



Kiwis Count Survey 2009

-Technical report

Acknowledgements

Firstly, the New Zealanders' Experience Research Programme team would like to acknowledge and thank the 3,724 New Zealanders who gave generously of their time and completed the survey.

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Research Highlights

1 *Service quality is improving*

- New Zealanders experienced a small but statistically significant improvement in service quality from public services in 2009 compared to 2007.
- Nine services had statistically significant increases in service quality compared to four services with significant decreases.

2 *Trust in public services is improving*

- New Zealanders had greater overall trust in public services in 2009 than they did in 2007.
- New Zealanders' trust in their most recent public service experience also improved with more agreeing that 'Overall you can trust public services to do what is right'.

3 *Drivers of satisfaction are the key to achieving further improvement*

- Results from Kiwis Count 2009 further confirm the overall drivers of satisfaction originally identified in the Drivers Survey and previously confirmed by Kiwis Count 2007.
- New Zealanders want their expectations met, they want the staff they deal with to be competent and to keep their promises, they want to be treated fairly and their individual circumstances taken into account, and they want services to be an example of good value for tax dollars spent.

4 *Important information for a multi-channel service environment*

- Internet is the most preferred channel for looking for information about public services while in-person/face-to-face is the most preferred method for carrying out transactions.
- Making online services simple and user-friendly, providing follow-up confirmation to avoid misunderstandings, ensuring privacy is protected and improving online security could encourage greater use of online services.

1.0 Programme Overview

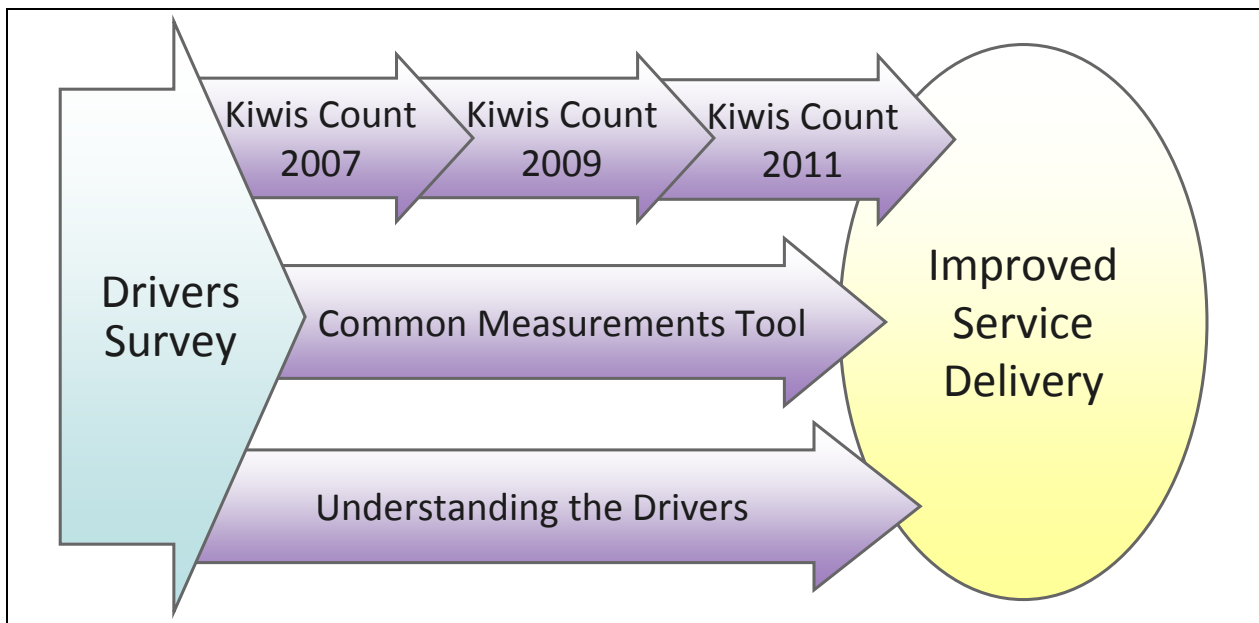
Kiwis Count is a biennial all-of-government national survey measuring New Zealanders' experiences of public services. *Kiwis Count* uses the Canadian's *Citizens First* survey methodology. Canada is among the world leaders in providing citizen-centred public services. By adapting international best practice for use in New Zealand this allows useful comparisons to be made between New Zealand's public services and those of an acknowledged world leader.

Kiwis Count was first carried out in 2007. The purpose of *Kiwis Count 2009* is to accurately measure New Zealanders' experiences of public services, compare the results against the 2007 baseline to measure progress, and identify opportunities to improve frontline service delivery.

Kiwis Count is part of the *New Zealanders' Experience Research (NZE) Programme*. The aim of the *NZE Programme* is to provide evidence to inform improvements to service delivery. The different components of the *NZE Programme* are listed below.

- The Drivers - the key factors (or drivers) that have the greatest influence on New Zealanders' satisfaction with, and trust in, public services.
- *Kiwis Count* - biennial all-of-government national survey measuring New Zealanders' experiences of public services.
- Common Measurements Tool (CMT) - a set of common questions for agencies to use to measure their own satisfaction scores, consistent with the approach used for *Kiwis Count*, and also benchmark against other agencies using it.
- *Understanding the Drivers* – focus group research that expands our knowledge and helps us to understand what the drivers mean to New Zealanders.
- Communities of Practice – bringing together State servants working in similar areas to share expertise, good practice and to work together on improving service delivery.

Figure 1.1 New Zealand Experience (NZE) Programme



1.1 Background

In 2005, the State Services Commission (SSC) reviewed the international literature on satisfaction surveying, which identified Canada as a world leader in taking action to improve government service delivery. The SSC began a process to research and analyse the work undertaken in Canada and in March and April 2006 a research pilot was carried out in Rotorua. This process culminated in SSC signing licence agreements with the Institute for Citizen-Centred Service (ICCS) to use the *Citizens First* survey and the Common Measurements Tool (CMT) survey in New Zealand.

The ICCS surveys are based on the existence of drivers, described as those features of a service that explain, or drive, satisfaction. All things being equal, the focus for improving satisfaction should be on those drivers that matter most. *Citizens First* is a survey for measuring satisfaction and identifying areas for service delivery improvements. In Canada, government officials have conducted five *Citizens First* national surveys between 1998 and 2007. *Citizens First 6* is due to be undertaken in 2010.

The CMT is a set of survey questions and scales, consistent with the *Citizens First* national survey, which individual agencies can use to measure satisfaction and to identify service delivery improvements for people who use their services. The Canadian experience suggests that a consistent set of measurement tools and benchmarking opportunities facilitates greater shared learning between agencies.

1.2 New Zealanders Experience Research Programme

What New Zealanders have to say about the delivery of public services is important. We know that much of the knowledge necessary for improving public services is held by communities and those using services. The aim of the *New Zealanders' Experience (NZE) Research Programme* is to provide evidence to inform improvements to service delivery.

In 2007, SSC set up the *NZE Programme* to find out more about New Zealanders’ experience of public services. This included the Drivers Survey, which successfully identified the drivers of satisfaction with, and trust in, public services. To measure how well public services are performing in relation to the drivers a biennial all-of-government national survey called *Kiwis Count* was launched in 2007. In addition, the CMT was adapted for use in New Zealand. Together, the *Kiwis Count* surveys and the CMT let agencies know how they are doing in improving the areas that really matter to New Zealanders, and where to focus resources to generate the greatest impact. However, improving New Zealanders’ experience of public services is not only about knowing where to improve, but understanding how to improve. In 2008, SSC undertook qualitative (focus group) research to help us understand what the drivers mean to New Zealanders and how services can be improved.

1.3 The Drivers of Satisfaction and Trust

The key to improving New Zealanders’ experience of public services is to focus on the things that drive satisfaction. Knowing what drives satisfaction allows managers to concentrate limited resources where there are the greatest opportunities to improve service delivery. There are multiple drivers of satisfaction and when performance on each of the drivers is high, satisfaction ratings should also be high.

The Drivers Survey¹ conducted in 2007 by SSC identified six drivers of satisfaction and five drivers of trust.

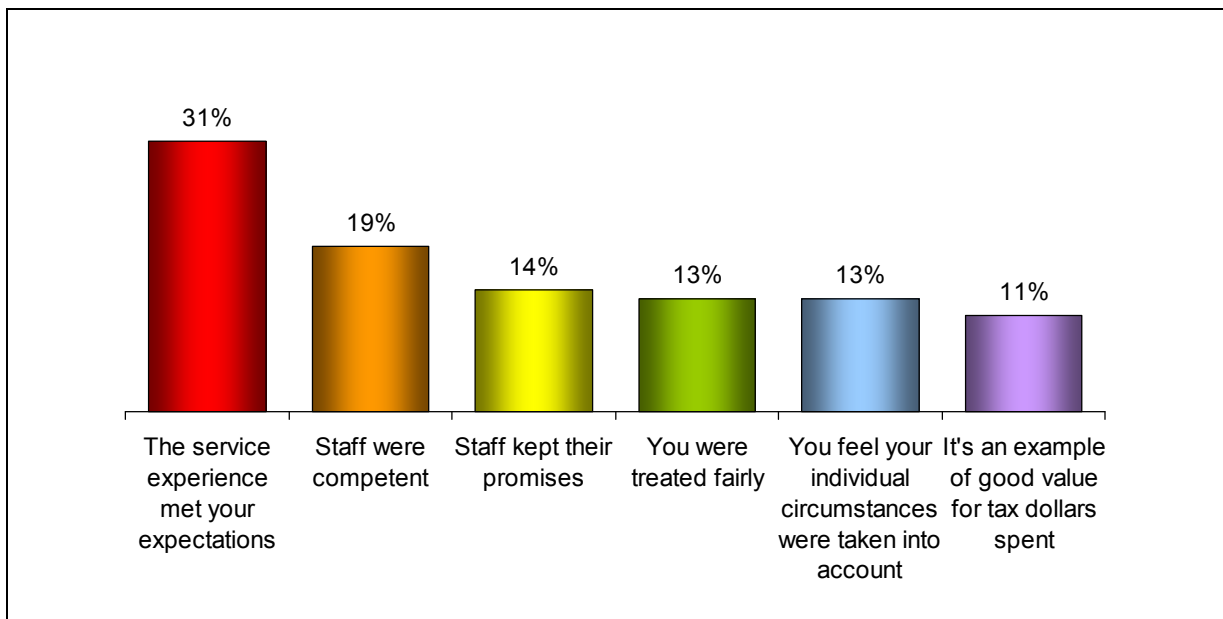
Table 1.1 The Drivers of satisfaction and trust

Satisfaction with public services	Trust in public services
<ul style="list-style-type: none"> • The service experience met your expectations • Staff were competent • You were treated fairly • Staff kept their promises - that is, they did what they said they would do • You feel your individual circumstances were taken into account • It's an example of good value for tax dollars spent 	<ul style="list-style-type: none"> • You have confidence that public servants do a good job • The public service provides services that meet your needs • Public servants treat people fairly • The public service keeps its promises - that is, it does what it says it will do • The public service admits responsibility when it makes mistakes

The six drivers of satisfaction accounted for two-thirds (66%) of New Zealanders’ satisfaction with public services. The percentage next to each driver in the figure below represents their *relative* importance in the overall model of satisfaction:

¹ The Drivers Survey report, *Satisfaction and Trust in the State Services* can be found at www.ssc.govt.nz/drivers-report.

Figure 1.2 Drivers of satisfaction with public services



This drivers analysis has since been carried out for both *Kiwis Count* surveys. *Kiwis Count* 2007 showed the drivers accounting for 69% of satisfaction and *Kiwis Count* 2009 shows the drivers accounting for 75% of satisfaction with public services.

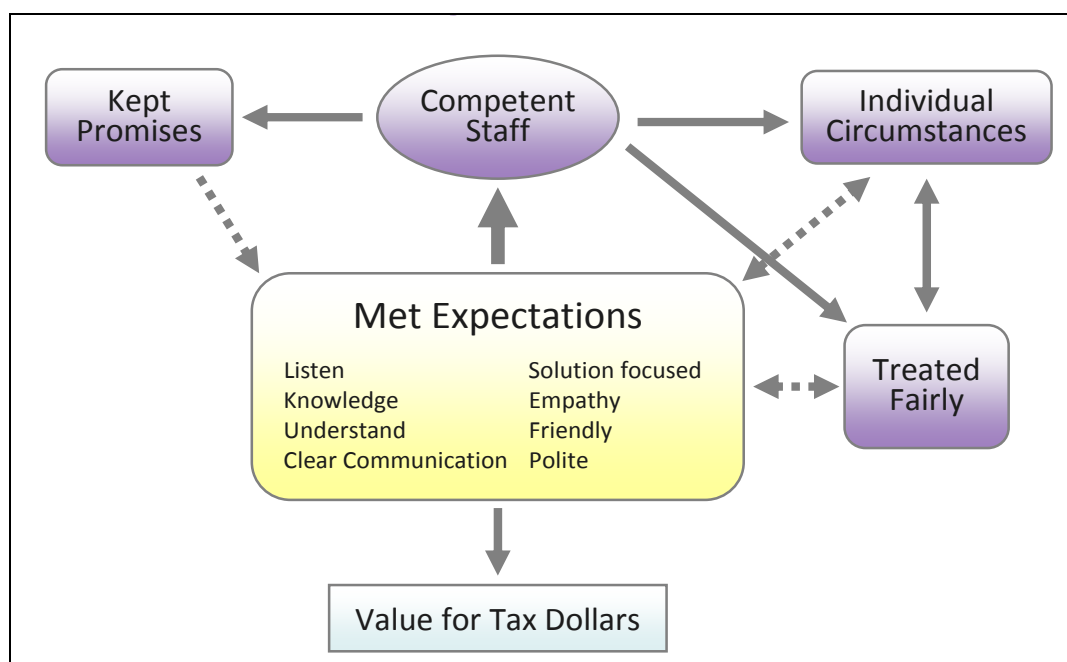
At least three organisations (Police, Inland Revenue and North Shore City Council) have carried out drivers analysis for their own services. In each case, they used data from their own CMT surveys, which are based on the drivers of satisfaction. In all three cases, the results were very similar to the overall set of drivers and highlighted additional factors specific to their own services and organisation. This provides further evidence of the importance of the drivers and the appropriateness of the drivers model to service delivery in New Zealand.

1.3.1 Understanding the Drivers

The *Understanding the Drivers* focus group research helps us to understand what the drivers mean to New Zealanders. Their views have provided us with a wealth of information to assist public service agencies to become more user-focused and accessible, and to improve the service experience of New Zealanders. In particular it demonstrated how closely linked the different drivers are. Meeting the expectations of New Zealanders is the most effective way of improving satisfaction overall. However, meeting those expectations frequently involves the other drivers as well. This is a useful finding because it means many of the improvements New Zealanders suggested would have benefits for multiple drivers. These include initiatives such as setting and monitoring service standards so that staff know what is expected of them and the public are aware of the standards they can expect to receive².

² For more information on how New Zealanders want services to improve refer to *Understanding the Drivers* at www.ssc.govt.nz/understanding-drivers-report

Figure 1.3 Links between Drivers of satisfaction



Other key points to note about the drivers of satisfaction include the following.

- The service experience is more important than outcome. Participants, who got what they wanted, but didn't like the actual service they received, were not satisfied.
- Staff need to be customer focused. It is vital that agencies have the right people, and that staff are well trained and are knowledgeable about the services their agency provides. Ensuring staff are customer focused – that is, they listen, make the effort to understand and empathise with their customers, are respectful and treat people fairly – will go a long way towards improving New Zealanders experience with public services.
- It is important to admit and fix mistakes. New Zealanders accepted that mistakes do happen. However, when one occurs agencies needed to take responsibility by apologising, explaining what has happened and fixing the mistake.
- New Zealanders had strong views as to what constitutes 'good value for tax dollars spent'. Most were able to list a clear set of services that were 'good value'. These tended to be core services (such as: health, education and emergency services) or where participants had received a high quality service.

New Zealand's drivers of satisfaction with public services have some overlap with those for Canadians but also some important differences. Being 'treated fairly' and 'dealing with competent staff' is important in both countries (in Canada the driver is staff knowledge and competence). In Canada, the remaining three drivers are 'timeliness', 'outcome' and 'staff went the extra-mile to help me get what I needed'.

The Drivers are the critical success factors for New Zealanders' satisfaction with public services. The focus for improving service delivery should be on these drivers and in particular on those drivers with the highest importance, which are the ones that matter the most³. Having

³ Citizens First 4, Pg 20.

identified the drivers of satisfaction and trust, the next step was to carry out the *Kiwis Count* national survey to measure performance on the drivers.

1.4 Kiwis Count 2007

The *Kiwis Count* survey measures New Zealanders' satisfaction with, and trust in, public services, including how they compare with non-government services. It also measures New Zealanders' satisfaction with 42 public services, based on their experiences. In addition, the *Kiwis Count* survey measures how well public services are performing on the drivers of satisfaction and trust. In 2007, SSC contracted The Nielsen Company (Nielsen) to conduct the first *Kiwis Count* survey. The SSC and Nielsen adapted Canada's fourth *Citizens First* survey to develop the *Kiwis Count* questionnaire. In August to October 2007, the survey was sent to 6,500 people⁴. A response rate of 61% was achieved – extremely high for a postal self-completion survey in New Zealand. The overall service quality score was 68, the same as in Canada in 2005.

1.5 Common Measurements Tool (CMT)

Agencies can build on the results of the *Kiwis Count* 2007 survey and develop a better understanding of satisfaction with their own services by using the CMT. This provides a set of common questions for agencies to use for their own satisfaction surveys, consistent with the approach used for *Kiwis Count*. By using common questions, agencies will be able to benchmark their results with other agencies and also internationally. This will provide a basis for designing service improvements that lift satisfaction ratings over time.⁵

⁴ The reports and other *Kiwis Count* 2007 materials can be found at www.ssc.govt.nz/kiwis-count-research-survey

⁵ For more information about the Common Measurements Tool visit www.ssc.govt.nz/common-measurements-tool

2.0 Kiwis Count 2009

The purpose of *Kiwis Count 2009* is to accurately measure New Zealanders' experiences of public services, compare the results against the 2007 baseline to measure progress, and identify opportunities to improve frontline service delivery. *Kiwis Count 2009* also explores in some depth how people use services over multiple delivery channels.

2.1 Survey methodology overview

The State Services Commission consulted 50 agencies about making changes and improvements to *Kiwis Count 2009*. Following an open tender process Research New Zealand were contracted to undertake the survey fieldwork. A key difference between the 2007 and 2009 surveys is that SSC undertook the analysis of the data and production of this report rather than contracting the work to a research provider.

The fieldwork for the main survey was carried out from 4 September to 2 November 2009. In total 3,724 people completed the survey. Some 17% of people who were sent a questionnaire chose to complete the survey online. This was a significant increase from 2007 when 8% of people completed the survey online.

The response rate for the 2009 survey was 56%, a very high response rate for a survey of this type, but lower than in 2007 (61%). However, in 2009 the sample size was larger due to the extra booster sampling, so the actual number of respondents is a little higher than in 2007. Therefore, we can have a high level of confidence in the results from *Kiwis Count*. The accuracy (margin of error) for *Kiwis Count 2009* was +/- 1.6% at the 95% confidence interval, the same as the 2007 survey. A detailed description of the survey methodology can be found in Appendix II of this report.

2.2 This report

Kiwis Count provides detailed information about satisfaction and trust in public services in New Zealand. However, the real value of *Kiwis Count* lies in public services using the results to make targeted improvements to services. Ironically, the more useful information this report contains, the longer it will be and the fewer people will read it. Acknowledging this fact, a series of reports and other materials will be produced including a summary report, a series of fact sheets and targeted reports containing more detailed analysis of specific areas. Finally, the data from the survey will be made available to enable individuals and organisations to undertake their own analysis.

The *Kiwis Count 2007* reports used a variety of summary statistics to present the survey results. While this allowed the most appropriate figures to be used in each section it also created difficulties. The figures used in different sections of the report were not always consistent, nor were they comparable with the results from Canada's *Citizens First* surveys.

The *Kiwis Count* surveys ask New Zealanders to rate services or express opinions using a scale from 1 to 5. This is consistent with Canada's *Citizens First 4* survey, on which the *Kiwis Count* surveys are based. In the reports from *Citizens First 4 & 5*, the responses from the five-point scales are converted to a scale ranging from 0 to 100. The average of these converted scores is referred to as the service quality score. This is to allow comparison with the results of previous *Citizens First* surveys. To enable comparisons between *Kiwis Count* and *Citizens*

First to be made, we have adopted the Canadian approach of converting the five point rating scales to service quality scores. The two scales correspond as follows:

Very Poor				Very Good
1	2	3	4	5
0	25	50	75	100

Where the survey measures satisfaction, a five point scale is used where one equals very dissatisfied and five equals very satisfied. In the report when we refer to the percentage satisfied this equals ratings of four or five, the percentage neutral equals rating of three, and the percentage dissatisfied equals ratings of one or two.

Very dissatisfied				Very satisfied
1	2	3	4	5
Dissatisfied		Neutral	Satisfied	

The same approach is taken where people are asked their level of agreement with statements on various attributes of public services, where one equals strongly disagree and five equals strongly agree. Total agree equals ratings of four or five, total neutral equals rating of three, total disagree equals ratings of one or two.

Strongly disagree				Strongly agree
1	2	3	4	5
Disagree		Neutral	Agree	

Throughout the report, where we refer to New Zealanders, this means those people who took part in the survey, or in the case where we are referring to results from other research, the people who took part in that study. The results from *Kiwis Count* are weighted to reflect the adult population 18 years and over based on Census 2006.

The term ‘public services’ was first used in the Drivers Survey report and is used throughout this report. It is the phrase most commonly used by New Zealanders to describe services delivered to the public from both central and local government.

3.0 Quality of public services

This section outlines New Zealanders' views on the quality of public services they have personally used in the last 12 months.

3.1 Overall quality of service last 12 months

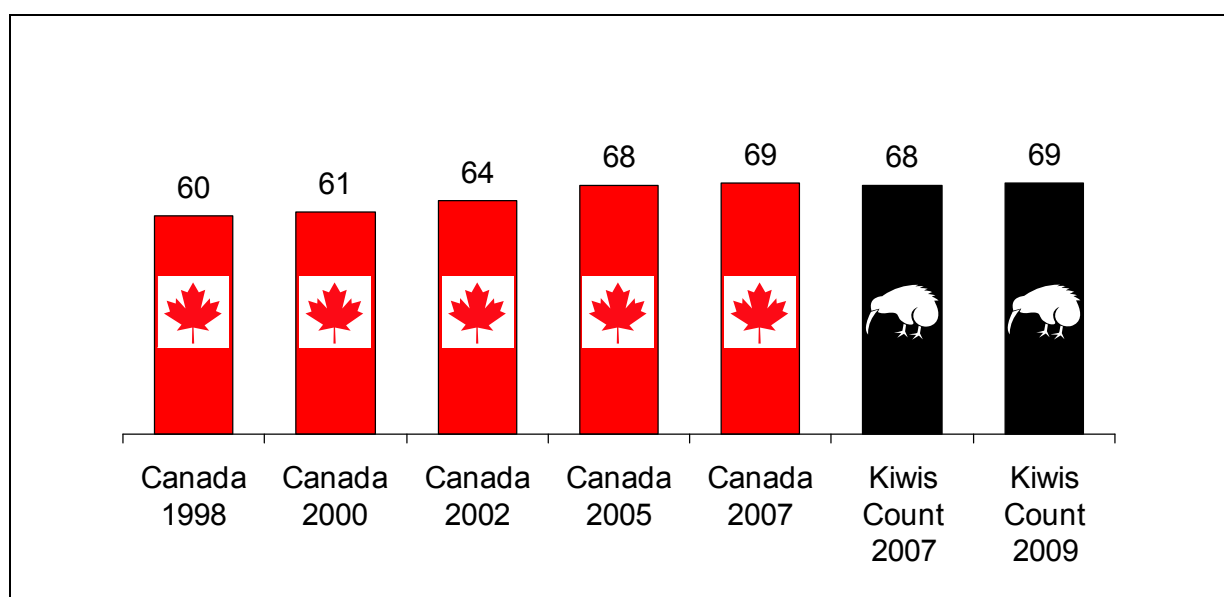
In the *Kiwis Count* surveys, New Zealanders are asked to indicate which public services, from a list of 42, they have personally used or had contact with in the last 12 months. For each service used they are asked to rate the quality of the service on a five point scale where 1 is Very poor and 5 is Very good. As discussed earlier, these answers are converted into a service quality score to allow comparisons with Canada (See Figure 3.1).

The overall service quality score for 2009 was 69, a small but statistically significant improvement over the 2007 score of 68. This is the same score achieved in Canada's 2007 *Citizens First 5* survey, the most recent survey conducted at the time of writing (*Citizens First 6* is scheduled to take place in 2010). The margin of error for *Kiwis Count* 2009 is +/- 1.6% at the 95% confidence interval, the same as the 2007 survey.⁶

This small improvement in the overall quality of service is a good result given the challenging environment public services were operating in - a change in Government, a global financial crisis and an influenza pandemic amongst other things.

In terms of New Zealand's service improvement journey, if momentum grows and greater emphasis is put on improving frontline service delivery, New Zealand public services should be able to achieve significant improvements similar to those seen in Canada from 2000-2005. How to go about this, for example focusing on improving the drivers of satisfaction, is discussed later in this report.

