

Panmure Basin Visitor Survey 2015

June 2015

Technical Report 2015/017



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Te Kaunihera o Tāmaki Makaurau



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Panmure Basin Visitor Survey 2015

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Executive summary

An intercept survey of Panmure Basin park visitors was conducted in April-May 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 Panmure Basin is a popular park that is used by a range of visitors from surrounding areas (east, central and south Auckland). The majority of visitors drive to get to the park, however a significant minority also reported getting to the park on foot.

The park serves as a peaceful, quiet and green space for visitors to walk, run and exercise, as well as a space for some visitors to exercise their dogs. More than half of all visitors used the park at least once a week over the last 12 months, indicating that for many visitors Panmure Basin plays an important role in their day-to-day lives.

The level of overall 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 (89%) also rate the park as being important to their sense of well-being.

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/or 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.

Half of all visitors estimated that they would use a café or food vendor (if one were to open in the park) at least fortnightly, indicating that such a service may be relatively well received by current visitors. Further investigation would be required to determine whether such a service would be profitable, however.

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

- Improving track and path lighting
- Addressing issues with uneven paths caused by tree roots
- Improving the cleaning of toilets to address issues related to smell, and further investigate the feasibility of upgrading current facilities.
- Encouraging more responsible litter and dog waste disposal by park visitors

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Many thanks to Sophie Dobson, Sinead Brimacombe and Ashley White who performed the surveying for this project, and Sophie Dobson who conducted the data entry.

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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.

This report presents the results of a survey of Panmure Basin park visitors. The purpose of the 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 often visitors would make use of a café or food vendor, if one were available.

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

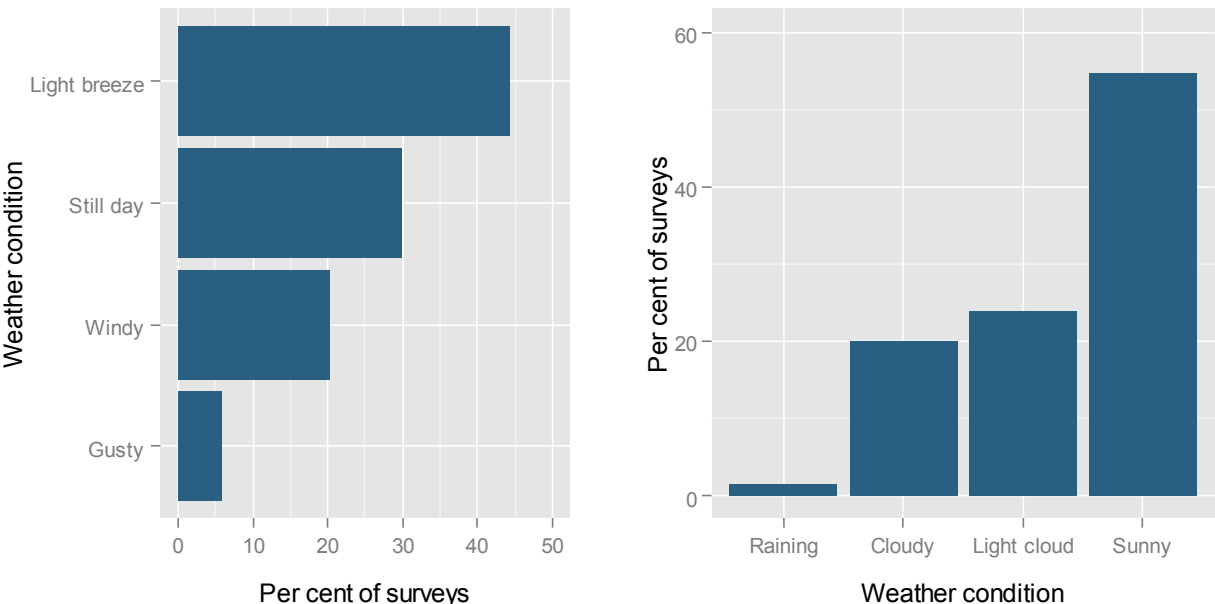
Additional summaries comparing frequent with infrequent park users, and male with female visitors are provided in Appendix B and Appendix C, respectively.

2.0 How surveying was conducted

An intercept survey of 350 Panmure Basin park visitors was conducted in autumn 2015, between 17 April and 6 May.

Surveying was conducted on Wednesday-Sunday over a three week period, providing a balance between weekend and weekday use¹. Surveying was completed by three female research assistants, who worked in pairs over five-hour shifts, either in the morning (8am-1pm) or afternoon (1pm-6pm). 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.

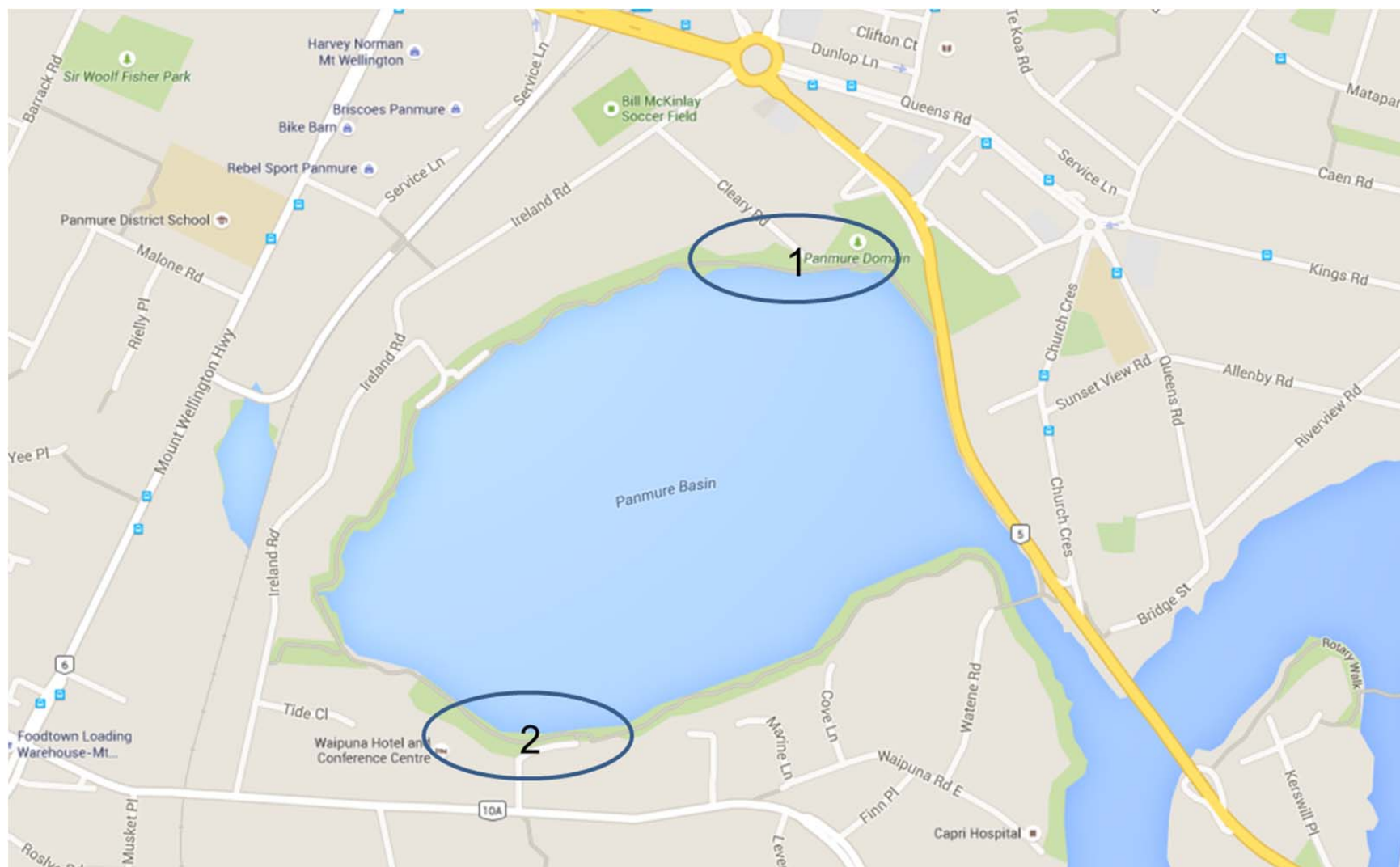


Surveying was scheduled so as to strike a balance between mornings, afternoons, week days and weekends. Where possible, all visitors entering or leaving the park at the survey locations were asked if they would be willing to complete the survey (see Figure 2 for survey locations). Anecdotal reports from the research assistants indicated that two groups may have been less likely to agree to complete the survey: those with limited English ability (primarily older Chinese visitors), and those who did not want to interrupt their exercise (primarily runners).

Figure 3 provides an overview of data collection by day and time. Note, that surveying started at 8am and finished at 6pm, and therefore did not capture early morning or late evening park usage.

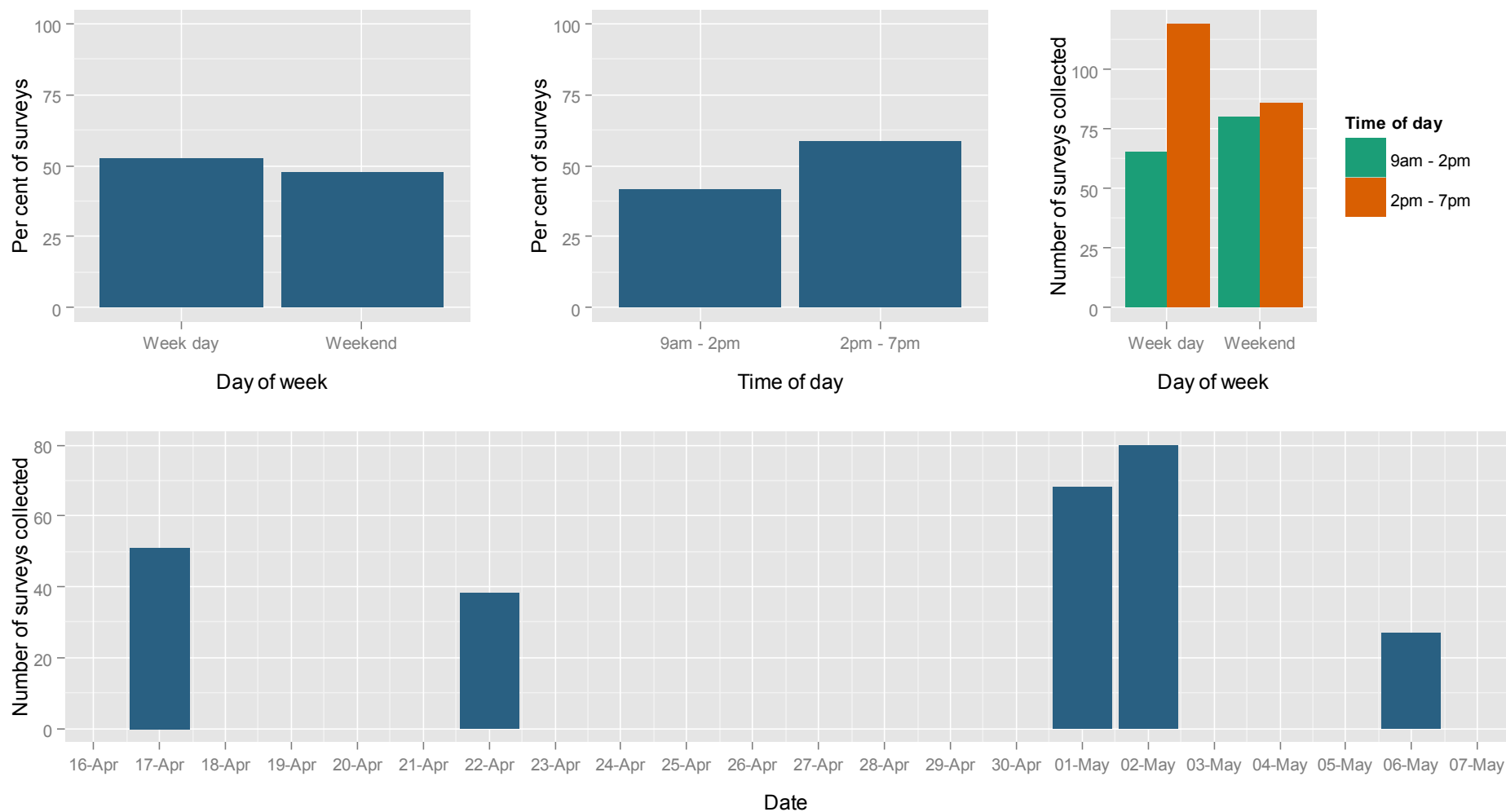
¹ Note, because surveying was not conducted on Monday or Tuesday, the survey results will not have captured any unique park use that occurred on these days.

Figure 2. Data collection locations.



Note. Surveying was conducted at two locations in the park: at sites 1 and 2 listed on the map above.

Figure 3. Data collection information.



