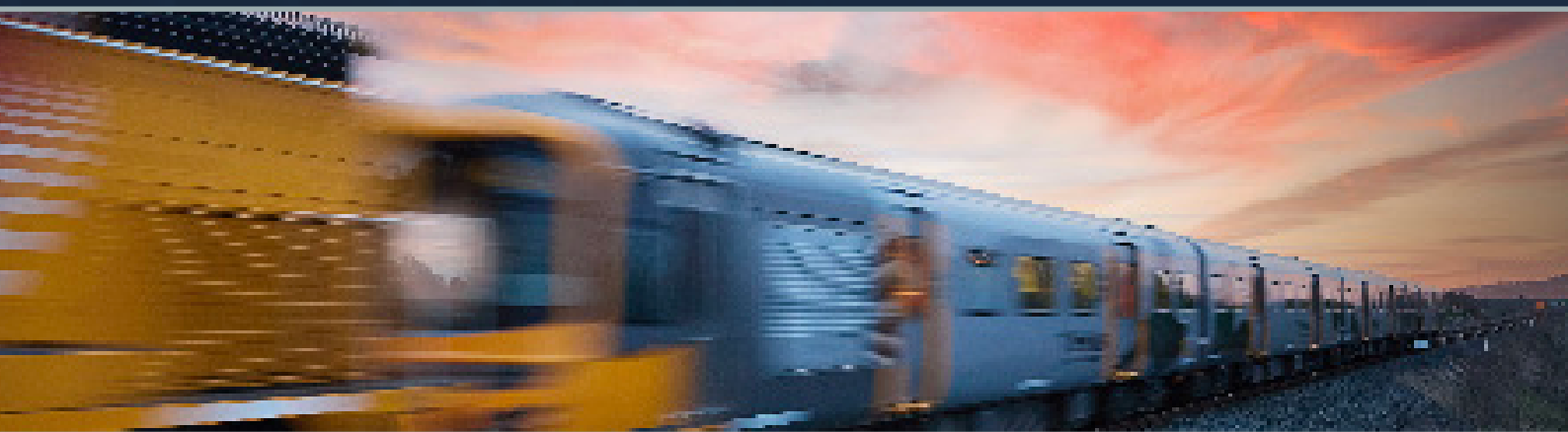


Waikato Regional Council

Te Huia Survey 2025



versus

Executive summary

Project overview

This report outlines the findings from Waikato Regional Council's Te Huia Survey 2025 which aimed to understand current use, perceptions, and potential future use of the service. The survey was open for completion between the 10th and 30th of November and used an online platform to recruit respondents. The survey received over 8,000 responses from residents across the Waikato and Auckland regions, including both users and non-users of the service. The survey findings will inform a broader end-of-trial evaluation of the service and inform future service planning.

User perceptions

Among respondents who have used Te Huia, the largest stated use of Te Huia was for social and leisure travel with a smaller proportion of respondents stating they use it for business or commuting purposes. Respondents who use Te Huia for commuting were asked how often they travel to their workplace during the week with 42% stating they travel once, 23% twice, and 35% three or more times per week.

Users most commonly access Te Huia at Hamilton (Frankton) and The Strand. These stations were also identified as the locations most in need of improvement, particularly in relation to bus connections, car-parking capacity, and walking and cycling access.

Users indicated that the changes most likely to increase their use of Te Huia were:

- More trains running on weekends
- Shorter journey times between Hamilton and Auckland
- Increased weekday frequency, particularly for business travel

Importantly, 94% of respondents indicate that they would use the service more if a change was made to the service. On-board improvements, e.g., reliable Wi-Fi or food and drink options, were viewed positively by users. Users also showed a strong preference for a one-way fare of \$25 and a maximum journey time of two hours or less.

There was strong interest among users in potential new stations at Central Hamilton and at Hamilton Airport. Extending the service further into the Waikato region was also of interest, particularly to Tauranga.

Non-user perceptions

Non-users primarily indicated they would use Te Huia for social or leisure travel in the future, with fewer considering the service for commuting or business purposes. Respondents who would use Te Huia to commute were asked how often they currently travel to their workplace with three-quarters of respondents indicating they travel to their workplace three or more times a week on average.

Non-users indicate that service changes which may influence their decision to use Te Huia were:

- More frequent services, particularly on weekends
- Shorter journey times
- Better weekday scheduling

Executive summary

However, some non-users felt that poor bus connections, station location, car-parking capacity, and limited walking or cycling issues were challenges to using Te Huia.

As with users, non-users identified Hamilton (Frankton) and The Strand as the most relevant stations, and the ones requiring the most significant improvement. Non-users also showed strong interest in additional stations at Central Hamilton, Hamilton Airport, Pōkeno, and Te Kauwhata, as well as potential extensions to Tauranga, Cambridge, and Te Awamutu.

Customer-experience improvements were generally less influential in driving patronage among non-users, and these respondents expressed similar expectations to users in relation to price and journey time.

Concluding comments

The survey findings suggest that future use of Te Huia is most likely to be influenced by perceptions of the service's scheduling and ease of access. While on-board improvements may expand users' experiences, such changes are less likely to draw non-users to the service. The focus of any future changes should primarily be around the service frequency, journey time, and integration with the broader transport network.

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Project Overview



Background

Te Huia is a passenger rail service connecting the Waikato and Auckland regions. The service was introduced in April 2021 as a five-year trial, led by Waikato Regional Council in partnership with central government, Auckland Transport, KiwiRail, and local councils across the rail corridor.

Te Huia operates seven days a week between Hamilton (Frankton) and Auckland (The Strand) with intermediate station calls at Rotokauri, Huntly, Pukekohe, and Puhinui. As a trial service, Te Huia is subject to ongoing monitoring and evaluation, and Waikato Regional Council has recently surveyed residents in Auckland and Waikato to understand:

- Current and potential use of Te Huia
- Users' experiences with Te Huia
- Improvements that could encourage greater patronage

The survey was written and distributed by Waikato Regional Council. The survey had a very high level of participation and the Waikato Regional Council has asked Versus Research to assist with the analysis and reporting of the data. The findings of the survey will be used to support a more exhaustive end-of-trial evaluation of the service.

Method

Data collection approach

The survey was offered in an online format and was open for completion between the 10th and the 30th of November 2025. The survey was scripted in Waikato Regional Council's consultation software, and a link to the survey was distributed via the following channels:

- Promotions on Meta with geotargeting along the railway line. The survey was promoted via the Waikato Regional Council account (in Waikato) and via the Te Huia account (in Waikato and Auckland).
- Waikato Regional Council placed print advertisements in the New Zealand Herald and in the Waikato Times.
- The Te Huia newsletter included an explanation for the survey and link to the survey in the November issue.
- Waikato Regional Council sent two Antenno notifications to subscribers.
- Waikato Regional Council placed posters with QR codes to the survey on Te Huia and at three of the stations.

Respondents were recruited to the survey via a self-selection recruitment approach, meaning that anyone who clicked on the survey link could participate in the survey. This approach resulted in n=8,050 completed responses.

Limitations of self-selection method

While the survey achieved a strong overall response rate, the self-selection method for data collection does have some limitations that report readers should be aware of, namely:

- The findings may reflect the views of people who were more motivated or engaged with the service. People who were less interested, time-poor, or disengaged may be under-represented.
- It is not possible to calculate the likelihood of any individual being selected, and therefore, the findings cannot be considered statistically representative of the whole population.

Despite these issues, a large number of responses were received, which increases confidence in the key themes and patterns identified. However, the findings are best interpreted as showing the views of those who chose to participate, rather than the opinions of all residents.

Reporting notes

Report readers should be aware of the following points:

- All results have been reported at the total level in chart format and, where relevant, at a sub-category level in table format.
- Sub-category results have been tested for significance using a Chi-Square test and are tested at the 95% confidence interval. Any significant results are indicated through an up or down arrow within the table.
- The question and the number of respondents who answered the question are shown below the relevant chart or table.
- Not all respondents provided answers to all questions, so the base size for questions will vary.
- Where data was recorded as open-text comments, these were grouped into themes at the conclusion of the data collection period. This has been presented in table format with categories and sub-categories. The category net has been shown in bold and shaded format.
- A copy of the survey questions has been included in the appendix.

Sample Profile & Use of Te Huia



Sample profile

Location

Region

The majority of the respondents lived in the Waikato region, with only 20% living in the Auckland region and a further 5% residing outside of these areas.

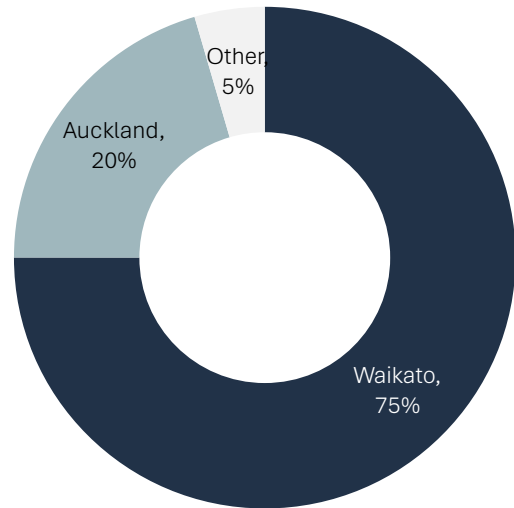


Figure 1 Which region do you live in? n=7,939

Auckland distribution

Those within the Auckland region were mainly from Central Auckland or South Auckland, with fewer respondents living in other parts of Auckland.

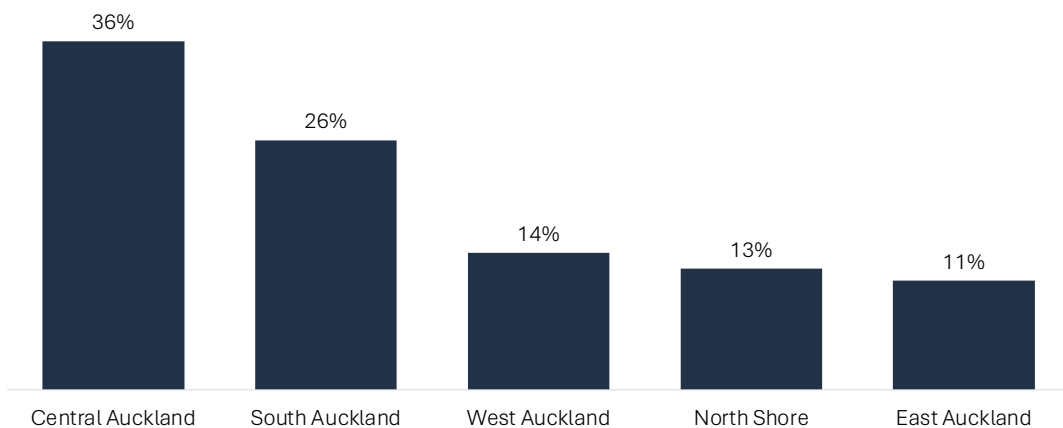


Figure 2 Which area of Auckland do you live in? n=1,625

Waikato distribution

Just under two-thirds of Waikato respondents lived in Hamilton City, with 14% residing in Waipā District and 13% living in Waikato District. The remaining respondents were from other parts of the region.

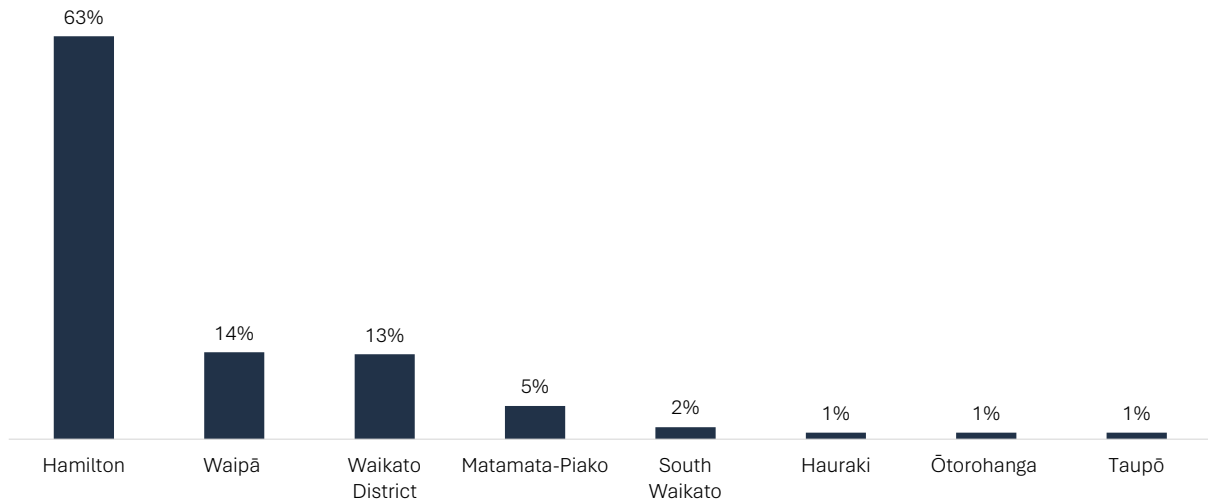


Figure 3 Which Waikato district do you live in? n=5,557

Demographics

Gender

There was a relatively even split between genders across the sample, with just under half of respondents identifying as female and 47% identifying as male.

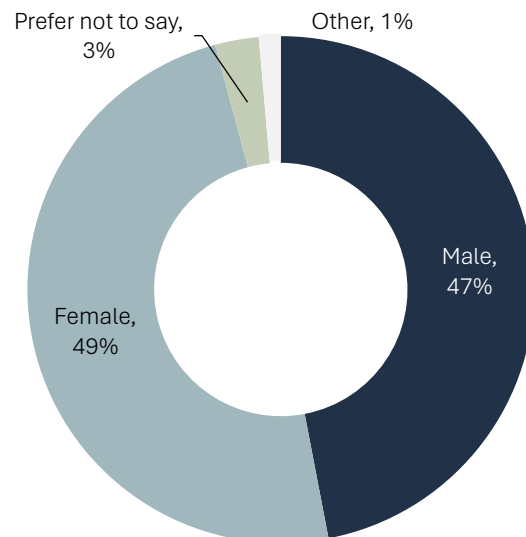


Figure 4 What is your gender? n=8,050

Age

Just over one-third of respondents were over the age of 65. There was a reasonably even spread of responses across the other age brackets, although there were fewer respondents under the age of 25.

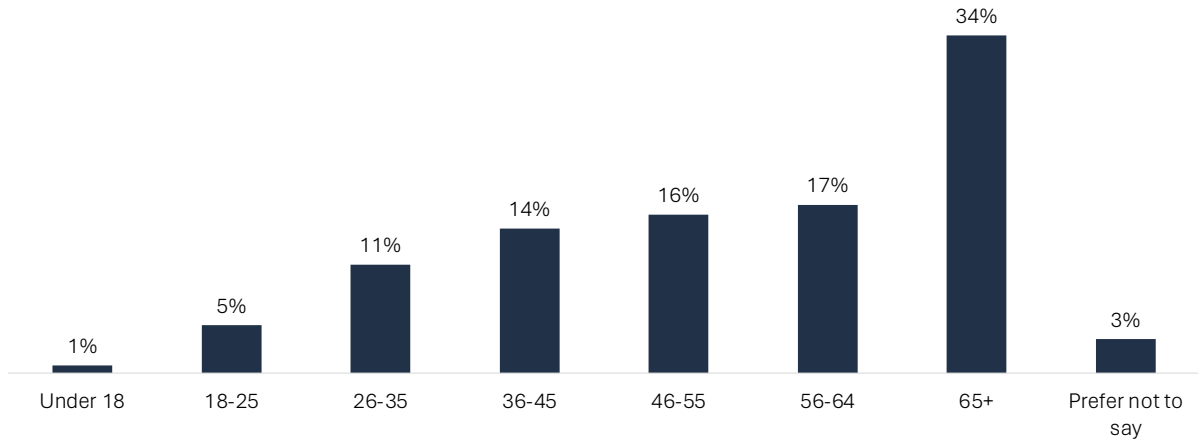


Figure 5 How old are you? n=8,050

Employment

Just under half of respondents were employed full-time, with a further 13% employed part-time. Twenty-nine per cent of respondents were retired, and an additional 5% were students.

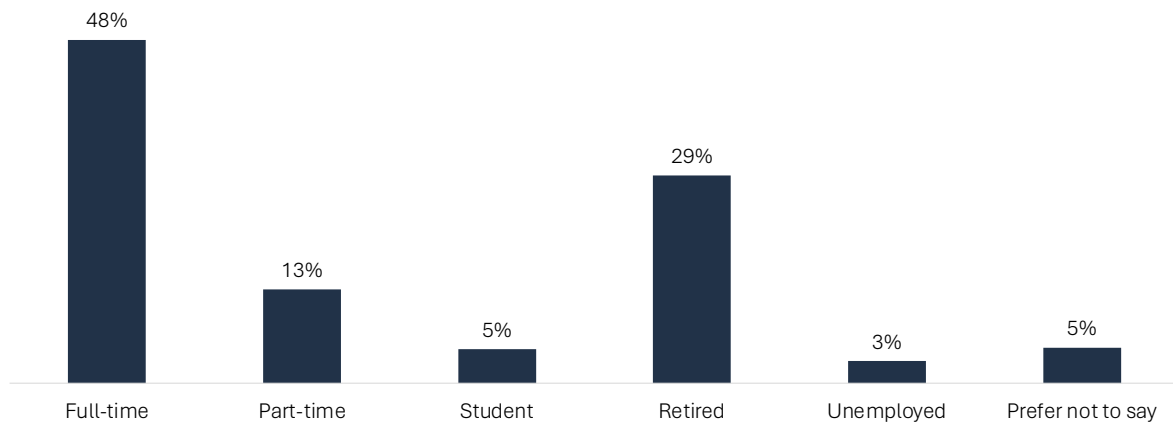


Figure 6 What is your employment status? n=8,050

Use of Te Huia

Fifty-four per cent of respondents indicated they had used Te Huia in the past, with 46% indicating they had not used Te Huia.

