**Q1.1: "What is heritage? What does it mean to you?"**

* **Participant 3**: Membership is about funding, but without knowing where the money goes, it's hard to grasp the connection to heritage.
* **Participant 1**: The magazine is valuable for sharing information with others and raising awareness about Heritage New Zealand.
* **Participant 4**: Suggested making the text in the magazine darker for readability.
* **Participant 5**: Membership spreads awareness of Heritage New Zealand, creating a valuable database for fundraising.

**Q2.1: "What does membership have to do with Heritage New Zealand?"**

* **Participant 6**: Membership supports preserving historical places for future generations.
* **Participant 3**: First learned about Heritage New Zealand through overseas experiences, which offers reciprocal benefits with other heritage organizations.
* **Participant 4**: Membership offers great value with overseas admission and supports the work of Heritage New Zealand.

**Q3.1: "What BENEFITS are most important to you?"**

* **Participant 3**: Not interested in accommodation discounts, but finds all other benefits important.
* **Participant 5**: Benefits like overseas admission are most valuable, but discounts aren't as useful.
* **Participant 1**: Values the monthly e-newsletter for keeping up with heritage-related news.
* **Participant 4**: Overseas admission is the top benefit, but also appreciates supporting Heritage New Zealand’s work.
* **Participant 6**: Supports Heritage New Zealand but feels the local benefits aren't personally useful due to location.

**Q4.1: "What do you think about the pricing and associated costs?"**

* **Participant 3**: Suggested a digital membership card and lighter magazine stock to reduce costs.
* **Participant 6**: Prefers a hard copy card but would accept digital alternatives. Open to higher fees if some funds support heritage preservation.
* **Participant 5**: Happy to cover the costs of membership but prefers to make separate donations.
* **Participant 4**: Happy with a digital magazine, but prefers a hard copy of the membership card.

**Q5: Feedback on Membership Categories**

* **No responses provided.**

**Q6.1: "Last Visit to Heritage Properties"**

* **Participant 6**: Found the experience at Kate Sheppard's house unsatisfactory due to no cash payment option and an unengaged staff.
* **Participant 5**: Last visited Hayes Engineering, always a welcoming experience.
* **Participant 4**: Enjoyed visits to Clark's Mill but felt the film showing detracted from the experience.
* **Participant 1**: Enjoyed visits in Northland and is willing to pay above membership fees for entry.
* **Participant 3**: Volunteers at a local museum and often gets free access to heritage buildings, but finds it difficult to visit due to rural location.

**Q8.1: "What Keeps You as Members?"**

* **Participant 2**: Membership supports maintaining history for future generations.
* **Participant 4**: Prefers stability in membership features, doesn't want frequent changes.
* **Participant 6**: Concerned about attracting younger members and ensuring future support.
* **Participant 1**: Suggests regularly highlighting heritage sites in newsletters to engage members and volunteers.
* **Participant 3**: Passionate about preserving heritage buildings, sees membership as a tool to raise awareness.