Figure 3.1 Service quality scores for Canada and New Zealand, 1998 - 2009

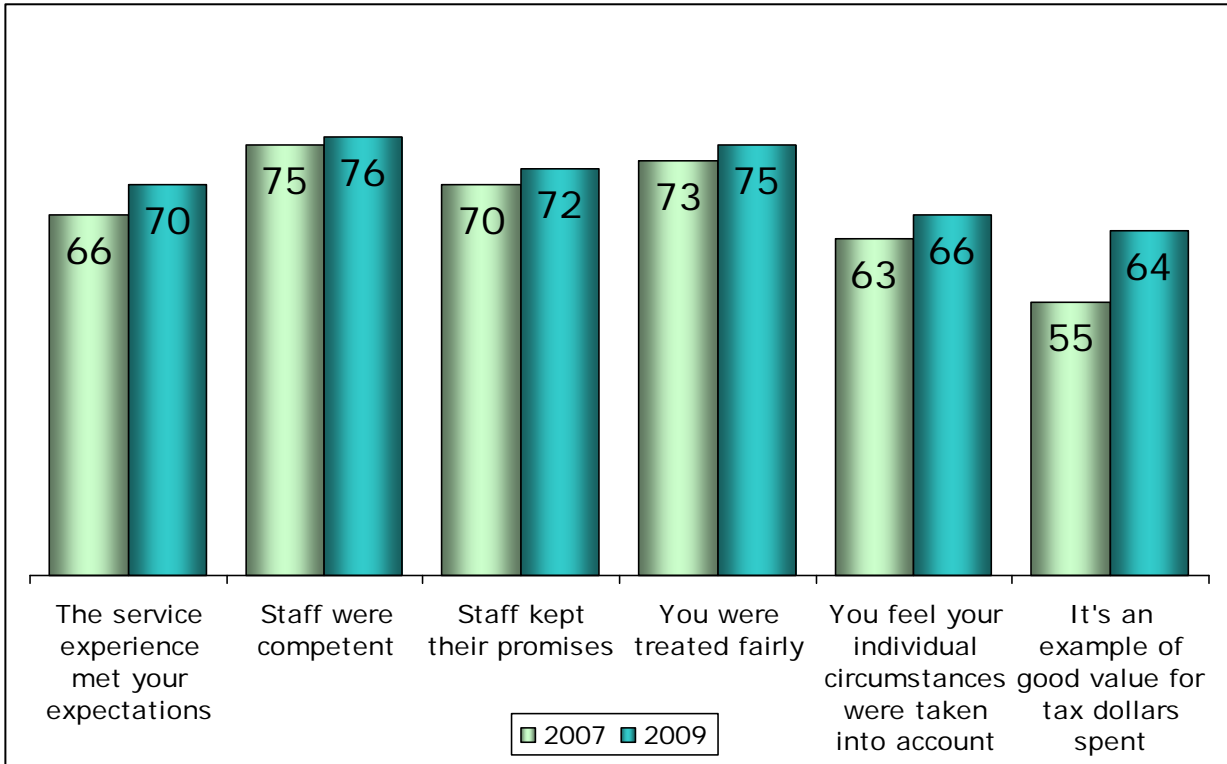


⁶ For example, this means we are 95% sure that the service quality score for public services is between 67.4 and 70.6, and statistically the most likely score is 69.

3.1.1 Performance on the overall drivers of satisfaction

As you would expect, given the increase in the overall service quality score, performance on the drivers of satisfaction has improved across the board. Two drivers had statistically significant increases. The proportion of people who agreed, in relation to their most recent public service contact, that *'It's an example of good value for tax dollars spent'* improved by nine percentage points. The most important driver *'The service experience met your expectations'* showed a statistically significant improvement of four percentage points.

Figure 3.2 Performance on the drivers of satisfaction, 2007 and 2009 (% Agree)



3.2 Service groupings

Kiwis Count 2009 measured service quality for 42 different services. The list of services was largely the same as 2007. However, a number of improvements to service descriptions were made and a small number of rarely used services were replaced with an equal number of more commonly used services. These changes were made in consultation with agencies and also reflected feedback from pre-testing of the questionnaire.

A challenge with a survey designed to measure changes over time is striking a balance between continually improving the survey, making changes to reflect new services or significant changes to existing services (e.g. KiwiSaver, trans-Tasman air travel) and the fact that each change decreases the comparability between surveys. Given that any difference in service quality between 2007 and 2009 was likely to be small, the policy for *Kiwis Count 2009* was to make as few changes as possible to achieve a high level of comparability.

To test whether the improvement in satisfaction was due to changes in the list of services, the analysis of the overall service quality score was run two ways; once with the full set of forty

two services, and a second time with only the thirty five services that appeared in both the 2007 and 2009 surveys. Both analyses showed a statistically significant improvement in the overall service quality score for 2009.

3.2.1 Identifying services for measurement

When the original list of services was devised in 2007, the rationale was to include a list of services closely based on those included in *Citizens First* 4 for the sake of comparability. The list needed to include the most frequently used services, but also be broadly representative of public services as a whole. It was not possible to include a totally comprehensive list of services in the survey. Too long a list of services discourages participation in the survey, leading to a low response rate and an overall reduction in the quality of the data produced.

A key learning from *Citizens First* has been the importance of describing services in the language used by citizens rather than in terms of the agencies that provide them. For example, the *Kiwis Count* survey asks about the distinct services of *passports*, *Citizenship* and *Registering a birth, death, marriage or civil union*, rather than asking if New Zealanders have had contact with the Identity Services Group of the Department of Internal Affairs. This is the ‘outside-in’ perspective of public services, taking the point of view of New Zealanders accessing services, rather than the ‘inside-out’ view of the agencies that provide these services.

3.2.2 Creating service groupings

The results for the 42 services included in *Kiwis Count* 2007 were presented as nine service groupings. A Border Services grouping has been added to incorporate two new services added to the 2009 survey.

Another key difference between the 2007 and 2009 reports is that in addition to the results for service groupings, the results for individual services are also included. The results from the 2007 survey have been reanalysed, and scores for individual services included, so that changes over time can be measured.

The service grouping results provide a useful overview of the results. They group together related services that New Zealanders tend to use in common. The service groupings were arrived at using a statistical technique called cluster analysis. The cluster analysis sorted services into groups where there is a strong association between the services in each cluster, and a weaker association with services in other clusters.

Table 3.1 outlines which services make up each service grouping. It also identifies changes that were made to question wording and any services that were added or deleted between 2007 and 2009.

Table 3.1 Service groupings, 2009

Passports & Citizenship
A passport Registering a birth, death, marriage or civil union Citizenship A visa or permit to work in New Zealand
Education & Training
A university, polytechnic or <i>wananga</i> about a course you are attending or may attend in the future A State or state integrated (<i>public</i>) school that your child attends or may attend in the future A kindergarten that your child attends or may attend in the future Employment or retraining opportunities Applying for or receiving a student loan or student allowance
Motor Vehicle
A drivers licence, registering a vehicle or changing ownership of a vehicle
Environment & Recreation
Visited a national park A hunting or fishing licence National environmental issues or the Resource Management Act
Health
Received outpatient services from a public hospital (includes A&E) Stayed in a public hospital Obtaining family services or counselling Used an 0800 number for health information
Justice & Security
Emergency services i.e. 111 The police (for a non-emergency situation) Paying fines or getting information about fines Parole board hearings A court, about a case you were involved with [New]
Local Government
Visited a public library Your local council about rubbish or recycling Your local council about property rates Your local council about a building permit Your local council about road maintenance
Social Assistance
New Zealand superannuation The community services card A community grant Accident compensation for injuries State or council rental accommodation Sickness, domestic purposes or unemployment benefit A housing subsidy or accommodation supplement A childcare subsidy
Taxation & Business Services
Registered a new company or filing an annual return for a registered company Requesting technical help or advice for activities related to farming Contact with Statistics New Zealand for information about taking part in a survey Importing goods into New Zealand or customs duties

Applying for a business concession at a national park Funding assistance for a business or a business grant ⁷ Help or information for starting a small business ⁸ Tax or taxation assistance Enquired about tax, receiving tax credits (such as Working for Families), student loan repayments or Kiwisaver [New] Registered a business entity for tax purposes or filed a tax return [New]
Border Services [New]
A visa or permit to work in New Zealand [Duplicate] The arrival process after landing at a New Zealand international airport from Australia The arrival process after landing at a New Zealand international airport from anywhere except Australia Importing goods into New Zealand or customs duties [Duplicate]

The 3,724 people who completed the survey used a total of 28,495 services in the last 12 months or an average of 7.7 services each. The sample size in 2009 was larger due to the extra booster sampling. Furthermore, New Zealanders completing the 2009 survey used more services on average as well, so the effective sample size i.e. the number of people who rated the various services is significantly higher than in 2007. Table 3.2 below shows the proportion of people who used services in each service grouping for 2007 and 2009. The 2009 survey results show more services being used in every service grouping except Social Assistance when compared to 2007. The figure for Local Government reflects that on average each person who responded to the survey used more than one of these services in the last 12 months.

Table 3.2 Number of services used by service grouping, 2007 and 2009

Service Grouping	2007		2009	
	Number	%	Number	%
Passports & <i>Citizenship</i>	1322	35	1376	37
Motor Vehicle	2328	61	2618	70
Environment & Recreation	1376	36	1944	52
Border Services	-	-	1984	53
Local Government	4569	121	4719	127
Health	2296	61	3086	83
Education & Training	2667	70	3554	95
Social Assistance	3627	96	3529	95
Justice & Security	2035	54	2687	72
Taxation & Business Services	2480	65	3318	89

3.2.3 Service grouping scores

Figure 3.3 and 3.4 show the service grouping scores for 2007 and 2009 respectively. The size of the circle for each grouping shows the relative numbers of New Zealanders who reported using services in that grouping. As reflected by the increase in the overall service quality score, most of the service groupings showed an improvement in service quality or had no change. Two service groupings, Passports & Citizenship, and Taxation & Business Services, showed statistically significant improvements in service quality while Environment & Recreation recorded the only significant decline in service quality.

⁷ Kiwis Count 2007: Financial assistance for a business

⁸ Kiwis Count 2007: Requesting technical help or advice for starting up a small business

Figure 3.3 Service grouping scores, 2007

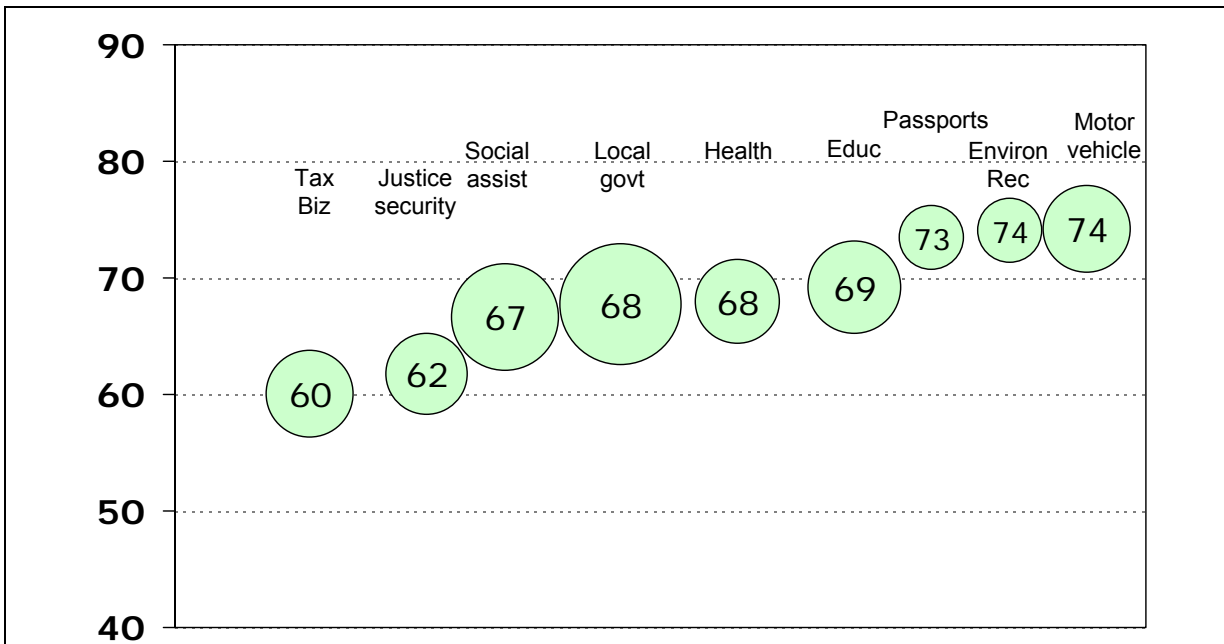
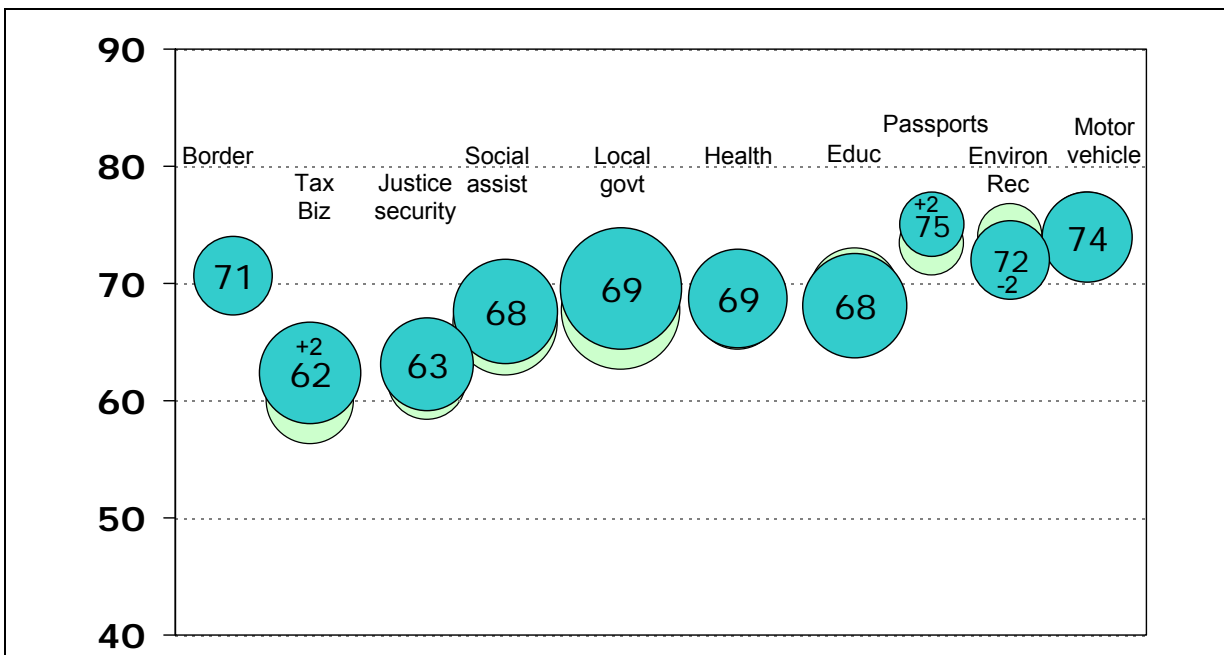


Figure 3.4 Service grouping scores, 2009



The relative size of the various service groupings provides useful context for understanding the results and identifying where improvements are most needed. If New Zealanders' overall rating of service delivery is to significantly improve, this must be driven by improvements in the services New Zealanders use most often - Social Assistance, Education, Taxation & Business Services, and Health.

3.2.4 Performance on the drivers by service grouping

Table 3.3 below shows in 2009 how each of the service groupings has performed against the drivers of satisfaction with service quality.

Table 3.3 Performance against drivers of satisfaction by service grouping, 2009

Sector	The service experience met your expectations	Staff were competent	Staff kept their promises	You were treated fairly	Your individual circumstances were taken into account	It's an example of good value for tax dollars spent
Passports & Citizenship	74	74	75	79	71	36
Education & Training	68	75	68	78	71	73
Environment & Recreation	67	71	59	69	59	61
Health	72	79	73	78	76	75
Justice & Security	62	66	77	62	59	54
Border Services	77	85	74	80	66	62
Local Government	79	83	81	80	67	76
Motor Vehicle	78	86	83	78	67	49
Social Assistance	56	60	63	61	58	51
Taxation & Business Services	55	57	63	63	50	50
Overall Satisfaction	70	76	72	75	66	64

Since these six drivers combined account for 75% of New Zealanders' satisfaction with public services, in order to achieve a significant improvement in the overall rating of the quality of public service delivery, this must be driven by improvements in the fundamental drivers of satisfaction with service delivery.

3.3 Service quality scores by service and comparisons with Canada

The *Kiwis Count* surveys look at overall service quality and performance on the drivers of satisfaction. They are not satisfaction surveys for individual agencies. The CMT is provided free of charge to State Services agencies so they can carry out surveys on a similar basis to *Kiwis Count* and be benchmarked against other agencies using the CMT.

Similarly, *Kiwis Count* is not a tool for producing league tables of results by services or a tool for measuring the overall performance of an organisation. As mentioned earlier, some services perform better than others, whether they are in the private sector or the public sector. New Zealand is fortunate to have a decade of results from Canada as a useful point of comparison. These show there are some systematic differences in service quality ratings and it is unrealistic

to expect all services to achieve the same service quality scores. For example, no matter how well taxation services are delivered, paying our taxes will never be as gratifying as visiting a National Park. However, the results from Canada also show that the greatest improvements in service quality have come from the services that began with lower service quality ratings. By contrast, those services with higher ratings have found they must continue to work hard in order simply to maintain those levels against rising expectations.

The tables below summarise the services where there has been a statistically significant difference in the service quality scores between the two *Kiwis Count* surveys. In keeping with the overall improvement in service quality, nine services recorded a significant increase compared to four significant decreases. It is encouraging that the increases are generally greater than the declines in percentage point terms. The overall direction is encouraging for many services (see following sections), even those that did not record statistically significant improvements. If the apparent improvements in service quality continue then more statistically significant improvements are likely in future surveys.

Table 3.4 Statistically significant increases between 2007 and 2009 survey

Difference between two scores	Services showing statistically significant increases
+9.7	A childcare subsidy
+6.9	National environmental issues or the RMA
+6.7	Your local council about a building permit
+5.4	A housing subsidy or accommodation supplement
+3.9	Emergency services
+3.8	Stayed in a public hospital
+3.5	Registering birth/death/marriage/civil union
+3.1	Used an 0800 number for health information
+2.7	Paying fines or getting info. about fines

Table 3.5 Statistically significant decreases between 2007 and 2009 survey

Difference between two scores	Services showing statistically significant decreases
-5.3	A hunting or fishing licence
-4.9	A state or state integrated school your child attends or may attend in the future
-3.4	New Zealand Superannuation
-2.3	Visited a national park

The table below shows the service quality scores for the 10 service groupings, the 42 services included in *Kiwis Count* 2009 and comparable figures from *Kiwis Count* 2007 and the Canadian *Citizens First* surveys where available. Following this summary table there is a more detailed discussion of each service grouping.

Table 3.6 Service quality scores by service and comparisons with Canada, 1998 – 2009

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Motor Vehicle						74	74
A drivers licence, registering a vehicle or changing ownership of a vehicle	-	-	-	-	74	74	74
Passports & Citizenship						73	75
<i>A passport</i>	66	65	60	64	62	76	77
<i>Registering a birth, death, marriage or civil union</i>	60	60	59	65	68	72	75
<i>Citizenship</i>	57	54	56	58	50	72	74
A visa or permit to work in New Zealand	57	54	56	58	50	63	63
Environment & Recreation						74	72
Visited a national park	73	71	73	73	76	79	76
A hunting or fishing licence	63	58	73	80	74	77	72
National environmental issues or the resource management act	-	-	-	-	64	41	48
Education & Training						69	68
A university, polytechnic or wananga about a course you are attending or may attend in the future	-	-	-	74	67	70	70
A state or state integrated (public) school that your child attends or may attend in the future	54	58	60	66	66	77	72
A kindergarten that your child attends or may attend in the future	-	-	60	69	69	73	76
Employment or retraining opportunities	-	-	-	67	58	64	61
Applying for or receiving a student loan or student allowance	-	-	-	-	54	59	59
Health						68	69
Used an 0800 number for health information	55	55	59	62	71	67	70
Obtaining family services or counselling	56	55	45	67	68	68	65
Stayed in a public hospital	-	-	-	66	65	68	71
Received outpatient services from a public hospital	-	-	-	66	65	69	68
Local Government						68	69
Visited a public library	77	77	79	83	80	83	82
Your local council about rubbish or recycling	74	72	72	81	79	63	65
Your local council about property rates	-	-	-	59	58	59	57
Your local council about a building permit	58	56	57	65	60	44	51
Your local council about road maintenance	-	-	-	46	51	42	45

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Social Assistance						67	68
New Zealand superannuation	69	71	68	73	76	79	75
The community services card	62	67	69	76	73	73	74
Accident compensation for injuries	34	37	49	50	47	65	64
State or council rental accommodation	52	50	46	60	53	61	62
Sickness, domestic purposes or unemployment benefit	45	51	53	57	61	59	59
A housing subsidy or accommodation supplement	-	-	-	53	48	56	62
A childcare subsidy	-	-	-	55	61	56	65
Justice & Security						62	63
Emergency services i.e. 111	-	-	80	79	78	73	77
The police (for a non-emergency situation)	68	59	62	69	63	62	64
Paying fines or getting information about fines	-	-	-	56	53	54	57
A court, about a case you were involved in	-	44	44	49	52	-	52
Taxation & Business services						60	62
Registered a new company or filing an annual return for a registered company	-	-	-	-	71	70	71
Contact with Statistics new Zealand for information about taking part in a survey	-	-	-	-	63	65	67
Importing goods into New Zealand or customs duties	58	57	59	61	60	62	57
Enquired about tax, receiving tax credits (such as working for families), student loan repayments or Kiwisaver	-	-	-	-	59	-	59
Funding assistance for a business or a business grant	-	-	-	46	35	-	54
Help or information for starting a small business	41	44	49	59	46	-	65
Registered a business entity for tax purposes or filed a tax return	-	-	-	-	-	-	64
Border Services							71
A visa or permit to work in New Zealand	57	54	56	58	50	63	63
The arrival process after landing at a New Zealand international airport from Australia	58	57	59	61	60	-	73
The arrival process after landing at a New Zealand international airport from anywhere except Australia	58	57	59	61	60	-	72
Importing goods into New Zealand or customs duties	58	57	59	61	60	62	57

Each of the following sections includes more detail on each service grouping, such as details on numbers and percentages of New Zealanders who used each service in the last 12 months, service quality scores and comparisons with Canada.

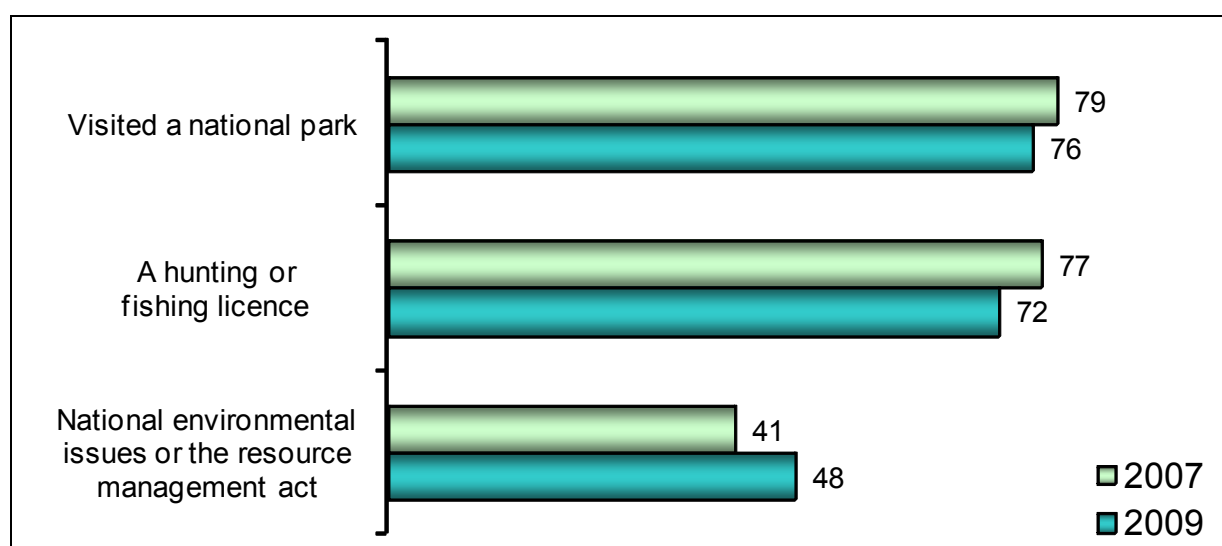
3.3.1 Environment & Recreation

Table 3.7 Sample size and percentage for each service used in last 12 months

Environment & Recreation	sample size	Percentage of respondents
Visited a national park	1418	38
A hunting or fishing licence	271	7
National environmental issues or the Resources Management Act	255	7

The overall service quality score for the Environment & Recreation group in 2009 was 72, down from 74 in 2007. Environment & Recreation was one of only two groups (along with Education & Training) to have a lower score in 2009 than in 2007. However, as a whole, the Environment & Recreation group still scored higher than the survey average of 69. The lowest scoring service in the group was *National environmental issues or the resource management act*, but this service was also the only one to improve on its 2007 score. The other two services, *A hunting or fishing licence*, and *Visited a national park*, had considerable and statistically significant declines in 2009.

