



NZ TRANSPORT AGENCY
WAKA KOTAHI

NZ Transport Agency

Kapiti Coast Survey

A Colmar Brunton Report - December 2009

Background and objectives

Colmar Brunton was commissioned by the New Zealand Transport Agency (NZTA) to find out what Kapiti residents think of potential routes for the extension of the State Highway 1 Expressway (from MacKays Crossing to Peka Peka). There are three main potential routes for this expressway: the Western Link Road option, Eastern option and Western option.

This survey took place after initial consultation with Kapiti residents was complete due to the tremendous response received by NZTA (consultation formally closed on 30 October 2009). NZTA felt that to better serve the Kapiti community, another consultation was needed to allow for further feedback from residents on this important matter.

As such, this research was undertaken and findings will be considered (along with other consultation activities) by the NZTA Board in its deliberations on the proposed expressway. Other considerations include: economic development, safety, access, public health, and environmental sustainability, as well as relevant government and regional strategies.



Methodology



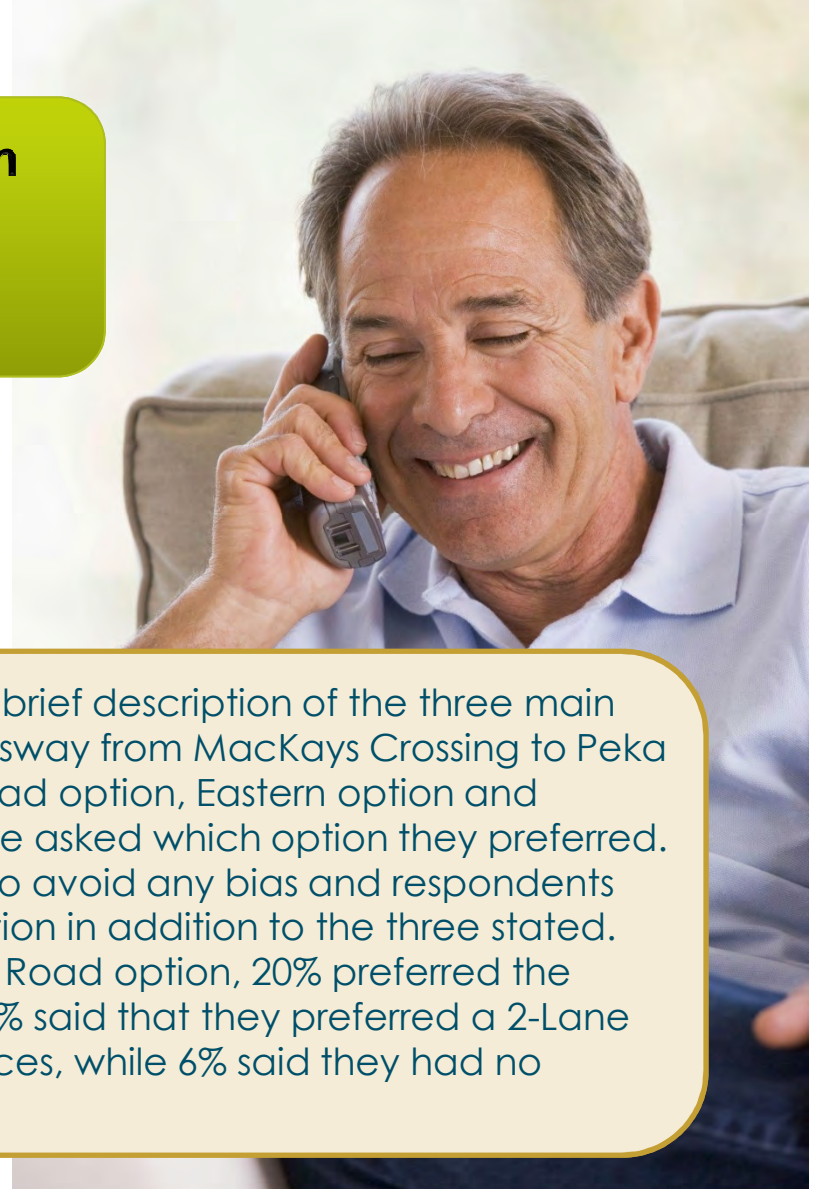
- 1000 interviews were conducted with residents from Kapiti Coast District aged 15 years and older using CATI (Computer Assisted Telephone Interviewing). Household telephone numbers were randomly generated from public listings and fieldwork took place between 12 November and 23 November 2009.
- A final response rate of 62% was achieved.
- All results have been post-weighted by age and gender to accurately represent the Kapiti Coast District's population (as per the 2006 New Zealand Census statistics).
- It should be noted that unweighted bases are presented under each question – this gives an indication of the number of respondents who were asked each questions. All percentages are weighted so they are representative.
- The maximum margin of error at the total sample size is +/-3.1% (at the 95% confidence level). Unless stated otherwise, all subgroup analysis in this report are statistically significant at the 95% confidence level.

Executive Summary

49% prefer Western Link Road option
20% prefer Eastern option
13% prefer Western option

Preferred option

During the survey, Kapiti residents were provided with a brief description of the three main potential routes for the proposed State Highway 1 expressway from MacKays Crossing to Peka Peka. These three options included the Western Link Road option, Eastern option and Western option. Following this description, residents were asked which option they preferred. Each option was read out in a randomised order so as to avoid any bias and respondents were also given the opportunity to provide a further option in addition to the three stated. Nearly half (49%) of residents preferred the Western Link Road option, 20% preferred the Eastern option, 13% preferred the Western option and 7% said that they preferred a 2-Lane Western Link Road. A further 10% stated other preferences, while 6% said they had no preference and 1% were unsure.



Executive Summary (cont'd)

Least impact on the community featured as the main reason for choosing their preferred option.

Reasons for choosing preferred option

Respondents were then asked why they preferred the option that they had chosen and more than one reason was allowed. Respondents who provided more than one reason were then asked to state which one was their main reason. Below is a summary of the top three reasons for each option and in bold is the main reasons stated for each option.

