


OC250607

28 July 2025

Tēnā koe 

I refer to your email dated 30 June 2025, requesting the following under the Official Information Act 1982 (the Act):

*“For each year (financial or calendar, whatever is easiest) with the **10-year period 2015-2024**, please provide detailed information on how much your agency/crown entity has spent on the commissioning of surveys among adult New Zealanders (i.e. I am not interested in customer only surveys).*

*Within each of the 10 years, I seek a list of all such surveys – their name, cost (rounded to nearest \$5-\$10k is fine), sample frame and sample size, and their purpose (i.e. performance measurement, informing investment, or other – please state reason).”*

The table attached as Annex 1 outlines the 49 surveys that are in scope of your request. The information is released to you in full.

You have the right to seek an investigation and review of this response by the Ombudsman, in accordance with section 28(3) of the Act. The relevant details can be found on the Ombudsman’s website [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz)

The Ministry publishes our Official Information Act responses and the information contained in our reply to you may be published on the Ministry’s website. Before publishing we will remove any personal or identifiable information.

Nāku noa, nā



Hilary Penman  
**Manager, Ministerial & Executive Services**

## Annex 1: Ministry of Transport Surveys Among Adult New Zealanders 2015 - 2024

Survey name	Cost (\$000's)	Sample frame	Sample size	Purpose
<b>2015</b>				
Front Seatbelt Survey (adults)	40	274 sites around NZ, with observations between 10am and 12 pm on working weekdays in the school term, to look at front seat adults	95,013 cars	An observational survey to measure seatbelt wearing rates by adults in the front seat of vehicles, to assess legal compliance and the effect of road safety legislation, enforcement and publicity programs.
Child Restraint Survey	30	112 sites throughout New Zealand	7,100 cars	This was a national survey of restraint use in New Zealand by children aged 5–9 years old. Children in more than 7,100 cars were observed at 112 sites throughout New Zealand. Sites were surveyed during school holidays. To determine national wearing rates, the rates for local authorities were weighted to adjust for the proportion of the national population aged 5-9 years in each local authority.
MoT 2015 Speed Survey	153	70 open road and 66 urban sites	14,632 cars on open roads, 19,520 cars on urban roads. 3,117 heavy vehicles on open roads, 953 heavy vehicles on urban roads	An observational survey to monitor changes in free speeds of vehicles in both 100km/h speed limit areas and main urban 50km/h areas. Monitoring the speeds of unimpeded vehicles provided a measure of driver choice of speed. This provided information on the effectiveness of speed management measures and for developing safety policies.
Household Travel Survey	680	1600 households spread representatively across NZ	3849 people	<p>The New Zealand Household Travel Survey measures the travel New Zealanders do by asking everyone in randomly selected households to record their travel over 2 days.</p> <p>The results offer valuable insights into how, when and why New Zealanders travel and how this changes. It provides vital information for developing road safety, roading, public transport, pedestrian and cycling policies.</p>
Panel Survey for Household Travel	20	862 Individuals who completed the Household Travel Survey	390 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
<b>2016</b>				