Figure 3.5 Service quality scores for Environment & Recreation group, 2007 and 2009



Comparisons with Canada

In Canada, the *Citizens First* survey has been measuring service quality since 1998 for many of the services that are included in *Kiwis Count*. Over that time, service quality in Canada with visiting a national park has remained relatively steady, reaching a low of 71 in 2000 and a high of 76 in the most recent 2007 survey. Service quality with hunting and fishing licences has fluctuated immensely in Canada, from a low of 58 in 2000 to a high of 80 in 2005. It will be interesting to see whether this service can rebound in the next *Kiwis Count* survey. The Canadians have only recently started measuring the service that best aligns with our *National environmental issues or the resource management act*, so comparisons are difficult at this stage. It will be interesting to see what happens with these services in both New Zealand and Canada in future surveys.

Table 3.8 Comparison of service quality scores Canada & New Zealand, 1998-2009⁹

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Environment & Recreation						74	72
Visited a national park	73	71	73	73	76	79	76
A hunting or fishing licence	63	58	73	80	74	77	72
National environmental issues or the resource management act	-	-	-	-	64	41	48

⁹ Some of the services included in the Citizens First surveys do not completely align with the services in Kiwis Count

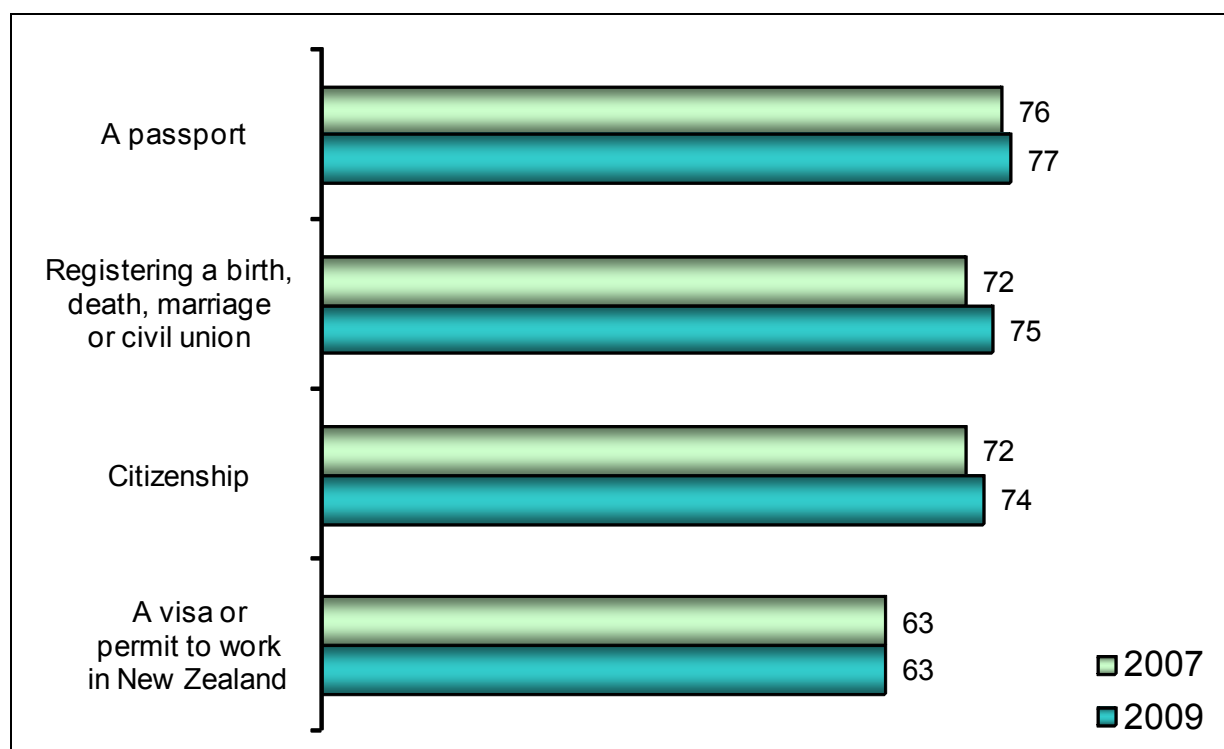
3.3.2 Passports & Citizenship

Table 3.9 Sample size and percentage for each service used in last 12 months

Passports & Citizenship	sample size	Percentage of respondents
<i>A passport</i>	736	20
<i>Registering a birth, death, marriage or civil union</i>	362	10
<i>Citizenship</i>	145	4
<i>A visa or permit to work in New Zealand</i>	134	4

The overall service quality score in 2009 for the Passports & Citizenship group was 75, an increase of two points on 2007. Once again, the group as a whole performed very well compared to the survey average of 69. Three of the four services had improvements on their 2007 scores. *Registering a birth, death, marriage or civil union* had a statistically significant increase, improving to 75 (from 72 in 2007). *A visa or permit to work in New Zealand* once again had the lowest score in the group with 63, which was the same score as in 2007.

Figure 3.6 Service quality scores for Passports & Citizenship group, 2007 and 2009



Comparisons with Canada

Since 1998, service quality with passports in Canada has fluctuated a little, but generally decreased. In New Zealand, passports have started well, with a small increase in service quality between 2007 and 2009. Service quality with *Registering a birth, death, marriage or civil union* has improved steadily in Canada since 2002, and a big improvement has also been achieved in New Zealand. *Citizenship* services had a considerable decline in the latest *Citizens First* survey, but in New Zealand these services improved.

Table 3.10 Comparison of service quality scores Canada & New Zealand, 1998-2009

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Passports & Citizenship						73	75
<i>A passport</i>	66	65	60	64	62	76	77
<i>Registering a birth, death, marriage or civil union</i>	60	60	59	65	68	72	75
<i>Citizenship</i>	57	54	56	58	50	72	74
A visa or permit to work in New Zealand	57	54	56	58	50	63	63

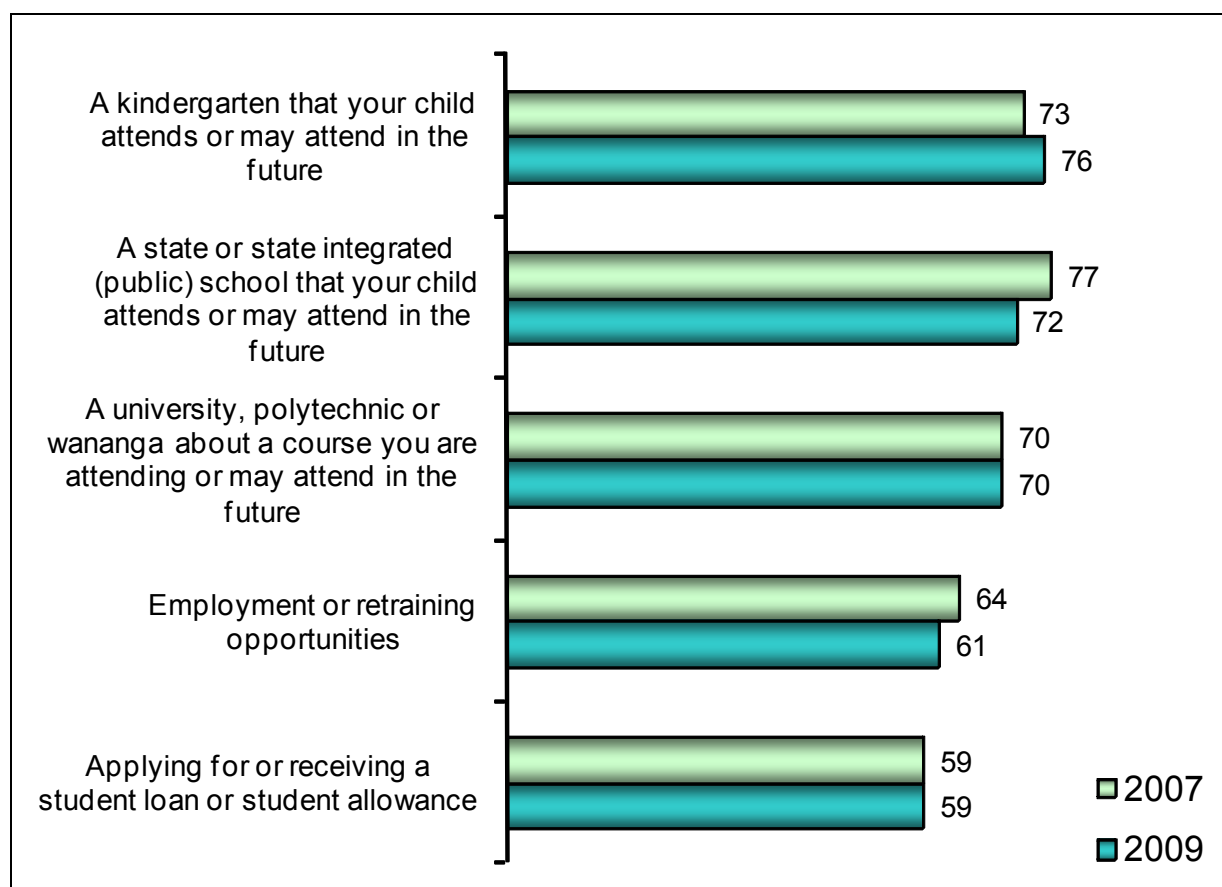
3.3.3 Education & Training

Table 3.11 Sample size and percentage for each service used in last 12 months

Education & Training	sample size	percentage of respondents
A state or state integrated (public) school that your child attends or may attend in the future	1022	27
A university, polytechnic or wananga about a course you are attending or may attend in the future	984	26
Employment or retraining opportunities	624	17
Applying for or receiving a student loan or student allowance	496	13
A kindergarten that your child attends or may attend in the future	428	11

The Education & Training group was one of two service groups (along with Environment & Recreation) to have a lower score in 2009 than in 2007. The overall service quality score in the group fell from 69 in 2007 to 68 in 2009, below the survey average. *Public schools* had a statistically significant decline (from 77 in 2007 down to 72 in 2009). The decline in *Employment or retraining opportunities* was not statistically significant (from 64 in 2007 down to 61 in 2009). *Universities and student loans* remained steady on 70 and 59 respectively, while *kindergartens* improved from 73 in 2007 to 76 in 2009.

Figure 3.7 Service quality scores for Education & Training group, 2007 and 2009



Comparisons with Canada

In the Canadian *Citizens First* survey, universities were first measured in 2005 and initially performed quite well, with a service quality score of 74, but in 2007 the Canadian score fell substantially to 67. In New Zealand, *A university, polytechnic or wananga* remained steady in 2009 with a service quality score of 70. *Public schools* in Canada have improved greatly since first being measured at just 54 in 1998. However, in New Zealand the score for *A state or state integrated (public) school* has fallen five points in the last two years. *Employment or retraining opportunities* fell in New Zealand but not as sharply as in Canada.

Table 3.12 Comparison of service quality scores Canada & New Zealand, 1998-2009

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Education & Training						69	68
A university, polytechnic or wananga about a course you are attending or may attend in the future	-	-	-	74	67	70	70
A state or state integrated (public) school that your child attends or may attend in the future	54	58	60	66	66	77	72
A kindergarten that your child attends or may attend in the future	-	-	60	69	69	73	76
Employment or retraining opportunities	-	-	-	67	58	64	61
Applying for or receiving a student loan or student allowance	-	-	-	-	54	59	59

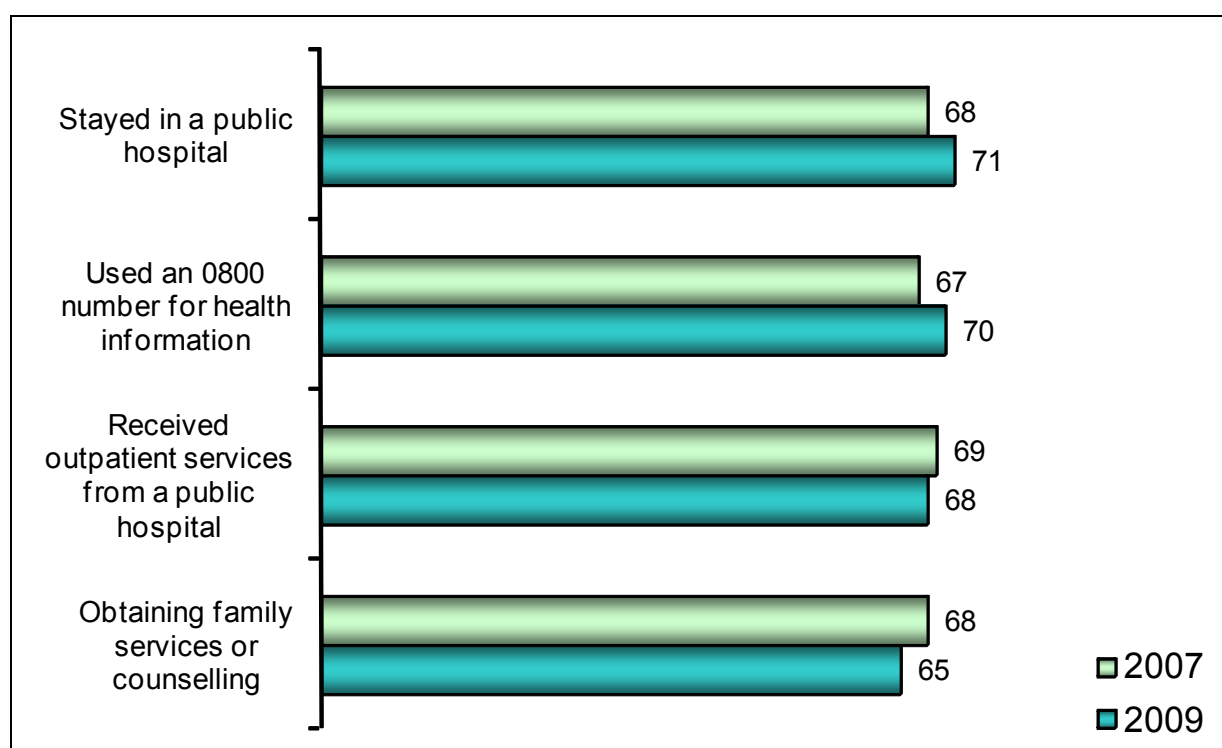
3.3.4 Health

Table 3.13 Sample size and percentage for each service used in last 12 months

Health	sample size	percentage of respondents
Received outpatient services from a public hospital (includes A&E)	1462	39
Used an 0800 number for health information	673	18
Stayed in a public hospital	615	17
Obtaining family services or counselling	336	9

In 2009, the overall service quality score for the Health group as a whole was 69, up from 68 in 2007. Interestingly, the service quality score for the Health group was the same as the overall survey score in both 2007 and 2009. Two services had statistically significant improvements on their 2007 scores. *Using an 0800 number for health information* improved to 70, from 67 in 2007, and *Staying in a public hospital* improved to 71 in 2009, up from 68 in 2007. These positive results were offset by decreases in the other two services, *receiving outpatient services from a public hospital*, and *Obtaining family services or counselling*, which decreased by one point and three points respectively, though neither decrease was statistically significant.

Figure 3.8 Service quality scores for Health group, 2007 and 2009



Comparisons with Canada

The Canadian *Citizens First* survey has been measuring service quality for *Used an 0800 number for health information* and *Obtaining family services for counselling* since 1999, and significant improvement in the service quality scores for both of these services has been observed. In New Zealand, *Used an 0800 number for health information* had a promising improvement, and is now approaching the level that the same service reached in Canada in

2007. However, *obtaining family services or counselling* has moved in the opposite direction in 2009. The services provided by public hospitals (*Stayed in a public hospital* and *Received outpatient services from a public hospital*) remained relatively steady in Canada since first being measured in 2005. In New Zealand, *Stayed in a public hospital* has improved significantly since 2007, reaching 71 in 2009, while *received outpatient services from a public hospital* has decreased slightly.

Table 3.14 Comparison of service quality scores Canada & New Zealand, 1998-2009

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Health						68	69
Used an 0800 number for health information	55	55	59	62	71	67	70
Obtaining family services or counselling	56	55	45	67	68	68	65
Stayed in a public hospital	-	-	-	66	65	68	71
Received outpatient services from a public hospital	-	-	-	66	65	69	68

3.3.5 Local Government

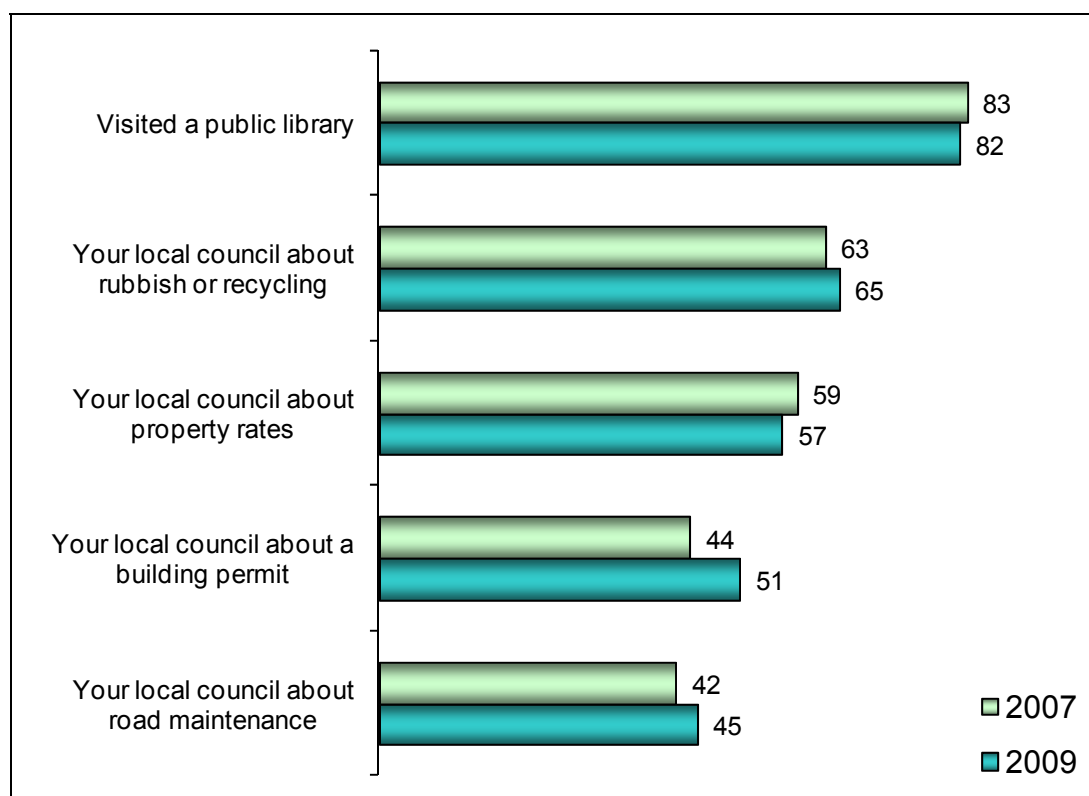
Table 3.15 Sample size and percentage of each service used in last 12 months

Local Government	sample size	percentage of respondents
Visited a public library	2284	61
Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	930	25
Your local council about property rates	737	20
Your local council about road maintenance	401	11
Your local council about a building permit	368	10

The focus of the *Kiwis Count* survey is on services to the public provided by State Services organisations. The single largest service grouping is Local Government. Previous research has shown many New Zealanders do not differentiate between services provided by central and local government. Therefore, local government has an important role to play in determining New Zealanders' experience of public service delivery.

In 2009, the overall service quality score for the Local Government service group rose from 68 in 2007 to 69 in 2009, the same as the overall survey average. The improvement was driven by *Your local council about a building permit*, which improved significantly to 51 (from 44 in 2007), and *Your local council about road maintenance*, which improved by three points to 45. A smaller improvement was also made in *Your local council about rubbish or recycling*. There was a moderate decline in *Your local council about property rates*, and a small decline in *Visited a public library* (the second most frequently used service in the survey).

Figure 3.9 Service quality scores for Local Government group, 2007 and 2009



Comparisons with Canada

The *Citizens First* survey in Canada has been measuring service quality for many of the services in this group since 1998. During that time, *Public Libraries* have consistently scored highly, just as they have in New Zealand over the first two *Kiwis Count* surveys. *Your local council about rubbish or recycling* improved considerably between 1998 and 2005, but declined slightly in 2007. In New Zealand, this service has shown positive signs of improvement in 2009. *Building permits* were steady in Canada across the first three surveys, and then had a big improvement in 2005 before declining in 2007.

Table 3.16 Comparison of service quality scores Canada & New Zealand, 1998-2009

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Local Government						68	69
Visited a public library	77	77	79	83	80	83	82
Your local council about rubbish or recycling	74	72	72	81	79	63	65
Your local council about property rates	-	-	-	59	58	59	57
Your local council about a building permit	58	56	57	65	60	44	51
Your local council about road maintenance	-	-	-	46	51	42	45

3.3.6 Motor Vehicle

Table 3.17 Sample size and percentage for each service used in last 12 months

Motor Vehicle	sample size	percentage of respondents
A drivers licence, registering a vehicle or changing ownership of a vehicle	2618	70

The Motor Vehicle service group covers just one service, *A driver's licence, registering a vehicle or changing ownership of a vehicle*. This was the most frequently used service in the *Kiwis Count* survey with 70% of all survey respondents using this service in the past 12 months. In 2009, the service quality score for this service remained steady at 74, above the survey average of 69.

Comparisons with Canada

Motor vehicle registration wasn't included in the Canadian *Citizens First* survey until 2007, so only one result is available for comparison. The service scored 74 in Canada, the same score as in *Kiwis Count* in both 2007 and 2009.

Table 3.18 Comparison of service quality scores Canada & New Zealand, 1998-2009

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Motor Vehicle						74	74
A drivers licence, registering a vehicle or changing ownership of a vehicle					74	74	74

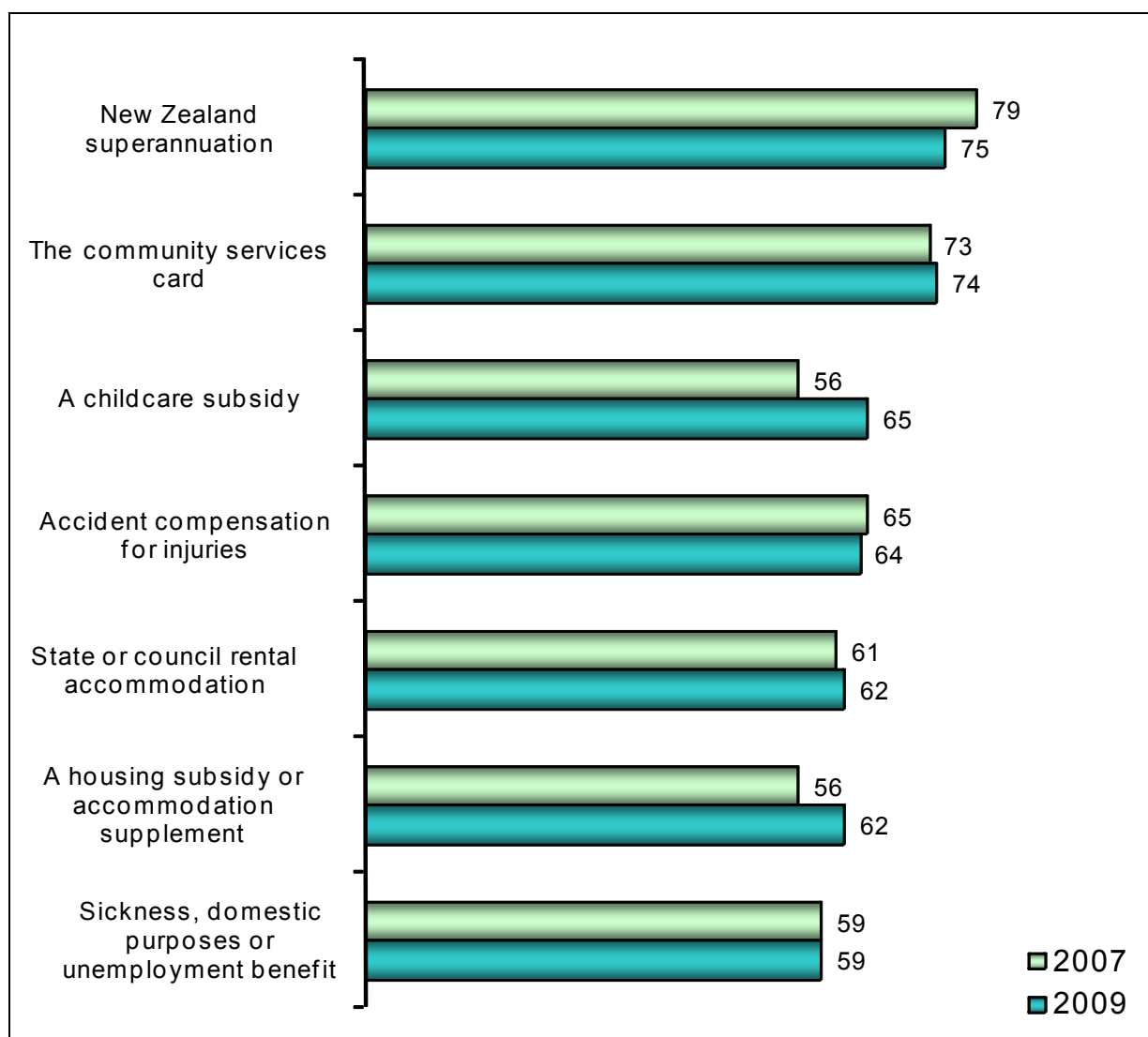
3.3.7 Social Assistance

Table 3.19 Sample size and percentage for each service used in last 12 months

Social Assistance	sample size	percentage of respondents
The Community Services card	920	25
Accident compensation for injuries	832	22
New Zealand Superannuation	548	15
Sickness, domestic purposes or unemployment benefit	452	12
A housing subsidy or accommodation supplement	391	11
A childcare subsidy	266	7
State or council rental accommodation	121	3

In 2009, the Social Assistance service group made a small improvement from 67 in 2007 to 68 in 2009. The services that scored lowest in 2007 had the biggest improvements in 2009. A *childcare subsidy* improved from 56 in 2007 to 65 in 2009, while a *housing subsidy or accommodation supplement* improved from 56 in 2007 to 62 in 2009. *New Zealand superannuation* declined from 79 in 2007 to 75 in 2009, as did *Accident compensation for injuries*. The other services in the group made small improvements on 2007 results.

