



*insight and
inspiration*

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Satisfaction and Trust
in the State Services – Report

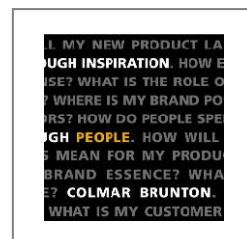


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EXECUTIVE SUMMARY

Introduction

As part of a wider research programme to understand New Zealanders' experience of State services, the State Services Commission contracted Colmar Brunton to conduct a nationwide telephone survey to identify the drivers of New Zealanders' satisfaction with, and trust in, the State services. Additional research objectives were to measure the extent of New Zealanders' confidence in the integrity of State servants when delivering services, as well as to gain a better understanding of the relationship between trust and service quality.

In total, 1,222 telephone interviews were conducted with people aged 15 plus throughout New Zealand in March and April 2007.

Key findings

Only a small majority of New Zealanders (aged 15 plus) express trust in the public service and, whilst most have confidence that public servants do a good job, the public service is perceived to not be good at admitting mistakes or learning from these

Key findings related to perceptions of trust are as follows:

- More than half (54%) of New Zealanders express trust in the public service (rating this as six or more on a ten point scale where 1 means they do not trust it at all and 10 means they trust it completely). A further 22% are neutral about their perceived trust in the public service (rating of five out of 10) and 23% are negative (rating of one to four out of 10).
- Overall, New Zealanders express highest perceived trust in the public service for:
 - providing services that meet their needs (56% agree), and
 - confidence that public servants do a good job (55% agree)
- New Zealanders hold the most negative perceptions in relation to:
 - the public service admitting responsibility when it makes mistakes (52% disagree)
 - the public service learns from the mistakes it makes (42% disagree)
- Perceived trust in the public service is influenced by strong negative associations gained from family, friends and media coverage (72% agree there is a lot of negative coverage about public services in the media, and 39% disagree that their friends and families say positive things about the public service).

Actual experience can be more positive than general perceptions of the public service

Key findings that illustrate this conclusion are shown in the table below:

<i>58% perceive the overall quality of public service positively</i>	<i>80% view the overall quality of their service experience positively</i>
<i>54% trust the public service to some extent</i>	<i>81% agreed they can trust them [public servants] to do what is right</i>
<i>50% believe public servants treat people fairly</i>	<i>85% felt they were treated fairly</i>
<i>55% are confident that public servants do a good job</i>	<i>84% were confident that staff did a good job</i>
<i>40% said the public service keeps its promises</i>	<i>84% reported staff kept their promises</i>

*Respondents were asked to rate these attributes on 10-point scales. The figures provided in the table give the % of respondents that gave a rating of 6 or more out of 10.

The State Service's 'Trusted State services' indicator 'You have confidence that public servants do a good job' is the strongest driver of New Zealanders' perceived trust in the public service

The **key drivers of trust** in the public service are listed below. Together, these drivers explain 57% of the variance in trust ratings of the public service. The percentage given alongside each driver indicates the relative impact that this factor has on driving perceptions of trust.

- You have confidence that public servants do a good job (38%)
- The public service provides services that meet your needs (18%)
- Public servants treat people fairly (15%)
- The public service keeps its promises – that is, it does what it says it will do (14%)
- The public service admits responsibility when it makes mistakes (14%)

Generally, improvements in overall service quality will be driven by how well individual services perform in terms of the service experience meeting users' expectations and the performance of staff. Being treated fairly is of much higher importance to Maori than to others.

The **key drivers of satisfaction** with the service quality of recent public service experiences are listed below. Together, these drivers explain 66% of the variance in satisfaction ratings of recent public service experiences. The percentage alongside each driver indicates the relative impact this factor has on driving satisfaction:

- The service experience met your expectations (31%)
- Staff were competent (19%)
- You were treated fairly (13%)
- Staff kept their promises – that is, they did what they said they would do (14%)
- Your individual circumstances were taken into account (13%)
- It's an example of good value for tax dollars spent (11%)

Situational factors related to a person's involvement with a specific public service (such as the service being mandatory or voluntary, fee based or free, the person being a first time or repeat user, contact being initiated by the agency or user) impact on their key satisfaction drivers.

There is a strong link between perceived trust and perceived service quality

There is a very high correlation between perceived overall trust and perceived overall service quality of the public service. However, the relationship is considerably weaker between overall perceptions of the public service and individual recent public service experiences, with respect to:

- perceived trust of the public service and trust related to a recent service experience
- perceived service quality of the public service and service quality recently experienced.

Younger people (aged 15 to 29 years), Asian peoples and those with lower household incomes (\$20,000 or less) tend to be more positive about the public service

These groups express higher levels of trust in the public service and hold more positive perceptions in terms of overall service quality. Those on lower household incomes also express higher satisfaction with the overall service quality experienced.

SUMMARY OF FINDINGS

Background and objectives

The State Services' stated vision is:

"A world class system of professional State Services serving the government of the day and meeting the needs of New Zealanders."

As part of its commitment to improving New Zealanders' experience with government, the State Services Commission is undertaking a major research programme to understand New Zealanders' experience of State services. One of these projects focuses on identifying the drivers of New Zealanders' satisfaction with, and trust in, the State services. This report documents the results of this research.

The key objectives of this research are to:

- identify, from New Zealanders:
 - the drivers of satisfaction with service quality
 - the determinants of trust in the State services
- gain a better understanding of the relationship between trust and service quality
- measure the extent of New Zealanders' confidence in the integrity of State servants when delivering services, to provide a baseline indicator of the 'outside-in' component of the State Services Commission's 'Trusted State services' development goal.

With respect to these issues, the State Services Commission is particularly interested in understanding the perspectives of Maori, Pacific peoples, Asian peoples and younger people.

Method and sample

In total 1,222 telephone interviews were conducted with New Zealanders aged 15 plus, using a structured questionnaire. A multi-stage sampling approach was taken, which consisted of:

- a main sample, fully representative of the national population
- booster samples of the key ethnic groups (Maori, Pacific peoples and Asian peoples) and younger people (15 to 29 year olds) to increase the accuracy of results for these groups and allow for separate analysis.

Key findings

Perceived trust in the public service

To assess perceived trust in the public service, New Zealanders rated the extent to which they trust the public service using a ten point rating scale, where one means they do not trust them at all and ten means they trust them completely.

More than half (54%) of New Zealanders (aged 15 plus) express trust in the public service, rating this as six or more out of ten (including 7% who give a rating of nine or ten out of ten). Around one quarter (23%) are not so positive, rating their perceived trust in the public service as less than five out of ten. Just over one in five (22%) New Zealanders are neutral about their perceived trust in the public service, rating this as five out of ten.

Relatively, perceived trust in the public service is significantly¹ higher among younger people (aged 15 to 29 years), Asian peoples and those with a combined household income of \$20,000 or less. However, New Zealanders with a combined household income exceeding \$100,000 demonstrate significantly lower perceived trust in the public service.

Key points:

- Asian peoples, younger people and those in low income earning households have the most positive perceptions of trust in the public service.
- Perceived trust in the public service among Maori and Pacific peoples is divided – one third of Maori and one quarter of Pacific peoples have negative trust perceptions, whilst half of Maori and four in ten Pacific peoples hold positive trust perceptions.
- Experience with any public services does not affect New Zealanders' perceived trust in the public service, with users and non-users expressing similar levels of trust.

Ratings of specific trust attributes

New Zealanders were asked to indicate their level of agreement or disagreement with a series of 15 statements relating to trust using a ten point rating scale, where one means strongly disagree and ten means strongly agree with the statement read out.

Of all the 15 specific attributes rated with respect to perceived trust in the public service, those which New Zealanders express most agreement with (give a rating of at least six out of ten) are:

- There is a lot of negative coverage about public services in the media (72% agree)
- The public service provides services that meet your needs (56% agree)
- You have confidence that public servants do a good job (55% agree)
- Public servants treat people fairly (50% agree)
- There is somewhere independent you can go to talk about your concerns if you have an unresolved problem (45% agree)

However, relatively, the attributes which New Zealanders indicate least agreement with (give a rating of one to four out of ten) are:

- The public service admits responsibility when it makes mistakes (52% disagree)
- The public service learns from the mistakes it makes (42% disagree)
- Public servants are interested in your views (41% disagree)
- Your friends and family say positive things about the public service (39% disagree)
- The public service keeps its promises (37% disagree)

¹ The term 'significant' is used in this report when any result for a particular group is statistically significantly higher or lower than the result for the relevant total sample, at the 95% level of confidence.

Key points:

- Overall, New Zealanders express highest perceived trust in the public service for providing services that meet their needs and confidence that public servants do a good job.
- Perceived trust in the public service is influenced by strong negative associations gained from family, friends and media coverage.
- Significant proportions of New Zealanders have negative perceptions of the public service admitting that errors occur and learning from these.

New Zealanders' satisfaction with perceived service quality of the public service

New Zealanders were asked to indicate their level of satisfaction with the overall quality of the public service using a ten point rating scale, where one means the overall quality of service is very poor and ten means the overall quality of service is excellent.

Perceptions of the overall quality of service provided by the public service are also predominantly positive, with 58% rating this as six or more out of ten (including 6% who give a rating of nine or ten out of ten). However, around one in five (21%) New Zealanders are not positive in their service quality perceptions, rating this as less than five out of ten. The same proportion (21%) of New Zealanders are neutral about this, rating the overall service quality of the public service as five out of ten.

Generally, it is evident that New Zealanders' perceptions are slightly more positive about the service quality of the public service than their level of trust in the public service. Significantly more people rate their satisfaction with perceived service quality of the public service as six plus out of ten (58%), than the proportion rating their perceived trust in the public service as six or more out of ten (54%).

Comparatively, perceived overall service quality of the public service is significantly higher among the same groups who express more trust in the public service – younger people, Asian peoples and those with a combined household income of \$20,000 or less. It is significantly lower among New Zealanders with a combined household income of more than \$100,000.

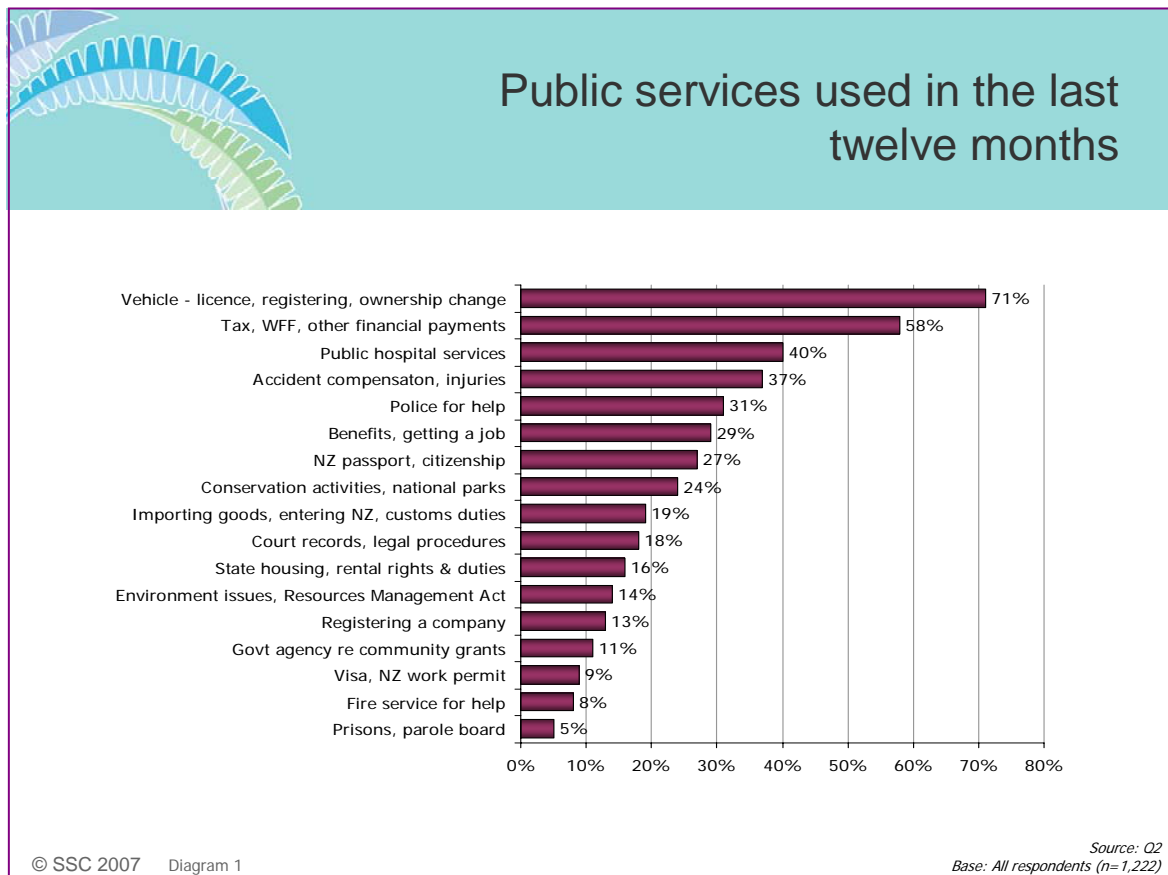
There are no significant differences between users and non-users' perceptions of the overall service quality of the public service.

Key point:

- New Zealanders' perceived service quality of the public service is higher than their perceived trust in the public service.
- Younger people, Asian peoples and those in lower income households demonstrate the highest perceived service quality and perceived trust in the public service.

Use of public services in the last year

The range of Government provided public services included in this research (17 different services) was selected in consultation with the State Services Commission, on the basis of ensuring coverage of a broad range of different types of services and including those public services which have relatively high use by New Zealanders. The specific public services included are detailed in Diagram 1, which shows the proportion of New Zealanders who have used each specific public service in the last twelve months.



The incidence and level of use, of any public services in the last twelve months varies, as follows:

- No services used – 5%
- one to two different services – 22%
- three to four different services – 32%
- five to six different services – 21%
- seven or more different services – 19%.

Older people (those aged 60 years plus) are more likely to be non-users or infrequent users of different public services. Involvement with multiple services is more common among Maori and Pacific peoples.

Determining a recent public service

For the detailed investigation of New Zealanders' satisfaction with their experience of public services, a series of questions were asked with respect to one public service they used in the last

twelve months, where they were directly and personally involved. In total, 93% (n=1,123) of New Zealanders surveyed answered these questions.

Recent public service experiences – contextual issues

Of all recent public service users, 24% were first time users of the specific public service, whereas the majority (76%) were repeat users of the service they rated. Most (74%) initiated contact with the service, whereas for almost a quarter (23%), contact was instigated by the public service agency.

The reasons why New Zealanders initiate contact with a specific public service relate to:

- applying for or requesting a service (46%)
- receiving a service (33%)
- getting help with a problem (34%)
- getting information (30%)
- making a complaint (6%) – *not necessarily a complaint about the service provided by the agency but about something the person wants help with (for example, complaining about something the Police can assist with)*
- giving the agency information (2%).

Around four in ten (43%) recent public service users consider the service they rated to be a mandatory service, one half view the service to be voluntary, 4% think the service they used is both mandatory and voluntary, whilst 3% were unsure about this.

Among all recent public service users, contact with the service they rated involved the following types of contact:

- making or receiving a telephone call (52%)
- speaking to someone face-to-face (48%)
- sending or receiving a letter (36%)
- visiting an Internet site or website (14%)
- sending or receiving an email (7%).

It is also evident that a number of different types of contact channels may be utilised when interacting with any specific public service. Overall, 60% used only one channel, 26% used two channels, 11% used three channels and 3% used more than three channels when in contact with any public service.

Of all recent public service users, 23% paid something for the service they used, whilst the majority (76%) did not.

One in six (16%) recent public service users encountered errors being made during their service experience.

Being referred to another public service agency is relatively uncommon, with one in eight (12%) saying they were referred elsewhere during their recent service experience. This is understandable,

given that most people have previously been involved with the service and therefore know where to go on the next occasion.

Overall satisfaction with the service quality of recent service experiences

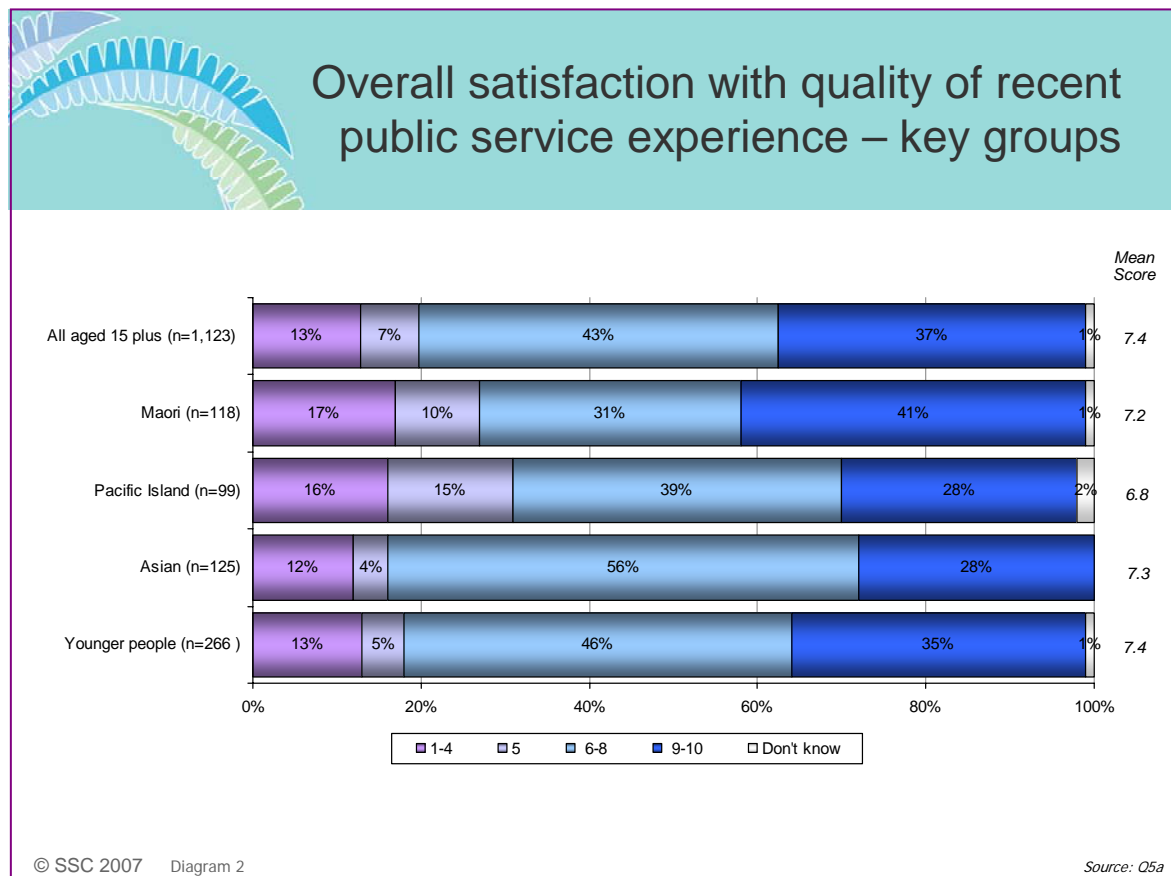
Recent public service users indicated their level of satisfaction with the overall quality of the service they experienced using a ten point scale, where one means the overall quality of service is very poor and ten means the overall quality of service is excellent.