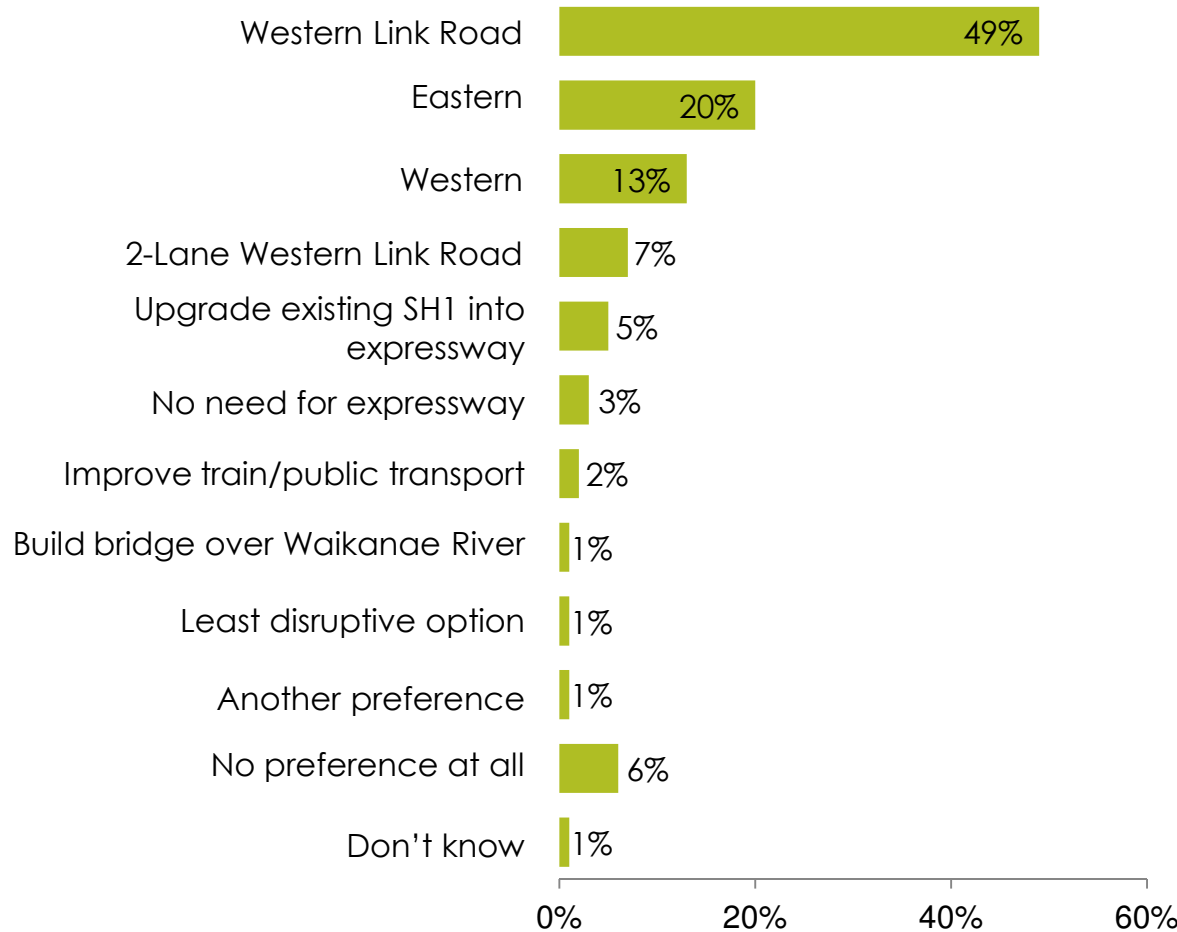
Western Link Road (n=527)	Eastern (n=183)	Western (n=112)	2-Lane Western Link Road (n=81)
Least impact on properties (37%)	Least impact on community (38%)	Least impact on community (21%)	Least impact on community (38%)
Least impact on community (34%)	Least impact on properties (31%)	Least impact on properties (21%)	Least impact on properties (23%)
There is already designated land and resources (25%)	It follows the existing highway (18%)	It will solve current bottleneck issues (17%)	Don't particularly want an expressway (19%)



Preferences of residents from Kapiti Coast District

Half (49%) of Kapiti Coast District residents prefer the Western Link Road option, 1 in 5 (20%) prefer the Eastern option, and only 13% prefer the Western option

Which option do you prefer?



Western Link Road

Kapiti residents who are aged 70 years or older are more likely than average to prefer this option (63% cf. 49%).

Eastern option

Kapiti who are aged 70 years or older are less likely than average to prefer this option (12% cf. 20%).

2-Lane Western Link Road option

Kapiti residents who are aged between 40 to 69 years old are more likely than average to prefer this option (10% cf. 7%).

Residents who live in Paraparaumu are less likely than average to prefer this option (4% cf. 7%).

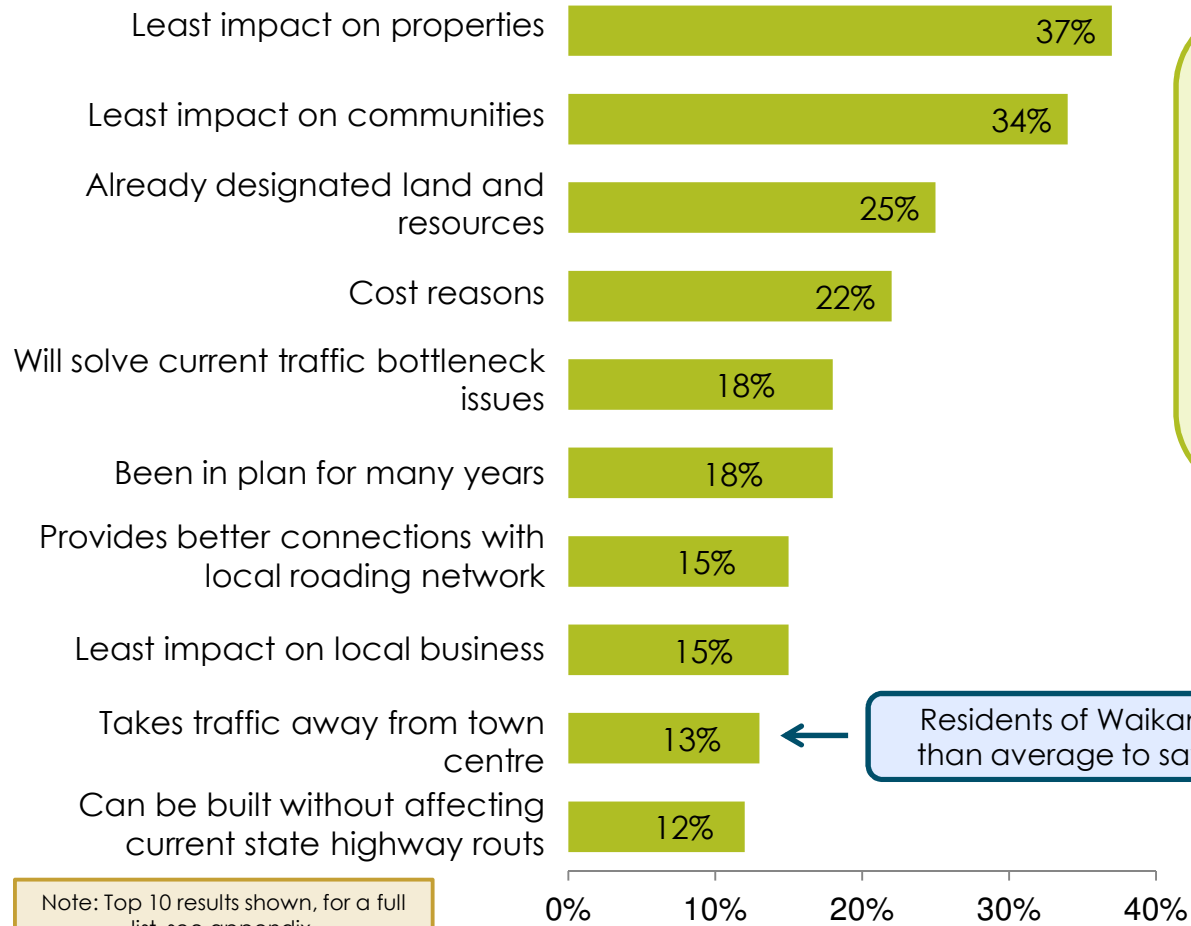
Improve train/public transportation

Paekakariki residents are more likely than average to prefer this option (14% cf. 2%).

Note: Responses do not add to 100% as some respondents may have mentioned a combination of options when answering 'other'.

Residents who prefer the **Western Link Road** option do so because it has the least impact on properties (37%) and the community (34%) and because there is already designated land and resources (25%)

Why do you prefer this option?



