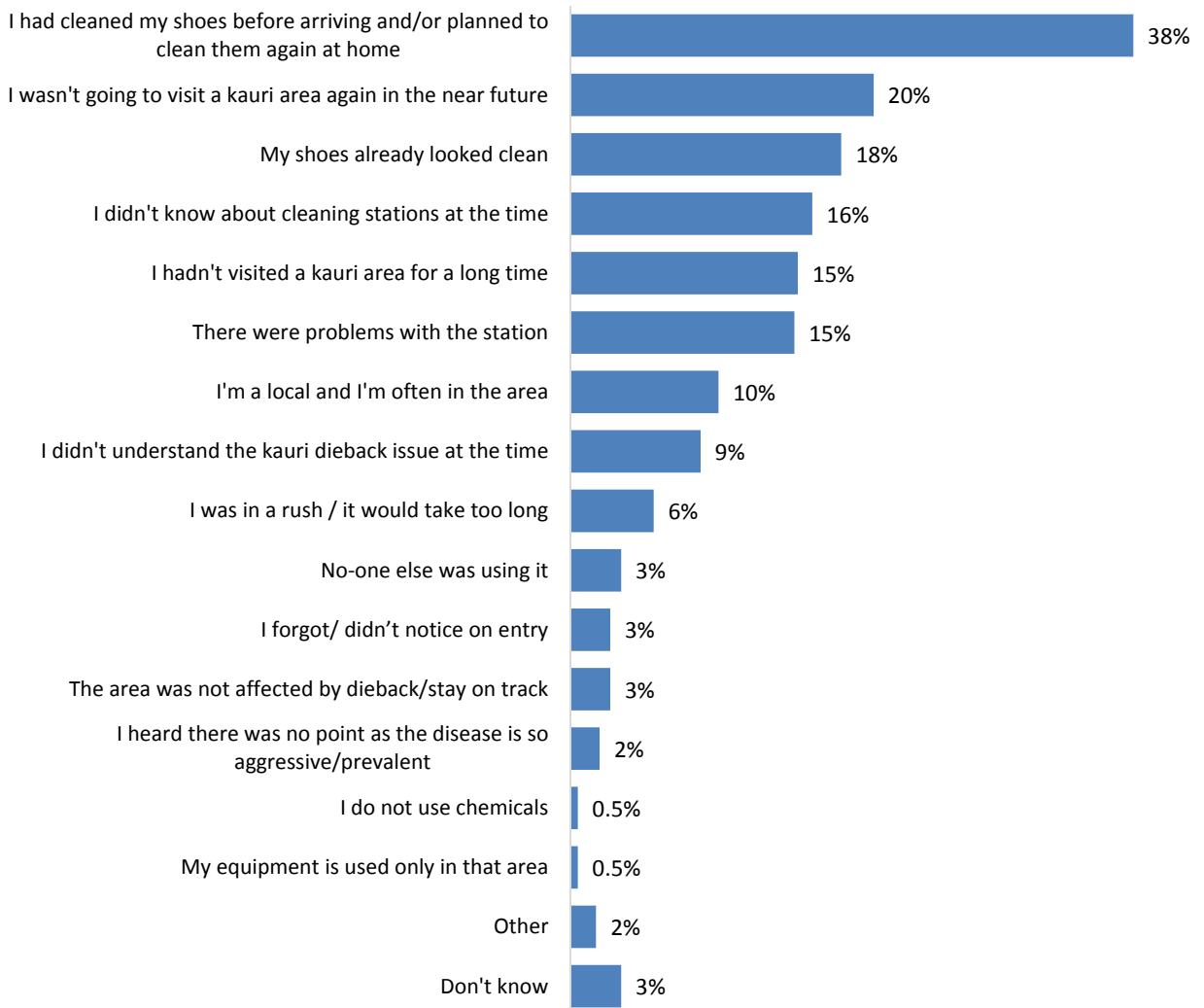


Base: Those who had visited a kauri area n= 2486.

Just over half of participants (55%) always use the cleaning stations when entering a track in a kauri area, and half use them when leaving the track. Just over a quarter (27%) said they had not seen a cleaning station in these areas.

Public survey participants were more likely to use the stations every time (74% when entering and 63% when leaving) compared to People’s Panel members (55% when entering and 49% when leaving). Waitākere Ranges residents were more likely to use them every time when entering tracks (68%). European participants were more likely to use them every time when entering tracks (56%) and Pacific people were less likely to do so (31%). Those aged 35-44 years were more likely to use the stations every time (63% when entering and 57% when leaving).

Q8A You indicated you don't always use cleaning stations, why is this?

