

Passenger Rail Service

Market Research Results
November 2010

Agenda

- ▶ Research background
- ▶ Summary of findings
 - Public transport
 - Usage of proposed rail service
- ▶ Concluding comments

Research Background

- ▶ Determine residents' support for public transport and the proposed rail service
- ▶ Telephone survey of Waikato residents covering:
 - Attitudes towards public transport
 - Travel behaviour (to Auckland)
 - Attitudes towards proposed rail service
 - Willingness to pay

Method

- ▶ 11 minute telephone survey
 - Pilot testing: 6th October (43 surveys)
 - Interviewing: 14th October – 8th November
- ▶ N=1155 residents, randomly selected
 - Maximum margin of error +/-2.88%
- ▶ Six core areas
 - Hamilton (650), Huntly (101), Ngaruawahia (101), Cambridge (101), Te Awamutu (101), North Waikato (101)

Displaying Differences

▶ Statistically greater @ 95% C.I.



▶ Statistically lower @ 95% C.I.



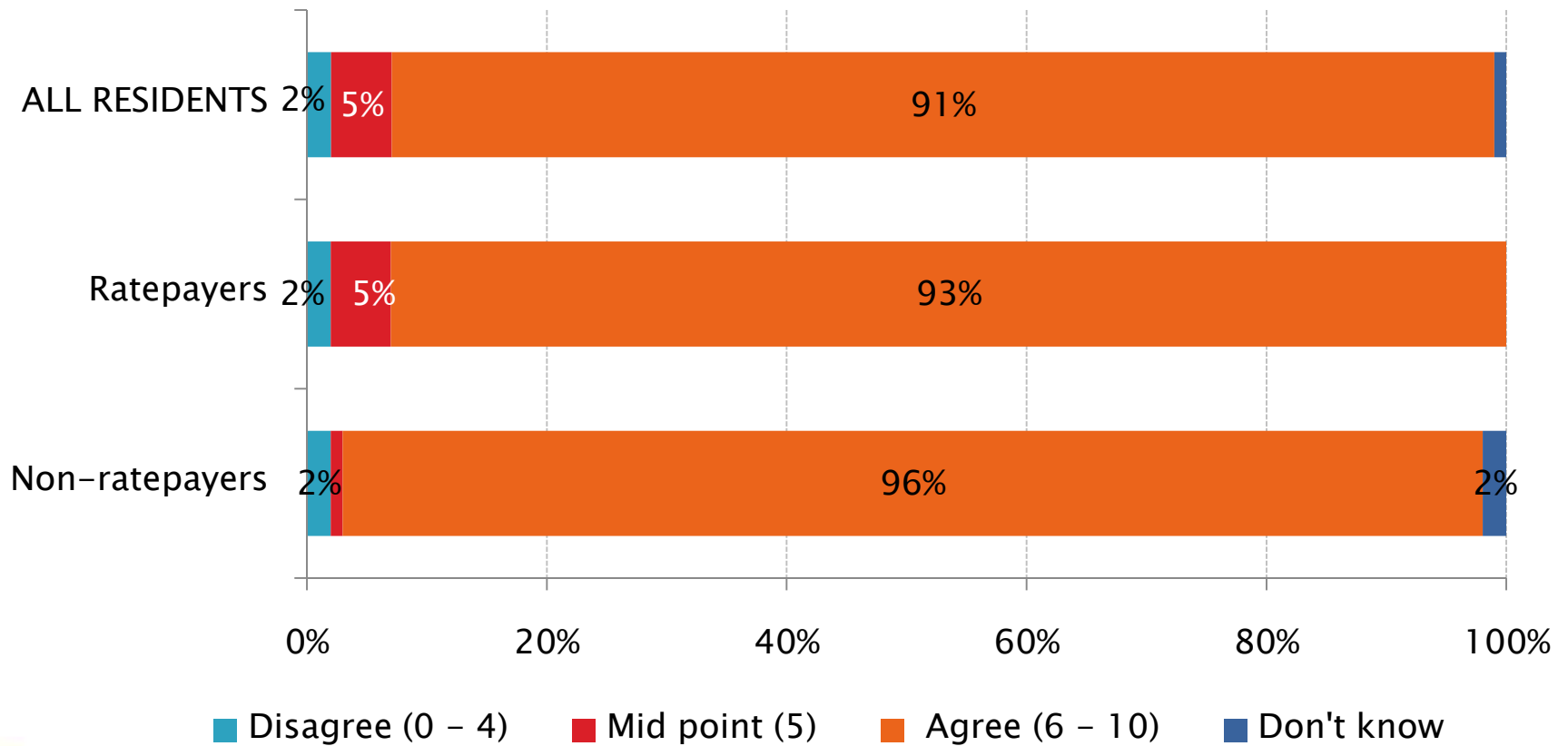
Public Transport

- » Attitudes to Public Transport
- » Support for Rail Service
- » Funding of Rail Service

Support for Public Transport

Support for Public Transport in the Region

0 (Completely disagree) - 10 (Completely agree)



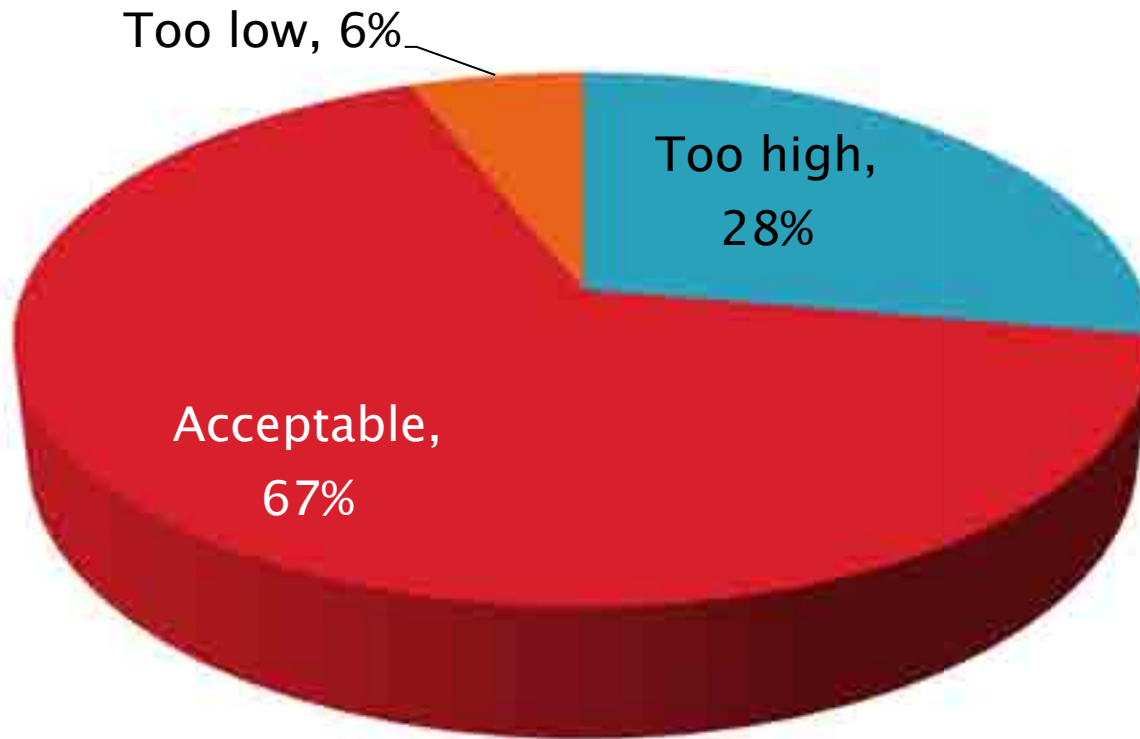
Q: I'm going to read out a few statements, about Public Transport, as I do can you please tell me how much you agree or disagree with each statement using a 0 - 10 scale where 0 is completely disagree and 10 is completely agree

