

# *Western Sydney International (Nancy-Bird Walton) Airport*

*Communications Evaluation Research  
Sep-Oct 2019 wave*





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# *Background and Methodology*



## *Background and Objectives*

This document provides the research findings and recommendations for the September-October 2019 wave of the quantitative phase in this communications evaluation research program for Western Sydney International (Nancy Bird Walton) Airport in 2019.

The purpose of the survey is to measure the effectiveness and impact of communications activities conducted by the Western Sydney Unit, within the Department of Infrastructure, Transport, Regional Development and Communications.

These activities are designed to increase awareness of Western Sydney International among residents in prescribed areas of Sydney. Due to the commencement of construction on the airport site, milestones are becoming more frequent and tangible, providing opportunities for communication on key projects outcomes and benefits to Western Sydney residents.

Quantitative research has been conducted in two previous series – from November 2014 to December 2016 and from May 2017 to June 2018. A new benchmark for the quantitative research was conducted in March-April 2019, with a subsequent new wave in September-October 2019, incorporating enhancements to afford a view at Local Government Area (LGA) level.

Key Research objectives for the quantitative research surveys are to:

- Identify attitudes and perceptions among Western Sydney residents with regard to elements of the Western Sydney International project. Changes in these factors over time are used as a measure of awareness level of the project and therefore the effectiveness of communication methods employed.
- Understand what sources of information are being used to by the community to access information on Western Sydney International.
- Identify preferred channels for communications.



# Research Methodology

This wave (Sep-Oct 2019) of the Western Sydney International quantitative evaluation research used a similar overall method to that used in prior waves – a quantitative questionnaire placed into field using an online survey panel, as well as telephone interviews. For the Sep-Oct 2019 wave, an enhanced quantitative methodology was developed in order to provide an additional LGA-level view. A larger sample size (n=1637 cf. n=1008) was used, across 3 of the 4 regions tested in previous surveys.

Following the establishment of the new benchmark and the adoption of a LGA-level view, the Inner West region was not tested in this wave of research. For the purposes of this research the LGAs tested were targeted within the Western Parkland City which covers the eight LGAs under the Western Sydney City Deal and the area around the Sydney Metro Greater West line.

Three regions were covered for analysis based on New South Wales government's 2016 definitions of thirteen local government areas:

- South West: Camden, Campbelltown, Liverpool, Wollondilly.
- North West: The Hills Shire, Blacktown, Blue Mountains, Hawkesbury, Penrith.
- West Central: Cumberland, Canterbury-Bankstown, Fairfield, Parramatta.

When comparing Sep-Oct 2019 results with Mar-Apr 2019 alone, a similar 3-region view is used for Mar-Apr 2019 data to allow comparability. When comparing further back in time across multiple waves, all past waves use the 4-region analysis (including Inner West) as originally reported.

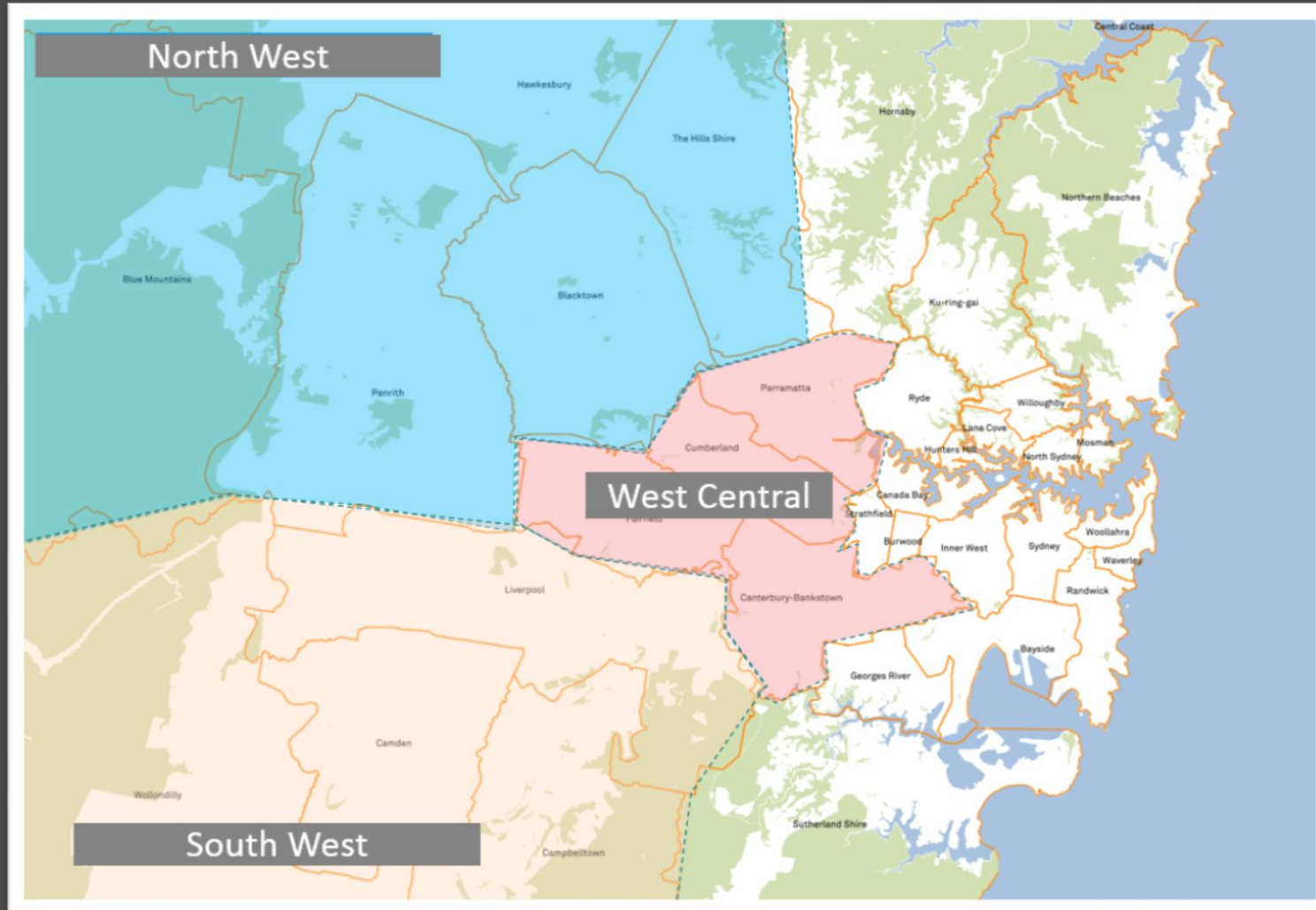
Further changes were made to the questionnaire for this survey to address recent developments in projects and initiatives associated with the airport. As with previous waves, a combination of online panel sample and telephone sample were used and weighted to reflect the population by age, gender and method by LGA. At the time the research was conducted, Sydney Metro Greater West was referred to as the North South Rail Link.





# Research Methodology cont'd

Map of Key Regions Surveyed for Sep-Oct 2019





# *Executive Summary*



# Executive Summary

## Awareness

- 91% of the residents surveyed within the survey catchment area had any degree of awareness of a new major airport in Sydney. 83% of residents had “at least a small amount” of awareness, with no significant differences seen by region.
- Males (89%) and residents aged 55+ (89%) were significantly more likely to have “at least a small amount” of awareness of a new airport in Sydney. Females (77%) and residents aged 18-34 (77%) were significantly less likely to be aware of the new airport. On this basis, females and residents aged 18-34 require more targeted communications to build further awareness.
- Primary unprompted awareness comments concentrated on the fact the airport is being built/is going ahead (56%) and the location aspects (53%), followed by development and benefits (25%). Prompted mentions included that roads will be upgraded (57%) and that construction has begun (56%). Increased communications of the benefits of the airport would be advisable.
- The main sources of information around awareness of the airport included mainstream media (73%) such as TV, print, radio and online news as well as other sources such as current affairs, which was more so the case for people aged 55+. Social channels were also strong for providing information to drive awareness (52%), including word of mouth (42%) and social media (26%). This type of media was more highly reported by residents aged 18-34, and can be used to build awareness among this group of residents.
- General awareness of government communications channels was low, with 63% of all respondents having not heard about any communications at all. 13% of residents had seen Western Sydney Airport company information on social media; 12% had received a newsletter from the Australian Government, and 11% had seen information on an Australian Government website.





# Executive Summary cont'd

## *Perceptions of the airport*

- 64% of residents surveyed rated 7-10 that the overall benefits of Western Sydney International would outweigh any negative impacts. No significant differences were noted by region. Males (71%) tended to have a higher proportion of 7-10 ratings, while females (58%) had lower 7-10 ratings but higher 4-6 ratings (28%). Improving awareness of airport benefits should lead to improved overall perceptions.
- The strongest rating of development impact statements included 78% rating 7-10 on “bringing jobs closer to the region” and 74% rating 7-10 on “providing a boost to business and tourism”.
- Just over two thirds of Western Sydney residents (67%) rated 7-10 on being in favour of Western Sydney International (rating 7-10). This sentiment was higher in the North West region (69%) and lower in South West region (62%).
- The proportion of Western Sydney residents rating 7-10 on being in favour of Western Sydney International (67%) equalled the highest result seen in the series. Males were significantly more likely to rate 7-10 on favourability towards the airport (72%), with females significantly less likely (62%). Driving awareness of airport benefits will improve the proportion of residents rating 7-10 on favourability.
- The proportion of Western Sydney residents rating 7-10 on concern around negative impacts from building the airport was at the lowest level seen in the series (24%). The South West region 7-10 result was significantly lower than results seen in the Mar-Apr 2019 wave (23% cf 33%). Males were significantly more likely to provide a rating of 0-3 with concerns (47%), while females were significantly less likely (35%). Residents aged 55+ were also more likely to give a rating of 0-3 regarding concerns around negative impacts.
- Traffic (57%) and noise from 24/7 operation (54%) were the primary concerns held about the airport, followed by traffic due to roadworks during construction (52%) and general noise pollution while the airport is running (48%). Keeping residents informed of developments will assist them with allaying key concerns.



# Executive Summary cont'd

## *Perceptions of the airport cont'd*

- Traffic concerns due to road upgrades and construction of the airport were more notable in the South West region compared to the Total (59% cf. 56%).
- 44% of Western Sydney residents rated 7-10 on the importance of Western Sydney International to operate 24/7, while 26% rated 0-3. There were no significant differences reported by region. Ensuring that the benefits of 24/7 operations are communicated to residents is advised.
- Males (52%) and CALD residents (55%) were more likely to give a rating of 7-10 on 24/7 airport operations, while females (35%) and non-CALD residents (39%) were less likely to rate 7-10.
- The primary reasons reported for supporting 24/7 airport operations included overall viability (24%) such as being more competitive, a general necessity to operate 24/7 and offering less air congestion overall; operational aspects (14%) such as comments that Sydney requires a 24/7 airport and that other airports have 24/7 operations; and comments reflecting a general need for a new airport (12%) such as general benefits and reducing pressure on Mascot airport.
- Negative comments around 24/7 operations included noise issues (22%) such as general noise, a lack of sleep from night operations and general late night noise overall; the general lack of need for the airport (21%) such as a lack of belief in the need for it, that a curfew should be implemented and that Mascot should be made 24/7; and other negative impacts (17%) including creating traffic and congestion, effects on livability and other factors.
- The primary driver of positive perceptions towards the airport (78% rating 7-10) was the perception that the airport will meet residents needs while offering improvements and benefits overall. This relates to the airport supporting Western Sydney's growing economy and population, boosting business and tourism, bringing jobs to the region, improving roads and infrastructure and being assisted by planning restrictions.



# *Executive Summary cont'd*

## ***Keeping Residents Informed***

- 53% of Western Sydney residents gave a rating of 7-10 on importance of being informed of progress about Western Sydney International. It is thus advisable that residents receive communications informing them of airport progress and developments on an appropriate basis.
- South West region had a decreased proportion rating 7-10 on importance of being informed of progress about Western Sydney International (51% cf. 61%) compared with the Mar-Apr 2019 wave.
- Residents aged 55+ were significantly more likely to rate 7-10 on importance of being kept informed vs average (61% cf. 53%).
- Analysis by other attributes indicated that residents who placed a very high importance on being kept informed of airport progress (rating 9-10) also tended to have the highest awareness as well as the highest agreement with positive aspects and 24/7 operations.
- In general, residents preferred being informed of airport progress via mainstream media (71%) followed by local cluster sources (59%), social channels (46%) and websites (44%).



# *Executive Summary cont'd*

## ***Awareness of the Western Sydney City Deal***

- 28% of residents had any level of awareness of the Western Sydney City Deal, with 17% having “at least a small amount” of awareness. It is advisable to communicate the elements of the Deal to drive higher awareness amongst residents
- Residents aged 18-34 had a significantly higher level of total awareness of the Western Sydney City Deal (36% cf. 28% total), while residents aged 55+ were less likely than average to have “at least a small amount” of awareness (13% cf. 17% total).
- There was a higher proportion of residents lacking awareness of any City Deal aspect (51% cf. 44%) this wave compared to the Mar-Apr 2019 3-region result, with lower awareness around Stage 1 of the Sydney Metro Greater West (26% cf. 31%).

## ***Awareness of the Sydney Metro Greater West***

- There is some awareness of the Sydney Metro Greater West, with 60% of residents indicating awareness of at least one aspect, most notably that Western Sydney International will be rail-ready for its opening (24%).
- The North West region saw an increase in lack of awareness in general (+9% on “none of these”). The North West region has also experienced decreases in awareness of the airport being “rail ready for its opening (-8%), that the link will connect St Marys, the Aerotropolis and the airport (-9%) and on the funding arrangements (-7%).



# *Suggested Improvements*



# Suggested Improvements

## ***Awareness of Western Sydney International***

- Continued communications regarding the airport and the benefits to the community is advised to ensure that residents are kept informed of latest developments. The primary channel to use is mainstream media sources, ensuring the latest information on the project is available.
- Social media remains an effective channel for information dissemination to younger audiences aged 18-34. This audience tends to have lower awareness of the airport in general, so continued efforts to reach this audience is advised in order to boost overall awareness of various aspects of the development.

## ***Perceptions of Western Sydney International***

- Residents' perceptions of Western Sydney International tend to be driven by their levels of awareness – those with lower awareness of Western Sydney International in general tend to have lower levels of agreement with statements regarding airport favourability and perceptions of potential benefits outweighing negative aspects. This is likely due to a lack of awareness of the benefits that will flow from the project during construction and after completion.
- On this basis, communicating the wider benefits including economic benefits to the region will assist with driving both awareness and more favourable perceptions towards the project overall.
- It is advisable to continue to inform residents of construction timelines and local impacts such as traffic disruptions, so that residents can be aware and respond appropriately.
- With the project now entering the new phase of construction, communications frequency will require alignment with the frequency of new activities planned around construction and airport planning and development activities, such as rationale around the benefits of 24/7 operations.





# *Suggested Improvements cont'd*

## ***Awareness of the Western Sydney City Deal and Sydney Metro Greater West***

- In general, awareness of the Western Sydney City Deal is low, with only 28% of residents expressing any awareness. While this is so, the Western Sydney City Deal is an important facet of the Western Sydney International project with strong benefits to the community.
- It is advisable that core elements of the Western Sydney City deal, including transport infrastructure benefits and job creation through the Aerotropolis and agribusiness precinct, be strongly communicated as the Western Sydney International project gains further momentum.
- Awareness of elements of the core piece of rail infrastructure, the Sydney Metro Greater West, was lower than that seen in the previous wave of research. With this piece of infrastructure having many flow on benefits related to the airport and associated precincts, further communications of the benefits of this piece of transport infrastructure is also advised.



