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## **RECREATION OPPORTUNITIES REVIEW IN THE WELLINGTON CONSERVANCY**

**- STAGE 2 QUANTITATIVE SURVEY -**

*Report prepared for the  
Wellington Conservancy,  
Department of Conservation*

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## **1. INTRODUCTION**

DOC's Wellington Conservancy is currently planning a review of the recreational needs and opportunities relating to public conservation land under its jurisdiction, in order to guide the management of these facilities in the future.

The Wellington Conservancy covers the Kapiti, Wairarapa and Poneke areas. Major parks included in these areas are the Tararua Forest Park, Rimutaka Forest Park and Aorangi Forest Park, as well as smaller pockets of reserves that are spread throughout the region.

Also covered by the Wellington Conservancy are the Chatham Islands. However, it has been decided that they will not be included in the research, as client will run a separate process there.

Since 2004, recreation based management decisions in the Wellington Conservancy have largely been driven by the Recreation Opportunities Review (ROR) outcomes. The ROR process focused on management decisions around the network of existing visitor assets. Since that time there have been a number of significant changes in the Department's direction in this area (both nationally and at a Conservancy level), as well as in the wider recreation field.

These changes have included:

1. A new Strategic Direction for the Department, which includes:

- “The overarching purpose of the Department is to increase the value that New Zealanders attribute to conservation. This leads to enhanced care of New Zealand’s unique heritage for people to enjoy and benefit from”.
- “The Department will actively promote outdoor recreation for New Zealanders, especially through fostering recreation, use, and enjoyment on conservation land”.
- Supporting documentation suggests that the Department will re-examine how the recreation, use and enjoyment opportunities it provides meet the needs of different communities within New Zealand. This includes considering the values that families, youth and aging New Zealanders attach to outdoor experiences, the values and expectations of Maori and learning more about the recreation preferences of other communities in New Zealand.

2. Development of a new Conservation Management Strategy (CMS) for Wellington Conservancy, which could potentially affect recreation management direction due to public feedback and submissions received during the consultation process.

3. Changes in the type of outdoor-based recreation activities and demand for more access and new tracks, for example mountain biking, horse riding, 4 x 4, etc.
4. There is a shift in importance to the Department of (international) tourism.
5. There is an increase in population in the Wellington region and it is uncertain whether this has caused changes in demand for recreation activities.

As part of the review, client has decided to commission a research project among a cross-section of residents in the greater Wellington region, in order to assess the public's needs and wants with regard to recreation in public conservation land.

Peter Glen Research has, accordingly, been commissioned to undertake a two-stage research project, which involved preliminary qualitative research, followed by a full-scale survey to identify the public's needs with regard to recreation in the parks and areas of public conservation land covered by the Wellington Conservancy. This report presents the results of the Stage 2 Quantitative Survey.

## **2. RESEARCH OBJECTIVES**

These were defined as follows:

- (a) To identify the type of active and passive activities people undertake in public conservation land and to identify people's requirements and the types of recreation facilities they desire.
- (b) To determine what the public perceive to be the strengths/weaknesses of public conservation land, with specific reference to recreational activity and the consideration of any changes in trends and opportunities.

## **3. TARGET GROUP FOR THE RESEARCH**

It was decided that the research would be undertaken among a broad cross-section of users and potential users of the public conservation land that falls under the jurisdiction of DOC's Wellington Conservancy.

Previous research (conducted for Greater Wellington Regional Council) has revealed that users comprise two important groups: frequent users, who visit one or more parks/reserves at least monthly; and occasional users, who visit the parks/reserves less frequently.

The potential users of the parks and reserves are current non-users, who are either physically active and are likely to have visited other parks and green areas at least once a month, or who are not physically active and enjoy passive recreation like camping. Other non-users tend to be older, less active residents, many of whom have health and mobility issues.

#### **4. METHOD**

In order to gain a thorough insight to the needs and attitudes of park users and non-users, it was recommended that a two-stage research programme be used:

Stage 1: An in-depth qualitative review (the report was presented to client in June 2009).

Stage 2: A full-scale quantitative survey (the results of which are presented in this report).

#### **5. THE QUANTITATIVE SURVEY**

##### 5.1. OVERALL APPROACH

After the results of the Stage One Qualitative Research were presented and reviewed, a structured questionnaire was developed for the Stage Two Quantitative Survey, in consultation with client.

A large sample size of 1,000 interviews was recommended, to cover a broad cross-section of the greater Wellington population, with access to the various forest parks and reserves covered by DOC's Wellington Conservancy.

The quantitative research was conducted as a telephone survey, using random sampling of residents from the local directories.

##### 5.2. SAMPLE SIZE AND STRUCTURE.

The research was undertaken among a randomly selected sample of 1,000 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	%	Sample n=1,000
Kapiti Coast District Council	42,477	9.0	90
Porirua City Council	47,370	10.0	100
Wellington City Council	163,824	34.7	347
Lower Hutt City Council	95,478	20.3	203
Upper Hutt City Council	36,372	7.7	77
South Wairarapa District Council	8,742	1.9	19
Carterton District Council	6,849	1.5	15
Masterton District Council	22,617	4.8	48
Horowhenua District Council	29,868	6.3	63
Tararua District Council	17,859	3.8	38
TOTAL	471,456	100.0%	1,000

### 5.3. SAMPLE SELECTION.

Respondents were recruited for the research by way of random telephone enrolment, using the local telephone directories as the sampling frame. 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.

### 5.4. FIELDWORK EXECUTION.

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

## 6. 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 residents 16+ years of age 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%
<b>90% CONFIDENCE</b>			
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%
<b>95% CONFIDENCE</b>			
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 1,000 randomly selected adults in the Wellington Region shows that 50% hold a particular attitude, we could be 95% certain that the true percentage that held that view would be 50%  $\pm$ 3.1%. Thus, the actual percentage would lie somewhere between 46.9% and 53.1%.

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

## **7. INFORMATION OBTAINED**

The questionnaire that was used in the survey is attached to the back of this report.

## **8. TIMING**

Fieldwork for the Stage 2 Quantitative Survey was undertaken from 25 July to 6 September 2009.

## **9. THE RESEARCH RESULTS**



## **9.1. USAGE OF PARKS AND RESERVES**

### **9.1.1. PERCENTAGE OF RESIDENTS THAT VISIT DOC PARKS AND RESERVES**

43% of the survey participants indicated that they had visited a DOC park or reserve in the greater Wellington region in the past twelve months. This was checked by reading the respondents a list of DOC managed land areas that are covered by the Wellington Conservancy.

The demographic analysis, in Table 1 of the Detailed Tables, indicates that a slightly greater percentage of people in the following sub-groups had visited a DOC park or reserve:

- men (46%) compared to women (41%)
- people under 50 years of age (47%) compared to the over 50s (38%)
- people from upper-middle and higher income households (51%), compared to lower income households (under \$50k per annum - 42%).

The park users had visited, on average, 2.3 different DOC parks and reserves in the past twelve months. Their patronage was spread over a wide range of the areas covered by the Wellington Conservancy, i.e.:

DOC PARKS & RESERVES	TOTAL
Bases:	1,000
	%
Holdsworth	12
Rimutaka Forest Park	12
Tararua Forest Park	11
Matiu/Somes Island	11
Rimutaka Rail Trail	10
Otaki Forks	9
Castlepoint	8
Catchpool Valley	5
Waiohine Gorge	4
The Pinnacles (Putangirua)	3
Kapiti Island	2
Aorangi Forest Park	1
Other	11
RESPONDENTS WHO HAD VISITED A DOC PARK/ RESERVE	43%
Average no. parks/reserves visited	2.3

It can be noted that the Stage 1 qualitative project revealed that many users of DOC parks and reserves also visit *other* regional parks and local green areas.

### **9.1.2. FREQUENCY OF VISITING DOC PARKS AND RESERVES**

Table 3 of the Detailed Tables indicates the frequency with which park users had visited the individual DOC parks and reserves in the past twelve months. It would seem that some of the parks and reserves have a higher incidence of “*frequent visitors*” than others. This is summarised in the following table, which shows the percentage of visitors to each park that had visited it at least monthly (“*frequent visitors*”) versus one-to-four times per year (“*occasional visitors*”). The parks and reserves are listed in the same order as the table on the previous page.

DOC PARKS AND RESERVES (Bases)	NO. OF VISITS IN PAST TWELVE MONTHS			TOTAL PARK VISITORS
	At least monthly	Two to four times	Once	
	%	%	%	%
Holdsworth (119)	8	54	38	100
Rimutaka Forest Park (119)	14	43	43	100
Tararua Forest Park (112)	14	41	45	100
Matiu/Somes Island (110)	-	6	94	100
Rimutaka Rail Trail (99)	29	47	24	100
Otaki Forks (93)	7	28	65	100
Castlepoint (84)	20	23	57	100
Catchpool Valley (46)	17	22	61	100
Waiohine Gorge (39)	26	23	51	100
The Pinnacles (Putangirua) (33)	9	9	82	100
Kapiti Island (16)	-	-	100	100
Aorangi Forest Park (12)	-	17	83	100

The parks with the highest incidence of “*frequent visitors*” appear to be Rimutaka Rail Trail, Waiohine Gorge, Castlepoint and Catchpool Valley, followed by Rimutaka Forest Park, Tararua Forest Park and Holdsworth. However, the latter three parks do have a high percentage of visitors that fall into the “*medium frequency*” category of two to four visits per year.

