



*The South East*

*Queensland*

*Outdoor Recreation*

*Demand Study*



***The South East***

***Queensland***

***Outdoor Recreation***

***Demand Study***

© The State of Queensland,  
Department of Natural Resources  
and Department of Emergency  
Services 1998

Copyright protects this publication.  
Except for purposes permitted  
by the Copyright Act, reproduction  
by whatever means is prohibited  
without the prior written permission  
of the Department of Natural  
Resources. Inquiries should be  
addressed to the Manager,  
Community Land Use, Resource  
Management, Department of  
Natural Resources, PO Box 2454,  
BRISBANE QLD 4001.

ISBN 0 7242 7279 8  
DNRQ980043

# Contents

<b>1</b>	<b>Acknowledgments</b>	<b>1</b>
<b>2</b>	<b>Executive Summary</b>	<b>2</b>
2.1	Activity Participation Over the Past 12 Months	2
2.2	Frequency of Participation Over the Past 12 Months	3
2.3	Current and/or Preferred Landscape Setting	3
2.4	Current and/or Likely Motivations	4
2.5	Qualitative Workshop Findings	4
<b>3</b>	<b>Key Recommendations</b>	<b>5</b>
3.1	Recommendations for Future Studies	5
<b>4</b>	<b>Background and Objectives</b>	<b>7</b>
4.1	Background of the Study	7
4.2	Rationale	8
4.3	Objectives of the Study	10
<b>5</b>	<b>Methodology</b>	<b>11</b>
5.1	The Quantitative Survey	11
5.2	The Qualitative Workshops	13
<b>6</b>	<b>Quantitative Research Findings: Current Participation</b>	<b>15</b>
6.1	Sample Population Profile	15
6.2	Incidence of Participation Over the Past 12 Months	16
6.3	Incidence of Participation - by Gender	17
6.4	Incidence of Participation - by Age	18
6.5	Incidence of Participation - Frequency Over the Past 12 Months	19
6.6	Activity Participation - Landscape Setting where Activities were Undertaken	20
6.7	Activity Participation by Motivation	21
6.8	Those Who Currently Participate and Who are Interested in Participating More Often	22
6.9	The Main Reasons Preventing People from Participating in a Chosen Activity More Often	23
6.10	Preferred Landscape of those Interested in Participating in an Activity More Often	24
6.11	Likely Motivation of those Interested in Participating More Often	25
<b>7</b>	<b>Quantitative Research Findings: Latent Participation</b>	<b>26</b>
7.1	Current Non-Participants and their Interest in Pursuing an Activity	26
7.2	The Main Reasons Preventing Non-Participants from Participating in an Activity at All	27
7.3	The Preferred Landscape of Non-Participants Interested in Participating at All	28
7.4	Likely Motivation of Current Non-Participants Interested in Participating at All	29

<b>8</b>	<b>Qualitative Workshop Findings</b> .....	<b>30</b>
8.1	Landscape Photo Classifications .....	30
8.1.1	Committee and Respondent Photo Classifications .....	30
8.1.2	Critical Landscape Features .....	33
8.1.3	Regression Analysis of Landscape Classifications .....	36
8.2	Activity Based Photo Set .....	37
8.2.1	Level of Physical Exertion .....	38
8.2.2	Goal Related Motives .....	38

## **Tables**

Table 1 - Incidence of Participation Over the Past 12 Months .....	2
Table 2 - Number of Interviews by Local Government Area (LGA) .....	11
Table 3 - Outdoor Recreation Activities .....	12
Table 4 - Landscape Settings .....	12
Table 5 - Motivations .....	13
Table 6 - Sample Population Profile .....	15
Table 7 - Incidence of Participation Over the Past 12 Months .....	16
Table 8 - Incidence of Participation - by Gender .....	17
Table 9 - Incidence of Participation - by Age .....	18
Table 10 - Incidence of Participation - Frequency Over the Past 12 Months .....	19
Table 11 - Activity Participation - Landscape Setting where Activities were Undertaken .....	20
Table 12 - Activity Participation by Motivation .....	21
Table 13 - Those Who Currently Participate and Who are Interested in Participating More Often .....	22
Table 14 - Main Reasons Preventing People from Participating in a Chosen Activity More Often .....	23
Table 15 - Preferred Landscape of those Interested in Participating in an Activity More Often .....	24
Table 16 - Likely Motivation of those Interested in Participating More Often .....	25
Table 17 - Current Non-Participants and their Interest in Pursuing an Activity .....	26
Table 18 - The Main Reasons Preventing Non-Participants from Participating in an Activity at All .....	27
Table 19 - The Preferred Landscape of Non-Participants Interested in Participating at All .....	28
Table 20 - Likely Motivation of Current Non-Participants Interested in Participating at All .....	29
Table 21 - Regression of Respondent Classifications Against Committee Classifications of Landscape Photos .....	36

## **Figures**

Figure 1 - Local Government Areas Surveyed in the SEQ Outdoor Recreation Demand Study .....	9
Figure 2 - Landscape Photo Classifications .....	32
Figure 3 - Landscape Category Classifications .....	33
Figure 4 - Activity Based Photo Classifications .....	38
Figure 5 - Levels of Physical Exertion and Goal Related Motives .....	40

## **Appendix**

1	Activity Flow Charts
2	Landscape Photo Sets
3	Activity Based Photo Sets
4	Current and Latent Participation Data Summary Tables
5	Questionnaire
6	Workshop Discussion Guide
7	Terms of Reference





# **1 Acknowledgments**

The South East Queensland (SEQ) Outdoor Recreation Demand Study was a joint initiative of several local and state government agencies. These agencies formed a consortium to finance and provide expertise for the Study. Contributing agencies included:

- Department of Natural Resources (Community Land Use Unit);
- Department of Emergency Services (Office of Sport and Recreation);
- Brisbane Forest Park Administration Authority;
- Brisbane City Council (Community and Economic Development);
- Ipswich City Council (Conservation and Parks Department); and
- Gold Coast City Council (Community and Recreational Facilities).

As a result of this cross-agency cooperation, funds and expertise from several agencies were able to be combined to undertake applied research that no single agency could afford. This cooperative consortium approach to outdoor recreation research, planning and management reflects the reality that no single state or local government agency has the resources or the mandate to meet all outdoor recreation demands or solve all outdoor recreation related issues. Multi-agency cooperation is essential to meeting community needs for outdoor recreation and managing the public sector estate on which most of these demands are met.

The Steering Committee would like to thank all respondents to the survey, and to acknowledge the additional contribution of participants in each of the subsequent workshops. In addition the committee would like to thank Earthfocus, South Australia for their kindness in allowing the reproduction of two of their postcard images located in Appendix B (landscape photos 23 and 25).

## 2 Executive Summary

The SEQ Outdoor Recreation Demand Study was designed to investigate factors such as: the nature of activity, activity settings, current outdoor recreation demand, latent outdoor recreation demand, barriers to participation in outdoor recreation activities and the motivations of people who choose to undertake particular activities in particular settings.

In 1997, a total of 2221 residents from the Brisbane, Ipswich and Gold Coast Local Government Authorities participated in a telephone survey. The survey focused on 12 specific outdoor recreation activities (but allowed for consideration of any other outdoor recreation activities participants had undertaken); the setting in which those activities were undertaken (ie totally natural, very natural or somewhat natural landscapes); and the participant's motivations for undertaking a specific activity within a chosen setting (ie leisurely, actively or competitively).

Three post-survey workshops were then undertaken by respondents to the initial telephone surveys. These workshops successfully clarified and explored key issues (ie landscape perceptions and motivations) raised during the telephone surveys, through the use of photo sets and group exercises.

### 2.1 Activity Participation Over the Past 12 Months

As depicted in the table below, the most popular activity undertaken by the respondents was picnicking (65%). Other popular activities were walking or nature study (60%), swimming (39%), and driving 2WD vehicles on unsealed roads (31%) (refer to Section 6.2 for further information).

**Table 1** Incidence of Participation Over the Past 12 Months

<b>Activities</b>	<b>Weighted Total n=2221</b>	<b>SEQ Population n=1,063,000</b>
Picnicking	65%	688,000
Walking or nature study (eg bird watching etc)	60%	643,000
Swimming (excluding in constructed pools)	39%	414,000
Driving in 2WD vehicles on unsealed roads	31%	331,000
Riding on a motorised watercraft (eg motor boat, jet ski)	26%	271,000
Bicycle riding	25%	265,000
Camping	25%	264,000
Driving 4WD vehicles on tracks or unsealed roads	20%	217,000
Riding non-motorised watercraft (eg canoe, sailing, kayaking)	17%	185,000
Horse riding	7%	76,000
Abseiling or rock climbing	7%	75,000
Driving other vehicles on tracks or unsealed roads (eg motor bike, trike)	7%	75,000

Both Ipswich and Gold Coast resident's participation rates for walking or nature study (54% and 57%), differed significantly to participation rates of people residing in Brisbane (63%). Ipswich residents were significantly more likely than Brisbane or Gold Coast residents to go camping (33%, 25% and 21% respectively) or drive 2WD vehicles on unsealed roads (38%, 31%, 28%). Similarly, Ipswich residents were significantly more likely than Brisbane and Gold Coast residents to go swimming (45%, 38% and 39% respectively) (refer to Section 6.2 for further information).

The main issues preventing current participants from participating in activities more often, and non-participants from participating at all were: "No time, too busy", "No equipment", "Can't afford it", and "Nowhere to do this" (refer to Section 6.9 and 7.2 for further information).

## ***2.2 Frequency of Participation Over the Past 12 Months***

The mean and median participation frequencies (refer to Appendix 7 for definitions), differ greatly for a number of activities such as: walking/nature study [mean=61.4, median=10.3] and bicycle riding [mean=55.8, median=12.2]. This is caused by a relatively small number of people undertaking an activity on a very regular basis (for example people walking on a daily basis). Given this, the median number best represents the frequency of which activities are undertaken by the SEQ population (refer to Table 10, Section 6.5 and Appendix 7 for Terms of Reference).

Bicycle riding (median=12.2) and walking or nature study (median=10.3) were the activities with the highest median frequency for participation. Taking into account the proportion of the population undertaking activities and their frequency of participation, the activities most commonly undertaken by the population are walking or nature study (n=643,000, median=10.3), bicycle riding (n=265,000, median=12.2), and picnicking (n=688,000, median=4.5) (refer to Section 6.5 for further information).

## ***2.3 Current and/or Preferred Landscape Setting***

A somewhat natural landscape was the setting most frequently used to undertake outdoor activities. However, when respondents were given the opportunity to nominate their preferred setting for future participation, very natural and totally natural settings were preferred (refer to Sections 6.6 and 6.10 for further information).

It is important to note that further research into respondent's perceptions of the naturalness of landscapes is required. At this stage, respondents classification of landscapes requires further analysis to be adequately understood (refer to Section 8.0).

However, the qualitative research suggests strongly that participants understood and accepted that there is a range of landscapes from totally wild-natural-remote to urban-built-developed, and that particular types of landscape are necessary for particular outdoor recreation experiences (refer to section 2.5).

## ***2.4 Current and/or Likely Motivations***

Most participants undertake outdoor activities for leisure related reasons. Nine in ten respondents pursued camping (91%), swimming (94%), 2WD (91%), 4WD (90%), and riding on motorised watercraft (93%) for leisure (refer to Section 6.7).

Bicycle riding (25%) and abseiling or rock climbing (26%) were activities with the highest level of active (fitness, conquering nature) participation (refer to Section 6.7).

Competitively (maximum distance, minimum time) was the least common motivation, with 5% or less of respondents nominating it as their motive for participation across all activities (refer to Section 6.7).

There were no significant differences between participant's current motivation for undertaking an activity and their likely motivation for undertaking an activity more often (refer to Sections 6.7 and 6.11).

## ***2.5 Qualitative Workshop Findings***

There is a relatively universal understanding of what is considered 'totally natural' and what is considered 'totally unnatural'. Participants were able to distinguish degrees of naturalness when presented with photographs of a range of landscapes. However some specific setting attributes such as land clearing and exotic plant species produced some variable results (refer to Section 8.1.2).

The majority of participants thought that the motivation scale provided referred to a combination of goal related characteristics and the level of physical exertion expended during an activity. The use of the term 'actively' as a motivation descriptor is thought to be the primary cause of confusion (refer to Section 8.2).

**Note:** The flow charts located in Appendix 1 are provided to assist in the analysis of specific activities; and the current and latent participation summary tables located in Appendix 4 present an overview of the Study's results.

## **3 Key Recommendations**

Key recommendations arising from the SEQ Outdoor Recreation Demand Study are as follows:

- That the demand for outdoor recreation by residents of SEQ be surveyed on a regular basis (eg every 3 - 5 years) using a comparable method to allow for trends in outdoor recreation to be identified and analysed.
- That future research regarding outdoor recreation on publicly owned lands in SEQ, be conducted as joint projects between local and state government agencies.
- That land and/or recreation planners and managers base decisions regarding the demand for outdoor recreation on the primary data, rather than attempting to draw statistically invalid conclusions. For example, Brisbane City, Ipswich City or the Gold Coast City specific statistics regarding demand for outdoor recreation should not be looked at in isolation. It is believed that the primary data on outdoor recreation demand in SEQ is robust, reliable, valid and representative of SEQ as a whole.
- That further work be conducted on clarifying definitions and descriptions of settings and/or landscapes.
- That further research be conducted to gain a more rigorous understanding of outdoor recreation within SEQ, so that services can be more efficient and effective so that the quality and diversity of outdoor recreation can be maximised.

### **3.1 Recommendations for Future Studies**

Future research is required in the following areas:

- To assess whether the supply of public sector outdoor recreation sites is adequate to meet the demands of people residing in SEQ, by conducting an inventory of outdoor recreation activity sites on publicly owned lands in SEQ.
- An assessment of the volume of recreation use and impacts on publicly owned lands in SEQ.
- A Recreation Opportunity Spectrum (ROS) landscape analysis on publicly owned lands in SEQ.

- Further work be conducted on assessing setting appropriate activities, in relation to establishing appropriate carrying capacities for settings.
- An assessment of inherent site quality for outdoor recreation pursuits on publicly owned lands in SEQ.
- Surveys of the demographic characteristics of actual and potential outdoor recreation participants.
- Further studies to gain a more indepth understanding of landscape perceptions of the general public.
- A survey of the expectations of an outdoor recreation experience by participants (eg setting characteristics, natural features, other activities, regulations, skill level etc).
- Surveys on the demand for outdoor recreation by people under 15 years of age.
- Establishment of an accident/incident database of near-misses, accidents/incidents and fatalities linked to participation in outdoor recreation activities.

## **4 Background and Objectives**

### **4.1 Background of the Study**

There are indications that the demand for outdoor recreation throughout Australia is increasing. It appears that Australian's of differing age, gender, cultural background, and socio-economic status are seeking more opportunities for outdoor recreation activities, and more places in which to do them. This demand for experiences, opportunities and venues is putting increasing pressure on our natural resources, and on private landholders and public sector organisations that manage the areas in which outdoor recreation occurs.

In Queensland, as is the case elsewhere in Australia, much of the demand for outdoor recreation is focused on public lands (eg state forests, stock routes, unformed roads, national parks and the land surrounding major dams) and waters (eg dams and marine parks).

For public lands, Local and State government agencies are responsible for outdoor recreation policy, planning, management and resource allocation. Relevant and reliable data about outdoor recreation demand is an important input to aid in outdoor recreation planning and management decision making. However, available data on outdoor recreation demands are poor. Consequently, decisions by public sector agencies concerning outdoor recreation are difficult to rationalise and justify.

In response to these data deficiencies, the South East Queensland (SEQ) Outdoor Recreation Demand Study was initiated early in 1997. The brief for the study was developed by staff from the Community Land Use Program within the Department of Natural Resources (DNR), and from the Office of Sport and Recreation (OSR) within the Department of Emergency Services. Subsequently, a number of other government agencies were approached and invited to contribute finances and expertise to the project. Brisbane Forest Park Administration Authority (BFP), and the Brisbane City Council, Ipswich City Council and Gold Coast City Council agreed to assist in the project, and to be represented on the Steering Committee for the Study.

A number of external consultancy firms were invited to tender for the Study. Subsequently, AC Nielsen (formerly known as AC Nielsen McNair and AGB McNair) was awarded the contract.

In August 1997, DNR (nominated the principal agency) hosted the first meeting between the Steering Committee and the Consultants. From this point onward, AC Nielsen, DNR, OSR, BFP, and the Brisbane, Ipswich and the Gold Coast City Councils contributed significant staff time and expertise to the Study to ensure its success and quality.

## **4.2 Rationale**

Information derived from existing survey data (eg Australian Bureau of Statistics [ABS] and Queensland Tourism and Travel Corporation [QTTC]) is unsatisfactory for most outdoor recreation planning and management purposes. The same problem exists when correlating demographic factors with demand for specific outdoor recreation opportunities. This is primarily because current data does not link outdoor recreation activities with the biophysical and social settings in which they occur.

For example, many recreation participation or demand studies cite a single participation rate for all types of camping. However, it is clear that camping encompasses several superficially similar activities that have a wide range of social, biophysical and equipment requirements, and that attract very different types of participants.

A lack of setting specific data results in unacceptable imprecision in outdoor recreation participation rates. Typically, outdoor recreation participation data does not discriminate between camping in wild, natural, remote settings (eg South West Tasmania), camping in rural landscapes (eg Biggriggen and the Andrew Drynan Reserve near Beaudesert), or camping in a caravan park on the Gold Coast.

Such discrimination is essential as each different outdoor recreation opportunity (ie combination of activity and setting) attracts different clients, provides different experiences and requires different management inputs.

Greater accuracy and precision is required to understand and respond to the demand for outdoor recreation. Statistics which fail to discriminate between specific activity settings are too imprecise to support the planning and management decisions necessary to provide diverse and quality outdoor recreation opportunities (see Definition of Recreation Opportunities - Appendix 7).

