

**PETER GLEN  
RESEARCH**

Market Research You Can Action



Ph. (04) 564 4525  
Fax. (04) 564 4528  
Mobile. (0274) 914 330  
[peter.glen@xtra.co.nz](mailto:peter.glen@xtra.co.nz)  
[www.peterglenresearch.co.nz](http://www.peterglenresearch.co.nz)  
P.O. Box 31-397  
Lower Hutt

**COMMUNITY SURVEY REGARDING  
REGIONAL PARKS & TRAILS  
2021**

*Research report prepared for the  
Greater Wellington Regional Council*

*David Dillon*

*July 2021*

**TABLE OF CONTENTS.**

	<b><u>Page No.</u></b>
1. Introduction	3
2. Research objectives	4
3. Method	5
4. Statistical Note	6
5. Timing	7
6. The Research Results	8
6.1. Awareness of the major regional parks	9
6.2. Major regional parks visited in the past twelve months	10
6.3. Park usage by area of residence	11
6.4. Frequency of park usage	12
6.5. First time park usage	13
6.6. Activities undertaken in the parks	16
6.7. Degree of overall satisfaction with the parks.	17
6.8. The overall satisfaction levels with specific aspects of regional parks used in the past twelve months	18
6.9. Destinations or features within the GW regional parks	19
6.10. How do park users travel to the parks?	20
6.11. Accessibility of facilities	21
6.12. Reasons for non-visitation of the regional parks	22
6.13. Barriers or limiting factors to visiting the regional parks more frequently	23
6.14. What park users value most	25
6.15. Climate change initiatives	27
6.16. GWRC's 'Summer Events Programme'	29
6.17. Awareness of GWRC's involvement/responsibilities with regard to the regional parks	31
6.18. Safety in the parks	32
6.19. Suggestions for improving the parks and/or making them more accessible	33
6.20. Awareness and usage of five selected regional trails	43
6.21. Segmentation	41
7. Questionnaire	45 - 66

## **1. INTRODUCTION**

The Greater Wellington Regional Council is responsible for managing the major regional parks and forests. These currently include:

- Battle Hill Farm Forest Park
- Belmont Regional Park
- East Harbour Regional Park (which includes the hills between Eastbourne and Wainuiomata, Butterfly Creek, as well as the Parangarau (or Pencarrow) Lakes Block and Baring Head)
- The Hutt River Trail
- Kaitoke Regional Park
- Queen Elizabeth Park
- Pakuratahi Forest
- Whitireia Park
- The Wainuiomata Recreation Area (Reservoir Road)
- Waikanae River Trail
- Otaki River Trail

Peter Glen Research has undertaken regular surveys for GWRC, to measure the public's awareness, usage and enjoyment of the parks and their facilities. These surveys have been conducted on a regular basis (mainly at twelve monthly intervals) between 2004 and 2020.

GWRC has commissioned Peter Glen Research to conduct a further update study in 2021, to assess how the key measurements have trended. The results of the 2021 survey are presented in this report.

## **2. RESEARCH OBJECTIVES**

The objective of the research was to gain an updated reading of the trends in park usage since the 2020 survey measurement was undertaken. The key measurements again included the following:

- (a) To assess the public's level of awareness and usage of the major regional parks and forests noted in Section 1.
- (b) To check the activities that park users undertake while they are in the regional parks.
- (c) To determine to what extent park users are satisfied with their overall visit.
- (d) To further check the extent to which visitors are satisfied with key elements of the parks, these being:
  - Built facilities (tracks, buildings, signs and picnic areas)
  - The natural environment (forests, dunes, wetlands, shorelines, etc)
  - Customer service provided on-park (e.g. by park rangers, work gangs, GWRC staff working on the Summer Events Programme, etc)
- (e) To determine the level of "*first time visitation*" of the regional parks and what attracts/prompts the public to make their initial visit.
- (f) To check the public's level of awareness of GWRC's Summer Events Programme.
- (g) To gain an updated reading of the current barriers to park usage and to users visiting the regional parks more frequently.
- (h) To obtain an updated assessment of what the public/park users value most about their park experience
- (i) To check the public's awareness of the role of the GWRC, especially with regard to its involvement/responsibilities regarding the regional parks.
- (j) To obtain feedback from visitors on what improvements they think could be made to the Greater Wellington Regional Parks, and/or the information about them, to enhance the visitor experience and improve accessibility.
- (k) To measure the extent to which the public are aware/have heard of the range of initiatives that GWRC has in place to help mitigate climate change.
- (l) To determine whether the public has any concerns about their personal safety in the regional parks, that might lead to non-usage.

New objectives for the 2021 study were:

- (m) To update the information gathered in the 2019 survey, on the public's awareness and usage of five signature trails in the greater Wellington area.
- (n) To identify the attitudinal profiles of the users and non-users of the regional parks, based on the segmentation analysis previously undertaken by GWRC.

### **3. METHOD**

The survey was undertaken on a similar basis to the previous parks surveys. It covered a general cross-section of the adult population (16+ years), in the greater Wellington region. The sample included both park users and non-users.

The survey has enabled the trended data, relating to the public's awareness, usage and attitudes towards the regional parks, as well as five signature trails, to be updated and the results quantified.

#### **3.1. SAMPLE SIZE AND STRUCTURE**

The sample size and structure for the research remained consistent with the previous annual surveys, so that a direct comparison of results could be made.

The survey was undertaken among a randomly selected sample of 500 residents 16+ years of age who live in the greater Wellington region.

Interviews were spread throughout the greater Wellington region in accordance with population distribution, in order to recruit a representative cross-section of the public. That is:

AREAS COVERED BY:	Total Population Estimate 000s	%	Actual Sample n=500	%
Kapiti Coast District Council	55.7	10.6	53	10.6
Porirua City Council	59.6	11.3	56	11.2
Wellington City Council	215.9	40.9	204	40.8
Lower Hutt City Council	106.1	20.1	101	20.2
Upper Hutt City Council	44.0	8.3	42	8.4
South Wairarapa District Council	10.0	1.9	10	} 44
Carterton District Council	8.8	1.7	9	
Masterton District Council	27.2	5.1	25	
<b>TOTAL</b>	<b>527.3</b>	<b>100.0%</b>	<b>500</b>	<b>100.0%</b>

### 3.2. METHOD OF CONTACT

The majority of the interviews were undertaken by way of telephone interviewing (mobile and landline). However, as in previous years, a number of face-to-face interviews were conducted, where necessary, to meet stratified sample quotas and to ensure that a proper cross-section of the community was engaged.

### 3.3. SAMPLE SELECTION

Respondents were recruited for the research by way of random enrolment.

Where more than one person qualified per household, the interview was undertaken with the person whose birthday fell next.

### 3.4. FIELDWORK EXECUTION

An experienced team of interviewers, employed by Peter Glen Research, conducted the fieldwork. Questioning was administered by way of a structured questionnaire.

### 3.5. THE QUESTIONNAIRE

The questionnaire (see Section 7) was developed by Peter Glen Research, in consultation with GWRC, using the 2020 document as the base on which the specific questions were constructed.

New questions were included to cover the additional objectives of the 2021 survey, and new areas of interest.

## **4. STATISTICAL NOTE**

Sample surveys provide estimates of the actual percentages that would be obtained if the total target population were interviewed (i.e. a census). In this case, the target population is the total number of adult residents in the Greater Wellington Region.

Sampling theory, based on the Standard Normal Distribution, can be used to measure the estimated '*margin of error*' that will apply to the sample, providing the respondents have been selected using random sampling procedures.

It should be noted that the '*margin of error*' varies, according to:

- the observed percentage in the survey;
  - the sample base on which the percentage is being calculated;
- and
- the degree of confidence that is required for the study.

To illustrate this point, we have provided below the ‘margin of error’ that would apply at different percentage levels, on alternative base sizes and at two different confidence levels – 90% and 95% confidence.

SAMPLE SIZE (n)/ CONFIDENCE LEVELS	PERCENTAGE OBSERVATION:		
	50%	70% or 30%	90% or 10%
<u>90% CONFIDENCE</u>			
n=1000	±2.6%	±2.4%	±1.6%
n=800	±2.9%	±2.7%	±1.7%
n=500	±3.7%	±3.4%	±2.2%
n=400	±4.1%	±3.7%	±2.5%
n=200	±5.7%	±5.3%	±3.5%
n=100	±8.2%	±7.5%	±4.9%
<u>95% CONFIDENCE</u>			
n=1000	±3.1%	±2.8%	±1.9%
n=800	±3.5%	±3.2%	±2.1%
n=500	±4.4%	±4.0%	±2.6%
n=400	±4.9%	±4.5%	±2.9%
n=200	±6.9%	±6.3%	±4.1%
n=100	±9.8%	±9.0%	±5.9%

By way of example, if a survey of 500 randomly selected adults in the Wellington Region shows that 50% hold a particular attitude, we could be 90% certain that the true percentage that held that view would be 50% ±3.7%. Thus, the actual percentage would lie somewhere between 46.3% and 53.7%.

It should be noted that it requires four times the sample size to halve the ‘margin of error’.

## **5. TIMING**

The fieldwork for the research was conducted from mid-April to early-June 2021.

## **6. THE RESEARCH RESULTS**



## **6.1. AWARENESS OF THE MAJOR REGIONAL PARKS**

The results of the 2021 survey indicate that the overall awareness of the GWRC parks were again broadly similar to those recorded last year, although slightly fewer people were able to freely recall them this year. Overall, 79% of respondents were able to *freely* recall an average 2.3 major regional parks.

Prompted awareness, as measured by reading respondents a checklist of GWRC parks, resulted in them stating that they heard of an average 7.0 different regional parks (out of the twelve parks on the list). This is also down marginally on last year's result.

The following table shows the *free* and *prompted* recall levels of the parks:

Major Regional Parks	Park Most Top-of-Mind			Parks Freely Recalled			Prompted Awareness		
	'19	'20	'21	'19	'20	'21	'19	'20	'21
Battle Hill Farm Forest Park	2	2	<b>2</b>	13	12	<b>9</b>	70	69	<b>64</b>
Belmont Regional Park	21	21	<b>20</b>	32	35	<b>31</b>	83	85	<b>79</b>
East Harbour Regional Park	3	2	<b>2</b>	15	18	<b>13</b>	57	55	<b>53</b>
Hutt River Trail	1	2	<b>3</b>	7	5	<b>4</b>	74	72	<b>70</b>
Kaitoke Regional Park	17	19	<b>21</b>	36	36	<b>37</b>	89	93	<b>88</b>
Queen Elizabeth Park	11	11	<b>9</b>	23	24	<b>22</b>	87	87	<b>85</b>
Akatarawa Forest	1	1	<b>x</b>	5	6	<b>4</b>	47	45	<b>41</b>
Pakuratahi Forest	3	3	<b>3</b>	15	14	<b>11</b>	68	67	<b>62</b>
Whitireia Park	1	3	<b>2</b>	7	8	<b>7</b>	48	47	<b>46</b>
Wainui Recreation Area (Reservoir Rd)	1	1	<b>2</b>	4	5	<b>6</b>	34	39	<b>38</b>
Waikanae River Trail	1	1	<b>1</b>	4	3	<b>3</b>	33	37	<b>36</b>
Otaki River Trail	1	1	<b>x</b>	4	2	<b>2</b>	31	29	<b>26</b>
Other	15	14	<b>13</b>	27	32	<b>30</b>	N.A.	N.A.	<b>N.A.</b>
Respondents who recalled a park	78%	81%	<b>79%</b>	78%	81%	<b>79%</b>	100%	100%	<b>98%</b>
Average no. of parks recalled	1.0	1.0	<b>1.0</b>	2.5	2.5	<b>2.3</b>	7.2	7.2	<b>7.0</b>

Note: N.A. = Not applicable.

## **6.2. MAJOR REGIONAL PARKS VISITED IN THE PAST TWELVE MONTHS**

The 2021 research indicates a similar, but marginally lower, result to that recorded in last year's study, in terms of the percentage of residents in the Wellington region who stated they had visited a major regional park in the past twelve months. 72% of the research participants indicated they had visited an average 2.7 parks each, which is down slightly on the previous two measurements.

It should be noted that these figures represent the net percentage of the sample who stated that they had visited the parks, rather than the actual usership volumes. As will be seen in Section 6.4 of this report, the frequency of park visitation has continued to substantially increase.

The percentage of respondents who had visited each park is shown in the chart below.

