RN 009A – Impact of half-price public transport fares – a research note

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WAKA KOTAHI
NZ TRANSPORT
AGENCY

Ipsos

New Zealand Government

A note to the audience

While Waka Kotahi NZ Transport Agency provided investment, the research was undertaken independently, and the resulting findings should not be regarded as being the opinion, responsibility or policy of Waka Kotahi or indeed of any NZ Government agency.

Waka Kotahi is established under the Land Transport Management Act 2003. The objective of Waka Kotahi is to undertake its functions in a way that contributes to an efficient, effective and safe land transport system in the public interest. Waka Kotahi funds innovative and relevant research that contributes to this objective.

People using this research should apply and rely on their own skill and judgement and, if necessary, they should seek appropriate legal or other expertise regarding its use.

Contents

Impact of half-price public transport fares

Sector Research Programme - overview

Waka Kotahi NZ Transport Agency works with the sector to identify and address gaps in the sector's knowledge and understanding of the development, management and operation of the land transport system.

We work alongside subject matter experts to:

- develop a programme of research projects to address knowledge gaps, in consultation with the wider sector (including the Ministry of Transport and Local Government)
- procure research providers to undertake and deliver the work
- provide project oversight and guidance, and
- publish, promote and support the implementation of the resulting research outputs.

Executive summary

When compared to pre-COVID (2019) periods, available data shows lower total patronage during the half-price fares period. There is evidence of long-term adjustments in travel patterns that could continue to suppress PT patronage going forward, even if fares are reduced.

Patronage *has* increased since the HPF introduction from the lows of the Delta and Omicron outbreak periods and there are indications that more *users* are on the networks, however they report travelling on fewer days each week.

Around 7%-8% of New Zealanders made PT journeys in this period that they otherwise wouldn't have taken. This equates to a third of those who are using the network.

For the most part, new journeys were for work purposes, reflecting usual journey purposes recorded for PT. However, where completely new journeys are added, these appear to be one-off or infrequent trips, rather than a new, regular journey being added to weekly travel.

Awareness of HPFs was highest in May, but more than three quarters report awareness. Awareness has consistently been lower among some groups who are more reliant on, or tend to benefit greatly from public transport services. This might limit the benefits that HPFs could deliver.

Journeys are primarily being added where public transport usage was already high, which impacts *who benefits*. Groups who are likely to live in CBDs and suburbs of major metro areas normally travel by PT more often, and it was these groups who were most likely to add new PT journeys or switch modes more.

Executive summary – continued

However, many with a high level of PT need (like New Zealanders with disabilities or those with no access to a car) have been better positioned to take advantage of half-price fares as they often live near to existing networks.

High fuel prices and general cost of living concerns have been significant push factors for those making new journeys, particularly those switching from private vehicles. There is evidence that HPF helped mitigate their worries about travel costs and that those accessing PT networks are currently less likely to miss journeys due to expense.

However, expense is not the only factor impacting mode choice. Those switching from active modes weren't as influenced by cost and there is evidence that, before HPF and increases in fuel prices, private vehicles were being chosen in cases where they were more expensive in practice.

For those still not trialling PT services, price hasn't been the main barrier since 2019. Non-users think of PT services as unrealistic alternatives for travel, since they are not available in their area, are not realistic for the distance that they need to travel or are going to take too long.

With these barriers unresolved, half-price fares won't be sufficient to make them trial services, limiting the impact HPFs can have. Availability issues plus disrupted services risk putting a ceiling on HPF benefits, for example if delays and cancellations lead trialists to assess bus or train services that they wanted to test out as infeasible.

Summary of mitigating factors

Fuel prices

Increased fuel costs during this period has incentivised some drivers to take advantage of half-price fares.

However, where records are available, light vehicle traffic has continued to increase from March and in some areas has been higher than in 2019. Private vehicles are still a favoured travel solution in many cases.

COVID-19

There were far more COVID cases in 2022 than in 2020/2021, somewhat reducing who is able to travel and access benefits of HPFs.

The greater impact is likely in longer term changes from COVID, with PT much more impacted by increases in working from home.

Commuters won't take advantage of HPFs if they no longer need to commute.

Weather conditions

Where data for both weather conditions and service usage is available, temperatures or rainfall during this period do not appear to have impacted patronage differently relative to comparable periods in previous years.

Where possible, analysis has controlled for seasonality by comparing against April-October periods from 2019, 2020 and 2021.

School holidays

Patronage in major metro areas has tended to peak in May and reduce during the winter school holiday in July, when there are fewer students and many families are out of town and away from their usual services.

2022 has been no different in this regard, so there is a limit to the new users that HPFs could add to the service this winter.

Service disruptions

Availability and reliability influence PT experience assessment and are common reasons for PT services to be rejected as infeasible.

Particularly since August, delays on services like Wellington buses have been more common.

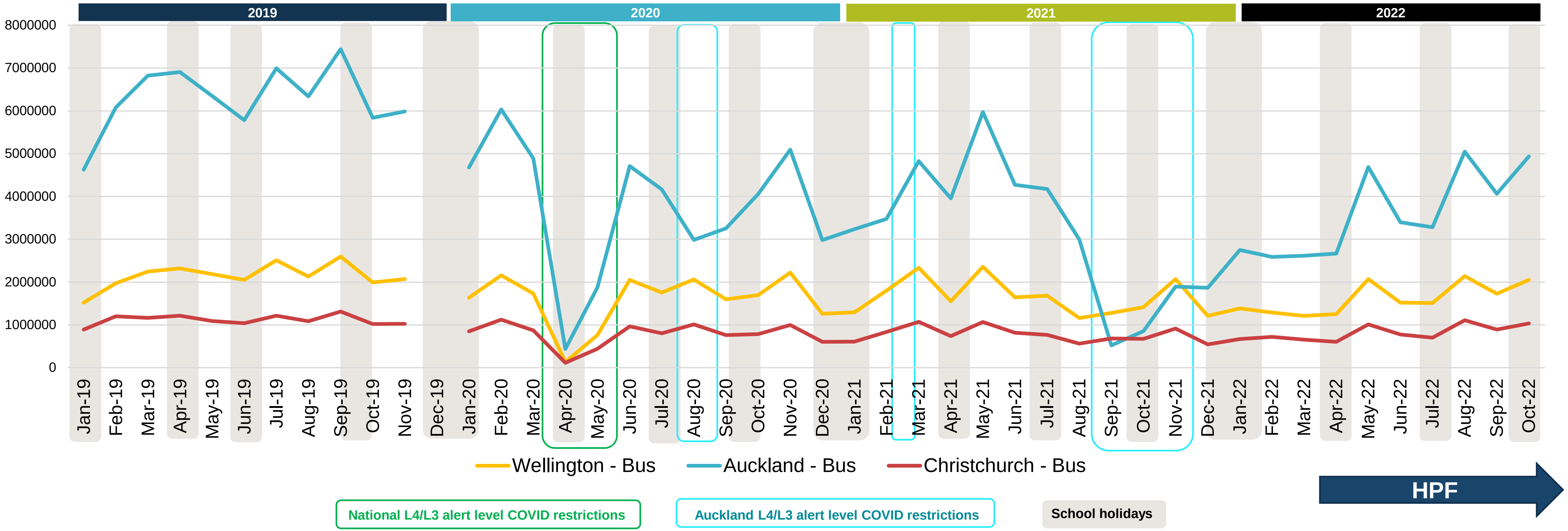
Disruptions may not be the sole reason for passengers missing from services, but they have the capacity to prevent some from making use of HPFs or extending use beyond a trial experience.

Has public transport usage increased?

PT patronage and active network users in Auckland, Christchurch and Wellington

Bus patronage – total monthly volume

Bus patronage has steadily trended upwards, particularly in Auckland, but in all three cities has consistently remained below pre-COVID levels.

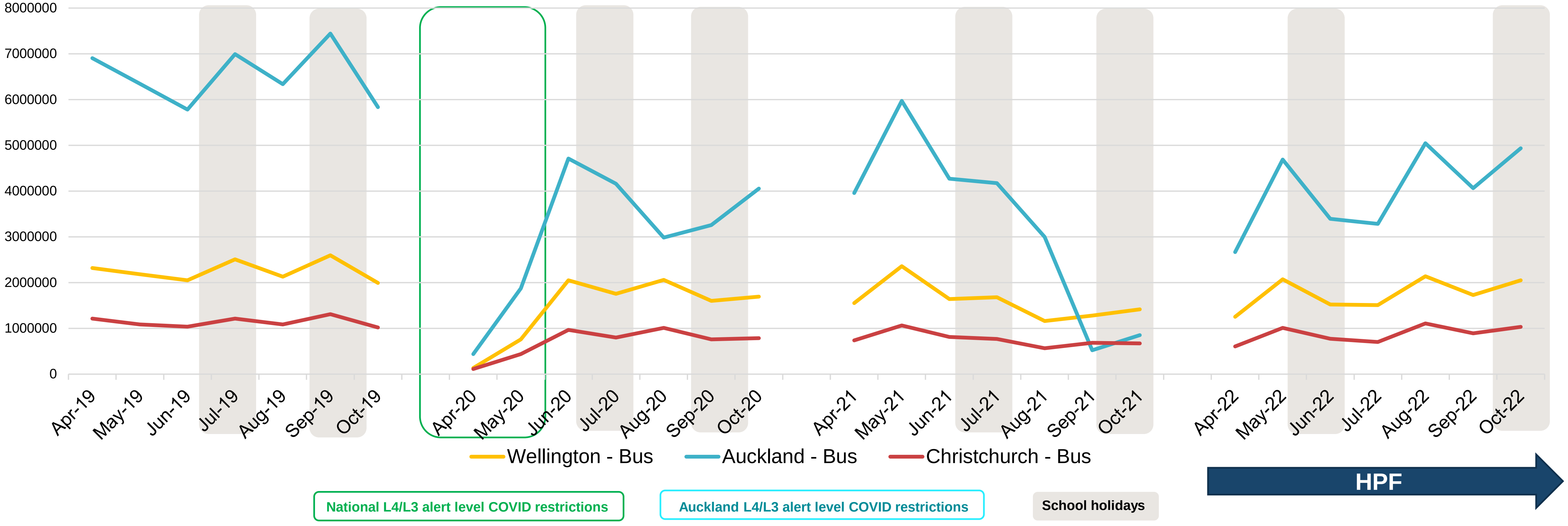


Actual rates of paid PT patronage, based on daily patronage up to and including October 31 2022

' - Weekly data is based off information from daily data supplied from Auckland Transport, Environment Canterbury and GWRC.

Bus patronage – total monthly volume

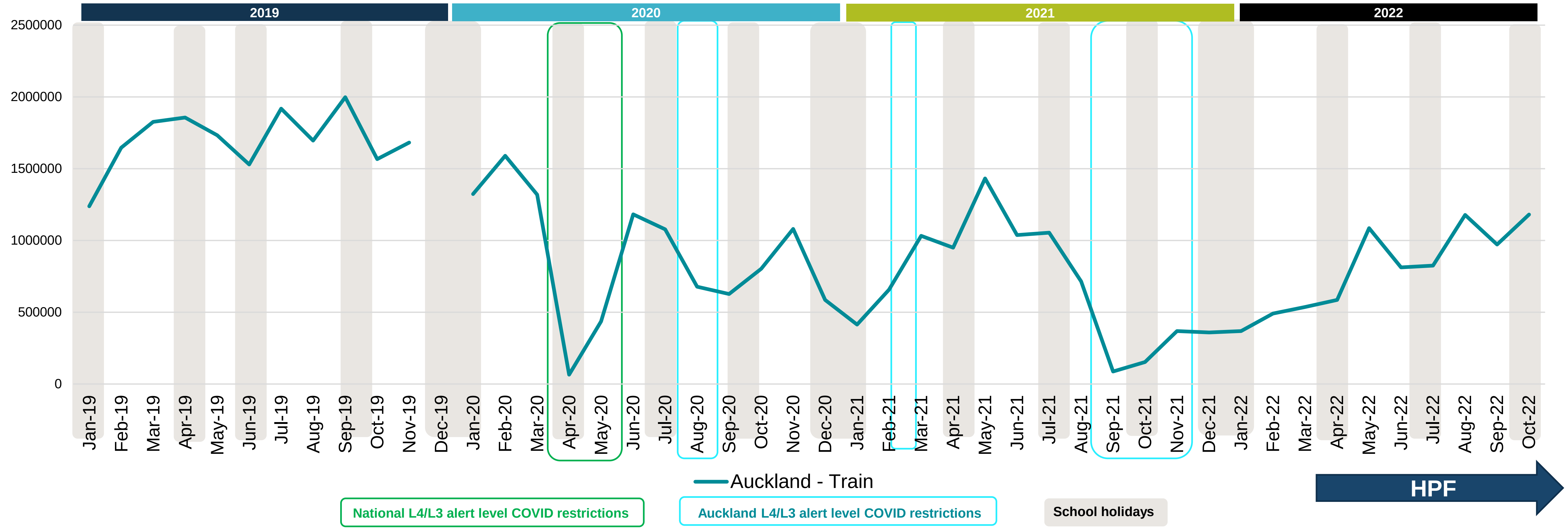
Provisional figures for October indicate that bus patronage in Wellington and Christchurch has matched 2019 rates, but patronage has largely remained below pre-COVID levels since the introduction of HPFs



Actual rates of paid PT patronage, based on daily patronage up to and including October 31 2022
' - Weekly data is based off information from daily data supplied from Auckland Transport, Environment Canterbury and GWRC.

Train patronage – total monthly volume, AKL

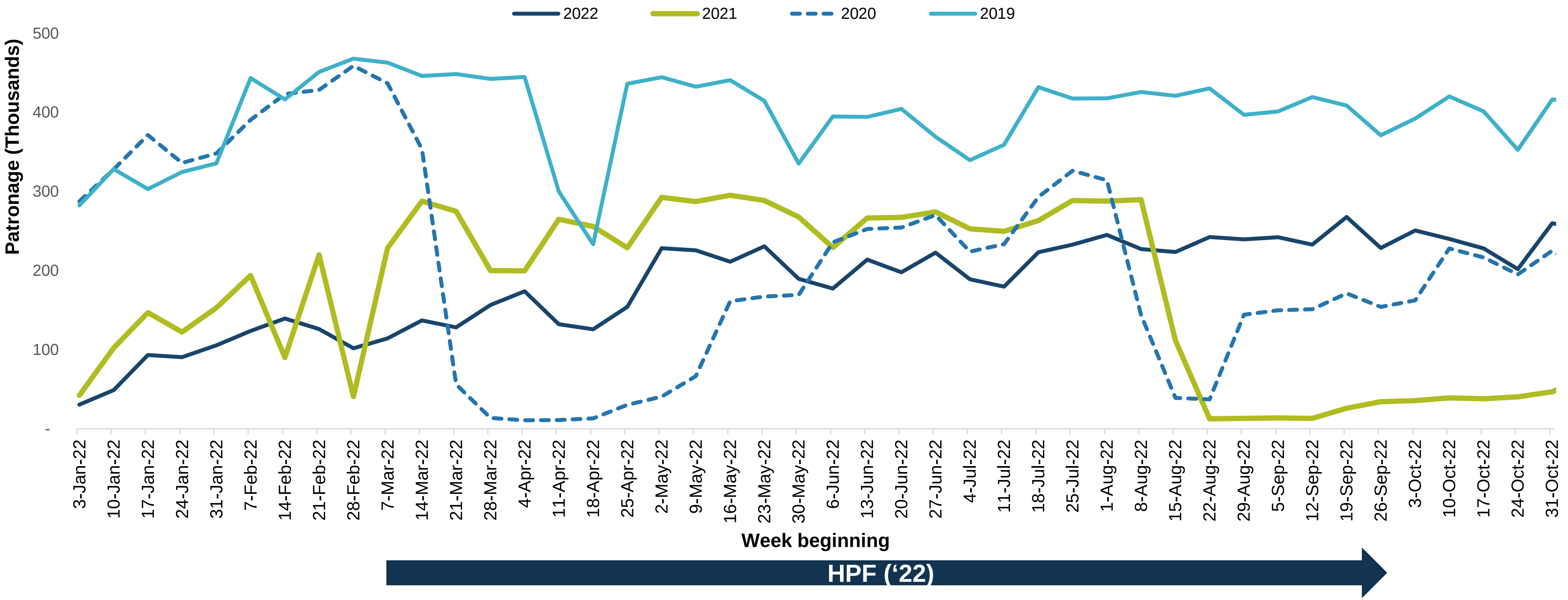
For Auckland trains, there was a similar increase in patronage in May, but as with buses, patronage has not increased to the levels recorded pre-COVID in 2019, or during the same period in 2021.



Actual rates of paid PT patronage, based on daily patronage up to and including October 31 2022
' - Weekly data is based off information from daily data supplied from Auckland Transport

Train patronage – total weekly volume, AKL

With no localised lockdowns, as in 2020 and 2021, patronage on Auckland trains has remained stable through July-October, but still significantly below pre-COVID levels.

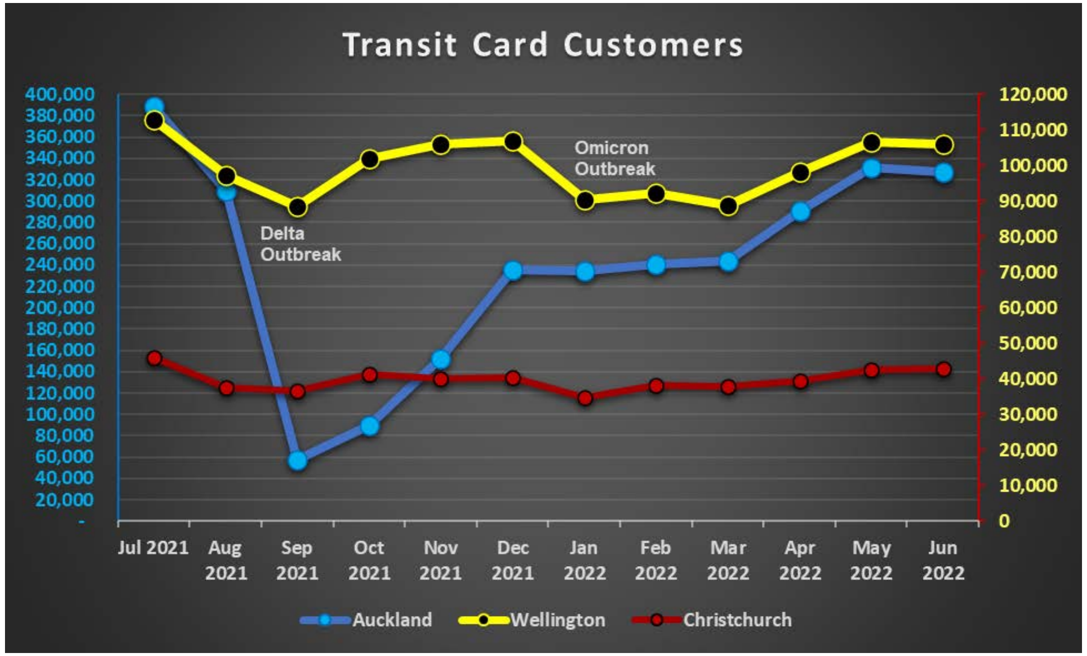


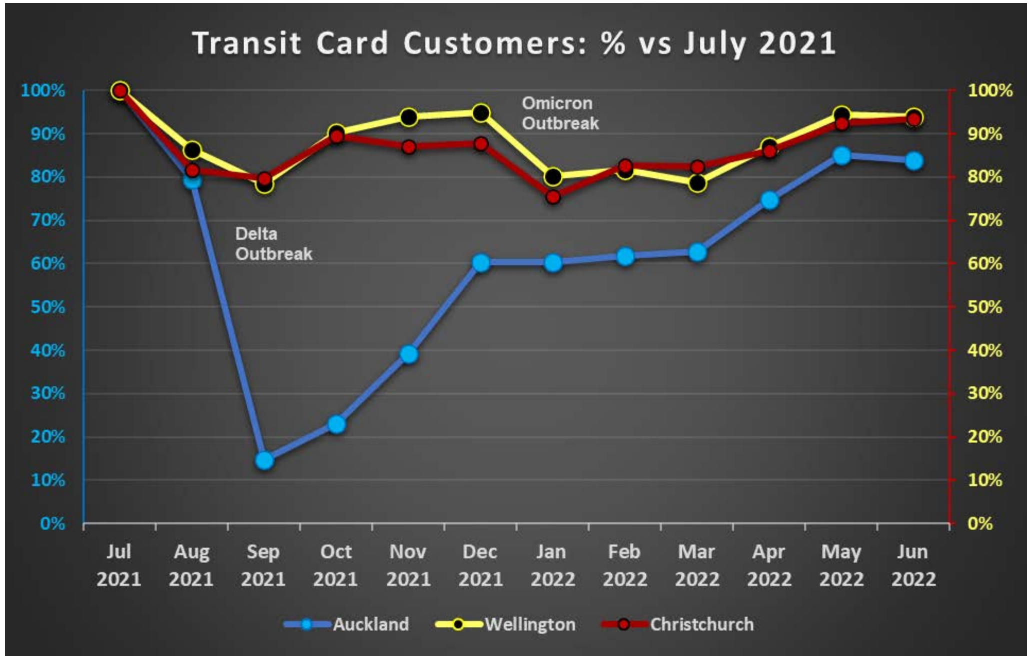
Actual rates of paid PT patronage, based on daily patronage up to and including July 24 2022

' - Weekly data is based off information from daily data supplied from Auckland Transport,

Patronage and travellers – year on year

For May and June, the volume of active transit cards in Wellington and Christchurch was above 90% of July 2021 incidences, with Auckland at 80%. This climbed steadily following the introduction of half-price fares. The number of active PT users was comparable with 2021, but they may have made fewer trips.



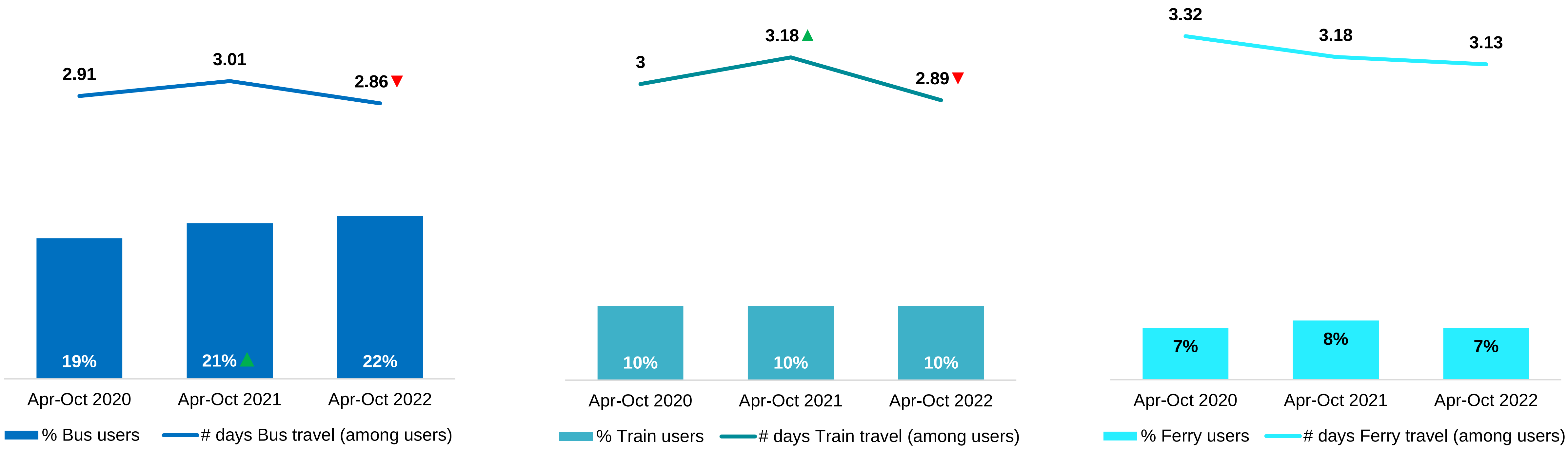


Total volume and relative volume (Vs July 2021) of unique customer cards observed across network in Auckland, Wellington and Christchurch

Count of card users includes ferries for all cities. Total customer volumes will not include paper based tickets or cash fares in Wellington and Christchurch, but all fare types counted on Auckland services.

Number of days travelled

Reported national travel from survey data shows a similar pattern: the proportion of weekly PT users is relatively stable, but for bus and train travel in particular, the number of days travelled is significantly lower.

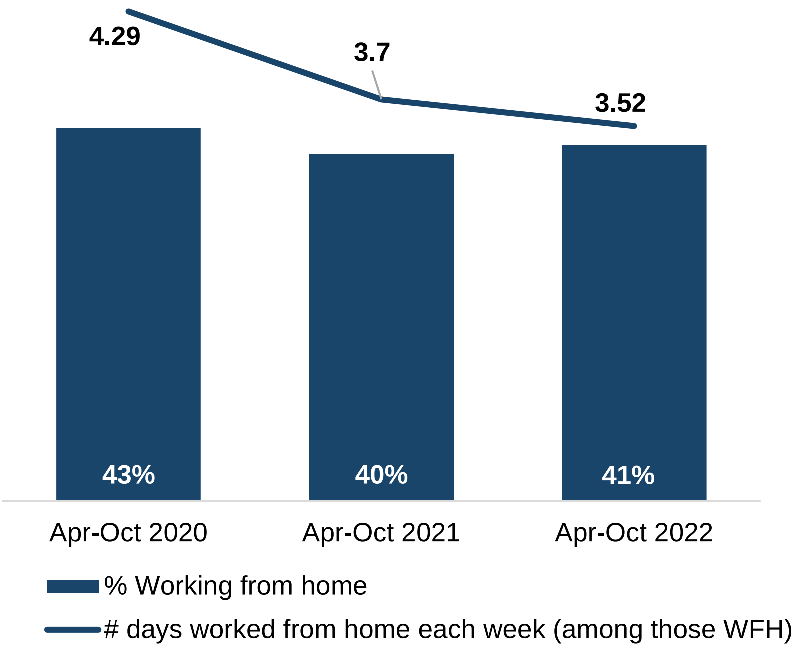


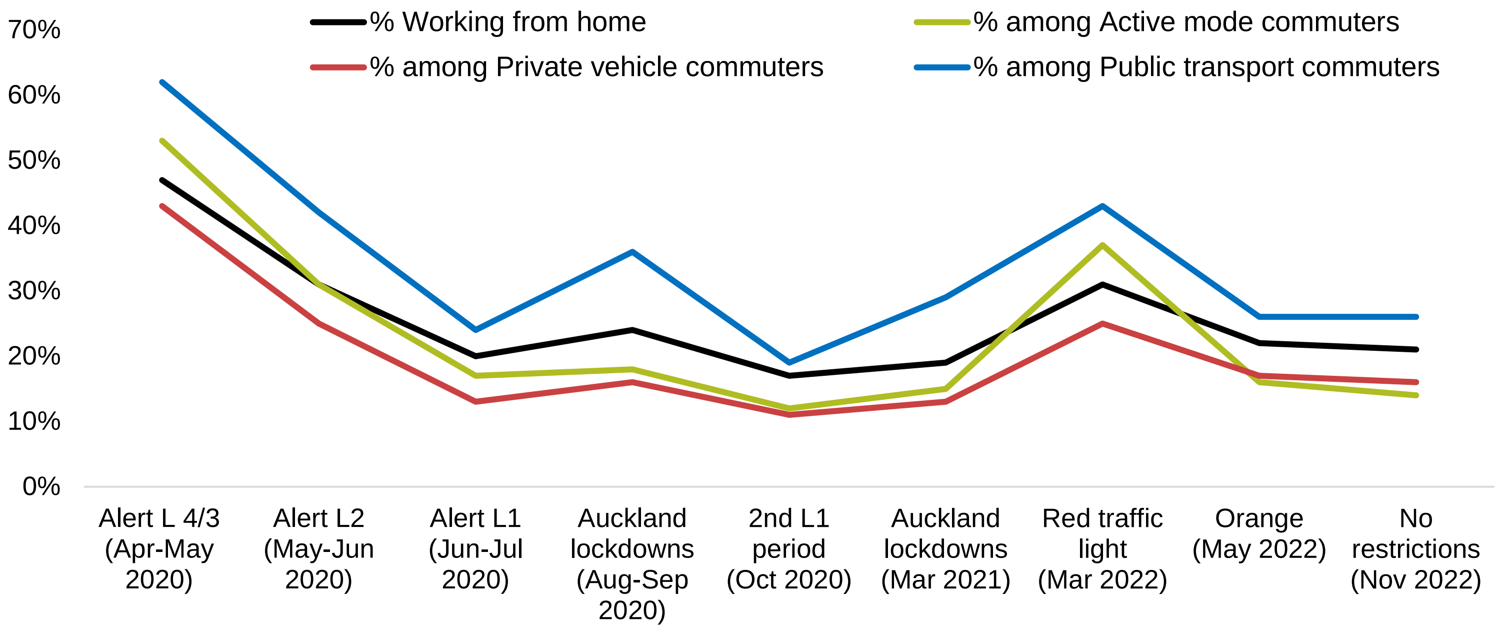
QAF1 - On how many days in the last week have you travelled each of these ways? % selecting 1-7 days for each/ average number of days selected
Base:Journey Monitor data, all adults Apr-Oct 2020 (n=7,086); 2021 (n=7,082); 2022 (n=9,207)
Users of each mode, Apr-Oct 2020; bus (n =1,341), Train (n=806), Ferry (n=519); 2021 bus (n=1,477), Train (n=790), Ferry (n=538); 2022 bus (n=2,012), Train (n=1,089), Ferry (n=644)

▲ Indicates proportion is higher than total sample to a statistically significant extent
▼ Indicates proportion is lower than total sample to a statistically significant extent

Working from home

The proportion of workers working from home at least some of the week has largely been consistent for the April-October period each year. However, as 2022 has progressed, those doing so have worked from home on fewer days. Nonetheless, where working from home occurs, there is a consistently larger impact on PT commuting.