Recent users' satisfaction with the quality of their public service experience is predominantly positive, with eight in ten rating this as six or more out of ten. In fact, over one third (37%) give this a rating of nine or ten out of ten.

Across all four key groups of interest, the majority are generally satisfied with their recent service experience. Relatively, however, Pacific peoples are not as positive with a significantly higher proportion rating overall satisfaction with their recent involvement as five out of ten.

New Zealanders with a combined household income of \$20,000 or less express significantly higher satisfaction with their recent public service experience; whereas those with a combined household income of between \$70,000 and \$100,000 are significantly less likely to be satisfied.

Diagram 2 provides the results for our key groups of interest.



Key points:

- There is consistent evidence that the same groups in the community are scoring the public service sector higher or lower on the service quality experienced – Pacific peoples and those with higher household incomes are less satisfied, whilst those with lower household incomes are more satisfied.
- Overall, New Zealanders are more positive about the quality of their actual service experience than their perceived service quality of the public service.

Satisfaction with service quality attributes

Overall, satisfaction among recent public service users with specific service quality factors involved in their service experience is positive. Relatively, however, satisfaction with attributes rated by all recent public service users is highest for:

- You were treated in a courteous manner (mean score: 8.2)
- You are confident that your personal information was used for the purpose for which it was intended (mean score: 8.2)
- You were treated fairly (mean score: 8.1)
- In the end, you got what you needed (mean score: 8.1)
- Staff fully answered every question you asked (mean score: 8.0)
- Staff kept their promises – that is, they did what they said they would do (mean score: 8.0)

Comparatively, satisfaction with specific attributes rated by all recent public service users is lowest for:

- Staff went the extra mile to help you get what you needed (mean score: 6.8)
- It's an example of good value for tax dollars spent (mean score: 7.0)
- The organisation that delivered the service has a good reputation (mean score: 7.0)
- The amount of time it took to get the overall service was reasonable (mean score: 7.2)

The 'Trusted State services' indicator

The statement included in this research as an indicator of the 'outside-in' component of the State Service's 'Trusted State services' development goal is:

'You have confidence that public servants do a good job.'

More than half (55%) of New Zealanders feel confident that public servants do a good job, rating this as at least six out of ten (including 8% who give a rating of nine or ten out of ten). However, one quarter (24%) of New Zealanders do not have such a positive attitude, rating their confidence that public servants do a good job as one to four out of ten, whilst one in five (21%) are neutral, rating their level of confidence as five out of ten.

Relatively, confidence that public servants do a good job is significantly higher among the same groups who are most trusting and satisfied with the public service generally.

Key point:

- There is considerable opportunity to improve New Zealanders' confidence in public servants doing a good job.

Drivers of perceived trust in the public service

To identify the drivers of New Zealanders' trust in the public service, regression analysis was undertaken on the 15 specific service attributes rated by New Zealanders in relation to the overall trust rating of the public service. This approach was also used with respect to the key groups, where there was robust data.

The strongest driver of trust in the public service among New Zealanders focuses on perceptions of confidence in public servants doing a good job. This is the strongest driver for all the key groups of interest.

The **key drivers of perceived trust** in the public service are listed below. Together, these drivers explain 57% of the variation in trust ratings given by New Zealanders. The percentage given alongside each driver indicates the relative impact that this factor has on driving perceptions of trust.

- You have confidence that public servants do a good job (38%)
- The public service provides services that meet your needs (18%)
- Public servants treat people fairly (15%)
- The public service keeps its promises – that is, it does what it says it will do (14%)
- The public service admits responsibility when it makes mistakes (14%)

The strongest drivers of perceived trust in the public service for Maori are confidence in public servants doing a good job (49%) and being treated fairly (26%).

Confidence in public servants doing a good job (55%), and the extent to which the service provided meets users' needs (37%), are the strongest drivers of perceived trust in the public service among the Asian community.

The relative impact of specific trust drivers also differs in terms of contextual factors associated with the public service being used. Confidence in public servants doing a good job is the strongest, or one of the strongest, trust drivers for all groups. However, the following differences are evident:

- For repeat service users, the public service keeping its promises and admitting responsibility for mistakes made are relatively stronger drivers than for first time service users.
- For those using free public services, the public service keeping its promises is more important and the public service admitting responsibility if mistakes are made is less important, compared to their importance for users of fee based public services.
- For users of services where contact is initiated by the agency, confidence that public servants do a good job, the public service provides services that meets their needs, and the public service keeping its promises are all equally important in driving trust in the public service.

Key points:

- The State Service's 'Trusted State services' indicator 'You have confidence that public servants do a good job' has the strongest impact on New Zealanders' perceived trust in the public service.
- Being treated fairly is of considerably more importance to Maori people's trust in the public service.
- Contextual factors associated with a person's involvement with a specific public service (such as the service being mandatory or voluntary, fee based or free, first time or repeat users, contact being initiated by the agency or user) impact on the relative strength of the key trust drivers.

Drivers of satisfaction with the overall quality of recent public service experiences

To identify the drivers of New Zealanders' satisfaction with the overall service quality of their recent public service experience, regression analysis was undertaken on 36 specific service related attributes in relation to the overall service quality rating given. This approach was also taken with respect to our key groups of interest - Maori, Pacific peoples, Asian peoples and younger people.

Drivers of New Zealanders' overall satisfaction with the quality of service provided during their recent service experience relate to factors inherent in the service provided and the outcome of the experience.

Overall, the **key drivers of satisfaction** with the service quality of recent public service experiences among New Zealanders are listed below. Together, these drivers explain 66% of the variance in satisfaction ratings of recent service experiences. The percentage given alongside each driver indicates the relative impact that this factor has on driving satisfaction.

- The service experience met your expectations (31%)
- Staff were competent (19%)
- Staff kept their promises (14%)
- You were treated fairly (13%)
- Your individual circumstances were taken into account (13%)
- It's an example of good value for tax dollars spent (11%)

However, the relative impact of these drivers on overall satisfaction with recent service experiences varies across our key groups:

- The strongest driver of satisfaction among Maori is that they were fairly treated.
- But, the strongest satisfaction drivers for Pacific peoples are that staff were competent, staff kept the promises they made, and that the service was an example of good value for tax dollars spent.
- Whereas, the strongest drivers of satisfaction among the Asian community are that the service experience met their expectations and that they were treated fairly.
- However, the strongest drivers impacting on satisfaction among younger people are that the service experience met their expectations and that staff kept their promises.

The relative impact of specific satisfaction drivers also differs in terms of contextual factors associated with the public service being used.

- For mandatory services, the strongest drivers are that the staff were competent and the service experience met their expectations. Whereas, for voluntary services, the strongest drivers are that the service experience met their expectations and their individual circumstances were taken into account.
- For both first time and repeat service users, the strongest driver is that the service experience met their expectations. However, for repeat users, specific issues inherent in the experience have relatively stronger impact – particularly, that staff were competent and that staff kept their promises.
- For fee paying and free public service users, the strongest satisfaction driver is that the service experience met their expectations. But, for free service users, having their individual circumstances taken into account, and the service being an example of good value for tax dollars spent are significantly stronger drivers.
- For users of a service where the agency initiated contact, the strongest satisfaction driver is that they were fairly treated. Whereas, for users of a service where they initiated contact, the strongest driver is that the service experience met their expectations.

Key points:

- Generally, improvements in overall service quality will be driven by how well individual services perform in terms of the service experience meeting the user's expectations, staff being competent, staff keeping their promises and users being treated fairly.
- Being treated fairly is of much higher importance to Maori than to other groups in the community.
- Contextual factors related to a person's involvement with a specific public service (such as the service being mandatory or voluntary, fee based or free, first time or repeat users, contact being initiated by the agency or user) impact on what are their strongest satisfaction drivers.

Impact of different drivers on trust and overall service quality

The analysis shows that if New Zealanders' perceptions of the strongest trust driver, 'You have confidence that public servants do a good job' decline, this will have the most negative impact on their overall trust in the public service. A decline in their perceptions of any of the other trust drivers identified: for example, 'The public service keeps its promises', will not have as much negative impact on New Zealanders' overall perceived trust in the public service.

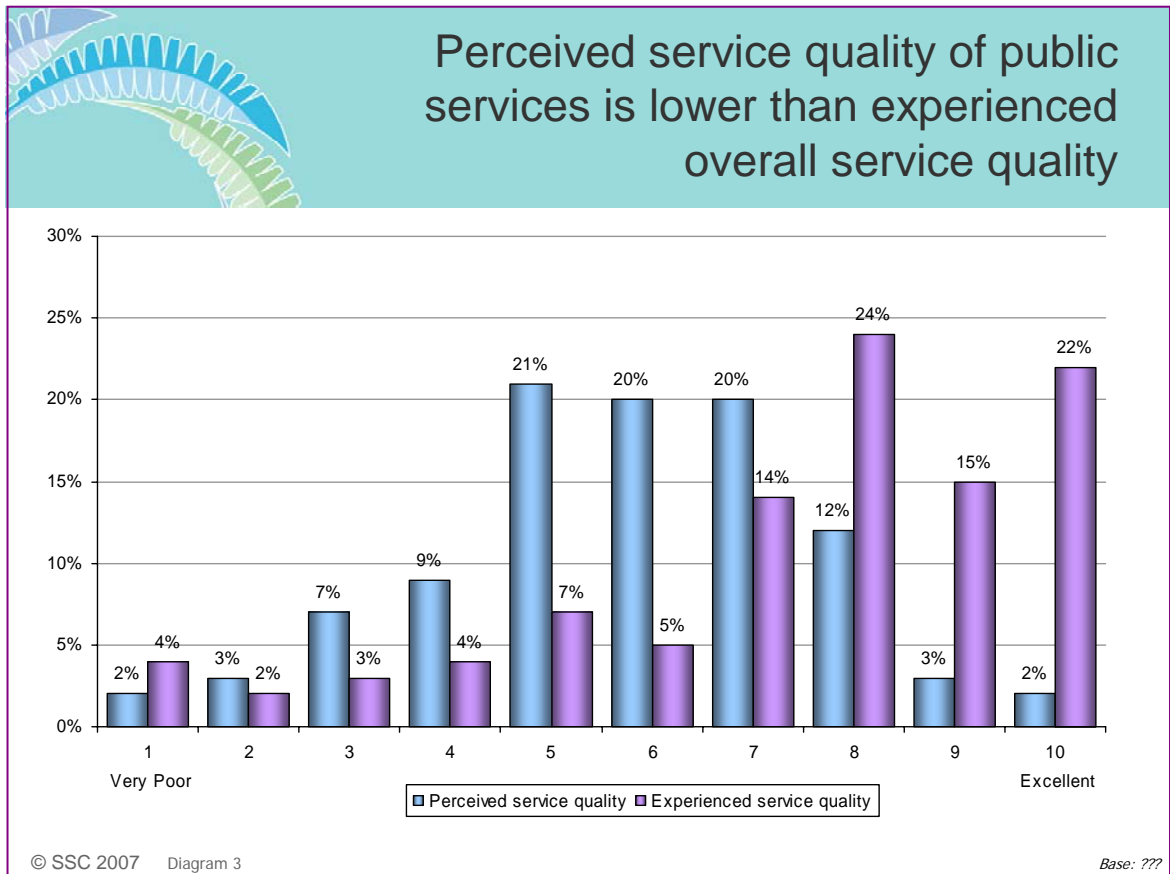
In terms of satisfaction with the service quality of recent public service experiences, the analysis highlights a similar result. If New Zealanders become less satisfied with the strongest satisfaction driver, 'The service experience met your expectations', this will have the most negative impact on their overall satisfaction with the service quality of public services used. A drop in satisfaction with any of the other service quality drivers identified; for example 'Staff were competent', will not have as much negative impact on New Zealanders' satisfaction with the overall service quality of their service experience.

Link between trust and overall service quality

The analysis carried out to explore possible links between trust and overall service quality shows that there is a strong relationship between perceived trust and perceived overall service quality of the public service. There is also a strong link among recent public service users between overall satisfaction with their recent service experience and their trust (that staff will do what is right), and confidence (that staff do a good job) during that experience.

However, the relationship between New Zealanders' perceived trust in the public service overall and trust related to their recent service experience is not as strong. Also, the link between perceived quality of the public service overall among New Zealanders and satisfaction with the overall service quality of their recent public service experiences is not as strong.

Diagram 3 illustrates the disparity between New Zealanders' perceived service quality of the public service overall and their actual satisfaction with the quality of their recent service experiences.



Other examples of where New Zealanders' actual experience can be more positive than their general perceptions of the public services include:

<i>54% trust the public service to some extent</i>	<i>81% agreed they can trust them [public servants] to do what is right</i>
<i>50% believe public servants treat people fairly</i>	<i>85% felt they were treated fairly</i>
<i>55% are confident that public servants do a good job</i>	<i>84% were confident that staff did a good job</i>
<i>40% said the public service keeps its promises</i>	<i>84% reported staff kept their promises</i>

*Respondents were asked to rate these attributes on 10-point scales. The figures provided in the table give the % of respondents that gave a rating of 6 or more out of 10.

Key points and implications:

- There is a very high correlation between perceived trust and perceived overall service quality of the public service.
- There is not a strong correlation between specific, recent service experiences and the overall measures of the public service, which means that individual service research monitors carried out by ministries and public sector service providers would not be strongly predictive of overall sector perceptions.
- In terms of recent service experiences, there are strong links between confidence that staff will do a good job with overall service quality and trust that they will do it right. This means that individual public services will have the biggest impact on New Zealanders' confidence in staff doing a good job.

BACKGROUND AND OBJECTIVES

Background

The State Services Commission has a leadership role in working with government agencies to support the delivery of quality services to New Zealanders. Its stated vision is:

“A world class system of professional State Services serving the government of the day and meeting the needs of New Zealanders.”

Commitment by the State Services Commission to improving New Zealanders’ experience with government is further reinforced by its Development Goals, in particular those related to access and trust:

- Accessible State services – enhance access, responsiveness and effectiveness, and improve New Zealanders’ experience of State services
- Trusted State services – strengthen trust in the State services, and reinforce the spirit of service.

The State Services Commission is undertaking a major research programme to understand New Zealanders’ experience of State services. One of these projects focuses on identifying the drivers of New Zealanders’ satisfaction with and trust in, the State services. This report documents the results of the research conducted for this project.

Research objectives

The key objectives of the research undertaken are to:

- identify, from New Zealanders:
 - the drivers of satisfaction with service quality
 - the determinants of trust in the State services
- gain a better understanding of the relationship between trust and service quality
- measure the extent of New Zealanders’ confidence in the integrity of State servants when delivering services. This will provide a baseline indicator of the ‘outside-in’ component of the State Services Commission’s ‘Trusted State services’ development goal, to benchmark against over time.

The State Services Commission is particularly interested in understanding the perspectives exhibited by the following key groups with respect to trust and service quality: Maori, Pacific peoples, Asian peoples and younger people (15 to 29 year olds).

Therefore where relevant, the research results reported in this document incorporate the findings pertaining to these four key groups.

RESEARCH METHOD AND SAMPLE

Methodology

In total, 1,222 telephone interviews using CATI (Computer Assisted Telephone Interviewing) were conducted with New Zealanders aged 15 years and over, using the structured questionnaire included in Appendix A.

Prior to fieldwork commencing, the questionnaire was subjected to two stages of testing:

1. cognitive interviewing – pre-testing the questionnaire in a qualitative setting
2. a conventional pilot – replicating the fieldwork processes used in the main survey.

Sample

Sampling methodology

The sampling methodology used for surveying New Zealanders was as follows.

A multi-stage stratified probability sample of households with telephone numbers was used, which consisted of:

- a main sample, fully representative of the national population
- booster samples of the key ethnic groups (Maori, Pacific peoples and Asian peoples) and younger people (15 to 29 year olds) to increase the accuracy of results for these groups and allow for separate analysis of these groups.

For the main sample, Statistics New Zealand area unit population data (based on Census information) was used to ensure a fully national sample of New Zealanders aged 15 years and over was surveyed. Telephone numbers for contacting potential respondents were randomly generated for each stratum (main urban centres, partitions of main centres and non-main urban 'districts' adjacent to main centres) within all published numbering ranges in Telecom's White Pages for New Zealand. This process includes unlisted phone numbers.

For the ethnic booster samples, areas of high density populations of Maori, Pacific peoples and Asian peoples were targeted.

For both the main and booster samples, households contacted had to have at least one member aged 15 years or over to qualify for the survey. If there was more than one member aged 15 years plus, interviews were conducted with the member whose birthday was next.

The total number of interviews conducted with each of the four key groups of interest is:

- Maori: n=125
- Pacific peoples: n=102
- Asian peoples: n=131
- Younger people: n=284.

Response rates

Full details of the response rate analyses for each of these three samples are provided in the following table.

The response rates for the ethnic and younger people booster samples are estimates as the calculations involve estimating the proportion of all attempted contacts that would have been eligible to take part in the survey. Details of the formula used for these calculations are provided in Appendix B.