Major Regional Parks	2012	2014	2017	2018	2019	2020	<b>2021</b>
	%	%	%	%	%	%	<b>%</b>
Battle Hill Farm Forest Park	12	11	13	17	14	16	<b>14</b>
Belmont Regional Park	18	15	19	20	22	22	<b>21</b>
East Harbour Regional Park	8	12	16	21	17	17	<b>14</b>
Hutt River Trail	24	26	31	29	34	35	<b>34</b>
Kaitoke Regional Park	18	26	26	29	30	32	<b>33</b>
Queen Elizabeth Park	23	25	24	31	34	34	<b>29</b>
Akatarawa Forest	9	8	5	4	5	4	<b>5</b>
Pakuratahi Forest	11	14	15	11	16	14	<b>9</b>
Whitireia Park	11	12	11	13	16	14	<b>15</b>
Wainui Recreation Area (Reservoir Rd)	N.A.	11	9	7	4	6	<b>6</b>
Waikanae River Trail	N.A.	N.A.	9	14	11	12	<b>11</b>
Otaki River Trail	N.A.	N.A.	4	6	8	7	<b>6</b>
<b>RESPONDENTS WHO HAD VISITED A PARK IN THE PAST 12 MONTHS</b>	<b>63%</b>	<b>64%</b>	<b>68%</b>	<b>72%</b>	<b>74%</b>	<b>74%</b>	<b>72%</b>
<b>Average no. of parks visited</b>	<b>2.1</b>	<b>2.5</b>	<b>2.7</b>	<b>2.8</b>	<b>2.9</b>	<b>2.9</b>	<b>2.7</b>

### **6.3. PARK USAGE BY AREA OF RESIDENCE**

The chart below shows the percentage of respondents who have visited each park, cross-analysed by their area of residence.

It should be noted that the subsamples for this analysis are relatively small. The aim has been to generate an overall sample which reflects a cross-section of Greater Wellington residents to adequately reflect the region as a whole.

Whilst the margin of error on the total sample is approximately  $\pm 4\%$  at the 90% confidence level, the corresponding figures for the individual subgroups will be substantially larger.

Despite this cautionary note, the analysis by area of residence gives an indicative reading of major parks visited. It is interesting to note that, as in previous surveys, a greater percentage of residents in Kapiti, Porirua, Lower Hutt and Upper Hutt have visited a regional park in the past twelve months, whilst fewer residents of Wellington and Wairarapa have done so. This, presumably, is related to ease of access/proximity to a GWRC regional park.

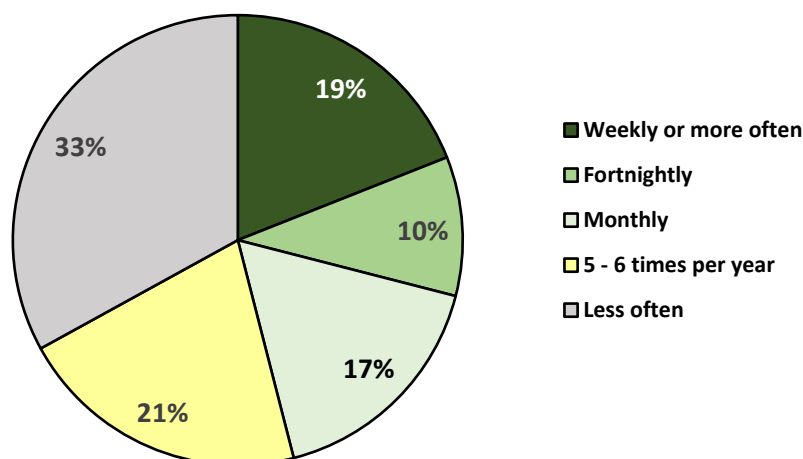
The following chart is based on the total number of respondents in the survey, who live in each area.

MAJOR REGIONAL PARKS/FORESTS	TOTAL RESP's	AREA					
		Kapiti	Porirua	Wellington	Lower Hutt	Upper Hutt	Wairarapa
Bases:	500	53	56	204	101	42	44
	%	%	%	%	%	%	%
Battle Hill Farm Forest Park	14	23	20	13	16	10	2
Belmont Regional Park	21	9	16	17	44	21	5
East Harbour Regional Park	14	9	4	17	22	14	2
Hutt River Trail	34	17	11	25	65	81	7
Kaitoke Regional Park	33	19	32	23	49	67	32
Queen Elizabeth Park	29	74	45	29	13	14	7
Akatarawa Forest	5	8	2	4	6	12	2
Pakuratahi Forest	9	6	4	5	12	21	20
Whitereia Park	15	13	64	8	16	5	-
The Wainui Recreation Area	6	-	7	4	13	7	-
Waikanae River Trail	11	34	9	11	4	5	2
Otaki River Trail	6	21	4	6	3	2	2
RESPONDENTS WHO HAD VISITED A PARK	72%	79%	80%	62%	89%	88%	46%
Average number of parks visited	2.7	2.9	2.7	2.6	2.9	2.9	1.8

### 6.4. FREQUENCY OF PARK USAGE

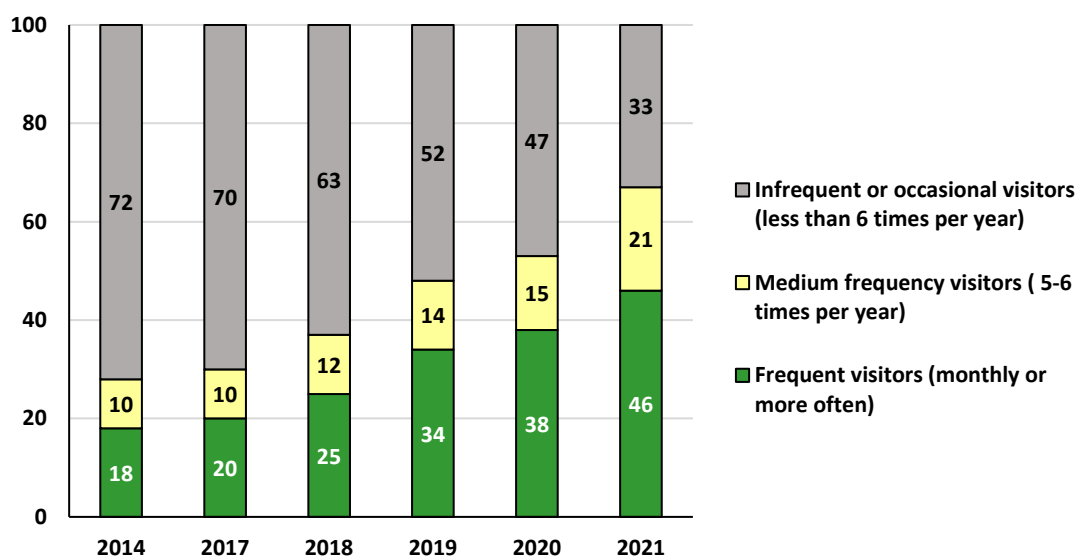
In the 2021 survey, 46% of the research participants stated they had visited *any* of the major regional parks at least monthly in the past twelve months. This is up substantially on the 38% recorded last year.

Frequency of visiting *any* of the Greater Wellington Regional Parks in past 12 months or so



When the frequency of use result is trended over the past six surveys, it is apparent that the frequency of park visitation is continuing to increase.

Trend in frequency of park visitation



Therefore, to summarise, whilst we saw in Section 6.2 of this report, that a slightly lower percentage of the research participants (72% this year, compared to 74% last year) had visited a regional park, and they had visited slightly fewer parks on average (2.7, versus 2.9 last year), their frequency of visiting the parks has increased. The increase in frequency is evident in more park visitors now being described as ‘frequent’ or ‘medium frequency’ visitors.

## **6.5. FIRST TIME PARK USAGE**

In the 2021 survey, 36% of park users indicated that they had visited at least one of the regional parks for the first time in the twelve months prior to interview. This is up on the 17% figure recorded last year.

At an individual park level, an average 15% of park visitors were first time users of that park, which is also up on last year's result (8%). The '*first time*' visitation rate for each of the parks was as follows:

	No. of total park visitors (n=)	<b>First time visitors %</b>
Battle Hill Farm Forest Park	(70)	<b>19</b>
Belmont Regional Park	(103)	<b>12</b>
East Harbour Regional Park	(71)	<b>18</b>
Hutt River Trail	(169)	<b>12</b>
Kaitoke Regional Park	(166)	<b>11</b>
Queen Elizabeth Park	(145)	<b>13</b>
Akatarawa Forest	(26)	<b>8</b>
Pakuratahi Forest	(46)	<b>19</b>
Whitireia Park	(77)	<b>8</b>
Wainui Recreation Area (Reservoir Rd)	(29)	<b>21</b>
Waikanae River Trail	(53)	<b>15</b>
Otaki River Trail	(31)	<b>23</b>

The above results, coupled with those of Section 6.4, indicate that more respondents have been trialling new parks (to them) as part of their increased frequency of use.

The 36% of respondents who had visited any of the regional parks for the first time, in the past twelve months, were asked to freely outline what had attracted them, or prompted them to make the visit. Their replies are summarised into the main contributing factors below.

What attracted/prompted a first-time visit?	Had visited any of the parks for the 1 <sup>st</sup> time (n=179)
	%
Went on an outing with friends; went there with friends/family who invited us to go with them on a walk/bike ride/picnic/night run	29
Word-of-mouth; the park was recommended by friends/family	25
The GWRC website; we Googled to find a different place to go; we were browsing online/on the Internet for a new area to explore; we looked up 'walks' on Google; we Googled a place to camp	18
I/we had a bit of time available and wanted to try somewhere new/different	14
Covid prompted us to look up on the internet places we could go to (for a change of scene); with Covid restrictions, we looked for adventures closer to home/places in our own 'backyard'	5
Went as a family group/a group of people from work	5
We wanted to go/explore areas a little further out from home	3
We went there so our children could experience the nature within the park (birds, bush, etc)	2
We heard there were good facilities there for camping	1
We are new to Wellington/have recently moved here and began exploring what is available	1
Our daughter was staying there in a campervan, so we went visit her	x
<i>Average number of comments given by respondents for their first-time visit</i>	<b>1.03</b>

Respondents were also read a prompted list of information sources and asked whether any of the following contributed to their decision to visit a regional park for the first time. This, together with the open-ended responses above, again highlight the importance of ‘word-of-mouth’ recommendations as a contributor to new park visitation.

INFORMATION SOURCES	Had visited any of the parks for the 1 <sup>st</sup> time (n=179)
Word-of-mouth; recommendation from friends/family/colleagues	82
Google/Google maps	18
Facebook, Instagram, Neighbourly	14
Information on the GWRC website (although some respondents acknowledged, after prompting, that their Google search took to them to the GWRC website)	9
Road signs	5
Advertising/promotions (e.g. on buses, leaflets)	4
<i>Average no. of sources mentioned</i>	<i>1.32</i>

## **6.6. ACTIVITIES UNDERTAKEN IN THE PARKS**

Park users indicated that, during the past twelve months, they had undertaken an average 2.4 different activities in any of the regional parks. This is marginally lower than last year, but consistent with pre-COVID levels.

Overall, a wide variety of activities continue to be undertaken in the regional parks.

'Walking/bush walking' remains the No. 1 activity, but there have been some notable changes over the years for various other activities, such as the growth in 'mountain biking/cycling/e-biking', 'camping' and 'running/jogging'. Family-related activities generally (e.g. 'family outings/recreation, walking the dog, picnics/barbeques, swimming') continue to be undertaken by a significant percentage of the park users, but are showing at marginally lower levels than last year.

The table below lists the activities that park users freely recalled having undertaken in the parks, in order of highest to lowest participation in the 2021 survey. It is important to note that this simply shows the percentage of the public who could recall undertaking the activity, but does not account for the frequency with which the activity is undertaken.

Activities	Regional Parks					
	2014	2017	2018	2019	2020	2021
	%	%	%	%	%	%
Walking/bush walking	53	72	75	74	86	<b>90</b>
Mountain biking/cycling/e-biking	10	26	24	26	33	<b>30</b>
Family outings/recreation	21	16	26	29	24	<b>25</b>
Camping	5	9	12	15	19	<b>18</b>
Walking/running with dog	10	12	16	16	13	<b>18</b>
Running/jogging	6	3	3	6	10	<b>12</b>
Picnics/barbeques	11	19	22	20	10	<b>8</b>
Swimming	8	7	12	11	9	<b>7</b>
Outings with organised groups	9	10	6	7	11	<b>5</b>
Tramping	2	3	4	3	6	<b>5</b>
Hunting animals or game birds	N.A.	N.A.	N.A.	N.A.	N.A.	<b>3</b>
Fishing	N.A.	N.A.	N.A.	N.A.	N.A.	<b>2</b>
Motorised recreation (e.g. 4WD, trail biking)	N.A.	6	2	4	6	<b>4</b>
Attended a GW summer event	1	2	4	2	2	<b>2</b>
Operated model aircraft/drone/similar device	N.A.	N.A.	N.A.	N.A.	3	<b>1</b>
Horse riding	N.A.	4	2	3	2	<b>1</b>
Photography	N.A.	6	7	8	3	<b>N.A.</b>
Other activities	12	16	8	8	6	<b>5</b>
Average no. of activities	1.5	2.2	2.3	2.4	2.5	<b>2.4</b>

Note: N.A. = Not shown separately in these years. Was included in 'other activities'.