The SEQ Outdoor Recreation Demand Study was designed to investigate factors such as: the nature of activity, activity settings, current outdoor recreation demand, latent outdoor recreation demand, barriers to participation, and the motivations of people who choose to undertake particular activities in particular settings.

Findings from the Study will be used to plan for, and manage outdoor recreation to ensure that the quality and diversity of recreation settings on public lands is maintained or increased.

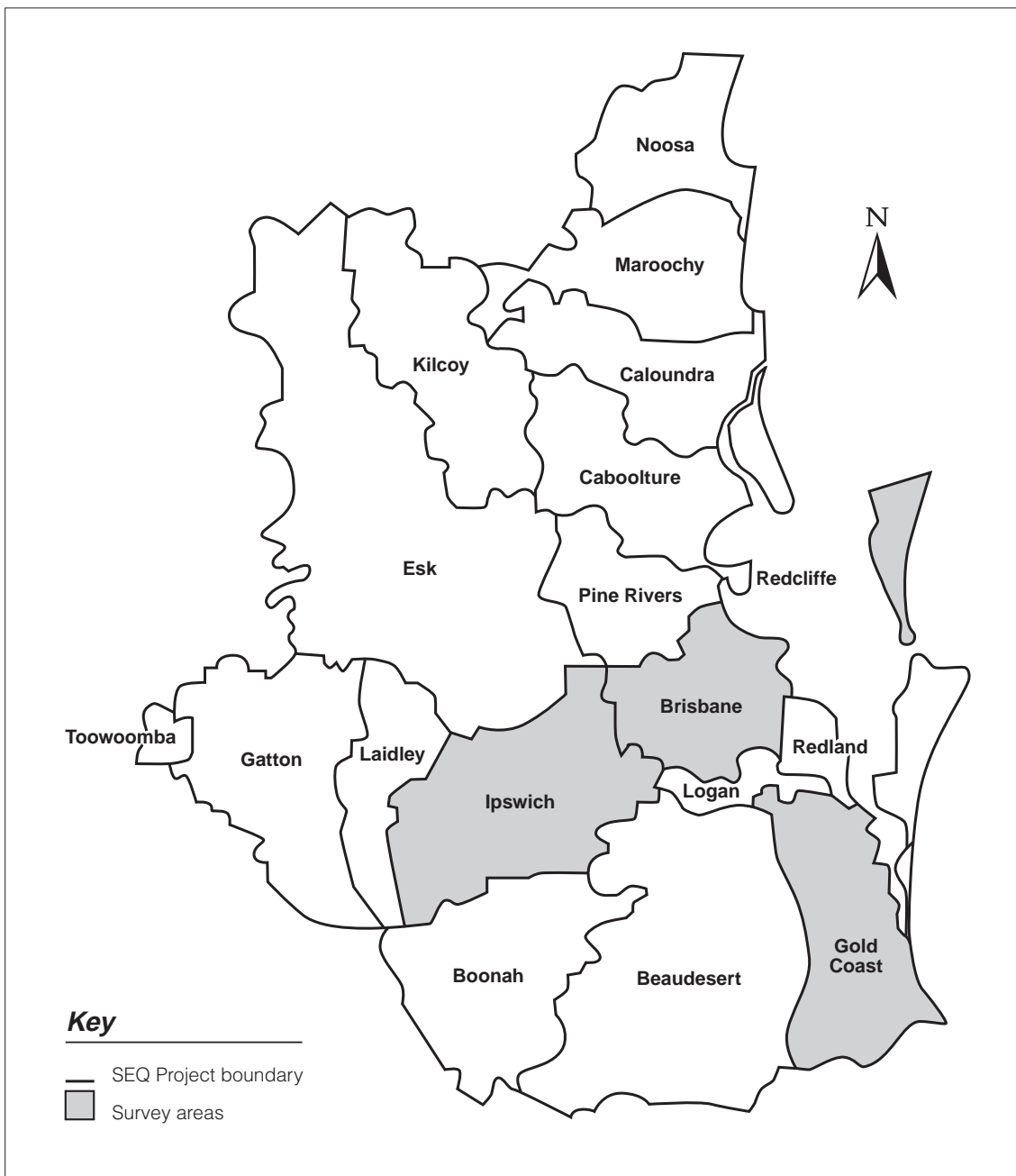
Surveying within the SEQ Outdoor Recreation Demand Study focused on three of the most populated Local Government Areas (LGA's) within south east Queensland.



For the purposes of the study it has been assumed that data obtained from residents of Brisbane City (largest population in SEQ), Gold Coast City (second largest population in SEQ), and Ipswich City (fourth largest population in SEQ) is broadly representative of the entire population of SEQ.

The accompanying map (Figure 1) shows the three LGA's surveyed in the Study, and the names and boundaries of other LGA's located within SEQ.

**Figure 1** Local Government Areas Surveyed in the SEQ Outdoor Recreation Demand Study



### **4.3 Objectives of the Study**

The objectives for the SEQ Outdoor Recreation Demand Study are outlined as follows:

- To estimate the proportion of the total population in south east Queensland currently participating in each outdoor recreation activity (listed in table 3, section 5.1);
- To estimate the proportion of the total population in south east Queensland currently participating in each outdoor recreation activity listed in Table 3 in each of the landscape settings (described in table 4, section 5.1);
- To develop an understanding of the motivations of people who choose to undertake particular activities in particular settings (refer to table 5, section 5.1);
- To estimate the proportion of the total population in south east Queensland which would participate in each outdoor recreation activity listed in Table 3 but are prevented from doing so for some reason;
- To estimate the proportion of the total population in south east Queensland which would participate in each outdoor recreation activity listed in Table 3 in each of the landscape settings described in Table 4, but are prevented from doing so for some reason.

**Note:** When assessing demand, both current and latent demand need to be considered. That is, how many people currently participate and, how many people would like to participate but are prevented from doing so for some reason. The sum of the current and latent demand equals the total demand for outdoor recreation activities and settings.

## 5 Methodology

### 5.1 The Quantitative Survey

A series of workshops were held with representatives of the Steering Committee to finalise the design and content of the questionnaire.

From each household, the person to next have a birthday, and who was 15 years or older was selected to take part in the interviewing.

Within the Brisbane, Ipswich and Gold Coast local government authorities, a total of 2,221 interviews were randomly obtained with people aged 15 years and over. At the State level a sample size of 2,221 is accurate to +2.1% at the 95% level of confidence. For example, given State sample sizes, we are 95% confident that a result of 60% recorded in the survey is actually somewhere between 57.9% and 62.1%. The number of interviews achieved in each Local Government Authority (LGA) and the associated margin of error for each of these areas is detailed in the table below.

**Table 2** Number of Interviews by Local Government Area (LGA)

<b>Local Government Area</b>	<b>Interviews</b>	<b>Error</b>
Brisbane City Council Region	1465	±2.6% at the 95% level of confidence
Ipswich City Council Region	228	±6.5% at the 95% level of confidence
Gold Coast City Council Region	528	±4.3% at the 95% level of confidence

A pilot test was conducted to ensure the target population clearly understood the research requirements. Subsequently, some enhancements to the design were made prior to commencing interviewing.

Interviews were conducted between 15 August and 29 August 1997 by telephone, using ACNielsen's Computer Assisted Telephone Interviewing (CATI) facility. Results were post-weighted by age and gender to reflect the overall population of the three Local Government Areas (LGA's). Interviews took approximately 10 minutes to complete.

Respondents were asked a series of questions which aimed to identify the level of current and latent demand for a range of outdoor recreation activities (see table 3), the setting in which these activities were undertaken (see table 4), and their motivations for pursuing these activities (see table 5). A copy of the questionnaire is located in appendix 5.

## *Outdoor Recreation Activities*

The outdoor recreation activities focused on in the Study were:

**Table 3** *Outdoor Recreation Activities*

<b>1</b>	Picnicking
<b>2</b>	Walking or Nature Study (eg bird watching, photography)
<b>3</b>	Camping
<b>4</b>	Bicycle Riding
<b>5</b>	Horse Riding
<b>6</b>	Swimming (excluding constructed pools)
<b>7</b>	Driving 2WD Vehicles on Unsealed Roads
<b>8</b>	Driving 4WD Vehicles on Unsealed Roads.
<b>9</b>	Driving Other Vehicles on Unsealed Roads (eg trail bike, trike).
<b>10</b>	Riding on Motorised Watercraft (eg speed boat, jet ski)
<b>11</b>	Riding on Non-Motorised Watercraft (eg canoe, sailing, kayak)
<b>12</b>	Abseiling or Rock Climbing
<b>13</b>	Other Activities

## *Landscape Settings*

The following landscape setting descriptions were used with each of the outdoor recreation activities listed above.

**Table 4** *Landscape Settings*

<b><i>Somewhat Natural Landscape</i></b>	A somewhat natural landscape is close to suburbs or cleared farmland, which is accessible by conventional vehicles or vessels, has buildings highly visible and other people are usually present.
<b><i>Very Natural Landscape</i></b>	A very natural landscape is away from suburbs and cleared farmland, which may be difficult to access by vehicles or vessels, has few built structures visible and few other people present.
<b><i>Totally Natural Landscape</i></b>	A totally natural landscape is far from suburbs and cleared farmland, which has no access by vehicles or vessels, there are no built structures visible and little or no evidence of other people.

## Motivations

The motivations for participating in particular outdoor recreation activities were classified into three groups. These motivation classes are described in table 5.

**Table 5** Motivations

<b>Leisurely</b>	sightseeing, looking, learning, unwinding, escaping, relaxing, experiencing peace and quiet
<b>Actively</b>	fitness, skills improvement, test equipment, challenge, conquering nature
<b>Competitively</b>	maximum distance, minimum time, fastest, most accurate, most difficult

**Note:** Following interviewing, an error was identified in the questionnaire - respondents were inadvertently asked to indicate their motivation for undertaking Camping rather than their motivation for participating in Walking or Nature Studies (eg bird watching, photography).

## 5.2 The Qualitative Workshops

Following the quantitative survey, ACNielsen was asked to facilitate a series of three workshops with respondents who had indicated a willingness to participate in further research during their telephone survey. The three two hour workshops, were conducted with groups of between 7 and 9 participants, and were held between 6 and 11 December 1997.

The objective of these workshops was to investigate the reliability and validity of results and conclusions from the telephone interview, by clarifying people's perceptions and understanding of landscape settings, and motivations for undertaking outdoor recreation activities.

A multi-phased workshop design was developed and piloted by the joint steering committee to fulfil this objective. ACNielsen consultants facilitated the workshops with the cooperation and assistance from Steering Committee members. Refer to Appendix 6 for the Outdoor Recreation Demand Study Workshop Discussion Guide.

The first phase of these workshops involved briefing the participants on the structure and purpose of the Outdoor Recreation Demand Study, and the workshop which they attended.

The second phase of these workshops was designed to gain a greater insight into participants perceptions of landscape "naturalness"; and the differences between a somewhat, very and totally natural landscape as a means of validating the quantitative study results.

The third phase of the workshop was designed to gain a greater understanding of the respondents perceptions of the motivations - leisurely, actively, competitively, as discussed during the telephone surveys. Specifically, the objective of this third phase was to explore whether, or not, the respondents believed these motivation classes referred to levels of physical exertion, or goal related characteristics, or a combination of the two.

The fourth phase of the workshop involved a group discussion with the aim of identifying key words, characteristics or phrases that would provide alternative descriptions of landscape settings and motivations.

Finally, participants were given a short, self-completion style questionnaire to return by mail. The questionnaire required participants to identify the outdoor activity they had undertaken the most over the past 12 months, and to list specific sites within SEQ where they had undertaken this activity. They were then asked to plot each site at an appropriate point along a landscape range from wild/remote to built/developed.

**Note:** Information obtained from phases 4 and 5 will be used to design further research and is not included in this report.

## 6 Quantitative Research Findings: Current Participation

The following section presents the quantitative results from the telephone surveys concerning levels of participation in outdoor activities, the landscapes in which these activities were pursued, and the respondents motives for pursuing an activity in a chosen setting.

### 6.1 Sample Population Profile

Q Firstly just to make sure we have a good representation of the population - in which of the following age groups do you fall.

**Table 6** Sample Population Profile

<b>Age Ranges</b>	<b>Total n=2,221</b>	<b>Brisbane n=1465</b>	<b>Ipswich n=228</b>	<b>Gold Coast n=528</b>
15-17 years	5%	6%	7%	4%
18-24 years	14%	15%	14%	12%
25-39 years	29%	29%	36%	27%
40-54 years	25%	24%	24%	27%
55-64 years	10%	10%	10%	12%
65 years or more	16%	17%	10%	16%

**Note:** Six respondents did not wish to disclose their age.

SEQ region is defined as the combined Brisbane, Ipswich and Gold Coast Local Government Areas. (LGA's').

The sample population 15 years and over for the study area (ie the three local authority areas) was 1,063,000. The population estimates for each LGA, of people 15 years and over was:

Brisbane	705,000
Ipswich	106,000
Gold Coast	252,000

## 6.2 Incidence of Participation Over the Past 12 Months

Q1a I am going to read you a list of activities and would like you to tell me whether you have participated in any of them, in any of the 3 settings previously described. This includes club, school or personal recreational activities. We are interested in the activities that took place in such settings within 4 hours drive from your home. <activity> Have you participated in this within the past 12 months. Remember the three settings and it would have been within 4 hours drive from home.

The most popular activity undertaken by the respondents was picnicking (65%). The next most popular activities were walking or nature study (60%), swimming (39%), and 2WD driving (31%).

**Table 7** Incidence of Participation Over the Past 12 Months

<b>Activities</b>	<b>Weighted Total n=2221</b>	<b>Brisbane n=1465</b>	<b>Ipswich n=228</b>	<b>Gold Coast n=528</b>
Picnicking	65%	66%	62%	63%
Walking or nature study (eg bird watching etc)	60%	63%	54%	57%
Camping	25%	25%	33%*	21%
Bicycle riding	25%	25%	24%	25%
Horse riding	7%	7%	8%	7%
Swimming (excl. in constructed pools)	39%	38%	45%*	39%
Driving in 2WD vehicles on unsealed roads	31%	31%	38%*	28%
Driving 4WD vehicles on tracks or unsealed roads	20%	21%	20%	20%
Driving other vehicles on tracks or unsealed roads (eg motor bike, trike)	7%	6%	11%	7%
Riding on a motorised watercraft (eg motor boat, jet ski)	26%	25%	25%	28%
Abseiling or rock climbing	7%	8%	6%	6%
Riding non-motorised watercraft (eg canoe, sailing, kayaking)	17%	17%	15%	19%

\* Denotes statistically significant greater figure

Horse riding (7%), abseiling or rock climbing (7%), and driving other vehicles on tracks or unsealed roads (7%) were activities undertaken by the smallest proportion of respondents.

Both Ipswich and Gold Coast residents participation rates for walking or nature study differed significantly to participation rates of people residing in Brisbane. Ipswich residents were significantly more likely than Brisbane or Gold Coast residents to camp or 2WD on unsealed roads.

Similarly, Ipswich residents were significantly more likely than Brisbane residents to swim (excluding swimming in constructed pools).



### 6.3 Incidence of Participation - by Gender

Q1a <activity> Have you participated in this within the past 12 months. Remember the three settings and it would have been within 4 hours drive from home.

Males were significantly more likely to have participated in:

- camping,
- bicycle riding,
- swimming (excl in constructed pools),
- driving in 2WD vehicles,
- driving in 4WD vehicles,
- driving other vehicles,
- abseiling or rock climbing;
- riding on motorised watercraft, and
- riding on non-motorised watercraft.

Whereas females were more likely to have participated in:

- picnicking;
- walking or nature study; and
- horse riding

**Table 8** Incidence of Participation - by Gender

<b>Activities</b>	<b>Male n=975</b>	<b>Female n=1246</b>
Picnicking	64%	65%
Walking or nature study	59%	62%
Camping	31%*	19%
Bicycle riding	30%*	20%
Horse riding	6%	8%
Swimming	44%*	35%
Driving in 2WD vehicles	37%*	25%
Driving 4WD vehicles	23%*	18%
Driving other vehicles	10%*	5%
Riding on a motorised watercraft	30%*	21%
Abseiling or rock climbing	10%*	5%
Riding non-motorised watercraft	21%*	14%

\* Denotes statistically significant greater figure

## 6.4 Incidence of Participation - by Age

Q1a <activity> Have you participated in this within the past 12 months. Remember the three settings and it would have been within 4 hours drive from home.

The level of participation in activities differs by respondent age.

People aged 15-17 years were most likely to have undertaken camping (49%), bicycle riding (46%), horse riding (15%), riding on a motorised watercraft (38%), abseiling or rock climbing (29%), and riding on a non-motorised watercraft (31%).

**Table 9** Incidence of Participation - by Age

<b>Activities</b>	<b>15-17 n=75</b>	<b>18-24 n=281</b>	<b>25-39 n=818</b>	<b>40-54 n=598</b>	<b>55-64 n=236</b>	<b>65+ n=207</b>
Picnicking	49%	58%	76%	70%	61%	49%
Walking or nature study	56%	56%	67%	65%	58%	50%
Camping	49%	38%	32%	22%	13%	5%
Bicycle riding	46%	31%	35%	25%	9%	4%
Horse riding	15%	13%	9%	6%	2%	1%
Swimming	49%	50%	48%	41%	29%	13%
Driving in 2WD vehicles	23%	37%	36%	38%	26%	15%
Driving 4WD vehicles	13%	26%	27%	22%	16%	9%
Driving other vehicles	14%	15%	9%	5%	2%	2%
Riding on a motorised watercraft	38%	25%	30%	27%	22%	14%
Abseiling or rock climbing	29%	15%	8%	4%	1%	0%
Riding non-motorised watercraft	31%	21%	22%	19%	7%	5%

15-17 year olds and 18-24 year olds were equally likely to have participated in walking or nature study (both 56%), swimming (49% and 50%), driving other vehicles on tracks (14% and 15%) and horse riding (15% and 13%).