	Main Sample	Ethnic booster sample	Younger people booster sample
<i>A: Invalid telephone numbers</i>	1,436	3,570	1,104
Business number	63	144	49
Unobtainable – number disconnected/fax/modem	1,373	3,426	1,055
<i>B: Valid phone number, but no successful contact made</i>	297	40	38
No reply	205	23	24
Answering machine	92	17	14
<i>C: Valid number, successful contact but non-qualifier – e.g. 15-29 age group, Maori, Pacific peoples, Asian peoples</i>	0	4,704	1,855
<i>D: Valid number, successful contact</i>	3,083	619	272
Language difficulty	53	16	3
Appointment made but not kept by respondent	291	38	26
Not available during survey period	46	10	2
Contact refusal (person who answered the phone)	1,472	261	59
Qualifier refusal (person in household who was eligible refused)	321	88	62
Completed interviews	900	206	120
Total	4,816	8,933	3,285
Response rate : based on all attempted contacts excluding known invalid numbers and non-qualifiers = completed interviews/(B+D)	26.6%	31.3%	38.7%

Weighting procedures

A sampling procedure which selects only one person per household is subject to a household size bias – where people from large households have a smaller chance of being included than people from small households. To correct for this bias and the ethnic booster interviews, a two-stage weighting process was applied. The first stage was a household size pre-weight to account for probability of selection. The second stage aligned the sample data with the 2006 Census data on age, gender and ethnicity variables.

Sample characteristics

Key characteristics of the total sample surveyed are detailed in the following tables.

	Unweighted n=1,222	Weighted n=1,222
Gender:		
Female	708	634
Male	514	588
Age group:		
Younger than 18 years	76	73
18 to 19 years	41	45
20 to 29 years	167	197
30 to 39 years	212	221
40 to 49 years	229	238
50 to 59 years	202	188
60 years and over	295	261
Ethnicity: (multiple codes)		
New Zealand European or Pakeha	952	978
Maori	125	148
Pacific peoples	102	67
Asian	131	112
Other ethnic group	6	13
Residence:		
Metropolitan city	787	784
Provincial city	124	116
Smaller township	132	140
Rural area	173	176
Don't know	6	5

	Unweighted n=1,222	Weighted n=1,222
Highest educational qualification:		
No qualification	130	132
School Cert. or NCEA level 1	237	230
Sixth Form Cert, UE or NCEA level 2	199	216
Bursary, Scholarship or NCEA level 3 or 4	62	59
A Trade qualification	74	84
A certificate of diploma that does not require a degree	136	125
A university degree	228	220
A polytechnic degree	30	34
A postgraduate qualification	105	104
Don't know	13	11
Refused	8	6
Total household income:		
None	33	34
\$1 to \$10,000	96	90
\$10,001 to \$20,000	104	118
\$20,001 to \$30,000	139	153
\$30,001 to \$40,000	122	122
\$40,001 to \$50,000	105	113
\$50,001 to \$60,000	92	94
\$60,001 to \$70,000	93	94
\$70,001 to \$100,000	168	153
More than \$100,000	173	156
Don't know	39	39
Refused	58	56

OVERALL PERCEPTIONS OF THE PUBLIC SERVICE

Perceived trust in and satisfaction with the public service

New Zealanders' perceived trust in the public service

To assess New Zealanders' perceived trust in the public service, respondents were asked to what extent they trust the public service using a ten point rating scale, where one means they do not trust it at all and ten means they trust it completely.

More than half (54%) of New Zealanders (aged 15 plus) express trust in the public service, rating this as six or more out of ten (including 7% who give a rating of nine or ten out of ten). Around one quarter (23%) are not so positive, rating their perceived trust in the public service as less than five out of ten. Just over one in five (22%) New Zealanders are neutral about their trust in the public service, rating this as five out of ten.

Relatively, perceived trust in the public service is significantly higher² among:

- Younger people – aged 15 to 29 years (mean score: 6.2)
- Asian (mean score: 6.6)
- those with a combined household income of \$20,000 or less (mean score: 6.2).

Comparatively, New Zealanders with a combined household income exceeding \$100,000 indicate significantly lower trust in the public service (mean score: 5.2).

Around one third (32%) of Maori do not express trust in the public service, giving a rating of one to four out of ten, which is significantly higher than for New Zealanders generally (23%). However, half express trust in the public service, giving a rating of six plus out of ten. In fact, around one in ten Maori (11%) are very trusting of the public service (rating this as nine or ten out of ten).

Around four in ten (38%) Pacific peoples indicate trust in the public service, rating this as six plus out of ten, which is significantly lower than for New Zealanders overall (54%). One quarter (26%) express negative perceptions in this regard, giving a rating of one to four out of ten. One third (34%) of Pacific peoples are neutral about the extent to which they trust the public service, which is significantly higher than for New Zealanders generally (22%) and the other key groups.

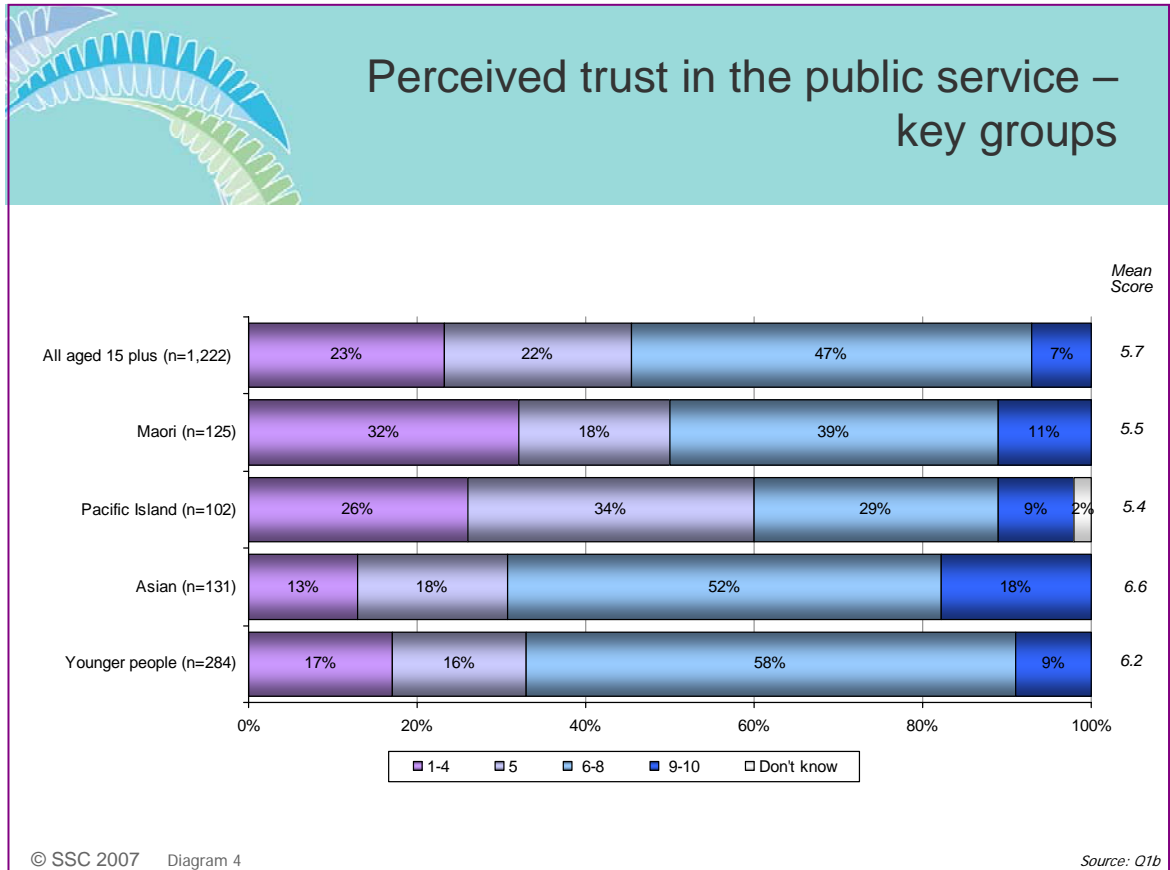
The majority of Asian peoples express trust in the public service, with 70% rating this as six plus out of ten. In fact almost one in five (18%) are very trusting of the public service, giving a rating of nine or ten out of ten. However, there is one in eight (13%) who do not trust the public service generally, giving a rating of less than five out of ten.

Younger people are generally very positive regarding their perceived trust in the public service, two thirds (67%) of whom rate this as six plus out of ten, (including around one in ten (9%) who give

² The term 'significant' is used in this report when any result for a particular group is statistically significantly higher or lower than the result for the relevant total sample, at the 95% level of confidence.

a rating of nine or ten out of ten). But, there are also one in six (17%) younger people who generally do not trust the public service, rating this as one to four out of ten).

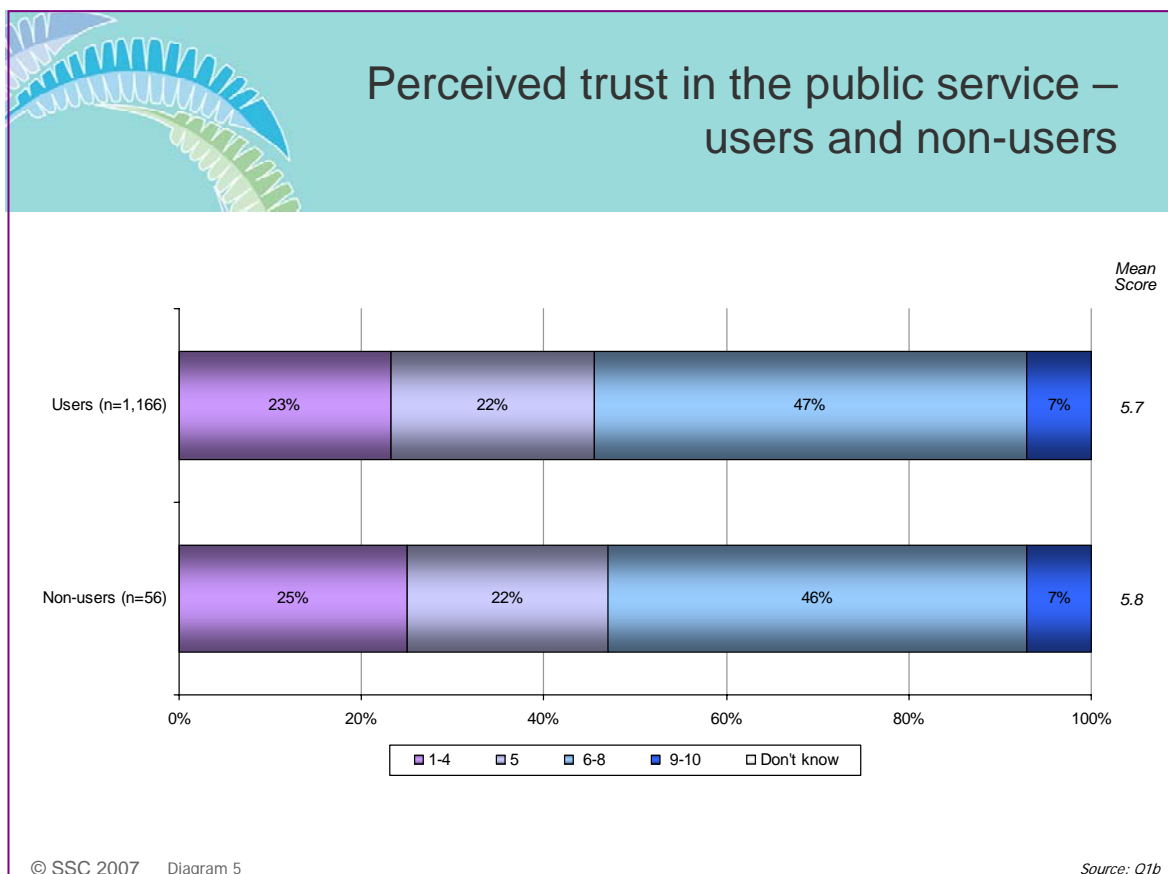
The detailed results for all New Zealanders and key groups of interest are provided in Diagram 4.



Experience with any public services does not impact on New Zealanders' perceived trust in the public service.

Users (i.e. New Zealanders who used at least one of the 17 public services asked about in the last 12 months) and non-users (i.e. New Zealanders who did not use any of the 17 public services asked about, in the last year) express similar levels of perceived trust in the public service. The reader should note that this does not mean that perceptions of users and non-users of a specific public service would not vary. The research reported does not measure this issue.

Diagram 5 highlights these results for users and non-users of public services in the last twelve months.



Ratings of specific trust attributes

Respondents were asked to indicate their level of agreement or disagreement with a series of 15 statements relating to trust in the public service using a ten point rating scale, where one means strongly disagree and ten means strongly agree with the statement read out.

New Zealanders express the highest levels of trust in response to statements that tend to describe the overall performance of the public service. Most either agree, or are neutral in their opinion, that:

- the public service provides services that meets their needs
- they have confidence that public servants do a good job.

New Zealanders are markedly more divided on communication issues – in particular, whether they believe there is an independent avenue to address problems, as well as how well the public service provides all the information they need, and keeps them informed about services.

New Zealanders are also somewhat divided about the quality of leaders and managers in the public service, and the extent to which the public service conducts business openly and is accountable.

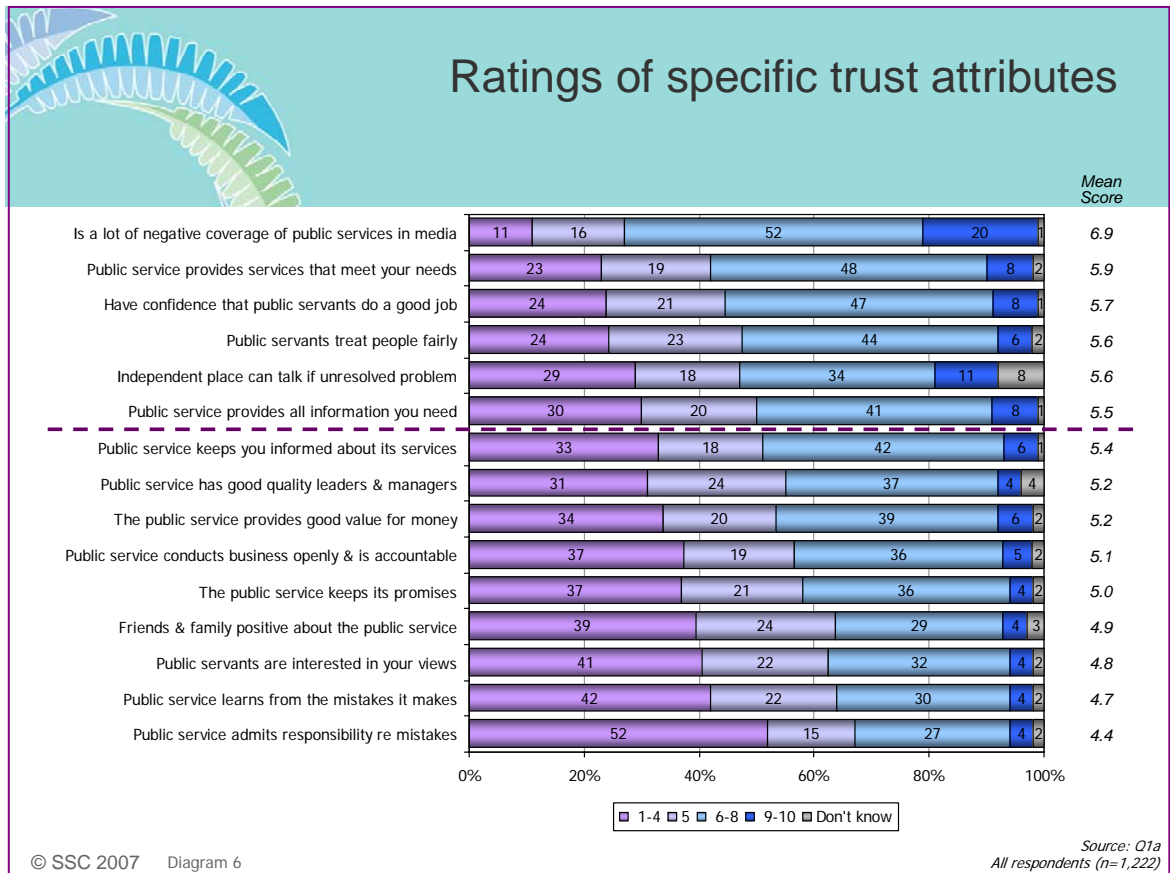
Trust appears to be lowest in regard to whether public servants/services demonstrate a number of specific attributes – in particular whether they admit to, and learn from, mistakes; keep their promises; and show that they are interested in New Zealanders' views.

The results also suggest that there is considerable potential for New Zealanders to be influenced by negative media coverage (a notable majority agree there is a lot of negative coverage of public services in the media). Positive influences from friends and families are evident for only around one third.

To summarise – New Zealanders have lowest perceived trust in:

- The public service keeps its promise – that is, it does what it says it will do (37% disagree)
- Your friends and family say positive things about the public service (39% disagree)
- Public servants are interested in your views (41% disagree)
- The public service learns from the mistakes it makes (42% disagree)
- The public service admits responsibility when it makes mistakes (52% disagree)

Diagram 6 provides the results for all the specific attributes addressed with respect to perceptions of trust in the public service.



New Zealanders' perceptions of the overall service quality of the public service

Respondents were asked to indicate their level of satisfaction with the overall quality of the public service using a ten point rating scale, where one means the overall quality of service is very poor and ten means the overall quality of service is excellent.

Perceptions of the overall quality of service provided by the public service are also predominantly positive, with almost six in ten (58%) rating this as six or more out of ten (including 6% who give a rating of nine or ten out of ten). However, around one in five (21%) New Zealanders have negative perceptions about the service quality provided, rating this as less than five out of ten. The same proportion (21%) of New Zealanders are neutral about this, rating the overall service quality of the public service as five out of ten.

Overall, it is evident that New Zealanders are slightly more positive in their perceptions of the overall service quality of the public service than in their level of perceived trust in the public service.

Significantly more people rate their satisfaction with the service quality of the public service as six plus out of ten (58%), than the proportion rating their trust in the public service as six or more out of ten (54%).

Comparatively, perceptions of the overall service quality of the public service are significantly higher among the same groups who express more trust in the public service, namely:

- Younger people (mean score: 6.2)
- Asian (mean score: 6.5)
- those with a combined household income of \$20,000 or less (mean score: 6.3).

It is significantly lower among New Zealanders with a combined household income of more than \$100,000 (mean score: 5.2).