3.0 Who is visiting the park?

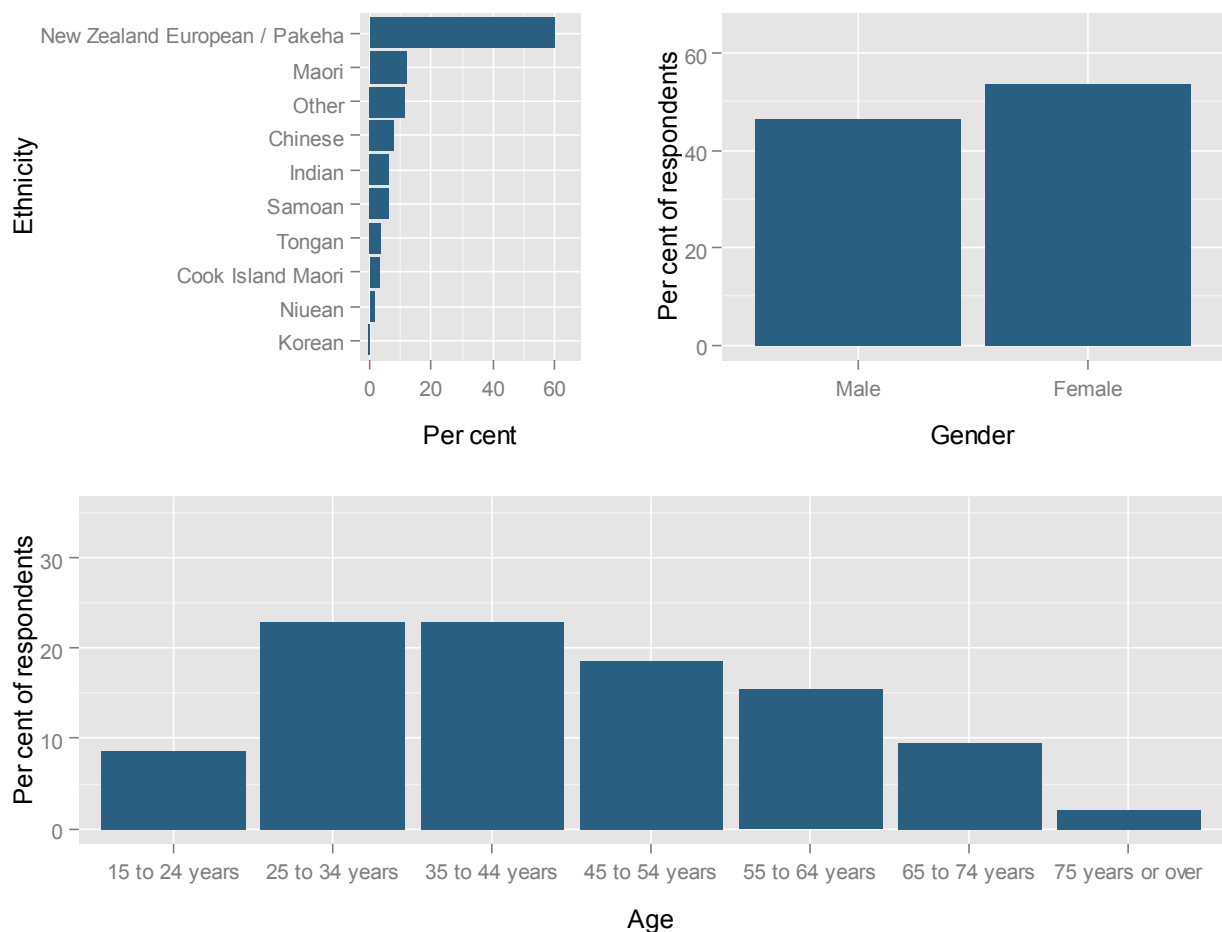
This section describes who is visiting the park and the nature of their visit.

3.1 Visitor demographics

Visitors were primarily younger adults, with 54 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 use of the park by children). The majority of visitors were New Zealand European / Pākehā (60%), while the remainder identified with a range of ethnicities, including Māori (12%), Chinese (8%), Samoan (6%) and Indian (6%).

A reasonable balance between women (54%) and men (46%) was observed.

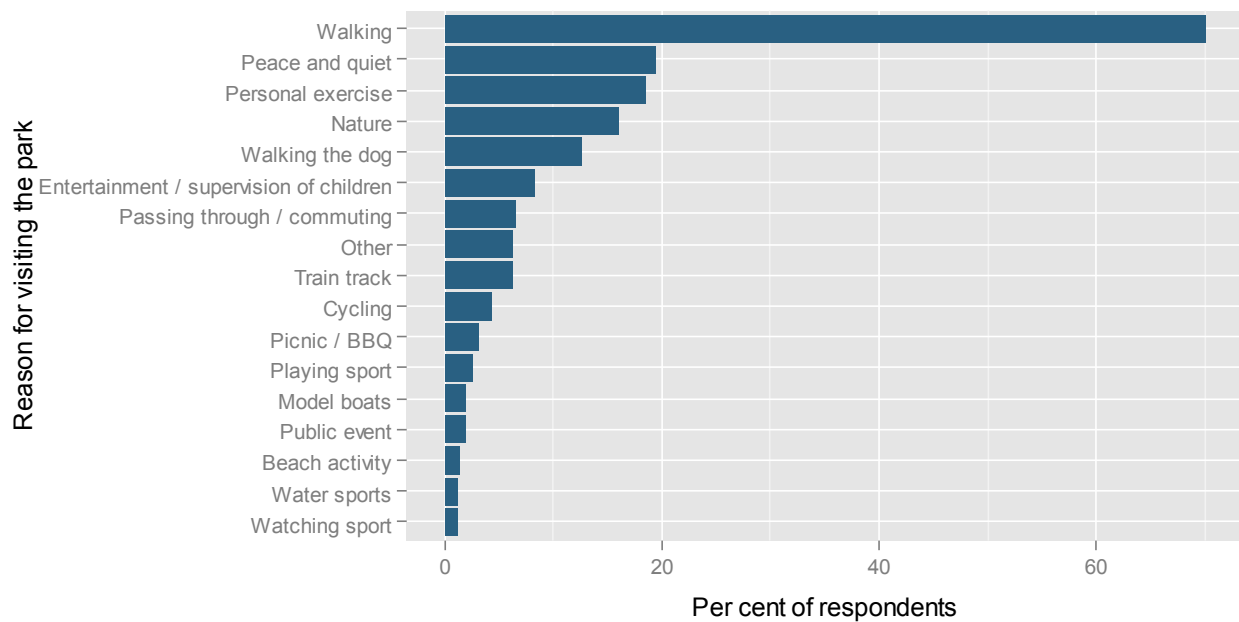
Figure 4. Visitor demographics.



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 (70%), with a significant number also visiting for peace and quiet (19%), personal exercise (19%), nature (16%) and dog walking (13%).

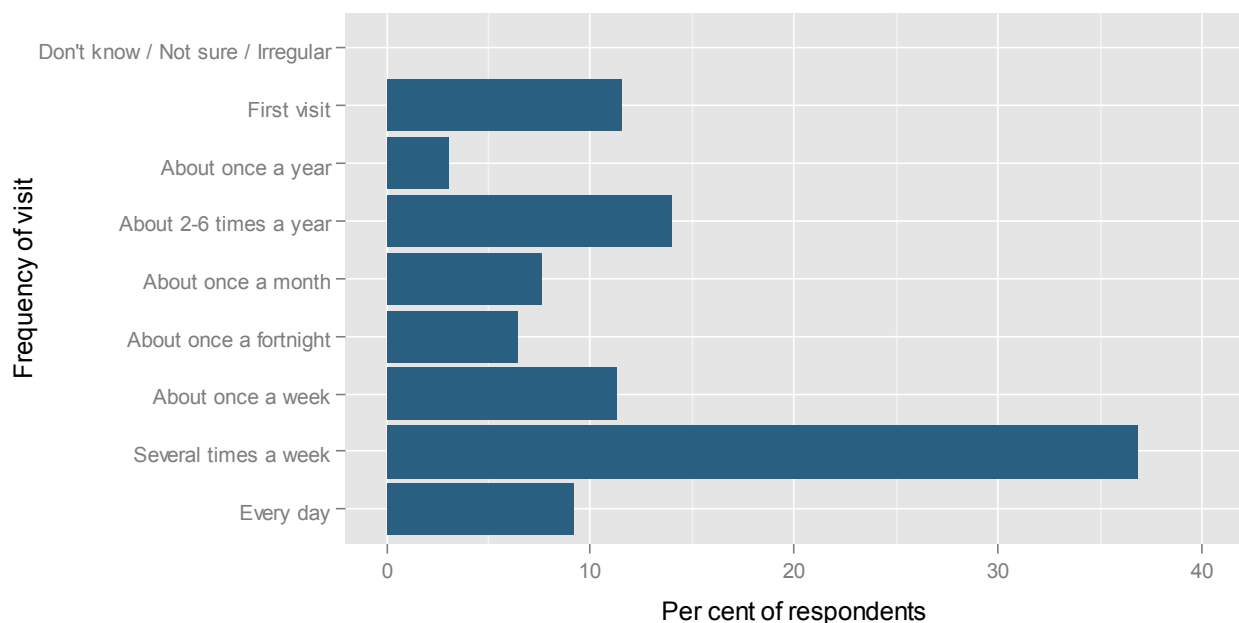
Figure 5. Reasons for visiting the park.



3.3 Frequency of park use

Survey respondents reported a range of visit frequencies (as seen in Figure 6). Over half of all respondents (57%) visited the park at least once a week over the last 12 months. The remaining visitors used the park occasionally throughout the year.

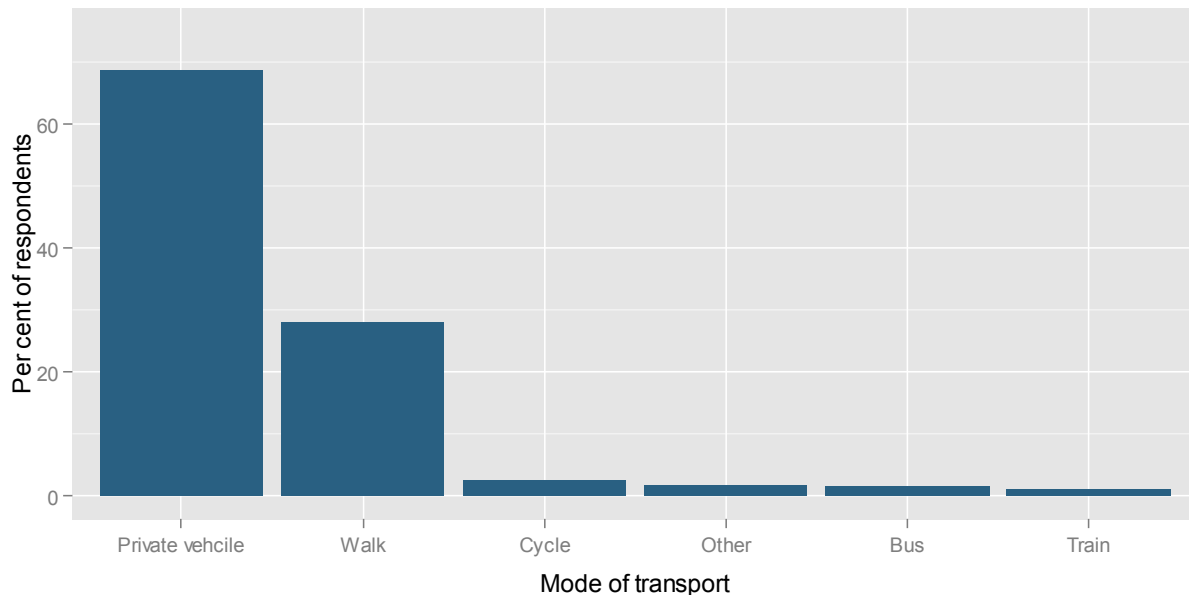
Figure 6. Frequency of park use.



3.4 Transport

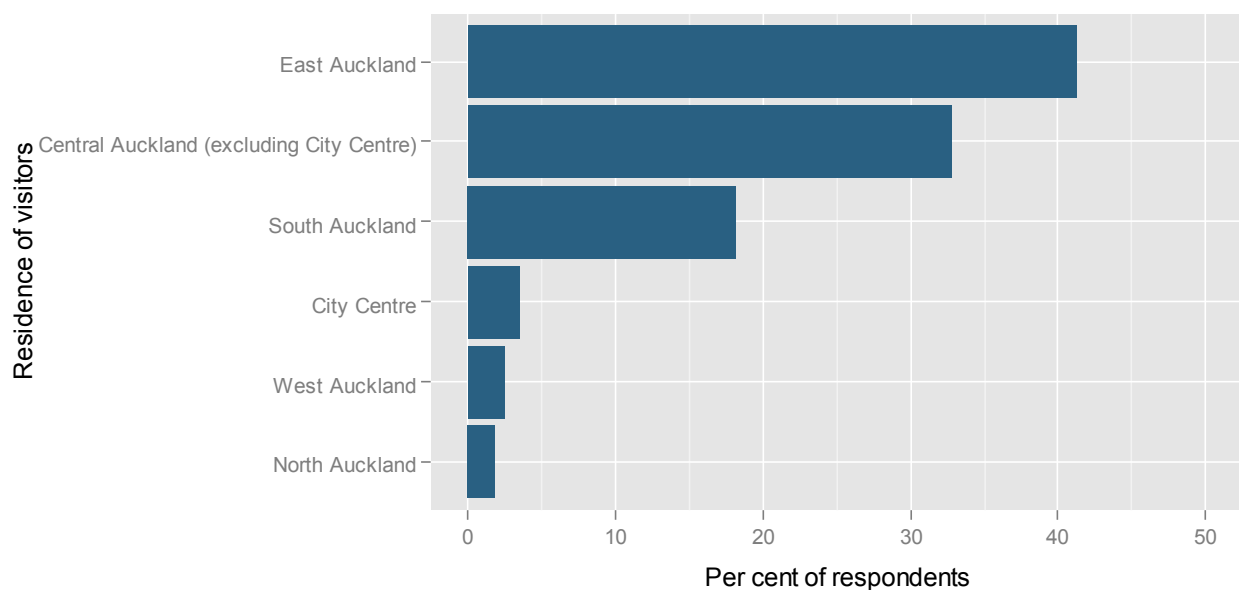
The majority (69%) of visitors got to the park on the day of their visit by private vehicle, with most of the remainder (28%) walking. Three per cent of visitors cycled and a small number took the bus (1%), train (1%), or got to the park by some other means (2%).

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 (2%). Looking at those who lived in Auckland shows that the park attracts a significant number of visitors from east Auckland (41%), central Auckland (excluding the city centre; 33%) and south Auckland (18%). Few visitors were from the city centre (3%), west Auckland (3%) or north Auckland (2%).

Figure 8. Residence of visitors within Auckland.