Driving in 2WD vehicles on tracks was most commonly undertaken by people 18 to 54 years.

Driving in 4WD vehicles on tracks was most likely to be undertaken by those aged between 18 and 39 years.

Picnicking was most likely to have been undertaken by people aged 25-39 years, and walking or nature study by people aged 25-54 years.

Participation rates for swimming (outside of constructed pools) in different age ranges were - people aged 15-17 years (49%), 18-24 years (50%), and 25-39 years (48%) had been swimming in the past 12 months.

## 6.5 Incidence of Participation - Frequency over the Past 12 Months

Q2 How often have you participated in <enter activity> the past 12 months?

As can be seen from the table, the average and median for a number of activities (notably walking/nature study and bicycle riding) differ greatly. This large difference between averages and median frequency is caused by a relatively small number of people undertaking an activity very frequently. For example, some people walk almost each day of the year. Given this, the median number best represents the frequency at which activities are undertaken by the SEQ population.

**Table 10** Incidence of Participation - Frequency over the Past 12 Months

Activities	SEQ Population Participation	Frequency (past 12 months)	
		Average	Median
Picnicking (n=1496)	688,000	7.6	4.5
Walking or nature study (n=1382)	643,000	61.4	10.3
Camping (n=561)	264,000	4.3	2.1
Bicycle riding (n=580)	265,000	55.8	12.2
Horse riding (n=170)	76,000	26.3	2.4
Swimming (n=902)	414,000	18.7	6.3
Driving in 2WD vehicles (n=717)	331,000	13.9	3.7
Driving 4WD vehicles (n=478)	217,000	11.1	3.1
Driving other vehicles (n=154)	75,000	16.3	4.2
Riding on a motorised watercraft (n=575)	271,000	10.1	3.3
Abseiling or rock climbing (n=150)	75,000	5.9	1.8
Riding non-motorised watercraft (n=399)	185,000	13.4	2.5

Bicycle riding (median=12.2) and walking or nature study (median=10.3) were the activities with the highest median frequency of participation. Abseiling or rock climbing (median=1.8), and camping (median=2.1) had the lowest median frequency of participation.

Taking into account the proportion of the population undertaking activities and their frequency of participation, the activities most commonly undertaken by the population were - walking or nature study, bicycle riding, and picnicking.

The least commonly undertaken activities were abseiling or rock climbing, horse riding, and driving on tracks or unsealed roads in other vehicles.

## 6.6 Activity Participation - Landscape Setting where Activities were Undertaken

Q3 Thinking of the 3 settings we described earlier, what proportion of the times you went <enter activity> were in a ....READ OUT

A somewhat natural landscape was clearly the most popular location for undertaking picnicking (70%), walking/nature study (66%), bicycle riding (91%), horse riding (53%), swimming (67%), driving other vehicles (47%), riding on motorised watercraft (63%), abseiling or rock climbing (52%), and non-motorised watercraft (61%),

**Table 11** Activity Participation - Landscape Setting where Activities were Undertaken

Total Population = 1,063,000 15 years and over	SEQ Population Participating	Landscape Setting where Activity was Undertaken		
		Somewhat Natural	Very Natural	Totally Natural
Picnicking (n=1496)	688,000	70%	24%	6%
Walking or nature study (n=1382)	643,000	66%	26%	8%
Camping (n=561)	264,000	38%	40%	21%
Bicycle riding (n=580)	265,000	91%	6%	3%
Horse riding (n=170)	76,000	53%	30%	17%
Swimming (n=902)	414,000	67%	26%	7%
Driving in 2WD vehicles (n=717)	331,000	44%	46%	10%
Driving 4WD vehicles (n=478)	217,000	34%	42%	24%
Driving other vehicles (n=154)	75,000	47%	37%	15%
Riding on a motorised watercraft (n=575)	271,000	63%	26%	11%
Abseiling or rock climbing (n=150)	75,000	52%	24%	25%
Riding non-motorised watercraft (n=399)	185,000	61%	30%	9%

- Note:** 1 Results represent the proportion of the population undertaking an activity in a specific setting (one person can undertake an activity in more than 1 setting in a single outing).
- 2 It is assumed that the people who 4WD in a totally natural setting, drive on beaches or on other such unmade or unformed roads. This assumption will need to be confirmed by further research.

Survey results show 10% of 2WD vehicles occurring in totally natural settings despite the absence of roads or tracks to support such activity. Further research is required to clarify the nature of 2WD activity in totally natural settings.

The activities most commonly undertaken in a totally natural landscape were abseiling or rock climbing (25%), driving on tracks or unsealed roads in 4WD vehicles (24%) and camping (21%).

## 6.7 Activity Participation by Motivation

Q4 Which of the following best describes the main way in which you participate in this activity in these areas.  
Was it ... READ OUT

Each interviewee was read a description of the three broad motivations for undertaking an outdoor recreation activity. These were: Leisurely (sightseeing, unwinding, relaxing), Actively (fitness, conquering nature), and Competitively (maximum distance, minimum time). Respondents were then asked to indicate which descriptor best described their motivation for undertaking each activity.

**Table 12** Activity Participation by Motivation

<b>Activities</b>	<b>SEQ Population Participating</b>	<b>Leisurely</b>	<b>Actively</b>	<b>Competitively</b>
Camping (n=561)	264,000	91%	9%	0%
Bicycle riding (n=580)	265,000	73%	25%	2%
Horse riding (n=170)	76,000	83%	12%	5%
Swimming (n=902)	414,000	94%	5%	1%
Driving in 2WD vehicles (n=717)	331,000	91%	7%	2%
Driving 4WD vehicles (n=478)	217,000	90%	10%	1%
Driving other vehicles (n=154)	75,000	81%	17%	3%
Riding on a motorised watercraft (n=575)	271,000	93%	5%	2%
Abseiling or rock climbing (n=150)	75,000	73%	26%	2%
Riding non-motorised watercraft (n=399)	185,000	84%	14%	2%

**Note:** Due to an error in the questionnaire design, the motivations of picnicking, walking or nature study were not investigated.

Leisure (sightseeing, unwinding, relaxing) was the most common motivation for participation in each activity. This motivation was nominated by more than nine in ten who undertook camping (91%), swimming (94%), driving 2WD (91%) & 4WD (90%) vehicles, and riding on motorised watercraft (93%).

Bicycle riding (25%) and abseiling or rock climbing (26%) were the most popular activities to pursue actively (fitness, conquering nature).

Competitively (maximum distance, minimum time) was the least popular motivation, with 5% or less of respondents nominating it as their motive for participation across all activities.

## 6.8 Those Who Currently Participate and Who are Interested in Participating More Often

Q5 Are you interested in participating in (activity) but are prevented from doing so for some reason?

For most activities, participants were evenly divided regarding their interest in pursuing an activity more often.

**Table 13** Those Who Currently Participate and Who are Interested in Participating More Often

<b>Activities</b>	<b>SEQ Population Participating</b>	<b>Yes</b>	<b>No</b>
Picnicking (n=1496)	688,000	51%	49%
Walking or nature study (n=1382)	643,000	48%	52%
Camping (n=561)	264,000	64%*	36%
Bicycle riding (n=580)	265,000	42%	58%
Horse riding (n=170)	76,000	54%	46%
Swimming (n=902)	414,000	44%	56%
Driving in 2WD vehicles (n=717)	331,000	32%	68%*
Driving 4WD vehicles (n=478)	217,000	52%	48%
Driving other vehicles (n=154)	75,000	48%	52%
Riding on a motorised watercraft (n=575)	271,000	52%	48%
Abseiling or rock climbing (n=150)	75,000	52%	48%
Riding non-motorised watercraft (n=399)	185,000	47%	53%

\* Denotes significantly greater figure.

Camping was the only activity in which a significantly greater proportion of people said they would like to increase their participation but are prevented from doing so (64%).

Conversely a significant proportion of those who 2WD on unsealed roads indicated they were not interested in participating in this activity more often (68%).

## 6.9 The Main Reasons Preventing People from Participating in a Chosen Activity More Often

Q6 What is the main thing preventing you from <ENTER ACTIVITY> more often?

The most common reason provided for not being able to participate in activities more often was because people had “no time or were too busy”.

**Table 14** The Main Reasons Preventing People from Participating in a Chosen Activity More Often (greater than 7% of respondents)

<b>“No time, too busy”</b>	picnicking 72%, walking/nature study 67%, camping 71%, bicycling riding 53%, driving - 2WD 64%, driving - 4WD 51%, driving other vehicles 49%, riding on motorised water craft 55%, horse riding 39%, swimming 67% riding on non-motorised watercraft 61%, abseiling or rock climbing 41%
<b>“No equipment”</b>	driving - 4WD 29% driving - other vehicles 24% riding on motorised watercraft 20% abseiling or rock climbing 14% riding on non-motorised watercraft 18% horse riding 9% bicycle riding 9% driving 2WD vehicles 7%
<b>“Can’t afford it”</b>	camping 8%, horse riding 10%, driving - other vehicles 10%, riding motorised watercraft 9% driving - 4WD vehicles 8%,
<b>“Nowhere to do this”</b>	horse riding 14% abseiling or rock climbing 14% bicycle riding 7% swimming 7%
<b>“No facilities”</b>	horse riding 11% abseiling or rock climbing 10% bicycle riding 11%

For activities such as driving on unsealed roads in 4WD vehicles (29%), or other vehicles (24%), riding motorised (20%) or non-motorised (18%) watercraft, the most common alternative reason for being prevented from participating more often was a lack of equipment.

“Nowhere to do this” was a reason most commonly provided by people who pursue horse riding (14%), abseiling or rock climbing (14%), bicycle riding (7%) or swimming (7%).

## 6.10 Preferred Landscape of those Interested in Participating in an Activity More Often

Q7 Assuming you were able to undertake < ENTER ACTIVITY>, which of the following would be your preferred setting for pursuing this activity?

Each person who had indicated that they would like to undertake an activity more often was asked to choose a preferred landscape setting for that increased participation. The results indicate that there would be a shift from Somewhat Natural landscapes toward Very Natural or Totally Natural Landscapes.

**Table 15** Preferred Landscape of those Interested in Participating in an Activity More Often

Activities	SEQ Pop'n Particip	Somewhat Natural		Very Natural		Totally Natural	
		Current	Preferred	Current	Preferred	Current	Preferred
Picnicking (n=780)	352,000	70%	32%*	24%	45%*	6%	24%*
Walking or nature study (n=697)	311,000	66%	27%*	26%	39%*	8%	34%*
Camping (n=365)	168,000	38%	14%*	40%	43%	21%	43%*
Bicycle riding (n=255)	110,000	91%	61%*	6%	28%*	3%	11%*
Horse riding (n=91)	41,000	53%	16%*	30%	43%*	17%	41%*
Swimming (n=404)	183,000	67%	40%*	26%	35%*	7%	26%*
Driving in 2WD vehicles (n=233)	107,000	44%	24%*	46%	49%	10%	27%*
Driving 4WD vehicles (n=249)	113,000	34%	13%*	42%	42%	24%	45%*
Driving other vehicles (n=75)	36,000	47%	18%*	37%	38%	15%	44%*
Riding on a motorised watercraft (n=297)	142,000	63%	34%*	26%	37%*	11%	29%*
Abseiling or rock climbing (n=74)	39,000	52%	21%*	24%	34%	25%	46%*
Riding on non-motorised watercraft (n=194)	88,000	61%	34%*	30%	37%	9%	30%*

\* Denotes significant difference between current and preferred.

**Note:** Results represent the proportion of the population having undertaken an activity in the described setting, ie one person can undertake an activity in 1, 2 or 3 settings in a single outing.



## 6.11 Likely Motivation of those Interested in Participating More Often

Q8 Which do you consider best describes the way in which you would undertake this activity ?

People who had indicated that they would like to undertake a chosen activity more often were asked to describe their likely motivation for increased participation.

**Table 16** Likely Motivation of those Interested in Participating More Often

<b>Activities</b>	<b>Population Participating</b>	<b>Leisurely</b>	<b>Actively</b>	<b>Competitively</b>
Camping (n=365)	168,000	86%	13%	1%
Bicycle riding (n=255)	110,000	75%	22%	3%
Horse riding (n=91)	41,000	81%	17%	2%
Swimming (n=404)	183,000	93%	7%	1%
Driving in 2WD vehicles (n=233)	107,000	91%	8%	1%
Driving 4WD vehicles (n=249)	113,000	90%	9%	1%
Driving other vehicles (n=75)	36,000	83%	12%	5%
Riding on a motorised watercraft (n=297)	142,000	91%	8%	1%
Abseiling or rock climbing (n=74)	39,000	71%	26%	3%
Riding on non-motorised watercraft (n=194)	88,000	84%	13%	3%

**Note:** Picnicking and walking or nature study were excluded from this question because the active and competitive categories were considered irrelevant

For each activity most people indicated they would prefer to participate for leisurely reasons.

Camping with a leisurely motive was the only activity where there was a significant difference between the current (91%), and preferred (86%) motivations. Further research is required to clarify the meaning of these results for camping. In particular, the concepts of actively or competitively camping should be explored.

Abseiling or rock climbing (26%), bicycle riding (22%), and horse riding (17%) were the activities most preferred in the actively category.

Undertaking an activity competitively (maximum distance, minimum time) was the least popular preferred motivation.

## 7 Quantitative Research Findings: Latent Participation

Each interviewee who had not participated in an activity was asked a series of questions regarding: their interest in future participation in activities, issues preventing them from participating, and their preferred landscape and motivation for possible future participation.

### 7.1 Current Non-Participants and their Interest in Pursuing an Activity

Q9 Are you interested in participating in <ENTER ACTIVITY> but for some reason have been prevented from doing so?

Each person who had not undertaken an activity was asked whether they were interested in pursuing an activity, and if they had been prevented from doing so.

**Table 17** Current Non-Participants and their Interest in Pursuing an Activity

Activities	Population	Yes	No
Picnicking (n=725)	375,000	39%	62%
Walking or nature study (n=839)	421,000	34%	66%
Camping (n=1660)	800,000	33%	67%
Bicycle riding (n=1641)	798,000	26%	74%
Horse riding (n=2051)	988,000	20%	80%
Swimming (n=1319)	649,000	29%	72%
Driving in 2WD vehicles (n=1504)	732,000	14%	86%
Driving 4WD vehicles (n=1743)	846,000	27%	73%
Driving other vehicles (n=2067)	989,000	15%	85%
Riding on a motorised watercraft (n=1646)	792,000	32%	68%
Abseiling or rock climbing (n=2071)	988,000	19%	81%
Riding on non-motorised watercraft (n=1822)	878,000	33%	67%

**Note:** Population refers to that part of the total population 15 years and over, residing in the study area (1,063,000) that did not participate in an activity in the previous 12 months.

In each case, the majority of people who had not participated in an activity indicated that they **had not been prevented** from undertaking an activity. The activities in which the greatest proportion of non-participants indicated that they had been prevented from pursuing an activity were:

- picnicking (39%)
- walking or nature study (34%)
- camping (33%), and
- riding on a non-motorised watercraft (32%)

## 7.2 The Main Reasons Preventing Non-Participants from Participating in an Activity at All

Q10 What is the main thing preventing you from participating in <ENTER ACTIVITY>?

Having “no time or too busy” was the most common reason preventing non-participants from picnicking (61%), walking or nature study (59%), camping (51%), swimming (42%), and abseiling or rock climbing (29%)

**Table 18** The Main Reasons Preventing Non-Participants from Participating in an Activity at All (greater than 11% of respondents)

<b>“No time, too busy”</b>	picnicking 61%, walking/nature study 59%, camping 51%, bicycle riding 26%, horse riding 26%, swimming 42% driving - 2WD 34%, driving - 4WD 15%, driving - other vehicles 17%, riding on motorised watercraft 21% abseiling or rock climbing 29% riding on non-motorised watercraft 28%
<b>“No equipment”</b>	horse riding 25% driving in 2WD vehicles 29% driving 4WD vehicles 71% driving other vehicles 56% riding on non-motorised watercraft 44% abseiling/rock climbing 16% camping 18% bicycle riding 43% riding on motorised watercraft 54%
<b>“Can’t afford it”</b>	horse riding 12% riding on motorised watercraft 12%
<b>“Nowhere to do this”</b>	horse riding 12% swimming 13% driving in 2WD vehicles 14% abseiling or rock climbing 12%
<b>“Health reasons”</b>	walking/nature study 11%

Similar proportions of respondents nominated “no time, too busy” and “no equipment” as the main reasons for not pursuing horse riding (26% compared to 25%), or driving on unsealed roads in 2WD vehicles (34% compared to 29%).

“No equipment” was the most frequent reason for not pursuing - bicycle riding (43%), driving 4WD (71%) or other vehicles (56%) on unsealed tracks, and riding on a motorised watercraft (54%) or non-motorised watercraft (44%).

### 7.3 The Preferred Landscape of Non-Participants Interested in Participating at All

Q11 Assuming you were able to undertake <ENTER ACTIVITY>, which of the following would be your preferred setting for pursuing this activity?

Each interviewee who had not undertaken an activity but indicated they were interested in doing so, nominated their preferred landscape in which to undertake an activity.