Survey name	Cost (\$000's)	Sample frame	Sample size	Purpose
Roadside Alcohol Survey - Apr-Jun	112	Observations collected by supplier staff accompanying police for select sites during Police roadside testing operations. The operations are held 10pm to 2am on non-holiday weekends from February to May. The sites were chosen randomly from 50km/h speed limit roads across the entire country. Police breath testing operations could be affected by other Police matters, which could affect the sample frame and the results.	28,481 tests	To monitor driver breath alcohol levels in peak drinking times, by measuring percentages of drivers stopped who were over various breath alcohol levels.
Road Safety Survey- May 2016	128	All people aged 15 years of age or more who are usually resident in permanent private dwellings were eligible for selection as respondents. A minimum of 100 adults was sampled in each of the 14 Local Government Regions	1,666 people	To gather the New Zealand public's attitudes to road safety.
Public Attitudes to Road Safety Survey	64	All people aged 15 years of age or more who are usually resident in permanent private dwellings in NZ	1,666 people	Face to face interview survey to measure NZ attitudes to road safety, by gathering comparable measurements of public attitudes and self-reported behaviours to assess the effects of road safety legislation, enforcement, and publicity programmes.
Child Restraint Surveys – Oct 2016	30	112 sites throughout New Zealand	5,400 Cars	This was a national survey of child restraint use in New Zealand by children under 5 years old in October 2016. Children in more than 5,400 cars were observed at 112 sites throughout New Zealand. Sites were surveyed during school hours in the school term in order to target pre-schoolers. Results were weighted to reflect the population under five years in each local authority.
Household Travel Survey	612	1600 households spread representatively across NZ	4339 people	<p>The New Zealand Household Travel Survey measures the travel New Zealanders do by asking everyone in randomly selected households to record their travel over 2 days.</p> <p>The results offer valuable insights into how, when and why New Zealanders travel and how this changes. It provides vital information for developing road safety, roading, public transport, pedestrian and cycling policies.</p>
Panel Survey 1 for Household Travel	12	1104 Individuals who completed the Household Travel Survey	500 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Panel Survey 2 for Household Travel	12	2301 Individuals who completed the Household Travel Survey	507 people	Each year additional surveys are provided to a panel of willing Household travel survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.

Survey name	Cost (\$000's)	Sample frame	Sample size	Purpose
Panel Survey 3 for Household Travel	12	3010 Individuals who completed the Household Travel Survey	445 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
<b>2017</b>				
Household Travel Survey	612	1600 households spread representatively across NZ	4186 people	<p>The New Zealand Household Travel Survey measures the travel New Zealanders do by asking everyone in randomly selected households to record their travel over 2 days.</p> <p>The results offer valuable insights into how, when and why New Zealanders travel and how this changes. It provides vital information for developing road safety, roading, public transport, pedestrian and cycling policies.</p>
Panel Survey 1 for Household Travel	20	3471 Individuals who completed the Household Travel Survey	1008 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Panel Survey 2 for Household Travel	20	3452 Individuals who completed the Household Travel Survey	644 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Panel Survey 3 for Household Travel	20	3069 Individuals who completed the Household Travel Survey	694 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Roadside Alcohol Survey June 2017	217	Observations collected by supplier staff accompanying police for select sites during Police roadside testing operations. The operations are held 10pm to 2am on non-holiday weekends from February to May. The sites were chosen randomly from 50km/h speed limit roads across the entire country. Police breath testing operations could be affected by other Police matters, which could affect the sample frame and the results.	27,397 tests	To monitor driver breath alcohol levels in peak drinking times, by measuring percentages of drivers stopped, who were over various breath alcohol levels.



Survey name	Cost (\$000's)	Sample frame	Sample size	Purpose
Roadside Alcohol Survey 2017	34	Observations collected by supplier staff accompanying police for select sites during Police roadside testing operations. The operations are held 10pm to 2am on non-holiday weekends from February to May. The sites were chosen randomly from 50km/h speed limit roads across the entire country. Police breath testing operations could be affected by other police matters, which could affect the sample frame and the results.	25,054 tests	To monitor driver breath alcohol levels in peak drinking times, by measuring percentages of drivers stopped, who were over various breath alcohol levels. Undertaken periodically from 1997 to 2017.
<b>2018</b>				
Survey of Aucklanders' Sentiment Towards Moving the Auckland Port	21	Online survey of Aucklanders	500 people	A short online survey of Aucklanders' sentiment towards moving the Auckland Port.
Household Travel Survey	663	1600 households spread representatively across NZ	4570 people	<p>The New Zealand Household Travel Survey measures the travel New Zealanders do by asking everyone in randomly selected households to record their travel over 2 days.</p> <p>The results offer valuable insights into how, when and why New Zealanders travel and how this changes. It provides vital information for developing road safety, roading, public transport, pedestrian and cycling policies.</p>
Panel Survey 1 for Household Travel	31	3795 Individuals who completed the Household Travel Survey	762 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Panel Survey 2 for Household Travel	36	3267 Individuals who completed the Household Travel Survey	745 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
<b>2019</b>				
Household Travel Survey	651	1600 households spread representatively across NZ	5550 people	The New Zealand Household Travel Survey measures the travel New Zealanders do by asking everyone in randomly selected households to record their travel over 2 days. The results offer valuable insights into how, when and why New Zealanders travel and how this changes. It provides vital information for developing road safety, roading, public transport, pedestrian and cycling policies.