## **6.7. DEGREE OF OVERALL SATISFACTION WITH THE PARKS**

Park users were asked to indicate how satisfied they were with each of the parks they had visited in the past twelve months.

Respondents' overall opinions of the parks remain very positive, with 97% of park users now expressing satisfaction, with most park users stating that they were '*very satisfied*' with their overall park experience. This result continues the upward trend noted over the last four annual surveys.

Importantly, very few park users (1%) expressed overall dissatisfaction.

Satisfaction Level	2014	2017	2018	2019	2020	2021
Very satisfied	% 79	% 75	% 78	% 83	% 89	% <b>94</b>
Satisfied	10	20	17	14	9	<b>3</b>
Neutral	10	4	4	2	2	<b>2</b>
Dissatisfied	1	1	1	1	x	<b>1</b>
Very dissatisfied	x	x	x	x	x	-
TOTAL PARK USERS	100%	100%	100%	100%	100%	<b>100%</b>

High levels of overall visitor satisfaction were again recorded for all of the regional parks that respondents had visited. Indeed, all of the parks received an increased percentage of users stating that they were '*very satisfied*'.

Parks	<u>% very satisfied</u>				<u>% at all satisfied</u>			
	2018	2019	2020	2021	2018	2019	2020	2021
Battle Hill Farm Forest Park	83	86	87	<b>93</b>	98	99	95	<b>98</b>
Belmont Regional Park	72	76	84	<b>92</b>	92	96	95	<b>97</b>
East Harbour Regional Park	87	92	94	<b>95</b>	96	98	99	<b>99</b>
Hutt River Trail	66	73	84	<b>92</b>	94	97	98	<b>99</b>
Kaitoke Regional Park	80	89	94	<b>97</b>	93	97	98	<b>99</b>
Queen Elizabeth Park	73	83	88	<b>94</b>	95	97	98	<b>99</b>
Akatarawa Forest	71	80	86	<b>93</b>	95	96	95	<b>97</b>
Pakuratahi Forest	79	78	88	<b>94</b>	98	99	99	<b>99</b>
Whitireia Park	83	86	89	<b>95</b>	98	98	97	<b>98</b>
Wainui Recreation Area (Reservoir Rd)	78	89	94	<b>97</b>	97	100	100	<b>100</b>
Waikanae River Trail	90	93	95	<b>97</b>	97	98	98	<b>99</b>
Otaki River Trail	88	88	91	<b>95</b>	96	98	97	<b>98</b>

### **6.8. THE OVERALL SATISFACTION LEVELS WITH SPECIFIC ASPECTS OF REGIONAL PARKS USED IN THE PAST TWELVE MONTHS**

The research participants were again asked to rate several specific aspects of the regional parks they had visited. Results, at this level of investigation, indicate that satisfaction levels continue to be high. Overall satisfaction appears to be significantly higher than in last year's survey, with more respondents being prepared to give a 'very satisfied' rating.

PARK ASPECTS	Very Satisfied	Quite Satisfied	Not Satisfied	Could Not Rate
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b><u>BUILT FACILITIES:</u></b>				
Trails that are easy to find	<b>71</b>	<b>25</b>	<b>-</b>	<b>4</b>
Trails that connect within parks	<b>65</b>	<b>30</b>	<b>-</b>	<b>5</b>
Trails that offer the right degree of ease or challenge for you	<b>75</b>	<b>18</b>	<b>-</b>	<b>7</b>
Trails access barriers that are easy to get through	<b>66</b>	<b>27</b>	<b>-</b>	<b>7</b>
A sufficient number of toilets	<b>60</b>	<b>22</b>	<b>1</b>	<b>17</b>
Toilets that are well maintained	<b>58</b>	<b>20</b>	<b>2</b>	<b>20</b>
Signs leading to the park	<b>69</b>	<b>20</b>	<b>-</b>	<b>11</b>
Direction signs within the parks	<b>73</b>	<b>16</b>	<b>5</b>	<b>6</b>
Storytelling panels that inform users about the parks, their features and/or their history	<b>69</b>	<b>16</b>	<b>-</b>	<b>15</b>
Picnic areas and facilities	<b>74</b>	<b>18</b>	<b>-</b>	<b>8</b>
<b><u>NATURAL ENVIRONMENT</u></b>				
The experience provided by the natural environment of the park	<b>82</b>	<b>15</b>	<b>-</b>	<b>3</b>
<b><u>CUSTOMER SERVICE IN THE PARK</u></b>				
Help and service received from Greater Wellington employees working in the park, e.g. park rangers, work gangs, staff helping with the Summer Events Programme	<b>29</b>	<b>3</b>	<b>-</b>	<b>68</b>

## **6.9. DESTINATIONS OR FEATURES WITHIN THE GW REGIONAL PARKS**

In this year's survey, park users were questioned about their awareness and usage of six selected destinations or features that are present in the Greater Wellington Regional Parks. As can be seen in the chart below, 91% of the park users (65% of the total sample) had heard of an average 3.5 of the listed destinations. And 64% of park users (46% of the total sample) had visited at least one of the destinations in the past twelve months, on average two.

DESTINATIONS/FEATURES	Have heard of it (n=360)	Have visited it in past 12 months (n=360)
Butterfly Creek, East Harbour Park	<b>49%</b>	<b>12%</b>
Rivendell at Kaitoke Park	<b>51%</b>	<b>29%</b>
Kaitoke Campground	<b>68%</b>	<b>24%</b>
Remutaka Rail Trail, Pakuratahi Park	<b>63%</b>	<b>17%</b>
Korokoro Dam, Belmont Park	<b>37%</b>	<b>16%</b>
Queen Elizabeth Park beach, picnic areas	<b>54%</b>	<b>29%</b>
RESPONDENTS AWARE/HAVE VISITED ANY OF THE DESTINATIONS	<b>91%</b>	<b>64%</b>
Average no. of destinations	<b>3.5</b>	<b>2.0</b>

These results indicate that although there is widespread awareness of the destinations/features among park users, there remains room to promote them and raise awareness further. The park features could become '*must see – must visit*' destinations.

### **6.10. HOW DO PARK USERS TRAVEL TO THE PARKS?**

The 2021 survey included questioning to check what means of transport park users have employed to access any of the Greater Wellington Regional Parks in the past twelve months. The results were as follows:

MEANS OF TRANSPORT	Park Users (n=360)
	<b>%</b>
Private car/vehicle	<b>90</b>
Walked there	<b>21</b>
Cycled there	<b>13</b>
Bus	<b>2</b>
Train	<b>3</b>
Motorcycle	<b>1</b>
<i>Average no. of transport means</i>	<b><i>1.3</i></b>

### **6.11. ACCESSIBILITY OF FACILITIES**

The research participants were informed that ‘*Greater Wellington has a park management plan goal about regional parks and their facilities being as accessible as possible for many people*’. Respondents were then asked for their opinion on how accessible they find the parks, the information about them and the facilities available. As can be seen in the chart below, the great majority (80%+) of park users find them ‘*very accessible*’.

ACCESSIBILITY OF FACILITIES (n=360)	Very accessible	Somewhat accessible	Not at all accessible	Unsure/ Can't rate
	%	%	%	%
Information about regional parks and finding what I need to plan visits	<b>82</b>	<b>14</b>	-	<b>4</b>
Areas of parks I want to visit	<b>89</b>	<b>7</b>	-	<b>4</b>
Parking, toilets, other facilities	<b>80</b>	<b>14</b>	<b>1</b>	<b>5</b>
Facilities that support the use of a pram or pushchair, wheelchair or other mobility assistance device	<b>85</b>	<b>10</b>	-	<b>5</b>
Access barriers on trails that are easy to get through	<b>88</b>	<b>7</b>	-	<b>5</b>
Trails that offer the right degree of ease or challenge for you	<b>86</b>	<b>10</b>	-	<b>4</b>
Overall rating of accessibility	<b>89</b>	<b>7</b>	-	<b>4</b>

## **6.12. REASONS FOR NON-VISITATION OF THE REGIONAL PARKS**

28% of respondents in the 2021 survey had not visited any of the greater Wellington regional parks in the past twelve months. A number of factors again contributed to the reasons for non-visitation of the regional parks. These are summarised in the table below.

<u>Reasons for not visiting in the past twelve months</u>	<u>% of Non-Visitors</u> (n=140)
Lack of time and other commitments (e.g. family commitments, children's sport, work/business commitments, sporting commitments, commitment with friends, elderly/sick family members, work on house/property)	29
We prefer/enjoy the local parks/smaller parks/green areas closer to home/nearby; prefer to walk/exercise nearer to home; I have all I need in the local parks nearer my home	23
Health problems/limited or no mobility/arthritis/currently injured; walking is problem/challenge for me these days	13
Too old (I'm in my late 70s/80s); don't visit these parks now	11
The time needed to travel to the regional parks (e.g. can get exercise/do outdoor activities closer to home); don't live near any of these parks; some are too far away from where I live	10
The parks don't interest me; I have other interests/prefer other activity	9
Lack of transport (e.g. I have no car; I don't drive now; I rely on others to take me where I need to go)	6
I have no reason to go	6
Prefer to play/exercise/enjoy the outdoors on the golf course, or in some other way, e.g. fishing, boating	5
It's not a priority for me/not on my agenda	5
We are new to Wellington/the area and just finding out what is here	5
We go to playgrounds/places that have children's activities	4
I am not an outdoors person; the outdoors/bush walking doesn't interest me	4
We tend to walk our dog closer to home; we use the local dog parks for exercise	3
I/we have chosen to live and work in the city; our lifestyle revolves around city living and we like it that way	3
Other reasons	3
<i>Average no. of reasons given</i>	<i>1.4</i>

In comparison to the reasons for non-visitation expressed in last year's survey, it is interesting to note that 'lack of time' was mentioned less frequently in the latest study (29% versus 37% last year), and 'a preference for local parks closer to home' received increased mention (23% versus 15% last year). This may reflect changing lifestyles and experiences as a result of COVID-19.

## **6.13. BARRIERS OR LIMITING FACTORS TO VISITING THE REGIONAL**

### **PARKS MORE FREQUENTLY**

The 72% of respondents, who had visited any of the greater Wellington regional parks in the past twelve months, were questioned as follows:

*“Can you please tell me what you see as the barriers, or limiting factors, if any that prevent you from visiting the regional parks and forests more frequently than you do now? Are there any other barriers or limiting factors?”*

64% of these park users identified a barrier or limiting factor, which is again down notably on the 76% who did so last year. The factors identified by these respondents were similar to those expressed in earlier studies and by the non-park users in Section 6.?. Specifically:

<u>Barriers/limiting factors</u>	<u>% of Park Users (n=360)</u>
Lack of time and other commitments (e.g. family commitments, work/business commitments, sporting/leisure commitments, elderly/sick family members, work on property/renovations, there is always other things to do); we have a busy lifestyle and family commitments	<b>32</b>
The time needed to travel to the regional parks (e.g. travelling time is an important/limiting factor; some regional parks require significant travelling time); distance from our home; it’s easier to go for a walk/exercise closer to home; they are too far away from my home	<b>13</b>
I/we have parks we can go to nearer home; prefer our local parks and green areas; the local parks are great for me (I don’t need the bigger parks)	<b>7</b>
Health problems (e.g. arthritis, mobility problems, angina, high blood pressure)	<b>6</b>
The weather can be a factor; we don’t go in the rain/bad weather/high winds	<b>5</b>
COVID/COVID lockdowns (you could only visit the parks nearby/were unsure whether we could visit them)	<b>5</b>
Lack of fitness and/or self-motivation; my lack of self-motivation can be a problem; I sometimes just don’t feel like going anywhere	<b>4</b>
My age/too old (We are in our 70s/80s)	<b>3</b>
The children like to go to parks where there are activities/equipment they can play on (we went to Queen Elizabeth Park, but the area for children was closed on the day we went)	<b>3</b>

*Chart continues overleaf*

<u>Barriers/limiting factors</u>	<u>% of Park Users (n=360)</u>
Lack of transport (e.g. I do not drive/have a car; I rely on others to take me; I am reliant on public transport)	2
My lack of interest; it doesn't interest me; it's not on my bucket list; I have no inclination to go there	2
We have young children/ a baby (and are not yet ready for long walks); we have little children which restricts the size and length of the walks	2
The cost of petrol/car running costs; petrol is expensive	2
Golf is my outing/outdoor experience; I walk each week playing golf	2
Lack of knowledge/information; more information about the parks and what is available may encourage us to go more often	2
Security of cars when people are out walking; I am reluctant/hesitant to leave my car for long unattended	2
Lack of confidence to go into the bush alone; would not feel safe going to these parks on my own	1
Lack of/poor transport connections; the train/bus timetables don't work for me	1
Other barriers/limiting factors	3
<i>Average no. of barriers/limiting factors identified</i>	<i>1.5</i>



## **6.14. WHAT PARK USERS VALUE MOST**

Park users were again asked to outline what they value most about their regional park experiences. There continues to be many benefits and features that park users associate with their regional park experience. These are summarised below, in order of frequency of mention.

