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**COMMUNITY SURVEY REGARDING
REGIONAL PARKS AND TRAILS
2019**

*Research report prepared for the
Greater Wellington Regional Council*

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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 Parangarahu (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 2018.

The GWRC has commissioned Peter Glen Research to conduct a further update study in 2019, to assess how the key measurements have trended.

As part of the 2019 research, a new area of investigation has been included, with a focus on five signature trails, these being:

- The Remutaka Cycle Trail
- The Makara Peak Mountain Bike Park in Wellington
- Te Araroa Trail – Escarpment Track, Paekakariki to Pukerua Bay
- The Southern Walkway – Oriental Bay to Island Bay, Wellington
- The Skyline Track – Johnsonville to Karori, including Mt Kaukau

These signature trails are a key part of the strategic framework for developing and promoting Wellington Regional Trails for the Future. The core focus of the strategy is to grow the use of outdoor trails, to make a significant contribution to the lifestyle of residents and to the economic growth of the Wellington region through increased tourism numbers and yield. These trails are collectively managed by several partners, including the city councils, the Greater Wellington Regional Council, the Department of Conservation and other partnership organisations.

The results of the 2019 survey are presented in this report.

2. RESEARCH OBJECTIVES

The objective of the research, focused on the GWRC Regional Parks, was to gain an updated reading of the trends in park usage since the 2018 survey measurement was undertaken. The key measurements include 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 Great Outdoors 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 '*Greater Wellington Great Outdoors*'.
- (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 issues/questions the public have of the GWRC, especially those relating to the day-to-day management of park operations.

New objectives for the 2019 research, relating to the five signature trails, were:

- (a) To determine the level of public awareness of the five trails
- (b) To measure the percentage of residents that have visited each of the five trails in the past two years or so
- (c) To check their mode of use (walk, run, cycle, etc)
- (d) To check the extent to which visitors are satisfied with key elements of the trails, including: access, connections, challenge, maintenance, barriers/obstacles, consistency, facilities and signage
- (e) To obtain feedback from visitors on what improvements they think could be made to the Wellington Regional Trails, and/or the information about them, to enhance the visitor experience.

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 and forests, 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	53.2	10.2	50	10.0
Porirua City Council	56.3	10.8	55	11.0
Wellington City Council	213.3	40.9	205	41.0
Lower Hutt City Council	111.1	21.3	105	21.0
Upper Hutt City Council	44.3	8.5	45	9.0
South Wairarapa District Council	9.4	1.8	8	} 40
Carterton District Council	8.3	1.6	8	
Masterton District Council	25.6	4.9	24	
TOTAL	521.5	100.0%	500	100.0%

3.2. METHOD OF CONTACT

The survey was conducted using a combination of contact approaches and interviewing procedures. The majority of interviews were undertaken by way of telephone interviewing (landline and mobile), with some face-to-face interviews 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 telephone enrolment, using the local telephone directories and listings as the sampling frame. It was ensured that the sample was drawn from both landline and mobile addresses.

Up to three calls were made to establish contact with each randomly selected respondent, thus preserving, as far as practicable, the random integrity of the survey. 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 8) was developed by Peter Glen Research, in consultation with client, using the 2018 document as the base on which the specific questions were constructed.

New questions were included to cover the additional objectives of the 2019 survey, coupled with suggested input from GWRC.

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 throughout April to mid-June 2019.

6. THE RESEARCH RESULTS FOR
THE REGIONAL PARKS & FORESTS

6.1. AWARENESS OF THE MAJOR REGIONAL PARKS AND FORESTS

In 2019, the survey results indicate that the overall awareness levels were similar to those recorded in last year's survey, with just marginal differences in the awareness of individual parks. Overall, 78% of respondents were able to *freely* recall a major regional park, which is marginally down on the previous two surveys. However, prompted awareness, as measured by a checklist of parks, resulted in respondents stating that they heard of an average 7.2 different regional parks (out of the twelve parks on the list).

The awareness results, showing the *free* and *prompted* recall levels of the parks, were as follows:

Major Regional Parks/Forests	Park Most Top-of-Mind			Parks Freely Recalled			Prompted Awareness		
	'17	'18	'19	'17	'18	'19	'17	'18	'19
Battle Hill Farm Forest Park	3	3	2	11	15	13	73	71	70
Belmont Regional Park	20	17	21	32	33	32	81	79	83
East Harbour Regional Park	5	4	3	18	17	15	55	54	57
Hutt River Trail	1	1	1	4	9	7	69	67	74
Kaitoke Regional Park	19	18	17	38	38	36	89	88	89
Queen Elizabeth Park	10	12	11	20	25	23	88	87	87
Akatarawa Forest	2	1	1	6	8	5	57	54	47
Pakuratahi Forest	4	5	3	17	17	15	72	70	68
Whitireia Park	1	-	1	5	8	7	47	45	48
Wainui Recreation Area (Reservoir Rd)	-	-	1	4	5	4	36	34	34
Waikanae River Trail	1	1	1	4	5	4	29	31	33
Otaki River Trail	1	2	1	3	5	4	22	26	31
Other	14	18	15	34	30	27	N.A.	N.A.	N.A.
Respondents who recalled a park	81%	82%	78%	81%	82%	78%	100%	100%	100%
Average no. of parks recalled	1.0	1.0	1.0	2.4	2.6	2.5	7.2	7.1	7.2

Note: N.A. = Not asked separately in these years.

It is suggested that the slightly later time period for conducting the research may have contributed to the lower free recall levels this year. That is, the fieldwork was conducted predominantly in April/May rather than February to April timing of previous surveys, which is a little further away

from the peak summer period.

6.2. MAJOR REGIONAL PARKS VISITED IN THE PAST TWELVE MONTHS

The 2019 research results indicate that there continues to be an upward trend in the percentage of residents in the Wellington region who state they have visited a regional park/forest. In the latest survey, 74% of the research participants indicated they had visited a major regional park/forest in the past twelve months. On average, they had visited 2.9 parks each, which also indicates an upward trend in the number of parks visited.

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

Major Regional Parks/Forests	2011	2012	2014	2017	2018	2019
	%	%	%	%	%	%
Battle Hill Farm Forest Park	11	12	11	13	17	14
Belmont Regional Park	17	18	15	19	20	22
East Harbour Regional Park	7	8	12	16	21	17
Hutt River Trail	21	24	26	31	29	34
Kaitoke Regional Park	16	18	26	26	29	30
Queen Elizabeth Park	25	23	25	24	31	34
Akatarawa Forest	8	9	8	5	4	5
Pakuratahi Forest	9	11	14	15	11	16
Whitireia Park	12	11	12	11	13	16
Wainui Recreation Area (Reservoir Rd)	N.A.	N.A.	11	9	7	4
Waikanae River Trail	N.A.	N.A.	N.A.	9	14	11
Otaki River Trail	N.A.	N.A.	N.A.	4	6	8
RESPONDENTS WHO HAD VISITED A PARK IN THE PAST 12 MONTHS	59%	63%	64%	68%	72%	74%
Average no. of parks visited	2.1	2.1	2.5	2.7	2.8	2.9

6.3. PARK USAGE BY AREA OF RESIDENCE

Park usage has again been cross-analysed by respondents' area of residence. The results are shown in the table below.

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 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, could be related to ease of access/proximity to a GWRC regional park.