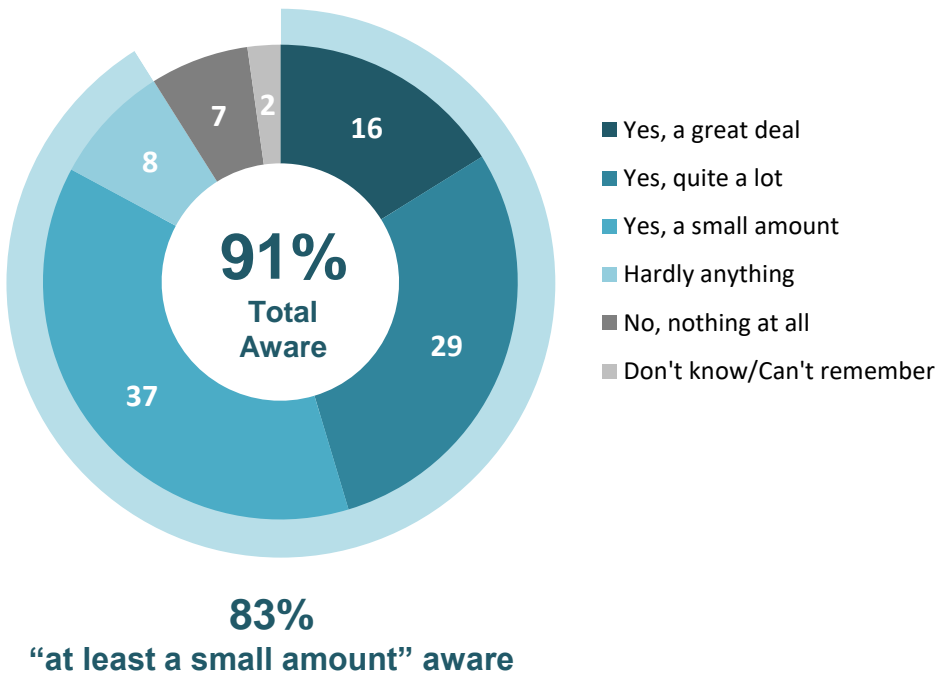
# ***Awareness of the Airport***

»»» Awareness of a new major airport in Sydney

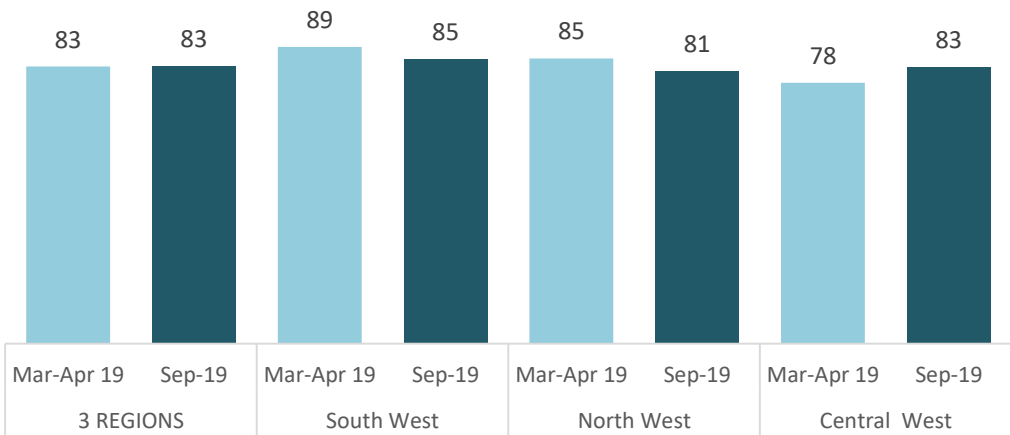
91% of residents had at least some awareness of the new airport, while 83% had “at least a small amount” of awareness.

The 3 region total result showed no significant difference in “at least a small amount” of awareness compared with Mar-Apr 2019.

Total awareness of a new major airport in Sydney, (Sep-Oct 2019)



Awareness (at least a small amount) of a new major airport in Sydney by region, (Sep-Oct 2019)



## ➡ Awareness of a new major airport in Sydney

When looking at “at least a small amount” of awareness (83%), males (89%) and residents aged 55+ (89%) were significantly more likely to be aware of a new airport in Sydney.

In contrast, females and residents aged 18-34 were significantly less likely to be aware of the new airport (77%), with West Central residents more likely to know a great deal about it (19%).

Awareness of a new major airport in Sydney by demographics (Sep-Oct 2019)

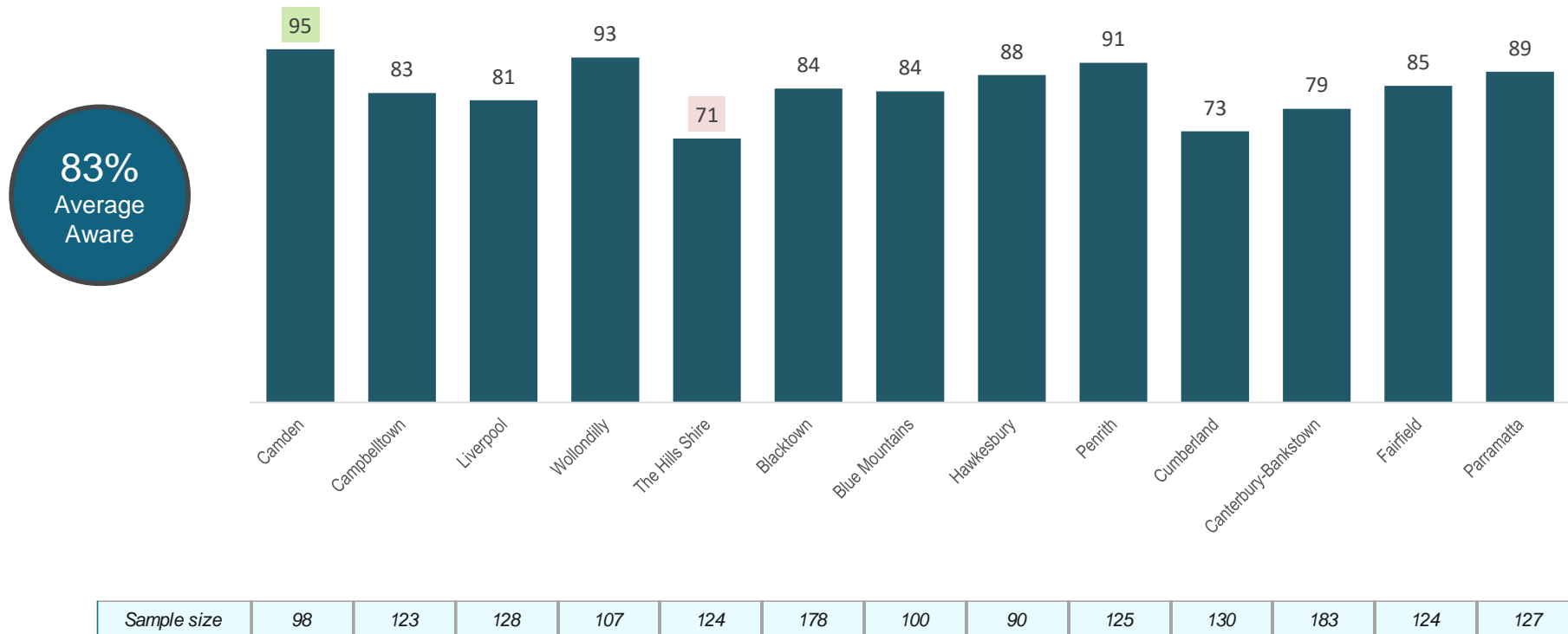
Awareness	TOTAL	Gender		Age			Region			CALD	
		Male	Female	18-34	35-54	55+	South West	North West	West Central	Yes	No
	%	%	%	%	%	%	%	%	%	%	%
<b>Total aware</b>	<b>91</b>	<b>94</b>	<b>89</b>	<b>87</b>	<b>91</b>	<b>95</b>	<b>92</b>	<b>92</b>	<b>91</b>	<b>90</b>	<b>91</b>
Yes, a great deal	16	20	13	12	16	20	16	11	19	19	15
Yes, quite a lot	29	34	25	26	28	35	35	27	28	27	30
Yes, a small amount	37	35	40	39	39	34	35	43	36	38	37
<b>At least a small amount</b>	<b>83</b>	<b>89</b>	<b>77</b>	<b>77</b>	<b>83</b>	<b>89</b>	<b>85</b>	<b>81</b>	<b>83</b>	<b>84</b>	<b>82</b>
Hardly anything	8	5	11	10	8	6	7	10	8	7	9
No, nothing at all	7	5	9	10	6	4	6	6	7	7	7
Don't know	2	2	3	3	3	1	2	3	2	2	2
Sample size	1637	789	848	382	637	618	456	492	689	391	1234

Q1. Before today, have you seen, heard or read anything about the development of a new major airport in Sydney?  
Base: All (n=499-1,637) Shading highlights statistically significantly **higher** and **lower** results

## ➡ Awareness of a new major airport in Sydney

At an individual LGA level, Camden residents were significantly more aware of a new major airport in Sydney than average (95%). The Hills Shire residents had the lowest awareness at 71%, significantly lower than average.

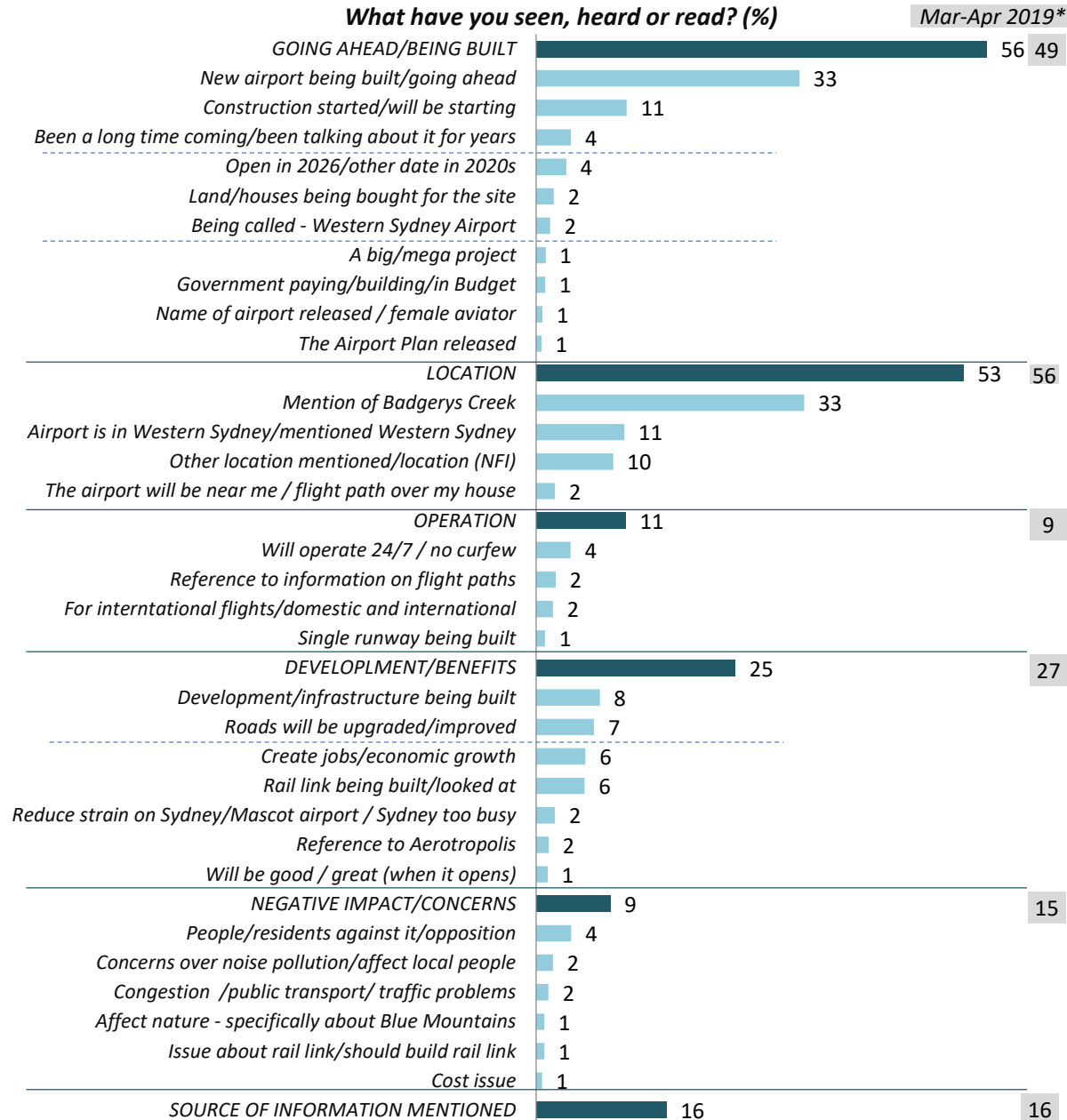
Awareness of a new major airport in Sydney by LGA (% at least a small amount aware, Sep-Oct 2019)



Q1. Before today, have you seen, heard or read anything about the development of a new major airport in Sydney?  
Base: All (1,637) Shading highlights statistically significantly higher and lower results



## Awareness of a new major airport in Sydney



Looking at unprompted mentions, 56% of Western Sydney residents mentioned that the airport was going ahead or being built, higher than in Mar-Apr 2019 (49%).

The location was mentioned by 53% of residents, while 25% mentioned development benefits such as roads and infrastructure being built.

11% mentioned airport operations such as 24/7 operation and flight paths, while only 9% spontaneously mentioned negative impacts or concerns, which was lower than the Mar-Apr 2019 wave.

Q2. What have you seen, heard or read about the development of a new major airport in Sydney?  
[MULTIPLE CODES ALLOWED]

Base: All (1,637) Shading highlights statistically significantly **higher** and **lower** results

\* Based on the 3 regions



## Awareness of a new major airport in Sydney

More than half of residents were aware that roads will be upgraded to support the new airport, that airport construction has begun, and that the Australian Government will build Western Sydney International. Compared with Mar-Apr 2019, awareness that a new company called Western Sydney Airport was set up by Australian Government was significantly lower (19% cf. 28% in Mar-Apr 2019).

Prompted awareness of the new major airport's developments (Sep-Oct 2019 and comparison with Mar-Apr 2019)



Q3. Which of the following aspects of the development of a new major airport in Sydney have you heard about before today?

Base: Those who have seen, heard or read anything about the development of a new major airport in Sydney (Sep-Oct 2019, n=1518; Mar-Apr 2019, n=728)

Shading highlights statistically significantly higher and lower results

\*Based on the 3 regions



When analysing by demographics, traditional mainstream media was the main awareness channel for people aged 55+ (89%) along with the local MP, while for people aged 18-34, social channels such as word of mouth and social media were most prevalent (65%).

Channels of awareness of the development of a new major airport in Sydney by demographics (Sep-Oct 2019)

Channels	TOTAL	Gender		Age			Region			CALD	
		Male	Female	18-34	35-54	55+	South West	North West	West Central	Yes	No
	%	%	%	%	%	%	%	%	%	%	%
<b>Mainstream media</b>	<b>73</b>	<b>76</b>	<b>70</b>	<b>54</b>	<b>74</b>	<b>89</b>	<b>65</b>	<b>74</b>	<b>75</b>	<b>67</b>	<b>75</b>
News sources (e.g. television, online, radio, in print)	69	72	66	48	70	87	61	69	72	63	71
Other media sources (e.g. current affairs, commentators)	26	27	24	16	23	38	22	26	27	24	26
<b>Local cluster</b>	<b>27</b>	<b>29</b>	<b>26</b>	<b>20</b>	<b>27</b>	<b>34</b>	<b>36</b>	<b>26</b>	<b>24</b>	<b>26</b>	<b>28</b>
Through my local council and councillors	14	14	13	9	14	18	17	14	12	16	13
From local community groups (e.g. pamphlets, mail drops, websites)	9	10	8	8	9	10	11	8	9	12	8
Information provided by my local MP (e.g. pamphlets, mail drops, websites)	11	12	11	4	10	20	16	11	9	11	12
Information stands at local events (e.g. community fairs, local markets, shopping centres)	12	14	10	8	12	14	18	11	10	11	12
<b>Social channels</b>	<b>52</b>	<b>53</b>	<b>50</b>	<b>65</b>	<b>49</b>	<b>42</b>	<b>59</b>	<b>51</b>	<b>49</b>	<b>59</b>	<b>49</b>
Word of mouth (e.g. friends, family, colleagues)	42	42	41	48	41	36	47	39	41	46	40
Social media (e.g. Facebook, Twitter, YouTube)	26	28	25	42	22	17	31	26	25	33	24
<b>Government/airport websites</b>	<b>15</b>	<b>19</b>	<b>11</b>	<b>15</b>	<b>16</b>	<b>14</b>	<b>17</b>	<b>10</b>	<b>17</b>	<b>18</b>	<b>14</b>
Government websites (e.g. <a href="http://www.westernsydneyairport.gov.au">www.westernsydneyairport.gov.au</a> )	11	14	8	11	12	10	12	8	13	12	11
The Western Sydney Airport company website ( <a href="http://www.wsko.com.au">www.wsko.com.au</a> )	7	11	4	8	9	5	10	4	8	11	6
Other	4	4	4	1	5	4	6	5	2	1	5
Don't know	6	5	7	9	5	4	6	7	6	6	6
Sample size	911	446	464	307	311	293	185	281	262	260	640

Q4. Where have you seen, heard or read anything about the development of a new major airport in Sydney?

