TE PANE MATUA TAIAO
GREATER WELLINGTON

# Detailed Analysis Report – Parks and Trails Satisfaction Survey 2022

**Greater Wellington**
Te Pane Matua Taiao

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# Introduction

Greater Wellington manages eight regional parks, three river trails, and provides support to a Park Board for the management of Whitireia Park.  As part of its ongoing efforts to ensure these public open spaces are well known and provide the services and facilities people need, Greater Wellington has undertaken user satisfaction surveys since 2004. The results of the survey are used to inform the parks capital works, marketing programme and parks planning. Reporting overall visitor satisfaction is a key indicator for both this plan and Greater Wellington's Long Term Plan.

This report details feedback received from respondents regarding their use and satisfaction with these parks and trails for the 2021-2022 period.

**Regional parks**

- Akatawara Forest
- Battle Hill Forest Park
- Belmont Regional Park
- East Harbour Regional Park
- Kaitoke Regional Park
- Pākuratahi Forest
- Queen Elizabeth Park
- Wainuiomata Regional Park

**River trails**

- Hutt River Trail
- Ōtaki River Trail
- Waikanae River Trail

**Whitireia**

Whitireia Park (managed by Whitireia Park Board and supported by Greater Wellington)

# Research objectives

The research objectives for the survey included:
- To determine the level of visitation to the parks and trails by *first time-users and seasoned users*.
- To determine what prompted/attracted users to visit the parks and trails.
- To discover the reasons behind the public not visiting parks and trails.
- To uncover the reasons behind less frequent visitation.
- To check the activities that users undertake while they are visiting.
- To determine users' level of satisfaction with their experience.

- To determine the aspects of the parks and trails that could be improved to support future increased user satisfaction.

- To collect basic demographic data to inform planning and management decisions.

# Strategic context

**Regional Parks**

Management of the eight regional parks is guided by a statutory management plan, Toit*ū* Te Whenua Parks Network Plan 2020-30 (Toitū Te Whenua). It has six goals related to visitor experience, environmental improvement and cultural values.  The Plan identifies five 'key shifts' or focal areas for work related to outcomes. These are:

1. Improving health of the environment, its resilience and therefore the benefits a healthy environment provides through restoration activities
2. Improving public access to, within and across parks, so that more people can easily get to and use parks
3. To support more satisfying experiences in parks, developing and enhancing places (destinations) through activities such as storytelling and facility improvements
4. Building and supporting collaborative work with mana whenua partners and community
5. Minimising carbon emissions, focusing on highly sustainable solutions and education opportunities to raise awareness of important environmental issues

A number of questions within the parks and trails survey are intended to gather data to support reporting on Plan outcomes and baseline data.

**River trails**

The survey includes questions related to peoples' experiences or reasons for not visiting the three river corridors managed by Greater Wellington for flood protection and recreation purposes.

**Whitireia Park**

Whitireia Park is not a regional park, it is a recreation and historic reserve managed by a Park Board comprised of Ngati Toa Rangatira and Greater Wellington Councillor representatives. Greater Wellington provides park management services to the board. The information collection in the Parks and Trails survey is provided to the Board to support their management of this Park.

# Method

## Sample size and structure

The sample size is 1030. The demographic structure of the sample closely matches that of the general population. A breakdown of the demographic structure of Greater Wellington and the sample is shown in the tables below.

### Region

| | Proportion of Sample | Sample Size | Proportion of Total Population | Total Population |
|---|---|---|---|---|
| Kāpiti Coast | 13% | 139 | 11% | 57000 |
| Hutt Valley | 29% | 295 | 29% | 158900 |
| Porirua | 12% | 122 | 11% | 61000 |
| Wairarapa | 6% | 63 | 9% | 48900 |
| Wellington City | 40% | 411 | 40% | 216200 |

*Table 1: Sample by region*

### Age

| | Proportion of Sample | Sample Size | Proportion of Total Population | Total Population |
|---|---|---|---|---|
| 16-19 years | 3% | 32 | 7% | 36539 |
| 20-29 years | 24% | 243 | 19% | 101912 |
| 30-39 years | 22% | 230 | 17% | 91345 |
| 40-49 years | 17% | 178 | 17% | 91842 |
| 50-59 years | 11% | 115 | 16% | 87890 |
| 60-69 years | 10% | 107 | 12% | 66693 |
| 70 years and over | 12% | 125 | 12% | 65779 |

*Table 2: Sample by age*

### Ethnicity

| | Proportion of Sample | Sample Size | Proportion of Total Population | Total Population |
|---|---|---|---|---|
| European | 76% | 786 | 75% | 406500 |
| Māori | 13% | 130 | 14% | 75880 |
| Pacific Peoples | 4% | 46 | 8% | 43360 |
| Asian | 12% | 132 | 13% | 70460 |
| Middle Eastern/Latin American/African/Other | 3% | 26 | 3% | 17886 |

*Table 3: Sample by ethnicity*

## Gender

| | Proportion of Sample | Sample Size | Proportion of Total Population | Total Population |
|---|---|---|---|---|
| Male | 45% | 468 | 49% | 264551 |
| Female | 54% | 554 | 51% | 277449 |
| Another Gender | 1% | 9 | Unknown | 0 |

*Table 4: Sample by gender*

## Sample selection

Respondents were recruited for the research by way of consumer panels (Dynata and Consumerlink). Only respondents who lived within the Greater Wellington region were permitted to complete the survey. Quotas were used to achieve a representative sample.

## Fieldwork dates

Fieldwork was conducted between 16th June 2022 and 1st July 2022.

## The questionnaire

The questionnaire (see Appendix 1) was developed by PublicVoice, in collaboration with Greater Wellington. Estimated time for completion of the questionnaire was 10 minutes, average time of completion (responses longer than 30 minutes not counted) was 5 minutes 45 seconds.

## Data analysis methodology

General analysis of the close-ended questions will be presented as either tables or figures.

### Thematic analysis

PublicVoice undertook the analysis of responses to open-ended interface questions. All submissions received via the online interface underwent thematic analysis, whereby themes were extracted from comments received. The foundation for the thematic analysis used by PublicVoice is the methodology developed by Braun and Clarke, 2006[1]. A team of research analysts identified, analysed and interpreted patterns of meaning within the open-ended responses. Each theme was then analysed for frequency.

### Key driver analysis

PublicVoice undertook the key driver analysis based on a multiple regression analysis, taking into account the topics in relation to a numeric rating, such as the likelihood of recommendation as the basis for the NPS. Therefore, the regression analysis helps to predict the likelihood of a positive rating when certain topics have been mentioned. The impact of the occurrence of a topic on the value of the target variable can also be determined.

### Segmentation cross-analysis

The cross-analysis of responses to closed-ended questions is presented as tables. Segmentation cross-analysis is reported for questions where submitters were given a choice of answers to choose from.

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[1] Braun and V. Clarke (2006), 'Using thematic analysis in psychology'. *Qualitative Research in Psychology*, 3(2), 77-101.

# Key findings

## Demographic trends

Key demographic trends for park and trail visitation included:

- Europeans were less likely to be first time visitors than other ethnic groups.

- Māori were significantly more likely to be first time visitors to the Hutt River Trail than other ethnic groups.

- Older people were significantly more likely not to have visited any regional park in the past 12 months. On the other hand, people under 40 were significantly more likely to have visited a park in the last 12 months.

- First-time visitors were more likely to be younger.

- Respondents from Wellington city or respondents who identify as 'green political' were more likely to be first-time visitors to Queen Elizabeth Park than people from other regions.

- Respondents who identified as 'outdoors' were more likely to have visited a regional park in the last 12 months.

## Parks and trails visited

Key trends in parks and trail visitation included:

- Hutt River Trail and Queen Elizabeth Park were the most visited.

- Pakuratahi Forest was the least visited.

- Respondents were significantly more likely to have visited a regional park located in the region in which they reside.

Key trends in first time visitors included:

- Akatarawa Forest and Otaki River trail had the highest portion of first time visitors.

- First time visitors to the Hutt River Trail were significantly more likely to be respondents from outside the Hutt Valley. However, Hutt Valley residents were also more likely to visit the trail more often.

Key trends in the frequency of visits in the last 12 months:

- Hutt River Trail and Waikanae River Trail were the two parks and trails with the highest proportion of revisitation in the last 12 months.

- Respondents from Wellington city were more likely to visit regional parks and rivers, between 1 -2 times, than respondents from other regions.

## Parks and trails satisfaction

Respondents' level of satisfaction indicated that the:

- Kaitoke Regional Park and Queen Elizabeth Park had the highest levels of satisfaction.

- Otaki River Trail had the lowest level of satisfaction.

- The two parks and trails with the highest net promoter score (NPS) were Kaitoke Regional Park and East Harbour Regional Park.

- Belmont Regional Park had the lowest NPS score.

## Parks and trails satisfaction

- The figure below shows the overall reported visitor satisfaction for the regional parks, river trails and Whitireia was:



| 2% | 2% | 11% | 52% | 33% |
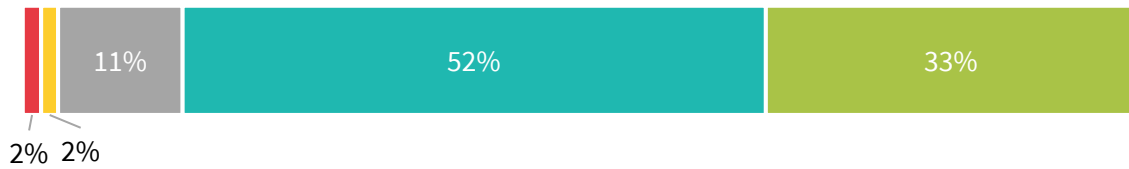
■ Very dissatisfied  ■ Dissatisfied  ■ Neutral  ■ Satisfied  ■ Very Satisfied

- Respondents under 50 were less likely to be promoters of parks to their friends and family compared to respondents over the age of 50.

- Respondents who identified as 'denialist' or 'over it' were more likely to have had a lower level of satisfaction with the regional parks than other segment IDs.

- The figure below shows the overall satisfaction (satisfied + very satisfied) with the parks.



| Park | Satisfaction |
|------|------|
| Kaitoke Regional Park | 92% |
| Queen Elizabeth Park | 89% |
| Akatarawa Forest | 88% |
| Hutt River Trail | 86% |
| East Harbour Regional Park | 85% |
| Waikanae River Trail | 85% |
| Belmont Regional Park | 84% |
| Battle Hill Farm Forest park | 84% |
| Whitireia Park | 83% |
| Pākuratahi Forest | 82% |
| Wainuiomata Regional Park | 80% |
| Ōtaki River Trail | 79% |
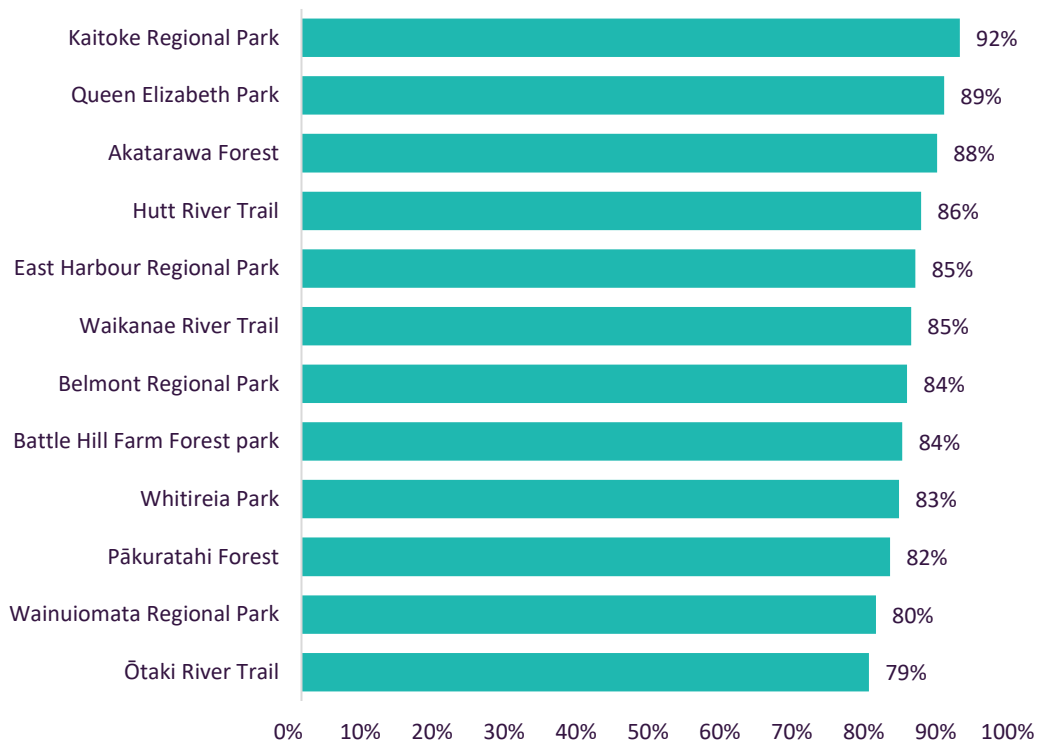
- The figure below shows the Net Promoter Score (NPS) by park. NPS is a measure of how likely a person is to recommend your business or services. Customers are classified based on their rating into three categories: detractors (0-6), passives (7-8) and promoters (9-10). The NPS is calculated by subtracting the percentage of those who are detractors from the

## Parks and trails satisfaction

percentage of those who are promoters. A positive NPS above 0 is considered good, an NPS of+50 is excellent, and anything over +70 is considered exceptional.

| Park | NPS |
|------|-----|
| Kaitoke Regional Park | 42.3 |
| East Harbour Regional Park | 39.7 |
| Queen Elizabeth Park | 34.6 |
| Wainuiomata Regional Park | 32.6 |
| Whitireia Park | 31.5 |
| Akatarawa Forest | 30.1 |
| Waikanae River Trail | 28.3 |
| Hutt River Trail | 24.5 |
| Battle Hill Farm Forest Park | 23.8 |
| Pākuratahi Forest | 23.6 |
| Ōtaki River Trail | 22.9 |
| Belmont Regional Park | 19.6 |
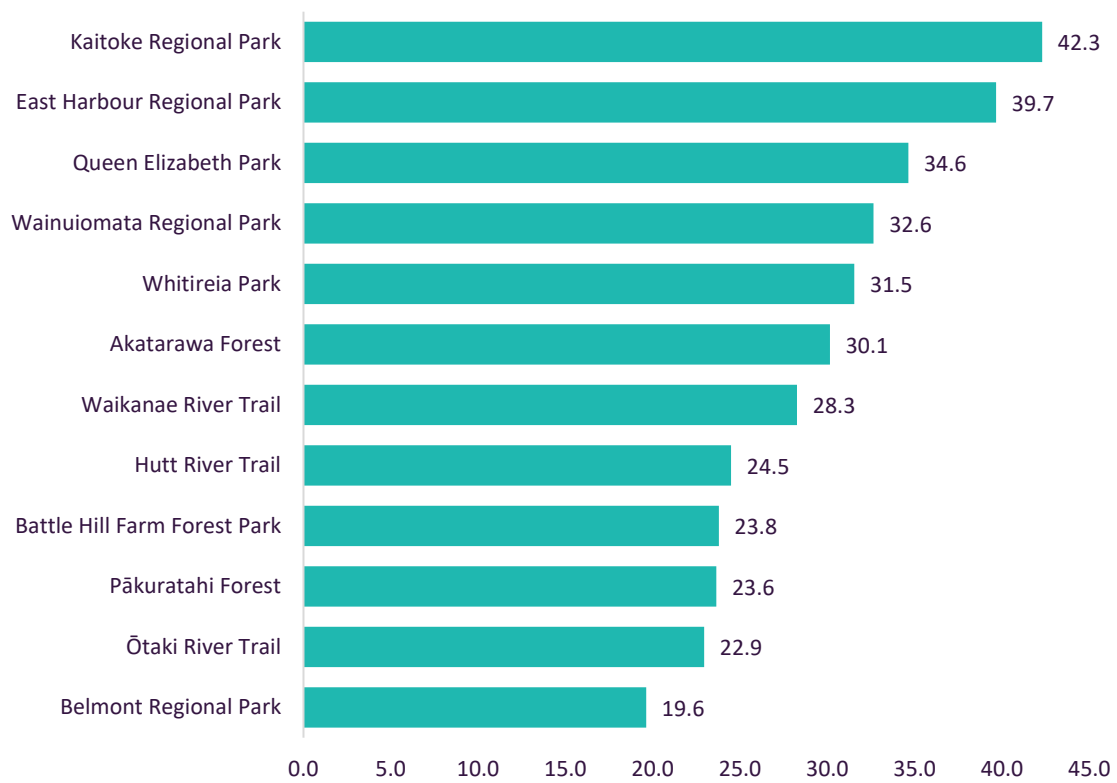
## Activities and attractions

Analysis of activities and attractions indicated that:

- Walking, picnics/barbeques, enjoying nature, and mountain biking/cycling were the most popular activities across all the regional parks and river trails.

- If the respondent went tramping or had a picnic/barbeque, they were more likely to recommend the park to friends and family.

## Improvements

The most commonly mentioned improvements across the majority of the parks were:
- Improvement of information boards and signage.

- Add more garbage bins and address the problem of rubbish in the parks.

## Deterrents to visitation

The most common reasons respondents had not visited a park or trail in the last 12 months were:

- Health problems and limited or no mobility

- Not interested in visiting either a park or a trail

- A lack of time and other commitments

The most common reasons respondents did not visit the regional parks, forests or river trails more often were:

- A lack of time and other commitments

- The parks, forests or river trails are too far away

- Bad weather limits visits

# Detailed analysis of feedback

## Parks and trails visited

### Total Visitation

- 84% of respondents have visited a Greater Wellington regional park or trail at least once over the last 12 months, 16% did not.

- 63% of all park users over the last 12 months were first time users.

- 67% of respondents visited one of the following parks at least once in the last 12 months (Akatarawa Forest, Battle Hill Farm Forest Park, Belmont Regional Park, East Harbour Regional Park, Kaitoke Regional Park, Pākuratahi Forest, Queen Elizabeth Park, Wainuiomata Regional Park).

### Over the last 12 months have you visited any of the following parks or river trails?

Key trends in parks and trail visitation included:
- Hutt River Trail and Queen Elizabeth Park were the most visited.

- Pakuratahi Forest was the least visited.

- Respondents were significantly more likely to have visited a regional park located in the region in which they reside.

- Respondents who identified as 'outdoors' were more likely to have visited a regional park in the last 12 months.

Figure 1 shows the parks or river trails visited over the last 12 months.
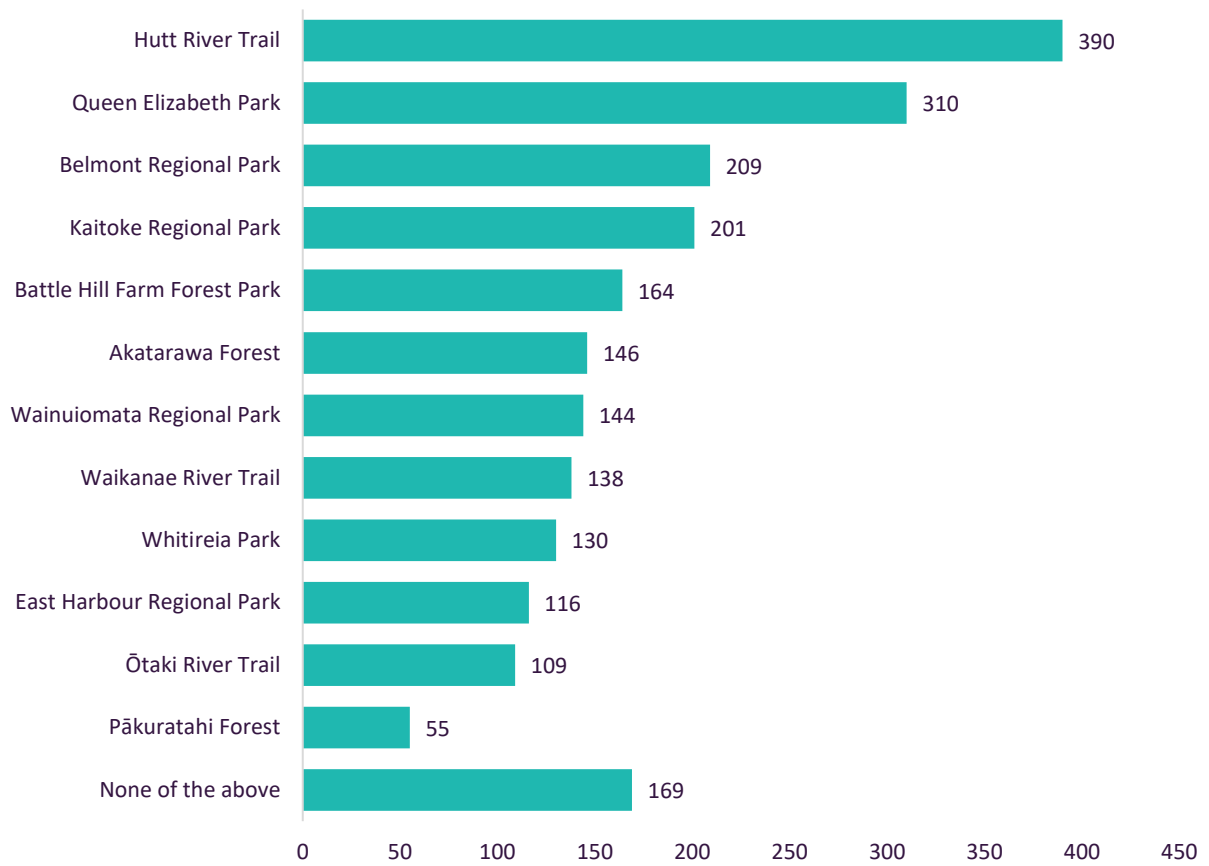
*Figure 1: Areas visited*

| Area | Count |
|------|-------|
| Hutt River Trail | 390 |
| Queen Elizabeth Park | 310 |
| Belmont Regional Park | 209 |
| Kaitoke Regional Park | 201 |
| Battle Hill Farm Forest Park | 164 |
| Akatarawa Forest | 146 |
| Wainuiomata Regional Park | 144 |
| Waikanae River Trail | 138 |
| Whitireia Park | 130 |
| East Harbour Regional Park | 116 |
| Ōtaki River Trail | 109 |
| Pākuratahi Forest | 55 |
| None of the above | 169 |

