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**A Study Of The Views Of Residents Of North
Shore City, Waitakere City And Rodney District
In Respect Of A Proposal By Waitakere City And
Infratil To Develop Whenuapai Airport For
Commercial Flights, With Associated Industrial
And Commercial Development**

March 2004

Summary

Nearly two thirds (64%) of people living in Waitakere, Rodney and North Shore want the Government to move promptly to negotiate with Waitakere City and Infratil, so as to get commercial flights in and out of Whenuapai as soon as possible, as military operations wind down.

There is majority support for the commercial airport concept, with associated industrial development, in each of the three areas surveyed averaging 59%, with 14% opposed, 24% happy either way and 2% undecided.

Ease of getting to Whenuapai (33%) and reduced congestion (15%) were the main reasons for supporting the commercial airport concept at Whenuapai. Noise (5%) and the belief that Auckland does not need a second airport (3%) were the main reasons given for opposing the concept.

A majority of people are unhappy about travel times to Mangere airport, particularly frequent fliers.

Overall there are very high levels of concern about transport congestion and a belief that it will get worse over the next five years. This is consistent with very high levels of belief (ranging up over 80%) that local councils are not doing enough, quickly enough to address the problem.

Three quarters believe Central Government should invest more money in Auckland and that Government should step in and make decisions if local councils cannot reach agreement quickly.

Methodology

Telephone interviews were conducted with 400 residents of North Shore City, 400 residents of Waitakere City and 400 residents of Rodney District. Interviews were conducted in March 2004.

We recruited to the interview the person within the household who was 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 included randomly generating phone numbers with multiple call-backs before number substitution. Interviews were conducted over various time periods including evenings and weekends so as not to exclude busy people. Where there was more than one qualifier in a household, by recruiting the person to last have a birthday, we ensured we did not just interview the person who most often answers the phone.

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

A supervisor with a PC monitor was able to listen to the interviews unobtrusively and observe what the interviewer recorded. 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 1200 people is +/- 2.8%. For each council region the maximum margin of error on a sample of 400 people is +/- 4.9%.

Questionnaire and results

Introduction

Good morning/afternoon/evening, my name isfrom TNS, an independent market research company. May I please speak with the person in your household who is 18 years of age or older and who last had a birthday? **[REINTRODUCE IF NECESSARY]**

We are conducting a survey about traffic congestion and travelling times around Auckland. It should take no more than 10 minutes and would appreciate your views on this local Auckland issue. Would you please take part by answering these questions?

- 1 Yes **CONTINUE**
 2 No **THANK AND CLOSE**

Q1 How seriously do you rate traffic congestion and the time it takes to travel around Auckland? I would like you to tell me using a ten point scale. You can use any number between “1” and “10” that best describes how serious you think it is. A rating of ‘10’ means you think it is extremely serious and ‘1’ means it is not serious at all.

So please give the number between “1” and “10” that best describes how seriously you rate traffic congestion and the time it takes to travel around Auckland.

		Total	North Shore	Waitakere	Rodney
		%	%	%	%
Extremely serious	10	37	36	33	40
	9	13	12	12	15
	8	24	26	25	21
	7	13	12	15	12
	6	4	4	5	3
	5	4	4	5	3
	4	1	2	1	1
	3	1	1	1	1
	2	1	1	*	1
Not serious at all	1	1	*	1	*
Don't Know		2	1	1	3
Mean		8.3	8.4	8.1	8.5
Base		1205	401	404	400

* less than 0.5%

	Total	North Shore	Waitakere	Rodney
	%	%	%	%
Sum of rating 8,9 or 10	74	74	70	76
	1205	401	404	400

Q2 Over the next five years do you think that the traffic situation in Auckland will become better or worse?

PROBE is that very much or a little better / worse?

		Total %	North Shore %	Waitakere %	Rodney %
Very Much Better	1	2	2	3	3
A Little Better	2	5	5	7	3
Total Better		7	7	10	6
Neither / Nor	3	2	3	2	1
A Little Worse	4	14	15	14	11
Very Much Worse	5	75	73	72	81
Total Worse		89	88	86	92
Don't know	6	1	*	1	2
Mean		4.6	4.5	4.5	4.7
Base		1205	401	404	400

* less than 0.5%

Q3 I am going to read out a number of different suggestions that have been made for improving traffic flows in Auckland. I would like you to tell me how effective you think each of them would be. This time I am asking you to rate each idea using a seven point scale where "7" would be extremely effective and "1" would be not effective at all.

