

# Orewa Reserve Visitor Survey 2015

August 2015

Technical Report 2015/025



**Auckland  
Council**

Te Kaunihera o Tāmaki Makaurau









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# Orewa Reserve Visitor Survey 2015

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## Executive summary

An intercept survey of Orewa Reserve visitors was conducted in April-May 2015, in order to improve Auckland Council's Local and Sports Parks (LSP) understanding of the experience of visitors within the park.

The survey results indicate that Orewa Reserve is a popular park with local residents as well as the smaller number of other visitors from Auckland and further afield.

The park is used by young and old, and serves as a space for visitors to walk, for children to play, and for people to enjoy the beach. When asked what one thing they liked most about the park, visitors most frequently reported liking the beach / water, children's playgrounds, the open space, and the views.

Approximately half of all visitors (52%) used the park at least once a week over the last 12 months, indicating that for many visitors, Orewa Reserve plays an important role in their day-to-day lives. The vast majority (81%) of visitors drive to get to the park, with the remainder walking.

The level of overall satisfaction with the park is high, with 94 per cent of visitors reporting that they are somewhat or very satisfied with the park. Most visitors (90%) also rate the park as being important to their sense of well-being.

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

- Preventing beach erosion
- Playground improvements – particularly increased barriers between playgrounds and the street
- Improved natural or artificial shade options within the park
- Improved paths and tracks – particularly access to the beach
- Improved seats and tables
- Toilet improvements

## **Acknowledgements**

Many thanks to all park visitors who took the time to complete this survey. Thanks also to Ashley White, Sinead Brimacombe, and Sophie Dobson who performed the surveying for this project, and Ashley White 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 Orewa Reserve 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

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

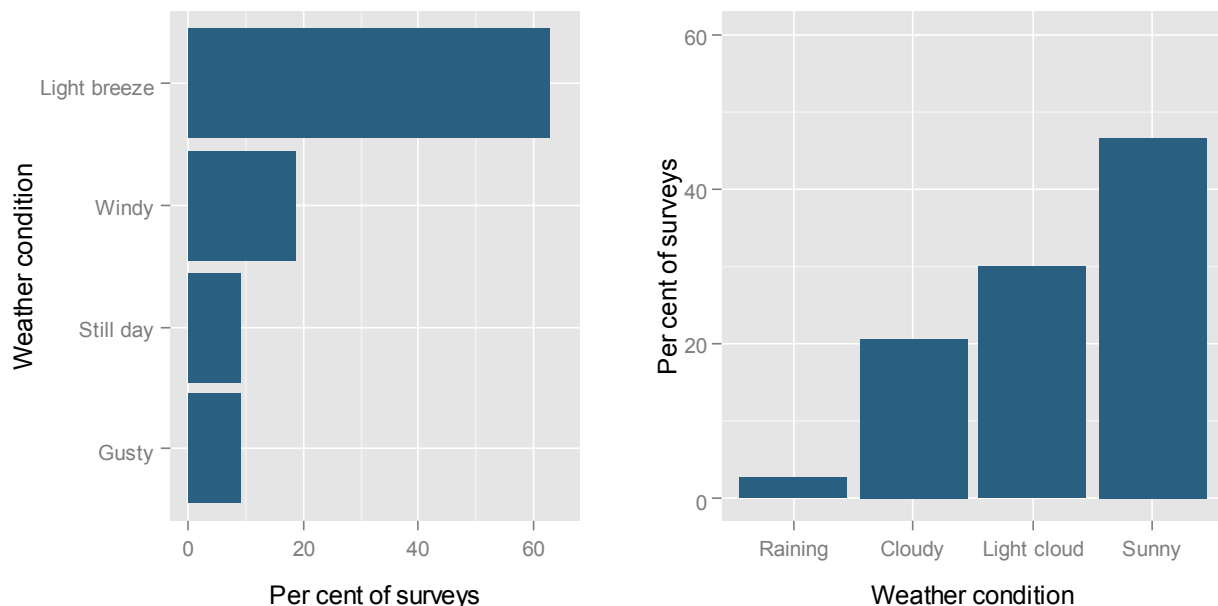
Additional summaries comparing frequent with infrequent park users, and male with female visitors are provided in Appendix B and Appendix C, respectively.

## 2.0 How surveying was conducted

An intercept survey of 302 Orewa Reserve visitors was conducted in autumn 2015, between 16 April and 22 May.

Surveying was conducted on Tuesday-Sunday over a six week period, providing a balance between weekend and weekday use<sup>1</sup>. 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 very poor weather. Figure 1 shows the weather conditions under which surveys were collected.

Figure 1. Data collection weather conditions.



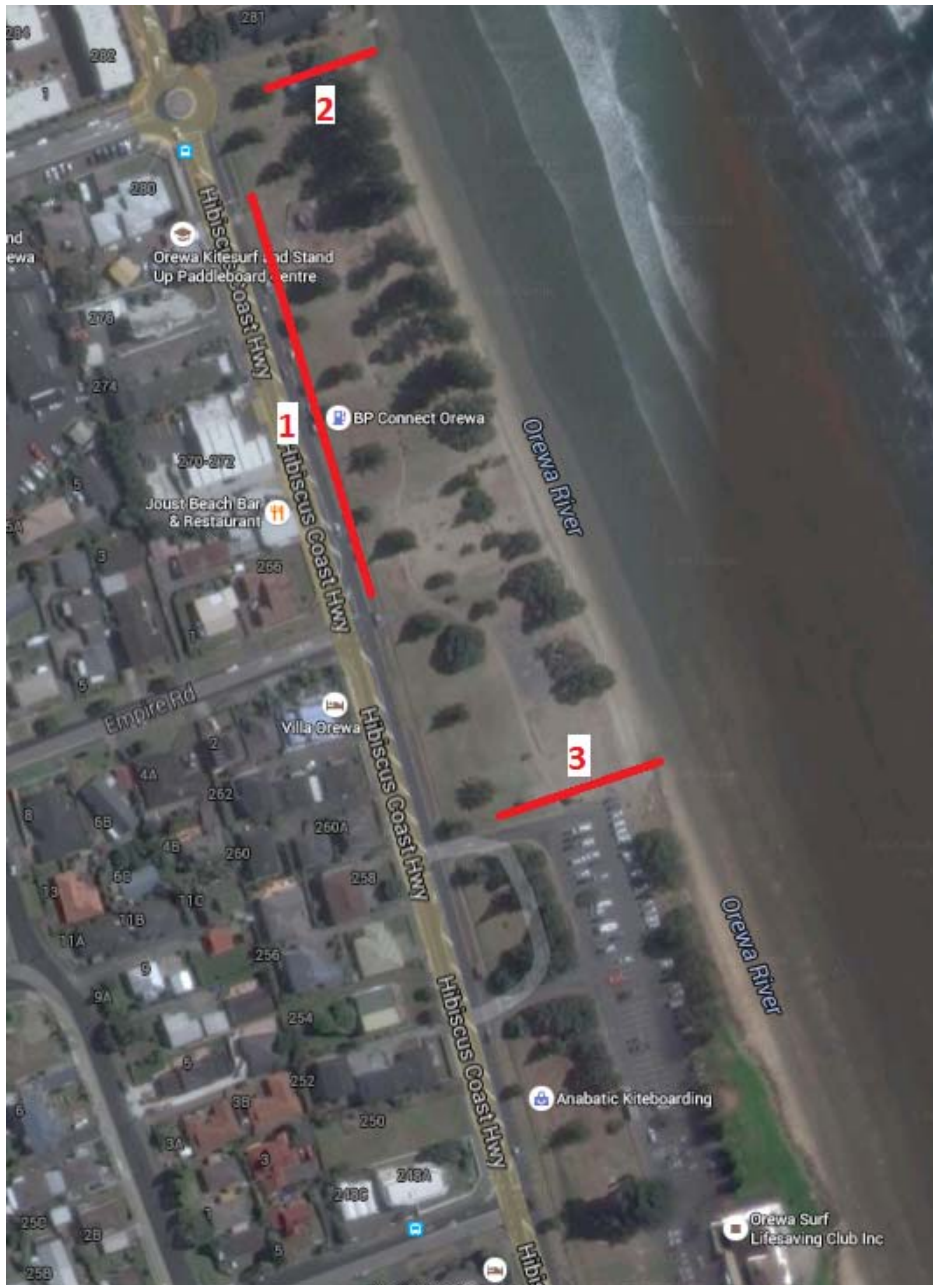
Surveying was scheduled so as to strike a balance between mornings, afternoons, week days and weekends. Where possible, all visitors at the survey locations were asked if they would be willing to complete the survey (see Figure 2 for survey locations). Anecdotal reports from the research assistants indicated that some groups may have been slightly less likely to agree to complete the survey: runners, cyclists, parents/caregivers who were actively supervising young children, people just passing through, and in some cases, elderly visitors who did not have their glasses and / or could not hear well.

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.

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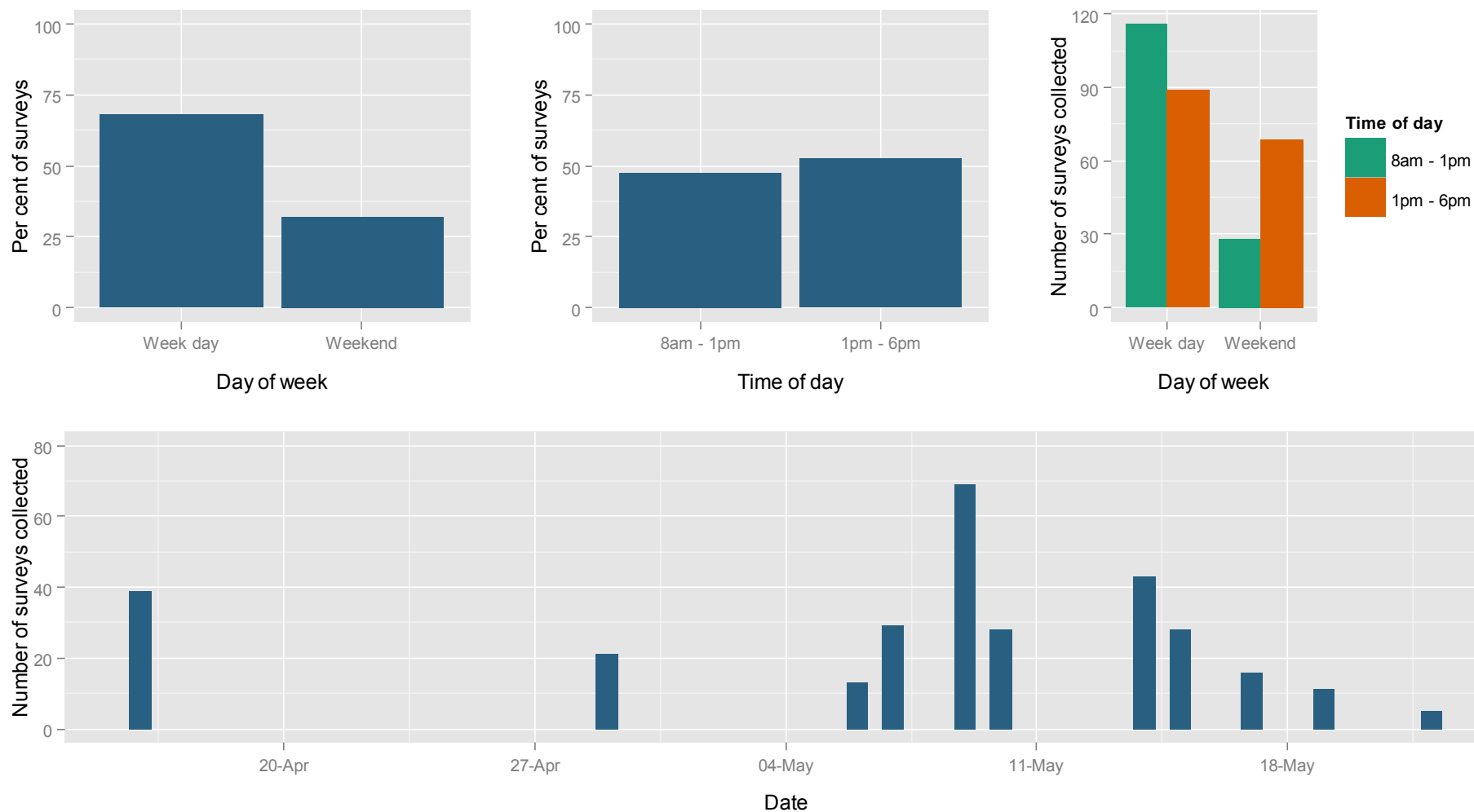
<sup>1</sup> Note, because surveying was not conducted on Mondays, the survey results will not have captured any unique park use that occurred on these days.

Figure 2. Data collection locations.



*Note.* Surveying was conducted at three broad locations in the park: at sites 1, 2 and 3 listed on the map above.

Figure 3. Data collection information.





