

South Australian Parks Visitation Survey 2019

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Glen Scholz Principal Advisor Environmental Science branch DEW reviewed the results of the survey conducted by McGregor Tan Research and produced a summary of the results for this report.

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1 Purpose

The purpose of this survey is to gather information from South Australian residents inform the Department Environment Water (DEW) about their current use of, and attitudes towards South Australian National Parks, Conservation Parks and Recreational Parks to. This survey was initiated in 2011- 2012 and is conducted annually in May-June to report on that financial year.

2 Aims and objectives

The objectives of the research were to measure South Australians:

- current perceptions about their health
- their overall level of satisfaction with their life
- the number of times they have visited National Parks, Conservation and Recreational Parks over the last twelve months
- which parks they have visited
- the value they place on parks, and
- their familiarity with, and attitudes towards marine parks
- activities and experiences undertaken within parks over the previous 12 months.
- limitations to parks visitation
- whether they had a disability or long term health condition (new question)

3 Methodology

A survey of 1,296 South Australian residents across all SA NRM regions (199 postcodes) was conducted between the 1st June and the 25th June 2019 and refers to the financial year period 2018-19.

The surveys were conducted by an online survey, no longer using phone and mobile surveys. It is anticipated that the accuracy of the survey will be increased as the respondent will have more time to consider the responses especially the parks visited. The data was weighted by age group and gender by benchmarks delivered from the 2016 ABS census figured ensured that the surveys were completed by a representative sample of South Australian residents and minimised weighting of the data.

The South Australian Parks Survey question regarding the percentage of visitors to parks was presented differently from 2014 to previous year's surveys. The surveys identify a different range of parks depending on the postcode of the interviewee. 2012-2014 survey identified 10 parks which included iconic parks in SA as well as some local parks to the NRM region and a query about other parks visited. The 2014-2015 surveys identified 10 parks which are within the NRM Region and a query about other parks visited. This is likely to have reduced past errors in the survey caused by survey recipients either forgetting or not knowing the area was a prescribed park rather than council reserve. As a result the figures may be slightly higher compared with the 2015-2019 data but they are likely to be more accurate. The results have been treated the same as previous years data but the aforementioned information should be taken into consideration when comparing results.

For the 2017 survey the following Parks in the Adelaide Mount Lofty Ranges NRM region were added to the list of specifically named parks; Para Wirra, Anstey Hill, Black Hill, O'Halloran Hill, and Cobbler Creek. This was due to the requirement for increasing the accuracy of parks visitation data in response to the Connecting Residents with Nature initiative which is investing 8.9 million dollars into seven metropolitan parks (Morialta and Onkaparinga River Parks were previously specifically identified).

To improve accuracy in parks identification the 2017 survey also identified Port Gawler in conjunction with the International Bird Sanctuary and Marino in conjunction with Hallett Cove as the walk between the two parks is the major visitation activity.

In this 2019 survey a question was added to understand park visitor use by those in the community that had a disability and / or a long term health issue.

3.1 Processing

Data was weighted by age group and gender by benchmarks derived from the 2016 Census figures. The survey was administered using an ONLINE survey.

While telephone has traditionally been the method of choice for conducting quantitative research, households with fixed telephone lines have been steadily decreasing over time. Many more people tend to use mobiles now and no longer rely on a fixed line. In many cases the telephone land line is only used for the household internet connection. Almost all households have an internet connection while the number of landlines is decreasing. It was considered that transitioning to full online survey would increase the accuracy of the data as the respondents would have more time to consider their responses in particular recalling the parks they visited in the previous year.

This approach ensured that the surveys were completed by a representative sample of South Australian residents of different ages and at different life stages.

The tables and graphs therefore show the weighted respondents numbers by gender, age and other variables. It should be noted that the weighting process can result in minor rounding variations.

Please note that, because of rounding, answers in single response questions will not always sum precisely to 100%. In addition, as the base for percentages is the number of respondents answering a particular question (rather than the number of responses) multiple response questions sum to more than 100%.

It should be noted in this report that all data based on sample surveys are subject to a sampling tolerance. Further details on statistically valid significant differences are identified in the data analysis reports noted in the reference list of this document.

4 Results

4.1 In 2018-19 what proportion of South Australians visited Parks, and how does this compare to previous years?

This far exceeds the People and Parks Visitor Strategy Target 1 – ‘By 2020 50% of South Australians will visit parks annually’. (2018 results in red)

2012	2013	2014	2015	2016	2017	2018	2019
59.6%	54.6%	56.2%	72%	69%	74%	76%	75%

4.2 Is this proportion of visitation similar across all NRM regions?

75% of South Australians visited Parks.

