

Western Springs Visitor Survey 2015

May 2015

Technical Report 2015/013



Auckland
Council
Te Kaunihera o Tāmaki Makaurau




Western Springs Visitor Survey 2015

May 2015

Technical Report 2015/013

Auckland Council
Technical Report 2015/013
ISSN 2230-4525 (Print)
ISSN 2230-4533 (Online)

ISBN 978-0-908320-09-7 (Print)
ISBN 978-0-908320-10-3 (PDF)

This report has been peer reviewed by the Peer Review Panel.
Submitted for review on 23 April 2015 Review completed on 15 May 2015 Reviewed by one reviewer
Approved for Auckland Council publication by:  Name: Regan Solomon Position: Manager, Research and Evaluation Unit
Date: 15 May 2015

Recommended citation:

Allpress, J. A (2015). Western Springs visitor survey 2015. Auckland Council technical report, TR2015/013

© 2015 Auckland Council

This publication is provided strictly subject to Auckland Council's copyright and other intellectual property rights (if any) in the publication. Users of the publication may only access, reproduce and use the publication, in a secure digital medium or hard copy, for responsible genuine non-commercial purposes relating to personal, public service or educational purposes, provided that the publication is only ever accurately reproduced and proper attribution of its source, publication date and authorship is attached to any use or reproduction. This publication must not be used in any way for any commercial purpose without the prior written consent of Auckland Council. Auckland Council does not give any warranty whatsoever, including without limitation, as to the availability, accuracy, completeness, currency or reliability of the information or data (including third party data) made available via the publication and expressly disclaim (to the maximum extent permitted in law) all liability for any damage or loss resulting from your use of, or reliance on the publication or the information and data provided via the publication. The publication, information, and data contained within it are provided on an "as is" basis.

Western Springs Visitor Survey 2015

Dr Jesse Allpress

Economic and Social Research and Evaluation

Research and Evaluation Unit

Auckland Council

Executive summary

An intercept survey of Western Springs Park visitors was conducted in January-February 2015, in order to improve Auckland Council's Local and Sports Parks understanding of the experience of visitors within the park.

The survey results indicate that Western Springs is a popular park that attracts visitors from across the region. The overall level of satisfaction with the park is high, with 95 per cent of visitors reporting that they are somewhat or very satisfied with the park. Most visitors (87%) rate the park as being important to their sense of well-being. Visitors use the park for a range of activities, including walking, spending time in nature, peace and quiet, feeding ducks / waterfowl, and entertaining children.

The survey shows that the use of public transport to access the park is extremely low, with only two per cent of visitors taking the bus, and none taking the train on the day that they were surveyed.

Visitors provided mixed reactions to the possibility of making the park rubbish-free (removing rubbish bins and encouraging visitors to recycle their rubbish at home), with roughly equal numbers stating that this change would have a positive compared to a negative impact on their experience.

Although levels of satisfaction are high, visitors' responses indicate a number of possible areas for service improvement, including:

- Increased cleaning of bird droppings from paths and seats
- Adding toilet facilities to the southern, Great North Road area of the park
- Improving the provision of seats and tables
- Providing additional drinking fountains throughout the park

Table of contents

1.0	Background	4
2.0	How surveying was conducted.....	5
3.0	Who is visiting the park?	8
3.1	Visitor demographics	8
3.2	Reason for visit.....	8
3.3	Frequency of park use	9
3.4	Transport	10
4.0	How do visitors feel about the park?	11
4.1	Importance of and satisfaction with park facilities	11
4.2	Overall satisfaction	14
4.3	Impact on well-being.....	14
4.4	What do visitors like most about the park?	14
4.5	How do visitors feel about the number of large organised events?	15
5.0	How can the park be improved?	16
5.1	Suggestions for improvement.....	16
5.2	Reactions towards adopting a rubbish-free approach	17
6.0	Recommendations for service improvement.....	18
7.0	Additional analyses by visit frequency and gender	19
Appendix A	Western Springs visitor intercept survey	20
Appendix B	Differences between frequent and infrequent visitors.....	24
	Who is visiting the park?	24
	How do visitors feel about the park?	27
	How can the park be improved?	29
Appendix C	Differences between male and female visitors	31
	Who is visiting the park?	31
	How do visitors feel about the park?	34
	How can the park be improved?	36

List of figures

Figure 1. Data collection weather conditions.	5
Figure 2. Data collection locations.	6
Figure 3. Data collection information.	7
Figure 4. Visitor demographics.	8
Figure 5. Reasons for visiting the park.	9
Figure 6. Frequency of park use.	9
Figure 7. Mode of transport to the park.	10
Figure 8. Residence of visitors within Auckland.	10
Figure 9. Ratings of importance.	11
Figure 10. Ratings of satisfaction.	12
Figure 11. Comparison of importance and satisfaction.	13
Figure 12. Overall satisfaction with the park.	14
Figure 13. Importance of the park for visitors' well-being.	14
Figure 14. Most-liked aspects of the park.	15
Figure 15. Feelings about the number of organised events.	15
Figure 16. Visitors' suggestions for improvement.	16
Figure 17. Impact of adopting a rubbish-free approach.	17
Figure 18. Visitor ethnicity and age, split by frequency of use.	24
Figure 19. Visitor gender, split by frequency of use.	25
Figure 20. Reasons for visiting the park, split by frequency of use.	25
Figure 21. Mode of transport to the park, split by frequency of use.	26
Figure 22. Residence of visitors within Auckland, split by frequency of use.	26
Figure 23. Comparison of importance and satisfaction, split by frequency of use.	27
Figure 24. Overall satisfaction with the park, split by frequency of use.	28
Figure 25. Importance of the park for visitors' well-being, split by frequency of use.	28
Figure 26. Most-liked aspects of the park, split by frequency of use.	28
Figure 27. Feelings about the number of organised events, split by frequency of use.	29
Figure 28. Visitors' suggestions for improvement, split by frequency of use.	29
Figure 29. Impact of adopting a rubbish-free approach, split by frequency of use.	30
Figure 30. Visitor demographics, split by gender.	31
Figure 31. Reasons for visiting the park, split by gender.	32
Figure 32. Frequency of park use, split by gender.	32
Figure 33. Mode of transport to the park, split by gender.	33
Figure 34. Residence of visitors within Auckland, split by gender.	33
Figure 35. Comparison of importance and satisfaction.	34
Figure 36. Overall satisfaction with the park, split by gender.	35
Figure 37. Importance of the park for visitors' well-being, split by gender.	35
Figure 38. Most-liked aspects of the park, split by gender.	35
Figure 39. Feelings about the number of organised events, split by gender.	36
Figure 40. Visitors' suggestions for improvement, split by gender.	36
Figure 41. Impact of adopting a rubbish-free approach, split by gender.	37

1.0 Background

Auckland Council's Local and Sports Parks (LSP) is seeking to improve its understanding of the experience of visitors to its parks. LSP have identified the need to improve their understanding of who, when and why people use specific parks across the region.

At a high level, parks customer information is currently collected for Long-term Plan monitoring purposes via an annual telephone survey. The aim of the present research is to supplement the high-level information already collected by LSP by providing park-specific information that can improve local service provision and planning. A visitor intercept survey template that can be rolled out across the region was developed to meet these needs.

This report presents the results of a survey of Western Springs Park visitors – the first in a series of visitor intercept surveys to be conducted in parks around the region. The purpose of the Western Springs survey was to provide insights into:

- The demographic characteristics of park visitors
- How visitors travel to the park
- Where visitors are travelling from
- How frequently visitors use the park
- Why visitors are using the park
- How important different characteristics of the park are to visitors
- How satisfied visitors are with the above characteristics
- How satisfied visitors are with the park overall
- How important the park is to visitors' well-being
- What visitors like most about the park
- How visitors think the park could be improved
- How visitors feel about potential changes in the provision of rubbish collection in the park
- How visitors feel about the frequency of large organised events in the park.

This report provides a summary of the overall findings from the survey, along with some key recommendations for improving services provision in the park.

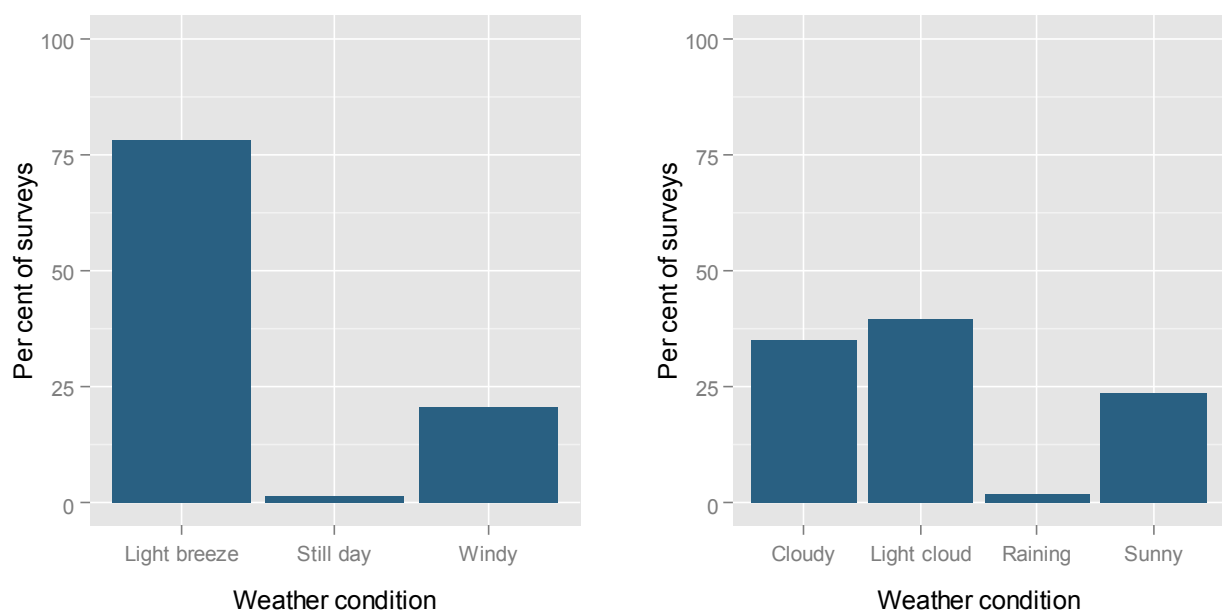
Additional summaries comparing frequent with infrequent park users, and male with female visitors are provided in Appendix B and Appendix C, respectively.

2.0 How surveying was conducted

An intercept survey of 427 Western Springs Park visitors was conducted between 29 January and 15 February, 2015.

Surveying was conducted on Thursday-Sunday over a three week period, providing a balance between weekend and weekday use¹. Surveying was completed by one male research assistant, who worked in five-hour shifts, either in the morning (9am-2pm) or afternoon (2pm-7pm). Due to the nature of completing a paper survey in an open park, data collection was not attempted during poor weather. Figure 1 shows the weather conditions under which surveys were collected.

Figure 1. Data collection weather conditions.



Surveying was scheduled so as to strike a balance between mornings, afternoons, week days and weekends. Where possible, all visitors entering or leaving the park at the surveying locations were asked if they would be willing to complete the survey (see Figure 2 for surveying locations). Anecdotal reports from the research assistant indicated that most visitor types were equally willing to complete the survey, with the exception of runners, who were less willing to stop to fill out a questionnaire.

Figure 3 provides an overview of data collection by day and time. The figure shows higher activity during weekend afternoons. This pattern is likely to have been influenced, however, by two weekend mornings (6 and 12 February) being affected by rain. Note, that surveying started at 9am, and therefore did not capture early morning park usage.

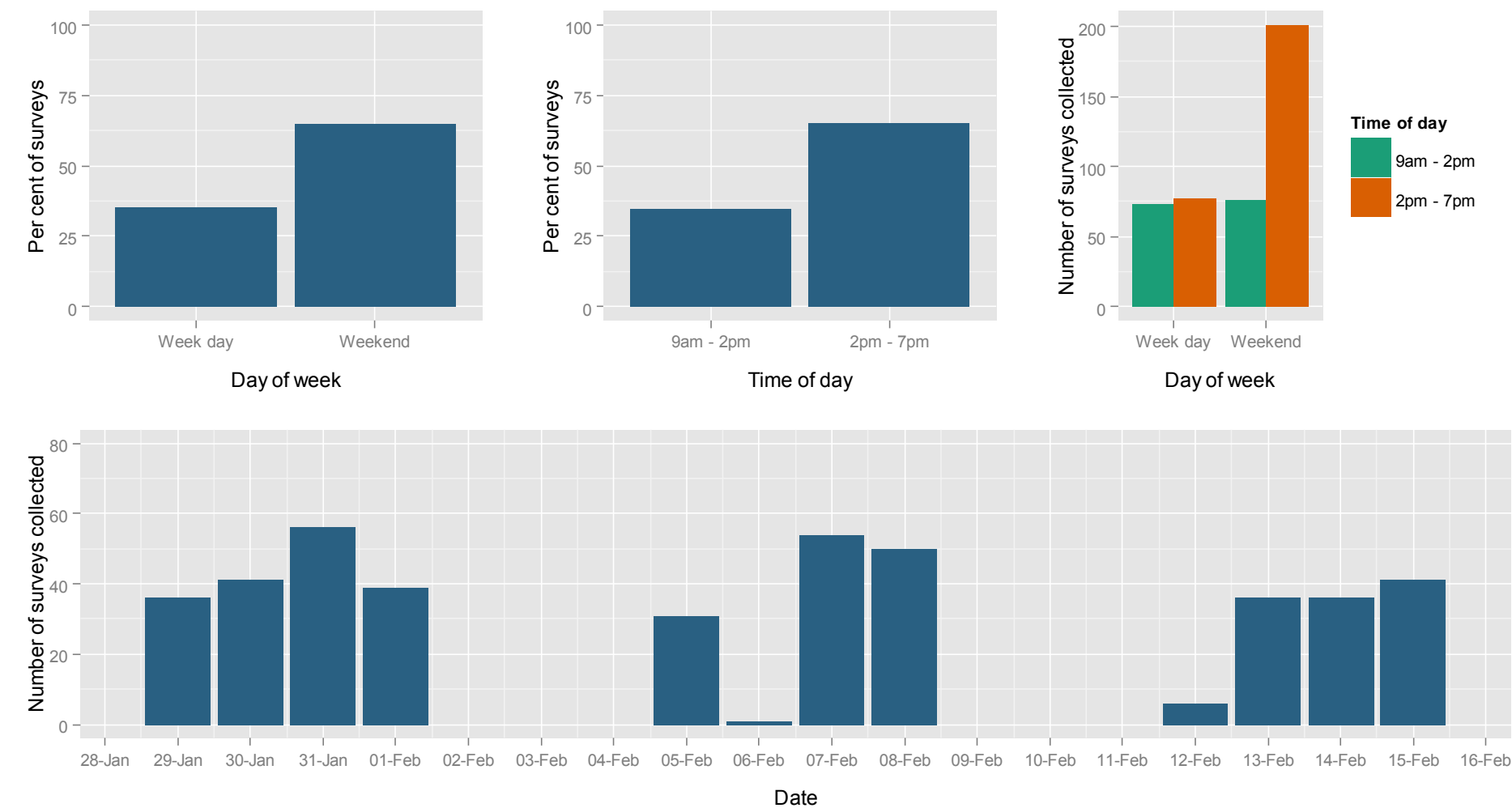
¹ Note, because surveying was not conducted on Mon-Wed, the survey results will not have captured any unique park use that occurred on these days.