4.0 How do visitors feel about the park?

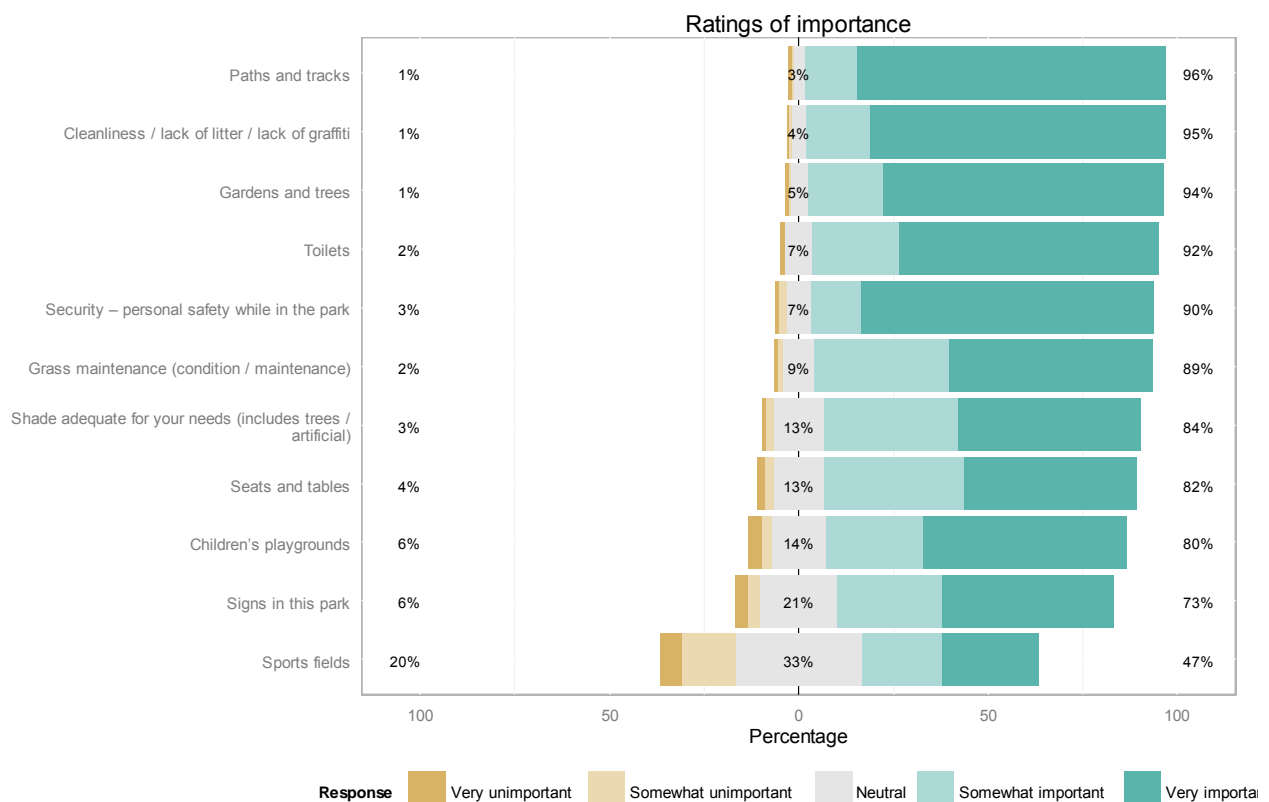
The following section covers how visitors feel about the park, including: the importance they place on different features of the park and how satisfied they are with those features, their overall satisfaction with the park, how important the park is for their well-being, what they rate as their ‘favourite thing’ about the park, and whether they would make use of a café or food vendor should one open in the park.

4.1 Importance 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 Panmure Basin. Figure 9 and Figure 10 provide a summary of importance and satisfaction ratings, respectively, and Figure 11 plots the discrepancy between the two measures.

Visitors rated a number of aspects of the park as important: paths and tracks (96%), cleanliness (95%), gardens and trees (94%), toilets (92%), and security (90%). Sports fields were seen as least important, with only 47 per cent of visitors rating them as important. Note, however that this question should be interpreted with caution as Panmure Basin does not have formal sports fields.

Figure 9. Ratings of importance.



Visitors were most satisfied with gardens and trees, with 90 per cent stating they were somewhat satisfied or very satisfied. The greatest level of active dissatisfaction was reported for toilets (11% dissatisfied) and paths and tracks (10%).

Figure 10. Ratings of satisfaction.

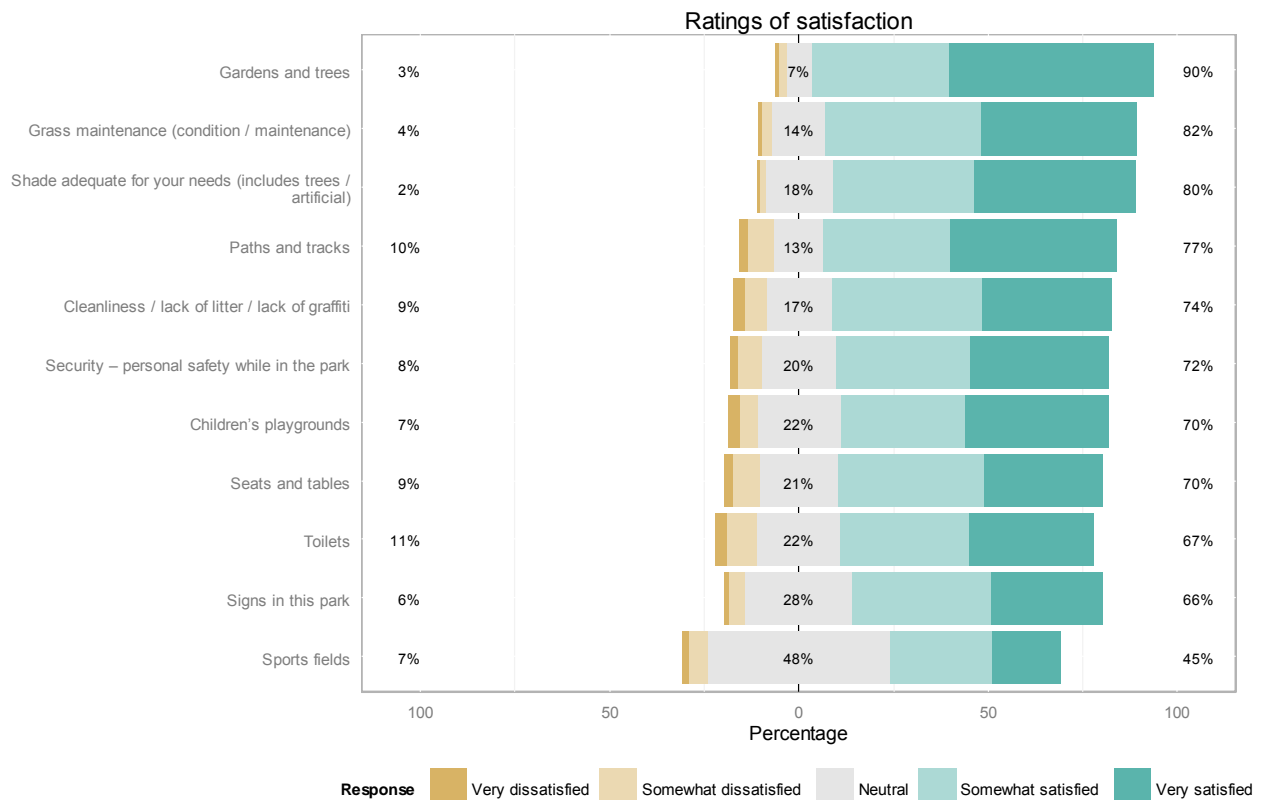
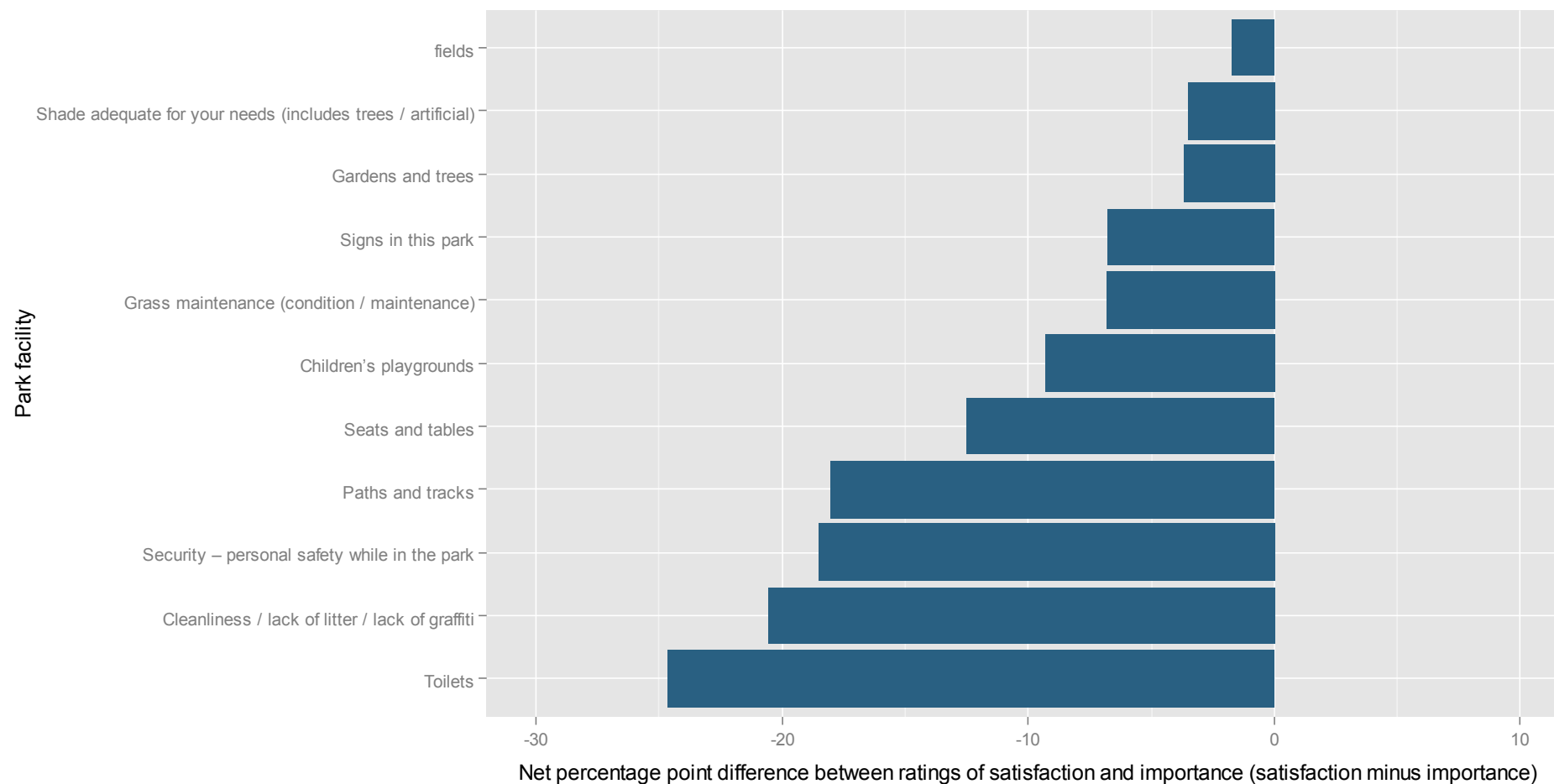


Figure 11 compares ratings of importance and satisfaction and therefore provides valuable insights into where the park is not meeting visitors' expectations. The greatest discrepancy between satisfaction and importance is seen for toilets, with a 25 point discrepancy between those who rated toilets as somewhat or very important and those who were somewhat or very satisfied with the toilet provision. A discrepancy was also found for cleanliness (21% difference), safety (19% difference), paths and tracks (18% difference), and seats and tables (13% difference).

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.

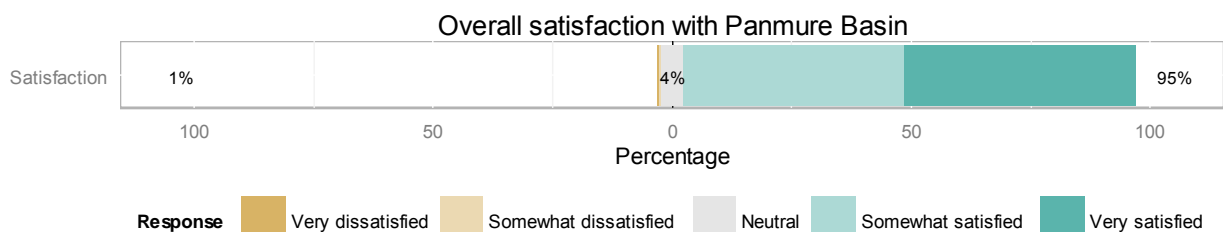


Note. Values are calculated by subtracting the percentage of visitors rating a given park facility as 'somewhat important' or 'very important' from the percentage stating they were 'somewhat satisfied' or 'very satisfied' with the same facility. Positive scores thus indicate that the park facility is 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 one per cent of visitors were somewhat or very dissatisfied with the park overall.

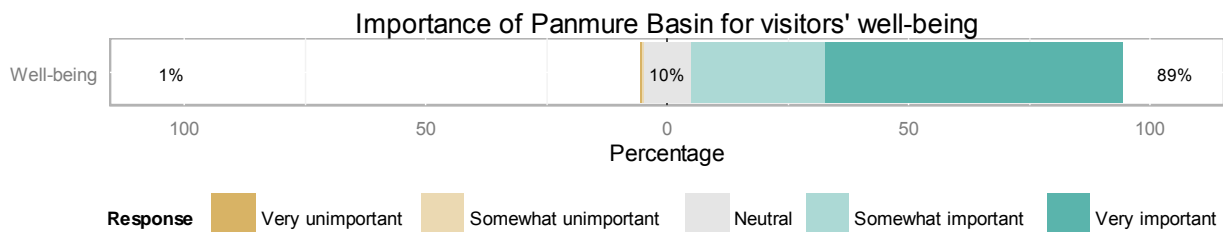
Figure 12. Overall satisfaction with the park.



4.3 Impact on well-being

Visitors were asked how important the park was to their sense of well-being. The majority (89%) rated it as somewhat or very important, with the remainder responding neutrally (10%) or stating that it was not important (1%).