Figure 3.10 Service quality scores for Social Assistance group, 2007 and 2009



Comparisons with Canada

In the Canadian *Citizens First* survey, superannuation has improved considerably since 1998. In New Zealand, superannuation has not improved between 2007 and 2009. Similarly, the *Sickness, domestic purposes or unemployment benefit* service improved across four successive surveys in Canada, while in New Zealand service quality scores for this service have remained the same.

Table 3.20 Comparison of service quality scores Canada & New Zealand, 1998-2009

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Social Assistance						67	68
New Zealand superannuation	69	71	68	73	76	79	75
The community services card	62	67	69	76	73	73	74
Accident compensation for injuries	34	37	49	50	47	65	64
State or council rental accommodation	52	50	46	60	53	61	62
Sickness, domestic purposes or unemployment benefit	45	51	53	57	61	59	59
A housing subsidy or accommodation supplement	-	-	-	53	48	56	62
A childcare subsidy	-	-	-	55	61	56	65

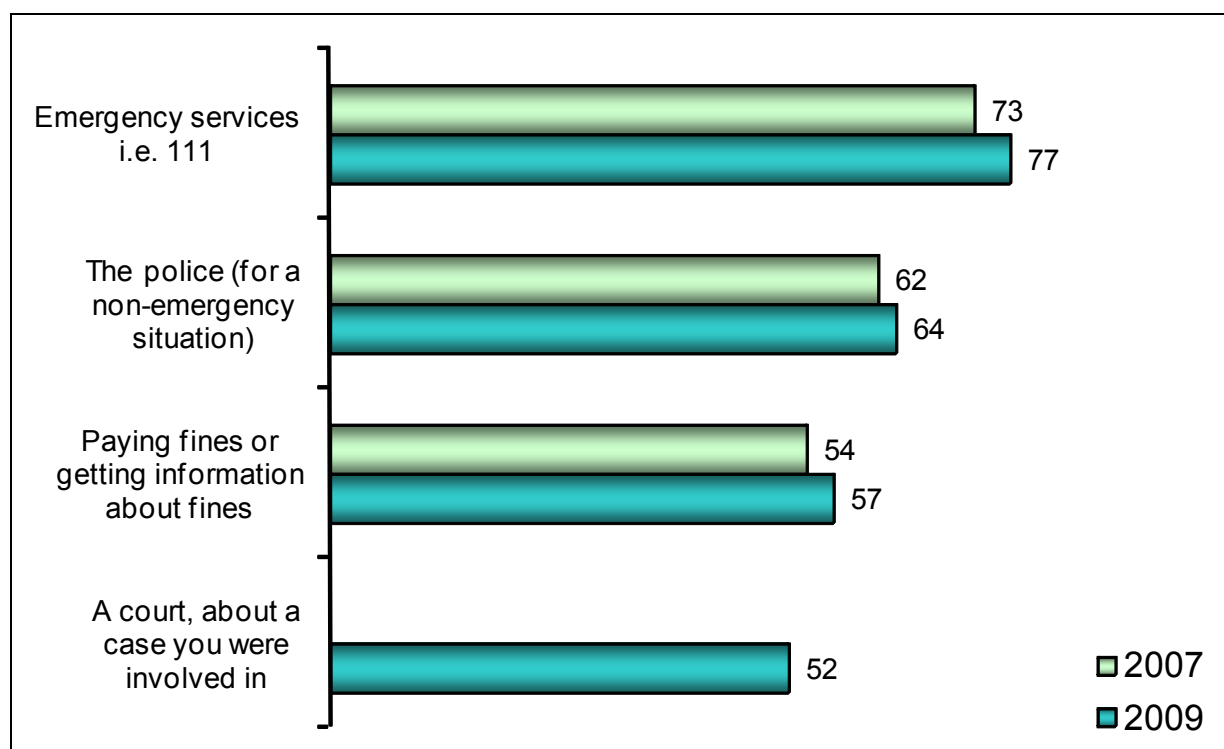
3.3.8 Justice & Security

Table 3.21 Sample size and percentage for each service used in last 12 months

Justice & Security	sample size	percentage of respondents
The Police (for a non-emergency situation)	1091	29
Paying fines or getting information about fines	795	21
Emergency services i.e. 111	525	14
A court, about a case you were involved with	276	7

In 2009, the service quality score for the Justice & Security group as a whole was 63 (up from 62 in 2007, but below the survey average of 69). All three of the services within the Justice & Security group that were included in the 2007 survey, managed to make improvements on their overall service quality scores. *Emergency services* improved significantly to 77, from 74 in 2007. *Paying fines or getting information about fines* also had a statistically significant improvement, to 57, from 54 in 2007. The new service in this group, *A court, about a case that you were involved in*, scored 52.

Figure 3.11 Service quality scores for Justice & Security group, 2007 and 2009



Comparisons with Canada

In the Canadian *Citizens First* survey, the service quality score for *the police (for a non emergency situation)* has fluctuated considerably, but was last measured at 63. *Emergency services* in Canada have been measured since 2003, and after a good start (80 in 2003), they have been decreasing slowly. The same pattern has not been observed in New Zealand. Service quality with our *emergency services* improved significantly between 2007 and 2009. Service quality with *Paying fines or getting information about fines* has declined in Canada,

but has improved in New Zealand. *Courts* have started off with the same score that the Canadians had in their 2007 survey.

Table 3.22 Comparison of service quality scores Canada & New Zealand, 1998-2009

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Justice & Security						62	63
Emergency services i.e. 111	-	-	80	79	78	73	77
The police (for a non-emergency situation)	68	59	62	69	63	62	64
Paying fines or getting information about fines	-	-	-	56	53	54	57
A court, about a case you were involved in	-	44	44	49	52	-	52

3.3.9 Taxation & Business services

Table 3.23 Sample size and percentage for each service used in last 12 months

Taxation & Business Services	sample size	percentage of respondents
Enquired about tax, receiving tax credits (such as Working for Families), student loan repayments or KiwiSaver	1497	40
Registered a business entity for tax purposes or filed a tax return	604	16
Contact with Statistics New Zealand for information or about taking part in a survey	467	13
Registering a new company or filing an annual return for a registered company	354	10
Importing goods into New Zealand or customs duties	187	5
Help or information for starting a small business	145	4
Funding assistance for a business or a business grant	64	2

The Taxation & Business services group features four new services in 2009. *Registered a business entity for tax purposes or filed a tax return* scored 64. *Help or information about starting a small business* scored 65. *Funding assistance for a business or a business grant* and *Enquired about tax, receiving tax credits, student loan repayments or Kiwisaver* were both lower at 54 and 59, respectively. *Importing goods into New Zealand or customs duties* fell furthest, dropping five points to 57. *Contact with Statistics New Zealand for information about taking part in a survey* improved moderately as did *registering a new company or filing an annual return for a registered company*.

Figure 3.12 Service quality scores for Taxation & Business services group, 2007 and 2009



Comparisons with Canada

Comparisons with Canada are limited, because most of the equivalent Canadian services have only recently been added to the *Citizens First* survey or in one case there is no obvious counterpart in Canada. However, a suitable comparison does exist for *help or information for starting a small business*, and the *Citizens First* survey measured steady improvements in this service until 2005, and then a sharp drop in 2007. In New Zealand, this service scored reasonably well in 2009 and established a good benchmark upon which future improvements can be measured. A suitable comparison also exists for *importing goods into New Zealand or customs duties* which has been very steady in Canada, with a slight overall improvement between 1998 and 2007. The service quality score for *importing goods into New Zealand or customs duties* declined from 62 in 2007 to 57 in 2009

Table 3.24 Comparison of service quality scores Canada & New Zealand, 1998-2009

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Taxation & Business services						60	62
Registered a new company or filing an annual return for a registered company	-	-	-	-	71	70	71
Contact with Statistics New Zealand for information about taking part in a survey	-	-	-	-	63	65	67
Importing goods into New Zealand or customs duties	58	57	59	61	60	62	57
Enquired about tax, receiving tax credits (such as working for families), student loan repayments or Kiwisaver	-	-	-	-	59	-	59
Funding assistance for a business or a business grant	-	-	-	46	35	-	54
Help or information for starting a small business	41	44	49	59	46	-	65
Registered a business entity for tax purposes or filed a tax return	-	-	-	-	-	-	64

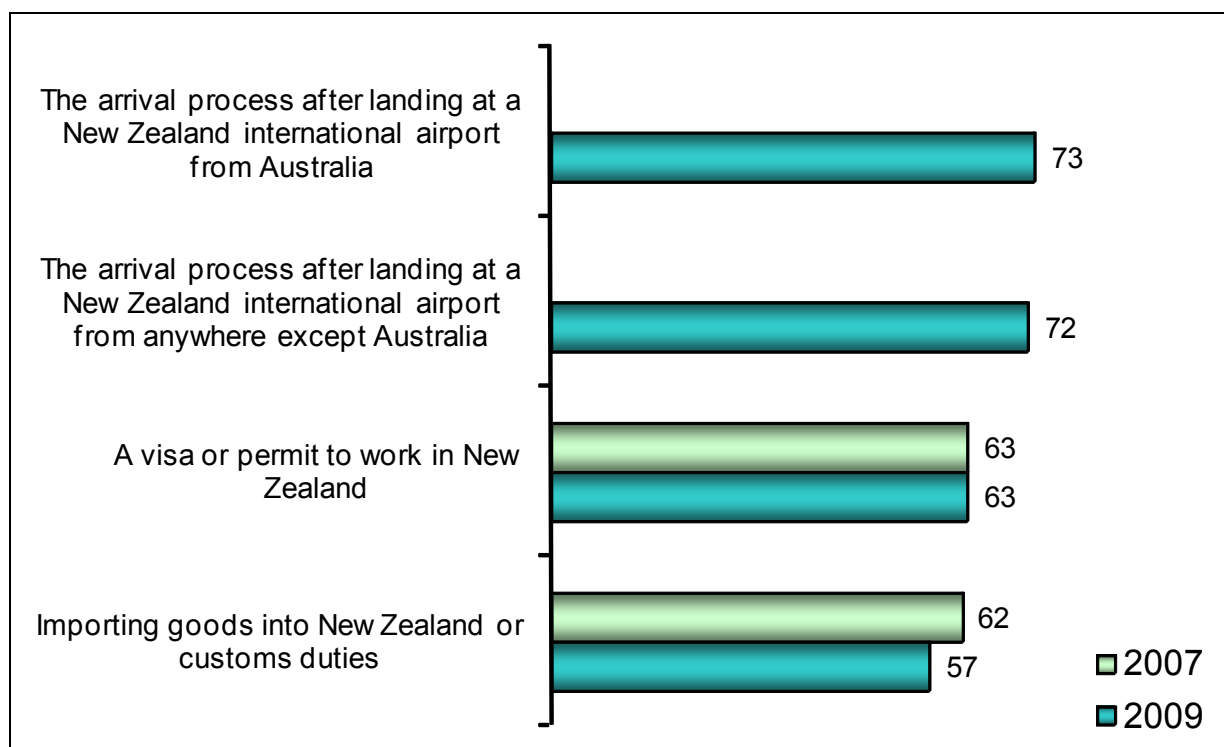
3.3.10 Border services

Table 3.25 Sample size and percentage for each service used in last 12 months

Border Services	sample size	percentage of respondents
The arrival process after landing at a New Zealand international airport from Australia	958	26
The arrival process after landing at a New Zealand international airport from anywhere except Australia	706	19
Importing goods into New Zealand or customs duties	187	5
A visa or permit to work in New Zealand	134	4

The overall service quality score for Border Services was 71, which was above the survey average of 69. Border Services is a new service grouping and includes two services added to the survey in 2009, regarding landing at international airports. Both had similar service quality scores; 73 *when arriving from Australia*, and 72 *when arriving from any other country*. These questions were included in 2009 to establish a baseline as significant changes to these services are underway. *Importing goods into New Zealand* had a considerable decline in service quality, but this was not statistically significant.

Figure 3.13 Service quality scores for Border services group, 2007 and 2009



Comparisons with Canada

In Canada, the *Citizens First* survey has measured service quality with *visas or work permits* since 1998. In Canada, service quality scores for Border Services remained steady over the first four surveys. However, 2007 saw a considerable drop from 58 to 50. In New Zealand, *A visa or permit to work in New Zealand* remained steady on 63 in 2009. The other three services in this group are compared to a single equivalent Canadian service. In Canada, scores

for Customs and border services, including crossing the border, have been very steady, with a slight overall improvement between 1998 and 2007. The service quality score for *importing goods into New Zealand or customs duties* declined from 62 in 2007 to 57 in 2009.

Table 3.26 Comparison of service quality scores Canada & New Zealand, 1998-2009

Service	Canada					Kiwis Count	
	1998	2000	2002	2005	2007	2007	2009
Border Services						71	
A visa or permit to work in New Zealand	57	54	56	58	50	63	63
The arrival process after landing at a New Zealand international airport from Australia	58	57	59	61	60	-	73
The arrival process after landing at a New Zealand international airport from anywhere except Australia	58	57	59	61	60	-	72
Importing goods into New Zealand or customs duties	58	57	59	61	60	62	57

4.0 Perceptions of public services

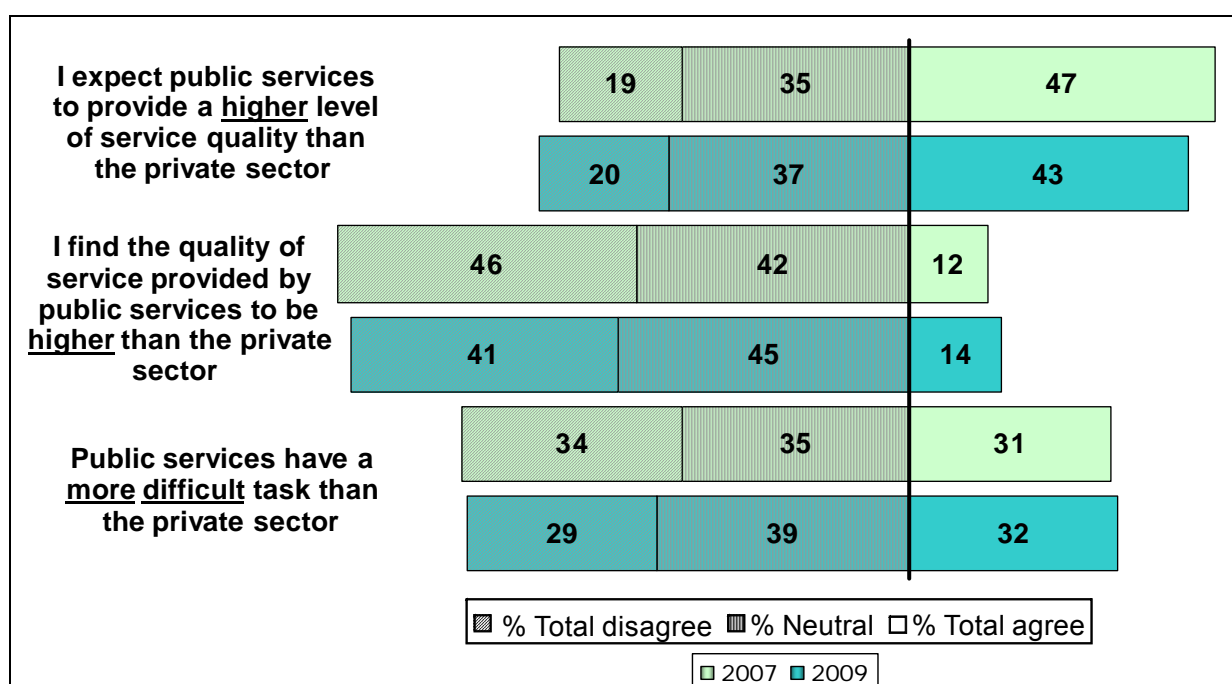
This section considers perceptions of public services as a whole; what is expected of public services, and how public services measure up in comparison with non-government organisations.

4.1 Expectations of public services

New Zealanders have high expectations of their public services. More than two-in-five New Zealanders expect public services to provide a higher level of service quality than the private sector. However, there is a perception that the public service is not delivering higher quality services. Over two-fifths of New Zealanders disagree that the quality of service provided by public services is higher than the private sector. In addition, more than two-thirds of New Zealanders do not agree that public services have a more difficult task than the private sector.

There has been a slight softening of expectations between 2007 and 2009. Fewer people expect a higher level of service than the private sector. Fewer people disagree that the quality of service is already higher than the private sector or that public services have a more difficult task. However, overall expectations remain very high. This is important information since the most important driver of whether a New Zealander is satisfied with a public service is that ‘*the service experience met their expectations*’. In the view of New Zealanders, public services should strive to be at least as good as the best the private sector has to offer, if not better.

Figure 4.1 Expectations of public services



4.2 Public services vs. non-government services

In order to assess the performance of public service delivery it is useful to draw comparisons with non-government services. Both *Kiwis Count* surveys asked New Zealanders to rate the overall quality of seven non-government services they may have used in the last 12 months. This same comparison has been carried out in *Citizens First* surveys to investigate the

perception, based on anecdotal examples, that public sector service quality is not as good as private sector service quality. It also helps public service managers to know if they should be looking to the private sector for examples of excellence in service delivery.

In Canada the findings show there is little evidence that public services are inferior to the private sector. On the contrary, public services are better on average and improving faster. The *Citizens First 4* report concluded “this much is true – some services perform better than others, whether they are in the private sector or the public sector”¹⁰.

The table below shows the seven non-government services included in *Kiwis Count* and the proportion of New Zealanders who used them in the last 12 months.

Table 4.1 Percentage of people using different services, 2009

	sample size	percentage of respondents
One or more public services	3657	98
A bank or finance company	3257	87
A telephone company	2432	65
An insurance company	2296	62
A postal or courier company	2239	60
An electricity or gas company	2196	59
An internet service provider	2054	55
A credit card company	1549	42

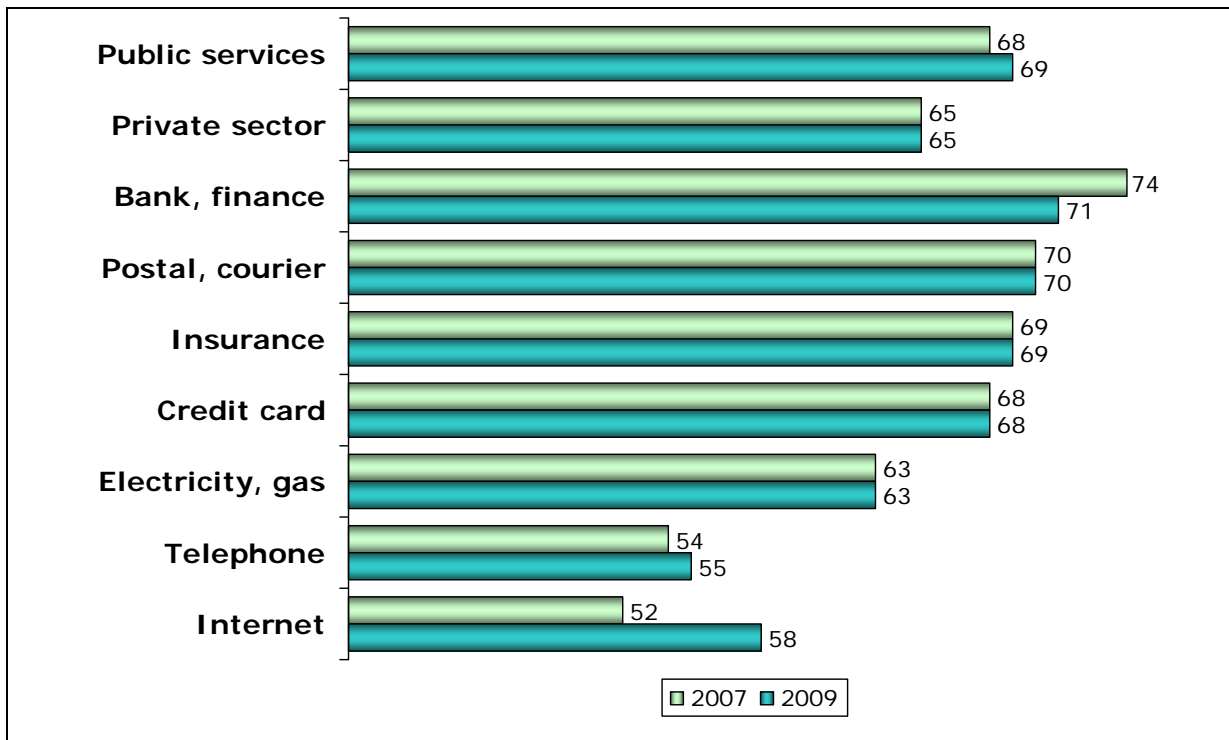
One complicating factor is that in some cases in New Zealand, these services are also provided by State-owned enterprises (e.g. New Zealand Post Limited or Mighty River Power Limited). State-owned enterprises are part of the wider State sector and operate at arm’s length from the government, according to commercial disciplines with the objective of being as profitable as comparable businesses in the private sector. For that reason, the small number of State-owned enterprises amongst the private sector providers does not disproportionately affect the comparison.

The overall service quality score for public services is higher than the equivalent measure for, the admittedly short list of, non-Government services (69 and 65 respectively). However, the earlier results show that New Zealanders perceive the private sector to provide a higher quality of service than the public service overall. These findings are consistent with those from Canada.

Furthermore, public services have improved the overall quality of service during a challenging period when the private sector score has remained unchanged.

¹⁰ Citizens First 4, Pg. 15

Figure 4.2 Service quality scores for public services and non-government services, 2007 and 2009



5.0 Trust in public services

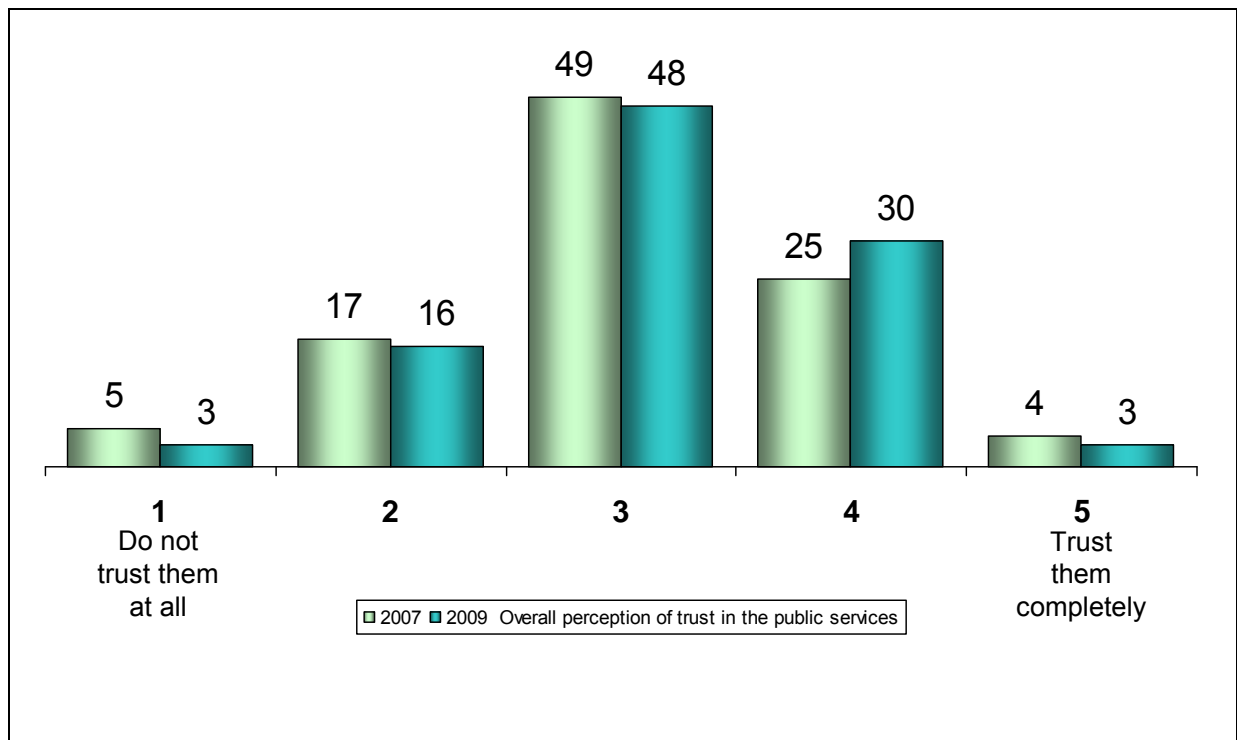
Public service involves public trust. OECD and academic research confirms that citizens expect public servants to serve the public interest with fairness and to manage public resources properly. Fair and reliable public services inspire public trust, strengthen a sense of community participation, create a favourable environment for business, and as a consequence encourage economic growth. Good government requires trusted government.