## Areas visited by age

| | 16-29 years | 30-39 years | 40-49 years | 50-59 years | 60-69 years | 70 years and over | Total |
|---|---|---|---|---|---|---|---|
| Akatarawa Forest | 21% | 14% | 15% | 12% | 7% | 5% | 14% |
| | 59 | 32 | 27 | 14 | 8 | 6 | 146 |
| Battle Hill Farm Forest Park | 20% | 17% | 18% | 10% | 7% | 14% | 16% |
| | 55 | 40 | 32 | 12 | 8 | 17 | 164 |
| Belmont Regional Park | 23% | 27% | 22% | 18% | 10% | 10% | 20% |
| | 64 | 61 | 40 | 21 | 11 | 12 | 209 |
| East Harbour Regional Park | 14% | 13% | 11% | 12% | 7% | 5% | 11% |
| | 39 | 30 | 19 | 14 | 8 | 6 | 116 |
| Hutt River Trail | 34% | 43% | 44% | 41% | 35% | 28% | 38% |
| | 94 | 98 | 79 | 47 | 37 | 35 | 390 |
| Kaitoke Regional Park | 15% | 17% | 25% | 25% | 21% | 18% | 20% |
| | 42 | 40 | 45 | 29 | 23 | 22 | 201 |
| Ōtaki River Trail | 18% | 8% | 10% | 4% | 4% | 12% | 11% |
| | 50 | 18 | 17 | 5 | 4 | 15 | 109 |
| Pākuratahi Forest | 11% | 3% | 6% | 3% | 2% | 2% | 5% |
| | 30 | 8 | 10 | 3 | 2 | 2 | 55 |
| Queen Elizabeth Park | 31% | 34% | 31% | 23% | 25% | 30% | 30% |
| | 85 | 79 | 55 | 27 | 27 | 37 | 310 |
| Waikanae River Trail | 13% | 13% | 10% | 15% | 12% | 20% | 13% |
| | 36 | 30 | 17 | 17 | 13 | 25 | 138 |
| Wainuiomata Regional Park | 17% | 17% | 13% | 10% | 11% | 8% | 14% |
| | 47 | 39 | 24 | 12 | 12 | 10 | 144 |
| Whitireia Park | 15% | 17% | 10% | 6% | 12% | 10% | 13% |
| | 41 | 39 | 18 | 7 | 13 | 12 | 130 |
| None of the above | 9% | 10% | 12% | 20% | 30% | 34% | 16% |
| | 26 | 24 | 21 | 23 | 32 | 43 | 169 |

*Table 5: Areas visited by age*

## Areas visited by gender

| | Male | Female | Another gender | Total |
|---|---|---|---|---|
| Akatarawa Forest | 16% | 13% | 0% | 14% |
| | 76 | 71 | 0 | 146 |
| Battle Hill Farm Forest Park | 19% | 13% | 22% | 16% |
| | 89 | 74 | 2 | 164 |
| Belmont Regional Park | 19% | 21% | 11% | 20% |
| | 89 | 119 | 1 | 209 |
| East Harbour Regional Park | 12% | 11% | 0% | 11% |
| | 57 | 60 | 0 | 116 |
| Hutt River Trail | 38% | 38% | 0% | 38% |
| | 179 | 211 | 0 | 390 |
| Kaitoke Regional Park | 20% | 20% | 0% | 20% |
| | 92 | 109 | 0 | 201 |
| Ōtaki River Trail | 10% | 12% | 11% | 11% |
| | 45 | 64 | 1 | 109 |
| Pākuratahi Forest | 5% | 6% | 0% | 5% |
| | 24 | 31 | 0 | 55 |
| Queen Elizabeth Park | 29% | 31% | 11% | 30% |
| | 136 | 173 | 1 | 310 |
| Waikanae River Trail | 13% | 13% | 22% | 13% |
| | 63 | 73 | 2 | 138 |
| Wainuiomata Regional Park | 13% | 15% | 0% | 14% |
| | 60 | 84 | 0 | 144 |
| Whitireia Park | 10% | 15% | 11% | 13% |
| | 48 | 81 | 1 | 130 |
| None of the above | 15% | 17% | 56% | 16% |
| | 72 | 92 | 5 | 169 |

*Table 6: Areas visited by gender*

## Areas visited by ethnicity

| | European | Pacific peoples | Asian | Māori | Middle Eastern/Latin American/African/Other | Total |
|---|---|---|---|---|---|---|
| Akatarawa Forest | 15% | 11% | 8% | 15% | 4% | 14% |
| | 120 | 5 | 10 | 20 | 1 | 146 |
| Battle Hill Farm Forest Park | 15% | 17% | 16% | 22% | 4% | 16% |
| | 118 | 8 | 21 | 28 | 1 | 164 |
| Belmont Regional Park | 20% | 17% | 23% | 16% | 12% | 20% |
| | 160 | 8 | 31 | 21 | 3 | 209 |
| East Harbour Regional Park | 11% | 13% | 11% | 12% | 12% | 11% |
| | 85 | 6 | 15 | 15 | 3 | 116 |
| Hutt River Trail | 38% | 30% | 40% | 33% | 27% | 38% |
| | 302 | 14 | 53 | 43 | 7 | 390 |
| Kaitoke Regional Park | 20% | 4% | 20% | 12% | 27% | 20% |
| | 160 | 2 | 26 | 16 | 7 | 201 |
| Ōtaki River Trail | 11% | 11% | 12% | 13% | 0% | 11% |
| | 85 | 5 | 16 | 17 | 0 | 109 |
| Pākuratahi Forest | 6% | 4% | 4% | 5% | 0% | 5% |
| | 46 | 2 | 5 | 7 | 0 | 55 |
| Queen Elizabeth Park | 32% | 20% | 25% | 30% | 23% | 30% |
| | 250 | 9 | 33 | 39 | 6 | 310 |
| Waikanae River Trail | 15% | 11% | 5% | 8% | 8% | 13% |
| | 119 | 5 | 6 | 10 | 2 | 138 |
| Wainuiomata Regional Park | 14% | 22% | 14% | 17% | 4% | 14% |
| | 109 | 10 | 18 | 22 | 1 | 144 |
| Whitireia Park | 12% | 26% | 10% | 18% | 19% | 13% |
| | 95 | 12 | 13 | 24 | 5 | 130 |
| None of the above | 16% | 9% | 17% | 9% | 35% | 16% |
| | 128 | 4 | 23 | 12 | 9 | 169 |

*Table 7: Areas visited by ethnicity*

## Areas visited by region

| | Kāpiti Coast | Hutt Valley | Porirua | Wairarapa | Wellington City | Total |
|---|---|---|---|---|---|---|
| Akatarawa Forest | 21% | 18% | 9% | 8% | 11% | 14% |
| | 29 | 54 | 11 | 5 | 47 | 146 |
| Battle Hill Farm Forest Park | 19% | 16% | 32% | 6% | 12% | 16% |
| | 27 | 46 | 39 | 4 | 48 | 164 |
| Belmont Regional Park | 12% | 31% | 16% | 3% | 19% | 20% |
| | 16 | 92 | 19 | 2 | 80 | 209 |
| East Harbour Regional Park | 9% | 15% | 7% | 10% | 11% | 11% |
| | 12 | 44 | 8 | 6 | 46 | 116 |
| Hutt River Trail | 18% | 65% | 23% | 17% | 32% | 38% |
| | 25 | 193 | 28 | 11 | 133 | 390 |
| Kaitoke Regional Park | 10% | 31% | 12% | 14% | 18% | 20% |
| | 14 | 91 | 15 | 9 | 72 | 201 |
| Ōtaki River Trail | 29% | 3% | 7% | 13% | 10% | 11% |
| | 41 | 10 | 8 | 8 | 42 | 109 |
| Pākuratahi Forest | 5% | 5% | 5% | 3% | 6% | 5% |
| | 7 | 14 | 6 | 2 | 26 | 55 |
| Queen Elizabeth Park | 45% | 17% | 34% | 46% | 31% | 30% |
| | 62 | 49 | 42 | 29 | 128 | 310 |
| Waikanae River Trail | 47% | 5% | 9% | 6% | 10% | 13% |
| | 65 | 15 | 11 | 4 | 43 | 138 |
| Wainuiomata Regional Park | 5% | 22% | 8% | 5% | 15% | 14% |
| | 7 | 64 | 10 | 3 | 60 | 144 |
| Whitireia Park | 7% | 7% | 38% | 6% | 12% | 13% |
| | 10 | 21 | 46 | 4 | 49 | 130 |
| None of the above | 14% | 12% | 18% | 24% | 19% | 16% |
| | 19 | 36 | 22 | 15 | 77 | 169 |

Table 8: Areas visited by region

## Areas visited by segmentation

| | Green Political | Over it | Denialist | Green Social | Spiritual Connection | Outdoors | Out of my control | Willing and Able | Not for me | Reluctant | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Akatarawa Forest | 18% | 22% | 14% | 17% | 10% | 22% | 5% | 9% | 22% | 6% | 14% |
| | 39 | 16 | 15 | 18 | 4 | 28 | 5 | 11 | 2 | 8 | 146 |
| Battle Hill Farm Forest Park | 22% | 27% | 16% | 12% | 5% | 18% | 7% | 15% | 0% | 12% | 16% |
| | 48 | 20 | 17 | 13 | 2 | 24 | 7 | 18 | 0 | 15 | 164 |
| Belmont Regional Park | 23% | 20% | 18% | 22% | 23% | 30% | 15% | 21% | 0% | 10% | 20% |
| | 50 | 15 | 19 | 24 | 9 | 39 | 15 | 25 | 0 | 13 | 209 |
| East Harbour Regional Park | 14% | 20% | 12% | 13% | 13% | 19% | 4% | 2% | 11% | 6% | 11% |
| | 31 | 15 | 12 | 14 | 5 | 25 | 4 | 2 | 1 | 7 | 116 |
| Hutt River Trail | 35% | 35% | 38% | 36% | 38% | 55% | 31% | 42% | 44% | 28% | 38% |
| | 76 | 26 | 40 | 39 | 15 | 72 | 31 | 51 | 4 | 36 | 390 |
| Kaitoke Regional Park | 15% | 19% | 19% | 23% | 23% | 34% | 12% | 16% | 22% | 18% | 20% |
| | 33 | 14 | 20 | 25 | 9 | 44 | 12 | 19 | 2 | 23 | 201 |
| Ōtaki River Trail | 17% | 16% | 10% | 12% | 15% | 13% | 4% | 3% | 11% | 5% | 11% |
| | 36 | 12 | 10 | 13 | 6 | 17 | 4 | 4 | 1 | 6 | 109 |
| Pākuratahi Forest | 8% | 5% | 8% | 5% | 10% | 6% | 1% | 2% | 11% | 3% | 5% |
| | 18 | 4 | 8 | 5 | 4 | 8 | 1 | 2 | 1 | 4 | 55 |
| Queen Elizabeth Park | 32% | 23% | 29% | 36% | 31% | 32% | 31% | 26% | 11% | 31% | 30% |
| | 69 | 17 | 30 | 38 | 12 | 42 | 31 | 31 | 1 | 39 | 310 |
| Waikanae River Trail | 18% | 15% | 9% | 10% | 13% | 21% | 11% | 9% | 0% | 10% | 13% |
| | 40 | 11 | 9 | 11 | 5 | 27 | 11 | 11 | 0 | 13 | 138 |
| Wainuiomata Regional Park | 17% | 14% | 13% | 10% | 15% | 23% | 11% | 10% | 22% | 10% | 14% |
| | 36 | 10 | 13 | 11 | 6 | 30 | 11 | 12 | 2 | 13 | 144 |
| Whitireia Park | 11% | 8% | 7% | 20% | 10% | 19% | 5% | 15% | 0% | 16% | 13% |
| | 24 | 6 | 7 | 21 | 4 | 25 | 5 | 18 | 0 | 20 | 130 |
| None of the above | 14% | 7% | 13% | 10% | 5% | 5% | 28% | 23% | 11% | 33% | 16% |
| | 31 | 5 | 14 | 11 | 2 | 7 | 28 | 28 | 1 | 42 | 169 |

*Table 9: Areas visited by segmentation*

## Did you visit one of the parks for the first time in the last 12 months?

Key trends in first time visitors included:

- Akatarawa Forest and Otaki River trail had the highest portion of first time visitors.

- Europeans were less likely to be first time visitors than other ethnic groups.

- First time visitors to the Hutt River Trail were significantly more likely to be respondents from outside the Hutt Valley. However, Hutt Valley residents were also more likely to visit the trail more often.

- Māori were significantly more likely to be first time visitors to the Hutt River Trail than other ethnic groups.

- Respondents aged 30-39 were significantly more likely to be first-time visitors to East Harbour Regional Park.

- Respondents aged 30-39 were significantly more likely to be first-time visitors to Kaitoke Regional Park.

- Females were significantly more likely to be first-time visitors to Wainuiamata Regional Park.

- Respondents from Wellington city or those who identify as 'green political' were more likely to be first-time visitors to Queen Elizabeth Park than those from other regions.

- Respondents aged 20-29 were more likely to be first-time visitors to Akararawa Forest.

- The older the respondent, the less likely they are to be a first-time visitor to Battle Hill Forest Park.

- Respondents from Hutt valley were significantly more likely not to be first-time visitors to the Belmont Regional Park.

- The older the respondent, the less likely they are to be a first-time visitor to Battle Hill Forest Park.

- Respondents from Porirua were significantly more likely not to be first-time visitors to Battle Hill Forest Park.

Figure 2 shows the percentage of respondents who were first time visitors to the parks.

| Park | Percentage |
|------|-----------|
| Akatarawa Forest | 59% |
| Ōtaki River Trail | 57% |
| Battle Hill Farm Forest Park | 55% |
| East Harbour Regional Park | 55% |
| Belmont Regional Park | 51% |
| Pākuratahi Forest | 51% |
| Wainuiomata Regional Park | 49% |
| Queen Elizabeth Park | 47% |
| Waikanae River Trail | 43% |
| Hutt River Trail | 41% |
| Whitireia Park | 40% |
| Kaitoke Regional Park | 39% |
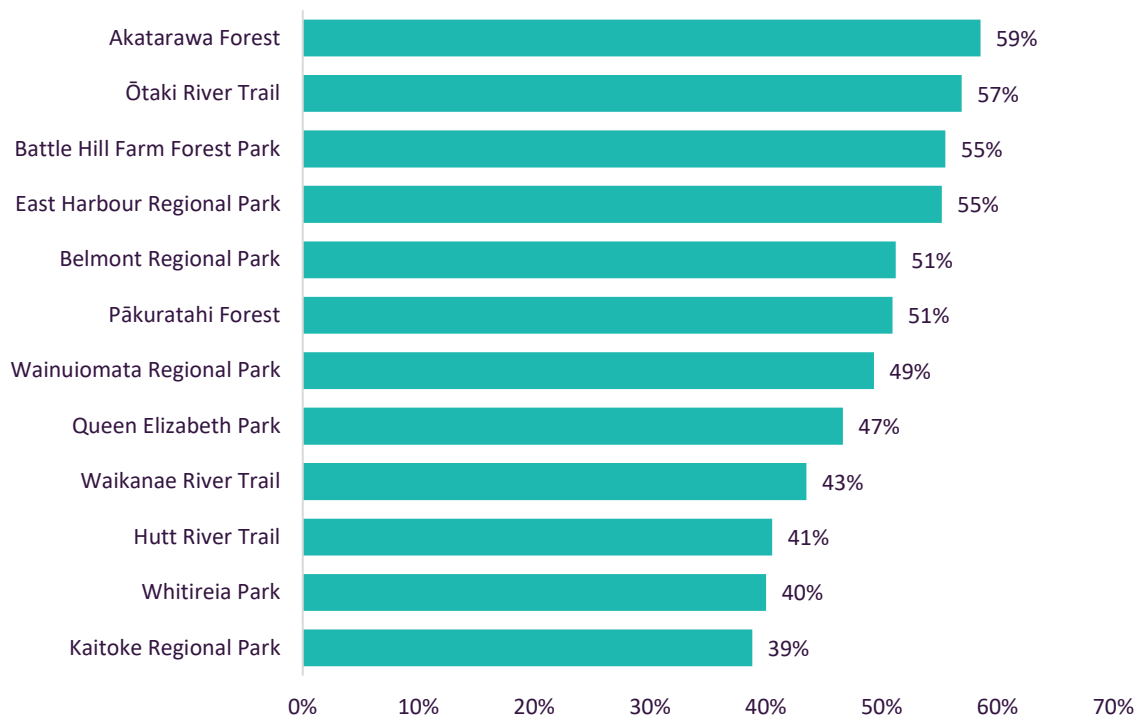
*Figure 2: First time visitors*

## First time visitors by age

| | First Time Visitors | | | | | | |
|---|---|---|---|---|---|---|---|
| | 16-29 years | 30-39 years | 40-49 years | 50-59 years | 60-69 years | 70 years and over | Total |
| Akatarawa Forest | 81% | 53% | 52% | 29% | 22% | 17% | 59% |
| | 48 | 17 | 14 | 4 | 2 | 1 | 86 |
| Battle Hill Farm Forest Park | 67% | 68% | 50% | 58% | 25% | 12% | 55% |
| | 37 | 27 | 16 | 7 | 2 | 2 | 91 |
| Belmont Regional Park | 52% | 61% | 50% | 48% | 45% | 17% | 51% |
| | 33 | 37 | 20 | 10 | 5 | 2 | 107 |
| East Harbour Regional Park | 56% | 77% | 42% | 57% | 38% | 0% | 55% |
| | 22 | 23 | 8 | 8 | 3 | 0 | 64 |
| Hutt River Trail | 51% | 48% | 39% | 28% | 32% | 20% | 41% |
| | 48 | 47 | 31 | 13 | 12 | 7 | 158 |
| Kaitoke Regional Park | 50% | 58% | 24% | 41% | 26% | 23% | 39% |
| | 21 | 23 | 11 | 12 | 6 | 5 | 78 |
| Ōtaki River Trail | 68% | 39% | 71% | 20% | 50% | 40% | 57% |
| | 34 | 7 | 12 | 1 | 2 | 6 | 62 |
| Pākuratahi Forest | 43% | 88% | 50% | 67% | 50% | 0% | 51% |
| | 13 | 7 | 5 | 2 | 1 | 0 | 28 |
| Queen Elizabeth Park | 66% | 58% | 40% | 22% | 26% | 22% | 47% |
| | 56 | 46 | 22 | 6 | 7 | 8 | 145 |
| Waikanae River Trail | 56% | 77% | 35% | 29% | 23% | 12% | 43% |
| | 20 | 23 | 6 | 5 | 3 | 3 | 60 |
| Wainuiomata Regional Park | 57% | 49% | 38% | 50% | 58% | 30% | 49% |
| | 27 | 19 | 9 | 6 | 7 | 3 | 71 |
| Whitireia Park | 44% | 54% | 22% | 29% | 38% | 17% | 40% |
| | 18 | 21 | 4 | 2 | 5 | 2 | 52 |

*Table 10: First time visitors by age*

# First time visitors by gender

| | First Time Visitors | | | |
| --- | --- | --- | --- | --- |
| | Male | Female | Another gender | Total |
| Akatarawa Forest | 62% | 56% | 0% | 59% |
| | 47 | 40 | 0 | 86 |
| Battle Hill Farm Forest Park | 58% | 53% | 50% | 55% |
| | 52 | 39 | 1 | 91 |
| Belmont Regional Park | 54% | 50% | 0% | 51% |
| | 48 | 59 | 0 | 107 |
| East Harbour Regional Park | 53% | 58% | 0% | 55% |
| | 30 | 35 | 0 | 64 |
| Hutt River Trail | 37% | 43% | 0% | 41% |
| | 67 | 91 | 0 | 158 |
| Kaitoke Regional Park | 40% | 38% | 0% | 39% |
| | 37 | 41 | 0 | 78 |
| Ōtaki River Trail | 56% | 58% | 100% | 57% |
| | 25 | 37 | 1 | 62 |
| Pākuratahi Forest | 54% | 48% | 0% | 51% |
| | 13 | 15 | 0 | 28 |
| Queen Elizabeth Park | 41% | 51% | 100% | 47% |
| | 56 | 88 | 1 | 145 |
| Waikanae River Trail | 38% | 47% | 100% | 43% |
| | 24 | 34 | 2 | 60 |
| Wainuiomata Regional Park | 43% | 54% | 0% | 49% |
| | 26 | 45 | 0 | 71 |
| Whitireia Park | 31% | 46% | 0% | 40% |
| | 15 | 37 | 0 | 52 |