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

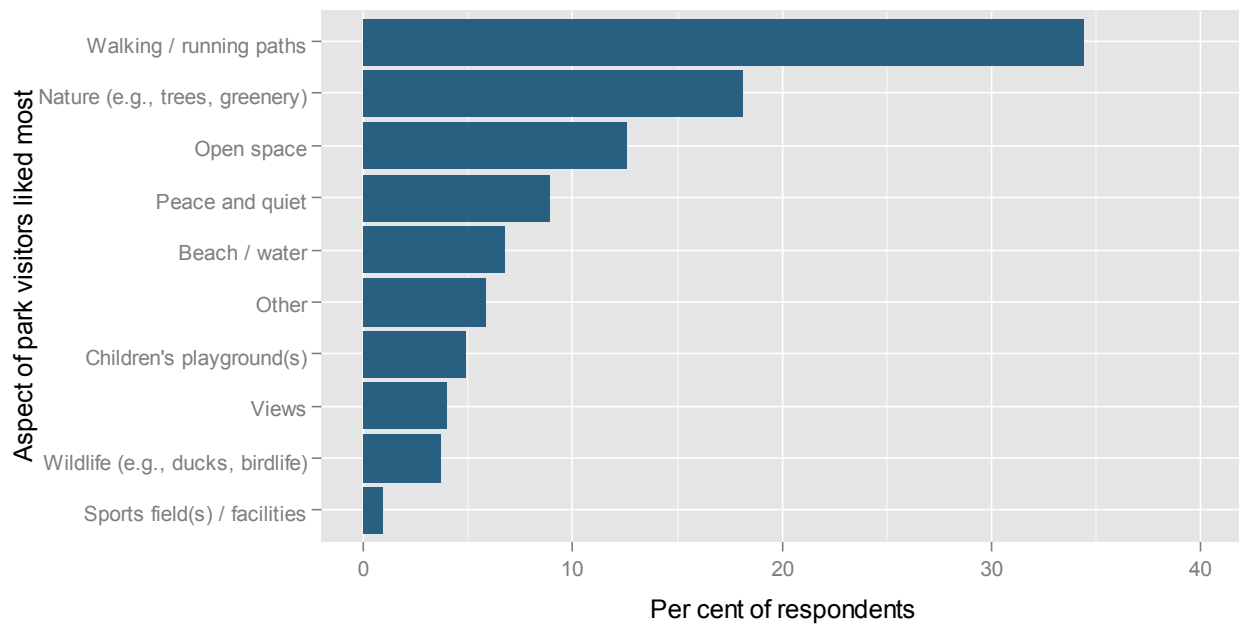


4.4 What do visitors like most about the park?

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

The most liked aspects of the park were the walking and running paths, with 34 per cent of respondents selecting this option. Nature (e.g., trees and greenery), and open space were also mentioned by a reasonable number of visitors, with 18 and 13 per cent of respondents selecting these options, respectively.

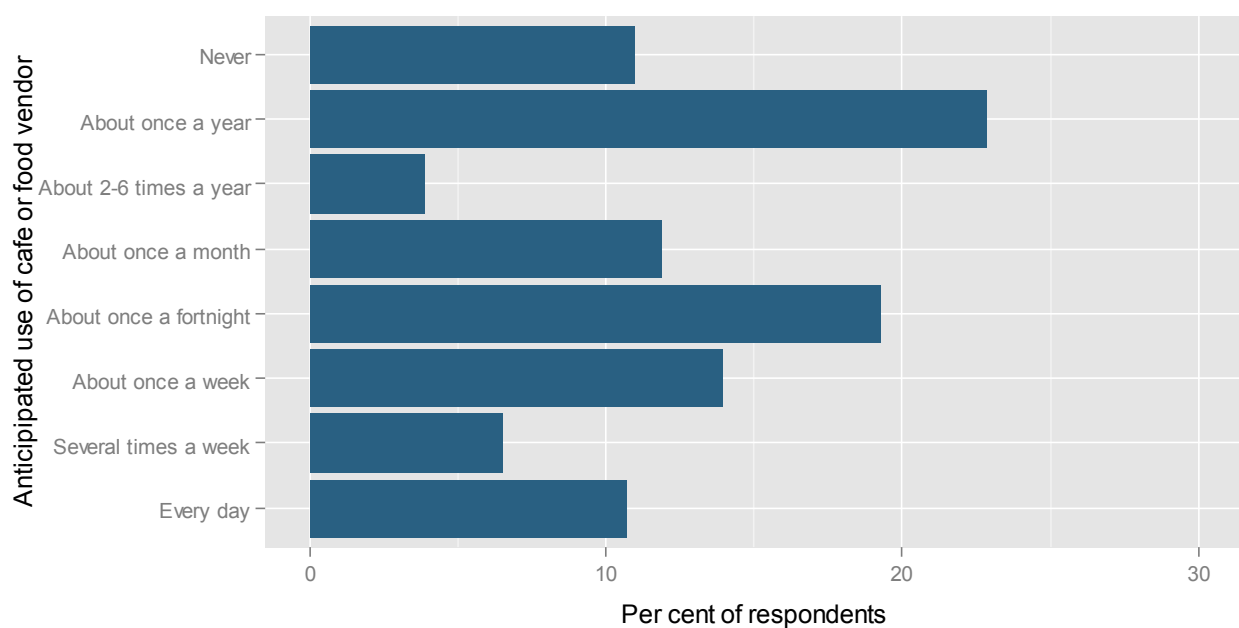
Figure 14. Most-liked aspects of the park.



4.5 Would visitors use a café or food vendor, if one opened in the park?

Visitors were asked if a new café or food vendor opened in the park, how frequently they would use it. A range of responses were offered. Fifty per cent of visitors said they would make use of such a service at least fortnightly.

Figure 15. Anticipated frequency of use if a café or food vendor opened in the park.



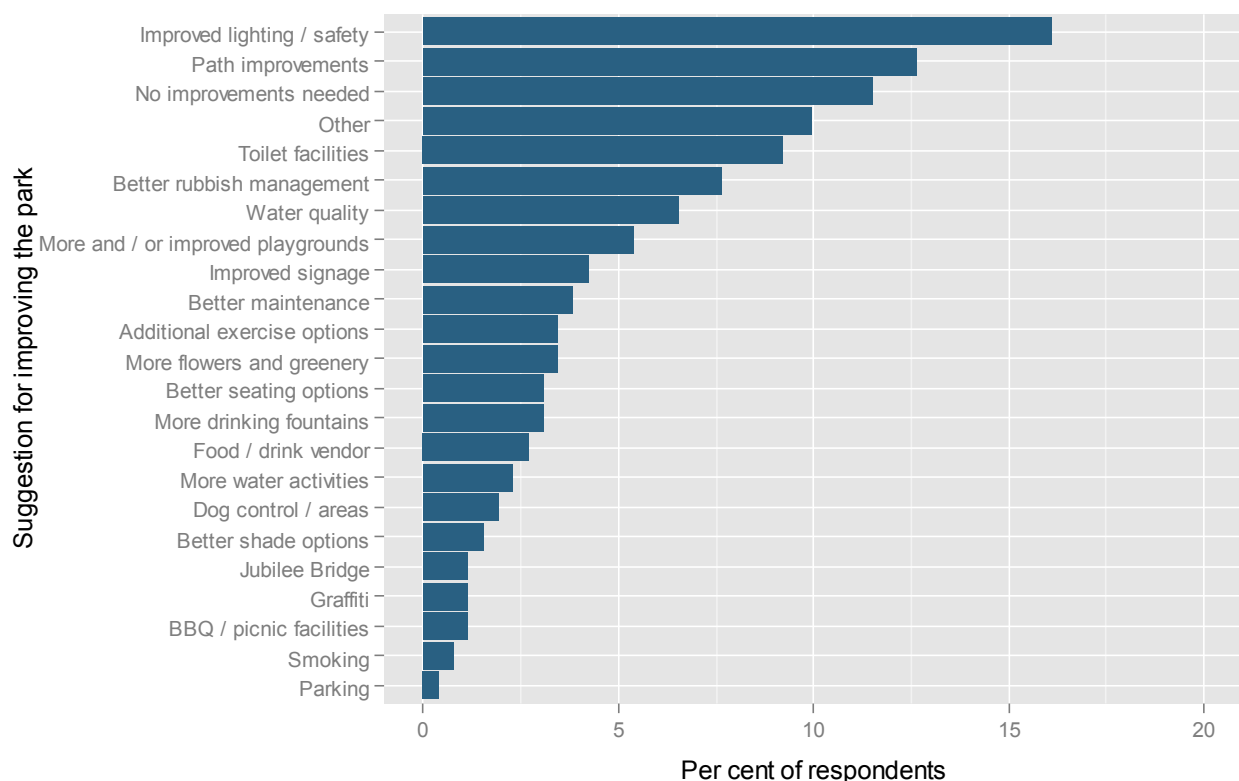
5.0 How can the park be improved?

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 improving lighting. For many, the suggestion of improved lighting was explicitly connected to a desire to improve feelings of personal safety in the park. Sixteen per cent of respondents commented on the need to address lighting and security more broadly:

Lighting at night after daylight saving there are dark spots in certain places

Better lights - especially getting dark early makes safe for everybody

CCTV in carparks

Better lighting for security

The second most frequently noted improvement (13%) related to the paths. Comments focused primarily on fixing uneven paths that have been disturbed by tree roots. Comments touched on the associated accessibility issues for walkers, parents/caregivers with buggies, skaters and wheelchair users.

Fix paths where tree roots are exposed - very difficult for wheelchairs

Fix paths - tree root impact

Widen basin paths - accommodation for walking and biking

A total of 11 per cent stated they felt the park required no improvements.

A total of nine per cent of visitors commented on the need to improve the toilet facilities in the park. Most comments related to smelly toilets and therefore the need to clean the toilets more thoroughly or frequently. A number of visitors also commented on the need to upgrade the toilets themselves, and a small number suggested an additional toilet elsewhere in the park. Two people mentioned occasional issues with the toilet locking facility.

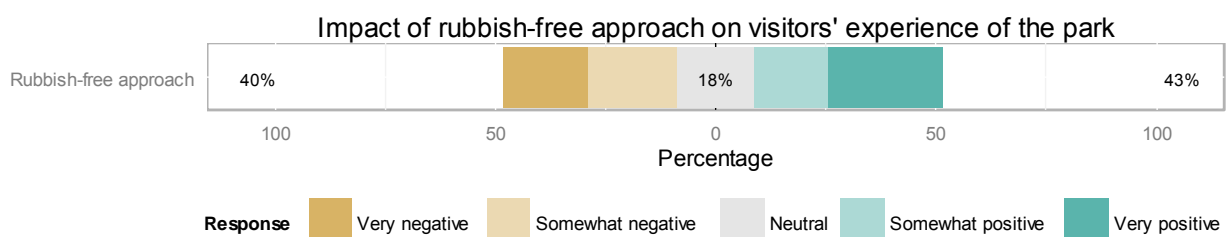
Additional suggestions related to the perceived need to address rubbish in the park (including dog owners not picking up dog poo; 8%), pollution in the water (7%), and improvement / expansion of the children's playgrounds (5%).

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 (40%), neutral (18%) and positive (43%).

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:

- Improving track and path lighting
- Addressing issues with uneven paths caused by tree roots
- Improving the cleaning of toilets to address issues related to smell, and further investigate the feasibility of upgrading current facilities.
- Ways to encourage more responsible litter and dog waste disposal by park visitors

Investigating the discrepancy between importance and satisfaction ratings also indicated that improvements to the children's playgrounds, and provision of better seats and tables would also have a positive impact on visitors' experiences of the park. These improvements, however, were less-frequently mentioned by visitors and are therefore likely to have a lower overall impact on visitor satisfaction.

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 further research be conducted on ways to mitigate potential issues.

Reactions to the proposal of a café or food vendor in the park were overall positive, with 50 per cent of visitors saying they would make use of such a service fortnightly or more frequently. This finding does not indicate that such a service would be successful, but does indicate that a more detailed business case may be warranted.

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 0 and Appendix C, respectively. No commentary is provided in relation to these analyses.

Appendix A Panmure Basin visitor intercept survey

Panmure Basin 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 **3-5 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
- ☐ Water sports
- ☐ Train track
- ☐ Model boats
- ☐ 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. Using the scale below, how IMPORTANT to you are the following facilities in this park?

Facility	Very important	Somewhat important	Neutral	Somewhat unimportant	Very unimportant	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"/>
Sports fields	<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. Using the scale below, how SATISFIED are you with the condition and quality of the following facilities in this park?

Facility	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	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"/>
Sports fields	<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 satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied
<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 important	Somewhat important	Neutral	Somewhat unimportant	Very unimportant
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. What ONE THING 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
- ☐ Water sports
- ☐ 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 positive	Somewhat positive	Neutral	Somewhat negative	Very negative
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. If a new café or food vendor opened in this park, how frequently would you use it?

- ☐ 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
- ☐ Never

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 to 74 years
- ☐ 75 years or over

13. What is your gender?

- ☐ Male
- ☐ Female

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?

- ☐ Peterson Road
- ☐ Cleary Road (playground – skate park area)

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.