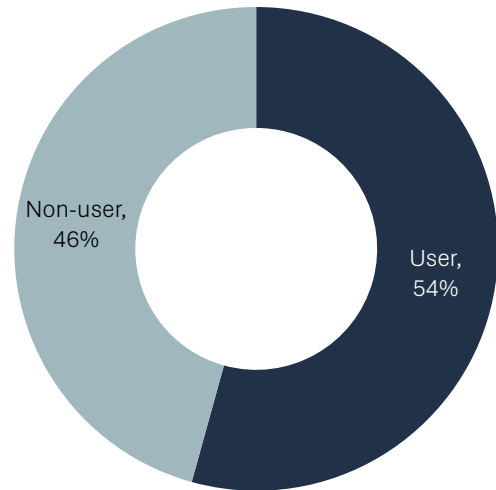


Figure 7 Have you ever used the Te Huia train service? n=8,050.

Respondents who had used Te Huia were more likely to live in Waikato, and to be either younger (under 35) or older (over 65). They were also more likely to be students or retired. In comparison, the non-user sample has a significantly greater proportion of respondents from Auckland and a larger proportion of respondents who work full-time.

		User	Non-user
Region	Auckland	19% ↓	22% ↑
	Waikato	76% ↑	74% ↓
	Other	4%	5%
Gender	Male	47%	47%
	Female	49%	49%
Age	Under 18	1% ↑	0% ↓
	18-25	6% ↑	4% ↓
	26-35	12% ↑	9% ↓
	36-45	14%	15%
	46-55	15%	17%
	56-64	14% ↓	19% ↑
	65+	35% ↑	32% ↓
Employment	Full-time	45% ↓	51% ↑
	Part-time	14%	12%
	Student	6% ↑	3% ↓
	Retired	31% ↑	27% ↓
	Unemployed	3%	3%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 8 Have you ever used the Te Huia train service? User n=4,322; Non-user n=3,617.

User Feedback



Current use of Te Huia

Respondents were asked a series of questions about their current use of Te Huia, specifically reasons for use and stations accessed.

Reasons for using Te Huia

Eighty-four per cent of respondents stated they had used Te Huia for social or leisure purposes. At a lower level, 15% of respondents indicated they had used Te Huia for business travel, and 14% indicated they had used the service for commuting. Only 6% indicated they had used the service for educational travel.

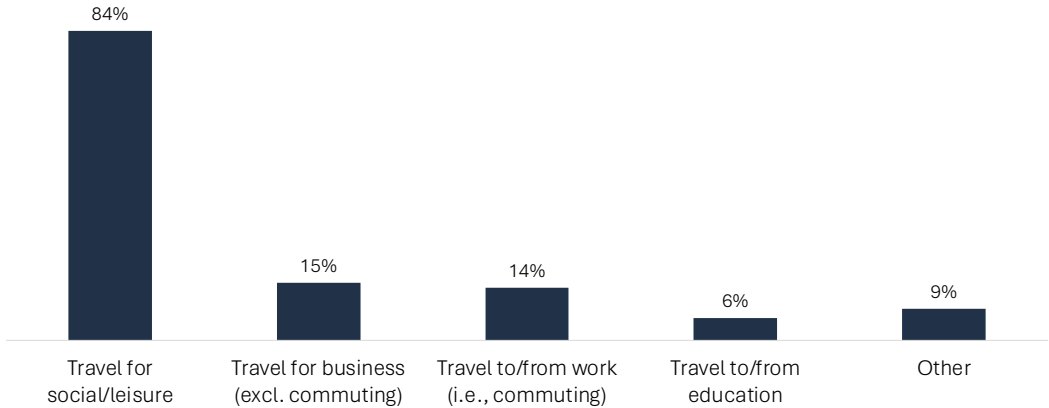


Figure 9 Why have you used Te Huia? Select all that apply. n=4,371.

Single-use analysis

When responses were separated to account for multiple uses, the data demonstrates that 42% of respondents used Te Huia for social or leisure travel only, 23% used Te Huia for business purposes (commuting or work-related travel) only, and just 1% used it for educational travel only. One quarter of respondents used the services for a combination of travel reasons (referred to as mixed use).

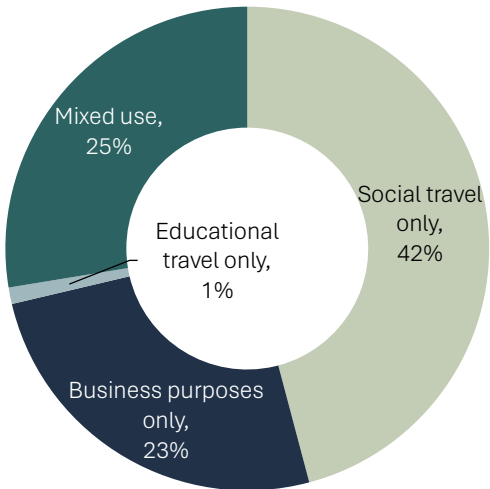


Figure 10 Why have you used Te Huia? n=4,371.

Single-use analysis: by demographics

Respondents who travel for social reasons only were more likely to live in Auckland, identify as female, be over the age of 65, or be retired. In comparison, respondents who travel for business purposes were more likely to live in Waikato, identify as male, be aged between 26 and 55, or to work full-time. Those travelling for education only were more likely to be residing outside of the Auckland and Waikato regions, to be a student, and to be aged between 18 and 25.

		Social travel only	Business purposes only	Educational travel only	Mixed use
Region	Auckland	23% ↑	12% ↓	12%	15% ↓
	Waikato	73% ↓	84% ↑	77%	81% ↑
	Other	4%	4%	12% ↑	4%
Gender	Male	46% ↓	56% ↑	53%	47%
	Female	51% ↑	42% ↓	42%	47%
Age	Under 18	1%	0% ↓	2%	1%
	18-25	5% ↓	2% ↓	60% ↑	8% ↑
	26-35	9% ↓	17% ↑	9%	17% ↑
	36-45	9% ↓	27% ↑	5%	18% ↑
	46-55	12% ↓	29% ↑	0% ↓	18% ↑
	56-64	15%	16%	0% ↓	13%
	65+	46% ↑	7% ↓	14% ↓	21% ↓
Employment	Full-time	34% ↓	83% ↑	21% ↓	57% ↑
	Part-time	13%	10% ↓	14%	17% ↑
	Student	5% ↓	1% ↓	65% ↑	9% ↑
	Retired	42% ↑	3% ↓	7% ↓	16% ↓
	Unemployed	3%	1% ↓	0%	3%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 11 Why have you used Te Huia? Social n=2,752; Business n=494; Education n=43; Mixed use n=1,082.

Travel to the workplace

Respondents who use Te Huia for commuting were asked how often they travel to their workplace during the week. Forty-two per cent stated they travel once, 23% stated twice, and 35% said three or more times per week.

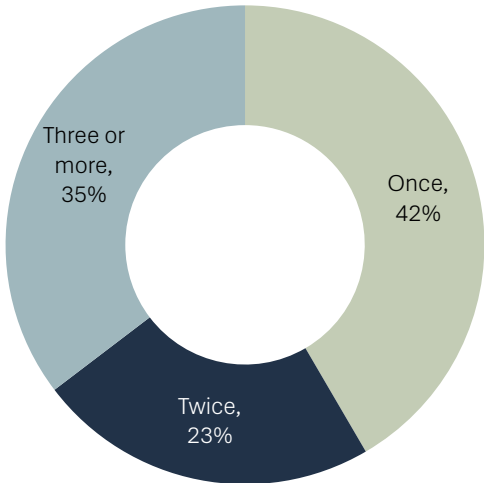


Figure 12 How many days a week (on average) do you travel to your workplace? n=594.

Stations accessed

Respondents were asked which stations they had used for boarding and alighting Te Huia. The most commonly used stations were Hamilton (Frankton) and The Strand (in Auckland). The stations between these terminus were used less frequently, although Rotokauri was used by 43% of respondents.

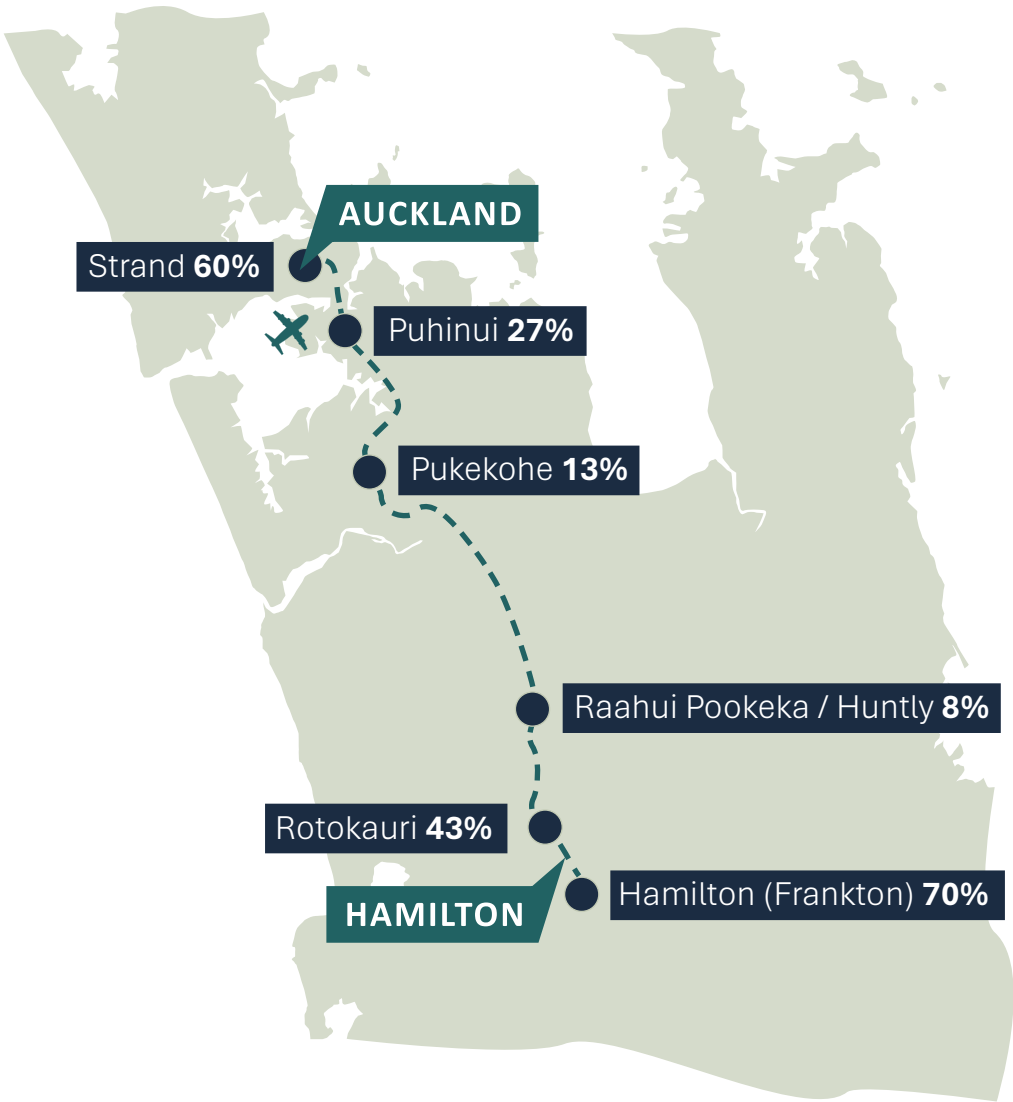


Figure 13 Which of the Te Huia stations have you used for onboarding/offboarding? Select all that apply.

Station and service changes to increase the use of Te Huia

Respondents who used Te Huia were asked a series of questions about potential stations and services and the effect these would have on their use of Te Huia.

Service changes to encourage greater use

Respondents were presented with a list of possible service changes to Te Huia and asked which, if any, would encourage greater use. The service change that most respondents thought would increase their use was having more trains run on the weekend. This was followed by shorter journey times between Hamilton and Auckland, and more trains running on the weekend. While 13% of users thought that an earlier departure from their home station would encourage greater use, 24% indicated that later trains would lead to greater use. Only 6% of respondents stated that none of these changes would make them use the service more often.

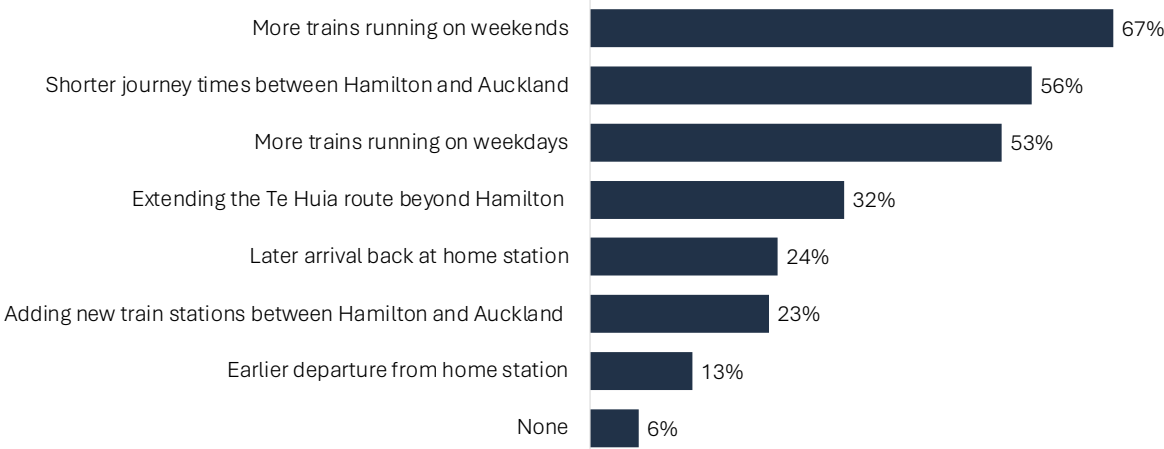


Figure 14 Would any of the following changes to the frequency and/or route of Te Huia encourage you to use the service more often? Select all that apply. n=4,371.

Service changes to encourage greater use: by reason for current use

When the service changes were looked at through reason for use, those who travelled solely for social or leisure purposes were more likely to want a greater number of weekend trains and were less motivated by journey time or weekday frequency. In comparison, respondents who travelled for business purposes were significantly more likely to state that journey time and weekday frequency would increase their use of Te Huia.

	Social travel only	Business purposes only	Educational travel only	Mixed use
More trains running on weekends	68% ↑	42% ↓	60%	75% ↑
Shorter journey times between Hamilton and Auckland (and vice versa)	49% ↓	78% ↑	65%	65% ↑
More trains running on weekdays	45% ↓	64% ↑	58%	66% ↑
Extending the Te Huia route beyond Hamilton (e.g., to include Te Awamutu)	32%	23% ↓	14% ↓	38% ↑
Later arrival back at home station	24%	18% ↓	19%	28% ↑
Adding new train stations to the route between Hamilton and Auckland (and vice versa)	22%	17% ↓	21%	28% ↑
Earlier departure from home station	12% ↓	14%	7%	17% ↑
None	8% ↑	4%	7%	3% ↓

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 15 Would any of the following changes to the frequency and/or route of Te Huia encourage you to use the service more often? Select all that apply. Social n=2,752; Business n=494; Education n=43; Mixed use n=1,082.

Potential new Waikato stations for Te Huia

Respondents who stated that additional Waikato stations would increase their use of Te Huia were presented with a list and asked which they would use. New stations have been plotted on the map below and shown in shaded boxes; the current stations have been displayed in unshaded boxes.

Stations which could generate the most usage were stated as Central Hamilton and Hamilton Airport. Only 7% indicated that they would not use any of the stated stations.

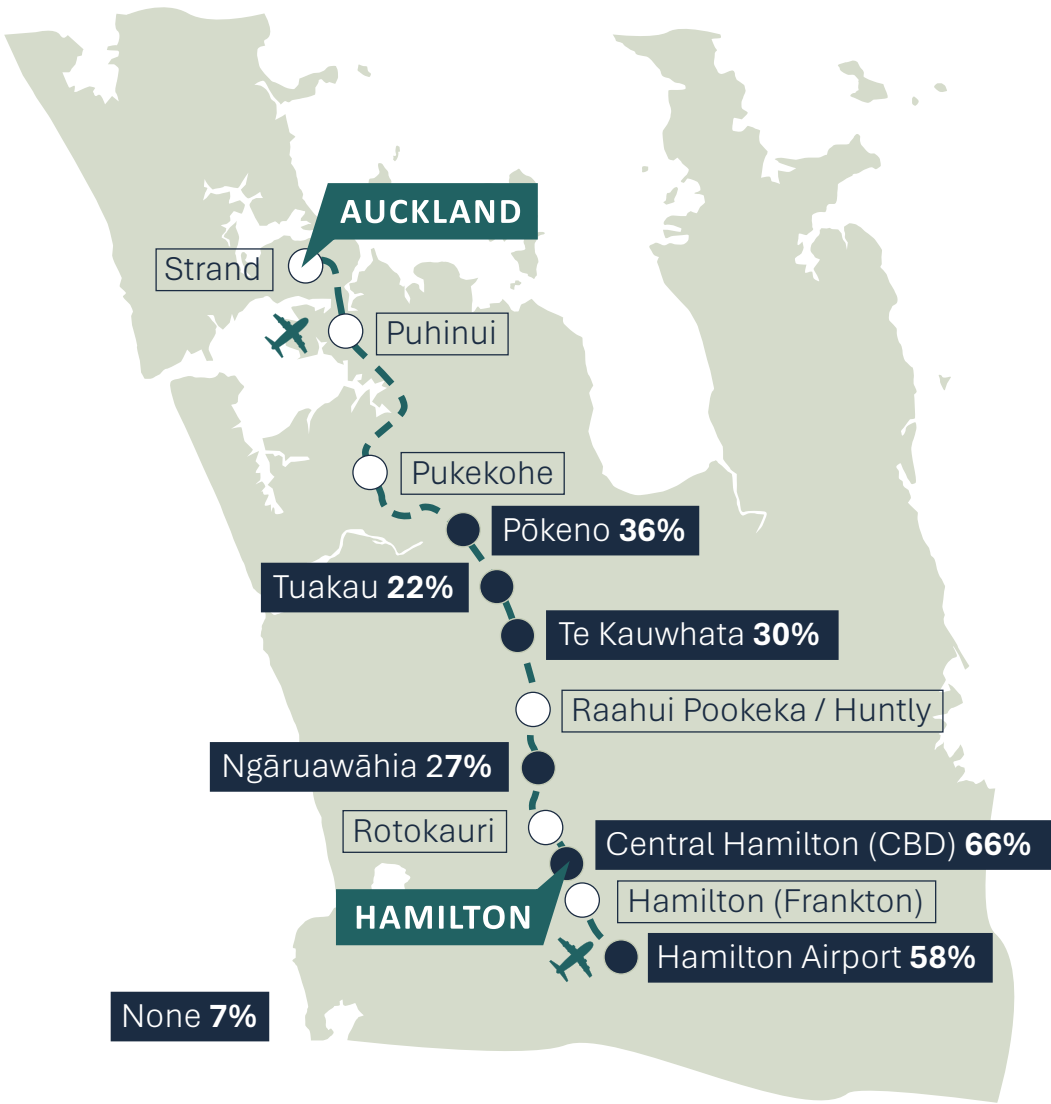


Figure 16 Would you use any of the following Waikato train stations if they were added to the Te Huia service? Select all that apply. n=975.