There is clearly an opportunity to increase the frequency of visits to individual parks, by converting “*one time users*” and “*occasional visitors*” into “*more frequent visitors*”, as well as attracting “*current non-users*”. The extent to which this is undertaken will, of course, be dependent on DOC’s desired strategy for the parks, coupled with the level of future marketing activity.

### **9.1.3. ACTIVITIES UNDERTAKEN IN DOC PARKS AND RESERVES**

The Stage Two survey has confirmed that park visitors undertake a wide range of activities in the DOC parks and reserves in the Wellington Conservancy. Table 4 of the Detailed Tables reveals that this varies somewhat across the parks. However, overall, the “*top 12*” activities undertaken by the survey participants were:

ACTIVITIES UNDERTAKEN		TOTAL (AVERAGE PARK)
		%
1	Walking less than 3 hrs	51
2	Day walk	30
3	Picnics/barbeques	17
4	Family outings/recreation	15
5	Outings with organised groups	11
6	Overnight tramp	10
7 =	Photography	8
7 =	Swimming	8
9	Multi-day tramp	5
10 =	Mountain biking/cycling	4
10 =	Camping	4
10 =	Painting/artwork	4

### **9.2. PARK LAST VISITED**

The respondents who had been to a DOC park or reserve in the past twelve months, were asked to focus on the park or reserve they *last* visited, to evaluate their experience. This produced a general cross-section of park users, with the percentage of respondents that last visited each park being as follows:

DOC PARKS & RESERVES <u>LAST</u> VISITED	TOTAL
	1,000
	%
Holdsworth	4
Rimutaka Forest Park	4
Tararua Forest Park	7
Matiu/Somes Island	3
Rimutaka Rail Trail	5
Otaki Forks	5
Castlepoint	4
Catchpool Valley	1
Waiohine Gorge	2
The Pinnacles (Putangirua)	2
Kapiti Island	1
Aorangi Forest Park	x
Other	5
RESPONDENTS WHO HAD VISITED A DOC PARK/ RESERVE	43%

### **9.2.1. REASONS FOR CHOOSING THE PARK OR RESERVE LAST VISITED**

There were varied reasons for choosing the specific parks and reserves across the region, as shown in Table 6 of the Detailed Tables. However, overall, the twelve most prominent reasons given, covered the following elements.

REASONS FOR CHOOSING A PARK		TOTAL
Base:		435
		%
1	Proximity; time and convenience	38
2	The scenery/natural beauty of the park	22
3	A relaxing/peaceful/quiet environment	19
4 =	An area I know well	14
4 =	The terrain (challenging/variety, a good workout)	14
6 =	The terrain (flat/good easy walks)	13
6 =	Tracks are well maintained	13
8	The water/river/seashore/beach	11
9	Good/safe for children/family	10
10	To study/observe the local history in the park	9
11	Good tracks for walking/cycling/horse riding	8
12	To study/watch the natural environment (plants/ bird life)	7

### **9.2.2. INFORMATION SOURCING**

One-third of the respondents sought information of some type, to plan their last visit to a DOC park or reserve. On average, they used 1.6 different sources of information.

The leading source of information was the DOC website, which was accessed by 10% of park visitors. A range of other information sources was also used, highlighting the need for a multi-channel communications strategy.

The main information sources were:

MAIN INFORMATION SOURCES USED FOR PLANNING THE <u>LAST</u> VISIT	TOTAL
Base:	435
	%
DOC website	10
Word of mouth	8
Brochure/pamphlet	7
Visitor/i-site	6
Tramping club	6
Guide book	5
MetService	3

### **9.3. PARK EXPERIENCE**

#### **9.3.1. SATISFACTION WITH THE PARK LAST VISITED**

Respondents were asked to rate how satisfied or dissatisfied they were with the experience they encountered at the park last visited. Overall, 97% of park users stated that they were satisfied, with 67% being ‘*very satisfied*’ and 30% ‘*quite satisfied*’.

Whilst the percentage indicating that they were ‘*very satisfied*’ differs by park/reserve visited (see Table 8 of the Detailed Tables), it should be noted that the base sizes for this analysis are relatively small. Therefore, care should be taken in the interpretation of any comparisons between the parks/reserves.

#### **9.3.2. POSITIVE ASPECTS OF THE LAST PARK VISIT**

All of the respondents who had visited a DOC park or reserve in the greater Wellington region in the past twelve months were able to identify a positive aspect of their last visit. Their comments were wide ranging, but the “*top ten*” positive factors freely recalled included:

- |  |                       |
|--|-----------------------|
| ▪ An easy/enjoyable walk or tramp                          | 21% of total visitors |
| ▪ The bush/forest/natural environment                      | 21                    |
| ▪ Good/well-maintained tracks                              | 20                    |
| ▪ The bird life/listening to the birds                     | 18                    |
| ▪ The beautiful scenery/views                              | 16                    |
| ▪ A good experience for children/the family                | 12                    |
| ▪ The quiet/peaceful tranquillity                          | 11                    |
| ▪ Easy access (not too far from Wellington/home)           | 6                     |
| ▪ Good/clear park signage                                  | 6                     |
| ▪ A challenging walk/terrain (providing self-satisfaction) | 6                     |

Comments did differ across the parks and these can be examined in Table 9 of the Detailed Tables.

### **9.3.3. ASPECTS OF THE LAST PARK VISIT THAT COULD BE IMPROVED**

42% of the total park visitors made a suggestion for improving the park experience. Given the high level of overall satisfaction that exists with the park visits (refer to Section 9.3.1), the majority of these comments can be regarded simply as suggestions for improvement, rather than major areas of dissatisfaction.

The main areas of comment included:

- |  |                      |
|--|----------------------|
| ▪ Improve the tracks in (some/steep) areas           | 8% of total visitors |
| ▪ The need for more/better/cleaner toilet facilities | 6                    |
| ▪ Better/more signage in the parks                   | 5                    |
| ▪ Better signage leading to the parks                | 3                    |
| ▪ More/better huts                                   | 4                    |
| ▪ The need for picnic areas/tables                   | 3                    |
| ▪ More seating required                              | 3                    |
| ▪ More rubbish bins required                         | 3                    |

Suggestions again vary across the parks – see Table 10 of the Detailed Tables for individual park ratings.

## **9.4. THE NON-USERS OF PARKS AND RESERVES**

### **9.4.1. LEVEL OF PARK EXPERIENCE**

The 57% of survey participants who had *not* visited a DOC park/reserve in the last twelve months were questioned to establish whether they had *ever* been to public conservation land in the greater Wellington region. Two-thirds of these respondents had done so. The level of visitation was, perhaps not surprisingly, greater among the older age groups, i.e.:

- 16 – 29 years (58% of current non-users)
- 30 – 49 years (67%)
- 50+ years (72%)

This leaves one-third of current park non-users who have *never* visited the DOC parks/reserves in the greater Wellington region (which converts to 19% of the total residents interviewed).

For many of the non-users who *had* experienced a DOC park/reserve, their last visit was several years ago. This is revealed in the following summary table:

PERCENTAGE OF CURRENT NON-USERS WHO LAST VISITED A DOC PARK OR RESERVE:	TOTAL
Base:	565
	%
Over 1 to 2 years ago	12
Over 2 to 5 years	17
Over 5 to 10 years ago	16
Over 10 to 15 years ago	7
Over 15 to 20 years ago	8
Over 20 years ago	7
TOTAL NON-USERS WHO HAD <b>EVER</b> VISITED A DOC PARK/RESERVE	67%

#### **9.4.2. REASONS FOR NOT VISITING DOC PARKS AND RESERVES IN THE GREATER WELLINGTON REGION**

The current non-users gave a variety of reasons for not visiting DOC parks and reserves. The most prominent barriers to park usage would appear to be “*attitudinal*” (e.g. lack of time or interest), although health problems, age, young family and lack of information were also cited as important reasons.

REASONS FOR NOT VISITING	TOTAL
Base:	565
	%
No time/too busy	21
Not interested	20
Been sick/injured; health problems	13
New or young family/children	9
Too old	8
Lack of information (about the parks/what they offer)	8
No or inadequate transport	5
No outdoor/tramping skills	3
Terrain too tough/tracks too difficult	3
Too far to go	2
Other	8
TOTAL REASONS	100%

The less frequently mentioned barriers for non-use of the parks and reserves were lack of transport or nearby park access, no outdoor/tramping skills, the perceived difficulty of the terrain, and various other sundry limitations.

The perceived barriers to park usage do vary by age group (see Table 12 of the Detailed Tables).

### **9.4.3. NON-PARK USERS' INTEREST IN POTENTIAL SERVICES OR ACTIVITIES**

The current non-users of DOC parks and reserves were questioned about their level of interest in the following list of eight potential services or activities, if they were to be introduced in the future.