*Table 11: First time visitors by gender*

## First time visitors by ethnicity

| | European | Pacific peoples | Asian | Māori | Middle Eastern/Latin American/African/Other | Total |
|---|---|---|---|---|---|---|
| Akatarawa Forest | 59% | 60% | 40% | 70% | 0% | 59% |
| | 71 | 3 | 4 | 14 | 0 | 86 |
| Battle Hill Farm Forest Park | 48% | 63% | 81% | 54% | 0% | 55% |
| | 57 | 5 | 17 | 15 | 0 | 91 |
| Belmont Regional Park | 44% | 50% | 77% | 57% | 33% | 51% |
| | 71 | 4 | 24 | 12 | 1 | 107 |
| East Harbour Regional Park | 52% | 100% | 53% | 53% | 67% | 55% |
| | 44 | 6 | 8 | 8 | 2 | 64 |
| Hutt River Trail | 35% | 50% | 55% | 63% | 29% | 41% |
| | 106 | 7 | 29 | 27 | 2 | 158 |
| Kaitoke Regional Park | 35% | 50% | 42% | 63% | 71% | 39% |
| | 56 | 1 | 11 | 10 | 5 | 78 |
| Ōtaki River Trail | 52% | 100% | 69% | 71% | 0% | 57% |
| | 44 | 5 | 11 | 12 | 0 | 62 |
| Pākuratahi Forest | 52% | 0% | 60% | 71% | 0% | 51% |
| | 24 | 0 | 3 | 5 | 0 | 28 |
| Queen Elizabeth Park | 42% | 89% | 61% | 56% | 33% | 47% |
| | 106 | 8 | 20 | 22 | 2 | 145 |
| Waikanae River Trail | 39% | 80% | 67% | 60% | 0% | 43% |
| | 47 | 4 | 4 | 6 | 0 | 60 |
| Wainuiomata Regional Park | 43% | 70% | 67% | 55% | 0% | 49% |
| | 47 | 7 | 12 | 12 | 0 | 71 |
| Whitireia Park | 34% | 50% | 38% | 58% | 60% | 40% |
| | 32 | 6 | 5 | 14 | 3 | 52 |

*Table 12: Fist time visitors by ethnicity*

## First time visitors by region

| | First Time Visitors | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| | Kāpiti Coast | Hutt Valley | Porirua | Wairarapa | Wellington City | Total |
| Akatarawa Forest | 62% | 45% | 82% | 100% | 62% | 59% |
| | 18 | 25 | 9 | 5 | 29 | 86 |
| Battle Hill Farm Forest Park | 52% | 67% | 36% | 75% | 60% | 55% |
| | 14 | 31 | 14 | 3 | 29 | 91 |
| Belmont Regional Park | 63% | 39% | 63% | 50% | 60% | 51% |
| | 10 | 36 | 12 | 1 | 48 | 107 |
| East Harbour Regional Park | 58% | 48% | 50% | 83% | 59% | 55% |
| | 7 | 21 | 4 | 5 | 27 | 64 |
| Hutt River Trail | 60% | 27% | 57% | 36% | 53% | 41% |
| | 15 | 52 | 16 | 4 | 71 | 158 |
| Kaitoke Regional Park | 57% | 35% | 47% | 33% | 39% | 39% |
| | 8 | 32 | 7 | 3 | 28 | 78 |
| Ōtaki River Trail | 49% | 70% | 63% | 63% | 60% | 57% |
| | 20 | 7 | 5 | 5 | 25 | 62 |
| Pākuratahi Forest | 43% | 57% | 33% | 0% | 58% | 51% |
| | 3 | 8 | 2 | 0 | 15 | 28 |
| Queen Elizabeth Park | 32% | 46% | 43% | 34% | 58% | 47% |
| | 20 | 23 | 18 | 10 | 74 | 145 |
| Waikanae River Trail | 31% | 40% | 55% | 75% | 58% | 43% |
| | 20 | 6 | 6 | 3 | 25 | 60 |
| Wainuiomata Regional Park | 43% | 41% | 50% | 100% | 57% | 49% |
| | 3 | 26 | 5 | 3 | 34 | 71 |
| Whitireia Park | 40% | 57% | 33% | 25% | 41% | 40% |
| | 4 | 12 | 15 | 1 | 20 | 52 |

*Table 13: First time visitors by region*

# First time visitors by segmentation

| | First Time Visitors | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Green Political | Over it | Denialist | Green Social | Spiritual Connection | Outdoors | Out of my control | Willing and Able | Not for me | Reluctant | Total |
| Akatarawa Forest | 82% | 69% | 87% | 44% | 50% | 31% | 20% | 55% | 50% | 38% | 59% |
| | 32 | 11 | 13 | 8 | 2 | 9 | 1 | 6 | 1 | 3 | 86 |
| Battle Hill Farm Forest Park | 71% | 80% | 53% | 54% | 50% | 33% | 71% | 39% | 0% | 27% | 55% |
| | 34 | 16 | 9 | 7 | 1 | 8 | 5 | 7 | 0 | 4 | 91 |
| Belmont Regional Park | 54% | 53% | 53% | 63% | 44% | 41% | 40% | 48% | 0% | 69% | 51% |
| | 27 | 8 | 10 | 15 | 4 | 16 | 6 | 12 | 0 | 9 | 107 |
| East Harbour Regional Park | 61% | 67% | 75% | 50% | 60% | 44% | 50% | 0% | 100% | 29% | 55% |
| | 19 | 10 | 9 | 7 | 3 | 11 | 2 | 0 | 1 | 2 | 64 |
| Hutt River Trail | 51% | 54% | 38% | 51% | 33% | 32% | 42% | 33% | 0% | 33% | 41% |
| | 39 | 14 | 15 | 20 | 5 | 23 | 13 | 17 | 0 | 12 | 158 |
| Kaitoke Regional Park | 24% | 57% | 45% | 52% | 33% | 41% | 25% | 42% | 0% | 35% | 39% |
| | 8 | 8 | 9 | 13 | 3 | 18 | 3 | 8 | 0 | 8 | 78 |
| Ōtaki River Trail | 53% | 75% | 30% | 77% | 100% | 41% | 100% | 50% | 0% | 33% | 57% |
| | 19 | 9 | 3 | 10 | 6 | 7 | 4 | 2 | 0 | 2 | 62 |
| Pākuratahi Forest | 56% | 25% | 75% | 40% | 50% | 25% | 100% | 50% | 100% | 50% | 51% |
| | 10 | 1 | 6 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 28 |
| Queen Elizabeth Park | 62% | 41% | 43% | 55% | 58% | 47% | 32% | 35% | 0% | 33% | 47% |
| | 43 | 7 | 13 | 21 | 7 | 20 | 10 | 11 | 0 | 13 | 145 |
| Waikanae River Trail | 43% | 64% | 44% | 36% | 40% | 30% | 64% | 55% | 0% | 38% | 43% |
| | 17 | 7 | 4 | 4 | 2 | 8 | 7 | 6 | 0 | 5 | 60 |
| Wainuiomata Regional Park | 61% | 40% | 54% | 55% | 50% | 50% | 27% | 8% | 50% | 69% | 49% |
| | 22 | 4 | 7 | 6 | 3 | 15 | 3 | 1 | 1 | 9 | 71 |
| Whitireia Park | 42% | 33% | 57% | 38% | 75% | 24% | 20% | 56% | 0% | 40% | 40% |
| | 10 | 2 | 4 | 8 | 3 | 6 | 1 | 10 | 0 | 8 | 52 |

*Table 14: First time visitors by segmentation*

## How many times have you visited one of the parks in the last 12 months?

Key trends in the frequency of visits in the last 12 months:

- Hutt River Trail and Waikanae River Trail were the two parks and trails with the highest proportion of revisitation in the last 12 months.

- Respondents from Wellington city were more likely to visit regional parks and rivers, between 1 -2 times, than respondents from other regions.

- Older respondents tended to visit the Waikane River Trail more often than younger respondents.

- Respondents aged 40-49 were less likely to visit East Harbour Regional Park more than two times.

- Males were significantly more likely to Visit Battle Hill Forest Park over two times than the other genders.

- Respondents who reside on the Kapiti coast were more likely to visit the park over two times.

Figure 3 shows the number of visits per park over the last 12 months.
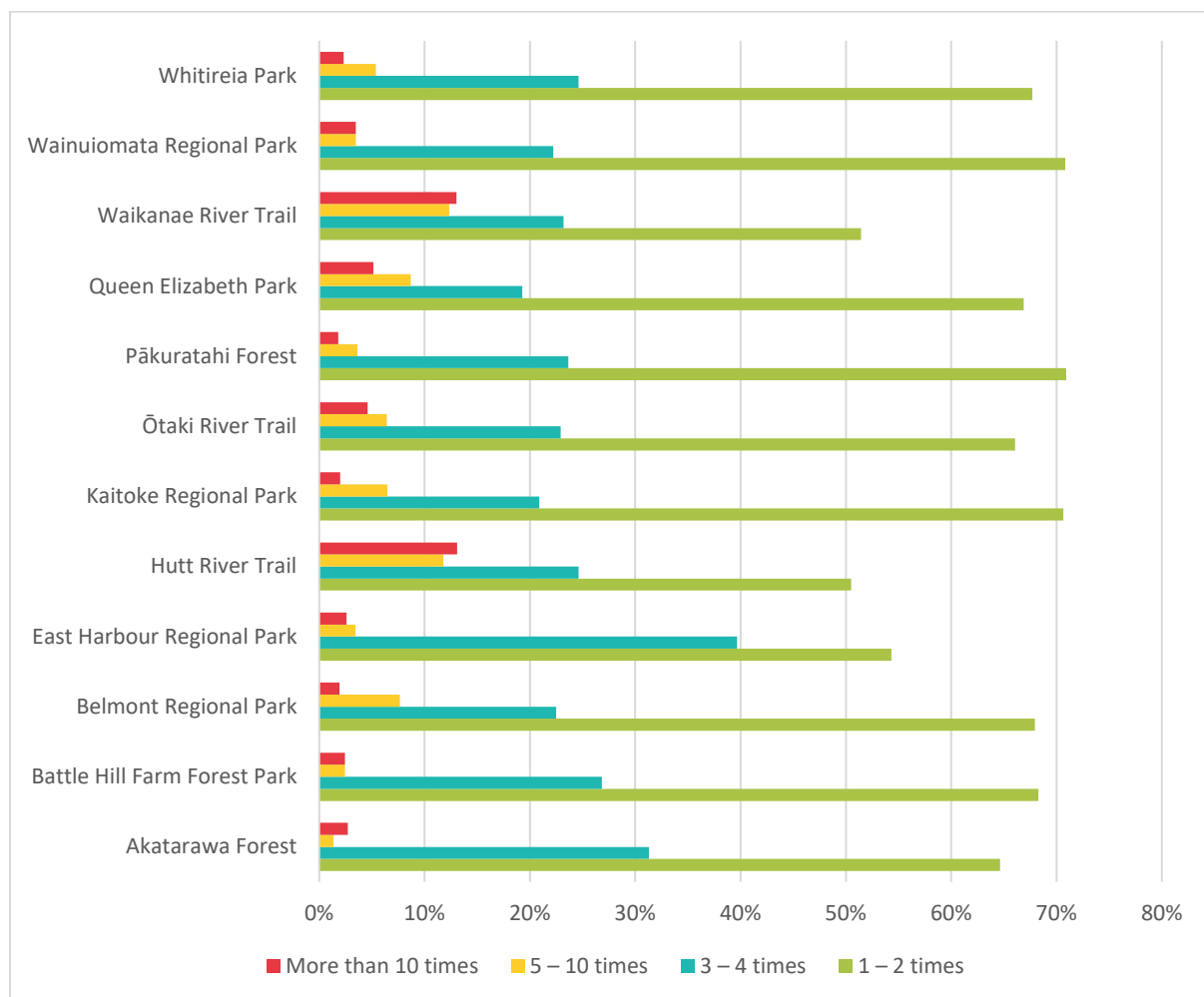


*Figure 3: Number of visits over the last 12 months*

## Number of visits over the last 12 months by age

|  |  | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| Akatarawa Forest | 16-29 years | 63% | 32% | 2% | 3% |
|  | 30-39 years | 66% | 25% | 3% | 6% |
|  | 40-49 years | 56% | 44% | 0% | 0% |
|  | 50-59 years | 93% | 7% | 0% | 0% |
|  | 60-69 years | 67% | 33% | 0% | 0% |
|  | 70 years and over | 50% | 50% | 0% | 0% |
|  | Total | 65% | 31% | 1% | 3% |
| Battle Hill Farm Forest Park | 16-29 years | 64% | 29% | 2% | 5% |
|  | 30-39 years | 65% | 28% | 5% | 3% |
|  | 40-49 years | 63% | 38% | 0% | 0% |
|  | 50-59 years | 92% | 8% | 0% | 0% |
|  | 60-69 years | 100% | 0% | 0% | 0% |
|  | 70 years and over | 71% | 24% | 6% | 0% |
|  | Total | 68% | 27% | 2% | 2% |
| Belmont Regional Park | 16-29 years | 64% | 27% | 8% | 2% |
|  | 30-39 years | 74% | 18% | 7% | 2% |
|  | 40-49 years | 65% | 25% | 8% | 3% |
|  | 50-59 years | 76% | 19% | 5% | 0% |
|  | 60-69 years | 73% | 9% | 18% | 0% |
|  | 70 years and over | 50% | 33% | 8% | 8% |
|  | Total | 68% | 22% | 8% | 2% |
| East Harbour Regional Park | 16-29 years | 33% | 59% | 3% | 5% |
|  | 30-39 years | 53% | 40% | 7% | 0% |
|  | 40-49 years | 89% | 11% | 0% | 0% |
|  | 50-59 years | 50% | 50% | 0% | 0% |
|  | 60-69 years | 75% | 13% | 0% | 13% |
|  | 70 years and over | 67% | 17% | 17% | 0% |
|  | Total | 54% | 40% | 3% | 3% |
| Hutt River Trail | 16-29 years | 52% | 29% | 12% | 7% |
|  | 30-39 years | 55% | 27% | 3% | 15% |
|  | 40-49 years | 51% | 16% | 18% | 15% |
|  | 50-59 years | 47% | 28% | 11% | 15% |
|  | 60-69 years | 49% | 24% | 16% | 11% |
|  | 70 years and over | 40% | 23% | 20% | 17% |
|  | Total | 51% | 25% | 12% | 13% |
| Kaitoke Regional Park | 16-29 years | 55% | 31% | 12% | 2% |
|  | 30-39 years | 75% | 15% | 5% | 5% |
|  | 40-49 years | 78% | 18% | 2% | 2% |
|  | 50-59 years | 79% | 14% | 7% | 0% |
|  | 60-69 years | 74% | 17% | 9% | 0% |
|  | 70 years and over | 64% | 32% | 5% | 0% |
|  | Total | 71% | 21% | 6% | 2% |

*Table 15: Number of visits over the last 12 months by age (a)*

| | | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| Ōtaki River Trail | 16-29 years | 62% | 26% | 4% | 8% |
| | 30-39 years | 72% | 22% | 6% | 0% |
| | 40-49 years | 76% | 18% | 6% | 0% |
| | 50-59 years | 80% | 20% | 0% | 0% |
| | 60-69 years | 50% | 25% | 25% | 0% |
| | 70 years and over | 60% | 20% | 13% | 7% |
| | Total | 66% | 23% | 6% | 5% |
| Pākuratahi Forest | 16-29 years | 67% | 27% | 7% | 0% |
| | 30-39 years | 88% | 13% | 0% | 0% |
| | 40-49 years | 80% | 20% | 0% | 0% |
| | 50-59 years | 67% | 33% | 0% | 0% |
| | 60-69 years | 50% | 0% | 0% | 50% |
| | 70 years and over | 50% | 50% | 0% | 0% |
| | Total | 71% | 24% | 4% | 2% |
| Queen Elizabeth Park | 16-29 years | 71% | 15% | 12% | 2% |
| | 30-39 years | 69% | 19% | 6% | 6% |
| | 40-49 years | 64% | 24% | 9% | 4% |
| | 50-59 years | 63% | 15% | 7% | 15% |
| | 60-69 years | 70% | 15% | 7% | 7% |
| | 70 years and over | 59% | 30% | 8% | 3% |
| | Total | 67% | 19% | 9% | 5% |
| Waikanae River Trail | 16-29 years | 64% | 22% | 8% | 6% |
| | 30-39 years | 67% | 17% | 7% | 10% |
| | 40-49 years | 41% | 24% | 18% | 18% |
| | 50-59 years | 59% | 6% | 6% | 29% |
| | 60-69 years | 31% | 15% | 31% | 23% |
| | 70 years and over | 28% | 48% | 16% | 8% |
| | Total | 51% | 23% | 12% | 13% |
| Wainuiomata Regional Park | 16-29 years | 77% | 15% | 4% | 4% |
| | 30-39 years | 67% | 28% | 3% | 3% |
| | 40-49 years | 71% | 25% | 0% | 4% |
| | 50-59 years | 67% | 17% | 8% | 8% |
| | 60-69 years | 75% | 17% | 8% | 0% |
| | 70 years and over | 60% | 40% | 0% | 0% |
| | Total | 71% | 22% | 3% | 3% |
| Whitireia Park | 16-29 years | 73% | 22% | 2% | 2% |
| | 30-39 years | 74% | 18% | 8% | 0% |
| | 40-49 years | 61% | 22% | 11% | 6% |
| | 50-59 years | 29% | 71% | 0% | 0% |
| | 60-69 years | 54% | 38% | 0% | 8% |
| | 70 years and over | 75% | 17% | 8% | 0% |
| | Total | 68% | 25% | 5% | 2% |

Table 16: Number of visits over the last 12 months by age (b)

## Number of visits over the last 12 months by gender

| | | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| Akatarawa Forest | Male | 62% | 37% | 0% | 1% |
| | Female | 67% | 26% | 3% | 4% |
| | Another gender | 0% | 0% | 0% | 0% |
| | Total | 65% | 31% | 1% | 3% |
| Battle Hill Farm Forest Park | Male | 60% | 35% | 4% | 1% |
| | Female | 78% | 18% | 0% | 4% |
| | Another gender | 100% | 0% | 0% | 0% |
| | Total | 68% | 27% | 2% | 2% |
| Belmont Regional Park | Male | 70% | 24% | 4% | 2% |
| | Female | 66% | 22% | 10% | 2% |
| | Another gender | 100% | 0% | 0% | 0% |
| | Total | 68% | 22% | 8% | 2% |
| East Harbour Regional Park | Male | 53% | 40% | 5% | 2% |
| | Female | 57% | 38% | 2% | 3% |
| | Another gender | 0% | 0% | 0% | 0% |
| | Total | 54% | 40% | 3% | 3% |
| Hutt River Trail | Male | 52% | 23% | 11% | 13% |
| | Female | 49% | 26% | 12% | 13% |
| | Another gender | 0% | 0% | 0% | 0% |
| | Total | 51% | 25% | 12% | 13% |
| Kaitoke Regional Park | Male | 74% | 16% | 8% | 2% |
| | Female | 68% | 25% | 6% | 2% |
| | Another gender | 0% | 0% | 0% | 0% |
| | Total | 71% | 21% | 6% | 2% |

*Table 17: Number of visits over the last 12 months by gender (a)*

|  |  | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| Ōtaki River Trail | Male | 62% | 31% | 4% | 2% |
|  | Female | 69% | 17% | 8% | 6% |
|  | Another gender | 100% | 0% | 0% | 0% |
|  | Total | 66% | 23% | 6% | 5% |
| Pākuratahi Forest | Male | 63% | 29% | 8% | 0% |
|  | Female | 77% | 19% | 0% | 3% |
|  | Another gender | 0% | 0% | 0% | 0% |
|  | Total | 71% | 24% | 4% | 2% |
| Queen Elizabeth Park | Male | 66% | 21% | 7% | 5% |
|  | Female | 68% | 18% | 9% | 5% |
|  | Another gender | 0% | 0% | 100% | 0% |
|  | Total | 67% | 19% | 9% | 5% |
| Waikanae River Trail | Male | 51% | 30% | 10% | 10% |
|  | Female | 51% | 18% | 15% | 16% |
|  | Another gender | 100% | 0% | 0% | 0% |
|  | Total | 51% | 23% | 12% | 13% |
| Wainuiomata Regional Park | Male | 58% | 35% | 2% | 5% |
|  | Female | 80% | 13% | 5% | 2% |
|  | Another gender | 0% | 0% | 0% | 0% |
|  | Total | 71% | 22% | 3% | 3% |
| Whitireia Park | Male | 71% | 25% | 2% | 2% |
|  | Female | 65% | 25% | 7% | 2% |
|  | Another gender | 100% | 0% | 0% | 0% |
|  | Total | 68% | 25% | 5% | 2% |

*Table 18: Number of visits over the last 12 months by gender (b)*

## Number of visits over the last 12 months by ethnicity

| | | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| | European | 67% | 29% | 1% | 3% |
| | Pacific peoples | 60% | 40% | 0% | 0% |
| | Asian | 80% | 20% | 0% | 0% |
| | Māori | 55% | 40% | 5% | 0% |
| | Middle Eastern/Latin American/African/Other | 0% | 100% | 0% | 0% |
| Akatarawa Forest | Total | 65% | 31% | 1% | 3% |
| | European | 70% | 26% | 2% | 2% |
| | Pacific peoples | 38% | 38% | 0% | 25% |
| | Asian | 76% | 19% | 0% | 5% |
| | Māori | 61% | 25% | 7% | 7% |
| | Middle Eastern/Latin American/African/Other | 0% | 100% | 0% | 0% |
| Battle Hill Farm Forest Park | Total | 68% | 27% | 2% | 2% |
| | European | 64% | 24% | 10% | 3% |
| | Pacific peoples | 100% | 0% | 0% | 0% |
| | Asian | 84% | 16% | 0% | 0% |
| | Māori | 62% | 29% | 10% | 0% |
| | Middle Eastern/Latin American/African/Other | 100% | 0% | 0% | 0% |
| Belmont Regional Park | Total | 68% | 22% | 8% | 2% |
| | European | 55% | 38% | 4% | 4% |
| | Pacific peoples | 33% | 67% | 0% | 0% |
| | Asian | 67% | 27% | 7% | 0% |
| | Māori | 47% | 53% | 0% | 0% |
| | Middle Eastern/Latin American/African/Other | 100% | 0% | 0% | 0% |
| East Harbour Regional Park | Total | 54% | 40% | 3% | 3% |
| | European | 49% | 24% | 12% | 15% |
| | Pacific peoples | 79% | 21% | 0% | 0% |
| | Asian | 58% | 21% | 15% | 6% |
| | Māori | 47% | 30% | 7% | 16% |
| | Middle Eastern/Latin American/African/Other | 29% | 43% | 14% | 14% |
| Hutt River Trail | Total | 51% | 25% | 12% | 13% |
| | European | 71% | 22% | 6% | 1% |
| | Pacific peoples | 50% | 50% | 0% | 0% |
| | Asian | 69% | 19% | 8% | 4% |
| | Māori | 69% | 13% | 13% | 6% |
| | Middle Eastern/Latin American/African/Other | 86% | 14% | 0% | 0% |
| Kaitoke Regional Park | Total | 71% | 21% | 6% | 2% |