### 3.0 Who is visiting the park?

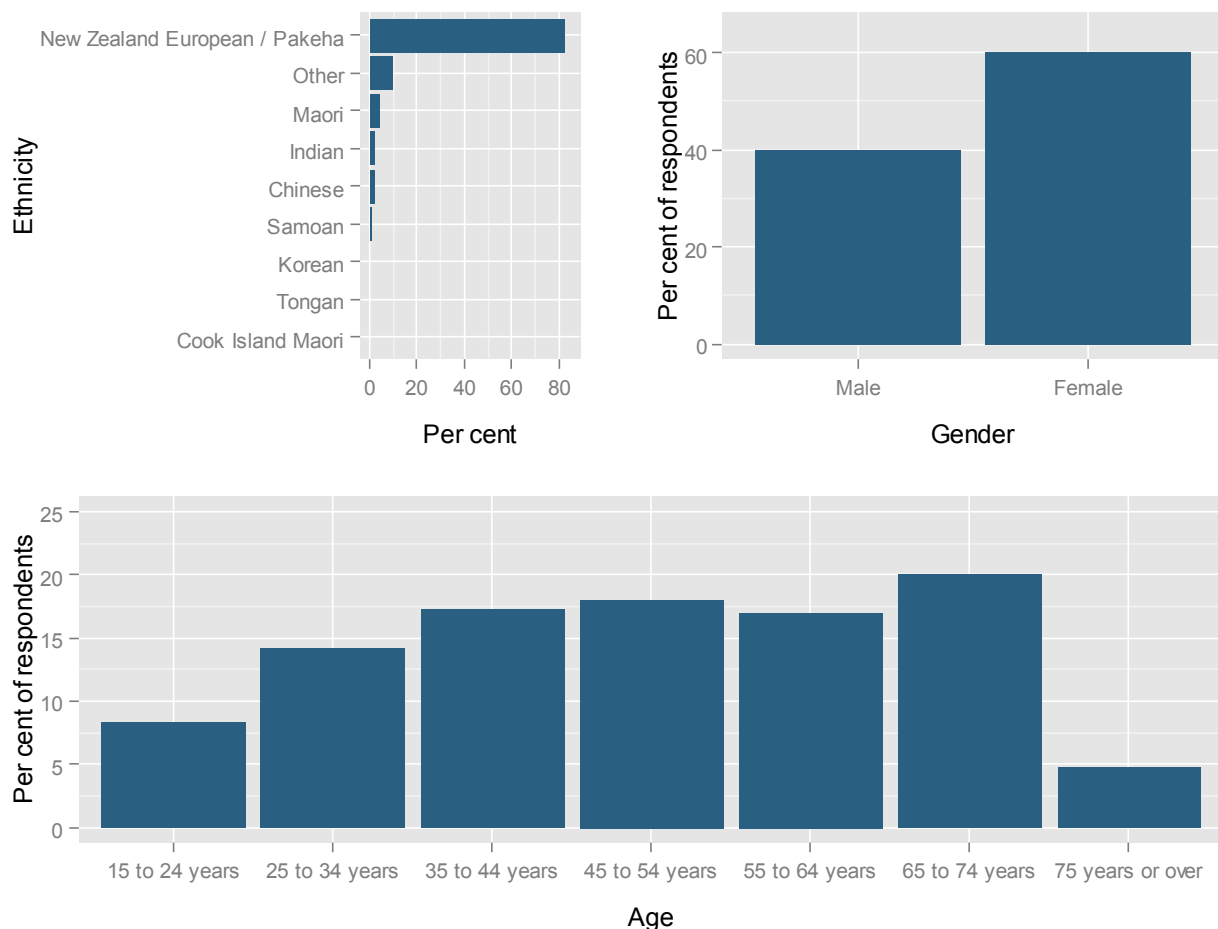
This section describes who is visiting the park and the nature of their visit.

#### 3.1 Visitor demographics

Visitors to the park reflected a wide range of ages. Compared to other parks surveyed in the same manner in 2015 (Western Springs, Panmure Basin and Parrs Park), Orewa Reserve had proportionately more older adults aged 55+ using the park. The breakdown of ages can be seen in Figure 4 (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 (82%), while the remainder identified with a range of ethnicities, including Māori (4%), Indian (2%), and Chinese (2%). Ten per cent of visitors identified with an 'other' ethnicity – most of whom reported an overseas nationality.

Slightly more women (60%) completed the survey than men (40%).

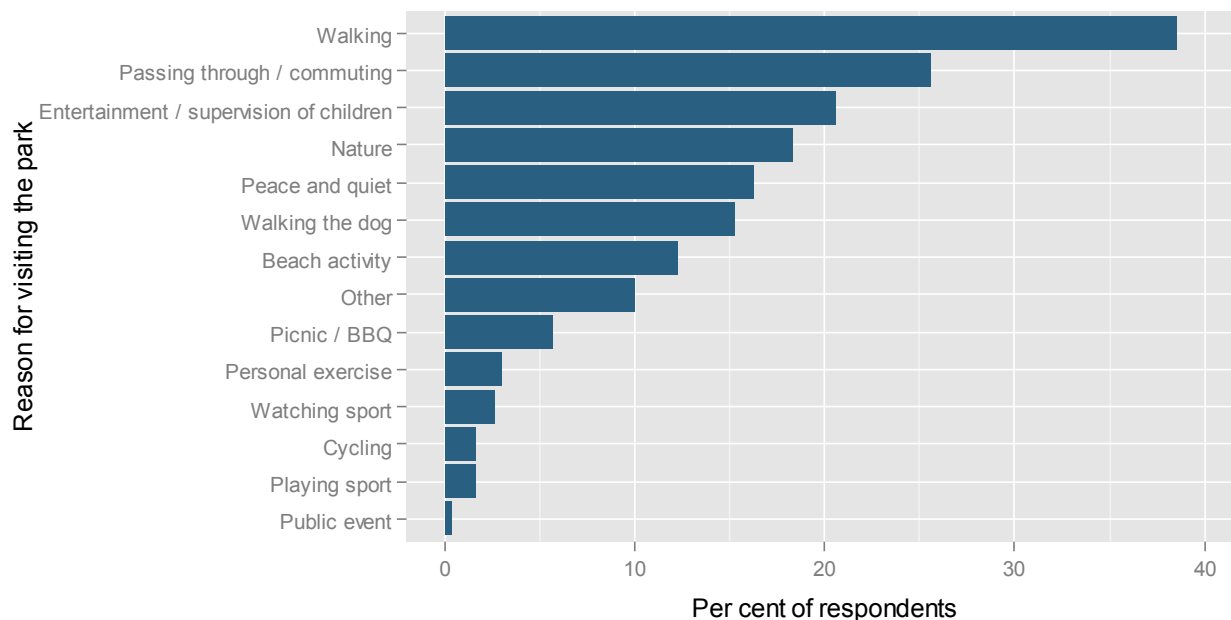
Figure 4. Visitor demographics.



### 3.2 Reason for visit

Visitors reported a range of reasons for using the park (Figure 5), such as walking (39%), passing through / commuting (26%), entertaining / supervising children (21%), nature (18%), Peace and quiet (16%), dog walking (15%), and beach activities (12%).

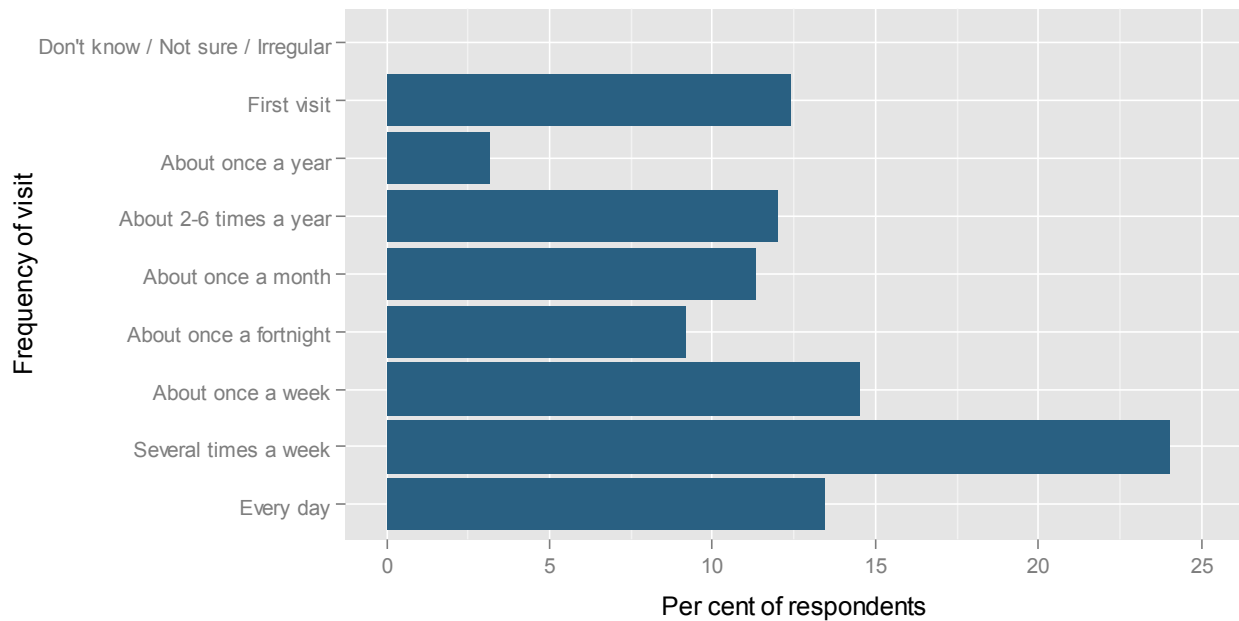
Figure 5. Reasons for visiting the park.



### 3.3 Frequency of park use

Survey respondents reported a range of visit frequencies (as seen in Figure 6). Over half of all respondents (52%) visited the park at least once a week over the last 12 months. The remaining visitors used the park occasionally throughout the year.

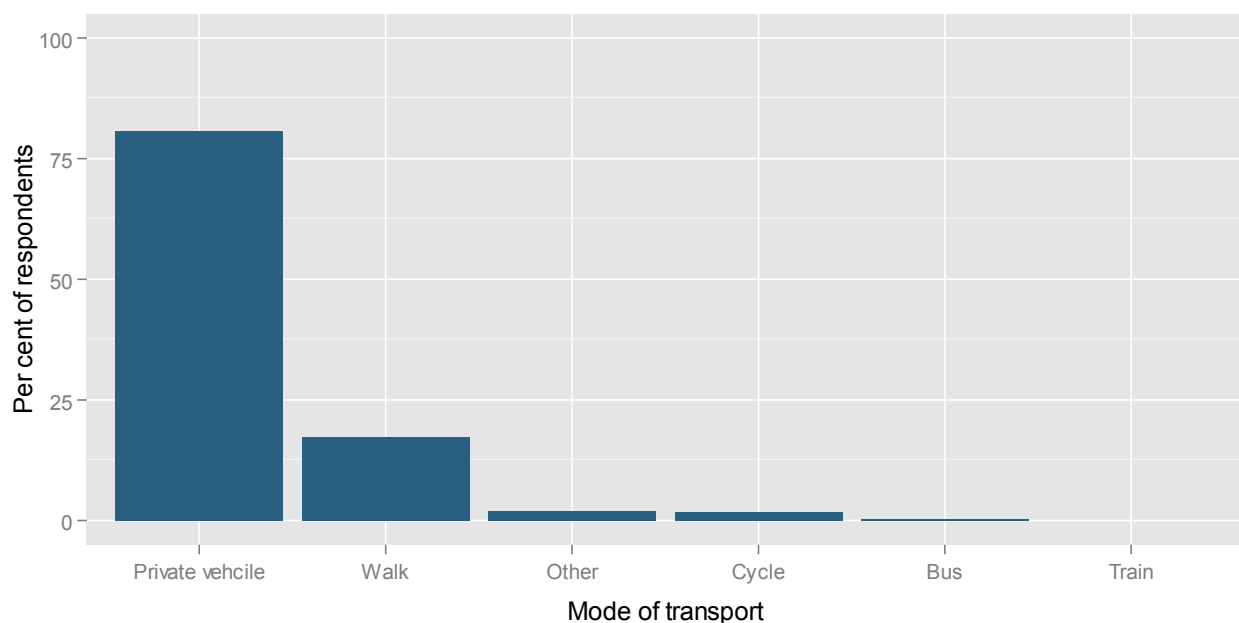
Figure 6. Frequency of park use.



### 3.4 Transport

The majority (81%) of visitors got to the park on the day of their visit by private vehicle, with the remainder walking (17%). A very small number of visitors cycled (2%). One person (<1%) reported using the bus to access the park on the day of their visit. A further 2 per cent reported some 'other' method of getting to the park.