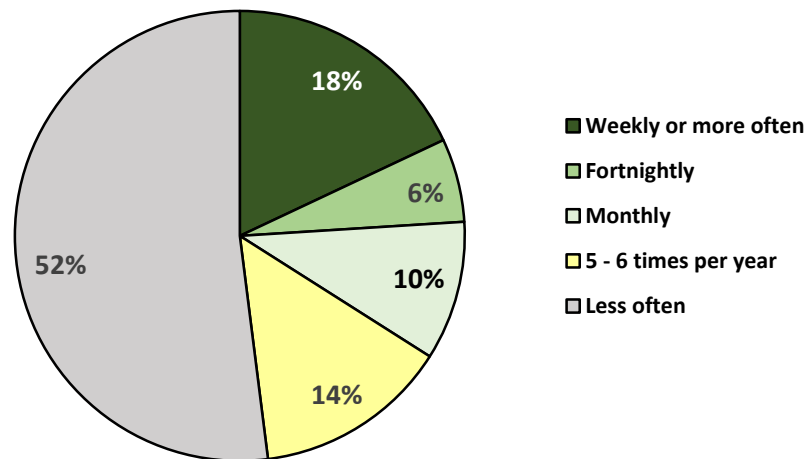
The following chart is based on the total number of respondents in the survey, who live in each area.

MAJOR REGIONAL PARKS/FORESTS Bases:	TOTAL RESP's 500	AREA					
		Kapiti 50	Porirua 55	Wellington 205	Lower Hutt 105	Upper Hutt 45	Wairarapa 40
Battle Hill Farm Forest Park	14	28	27	10	13	13	3
Belmont Regional Park	22	18	22	18	35	27	10
East Harbour Regional Park	17	6	5	23	18	20	7
Hutt River Trail	34	12	13	28	58	78	7
Kaitoke Regional Park	30	22	11	28	38	62	20
Queen Elizabeth Park	34	74	45	37	20	16	12
Akatarawa Forest	5	10	-	3	5	15	5
Pakuratahi Forest	16	10	5	14	17	31	30
Whitereia Park	16	18	60	11	10	11	3
The Wainui Recreation Area	4	-	-	4	7	9	-
Waikanae River Trail	11	32	18	10	5	4	3
Otaki River Trail	8	24	5	7	6	7	3
RESPONDENTS WHO HAD VISITED A PARK	74%	80%	84%	70%	77%	87%	50%
Average number of parks visited	2.9	3.2	2.5	2.8	3.0	3.4	2.1

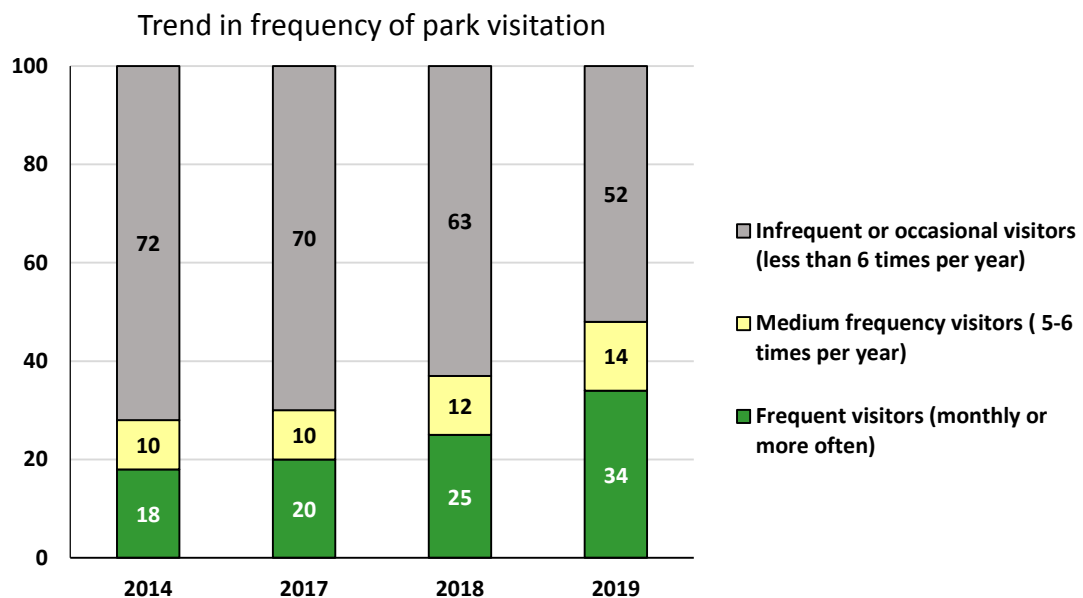
6.4. FREQUENCY OF PARK USAGE

In this year’s survey, one-third of the research participants indicated they had visited *any* of the major regional parks at least monthly in the past twelve months.

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 four surveys, it is apparent that park visitation is increasing.



These results, coupled with those in the previous section, confirm that *more* residents are visiting *more* parks *more* frequently.

6.5. FIRST TIME PARK USAGE

The 2019 survey shows that 24% of park users had visited at least one of the regional parks for the first time in the twelve months prior to interview.

At an individual park level, an average 14% of park visitors were first time users of that park, which is consistent with last year's result. The '*first time*' visitation rate for each of the parks was as follows:

	No. of total park visitors (n=)	First time visitors %
Battle Hill Farm Forest Park	(70)	17
Belmont Regional Park	(109)	14
East Harbour Regional Park	(85)	20
Hutt River Trail	(171)	10
Kaitoke Regional Park	(149)	7
Queen Elizabeth Park	(169)	18
Akatarawa Forest	(25)	8
Pakuratahi Forest	(81)	7
Whitireia Park	(80)	13
Wainui Recreation Area (Reservoir Rd)	(19)	11
Waikanae River Trail	(55)	20
Otaki River Trail	(40)	25

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

What attracted/prompted a first-time visit?	% of total respondents
<p><u>WORD-OF-MOUTH; RECOMMENDATION FROM FRIENDS/ FAMILY</u> e.g. Word-of-mouth; recommendation – people we know suggested a visit; friends told us about their experiences which got us interested; friends suggested it; our friends told us about a good waterhole to swim in; we were talking with family about interesting things they had done lately and the parks came up – they suggested we give it a try; we went there on a recommendation from a family member and we were not disappointed</p> <p><u>WENT WITH A GROUP/CLUB/WORK</u> e.g. Went with a conservation group we support; my work organised an outing for us; we were invited along by a group we belong to (Probus); our sports club organised a picnic there – it was a good day out; I went with the 60s Up club; we arranged an outing for our childcare group – the park was selected because it was not too far away and had good safe walks for the children; the visit was arranged through the social club at my work</p> <p><u>WE WANTED TO TRY SOMEWHERE DIFFERENT FOR A CHANGE</u> e.g. It came from a family discussion. We were finding new places to go to; we wanted to go somewhere different rather than our usual walks; I wanted to try a different park for a change; I often go on the Hutt River Trail, because it is convenient for me, but decided to explore different parks to add variety; I had been thinking that I must visit that particular park at some stage. I had some spare time in the day, so decided to experience it; I did enjoy it and will return</p> <p><u>WE ARE NEW TO WELLINGTON/NEW ZEALAND</u> e.g. We are new to New Zealand, so found out about them online; we are new to Wellington and searched for what is available; we googled ‘parks and bush walks’. We thought that park is not too far away, it looks interesting, so went there; we haven’t long moved here from Auckland, we like the outdoors, so decided to check out the parks in the Wellington area starting with the one closest to home</p>	<p>(n=500)</p> <p><u>6</u></p> <p><u>5</u></p> <p><u>4</u></p> <p><u>3</u></p>

