

South Australian Parks Visitation Survey 2020

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1 Purpose

The purpose of this survey is to gather information from South Australian residents inform the Department Environment Water and Natural Resources (DEWNR) 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
- park visit to Kangaroo Island after the 2019-20 bushfire (new question)
- park visitor behaviour to DEW state managed parks pre and post Covid-19

3 Methodology

A survey of 1,054 South Australian residents across all SA NRM regions (196 postcodes) was conducted between the 19th June and the 7th July 2020 and refers to the financial year period 2019-20.

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 figures 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 2015-2020 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 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.

In the 2020 survey two questions were added assess change in park visitor behavior due to the 2019-20 Kangaroo Island bushfire and park visitor behaviour in response to pre and post Covid-19 event.

3.1 Processing

Data was weighted by age group and gender by benchmarks derived from the 2016 Census figures. The survey was conducted online via invitation and CATI. This survey was distributed through McGregor Tan's online panel.

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 2019-20 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	2020
59.6%	54.6%	56.2%	72%	69%	74%	76%	75%	83%

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

83% of South Australians visited Parks.

TOTAL	Adelaide & Mt Lofty Ranges	South Australian Murray-Darling Basin	Kangaroo Island	South East	Eyre Peninsula	Northern & Yorke	Alinytjara Wilurara	South Australian Arid Lands
2019								
75%	74%	85%	89%	84%	80%	63%	77%	78%
83%	83%+	89%+	100%+	80%-	87%+	74%+	100%+	73%-

Note: Approximately half of all respondents (59%, up from 56% in 2019) 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? (2019 results in red)

Survey participants visited on average 6 times

- 1 to 3 visits 30% ↓ from 41%
- 4 to 11 visits 42% ↓ from 43%
- 12 or more visits 28% ↑ from 16%

4.4 What Parks values most directly reflect those of the community? (2019 results in red)

- Parks provide protection for native plants and animals or cultural heritage 54% ↑ from 53%
- Parks provide community spaces for recreation, enjoyment and health 44% ↓ from 46%
- Parks are not important to me 2% ↑ from 1%

4.5 What were the top fifteen most popular Parks in SA? Percent South Australians visited (2019 results in red)

- Belair 30% ↑ from 25%
- Cleland 27% ↑ from 23% (incl. Waterfall Gully to Mount Lofty)
- Morialta 22% ↑ from 17%
- Marino to Hallett Cove 14% ↑ from 13%
- Brownhill Creek 13% ↑ from 11%
- Granite Island 12% ↓ from 15%
- Onkaparinga River 12% ↑ from 8%
- Anstey Hill 11% ↑ from 9%
- Deep Creek 10% ↑ from 6%
- Black Hill 9% ↑ from 5%
- Para Wirra 8% ↑ from 4%
- Cobbler Creek 7% ↑ from 6%
- Torrens Island 7% ↑ from 6% (incl. Adelaide Dolphin Sanctuary)
- Murray River 5% ↑ from 4%
- Coffin Bay 5% ↑ from 3%
- Coorong 5% ↑ from 3%

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 establish	2013 Question not surveyed	2014 Pre Parks establish	2015 Post Parks establish	2016 Post Parks	2017 Post Parks	2018 Post Parks	2019 Post Parks	2020 Post Parks
Positive	58%	-	61%	55%	60%	49%	52%	52%	53%

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Negative	9%	-	8%	10%	8%	7%	4%	4%	3%
Neutral	32%	-	30%	32%	29%	36%	34%	31%	33%
Don't know	1%	-	1%	3%	3%	9%	10%	12%	11%

*** 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?

70% of the community who are **not familiar** with what a marine park have a neutral or unsure position on marine parks compared to 30% of those who **are familiar** with what a marine park is.

Sentiment	All respondents	Very familiar or Somewhat familiar (66% of surveyed)	Not familiar (33% of surveyed)
Positive	53%	66%	28%
Negative	3%	4%	2%
Neutral	33%	26%	48%
Don't Know	11%	4%	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 2019	S.A. Parks Visitors 2020
Experiencing nature and scenery	84%	89%
Walking	83%	89%
Socialising with friends	67%	66%
Connecting with family	64%	63%
Learning about nature	49%	60%
Time by myself	52%	56%
Picnicking/BBQ	49%	48%
Camping	21%	29%
Walking the dog	26%	26%
Four-wheel driving	17%	19%
Volunteering in nature	10%	14%
Cycling/Mountain biking	11%	13%

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	2020
With a disability or long term health issue who did not visit a park	33%	28%
Without a disability or long term health issue who did not visit a park	20%	13%

4.10 Has your visitation to state managed parks changed since the coronavirus outbreak in March 2020?

56% did not change the amount of times they visited parks due to Covid-19 outbreak (most significantly men)

27% decreased the amount of times they visited parks (most significantly people from non-English speaking backgrounds and people with fair health)

17% increased the amount of times they visited parks (most significantly women and those residing in the Adelaide Mount Lofty region)

3% of all visitors had not visited a park this year before the Covid-19 outbreak

4.11 Have you visited Kangaroo Island after the bushfires earlier this year or do you intend to visit Kangaroo Island this year?

32% of South Australians intended to visit Kangaroo Island this year.

Those who intend to visit Kangaroo Island this year have a higher incidence of; a household income higher than \$180,000, are frequent park visitors and live in the Adelaide Mount Lofty region.

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