Survey name	Cost (\$000's)	Sample frame	Sample size	Purpose
Panel Survey 1 for Household Travel	40	4146 Individuals who completed the Household Travel Survey	772 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Panel Survey 2 for Household Travel	38	4146 Individuals who completed the Household Travel Survey	941 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
<b>2020</b>				
Household Travel Survey	709	1600 households spread representatively across NZ	3078 people	<p>The New Zealand Household Travel Survey measures the travel New Zealanders do by asking everyone in randomly selected households to record their travel over 2 days.</p> <p>The results offer valuable insights into how, when and why New Zealanders travel and how this changes. It provides vital information for developing road safety, roading, public transport, pedestrian and cycling policies.</p>
Panel Survey 1 for Household Travel	40	4500 Individuals who completed the Household Travel Survey	1185 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Panel Survey 2 for Household Travel	40	4500 Individuals who completed the Household Travel Survey	1291 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
<b>2021</b>				
Household Travel Survey	701	1600 households spread representatively across NZ	7122 people	<p>The New Zealand Household Travel Survey measures the travel New Zealanders do by asking everyone in randomly selected households to record their travel over 2 days.</p> <p>The results offer valuable insights into how, when and why New Zealanders travel and how this changes. It provides vital information for developing road safety, roading, public transport, pedestrian and cycling policies.</p>
Panel Survey 1 for Household Travel	40	4000 Individuals who completed the Household Travel Survey	972 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Panel Survey 2 for Household Travel	40	4000 Individuals who completed the Household Travel Survey	933 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.

Survey name	Cost (\$000's)	Sample frame	Sample size	Purpose
Search and Rescue Awareness and Distress Beacons Survey	58	Online survey using Kantar's research panel. A panel of over 100,000 New Zealanders	251 people	To better understand the New Zealand public's expectations of search and rescue services
<b>2022</b>				
June 2022 Community Connect baseline survey	89	Online panel, MSD newsletter, Hardcopy	299 people	This initial phase of evaluation was undertaken to collect baseline data prior to the launch of the Community Connect initiative to better understand Community Service Card (CSC) holders' transport needs, usage and barriers generally, and in particular their public transport usage, opinions and preferences. As the nationwide half price fare scheme was launched directly prior to launch of the survey, it also includes the impact of half price fares on perception and usage amongst both CSC and non-CSC holders.
Household Travel Survey	715	1600 households spread representatively across NZ	3620 people	The New Zealand Household Travel Survey measures the travel New Zealanders do by asking everyone in randomly selected households to record their travel over 2 days. The results offer valuable insights into how, when and why New Zealanders travel and how this changes. It provides vital information for developing road safety, roading, public transport, pedestrian and cycling policies.
Panel Survey 1 for Household Travel	40	4000 Individuals who completed the Household Travel Survey	993 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Panel Survey 2 for Household Travel	40	4000 Individuals who completed the Household Travel Survey	985 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Community Connect Research	63	Research methodology included 3 mediums for which interviews were conducted: online panel (17/08/22 – 16/09/22), MSD newsletter (24/08/22 – 4/10/22) & hard copy (24/08/22 – 6/10/22)	3,128 people	In 2022, the Ministry of Transport conducted baseline research to understand the transport attitudes, perceptions and behaviours of Community Service Card holders before the Community Connect programme launched in July 2023. The survey was run between August and October 2022 which was over the period that universal half price public transport fares were available. Survey questions included respondents' reasons for travel, their chosen modes of transport, and the impacts of costs and public transport issues on their travel choices
Coastal and water safety survey	31	Respondents drawn from Kantar online consumer panels	1083 people	To provide measures which demonstrate people's attitudes and behaviours and how they change over time
<b>2023</b>				



