

Supplementary material A: Questionnaire

Q 1. Which region best describes where you live?

Northland	1
Auckland (from Bombay Hills to Wellsford, including the islands in the Hauraki Gulf).	2
Waikato	3
Bay of Plenty	4
Gisborne	5
Hawke's Bay	6
Taranaki	7
Manawatu/Whanganui	8
Wellington (including Kapiti, Porirua, Hutt Valley and Wairarapa).	9
Tasman	10
Nelson	11
Marlborough	12
West Coast	13
Canterbury	14
Otago	15
Southland	16

Q 2. In which of the following age groups do you belong?

18 to 19 years	1
20-24 years	2
25-29 years	3
30-34 years	4
35-39 years	5
40-44 years	6
45-49 years	7
50-54 years	8
55-59 years	9
60-64 years	10
65-69 years	11
70 years and over	12

Q 3. Do you identify as:

Male	1
Female	2
Gender diverse	3

Q 4. Which ethnic group do you belong to?

Please select all that apply.

New Zealand European	1
Māori	2
Samoan	3
Cook Islands Māori	4
Tongan	5
Niuean	6
Chinese	7
Indian	8
Other	9

Q 7. How often, if at all, do you personally do the following?

DYNAMIC GRID. RANDOMISE.

		Every week	Every 2-3 weeks	About once a month	Every 2-3 months	About once a year	Less than once a year	Never
1	Car pool or use public transport	1	2	3	4	5	6	7
3	Compost organic waste	1	2	3	4	5	6	7
5	Help clean local beaches, rivers, or streams	1	2	3	4	5	6	7
8	Choosing native plants to have in my home	1	2	3	4	5	6	7
9	Recycling my glass, paper and cans	1	2	3	4	5	6	7
11	Trapping or controlling rats, stoats and/or possums	1	2	3	4	5	6	7

8. How much do you agree or disagree with the following?

DYNAMIC GRID. RANDOMISE.

		Strongly disagree	Disagree	Some what disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1	We are approaching the limit the number of people the Earth can support	1	2	3	4	5	6	7
2	Humans have the right to modify the natural environment to suit their needs	1	2	3	4	5	6	7
3	When humans interfere with nature it often produces disastrous consequences	1	2	3	4	5	6	7
4	Human ingenuity will insure that we do not make the Earth unliveable	1	2	3	4	5	6	7
5	Humans are seriously abusing the environment	1	2	3	4	5	6	7
6	The Earth has plenty of natural resources if we just learn how to develop them	1	2	3	4	5	6	7
7	Plants and animals have as much right as humans to exist	1	2	3	4	5	6	7
8	The balance of nature is strong enough to cope with the impacts of modern developed nations	1	2	3	4	5	6	7
9	Despite our special abilities, humans are still subject to the laws of nature.	1	2	3	4	5	6	7
10	The so-called 'ecological crisis' facing humankind has been greatly exaggerated.	1	2	3	4	5	6	7

11	The Earth is like a spaceship with very limited room and resources.	1	2	3	4	5	6	7
12	Humans are meant to rule over the rest of nature	1	2	3	4	5	6	7
13	The balance of nature is very delicate and easily upset.	1	2	3	4	5	6	7
14	Humans will eventually learn enough about how nature works to be able to control it	1	2	3	4	5	6	7
15	If things continue on their present course, we will soon experience a major ecological catastrophe.	1	2	3	4	5	6	7

Q 10. Here we briefly describe some people. Please read each description and think about how much each person is or is not like you. Tick the box to the right that shows how much the person in the description is like you.

DYNAMIC GRID. RANDOMISE.

		Very much like me	Like me	Somewhat like me	A little like me	Not like me	Not like me at all
1	IF Q3 = 1: Thinking up new ideas and being creative is important to him. He likes to do things in his own original way. IF Q3 = 2: Thinking up new ideas and being creative is important to her. She likes to do things in her own original way. IF Q3 = 3: Thinking up new ideas and being creative is important to them. They like to do things in their own original way.	1	2	3	4	5	6
2	IF Q3 = 1: It is important to him to be rich. He wants to have a lot of money and expensive things. IF Q3 = 2: It is important to her to be rich. She wants to have a lot of money and expensive things. IF Q3 = 3: It is important to them to be rich. They want to have a lot of money and expensive things.	1	2	3	4	5	6
3	IF Q3 = 1: He thinks it is important that every person in the world should be treated equally. He believes everyone should have equal opportunities in life. IF Q3 = 2: She thinks it is important that every person in the world should be treated equally. She believes everyone should have equal opportunities in life. IF Q3 = 3: They think it is important that every person in the world should be treated equally. They believe everyone should have equal opportunities in life.	1	2	3	4	5	6
4	IF Q3 = 1: It's important to him to show his abilities. He wants people to admire what he does.	1	2	3	4	5	6