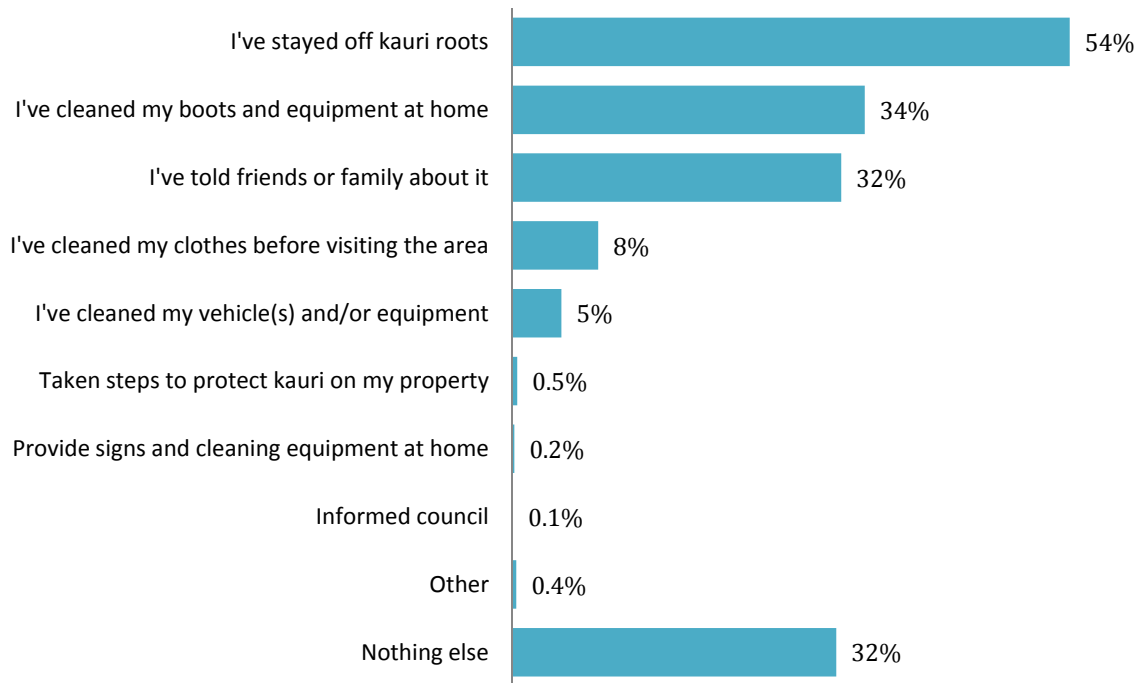


Base: Those who don't always use the stations n= 415. Multiple responses were allowed, responses add to over 100%

The most frequently cited reason for not using the stations was that people had already cleaned their shoes or planned to do so at home. Around one in five also said they weren't going to be visiting other kauri areas in the near future and/or that their shoes already looked clean.

4.4 Other kauri dieback prevention activities

Q9A What else, if anything, have you done to reduce the spread of kauri dieback?



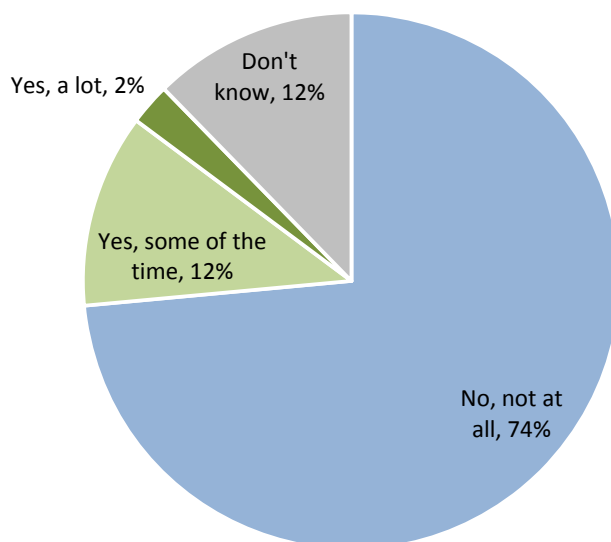
Base: Those who had visited a kauri area n= 2486. Multiple responses were allowed, responses add to over 100%

Apart from using the cleaning stations, just over half of visitors to these areas said they had stayed off kauri roots and a third said they cleaned their gear at home and/or told friends about kauri dieback. One third (32%) had done nothing else.

Those completing the public survey were more likely to have done all of the above compared to People's Panel participants (for example 71% had cleaned their gear at home compared to 33% of panellists, 66% had stayed off kauri roots compared to 54% of panellists), while panellists were more likely to have done nothing else (32% compared to 11% of public participants).

Those living in the Waitākere Ranges were more likely to have told friends and family about the disease (51%), cleaned boots / equipment at home (45%) and taken steps to protect kauri on their own property (2%).

Q9B Do kauri dieback prevention actions affect your enjoyment of the kauri areas you visit?



Base: Those who had visited a kauri area n= 2486.

For three quarters of visitors (74%), kauri dieback prevention activities do not affect their enjoyment, but 14% said it did affect them at least sometimes.

Public survey participants were more affected than panellists (24% were affected some times, compared to 11% of panellists, and 7% were affected a lot vs 2% of panellists). Nineteen per cent of Waitākere Ranges residents said they were sometimes affected and 7% of Whau residents said they were affected a lot.

Q10A You indicated that the prevention actions affect your enjoyment of the kauri areas you visit. Please explain how

The most common effect was due to track closures and restrictions on where people could walk. Some said they planned their walking trips from home based on paper maps and didn't know the tracks were closed until they were half way through their walk. Others simply liked being able to roam freely without worrying about kauri dieback. Some felt that their general concern about the impact of the disease had affected their enjoyment. A few mentioned the inconvenience of the cleaning stations but most were willing to put up with this in order to limit the spread of the disease.

| You indicated that the prevention actions affect your enjoyment of the kauri areas you visit. Please explain how | Number of responses n=340 | % of responses |
|--|------------------------------|----------------|
| Restricted access / closed tracks | 213 | 63% |
| Extra awareness / concern regarding the demise of kauri | 78 | 23% |
| Inconvenience of cleaning | 46 | 14% |
| Effectiveness | 16 | 5% |
| Feel cleaning stations are inadequate/ spray has run out | 8 | 2% |
| Observed people ignoring stations/ rules | 7 | 2% |
| Concern regarding chemicals | 3 | 1% |
| Other | 12 | 4% |