Base: Hamilton, Huntly and Ngaruwahia residents

All residents, n=852, Ratepayers n=748, Non-ratepayers n=104

Funding of Public Transport

Acceptance of \$127.00 rate per annum for Public Transport Funding

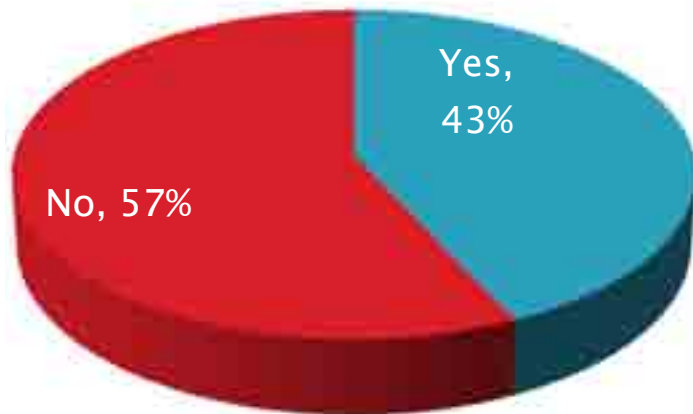


Q: The average Environment Waikato rate per property for public transport services in Hamilton is \$127.00 PER ANNUM? Do you think this amount is...

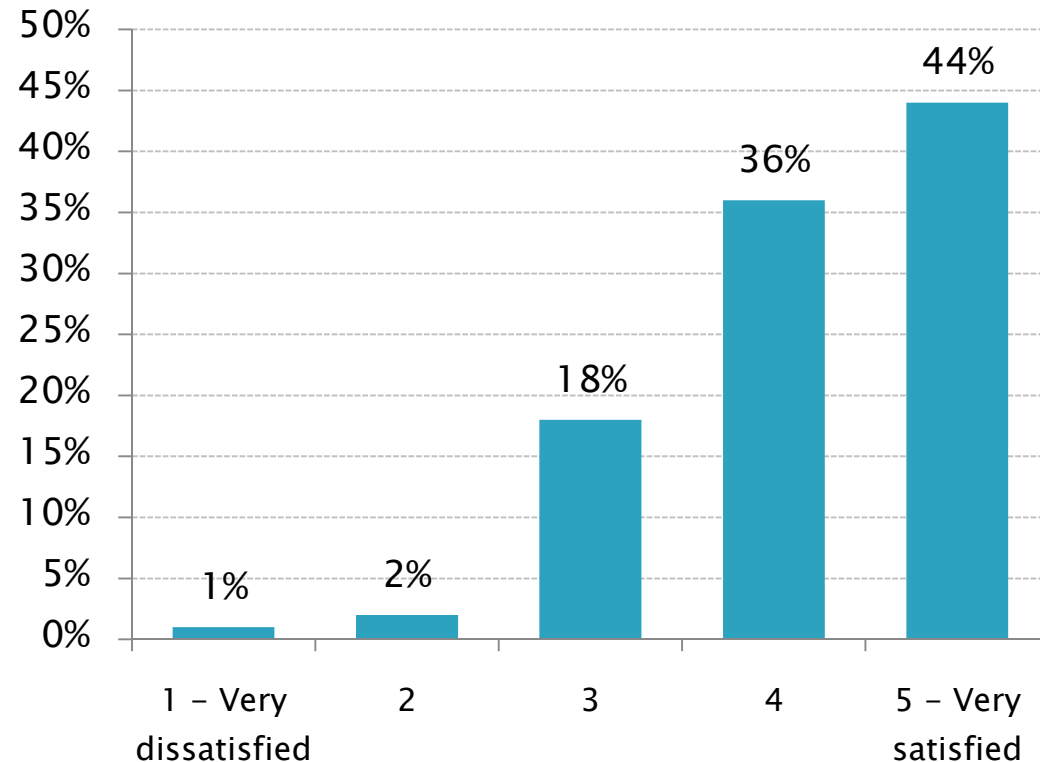
Base: Hamilton residents only n=650

Usage of Public Transport

Usage of Bus Service



Satisfaction with Bus Service



Q: Have you used a public bus service in the last six months including services such as the Orbiter?

Base: Hamilton, Huntly and Ngaruwahia residents n=852

Q: Using a 1 - 5 scale where 1 means not at all satisfied and 5 means very satisfied how would you rate your satisfaction with the bus services?

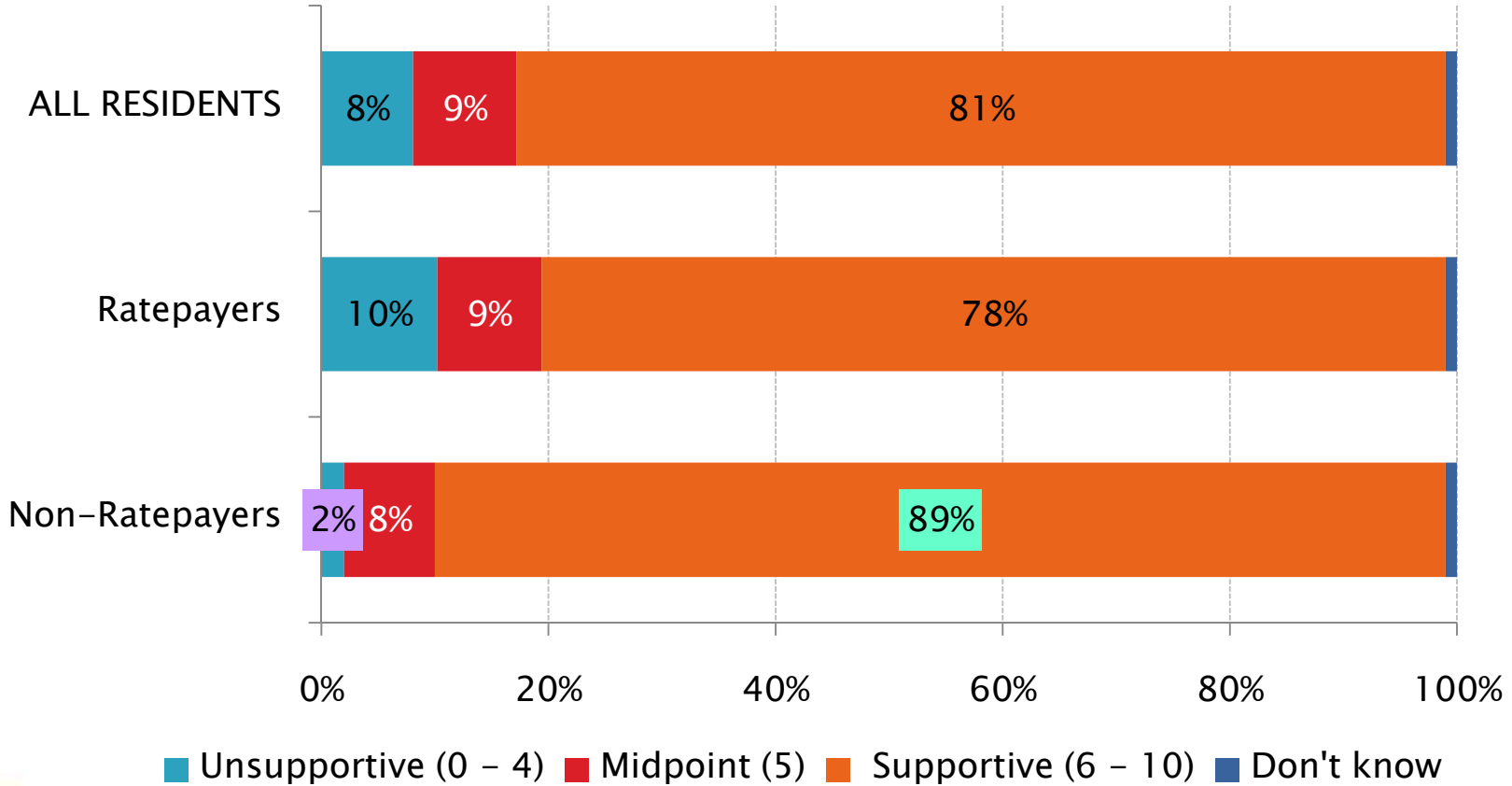
Usage Base: Hamilton, Huntly and Ngaruwahia residents n=852