Potential new Waikato stations for Te Huia: by region

Some differences in consideration were noted between respondents in different regions about the new stations they would use. Respondents in Auckland had a stronger consideration of stations in Central Hamilton (notably respondents from Central Auckland), Pōkeno (particularly respondents from South Auckland), and Tuakau. At the same time, those in Waikato would consider a station at Hamilton Airport.

It is interesting to note that Waikato District respondents have a stronger consideration for stations in Ngāruawāhia, Te Kauwhata, Pōkeno, and Tuakau. In comparison, respondents from Hamilton City have a greater consideration for a station in Central Hamilton.

	Auckland	Waikato	Other
Central Hamilton (CBD)	78% ↑	62% ↓	63%
Ngāruawāhia	30%	25%	30%
Te Kauwhata	32%	29%	39%
Pōkeno	48% ↑	32% ↓	41%
Tuakau	29% ↑	19% ↓	26%
Hamilton Airport	42% ↓	64% ↑	61%
None of the above	7%	7%	4%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 17 Would you use any of the following Waikato train stations if they were added to the Te Huia service? Select all that apply. Auckland n=242; Waikato n=698; Other n=46.

Potential new regional stations for Te Huia

Respondents who wished to have Te Huia extended beyond Hamilton were asked which stations they would use. The most considered location was Tauranga, with just under three-quarters of respondents selecting this station. This was followed by Cambridge and Te Awamutu, which had similar levels of consideration, with all other areas receiving lower consideration.

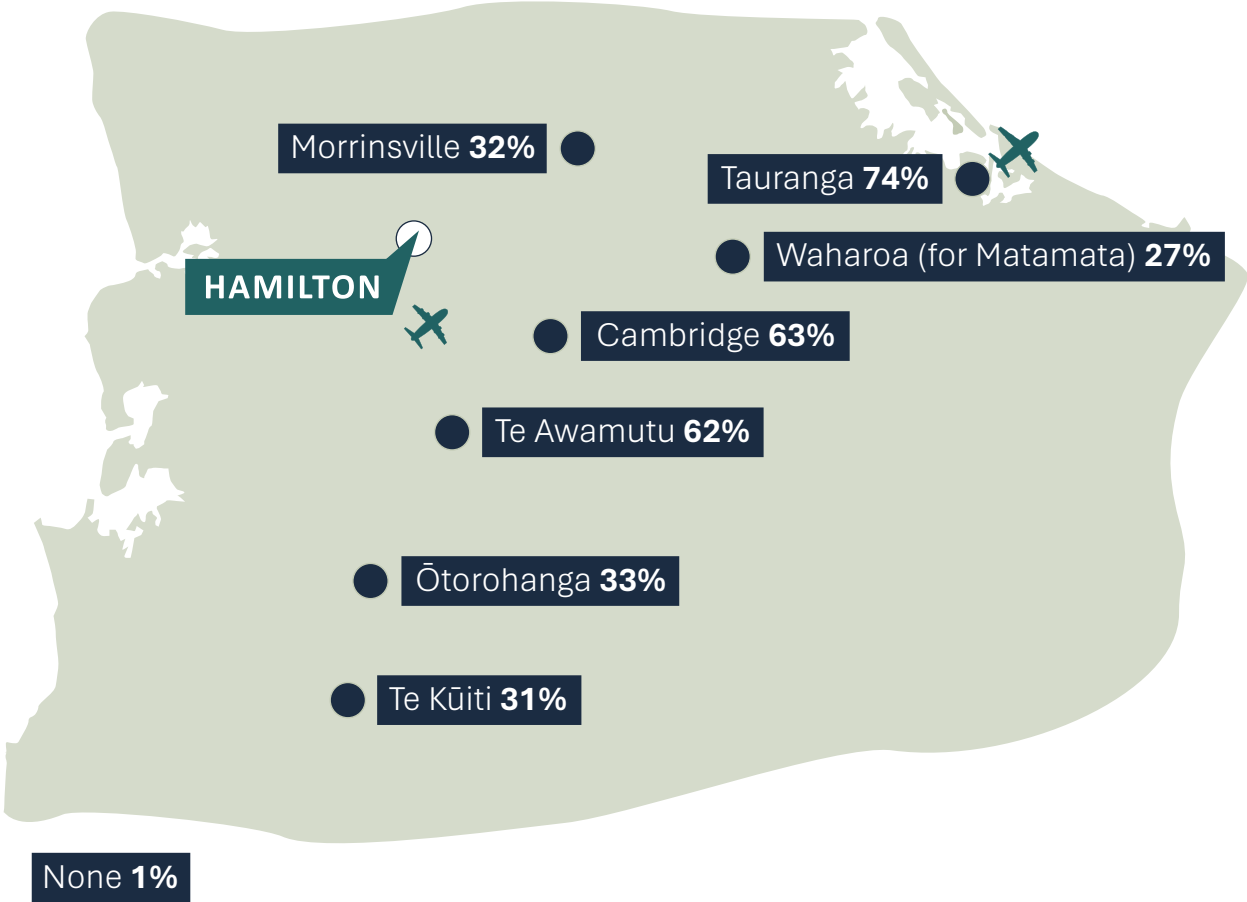


Figure 18 If Te Huia were further extended beyond Hamilton, either south or east of the city, would you use any of the following train stations? Select all that apply. n=1,404.

Potential new regional stations for Te Huia: by region

When the potential extensions were looked at by region, respondents in Auckland had a stronger consideration for several locations, with respondents in Waikato considering more localised areas of Te Awamutu and Morrinsville. Of note was that among Waikato respondents, those from Hamilton City had a greater consideration for nearly all areas when compared to those from outside of Hamilton City.

	Auckland	Waikato	Other
Tauranga	88% ↑	68% ↓	69%
Cambridge	71% ↑	61%	47% ↓
Te Awamutu	56% ↓	66% ↑	46% ↓
Ōtorohanga	40% ↑	29% ↓	32%
Morrinsville	30%	34% ↑	22% ↓
Te Kūiti	39% ↑	27% ↓	36%
Waharoa (for Matamata)	34% ↑	24% ↓	25%
None of the above	1%	2%	0%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 19 If Te Huia were further extended beyond Hamilton, either south or east of the city, would you use any of the following train stations? Select all that apply. Auckland n=376; Waikato n=931; Other n=91.

Preferred duration for the Hamilton to Auckland service

Respondents who had expressed a desire for a shorter trip duration between Hamilton and Auckland were presented with a list of possible trip durations and asked which one represented the maximum desirable travel time. Seventy-nine per cent of respondents indicated that their maximum desirable travel time was 2 hours or less, with only 10% indicating their maximum desirable time was longer than 2 hours. Those travelling for business purposes were more likely to prefer the 1:45 hour travel time than respondents travelling for other purposes.

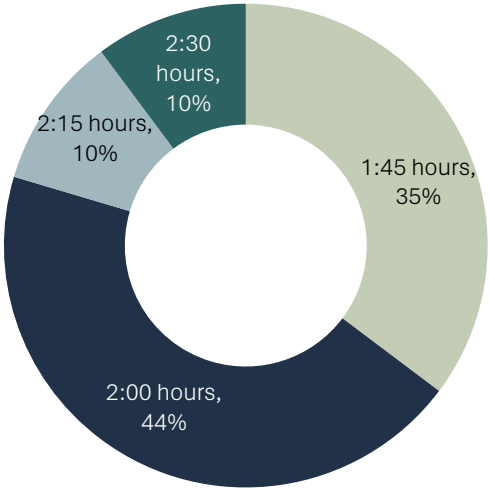


Figure 20 For the trip between Hamilton and Auckland, what is the maximum desirable travel time you would be willing to take by train? n=2,450.

Changes to encourage future use of Te Huia

Respondents were presented with other non-service changes and asked which of these would encourage greater use of Te Huia. Forty-four per cent of respondents indicated that improved bus connections would encourage greater use, and 32% stated that more secure parking capacity would increase their use of Te Huia. Only 16% indicated that improved walking or cycling connections would increase their use of Te Huia. Notably, just over one-third of respondents indicated that none of these changes would increase their use of the service; this was significantly higher among respondents who used the service for business purposes (47%).

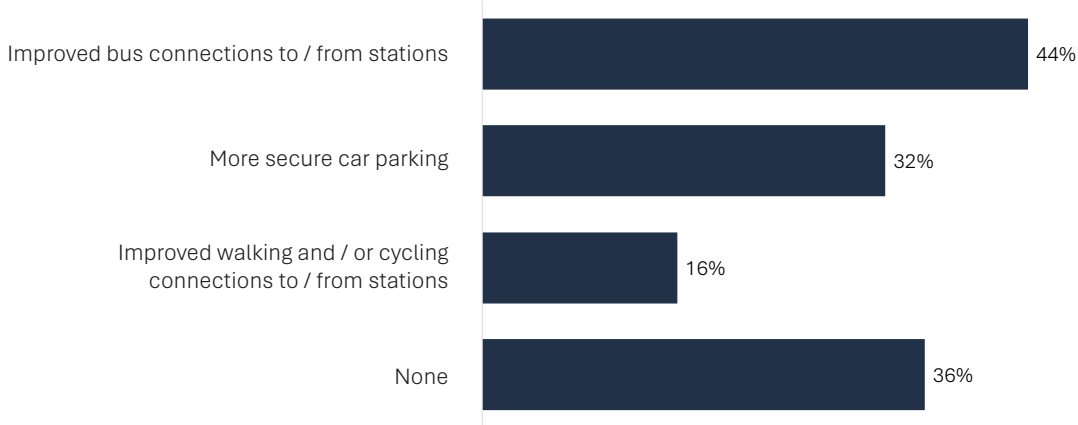


Figure 21 Would any of the following changes to the train stations along the Te Huia route encourage you to use the service more often? Select all that apply. n=4,322.

Changes to encourage future use of Te Huia: by region

When the potential changes were considered by region, respondents from Auckland were more likely to state that improved bus, walking, and cycling connections would encourage greater use. In contrast, respondents in the Waikato region were more likely to state that more secure car parking would increase future use.

	Auckland	Waikato	Other
Improved bus connections to/from stations	49% ↑	43% ↓	42%
More secure car parking	23% ↓	35% ↑	26%
Improved walking and/or cycling connections to/from stations	22% ↑	14% ↓	20%
None	32% ↓	36%	39%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 22 Would any of the following changes to the train stations along the Te Huia route encourage you to use the service more often? Select all that apply. Auckland n=842; Waikato n=3,292; Other n=188.

Train stations that require more secure car parks

Respondents who indicated more secure car parking was required were asked which stations required this change. Hamilton stations were the areas that respondents felt needed the most significant increases, although 23% also mentioned increases at The Strand. All other stations received mentions of around 12% to 13%.

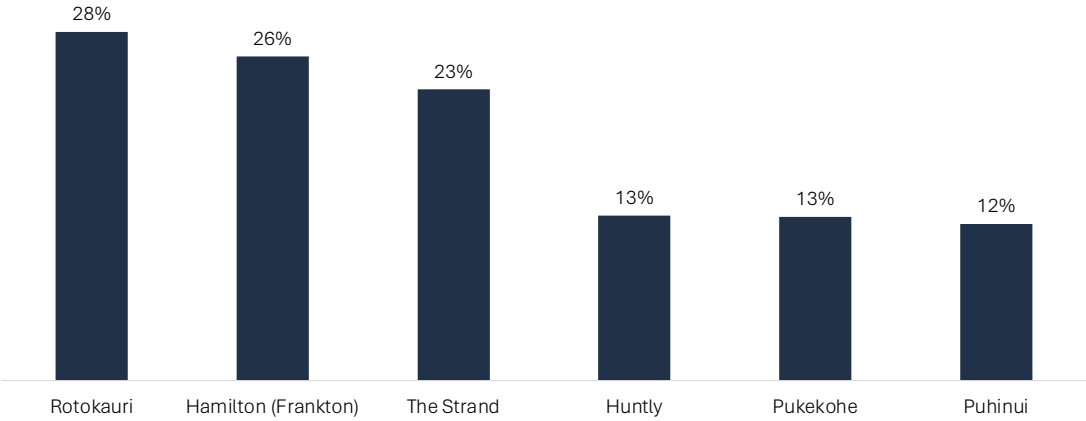


Figure 23 Which of the train stations require a higher number of secure car parks? Select all that apply. n=1,419.

Train stations that require improved bus connections

Respondents who indicated that improved bus connections were required were asked which stations required enhanced connections. The primary stations that needed improved bus connections were Hamilton and The Strand. Other stations received fewer mentions, with Rotokauri receiving 18% and all other stations less than 10%.

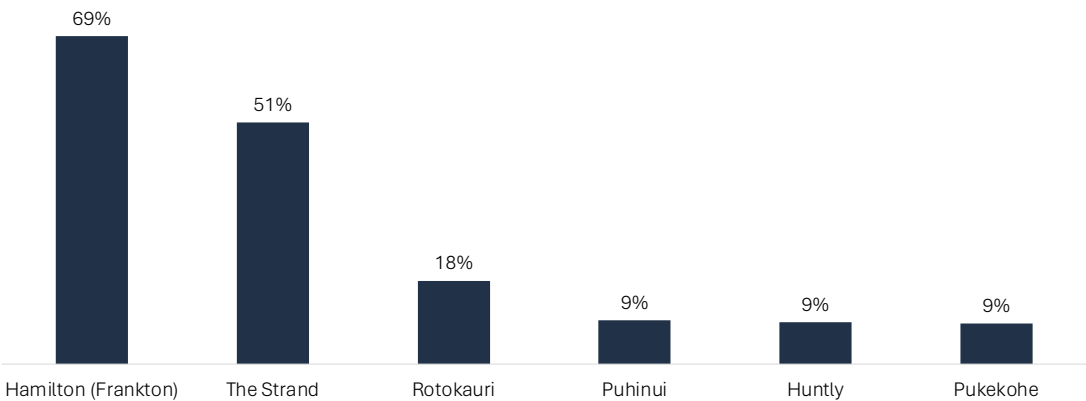


Figure 24 Which of the train stations require improved bus connections? Select all that apply. n=1,921.

Improvements required to bus connections

Respondents were asked how bus connections to stations could be improved. A total of n=1,300 respondents provided a comment.

The primary improvements for bus connections related to increasing the frequency of the connections, greater alignment with bus timetables, reduced walking distance to accessing the bus, and implementing bus services in areas where these were currently unavailable. A net of 11% (each) of respondents indicated there needed to be better links to key destinations or provided a suggestion about an Auckland-specific issue. All other responses comprised fewer than 10% (net) of the comments.

When responses were reviewed by station (Figure 24), findings showed that Hamilton (Frankton) and Rotokauri required better alignment between bus timetables and train times, while Rotokauri, Huntly, Pukekohe, and Puhinui needed a greater number of bus connections.

Increase frequency/more services	21%	Need a bus to come to the station	3%
Higher bus frequency	19%	Prefer central Hamilton station	1%
Weekend or evening services	2%	Rotokauri timing issues	1%
Align bus timetables with train times	14%	Regional bus connections (Waikato towns)	6%
Time buses to meet arrivals	12%	Cambridge	2%
Time buses to meet departures	10%	Te Awamutu/Kihikihi	1%
Hold buses for late trains	1%	Raglan	1%
Reduce walking distance/improve physical access	14%	Morrinsville/Matamata	1%
The bus stop is too far	6%	Huntly	1%
Add a bus stop at the station	9%	Pōkeno/Pukekohe	1%
No existing bus connections	12%	Shuttle/dedicated connector bus	5%
No bus at Frankton	6%	Shuttle to CBD	2%
Better connections	3%	On-demand or flexi service	2%
No bus at The Strand	3%	Shuttle to/from Britomart	1%
No bus is close enough	1%	Signage, wayfinding, and passenger info	4%
Better links to CBD or key destinations	11%	Poor signage	2%
Link to/from Hamilton CBD	6%	Need painted or on-board info	2%
Link to/from Auckland CBD/Britomart	5%	Extended operating hours	3%
Links to tourist or local attractions	1%	Early morning buses	3%
Link to Auckland/Hamilton Airport	1%	Late-night buses	1%
Auckland-specific connection issues	11%	Safety, accessibility, and mobility concerns	2%
Strand too isolated	7%	Safety concerns (dark, isolated)	1%
Bus routes are not convenient	2%	Mobility needs	1%
Prefer train to Britomart	2%	Shelters and seating needs	1%
Prefer the train to Waitemata instead of The Strand	1%	Other comment general	6%
Hamilton-specific connection issues	9%	No comment	1%
Frankton poorly connected	3%	Don't know/Not sure	1%

Figure 25 Please describe how the bus connections to/from stations could be improved. n=1,300.

Train stations that require improved walking or cycling connections

Respondents who indicated that improved walking or cycling connections would encourage greater use of Te Huia were asked which stations required better connections. Primarily, Hamilton (Frankton) and The Strand were the stations that respondents felt required better connections, with 21% indicating that Rotokauri station could also be improved. All other stations were mentioned by only 13% of respondents.

