



Rangahau
Aotearoa
Research
New Zealand

Katrina Magill

Te Atiawa, Ngāti Raukawa

Research Director



Contact

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Experience

- National, large-scale, continuous monitoring surveys.
- Public attitudes and opinions.
- Public education and information programmes (including social marketing programmes).
- Communications effectiveness research.
- Research planning and implementation involving specific minority or ethnic groups.
- Client satisfaction surveys.
- Rangahau Aotearoa Research New Zealand Team management; Assistant Researchers, Scripters and analysts.
- Quantitative and qualitative research work with various population groups, Māori and Pacific groups and the general public.

Areas of Expertise

- Over 25 years marketing and social research experience.
- Extensive public sector experience.
- Experienced in survey design, pre-testing and project implementation.
- Data analysis and report writing.
- Training quantitative processes.

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.

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.