INTEREST IN POTENTIAL SERVICES OR ACTIVITIES OFFERED TO NON-USERS OF DOC PARKS AND RESERVES Base:	'Very interested'	'At all interested'
	565	565
	%	%
Information on where you can go and what you can do in the parks	27	64
An organised community event like a park open day	27	55
Information on being safe in the bush	25	52
Guided nature walks to see and learn about native wildlife, plants, and history	16	38
An organised group of people to go with (tramping club, other)	15	43
Promotion of special sights to see within the park, e.g. rivers, mountains, views	14	52
Bushcraft courses to learn outdoor skills like river crossings	11	24
An organised community event like tree plantings	8	31

It is revealing to note that the highest levels of interest centres on the non-users' need for information and being introduced to what the parks or reserves have to offer. This confirms one of the key findings in the Stage One Qualitative project, which revealed *'the potential or non-users of public conservation land appear to lack information on the experience that the parks and reserves can provide and, to some extent, have misperceptions of what that experience might be'*.



## **9.5. AWARENESS OF THE REGIONAL OUTDOORS PROGRAMME**

All of the residents who participated in the Stage Two Quantitative Survey were asked whether they had heard of the Regional Outdoors Programme run by the greater Wellington Regional Council. 38% of respondents had heard of it. Awareness was slightly greater among the younger age groups and current users of DOC parks and reserves.

AWARENESS OF THE REGIONAL OUTDOORS PROGRAMME (Base)	Percentage Aware
	%
<u>Total respondents</u> (1,000)	38
<u>Age Groups:</u>	
- 16 – 29 years (233)	44
- 30 – 49 years (379)	39
- 50+ years (388)	35
<u>Park Usage:</u>	
- Have visited DOC parks/reserves (435)	42
- Non-visitors (565)	35

Almost half (46%) of the respondents, who had heard of the Regional Outdoors Programme, stated that they had attended any of the programme's events. And 84% of these respondents said that they would like to see more of these types of summer programmes or events.

## **9.6. THE PARKS AND RESERVES OF THE FUTURE**

### **9.6.1. DEGREE OF APPEAL OF POTENTIAL SERVICES AND FACILITIES**

All respondents were questioned about which of the following services and facilities would appeal to them in the parks and reserves of the future. They rated their interest on a scale ranging from ‘*a lot of appeal*’ through to ‘*no appeal*’.

In order of overall appeal, the services and facilities can be ranked as follows:

SERVICES AND FACILITIES Base:	‘A lot of appeal’ 1,000	‘A lot plus a little appeal’ 1,000
	%	%
Facilities for family entertainment, such as picnic areas and barbeques	57	89
Information about native wildlife, plants, history of the area	43	73
Mountain biking tracks or parks	35	52
Sole occupancy bookable huts (bach style)	29	51
Small shared huts that sleep 6 – 12 people	30	47
Motorised recreation areas	23	36
Horse riding tracks	20	44
Large shared huts that sleep 20 – 32 people	17	38

Some differences are evident by gender, age and park usage groups (see Table 15(b) of the Detailed Tables). However, the three highest ranked services and facilities in the above table were consistently ranked in the top three, across the various sub-groups.

**9.6.2. OTHER FACILITIES OR EVENTS THAT THE PUBLIC WOULD LIKE TO SEE INTRODUCED TO THE PARKS**

Respondents were asked for their ideas on other facilities or events that they would like to see introduced to the parks. 28% of the total research participants made a suggestion. Their comments were wide-ranging, but covered the following main ideas:

	%
More publicity/information on what you can do in the parks	4
Outdoor recreation for families/children/younger people	4
Information (boards/brochures) on wildlife/bird life	3
Events (e.g. “ <i>Big Days</i> ”, bike rides, rural-themed, nature-themed, etc)	3
Outdoor concerts	2
More secure parking for cars/vehicles	2
Outdoor pursuit/obstacle courses	2
More rubbish bins/rubbish collection points	2
Wheelchair/disabled access	2
Keep the tracks well-maintained	2
Protect the natural environment	2
More toilets/better toilet facilities	2
More/better signage	2
Maps that you can carry	2
More shorter tracks (up to 1 hour, rather than 2 – 3 hours)	2
More lookout/photography points	2
Improvement to huts	2
Larger huts (for school groups)	2
Vendor services (e.g. quad bike hire, paintball, food stalls)	2
An (improved) booking system for the huts	2
Miscellaneous	3
<b>AVERAGE NUMBER OF SUGGESTIONS GIVEN</b>	<b>1.75</b>

## **9.7. INFORMATION SOURCES**

### **9.7.1. INFORMATION SOURCES THAT WOULD REACH THE PUBLIC**

All respondents were asked for their opinion on how likely it is that the following information sources would reach them, if used to inform people about the parks and reserves of the future. The following rank order emerged for '*potential reach*'.

POTENTIAL REACH OF INFORMATION SOURCES	'Very likely to reach'	'At all likely to reach'
Base:	1,000	1,000
	%	%
1. Newspaper articles and advertising	38	68
2. Letters in your mailbox	33	65
3. Internet messages	34	55
4. Brochures and pamphlets	26	50
5. Radio broadcasts	25	50
6. Visitor Centre/i-Site information	25	48
7. Guide books	21	51
8. DOC website	26	43
9. Text messaging	20	47
10. Community noticeboards	12	42
11. A call from a telephone Call Centre	13	38

This suggests that a range of information channels would be necessary to convey key messages about the parks and reserves of the future.

### **9.7.2. RESPONDENTS PREFERRED INFORMATION SOURCES**

In contrast to the anticipated '*reach*' of information sources, the rank order of '*preferred*' information channel for receiving messages about the parks and reserves of the future is as follows:

PREFERRED INFORMATION SOURCES	<i>No. 1 preference</i> 1,000
	%
1. Internet messages	21
2. Newspaper articles and advertising	20
3. Brochures and pamphlets	14
4= Radio broadcasts	8
4= Letters in your mailbox	8
4= Text messaging	8
7. DOC website	5
8. Visitor Centre/i-Site information	4
9= Community noticeboards	2
9= A call from a telephone Call Centre	2
11 Guide books	1

Some interesting differences have emerged by demographic sub-groups (see Table 17 of the Detailed Tables). For example:

- Men rank, in order of popularity, newspaper messages, Internet messages, brochures/pamphlets and radio broadcasts as their four most preferred information sources. Women rate Internet messages, newspaper messages, brochures/pamphlets and text messaging as their top four preferred information channels.
- By age groups, Internet messaging scores more highly among people under 50, years of age, coupled with text messaging for the under 30s. The older age group (people over 50) are slightly more inclined toward the traditional channels of newspaper, radio and brochures/pamphlets.
- Interestingly, the current users of DOC parks and reserves rank Internet messages most highly, followed by newspaper, brochures/pamphlets, the DOC website and mailbox drops. Non-users rank newspaper, Internet messages, brochures/pamphlets, radio and text messaging as their most preferred sources of information.

## **9.8 CONCLUSION**

The Stage Two Quantitative Survey has revealed that approximately 43% of residents have visited a DOC park or reserve in the greater Wellington region in the past twelve months. On average, they have visited 2.3 DOC parks and reserves, but there are other regional parks and local green areas that they have also visited.

The research has identified the range of activities undertaken in the parks. Whilst walks up to three hours and day walks are the most prominent activities undertaken, park visitors also participate in a wide variety of other activities (refer to Section 9.1.3).

There appears to be a high level of satisfaction with the existing parks and reserves. 97% of respondents stated that they were either ‘*very satisfied*’ or ‘*quite satisfied*’ with their last park experience.

57% of residents are currently non-users of the parks and reserves. Two-thirds of these people can be defined as “*lapsed visitors*”, whilst the other third “*never visited*” a DOC park or reserve in the Wellington Conservancy.

The non-users cited a range of reasons why they have not visited a DOC park or reserve. However, both stages of the research have revealed that many non-users require further information about the DOC parks and reserves, to address their current lack of knowledge regarding what the parks have to offer. Indeed, when a list of potential services and activities were put to the current non-users, just under 30% expressed a high level of interest in at least one option, e.g. an organised event like a park open day.

The majority of the service and facility concepts that were presented to all survey participants, as possibilities for future inclusion in the parks and reserves, engendered encouraging levels of appeal (refer to Section 9.6.1).

One of the major challenges for DOC is to compile an effective communications strategy that will reach the public and inform potential visitors about the parks and reserves of the future, in a way that will encourage them to visit and revisit the parks. It is interesting to note that only one-third of current park visitors sought information of any type to help plan their last park visit. The DOC website was the leading source of information, but was used by just 10% of park visitors.

It would seem that a range of information channels would be needed to reach a broad base of the regional population (refer to Section 9.7.1). In compiling the media strategy, consideration should be given to the public’s preferences regarding information sources (Section 9.7.2), as it seems that this is trending away from the more traditional channels to embrace the new technologies (i.e. Internet and text messaging).