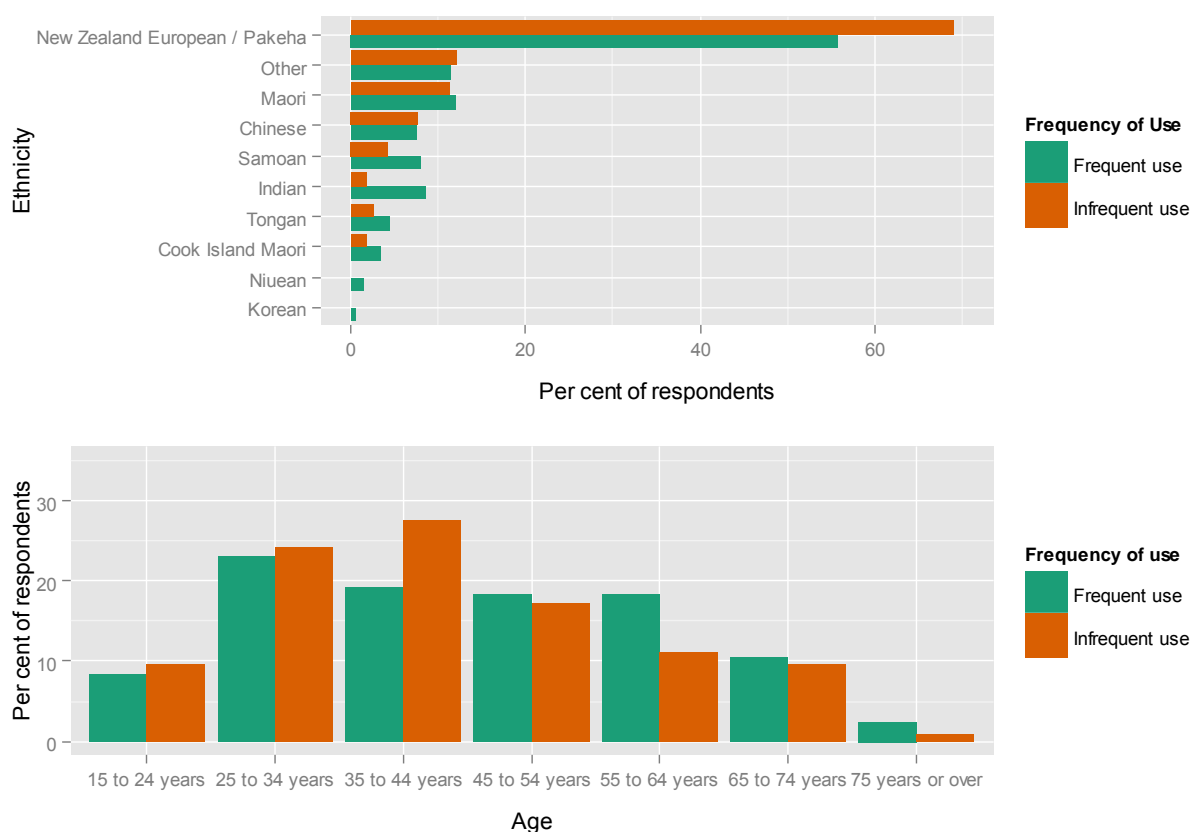
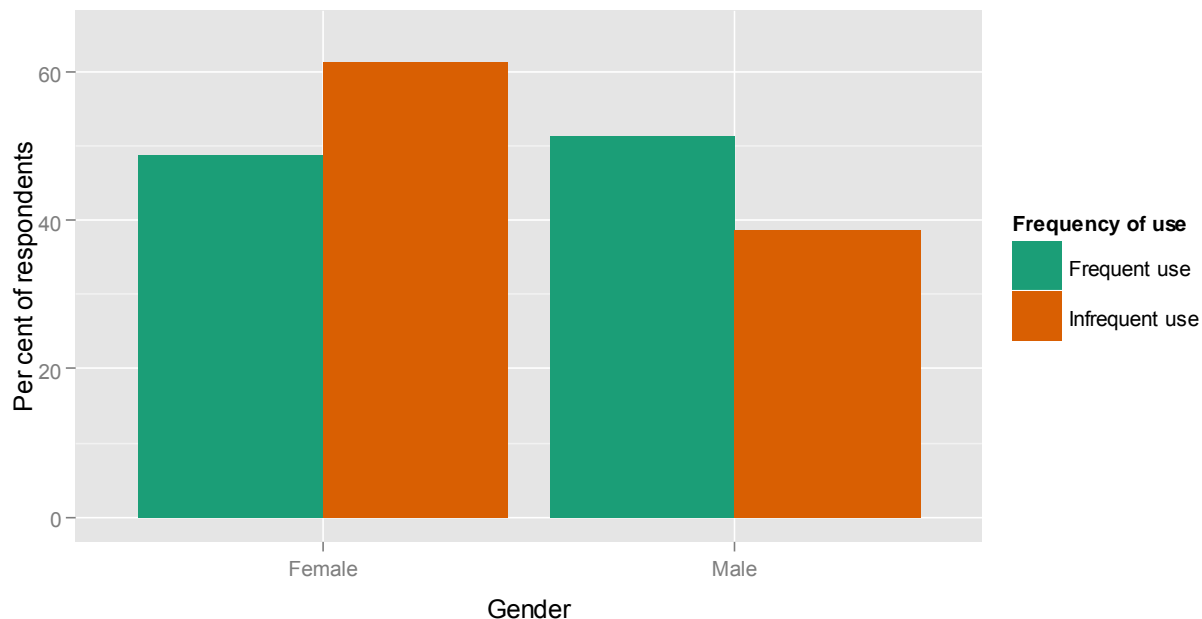
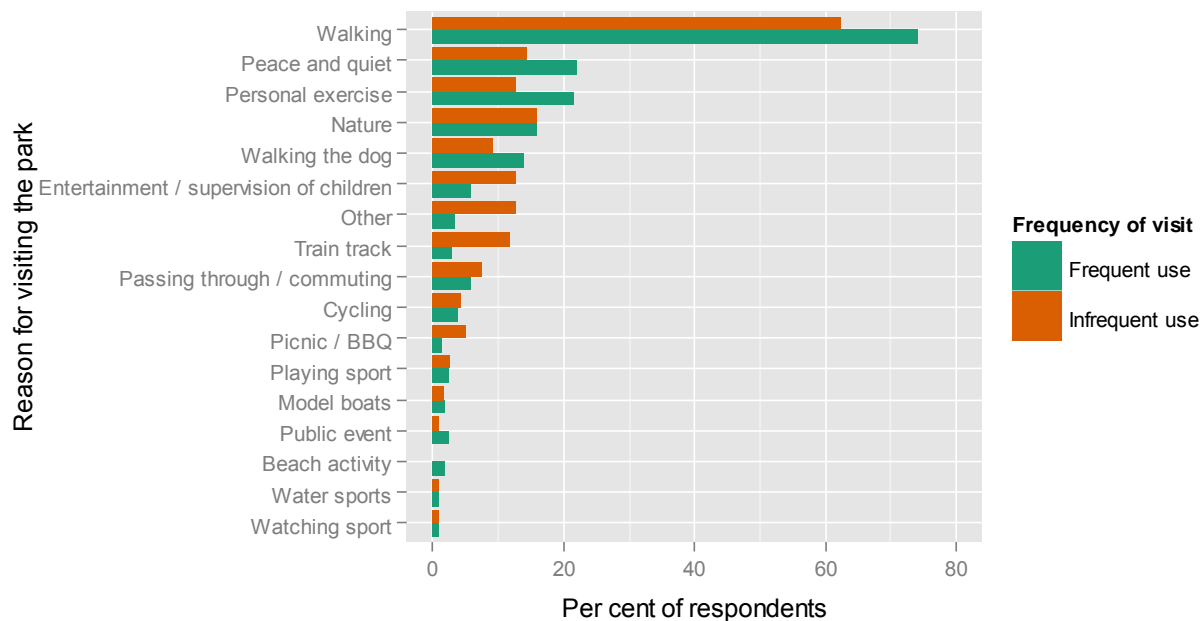


Figure 19. Visitor gender, split by frequency of use.



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.

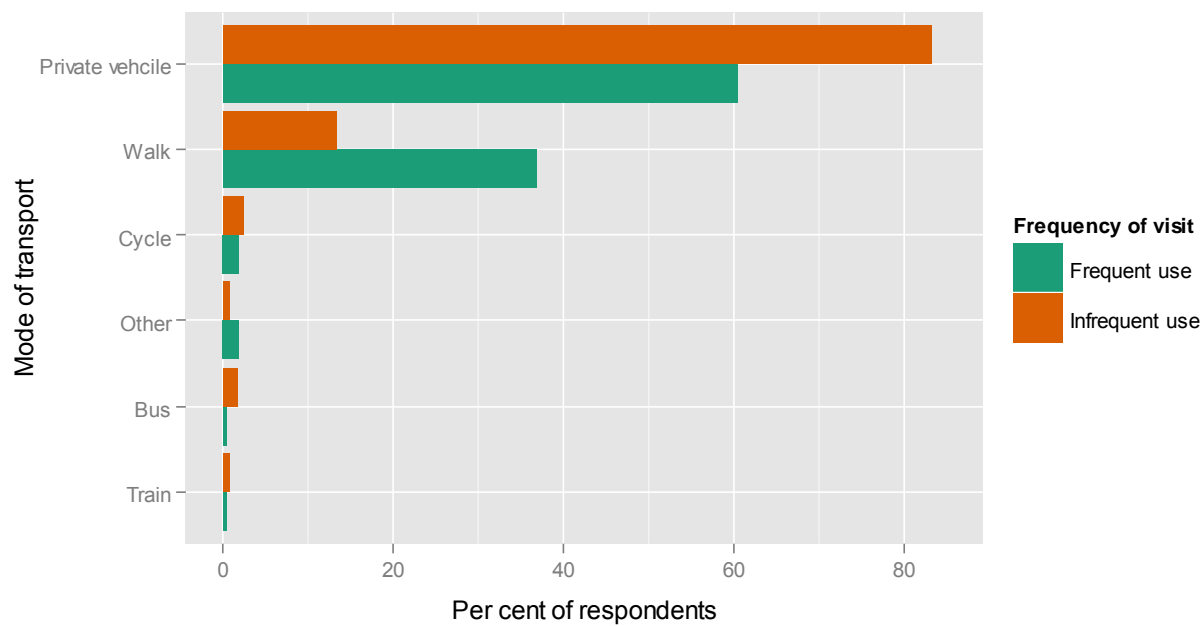
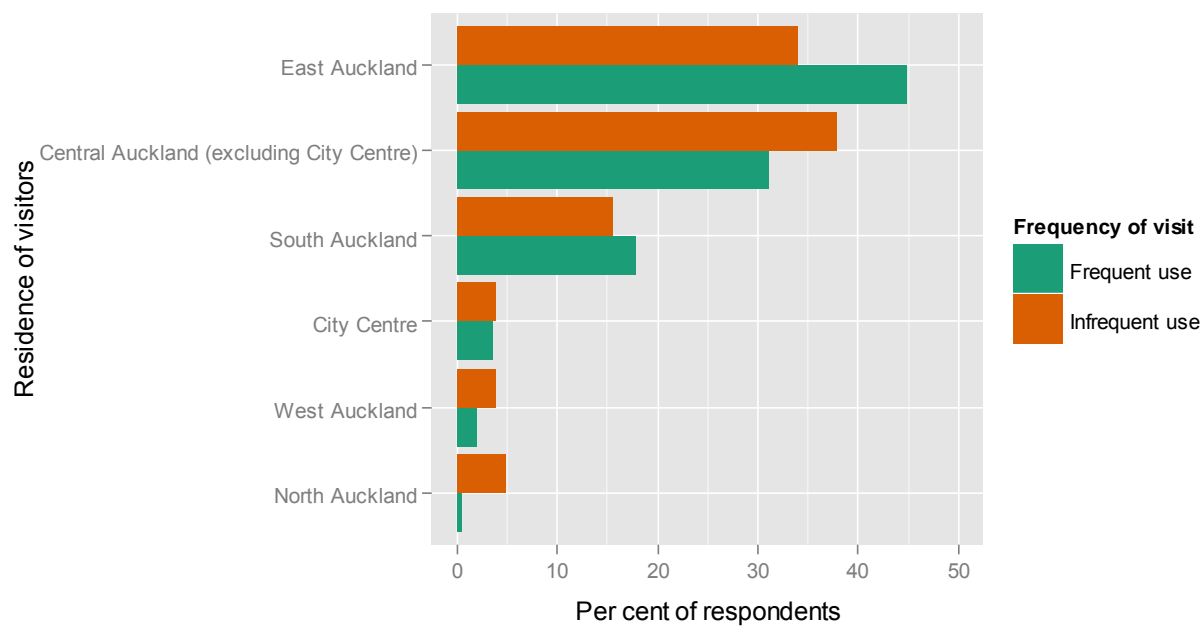


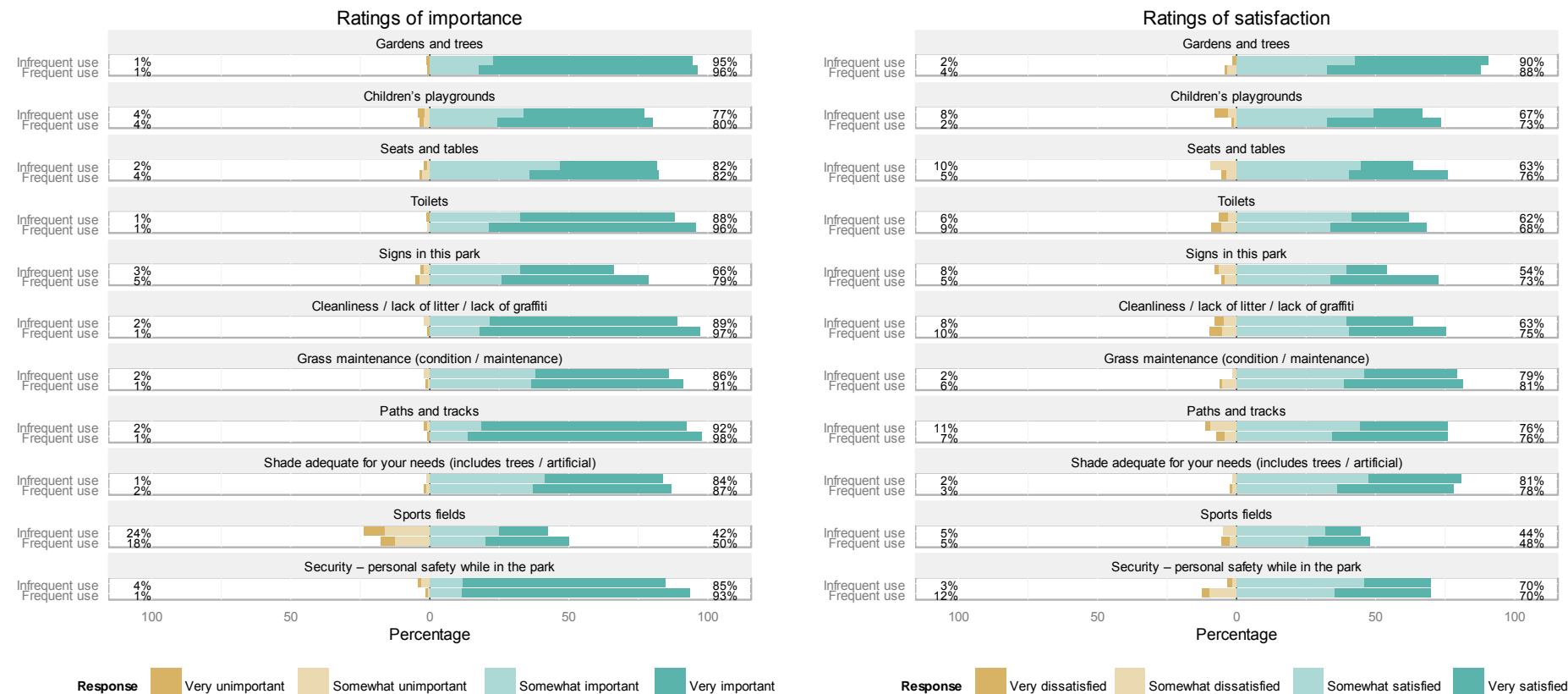
Figure 22. Residence of visitors within Auckland, split by frequency of use.