Residents who prefer the Western Link Road are more likely than average to say that they prefer this option for the following reasons:

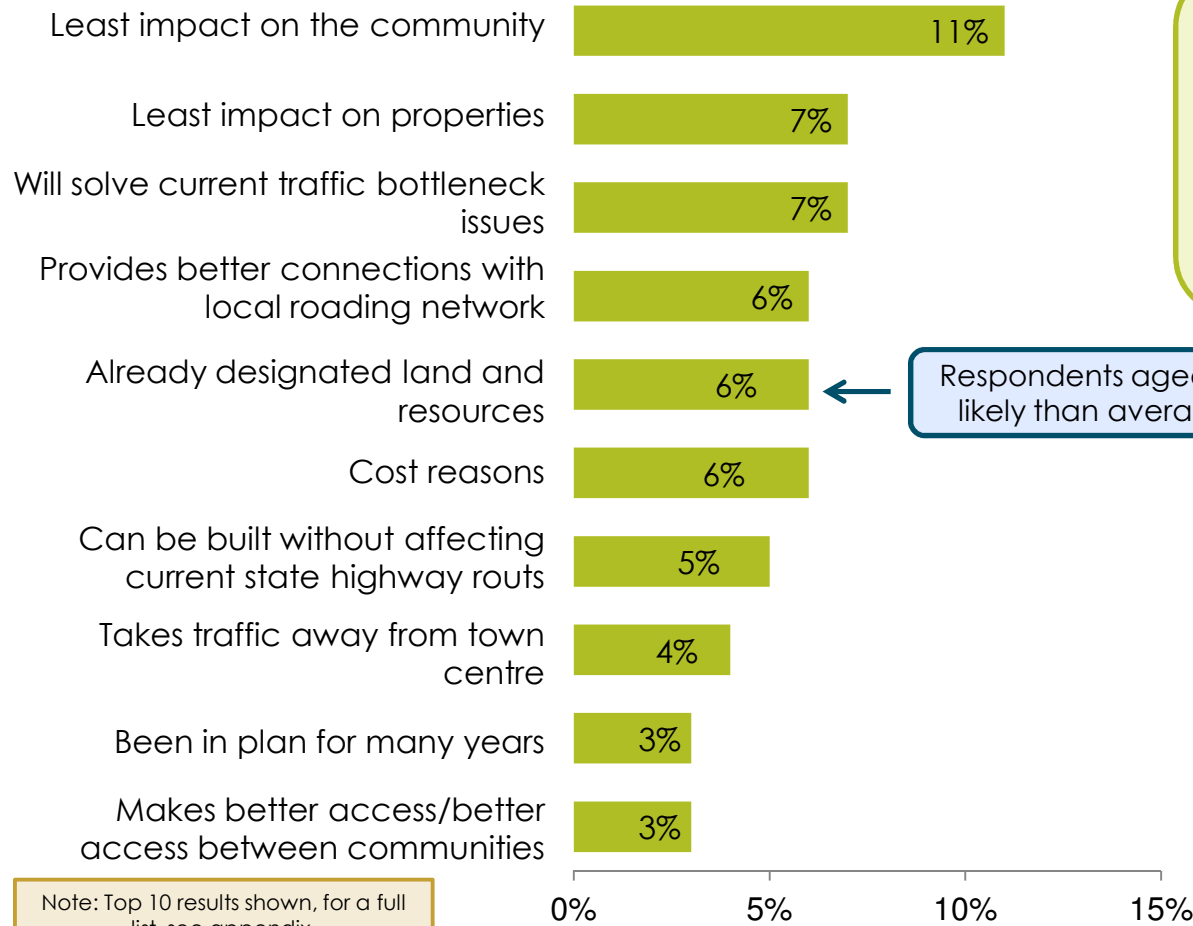
- cost (22% cf. 18%)
- been in plan for many years (18% cf. 10%)
- least impact on business (15% cf. 11%)
- already designated land and resources (25% cf. 15%).

Residents of Waikanae are more likely than average to say this (20% cf. 13%).

Note: Top 10 results shown, for a full list, see appendix.

However, respondents who prefer the **Western Link Road** option say their main reason for choosing this is because it has the least impact on the community (11%), on properties (7%) and because it will solve current traffic issues (7%)

Can you tell me which of these is your main reason for preferring that option?



Residents who prefer the Western Link Road are more likely than average to say that their main reason for choosing this option is because:

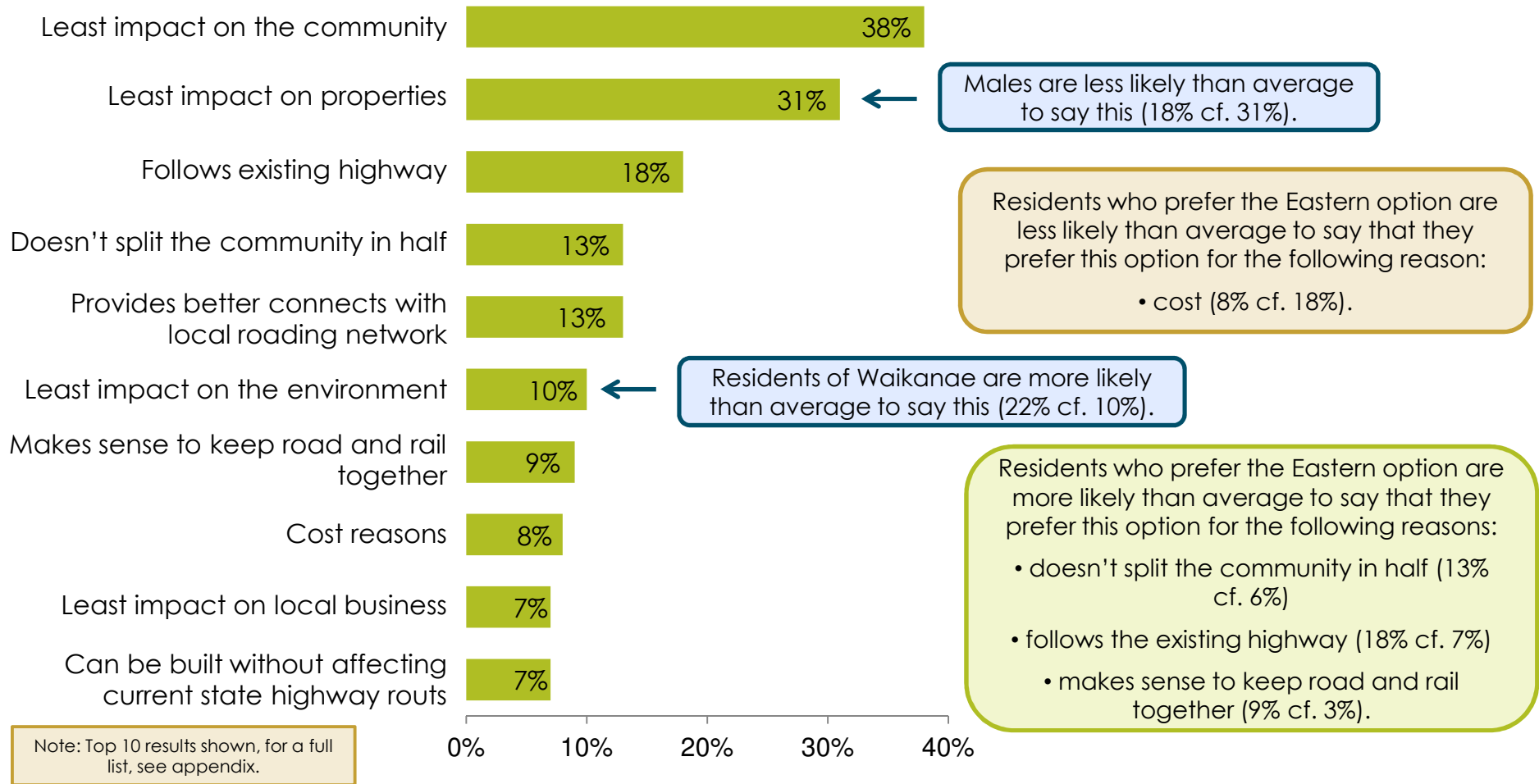
- it can be built without affecting current state highway routs (5% cf. 3%)
- there is already designated land and resources (6% cf. 4%).

Respondents aged 70 years or older are less likely than average to say this (1% cf. 6%).

Note: Top 10 results shown, for a full list, see appendix.