Survey name	Cost (\$000's)	Sample frame	Sample size	Purpose
Volunteer Survey Reports for Coastguard	11	Volunteers of the Non-Government Organisations (NGOs) involved in the Search and Rescue sector	2826 people	To survey the volunteers of the Search and Rescue NGOs to help inform organisational change
All of Government Land recreation users quarterly survey	41	New Zealanders aged 18 and over who participate in land-based recreational activities - sourced using online consumer panels	3,124 people	The New Zealand Search and Rescue Secretariat commissioned Verian (formerly Kantar Public) to undertake ongoing tracking of participation in land-based recreational activities in Aotearoa New Zealand. The research is designed to provide evidence for guiding effort and investment to promote safe outcomes for land-based recreational users and reduce demand on search and rescue services.
Household Travel Survey	806	1600 households spread representatively across NZ	3,388 people	<p>The New Zealand Household Travel Survey measures the travel New Zealanders do by asking everyone in randomly selected households to record their travel over 2 days.</p> <p>The results offer valuable insights into how, when and why New Zealanders travel and how this changes. It provides vital information for developing road safety, roading, public transport, pedestrian and cycling policies.</p>
Panel Survey 1 for Household Travel	40	4000 Individuals who completed the Household Travel Survey	878 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Panel Survey 2 for Household Travel	40	4000 Individuals who completed the Household Travel Survey	915 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
<b>2024</b>				
Heavy Vehicles Road operator decision survey	106	Interviews were conducted online (self-completion). Respondents were recruited from Ipsos panels	161 people	This research aimed to help develop an understanding of the operational and financing decisions heavy road vehicle operators face when deciding what vehicles to use. This was intended to help inform modelling around how different policy decisions might affect zero- and low emissions heavy vehicle uptake. In turn, help inform policy design around providing incentives or removing barriers to zero and low emissions vehicle uptake in the heavy fleet.
Household Travel Survey	836	1600 households spread representatively across NZ	3,035 people	<p>The New Zealand Household Travel Survey measures the travel New Zealanders do by asking everyone in randomly selected households to record their travel over 2 days.</p> <p>The results offer valuable insights into how, when and why New Zealanders travel and how this changes. It provides vital information for developing road safety, roading, public transport, pedestrian and cycling policies.</p>
Panel Survey 1 for Household Travel	20	4300 Individuals who completed the Household Travel Survey	783 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.



Survey name	Cost (\$000's)	Sample frame	Sample size	Purpose
Panel Survey 2 for Household Travel	20	4300 Individuals who completed the Household Travel Survey	818 people	Each year additional surveys are provided to a panel of willing Household Travel Survey participants around public attitudes to public transport and active transport. These panels can be conducted multiple times a year.
Volunteer Survey Report for Surf Life Saving	7	Individuals that had experienced burn out from 74 surf life saving clubs	23 qualitative interviews	This investigative study aims to unravel the interconnected factors contributing to volunteer stress and burnout within Surf Life Saving New Zealand. The project's key findings will centre around the subjective well-being of Surf Life Saving New Zealand volunteers and the associated positive or negative impacts created. For Surf Life Saving New Zealand's volunteer culture to thrive in the present and remain relevant in the future, it must seize the opportunity to be agile and adapt. A deep dive into the causes of volunteer stress and burnout is needed!