	IF Q3 = 2: It's important to her to show her abilities. She wants people to admire what she does. IF Q3 = 3: It's important to them to show their abilities. They want people to admire what they do.						
5	IF Q3 = 1: It is important to him to live in secure surroundings. He avoids anything that might endanger his safety. IF Q3 = 2: It is important to her to live in secure surroundings. She avoids anything that might endanger her safety. IF Q3 = 3: It is important to them to live in secure surroundings. They avoid anything that might endanger their safety.	1	2	3	4	5	6
6	IF Q3 = 1: He likes surprises and is always looking for new things to do. He thinks it is important to do lots of different things in life. IF Q3 = 2: She likes surprises and is always looking for new things to do. She thinks it is important to do lots of different things in life. IF Q3 = 3: They like surprises and are always looking for new things to do. They think it is important to do lots of different things in life.	1	2	3	4	5	6
7	IF Q3 = 1: He believes that people should do what they are told. He thinks people should follow rules at all times, even when no-one is watching. IF Q3 = 2: She believes that people should do what they are told. She thinks people should follow rules at all times, even when no-one is watching. IF Q3 = 3: They believe that people should do what they are told. They think people should follow rules at all times, even when no-one is watching.	1	2	3	4	5	6
8	IF Q3 = 1: It is important to him to listen to people who are different from him. Even when he disagrees with them, he still wants to understand them.	1	2	3	4	5	6

	IF Q3 = 2: It is important to her to listen to people who are different from her. Even when she disagrees with them, she still wants to understand them. IF Q3 = 1: It is important to them to listen to people who are different from them. Even when they disagree with them, they still want to understand them.						
9	IF Q3 = 1: It is important to him to be humble and modest. He tries not to draw attention to himself. IF Q3 = 2: It is important to her to be humble and modest. She tries not to draw attention to herself. IF Q3 = 3: It is important to them to be humble and modest. They try not to draw attention to themselves.	1	2	3	4	5	6
10	IF Q3 = 1: Having a good time is important to him. He likes to “spoil” himself. IF Q3 = 2: Having a good time is important to her. She likes to “spoil” herself. IF Q3 = 3: Having a good time is important to them. They like to “spoil” themselves.	1	2	3	4	5	6
11	IF Q3 = 1: It is important to him to make his own decisions about what he does. He likes to be free and not depend on others. IF Q3 = 2: It is important to her to make her own decisions about what she does. She likes to be free and not depend on others. IF Q3 = 3: It is important to them to make their own decisions about what they do. They like to be free and not depend on others.	1	2	3	4	5	6
12	IF Q3 = 1: It is very important to him to help the people around him. He wants to care for their well-being. IF Q3 = 2: It is very important to her to help the people around her. She wants to care for their well-being.	1	2	3	4	5	6

	IF Q3 = 3: It is very important to them to help the people around them. They want to care for their well-being.						
13	IF Q3 = 1: Being very successful is important to him. He hopes people will recognise his achievements. IF Q3 = 2: Being very successful is important to her. She hopes people will recognise her achievements. IF Q3 = 3: Being very successful is important to them. They hope people will recognise their achievements.	1	2	3	4	5	6
14	IF Q3 = 1: It is important to him that the government insure his safety against all threats. He wants the state to be strong so it can defend its citizens. IF Q3 = 2: It is important to her that the government insure her safety against all threats. She wants the state to be strong so it can defend its citizens. IF Q3 = 3: It is important to them that the government insure their safety against all threats. They want the state to be strong so it can defend its citizens.	1	2	3	4	5	6
15	IF Q3 = 1: He looks for adventures and likes to take risks. He wants to have an exciting life. IF Q3 = 2: She looks for adventures and likes to take risks. She wants to have an exciting life. IF Q3 = 3: They look for adventures and like to take risks. They want to have an exciting life.	1	2	3	4	5	6
16	IF Q3 = 1: It is important to him always to behave properly. He wants to avoid doing anything people would say is wrong. IF Q3 = 2: It is important to her always to behave properly. She wants to avoid doing anything people would say is wrong. IF Q3 = 3: It is important to them always to behave properly. They want to avoid	1	2	3	4	5	6

