**Horizon Research**

**Public Transport Fare Discounts**

**November 2023 Survey**

**Prepared for**

**Free Fares NZ**

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# EXECUTIVE SUMMARY

**Introduction**

This report gives the results of an online survey of 1,024 adults in New Zealand conducted from 2 to 7 November 2022. The methodology is described in Appendix 1. The survey has a maximum margin of error of ±3% overall.

**The objective of the poll was to assess support for the continuation of current discounts on public transport services.**

**Current use of public transport**

* **41%** of the adult population (1,678,000 adults)[[1]](#footnote-1) uses public transport
* Younger adults are significantly more likely to use public transport – **61%** of 18 to 24 year olds use it.

**Continuation of current discounts on public transport services**

There is strong support for continuing current discounts.

**71%** of adults saying they *strongly agree/agree*. This is the equivalent of *2,874,000 adults.*

**50%** (2,027,000 adults) said they *strongly agree* with continuing current discounts.

**Public transport users are more likely to agree with continuing the discounts.**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Strongly agree %** | | |
|  | Total | Public transport users | Don’t use public transport |
| The current discounts on public transport services should continue. | 50% | 63%▲ | 41%▼ |

*KEY: Significantly more or less than the total* ▲▼

# DETAILED REPORT

# Current use of public transport

**Just over 4 out of 10 adult New Zealanders (41%) use public transport.**

Younger adults aged 18 to 24 (61%) are significantly more likely to use public transport, whereas 45-54 year olds (33%) are significantly less likely to use it.

KEY: Significantly more or less than the total ▲▼

Other sub-groups of the adult population who are more and less likely to use public transport are shown below:

*This table excludes results by age-group, which are shown in the previous chart.*

|  |  |
| --- | --- |
| **Total who use public transport 41%** | |
| **Significantly less likely** ▼ | **Significantly more likely** ▲ |
| Household income $50k to $150k 35%  Teacher/ Nurse/ Police/other trained service worker 26%  Household with children 33%  From Waikato 16%  From Canterbury 30%  From Gisborne/Hawkes Bay 17%  From Bay of Plenty 26% | Household income more than $150k 52%  Personal income more than $150k 72%  Students 75%  Professional/government official 63%  Household without children 49%  Asian 76%  Māori 52%  From Auckland 56% |

*NB. Sub-groups with sample sizes of less than n=50 are excluded, as their results are likely to be unreliable.*

# Support for continuing discounts on public transport

Respondents were told:

***Currently in Aotearoa New Zealand Public transport services are half price for under-25s and people with Community Services Cards, and Total Mobility services are half price. Public transport is free for under-13s. With the incoming government these discounts may be removed.***

Respondents were asked if they agreed or disagreed with continuing the current discounts. Seven out of ten adults (71%) agree the current discounts on public transport should be continued.

This is the equivalent of *2,874,000 adults.*

**Total agree 71%**

*Base: Total Sample 1,024*

**Public transport users** are significantly more likely to *strongly agree* with the continuation of discounts on public transport than **non-users** (63% cf. 41%). Their total support is also significantly higher – 82% for **public transport users** compared with 63% for **non-users**.

Demographic sub-groups of the adult population who are more and less likely to strongly agree with continuing the discounts are shown below:

|  |  |
| --- | --- |
| **Strongly agree current discounts on public transport services should continue.**  **50%** | |
| **Significantly less likely** ▼ | **Significantly more likely** ▲ |
| Aged 75 plus 35%  Household income more than $150k 40%  Household income $70k to $100k 40%  Personal income $70k to $100k 42%  Business Proprietor/ Self-employed 36%  Retired 40%  Couple only (no children/ none at home) 40%  Voted ACT in 2023 20%  Voted National in 2023 28%  Voted New Zealand First in 2023 28%  Live in Canterbury 38% | Aged under 35 58%  Household income less than $50k 59%  Personal income less than $20k 59%  Professional/government official 60%  Student 71%  Single person household 62%  Flatting/boarding (not family home) 69%  Māori 74%  Pasifika 73%  Voted Green Party in 2023 81%  Voted Labour Party in 2023 77%  Live in Auckland 57% |

*NB. Sub-groups with sample sizes of less than n=50 are excluded.*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **ALL** | **PARTY VOTE 2023** | | | | | | |
| **ACT New Zealand** | **Green Party** | **Labour Party** | **National Party** | **New Zealand First** | **Te Pāti Māori** | **Chose not to vote** |
| Strongly agree | 50% | 20% | 81% | 77% | 28% | 28% | 91% | 59% |
| Agree | 21% | 29% | 14% | 19% | 27% | 32% | 2% | 15% |
| Neither agree nor disagree | 18% | 22% | 3% | 5% | 24% | 30% | 7% | 23% |
| Disagree | 9% | 19% | 1% | 0% | 17% | 7% | 0% | 3% |
| Strongly disagree | 3% | 10% | 1% | 0% | 4% | 3% | 0% | 0% |
| **TOTAL AGREE** | **71%** | **49%** | **95%** | **95%** | **55%** | **60%** | **93%** | **74%** |
| **TOTAL DISAGREE** | **11%** | **29%** | **2%** | **0%** | **21%** | **10%** | **0%** | **3%** |
|  |  |  |  |  |  |  |  |  |
| N (unweighted) | 1,024 | 122 | 165 | 249 | 272 | 55 | 37 | 34 |

BLUE = significantly higher than total sample RED =significantly lower than total sample

*NB. Parties with sample size above 30 included.*

BLUE = significantly higher than total sample RED =significantly lower than total sample

# APPENDIX 1 - METHODOLOGY

**Research method**

An online survey of adults living in New Zealand aged 18 and older.

**Sample sources**

Members of two nationwide Horizon Research panels and a third-party panel (used for source diversity).

**Fieldwork dates**

2 to 7 November 2023.

**Sample size**

1,024 adults.

**Weighting**

The total sample is weighted on age, education, gender, Party Vote 2023, region and ethnicity to match the New Zealand adult population.

**Maximum predicted margin of error**

±3% at the 95% confidence level.

**Population estimates in the report**

These are based on the Stats NZ June 2023 population estimate of 4,053,860 people aged 18 or more.

**Demographic results**

Demographic results tables accompany this report.

1. *All population numbers based on the Stats NZ June 2023 population estimate of 4,053,860 people aged 18 or more. All population numbers are to the nearest thousand.*  [↑](#footnote-ref-1)