Agencies and people working for government cannot make the public trust them, but they can promote trustworthy behaviour which warrants that trust. There is increasing evidence that where an agency and its staff act in a trustworthy way, public trust in them strengthens.

New Zealanders were asked to indicate their overall impressions of how trustworthy public services are, taking in account what they know or have heard from friends, family and the media. The purpose of this question is to gauge how trustworthy public services are perceived to be.

The results from both surveys roughly form a normal distribution with almost half of people giving a middle rating on the five point scale in both years. However, as with the service quality results, there was a small but statistically significant improvement in the trust scores. A third (33%) of New Zealanders gave a positive response (ratings of 4 or 5) in 2009, up four percentage points from 2007 (29%).

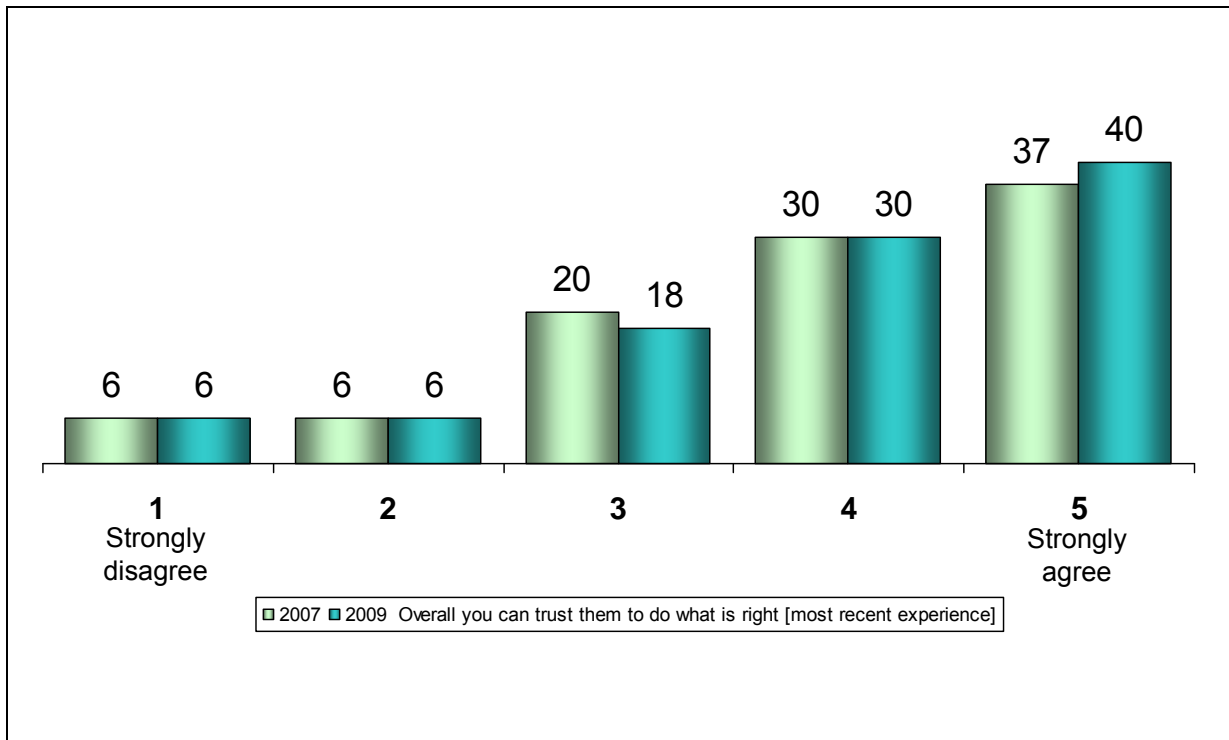
Figure 5.1 Overall trust in public services, 2007 and 2009



There is a strong contrast between the overall perception, taking into account the views of friends, family and the media, and the results based on a recent first-hand experience. As in 2007, the results for 2009 show that the great majority of New Zealanders believe that 'Overall

you can trust them to do what is right’, based on their most recent experience. In 2007, over two-thirds of people gave a positive rating on this statement and in 2009 this has increased to 70 percent. Forty percent of New Zealanders gave the highest rating, indicating high levels of trust in those providing public services. The more positive result based on most recent experience is also in line with the results from the Transparency International Corruption Perceptions Index where New Zealand was ranked 1st overall in 2009 out of 180 countries with a score of 9.4 out of 10.¹¹

Figure 5.2 Trust in most recent service interaction, 2007 and 2009



5.1 Trust drivers

The Drivers Survey in 2007 identified the drivers that influence trust in public services:

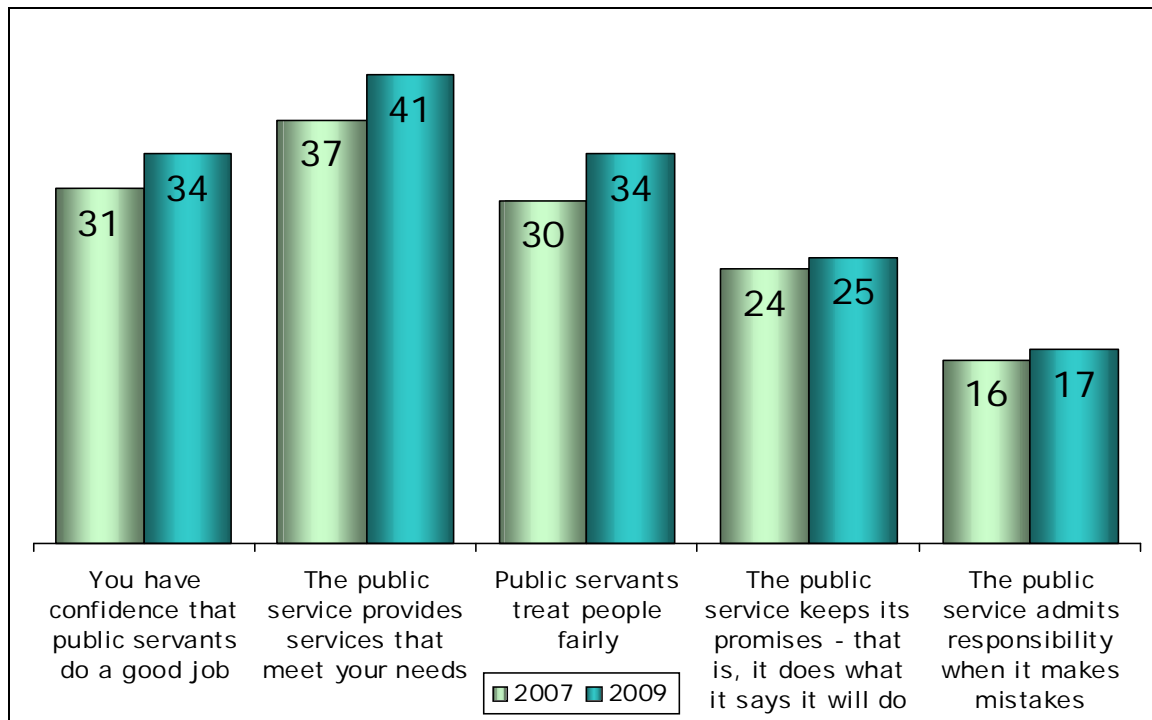
- You have confidence that public servants do a good job
- The Public Service provides services that meet your needs
- Public servants treat people fairly
- The Public Service keeps its promises – that is, it does what it says it will do
- The Public Service admits responsibility when it makes mistakes.

As you would expect, given the increases in both overall trust and trust related to most recent experience, performance on the drivers of trust has improved across the board. The three most important drivers of trust all showed statistically significant increases. The proportion of people who agreed ‘You have confidence that public servants do a good job’ increased by three percentage points and the proportion who agreed ‘The public service provides services that

¹¹ Corruption Perception Index 2009 Table, http://www.transparency.org/policy_research/surveys_indices/cpi/2009/cpi_2009_table

meet your needs' increased by four percentage points. More people agreed that *'Public servants treat people fairly'*, up by four percentage points.

Figure 5.3 Performance on the drivers of trust, 2007 and 2009



6.0 Service delivery by channel

The drivers of satisfaction with service delivery vary depending on the channel or contact method through which those services are accessed. International trends show public service delivery increasingly moving to an integrated, multi-channel model. This change is largely driven by demand from citizen-taxpayers and governments for better services at lower cost. Knowing what features of a service are most important to New Zealanders allows managers to concentrate limited resources where there are the greatest opportunities to improve service delivery.

Kiwis Count 2009 introduced a new section on contact method/channels that focused on New Zealanders' use, satisfaction and preferences across different channels for accessing public services. Questions were framed around the most recent contact method used and behaviour in looking for information compared to making transactions. There were specific questions about experience of, or interest in, accessing public services via internet and mobile phone. Results from this section allow us to track changes over time as technologies evolve.

In developing the questions for the channel section, we referred to:

- Interacting with Government: Australian's use and satisfaction with e-government services (the AGIMO survey)¹²
- Kiwis and Government Online Survey 2008¹³

6.1 Channel Usage

6.1.1 Most recent contact method

Half of the respondents (50%) reported that most recent public service they accessed was by visiting an office or location, an increase of 3 percent points compared to 2007. The second most popular method of contact was "called on the telephone", used by 20% of respondents. However, the percentage of people who had used this as their most recent contact method declined from 24% in 2007. Table 6.1 shows a breakdown by contact method.

Table 6.1 Contact method used most recently, 2007 and 2009

Channel	2007 (%)	2009 (%)
Visited an office or location	47	50
Called on the telephone	24	20
Received a letter	17	12
Visited a website	4	6
Sent a letter	5	3
Received a call on the telephone	4	3
Received a visit	2	2
Received an email	1	2
Sent an email	2	2

¹² Australian Government Information Office, www.finance.gov.au/publications/interacting-with-government

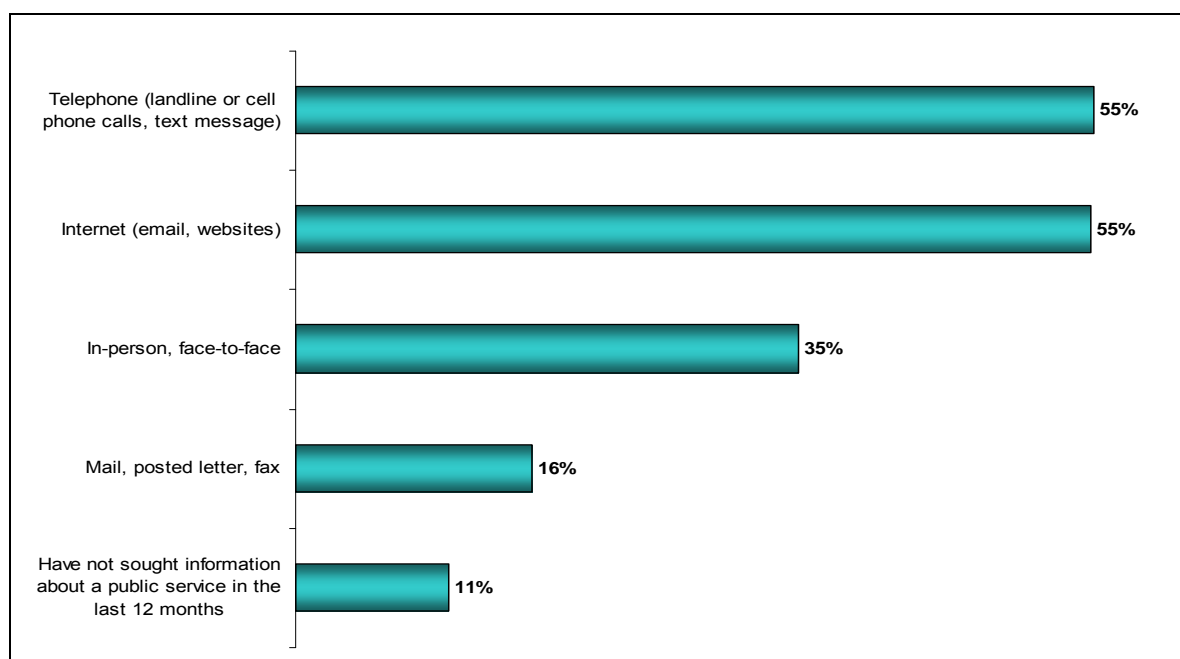
¹³ State Services Commission, May 2009 www.e.govt.nz/resources/research/Quant2008

6.1.2 Channels used when looking for information

We were interested in how different types of interactions would influence the contact methods that New Zealanders choose to use. Specifically, we wanted to find out how behaviour would differ when New Zealanders look for information compared to making transactions with public services.

Looking for information refers to publicly available information that is available to all. Internet and telephone were the two most popular channels for looking for information, each used by 55% of the respondents. 35% of people said they had looked for information in-person or face-to-face and only 16% by mail, posted letter or fax.

Figure 6.1 Channel usage when looking for information about public services in the last 12 months¹⁴



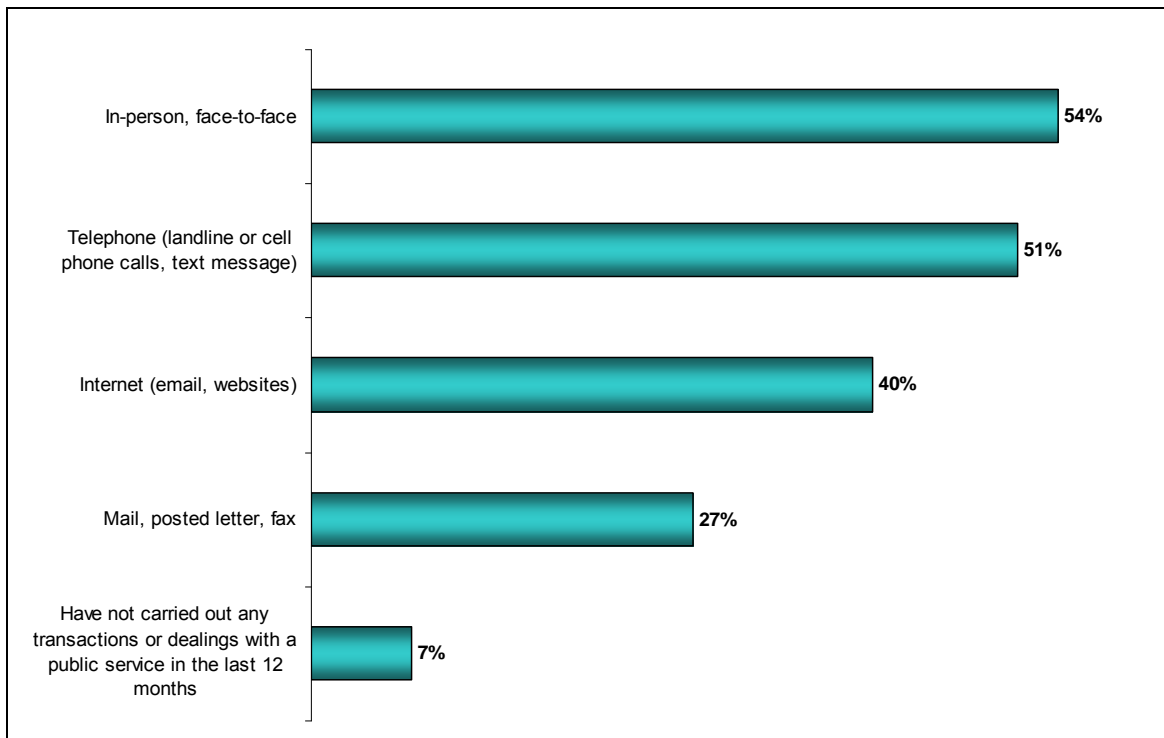
6.1.3 Channels used when carrying out transactions or dealings with public services

A different pattern emerges in relation to transactions. Transacting is about getting information or services that only pertain to you personally e.g. finding out your own student loan balance or paying for something you are being charged for.

The most popular channel for carrying out transactions or dealings with public services is in-person/face-to-face (54%). Telephone, which is commonly used for information seeking, is also frequently used for carrying out transactions (51%). A greater percentage of people (27%) used mail, posted letter or fax to carry out transactions than to look for information (16%).

¹⁴ Respondents could select more than one channel they used, therefore the sum of the options is over 100%.

Figure 6.2 Channel usage when carrying out transactions or dealings with public services in the last 12 months¹⁵



6.2 Satisfaction by contact method

New Zealanders were asked to rate how satisfied they were with the methods of their last public service contact. While 79% of people who visited an office or location are satisfied with this service experience, only 60% of people who called on the telephone were satisfied. In fact, satisfaction with telephone as a contact method is among the lowest of any contact method. Considering how often New Zealanders use this channel, this seems to be a good focus area for improvement.

While the majority of contact methods showed an improvement in satisfaction, particularly visits to offices or locations and the online contact methods, satisfaction with calling on the telephone remained static on 60 percent.

¹⁵ Respondents could select more than one channel they used, therefore the sum of the options is over 100%.

Table 6.2 Percentage of people who were satisfied with their most recent contact method

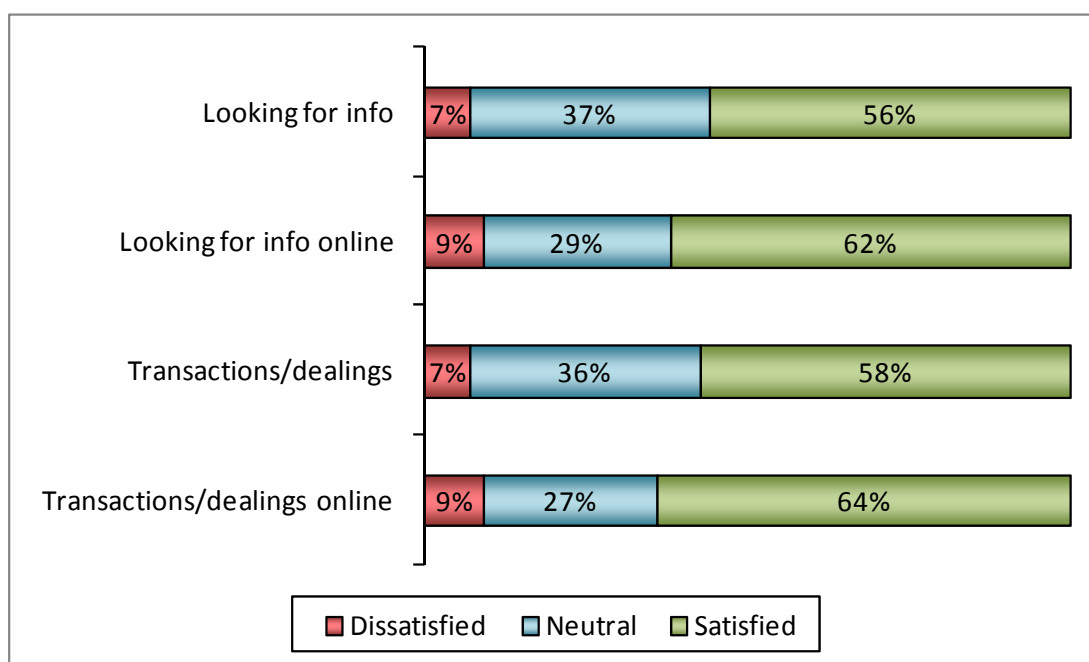
Channel	2007 (%)	2009 (%)	Change
Visited a website	74	80	+6
Received an email	76	83	+7
Sent an email	66	82	+16
Visited an office or location	76	79	+3
Received a letter	71	70	-1
Received a call on the telephone	66	70	+4
Sent a letter	69	62	-7
Called on the telephone	60	60	=
Received a visit	73	56	-17

6.2.1 Satisfaction with seeking information and/or transactions with public services

New Zealanders show a similar pattern of satisfaction for both seeking information and transactions with public services. 56% of respondents were satisfied with the former, while 58% were satisfied with the latter.

For those who had used the Internet to either look for information or carry out transactions with public services, they expressed a higher level of satisfaction with their experience. 62% of respondents were satisfied with looking for information about public services online, compared to 56% in general. 64% of respondents were satisfied with transacting or dealing with public services online, compared to 58% in general. Figure 6.3 below shows a breakdown of degree of satisfaction for the different types of public service interaction.

Figure 6.3 Satisfaction - looking for information about public services



6.3 Channel Preferences

In order to design services that meet the needs of New Zealanders, we need to know how closely their preferences match their current usage pattern.

6.3.1 Preferred channel when looking for information

Similar to the pattern found in the usage sector, the two most preferred channels for looking for information are internet (56%) and telephone (50%).

Table 6.3 Preferred channel when looking for information¹⁶

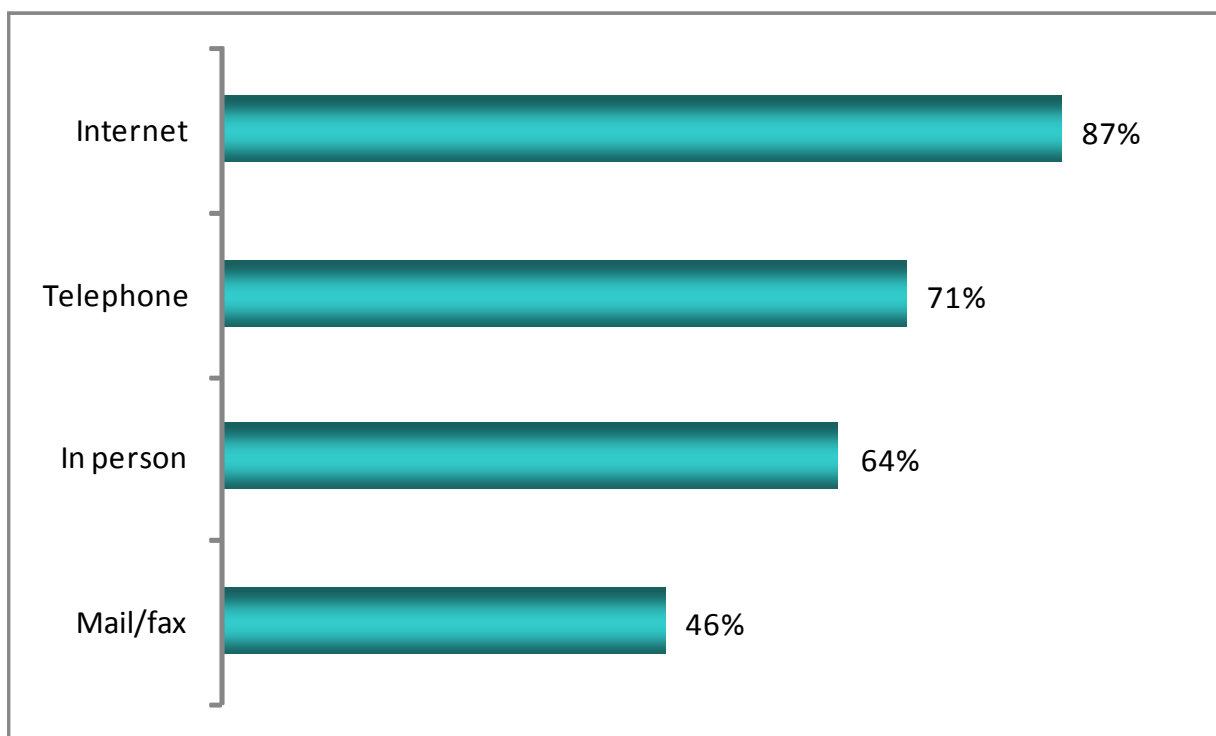
Channel	Percentage of respondents
Internet (email, websites)	56
Telephone (landline or cell phone calls, text message)	50
In-person, face-to-face	34
Mail, posted letter, fax	13

6.3.2 Are New Zealanders using their preferred channel when looking for information?

Most New Zealanders are already using a channel of their preference in looking for information. This was particularly true for the Internet channel. 87% of people who had used the Internet to look for information indicated that Internet was one of their preferred channels. The situation is similar for those who used Telephone and In-person (face-to-face), at 71% and 64% respectively. Mail, posted letter or fax was the only contact method in which a greater proportion of people indicated that they would have preferred to use a different method. 49% of mail/fax users indicated a preference for the telephone, while 46% still preferred to use mail, posted letter or fax.

¹⁶ Respondents could select more than one channel they prefer, therefore the sum of the options is over 100%.

Figure 6.4 Percentage of people who prefer the method they used to look for information



6.3.3 Preferred channel when carrying out transactions or dealings with public services

As Table 6.4 below shows, for transactions with public services, the most preferred channel is face-to-face (52%), closely followed by telephone (48%) and Internet (45%). The mail channel is the least preferred option.