Chart continued overleaf

What attracted/prompted a first-time visit?	% of total respondents
	(n=500)
<u>WENT WITH FRIENDS/FAMILY WHO INVITED US TO GO WITH THEM</u> e.g. We went with friends who invited us along to the park; my brother and sister-in-law were going there with the children and I went with them; my son and his family took me there	<u>3</u>
<u>WE WERE VISITING FAMILY AND WENT TO THE PARK ON THE WAY</u> e.g. We were going to visit family in Otaki and took the opportunity to visit Queen Elizabeth Park on the way. We had been past it many times, but had not gone in there; we visited family in Porirua, had been told that Whitereia was a good park, so stopped there beforehand	<u>1</u>
<u>SPONTANEITY</u> e.g. It was just a spontaneous trip that day. I thought 'I haven't been there before, let's go'; we were out for a drive and decided to take a look and see what was in the park (Queen Elizabeth Park)	<u>1</u>
<u>I WANTED TO SEE A SPECIFIC FEATURE OF THE PARK</u> e.g. Maori history; Rivendell; the birdlife in the area; to visit a monument	<u>1</u>
TOTAL RESPONDENTS WHO HAD VISITED ANY PARK FOR THE FIRST TIME	24%

Respondents were also asked whether any of the following information sources contributed to their decision to visit a regional park for the first time.

INFORMATION SOURCES	Had visited any of the parks for the 1 st time (n=119)
	%
Word-of-mouth; recommendation from friends/family/colleagues	86
Advertising/promotions/brochures	15
Information on the GWRC website	8
Google/Internet search	8
Events (e.g. at Battle Hill Farm, QE Park)	5
Signage/sign post on highway	3
Part of a course I am on	1

Average no. of sources mentioned	1.26
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6.6. ACTIVITIES UNDERTAKEN IN THE PARKS

In this year's survey, 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 similar to last year's results and shows that park visitors continue to undertake a wide variety of activities 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 'mountain biking/cycling' and an increase in family-related activities generally (e.g. 'family outings/recreation, walking the dog, camping, swimming').

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 2019 survey.

Activities	Regional Parks				
	2012	2014	2017	2018	2019
	%	%	%	%	%
Walking/bush walking	62	53	72	75	74
Family outings/recreation	25	21	16	26	29
Mountain biking/cycling	14	10	26	24	26
Picnics/barbeques	22	11	19	22	20
Walking/running with dog	7	10	12	16	16
Camping	5	5	9	12	15
Swimming	2	8	7	12	11
Photography	N.A.	N.A.	6	7	8
Outings with organised groups	9	9	10	6	7
Running/jogging	5	6	3	3	6
Fishing/hunting	N.A.	N.A.	6	3	4
Driving for pleasure (4WD, trail biking)	N.A.	N.A.	6	2	4
Tramping	2	2	3	4	3
Horse riding	N.A.	N.A.	4	2	3
Participated in organised event	1	1	2	4	2
Other activities	12	12	16	8	8
Average no. of activities	1.7	1.5	2.2	2.3	2.4

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

It can be noted that the 8% 'other activities' figure again included a wide variety of activities, such as: researching/nature study, painting/art, canoeing/kayaking, riding the tram, rock climbing, delivering camping supplies/equipment, helped with maintenance

work in the park, operated a drone, attended an equestrian event, went to the market (on the Hutt River Trail), went to view a monument, just went there to relax (with friends).

In 2019, questioning was again asked, to further check whether the respondent and/or anyone in their immediate family/household had operated any of the following equipment in any of the regional parks in the **past** twelve months or so.

The results, which are based on the total park users, were as follows:

EQUIPMENT	Used in past 12 months
A pram or pushchair	11%
A wheelchair or other mobility assistance device	2
An e-bike (or electric bike)	5
An electric scooter or motorised toy	1
A model aircraft or drone	1
Any other battery-powered device (e.g. phone, i-pad, tablet)	6

The 11% of respondents who stated that they had used ‘a pram or pushchair’ in the parks indicated, in the earlier table, that they had ‘walked, bush walked, or jogged’.

98% of the park visitors who had used the above equipment in the parks stated that the facilities currently available are satisfactory to their needs and the areas of the parks they use. The 2% who disagreed commented:

“The tracks can sometimes be overgrown, but they are generally well-maintained.”

“We sometimes find an obstacle or barrier, but we usually find a way to get around it or over it.”

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, as a place to undertake the activities in which they had specifically participated.

The 2019 survey confirms that respondents' overall opinions of the parks remain very positive, with 97% of park users expressing satisfaction. Indeed, most park users have stated that they are '*very satisfied*' with their overall park experience and this is again up on last year's result.

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

Satisfaction Level	2011	2012	2014	2017	2018	2019
Very satisfied	% 74	% 79	% 79	% 75	% 78	% 83
Satisfied	20	17	10	20	17	14
Neutral	5	4	10	4	4	2
Dissatisfied	1	x	1	1	1	1
Very dissatisfied	x	-	x	x	x	x
TOTAL PARK USERS	100%	100%	100%	100%	100%	100%

High levels of overall visitor satisfaction were again recorded for all of the regional parks and forests that respondents had visited.

Parks	<u>% very satisfied</u>				<u>% at all satisfied</u>			
	2014	2017	2018	2019	2014	2017	2018	2019
Pakuratahi Forest	77	74	79	78	92	98	98	99
Kaitoke Regional Park	88	73	80	89	92	94	93	97
Akatarawa Forest	75	73	71	80	88	96	95	96
Belmont Regional Park	72	66	72	76	93	86	92	96
Hutt River Trail	60	68	66	73	76	96	94	97
Battle Hill Farm Forest Park	80	65	83	86	90	97	98	99
Queen Elizabeth Park	83	75	73	83	87	95	95	97
East Harbour Regional Park	91	92	87	92	96	98	96	98
Whitireia Park	82	84	83	86	91	98	98	98
Wainui Recreation Area (Reservoir Rd)	90	78	78	89	100	98	97	100
Waikanae River Trail	N.A	93	90	93	N.A	95	97	98
Otaki River Trail	N.A	85	88	88	N.A	95	96	98

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

The research participants were also 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 even more positive in 2019 than in last year's survey, where more respondents had expressed dissatisfaction with toilets and signage.

PARK ASPECTS	Very Satisfied	Quite Satisfied	Not Satisfied	Could Not Rate
	%	%	%	%
<u>BUILT FACILITIES:</u>				
Trails that are easy to find	54	38	3	5
Trails that connect within parks	41	46	1	12
Trails that offer the right degree of ease or challenge for you	49	46	-	5
Trails access barriers that are easy to get through	38	47	1	14
Accessibility of facilities, such as trails or toilets, for the equipment you are using, e.g. wheelchairs, walkers, baby strollers	32	35	7	26
A sufficient number of toilets	28	47	6	19
Toilets that are well maintained	28	38	3	31
Other park buildings that fulfil their role and are well maintained	23	24	-	53
Signs leading to the park	53	36	5	6
Direction signs within the parks	43	46	4	7
Signs that inform users about the parks, their features and/or their history	42	41	4	13
Picnic areas and facilities	37	36	5	22
<u>NATURAL ENVIRONMENT</u>				
The experience provided by the natural environment of the park	58	38	-	4
<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 Great Outdoors Programme	23	14	-	63

6.9. REASONS FOR NON-VISITATION OF THE REGIONAL PARKS

26% of respondents had not visited any of the greater Wellington regional parks in the past twelve months. They were asked their reasons for not having done so. A wide variety of factors were mentioned, as shown in the table below.

