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SOUTHLAND RECREATION DEMAND SURVEY

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

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1. BACKGROUND

Client provided, in their briefing document, the following background information regarding the research project that has been undertaken.

In 2009 the Department of Conservation introduced the Destination Management Framework. The framework signals a new approach to visitor management with a particular focus on increasing participation in outdoor recreation.

A key principle of the framework is that recreation opportunity provision is driven by demand. It is acknowledged that in order to get more people participating in outdoor recreation the Department needs to match supply of opportunities with demand. This requires a better understanding of what people want and what makes destinations appealing to visit.

Southland Conservancy does not, at present, have a good understanding of community demand for recreation opportunities. There is a real need to better understand what Southlanders want in terms of recreation on conservation lands and whether the opportunities currently provided match this demand. This will allow Southland Conservancy to better align recreation opportunity provision with demand, consistent with the principles of the Destination Management Framework. It will also allow Southland Conservancy to market and promote recreation opportunities in a more considered way.

Accordingly, the Southland Conservancy decided to commission Peter Glen Research to undertake a market research survey, to assess community demand for recreation opportunities in the region. It is anticipated that the findings will be used to inform implementation of the Destination Management Framework, management decisions about facilities, promotion and marketing activities and future management plans.

It can be noted that Peter Glen Research was commissioned to undertake a similar survey for the Wellington Conservancy, Department of Conservation, in 2009.

2. RESEARCH OBJECTIVES

These were defined as follows:

- (a) To identify current outdoor recreation use patterns of Southlanders.
- (b) To assess respondents' reasons for choosing particular parks and reserves.
- (c) To assess the quality of the experiences and the range of opportunities that the Department provides in Southland.
- (d) To identify groups in the community who do not use public conservation land and to identify any barriers to participation in outdoor recreation.
- (e) To identify barriers to outdoor recreation participation in Southland.
- (f) To identify future outdoor recreation needs of Southlanders.
- (g) To compare community demand for outdoor recreation opportunities with current provision.
- (h) To measure how far Southlanders travel to undertake recreational activities in the outdoors.

3. TARGET GROUP FOR THE RESEARCH

It was decided by client that the project would survey residents in the Southland region only. While Southlanders only make up a proportion of visitors to conservation land in Southland (the balance being international visitors and domestic visitors from outside the region) it was acknowledged that surveying outside the region was beyond the scope of this project. Client envisages that the DOC National Office led work will provide information on international and other domestic demand for outdoor recreation opportunities in Southland and help to form a complete picture for the conservancy.

Both users and non-users of the conservation estate were surveyed. Surveying non-users would allow barriers to participation to be identified and determine where management actions could help break down these barriers.

4. METHOD

4.1. OVERALL APPROACH

The survey set out to cover a representative cross-section of residents 16+ years of age in the Southland region. A sample size of 500 interviews was undertaken, to cover a broad cross-section of the Southland population, with access to the various forest parks and reserves covered by DOC's Southland Conservancy.

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

4.2. SAMPLE SIZE AND STRUCTURE.

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

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

AREAS COVERED BY:	Sample No. of Interviews n=500	%
Invercargill City	264	53
Southland District (including Stewart Island/Rakiura)	140	28
Gore District	96	19
TOTAL	500	100%

4.3. 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.

4.4. FIELDWORK EXECUTION AND QUESTIONNAIRE.

An experienced team of interviewers, employed by Peter Glen Research, conducted the fieldwork. Questioning was administered by way of a structured questionnaire, a copy of which is included in Section 9 of this report.

5. 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 Southland 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=300	±4.7%	±4.3%	±2.8%
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=300	±5.7%	±5.2%	±3.4%
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 Southland Region shows that 50% hold a particular attitude, we could be 95% certain that the true percentage that held that view would be 50% ±4.4%. Thus, the actual percentage would lie somewhere between 45.6% and 54.4%.

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

6. TIMING

Fieldwork was undertaken from 14 August to 18 September 2010.

7. THE RESEARCH RESULTS

7.1. USAGE OF DOC PARKS AND RESERVES

7.1.1. PERCENTAGE OF RESIDENTS THAT VISIT DOC PARKS AND RESERVES

88% of the survey participants indicated that they had visited a DOC park or reserve in the Southland region in the past twelve months.

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 (94%) compared to women (83%)
- people in the 30 - 49 year age group (92%), compared to younger respondents 16 – 29 years of age (81%) and the over 50s (86%)
- people from upper-middle and higher income households (93%), compared to lower income households (under \$50k per annum - 76%).

The park users had visited, on average, 4.5 different DOC parks and reserves in the past twelve months. Their patronage was spread over a wide range of the areas covered by Southland DOC. The areas that had been visited by 9% or more of the public in the past twelve months can be summarised as follows:

DOC PARKS & RESERVES	TOTAL
Bases:	500
	%
Bluff Hill/Foveaux Walkway	42
Curio Bay/Porpoise Bay	31
Croydon Bush/Dolamore Park	26
Waituna Lagoon/Awarua Wetland	20
Mavora Lakes	19
Waipapa Point	15
Forest Hill	14
Longwoods/Round Hilly	11
Piano Flat/Waikaia	11
Blue Mountains	10
Other	9
<u>Fiordland National Park</u>	
Lake Te Anau	37
Lake Manapouri	30
Milford Sound/Milford Road	18
Borland	14
Kepler Track	10
Milford Track	9
Other	36
<u>Stewart Island/Rakiura</u>	
Oban/Halfmoon Bay short walks	12
Other	16
<u>All other areas</u>	
Miscellaneous	9
RESPONDENTS WHO HAD VISITED A DOC PARK/ RESERVE	88%
Average no. parks/reserves visited	4.5

The full list of parks/reserves and their patronage levels can be viewed in Table 2 of the Detailed Tables.

7.1.2. 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	2 – 11 times	Once	
	%	%	%	%
Bluff Hill/Foveaux Walkway (208)	12	39	49	100
Curio Bay/Porpoise Bay (155)	7	27	66	100
Croydon Bush/Dolamore Park (129)	6	42	52	100
Waituna Lagoon/Awarua Wetland (100)	8	40	52	100
Mavora Lakes (96)	1	39	60	100
Waipapa Point (77)	-	16	84	100
Forest Hill (72)	16	51	33	100
Longwoods/Round Hilly (56)	-	57	43	100
Piano Flat/Waikaia (56)	-	39	61	100
Blue Mountains (48)	11	27	62	100
Other (43)	3	55	42	100
<u>Fiordland National Park</u>				
Lake Te Anau (184)	17	33	50	100
Lake Manapouri (152)	19	34	47	100
Milford Sound/Milford Road (92)	17	30	53	100
Borland (72)	6	28	66	100
Kepler Track (48)	16	42	42	100
Milford Track (44)	22	23	55	100
Other (180)	15	25	60	100
<u>Stewart Island/Rakiura</u>				
Oban/Halfmoon Bay short walks (60)	13	27	60	100
Other (83)	17	26	57	100
<u>All other areas</u>				
Miscellaneous (48)	8	25	67	100

7.1.3. ACTIVITIES UNDERTAKEN IN DOC PARKS AND RESERVES

The survey has revealed that park visitors undertake a wide range of activities in the DOC parks and reserves in the Southland region. Table 4 of the Detailed Tables shows 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	Short walk under 3 hrs	31
2	Sightseeing	18
3	Fishing	13
4	Family outings	12
5 =	Overnight tramp	8
5 =	Hunting	8
7	Boating	7
8 =	Went with work	6
8 =	Volunteer activities	6
10 =	Picnics/barbeques	4
10 =	Organised outing	4
12	Camping	3

7.2. 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 of the main parks being as follows:

DOC PARKS & RESERVES <u>LAST</u> VISITED	TOTAL
Bases:	500
	%
Bluff Hill/Foveaux Walkway	11
Curio Bay/Porpoise Bay	8
Croydon Bush/Dolamore Park	10
Waituna Lagoon/Awarua Wetland	2
Mavora Lakes	2
Waipapa Point	2
Forest Hill	5
Longwoods/Round Hilly	2
Piano Flat/Waikaia	2
Blue Mountains	2
Other	-
<u>Fiordland National Park</u>	
Lake Te Anau	7
Lake Manapouri	5
Milford Sound/Milford Road	3
Borland	1
Kepler Track	2
Milford Track	2
Other	5
<u>Stewart Island/Rakiura</u>	
Oban/Halfmoon Bay short walks	3
Other	5
<u>All other areas</u>	
Miscellaneous	6
<u>Don't know/can't remember</u>	3
RESPONDENTS WHO HAD VISITED A DOC PARK/ RESERVE	88%

7.2.1. 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:		423
		%
1	Proximity; time and convenience	22
2	An area I know well	12
3	The scenery/natural beauty of the park	10
4 =	The water/river/seashore/beach	9
4 =	Good/safe for children/family	9
6	A relaxing/peaceful/quiet environment	6
7 =	Good tracks	5
7 =	The terrain (challenging/variety, a good workout)	5
7 =	It provides a sense of adventure/places to explore	5
10	Good picnic areas	4
11 =	The terrain (flat/good easy walks)	2
11 =	Sheltered from bad weather	2

7.2.2. INFORMATION SOURCING

Only 15% of the respondents sought information of some type, to plan their last visit to a DOC park or reserve. 8% of park visitors contacted DOC directly, with most accessing the DOC Visitor Centre/Office for information, the others referring to the DOC website.