So please give me the number between one and seven that best describes how effective you think the following would be in improving traffic flows in Auckland.... ?

**READ OUT
ROTATE ORDER**

Total Survey N = 1205	Not effective at all						Extremely effective	Don't Know
Build more roads (%)	11	8	13	14	20	11	21	1
Develop better public transport (%)	4	4	5	8	13	18	47	1
Have more people living close to where they work (%)	15	10	14	12	19	13	15	2
Have more facilities close to where people live (%)	9	8	12	15	22	16	17	1
Have tolls on some roads at peak times (%)	27	12	12	11	15	9	12	1
Another harbour crossing (%)	6	4	7	10	19	16	35	2

North Shore N = 401	Not effective at all						Extremely effective	Don't Know
Build more roads (%)	7	9	13	14	19	13	23	1
Develop better public transport (%)	4	5	7	10	14	17	42	*
Have more people living close to where they work (%)	14	10	13	13	19	15	13	1
Have more facilities close to where people live (%)	8	10	14	17	20	17	14	1
Have tolls on some roads at peak times (%)	25	12	11	13	16	9	10	1
Another harbour crossing (%)	5	5	6	8	17	15	40	2

* less than 0.5%

Waitakere N = 404	Not effective at all						Extremely effective	Don't Know
Build more roads (%)	12	9	12	14	21	12	20	*
Develop better public transport (%)	3	4	4	7	13	18	50	1
Have more people living close to where they work (%)	15	9	14	12	20	11	18	2
Have more facilities close to where people live (%)	9	6	12	14	22	18	18	1
Have tolls on some roads at peak times (%)	26	12	10	12	15	10	13	2
Another harbour crossing (%)	6	4	8	12	22	17	29	2

* less than 0.5%

Rodney N = 400	Not effective at all						Extremely effective	Don't Know
Build more roads (%)	15	7	15	15	19	9	20	2
Develop better public transport (%)	4	3	5	6	13	20	48	1
Have more people living close to where they work (%)	17	11	15	11	17	14	15	2
Have more facilities close to where people live (%)	10	7	12	14	23	15	18	1
Have tolls on some roads at peak times (%)	30	12	13	9	15	8	12	1
Another harbour crossing (%)	8	4	9	10	17	16	35	2

* less than 0.5%

Summary table of mean ratings.

The higher the number the more effective each idea is rated.

Mean Scores	Total	North Shore	Waitakere	Rodney
Build more roads	4.4	4.6	4.4	4.2
Develop better public transport	5.7	5.4	5.8	5.8
Have more people living close to where they work	4.1	4.1	4.2	4.0
Have more facilities close to where people live	4.5	4.4	4.6	4.5
Have tolls on some roads at peak times	3.5	3.5	3.6	3.4
Another harbour crossing	5.2	5.4	5.1	5.2
Base	1205	401	404	400

(mid point is 3.5)

Q4 Do you think local government is **on top of traffic issues** in Auckland

	Total	North Shore	Waitakere	Rodney
	%	%	%	%
Yes	13	13	18	9
No	80	81	73	87
Don't know	7	6	9	4
Base	1205	401	404	400

Q5 Do you think local government is **doing enough** in this area?

	Total	North Shore	Waitakere	Rodney
	%	%	%	%
Yes	14	12	18	12
No	80	82	76	83
Don't know	6	6	6	5
Base	1205	401	404	400

Q6 Do you think local government is **acting quickly enough** in this area?

	Total	North Shore	Waitakere	Rodney
	%	%	%	%
Yes	8	7	13	6
No	88	90	83	93
Don't know	3	4	4	2
Base	1205	401	404	400

- Q7** Do you think central Government is doing enough to help Auckland financially or do you think they should be investing more in Auckland?

	Total	North Shore	Waitakere	Rodney
	%	%	%	%
Doing enough	15	13	14	18
Investing more	73	74	76	68
Don't know	12	13	11	14
Base	1205	401	404	400

- Q8** If Auckland local councils cannot quickly come to agreement on transport initiatives do you think central Government should step in and make the decisions?

