



TNS House
602 Great South Road, Ellerslie
PO Box 26-254
Epsom, Auckland
New Zealand

t +64 9 525 0934
f +64 9 525 0876
e info@tns-global.co.nz
www.tns-global.co.nz

**A Study of the Views of Residents of
North/West, Central and Southern regions of
greater Auckland area**

**In Respect Of A Proposal By Waitakere City
And Infratil To Develop Whenuapai Airport For
Commercial Flights.**

September 2006

EXECUTIVE SUMMARY

AUCKLANDERS SUPPORT COMMERCIAL FLIGHTS AT WHENUAPAI BY MORE THAN THREE---TO---ONE

A poll conducted by *TNS* in August and September 2006, measured the views of residents in the North West, Central and Southern Regions of Auckland

More than three times as many Aucklanders support the concept of commercial air services being developed at Whenuapai airport as oppose the idea.

In the north-west of the region, where the airport is located, support for the concept, compared with opposition, is more than four to one, and has increased since an earlier poll conducted by *TNS* in 2004.

Overall, 53% of residents in the Auckland region support the idea of commercial air services being developed at Whenuapai as soon as possible, compared to 15% who oppose the idea. The remaining residents are unsure or are neutral towards the proposal.

- The main reasons for supporting the concept of commercial air services at Whenuapai were, quicker access (18%), less traffic congestion (10%) and cheaper airfares (11%)
- The main reasons for opposing the concept were noise (4%) and belief that another airport is not needed (3%)
- Most believe that in five years it will take longer to drive to Mangere (55%) because of growing traffic congestion and increasing population. Those who believe travel times will reduce (10%), mention completion of the motorway system as the basis for their belief.
- Only 36% say they would be likely to use a frequent public transport service running between the central city and Mangere, with 58% saying they would be unlikely to use it.

METHODOLOGY

In 2004 TNS conducted a survey of attitudes of residents in Waitakere, North Shore and Rodney. In 2006 this survey was repeated and expanded to also include attitudes of residents in Auckland central and South Auckland region.

Because of an increase in the number of regions measured, the results of the study have been weighted to make them representative of the Auckland region. There is approximately the same number of interviews conducted in each area to enable robust analysis amongst the residents of the area. However, given that the populations of each area are in fact of varying sizes, the interviews have been weighted to reflect the true population distribution of Auckland. This approach will have no impact on the results derived from individual areas, but is required to ensure the representativeness of the results for Auckland as a whole.

Telephone interviews are conducted with 1512 residents of greater Auckland region. The region breakdowns are - North Shore City (n=300), Waitakere City (n= 312), Rodney District (n=300), Auckland Central (n=300) and South Auckland region (Manukau, Papakura and Franklin). Interviews are conducted between August and September 2006.

We recruit to the interview the person within the household who is aged 18 years or older and last had a birthday. Care was taken to ensure the sample was not skewed due to segments of the sample universe not responding (usually referred to as non-response error). This includes randomly generating phone numbers with multiple call-backs before number substitution. Interviews are conducted over various time periods including evenings and weekends so as not to exclude busy people. Where there is more than one qualifier in a household, by recruiting the person to last have a birthday, we ensure we do not just interview the person who most often answers the phone.

Utilising a CATI (Computer Assisted Telephone Interviewing) system ensures greater control over the field work process. In effect this means that the interviewers operate from booths in one central location and are closely supervised.

A supervisor with a PC monitor is able to listen to the interviews unobtrusively and observe what the interviewer records. This allows for a higher level of accuracy in interviewing and recording responses.

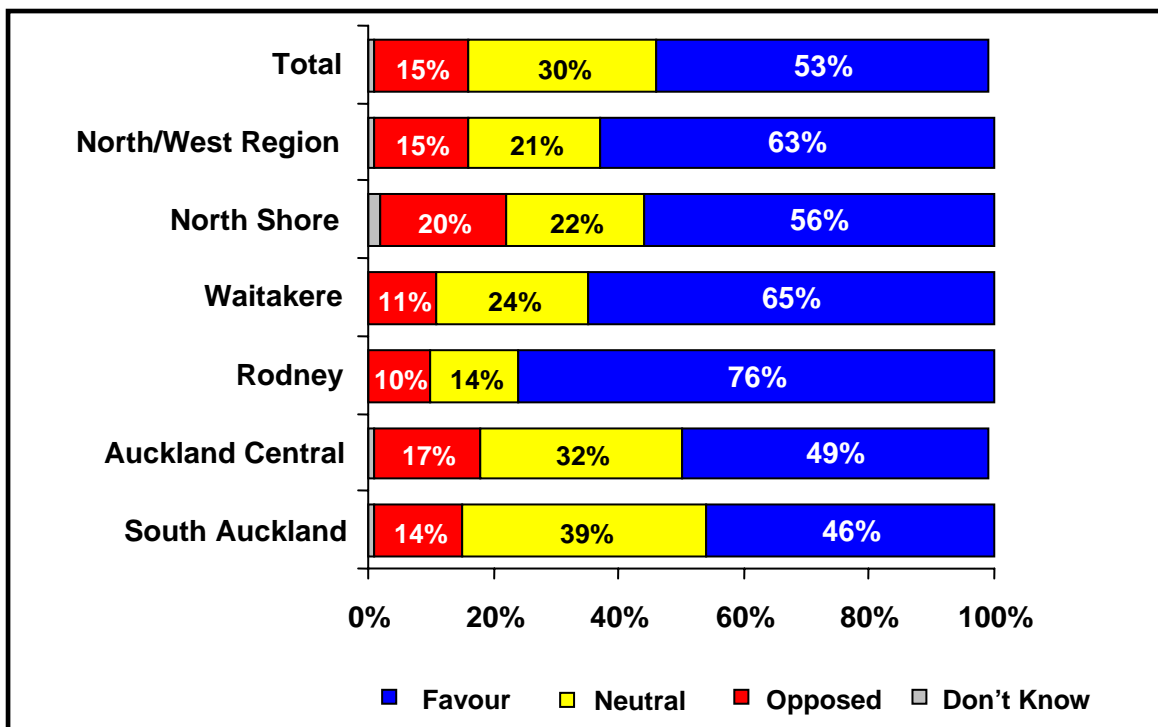
The CATI system is internationally recognised as the market standard for doing telephone interviewing and market research companies around the world use it.