	doing anything people would say is wrong.						
17	IF Q3 = 1: It is important to him to get respect from others. He wants people to do what he says. IF Q3 = 2: It is important to her to get respect from others. She wants people to do what she says. IF Q3 = 3: It is important to them to get respect from others. They want people to do what they say.	1	2	3	4	5	6
18	IF Q3 = 1: It is important to be him to be loyal to his friends. He wants to devote himself to people close to him. IF Q3 = 2: It is important to be her to be loyal to her friends. She wants to devote herself to people close to her. IF Q3 = 3: It is important to be them to be loyal to their friends. They want to devote themselves to people close to them.	1	2	3	4	5	6
19	IF Q3 = 1: He strongly believes that people should care for nature. Looking after the environment is important to him. IF Q3 = 2: She strongly believes that people should care for nature. Looking after the environment is important to her. IF Q3 = 3: They strongly believe that people should care for nature. Looking after the environment is important to them.	1	2	3	4	5	6
20	IF Q3 = 1: Tradition is important to him. He tries to follow the customs handed down by his religion or his family. IF Q3 = 2: Tradition is important to her. She tries to follow the customs handed down by her religion or her family. IF Q3 = 3: Tradition is important to them. They try to follow the customs handed down by their religion or their family.	1	2	3	4	5	6
21	IF Q3 = 1: He seeks every chance to have fun. It is important to do things that give him pleasure.	1	2	3	4	5	6

	IF Q3 = 2: She seeks every chance to have fun. It is important to do things that give her pleasure.						
	IF Q3 = 3: They seek every chance to have fun. It is important to do things that give them pleasure.						

Q 11. How much do you agree or disagree with the following?

DYNAMIC GRID. RANDOMISE.

		Strongly Disagree	Somewhat Disagree	Disagree	Neither agree nor disagree	Somewhat Agree	Agree	Strongly Agree
1	I am scared of chemical substances and the risks associated with them	1	2	3	4	5	6	7
2	I do everything I can to avoid contact with chemicals and chemical products in my daily life	1	2	3	4	5	6	7
6	I try to eat foods that do not contain additives	1	2	3	4	5	6	7
7	I would like to eat only organically grown vegetables	1	2	3	4	5	6	7

Q 15. There are a number of ways to control species which are considered to be pests. Please indicate your general attitude towards the pest control methods listed below.

DYNAMIC GRID. RANDOMISE with 9 before 8 and 10 before 7

		Should never be used under any circumstances	Should only be used as a last resort	I am uncomfortable with this method but will accept it as long as appropriate controls are in place	I am comfortable with this method as long as appropriate controls are in place	I have no concerns at all about this method	Don't know
1	Hunting	1	2	3	4	5	6
2	Trapping	1	2	3	4	5	6
3	Poison bait laid by hand	1	2	3	4	5	6
4	Poison bait spread by aircraft	1	2	3	4	5	6
6	A new toxin that is species-specific (e.g., only kills rats)	1	2	3	4	5	6
7	Approaches involving selective breeding in the laboratory that results in infertile males	1	2	3	4	5	6
8	Approaches involving genetic editing that result in most offspring being male	1	2	3	4	5	6
9	Gene drive technique	1	2	3	4	5	6
10	Trojan female technique	1	2	3	4	5	6

Q 16. How much do you agree or disagree with the following?

DYNAMIC GRID. RANDOMISE.

		Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1	Scientists ignore evidence that contradicts their work	1	2	3	4	5	6	7
2	Scientific theories are weak explanations	1	2	3	4	5	6	7
3	We can trust science to find the answers that explain the natural world	1	2	3	4	5	6	7
4	Today's scientists will sacrifice the well-being of others to advance their research	1	2	3	4	5	6	7
5	We should trust that scientists are being ethical in their work	1	2	3	4	5	6	7
6	Scientists are free from political interference	1	2	3	4	5	6	7

Q 17. Please indicate which answer you think is the correct one for each of the following statements.

DYNAMIC GRID. RANDOMISE.

		True	False	Don't know
1	Lasers work by focusing sound waves	1	2	3
2	The centre of the earth is very hot	1	2	3
3	Antibiotics kill viruses as well as bacteria	1	2	3
4	Electrons are smaller than atoms	1	2	3
5	All radioactivity is man-made	1	2	3
6	Light travels faster than sound	1	2	3

Q 18. Please indicate which answer you think is the correct one for each of the following statements.