Satisfaction Base: All bus users n=369

Support for Rail Service

General Support for Rail

0 (Not at all supportive) – 10 (Extremely supportive)



Q:I'd like you to think about a possible passenger rail service between Hamilton to Auckland. Using a 0 – 10 scale, where 0 is not at all supportive and 10 is extremely supportive, how supportive or unsupportive are you of such a service?

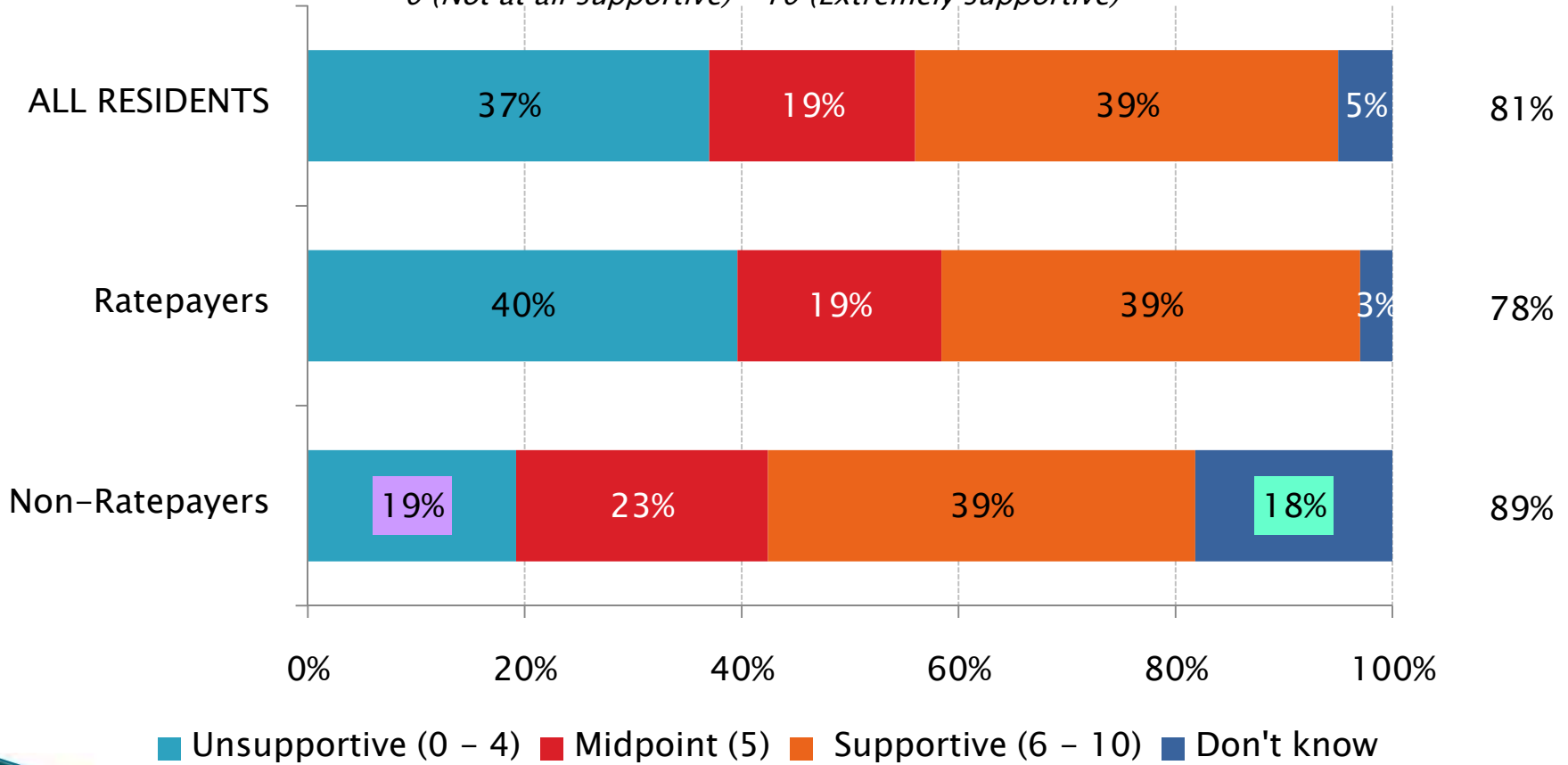
Base : All residents n=1155, Ratepayers n=1011, Non-ratepayers n=144