QAF1 - On how many days in the last week have you travelled each of these ways? % selecting 1-7 days for each/ average number of days selected
Base:Journey Monitor data, all working adults Apr-Oct 2020 (n=1,745); 2021 (n=4,180); 2022 (n=5,664)
Adults working from home each week, Apr-Oct 2020 (n=1,006); 2021 (n=2,140); 2022 (n=2,907)
QWORK1A/QWORK2A: And prior to any public health alert or lockdown, where did you mainly work?/ And where do you *currently* work? By QMODE1_1
How would you normally make each of the following types of journeys listed below? – travelling to work
Base:COVID-19 impact tracking, all who normally commute by each mode (bases for all modes, all periods available in original report)

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Section summary

Changes in patronage and active network users

- Short term, Auckland, Wellington and Christchurch show increased patronage since the introduction of half-price fares in April, with the number of active users recorded also increasing in this period.

- However, patronage is lower across 2022 than in 2021 or 2019. This may be impacted by longer term changes in travel patterns:

  - Working from home has been common since the arrival of COVID-19 on New Zealand shores and throughout various alert levels.

  - The proportion claiming to work from home has been consistent from 2020 to 2022 and the average number of days that they claim to do so is down year-on-year for the period of April – October 2022. This would suggest a relative return in the commuter population, particularly with the COVID-19 protection framework ended.

  - However, the Waka Kotahi COVID-19 impacts on transport study has consistently shown a greater propensity to work from home in the public transport commuter population.

- Data from August to October shows the same as data from April to July did: despite changing travel patterns, there has been some return of travellers to networks in three of our major cities. We must next understand what proportion of additional users is attributable to half-price fares and if this has increased since last review in August.

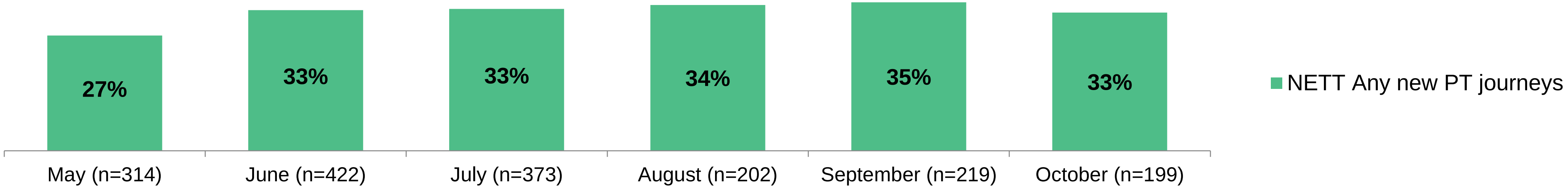
- In addition, HPFs have the capacity to open the PT network to new users, reduce more polluting private vehicle journeys and open up additional transport options to many, so it is valuable to understand *who* has begun to use the service and why.

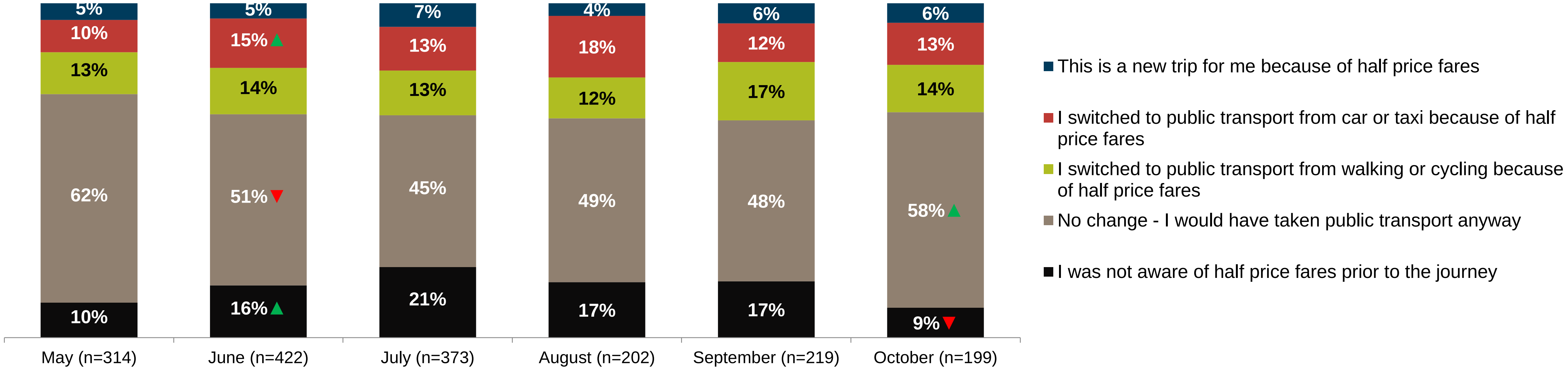
What new trips are being generated?

Stated impact of half-price fares

Reported PT journeys added May – Oct

Since June, a third of PT users reported that the journey was in some way a new one taken as a result of HPFs. October saw a significant 10-point increase in the proportion who said they'd have travelled this way anyway.





Q53d2 / Q53d3 On 1 April 2022 half price public transport fares were introduced nationwide. Which statement best applies to your journey…/ You mentioned that you travelled by bus, train, or ferry in the past week. Half price fares were in place during this time. Which statement best applies to your journey(s)…

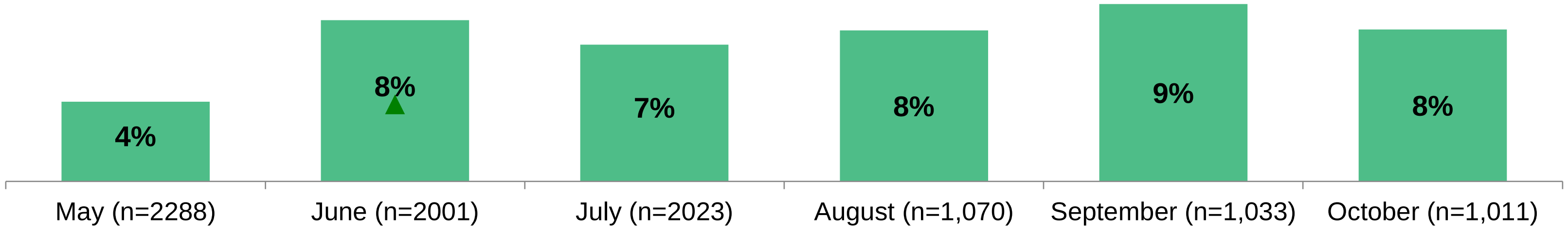
Base: All travelling by public transport in past week, COVID-19 impact tracking May 2022, Journey Monitor survey May-July 2022

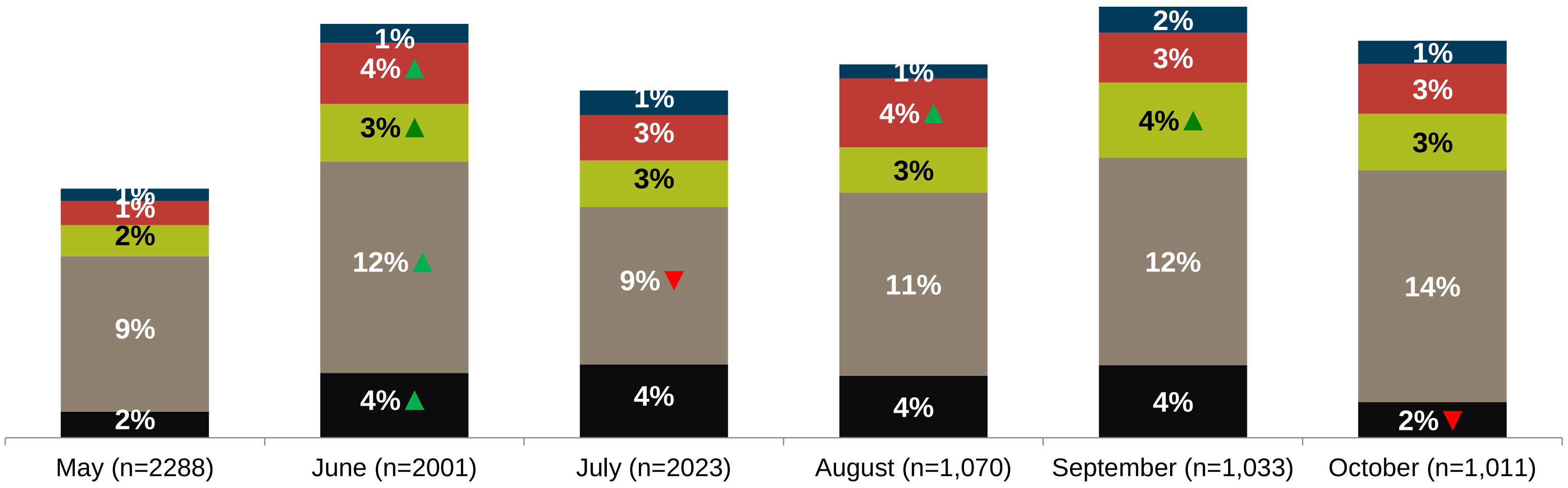
▲ Indicates a statistically significant increase from preceding time period

▼ Indicates a statistically significant decrease from preceding time period

Reported PT journeys added May – Oct

In total, just under 1-in-10 New Zealanders report new PT journeys that only took place because of half-price fares, with 1% making totally new journeys. Mode shift from private vehicles and active modes occur at a similar scale.





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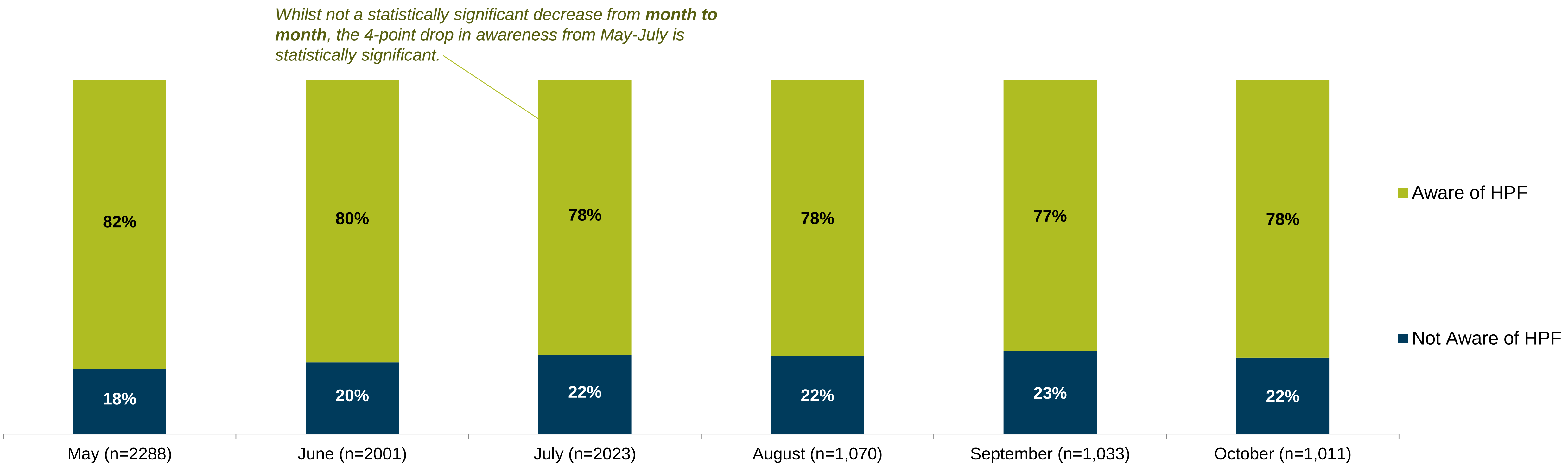
How has awareness changed?

At an overall level, awareness of half-price fares among New Zealanders was highest early on in May and June, but has remained high at over 75%.



Q6 Are you aware that on 1 April 2022 half price public transport fares were temporarily introduced nationwide?
Base: All adults 15+ in New Zealand, Journey Monitor and COVID Impact Tracking

▲ Indicates a statistically significant increase from preceding time period
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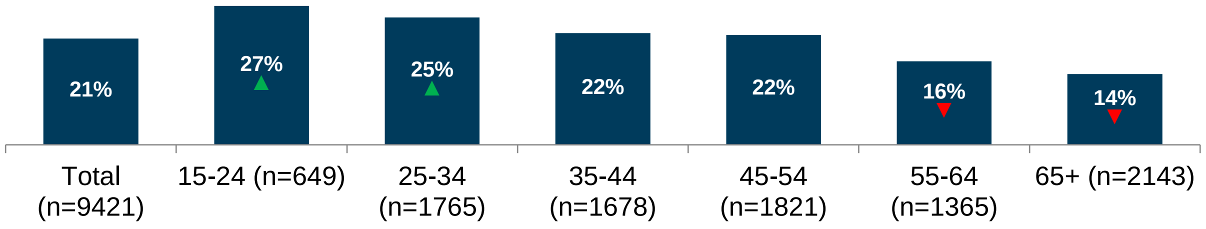
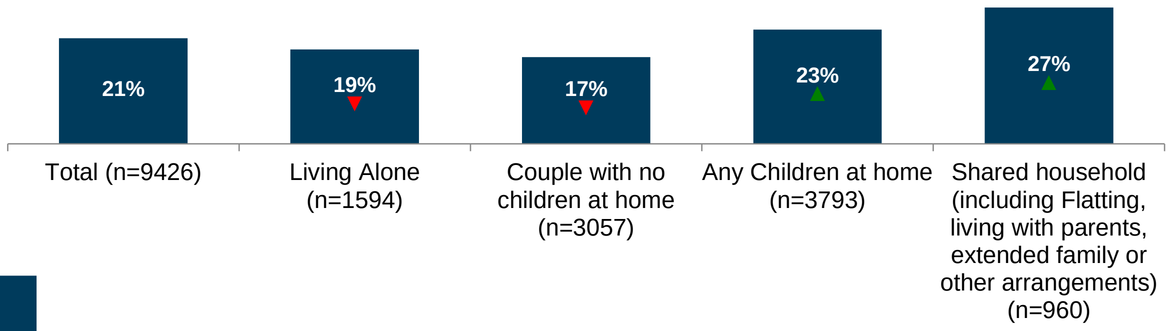
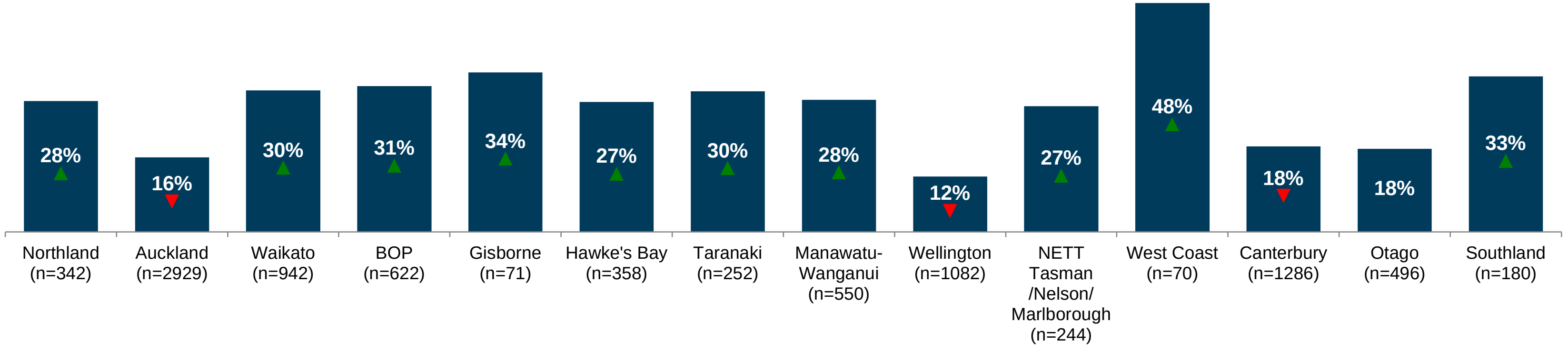
Where is awareness low?

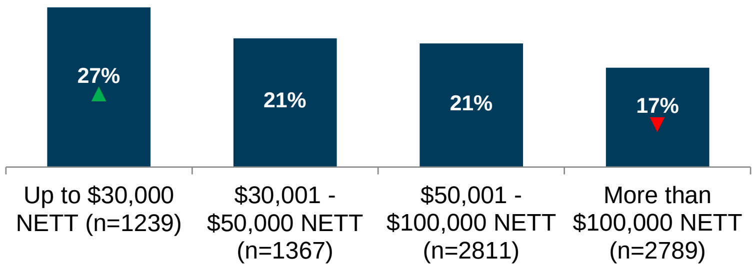
In places with more extensive multi-modal PT networks, like Auckland and Wellington, there are very few who don't know about half-price fares. Awareness is lowest among younger people and those from lower income and shared households.

Proportion not aware of half price fares









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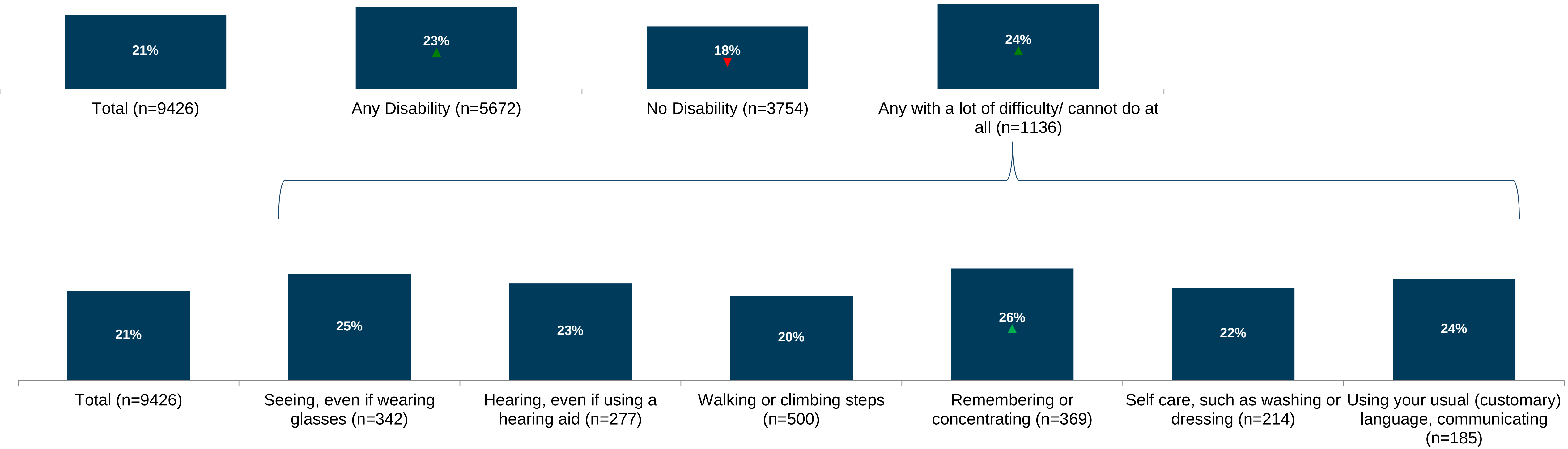
Where is awareness low?

Awareness is significantly lower among New Zealanders with disabilities, particularly among those with visual and some cognitive impairments. These are groups that are often more reliant on public transport.

Proportion not aware of half-price fares



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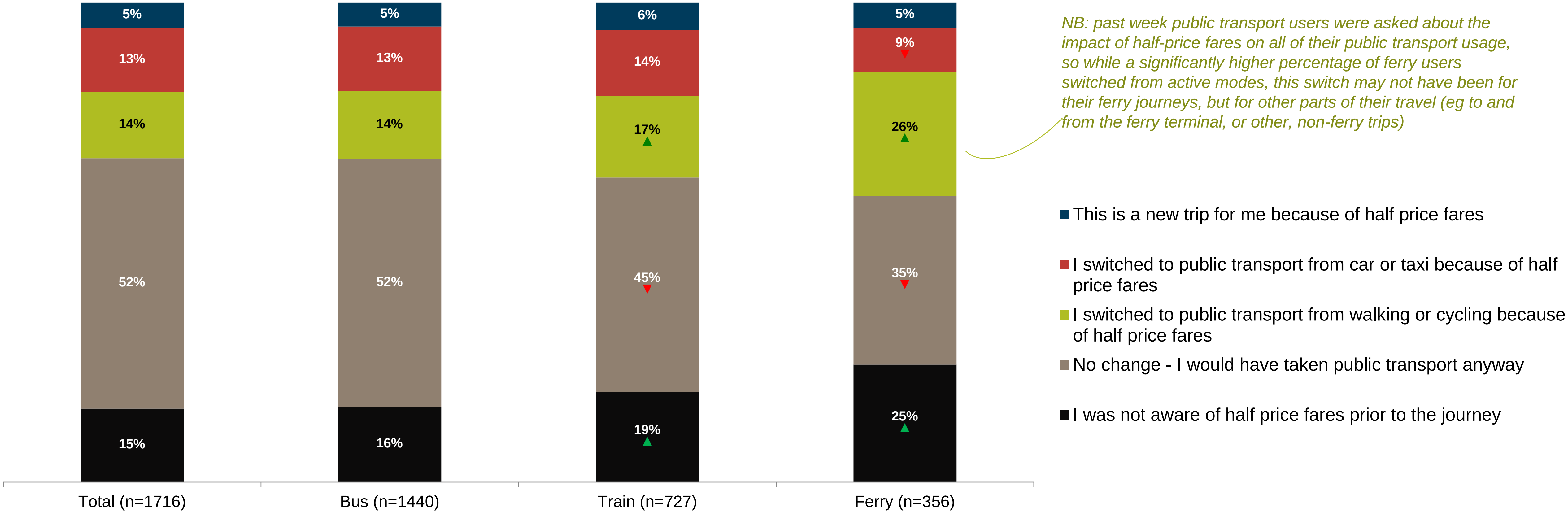
On which modes are journeys being added?

Journeys have been added across PT modes at a similar rate. Ferry and train users were least likely to know about HPFs before travelling and most likely to take advantage of HPFs to replace some of their active mode travel.



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Base: All travelling by public transport in past week, COVID-19 impact tracking May 2022, Journey Monitor survey May-Oct 2022

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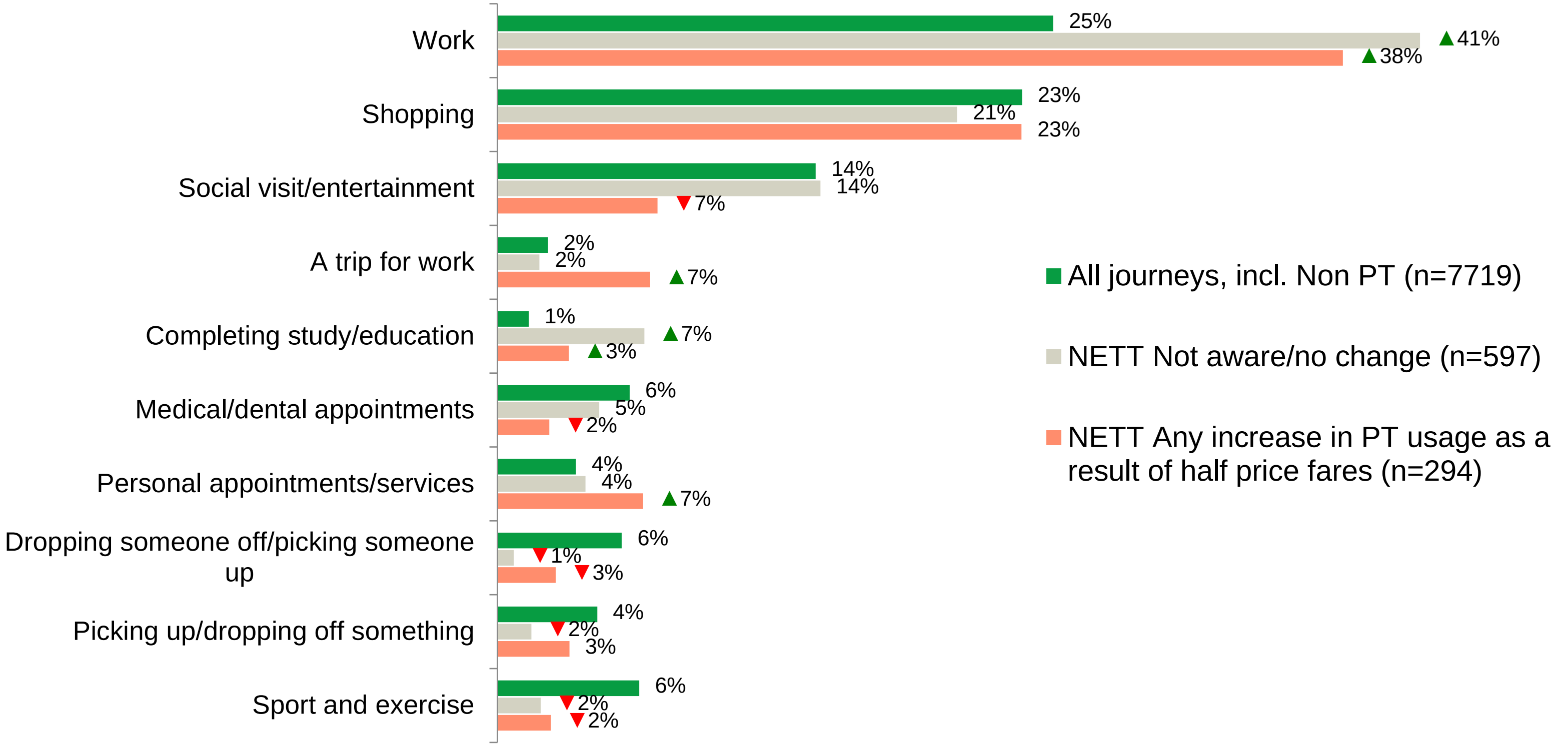
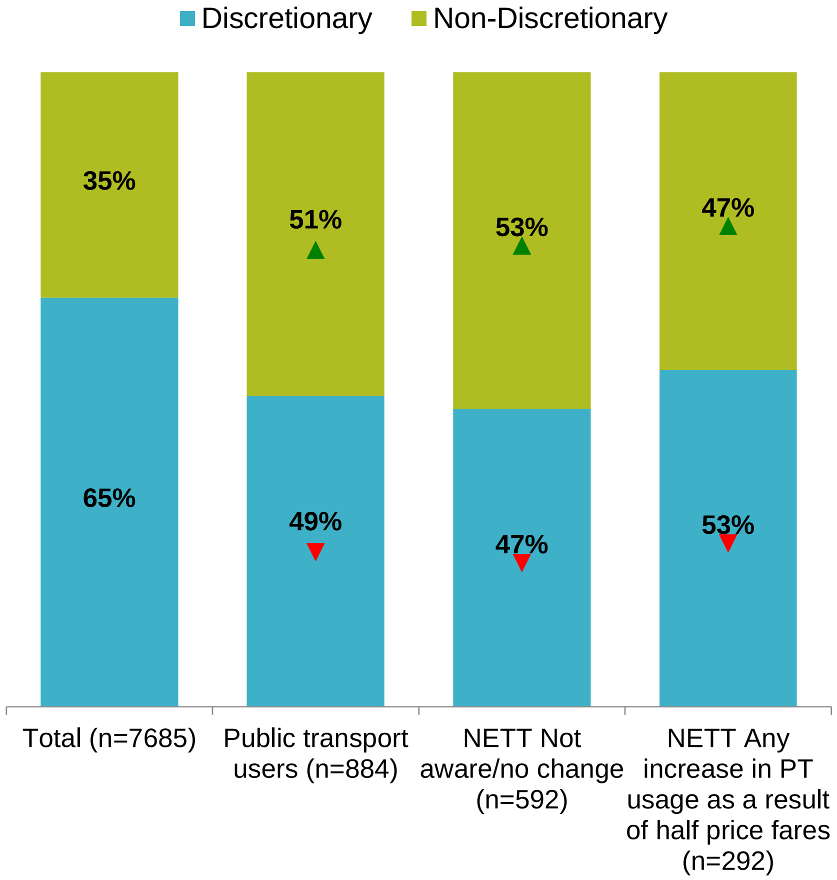
What types of journeys are we adding

PT journeys are disproportionately used for travelling to and from work. However, those making new journeys as a result of HPFs were a little more likely to use those for discretionary journeys, like shopping and personal appointments.

Purpose of most recent journey





Q21/ Q53d2: What was the main purpose of this journey? / On 1 April 2022 half price public transport fares were introduced nationwide. Which statement best applies to your journey…?
Base: All using public transport as main mode in most recent journey, Journey Monitor survey Apr-Oct 2022

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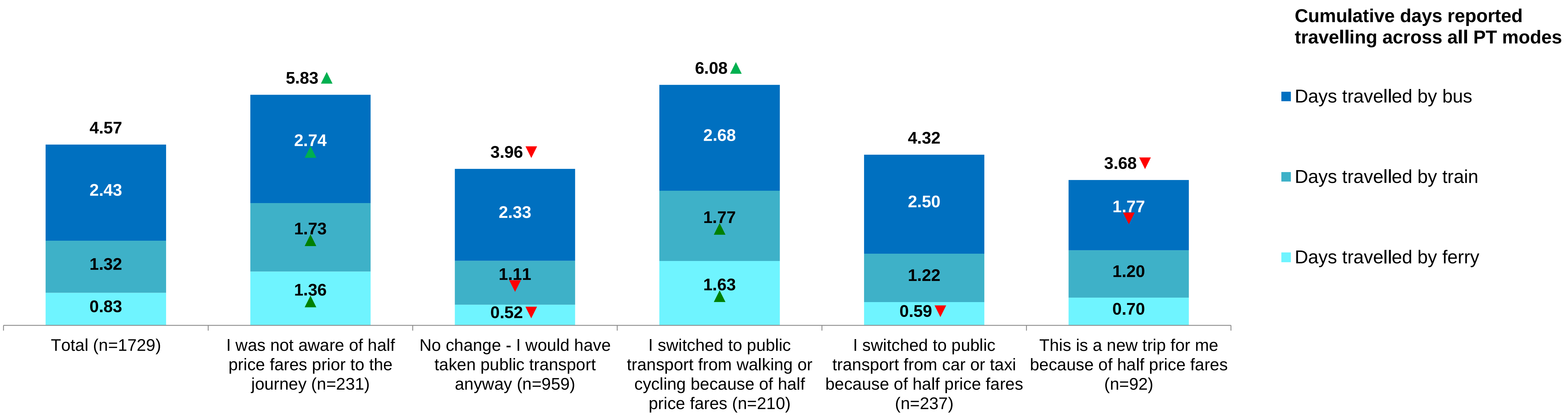
Are new travellers travelling more often?