The maximum margin of error at the 95% confidence level for the total sample of 1500 people is +/- 2.6%. For each council region the maximum margin of error on a sample of 300 people is +/- 5.8%.

SUMMARY OF ATTITUDES IN THE AUCKLAND REGION TOWARDS THE CONCEPT OF COMMERCIAL AIR SERVICES BEGINNING AS SOON AS POSSIBLE AT WHENUAPAI

The proposal is for commercial air services to be developed as soon as possible at Whenuapai, providing flights to and from selected New Zealand, Australian and Pacific Island destinations. The proposed airport would have about one sixth of the flights that Mangere has now, and would concentrate on budget airlines offering cheaper fares.

Would you be in favour of this idea, opposed to this idea, or would you not mind either way?



Note: Favour has been calculated by adding the top two boxes (Strongly in favour and Somewhat in favour) and Oppose on the same basis by adding the bottom two boxes (Somewhat opposed and Strongly opposed). Neutral are the respondents who would not mind either way. Don't know are the small proportions that are unsure.

Total Sample n = 1512. North/West Region n = 912. Waitakere n=312, North Shore n = 300, Rodney n= 300, Auckland Central n=300 & South Auckland n = 300

**See the following table for detailed information*

The proposal is for commercial air services to be developed as soon as possible at Whenuapai, providing flights to and from selected New Zealand, Australian and Pacific Island destinations. The proposed airport would have about one sixth of the flights that Mangere has now, and would concentrate on budget airlines offering cheaper fares.

Would you be in favour of this idea, opposed to this idea, or would you not mind either way?

	Total	North/West Region	Waitakere	North Shore	Rodney	AK Central	South AK
	%	%	%	%	%	%	%
Strongly in favour	41%	51%	55%	41%	66%	35%	36%
Somewhat in favour	12%	12%	10%	15%	10%	14%	9%
Total in favour	53%	63%	65%	56%	76%	49%	45%
Would not mind either way	30%	21%	24%	22%	14%	32%	39%
Somewhat opposed	12%	12%	9%	14%	9%	14%	11%
Strongly opposed	3%	3%	2%	6%	1%	3%	3%
Total opposed	15%	15%	11%	20%	10%	17%	14%
Don't know	1%	1%	-	2%	-	1%	1%
Base	1512	912	312	300	300	300	300

* North/West Region includes amalgamated responses for Waitakere, North Shore and Rodney

- More than half (53%) of people living in greater Auckland region are in favor of the proposal for commercial air services to be developed as soon as possible at Whenuapai, compared to only 15% who oppose the proposal.
- Approximately three times as many people in Auckland central, South Auckland and North Shore support commercial air services at Whenuapai as oppose them. In Rodney and Waitakere, six times as many people support the proposal as oppose it.

QUESTIONNAIRE RESULTS

Q. The current commercial airport for Auckland is based at Mangere. I would like you to tell me how happy or unhappy you are with some aspects of the airport. I would like you to use a seven point scale. Where “1” means you are extremely happy and “7” means you are extremely unhappy.

So how happy or unhappy are you with....

Total Sample n = 1512	Extremely happy 1	2	3	4	5	6	Extremely unhappy 7	Don't Know 8
The distance the airport is from your home	23%	19%	18%	11%	12%	7%	8%	2%
The amount of time it takes to travel from your home to the airport	18%	18%	18%	15%	14%	8%	9%	2%
Car parking at the airport	15%	16%	18%	14%	14%	9%	11%	4%
The amount of time you are asked to spend at the airport before takeoff	12%	17%	24%	14%	15%	7%	6%	5%

Note: Unhappiness has been calculated by adding the lowest scores (6 and 7) and happiness on the same basis by adding the highest scores (1 and 2). These respondents are clearly either happy or unhappy with regards the particular attribute. Respondents scoring 3 or 5 show less certainty with how they feel about the attribute, whilst those scoring '4' can be considered neutral.

