

How will my privacy be protected?

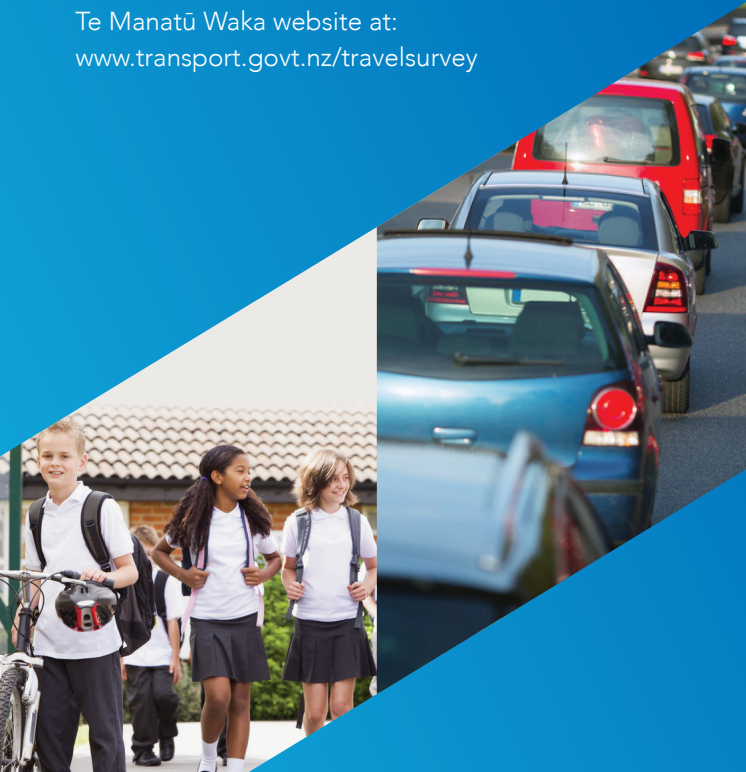
Participation is voluntary, private and confidential.

The information you provide is protected by the Privacy Act 2020. This means:

- ▶ Data is anonymous. Any details that could identify you are removed in any published material.
- ▶ All data is pooled to present a picture of how New Zealanders travel. There is no reporting of individual travel patterns. Only Te Manatū Waka staff and approved researchers will have access to the data.
- ▶ Data is secure and password protected.
- ▶ This information is collected for statistical and research purposes only.

Where can I see the results?

Survey results will be published on Te Manatū Waka website at:
www.transport.govt.nz/travelsurvey



Research Panel

On behalf of Te Manatū Waka, Ipsos maintains a Travel Research Panel. It consists of people who have taken part in the Household Travel Survey, and are happy to take part in further research for the Ministry.

The panel answers questions on travel issues requiring quick insight into the public view.

If you agree to be part of the panel:

- ▶ Participation in any future research remains voluntary.
- ▶ You will be contacted (via phone, TXT or Email) and invited to take part.
- ▶ You can refuse to participate.
- ▶ Time involved in participation is typically 5-10 minutes per survey.
- ▶ The topics are most often issues of public interest.

Where can I find out more?

For more information about the survey, please contact Ipsos on:

Free phone: **0800 478 783** (9am-9pm, 7 days)

Email: nzinfo@ipsos.com

Or visit Te Manatū Waka website:

www.transport.govt.nz/travelsurvey



New Zealand
Household Travel Survey



Information
for participants





What is it?

The Household Travel Survey captures information about:

- ▶ where we go
- ▶ when we travel
- ▶ how we travel
- ▶ purpose of journey.

The results give us a picture of the actual travel patterns of New Zealanders.

The survey is relied upon to provide information that is vital for developing road safety, roading, public transport, pedestrian and cycling policies.

Participation is fun, interesting and worthwhile.

Who takes part?

Every year over 1900 households are asked to take part. Addresses are selected at random. The more people that take part, the better the survey will represent all New Zealanders.

The survey can be completed at a date and time that suits you.

Who carries it out?

Te Manatū Waka Ministry of Transport contracts Ipsos to carry out the survey on its behalf.

Why should my household take part?

The survey findings are used to understand crash risk and improve:

- ▶ roads
- ▶ cycleways
- ▶ pedestrian networks
- ▶ public transport systems.

Your contribution will benefit your local community as well as New Zealand as a whole.

How is it completed?

An interviewer will provide your household with a survey kit. The kit contains Travel Loggers for each person (15 years and over).

The Travel Loggers record travel completed on any given day using GPS technology. If you would prefer not to use a Travel Logger, there is the option to record your daily trips in a paper travel diary instead.

Once your household has completed its 2 assigned travel days, your interviewer will return to collect the Travel Loggers. They will also ask you some questions about the travel you have completed over the 2 days.

Is my privacy protected?

Your information will always be kept confidential and is protected by the Privacy Act 2020. No identifiable information is connected to the answers you give. Everyone's answers will be grouped to report on the survey results.

I don't travel much – are you still interested?

Absolutely! Every single respondent in the survey is important – older, younger, car owner, non-car owner, those who walk, those who travel a lot, and those who never go anywhere.

Even if all you do is to walk to the shops to pick up some milk, we still would like to know. In fact, this type of travel is just as important as a trip from one end of the country to the other.

So, whether you make a lot of trips, only leave the house once or twice, or even if you don't go anywhere at all, just record what actually happened on your 2 travel days.

What do I get?

You will receive an overview of your travel with details of distances and times. This is confidential and can only be seen by you.