How do visitors feel about the park?

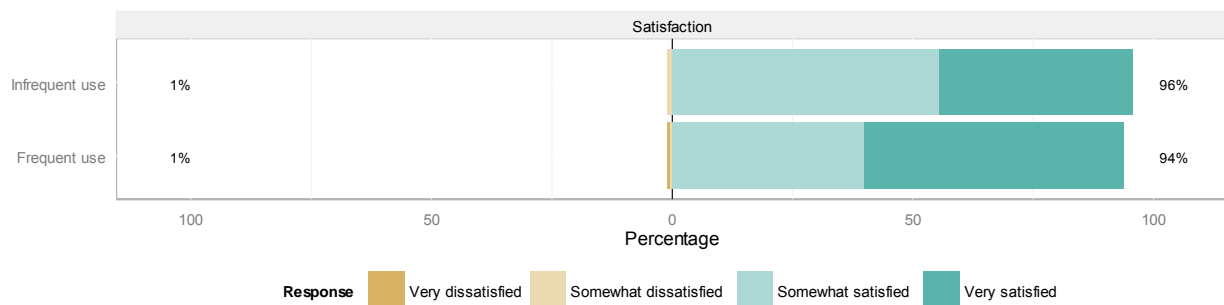
Importance of and satisfaction with park facilities

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



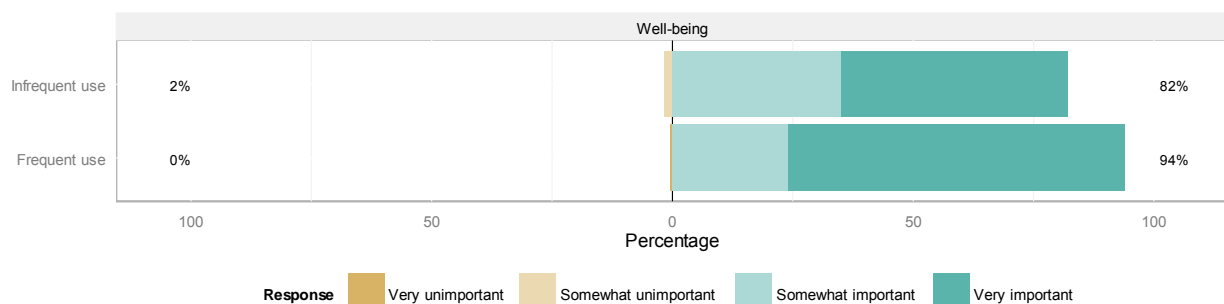
Overall satisfaction

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



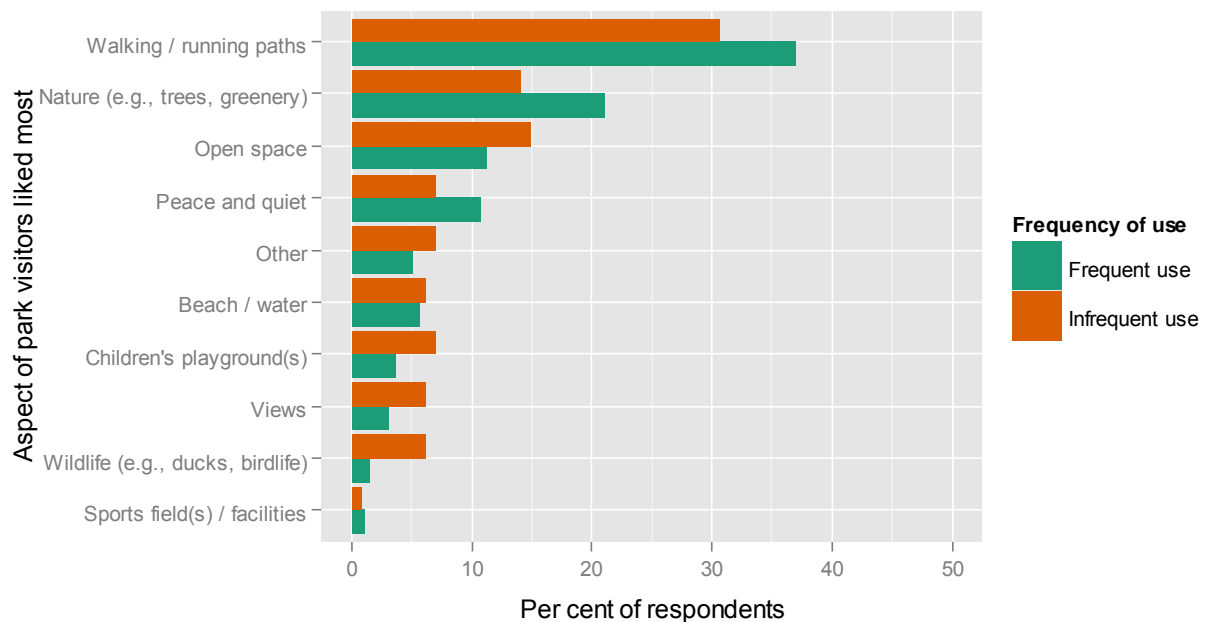
Impact on well-being

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



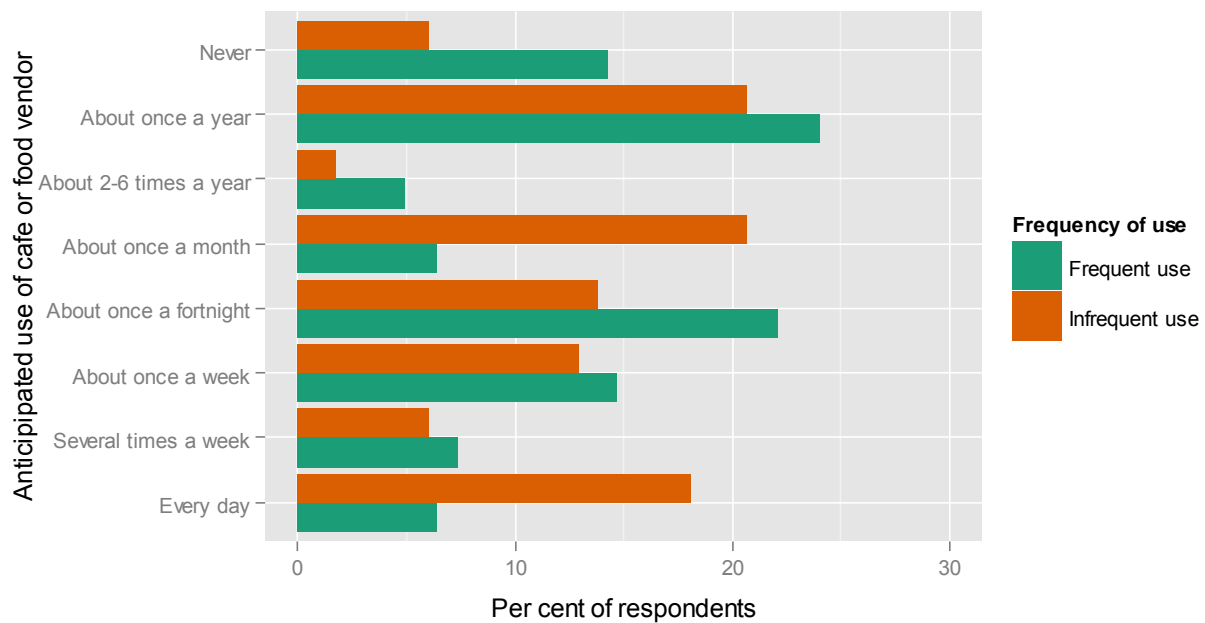
What do visitors like most about the park?

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



Would visitors use a café or food vendor, if one opened in the park?

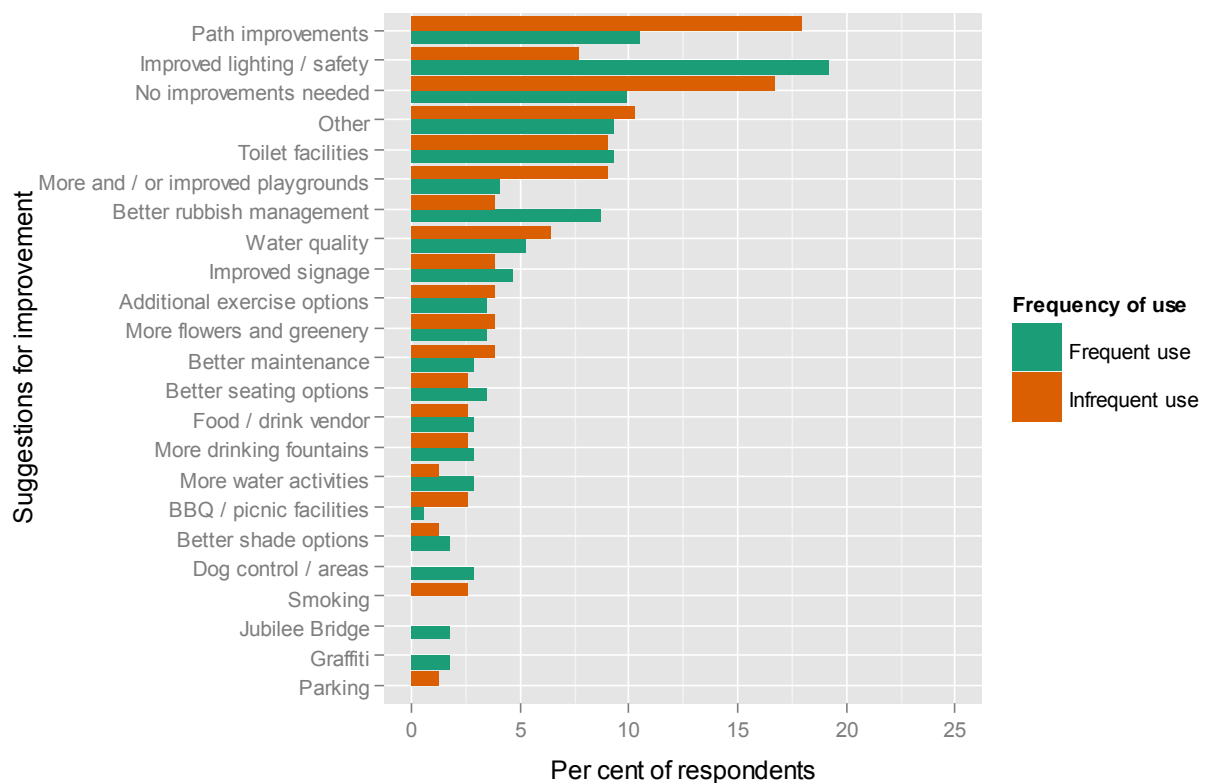
Figure 27. Anticipated frequency of use if a café or food vendor opened in the park, split by frequency of use.



How can the park be improved?

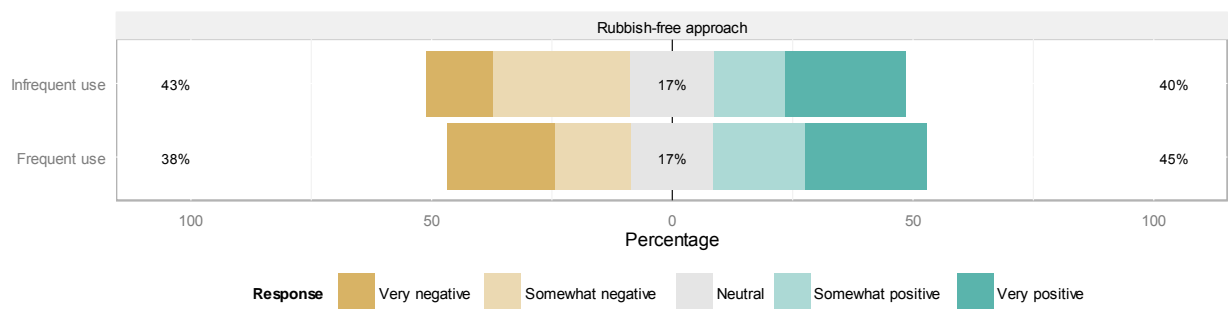
Suggestions for improvement

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.