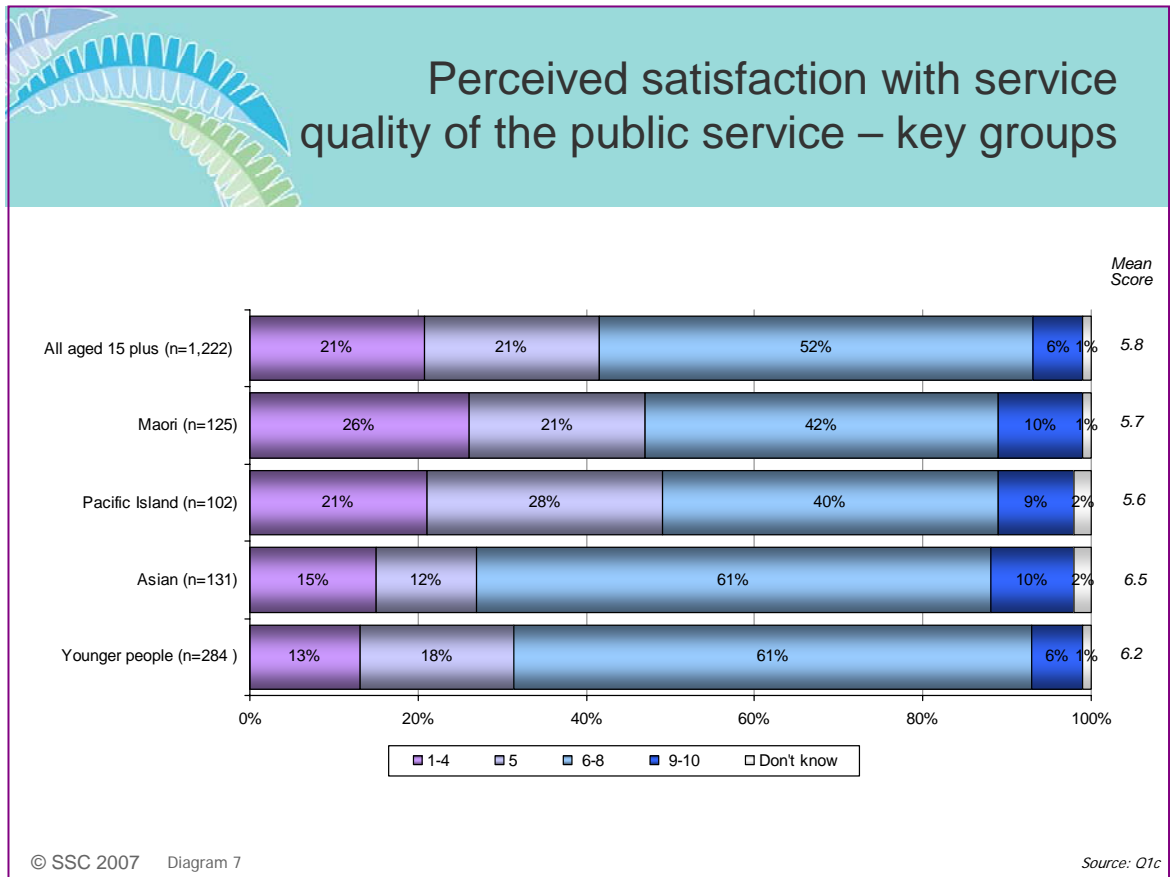
Among the Maori population, more than half (52%) feel satisfied with the overall service quality of the public service, rating this as six or more out of ten. Of these, one in ten is in fact very positive about this, giving a rating of nine or ten out of ten. But, it is also evident that a considerable proportion of Maori (26%) have negative perceptions of the service quality of the public service, giving a rating of less than five out of ten.

Pacific peoples demonstrate a similar divergence of opinion. Whilst around half (49%) express satisfaction with the overall service quality of the public service, giving a rating of six or more out of ten, (including 9% who give a rating of nine or ten out of ten), one in five (21%) hold negative perceptions of the service quality, rating this between one and four out of ten.

Relatively, Asian peoples indicate significantly more positive perceptions of the overall service quality of the public service – seven in ten (71%) are satisfied, rating this as six or more out of ten. However, one in seven (15%) of this group perceive the service quality of the public service negatively, giving a rating of less than five out of ten.

Younger people also convey significantly higher satisfaction with the overall service quality of the public service - two thirds hold this view, giving a rating of six plus out of ten. However, one in eight (13%) of this group have negative perceptions of the overall service quality, and rate this as one to four out of ten.

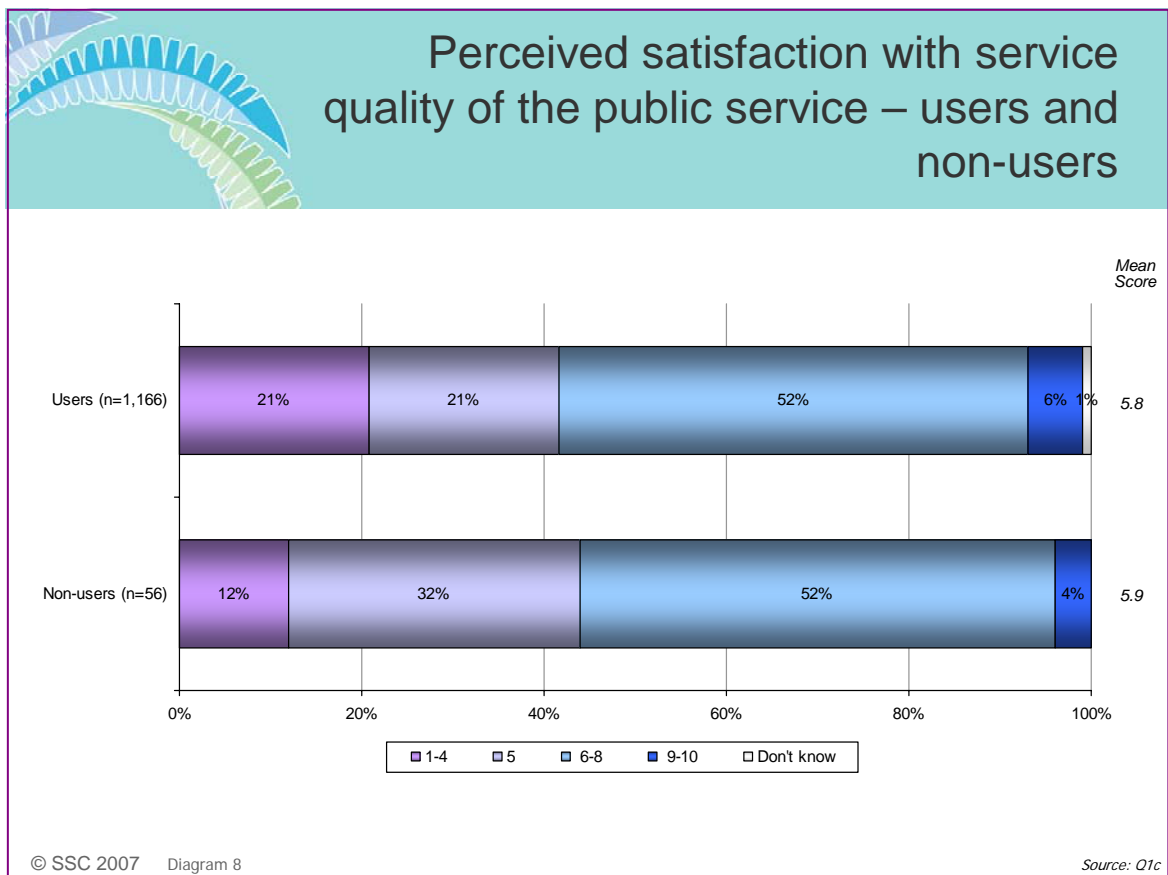
Diagram 7 illustrates these results with respect to all New Zealanders and our key groups of interest.



It could be expected that users of any public service may feel more able to rate the overall service quality of public services than non-users, who are basing their responses on their perceptions. However, more than half of non-users have positive perceptions of the overall service quality of public service, 56% giving a rating of six plus out of ten.

More than half of all public service users perceive the overall service quality provided by the public service positively, 58% rating this as six plus out of ten, (including 6% giving a rating of nine or ten out of ten). However, counteracting this are one in five (21%) public service users who are generally negative about the service quality provided, rating this as less than five out of ten.

These findings are provided below in Diagram 8.



Drivers of perceived trust in the public service

Approach taken to identify trust drivers

To identify the drivers of New Zealanders' trust in the public service, regression analysis was undertaken on 15 specific public service attributes rated by New Zealanders in relation to the overall trust rating they give to the public service. A regression analysis is a technique that builds an equation that predicts an outcome based on a number of inputs. In this case the outcome is perceived trust, while the inputs are perceptions of the public service with respect to the specific trust attributes asked about. Some inputs will have a bigger influence on the outcome than others - the bigger the impact, the more important an input is deemed to be.

Three types of regressions were performed - forced entry, stepwise forwards and stepwise backwards. All three methods produced the same significant drivers. A final forced entry regression was conducted only with the significant drivers. An explanation of these statistical techniques is provided in Appendix C.

This approach was also taken with respect to the key groups – Maori, Pacific peoples, Asian peoples and younger people. However, with respect to Pacific peoples and younger people, the trust driver models generated only explained a small proportion of the variation in perceived trust. Therefore, there are other factors which are more powerful drivers of perceived trust in the public service that were not covered by the research. For this reason a trust driver model for Pacific peoples and younger people has not been produced. Further research is needed to more fully understand what drives perceptions of trust among these two groups.

Drivers of perceived trust in the public service – all New Zealanders

The strongest driver of perceived trust in the public service among New Zealanders focuses on perceptions of the public service with respect to confidence in public servants doing a good job.

The key drivers of perceived trust in the public service are listed below. Together, these drivers explain 57% of the variation in trust ratings provided by New Zealanders. The percentage given alongside each driver indicates the relative impact that this factor has on driving perceptions of trust.

- You have confidence that public servants do a good job (38%)
- The public service provides services that meet your needs (18%)
- Public servants treat people fairly (15%)
- The public service keeps its promises – that is, it does what it says it will do (14%)
- The public service admits responsibility when it makes mistakes (14%)

Drivers of perceived trust in the public service - Maori

The strongest drivers of perceived trust in the public service for Maori are confidence in public servants doing a good job and being treated fairly. Together, all the key drivers explain 61% of the variation in trust ratings given by Maori.

The key drivers of perceived trust in the public service for Maori are:

- You have confidence that public servants do a good job (49%)
- Public servants treat people fairly (26%)
- The public service provides services that meet your needs (17%)
- The public service provides you with all the information you need (8%)

Drivers of perceived trust in the public service – Asian

Confidence in public servants doing a good job and the extent to which the service provided meets users' needs are the strongest drivers of perceived trust in the public service among the Asian community. Together, the key drivers explain 60% of the variation in trust ratings given by Asian peoples.

The key drivers of perceived trust for this group are:

- You have confidence that public servants do a good job (55%)
- The public service provides services that meet your needs (37%)
- The public service keeps its promises – that is, it does what it says it will do (8%)

Drivers of perceived trust in the public service – mandatory services

Confidence in public servants doing a good job is the strongest driver of perceived trust in the public service among mandatory service users. Together, the key drivers account for 66% of the variance in trust ratings given by mandatory service users.

The key drivers of perceived trust for these users are:

- You have confidence that public servants do a good job (44%)
- The public service admits responsibility when it makes mistakes (23%)
- The public service provides services that meet your needs (13%)
- The public service keeps its promises – that is, it does what it says it will do (10%)
- Public servants treat people fairly (10%)

Drivers of perceived trust in the public service – voluntary services

Confidence in public servants doing a good job is also the strongest driver of perceived trust in the public service among voluntary service users. Together, the key drivers account for 49% of the variance in trust ratings given by voluntary service users.

The key drivers of perceived trust for these users are:

- You have confidence that public servants do a good job (44%)
- The public service provides services that meet your needs (16%)
- The public service keeps its promises – that is, it does what it says it will do (14%)
- Public servants treat people fairly (14%)
- The public service admits responsibility when it makes mistakes (12%)

Drivers of perceived trust in the public service – first time users

Confidence in public servants doing a good job is also the strongest driver of perceived trust in the public service among voluntary service users. Together, the key drivers account for 49% of the variance in trust ratings given by first time service users.

The key drivers of perceived trust for these users are:

- You have confidence that public servants do a good job (45%)
- The public service provides services that meet your needs (22%)
- Public servants treat people fairly (13%)
- The public service admits responsibility when it makes mistakes (10%)
- The public service keeps its promises – that is, it does what it says it will do (9%)

Drivers of perceived trust in the public service – repeat users

Confidence in public servants doing a good job is also the strongest driver of perceived trust in the public service among repeat service users. However, the public service keeping its promises and admitting responsibility for mistakes made, are more important than for first time users. Together, the key drivers account for 59% of the variation in trust ratings given by repeat service users.

The key drivers of perceived trust for this group are:

- You have confidence that public servants do a good job (37%)
- The public service keeps its promises – that is, it does what it says it will do (18%)
- The public service provides services that meet your needs (16%)
- The public service admits responsibility when it makes mistakes (16%)
- Public servants treat people fairly (14%)

Drivers of perceived trust in the public service – fee based services

Confidence in public servants doing a good job is the strongest driver of perceived trust in the public service among those using fee based services. However, the public service admitting responsibility for mistakes made is also a strong driver. The public service keeping promises is relatively, of least importance. Together, the key drivers account for 53% of the variance in trust ratings given by fee based service users.

The key drivers of perceived trust for this group are:

- You have confidence that public servants do a good job (36%)
- The public service admits responsibility when it makes mistakes (26%)
- The public service provides services that meet your needs (22%)
- Public servants treat people fairly (16%)
- The public service keeps its promises – that is, it does what it says it will do (2%)

Drivers of perceived trust in the public service – free services

Confidence in public servants doing a good job is the strongest driver of perceived trust in the public service among free service users. Compared to those using fee based services, the public service keeping its promises is of more importance, whilst admitting responsibility if mistakes are

made is of less importance. Together, the key drivers account for 58% of the variance in trust ratings given by free service users.

The key drivers of perceived trust for these users are:

- You have confidence that public servants do a good job (41%)
- The public service keeps its promises – that is, it does what it says it will do (19%)
- The public service provides services that meet your needs (15%)
- Public servants treat people fairly (14%)
- The public service admits responsibility when it makes mistakes (10%)

Drivers of perceived trust in the public service – agency initiated contact

For recent public service users where contact was initiated by the agency, no one driver emerges as the strongest. Rather, four of the five key drivers are of similar importance, whilst the driver – ‘The public service admits responsibility when it makes mistakes’, is of considerably less importance. Together, the key drivers account for 61% of the variance in trust ratings given by recent service users where contact was instigated by the agency.

The key drivers of perceived trust for these users are:

- You have confidence that public servants do a good job (28%)
- The public service provides services that meet your needs (25%)
- The public service keeps its promises – that is, it does what it says it will do (25%)
- Public servants treat people fairly (20%)
- The public service admits responsibility when it makes mistakes (2%)

Drivers of perceived trust in the public service – user initiated contact

For recent public service users who initiated contact with the agency, confidence that public servants do a good job is clearly the strongest driver. Together, the key drivers account for 55% of the variance in trust ratings given by recent service users who instigated contact with the agency.

The key drivers of perceived trust for these users are:

- You have confidence that public servants do a good job (43%)
- The public service admits responsibility when it makes mistakes (17%)
- The public service provides services that meet your needs (16%)
- The public service keeps its promises – that is, it does what it says it will do (13%)
- Public servants treat people fairly (11%)

The 'Trusted State services' indicator

The statement included in this research as an indicator of the 'outside-in' component of the State Service's 'Trusted State services' development goal is:

'You have confidence that public servants do a good job.'

Attitudes among New Zealanders

More than half (55%) of New Zealanders feel confident that public servants do a good job, rating this as at least six out of ten (including 8% who give a rating of nine or ten out of ten). However, one quarter (24%) of New Zealanders do not have such a positive attitude, rating their confidence that public servants do a good job as one to four out of ten, whilst one in five (21%) are neutral, rating their level of confidence as five out of ten.

Comparatively, confidence that public servants do a good job is significantly higher among the same groups who are most trusting and satisfied with the public service generally – namely:

- younger people (mean score: 6.3)
- Asian (mean score: 6.3)
- those with a combined household income of \$20,000 or less (mean score: 6.3).

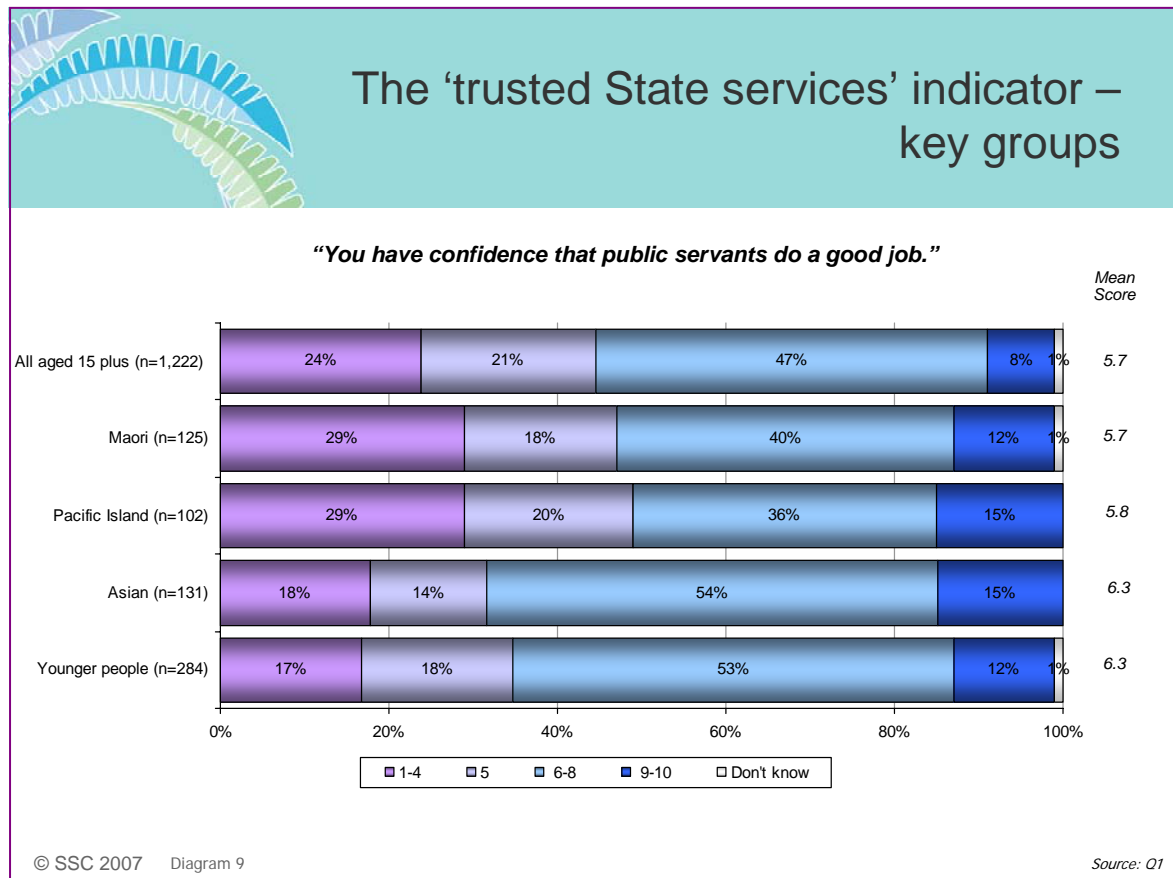
Again, New Zealanders with a combined household income of more than \$100,000 express significantly less confidence in public servants doing a good job (mean score: 5.2). Comparatively, middle aged/older people are also significantly less confident about this (40 to 49 year olds: mean score: 5.4, 50 to 59 year olds: mean score: 5.3).