<u>Reasons for not visiting</u>	<u>% of Non-Visitors</u> (n=131)
Lack of time and other commitments (e.g. children's sport and family commitments, work/business/study commitments, sporting commitments, commitment with friends, elderly/sick family members, work on new house/property)	34
The time needed to travel to the regional parks (e.g. can get exercise/outdoor experience closer to home); don't live near any of these parks	11
Lack of transport (e.g. I have no car; I don't drive; I rely on others to take me anywhere)	16
Health problems/limited or no mobility/arthritis	15
Too old (I'm in my late 70s/80s)	14
It doesn't interest me; have other interests; prefer other activity	11
Lack of knowledge/information about what is on offer/available in the parks; I didn't know they existed – have only lived here a short while	8
It's not a priority for me/not on my priority list; just haven't thought about it	7
I am not an outdoors person; the outdoors/bush walking doesn't interest me; I prefer the atmosphere of the city	7
We go to playgrounds/places that have children's activities	7
We prefer the local parks/smaller parks in the city; prefer to walk nearer to home	6
Have young children; my children/baby are too young	4
Our children are older now, so our lifestyle has changed; we now do fewer activities as a family	2
Safety issues; would not feel safe going to these parks alone	2
Other reasons	2
<i>Average no. of reasons given</i>	<i>1.5</i>

'Lack of time' and 'other commitments' continue to be the main reasons for non-visitation. However, factors such as 'lack of transport', 'health/age', 'a lack of interest/non-priority', 'preference for local/city parks and playgrounds' and 'lack of information about the (regional) parks' were also cited as contributing reasons.

The 'weather' was barely mentioned as a barrier in this year's survey, which is not surprising given the favourable summer. This is in contrast to the 2017 survey when 9% of respondents mentioned 'weather' as a reason for non-visitation.

6.10. BARRIERS OR LIMITING FACTORS TO VISITING THE REGIONAL PARKS MORE FREQUENTLY

The 74% 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 current 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?”

97% of these park users identified a barrier or limiting factor. The range of responses were similar to those identified by the non-park users in Section 6.9. Specifically:

<u>Barriers/limiting factors</u>	<u>% of Park Users (n=369)</u>
Lack of time and other commitments (e.g. family commitments, work/business/study commitments, sporting/leisure commitments, elderly/sick family members, work on property/renovations/farm, there is always other things to do); the busyness of life	49
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 house/home; it's easier to go for a walk closer to home	15
My lack of interest; it doesn't interest me that much; I have other interests; it's not high on my 'to do' list; I'm happy to stay at home	11
Lack of transport (e.g. I have no car; I rely on others to take me; I/we need to use public transport)	10
Health problems (e.g. arthritis, mobility problems, angina, high blood pressure)	9
My age/too old (I'm in my late 70s/80s)	9
The weather can be a factor; we don't go in the rain/bad weather/high winds	9
Lack of fitness and/or self-motivation; sometimes you just don't feel like going/can't be bothered	5

Chart continues overleaf

<u>Barriers/limiting factors</u>	<u>% of Park Users (n=369)</u>
The cost of petrol; I don't have enough money left for the petrol to get to these parks; petrol is expensive and another cost to juggle	4
Dogs are not allowed; there are not many parks you can take your dog to for a walk; you are unable to bring dogs to some trails	3
We have young children/ a baby (and are not yet ready for long walks)	3
Lack of, or poor transport connections; the train/bus timetables don't work for me	3
Lack of confidence to go into the bush alone; safety issues; would not feel safe going to these parks on my own	2
There are too many people on the trails/tracks, especially in summer/at peak times	2
The children like to go to parks where there are activities/equipment they can play on	2
Limited hours of the parks; I understand that some shut at 4pm	2
Other barriers/limiting factors	7
<i>Average no. of barriers/limiting factors identified</i>	<i>1.5</i>

6.11. WHAT PARK USERS VALUE MOST

Park users were asked to outline what they value most about their regional park experiences. Quite clearly, there are many benefits to be had from a regional park experience and many features to be enjoyed, which are summarised below, in order of frequency of mention.

<u>What is most valued</u>	<u>% of Park Users (n=369)</u>
The sense of freedom; a chance to get away from it all; being able to enjoy the peace and quiet/tranquillity/serenity; respite from the city noises/traffic/crowds; the ability to relax/recharge in the natural environment; I find the experience calming and relaxing; it lets you get out of the rat race; it helps keep my sanity; I most value the solitude	38
The scenery/views - beautiful, spectacular, natural, unspoilt; the natural beauty of the parks	25
The native bush/natural bush settings; the native trees, plants and shrubs; I enjoy being in the bush/natural environment (the smells, sounds, etc)	20
The open spaces; being in the great outdoors/green open spaces; big open spaces	19
Fresh air; the feeling of freshness and cleanliness	15
The birds/bird life/bird call; the sounds of the birds (and nature)	14
Being able to spend time/relax with the children/family/grandchildren (in a positive/healthy environment/away from technology); family time together; family picnics	14
The accessibility of the parks/tracks – they are not too far away/are on our doorstep; we don't need to travel far to get to them; they are close to home/not far from home	12
The parks are mainly clean and well maintained; the cleanness	12
There is variety in the tracks/trails/terrain (it ranges from hilly/challenging climbs to easy walks, some easier, some harder, hills to rivers and sea); each park is different and there is something to suit people of all ages and abilities; I like exploring different tracks	10

Chart continued overleaf

<u>What is most valued</u>	<u>% of Park Users (n=369)</u>
The parks are free to visit/you don't pay; it is something you can do with your family and it doesn't cost you to do it (many other family activities are expensive/beyond what we can afford)	7
The reforestation/restoration of natural bush and wetlands	5
The history of the parks/information boards that tell you about the parks; there is a lot of history in our parks	4
A chance to exercise; it keeps me interested in my exercise regime, as it gives me different places to go and sights to see while I am doing it; more variety than going to a gym	4
You get to meet people (with similar values/ethos/who also enjoy the outdoors)	3
I value the new experiences/the buzz of new discovery that the parks present	3
The opportunity to get out with my dog; I value being able to take my dog with me	3
The challenge and sense of achievement (different terrains; you need to push yourself to start and then to keep going; it requires commitment)	2
The fact they are still there (especially with the major roading projects, intensification, population growth, etc)	1
The parks are safe places/relatively safe/safe environments for families	1
The opportunity/facilities for 4WD/off road driving	1
Availability – they are available to visit whenever you wish/all year round	1
Other points mentioned	3
<i>Average no. of mentions</i>	<i>2.17</i>

6.12. GWRC's 'GREATER WELLINGTON GREAT OUTDOORS PROGRAMME'

Awareness of GWRC's 'Greater Wellington Great Outdoors Programme' was very similar to that recorded in last year's survey. In 2019, 28% of the survey participants stated they had heard of the programme, compared to 27% last year.

When asked what they could recall about the programme, 32% of these respondents stated that they had heard of the programme but were 'unsure of the details' or 'could not remember'. The remaining 68% of respondents mentioned an average 1.5 points that they could recall about the programme. This result is also similar to that recorded last year.