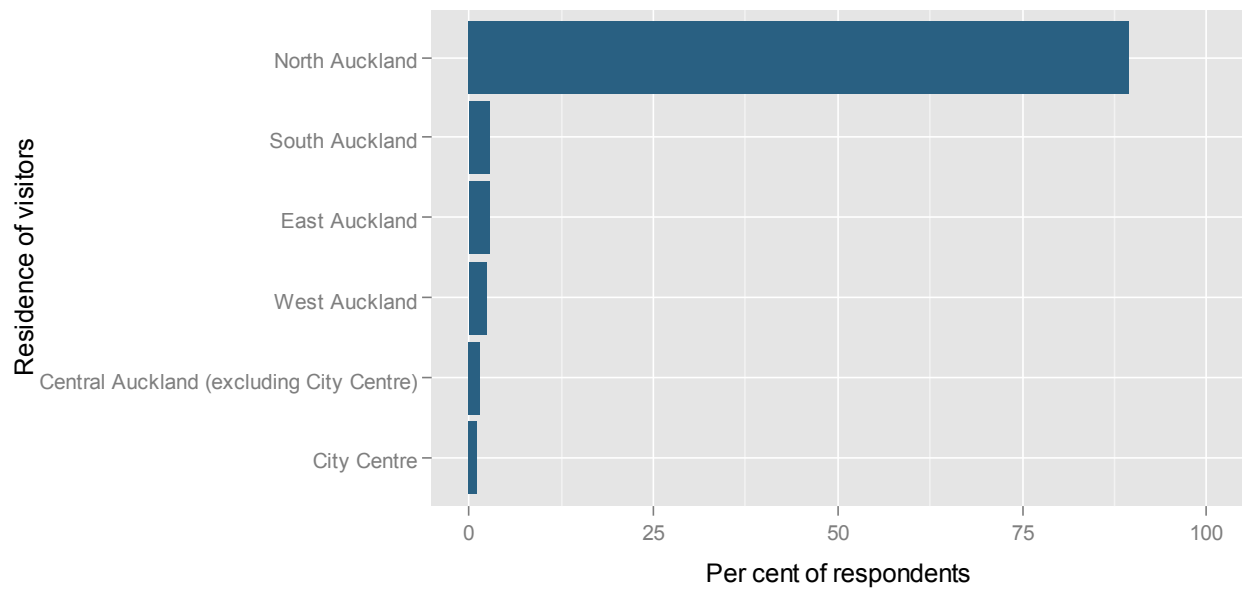
Figure 7. Mode of transport to the park.



The majority of visitors (89%) lived in Auckland, with a roughly even split of the remaining visitors visiting from either somewhere else in New Zealand (5%) or outside New Zealand (6%). Looking at

those who lived in Auckland shows that the parks visitors were primarily local, with most coming from north Auckland (89%), and the remainder coming from east Auckland (3%), south Auckland (3%), west Auckland (2%), central Auckland (excluding the city centre; 2%), and the city centre (1%).

Figure 8. Residence of visitors within Auckland.



## 4.0 How do visitors feel about the park?

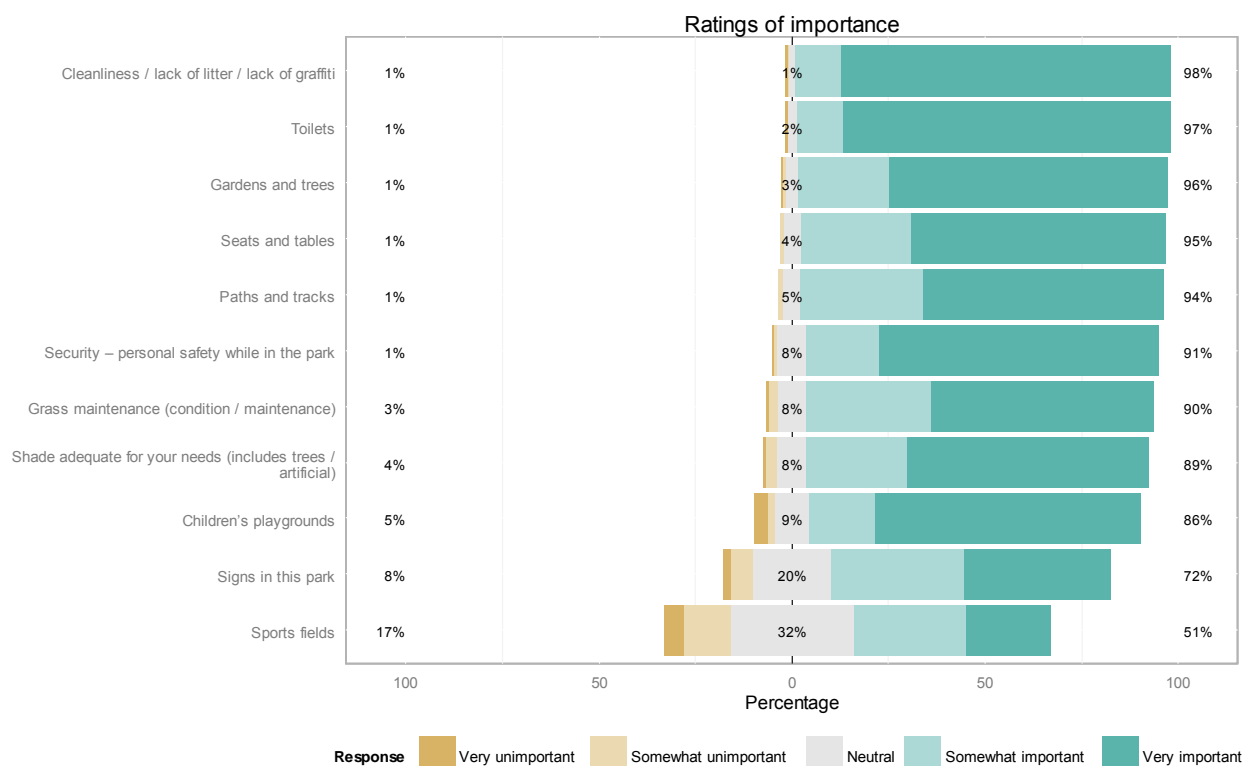
The following section covers how visitors feel about the park, including: the importance they place on different features of the park and how satisfied they are with those features, their overall satisfaction with the park, how important the park is for their well-being, and what they rate as their 'favourite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

### 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, specifically with regard to Orewa Reserve. 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 highly important: cleanliness (98%), toilets (97%), gardens and trees (96%), seats and tables (95%), paths and tracks (94%), security (91%), grass maintenance (90%), and shade (89%). Sports fields (51%) and signs (72%) were seen as least important (note, there were no sports fields in the area of the reserve where surveying was conducted, so responses to this item should be interpreted with caution).

Figure 9. Ratings of importance.





Visitors were most satisfied with the gardens and trees in the park, with 88 per cent stating they were somewhat satisfied or very satisfied. The greatest level of active dissatisfaction was reported for toilets (16% dissatisfied), seats and tables (10%), and paths and tracks (10%).

Figure 10. Ratings of satisfaction.

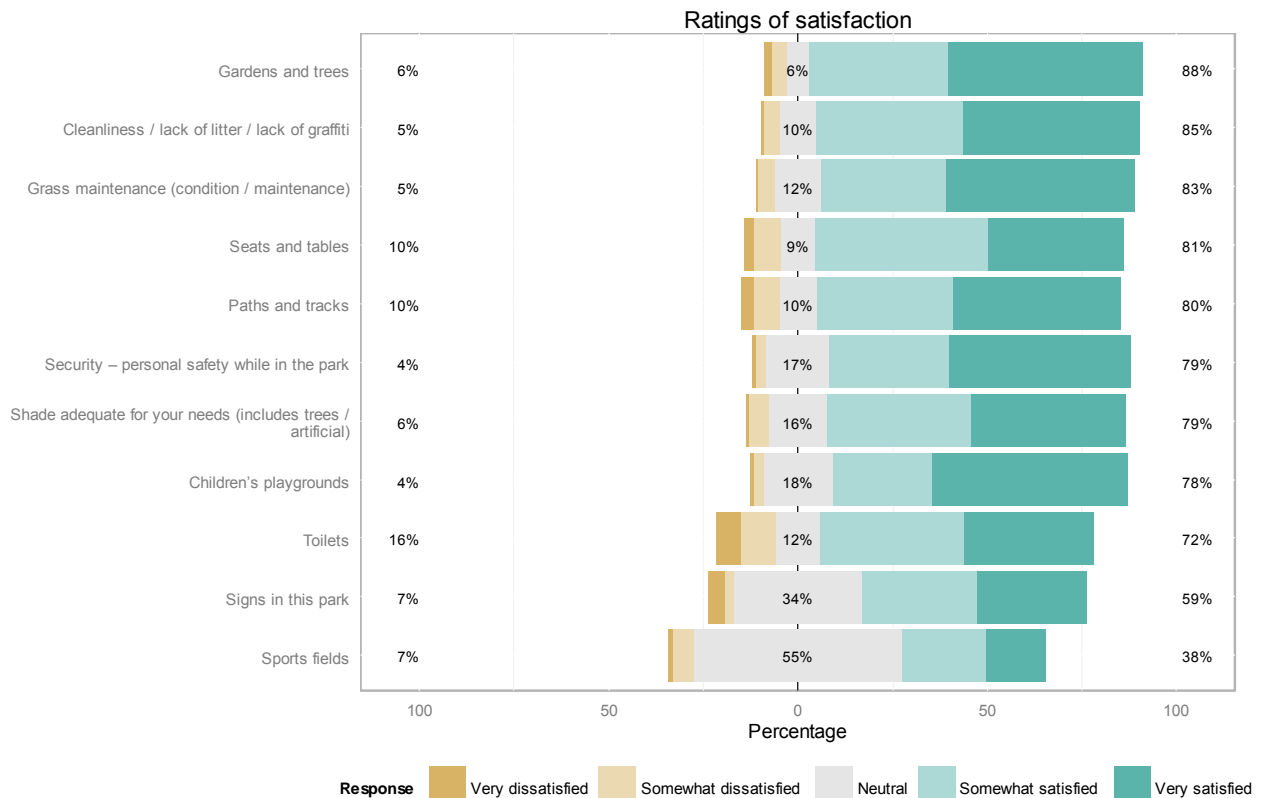
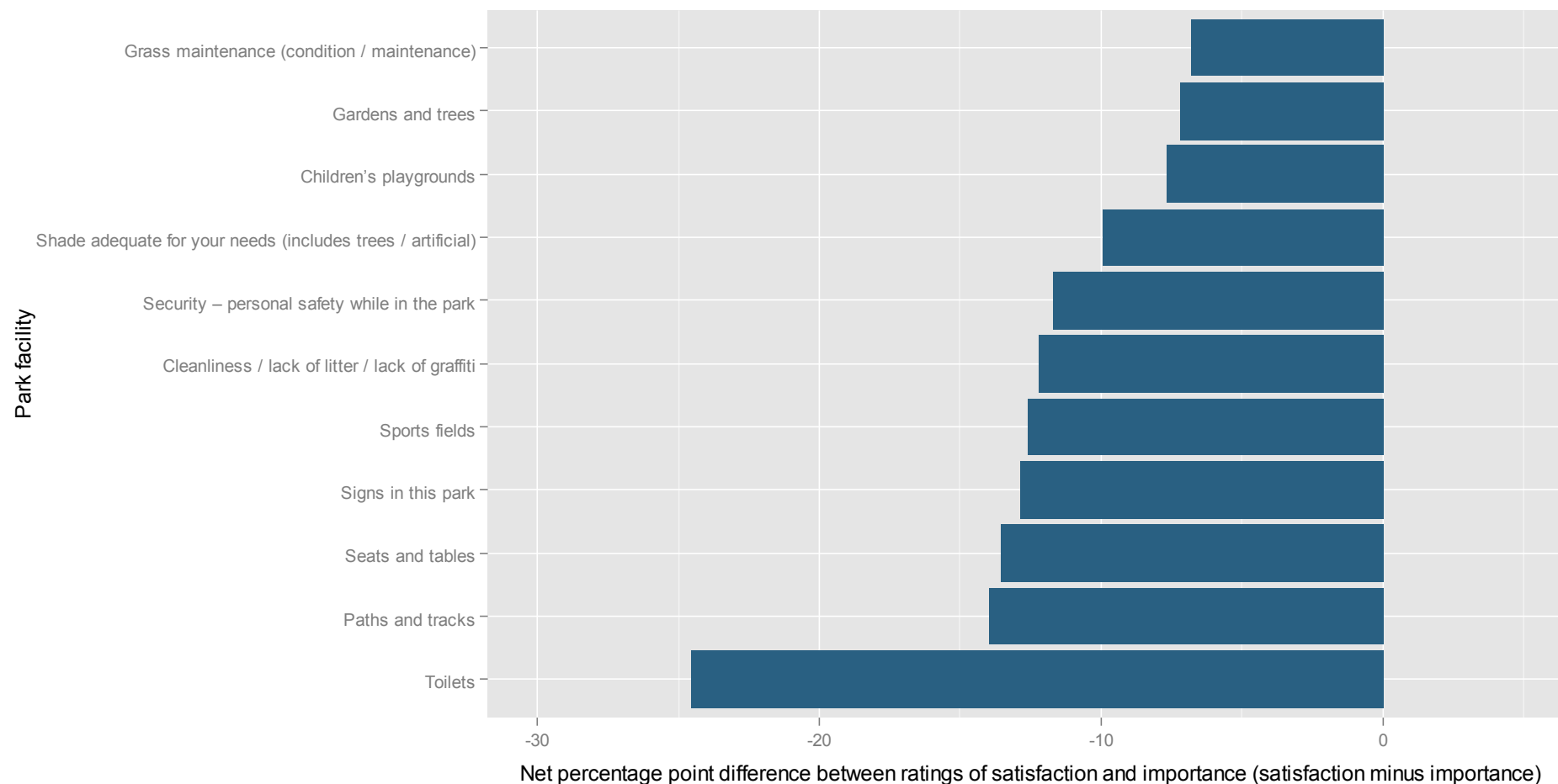


Figure 11 compares ratings of importance and satisfaction and therefore provides valuable insights into where the park is or is not meeting visitors' expectations. The greatest negative discrepancy between satisfaction and importance is seen for toilets, with a -25 point discrepancy between those who rated toilets as somewhat or very important and those who were somewhat or very satisfied with the toilets in the park. A negative discrepancy was found for all remaining facilities. In line with the levels of active dissatisfaction seen in Figure 10, the second and third-greatest overall discrepancies were seen for paths and tracks, and seats and tables (both with -14% discrepancies).