Figure 2. Data collection locations.



Note. Surveying was conducted at three locations in the park: at entrance points 1 and 2, and ‘scanning’ along Great North Road between entrances 3 and 4.

Figure 3. Data collection information.



3.0 Who is visiting the park?

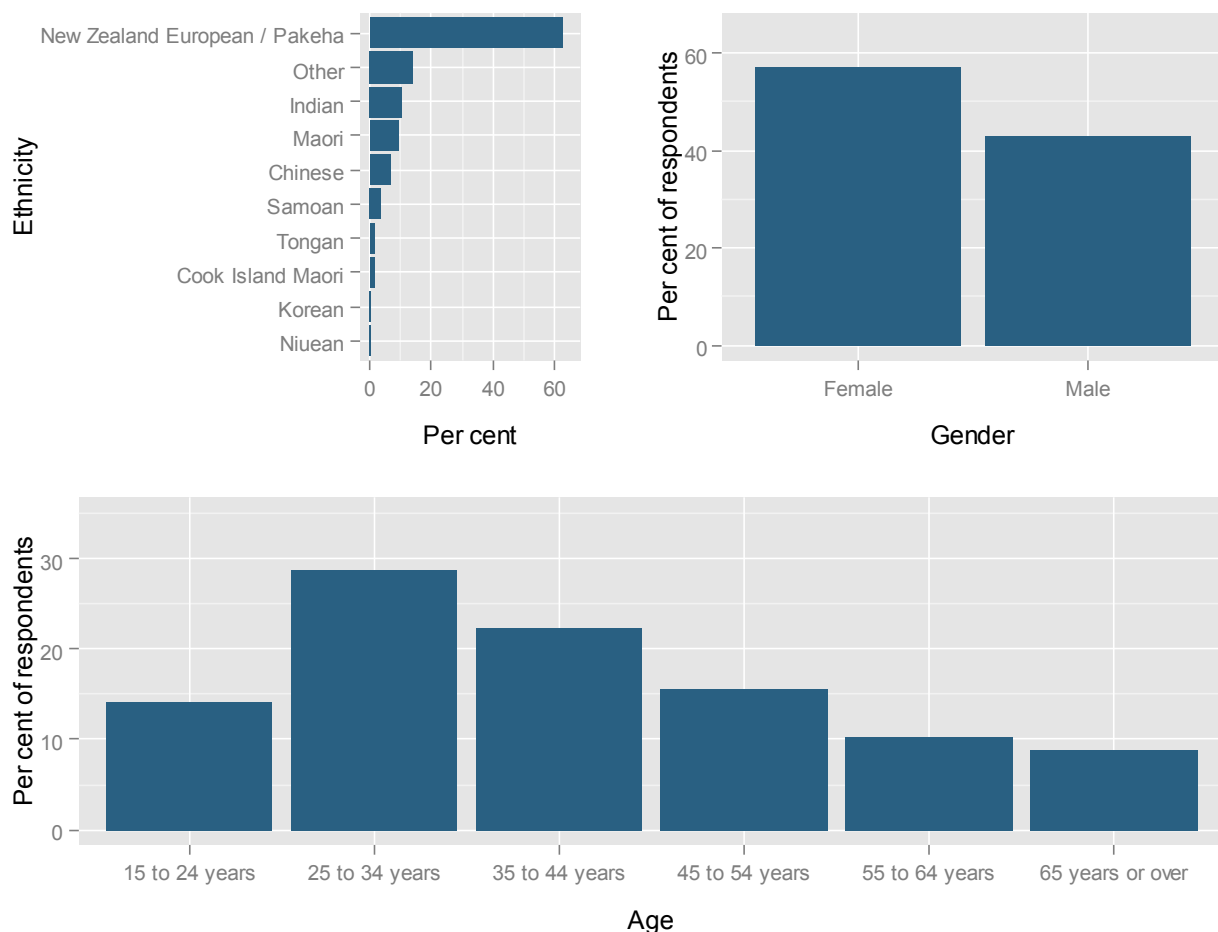
This section describes who is visiting the park and the nature of their visit.

3.1 Visitor demographics

Visitors were primarily young adults, with 65 per cent of respondents under the age of 45 (note, only visitors aged 16+ were asked to complete the survey, so these figures do not include significant use of the park by children). The majority of visitors were New Zealand European / Pākehā (62%), with the majority of the remainder identifying as Indian (11%), Māori (10%), Chinese (7%) and Samoan (4%).

A reasonable balance between women (57%) and men (43%) was observed.

Figure 4. Visitor demographics.

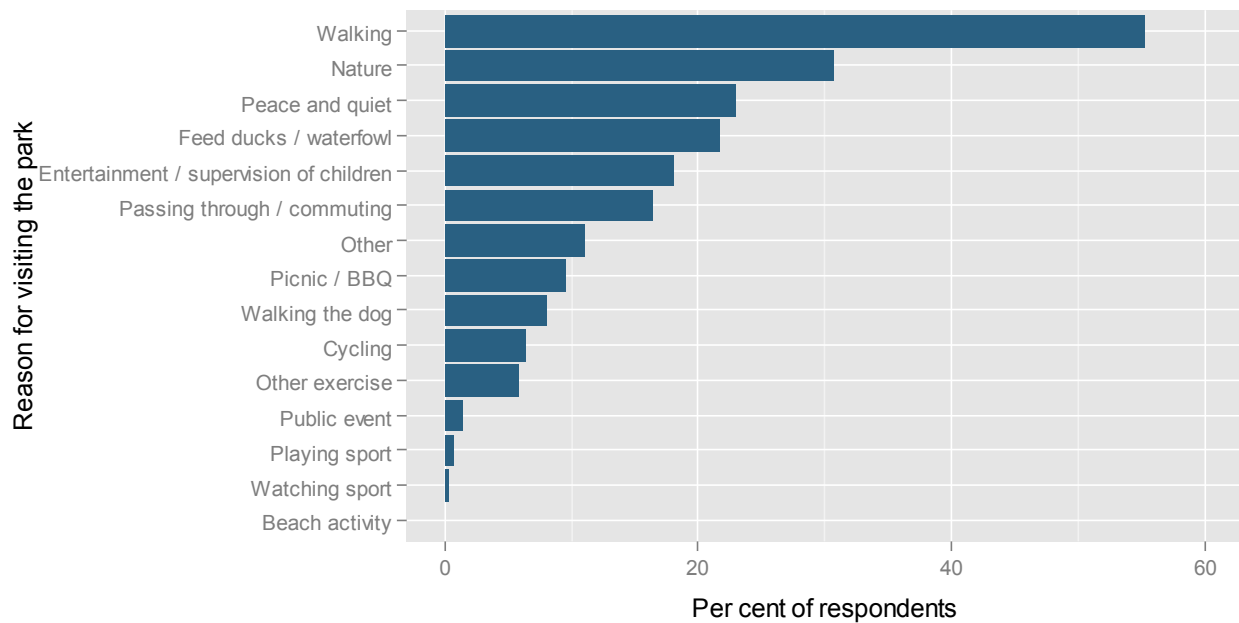


3.2 Reason for visit

Visitors reported a range of reasons for using the park (Figure 5). The majority were at the park for walking (55%), with a significant number also visiting for nature (31%), peace and quiet (23%), to

feed the ducks / waterfowl (22%), entertain children (18%), and passing through / commuting (16%).

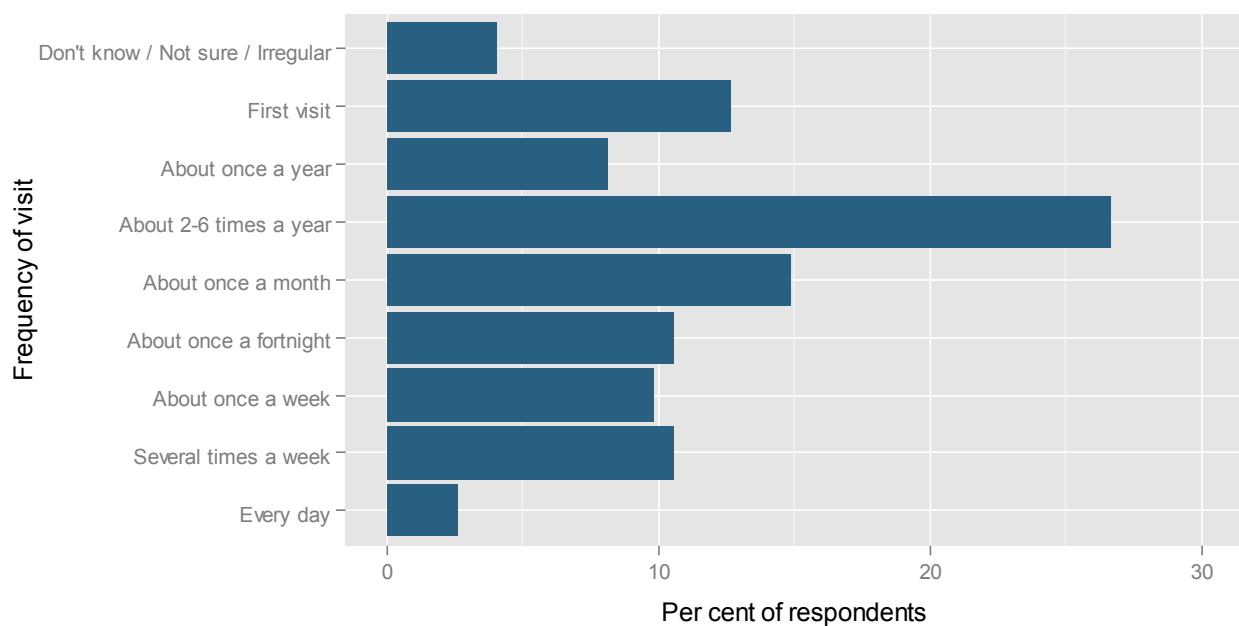
Figure 5. Reasons for visiting the park.



3.3 Frequency of park use

Survey respondents reported a range of visit frequencies (as seen in Figure 6). Approximately one-third (34%) of survey respondents reported using the park fortnightly or more frequently in the last 12 months. The remaining visitors used the park occasionally throughout the year.

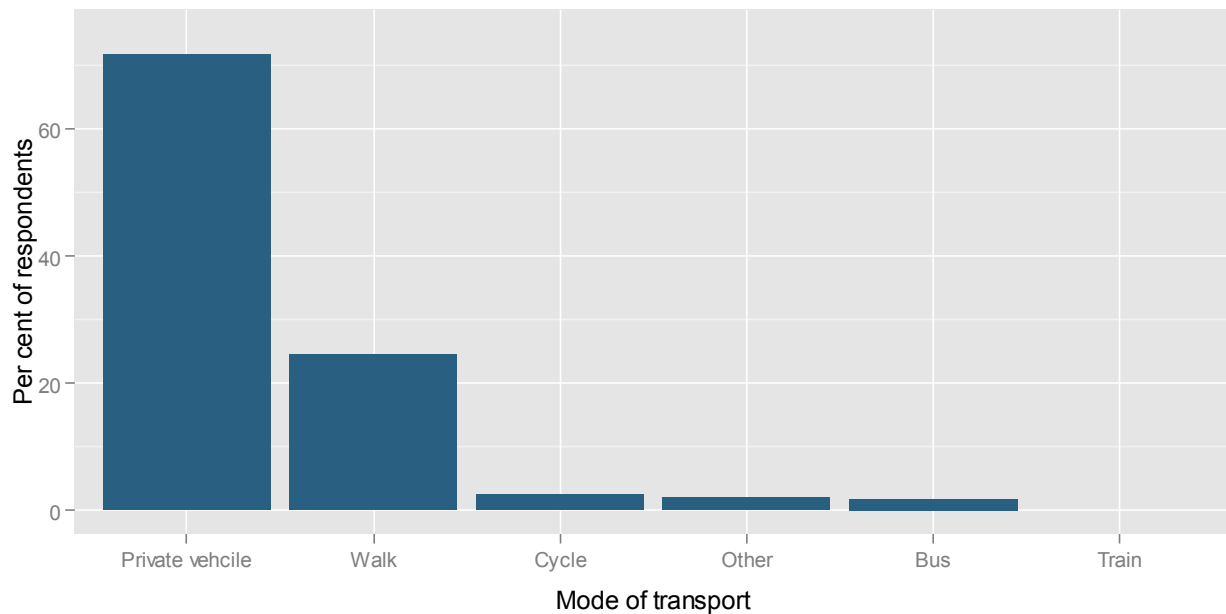
Figure 6. Frequency of park use.



3.4 Transport

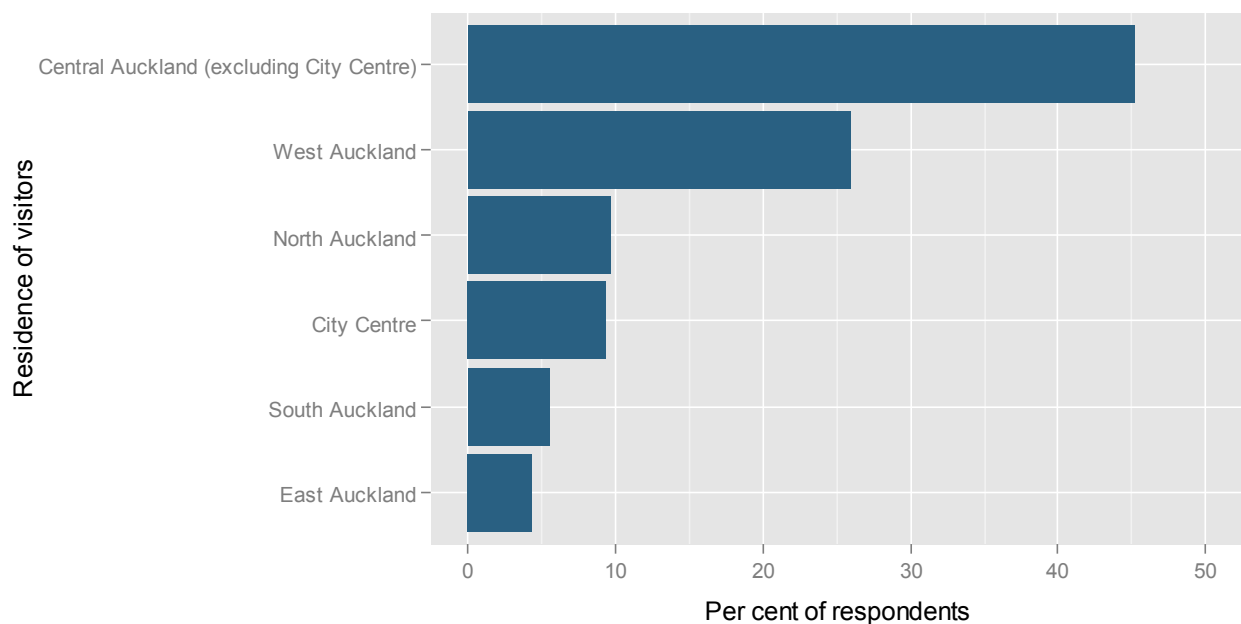
The majority (72%) of visitors got to the park on the day of their visit by private vehicle, with most of the remainder (24%) walking. Three per cent of visitors cycled and two per cent took the bus.