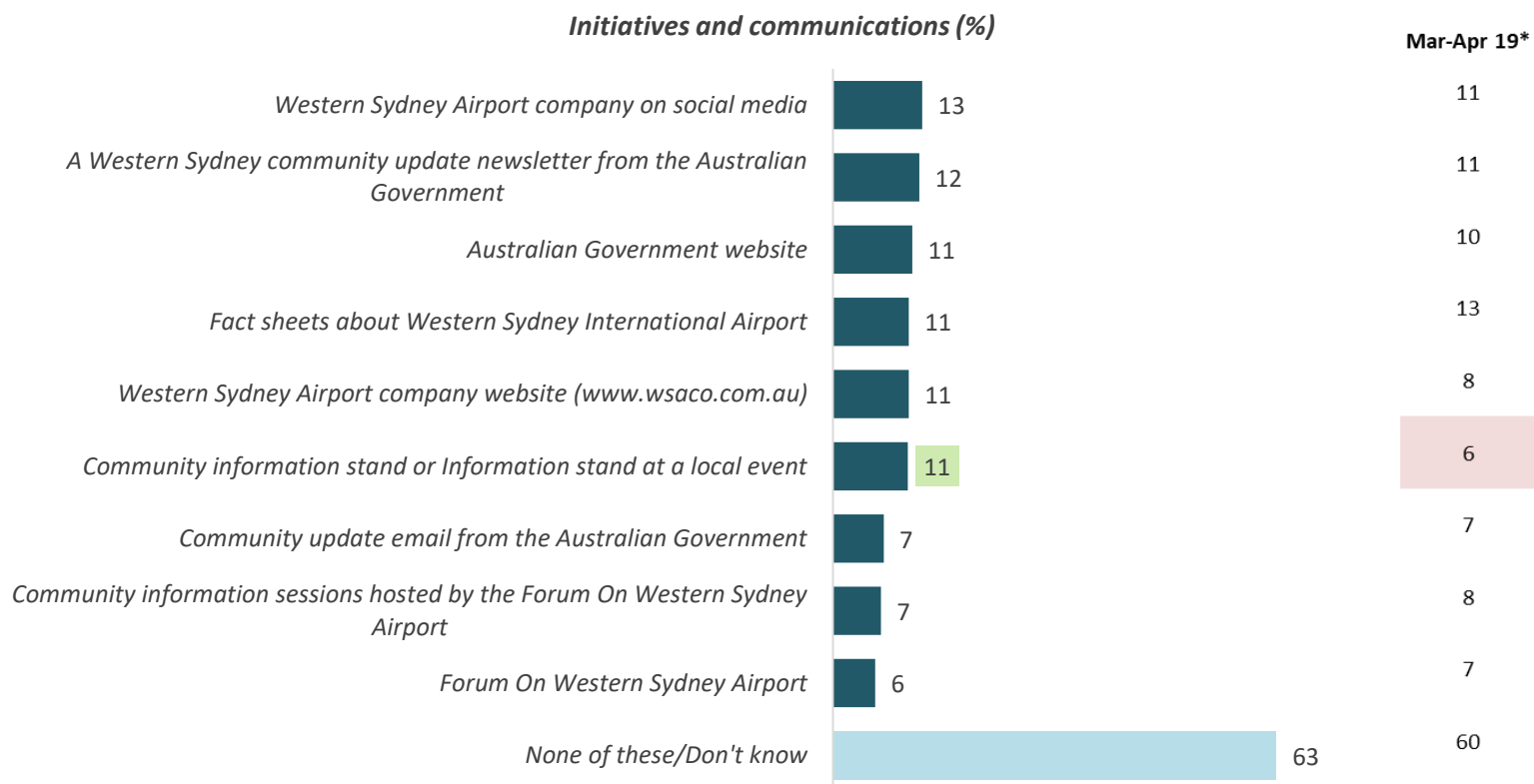
Base: Those who have seen, heard or read anything about the development of a new major airport in Sydney (n=1,518)

Shading highlights statistically significantly **higher** and **lower** results

## ➡ Awareness of a new major airport in Sydney

Awareness of government initiatives remained low, with only between 6% and 13% being aware of any specific element. Compared to the last wave, awareness of a community information stand at a local event was up significantly from the Mar-Apr 2019 wave (11% cf. 6%).

Awareness of Australian Government communications (Sep-Oct 2019 and comparison Mar-Apr 2019)



Q3. Which of the following aspects of the development of a new major airport in Sydney have you heard about before today?

Base: Those who have seen, heard or read anything about the development of a new major airport in Sydney (n=1,518)

Shading highlights statistically significantly **higher** and **lower** results

\*Based on the 3 regions

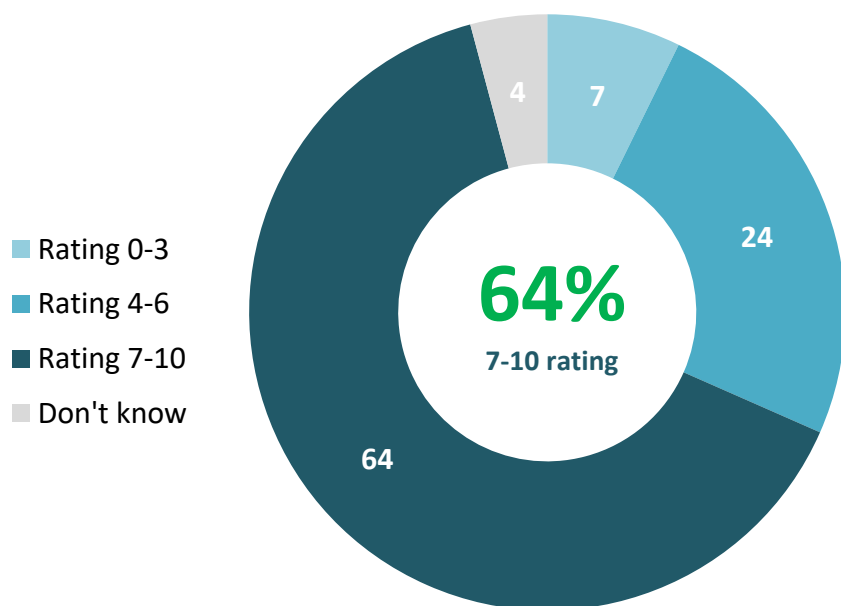


# *Perceptions of the Airport*

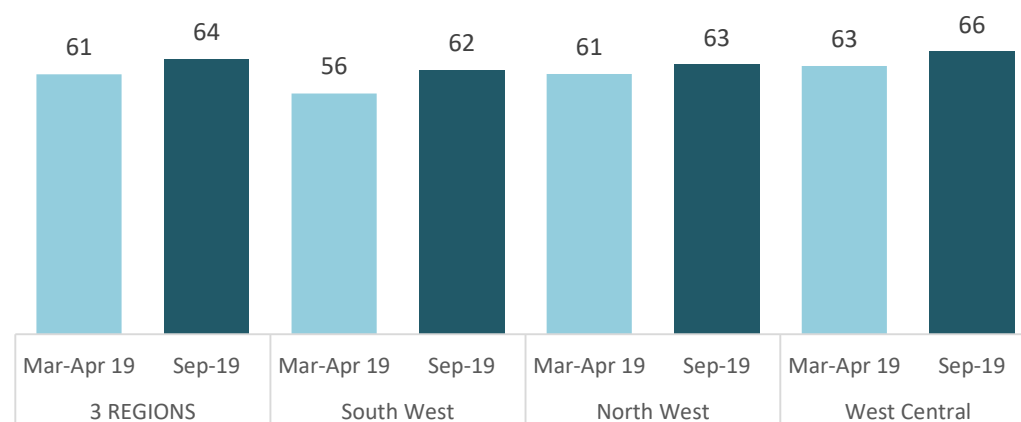
The majority of Western Sydney residents (64%) rated 7-10 on agreement that the overall benefits of the new airport outweigh any negative impacts. This sentiment was higher in the West Central region (66%) and lower in South West region (62%).

The 3-region total result was slightly higher in this wave (64%) compared with the Mar-Apr 2019 wave (61%), as are all individual regional results.

Perception of overall benefits of Western Sydney International vs. negative impacts, (Sep-Oct 2019)



Perception of overall benefits of Western Sydney International vs. negative impacts by region, (Sep-Oct 2019)





## ➡➡➡ Perceptions of Western Sydney International Airport - benefits

The 64% of Western Sydney residents gave a rating of 7-10 on agreement that perceptions of overall benefits outweighed negative impacts; the highest rating seen in the series since inception. From a cohort perspective, males were significantly more likely to rate 7-10 that the overall benefits would outweigh any negative impacts (71%) compared to females (58%).

Perception of overall benefits of Western Sydney International Airport vs. negative impacts, (Nov 2014 to Sep-Oct 2019)

Agreement	Nov 2014	Jun 2015	Dec 2015	Apr 2016	Aug 2016	Dec 2016	May-Jun 2017	Sep-Oct 2017	Feb-Mar 2018	May-Jun 2018	Mar-Apr 2019	Sep 2019*
Rated 0-10	%	%	%	%	%	%	%	%	%	%	%	%
0-3	11	14	11	11	12	12	8	8	11	7	8	7
4-6	30	30	30	32	32	31	29	25	30	30	29	24
7-10	49	49	52	49	48	49	60	63	56	58	60	64
Don't know	10	7	7	8	8	8	2	4	3	5	4	4
Sample size	501	513	502	499	505	503	1244	615	613	903	1008	1637

Perception of overall benefits of Western Sydney International Airport vs. negative impacts by demographics, (Sep-Oct 2019)

Agreement	TOTAL	Gender		Age			Region			CALD	
		Male	Female	18-34	35-54	55+	South West	North West	West Central	Yes	No
Rated 0-10	%	%	%	%	%	%	%	%	%	%	%
0-3	7	6	8	4	8	10	10	7	6	5	8
4-6	24	21	28	26	27	20	24	26	24	24	25
7-10	64	71	58	63	62	68	62	63	66	68	62
Don't know	4	3	6	6	4	3	4	4	4	3	5
Sample size	1637	789	848	382	637	618	456	492	689	391	1234

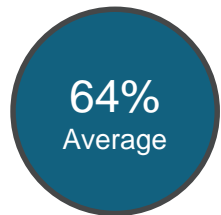
Q7. Using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree, to what extent do you agree or disagree with: "Overall, the positive benefits of the Western Sydney International Airport at Badgerys Creek would outweigh any negative impacts"

Base: All (n=499-1,637) Shading highlights statistically significantly higher and lower results

NOTE: Pre Sep-Oct 2019 included Inner West Region

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Perception of overall benefits of Western Sydney International Airport vs. negative impacts (% rating 7-10, Sep-Oct 2019)



Q7. Using a scale of 0 to 10, where 0 means strongly disagree and 10 means strongly agree, to what extent do you agree or disagree with: "Overall, the positive benefits of the Western Sydney International Airport at Badgerys Creek would outweigh any negative impacts"

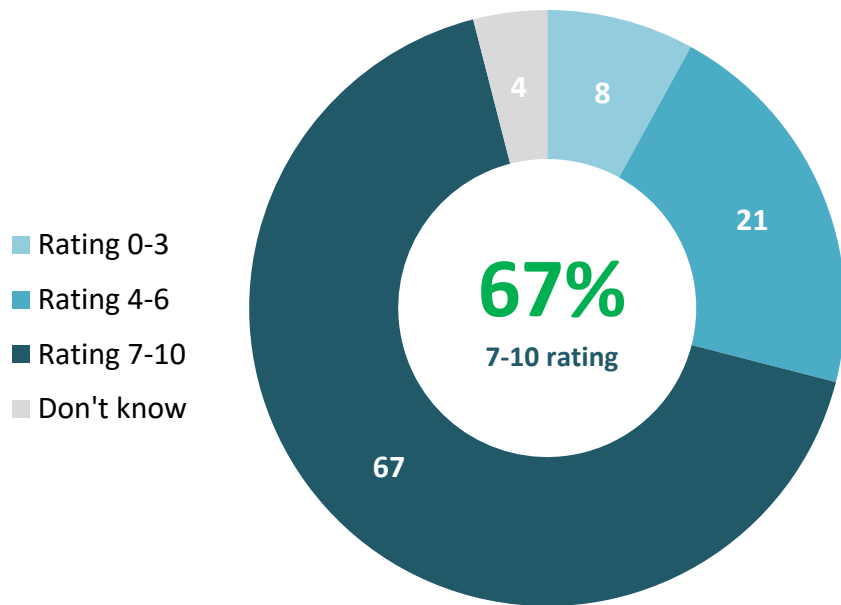
Base: All (1,637) Shading highlights statistically significantly **higher** and **lower** results

## ➡➡➡ Perceptions of Western Sydney International Airport - favourability

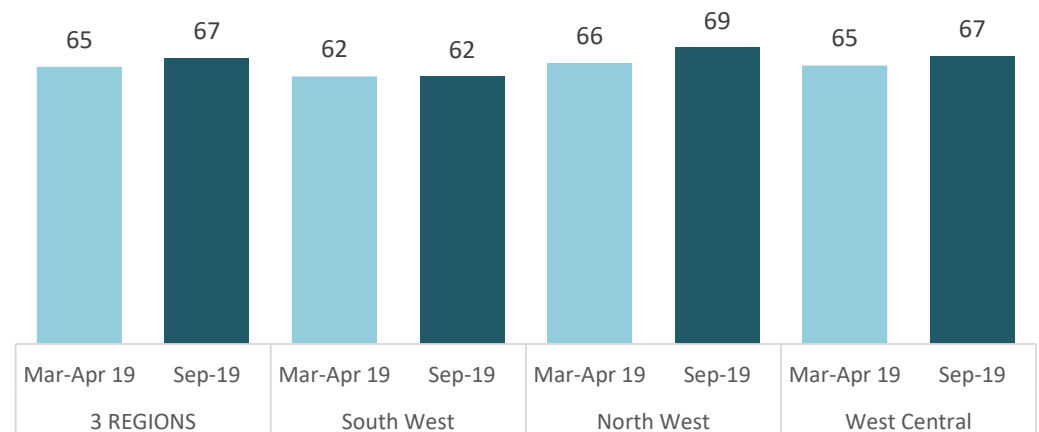
More than two thirds of Western Sydney residents (67%) rated 7-10 on being in favour of Western Sydney International. This sentiment was higher in the North West region (69%) and lower in the South West region (62%).

As with the positive benefit measure, the 3-region total result was slightly higher in this wave (67%) compared with the Mar-Apr 2019 wave (65%), as were all individual regional results bar the South West region.

Favourability of the Western Sydney International Airport at Badgerys Creek, (Sep-Oct 2019)



Favourability of the Western Sydney International Airport at Badgerys Creek by region, (Sep-Oct 2019)



Q13. Agreement: "I am in favour of the Western Sydney Airport at Badgerys Creek"

Base: All in targeted regions (Sep-Oct 2019, n=1,637; Mar-Apr 2019, n=807) Shading highlights statistically significantly **higher** and **lower** results

## ➡➡➡ Perceptions of Western Sydney International Airport - favourability

The proportion of Western Sydney residents rating 7-10 on being in favour of Western Sydney International equalled the highest result seen back in May-Jun 2017 (67%). From a demographic perspective, males were again significantly more likely to rate 7-10 (72%), with females significantly less likely (62%). Residents aged 55+ were more likely to rate 0-3 regarding favourability (13%), while CALD residents were less likely (3%).