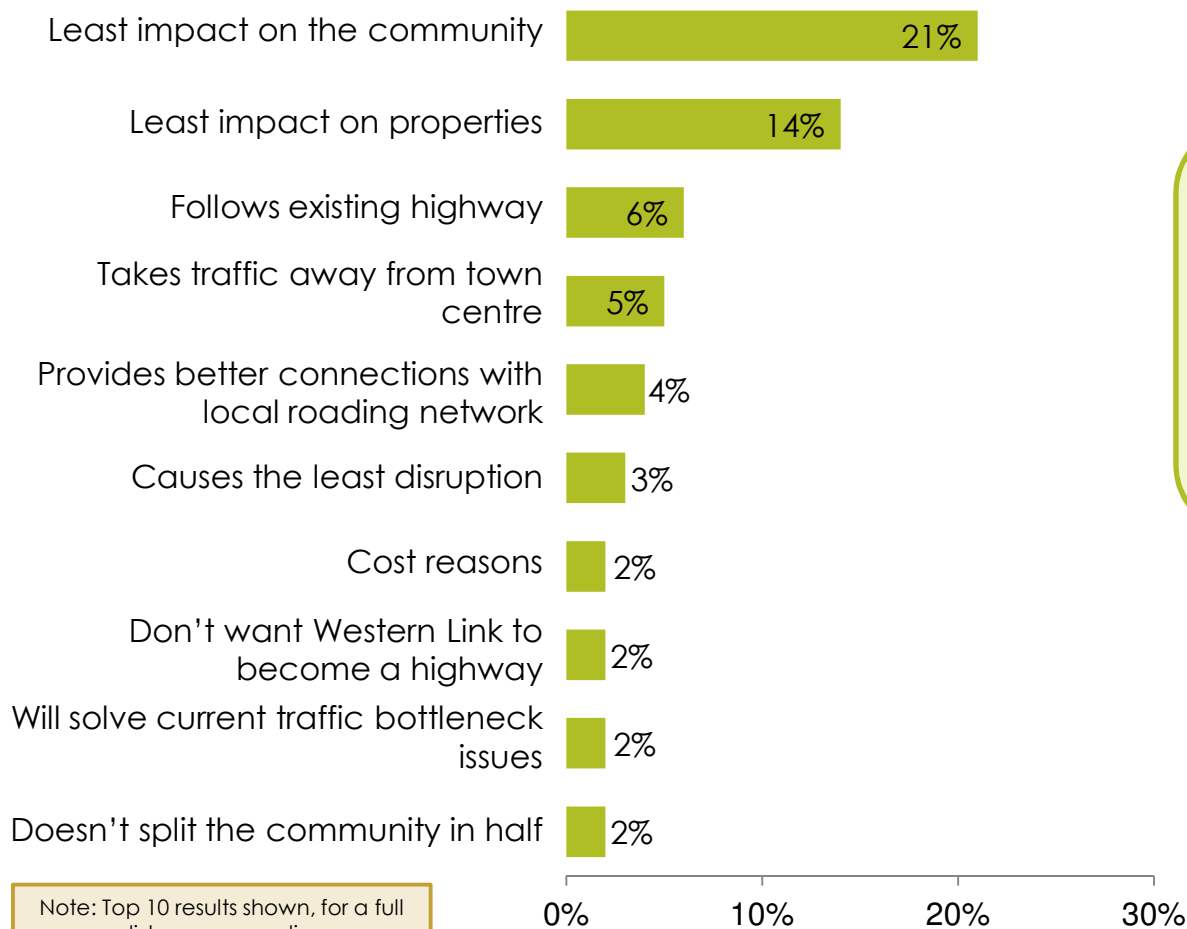
Residents who prefer the **Eastern** option do so because it has the least impact on the community (38%) and properties (31%) and because it follows the existing highway (18%)

Why do you prefer this option?



Similarly, respondents who prefer the **Eastern** option say their main reason for choosing this is because it has the least impact on the community (21%), the least impact on properties (14%) and because it follows the existing highway (6%)

Can you tell me which of these is your main reason for preferring that option?

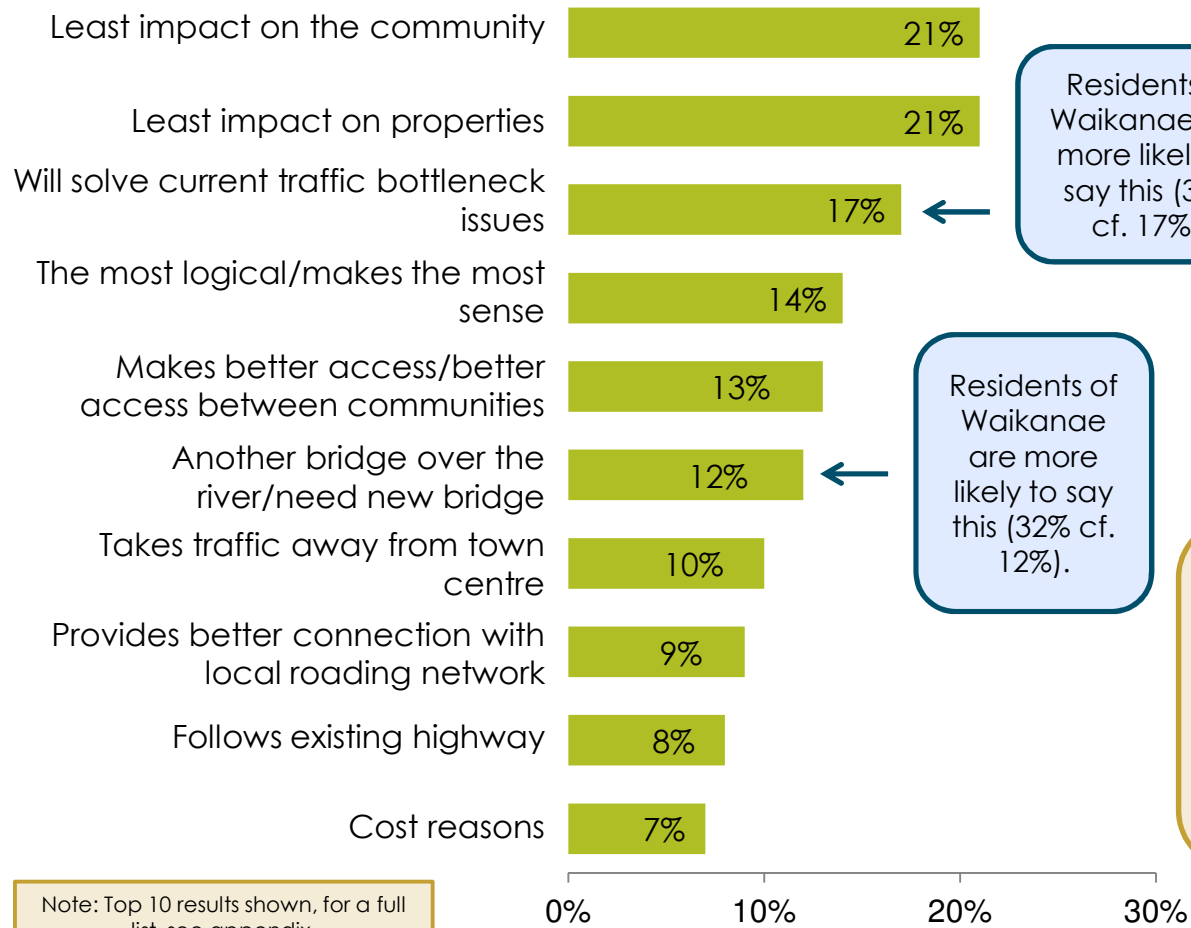


Residents who prefer the Eastern option are more likely than average to say that their main reason for choosing this option is because:

- it has the least impact on the community (21% cf. 13%)
- it has the least impact on properties (14% cf. 9%)
- it follows existing highway (6% cf. 2%).

Residents who prefer the **Western** option do so because it has the least impact on the community (21%), the least impact on properties (21%) and because it will solve current traffic issues (17%)

Why do you prefer this option?



Residents of Waikanae are more likely to say this (35% cf. 17%).

Residents of Waikanae are more likely to say this (32% cf. 12%).

Residents who prefer the Western option are more likely than average to say that their main reason for choosing this option is because:

- the most logical/makes the most sense (14% cf. 7%)
- makes better access/better access between communities (13% cf. 6%)
- another bridge over the river (12% cf. 5%).

