

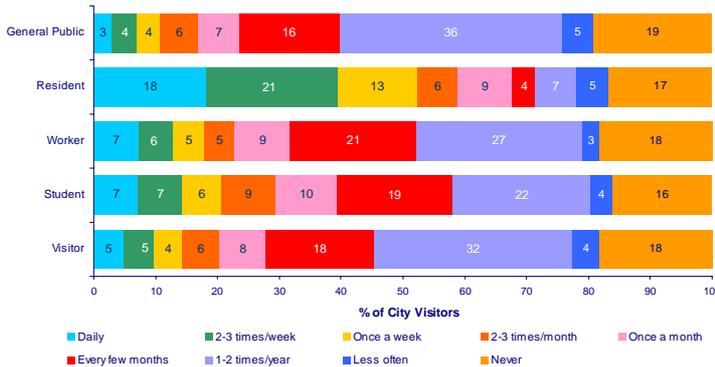
PARK LANDS



City users were contacted by phone and asked about their use of and attitudes towards the City Park Lands.

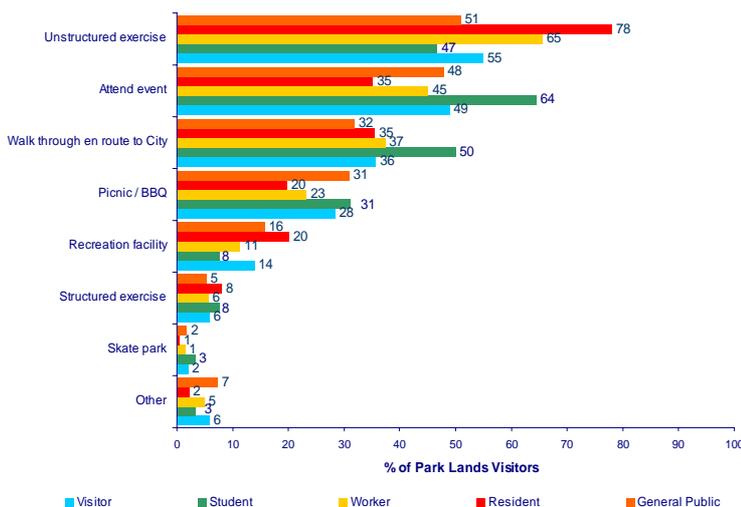
- Approximately 80% of all City user groups visit the Park Lands. Overall, 24% of the general public visit the Park Lands on a monthly basis. Residents are the most frequent visitors with 67% visiting at least once a month.
- Among the general public, those who exercise or walk through the Park Lands tend to be older (over 45 years).
- Visitors attending events in the Park Lands represent a relatively even spread of age groups, though only a small proportion are aged over 65 years.

PARKLANDS VISITATION

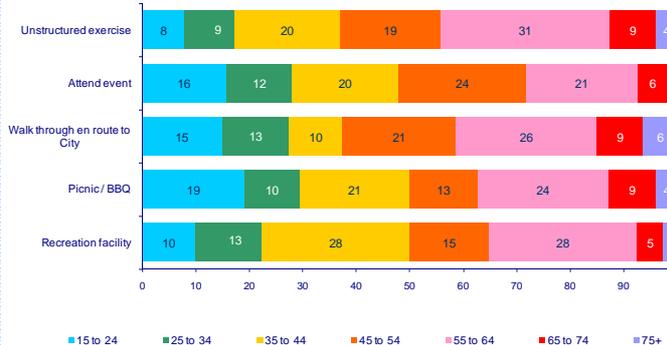


- Unstructured exercise (such as walking, jogging or using the gym equipment) is the most common activity undertaken in the Park Lands. Exercise is the main driver to use the Park Lands among residents (78%). Almost two thirds of workers also use the Park Lands for exercise.
- Students are most likely to visit the Park Lands to attend an event (including festivals and sporting events) and walk through the Park Lands on their way to the City.

PARKLAND ACTIVITY



AGE PROFILE



- Other activities visitors undertake while visiting the Park Lands include: visiting the botanic gardens, visiting the zoo, taking pets for a walk, sitting and relaxing, picnicking, attending a group function, and riding bikes.
- A number of features and facilities were identified as areas for improvement to encourage greater use of the Park Lands. These include: better bicycle tracks, more recreation areas (including play equipment, seating, BBQs and toilets), more events (including theatre, outdoor cinema, music), and more cafes/restaurants.
- To make the Park Lands more enjoyable, visitors suggested a variety of leisure facilities including: more cafes, more events, more gardens, more seating, more shade, better toilet facilities and a pool (paddle, wave machine).

Further information regarding Adelaide City Council research can be obtained by visiting www.adelaidecitycouncil.com/research or contacting Corporate Planning and Performance on (08) 8203 7701.

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FACT SHEET