Selection of comments

- “If a track is closed then I'm obviously affected.”
- “I plan a trip using paper maps and find I have to change my mind if the route I have chosen is closed.”
- “I usually plan to walk a specific track before I leave home (i.e. suitable length and difficulty for my fitness level), and a couple of times have got half way along my route to find the next section of the track closed. It would help if the info boards at park entrances also mentioned the closed tracks.”
- “It limits the access to tracks and areas I have been used to using to the extent I feel guilty even entering the bush nowadays.”
- “We are unable to get up close or walk where we had planned. It just means we change our plans. We are not bothered by this...would much rather protect our forests. :)”
- “When an area I have visited before is closed off, it is a disappointment, especially if I am bringing a visitor - but it is entirely justifiable and worth the disappointment.”
- “Some tracks are closed. The sadness I feel to see the trees dying.”
- “Well we can't go where we use to in the forest nor as freely as conscious of the dieback.”
- “I have kauri on my property which borders the ranges. It means there are parts of our section that we cannot go into for fear of spreading the disease. We are also runners and not all of the parks entrances have cleaning stations so we can get quite far into the park without being able to clean our shoes. We also have dogs and whilst we have them on leases in public areas that is not the case on our property but we fear the spread of the disease.”
- “Trying not to spread the disease and staying off designated areas or stepping on roots etc. being more careful.”
- “Closed some of my favourite running routes. Meant I have to stop during runs to apply spray.”
- “It's not as easy as it was, but it's not terrible. It's just a bit more like going to the beach and having to clean off the sand. Annoying but not completely off putting. Just gets a bit of a juggle with kids etc.”
- “Making sure that the kids don't climb on the roots and telling them to use the cleaning stations provided.”

Q10B Other than signage about kauri dieback, cleaning stations and track closures, what else could Auckland Council do to promote the issue of kauri dieback disease amongst track users and the general public?

The most frequently mentioned suggestions concerned raising the public’s awareness of the disease through media promotions and other communication campaigns – including TV, newspaper and radio advertising, working with schools, using the council’s website and OurAuckland, signs and social media.

Some also felt that there could be more, and more effective, monitoring and enforcement around the cleaning stations.

| Other than signage about kauri dieback, cleaning stations and track closures, what else could Auckland Council do to promote the issue of kauri dieback disease amongst track users and the general public? | Number of responses n=2015 | % of responses |
|---|-------------------------------|----------------|
| Advertising in general / campaigns / raise public awareness | 374 | 19% |
| Media exposure - TV | 370 | 18% |
| Media exposure - newspaper | 245 | 12% |
| School focus | 226 | 11% |
| Council - website, libraries, OurAuckland | 183 | 9% |
| Closer monitoring - maintain/monitor cleaning stations, fines for non compliance | 180 | 9% |
| More prominent signage/ multi lingual | 163 | 8% |
| Facebook/ social media/ app | 154 | 8% |
| Flyers/mail drops | 140 | 7% |
| More information - stats, better communication, updates | 139 | 7% |
| Media exposure - radio | 127 | 6% |
| Educate groups who regularly use parks, egg tramping clubs | 114 | 6% |
| Tourist focus | 109 | 5% |
| Ban access completely/ fence off affected areas | 78 | 4% |
| Find a cure/ invest in research | 75 | 4% |
| Current initiatives are sufficient | 53 | 3% |
| Bus shelter advertising/ billboards | 44 | 2% |
| Address pest problem eg feral pigs, possums, dogs | 41 | 2% |
| Not a council issue/Leave it to DOC/user pays | 17 | 1% |
| Leave it to nature | 9 | 0.4% |
| Don't know/ nothing | 209 | 10% |
| Other | 68 | 3% |

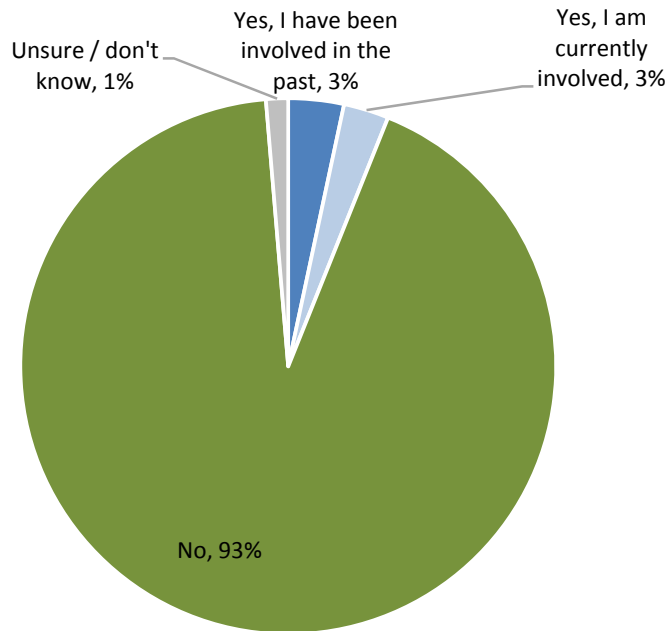
| Selection of comments |
|---|
| <ul style="list-style-type: none"> • “Adopt a Kauri campaign in favourite or local areas. Promote the issue of saving the Kauri more online and in newspapers, and in visitor hubs. Let the public how serious it is and what will happen without increased protection.” • “Ads on radio/ TV/ internet. Talk to pig hunting groups. Go around schools.” • “Advertise in the local newspapers, school awareness campaigns, big signs on the side of the road as you drive into the forests, pop ups on popular sites such as trade me.” • “More advertising, flyer drops and more info for websites etc. that do tourist walks etc.” • “Run an awareness campaign covering popular social media, print media & schools. Unless they are a regular visitor to the parks, most people aren't aware of the potential consequences of this disease. New Zealanders in general are quite patriotic and proud of our native heritage particularly Tane Mahuta, if they understood it was a threatened |

as it is, they may take more care. Start with the primary schools - our children are often the best advocates of this sort of information, not only will spread this knowledge at home they will carry it with them in future.”