Funding of Rail Service

Support for Funding Rail via Rates

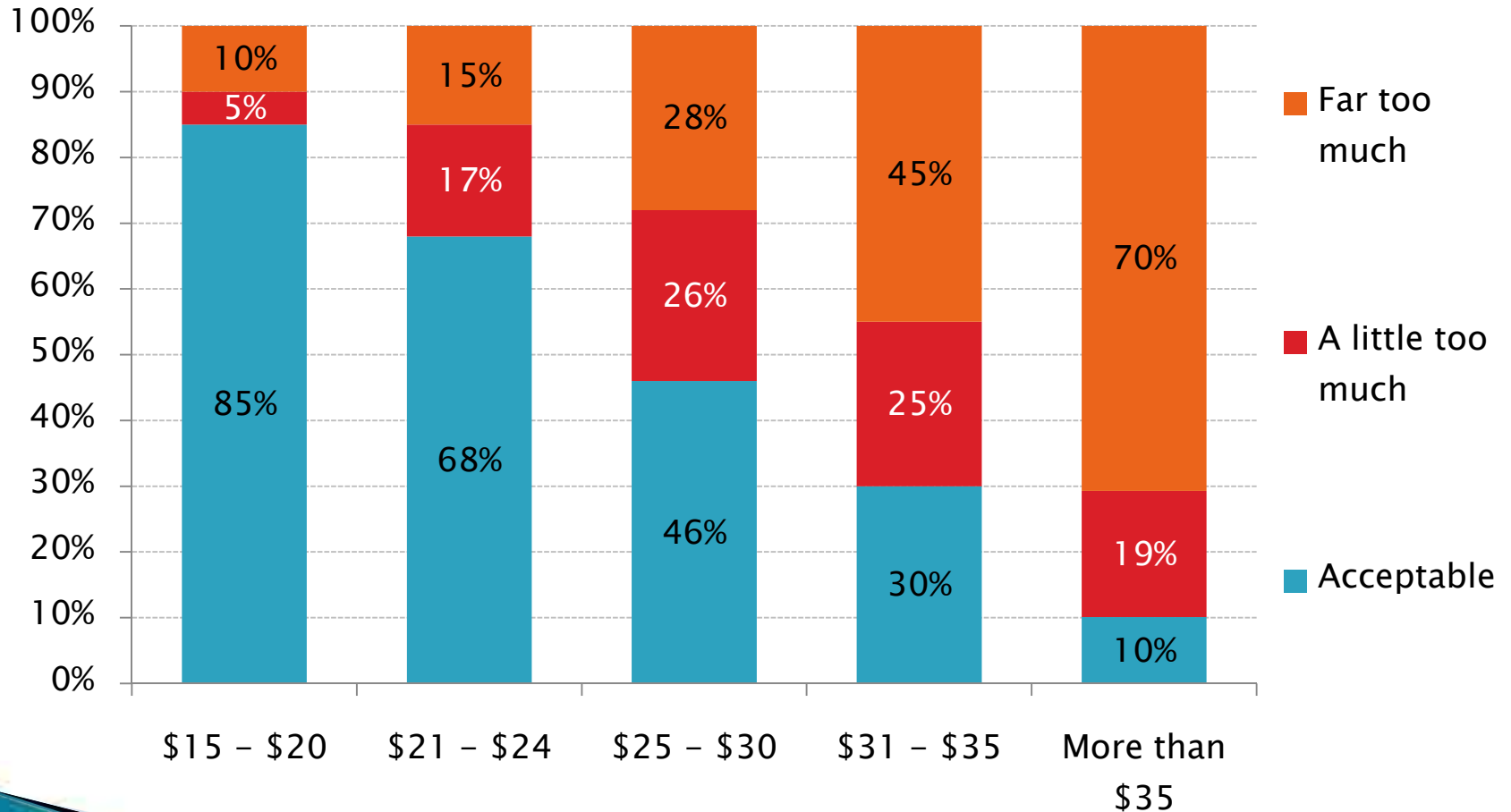
0 (Not at all supportive) – 10 (Extremely supportive)

GENERAL SUPPORT



Willingness to Pay: Amount

PER ANNUM Rates Increase to Funding Rail



As previously mentioned, public transport services are funded through central government funding, user fares and council rates. I am going to read out some amounts that could be added ON TOP OF YOUR CURRENT RATES if a rail service was implemented between Hamilton and Auckland. As I read these out, can you please tell me if you think this amount is acceptable, a little too high or far too high?
Base: All residents n=1155

Rail Service Usage

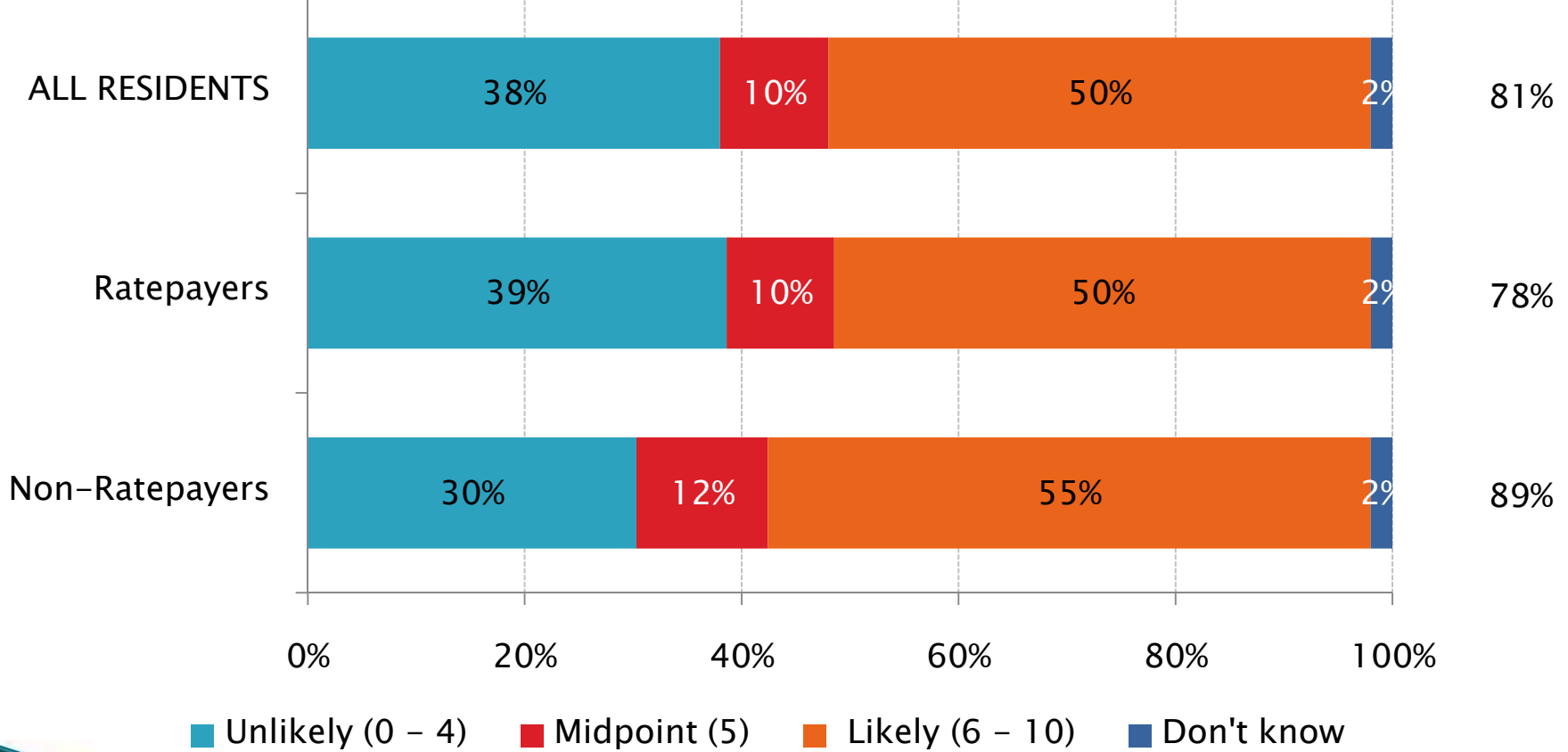
- » Intention to Use Rail Service
- » Usage Occasion
- » Fares