Around half (52%) of Maori exhibit confidence in public servants doing a good job, giving a rating of six plus out of ten. However, three in ten (29%) do not, rating this as one to four out of ten.

A similar pattern is evident with respect to Pacific peoples. Whilst half (51%) are confident that public servants do a good job, rating this as six plus out of ten, three in ten (29%) are not confident about this, giving a rating of one to four out of ten.

Most Asian peoples and younger people express confidence that public servants do a good job, (69% and 65% respectively), rating this as six plus out of ten. However, within both of these groups almost one in five (18% and 17% respectively) are not confident about this, giving a rating of one to four out of ten.

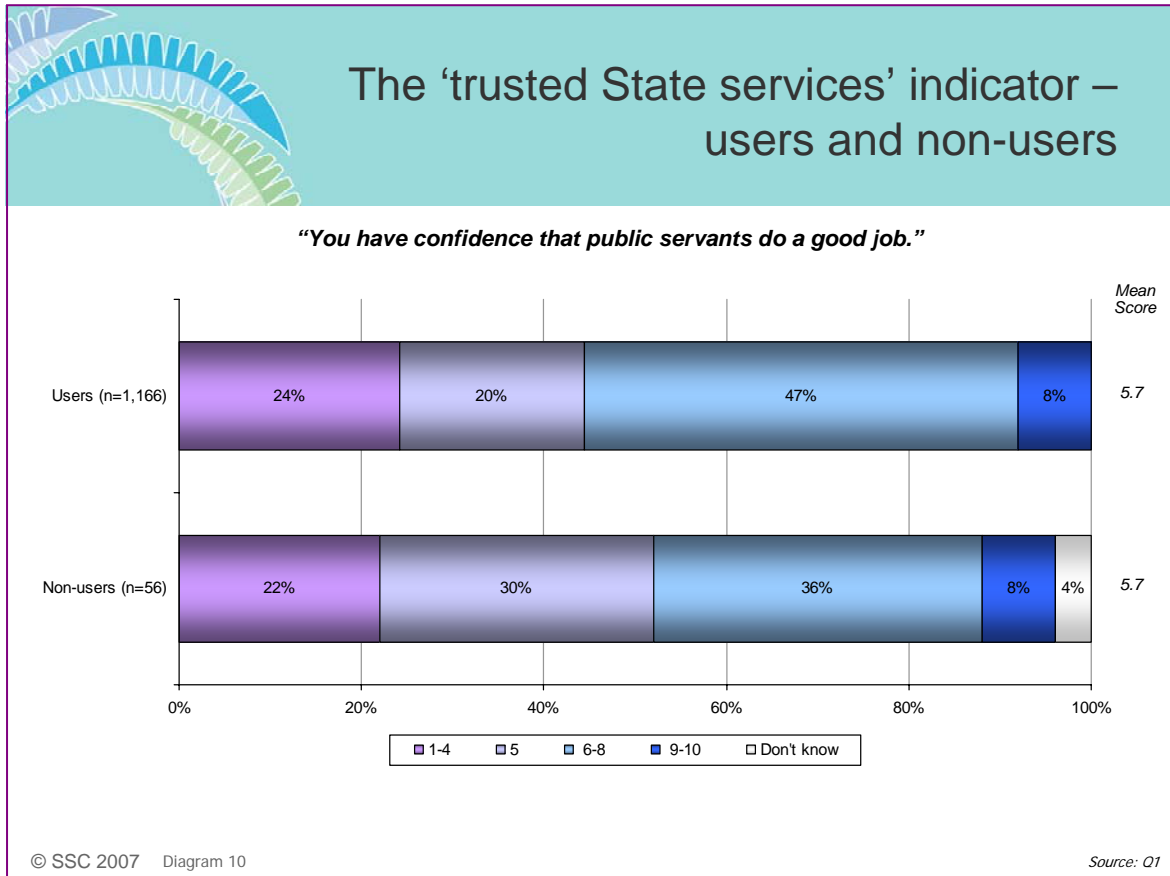
Diagram 9 below provides the results for all New Zealanders and our key groups of interest.



Attitudes among public service users and non-users

Experience with any public services does not influence perceptions of how well public servants do their job. There are no significant differences between users and non-users with respect to their confidence in public servants doing a good job. The reader should note that this does not mean that perceptions of users and non-users of a specific public service would not vary. The research reported does not measure this issue.

These results for users and non-users are provided below in Diagram 10.



SERVICE EXPERIENCE WITH PUBLIC SERVICES

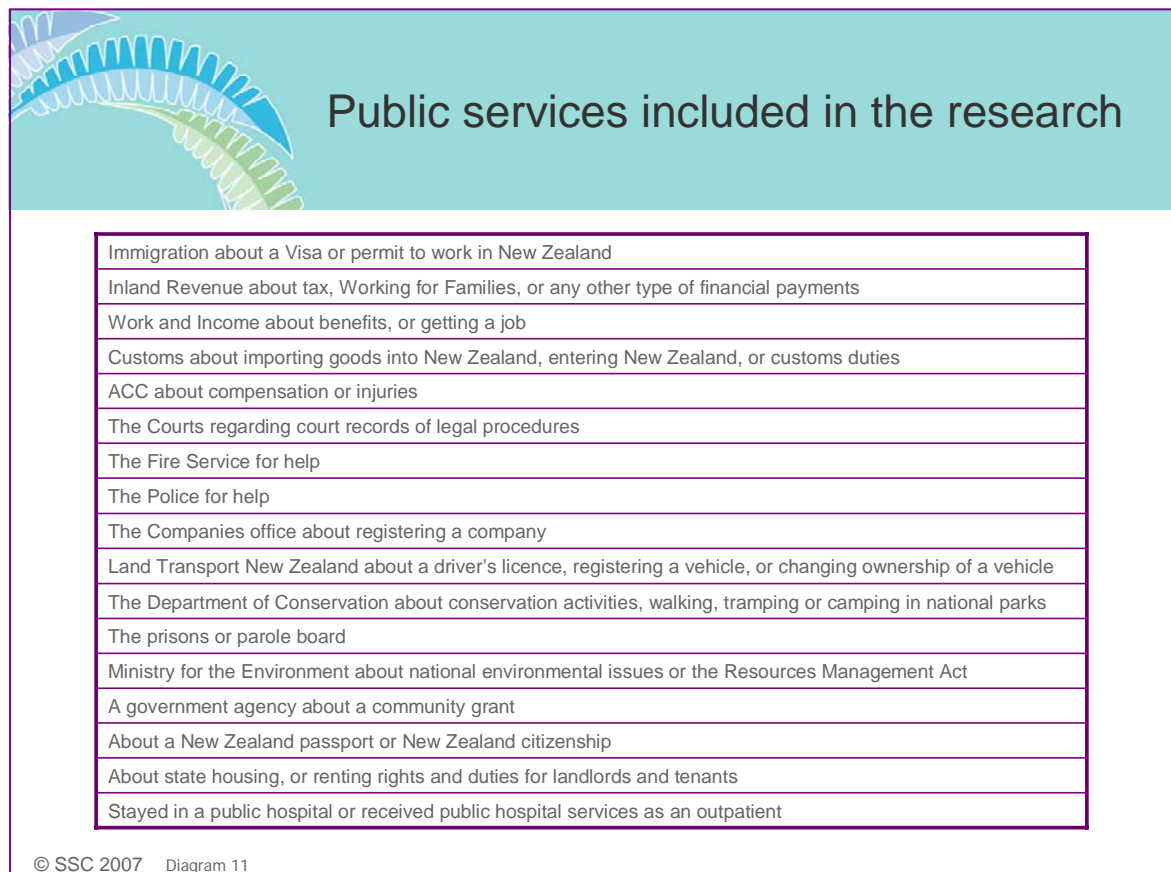
Public service experience – context

Range of public services included

As this research was conducted using telephone interviews (rather than for example, self-completion questionnaires or face-to-face interviews) it was not feasible to have an exhaustive list of government provided public services for people to consider. Rather, the number of different public services included needed to be limited to what was seen as practical for a telephone interview situation.

In total, 17 different types of government provided public services were included. Decisions regarding what specific services to incorporate took into account the importance of covering a broad range of different types of public services, and including some public services which have a relatively high use by New Zealanders. The selection of public services to be incorporated was made in consultation with the State Services Commission. It is important to recognise that in reporting the research results, when public services are referred to, the scope is confined to these 17 different types of services.

The 17 public services included are listed below in Diagram 11. Note that in the reporting of results, these services may be referred to in an abbreviated form.



Use of public services in the last year

Use of any public services

Incidence of using any public services among New Zealanders varies. One in twenty (5%) New Zealanders have not made use of any of the services asked about, in the last twelve months. Demographically, these non-users are significantly more likely to be aged 60 years plus (9%) and have no educational qualifications (13%).

However, most New Zealanders (95%) have had experience with specific public services during the last year.

Level of using different public services

The extent to which New Zealanders have been involved with any public services in the last twelve months differs, from none to interacting with seven or more different public services over this time. Overall, New Zealanders' level of contact with different public services in the past year is:

- not used any services: 5%
- one to two different services: 22%
- three to four different services: 32%
- five to six different services: 21%
- seven or more different services: 19%.

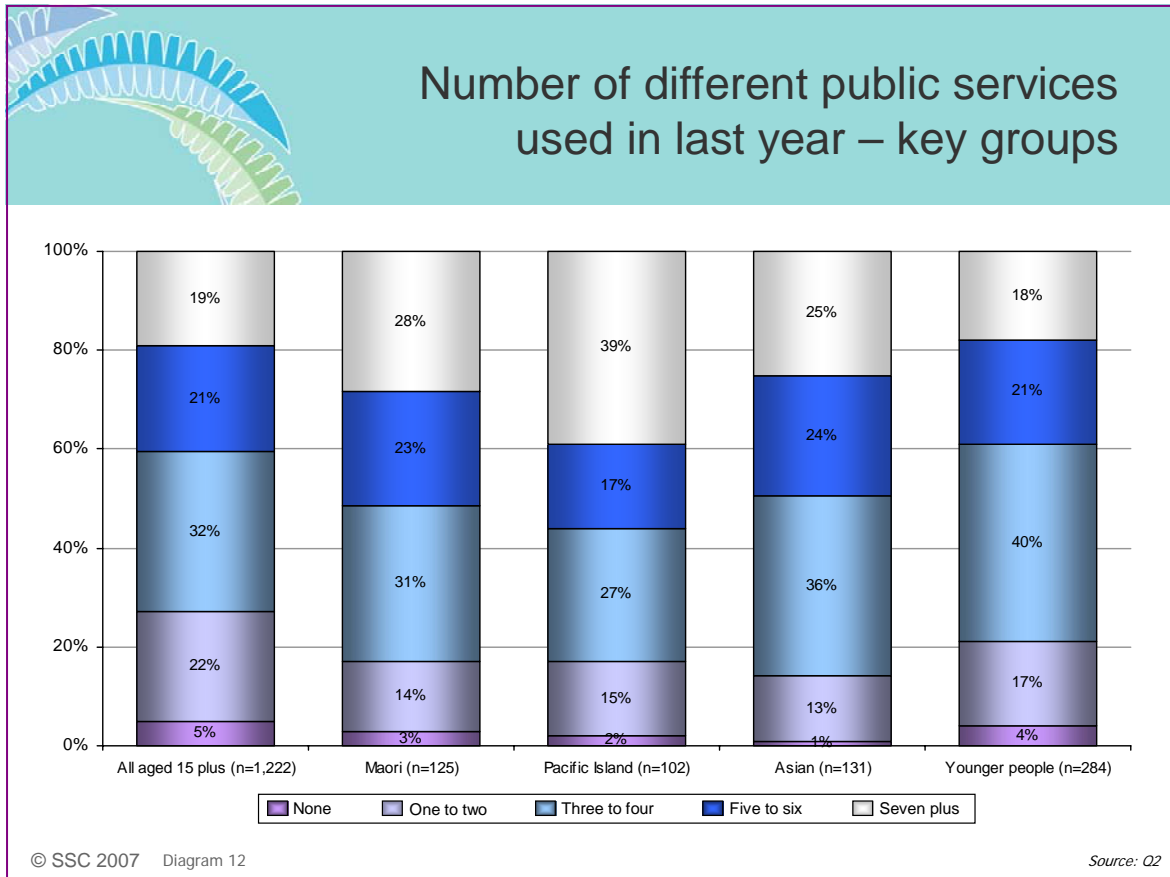
Relatively, users of only one or two different public services are significantly more likely to be aged 60 years plus (34%) and to have achieved school certificate or NCEA level one (29%).

New Zealanders who have been involved with three or four different public services in the past year are significantly more likely to be younger people (40%).

Experience with five to six different public services in the last twelve months is significantly higher among 30 to 39 year olds (31%) and those with a combined household income of between \$40,000 and \$70,000 (29%).

Comparatively, involvement with seven or more different public services in the last year is significantly higher among Maori (28%) and Pacific peoples (39%).

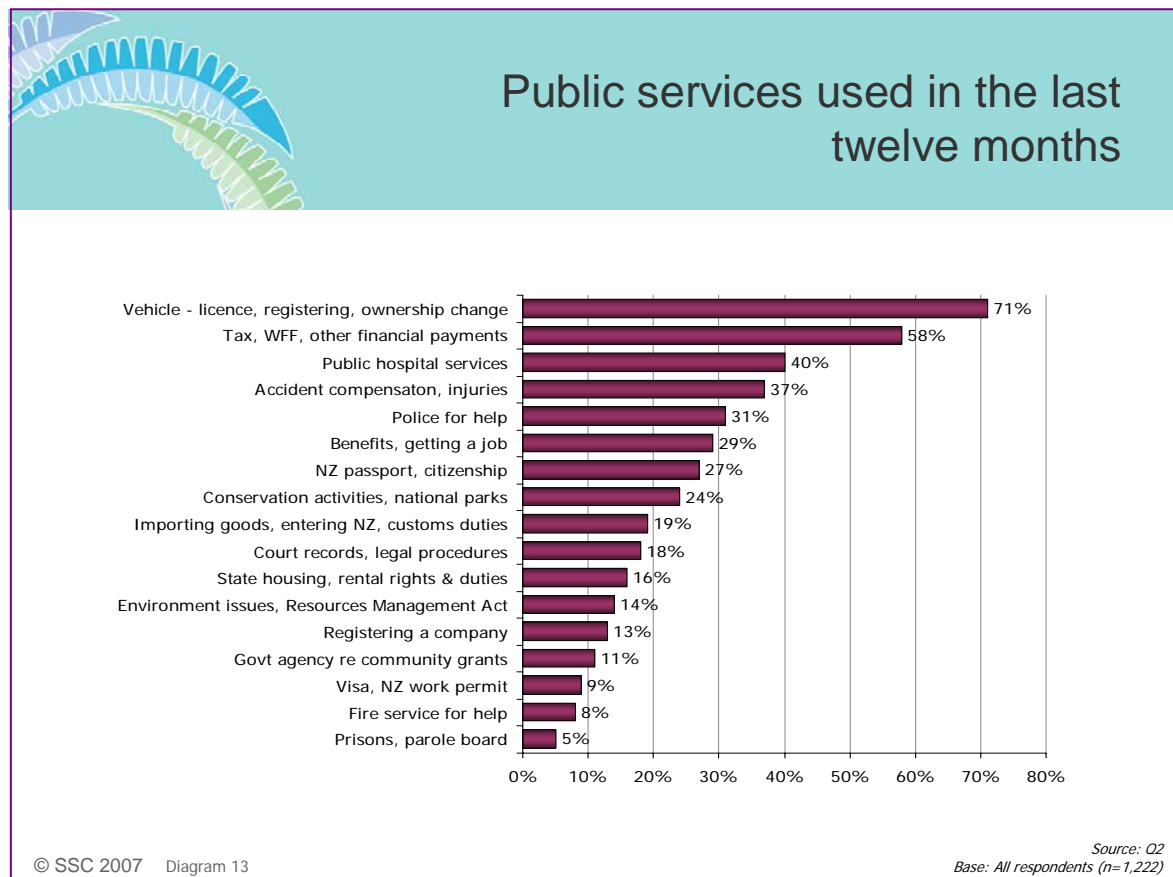
Diagram 12 below highlights the extent to which all New Zealanders, and our key groups of interest, have had experience with a range of different public services in the last twelve months.



Public services used in the last twelve months

Understandably, the specific public services New Zealanders have been involved with in the last year vary.

Diagram 13 below provides details on the proportion of New Zealanders surveyed who have experienced each of the public services asked about, in the last year.