TOTAL 2019	Adelaide & Mt Lofty Ranges	South Australian Murray- Darling Basin	Kangaroo Island	South East	Eyre Peninsula	Northern & Yorke	Alinytjara Wilurara	South Australian Arid Lands
76%	75%	79%	91%	79%	92%	56%	78%	66%
75%	74%-	85%+	89%-	84%+	80%-	63%+	77%-	78%+

Note: Approximately half of all respondents (56%, up from 55% in 2018) visited a National, Conservation or Recreation Park in the Adelaide & Mt Lofty Ranges NRM Region.

4.3 Of those people who visit parks how often did they visit? (18 results in red)

Survey participants visited on average 4 times

- 1 to 3 visits 41% ↓ from 43%
- 4 to 11 visits 43% ↑ from 42%
- 12 or more visits 16% ↑ from 12%

4.4 What Parks values most directly reflect those of the community? (2018 results in red)

- Parks provide protection for native plants and animals or cultural heritage 53% ↓ from 54%
- Parks provide community spaces for recreation, enjoyment and health 46% ↑ from 44%
- Parks are not important to me 1% ↔ from 1%

4.5 What were the top fifteen most popular Parks in SA? Percent South Australians visited (2018 results in red)

- Belair 25% ↑ from 24%
- Cleland 23% ↓ from 26% (incl. Waterfall Gully to Mount Lofty Trail)
- Morialta 17% ↓ from 20%
- Granite Island 15% ↓ from 16%
- Marino to Hallett Cove 13% ↑ from 11%
- Anstey Hill 9% ↔ from 9%
- Brownhill Creek 11% ↓ from 9%
- Onkaparinga River 8% ↔ from 8%
- Cobbler Creek 6% ↑ from 5%
- Deep Creek 6% ↔ from 6%
- Torrens Island 6% ↔ from 6% (incl. Adelaide Dolphin Sanctuary)
- Black Hill 5% ↔ from 5%
- Innes 4% ↑ from 2%
- Murray River 4% ↓ from 5%
- Para Wirra 4% ↔ from 4%

4.6 What has been the community's attitude** to Marine Parks from 2012 – 2019?

The survey asked how familiar were you with what a marine park was and then asked "Would you say your attitude towards marine parks in South Australia is positive, negative or neutral?"

Respondents' attitude	2012 Pre Parks establishment	2013 Question not surveyed	2014 Pre Parks establishment	2015 Post Parks establishment	2016 Post Parks	2017 Post Parks	2018 Post Parks	2019 Post Parks
Positive	58%	-	61%	55%	60%	49%	52%	52%
Negative	9%	-	8%	10%	8%	7%	4%	4%

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Neutral	32%	-	30%	32%	29%	36%	34%	31%
Don't know	1%	-	1%	3%	3%	9%	10%	12%

** The results from the related DEW Marine Parks Survey 2017 question "Are you in favour of Marine Parks to protect marine plants and animals? **Yes - 91%; No – 3% and don't know 6%**

4.7 How does the community's familiarity with Marine Parks relate to their attitude to Marine Parks?

58% of the community who are **not familiar** with what a marine park have a neutral or unsure position on marine parks compared to 34% of those who **are familiar** with what a marine park is.

Sentiment	All respondents	Very familiar or Somewhat familiar	Not familiar
Positive	52%	61%	38%
Negative	4%	5%	3%
Neutral	31%	28%	36%
Don't Know	12%	6%	22%

4.8 What activities and experiences did South Australians participate in when visiting parks in the last 12 months?

Activities and Experiences	S.A. Parks Visitors 2018	S.A. Parks Visitors 2019
Experiencing nature and scenery	86%	84%
Walking	85%	83%
Socialising with friends	67%	67%
Connecting with family	61%	64%
Time by myself	52%	52%
Picnicking/BBQ	52%	49%
Learning about nature	48%	49%
Walking the dog	27%	26%
Camping	23%	21%
Four-wheel driving	15%	17%
Cycling/Mountain biking	9%	11%
Volunteering in nature	10%	10%

4.9 What percentage of South Australians have a disability or long term health issue?

31% of South Australians identify with having a disability or long term health issue.

Park Visitors	2019
With a disability or long term health issue who did not visit a park	33%
Without a disability or long term health issue who did not visit a park	20%

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