

13 October 2023



REF: OIA-13654

Dear 

**Request made under the Official Information Act 1982**

Thank you for your email of 19 September 2023 requesting the following information under the Official Information Act 1982 (the Act):

- *What consultancy reports/market research/polling/surveys has NZTA contracted/ requested/ conducted in the past six weeks?*
- *For each of these consultancy reports/market research/polling/surveys, on what dates were these contracted/requested/conducted, for what purposes were they contracted/requested/conducted, and on what dates are they expected to be complete?*

On 26 September 2023, we contacted you to clarify part of your request in relation to consultancy reports. As we have not had a response from you, this part of your request has been deemed as outside the principles of the Act as, in accordance with Section 12(2) of the Act, it has not been specified with due particularity.

A table of market research, polling and surveys contracted or conducted in the six weeks from 8 August to 19 September 2023 is provided at Appendix A.

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 us by email to [official.correspondence@nzta.govt.nz](mailto:official.correspondence@nzta.govt.nz).

Yours sincerely



**Galina Mitchelhill**  
Senior Manager, Research and Analytics

**Appendix A: Table of market research, polling and surveys contracted or conducted in the six weeks from 8 August to 19 September 2023**

<b>Market Research / Polling / Survey details</b>	<b>Purpose</b>	<b>Dates contracted / conducted</b>	<b>Expected completion date</b>
Customer Journey Monitor	Survey mode share and journey experiences	Ongoing survey	n/a
State Highway Customer Experience Survey	Survey of experiences using state highway network, informs network operating contracts	Ongoing survey	n/a
Public Sector Reputation Index	Syndicated survey comparing reputation across public sector – purchase of Waka Kotahi module of results	Conducted annually	n/a
Household Travel Survey Booster	Measuring travel patterns of households. Waka Kotahi administers a booster of Ministry of Transport programme	Ongoing survey	n/a
Safer Vehicles marketing testing	Testing material for safer vehicles safety campaign	Conducted August 2023	30 August 2023
Cyclist education resource testing	Testing material for road safety campaign	Contracted 12 September 2023. Fieldwork dates – weeks of 9 and 16 October 2023	Late October 2023
TSL Holders	Understanding experiences of TSL holders and how they manage licensing processes	Conducted August to October 2023	November 2023
Speed research	Qualitative research to inform the development of speed campaigns	Conducted September to October 2023	November 2023
Road safety advertising - performance	Survey of audience responses to road safety advertising	Contracted October 2015, ongoing survey	n/a
Road to Zero Insights Monitor Survey	Survey of safety behaviours and attitudes, informs safety programme	Contracted January 2022, ongoing survey	n/a
Survey of Plugin Hybrid Electric Vehicle owners	Understanding Plugin Hybrid Electric Vehicle owners' driver behaviour and car usage. Including fuel use and travel distances	Contracted 13 September 2023. Fieldwork dates - weeks of 9 and 16 October 2023	Late October 2023
User testing of draft safety camera notices	Qualitative testing of draft notices for safety camera programme	Conducted August 2023	12 September 2023

<b>Market Research / Polling / Survey details</b>	<b>Purpose</b>	<b>Dates contracted / conducted</b>	<b>Expected completion date</b>
National Ticketing Solution	Testing of brand options for National Ticketing Solution	Conducted August 2023	September 2023
Online Transact survey	To understand the customer online transaction experience	Ongoing survey	n/a
Māori experiences and expectations of the transport system in Aotearoa New Zealand	Research to identify Māori experiences, expectations, and priorities for transport.	Contracted 11 November 2022, survey conducted August to September 2023	Estimated March 2024
Impact of half price public transport fares – Part 2	Research to determine whether discounted public transport fares result in a net positive mode shift and wider access outcomes to users rather than just user cost savings or greater travel.	Contracted March 2023, survey conducted June to September 2023 (via ongoing Customer Journey Monitor survey)	November 2023
Differences in drivers accessing and progressing through the Graduated Driver Licensing System	Research will build understanding of how to get more people, especially those currently excluded, into the Graduated Driver Licensing System.	Contracted 17 February 2023, survey conducted July to August 2023	Estimated February 2024