Those switching from active modes report the most cumulative days of travel by public transport, followed by those who weren't even aware of HPFs when they travelled. PT users making completely *new* trips as a result of half-price fairs reported fewer days of travel across all PT modes.



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Base: All travelling by public transport in past week, COVID-19 impact tracking May 2022, Journey Monitor survey May-October 2022

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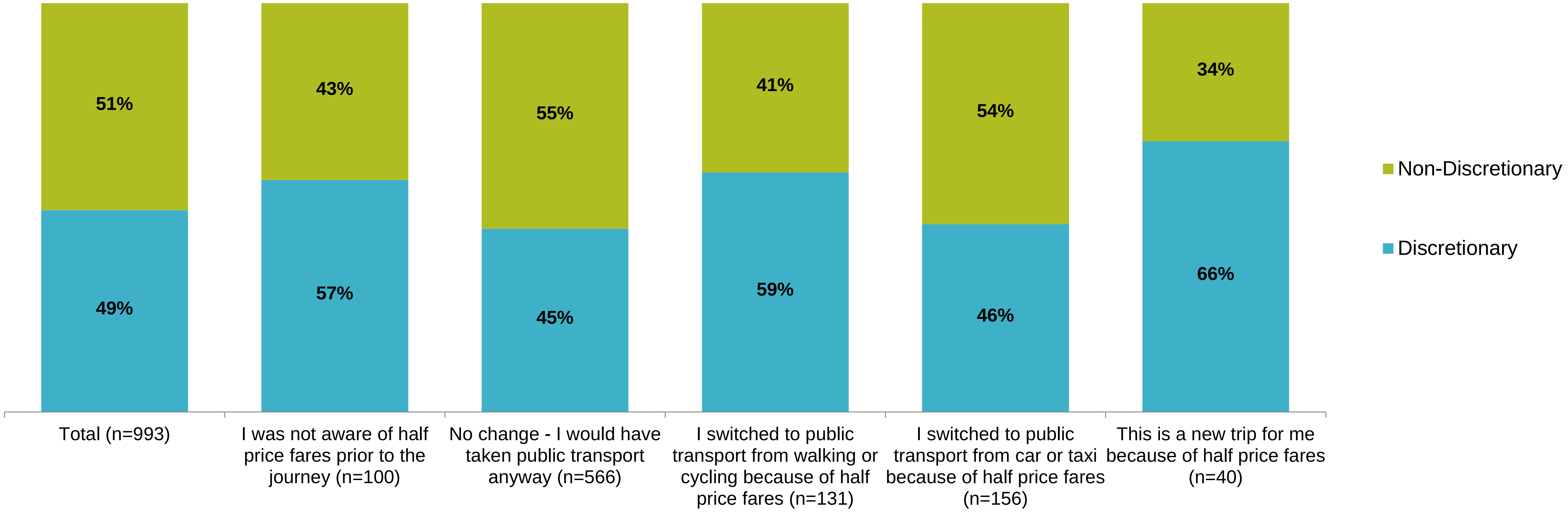
What types of journeys are being added?

Though not statistically significant, it appears that those whose most recent journey was a new trip because of half-price fares were more likely to make *discretionary* journeys – not for work or education. These new trips may rarely be a frequent trip, like a commute, but various one-offs like visits to friends and family or shopping trips.



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Section summary

Changes in patronage and new travel

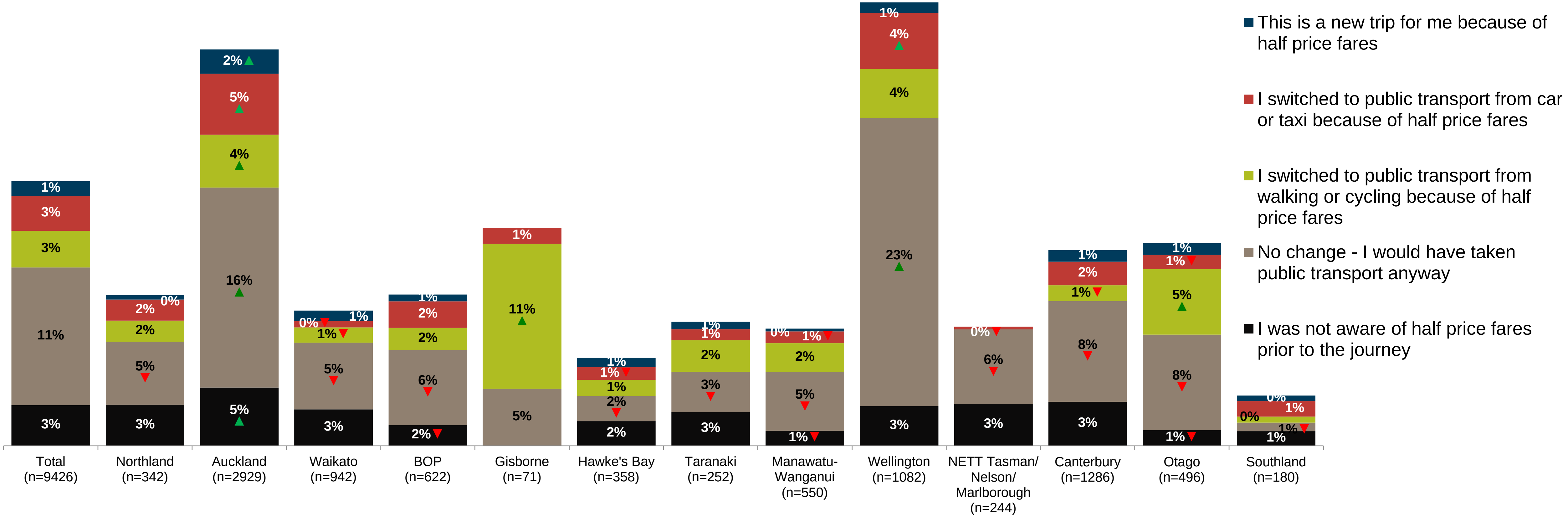
- The proportion of travellers claiming to make new trips due to half-price fares has been largely consistent since June, with 7-9% of New Zealanders claiming to do so each month.
- Awareness of half-price fares has never been quite as high as it was in May 2022, but more than three quarters say they know about them.
  - There continue to be deficits in awareness among younger people, low income and shared households, but also among New Zealanders with disabilities, who often benefit from PT to get around.
- Public Transport is generally used more for non-discretionary journeys, such as journeys to, from and for work, but a greater share of the new journeys are for discretionary purposes.
  - This could indicate some expanded access to leisure, social and shopping options that wouldn't have previously been undertaken, or which might have been walked or driven instead.
  - Those adding entirely new journeys are not travelling by PT on as many days as other travellers (particularly those who say they didn't know about half-price fares before travelling and those switching from active modes.
  - Two thirds of those who say their most recent journey was an entirely new one thanks to half-price fares mentioned a 'discretionary journey'. For this group, the reduced fares may be opening up trips that otherwise would be unavailable.

What mode switching is occurring and who is impacted?

Analysis of demographics within patronage and stated impact of half-price fares

Where are journeys being added?

There are a handful of less populous and more rural regions where no *new* PT travel was reported during this period. Auckland was the only region where more than 1% of residents made at least one new PT journey.



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**low base interpret with caution*

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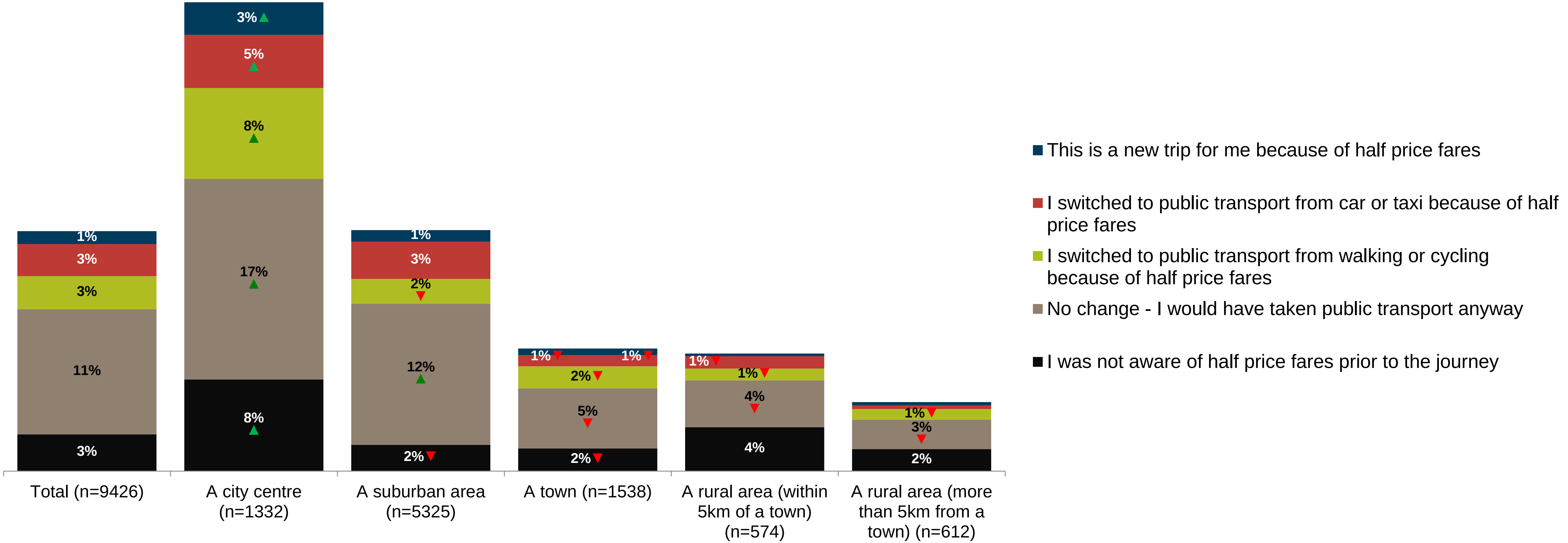
Where are journeys being added?

This is reflected in the proportion of travellers making new journeys or switching modes in city centres, where public transport journeys are already more common.



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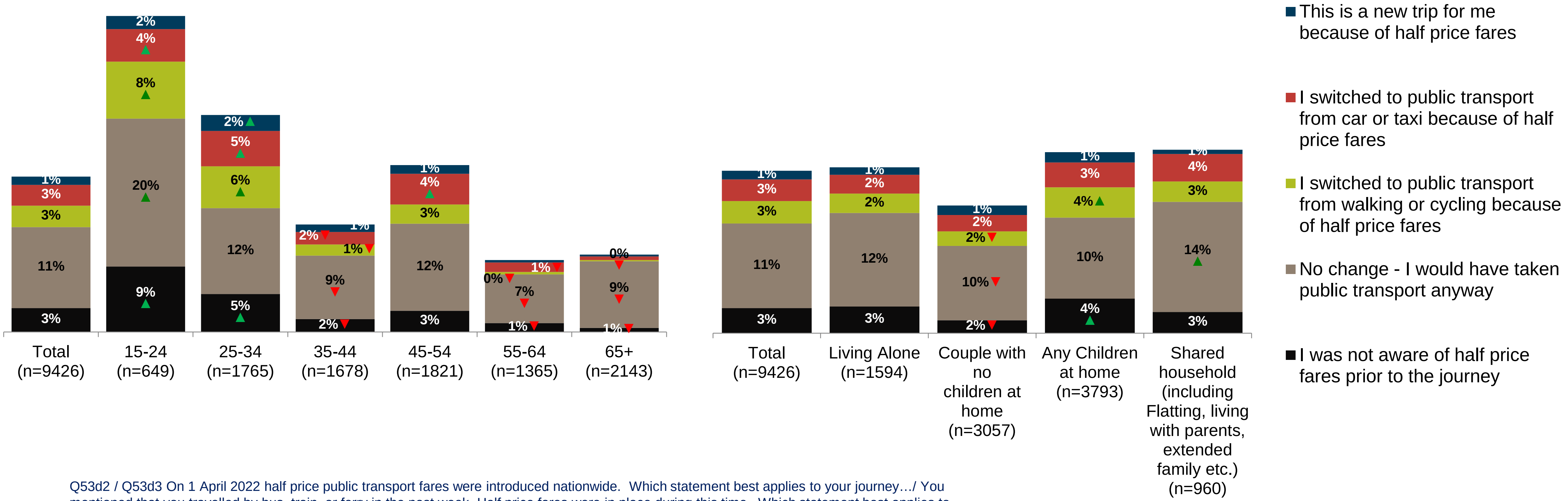
What types of people are adding journeys?

Among under 35s, around 1-in-8 claimed to have added a new PT journey between May and October. Age groups and households that already used public transport at greater volume added more new PT journeys in general.



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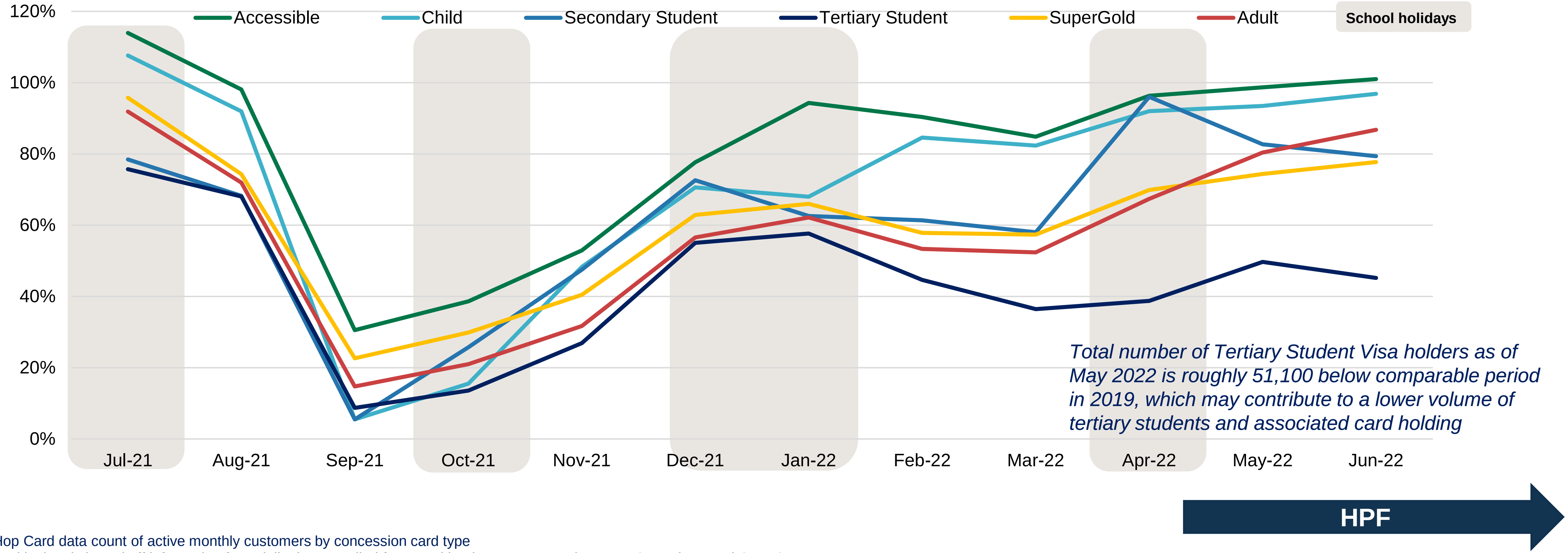
Concession cards – AKL

From the introduction of HPFs in April to June, active accessible concessions cards in Auckland increased to match 2019 levels, exceeding the growth of other card types, including non-concession adults. However, growth has not been the same for other concession types, like SuperGold, secondary and tertiary students.

Relative volume of active card users against comparable period 2019

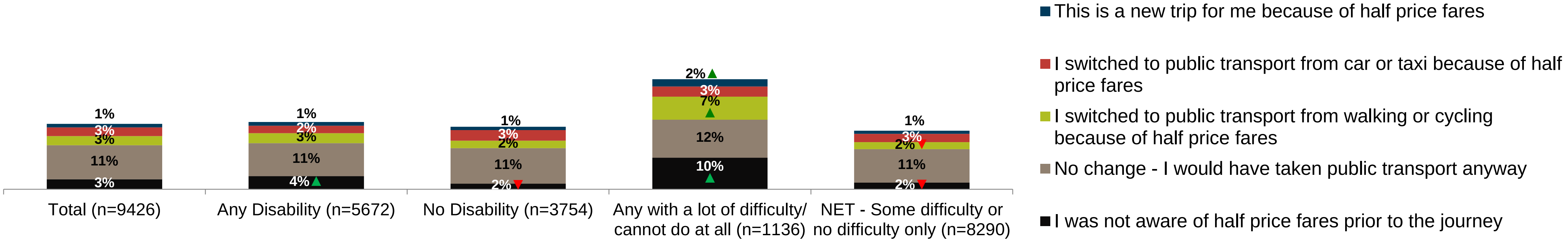


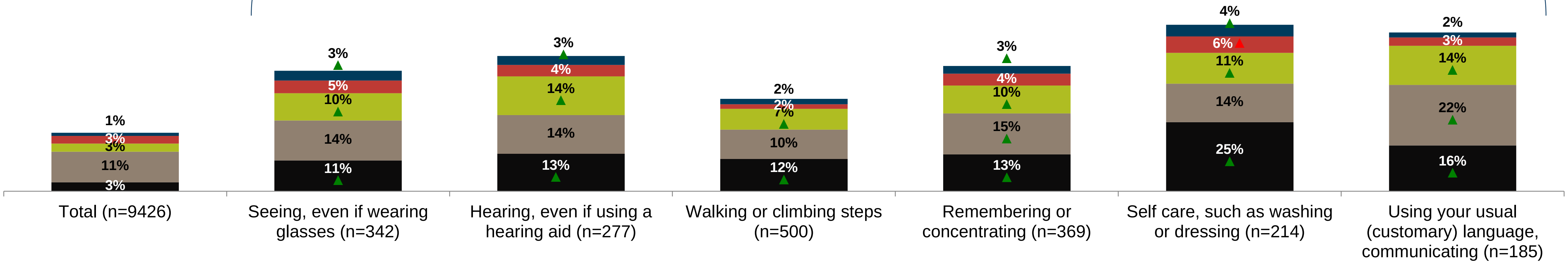
AT Hop Card data count of active monthly customers by concession card type

' - Weekly data is based off information from daily data supplied from Auckland Transport, Environment Canterbury and GWRC.

What types of people are adding journeys?

Those with more severe disabilities, who tend to use PT more, were twice as likely to take a completely new journey due to HPF. However, awareness of half-price fares has been much lower for these groups.





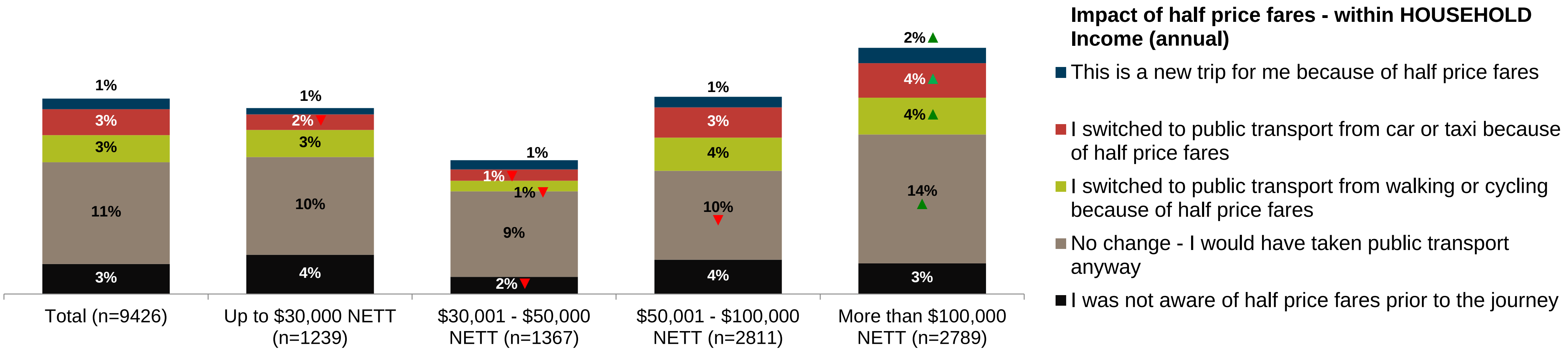
Q53d2 / Q53d3 On 1 April 2022 half price public transport fares were introduced nationwide. Which statement best applies to your journey…/ You mentioned that you travelled by bus, train, or ferry in the past week. Half price fares were in place during this time. Which statement best applies to your journey(s)…

Base: All travelling by public transport in past week, COVID-19 impact tracking May 2022, Journey Monitor survey May-October 2022

▲ Indicates proportion is higher than total sample to a statistically significant extent
▼ Indicates proportion is lower than total sample to a statistically significant extent

What types of people are adding journeys?

Higher income households appear to be travelling more by PT by default than many others and were significantly more likely to add journeys. New journeys in the lowest income journeys haven't been any more or less common than in the population as a whole.



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Base: All travelling by public transport in past week, COVID-19 impact tracking May 2022, Journey Monitor survey May-October 2022

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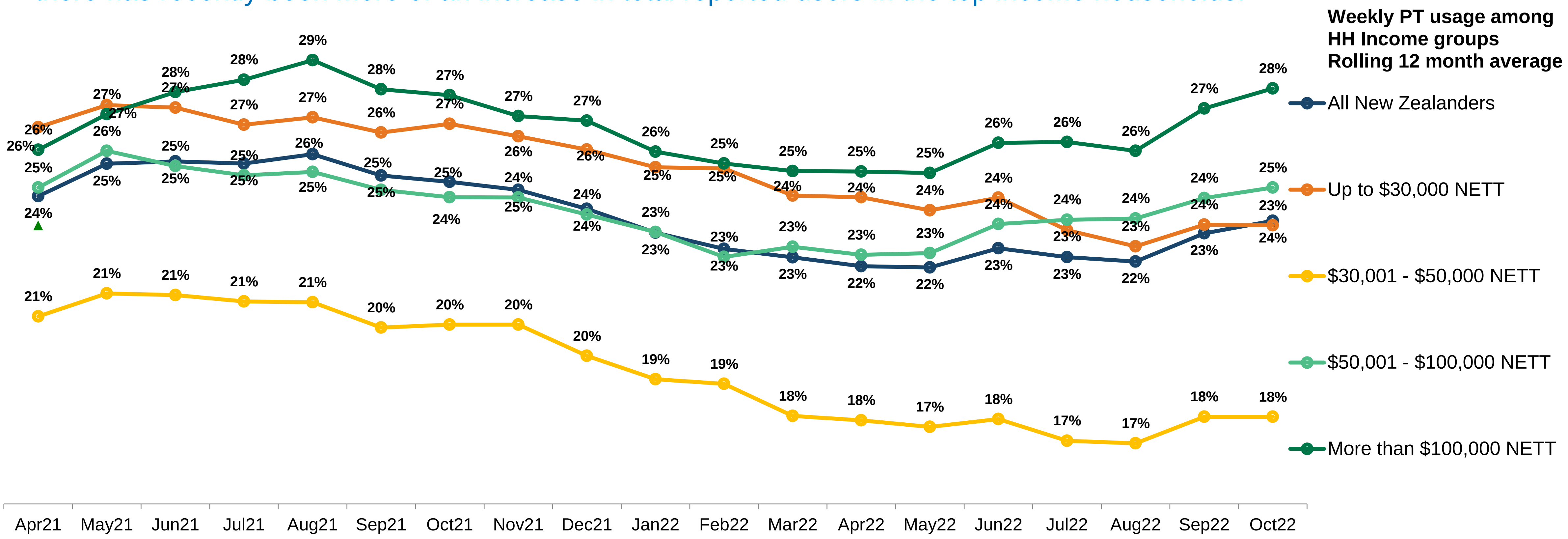
How does normal PT usage vary across income groups?

Weekly rates of reported PT usage have long been higher in New Zealand's lowest and highest income groups, but there has recently been more of an increase in total reported users in the top income households.



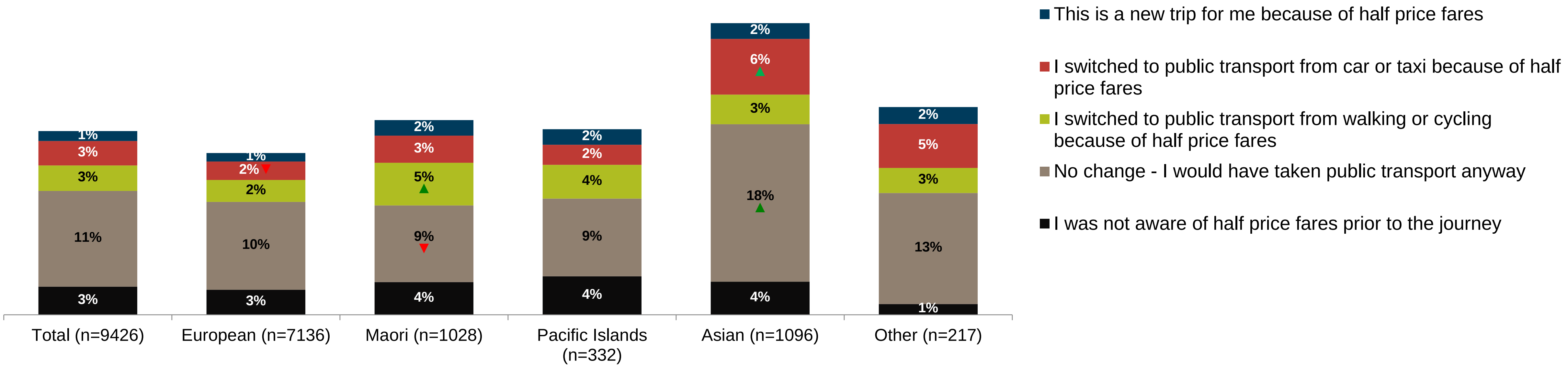
HPF in place

QAF1 - On how many days in the last week have you travelled each of these ways? % selecting 1-7 days for each more
Base:Journey Monitor data, 12 month rolling average

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

What types of people are adding journeys?

While there is some variance across ethnic groups, it should be noted that much of the NZ Asian population lives in more developed urban areas, where PT usage is more common. Outside of this, different ethnic groups have added PT journeys at a roughly similar rate.



Q53d2 / Q53d3 On 1 April 2022 half price public transport fares were introduced nationwide. Which statement best applies to your journey…/ You mentioned that you travelled by bus, train, or ferry in the past week. Half price fares were in place during this time. Which statement best applies to your journey(s)…

Base: All travelling by public transport in past week, COVID-19 impact tracking May 2022, Journey Monitor survey May-October 2022

▲ Indicates proportion is higher than total sample to a statistically significant extent
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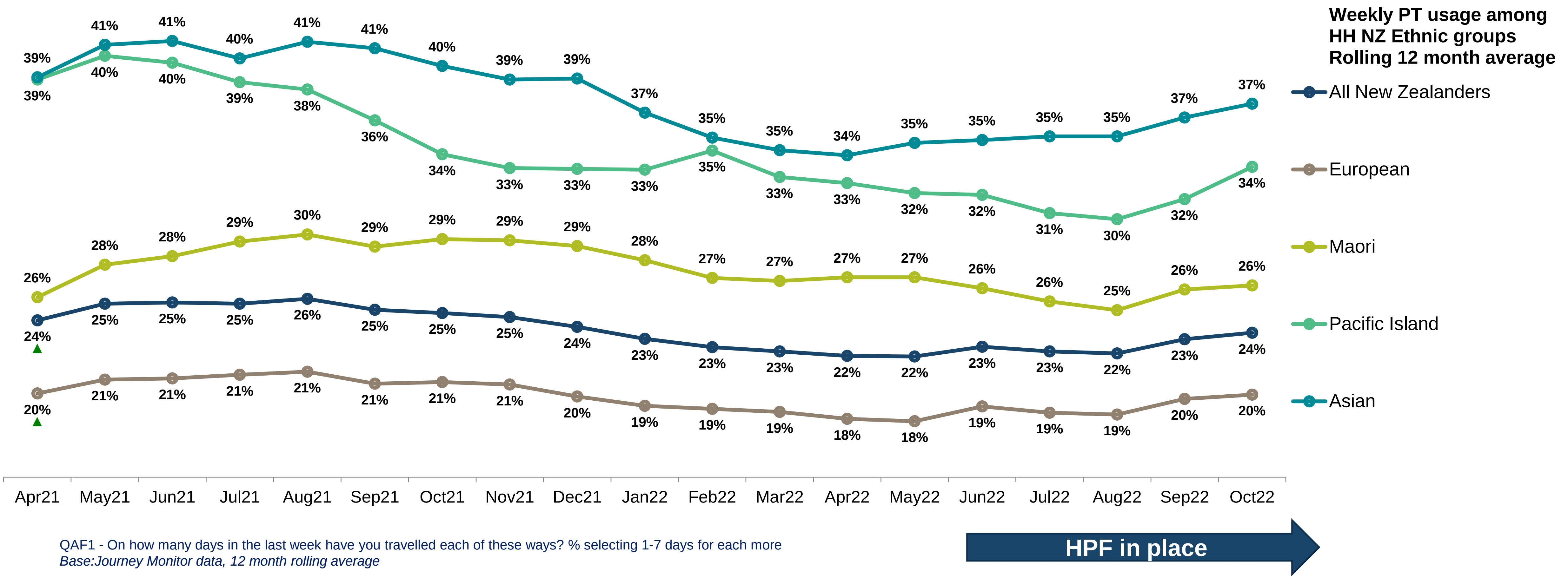
How does normal PT usage vary across ethnic groups?

Reported weekly PT travel has consistently been higher among New Zealanders of Asian and Pacific Island backgrounds and has begun to trend upwards in both groups since August, although not to levels seen in 2021.



