

## Participant survey results

- Total number of surveys received = 268 (covering 566 people).
- Excellent general satisfaction levels in all areas (4.7 average out of a maximum of 5).
- Nearly half their survey respondents learned of the events in Elements (45%), up from 30% last year (new survey methods have influenced this result).
- Word of mouth remains very important (18% - also influenced by the new survey method). Many people attend with family and friends, with one person in the group having seen the advertised event.
- Public notices and articles in the press collectively attracted 23% of people surveyed – lower than last year.
- The GW website (3%) is still low but is useful as a backup source of information
- Representation from metropolitan areas was concentrated on Lower Hutt (36%) and Wellington (33%), but this is affected by the high number of surveys completed for East Harbour Regional Park and none from Queen Elizabeth Park events.
- There was a stronger bias towards females attending than last year:
  - 38% male (down from 42%)
  - 62% female (up from 57%).
- Surveyed participants were still mostly (52%) over the age of 50.
- Around 200 people asked to be added to the GW database, to be sent information on future events. This is a lot more than the 58 from last year.