Figure 7. Mode of transport to the park.



The vast majority of visitors (95%) lived in Auckland, with a minority living either somewhere else in New Zealand (2%) or outside New Zealand (3%). Looking at those who lived in Auckland shows that the park attracts visitors from across the region. While almost half of visitors (45%) were from central Auckland (excluding the city centre), a number were also from west Auckland (26%), north Auckland (10%), the city centre (9%), south Auckland (6%) and east Auckland (4%).

Figure 8. Residence of visitors within Auckland.



4.0 How do visitors feel about the park?

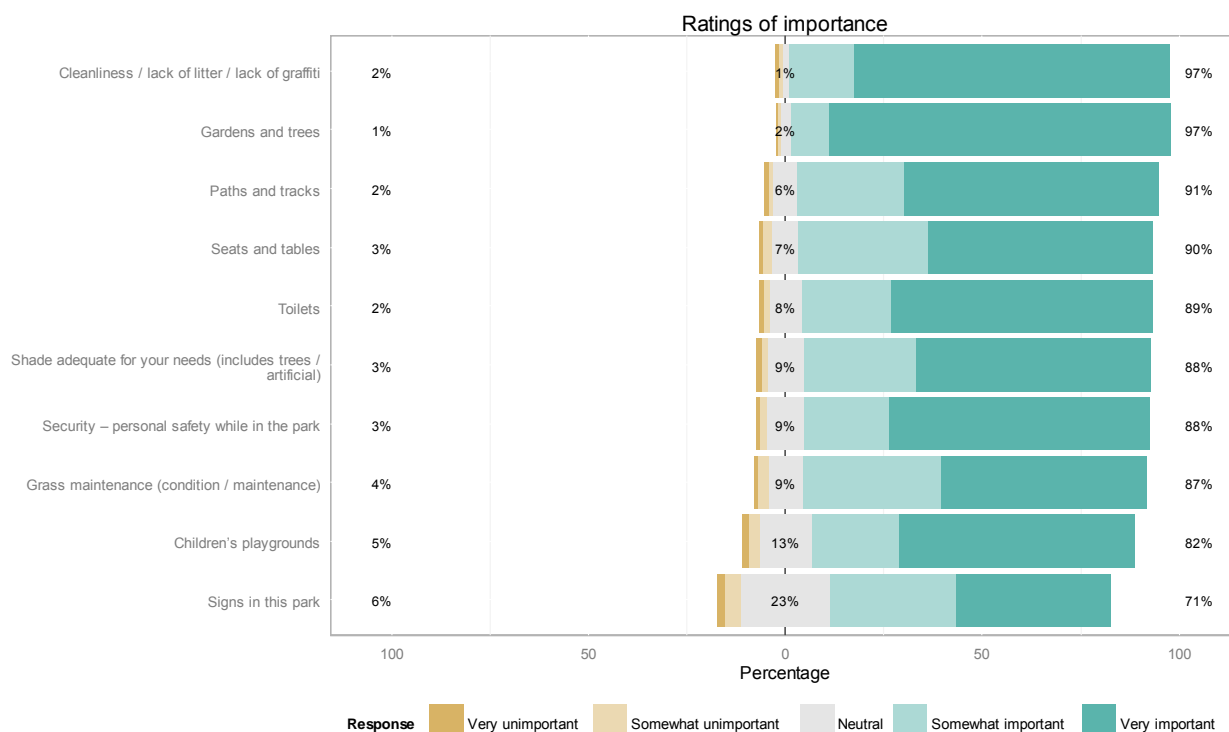
The following section covers how visitors feel about the park, including: the importance they place on different features of the park and how satisfied they are with those features, their overall satisfaction with the park, how important the park is for their well-being, what they rate as their 'favourite thing' about the park, and how they feel about the number of large events.

4.1 Importance of and satisfaction with park facilities

Visitors were presented with a list of facilities within the park and were asked to rate both how important they thought these facilities were and how satisfied they were with these facilities, both specifically with regard to Western Springs Park. Figure 9 and Figure 10 provide a summary of importance and satisfaction ratings, respectively, and Figure 11 shows where there is the greatest discrepancy between the two measures.

Visitors rated cleanliness, and gardens and trees as most important (with 97% of respondents rating both features as 'somewhat important' or 'very important'). Signs were seen as least important, with only 71 per cent of visitors rating them as important. All other facilities were rated highly.

Figure 9. Ratings of importance.



Visitors were most satisfied with gardens and trees, with 96 per cent stating they were somewhat satisfied or very satisfied. Two facilities produced the greatest degree of active dissatisfaction –

toilets, and cleanliness / littler / graffiti, with 11 and seven per cent of visitors being somewhat or very dissatisfied, respectively.

Figure 10. Ratings of satisfaction.

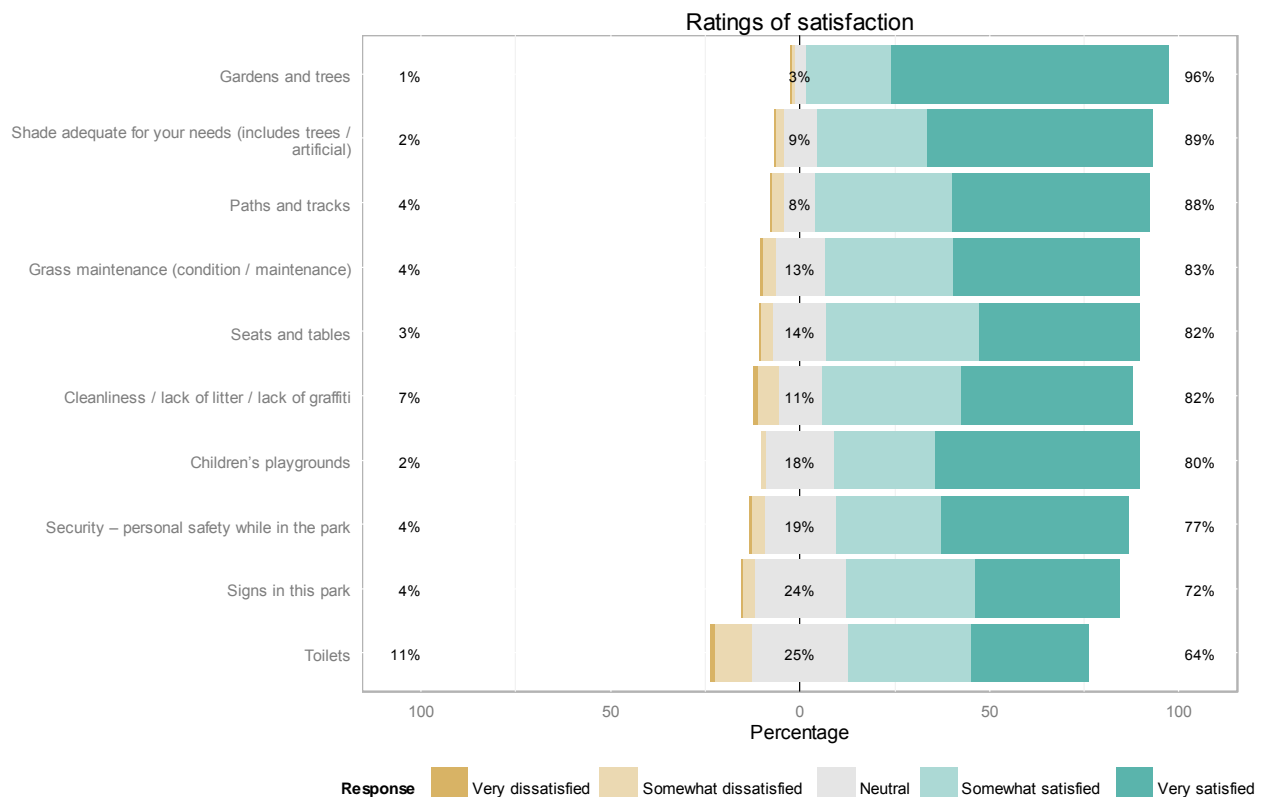
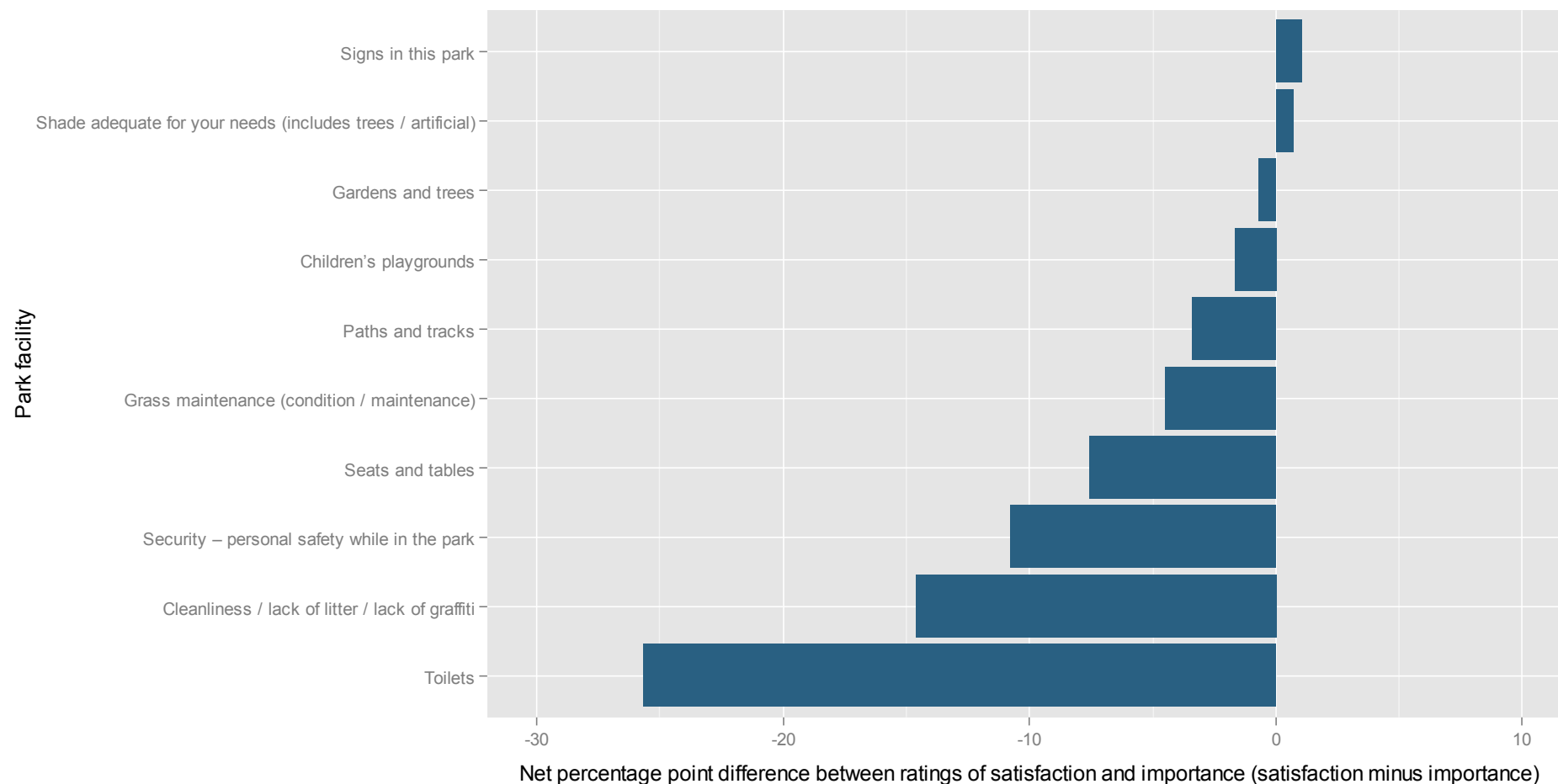


Figure 11 compares ratings of importance and satisfaction and therefore provides valuable insights into where the park is not meeting visitors' expectations. The greatest discrepancy between satisfaction and importance is seen for toilets, with a 25 point discrepancy between those who rated toilets as somewhat or very important and those who were somewhat or very satisfied with the toilet provision. A discrepancy was also found for cleanliness, safety, and seats and tables, with discrepancies of 15, 11 and 8 points, respectively.

These discrepancies reflect facilities within the park that are not meeting visitors' expectations, and are therefore areas where improvements might be considered.

Figure 11. Comparison of importance and satisfaction.

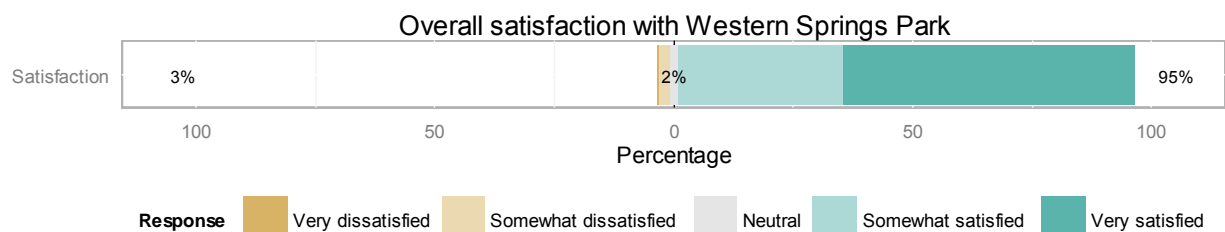


Note. Values are calculated by subtracting the percentage of visitors rating a given park facility as 'somewhat important' or 'very important' from the percentage stating they were 'somewhat satisfied' or 'very satisfied' with the same facility. Positive scores thus indicate that the park facility is meeting or exceeding visitors' expectations, whereas negative scores indicate that the park facility is not meeting visitors' expectations.

4.2 Overall satisfaction

Visitors overall were highly satisfied with the park, with 95 per cent stating they were somewhat or very satisfied with the park overall. Only three per cent of visitors were somewhat or very dissatisfied with the park overall.