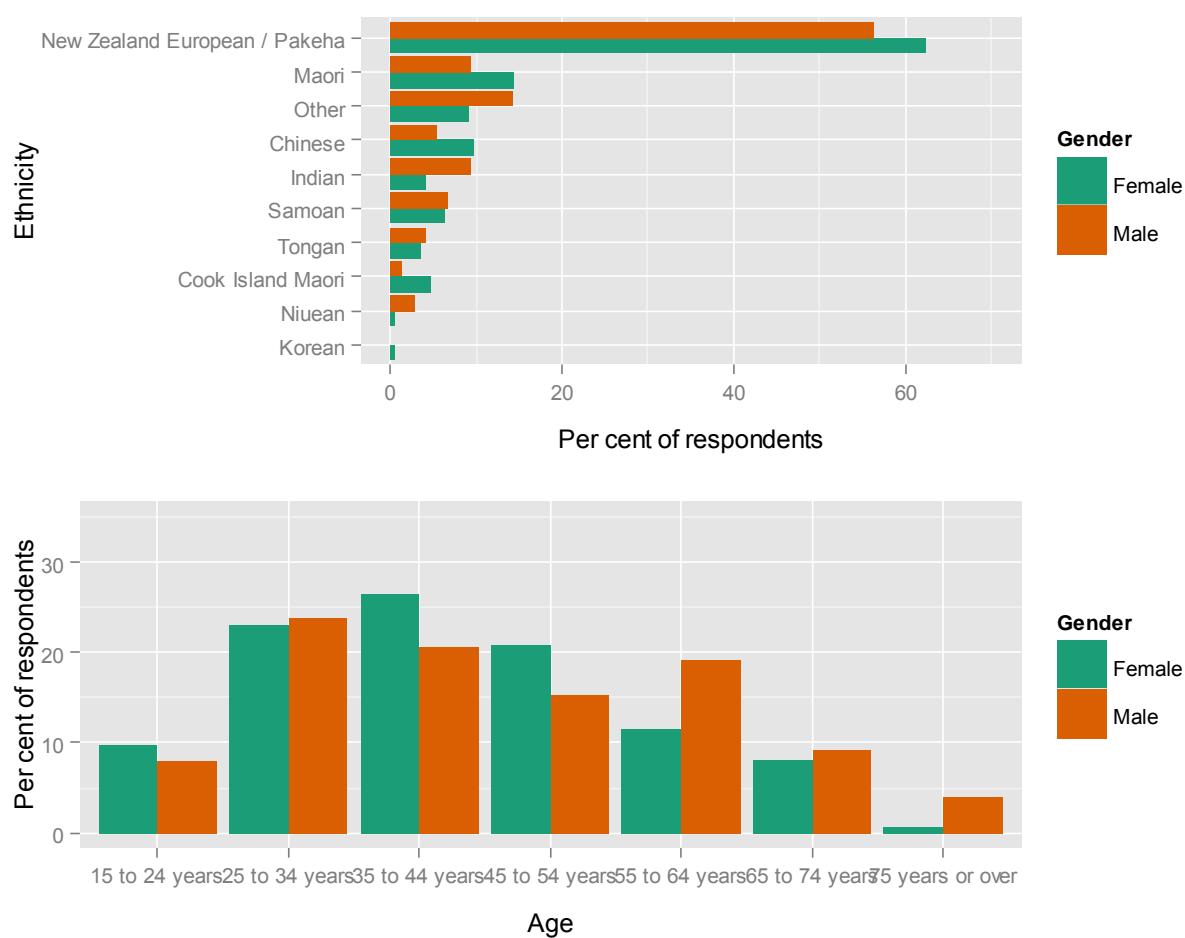
Appendix C Differences between male and female visitors

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?

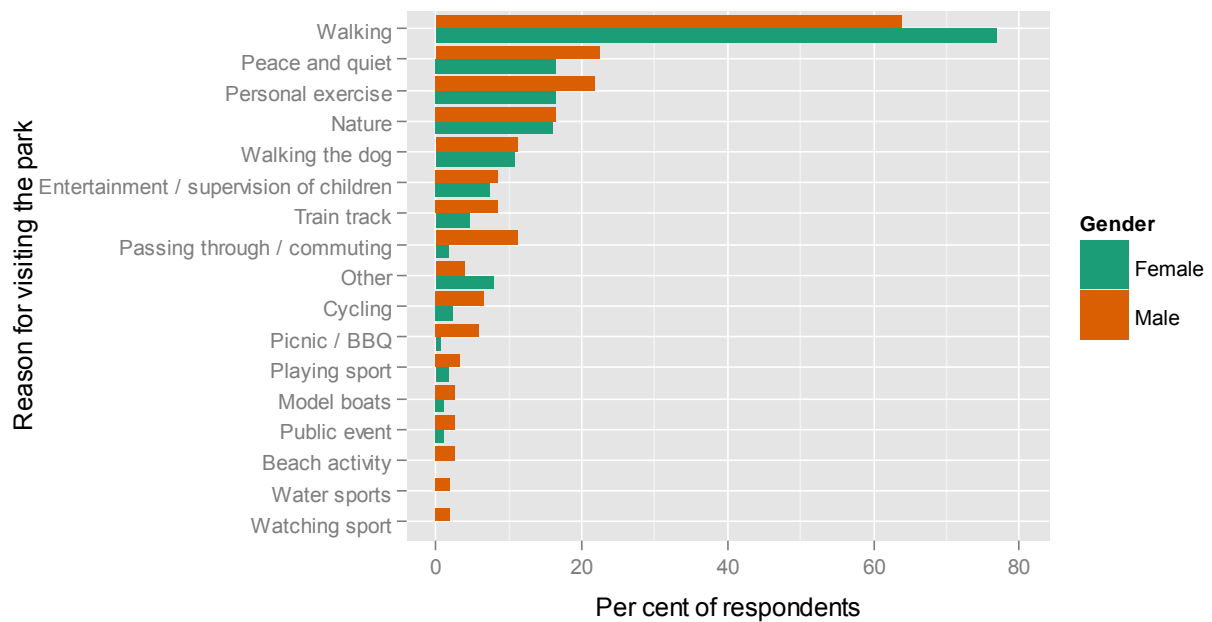
Visitor demographics

Figure 30. Visitor demographics, split by gender.



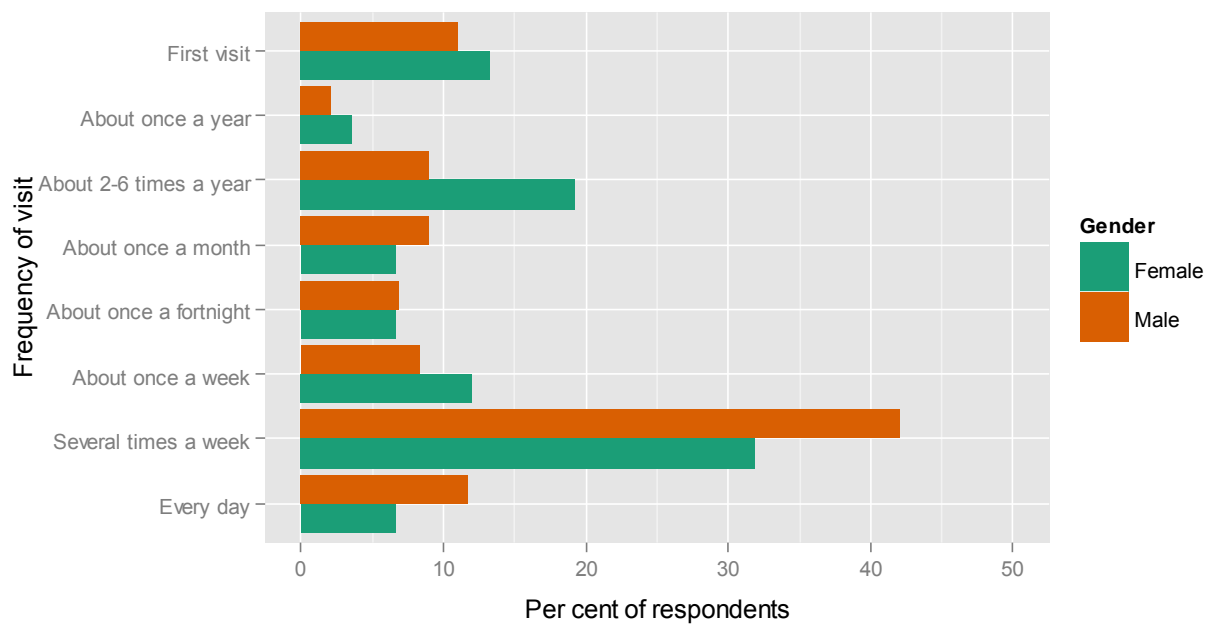
Reason for visit

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.

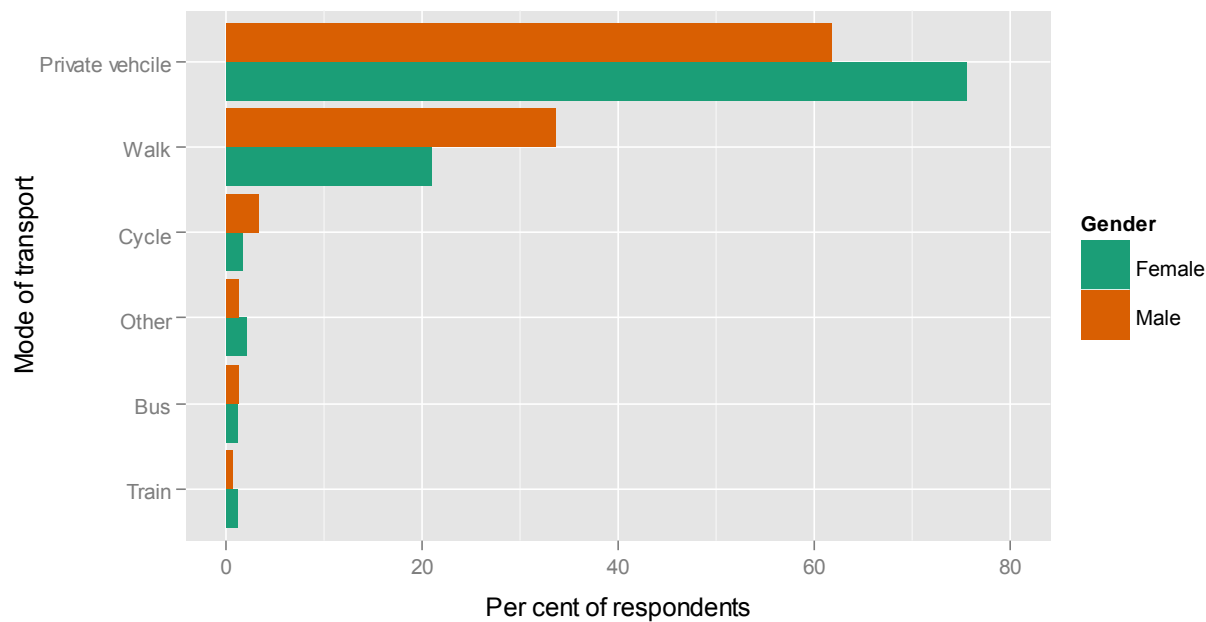
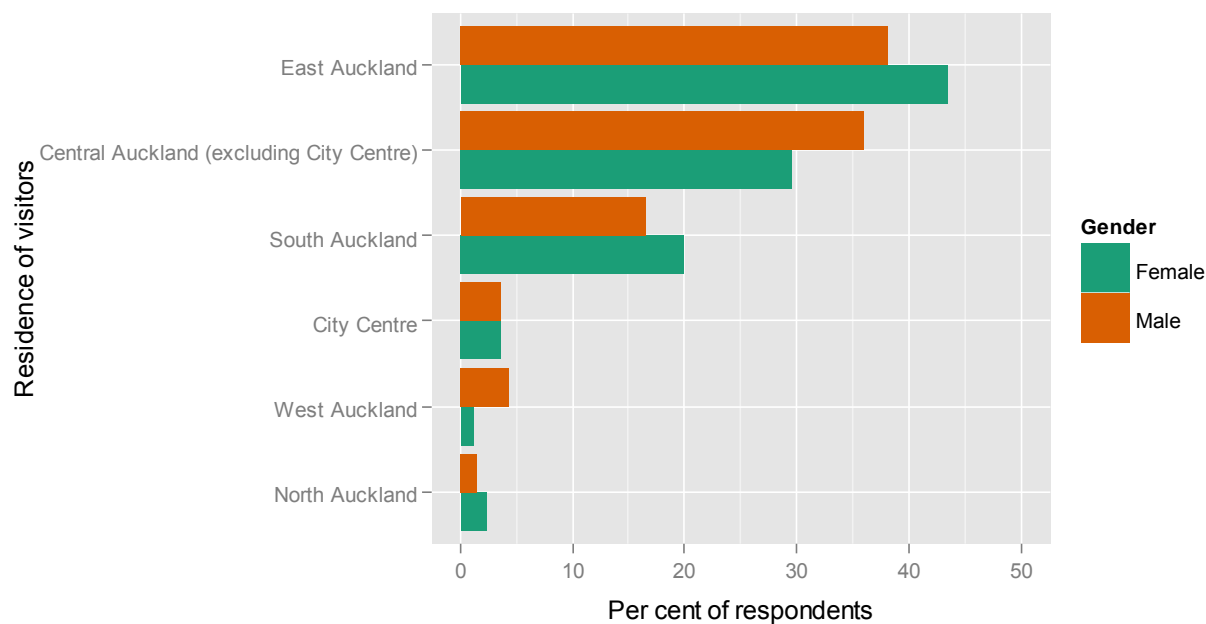


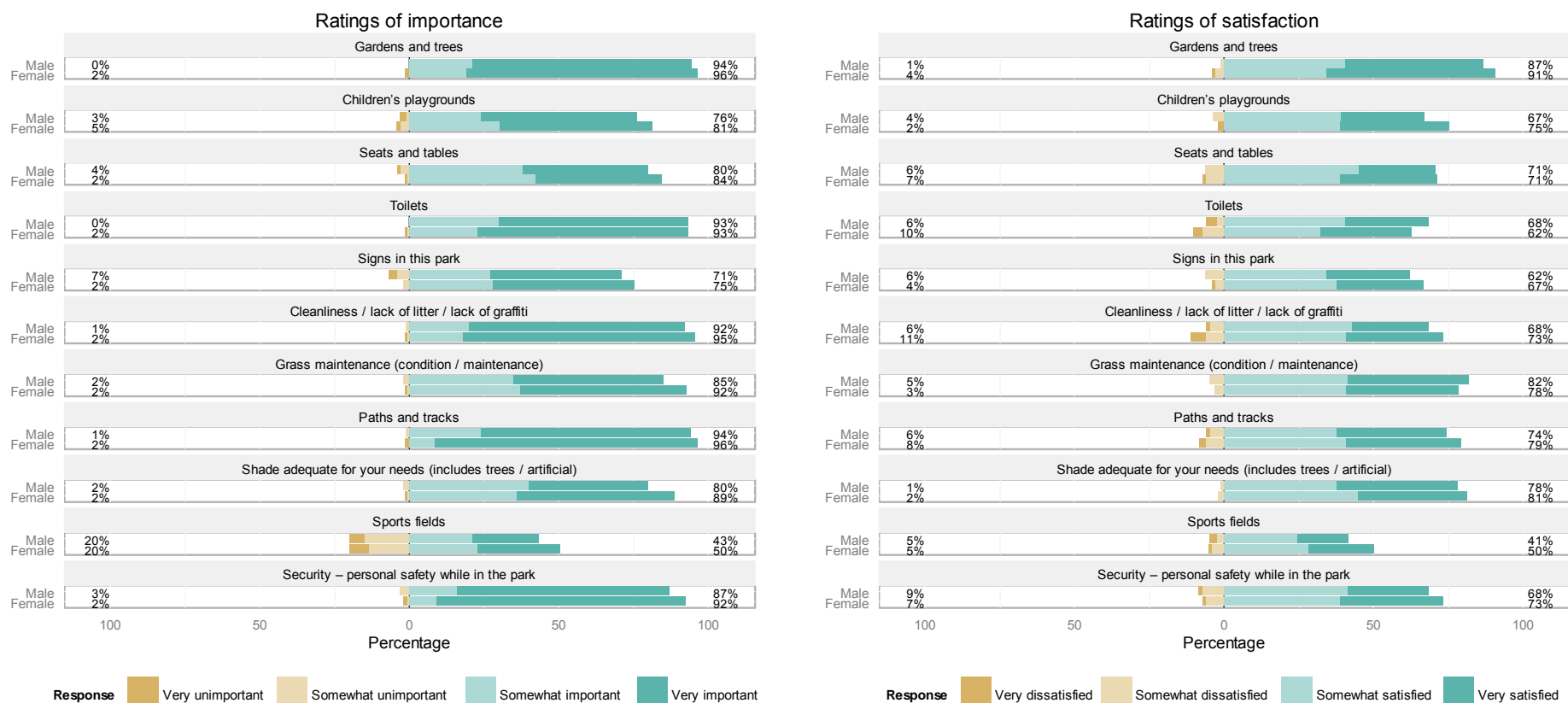
Figure 34. Residence of visitors within Auckland, split by gender.



