



13 November 2023

Dear [REDACTED]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 16 October 2023. You requested the following:

How much did the contract with Kantar Public for this survey cost? That includes engagement with Customer Insights persons, to understand requirements, the building and execution of the survey, and the compilation of the data provision of that information. So the whole contract for this stuff.

The Customer Experience & Perceptions Survey (CX&P) is one of Inland Revenue's largest surveys, run by Kantar Public. The survey is an ongoing monitor that helps us measure trust, tax morale and customer experience over time. It gathers important information, including satisfaction and ease regarding Inland Revenue's services and overall public perceptions of Inland Revenue and the tax system.

Inland Revenue has paid a total of \$31,209 (excluding GST) to Kantar Public for the CX&P survey for the period of 1 July to 30 September 2023. The total estimated cost of the CX&P for the period 1 July 2023 to 30 June 2024 is \$130,000-\$150,000, as outlined in the response to question 101 of the Supplementary Estimates Questionnaire for Vote Revenue, which is available on Parliament's website: [2023/24 Supplementary Estimates Questionnaire for Vote Revenue](#).

Publishing of OIA response

Please note that Inland Revenue regularly publishes responses to requests that may be of interest to the wider public on its website. We consider this response is of public interest so will publish this response in due course. Your personal details or any information that would identify you will be removed prior to it being published.

Thank you for your request.

Yours sincerely



Jing Zhao
Domain Lead, Customer Voice & Measurement