Intention to Use Rail Service

GENERAL SUPPORT

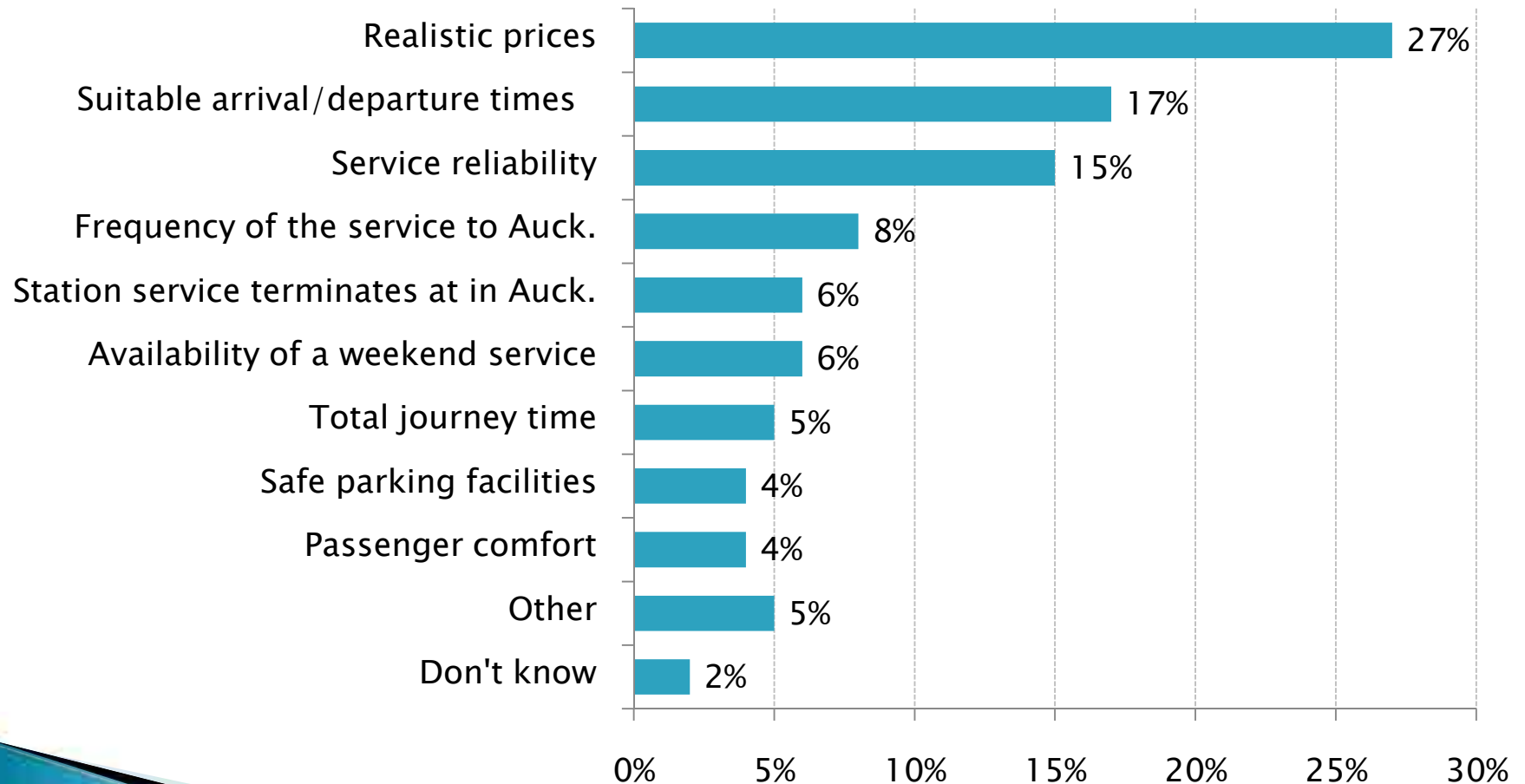
Usage of Rail Service

0 (Extremely unlikely to use service) - 10 (Extremely likely to use service)



Usage Influencers

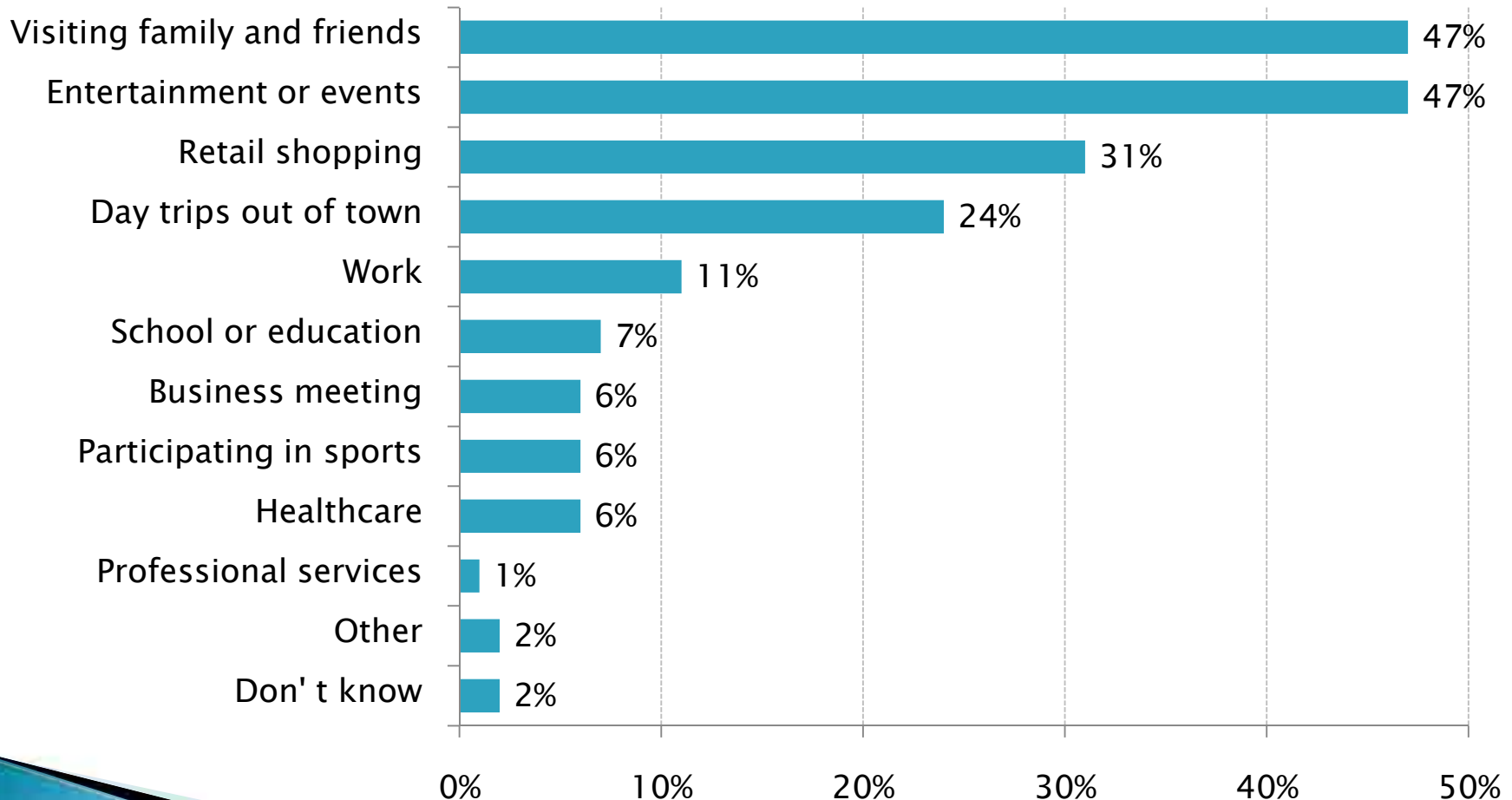
Considerations for Using the Rail Service