QAF1 - On how many days in the last week have you travelled each of these ways? % selecting 1-7 days for each more

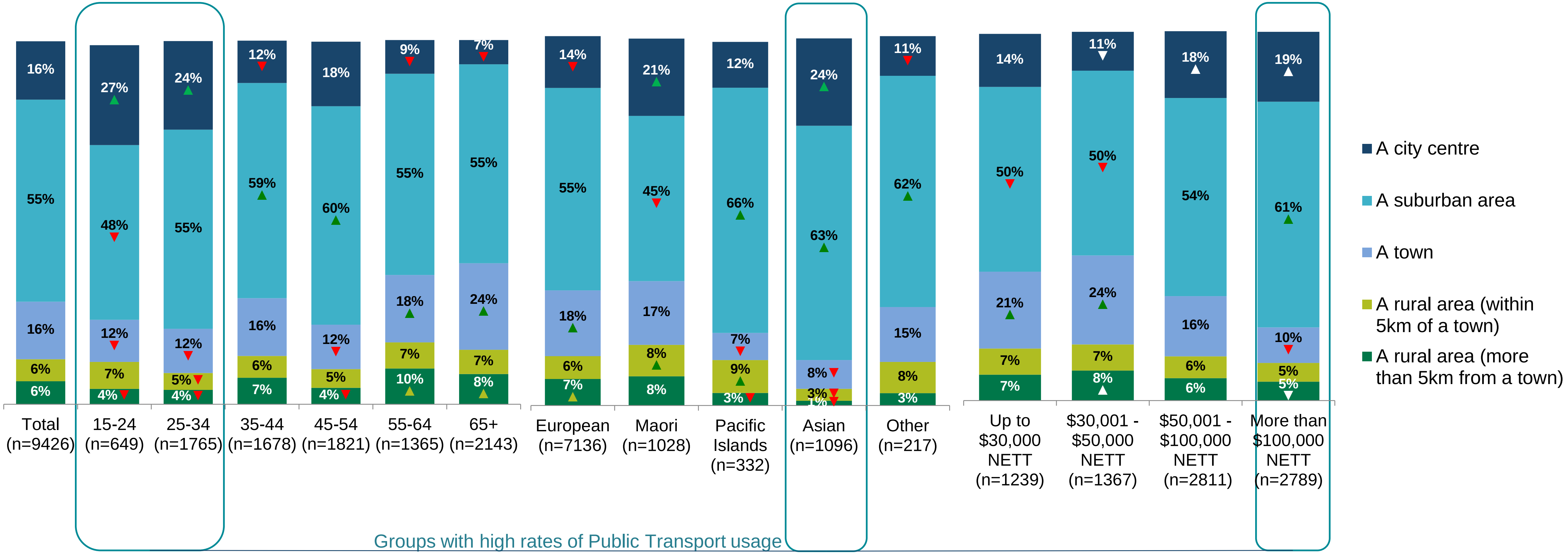
Base:Journey Monitor data, 12 month rolling average

▲ Indicates a statistically significant increase from preceding time period

▼ Indicates a statistically significant decrease from preceding time period

Where do high patronage groups live?

Many of the groups with a high share of both existing and new PT travellers have above average proportions living in city centres and suburbs, or a very low share living in less dense rural areas and towns.



Group	A city centre	A suburban area	A town	A rural area (within 5km of a town)	A rural area (more than 5km from a town)
Total (n=9426)	16%	55%	16%	6%	6%
15-24 (n=649)	27%	48%	12%	7%	4%
25-34 (n=1765)	24%	55%	12%	5%	4%
35-44 (n=1678)	12%	59%	16%	6%	7%
45-54 (n=1821)	18%	60%	12%	5%	4%
55-64 (n=1365)	9%	55%	18%	7%	10%
65+ (n=2143)	7%	55%	24%	7%	8%
European (n=7136)	14%	55%	18%	6%	7%
Maori (n=1028)	21%	45%	17%	8%	8%
Pacific Islands (n=332)	12%	66%	7%	9%	3%
Asian (n=1096)	24%	63%	8%	3%	1%
Other (n=217)	11%	62%	15%	8%	3%
Up to $30,000 NETT (n=1239)	14%	50%	21%	7%	7%
$30,001 - $50,000 NETT (n=1367)	11%	50%	24%	7%	8%
$50,001 - $100,000 NETT (n=2811)	18%	54%	16%	6%	6%
More than $100,000 NETT (n=2789)	19%	61%	10%	5%	5%

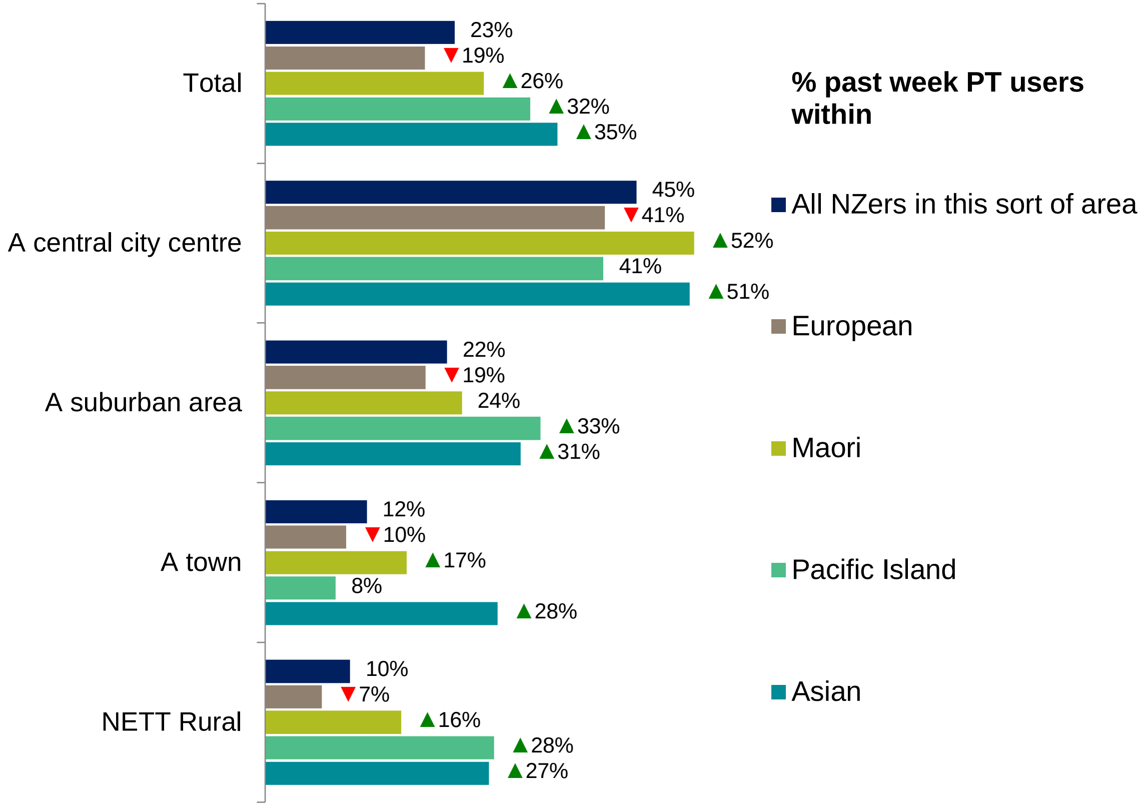
Q5b. / QAREA Do you live in:

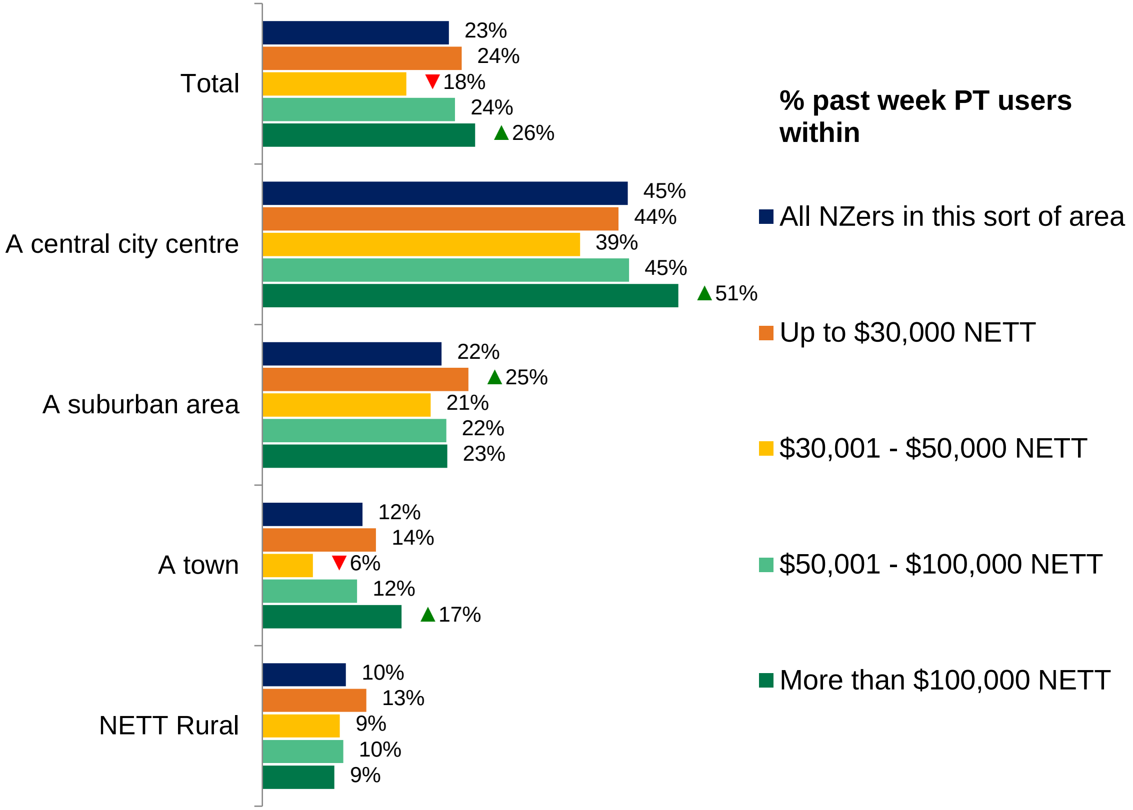
Base: All travelling adults 15+ in New Zealand, COVID-19 impact tracking May 2022, Journey Monitor survey May-October 2022

▲ Indicates proportion is higher than total sample to a statistically significant extent
▼ Indicates proportion is lower than total sample to a statistically significant extent

How does normal PT usage vary within areas of the country?

Weekly PT usage is significantly higher among Asian groups in all regions and much higher for Māori in cities. Variations according to income however, are much more limited in suburbs and rural areas, with wealthier households in cities and towns using PT much more than lower income groups.



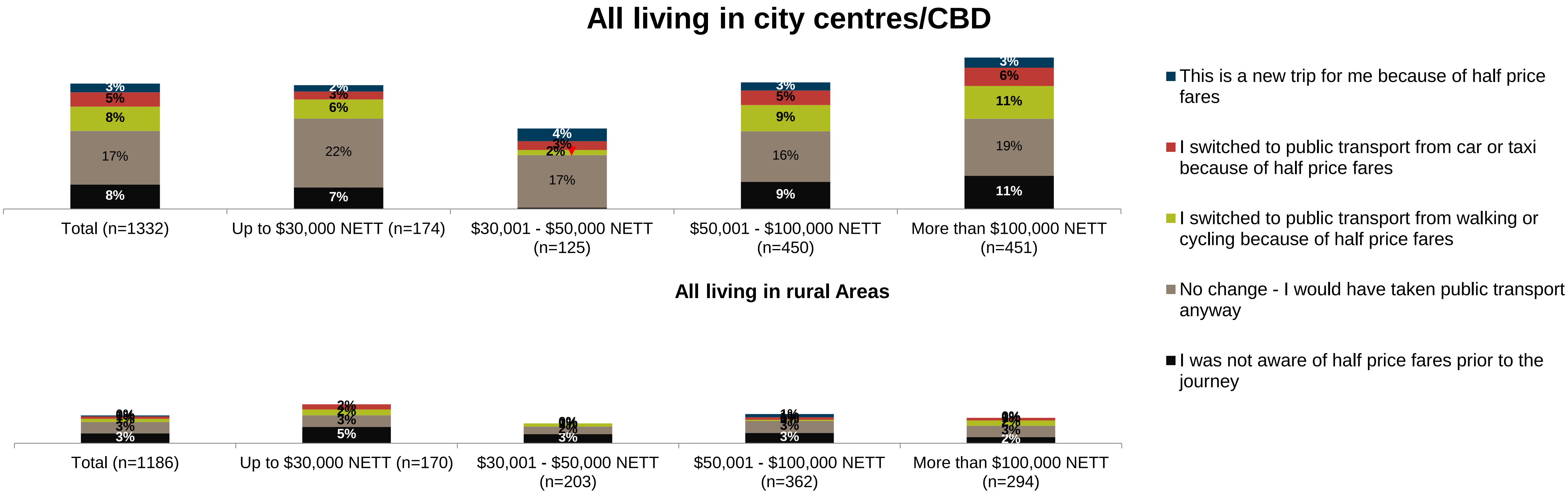


QAF1 - On how many days in the last week have you travelled each of these ways? % selecting 1-7 days for any public transport mode
Within Q5b. / QAREA Do you live in, Q63 Finally, what is your annual household income (before tax)?, Q3. Which ethnic groups do you belong to?
Base:Journey Monitor data, 2021-2022 Financial Year (July 2021-June 2022)

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

What role does location play?

In city centres, reported PT usage remained low in middle income groups, but they were twice as likely to add entirely new journeys as those from higher income households. In rural areas, PT usage remained low across all groups, even with half-price fares.



Q53d2 / Q53d3 On 1 April 2022 half price public transport fares were introduced nationwide. Which statement best applies to your journey…/ You mentioned that you travelled by bus, train, or ferry in the past week. Half price fares were in place during this time. Which statement best applies to your journey(s)…

Base: All travelling by public transport in past week, COVID-19 impact tracking May 2022, Journey Monitor survey May-October 2022

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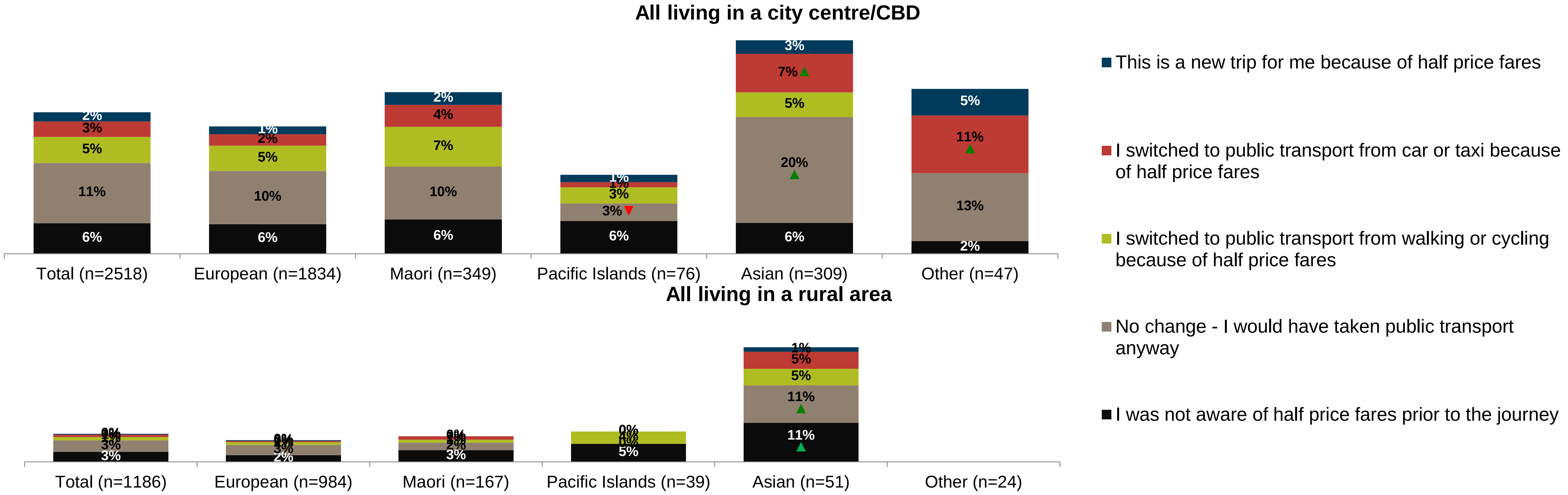
What role does location play?

Within New Zealand’s city centres, there is limited variation in the amount of additional PT usage according to ethnicity, but Asian respondents in these areas were twice as likely to already be making journeys by PT. In rural areas, even with new journeys, European and Māori groups did not use PT as much as Asian respondents.



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Base: All travelling by public transport in past week, COVID-19 impact tracking May 2022, Journey Monitor survey May-October 2022

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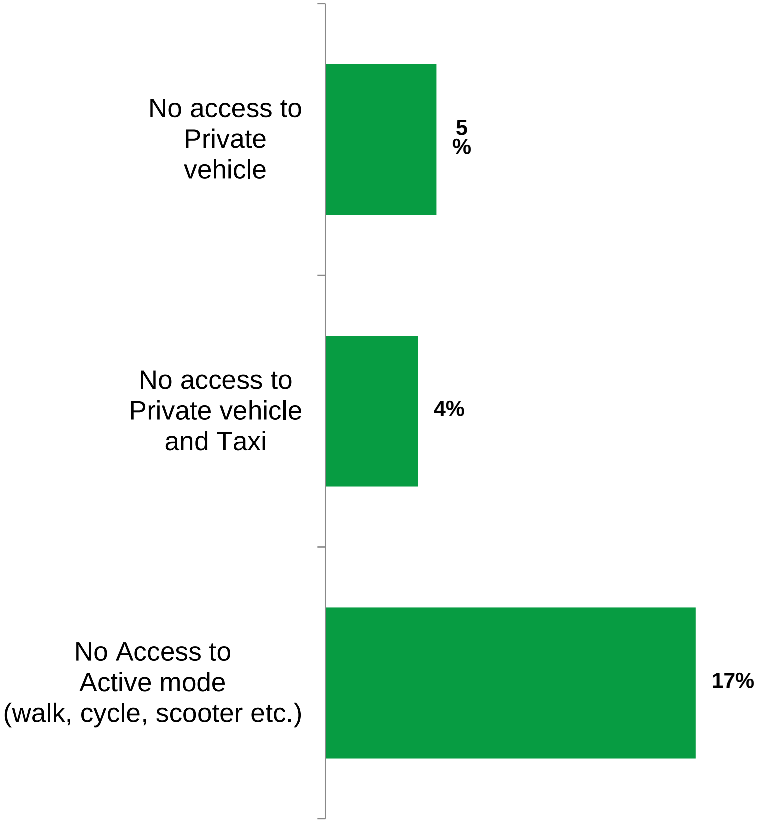
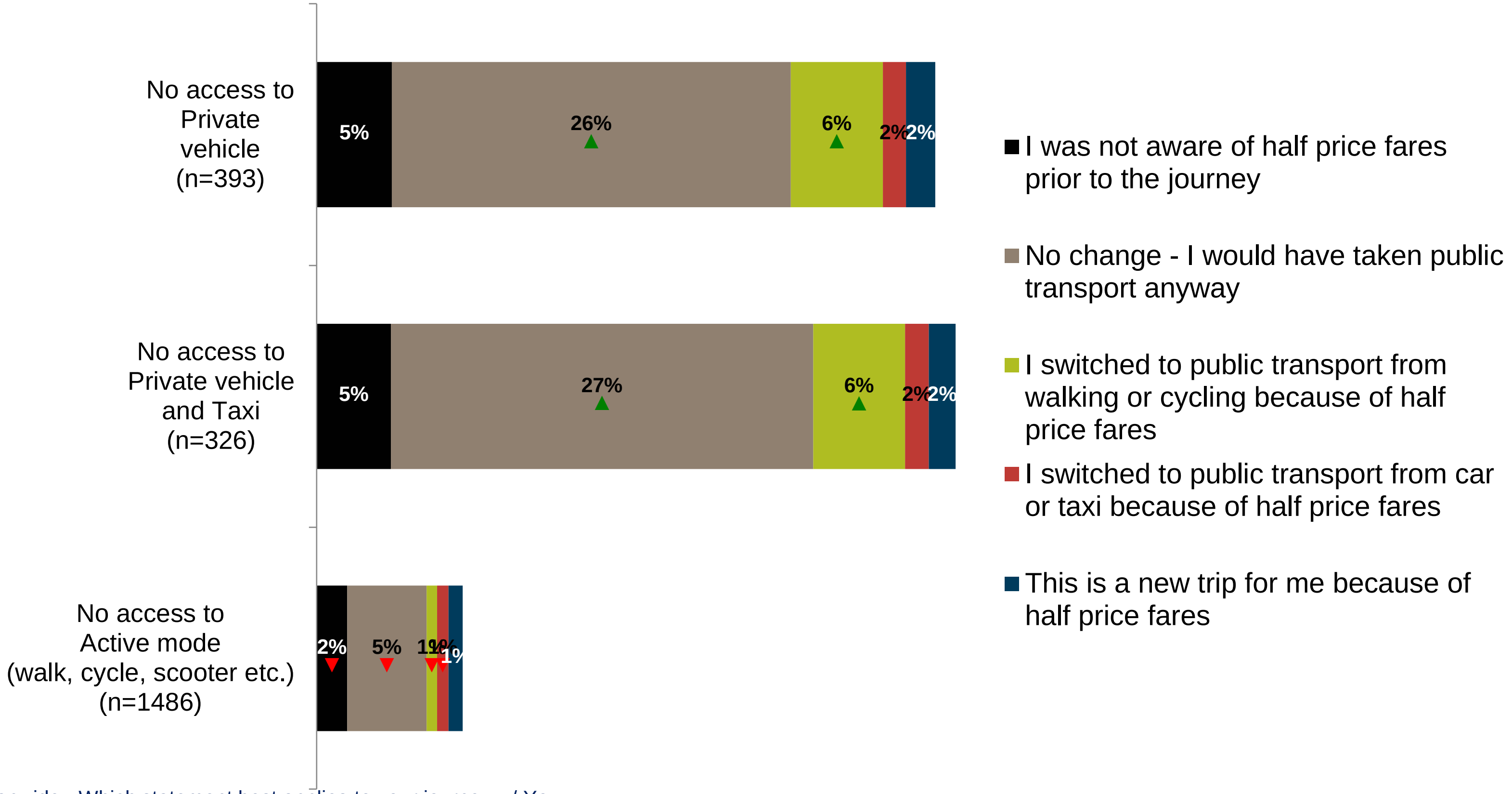
Are half-price fares improving access to travel?

HPFs appear to have added journeys for New Zealanders who are unable to access non-PT modes, in particular for those who cannot drive themselves, for whom PT tends to be used more relied upon at all times.





Q53d2 / Q53d3 On 1 April 2022 half price public transport fares were introduced nationwide. Which statement best applies to your journey…/ You mentioned that you travelled by bus, train, or ferry in the past week. Half price fares were in place during this time. Which statement best applies to your journey(s)…

Base: All travelling by public transport in past week, who say each of the above modes is not available to them. Journey Monitor survey May-October 2022

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Section summary

Who is impacted?

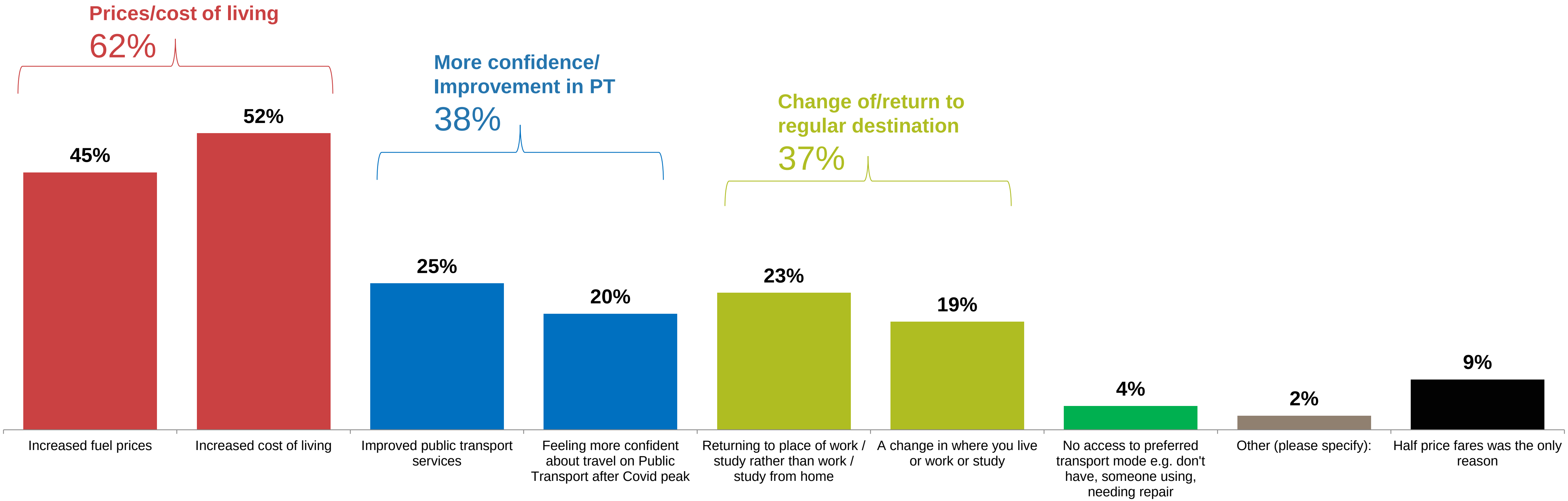
- Journeys are primarily being added where public transport usage was already high, in major metropolitan areas like Auckland and Wellington and in downtown CBD areas across the country.
- This has a knock on impact on which groups of New Zealanders have made the most of half-price fares:
  - Younger people, New Zealanders of Asian backgrounds and those from some of the highest income households claim to have added the most new journeys or switched from cars, walking and cycling.
  - However, all three of these groups have greater presence in New Zealand CBDs and suburbs, less in towns and rural areas and tended to be higher incidence PT users before half-price fares are introduced.
  - Within the 2021/22 financial year, high income households in rural areas have been no more likely to use public transport than lower income households and they were only a little more likely to add journeys due to half-price fares. However, within city centres, the proportion of lower income households (specifically those earning $30K-$50K per year) reporting completely new journeys by PT was twice that of the highest income households.
  - However, survey respondents from Asian backgrounds report being significantly more likely to use PT in a typical week, even if they live in rural areas. The impact of HPFs in rural areas was much more pronounced for this group. While those in city centres they did not report adding journeys at a higher rate than other groups, they were more than twice as likely to already be taking public transport.
  - This indicates that half-price fares have firstly benefitted those groups for whom PT was already **practical** and **accessible** in their every day life, or where there may be sufficient existing knowledge to take advantage in areas where the network is less advanced or accessible.
- HPFs appear to also serve those for whom PT is **more of a necessity**, including New Zealanders with disabilities and those without access to a car of their own.
- There are indications from Auckland of steady increases in all types of traveller relative to 2019, with accessible concessions card holders about as active on the network in July 2022 as in July 2019. Growth in other areas may have been offset by school holidays and decreases in tertiary student populations.

How important is price in choosing public transport?

Stated value and impact of affordability and value, journey experience ratings

What factors influenced half-price journeys?

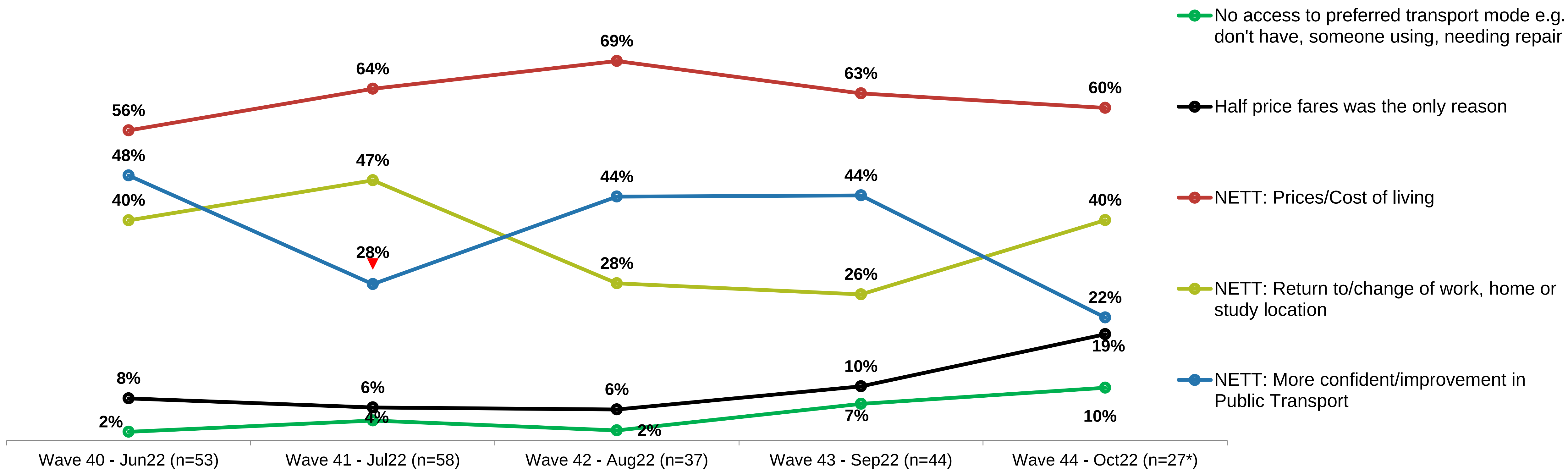
For most of those making new PT journeys due to half-price fares, there were other reasons to choose PT. Three in five indicated that cost concerns may have made other modes of travel less feasible, while nearly two in five were in some way feeling more positive about using public transport.



Q54E4 Did anything else impact on your decision to take half price bus, train or ferry journey?
Base: All using public transport as main mode in most recent journey having switched from active modes or private vehicles or as an entirely new journey, Journey monitor Apr-22 to Oct-22 (n=219)

What factors influenced half price journeys?