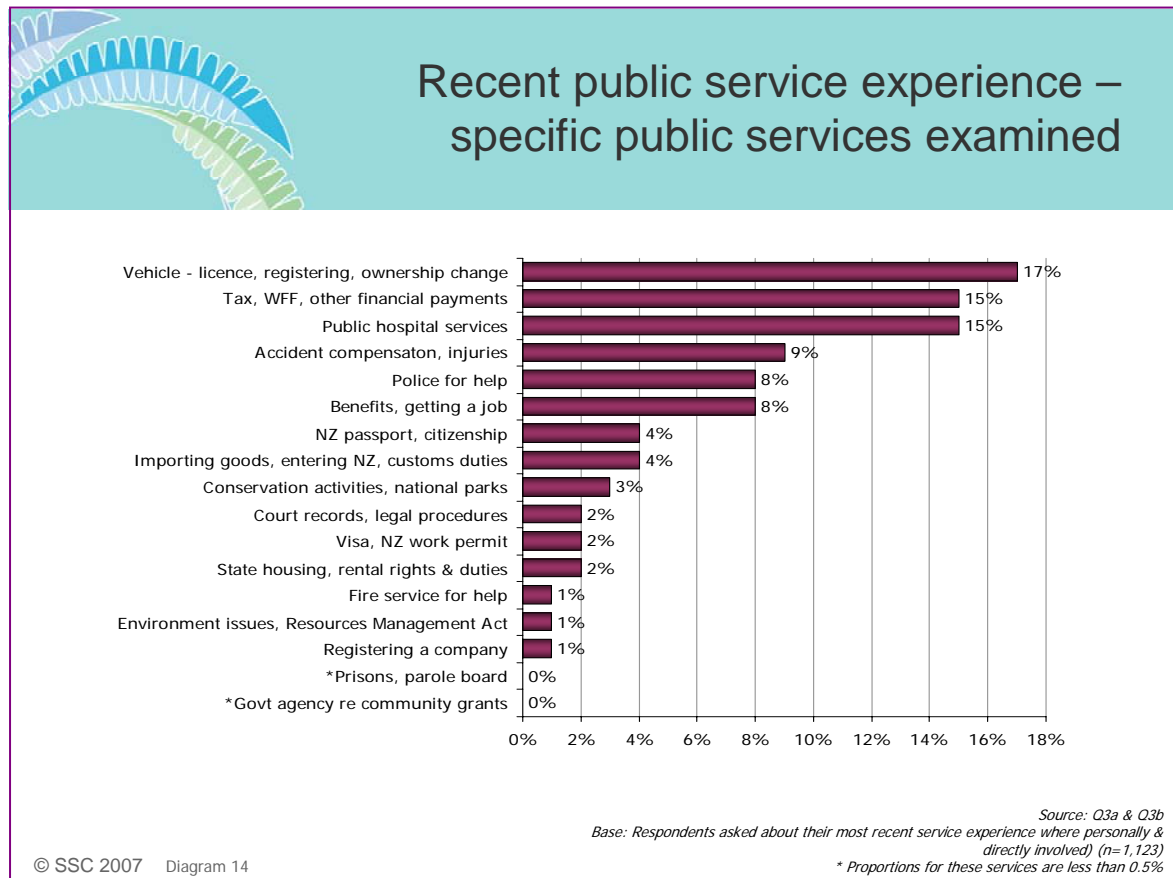
Determining a recent public service experience

For the detailed investigation of New Zealanders' satisfaction with their experience of public services, a series of questions were asked with respect to one public service they used in the last twelve months.

For those using more than one public service in the last year, respondents were asked to select the public service experience which they had the most recent contact with, and where they were directly and personally involved. Among the New Zealanders surveyed who had been involved with only one public service in the last twelve months, those who stated that they were directly and personally involved with this were also asked the detailed questions about their service experience.

In total, 92% of all New Zealanders surveyed answered the detailed questions with respect to their recent public service experience where they were directly and personally involved. In the following sections these people are referred to as 'recent public service users'.

Diagram 14 below shows the specific public services asked about with respect to the detailed examination of New Zealanders' experiences with public services.



Recent public service experience – contextual issues

An extensive number of specific attributes associated with a person's recent public service experience were assessed, for use in identifying satisfaction drivers.

A range of contextual issues relevant to that public service experience were also investigated. The results pertaining to these factors are provided below.

First time and repeat users of public services

Of all recent public service users, 24% had been in contact with the specific public service they rated for the first time, whereas 76% were repeat users of the service they rated.

Initiation of the public service contact

Among all recent public service users, 74% initiated contact with the specific public service they rated, whereas for 23% contact was instigated by the public service agency.

Reasons for users initiating contact with the public service

Reasons why a member of the public initiates contact with a specific public service relate to:

- applying for or requesting a service (46%)
- receiving a service (33%)
- getting help with a problem (34%)
- getting information (30%)
- making a complaint (6%) – *not necessarily a complaint about the service provided by the agency but about something the person wants help with (for example, complaining about something the Police can assist with)*
- giving them information (2%).

Mandatory or voluntary service

Of all recent public service users, 43% consider the service they rated to be a mandatory service, 50% view the service they rated to be a voluntary service, 4% think the service they used is both mandatory and voluntary, whilst 3% were unsure about this.

Contact channels used

Among all recent public services users, contact with the service they rated, involved the following:

- making or receiving a telephone call (52%)
- speaking to someone face-to-face (48%)
- sending or receiving a letter (36%)
- visiting an Internet site or website (14%)
- sending or receiving an email (7%).

It is also evident that a number of different types of contact channels may be utilised when interacting with any specific public service.

Overall, 60% use only one channel, 26% use two channels, 11% use three channels and 3% use more than three channels when in contact with any public service about a particular issue. There are significant differences in terms of the extent that multiple contact channels are used for some specific services.

Service payment

Of all recent public service users, 23% paid something for the service they used, whilst 76% did not.

Incidence of referral

Being referred to another public service agency is relatively uncommon among all recent public service users, with one in eight (12%) saying they were referred elsewhere during their recent public service experience. This is understandable, given that most people have previously been involved with the service and therefore know where to go on the next occasion.

Incidence of errors in service provision

Among all recent public service users, one in six (16%) said that the service agency they rated made mistakes when providing the service.

Overall satisfaction with service quality of recent service experience

Recent public service users were asked to indicate their level of satisfaction with the overall quality of the public service they rated using a ten point scale, where one means the overall quality of service is very poor and ten means the overall quality of service is excellent.

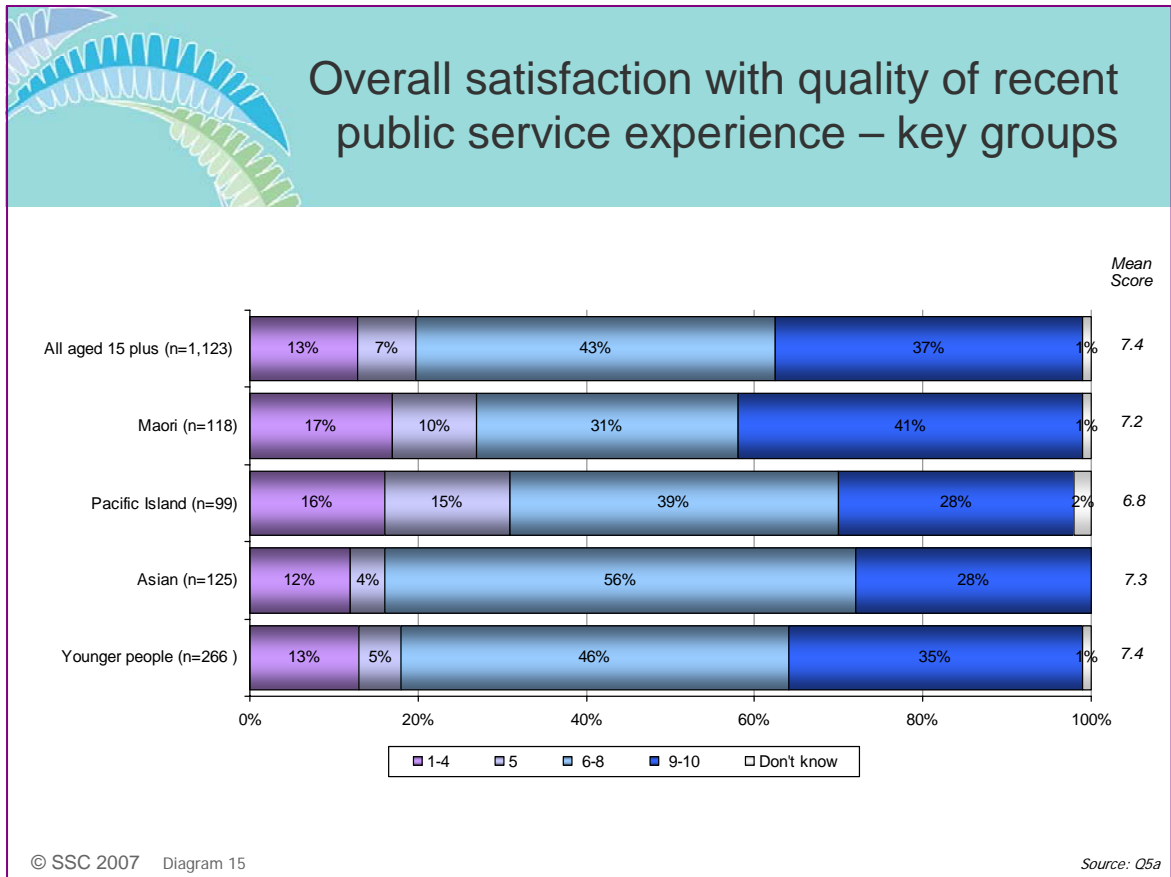
Recent public service users' satisfaction with the quality of their recent service experience is predominantly positive, with eight in ten rating this as six or more out of ten. In fact, over one third (37%) give this a rating of nine or ten out of ten.

Again, this reinforces the common theme coming through in the results – New Zealanders are more positive about their actual experience with a specific service than their perceptions of the overall service quality of the public service.

Across all four key groups of interest, the majority are generally satisfied with their recent service experience. Relatively, however, Pacific peoples are not as positive, with a significantly higher proportion (39%) rating overall satisfaction with their recent involvement as five out of ten.

With respect to other demographic characteristics, recent public service users with a combined household income of \$20,000 or less are significantly more likely to express higher satisfaction with their recent public service experience (mean score: 7.8), whereas those with a combined household income of between \$70,000 and \$100,000 are significantly less likely to be satisfied (mean score: 7.4).

Diagram 15 below highlights these results for all recent public service users and our key groups of interest.



Satisfaction with specific service quality attributes

Overall, satisfaction among recent public service users with specific service quality attributes related to their service experience is positive.

Relatively however, satisfaction with attributes rated by all recent public service users is highest for:

- You were treated in a courteous manner (mean score: 8.2)
- You are confident that your personal information was used for the purpose for which it was intended (mean score: 8.2)
- You were treated fairly (mean score: 8.1)
- In the end, you got what you needed (mean score: 8.1)
- Staff fully answered every question you asked (mean score: 8.0)
- Staff kept their promises – that is, they did what they said they would do (mean score: 8.0)

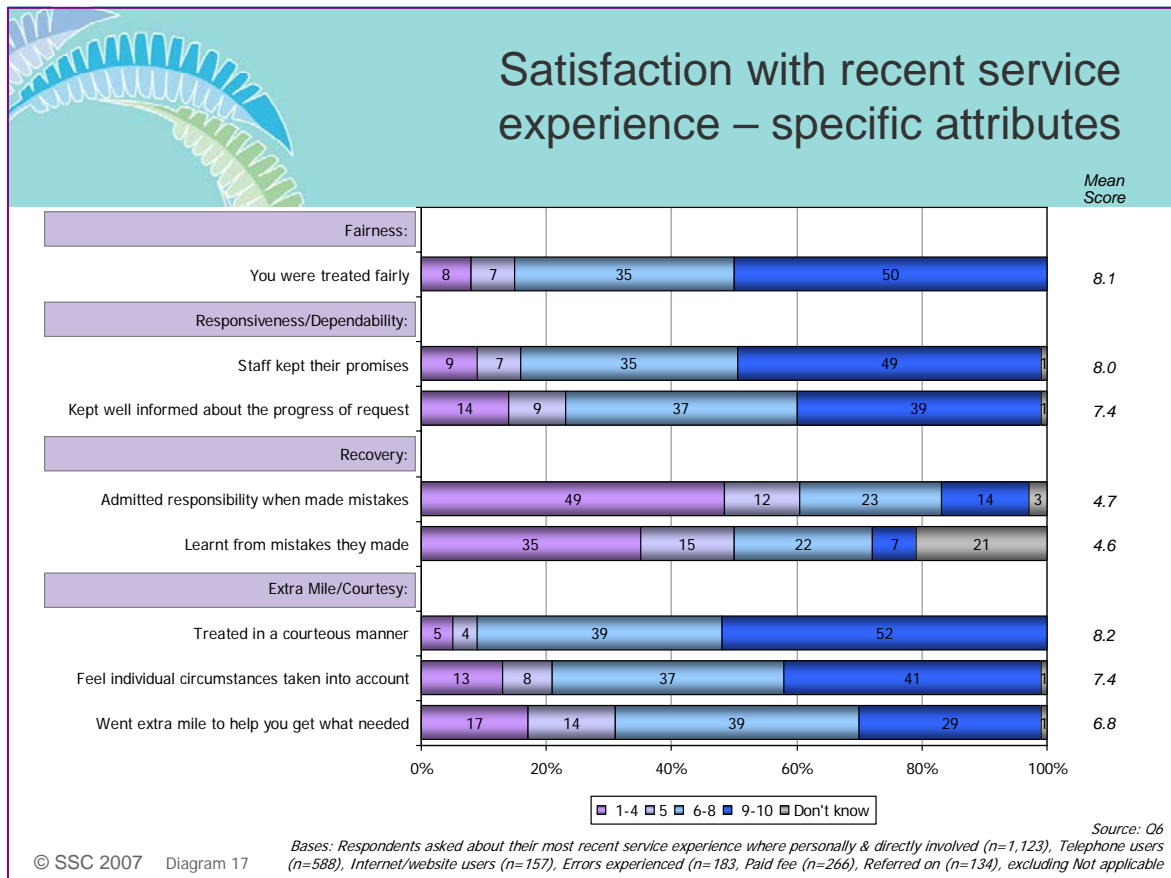
Comparatively, satisfaction with specific attributes rated by all recent public service users is lowest for:

- Staff went the extra mile to help you get what you needed (mean score: 6.8)
- It's an example of good value for tax dollars spent (mean score: 7.0)
- The organisation that delivered the service has a good reputation (mean score: 7.0)
- The amount of time it took to get the overall service was reasonable (mean score: 7.2)

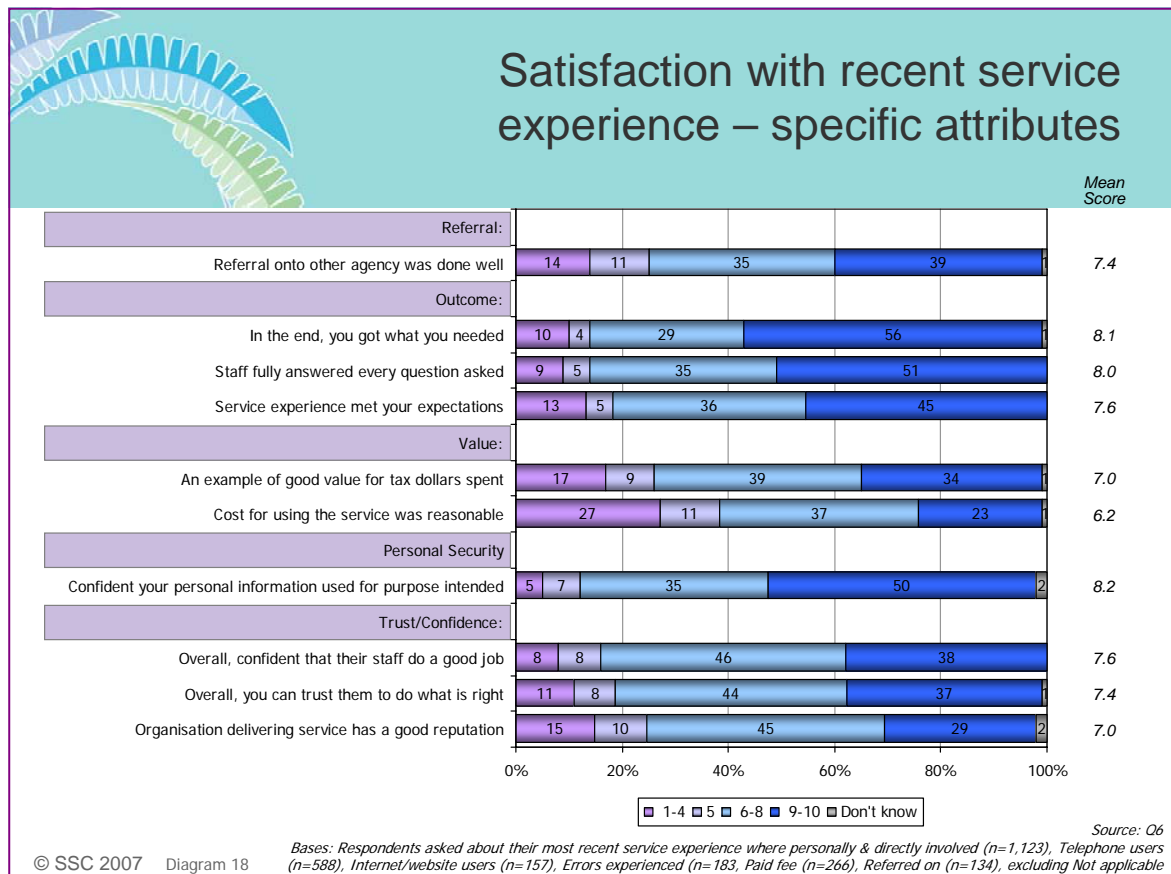
The following Diagrams 16 to 18 show ratings of all specific attributes examined.