*Table 19: Number of visits over the last 12 months by ethnicity (a)*

| | | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| | European | 61% | 26% | 8% | 5% |
| | Pacific peoples | 60% | 20% | 20% | 0% |
| | Asian | 81% | 13% | 0% | 6% |
| | Māori | 82% | 18% | 0% | 0% |
| | Middle Eastern/Latin American/African/Other | 0% | 0% | 0% | 0% |
| Ōtaki River Trail | Total | 66% | 23% | 6% | 5% |
| | European | 70% | 24% | 4% | 2% |
| | Pacific peoples | 50% | 50% | 0% | 0% |
| | Asian | 80% | 20% | 0% | 0% |
| | Māori | 86% | 14% | 0% | 0% |
| | Middle Eastern/Latin American/African/Other | 0% | 0% | 0% | 0% |
| Pākuratahi Forest | Total | 71% | 24% | 4% | 2% |
| | European | 65% | 21% | 8% | 6% |
| | Pacific peoples | 67% | 11% | 22% | 0% |
| | Asian | 85% | 12% | 3% | 0% |
| | Māori | 69% | 15% | 8% | 8% |
| | Middle Eastern/Latin American/African/Other | 83% | 17% | 0% | 0% |
| Queen Elizabeth Park | Total | 67% | 19% | 9% | 5% |
| | European | 50% | 22% | 13% | 15% |
| | Pacific peoples | 80% | 20% | 0% | 0% |
| | Asian | 50% | 50% | 0% | 0% |
| | Māori | 70% | 20% | 0% | 10% |
| | Middle Eastern/Latin American/African/Other | 0% | 50% | 50% | 0% |
| Waikanae River Trail | Total | 51% | 23% | 12% | 13% |
| | European | 69% | 22% | 5% | 5% |
| | Pacific peoples | 70% | 30% | 0% | 0% |
| | Asian | 72% | 28% | 0% | 0% |
| | Māori | 82% | 18% | 0% | 0% |
| | Middle Eastern/Latin American/African/Other | 0% | 100% | 0% | 0% |
| Wainuiomata Regional Park | Total | 71% | 22% | 3% | 3% |
| | European | 67% | 25% | 5% | 2% |
| | Pacific peoples | 75% | 25% | 0% | 0% |
| | Asian | 54% | 46% | 0% | 0% |
| | Māori | 58% | 25% | 8% | 8% |
| | Middle Eastern/Latin American/African/Other | 40% | 40% | 20% | 0% |
| Whitireia Park | Total | 68% | 25% | 5% | 2% |

*Table 20: Number of visits over the last 12 months by ethnicity (b)*

## Number of visits over the last 12 months by region

| | | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| Akatarawa Forest | Kāpiti Coast | 76% | 21% | 0% | 3% |
| | Hutt Valley | 60% | 35% | 0% | 5% |
| | Porirua | 73% | 27% | 0% | 0% |
| | Wairarapa | 60% | 40% | 0% | 0% |
| | Wellington City | 62% | 34% | 4% | 0% |
| | Total | 65% | 31% | 1% | 3% |
| Battle Hill Farm Forest Park | Kāpiti Coast | 89% | 4% | 7% | 0% |
| | Hutt Valley | 61% | 35% | 2% | 2% |
| | Porirua | 72% | 26% | 3% | 0% |
| | Wairarapa | 50% | 50% | 0% | 0% |
| | Wellington City | 63% | 31% | 0% | 6% |
| | Total | 68% | 27% | 2% | 2% |
| Belmont Regional Park | Kāpiti Coast | 69% | 25% | 6% | 0% |
| | Hutt Valley | 63% | 24% | 10% | 3% |
| | Porirua | 74% | 11% | 11% | 5% |
| | Wairarapa | 0% | 100% | 0% | 0% |
| | Wellington City | 74% | 21% | 5% | 0% |
| | Total | 68% | 22% | 8% | 2% |
| East Harbour Regional Park | Kāpiti Coast | 58% | 42% | 0% | 0% |
| | Hutt Valley | 41% | 45% | 7% | 7% |
| | Porirua | 50% | 50% | 0% | 0% |
| | Wairarapa | 67% | 33% | 0% | 0% |
| | Wellington City | 65% | 33% | 2% | 0% |
| | Total | 54% | 40% | 3% | 3% |
| Hutt River Trail | Kāpiti Coast | 72% | 24% | 0% | 4% |
| | Hutt Valley | 29% | 27% | 19% | 24% |
| | Porirua | 79% | 18% | 4% | 0% |
| | Wairarapa | 82% | 18% | 0% | 0% |
| | Wellington City | 69% | 23% | 6% | 2% |
| | Total | 51% | 25% | 12% | 13% |
| Kaitoke Regional Park | Kāpiti Coast | 64% | 21% | 7% | 7% |
| | Hutt Valley | 63% | 26% | 9% | 2% |
| | Porirua | 87% | 13% | 0% | 0% |
| | Wairarapa | 78% | 11% | 11% | 0% |
| | Wellington City | 78% | 17% | 4% | 1% |
| | Total | 71% | 21% | 6% | 2% |

*Table 21: Number of visits over the last 12 months by region (a)*

| | | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| Ōtaki River Trail | Kāpiti Coast | 59% | 24% | 15% | 2% |
| | Hutt Valley | 40% | 50% | 0% | 10% |
| | Porirua | 63% | 25% | 0% | 13% |
| | Wairarapa | 75% | 13% | 0% | 13% |
| | Wellington City | 79% | 17% | 2% | 2% |
| | Total | 66% | 23% | 6% | 5% |
| Pākuratahi Forest | Kāpiti Coast | 57% | 14% | 29% | 0% |
| | Hutt Valley | 71% | 21% | 0% | 7% |
| | Porirua | 67% | 33% | 0% | 0% |
| | Wairarapa | 100% | 0% | 0% | 0% |
| | Wellington City | 73% | 27% | 0% | 0% |
| | Total | 71% | 24% | 4% | 2% |
| Queen Elizabeth Park | Kāpiti Coast | 58% | 18% | 10% | 15% |
| | Hutt Valley | 70% | 20% | 8% | 2% |
| | Porirua | 64% | 21% | 12% | 2% |
| | Wairarapa | 41% | 21% | 28% | 10% |
| | Wellington City | 77% | 19% | 3% | 2% |
| | Total | 67% | 19% | 9% | 5% |
| Waikanae River Trail | Kāpiti Coast | 25% | 29% | 20% | 26% |
| | Hutt Valley | 73% | 20% | 7% | 0% |
| | Porirua | 55% | 36% | 9% | 0% |
| | Wairarapa | 75% | 25% | 0% | 0% |
| | Wellington City | 81% | 12% | 5% | 2% |
| | Total | 51% | 23% | 12% | 13% |
| Wainuiomata Regional Park | Kāpiti Coast | 86% | 14% | 0% | 0% |
| | Hutt Valley | 64% | 23% | 8% | 5% |
| | Porirua | 80% | 10% | 0% | 10% |
| | Wairarapa | 67% | 33% | 0% | 0% |
| | Wellington City | 75% | 23% | 0% | 2% |
| | Total | 71% | 22% | 3% | 3% |
| Whitireia Park | Kāpiti Coast | 90% | 10% | 0% | 0% |
| | Hutt Valley | 90% | 10% | 0% | 0% |
| | Porirua | 54% | 33% | 9% | 4% |
| | Wairarapa | 75% | 25% | 0% | 0% |
| | Wellington City | 65% | 27% | 6% | 2% |
| | Total | 68% | 25% | 5% | 2% |

*Table 22: Number of visits over the last 12 months by region (b)*

## Number of visits over the last 12 months by segmentation

| | | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| Akatarawa Forest | Green Political | 56% | 44% | 0% | 0% |
| | Over it | 63% | 38% | 0% | 0% |
| | Denialist | 47% | 40% | 0% | 13% |
| | Green Social | 61% | 39% | 0% | 0% |
| | Spiritual Connection | 100% | 0% | 0% | 0% |
| | Outdoors | 76% | 17% | 0% | 7% |
| | Out of my control | 40% | 40% | 20% | 0% |
| | Willing and Able | 100% | 0% | 0% | 0% |
| | Not for me | 0% | 50% | 50% | 0% |
| | Reluctant | 75% | 25% | 0% | 0% |
| | Total | 65% | 31% | 1% | 3% |
| Battle Hill Farm Forest Park | Green Political | 60% | 35% | 2% | 2% |
| | Over it | 35% | 55% | 5% | 5% |
| | Denialist | 65% | 29% | 6% | 0% |
| | Green Social | 69% | 23% | 0% | 8% |
| | Spiritual Connection | 100% | 0% | 0% | 0% |
| | Outdoors | 79% | 21% | 0% | 0% |
| | Out of my control | 86% | 0% | 14% | 0% |
| | Willing and Able | 94% | 6% | 0% | 0% |
| | Not for me | 0% | 0% | 0% | 0% |
| | Reluctant | 80% | 13% | 0% | 7% |
| | Total | 68% | 27% | 2% | 2% |
| Belmont Regional Park | Green Political | 66% | 26% | 8% | 0% |
| | Over it | 47% | 47% | 7% | 0% |
| | Denialist | 68% | 21% | 11% | 0% |
| | Green Social | 58% | 17% | 21% | 4% |
| | Spiritual Connection | 56% | 33% | 0% | 11% |
| | Outdoors | 62% | 23% | 10% | 5% |
| | Out of my control | 87% | 13% | 0% | 0% |
| | Willing and Able | 84% | 16% | 0% | 0% |
| | Not for me | 0% | 0% | 0% | 0% |
| | Reluctant | 92% | 8% | 0% | 0% |
| | Total | 68% | 22% | 8% | 2% |

*Table 23: Number of visits over the last 12 months by segmentation (a)*

| | | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| East Harbour Regional Park | Green Political | 45% | 45% | 10% | 0% |
| | Over it | 47% | 53% | 0% | 0% |
| | Denialist | 42% | 58% | 0% | 0% |
| | Green Social | 43% | 43% | 7% | 7% |
| | Spiritual Connection | 40% | 60% | 0% | 0% |
| | Outdoors | 72% | 20% | 0% | 8% |
| | Out of my control | 50% | 50% | 0% | 0% |
| | Willing and Able | 100% | 0% | 0% | 0% |
| | Not for me | 100% | 0% | 0% | 0% |
| | Reluctant | 86% | 14% | 0% | 0% |
| | Total | 54% | 40% | 3% | 3% |
| Hutt River Trail | Green Political | 51% | 25% | 11% | 13% |
| | Over it | 65% | 15% | 15% | 4% |
| | Denialist | 58% | 28% | 10% | 5% |
| | Green Social | 36% | 26% | 15% | 23% |
| | Spiritual Connection | 40% | 33% | 7% | 20% |
| | Outdoors | 47% | 15% | 15% | 22% |
| | Out of my control | 61% | 32% | 3% | 3% |
| | Willing and Able | 51% | 29% | 10% | 10% |
| | Not for me | 25% | 25% | 50% | 0% |
| | Reluctant | 50% | 28% | 11% | 11% |
| | Total | 51% | 25% | 12% | 13% |
| Kaitoke Regional Park | Green Political | 67% | 24% | 6% | 3% |
| | Over it | 43% | 36% | 21% | 0% |
| | Denialist | 80% | 10% | 10% | 0% |
| | Green Social | 76% | 4% | 16% | 4% |
| | Spiritual Connection | 89% | 11% | 0% | 0% |
| | Outdoors | 68% | 27% | 5% | 0% |
| | Out of my control | 58% | 42% | 0% | 0% |
| | Willing and Able | 95% | 5% | 0% | 0% |
| | Not for me | 50% | 50% | 0% | 0% |
| | Reluctant | 65% | 26% | 0% | 9% |
| | Total | 71% | 21% | 6% | 2% |

*Table 24: Number of visits over the last 12 months by segmentation (b)*

|  |  | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| Ōtaki River Trail | Green Political | 64% | 19% | 8% | 8% |
|  | Over it | 58% | 42% | 0% | 0% |
|  | Denialist | 40% | 40% | 10% | 10% |
|  | Green Social | 77% | 15% | 8% | 0% |
|  | Spiritual Connection | 83% | 17% | 0% | 0% |
|  | Outdoors | 65% | 24% | 12% | 0% |
|  | Out of my control | 75% | 0% | 0% | 25% |
|  | Willing and Able | 100% | 0% | 0% | 0% |
|  | Not for me | 100% | 0% | 0% | 0% |
|  | Reluctant | 67% | 33% | 0% | 0% |
|  | Total | 66% | 23% | 6% | 5% |
| Pākuratahi Forest | Green Political | 78% | 22% | 0% | 0% |
|  | Over it | 0% | 50% | 50% | 0% |
|  | Denialist | 75% | 25% | 0% | 0% |
|  | Green Social | 40% | 60% | 0% | 0% |
|  | Spiritual Connection | 100% | 0% | 0% | 0% |
|  | Outdoors | 88% | 0% | 0% | 13% |
|  | Out of my control | 0% | 100% | 0% | 0% |
|  | Willing and Able | 100% | 0% | 0% | 0% |
|  | Not for me | 100% | 0% | 0% | 0% |
|  | Reluctant | 75% | 25% | 0% | 0% |
|  | Total | 71% | 24% | 4% | 2% |
| Queen Elizabeth Park | Green Political | 65% | 14% | 16% | 4% |
|  | Over it | 71% | 24% | 0% | 6% |
|  | Denialist | 63% | 20% | 10% | 7% |
|  | Green Social | 71% | 18% | 8% | 3% |
|  | Spiritual Connection | 75% | 17% | 0% | 8% |
|  | Outdoors | 53% | 23% | 12% | 12% |
|  | Out of my control | 81% | 16% | 0% | 3% |
|  | Willing and Able | 68% | 23% | 6% | 3% |
|  | Not for me | 0% | 100% | 0% | 0% |
|  | Reluctant | 69% | 21% | 8% | 3% |
|  | Total | 67% | 19% | 9% | 5% |

*Table 25: Number of visits over the last 12 months by segmentation (c)*

| | | 1 – 2 times | 3 – 4 times | 5 – 10 times | More than 10 times |
|---|---|---|---|---|---|
| | Green Political | 50% | 30% | 10% | 10% |
| | Over it | 55% | 36% | 9% | 0% |
| | Denialist | 33% | 33% | 22% | 11% |
| | Green Social | 55% | 36% | 9% | 0% |
| | Spiritual Connection | 60% | 0% | 20% | 20% |
| Waikanae River Trail | Outdoors | 56% | 11% | 11% | 22% |
| | Out of my control | 64% | 18% | 9% | 9% |
| | Willing and Able | 36% | 18% | 9% | 36% |
| | Not for me | 0% | 0% | 0% | 0% |
| | Reluctant | 54% | 15% | 23% | 8% |
| | Total | 51% | 23% | 12% | 13% |
| | Green Political | 75% | 19% | 3% | 3% |
| | Over it | 80% | 20% | 0% | 0% |
| | Denialist | 62% | 15% | 15% | 8% |
| | Green Social | 64% | 27% | 0% | 9% |
| | Spiritual Connection | 100% | 0% | 0% | 0% |
| Wainuiomata Regional Park | Outdoors | 70% | 17% | 7% | 7% |
| | Out of my control | 64% | 36% | 0% | 0% |
| | Willing and Able | 83% | 17% | 0% | 0% |
| | Not for me | 0% | 100% | 0% | 0% |
| | Reluctant | 62% | 38% | 0% | 0% |
| | Total | 71% | 22% | 3% | 3% |
| | Green Political | 63% | 29% | 4% | 4% |
| | Over it | 67% | 17% | 17% | 0% |
| | Denialist | 71% | 29% | 0% | 0% |
| | Green Social | 86% | 10% | 5% | 0% |
| | Spiritual Connection | 25% | 50% | 0% | 25% |
| Whitireia Park | Outdoors | 60% | 20% | 16% | 4% |
| | Out of my control | 80% | 20% | 0% | 0% |
| | Willing and Able | 78% | 22% | 0% | 0% |
| | Not for me | 0% | 0% | 0% | 0% |
| | Reluctant | 60% | 40% | 0% | 0% |
| | Total | 68% | 25% | 5% | 2% |

Table 26: Number of visits over the last 12 months by segmentation (d)

# Parks and trails satisfaction

## Overall, how satisfied are you with the parks?

Respondents who visited certain parks asked how satisfied they were with the park. The options were:
- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied

Respondents' level of satisfaction indicated that the:

- Kaitoke Regional Park and Queen Elizabeth Park had the highest levels of satisfaction.

- Otaki River Trail had the lowest level of satisfaction.

- Respondents who identified as 'denialist' or 'over it' were more likely to have had a lower level of satisfaction with the regional parks than other segment IDs.


Figure 4 shows the overall reported visitor satisfaction for the regional parks, river trails and Whitireia.



2% 2%

■ Very dissatisfied   ■ Dissatisfied   ■ Neutral   ■ Satisfied   ■ Very Satisfied
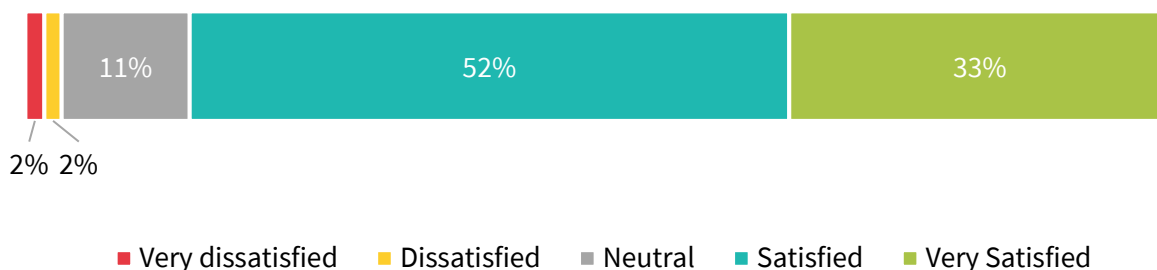
*Figure 4: Overall reported visitor satisfaction for the regional parks, river trails and Whitireia*

Figure 5 shows the overall satisfaction (satisfied + very satisfied) with the parks.

| Park | Satisfaction |
|------|-------------|
| Kaitoke Regional Park | 92% |
| Queen Elizabeth Park | 89% |
| Akatarawa Forest | 88% |
| Hutt River Trail | 86% |
| East Harbour Regional Park | 85% |
| Waikanae River Trail | 85% |
| Belmont Regional Park | 84% |
| Battle Hill Farm Forest park | 84% |
| Whitireia Park | 83% |
| Pākuratahi Forest | 82% |
| Wainuiomata Regional Park | 80% |
| Ōtaki River Trail | 79% |
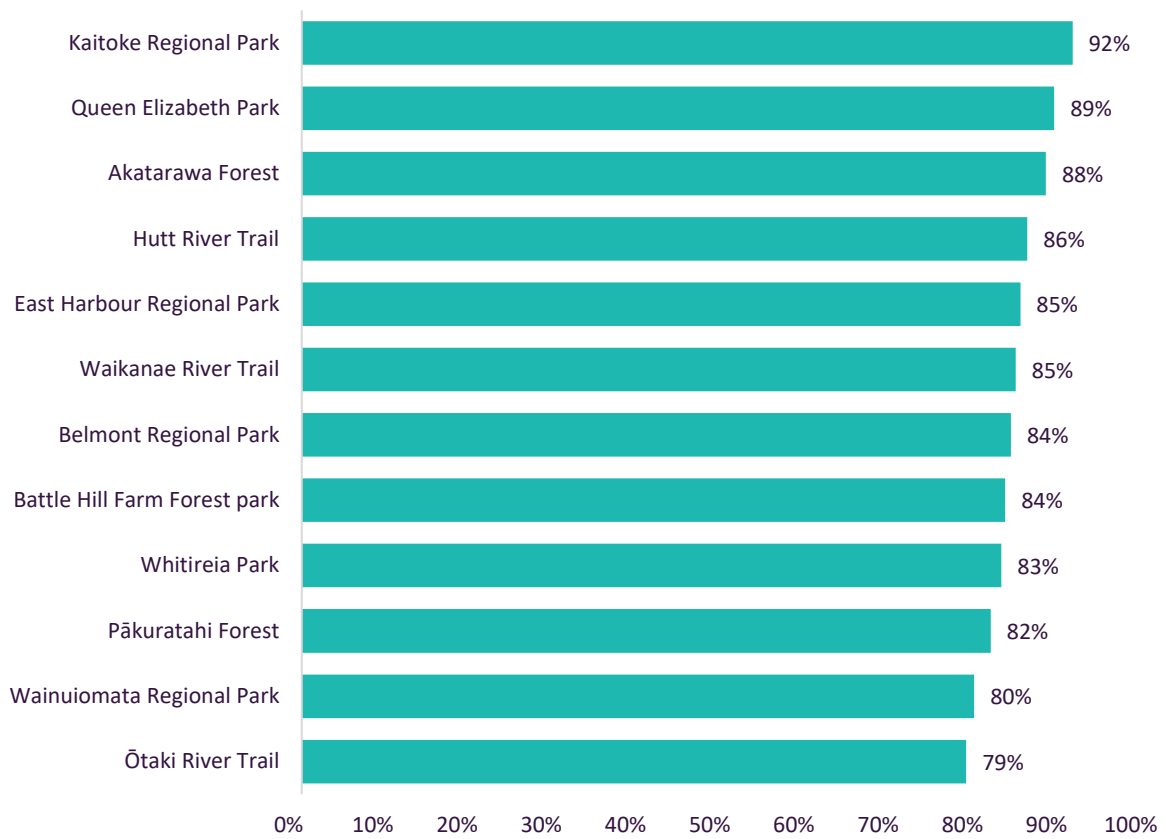
*Figure 5: Overall satisfaction with parks*