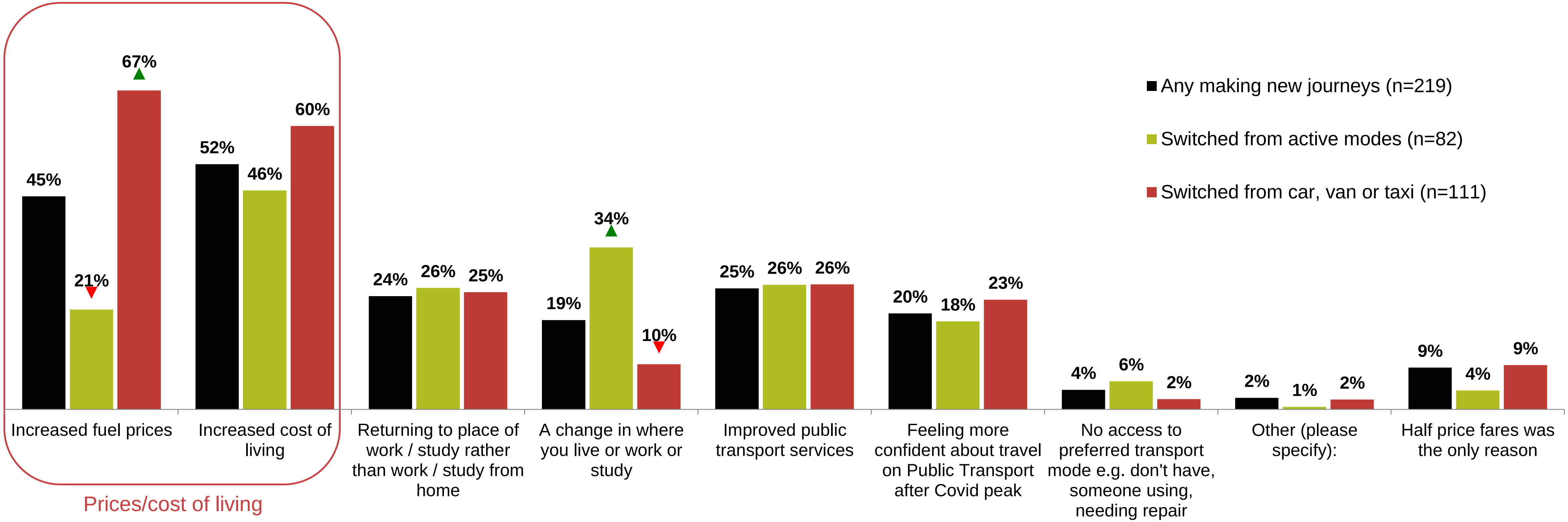
Since August, the proportion citing half-price fares as the only reason for choosing PT has gradually increased. Confidence in public transport has varied as a factor, as has changing travel patterns with new (or return to) work, study and home locations.



Q54E4 Did anything else impact on your decision to take half price bus, train or ferry journey?
Base: All using public transport as main mode in most recent journey having switched from active modes or private vehicles or as an entirely new journey, Journey monitor Apr-22 to Oct-22
**low base, interpret with caution*

What factors influenced half price journeys?

Those switching from private vehicles were much more likely to select increased fuel prices as a factor influencing their choice, with two thirds saying so. Comparatively, those switching from walking or cycling were more influenced by changes in destination, though cost of living was also a common factor.



Q54E4 Did anything else impact on your decision to take half price bus, train or ferry journey?
Base: All using public transport as main mode in most recent journey having switched from active modes or private vehicles or as an entirely new journey, Journey monitor Apr-22 to Oct-22 (n=219)

▲ Indicates proportion is higher than total sample to a statistically significant extent
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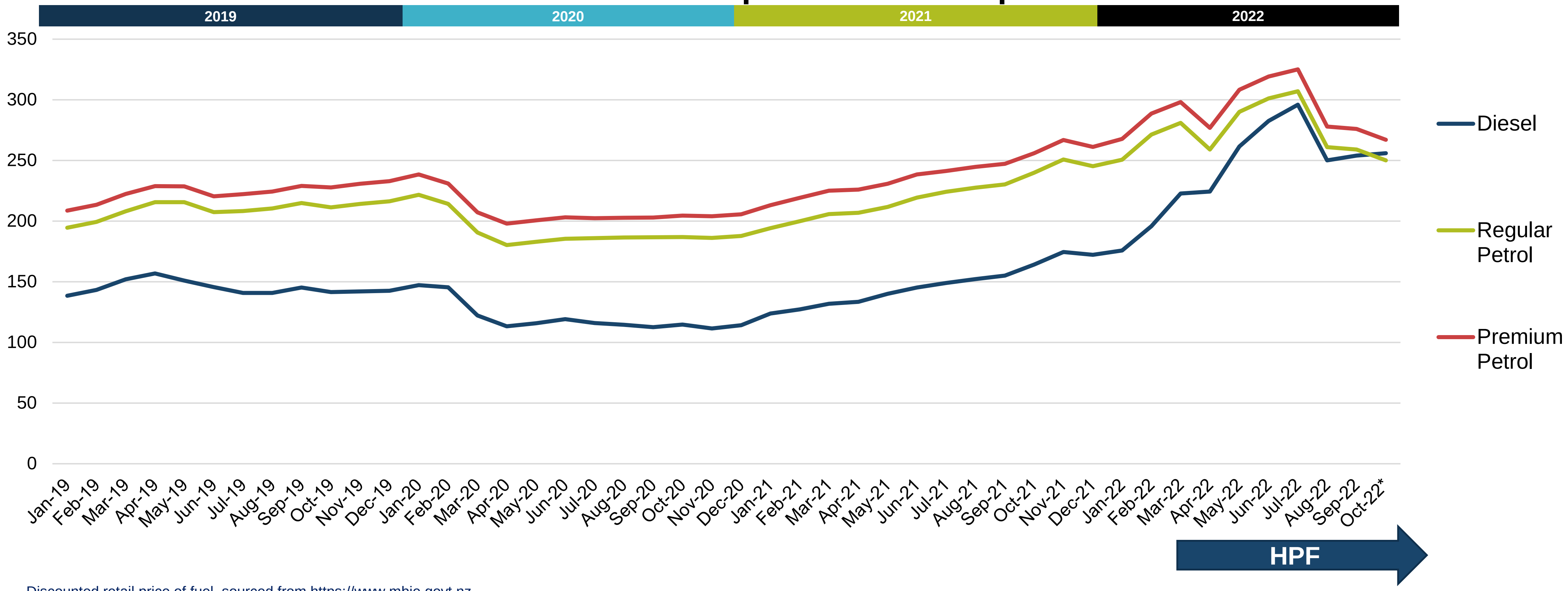
How has fuel pricing impacted choice?

Despite some reductions in fuel costs since July, drivers have faced a higher price at the pump than in comparable periods of 2019-2020, with prices consistently over $2.50 per litre since April

Discounted retail price of fuel – ¢ per litre



Discounted retail price of fuel, sourced from https://www.mbie.govt.nz

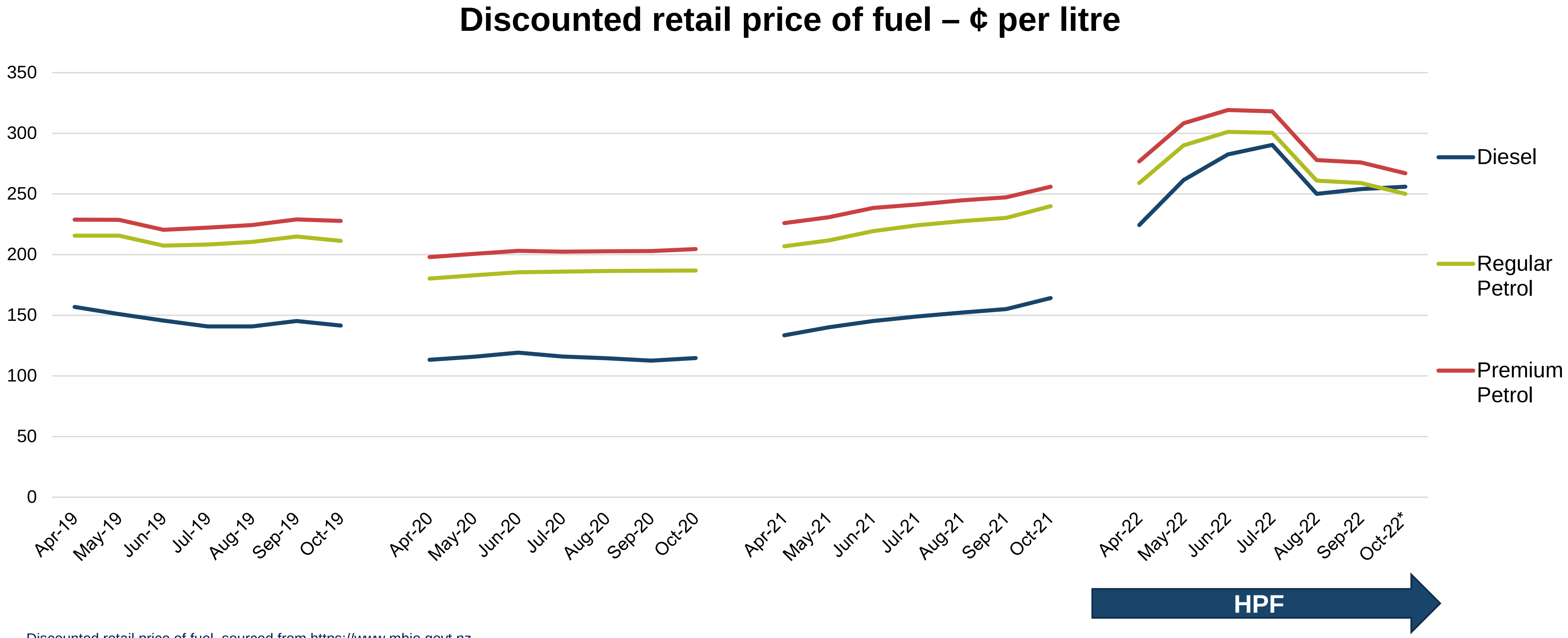
*Data reported to MBIE weekly, analysed as average price within given month, data is sourced on 14/11 *prices for October are provisional*

▲ Indicates a statistically significant increase from preceding time period

▼ Indicates a statistically significant decrease from preceding time period

How has fuel pricing impacted choice?

By October, the difference to 2021 prices was less significant, but during the winter, prices were close to a dollar higher than they had been in previous years



Discounted retail price of fuel, sourced from https://www.mbie.govt.nz
Data reported to MBIE weekly, analysed as average price within given month, data is sourced on 14/11 and prices for October 2022 are provisional

▲ Indicates a statistically significant increase from preceding time period
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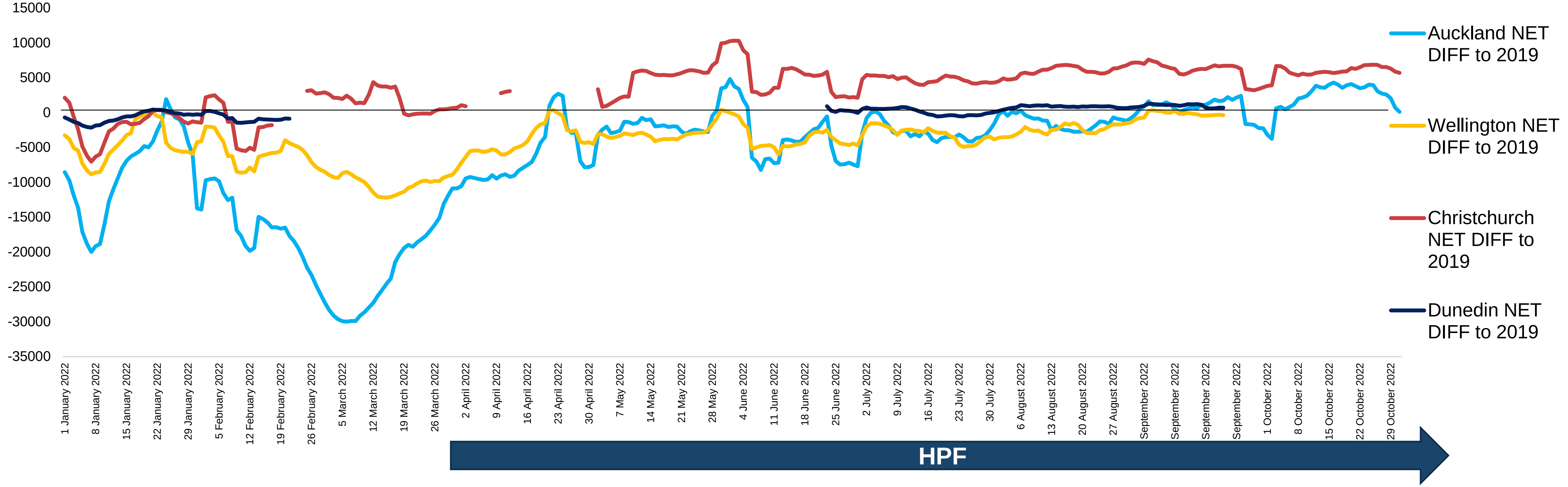
Traffic volumes

However, despite higher fuel expenses during this period, the available data shows traffic around some major urban areas to be close to and in some cases exceeding that recorded in comparable periods of 2019. Highways are now much closer to pre-COVID traffic than public transport networks are.

NET DIFF in Light Vehicle rolling 7 day average: 2022 to 2019



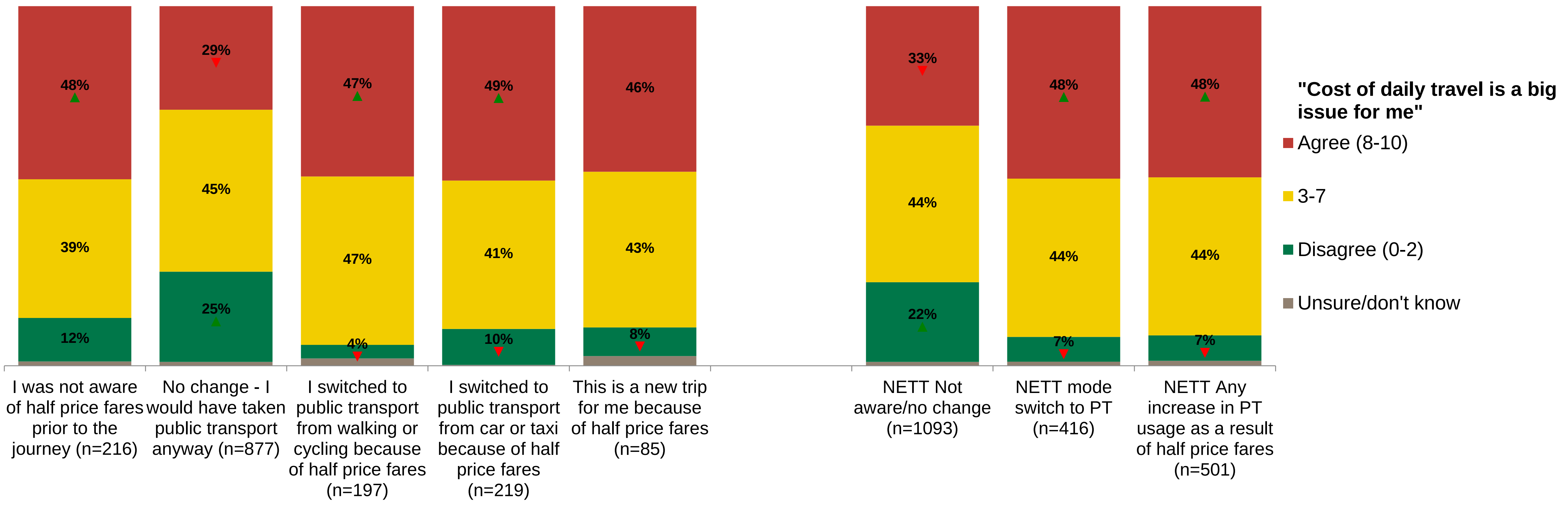
TMS Data – NET Difference in 7 day rolling average of Light Vehicle travel in each city, note dates are aligned with comparable weekday/weekend dates for each year, not an exact match of date (e.g. 5 Jan 2019 aligns with 1 Jan 2019) to ensure more comparable travel conditions

Base:AKL data combined from SH20 Hillsborough Rd On Ramp to Dominion Rd Off Ramp NB and - SH20 Hillsborough Rd On Ramp to Dominion Rd Off Ramp SB, Wellington data from NGAURANGA SH2 - Telemetry Site 4 – SB and 01N11068 - NGAURANGA SH1 - Telemetry Site 4 – SB, Christchurch data from Sthern Motorway West of Wrights Rd Underpass-Inc and - Sthern Motorway West of Wrights Rd Underpass-Dec, Dunedin data from BURNSIDE - Telemetry Site 63 – NB
Where data is missing in one of the given years, no NET calculation applied

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

Did HPF reduce travel cost concerns?

Almost half of those making new PT journeys, are in some way concerned about the cost of daily travel compared to a third of those who would have used PT anyway. This sort of concern is therefore significantly higher among those brought onto PT services by HPFs.

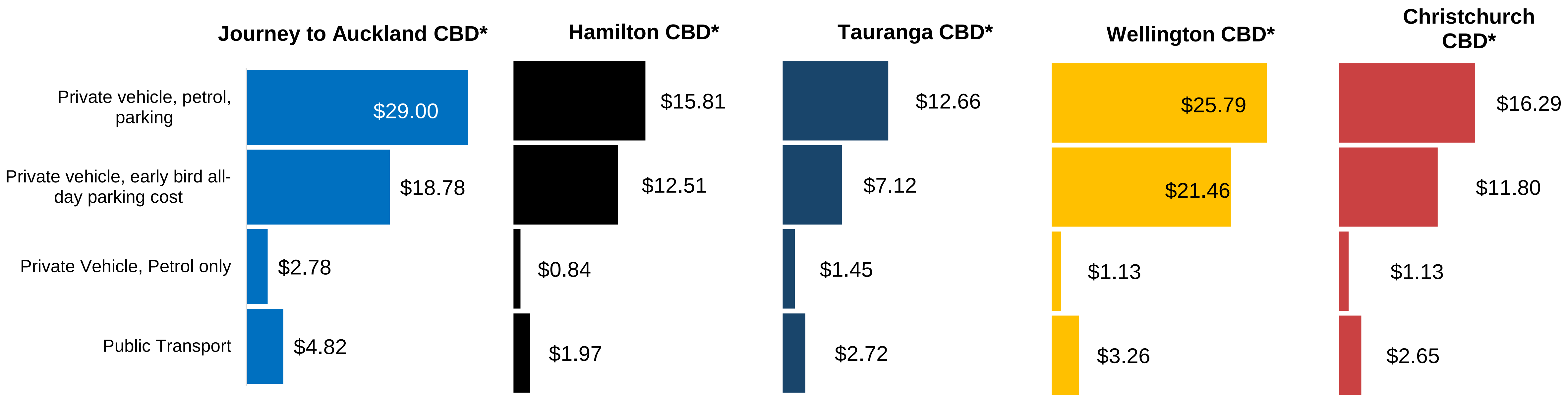


QAF3 How much do you agree or disagree with the following statements?
Base: Journey Monitor Public Transport users, May – July 2022

▲ Indicates proportion is higher than total sample to a statistically significant extent
▼ Indicates proportion is lower than total sample to a statistically significant extent

Cost comparisons – before half-price fares

Prior to the introduction of half-price fares, a comparable commuting trip to the CBD in five major cities was always more expensive than the average PT equivalent once parking was included, but private vehicle remained the preferred choice for commuters in most cities, even if COVID were not a consideration.



Would choose PT for commute	**21%**	**-**	**-**	**47%**	**19%**
Would drive for commute	**64%**	**-**	**-**	**26%**	**72%**

*Benchmarking Sustainable Urban Mobility, Waka Kotahi report supported by TRA and WSP
https://nzta.govt.nz/assets/resources/sustainable-urban-mobility-benchmarking/sustainable-urban-mobility-benchmarking-report.pdf
QMODE1B_1 And how would you make each of these journeys today if COVID-19 did not exist?
Base: COVID tracking Mar-22 and May-22; all travelling to CBD for work during past week in Auckland (n=70); Wellington (=72); Christchurch (n=36) – note base for Hamilton (n=28) and Tauranga (n=17) too small for reliable analysis

▲ Indicates proportion is higher than total sample to a statistically significant extent
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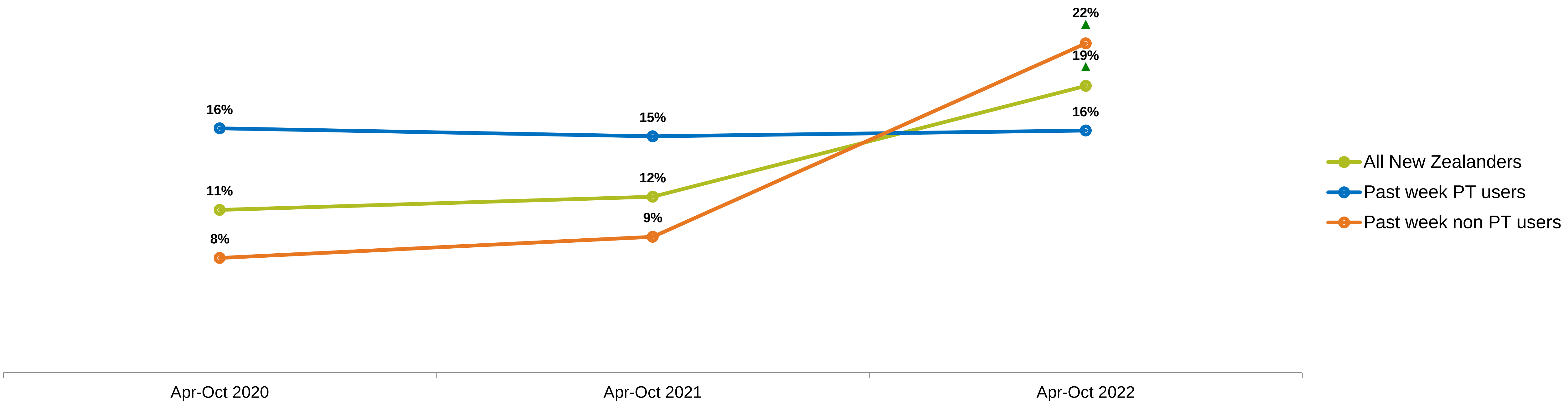
Did HPF reduce journeys missed due to cost?

Looking at comparable periods in preceding years, weekly PT users have been no more likely to miss journeys due to cost when HPFs have been in place, but those not using PT have become significantly more likely to do so.

% missing journeys as would have been too expensive in past week

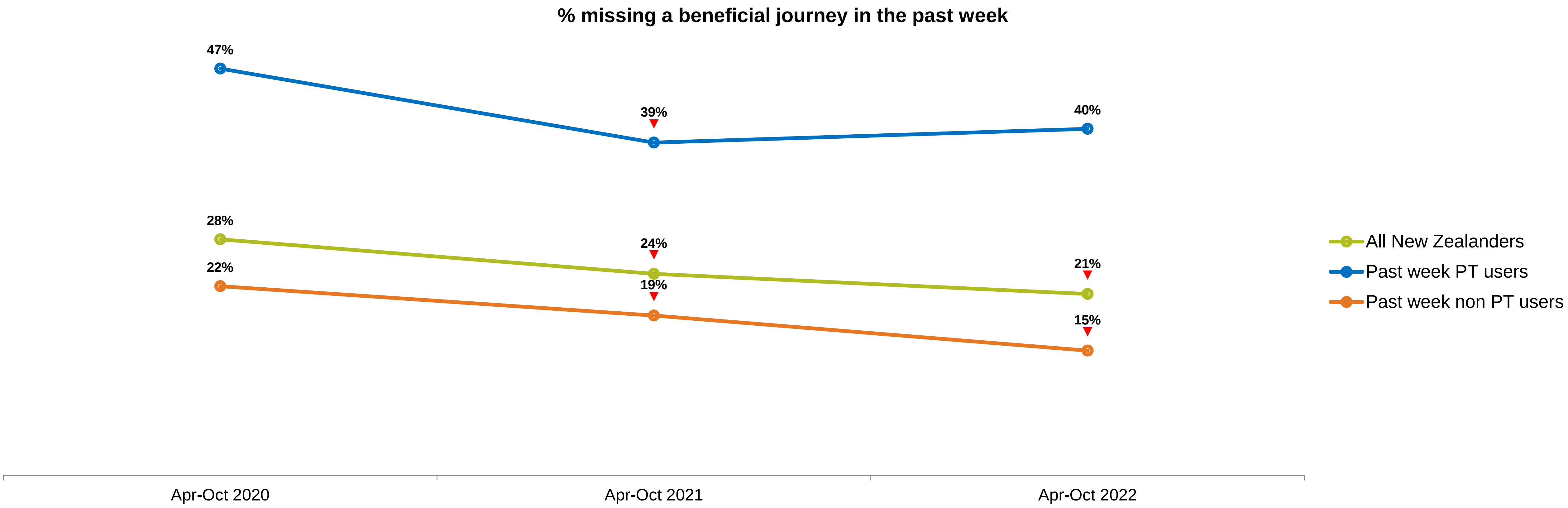


Q14 What was the reason you didn't take the journey?
Base: Journey Monitor, past week public transport users (n=596-793 per time period), non public transport users (n=994-1,231 per time period)

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

Did HPF reduce journeys missed overall?

However, weekly PT users have still been almost twice as likely to miss out on a beneficial journey in the past week compared to the average New Zealander.

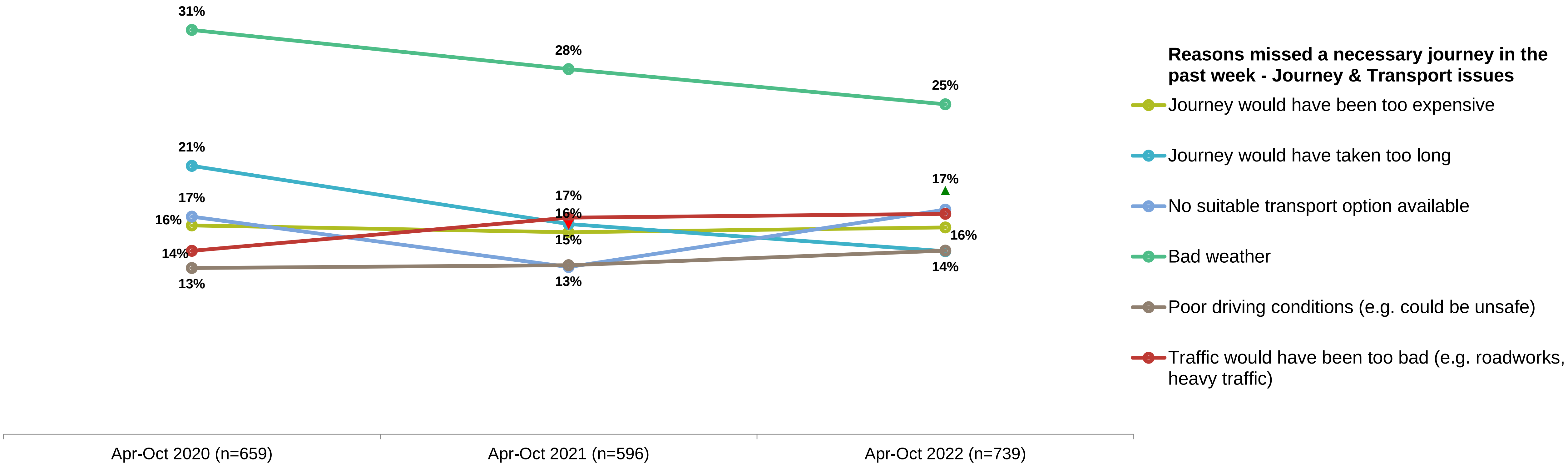


Q11 Were there any journeys within the last week which would have been beneficial to undertake, but you couldn't?
Base: Journey Monitor, past week public transport users (n=5,515-7,169 per time period), non public transport users (n=1,443-2,038 per time period)

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

What other factors prevent travel among PT users?

Like journey cost, some barriers relating to the transport network are less prevalent this year, including bad weather and journey length, a lack of suitable options has become significantly more prevalent as a barrier. This can occur when needed PT services are disrupted.

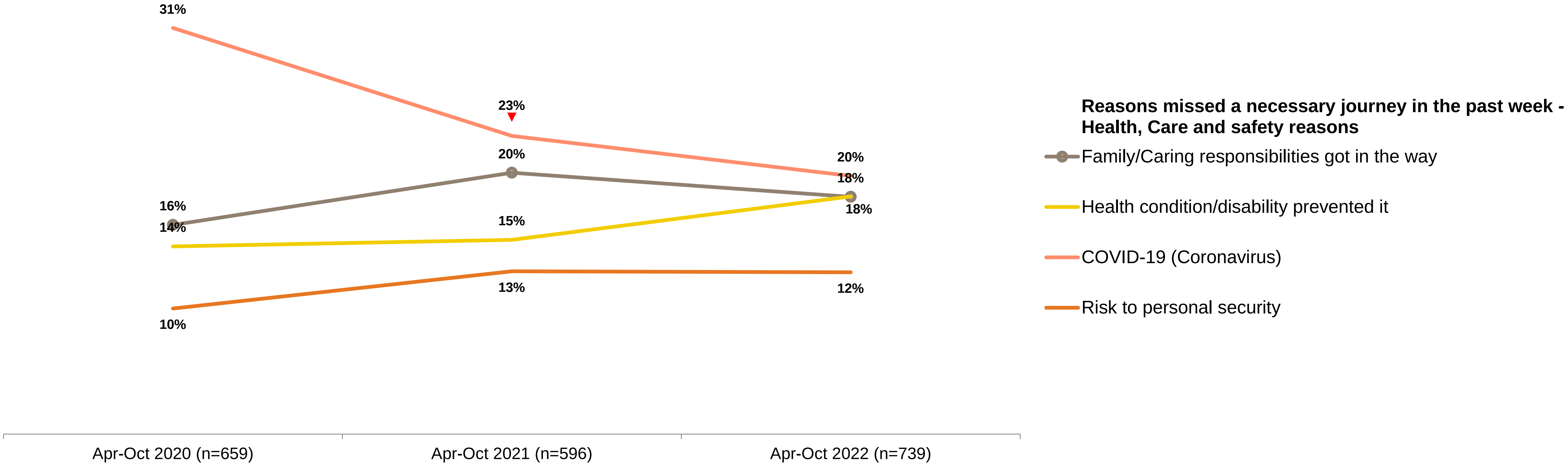


Q14 What was the reason you didn't take the journey?
Base: Journey Monitor, past week public transport users

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

What other factors prevent travel among PT users?

While COVID-19 has become a less prevalent barrier year on year overall, health issues in general are slightly more prevalent and perceived risks to personal security unchanged.