Favourability of the Western Sydney International Airport at Badgerys Creek (Nov 2014 to Sep-Oct 2019)

Agreement	Nov 2014	Jun 2015	Dec 2015	Apr 2016	Aug 2016	Dec 2016	May-Jun 2017	Sep-Oct 2017	Feb-Mar 2018	May-Jun 2018	Mar-Apr 2019	Sep-Oct 2019
Rated 0-10	%	%	%	%	%	%	%	%	%	%	%	%
0-3	12	12	8	12	12	11	10	9	12	9	8	8
4-6	28	25	25	25	26	25	22	24	27	28	25	21
7-10	54	56	61	57	56	56	67	64	60	61	64	67
Don't know	6	7	6	6	6	8	1	3	2	3	3	4
Sample size	501	513	502	499	505	503	1244	615	613	903	1008	1637

Favourability of the Western Sydney International Airport at Badgerys Creek, by demographics (Sep-Oct 2019)

Agreement	TOTAL	Gender		Age			Region			CALD	
		Male	Female	18-34	35-54	55+	South West	North West	West Central	Yes	No
Rated 0-10	%	%	%	%	%	%	%	%	%	%	%
0-3	8	7	10	4	8	13	9	9	7	3	11
4-6	21	19	23	22	24	17	24	17	22	24	20
7-10	67	72	62	67	65	69	62	69	67	71	66
Don't know	4	3	5	7	3	2	4	5	4	3	4
Sample size	1637	789	848	382	637	618	456	492	689	391	1234

Q13. Agreement: "I am in favour of the Western Sydney Airport at Badgerys Creek"

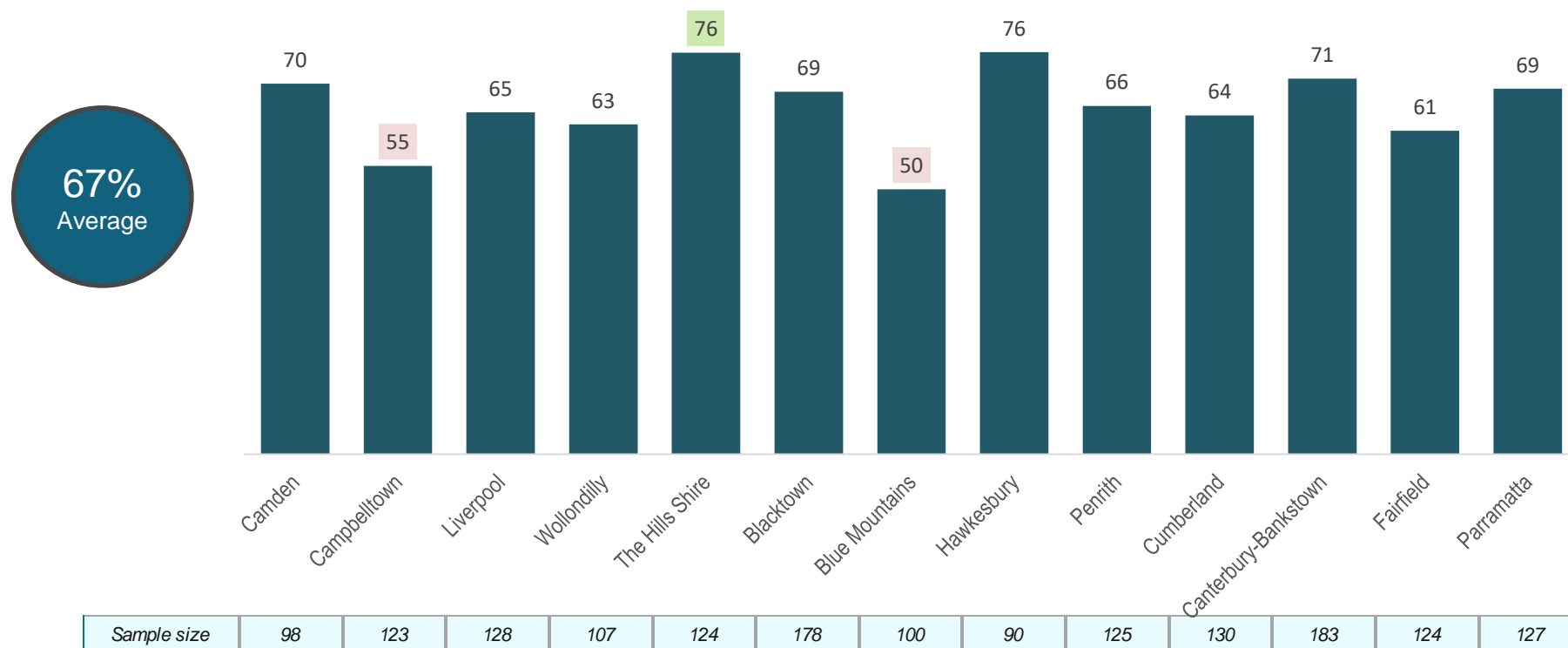
Base: All in targeted regions (Sep-Oct 2019, n=1,637) Shading highlights statistically significantly higher and lower results

NOTE: Pre Sep-Oct 2019 included Inner West Region

## ➡➡➡ Perceptions of Western Sydney International Airport - favourability

At an individual LGA level, The Hills Shire showed significantly higher proportion of residents rating 7-10 (76%) on airport favourability than average (67%). In contrast, lower 7-10 ratings were exhibited by residents in the Blue Mountains (50%) and Campbelltown (55%).

Favourability of the Western Sydney International Airport at Badgerys Creek by LGA (% 7-10, Sep-Oct 2019)



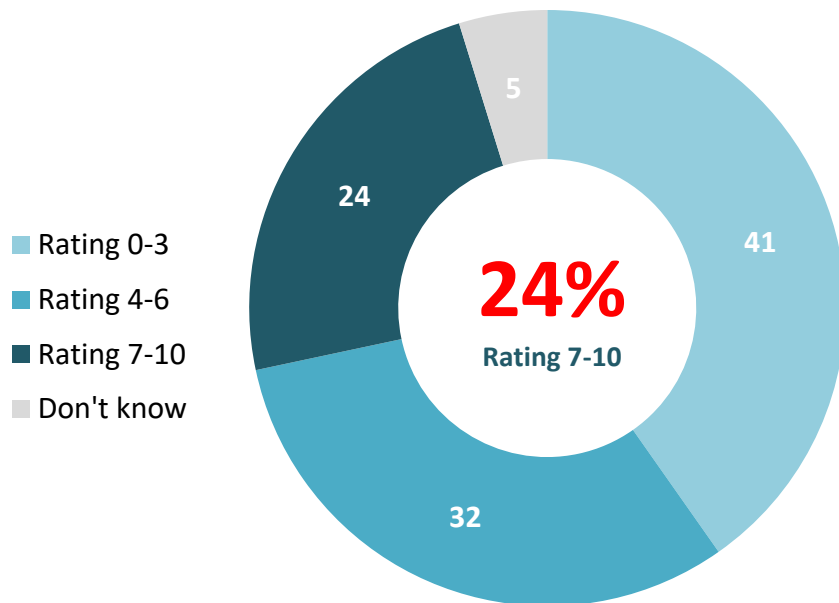
Q13. Agreement: "I am in favour of the Western Sydney Airport at Badgerys Creek"

Base: All in targeted regions (Sep-Oct 2019, n=1,637) Shading highlights statistically significantly higher and lower results

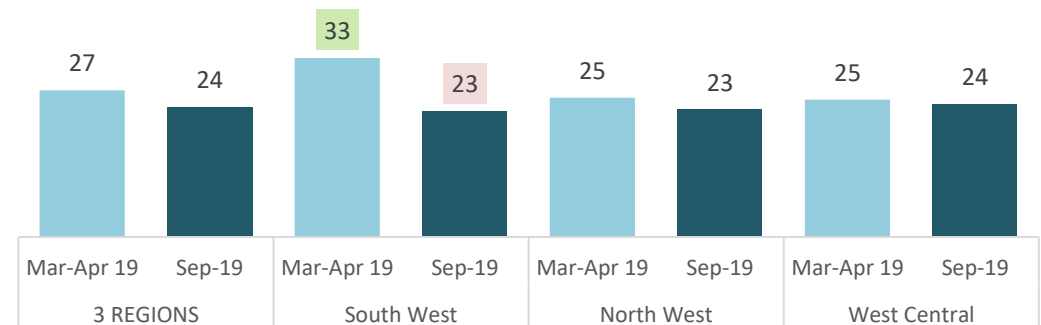
Almost one quarter of Western Sydney respondents (24%) rated 7-10 on being concerned that building the airport may have a negative impact on Western Sydney, while 41% rated 0-3 and 32% rated 4-6.

This result was slightly lower than the 3-region result seen in the Mar-Apr 2019 wave. The South West region result was significantly lower than average at 23%, a significant improvement on the result seen in Mar-Apr 2019.

Concern that building the airport would have a negative impact (Sep-Oct 2019)



Concern that building the airport would have a negative impact by region, (Sep-Oct 2019)





## ➡ Perceptions of Western Sydney International Airport - concerns

The proportion of Western Sydney residents rating 7-10 on being concerned about negative impacts from building the airport was at the lowest level seen in the series (24%). From a demographic perspective, males were significantly more likely to rate 0-3 on concerns (47%), while females were significantly less likely (35%). Residents aged 55+ were also more likely to rate 0-3 on concerns around negative impacts.

Concern that building the airport would have a negative impact (Nov 2014 to Sep-Oct 2019)

Agreement	Nov 2014	Jun 2015	Dec 2015	Apr 2016	Aug 2016	Dec 2016	May-Jun 2017	Sep-Oct 2017	Feb-Mar 2018	May-Jun 2018	Mar-Apr 2019	Sep 2019
<i>Rated 0-10</i>	%	%	%	%	%	%	%	%	%	%	%	%
0-3	25	22	21	24	23	25	34	33	32	28	35	41
4-6	37	38	41	35	38	32	34	33	32	33	34	32
7-10	33	36	34	37	35	36	30	32	33	35	26	24
Don't know	5	4	4	4	4	6	2	2	3	4	4	4
<i>Sample size</i>	501	513	502	499	505	503	1244	615	613	903	1008	1637

Concern that building the airport would have a negative impact, by demographics (Sep-Oct 2019)

Agreement	TOTAL	Gender		Age			Region			CALD	
		Male	Female	18-34	35-54	55+	South West	North West	West Central	Yes	No
<i>Rated 0-10</i>	%	%	%	%	%	%	%	%	%	%	%
0-3	41	47	35	38	38	48	40	42	41	42	41
4-6	32	28	35	33	34	27	33	33	30	32	31
7-10	24	22	26	24	24	22	23	23	24	23	24
Don't know	4	3	4	5	4	2	4	2	4	3	4
<i>Sample size</i>	1637	789	848	382	637	618	456	492	689	391	1234

Q8. Agreement: "I'm concerned that building the airport would have a negative impact on Western Sydney"

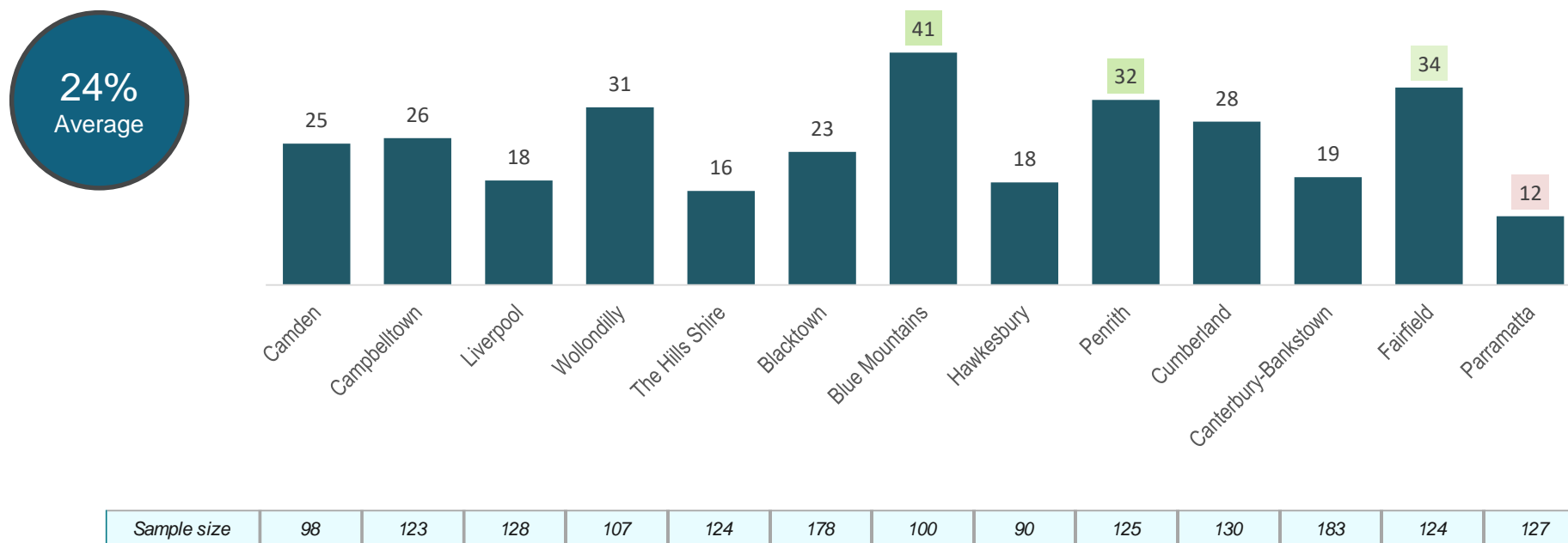
Base: All (Sep-Oct 2019, n=1,637;) Shading highlights statistically significantly **higher** and **lower** results

NOTE: Pre Sep-Oct 2019 included Inner West Region

## ➡➡➡ Perceptions of Western Sydney International Airport - concerns

At LGA level, Blue Mountains (41%), Fairfield (34%) and Penrith (32%) residents were all significantly more likely to rate 7-10 regarding concern around negative impacts on Western Sydney, while Parramatta residents were less likely to rate 7-10 (12%).