The points that respondents could recall about the programme were as follows:

WHAT CAN YOU RECALL ABOUT GWRC'S GREATER WELLINGTON GREAT OUTDOORS PROGRAMME?	% of those aware of the programme (n=139)
A brochure/pamphlet/flyer/Wellington guide booklet/events calendar with a programme of activities/events	26
There is a programme of outdoor activities/places/events you can participate in/get involved in	24
Runs/walks that you can participate in	14
Activities for children/school holiday activities (e.g. scavenger hunts)	7
Posts about it/saw it on a website (e.g. GWRC, Wellington walks, What's On in Wellington)	7
Information/details were at the entrance to the park/QE Park/Belmont	4
The Rail Trail	3
It is about getting people active outdoors- walking, biking, etc.	4
The events are suitable for a wide range of people (children, parents with babies, young and old)	3
4WD trips; a 4WD drive sunset trip/to see the sun setting	2
More areas are being made available and accessible	2
You have to be quick to get into some activities. They sell out fast; there are limited places for some events	2
Miscellaneous	5
<i>Average number of points recalled</i>	1.5

Although some people had referred to sources of information in their previous response, all of the respondents who were aware of GWRC's 'Greater Wellington Great Outdoors Programme' were asked to indicate where/how they had heard about it. 'Brochures/flyers/events calendars', 'the newspapers', and 'word-of-mouth' were cited as the main sources of information. That is:

WHERE DID YOU HEAR ABOUT GWRC'S GREATER WELLINGTON GREAT OUTDOORS PROGRAMME?	% of those aware of the programme (n=139)
	%
A brochure/pamphlet/flyer/Wellington guide booklet/events calendar with a programme of activities/events	26
Newspaper (e.g. Dominion Post, Hutt News, Upper Hutt Leader)	25
Word-of-mouth (e.g. friends/family/work colleagues)	22
Through clubs and community groups (newsletters/noticeboards, etc)	5
GWRC website	4
Other websites (e.g. clubs, community organisations, What's On in Wellington)	3
Place of education (university, polytechnic, school)	4
Radio/TV	4
On a bus shelter/stand	2
At the library	2
Miscellaneous	3
Identified an information source	79%
<i>Average number of information sources recalled</i>	<i>1.2</i>
Could not identify an information source	21%

6.13. AWARENESS OF GWRC'S INVOLVEMENT/RESPONSIBILITIES **WITH REGARD TO THE REGIONAL PARKS**

Awareness and knowledge of GWRC's involvement with the regional parks was checked by asking respondents the following question:

"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 were aware of GWRC's involvement in each area of responsibility.

AREAS OF RESPONSIBILITY	TOTAL RESPONDENTS (n=500)	Regional Park Users (n=369)	Park Non-Users (n=131)
The management of the regional parks	73	78	59
Planning and undertaking the maintenance and development programmes associated with the parks	61	63	54
Running the Greater Wellington Great Outdoors Programme	28	32	17
Providing communication channels such as the GWRC website and social media activity (e.g. Facebook) to inform the public about the parks	44	46	40
Defining the rules that enable GWRC to offer the public park experiences while protecting the environment	48	55	28
Providing a park ranger service to support and protect park users	64	72	41

This year's results indicate that awareness of GWRC's involvement in the following three areas is quite well-known:

- the overall management of the regional parks
- providing a park ranger service
- planning and undertaking the maintenance and development programmes for the parks

However, considerably fewer respondents associate GWRC with other specific areas of responsibility.

6.14. QUESTIONS/ISSUES RESPONDENTS WOULD LIKE TO DRAW TO GWRC's ATTENTION ABOUT THE MANAGEMENT OF THE PARKS

All the survey participants were asked the following question:

“If you could ask (or tell) the Greater Wellington Regional Council anything at all about the management of the regional parks, what questions and/or issues would you draw to their attention?”

44% of respondents gave a reply. Their comments covered a wide range of points, which are summarised below:

	% <u>Mentioning</u> (n=500)
We need more information about the parks/tracks and trails; I don't know where to go to get information; I don't really know what they have to offer (but I look for information about things I can do with the family/children); They need more advertising/marketing to draw people to the parks; If I knew about them, I might go to them; Advertise more to reach a wider audience (print media, radio, social media); Inform us of where all the parks are, what you can do in them, their history and what you can see, and what events/activities are planned; How many people know about these regional parks?	9
It is good that we have access/free access to a wide range of (well maintained) parks and activities; GWRC is doing a good job with the parks; Keep up the good work; I have no complaints - they do a good job; Continue to keep the parks well maintained – don't let them slip	6
They need to inform us about the water quality in the rivers; Safety for animals/dogs/swimmers is an issue around water; Signs need to be put up near rivers, as a lot of rivers have algae which are not safe for people or animals	4
Their plans for managing the environment are important; What are their plans for cleaning up after natural events, e.g. flooding? They need to manage parks to remove carbon dioxide from the atmosphere. Restore pasture and greenery back as it used to be, to help the environment; Maintain as much of the landscape as possible in its natural state; What are their initiatives around conservation and wildlife? Are they working with DOC regularly to maintain native species?	4
Can we please have more toilet facilities? More toilets are needed on some tracks/in some parks (e.g. Hutt River Trail, Remutaka Cycle Trail)	3

Chart continues overleaf

	% <u>Mentioning</u> (n=500)
Improve the transport/buses and trains, so that accessibility to the parks is easier/more convenient; Thought needs to be given to the bus routes and timetables, so people can come-and-go more easily; Perhaps interconnect the parks and city trails through better transport links	2
What plans do they have for extending walking tracks and providing access where needed? Do they have plans to create new tracks and trails? Is GWRC going to have more of these parks?	2
More rubbish bins are needed; Cut down on litter – have more bins; Rubbish is an issue. There needs to be plenty of bins, so that users don't litter/people don't have to carry the rubbish with them; It is important to keep the parks clean and tidy and available for people to use	2
There needs to be more consultation with the public/community/interest groups (e.g tramping clubs) about the regional parks; How best can we get information to GWRC, to provide input that they will listen to?	2
They could provide a little more carparking (e.g. in Normandale, at Whitereia); Carparking could be improved – sometimes it is easy to find a park, sometimes it's not; Peak periods and summer months can be a challenge with carparking	2
Which parks/tracks are accessible/have the best access for mountain biking/walking/families/doing different activities?	2
They need to stop people using motorbikes in areas that will endanger others/children (e.g. Hutt River Trail); Motorbikes cause mayhem – it is especially bad in the holiday periods; GWRC could provide somebody to control/prevent the dangerous use of motorbikes	2
I would like to see GWRC staff available in the day for security; increased security measures in some parks would be useful	1
More picnic tables/areas are needed/would be helpful; More recreational parks/open areas, with picnic tables and benches would improve family use of the parks; More seating and BBQs at Whitereia	1
Make sure the volunteers/volunteer groups (cutting the tracks, planting, etc) are well supported and well resourced	1

Chart continues overleaf

	% <u>Mentioning</u> (n=500)
Improve the signage relating to traffic flow within the parks. Twice this year I have encountered people going the wrong way, even though there were arrows; My daughter was riding her bike and she went straight into a car coming the wrong way; Some of the carparks get crowded/busy at times. It can be dangerous, especially for children	1
It would be good to have dog poo bags at the start of the track; Kaitoke is lovely but there is too much dog poo; police dog owners more closely – there should be, say, a \$300 fine for not cleaning up/disposing of dog poo	1
It would be good to understand their plans for accommodating the different users – walkers, mountain bikers. How do they plan to deal this in an open environment? There is the challenge of integrating the different users of the parks, i.e. equestrian events, general walkers and day trampers, motorcyclists and horses. Motorcyclists scare the horses and horses are scary for some walkers	1
Where are all the birds? I have noticed there are so few birds seen in such a large bush area; It would be good to know the best areas for observing the birdlife – we took our children to see the birds in their natural environment, but there weren't many	1
Other	6
<i>Average number of points mentioned</i>	1.2

6.15. THE CONFLICTING NEEDS OF DIFFERENT PARK USERS

The park users were asked the following question:

“In the past twelve months, have you encountered any situations where there has been issues due to the different activities of other park users or user groups?”