<u>What is most valued</u>	<u>% of Park Users (n=360)</u>
A chance to recharge/refresh/ get away from it all; I enjoy the peace and quiet, away from the city; being able to relax in the natural environment; you get away from the rat race; I value the time I get to myself – it gives me a break away from home/the pressures of life	<b>36</b>
I value the open spaces; being able to enjoy the outdoors/big open spaces; the opportunity to be outdoors/have an outdoors experience with nature; open space – room to run and bike; I like the big/open outdoor space	<b>21</b>
Being able to spend time/relax with friends/family/the children/grandchildren (in a positive/healthy environment/away from technology and touch screens); time to connect with family and extended family	<b>16</b>
Being able to walk in the native bush/natural bush settings; the native trees, plants and shrubs; I enjoy walking in the bush/natural environment (the smells, sounds, etc); being surrounded by bush	<b>14</b>
The scenery/views - beautiful, natural, unspoilt; the natural beauty of the parks; the variety of scenery to enjoy	<b>13</b>
The accessibility of the parks/tracks – they are close/not too far away from home/the city; we don't need to travel far to get to them	<b>11</b>
It provides the opportunity to enjoy/experience/see/connect with nature	<b>10</b>
The fresh air; the feeling of freshness and cleanliness of nature/the outdoors	<b>9</b>
The birds and wildlife; the sounds of the birds; bird song	<b>8</b>
I enjoy the variety in the tracks/trails/terrain (easy walks to more challenging); each park has something different - there is always something to see/experience; there is plenty of variety to suit different ages and abilities; I like exploring different tracks/new areas	<b>7</b>

*Chart continued overleaf*

<u>What is most valued</u>	<u>% of Park Users (n=368)</u>
The parks are generally clean and well-maintained/clean and tidy	7
The parks are free to visit (and without restrictions); they are free for everybody; an affordable activity for families	5
The parks are safe/relatively safe environments; we feel safe visiting them	5
I value being able to walk with my dog; the parks provide a good place/good space to walk my dog	5
The parks are great places to bike in; good tracks for biking; I enjoy biking in the parks; it is better/safer than biking on the road	4
I value the camping experiences we have had; there are good camping facilities; we can camp not too far from home	4
New experiences/something different; seeing new places for the first time	3
Parks are generally not crowded, which is good	3
I enjoy exercising in the parks - it gives me variety in what I do and see; I prefer exercising in the parks, rather than the gym	3
Availability – they are available at any time/when you want to visit; they are there when you want them	3
Clean/unpolluted water (and being able to swim if we want to)	2
The opportunity to make a memory/enjoy something from your past/childhood	2
I value the history of the parks/the information that tells you about the parks and their history	1
The restoration of the natural bush and wetlands	1
The challenge and sense of achievement (there are different tracks to use; some provide more challenge than others); the parks provide a sense of adventure	1
The fact they are still there, especially with many green spaces being lost to housing developments	1
I value the signs that show the timing of the walks; the signs enable us to plan our walks/day	1
I enjoy the larger parks – they offer more than the local parks	1
I value the feeling of a good day out	1
Other points mentioned	3
<i>Average no. of mentions</i>	<b>2.01</b>

### **6.15. CLIMATE CHANGE INITIATIVES**

It was explained to the research participants that ‘Greater Wellington has a parks management plan and climate change strategy for the region, to help reduce the effects of climate change and be carbon neutral by 2030’. They were then read the following list of initiatives and asked, for each initiative, whether they were ‘*aware of it, or had heard or seen anything about it*’.

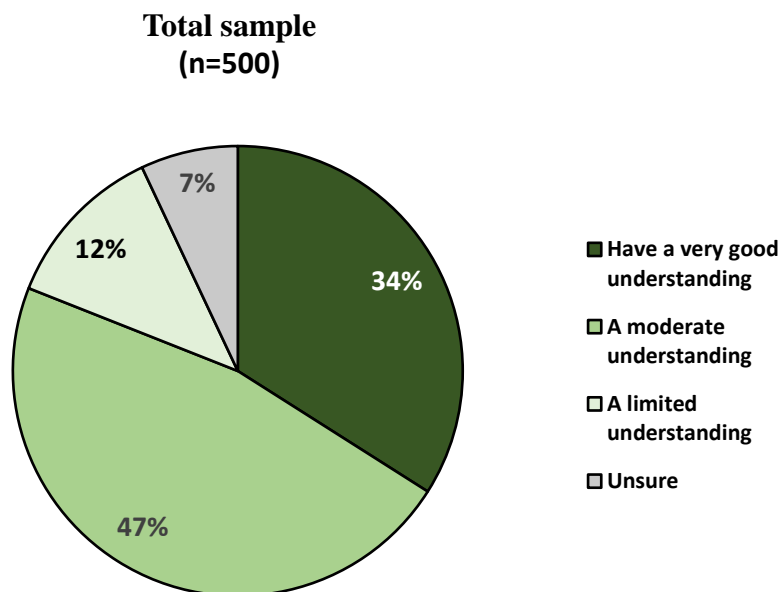
INITIATIVES (AWARENESS LEVELS)	TOTAL RESPONDENTS (n=500)
	%
Phasing out stock grazing in parks to focus on restoration	<b>6</b>
Tree planting and restoring native vegetation	<b>69</b>
Working to eradicate pests and weeds to help the environment be more resilient	<b>74</b>
Wetland protection and restoration	<b>66</b>
Water quality improvements (e.g. removing stock grazing, planting stream banks, removing barriers to fish passage in streams)	<b>41</b>
Supporting mana whenua, friends’ groups and other groups doing conservation work in parks and other land	<b>46</b>
Improving options to get to parks by bike or public transport and providing electric vehicle charging stations (in or near the parks)	<b>14</b>
Storytelling and education activities in parks to inform people about climate change	<b>40</b>

There are clearly high levels of awareness for three of the initiatives, i.e. pest/weed eradication, tree planting/restoration and wetland protection/restoration. A further three initiatives currently have a moderate level of awareness, i.e. support for conservation work, water quality improvements and storytelling/education activities in parks. However, there is relatively low awareness of the remaining two initiatives, i.e. improving public access to the parks and the phasing out of stock grazing in the parks.

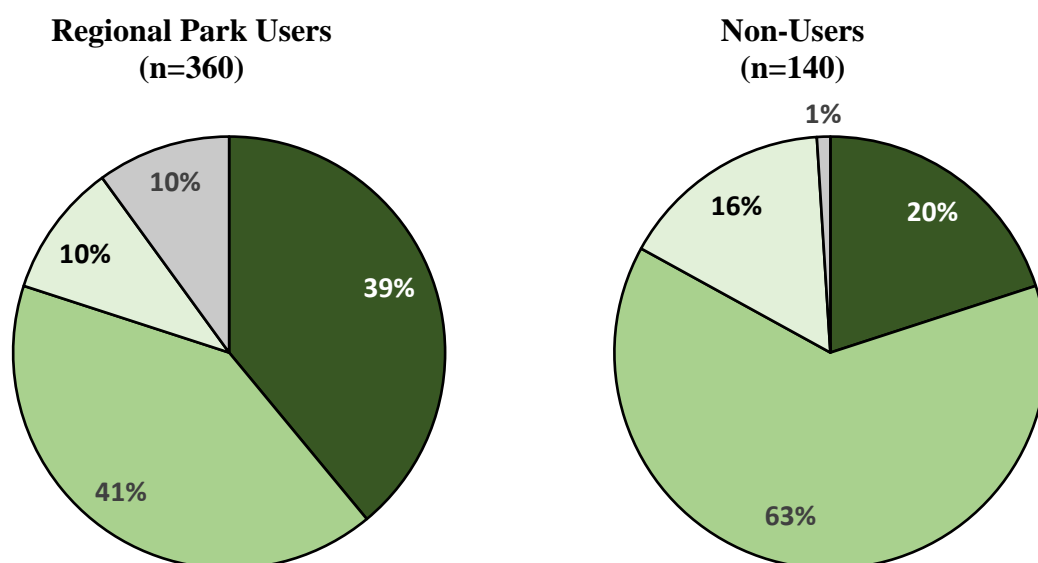
The research participants were further questioned as follows:

*“Thinking about the initiatives we have just talked about how well do you understand what Greater Wellington is trying to achieve with these initiatives?”  
Would you say you have a very good understanding, a moderate understanding, or a limited understanding of what they are trying to achieve?”*

The overall result points to most respondents considering they have a ‘moderate’ to ‘good’ understanding’ of what Greater Wellington is trying to achieve with these initiatives. There remains, however, room to further increase awareness on an ongoing basis.



Perhaps not surprisingly, the current users of the regional parks have a greater understanding of the initiatives than do the non-users of the parks. That is:



### **6.16. GWRC's 'SUMMER EVENTS PROGRAMME'**

37% of the total research participants stated that they had heard of GWRC's 'Summer Events Programme'. Stated awareness was higher among park users (41%) compared to non-park users (26%).

Respondents who were aware of the 'Summer Events Programme' were then asked to recall from which sources they had heard about it. The information sources to which they attributed their awareness were as follows:

INFORMATION SOURCES	% of those aware of the programme (n=183)
	%
<u>FROM CHECKLIST</u>	
Word-of-mouth (friend/family/colleague)	49
Facebook, Instagram, Neighbourly	40
Posters on trains, buses, or in the parks	11
Radio	9
Google	8
gwsommer.com webpage/GW website	7
Back of buses	3
<u>OTHER SOURCES FREELY RECALLED</u>	
Information in with the rates notice	15
Community newspapers (e.g. Kapi Mana News, Upper Hutt Leader)	6
The Dominion Post	5
A letterbox drop/flyers	5
Email from a mailing list I'm on	4
School notices	3
Billboards on the side of the road	3
An event at the Soundshell (Botanical Gardens)	2
Posters at the library	2
<i>Average number of information sources recalled</i>	<i>1.72</i>

From the above list of where respondents thought they had heard about the 'Summer Events Programme', it would seem that some people still confuse this programme with events organised by other institutions, e.g. the City Councils.

8% of the total research participants stated that, in the past twelve months, they had attended any of the events associated with the GWRC's 'Summer Events Programme'. However, given that there may be some confusion regarding specific events, this figure is likely to be overstated.

The respondents who had attended any of the events associated with the GWRC's 'Summer Events Programme' were asked to indicate which source of information was the *most* influential on their decision to attend. The results were as follows:

MOST INFLUENTIAL INFORMATION SOURCE	TOTAL RESPONDENTS (n=500)
	%
Social media/Facebook	3
Word-of-mouth	2
From previously attending a summer event	2
Other	1
HAD ATTENDED A 'SUMMER EVENTS PROGRAMME'	8%

## **6.17. AWARENESS OF GWRC'S INVOLVEMENT/RESPONSIBILITIES**

### **WITH REGARD TO THE REGIONAL PARKS**

Respondents were asked the following question, to check on the public's awareness and knowledge of GWRC's involvement with the regional parks:

*"Prior to taking part in this survey, were you aware that the Greater Wellington Regional Council is responsible for (each area listed below)?"*

The table below shows the percentage of regional park users and non-users who stated they were aware of GWRC's involvement in each area of responsibility.