- Among residents of the Greater Auckland region the highest level of unhappiness is caused by *car parking at the airport* (20%) followed by (17%) who mention they are unhappy with the *amount of time it takes to travel from their home to the airport*.

Waitakere n = 312	Extremely happy 1	2	3	4	5	6	Extremely unhappy 7	Don't Know 8
The distance the airport is from your home	13%	13%	21%	12%	17%	13%	11%	1%
The amount of time it takes to travel from your home to the airport	10%	11%	20%	15%	19%	11%	13%	3%
Car parking at the airport	12%	12%	19%	12%	16%	10%	15%	3%
The amount of time you are asked to spend at the airport before takeoff	9%	17%	21%	11%	17%	9%	10%	6%

Note: Unhappiness has been calculated by adding the lowest scores (6 and 7) and happiness on the same basis by adding the highest scores (1 and 2). These respondents are clearly either happy or unhappy with regards the particular attribute. Respondents scoring 3 or 5 show less certainty with how they feel about the attribute, whilst those scoring '4' can be considered neutral.

- One in four residents of Waitakere state they are unhappy with *car parking at the airport* (25%), *the distance to the airport* (24%), and *the amount of time it takes to travel to the airport from their home* (24%).

North Shore n = 300	Extremely happy 1	2	3	4	5	6	Extremely unhappy 7	Don't Know 8
The distance the airport is from your home	11%	14%	17%	12%	17%	14%	14%	2%
The amount of time it takes to travel from your home to the airport	6%	11%	15%	20%	17%	12%	17%	2%
Car parking at the airport	15%	16%	17%	13%	12%	15%	9%	2%
The amount of time you are asked to spend at the airport before takeoff	12%	16%	28%	13%	13%	8%	5%	5%

Note: Unhappiness has been calculated by adding the lowest scores (6 and 7) and happiness on the same basis by adding the highest scores (1 and 2). These respondents are clearly either happy or unhappy with regards the particular attribute. Respondents scoring 3 or 5 show less certainty with how they feel about the attribute, whilst those scoring '4' can be considered neutral.

- Highest levels of unhappiness for North Shore residents are seen for *the amount of time it takes to travel to the airport* (29%) and *the distance to the airport from their home* (28%).

Rodney n = 300	Extremely happy 1	2	3	4	5	6	Extremely unhappy 7	Don't Know 8
The distance the airport is from your home	7%	8%	15%	16%	15%	10%	26%	2%
The amount of time it takes to travel from your home to the airport	2%	9%	16%	15%	18%	13%	26%	1%
Car parking at the airport	10%	17%	16%	13%	14%	9%	15%	4%
The amount of time you are asked to spend at the airport before takeoff	10%	19%	18%	16%	14%	9%	9%	5%

Note: Unhappiness has been calculated by adding the lowest scores (6 and 7) and happiness on the same basis by adding the highest scores (1 and 2). These respondents are clearly either happy or unhappy with regards the particular attribute. Respondents scoring 3 or 5 show less certainty with how they feel about the attribute, whilst those scoring '4' can be considered neutral.

- 39% of residents in Rodney are unhappy with *the amount of time taken to travel to the airport* and 36% are unhappy with *the distance the airport is from their home*.
- In line with their physical distance from Auckland Airport, Rodney residents report higher levels of unhappiness with distance and time compared to other residents of the Auckland region

Auckland Central n = 300	Extremely happy 1	2	3	4	5	6	Extremely unhappy 7	Don't Know 8
The distance the airport is from your home	24%	26%	21%	8%	13%	5%	3%	1%
The amount of time it takes to travel from your home to the airport	19%	23%	19%	14%	14%	6%	4%	1%
Car parking at the airport	15%	18%	18%	17%	11%	8%	9%	5%
The amount of time you are asked to spend at the airport before takeoff	12%	17%	26%	15%	15%	6%	4%	4%

Note: Unhappiness has been calculated by adding the lowest scores (6 and 7) and happiness on the same basis by adding the highest scores (1 and 2). These respondents are clearly either happy or unhappy with regards the particular attribute. Respondents scoring 3 or 5 show less certainty with how they feel about the attribute, whilst those scoring '4' can be considered neutral.

- Again in line with proximity to Auckland Airport, Auckland central residents do not display the same degree of unhappiness with *distances* and *travel times* at 8% and 10% respectively.
- Car parking is the aspect area of greatest concern for Auckland Central residents with 17% reporting *unhappy*.

South Auckland Region n = 300	Extremely happy 1	2	3	4	5	6	Extremely unhappy 7	Don't Know
The distance the airport is from your home	37%	21%	16%	11%	6%	3%	5%	2%
The amount of time it takes to travel from your home to the airport	31%	22%	17%	12%	8%	3%	4%	1%
Car parking at the airport	18%	15%	19%	12%	17%	5%	11%	3%
The amount of time you are asked to spend at the airport before takeoff	13%	17%	22%	14%	15%	8%	6%	5%

Note: Unhappiness has been calculated by adding the lowest scores (6 and 7) and happiness on the same basis by adding the highest scores (1 and 2). These respondents are clearly either happy or unhappy with regards the particular attribute. Respondents scoring 3 or 5 show less certainty with how they feel about the attribute, whilst those scoring '4' can be considered neutral.