**Table 19** The Preferred Landscape of Non-Participants Interested in Participating at All

Activity	Population Interested in Participating	Somewhat Natural	Very Natural	Totally Natural
Picnicking (n=301)	145,000	37%	37%	27%
Walking or nature study (n=308)	142,000	33%	33%	34%
Camping (n=580)	263,000	17%	42%	40%
Bicycle riding (n=470)	209,000	71%	24%	6%
Horse riding (n=433)	195,000	20%	49%	32%
Swimming (n=394)	185,000	44%	34%	22%
Driving in 2WD vehicles (n=220)	100,000	34%	44%	23%
Driving 4WD vehicles (n=510)	231,000	15%	39%	46%
Driving other vehicles (n=304)	145,000	26%	41%	33%
Riding on a motorised watercraft (n=552)	255,000	49%	33%	18%
Abseiling or rock climbing (n=403)	188,000	39%	32%	29%
Riding on non-motorised watercraft (n=645)	291,000	33%	40%	27%

**Note:** Population refers to that part of the total population 15 years and over, residing in the study area (1,063,000) that did not participate in an activity in the previous 12 months but who were interested in undertaking that activity.

A somewhat natural landscape was the preferred landscape for non-participants who would like to participate in bicycle riding (71%), riding on a motorised watercraft (49%), and swimming (44%).

Current non-participants preferred either very natural or totally natural settings in which to undertake horse riding (49% and 32%), camping (42% and 40%) and driving 4WD vehicles (39% and 46%).

Landscape preferences were more evenly distributed amongst those who would like to pursue abseiling or rock climbing, picnicking, and walking or nature studies.

## 7.4 Likely Motivation of Current Non-Participants Interested in Participating at All

Current non-participants who had indicated they were prevented from participating in an activity more often were asked about their motivation for increasing their participation.

Q12 Which one of the following 3 descriptions do you consider best describes the way in which you would undertake this activity ... READ OUT

**Table 20** Likely Motivation of Current Non-Participants Interested in Participating at All

Activities	Population Interested in Participating	Leisurely	Actively	Competitively
Camping (n=580)	263,000	96%	4%	0%
Bicycle riding (n=470)	209,000	80%	19%	1%
Horse riding (n=433)	195,000	91%	9%	0%
Swimming (n=394)	185,000	91%	8%	1%
Driving in 2WD vehicles (n=220)	100,000	94%	4%	2%
Driving 4WD vehicles (n=510)	231,000	92%	7%	2%
Driving other vehicles (n=304)	145,000	85%	14%	1%
Riding on a motorised watercraft (n=552)	255,000	94%	6%	1%
Abseiling or rock climbing (n=403)	188,000	80%	18%	2%
Riding on a non-motorised watercraft (n=645)	291,000	93%	7%	0%

**Note:** Picnicking and walking or nature study were excluded from this question because the active and competitive categories were considered irrelevant.

For each activity, most people indicated that they would prefer to participate for leisurely reasons, rather than actively or competitively.

Bicycle riding (19%), abseiling or rock climbing (18%), and driving other vehicles (14%) were activities with the highest preference for pursuing activities actively.

Competitively was nominated by fewer than 2% of people as a preferred motive for any activity.

## **8 Qualitative Workshop Findings**

Results from the quantitative component of the research generated some areas of concern for the Steering Committee. These results appeared to indicate a difference between the Steering Committee's and the sample population's interpretations of landscape settings and motivations which were provided during the initial telephone interview.

For example, the proportion of people undertaking activities in totally natural settings (described as "a landscape far from suburbs and cleared farmland, which has no access by vehicles or vessels, there are no built structures visible and little or no evidence of other people") was greater than anticipated.

Similarly, there was some concern that the interviewees interpreted the three motivation descriptions - leisurely, actively and competitively - in terms of the level of physical exertion rather than their goal related motives (eg "to escape", "to get fit", "for pleasure"), as intended by the steering committee's description.

Given these concerns, the committee decided to initiate several qualitative workshops to explore in more detail people's perceptions of landscape settings and motivations for undertaking outdoor recreation activities. Workshops were held with people who had participated in the telephone survey. A multi-phased workshop design was developed by the Steering Committee to fulfil this objective.

The following section presents a discussion of these workshop's outcomes. (see section 5.2 for further design information and Appendix 6 for the Workshop Discussion Guide).

### **8.1 Landscape Photo Classifications**

#### *8.1.1 Committee and Respondent Photo Classifications*

The first phase of the workshop was designed to gain a more comprehensive understanding of participants perceptions of landscape "naturalness", as a means of validating the quantitative study results. Each participant was provided with 25 landscape photographs (refer to Appendix 2 for the landscape photo set), and a labelled work board. Participants were then asked to look at each photo in detail, and arrange them from most to least natural (horizontally) along the board.

Participants were instructed to place photos they perceived as possessing the same degree of “naturalness” underneath one another (vertically), and were asked not to overlap photos, although photos could be placed between numbers (eg a photo classified as 5-6). Each of these stages were demonstrated to participants using blank pieces of paper (Refer to Appendix 6 for further information and diagrams).

Participants were then asked to recall the three landscape settings (somewhat natural, very natural and totally natural), referred to throughout the telephone survey. Each of the landscape settings were verbally re-defined, and a fourth category known as 'X' was introduced. Definitions included:

- A somewhat natural landscape close to suburbs or cleared farmland - which is accessible by conventional vehicles or boats, has buildings highly visible and other people are usually present (coded as 1),
- A very natural landscape away from suburbs and cleared farmland - which may be difficult to access by vehicles or vessels, has few built structures visible and few other people are present (coded as 2),
- A totally natural landscape far from suburbs and cleared farmland - which has no access by vehicles or vessels, there are no built structures visible and little or no evidence of other people (coded as 3),
- X - a landscape which does not fit into any of the other three definitions (ie photos which depict an unnatural setting) (coded as 4).

Participants were requested to use tape and labels provided to distinguish where they perceived the boundaries between each of the three landscape settings was on their photo board. Participants were informed that the tape distinguishing the boundaries between landscape settings did not have to form straight lines. The tape could be used to weave around photos to capture each photo as they saw fit. Each of these stages were demonstrated using tape and blank pieces of paper to represent photos (refer to Appendix 6 for further information and diagrams).

The average classification for each photo was calculated based on results recorded during this stage. These averages were then compared to the committee's classification of each photo. Figure 2 compares the participants average classification for each landscape photo to the committee's classification of each photo.

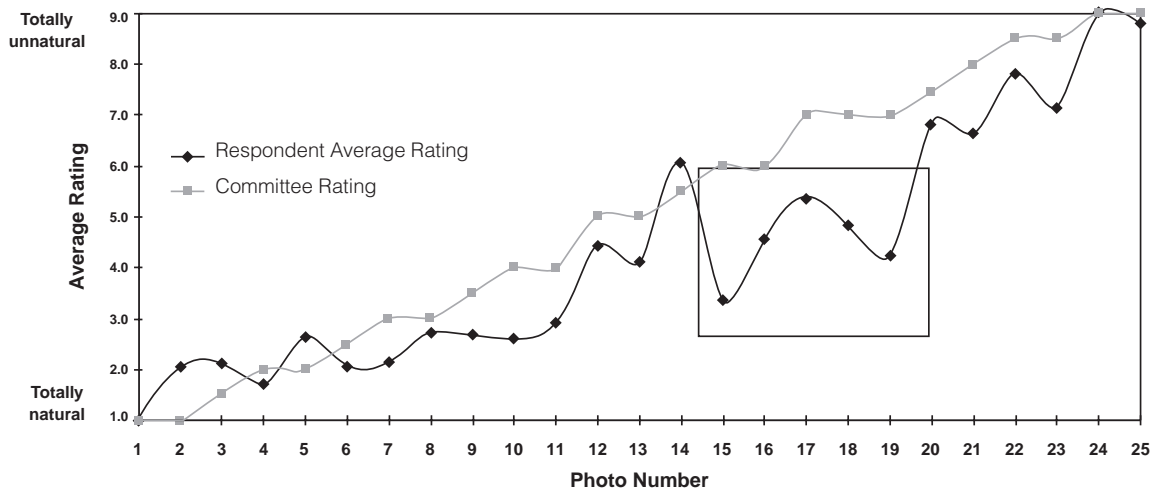
In general, photo classifications by the committee steadily increased as the photo number increased. Although the respondent's curve follows the general trend of the committee's curve, there is more variation in the average ratings by the respondents.

From the graph, it may be seen that respondents did not differentiate greatly between the first 7 photos (average ratings approximately 2). The respondents rated photo's 2, 3 and 5 as less natural than the committee. The respondents rated the majority of the remaining photos lower (more natural) than the committee.

Deviations between the committee's and respondents' average ratings were calculated. Photo 19, had the largest deviation of -2.8 indicating that respondents rated this photo as more natural (score of 4.2) than did the committee (score of 7).

The photo with the second largest deviation was photo 15, (deviation score of -2.7, respondent average score = 3.3, committee score = 6). Photo 18 and photo 17 were considered more natural by respondents than by the committee (deviation scores of -2.1 and -1.6 respectively).

**Figure 2** Landscape Photo Classifications



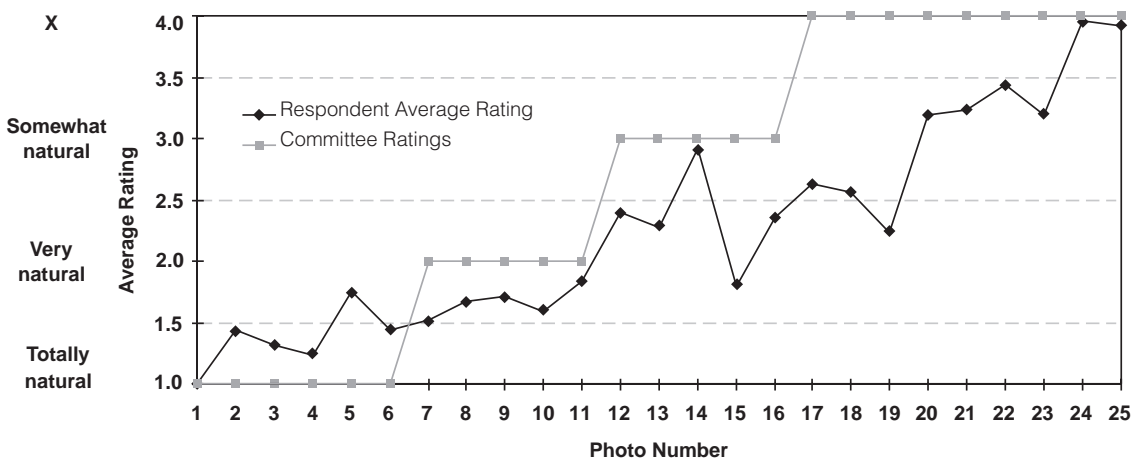
The committee's ratings compared to the respondents (average) ratings of the 25 photos by category are displayed in Figure 3. Committee ratings clearly display the boundaries between the four landscape settings (including 'X'). Although the respondents curve follows the general trend of the committee's curve, respondents ratings deviated substantially from the committees classifications.

Respondents ratings did not deviate greatly between photos classified by the committee as totally or very natural. Respondents rated photos 2 to 6 as less natural than the committee. Respondents rated photo 5 as substantially less natural than did the committee. This may suggest the definitions of totally natural and very natural landscapes clearly conveyed the intended characteristics of both landscapes.



For photos 7 to 23, respondents rated each photo as more natural than did the committee. A large deviation was observed in the committee's 'somewhat natural' category with photo 15 deviating to a score of -1.2. The greatest deviations, however, were noted for category 'X', where respondents rated photos as significantly more natural than the committee. Photo 19 had the largest deviation score of -1. Interestingly, photos 24 and 25 were placed in category 'X' by both the respondents and the committee. This confirmed suspicions that respondents were less able to clearly distinguish the boundaries between somewhat natural landscapes and category X, based on the information provided.

**Figure 3** Landscape Category Classifications



### 8.1.2 Critical Landscape Features

It should be noted that the committee's selection and classification of each photo in the landscape photo set was based on the social, managerial and physical characteristics identified in each photo, as discussed in the Recreation Opportunity Spectrum (ROS), devised by Clarke and Stankey (1979) (refer to Terms of Reference, Appendix 7). Thus, as committee members had additional information on which to base decisions, and have experience and a sound professional knowledge of landscape attributes and their classification; there was no expectation that workshop participants would identify or recognise all characteristics of each photo.

Photos with the largest deviation scores (landscape photos 19, 17, 18 and 15) are displayed and a brief suggestion as to why each may have deviated to such an extent is as follows. The characteristics listed are purely committee assumptions of features that may have generated a divergence between committee and respondent landscape photo classifications.

***Landscape Photo 19***



- Areas along the river banks where large amounts of riparian vegetation have been removed, were not considered unnatural by respondents.
- Areas either side of the river which have been cleared for farm land, were not considered unnatural by respondents.

***Landscape Photo 17***



- Pine trees situated in the plantation depicted in this photo, are exotic/introduced species, and were not considered unnatural by respondents.

***Landscape Photo 18***



- The cleared farmland to the left of the gravel road in this photo, was not considered unnatural by respondents.

***Landscape Photo 15***



- The foreground of this photo depicts extensive grazing on unimproved pasture. This was not considered an unnatural feature by respondents.

### 8.1.3 Regression Analysis of Landscape Classifications

An aim of the second part of the research was to prepare a statistical model relating and converting respondent ratings of the landscape photos to be comparable to the ratings assigned by the committee. In order to do this, a standard multiple regression was performed, the results of which produced a highly significant model to correct for respondent biases (R squared value - 0.86).

“Weights” were obtained through this regression and were applied to respondents ratings making them more comparable to the committees ratings. These weights may then be applied to the results of the telephone survey to modify respondent landscape perception ratings to better match committee definitions. These weights are:

- Total Natural           0.041
- Very Natural           0.174
- Somewhat Natural   0.334

The data used in this regression analysis and the predicted classification for each photo is detailed in the table below.

**Table 21** Regression of Respondent Classifications Against Committee Classifications of Landscape Photos

Photo	Committee rating	Distribution			R. av 1-9	Prediction	Z test Results
		R. Totally Natural	R. Very Natural	R. Somewhat Natural			
1	1	25	0	0	1.0	1	NSD
2	1	16	7	2	2.1	3	NSD
3	1.5	18	6	1	2.1	2	NSD
4	2	19	6	0	1.7	2	NSD
5	2	7	17	1	2.6	4	NSD
6	2.5	14	11	0	2.1	2	NSD
7	3	12	13	0	2.1	3	NSD
8	3	10	13	2	2.7	3	NSD
9	3.5	8	16	1	2.7	3	NSD
10	4	10	15	0	2.6	3	NSD
11	4	5	19	1	2.9	4	NSD
12	5	0	15	10	4.4	6	NSD
13	5	0	18	7	4.1	5	NSD
14	5.5	0	3	22	6.1	8	NSD
15	6	12	6	7	3.3	4	SD
16	6	1	15	9	4.6	6	NSD
17	7	0	12	13	5.4	6	NSD
18	7	0	12	13	4.9	6	NSD
19	7	4	12	9	4.2	5	SD
20	7.5	0	1	24	6.8	8	NSD
21	8	0	1	24	6.6	8	NSD
22	8.5	0	0	25	7.8	8	NSD
23	8.5	0	1	24	7.2	8	NSD
24	9	0	0	25	9.0	8	NSD
25	9	0	0	25	8.8	8	NSD

\* Note: SD denotes - significant difference. NSD denotes -no significant difference

A further test (z test for 2 means) was conducted comparing average respondent photo ratings against committee classifications. This test indicated respondents and committee ratings significantly differed in only two landscape photos, photos 15 and 19.

When a similar test was conducted between respondent and committee mean ratings of each photos landscape category (totally natural, very natural, somewhat natural, X), no significant difference was identified.

## ***8.2 Activity Based Photo Set***

Quantitative survey results raised some concerns in relation to the workshop participant's understanding of the motivations discussed during the phone surveys. The committee's intention within the survey was for respondents to think of motivations in terms of goal related motives for undertaking an activity. However, results suggested a proportion of respondents perceived that the three motivations (listed below) referred to the level of physical exertion expended while undertaking an activity.

- 'Leisurely'- sightseeing, unwinding, relaxing, etc.
- 'Actively'- fitness, conquering nature, etc.
- 'Competitively'- maximum distance, minimum time, etc.

To test this notion, a three staged process was undertaken within the qualitative workshop. Within stage 1 workshop participants were asked to examine a set of 14 activity based photos and place them on a photo board according to how they perceived the level of physical exertion being expended by people within the each photo (eg high, moderate or low level of physical exertion). Within the second stage, respondents were split into 2 groups. Each group was provided with an expanded set of activity based photos and were asked to individually select one or two photos which depicted characteristics which most accurately represented their goal related motives for undertaking the activity they pursued most over the previous 12 months.

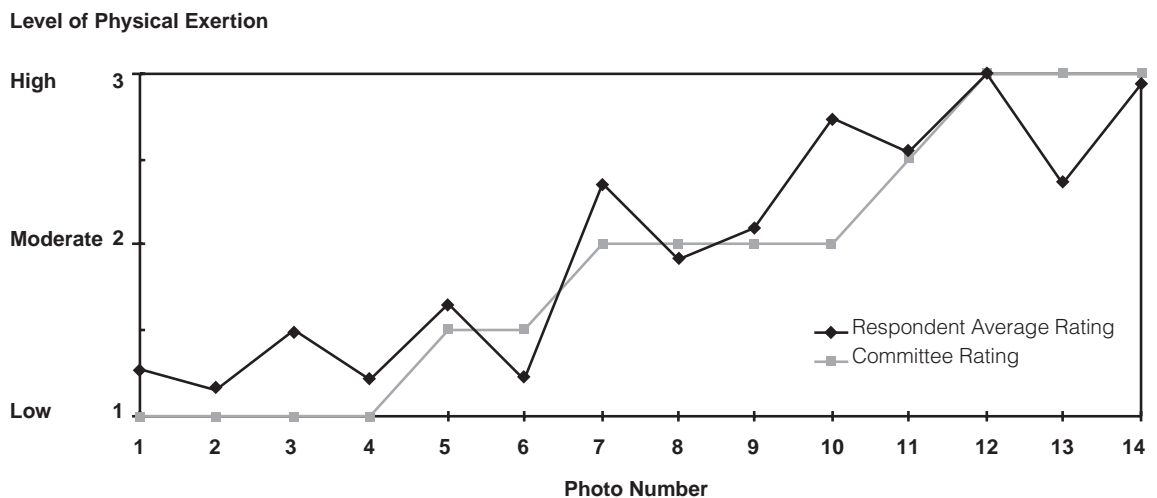
Finally a self completion questionnaire was distributed and respondents were asked to indicate, to the best of their ability, whether when completing the telephone survey they had responded to motivation related questions in terms of the level of physical exertion expended on an activity or in terms of goal related motives for undertaking that activity (refer to Appendix 6 for further information).

