

Table 1

Customer surveys commissioned by Inland Revenue from November 2023 to March 2026*					
Project Name	Who conducted the work	Start date	End date	Subject matter	Total costs
Hidden economy monitoring survey	Ipsos	November 2023	December 2023	A nationwide survey of perceptions, attitudes and behaviours - to monitor trends in views regarding cash jobs and paying tax.	\$46,460 (2023/24)
Working for Families Keymaster: Concept Testing	The Research Agency	September 2023	February 2024	To gain a deeper understanding of the current functionality of Working for Families and what customers want and need from a future Working for Families product. A survey was included as part of the project.	\$135,900 (2023/24)
Student Loan Marketing Survey	The Research Agency	June 2024	July 2024	NZ based borrowers survey was set up to establish a benchmark and then track NZ based borrowers' awareness of overseas repayment obligations if they were to move overseas. The intent has been to track awareness and other key measures over-time, and the extent to which marketing campaigns have been effective in growing awareness.	\$35,000 (2024/2025)
How to make student loans easier to pay for overseas customers – Phase 2	The Research Agency	September 2024	December 2024	Quantify the impact of potential changes to the student loan repayment system on repayment behaviour of overseas based customers.	\$55,348
Simplifying Small Business Tax	The Research Agency	August 2025	November 2025	Understand the tax experience across the diversity of small businesses to determine how Inland Revenue can help reduce compliance burden and increase compliance outcomes.	\$72,000
Customer Experience and Perceptions monitoring	Verian	Ongoing monitor	Ongoing monitor	Ongoing continuous measurement of customers' experiences and perceptions, including trust and tax morale. Key results are included in Inland Revenue's Enterprise Performance Reporting and annual report.	\$129,624 (2023/24) \$128,334 (2024/25) \$98,915 (2025/26 YTD)
Tax Agents Voice of the Customer monitoring	Research NZ	Ongoing monitor	Ongoing monitor	Continuous measurement of tax agents' experience of dealing with Inland Revenue, linked with operational data on demand for assistance from Inland Revenue (voice calls & web messages) and self-service activities tax agents complete in myIR.	\$94,090 (2023/24) \$98,230 (2024/25) \$59,257 (2025/26 YTD)

* No polls were undertaken

Table 2

Customer surveys undertaken by Inland Revenue from November 2023 to March 2026*					
Project Name	Who conducted the work	Start date	End date	Subject matter	Total costs
Tax Agent Credit Transfers	Inland Revenue	July 2023	August 2023	To better understand and find solutions for low value contacts from Tax Agents regarding Credit Transfers.	Internal
Social media imagery testing - IR Connection	Inland Revenue	August 2023	September 2023	To provide a customer perspective on two social media firms' imagery pitches for Inland Revenue's consideration.	Internal
External Identity and Access Management System (xIAMS) phase 2 customer awareness workstream	Inland Revenue	December 2023	December 2023	To understand customer perceptions about online security and what information may be of help to them to develop a customer awareness approach.	Internal
E-notifications Phase 2 – customer research	Inland Revenue	October 2023	October 2024	To gain an in-depth customer view on e-notifications, including their influence on customers behaviour and interactions with IR, drivers and barriers to taking the required action, and opportunities for solutions.	Internal
Donation Tax Credits (DTC) regulatory stewardship review	Inland Revenue	October 2023	March 2024	To assess if the end-to-end (policy to delivery) DTC regime is fit for purpose, effective and efficient and that it is operating as intended and achieving intended outcomes. Involved a survey plus qualitative research.	Internal
myIR use by Charities and Non-profit organisations	Inland Revenue	December 2023	March 2024	To understand the role of myIR as a channel for charities and non-profit organisations interactions with Inland Revenue.	Internal
Web messaging demand and response- IR Connection	Inland Revenue	December 2023	January 2024	To understand the optimal response times to minimise recontacts, and opportunities to better balance customer needs when managing high service demand.	Internal
Small and Medium Enterprise (SME) compliance costs survey - 2024	Inland Revenue	March 2024	September 2024	To estimate the time and cost to small businesses of complying with tax requirements.	Internal
Electronic Sales Suppression Technology	Inland Revenue	May 2024	August 2024	To understand the contextual situation for electronic sales suppression and provide input into Inland Revenue's objective of eliminating it from New Zealand.	Internal
Trust disclosures compliance costs survey	Inland Revenue	May 2024	June 2024	To provide advice and support for the survey data collection component of Inland Revenue's review of the new trust disclosure rules.	Internal
Employers Guide – IR connection	Inland Revenue	January 2025	February 2025	To understand employers' awareness and use of the guide and their ideas for improvements.	Internal
FamilyBoost	Inland Revenue	July 2025	September 2025	To understand customers' experiences with FamilyBoost communications, processes and systems in order to implement any opportunities for enhancing self-service and to future-proof the product.	Internal
Understanding Inland Revenue's 'Right from the Start' approach in GST (goods and services tax) and EMP (employer activities)	Inland Revenue	July 2025	September 2025	To understand customers' experiences with FamilyBoost communications, processes and systems in order to implement any opportunities for enhancing self-service and to future-proof the product.	Internal
Investment Boost	Inland Revenue	November 2025	February 2026	To measure business customers' awareness and uptake of Investment Boost, and its impact on investment spending.	Internal
Tuned In voice experience monitoring	Inland Revenue	Ongoing monitor	Ongoing monitor	Near real-time survey feedback on customers' experience with voice channel staff. Responses are used by frontline Team Leads in coaching conversations with team members.	Internal
Community Compliance seminar – attendee and non-attendee feedback	Inland Revenue	Ongoing monitor	Ongoing monitor	To understand attendees' satisfaction with the seminars and why some customers book but do not attend.	Internal

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Global Website Feedback	Inland Revenue	Ongoing monitor	Ongoing monitor	To inform priorities for future work.	Internal
Tax Technical Publications Feedback survey	Inland Revenue	Ongoing monitor	Ongoing monitor	To inform priorities for future work.	Internal
Newsletter unsubscribe survey	Inland Revenue	Ongoing monitor	Ongoing monitor	To understand why customers unsubscribe from Inland Revenue's newsletter service and discover opportunities for improvements.	Internal

* No polls were undertaken