DYNAMIC GRID. RANDOMISE.

		True	False	Don't know
2	Possums spread tuberculosis (Tb) to livestock	1	2	3
3	Trapping alone could rid New Zealand of all rats	1	2	3
5	Introduced pests are the primary threat to native birds	1	2	3
7	Wasps attack other insects	1	2	3

Q 20. Please indicate how much you agree or disagree with the following statements about conservation efforts in New Zealand.

DYNAMIC GRID. RANDOMISE.

	Items	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
1	I think I know enough about pest control to feel pretty confident about my view on the topic	1	2	3	4	5
2	Compared to most other people, I know less about pest control in New Zealand	1	2	3	4	5
3	Among my circle of friends, I'm one of the 'experts' on pest control	1	2	3	4	5
4	When it comes to pest control, I really don't know a lot	1	2	3	4	5
5	I do not feel very knowledgeable about pest control	1	2	3	4	5

Q 21. Please rate your level of agreement with the following statements about pests which have been introduced to New Zealand and the methods for controlling them.

When we refer to 'pests in the following section, we are referring to rats, stoats and possums only.

How much do you agree or disagree with the following statements?

DYNAMIC GRID. RANDOMISE.

		Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1	Pest species are a significant conservation problem.	1	2	3	4	5	6	7
2	Pest control interferes with nature.	1	2	3	4	5	6	7
3	The benefits of pest control outweigh the risks to native species.	1	2	3	4	5	6	7
4	Pest control has unknown side effects.	1	2	3	4	5	6	7
5	Native species have greater rights than pest species.	1	2	3	4	5	6	7
6	Today's pest control methods are proven to be ineffective.	1	2	3	4	5	6	7
7	Investment in pest control is beneficial for future generations.	1	2	3	4	5	6	7
8	Pest control is less important than other conservation issues.	1	2	3	4	5	6	7
9	There is enough pest control being done already.	1	2	3	4	5	6	7
10	To protect New Zealand's native species, we should kill rats, possums and stoats.	1	2	3	4	5	6	7
12	We should replant native plants/bush to protect New Zealand's native species.	1	2	3	4	5	6	7
13	Treaty obligations should guide decisions about eradicating pests.	1	2	3	4	5	6	7

CHOICE MODELLING

SHOW ALL

Q Txt1.

PLEASE READ THE FOLLOWING INFORMATION BEFORE GOING TO THE NEXT QUESTION.

New techniques to control pests, such as rats, stoats and wasps, are being developed.

USE IMAGES SAVED IN QUESTIONNAIRE FOLDER.

Rats



Stoats



Wasps



Please read the descriptions of three new techniques below.

Name: New Toxin

What is it: A new toxin that is species specific (eg it only kills rats) and does not kill other animals. This would be an alternative to 1080.

Name: Trojan Female

What is it: Breeding female animals (eg rats) that naturally produce infertile male offspring.

How is it delivered: The Trojan Females are bred in the lab in large numbers and then released into the environment.

How can it eradicate pests: Over time the male offspring in the environment becomes less fertile and the pest population size falls significantly. There is no risk to other species.

Name: Gene Drive

What is it: An animal's DNA is edited in the lab.

How is it delivered: Small numbers of the animals are bred in a lab and released into the environment to breed with wild animals.

How can it eradicate pests: By infertility or death -

- Infertility – the animals bred in the lab can only produce male offspring. When they breed with wild animals the number of females fall. With fewer females to breed with, the entire population size falls over time.
- Death – the animals bred in the lab pass on a gene to their offspring, which means the offspring die when they eat a certain type of bait. Over time the offspring will die and the population falls. Other species would not die from eating the bait.

Q Txt2.

In the following questions, you will be asked choose between two different options. The set of circumstances for each option will vary. They will include:

The new pest control technique	• New Toxin, • Trojan female • Gene Drive
The animal the new technique would control	• Rats, • Wasps • Stoats
How the technique will be delivered	• On the ground • From the air
What happens to the animal who interacts with the new method	• Infertility • Death

Please click to continue to the first set of options.

REPEAT QUESTION

Which of the following two options would you prefer?

Please click back if you want to see an explanation of the technique.

ALLOW RESPONDENT TO SEE QTxt1 AT EACH OPTION.

