



28 July 2025

[REDACTED]
[REDACTED]

Dear [REDACTED]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 30 July 2025. You requested the following:

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).

I am essentially looking for a written collation of information (e.g. a table which might look like the following), I do not need related records. Some of the information requested is likely to have already been collated in relation to annual Estimates questions, although some further information is likely to be needed to be added.

Please note, I have interpreted your request for to be for surveys commissioned by Inland Revenue that target the general adult population in New Zealand, those 18 years old and over. Therefore, I have excluded surveys that are targeted only to specific groups (e.g., for child support customers only).

Information being released

The information on the surveys Inland Revenue has commissioned among adult New Zealanders is detailed in the table below. Please note, some surveys have been repeated over multiple years. Currently the survey *Customer Experience and Perceptions monitoring* is the only ongoing survey from the following table.

Survey name/Year	Cost	Sample frame	Sample size	Purpose
Customer Satisfaction and Perceptions survey – 2015 to 2022	2015 - \$306,730 2016 - \$420,634 2017 - \$257,965 2018 - \$308,150 2019 - \$271,021 2020 - \$245,545 2021 - \$172,170 2022 - \$184,710	Approximately 4.6m. Each weekly sample includes both individuals and businesses.	Targets 55,550 respondents per year. Each week a random sample of about 4,000 members of the General Public and of those who contacted Inland Revenue in the week previous are invited by email to take the online survey. Response rates hover between 7-9%, delivering around 300 completed surveys each week.	To monitor trust and perceptions of the tax system and experience/satisfaction of Inland Revenue.
Hidden Economy Nationwide Omnibus Survey – 2014 to 2023	2014 - \$5,400 2015 - \$39,190 2016 - \$35,000 2017 - \$39,500 2021 - \$20,700 2023 - \$46,460	A nation-wide omnibus survey of those aged 18 years old and over. 1,000-1,500 people per wave of the survey and 2,000 for the baseline	2014 – 1,500 respondents 2015 – 1,000 respondents 2016 – 1,500 respondents 2017 – 756 respondents 2021 – 600 respondents 2023 – 2,000 respondents	To monitor New Zealanders' attitudes and behaviours towards the Hidden Economy and provide one means of assessing whether shifts in societal norms around taxpayer compliance have occurred.
Customer Experience and Perceptions monitoring - 2021 to 2024	2021 - \$119,560 2022 - \$113,866 2023 - \$117,660 2024 - \$129,624	Approximately 4.6m. Each weekly sample includes both individuals and businesses.	Targets 55,550 respondents per year. Each week a random sample of about 4,000 members of the General Public and of those who contacted Inland Revenue in the week previous are invited by email to take the online survey. Response rates hover between 7-9%, delivering around 300 completed surveys each week.	To monitor trust and perceptions of the tax system and experience/satisfaction of Inland Revenue.

Survey name/Year	Cost	Sample frame	Sample size	Purpose
Peak Season post campaign survey - 2014	\$16,850	Individuals aged 18-45 years who have earned \$48,000 or less in last 12 months, excluding those in New Zealand for a partial year or not employed for a full year.	Approximately 600 respondents.	To understand the awareness, relevance and understanding of key messages. As well as the effectiveness of messaging to take relevant action and actions or non-actions taken by customers (what did customers do? Why or why not?). To determine whether the Inland Revenue ads are distinct from ads from Personal tax summary Intermediary's (PTSI's).
Residential Market Awareness - 2017	\$89,800	750 provided by UMR Research Ltd, and 10-11,000 provided by Inland Revenue. People who purchased residential property during and after October 2015, investors who own rental property and the general public (those who own residential property or are likely to enter the residential property market within the next 10 years). As well as an online survey of a further 198 offshore buyers.	1,127 respondents.	To gain a deeper understanding of respondents' levels of awareness and knowledge of the legislative changes. To examine opinion in relation to the presumed intention of the changes as well as about their effectiveness. To canvass respondent views on the implementation of legislative changes with a view to identifying specific communications challenges and future preferences.
Customer Perspectives - 2017	nil	Individuals aged 15 years and over and all active New Zealand based small and medium enterprises (excluding large enterprises).	2,176 respondents for wave 1. 1,925 respondents for wave 2. 2,314 respondents for wave 3.	To provide Marketing and Communications with a regular 'snap-shot' of what Inland Revenue customers are seeing and hearing about tax and Inland Revenue. Over time the findings can help understand the relative impacts of Inland Revenue and non-Inland Revenue information on customers' perceptions and can inform strategies to maintain and strengthen public trust.