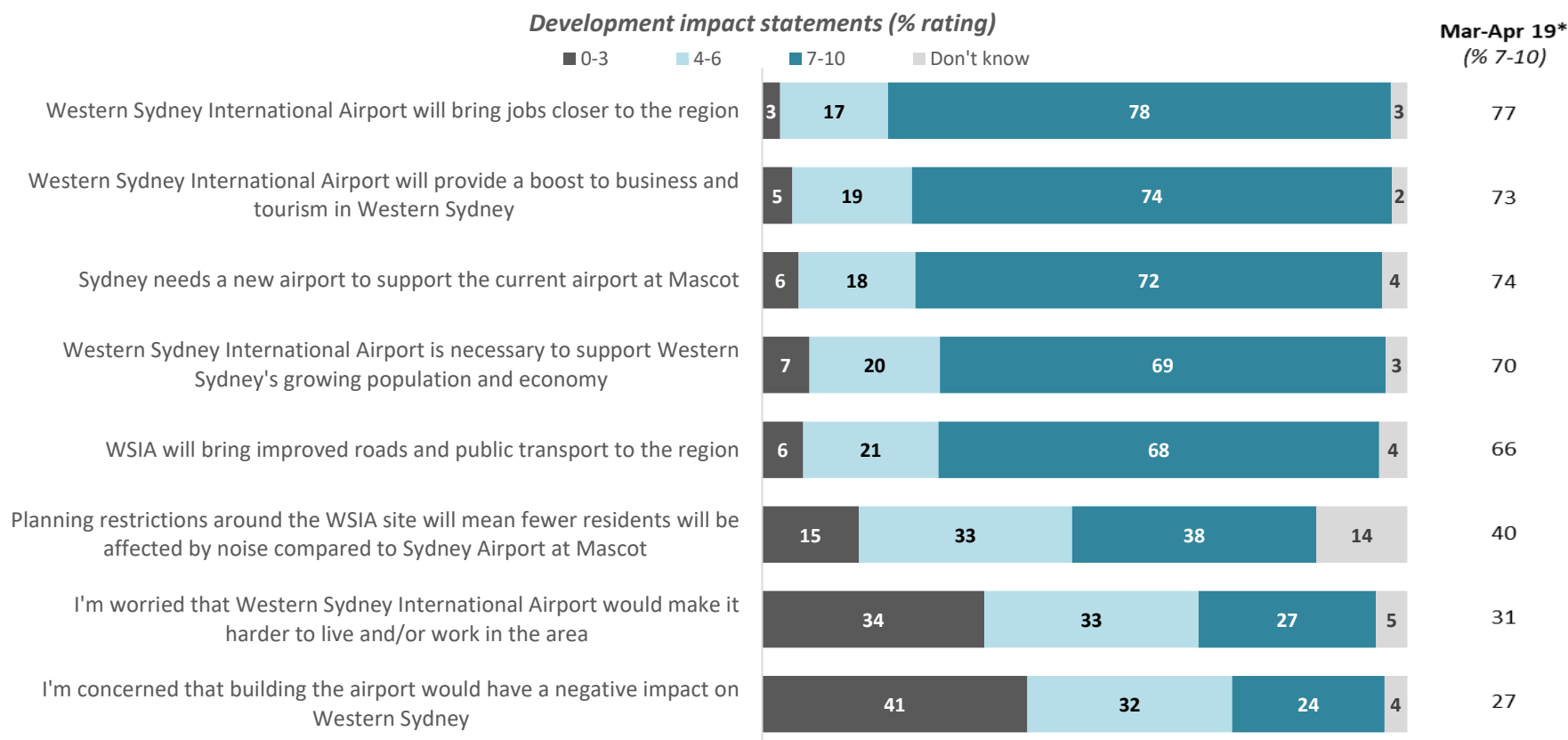
Concern that building the airport would have a negative impact, by LGA (% 7-10, Sep-Oct 2019)



Q8. Agreement: "I'm concerned that building the airport would have a negative impact on Western Sydney"  
Base: All (Sep-Oct 2019, n=1,637;) Shading highlights statistically significantly **higher** and **lower** results

The strongest proportion rating 7-10 on development impact statements included 78% rating 7-10 on “bringing jobs closer to the region” and 74% on “providing a boost to business and tourism”. There were no statistically significant differences between this wave and the Mar-Apr 2019 wave.

Perception of impacts of Western Sydney International Airport development (Sep-Oct 2019 and comparison Mar-Apr 2019 on rating 7-10)



Q8. Using the same scale where 0 means strongly disagree and 10 means strongly agree, to what extent do you agree or disagree with the statement below...

Base: All (Sep-Oct 2019, n=1,637; Mar-Apr 2019, n=807) Shading highlights statistically significantly higher and lower result

\*NOTE: Based on the 3 regions

South West region residents were less likely to rate 7-10 on Sydney needing a new airport (65%), while West Central residents were more likely to rate 7-10 on whether the airport will bring improved roads and public transport (73%). Significant declines on some negative measures were noted in this wave in the North and South West.

Perception of impacts of Western Sydney International Airport development by region (Sep-Oct 2019 and comparison Mar-Apr 2019 on % rating 7-10)

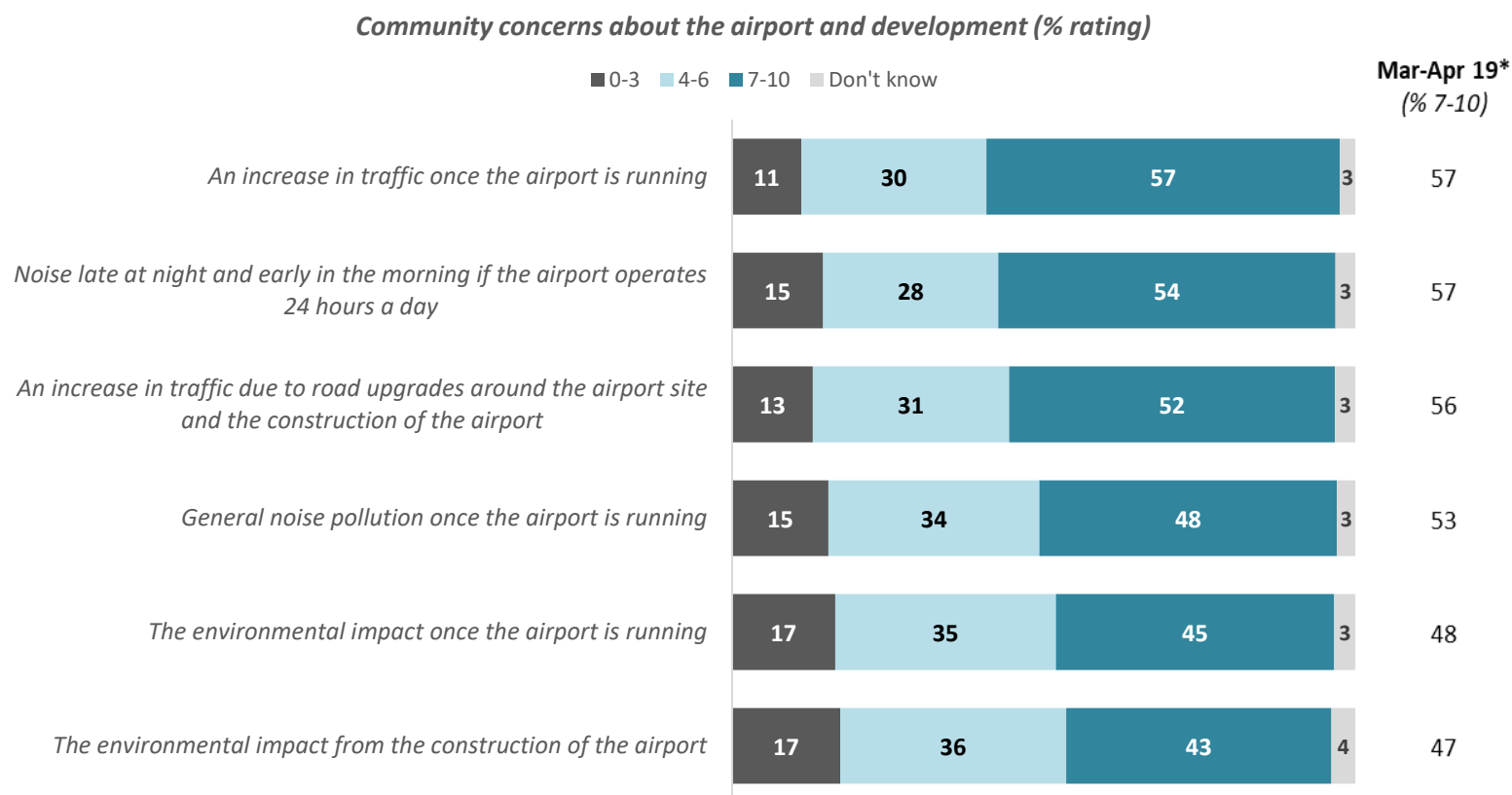
Agreement	REGION					
	Sep-Oct-19			Change from Mar-Apr 19		
	South West	North West	West Central	South West	North West	West Central
Rating 7-10	%	%	%	%	%	%
Western Sydney International Airport will bring jobs closer to the region	74	78	79	-	-	-
Western Sydney International Airport will provide a boost to business and tourism in Western Sydney	68	76	76	-	-	-
Sydney needs a new airport to support the current airport at Mascot	65	74	74	-	-	-
Western Sydney International Airport is necessary to support Western Sydney's growing population and economy	67	70	70	-	-	-
WSIA will bring improved roads and public transport to the region	63	64	73	-	-	-
Planning restrictions around the WSIA site will mean fewer residents will be affected by noise compared to Sydney Airport at Mascot	33	34	42	-	-	-
I'm worried that Western Sydney International Airport would make it harder to live and/or work in the area	33	23	28	-	-8	-
I'm concerned that building the airport would have a negative impact on Western Sydney	23	23	24	-10	-	-
Sample size	456	492	689			
Highlighting statistically significantly <b>higher</b> and <b>lower</b> results:	between regions in Sep-Oct 2019			comparing each region with Mar-Apr 2019		

Q8. Using the same scale where 0 means strongly disagree and 10 means strongly agree, to what extent do you agree or disagree with the statement below...

Base: All (Sep-Oct 2019, n=1,637; Mar-Apr 2019, n=807) Shading highlights statistically significantly **higher** and **lower** result

Traffic (57%) and noise from 24/7 operation (54%) were the primary areas rating 7-10 on concern, followed by traffic due to roadworks during construction (52%) and general noise pollution while the airport is running (48%). No significant differences were seen from the Mar-Apr 2019 wave.

Potential community concerns about the Western Sydney Airport development (Sep-Oct 2019 and comparison Mar-Apr 2019 on rating 7-10)



Q9. On a scale of 0 to 10 where 0 not at all concerned and 10 means extremely concerned, how do you feel personally about the potential impact of a new airport in Western Sydney listed below?

Base: All (Sep-Oct 2019, n=1,637; Mar-Apr 2019, n=807) Shading highlights statistically significantly **higher** and **lower** result

\*NOTE: Based on the 3 regions

South West region saw significantly higher 7-10 rating on concern with increased traffic due to road upgrades (59%) in Sep-Oct 19. Compared to the last wave, North West region saw declines in 7-10 ratings regarding concern about increased traffic due to road upgrades (-9%) and general air pollution once the airport is running (-9%).

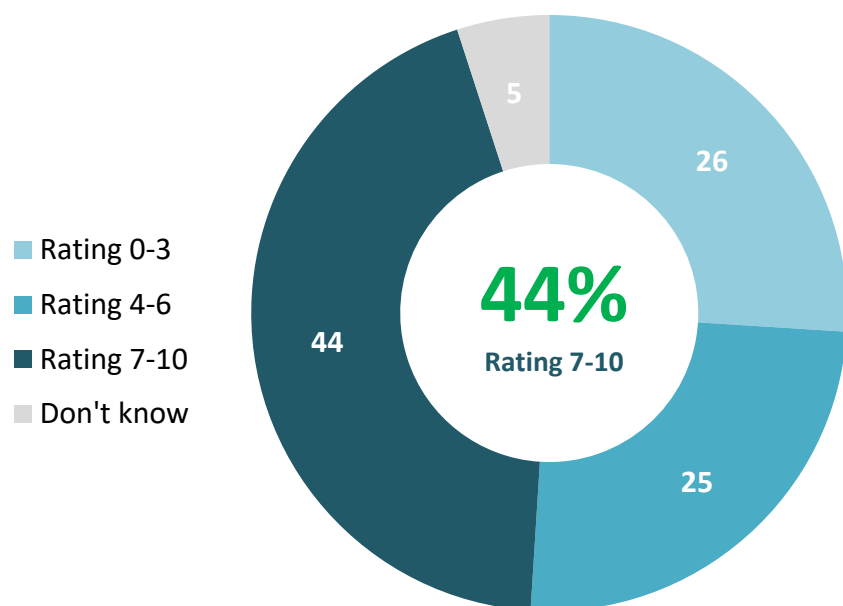
Potential community concerns about the Western Sydney International development by region (Sep-Oct 2019 and comparison Mar-Apr 2019 on % rating 7-10)

Concern	REGION					
	Sep-Oct-19			Change from Mar-Apr 19		
	South West	North West	West Central	South West	North West	West Central
Rating 7-10	%	%	%	%	%	%
An increase in traffic once the airport is running	58	56	57	-	-	-
Noise late at night and early in the morning if the airport operates 24 hours a day	55	58	51	-	-	-
An increase in traffic due to road upgrades around the airport site and the construction of the airport	59	48	52	-	-9	-
General noise pollution once the airport is running	52	47	46	-	-9	-
The environmental impact once the airport is running	42	50	43	-	-	-
The environmental impact from the construction of the airport	41	44	43	-	-	-
Sample size	456	492	689			
Highlighting statistically significantly higher and lower results:	between regions in Sep-Oct 2019			comparing each region with Mar-Apr 2019		

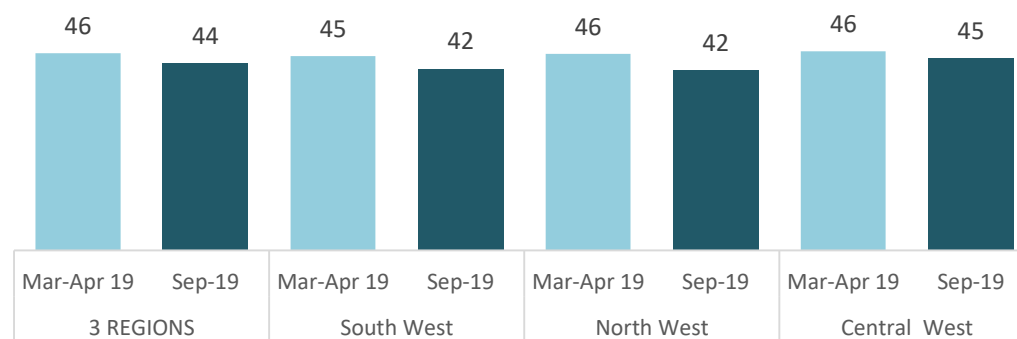
44% of Western Sydney residents rated 7-10 on it being important for Western Sydney International to operate 24/7, while 26% rated 0-3.

Compared to the last wave, there were no statistically significant differences noted by region; however, all regions were slightly lower than previously recorded in Mar-Apr 2019.

Importance of the airport operating 24 hours a day, 7 days a week, (Sep-Oct 2019)



Importance of the airport operating 24 hours a day, 7 days a week by region, (Sep-Oct 2019)



## ➡➡➡ Perceptions of Western Sydney International Airport – 24/7 operations

The proportion of residents rating 7-10 on 24/7 operations being important for Western Sydney International (44%) was an improvement on that seen in 2018, but lower than has been seen in other waves including all of 2015 through to 2017. Males and CALD residents were more likely to rate 7-10 with 24/7 operations, while females were less likely to rate 7-10.