Satisfaction with recent service experience – specific attributes



Satisfaction with recent service experience – specific attributes

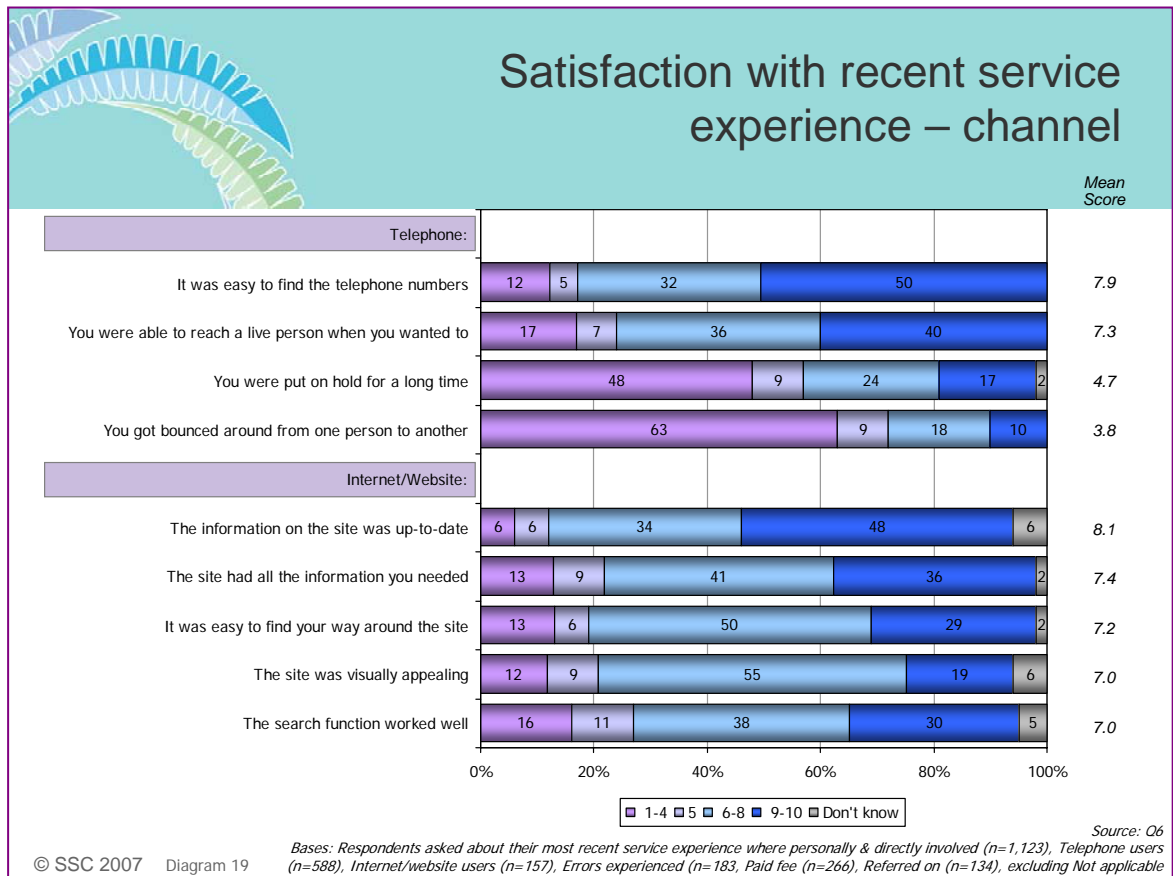


Contact channels

Those who were in contact with the agency by telephone are most satisfied with respect to ease of finding the telephone numbers. Whereas, this group is relatively, least satisfied with the length of time they were put on hold, with 41% agreeing that they were put on hold for a long time (rating this as six or more out of ten).

Those who had contact with the agency via the Internet or a website are relatively, most satisfied with the information on the site being up-to-date. However, they are comparatively, least satisfied with the visual appeal of the site and how well the search function worked.

Diagram 19 below provides the results for all channel specific attributes assessed.



Drivers of satisfaction with the overall service quality of recent public service experience

Approach taken to identify service drivers

To identify the drivers of New Zealanders' satisfaction with the overall service quality of their recent public service experience, regression analysis was undertaken on the 36 specific service related attributes. Three types of regressions were performed - forced entry, stepwise forwards and stepwise backwards. (An explanation of these types of regression is provided in Appendix C.)

The significance of the drivers was reviewed. Where at least two out of the three methods produced a significant driver, these were retained as a key driver. A final forced entry regression was conducted with just the key drivers.

This approach was also taken with respect to our key groups of interest (Maori, Pacific peoples, Asian peoples, and younger people). For the different types of public service situations (mandatory, voluntary services etc), only the five key drivers identified for all New Zealanders were used in a forced entry regression.

Drivers of overall service quality of recent public service experience – all New Zealanders

Drivers of New Zealanders' overall satisfaction with the quality of service provided during their recent service experience relate to the outcome of that experience and the service factors inherent in achieving a positive outcome. In particular, the strongest drivers focus on how well the service experience meets users' expectations and competency in what is provided.

The key drivers of satisfaction with the service quality of recent public service experiences among New Zealanders are:

- The service experience met your expectations (31%)
- Staff were competent (19%)
- Staff kept their promises – that is, they did what they said they would do (14%)
- You were treated fairly (13%)
- Your individual circumstances were taken into account (13%)
- It's an example of good value for tax dollars spent (11%)

Together, these drivers explain 66% of the variance in satisfaction ratings by New Zealanders.

Drivers of overall service quality of recent public service experience - Maori

The strongest driver of satisfaction among Maori with the overall service quality of their recent public service experience is whether they were fairly treated during their involvement.

The key drivers of satisfaction with the service quality of recent public service experiences among Maori are:

- You were treated fairly (30%)
- Staff were competent (23%)
- Staff kept their promises – that is, they did what they said they would do (19%)
- Your individual circumstances were taken into account (15%)
- It's an example of good value for tax dollars spent (12%)

Together, these drivers explain 77% of the variance in satisfaction ratings given by Maori.

Drivers of overall service quality of recent public service experience – Pacific peoples

The strongest satisfaction drivers for Pacific peoples focus on staff competency, their commitment to promises made, and the service being an example of good value for tax dollars spent.

The key drivers of satisfaction with the overall service quality of recent public service experiences for Pacific peoples are:

- Staff were competent (23%)
- Staff kept their promises – that is, they did what they said they would do (22%)
- It's an example of good value for tax dollars spent (21%)
- They admitted responsibility when they made mistakes (18%)
- You were aware of what you need to do every step of the process (17%)

Together, these drivers explain 57% of the variance in satisfaction ratings given by Pacific peoples.

Drivers of overall service quality of recent public service experience – Asian

The strongest drivers of service quality satisfaction among the Asian community relate to them having their expectations met and being fairly treated during their service experience.

The key drivers of satisfaction with the overall service quality of their recent public service experiences among Asian peoples are:

- The service experience met your expectations (32%)
- You were treated fairly (24%)
- It's an example of good value for tax dollars spent (17%)
- Staff were competent (13%)
- Staff kept their promises – that is, they did what they said they would do (8%)
- Your individual circumstances were taken into account (6%)

Together, these drivers explain 57% of the variance in satisfaction ratings given by Asian peoples.

Drivers of overall service quality of recent public service experience – younger people

The strongest drivers impacting on satisfaction with the overall service quality of their recent public service experience among younger people relate to whether the service provided met their expectations and staff kept their promises.

For younger people, key drivers of satisfaction with the overall quality of their recent public service experiences are:

- The service experience met your expectations (36%)
- Staff kept their promises – that is, they did what they said they would do (24%)
- You were treated fairly (15%)
- Staff were competent (13%)
- It's an example of good value for tax dollars spent (10%)

Together, these drivers explain 62% of the variance in satisfaction ratings given by younger people.

Drivers of overall service quality of recent public service experience - mandatory public services

The strongest driver impacting on satisfaction with the overall service quality of mandatory public services is staff competency.

The key drivers of satisfaction with the overall service quality of mandatory public services are:

- Staff were competent (44%)
- The service experience met your expectations (31%)
- It's an example of good value for tax dollars spent (11%)
- Your individual circumstances were taken into account (8%)
- Staff kept their promises – that is, they did what they said they would do (4%)
- You were treated fairly (1%)

Together, these drivers explain 66% of the variance in satisfaction ratings given by recent users of mandatory public services.

Drivers of overall service quality of recent public service experience - voluntary public services

For recent voluntary public service users, the strongest drivers influencing their satisfaction with overall service quality relate to their service expectations being met and their individual circumstances being taken into account. The relative importance of these factors is higher for this group than for people using mandatory public services.

The key drivers of satisfaction with the overall service quality of voluntary public services are:

- The service experience met your expectations (36%)
- Your individual circumstances were taken into account (22%)
- Staff kept their promises – that is, they did what they said they would do (17%)
- It's an example of good value for tax dollars spent (12%)
- Staff were competent (10%)
- You were treated fairly (4%)

Together, these drivers explain 71% of the variance in satisfaction ratings given by voluntary public service users.

Drivers of overall service quality of recent public service experience– first time users

The strongest driver impacting on satisfaction with the overall service quality of public services among first time service users relates to how well the service experience met their expectations.

The key drivers of satisfaction with the overall service quality of public services among recent first time users are:

- The service experience met your expectations (37%)
- Your individual circumstances were taken into account (20%)
- You were treated fairly (14%)
- It's an example of good value for tax dollars spent (13%)
- Staff were competent (10%)
- Staff kept their promises – that is, they did what they said they would do (6%)

Together, these drivers explain 62% of the variance in satisfaction ratings given by first time service users.

Drivers of overall service quality of recent public service experience– repeat users

The strongest driver influencing satisfaction with the overall service quality of public services among repeat users is the same as for first time service users - namely, that the service met their expectations. However, specific issues inherent in the experience have relatively higher impact on repeat service users, in particular, staff competency and staff keeping their promises.

Generally, the key drivers of satisfaction with the overall service quality of public services recently used by repeat users are:

- The service experience met your expectations (30%)
- Staff were competent (21%)
- Staff kept their promises – that is, they did what they said they would do (16%)
- You were treated fairly (12%)
- Your individual circumstances were taken into account (12%)
- It's an example of good value for tax dollars spent (9%)

Together, these drivers explain 67% of the variance in satisfaction ratings given by repeat users of any specific public service.

Drivers of overall service quality of recent public service experience – fee based services

The strongest drivers influencing satisfaction with the overall service quality of fee based public services relate to service expectations being met and staff competency.

The key drivers of satisfaction with the overall service quality of fee based public services are:

- The service experience met your expectations (33%)
- Staff were competent (29%)
- You were treated fairly (18%)
- Staff kept their promises – that is, they did what they said they would do (16%)
- It's an example of good value for tax dollars spent (3%)

Together, these drivers explain 59% of the variance in satisfaction ratings given for fee based public services.

Drivers of overall service quality of recent public service experience – free services

The strongest driver impacting on satisfaction with the overall service quality of free public services is the same as for fee paying services – namely, that service expectations are met. However, the relative influence of their individual circumstances being taken into account, and the service being an example of good value for tax dollars spent, are relatively stronger for those using free public services.

The key drivers of satisfaction with the overall service quality of free public services are:

- The service experience met your expectations (26%)
- It's an example of good value for tax dollars spent (18%)
- Your individual circumstances were taken into account (18%)
- Staff were competent (14%)
- You were treated fairly (13%)
- Staff kept their promises – that is, they did what they said they would do (11%)

Together, these drivers explain 69% of the variance in satisfaction ratings given for free public services.

Drivers of overall service quality of recent public service experience – agency initiated contact

The overriding driver influencing satisfaction with the overall service quality of public services where contact is instigated by the agency is fair treatment.

The key drivers of satisfaction with the overall service quality of public services where contact is initiated by the agency are:

- You were treated fairly (37%)
- The service experience met your expectations (24%)
- Staff kept their promises – that is, they did what they said they would do (14%)
- Staff were competent (13%)
- Your individual circumstances were taken into account (7%)
- It's an example of good value for tax dollars spent (5%)

Together, these drivers explain 63% of the variance in satisfaction ratings given for public services where the agency initiates contact.

Drivers of overall service quality of recent public service experience – user initiated contact

The strongest driver impacting satisfaction with the overall service quality of public services where contact is instigated by the user is whether their expectations have been met. Compared to drivers of agency-initiated public service involvement, staff competency is considerably more influential in determining the overall satisfaction of users who instigated the contact.

The key drivers of satisfaction with the overall service quality of public services where contact is initiated by the user are:

- The service experience met your expectations
- Staff were competent (23%)
- Your individual circumstances were taken into account (15%)
- Staff kept their promises – that is, they did what they said they would do (13%)
- It's an example of good value for tax dollars spent (11%)
- You were treated fairly (4%)

Together, these drivers explain 69% of the variance in satisfaction ratings given for public services where the user initiates contact.

Contact channels

Investigation into the impact of contact channels used when interacting with any public service was a secondary objective of this research. Drivers analysis was carried out with respect to users of the telephone and the Internet when in contact with any specific public service. Drivers of satisfaction with the overall service quality of public services for users in contact with the agency by telephone are provided below. Because the Internet is frequently used in conjunction with other channels (such as the telephone), results for the Internet are not able to be reported.

Drivers of satisfaction with overall service quality of recent public service experience - the telephone channel

The strongest drivers of satisfaction with the overall service quality of public services for users in contact by telephone, relate to them having their individual circumstances taken into account, the service being an example of good value for tax dollars spent, and the service experience meeting their expectations. The amount of time taken to get the overall service is less important than these factors.

The key drivers of satisfaction for public service users who were in contact with the agency by telephone are:

- Your individual circumstances were taken into account (25%)
- It's an example of good value for tax dollars spent (22%)
- The service met your expectations (20%)
- The amount of time it took to get the overall service was reasonable (13%)
- Staff kept their promises – that is, they did what they said they would do (11%)
- You got accurate information (9%)

Together, these drivers account for 71% of the variance in satisfaction ratings with the overall service quality of the public service among users who were in contact with the agency by telephone.

Impact of different drivers on trust and overall service quality

Approach taken

The drivers analysis conducted with respect to New Zealanders' perceived trust in the public service, and satisfaction with the service quality of recent experiences, shows which drivers have the most impact on trust or satisfaction relative to the other drivers (i.e. a driver with an importance of 20% has twice the impact as one with an importance of 10%). This type of analysis was used in the previous section.

The impact of the drivers can be demonstrated in another way. To conduct the analysis, all drivers are initially assumed to have the same strength of impact on the overall measure. The analysis then assesses the impact of what happens to the overall measure when an individual driver drops in strength.

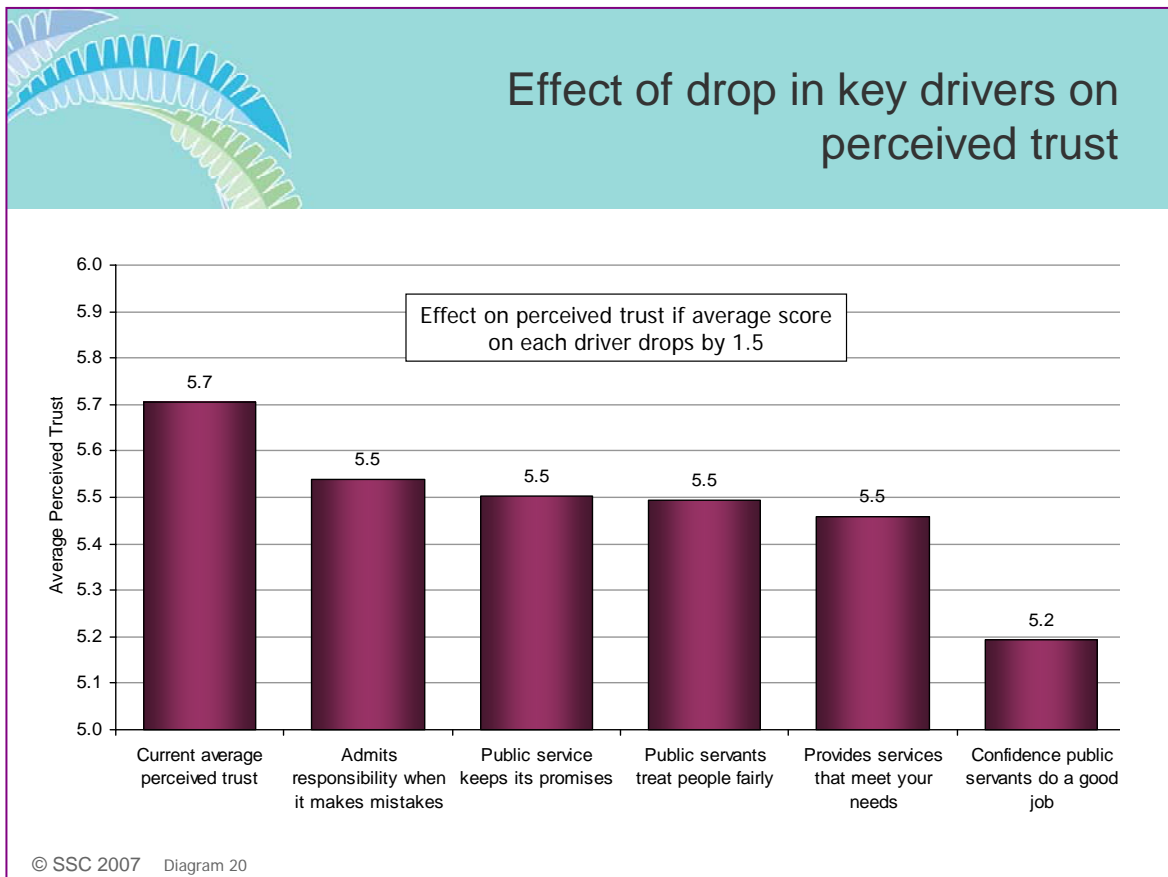
The first analysis shows how high or low ratings of perceived trust in the public service are, if each driver fails.

The second analysis shows how high or low ratings of satisfaction with the overall service quality of recent service experiences are, if each driver fails.

Impact of different drivers on perceptions of trust

Diagram 20 below shows the impact of the different key drivers on perceived trust in the public service. The left hand bar in the graph shows the current average perceived trust rating. Each subsequent bar shows what happens to **perceived trust** when one of these drivers is no longer strong, but has dropped by an average of 1.5 on a ten point scale (i.e. a 15 percentage point drop). All average scores on the graph are average overall trust figures.

