

Highbrook Travel Survey – Summary of Results

Setting the Scene

In July 2023, Business East Tāmaki and Goodman Property Trust partnered with Auckland Transport (AT) to develop and run the Highbrook Travel Survey.

The purpose of the survey was to better understand how and why people are travelling and where they are travelling from, to assist planning for initiatives to improve sustainable transport options for people working in Highbrook.

25,000

East Tamaki
Employees

3rd

Largest employment
area for Auckland

1st

For proportion of car
trips to a major
employment area

Thanks to some fabulous prizes contributed by all involved (including an E-scooter from Goodman Property Trust, and a \$250 Botany Downs voucher from Business East Tāmaki), over 1,000 responses were received.

The number of responses

1,015

Responses

20%

Response
rate

100

Businesses

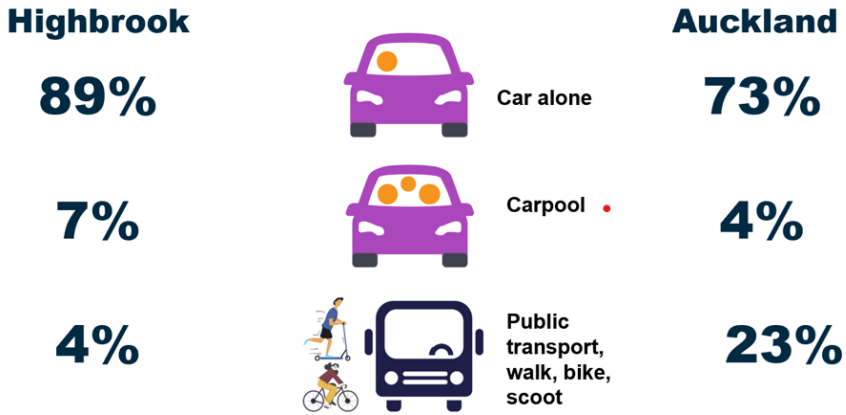
This means there was a response rate of **20%**, no small feat when surveying such a large audience. AT and some of the businesses also completed drop-in sessions at several sites and made paper surveys available for night shift workers to improve the representativeness of the sample.

High level survey results include:

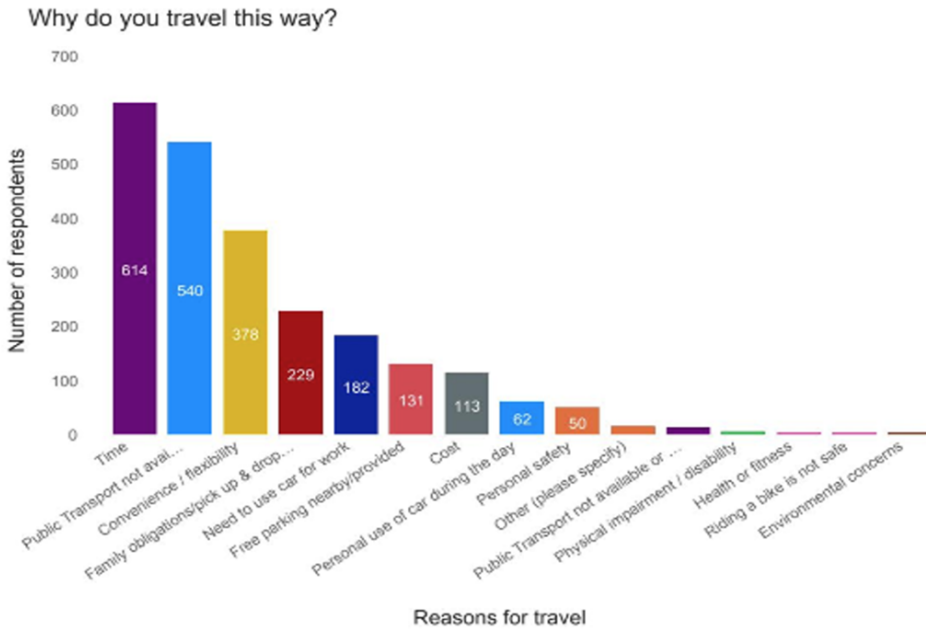
- About **89%** of people drive to work (alone) and **7%** carpool, meaning **96%** of people arrive by car. This is very similar to Census 2018 data for the area.

- Over **10%** of people who drive to work, do so in a low-emission vehicle. In comparison, Waka Kotahi estimates **1.5%** of the light vehicle fleet in New Zealand is low emissions, meaning use of low emission vehicles is much higher among Highbrook employees.
- The top reasons why people said they drive to work included time, convenience/flexibility and that public transport is not available or is unrealistic.

How do people travel to work?



Why do people drive to work?

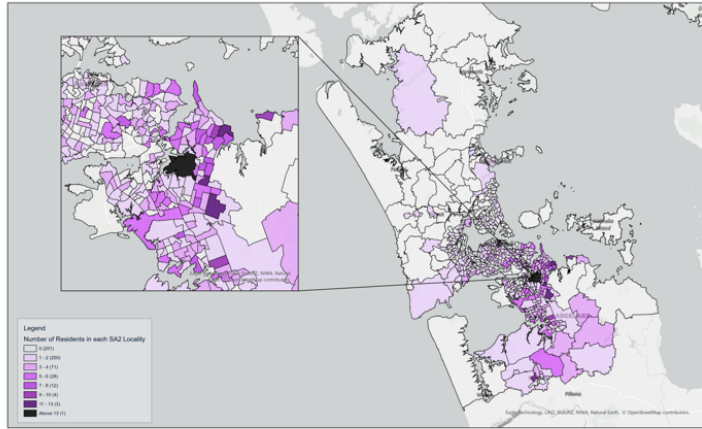


(Image courtesy of Auckland Transport Travelwise)

How long does it take to get to work?

50%
< 30 mins to work

75%
<45 mins to work



What were our emissions?

1t
Per
employee a
year

=



~7
Return trips
to Wellington

What would encourage people to use public transport?

41%
Reliability

38%
Frequency

37%
Nothing



'On time, every time'



Shelter while walking
& waiting



Places for lunch in
Highbrook