### 8.2.1 Level of Physical Exertion

Respondents were asked to assess a set of 14 activity based photos and indicate whether people in each photo were perceived as demonstrating a low, moderate or high level of physical exertion.

Figure 4 displays the results. For photos 1 to 6, respondents rated the activity based photos as low to moderate level of physical exertion. Photos 7 through to 14, were rated by respondents as depicting a moderate to high level of physical exertion. Deviations between the respondents and committees ratings are most apparent for photos 3, 10 and 13, although there was only a .5 to .6 difference in rating points (see Appendix 3 for the Activity Based Photo Set).

**Figure 4** Activity Based Photo Classifications



In the activity based photo set, respondents' classifications did not differ significantly from the steering committee's classification.

### 8.2.2 Goal Related Motives

Workshop participants were divided into two small groups and asked to consider their goal related motives for participating in their most commonly undertaken activity in the past 12 months. Participants were then asked to select one or two photos which depicted characteristics which best represented their motives for undertaking their chosen activity. Each participant was then given the opportunity to convey why they chose a certain photo, and to highlight characteristics within each photo which displayed or represented their personal motives for pursuing an activity. The aim of this task was to familiarise participants with the concept of how the motives leisurely, actively and competitively can be interpreted as goal related motives. It should be noted that the actual photo/s chosen by participants during

this activity were irrelevant, it was the keywords and characteristics which participants conveyed that were sought.

Having shown motivations can be considered as a level of physical exertion or as goal related motives, participants were asked to think back to the telephone survey where they were asked to describe the main way in which they participated in certain activities using the following classifications:

- 'Leisurely'- sightseeing, unwinding, relaxing, etc.
- 'Actively'- fitness, conquering nature, etc.
- 'Competitively'- maximum distance, minimum time, etc.

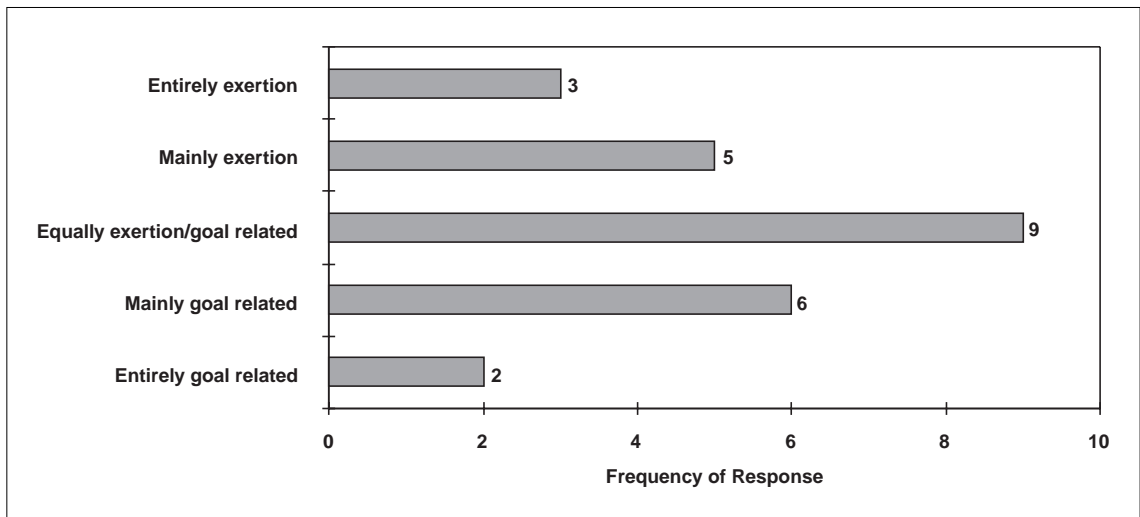
Workshop participants were then asked to determine which of the following statements best represented their understanding of how they considered motivations during their initial telephone interview.

- 1 I felt that the terms referred entirely about the level of activity (exertion) as we discussed in stage one.
- 2 I felt that the terms referred mainly to the level of activity (exertion) as we discussed in stage 1, and only partially to the goal related characteristics like those discussed in stage 2.
- 3 I felt that the terms referred equally to the level of activity (exertion) as discussed in stage 1, and the goal related characteristics like those discussed in stage 2.
- 4 I felt that the terms referred mainly to the goal related characteristics like those discussed in stage 2, and only partially to the level of activity (exertion) as discussed in stage 1.
- 5 I felt that the terms referred entirely about the goal related characteristics like those discussed in stage 2.

The frequency distribution of responses to this task indicates that just over one third of workshop participants thought that the term 'motivation' referred equally to the level of physical exertion and goal related motives. Eight of the 25 (32%) participants indicated that they felt motivation referred to either mainly or entirely the level of physical exertion during their initial telephone interview (refer to figure 5).

Similarly, eight in ten respondents indicated that they had considered the term motivation to infer goal related motives for undertaking an activity. Given that the intention of the survey was to examine motivation in goal related terms, this would indicate that caution must be taken when examining motivation related data.

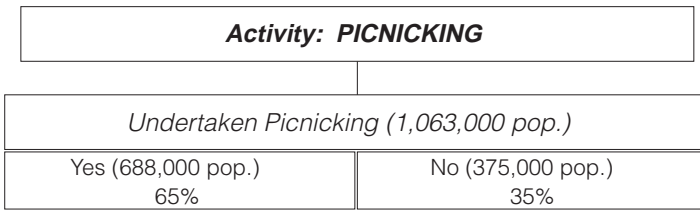
**Figure 5** *Level of Physical Exertion and Goal Related Motives*



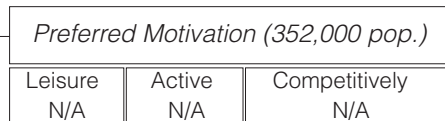
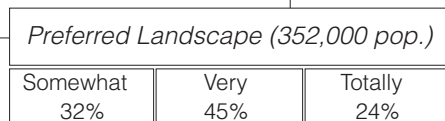
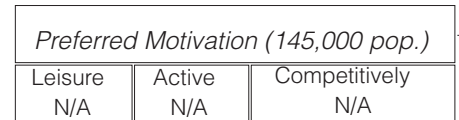
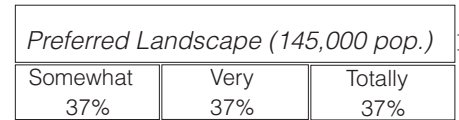
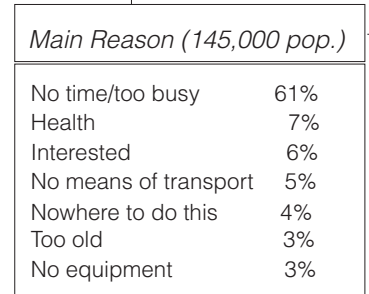
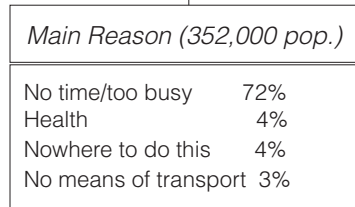
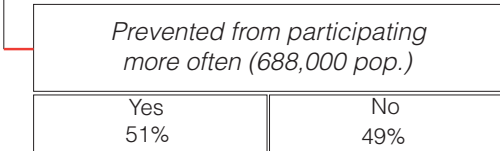
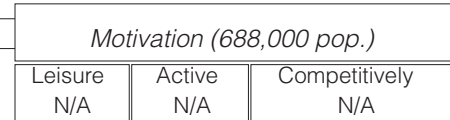
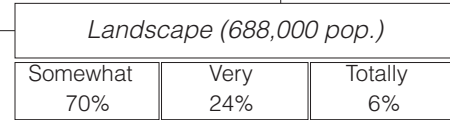
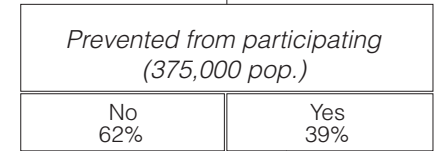
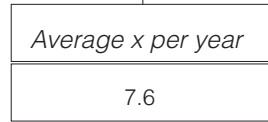


## ***Appendix 1 Activity Flow Charts***

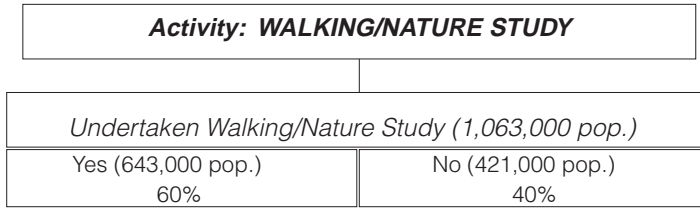
<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49% Female 51%	
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 15%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	



<i>Participation Demographics</i>	
Male 64% Female 65%	
15-17yrs 49%	18-24yrs 58%
25-39yrs 76%	40-54yrs 70%
55-64yrs 61%	65+yrs 49%
Brisbane 66%	
Ipswich 62%	
Gold Coast 63%	

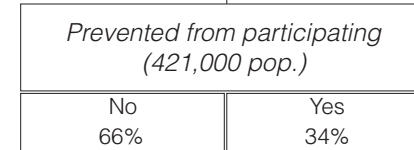


<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49% Female 51%	
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 16%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	



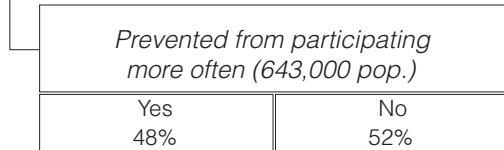
<i>Participation Demographics</i>	
Male 59% Female 62%	
15-17yrs 56%	18-24yrs 56%
25-39yrs 67%	40-54yrs 65%
55-64yrs 58%	65+yrs 50%
Brisbane 63%	
Ipswich 54%	
Gold Coast 57%	

<i>Average x per year</i>
61.4



<i>Landscape (643,000 pop.)</i>		
<i>Somewhat</i> 66%	<i>Very</i> 26%	<i>Totally</i> 8%

<i>Motivation (643,000 pop.)</i>		
<i>Leisure</i> N/A	<i>Active</i> N/A	<i>Competitively</i> N/A



<i>Main Reason (142,000 pop.)</i>	
No time/too busy	59%
Health	11%
Nowhere to do this	8%
Lack of motivation	4%
Friends/family not interested	3%

<i>Main Reason (311,000 pop.)</i>	
No time/too busy	67%
Health	9%
Nowhere to do this	5%
Have baby/young child	3%

<i>Preferred Landscape (142,000 pop.)</i>		
<i>Somewhat</i> 33%	<i>Very</i> 33%	<i>Totally</i> 34%

<i>Preferred Motivation (142,000 pop.)</i>		
<i>Leisure</i> N/A	<i>Active</i> N/A	<i>Competitively</i> N/A

<i>Preferred Landscape (311,000 pop.)</i>		
<i>Somewhat</i> 27%	<i>Very</i> 39%	<i>Totally</i> 34%

<i>Preferred Motivation (311,000 pop.)</i>		
<i>Leisure</i> N/A	<i>Active</i> N/A	<i>Competitively</i> N/A

<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49%	Female 51%
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 16%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	

**Activity: CAMPING**

<i>Undertaken Camping (1,063,000 pop.)</i>	
Yes (264,000 pop.) 25%	No (799,000 pop.) 75%

<i>Participation Demographics</i>	
Male 10%	Female 5%
15-17yrs 29%	18-24yrs 15%
25-39yrs 8%	40-54yrs 4%
55-64yrs 1%	65+yrs -
Brisbane 8%	
Ipswich 6%	
Gold Coast 6%	

<i>Average x per year</i>
4.3

<i>Prevented from participating (800,000 pop.)</i>	
No 67%	Yes 33%

<i>Landscape (264,000 pop.)</i>		
Somewhat 38%	Very 40%	Totally 21%

<i>Motivation (264,000 pop.)</i>		
Leisure 91%	Active 9%	Competitively 0%

<i>Prevented from participating more often (264,000 pop.)</i>	
Yes 64%	No 36%

<i>Main Reason (168,000 pop.)</i>	
No time/too busy	71%
Can't afford	8%
No equipment	3%

<i>Main Reason (263,000 pop.)</i>	
No time/too busy	51%
No equipment	18%
Can't afford	4%
Nowhere to do it	4%
Health	4%
Have young child	4%
Friends/family not interested	4%

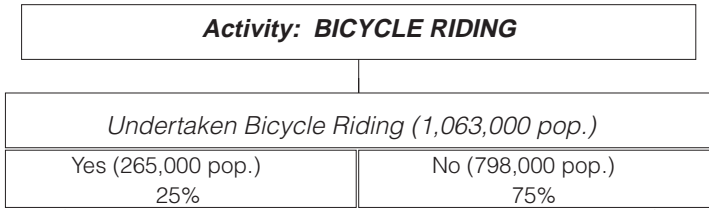
<i>Preferred Landscape (263,000 pop.)</i>		
Somewhat 17%	Very 42%	Totally 40%

<i>Preferred Motivation (263,000 pop.)</i>		
Leisure 96%	Active 4%	Competitively 0%

<i>Preferred Landscape (168,000 pop.)</i>		
Somewhat 14%	Very 43%	Totally 43%

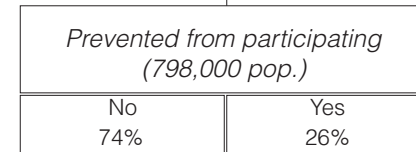
<i>Preferred Motivation (168,000 pop.)</i>		
Leisure 86%	Active 13%	Competitively 1%

<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49% Female 51%	
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 16%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	



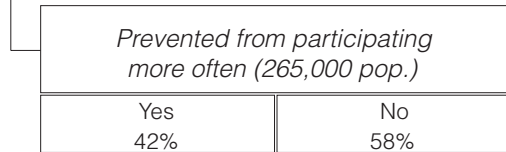
<i>Participation Demographics</i>		
Male 30% Female 20%		
15-17yrs 46%	18-24yrs 31%	
25-39yrs 35%	40-54yrs 25%	
55-64yrs 9%	65+yrs 4%	
Brisbane 25%		
Ipswich 24%		
Gold Coast 25%		

<i>Average x per year</i>
55.8



<i>Landscape (265,000 pop.)</i>		
Somewhat 91%	Very 6%	Totally 3%

<i>Motivation (265,000 pop.)</i>		
Leisure 73%	Active 25%	Competitively 2%



<i>Main Reason (110,000 pop.)</i>	
No time/too busy 53%	
No facilities 11%	
No equipment 9%	
Nowhere to do this 7%	

<i>Main Reason (209,000 pop.)</i>	
No equipment 43%	
No time/too busy 26%	
No facilities 6%	
Health 5%	
Nowhere to do this 4%	

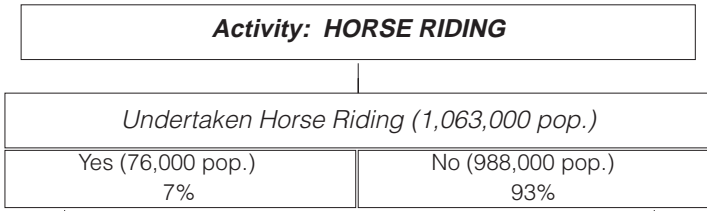
<i>Preferred Landscape (209,000 pop.)</i>		
Somewhat 71%	Very 24%	Totally 6%

<i>Preferred Motivation (209,000 pop.)</i>		
Leisure 80%	Active 19%	Competitively 1%

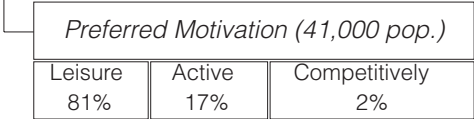
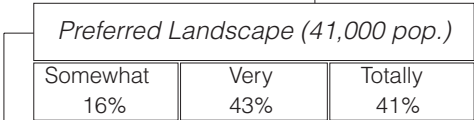
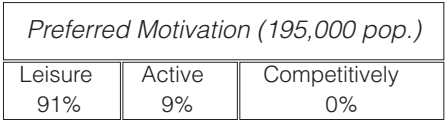
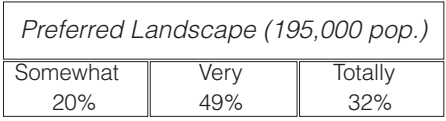
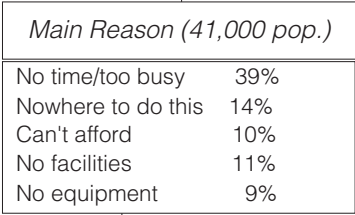
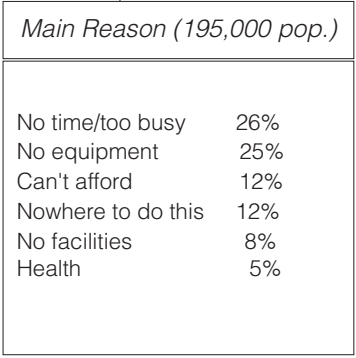
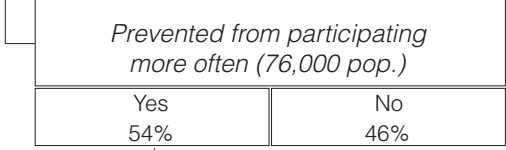
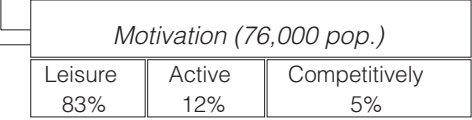
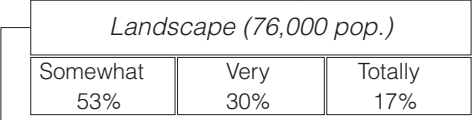
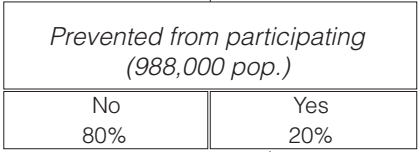
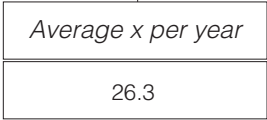
<i>Preferred Landscape (110,000 pop.)</i>		
Somewhat 61%	Very 28%	Totally 11%