AREAS OF RESPONSIBILITY	TOTAL RESPONDENTS (n=500)	Regional Park Users (n=360)	Park Non-Users (n=140)
	<b>%</b>	<b>%</b>	<b>%</b>
The planning and management of the regional parks for the people of Wellington and visitors	<b>72</b>	<b>77</b>	<b>59</b>
Running the Greater Wellington Summer Events Programme	<b>34</b>	<b>38</b>	<b>24</b>
Providing information through communication channels such as the GWRC website and social media activity (e.g. Facebook) to support people visiting parks and having enjoyable experiences	<b>46</b>	<b>52</b>	<b>31</b>
Implementing a range of climate actions to improve environmental resilience and reduce carbon emissions	<b>17</b>	<b>18</b>	<b>13</b>
Providing a park ranger service to support enjoyable park experiences and maintenance activities	<b>64</b>	<b>71</b>	<b>44</b>

The results confirm that the majority of research participants were aware of GW's involvement with *'the planning and management of the regional parks'* and *'providing a park ranger service'*. A moderate level of awareness was again recorded for GW's role in *'providing information through communication channels'* and *'running the Summer Events Programme'*.

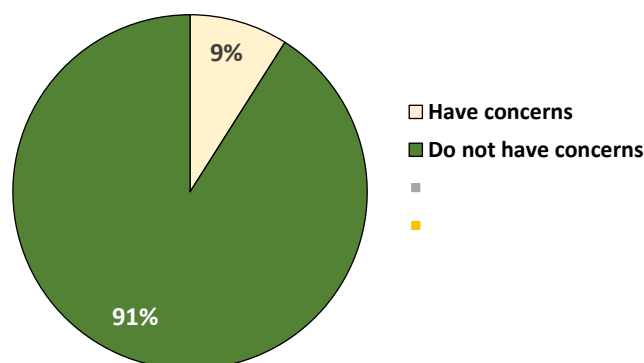
However, awareness was considerably lower for GW's role in *'implementing a range of climate actions'*. This is an interesting result, given that in last year's survey, there was a higher level of awareness of individual elements of GW's climate initiatives, such as *'large scale tree planting, wetland restoration and water security'*. It would seem that respondents in this year's survey have not mentally linked the individual elements to the overriding strategy of *'climate actions'*. Perhaps further explanation may be required in future communications.

## **6.18. SAFETY IN THE PARKS**

The research participants were asked:

*“Do you have any concerns about your safety in the Greater Wellington Regional Parks?”*

As was the case in last year’s survey, over 90% of park users did **not** have any concerns about safety. That is:



The 9% of park users who expressed concerns, gave one or more of the following views that are illustrated with the example comments shown:

<u>Areas of concern</u>	<u>Respondents Mentioning</u> (n=500) %
You must be sensible/aware of your personal safety/take care, especially if there are not many people around; I wouldn’t go there unless I have someone with me; I like to make sure I can see other park users around me; I have general concerns as a woman walking in isolated places	3
People loitering in carparks makes me nervous sometimes; groups of noisy youths/ youths loitering can be intimidating; at certain times of the year, you can encounter unsavoury people hanging around in or near the car parks – they need to be moved on	2
I have concerns about leaving my car in the carpark unattended; I have seen/heard of people getting their cars broken into; I sometimes worry that my car/property may get stolen or vandalised while I’m in the park	2
I have seen dogs on the loose/off the lead, which is intimidating for some people; dogs not under control can be a problem; loose dogs in Belmont were a problem for an older couple we met; dogs can sometimes be scary for small children	2
I was concerned when there were unknown people/strangers walking through our campsite at night; crowd behaviour at camping grounds can be a problem – there is a need to respect other campers	1
Some trails are too isolated, e.g. the Otaki Trail – we were attacked there	x
Rocks are not secure on or near tracks at Whitireia Park. Some came down in an earthquake	x



## **6.19. SUGGESTIONS FOR IMPROVING THE PARKS AND/OR MAKING THEM**

### **MORE ACCESSIBLE**

Consistent with the high levels of satisfaction with the regional parks, few of the research participants (12%) offered suggestions in this year's survey. A variety of ideas were put forward by these respondents, which are summarised in the example comments below:

<u>SUGGESTIONS FOR IMPROVEMENT</u>	<u>Respondents Mentioning (n=500) % 3</u>
<p><u>SIGNAGE/INFORMATION BOARDS</u></p> <p>I think they could use more signs at the parks to inform people about where the parks are and what is available. Use pictures and symbols and cater for different languages//The signs are not sufficient. We got lost at Belmont//At Belmont, we took a wrong turn. The sign for/from the farm hub needs improving//The signs at Belmont are not obvious – we got lost going to the waterfall//In the hills at Belmont, there are tracks that are missing signs for direction//More signs are needed at the Kaitoke carpark//At Kaitoke, more signs are needed in the top carpark, to tell us where the river is//A sign to say 'river this way' would be helpful//We were walking from Kaitoke Park to Twin Lakes. The signs were not so good after we left Kaitoke Park//We were camping at Kaitoke. The sign clearly said 'gates closing' at a certain time, but it was not clear as to how to get back in for campers who had been out after the gates were closed//It is important to have good signs in all the parks, to signal easy or difficult, and to understand the terrain//Include a map of the trails at all entrance points to the parks//Have a big display board at each park, which lists all of the regional parks and the distance from the person is now//</p>	
<p><u>MORE ADVERTISING/PROMOTION/PUBLICITY</u></p> <p>Promote the parks regularly, so that you are reminded about what is available and the great experiences you can have//Encourage people to explore new areas they haven't visited yet. There is so much on offer, but I know we tend to revisit the areas we have already been to//The parks are already accessible, but it is a matter of reminding people to go there and perhaps get out of their comfort zone and explore areas they haven't visited//Advertise the parks as providing great adventures close to home//Inform the public that anyone can enjoy the parks. There is something for everyone – yourself, if you want to get away from it all, families, young and old//Publicise the parks on social media. That is what is used these days//Give people a reason to go to these parks. Show families having fun experiences and enjoying themselves. That is what we do and we share our photos with friends and family//Promote the parks more through advertising and social media. Remind people of what they are missing out on if they don't make a visit//</p>	<u>2</u>

*Chart continued overleaf*

<u>SUGGESTIONS FOR IMPROVEMENT</u>	<u>Respondents Mentioning</u> (n=500) %
<u>PROVIDE MORE INFORMATION</u>	<b>1</b>
Provide more pamphlets and brochures. It is good to have literature in hand, with you, when you visit the parks//Provide more information to help with planning for your trip, e.g. where is drinking water available//Getting information for our visit was not simple. It should all be in one place. We had to search to get all the information we needed//Have more information on the website, perhaps using FAQs. For example, we would have liked to know whether we could take a small child's trolley with us//	
<u>SECURITY/REGULAR PATROLS</u>	<b>1</b>
Have regular patrols, to move people on that are loitering in the carparks//Regular security checks to eject the rowdy few who make a nuisance of themselves//The ranger needs to be more visible, especially at the more isolated parks like the Otaki River Trail, with regular checks for people's safety//More security is needed for cars at Belmont/Kaitoke/on the Hutt River Trail. Regular patrols and perhaps more security is needed, e.g. cameras in carparks//	
<u>CAMPING</u>	<b>1</b>
The new camping facilities at Kaitoke are good, but the older camp area is not so appealing//A dump site and freshwater tap is needed for the Belmont campsite//Make sure what people know what is expected of them, when they book their campsite, especially with regard to expected behaviour and respecting other people's space//Being able to camp near home is great, especially these days when we cannot travel as freely as we used to. But with more people doing it, there is a need for campers to be aware and respectful of others around them. GW should have a good set of guidelines to make camping a pleasurable experience//	
<u>MORE RUBBISH BINS ARE NEEDED</u>	<b>1</b>
As a general rule, more rubbish bins are needed across the parks//More rubbish bins please//Belmont has no rubbish bins. They provide picnic tables, but no place to deposit rubbish//Rubbish can be a problem, which we have encountered. People should take their rubbish away. If you have too few bins or they are not emptied regularly, they can sometimes be overflowing. Personally, I would prefer to see more bins in the parks, with regular clearance//	

*Chart continued overleaf*

<u>SUGGESTIONS FOR IMPROVEMENT</u>	<u>Respondents Mentioning</u> (n=500) %
<u>TOILETS</u>	<b>1</b>
More toilets would be helpful//More toilets are needed and you need to know where they are//Toilets are not so well maintained on the Remutaka Rail Trail. They are smelly//The toilets on the Rail Trail are not serviced well. They are unpleasant to use//	
<u>HAVE FACILITIES/ACTIVITIES FOR CHILDREN</u>	<b>1</b>
Have more facilities for children. It is good to go to these parks, but for at least some of the visit, children need things to play on//Activities for children would draw us, as a family, to the parks//Children need areas to play. The outdoor experience provided by the parks is great, but for families with small children, a playground would be good//	
<u>ADDRESS THE PROBLEM OF UNRESTRAINED DOGS</u>	<b>x</b>
Address the problem of dogs running loose/unrestrained at Belmont//	
<u>MISCELLANEOUS</u>	<b>1</b>
As more visitors seem to be coming to these places, more carparking will be required//More lighting would be useful in some areas of the parks//Make is easier for visitors to take their 4WD vehicles to these parks. At present, it is near impossible to get a permit. It is easier to go if you are in a 4WD group//GW is very formal with its communication, too formal on Facebook. The style of communication is not quite right for a younger audience//Keep the parks in an unspoilt state, with minimum intrusion//Are there defibrillators available at these parks? If not, there should be. That would be an improvement//	

### **6.20.1 AWARENESS AND USAGE OF FIVE SELECTED REGIONAL TRAILS**

Questioning was included in the 2021 survey, to compare the awareness and usage levels of five key signature trails in the greater Wellington region, which were first benchmarked in 2019.

As with the benchmark survey, well over 90% of the research participants stated that they had previously heard of *any* of the trails. On average, they had heard of 3.4 of the selected trails, up from 3.1 in 2019.

The Remutaka Cycle Trail was again most well recognised, followed by the Southern Walkway. That is:

AWARENESS OF REGIONAL TRAILS (HAD PREVIOUSLY HEARD OF)	2019 (n=500)	2021 (n=500)
	%	%
The Remutaka Cycle Trail	72	<b>81</b>
The Makara Peak Mountain Bike Park in Wellington	51	<b>53</b>
Te Araroa Trail – Escarpment Track, Paekakariki to Pukerua Bay	53	<b>65</b>
The Southern Walkway – Oriental Bay to Island Bay, Wellington	63	<b>71</b>
The Skyline Track – Johnsonville to Karori, including Mt Kaukau	57	<b>53</b>
RESPONDENTS WHO HAD HEARD OF ANY OF THE TRAILS	97%	<b>96%</b>
Average no. of trails that respondents had heard of	3.1	<b>3.4</b>

All of the signature trails have recorded an increase in the percentage of residents who have used them in the *past two years or so*. Again, the Southern Walkway has attracted the greatest percentage of residents using, although the other trails have recorded higher levels of increase.

REGIONAL TRAILS USED IN PAST TWO YEARS	2019 (n=500)	2021 (n=500)	% <i>change</i>
	%	%	
The Remutaka Cycle Trail	17	<b>29</b>	<b>+70.6</b>
The Makara Peak Mountain Bike Park in Wellington	18	<b>25</b>	<b>+38.9</b>
Te Araroa Trail – Escarpment Track, Paekakariki to Pukerua Bay	15	<b>29</b>	<b>+93.3</b>
The Southern Walkway – Oriental Bay to Island Bay, Wellington	31	<b>38</b>	<b>+22.6</b>
The Skyline Track – Johnsonville to Karori, including Mt Kaukau	18	<b>26</b>	<b>+44.4</b>
RESPONDENTS WHO HAD VISITED ANY OF THE TRAILS IN THE PAST TWO YEARS	49%	<b>68%</b>	<b>+38.8</b>
Average no. of trails visited	2.0	<b>2.2</b>	

### **6.20.2. ACTIVITIES UNDERTAKEN ON THE TRAILS**

The research participants were asked to indicate how they had used the trails on their visit(s). That is, did they walk, run, ride a mountain bike/cycle, or used them in some other way.

The results for each trail are shown below.

