

April 7, 2025

Ali

Email: fyi-request-30505-0bf63cf2@requests.fyi.org.nz

Dear Ali,

In response to your request for information on the RNZ-Reid Research Poll, all interviews are conducted online. This has been the standard approach for polling companies for some years, as fixed-line telephone numbers have been superseded by mobile phone use. This article, in *The Conversation*, explains the change in data collection by research companies: [How pollsters have adapted to changing technology and voters who don't answer the phone](#).

I am unable to provide you with the cost of each poll, under Section 9 (2)(ba)(i) of the Official Information Act, which protects confidential information where its release would be likely to prejudice the supply of information from the same source, in this case Reid Research.

In terms of its value, RNZ's chief news officer Mark Stevens, said at the time of its announcement:

"They are a snapshot in time of what New Zealanders are thinking or worried about. Reporting on those insights will help people understand and engage with our democracy as informed citizens.

"It's also an opportunity to secure the future of a longstanding and reputable research poll, which would otherwise have been lost, and to share our reporting of it across the NZ media sector."

This particular poll had been commissioned and published by Newshub (TV3) from 2009 to 2023, prior to its closure last year.

I hope these answers explain RNZ's decision to commission this poll. As we are required to do, this message is also to advise you that our response to your request can be referred to the Ombudsman's Office for review under s 28 (3) of the Official Information Act if you wish.

Nāku, nā

A handwritten signature in blue ink, appearing to read "A Holden".

Andrew Holden
Complaints Custodian