## **10. THE DETAILED TABLES**

TABLE 1: WHETHER RESPONDENTS HAD VISITED ANY DOC PARKS OR RESERVES IN THE GREATER WELLINGTON REGION IN THE PAST 12 MONTHS

(a) IN TOTAL AND BY GENDER AND AGE GROUPS

Base: Total respondents in each group

HAVE YOU VISITED ANY DOC PARKS/RESERVES? Bases:	TOTAL 1,000	GENDER		AGE GROUPS		
		Male 500	Female 500	16 – 29 yrs 233	30 – 49 yrs 379	50+ yrs 388
	%	%	%	%	%	%
Yes	43	46	41	49	45	38
No	57	54	59	51	55	62
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%



TABLE 1: WHETHER RESPONDENTS HAD VISITED ANY DOC PARKS OR RESERVES IN THE GREATER WELLINGTON REGION IN THE PAST 12 MONTHS

(b) IN TOTAL AND BY AREA

Base: Total respondents in each group

HAVE YOU VISITED ANY DOC PARKS/ RESERVES? Bases:	TOTAL 1,000	AREA							
		Kapiti 90	Porirua 100	Wellington 347	Lower Hutt 203	Upper Hutt 77	Wairarapa 82	Horowhenua 63	Tararua 38
	%	%	%	%	%	%			
Yes	43	51	31	40	47	54	44	57	26
No	57	49	69	60	53	46	56	43	74
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 1: WHETHER RESPONDENTS HAD VISITED ANY DOC PARKS OR RESERVES IN THE GREATER WELLINGTON REGION IN THE PAST 12 MONTHS

(c) IN TOTAL AND BY HOUSEHOLD INCOME GROUPS

Base: Total respondents in each group

HAVE YOU VISITED ANY DOC PARKS/RESERVES? Bases:	TOTAL 1,000	HOUSEHOLD INCOME (pre-tax)				
		Up to \$30k p.a. 167	\$30k to \$50k p.a. 210	\$50k to \$70k p.a. 166	\$70k+ 288	Don't Know/Refused 169
	%	%	%	%	%	%
Yes	43	42	42	47	54	25
No	57	58	58	53	46	75
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%

TABLE 2: DOC PARKS AND RESERVES VISITED IN THE PAST TWELVE MONTHS  
(a) IN TOTAL AND BY GENDER AND AGE

Base: Total respondents in each group

DOC PARKS & RESERVES Bases:	TOTAL 1,000	GENDER		AGE GROUPS		
		Male 500	Female 500	16 – 29 yrs 233	30 – 49 yrs 379	50+ yrs 388
	%	%	%	%	%	%
Otaki Forks	9	12	7	11	8	10
Holdsworth	12	13	11	13	13	10
Waiohine Gorge	4	3	5	4	5	3
Rimutaka Rail Trail	10	12	8	11	12	8
Catchpool Valley	5	6	3	1	7	4
The Pinnacles (Putangirua)	3	3	4	3	4	3
Castlepoint	8	8	9	11	9	7
Tararua Forest Park	11	13	9	6	14	11
Rimutaka Forest Park	12	14	10	5	17	11
Aorangi Forest Park	1	2	1	-	2	2
Kapiti Island	2	1	3	4	2	x
Matiu/Somes Island	11	13	9	13	16	5
Other	11	9	13	11	14	7
RESPONDENTS WHO HAD VISITED A DOC PARK/ RESERVE	43%	46%	41%	46%	47%	39%
Average no. parks/reserves visited	2.3	2.4	2.2	2.0	2.6	2.1

TABLE 2: DOC PARKS AND RESERVES VISITED IN THE PAST TWELVE MONTHS  
(b) IN TOTAL AND BY AREA

Base: Total respondents in each group

DOC PARKS & RESERVES Bases:	TOTAL 1,000	AREA							
		Kapiti 90	Porirua 100	Wellington 347	Lower Hutt 203	Upper Hutt 77	Wairarapa 82	Horowhenua 63	Tararua 38
	%	%	%	%	%	%	%	%	%
Otaki Forks	9	30	4	6	6	9	2	27	5
Holdsworth	12	21	9	9	8	17	33	3	5
Waiohine Gorge	4	1	1	5	2	9	11	2	3
Rimutaka Rail Trail	10	9	9	10	9	30	4	5	3
Catchpool Valley	5	2	2	7	5	8	1	2	-
The Pinnacles (Putangirua)	3	1	1	6	1	2	7	-	-
Castlepoint	8	4	3	5	11	16	22	8	5
Tararua Forest Park	11	16	10	9	8	23	15	14	8
Rimutaka Forest Park	12	9	7	12	22	21	2	-	-
Aorangi Forest Park	1	1	3	1	1	3	-	-	-
Kapiti Island	2	2	2	1	4	1	-	-	-
Matiu/Somes Island	11	6	12	15	13	13	1	3	-
Other	11	11	11	11	10	10	11	11	8
RESPONDENTS WHO HAD VISITED A DOC PARK/ RESERVE	43%	51%	31%	40%	47%	54%	44%	57%	26%
Average no. parks/ reserves visited	2.3	2.2	2.4	2.4	2.1	3.0	2.5	1.3	1.4

TABLE 3: FREQUENCY OF VISITING DOC PARKS AND RESERVES IN THE PAST TWELVE MONTHS

Base: Total respondents who had visited each park/reserve in the past 12 months

DOC PARKS & RESERVES	(Base)	Frequency of visit						TOTAL
		Once	2 – 4 times	Monthly	Fortnightly	Weekly	Daily	
	%	%	%	%	%	%	%	%
Otaki Forks	(93)	65	28	4	2	1	-	100
Holdsworth	(119)	38	54	7	1	-	-	100
Waiohine Gorge	(39)	51	23	10	10	3	3	100
Rimutaka Rail Trail	(99)	24	47	15	8	5	1	100
Catchpool Valley	(46)	61	22	7	4	4	2	100
The Pinnacles (Putangirua)	(33)	82	9	6	3	-	-	100
Castlepoint	(84)	57	23	14	6	-	-	100
Tararua Forest Park	(112)	45	41	12	1	1	-	100
Rimutaka Forest Park	(119)	43	43	7	6	1	-	100
Aorangi Forest Park	(12)	83	17	-	-	-	-	100
Kapiti Island	(16)	100	-	-	-	-	-	100
Matiu/Somes Island	(110)	94	6	-	-	-	-	100

TABLE 4: ACTIVITIES UNDERTAKEN IN DOC PARKS AND RESERVES IN THE PAST TWELVE MONTHS

Base: Total respondents who visited each park/reserve in the past 12 months

ACTIVITIES	TOTAL (AVERAGE PARK)	FOREST PARKS AND RESERVES					
		Otaki Forks	Holdsworth	Waiohine Gorge	Rimutaka Rail Trail	Catchpool Valley	The Pinnacles (Putangirua)
Bases:	882	93	119	39	99	46	33
	%	%	%	%	%	%	%
Walking less than 3 hrs	51	55	22	46	66	72	52
Day walk	30	9	43	26	41	26	45
Overnight tramp	10	18	19	-	-	-	3
Multi-day tramp	5	-	27	-	-	-	3
Walking/running with dog	3	6	-	-	12	-	9
Running/jogging	3	1	-	-	8	-	15
Hunting	2	-	7	-	-	-	3
Mountain biking/cycling	4	1	-	-	17	-	-
Camping	4	8	7	18	-	-	18
Horse riding	1	-	-	-	-	-	-
Picnics/barbeques	17	8	13	23	-	17	-
Driving for pleasure	2	6	-	-	-	-	18
Participated in organised sports event	1	-	-	-	-	-	-
Canoeing/kayaking/rafting	1	-	5	18	-	-	-
Photography	8	1	6	-	22	2	-
Painting/artwork	4	-	-	-	7	-	-
Researching/nature study	2	-	-	-	2	-	-
Family outings/recreation	15	18	8	21	9	-	21
Outings with organised groups	11	10	14	15	-	-	-
Fishing	1	-	-	8	-	-	-
Volunteer activities	2	-	-	-	-	-	-
Swimming	8	8	5	23	-	-	-
Other (e.g. reading, bird watching, local history)	5	6	7	10	8	2	6
RESPONDENTS WHO SPECIFIED AN ACTIVITY	100%	100%	100%	100%	100%	100%	100%
Average no. of activities undertaken	1.9	1.5	1.8	2.1	1.9	1.2	1.9

TABLE 4: ACTIVITIES UNDERTAKEN IN DOC PARKS AND RESERVES IN THE PAST TWELVE MONTHS (continued)

Base: Total respondents who visited each park/reserve in the past 12 months

ACTIVITIES	FOREST PARKS AND RESERVES					
	Castlepoint 84	Tararua Forest Park 112	Rimutaka Forest Park 119	Aorangi Forest Park 12	Kapiti Island 16	Matiu/Somes Island 110
	%	%	%	%	%	%
Walking less than 3 hrs	81	52	43	92	100	31
Day walk	19	42	36	8	-	23
Overnight tramp	1	24	13	-	-	-
Multi-day tramp	1	7	2	-	-	-
Walking/running with dog	2	-	6	-	-	-
Running/jogging	10	-	2	-	-	-
Hunting	-	2	7	-	-	-
Mountain biking/cycling	-	-	15	-	-	-
Camping	-	-	6	-	-	1
Horse riding	7	-	-	-	-	-
Picnics/barbeques	18	26	29	33	-	29
Driving for pleasure	-	5	-	-	-	-
Participated in organised sports event	-	-	4	-	-	-
Canoeing/kayaking/rafting	-	-	-	-	-	-
Photography	11	8	8	17	12	8
Painting/artwork	7	6	1	-	31	7
Researching/nature study	-	2	5	-	44	2
Family outings/recreation	29	25	13	-	-	15
Outings with organised groups	2	6	3	-	88	37
Fishing	-	5	-	-	-	4
Volunteer activities	-	-	-	-	-	14
Swimming	25	15	5	17	-	-
Other (e.g. reading, bird watching, local history)	10	4	2	-	-	3
RESPONDENTS WHO SPECIFIED AN ACTIVITY	100%	100%	100%	100%	100%	100%
Average no. of activities undertaken	2.2	2.3	2.0	1.7	2.7	1.7