19% of the respondents stated that they had experienced a situation, which is notably down on the 26% of respondents who mentioned this last year. The situations they had encountered are summarised below.

	<u>% of Park Users (n=369)</u>
Problems with dogs/dogs off the lead; problem dog owners (who abuse you); dogs chasing/intimidating people; I have been bitten by a dog more than once; many dog owners say ‘we are in open spaces now, so can have our dogs off the lead’; dog walkers with several/up to 20 dogs; people not using/disposing of dog poo bags	8
Mountain bikers/cyclists colliding/nearly colliding with other track users; mountain bikers need to respect other park users; mountain bikers not warning walkers as they approach from behind	3
Motorcycles are a problem (on Hutt River Trail); quad bikes and motorbikes speeding and endangering people; motorcyclists who get around the bollards	2
Irresponsible rubbish disposal (e.g. rubbish dropped on tracks/in bushes) – it requires more bins/better management	2
Motorists not being attentive in carparks; cars going too fast/not being considerate to other park users	1
People interfering with /stealing from cars	1
Signs being vandalised/destroyed/altered	1
Other mentions	1
<i>Average no. of situations encountered</i>	1.0

Respondents were again questioned about how well each of the issues were resolved. Opinion was divided, with approximately 40% of those who experienced a situation stating that it had been ‘*well resolved*’, 40% stating that it was ‘*not well resolved*’, and 20% stating either that ‘*it wasn’t resolved*’, or they were ‘*uncertain of the outcome*’.

13% of the respondents who had experienced a dog issue stated that it had involved a group of dogs, such as those experienced with commercial dog walkers.

6.16. PROFILE OF REGIONAL PARK USERS/NON-USERS

The table below compares the profile of park users and non-users with that of the total sample. Results again reveal that the greater Wellington regional parks and forests continue to be visited by a broad cross-section of the public.

However, the results do indicate that park users have a slightly higher representation among women, persons aged 30 – 49 years of age, and in the middle to higher income groups. Conversely, non-users are represented more among males, the older age groups, and the lower income categories.

PROFILE BY GENDER, AGE, & ETHNICITY	TOTAL SAMPLE (n=500)	PARK USERS (n=369)	NON-USERS (n=131)
	%	%	%
<u>GENDER</u>			
Male	49	47	56
Female	51	53	44
TOTAL	100	100	100
<u>AGE GROUPS</u>			
16 to 29 years	19	20	15
30 to 49 years	34	40	18
50 to 69 years	25	25	26
70 years and over	22	15	41
TOTAL	100	100	100
<u>COMBINED HOUSEHOLD INCOME (PRE-TAX)</u>			
Up to \$30k per year	10	3	29
Over \$30k to \$40k	10	9	14
Over \$40k to \$60k	8	10	2
Over \$60k to \$80k	9	8	11
Over \$80k to \$100k	10	10	11
Over \$100k	31	35	18
Don't know/refused	22	25	15
TOTAL	100	100	100
<u>AREAS</u>			
Kapiti Coast	10	11	8
Porirua City	11	12	7
Wellington City	41	39	47
Lower Hutt City	21	22	18
Upper Hutt City	9	11	5
Wairarapa	8	5	15
TOTAL	100	100	100

7. THE RESEARCH RESULTS
RELATING TO THE
FIVE SELECTED REGIONAL TRAILS

7.1. AWARENESS AND USAGE OF FIVE SELECTED REGIONAL TRAILS

In this year's survey, questioning was included to check the awareness and usage levels of five key signature trails in the greater Wellington region.

97% of the research participants stated that they had previously heard of *any* of the trails. On average, they had heard of three of them.

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

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

Approximately half the respondents had used one or more of the trails in the past two years or so. The Southern Walkway had attracted the greatest percentage of residents, as seen in the chart below.

REGIONAL TRAILS USED IN PAST TWO YEARS	2019 (n=500)
	%
The Remutaka Cycle Trail	17
The Makara Peak Mountain Bike Park in Wellington	18
Te Araroa Trail – Escarpment Track, Paekakariki to Pukerua Bay	15
The Southern Walkway – Oriental Bay to Island Bay, Wellington	31
The Skyline Track – Johnsonville to Karori, including Mt Kaukau	18
RESPONDENTS WHO HAD VISITED ANY OF THE TRAILS IN THE PAST TWO YEARS	49%
Average no. of trails visited	2.0

7.2. 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=85)	Makara Peak Mountain Bike Park (n=90)	Te Araroa Trail (n=74)	Southern Walkway (n=156)	Skyline Track (n=88)
Walk	65	50	86	97	94
Run (or jog)	18	17	14	10	11
Ride a mountain bike	35	46	-	13	6
Work/voluntary work (e.g. weed control, tree planting)	-	-	3	-	-
Average no. of activities undertaken	1.18	1.13	1.03	1.20	1.11

It should be noted that the above chart shows the percentage of trail users who have 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.

7.3. 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 are high, with most users stating they are 'very' or 'quite satisfied' with the various aspects of the trails.

The two areas where there some dissatisfaction was expressed were with and 'toilets' and 'signage' on the trails.

TRAIL ASPECTS	Very Satisfied	Quite Satisfied	Not Satisfied	Could Not Rate
	%	%	%	%
Trails that are easy to get to	56	44	-	-
Trails that connect within parks or destinations	45	51	-	4
Trails that offer the right degree of ease or challenge for you	57	41	-	2
Trail surfaces that are well maintained	55	45	-	-
Trails barriers that are easy to get through	37	39	-	24
Consistently good trails that provide users with a good experience across the trail network	57	33	2	8
Toilets in the right locations	18	35	10	37
Toilets that are well maintained	18	33	-	49
Signs leading to the trail	47	45	4	4
Direction signs on the trail that are easy to follow	51	35	12	2
Story-telling signs that inform users about the trails, their features and/or their history	35	35	12	18
Picnic or rest areas and facilities	45	39	2	14
Carparking facilities	41	47	2	10

7.4. SUGGESTIONS FOR IMPROVEMENT

The trail users were asked the following question:

“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?”

Approximately 60% of the research participants were able to offer a suggestion. These are summarised in the table below, using examples of their verbatim comments.