- *Car parking* is the aspect of greatest concern for South Auckland residents with 16% reporting that they are unhappy with this. As is to be expected due to their proximity, there is also a very strong degree of happiness with *travel time* and *distance* with levels of happiness at 52% and 58% respectively.

SUMMARY TABLE OF MEAN RATINGS

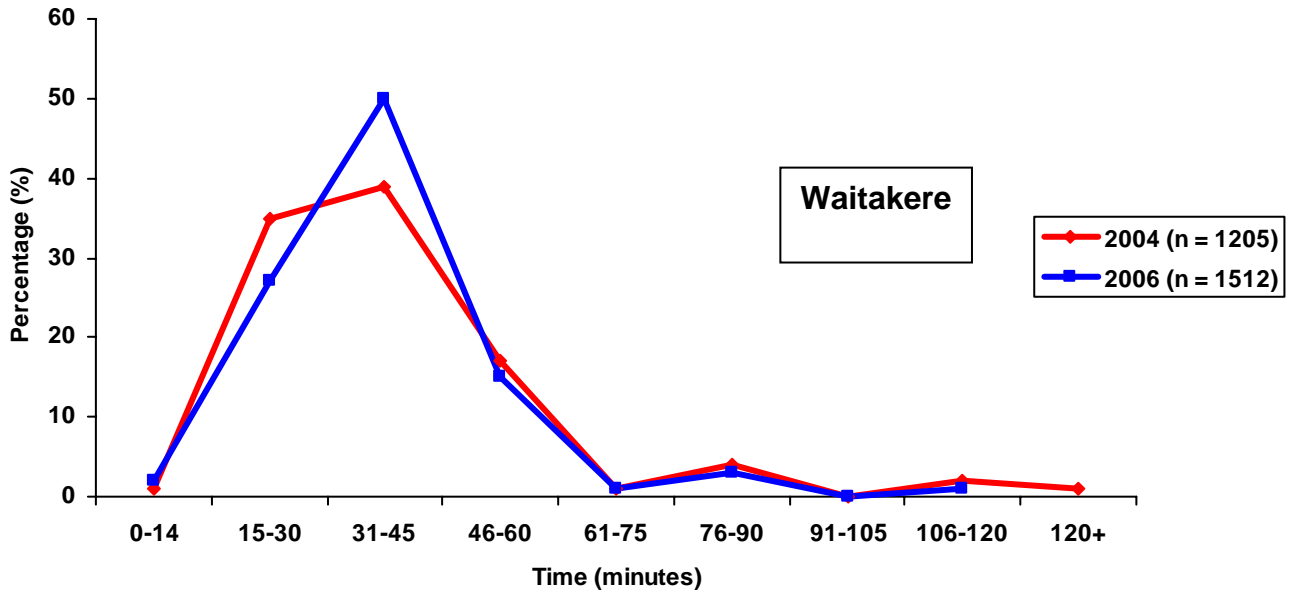
Scale from 1 to 7. Higher values equate to greater unhappiness. Mid point is 4.

Mean Scores	Total	Waitakere	North Shore	Rodney	AK Central	South AK
The distance the airport is from your home	3.2	3.9	4.1	4.6	2.9	2.5
The amount of time it takes to travel from your home to the airport	3.5	4.1	4.4	4.8	3.1	2.7
Car parking at the airport	3.7	4.1	3.7	4.0	3.5	3.6
The amount of time you are asked to spend at the airport before takeoff	3.5	3.8	3.5	3.7	3.4	3.5
Base	1512	312	300	300	300	300