TABLE 5: DOC PARK/RESERVE **LAST** VISITED

Base: Total respondents in the survey (1,000)

DOC PARKS AND RESERVES	TOTAL
	%
Otaki Forks	5
Holdsworth	4
Waiohine Gorge	2
Rimutaka Rail Trail	5
Catchpool Valley	1
The Pinnacles (Putangirua)	2
Castlepoint	4
Tararua Forest Park	7
Rimutaka Forest Park	4
Aorangi Forest Park	x
Kapiti Island	1
Matiu/Somes Island	3
Other	5
RESPONDENTS WHO HAD VISITED A PARK	43%



TABLE 6: REASONS FOR CHOOSING TO VISIT SPECIFIC DOC PARKS AND RESERVES ON THE LAST OCCASION

Base: Total respondents who last visited each park

REASONS	TOTAL	DOC PARKS AND RESERVES					
		Otaki Forks	Holdsworth	Waiohine Gorge	Rimutaka Rail Trail	Catchpool Valley	The Pinnacles (Putangirua)
Bases:	435	49	44	18	51	11	16
	%	%	%	%	%	%	%
Proximity; time and convenience	38	51	59	33	31	36	-
A relaxing/peaceful/quiet environment	19	31	9	44	10	9	19
The scenery/natural beauty of the park	22	33	25	11	24	27	-
The openness/open space	2	-	5	-	-	-	-
The terrain (flat/good easy walks)	13	16	18	-	16	18	-
The terrain (challenging/variety, a good workout)	14	-	34	-	16	-	31
The water/river/seashore/beach	11	-	-	17	-	-	-
Good tracks for walking/cycling/horse riding	8	-	-	-	20	-	-
Tracks are well maintained	13	18	32	6	4	9	25
Not too many river crossings	2	-	-	-	-	-	-
Good huts	1	-	-	-	-	-	-
Good bridges	2	-	-	17	-	-	-
An area I know well	14	29	7	6	18	-	13
Good wind breaks/shelter	3	-	14	-	-	-	-
It provides a sense of adventure/places to explore	5	-	-	11	14	-	25
Good/safe for children/family	10	14	-	-	-	-	-
Good picnic areas	5	-	-	-	-	-	-
To study/watch the natural environment (plants/ bird life)	7	4	-	-	-	-	-
To study/observe the local history in the park	9	10	-	-	16	-	-
To get inspiration for painting/artwork, etc	2	-	-	-	-	-	-
To attend an event or volunteer activity	3	-	-	-	-	-	-
I have access to hunting there	x	-	-	-	-	-	6
Other	8	10	7	-	4	9	6
RESPONDENTS WHO GAVE A REASON	100%	100%	100%	100%	100%	100%	100%
Average no. of reasons given	2.1	2.2	2.1	1.5	1.7	1.1	1.3

TABLE 6: REASONS FOR CHOOSING TO VISIT SPECIFIC DOC PARKS AND RESERVES ON THE LAST OCCASION (continued)

Base: Total respondents who last visited each park

REASONS	DOC PARKS AND RESERVES						
	Castlepoint	Tararua Forest Park	Rimutaka Forest Park	Aorangi Forest Park	Kapiti Island	Matiu/Somes Island	Other
Bases:	38	72	43	3	7	32	51
	%	%	%	%	%	%	%
Proximity; time and convenience	-	43	60	-	-	9	55
A relaxing/peaceful/quiet environment	5	17	35	33	-	16	24
The scenery/natural beauty of the park	24	19	16	33	-	12	35
The openness/open space	5	-	-	-	-	-	10
The terrain (flat/good easy walks)	-	-	49	-	-	-	22
The terrain (challenging/variety, a good workout)	-	29	-	-	-	-	20
The water/river/seashore/beach	45	11	19	-	-	9	16
Good tracks for walking/cycling/horse riding	8	-	30	-	-	-	14
Tracks are well maintained	-	14	21	-	-	-	16
Not too many river crossings	-	-	12	-	-	-	6
Good huts	-	4	-	-	-	-	-
Good bridges	-	8	-	-	-	-	-
An area I know well	11	15	9	33	-	-	22
Good wind breaks/shelter	-	1	5	-	-	-	8
It provides a sense of adventure/places to explore	13	4	5	-	-	6	-
Good/safe for children/family	18	-	47	-	-	-	20
Good picnic areas	5	-	30	-	-	-	12
To study/watch the natural environment (plants/ bird life)	-	7	19	-	71	6	18
To study/observe the local history in the park	-	3	12	-	43	41	10
To get inspiration for painting/artwork, etc	11	6	5	-	-	-	-
To attend an event or volunteer activity	-	-	2	-	14	19	6
I have access to hunting there	-	-	-	-	-	-	-
Other	5	7	7	33	14	16	10
RESPONDENTS WHO GAVE A REASON	100%	100%	100%	100%	100%	100%	100%
Average no. of reasons given	1.5	1.9	3.8	1.3	1.4	1.3	3.2

TABLE 7: EXTENT TO WHICH INFORMATION WAS SOURCED TO PLAN **LAST** VISIT TO DOC PARKS/RESERVES

Base: Total respondents who had visited a DOC park/reserve in the past twelve months (435)

INFORMATION SOURCE	TOTAL
	%
Word of mouth	8
DOC website	10
Other website	1
Visitor/i-site	6
Brochure/pamphlet	7
Guide book	5
Tramping club	6
MetService	3
Other	5
RESPONDENTS WHO SOURCED INFORMATION	32%
Average number of information sources used	1.6

TABLE 8: DEGREE OF SATISFACTION WITH THE EXPERIENCE DELIVERED AT THE DOC PARK/RESERVE **LAST** VISITED

Base: Total respondents who last visited each park

DEGREE OF SATISFACTION	TOTAL	DOC PARKS AND RESERVES					
		Otaki Forks	Holdsworth	Waiohine Gorge	Rimutaka Rail Trail	Catchpool Valley	The Pinnacles (Putangirua)
Bases:	435	49	44	18	51	11	16
	%	%	%	%	%	%	%
Very satisfied	67	74	64	78	82	64	50
Quite satisfied	30	24	34	22	16	36	44
Not very satisfied	3	2	2	-	2	-	6
Not at all satisfied	-	-	-	-	-	-	-
TOTAL	100%	100%	100%	100%	100%	100%	100%

TABLE 8: DEGREE OF SATISFACTION WITH THE EXPERIENCE DELIVERED AT THE DOC PARK/RESERVE **LAST** VISITED  
(continued)

Base: Total respondents who last visited each park

DEGREE OF SATISFACTION Bases:	DOC PARKS AND RESERVES						
	Castlepoint 38	Tararua Forest Park 72	Rimutaka Forest Park 43	Aorangi Forest Park 3	Kapiti Island 7	Matiu/Somes Island 32	Other 51
	%	%	%	%	%	%	%
Very satisfied	45	71	63	67	57	63	74
Quite satisfied	53	26	35	33	43	31	22
Not very satisfied	2	3	2	-	-	6	4
Not at all satisfied	-	-	-	-	-	-	-
TOTAL	100%	100%	100%	100%	100%	100%	100%

TABLE 9: POSITIVE ASPECTS OF THE RESPONDENTS **LAST** VISIT TO A DOC PARK/RESERVE

Base: Total respondents who last visited each park

POSITIVE ASPECTS Bases:	TOTAL 435	DOC PARKS AND RESERVES					
		Otaki Forks 49	Holdsworth 44	Waiohine Gorge 18	Rimutaka Rail Trail 51	Catchpool Valley 11	The Pinnacles (Putangirua) 16
	%	%	%	%	%	%	%
The bush/forest/native flora/natural environment	21	12	18	17	24	36	19
The beautiful scenery/views	16	20	18	11	22	9	6
Quiet/peaceful; tranquillity	11	4	5	6	18	9	12
The bird life/listening to birds	18	8	7	11	20	9	-
An easy/enjoyable walk/tramp	21	22	20	6	25	18	12
A challenging walk/terrain	6	10	7	-	4	-	6
Good/well-maintained tracks	20	31	32	11	35	9	6
Good for children/family; kids loved it	12	6	16	11	4	-	12
Easy access (not too far from Wellington/home)	6	2	-	6	2	-	6
Park signage; good/clear signage	6	12	11	-	14	-	-
Good swimming	4	14	-	-	-	-	-
Good hut(s)/well-maintained huts	5	12	11	-	-	-	-
Good toilet facilities	3	2	-	-	6	-	-
Good photographic opportunities	4	2	14	-	4	-	-
Good fishing/trout to fish	2	-	-	17	-	-	-
Clean/tidy – no rubbish	3	10	-	-	8	-	-
The local history/information on history	5	2	9	-	16	-	-
The weather was good	3	6	2	-	2	-	-
The wildlife	4	-	11	-	-	-	12
Other	12	14	14	11	10	18	12
RESPONDENTS WHO COMMENTED	100%	100%	100%	100%	100%	100%	100%
Average no. of comments made	1.8	1.9	1.9	1.1	2.1	1.1	1.1

TABLE 9: POSITIVE ASPECTS OF THE RESPONDENTS **LAST** VISIT TO A DOC PARK/RESERVE (continued)