Q14 What was the reason you didn't take the journey?
Base: Journey Monitor, past week public transport

▲ Indicates a statistically significant increase from preceding time period
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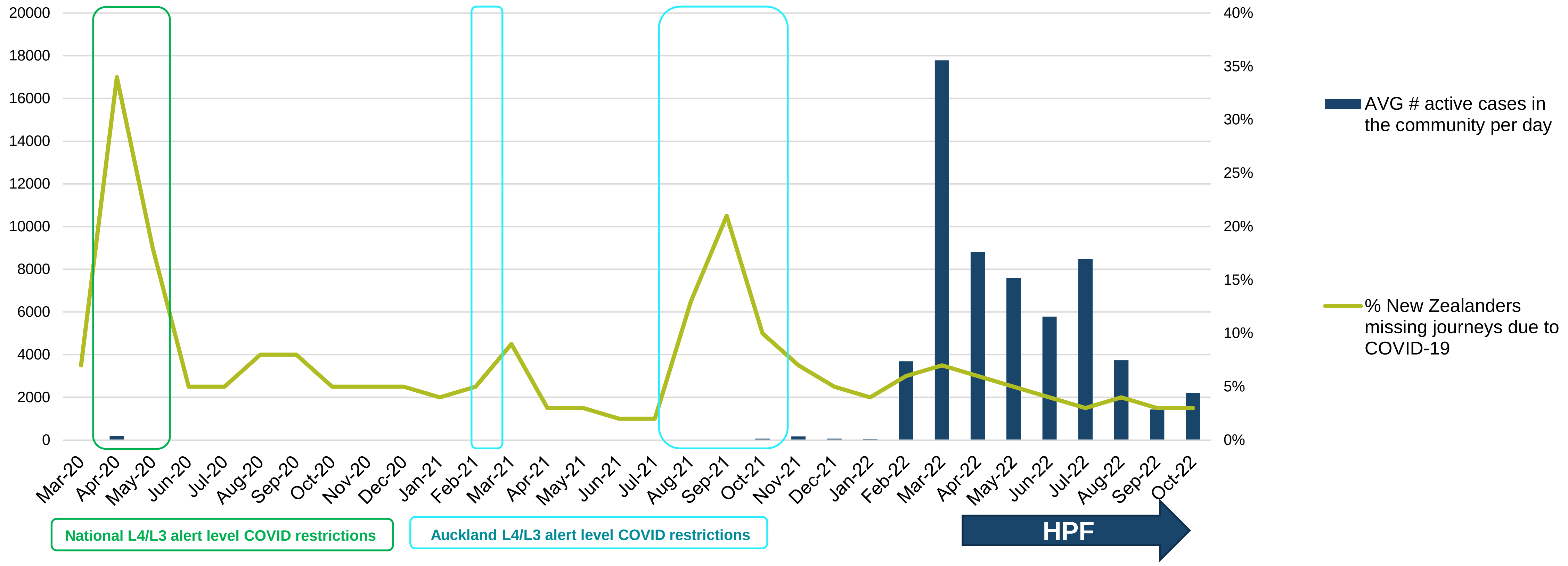
COVID-19 impact on travel

Since HPFs have been active, the share of New Zealanders reporting missed journeys due to COVID has declined and settled around 3-5%, down from 7% in March, corresponding with the largest peak in active community cases just before HPFs came into effect.



Ministry of Health data, COVID case counts by day, by location
https://github.com/minhealthnz/nz-covid-data/blob/main/cases/covid-cases-counts-location.xlsx
Data for total number of active cases in the community only (cases detected at border excluded)
Q14 What was the reason you didn't take the journey?
All adults 15+ in New Zealand, Journey monitor, base per wave Mar-20, Dec-20, Jan-20 (n=c.500); Jun-22, Jul-22 (n=c.2,000) all other months (n=c.1,000)

▲ Indicates a statistically significant increase from preceding time period
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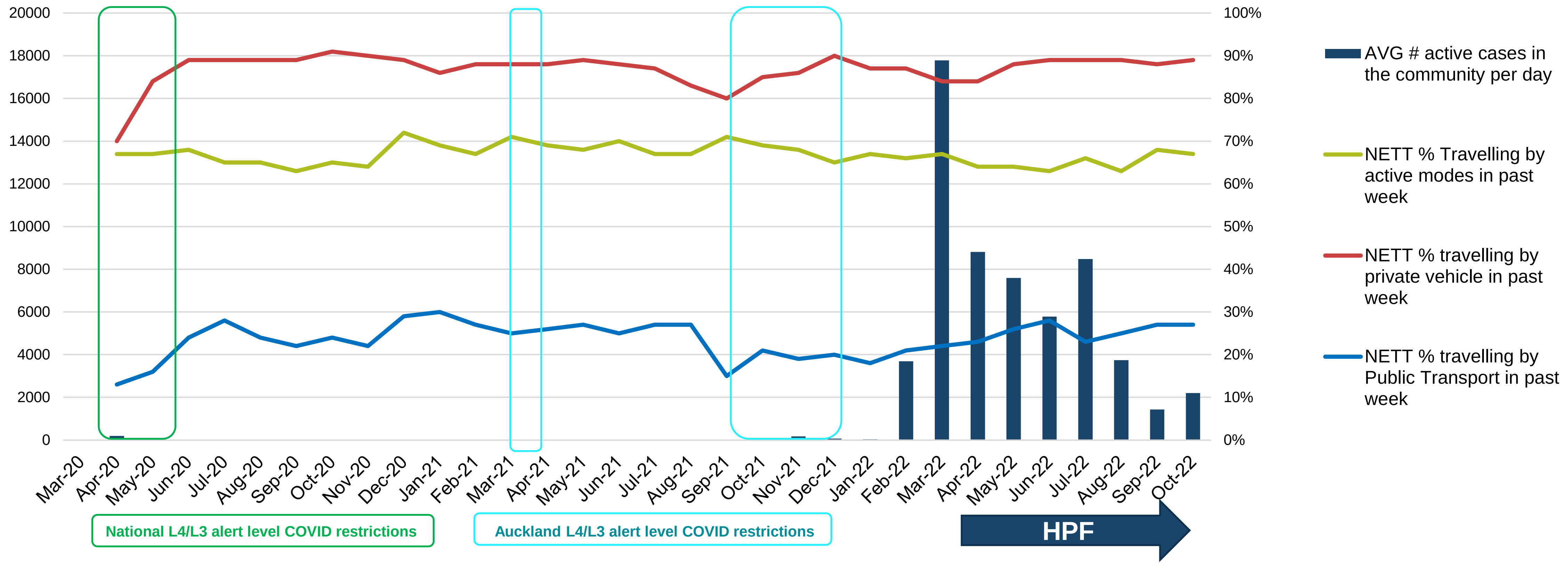
COVID-19 impact on travel

As community cases declined through April to June, more New Zealanders reported weekly PT usage. This fell away as cases climbed again in July, but with school winter holidays also taking place in this period, COVID-19 was not the only factor that could suppress PT patronage.

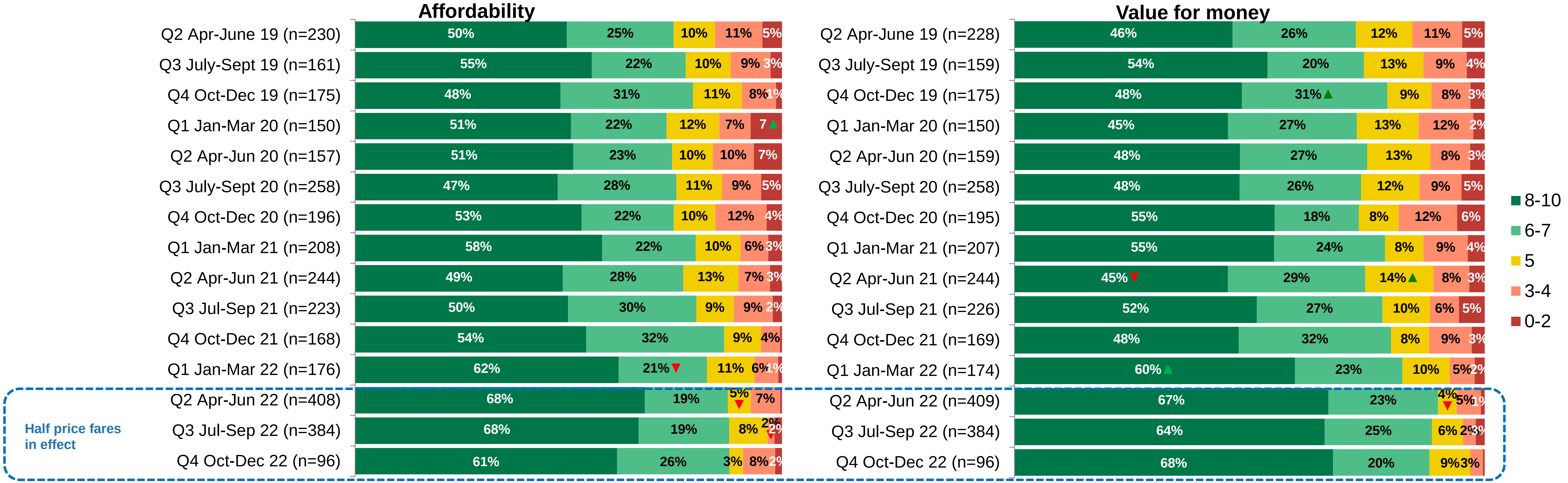


Ministry of Health data, COVID case counts by day, by location
https://github.com/minhealthnz/nz-covid-data/blob/main/cases/covid-cases-counts-location.xlsx
Data for total number of active cases in the community only (cases detected at border excluded)
QAF1 - On how many days in the last week have you travelled each of these ways?
All adults 15+ in New Zealand, Journey monitor, base per wave Mar-20, Dec-20, Jan-20 (n=c.500); Jun-22, Jul-22 (n=c.2,000) all other months (n=c.1,000)

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

Did HPF increase perceptions of value & affordability?

The perception that PT is affordable and offers good value for money are at the highest level recorded, although perceived affordability has been reduced in October.



NB respondents answer on 0-10 scale where 0 = "Barely affordable – I had to scrimp and save or make sacrifices to pay for it" and "10 =Totally affordable – It had no noticeable impact on my available funds"

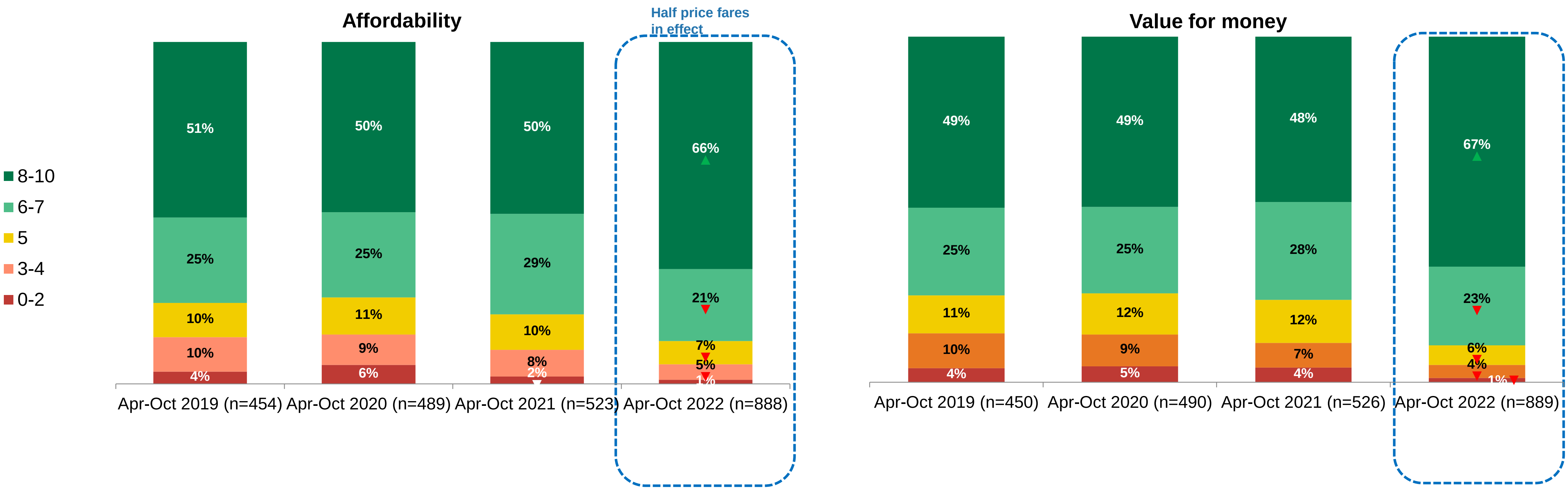
NB respondents answer on 0-10 scale where 0 = "extremely poor value for money" and 10 = "extremely good value for money"

Q30b. How affordable would you say this [IF MORE THAN ONE TRANSPORT USED AT Q24 ADD "part of your"] journey was for you…?
Base: All using public transport as main mode in most recent journey, Journey monitor

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

Did HPF increase perceptions of value & affordability?

When controlling for seasonal variation, it is clear that both affordability and value are significantly better perceived than they normally would be at this time of year.



NB respondents answer on 0-10 scale where 0 = “Barely affordable – I had to scrimp and save or make sacrifices to pay for it” and “10 =Totally affordable – It had no noticeable impact on my available funds”

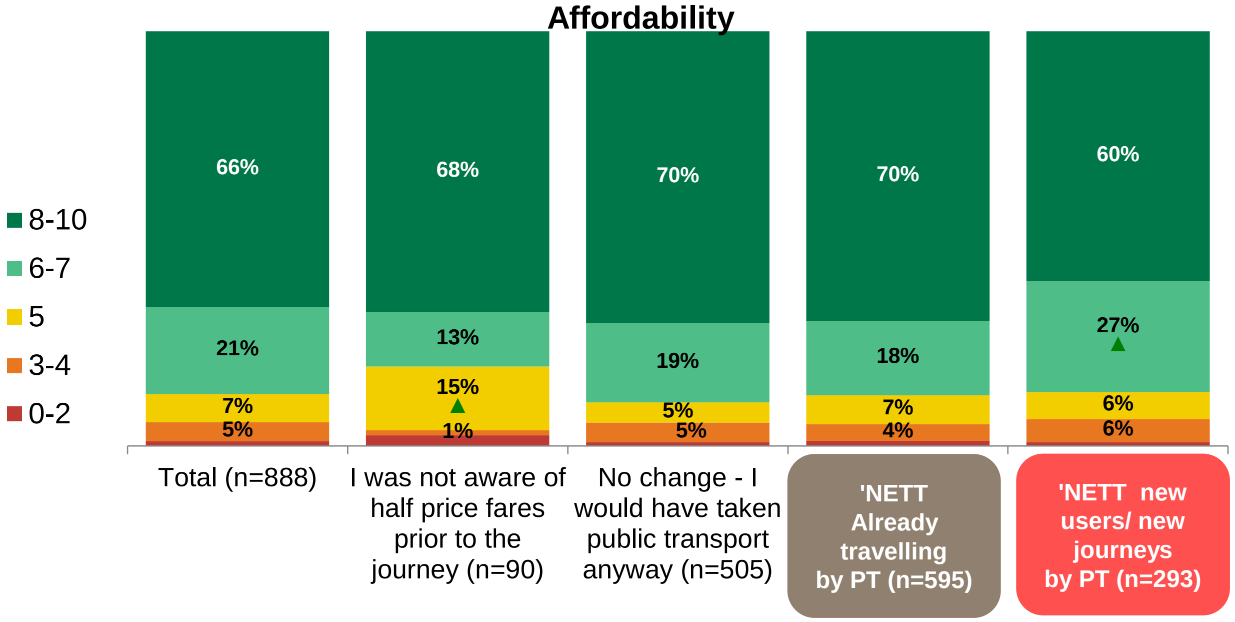
NB respondents answer on 0-10 scale where 0 = “extremely poor value for money” and 10 = “extremely good value for money”

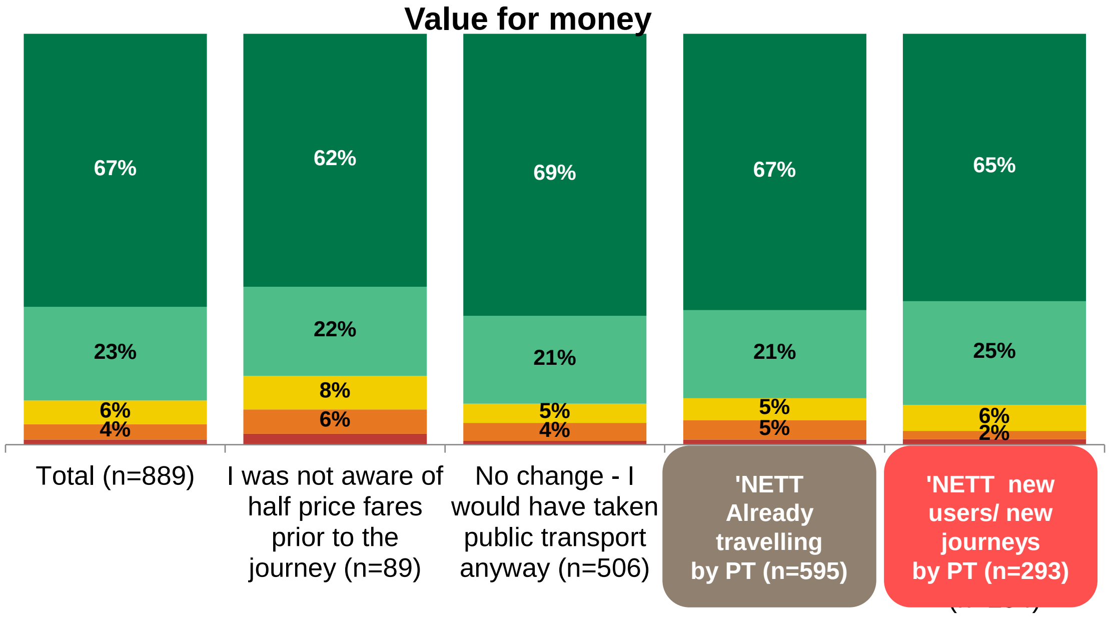
Q30b. How affordable would you say this [IF MORE THAN ONE TRANSPORT USED AT Q24 ADD “part of your”] journey was for you…?
Base: All using public transport as main mode in most recent journey, Journey monitor

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

Did HPF increase perceptions of value & affordability?

This perceived increase in affordability seems to be felt slightly more by those who were already travelling by public transport, with new users somewhat less likely to rate PT highly for affordability.





NB respondents answer on 0-10 scale where 0 = “Barely affordable – I had to scrimp and save or make sacrifices to pay for it” and“10 =Totally affordable – It had no noticeable impact on my available funds”

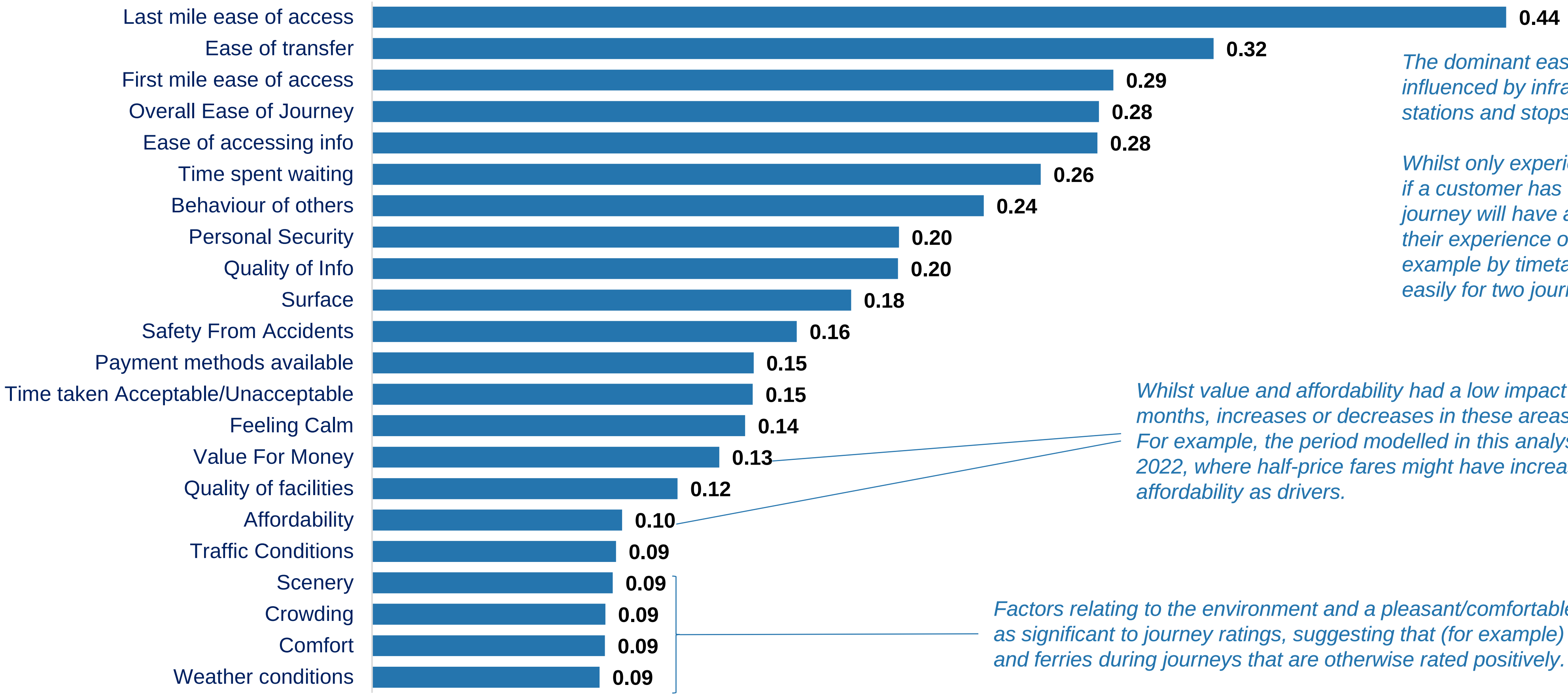
NB respondents answer on 0-10 scale where 0 = “extremely poor value for money” and 10 = “extremely good value for money”

Q30b. How affordable would you say this [IF MORE THAN ONE TRANSPORT USED AT Q24 ADD “part of your”] journey was for you…?
Base: All using public transport as main mode in most recent journey, Journey monitor

▲ Indicates proportion is higher than total sample to a statistically significant extent
▼ Indicates proportion is lower than total sample to a statistically significant extent

Factors impacting journey experience

Previous analysis of factors influencing journey experience has shown value and affordability to be of lower importance than access and ease. Price may have a bigger role in mode selection, but it is not a big cause of variation in experience ratings.



The dominant ease of access factors are likely to be influenced by infrastructure considerations like location of stations and stops relative to destinations.

Whilst only experienced by a minority (36%) of PT users, if a customer has to make a transfer, that part of the journey will have a significant impact on how they view their experience overall. This can be impacted for example by timetabling of services and the ability to pay easily for two journey stages.

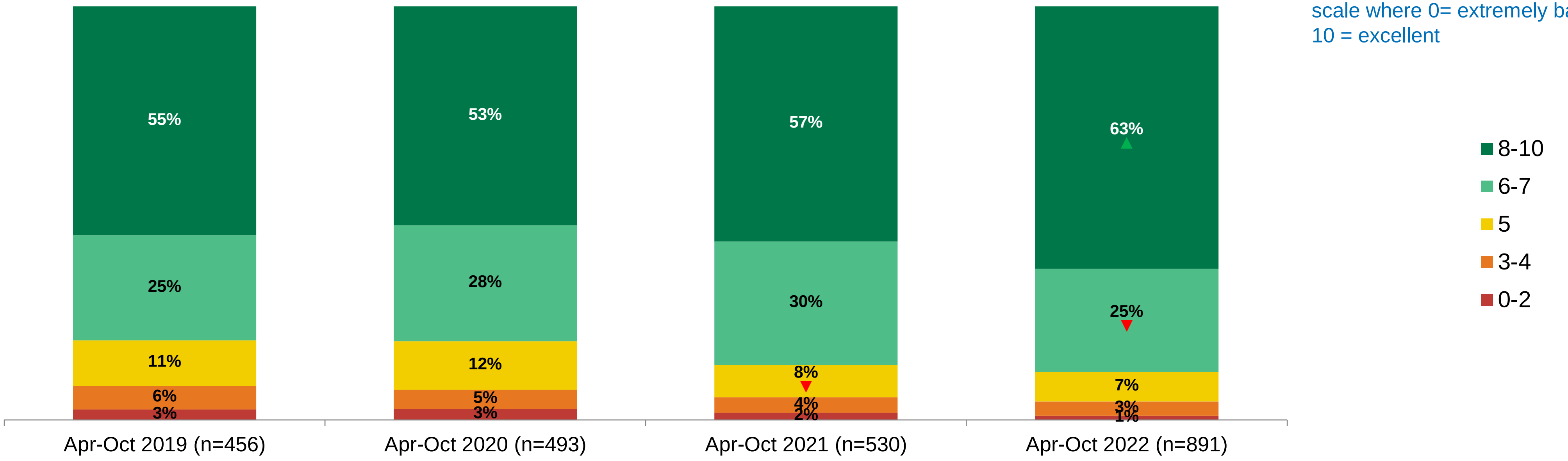
Whilst value and affordability had a low impact on experience during the past 12 months, increases or decreases in these areas are likely to impact their importance. For example, the period modelled in this analysis does not include April and May 2022, where half-price fares might have increased the impact of value and affordability as drivers.

Factors relating to the environment and a pleasant/comfortable experience during the journey aren't as significant to journey ratings, suggesting that (for example) crowding can occur on buses, trains and ferries during journeys that are otherwise rated positively.

Q26NEW. Thinking about your last journey, how long did you spend in each of the following? / Q15new Overall, how would you rate your overall experience of this (part of your) journey?
Ipsos Bayes Network Analysis of drivers impacting overall experience
Base: all respondents taking public transport on a recent journey in New Zealand between April 2021 and March 2022 (n=821)

Journey experience

Nonetheless, overall PT journey ratings were significantly improved when comparing the April-October period in previous years.



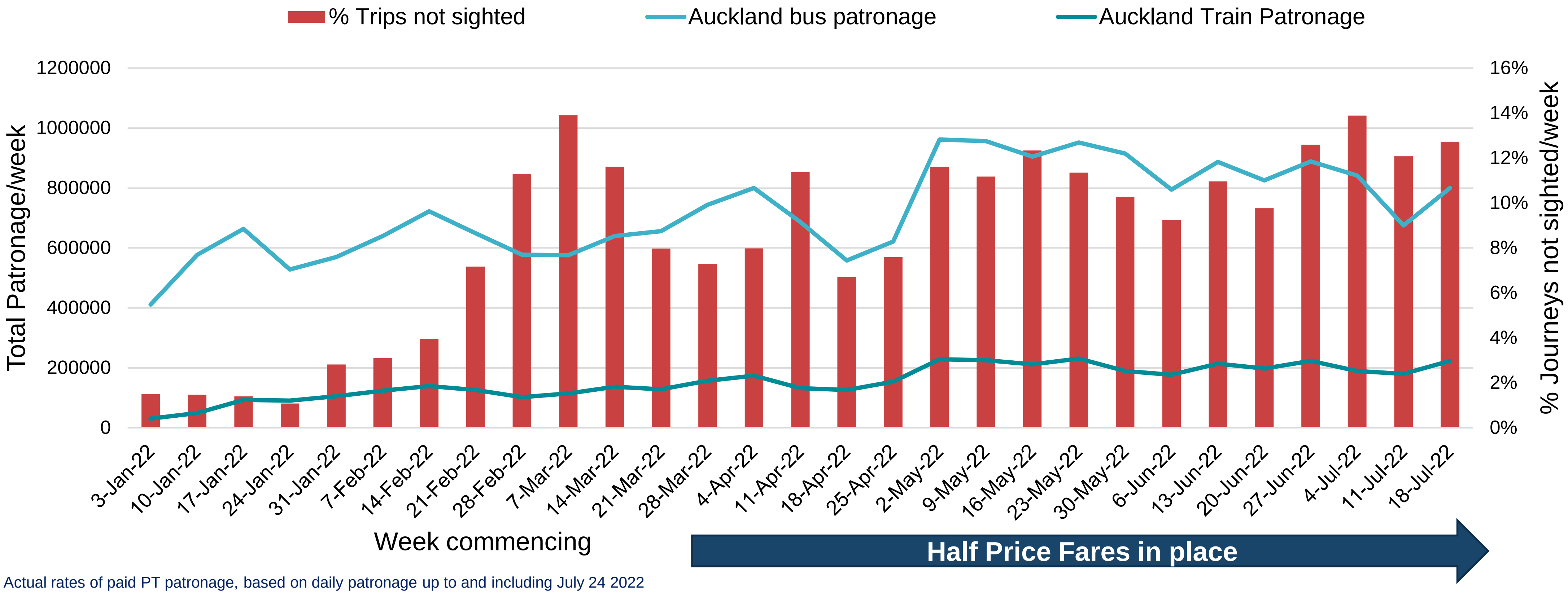
NB respondents answer on 0-10 scale where 0= extremely bad and 10 = excellent

Q15new Overall, how would you rate your overall experience of this IF MORE THAN ONE TRANSPORT USED AT Q24 ADD "part of your" journey?
Base:All who used Public Transport in their main mode in their last journey, Journey Monitor

▲ Indicates proportion is higher than total sample to a statistically significant extent
▼ Indicates proportion is lower than total sample to a statistically significant extent

Impact of disruptions and cancellations

Disruptions increased in Auckland since the start of the year, but patronage trended upwards into July. Here, service frequencies can be higher on some routes, so where a cancellation or delay occurs, a later bus or train is often taken and patronage counted. However, outside of major cities with more frequent services the impact may differ.