How do visitors feel about the park?

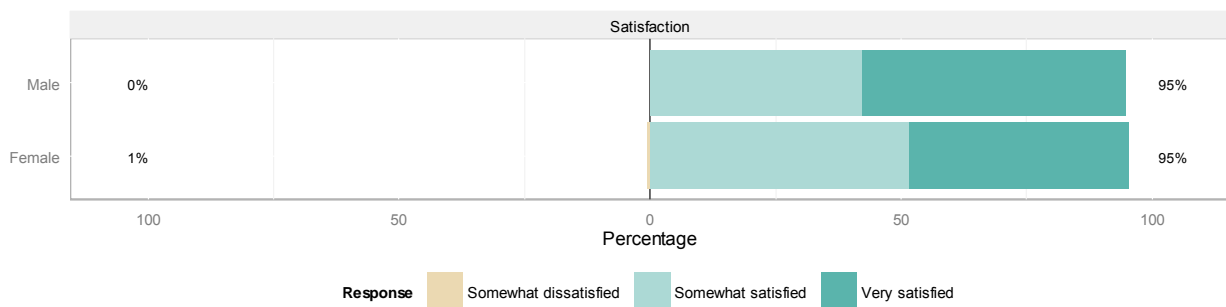
Importance of and satisfaction with park facilities

Figure 35. Comparison of importance and satisfaction ratings, split by gender.



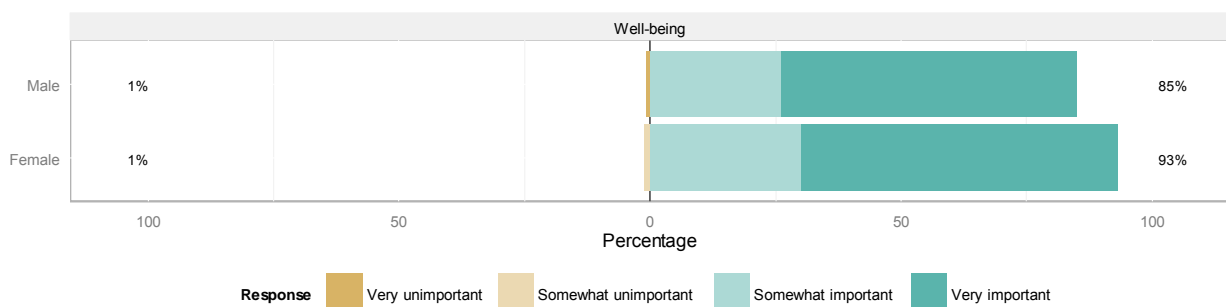
Overall satisfaction

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



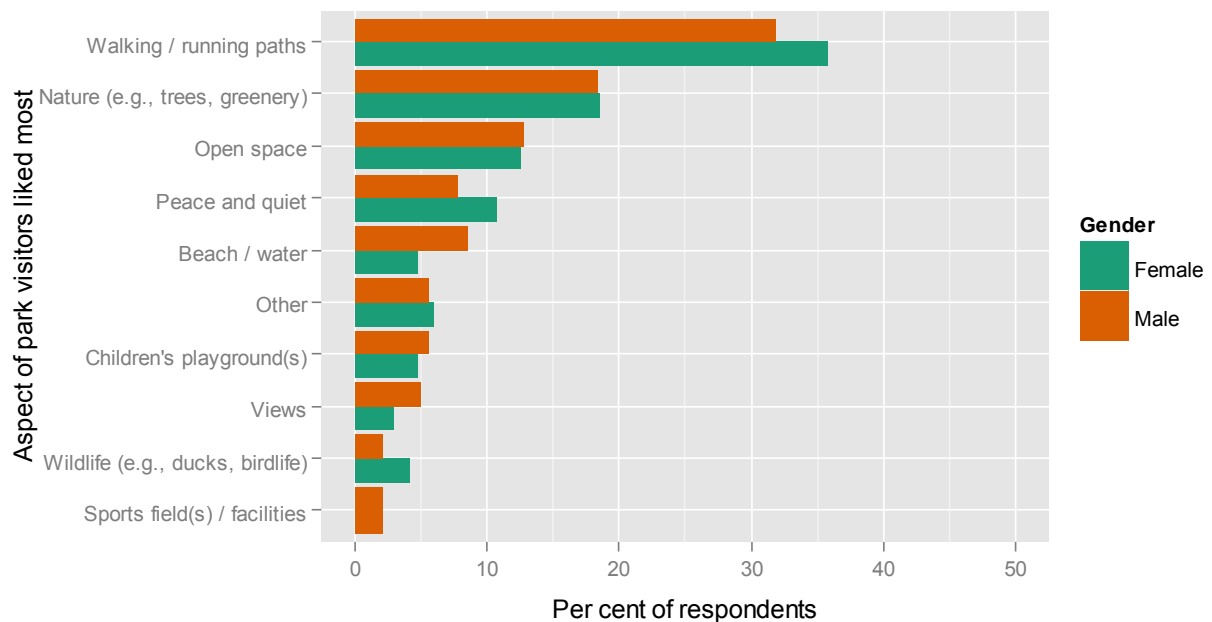
Impact on well-being

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



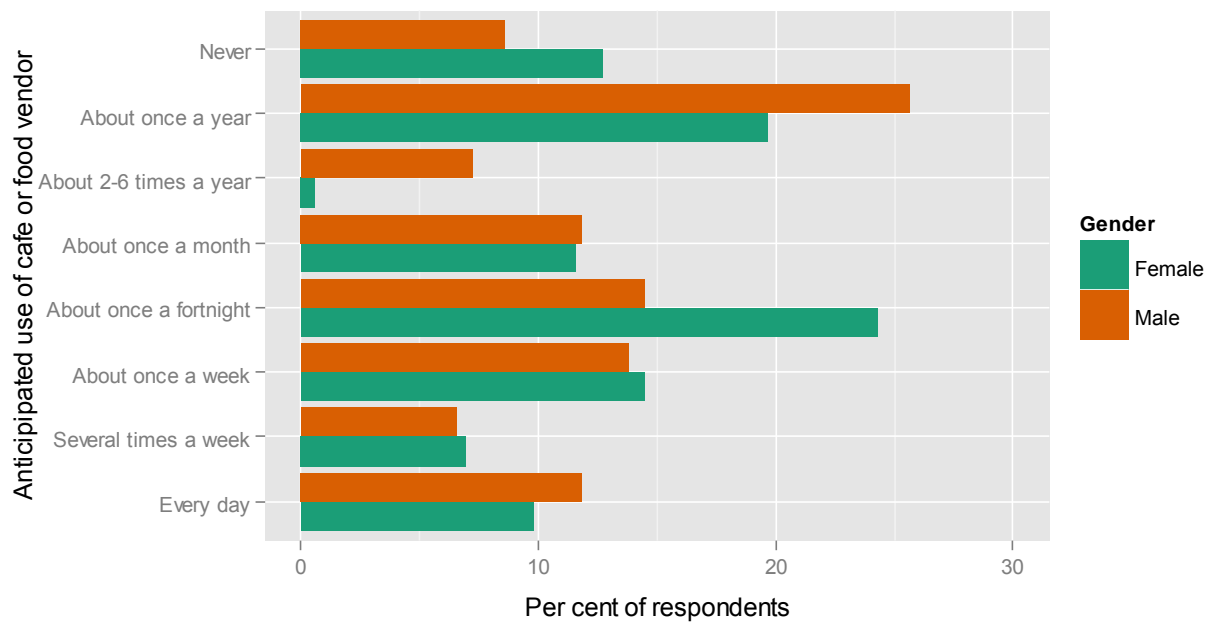
What do visitors like most about the park?

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



Would visitors use a café or food vendor, if one opened in the park?

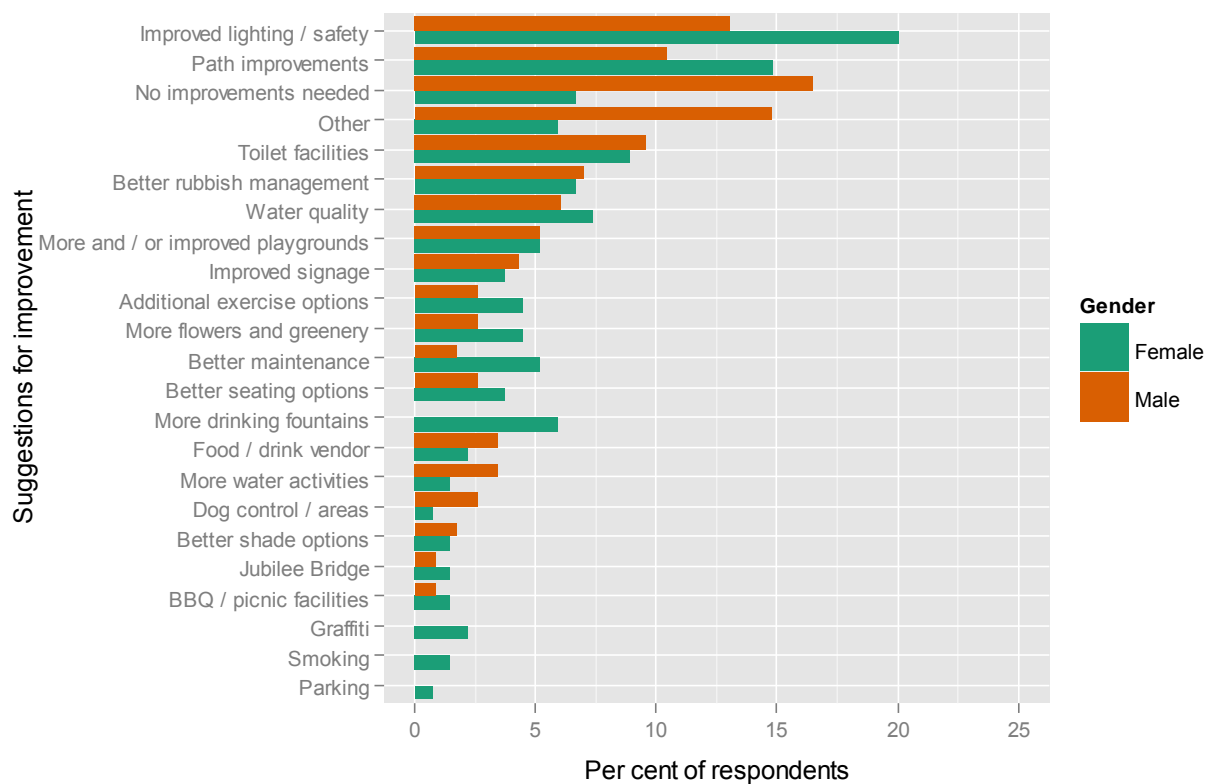
Figure 39. Anticipated frequency of use if a café or food vendor opened in the park, split by gender.



How can the park be improved?

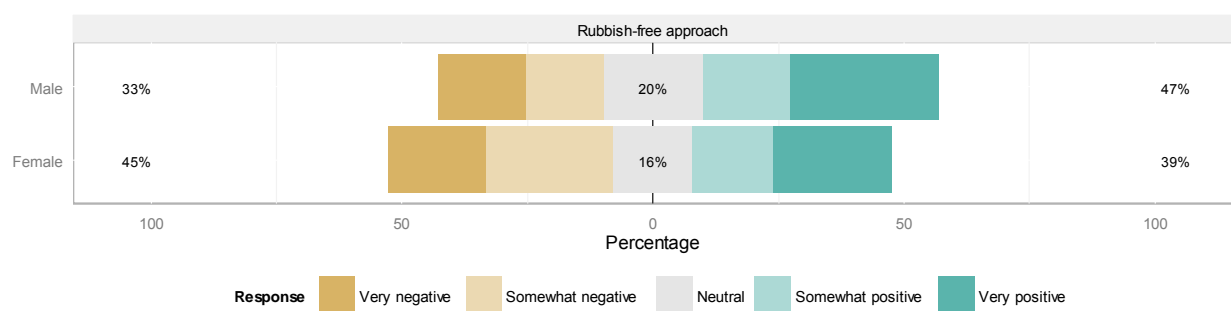
Suggestions for improvement

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