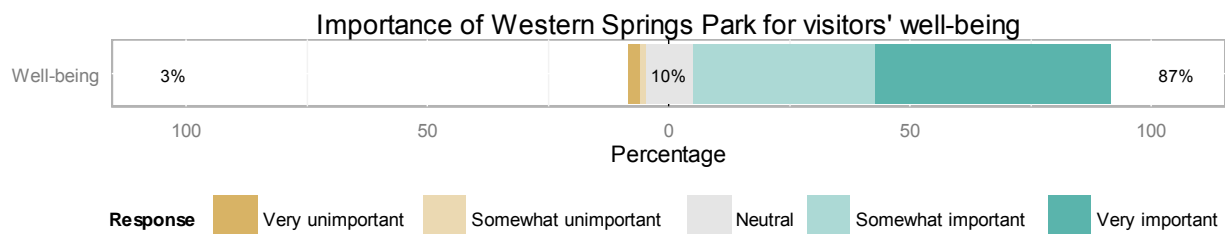
Figure 12. Overall satisfaction with the park.



4.3 Impact on well-being

Visitors were asked how important the park was to their sense of well-being. The majority (87%) rated it as somewhat or very important, with the remainder responding neutrally (10%) or stating that it was not important (3%).

Figure 13. Importance of the park for visitors' well-being.



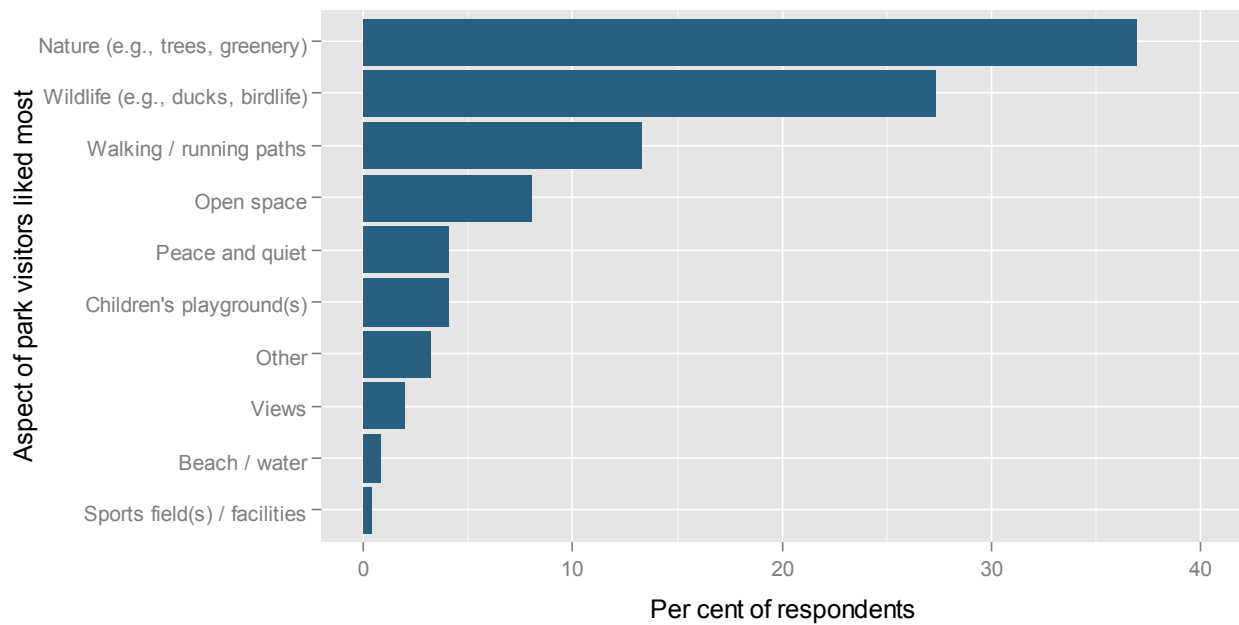
4.4 What do visitors like most about the park?

Visitors were asked to indicate what one aspect of the park they liked most.

Please note that despite the question wording asking for one response, a large number of respondents provided more than one response to this question. The answers provided by these individuals were excluded from this summary; only the 249 respondents who provided one answer were included. This question should therefore be interpreted with caution.

Of those who provided one response, the most liked aspects of the park were nature (e.g., trees and greenery), and wildlife (e.g., ducks and birdlife), with 37 and 27 per cent of respondents selecting these options, respectively. A significant number of visitors also selected walking / running paths, and open space as their most-liked aspects of the park.

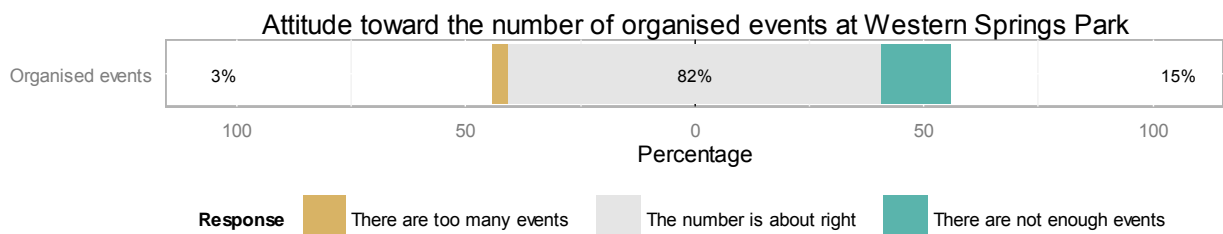
Figure 14. Most-liked aspects of the park.



4.5 How do visitors feel about the number of large organised events?

The majority of visitors (82%) were happy with the number of large, organised events that are held in Western Springs Park. A further 15 per cent of visitors would like more events, and a small minority (3%) feel there are too many events.

Figure 15. Feelings about the number of organised events.



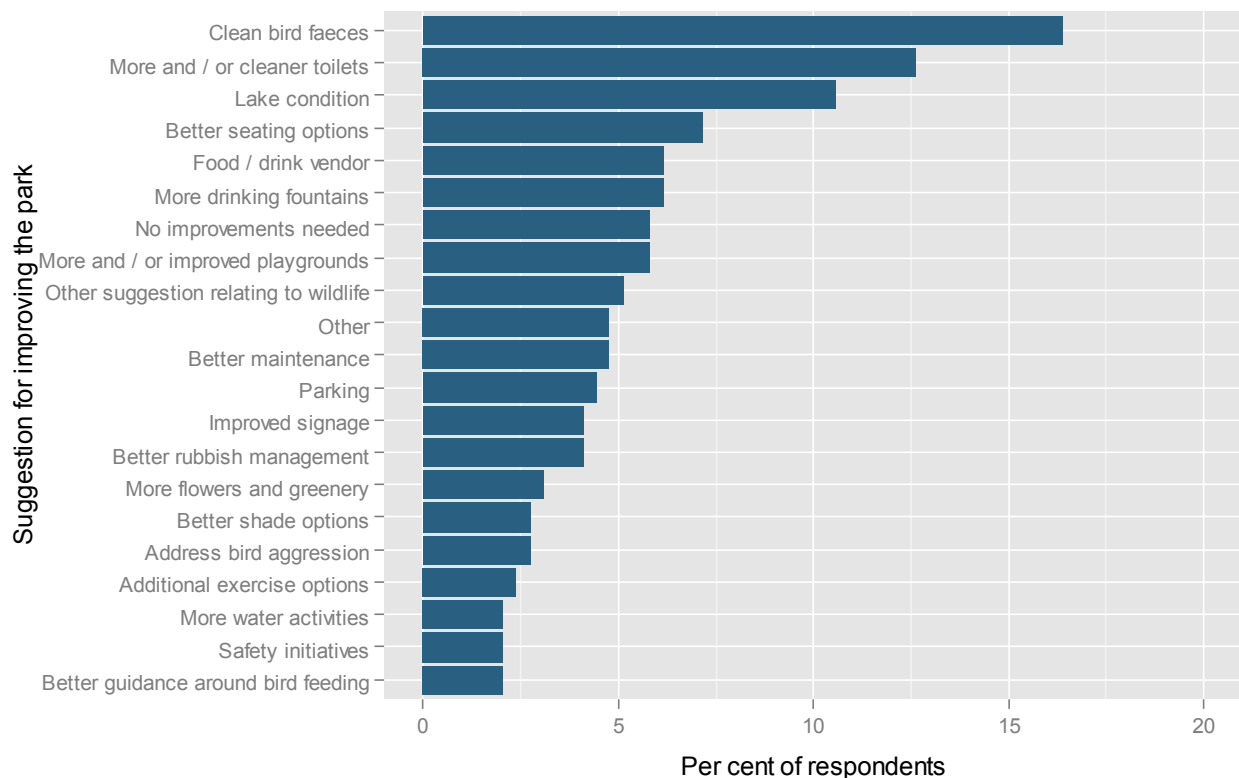
5.0 How can the park be improved?

This section reports on suggestions for improvement offered by visitors, as well as reactions to the possibility of adopting a rubbish-free approach within the park.

5.1 Suggestions for improvement

Visitors were asked if there was one change they could make to the park, what it would be. Their open-ended comments were then coded into themes. The coded responses can be seen in Figure 16.

Figure 16. Visitors' suggestions for improvement.



The most common suggestion related to cleaning bird faeces, with 16 per cent of respondents commenting on the need to address excess bird droppings:

Regular cleaning of paths (bird droppings)

It smells like poo! Could the paths be water blasted every so often? - hard to avoid the poo smell, would rather have the birds and poo than no birds!

Bird droppings should be cleaned off the paths more often

A reasonable number of visitors (13%) commented on the provision of toilet facilities. While some commented on the need to do a better job keeping the toilets clean, the majority suggested an increase in the number of public toilets, particularly on the southern, Great North side of the lake.

Another block of toilets on the Great North Road side of the lake

Another toilet block - at a distance from existing blocks

Extra toilets with baby change area

A total of 11 per cent of respondents noted possible improvements to the lake. Most of these respondents suggested a need to improve the water quality. A small number suggested increasing lake-related activities, such as providing paddleboats and / or kayaks in summer.

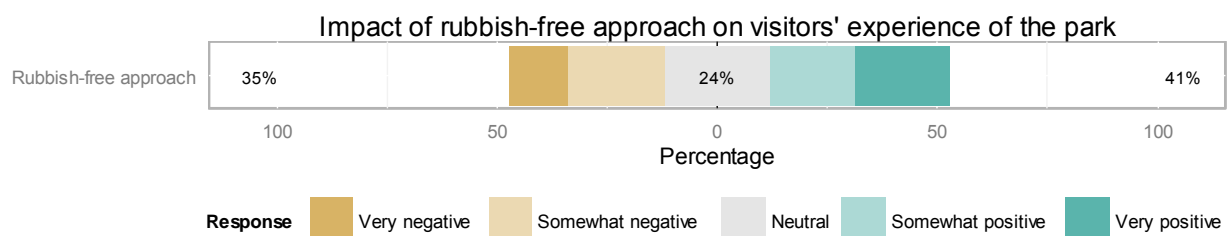
Additional suggestions included providing more seating options (7%), increasing the number of drinking fountains (6%), providing food / drink options (6%) and providing additional or improved playgrounds (6%). Wildlife was mentioned in a number of additional ways, with some visitors suggesting improved guidance on how and what to feed the waterfowl, decreasing the number of birds, and addressing bird aggression.

5.2 Reactions towards adopting a rubbish-free approach

Visitors were told that Auckland Council was investigating a rubbish-free park approach, involving the removal of rubbish bins and encouraging visitors to take their rubbish home with them. Respondents were asked to indicate what impact this approach would have on their experience of the park.

Responses to this question were roughly evenly balanced between negative (35%), neutral (24%) and positive (41%).

Figure 17. Impact of adopting a rubbish-free approach.



6.0 Recommendations for service improvement

Comparisons between importance and satisfaction ratings, as well as visitors' open-ended responses indicate a number of areas where the park may be improved. When planning for park improvements, LSP may wish to further investigate the following:

- Increased cleaning of bird droppings from paths and seats
- Adding toilet facilities to the southern, Great North Road area of the park
- Improving the provision of seats and tables
- Providing additional drinking fountains throughout the park
- Increasing the range of food and drink options within the park
- Improving the water quality of the lake (or perception of the water quality)
- Increasing personal safety measures within the park

In addition to the above suggestions, the survey shows that the use of public transport to access the park was extremely low (with 2% taking the bus and no one taking the train). Auckland Transport and Auckland Council might consider further investigating the reasons for the low level public transport use should they wish to further encourage public transport use amongst park visitors.

As noted in the previous section, visitors provided mixed reactions to the possibility of making the park rubbish-free. Given the large number of visitors stating that such a change would have a negative impact on their experience of the park, it is recommended that if LSP wishes to implement this proposal that they do so in a way that adequately addresses visitors' reasons for concern.

7.0 Additional analyses by visit frequency and gender

Further analyses have been conducted, comparing frequency and infrequency park visitors, as well as comparing male and female visitors. The output from these analyses can be seen in Appendix B and Appendix C, respectively. No commentary is provided in relation to these analyses.

Appendix A Western Springs visitor intercept survey

Western Springs Park Visitor Survey

Auckland Council is looking to better understand what users think of this park and how we can improve it. Thank you for helping us by filling out this **5 minute** survey.

Your responses will remain anonymous, and will be combined with the responses of other visitors. Your participation is entirely voluntary, and you are free to skip any questions you feel uncomfortable answering or to stop the survey at any point.

Thank you for your help!

The first few questions are about your visit today...

1. Why have you visited this park today? *(select all that apply)*
 - ☐ Passing through / commuting
 - ☐ Walking
 - ☐ Walking the dog
 - ☐ Peace and quiet
 - ☐ Nature
 - ☐ Entertainment / supervision of children
 - ☐ Picnic / BBQ
 - ☐ Playing sport
 - ☐ Other exercise
 - ☐ Watching sport
 - ☐ Public event
 - ☐ Cycling
 - ☐ Beach activity
 - ☐ Feed ducks / waterfowl
 - ☐ Other *(please specify: _____)*
2. How did you get to this park today? *(select all that apply)*
 - ☐ Private vehicle
 - ☐ Walk
 - ☐ Cycle
 - ☐ Bus
 - ☐ Train
 - ☐ Other *(please specify: _____)*
3. In the last year, how often have you visited this park?
 - ☐ Every day
 - ☐ Several times a week
 - ☐ About once a week
 - ☐ About once a fortnight
 - ☐ About once a month
 - ☐ About 2-6 times a year
 - ☐ About once a year
 - ☐ First visit
 - ☐ Not sure / don't know / irregular

The next few questions are about what you think of the park...

4. How IMPORTANT to you are the following facilities in this park?

Facility	Very unimportant	Somewhat unimportant	Neutral	Somewhat important	Very important	Not applicable
Gardens and trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seats and tables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signs in this park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness / lack of litter / lack of graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grass maintenance (condition / maintenance)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paths and tracks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shade adequate for your needs (includes trees / artificial)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security – personal safety while in the park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. How SATISFIED are you with the condition and quality of the following facilities in this park?

Facility	Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied	Not applicable
Gardens and trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's playgrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seats and tables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signs in this park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness / lack of litter / lack of graffiti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grass maintenance (condition / maintenance)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paths and tracks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Shade adequate for your needs (includes trees / artificial)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security – personal safety while in the park	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. OVERALL, how satisfied are you with this park?