	Total	North Shore	Waitakere	Rodney
	%	%	%	%
Yes	75	76	75	75
No	19	18	20	19
Don't know	6	6	5	7
Base	1205	401	404	400

I would now like to move on and ask you some questions around air travel and some related issues.

- Q9** 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 the seven point scale. This time "1" means you are extremely happy and "7" means you are extremely unhappy.

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

READ OUT

Total Sample N = 1205	Extremely happy						Extremely unhappy	Don't Know
The distance the airport is from your home (%)	17	12	17	12	16	9	17	1
The amount of time it takes to travel from your home to the airport (%)	12	12	16	14	15	11	19	1
Car parking at the airport (%)	19	21	17	11	11	7	10	4
The amount of time you are asked to spend at the airport before takeoff (%)	16	20	17	13	15	8	8	4

North Shore N = 401	Extremely happy						Extremely unhappy	Don't Know
The distance the airport is from your home (%)	16	11	17	13	16	10	15	1
The amount of time it takes to travel from your home to the airport (%)	9	10	18	15	15	11	20	2
Car parking at the airport (%)	19	20	17	14	11	7	8	4
The amount of time you are asked to spend at the airport before takeoff (%)	15	19	17	15	16	8	7	4

Waitakere N = 404	Extremely happy						Extremely unhappy	Don't Know
The distance the airport is from your home (%)	22	13	17	9	19	8	11	*
The amount of time it takes to travel from your home to the airport (%)	18	17	14	13	14	11	13	1
Car parking at the airport (%)	19	22	16	8	11	8	12	4
The amount of time you are asked to spend at the airport before takeoff (%)	17	18	18	12	16	7	8	5

* less than 0.5%

Rodney N = 400	Extremely happy						Extremely unhappy	Don't Know
The distance the airport is from your home (%)	14	11	16	13	12	9	24	2
The amount of time it takes to travel from your home to the airport (%)	9	9	15	14	16	11	26	1
Car parking at the airport (%)	20	21	17	11	11	6	11	5
The amount of time you are asked to spend at the airport before takeoff (%)	16	22	16	14	12	7	9	4

Flown 3+ times domestically in last 12 months N = 256	Extremely happy						Extremely unhappy	Don't Know
The distance the airport is from your home (%)	16	10	15	13	14	8	25	1
The amount of time it takes to travel from your home to the airport (%)	9	11	12	13	14	9	29	2
Car parking at the airport (%)	20	22	14	10	12	7	13	3
The amount of time you are asked to spend at the airport before takeoff (%)	17	20	20	14	15	5	8	1

Flown 3+ times internationally in last 12 months N = 150	Extremely happy						Extremely unhappy	Don't Know
The distance the airport is from your home (%)	16	12	22	10	13	5	21	1
The amount of time it takes to travel from your home to the airport (%)	9	11	23	13	13	9	21	2
Car parking at the airport (%)	24	23	15	7	9	5	13	4
The amount of time you are asked to spend at the airport before takeoff (%)	21	22	19	11	9	7	8	3

Flown 3+ times domestically and/or internationally in last 12 months N = 398	Extremely happy						Extremely unhappy	Don't Know
The distance the airport is from your home (%)	16	11	17	12	14	8	21	1
The amount of time it takes to travel from your home to the airport (%)	10	11	16	14	13	10	25	2
Car parking at the airport (%)	21	23	15	9	10	7	12	3
The amount of time you are asked to spend at the airport before takeoff (%)	16	22	18	14	13	7	9	1

Summary table of mean ratings.