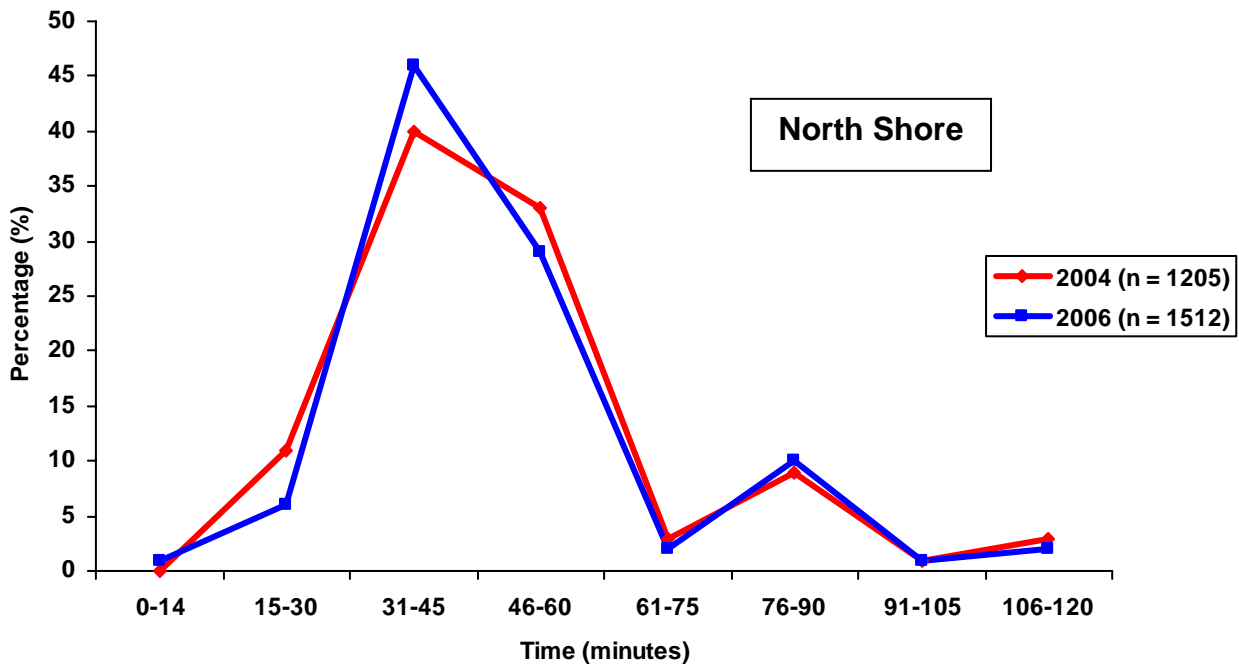
- Aucklanders who do not live in the City or in South Auckland are typically less happy *with travel times* and *distances* when using the current Auckland Airport.
- *Carparking* is the aspect of greatest unhappiness for the residents of the greater Auckland region.

Q. And how long would you say it typically takes for you to drive from your home to the airport at Mangere?

How long it typically takes to travel from home to the airport

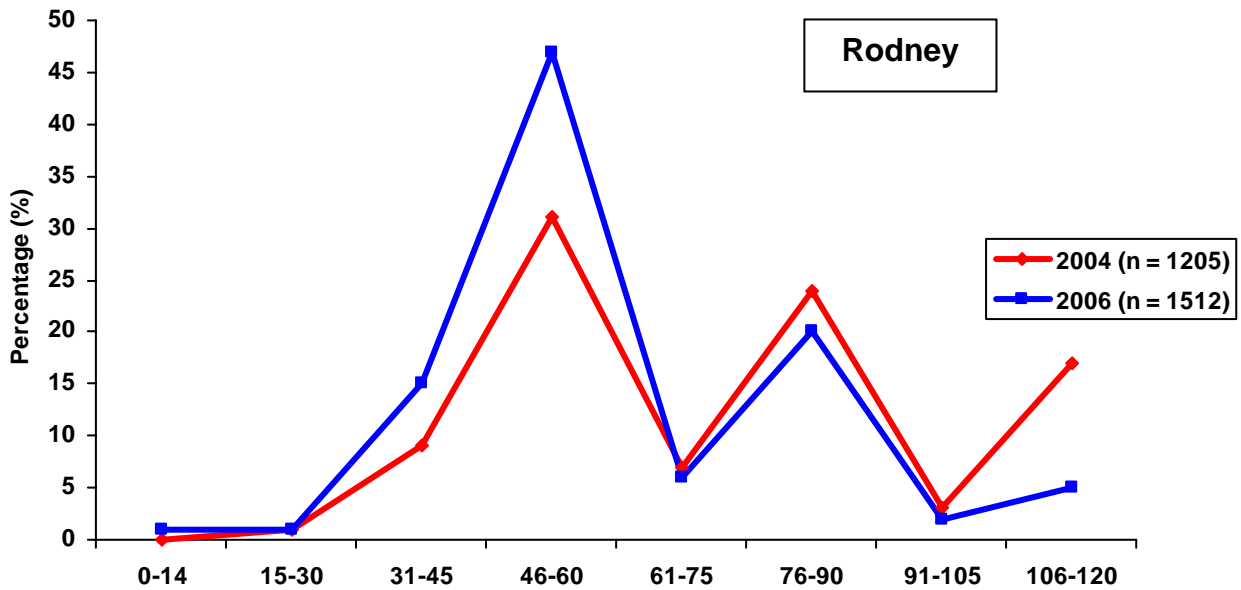


- There has been a reduction in the proportion of Waitakere residents reporting a travel time to the Airport of between 15 and 30 minutes, and an increase in the proportion reporting a travel time of between 31 and 45 minutes.

