

10172 (2026): What surveys or polling, if any, have been commissioned by any department or entity for which the Minister is responsible since 27 November 2023, listed by department or entity, the organisation commissioned to conduct the survey or poll, the subject matter, the date commissioned, and the total cost?

The table below shows the polls, surveys and market research that NZTA undertook between 2023-2026. NZTA also funds a National Land Transport Programme (NLTP) research programme where some of the research projects may include surveys as a component of the research process/methodology. The costs for this work are part of the overall research contract and not contracted individually or separately. The published research reports and a list of active research projects are available on the NZTA website.

In addition to the list provided, on occasion, we undertake polls and surveys as part of our regular public engagement operations, for example to consult with local communities on potential options for projects, programmes and road maintenance works. This work is considered out of scope for this question and has not been included in the response.

For programmes starting before the 2025-26 financial year, costs listed are current year spend.

Item	Who	Date work commenced	Date completed (or expected date if not yet completed)	Estimated total cost for this financial year (\$ excl. GST)	Were tenders invited?	If yes, how many were received?
Customer Journey Monitor	Dynata (sample sourcing). Ipsos (Data processing). In-house reporting using Infotools Harmoni platform	July 2018	Ongoing, reported quarterly	113,700 Dynata 45,100 Ipsos	Secondary procurement under All of Government Consultancy Services panel	N/A
State Highway User Experience Survey	Verian	September 2019	Ongoing, reported quarterly	206,400	Yes, tenders were invited. Three tenders were received; NZTA procurement procedures followed.	3
Qualitative audience research and concept testing to inform the development of new road safety advertising material	Ipsos Ltd	August 2023	Ongoing	99,471	Yes. Included in Education and Marketing customer tracking research RFP	8

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Survey of audience responses to road safety advertising	Ipsos Ltd	August 2023	Ongoing continuous survey	320,574	Yes. Included in Education and Marketing customer tracking research RFP	8
Stakeholder Survey	Verian	April 2020	Annual September	39,188	Secondary procurement under All of Government Consultancy Services panel	N/A
Public Sector Reputation Index	Verian	September 2023	Annual September	7,100	Module in Syndicated research. Secondary procurement under All of Government Consultancy Services panel	N/A
Understanding and improving engagement with Māori	Smith Business Consulting	July 2022	Annual, timing TBC	30,090	Specialist providers were approached in accordance with procurement rules	N/A
Survey of urban adults' attitudes and perceptions of cycling and walking	TRA	May 2020	Ongoing, reported quarterly	135,709	Secondary procurement under All of Government Consultancy Services panel	N/A
Voice of Customer Pilot – Digital Experience Survey	Camorra Research	June 2024	June 2026	120,000	Secondary procurement under All of Government Consultancy Services panel	N/A
Road User Safety Monitor	Verian	July 2024	Continuous	122,700	Secondary procurement under All of Government Consultancy Services panel	N/A
Public Attitudes to Road Safety Survey	Verian	July 2020	June 2024	241,895	Secondary procurement under All of Government Consultancy Services panel	N/A

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Household travel nationwide sample boost	Ministry of Transport (MoT) and Ipsos (Formerly CBG Health Research/Reach Aotearoa, which was acquired by Ipsos)	February 2022	Continuous	1,775,140*	No, direct appointment via MoT syndicated research. Mot retendering master contract for 2025-26 year.	N/A
Public Sentiment Monitor	Ipsos Ltd	October 2023	June 2024	169,730	Yes. Included in Education and Marketing customer tracking research RFP	8
Understanding NZ'ers attitudes and behaviours to speed	The Navigators	September 2023	December 2023	154,000	Secondary procurement under All of Government Consultancy Services panel	N/A
Vehicle Purchasing Survey	Pure Profile	January 2024	June 2024	7,350	Secondary procurement under All of Government Consultancy Services panel	N/A

* This project was funded under the National Land Transport Programme (NLTP) 2021-24 with a three-year budget of \$5.6M. The cost increase is due to the fieldwork being face to face and was impacted severely across the first two financial years (2021/22 and 2022/23) due to COVID-19 lockdowns, then inability to recruit to undertake face to face interviews when the unemployment rate was low after lockdowns had finished. All going well the annual expenditure should be on average \$1.87M.