<i>Preferred Motivation (110,000 pop.)</i>		
Leisure 75%	Active 22%	Competitively 3%

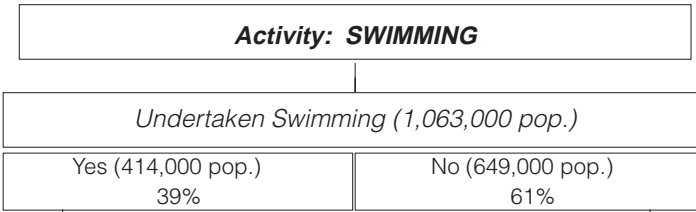
<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49%	Female 51%
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 16%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	



<i>Participation Demographics</i>	
Male 6%	Female 8%
15-17yrs 15%	18-24yrs 13%
25-39yrs 9%	40-54yrs 6%
55-64yrs 2%	65+yrs 1%
Brisbane 7%	
Ipswich 8%	
Gold Coast 7%	



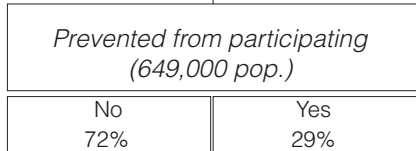
<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49% Female 51%	
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 16%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	



<i>Participation Demographics</i>	
Male 44% Female 35%	
15-17yrs 49%	18-24yrs 50%
25-39yrs 48%	40-54yrs 41%
55-64yrs 29%	65+yrs 13%
Brisbane 38%	
Ipswich 45%	
Gold Coast 39%	

*Average x per year*

18.7

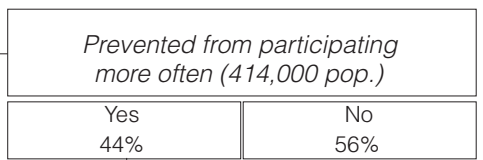


*Landscape (414,000 pop.)*

Somewhat 67%	Very 26%	Totally 7%
-----------------	-------------	---------------

*Motivation (414,000 pop.)*

Leisure 94%	Active 5%	Competitively 1%
----------------	--------------	---------------------



*Main Reason (185,000 pop.)*

No time/too busy	42%
Nowhere to do this	13%
Unsuitable weather	9%
Health	6%
No facilities	5%

*Main Reason (183,000 pop.)*

No time/too busy	67%
Nowhere to do this	7%
Unsuitable weather	6%
No facilities	4%

*Preferred Landscape (185,000 pop.)*

Somewhat 44%	Very 34%	Totally 22%
-----------------	-------------	----------------

*Preferred Motivation (185,000 pop.)*

Leisure 92%	Active 8%	Competitively 1%
----------------	--------------	---------------------

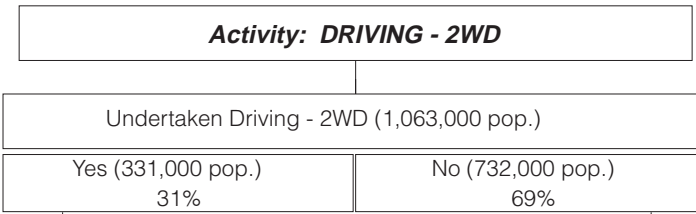
*Preferred Landscape (183,000 pop.)*

Somewhat 40%	Very 35%	Totally 26%
-----------------	-------------	----------------

*Preferred Motivation (183,000 pop.)*

Leisure 93%	Active 7%	Competitively 1%
----------------	--------------	---------------------

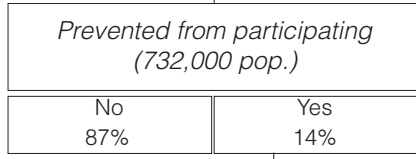
<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49%	Female 51%
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 16%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	



<i>Participation Demographics</i>	
Male 37%	Female 25%
15-17yrs 23%	18-24yrs 37%
25-39yrs 36%	40-54yrs 38%
55-64yrs 26%	65+yrs 15%
Brisbane 31%	
Ipswich 38%	
Gold Coast 28%	

*Average x per year*

13.9

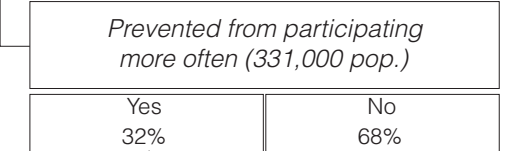


*Landscape (331,000 pop.)*

Somewhat 44%	Very 46%	Totally 10%
-----------------	-------------	----------------

*Motivation (331,000 pop.)*

Leisure 91%	Active 7%	Competitively 2%
----------------	--------------	---------------------



*Main Reason (183,000 pop.)*

No time/too busy	64%
No equipment	7%
Can't afford	6%
Nowhere to do this	5%
No facilities	4%

*Main Reason (100,000 pop.)*

No time/too busy	34%
No equipment	29%
Nowhere to do this	14%
No means of transport	4%
Can't afford	4%
No facilities	3%

*Preferred Landscape (100,000 pop.)*

Somewhat 34%	Very 44%	Totally 23%
-----------------	-------------	----------------

*Preferred Motivation (100,000 pop.)*

Leisure 94%	Active 4%	Competitively 2%
----------------	--------------	---------------------

*Preferred Landscape (183,000 pop.)*

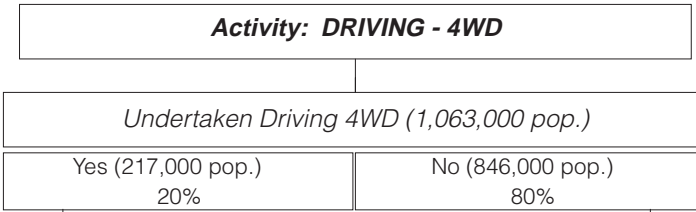
Somewhat 24%	Very 49%	Totally 27%
-----------------	-------------	----------------

*Preferred Motivation (183,000 pop.)*

Leisure 91%	Active 8%	Competitively 1%
----------------	--------------	---------------------

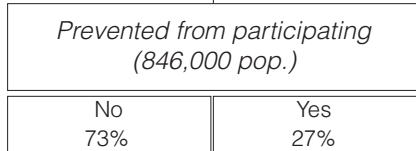


<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49% Female 51%	
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 16%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	



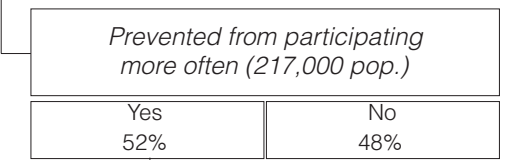
<i>Participation Demographics</i>	
Male 23% Female 18%	
15-17yrs 13%	18-24yrs 26%
25-39yrs 27%	40-54yrs 22%
55-64yrs 16%	65+yrs 9%
Brisbane 21%	
Ipswich 20%	
Gold Coast 20%	

Average x per year  
11.1



<i>Landscape (217,000 pop.)</i>		
Somewhat 34%	Very 42%	Totally 24%

<i>Motivation (217,000 pop.)</i>		
Leisure 90%	Active 10%	Competitively 1%



<i>Main Reason (217,000 pop.)</i>	
No time/too busy 51%	No equipment 29%
Can't afford 8%	Nowhere to do this 4%

<i>Main Reason (231,000 pop.)</i>	
No equipment 71%	No time/too busy 15%
Nowhere to do this 2%	Can't afford 3%

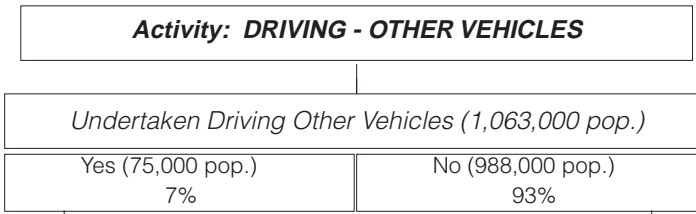
<i>Preferred Landscape (231,000 pop.)</i>		
Somewhat 15%	Very 39%	Totally 46%

<i>Preferred Motivation (231,000 pop.)</i>		
Leisure 92%	Active 7%	Competitively 2%

<i>Preferred Landscape (36,000 pop.)</i>		
Somewhat 18%	Very 38%	Totally 44%

<i>Preferred Motivation (36,000 pop.)</i>		
Leisure 83%	Active 12%	Competitively 5%

<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49%	Female 51%
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 16%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	



<i>Participation Demographics</i>	
Male 10%	Female 5%
15-17yrs 14%	18-24yrs 15%
25-39yrs 9%	40-54yrs 5%
55-64yrs 2%	65+yrs 2%
Brisbane 6%	
Ipswich 11%	
Gold Coast 7%	

*Average x per year*

16.3
------

*Landscape (75,000 pop.)*

Somewhat 47%	Very 37%	Totally 15%
-----------------	-------------	----------------

*Motivation (75,000 pop.)*

Leisure 81%	Active 17%	Competitively 3%
----------------	---------------	---------------------

*Prevented from participating more often (75,000 pop.)*

Yes 48%	No 52%
------------	-----------

*Main Reason (36,000 pop.)*

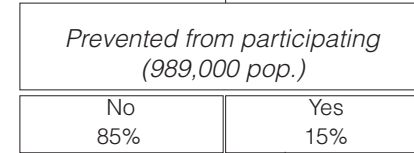
No time/too busy	49%
No equipment	24%
Can't afford	10%
No facilities	5%
Nowhere to do this	4%

*Preferred Landscape (36,000 pop.)*

Somewhat 18%	Very 38%	Totally 44%
-----------------	-------------	----------------

*Preferred Motivation (36,000 pop.)*

Leisure 83%	Active 12%	Competitively 5%
----------------	---------------	---------------------



*Main Reason (145,000 pop.)*

No equipment	56%
No time/too busy	17%
Nowhere to do this	7%
Can't afford	4%

*Preferred Landscape (145,000 pop.)*

Somewhat 26%	Very 41%	Totally 33%
-----------------	-------------	----------------

*Preferred Motivation (145,000 pop.)*

Leisure 85%	Active 14%	Competitively 1%
----------------	---------------	---------------------

<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49% Female 51%	
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 16%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	

**Activity: RIDING NON-MOTORISED WATERCRAFT**

<i>Undertaken Riding Non-Motorised Watercraft (1,063,000 pop.)</i>	
Yes (185,000 pop.) 17%	No (878,000 pop.) 83%

<i>Participation Demographics</i>	
Male 21% Female 14%	
15-17yrs 31%	18-24yrs 21%
25-39yrs 22%	40-54yrs 19%
55-64yrs 7%	65+yrs 5%
Brisbane 17%	
Ipswich 15%	
Gold Coast 19%	

<i>Average x per year</i>
13.4

<i>Prevented from participating (878,000 pop.)</i>	
No 67%	Yes 33%

<i>Landscape (185,000 pop.)</i>		
Somewhat 61%	Very 30%	Totally 9%

<i>Motivation (185,000 pop.)</i>		
Leisure 84%	Active 14%	Competitively 2%

<i>Main Reason (291,000 pop.)</i>	
No equipment 44%	
No time/too busy 28%	
Can't afford 7%	
Nowhere to do this 6%	
No facilities 4%	

<i>Prevented from participating more often (185,000 pop.)</i>	
Yes 47%	No 53%

<i>Main Reason (185,000 pop.)</i>	
No time/too busy 61%	
No equipment 18%	
Can't afford 5%	
No facilities 3%	
Nowhere to do this 3%	

<i>Preferred Landscape (291,000 pop.)</i>		
Somewhat 33%	Very 40%	Totally 27%

<i>Preferred Motivation (291,000 pop.)</i>		
Leisure 93%	Active 7%	Competitively 0%

<i>Preferred Landscape (185,000 pop.)</i>		
Somewhat 34%	Very 37%	Totally 30%

<i>Preferred Motivation (185,000 pop.)</i>		
Leisure 84%	Active 13%	Competitively 3%

<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49%	Female 51%
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 16%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	

**Activity: RIDING MOTORISED WATERCRAFT**

*Undertaken Riding Motorised Watercraft (1,063,000 pop.)*

Yes (271,000 pop.) 26%	No (792,000 pop.) 75%
---------------------------	--------------------------

*Average x per year*  
10.1

*Landscape (271,000 pop.)*

Somewhat 63%	Very 26%	Totally 11%
-----------------	-------------	----------------

*Motivation (271,000 pop.)*

Leisure 93%	Active 5%	Competitively 2%
----------------	--------------	---------------------

*Prevented from participating more often (271,000 pop.)*

Yes 52%	No 48%
------------	-----------

*Main Reason (142,000 pop.)*

No time/too busy	55%
No equipment	20%
Can't afford	9%

*Preferred Landscape (142,000 pop.)*

Somewhat 34%	Very 37%	Totally 29%
-----------------	-------------	----------------

*Preferred Motivation (142,000 pop.)*

Leisure 91%	Active 8%	Competitively 1%
----------------	--------------	---------------------

<i>Participation Demographics</i>	
Male 30%	Female 21%
15-17yrs 38%	18-24yrs 25%
25-39yrs 30%	40-54yrs 27%
55-64yrs 22%	65+yrs 14%
Brisbane 25%	
Ipswich 25%	
Gold Coast 28%	

*Prevented from participating (792,000 pop.)*

No 68%	Yes 32%
-----------	------------

*Main Reason (255,000 pop.)*

No equipment	54%
No time/too busy	21%
Can't afford	12%
Nowhere to do this	3%
Health reasons	3%

*Preferred Landscape (255,000 pop.)*

Somewhat 49%	Very 33%	Totally 18%
-----------------	-------------	----------------

*Preferred Motivation (255,000 pop.)*

Leisure 94%	Active 6%	Competitively 1%
----------------	--------------	---------------------

<i>Sample Demographics</i> n=2221 wt=1,063,000	
Male 49%	Female 51%
15-17yrs 5%	18-24yrs 14%
25-39yrs 29%	40-54yrs 25%
55-64yrs 10%	65+yrs 16%
Brisbane 66%	
Ipswich 10%	
Gold Coast 24%	

**Activity: ABSEILING OR ROCK CLIMBING**

<i>Undertaken Abseiling or Rock Climbing (1,063,000 pop.)</i>	
Yes (75,000 pop.) 7%	No (988,000 pop.) 93%

<i>Participation Demographics</i>	
Male 10%	Female 5%
15-17yrs 29%	18-24yrs 15%
25-39yrs 8%	40-54yrs 4%
55-64yrs 1%	65+yrs -
Brisbane 8%	
Ipswich 6%	
Gold Coast 6%	

<i>Average x per year</i>
5.9

<i>Prevented from participating (988,000 pop.)</i>	
No 81%	Yes 19%

<i>Landscape (75,000 pop.)</i>		
Somewhat 52%	Very 24%	Totally 25%

<i>Motivation (75,000 pop.)</i>		
Leisure 73%	Active 26%	Competitively 2%

<i>Prevented from participating more often (75,000 pop.)</i>	
Yes 52%	No 48%

<i>Main Reason (188,000 pop.)</i>	
No time/too busy	29%
No equipment	16%
Nowhere to do this	12%
Can't afford	7%
No facilities	6%
Fear/phobia	5%
Not experienced/ need instruction	4%

<i>Main Reason (39,000 pop.)</i>	
No time/too busy	41%
Nowhere to do this	14%
No equipment	14%
No facilities	10%

<i>Preferred Landscape (188,000 pop.)</i>		
Somewhat 39%	Very 32%	Totally 29%

<i>Preferred Motivation (39,000 pop.)</i>		
Leisure 80%	Active 18%	Competitively 2%

<i>Preferred Landscape (39,000 pop.)</i>		
Somewhat 21%	Very 34%	Totally 46%

<i>Preferred Motivation (39,000 pop.)</i>		
Leisure 71%	Active 26%	Competitively 3%