	OPTION 1	OPTION 2
The new pest control technique		
The animal the new technique would control		
How the technique will be delivered		
What happens to the animal who interacts with the new method		
	RADAR BUTTON	RADAR BUTTON

ALLOW: I do not have a preference.

Q 27. Please indicate where on the political spectrum you perceive yourself to be on a scale ranging from 1 (extremely liberal) to 7 (extremely conservative).

1 - Extremely liberal	2	3	4	5	6	7 - Extremely conservative
1	2	3	4	5	6	7

Q 28. How much do you agree or disagree with the following?

DYNAMIC GRID. RANDOMISE.

		Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
1	In general, you find society to be fair	1	2	3	4	5	6	7
2	In general, the New Zealand political system operates as it should	1	2	3	4	5	6	7
3	New Zealand society needs to be radically restructured	1	2	3	4	5	6	7
5	Most policies serve the greater good	1	2	3	4	5	6	7

Q29 Show how much you favour or oppose each idea below by selecting a number from 1 to 7 on the scale below. You can work quickly; your first feeling is generally best.

DYNAMIC GRID. RANDOMISE.

		Strongly oppose	Somewhat oppose	Slightly oppose	Neutral	Slightly favour	Somewhat favour	Strongly favour
1	An ideal society requires some groups to be on top and others to be on the bottom.	1	2	3	4	5	6	7
2	Some groups of people are simply inferior to other groups.	1	2	3	4	5	6	7
3	No on group should dominate in society.	1	2	3	4	5	6	7
5	Groups at the bottom are just as deserving as groups at the top.	1	2	3	4	5	6	7
6	Group equality should not be our primary goal.	1	2	3	4	5	6	7
7	It is unjust to try to make groups equal.	1	2	3	4	5	6	7
8	We should do what we can to equalise conditions for different groups.	1	2	3	4	5	6	7
9	We should work to give all groups an equal chance to succeed.	1	2	3	4	5	6	7

Q 31. How much guidance does religion provide in your daily life?

Please answer on a scale of 1 to 7 where 1 is no guidance at all and 7 is a great deal of guidance.

1 No guidance at all	2	3	4 – A moderate amount	5	6	7 – Great deal of guidance
1	2	3	4	5	6	7

ASK ALL

Q 34. How would you rate your trust or distrust in the following?

DYNAMIC GRID. RANDOMISE.

		Strongly distrust	Distrust	Somewhat distrust	Neither trust nor distrust	Somewhat trust	Trust	Strongly trust
1	Elected Officials	1	2	3	4	5	6	7
2	News Media/Journalists	1	2	3	4	5	6	7
3	Scientists	1	2	3	4	5	6	7
4	Religious Leaders	1	2	3	4	5	6	7
5	Business Leaders	1	2	3	4	5	6	7
6	Government Agencies	1	2	3	4	5	6	7
7	Local Councils	1	2	3	4	5	6	7
8	Iwi leaders / authorities	1	2	3	4	5	6	7

Q Txt3. You have almost completed the survey. We have a few final questions to help us identify the views of different groups of people.

Q 37. Which of the following best describes where you usually live?

A main city (e.g., Auckland, Hamilton, Wellington, Christchurch, Dunedin).	1
A provincial town (e.g., Whanganui, Invercargill, Gisborne etc).	2
A rural area/settlement/village	3

Q 38. Which country were you born in?

DYNAMIC GRID. RANDOMISE.

New Zealand	1
Australia	2
England	3
China (People's republic of)	4
India	5
European	6
South Africa	7
Samoa	8
Cook Islands	9
Other	10

Q 39. What is your highest school qualification?

DYNAMIC GRID. RANDOMISE.

None	1
High school qualification	2
Tertiary diplomas/certificates	3
Bachelor's degree or higher	4

Q 40. Which of the following best describes your household income from all sources, before tax?

DYNAMIC GRID. RANDOMISE.

Loss	1
Zero	2
\$1 - \$5,000	3
\$5,001 - \$10,000	4
\$10,000 - \$15,000	5
\$15,001 - \$20,000	6
\$20,001 - \$25,000	7
\$25,001 - \$30,000	8
\$30,001 - \$35,000	9
\$35,001 - \$40,000	10
\$40,001 - \$50,000	11
\$50,001 - \$60,000	12
\$60,001 - \$70,000	13
\$70,001 - \$100,000	14
\$100,001 - \$150,000	15
\$150,001 or more	16

ADD TO STANDARD CLOSING SCREEN

That is the end of the survey. Thank you very much for your time.