The main information sources were:

MAIN INFORMATION SOURCES USED FOR PLANNING THE <u>LAST</u> VISIT	TOTAL
Base:	423
	%
DOC Visitor Centre/Office	7
DOC website	1
Recreation groups (e.g. tramping club)	1
Word of mouth	1
All other sources	5
RESPONDENTS WHO SOURCES INFORMATION	15%

7.3. PARK EXPERIENCE

7.3.1. SATISFACTION WITH THE PARK LAST VISITED

Respondents were asked to rate their degree of satisfaction with the experience encountered at the park *last* visited. They expressed their rating on a 10-point numeric rating scale, with ‘1’ being ‘*very disappointing*’ and ‘10’ being that the experience ‘*could not have been better*’.

Overall, 97% of park users rated their park experience on the positive side of the scale (‘6’ or above). Indeed, 32% of respondents rated their park experience ‘10-out-of-10’ and a further 42% indicated a high level of satisfaction (‘8’ or above).

The average (mean) rating across all parks was 8.3 out of a possible maximum score of 10. This again reflects a high level of overall satisfaction.

Whilst the percentage satisfaction ratings differ by the parks/reserves 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.

7.3.2. HOW COULD THE PARK EXPERIENCE BE IMPROVED?

The research participants who did *not* rate their park experience a ‘10’ were asked:

“*What would have made your last park visit a 10?*”

A variety of replies were given, but ‘*better weather*’ featured strongly in the contributing factors. That is:

FACTORS THAT COULD BE IMPROVED	TOTAL
Base:	278
	%
Better weather	34
Re-gravel tracks/tracks too muddy	6
Clean toilets/better toilet facilities	4
Wind breaks/reduce wind	4
Widen/clear/extend tracks	3
More deer/wild game/hunting	3
More birds/bird life	3
It’s too touristy/too many tour buses	2
Other people/younger people to walk with	2
All other suggestions	11
RESPONDENTS WHO GAVE A SUGGESTION	72%

It is interesting to note that comparatively few respondents expressed any disappointment with specific features of the parks themselves. And 28% of respondents were unable to convey how their park experience could have been improved, this suggesting that their ratings of ‘7’ plus were in fact positive expressions of satisfaction.

7.4. THE NON-USERS OF PARKS AND RESERVES

7.4.1. LEVEL OF PARK EXPERIENCE

The 12% 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 Southland region. 80% of these respondents had done so.

A majority of the non-users, who *had* experienced a DOC park/reserve, indicated that their last visit was in the past five years. This is revealed in the following summary table:

PERCENTAGE OF CURRENT NON-USERS WHO LAST VISITED A DOC PARK OR RESERVE:	TOTAL
Base:	60
	%
Over 1 to 2 years ago	27
Over 2 to 5 years	34
Over 5 to 10 years ago	13
Over 10 to 15 years ago	-
Over 15 to 20 years ago	6
Over 20 years ago	-
TOTAL NON-USERS WHO HAD <u>EVER</u> VISITED A DOC PARK/RESERVE	80%

This leaves only 20% of current park non-users who have *never* visited the DOC parks/reserves in the Southland region (which converts to just 2% of the total residents interviewed).

7.4.2. REASONS FOR NOT VISITING DOC PARKS AND RESERVES IN THE SOUTHLAND REGION

The current non-users gave a variety of reasons for not visiting DOC parks and reserves. The most prominent barrier to park usage would appear to be “attitudinal” (i.e. lack of time), although health problems, age, family and life stage factors also appear to be significant reasons.

REASONS FOR NOT VISITING	Base:	TOTAL
		60
		%
Lack of time		50
Disability or health problem		25
Too old		17
Children/family commitments		17
Pregnant		15
No one else to go with/don't like going on my own		8
Transport: too far away, travel time		8
Lack of transport		8
Car thieves, vandals		2
AVERAGE NO. OF REASONS GIVEN		1.5

The less frequently mentioned barriers for non-use of the parks and reserves relate to lack of transport or nearby park access, and concern about property safety (car theft and vandalism).

7.5. USE OF PARKS AND RESERVES MANAGED BY LOCAL COUNCILS

77% of the total respondents interviewed had, in the past twelve months, visited a park or reserve managed by the local councils. Table 12 of the Detailed Tables further reveals that the visits to local council land were made by 80% of the respondents who had visited DOC areas and by 53% of the non-users of DOC land.

Over half the users of council land visit these areas at least monthly, with many using them on a very frequent basis, as shown in the following table:

FREQUENCY OF VISITING LOCAL COUNCIL PARKS	TOTAL RESPONDENTS	RESPONDENTS WHO HAD:	
		Visited DOC areas	Not visited DOC areas
Bases:	500	440	60
	%	%	%
Once	2	3	-
2 – 11 times	33	33	33
Monthly	13	14	7
Fortnightly	11	12	-
Weekly	15	15	13
Daily	3	4	-
% THAT HAD VISITED LOCAL COUNCIL PARKS	77%	80%	53%

It seems that visitors of DOC land are very frequent users of parks and reserves generally, as they have visited, on average, 4.5 different DOC parks in the past twelve months and many are also frequent visitors to council land.

The activities undertaken in the parks and reserves managed by local councils are varied, but *short walks* and *family activities* feature strongly.

ACTIVITIES ON COUNCIL LAND	TOTAL
Base:	384
	%
Walking less than 3 hours	51
Family outings/recreation	25
Running/jogging	7
Day walk	6
Picnics/barbeques	6
Walking/running with dog	5
Sightseeing	5
Fishing	5
Mountain biking	3
Other activities	13
Average no. of activities	1.26

7.6. USE OF PARKS AND RESERVES MANAGED BY DOC OUTSIDE OF SOUTHLAND

Approximately one-in-five of the total respondents had, in the past twelve months, visited a DOC area outside of Southland. Perhaps not surprisingly, other areas in the lower South Island were mainly to the fore.

AREAS VISITED	Base:	TOTAL 500
		%
Catlins		6
Central Otago		6
West Coast		4
North Otago		2
McKenzie Country		1
Mount Aspiring		1
North Island locations		2
Not stated/couldn't specify		2
% VISITING DOC AREAS OUTSIDE SOUTHLAND		22%
Average no. of areas visited		1.08

The majority of Southlanders who visited DOC areas outside the region, had made only one or a limited number of visits to these parks and reserves.

The activities undertaken by these visitors were predominantly *short walks, sightseeing, family outings, boating, fishing, hunting and camping* (see Table 16 of the Detailed Tables).

7.7. RATING OF FACILITIES AND SERVICES PROVIDED BY DOC IN SOUTHLAND

The research participants rated a pre-selected list of fourteen facilities and services provided by Southland DOC, on a scale ranging from 'very good' to 'very poor'. The majority of the facilities and services were rated highly. In order of overall satisfaction, the ratings given can be summarised as follows:

FACILITIES & SERVICES	RATINGS				TOTAL
	Very Good/ Good	Average	Poor/ Very Poor	Don't Know	
	%	%	%	%	%
Short walks of less than 3hours	83	2	1	14	100%
Places where you can take children/ families	84	3	1	12	100%
Day Walks	76	2	-	22	100%
Picnic areas	72	6	4	18	100%
Places where you can go fishing	66	2	1	31	100%
Places where you can learn about and appreciate New Zealand's history.	61	9	2	28	100%
Overnight or multi-day tramps	55	2	-	43	100%
Places where you can learn about New Zealand's plants and animals.	54	6	6	34	100%
Places where you can go hunting	52	3	1	44	100%
Campsites	52	6	3	39	100%
Places where you can take a dog for a walk	44	13	4	39	100%
Places where you can go mountain biking	40	3	2	55	100%
Places that are accessible for people with disabilities	32	12	9	47	100%
Places where you can take a 4 Wheel Drive or Trail Bike	23	5	6	66	100%

Respondents were also asked to freely identify any services or facilities that they would like to see Southland DOC develop or improve in future. 63% of the research participants were able to identify an area of focus, but their suggestions were spread over a wide range of services and facilities. This, again, confirms the findings of the rating exercise, which indicated that there is little dissatisfaction with what is currently offered.

The ten most frequently mentioned areas for development or improvement were as follows:

- Toilet facilities 13% of total respondents
- More public awareness/education/consultation 8
- Roads/access roads 5
- Develop family-orientated areas 5
- More areas where you can take dogs 5
- Maintain/improve/develop/extend tracks 5
- Clean up rubbish regularly/more bins 4
- Build/introduce more shelter from wind/rain 3
- Improve access/short walks for elderly/disabled 3
- Clarify issues/debate over the use of 1080 3

The full list of suggestions for development/improvement can be found in Table 18 of the Detailed Tables.

8. CONCLUSION

The Southland DOC Survey has revealed that a high (88%) of residents have visited a DOC park or reserve in the region in the past twelve months. On average, they have visited 4.5 DOC parks and reserves.

These figures suggest that the Southland population is particularly active in an outdoor sense, when the results are compared to the survey undertaken for the Wellington Conservancy in 2009. That is, the comparative figures for the Wellington region were that 43% of residents had visited an average 2.3 DOC parks/reserves in the previous twelve months.

Additionally, 77% of the Southland residents had, in the past twelve months, also visited other parks/reserves managed by local councils. And 22% stated that they had visited parks/reserves managed by DOC outside of Southland.

The research has identified the range of activities undertaken in the parks. Whilst walks up to three hours were mentioned by approximately one-third of park visitors, other activities such as sightseeing, fishing, family outings, overnight tramps, hunting and boating featured strongly.

There is a high level of satisfaction with the existing parks and reserves. 97% of park users rated their last park experience positively and 74% indicated that the experience warranted a score of '8 or more' on the ten-point satisfaction scale.