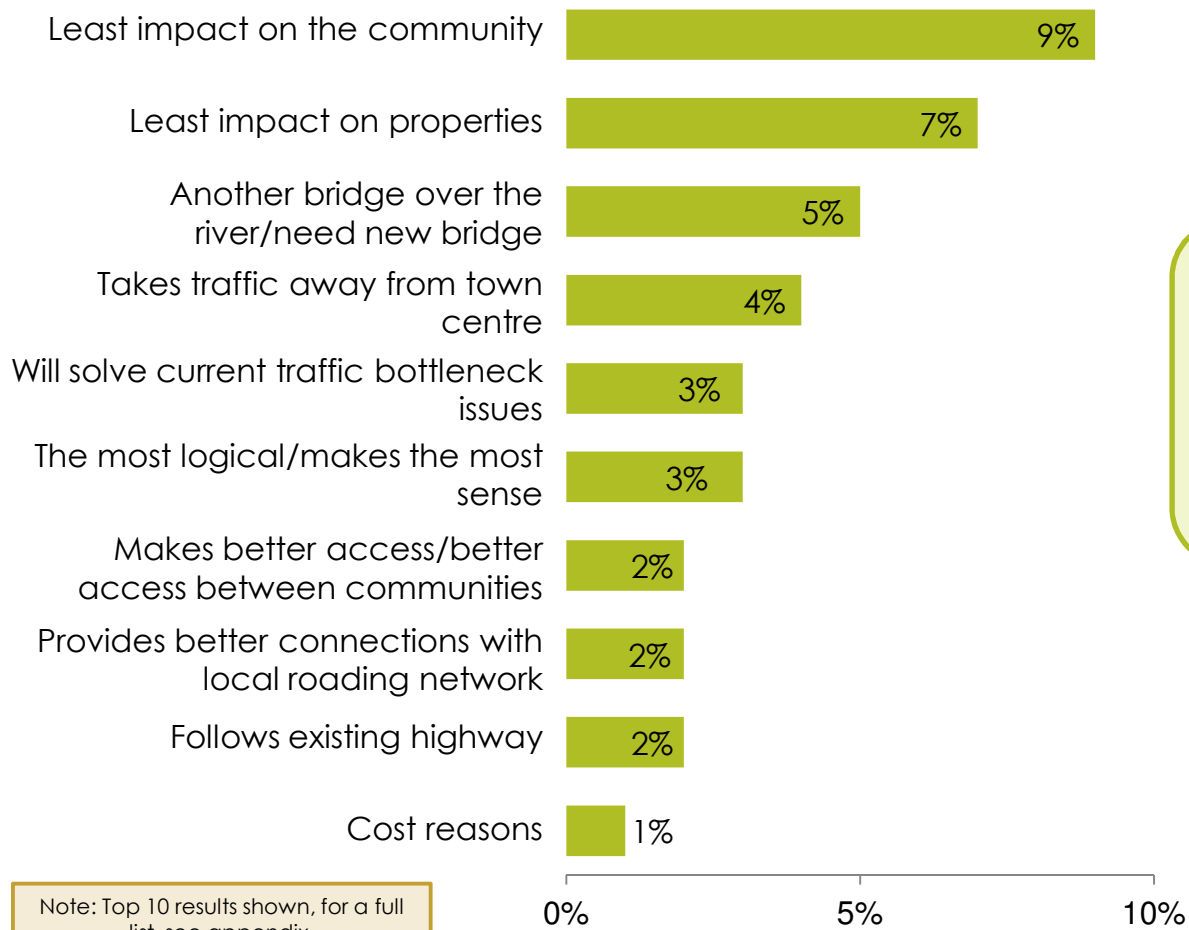
Residents who prefer the Western option are less likely than average to say that they prefer this option for the following reason:

- least impact on the community (21% cf. 33%)
- least impact on properties (21% cf. 32%)
- cost reasons (7% cf. 18%).

Note: Top 10 results shown, for a full list, see appendix.

However, respondents who prefer the **Western** option say that their main reason for choosing this is because it has the least impact on the community (9%), the least impact on properties (7%) and because there will be another bridge over the river (5%)

Can you tell me which of these is your main reason for preferring that option?



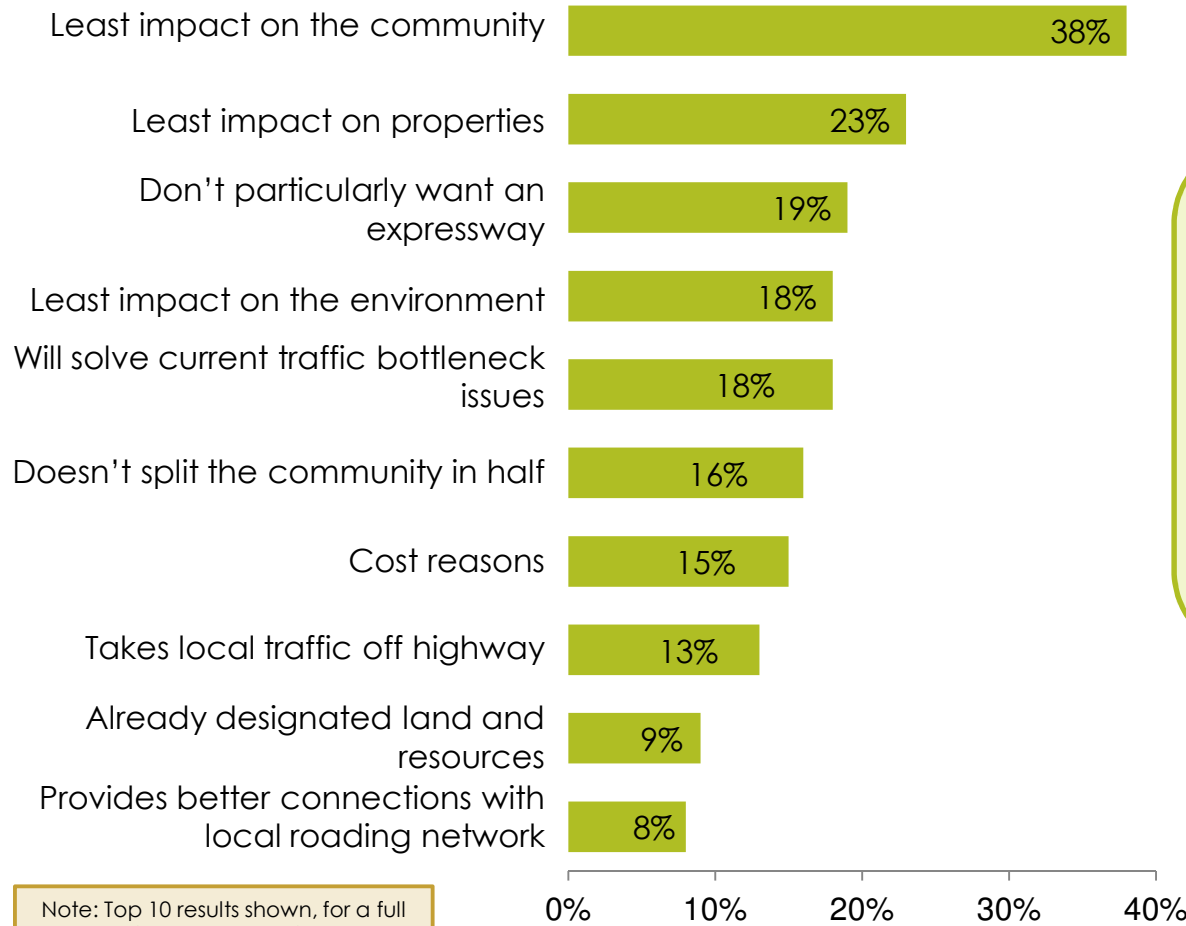
Note: Top 10 results shown, for a full list, see appendix.

Residents who prefer the Western option are more likely than average to say that their main reason for choosing this option is because:

- it will provide a new bridge/another bridge over the river (5% cf. 1%).

Residents who prefer the **2-Lane Western Link Road** option do so because it has the least impact on the community (38%) and properties (23%) and because they don't want an expressway (19%)

Why do you prefer this option?



Note: Top 10 results shown, for a full list, see appendix.