ACTIVITY UNDERTAKEN ON THE TRAILS	Remutaka Cycle Trail (n=145)	Makara Peak Mountain Bike Park (n=123)	Te Araroa Trail (n=144)	Southern Walkway (n=190)	Skyline Track (n=128)
Walk	<b>61</b>	<b>80</b>	<b>96</b>	<b>99</b>	<b>66</b>
Run (or jog)	<b>12</b>	<b>-</b>	<b>5</b>	<b>8</b>	<b>12</b>
Ride a bike/mountain bike	<b>39</b>	<b>35</b>	<b>3</b>	<b>11</b>	<b>23</b>
Work/voluntary work (e.g. weed control, tree planting)	<b>-</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>-</b>
Average no. of activities undertaken	1.12	1.16	1.04	1.10	1.01

It should be noted that the above chart shows the percentage of trail users in the sample, who had walked/run/biked on their visits to each trail. It does not necessarily reflect the frequency of visit for each activity. It could be, for example, that mountain bikers may use the cycle trails more frequently than the walkers. If that were the case, cycling would account for a significantly higher share of total visits made by the trail users.

### **6.20.3. THE OVERALL SATISFACTION LEVELS WITH SPECIFIC ASPECTS OF THE REGIONAL TRAILS VISITED IN THE PAST TWO YEARS**

The research participants were also asked to rate several specific aspects of the regional trails they had visited. Results indicate that satisfaction levels remain high, with most users stating they were 'very' or 'quite satisfied' with the various aspects of the trails.

TRAIL ASPECTS	Very Satisfied	Quite Satisfied	Not Satisfied	Could Not Rate
	%	%	%	%
Trails that are easy to get to	73	23	-	4
Trails that connect within parks or destinations	68	26	-	6
Trails that offer the right degree of ease or challenge for you	72	24	-	4
Trail surfaces that are well maintained	70	25	1	4
Trail barriers that are easy to get through	63	25	-	12
Consistently good trails that provide users with a good experience across the trail network	71	21	1	7
Toilets in the right locations	56	18	3	23
Toilets that are well maintained	55	17	1	27
Signs leading to the trail	72	21	1	6
Direction signs on the trail that are easy to follow	68	22	5	5
Story-telling signs that inform users about the trails, their features and/or their history	63	19	4	14
Picnic or rest areas and facilities	68	20	2	10
Carparking facilities	66	26	1	7

It can be noted that satisfaction levels were generally higher than those expressed in the 2019 benchmark survey, with significantly more respondents stating that they were 'very satisfied' with the various aspects of the trails they had visited. This may be reflective of improvements to facilities, or residents being more aware/familiar with the facilities available, given the increased usage of the trails.

#### **6.20.4. SUGGESTIONS FOR IMPROVING THE TRAILS**

Again, given the high levels of satisfaction with the regional trails, few of the research participants offered suggestions for improvement. The views expressed mainly centred on the Te Araroa Trail/Escarpment Track. 10% of the respondents who had used the trail made comments such as:

*“It is necessary to hold a rope as you are going along this trail. But the rope is not secure now in several places. Urgent repair is required.”*

*“I have concerns about the safety of the Escarpment Track. It needs better access for the first-responders.”*

*“The GW website does not warn you about the terrain of the Escarpment Track. It is high and open. We were stuck behind people who were frightened of heights and really stuck on one of the swing bridges.”*

*“On the Te Araroa Track, there are no handrails, which makes it very open and dangerous.”*

*“The Escarpment Track needs more warning signs about the level of fitness required, the steep terrain and the time needed to cross.”*

*“The Escarpment Track is one I wouldn’t recommend for children or people with a health or fitness problem.”*

*“We found the Te Araroa Trail too challenging and decided to go back. We didn’t feel comfortable there.”*

An interesting comment was also made about the provision of information regarding transport connections to/from the Te Araroa Trail:

*“The GW website does tell you how long the Escarpment Track will take to walk. But it should make it clearer that you either need to be met at the other end, or plan your walk to coincide with catching the train home. We took the train and became a long day for us.”*

Other suggestions for improving the trails were more general and echoed the suggestions made for the parks. To summarise:

*“Promote the trails more/inform or remind the public they are there to enjoy.”*

*“Have good signage on the trails/information boards to show/promote the regional parks and let people know where the key trails are situated.”*

*“More public toilets are needed/would be helpful.”*

*“More litter bins would be useful.”*

*“Improve the level of security in the carparks/security is needed for cars in popular carparks/a sign saying there is a security camera maybe a deterrent.”*



## **6.21. SEGMENTATION**

Previous research undertaken for GWRC has identified ten segments among the population, based on the public's attitudes toward the environment. The key attitudinal descriptors are summarised in the statements overleaf.

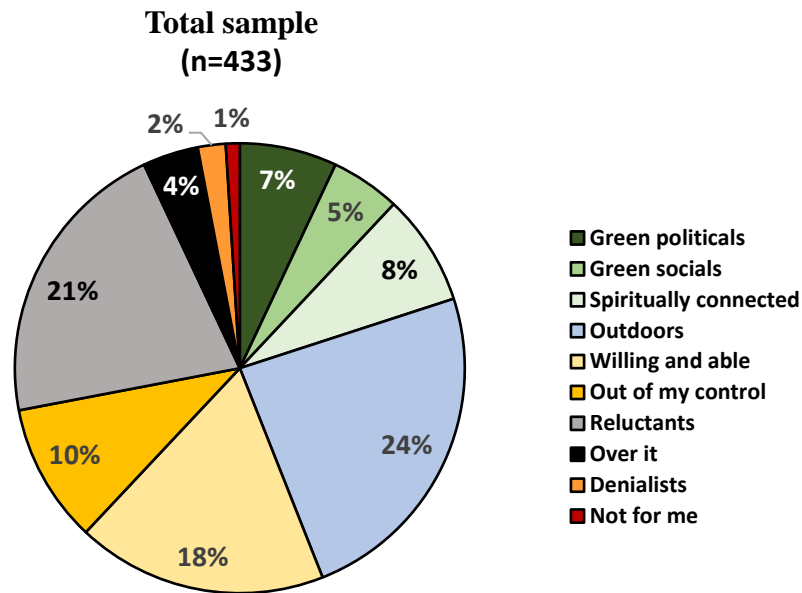
In total, 87% of the latest survey sample agreed to complete the ratings exercise needed to identify the segments and the results that follow in this section are based on those participants. The remaining 13% of respondents did not wish to participate, given the lengthy interview up to that point, which had primarily gathered the information necessary for the annual research study into the Greater Wellington Regional Parks

The chart below shows the percentage of total respondents who felt that each statement did or did not reflect their thoughts about the environment.

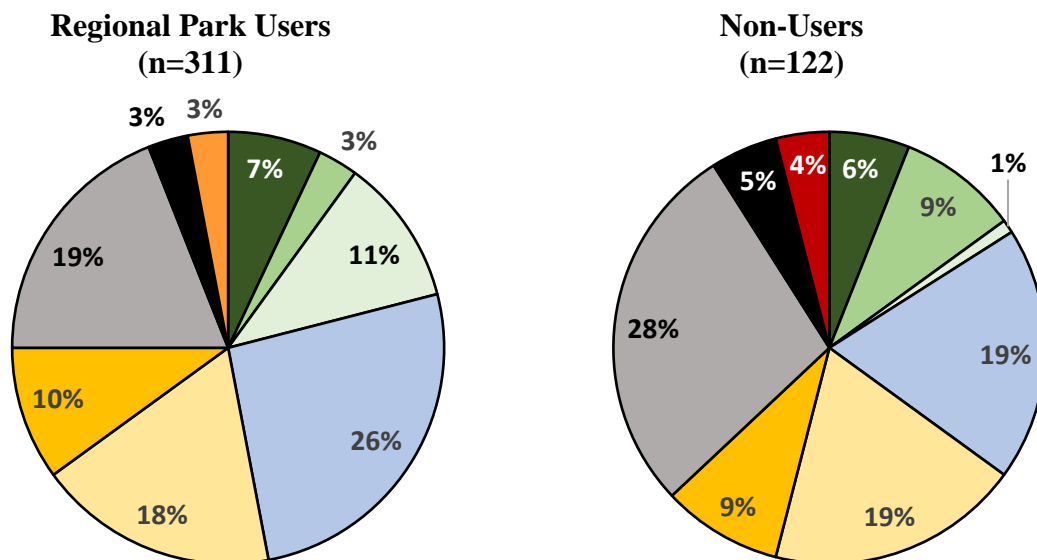
THE SEGMENT DESCRIPTORS	THE STATEMENT REFLECTS MY THOUGHTS:				TOTAL
	Very well	Quite well	Not very well	Not at all well	
<b><u>GREEN POLITICALS</u></b> <i>I actively follow green politics and believe in environmentalism as a vital part of New Zealand's future.</i>	% <b>22</b>	% <b>51</b>	% <b>22</b>	% <b>5</b>	% <b>100</b>
<b><u>OVER IT</u></b> <i>I'm bored with all the talk about the environment. Everything with the environment is okay here where I live</i>	<b>3</b>	<b>8</b>	<b>32</b>	<b>57</b>	<b>100</b>
<b><u>DENIALISTS</u></b> <i>I think the environment where I live is in good shape and we don't have to worry about it.</i>	<b>1</b>	<b>32</b>	<b>41</b>	<b>26</b>	<b>100</b>
<b><u>GREEN SOCIALS</u></b> <i>I'm deeply passionate about the environment. I'd do everything I can to look after it and I actively encourage others to get involved.</i>	<b>24</b>	<b>53</b>	<b>18</b>	<b>5</b>	<b>100</b>
<b><u>SPIRITUALLY CONNECTED</u></b> <i>I'm deeply connected with the environment in a spiritual and cultural way.</i>	<b>21</b>	<b>28</b>	<b>33</b>	<b>18</b>	<b>100</b>
<b><u>OUTDOORS</u></b> <i>I spend a lot of time outdoors in nature. I connect with nature at a very personal level doing what I love (e.g. tramping, biking, fishing, camping, surfing, etc).</i>	<b>23</b>	<b>46</b>	<b>23</b>	<b>8</b>	<b>100</b>
<b><u>OUT OF MY CONTROL</u></b> <i>It's sad to see the bad state the environment is in, but I'm not sure if I can do anything as an individual that will make a difference.</i>	<b>18</b>	<b>30</b>	<b>34</b>	<b>18</b>	<b>100</b>
<b><u>WILLING AND ABLE</u></b> <i>I want to make a difference, and I'll do what I can to help. Tell me how I can contribute.</i>	<b>28</b>	<b>42</b>	<b>26</b>	<b>4</b>	<b>100</b>
<b><u>NOT FOR ME</u></b> <i>I'm not really interested in the environment. There are others, like the government and councils, that are taking care of it.</i>	<b>6</b>	<b>15</b>	<b>27</b>	<b>52</b>	<b>100</b>
<b><u>RELUCTANTS</u></b> <i>I'll do what I have to with environmental things – like separate our household rubbish - but it has to be convenient or else I am not interested.</i>	<b>24</b>	<b>36</b>	<b>23</b>	<b>17</b>	<b>100</b>

Having rated each of the attitudinal statements about the environment, respondents were then asked to select the statement that *best* matched how they relate to the environment personally. That provided the segmentation analysis which now follows.

The overall segments, based on the total sample of users and non-users of the regional parks, emerged as follows:

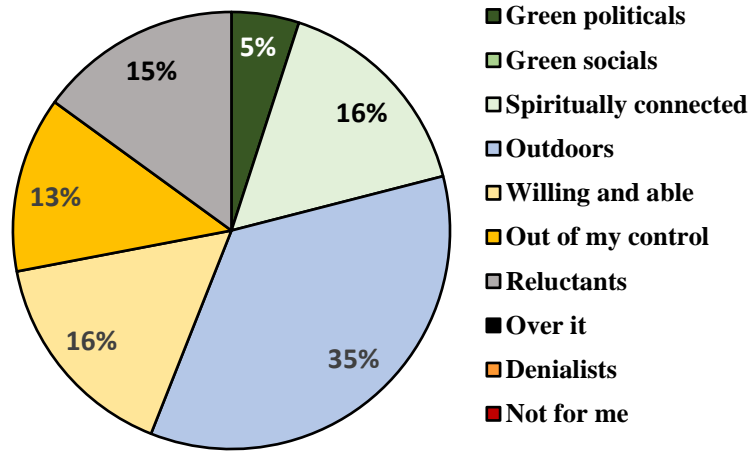


A comparison of the users and non-users of the regional parks reveals notable differences in their attitudinal profiles. That is:

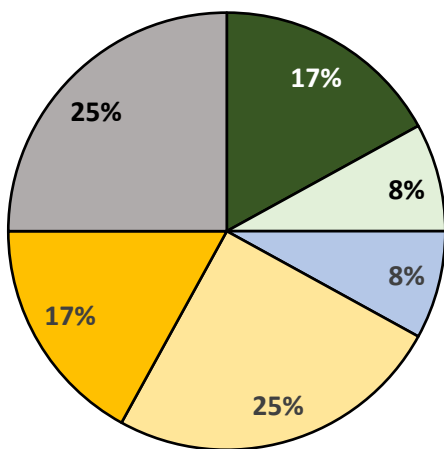


The users of the GWRC regional parks can be further analysed, as follows, to show the comparative attitudinal profiles of the frequent, medium frequency and infrequent/occasional users of the parks.