These negative 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.

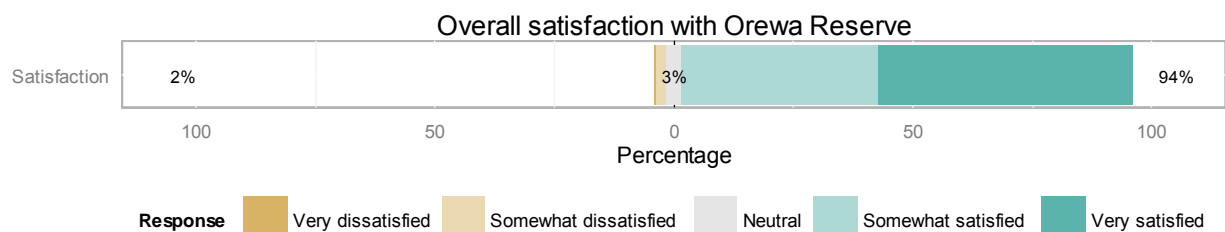


*Note.* Values are calculated by subtracting the percentage of visitors rating a given park facility as 'somewhat important' or 'very important' from the percentage stating they were 'somewhat satisfied' or 'very satisfied' with the same facility. Positive scores thus indicate that the park facility 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 94 per cent stating they were somewhat or very satisfied with the park overall. Only 2 per cent of visitors were somewhat or very dissatisfied with the park overall.

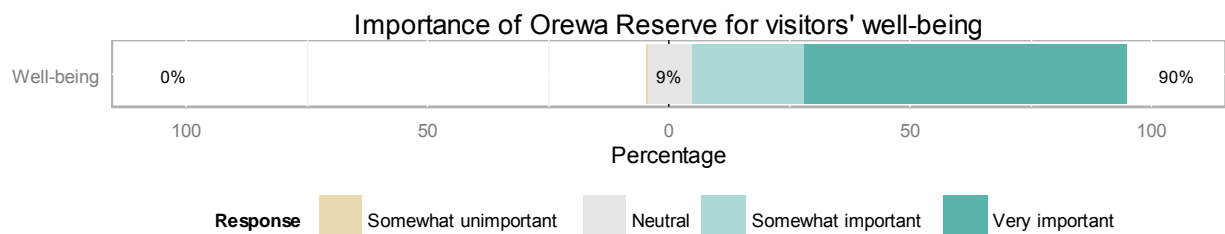
Figure 12. Overall satisfaction with the park.



## 4.3 Impact on well-being

Visitors were asked how important the park was to their sense of well-being. The majority (90%) rated it as somewhat or very important, with the remainder responding neutrally (9%). Less than one per cent of visitors stated that it was not important.

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

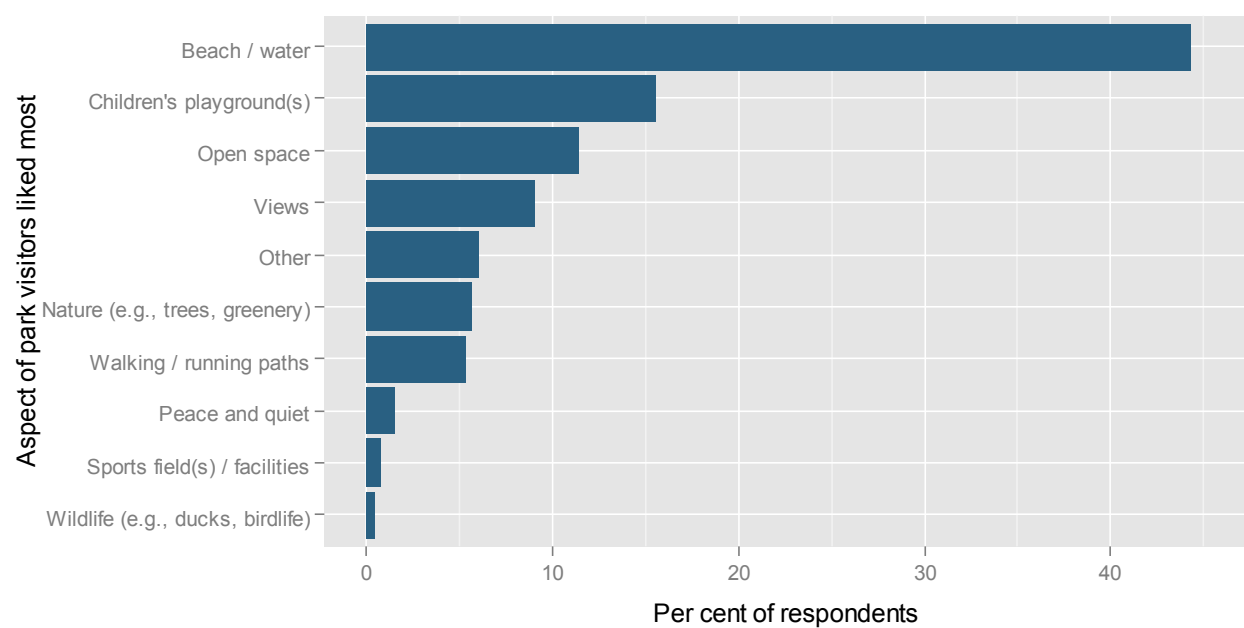


## 4.4 What do visitors like most about the park?

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

The most liked aspect of the park was the beach / water, with 44 per cent of respondents selecting this option. The children's playgrounds (16%), open spaces (11%), and views (9%) were also mentioned by a reasonable number of visitors.

Figure 14. Most-liked aspects of the park.



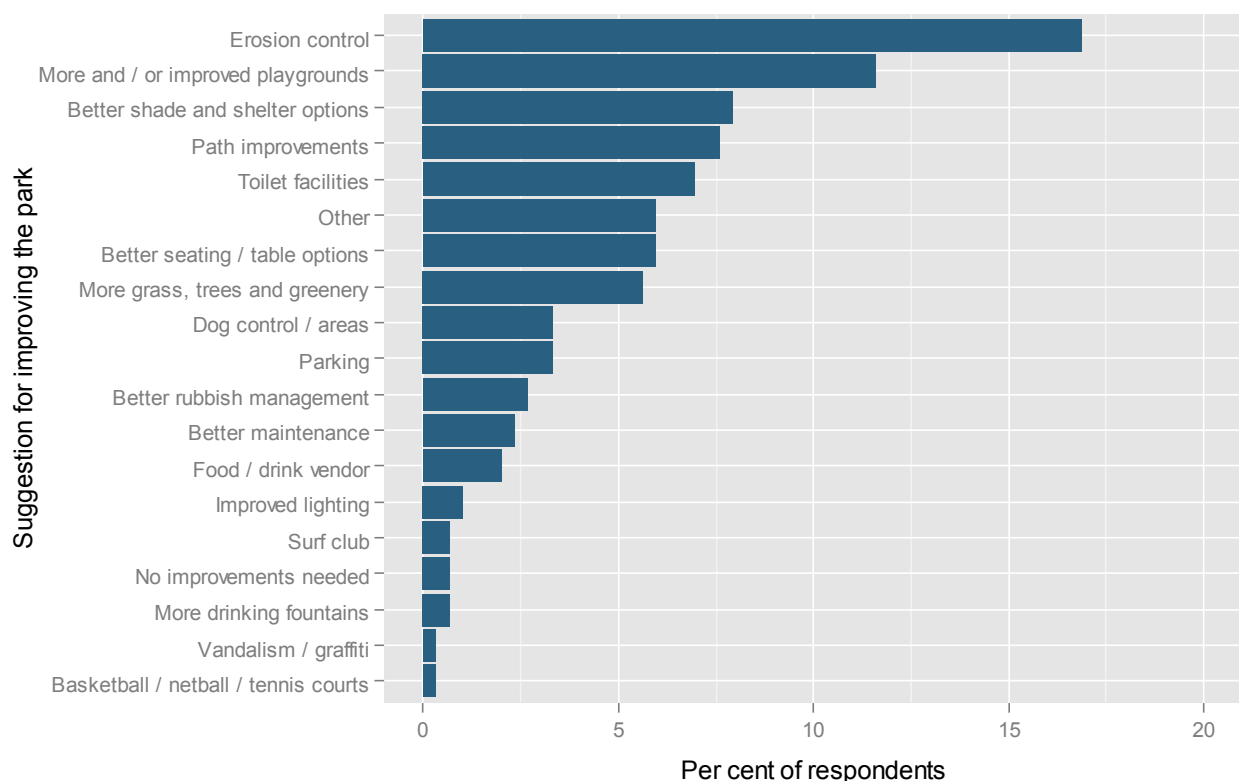
## 5.0 How can the park be improved?

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 15.

Figure 15. Visitors' suggestions for improvement.



The most common suggestion related to better preventing erosion on the beachfront, with 17 per cent of visitors mentioning their concern about this issue.

*Some sort of breakwater or rocks to stop the beach being eroded at high tide*

*Foreshore - retaining it properly*

*Improve coastal erosion provisions ASAP*

*Better grass and erosion management by the beach*

Issues related to the playgrounds in the park area were also mentioned by 12 per cent of visitors. There were a range of comments related to playgrounds. Approximately one-third of the visitors



who made playground-related comments mentioned the need for better barriers between the younger children's playground and the road. Other suggestions included generally improving the size and options of the playground areas, as well as improved shade and seating.

*Improve playground for smaller children and fenced from street*

*Get area fenced - playground as by road and busy, some people don't come here because of that*

*Shade sail on children's playground*

*More play equipment*

*Shade sail, playground fence*

*More picnic tables/ chairs/ shade near playground*

In line with some of the playground-related comments noted above, 8 per cent of visitors suggested improving the shade and shelter options within the park, often in relation to seating and table options.

*More shade - ok but in full summer sun, not*

*More table area & shade*

*Having rain shelter, BBQ's for families, covers for picnic tables*

*More trees - heat in summer*

*Shelter - from rain etc.*

Path improvements were also mentioned by 8 per cent of visitors. Path-related comments included easier access to the beach, as well as improvements to the walking track along the beach front.

*Access onto beach by carpark*

*Easier access to beachfront - stairs*

*Better walking track/ boardwalk - high tide - seem to be getting higher*

Toilets were mentioned by 7 per cent of visitors, with roughly half commenting on the unpleasant state of the existing toilets and suggesting upgrade or improved maintenance, and the other half suggesting the need for additional toilet facilities.

*New Toilets. In very bad condition*

*Toilets - more cubicles*

*Toilets are shabby / skungy*

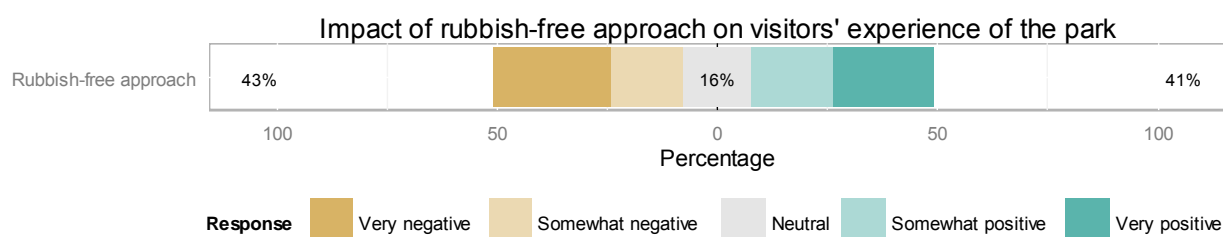
*Clean toilets*

## 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 (43%), neutral (16%) and positive (41%). Feedback from this and surveys in other parks is that many visitors thought such a system would not work, as others would not take their rubbish home.

Figure 16. 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:

- Preventing beach erosion
- Playground improvements – particularly increased barriers between playgrounds and the street
- Improved natural or artificial shade options within the park
- Improved paths and tracks – particularly access to the beach
- Improved seats and tables
- Toilet improvements

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.

## **7.0 Additional analyses by visit frequency and gender**

Further analyses have been conducted, comparing frequent and infrequent 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 Orewa Reserve visitor intercept survey

## Orewa Reserve 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
  - ☐ 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?