Base: Total respondents who last visited each park

POSITIVE ASPECTS	DOC PARKS AND RESERVES						
	Castlepoint	Tararua Forest Park	Rimutaka Forest Park	Aorangi Forest Park	Kapiti Island	Matiu/Somes Island	Other
Bases:	38	72	43	3	7	32	51
	%	%	%	%	%	%	%
The bush/forest/native flora/natural environment	8	35	35	33	14	6	20
The beautiful scenery/views	3	12	7	33	14	19	27
Quiet/peaceful; tranquillity	5	10	28	-	-	-	18
The bird life/listening to birds	-	25	9	-	100	31	35
An easy/enjoyable walk/tramp	34	24	21	-	-	6	22
A challenging walk/terrain	-	11	2	-	-	-	8
Good/well-maintained tracks	-	29	30	33	-	-	6
Good for children/family; kids loved it	18	18	12	-	29	22	6
Easy access (not too far from Wellington/home)	5	11	16	-	-	-	14
Park signage; good/clear signage	3	4	2	-	-	-	4
Good swimming	16	7	-	-	-	-	-
Good hut(s)/well-maintained huts	-	8	9	-	-	-	2
Good toilet facilities	-	10	-	-	-	6	-
Good photographic opportunities	11	3	2	-	-	-	-
Good fishing/trout to fish	13	-	-	-	-	-	2
Clean/tidy – no rubbish	-	3	2	-	-	-	4
The local history/information on history	-	-	-	-	14	12	8
The weather was good	16	3	2	-	-	-	-
The wildlife	-	4	2	33	-	-	8
Other	11	10	12	33	14	12	10
RESPONDENTS WHO COMMENTED	100%	100%	100%	100%	100%	100%	100%
Average no. of comments made	1.4	2.3	1.9	1.6	1.8	1.1	1.9

TABLE 10: ASPECTS OF THE **LAST** VISIT TO A DOC PARK/RESERVE THAT COULD HAVE BEEN DONE BETTER

Base: Total respondents who last visited each park

ASPECTS TO IMPROVE Bases:	TOTAL 435	DOC PARKS AND RESERVES					
		Otaki Forks 49	Holdsworth 44	Waiohine Gorge 18	Rimutaka Rail Trail 51	Catchpool Valley 11	The Pinnacles (Putangirua) 16
	%	%	%	%	%	%	%
Improve tracks in (some/steep) areas	8	18	2	-	-	9	19
Need (more) cleaner/better toilets	6	4	2	-	14	9	6
Better/more signage needed	5	4	5	-	-	-	6
Better signage to lead you to the park	3	-	-	-	-	-	-
More/better huts needed	4	-	11	-	-	-	13
Need picnic areas/tables	3	-	-	-	-	-	-
More seating required	3	-	-	-	12	-	-
Need more rubbish bins	3	6	2	-	2	-	-
Would like guided walks/tours	2	2	5	-	6	-	-
Concerned about safety (especially with hunters)	2	-	7	-	-	-	6
Need a map and information for first time visitors	2	2	5	5	-	-	-
Need more information on history of the area	2	-	-	-	4	-	-
Other	7	8	7	17	6	9	6
RESPONDENTS WHO COMMENTED	42%	41%	41%	22%	37%	27%	44%
Average no. comments	1.2	1.1	1.1	1.0	1.2	1.0	1.3



TABLE 10: ASPECTS OF THE **LAST** VISIT TO A DOC PARK/RESERVE THAT COULD HAVE BEEN DONE BETTER (continued)

Base: Total respondents who last visited each park

ASPECTS TO IMPROVE Bases:	DOC PARKS AND RESERVES						
	Castlepoint 38	Tararua Forest Park 72	Rimutaka Forest Park 43	Aorangi Forest Park 3	Kapiti Island 7	Matiu/Somes Island 32	Other 51
	%	%	%	%	%	%	%
Improve tracks in (some/steep) areas	-	15	5	33	-	-	10
Need (more) cleaner/better toilets	5	3	2	-	-	9	14
Better/more signage needed	-	10	2	-	-	6	14
Better signage to lead you to the park	-	10	-	33	-	-	10
More/better huts needed	-	6	-	-	-	-	10
Need picnic areas/tables	-	8	-	-	-	-	12
More seating required	-	3	2	-	-	-	8
Need more rubbish bins	3	3	2	-	-	-	6
Would like guided walks/tours	-	3	-	-	-	-	-
Concerned about safety (especially with hunters)	-	1	-	-	-	-	6
Need a map and information for first time visitors	-	4	-	-	-	-	-
Need more information on history of the area	5	4	-	-	-	-	-
Other	5	6	5	33	14	3	8
RESPONDENTS WHO COMMENTED	16%	67%	16%	67%	14%	18%	82%
Average no. comments	1.1	1.1	1.1	1.5	1.0	1.0	1.2

TABLE 11: EXTENT TO WHICH PARK NON-USERS HAD **EVER** VISITED ANY OF THE DOC PARKS AND RESERVES IN THE GREATER WELLINGTON REGION

Base: Respondents who had **not** visited a DOC park/reserve in the past twelve months

TIME SINCE LAST VISIT	TOTAL	GENDER		AGE GROUPS		
		Male	Female	16 – 29 yrs	30 – 49 yrs	50+ yrs
Bases:	565	271	294	118	208	239
	%	%	%	%	%	%
Over 1 to 2 years ago	12	9	15	21	17	3
Over 2 to 3 years ago	6	6	6	8	5	6
Over 3 to 4 years ago	4	6	3	4	5	4
Over 4 to 5 years ago	7	11	3	5	4	10
Over 5 to 10 years ago	16	26	6	6	17	20
Over 10 to 15 years ago	7	8	6	4	2	13
Over 15 to 20 years ago	8	4	12	9	13	3
Over 20 years ago	7	6	9	1	4	13
<b>TOTAL NON-USERS WHO HAD <u>EVER</u> VISITED A DOC PARK/RESERVE</b>	67%	76%	60%	58%	67%	72%

TABLE 12: REASONS FOR NOT VISITING DOC PARKS AND RESERVES IN THE GREATER WELLINGTON REGION IN THE PAST TWELVE MONTHS

Base: Respondents who had **not** visited a DOC park/reserve in the past twelve months

REASONS	TOTAL	GENDER		AGE GROUPS		
		Male	Female	16 – 29 yrs	30 – 49 yrs	50+ yrs
Bases:	565	271	294	118	208	239
	%	%	%	%	%	%
No time/too busy	21	19	23	19	30	14
Been sick/injured; health problems	13	14	13	2	8	24
New or young family/children	9	8	11	21	13	-
Not interested	20	21	19	14	22	22
Too far to go	2	1	2	4	2	1
No or inadequate transport	5	4	6	7	9	1
Lack of information	8	9	7	15	9	3
No outdoor/tramping skills	3	2	4	3	3	3
Terrain too tough	2	1	2	1	x	3
Tracks too difficult	1	1	1	-	1	1
Too old	8	10	6	-	-	19
Other	8	10	6	14	3	9
RESPONDENTS WHO GAVE A REASON	100%	100%	100%	100%	100%	100%
Average no. of reasons given	1.0	1.0	1.0	1.0	1.0	1.0

TABLE 13: DEGREE OF INTEREST/DISINTEREST EXPRESSED BY PARK NON-USERS IN THE FOLLOWING POTENTIAL SERVICES OR ACTIVITIES

Base: Respondents who had **not** visited a DOC park/reserve in the past twelve months (565)

SERVICES/ACTIVITIES	DEGREE OF INTEREST/DISINTEREST				TOTAL
	Very interested	Quite interested	Not very interested	Not at all interested	
Information on where you can go and what you can do in the parks	27	37	14	22	100%
Information on being safe in the bush	25	27	20	28	100%
An organised community event like tree plantings	8	23	22	47	100%
An organised community event like a park open day	27	28	21	24	100%
An organised group of people to go with (tramping club, other)	15	28	16	41	100%
Bushcraft courses to learn outdoor skills like river crossings	11	13	25	51	100%
Promotion of special sights to see within the park, e.g. rivers, mountains, views	14	38	20	28	100%
Guided nature walks to see and learn about native wildlife, plants, and history	16	22	23	39	100%

TABLE 14 (a): WHETHER RESPONDENTS HAD HEARD OF THE REGIONAL OUTDOORS PROGRAMME RUN BY THE GREATER WELLINGTON REGIONAL COUNCIL

Base: Total respondents in each group

HAVE YOU HEARD OF IT? Bases:	TOTAL 1,000	GENDER		AGE GROUPS			VISITED DOC PARKS/RESERVES IN PAST 12 MONTHS?	
		Male 500	Female 500	16 – 29 yrs 233	30 – 49 yrs 379	50+ yrs 388	Yes 435	No 565
	%	%	%	%	%	%	%	%
Yes	38	38	38	44	39	35	42	35
No	62	62	62	56	61	65	58	65
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 14 (b): WHETHER RESPONDENTS HAD ATTENDED ANY OF THE REGIONAL OUTDOORS PROGRAMME EVENTS

Base: Total respondents in each group who had heard of the programme

HAVE YOU ATTENDED ANY OF THE EVENTS?	TOTAL	GENDER		AGE GROUPS			VISITED DOC PARKS/RESERVES IN PAST 12 MONTHS?	
		Male	Female	16 – 29 yrs	30 – 49 yrs	50+ yrs	Yes	No
Bases:	383	192	191	103	146	134	183	200
	%	%	%	%	%	%	%	%
Yes	46	52	40	54	47	38	48	44
No	54	48	60	46	53	62	52	56
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 14 (c): WHETHER RESPONDENTS WOULD LIKE TO SEE MORE OF THESE TYPES OF OUTDOORS SUMMER PROGRAMMES OR EVENTS

Base: Total respondents in each group who had heard of the programme

WOULD YOU LIKE TO SEE MORE OF THESE PROGRAMMES? Bases:	TOTAL	GENDER		AGE GROUPS			VISITED DOC PARKS/RESERVES IN PAST 12 MONTHS?	
		Male	Female	16 – 29 yrs	30 – 49 yrs	50+ yrs	Yes	No
	383	192	191	103	146	134	183	200
	%	%	%	%	%	%	%	%
Yes	84	83	85	83	88	80	90	78
No	16	17	15	17	12	20	10	22
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 15 (a): TO WHAT EXTENT WOULD THE FOLLOWING FACILITIES APPEAL TO RESPONDENTS, IF THEY WERE DEVELOPED IN THE PARKS AND RESERVES AROUND THE GREATER WELLINGTON REGION?