Q: Which ONE of these reasons do you think would have the greatest influence on your decision to use the rail service in the future?
Base: All those who would use the rail service n=720

Usage Occasions

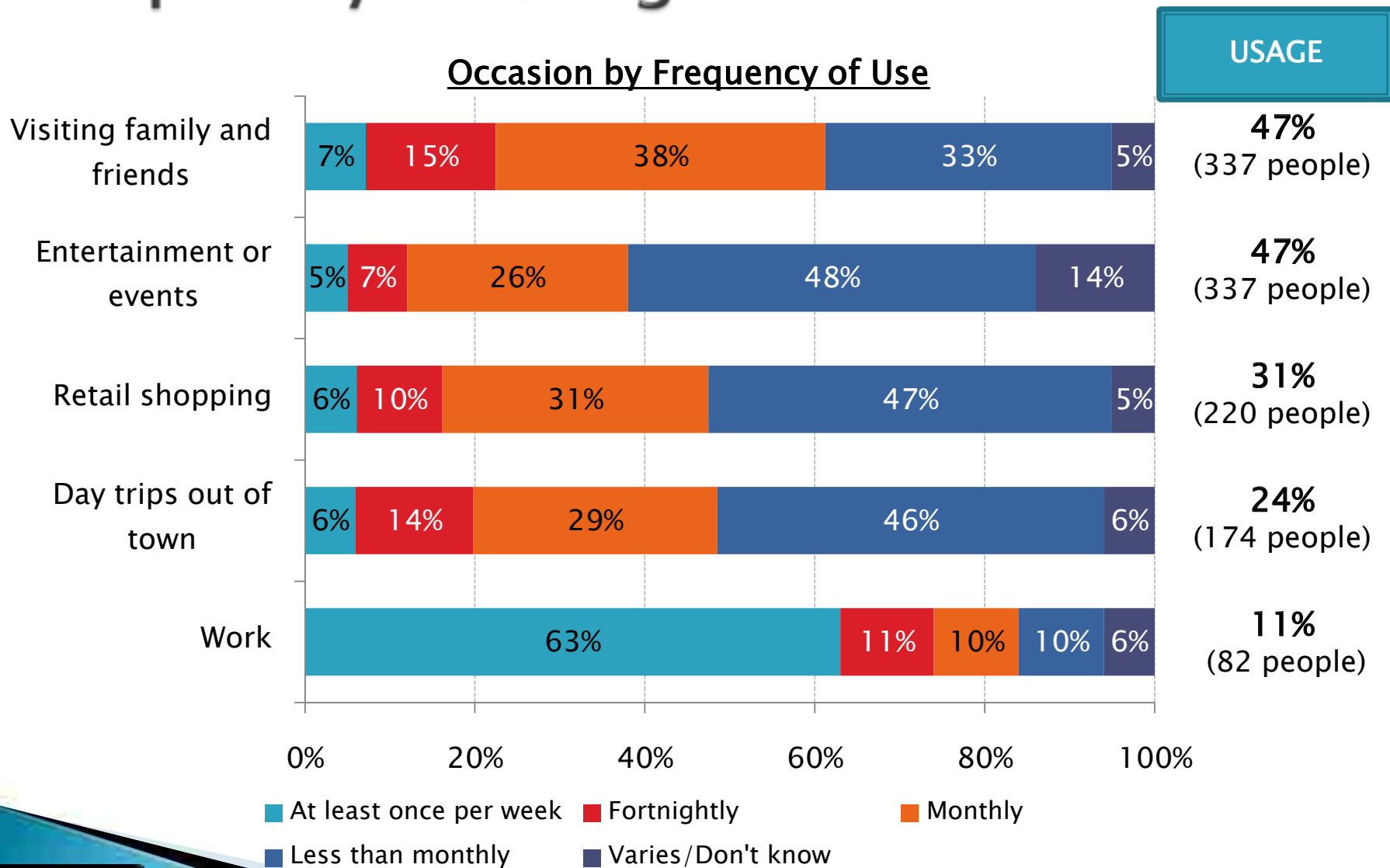
Reasons for Using the Rail Service



Q: Of the occasions we have just run through, what would be the top two occasions you use this rail service for...?

Base: All those who would use the rail service n=720

Frequency of Usage

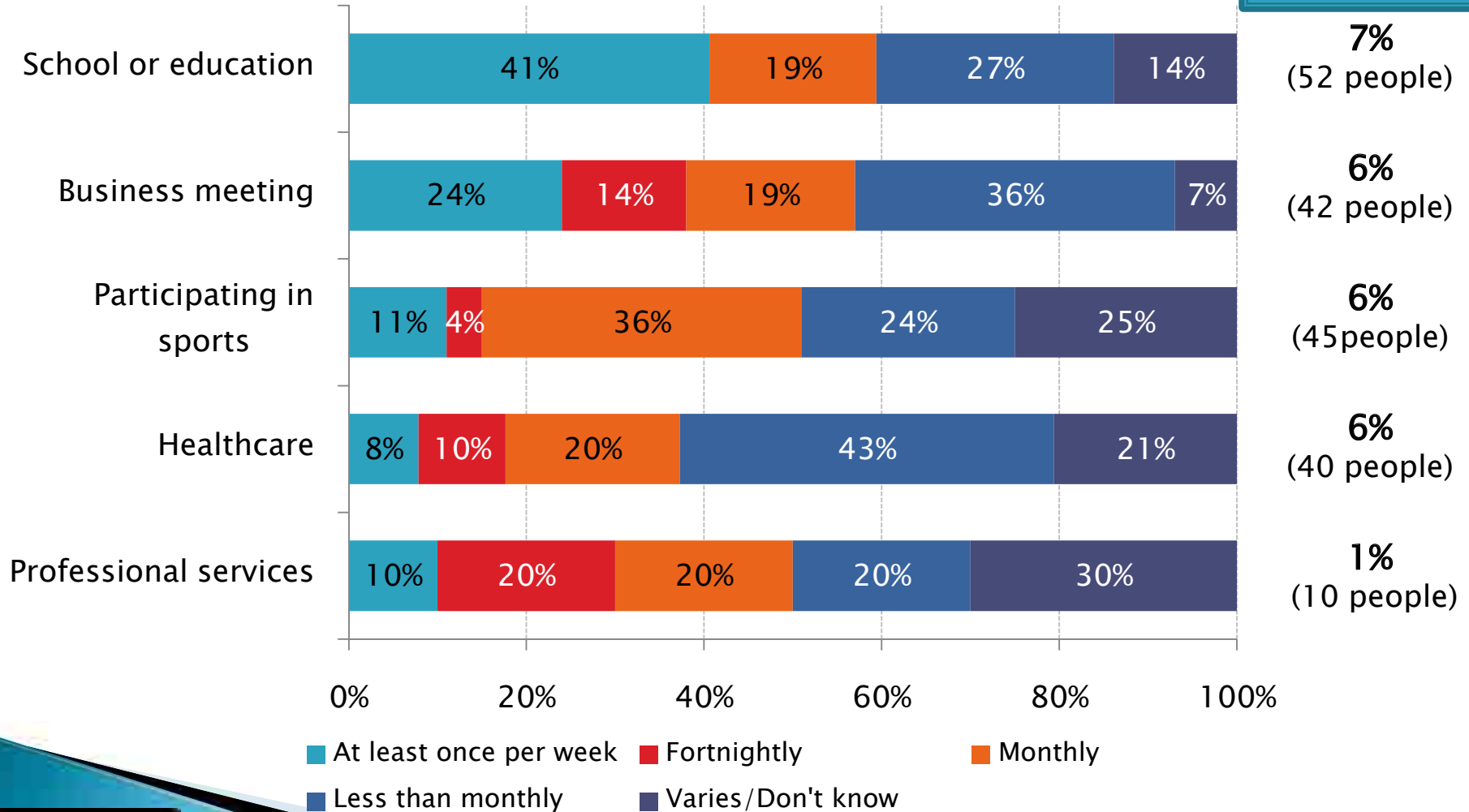


USAGE

Frequency of Usage cont...