## Overall satisfaction with parks by age

| | Satisfaction Level | | | | | | |
|---|---|---|---|---|---|---|---|
| | 16-29 years | 30-39 years | 40-49 years | 50-59 years | 60-69 years | 70 years and over | Total |
| Kaitoke Regional Park | 90% | 85% | 89% | 97% | 100% | 95% | 92% |
| | 38 | 34 | 40 | 28 | 23 | 21 | 184 |
| Queen Elizabeth Park | 86% | 89% | 85% | 89% | 100% | 97% | 89% |
| | 73 | 70 | 47 | 24 | 27 | 36 | 277 |
| Akatarawa Forest | 90% | 81% | 89% | 100% | 75% | 100% | 88% |
| | 53 | 26 | 24 | 14 | 6 | 6 | 129 |
| Hutt River Trail | 80% | 83% | 89% | 91% | 89% | 97% | 86% |
| | 75 | 81 | 70 | 43 | 33 | 34 | 336 |
| East Harbour Regional Park | 85% | 77% | 89% | 93% | 88% | 100% | 85% |
| | 33 | 23 | 17 | 13 | 7 | 6 | 99 |
| Waikanae River Trail | 78% | 70% | 88% | 88% | 100% | 100% | 85% |
| | 28 | 21 | 15 | 15 | 13 | 25 | 117 |
| Belmont Regional Park | 80% | 82% | 90% | 86% | 91% | 92% | 84% |
| | 51 | 50 | 36 | 18 | 10 | 11 | 176 |
| Battle Hill Farm Forest park | 80% | 85% | 81% | 83% | 88% | 94% | 84% |
| | 44 | 34 | 26 | 10 | 7 | 16 | 137 |
| Whitireia Park | 80% | 77% | 83% | 86% | 92% | 100% | 83% |
| | 33 | 30 | 15 | 6 | 12 | 12 | 108 |
| Pākuratahi Forest | 73% | 100% | 80% | 100% | 100% | 100% | 82% |
| | 22 | 8 | 8 | 3 | 2 | 2 | 45 |
| Wainuiomata Regional Park | 81% | 77% | 79% | 83% | 67% | 100% | 80% |
| | 38 | 30 | 19 | 10 | 8 | 10 | 115 |
| Ōtaki River Trail | 70% | 83% | 82% | 80% | 75% | 100% | 79% |
| | 35 | 15 | 14 | 4 | 3 | 15 | 86 |

*Table 27: Overall satisfaction with parks by age*

## Overall satisfaction with parks by gender

| | Satisfaction Level | | | |
| --- | --- | --- | --- | --- |
| | Male | Female | Another gender | Total |
| Kaitoke Regional Park | 91% | 92% | 0% | 92% |
| | 84 | 100 | 0 | 184 |
| Queen Elizabeth Park | 88% | 90% | 100% | 89% |
| | 120 | 156 | 1 | 277 |
| Akatarawa Forest | 87% | 90% | 0% | 88% |
| | 66 | 64 | 0 | 129 |
| Hutt River Trail | 89% | 84% | 0% | 86% |
| | 159 | 177 | 0 | 336 |
| East Harbour Regional Park | 89% | 82% | 0% | 85% |
| | 51 | 49 | 0 | 99 |
| Waikanae River Trail | 86% | 85% | 50% | 85% |
| | 54 | 62 | 1 | 117 |
| Belmont Regional Park | 83% | 85% | 100% | 84% |
| | 74 | 101 | 1 | 176 |
| Battle Hill Farm Forest Park | 83% | 84% | 100% | 84% |
| | 74 | 62 | 2 | 137 |
| Whitireia Park | 75% | 88% | 100% | 83% |
| | 36 | 71 | 1 | 108 |
| Pākuratahi Forest | 75% | 87% | 0% | 82% |
| | 18 | 27 | 0 | 45 |
| Wainuiomata Regional Park | 80% | 80% | 0% | 80% |
| | 48 | 67 | 0 | 115 |
| Ōtaki River Trail | 80% | 80% | 0% | 79% |
| | 36 | 51 | 0 | 86 |

*Table 28: Overall satisfaction with parks by gender*

## Overall satisfaction with parks by ethnicity

| | | | Satisfaction Level | | | |
|---|---|---|---|---|---|---|
| | European | Pacific peoples | Asian | Māori | Middle Eastern/Latin American/African/Other | Total |
| Kaitoke Regional Park | 93% | 100% | 88% | 94% | 86% | 92% |
| | 148 | 2 | 23 | 15 | 6 | 184 |
| Queen Elizabeth Park | 90% | 100% | 88% | 85% | 100% | 89% |
| | 224 | 9 | 29 | 33 | 6 | 277 |
| Akatarawa Forest | 90% | 80% | 80% | 80% | 0% | 88% |
| | 108 | 4 | 8 | 16 | 0 | 129 |
| Hutt River Trail | 88% | 86% | 79% | 79% | 86% | 86% |
| | 267 | 12 | 42 | 34 | 6 | 336 |
| East Harbour Regional Park | 88% | 50% | 87% | 80% | 100% | 85% |
| | 75 | 3 | 13 | 12 | 3 | 99 |
| Waikanae River Trail | 87% | 80% | 67% | 80% | 100% | 85% |
| | 103 | 4 | 4 | 8 | 2 | 117 |
| Belmont Regional Park | 88% | 75% | 74% | 86% | 67% | 84% |
| | 140 | 6 | 23 | 18 | 2 | 176 |
| Battle Hill Farm Forest park | 85% | 50% | 95% | 79% | 100% | 84% |
| | 100 | 4 | 20 | 22 | 1 | 137 |
| Whitireia Park | 85% | 75% | 85% | 79% | 80% | 83% |
| | 81 | 9 | 11 | 19 | 4 | 108 |
| Pākuratahi Forest | 85% | 100% | 80% | 57% | 0% | 82% |
| | 39 | 2 | 4 | 4 | 0 | 45 |
| Wainuiomata Regional Park | 80% | 80% | 78% | 91% | 100% | 80% |
| | 87 | 8 | 14 | 20 | 1 | 115 |
| Ōtaki River Trail | 81% | 80% | 75% | 65% | 0% | 79% |
| | 69 | 4 | 12 | 11 | 0 | 86 |

*Table 29: Overall satisfaction with parks by ethnicity*

## Overall satisfaction with parks by region

| | Satisfaction Level | | | | | |
|---|---|---|---|---|---|---|
| | Kāpiti Coast | Hutt Valley | Porirua | Wairarapa | Wellington City | Total |
| Kaitoke Regional Park | 93% | 93% | 87% | 100% | 89% | 92% |
| | 13 | 85 | 13 | 9 | 64 | 184 |
| Queen Elizabeth Park | 95% | 86% | 88% | 79% | 91% | 89% |
| | 59 | 42 | 37 | 23 | 116 | 277 |
| Akatarawa Forest | 86% | 87% | 82% | 100% | 91% | 88% |
| | 25 | 47 | 9 | 5 | 43 | 129 |
| Hutt River Trail | 76% | 86% | 89% | 82% | 88% | 86% |
| | 19 | 166 | 25 | 9 | 117 | 336 |
| East Harbour Regional Park | 92% | 86% | 75% | 83% | 85% | 85% |
| | 11 | 38 | 6 | 5 | 39 | 99 |
| Waikanae River Trail | 92% | 80% | 73% | 75% | 79% | 85% |
| | 60 | 12 | 8 | 3 | 34 | 117 |
| Belmont Regional Park | 88% | 86% | 79% | 100% | 83% | 84% |
| | 14 | 79 | 15 | 2 | 66 | 176 |
| Battle Hill Farm Forest park | 78% | 83% | 85% | 100% | 85% | 84% |
| | 21 | 38 | 33 | 4 | 41 | 137 |
| Whitireia Park | 90% | 81% | 80% | 100% | 84% | 83% |
| | 9 | 17 | 37 | 4 | 41 | 108 |
| Pākuratahi Forest | 43% | 86% | 67% | 50% | 96% | 82% |
| | 3 | 12 | 4 | 1 | 25 | 45 |
| Wainuiomata Regional Park | 100% | 80% | 50% | 100% | 82% | 80% |
| | 7 | 51 | 5 | 3 | 49 | 115 |
| Ōtaki River Trail | 83% | 60% | 63% | 100% | 79% | 79% |
| | 34 | 6 | 5 | 8 | 33 | 86 |

*Table 30: Overall satisfaction with parks by region*

## Overall satisfaction with parks by segmentation

| | Green Political | Over it | Denialist | Green Social | Spiritual Connection | Outdoors | Out of my control | Willing and Able | Not for me | Reluctant | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | Satisfaction Level | | | | | |
| Kaitoke Regional Park | 91% | 79% | 80% | 96% | 100% | 91% | 100% | 100% | 100% | 91% | 92% |
| | 30 | 11 | 16 | 24 | 9 | 40 | 12 | 19 | 2 | 21 | 184 |
| Queen Elizabeth Park | 94% | 88% | 70% | 95% | 83% | 90% | 94% | 94% | 100% | 85% | 89% |
| | 65 | 15 | 21 | 36 | 10 | 38 | 29 | 29 | 1 | 33 | 277 |
| Akatarawa Forest | 95% | 63% | 60% | 100% | 100% | 93% | 100% | 100% | 100% | 88% | 88% |
| | 37 | 10 | 9 | 18 | 4 | 26 | 5 | 11 | 2 | 7 | 129 |
| Hutt River Trail | 83% | 77% | 80% | 92% | 80% | 89% | 87% | 94% | 75% | 86% | 86% |
| | 63 | 20 | 32 | 36 | 12 | 64 | 27 | 48 | 3 | 31 | 336 |
| East Harbour Regional Park | 87% | 80% | 67% | 100% | 80% | 84% | 75% | 100% | 100% | 100% | 85% |
| | 27 | 12 | 8 | 14 | 4 | 21 | 3 | 2 | 1 | 7 | 99 |
| Waikanae River Trail | 85% | 73% | 100% | 73% | 80% | 78% | 100% | 91% | 0% | 92% | 85% |
| | 34 | 8 | 9 | 8 | 4 | 21 | 11 | 10 | 0 | 12 | 117 |
| Belmont Regional Park | 90% | 80% | 53% | 83% | 78% | 90% | 93% | 88% | 0% | 85% | 84% |
| | 45 | 12 | 10 | 20 | 7 | 35 | 14 | 22 | 0 | 11 | 176 |
| Battle Hill Farm Forest park | 94% | 55% | 71% | 92% | 0% | 75% | 100% | 100% | 0% | 93% | 84% |
| | 45 | 11 | 12 | 12 | 0 | 18 | 7 | 18 | 0 | 14 | 137 |
| Whitireia Park | 92% | 67% | 86% | 67% | 100% | 80% | 100% | 83% | 0% | 90% | 83% |
| | 22 | 4 | 6 | 14 | 4 | 20 | 5 | 15 | 0 | 18 | 108 |
| Pākuratahi Forest | 89% | 50% | 100% | 80% | 50% | 100% | 0% | 100% | 100% | 50% | 82% |
| | 16 | 2 | 8 | 4 | 2 | 8 | 0 | 2 | 1 | 2 | 45 |
| Wainuiomata Regional Park | 72% | 80% | 62% | 91% | 100% | 83% | 73% | 92% | 100% | 85% | 80% |
| | 26 | 8 | 8 | 10 | 6 | 25 | 8 | 11 | 2 | 11 | 115 |
| Ōtaki River Trail | 81% | 67% | 70% | 85% | 83% | 71% | 100% | 100% | 100% | 83% | 79% |
| | 29 | 8 | 7 | 11 | 5 | 12 | 4 | 4 | 1 | 5 | 86 |

*Table 31: Overall satisfaction with parks by segmentation*

## Net Promoter Score

Net Promoter Score (NPS) is a measure of how likely a person is to recommend your business or services. Customers are classified based on their rating into 3 categories: detractors (0-6), passives (7-8) and promoters (9-10). The NPS is calculated by subtracting the percentage of those who are detractors from the percentage of those who are promoters. A positive **NPS above 0 is considered good**, a **NPS of+50 is excellent** and **anything over +70 is considered exceptional**.

The results in the tables are coloured red, yellow, and green. Red to show NPS scores of -100 to 0, yellow to show scores of 0 to 20, and green to show scores of 20 to 100.
Respondents' Net Promoter Score indicated that the:

- The two parks and trails with the highest net promoter score (NPS) were Kaitoke Regional Park and East Harbour Regional Park.

- Belmont Regional Park had the lowest NPS score.

- Respondents under 50 were less likely to be promoters of parks to their friends and family compared to respondents over the age of 50.

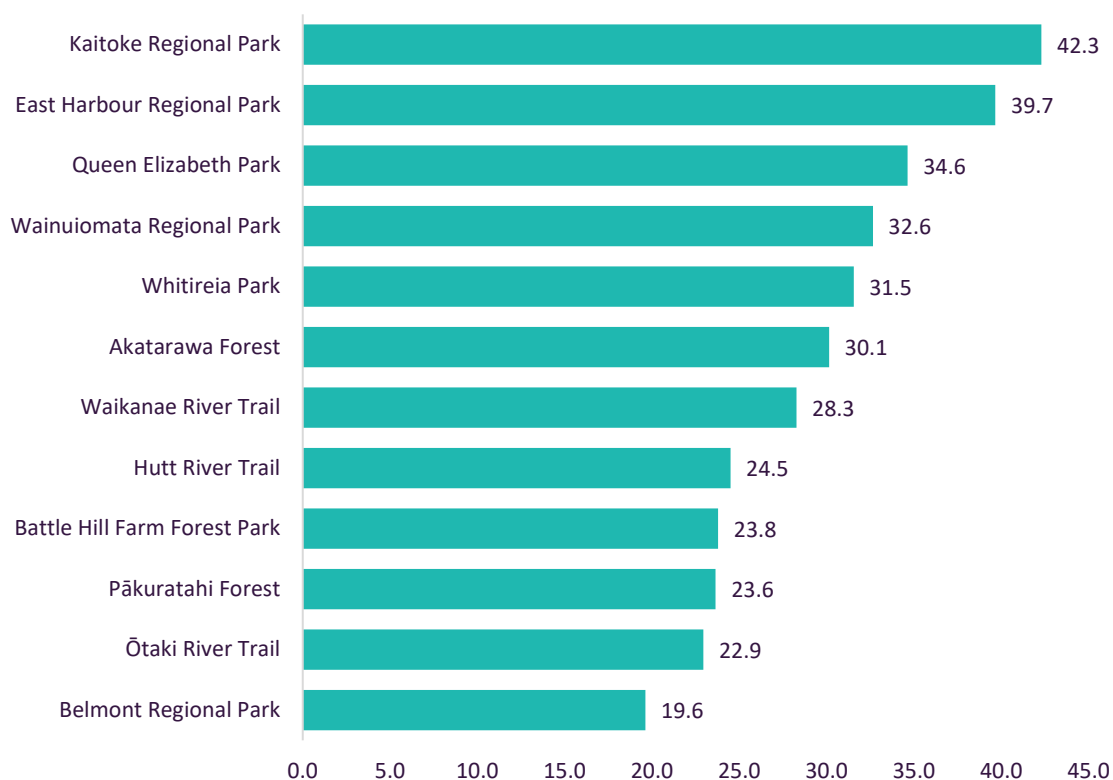Figure 6 shows the Net Promoter Score of each park.



*Figure 6: NPS per park*

## NPS by age

| | NPS | | | | | | |
| | 16-29 years | 30-39 years | 40-49 years | 50-59 years | 60-69 years | 70 years and over | Total |
|---|---|---|---|---|---|---|---|
| Kaitoke Regional Park | 38.1 | 25.0 | 33.3 | 65.5 | 52.2 | 59.1 | 42.3 |
| East Harbour Regional Park | 25.6 | 40.0 | 26.3 | 64.3 | 75.0 | 66.7 | 39.7 |
| Queen Elizabeth Park | 24.7 | 38.0 | 21.8 | 25.9 | 42.3 | 70.3 | 34.6 |
| Wainuiomata Regional Park | 25.5 | 25.6 | 25.0 | 50.0 | 41.7 | 80.0 | 32.6 |
| Whitireia Park | 19.5 | 33.3 | 16.7 | 28.6 | 69.2 | 50.0 | 31.5 |
| Akatarawa Forest | 33.9 | 21.9 | 22.2 | 35.7 | 25.0 | 66.7 | 30.1 |
| Waikanae River Trail | 13.9 | 6.7 | 23.5 | 41.2 | 23.1 | 72.0 | 28.3 |
| Hutt River Trail | 16.0 | 16.3 | 19.0 | 47.8 | 22.2 | 54.3 | 24.5 |
| Battle Hill Farm Forest Park | 14.5 | 20.0 | 21.9 | 25.0 | 0.0 | 76.5 | 23.8 |
| Pākuratahi Forest | 10.0 | 37.5 | 20.0 | 33.3 | 100.0 | 100.0 | 23.6 |
| Ōtaki River Trail | 8.0 | 33.3 | 41.2 | 0.0 | 25.0 | 46.7 | 22.9 |
| Belmont Regional Park | 7.8 | 16.4 | 22.5 | 42.9 | 36.4 | 33.3 | 19.6 |

*Table 32: NPS by age*

## NPS by gender

| | NPS | | | |
| | Male | Female | Another gender | Total |
|---|---|---|---|---|
| Kaitoke Regional Park | 41.3 | 43.1 | | 42.3 |
| East Harbour Regional Park | 29.8 | 48.3 | | 39.7 |
| Queen Elizabeth Park | 33.3 | 35.3 | 100.0 | 34.6 |
| Wainuiomata Regional Park | 41.7 | 26.2 | | 32.6 |
| Whitireia Park | 25.0 | 37.0 | -100.0 | 31.5 |
| Akatarawa Forest | 31.6 | 29.6 | | 30.1 |
| Waikanae River Trail | 27.0 | 32.9 | -100.0 | 28.3 |
| Hutt River Trail | 24.3 | 24.6 | | 24.5 |
| Battle Hill Farm Forest Park | 29.2 | 17.6 | 50.0 | 23.8 |
| Pākuratahi Forest | 12.5 | 32.3 | | 23.6 |
| Ōtaki River Trail | 31.1 | 18.8 | 0.0 | 22.9 |
| Belmont Regional Park | 12.4 | 25.2 | 0.0 | 19.6 |

*Table 33: NPS by gender*

## NPS by ethnicity

| | NPS | | | | | |
|---|---|---|---|---|---|---|
| | European | Pacific peoples | Asian | Māori | Middle Eastern/Latin American/African/Other | Total |
| Kaitoke Regional Park | 46.9 | 100.0 | 23.1 | 62.5 | 28.6 | 42.3 |
| East Harbour Regional Park | 44.7 | 0.0 | 46.7 | 26.7 | 100.0 | 39.7 |
| Queen Elizabeth Park | 34.5 | 55.6 | 39.4 | 28.2 | 16.7 | 34.6 |
| Wainuiomata Regional Park | 31.2 | 30.0 | 55.6 | 40.9 | 100.0 | 32.6 |
| Whitireia Park | 30.5 | 75.0 | 15.4 | 37.5 | 0.0 | 31.5 |
| Akatarawa Forest | 30.0 | 0.0 | 50.0 | 25.0 | 0.0 | 30.1 |
| Waikanae River Trail | 34.5 | 0.0 | -16.7 | 20.0 | 0.0 | 28.3 |
| Hutt River Trail | 25.3 | 21.4 | 24.5 | 18.6 | -14.3 | 24.5 |
| Battle Hill Farm Forest Park | 25.4 | 37.5 | 38.1 | 14.3 | -100.0 | 23.8 |
| Pākuratahi Forest | 23.9 | 100.0 | 0.0 | 0.0 | | 23.6 |
| Ōtaki River Trail | 25.9 | 40.0 | 6.3 | 11.8 | | 22.9 |
| Belmont Regional Park | 21.9 | 12.5 | 6.5 | 42.9 | -66.7 | 19.6 |

*Table 34: NPS by ethnicity*

## NPS by region

| | NPS | | | | | |
|---|---|---|---|---|---|---|
| | Kāpiti Coast | Hutt Valley | Porirua | Wairarapa | Wellington City | Total |
| Kaitoke Regional Park | 50.0 | 57.1 | 6.7 | 33.3 | 30.6 | 42.3 |
| East Harbour Regional Park | 50.0 | 52.3 | -37.5 | 50.0 | 37.0 | 39.7 |
| Queen Elizabeth Park | 48.4 | 24.5 | 33.3 | 20.7 | 35.4 | 34.6 |
| Wainuiomata Regional Park | 42.9 | 29.7 | 0.0 | 66.7 | 38.3 | 32.6 |
| Whitireia Park | 50.0 | 28.6 | 32.6 | 25.0 | 28.6 | 31.5 |
| Akatarawa Forest | 24.1 | 29.6 | 18.2 | 20.0 | 38.3 | 30.1 |
| Waikanae River Trail | 40.0 | 13.3 | 45.5 | 25.0 | 11.6 | 28.3 |
| Hutt River Trail | 28.0 | 29.7 | 17.9 | 0.0 | 19.7 | 24.5 |
| Battle Hill Farm Forest Park | 14.8 | 32.6 | 23.1 | 25.0 | 20.8 | 23.8 |
| Pākuratahi Forest | -14.3 | 35.7 | 16.7 | 50.0 | 26.9 | 23.6 |
| Ōtaki River Trail | 24.4 | 10.0 | 0.0 | 25.0 | 28.6 | 22.9 |
| Belmont Regional Park | 25.0 | 28.3 | 5.3 | 50.0 | 11.3 | 19.6 |

*Table 35: NPS by region*

# NPS by segmentation

| | Green Political | Over it | Denialist | Green Social | Spiritual Connection | Outdoors | Out of my control | Willing and Able | Not for me | Reluctant | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Kaitoke Regional Park | 60.6 | 14.3 | 15.0 | 56.0 | 55.6 | 40.9 | 50.0 | 36.8 | 100.0 | 34.8 | 42.3 |
| East Harbour Regional Park | 48.4 | 33.3 | 33.3 | 92.9 | 40.0 | 24.0 | -50.0 | 50.0 | 100.0 | 14.3 | 39.7 |
| Queen Elizabeth Park | 53.6 | 29.4 | 10.0 | 44.7 | 41.7 | 33.3 | 23.3 | 35.5 | 100.0 | 17.9 | 34.6 |
| Wainuiomata Regional Park | 30.6 | 20.0 | 23.1 | 63.6 | 16.7 | 33.3 | 0.0 | 50.0 | 100.0 | 38.5 | 32.6 |
| Whitireia Park | 45.8 | 0.0 | 42.9 | 19.0 | 50.0 | 28.0 | 20.0 | 33.3 | | 35.0 | 31.5 |
| Akatarawa Forest | 48.7 | 18.8 | -6.7 | 44.4 | 25.0 | 3.6 | 80.0 | 45.5 | 100.0 | 25.0 | 30.1 |
| Waikanae River Trail | 35.0 | 9.1 | 66.7 | 36.4 | 60.0 | 18.5 | 36.4 | 0.0 | | 15.4 | 28.3 |
| Hutt River Trail | 28.9 | 3.8 | 20.0 | 41.0 | 46.7 | 16.9 | 26.7 | 23.5 | 25.0 | 22.2 | 24.5 |
| Battle Hill Farm Forest Park | 50.0 | 10.0 | 29.4 | 46.2 | 0.0 | -25.0 | 42.9 | 27.8 | | 0.0 | 23.8 |
| Pākuratahi Forest | 44.4 | 0.0 | 50.0 | 40.0 | 25.0 | -12.5 | -100.0 | 50.0 | 0.0 | -25.0 | 23.6 |
| Ōtaki River Trail | 19.4 | 33.3 | 30.0 | 38.5 | 66.7 | -11.8 | 75.0 | 0.0 | 100.0 | 0.0 | 22.9 |
| Belmont Regional Park | 38.0 | 33.3 | -10.5 | 25.0 | 22.2 | 23.1 | -20.0 | 16.0 | | 7.7 | 19.6 |

*Table 36: NPS by segmentation*

# Activities and attractions

In order to compile a list of activities undertaken at each of the parks, forests and river trails, respondents were asked what they generally do while visiting each site. If respondents visited one of the sites, they were asked what had attracted them to the site.

