



1.0 Executive Summary

Background and Research Objectives

TNS was commissioned in March 2007 to conduct research which will aid Greater Wellington in ascertaining the estimated level of demand from Seatoun residents for a ferry service, as well as understand any likely impact of this new service on existing regular users of the Eastbourne service.

The research was designed to meet the following research objectives.

Current User Research Objectives:

- To explore current users' reaction to the proposed Seatoun stopover.
- To identify whether current users are likely to change their preferred ferry sailing time if such a service were to be introduced.
- To identify reactions to the additional journey time that would result from the Seatoun stopover.
- To explore users' perceptions of any advantages and disadvantages of the introduction of a Seatoun stopover.

Seatoun Residents Research Objectives:

- To identify Seatoun commuters' interest in a ferry service operating from Seatoun to Queens Wharf.
- To identify Seatoun residents who would be willing to take the ferry as a form of public transport instead of their car or bus to work.
- To identify Seatoun residents who are interested in the ferry option who would be willing to take the proposed 8:10 am sailing.
- To identify acceptability of the proposed fare for this sailing.



Current Users

- Over half (57%) of users identified the 8.10am sailing as the ferry they would normally catch. When looking at how often respondents actually used this sailing, 59 percent were classified as regular users (use this sailing more than three times per week).
- Over half (58%) of current ferry users would change to a different sailing should both the departure time change to 8.05am and the Seatoun stop be implemented. One in five indicated they would catch the 8.05am sailing.
- One in five users (19%) indicated they would change their mode of transport, with the majority (85%) opting to use a private car and the remainder (15%) choosing the bus.
- Three quarters of those who would change to a different ferry would catch the 7.45am sailing. This is equivalent to nearly half (43%) of those who currently catch the 8.05am changing to the 7.45am sailing.
- Less than a quarter of users (21%) currently catch the 6pm sailing. When told that this sailing would change to a 5.45pm departure time, over a third (36%) indicated they would catch this sailing.
- Half (50%) of users who indicated they would change from the 5.45pm sailing would change to the 5.30pm sailing. As a proportion of all users this equates to 29 percent using the 5.30pm sailing and 36 percent using the 5.45pm sailing.
- Users identified the changes as being 'good for Seatoun residents' (20%), 'good for parents with school children' and 'good for the ferry's business (both 12%) as the main advantages.
- The main disadvantages identified included 'lengthening the travel time' (46%) and the 'change of the timetable not as suitable' (29%).

Seatoun Residents

- The majority of Seatoun residents are currently using a private car as a driver (83%) to travel from their home to the Wellington CBD, while just under half (45%) are using public transport (bus) on some occasions.



- One in five residents indicated they would be *likely* to change from their current mode of transport and use the ferry from Seatoun to Queens Wharf (19%) and from Queens Wharf to Seatoun (21%).
- Three quarters (75%) of residents were *unlikely* to change from their current mode of transport and use the ferry from Seatoun to Queens Wharf, and two thirds (67%) indicated they would be *unlikely* to change for the ferry sailing between Queens Wharf and Seatoun.
- The proposed sailing times of 8.20am (Seatoun to Queens Wharf) and 5.45pm (Queens Wharf to Seatoun) were deemed to be the least suitable departure times for residents (only 9 percent preferred 8.20am and 8 percent preferred 5.45pm).
- Residents would prefer earlier sailings in both the morning and evening, with the 8.00am and 5.30pm sailings identified as being the most suitable (23% and 17% respectively).
- Residents identified ease of travel and less stress (41%) as the main advantage of a Seatoun ferry. Other advantages included avoiding traffic (33%), faster trips (27%) and not having to park in town (26%).
- The potential for bad weather was the main disadvantage (34%), followed closely by the cost, and the limitations of the schedule (both 29%).

Conclusions

- Overall current users are likely to be quite inconvenienced by the possible changes to the ferry schedule and the implementation of the additional Seatoun Stop. This is particularly evident for the 8.10am sailing where over half of users said they would change to a different sailing, and nearly one in five would change to an alternative method of transport.
- Although the return trip from Queens Wharf to Days Bay was not met with as much resistance, fewer respondents seem to use the 6.00pm sailing (which is likely to be affected).



- The main issues raised by current users include lengthening the travel time, and that the changes to the timetable are not as suitable. These were identified by many users, and would be extremely difficult to overcome as they are caused by the implementation of an additional Seatoun stop, and the possible changes to the timetable.
- While the inconvenience current users might face could possibly be offset by strong demand for the Seatoun Stop by current Seatoun/Karaka Bay residents, the survey results show that this is not the case. Only 19 percent of the sample indicated they would be likely or very likely to take this ferry service to the CBD should it be available and a similar 21 percent would take the return service.
- This finding sheds considerable doubt over the demand levels for the proposed Seatoun ferry service.