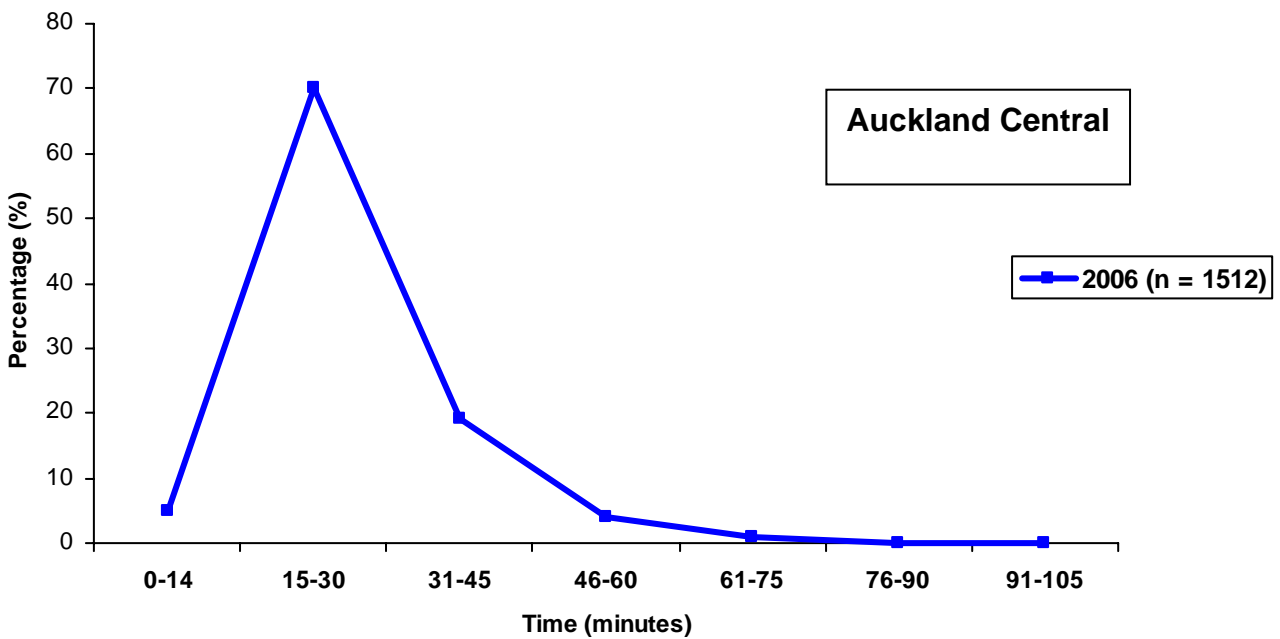


- There has been a reduction in the proportion of North Shore residents reporting a travel time to the Airport of between 15 and 30 minutes, and an increase in the proportion reporting a travel time of between 31 and 45 minutes. There has also been a reduction in the proportion reporting a travel time of between 46 to 60 minutes.

How long it typically takes to travel from home to the airport

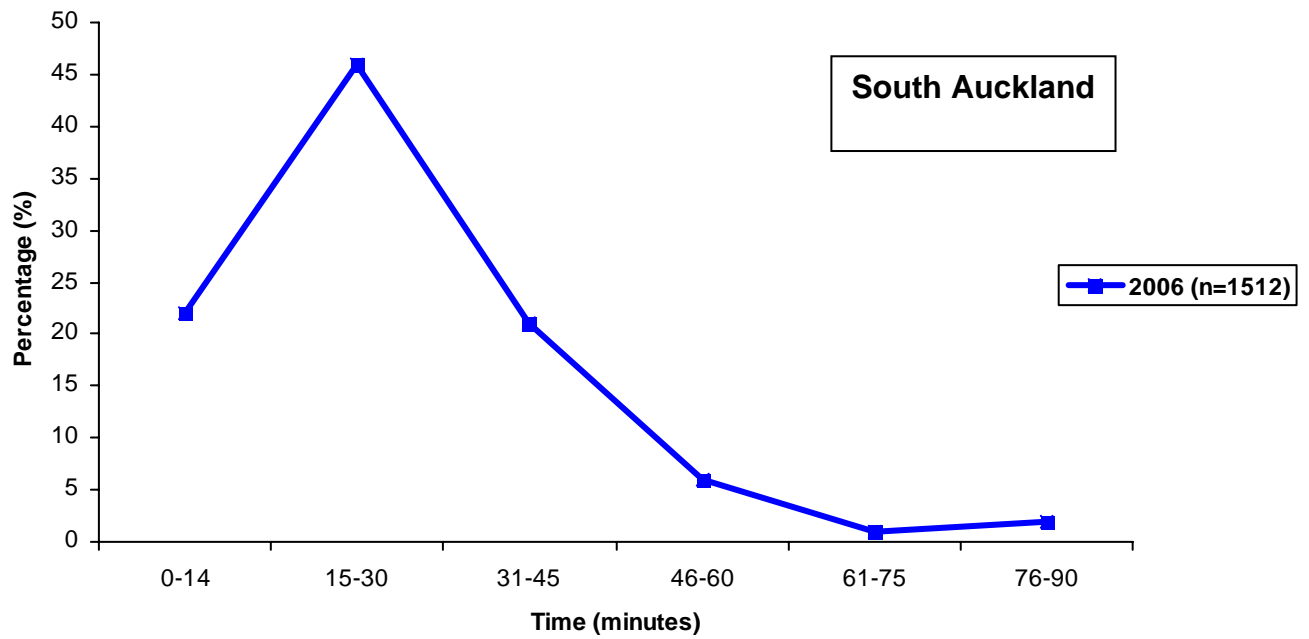


- A large range of reported travel times for Rodney residents.