The higher the number the more unhappy people are, mid point is a score of 3.5

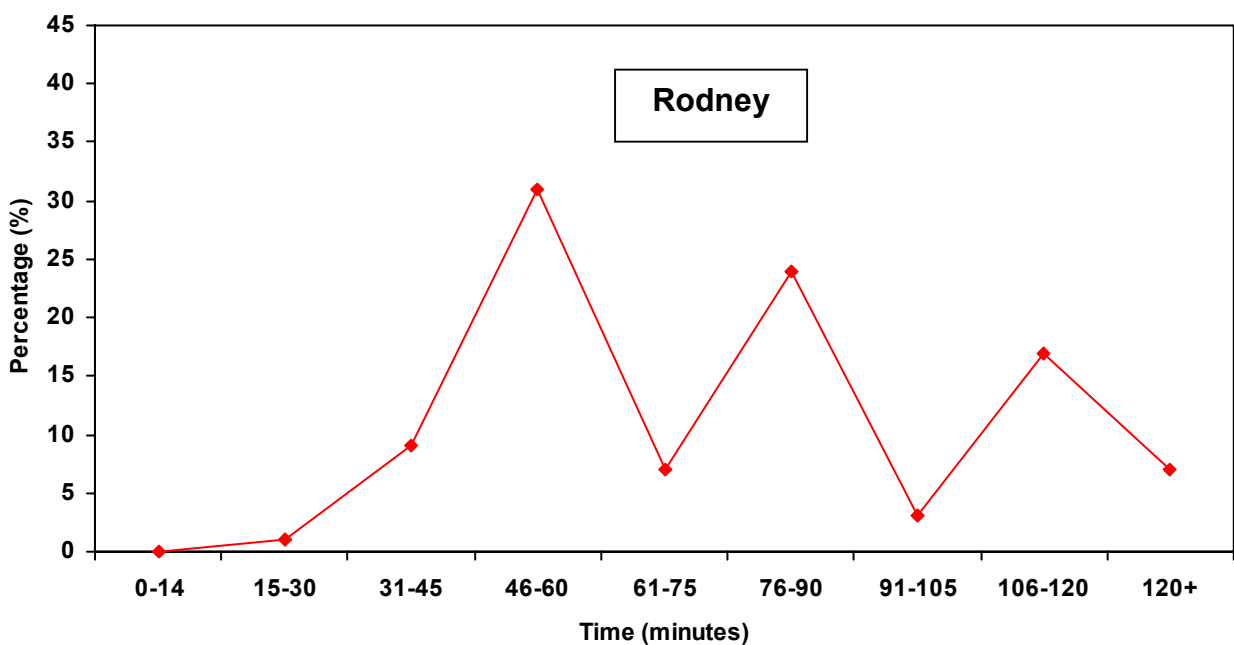
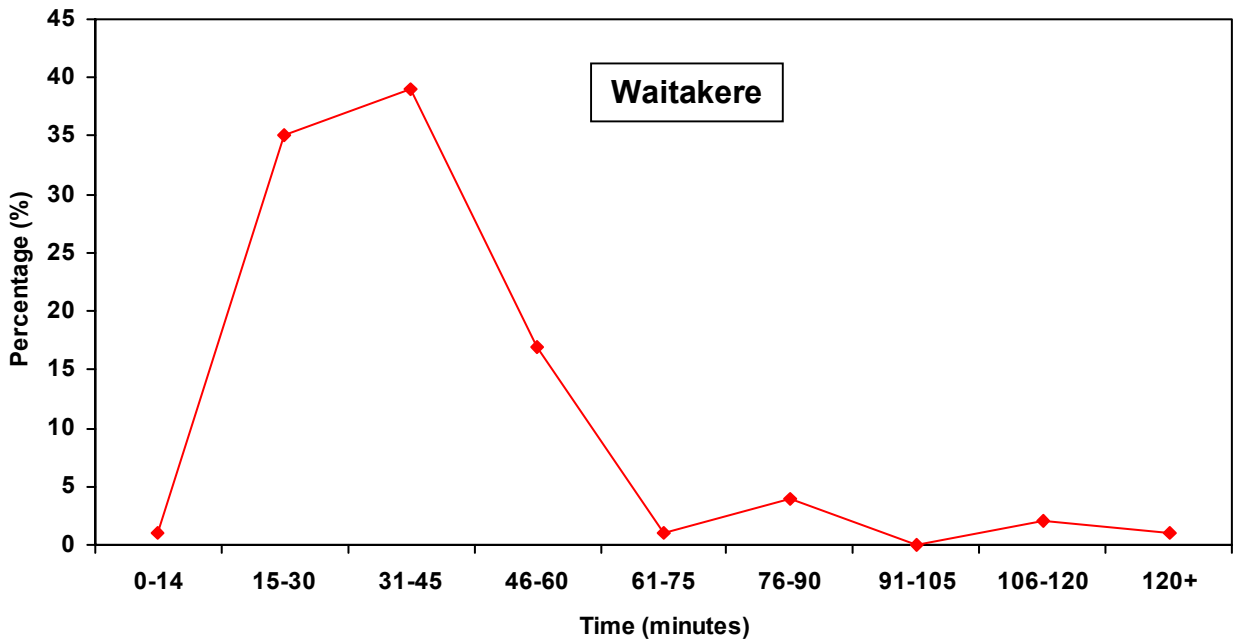
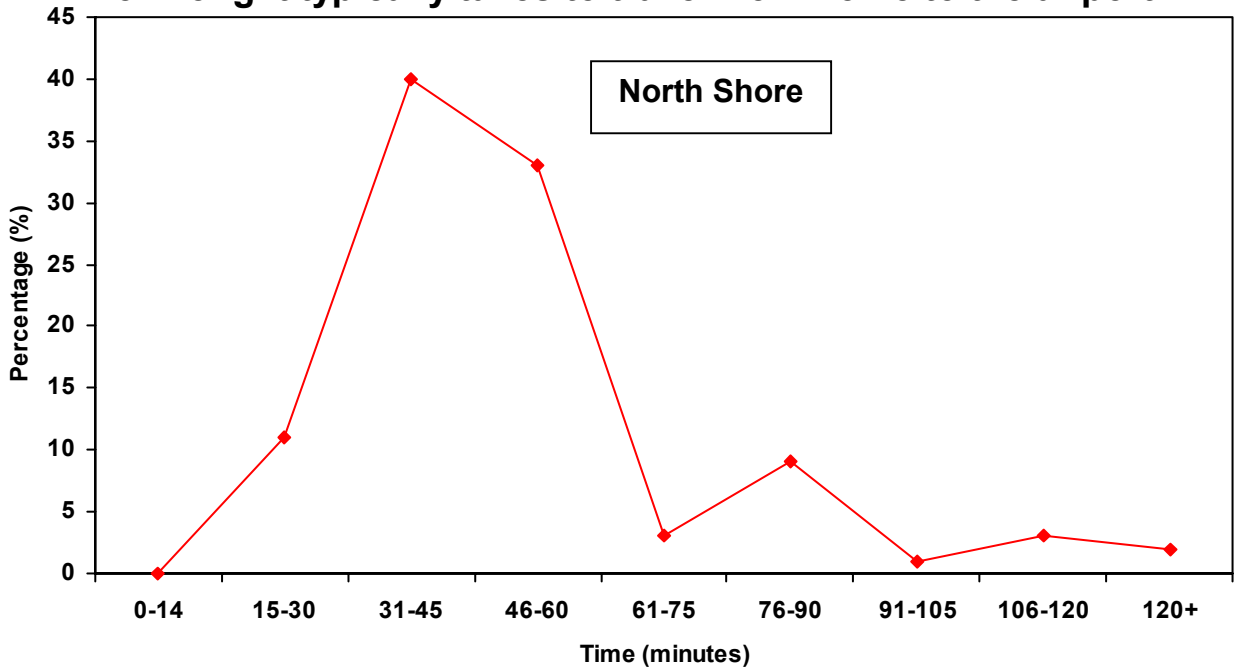
Mean Scores	Total	North Shore	Waitakere	Rodney
The distance the airport is from your home	3.9	3.9	3.6	4.2
The amount of time it takes to travel from your home to the airport	4.2	4.3	3.7	4.6
Car parking at the airport	3.4	3.3	3.4	3.4
The amount of time you are asked to spend at the airport before takeoff	3.5	3.5	3.4	3.4
Base	1205	401	404	400