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

**And finally, a few questions about you...**

11. 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

12. What is your gender?

- ☐ Male
- ☐ Female

13. 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: \_\_\_\_\_)*

14. Where do you live?

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

15. 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?

- ☐ Spot 1
- ☐ Spot 2
- ☐ Spot 3

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 use 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 17. Visitor ethnicity and age, split by frequency of use.

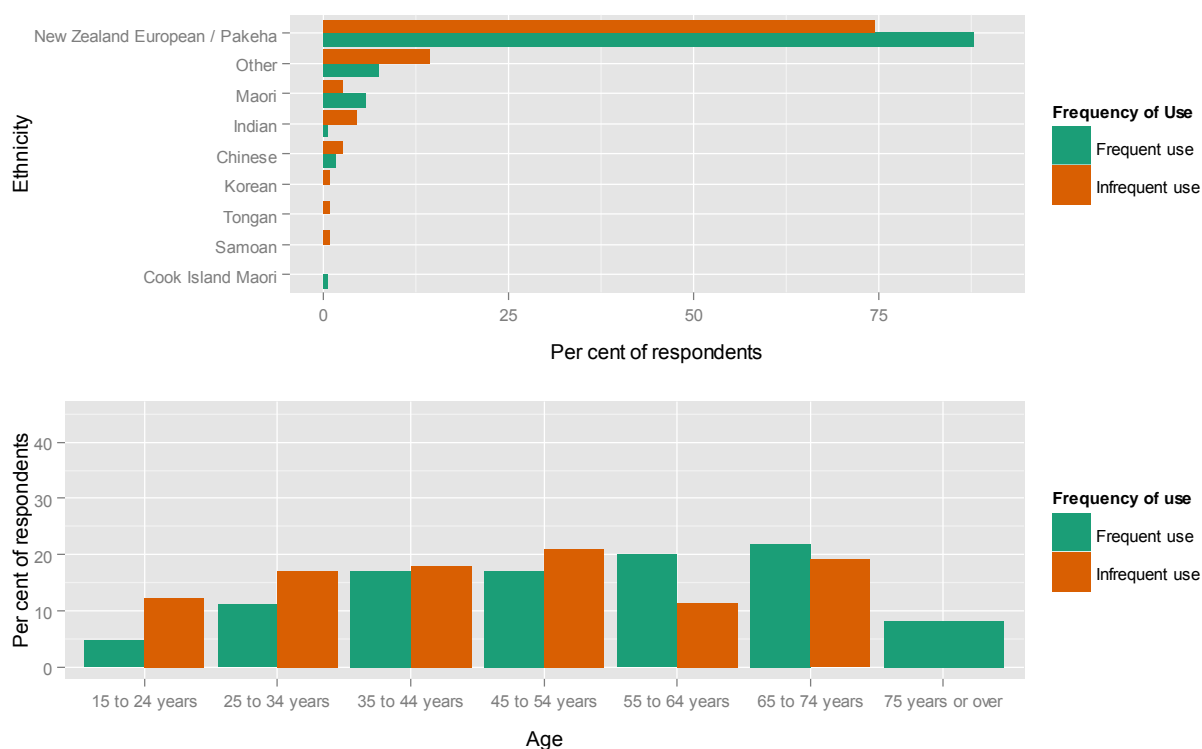
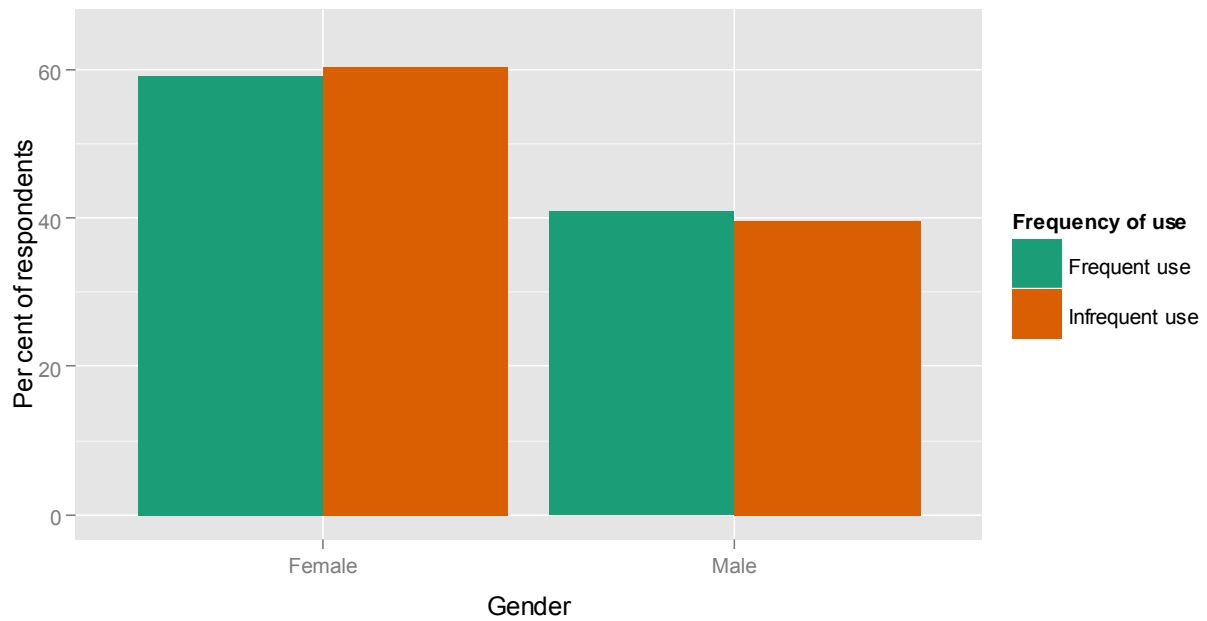
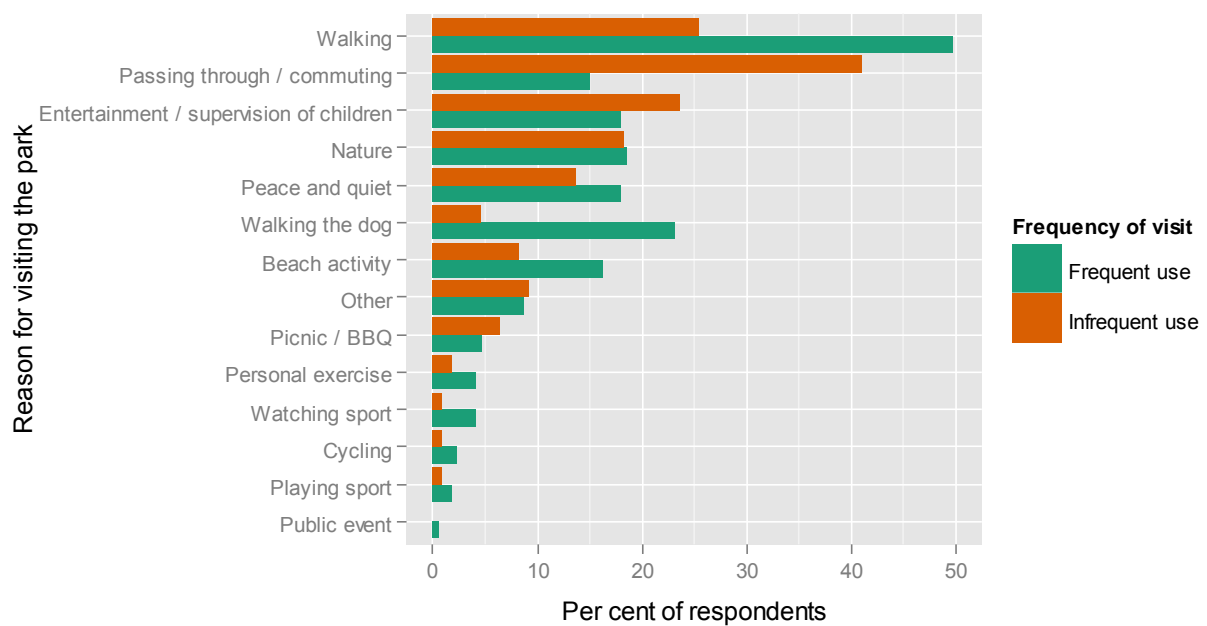


Figure 18. Visitor gender, split by frequency of use.



### Reason for visit

Figure 19. Reasons for visiting the park, split by frequency of use.



## Transport

Figure 20. Mode of transport to the park, split by frequency of use.

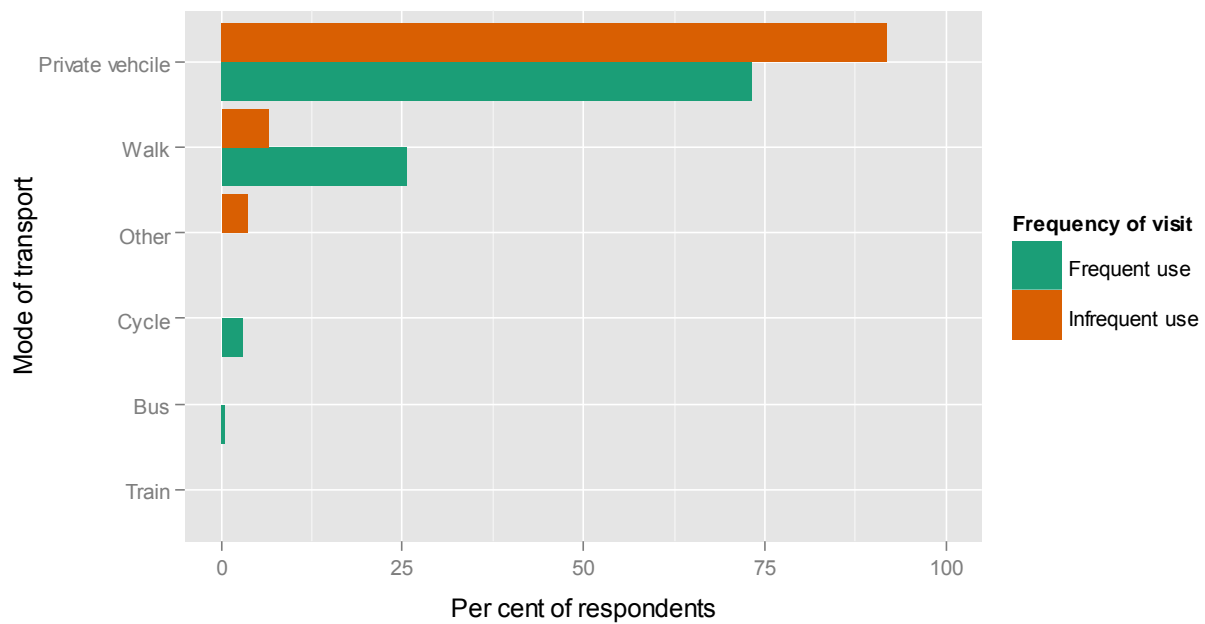
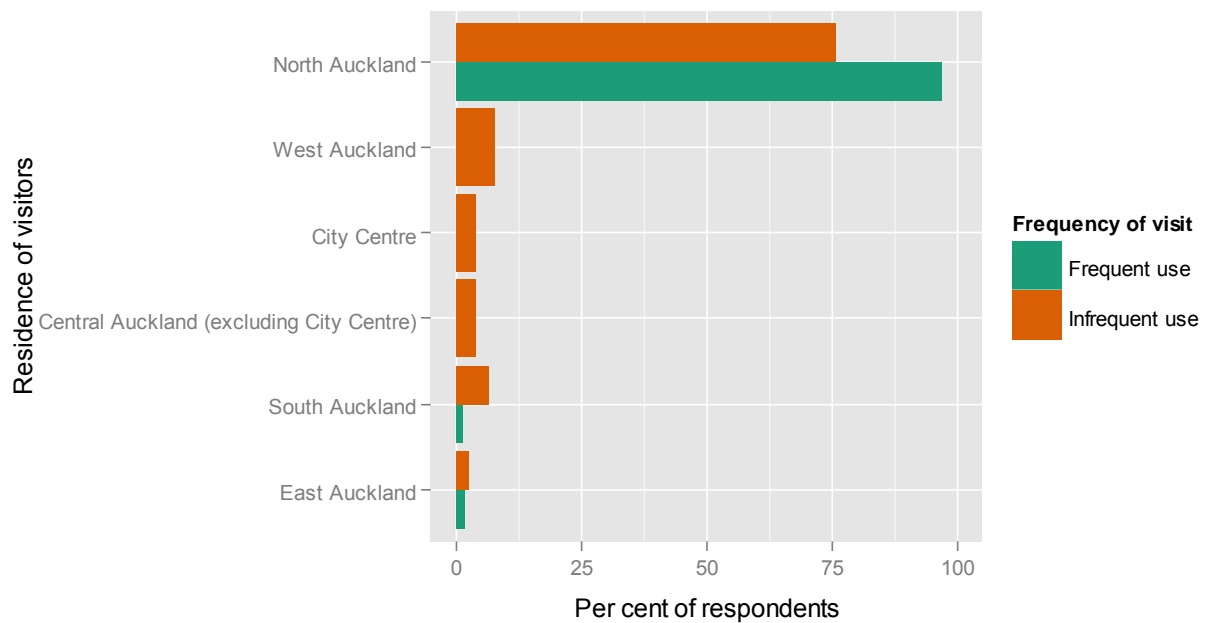


Figure 21. Residence of visitors within Auckland, split by frequency of use.