- “Give practical info like how long boots will be “infectious” i.e. if boots are dry and clean like with Didymo is this enough or can it stay latent for long periods.”
- “I believe graphic displays would be most effective. Make it clear to people what all this means. - Display large photos of a dead Kauri tree, display (sanitised) pieces of affected trees etc. People are most likely to adapt their behaviour accordingly when they truly understand what it means. Like the plain packaging of cigarettes in Australia.”
- “I think a general campaign that targets the mainstream. People don't realise that humans and also dogs can act as vectors for the disease. I have observed most walkers or trampers clean their boots but most dog walkers I have seen ignore the station altogether not to mention the no dogs sign.”
- “I think it could have more publicity. I haven't seen a good TV documentary on it.”
- “In OurAuckland and maybe TV occasionally, especially now that summer is on the way and more people will be out and about.”
- “Impose punishments for anyone identified NOT taking action to prevent the spread of the disease.”
- “In places that are particularly bad, you could have rangers at certain spots explaining the danger to people.”
- “Increase rangers in the areas. I noticed in areas where there are a lot of day-trippers that many people ignored the signage /cleaning areas - this could be due to language differences or ignorance. Having a ranger there would make people stop and think.”
- “Just be vigilant with the current measures.”

4.5 Kauri dieback involvement

Q11A Are you, or have you ever been involved in protecting kauri or raising awareness of kauri dieback, e.g. communications, biodiversity, park management and maintenance, kauri monitoring?



Base: All survey participants n= 3077

Six per cent of participants were either involved in protecting kauri, or had been in the past.

This was significantly higher among public survey participants, 29% of whom were involved in protecting kauri or had been in the past (15% were currently involved, compared to 2% of People's Panel members). Likewise, residents of Waitākere Ranges were significantly more likely to be involved, with 9% currently involved and 9% who had been in the past.

Q12A What could Auckland Council do or have done to better support you in your role protecting or promoting kauri? How could we make things easier?

Among those who were involved in protecting kauri, or had been in the past, many gave complimentary and positive feedback about the council’s involvement and support. The most frequently mentioned suggestions were for more promotion and education of the issue to the wider public, more research and more support / funding to those groups who are involved in fighting the disease.

| What could Auckland Council do or have done to better support you in your role protecting or promoting kauri? How could we make things easier? | Number of responses n=144 | % of responses |
|--|------------------------------|----------------|
| General positive feedback/ keep up good work | 29 | 20% |
| Mail outs/ more advertising | 21 | 15% |
| Better education programmes | 20 | 14% |
| More funding/ research | 20 | 14% |
| Support community task groups, e.g. provide disease free seedlings/ saplings/information packs | 13 | 9% |
| Regular progress updates/ follow up on enquires | 11 | 8% |
| Come and check on private kauri/remove diseased trees | 8 | 6% |
| More signage/ multilingual signage | 5 | 3% |
| Comments regarding involvement/ previous role | 5 | 3% |
| Free cleaning kits/keep cleaning stations stocked | 4 | 3% |
| Other | 6 | 4% |
| Don't know/nothing I can think of | 19 | 13% |

| Selection of comments |
|---|
| <ul style="list-style-type: none"> • “You are doing a good job.” • “Nothing. Council provided a very interesting talk to our tramping club members.” • “Nothing-they've been fantastic.” • “Just continue keeping this issue in front of the public, as you're doing.” • “Obviously, council and my tramping club have 'got through to me' but educating the bush users through existing methods plus relevant scientific research for control of the problem should be intensified or at least maintained.” • “You need to spread the message better. People who don't live in the Waitākeres still don't know about it. Also people don't understand how the disease is spread. That is why many people don't bother to clean their shoes.” • “Make your campaigns grass roots and not just for greenies - less information more shock factor - do some before and after landscape pictures with and without the kauri.” • “Most of my information is sourced through the Kauri Dieback Management site. I've heard nothing from Council directly, and what does come to me is "old news" by the time it's published in anything from Council.” • “Making it easy to get hold of Trigene for the disinfection of footwear. Providing information on where to get hold of the cleaning apparatus for a boot cleaning station. Providing an adequate supply of booklets on the disease for circulating to interested parties.” • “More regular updates/media releases/advertising about exactly which tracks are closed, for approximately how long (and use maps to indicate), and which areas are subject to cleaning stations etc. Another really frustrating occurrence is where you get to a station at the beginning of a popular track (especially in summer) and all the bottles are empty. In that instance there should be a phone contact displayed (NOT the |

Auckland Council call centre number no one would bother as it would take a million years and is no use on the weekend), preferably for a ranger or whatever, so that they can be notified ASAP and sort it out quickly. Empty bottles are not a good look.”

- “More funding for community initiatives.”
- “Support the Kauri 2000 Trust with their planting programme.
- “Targeted consulting with local conservation groups.”