Base: Total respondents in the survey (1,000)

FACILITIES	A Lot	A Little	No Appeal	(Unsure)	TOTAL
	%	%	%	%	
Sole occupancy bookable huts (bach style)	29	22	47	2	100%
Large shared huts that sleep 20 – 32 people	17	21	61	1	100%
Small shared huts that sleep 6 – 12 people	30	17	51	2	100%
Mountain biking tracks or parks	35	17	46	2	100%
Horse riding tracks	20	24	56	-	100%
Motorised recreation areas	23	13	61	3	100%
Facilities for family entertainment, such as picnic areas and barbeques	57	32	11	-	100%
Information about native wildlife, plants, history of the area	43	30	24	3	100%



TABLE 15 (b): PERCENTAGE OF EACH SUB-GROUP THAT INDICATED EACH FACILITY WOULD HAVE 'A LOT OF APPEAL'

Base: Total respondents in each group

FACILITIES	TOTAL	GENDER		AGE GROUPS			VISITED DOC PARKS/RESERVES IN PAST 12 MONTHS?	
		Male	Female	16 – 29 yrs	30 – 49 yrs	50+ yrs	Yes	No
Bases:	1,000	500	500	233	379	388	435	565
	%	%	%	%	%	%	%	%
Sole occupancy bookable huts (bach style)	29	26	32	37	39	16	44	18
Large shared huts that sleep 20 – 32 people	17	17	17	26	11	18	20	15
Small shared huts that sleep 6 – 12 people	30	28	32	30	34	27	44	20
Mountain biking tracks or parks	35	33	37	37	45	22	49	23
Horse riding tracks	20	15	25	15	23	20	21	19
Motorised recreation areas	23	31	15	29	23	17	24	22
Facilities for family entertainment, such as picnic areas and barbeques	57	44	70	44	68	51	68	47
Information about native wildlife, plants, history of the area	43	34	52	33	46	44	57	31

TABLE 16: RESPONDENTS' OPINIONS ON HOW LIKELY IT IS THAT THE FOLLOWING INFORMATION SOURCES WOULD REACH THEM, IF USED TO INFORM PEOPLE ABOUT THE PARKS AND RESERVES OF THE FUTURE

Base: Total respondents in the survey (1,000)

INFORMATION SOURCES	'LIKELIHOOD OF REACHING ME'				TOTAL
	Very Likely	Quite Likely	Not Very Likely	Not at all Likely	
	%	%	%	%	
Newspaper articles and advertising	38	34	12	16	100%
Radio broadcasts	25	25	20	30	100%
Brochures and pamphlets	26	24	15	35	100%
Letters in your mailbox	33	32	14	21	100%
Internet messages	34	21	8	37	100%
Text messaging	20	27	10	43	100%
Community noticeboards	12	30	19	39	100%
A call from a telephone Call Centre	13	25	16	46	100%
Visitor Centre/i-Site information	25	23	13	39	100%
Guide books	21	30	13	36	100%
DOC website	26	17	10	47	100%

Note: Other sources freely suggested by 3% of respondents included T.V., libraries, magazines, word-of-mouth, information via workplaces, clubs, hospitals, resthomes.

TABLE 17: RESPONDENTS' NUMBER ONE PREFERRED SOURCE FOR RECEIVING INFORMATION ABOUT THE PARKS AND RESERVES OF THE FUTURE

Base: Total respondents in each group

INFORMATION SOURCES	TOTAL	GENDER		AGE GROUPS			VISITED DOC PARKS/RESERVES IN PAST 12 MONTHS?	
		Male	Female	16 – 29 yrs	30 – 49 yrs	50+ yrs	Yes	No
Bases:	1,000	500	500	233	379	388	435	565
	%	%	%	%	%	%	%	%
Newspaper articles and advertising	20	21	19	19	18	23	18	22
Radio broadcasts	8	10	5	5	4	13	2	13
Brochures and pamphlets	14	11	17	4	16	18	14	14
Letters in your mailbox	8	9	8	4	7	11	10	6
Internet messages	21	18	24	27	27	12	21	21
Text messaging	8	8	9	23	4	3	4	11
Community noticeboards	2	x	4	3	2	1	2	2
A call from a telephone Call Centre	2	2	2	x	2	3	x	3
Visitor Centre/i-Site information	4	6	1	4	4	4	9	x
Guide books	1	2	x	-	2	1	2	x
DOC website	5	6	4	4	7	4	10	1
Other sources	7	7	6	7	7	7	7	7
TOTAL RESPONDENTS EXPRESSING A PREFERENCE	100%	100%	100%	100%	100%	100%	100%	100%

## **11. QUESTIONNAIRE**

<p>QUESTIONNAIRE FOR THE REVIEW OF RECREATION NEEDS IN THE WELLINGTON CONSERVANCY</p>
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July 2009

**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 Wellington Conservancy, a division of the Department of Conservation, to get the public’s input on their usage and opinions about DOC’s forest parks and reserves in the greater Wellington region, now and for the future.”

“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: USAGE OF PARKS AND RESERVES**

“The first set of questions is about Forest Parks and reserves in the greater Wellington region. By parks and reserves we are referring to all DOC managed land areas that are in, or border towns and cities, as well as land in the hills. And by the greater Wellington region, we are referring to all areas from Wellington itself, up through the Kapiti Coast to Horowhenua and across to north of Masterton.”

Q.1 “Have you visited any DOC parks and reserves in the greater Wellington region in the past 12 months?”

Yes \_\_\_\_\_ 01 - Ask Q.2 to 5  
No \_\_\_\_\_ 02 - Skip to Section D

Q.2 “Which forest parks and reserves have you visited in the past 12 months?” **READ LIST ON FACING PAGE**

### **FOR EACH PARK/RESERVE VISITED IN Q.2, ASK Q'S 3 & 4 (AND 5 IF APPLICABLE)**

Q.3 “How often have you visited (...park/reserve...) in the past twelve months?”

<b><u>CODE SCALE:</u></b>	Once _____	01
	2-4 times _____	02
	Monthly _____	03
	Fortnightly _____	04
	Weekly _____	05
	Daily _____	06

Q.4 “What activities have you undertaken in (...park/reserve...) in the past twelve months?”

#### **CODE ACTIVITIES:**

Walking less than 3 hrs _____	01	Driving for pleasure (e.g. 4WD, Trail biking) _____	12
Day walk _____	02	Participated in organised sports even t _____	13
Overnight tramp _____	03	Canoeing/kayaking/rafting _____	14
Multi-day tramp _____	04	Photography _____	15
Walking/running with dog _____	05	Painting/artwork _____	16
Running/jogging _____	06	Researching/nature study _____	17
Hunting _____	07	Family outings/recreation _____	18
Mountain biking/cycling _____	08	Outings with organised groups _____	19
Camping _____	09	Fishing _____	20
Horse riding _____	10	Volunteer activities e.g. planting trees _____	21
Picnics/barbeques _____	11	Swimming _____	22
		Other (specify) _____	23

#### **IF THE RESPONDENT HAS DONE AN OVERNIGHT OR MULTI-DAY TRAMP, ASK:**

Q.5 “Which tramp did you do?”

#### **CODE TRAMP:**

Southern Crossing _____	01	Papatahi Crossing _____	07
Northern Crossing _____	02	Aorangi Crossing _____	08
Kaitoke to Holdsworth _____	03	Tararua Main Range _____	09
Mt Holdsworth - Jumbo Circuit _____	04	Powell Hut _____	10
Field Hut _____	05	Waiopahu Hut _____	11
Kime Hut _____	06	Other (specify) _____	12

## RECORDING SPACE FOR Q's 2 to 5

Q.2 TICK ALL PARKS & RESERVES VISITED	Q.3. CODE HOW OFTEN	Q.4. CODE ACTIVITIES	Q.5. CODE OVERNIGHT/ MULTIDAY TRAMP
Otaki Forks <span style="float: right;">Yes? <input type="checkbox"/></span>			
Holdsworth <input type="checkbox"/>			
Waiohine Gorge <input type="checkbox"/>			
Rimutaka Rail Trail <input type="checkbox"/>			
Catchpool Valley <input type="checkbox"/>			
The Pinnacles (Putangirua) <input type="checkbox"/>			
Castlepoint <input type="checkbox"/>			
Taranua Forest Park <input type="checkbox"/>			
Rimutaka Forest Park <input type="checkbox"/>			
Aorangi Forest Park <input type="checkbox"/>			
Kapiti Island <input type="checkbox"/>			
Matiu/Somes Island <input type="checkbox"/>			
Other (specify) <input type="checkbox"/>			

**SECTION C: EXPERIENCE**

Q.6 (a) “Which of the DOC forest parks and reserves did you **last** visit?”

