



Rangahau
Aotearoa
Research
New Zealand

Annita Wood

Researcher



Contact

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Background

Annita initially joined Rangahau Aotearoa Research New Zealand in 2004 as Assistant to the Finance Manager.

While still responsible for the company's financial management, Annita has now also taken on project management responsibilities, specialising in the completion of ad hoc projects with the general public.

She is, for example, responsible for Research NZ's Public Sector T & C Poll and its biannual Charities Survey.

Experience

- Ad hoc surveys with the general public.
- Communications effectiveness research.
- Programme impact surveys
- Client satisfaction surveys.

Areas of Expertise

- Over 25 years marketing and social research experience.
- Extensive public sector experience.
- Project management.

Awards

- **2021 Insight Communication Award**, with New Zealand Mountain Safety Council, for the evaluation of 'Tramping safety videos save lives'.
- **2018 Platinum Award, Community Advancement Category**, for research on Gender Equality for the National Council of Women of New Zealand.

Professional Associations

Rangahau Aotearoa Research New Zealand is a corporate member of the European Society for Marketing & Opinion Research (ESOMAR) and all staff abide by its Code of Practice.