4.6 Final comments

Q14A Do you have any other comments to make about kauri dieback in our parks and forests?

| Do you have any other comments to make about kauri dieback in our parks and forests? | Number of responses n=144 | % of responses |
|--|------------------------------|----------------|
| Need more information - feedback, advertising, keep informing | 211 | 24% |
| General positive feedback/ keep up good work | 186 | 21% |
| General sadness/ empathy for the situation | 147 | 17% |
| Do everything possible to protect - fence off, restrict access, no access if necessary | 80 | 9% |
| More funding | 57 | 7% |
| Closer monitoring of cleaning stations / better signage | 50 | 6% |
| More environmental research needed | 44 | 5% |
| Comments regarding kauri on private property | 34 | 4% |
| Plant more kauri | 34 | 4% |
| Focus on cure not just containment | 22 | 3% |
| More information for schools | 17 | 2% |
| Deal with pests | 12 | 1% |
| Leave it to nature | 11 | 1% |
| No comment/ nil | 54 | 6% |
| Other | 56 | 6% |

5 How these results have been used.

These results have been used to provide a measure of current knowledge of kauri dieback, in order to assess the effectiveness of the kauri dieback communications programme in Auckland over time. The wealth of information will also inform our management on parks and help shape an awareness campaign for this summer.

Appendix I Questionnaire with tables:

| Q1A. Before today, had you heard of kauri dieback disease? | Number of responses n=3,077 | % of responses |
|--|--------------------------------|----------------|
| Yes | 2522 | 82% |
| No | 514 | 17% |
| Don't know | 41 | 1% |

Base: Panellists participating in survey n= 3,077

| Q2A. Where did you hear about kauri dieback disease? | Number of responses n=2,522 | % of responses |
|--|--------------------------------|----------------|
| Saw a sign while at a park or a bush area | 1330 | 53% |
| Saw a cleaning station while at a park or a bush area | 1123 | 45% |
| An Auckland Council staff member or volunteer told me about it | 206 | 8% |
| Via friends/ family/ word of mouth | 705 | 28% |
| On TV/ newspaper/ radio | 1433 | 57% |
| Via social media e.g. Facebook | 76 | 3% |
| In the OurAuckland mini-mag/ website | 324 | 13% |
| At a seminar/ field workshop | 133 | 5% |
| On the Auckland Council website | 148 | 6% |
| On the internet but not the council website | 225 | 9% |
| In a brochure or other publicity material | 468 | 19% |
| Via interest group/tramping club/environmental group | 76 | 3% |
| Auckland Zoo | 17 | 1% |
| Have it on my property | 6 | 0.2% |
| Other | 11 | 0.4% |
| Don't Know | 106 | 4% |

Base: Panellists who have heard of kauri dieback disease n= 2,522 Note this was a multiple response question, so responses add to more than 100%

| Q2B. Did you know how kauri dieback disease is spread? | Number of responses n=2,522 | % of responses |
|--|--------------------------------|----------------|
| By soil | 1864 | 74% |
| By air | 138 | 5% |
| By water | 279 | 11% |
| Spores/ fungus | 13 | 1% |
| People/ footwear | 189 | 7% |
| Animals/insects | 47 | 2% |
| In some other way | 11 | 0.4% |
| Don't Know | 556 | 22% |

Base: Panellists who have heard of kauri dieback disease n= 2,522 Note this was a multiple response question, so responses add to more than 100%

| Q3A. Before today, did you know that in some regional parks, tracks have been closed to protect kauri? | Number of responses n=3,077 | % of responses |
|--|--------------------------------|----------------|
| Yes | 1948 | 63% |
| No | 1057 | 34% |
| Don't know | 72 | 2% |

Base: Panellists participating in survey n= 3,077

| Q4A. How did you hear about these track closures? | Number of responses n=1,948 | % of responses |
|--|--------------------------------|----------------|
| Saw a sign while at a park or a bush area | 691 | 35% |
| An Auckland Council staff member or volunteer told me about it | 131 | 7% |
| Via friends/ family/ word of mouth | 464 | 24% |
| On TV/ newspaper/ radio | 972 | 50% |
| Via social media e.g. Facebook | 36 | 2% |
| In the OurAuckland mini-mag/ website | 187 | 10% |
| On the Auckland Council website | 159 | 8% |
| On a website that was not council's website | 109 | 6% |
| In a brochure or other publicity material | 278 | 14% |
| At a seminar/ field workshop/event/university / school | 12 | 1% |
| Arataki Visitor Centre | 7 | 0% |
| Forest and Bird society | 10 | 1% |
| Tramping club/other club/group | 48 | 2% |
| Other | 5 | 0.3% |
| Don't Know | 96 | 5% |

Base: Panellists who have heard about track closures n= 1,948 Note this was a multiple response question, so responses add to more than 100%

| Q5A . In the last three years, which of these kauri areas have you visited for walking, cycling, dog walking, running, camping, picnicking or some other activity? | Number of responses n=2,522 | % of responses |
|--|--------------------------------|----------------|
| Hunua Ranges Regional Park | 697 | 23% |
| Waitākere Ranges Regional Park | 1707 | 55% |
| Tawharanui Regional Park | 657 | 21% |
| Waiheke Island | 1003 | 33% |
| Great Barrier Island | 254 | 8% |
| Coromandel forest areas | 712 | 23% |
| Northland forest areas | 953 | 31% |
| Kawau Island | 2 | 0.1% |
| Duders Regional Park | 4 | 0.1% |
| North Island Other - Hakarimata, Rotorua | 14 | 0.5% |
| Northland forest areas, Atuanui, Awanui | 16 | 1% |
| Awhitu | 5 | 0.2% |
| Albany Scenic Reserve | 11 | 0.4% |
| Central Auckland - Epsom, Monte Cecelia, One Tree Hill | 4 | 0.1% |
| Botanic Gardens | 2 | 0.1% |
| Goldies Bush/ Muriwai | 4 | 0.1% |