Actual rates of paid PT patronage, based on daily patronage up to and including July 24 2022

Weekly data is based off information from daily data supplied from Auckland Transport

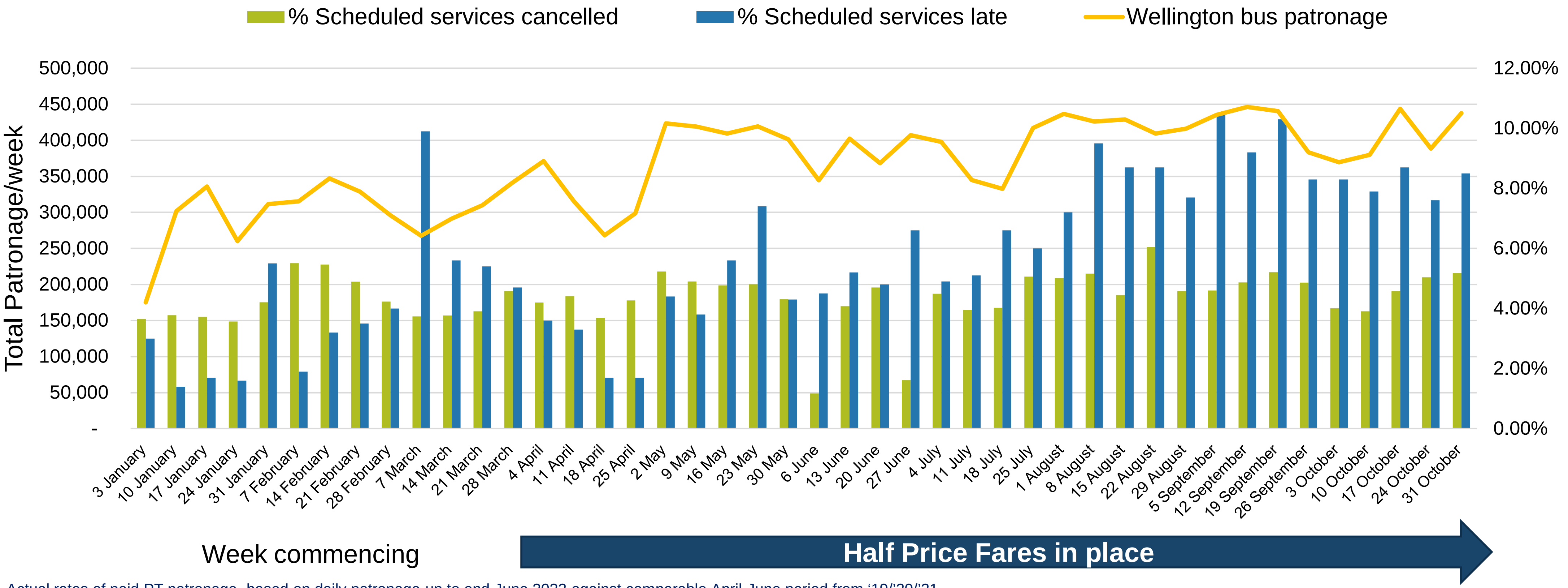
Proportion of scheduled trips not sighted in Auckland per week – not sighted includes any cancellations and other missed trip, including cases where cancellation is processed late by the operator and equipment areas

Weekly data is based off information from daily data supplied from Auckland Transport. Note, week of 21-Feb 2022 is first week of full timetable data for calendar year, data unavailable for 2-Jul 2022

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

Impact of disruptions and cancellations

In Wellington, recent months saw an increased share of late services, at 6% or above for 16 consecutive weeks, with cancelled services consistently at 4-5% in this time. By this time, patronage had begun to consistently exceed 400K per week, but did not increase any further.



Actual rates of paid PT patronage, based on daily patronage up to end June 2022 against comparable April-June period from '19/'20/'21

Weekly data is based off information from daily data supplied from GWRC

"Services cancelled" inverts bus reliability metric (percentage of scheduled services that actually ran, as tracked in RTI and Snapper systems), showing % scheduled services that do not meet these conditions

"Services delayed" inverts bus punctuality (bus departure from trip origin, leaving between one minute early and five minutes late), showing % scheduled services that do not meet these conditions

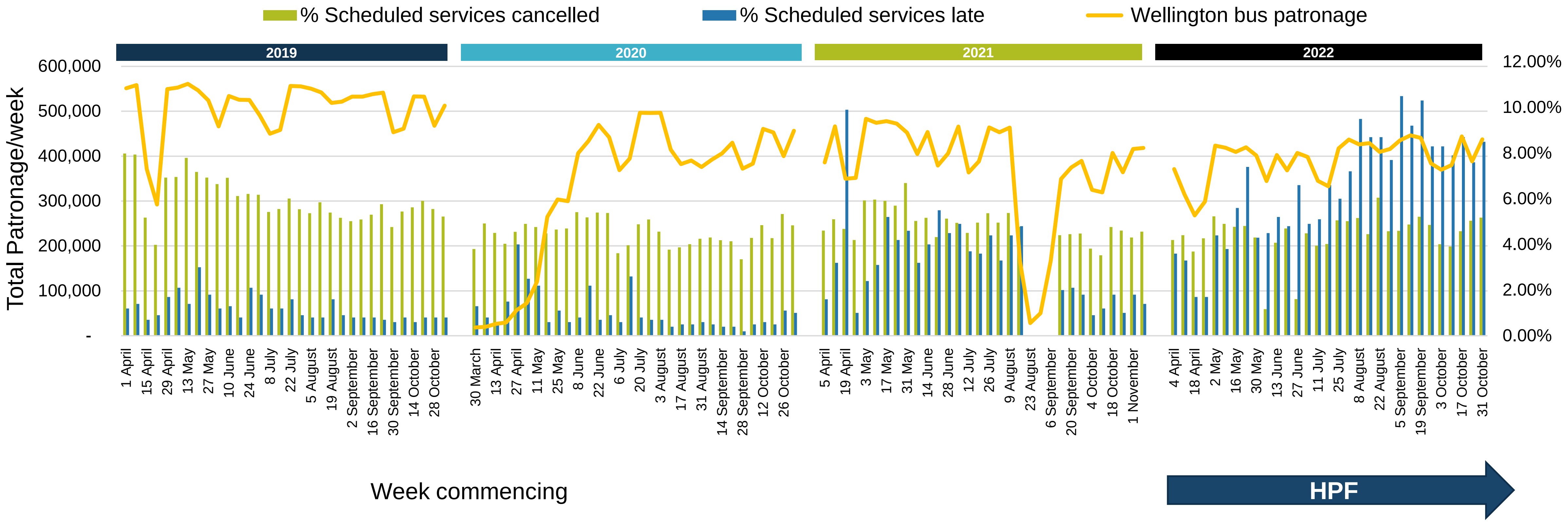
Data published by Metlink on https://www.metlink.org.nz/news-and-updates/surveys-and-reports/performance-of-our-network

Indicates a statistically significant increase from preceding time period

Indicates a statistically significant decrease from preceding time period

Impact of disruptions and cancellations

Taking a longer term view, late and cancelled services in 2022 have been consistently more common in Wellington than in the three preceding years. Despite the ending of the COVID protection framework, weekly patronage remains comparable with the end of 2020.



Actual rates of paid PT patronage, based on daily patronage up to end June 2022 2022 against comparable April-June period from '19/'20/'21

Weekly data is based off information from daily data supplied from GWRC

"Services cancelled" inverts bus reliability metric (percentage of scheduled services that actually ran, as tracked in RTI and Snapper systems), showing % scheduled services that do not meet these conditions

"Services delayed" inverts bus punctuality (bus departure from trip origin, leaving between one minute early and five minutes late), showing % scheduled services that do not meet these conditions

Data published by Metlink on https://www.metlink.org.nz/news-and-updates/surveys-and-reports/performance-of-our-network

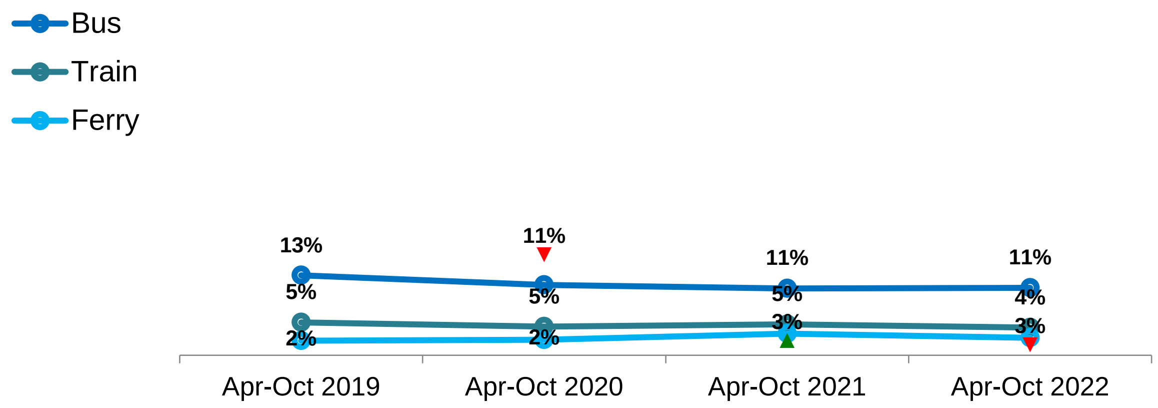
▲ Indicates a statistically significant increase from preceding time period

▼ Indicates a statistically significant decrease from preceding time period

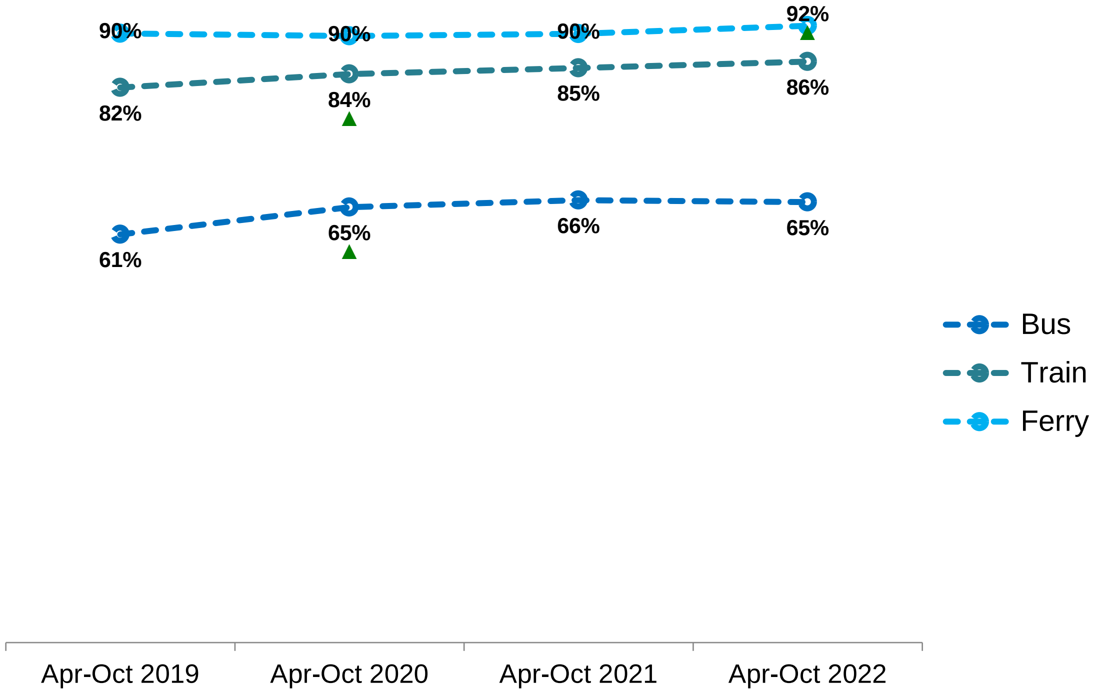
Public transport feasibility

Non PT users were no more likely to perceive buses, trains or ferries as a feasible alternative for their most recent journey during the HPF period. The proportion seeing buses as infeasible, for example, is still five points higher than it was in a comparable period of 2019.

% considering mode a realistic alternative



% consider mode <u>not a realistic</u> alternative



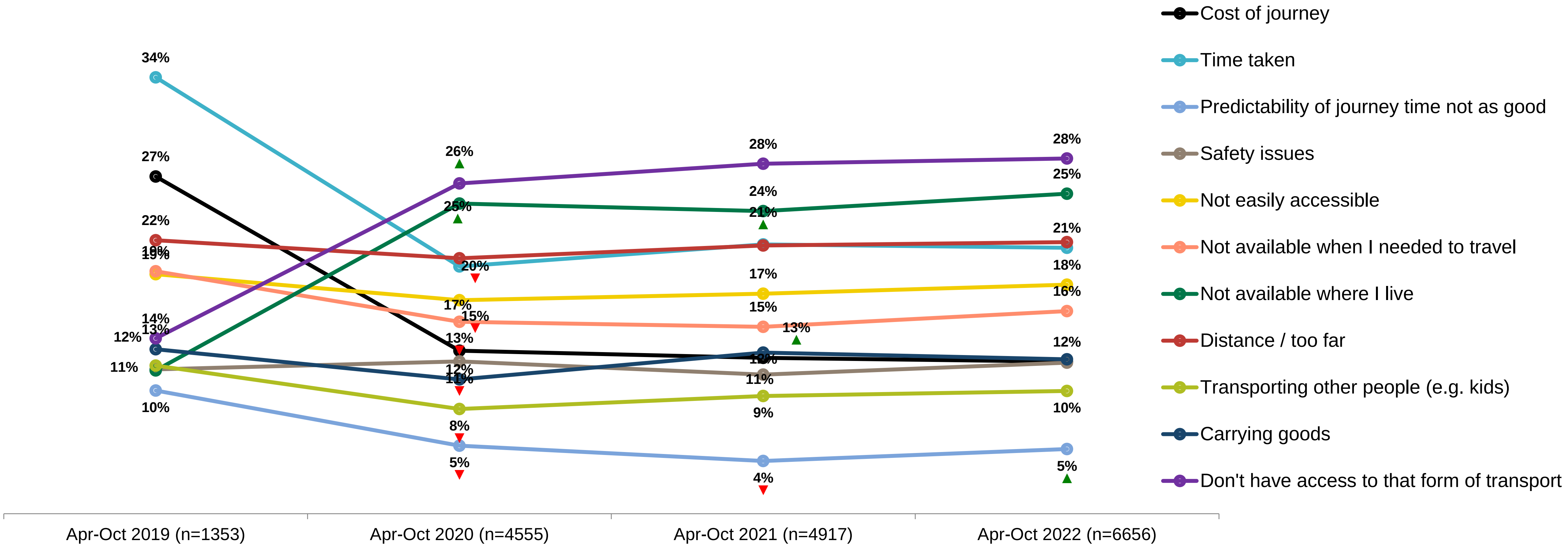
Q53. To what extent were each of these alternatives an option for you for that part of your journey.
Base: all not using that mode as main mode for most recent journey bus range (n=2,072- 4,815); train range (n=2,100-n=4,879); Ferry range (n=2,110 – 4,902) Journey Monitor survey Apr-2019 to Oct-2022

NB modes are rated on a 0 to 10 scale where 0= simply was not an option and 10 = a very realistic option. Realistic is analysed as all giving an 8-10 score, with 0-2 used for not realistic.

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

Reasons for bus infeasibility

Since 2019, journey cost has not been a particularly prominent reason for ruling out bus travel at this time of year. Instead, lack of access and not having bus services in the area continue to be the biggest barriers to bus usage.



Q54 What were the primary reasons for the bus not being an realistic option?
Base: all not using bus as main mode for most recent journey and considering it infeasible, bases in axes
Journey Monitor Apr-19 to Oct-22

NB reasons hidden from analysis if never mentioned by more than 10%. Hidden reasons include "Health issues prevent it from being an option", Lack of physical comfort", "Bad/no paths/routes" and "Too stressful"

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

Section summary

How important is price?

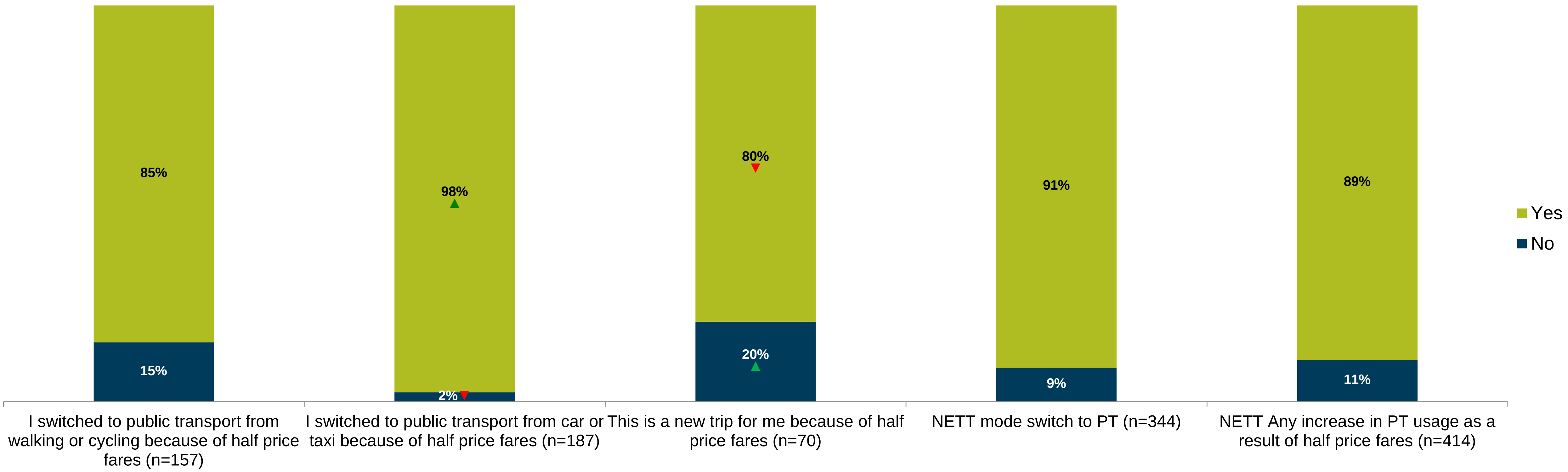
- Half-price fares appear to have acted in tandem with increasing fuel prices to drive mode switching from cars, vans and taxis. However, data to August suggested highways in some areas were as busy as in comparable periods of 2019.
- Switching to PT under half-price fares could help with travel costs: half of those switching from private vehicles indicated that travel costs were a big issue for them at the time.
- Recent analysis from before the half-price fares rollout indicates that private vehicles are chosen for common journeys even when they are more expensive in practice than public transport.
- As fuel prices have increased and half-price fares have been in effect, there has been a change in how price impacts travel: current PT users are less likely to report missing a necessary journey due to **expense** than those not using PT. The inverse was true in comparable periods of 2020.
    - However, cost considerations aren't the only factors impacting freedom to travel: PT users are still more likely to miss out on journeys overall, but for a wider array of reasons, personal health and disrupted services.
- With new trips on PT services, perceived value and affordability of journeys have improved. However, new travellers not as likely to give high ratings as those who were using the service anyway. They are also less positive about their overall experience, which, according to previous analysis, is not significantly impacted by affordability and is instead more influenced by accessibility and ease of use.
- While a combination of price factors may have provided the impetus for some PT trialism, particularly switching from cars, cost alone has not historically been sufficient to drive patronage. This does raise the question of whether HPFs will drive up patronage long term and whether the trialists that they brought in will continue to use under differing conditions.
- For those still not trialling PT services, price is not and never was the primary barrier, at least not since 2019. The majority of non users think of PT services as unrealistic alternatives for travel, primarily because such services are not available in their area or they do not have access.
- Evidence from Wellington shows higher than normal incidences of delayed bus services in the August to October period and little to no growth in the number of boardings. Lack of access, availability or not knowing how long a journey would take are key reasons that buses are rated infeasible by non-users.
    - If passengers try to take advantage of HPFs and cannot because of delayed and cancelled services, their PT patronage may not progress beyond trial and overall benefits of HPFs could be restricted.

Will additional public transport patronage be sustained?

Perceptions of value, affordability and journey ratings

Do new PT users intend to keep using?

Most of those making new PT journeys intend to use it again next month and this is highest among those who have switched from private vehicles. However, while new users intend to stick with PT, there may be other factors that prevent them from following through on these intentions.

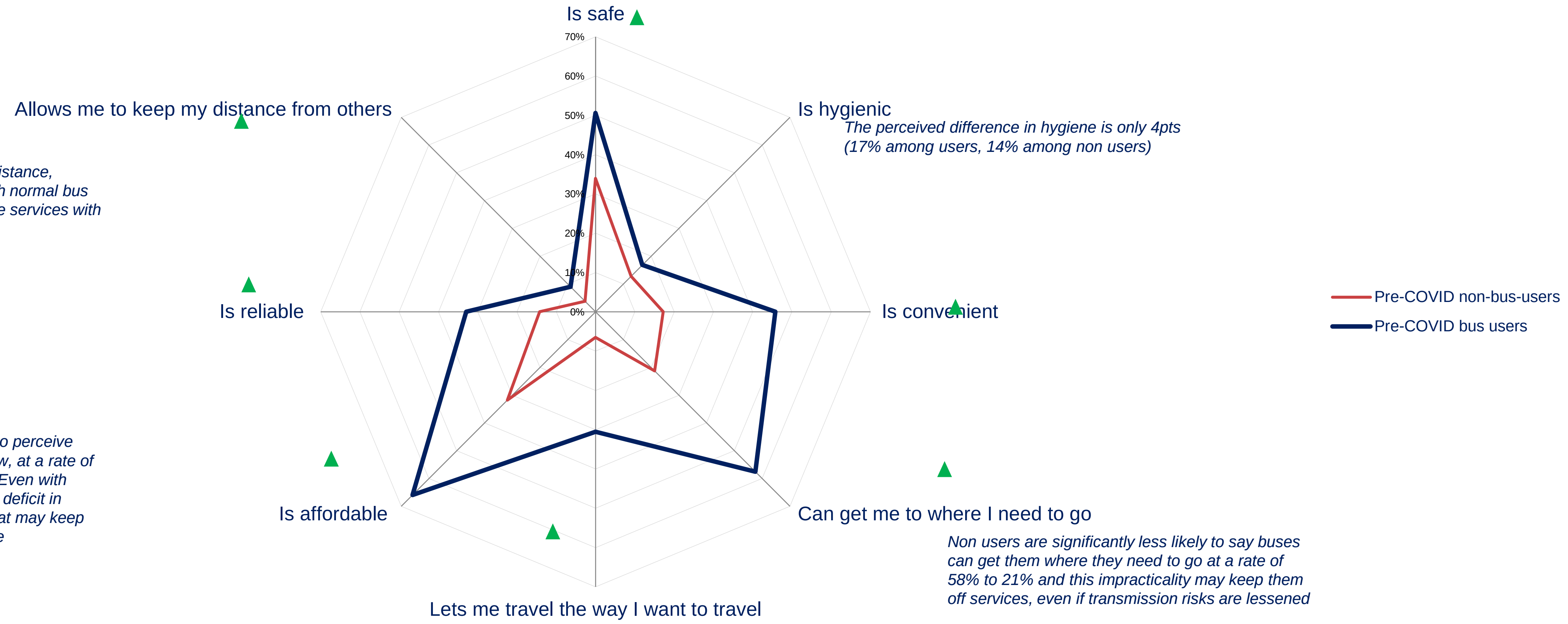


Q54E5 Would you take train, bus or ferry again in the next month?
Base: All taking new trips on PT during the past week, Journey Monitor, May-22 to Oct-22

▲ Indicates proportion is higher than total sample to a statistically significant extent
▼ Indicates proportion is lower than total sample to a statistically significant extent

Perceptions of buses among users and non-users

Analysis from COVID impact tracking in May showed significant differences in bus perceptions between habitual bus users (ie those who used before pandemic) and non-users in important *practical* areas.



The perceived difference in hygiene is only 4pts (17% among users, 14% among non users)

The perceived difference in ability to distance, though significant, is only 5 points, with normal bus users not particularly likely to associate services with this quality either

Habitual bus users are twice as likely to perceive buses as an affordable option right now, at a rate of 66% against just a third of non-users. Even with half-price fares in place, there is some deficit in perceived affordability of this option that may keep non-users from considering the service

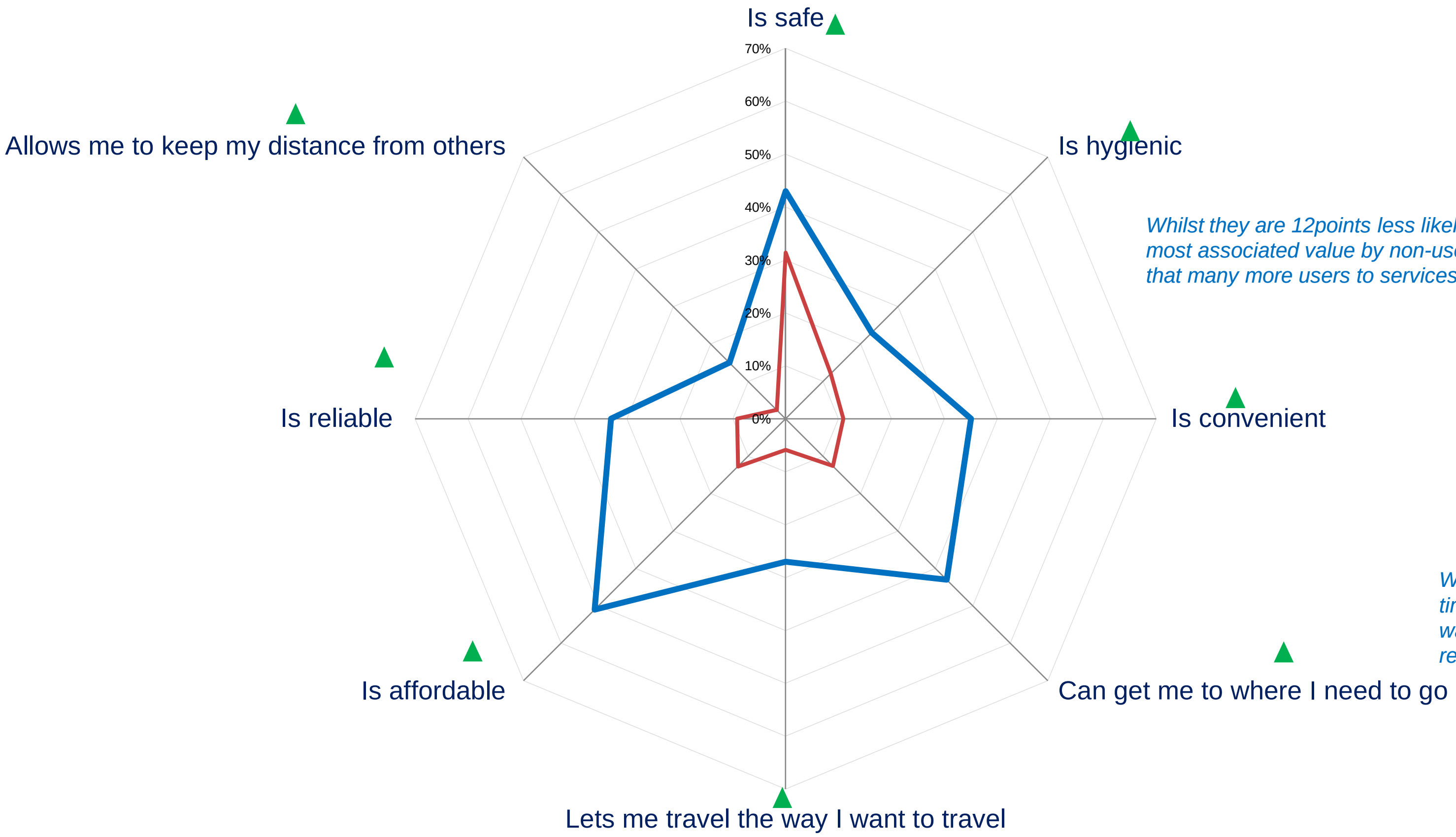
Non users are significantly less likely to say buses can get them where they need to go at a rate of 58% to 21% and this impracticality may keep them off services, even if transmission risks are lessened

QPTIMAGE. Image Statements - And which transportation methods would you currently associate with each of the following qualities?
Base: New Zealanders in May '22 who travel by bus normally (n=273); who do not travel by bus normally, but use other modes (n=921), COVID Impact tracking, May'22

▲ Indicates proportion is higher than total sample to a statistically significant extent
▼ Indicates proportion is lower than total sample to a statistically significant extent

Perceptions of trains among users and non-users

The same sorts of differences are apparent when comparing habitual users and non-users of trains, who do not see trains as convenient or practical for their needs.



Whilst they are 12points less likely to associate trains with this value, safety is the most associated value by non-users and improving safety perceptions may not bring that many more users to services.

With more limitations in rail service reach, normal train users are over 4 times more likely to see trains as a mode that lets them travel how they want and get them where they need. Where the network has no reach, it remains outside of consideration on these factors

QPTIMAGE. Image Statements - And which transportation methods would you currently associate with each of the following qualities?