SUGGESTIONS FOR IMPROVEMENT	% of Trail Users (n=245)
<p><u>MORE/BETTER SIGNAGE</u></p> <p>e.g. <i>Better signs to the trails and along them//Signage on the Southern Walkway. You can walk a long way before you find any signs telling you that you are on a walkway//There should be signage informing you of start points and end points, to help you decide whether you have time to do the trail//Signs and maps at entrance points, so that you have the information you need to use the trails with confidence//More signage is needed, especially where trails divert off a main track. You need to know where it goes to//I would like to see better signs on the tracks. The signs at the beginning and end are okay, but I would like signs in the middle sections to remind us of where we are//I think there could be more signage generally on the trails. It is especially useful if you haven't been on the trail before, or haven't been for a while//Direction signs that you can follow to the start points//More signs with clear information//Information that tells you things about the trails – on signs at the entry points and wherever relevant along the route//There is an opportunity to tell trail users more about the trails they are on, their history and points of interest – on signs. The signage boards could also suggest other trails people might want to visit//</i></p>	<p>% <u>16</u></p>
<p><u>MORE ADVERTISING/PUBLICITY</u></p> <p>e.g. <i>More advertising is needed, to inform and remind people about the trails//If I knew more about them, I would probably use them more//More information (e.g. printed pamphlets at the library) to help get you started//Advertise these trails more prominently, not just to tourists. Inform local people about what is available//Advertise more, perhaps in cycle magazines//There needs to be more adverts to lift the profile of these places//More advertising is needed. I only found out about the Skyline Track by chance, from someone who had been there//I would suggest more advertising and publicity, not just about these trails, but other trails and tracks around the Wellington area//</i></p>	<p><u>14</u></p>

Chart continued overleaf

SUGGESTIONS FOR IMPROVEMENT	% of Trail Users (n=245)
<p><u>SAFETY WARNINGS AND CONSIDERATIONS ON THE TE ARAROA TRAIL/PAEKAKARIKI TO PUKERUA BAY/ESCARPMENT TRACK</u></p> <p>e.g. <i>There needs to be warning signs at each end of the Paekakariki to Pukerua Bay Track, to inform people they need to be fit. It is approximately 500 steps to the top and you need a certain fitness level to do that//A friend of mine died on the Paekakariki to Pukerua Bay walk. Does the council give information on signs, or a website, that says you need to be of a certain fitness before starting these walks? I think they should do//There needs to a handrail on the Escarpment Track, otherwise it could be dangerous for some users, e.g. children, older users, those without good balance//Perhaps there could be a rail or a rope safety barrier to hold on to at certain parts of the Te Araroa Trail// Parts of the Te Araroa Trail are too narrow, especially if there are a lot of people up there. It could be widened//The Paekakariki to Pukerua Bay Track has some really narrow bits, so my advice is don't do it if you think you can't. I liked it for the adventure/challenge, but you need to be careful. Some people have suggested handrails and I think that is a good idea//I was walking on the Paekakariki to Pukerua Bay Track with a group. A lot of people were scared of the heights. Handrails are needed//We only did a little bit of the Escarpment Track. Everyone had been going on about the wonderful views, but I realised after about 10 to 15 minutes that it was too much for me. I realised how high it goes up//I think there should be wind warnings on the Paekakariki to Pukerua Bay Track. It could be dangerous if people go up there when it is very windy//Access is an issue if people get injured or have a medical event on the Paekakariki Track. If anyone has health issues, they should be warned not to go up there//</i></p>	<p>% <u>12</u></p>
<p><u>TOILET FACILITIES</u></p> <p>e.g. <i>Toilets are a big issue. There never seems to be enough of them on the trails and they are not there when you need them//There needs to be toilets at Makara, maybe at the intersection of the tracks, about a half an hour in. I went mountain biking with friends and we got caught short//On the Remutaka Cycle Trail, there should be a toilet up at the top of the incline. That's where I think its needed//Toilets would have been useful at Cross Creek, where you stop for lunch//There is no toilet on the Paekakariki to Pukerua Bay Track. It is needed//More toilets are needed on the Southern Walkway. There is only one bathroom at the Mount Victoria lookout. Hataitai Park has toilets, but they are closed and you can't use them//</i></p>	<p><u>10</u></p>
<p><u>ATTEND TO THE RUBBISH</u></p> <p>e.g. <i>I walked on the Southern Walkway today and there is so much rubbish in the bush. It needs to be attended to – removed//Make sure people take personal litter away with them. We are trying to reduce plastic and cigarette butts. I have seen a lot of household refuse in the bush, especially on the Eastern Walkway//Address the rubbish problem//Have more bins and come down hard on people who don't use them//More rubbish bins are needed – it applies to all the trails//</i></p>	<p><u>3</u></p>

Chart continued overleaf

SUGGESTIONS FOR IMPROVEMENT	% of Trail Users (n=245)
<p><u>BINS FOR DEPOSITING DOG POO BAGS</u></p> <p>e.g. <i>There needs to be more bins available on the trails for depositing dog poo bags//There needs to be more bags for doggy poos and bins to put them in, which are cleared regularly//Dog waste facilities are needed//Bins to put the doggy dos in//</i></p>	<p><u>2</u></p>
<p><u>MAINTAIN THE TRACKS</u></p> <p>e.g. <i>There needs to be good general maintenance after weather events. The tracks can become quite rutted and not accessible, especially for mobility users//Some parts of the tracks are a bit rough and you have to be careful where you put your feet//Just ensure there is good maintenance of the tracks, so they remain in good condition to walk or cycle on//Track maintenance is an important part of ensuring user satisfaction//</i></p>	<p><u>2</u></p>
<p><u>LET US KNOW WHICH TRAILS ARE DOG-FRIENDLY</u></p> <p>e.g. <i>Which of the trails are dog-friendly? If I knew which ones, I would use them//Let me know which of these trails I can use while walking my dog//</i></p>	<p><u>1</u></p>
<p><u>PROMOTE GOOD PRACTICE/COURTESY BETWEEN DIFFERENT GROUPS OF TRAIL USERS</u></p> <p>e.g. <i>Encourage cycle users to use their bells or horns to warn us when approaching from behind//Promote good practice between bike users and walkers, e.g. keep to the left, be courteous. Most of the time it is good, but sometimes you encounter track users who do not play their part//Make some sensible rules for mountain bikers and hikers, so there is no confusion//</i></p>	<p><u>1</u></p>
<p><u>TRAIN SCHEDULES</u></p> <p>e.g. <i>If there had been a later train, say midday, leaving Featherston, I would have gone to do the Remutaka Cycle Trail today. I would have got off at Maymorn and cycled through and travelled over to Cross Creek. But I don't think there was a train at that time, so I made other plans for my regular ride//It would handy to know the train schedules, for taking your mountain bike, so that you could plan access and your ride better//</i></p>	<p><u>1</u></p>
<p><u>CREATE NEW TRAILS ELSEWHERE IN WELLINGTON</u></p> <p>e.g. <i>Look for other areas in the Wellington region to create new trails, because I have done all the trails you have mentioned. And, where possible, interconnect them//Spread the trails more around the region, so that we don't overuse just a few of them. Make them the same standard as Makara. One suggestion I would give is that Mt Victoria could be improved. Make an easier track there//</i></p>	<p><u>1</u></p>

7.5. PROFILE OF TRAIL USERS/NON-USERS

The table below compares the profile of users and non-users of the five signature trails with that of the total sample. Results reveal that the signature trails are collectively used by a broad cross-section of the public.

However, the results also indicate that trail users are represented more predominantly among males, persons aged 30 – 49 years, and the middle to higher income brackets. By area, Wellington City residents account for a greater percentage of signature trail users, which is perhaps not surprising given that the Southern Walkway accounted for almost double the user levels of any of the other key signature trails included in this survey.

PROFILE BY GENDER, AGE, & ETHNICITY	TOTAL SAMPLE (n=500)	TRAIL USERS (users of <i>any</i> of the five signature trails) (n=245)	NON-USERS (have not used <i>any</i> of the five trails) (n=255)
	%	%	%
<u>GENDER</u>			
Male	49	57	41
Female	51	43	59
TOTAL	100	100	100
<u>AGE GROUPS</u>			
16 to 29 years	19	21	17
30 to 49 years	34	43	25
50 to 69 years	25	24	26
70 years and over	22	12	32
TOTAL	100	100	100
<u>COMBINED HOUSEHOLD INCOME (PRE-TAX)</u>			
Up to \$30k per year	10	2	18
Over \$30k to \$40k	10	6	14
Over \$40k to \$60k	8	6	10
Over \$60k to \$80k	9	10	8
Over \$80k to \$100k	10	19	1
Over \$100k	31	39	23
Don't know/refused	22	18	26
TOTAL	100	100	100
<u>AREAS</u>			
Kapiti Coast	10	8	12
Porirua City	11	5	17
Wellington City	41	59	24
Lower Hutt City	21	14	28
Upper Hutt City	9	6	11
Wairarapa	8	8	8
TOTAL	100	100	100

8. QUESTIONNAIRE

COMMUNITY SURVEY INTO THE
USAGE OF REGIONAL PARKS

April - June 2019

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: REGIONAL PARKS AND FORESTS 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 north of 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 st Park Recalled	(a)/(b)Other Parks Recalled	(c) Aware After Prompting
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 Parangarahu (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?”