| | | |
|---|-----|------|
| North Shore other - Paremuremo, Okura, Alice Eaves Reserve, Campbells bay | 64 | 2% |
| Birkenhead - Kauri Glen/ Chatswood/ Kaipatiki/ Kauri Park | 47 | 2% |
| Le Roys bush | 13 | 0.4% |
| Cornwall Park | 7 | 0.2% |
| Clevedon | 7 | 0.2% |
| Kaimais | 8 | 0.3% |
| Warkworth/ Parry Kauri Park | 45 | 1% |
| Local ones/ our own property | 37 | 1% |
| Other kauri area | 48 | 2% |
| Don't Know | 51 | 2% |
| None - I have not visited a kauri area in the last 3 years | 542 | 18% |

Base: Panellists participating in survey n= 3,077 Note this was a multiple response question, so responses add to more than 100%

| Q6Ai. In general, how frequently would you use kauri areas for the following activities? - Dog walking | Number of responses n=2,486 | % of responses |
|--|--------------------------------|----------------|
| Never or not applicable | 2040 | 82% |
| Weekly or more, once a week or more | 62 | 2% |
| Monthly 1-2 times per month | 56 | 2% |
| Quarterly 3-4 times per year | 103 | 4% |
| Annually or less 1-2 times a year or less | 197 | 8% |
| Other | 28 | 1% |

Base: Panellists who had visited a kauri area n= 2,486

| Q6Aii. In general, how frequently would you use kauri areas for the following activities? - Cycling | Number of responses n=2,486 | % of responses |
|---|--------------------------------|----------------|
| Never or not applicable | 2052 | 83% |
| Weekly or more, once a week or more | 11 | 0.4% |
| Monthly 1-2 times per month | 34 | 1% |
| Quarterly 3-4 times per year | 101 | 4% |
| Annually or less 1-2 times a year or less | 255 | 10% |
| Other | 33 | 1% |

Base: Panellists who had visited a kauri area n= 2,486

| Q6Aiii. In general, how frequently would you use kauri areas for the following activities? - Walking | Number of responses n=2,486 | % of responses |
|--|--------------------------------|----------------|
| Never or not applicable | 109 | 4% |
| Weekly or more, once a week or more | 182 | 7% |
| Monthly 1-2 times per month | 333 | 13% |
| Quarterly 3-4 times per year | 813 | 33% |
| Annually or less 1-2 times a year or less | 1010 | 41% |
| Other | 39 | 2% |

Base: Panellists who had visited a kauri area n= 2,486

| Q6Aiv. In general, how frequently would you use kauri areas for the following activities? - Running | Number of responses n=2,486 | % of responses |
|---|--------------------------------|----------------|
| Never or not applicable | 2084 | 84% |
| Weekly or more, once a week or more | 47 | 2% |
| Monthly 1-2 times per month | 64 | 3% |
| Quarterly 3-4 times per year | 74 | 3% |
| Annually or less 1-2 times a year or less | 180 | 7% |
| Other | 37 | 1% |

Base: Panellists who had visited a kauri area n= 2,486

| Q6Av. In general, how frequently would you use kauri areas for the following activities? - Camping | Number of responses n=2,486 | % of responses |
|--|--------------------------------|----------------|
| Never or not applicable | 1756 | 71% |
| Weekly or more, once a week or more | 3 | 0.1% |
| Monthly 1-2 times per month | 7 | 0.3% |
| Quarterly 3-4 times per year | 96 | 4% |
| Annually or less 1-2 times a year or less | 577 | 23% |
| Other | 47 | 2% |

Base: Panellists who had visited a kauri area n= 2,486

| Q6Avi. In general, how frequently would you use kauri areas for the following activities? - Picnicking | Number of responses n=2,486 | % of responses |
|--|--------------------------------|----------------|
| Never or not applicable | 891 | 36% |
| Weekly or more, once a week or more | 15 | 1% |
| Monthly 1-2 times per month | 87 | 3% |
| Quarterly 3-4 times per year | 451 | 18% |
| Annually or less 1-2 times a year or less | 998 | 40% |
| Other | 44 | 2% |

Base: Panellists who had visited a kauri area n= 2,486

| Q6A vii. In general, how frequently would you use kauri areas for the following activities? – Some other activity | Number of responses n=2,486 | % of responses |
|---|--------------------------------|----------------|
| Never or not applicable | 1944 | 78% |
| Weekly or more, once a week or more | 37 | 1% |
| Monthly 1-2 times per month | 46 | 2% |
| Quarterly 3-4 times per year | 89 | 4% |
| Annually or less 1-2 times a year or less | 250 | 10% |
| Other | 120 | 5% |

Base: Panellists who had visited a kauri area n= 2,486

| Q6B: Please list any other activities you do in kauri areas | Number of responses n=476 | |
|---|------------------------------|--|
| Open text | | |

| Q7Ai. Think about the areas you have been to in the past three years, have you noticed any signage about kauri dieback or cleaning stations there? – Hunua Ranges Regional Park | Number of responses n=697 | % of responses |
|--|--------------------------------------|-----------------------|
| I've seen signs | 305 | 44% |
| I've seen cleaning stations | 271 | 39% |
| I did not see a sign or cleaning station | 129 | 19% |
| Unsure/Can't remember | 204 | 29% |