Very dissatisfied	Somewhat dissatisfied	Neutral	Somewhat satisfied	Very satisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. How important is this park to your sense of well-being?

Very unimportant	Somewhat unimportant	Neutral	Somewhat important	Very important
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. What do you like MOST about this park? (*select only one option*)

- ☐ Nature (e.g., trees, greenery)
- ☐ Open space
- ☐ Wildlife (e.g., ducks, birdlife)
- ☐ Walking / running paths
- ☐ Sports field(s) / facilities
- ☐ Children's playground(s)
- ☐ Beach / water
- ☐ Views
- ☐ Peace and quiet
- ☐ Other (*please specify:* _____)

9. If there was ONE change you could make to this park, what would it be?

10. Auckland Council is re-evaluating how it collects rubbish in some of its parks. We are investigating a rubbish-free park approach which means we'd remove rubbish bins and ask people to take rubbish home and recycle it. This already happens in all regional parks. What impact would this rubbish-free approach have on your experience of the park?

Very negative	Somewhat negative	Neutral	Somewhat positive	Very positive
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Western Springs Park hosts a number of large organised events. How do you feel about the frequency of these events?

There are too many events	The number is about right	There are not enough events
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

And finally, a few questions about you...

12. What age group do you fit into?

- ☐ Less than 15 years
- ☐ 15 to 24 years
- ☐ 25 to 34 years
- ☐ 35 to 44 years
- ☐ 45 to 54 years
- ☐ 55 to 64 years
- ☐ 65 years or over

13. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other

14. What ethnic group(s) do you identify with? *(select all that apply)*

- ☐ NZ European / Pākehā
- ☐ Māori
- ☐ Samoan
- ☐ Cook Islands Māori
- ☐ Tongan
- ☐ Niuean
- ☐ Chinese
- ☐ Indian
- ☐ Korean
- ☐ Other *(If 'Other', please specify: _____)*

15. Where do you live?

- ☐ In Auckland
- ☐ Somewhere else in New Zealand *(please specify: _____)*
- ☐ Outside New Zealand *(please specify: _____)*

16. If you live in Auckland, in which part of Auckland do you live?

- ☐ City Centre
- ☐ Central Auckland (excluding City Centre)
- ☐ West Auckland
- ☐ East Auckland
- ☐ South Auckland
- ☐ North Auckland
- ☐ Not applicable

Thank you for completing the survey. The results of this study will help Auckland Council to make this park a more enjoyable place for you to visit in the future.

Please hand the survey back to the researcher.

THE FOLLOWING SECTION IS FOR THE RESEARCHER TO COMPLETE

In what zone / area was this survey conducted?

- ☐ Auckland Zoo
- ☐ Stadium Road
- ☐ Great North Road

What date was this survey conducted? _____

What time was this survey conducted? _____

How windy was it when this survey was conducted?

Still day	Light breeze	Windy	Gusty
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How sunny was it when this survey was conducted?

Sunny	Light cloud	Cloudy / overcast	Raining
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Group code: _____

Appendix B Differences between frequent and infrequent visitors

The following sections present differences between frequent and infrequent park visitors. Frequent users is defined as using the park fortnightly or more frequently; infrequent use is defined as using the park monthly or less frequently.

No commentary is provided in relation to these graphs.

Who is visiting the park?

Visitor demographics

Figure 18. Visitor ethnicity and age, split by frequency of use.

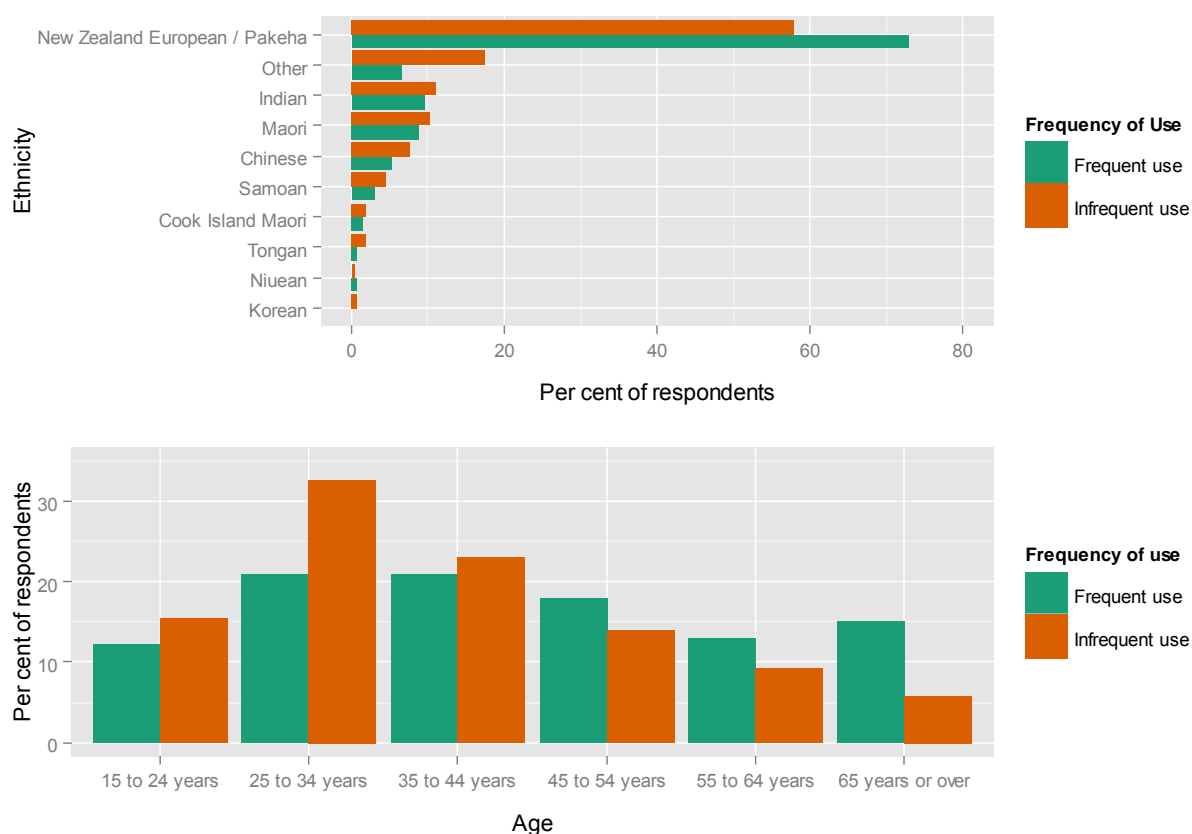
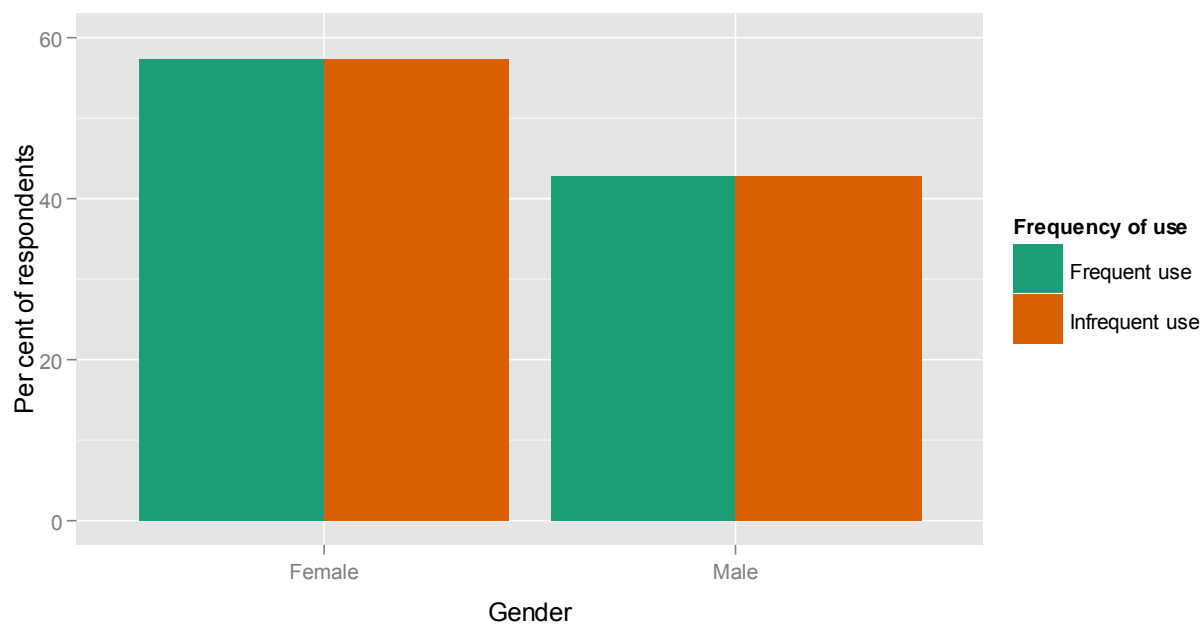
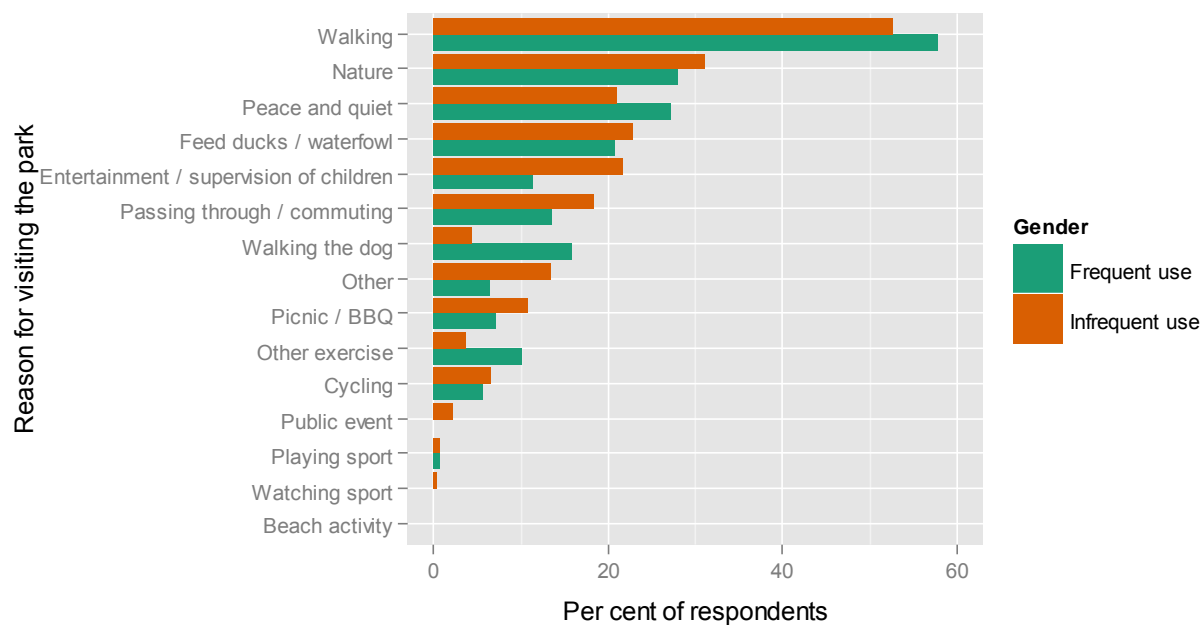


Figure 19. Visitor gender, split by frequency of use.



Reason for visit

Figure 20. Reasons for visiting the park, split by frequency of use.



Transport

Figure 21. Mode of transport to the park, split by frequency of use.

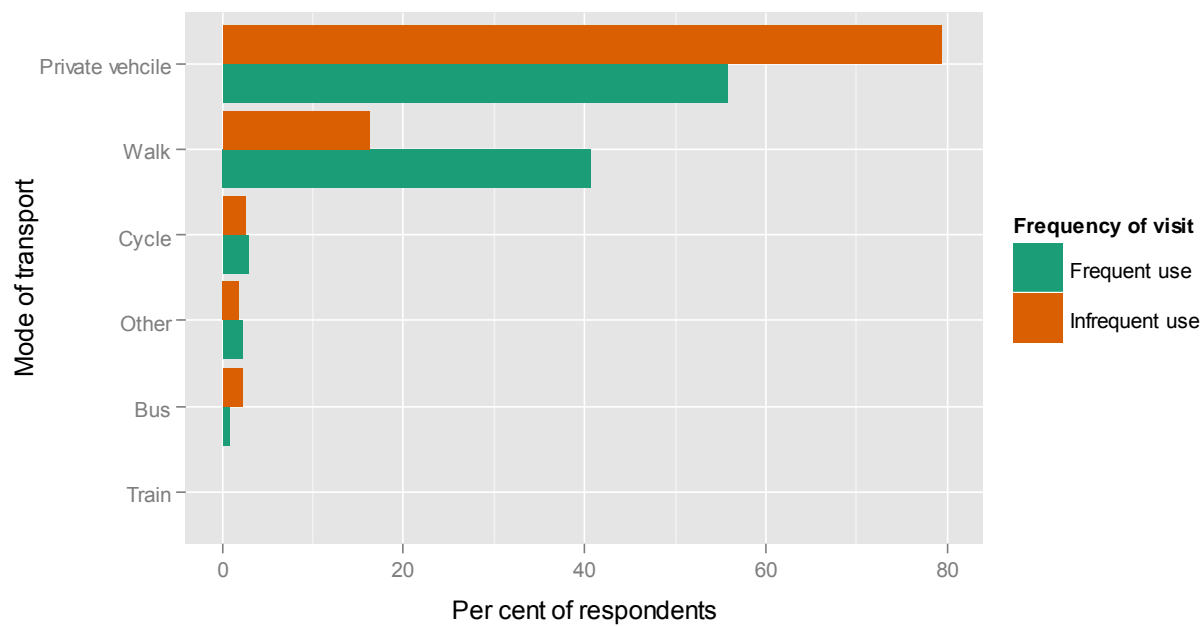
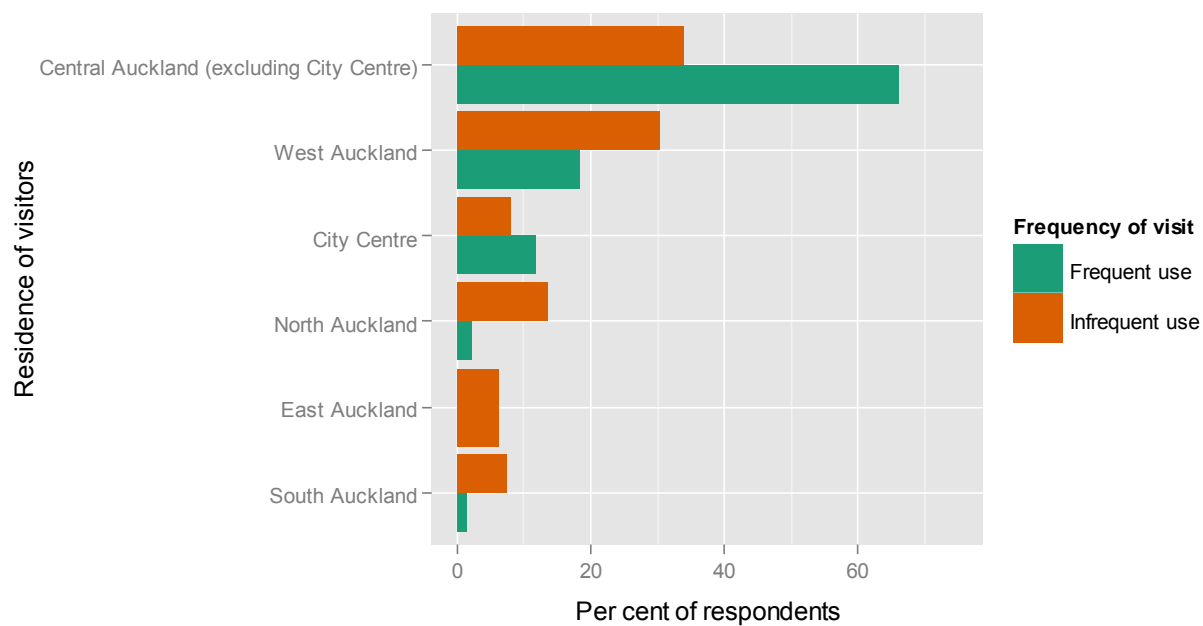