Occasion by Frequency of Use

USAGE



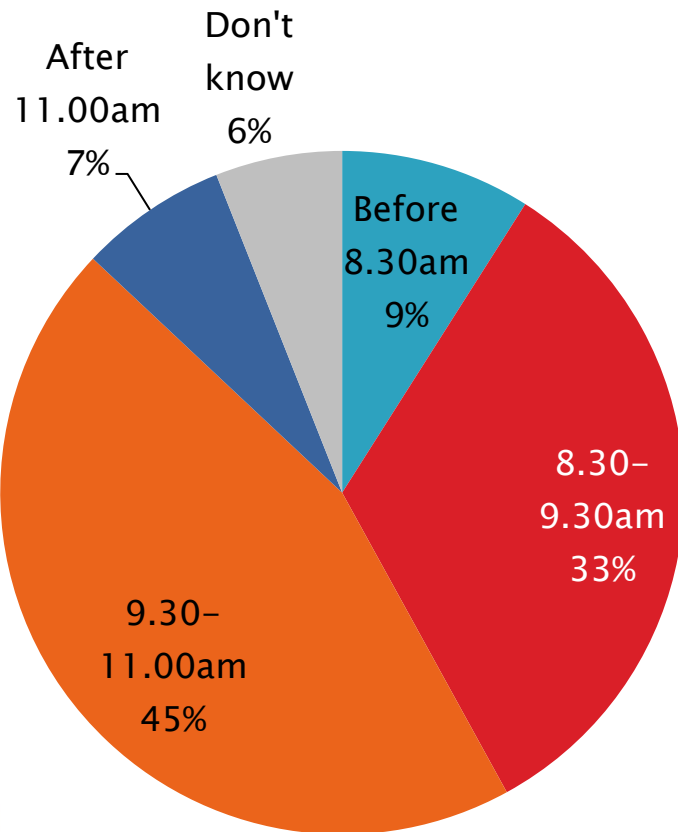
■ At least once per week
 ■ Fortnightly
 ■ Monthly
■ Less than monthly
 ■ Varies/Don't know

Q: How often do you think you or someone in your household would use the rail service for...
 Base: Varies with occasion, refer chart

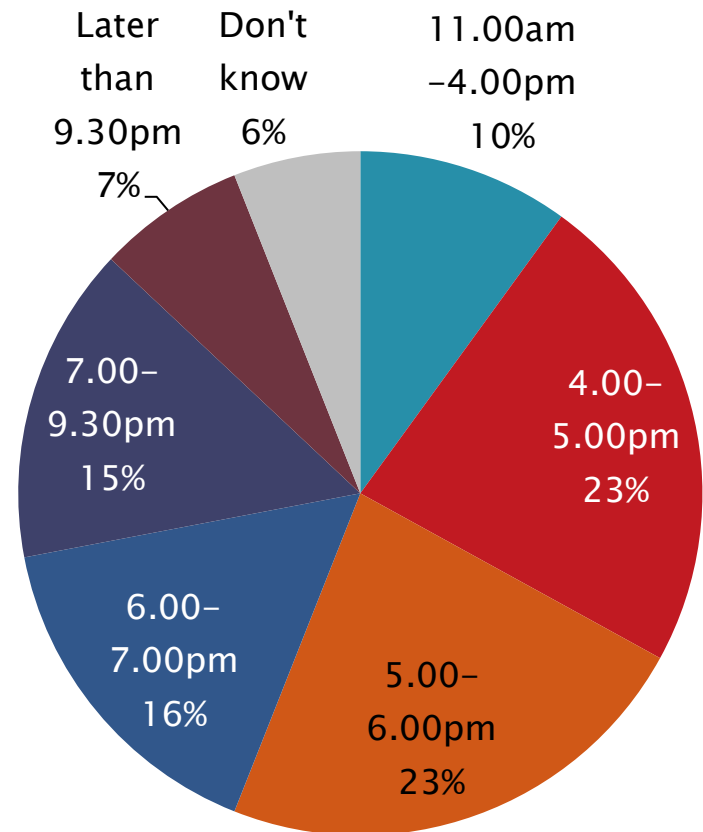
Arrival and Departure Times

Visiting Family and Friends

Arrival in Auckland



Departure from Auckland



Q: What time would you like the rail service to ARRIVE in Auckland if you were just going there for...

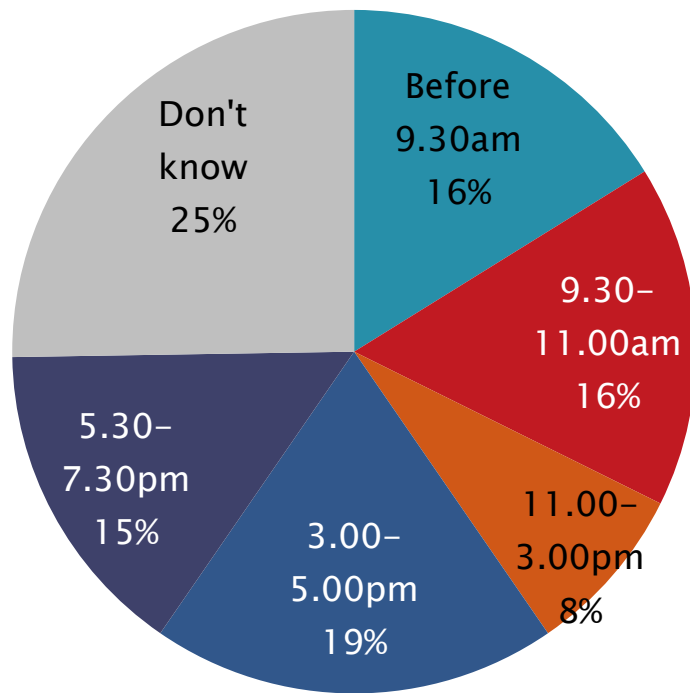
Q: What time would you like the rail service to DEPART from Auckland if you were just going there for...