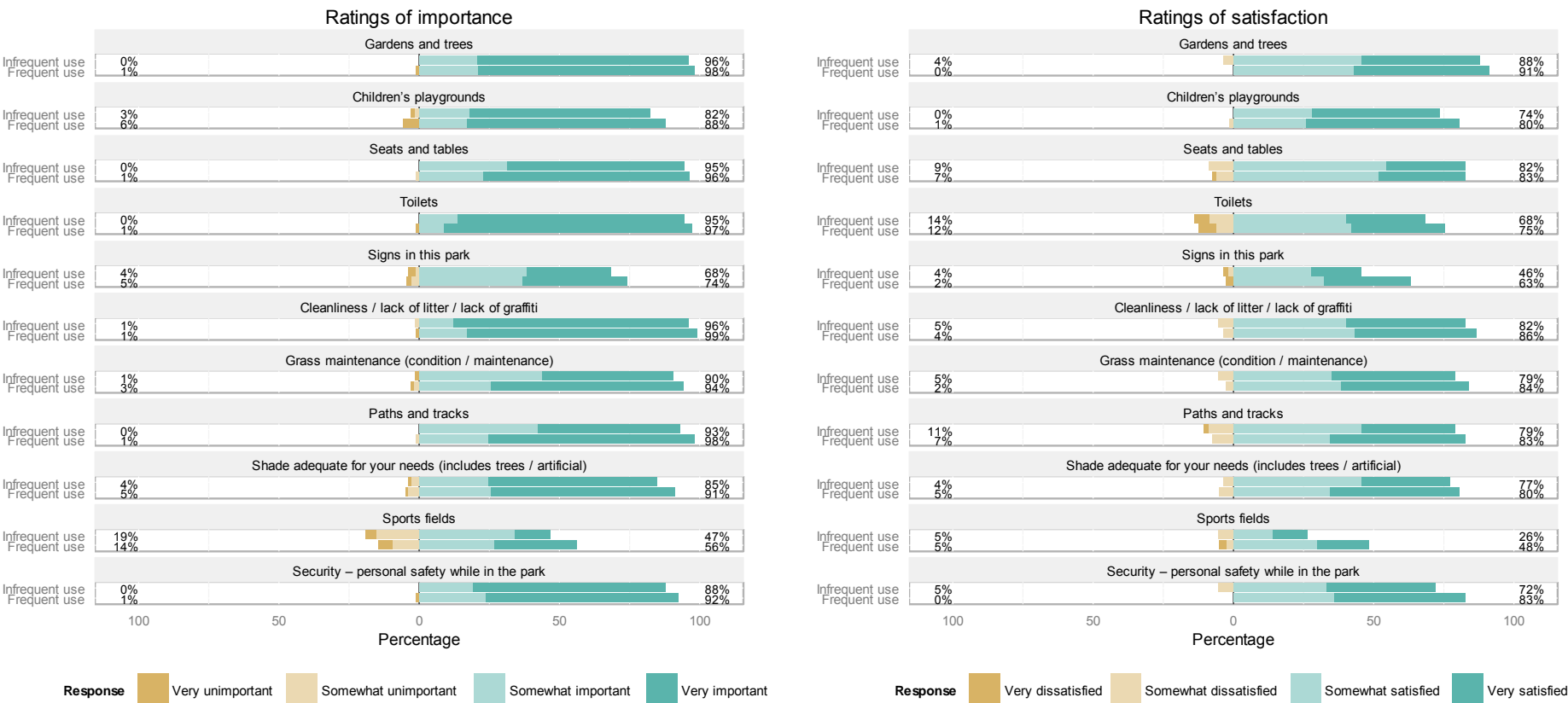




# How do visitors feel about the park?

## Importance of and satisfaction with park facilities

Figure 22. Comparison of importance and satisfaction ratings, split by frequency of use.



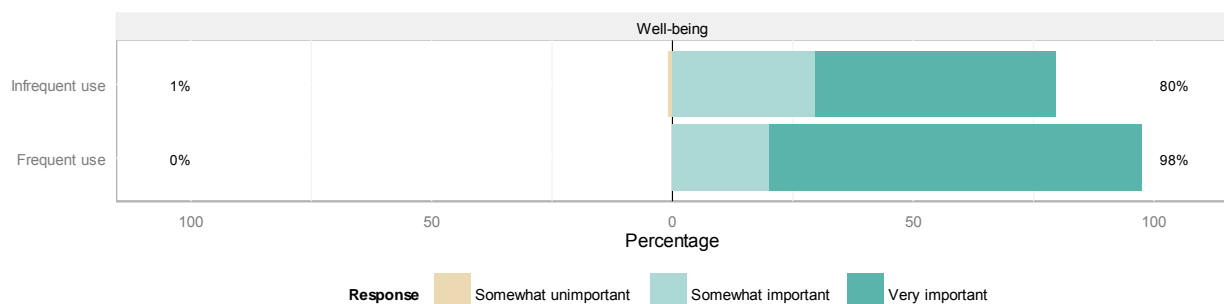
## Overall satisfaction

Figure 23. Overall satisfaction with the park, split by frequency of use.



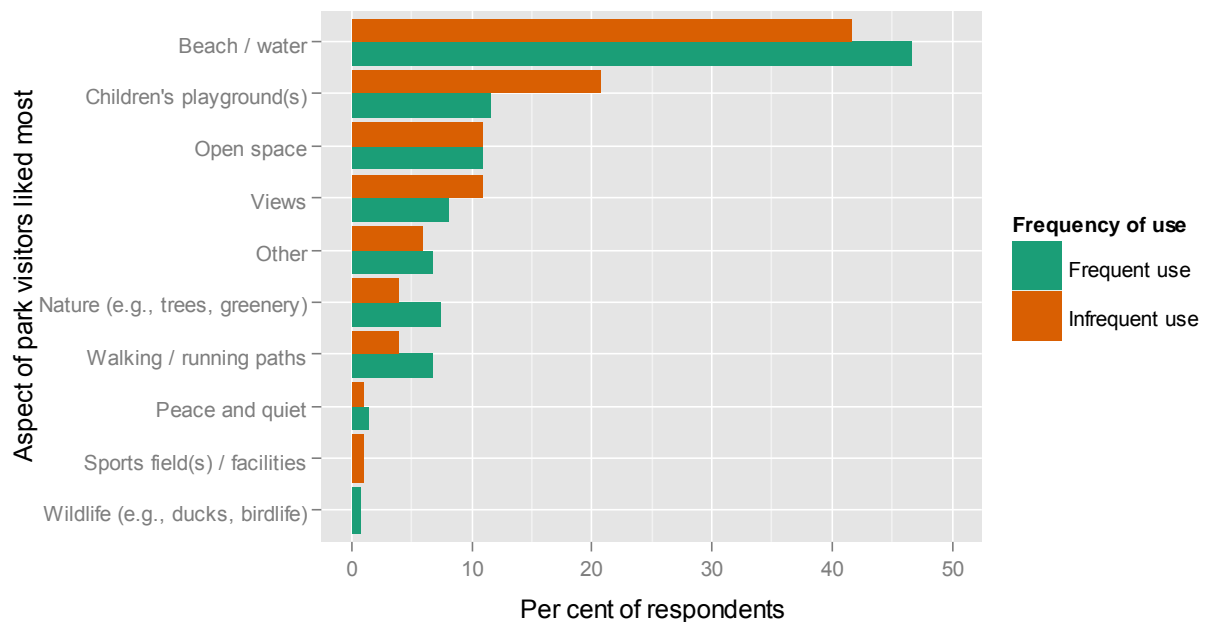
## Impact on well-being

Figure 24. Importance of the park for visitors' well-being, split by frequency of use.



## What do visitors like most about the park?

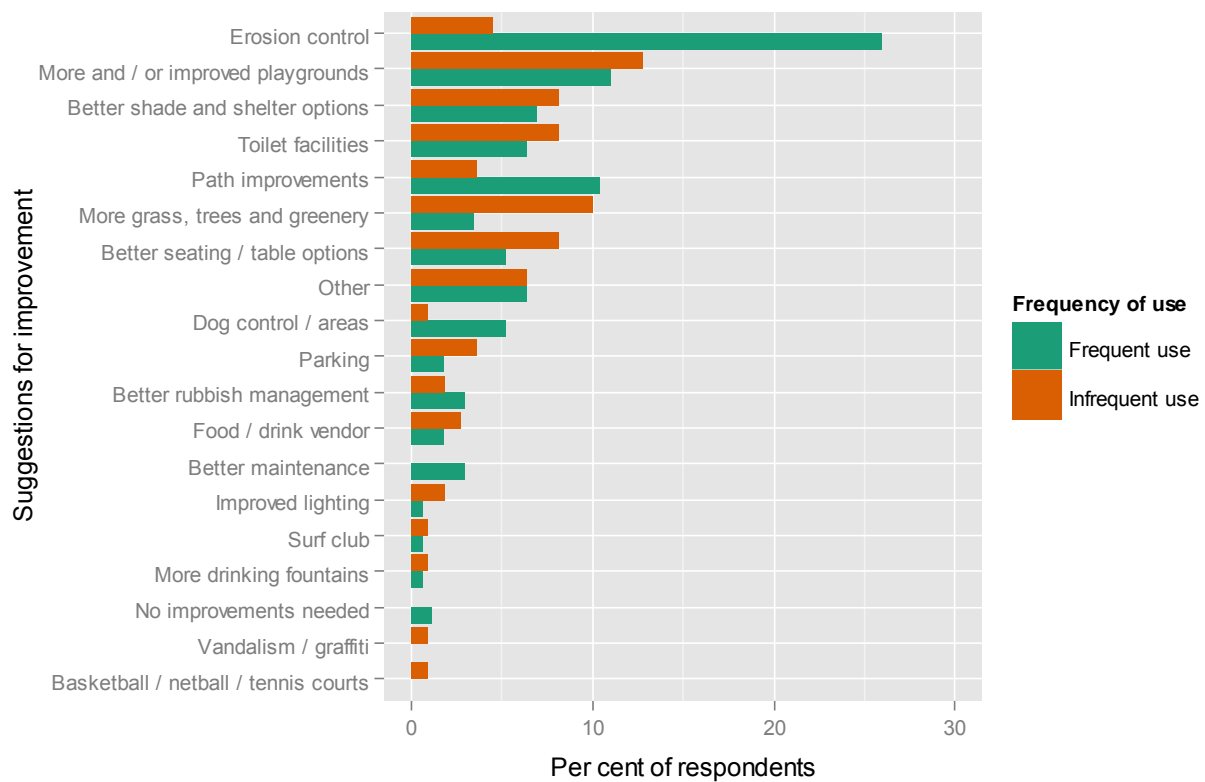
Figure 25. Most-liked aspects of the park, split by frequency of use.



# How can the park be improved?

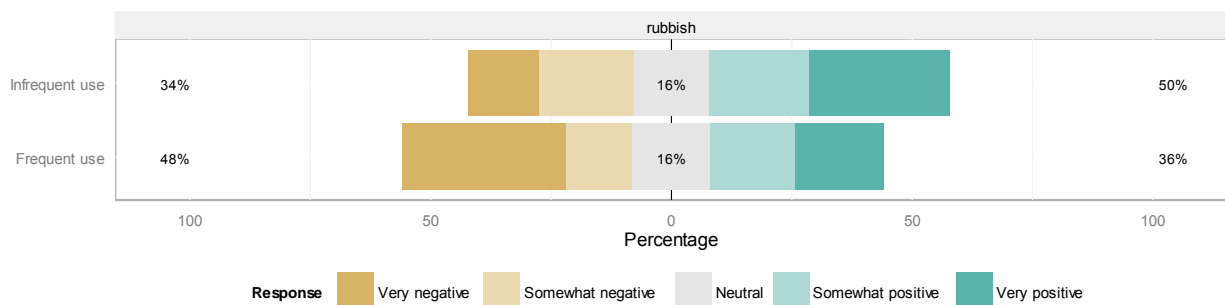
## Suggestions for improvement

Figure 26. Visitors' suggestions for improvement, split by frequency of use.



## Reactions towards adopting a rubbish-free approach

Figure 27. Impact of adopting a rubbish-free approach, split by frequency of use.