Analysis of activities and attractions indicated that:

- Walking, picnics/barbeques, enjoying nature, and mountain biking/cycling were the most popular activities across all the regional parks and river trails.

- If the respondent went tramping or had a picnic/barbeque, they were more likely to recommend the park to friends and family.

## Akatarawa Forest

Table 37 shows activities and attractions mentioned by respondents, and Table 38 shows the key drivers.

| Theme | Frequency |
|---|---|
| **ACTIVITIES** | **116** |
| Walking | 64 |
| Enjoying nature | 22 |
| Tramping | 16 |
| Mountain biking/cycling | 9 |
| Picnics/barbeques | 9 |
| Sightseeing | 8 |
| Running | 5 |
| Family outings/recreation | 4 |
| Relaxing | 3 |
| Walking/running with dog | 2 |
| Photography | 2 |
| Bird watching | 2 |
| Exercising | 2 |
| Driving | 2 |
| Not specified | 2 |
| Meditation | 1 |
| Camping | 1 |
| **ATTRACTIONS** | **40** |
| Nature | 28 |
| Sights | 5 |
| Recommended by friend/family member | 4 |
| Walking trails | 2 |
| Recommended by book | 1 |
| Distance | 1 |

*Table 37: Activities and attractions at Akatarawa Forest*

## Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a

positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Walking' were less likely to recommend Akatarawa Forest to family and friends. On the other hand, respondents who mentioned 'Tramping' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Tramping | 16 | 10.96% | 0.2153 |
| Nature | 28 | 19.18% | 0.1108 |
| Running | 5 | 3.42% | 0.0582 |
| Sights | 5 | 3.42% | 0.0519 |
| Enjoying nature | 22 | 15.07% | 0.0473 |
| Picnics/barbeques | 9 | 6.16% | 0.0139 |
| Sightseeing | 8 | 5.48% | -0.0061 |
| Family outings/recreation | 4 | 2.74% | -0.0942 |
| Mountain biking/cycling | 9 | 6.16% | -0.1068 |
| Walking | 64 | 43.84% | -0.1257 |

*Table 38: Key drivers for Akatawara Forest*

## Battle Hill Farm Forest Park

Table 39 shows activities and attractions mentioned by respondents, and Table 40 shows the key drivers.

| Theme | Frequency |
|---|---|
| **ACTIVITIES** | **138** |
| Walking | 63 |
| Picnics/barbeques | 18 |
| Family outings/recreation | 17 |
| Camping | 14 |
| Enjoying nature | 12 |
| Not specified | 12 |
| Tramping | 8 |
| Seeing the eels | 8 |
| Horse riding | 6 |
| Swimming | 6 |
| Running | 5 |
| Mountain biking/cycling | 5 |
| Sightseeing | 5 |
| Walking/running with dog | 4 |
| Photography | 4 |
| Visiting the farm | 4 |
| Relay race | 2 |
| going to the fair | 2 |
| Relaxing | 2 |
| Meeting Friends | 2 |
| Bird watching | 1 |

| Theme | Frequency |
|---|---|
| **ATTRACTIONS** | **20** |
| Nature | 15 |
| Recommended by friend/family member | 3 |
| Outdoor film | 1 |
| The farm | 1 |

*Table 39: Activities and attractions at Battle Hill Farm Forest Park*

## Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Horse Riding' were less likely to recommend Akatarawa Forest to family and friends. On the other hand, respondents who mentioned 'Family outings/recreation' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Family outings/recreation | 17 | 10.37% | 0.1273 |
| Enjoying nature | 12 | 7.32% | 0.1012 |
| Tramping | 8 | 4.88% | 0.0748 |
| Seeing the eels | 8 | 4.88% | 0.0649 |
| Nature | 15 | 9.15% | 0.0407 |
| Picnics/barbeques | 18 | 10.98% | -0.0183 |
| Camping | 14 | 8.54% | -0.0408 |
| Not specified | 12 | 7.32% | -0.0759 |
| Walking | 63 | 38.41% | -0.1062 |
| Horse Riding | 6 | 3.66% | -0.1229 |

*Table 40: Key drivers at Battle Hill Farm Forest Park*

## Belmont Regional Park

Table 41 shows activities and attractions mentioned by respondents, and Table 42 shows the key drivers.

| Theme | Frequency |
|---|---|
| **ACTIVITIES** | **191** |
| Walking | 126 |
| Enjoying nature | 29 |
| Picnics/barbeques | 20 |
| Mountain biking/cycling | 13 |
| Tramping | 11 |
| Not specified | 10 |
| Walking/running with dog | 9 |
| Sightseeing | 9 |
| Seeing the waterfalls | 9 |
| Running | 7 |
| Family outings/recreation | 7 |

| Theme | Frequency |
|---|---|
| Seeing the dam | 5 |
| Bird watching | 4 |
| Photography/drawing | 3 |
| Relaxing | 2 |
| Camping | 2 |
| Meeting friends | 2 |
| Seeing the glowworms | 1 |
| Geocaching | 1 |
| Tennis | 1 |
| Climbing | 1 |
| **ATTRACTIONS** | **23** |
| Nature | 9 |
| Recommended by friend/family member | 4 |
| Dam | 3 |
| Waterfalls | 2 |
| Social media | 2 |
| Lord of the Rings | 1 |
| Website | 1 |
| Distance | 1 |
| Stop over | 1 |

Table 41: Activities and attractions at Belmont Regional Park

## Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Mountain biking/cycling' were less likely to recommend Akatarawa Forest to family and friends. On the other hand, respondents who mentioned 'Walking' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Walking | 126 | 60.29% | 0.1523 |
| Tramping | 11 | 5.26% | 0.1415 |
| Picnics/barbeques | 20 | 9.57% | 0.0584 |
| Walking/running with dog | 9 | 4.31% | 0.0499 |
| Enjoying nature | 29 | 13.88% | 0.0456 |
| Seeing the waterfalls | 9 | 4.31% | 0.0111 |
| Nature | 9 | 4.31% | 0.0077 |
| Not specified | 10 | 4.78% | 0.0023 |
| Sightseeing | 9 | 4.31% | -0.0405 |
| Mountain biking/cycling | 13 | 6.22% | -0.0530 |

Table 42: Key drivers at Belmont Regional Park

## East Harbour Regional Park

Table 43 shows the activities and attractions mentioned by respondents, and Table 44 shows the key drivers.

| Theme | Frequency |
|---|---|
| ACTIVITIES | 93 |
| Walking | 62 |
| Picnics/barbeques | 12 |
| Mountain biking/cycling | 11 |
| Enjoying nature | 8 |
| Tramping | 8 |
| Water activities | 7 |
| Not specified | 6 |
| Walking/running with dog | 4 |
| Bird watching | 4 |
| Family outings/recreation | 3 |
| Exercise | 3 |
| Running | 2 |
| Photography | 2 |
| Meditation | 1 |
| Sightseeing | 1 |
| Relaxing | 1 |
| Rock climbing | 1 |
| ATTRACTIONS | 24 |
| Nature | 13 |
| Lighthouse | 6 |
| Sights | 3 |
| Recommended by friend/family member | 2 |
| Walking trails | 1 |
| Social media | 1 |
| Photos | 1 |

*Table 43: Activities and attractions at East Harbour Regional Park*

### Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Enjoying nature' were less likely to recommend Akatarawa Forest to family and friends. On the other hand, respondents who mentioned 'Tramping' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Tramping | 8 | 7.14% | 0.1698 |
| Nature | 13 | 11.61% | 0.0947 |
| Picnics/barbeques | 12 | 10.71% | 0.0842 |
| Walking/running with dog | 4 | 3.57% | 0.0516 |

| | | | |
|---|---|---|---|
| Not specified | 6 | 5.36% | 0.0465 |
| Mountain biking/cycling | 11 | 9.82% | 0.0233 |
| Walking | 60 | 53.57% | -0.0232 |
| Water activities | 7 | 6.25% | -0.0400 |
| Lighthouse | 6 | 5.36% | -0.0562 |
| Enjoying nature | 8 | 7.14% | -0.1359 |

*Table 44: Key drivers at East Harbour Regional Park*

## Hutt River Trail

Table 45 shows the activities and attractions mentioned by respondents, and Table 46 shows the key drivers.

| Theme | Frequency |
|---|---|
| **ACTIVITIES** | **350** |
| Walking | 228 |
| Mountain biking/cycling | 74 |
| Walking/running with dog | 48 |
| Enjoying nature | 42 |
| Running | 28 |
| Picnics/barbeques | 15 |
| Family outings/recreation | 15 |
| Tramping | 12 |
| Water activities | 11 |
| Meeting friends | 7 |
| Bird watching | 6 |
| Not specified | 6 |
| Photography | 5 |
| Sightseeing | 4 |
| Fishing | 4 |
| Meditation | 3 |
| Relaxing | 2 |
| Skateboarding | 1 |
| **ATTRACTIONS** | **26** |
| Nature | 11 |
| Walking trails | 7 |
| Recommended by friend/family member | 3 |
| Clean | 2 |
| Location | 2 |
| Weather | 1 |
| Riverbank Market | 1 |

*Table 45: Activities and attractions at Hutt River Trail*

## Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Family outings/recreation' were less likely to recommend Akatarawa Forest to family and friends. On the other hand, respondents who mentioned 'Walking/running with dog' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Walking/running with dog | 47 | 12.11% | 0.1648 |
| Walking | 228 | 58.76% | 0.1110 |
| Mountain biking/cycling | 73 | 18.81% | 0.0626 |
| Enjoying nature | 42 | 10.82% | 0.0332 |
| Nature | 11 | 2.84% | 0.0309 |
| Picnics/barbeques | 15 | 3.87% | 0.0267 |
| Water activities | 11 | 2.84% | -0.0037 |
| Tramping | 12 | 3.09% | -0.0208 |
| Running | 28 | 7.22% | -0.0331 |
| Family outings/recreation | 15 | 3.87% | -0.0414 |

*Table 46: Key drivers at Hutt River Trail*

## Kaitoke Regional Park

Table 47 shows the activities and attractions mentioned by respondents, and Table 48 shows the key drivers.

| Theme | Frequency |
|---|---|
| **ACTIVITIES** | **182** |
| Walking | 98 |
| Picnics/barbeques | 45 |
| Water activities | 32 |
| Camping | 32 |
| Family outings/recreation | 20 |
| Tramping | 18 |
| Enjoying nature | 15 |
| Walking/running with dog | 10 |
| Mountain biking/cycling | 9 |
| Photography | 6 |
| Sightseeing | 6 |
| Not specified | 6 |
| Relaxing | 4 |
| Meeting Friends | 4 |
| Running | 3 |
| Bird watching | 2 |
| Exercising | 2 |
| Meditation | 1 |
| **ATTRACTIONS** | **26** |
| Lord of the Rings | 12 |
| Nature | 8 |
| Walking/biking trails | 2 |
| Photos | 2 |
| Recommended by friend/family member | 1 |

| Theme | Frequency |
|---|---|
| Sights | 1 |
| Swing bridge | 1 |

*Table 47: Activities and attractions at Kaitoke Regional Park*

## Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Enjoying nature' were less likely to recommend Akatarawa Forest to family and friends. On the other hand, respondents who mentioned 'Tramping' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Tramping | 18 | 8.96% | 0.3296 |
| Walking | 98 | 48.76% | 0.2017 |
| Lord of the Rings | 12 | 5.97% | 0.1666 |
| Camping | 32 | 15.92% | 0.1549 |
| Picnics/barbeques | 45 | 22.39% | 0.1294 |
| Walking/running with dog | 10 | 4.98% | 0.0915 |
| Water activities | 32 | 15.92% | 0.0654 |
| Family outings/recreation | 20 | 9.95% | -0.0175 |
| Mountain biking/cycling | 9 | 4.48% | -0.0617 |
| Enjoying nature | 15 | 7.46% | -0.1835 |

*Table 48: Key drivers at Kaitoke Regional Park*

## Ōtaki River Trail

Table 49 shows the activities and attractions mentioned by respondents, and Table 50 shows the key drivers.

| Theme | Frequency |
|---|---|
| **ACTIVITIES** | **86** |
| Walking | 45 |
| Enjoying nature | 16 |
| Mountain biking/cycling | 12 |
| Water activities | 8 |
| Walking/running with dog | 7 |
| Picnics/barbeques | 7 |
| Running | 6 |
| Family outings/recreation | 4 |
| Tramping | 3 |
| Not specified | 3 |
| Photography | 2 |
| Exercising | 2 |
| Camping | 2 |
| Fishing | 2 |
| Fossil hunting | 2 |

| Theme | Frequency |
|---|---|
| Meeting friends | 2 |
| Sightseeing | 1 |
| Relaxing | 1 |
| **ATTRACTIONS** | **18** |
| Nature | 11 |
| Walking trails | 2 |
| Recommended by friend/family member | 1 |
| Sights | 1 |
| Dogs allowed | 1 |
| Distance | 1 |
| Clean | 1 |
| Facilities | 1 |

*Table 49: Activities and attractions at Ōtaki River Trail*

## Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Nature' were less likely to recommend Akatarawa Forest to family and friends. On the other hand, respondents who mentioned 'Mountain biking/cycling' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Mountain biking/cycling | 12 | 11.01% | 0.1848 |
| Picnics/barbeques | 7 | 6.42% | 0.1198 |
| Walking | 45 | 41.28% | 0.1072 |
| Water activities | 8 | 7.34% | 0.1023 |
| Family outings/recreation | 4 | 3.67% | 0.0589 |
| Walking/running with dog | 7 | 6.42% | 0.0573 |
| Tramping | 3 | 2.75% | 0.0511 |
| Enjoying nature | 16 | 14.68% | 0.0306 |
| Running | 6 | 5.50% | 0.0206 |
| Nature | 11 | 10.09% | -0.0320 |

*Table 50: Key drivers at Ōtaki River Trail*

## Pākuratahi Forest

Table 51 shows the activities and attractions mentioned by respondents, and Table 52 shows the key drivers.

| Theme | Frequency |
|---|---|
| **ACTIVITIES** | **43** |
| Walking | 25 |
| Enjoying nature | 6 |
| Mountain biking/cycling | 5 |
| Tramping | 4 |
| Picnics/barbeques | 3 |
| Family outings/recreation | 3 |

| Theme | Frequency |
|---|---|
| Photography | 3 |
| Sightseeing | 2 |
| Exercising | 2 |
| Walking/running with dog | 1 |
| Running | 1 |
| Not Specified | 1 |
| **ATTRACTIONS** | **9** |
| Nature | 6 |
| Sights | 1 |
| Clean | 1 |
| Distance | 1 |

*Table 51: Activities and attractions at Pākuratahi Forest*

## Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Exercising' were less likely to recommend Akatarawa Forest to family and friends. On the other hand, respondents who mentioned 'Walking' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Walking | 25 | 45.45% | 0.2904 |
| Picnics/barbeques | 3 | 5.45% | 0.1553 |
| Tramping | 4 | 7.27% | 0.0899 |
| Photography | 3 | 5.45% | 0.0349 |
| Enjoying nature | 6 | 10.91% | -0.0124 |
| Family outings/recreation | 3 | 5.45% | -0.0495 |
| Mountain biking/cycling | 5 | 9.09% | -0.0541 |
| Sightseeing | 2 | 3.64% | -0.0955 |
| Nature | 6 | 10.91% | -0.1027 |
| Exercising | 2 | 3.64% | -0.2154 |

*Table 52: Key drivers at Pākuratahi Forest*

## Queen Elizabeth Park

Table 53 shows the activities and attractions mentioned by respondents, and Table 54 shows the key drivers.

| Theme | Frequency |
|---|---|
| **ACTIVITIES** | **277** |
| Walking | 130 |
| Picnics/barbeques | 74 |
| Family outings/recreation | 44 |
| Going to beach | 29 |
| Enjoying nature | 28 |
| Mountain biking/cycling | 23 |
| Walking/running with dog | 22 |

| Theme | Frequency |
|---|---|
| Taking/seeing the tram | 19 |
| Not specified | 16 |
| Water activities | 13 |
| Tramping | 7 |
| Running | 7 |
| Relaxing | 7 |
| Horse riding | 7 |
| Feeding the ducks | 6 |
| Bird watching | 5 |
| Exercising | 5 |
| Meet friends | 5 |
| Visiting the US Marine Corps memorial | 5 |
| Sporting event/sporting activities | 4 |
| Photography | 3 |
| Seeing the deer | 3 |
| Reading | 3 |
| Sightseeing | 2 |
| Camping | 1 |
| Geocaching | 1 |
| **ATTRACTIONS** | **38** |
| Nature | 16 |
| Stop over | 6 |
| Recommended by friend/family member | 4 |
| Tram | 3 |
| Beach | 2 |
| Clean | 2 |
| Not specified | 2 |
| Sights | 1 |
| Walking trails | 1 |
| Distance | 1 |
| Social media | 1 |

*Table 53: Shows the activities and attractions at Queen Elizabeth Park*

## Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Walking' were less likely to recommend Akatarawa Forest to family and friends. On the other hand, respondents who mentioned 'Going to beach' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Going to beach | 29 | 9.39% | 0.2704 |
| Picnics/barbeques | 74 | 23.95% | 0.2504 |
| Mountain biking/cycling | 23 | 7.44% | 0.2462 |

| | | | |
|---|---|---|---|
| Taking/seeing the tram | 19 | 6.15% | 0.2197 |
| Not specified | 16 | 5.18% | 0.1027 |
| Enjoying nature | 28 | 9.06% | 0.0944 |
| Nature | 16 | 5.18% | 0.0871 |
| Family outings/recreation | 44 | 14.24% | 0.0149 |
| Walking/running with dog | 22 | 7.12% | 0.0066 |
| Walking | 129 | 41.75% | -0.0216 |

*Table 54: Shows the key drivers at Queen Elizabeth Park*

## Waikanae River Trail

Table 55 shows the activities and attractions mentioned by respondents, and Table 56 shows the key drivers.

| Theme | Frequency |
|---|---|
| **ACTIVITIES** | **128** |
| Walking | 77 |
| Mountain biking/cycling | 25 |
| Walking/running with dog | 15 |
| Enjoying nature | 14 |
| Water activities | 13 |
| Running | 9 |
| Picnics/barbeques | 9 |
| Family outings/recreation | 8 |
| Meeting friends | 6 |
| Tramping | 5 |
| Not specified | 4 |
| Bird watching | 3 |
| Sightseeing | 2 |
| Exercising | 2 |
| Photography | 1 |
| Relaxing | 1 |
| **ATTRACTIONS** | **9** |
| Nature | 4 |
| Distance | 3 |
| Recommended by friend/family member | 2 |
| Sights | 1 |
| Walking trails | 1 |

