

Attachment - WPQ-J-9914

Survey/Polling Subject Matter	Organisation Commissioned	Date Commissioned
Heritage Experiences research - understand New Zealanders interaction with heritage places	Research First	19/02/2024
Visitor experience at the Tongariro National Park Visitor Centre, including effectiveness of the interpretive offer, to inform targeted re-design of the Visitor Centre	Morris Hargreaves McIntyre Ltd	4/03/2024
Māori Visitors Engagement on PCLW - understand engagement on PCLW with recreation and heritage	Verian Group	30/04/2024
DOC's customer segments - understanding high opportunity customer segments (follow-up research)	Angus and Associates	17/05/2024
Public Pulse of Conservation Survey - annual survey undertaken to understand the public's use and enjoyment of Protected Natural Areas and Heritage Places.	IPSOS	24/06/2024
DOC Open Hunting Survey	Leva	25/06/2024
Short Walks and Day Hikes 2025: Interest and experience in walking among domestic and international markets (revisiting 2017 'Walking in Nature' research), including audience expectations and motivations / barriers to experiencing Short Walks and Day Hikes, and brand awareness	Verian Group	1/01/2025
DOC Customer Journey mapping	The Research Agency	1/01/2025
Baseline-setting quantitative research into motivations, barriers, actions and attitudes to nature for Mobilising for Nature Programme	The Research Agency	1/01/2025
Trust and Confidence 2025	Truwind / Research First Limited	1/03/2025
Paid parking pilot - stakeholder engagement survey at three sites	GandT connect	1/05/2025
Public Awareness of DOC's strategic partnerships and of their impacts on conservation	Brand Capital	1/05/2025
Public-Private Benefit & Willingness to Pay Assessment	Angus and Associates	8/05/2025
Public Pulse of Conservation Survey - annual survey undertaken to understand the public's use and enjoyment of Protected Natural Areas and Heritage Places.	IPSOS	9/06/2025

Marine Reserve Recreation research - understand how to shift visitor behaviour at popular marine reserves	Verian Group	27/07/2025
Quantitative behaviour change monitoring – Always Be Naturing campaign / audiences	The Research Agency	1/12/2025
Intercept surveys, willingness to pay, visitor profiles for international visitor access charging	Kantar Insights New Zealand Limited	26/01/2026
Tongariro Alpine Crossing intercept visitor survey	Total Industrial Solutions Ltd	28/01/2026
Paid parking pilot - stakeholder re-engagement survey at three sites	GandT connect	12/02/2026
Total cost of commissioned work (excluding GST)		\$1,306,371