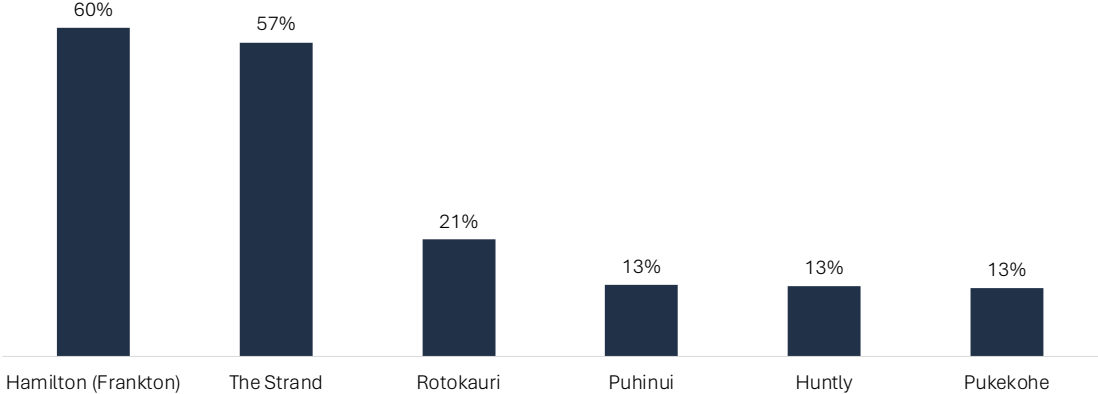


Figure 26 Which train stations require improved walking and/or cycling connections to/from stations? Select all that apply. n=686.

Improvements required for walking and cycling connections

Respondents were asked how the walking or cycling connections could be improved. A total of n=413 respondents provided a comment.

The main improvements for the walking and cycling connections related to separating cycling areas from other traffic. This was followed by better signage, station access, bike security, safer walking infrastructure, and infrastructure upgrades. All other response categories registered fewer than 10% (net) of responses, and 9% (net) of respondents provided an off-topic comment.

When responses were reviewed by station (Figure 26), findings showed that The Strand was more likely to require improved signage, wayfinding, and maps with a greater proportion of respondents stating that this station had indirect/awkward routes and was too remote. Respondents were also more likely to state that Huntly station required improvements in wheelchair friendly routes.

Need for protected/separated cycleways	21%	Station location issues (The Strand and Frankton)	7%
Safer cycle access	9%	Strand too remote	5%
Protected cycle lanes	7%	Frankton too isolated	2%
Grade separation	3%	Rotokauri access issues	1%
Extend the cycle network	2%	Dedicated pathways/cycleways within stations	5%
Signage, wayfinding, and maps	16%	Covered walkways	3%
Poor signage	9%	Safe, separated walkways/cycleways inside the station	2%
Need wayfinding maps	7%	Better connections to wider walking/cycling networks	5%
Poor station access and long detours	15%	Connected to city networks	2%
Want more direct connections	7%	Connect to the suburbs	1%
Indirect/awkward routes	6%	Bike hire is needed at stations	1%
Station in a car-dominated area	4%	Link to rail trail/river paths	1%
Secure bike parking/lockers	12%	Accessibility for mobility/disabled needs	2%
Secure storage	10%	Wheelchair friendly routes	1%
More bike racks/space for bikes	2%	Shorter paths for mobility users	1%
Lack of safe walking infrastructure	10%	Other comment (off topic/general comment)	9%
Poor pedestrian access	5%	No comment	1%
No footpaths	3%	Not sure/don't know	1%
Long walking distances	2%		
Safety, lighting, and personal security	10%		
Personal safety concerns	5%		
Poor lighting	4%		
Safer crossings	2%		
Infrastructure upgrades	8%		
Smooth or wider paths	5%		
Overbridges/underpasses	2%		
Shade and weather protection	2%		

Figure 27 Please describe how the walking and/or cycling connections between stations could be improved. n=413.

Customer service changes to increase the use of Te Huia

Respondents were asked about non-service changes that would likely increase their use of Te Huia.

Customer service changes to encourage future use

Respondents were presented with a list of customer service changes and asked which ones would most encourage them to increase their use of Te Huia. The most preferred option was a reliable Wi-Fi connection, of which 40% of respondents indicated this would be an improvement. Just under 30% of respondents thought a wider selection of food and drink would encourage use, while 26% thought that a quiet carriage would lead to greater use. Just under one quarter thought that refreshments at all stations would encourage use, and only 9% of respondents indicated that improved accessibility would lead to greater use. Interestingly, 34% of respondents stated that none of these options would encourage them to use Te Huia more frequently.

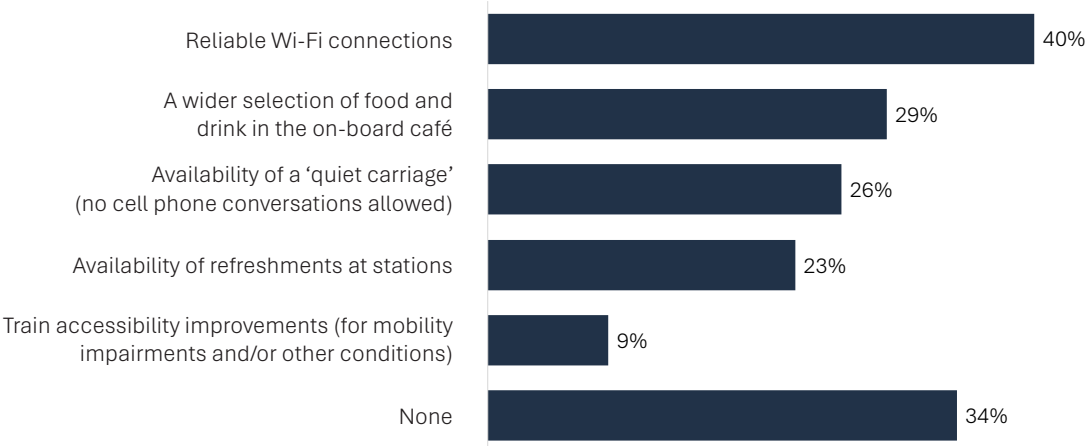


Figure 28 Would any of the following changes to customer experience encourage you to use Te Huia more often? Select all that apply. n=4,371.

Customer service changes to encourage future use: by reason for current use

Respondents who travelled for business or education purposes were significantly more likely to indicate that a reliable Wi-Fi connection would encourage greater use. At the same time, this was less significant among respondents who travelled for social reasons. Those who did travel for social reasons were more likely to state that none of these changes would encourage greater use of the service.

	Social travel only	Business purposes only	Educational travel only	Mixed use
Reliable Wi-Fi connections	33% ↓	53% ↑	63% ↑	51% ↑
A wider selection of food and drink in the on-board café	30%	24% ↓	14% ↓	30%
Availability of a 'quiet carriage' (no cell phone conversations allowed)	23% ↓	24%	30%	33% ↑
Availability of refreshments at stations	22%	19%	23%	26% ↑
Train accessibility improvements (for mobility impairments and/or other conditions)	9%	4% ↓	2%	12% ↑
None	38% ↑	32%	28%	27% ↓

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 29 Would any of the following changes to customer experience encourage you to use Te Huia more often? Select all that apply. Social n=2,752; Business n=494; Education n=43; Mixed use n=1,082.

Improvements to accessibility

Respondents who suggested that accessibility improvements could be made were asked about the types of improvements they felt were needed to encourage greater use. A total of n=181 respondents provided a comment.

Many of the suggested improvements related to physical infrastructure, with 26% indicating more level boarding steps and ramps were needed and 14% recommending an improvement to the on-board layout. Eleven per cent of respondents would like to see improved provisions for wheelchairs and mobility devices, and 7% suggested improvements to bike and mobility device storage. With regard to non-infrastructure suggestions, 10% of respondents noted that there could be improvements in assistance for people with mobility issues, particularly at boarding, and a 6% suggested greater accommodations for people with sensitivities, e.g., quiet carriages or greater awareness of neurodiverse travellers’ needs. All other mentions recorded 5% (net) or fewer responses.

Level boarding steps and ramps	26%	Accessibility for invisible disabilities or neurodiverse people	6%
Level boarding needed	12%	Quiet carriage	3%
More/better ramps	8%	Awareness of invisible disabilities	3%
A smaller gap between the train and the platform	4%	Sensory-friendly design	1%
Steps too steep	3%	Accessibility at stations (lighting, paths, facilities)	5%
On-board seating layout and design	14%	Accessible platform facilities	2%
Reconfigure seating layout	7%	Paved safe paths	1%
More disability seats	3%	Accessible parking	1%
Wider seats/armrests	2%	Better lighting	1%
Seating for carers	2%	Food, café, on-board service accessibility	4%
Easier access to seating	1%	Allergy-friendly food	3%
Wheelchair/mobility device provisions	11%	Mobile ordering	1%
Wheelchair access	6%	Café access for wheelchair users	1%
Increase wheelchair spaces	3%	Signage, audio/visual information, and wayfinding	3%
Specific wheelchair friendly carriage	2%	Clear signage on board	1%
Improve hoist/lift	1%	Visual displays	1%
Assistance, staff support, and the boarding process	10%	Audio announcements	1%
Boarding assistance	9%	Braille/tactile touchpoints	1%
Clear comms about accessible carriage	1%	Off-topic comments	13%
Staff availability	1%	Positive comments	7%
Secure or expanded bike and mobility storage	7%	No comment	2%
More bike storage	5%	Not sure/don't know	2%
Better bike handling systems	1%		
Space conflict concerns	1%		

Figure 30 Please describe how train accessibility could be improved. n=181.

Preferred price point

Respondents were presented with a series of price points and asked how much they would be prepared to pay for a one-way train ticket between Auckland and Hamilton. Most respondents selected \$25 (the lowest price point), with a further 25% selecting \$35 (the next lowest price point). Only 5% of respondents were prepared to pay more than \$35 for this trip. Respondents in Waikato and those under the age of 25 were more likely to select the \$25 price point than other groups.

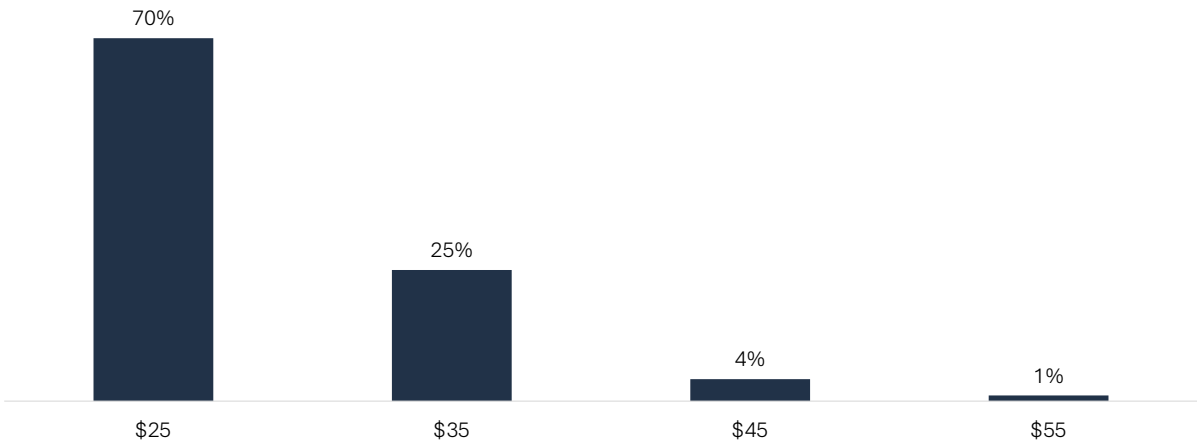


Figure 31 How much would you be prepared to spend on a one-way train trip between Auckland and Hamilton? n=4,113.

Preferred price point: by reason for current use

There were a few noticeable differences in the price points when the data was compared across the reasons that people travel on Te Huia. Respondents who travel for business were more likely to pay a higher price point than other travellers, and fewer selected \$25 as their most preferred price point.

	Social travel only	Business purposes only	Educational travel only	Mixed use
\$25	71%	64% ↓	80%	68%
\$35	24%	28%	17%	26%
\$45	4%	6%	2%	4%
\$55	1%	2% ↑	0%	1%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 32 How much would you be prepared to spend on a one-way train trip between Auckland and Hamilton? Social n=2,561; Business n=482; Education n=41; Mixed use n=1,029.

Potential frequency changes

Respondents were given two options for different service changes and asked which they preferred. Twenty-six per cent of respondents preferred a higher frequency service between Waikato and Pukekohe and would then transfer to a limited stop service into Auckland Waitematā, while 18% preferred a lower frequency but direct service between Waikato and The Strand. Just under half of the respondents preferred either option, and 10% preferred neither option.

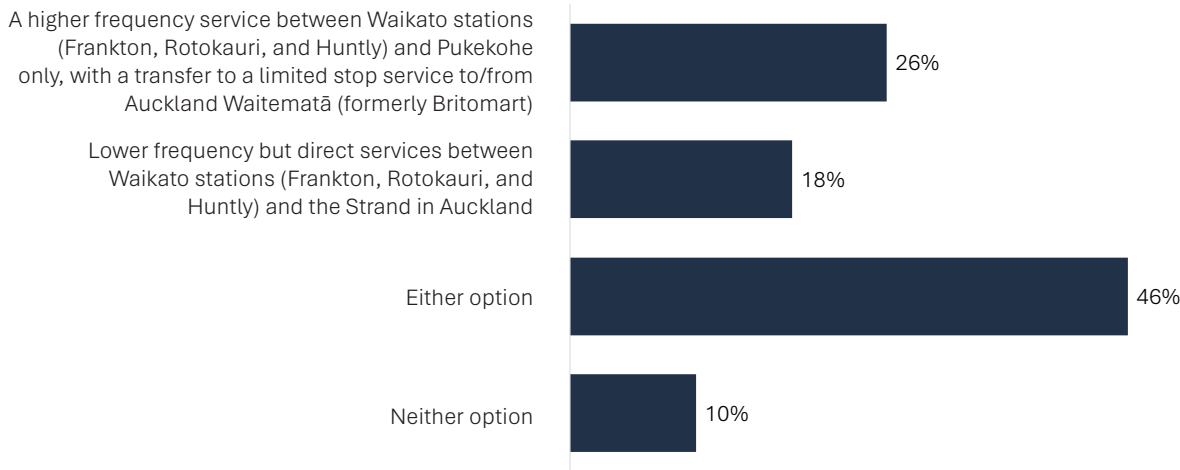


Figure 33 Which of the following options would you be more likely to use? n=4,213.

Potential frequency changes: by reason for current use

Respondents who intended to travel for business purposes were more likely to prefer both the higher and lower frequency options; specifically, commuters preferred the higher frequency, and those travelling for ad hoc business purposes preferred the lower frequency service. In comparison, respondents who intended to travel for social reasons preferred either higher or lower frequency options but were also more likely to state they preferred neither option.

	Social travel only	Business purposes only	Educational travel only	Mixed use
A higher frequency service between Waikato stations (Frankton, Rotokauri, and Huntly) and Pukekohe only, with a transfer to a limited stop service to/from Auckland Waitematā (formerly Britomart)	25%	32% ↑	23%	26%
Lower frequency but direct services between Waikato stations (Frankton, Rotokauri, and Huntly) and the Strand in Auckland	16% ↓	25% ↑	30%	19%
Either option	48% ↑	35% ↓	30%	46%
Neither option	11% ↑	7%	16%	9%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 34 Which of the following options would you be more likely to use? Social n=2,645; Business n=485; Education n=43; Mixed use n=1,058.

Other potential changes to Te Huia

Current users of Te Huia were asked if there were any other changes they would like to see made to the service to encourage greater use. A total of n=1,758 respondents provided a comment.

The main change that users of Te Huia suggested was the service frequency and days of operation, particularly requests for a school or public holiday service, more services per day, and greater weekend and weekday services. Service changes were followed by suggestions of changes to routes, termini, or stations, and suggestions relating to improved journey time, speed, and reliability, namely a faster service.

Respondents from Waikato had a greater focus on improvements to service frequency and school/public holiday operation, while respondents in Auckland were more focused on improvements to route, termini, and stations, in particular, a greater number of stops in Auckland and better CBD access.

Service frequency, days of operation and timetable	35%	Better bus/rail connections in Auckland	2%
School/public holiday operation	13%	Better regional bus connections	1%
More services per day	10%	Integrated ticketing with AT or the national system	1%
Weekend services	9%	Other connections (replacement when not running, bus services)	1%
Better weekday times	8%	Stations, facilities, safety, and accessibility	7%
Event/special services	3%	Better station facilities	5%
Route, termini, and stations	20%	Safety and security	1%
Start/Terminate at Britomart/Waitematā	8%	Accessibility (stations)	1%
Additional stops in Auckland	4%	Better signage	1%
Extensions to other cities, e.g., Cambridge, Tauranga, Taupō	4%	On-board comfort, seating, and capacity	6%
New intermediate Waikato/regional stops, e.g. Te Kauwhata, Pōkeno	3%	More capacity/extra carriages	2%
Better Hamilton CBD access	1%	Seating layout and comfort	1%
Journey time, speed, and reliability	18%	Noise/PA/quiet carriage	1%
Faster service	10%	Other on-board (temperature, luggage storage, tiered seating, more tables)	2%
New/faster rolling stock	3%	On-board amenities	3%
Express/limited-stop pattern	2%	Better café offer	2%
Use the third primary/better track operations	2%	Other (payment options, queue at café, on-board entertainment)	1%
Reliability and disruption handling	2%	Bikes, luggage, and other on-board space	2%
Fares, concessions, and loyalty	11%	More bike capacity	1%
Cheaper base fares/better values	7%	Better bike storage	1%
Gold card/pensioner concessions	2%	Marketing and positioning	2%
Student/child/family fares	1%	More marketing/awareness	1%
Loyalty/multi-trip schemes	1%	Tourism/event packages	1%
Other (range of payments, accepting credit cards)	1%	Positive general comment	7%
Connections and integration (airport, buses, AT)	7%	Negative general comment	3%
Airport connection	3%	Don't know/nothing	6%

Figure 35 If there are any changes that we have not listed that you believe would encourage you to use Te Huia more often, please describe them below. n=1,758.

Positive aspects of Te Huia

Respondents were asked if there were any aspects that they felt the service was delivering upon well. A total of n=2,141 respondents provided a comment.

The central theme from the comments related to the staff and customer service being friendly and helpful. This was followed by positive views of the carriages and on-board environment, and the on-board amenities. It should be noted that 32% of these comments were general positive comments, e.g., ‘provides a good service’ with no specific element of the service mentioned.