Mean Scores	Flown 3+ times last 12 months			
	Total	Domestic	International	Either or Both
The distance the airport is from your home	3.9	4.2	3.9	4.1
The amount of time it takes to travel from your home to the airport	4.2	4.6	4.3	4.4
Car parking at the airport	3.4	3.5	3.2	3.3
The amount of time you are asked to spend at the airport before takeoff	3.5	3.4	3.2	3.4
Base	1205	256	150	398

Q10 How long would you say it typically takes for you to travel from your home to the airport?

	Total %	North Shore %	Waitakere %	Rodney %
Range (minutes)				
Minimum	10	15	10	20
Maximum	240	180	195	240
Mean (minutes)	61	55	43	86

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



Q11 Are you aware of a proposal by Waitakere City Council and Infratil to develop commercial airport services out of Whenuapai?

	Total %	Area			Flown 3+ times last 12 months		
		North Shore %	Waitakere %	Rodney %	Domestic	International	Either or Both
Yes	81	80	79	85	89	87	87
No	17	18	19	15	10	12	12
Don't know	1	2	2	-	1	1	1
Base	1205	401	404	400	256	150	398

The proposal is that as the Air Force winds down, commercial air services begin at Whenuapai to and from New Zealand destinations, Australia and the Pacific. Government and local bodies would not be asked for development capital, which would be provided by Infratil. Eventually, Whenuapai might have about one sixth of the flights that Mangere has now, and would concentrate on budget airlines offering cheaper fares. An industrial and commercial development would be associated with the airport.

Q12 Would you be in favour of this idea, opposed to this idea, or would you not mind either way?

IF IN FAVOUR OR OPPOSED, ASK Are you strongly or somewhat in favour/opposed to this idea?

	Total %	North Shore %	Waitakere %	Rodney %
Strongly in favour	44	36	42	56
Somewhat in favour	15	16	15	14
Total in favour	59	52	57	70
Would not mind either way	24	22	31	19
Somewhat opposed	5	8	3	3
Strongly opposed	9	15	6	6
Total opposed	14	23	9	9
Don't know	2	2	2	3
Base	1205	401	404	400

Q13 Why do you say that?

Reasons given by those opposed	Total	North Shore	Waitakere	Rodney
	%	%	%	%
Please note percentages are of total respondents				
Noise / flight path	5	9	2	3
Do not need another airport	3	4	2	2
Road congestion	1	2	1	1
Mangere is fine as it is	1	2	1	1
Affect property values	1	1	1	1
Haven't thought about it	1	2	1	-
Keep area rural	1	1	*	1
Money should be used for something else	1	1	1	1
Base	1205	401	404	400

Reasons given by those in favour	Total	North Shore	Waitakere	Rodney
	%	%	%	%
Please note percentages are of total respondents				
Easier / quicker to get to / more convenient	33	31	26	42
Will reduce congestion	15	13	13	18
Improve local economy / more jobs	6	4	10	4
Auckland growing / need another airport	8	6	7	10
Already an airport / keep it	7	6	7	6
Cheaper airfares	5	6	5	5
Auckland airport / Mangere too busy / too congested	4	2	6	4
Increases competition / attract more airlines / budget airlines	2	1	1	2
Base	1205	401	404	400

Of the 59 people who oppose the proposal on the basis of noise (5% of the total population), 38 live on the North Shore, 9 in Waitakere and 12 in Rodney District. Within the North Shore group 13 live within close proximity to the airport (5km or less), the remainder are scattered over a wide area.

Q14 If the proposal were to go ahead I would like you think about the level of concern you may personally have about noise. Using a seven point scale where “7” is extremely concerned and “1” is not concerned at all, how concerned are you personally if you knew it would not be significantly noisier than it is now?

Those who said they were opposed to the proposal and gave noise / flight path as a reason

		Total	North Shore	Waitakere	Rodney
		%	%	%	%
Extremely Concerned	7	53	50	78	42
	6	14	13	22	8
	5	8	11	-	8
	4	5	5	-	8
	3	5	5	-	8
	2	5	5	-	8
Not concerned at all	1	8	8	-	17
Don't Know		2	3	-	-
Base		59	38	9*	12*

* Note small base size

Q15 If the level of noise was not significantly greater than it is now would you still be opposed to the proposal?

Those who said they were opposed to the proposal and gave noise / flight path as a reason

		%
Yes	1	59
No	2	36
Don't Know	3	5
Base		59

Q16 Would you be in favour or opposed to the Government making a prompt decision to negotiate with Waitakere City Council and Infratil so as to achieve commercial flights as soon as possible, as military use winds down?

IF IN FAVOUR OR OPPOSED, ASK Are you strongly or somewhat in favour/opposed to this idea?