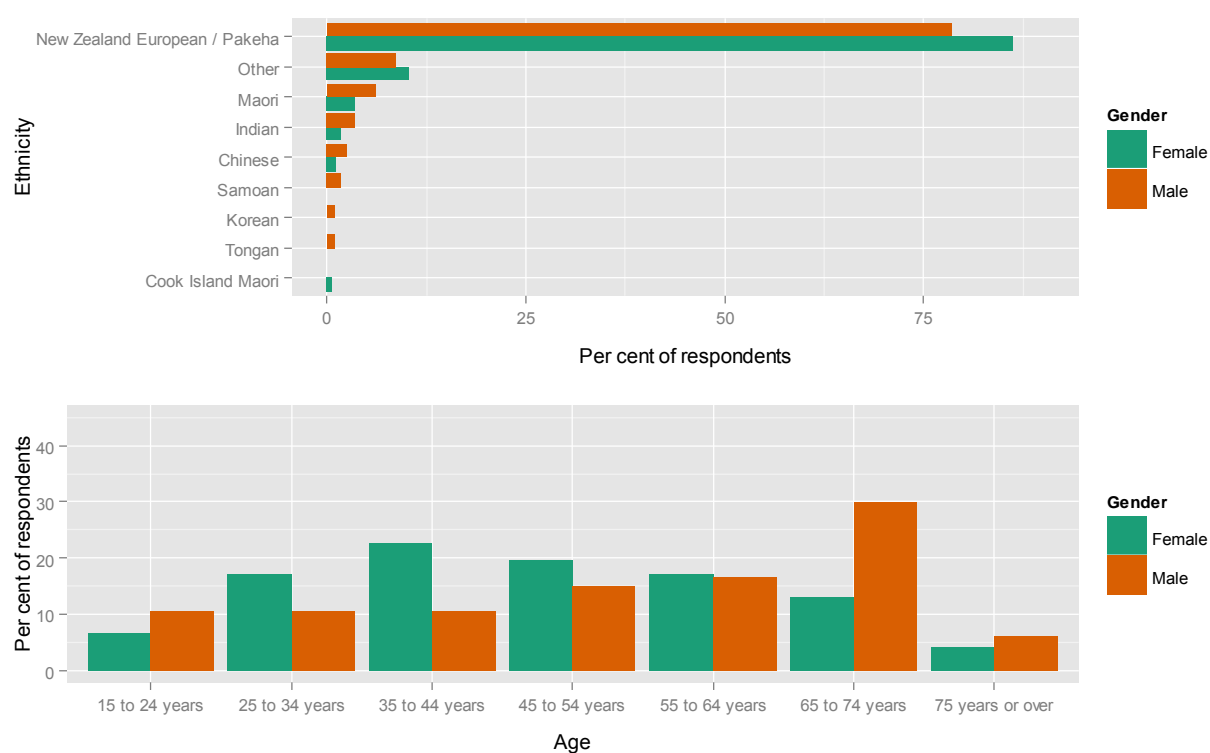
## Appendix C Differences between male and female visitors

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?

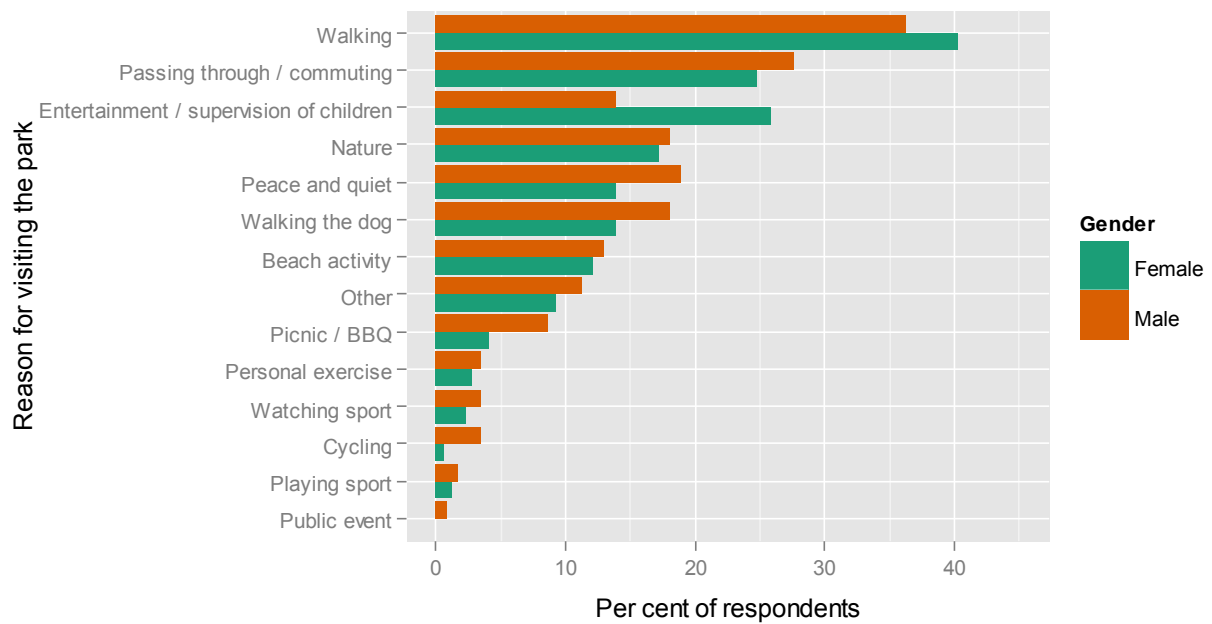
#### Visitor demographics

Figure 28. Visitor demographics, split by gender.



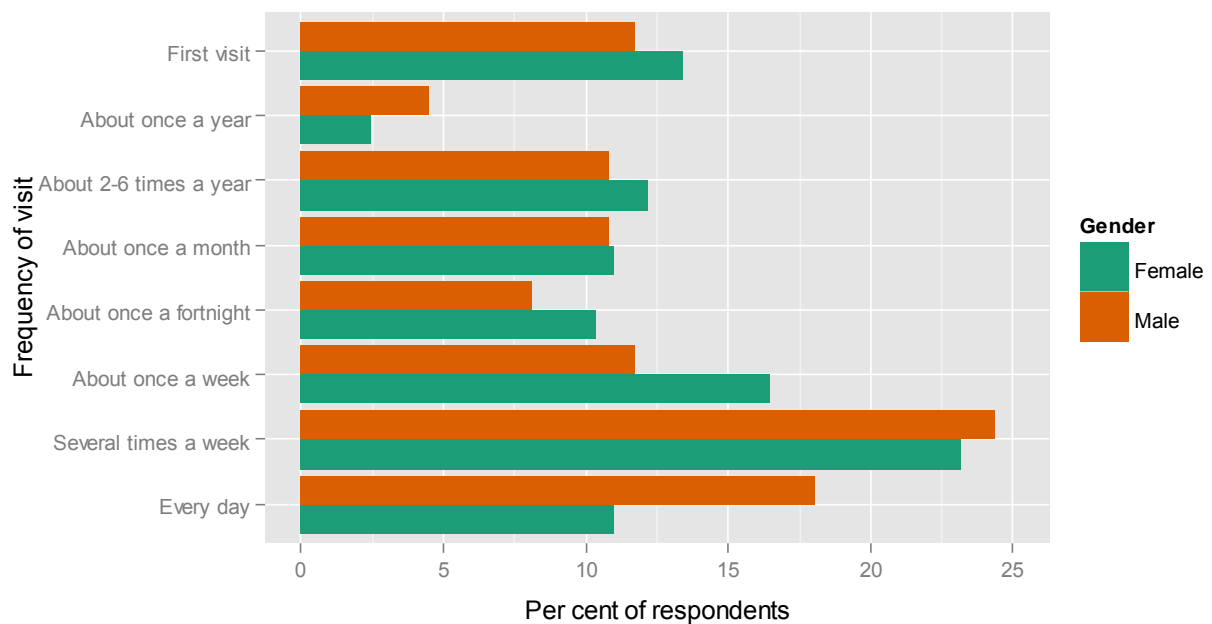
## Reason for visit

Figure 29. Reasons for visiting the park, split by gender.



## Frequency of park use

Figure 30. Frequency of park use, split by gender.



**Transport**

Figure 31. Mode of transport to the park, split by gender.

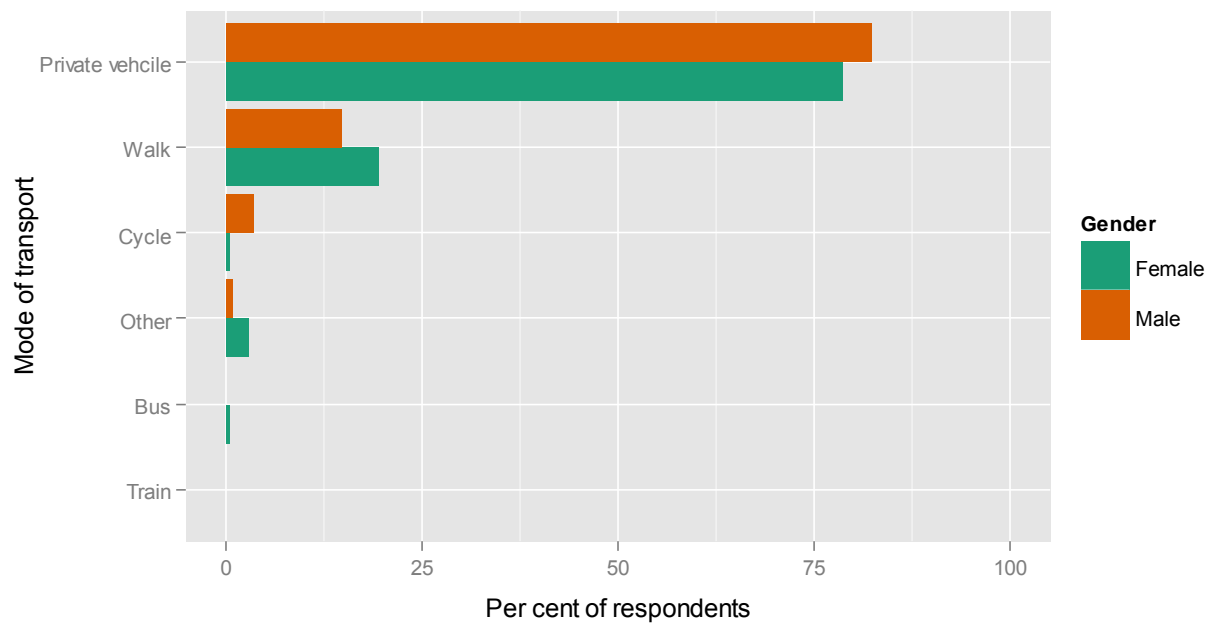
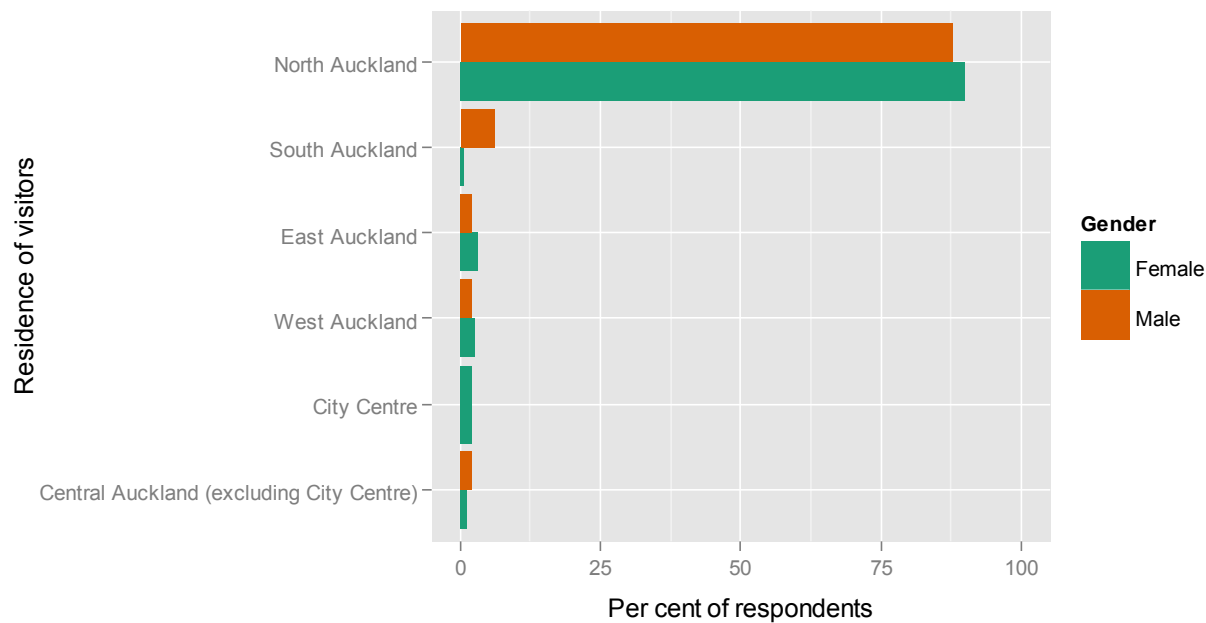