Importance of the airport operating 24 hours a day, 7 days a week (Nov 2014 to Sep-Oct 2019)

Agreement	Nov 2014	Jun 2015	Dec 2015	Apr 2016	Aug 2016	Dec 2016	May-Jun 2017	Sep-Oct 2017	Feb-Mar 2018	May-Jun 2018	Mar-Apr 2019	Sep-Oct 2019*
Rated 0-10	%	%	%	%	%	%	%	%	%	%	%	%
0-3	N/A	17	17	20	19	19	27	25	31	25	25	26
4-6		29	24	27	26	24	24	24	26	27	24	25
7-10		46	51	45	47	48	45	47	40	42	45	44
Don't know		8	8	8	8	9	4	4	4	6	5	5
Sample size	501	513	502	499	505	503	1244	615	613	903	1008	1637

Importance of the airport operating 24 hours a day, 7 days a week, by demographics (Sep-Oct 2019)

Agreement	TOTAL	Gender		Age			Region			CALD	
		Male	Female	18-34	35-54	55+	South West	North West	West Central	Yes	No
Rated 0-10	%	%	%	%	%	%	%	%	%	%	%
0-3	26	21	31	20	26	33	28	25	26	18	30
4-6	25	22	28	29	23	24	23	29	24	24	25
7-10	44	52	35	46	44	41	42	42	45	55	39
Don't know	5	4	6	5	6	3	6	4	5	3	6
Sample size	1637	789	848	382	637	618	456	492	689	391	1234

Q10. Agreement: "It is important for Western Sydney International Airport to operate 24 hours a day 7 days a week"

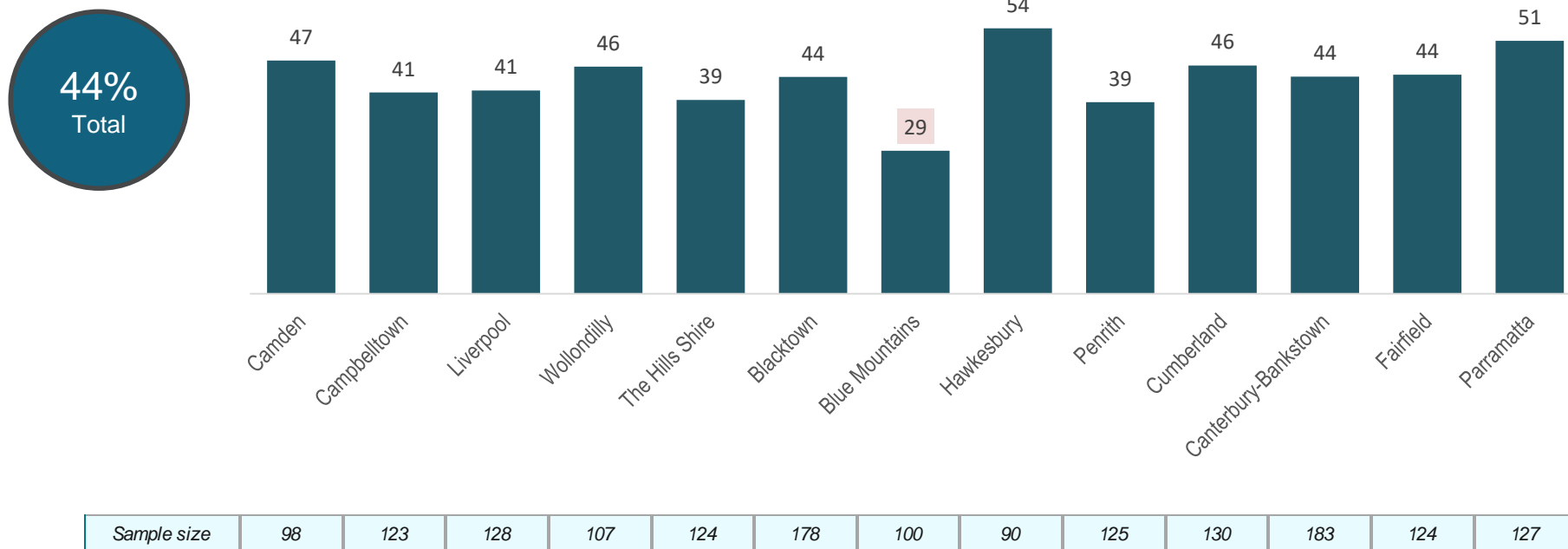
Base: All (Sep-Oct 2019, n=1,637) Shading highlights statistically significantly **higher** and **lower** results

NOTE: Pre Sep-Oct 2019 included Inner West Region



At an individual LGA level, Blue Mountains residents expressed the lowest 7-10 ratings on the importance of 24/7 operations (29%), significantly lower than the total average of 44%.

Importance of the airport operating 24 hours a day, 7 days a week by LGA (% 7-10, Sep-Oct 2019)

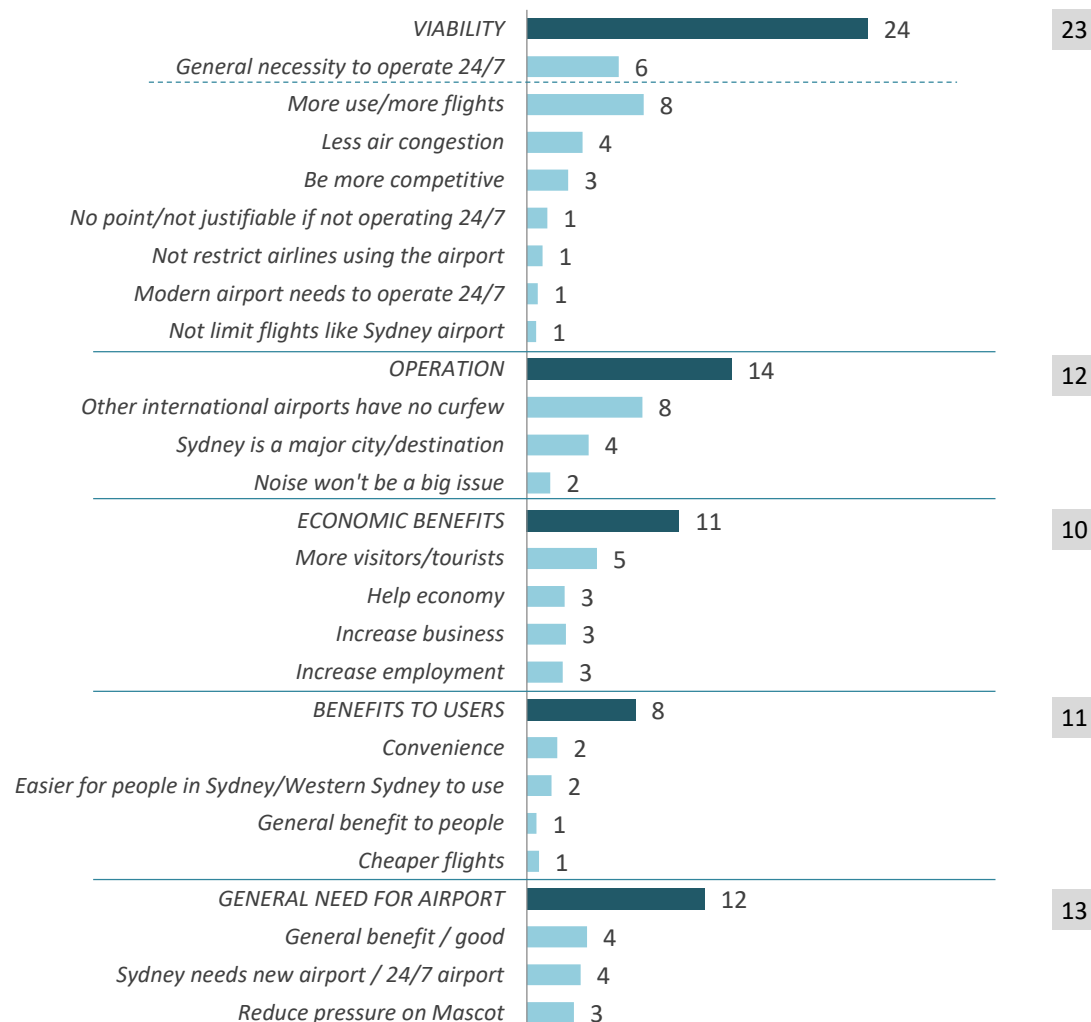


Q10. Agreement: "It is important for Western Sydney International Airport to operate 24 hours a day 7 days a week"  
Base: All (Sep-Oct 2019, n=1,637) Shading highlights statistically significantly **higher** and **lower** results

Primary reasons reported for supporting 24/7 airport operations included overall viability (24%), operational aspects (14%) and comments that reflected a general need for a new airport (12%).

**Positive reasons for 24/7: Any positive = 48% (Mar-Apr = 50%)**

**Mar-Apr 2019\***



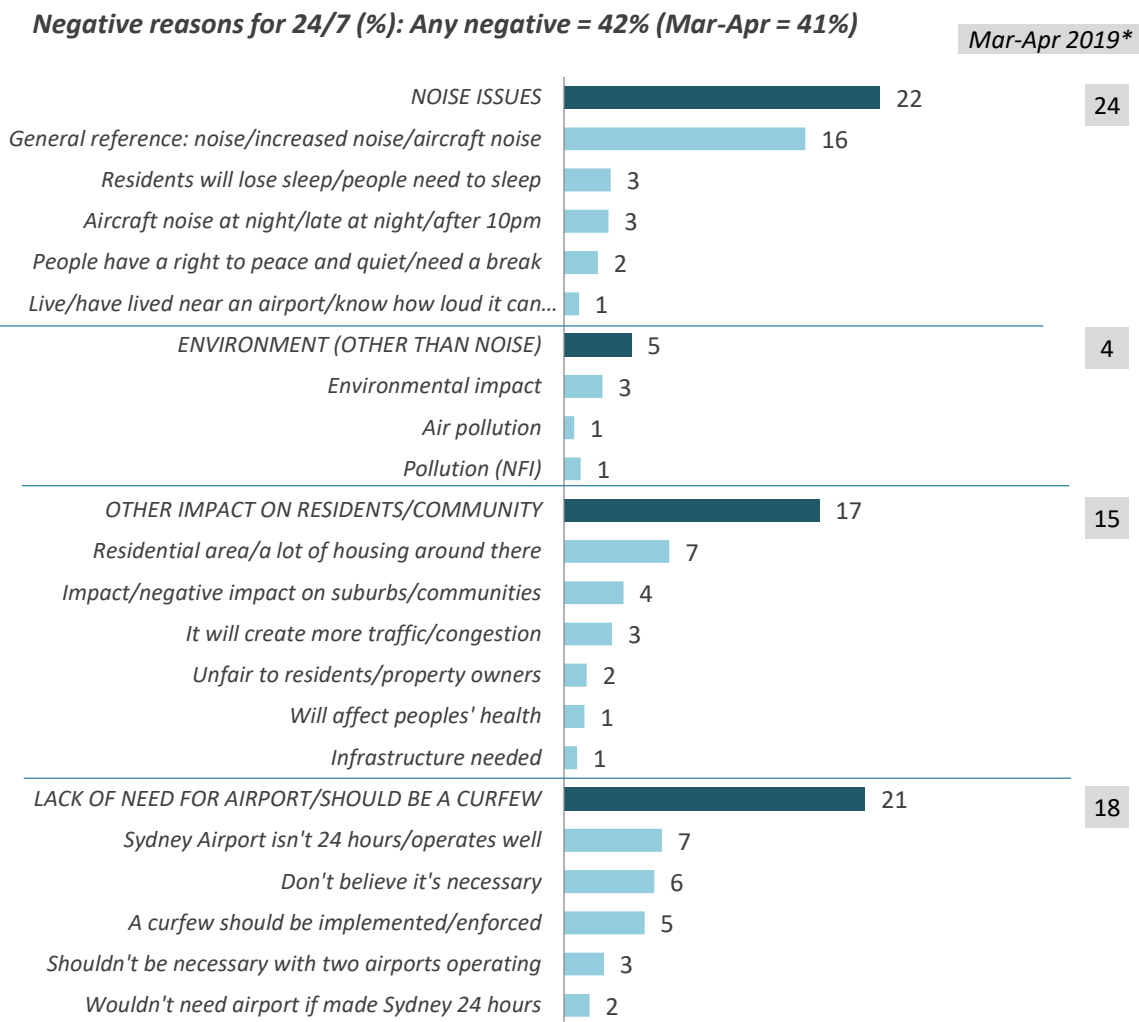
Q11. What are your reasons for giving that rating of the importance of Western International Sydney Airport to operate 24 hours a day, 7 days a week?

Please be as specific as possible (open response). [MULTIPLE CODES ALLOWED]

Base: All in targeted regions (Sep-Oct 2019, n=1,637; Mar-Apr 2019, n=807) Shading highlights statistically significantly higher and lower results

\*NOTE: Based on the 3 regions

The main negative reasons around 24/7 airport operations included noise issues (22%), the lack of need for the airport/should be a curfew (21%) and other impacts on residents and the community (17%).



Comparison of average ratings on topics of impact of Western Sydney International Airport development, by demographics (Sep-Oct 2019)

Demographic groups	Meeting needs, improvements and benefits	Environmental impacts and negative impact on area	Personal benefit of the airport
	More benefit	More impact/concern	More benefit
<b>GENDER</b>			
Male	 7.4	 5.3	 0.38
Female	 7.2	 6.3	 0.33
<b>AGE (years)</b>			
18-34	 7.3	 5.9	 0.37
35-54	 7.2	 5.9	 0.36
55+	 7.4	 5.6	 0.32
<b>REGION</b>			
South West	 7.0	 5.9	 0.37
North West	 7.2	 5.8	 0.42
West Central	 7.5	 5.8	 0.31
<b>CALD</b>			
Yes	 7.4	 5.8	 0.40
No	 7.2	 5.8	 0.33
Average rating (0-10)			
<b>CONTRIBUTION to predicting favourability</b>	<b>78%</b>	<b>18%</b>	<b>4%</b>

Analysis of factors indicates that the primary driver of a 7-10 rating towards the airport (78%) was the perception that the airport will meet residents needs, and offer improvements and benefits overall. This was significantly more effective for the West Central region in particular.

A secondary driver was ensuring concerns around environmental and negative impacts were met (18%). In particular, females saw heightened favourability when these concerns were allayed.

Perceptions of deriving personal benefit was of lower overall importance in driving airport favourability (4%).

Comparison of average ratings on topics of impact of Western Sydney International Airport development, by demographics (Sep-Oct 2019)

	Meeting needs, improvements and benefits	Environmental impacts and negative impact on area	Personal benefit of the airport
	<i>More benefit</i>	<i>More impact/concern</i>	<i>More benefit</i>
Statements contributing to the dimension	<ul style="list-style-type: none"> <li>- Necessary to support Western Sydney's growing population and economy</li> <li>- Provide a boost to business and tourism</li> <li>- Sydney needs a new airport to support the current one</li> <li>- Bring jobs to the region</li> <li>- Improved roads to the region</li> <li>- Planning restrictions will mean fewer residents will be affected by noise</li> </ul>	<ul style="list-style-type: none"> <li>- Concern that building the airport would have a negative impact on Western Sydney</li> <li>- Worried that would make it harder to live and/or work in the area</li> <li>- General noise pollution once the airport is running</li> <li>- Increase in traffic once the airport is running</li> <li>- Increase in traffic due to road upgrades during construction</li> <li>- Noise late at night and early in the morning 24 hours a day</li> <li>- Environmental impact once the airport is running</li> <li>- Environmental impact from the construction of the airport</li> </ul>	<ul style="list-style-type: none"> <li>- I will personally benefit from using the Western Sydney Airport when it is operating</li> <li>- I will personally benefit from improved transport links and roads in Western Sydney associated with Western Sydney International Airport</li> </ul>
<b>CONTRIBUTION to predicting favourability</b>	<b>78%</b>	<b>18%</b>	<b>4%</b>

Analysis of factor statements showed that the primary factor predicting a rating of 7-10 on favourability (78%) related to the airport supporting Western Sydney's growing economy and population, boosting business and tourism, bringing jobs to the region, improving roads and infrastructure and being assisted by planning restrictions.

The secondary driver, ensuring that concerns around environmental and negative impacts are met (18%), referred to impacts including concerns about pollution, noise and disruption, concerns about increased traffic, traffic disruption and general livability, noise occurring 24 hours a day and potential environmental impacts from construction and the running of the airport.

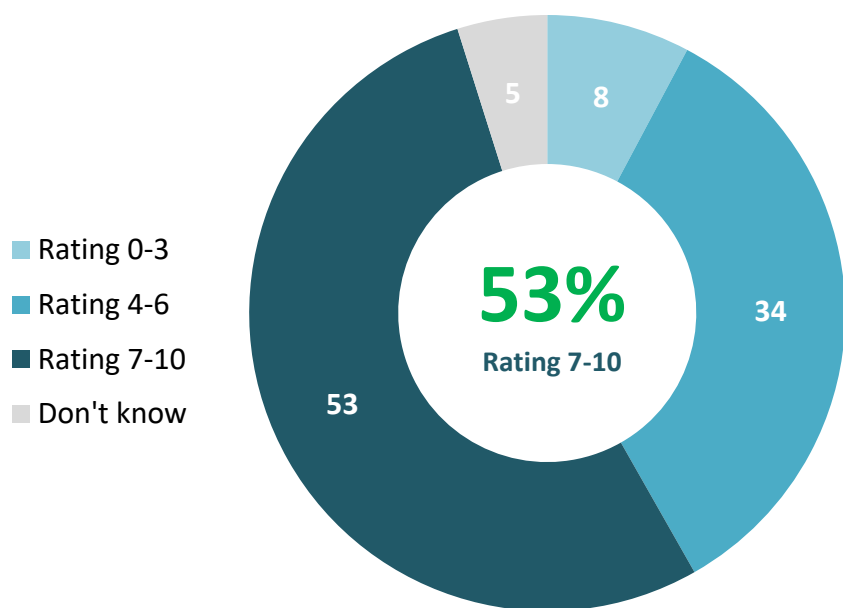


***Keeping  
Residents  
Informed***

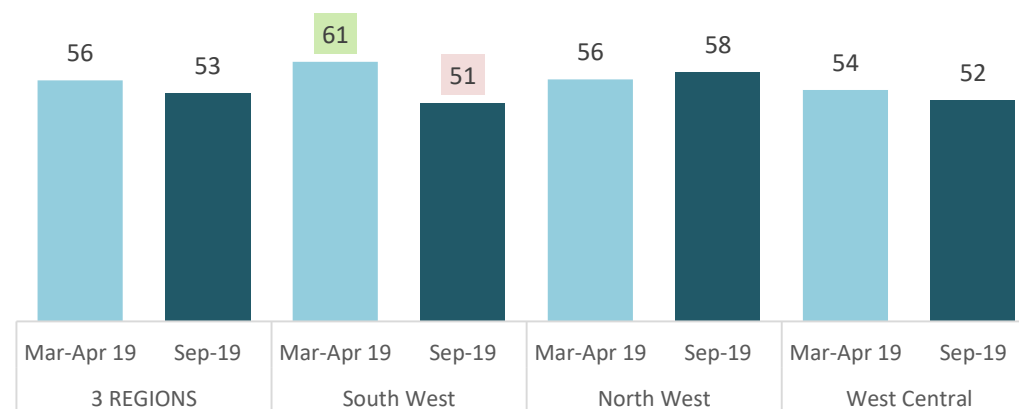
53% of Western Sydney residents rated 7-10 on it being important to be informed of progress about Western Sydney International.