The survey indicates that only 12% of residents are currently non-users of DOC parks and reserves in the Southland region. The non-users cited a range of reasons why they have not visited a DOC park or reserve. However, lack of time, health problems, age, family and life stage factors appear to be significant barriers for these people.

There is a high degree of satisfaction with the facilities and services currently provided by DOC in the Southland region. However, some facilities and services perhaps need promoting to achieve greater awareness, as a number of them attracted a high level of 'don't know' on the list presented in Section 7.7 of this report. Indeed, the need for 'more public awareness/education/consultation' was freely identified as a key area that residents would like to see Southland DOC develop or improve in future.

Other key areas that the survey participants identified as priorities for development included: toilet facilities, roads/access roads, the development of family orientated facilities, more areas for dogs, the maintenance/development/extension of tracks, attention to rubbish disposal, shelter from wind/rain, and access/short walks for the elderly and disabled.

It would appear that the major challenge for Southland DOC is to continue to maintain the high levels of satisfaction and public interest in the parks/reserves that this survey has highlighted.

8. THE DETAILED TABLES

TABLE 1: WHETHER RESPONDENTS HAD VISITED ANY DOC PARKS OR RESERVES IN THE SOUTHLAND 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	GENDER		AGE GROUPS		
		Male	Female	16 – 29 yrs	30 – 49 yrs	50+ yrs
	500	248	252	64	212	224
	%	%	%	%	%	%
Yes	88	94	83	81	92	86
No	12	6	17	19	8	14
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%

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

(b) IN TOTAL AND BY AREA OF RESIDENCE

Base: Total respondents in each group

HAVE YOU VISITED ANY DOC PARKS/ RESERVES? Bases:	TOTAL	AREA OF RESIDENCE		
		Invercargill	Southland District	Gore District
	500	264	140	96
	%	%	%	%
Yes	88	83	94	92
No	12	17	6	8
TOTAL RESPONDENTS	100%	100%	100%	100%

TABLE 1: WHETHER RESPONDENTS HAD VISITED ANY DOC PARKS OR RESERVES IN THE SOUTHLAND 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	HOUSEHOLD INCOME (pre-tax)				
		Up to \$30k p.a.	\$30k to \$50k p.a.	\$50k to \$70k p.a.	\$70k+	Don't Know/Refused
	500	96	72	84	164	84
	%	%	%	%	%	%
Yes	88	71	83	90	95	95
No	12	29	17	10	5	5
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%

TABLE 2: DOC PARKS AND RESERVES VISITED IN THE SOUTHLAND REGION IN THE PAST TWELVE MONTHS

Base: Total respondents in each group

<u>DOC PARKS AND RESERVES</u>	<u>TOTAL</u>
<u>Base:</u>	500
	%
1. Curio Bay/Porpoise Bay	31
2. Waipapa Point	15
3. Waituna Lagoon/Awarua Wetland	20
4. Bluff Hill/Foveaux Walkway	42
5. Forest Hill	14
6. Longwoods / Round Hilly	11
7. Croydon Bush/Dolamore Park	26
8. Blue Mountains	10
9. Piano Flat/Waikaia	11
10. Eyre Mountains	2
11. Takitimu Mountains	7
12. Mavora Lakes	19
<u>Fiordland National Park</u>	
13. Lake Te Anau	37
14. Lake Manapouri	30
15. Hollyford Track	5
16. Milford Sound/Milford Road	18
17. Milford Track	9
18. Kepler Track	10
19. Routeburn Track	3
20. Lake Hauroko	5
21. Borland	14
22. Lake Monowai	7
23. Waitutu/South Coast	3
24. Hump Ridge Track	4
25. Doubtful Sound	7
26. Dusky Sound	2
<u>Stewart Island/Rakiura</u>	
27. Oban/Halfmoon Bay short walks	12
28. Mason Bay	3
29. Port Pegasus	3
30. Paterson Inlet	4
31. Rakiura Track	2
32. North West Circuit	-
33. Southern Circuit	2
34. Ulva Island	2
<u>Other</u>	9
RESPONDENTS WHO HAD VISITED A DOC PARK/RESERVE	88%
Average no. of parks/reserves visited	4.5

TABLE 3: FREQUENCY OF VISITING DOC PARKS & RESERVES IN THE SOUTHLAND REGION IN THE PAST TWELVE MONTHS

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

DOC PARKS & RESERVES	(Bases)	Frequency of visit								TOTAL
		Once	2 – 4 times	5 – 7 times	8 – 11 times	Monthly	Fortnightly	Weekly	Daily	
		%	%	%	%	%	%	%	%	%
1. Curio Bay/Porpoise Bay	(155)	66	21	3	3	5	2	-	-	100
2. Waipapa Point	(77)	84	16	-	-	-	-	-	-	100
3. Waituna Lagoon/Awarua Wetland	(100)	52	28	8	4	8	-	-	-	100
4. Bluff Hill/Foveaux Walkway	(208)	49	24	11	4	2	2	4	4	100
5. Forest Hill	(72)	33	39	6	6	-	-	16	-	100
6. Longwoods / Round Hilly	(56)	43	22	21	14	-	-	-	-	100
7. Croydon Bush/Dolamore Park	(129)	52	24	15	3	3	-	3	-	100
8. Blue Mountains	(48)	62	27	-	-	9	-	-	2	100
9. Piano Flat/Waikaia	(56)	61	32	-	7	-	-	-	-	100
10. Eyre Mountains	(8)	-	50	50	-	-	-	-	-	100
11. Takitimu Mountains	(35)	49	24	24	-	-	-	-	3	100
12. Mavora Lakes	(96)	60	26	13	-	-	-	-	1	100

TABLE 3: FREQUENCY OF VISITING DOC PARKS & RESERVES IN THE SOUTHLAND REGION IN THE PAST TWELVE MONTHS
(continued)

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

DOC PARKS & RESERVES	(Bases)	Frequency of visit								TOTAL
		Once	2 – 4 times	5 – 7 times	8 – 11 times	Monthly	Fortnightly	Weekly	Daily	
		%	%	%	%	%	%	%	%	%
<u>Fiordland National Park</u>										
13. Lake Te Anau	(184)	50	20	9	4	4	-	7	6	100
14. Lake Manapouri	(152)	47	21	10	3	11	5	3	-	100
15. Hollyford Track	(24)	38	38	-	-	-	-	12	12	100
16. Milford Sound/Milford Road	(92)	53	26	4	-	9	4	4	-	100
17. Milford Track	(44)	55	23	-	-	11	-	11	-	100
18. Kepler Track	(48)	42	42	-	-	8	-	8	-	100
19. Routeburn Track	(16)	50	25	-	-	-	-	25	-	100
20. Lake Hauroko	(24)	50	17	-	-	-	17	16	-	100
21. Borland	(72)	66	28	-	-	-	5	-	1	100
22. Lake Monowai	(36)	67	33	-	-	-	-	-	-	100
23. Waitutu/South Coast	(16)	69	-	-	31	-	-	-	-	100
24. Hump Ridge Track	(19)	63	-	-	-	-	-	31	6	100
25. Doubtful Sound	(37)	73	24	-	-	-	-	-	3	100
26. Dusky Sound	(8)	75	13	-	-	-	-	-	12	100

TABLE 3: FREQUENCY OF VISITING DOC PARKS & RESERVES IN THE SOUTHLAND REGION IN THE PAST TWELVE MONTHS
(continued)

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

DOC PARKS & RESERVES	(Bases)	Frequency of visit								TOTAL
		Once	2 – 4 times	5 – 7 times	8 – 11 times	Monthly	Fortnightly	Weekly	Daily	
		%	%	%	%	%	%	%	%	%
<u>Stewart Island/Rakiura</u>										
27. Oban/Halfmoon Bay short walks	(60)	60	20	7	-	13	-	-	-	100
28. Mason Bay	(16)	50	50	-	-	-	-	-	-	100
29. Port Pegasus	(16)	75	25	-	-	-	-	-	-	100
30. Paterson Inlet	(20)	-	25	-	25	50	-	-	-	100
31. Rakiura Track	(11)	100	-	-	-	-	-	-	-	100
32. North West Circuit	(-)	-	-	-	-	-	-	-	-	100
33. Southern Circuit	(8)	100	-	-	-	-	-	-	-	100
34. Ulva Island	(12)	67	-	-	33	-	-	-	-	100
<u>Other</u>	(48)	67	8	17	-	-	-	8	-	100

TABLE 4: ACTIVITIES UNDERTAKEN IN DOC PARKS & RESERVES IN THE SOUTHLAND REGION IN THE PAST 12 MONTHS

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

ACTIVITIES	TOTAL (Average Park)	ACTIVITIES UNDERTAKEN IN (...AREA...) IN THE PAST TWELVE MONTHS							
		Curio Bay/Porpoise Bay	Waipapa Point	Waituna Lagoon/Awarua Wetland	Bluff Hill/Foveaux Walkway	Forest Hill	Longwoods/ Round Hilly	Croydon Bush/Dolamore Park	Blue Mountains
Bases:	1955	155	77	100	208	72	56	129	48
	%	%	%	%	%	%	%	%	%
Short walk under 3 hours	31	37	65	50	51	44	29	48	46
Day walk	10	3	-	4	13	22	21	12	8
Overnight tramp	8	-	-	4	-	-	-	-	-
Running/jogging	2	-	-	-	4	22	7	-	-
Walk/run with dog	x	-	-	-	-	-	-	-	-
Hunting	8	-	-	12	4	-	14	-	27
Duck shooting	x	-	-	-	-	-	-	-	-
Mountain biking	x	-	-	-	2	-	-	-	-
Camping	3	3	-	-	-	-	7	-	-
Picnics/barbeques	4	8	5	4	2	11	-	15	17
Sightseeing	18	32	40	25	30	6	-	12	27
Family outings	12	26	30	21	17	17	7	12	8
4WD/trail biking	1	-	-	-	2	-	-	-	8
Organised sport event	x	-	-	-	2	-	-	-	-
Canoeing/kayaking	1	-	-	4	-	-	-	-	-
Boating	7	5	-	-	2	-	4	--	-
White-baiting	x	-	-	-	-	-	-	-	-
Organised outings	4	-	-	-	2	-	7	15	-
Cultural visiting	x	-	-	-	-	-	-	-	-
Part of a guided group	x	-	-	4	-	-	-	-	-
Fishing	13	13	10	8	5	-	5	-	-
Volunteer activities	6	5	5	8	-	5	5	-	6
Swimming	1	3	-	-	-	-	-	-	-
Climbing/mountaineering	1	-	-	-	2	-	-	-	-
Went with work	6	5	5	8	4	-	4	9	-
Went with school	x	-	-	-	-	-	-	-	-
Other	x	-	-	-	-	-	-	-	-
Average no. activities	1.38								