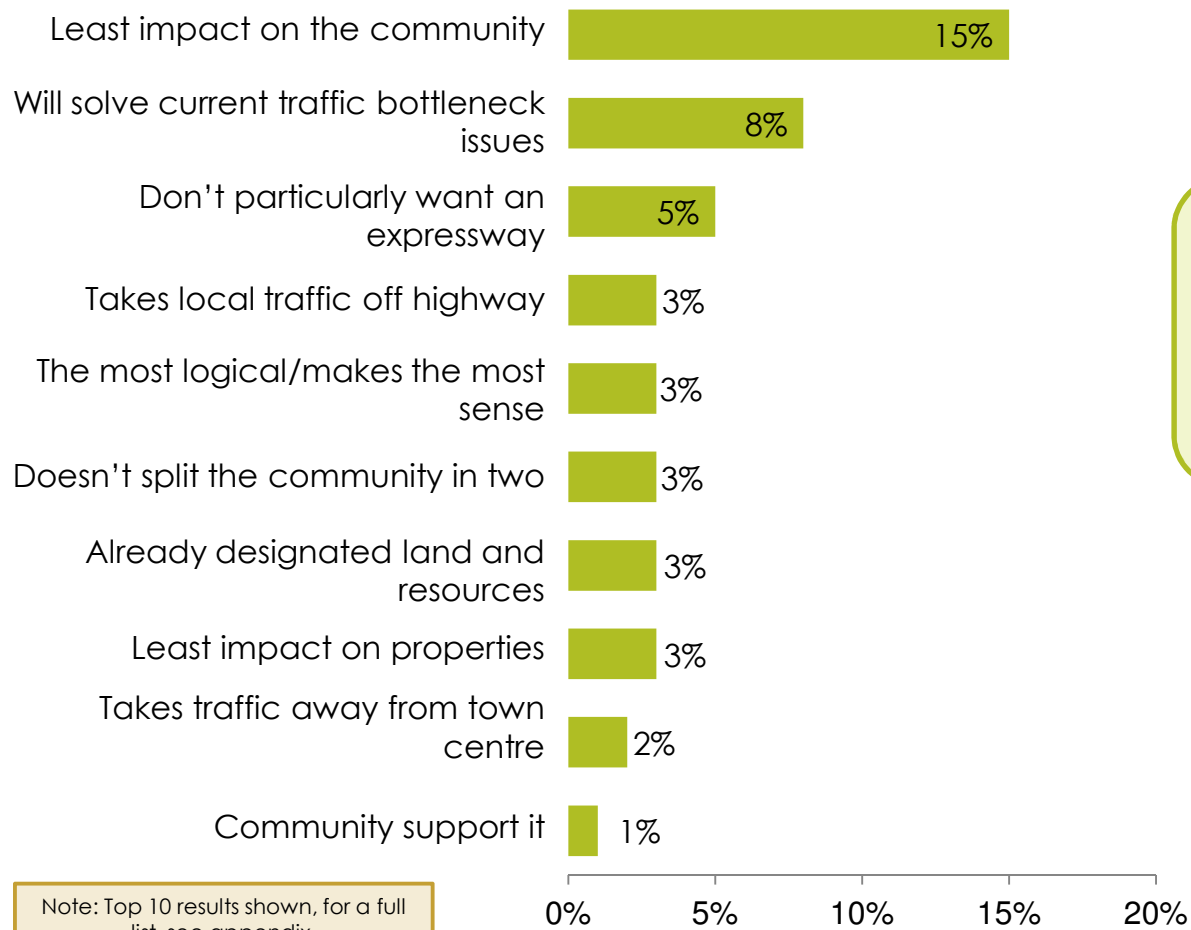
Residents who prefer the 2-Lane Western Link Road option are more likely than average to say that their main reason for choosing this option is because:

- they don't particularly want an expressway (19% cf. 4%)
- it has the least impact on the environment (18% cf. 9%)
- it doesn't split the community in half (16% cf. 6%)
- takes local traffic off highway (13% cf. 4%).

(Note that the 2-Lane Western Link Road option has been included here because enough respondents chose this option to carry out further analysis.)

However, respondents who prefer the **2-Lane Western Link Road** option say that their main reason for choosing this is because it has the least impact on the community (15%), it will solve current traffic issues (8%) and because they don't want an expressway (5%)

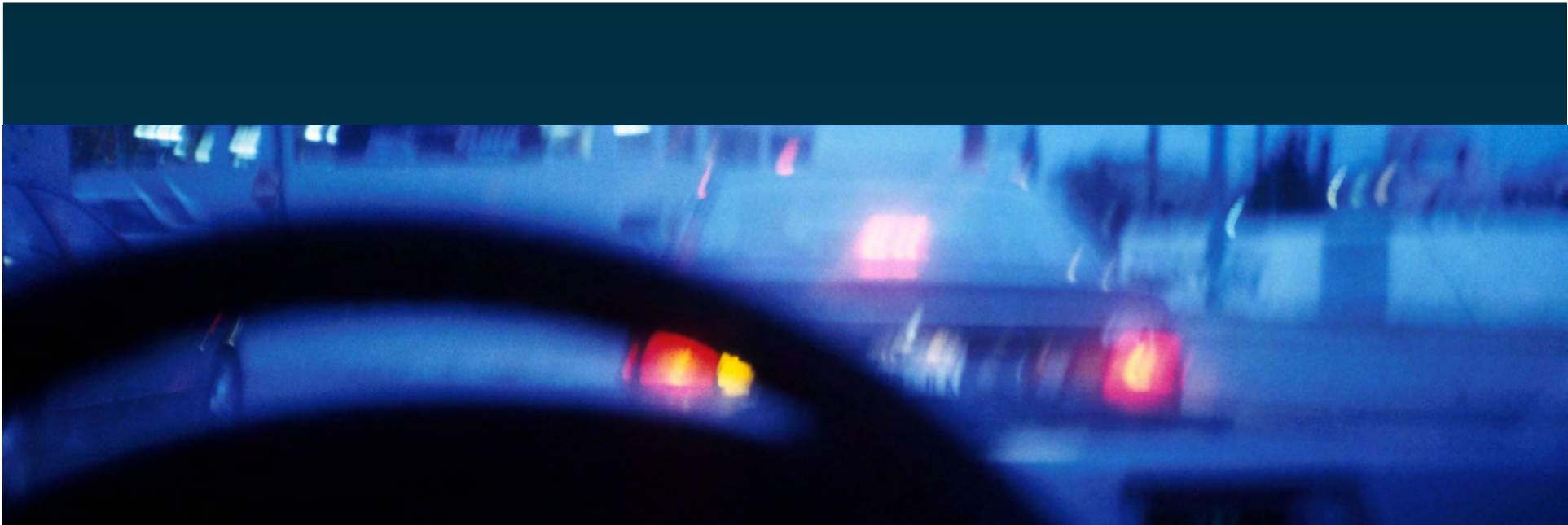
Can you tell me which of these is your main reason for preferring that option?



Note: Top 10 results shown, for a full list, see appendix.

Residents who prefer the 2-Lane Western Link Road option are more likely than average to say that their main reason for choosing this option is because:

- they don't particularly want an expressway (5% cf. 1%).