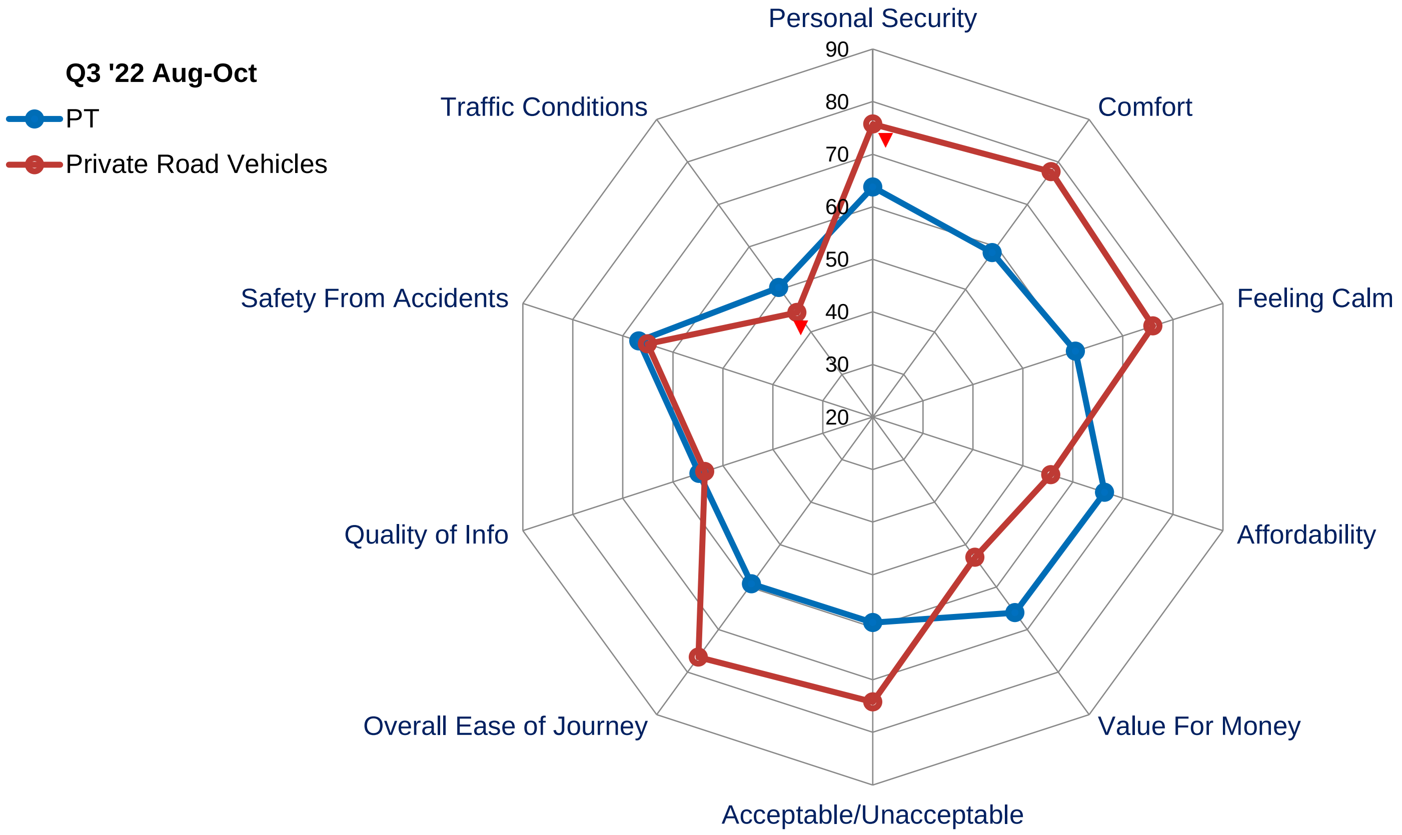
Base: New Zealanders in May '22 who travel by train normally (n=107); who do not travel by train normally, but use other modes (n=1,073) COVID Impact tracking, May'22

▲ Indicates proportion is higher than total sample to a statistically significant extent

▼ Indicates proportion is lower than total sample to a statistically significant extent

How have perceptions of modes changed?

Greater stability in fuel pricing did not improve perceived affordability or value for money of driving in Q3, remaining much lower than cost related aspects of PT journeys.

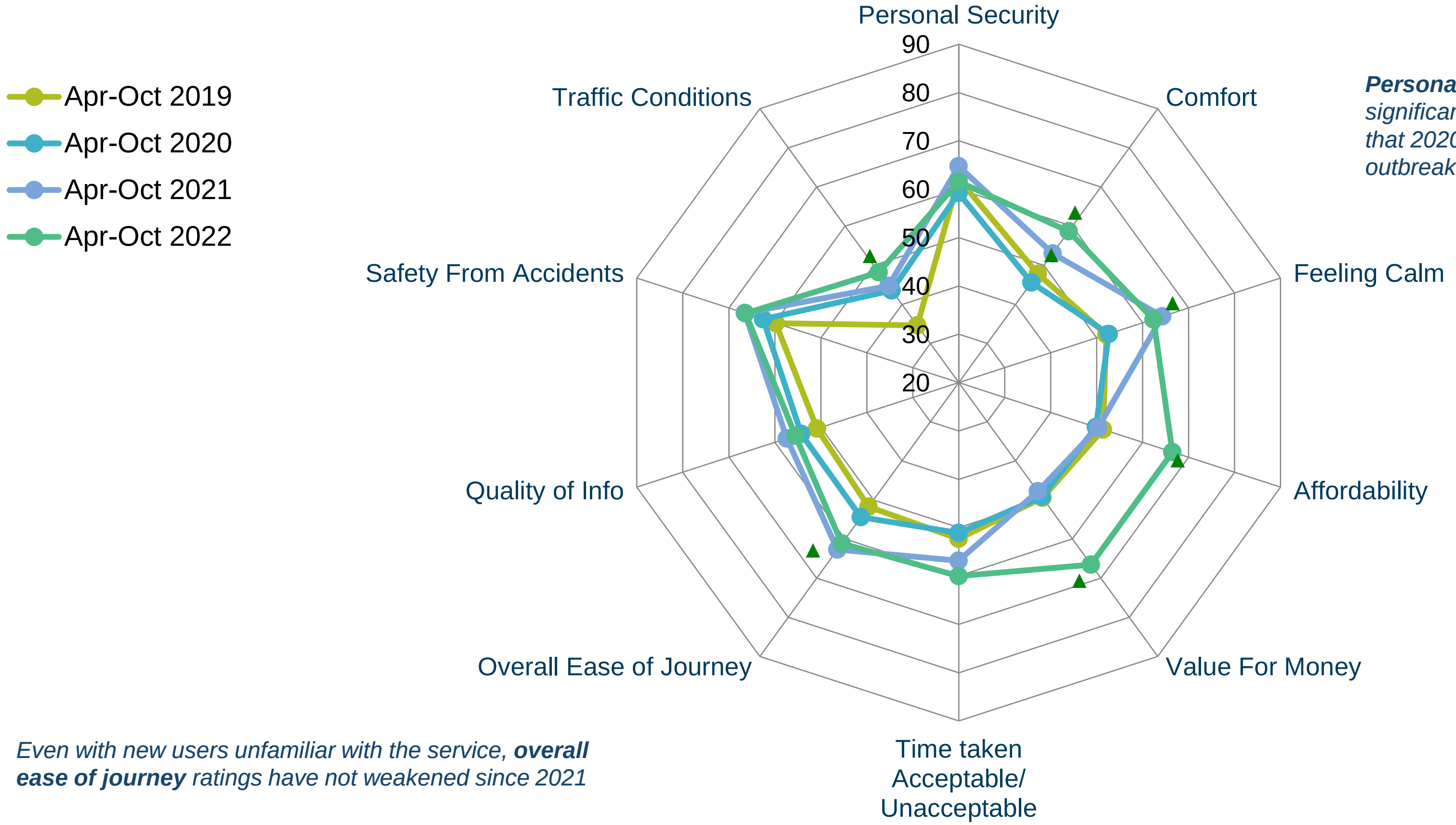


Most recent journey aspects of experience
Base: All using each mode as main mode in last journey, Private road vehicle (n=3,430); Public Transport (n=582); Journey monitor Aug-22 to Oct-22

▲ Indicates a statistically significant increase from same period 2021
▼ Indicates a statistically significant decrease from same period 2021

How have perceptions of PT changed?

Comparing the same six month period over the past three years, perceptions of PT among most recent journey users are improved overall. However, many areas improved significantly in 2021 and have held at a higher level since HPFs were introduced.



__Personal security__, __comfort and calmness__ all improved significantly between 2020 and 2021, although it should be noted that 2020 included multiple lockdowns from the first COVID outbreak

__Affordability and value for money__ remained stable for 2019,2020 and 2021. It's clear that there has been a significant uplift in these perceptions which correlates with half price fares.

Even with new users unfamiliar with the service, __overall ease of journey__ ratings have not weakened since 2021

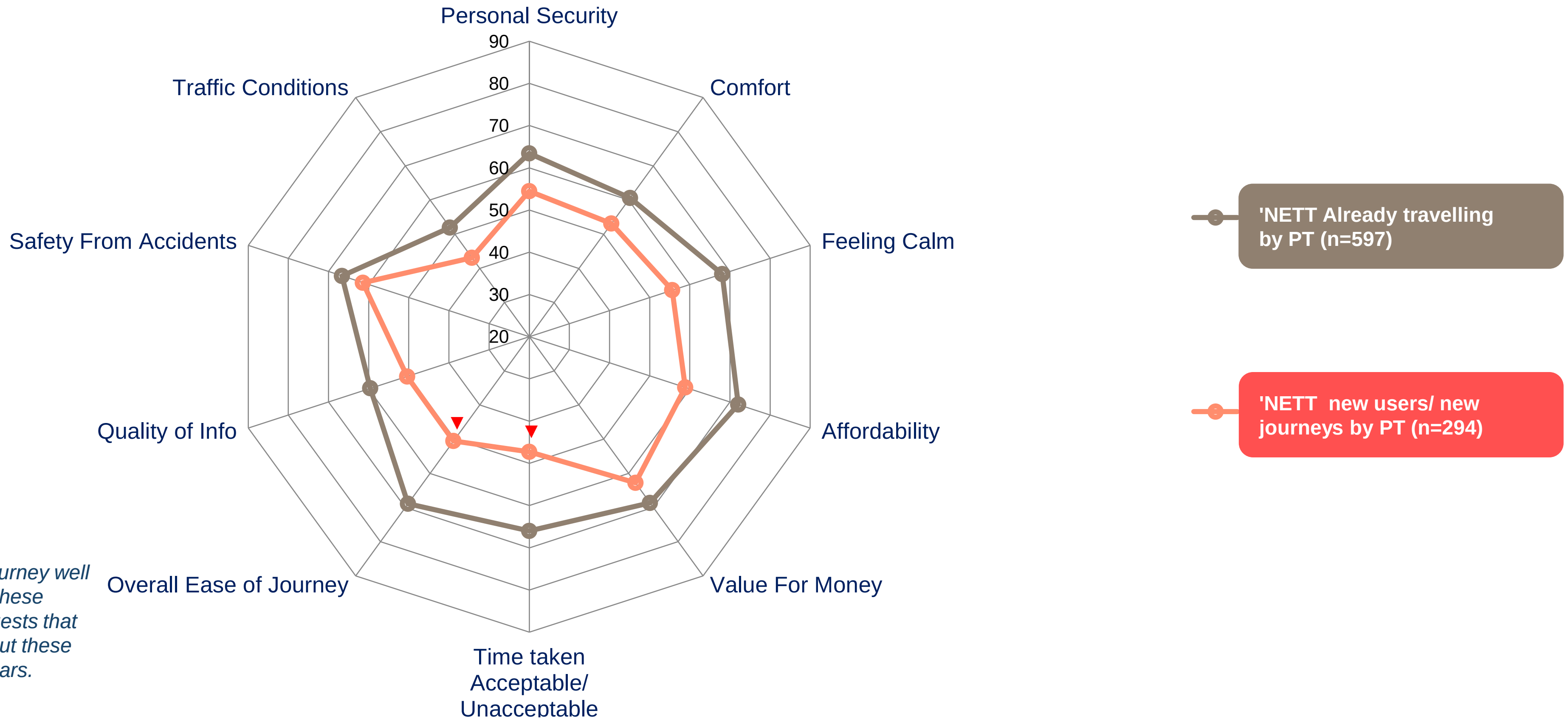
__Acceptability of time taken__ improved directionally during this 6 month period of 2022, so new users aren't likely to be finding their journeys to be too long, which may encourage repetition

Most recent journey aspects of experience
Base: All using Public Transport as main mode in last journey, Apr-Oct '19 (n=456) Apr-Oct'20 (n=493) Apr-Oct '21(n=530) Apr-Oct'22 (n=891)

▲ Indicates a statistically significant increase from preceding time period
▼ Indicates a statistically significant decrease from preceding time period

How do new travellers feel about PT journeys?

However, those who made *new* journeys on the service during the HPF period are much less positive in their ratings. If journeys prove difficult and take too long, they may not persist with PT as much as they say.



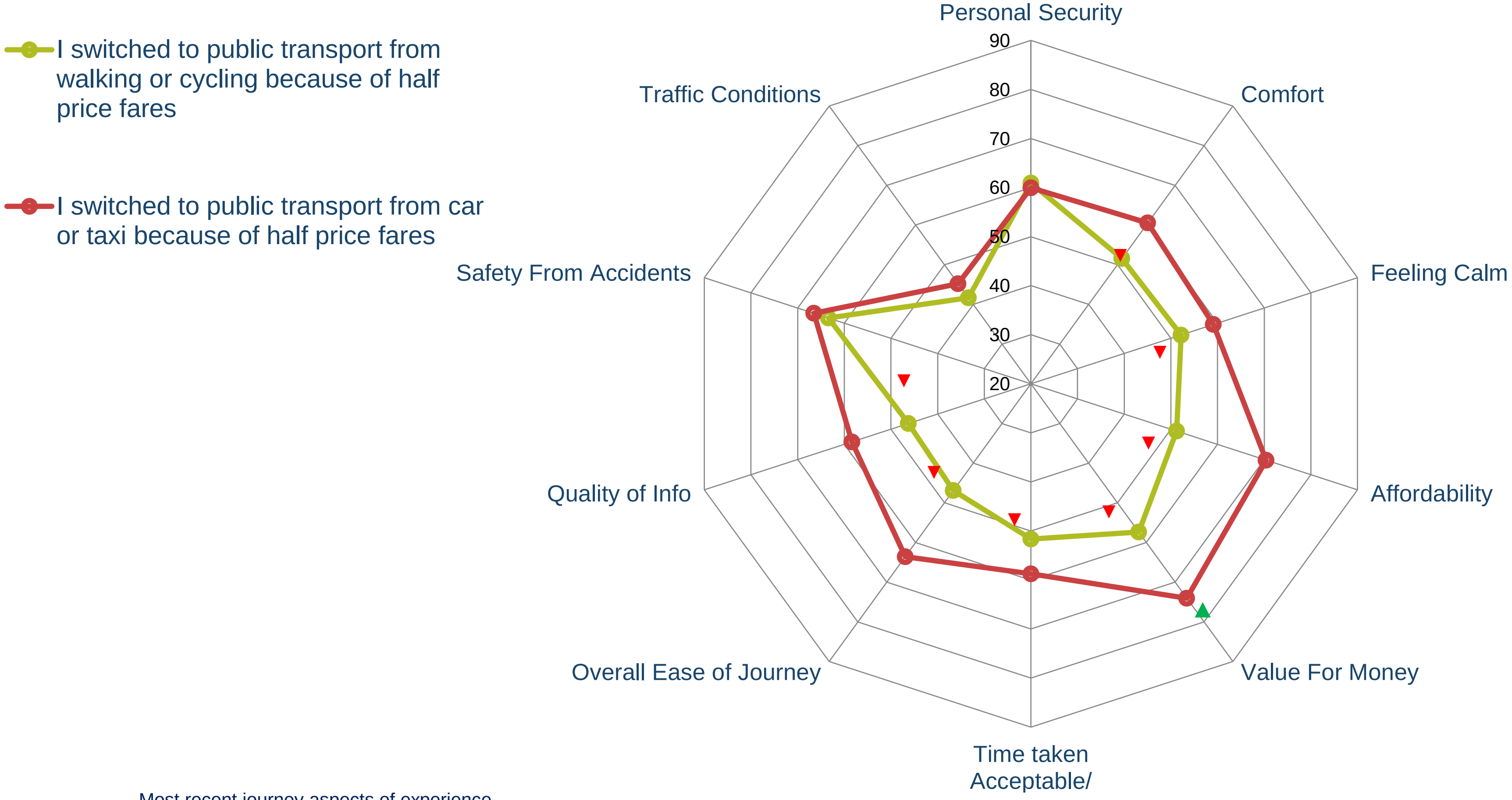
*New users were significantly less likely to rate their journey well for **overall easy** or **acceptability of time taken**, but these qualities have not gone down year on year. This suggests that habitual PT users are feeling much more positive about these aspects of their journey than they have in previous years.*

Most recent journey aspects of experience
Base: All using Public Transport as main mode in last journey Apr-Oct'22 making a new journey/mode switch (n=294) who would have travelled by PT anyway (n=597)

▲ Indicates proportion is higher than total sample to a statistically significant extent
▼ Indicates proportion is lower than total sample to a statistically significant extent

How do those switching from private vehicles differ?

In part this may be driven by some sub-groups of switchers. Those switching from active modes gave significantly lower ratings on multiple qualities. Those switching from cars or taxis feel cost benefits much more strongly.



*During a period where **fuel prices** are a significant concern, around three quarters of those switching from cars or taxis rated their PT journey highly on cost qualities.*

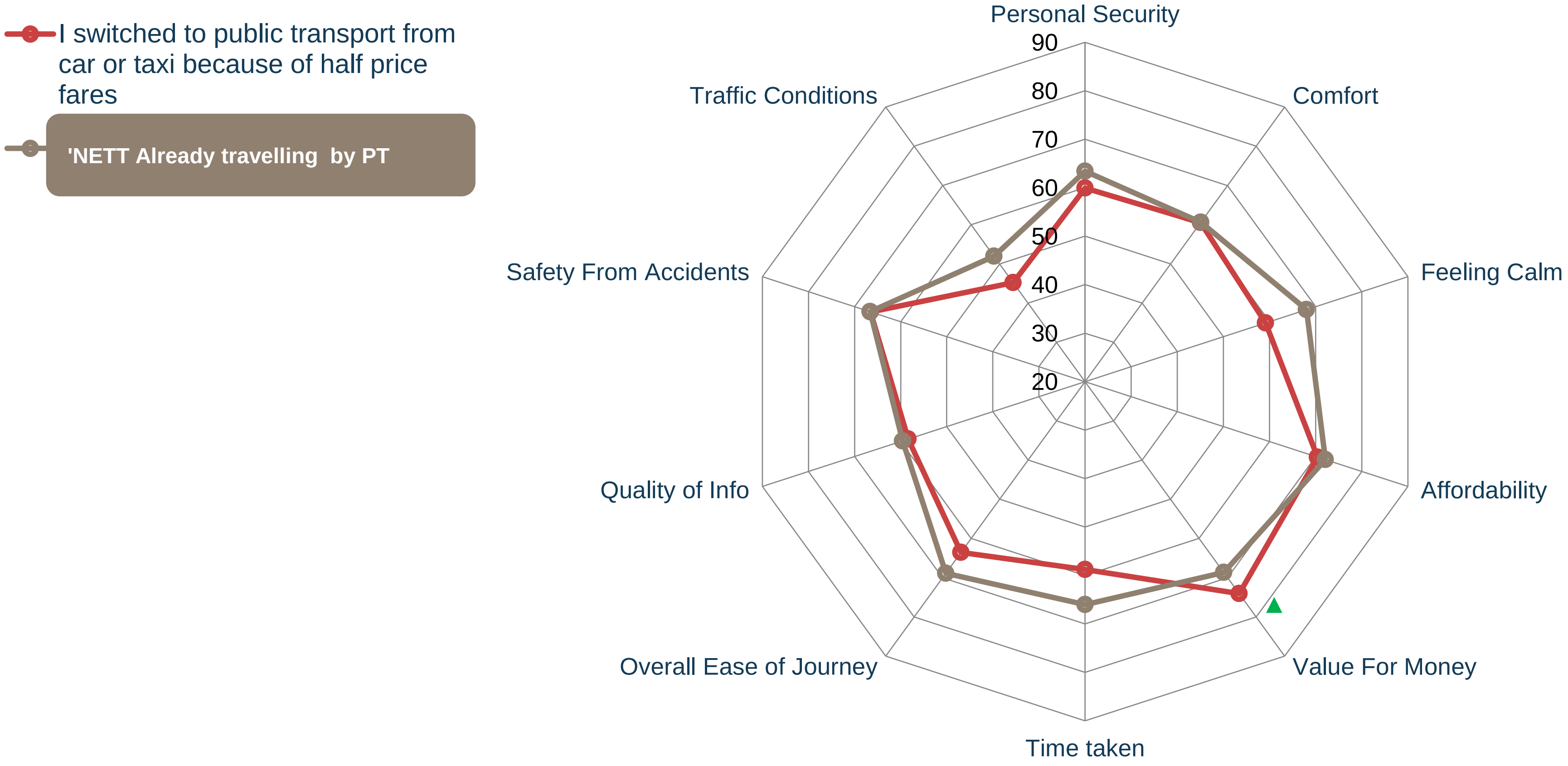
Switching from active modes would have meant going from some cost to paying a fare, even if it is half price, so the journey is less affordable in practice to the way it would otherwise have been conducted.

Most recent journey aspects of experience
Base: All using Public Transport as main mode in last journey Apr-Oct'22 who switched from walking or cycling (n=115) who switched from car or taxi(n=141)

▲ Indicates proportion is higher than total sample to a statistically significant extent
▼ Indicates proportion is lower than total sample to a statistically significant extent

How do those switching from private vehicles differ?

Those switching from private vehicles are also more likely to perceive value for money compared to habitual PT users, however they are not as positive about other aspects of the experience.



Most recent journey aspects of experience
Base: All using Public Transport as main mode in last journey Apr-Jul'22 who would have travelled by PT anyway (n=597) who switched from car or taxi(n=141)

▲ Indicates proportion is higher than total sample to a statistically significant extent
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Section summary

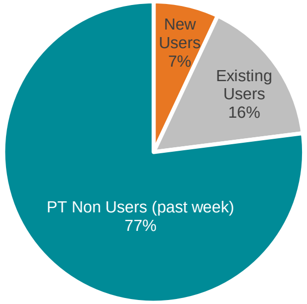
Could additional PT travel be sustained?

- There is a clear stated intent to continue using public transport among those making new trips. However, stated intent does not always lead to consistent action, so it is valuable to understand the extent to which the conditions are in place to turn those trialling public transport into long term adopters.
  - Stated intent to continue using PT is highest among those switching from private vehicles. This is one group that has indicated greater impact from fuel prices and cost of living in general and their continued patronage might be influenced by how long this factor persists.
  - This group has been one of the most positive sets of PT trialists when it comes to the affordability and value for money of their journey. However, they are no more likely to rate their PT journeys highly for practical considerations, like overall ease and time taken.
- Analysis from COVID-19 tracking in May showed that people who don't tend to use public transport do not associate it with practical considerations, like convenience and the ability to get them where they need to go.
- While perceptions of affordability and value have been lifted during this time, those on completely new PT journeys are significantly less positive about the overall ease of and the time taken to complete their journeys.
- With fuel prices no longer increasing as quickly as they were in the initial role out of half-price fares, mode-switching trialists who have not experienced sufficient *other* benefits from public transport usage could have more reasons to bring their public transport trial to an end.

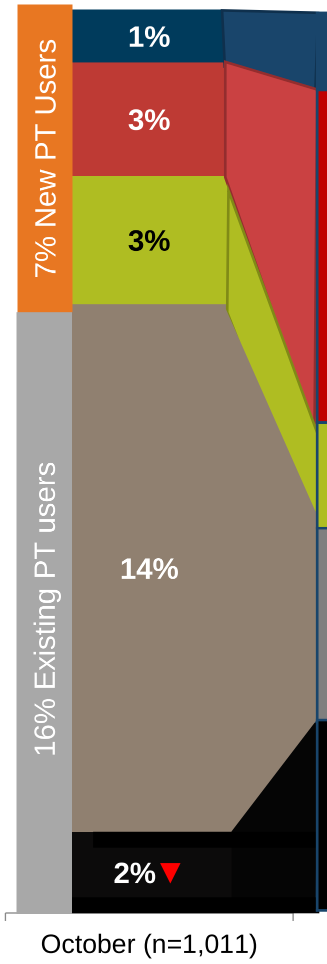
Data sources and analysis

Half-price fares

Impact on public transport



77% PT non – users in past week*: Price is not the main barrier. Often unrealistic to use PT in their area, for distance needed to travel, time taken or PT not available when needed to travel. Half price fares are not sufficient incentive to trial. Overall monitoring has not picked up any change in perceived feasibility of PT as an alternative mode for non users.



New Journey

Switch from Car/ Taxi

Switch from Walking/ Cycling

<u>New Users:</u>

Purpose: Public Transport (PT) continues to be mostly used for work journeys.
Where: New trips are where PT use is already high, e.g. CBD, suburbs, major metropolitan areas.
Who: New users are more likely to be younger people, New Zealanders of Asian backgrounds, higher income households, and those with more severe disability. These groups have greater presence in CBDs and suburbs and tended to be higher incidence PT users before half price fares. Half price fares have firstly benefitted groups for whom PT was already practical and accessible.
Accessibility: Half price fares have added journeys for New Zealanders who are unable to access non-PT modes, e.g. cannot drive themselves, are severely disabled or are concession card holders (Blind or Total Mobility cards).
Why: Fuel price and cost of living as well as greater confidence in PT were key reasons for switching or new journeys.
Travel Cost: Half of those taking new PT journeys are concerned about travel cost, existing PT users are not as concerned. New users are giving PT lower value and affordability ratings than existing PT users.

<u>New Journey:</u>
Auckland was the only region where more than 1% used PT for at least one new PT journey.

<u>Switch from Car / Taxi:</u>
Key drivers of new use: Switch to PT from vehicle triggered by HPF in tandem with fuel price and general cost of living. Fuel is around a dollar more per litre since 2019/20. Despite this similar traffic volumes to 2019 since HPF. Half of vehicle switchers reported that travel costs were an issue. Car switchers are most positive of all switchers about the affordability and value for money of their PT journey.
Retention: Most switching from car claim they will stick with PT next month, but stated intent does not always lead to consistent action. Some doubt as perceptions differ greatly between existing PT users and new PT car switchers in ease of journey and time taken being acceptable, and many other practical travel factors rate lower.
RISK: With decreasing fuel costs and if cost of living becomes less salient there will be a threshold where PT triallists will switch back to driving, even though true cost vehicle is more expensive than PT, unless they experience sufficient benefits from PT to switch long term.

<u>Switch from Walking / Cycling:</u>
Compared to those switching from private vehicles, switchers from active modes indicated: cost is less of a benefit, and overall many other journey factors were rated lower e.g. journey ease, quality of information.

Existing PT users- aware HPF

Existing PT users – not aware HPF

<u>Existing Users:</u>

Covid-19: Is still a concern among PT users, even as its impact on travel lessens overall.
Affordability and Value: PT users are more likely to agree that PT is affordable and offers value compared to new users.
Journey Experience: Value and affordability are of significantly lower importance than access and ease, may have a bigger role in mode selection but not in experience.
Accessibility: Fewer PT users missed 'beneficial' trips due to expense since HPF, but overall more beneficial trips are still missed by PT users (compared to non PT users). Reasons are more likely to be health, safety or security rather than cost.

<u>Existing PT Users – aware HPF</u>
Refer to 'existing users'.

<u>Existing PT users not aware of HPF:</u>
Awareness: A small proportion were not aware of HPF before travelling.
Overall awareness deficits among younger people, low income and shared households, but also among New Zealanders with disabilities, who often benefit from PT to get around.

Patronage: With the onset of Omicron and half-price fares the number of public transport users has not dropped significantly since 2021, but individuals make fewer trips as more PT commuters are working from home.
Fuel Prices: In July 2022 fuel was a dollar a litre more than the same period over the previous three years, price decreased towards October.

*** % of total adult population**

Summary of primary data sources

All primary data in this analysis is sourced from two existing surveys:

Waka Kotahi Customer Journey Monitor: a nationally representative monthly online survey of NZ adults 15+, usual sample n = c. 1,000. June and July surveys boosted to n = c. 2,000 adults to facilitate deeper half price fares analysis. Data are weighted each month to match the known sample universe for age and gender based on the 2018 census. Within analysis of most recent journey *only*, data are also weighted according to mode usage based on data from the New Zealand Household Travel survey. Targets are supplied by Waka Kotahi and weighting is processed by field and data supplier Dynata.

Waka Kotahi COVID Transport Impacts Survey: a nationally representative ad-hoc survey of NZ adults 15+, with boosts to major urban areas. Usual sample of n = c. 1,259. Data are weighted each wave to match the known sample universe for age, gender, region and ethnicity, based on the 2018 census. Targets are supplied and weighting processed by Ipsos. Note: targets for region weighting group the country into six regions, rather than the full 16 administrative regions. This is designed to mitigate the impact of over-sampling in Tauranga, Wellington city, Dunedin, Hamilton and Christchurch, which are down-weighted to normal population distributions.

Awareness and impact of half-price fares have been collected in both surveys in different ways:

- In relation to *most recent journey, main mode used* within the **Customer Journey Monitor** for April to October of 2022.
- In relation to *past week travel and mode usage* within the **COVID transport impacts survey** in May and the **Customer Journey Monitor** in May to October of 2022.

Sources are analysed either in isolation, or in a merged data set consisting of common variables (including demographic questions) from both surveys. Where datasets are merged, responses from each source retain their original weighting, with each source treated as a separate 'wave' of the research. Within this report, slide footers will clearly indicate the **project source**, **sample description** and (where not contained within graph axes) the bases for the relevant audiences.

Data sources are combined for analysis by Ipsos New Zealand.

Summary of non-survey data sources

- **Patronage data**: Actual rates of paid PT patronage, based on daily patronage up to and including October 31 2022, data supplied by Auckland Transport, Ecan and GWRC.
- **Counts of active travel cards**: AT Hop Card data count of active monthly customers by concession card type.
- **Ongoing retail fuel price data:** Discounted retail price of fuel, sourced from https://www.mbie.govt.nz, Data reported to MBIE weekly, data for this issue of the report was sourced on 14/11 with provisional pricing for October 2022
- **Traffic Data:** TMS Data – from seven day rolling average of light vehicle travel in each city, with:
  - AKL data combined from SH20 Hillsborough Rd On Ramp to Dominion Rd Off Ramp NB and - SH20 Hillsborough Rd On Ramp to Dominion Rd Off Ramp SB
  - Wellington data from NGAURANGA SH2 - Telemetry Site 4 – SB and 01N11068 - NGAURANGA SH1 - Telemetry Site 4 – SB
  - Christchurch data from Southern Motorway West of Wrights Rd Underpass-Inc and - Southern Motorway West of Wrights Rd Underpass-Dec
  - Dunedin data from BURNSIDE - Telemetry Site 63 – NB.
- **Pre-half-price-fares cost comparisons**: from report *Benchmarking Sustainable Urban Mobility*, Waka Kotahi report supported by TRA and WSP https://nzta.govt.nz/assets/resources/sustainable-urban-mobility-benchmarking/sustainable-urban-mobility-benchmarking-report.pdf
- **PT Disruptions**: Proportion of scheduled trips not sighted in Auckland per week – not sighted includes any cancellations and other missed trips, including cases where cancellation is processed late by the operator and equipment areas. Original source data at daily frequency, supplied by Auckland Transport.

For further information

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https://www.nzta.govt.nz/planning-and-investment/learning-and-resources/research-programme/

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