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

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

ACTIVITIES	ACTIVITIES UNDERTAKEN IN (...AREA...) IN THE PAST TWELVE MONTHS								
	Piano Flat/Waikaia	Eyre Mountains	Takitimu Mountains	Mavora Lakes	Lake Te Anau	Lake Manapouri	Hollyford Track	Milford Sound/Milford Road	Milford Track
Bases:	56	8	35	96	184	152	24	92	44
	%	%	%	%	%	%	%	%	%
Short walk under 3 hours	7	25	23	25	30	16	25	9	-
Day walk	7	25	11	17	13	5	12	-	30
Overnight tramp	7	-	-	17	15	8	37	17	41
Running/jogging	-	-	-	4	4	-	-	-	-
Walk/run with dog	-	-	-	-	2	-	-	-	-
Hunting	-	25	9	4	4	13	8	4	11
Duck shooting	5	-	-	-	-	3	-	-	-
Mountain biking	-	-	-	-	-	-	-	-	-
Camping	7	-	-	16	4	3	-	4	-
Picnics/barbeques	-	-	11	4	-	-	-	-	-
Sightseeing	21	-	23	12	13	16	12	35	-
Family outings	7	-	-	8	15	10	12	-	-
4WD/trail biking	-	-	-	-	-	-	-	-	-
Organised sport event	-	-	-	-	-	-	-	-	-
Canoeing/kayaking	-	-	-	-	2	-	-	-	-
Boating	4	-	-	12	17	26	-	13	-
White-baiting	-	-	3	-	-	-	-	-	-
Organised outings	7	-	11	-	4	3	-	9	-
Cultural visiting	-	-	6	-	-	-	-	-	-
Part of a guided group	-	-	-	-	-	3	-	-	-
Fishing	12	-	-	21	17	31	-	13	-
Volunteer activities	5	25	9	4	-	-	8	4	9
Swimming	-	-	-	-	2	-	-	4	-
Climbing/mountaineering	-	-	-	-	-	-	-	-	-
Went with work	12	-	-	4	9	5	25	17	9
Went with school	-	-	-	-	2	-	-	-	-
Other	--	-	-	-	2	-	-	-	-

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

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

ACTIVITIES	ACTIVITIES UNDERTAKEN IN (...AREA...) IN THE PAST TWELVE MONTHS							
	Kepler Track	Routeburn Track	Lake Hauroko	Borland	Lake Monowai	Waitutu/South Coast	Hump Ridge Track	Doubtful Sound
Bases:	48	16	24	72	36	16	19	37
	%	%	%	%	%	%	%	%
Short walk under 3 hours	17	-	-	22	22	-	-	11
Day walk	42	75	-	6	-	-	-	-
Overnight tramp	-	-	17	39	-	-	-	-
Running/jogging	17	-	-	-	-	-	-	-
Walk/run with dog	-	-	-	-	-	-	-	-
Hunting	8	-	17	21	-	50	53	-
Duck shooting	-	-	-	-	-	-	-	-
Mountain biking	-	-	-	-	-	-	-	-
Camping	-	-	-	22	-	-	-	-
Picnics/barbeques	-	-	-	-	-	-	-	-
Sightseeing	-	-	17	11	-	-	-	32
Family outings	-	-	17	-	-	-	-	-
4WD/trail biking	-	-	-	6	8	-	-	-
Organised sport event	-	-	-	-	-	-	-	-
Canoeing/kayaking	-	-	-	6	-	-	-	-
Boating	-	-	-	-	11	-	-	21
White-baiting	-	-	-	-	-	-	-	-
Organised outings	-	-	-	17	-	-	-	11
Cultural visiting	-	-	-	-	-	-	-	-
Part of a guided group	-	-	-	-	-	-	-	-
Fishing	8	-	16	22	66	25	26	32
Volunteer activities	8	13	16	6	8	25	21	5
Swimming	-	-	-	-	-	-	-	5
Climbing/mountaineering	-	-	-	6	-	-	-	-
Went with work	-	-	-	6	-	-	-	-
Went with school	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-

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

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

ACTIVITIES	ACTIVITIES UNDERTAKEN IN (...AREA...) IN THE PAST TWELVE MONTHS							
	Dusky Sound	Oban/Halfmoon Bay	Mason Bay	Port Pegasus	Paterson Inlet	Rakiura Track	Southern Circuit	Ulva Island
Bases:	8	60	16	16	20	11	8	12
	%	%	%	%	%	%	%	%
Short walk under 3 hours	38	27	50	-	-	73	50	67
Day walk	-	13	25	-	20	36	-	-
Overnight tramp	-	8	-	25	-	36	25	-
Running/jogging	-	-	-	-	-	-	-	-
Walk/run with dog	-	-	-	-	-	-	-	-
Hunting	-	5	12	-	40	27	12	-
Duck shooting	-	-	-	-	-	-	-	-
Mountain biking	-	-	-	-	-	-	-	-
Camping	-	-	-	-	-	-	-	-
Picnics/barbeques	-	-	-	-	20	-	-	-
Sightseeing	38	-	-	-	-	-	-	33
Family outings	-	20	-	-	-	36	-	33
4WD/trail biking	-	-	-	-	-	-	-	-
Organised sport event	-	-	-	-	-	-	-	-
Canoeing/kayaking	-	-	-	-	-	-	-	-
Boating	-	-	-	43	-	-	-	-
White-baiting	-	-	-	-	-	-	12	8
Organised outings	-	-	-	-	-	-	-	33
Cultural visiting	-	-	-	-	-	-	-	-
Part of a guided group	-	-	-	-	-	-	12	-
Fishing	-	13	-	19	-	-	-	-
Volunteer activities	25	7	12	19	20	-	-	-
Swimming	-	-	-	-	-	-	-	-
Climbing/mountaineering	-	-	-	-	-	-	-	-
Went with work	-	-	12	-	-	27	-	-
Went with school	-	7	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-

TABLE 5: DOC PARKS & RESERVES IN THE SOUTHLAND REGION
LAST VISITED

Base: Total respondents

DOC PARKS AND RESERVES	TOTAL
<u>Base:</u>	500
	%
1. Curio Bay/Porpoise Bay	8
2. Waipapa point	2
3. Waituna Lagoon/Awarua Wetland	2
4. Bluff Hill/Foveaux Walkway	11
5. Forest Hill	5
6. Longwoods / Round Hilly	2
7. Croydon Bush/Dolamore Park	10
8. Blue Mountains	2
9. Piano Flat/Waikaia	2
10. Eyre Mountains	-
11. Takitimu Mountains	-
12. Mavora Lakes	2
<u>Fiordland National Park</u>	
13. Lake Te Anau	7
14. Lake Manapouri	5
15. Hollyford Track	-
16. Milford Sound/Milford Road	3
17. Milford Track	2
18. Kepler Track	2
19. Routeburn Track	-
20. Lake Hauroko	-
21. Borland	1
22. Lake Monowai	1
23. Waitutu/South Coast	-
24. Hump Ridge Track	2
25. Doubtful Sound	2
26. Dusky Sound	-
<u>Stewart Island/Rakiura</u>	
27. Oban/Halfmoon Bay short walks	3
28. Mason Bay	-
29. Port Pegasus	-
30. Paterson Inlet	2
31. Rakiura Track	1
32. North West Circuit	-
33. Southern Circuit	1
34. Ulva Island	1
<u>Other</u>	6
<u>Can't remember</u>	3
RESPONDENTS WHO HAD VISITED A DOC PARK/RESERVE	88%

TABLE 6: REASONS FOR CHOOSING TO VISIT SPECIFIC DOC PARKS & RESERVES IN THE SOUTHLAND REGION ON THE LAST OCCASION

Base: Total respondents who last visited each park/reserve

REASONS	TOTAL	REASONS TO VISIT							
		Curio Bay/Porpoise Bay	Waipapa Point	Waituna Lagoon/Awarua Wetland	Bluff Hill/Foveaux Walkway	Forest Hill	Longwoods/Round Hilly	Croydon Bush/Dolamore Park	Blue Mountains
Bases:	423	40	11	12	60	25	8	47	8
	%	%	%	%	%	%	%	%	%
Proximity; time and convenience	22	40	36	-	33	16	50	34	88
A relaxing/peaceful/quiet environment	6	-	36	-	-	16	50	9	-
Not too many people	1	-	-	-	-	12	-	-	-
Safe/other people around	1	10	-	-	-	-	-	-	-
The scenery/natural beauty of the park	10	30	36	-	27	-	-	-	50
The openness/open space	1	-	-	-	-	8	-	-	-
The terrain (flat/good easy walks)	2	10	-	-	-	-	-	-	-
The terrain (challenging/variety/a good workout)	5	-	-	-	7	16	-	8	-
The water/river/seashore/beach	9	8	-	-	7	-	37	6	-
Good tracks	5	-	-	-	7	16	-	8	-
Good bridges/not too many river crossings	-	-	-	-	-	-	-	-	-
Good huts	-	-	-	-	-	-	-	-	-
An area I know well	12	22	27	8	8	20	-	8	-
Sheltered from bad weather	2	-	-	-	-	-	-	-	-
It provides a sense of adventure/places to explore	5	-	-	-	-	12	-	-	-
Good/safe for children/family	9	-	-	33	7	-	-	26	37
Good picnic areas	4	-	-	33	7	-	-	9	-
Other	13	-	-	25	-	-	-	-	12
Average no. of reasons given	1.07	1.20	1.35	1.00	1.03	1.16	1.37	1.08	1.87