## ***Appendix 2 Landscape Photo Sets***

**Landscape Photo 1**



**Landscape Photo 2**



**Landscape Photo 3**



**Landscape Photo 4**



**Landscape Photo 5**



**Landscape Photo 6**



**Landscape Photo 7**



**Landscape Photo 8**



**Landscape Photo 9**



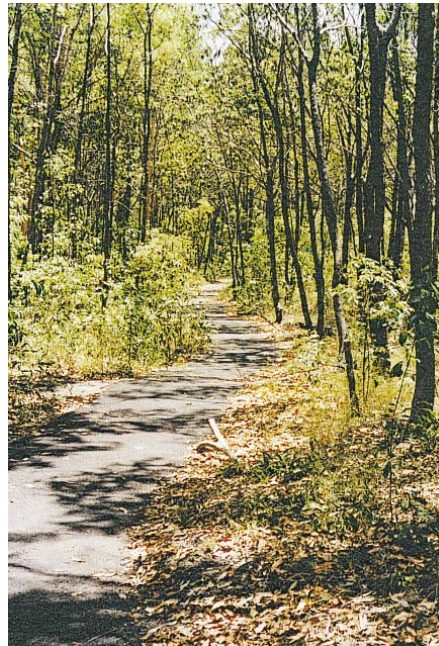
**Landscape Photo 10**



**Landscape Photo 11**



**Landscape Photo 12**





**Landscape Photo 13**



**Landscape Photo 14**



**Landscape Photo 15**



**Landscape Photo 16**



**Landscape Photo 17**



**Landscape Photo 18**



**Landscape Photo 19**



**Landscape Photo 20**



**Landscape Photo 21**



**Landscape Photo 22**



**Landscape Photo 23**



**Landscape Photo 24**

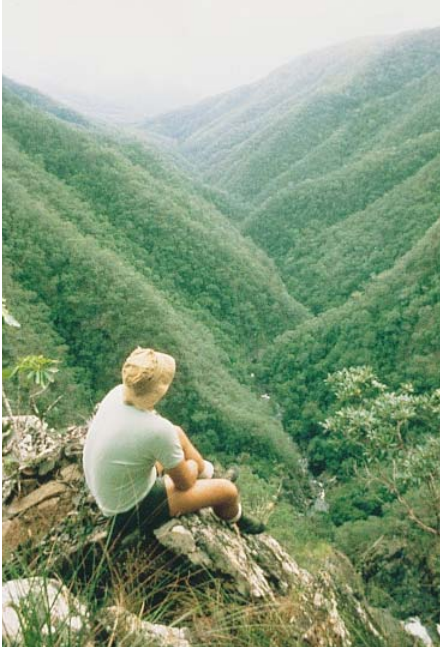


*Landscape Photo 25*



## ***Appendix 3 Activity Based Photo Sets***

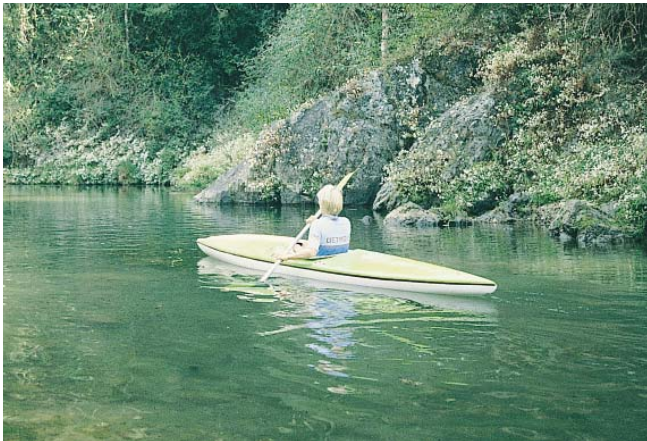
**Activity Based Photo 1**



**Activity Based Photo 2**



**Activity Based Photo 3**



**Activity Based Photo 4**



**Activity Based Photo 5**



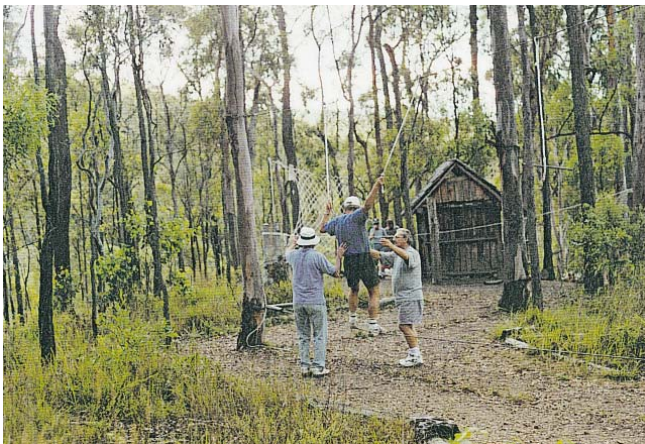
**Activity Based Photo 6**



**Activity Based Photo 7**



**Activity Based Photo 8**



**Activity Based Photo 9**



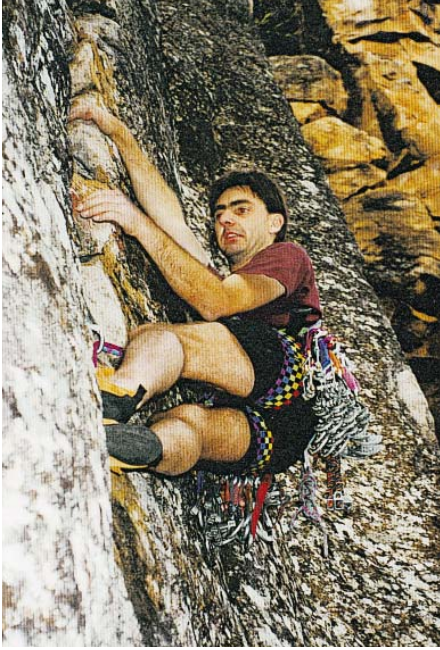
**Activity Based Photo 10**



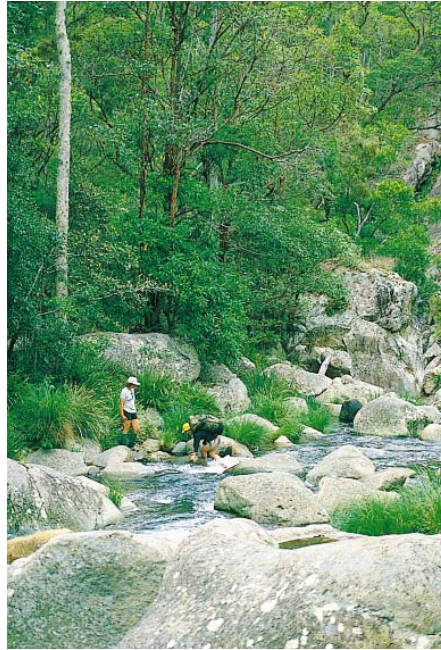
**Activity Based Photo 11**



**Activity Based Photo 12**



**Activity Based Photo 13**



**Activity Based Photo 14**



**Appendix 4** *Current and Latent Participation  
Data Summary Tables*



CURRENT ACTIVITY PARTICIPATION INCIDENCE																					
TOTAL POP=1,063,000																					
ACTIVITY	TOTAL						SOMEWHAT NATURAL					VERY NATURAL					TOTALLY NATURAL				
	% OF POP PARTICIPATING	MEDIAN TIMES PER YEAR	TOTAL VISITATION	MOTIVATION	DISTRIBUTION OF VISITS BY MOTIVATION	DISTRIBUTION OF POP BY MOTIVATION	SOMEWHAT NAT. LANDSCAPE (% OF ACTIVITY PARTICIPANTS)	SOMEWHAT NAT. TOTAL VISITATION	MOTIVATION	DISTRIBUTION OF VISITS BY MOTIVATION	DISTRIBUTION OF POP BY MOTIVATION	VERY NAT. LANDSCAPE (% OF ACTIVITY PARTICIPANTS)	VERY NAT. TOTAL VISITATION	MOTIVATION	DISTRIBUTION OF VISITS BY MOTIVATION	DISTRIBUTION OF POP BY MOTIVATION	TOTALLY NAT. LANDSCAPE (% OF ACTIVITY PARTICIPANTS)	TOTALLY NAT. TOTAL VISITATION	MOTIVATION	DISTRIBUTION OF VISITS BY MOTIVATION	DISTRIBUTION OF POP BY MOTIVATION
PICNICKING				Leisure	NA	NA			Leisure	NA	NA			Leisure	NA	NA			Leisure	NA	NA
	65%	4.5	3,094,925	Active	NA	NA	82%	2,164,281	Active	NA	NA	41%	752,067	Active	NA	NA	12%	178,577	Active	NA	NA
	687,761			Competitive	NA	NA	563,964		Competitive	NA	NA	281,982		Competitive	NA	NA	82,531		Competitive	NA	NA
WALKING OR NATURE STUDY				Leisure	NA	NA			Leisure	NA	NA			Leisure	NA	NA			Leisure	NA	NA
	60%	10.3	6,613,136	Active	NA	NA	78%	4,364,669	Active	NA	NA	41%	1,688,334	Active	NA	NA	16%	559,471	Active	NA	NA
	642,052			Competitive	NA	NA	500,801		Competitive	NA	NA	263,241		Competitive	NA	NA	102,728		Competitive	NA	NA
CAMPING				Leisure	501,017	238,580			Leisure	190,929	111,513			Leisure	200,396	123,376			Leisure	104,548	64,957
	25%	2.1	553,610	Active	50,379	23,990	47%	212,144	Active	21,214	12,390	52%	222,662	Active	20,040	12,338	28%	118,805	Active	13,069	8,120
	263,624			Competitive	2,214	1,054	123,903		Competitive	0	0	137,084		Competitive	0	0	73,815		Competitive	1,188	738
BICYCLE RIDING				Leisure	2,344,386	192,163			Leisure	2,108,552	182,952			Leisure	138,338	26,680			Leisure	74,865	10,958
	25%	12.2	3,229,181	Active	816,983	66,966	96%	2,928,545	Active	732,136	63,525	14%	192,136	Active	49,955	9,635	6%	108,500	Active	32,550	4,764
	264,667			Competitive	67,813	5,558	254,100		Competitive	58,571	5,082	37,056		Competitive	3,843	741	15,881		Competitive	2,170	318
HORSE RIDING				Leisure	150,161	62,567			Leisure	79,621	36,959			Leisure	44,441	22,619			Leisure	25,182	13,155
	7%	2.4	181,135	Active	21,736	9,057	59%	95,929	Active	12,471	5,789	37%	54,866	Active	7,133	3,630	21%	30,340	Active	3,034	1,585
	75,473			Competitive	9,238	3,849	44,529		Competitive	4,796	2,226	27,925		Competitive	3,282	1,676	15,849		Competitive	2,124	1,109
SWIMMING (EXCL. CONSTRUCTED POOLS)				Leisure	2,448,183	388,283			Leisure	1,637,505	287,635			Leisure	637,665	139,931			Leisure	167,841	41,392
	39%	6.3	2,605,094	Active	140,675	22,329	74%	1,742,026	Active	104,522	18,360	36%	678,367	Active	40,702	8,932	11%	184,441	Active	12,911	3,184
	413,507			Competitive	18,236	2,895	305,995		Competitive	17,420	3,060	148,863		Competitive	6,784	1,489	45,486		Competitive	1,844	455
DRIVING 2WD ON UNSEALED ROADS				Leisure	1,111,883	300,509			Leisure	492,772	159,445			Leisure	507,613	169,594			Leisure	101,302	39,803
	31%	3.7	1,223,194	Active	86,847	23,472	53%	541,508	Active	37,906	12,265	57%	564,015	Active	45,121	15,075	14%	117,794	Active	12,957	5,091
	330,593			Competitive	23,241	6,281	175,214		Competitive	10,830	3,504	188,438		Competitive	11,280	3,769	46,283		Competitive	3,534	1,388
DRIVING 4WD ON UNSEALED ROADS				Leisure	601,656	194,083			Leisure	204,736	84,919			Leisure	247,573	104,956			Leisure	138,346	59,678
	20%	3.1	672,241	Active	66,552	21,468	44%	230,041	Active	25,305	10,496	55%	281,333	Active	30,947	13,120	32%	160,867	Active	20,913	9,021
	216,852			Competitive	4,033	1,301	95,415		Competitive	0	0	119,269		Competitive	2,813	1,193	69,393		Competitive	1,609	694
DRIVING OTHER VEHICLES ON TRACKS				Leisure	251,893	59,974			Leisure	118,608	35,717			Leisure	90,925	27,859			Leisure	37,676	14,696
	7%	4.2	312,522	Active	51,566	12,278	60%	148,260	Active	25,204	7,590	48%	116,571	Active	22,148	6,786	25%	47,691	Active	8,584	3,348
	74,410			Competitive	9,063	2,158	44,646		Competitive	4,448	1,339	35,717		Competitive	4,663	1,429	18,603		Competitive	1,431	558
RIDING ON MOTORISED WATERCRAFT				Leisure	831,004	251,819			Leisure	524,512	178,984			Leisure	211,746	84,789			Leisure	92,335	34,913
	26%	3.3	894,515	Active	48,304	14,638	71%	563,991	Active	33,839	11,547	34%	230,159	Active	13,810	5,530	14%	100,365	Active	6,022	2,277
	271,065			Competitive	14,312	4,337	192,456		Competitive	5,640	1,925	92,162		Competitive	4,603	1,843	37,949		Competitive	2,007	759
ABSEILING OR ROCK CLIMBING				Leisure	98,492	54,718			Leisure	49,828	30,008			Leisure	22,869	15,540			Leisure	23,422	13,736
	7%	1.8	135,851	Active	35,321	19,623	56%	70,181	Active	18,949	11,412	29%	32,210	Active	9,019	6,128	26%	33,460	Active	9,369	5,494
	75,473			Competitive	2,038	1,132	42,265		Competitive	1,404	845	21,887		Competitive	322	219	19,623		Competitive	335	196
RIDING NON-MOTORISED WATERCRAFT				Leisure	369,807	155,923			Leisure	236,159	104,097			Leisure	117,031	57,486			Leisure	33,169	17,534
	17%	2.5	462,405	Active	63,349	25,340	67%	281,142	Active	39,360	17,349	37%	139,323	Active	19,505	9,581	12%	41,986	Active	7,558	3,995
	184,962			Competitive	9,248	3,699	123,925		Competitive	5,623	2,478	68,436		Competitive	2,786	1,369	22,195		Competitive	1,260	666
TOTAL* (motivation no. excludes picnicking & walking)				Leisure	8,726,483				Leisure	5,643,224				Leisure	2,218,598				Leisure	798,688	
		18.8	19,977,809	Active	1,381,712		13,342,718		Active	1,050,905		4,952,041		Active	258,379		1,682,297		Active	126,966	
				Competitive	159,436				Competitive	108,732				Competitive	40,387		8%		Competitive	17,501	

LATENT ACTIVITY PARTICIPATION INCIDENCE																					
TOTAL POP=1,063,000																					
ACTIVITY	TOTAL						SOMEWHAT NATURAL					VERY NATURAL					TOTALLY NATURAL				
	% OF POP. NOT CURRENTLY PARTIC.	% INTERESTED BUT PREVENTED	TOTAL VISITATION	MOTIVATION	DISTRIBUTION OF VISITS BY MOTIV.	DISTRIBUTION OF POP. BY MOTIV.	SWHAT NAT. LANDSCAPE (% OF	SWHAT NAT. TOTAL VISITATION	MOTIVATION	DISTRIBUTION OF VISITS BY MOTIV.	DISTRIBUTION OF POP. BY MOTIV.	VERY NAT. LANDSCAPE (% OF ACTIVITY PARTICIPANTS)	VERY NAT. TOTAL VISITATION	MOTIVATION	DISTRIBUTION OF VISITS BY MOTIV.	DISTRIBUTION OF POP. BY MOTIV.	TOTALLY NAT. LANDSCAPE (% OF ACTIVITY PARTICIPANTS)	TOTALLY NAT. TOTAL VISITATION	MOTIVATION	DISTRIBUTION OF VISITS BY MOTIV.	DISTRIBUTION OF POP. BY MOTIV.
PICNICKING				Leisure	NA	NA			Leisure	NA	NA			Leisure	NA	NA			Leisure	NA	NA
	35%	39%	650,102	Active	NA	NA	37%	240,538	Active	NA	NA	37%	237,287	Active	NA	NA	27%	172,277	Active	NA	NA
	375,239	144,467		Competitive	NA	NA	53,453		Competitive	NA	NA	52,730		Competitive	NA	NA	38,284		Competitive	NA	NA
WALKING OR NATURE STUDY				Leisure	NA	NA			Leisure	NA	NA			Leisure	NA	NA			Leisure	NA	NA
	40%	34%	1,465,488	Active	NA	NA	33%	480,680	Active	NA	NA	33%	480,680	Active	NA	NA	34%	502,663	Active	NA	NA
	420,948	142,280		Competitive	NA	NA	46,668		Competitive	NA	NA	46,668		Competitive	NA	NA	48,802		Competitive	NA	NA
CAMPING				Leisure	528,540	251,686			Leisure	91,437	43,542			Leisure	223,573	106,463			Leisure	213,530	101,681
	75%	33%	552,289	Active	22,644	10,783	17%	95,546	Active	3,917	1,865	42%	233,618	Active	9,578	4,561	40%	223,125	Active	9,148	4,356
	799,376	262,995		Competitive	1,105	526	45,498		Competitive	191	91	111,247		Competitive	467	222	106,250		Competitive	446	212
BICYCLE RIDING				Leisure	2,038,830	167,117			Leisure	1,437,375	117,818			Leisure	479,125	39,273			Leisure	122,330	10,027
	75%	26%	2,551,728	Active	477,173	39,113	71%	1,798,968	Active	336,407	27,574	24%	599,656	Active	112,136	9,191	6%	153,104	Active	28,630	2,347
	798,313	209,158		Competitive	35,724	2,928	147,456		Competitive	25,186	2,064	49,152		Competitive	8,395	688	12,549		Competitive	2,143	176
HORSE RIDING				Leisure	428,446	178,519			Leisure	84,404	35,188			Leisure	208,653	86,939			Leisure	135,817	56,591
	93%	20%	469,273	Active	39,888	16,620	20%	92,447	Active	7,858	3,274	49%	228,536	Active	19,426	8,094	32%	148,759	Active	12,645	5,269
	987,527	195,530		Competitive	1,408	587	38,519		Competitive	277	116	95,223		Competitive	666	286	61,983		Competitive	446	186
SWIMMING (EXCL. CONSTRUCTED POOL)				Leisure	1,065,875	169,186			Leisure	470,051	74,611			Leisure	362,397	57,523			Leisure	233,427	37,052
	61%	29%	1,166,165	Active	88,629	14,068	44%	514,279	Active	39,085	6,204	34%	396,496	Active	30,134	4,783	22%	255,390	Active	19,410	3,081
	649,493	185,106		Competitive	12,828	2,036	81,632		Competitive	5,657	898	62,936		Competitive	4,361	692	40,538		Competitive	2,809	446
DRIVING 2WD ON UNSEALED ROADS				Leisure	349,353	94,420			Leisure	118,081	31,914			Leisure	152,318	41,167			Leisure	78,954	21,339
	69%	14%	371,257	Active	16,335	4,415	34%	125,485	Active	5,521	1,492	44%	161,868	Active	7,122	1,925	23%	83,904	Active	3,692	998
	732,407	100,340		Competitive	5,569	1,505	33,915		Competitive	1,882	509	43,748		Competitive	2,428	656	22,677		Competitive	1,259	340
DRIVING 4WD ON UNSEALED ROADS				Leisure	657,375	212,057			Leisure	100,578	32,445			Leisure	256,376	82,702			Leisure	300,420	96,910
	80%	27%	716,095	Active	46,546	15,015	15%	109,563	Active	7,122	2,297	39%	279,277	Active	18,153	5,856	46%	327,255	Active	21,272	6,862
	846,148	230,998		Competitive	12,174	3,927	35,343		Competitive	1,863	601	90,089		Competitive	4,748	1,532	105,566		Competitive	5,563	1,795
DRIVING OTHER VEHICLES ON TRACKS				Leisure	519,413	123,670			Leisure	135,567	32,278			Leisure	211,401	50,334			Leisure	172,445	41,058
	93%	15%	610,355	Active	84,839	20,200	26%	159,303	Active	22,143	5,272	41%	248,415	Active	34,530	8,221	33%	202,638	Active	28,167	6,706
	988,590	145,323		Competitive	6,104	1,453	37,929		Competitive	1,593	379	59,146		Competitive	2,484	591	48,247		Competitive	2,026	482
RIDING ON MOTORISED WATERCRAFT				Leisure	790,178	239,448			Leisure	388,768	117,808			Leisure	257,598	78,060			Leisure	143,022	43,340
	75%	32%	841,510	Active	46,283	14,025	49%	414,023	Active	22,771	6,900	33%	274,332	Active	15,088	4,572	18%	152,313	Active	8,377	2,539
	791,935	255,003		Competitive	4,208	1,275	125,462		Competitive	2,070	627	83,131		Competitive	1,372	416	46,156		Competitive	762	231
ABSEILING OR ROCK CLIMBING				Leisure	271,538	150,855			Leisure	105,357	58,532			Leisure	87,435	48,575			Leisure	78,475	43,597
	93%	19%	337,734	Active	60,454	33,586	39%	131,041	Active	23,456	13,031	32%	108,750	Active	19,466	10,815	29%	97,605	Active	17,471	9,706
	987,527	187,630		Competitive	5,741	3,190	72,800		Competitive	2,228	1,238	60,417		Competitive	1,849	1,027	54,225		Competitive	1,659	922
RIDING NON-MOTORISED WATERCRAFT				Leisure	672,083	268,833			Leisure	221,115	88,446			Leisure	267,489	106,996			Leisure	183,479	73,391
	83%	33%	726,576	Active	52,314	20,925	33%	239,044	Active	17,211	6,884	40%	289,177	Active	20,821	8,328	27%	198,355	Active	14,282	5,713
	878,038	290,631		Competitive	2,180	872	95,617		Competitive	717	287	115,671		Competitive	868	347	79,342		Competitive	595	238
TOTAL* (motivation no. excludes picnicking & walking)				Leisure	7,321,632				Leisure	3,152,734				Leisure	2,506,366				Leisure	1,661,899	
			10,458,572	Active	935,106		4,400,915	Active	485,492			3,538,093	Active	286,453			2,517,389	Active	163,093		
				Competitive	87,039		42%	Competitive	41,684		34%	Competitive	27,657			24%	Competitive	17,709			