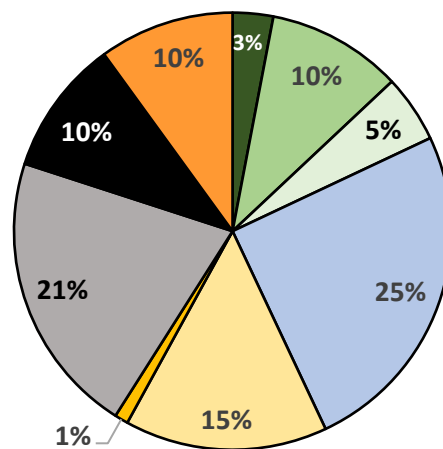
**Frequent Park Users (n=145)**  
*Use the parks at least monthly*



**Medium Frequency User (n=64)**  
*Use the parks 5-6 times per year*



**Infrequent/Occasional Users (n=102)**  
*Use the parks less often*



## **7. QUESTIONNAIRE**

COMMUNITY SURVEY INTO THE  
USAGE OF THE GWRC REGIONAL PARKS

April – June 2021

**SECTION A: INTRODUCTION.**

“Good morning/afternoon/evening. I am ..... from Peter Glen Research, a market research company. We are conducting a survey on behalf of the Greater Wellington Regional Council, to check the public’s awareness, usage and opinions about regional parks.”

“For this particular interview, I need to speak to a (person/male/female) over 16 years of age, who permanently lives in the Greater Wellington region.”

“Is there somebody in your household who would be able to help me with the interview please?”

**IF MORE THAN ONE PERSON QUALIFIES, ASK TO SPEAK TO THE PERSON WHOSE BIRTHDAY FALLS NEXT. REPEAT INTRODUCTION IF NECESSARY.**

**IF APPROPRIATE PERSON IS UNAVAILABLE, ARRANGE TIME TO CALL BACK.**

Respondent Name: \_\_\_\_\_

Time/day to call back: \_\_\_\_\_ Phone number: \_\_\_\_\_

“The interview will take approximately ( ... ) minutes. Is it convenient to complete the interview now, or is there a more convenient time I should call back?”

**IF NECESSARY, RECORD CALL BACK DETAILS.**

Respondent Name: \_\_\_\_\_

Time/Day to Call Back: \_\_\_\_\_ Phone number: \_\_\_\_\_

**SECTION B: GWRC REGIONAL PARKS QUESTIONS**

“The first set of questions is about regional parks in the greater Wellington region. By regional parks, we are referring to large tracts of publicly owned land that border towns and cities, rather than city gardens, sports or playgrounds. And by the greater Wellington region, we are referring to all areas from Wellington itself up to the Kapiti Coast and Masterton.”

Q.1 (a) “Can you please tell me the names of all the regional parks that you can recall in the greater Wellington region?”

(b) “Any others?” **PROBE UNTIL ‘NO’.**

**FOR EACH ONE NOT MENTIONED, ASK:**

(c) “Have you previously heard of (...)?”

	(a)1 <sup>st</sup> Park <u>Recalled</u>	(a)/(b)Other <u>Parks Recalled</u>	(c) Aware After <u>Prompting</u>
Battle Hill Farm Forest Park	01	02	03
Belmont Regional Park	01	02	03
East Harbour Regional Park (including the hills between Eastbourne and Wainuiomata, Butterfly Creek, the Parangarau (or Pencarrow) Lakes Block and Baring Head)	01	02	03
Hutt River Trail (from Hikoikoi Reserve on the Petone foreshore, to Birchville north of Upper Hutt)	01	02	03
Kaitoke Regional Park	01	02	03
Queen Elizabeth Park	01	02	03
Akatarawa Forest	01	02	03
Pakuratahi Forest (including Tunnel Gully recreational area and Remutaka Rail Trail)	01	02	03
Whitireia Park	01	02	03
The Wainuiomata Recreation Area in Reservoir Road, Moores Valley	01	02	03
Waikanae River Trail	01	02	03
Otaki River Trail	01	02	03
Other (specify)_____	01	02	
NONE OF THESE	01		



Q.2 (a) “Which of these regional parks have you visited in the past 12 months?”

**READ LIST IN ROTATED ORDER**

**FOR EACH PARK VISITED, ASK:**

(b) “How often have you visited (...park...) in the past twelve-months?”

<b><u>CODE SCALE:</u></b>	Once_____	01
	2-4 times_____	02
	5-6 times_____	03
	Monthly _____	04
	Fortnightly _____	05
	Weekly _____	06
	Daily_____	07

(c) “What activities have you undertaken in (...park...) in the past twelve-months?”

<b><u>Interviewer note:</u> Be sure to circle the specific options that apply, as well as the code number</b>		
<b><u>CODE ACTIVITIES:</u></b>		
Walking/bush walking/tramping_	01	Picnics/barbeques _____ 11
Running/jogging_____	02	Participated in organised sports event _____ 12
Walking/running with dog_____	03	Canoeing/kayaking/rafting_____ 13
Mountain biking/cycling/e-biking	04	Family outings/recreation_____ 14
Swimming _____	05	Outings with organised groups_____ 15
Fishing _____	06	Operating model aircraft/drones/similar devices__ 16
Hunting animals or game birds__	07	Attended a Greater Wellington Summer Event ___ 17
Camping_____	08	Volunteer activities (pest trap maintenance,
Horse riding _____	09	weeding, planting trees, building or maintaining
Motorised recreation (e.g. 4WD,		tracks, heritage conservation work)_____ 18
Trail biking) _____	10	Other (specify)_____ 19
		_____
		_____

(d) “When you last visited (...park...), how satisfied were you with (...park...) as a place to (..main activity..) ? Would you say you were .... (**READ SCALE**)?”

**CODE SCALE:**

Very satisfied_____	01
Satisfied _____	02
Neutral _____	03
Dissatisfied_____	04
Very dissatisfied_____	05

## RECORDING SPACE FOR QUESTION 2 (a) – (d)

	(a) Have <u>Visited</u>	(b) Frequency <u>of Visit</u>	(c) <u>Activity</u>	(d) How <u>Satisfied?</u>
Battle Hill Farm Forest Park	01			
Belmont Regional Park	02			
East Harbour Regional Park	03			
Hutt River Trail	04			
Kaitoke Regional Park	05			
Queen Elizabeth Park	06			
Akatarawa Forest	07			
Pakuratahi Forest Park	08			
Whitireia Park	09			
The Wainuiomata Recreation Area in Reservoir Road, Moores Valley	10			
Waikanae River Trail	11			
Otaki River Trail	12			
NONE OF THESE PARKS (If the respondent has <b>not</b> visited any of the parks, skip to and ask <b>Q.7</b> , and then continue the interview from <b>Q.10</b> on, according to instructions)	13			

Q.3 (a) “Can you name any destinations or features in any of the Greater Wellington Regional Parks that you might have heard about or experienced? Any others?”

**PROBE UNTIL ‘NO’**

FOR EACH OF THESE DESTINATIONS/FEATURES NOT FREELY RECALLED, ASK:

(b) “Have you heard of ... ?”

FOR EACH DESTINATION/FEATURE MENTIONED (FREE OR PROMPTED), ASK:

(c) “Have you visited (... destination/feature ...) in the past 12 months?”

DESTINATIONS/FEATURES	(a) Freely Recalled	(b) Aware after prompting	(c) Visited in past 12 mths
Butterfly Creek, East Harbour Park	01	01	01
Rivendell at Kaitoke Park	02	02	02
Kaitoke Campground	03	03	03
Remutaka Rail Trail, Pakuratahi Park	04	04	04
Korokoro Dam, Belmont Park	05	05	05
Queen Elizabeth Park beach, picnic areas	06	06	06
Other (specify)	07		

Q.4 (a) “Which of the following means of transport have you used to access any of the Greater Wellington Regional Parks you have visited in the past twelve months? Have you used any other means of transport?”

**PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

TRAVELLED THERE BY:

Private car/vehicle \_\_\_\_\_ 01  
 Walked there \_\_\_\_\_ 02  
 Cycled there \_\_\_\_\_ 03  
 Bus \_\_\_\_\_ 04  
 Train \_\_\_\_\_ 05  
 Motorcycle \_\_\_\_\_ 06  
 Other (specify) \_\_\_\_\_ 07

Q.4 (b) “Greater Wellington has a park management plan goal about regional parks and their facilities being as accessible as possible for many people. In your opinion, how accessible do you find the parks, the information about them and their facilities now? As I read each of the following, can you please tell me whether you find that aspect very accessible, somewhat accessible, or not at all accessible?”

READ LIST IN ROTATED ORDER	Very accessible	Somewhat accessible	Not at all accessible
Information about regional parks and finding what I need to plan visits	01	02	03
Areas of parks I want to visit	01	02	03
Parking, toilets, other facilities	01	02	03
Facilities that support the use of a pram or pushchair, wheelchair or other mobility assistance device	01	02	03
Access barriers on trails that are easy to get through	01	02	03
Trails that offer the right degree of ease or challenge for you	01	02	03

(c) “Overall, how accessible do you find the regional parks and their facilities?”

Overall rating of accessibility	01	02	03
---------------------------------	----	----	----

IF THE RESPONDENT HAS SELECTED (02) OR (03) IN Q.4 (c), ASK:

(d) “In your opinion, where and how could Greater Wellington improve accessibility in its regional parks?” **PROBE UNTIL CLEAR**

---



---



---



---

Q.5 (a) “Have you visited any of the regional parks and forests we have talked about, **for the first time** in the past twelve months?”

Yes \_\_\_\_\_ 01 - Ask Q.5 (b) – (d)  
No \_\_\_\_\_ 02 - Skip to Q.6

(b) “Which of the regional parks and forests did you visit **for the first time** in the past twelve months? Any others?” **PROBE UNTIL ‘NO’**

	(b) Visited for the 1 <sup>st</sup> time
Battle Hill Farm Forest Park	01
Belmont Regional Park	02
East Harbour Regional Park	03
Hutt River Trail (from Hikoikoi Reserve on the Petone foreshore, to Birchville north of Upper Hutt)	04
Kaitoke Regional Park	05
Queen Elizabeth Park	06
Akatarawa Forest	07
Pakuratahi Forest Park (including Tunnel Gully recreational area and Remutaka Rail Trail)	08
Wairarapa-Moana Wetlands Park	09
Whitireia Park	10
The Wainuiomata Recreation Area in Reservoir Road, Moores Valley	11
Waikane River Trail	12
Otaki River Trail	13

Q.5 (c) “Can I please check, what attracted you, or prompted you to visit (this/these) regional parks **for the first time** in the past twelve months? Did anything else prompt you?” **PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

---



---



---



---



---



---



---

(d) “Did any of the following information sources contribute to your decision to visit (this/these) regional parks for the first time? And did any other information sources contribute to your decision?” **PROBE UNTIL ‘NO’**

<u>READ LIST</u>	Yes	No	(Don't Know)
Word-of-mouth/recommendation from friends/family/colleagues	01	02	03
Facebook, Instagram, Neighbourly	01	02	03
Google	01	02	03
Radio	01	02	03
Newspaper	01	02	03
Advertising or promotions (specify)	01	02	03
Information on the GWRC website	01	02	03
Other (specify)_____	01	02	03

Q.6 (a) “Thinking about the regional parks you have visited in the past twelve months or so, how satisfied were you with the following aspects of those parks? As I read each aspect, can you please tell me whether you were very satisfied, quite satisfied, not very satisfied, or not at all satisfied with it?”