TABLE 6: REASONS FOR CHOOSING TO VISIT SPECIFIC DOC PARKS & RESERVES IN THE SOUTHLAND REGION ON THE LAST OCCASION (continued)

Base: Total respondents who last visited each park/reserve

REASONS	REASONS TO VISIT								
	Piano Flat/Waikaia	Mavora Lakes	Lake Te Anau	Lake Manapouri	Milford Sound/Milford Road	Milford Track	Kepler Track	Borland	Lake Monowai
Bases:	12	12	36	28	16	9	8	4	4
	%	%	%	%	%	%	%	%	%
Proximity; time and convenience	42	33	25	-	-	-	-	-	-
A relaxing/peaceful/quiet environment	33	-	11	-	-	-	-	-	75
Not too many people	-	-	-	-	-	-	-	-	-
Safe/other people around	-	-	-	-	-	-	-	-	-
The scenery/natural beauty of the park	-	-	-	-	-	-	12	-	25
The openness/open space	-	-	-	-	-	-	-	-	-
The terrain (flat/good easy walks)	-	-	-	-	-	-	-	-	-
The terrain (challenging/variety/a good workout)	25	-	11	-	-	-	-	-	-
The water/river/seashore/beach	33	-	-	14	-	-	-	-	-
Good tracks	-	-	-	-	-	-	-	-	-
Good bridges/not too many river crossings	-	-	-	-	-	-	-	-	-
Good huts	-	-	-	-	-	-	-	-	-
An area I know well	-	-	14	29	-	-	-	-	-
Sheltered from bad weather	-	-	-	-	-	-	38	-	-
It provides a sense of adventure/places to explore	-	-	-	29	-	-	-	-	-
Good/safe for children/family	-	-	11	18	-	-	-	-	-
Good picnic areas	-	-	-	-	-	-	-	-	-
Other	8	25	11	-	75	44	50	-	-
Average no. of reasons given	1.41	0.58	0.83	0.90	0.75	0.44	1.0	-	1.0

TABLE 6: REASONS FOR CHOOSING TO VISIT SPECIFIC DOC PARKS & RESERVES IN THE SOUTHLAND REGION ON THE LAST OCCASION (continued)

Base: Total respondents who last visited each park/reserve

REASONS	REASONS TO VISIT							
	Hump Ridge Track 7	Doubtful Sound 8	Oban/Halfmoon Bay 16	Paterson Inlet 8	Rakiura Track 3	Southern Circuit 4	Ulva Island 5	Other 32
Bases:	%	%	%	%	%	%	%	%
Proximity; time and convenience	-	-	25	12	-	-	-	-
A relaxing/peaceful/quiet environment	-	-	-	-	-	-	-	-
Not too many people	-	-	-	-	-	-	-	-
Safe/other people around	-	-	-	-	-	-	-	-
The scenery/natural beauty of the park	-	-	-	-	-	-	80	-
The openness/open space	-	-	-	-	-	-	-	-
The terrain (flat/good easy walks)	-	-	-	-	-	-	-	13
The terrain (challenging/variety/a good workout)	-	-	-	-	-	100	-	-
The water/river/seashore/beach	-	-	-	12	-	-	60	38
Good tracks	57	62	-	-	-	-	-	-
Good bridges/not too many river crossings	-	-	-	-	-	-	-	-
Good huts	-	-	-	-	-	-	-	-
An area I know well	-	50	-	-	33	-	-	12
Sheltered from bad weather	-	-	25	-	-	50	-	-
It provides a sense of adventure/places to explore	-	-	25	38	-	-	-	9
Good/safe for children/family	-	-	-	-	-	-	-	25
Good picnic areas	-	-	-	-	-	-	-	12
Other	43	38	37	38	33	-	-	22
Average no. of reasons given	1.00	1.50	1.12	1.00	0.66	1.50	1.40	1.31

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 (423)

INFORMATION SOURCE	TOTAL
	%
Word of mouth	1
DOC website	1
Other website	-
DOC Visitor Centre/Office	7
Other Information Centre (e.g. i-Site)	-
DOC Brochure/publication	-
Guide book	-
Recreation Groups (e.g. tramping club)	1
Other	5
RESPONDENTS WHO SOURCED INFORMATION	15%
Average number of information sources used	1.0

TABLE 8: DEGREE OF SATISFACTION WITH THE EXPERIENCE DELIVERED AT THE DOC PARKS & RESERVES **LAST** VISITED

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

DEGREE OF SATISFACTION (on '1' to '10' scale)	TOTAL	DOC PARKS/RESERVES							
		Curio Bay/ Porpoise Bay	Waipapa Point	Waituna Lagoon/ Awarua Wetland	Bluff Hill/ Foveaux Walkway	Forest Hill	Longwoods/ Round Hilly	Croydon Bush/ Dolamore Park	Blue Mountains
Bases:	423	40	11	12	60	25	8	47	8
(Rating)	%	%	%	%	%	%	%	%	%
Very disappointing (1)	1	-	-	25	-	-	-	-	-
(2)	-	-	-	-	-	-	-	-	-
(3)	1	-	-	-	-	16	-	-	-
(4)	1	-	-	-	-	-	-	9	-
(5)	-	-	-	-	-	-	-	-	-
(6)	8	20	-	-	26	-	-	-	-
(7)	15	20	27	-	-	32	25	28	-
(8)	27	20	36	75	27	32	-	19	-
(9)	15	8	-	-	7	4	25	17	38
Couldn't have been better (10)	32	32	37	-	40	16	50	27	62
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average (mean) rating	8.3	8.1	8.5	6.3	8.4	7.2	9.0	8.1	9.6

TABLE 8: DEGREE OF SATISFACTION WITH THE EXPERIENCE DELIVERED AT THE DOC PARKS & RESERVES **LAST** VISITED
(continued)

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

DEGREE OF SATISFACTION (on '1' to '10' scale)	DOC PARKS/RESERVES								
	Piano Flat/Waikaia	Mavora Lakes	Lake Te Anau	Lake Manapouri	Milford Sound/Milford Road	Milford Track	Kepler Track	Borland	Lake Monowai
Bases:	12	12	36	28	16	9	8	4	4
(Rating)	%	%	%	%	%	%	%	%	%
Very disappointing (1)	-	-	-	-	-	-	-	-	-
(2)	-	-	-	-	-	-	-	-	-
(3)	-	-	-	-	-	-	-	-	-
(4)	-	-	-	-	-	-	-	-	-
(5)	-	-	-	-	-	-	-	-	-
(6)	-	-	-	14	19	-	-	-	-
(7)	-	33	11	-	25	33	-	-	-
(8)	-	-	67	29	-	11	-	100	-
(9)	33	34	11	-	6	-	50	-	-
Couldn't have been better (10)	67	33	11	57	50	56	50	-	100
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average (mean) rating	9.7	8.7	8.2	8.9	8.4	8.8	9.5	8.0	10.0

TABLE 8: DEGREE OF SATISFACTION WITH THE EXPERIENCE DELIVERED AT THE DOC PARKS & RESERVES **LAST** VISITED
(continued)

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

DEGREE OF SATISFACTION (on '1' to '10' scale)	Bases: (Rating)	DOC PARKS/RESERVES							
		Hump Ridge Track 7	Doubtful Sound 8	Oban/Halfmoon Bay 16	Paterson Inlet 8	Rakiura Track 3	Southern Circuit 4	Ulva Island 5	Other 32
		%	%	%	%	%	%	%	%
Very disappointing	(1)	-	-	-	-	-	-	-	-
	(2)	-	-	-	-	-	-	-	-
	(3)	-	-	-	-	-	-	-	-
	(4)	-	-	-	-	-	-	-	-
	(5)	-	-	-	-	-	-	-	-
	(6)	-	-	-	-	-	-	-	-
	(7)	-	-	25	-	-	50	100	-
	(8)	-	-	25	-	100	-	-	37
	(9)	57	50	50	50	-	-	-	25
Couldn't have been better	(10)	43	50	-	50	-	50	-	38
TOTAL RESPONDENTS		100%	100%	100%	100%	100%	100%	100%	100%
Average (mean) rating		9.4	9.5	8.3	9.5	8.0	8.5	7.0	9.0

TABLE 9: WHAT WOULD HAVE MADE THE LAST PARK VISIT A '10'?