Base: Panellists who have been to Hunua Ranges Regional Park n=697 Note this was a multiple response question, so responses add to more than 100%

| Q7Aii. Think about the areas you have been to in the past three years, have you noticed any signage about kauri dieback or cleaning stations there? – Waitākere Ranges Regional Park | Number of responses n=1,705 | % of responses |
|---|--|-----------------------|
| I've seen signs | 1038 | 61% |
| I've seen cleaning stations | 989 | 58% |
| I did not see a sign or cleaning station | 259 | 15% |
| Unsure/Can't remember | 238 | 14% |

Base: Panellists who have been to Waitākere Ranges Regional Park n=1,705 Note this was a multiple response question, so responses add to more than 100%

| Q7Aiii. Think about the areas you have been to in the past three years, have you noticed any signage about kauri dieback or cleaning stations there? – Tawharanui Regional Park | Number of responses n=657 | % of responses |
|--|--------------------------------------|-----------------------|
| I've seen signs | 185 | 28% |
| I've seen cleaning stations | 161 | 25% |
| I did not see a sign or cleaning station | 179 | 27% |
| Unsure/Can't remember | 255 | 39% |

Base: Panellists who have been to Tawharanui Regional Park n=657 Note this was a multiple response question, so responses add to more than 100%

| Q7Aiv. Think about the areas you have been to in the past three years, have you noticed any signage about kauri dieback or cleaning stations there? – Waiheke Island | Number of responses n=1,002 | % of responses |
|---|--|-----------------------|
| I've seen signs | 184 | 18% |
| I've seen cleaning stations | 121 | 12% |
| I did not see a sign or cleaning station | 452 | 45% |
| Unsure/Can't remember | 346 | 34% |

Base: Panellists who have been to Waiheke Island n=1,002 Note this was a multiple response question, so responses add to more than 100%

| Q7Av. Think about the areas you have been to in the past three years, have you noticed any signage about kauri dieback or cleaning stations there? – Great Barrier Island | Number of responses n=254 | % of responses |
|--|--------------------------------------|-----------------------|
| I've seen signs | 65 | 26% |
| I've seen cleaning stations | 58 | 23% |
| I did not see a sign or cleaning station | 92 | 36% |

| | | |
|-----------------------|----|-----|
| Unsure/Can't remember | 82 | 32% |
|-----------------------|----|-----|

Base: Panellists who have been to Great Barrier Island n=254 Note this was a multiple response question, so responses add to more than 100%

| Q7Avi. Think about the areas you have been to in the past three years, have you noticed any signage about kauri dieback or cleaning stations there? – Coromandel forest areas | Number of responses n=712 | % of responses |
|---|------------------------------|----------------|
| I've seen signs | 172 | 24% |
| I've seen cleaning stations | 115 | 16% |
| I did not see a sign or cleaning station | 255 | 36% |
| Unsure/Can't remember | 250 | 35% |

Base: Panellists who have been to Coromandel forest areas n=712 Note this was a multiple response question, so responses add to more than 100%

| Q7Avii. Think about the areas you have been to in the past three years, have you noticed any signage about kauri dieback or cleaning stations there? – Northland forest areas | Number of responses n=953 | % of responses |
|---|------------------------------|----------------|
| I've seen signs | 4.7 396 | 4.8 42% |
| I've seen cleaning stations | 4.9 274 | 4.10 29% |
| I did not see a sign or cleaning station | 4.11 240 | 4.12 25% |
| Unsure/Can't remember | 4.13 269 | 4.14 28% |

Base: Panellists who have been to Northland forest areas n=953 Note this was a multiple response question, so responses add to more than 100%

| Q7Bi . Which of the following best describes how often you use the cleaning stations where available at kauri areas . - When entering a track | Number of responses n=2,486 | % of responses |
|---|--------------------------------|----------------|
| I use them every time | 1377 | 55% |
| I use them most of the time | 138 | 6% |
| I use them some of the time | 46 | 2% |
| I use them rarely | 31 | 1% |
| I never use them | 48 | 2% |
| Not applicable - I have not seen a cleaning station | 662 | 27% |
| Unsure / can't remember | 184 | 7% |

Base: Panellists who had visited a kauri area n= 2,486

| Q7Bii . Which of the following best describes how often you use the cleaning stations where available at kauri areas . - When leaving a track | Number of responses n=2,486 | % of responses |
|---|--------------------------------|----------------|
| I use them every time | 1235 | 50% |
| I use them most of the time | 153 | 6% |
| I use them some of the time | 87 | 3% |
| I use them rarely | 51 | 2% |
| I never use them | 87 | 3% |
| Not applicable - I have not seen a cleaning station | 660 | 27% |
| Unsure / can't remember | 213 | 9% |

Base: Panellists who had visited a kauri area n= 2,486

| Q8A . Thinking about the last 12 months, which of the following have you done? | Number of responses n=415 | % of responses |
|---|------------------------------|----------------|
| My shoes are already looked clean | 75 | 18% |
| I'm a local and I'm often in the area | 41 | 10% |
| I had cleaned my shoes before arriving and/or planned to clean them again at home | 156 | 38% |
| I hadn't visited a kauri area for a long time | 63 | 15% |
| I wasn't going to visit a kauri area again in the near future | 84 | 20% |
| I was in a rush / It would take too long | 23 | 6% |
| I didn't understand the kauri dieback issue at the time | 36 | 9% |
| No-one else was using it | 14 | 3% |
| I heard there was no point as the disease is so aggressive/prevalent | 8 | 2% |
| There were problems with the station | 62 | 15% |
| I didn't know about cleaning stations at the time | 67 | 16% |
| The area was not affected by dieback/stay on track | 11 | 3% |
| I Forgot/Didn't notice on entry | 11 | 3% |
| My equipment is used only in that area | 2 | 0.5% |
| I do not use chemicals | 2 | 0.5% |
| Other | 7 | 2% |