Compared to the last wave, the South West region had a decreased proportion rating 7-10 on the importance of being informed of progress about Western Sydney International (51% cf. 61%).

Importance of being informed of progress (Sep-Oct 2019)



Importance of being informed of progress by region, (Sep-Oct 2019 vs Mar-Apr 2019)



The proportion of residents who rated 7-10 on importance of being kept informed of progress about Western Sydney International (53%) was generally the lowest seen in the series to date. Residents aged 55+ were significantly more likely to rate 7-10 vs average (61%).

Importance of being informed of progress (Nov 2014 to Sep-Oct 2019\*)

Importance	Nov 2014	Jun 2015	Dec 2015	Apr 2016	Aug 2016	Dec 2016	May-Jun 2017	Sep-Oct 2017	Feb-Mar 2018	May-Jun 2018	Mar-Apr 2019	Sep 2019
<i>Rated 0-10</i>	%	%	%	%	%	%	%	%	%	%	%	%
0-3	9	7	7	6	8	7	8	7	10	8	5	8
4-6 (inc. don't know)	33	29	31	34	33	31	33	34	30	32	40	39
7-10	58	64	62	60	59	62	59	57	60	56	54	53
<i>Sample size</i>	501	513	502	499	505	503	1244	615	613	903	1008	1637

Importance of being informed of progress by demographics (Sep-Oct 2019\*)

Importance	TOTAL	Gender		Age			Region			CALD	
		Male	Female	18-34	35-54	55+	South West	North West	West Central	Yes	No
<i>Rated 0-10</i>	%	%	%	%	%	%	%	%	%	%	%
0-3	8	9	7	8	7	8	9	6	8	8	8
4-6	34	35	33	31	41	28	35	31	35	36	33
7-10	53	53	54	53	47	61	51	58	52	53	54
Don't know	5	4	6	7	4	3	5	5	5	3	5
<i>Sample size</i>	1637	789	848	382	637	618	456	492	689	391	1234

Q14. Using a scale of 0 to 10, where 0 means not at all important and 10 means very important, please indicate how you feel personally about being informed about the progress of the Western Sydney International Airport at Badgerys Creek?

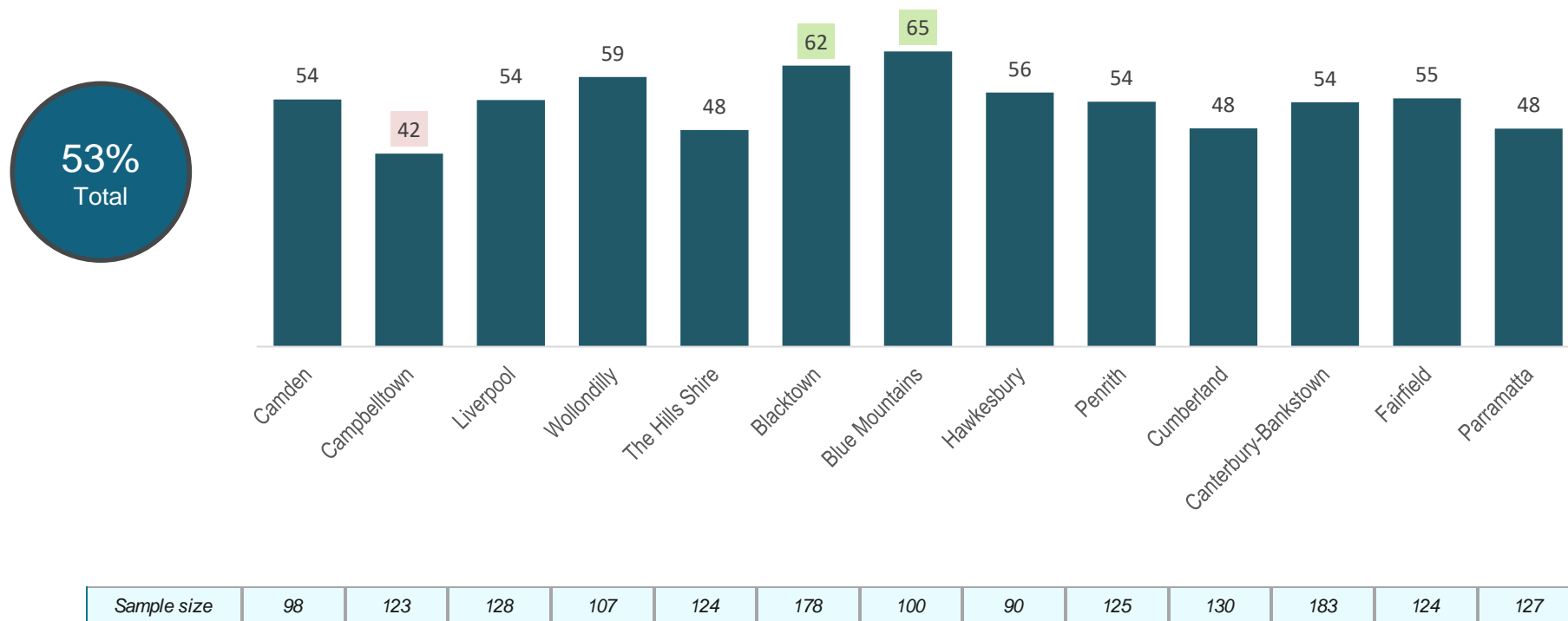
Base: All (Sep-Oct 2019, n=1,637) Shading highlights statistically significantly higher and lower results

NOTE: Pre-Sep-Oct 2019 included Inner West Region



At an individual LGA level, Blacktown (62%) and Blue Mountains (65%) residents had the highest proportion rating 7-10 on being kept informed of progress about Western Sydney International, while Campbelltown residents (42%) had significantly lower 7-10 ratings on this measure.

Importance of being informed of progress by LGA (% 7-10, Sep-Oct 2019)



## **Perception of importance of being informed about progress of the airport's development**

Residents who rated 9-10 on being kept informed of airport progress also tended to have the highest awareness as well as the highest proportion rating 7-10 on positive aspects and 24/7 operations, along with lower ratings on possible negative impacts.

Residents who gave a rating of 4-6 on being kept informed tended to have lower awareness and to be less positive about the airport in general.

Rating of key measures by importance by being informed of progress (Sep-Oct 2019)

Measure	Rating	Being kept informed of progress			
		Rating (0-3)	Rating (4-6)	Rating (7-8)	Rating (9-10)
		%	%	%	%
Level of awareness (Q1)	Great deal/quite a lot	43	36	48	53
In favour (Q13)	7-10 agree	58	46	77	75
Positive benefits would outweigh any negative impacts (Q7)	7-10 agree	55	48	72	73
Operate 24/7 (Q10)	7-10 agree	38	33	46	53
Concern of a negative impact (Q8)	0-3 disagree	42	33	41	50
Sample size		154	414	658	411

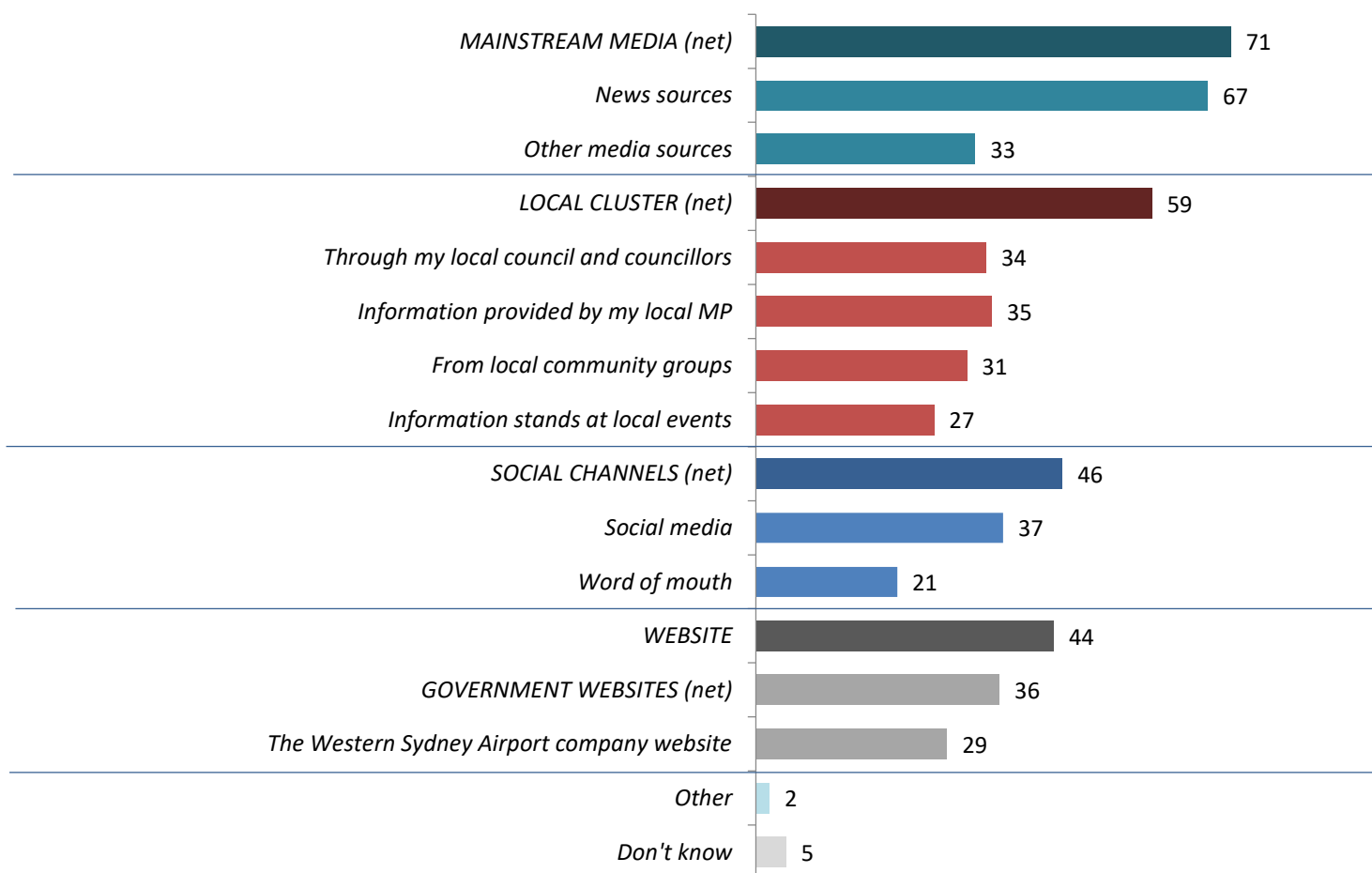
Q14. Agreement: Indicate how you feel personally about being informed about the progress of the Western Sydney International Airport at Badgerys Creek?

Base: All (Sep-Oct 2019, n=1,637) Shading highlights statistically significantly **higher** and **lower** results

## ➡ Perception of importance of being informed about progress of the airport's development

In general, residents preferred being informed of airport progress via mainstream media (71%) followed by local cluster (59%), social channels (46%) and websites (44%).

Preferred communication channels for information about the airport's development (% Rating 6-10, Sep-Oct 2019)



Q15. Where would you want to get information about Western Sydney Airport? Please select all that apply.

Base: Those who provided a rating of 6-10 on importance in being informed of the airport's development (Sep-Oct 2019 n=1,069)

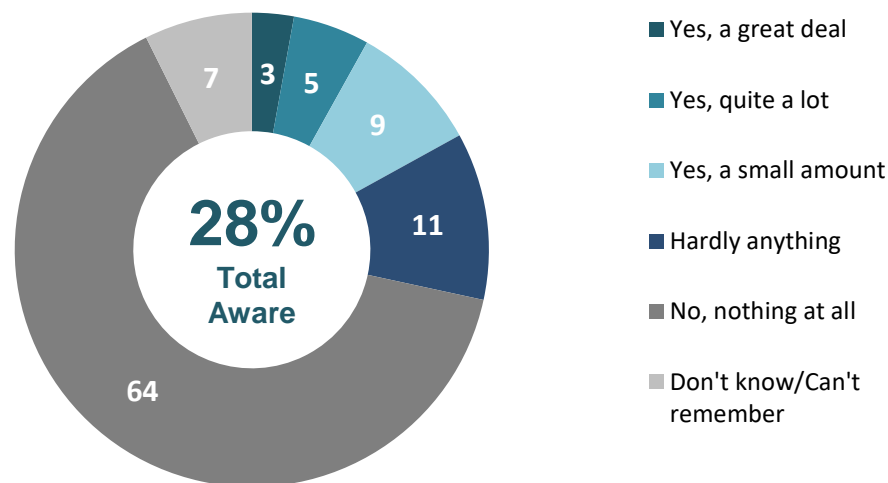
Shading highlights statistically significantly **higher** and **lower** results



***Awareness  
of Western  
Sydney City Deal***

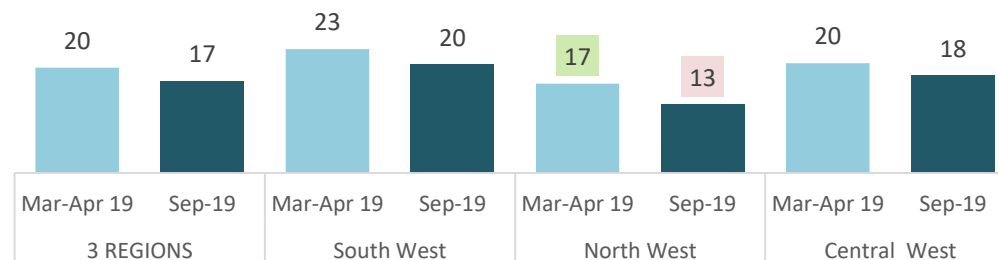
28% of residents had any level of awareness of the Western Sydney City Deal, with 17% having “at least a small amount” of awareness. Regional analysis showed a lower awareness level in the North West region compared with Mar-Apr 2019 (13% cf. 17%).

Total awareness of City Deal (Sep-Oct 2019)



**17%**  
“at least a small amount” aware

Awareness (at least a small amount) of City Deal by region, (Sep-Oct 2019)



Residents aged 18-34 had a significantly higher level of total awareness of the Western Sydney City Deal (36% cf. 28% total), while residents aged 55+ were less likely than average to have “at least a small amount” of awareness (13% cf. 17% total).