Base: Total respondents who last visited each park/reserve and rated their visit '1' to '9' on the satisfaction scale

IMPROVEMENT FACTORS	TOTAL	PARK LAST VISITED							
		Curio Bay/Porpoise Bay	Waipapa Point	Waituna Lagoon/Awarua Wetland	Bluff Hill/Foveaux Walkway	Forest Hill	Longwoods/Round Hilly	Croydon Bush/Dolamore Park	Blue Mountains
Bases:	278	27	7	12	36	21	4	34	3
	%	%	%	%	%	%	%	%	%
Better weather	34	59	57	-	33	19	-	35	-
Re-gravel tracks/tracks too muddy	6	-	-	-	11	19	-	12	-
Widen/clear/extend tracks	3	-	-	33	-	14	-	-	33
More deer/wild game/ hunting	3	-	-	-	-	-	-	-	67
Clean toilets/better toilet facilities	4	15	-	-	-	14	-	-	-
Wind breaks/reduce wind	4	-	-	-	22	-	-	9	-
More birds/bird life	3	-	-	-	11	-	75	-	-
More seats (and tables)	1	11	-	-	-	-	-	-	-
It's too touristy/too many tour buses	2	-	-	-	-	-	-	-	-
Too much rubbish/dispose of rubbish	1	-	-	-	-	-	-	-	-
Other people/younger people to walk with	2	-	-	-	-	-	-	15	-
Activities for families/ children	1	-	-	-	-	-	-	12	-
More fish/to catch some fish	1	7	-	-	-	-	-	-	-
Other suggestions	7	-	14	-	11	-	25	9	-
RESPONDENTS WHO GAVE A SUGGESTION	72%	93%	71%	33%	88%	66%	100%	91%	100%
Didn't know what would improve the experience	28	7	29	67	12	34	-	9	-
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 9: WHAT WOULD HAVE MADE THE LAST PARK VISIT A '10'? (continued)

Base: Total respondents who last visited each park/reserve and rated their visit '1' to '9' on the satisfaction scale

IMPROVEMENT FACTORS	PARK LAST VISITED								
	Piano Flat/Waikaia	Mavora Lakes	Lake Te Anau	Lake Manapouri	Milford Sound/Milford Road	Milford Track	Kepler Track	Borland	Lake Monowai
Bases:	4	8	32	12	8	4	4	4	-
	%	%	%	%	%	%	%	%	%
Better weather	-	50	50	100	25	-	-	-	-
Re-gravel tracks/tracks too muddy	-	-	-	-	-	-	-	-	-
Widen/clear/extend tracks	-	-	-	-	-	-	-	-	-
More deer/wild game/ hunting	-	-	-	-	-	-	-	-	-
Clean toilets/better toilet facilities	-	37	-	-	-	-	-	-	-
Wind breaks/reduce wind	-	-	-	-	-	-	-	-	-
More birds/bird life	-	-	-	-	-	-	-	-	-
More seats (and tables)	-	-	-	-	-	-	-	-	-
It's too touristy/too many tour buses	-	-	-	-	75	-	-	-	-
Too much rubbish/dispose of rubbish	75	-	-	-	-	-	-	-	-
Other people/younger people to walk with	-	-	-	-	-	-	-	-	-
Activities for families/ children	-	-	-	-	-	-	-	-	-
More fish/to catch some fish	-	-	-	-	-	-	-	-	-
Other suggestions	25	-	-	-	-	-	-	50	-
RESPONDENTS WHO GAVE A SUGGESTION	100%	87%	50%	100%	100%	-	-	50%	-
Didn't know what would improve the experience	-	13	50	-	-	100	100	50	-
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%	-

TABLE 9: WHAT WOULD HAVE MADE THE LAST PARK VISIT A '10'? (continued)

Base: Total respondents who last visited each park/reserve and rated their visit '1' to '9' on the satisfaction scale

IMPROVEMENT FACTORS	PARK LAST VISITED							
	Hump Ridge Track	Doubtful Sound	Oban/Halfmoon Bay	Paterson Inlet	Rakiura Track	Southern Circuit	Ulva Island	Other
Bases:	4	4	16	4	3	2	5	20
	%	%	%	%	%	%	%	%
Better weather	-	75	25	-	-	-	-	25
Re-gravel tracks/tracks too muddy	-	-	-	-	-	-	-	20
Widen/clear/extend tracks	-	-	-	-	-	-	-	-
More deer/wild game/ hunting	-	-	-	-	-	-	-	35
Clean toilets/better toilet facilities	-	-	-	-	-	-	-	-
Wind breaks/reduce wind	-	-	-	-	-	-	-	-
More birds/bird life	-	-	-	-	-	-	-	-
More seats (and tables)	-	-	-	-	-	-	-	5
It's too touristy/too many tour buses	-	-	-	-	-	-	-	-
Too much rubbish/dispose of rubbish	-	-	-	-	-	-	-	5
Other people/younger people to walk with	-	-	-	-	-	-	-	-
Activities for families/ children	-	-	-	-	-	-	-	-
More fish/to catch some fish	-	-	-	-	-	-	-	-
Other suggestions	50	-	19	-	-	-	-	10
RESPONDENTS WHO GAVE A SUGGESTION	50%	75%	44%	-	-	-	-	100%
Didn't know what would improve the experience	50	25	56	100	100	100	100	-
TOTAL RESPONDENTS	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 10: EXTENT TO WHICH THE **NON-USERS** OF DOC PARKS IN THE PAST TWELVE MONTHS HAVE **EVER** VISITED PARKS MANAGED BY DOC IN THE SOUTHLAND REGION

Base: Total non-users of DOC parks in the Southland region in the past twelve months (60)

TIME SINCE LAST VISITED A DOC PARK IN THE SOUTHLAND REGION	TOTAL
	%
Over 1 to 2 years ago	27
Over 2 to 3 years ago	7
Over 3 to 4 years ago	20
Over 4 to 5 years ago	7
Over 5 to 10 years ago	13
Over 10 to 15 years ago	-
Over 15 to 20 years ago	6
Over 20 years ago	-
PERCENTAGE OF <u>NON-USERS</u> WHO HAVE <u>EVER</u> VISITED DOC PARKS IN THE SOUTHLAND REGION	80%

TABLE 11: REASONS FOR NOT HAVING VISITED THE PARKS & RESERVES IN THE SOUTHLAND REGION

Base: Total respondents who had not visited the parks & reserves in the past 12 months (60)

REASONS	TOTAL
	%
Lack of time	50
Disability or health problem	25
Too old	17
Children/family commitments	17
Pregnant	15
No one else to go with/don't like going on my own	8
Transport: too far away, travel time	8
Lack of transport	8
Car thieves, vandals	2
AVERAGE NO. OF REASONS GIVEN	1.5

TABLE 12: EXTENT TO WHICH RESPONDENTS HAD VISITED PARKS & RESERVES MANAGED BY **LOCAL COUNCILS** IN SOUTHLAND, IN THE PAST TWELVE MONTHS

Base: Total respondents in each group

FREQUENCY OF VISITING LOCAL COUNCIL PARKS	TOTAL RESPONDENTS	RESPONDENTS WHO HAD:	
		Visited DOC areas	Not visited DOC areas
Bases:	500	440	60
	%	%	%
Once	2	3	-
2 – 4 times	15	16	13
5 – 7 times	13	13	13
8 – 11 times	5	4	7
Monthly	13	14	7
Fortnightly	11	12	-
Weekly	15	15	13
Daily	3	4	-
PERCENTAGE THAT HAD VISITED LOCAL COUNCIL PARKS	77%	80%	53%

TABLE 13: ACTIVITIES UNDERTAKEN IN THE PAST TWELVE MONTHS, IN PARKS & RESERVES MANAGED BY **LOCAL COUNCILS** IN SOUTHLAND

Base: Total respondents who had visited a local council park (384)

ACTIVITIES	TOTAL
	%
Walking less than 3 hrs	51
Day walk	6
Overnight/multi-day tramp	-
Running/jogging	7
Walking/running with dog	5
Hunting	2
Duck Shooting	-
Mountain biking	3
Camping	1
Horse riding	-
Picnics/barbeques	6
Sightseeing	5
Family outings / recreation	25
4WDing/Trail biking	2
Participated in organised sports event	-
Canoeing/kayaking/rafting	-
Boating	-
White baiting	-
Outings with organised groups	-
Visiting for cultural purposes	-
Visiting as part of a commercial guided group	-
Fishing	5
Volunteer activities e.g. planting trees	-
Swimming	1
Climbing/Mountaineering	-
Other	7
AVERAGE NUMBER OF ACTIVITIES UNDERTAKEN IN LOCAL COUNCIL PARKS	1.26

TABLE 14: EXTENT TO WHICH RESPONDENTS HAD VISITED THE PARKS & RESERVES MANAGED BY DOC **OUTSIDE** OF SOUTHLAND, IN THE PAST TWELVE MONTHS

Base: Total respondents in each group

AREAS VISITED	TOTAL RESPONDENTS	RESPONDENTS WHO HAD:	
		Visited DOC areas	Not visited DOC areas
Bases:	500	440	60
	%	%	%
Catlins	6	6	-
Central Otago	6	7	-
West Coast	4	5	-
North Otago	2	2	-
McKenzie Country	1	1	-
Mount Aspiring	1	1	-
North Island locations	2	3	-
Not stated/couldn't specify	2	2	-
PERCENTAGE OF RESPONDENTS THAT HAD VISITED DOC PARKS <u>OUTSIDE</u> OF SOUTHLAND	22%	25%	-%
Average no. of areas visited	1.08	1.08	-

TABLE 15: FREQUENCY OF VISITING DOC AREAS **OUTSIDE** OF SOUTHLAND, IN THE PAST TWELVE MONTHS

Base: Respondents who had visited each area in the past twelve months

AREAS VISITED	(Bases)	FREQUENCY OF VISITING			TOTAL
		Once	2 – 4 times	More frequently	
Catlins	(28)	57	43	-	100%
Central Otago	(32)	50	13	37	100%
West Coast	(20)	80	-	20	100%
North Otago	(8)	100	-	-	100%
McKenzie Country	(4)	100	-	-	100%
Mount Aspiring	(4)	100	-	-	100%
North Island locations	(12)	100	-	-	100%
TOTAL AREAS	(108)	70	15	15	100%

