

Sarah Major

BA (Anthropology), BA Hons (English), ARAD

Senior Researcher



Contact

Mobile: +64 21 578 232

Email: sarah.major@researchnz.com

Experience

- Twenty years of customised research. experience including quantitative, qualitative and educational research.
- Significant private and public sector experience.
- Client satisfaction surveys.
- Public attitudes and opinions.
- Impact effectiveness research.
- National, large-scale, continuous monitoring surveys.
- Communications effectiveness research.

Awards

- **2021 Insight Communication Award**, with New Zealand Mountain Safety Council, for the evaluation of 'Tramping safety videos save lives'.
- **Beryl Hughes Essay Prize**, Victoria University of Wellington.

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.

Areas of Expertise

- Data analysis and report writing - story telling.
- Clear communication, with a cheerful attitude.
- Project management – designing and monitoring progress, responding as required to ensure projects are completed on time.
- Skilled empathetic qualitative interviewer, observer and facilitator.

Background

Sarah joined Rangahau Aotearoa Research New Zealand's quantitative research team in 2020 and is responsible for regular monitors for MBIE's B4B team, the Reserve Bank and WorkSafe. She is also part of the marketing team that runs regular public opinion polls. Prior roles included:

- Ten years as the Senior Researcher (and occasional Acting MD), at Wellington's MMResearch.
- Quantitative Project Manager for CM Research (then TNS/Kantar), including managing the International Visitor Survey, and multi-country surveys on New Zealand's image - that influenced the New Zealand Pure campaign.
- Qualitative researcher/participant observer for the Ministry of Education's longitudinal 'Progress at School' project that followed students at 36 secondary schools for five years. Her vivid descriptions brought the school experience to life for policy makers and led to Sarah co-authoring four books with the late educator Roy Nash.
- Six years as a professional dancer - performing and teaching dance-in education throughout New Zealand with Footnote Dance Company.