Staff and customer service	42%	Fares, value, and concessions	4%
Friendly/helpful staff	41%	Good value for money	2%
Professionalism and safety focus	2%	Concession and passes, e.g., SuperGold, student discounts	2%
Good communication from staff	2%	Connectivity and access between Waikato and Auckland	4%
Comfort, carriages, & on-board environment	20%	More convenient than other transport modes	2%
Comfortable ride and seating	12%	Connection between cities	2%
Cleanliness and upkeep	10%	Access to work, study, and events	1%
Quiet/calm environment	1%	Ability to work, study, or use time productively	2%
On-board amenities	13%	Ability to work/study	1%
Café/food offerings	10%	Productive use of travel time	1%
On-board amenities (toilets, tables, etc.)	3%	Identity, vision, and symbolic value	2%
Wi-Fi and power points	3%	Symbol of future rail/regional vision	2%
Service Reliability, Timing & Availability	8%	Positive general	32%
Reliable service	4%	Negative general	5%
Availability of the service	3%	Nothing/Don't know	2%
Suitable departure/arrival times	1%		
Relaxation, stress reduction, and experience	5%		
Enjoyable/pleasant experience	3%		
Less stress than driving	2%		
Scenic views/ambiance	1%		

Figure 36 In addition to understanding how we can improve the Te Huia service, we would also like to know what we are doing well. If you would like to provide any positive feedback, please do so in the box below. n=2,141.

Non-user Feedback



Future use of Te Huia

Respondents who had not used Te Huia were asked about their potential use of the service in the future.

Reasons for future use of Te Huia

Most respondents who had not used Te Huia indicated that future use would likely be for social or leisure purposes (93%), with 17% indicating that they may use it for commuting, 16% may use it for business travel, and 17% may use it for education.

Respondents from Waikato were more likely to use the service for commuting than respondents from outside of Waikato.

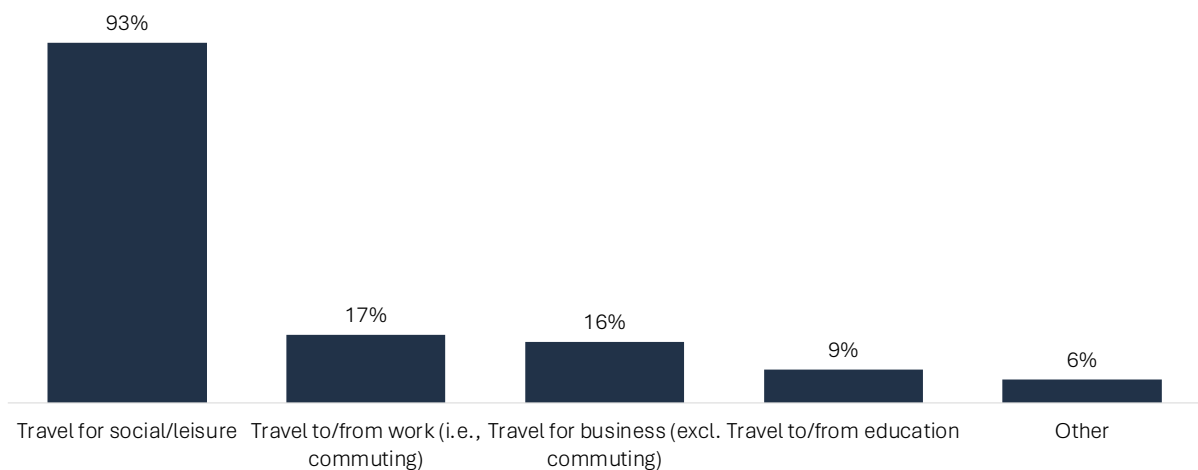


Figure 37 If you were to use Te Huia in the future, what trips would you take? Select all that apply. n=3,555.

Single-use analysis

When the use results were separated to account for multiple uses, the responses showed that 65% of non-user respondents would use Te Huia for social use only, and 5% would use the service solely for business purposes. Fewer than 1% of respondents would use it to travel for education only (not shown on the chart). Thirty per cent of non-users indicated they would use the service for a combination of reasons (referred to as mixed use).

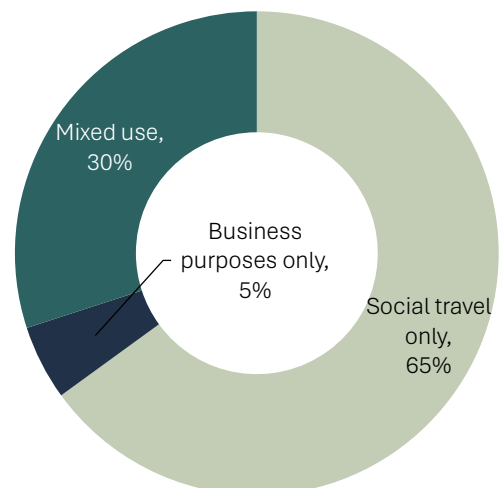


Figure 38 If you were to use Te Huia in the future, what trips would you take? Select all that apply. n=3,555.

Single-use analysis: by demographics

Respondents who were likely to use Te Huia for social reasons were more likely to live in Auckland, identify as female, be over the age of 65, or be retired. In comparison, respondents who were likely to use Te Huia for business purposes were more likely to identify as male, be aged between 26 and 55, or to work full-time.

		Social travel only	Business purposes only	Educational travel only	Mixed use
Region	Auckland	23% ↑	21%	17%	19% ↓
	Waikato	72%	76%	67%	75%
	Other	4%	4%	17%	6%
Gender	Male	45% ↓	57% ↑	43%	48%
	Female	51% ↑	39% ↓	57%	47%
Age	Under 18	0%	0%	0%	0%
	18-25	3% ↓	2%	29% ↑	5% ↑
	26-35	6% ↓	18% ↑	0%	15% ↑
	36-45	11% ↓	28% ↑	0%	23% ↑
	46-55	15% ↓	23% ↑	29%	20% ↑
	56-64	20%	23%	0%	17% ↓
	65+	41% ↑	4% ↓	29%	15% ↓
	Employment	Full-time	41% ↓	89% ↑	14%
	Part-time	13%	6% ↓	14%	12%
	Student	3% ↓	2%	43% ↑	5% ↑
	Retired	36% ↑	2% ↓	14%	12% ↓
	Unemployed	4%	0% ↓	14%	3%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 39 If you were to use Te Huia in the future, what trips would you take? Select all that apply. Social n=2,271; Business n=160; Education n=6; Mixed use n=1,060.

Travel to the workplace

Respondents who would use Te Huia to commute were asked how often they currently travel to their workplace. Three-quarters of respondents indicated they travelled to their workplace three or more times a week on average, while 15% travelled twice a week and only 10% travelled once per week.

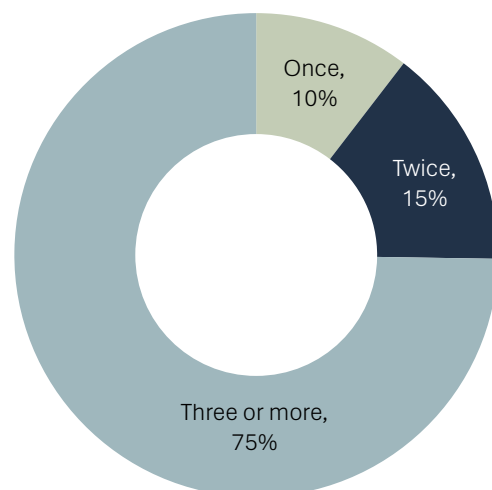


Figure 40 How many days a week (on average) do you travel to your workplace? n=594.

Stations intending to access

Respondents were asked to indicate which station they would use for boarding and alighting if they used Te Huia in the future. The station that most respondents indicated they would use was the Hamilton (Frankton) station, followed by The Strand and Rotokauri stations. Pukekohe station received 19% of responses, with Puhinui and Huntly receiving 15% and 10% respectively.

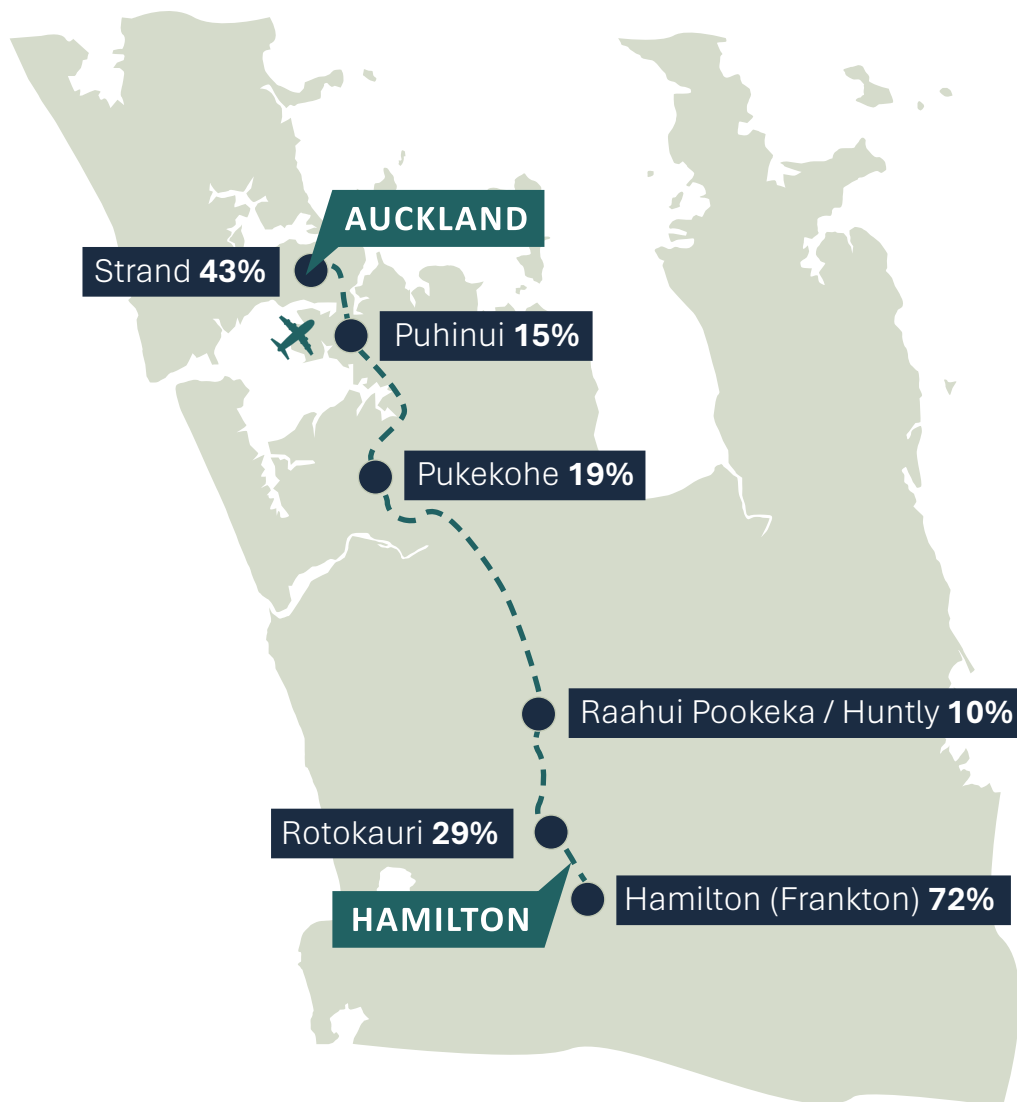


Figure 41 If you were to use Te Huia in the future, which stations would you use for onboarding/offboarding? Select all that apply. n=3,405.

Station and service changes to encourage the use of Te Huia

Respondents were asked a series of questions about potential station and timetable changes Te Huia could make and the extent to which these changes would encourage greater use of the service.

Service changes to encourage use

Respondents were presented with a list of possible service changes and asked which ones might lead them to use the service. The change that would most encourage use of the service was to have more trains running on weekends. This was followed by a shorter journey time and more weekday trains. Thirteen per cent of respondents did not think any of these changes would encourage service use.

Respondents from Auckland were more likely to indicate that more trains (weekend and weekday), extending the service, adding new stations, and earlier departure times would encourage use. In contrast, a greater number of Waikato respondents and those living outside of Auckland and Waikato stated that nothing would encourage them to use the service.

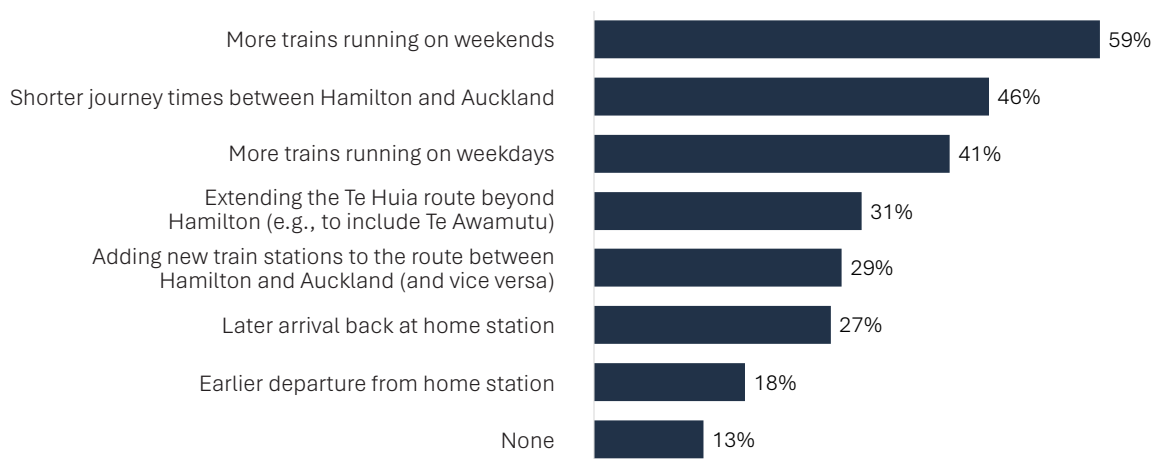


Figure 42 Would any of the following changes to the frequency and/or route of Te Huia encourage you to use the service? Select all that apply. n=3,679.

Service changes to encourage use: by potential reasons to use the service

When the changes were considered by the stated reason that respondents would use Te Huia, the results showed that respondents travelling for business purposes would be encouraged to use the service if the journey times were shorter, there were more trains running on weekdays, and the departure times were earlier.

	Social travel only	Business purposes only	Educational travel only	Mixed use
More trains running on weekends	60%	25% ↓	29%	67% ↑
Shorter journey times between Hamilton and Auckland (and vice versa)	41% ↓	59% ↑	71%	58% ↑
More trains running on weekdays	35% ↓	63% ↑	43%	56% ↑
Extending the Te Huia route beyond Hamilton (e.g., to include Te Awamutu)	30% ↓	20% ↓	29%	38% ↑
Adding new train stations to the route between Hamilton and Auckland (and vice versa)	24% ↓	36%	29%	42% ↑
Later arrival back at home station	26% ↓	21%	29%	35% ↑
Earlier departure from home station	14% ↓	29% ↑	29%	25% ↑
None	13% ↑	6%	14%	7% ↓

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 43 Would any of the following changes to the frequency and/or route of Te Huia encourage you to use the service? Select all that apply. n=3,679. Social n=2,315; Business n=163; Education n=7; Mixed use n=1,070.

Potential new Waikato stations for Te Huia

Respondents who stated that adding new Waikato stations would encourage use of Te Huia were presented with a list and asked which they would use. New stations have been plotted on the map below and shown in shaded boxes; the current stations have been displayed in unshaded boxes.

The station which could generate the most usage was stated as Central Hamilton (CBD), followed by stations at Hamilton Airport, Pōkeno, or Te Kauwhata.

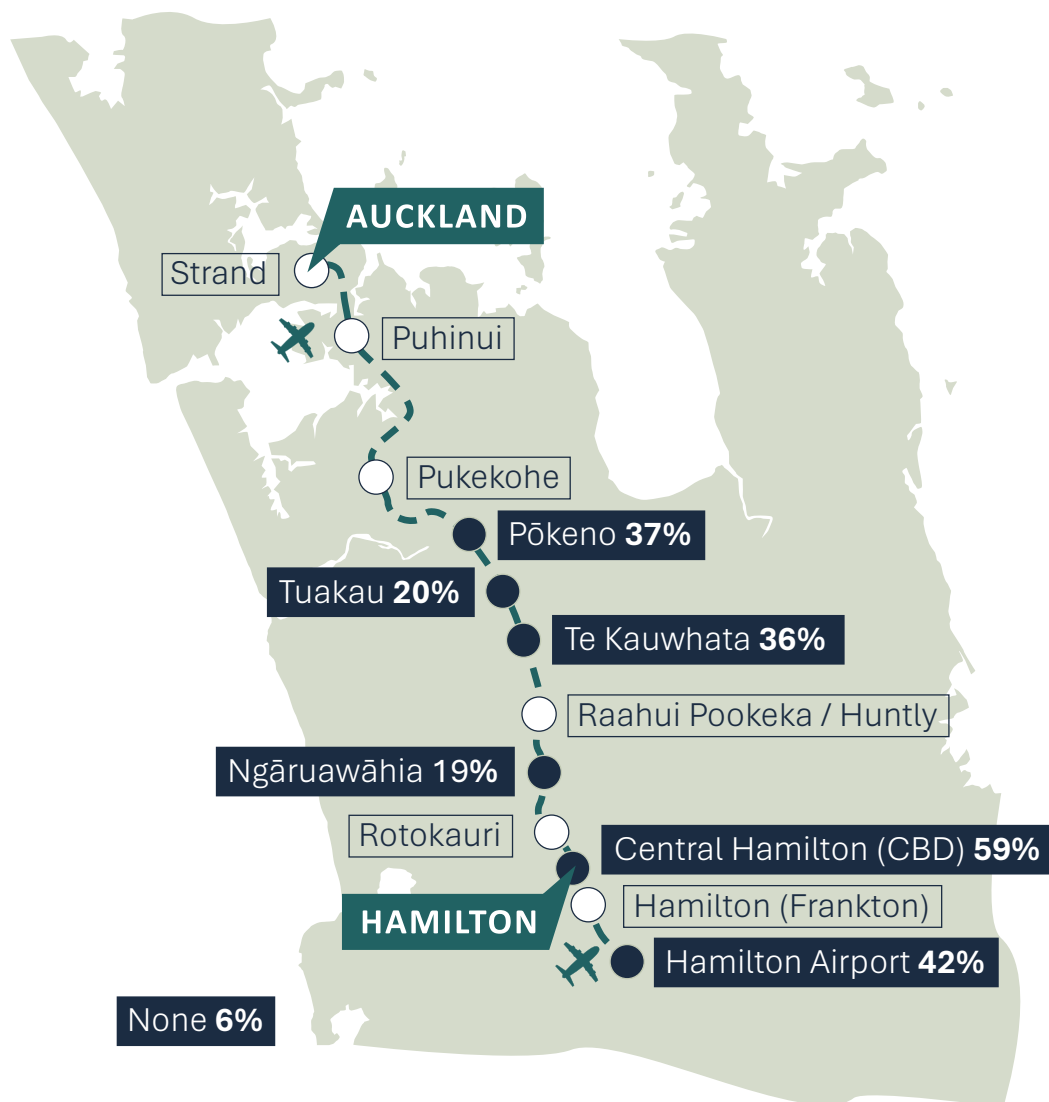


Figure 44 Which of the following Waikato train stations (if any) would you use if they were added to the Te Huia service? Select all that apply. n=1,059.