Table 6.4 Preferred channel when carrying out transactions or dealings with public services

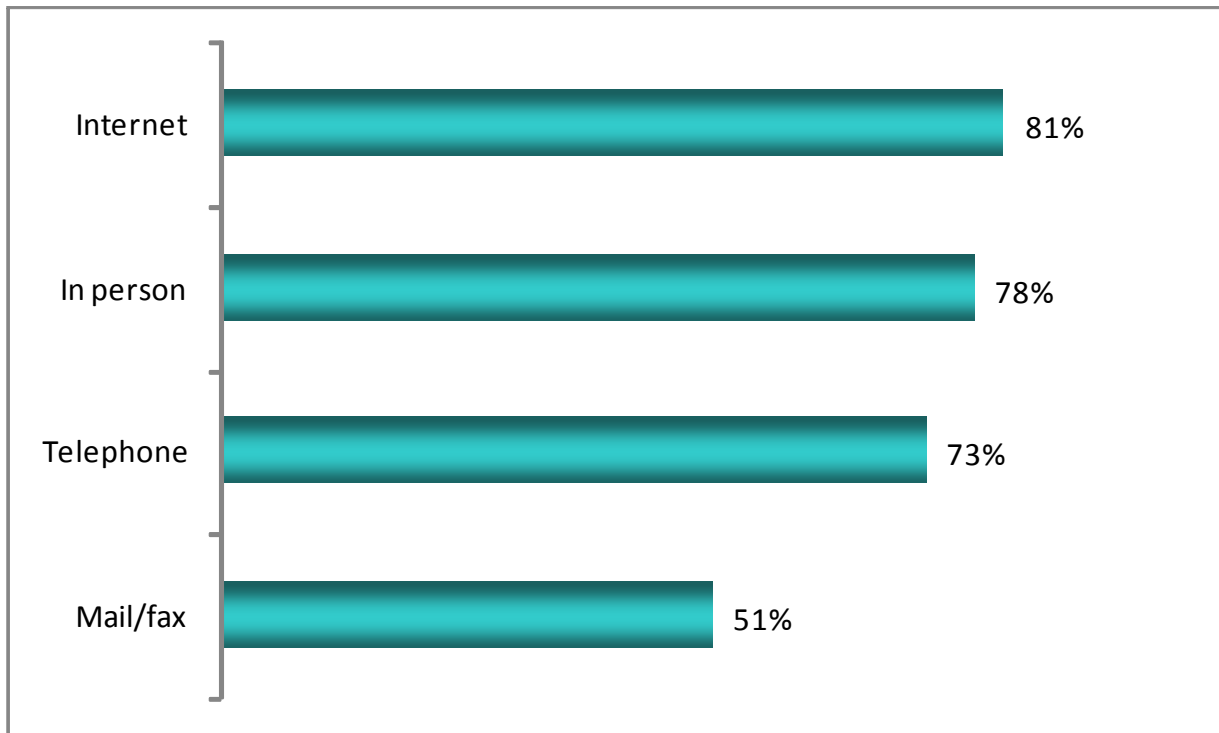
Channel	Percentage of respondents
In-person, face-to-face	52
Telephone (landline or cell phone calls, text message)	48
Internet (email, websites)	45
Mail (posted letter, fax)	20

6.3.4 Are New Zealanders using their preferred contact methods when carrying out transactions or dealings with public services?

For those who used the Internet, 81% indicated that this was their preferred channel, and 73% of telephone users indicated that telephone would be their preferred method. Once again, mail/fax was the only contact method in which a greater proportion of people indicated that they would have preferred to use a different method. 51% of mail/fax users selected mail/fax as a preferred contact method, while telephone and in-person were each selected by 54% of mail/fax users as preferred contact methods. Figure 6.5 below shows the percentage of people who had a preference for the channels they used.

In Canada, telephone has been described as “the peoples’ channel”, by which they mean it is the most commonly used and most preferred option. The situation in New Zealand is quite different, with a range of channel preferences and usage pattern. This highlights the importance of delivery services via multiple channels to meet the needs of New Zealanders.

Figure 6.5 Percentage of people who prefer the method they used to carry out transactions with public services



6.4 Improving uptake of online services

The aim of this section was to get results that would help guide agencies towards improving the general uptake of online services. Specific improvements to agency websites and online user-experiences (such as better web page response time) are best assessed by agencies and their customers with usability methodologies and not through an all-of-government survey like *Kiwis Count*.

When asked about what would encourage New Zealanders to use public services over the internet, ease of use and privacy/security emerged as two key areas of focus. “Making it simple and user-friendly” and “Provide follow-up confirmation to avoid misunderstanding” were selected by 63% and 37% of the respondents, respectively. 48% of respondents selected “Ensure my privacy is protected” and 35% selected “Improve online security”. Table 6.5 below lists the improvements that would encourage New Zealanders to use public services over the Internet.

Table 6.5 What would encourage you to use public services over the Internet?

What would encourage use	Percentage of respondents
Make it simple and user-friendly	63
Ensure my privacy is protected	48
Provide follow-up confirmation to avoid misunderstandings	37
Advertise these services are available	35
Improve online security	35
Have one website for all public services	30
Make the whole service available online	27
Improve technical support	24
Offer me a reward of some kind	14
Nothing	14
Provide a way for me to share my experiences with other people using the same service	8

Of the 14% of respondents who indicated that “nothing” would encourage them to use public services over the internet, almost half of them (45%) indicated a preference to use the phone or visit a public service office instead of the internet. In addition, 36% indicated that they did not have a computer.

6.4.1 The importance of the telephone channel

As shown in section 6.1.1, calling on the telephone is the second most common channel for the most recent contact with public services but it also had one of the lowest satisfaction ratings. While satisfaction with receiving a call on the telephone improved by four percentage points, satisfaction with making a call remained static on 60% (see Table 6.2 above).

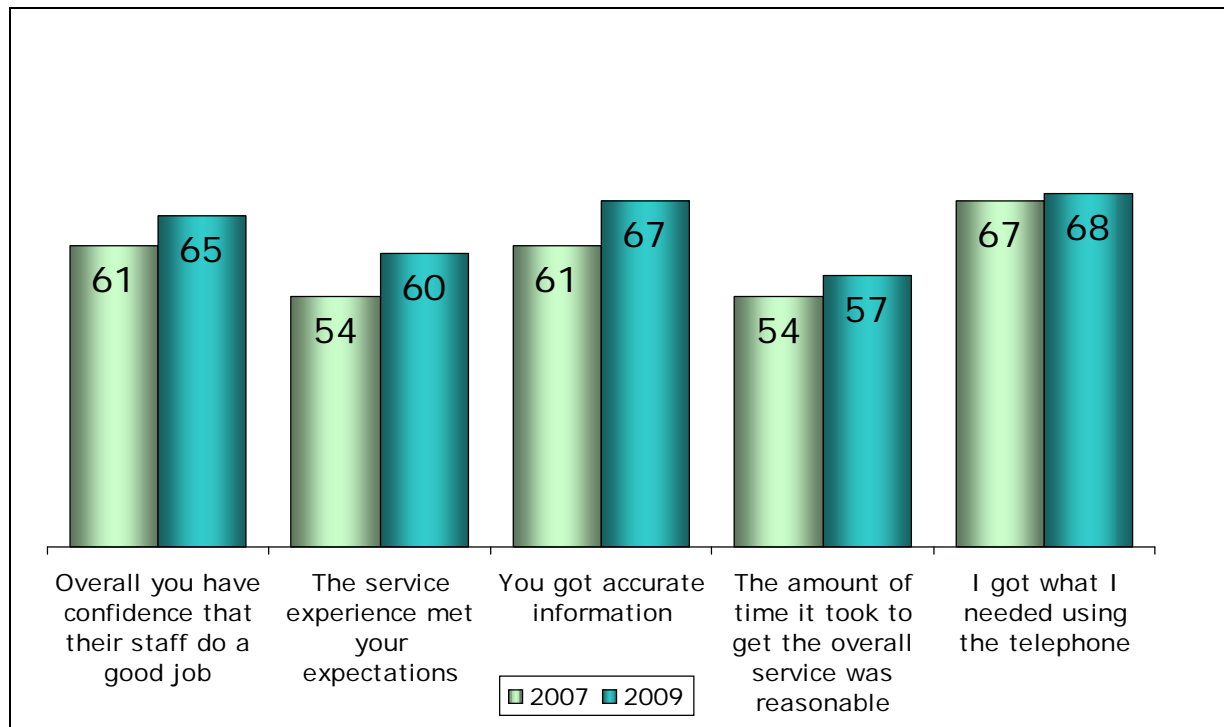
6.4.2 The drivers of satisfaction with telephone service delivery

Given its widespread use and comparably lower levels of satisfaction, it was a priority to identify the drivers of satisfaction with telephone service delivery. *Kiwis Count 2007* contained a section on telephone service delivery and from this five drivers were identified as having the greatest impact on satisfaction. Together, these five drivers account for 79% of the variation in satisfaction among those who used the telephone on their most recent experience.

The percentage next to each driver represents their *relative* importance in the model:

- Overall, you have confidence that their staff do a good job (30%)
- The service experience met your expectations (29%)
- You got accurate information (18%)
- The amount of time it took to get the overall service was reasonable (14%)
- I got what I needed using the telephone (10%)

Figure 6.6 Performance on drivers of satisfaction with telephone services, 2007 and 2009



In the *Understanding the Drivers* research, telephone was identified as one of the most common ways participants contacted public services. Along with face-to-face interactions, the telephone was preferred by many because they could explain their circumstances and question staff to gain more information. Although the participants preferred the telephone as a contact method, many were less satisfied with services accessed via the phone, which mirrors the results from the two *Kiwis Count* surveys.

6.5 Cell phone as a channel

Discussions with the managers of the AGIMO survey identified that in Australia, use of the online channel is plateauing as a preferred channel and preference for cell phone as a channel is beginning to rise. For this reason, questions were included about what New Zealanders have done or would do using a mobile phone to access public services.

The results show that using a cell phone to access public services has some appeal. Three-quarters of New Zealanders have (39%) or would (36%) access a free-phone/0800 number using a cell phone. But over half (53%) said they would not visit a public service website using a cell phone. Some 41% of people said they would not send or receive text messages from a public service – while 10% of respondents have already done so.

Table 6.6 Cell phone as a channel for public services

	Use a cell phone to call a free-phone/0800 number for public services	Send or receive text messages from a public service	Visit a public service website using a cell phone
Have already done (%)	39	10	4
Have not done, but would use (%)	36	29	21
Would not use this service (%)	15	41	53
Don't know/No response (%)	11	19	21

7.0 Improving service delivery for New Zealanders

Through the work of the *NZE Programme*, we know what New Zealanders want at the frontline. They want their expectations met, they want the staff they deal with to be competent and to keep their promises, they want to be treated fairly and their individual circumstances taken into account. And they want the service to be ‘*an example of good value for tax dollars spent*’. Since these six drivers combined account for 75% of New Zealanders’ satisfaction with public services, in order to achieve a significant improvement in the overall rating of the quality of public service delivery, this must be driven by improvements in the fundamental drivers of satisfaction with service delivery. The following section presents a brief summary of each driver and New Zealanders’ suggestions for how they want their public services to improve¹⁷.

7.1 Improving on the drivers of satisfaction

Some generic improvements that could improve performance on two or more drivers include the following:

- Select the right people for the job, that is, front line staff who want to help, have good people skills and are solutions focused.
- Ensure staff are adequately trained in how to deal with customers. This would cover how to greet customers, politeness and respect. It would also include training on how to find out what people’s needs are, how to deal with difficult customers and how to treat each customer as new irrespective of how demanding the previous one has been. Showing empathy and demonstrating a willingness to help should assist staff to gain the trust of their customers.
- Ensure staff have the knowledge and experience to meet customer needs. This would require that staff are well trained across the range of enquiries they are likely to receive and that adequate support systems (such as access to a knowledge base or to more experienced staff) are in place to cover other contingencies that may arise.
- In complex situations where customers are dealing with several agencies, ensure staff are trained to handle basic enquiries about other government agencies their customers will most likely need to interact with (for example social welfare and housing services).
- Improve access to services through ensuring all communications (written or otherwise) are clear and easy to understand.
- Where a promise has been broken or a mistake has been made, it should be standard procedure for an apology to be given together with an explanation of what happened and, where possible, outline the steps that have been taken to ensure there is no recurrence.

7.2.1 Improving ‘The service experience met your expectations’

This is the most important driver and meeting expectations often means performing well on other satisfaction drivers. New Zealanders are more likely to feel that a service had met their expectations when staff:

- listened to and understood their circumstances and treated them like an individual

¹⁷ For more information on how New Zealanders want services to improve refer to Understanding the Drivers at www.ssc.govt.nz/understanding-drivers-report

- knew about the services their organisation offered and could help
- communicated in a manner that was clear and simple
- treated them with respect
- were customer focused, that is, were friendly, polite and approachable
- followed through or did what they said they would do.

Set and monitor service standards so that staff know what is expected of them and the public are aware of the standards they can expect to receive.

7.2.2 Improving ‘staff were competent’

As demonstrated above, there is considerable overlap between meeting customer expectations and what it means to have competent staff. Competent staff are:

- knowledgeable about the services their organisation offers and can help the customer, or know who could help
- able to listen and understand their customer’s circumstances
- customer focused, that is, are friendly, polite and approachable
- able to communicate in a clear and simple manner.

Ensure staff are skilled in explaining processes and informing people of their entitlements. Consider a more tailored approach for client groups that have difficulty understanding English.

7.2.3 Improving ‘staff kept their promises’

A ‘promise’ is any undertaking or commitment made by a staff member or organisation. It can even be implied when staff ‘do what they say they’re going to do’.

- Ensure staff do what they say they will do.
- Set and monitor service standards (particularly for response times) so that staff know what is expected of them and the public are aware of the standards they can expect to receive. These standards should be capable of being met all the time under normal circumstances.

Have a transparent and open complaints process and ensure customers know about it. Ensure complaints are investigated promptly and customers are kept fully informed of the process and when they can expect a response.

7.2.4 Improving ‘you were treated fairly’

New Zealanders generally assume that public servants are fair and that they treat people fairly. What mattered most was the actual service experience rather than the outcome. Most participants interpreted being treated fairly as everyone being treated the same in the same circumstances. Being treated fairly is the most important driver for Māori.

- Ensure staff treat all customers with respect, are non judgemental and have a reasonable degree of flexibility, that is, treat people the same in the same circumstances.

- Explaining the rationale for decisions in a reasonable manner is an important aspect of demonstrating fairness. If it is not possible to meet a customer’s expectations, then care is required to explain why this cannot be done.

It is particularly important New Zealanders feel they have been listened to and not treated like a number. What matters most is the actual service experience rather than the outcome.

7.2.5 Improving ‘you feel your individual circumstances were taken into account’

In general, New Zealanders felt that staff should be able to exercise some discretion when dealing with customers. As with other drivers, it was important that staff take the time to listen and ask questions in order to fully understand what an individual’s needs are as well as their context. This driver was not about providing a different outcome depending on one’s circumstances. Rather it was about exercising flexibility around the actual process. Being flexible in these circumstances put a human face on public services and left a strong positive impression.

- Ensure staff are able to exercise some flexibility when dealing with customers, particularly in relation to scheduling appointments. Participants expect agencies will be more sensitive to certain circumstances, such as whether an individual has disabilities relevant to their needs or has household circumstances that require special attention.
- As individual circumstances are broad in their range, senior and more experienced staff with the authority to authorise discretion should be available to provide support for front line staff.
- Ensure staff are professional at all times – show their customers that they are important by being on time and keeping appointments.

Ensure staff are able to exercise some flexibility and discretion around processes to take account of individual circumstances; this is not about providing a different outcome.

7.2.6 Improving ‘it’s an example of good value for tax dollars spent’

New Zealanders interpreted this driver in two ways – ‘good value’ services were either essential ‘core’ services or where a person had received a high quality service. New Zealanders place higher value on tangible or visible services that they know about. As such, front-line staff were valued more by participants than advisory or administrative staff. Television programmes, for example about the Police, Customs and Fisheries, had helped participants understand the value those organisations provided.

“It’s money well spent with Customs. Because they provide a really good service. I didn’t realise actually what they did until you see the programmes on TV and stuff and they control all the mail that comes through ... I didn’t really think that anyone looked at stuff like that. So I just think that that’s really good service.”¹⁸

- Improve service delivery through meeting expectations as discussed under the ‘service experience met your expectations’ driver.

¹⁸ Understanding the Drivers summary report Pg. 22 at www.ssc.govt.nz/understanding-drivers-report

- Inform customers about what fees cover and the benefits the service provides. For instance, some participants thought A passport was only used to track a person's movements and provided no personal benefit. Informing customers of the benefits of a service should enable them to see the value they receive for what they pay.
- Look at ways to improve public awareness of the services an agency provides.
- Provide better information to the public concerning expenditure of public monies through, for example, local newspapers, agency websites or newsletters. This information should be easily accessible, that is, simple and easy to understand.

Many of the improvement suggestions identified previously are equally relevant for improving service delivery over the telephone. Although *'I got what I needed using the telephone'* is a driver for this contact channel, the service experience is still important and New Zealanders who get what they need, but didn't like the actual service they received, are unlikely to be satisfied. Key areas mentioned previously such as setting and monitoring service standards, customer focused staff, admitting and fixing mistakes etc are all relevant to telephone service delivery.

7.3 Improving Trust

There are significant linkages across the trust drivers and overlap with what has already been discussed under each satisfaction driver. What follows are the key themes that are specific to trust.

New Zealanders' trust in public services is largely based on perceptions. Peoples' views were strongly influenced by media reports and anecdotal accounts as well as stereotypes of the public services from, for example, television programmes like *'Gliding On'* and *'Yes Minister'*. Trust is therefore more difficult to earn. While levels of trust may improve over a longer period of time as satisfaction with personal experiences improve, other influences, such as media reports and stereotypes, mean that improving trust will remain a challenge.

- People felt that trustworthy organisations were those that did a good job. They were also the ones that treated people fairly, did what they say they would do and admitted responsibility for and rectified mistakes. Agencies should continue to improve satisfaction with service delivery through providing services that meet their customer's needs and expectations.
- There was strong support for the State Service's Standards of Integrity and Conduct¹⁹ to be well publicised. There was very limited public awareness of the standards and once aware of them, participants expressed concern that there was a gap between the words and what they had experienced at the frontline. Although these standards are used for internal purposes, there was support for them to be made more visible so that the public could hold staff accountable to them. Some participants had seen similar codes in hospitals advising of patients' rights and had found them reassuring. They also wanted to be able to complain if the standards were not upheld.
- Finally, to improve levels of trust, it is important that visible action is taken swiftly to address breaches when they are discovered.

¹⁹ Views the code of conduct at www.ssc.govt.nz/code

Appendix I Comparison list for New Zealand and Canadian services

The results in section 3.3 show comparisons between the *Kiwis Count* results and *Citizens First*. The table below shows the service as described in *Kiwis Count* and the Canadian service it is compared to. In many cases the service description is either identical or very similar. However, in some cases the service descriptions are quite different and this should be considered when comparing between the *Kiwis Count* and *Citizens First*. Even when the service descriptions are similar, the services themselves may be quite different so caution should be exercised in making direct comparisons between New Zealand and Canadian services.

Comparison list for New Zealand and Canadian services

New Zealand	Canada
A passport	Passports: Get or renew A passport
Registering a birth, death, marriage or civil union	Birth, marriage, death registration and certificates
Citizenship	Citizenship Services
A visa or permit to work in New Zealand	Citizenship Services
A university, polytechnic or wananga about a course you are attending or may attend in the future	Taken a course or completed a program of study at a provincial college or university
A State or state integrated (public) school that your child attends or may attend in the future	Sent one of your children to attend a public school
A kindergarten that your child attends or may attend in the future	Sent a child to subsidized public daycare
Employment or retraining opportunities	Obtained advice and/or retraining at a local public employment centre
Applying for or receiving a student loan or student allowance	Canada Student Loans Program
Visited a national park	National Parks
A hunting or fishing licence	Hunting or fishing licence
National environmental issues or the Resource Management Act	Environment Canada
Received outpatient services from a public hospital (includes A&E)	Received hospital services as an outpatient
Stayed in a public hospital	Stayed in a hospital to receive care
Obtaining family services or counselling	Obtained family services, counselling, or children's aid
Used an 0800 number for health information	Health Canada services: Information on health issues
Emergency services i.e. 111	Used ambulance services
The police (for a non-emergency situation)	RCMP
Paying fines or getting information about fines	Contacted the courts for information regarding legal procedures
A court, about a case you were involved with	Federal Courts
Visited a public library	Visited a public library
Your local council about rubbish or recycling	Garbage collection or disposal
Your local council about property rates	Contacted your municipality regarding property taxes
Your local council about a building permit	Building permit
Your local council about road maintenance	Roads maintained by the municipality
A drivers licence, registering a vehicle or changing ownership of a vehicle	Motor vehicle registration, transfer of ownership
New Zealand superannuation	Canada Pension Plan (CPP), Old Age Security (OAS)

New Zealand	Canada
The community services card	Health card application or renewal
Accident compensation for injuries	Injured workers' compensation or programs
State or council rental accommodation	Lived or stayed in public housing (e.g. rent is based on income)
Sickness, domestic purposes or unemployment benefit	Employment Insurance (EI)
A housing subsidy or accommodation supplement	A housing subsidy
A childcare subsidy	A childcare subsidy
Contact with Statistics New Zealand for information about taking part in a survey	Statistics Canada information services/data from surveys, Census etc
Importing goods into New Zealand or customs duties	Customs and Border services, including crossing the border
Enquired about tax, receiving tax credits (such as Working for Families), student loan repayments or Kiwisaver	Obtaining tax information, by phone, Internet, publications
Funding assistance for a business or a business grant	Financial aid / subsidy for a new business start-up
Help or information for starting a small business	Requested technical help or advice for starting up a small business
Registered a business entity for tax purposes or filed a tax return	Filing income tax returns
The arrival process after landing at a NZ international airport from Australia	Customs and Border services, including crossing the border
The arrival process after landing at a NZ international airport from anywhere except Australia	Customs and Border services, including crossing the border
Registered a new company or filing an annual return for a registered company	None

Appendix II – Technical report

This technical report was written for State Services Commission (SSC) by Mark Johnson, Katrina Fryer and Noel Raggett of Research New Zealand.

Questionnaire redevelopment

The questionnaire for the *Kiwis Count* 2009 pilot survey was based primarily on that used for the 2007 survey. Preliminary changes were made by the Project Team at the SSC in consultation with Research New Zealand (RNZ).

Preliminary changes to the questionnaire for the pilot survey included:

- Removal of the 2007 questions regarding experiences using the telephone or a services website for the most recent contact with a public service.
- Inclusion of new questions regarding respondents' experiences, preferences and satisfaction with looking for information about public services.
- Inclusion of new questions regarding respondents' experiences, preferences and satisfaction with transactions or dealings with public services, e.g.:
 - Paying or applying for something
 - Making a booking; registering for something
 - Updating personal information
 - Checking progress of a request.
- Inclusion of new questions regarding:
 - Dealing with public services via the Internet over the last 12 months
 - Reasons for not dealing with public services via the Internet over the last 12 months
 - What would encourage respondents to use public services over the Internet?
- Inclusion of new questions regarding day-to-day Internet usage and reasons for not using the Internet in the last 12 months.

Questionnaire pre-testing

Once agreement had been reached on the final draft of the pilot questionnaire, it was pre-tested by RNZ and SSC staff with n=11 respondents on a face-to-face basis.

The purpose of the pre-testing stage was to identify any question wording that might cause confusion for some respondents, ensure that respondents were interpreting the questions in the manner that they were intended and identify whether there were any issues with the routing instructions of the questionnaire which might cause confusion or difficulties for respondents.

The pre-testing interviews, which usually involved two researchers, were conducted with a range of respondents based on a number of demographic characteristics:

- Gender: n=6 males, n=5 females
- Ethnicity: n=5 New Zealand European, n=1 Māori²⁰, n=3 Pacific, n=2 Asian
- Age: n=4 under 25, n=4 25-39, n=3 40+
- Residence: n=4 Wellington, n=5 Hutt Valley/Porirua, n=2 outside Wellington region
- Highest educational qualification: n=2 Secondary school, n=5 Polytech/trade, n=4 University.

Following the pre-testing, minor wording changes were made to some of the non-core questions prior to the commencement of the pilot survey.