Base: All those who would use the rail service for visiting family and friends, n=337

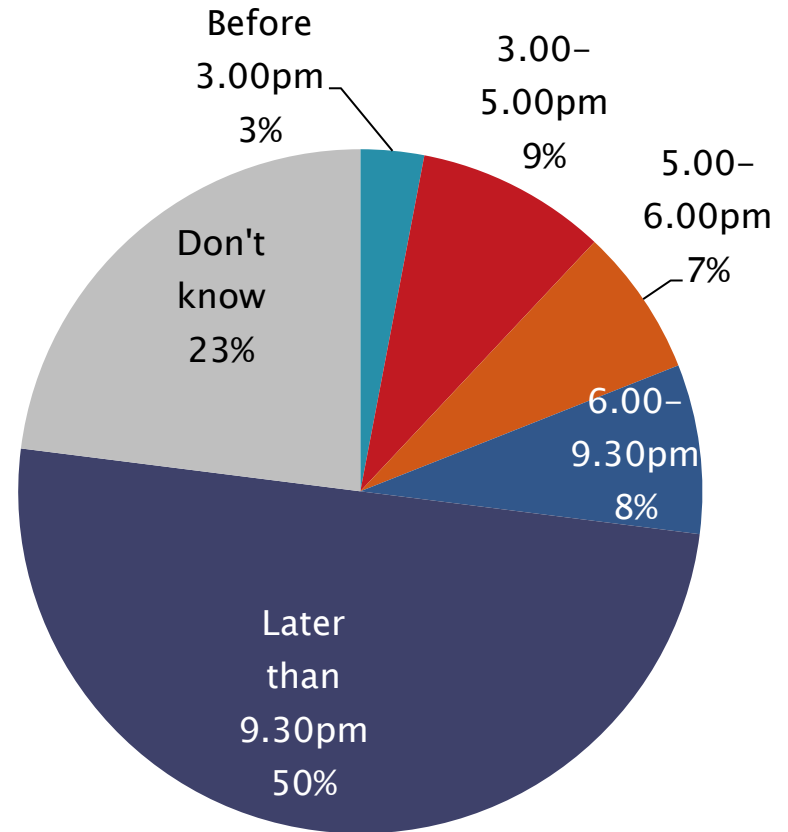
Arrival and Departure Times

Entertainment

Arrival in Auckland



Departure from Auckland



Q: What time would you like the rail service to ARRIVE in Auckland if you were just going there for...

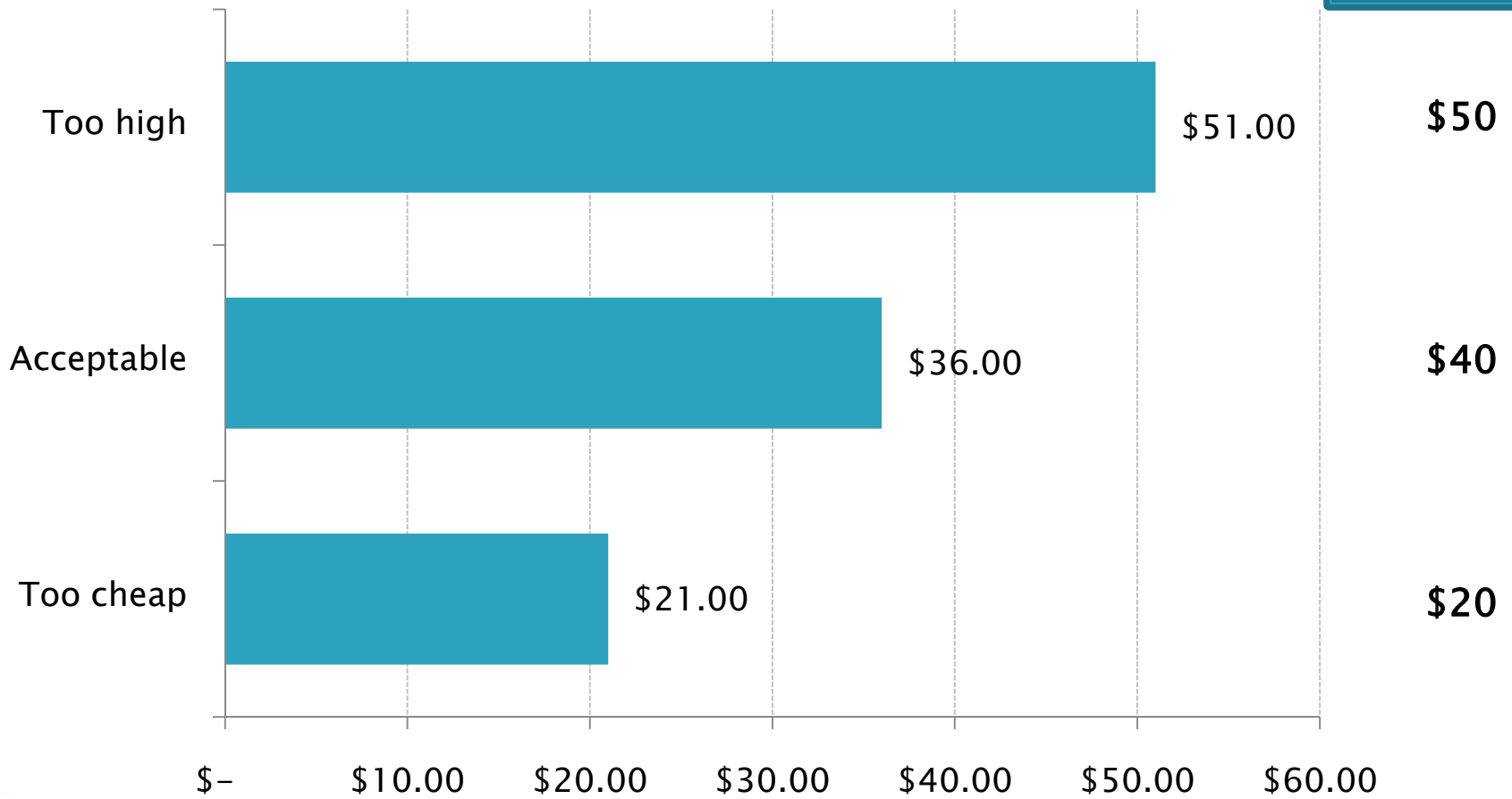
Q: What time would you like the rail service to DEPART from Auckland if you were just going there for...

Base: All those who would use the rail service for entertainment, n=337

Fares

Average Return Fares for Rail Service

MODE



The next set of questions are about the price of a RETURN fare between Hamilton and Auckland on a rail service. For reference, the average price for a RETURN fare BY BUS between Hamilton and Auckland is \$40. With that in mind, can you please tell me the price you think would be [acceptable, too cheap, too high] for a RETURN fare between Hamilton and Auckland on a rail service.

Base: All those who will use the rail service (don't know responses removed) Too high n=686, Acceptable n=684, Too cheap n=634

Concluding Comments

»» Summary

»» Questions

Summary of Results

- ▶ Strong support for public transport
- ▶ Strong general support for rail
 - Willingness to fund through rates is lower than general support
 - Intention to use is lower than general support
- ▶ Most acceptable rate increase is between \$15 – \$20
 - Reasonable acceptance of \$21 – \$24

Key Indicators for Design

- ▶ Main purpose is social
 - 'Entertainment' and 'visiting family/friends' key usage occasions
- ▶ Majority of use for these two occasions is monthly or less
- ▶ Main times for usage are:
 - Arrive in Auckland 8.30am – 11am
 - Depart from Auckland 5.00pm – 9.30pm (visiting family and friends)
9.30pm onwards (entertainment)
- ▶ Average 'acceptable' fare \$36
- ▶ Service deliver on realistic prices, timing of service and reliability

Questions