Awareness of Western Sydney City deal by demographics (Sep-Oct 2019)

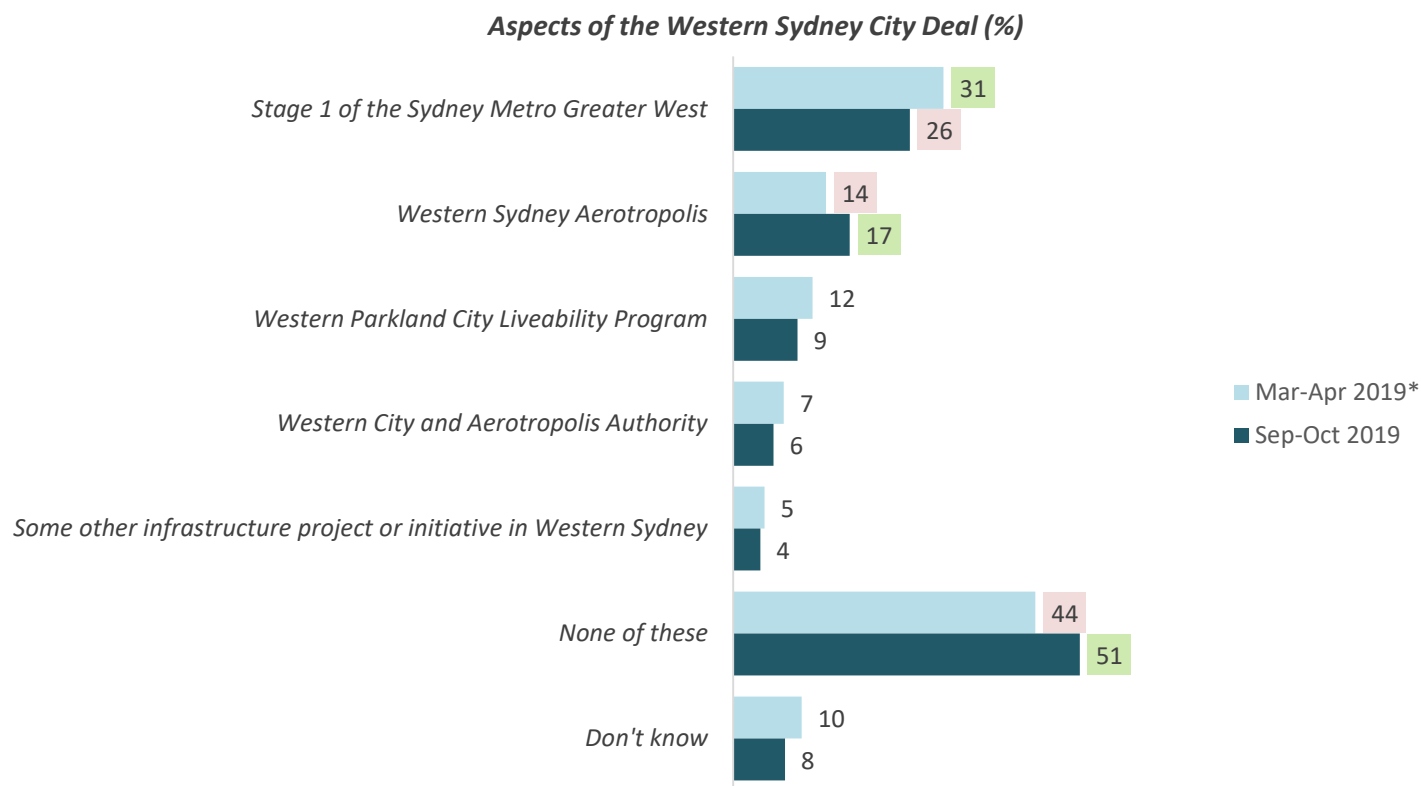
Awareness	TOTAL	Gender		Age			Region			CALD	
		Male	Female	18-34	35-54	55+	South West	North West	West Central	Yes	No
	%	%	%	%	%	%	%	%	%	%	%
<b>Total aware</b>	<b>28</b>	<b>33</b>	<b>24</b>	<b>36</b>	<b>27</b>	<b>23</b>	<b>30</b>	<b>23</b>	<b>30</b>	<b>32</b>	<b>27</b>
Yes, a great deal	3	4	2	3	4	2	2	1	4	4	2
Yes, quite a lot	5	6	4	8	5	2	6	4	6	6	5
Yes, a small amount	9	11	7	10	8	9	12	7	9	10	9
<b>At least a small amount</b>	<b>17</b>	<b>21</b>	<b>13</b>	<b>21</b>	<b>17</b>	<b>13</b>	<b>20</b>	<b>13</b>	<b>18</b>	<b>20</b>	<b>16</b>
Hardly anything	11	11	12	15	10	10	10	11	12	12	11
No, nothing at all	64	61	67	58	64	70	63	72	61	62	65
Don't know	7	6	8	6	9	7	7	5	9	7	8
Sample size	1637	789	848	382	637	618	456	492	689	391	1234

Q27. Before today, have you seen, heard or read anything about the Western Sydney City Deal?

Base: All (Sep-Oct 2019, n=1,637; Shading highlights statistically significantly **higher** and **lower** results

Compared with the Mar-Apr 2019 wave, the Sep-Oct 2019 wave had a higher proportion of residents lacking awareness of any City Deal aspect (51% cf. 44%), with lower awareness around Stage 1 of the Sydney Metro Greater West (26% cf. 31%). Awareness of the Western Sydney Aerotropolis (17% cf. 14%) is significantly higher this wave.

Awareness of aspects of the Western Sydney City Deal (Sep-Oct 2019 vs Mar-Apr 2019\*)



Analysis by region showed a significant increase in the proportion rating “none of these” in the South West and North West regions (+8% each). In the South West region, there was a lower proportion of residents reporting awareness of Stage 1 of the Sydney Metro Greater West (-9%).

Awareness of aspects of the Western Sydney City Deal by region (Sep-Oct 2019 vs Mar-Apr 2019\*)

Awareness	REGION					
	Oct-Sep-19			Change from Mar-Apr 19		
	South West	North West	West Central	South West	North West	West Central
	%	%	%	%	%	%
Stage 1 of the Sydney Metro Greater West	23	25	28	-9	-	-
Western Sydney Aerotropolis	21	14	17	-	-	-
Western Parkland City Liveability Program	10	8	10	-	-	-
Western City and Aerotropolis Authority	6	6	6	-	-	-
Some other infrastructure project or initiative in Western Sydney	3	4	4	-	-	-
None of these	52	54	49	+8	+8	-
Don't know	8	8	7	-	-	-
Sample size	456	492	689			
Highlighting statistically significantly <b>higher</b> and <b>lower</b> results:	between regions in Sep-Oct 2019			comparing each region with Mar-Apr 2019		

Q27. Before today, have you seen, heard or read anything about the Western Sydney City Deal?

Base: All (n=499-1,637) Shading highlights statistically significantly **higher** and **lower** results

\*Based on the 3 regions

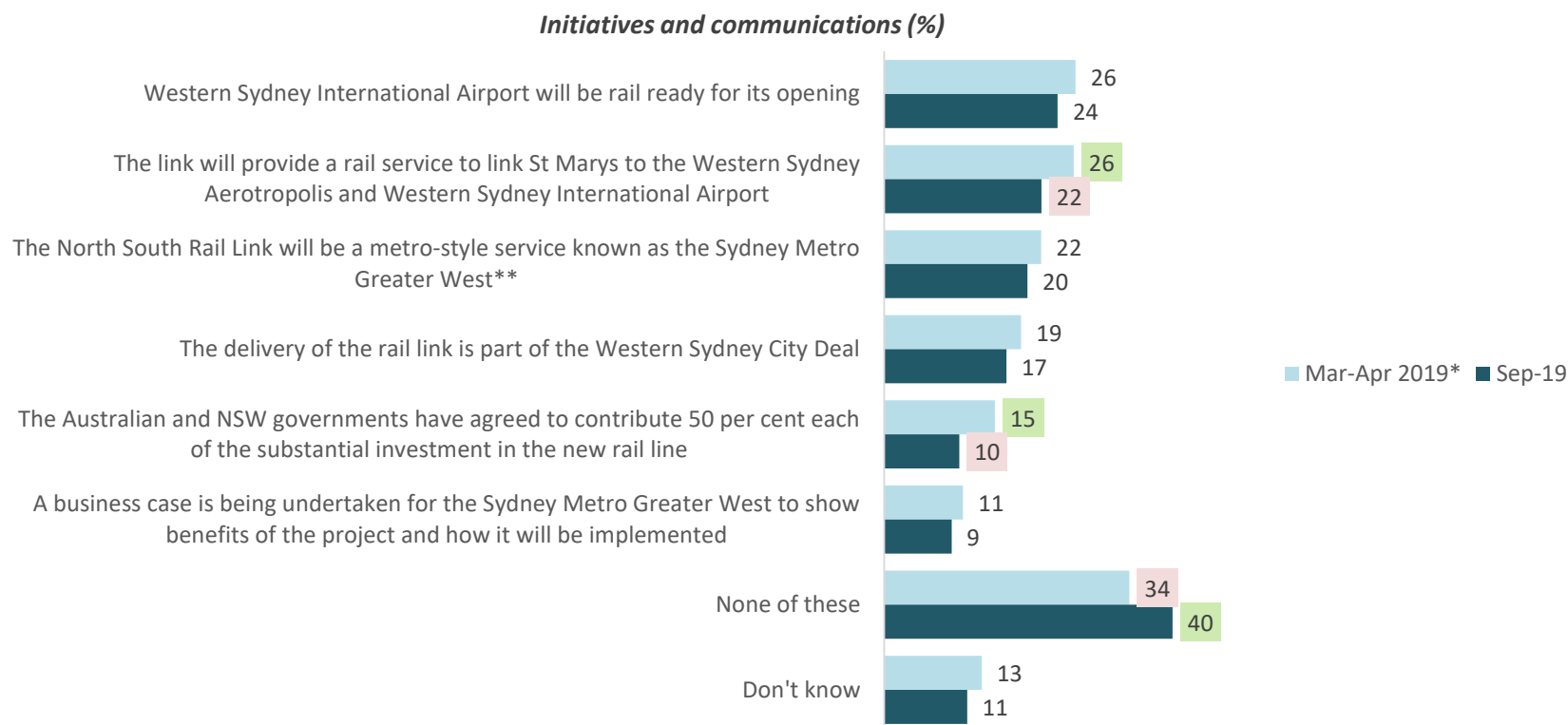




***Awareness  
of Sydney Metro  
Greater West***

There was a degree of awareness of the Sydney Metro Greater West, with 60% of residents indicating awareness of at least one aspect – this was lower than results seen in the Mar-Apr 2019 wave (66%). Other significant changes included a decrease in awareness that the link will connect St Marys, the Aerotropolis and the airport (22% cf. 26%) as well as lower awareness on the funding arrangements (10% cf. 15%).

Awareness of aspects of the Sydney Metro Greater West (Sep-Oct 2019)



Q29. Which of the following aspects of the Sydney Metro Greater West have you personally heard about before today? Please select all that apply.

Base: All (Sep-Oct 2019, n=1,637; Mar-Apr 19, n=807) Shading highlights statistically significantly **higher** and **lower** results

\*\*Reference to Sydney Metro Greater West introduced in Sep-Oct 2019 – previously North South Rail Link

\*Based on the 3 regions

Analysis by region indicated that the North West region had seen an increase in lack of awareness in general (+9% on “none of these”). The North West region had also experienced decreases in awareness, namely decreases in awareness of the airport being “rail ready for its opening (-8%), that the link will connect St Marys, the Aerotropolis and the airport (-9%) and on the funding arrangements (-7%).

Awareness of aspects of the Sydney Metro Greater West (Sep-Oct 2019\* vs Mar-Apr 2019)

Awareness	REGION					
	South West	Sep-19	West Central	Change from Mar-Apr 19		
		North West		South West	North West	West Central
	%	%	%	%	%	%
Western Sydney International Airport will be rail ready for its opening	22	21	26	-	-8	-
The link will provide a rail service to link St Marys to the Western Sydney Aerotropolis and Western Sydney International Airport	21	21	22	-	-9	-
The North South Rail Link will be a metro-style service known as the Sydney Metro Greater West**	16	22	20	-	-	-
The delivery of the rail link is part of the Western Sydney City Deal	20	17	15	-	-	-
The Australian and NSW governments have agreed to contribute 50 per cent each of the substantial investment in the new rail line	13	8	10	-	-7	-
A business case is being undertaken for the Sydney Metro Greater West to show benefits of the project and how it will be implemented	10	7	10	-	-	-
None of these	41	42	38	-	+9	-
Don't know	14	10	11	-	-	-
Sample size	456	492	689			
Highlighting statistically significantly higher and lower results:	between regions in Sep-Oct 2019			comparing each region with Mar-Apr 2019		

Q29. Which of the following aspects of the North South Rail Link have you personally heard about before today? Please select all that apply.

Base: All (Sep-Oct 2019, n=1,637; Mar-Apr 19, n=807) Shading highlights statistically significantly **higher** and **lower** results

\*\*Reference to Sydney Metro Greater West introduced in Sep-Oct 2019 – previously North South Rail Link

\*Based on the 3 regions



## ***Appendix – Profile of Residents and Sample***



## Resident Profile, Weighted

Profile	TOTAL	REGION		
		South West	North West	West Central
	%	%	%	%
<b>Travel in Western Sydney</b>	<b>57</b>	<b>57</b>	<b>62</b>	<b>54</b>
<i>I travel by car in Western Sydney at least once a week</i>	45	45	50	43
<i>I use public transport in Western Sydney at least once a month</i>	30	27	35	28
<b>Work in Western Sydney</b>	<b>29</b>	<b>30</b>	<b>31</b>	<b>27</b>
<i>I currently work in Western Sydney</i>	27	26	29	25
<i>I run or own a business in Western Sydney</i>	6	9	7	4
<b>Benefits from airport</b>	<b>47</b>	<b>49</b>	<b>55</b>	<b>42</b>
<i>I will personally benefit from using the Western Sydney Airport when it is operating</i>	37	38	46	31
<i>I will personally benefit from improved transport links and roads in Western Sydney associated with the Western Sydney Airport</i>	34	37	37	30
<b>Use of airport at Mascot</b>				
<i>I travel to the airport at Mascot at least every 3 months</i>	22	19	25	21
<i>None of these/Not stated</i>	19	19	13	22
Sample size	1637	456	492	689

Variable	Profile	Total	
		%	n
<b>Total</b>	<b>All</b>	<b>100</b>	<b>1,637</b>
Gender	Male	48	789
	Female	52	848
	Other	0	0
Age	18-34	23	382
	35-54	39	637
	55+	38	618
Region	South West	28	456
	North West	30	492
	West Central	42	689
Local Council	Camden	6	98
	Campbelltown	8	123
	Liverpool	8	128
	Wollondilly	7	107
	The Hills Shire	8	124
	Blacktown	11	178
	Blue Mountains	6	100
	Hawkesbury	5	90
	Penrith	8	125
	Cumberland	8	130
	Canterbury-Bankstown	11	183
	Fairfield	8	124
	Parramatta	8	127

Variable	Profile	Total	
		%	n
Culturally and Linguistically Diverse Background	Yes	24	391
	No	75	1234
	<i>Prefer not to say/Unsure</i>	1	12
Aboriginal and/or Torres Strait Islander	Yes	2	31
	No	92	1504
	<i>Prefer not to say/Unsure</i>	6	102
Education	Completed some high school	9	147
	High school graduate	14	236
	Technical college / TAFE	28	454
	Undergraduate degree	26	427
	Postgraduate degree	21	345
	<i>Prefer not to say</i>	2	28
Employment	Work full-time (≥35 hours per week)	44	725
	Work part-time (<35 hours per week)	15	241
	Self-employed	7	108
	Retired	19	305
	In full time education	3	43
	Full time home / house duties	6	101
	Receiving government allowance	1	9
	Not currently employed	4	67
	Another situation	1	24
	<i>Prefer not to say</i>	1	14
Household Income	<\$40,000	13	219
	\$40,000 - \$64,999	11	78
	\$65,000 - \$79,999	9	141
	\$80,000 - \$99,999	11	188
	\$100,000 - \$149,999	9	155
	\$150,000+	13	207
	<i>Prefer not to say/Unsure</i>	21	341
Marital Status	Registered married	60	987
	De facto/cohabiting relationship	10	170
	Not married	27	442
	<i>Prefer not to say</i>	2	38
Parental Status	Children	32	524
	No Children	67	1100
	<i>Prefer not to say</i>	1	13