TABLE16: ACTIVITIES UNDERTAKEN IN DOC AREAS OUTSIDE OF SOUTHLAND IN THE PAST TWELVE MONTHS

Base: Respondents who last visited each area in the past twelve months

ACTIVITIES	AREAS VISITED						
	Catlins	Central Otago	West Coast	North Otago	McKenzie Country	Mount Aspiring	North Island Locations
Bases:	28	32	20	8	4	4	12
	%	%	%	%	%	%	%
Walking less than 3 hours	61	50	20	100	-	100	33
Day walk	18	16	-	-	-	-	67
Hunting	-	-	40	-	-	-	-
Camping	-	-	-	50	-	-	-
Picnics/barbeques	-	13	-	-	-	-	-
Sightseeing	14	12	20	-	-	-	-
Family outings/recreation	-	38	20	-	-	-	-
Canoeing/kayaking/rafting	7	-	-	-	-	-	-
Boating	-	34	-	-	-	-	-
White baiting	-	-	20	-	-	-	-
Fishing	-	25	-	-	-	-	-
Volunteer activities	-	-	5	-	-	-	-
Work	-	-	-	-	100	-	-
Average no. of activities	1.00	1.88	1.25	1.5	1.00	1.00	1.00

TABLE 17: RATING OF FACILITIES & SERVICES PROVIDED BY DOC IN SOUTHLAND

(a) TOTAL RESPONDENTS

Base: Total respondents in the survey (500)

FACILITIES & SERVICES	RATINGS						TOTAL
	Very Good	Good	Average	Poor	Very Poor	(Don't Know)	
Short walks of less than 3hours	59	24	2	1	-	14	100%
Day Walks	42	34	2	-	-	22	100%
Overnight or multi-day tramps	38	17	2	-	-	43	100%
Picnic areas	37	35	6	4	-	18	100%
Campsites	25	27	6	3	-	39	100%
Places that are accessible for people with disabilities	13	19	12	7	2	47	100%
Places where you can go hunting	33	19	3	-	1	44	100%
Places where you can go mountain biking	12	28	3	2	-	55	100%
Places where you can go fishing	39	27	2	1	-	31	100%
Places where you can learn about and appreciate New Zealand's history.	27	34	9	2	-	28	100%
Places where you can learn about New Zealand's plants and animals.	32	22	6	6	-	34	100%
Places where you can take a 4 Wheel Drive or Trail Bike	8	15	5	5	1	66	100%
Places where you can take a dog for a walk	19	25	13	2	2	39	100%
Places where you can take children/ families	57	27	3	1	-	12	100%

TABLE 17: RATING OF FACILITIES & SERVICES PROVIDED BY DOC IN SOUTHLAND

(b) RESPONDENTS WHO HAD VISITED A DOC PARK/RESERVE IN SOUTHLAND IN THE PAST TWELVE MONTHS

Base: Total respondents who had visited a DOC park/reserve (440)

FACILITIES & SERVICES	RATINGS						TOTAL
	Very Good	Good	Average	Poor	Very Poor	(Don't Know)	
Short walks of less than 3hours	61	26	2	1	-	10	100%
Day Walks	45	34	2	-	-	19	100%
Overnight or multi-day tramps	42	17	2	-	-	39	100%
Picnic areas	39	36	6	5	-	14	100%
Campsites	27	28	6	4	-	35	100%
Places that are accessible for people with disabilities	14	19	13	8	2	44	100%
Places where you can go hunting	37	19	4	-	1	39	100%
Places where you can go mountain biking	13	30	4	3	-	50	100%
Places where you can go fishing	41	28	3	1	-	27	100%
Places where you can learn about and appreciate New Zealand's history.	29	35	8	2	-	26	100%
Places where you can learn about New Zealand's plants and animals.	35	23	7	6	-	29	100%
Places where you can take a 4 Wheel Drive or Trail Bike	7	17	4	6	1	65	100%
Places where you can take a dog for a walk	20	25	14	3	1	37	100%
Places where you can take children/ families	61	27	4	1	-	7	100%

TABLE 18: DOC SERVICES & FACILITIES THAT RESPONDENTS WOULD LIKE TO SEE DEVELOPED OR IMPROVED

Base: Total respondents in the survey

SERVICES & FACILITIES TO DEVELOP/IMPROVE Base:	TOTAL 500
	%
Toilet facilities (e.g. at Dolomore Park, Bluff Hill, in camping grounds, various other parks)	13
More public awareness/education/consultation	8
Roads/access roads	5
Develop family orientated areas, e.g. playgrounds, picnic areas, flat open areas, information centres, activities for children	5
Maintain/improve/develop/extend tracks	5
More areas where you can take dogs	5
Clean up rubbish regularly; more rubbish bins	4
Improve access/develop short walks for elderly/disabled	3
Clarify the issues/debate over the use of 1080. Get the facts straight	3
Build/introduce more shelter from wind/rain	3
Have more huts in remote, accessible areas; improve existing huts (e.g. stoves)	2
Develop mountain bike trails/easy accessible mountain bike trails	2
More access for 4WD vehicles	2
More signposting of tracks in the bush	2
Have more seats/seating areas	2
More areas/information about buggy walks	1
Information about huts and tickets for overnight stays	1
Improve the control of gorse and broom	1
More (coastal) access to hunting blocks	1
Preserve areas for whitebaiting	1
Miscellaneous	9
RESPONDENTS WHO MENTIONED SERVICES/FACILITIES THEY WOULD LIKE DEVELOPED/IMPROVED	63%
Average no. of services/facilities mentioned	1.24

TABLE 19: DEMOGRAPHIC PROFILE OF SAMPLE & USERS VERSUS NON-USERS OF SOUTHLAND DOC AREAS IN THE PAST TWELVE MONTHS

Base: Total respondents in each group

PROFILE		TOTAL SAMPLE	USERS	NON-USERS
Bases:		500	440	60
		%	%	%
(a) GENDER:	Male	50	53	27
	Female	50	47	73
	TOTAL	100%	100%	100%
(b) AGE GROUP:				
	16 – 29 years	13	12	20
	30 – 39 years	22	23	7
	40 – 49 years	21	21	20
	50 – 59 years	19	21	7
	60years & over	25	23	46
	TOTAL	100%	100%	100%
(c) HOUSEHOLD INCOME (PRE-TAX)				
	Up to \$30k per year	19	15	47
	Over \$30 - \$50k per year	14	14	20
	Over \$50 - \$70k per year	17	17	13
	Over \$70k per year	33	36	13
	Don't know/refused	17	18	7
	TOTAL	100%	100%	100%
(d) ETHNICITY:				
	NZ Maori	10	7	27
	NZ European	84	88	53
	British	1	1	-
	Other European	4	3	13
	Pacifica	-	-	-
	Asian/Chinese/Indian	1	x	5
	Other	1	1	2
	TOTAL	101%	101%	100%

TABLE 19: DEMOGRAPHIC PROFILE OF SAMPLE & USERS VERSUS NON-USERS OF SOUTHLAND DOC AREAS IN THE PAST TWELVE MONTHS (continued)

Base: Total respondents in each group

PROFILE		TOTAL SAMPLE	USERS	NON-USERS
Bases:		500	440	60
		%	%	%
<u>(e) DEPENDENT CHILDREN (UNDER 16 YEARS) IN HOUSEHOLD?</u>				
	Yes	42	43	33
	No	58	57	67
	TOTAL	100%	100%	100%
<u>(f) PLACE OF RESIDENCE</u>				
	Invercargill City	53	50	73
	Southland District (including Stewart Island/Rakiura)	28	30	14
	Gore District	19	20	13
	TOTAL	100%	100%	100%

9. QUESTIONNAIRE

QUESTIONNAIRE FOR SOUTHLAND RECREATION DEMAND SURVEY

August 2010

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 Department of Conservation to find out how Southlanders use the outdoors.”

“For this particular interview, I need to speak to a (person/male/female) over 16 years of age, who permanently lives in Southland. 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: _____

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SECTION B: USE OF AREAS MANAGED BY DOC

“The first set of questions is about areas in the Southland region managed by the Department of Conservation. By the Southland region, I mean Invercargill and the wider Southland Plains, plus Fiordland and Stewart Island.

Q.1 “Have you visited any areas managed by DOC in the Southland region in the past 12 months?”

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

Q.2 “Which areas have you visited in the past 12 months? Any others?”

PROBE UNTIL ‘NO’.

CIRCLE NUMBERS ALONGSIDE MENTIONED AREA NAMES

Note: Be specific with areas. Clarify areas by reading the list where necessary

FOR EACH AREA MENTIONED IN Q.2, ASK Q’s 3 & 4.

Q.3 “How many times have you visited (... area ...) in the past twelve months?”

<u>CODE SCALE:</u>	Once _____	01
	2-4 times _____	02
	5-7 times _____	03
	8-11 times _____	04
	Monthly _____	05
	Fortnightly _____	06
	Weekly _____	07
	Daily _____	08

Q.4 “What activities did you undertake in (... area ...) in the past twelve months?”