## ***Appendix 5 Questionnaire***



**JOB NO: NG9627**  
**14 August, 1997 1PM**  
**FINAL QUESTIONNAIRE -CATI**

**QUEST  
NO**

--	--	--

---

*All work conducted on behalf of AGB McNair is confidential. Under the Code of Ethics of the Market Research Society of Australia no information about this project, questionnaire or respondents should be disclosed to any third party.*

---

**START TIME** \_\_\_\_\_

Good morning/afternoon/evening. My name is <Interviewer's Name> from ACNielsen•McNair. Today we are conducting a survey for the Department of Natural Resources and your Local Council about a range of recreational activities such as picnicking and walking through to 4 wheel Driving and boating. The results will be used by your local and state Government to improve recreational opportunities in your area. Could I speak to the person within your household, 15 years or older who is having the next birthday.

**REINTRODUCE IF NECESSARY**

The survey will take about 7 minutes of your time and all information shall remain confidential.

**D1 INTERVIEWER RECORD SEX**

- 1 Male
- 2 Female

**D2** Firstly just to make sure we have a good representation of the population in which of the following age groups do you fall.

- 1 15 to 17 Years
- 2 18 to 24 Years
- 3 25 to 39 Years
- 4 40 to 54 Years
- 5 55 to 64 Years
- 6 65 years or more
- 7 Refused

**D3** And for an accurate idea of the geographic spread of respondents could you please *tell* me your postcode

--	--	--	--

The recreational activities we are talking about today are those that are undertaken in three settings. These setting can be described as:

- A somewhat natural landscape close to suburbs or cleared farmland  
Which is accessible by conventional vehicles or boats, has buildings highly visible and other people are usually present.
- A very natural landscape away from suburbs and cleared farmland  
Which may be difficult to access by vehicles or vessels, has few built structures visible and few other people are present.
- A totally natural landscape far from suburbs and cleared farmland  
Which has no access by vehicles or vessels, there are no built structures visible and little or no evidence of other people.

Q1a I am going to read you a list of activities and would like you to tell me whether you have participated in any of them, in any of the 3 settings previously described. This includes club, school or personal recreational activities. We are interested in the activities that took place in such settings within 4 hours drive from your home.

**<activity>** Have you participated in this within the past 12 months. Remember the three settings and it would have been within 4 hours drive from home. **REPEAT EACH ACTIVITY**

	YES	NO
1. Picnicking	1	2
2. Walking or nature study (eg bird watching, photography)	1	2
3. Camping	1	2
4. Bicycle riding	1	2
5. Horse riding	1	2
6. Swimming (excluding in constructed pools)	1	2
7. Driving on unsealed roads in 2WD vehicles	1	2
8. Driving on tracks or unsealed roads in 4WD vehicles	1	2
9. Driving on tracks or unsealed roads in other vehicles (eg motorbike, trike)	1	2
10. Riding on a motorised watercraft (eg motor boat, jet ski,)	1	2
11. Abseiling or rock climbing	1	2
12. Riding on a non-motorised watercraft (eg canoe, sailing, kayaking)	1	2

Q1b Is there any other nature based recreational activity you have participated in within the past 12 months that have been within 4 hours drive from home.

- 1 Yes (specify)
- 2 No

**ASK Q 2 TO Q8 FOR EACH ACTIVITY UNDERTAKEN IN THE PAST 12 MONTHS**

Now just a few questions about those activities you have undertaken.

Q2 How often have you participated in **<enter activity>** the past 12 months? **READ OUT ENTER NUMBER:** \_\_\_\_\_

**IF MORE THAN ONCE**

Q3 Thinking of the 3 settings we described earlier, what proportion of the times you went **<enter activity>** were in a ....**READ OUT ENTER PERCENTAGE**

- 1 Somewhat natural landscape
- 2 Very natural landscape
- 3 Totally natural landscape

**MUST ADD TO 100%**

**ASK Q4 FOR Q1:CODES 3-12 ONLY**

Q4 Which of the following best describes the main way in which you participate in this activity in these areas. Was it ... **READ OUT USE PROMPTS ONCE ONLY**

- 1 Leisurely (sightseeing, unwinding, relaxing)
- 2 Actively (fitness, conquering nature)
- 3 Competitively (maximum distance, minimum time)

Q5 Are you interested in participating in **<ACTIVITY>** more often but are prevented in doing so for some reason?

- 1 Yes **CONTINUE TO Q6**
- 2 No **IF COMPLETED ACTIVITIES UNDERTAKEN GOTO Q9 OTHERWISE RETURN TO Q2**

Q6 What is the main thing preventing you from <ENTER ACTIVITY> more often?

- 1 No time/too busy
- 2 Can't afford it
- 3 No equipment (eg 4WD)
- 4 Too old
- 5 Health reasons
- 6 Nowhere to do this
- 7 No facilities
- 8 Other (specify)
- 9 Don't Know

Q7 Assuming you were able to undertake < ENTER ACTIVITY>, which of the following would be your preferred setting for pursuing this activity? ....**READ OUT**

- 1 Somewhat natural landscape
- 2 Very natural landscape
- 3 Totally natural landscape

**ASK Q8 FOR Q1:CODES 3-12 ONLY**

Q8 Which do you consider best describes the way in which you would undertake this activity ... **READ OUT**

- 1 Leisurely
- 2 Actively
- 3 Competitively

**IF HAVE UNDERTAKEN ALL ACTIVITIES AT Q1 GOTO Q13**

Now for those activities you have not undertaken ...

Q9 Are you interested in participating in any of the following activities but for some reason have been prevented from doing so? <LIST OF ACTIVITIES NOT UNDERTAKEN FROM Q1>

- 1 Yes **CONTINUE TO Q10**
- 2 No **IF COMPLETED ACTIVITIES NOT UNDERTAKEN AT Q1 GOTO Q13 OTHERWISE RETURN TO Q9**

**FOR EACH YES ASK Q10,Q11,Q12**

Q10 What is the main thing preventing you from participating in <ENTER ACTIVITY>?

- 1 No time/too busy
- 2 Cant afford it
- 3 No equipment (eg 4WD)
- 4 Too Old
- 5 Health reasons
- 6 No where to do this
- 7 No facilities
- 8 Other (specify)
- 9 Don't Know

Q11 Assuming you were able to undertake <ENTER ACTIVITY>, which of the following would be your preferred setting for pursuing this activity? ....**READ OUT**

- 1 Somewhat natural landscape
- 2 Very natural landscape
- 3 Totally natural landscape



***Appendix 6 Workshop Discussion Guide***



# The Outdoor Recreation Demand Study: Workshop Discussion Guide

**LOCATION:** Walk-About Creek Function Center  
Brisbane Forest Park

**DURATION:** 2 hours (includes morning/afternoon tea)

**WORKSHOPS:** Group 1: Saturday 6 December 1997, 2.00pm - 4.00pm  
Group 2: Thursday 11 December 1997, 11.00am - 1.00pm  
Group 3: Thursday 11 December 1997, 7.00pm - 9.00pm

---

## **Phase 1: BRIEF**

**Approx. Time:** 15 mins

1. Structure of the Focus Group Interview
2. Purpose of the Outdoor Recreation Demand Study
3. Purpose of the Workshops
4. Questions
5. Deinhbitizer Activity

## **Phase 2: PHOTOGRAPHIC EXERCISE**

**Approx. Time:** 25 mins

1. Explanation of Exercise
  - Two stages in the exercise.
  - Participants shall be working with a series of photographs.
  - Participants are to work independently.
  - Reinforce to participants that: they have their own space, the exercise is based on each person's personal perceptions, there are no right or wrong answers.

### **Stage 1**

- Each person is given 25 landscape photographs and a work board (see diagram 1).
- Participants are requested to look at each photo in detail, and arrange them from most natural to least natural along the board (horizontally), and to place photos their perceive as possessing the same degree of naturalness underneath one another (vertically).
- Instruct participants not to overlap any photos, but inform them that a photo can be placed in between two columns (eg a photo classified as 5-6).
- Demonstrate this process using blank pieces of paper if necessary.
- Facilitators: approach each participant to clarify their understanding of the task.

DIAGRAM 1

**PHOTO BOARD**

← Most Natural									Least Natural →
1	2	3	4	5	6	7	8	9	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>					<input type="checkbox"/>			

**Stage 2**

- Remind participants of the three landscape settings used during the phone interviews (ie a somewhat natural landscape, a very natural landscape and a totally natural landscape).
- Re-define each of the settings for participants as they were described during the phone interviews.
- Ask participants to distinguish the boundaries between each of the three settings on their photo board, using the tape and thumb tacks provided (refer to Diagram 2).
- Inform participants that if they feel some photos do not fit into any of the three natural settings, in other words the photo/s depict unnatural settings, to create a fourth category known as 'X'.
- Label the areas with their correct setting descriptions, and label the fourth area with an 'X' (refer to diagram 2).
- Inform participants that the tape which represents setting boundaries, does not have to be formed in straight lines (refer to diagram 2).
- Demonstrate this process if necessary.

DIAGRAM 2

**PHOTO BOARD**

← Most Natural									Least Natural →
1	2	3	4	5	6	7	8	9	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>					<input type="checkbox"/>			

Totally Natural | Very Natural | Somewhat Natural | X

**Phase 3: ACTIVITY LEVELS & MOTIVATIONS**

Approx. Time: 25 mins

1. Explanation of Exercise

- This a three stage (S) process.
- (S1) Participants are to work with a series of activity-based photographs. Participants are to work independently: own space, personal perceptions, no right or wrong answers.
- (S2) Participants are to work with a collection of activity-based photographs. Participants are to work together as a small group (4 -5 people) to discuss and present their personal perceptions, goals and motivations for pursuing an outdoor recreational activity to the group.

- (S3) Participants are to work independently: own space, personal perceptions, no right or wrong answers.

### Stage 1 (Independent Activity)

- Participants are to be provided with 14 activity-based photos, and shall use the reverse side of their landscape photo board for this exercise.
- Briefly introduce the three categories into which they will place the photos (low, moderate and high levels of physical exertion).
- Encourage participants to look at each photo in detail, and ask them to place each of the photos in an appropriate area of the work board, either in the: 'low level of physical exertion', 'moderate level of physical exertion', or 'high level of physical exertion' area (refer to diagram 3).
- Inform participants that if they feel a photo/s does not fit into a single category (eg low level of physical exertion), the photo/s can be placed between two categories (eg low-moderate level of physical exertion) (refer to diagram 3).

DIAGRAM 3

ACTIVITY LEVELS

<b>Low Level of Physical Exertion</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Moderate Level of Physical Exertion</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			<input type="checkbox"/>
<b>High Level of Physical Exertion</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>

### Stage 2 (Group Activity)

- Ask the participants to break into 2 groups of 4 to 5 people.
- Facilitators: arrange the activity based photos, plus the additional photographs in random order on a table.
- Remind each participant of the outdoor activity they pursued most over the past 12 months. Ask participants to reflect on their motives/goals/expectations for pursuing this activity in a chosen setting.
- From the assortment of photos on the table, ask each participant to select a photo/s which best represents or illustrates characteristics of their motives/goals/expectations for undertaking the activity in a chosen setting. Inform participants that once everyone has selected one or two photos, each person will have the opportunity to present/discuss their goals/motivations for pursuing their chosen activity.
- Remind the participants that the photo/s they choose do not have to be photos of the activity which they pursue.
- Demonstrate this process to participants if necessary.
- Reinforce to participants that these are personal perceptions and feelings, and that there are no right or wrong answers.
- Allow each participant plenty of time to think, sought and select 1 or 2 photos of their choice.
- Discuss the choice of photo/s and the outdoor activity with each individual.
- Allow each individual time to present their photo/s and motivations to the rest of the group.

### Stage 3 (independent activity)

- Remind participants of the three motivations referred to during the phone interviews (ie. 'leisurely', 'actively', and 'competitively').
- Re-define each of the motivations for participants, as they were described during the phone interviews.
- Distribute a form to each participant (refer to diagram 4).
- Ask participants to reflect on the last two activities, the first being related to activity levels where they placed photos in either a low, moderate or high level of physical exertion category; and the second activity related to motivations where each person identified characteristics within a photo/s which best represented their motive/goal/expectation for undertaking an activity.
- Remind participants that during their phone interview, when they were asked to describe the main way in which you participated in each activity, either: 'leisurely', 'actively' or 'competitively', which one of the following statements best represents their understanding and response to this question. (please tick the appropriate box).

#### DIAGRAM 4

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | I felt that the terms referred <u>entirely</u> about the level of activity (exertion) as we discussed in stage 1.   |
| <input type="checkbox"/> | I felt that the terms referred <u>mainly</u> to the level of activity (exertion) as we discussed in stage 1, and only <u>partially</u> to the goal related characteristics like those discussed in stage 2. |
| <input type="checkbox"/> | I felt that the terms referred <u>equally</u> to the level of activity (exertion) as discussed in stage 1, and the goal related characteristics like those discussed in stage 2.                            |
| <input type="checkbox"/> | I felt that the terms referred <u>mainly</u> to the goal related characteristics like those discussed in stage 2, and only <u>partially</u> to the level of activity (exertion) as discussed in stage 1.    |
| <input type="checkbox"/> | I felt that the terms referred <u>entirely</u> about the goal related characteristics like those discussed in stage 2.  |

**BREAK: Morning/Afternoon Tea**

**Approx. Time: 10 mins**

## **Phase 4: ACTIVITY SETTING SPECTRUM** Approx. Time: 15 mins

### 1. Explanation of Exercise

- One stage process.
- Participants are to work independently
- Reinforce to participants that: they have their own space, the exercise is based on each person's personal perceptions and experiences, there are no right or wrong answers
- Participants are to be provided with an activity setting spectrum (refer to diagram 5).

### **Stage 1**

- Provide each participant with a copy of the activity setting spectrum (refer to diagram 5).
- Encourage participants to follow the written instructions on the sheet, and provide verbal assistance where necessary.
- It may be necessary to demonstrate Part 3 on a whiteboard.
- Provide each participant with a postage paid envelope in case they do not have the opportunity to complete the activity setting spectrum whilst in the workshops.