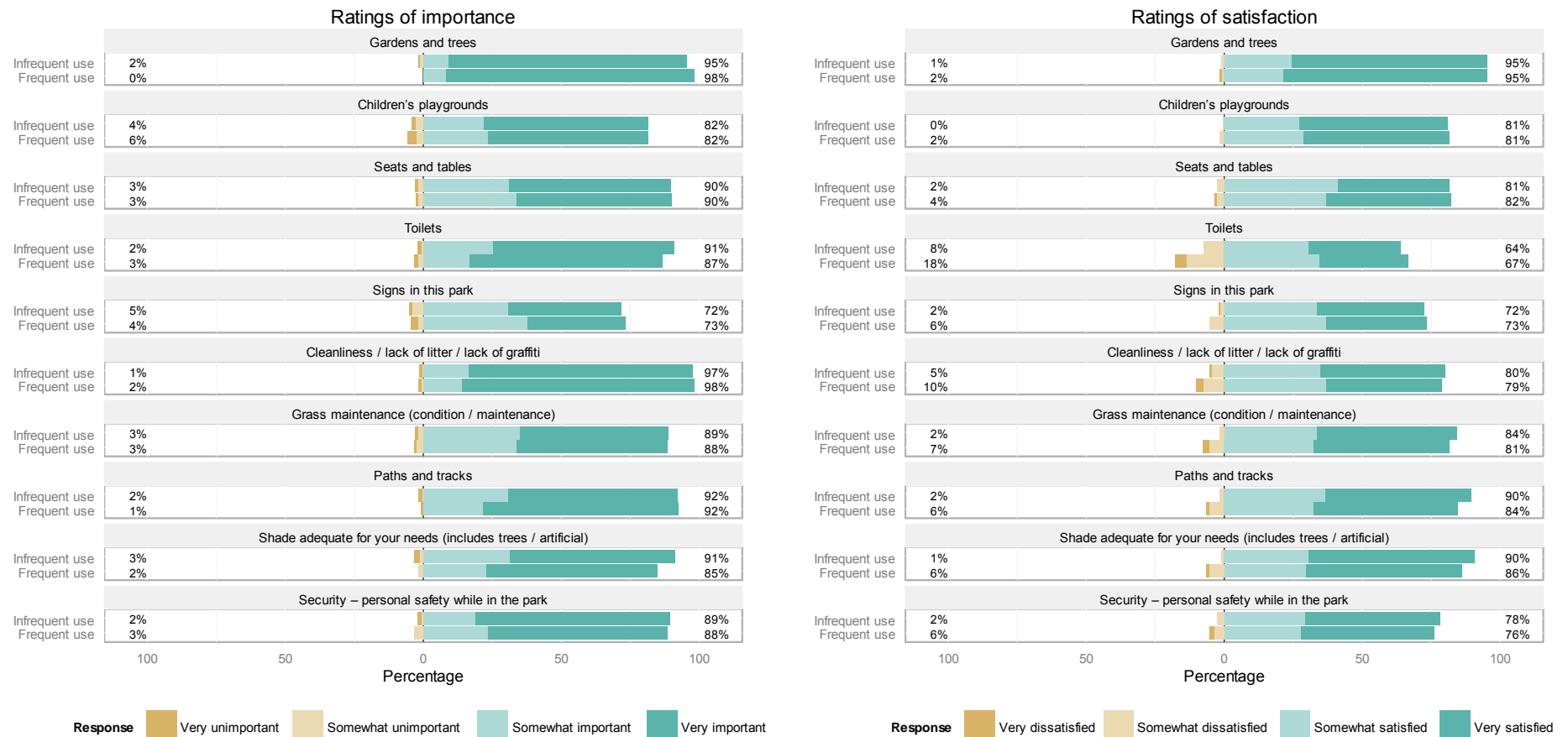
Figure 22. Residence of visitors within Auckland, split by frequency of use.



How do visitors feel about the park?

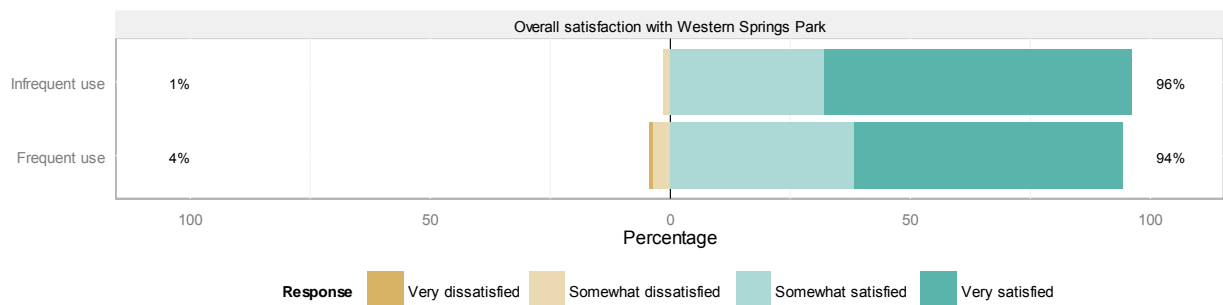
Importance of and satisfaction with park facilities

Figure 23. Comparison of importance and satisfaction, split by frequency of use.



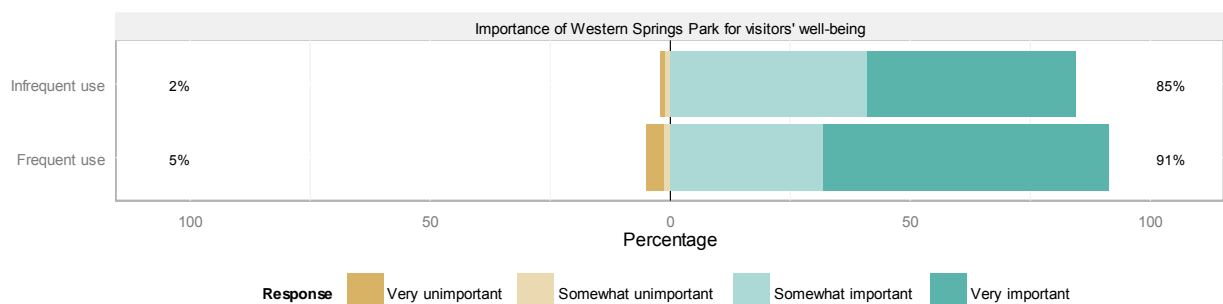
Overall satisfaction

Figure 24. Overall satisfaction with the park, split by frequency of use.



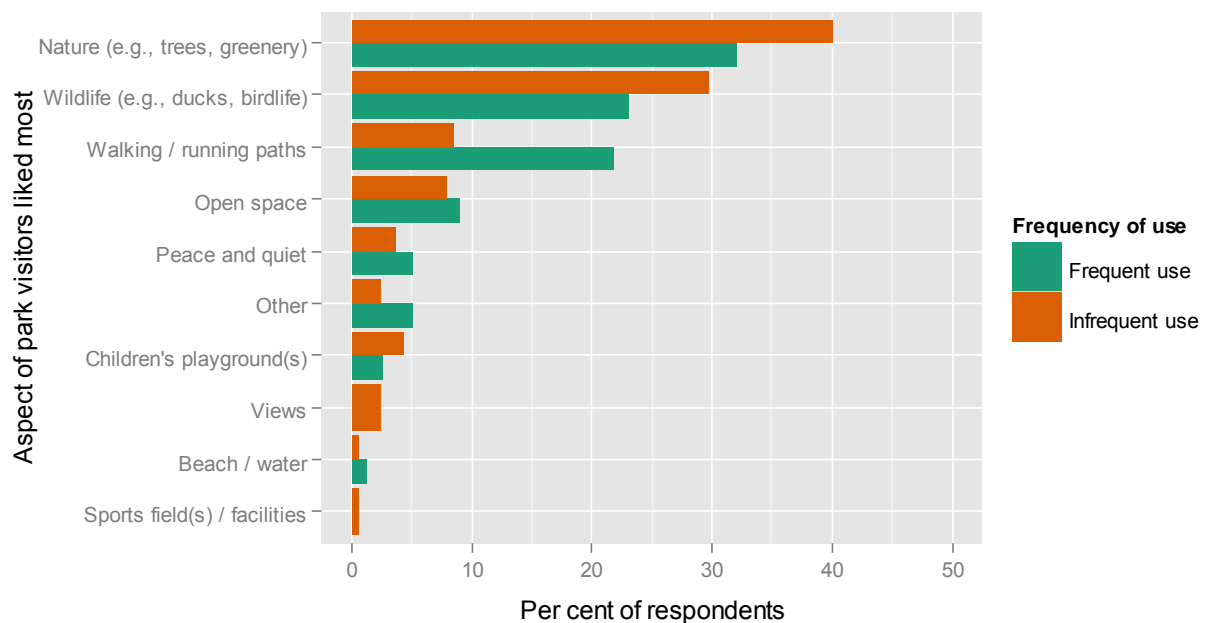
Impact on well-being

Figure 25. Importance of the park for visitors' well-being, split by frequency of use.



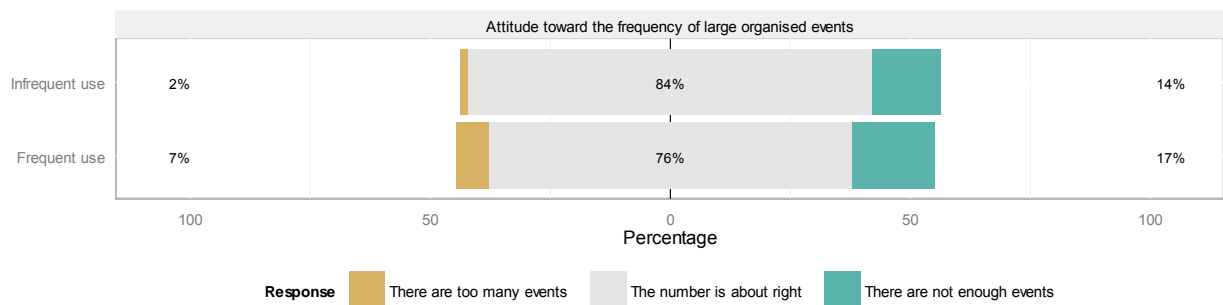
What do visitors like most about the park?

Figure 26. Most-liked aspects of the park, split by frequency of use.



How do visitors feel about the number of large organised events?

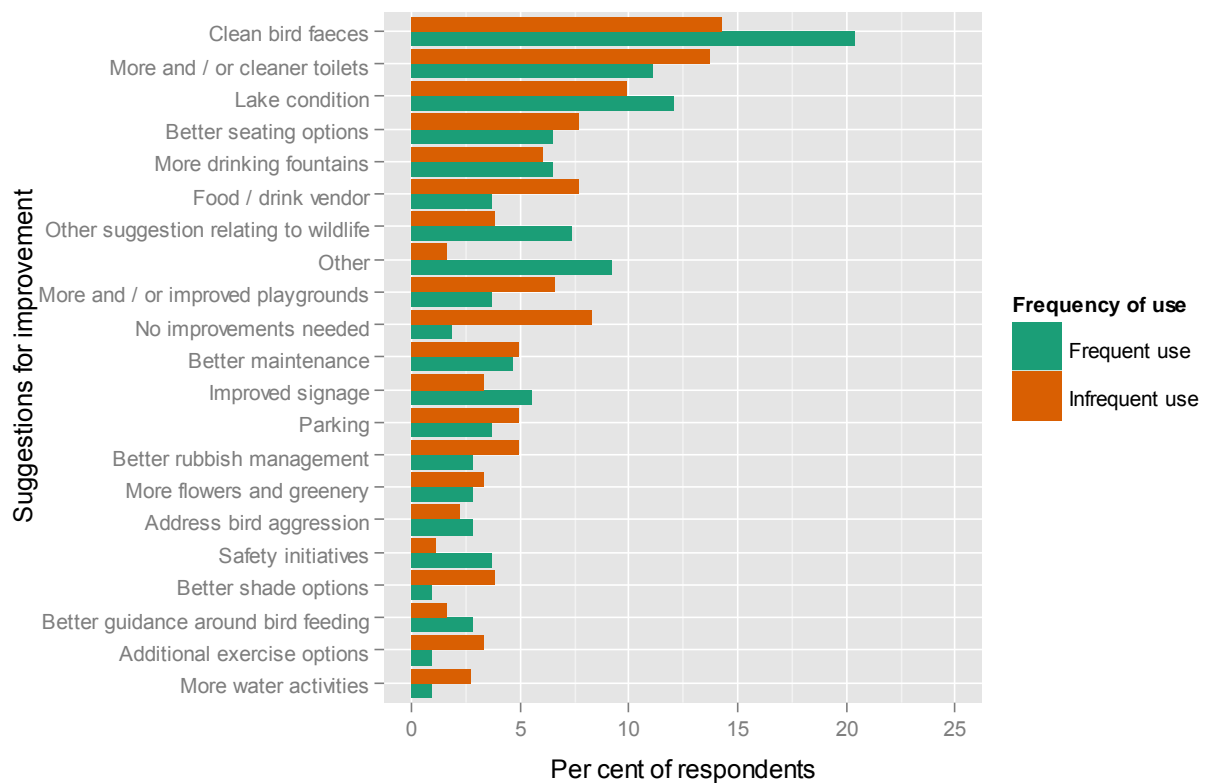
Figure 27. Feelings about the number of organised events, split by frequency of use.



How can the park be improved?