*Table 55: Activities and attractions at Waikanae River Trail*

### Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Meeting friends' were less likely to recommend Akatarawa Forest to family and friends. On the other hand, respondents who mentioned 'Mountain biking/cycling' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Mountain biking/cycling | 25 | 18.12% | 0.1357 |
| Walking | 77 | 55.80% | 0.0948 |
| Water activities | 13 | 9.42% | 0.0828 |
| Enjoying nature | 14 | 10.14% | 0.0286 |
| Family outings/recreation | 8 | 5.80% | 0.0264 |
| Picnics/barbeques | 9 | 6.52% | 0.0155 |
| Walking/running with dog | 15 | 10.87% | 0.0066 |
| Tramping | 5 | 3.62% | 0.0040 |
| Running | 9 | 6.52% | -0.0208 |
| Meeting friends | 6 | 4.35% | -0.0233 |

*Table 56: Key drivers at Waikanae River Trail*

## Wainuiomata Regional Park

Table 57 shows the activities and attractions mentioned by respondents, and Table 58 shows the key drivers.

| Theme | Frequency |
|---|---|
| **ACTIVITIES** | **127** |
| Walking | 71 |
| Picnics/barbeques | 16 |
| Tramping | 13 |
| Enjoying nature | 10 |
| Walking/running with dog | 8 |
| Mountain biking/cycling | 8 |
| Family outings/recreation | 8 |
| Not specified | 8 |
| Running | 5 |
| Water activities | 5 |
| Camping | 4 |
| Meeting friends | 3 |
| Photography | 2 |
| Sightseeing | 2 |
| Relaxing | 2 |
| Pest control | 2 |
| Meditation | 1 |
| Visiting the waterfalls | 1 |
| Geocaching | 1 |
| **ATTRACTIONS** | **14** |
| Nature | 10 |
| Distance | 3 |
| Recommended by friend/family member | 1 |

*Table 57: Activities and attractions at Wainuiomata Regional Park*

### Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a

positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Mountain biking/cycling' were less likely to recommend Wainuiomata Regional Park to family and friends. On the other hand, respondents who mentioned ' Picnics/barbeques' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Picnics/barbeques | 16 | 11.11% | 0.1249 |
| Tramping | 13 | 9.03% | 0.1216 |
| Enjoying nature | 10 | 6.94% | 0.0715 |
| Running | 5 | 3.47% | 0.0309 |
| Nature | 10 | 6.94% | 0.0146 |
| Walking | 71 | 49.31% | -0.0058 |
| Walking/running with dog | 8 | 5.56% | -0.0079 |
| Family outings/recreation | 8 | 5.56% | -0.0223 |
| Not specified | 8 | 5.56% | -0.0522 |
| Mountain biking/cycling | 8 | 5.56% | -0.0978 |

*Table 58: Key drivers at Wainuiomata Regional Park*

## Whitireia Park

Table 59 shows the activities and attractions mentioned by respondents, and Table 60 shows the key drivers.

| Theme | Frequency |
|---|---|
| **ACTIVITIES** | **122** |
| Walking | 53 |
| Picnics/barbeques | 22 |
| Walking/running with dog | 12 |
| Enjoying nature | 11 |
| Not specified | 10 |
| Water activities | 9 |
| Family outings/recreation | 8 |
| Running | 7 |
| Sightseeing | 7 |
| Tramping | 6 |
| Mountain biking/cycling | 6 |
| Relaxing | 6 |
| Photography | 4 |
| Exercising | 3 |
| Meeting friends | 3 |
| Going to beach | 2 |
| Meditation | 1 |
| Camping | 1 |
| Sky diving | 1 |
| playing sports | 1 |
| Flying drone | 1 |
| Horse riding | 1 |
| Fishing | 1 |

| | |
|---|---|
| Rock climbing | 1 |
| **ATTRACTIONS** | **7** |
| Nature | 5 |
| Distance | 1 |
| Social media | 1 |
| Website | 1 |

*Table 59: Activities and attractions at Whitireia Park*

## Key driver analysis

Key driver analysis predicts the likelihood of a positive rating when certain activities or attractions have been mentioned. Therefore, if a respondent mentions a certain activity or attraction with a positive relative impact score, they are more likely to recommend the park to family or friends. The most prevalent key drivers were:

- Respondents who mentioned 'Walking/running with dog' were less likely to recommend Whitireia Park to family and friends. On the other hand, respondents who mentioned 'Tramping' were more likely to recommend it.

| Activity/Attraction | Count | Percentage | Relative Impact |
|---|---|---|---|
| Enjoying nature | 11 | 8.46% | 0.1702 |
| Picnics/barbeques | 22 | 16.92% | 0.1006 |
| Water activities | 9 | 6.92% | 0.0843 |
| Tramping | 6 | 4.62% | 0.0811 |
| Sightseeing | 7 | 5.38% | 0.0720 |
| Family outings/recreation | 8 | 6.15% | 0.0532 |
| Walking | 53 | 40.77% | 0.0413 |
| Not specified | 10 | 7.69% | -0.0451 |
| Running | 7 | 5.38% | -0.0745 |
| Walking/running with dog | 12 | 9.23% | -0.1386 |

*Table 60: Key drivers at Whitireia Park*

# Improvements

In order to identify possible improvements, respondents were asked how Greater Wellington could improve each of the parks, forests or river trails.

The most commonly mentioned improvements across the majority of the parks were:

- Improvement of information boards and signage.

- Add more garbage bins and address the problem of rubbish in the parks.

## Akatarawa Forest

Table 61 shows improvements mentioned by respondents for Akatarawa Forest.

| Theme | Frequency |
|---|---|
| **IMPROVEMENTS** | **125** |
| No improvements required | 46 |
| Additional garbage bins/address rubbish problem | 19 |
| Maintain/improve the tracks | 13 |
| Improve information boards/signage | 11 |
| Improve the environment | 8 |
| Unsure | 6 |
| Improve access | 5 |
| More activities | 5 |
| Improve/additional facilities/services | 5 |
| Additional walking tracks | 4 |
| Improve/additional toilets/bathrooms | 3 |
| Additional seating | 2 |
| Improve picnic areas | 1 |
| Ban dirt bikes | 1 |
| Additional mountain biking tracks | 1 |
| Improve safety | 1 |
| Improve parking | 1 |

*Table 61: Akatarawa Forest improvements*

## Battle Hill Farm Forest Park

Table 62 shows improvements mentioned by respondents for Battle Hill Farm Forest Park.

| Theme | Frequency |
|---|---|
| **IMPROVEMENTS** | **139** |
| No improvements required | 59 |
| Unsure | 16 |
| Improve the environment | 14 |
| Improve/additional facilities/services | 11 |
| Additional garbage bins/address rubbish problem | 9 |
| Improve/additional toilets/bathrooms | 8 |
| Improve information boards/signage | 6 |
| More activities | 4 |
| Improve parking | 4 |
| Additional walking tracks | 2 |

| Theme | Frequency |
|---|---|
| Improve picnic areas | 2 |
| Additional seating | 2 |
| Improve campsites | 2 |
| Improve access | 1 |
| Maintain/improve the tracks | 1 |
| Additional mountain biking tracks | 1 |
| Fewer bikes | 1 |
| Additional riding trails | 1 |
| Drinking fountains | 1 |

*Table 62: Battle Hill Farm Forest Park improvements*

## Belmont Regional Park

Table 63 shows improvements mentioned by respondents for Belmont Regional Park.

| Theme | Frequency |
|---|---|
| **IMPROVEMENTS** | **186** |
| No improvements required | 58 |
| Improve information boards/signage | 22 |
| Additional garbage bins/address rubbish problem | 16 |
| Maintain/improve the tracks | 14 |
| Unsure | 12 |
| Improve the environment | 12 |
| Improve/additional toilets/bathrooms | 12 |
| Improve/additional facilities/services | 9 |
| Additional seating | 7 |
| Additional walking tracks | 6 |
| More activities | 5 |
| Improve picnic areas | 5 |
| Improve parking | 5 |
| Shelter from the weather | 3 |
| Improve safety | 2 |
| Drinking fountains | 2 |
| Additional biking tracks | 1 |
| Increase restrictions on dogs | 1 |
| Better lighting | 1 |
| Improve services | 1 |

*Table 63: Belmont Regional Park improvements*

## East Harbour Regional Park

Table 64 shows improvements mentioned by respondents for East Harbour Regional Park.

| Theme | Frequency |
|---|---|
| **IMPROVEMENTS** | **101** |
| No improvements required | 40 |
| Additional garbage bins/address rubbish problem | 15 |
| Improve information boards/signage | 10 |
| Improve the environment | 10 |

| Theme | Frequency |
|---|---|
| Improve/additional toilets/bathrooms | 9 |
| Unsure | 8 |
| More activities | 5 |
| Maintain/improve the tracks | 4 |
| Additional seating | 4 |
| Improve/additional facilities/services | 3 |
| Drinking fountains | 2 |
| Additional walking tracks | 1 |
| Improve access | 1 |
| Improve picnic areas | 1 |
| Improve parking | 1 |
| Improving public awareness | 1 |

*Table 64: East Harbour Regional Park improvements*

## Hutt River Trail

Table 65 shows improvements mentioned by respondents for Hutt River Trail.

| Theme | Frequency |
|---|---|
| **IMPROVEMENTS** | **355** |
| No improvements required | 108 |
| Maintain/improve the tracks | 47 |
| Additional garbage bins/address rubbish problem | 43 |
| Improve information boards/signage | 23 |
| Unsure | 21 |
| Improve/additional toilets/bathrooms | 21 |
| Improve the environment | 19 |
| Additional seating | 17 |
| Improve safety | 14 |
| Improve/additional facilities/services | 14 |
| Separate cyclists and pedestrians | 13 |
| Improve/additional picnic areas | 8 |
| Clean up the river | 8 |
| More activities | 6 |
| Ban motor vehicles | 6 |
| Drinking fountains | 6 |
| Additional walking tracks | 5 |
| Improve access | 5 |
| Increase restrictions on dogs | 3 |
| Improve drainage | 3 |
| Bridge across the river | 3 |
| More vehicle access | 2 |

*Table 65: Hutt River Trail improvements*

## Kaitoke Regional Park

Table 66 shows improvements mentioned by respondents for Kaitoke Regional Park.

| Theme | Frequency |
| --- | --- |
| **IMPROVEMENTS** | **182** |
| No improvements required | 73 |
| Improve/additional toilets/bathrooms | 20 |
| Improve information boards/signage | 16 |
| Unsure | 14 |
| Maintain/improve the tracks | 11 |
| Improve parking | 11 |
| Improve/additional facilities/services | 9 |
| Additional garbage bins/address rubbish problem | 8 |
| Improve the environment | 7 |
| Additional seating | 4 |
| Improve campsites | 4 |
| Additional walking tracks | 3 |
| Improve picnic areas | 3 |
| Add an eatery | 2 |
| Improve roads | 2 |
| Improve safety | 2 |
| Improve access | 1 |
| More activities | 1 |
| Additional mountain biking tracks | 1 |
| Improve security | 1 |
| Improving public awareness of the park | 1 |

*Table 66: Kaitoke Regional Park improvements*

## Ōtaki River Trail

Table 67 shows improvements mentioned by respondents for Ōtaki River Trail.

| Theme | Frequency |
| --- | --- |
| **IMPROVEMENTS** | **97** |
| No improvements required | 42 |
| Maintain/improve the tracks | 11 |
| Unsure | 9 |
| Improve information boards/signage | 7 |
| Improve the environment | 7 |
| Additional garbage bins/address rubbish problem | 6 |
| Improve/additional toilets/bathrooms | 5 |
| Additional walking tracks | 3 |
| Additional seating | 3 |
| Improve/additional facilities/services | 3 |
| Improve access | 2 |
| More activities | 1 |
| Additional biking tracks | 1 |
| Improve parking | 1 |
| Improving public awareness | 1 |

## Pākuratahi Forest

Table 68 shows improvements mentioned by respondents for Pākuratahi Forest.

| Theme | Frequency |
| --- | --- |
| **IMPROVEMENTS** | **44** |
| No improvements required | 18 |
| Improve information boards/signage | 5 |
| Additional garbage bins/address rubbish problem | 4 |
| Additional walking tracks | 3 |
| Improve the environment | 3 |
| Unsure | 2 |
| Improve/additional toilets/bathrooms | 2 |
| Maintain/improve the tracks | 2 |
| Improve parking | 2 |
| Improve/additional facilities/services | 2 |
| More activities | 1 |
| Additional riding trails | 1 |
| Improving public awareness | 1 |
| Drinking fountains | 1 |

*Table 68: Pākuratahi Forest improvements*

## Queen Elizabeth Park

Table 69 shows improvements mentioned by respondents for Queen Elizabeth Park.

| Theme | Frequency |
| --- | --- |
| **IMPROVEMENTS** | **279** |
| No improvements required | 105 |
| Additional garbage bins/address rubbish problem | 34 |
| Unsure | 28 |
| Additional/improve toilets/bathroom | 24 |
| Improve the environment | 21 |
| Improve information boards/signage | 12 |
| Additional seating | 12 |
| Maintain/improve the tracks | 9 |
| Improve access | 7 |
| More activities | 7 |
| Improve/additional picnic areas | 6 |
| Improve/additional facilities/services | 6 |
| Add an eatery | 5 |
| Additional walking tracks | 4 |
| Improve safety | 4 |
| Improve parking | 4 |
| Additional mountain biking tracks | 2 |
| Separate cyclists and pedestrians | 2 |
| Drinking fountains | 2 |
| improve dog restrictions | 2 |

| Theme | Frequency |
|---|---|
| Improving public awareness | 1 |
| Allow camping | 1 |

*Table 69: Queen Elizabeth Park improvements*

## Waikanae River Trail

Table 70 shows improvements mentioned by respondents for Waikanae River Trail.

| Theme | Frequency |
|---|---|
| **IMPROVEMENTS** | **127** |
| No improvements required | 49 |
| Maintain/improve the tracks | 20 |
| Unsure | 14 |
| Improve information boards/signage | 10 |
| Improve the environment | 8 |
| Additional garbage bins/address rubbish problem | 7 |
| Improve/additional toilets/bathrooms | 5 |
| Additional walking tracks | 4 |
| Additional seating | 4 |
| Improve access | 3 |
| Improve/additional facilities/services | 3 |
| Separate cyclists and pedestrians | 3 |
| Improve resilience to flooding | 3 |
| Additional mountain biking tracks | 2 |
| Improve safety | 2 |
| Improve parking | 2 |
| More activities | 1 |
| Lighting | 1 |
| Improving public awareness | 1 |

*Table 70: Waikanae River Trail improvements*

## Wainuiomata Regional Park

Table 71 shows improvements mentioned by respondents for Wainuiomata Regional Park.

| Theme | Frequency |
|---|---|
| **IMPROVEMENTS** | **115** |
| No improvements required | 52 |
| Unsure | 11 |
| Improve information boards/signage | 9 |
| Improve/additional toilets/bathrooms | 8 |
| Additional garbage bins/address rubbish problem | 7 |
| Improve/additional facilities/services | 6 |
| Improve access | 5 |
| Maintain/improve the tracks | 5 |
| Improve safety | 3 |
| Additional walking tracks | 2 |
| Improve picnic areas | 2 |
| Additional seating | 2 |

| Theme | Frequency |
|---|---|
| Drinking fountains | 2 |
| Allow camping | 2 |
| Improve the environment | 1 |
| More activities | 1 |
| Ban motor vehicles | 1 |
| Additional mountain biking tracks | 1 |
| Improve parking | 1 |
| Increase restrictions on dogs | 1 |

*Table 71: Wainuiomata Regional Park improvements*

## Whitireia Park

Table 72 shows improvements mentioned by respondents for Whitireia Park.

| Theme | Frequency |
|---|---|
| **IMPROVEMENTS** | **113** |
| No improvements required | 37 |
| Unsure | 17 |
| Additional garbage bins/address rubbish problem | 10 |
| Improve access | 9 |
| Maintain/improve the tracks | 9 |
| Improve information boards/signage | 7 |
| Improve/additional toilets/bathrooms | 7 |
| Improve the environment | 6 |
| Additional seating | 5 |
| More activities | 3 |
| Drinking fountain | 3 |
| Additional walking tracks | 2 |
| Improve parking | 2 |
| Improve/additional facilities/services | 2 |
| Add an eatery | 2 |
| Improve dog restrictions | 2 |
| Improve picnic areas | 1 |
| Improve safety | 1 |

*Table 72: Whitireia Park improvements*

# Deterrents to visitation

## Please state why you have not visited any of the parks or trails in the last 12 months?

Table 73 shows the various reasons respondents had not visited any parks or river trails in the last 12 months.

The most common reasons respondents had not visited a park or trail in the last 12 months were:

- Health problems and limited or no mobility

- Not interested in visiting either a park or a trail

- A lack of time and other commitments

| Theme | Frequency |
|---|---|
| REASONS | 167 |
| Health problems/limited or no mobility | 44 |
| Not interested | 31 |
| Lack of time/other commitments | 30 |
| Covid | 22 |
| Lack of transport | 19 |
| Too far away | 13 |
| Prefer my local parks | 11 |
| Unsure | 5 |
| Have young children | 4 |
| Bad weather | 3 |
| No companion | 3 |
| Lack of motivation | 2 |
| Petrol prices | 2 |
| New to Wellington | 1 |

*Table 73: Reasons for not visiting a park or trail in the last 12 months*

## What are your reasons for not visiting the Wellington regional parks, forests or river trails more often?

Table 74 shows why respondents do not visit the Wellington regional parks, forests, or river trails more often.

The most common reasons respondents did not visit the regional parks, forests or river trails more often were:

- A lack of time and other commitments

- The parks, forests or river trails are too far away

- Bad weather limits visits

| Theme | Frequency |
|---|---|
| REASONS | 748 |
| Lack of time/other commitments | 340 |
| Too far away | 129 |
| Bad weather | 67 |
| Not interested | 45 |

| | |
|---|---|
| Health problems/limited or no mobility | 44 |
| Prefer the local parks | 41 |
| Lack of transport | 41 |
| Covid | 29 |
| Lack of knowledge/information | 29 |
| Petrol prices | 27 |
| Have young children | 24 |
| Safety | 21 |
| No reason | 15 |
| Unsure | 13 |
| Not dog friendly | 12 |
| Too old | 12 |
| Inadequate facilities | 9 |
| New to Wellington | 7 |
| Bad parking | 7 |
| Lack of motivation | 7 |
| Bad experience | 6 |
| No companion | 5 |
| Cleanliness | 4 |
| Concern about environmental impacts | 4 |
| Lack of cycle tracks | 2 |
| Not horse-friendly | 1 |
| OTHER | 53 |
| Intend to in the future | 27 |
| Already go often | 24 |
| Want to in the future | 2 |

*Table 74: Reasons for not visiting regional parks, forests or river trails more often*

# Respondent profile

## Age

Figure 7 and Table 75 show the age of the respondents who completed the survey.
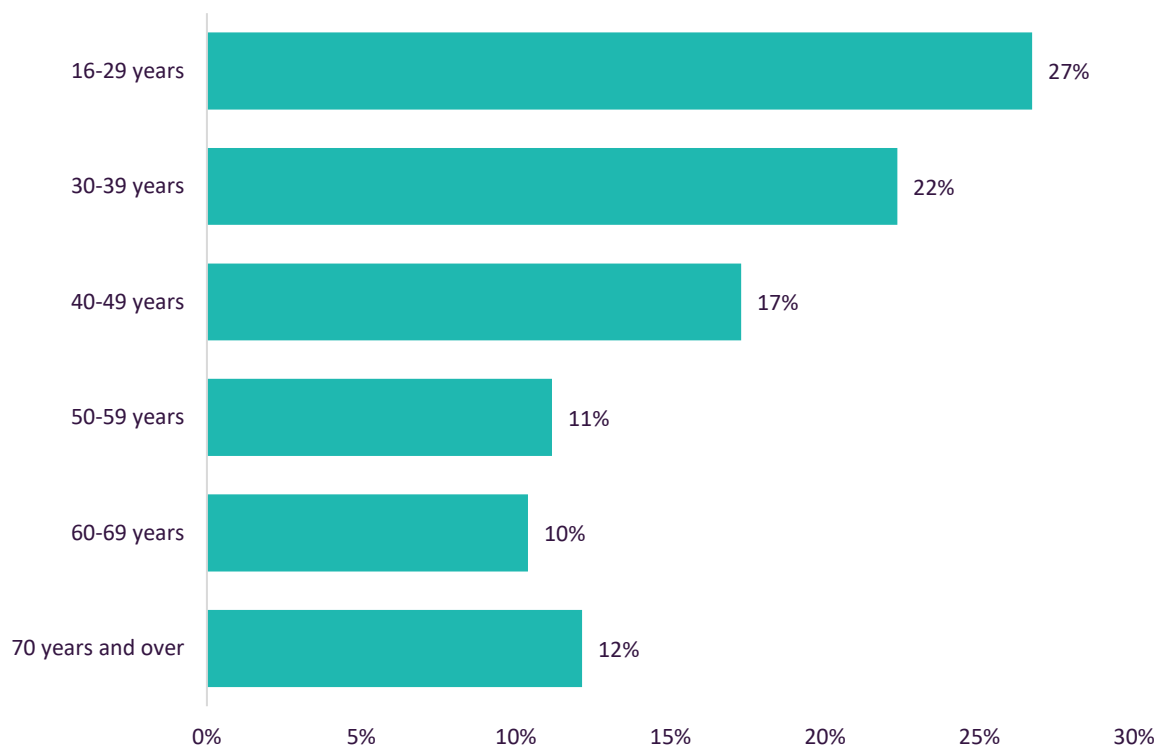


*Figure 7: Respondents' age*

|   | 16-29 years | 30-39 years | 40-49 years | 50-59 years | 60-69 years | 70 years and over | Total |
|---|---|---|---|---|---|---|---|
| % | 27% | 22% | 17% | 11% | 10% | 12% | 100% |
| n | 275 | 230 | 178 | 115 | 107 | 125 | 1030 |