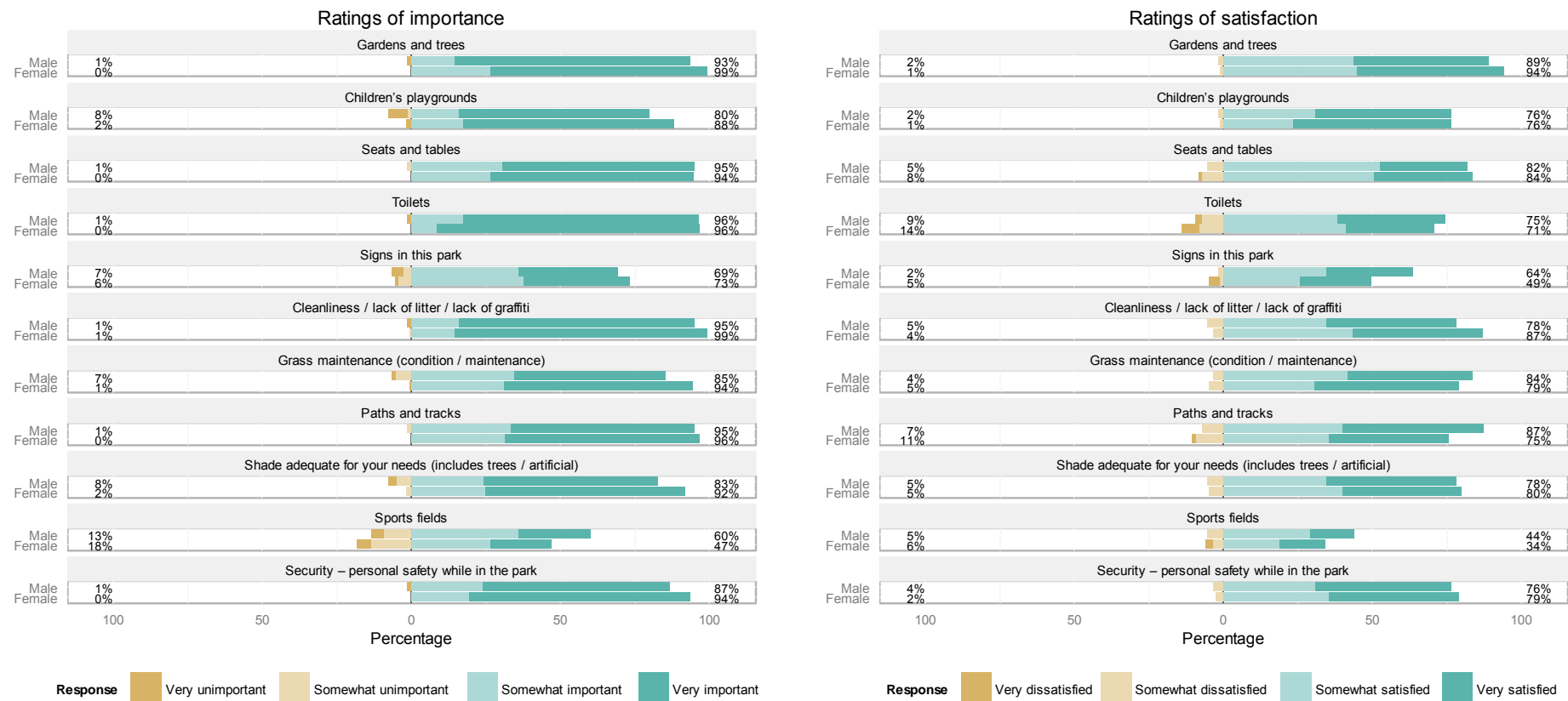
Figure 32. Residence of visitors within Auckland, split by gender.



# How do visitors feel about the park?

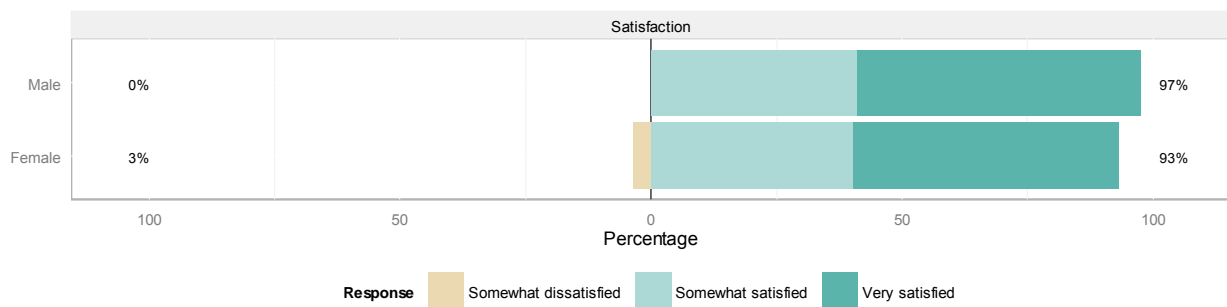
## Importance of and satisfaction with park facilities

Figure 33. Comparison of importance and satisfaction ratings, split by gender.



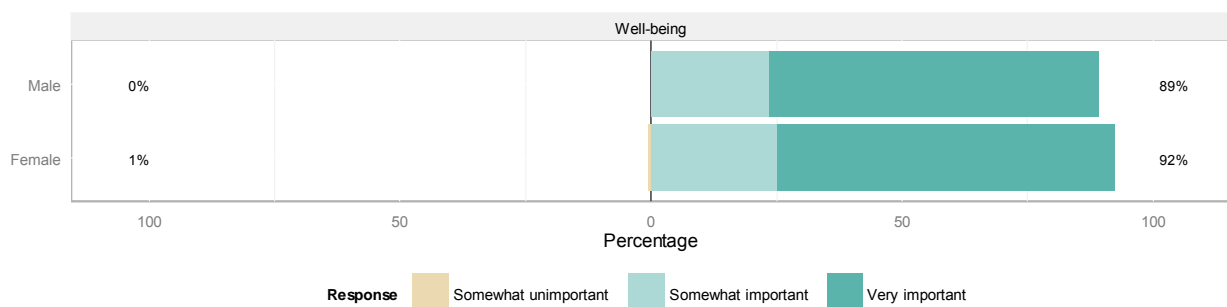
## Overall satisfaction

Figure 34. Overall satisfaction with the park, split by gender.



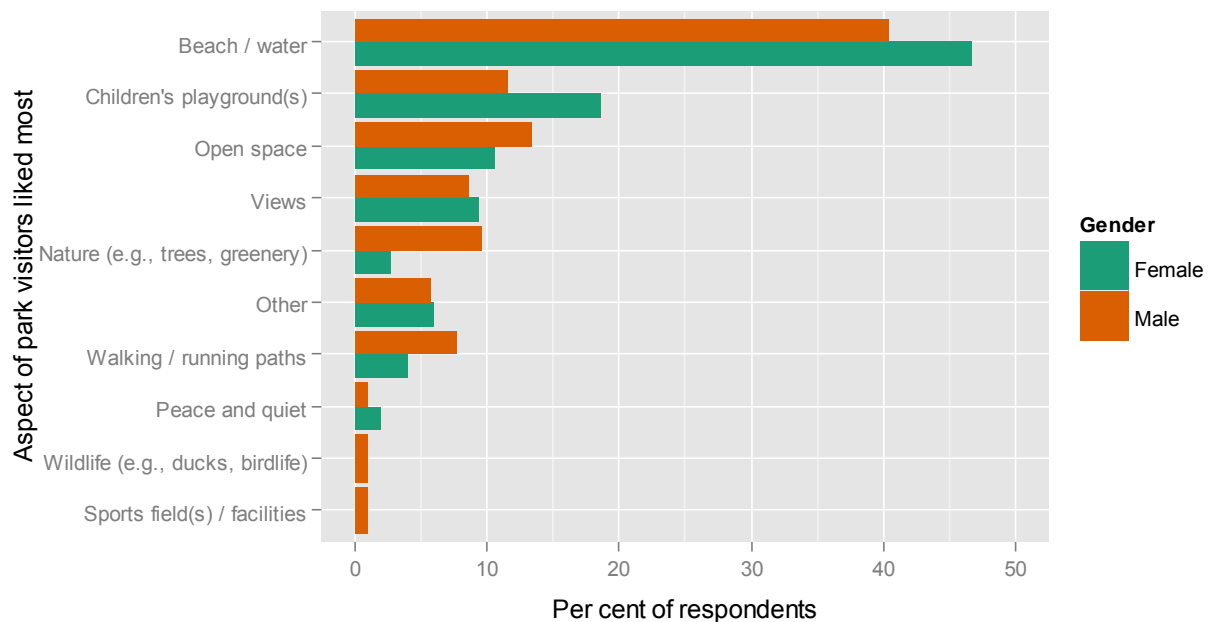
## Impact on well-being

Figure 35. Importance of the park for visitors' well-being, split by gender.



## What do visitors like most about the park?

Figure 36. Most-liked aspects of the park, split by gender.

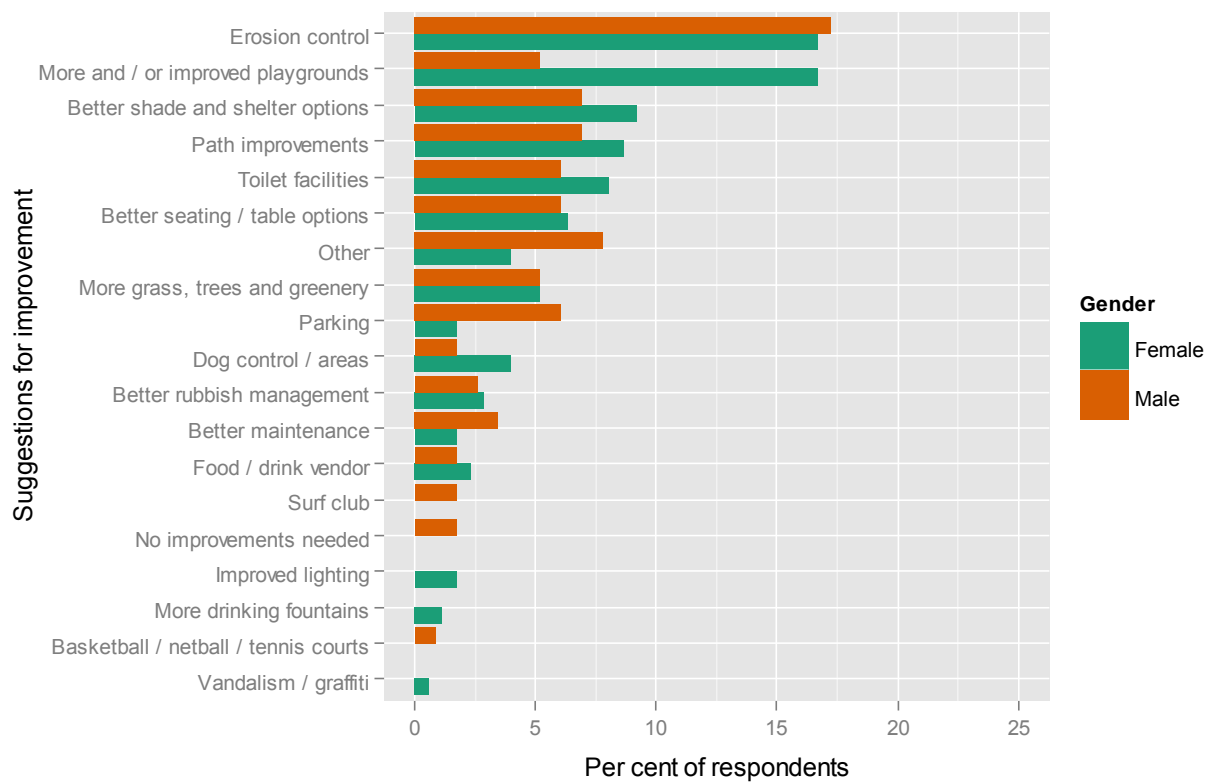




# How can the park be improved?

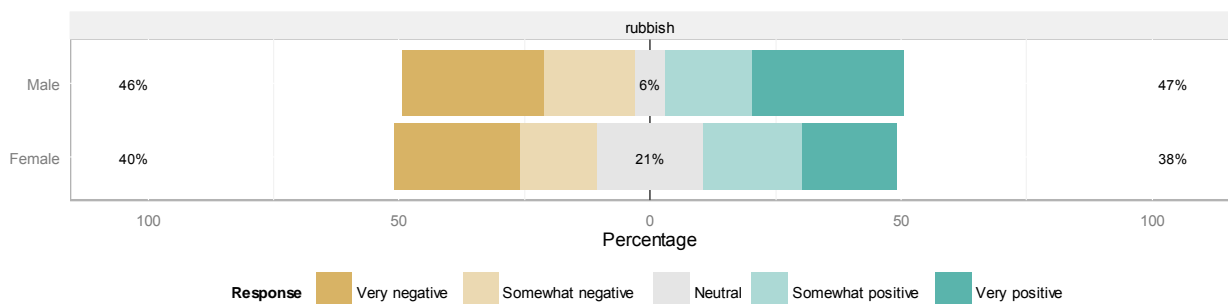
## Suggestions for improvement

Figure 37. Visitors' suggestions for improvement, split by gender.



## Reactions towards adopting a rubbish-free approach

Figure 38. Impact of adopting a rubbish-free approach, split by gender.





► Find out more: phone 09 301 0101  
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