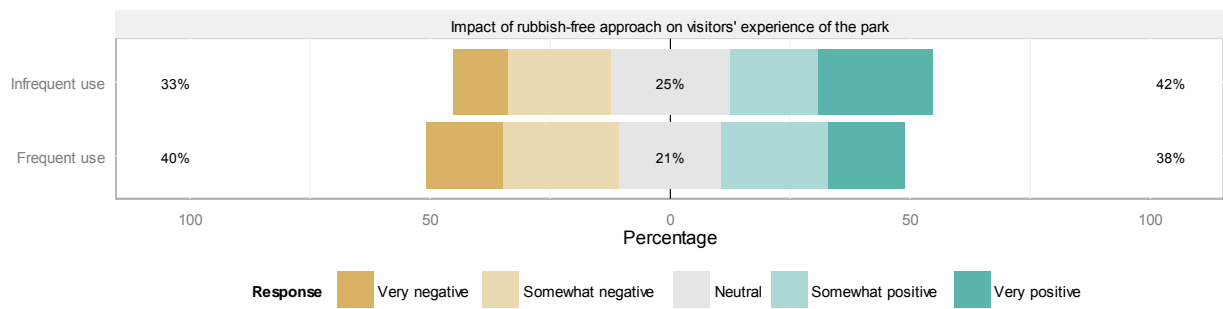
Suggestions for improvement

Figure 28. Visitors' suggestions for improvement, split by frequency of use.



Reactions towards adopting a rubbish-free approach

Figure 29. Impact of adopting a rubbish-free approach, split by frequency of use.



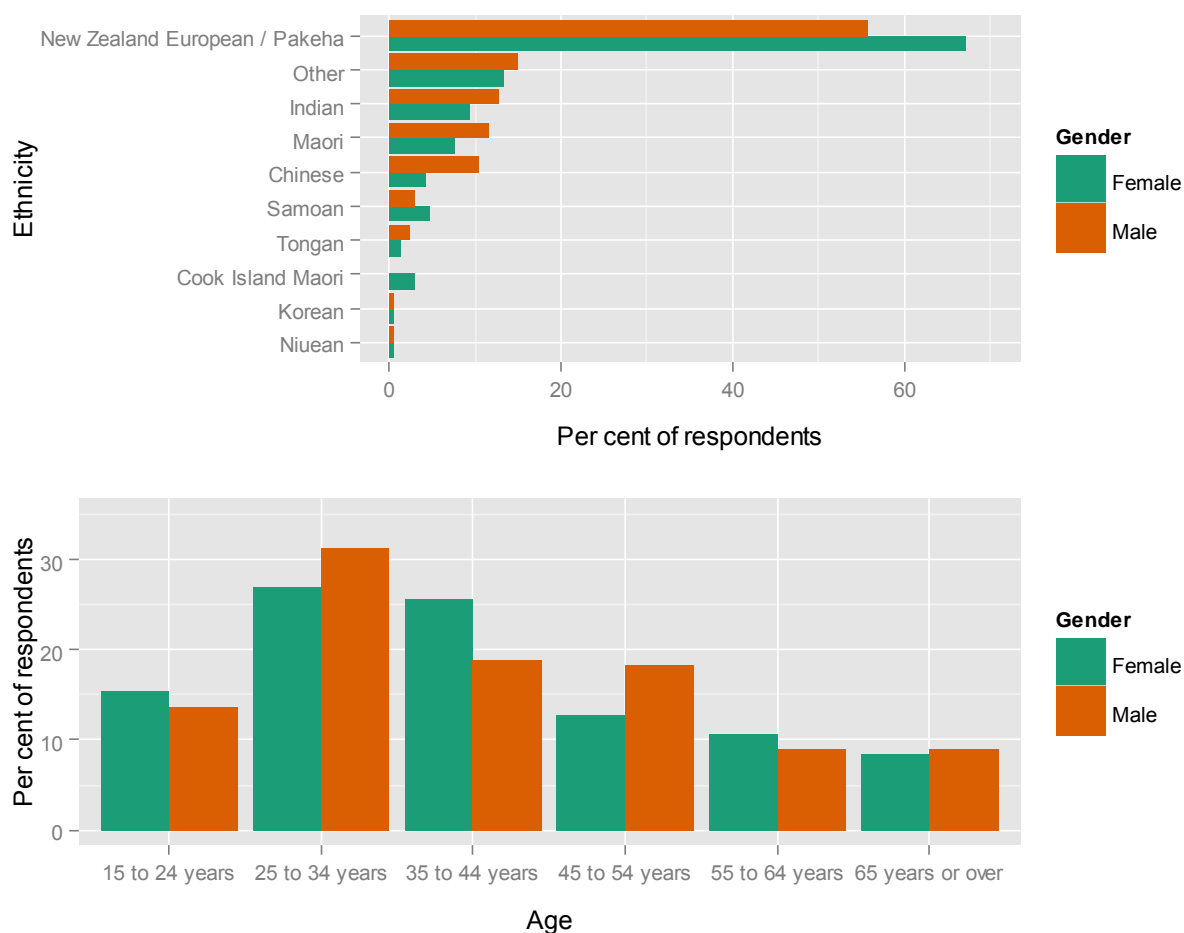
Appendix C Differences between male and female visitors

The following sections present differences between male and female park visitors. No commentary is provided in relation to these graphs.

Who is visiting the park?

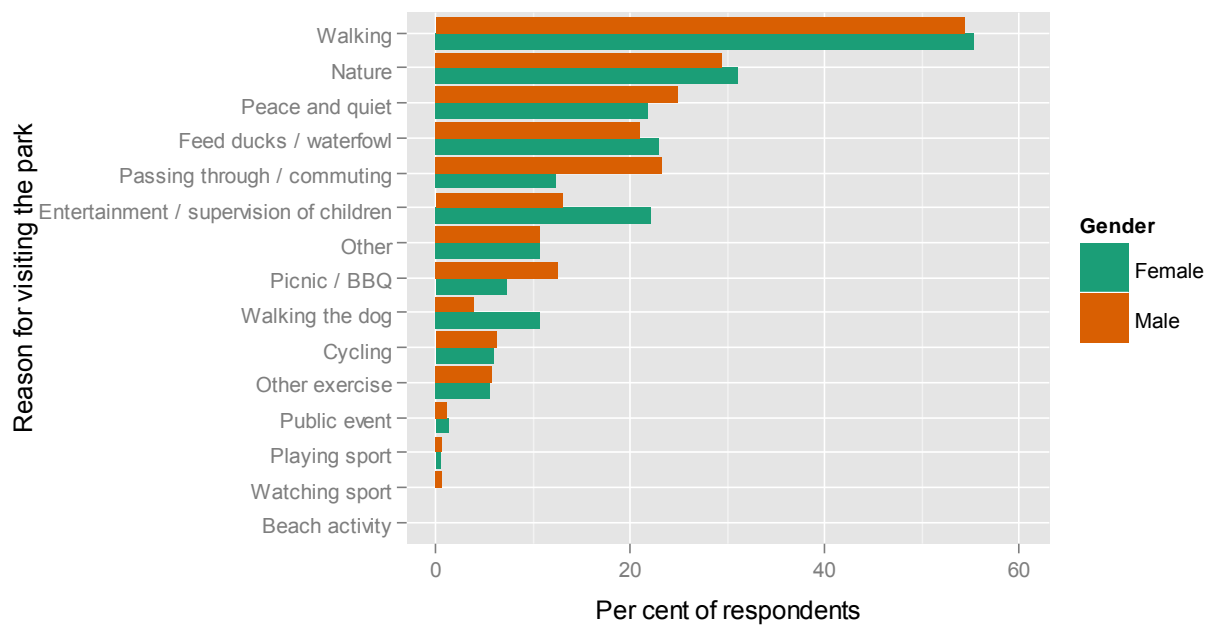
Visitor demographics

Figure 30. Visitor demographics, split by gender.



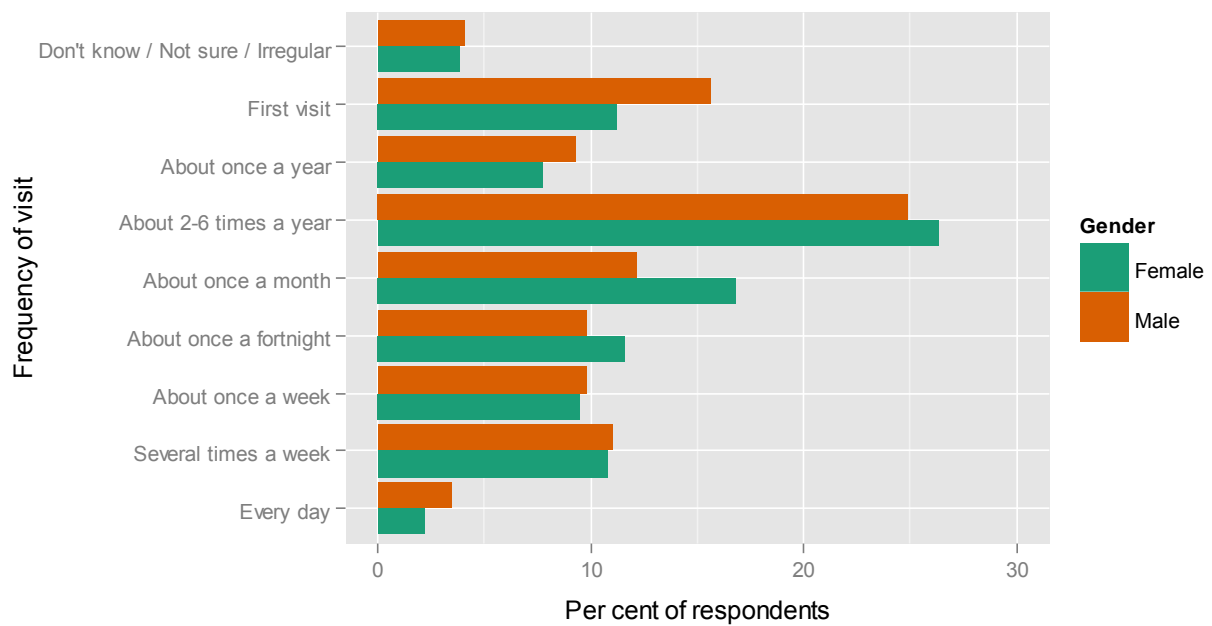
Reason for visit

Figure 31. Reasons for visiting the park, split by gender.



Frequency of park use

Figure 32. Frequency of park use, split by gender.



Transport

Figure 33. Mode of transport to the park, split by gender.

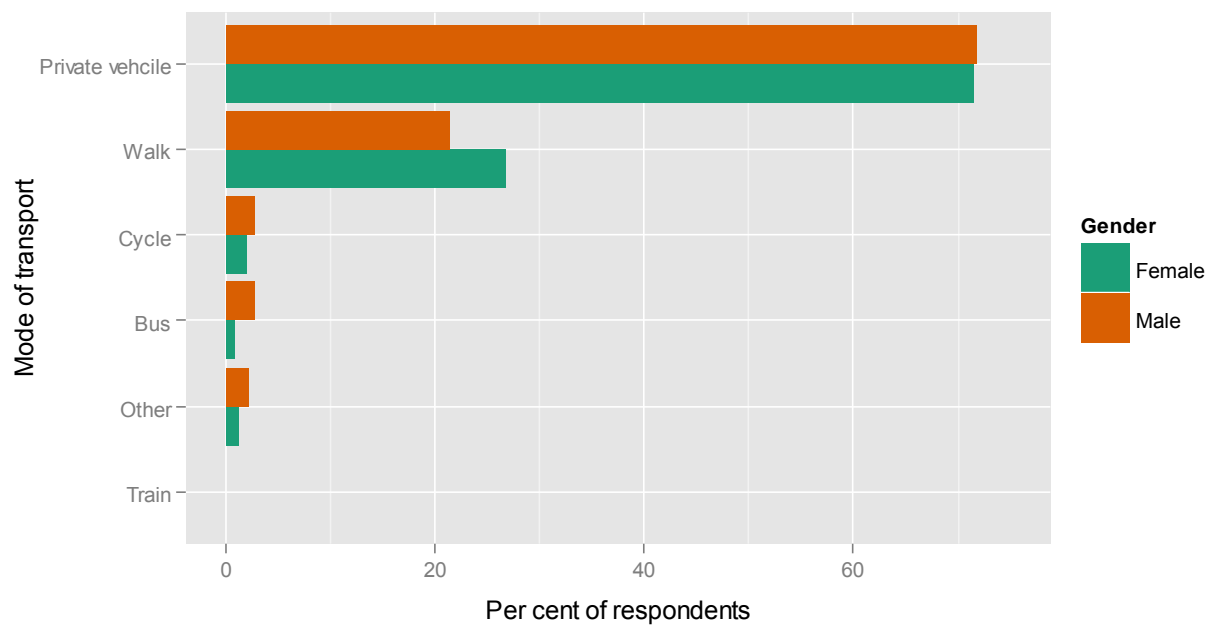
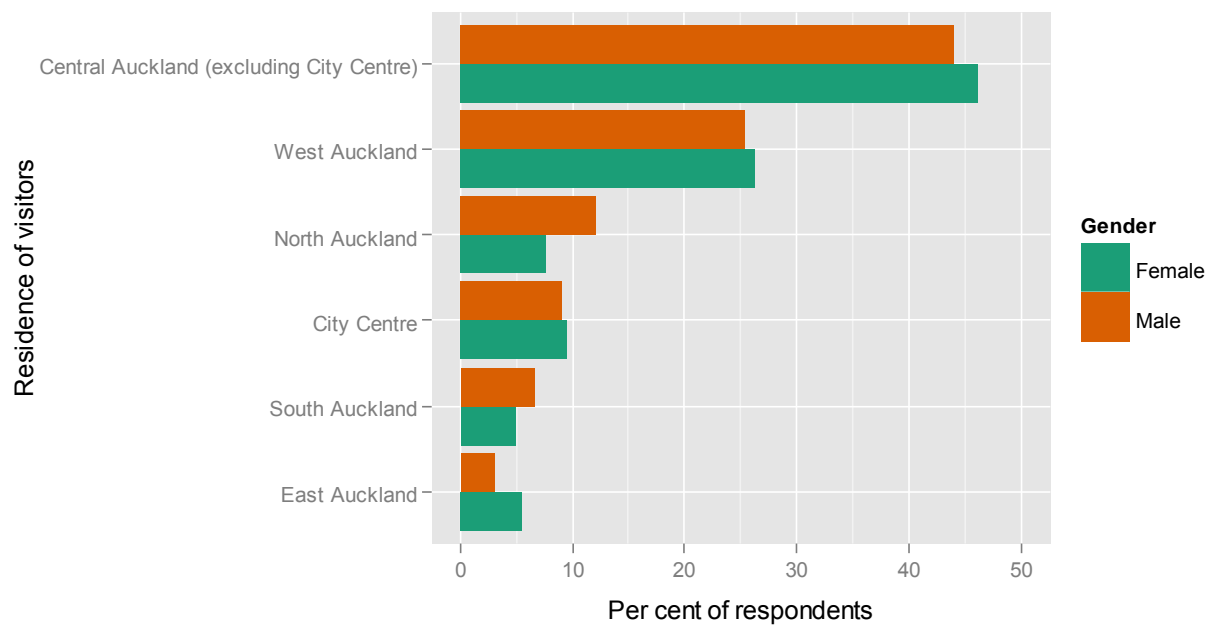