Potential new Waikato stations for Te Huia: by region

When the preference for new Waikato stations was looked at by region, the results showed that those from Auckland were more likely to consider new stations at Central Hamilton, Pōkeno, Tuakau, and Ngāruawāhia. At the same time, respondents from Waikato were more likely to consider a station at Te Kauwhata. Those outside Auckland and Waikato were more likely to consider stations at Pōkeno or Tuakau.

	Auckland	Waikato	Other
Central Hamilton (CBD)	76% ↑	52% ↓	56%
Hamilton Airport	38%	44%	42%
Pōkeno	51% ↑	30% ↓	52% ↑
Te Kauwhata	28% ↓	38% ↑	42%
Tuakau	32% ↑	14% ↓	35% ↑
Ngāruawāhia	25% ↑	16% ↓	29%
None	7%	5%	8%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 45 Which of the following Waikato train stations (if any) would you use if they were added to the Te Huia service? Select all that apply. Auckland n=285; Waikato n=699; Other n=52.

Potential new regional stations for Te Huia

Respondents who wished to have new regional stations on Te Huia were asked which they would use if the service was extended. Sixty-two per cent of respondents indicated they would consider Tauranga. Services to Cambridge and Te Awamutu were equally considered, with 55% (each) of respondents indicating they would use these. All other areas were less likely to be considered.

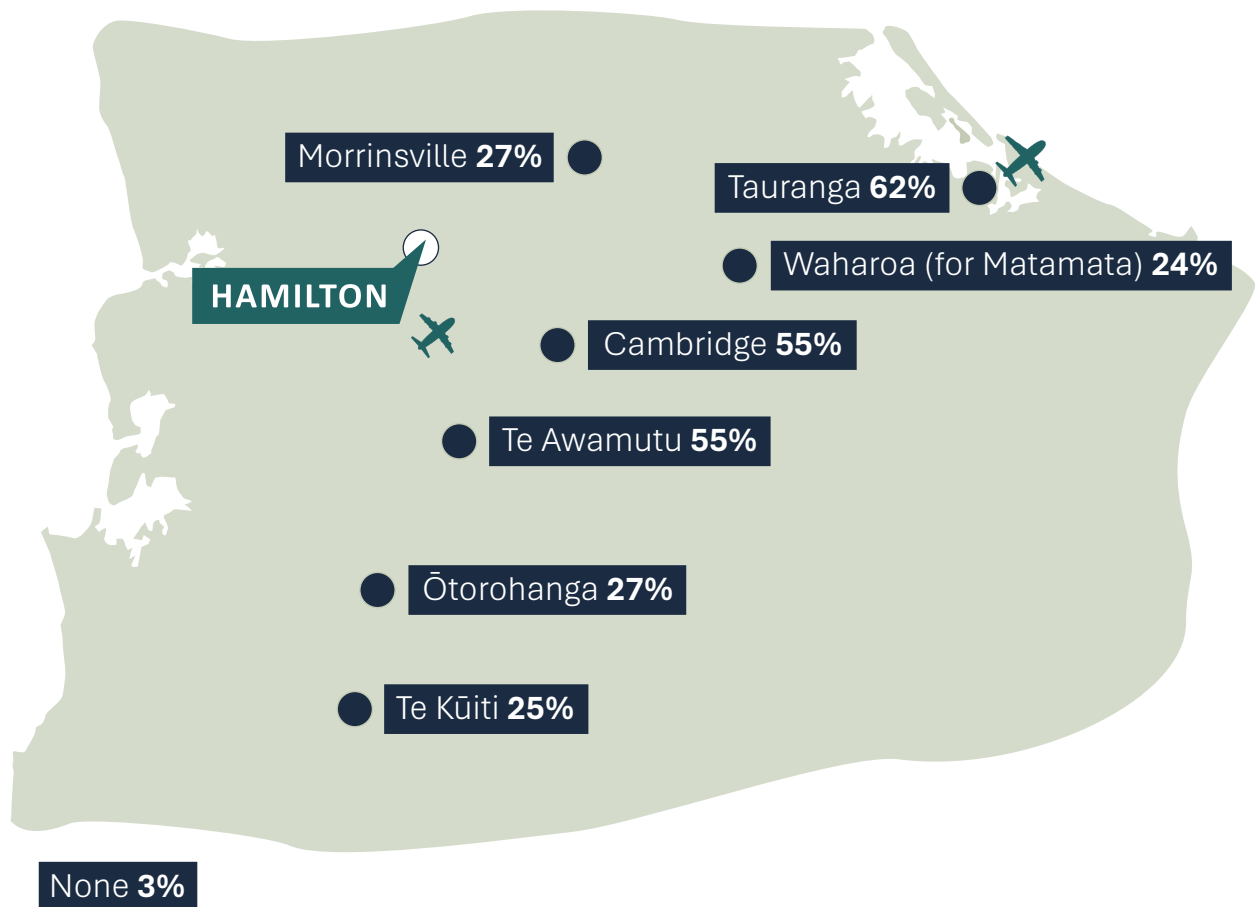


Figure 46 If Te Huia were further extended from Hamilton, either south or east of the city, would you use any of the following train stations? Select all that apply. n=1,143.

Potential new regional stations for Te Huia: by region

When the new regional stations were looked at by region, the results demonstrated that respondents from Auckland were more likely to consider a number of new stations. In contrast, respondents from Waikato were more likely to consider stations at Te Awamutu and Morrinsville. Those outside of Auckland and Waikato were more likely to consider a station at Tauranga.

	Auckland	Waikato	Other
Tauranga	89% ↑	50% ↓	73% ↑
Cambridge	66% ↑	52% ↓	40% ↓
Te Awamutu	39% ↓	63% ↑	40% ↓
Morrinsville	23%	30% ↑	18%
Ōtorohanga	35% ↑	24% ↓	22%
Te Kūiti	33% ↑	20% ↓	34%
Waharoa (for Matamata)	30% ↑	22% ↓	24%
None	1% ↓	4%	5%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 47 If Te Huia were further extended from Hamilton, either south or east of the city, would you use any of the following train stations? Select all that apply. Auckland n=295; Waikato n=740; Other n=82.

Preferred duration for the Hamilton to Auckland service

Respondents were asked what the maximum desirable trip time between Hamilton and Auckland would be. Just over half of respondents indicated the 1:45 hours was their preferred travel time, with a further 38% indicating that 2 hours was the maximum they would prefer to travel. Only 8% of respondents preferred a trip duration of longer than 2 hours.

Those travelling for business purposes were significantly more likely to prefer the 1:45-hour travel time. In contrast, those travelling for social reasons were more likely to state they would consider travelling up to 2 hours.

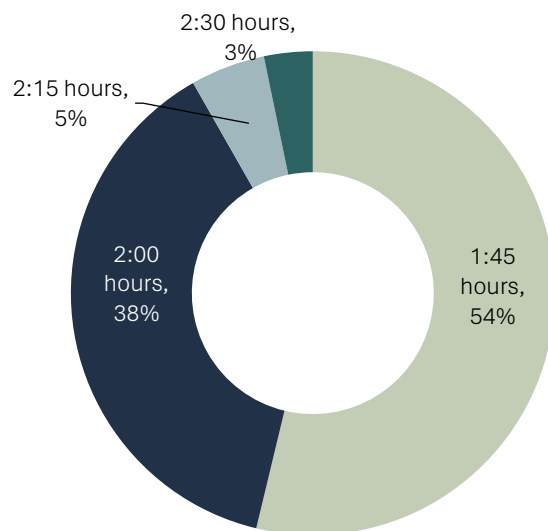


Figure 48 For the trip between Hamilton and Auckland, what is the maximum desirable travel time by train? n=1,663.

Changes to encourage future use of Te Huia

Respondents were presented with other non-service changes and asked which of these would encourage their use of Te Huia. Thirty-nine per cent of respondents indicated that more secure parking would encourage them to use Te Huia. In contrast, 32% indicated that improved bus connections to and from stations would encourage use. At a lower level, 14% indicated that enhanced walking and cycling connections would encourage them to use the service. Interestingly, 43% of respondents indicated that none of these changes would encourage them to use the service in the future.

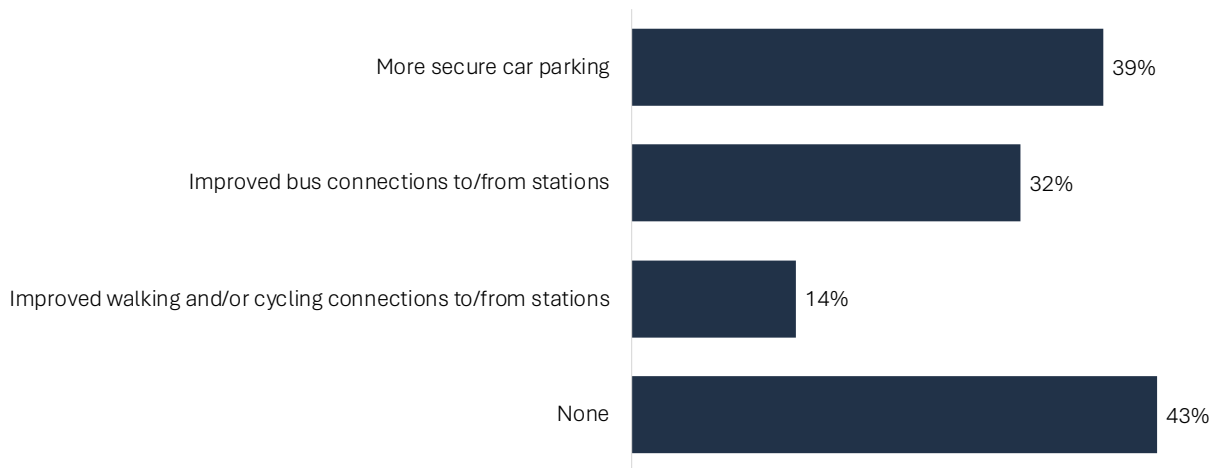


Figure 49 Would any of the following changes to the train stations along the Te Huia route encourage you to use the service? Select all that apply. n=3,679.

Changes to encourage future use of Te Huia: by region

When results were considered by region, respondents from Auckland were more likely to indicate that better connectivity for buses and improved walking and cycling connections would encourage them to use the service. Respondents from Waikato were more likely to state that the more secure parking would encourage them to use the service.

	Auckland	Waikato	Other
More secure car parking	27% ↓	42% ↑	37%
Improved bus connections to/from stations	40% ↑	29% ↓	36%
Improved walking and/or cycling connections to/from stations	21% ↑	11% ↓	14%
None	42%	44%	45%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 50 Would any of the following changes to the train stations along the Te Huia route encourage you to use the service? Select all that apply. Auckland n=783; Waikato n=2,663; Other n=171.

Train stations that require more secure car parks

Seventy-two per cent of respondents who thought car parking capacity needed to be improved believed that the Hamilton (Frankton) station required more secure car parks. This was followed by Rotokauri, Pukekohe, Huntly, The Strand, and Puhinui stations, although these results were at much lower levels.

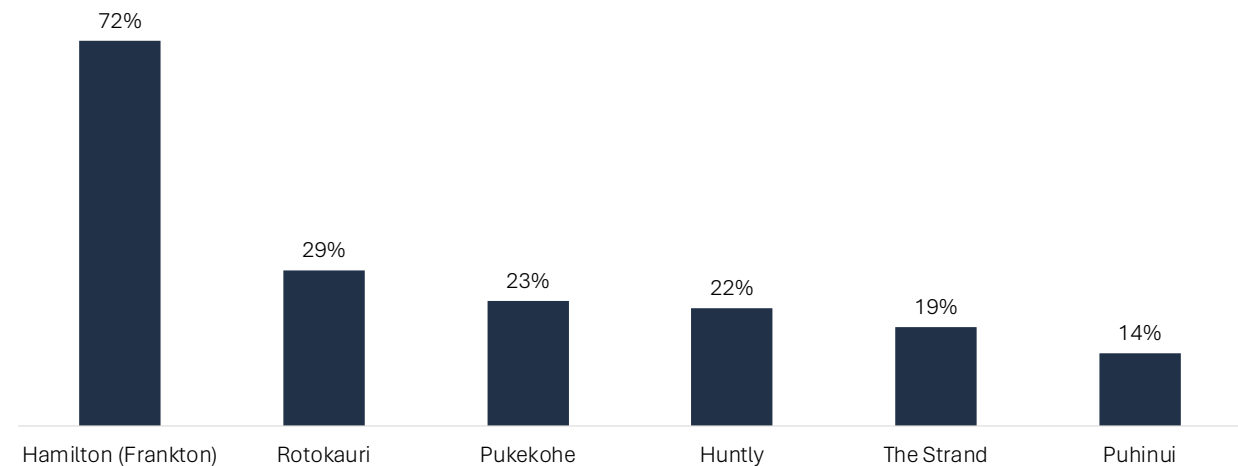


Figure 51 Which of the train stations require a higher number of secure car parks? Select all that apply. n=1,427.

Train stations that require improved bus connections

Seventy-three per cent of respondents who would like to see improved bus connections indicated that the Hamilton (Frankton) station required this change, and 35% of respondents indicated that The Strand would also benefit from better connectivity. Fewer respondents noted that Rotokauri, Pukekohe, Huntly, and Puhinui stations required improved bus connections.

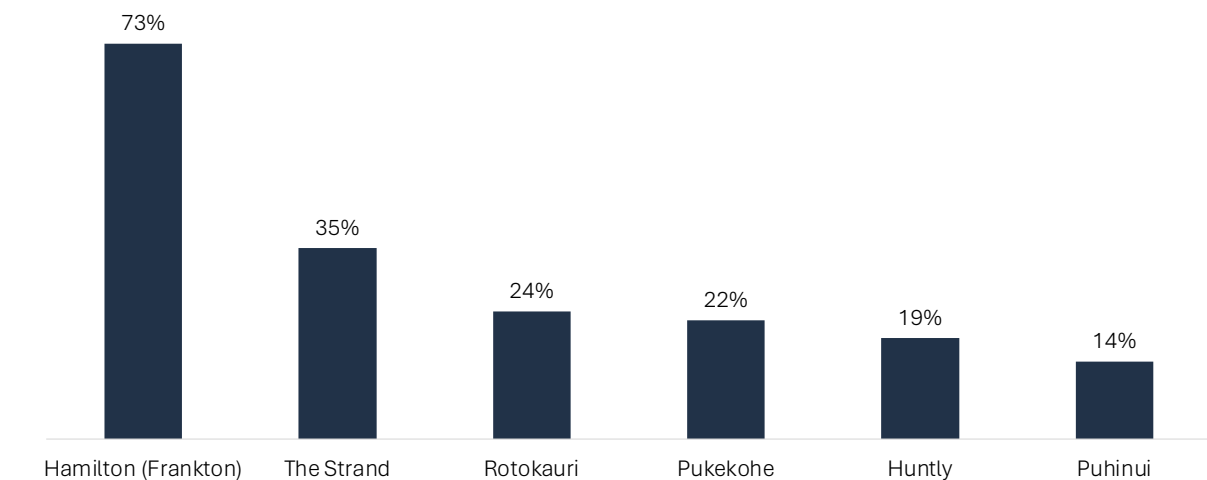


Figure 52 Which train stations require improved bus connections to/from stations? Select all that apply. n=1,177.

Improvements required to bus connections

Respondents who felt the bus connections could be improved were asked how they felt these needed to change. A total of n=550 respondents provided a comment.

The main aspects that respondents felt needed improving related to more frequent buses. This was followed by having buses that aligned with train times and improved regional bus connections to Waikato towns. Some respondents also noted specific issues with Auckland connections and the need to have better links within the central cities.

Increase frequency/more services	31%	Reduce walking distance/improve physical access	6%
Higher bus frequency	23%	The bus stop is too far	3%
More buses/routes	4%	Add a bus stop at the station	3%
Bus to train only routes/more direct routes	2%	Signage, wayfinding, and passenger info	3%
Peak services	1%	Clear timetables/better advertising	2%
Weekend or evening services	1%	Poor signage	1%
Park and ride services	1%	Need painted or on-board info	1%
Flexible times/destinations	1%	Hamilton-specific connection issues	3%
Align bus timetables with train times	14%	Rotokauri timing issues	1%
Time buses to meet arrivals	13%	Need a bus to come to the station	1%
Time buses to meet departures	11%	Prefer central Hamilton station	1%
Hold buses for late trains	1%	Extended operating hours	3%
Regional bus connections (Waikato towns)	11%	Early morning buses	3%
Cambridge	3%	Late-night buses	1%
Morrinsville/Matamata	3%	Shuttle/dedicated connector bus	3%
Ngāruawāhia/Te Kauwhata/Huntly	2%	On-demand or flexi service	2%
Te Awamutu/Kihikihi	1%	Shuttle to CBD/Frankton	1%
Pōkeno/Pukekohe	1%	Safety, accessibility, and mobility concerns	2%
Other regional area	1%	Mobility needs	1%
Auckland-specific connection issues	8%	Improved footpaths	1%
Strand too isolated	5%	Better lighting and safety	1%
Prefer train to Britomart	2%	Positive comment general	3%
Prefer the train to the Waitematā instead of The Strand	1%	Negative comment general	1%
Better links to CBD or key destinations	7%	Other comment general	10%
Link to/from Hamilton CBD	4%	No comment/ Don't know	4%
Link to/from Auckland CBD/Britomart	2%		
Link to Auckland/Hamilton Airport	2%		
Links to tourist or local attractions	1%		

Figure 53 Please describe how the bus connections to/from stations could be improved. n=550.