- 70% of residents in Auckland city report that the time taken in 2006 to travel to the airport is between 15 and 30 minutes

How long it typically takes to travel from home to the airport



Q. Thinking now about the future and based on everything you know about Auckland and Auckland traffic, in 5 years time do you believe the drive from your current home to the airport at Mangere will take...

	Total	Waitakere	North Shore	Rodney	AK Central	South AK
	%	%	%	%	%	%
More time than it does now	55%	50%	58%	71%	53%	54%
About the same time	32%	31%	30%	21%	34%	34%
Less time than it does now	10%	17%	8%	7%	10%	9%
Don't know/Unsure	3%	2%	4%	1%	3%	2%
Base	1512	312	300	300	300	300

- Over half of the residents of the greater Auckland regions believe that in 5 years time the drive from their current home to the airport at Mangere will take more time than it does now.
- In particular Residents of Rodney are the least optimistic with 71% believing the travel time will increase.

Q. And why do you say that? Any other reasons?

Reasons given for more time than it does now	% of Total Sample
	%
More traffic / congestion	46%
Growing population	16%
Public transport will get worse	3%
More housing in between	3%
No main routes	3%
Road works	2%
Road changes/layout changes	1%
Base	1512

Note: % is based of total sample and excludes responses under 1%. Of Total sample 55% state it will take them more time to travel to the Mangere Airport in the future.

- *More traffic / congestion* (46%) and *growing population* (16%) were the main reasons people believe that travel times to the airport at Mangere will increase in the future.

Reasons given for less time than it does now	% of Total Sample
	%
New Motorways	5%
More alternative routes	2%
Less traffic/congestion	1%
Public transport will improve	1%
Roads are improving	1%
Base	1512

Note: % is based of total sample and excludes responses under 1%. Of Total sample 10% state it will take them less time to travel to the Mangere Airport in the future.

- *New Motorways* (5%) and *more alternative routes* (2%) were the main reasons people believe that travel times to the airport at Mangere will decrease in the future.

Q. If a frequent rail or bus service was running between the airport at Mangere and the centre of Auckland city, how likely would you be to use this service?

	Total	Waitakere	North Shore	Rodney	AK Central	South AK
	%	%	%	%	%	%
Very likely	22%	16%	22%	21%	28%	18%
Somewhat likely	14%	13%	19%	10%	17%	10%
Total Likely	36%	29%	41%	31%	45%	28%
Neither likely nor unlikely	5%	5%	5%	5%	6%	4%
Somewhat unlikely	12%	12%	14%	11%	13%	10%
Very unlikely	46%	52%	39%	51%	34%	59%
Total Unlikely	58%	64%	53%	62%	47%	69%
Don't know/unsure	2%	1%	2%	2%	2%	1%
Base	1512	312	300	300	300	300

- Over half the residents (58%) in the Greater Auckland region state that they are *unlikely to use public transport* to the airport in the future.
- Even residents of Auckland central, region closest to the proposed future bus/ rail terminal do not appear to be substantially supportive with 47% reporting *unlikely*.

Q. Thinking now about the future, in general do you think it would be a good idea to have a second airport for commercial flights located in the greater Auckland region?

	Total	Waitakere	North Shore	Rodney	AK Central	South AK
	%	%	%	%	%	%
Yes	54%	65%	61%	72%	48%	47%
No	37%	28%	29%	22%	42%	43%
Don't Know/Not sure	9%	6%	9%	6%	9%	10%
Base	1512	312	300	300	300	300

- Over half the residents (54%) in the Greater Auckland region say that it would be a good idea to have a second airport for commercial flights located in the greater Auckland region. The level of support rises in line with distance from the current airport with 72% in Rodney, 65% in Waitakere, 61% in North Shore reporting support.

Q. There is an existing airport at Whenuapai, which is located between Kumeu and Hobsonville. The airport is currently used by the air force, prior to me mentioning this were you aware that this airport currently existed?

	Total	Waitakere	North Shore	Rodney	AK Central	South AK
	%	%	%	%	%	%
Yes	82%	91%	89%	93%	75%	78%
No	17%	9%	9%	7%	22%	21%
Don't Know	1%	-	1%	-	3%	1%
Base	1512	312	300	300	300	300

- Generally high levels of awareness of Whenuapai airport. Slightly reduced in the Central and Southern regions.

Q And are you aware of a proposal to develop commercial flights at Whenuapai airport?