Sampling

A sample of n=6,500 respondents were randomly sampled from a digital copy of the full electoral roll (n=500 for the pilot and n=6,000 for the main survey). Key features in relation to how the sample database was selected were as follows:

- The sample was drawn in three iterations in the following order:
 - 1 A random sample of n=900 Māori electors (based upon the Māori descent indicator field in the full electoral roll). Oversampling of Māori was undertaken to improve the accuracy of the analysis of Māori responses.
 - 2 A random sample of n=560 electors drawn from those electors not selected in the Māori elector sampling process, and residing in one of the Top 1,000 Pacific meshblocks (based upon 2006 Census data). Oversampling of Pacific meshblocks was undertaken to improve the accuracy of the analysis of Pacific respondents.
 - 3 A random sample of n=5,040 electors drawn from all remaining electors not sampled in the first two iterations.
- The sample numbers of Māori electors and Pacific meshblock electors, as drawn from their respective frames allowed for 25 percent oversampling beyond their representative proportions in the 2006 Census.
- The sample numbers of Māori electors, and all remaining electors not sampled for either the Māori or Pacific meshblock samples, were drawn from each TLA in proportion to their representative numbers in the 2006 Census. The geographic stratification was undertaken to ensure that the sample was appropriately spread across New Zealand.
- In all three of the samples, electors aged younger than 23 years were also oversampled by 30 percent beyond their representative proportion in the 2006 Census. From previous research, we know that younger people being less like to respond to surveys, and more likely to move address which makes younger respondents harder to sample from the electoral role. As with the oversampling of Māori and electors from the Pacific meshblocks, oversampling of young people was done to ensure that enough young people were represented in the achieved survey sample to conduct robust analysis.

²⁰ A further n=4 interviews were completed with Māori by telephone between 31 August and 3 September as part of the preparations for the Māori Booster activities)

Sample composition

Tables 1 and 2 below detail the final number of electors that were extracted for each of the three sample groups based on ethnicity (with 25 percent oversampling of Māori (defined by the Māori descent indicator)²¹, and people living in the Top 1000 Pacific meshblocks, respectively) and by age group.

Table 1

	Frequency	Percent	Cumulative Percent
Māori descent indicator	900	13.8	13.8
Pacific Meshblock	560	8.6	22.5
Rest of NZ Electors	5040	77.5	100.0
Total	6500	100.0	

Table 2

	Frequency	Percent	Cumulative Percent
18-22	876	13.5	13.5
23-29	815	12.5	26.0
30-44	1949	30.0	56.0
45-64	1927	29.6	85.6
65 plus	933	14.4	100.0
Total	6500	100.0	

²¹ In total, there are actually slightly more people in the main sample with the Māori descent indicator, as some of the electors drawn from the Pacific meshblocks also had this indicator (these people were not excluded from selection, to account for those who may identify as both Māori and Pacific). However, it should be noted that the presence of the Māori descent indicator on the electoral roll does not guarantee that people will identify as Māori in a survey.

Fieldwork

Pilot

The pilot survey commenced officially on 3 August 2009, when the pre-notification letters were first posted. The official close-off date for receipt of posted returns or completing the online version of the survey was 12 noon, Tuesday 25 August 2009.

The approach taken with the pilot survey was as follows:

- A pre-notification letter on 'State Services Commission' letterhead was sent to all respondents in the pilot sample explaining the purpose of the survey and that a questionnaire would follow shortly. A pen was also included in the envelope as a token incentive.
- To facilitate respondents who might wish to complete the survey online, rather than the paper version of the questionnaire, the pre-notification letter included the URL for the online version of the survey and each respondent's unique Log-in and Password.
- Several days later, each respondent was sent a survey pack containing a questionnaire and covering letter (each containing the URL for the online version of survey and the respondent's unique Log-in and Password), and reply-paid envelope to return the questionnaire to Research New Zealand.
- Approximately one week after the mail-out of the survey packs, each respondent was sent a postcard, which included a 'thank you' to those respondents who had completed the survey already, and a reminder about the survey and the close-off date to those who had not.
- Several days later a second survey pack was sent to those respondents who had not yet returned a questionnaire or completed the online version of the survey.
- Reminder telephone calls were also made with those electors who identified as being of Māori descent on the electoral rolls, and electors residing in one of the top 1000 Pacific meshblocks²².

The dates of each of the various key activities undertaken during the pilot were as follows:

- Posting of pre-notification letters and incentive pens – 3 August 2009.
- Posting of questionnaire packs – 6 August 2009.
- Posting of reminder post cards – 11 August 2009.
- Posting of second reminder questionnaire packs – 14 August 2009.
- Reminder telephone calls with electors who identified as being of Māori descent on the electoral rolls, and electors residing in meshblocks known to have higher proportions of Pacific peoples – 17 August 2009.
- Official close-off date of the pilot – 25 August 2009.

²² A total of n=325 respondents in the pilot sample were successfully matched against the White Pages listings.

Main survey

The main survey commenced officially on 4 September 2009, when the pre-notification letters were first posted. The official close-off date for posted returns or completing the online version of the survey was 19 October 2009. This was subsequently extended to November 2nd.

The approach taken with the main survey was the same as that described above for the pilot survey, with the exception that the main survey included a third round of reminder activities as outlined below. Key dates included the following:

- Posting of pre-notification letters and incentive pens – 4 September 2009.
- Posting of questionnaire packs – 8 September 2009.
- Posting of reminder post cards – 15 September 2009.
- Posting of second reminder questionnaire packs – 23 September 2009.
- Reminder telephone calls with those electors who identified as being of Māori descent on the electoral rolls and electors residing in meshblocks known to have higher proportions of Pacific peoples – 28 September 2009.
- Third reminder activities. This consisted of respondents being sent a third reminder questionnaire pack or where telematching was successful, carrying out reminder telephone calls – 15 October 2009.
- Official close-off date of main survey – 2 November 2009.

Māori and Pacific booster recruitment

Concurrent with the reminder telephone calls to those electors who identified as being of Māori descent on the electoral rolls, an additional sample of n=1,500 Māori electors and n=1,000 electors who reside in one of the top 1,000 meshblocks with higher proportions of Pacific people were randomly drawn from the electronic copy of the electoral roll and telematched against the White Pages.

Cold calling was then undertaken with the n=2,500 telematched electors to ask them if they would like to participate in the survey. Where consent was given, respondents were given the option of completing the survey by telephone, being sent an email with a live link to the online version of the survey, or being sent a questionnaire pack in the mail.

Details of the participation rates achieved by the various booster activities are described in a latter section.

Editing and data processing

As completed questionnaires were returned during the pilot period, they were edited and data processed. Editing protocols were developed in consultation with SSC to guide this process. These are appended at the end of this memo.

Very few issues were found in relation to the editing of the paper questionnaires during the piloting period, as such it was determined that no further revising of the wording or instructions of the questionnaire were required for the main survey.

The following issues were dealt with in the editing and coding process for both the pilot and the main survey:

- Blank responses (which were left blank).
- Selection of multiple items, where only one should be selected (all codes were entered in the comment box and questions subsequently recoded to multiple response).
- Providing a service rating for a service, when the service itself had not been identified in Question 2 (service in question was recoded as having been selected).
- The description in Q5B clearly did not match the description of the Q2 item that was entered in Q5a; and it was not possible to identify a single service from Q2 (this was dealt with by coding Q5a as 43 “incorrectly answered” and any answers until Q9A were noted to be skipped/crossed out).
- No service had been selected for Q5a and more than one service has been selected and rated in Q2. (Coded as 43 “incorrectly answered” at Q5a).
- The service selected in Q5a had not been selected and rated in Q2 (coded as 43 “incorrectly answered” at Q5a).

Response rate

Throughout the piloting and main survey a log was kept to track which respondents’ letters and questionnaire packs were returned as no longer being at the address, as well as any telephone or email contacts about the survey, refusals, and notifications by third parties that the nominated respondent would not be available during the survey period or not capable of completing the survey due to age, language issues, health reasons or other disability.

In total, 497 respondents were removed from the pilot or main survey sample due to their no longer being at the address in question or not being in New Zealand during the surveying period; 61 were removed due to age, language issues, health reasons or other disabilities. A further 91 respondents contacted the RNZ 0800 number to refuse participation in the survey

As a matter of course, the above respondents were subsequently removed from the active sample during the survey period and no further contact was made with them.

During the pilot a further query was made by one respondent as to whether they were eligible to participate in the survey, given that they worked for a public service organisation. The respondent was informed that they were in fact eligible.

As of 2 November 2009, 2,774 valid questionnaires were received from the pilot and main sample for editing and data processing and an additional n=580 respondents completed the survey online.

This number of online responses is higher than in 2007 (n=262 respondents completed the survey online in 2007). This increased preference for participating in research via the Internet reflects a growing trend that has become particularly noticeable in the past year or so. It is believed that this is in part a result of respondents becoming more comfortable with completing surveys online and, importantly, more households having access to Broadband. A Broadband connection allows respondents to complete online surveys with relative ease, as opposed to the

much slower dial-up option which often ‘times-out’ (i.e. loses connectivity mid-session) and is known to discourage respondents from completing surveys online.

After factoring in the 649 respondents who were removed from the sample due to their being unable to complete the survey, not being at the address in question, or not being available during the pilot survey period, **the survey has achieved a participation rate of 56 percent.**

The 2009 participation rate is slightly lower than it was for the 2007 survey (61 percent). We believe this is in part due to the greater over-sampling that was conducted amongst the hard-to-reach groups of the population (i.e. Pacific peoples and those under 23 years of age) in 2009 to adjust for these respondent groups’ lower propensity to complete surveys. However, as noted in a later section, the over-sampling in 2009 resulted in a demographically more representative achieved sample in comparison to the 2006 Census than that which was achieved when the survey was conducted in 2007.

Table 3

Total questionnaires mailed out	6,500
Ineligible	
Gone no address	497
Eligible	6,003
Completed on paper	2,774
Completed online	580
Total completed questionnaires	3,354
Completed questionnaires after close off date	19
Refused	91
Unable to complete survey (due to age, disability or language difficulties)	61
Did not hear back from	2,478
Total completes	3,354
Total eligible	6,003
Response rate	56%

Booster response rate

As noted above, a total of n=767 Māori electors and electors from the top 1,000 Pacific meshblocks agreed to complete the survey, with n=250 doing so by telephone, n=233 being sent emails and n=284 being sent questionnaire packs.

In addition to the n=250 in the booster sample who completed the interview by telephone, n=53 ultimately completed the survey online and a further n=70 returned a completed questionnaire by the official close off date of November 2nd.

This equates to a 49 percent completion rate amongst those who agreed to participate, which while lower than the participation rate for the survey overall, was an improvement on the 42.6 percent Booster participation rate that was achieved amongst Māori in 2007. Particularly given the shorter amount of time that was available for those Booster respondents who agreed to

complete a paper-survey to receive, complete and return their survey questionnaires before the close-off date (roughly two weeks).

In relation to the conversion of the paper-based survey to a telephone-based interview, the uptake and response by respondents was particularly positive, despite the quite long average telephone interview length.

Pacific community meetings

Working in partnership with the Ministry of Pacific Island Affairs (MPIA), the State Services Commission sponsored a series of community meetings designed to specifically target Pacific respondents. *Kiwis Count* respondents identified as residing in certain meshblocks (within South Auckland, Porirua City and Christchurch CBD) known to have a higher than average number of Pacific residents (as identified through 2006 Census data), were invited to attend a community meeting in their area if they wanted more information or assistance with their *Kiwis Count* questionnaire. Each of these respondents received a flyer in their survey pack promoting the event. The purpose of this exercise was to see if this type of approach would help encourage response from Pacific people.

Table 4 overleaf presents the response from those who were ring-fenced for the Pacific community meetings and received a flyer in their survey pack, compared to the response received by the total sample.

In total the respondent group that received a Pacific flyer with their questionnaire had a participation rate of 44 percent.

As noted in a latter section detailing the weighted and unweighted demographic counts of the achieved sample, a total of n=213 respondents identified as being Pacific peoples (only), a significant improvement over the n=113 Pacific respondents to the 2007 survey.

Of the achieved sample from the Pacific meshblocks that were targeted with a flyer, n=60 respondents identified as being Pacific people (20 percent of the achieved Pacific flyer sub-sample, and 28 percent of all Pacific respondents).

It is not clear, however, whether the Pacific flyers resulted in the increased participation rate among Pacific peoples, or whether the increase was as a result of the telephone booster activities which also included respondents in the Pacific flyers sub-sample, or a combination of both activities.

Further applications of the above approach in other surveys, wherein greater ‘controls’ can be put in place (i.e. undertaking telephone reminders with one sub-sample, while only sending flyers to a separate sub-sample, as well as a control group wherein no ‘booster’ activities are undertaken) is therefore recommended.

Table 4

	Total sample	Sub-sample of those who received a Pacific flyer
Total questionnaires mailed out	6,500	780
Ineligible		
Gone no address	497	64
Eligible	6,003	716
Completed on paper	2,774	248
Completed online	580	56
Completed by telephone	N/A	0
Total completed questionnaires	3,354	304
Completed questionnaires after close-off date	19	0
Refused	91	21
Unable to complete survey (due to age, disability or language difficulties)	61	7
Did not hear back from	2,478	384
Total completes	3,354	304
Total eligible	6,003	688
Response rate	56%	44%

Online completions

As of the cut-off date, 727 individuals accessed the online version of the survey, with n=580 respondents from the Pilot and Main samples and n=54 respondents from the Booster sample completing the survey online. Of the n=93 respondents who logged on to the survey website, but did not complete the survey, some only viewed the opening screen, while some completed some questions. Only those respondents who completed the survey fully²³ were included in the final dataset.

As mentioned previously, this increase in online completions reflects a growing trend in the completion rates for online surveys. The most likely cause of this increase is the greater availability of Broadband in New Zealand and increased comfort levels in completing surveys online.

Cumulative returns

Figure 1 overleaf details the number of cumulative returns that were received during the pilot survey period, in relation to when various key activities were undertaken. Similarly Figure 2, details the cumulative returns that were received during the main survey period. The arrows next to each of the key reminder activities provide an indication of the likely impact of the postcard and second questionnaire mail-outs (allowing for five days lag time between the reminder and total returns received).

²³ By 'completed the survey' we mean that the respondent submitted the final page of the survey.

Figure 1: Pilot survey cumulative returns

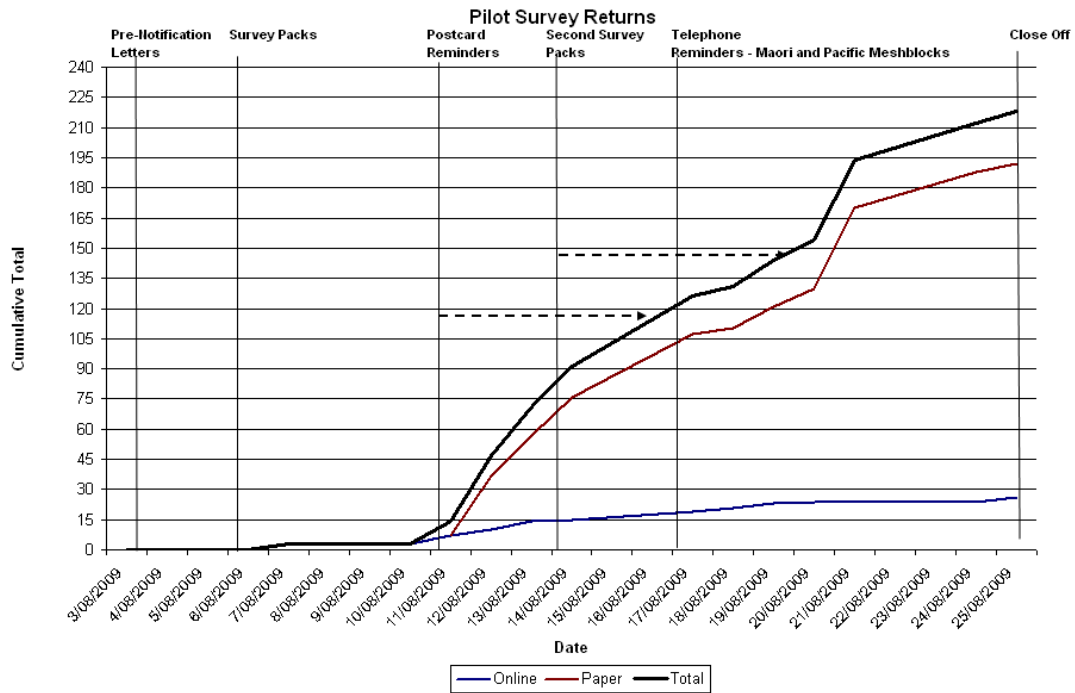
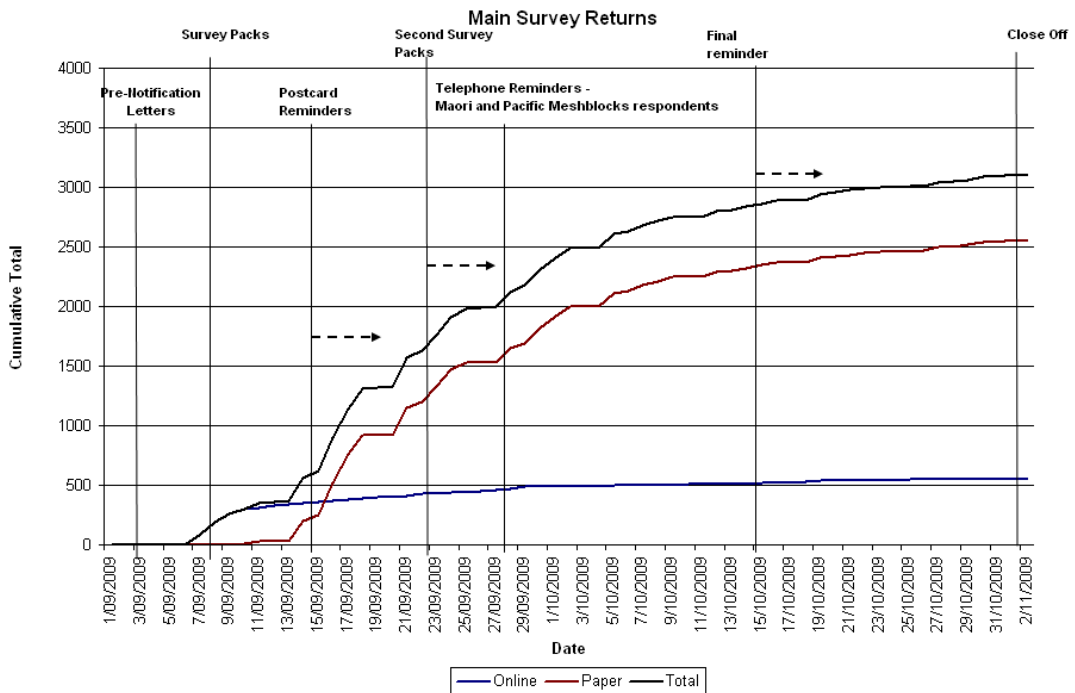


Figure 2: Main survey cumulative returns



Achieved pilot and main survey sample demographics

Tables 5 below provides details of the survey respondents' unweighted demographics in comparison against the 2006 Census, in relation to those key variables that were used to weight the final survey data.

Table 5

	Frequency	Percent	2006 Census
Age			
18-24 years	636	17	13
25-34 years	553	15	17
35-44 years	741	20	21
45-54 years	704	19	18
55-64 years	563	15	14
65 years or older	527	14	17
Gender			
Female	2,062	55	52
Male	1,662	45	48
Ethnicity[^]			
European Only	2,525	68	60
Māori Only	277	7	7
European/ Māori Only	205	5	4
Pacific Only	213	6	4
Asian Only	246	7	8
Other Ethnicity Only	112	3	10
All Others	146	4	8
Region			
Auckland	970	26	28
Upper North Island	957	26	25
Lower North Island	857	23	23
South Island	940	25	25

Note: Percentages may not total 100 percent due to rounding.

[^] Ethnicity exceeds 100 percent due to multiple responses.

Table 6 below provides details of the survey respondents' unweighted demographics in comparison against the 2006 Census, and in comparison to the unweighted demographic profile of those interviewed in 2007.

As this table clearly illustrates, as a result of the oversampling and booster activities that were undertaken in 2009 in order to obtain a more representative response from specific sub-groups of the population (including Māori, Pacific peoples and younger people), the demographic profile of the 2009 respondents is much closer to the profile of the actual population (based on the 2006 Census), than was achieved in 2007 with the benchmark survey.

Table 6

	2006 Census %	2009 profile %	2007 profile %
Age			
18-24 years	13	17	8
25-34 years	17	15	12
35-44 years	21	20	20
45-54 years	18	19	21
55-64 years	14	15	17
65 years or older	17	14	21
Gender			
Female	52	55	58
Male	48	45	42
Ethnicity[^]			
European Only	60	68	78
Māori Only	7	7	4
European/ Māori Only	4	5	3
Pacific Only	4	6	2
Asian Only	8	7	7
Other Ethnicity Only	10	3	2
All Others	8	4	3
Region			
Auckland	28	26	25
Upper North Island	25	26	25
Lower North Island	23	23	23
South Island	25	25	27

Note: Percentages may not total 100 percent due to rounding.

[^] Ethnicity exceeds 100 percent due to multiple responses.

Weighting

In order to account for factors such as sample design and non-response bias, the data was weighted after the data collection phase. The purpose of the weighting was to adjust the sample to represent the overall New Zealand population. Prior to weighting, the sample already closely matched the population (see Table 6) so these adjustments were relatively small.

In order to carry out the weighting, four variables were taken into account, namely Gender, Age, Ethnicity and Location within NZ. The sub-groups within each of these variables are described below. The percentage in brackets next to each group indicates the unweighted sample proportions.

Where gender was not given, this value was imputed by inspecting the respondent's first name in the electoral roll. Similarly, where age was not provided by the respondent, this was imputed from the information on the electoral roll. Missing ethnicities were coded as 'All other ethnicities'.

The gender breakdown was as follows:

- Female (55.4 percent)
- Male (44.6 percent).

The age groups were broken down as follows:

- 18-24 years (17.1 percent)
- 25-34 years (14.8 percent)
- 35-44 years (19.9 percent)
- 45-54 years (18.9 percent)
- 55-64 years (15.1 percent)
- 65 years or older (14.2 percent).

The locations within NZ were broken down as follows:

- Auckland (26.1 percent)
- Upper North Island (25.7 percent)
- Lower North Island (23.0 percent)
- South Island (25.2 percent).

Finally, the ethnic groups that were used were broken down as follows:

- European only (67.8 percent)
- Māori only (7.4 percent)
- Asian only (6.6 percent)

- Pacific only (5.7 percent)
- European/Māori (5.5 percent)
- Other ethnicity only (1.5 percent)
- All other ethnicities (5.5 percent).

Using 2006 census data from Statistics New Zealand, a matrix was created that divided the eligible population of New Zealand into ‘cells’. Initially, the population of New Zealand was divided into the seven ethnic groups. Secondly, the ethnic groups were further broken down by the six age groups and gender of the population within each of the four geographic regions.

After the final data collection was completed, a second matrix was populated²⁴. This matrix divided the achieved sample into the same ‘cells’ as used by the weighting matrix. The achieved sample figures were then weighted to make them representative of the overall population of New Zealand.

The weighting scheme that was employed is known as a ‘rim-weighting’ scheme, wherein the data was ‘raked’ in alternating iterations based first on ethnicity and then on geographic area/age/gender. The weighting process achieved convergence after five iterations of raking both the first and second rims.

The final weight can be thought of as the number of other respondents that each respondent represents. These weights ranged from **0.55 to 4.116** (with a variance coefficient of 0.41). The distribution of the weights is shown in Figure 3 overleaf. The weights have been grouped together in bands so that the distribution is more evident. As shown, the weight distribution follows a normal bell-curve with two outlier groups to the far right.

In contrast Figure 4 illustrates the weighting distribution of the 2007 survey, wherein there is clearly non-normal distribution and the weights range from 0.503 to 9.266 (with variance coefficient of 0.721). This further indicates that the sampling, over-sampling and booster activities undertaken by the SSC in this most recent iteration of the *Kiwis Counts* survey has resulted in a demographically more representative unweighted survey sample, despite the higher response rate achieved in 2007.

²⁴ Where limited numbers of responses were received from a specific ethnic group (i.e. Other ethnicity only, All other ethnicities), these responses were weighted on a national basis, split only by gender (i.e. no differences in age or location within New Zealand were taken into account for these groups).