Train stations that require improved walking or cycling connections

Respondents who indicated that improved walking or cycling connections would encourage greater use of Te Huia were asked which stations required better connections. Primarily, Hamilton (Frankton) and The Strand were the stations that respondents felt required better connections. A similar proportion indicated that Rotokauri, Pukekohe, and Huntly stations could also be improved, with only 19% indicating that walking or cycling connections to Puhinui could be improved.

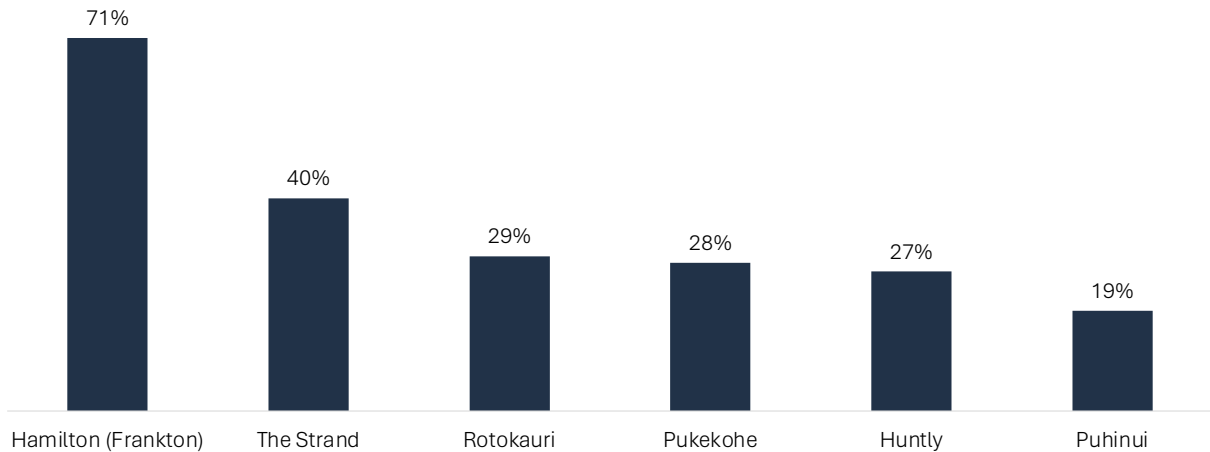


Figure 54 Which train stations require improved walking and/or cycling connections to/from stations? Select all that apply. n=498.

Improvements required for walking and cycling connections

Respondents who thought that there needed to be improved walking or cycling connections were asked how these could be improved. A total of n=197 respondents provided a comment.

The primary improvement respondents suggested was the need for separated cycleways, along with dedicated pathways, improved signage, and more secure bike parking. Just under 10% of respondents (net) mentioned the need for better connections to walking and cycling networks and improvements in safety and lighting in the area.

Need for protected/separated cycleways	13%	Bike hire is needed at stations	2%
Protected cycle lanes	7%	Scooter hire needed at stations	1%
Extend the cycle network	5%	Infrastructure upgrades	9%
Safer cycle access	2%	Smooth or wider paths	8%
Grade separation	1%	Overbridges/underpasses	2%
Dedicated pathways/cycleways within stations	11%	Accessibility for mobility/disabled needs	4%
Safe, separated walkways/cycleways inside the station	9%	Wheelchair friendly routes	2%
Covered walkways	3%	Lift reliability	1%
Signage, wayfinding, and maps	10%	Shorter paths for mobility users	1%
Poor signage	5%	Add ramps	1%
Clearly marked cycleways	4%	Station location issues (Strand and Frankton)	4%
Need wayfinding maps	2%	Strand too remote	3%
Updated public information	1%	Frankton too isolated	2%
Secure bike parking/lockers	10%	Urban design improvements	3%
Secure storage	9%	Beautification	1%
More bike racks/space for bikes	3%	Pedestrian station area (fewer cars in the area)	1%
Safety, lighting, and personal security	9%	Improve overall ambience/feel welcoming	1%
Poor lighting	5%	New termini	3%
Personal safety concerns	2%	Terminate at Britomart	2%
Safe in general	2%	Terminate at Waitemata	1%
Safer crossings	1%	Other comment (off topic/general comment)	14%
Better connections to wider walking/cycling networks	9%	Don't know/No comment	10%
Connected to city networks	6%		
Connect to the suburbs	2%		

Figure 55 Please describe how the walking and/or cycling connections between stations could be improved. n=197.

Customer service changes to encourage the use of Te Huia

Respondents were asked about non-service changes that would encourage them to use Te Huia.

Customer service changes to encourage future use

Respondents were presented with a list of customer service changes and asked which ones would most encourage them to use Te Huia in the future. The most preferred option was reliable Wi-Fi connections, followed by a quiet carriage, a wider selection of food and drink, and refreshments at each station. Of note was that 37% of respondents stated that none of these changes would encourage them to use Te Huia in the future.

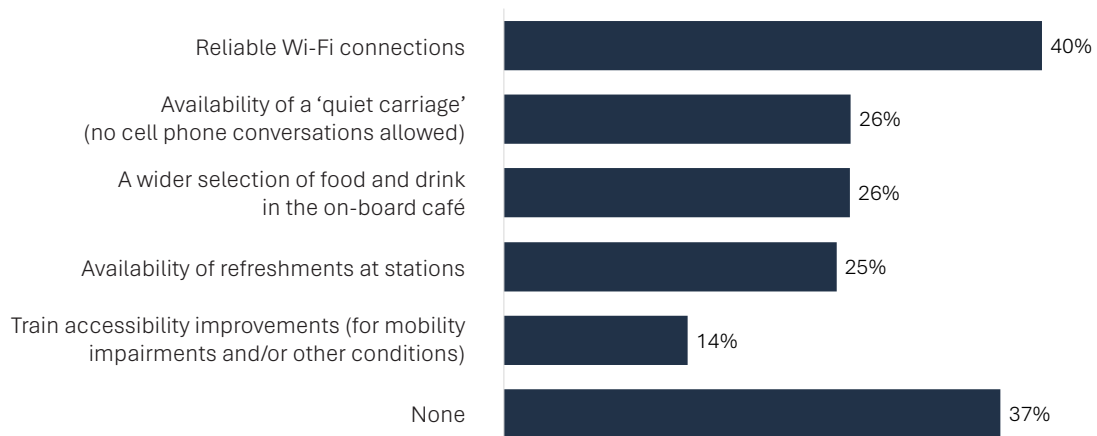


Figure 56 Would any of the following changes to customer experience encourage you to use Te Huia? Select all that apply. n=3,679.

Customer service changes to encourage future use: by potential reason to use the service

Respondents who indicated they would travel for social reasons were less likely to suggest that any of these changes would encourage future use and were more likely to state that none of these changes would encourage them to use Te Huia. Respondents who indicated they would travel for business were less likely to be influenced by on-board food and drink or accessibility improvements. These results have been displayed in the table overleaf.

	Social travel only	Business purposes only	Educational travel only	Mixed use
Reliable Wi-Fi connections	36% ↓	47%	29%	54% ↑
Availability of a 'quiet carriage' (no cell phone conversations allowed)	24% ↓	25%	14%	33% ↑
A wider selection of food and drink in the on-board café	25% ↓	17% ↓	14%	31% ↑
Availability of refreshments at stations	23% ↓	21%	29%	32% ↑
Train accessibility improvements (for mobility impairments and/or other conditions)	12% ↓	6% ↓	14%	20% ↑
None	39% ↑	37%	43%	28% ↓

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 57 Would any of the following changes to customer experience encourage you to use Te Huia? Select all that apply. Social n=2,315; Business n=163; Education n=7; Mixed use n=1,070.

Improvements to accessibility

Respondents who indicated that accessibility could be improved were asked about the changes they would like to see made. A total of n=184 respondents responded to the question.

The primary improvements to train accessibility related to level boarding, steps, and ramps and wheelchair and mobility device provisions. At a slightly lower level, respondents also wished to see improvements in secure bike and mobility device storage and support for travellers with invisible disabilities.

Level boarding, steps, and ramps	18%	Accessibility for invisible disabilities or neurodiverse people	6%
Level boarding needed	11%	Quiet carriage	4%
More/better ramps	5%	Sensory-friendly design	1%
Steps too steep	1%	Awareness of invisible disabilities	1%
A smaller gap between the train and the platform	1%	Assistance, staff support, and the boarding process	5%
Handrails	1%	Boarding assistance	4%
Wheelchair/mobility device provisions	17%	Staff availability	2%
Wheelchair/pram/walker access	12%	Clear comms about accessible carriage	1%
Increase wheelchair spaces	3%	On-board seating layout and design	5%
Improve hoist/lift	1%	More disability seats	2%
Secure space for mobility scooters	1%	Easier access to seating	2%
Secure or expanded bike and mobility storage	7%	Seating for carers	1%
More bike storage	4%	Soft seats	1%
Better bike handling systems	4%		

Figure 58 Please describe how train accessibility could be improved. n=184 (continued overleaf).

On-board facilities	4%	Signage, audio/visual info and wayfinding	2%
Accessible toilets	3%	Clear signage on the board	1%
Power points/Wi-Fi	1%	Audio announcements	1%
Temperature controlled	1%	Braille/tactile touchpoints	1%
Accessibility at stations (lighting, paths, facilities)	3%	Positive comments	10%
Accessible parking	2%	Off-topic comments	19%
Accessible platform facilities	1%	Don't know/no comment	14%
Better lighting	1%		

Figure 58 continued Please describe how train accessibility could be improved. n=184.

Preferred price point

Respondents were presented with a series of price points and asked what they would be prepared to pay for a one-way train ticket between Auckland and Hamilton. Sixty-nine per cent of respondents selected \$25 (the lowest price point), and a further 23% selected \$35. Only 7% of respondents were prepared to pay more than \$35 for this trip. Respondents from Waikato were more likely to choose the \$25 price point, while respondents in Auckland were more likely to select higher price brackets.

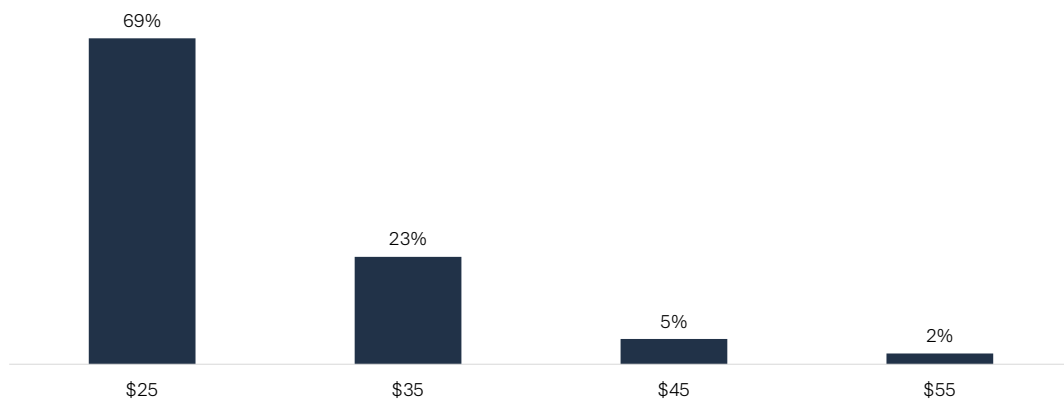


Figure 59 How much would you be prepared to spend on a one-way train trip between Auckland and Hamilton? n=3,365.

Preferred price point: by potential reason to use the service

There were very few significant differences in price preferences between the travel reasons for non-user respondents, with response patterns consistent across the different groups. The only significant difference was that respondents who would travel for business purposes were less likely to pay \$35 for the trip when compared to respondents who intend to travel for other reasons.

	Social travel only	Business purposes only	Educational travel only	Mixed use
\$25	69%	79%	57%	68%
\$35	23%	13% ↓	29%	25%
\$45	6%	4%	14%	5%
\$55	2%	4%	0%	2%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 60 How much would you be prepared to spend on a one-way train trip between Auckland and Hamilton? Social n=2,167; Business n=153; Education n=7; Mixed use n=987.

Potential frequency changes

Respondents were presented with two service changes and asked which they would be more likely to use. Twenty-two per cent of respondents indicated that they would prefer a higher frequency service and would then transfer to a limited stop service into Auckland Waitematā, while 19% indicated they would prefer a service that was of lower frequency but more direct. Forty per cent indicated they preferred either format, and 19% indicated they preferred neither format. Respondents from Auckland were more likely to prefer a higher frequency service, while respondents from Waikato were more likely to prefer a service that was less frequent but more direct. Interestingly, respondents under the age of 35 were more likely to prefer a higher frequency service.

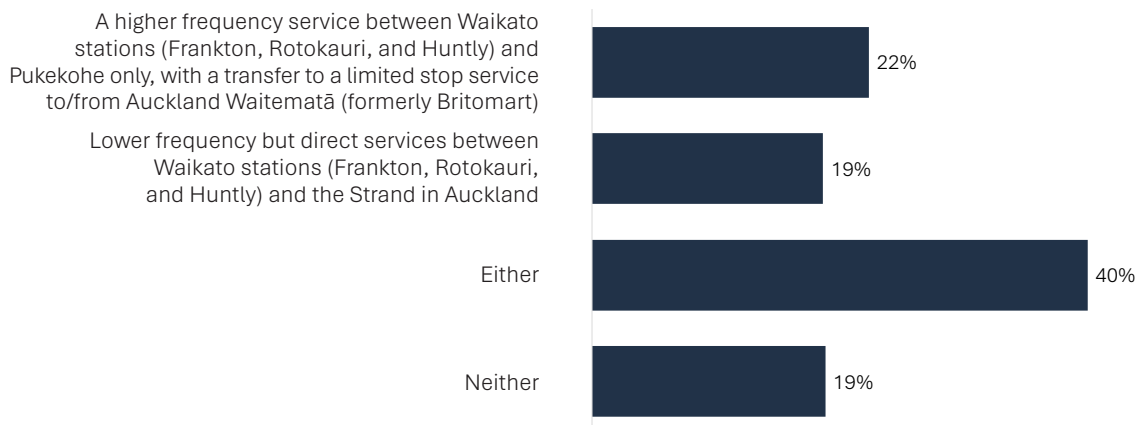


Figure 61 Which of the following options would you be more likely to use? n=3,494.

Potential frequency changes: by reason for potential use

Respondents who intended to travel for business purposes were more likely to prefer a higher frequency option and were less likely to indicate that they would prefer either option. Respondents who intended to travel for social reasons were less likely to indicate they would prefer the more frequent option.

	Social travel only	Business purposes only	Educational travel only	Mixed use
A higher frequency service between Waikato stations (Frankton, Rotokauri, and Huntly) and Pukekohe only, with a transfer to a limited stop service to/from Auckland Waitemata (formerly Britomart)	21% ↓	41% ↑	33%	25%
Lower frequency but direct services between Waikato stations (Frankton, Rotokauri, and Huntly) and the Strand in Auckland	20%	21%	17%	18%
Would use either option	42%	17% ↓	17%	42%
Neither option	18%	22%	33%	15%

Arrows indicate that the result for a given group is higher or lower than the results for all other respondents.

Figure 62 Which of the following options would you be more likely to use? Social n=2,202; Business n=151; Education n=6; Mixed use n=1,033.

Additional suggestions

Respondents were asked about any other changes they would like to see made to improve Te Huia. A total of n=1,129 respondents provided a comment.

The primary improvements that non-user respondents suggested were changes to frequency, timetables, and days of operation. These changes were followed closely by improvements to station access and the geographic reach of the service, with suggestions to extend the service to other areas across the network. Speed, journey time, and directness were noted by 16% (net) of respondents, and this was followed by comments about price, value, and ticketing, and connections and integration issues.

Respondents from outside of Auckland and Waikato were especially keen to see the geographic reach of the service extended into other regions. In contrast, respondents in Waikato were more likely to want to see improved connections and integration (in particular, the airport and event-specific connections).

Frequency, timetable, and days of operation	22%	Existing fares are too high	3%
Weekend/evening/late-night services	8%	Integrated ticketing (AT HOP, national system)	1%
More frequent services	6%	Connections and integration	10%
Run during school holidays/long weekends	6%	Event-specific services	4%
Better timetable alignment	3%	Airport connections needed	4%
Day trip options	2%	Better connections to the AT network	1%
Better Auckland to Hamilton morning services	1%	Better regional bus/rail integration	1%
Stations, access, and geographic reach	20%	Policy/value judgment	6%
New stations needed across the route, e.g., Te Kauwhata, Pōkeno	9%	Negative judgment/cancel service	4%
Service extended to other regions, e.g., Rotorua, Tauranga	8%	Opposition to subsidies	3%
Parking issues/need secure parking	2%	Calls for consultation/transparency	1%
Terminate at Pukekohe	1%	Awareness, information, and communication	3%
Need Hamilton CBD station	1%	Website/information unclear	1%
Improve access to The Strand, Newmarket, The Base, Hamilton CBD	1%	Need more promotion	1%
Speed, journey time, and directness	16%	Bike space/Ability to book a bike space/ Bike storage	1%
Needs to be significantly faster	7%	Service quality expectations	2%
Direct to/from Britomart/downtown	6%	Reliability	1%
Service to Puhinui/Papakura	2%	On-board improvements (food, Wi-Fi, toilets, cleanliness)	1%
Service is too slow/slower than driving	1%	Positive general comment	11%
Remove or limit small-town stops/get express service	1%	Negative general comment	7%
Price, value, and ticketing	12%	Don't know/nothing/NA	6%
Need cheaper fares	5%		
Discounts and concessions needed	3%		

Figure 63 If there are any changes that we have not listed that you believe would encourage you to use Te Huia, please describe them below. n=1,129.

Comparison of User and Non-user Responses



Areas of alignment between users' and non-users' responses

Across the results, there was relatively strong alignment in how users and non-users perceived Te Huia and the changes that may affect their use of the service.

Interestingly, a number of both users and non-users indicated they used (or would use) Te Huia for social and leisure travel, with fewer indicating they had used (or would use) the service for commuting, business, or educational purposes.

Unsurprisingly, both groups indicated that Hamilton (Frankton) and The Strand were the most relevant stations for boarding and alighting, and both stations were also noted as the ones where improvements were most needed. Improved bus connections and more secure car parks at these stations were priorities for both audiences.

With regards to areas that would encourage greater use, both groups indicated that the changes which were most likely to promote greater use of the service were:

- More weekend services
- Shorter journey times between Hamilton and Auckland
- Increased weekday frequency (particularly for those considering or using the service for business travel)

There was also strong alignment regarding preferred trip duration and price elements. Specifically, both groups prefer a travel time of less than two hours (with most preferring 1:45 hours) and indicated they preferred to pay \$25 for a one-way fare.