Appendix



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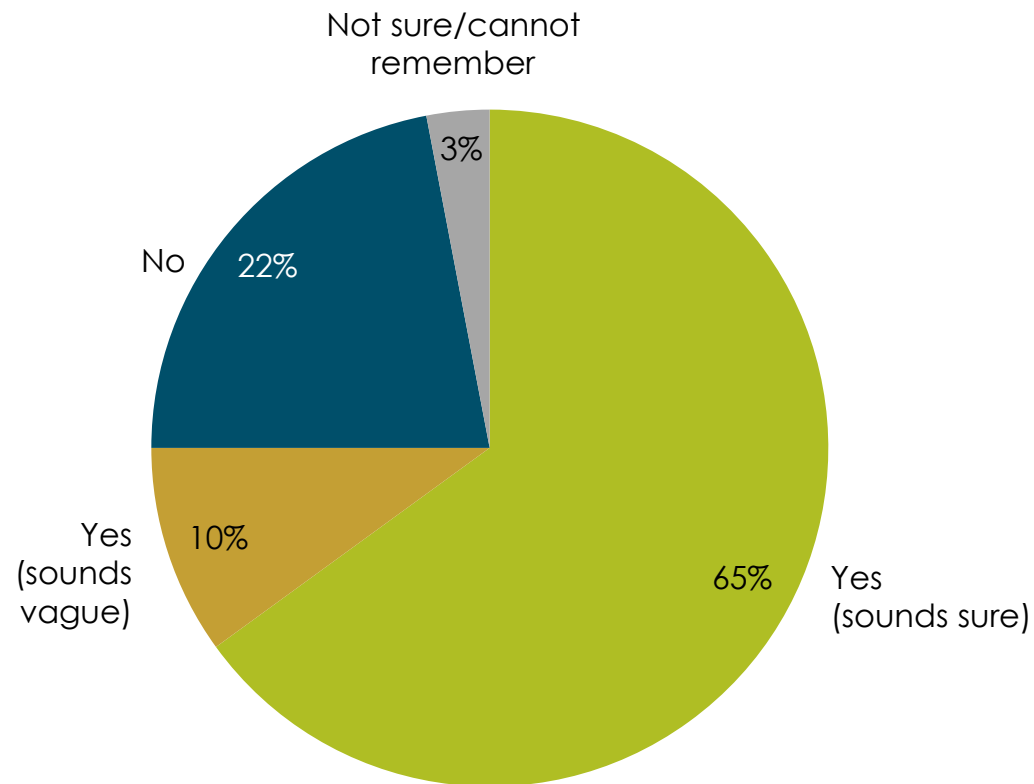
Reference to the brochure



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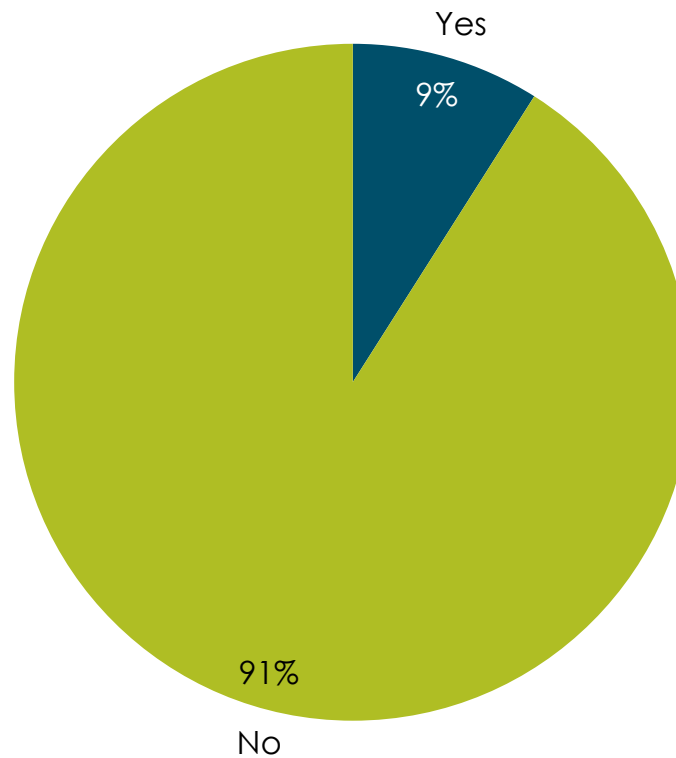
Three out of four respondents remember or vaguely remember seeing the 12-page NZTA brochure

Do you remember seeing a 12-page NZ Transport Agency colour brochure about consultation on the proposed State Highway 1 expressway from MacKays Crossing to Peka Peka dated October 2009?



Only 9% of respondents had the NZTA brochure close to hand during the survey

Do you have the brochure close to hand at the moment?



QB3 - Reasons for preferring the different options (top four options shown)

	Western Link Road (n=527)	Eastern (n=183)	Western (n=112)	2-Lane Western Link Road (n=81)
Leas impact on properties	37%	31%	21%	23%
Least impact on the community	34%	38%	21%	38%
Already designated land and resources	25%	1%	4%	9%
Cost reasons	22%	8%	7%	15%
Will solve current traffic bottleneck issues	18%	6%	17%	18%
Been in plan for many years	18%	1%	2%	6%
Provides better connections with local raoding network	15%	13%	9%	8%
Least impact on local business	15%	7%	5%	4%
Takes traffic away from town centre	13%	6%	10%	8%
Can be built without affecting current state highway routs	12%	7%	5%	8%
The most logical/makes the most sense	8%	3%	14%	6%
Causes the least disruption	8%	5%	7%	5%
Need an alternative route	7%	2%	5%	3%
Least impact on the environment	6%	10%	6%	18%
Makes better access/better access between communities	6%	3%	13%	5%
Faster to implement	6%	2%	1%	5%
Another bridge over the river/need a new bridge	4%	2%	12%	4%

QB3 - Reasons for preferring the different options (top four options shown) (cont'd)

	Western Link Road (n=527)	Eastern (n=183)	Western (n=112)	2-Lane Western Link Road (n=81)
Takes local traffic off Highway	4%	1%	5%	13%
Don't particularly want an expressway	2%	4%	2%	19%
Doesn't split the community in	2%	13%	3%	16%
It will be a 4 lane highway	2%	-	2%	-
Will make the road safer	2%	1%	2%	1%
Follows existing highway	1%	18%	8%	7%
More direct option/direct rout	1%	3%	4%	-
Better for the future	1%	2%	-	3%
It will pass my house	1%	-	1%	-
Makes sense to keep road and rail together	1%	9%	2%	3%
Community support it/what community accepts	1%	-	-	6%
Like the bypass/needs to bypass town	1%	1%	4%	-
Emphasis on rail/use the rail to get traffic off the roads	1%	-	1%	2%
Transmission Gulley also needs to be done	1%	-	-	1%
Don't want Western Link Road to become a highway	-	3%	1%	2%
Least noise/keep noise down	-	2%	1%	-
Gets the trucks off the road	-	1%	-	3%
Other reasons	6%	6%	6%	14%
Refused	-	-	14%	2%
Don't know	-	5%	-	-

QB4 Main reasons for preferring the different options (top four options shown)

	Western Link Road (n=527)	Eastern (n=183)	Western (n=112)	2-Lane Western Link Road (n=81)
Least impact on the community	11%	21%	9%	15%
Least impact on properties	7%	14%	7%	3%
Will solve current traffic bottleneck issues	7%	2%	3%	8%
Provides better connections with local roading network	6%	4%	2%	1%
Already designated land and resources	6%	-	1%	3%
Cost reasons	6%	2%	1%	1%
Can be built without affecting current state highway routes	5%	-	1%	-
Takes traffic away from town centre	4%	5%	4%	2%
Been in plan for many years	3%	-	-	1%
Makes better access/better access between communities	3%	1%	2%	1%
The most logical/makes the most sense	2%	1%	3%	3%
Least impact on local business	1%	-	1%	-
Need an alternative route	1%	1%	1%	-
Causes the least disruption	1%	3%	1%	1%
Least impact on the environment	1%	2%	-	1%
It will pass my house	1%	-	-	-
Takes local traffic off Highway	1%	-	1%	3%
Faster to implement	1%	-	-	-

QB4 Main reasons for preferring the different options (top four options shown) (cont'd)

	Western Link Road (n=527)	Eastern (n=183)	Western (n=112)	2-Lane Western Link Road (n=81)
Don't particularly want an expressway	1%	2%	1%	5%
More direct option	-	1%	-	-
Follows existing highway	-	6%	2%	1%
Another bridge over the river/nee a new bridge	-	1%	5%	-
Don't want Western Link Road to become a highway	-	2%	-	-
Like the bypass/needs to bypass towns	-	-	1%	-
Makes sense to keep road and rail together	-	2%	1%	-
Doesn't split the community in half	-	2%	-	3%
Least noise/keep noise down	-	1%	-	-
Better for the future	-	-	-	1%
Community support it/what community accepts	-	-	-	1%
Other reasons	26%	15%	33%	39%
Refused	6%	7%	18%	4%
Don't know	-	5%	-	-