	Total	Waitakere	North Shore	Rodney	AK Central	South AK
	%	%	%	%	%	%
Yes	64%	71%	78%	76%	60%	53%
No	35%	28%	20%	24%	39%	46%
Don't Know	1%	2%	1%	-	1%	1%
Base	1512	312	300	300	300	300

- Generally high levels of awareness of the proposal to develop commercial flights at Whenuapai airport with 64% of the total residents aware.
- The awareness levels increase in line with proximity to Whenuapai

Q. Why do you say that?

Reasons given by those in favour	% of Total Sample	% of North/West Region
	%	%
Easier/ Quicker to get to access	18%	35%
Cheaper airfares	11%	11%
Reduce congestion less people traveling to Mangere Airport	10%	10%
Convenient for people in North and West Auckland	8%	7%
Auckland is growing/ needs another airport	7%	9%
Auckland Airport is too busy/congested	7%	5%
Increases competition/Attracts more airlines	5%	4%
Base	1512	912

Note: % is based of total sample in the region and excludes responses under 4%. Of Total sample 53% are in favour of the proposal to develop commercial air services at Whenuapai, North/West Region includes amalgamated responses for Waitakere, North Shore and Rodney

- Among all the residents of the greater Auckland region, ease of getting to Whenuapai (18%) and cheaper airfares (11%) were the main reasons for supporting the commercial airport concept at Whenuapai. In comparison residents of North/West region also cited the identical main reasons for supporting the airport concept at Whenuapai

Reasons given by those opposed	% of Total Sample	% of North/West Region
	%	%
Noise	4%	8%
Do not need another airport	3%	3%
Road Congestion	2%	3%
Not enough people/ Auckland is too small	2%	1%
Already an airport , don't lose it	2%	2%
Base	1512	912

Note: % is based of total sample in the region and excludes responses under 2%. Of Total sample 15% oppose the proposal to develop commercial air services at Whenuapai, North/West Region includes amalgamated responses for Waitakere, North Shore and Rodney

- Among all the residents of the greater Auckland region, noise (4%) and the belief that Auckland does not need a second airport (3%) were the main reasons given for opposing the concept. In comparison residents of North/West region also cited the identical main reasons for opposing the airport concept at Whenuapai

Q. Compared to the amount of time it takes you to travel to the airport at Mangere, would you say it would be faster, about the same or slower for you to get to Whenuapai?

	Total	North/West Region	Waitakere	North Shore	Rodney	AK Central	South AK
	%	%	%	%	%	%	%
Faster to get to Whenuapai	38%	83%	77%	86%	90%	15%	6%
About the same	11%	9%	13%	9%	4%	20%	2%
Slower to get to Whenuapai	44%	4%	6%	1%	2%	53%	85%
Don't know/unsure	7%	4%	4%	4%	4%	12%	6%
Base	1512	912	312	300	300	300	300

* North/West Region includes amalgamated responses for Waitakere, North Shore and Rodney

- Perceptions of the relative time that will be required to travel to Whenuapai airport vary directly with proximity.
- The differences in opinion regarding travelling time to the Whenuapai airport were considerably different by region. A relatively small proportion of residents (average of 11%) in Auckland Central and South Auckland believe it would be quicker to travel to Whenuapai than Mangere Airport. In comparison 83% of residents from the North/West region who believe they can travel to Whenuapai faster than they could to Mangere.

Key Demographics of the sample interviewed

Gender	Total	Waitakere	North Shore	Rodney	AK Central	South AK
	%	%	%	%	%	%
Male	42%	36%	41%	39%	45%	43%
Female	58%	64%	59%	61%	55%	57%
Base	1512	312	300	300	300	300

Age Groups	Total	Waitakere	North Shore	Rodney	AK Central	South AK
	%	%	%	%	%	%
18 to 29 years	20%	20%	14%	10%	24%	21%
30 to 39 years	22%	22%	20%	19%	27%	19%
40 to 49 years	23%	26%	25%	25%	18%	27%
50 to 59 years	16%	17%	20%	18%	17%	13%
60 plus years	18%	15%	20%	28%	14%	19%
Refused	-	-	-	-	-	1%
Base	1512	312	300	300	300	300

Key Demographics of the sample interviewed

Household Situation	Total	Waitakere	North Shore	Rodney	AK Central	South AK
	%	%	%	%	%	%
Young single living alone	4%	4%	2%	2%	8%	3%
Group flatting together	6%	4%	3%	1%	9%	4%
Young couple - no children	8%	7%	7%	5%	12%	5%
Family - mainly pre-schoolers	11%	8%	10%	10%	11%	12%
Family - mainly school children	23%	27%	26%	26%	17%	26%
Family - children mainly adults	20%	21%	24%	15%	19%	20%
Middle aged couple/single person	11%	13%	12%	9%	10%	10%
Older couple/single person - no children at home	17%	15%	16%	31%	14%	20%
Refused	-	-	1%	-	-	-
Base	1512	312	300	300	300	300

Household Income	Total	Waitakere	North Shore	Rodney	AK Central	South AK
	%	%	%	%	%	%
\$20,000 or less	7%	11%	4%	9%	7%	6%
\$20,001 to \$40,000	16%	19%	15%	12%	18%	14%
\$40,001 to \$60,000	19%	16%	18%	22%	18%	22%
\$60,001 to \$80,000	15%	15%	16%	15%	16%	15%
Over \$80,000	27%	23%	32%	26%	26%	26%
Refused / don't know	16%	15%	16%	16%	15%	17%
Base	1512	312	300	300	300	300