Total Sample		%	%
Strongly in favour	1	51	44
Somewhat in favour	2	23	20
Total in favour		74	64
Would not mind either way	3	13	12
Somewhat opposed	4	5	13
Strongly opposed	5	4	9
Total opposed		9	22
Don't know	6	3	3
Base		1038	1205

North Shore		%	%
Strongly in favour	1	50	38
Somewhat in favour	2	24	18
Total in favour		74	56
Would not mind either way	3	12	9
Somewhat opposed	4	6	19
Strongly opposed	5	4	11
Total opposed		10	30
Don't know	6	5	4
Base		308	401

Waitakere		%	%
Strongly in favour	1	44	40
Somewhat in favour	2	23	21
Total in favour		67	61
Would not mind either way	3	18	16
Somewhat opposed	4	7	12
Strongly opposed	5	4	7
Total opposed		11	19
Don't know	6	4	3
Base		365	404

Rodney		%	%
Strongly in favour	1	60	55
Somewhat in favour	2	21	19
Total in favour		81	74
Would not mind either way	3	10	9
Somewhat opposed	4	4	8
Strongly opposed	5	3	7
Total opposed		7	15
Don't know	6	2	2
Base		365	400

People who said they were originally opposed to the scheme were not asked this question. However, it is logical to assume that they would also oppose

this idea, and the right hand column above has been prepared on this assumption

Appendix

TNS Telephone Fieldwork Information Sheet

TNS Field Operations has been conducting market research surveys for more than 20 years. In that time the team has conducted several million interviews. The CATI facility has conducted some 1.5 million interviews in the last 5 years. From these field operations has grown a wealth of experience and knowledge.

Key Personnel:

Carol Berryman - Field Services Manager

More than 20 years experience in all facets of fieldwork and data processing.
Expertise in setting up and managing CATI Call Centres.

Donna Willis - CATI Survey Manager

More than 15 years experience in telephone-based fieldwork.
Expertise in both paper-based and CATI based studies.

CATI Team Leader - Andrea Walker supported by a supervisory team of 7

More than 16 years-combined CATI experience.

Our team has expertise in managing a wide range of CATI services to ensure high quality and cost effective options.

Field Team Capacity:

Fully trained and experienced interviewers who work with strict quality controls.

TNS interviewers work on a rotational basis across a wide range of different project types to ensure experienced staff are available at all times.

TNS encourages a mix of cultures, to provide a culturally sensitive team of which many are bilingual to enhance response rates.

All CATI teams are fully supported by supervisory staff to provide ongoing coaching, training and quality monitoring.

Currently we have an operation field force of over 200 in CATI.

Facility:

CATI:

Housed on-site, the modern open-plan 50-booth CATI facility is well situated for researcher briefing, supervision, and support.

Capable of 24-hour operations, seven days per week.

Specialist CATI teams available for agricultural, pharmaceutical and business related projects.

Up to date technology to ensure competitive costs to our clients, for example we have recently installed an autodialer to increase efficiencies.

Quality Processes:

1. Standards:

TNS is ISO accredited and we have a full internal audit process to ensure processes and systems are reviewed annually.

TNS CATI is IQS accredited which entails minimum of 10% of all projects and 10% of all interviewers work to be audited.

We are represented on AMRO (Association of Market Research Organisations) and adhere to these standards.

We operate to ESOMAR (European Society for Opinion and Market Research) Code of Conduct standards.

All of the above ensures we are operating to the highest industry standards.

2. Project Management:

Pilots are conducted on every project, to ensure they flow smoothly.

All interviewers are briefed on all new projects.

3. Monitoring:

CATI

Interviewer auditing is achieved via audio and visual supervision in 'real-time'.

Regular random 'floor-walks' are conducted, which allows high-profile observations.

Constant review of project progress ensures there projects meet quality, time and cost targets.

With a 1:10 Supervisor-Interviewer ratio and a minimum of 10% audit per project sample, quality is maintained at high levels.

General:

TNS Field Operations offers one of the largest field resources in Australasia, with some of the most skilled and knowledgeable field management staff in the research industry.

We pride ourselves on our reputation for transparency, honesty and openness in all our business partnerships.

Conditions of Use of Material

1. TNS New Zealand's name, any name which TNS New Zealand is licensed to use and the names of any of TNS New Zealand's products may not be used without TNS New Zealand's express approval.
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4. The research design and methodologies prepared and employed by TNS New Zealand remains its property and may not be copied or published.

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Storage of Materials

Unless otherwise specified, TNS New Zealand shall hold all questionnaires and field records for a period of three months and electronic records for a period of not less than two years

Respondent Confidentiality

To preserve confidentiality of respondents, video tapes of the qualitative research process supplied to clients are for internal company use only and must not be exposed to public scrutiny or be used in any way in the public arena. The tape mechanism must be destroyed before disposal.