Figure 3: Weight distribution 2009 Survey

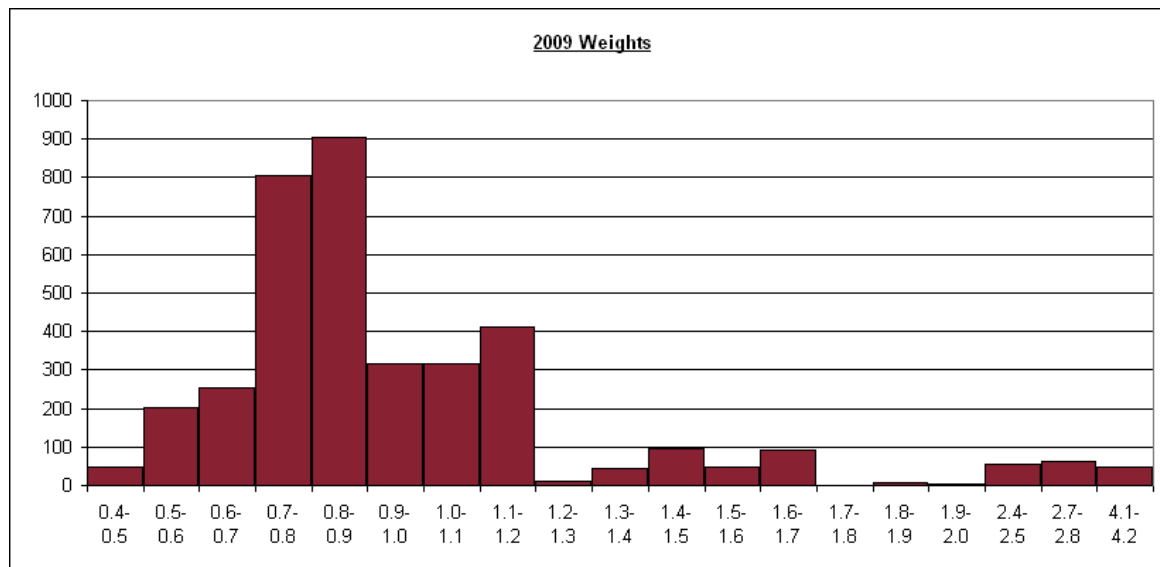
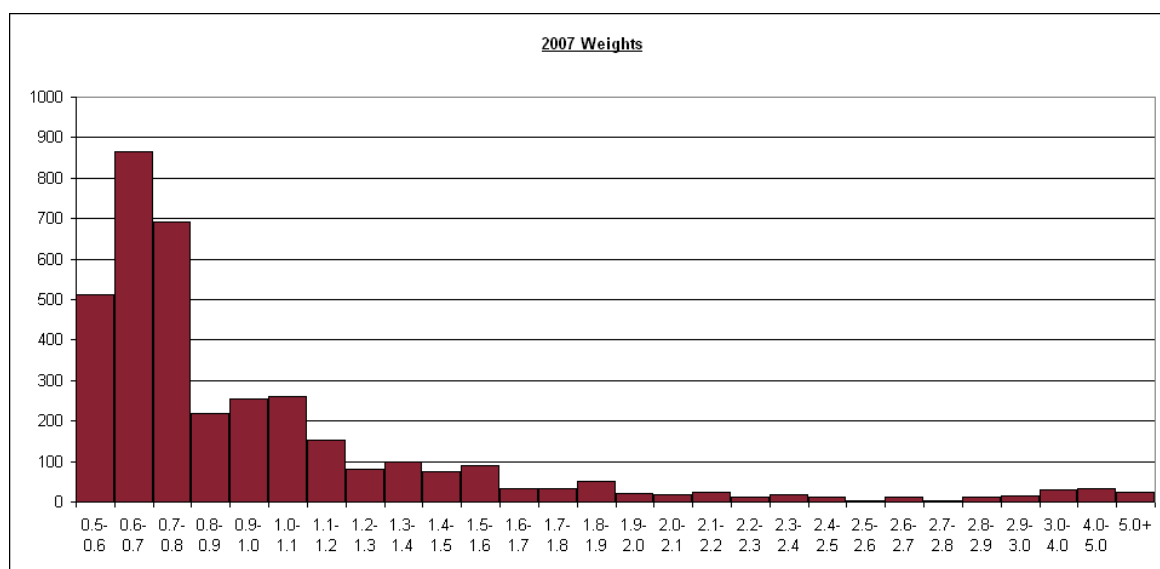


Figure 4: Weight distribution 2007 Survey



Recommendations regarding reminder and booster activities for future surveys


- As noted above, in relation to the Pacific flyers that were sent to sampled respondents in meshblocks known to have higher numbers proportionally of Pacific peoples, it is difficult to determine which of the various booster activities with Māori and Pacific peoples were the most effective, given the lack of a control group, and mutually exclusive samples receiving only one type of randomly selected ‘booster’ activity.
- However, given the high levels of online completions this year, the positive uptake and completion of the survey by telephone during the telephone recruitment booster phase with Māori and Pacific peoples, and the relatively strong participation rate of 49 percent (in comparison to the 42.6 percent participation rate that was achieved in 2007), that was achieved in only a two week period at the end of the survey as a result of the Māori and Pacific peoples, it is strongly recommended that future *Kiwis Count* surveys allow for a


range of different reminder and booster activities, in order to achieve a good response from those sub-groups known to have lower participation rates.

- There is also some evidence, based-upon the response to this year's pilot for the survey that sending of the first reminder postcards within four to five days, rather than sending them out one week later (as was done for the main survey), may be more effective in yielding a good early response to the survey, thus reducing the costs associated with some of the latter reminder activities, such as second and third mail-outs of the survey questionnaire.

Appendix III – Questionnaire

STATE SERVICES COMMISSION
Te Komihana O Nga Tari Kawanatanga



 **Kiwis Count**
SURVEY 2009

New Zealand Government

BFG : 523374-ResearchNZ-Generic Questionnaire. Signature : 1 - Front. Date : 8/26/2009 10:59:08 AM
Cyan Magenta Yellow Black. Screen : NoneNoneNONE. DotGain : NONE



Would you prefer to complete the survey online?

You can complete the survey online by going to www.researchnz.com/kiwiscount and typing in your user name and password which can be found on the top left corner of this questionnaire's front cover.

If you have any questions please contact Research New Zealand during office hours on 0800 500 168 toll free.

Thank you for your assistance in helping to improve New Zealanders' experiences of our country's public services.



1 This survey is about your opinions of public services in New Zealand. By public services we mean all services provided by government.

- A. We are only interested in those public services that you have used for yourself or on behalf of someone else for personal reasons, but not those you have used on behalf of your employer.
- B. Some of the services in the list may also be available from private organisations. We are only interested if you have used or had contact with that service from a public service or government organisation. You may have contacted the service or they may have contacted you.
- C. The survey is not about your opinion of politicians.

Please use a pen and mark your answer like this.

		Please tick							
		Yes	No	Very poor	1	2	3	4	Very good
1	Question...	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
2	Question...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1	2	3	4	5	

2 Please tick 'yes' if in the last 12 months you have personally used or had contact with a public service organisation about any of the following. Then rate the quality of the service provided.

		In the last 12 months have you used or had contact about...?		If Yes: What was the quality of the service?					
		Please tick		Very poor	1	2	3	4	Very good
		Yes	No						
01	Visited a national park	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
02	A hunting or fishing licence	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
03	National environmental issues or the Resources Management Act	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
04	A drivers licence, registering a vehicle or changing ownership of a vehicle	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
05	A state or state integrated (public) school that your child attends or may attend in the future	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
06	A university, polytechnic or wananga about a course you are attending or may attend in the future	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
07	Employment or retraining opportunities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
08	Applying for or receiving a student loan or student allowance	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
09	A kindergarten that your child attends or may attend in the future	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
10	Received outpatient services from a public hospital (includes A & E)	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
11	Stayed in a public hospital	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
12	Used an 0800 number for health information	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
13	Obtaining family services or counselling	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	



	Continued...	In the last 12 months have you used or had contact about...?		If Yes: What was the quality of the service?					
		Please tick		Very poor	1	2	3	4	Very good
		Yes	No						
14	Visited a public library	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
15	Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
16	Your local council about property rates	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
17	Your local council about road maintenance	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
18	Your local council about a building permit	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
19	A passport	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
20	Registering a birth, death, marriage or civil union	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
21	A visa or permit to work in New Zealand	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
22	Citizenship	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
23	The arrival process after landing at a New Zealand international airport from Australia	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
24	The arrival process after landing at a New Zealand international airport from anywhere except Australia	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
25	The Police (for a non-emergency situation)	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
26	Paying fines or getting information about fines	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
27	Emergency services i.e. 111	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
28	A court, about a case you were involved with	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
29	The Community Services card	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
30	Accident compensation for injuries	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
31	Sickness, domestic purposes or unemployment benefit	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
32	A housing subsidy or accommodation supplement	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
33	A childcare subsidy	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
34	State or council rental accommodation	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
35	New Zealand Superannuation	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
36	Enquired about tax, receiving tax credits (such as Working for Families), student loan repayments or KiwiSaver	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
37	Contact with Statistics New Zealand for information or about taking part in a survey	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
38	Importing goods into New Zealand or customs duties	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
39	Funding assistance for a business or a business grant	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
40	Registering a new company or filing an annual return for a registered company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
41	Help or information for starting a small business	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
42	Registered a business entity for tax purposes or filed a tax return	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	



3 Tell us which of these non-government services you have personally used or had contact with in the last 12 months and then rate the quality of service provided.

	In the last 12 months have you used or had contact about...?		If Yes: What was the quality of the service?				
	Yes	No	Very poor				Very good
1 A bank or finance company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
2 An insurance company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
3 An Internet service provider	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
4 A postal or courier company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
5 A telephone company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
6 A credit card company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
7 An electricity or gas company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5

Please use a pen and mark your answer like this.

1	Question...	1	2	③	4	5
2	Question...	1	2	③	4	5

4a Overall, thinking about all the different kinds of public services provided by government. Circle one number for each statement to indicate your level of agreement or disagreement with the statement.

		Strongly disagree				Strongly agree
1	I can readily access any public service that I need	1	2	3	4	5
2	Public services have a more difficult task than the private sector	1	2	3	4	5
3	I find the quality of service provided by public services to be higher than the private sector	1	2	3	4	5
4	I expect public services to provide a higher level of service quality than the private sector	1	2	3	4	5
5	You have confidence that public servants do a good job	1	2	3	4	5
6	The public service provides services that meet your needs	1	2	3	4	5
7	Public servants treat people fairly	1	2	3	4	5
8	The public service keeps its promises – that is, it does what it says it will do	1	2	3	4	5
9	The public service admits responsibility when it makes mistakes	1	2	3	4	5
10	The public service provides you with all the information you need	1	2	3	4	5

4b Again it is your overall impressions we are interested in from what you know or have heard from family, friends or the media.

Overall, to what extent do you trust the public service?

Please circle one number only.

Do not trust them at all					Trust them completely
1	2	3	4	5	

4c Overall, how would you rate the quality of the public services in New Zealand?

Please circle one number only.

Very poor					Very good
1	2	3	4	5	

Your most recent experience...

The next few questions are about the most recent contact that you have had with a public service in the last 12 months. It can be a service where the contact was by telephone, in person, using the Internet, or any other method of contact. You may have contacted the service or they may have contacted you.

5 Thinking about the public services you have used in the last 12 months (those you ticked "yes" to in Question 2), which **one** have you used or had contact with **most recently**?

- a. Write the number of the service from **Question 2** here
- b. And please write the name of the service as it appears at Question 2, below

If you answered "no" to all of Question 2 then please tick here and go to **Question 9a**.

6a Thinking now about the public service that you identified at Question 5, what was the main reason you **most recently** used or had contact with them?

Please tick **one** box only

- | | | |
|---|--------------------------|---|
| Get information (for example to find out whether you need to file a tax return) | <input type="checkbox"/> | 1 |
| Apply or request a specific service (for example to request an IRD number) | <input type="checkbox"/> | 2 |
| Using a specific service (for example paying your tax or getting a tax refund) | <input type="checkbox"/> | 3 |
| Get help or advice with a problem | <input type="checkbox"/> | 4 |
| Make a complaint about a service | <input type="checkbox"/> | 5 |

For another reason (please specify): _____

6b Were you in contact with them because...?

Please tick **one** box only

- | | | |
|---|--------------------------|---|
| You had to get the service because it's a government requirement | <input type="checkbox"/> | 1 |
| You wanted the service, that is, it is your choice to use the service | <input type="checkbox"/> | 2 |
| Both reasons | <input type="checkbox"/> | 3 |

6c Have you ever used this service before?

Please tick **one** box only

- | | | |
|--|--------------------------|---|
| Yes | <input type="checkbox"/> | 1 |
| No – this was the first time I have used the service | <input type="checkbox"/> | 2 |

7a Now thinking about all of the types of contact you have had with this service, where you have contacted them or they have contacted you.

Which one method was used most recently?

Please tick one box only

Visited an office or location	<input type="checkbox"/> 1
Received a visit	<input type="checkbox"/> 2
Sent a letter	<input type="checkbox"/> 3
Received a letter	<input type="checkbox"/> 4
Called on the telephone	<input type="checkbox"/> 5
Received a call on the telephone	<input type="checkbox"/> 6
Sent a fax	<input type="checkbox"/> 7
Received a fax	<input type="checkbox"/> 8
Sent an email	<input type="checkbox"/> 9
Received an email	<input type="checkbox"/> 10
Visited a website	<input type="checkbox"/> 11

7b How satisfied or dissatisfied were you with this way of contact?

Please circle one number only.

Very dissatisfied					Very satisfied
1	2	3	4	5	

7c What would be your preferred way?

Please tick one box only

Visit an office or location	<input type="checkbox"/> 1
Receive a visit	<input type="checkbox"/> 2
Use mail	<input type="checkbox"/> 3
Use telephone	<input type="checkbox"/> 4
Use fax	<input type="checkbox"/> 5
Use email	<input type="checkbox"/> 6
Visit a website	<input type="checkbox"/> 7

7

8a Thinking about your most recent service contact again (the one selected at Question 5), indicate your level of agreement or disagreement related to using this service on this occasion.

If the statement does not apply to your last service contact, circle not applicable n/a.

Please circle one answer for each statement.

		Strongly disagree		Strongly agree		Not applicable	
		1	2	3	4	5	n/a
1	When I started, I knew where and how to get the service (e.g. the right telephone number, the right place to go, or the right person to talk to)	1	2	3	4	5	n/a
2	It was easy to find what or who I was looking for	1	2	3	4	5	n/a
3	I was able to contact staff when it was convenient to me	1	2	3	4	5	n/a
4	It was easy to access this service	1	2	3	4	5	n/a
5	There weren't any physical barriers that made it hard for me to access this service	1	2	3	4	5	n/a
6	Staff were competent	1	2	3	4	5	n/a
7	Staff were knowledgeable	1	2	3	4	5	n/a
8	Staff fully answered every question you asked	1	2	3	4	5	n/a
9	Staff gave you prompt service	1	2	3	4	5	n/a
10	Staff kept their promises – that is, they did what they said they would do	1	2	3	4	5	n/a
11	Staff went the extra mile to help you get what you needed	1	2	3	4	5	n/a
12	You were able to contact them when it suited you	1	2	3	4	5	n/a
13	You were able to contact them the way you wanted – for example by phone, the Internet, in person or by email	1	2	3	4	5	n/a
14	Procedures were easy to follow	1	2	3	4	5	n/a
15	You were aware of what you needed to do every step of the process	1	2	3	4	5	n/a
16	The way in which they referred you on to the other public service agency was done well	1	2	3	4	5	n/a
17	The amount of time it took to get the overall service was reasonable	1	2	3	4	5	n/a
18	The cost of using the service was reasonable	1	2	3	4	5	n/a
19	It's an example of good value for tax dollars spent	1	2	3	4	5	n/a
20	You got accurate information	1	2	3	4	5	n/a
21	In the end, you got what you needed	1	2	3	4	5	n/a
22	You were treated in a courteous manner	1	2	3	4	5	n/a
23	You feel your individual circumstances were taken into account	1	2	3	4	5	n/a
24	You were treated fairly	1	2	3	4	5	n/a

8

Continued...

		Strongly disagree				Strongly agree		Not applicable
25	You were kept well informed about the progress of your request	1	2	3	4	5	n/a	
26	The service experience met your expectations	1	2	3	4	5	n/a	
27	You are confident that your personal information was used for the purpose for which it was intended	1	2	3	4	5	n/a	
28	They admitted responsibility when they made mistakes	1	2	3	4	5	n/a	
29	They learnt from the mistakes they made	1	2	3	4	5	n/a	
30	Overall, you can trust them to do what is right	1	2	3	4	5	n/a	
31	Overall, you have confidence that their staff do a good job	1	2	3	4	5	n/a	
32	The organisation that delivered the service has a good reputation	1	2	3	4	5	n/a	
33	I got what I needed using the telephone	1	2	3	4	5	n/a	

8b How satisfied or dissatisfied were you with this service experience?

Please circle one number only.

Very dissatisfied					Very satisfied
1	2	3	4	5	

8c If you were to use this service again, what would be the one thing that you would improve or change?

Please be as specific as possible.

8d Do you have any comments on this service?

Looking for information about public services...

The next set of questions asks about when you are looking for information about public services.

Looking for information about public services may include things like:

- Finding a public service that could meet your needs
- Finding out who to contact, their opening hours, where they are located
- Looking for specific information like instructions, forms, statistics, charges and fees

9a Which of these methods did you use when looking for information about public services in the last 12 months?

Please tick
all that apply

- | | | |
|---|--------------------------|---|
| In-person, face-to-face | <input type="checkbox"/> | 1 |
| Mail, posted letter, fax | <input type="checkbox"/> | 2 |
| Telephone (landline or cell phone calls, text message) | <input type="checkbox"/> | 3 |
| Internet (email, websites) | <input type="checkbox"/> | 4 |
| None of the above | <input type="checkbox"/> | 5 |
| Have <u>not</u> sought information about a public service in the last 12 months | <input type="checkbox"/> | 6 |

9b Which method do you prefer to use when looking for information about public services?

Please tick
all that apply

- | | | |
|--|--------------------------|---|
| In-person, face-to-face | <input type="checkbox"/> | 1 |
| Mail, posted letter, fax | <input type="checkbox"/> | 2 |
| Telephone (landline or cell phone calls, text message) | <input type="checkbox"/> | 3 |
| Internet (email, websites) | <input type="checkbox"/> | 4 |

9c Overall, how satisfied are you with looking for information about public services?

Please circle one number only.

- | | | | | | |
|----------------------|---|---|---|---|-------------------|
| Very
dissatisfied | | | | | Very
satisfied |
| 1 | 2 | 3 | 4 | 5 | |

9d Overall, how satisfied are you with looking for information about public services online?

Only answer this if you ticked "Internet (email, websites)" for Question 9a

Please circle one number only.

- | | | | | | |
|----------------------|---|---|---|---|-------------------|
| Very
dissatisfied | | | | | Very
satisfied |
| 1 | 2 | 3 | 4 | 5 | |

Dealings with public services...

The next set of questions asks about your transactions or dealings with public services.

Transactions or dealings with public services may include things like:

- Paying or applying for something
- Making a booking
- Registering for something
- Updating your address information
- Checking progress of your request

10a Which of these methods did you use when carrying out transactions or dealings with public services in the last 12 months?

Please tick
all that apply

- | | | |
|--|--------------------------|---|
| In-person, face-to-face | <input type="checkbox"/> | 1 |
| Mail, posted letter, fax | <input type="checkbox"/> | 2 |
| Telephone (landline or cell phone calls, text message) | <input type="checkbox"/> | 3 |
| Internet (email, websites) | <input type="checkbox"/> | 4 |
| None of the above | <input type="checkbox"/> | 5 |
| Have <u>not</u> carried out any transactions or dealings with a public service in the last 12 months | <input type="checkbox"/> | 6 |

10b Which method do you prefer to use when carrying out transactions or dealings with public services?

Please tick
all that apply

- | | | |
|--|--------------------------|---|
| In-person, face-to-face | <input type="checkbox"/> | 1 |
| Mail, posted letter, fax | <input type="checkbox"/> | 2 |
| Telephone (landline or cell phone calls, text message) | <input type="checkbox"/> | 3 |
| Internet (email, websites) | <input type="checkbox"/> | 4 |

10c Overall, how satisfied are you with your transactions or dealings with public services?

Please circle one number only.

Very dissatisfied					Very satisfied
1	2	3	4	5	

10d Overall, how satisfied are you with your transactions or dealings with public services online?

Only answer this if you ticked "Internet (email, websites)" for Question 10a

Please circle one number only.

Very dissatisfied					Very satisfied
1	2	3	4	5	

11a If a public service wants to get in touch with you with some routine personal information how would you prefer they do this (assuming they have all your current contact details)?

Please tick one box only

Contact me by letter	<input type="checkbox"/>	1
Contact me by phone (land-line or cell phone)	<input type="checkbox"/>	2
Send me an SMS (text message)	<input type="checkbox"/>	3
Send me an email	<input type="checkbox"/>	4
Notify me on the Internet (e.g. showing you a personalised message when you sign in)	<input type="checkbox"/>	5
None of the above	<input type="checkbox"/>	6
Other (please specify): _____		

11b Thinking about the cell phone services listed below, which of these have you already done using a cell phone or would you do if the option was available to you?

Please tick <u>one</u> box per line		Have already done	Have not done, but would use	<u>Would not use</u> this service	Don't know
A.	Used a cell phone to call a free-phone/ 0800 number for public services	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
B.	Send or receive text messages from a public service	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4
C.	Visit a public service website using a cell phone	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4



12a Thinking about all the dealings/contact you may have had with public services over the last 12 months, were any of these dealings conducted over the Internet (email, websites)?

- Yes 1 **If Yes, please go to Question 12c**
 No 2

12b Which of the following best describes why you did not use any public services over the Internet in the last 12 months?

Only answer this if you ticked "No" at Question 12a

Please tick
all that apply

- I tried but I couldn't work out how to do it 1
- I tried but I couldn't find what I needed quickly 2
- I didn't have a need to use any public services 3
- I had problems getting access to websites and email 4
- I had someone else (friend, relative, accountant) do it for me 5
- I don't like using websites or email to get information or services from government 6
- I prefer to use the phone or visit a public service office 7
- I don't have a computer 8
- I don't have Internet access 9
- I am not comfortable using the Internet 10
- Internet access is not available where I live 11
- I am concerned about Internet security 12
- Other (please specify): _____
- _____
- _____



12e What would encourage you to use public services over the Internet (or to use these more often)?

Please tick
all that apply

- | | | |
|---|--------------------------|----|
| Advertise these services are available | <input type="checkbox"/> | 1 |
| Make it simple and user-friendly | <input type="checkbox"/> | 2 |
| Improve technical support | <input type="checkbox"/> | 3 |
| Have one website for all public services | <input type="checkbox"/> | 4 |
| Ensure my privacy is protected | <input type="checkbox"/> | 5 |
| Provide follow-up confirmation to avoid misunderstandings | <input type="checkbox"/> | 6 |
| Improve online security | <input type="checkbox"/> | 7 |
| Make the whole service available online | <input type="checkbox"/> | 8 |
| Offer me a reward of some kind | <input type="checkbox"/> | 9 |
| Provide a way for me to share my experiences with other people using the same service | <input type="checkbox"/> | 10 |
| Nothing | <input type="checkbox"/> | 11 |

Other (please specify): _____

Tell us about yourself...

13a Thinking now about your day-to-day Internet usage, have you used any of the following services in the last 12 months?

Please tick
all that apply

Email	<input type="checkbox"/>	1
Internet search (e.g. Google)	<input type="checkbox"/>	2
Internet news services (news, weather, sports etc.)	<input type="checkbox"/>	3
Social networking (e.g. Facebook, Bebo)	<input type="checkbox"/>	4
Internet trading (e.g. TradeMe, E-Bay)	<input type="checkbox"/>	5
Internet banking	<input type="checkbox"/>	6
Internet shopping (e.g. Amazon)	<input type="checkbox"/>	7
Downloading (e.g. iTunes, software updates)	<input type="checkbox"/>	8
Games on the Internet	<input type="checkbox"/>	9
Other Internet service	<input type="checkbox"/>	10
Have <u>not</u> used the Internet in the last 12 months	<input type="checkbox"/>	11

13b If you have not used the Internet at all in the last 12 months, why was that?
Only answer this if you ticked "Have not used the Internet in the last 12 months"
for Question 13a

Please tick
all that apply

Do not have a computer	<input type="checkbox"/>	1
Do not have Internet access	<input type="checkbox"/>	2
Not comfortable using the Internet	<input type="checkbox"/>	3
Internet access is not available where I live	<input type="checkbox"/>	4
Other (please specify):	<hr/> <hr/>	

14 Are you?

- Female 1
- Male 2

15 In which of the following age groups do you belong?

- Less than 18 years 1
- 18-19 years 2
- 20-24 years 3
- 25-29 years 4
- 30-34 years 5
- 35-39 years 6
- 40-44 years 7
- 45-49 years 8
- 50-54 years 9
- 55-59 years 10
- 60-64 years 11
- 65+ years 12

16 What is your personal income from all sources, before tax or anything else is taken out?

- \$0/none 1
- \$1 - \$5,000 2
- \$5,001 - \$10,000 3
- \$10,001 - \$15,000 4
- \$15,001 - \$20,000 5
- \$20,001 - \$25,000 6
- \$25,001 - \$30,000 7
- \$30,001 - \$35,000 8
- \$35,001 - \$40,000 9
- \$40,001 - \$50,000 10
- \$50,001 - \$70,000 11
- \$70,001 - \$100,000 12
- More than \$100,000 13

17 What is your highest completed educational qualification?

- No qualification 1
- School Certificate or NCEA level 1 2
- Sixth Form Certificate, University Entrance or NCEA level 2 3
- Bursary, Scholarship, NCEA level 3 or 4 4
- A Trade Qualification 5
- A certificate or diploma that does not require a degree 6
- A degree or postgraduate qualification 7
- Other (please specify): _____

18 Do you have a disability or handicap that is long-term (lasting 6 months or more)?

- Yes 1
- No 2

19 Which ethnic group do you belong to?

Please tick all that apply

- New Zealand European 1
- Māori 2
- Samoan 3
- Cook Islands Maori 4
- Tongan 5
- Niuean 6
- Chinese 7
- Indian 8
- Other (please specify): e.g. Dutch, Japanese, Tokelauan



Thank you very much for your time and effort.

**PLEASE CHECK THAT YOU HAVE COMPLETED
ALL PAGES OF THE QUESTIONNAIRE.**

Please put the completed questionnaire in the Freepost envelope provided
and post it to:

Research New Zealand
P O Box 10 617
Wellington 6143

If you have any questions please contact Research New Zealand
during office hours on 0800 500 168 toll free.