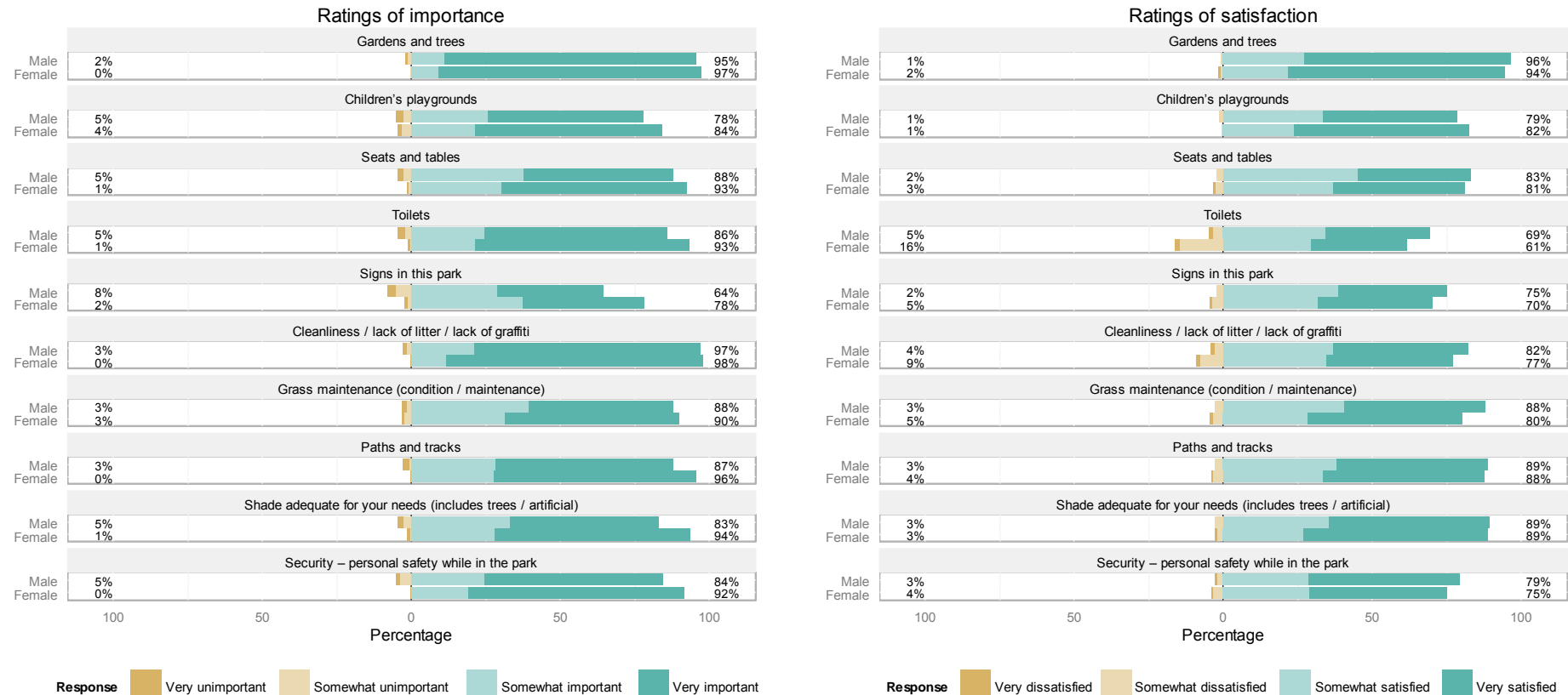
Figure 34. Residence of visitors within Auckland, split by gender.



How do visitors feel about the park?

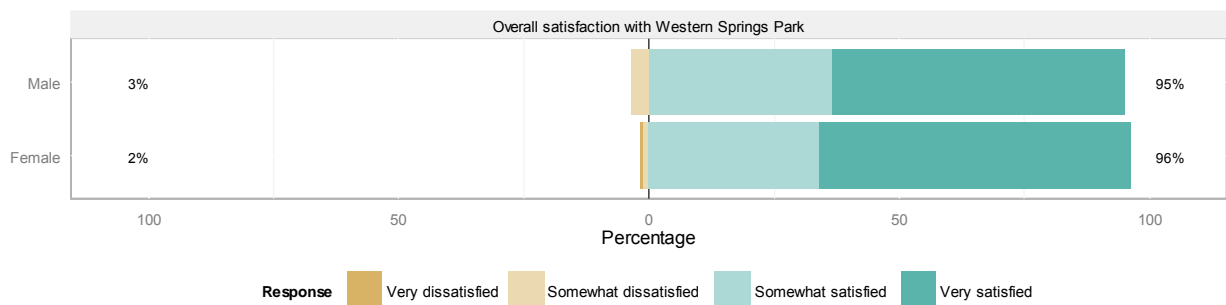
Importance of and satisfaction with park facilities

Figure 35. Comparison of importance and satisfaction.



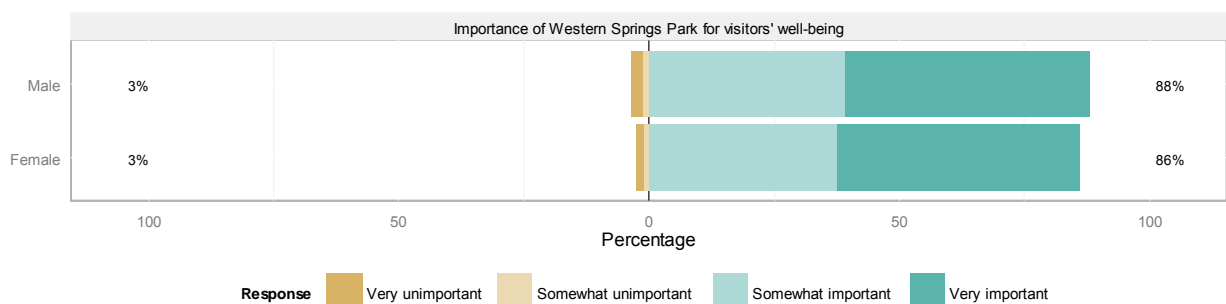
Overall satisfaction

Figure 36. Overall satisfaction with the park, split by gender.



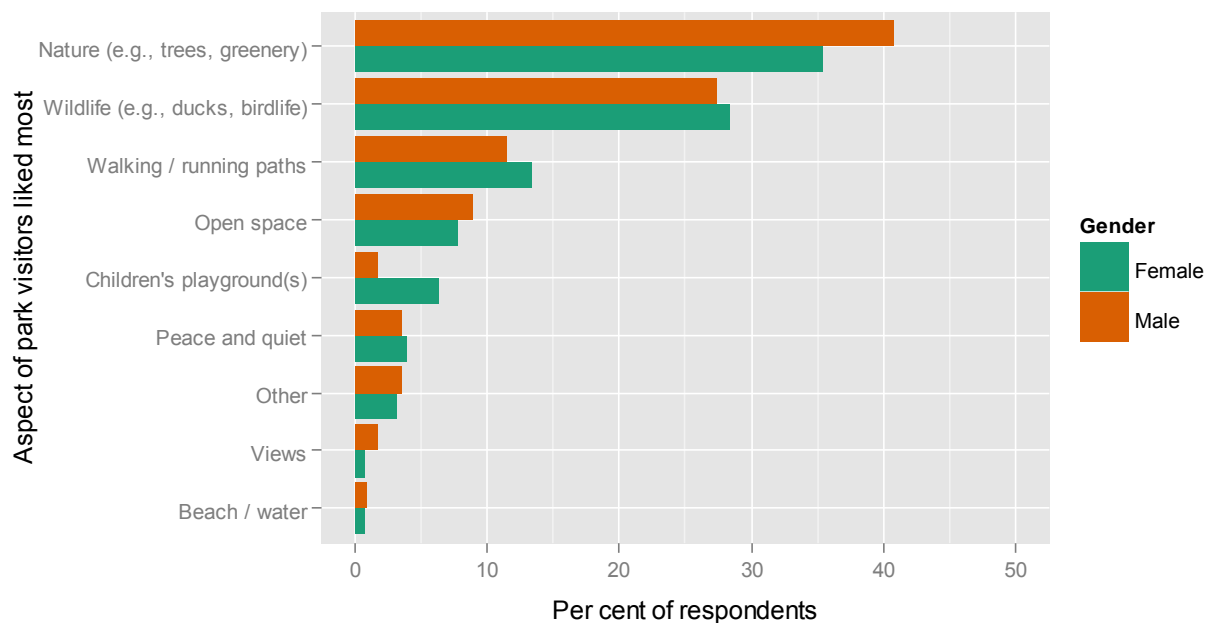
Impact on well-being

Figure 37. Importance of the park for visitors' well-being, split by gender.



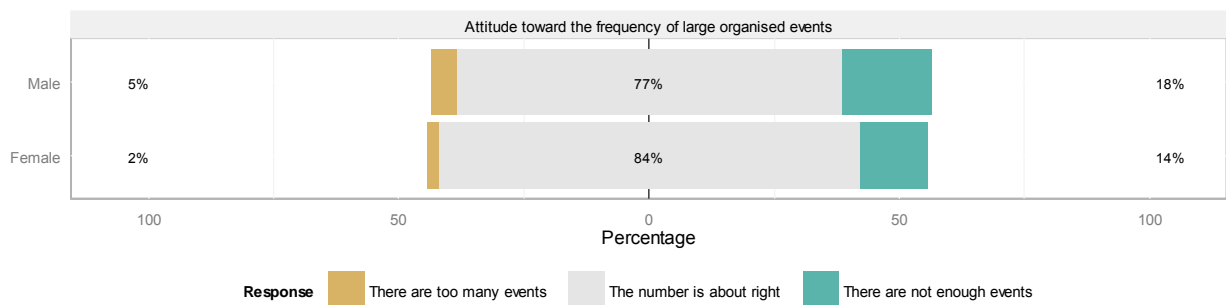
What do visitors like most about the park?

Figure 38. Most-liked aspects of the park, split by gender.



How do visitors feel about the number of large organised events?

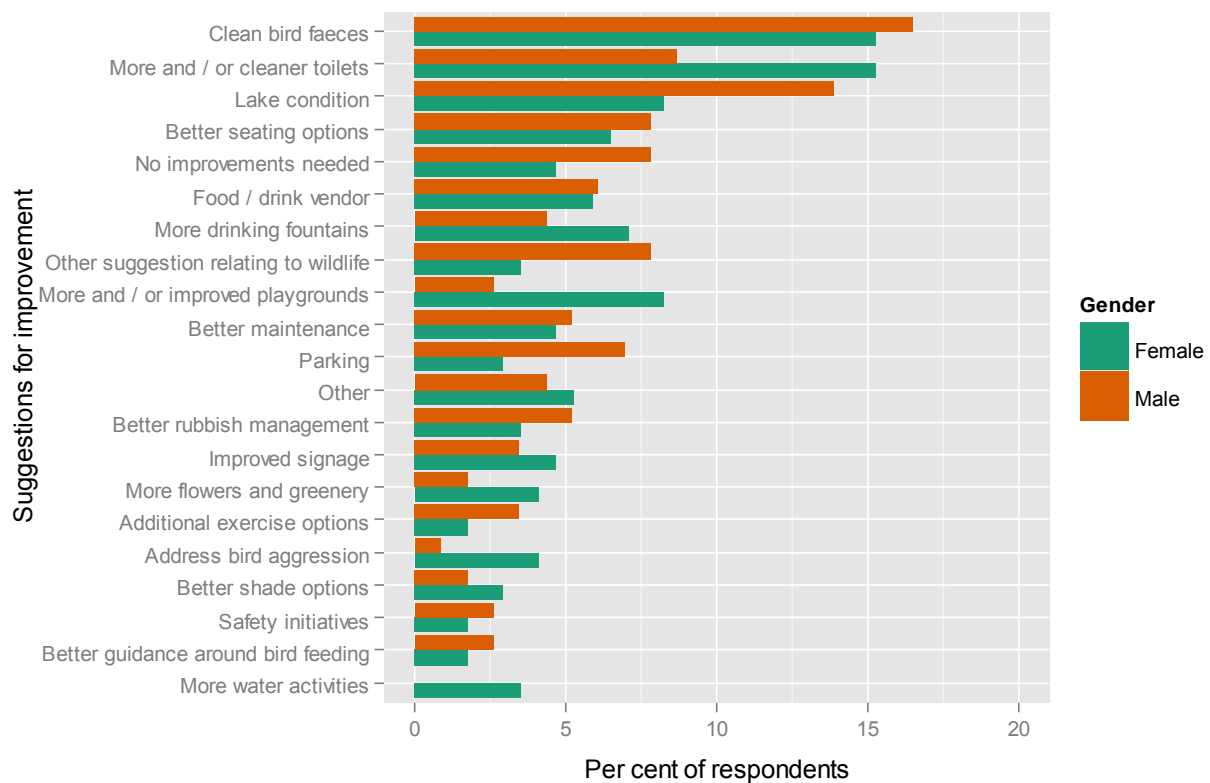
Figure 39. Feelings about the number of organised events, split by gender.



How can the park be improved?

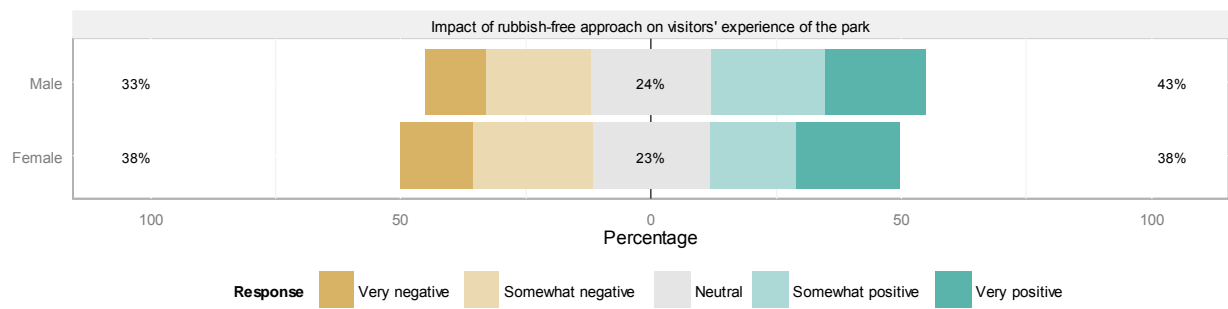
Suggestions for improvement

Figure 40. Visitors' suggestions for improvement, split by gender.



Reactions towards adopting a rubbish-free approach

Figure 41. Impact of adopting a rubbish-free approach, split by gender.



► Find out more: phone 09 301 0101
email rimu@aucklandcouncil.govt.nz or
visit www.aucklandcouncil.govt.nz