Base: Panellists who don't always use cleaning stations n= 415 Note this was a multiple response question, so responses add to more than 100%

| Q9A . What else, if anything have you done to reduce the spread of kauri dieback? | Number of responses n=2,486 | % of responses |
|---|--------------------------------|----------------|
| I've stayed off kauri roots | 1349 | 54% |
| I've cleaned my clothes before visiting the area | 208 | 8% |
| I've cleaned my vehicle(s) and/or equipment | 119 | 5% |
| I've told friends or family about it | 796 | 32% |
| I've cleaned my boots and equipment at home | 853 | 34% |
| Provide signs and cleaning equipment at home | 5 | 0.2% |
| Taken steps to protect kauri on my property | 12 | 0.5% |
| Informed council | 2 | 0.1% |
| Other | 10 | 0.4% |
| Don't Know | 784 | 32% |

Base: Panellists who had visited a kauri area n= 2,486

Note this was a multiple response question, so responses add to more than 100%

| Q9B . Do kauri dieback prevention actions affect your enjoyment of the kauri areas you visit? | Number of responses n=2,486 | % of responses |
|---|--------------------------------|----------------|
| No, not at all | 1828 | 74% |
| Yes, some of the time | 290 | 12% |
| Yes, a lot | 62 | 2% |
| Don't know | 306 | 12% |

Base: Panellists who had visited a kauri area n= 2,486

| | | |
|---|--------------------------------------|--|
| Q10A: You indicated that the prevention actions affect your enjoyment of the kauri areas you visit. Please explain | Number of responses n=340 | |
| Open text | | |

| | | |
|--|---------------------------------------|--|
| Q10B: Other than the signage about kauri dieback, cleaning stations and track closures, what else could Auckland Council do to promote the issue of kauri dieback disease amongst track users and the general public? | Number of responses n=2015 | |
| Open text | | |

| Q11A . Are you, or have you ever been involved in protecting kauri or raising awareness of kauri dieback? | Number of responses n=3,077 | % of responses |
|--|--|-----------------------|
| Yes, I have been involved in the past | 103 | 3% |
| Yes, I am currently involved | 84 | 3% |
| No | 2849 | 93% |
| Unsure / don't know | 41 | 1% |

Base: Panellists participating in survey n= 3,077

| | | |
|---|--------------------------------------|--|
| Q12A: What could Auckland Council do or have done to better support you in your role protecting or promoting kauri? How could we make things easier? | Number of responses n=144 | |
| Open text | | |

| | | |
|---|--------------------------------------|--|
| Q14A: Do you have any other comments to make about kauri dieback in our parks and forests? | Number of responses n=870 | |
| Open text | | |

Appendix II Respondent profile

| | All respondents n=3,077 | Percentages (%) n=3,077 | Statistics NZ Percentages (%) 2006 census data |
|---|----------------------------|----------------------------|--|
| Gender | | | |
| Female | 1852 | 60% | 51% |
| Male | 1206 | 39% | 49% |
| Other/Prefer not to say/Unknown | 18 | 1% | |
| Age | | | |
| 15-24 years | 86 | 3% | 20% |
| 25-34 years | 267 | 9% | 19% |
| 35-44 years | 514 | 17% | 21% |
| 45-54 years | 608 | 20% | 17% |
| 55-64 years | 606 | 20% | 12% |
| 65-74 years | 498 | 16% | 7% |
| 75+ years | 161 | 5% | 6% |
| Prefer not to say/Unknown | 337 | 11% | |
| Ethnicity (Multiple response) | | | |
| European | 2782 | 90% | 55% |
| Māori | 159 | 5% | 11% |
| Pacific Peoples | 53 | 2% | 15% |
| Asian | 148 | 5% | 18% |
| Middle Eastern, Latin American, African | 30 | 1% | 1% |
| Other | 1 | 0% | 8% |
| Prefer not to say/Unknown | 49 | 2% | |
| Local Board | | | |
| Albert-Eden | 256 | 8% | 7% |
| Devonport-Takapuna | 136 | 4% | 4% |
| Franklin | 170 | 6% | 4% |
| Great Barrier | 7 | 0.2% | 0.1% |
| Henderson-Massey | 177 | 6% | 8% |
| Hibiscus and Bays | 216 | 7% | 6% |
| Howick | 168 | 5% | 9% |
| Kaipātiki | 213 | 7% | 6% |
| Mangere-Otahuhu | 72 | 2% | 5% |
| Manurewa | 73 | 2% | 6% |
| Maungakiekie-Tāmaki | 132 | 4% | 5% |
| Orākei | 221 | 7% | 6% |
| Ōtara-Papatoetoe | 61 | 2% | 6% |
| Papakura | 49 | 2% | 3% |
| Puketāpapa | 69 | 2% | 4% |
| Rodney | 200 | 6% | 4% |
| Upper Harbour | 93 | 3% | 3% |
| Waiheke | 46 | 1% | 1% |
| Waitākere Ranges | 247 | 8% | 3% |
| Waitematā | 308 | 10% | 5% |
| Whau | 142 | 5% | 5% |
| Other/Prefer not to say/Unknown | 21 | 1% | - |

Demographics from People's Panel registration information