PARK ASPECTS (ask in rotated order)	<u>Ratings</u>				
	Very Satisfied	Quite Satisfied	Not Very Satisfied	Not At All Satisfied	(Did Not Use/Unable To Rate)
<u>BUILT FACILITIES</u>					
Trails that are easy to find	01	02	03	04	05
Trails that connect within parks	01	02	03	04	05
Trails that offer the right degree of ease or challenge for you	01	02	03	04	05
Trails access barriers that are easy to get through	01	02	03	04	05
A sufficient number of toilets	01	02	03	04	05
Toilets that are well maintained	01	02	03	04	05
Signs leading to the park	01	02	03	04	05
Direction signs within the parks	01	02	03	04	05
Storytelling panels that inform users about the parks, their features and/or their history	01	02	03	04	05
Picnic areas and facilities	01	02	03	04	05
<u>NATURAL ENVIRONMENT</u>					
The experience provided by the natural environment of the park	01	02	03	04	05
<u>CUSTOMER SERVICE IN THE PARK</u>					
Help and service received from Greater Wellington employees working in the park, e.g. park rangers, work gangs, staff helping with the Summer Events Programme	01	02	03	04	05

FOR EACH PARK ASPECT RATED 03 OR 04, ASK Q.6 (b)

Q.6 (b) “Can I please check, why were you **not** satisfied with that aspect of park service?”  
**PROBE UNTIL CLEAR**

PARK ASPECT:

---

---

---

PARK ASPECT:

---

---

---

PARK ASPECT:

---

---

---

PARK ASPECT:

---

---

---

PARK ASPECT:

---

---

---



Ask Q.7 of respondents who have **not visited any** of the regional parks in the past twelve months. Then, for these respondents, skip to Q.10.

Q.7 “Can you please tell me why you have **not** visited any of the regional parks in the past twelve months? Are there any other reasons?”

**PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

---

---

---

---

---

---

---

---

---

---

Ask Qs.8 & 9 of respondents who **have visited** any of the regional parks in the past twelve months.

Q.8 “Can you please tell me what you see as the barriers, or limiting factors, if any, that prevent you from visiting the regional parks more frequently than you do now? Are there any other barriers or limiting factors?”

**PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

---

---

---

---

---

---

---

---

---

---

- Q.9 “Thinking about the overall experience that you gain from the **regional parks** we have talked about, what do you value most about the park experience? Is there anything else that you particularly value?”

**PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

---



---



---



---



---

**ASK ALL RESPONDENTS**

- Q.10 (a) “Greater Wellington has a parks management plan and climate change strategy for the region, to help reduce the effects of climate change and be carbon neutral by 2030. As I read the list of initiatives that are part of this plan, can you please tell me whether you are aware of it, or have heard or seen anything about it?”

<u>READ LIST IN ROTATED ORDER</u>	Yes	No
Phasing out stock grazing in parks to focus on restoration	01	02
Tree planting and restoring native vegetation	01	02
Working to eradicate pests and weeds to help the environment be more resilient	01	02
Wetland protection and restoration	01	02
Water quality improvements (e.g. removing stock grazing, planting stream banks, removing barriers to fish passage in streams)	01	02
Supporting mana whenua, friends’ groups and other groups doing conservation work in parks and other land	01	02
Improving options to get to parks by bike or public transport and providing electric vehicle charging stations (in or near the parks)	01	02
Storytelling and education activities in parks to inform people about climate change	01	02

- Q.10 (b) “Thinking about the initiatives we have just talked about how well do you understand what Greater Wellington is trying to achieve with these initiatives?”  
Would you say you have (...READ SCALE ...) of what they are trying to achieve?”

READ SCALE

A very good understanding_____	01
A moderate understanding_____	02
A limited understanding_____	03
DO NOT READ (Unsure/don't know) _____	04

- Q.11 (a) “Have you heard of the Greater Wellington Regional Council’s ‘Summer Events Programme’ which has been promoted with the slogan ‘It’s all here in your backyard’?”

Yes\_\_\_\_\_ 01 - Ask Q.11 (b) - (d)  
No\_\_\_\_\_ 02 - Skip to Q.12

- (b) “From which of the following sources did you hear about the Greater Wellington Regional Council’s ‘Summer Events Programme’? Was it from ... ?”

READ LIST IN ROTATED ORDER

Facebook, Instagram, Neighbourly_____	01
Word-of-mouth (friend/family/colleague) ____	02
Google_____	03
gwsommer.com webpage _____	04
Radio_____	05
Posters on trains, buses, or in the parks ____	06
Back of buses_____	07
Another source (specify)_____	08
DO NOT ASK (Don't know/can't remember)_____	09

- (c) “In the past twelve months, have you attended any of the events associated with the Greater Wellington Regional Council’s “Summer Events Programme’?”

Yes\_\_\_\_\_ 01 -Ask Q.11(d)  
No\_\_\_\_\_ 02 -Skip to Q.12

- (d) “What was the **ONE** source of information that was **MOST** influential on your decision to attend the event?”

---



---



---



---

Q.12 “Prior to taking part in this survey, were you aware that the Greater Wellington Regional Council is responsible for .... ?”

	<u>Yes</u>	<u>No</u>
The planning and management of the regional parks for the people of Wellington and visitors	01	02
Running the Greater Wellington Summer Events Programme	01	02
Providing information through communication channels such as the GWRC website and social media activity (e.g. Facebook), to support people visiting parks and having enjoyable experiences	01	02
Implementing a range of climate actions to improve environmental resilience and reduce carbon emissions	01	02
Providing a park ranger service to support enjoyable park experiences and maintenance activities	01	02

Q.13 (a) “Do you have any concerns about your safety in the Greater Wellington Regional Parks?”

- Have concerns \_\_\_\_\_ 01 - Ask Q.13 (b)
- Do not have concerns \_\_\_\_\_ 02 - Skip to Q.14

(b) “Can you please tell me what concerns you have about safety in the parks? Anything else?” **PROBE UNTIL CLEAR**

---



---



---



---



---



---

- Q.14 “What improvements do you think could be made to the Greater Wellington Regional Parks, or the information about them, to enhance the visitor experience? Do you have any other suggestions?” **PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

---



---



---



---



---

### **SECTION C: QUESTIONS RELATING TO SELECTED REGIONAL TRAILS**

“For the next few questions, the focus is shifting from the regional parks that we have talked about, to five regional trails in the greater Wellington area.”

- Q.15 “Which of the following regional trails were you aware of, prior to undertaking this interview?”

<u>READ LIST IN ROTATED ORDER</u>	<u>Yes</u>	<u>No</u>
The Remutaka Cycle Trail	01	02
The Makara Peak Mountain Bike Park in Wellington	01	02
Te Araroa Trail – Escarpment Track, Paekakariki to Pukerua Bay	01	02
The Southern Walkway – Oriental Bay to Island Bay, Wellington	01	02
The Skyline Track – Johnsonville to Karori, including Mt Kaukau	01	02

Q.16 “Which, if any, of these five trails we have just talked about, have you used or visited in the **past two years or so?**”

<u>READ LIST IN ROTATED ORDER</u>	<u>Yes</u>	<u>No</u>
The Remutaka Cycle Trail	01	02
The Makara Peak Mountain Bike Park in Wellington	01	02
Te Araroa Trail – Escarpment Track, Paekakariki to Pukerua Bay	01	02
The Southern Walkway – Oriental Bay to Island Bay, Wellington	01	02
The Skyline Track – Johnsonville to Karori, including Mt Kaukau	01	02

Ask Q.17 for each trail that has been used/visited in the past two years or so

Q.17 “How did you use the (... trail ...) when you visited it? Did you walk, run, ride a mountain bike, or use it in some other way?”

USAGE LIST	Remutaka Cycle Trail	Makara Peak Mountain Bike Park	Te Araroa Trail	Southern Walkway	Skyline Track
Walk	01	02	03	04	05
Run (or jog)	01	02	03	04	05
Ride a mountain bike	01	02	03	04	05
Other (specify)_____	01	02	03	04	05

Q.18 “Thinking about the regional trails you have **visited in the past two years or so**, how satisfied were you with the following aspects of those trails? As I read each aspect, can you please tell me whether you were very satisfied, quite satisfied, not very satisfied, or not at all satisfied with it?”

TRAIL ASPECTS (ask in rotated order)	<u>Ratings</u>				
	<u>Very Satisfied</u>	<u>Quite Satisfied</u>	<u>Not Very Satisfied</u>	<u>Not At All Satisfied</u>	<u>(Did Not Use/Unable To Rate)</u>
Trails that are easy to get to	01	02	03	04	05
Trails that connect within parks or destinations	01	02	03	04	05
Trails that offer the right degree of ease or challenge for you	01	02	03	04	05
Trail surfaces that are well maintained	01	02	03	04	05
Trails barriers that are easy to get through	01	02	03	04	05
Consistently good trails that provide users with a good experience across the trail network	01	02	03	04	05
Toilets in the right locations	01	02	03	04	05
Toilets that are well maintained	01	02	03	04	05
Signs leading to the trail	01	02	03	04	05
Direction signs on the trail that are easy to follow	01	02	03	04	05
Story-telling signs that inform users about the trails, their features and/or their history	01	02	03	04	05
Picnic or rest areas and facilities	01	02	03	04	05
Carparking facilities	01	02	03	04	05

Q.19 “What improvements do you think could be made to the Wellington Regional Trails, or the information about them, to enhance the visitor experience? Do you have any other suggestions?”

**PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

---

---

---

---

---

---

---

---



**SECTION D: SEGMENTATION**

- Q.20 (a) “I am going to read you some descriptions of how different people feel about the environment. As I read each one, please tell me how well it reflects your own thoughts about the environment.
- The (first/next) description is .... Would you say the description reflects your thoughts very well, quite well, not very well, or not at all well?”
- (b) “Thinking about the descriptions you have just rated, which one best matches how you relate to the environment personally? Please select only **one** choice that you would say is ‘most like me?’”

READ LIST IN ROTATED ORDER	Q. 20 (a) RATINGS				Q.20 (b)
	Very well	Quite well	Not very well	Not at all well	Most like me
I actively follow green politics and believe in environmentalism as a vital part of New Zealand's future.	01	02	03	04	01
I'm bored with all the talk about the environment. Everything with the environment is okay here where I live	01	02	03	04	02
I think the environment where I live is in good shape and we don't have to worry about it.	01	02	03	04	03
I'm deeply passionate about the environment. I'd do everything I can to look after it and I actively encourage others to get involved.	01	02	03	04	04
I'm deeply connected with the environment in a spiritual and cultural way.	01	02	03	04	05
I spend a lot of time outdoors in nature. I connect with nature at a very personal level doing what I love (e.g. tramping, biking, fishing, camping, surfing, etc).	01	02	03	04	06
It's sad to see the bad state the environment is in, but I'm not sure if I can do anything as an individual that will make a difference.	01	02	03	04	07
I want to make a difference, and I'll do what I can to help. Tell me how I can contribute.	01	02	03	04	08
I'm not really interested in the environment. There are others, like the government and councils, that are taking care of it.	01	02	03	04	09
I'll do what I have to with environmental things – like separate our household rubbish - but it has to be convenient or else I am not interested.	01	02	03	04	10

## **SECTION E: DEMOGRAPHICS**

“In order to help us analyse our survey by statistical categories, can I please check ...”

D.1. CODE GENDER Male \_\_\_\_\_ 01

	Female _____	02
D.2.	“Into which of the following age groups do you come?”	
	16 – 29 years _____	01
	30 – 39 years _____	02
	40 – 49 years _____	03
	50 – 59 years _____	04
	60 – 69 years _____	05
	70 years and over _____	06
D.3	“Which of the following best describes your current household situation?”	
	Single/flatting/living alone _____	01
	Couple with no children _____	02
	Single/couple with children (including secondary school) _____	03
	Single/couple with adult children _____	04
	Older couple _____	05
D.4	“Into which of the following income brackets would your <b><u>total annual household</u></b> income fall before taxation?”	
	Up to \$30,000 per year _____	01
	\$30,001 to \$40,000 _____	02
	\$40,001 to \$60,000 _____	03
	\$60,001 to \$80,000 _____	04
	\$80,001 to \$100,000 _____	05
	Over \$100,000 _____	06
DO NOT READ	Refused _____	07

D.5 “Which of the following ethnic groups do you belong to? One or several groups may apply to you.”

NZ Maori _____	01
NZ European _____	02
British _____	03
Other European _____	04
Pacific Island _____	05
Chinese _____	06
Indian _____	07
Other Asian _____	08
Other (specify) _____	09
_____	

D.6 CODE AREA

Kapiti Coast _____	01
Porirua City _____	02
Wellington City _____	03
Lower Hutt City _____	04
Upper Hutt City _____	05
South Wairarapa District _____	06
Carterton District _____	07
Masterton District _____	08

“Thank you very much for your help with this survey. The company I work for is Peter Glen Research. If you have any queries about the survey, you can contact Peter Glen on (04) 564-4525.”

“My name is \_\_\_\_\_” (Interviewers Name)

Respondent’s Phone No: \_\_\_\_\_ Date: \_\_\_\_/ \_\_/’21