Survey name/Year	Cost	Sample frame	Sample size	Purpose
Marketing Monitor (Customer Perspectives) - 2017	\$2,650	Individuals aged 15 years and over and all active New Zealand based small and medium enterprises (excluding large enterprises).	2,352 respondents. Made up of 1,283 Individuals and 1,069 small and medium sized enterprises.	To provide Marketing and Communications with a regular 'snap-shot' of what Inland Revenue customers are seeing and hearing about tax and Inland Revenue. Over time the findings can help understand the relative impacts of Inland Revenue and non-Inland Revenue information on customers' perceptions and can inform strategies to maintain and strengthen public trust.
Outside the System Profiles behavioural survey - 2017	nil	4,045 customers already registered for Inland Revenues MyView survey panel.	728 respondents.	To understand awareness of, and attitudes towards, tax compliance and operating outside the tax system.
Post Peak Tax refund Campaign - 2017	\$22,700	663,000 customers, narrowed down to individuals aged 18-45 years who have earned \$48,000 or less in the last 12 months. Excluding those in New Zealand for part of the year or not employed for a full year.	640 respondents.	To understand the awareness, relevance and understanding of key messages. Effectiveness of messaging to take relevant action and actions or non-actions taken by customers (what did customers do? Why or why not?). Whether the Inland Revenue ads are distinct from ads from PTSIs.
Peak season communications research - 2018	\$23,700	Customers aged 18-45 years who earned under \$48,000.	432 respondents.	To understand the awareness and effectiveness of peak season comms to this group.
Trust in IR and the tax system - 2019	\$111,641	42,259 individuals and businesses	40,815 invitations sent and 3,768 responses.	To understand key drivers of trust in Inland Revenue and the tax system, and the extent to which perceptions of trust could be influenced by Inland Revenue. It also sought to identify how Inland Revenue could maintain and build trust levels.

Survey name/Year	Cost	Sample frame	Sample size	Purpose
Release 3 Comms Awareness and Effectiveness - 2019	\$281,500	Individual customers including salary and wage earners, customers who do not file income tax returns, customers who file Personal Tax Summaries or IR3s, customers who use a PTSI and customers who receive Working for Families tax credit.	Four surveys: November/December 2018: 1,720 respondents. January/February 2019: 1,663 respondents. March 2019: 1,600 respondents. May 2019: 1,743 respondents.	To monitor the level of awareness, understanding of, and sentiment towards the changes as Release 3 of Inland Revenues Business Transformation Programme Rolls out. To monitor awareness, message recall, and perceptions about Inland Revenue's communications about the changes as Release 3 rolls out. To contribute to the assessment of the effectiveness of Inland Revenue's communications strategies.
Customer Experience & Satisfaction Survey Total - 2020	\$138,515	Approximately 4.6m. Each weekly sample includes both individuals and businesses.	Targets 55,550 people per year. Each week a random sample of about 4,000 members of the General Public and of those who contacted Inland Revenue in the week previous are invited by email to take the online survey. Response rates hover between 7-9%, delivering around 300 completed surveys each week.	To monitor trust and perceptions of the tax system and experience/satisfaction of Inland Revenue
Hidden economy beliefs and attitudes during COVID-19 - 2020	\$21,300	Nation-wide omnibus survey of those aged 18 years and over, 1,000-1,500 per wave of the survey and 2000 for baseline	1,000-1,500 respondents.	To monitor New Zealanders' attitudes and behaviours towards the Hidden Economy and provide means of assessing whether shifts in societal norms around taxpayer compliance have occurred.

Publishing of OIA response

We intend to publish our response to your request on Inland Revenue's website (ird.govt.nz) as this information may be of interest to other members of the public. This letter, with your personal details removed, may be published in its entirety. Publishing responses increases the availability of information to the public and is consistent with the OIA's purpose of enabling more effective participation in the making and administration of laws and policies and promoting the accountability of officials.

Thank you again for your request.

Yours sincerely



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