Differences between users' and non-users' responses

While there were several similarities between users and non-users, there were also some notable differences between the audiences, which reflect the different levels of familiarity and expectations of the service. Users appeared more likely than non-users to indicate that specific service or station changes would encourage greater use. In contrast, non-users were more likely to state that 'none' of the proposed changes would influence their decision to use Te Huia. Furthermore, the fine-tuning of the customer experience, e.g., Wi-Fi, food and drink options, or station refreshments, appeared more appealing to current users than as an option to attract new users.

It is interesting to note that both groups valued better station access; however, users cited improvements to existing pain points, e.g., secure car parking capacity at stations they already use. At the same time, non-users were more likely to focus on access barriers, e.g., bus connectivity and station location generally.

Observations about users' and non-users' responses

Given the data collection approach (self-selection) and considering the level of familiarity that non-users have with Te Huia, it is likely that the findings in this report provide less clarity on what would motivate non-users to trial the service, compared with the more detailed insights available for existing users.

A relatively high proportion of non-users indicated that none of the proposed changes would encourage them to use the service, which is likely to be the result of limited engagement with Te Huia and travel behaviours or influences that were not captured within this survey. As such, conclusions about non-users' potential uptake should be considered with some caution.

Conclusions



This report summarises feedback about Te Huia from more than 8,000 respondents and demonstrates the views of both users and non-users. Based on the findings, the following points could be considered when reviewing the service.

Te Huia has strong social and leisure travel component

A number of respondents indicated that they used Te Huia for social and leisure travel, with fewer indicating that they used the service for business purposes. However, further strengthening the leisure travel position at the expense of business travel (or vice versa) will have implications for how the service is designed and its ability to expand in the future.

When considering expansion, consideration should be given to the type of traveller Te Huia services. The current findings indicate that business travellers are more likely to be aged between 26 and 55, working full-time, and residing in Waikato, while leisure traveller demographics are skewed towards those who are retired, aged over 65, and slightly more likely to reside in Auckland. Both audiences are likely to use the service but will have different expectations about frequency, journey time, and pricing.

Fundamental service attributes are the primary drivers of use

There is strong alignment between users and non-users regarding the changes most likely to encourage use of Te Huia. These relate primarily to fundamental service offerings, rather than customer-experience enhancements. Key elements that both users and non-users identified as necessary for increasing usage were:

- Increasing weekend services
- Shorter journey times between Hamilton and Auckland
- Increasing the frequency of weekday services

It is interesting to note that while both users and non-users identified these elements as drivers of usage, journey time appeared to be the most significant issue for non-users of the service, with a significantly higher proportion of respondents indicating this needed addressing.

Furthermore, different traveller types appeared to place different priorities on these changes; specifically, those travelling for social reasons preferred to see a greater number of weekend services, while those travelling for business were seeking a reduced journey time and more frequent weekday services.

Stations and connectivity are important to address

Hamilton (Frankton) and The Strand were the most important stations for both users and non-users. They were also the stations respondents cited as needing the most significant number of improvements, with specific suggestions relating to:

- Improvements in alignment with bus connections and train timetables, especially the frequency of the buses.
- Greater car-parking availability
- Better walking and cycling access to these stations. For cycling access issues largely related to safety and separation of cycleways and other traffic. For walking access, there were greater references to access being indirect and awkward to access, particularly The Strand.

While users phrase these concerns as improvements to the train stations they already use, non-users cite these concerns as issues that stop them from trialling the service in the first instance. It should be noted that non-users also appeared to have a particularly poor view of the Hamilton (Frankton) station needing greater security and connections. Given the limited use and interactions non-users will likely have had with the station, this is potentially an area where impressions may need addressing in the first instance.

Customer-experience improvements will help with retention of current users, but are unlikely to convert non-users

Respondents who use Te Huia appear more enthusiastic about the on-board and at-station improvements, and any changes in these areas will likely augment their experience with Te Huia. In comparison, such changes appeared to be less consequential for non-users, several of whom indicated that none of the changes would encourage them to use the service. Such differences in feedback suggest that it is likely to be the core service offer and how well the service connects to the broader transport network that will have a bigger effect on non-users' intentions to try Te Huia.

Consistent expectations around time and price

Users and non-users held consistent preferences about journey time and pricing, specifically a preferred journey time of two hours or less and a one-way fare of \$25. It should be noted that very few respondents preferred options outside of these values. Non-users in particular noted the price of the fares as an element that could be addressed to encourage use, indicating they are potentially more price sensitive than current users, especially when they have yet to experience the service.

The strength of these preferences demonstrates the importance of matching price and journey time with market expectations, thus ensuring the service appeals to both current and potential users.

Implications for future service changes

Taken together, the findings indicate that decisions about using Te Huia in the future are likely to be predominantly influenced by how well the service can deliver on its core proposition: reliable, timely, and well-connected rail travel between Waikato and Auckland. While customer-experience enhancements have a role to play, particularly for current users, they are not substitutes for improvements to frequency, journey time, and station connectivity.

Given this, the results suggest that future decisions around Te Huia should prioritise the fundamental elements of the service and how it integrates with the wider transport networks across the Auckland and Waikato regions.

Appendices



Copy of survey questions

Q1 Have you ever used the Te Huia train service?

USERS OF TE HUIA

Q2 Why have you used Te Huia? Select all that apply.

- Travel to/from work (i.e., commuting)
- Travel for business (excl. commuting)
- Travel to/from education
- Travel for social/leisure
- Other (please specify)

Q3 How many days a week (on average) do you travel to your workplace?

- One
- Two
- Three or more

Q4 Which of the Te Huia stations have you used for onboarding/offboarding? Select all that apply.

- Hamilton (Frankton)
- Rotokauri
- Huntly
- Pukekohe
- Puhinui
- Strand

Q5 Would any of the following changes to the frequency and/or route of Te Huia encourage you to use the service more often? Select all that apply.

- More trains running on weekdays
- More trains running on weekends
- Shorter journey times between Hamilton and Auckland (and vice versa)
- Earlier departure from home station
- Later arrival back at home station
- Adding new train stations to the route between Hamilton and Auckland (and vice versa)
- Extending the Te Huia route beyond Hamilton (e.g., to include Te Awamutu)
- None of these changes would encourage me to use Te Huia more often

Q6 Would you use any of the following Waikato train stations if they were added to the Te Huia service? Select all that apply.

- Central Hamilton (CBD)
- Ngāruawāhia
- Te Kauwhata
- Pōkeno
- Tuakau
- Hamilton Airport
- None of the above

Q7 If Te Huia were further extended beyond Hamilton, either south or east of the city, would you use any of the following train stations? Select all that apply.

- Te Awamutu
- Ōtorohanga
- Te Kūiti
- Cambridge
- Morrinsville
- Waharoa (for Matamata)
- Tauranga
- None of the above

Q8 For the trip between Hamilton and Auckland, what is the maximum desirable travel time you would be willing to take by train?

- 1:45 hours
- 2 hours
- 2:15 hours
- 2:30 hours

Q9 Would any of the following changes to the train stations along the Te Huia route encourage you to use the service more often? Select all that apply.

- More secure car parking
- Improved bus connections to/from stations
- Improved walking and/or cycling connections to/from stations
- None of these changes would encourage me to use Te Huia more often

Q10 Which of the train stations require a higher number of secure car parks? Select all that apply.

- Hamilton (Frankton)
- Rotokauri
- Huntly
- Pukekohe
- Puhinui
- Strand

Q11 Which train stations require improved bus connections to/from stations? Select all that apply.

- Hamilton (Frankton)
- Rotokauri
- Huntly
- Pukekohe
- Puhinui
- The Strand

Q12 Please describe how the bus connections to/from stations could be improved.

Q13 Which train stations require improved walking and/or cycling connections to/from stations? Select all that apply.

- Hamilton (Frankton)
- Rotokauri
- Huntly
- Pukekohe
- Puhinui
- The Strand

Q14 Please describe how the walking and/or cycling connections between stations could be improved.

Q15 Would any of the following changes to customer experience encourage you to use Te Huia more often? Select all that apply.

- Availability of refreshments at stations
- Reliable Wi-Fi connections
- A wider selection of food and drink in the on-board café
- Availability of a 'quiet carriage' (no cell phone conversations allowed)
- Train accessibility improvements (for mobility impairments and/or other conditions)
- None of these changes would encourage me to use Te Huia more often

Q16 Please describe how train accessibility could be improved.

Q17 How much would you be prepared to spend for a one-way train trip between Auckland and Hamilton?

- \$25
- \$35
- \$45
- \$55

Q18 Which of the following options would you be more likely to use?

- A higher frequency service between Waikato stations (Frankton, Rotokauri, and Huntly) and Pukekohe only, with a transfer to a limited stop service to/from Auckland Waitematā (formerly Britomart)
- Lower frequency but direct services between Waikato stations (Frankton, Rotokauri, and Huntly) and the Strand in Auckland
- I would use either of these options
- I would not use either of these options

Q19 If there are any changes that we have not listed that you believe would encourage you to use Te Huia more often, please describe them below.

Q20 In addition to understanding how we can improve the Te Huia service, we would also like to know what we are doing well. If you would like to provide any positive feedback, please do so in the box below.

NON-USERS OF TE HUIA

Q21 Would any of the following changes to the frequency and/or route of Te Huia encourage you to use the service? Select all that apply.

- More trains running on weekdays
- More trains running on weekends
- Shorter journey times between Hamilton and Auckland (and vice versa)
- Earlier departure from home station
- Later arrival back at home station
- Adding new train stations to the route between Hamilton and Auckland (and vice versa)
- Extending the Te Huia route beyond Hamilton (e.g., to include Te Awamutu)
- None of these changes would encourage me to use Te Huia

Q22 For the trip between Hamilton and Auckland, what is the maximum desirable travel time by train?

- 1:45 hours
- 2 hours
- 2:15 hours
- 2:30 hours

Q23 Which of the following Waikato train stations (if any) would you use if they were added to the Te Huia service? Select all that apply.

- Central Hamilton (CBD)
- Ngāruawāhia
- Te Kauwhata
- Pōkeno
- Tuakau
- Hamilton Airport
- None of the above

Q24 If Te Huia were further extended from Hamilton, either south or east of the city, would you use any of the following train stations? Select all that apply.

- Te Awamutu
- Ōtorohanga
- Te Kūiti
- Cambridge
- Morrinsville
- Waharoa (for Matamata)
- Tauranga
- None of the above

Q25 Would any of the following changes to the train stations along the Te Huia route encourage you to use the service? Select all that apply.

- More secure car parking
- Improved bus connections to/from stations
- Improved walking and/or cycling connections to/from stations
- None of these changes would encourage me to use Te Huia more often

Q26 Which of the train stations require a higher number of secure car parks? Select all that apply.

- Hamilton (Frankton)
- Rotokauri
- Huntly
- Pukekohe
- Puhinui
- Strand

Q27 Which train stations require improved bus connections to/from stations? Select all that apply.

- Hamilton (Frankton)
- Rotokauri
- Huntly
- Pukekohe
- Puhinui
- Strand

Q28 Please describe how the bus connections to/from stations could be improved.

Q29 Which train stations require improved walking and/or cycling connections to/from stations? Select all that apply.

- Hamilton (Frankton)
- Rotokauri
- Huntly
- Pukekohe
- Puhinui
- Strand

Q30 Please describe how the walking and/or cycling connections between stations could be improved.

Q31 Would any of the following changes to customer experience encourage you to use Te Huia? Select all that apply.

- Availability of refreshments at stations
- Reliable Wi-Fi connections
- A wider selection of food and drink in the on-board café
- Availability of a 'quiet carriage' (no cell phone conversations allowed)
- Train accessibility improvements (for mobility impairments and/or other conditions)
- None of these changes would encourage me to use Te Huia more often

Q32 Please describe how train accessibility could be improved.

Q33 If you were to use Te Huia in the future, what trips would you take? Select all that apply.

- Travel to/from work (i.e., commuting)
- Travel for business (excl. commuting)
- Travel to/from education
- Travel for social/leisure
- Other (please specify)

Q34 How many days a week (on average) do you travel to your workplace?

- One
- Two
- Three or more

Q35 If you were to use Te Huia in the future, which stations would you use for onboarding/offboarding? Select all that apply.

- Hamilton (Frankton)
- Rotokauri
- Huntly
- Pukekohe
- Puhinui
- Strand

Q36 How much would you be prepared to spend for a one-way train trip between Auckland and Hamilton?

- \$25
- \$35
- \$45
- \$55

Q37 Which of the following options would you be more likely to use?

- A higher frequency service between Waikato stations (Frankton, Rotokauri, and Huntly) and Pukekohe only, with a transfer to a limited stop service to/from Auckland Waitemata (formerly Britomart)
- Lower frequency but direct services between Waikato stations (Frankton, Rotokauri, and Huntly) and the Strand in Auckland
- I would use either of these options
- I would not use either of these options

Q38 If there are any changes that we have not listed that you believe would encourage you to use Te Huia, please describe them below.**DEMOGRAPHICS****Q39 Which region do you live in?**

- Auckland
- Waikato
- Other (please specify)

Q40 Which area of Auckland do you live in?

- Central Auckland
- East Auckland
- North Shore
- South Auckland
- West Auckland

Q41 Which Waikato district do you live in?

- Hamilton
- Hauraki
- Matamata-Piako
- Ōtorohanga
- South Waikato
- Taupō
- Waitomo
- Waipā
- Waikato District
- Thames-Coromandel

Q42 What is your gender?

- Male
- Female
- Prefer not to say
- Other (please specify)

Q43 How old are you?

- Under 18
- 18 - 25
- 26 - 35
- 36 - 45
- 46 - 55
- 56 - 64
- 65 +
- Prefer not to say.

Q44 What is your employment status?

- Full-time
- Part-time
- Student
- Retired
- Unemployed
- Prefer not to say

User and non-user comparison tables

Significance testing has been applied to these tables using a Chi-square test. Given the large sample sizes nearly all results are considered to be significantly different, except those which are indicated by an asterisk.

Use of Te Huia

Reasons for using Te Huia

	Users	Non-user
Travel to/from work (i.e., commuting)	14%	17%
Travel for business (excl. commuting)	15%	16%
Travel to/from education	6%	9%
Travel for social/leisure	84%	93%
Other	9%	6%

Single use analysis

	Users	Non-user
Social travel only	42%	65%
Business travel only	23%	5%
Education travel only	1%	>1%
Mixed use	25%	30%

Stations used / intending to use for onboarding/offboarding

	Users	Non-user
Hamilton (Frankton)*	70%	72%
The Strand	60%	43%
Rotokauri	43%	29%
Puhinui	27%	15%
Pukekohe	13%	19%
Huntly	8%	10%

Frequency of travel to work each week (average)

	Users	Non-user
Once	42%	10%
Twice	23%	15%
Three or more times	35%	75%

*Results for this option are not significantly different.

Station and service changes to increase the use of Te Huia

Service changes to encourage greater use

	Users	Non-user
More trains running on weekends	67%	59%
Shorter journey times between Hamilton and Auckland (and vice versa)	56%	46%
More trains running on weekdays	53%	41%
Extending the Te Huia route beyond Hamilton (e.g., to include Te Awamutu)	32%	31%
Later arrival back at home station	24%	27%
Adding new train stations to the route between Hamilton and Auckland (and vice versa)	23%	29%
Earlier departure from home station	13%	18%
None	6%	13%

Potential new Waikato stations for Te Huia

	Users	Non-user
Central Hamilton (CBD)	66%	59%
Hamilton Airport	58%	42%
Pōkeno	36%	37%
Te Kauwhata	30%	36%
Ngāruawāhia	27%	19%
Tuakau	22%	20%
None of the above	7%	6%

Potential new regional stations for Te Huia

	Users	Non-user
Tauranga	74%	62%
Cambridge	63%	55%
Te Awamutu	62%	55%
Ōtorohanga	33%	27%
Morrinsville	32%	27%
Te Kūiti	31%	25%
Waharoa (for Matamata)	27%	24%
None	1%	3%

Preferred duration for Hamilton to Auckland service

	Users	Non-user
1:45 hours	35%	54%
2:00 hours	44%	38%
2:15 hours	10%	5%
2:30 hours	10%	3%

Changes to encourage future use of Te Huia

	Users	Non-user
Improved bus connections to/from stations	44%	32%
Improved walking and/or cycling connections to/from stations	16%	14%
More secure car parking	32%	39%
None	36%	43%

Train stations which require more secure car parks

	Users	Non-user
Rotokauri*	28%	29%
Hamilton (Frankton)	26%	72%
The Strand	23%	19%
Huntly	13%	22%
Pukekohe	13%	23%
Puhinui*	12%	14%

Train stations which require improved bus connections

	Users	Non-user
Hamilton (Frankton)	69%	73%
The Strand	51%	35%
Rotokauri	18%	24%
Puhinui	9%	14%
Huntly	9%	19%
Pukekohe	9%	22%

*Results for this option are not significantly different.

Train stations which require improved walking or cycling connections

	Users	Non-user
Hamilton (Frankton)	60%	71%
Strand	57%	40%
Rotokauri	21%	29%
Puhinui	13%	19%
Huntly	13%	27%
Pukekohe	13%	28%

Customer service changes to increase the use of Te Huia

Customer service changes to encourage future use

	Users	Non-user
Reliable Wi-Fi connections*	40%	40%
A wider selection of food and drink in the on-board café	29%	26%
Availability of a 'quiet carriage' (no cell phone conversations allowed)*	26%	26%
Availability of refreshments at stations	23%	25%
Train accessibility improvements (for mobility impairments and/or other conditions)	9%	14%
None	34%	37%

Preferred price point

	Users	Non-user
\$25*	70%	69%
\$35	25%	23%
\$45	4%	5%
\$55	1%	2%

Potential frequency changes

	Users	Non-user
A higher frequency service between Waikato stations (Frankton, Rotokauri, and Huntly) and Pukekohe only, with a transfer to a limited stop service to/from Auckland Waitemata (formerly Britomart)	26%	22%
Lower frequency but direct services between Waikato stations (Frankton, Rotokauri, and Huntly) and the Strand in Auckland	18%	19%
Either option	46%	40%
Neither option	10%	19%

*Results for this option are not significantly different.

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