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(b) “Why did you choose to visit that particular forest park or reserve?”

**PROBE UNTIL CLEAR**

Proximity; time and convenience_____	01
A relaxing/peaceful/quiet environment_____	02
The scenery/natural beauty of the park_____	03
The openness/open space_____	04
The terrain (flat/good easy walks)_____	05
The terrain (challenging/variety/a good workout) _____	06
The water/river/seashore/beach_____	07
Good tracks for walking/cycling/horse riding_____	08
Tracks are well maintained_____	09
Not too many river crossings _____	10
Good huts_____	11
Good bridges_____	12
An area I know well _____	13
Good wind breaks/shelter_____	14
It provides a sense of adventure/places to explore _____	15
Good/safe for children/family_____	16
Good picnic areas_____	17
To study/watch the natural environment (plants, bird life)_____	18
To study/observe the local history in the park_____	19
To get inspiration for painting/artwork, etc _____	20
To attend an event or volunteer activity_____	21
I have access to hunting there_____	22
Other (specify)_____	23

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(c) “Did you get any information from any source to plan your **last** visit?”

Yes_____	01	- Ask Q.6 (d)
No_____	02	- Skip to Q.7

(d) “From what source, or sources, did you get that information?”

Word of Mouth_____	01
DOC website_____	02
Other website (specify)_____	03
Visitor Centre/i-Site _____	04
Brochure/publication_____	05
Guide book _____	06
Tramping club_____	07
MetService _____	08
Other (specify) _____	09



Q.7 “When you last visited that park or reserve, how satisfied or dissatisfied were you with your experience?”

- Very satisfied\_\_\_\_\_ 01
- Quite satisfied\_\_\_\_\_ 02
- Not very satisfied\_\_\_\_\_ 03
- or Not at all satisfied\_\_\_\_\_ 04

Q.8 “What was positive about your visit?” **PROBE UNTIL CLEAR**

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Q.9 “What could have been done better?” **PROBE UNTIL CLEAR**

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IF THE RESPONDENT HAS **NOT** VISITED A PARK OR RESERVE IN THE PAST 12 MONTHS, ASK SECTION D. OTHERWISE, SKIP TO SECTION E.

**SECTION D: THE VIEWS OF NON-USERS OF PARKS AND RESERVES**

Q.10 (a) “Have you **ever** visited any of the DOC parks and reserves in the greater Wellington region?”

Yes \_\_\_\_\_ 01 - Ask Q.10(b)  
 No \_\_\_\_\_ 02 - Skip to Q.11

(b) “Approximately how long is it since you last visited any of the parks and reserves in the greater Wellington region?”

Over 1 to 2 years ago \_\_\_\_\_ 01  
 Over 2 to 3 years ago \_\_\_\_\_ 02  
 Over 3 to 4 years ago \_\_\_\_\_ 03  
 Over 4 to 5 years ago \_\_\_\_\_ 04  
 Over 5 to 10 years ago \_\_\_\_\_ 05  
 Over 10 to 15 years ago \_\_\_\_\_ 06  
 Over 15 to 20 years ago \_\_\_\_\_ 07  
 Over 20 years ago \_\_\_\_\_ 08  
 (Don’t know/can’t remember) \_\_\_\_\_ 09

Q.11 “Why have you **not** visited the parks and reserves in the greater Wellington region in the past 12 months/ever?” **PROBE UNTIL CLEAR**

No time/too busy \_\_\_\_\_ 01  
 Been sick/injured \_\_\_\_\_ 02  
 New or young family/children \_\_\_\_\_ 03  
 Not interested \_\_\_\_\_ 04  
 Too far to go \_\_\_\_\_ 05  
 No or inadequate transport \_\_\_\_\_ 06  
 Lack of information \_\_\_\_\_ 07  
 No outdoor/tramping skills \_\_\_\_\_ 08  
 Terrain too tough \_\_\_\_\_ 09  
 Tracks too difficult \_\_\_\_\_ 10  
 Other (specify) \_\_\_\_\_ 11

Q.12 “How interested or disinterested would you be in the following, in relation to DOC’s parks and reserves in the greater Wellington region? Would you be very interested, quite interested, not very interested, or not at all interested in (... factor ...)?”

<u>ASK FACTORS IN ORDER OF ROTATION</u>	<u>Very Interested</u>	<u>Quite Interested</u>	<u>Not Very Interested</u>	<u>Not at all Interested</u>	<u>DK/Can't Rate</u>
Information on where you can go and what you can do in the parks	01	02	03	04	05
Information on being safe in the bush	01	02	03	04	05
An organised community event like tree plantings	01	02	03	04	05
An organised community event like a park open day	01	02	03	04	05
An organised group of people to go with (tramping club, other)	01	02	03	04	05
Bushcraft courses to learn outdoor skills like river crossings	01	02	03	04	05
Promotion of special sights to see within the park, e.g. rivers, mountains, views	01	02	03	04	05
Guided nature walks to see and learn about native wildlife, plants, and history	01	02	03	04	05

<b><u>ASK ALL RESPONDENTS</u></b>
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**SECTION E: THE PARKS AND RESERVES OF THE FUTURE**

Q.13 (a) “Have you heard of the Regional Outdoors Programme run by the Greater Wellington Regional Council?”

Yes \_\_\_\_\_ 01 - Ask Q.13 (b) & (c)  
 No \_\_\_\_\_ 02 - Skip to Q. 14

(b) “Have you attended any of the Regional Outdoor Programme events?”

Yes \_\_\_\_\_ 01  
 No \_\_\_\_\_ 02

(c) “Would you like to see more of these types of Outdoor Summer Programmes or events?”

Yes \_\_\_\_\_ 01  
 No \_\_\_\_\_ 02

Q.14 “Which, if any, of the following would appeal to you if they were developed in the parks and reserves around the greater Wellington region? Would ( ... facility ... ) have a lot, a little, or no appeal to you?”

<u>ASK FACILITIES IN ORDER OF ROTATION</u>	<u>A Lot</u>	<u>A Little</u>	<u>No Appeal</u>	<u>(Unsure)</u>
Sole occupancy bookable huts (bach style)	01	02	03	04
Large shared huts that sleep 20 – 32 people	01	02	03	04
Small shared huts that sleep 6 – 12 people	01	02	03	04
Mountain biking tracks or parks	01	02	03	04
Horse riding tracks	01	02	03	04
Motorised recreation areas	01	02	03	04
Facilities for family entertainment, such as picnic areas and barbeques	01	02	03	04
Information about native wildlife, plants, history of the area	01	02	03	04

Q.15 (a) “Are there any other facilities or events you would like to see introduced to the parks and reserves in the greater Wellington area?”

Yes \_\_\_\_\_ 01 - Ask Q.15 (b)  
 No \_\_\_\_\_ 02 - Skip to Section F

(b) “What facilities or events would you like to see introduced?”

**PROBE UNTIL CLEAR**

Q.16 (a) “I am going to read a list of information sources, which could be used to inform people about the parks and reserves of the future. As I read each one, could you please tell me how likely that information source would be to reach you? Would (... source ...) be very likely, quite likely, not very likely, or not at all likely to reach you?”

(b) “Which **one** of these sources would be your number one preference for receiving information about the parks and reserves of the future?”

<b><u>READ LIST IN ROTATED ORDER</u></b>	Q.16 (a)				<b><u>Q.16 (b) No. 1 Preference</u></b>
	<b><u>Very Likely</u></b>	<b><u>Quite Likely</u></b>	<b><u>Not Very Likely</u></b>	<b><u>Not at all Likely</u></b>	
Newspaper articles and advertising	01	02	03	04	01
Radio broadcasts	01	02	03	04	02
Brochures and pamphlets	01	02	03	04	03
Letters in your mailbox	01	02	03	04	04
Internet messages	01	02	03	04	05
Text messaging	01	02	03	04	06
Community noticeboards	01	02	03	04	07
A call from a telephone Call Centre	01	02	03	04	08
Visitor Centre/i-Site information	01	02	03	04	09
Guide books	01	02	03	04	10
DOC website	01	02	03	04	11
Some other way (specify) _____	01	02	03	04	12

**SECTION F: 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 years and over\_\_\_\_\_ 05
- D.3. “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 \$50,000\_\_\_\_\_ 02  
    \$50,001 to \$70,000\_\_\_\_\_ 03  
    More than \$70,000\_\_\_\_\_ 04  
    Don’t Know\_\_\_\_\_ 05  
 DO NOT READ OUT (Refused) \_\_\_\_\_ 06
- D.4. “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.5 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
	Horowhenua_____	07
	Tararua_____	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: \_\_\_\_\_ ‘09