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23 March 2022

[REDACTED]

REF: OIA-9586

Dear [REDACTED]

Request made under the Official Information Act 1982

Thank you for your email of 23 February 2022 requesting the following information under the Official Information Act 1982 (the Act):

*My question was "What were the questions asked?"
This specifically was in relation to the statement made that 19% of NZ'ers think it's ok that 200 people die on the roads each year.
I would like a copy of the survey questions and the results please.*

The finding you refer to is referenced in the *Public Attitudes to Road Safety Survey*, conducted by Kantar on behalf of Waka Kotahi NZ Transport Agency. This survey is conducted on an annual basis and this particular finding is from the most recent edition of the survey that was conducted over the period 28 July – 19 September 2021.

A nationally representative sample of over 1,600 respondents were interviewed using the Computer Assisted Telephone Interviewing (CATI) method. The full survey report was published in October 2021 and is available on our website: <https://nzta.govt.nz/assets/resources/public-attitudes-to-road-safety/public-attitudes-to-road-safety-report-2021.pdf> and the survey data is available can be accessed here: <https://opendata-nzta.opendata.arcgis.com/datasets/036cf94f7d7a4f6994b9c5c2ec90f55e/about>

The question asked was: *'In New Zealand around 350 people are killed each year on our roads. In your opinion, what would you consider an acceptable number of deaths from road crashes next year?'*

For this question, respondents were informed that around 350 people are killed each year on New Zealand roads. They were then asked what they would consider to be an acceptable number of deaths from road crashes next year. Respondents provided an open-ended numerical response, which was recorded and then coded into the categories as presented in the report. You can view the graph on page 83 here: <https://nzta.govt.nz/assets/resources/public-attitudes-to-road-safety/public-attitudes-to-road-safety-report-2021.pdf>

Responses that said 'none' were recorded as zero, and there was also a 'don't know' option. In summary, five percent said 'more than 350 deaths' are acceptable from road crashes next year,

another five percent said '350 or fewer' are acceptable and a further nine percent said '300 or fewer' deaths are acceptable. This adds up to the total of 19 percent as quoted in the webinar.

As the information you requested is publicly available on our website, I am therefore obliged to refuse your request under section 18(d) of the Act that the information requested is publicly available.

Under section 28 of the Act, you have the right to ask the Ombudsman to review my decision to refuse this request. The contact details for the Ombudsman can be located at www.ombudsman.parliament.nz.

In line with Waka Kotahi policy, this response will soon be published on our website, with personal information removed.

If you would like to discuss this reply with Waka Kotahi, please contact Wendy Billingsley, Senior Marketing Advisor, by email to wendy.billingsley@nzta.govt.nz.

Yours sincerely



Lauren Cooke
Senior Manager Education and Marketing