*Table 75: Respondent's age groups*

## Gender

Figure 8 and Table 76 show the gender of the respondents who completed the survey.
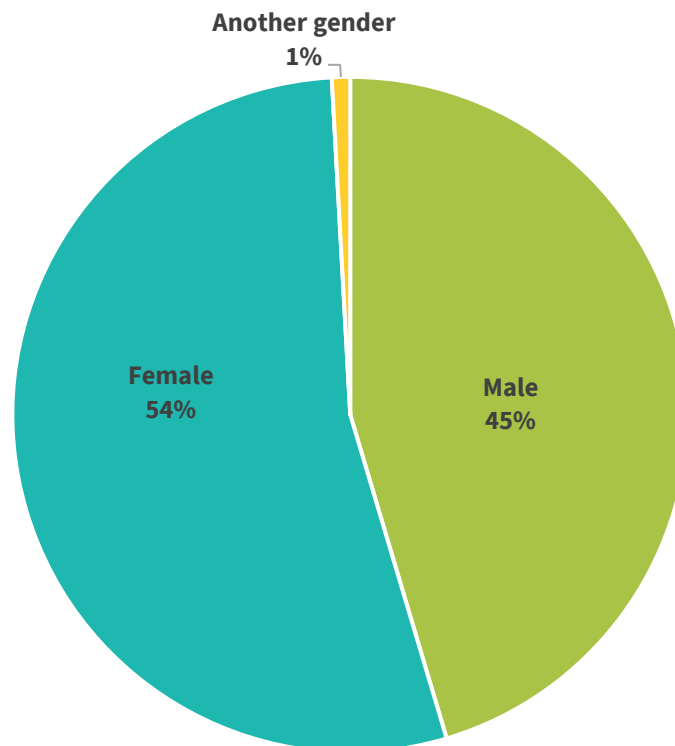
**Another gender**
**1%**



*Figure 8: Respondents' gender*

|  | Male | Female | Another gender | Total |
|---|---|---|---|---|
| % | 45% | 54% | 1% | 100% |
| n | 468 | 554 | 9 | 1030 |

*Table 76: Respondents' gender*

## Region

Figure 9 and Table 77 show where the respondents live.
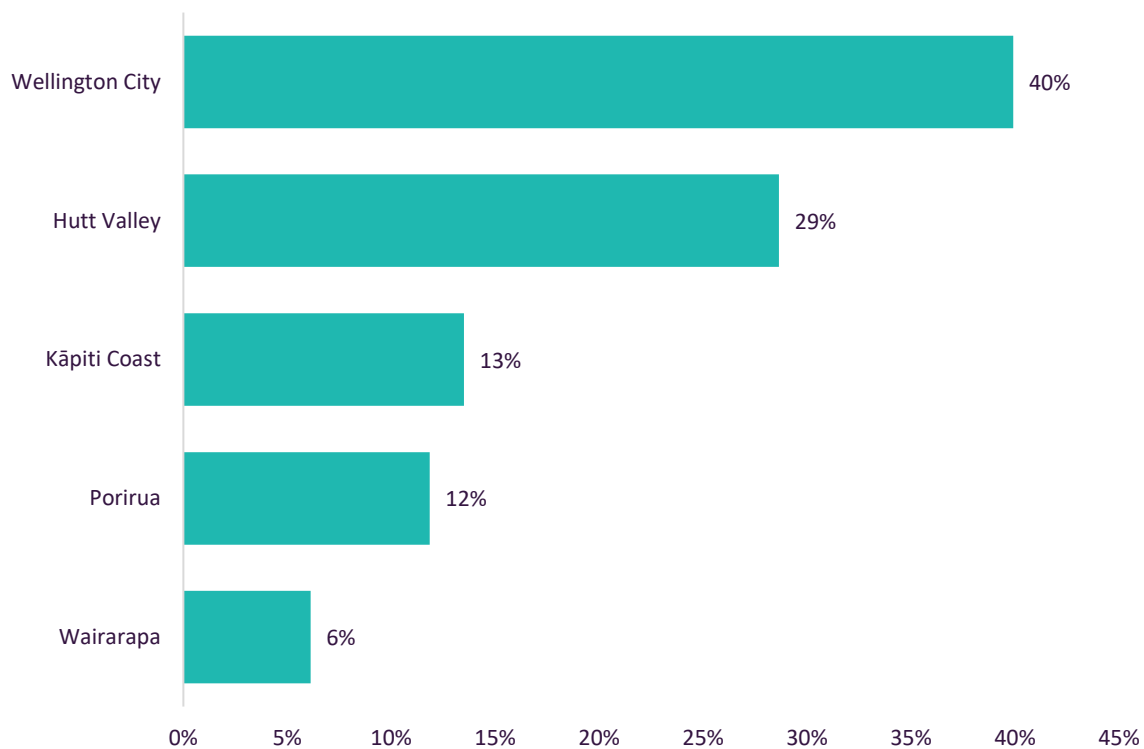


*Figure 9: Location of respondents*

|  | Kāpiti Coast | Hutt Valley | Porirua | Wairarapa | Wellington City | Total |
|---|---|---|---|---|---|---|
| % | 13% | 29% | 12% | 6% | 40% | 100% |
| n | 139 | 295 | 122 | 63 | 411 | 1030 |

*Table 77: Location of respondents*

## Ethnicity

Figure 10 and Table 78 show the ethnicity of the Respondents who completed the survey.
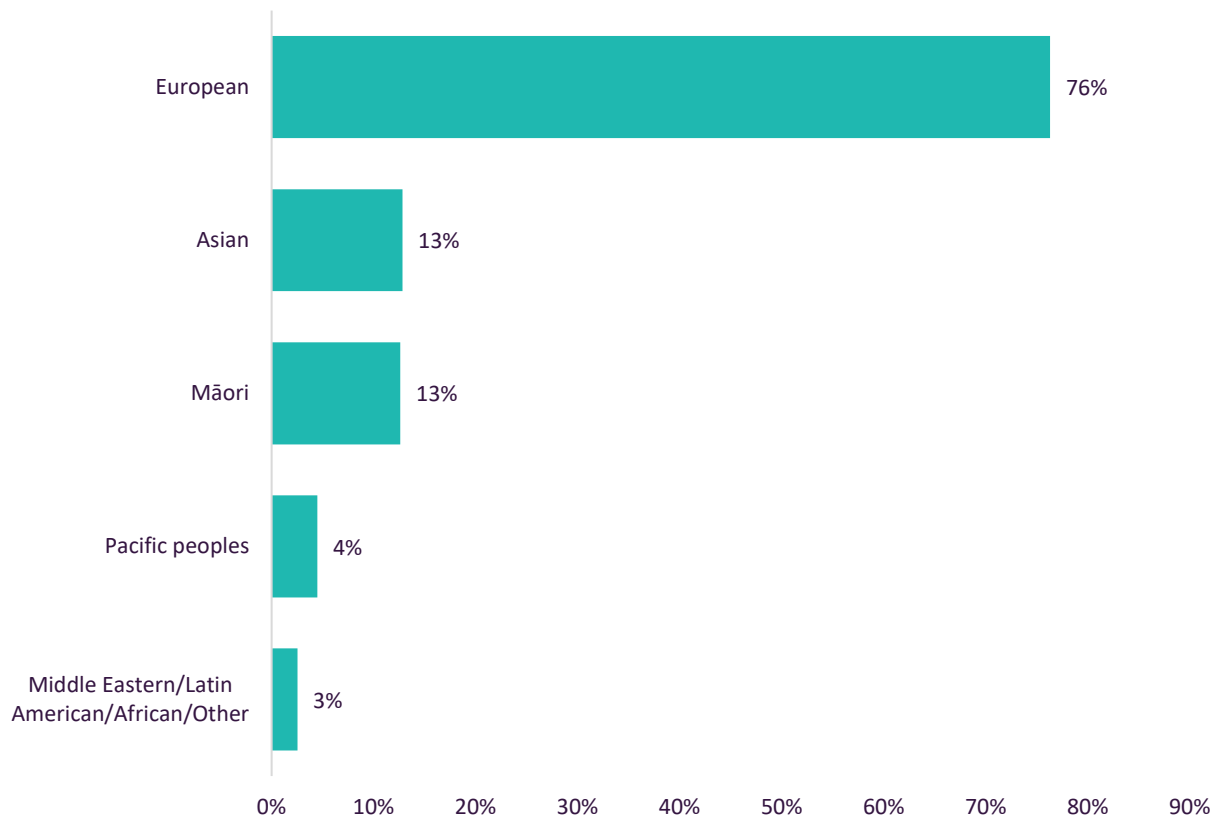


*Figure 10: Respondents' ethnicity*

|  | European | Pacific peoples | Asian | Māori | Middle Eastern/Latin American/African/Other | Total |
|---|---|---|---|---|---|---|
| % | 76% | 4% | 13% | 13% | 3% | 100% |
| n | 786 | 46 | 132 | 130 | 26 | 1030 |

*Table 78: Respondents' ethnicity*

## Segement ID

Figure 11 and Table 79 show the segement ID of the respondents who completed the survey.
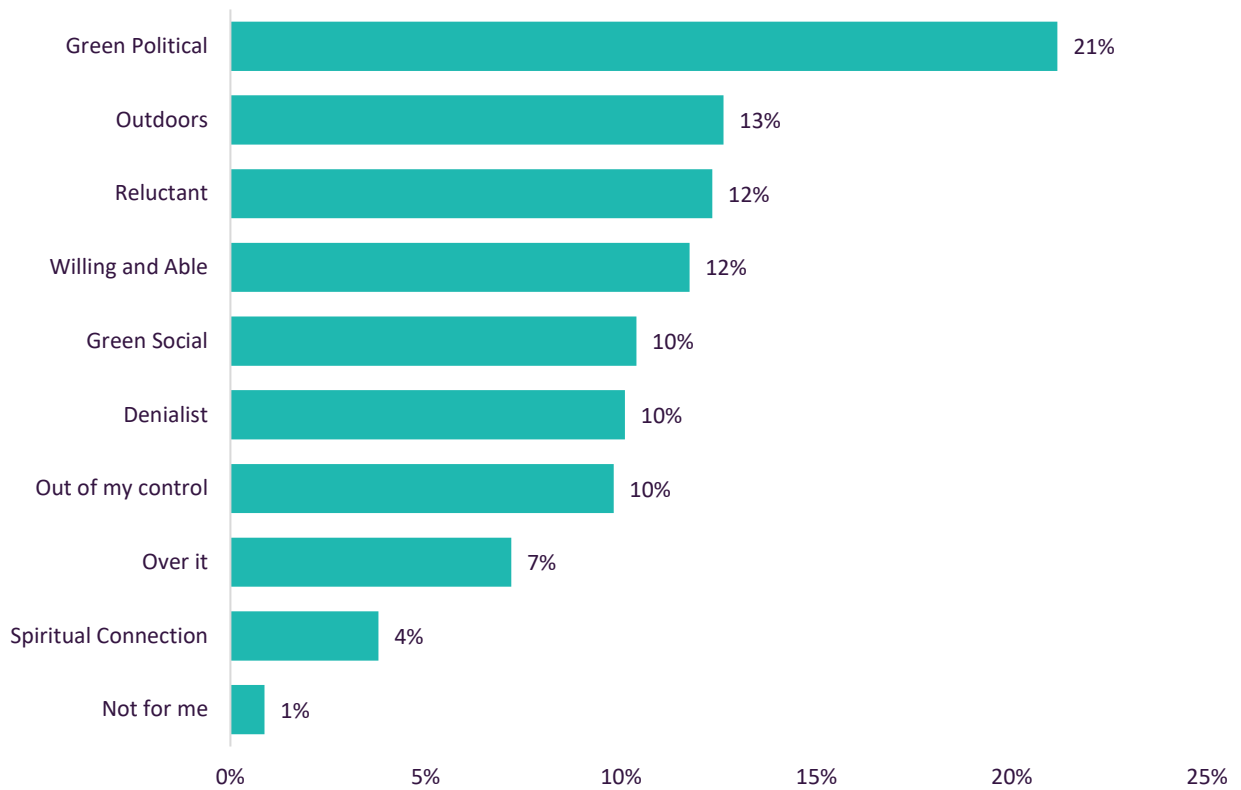


*Figure 11: Respondents' segement ID*

| | Green Political | Over it | Denialist | Green Social | Spiritual Connection | Outdoors | Out of my control | Willing and Able | Not for me | Reluctant | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| % | 21% | 7% | 10% | 10% | 4% | 13% | 10% | 12% | 1% | 12% | 100% |
| n | 218 | 74 | 104 | 107 | 39 | 130 | 101 | 121 | 9 | 127 | 1030 |

*Table 79: Respondents' segement ID*

# Appendix 1

## Greater Wellington parks and trails online survey interface questions

- Which age group do you fit into?
    - 16-19 years
    - 20-29 years
    - 30-39 years
    - 40-49 years
    - 50-59 years
    - 60-69 years
    - 70 years and over
- What is your gender?
    - Male
    - Female
    - Another gender
- Where in our region do you live?
    - Kāpiti Coast
    - Te Awa Kairangi ki Tai, Te Awa Kairangi ki Uta / Hutt Valley
    - Porirua
    - Wairarapa
    - Pōneke / Wellington City
    - I live outside the Wellington Region
- Which ethnic group do you belong to?
    - New Zealand European
    - Māori
    - Samoan
    - Cook Islands Māori
    - Tongan
    - Niuean
    - Chinese
    - Indian
    - Other (please specify)
- Over the last 12 months have you visited any of the following parks or river trails?
    - Akatarawa Forest
    - Battle Hill Farm Forest Park
    - Belmont Regional Park
    - East Harbour Regional Park (includes Northern Forest, Parangarahu Lakes and Baring Head/Ōrua-pouanui)
    - Hutt River Trail
    - Kaitoke Regional Park
    - Ōtaki River Trail
    - Pākuratahi Forest
    - Queen Elizabeth Park
    - Waikanae River Trail
    - Wainuiomata Regional Park
    - Whitireia Park
    - None of the above

- Did you visit Akatarawa Forest for the first time in the last 12 months?
  - Yes/No
- How many times have you visited Akatarawa Forest in the last 12 months?
  - 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times
- What do you generally do while at Akatarawa Forest? If you visited for the first time what attracted you?
  - Long answer
- Overall, how satisfied are you with Akatarawa Forest?
  - Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting Akatarawa Forest to a friend, family member or someone else?
  - Response from 1 to 10
- How could we improve Akatarawa Forest?
  - Long answer
- Did you visit Battle Hill Farm Forest Park for the first time in the last 12 months?
  - Yes/No
- How many times have you visited Battle Hill Farm Forest Park in the last 12 months?
  - 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times
- What do you generally do while at Battle Hill Farm Forest Park? If you visited for the first time what attracted you?
  - Long answer
- Overall, how satisfied are you with Battle Hill Farm Forest park?
  - Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting Battle Hill Farm Forest Park to a friend, family member or someone else?
  - Response from 1 to 10
- How could we improve Battle Hill Farm Forest Park?
  - Long answer
- Did you visit Belmont Regional Park for the first time in the last 12 months?
  - Yes/No
- How many times have you visited Belmont Regional Park in the last 12 months?
  - 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times
- What do you generally do while at Belmont Regional Park? If you visited for the first time what attracted you?
  - Long answer
- Overall, how satisfied are you with Belmont Regional Park?
  - Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting Belmont Regional Park to a friend, family member or someone else?
  - Response from 1 to 10
- How could we improve Belmont Regional Park?
  - Long answer
- Did you visit East Harbour Regional Park (includes Northern Forest, Parangarahu Lakes and Baring Head/Ōrua-pouanui) for the first time in the last 12 months?
  - Yes/No
- How many times have you visited East Harbour Regional Park (includes Northern Forest, Parangarahu Lakes and Baring Head/Ōrua-pouanui) in the last 12 months?
  - 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times
- What do you generally do while at East Harbour Regional Park (includes Northern Forest, Parangarahu Lakes and Baring Head/Ōrua-pouanui)? If you visited for the first time what

attracted you?
  - ○ Long answer
- Overall, how satisfied are you with East Harbour Regional Park (includes Northern Forest, Parangarahu Lakes and Baring Head/Ōrua-pouanui)?
  - ○ Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting East Harbour Regional Park (includes Northern Forest, Parangarahu Lakes and Baring Head/Ōrua-pouanui) to a friend, family member or someone else?
  - ○ Response from 1 to 10
- How could we improve East Harbour Regional Park (includes Northern Forest, Parangarahu Lakes and Baring Head/Ōrua-pouanui)?
  - ○ Long answer
- Did you visit the Hutt River Trail for the first time in the last 12 months?
  - ○ Yes/No
- How many times have you visited the Hutt River Trail in the last 12 months?
  - ○ 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times
- What do you generally do while at the Hutt River Trail? If you visited for the first time what attracted you?
  - ○ Long answer
- Overall, how satisfied are you with the Hutt River Trail?
  - ○ Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting the Hutt River Trail to a friend, family member or someone else?
  - ○ Response from 1 to 10
- How could we improve the Hutt River Trail?
  - ○ Long answer
- Did you visit Kaitoke Regional Park for the first time in the last 12 months?
  - ○ Yes/No
- How many times have you visited Kaitoke Regional Park in the last 12 months?
  - ○ 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times
- What do you generally do while at Kaitoke Regional Park? If you visited for the first time what attracted you?
  - ○ Long answer
- Overall, how satisfied are you with Kaitoke Regional Park?
  - ○ Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting Kaitoke Regional Park to a friend, family member or someone else?
  - ○ Response from 1 to 10
- How could we improve Kaitoke Regional Park?
  - ○ Long answer
- Did you visit the Ōtaki River Trail for the first time in the last 12 months?
  - ○ Yes/No
- How many times have you visited the Ōtaki River Trail in the last 12 months?
  - ○ 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times
- What do you generally do while at the Ōtaki River Trail? If you visited for the first time what attracted you?
  - ○ Long answer
- Overall, how satisfied are you with the Ōtaki River Trail?
  - ○ Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting the Ōtaki River Trail to a friend, family member

or someone else?
  o Response from 1 to 10
- How could we improve the Ōtaki River Trail?
  o Long answer
- Did you visit Pākuratahi Forest for the first time in the last 12 months?
  o Yes/No
- How many times have you visited Pākuratahi Forest in the last 12 months?
  o 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times
- What do you generally do while at Pākuratahi Forest? If you visited for the first time what attracted you?
  o Long answer
- Overall, how satisfied are you with Pākuratahi Forest?
  o Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting Pākuratahi Forest to a friend, family member or someone else?
  o Response from 1 to 10
- How could we improve Pākuratahi Forest?
  o Long answer
- Did you visit Queen Elizabeth Park for the first time in the last 12 months?
  o Yes/No
- How many times have you visited Queen Elizabeth Park in the last 12 months?
  o 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times
- What do you generally do while at Queen Elizabeth Park? If you visited for the first time what attracted you?
  o Long answer
- Overall, how satisfied are you with Queen Elizabeth Park?
  o Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting Queen Elizabeth Park to a friend, family member or someone else?
  o Response from 1 to 10
- How could we improve Queen Elizabeth Park?
  o Long answer
- Did you visit the Waikanae River Trail for the first time in the last 12 months?
  o Yes/No
- How many times have you visited the Waikanae River Trail in the last 12 months?
  o 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times
- What do you generally do while at the Waikanae River Trail? If you visited for the first time what attracted you?
  o Long answer
- Overall, how satisfied are you with the Waikanae River Trail?
  o Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting the Waikanae River Trail to a friend, family member or someone else?
  o Response from 1 to 10
- How could we improve the Waikanae River Trail?
  o Long answer
- Did you visit Wainuiomata Regional Park for the first time in the last 12 months?
  o Yes/No
- How many times have you visited Wainuiomata Regional Park in the last 12 months?
  o 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times

- What do you generally do while at Wainuiomata Regional Park? If you visited for the first time what attracted you?
  - Long answer
- Overall, how satisfied are you with Wainuiomata Regional Park?
  - Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting Wainuiomata Regional Park to a friend, family member or someone else?
  - Response from 1 to 10
- How could we improve Wainuiomata Regional Park?
  - Long answer
- Did you visit Whitireia Park for the first time in the last 12 months?
  - Yes/No
- How many times have you visited Whitireia Park in the last 12 months?
  - 1 – 2 times/3 – 4 times/5 – 10 times/More than 10 times
- What do you generally do while at Whitireia Park? If you visited for the first time what attracted you?
  - Long answer
- Overall, how satisfied are you with Whitireia Park?
  - Very dissatisfied/ Dissatisfied/ Neutral/ Satisfied/ Very Satisfied
- How likely are you to recommend visiting Whitireia Park to a friend, family member or someone else?
  - Response from 1 to 10
- How could Whitireia Park Board improve Whitireia Park?
  - Long answer
- Here are some descriptions of how different people feel about the environment. Please select only one choice that is 'Most like me'.
  - I actively follow green politics and believe in environmentalism as a vital part of New Zealand's future.
  - I'm bored with all the talk about the environment. Everything with the environment is okay here where I live.
  - I think the environment where I live is in good shape and we don't have to worry about it.
  - I'm deeply passionate about the environment. I do everything I can to look after it and I actively encourage others to get involved.
  - I'm deeply connected with the environment in a spiritual and cultural way.
  - I spend a lot of time outdoors in nature. I connect with nature at a very personal level doing what I love doing (e.g. tramping, biking, fishing, camping, surfing, etc).
  - It's sad to see the bad state the environment is in, but I'm not sure if I can do anything as an individual that will make a difference.
  - I want to make a difference, and I'll do what I can to help. Tell me how I can contribute.
  - I'm not really interested in the environment. There are others – like the government and councils who are taking care of it.
  - I'll do what I have to with environmental things – like separate our household rubbish - but it has to be convenient or else I'm not interested.
- Please state why you have not visited any of the parks or trails in the last 12 months?
  - Long answer

- What are your reasons for not visiting the Wellington regional parks, forests or river trails more often?
    - o   Long answer