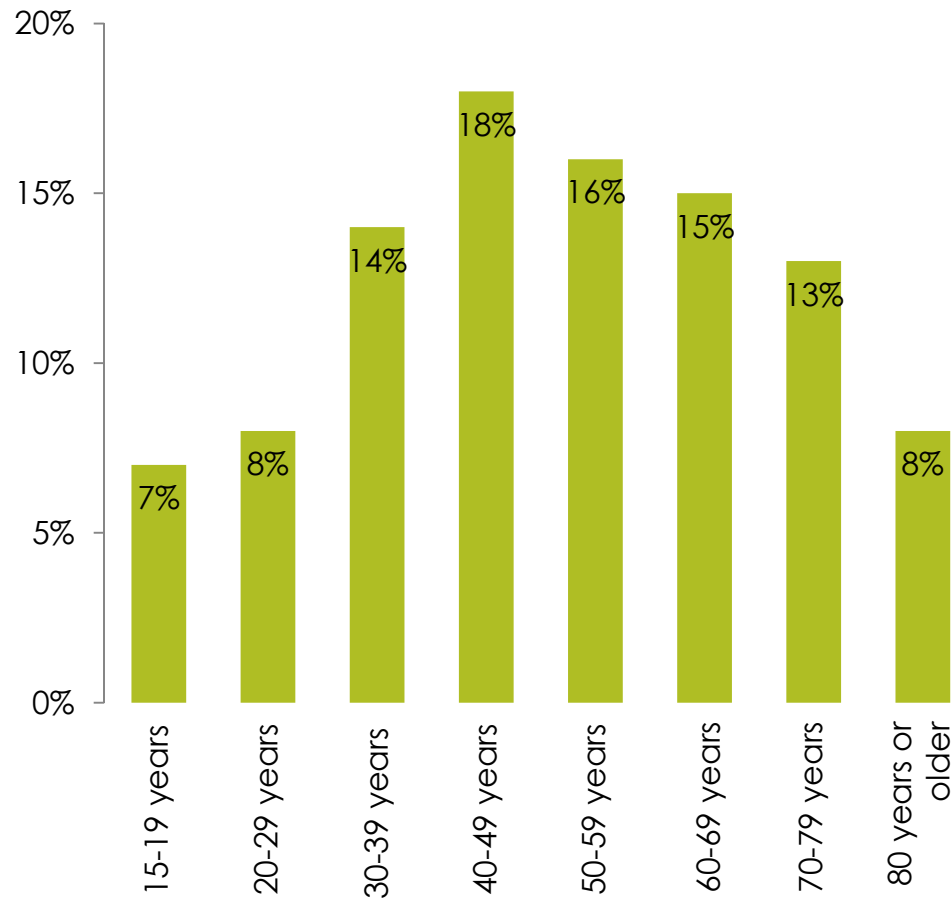
Demographics



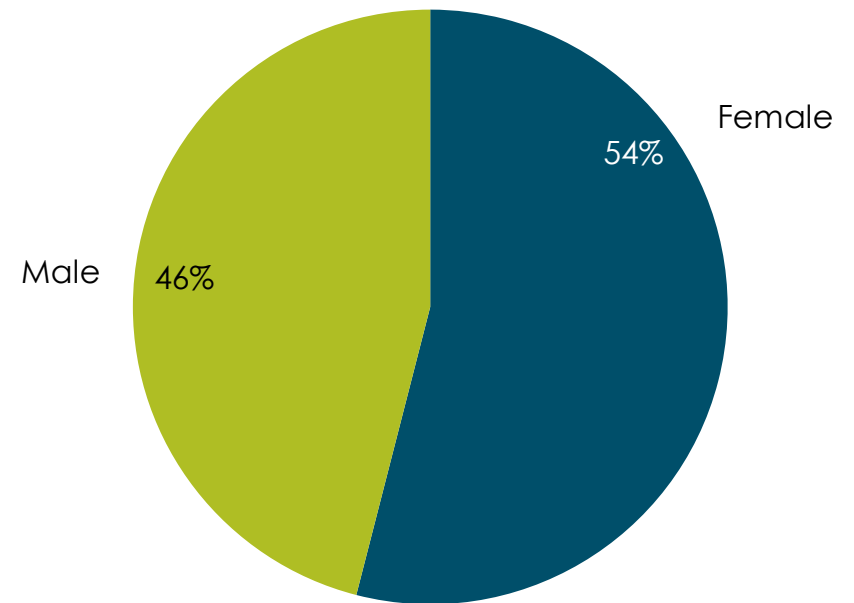
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Age and gender distribution

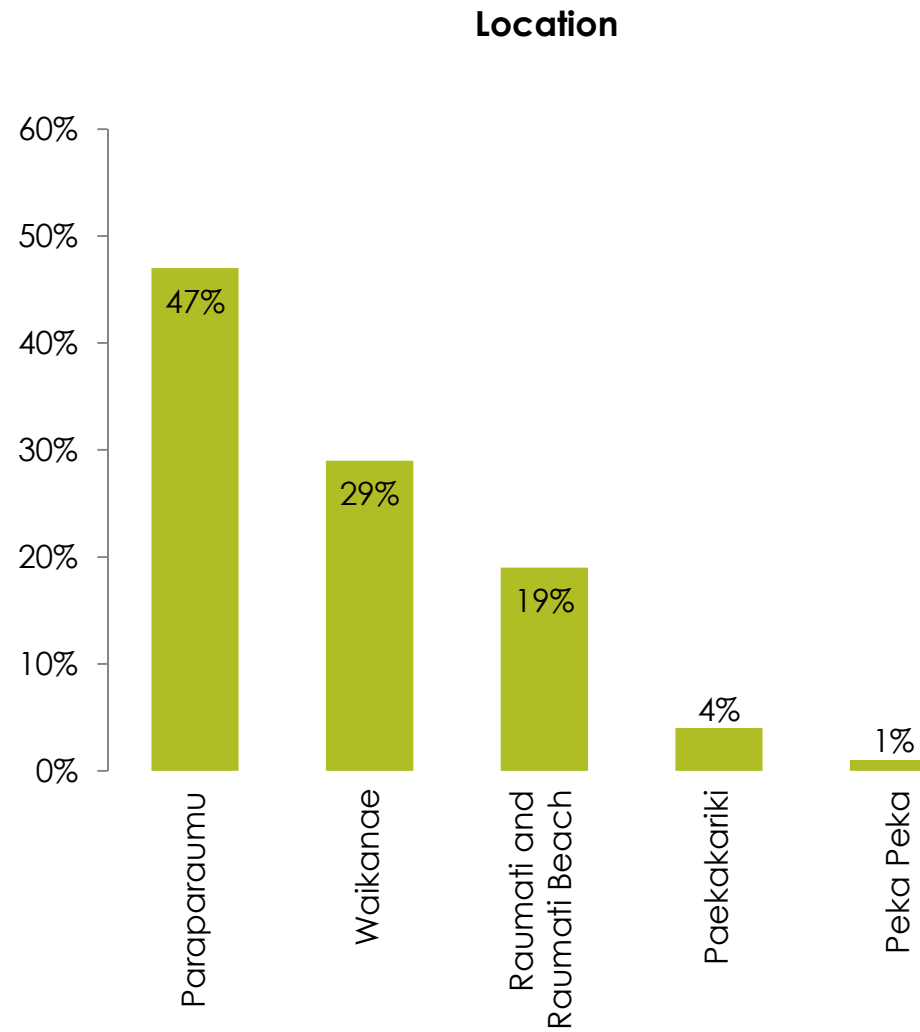
Age group



Gender



Geographic distribution





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insight + inspiration