CODE ACTIVITIES:

Walking less than 3 hrs _____	01	4WDing/Trail biking _____	14
Day walk _____	02	Participated in organised sports event _____	15
Overnight / Multi day tramp _____	03	Canoeing/kayaking/rafting _____	16
Running/jogging _____	04	Boating _____	17
Walking/running with dog _____	05	White baiting _____	18
Hunting _____	06	Outings with organised groups _____	19
Duck Shooting _____	07	Visiting for cultural purposes _____	20
Mountain biking _____	08	Visiting as part of a commercial guided group _____	21
Camping _____	09	Fishing _____	22
Horse riding _____	10	Volunteer activities e.g. planting trees _____	23
Picnics/barbeques _____	11	Swimming _____	24
Sightseeing _____	12	Climbing/Mountaineering _____	25
Family outings / recreation _____	13	Other (specify) _____	26

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Q.2 TICK ALL AREAS VISITED	Q.3 CODE HOW OFTEN	Q.4 CODE ACTIVITIES
1. Curio Bay/Porpoise Bay		
2. Waipapa point		
3. Waituna Lagoon/Awarua Wetland		
4. Bluff Hill/Foveaux Walkway		
5. Forest Hill		
6. Longwoods / Round Hilly		
7. Croydon Bush/Dolamore Park		
8. Blue Mountains		
9. Piano Flat/Waikaia		
10. Eyre Mountains		
11. Takitimu Mountains		
12. Mavora Lakes		
<u>Fiordland National Park</u>		
13. Lake Te Anau		
14. Lake Manapouri		
15. Hollyford Track		
16. Milford Sound/Milford Road		
17. Milford Track		
18. Kepler Track		
19. Routeburn Track		
20. Lake Hauroko		
21. Borland		
22. Lake Monowai		
23. Waitutu/South Coast		
24. Hump Ridge Track		
25. Doubtful Sound		
26. Dusky Sound		
<u>Stewart Island/Rakiura</u>		
27. Oban/Halfmoon Bay short walks		
28. Mason Bay		
29. Port Pegasus		
30. Paterson Inlet		
31. Rakiura Track		
32. North West Circuit		
33. Southern Circuit		
34. Ulva Island		
<u>Other</u> (specify)		

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SECTION C: EXPERIENCEQ.5 (a) “Which of the DOC parks and reserves in Southland did you **last** visit?”(b) “Why did you choose to visit that particular park or reserve? Are there any other reasons?” **PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

Proximity; time and convenience _____	01
A relaxing/peaceful/quiet environment _____	02
Not too many people _____	03
Safe / other people around _____	04
The scenery/natural beauty of the park _____	05
The openness/open space _____	06
The terrain (flat/good easy walks) _____	07
The terrain (challenging/variety/a good workout) _____	08
The water/river/seashore/beach _____	09
Good tracks _____	10
Good bridges / not too many river crossings _____	11
Good huts _____	12
An area I know well _____	13
Sheltered from bad weather _____	14
It provides a sense of adventure/places to explore _____	15
Good/safe for children/family _____	16
Good picnic areas _____	17
Other (specify) _____	18

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

Yes _____ 01 - Ask Q.5 (d)
 No _____ 02 - Skip to Q.6

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

Word of Mouth _____	01
DOC website _____	02
Other website (specify) _____	03
DOC Visitor Centre/Office _____	04
Other information centre, (e.g. i-Site) _____	05
DOC Brochure/publication _____	06
Guide book _____	07
Recreation Groups, (e.g. tramping club) _____	08
Other (specify) _____	09

Q.6 “On a scale of 1 to 10, where 1 is ‘very disappointing’ and 10 is ‘couldn’t have been better’, how would you rate your experience on your **last** visit”

Very disappointing									Couldn't have been better
1	2	3	4	5	6	7	8	9	10

Q.7 “If you did not rate your visit as 10 out of 10, what would have made it a 10?”

PROBE UNTIL CLEAR

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.8 (a) “Have you **ever** visited any areas managed by DOC in the Southland region?”

Yes _____ 01 - Ask Q.8 (b)
 No _____ 02 - Skip to Q.9

(b) “Approximately how long is it since you last visited any areas managed by DOC in the Southland 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.9 “Why have you **not** visited the parks and reserves in the Southland region in the past 12 months/ever?” **PROBE UNTIL CLEAR**

Lack of time _____	01
Weather conditions _____	02
Expensive _____	03
Too old _____	04
Pregnant _____	05
No one else to go with / don't like going on my own _____	06
Disability or health problem _____	07
Transport: too far away, travel time _____	08
Children/family commitments _____	09
Lack of / cost of equipment _____	10
Lack of motivation / not interested _____	11
Lack of transport _____	12
Lack of information _____	13
Don't feel safe _____	14
Too many people, crowded _____	15
Car thieves, vandals _____	16
Sandflies _____	17
Lack of fitness _____	18
Lack of suitable places to go _____	19
Other _____	20

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SECTION E:

Q.10 (a) “In the **last 12 months**, how often have you visited parks and reserves managed **by local councils** in Southland?”

(Have not visited)_____	01	- Skip to Q.11
Once_____	02	- Ask Q.10(b)
2-4 times_____	03	
5-7 times_____	04	
8-11 times_____	05	
Monthly _____	06	
Fortnightly_____	07	
Weekly_____	08	
Daily_____	09	

(b) “In the **last 12 months**, what activities have you undertaken in parks and reserves managed **by local councils** in Southland?”

CODE DIRECTLY ONTO TABLE BELOW

Walking less than 3 hrs_____	01	4WDing/Trail biking _____	14
Day walk_____	02	Participated in organised sports event _____	15
Overnight / Multi day tramp_____	03	Canoeing/kayaking/rafting _____	16
Running/jogging_____	04	Boating_____	17
Walking/running with dog _____	05	White baiting _____	18
Hunting_____	06	Outings with organised groups_____	19
Duck Shooting_____	07	Visiting for cultural purposes_____	20
Mountain biking_____	08	Visiting as part of a commercial guided group ___	21
Camping_____	09	Fishing_____	22
Horse riding _____	10	Volunteer activities e.g. planting trees_____	23
Picnics/barbeques_____	11	Swimming _____	24
Sightseeing_____	12	Climbing/Mountaineering _____	25
Family outings / recreation_____	13	Other (specify)_____	26

Q.11 (a) “In the **last 12 months**, have you visited any areas managed by DOC **outside** of Southland?”

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

(b) “Which areas managed by DOC outside of Southland have you visited in the last 12 months?” **RECORD AREAS IN TABLE AT FOOT OF PAGE**

(c) “How many times have you visited (... area ...) in the past 12 months?”

<u>CODE FREQUENCY OF VISITING</u>	Once _____	01
<u>EACH LISTED AREA, INTO TABLE AT</u>	2-4 times _____	02
<u>BOTTOM OF PAGE</u>	5-7 times _____	03
	8-11 times _____	04
	Monthly _____	05
	Fortnightly _____	06
	Weekly _____	07
	Daily _____	08

(d) “What activities did you undertake in (... area ...) in the past 12 months?”

CODE ACTIVITIES ALONGSIDE EACH LISTED AREA IN TABLE AT BOTTOM OF PAGE

Walking less than 3 hrs _____	01	4WDing/Trail biking _____	14
Day walk _____	02	Participated in organised sports event _____	15
Overnight / Multi day tramp _____	03	Canoeing/kayaking/rafting _____	16
Running/jogging _____	04	Boating _____	17
Walking/running with dog _____	05	White baiting _____	18
Hunting _____	06	Outings with organised groups _____	19
Duck Shooting _____	07	Visiting for cultural purposes _____	20
Mountain biking _____	08	Visiting as part of a commercial guided group__	21
Camping _____	09	Fishing _____	22
Horse riding _____	10	Volunteer activities e.g. planting trees _____	23
Picnics/barbeques _____	11	Swimming _____	24
Sightseeing _____	12	Climbing/Mountaineering _____	25
Family outings / recreation _____	13	Other (specify) _____	26

Q.11 (b) LIST ALL AREAS VISITED	Q. 11 (c) CODE HOW OFTEN	Q. 11 (d) CODE ACTIVITIES

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Q.12 “I now have a list of facilities and services provided by DOC in Southland. As I read each one, can you please tell me how well you think DOC does at providing that service? Please rate your answer on a scale that reads very good, good, average, poor, very poor.”

ROTATE ORDER OF ASKING	Very Good	Good	Average	Poor	Very Poor	(Don't Know)
Short walks of less than 3hours	01	02	03	04	05	06
Day Walks	01	02	03	04	05	06
Overnight or multi-day Tramps	01	02	03	04	05	06
Picnic areas	01	02	03	04	05	06
Campsites	01	02	03	04	05	06
Places that are accessible for people with disabilities	01	02	03	04	05	06
Places where you can go hunting	01	02	03	04	05	06
Places where you can go mountain biking	01	02	03	04	05	06
Places where you can go fishing	01	02	03	04	05	06
Places where you can learn about and appreciate New Zealand's history.	01	02	03	04	05	06
Places where you can learn about New Zealand's plants and animals.	01	02	03	04	05	06
Places where you can take a 4 Wheel Drive or Trail Bike	01	02	03	04	05	06
Places where you can take a dog for a walk	01	02	03	04	05	06
Places where you can take children/ families	01	02	03	04	05	06

Q.13 “Thinking about the places that the Department of Conservation manages in Southland, what facilities, if any, would you like to see developed or improved? Is there anything else?” **PROBE UNTIL ‘NO’ & POINTS ARE CLEAR**

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

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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 “Do you have any dependent children under the age of 16 living with you?”

Yes _____	01
No _____	02

D.6 “Where do you live? (suburb, town, or locality)”

<u>OFFICE CODE:</u>	Invercargill City _____	01
	Southland District (including Stewart Island/Rakiura) _____	02
	Gore District _____	03

“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: _____ ‘10