<u>CODE SCALE:</u>	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?”

<u>CODE ACTIVITIES:</u>		
Walking/bush walking_____	01	Driving for pleasure (e.g. 4WD, Trail biking)_____ 13
Running/jogging_____	02	Participated in organised sports event _____ 14
Walking/running with dog_____	03	Canoeing/kayaking/rafting_____ 15
Mountain biking/cycling _____	04	Photography_____ 16
Swimming _____	05	Painting/artwork_____ 17
Fishing _____	06	Researching/nature study_____ 18
Hunting animals or game birds__	07	Family outings/recreation_____ 19
Tramping _____	08	Outings with organised groups_____ 20
Camping_____	09	Operating model aircraft/drones/similar devices__ 21
Horse riding _____	10	Volunteer activities e.g. planting trees, building or maintaining tracks _____ 22
Picnics/barbeques_____	11	Attended a Greater Wellington Great Outdoors Event_____ 23
Hang gliding/para-gliding_____	12	Other (specify) _____ 24

(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)

	<u>(a) Have Visited</u>	<u>(b) Frequency of Visit</u>	<u>(c) Activity</u>	<u>(d) How 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	10			
The Wainuiomata Recreation Area in Reservoir Road, Moores Valley	11			
Waikanae River Trail	12			
Otaki River Trail	13			
NONE OF THESE PARKS	14			

Q.3 (a) “Have you, or anyone in your immediate family/household, operated any of the following equipment in any of the regional parks in the **past** twelve months or so?”

<u>READ LIST</u>	Yes	No	Don't Know
A pram or pushchair	01	02	03
A wheelchair or other mobility assistance device	01	02	03
An e-bike (or electric bike)	01	02	03
An electric scooter or motorised toy	01	02	03
A model aircraft or drone	01	02	03
Any other battery-powered device	01	02	03

Ask Q.3 (b) for any equipment used in the past twelve months

(b) “In your opinion, are the facilities that are currently available in the regional parks suitable for your needs with regard to (.. activity ..)?”

- Yes _____ 01 - Skip to Q.3 (d)
 No _____ 02 - Ask Q.3 (c) & (d)
 (Unsure) _____ 03 - Skip to Q. 3 (d)

(c) “Can I please check, why are the current facilities not suitable for (.. activity ..)?”

PROBE UNTIL CLEAR

Q.3 (d) “Are there any activities that you would like to do in the regional parks, that you are currently unable to do?”

Yes _____ 01 - Ask Q.3 (e)
No _____ 02 - Skip to Q.4

(e) “What are those activities?”

PROBE UNTIL CLEAR

Q.4 (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.4 (b) – (d)
 No _____ 02 - Skip to Q.5

(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’**

	(a) Visited for the 1 st 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.4 (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
Advertising or promotions (specify)	01	02	03
Events (specify) _____	01	02	03
Information on the GWRC website	01	02	03
Other information you read or viewed on the Internet	01	02	03
Other (specify) _____	01	02	03

Q.5 (a) “Thinking about the regional parks you have visited in the past twelve months, 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>				
	<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>
<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
Accessibility of facilities, such as trails or toilets, for the equipment you are using, e.g. wheelchairs, walkers, baby strollers	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
Other park buildings that fulfil their role and 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
Signs 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 Great Outdoors Programme	01	02	03	04	05



FOR EACH PARK ASPECT RATED 03 OR 04, ASK Q.5 (b)

Q.5 (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.6 of respondents who have **not visited any** of the regional parks or forests in the past twelve months. Then, for these respondents, skip to Q.9.

Q.6 “Can you please tell me why you have **not** visited any of the regional parks and forests in the past twelve months? Are there any other reasons?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

Ask Qs.7 & 8 of respondents who **have visited** any of the regional parks or forests in the past twelve months.

Q.7 “Can you please tell me what you see as the current 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?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

Q.8 “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.9 (a) “Have you heard of the Greater Wellington Regional Council’s ‘Greater Wellington Great Outdoors Programme’?”

- Yes _____ 01 - Ask Q.9 (b) - (d)
- No _____ 02 - Skip to Q.10

(b) “What can you recall about the Greater Wellington Regional Council’s ‘Greater Wellington Great Outdoors Programme’? Anything else?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

- Q.9 (c) “How did you hear about the Greater Wellington Regional Council’s ‘Greater Wellington Great Outdoors Programme?’”

PROBE UNTIL CLEAR

- (d) “In the past twelve months, have you participated in any of the events associated with the Greater Wellington Regional Council’s ‘Greater Wellington Great Outdoors Programme?’”

Yes _____ 01
No _____ 02

- Q.10 (a) “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 management of the regional parks	01	02
Planning and undertaking the maintenance and development programmes associated with the parks	01	02
Running the Greater Wellington Great Outdoors Programme	01	02
Providing communication channels such as the GWRC website and social media activity (e.g. Facebook) to inform the public about the parks	01	02
Defining the rules that enable GWRC to offer the public park experiences while protecting the environment	01	02
Providing a park ranger service to support and protect park users	01	02

- (b) “Is there anything (else) that the Greater Wellington Regional Council is responsible for, with regard to parks? If so, what?”

Q.11 “If you could ask the Greater Wellington Regional Council anything at all about the management of the regional parks, what questions and/or issues would you draw to their attention? What else would you ask them?”

PROBE UNTIL ‘NO’ & POINTS ARE CLEAR

ASK ONLY PARK USERS

Q.12 (a) “In the past twelve months, have you encountered any situations where there has been issues due to the different activities of other park users or user groups?”

Yes _____ 01 - Ask Q.12 (b) - (d)
No _____ 02 - Skip to demographics

(b) “Can you please outline for me what those issues were?”

PROBE UNTIL CLEAR

(c) “How well was/were the issue(s) resolved?”

PROBE UNTIL CLEAR

Very well _____ 01
Quite well _____ 02
Not very well _____ 03
Not at all well _____ 04

IF RESPONDENT HAS MENTIONED ‘ISSUES WITH DOGS’, ASK Q.12 (d). OTHERWISE SKIP TO DEMOGRAPHICS

(d) “Has the dog issues/problems you have mentioned, involved a group of dogs, such as those experienced with commercial dog walkers?”

Yes _____ 01
No _____ 02

Write comments:

SECTION C: QUESTIONS RELATING TO SELECTED REGIONAL TRAILS

“For the final 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.1 “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.2 “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.3 for each trail that has been used/visited in the past two years or so

Q.3 “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.4 “Thinking about the regional trails you have **visited in the 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)	Ratings				
	Very Satisfied	Quite Satisfied	Not Very Satisfied	Not At All Satisfied	(Did Not Use/Unable To Rate)
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

D.4 “Into which of the following income brackets would your **total annual household** 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: ___ / ___ / ‘19