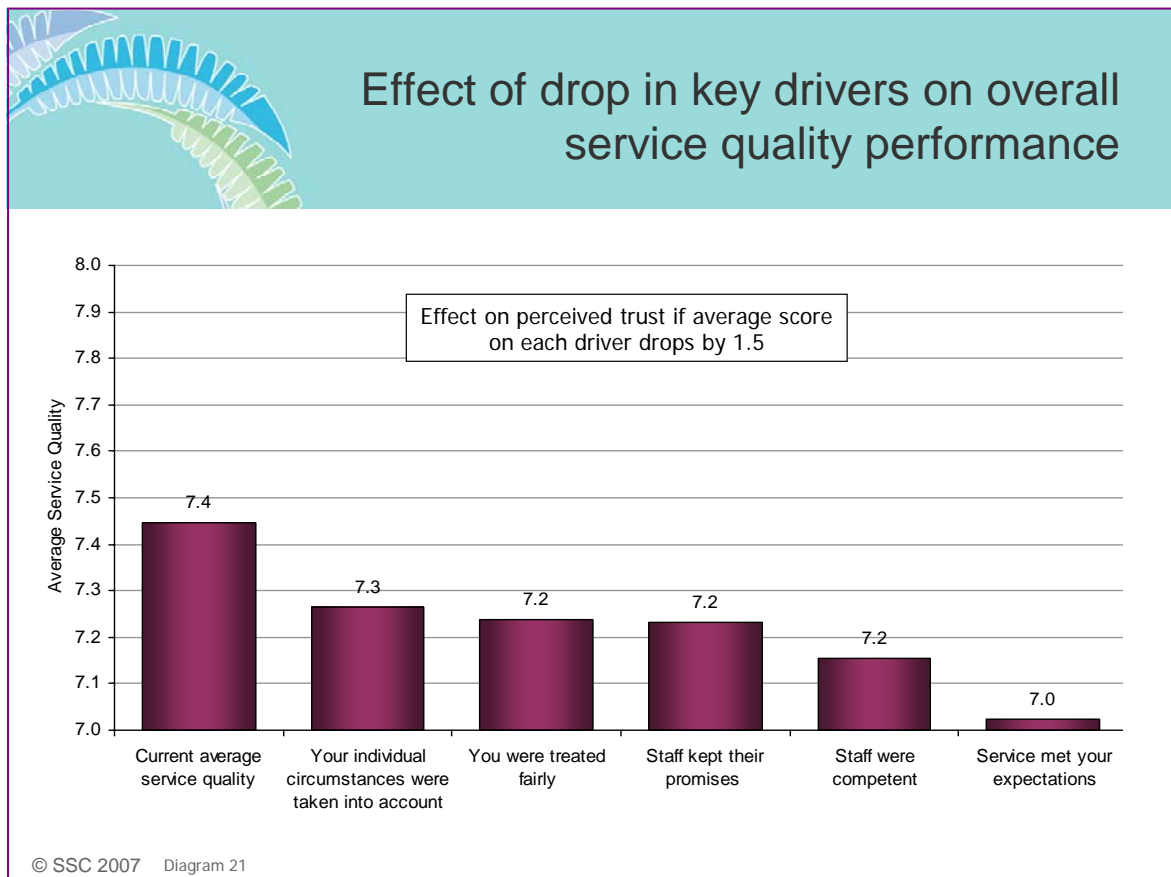
For example, when all drivers are strong except for 'The public service admits responsibility when it makes mistakes', average perceived trust drops to 5.5. However, perceived trust in the public service drops the most when the driver 'You have confidence that public servants do a good job' fails (average perceived trust is only 5.2). That is why it is the strongest driver of perceived trust in the public service.



Impact on overall service quality of recently used public services

Diagram 21 below shows the impact of the different key drivers on satisfaction with the overall service quality of recent service experiences. The left hand bar in the graph shows the current overall average service quality rating. Each subsequent bar shows what happens to satisfaction with the **overall service quality of service experiences** when one of these drivers is no longer strong, but has dropped by an average of 1.5 on a ten point scale (i.e. a 15 percentage point drop). All average scores on the graph are average overall service quality ratings.

For example, when all drivers are strong except for 'Your individual circumstances were taken into account', average service quality is 7.3. However, average service quality drops the most when the driver 'The service experience met you expectations' fails (average service quality is only 7.0). That is why it is the strongest driver of New Zealanders' satisfaction with the overall service quality of their recent public service experiences.



LINK BETWEEN TRUST AND OVERALL SERVICE QUALITY

Approach taken

To investigate the strength of the relationship between trust in the public service and overall service quality, correlations between the following attributes were conducted:

- perceptions of trust in the public service overall
- perceptions of quality of the public service overall
- the quality of recent service experiences
- trust from recent experiences that the public service do what is right
- confidence from recent experiences that staff do a good job
- satisfaction from recent experiences that the organisation has a good reputation.

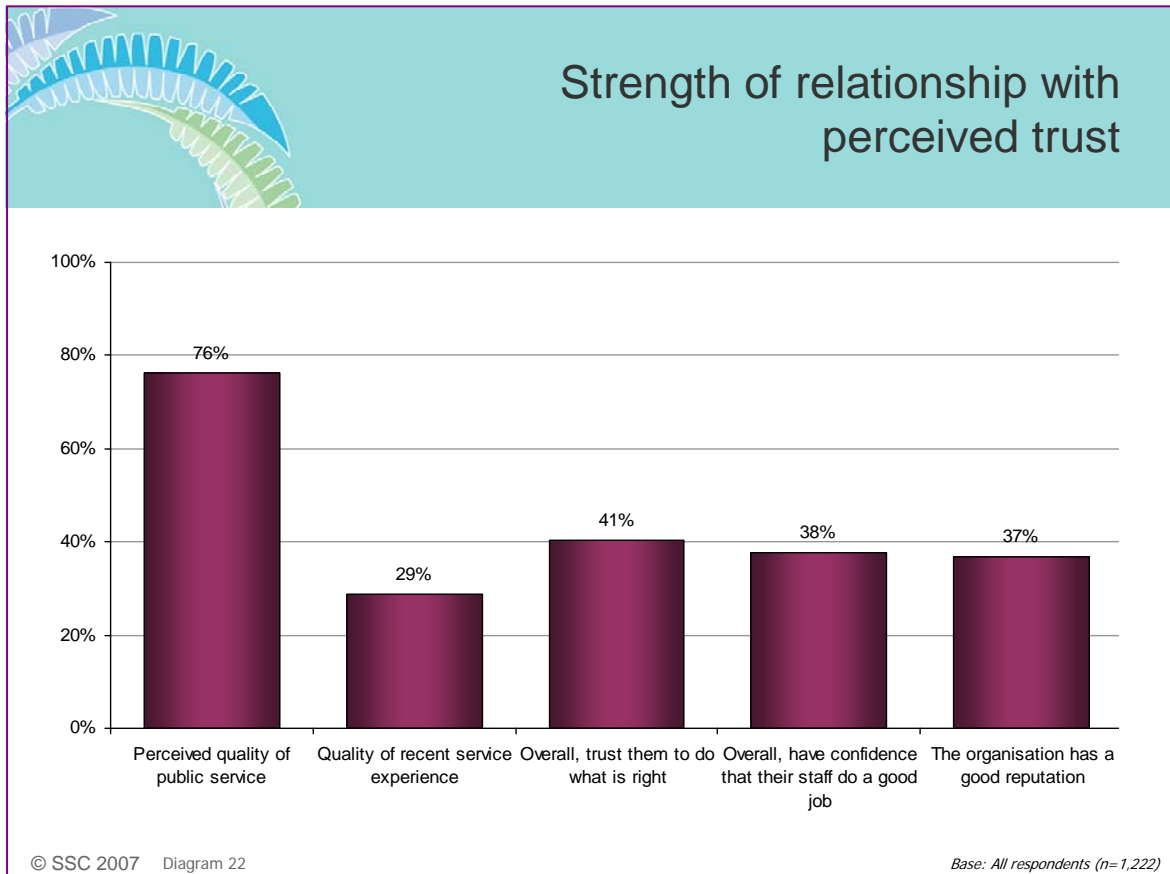
The following graphs report the Pearson correlation co-efficients between the attributes (expressed as a percentage). The higher the percentage, the stronger is the correlation.

The results

There is a strong relationship between perceived trust and perceived quality of the public service overall (76%). Similarly, there is a strong relationship between the recent experience attributes (strength of relationships range from 59% to 81%). However, the relationships between perceptions of the public service overall and individual recent public service experiences are much weaker. The strongest relationship between an individual attribute describing perceptions of the public service overall and a recent experience attribute is 42%, and that is between perceived quality of the public service and overall trust in them to do what is right. The relationship between perceived quality of the public service and the organisation having a good reputation is equally strong (42%).

Diagram 22 below shows there is a strong relationship between perceived trust in the public service and satisfaction with perceived overall service quality of the public service. However, the relationship between perceived service quality and recent service experience is much weaker, reinforcing the disparity between perceived trust and recent experiences.

Perceived trust in the public service is not driven by recent service experience to the same extent as perceived service quality of the public service.



Likewise, Diagram 23 below illustrates that there is a strong relationship between perceived overall service quality of the public service and perceived trust in the public service.

Again, this demonstrates that the relationship between perceived service quality and actual recent service experience is much weaker than the link between perceived trust and perceived service quality.

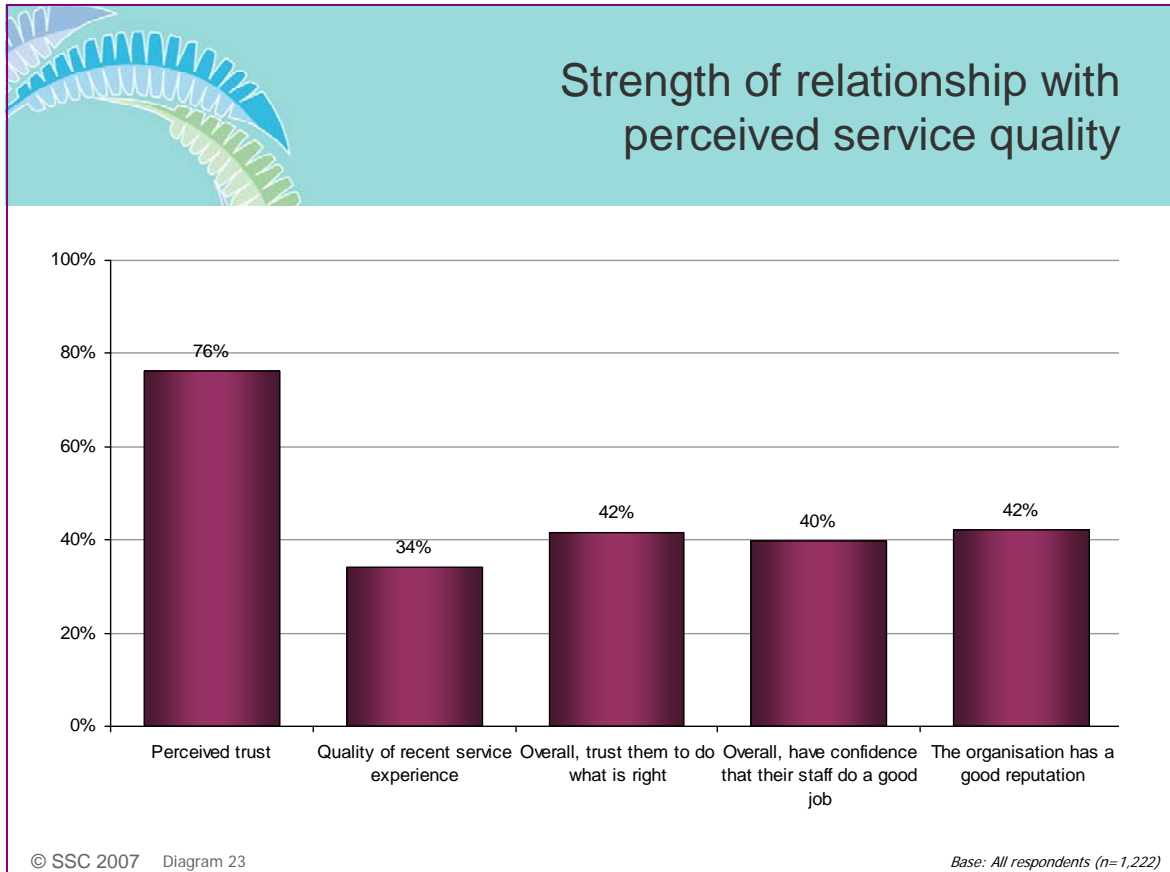


Diagram 24 below shows that satisfaction with the overall service quality of recent public service experiences is most strongly related to trust in staff to do what is right and confidence that staff will do a good job, during service provision. The reputation of the organisation also has a moderately strong relationship with overall service quality of recent public service experiences.

Again, this highlights the relatively weak relationship between recent service quality and perceived trust in the public service.

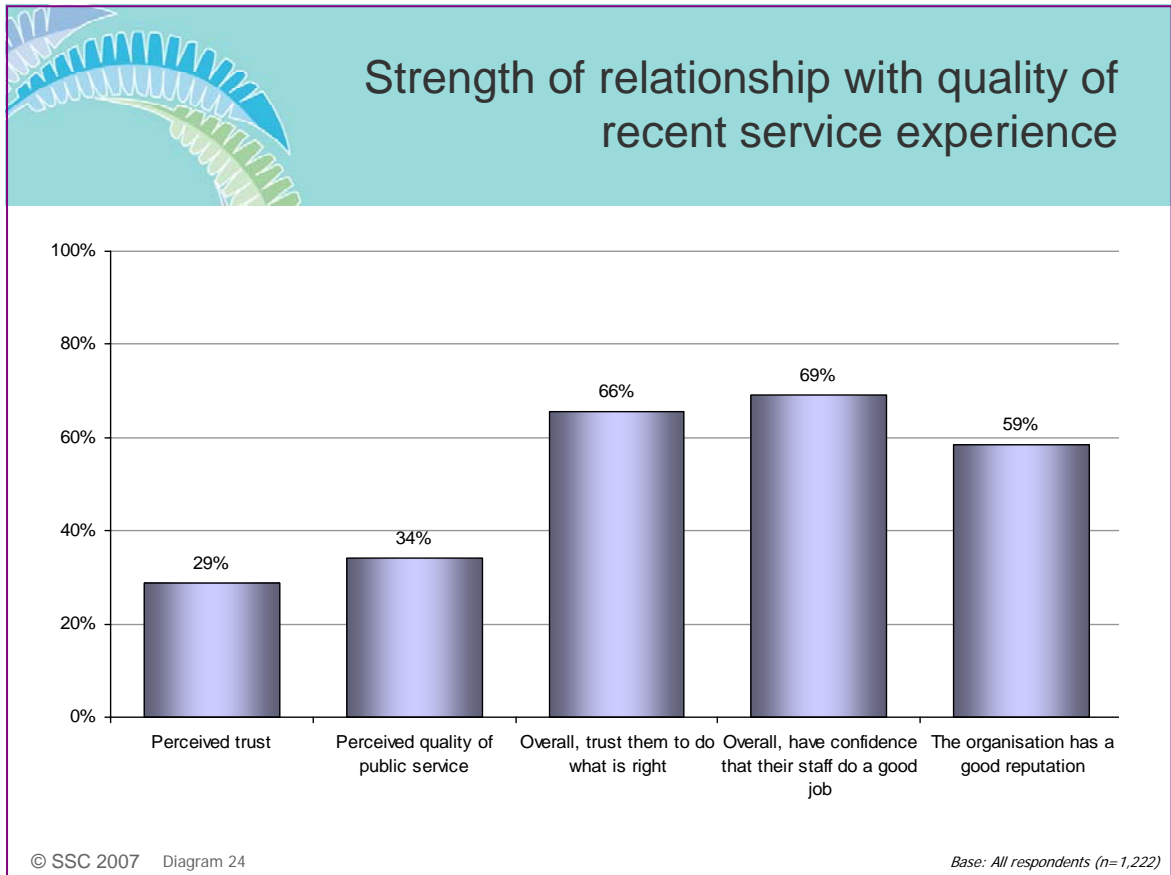


Diagram 25 below demonstrates that there is a strong relationship in terms of recent service experience, between trusting staff to do what is right and confidence that they will do a good job. To a lesser extent, the reputation of the organisation and quality of the recent service experience are also strongly related with trust in staff to do what is right.

However, this also shows that there is a weaker relationship between trusting staff to do what is right during the service experience and perceived trust and perceived quality of the public service overall.

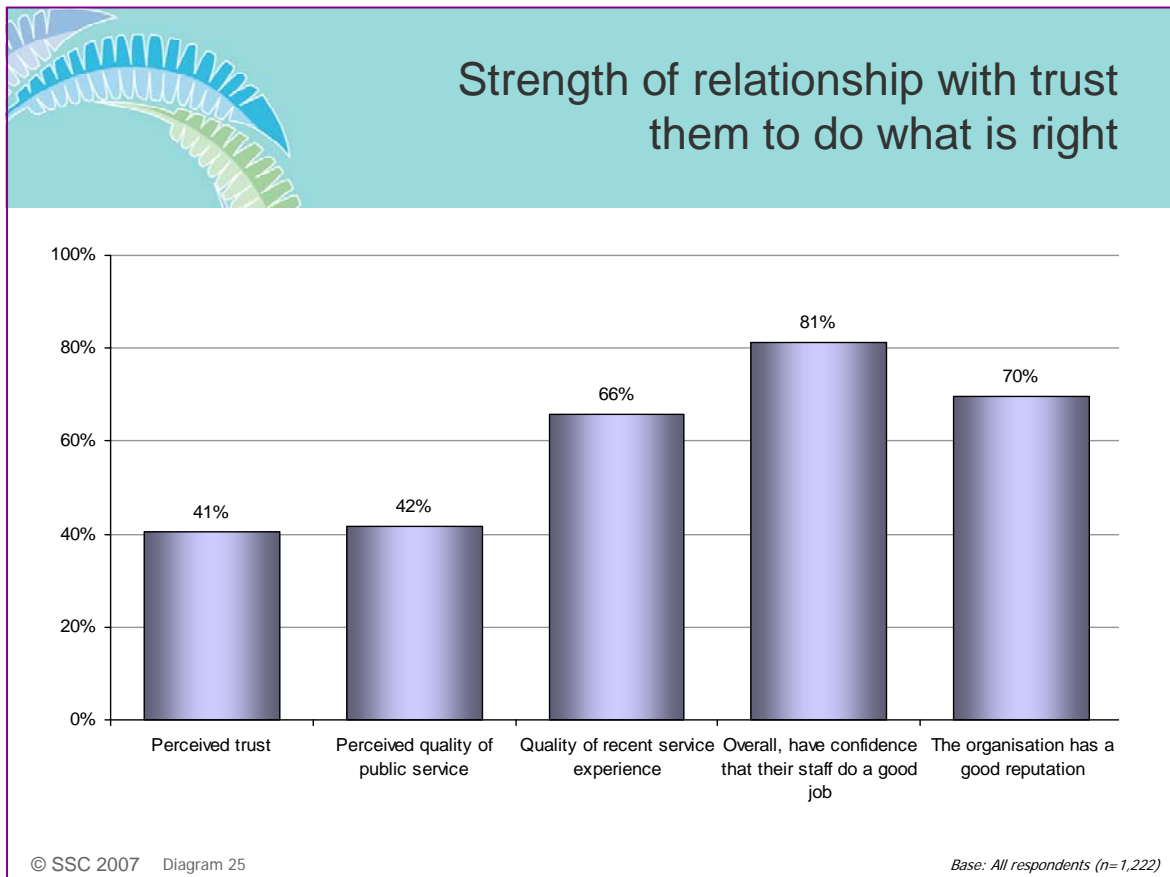


Diagram 26 below indicates that there is a strong relationship in terms of recent service experience, between confidence that staff do a good job and trusting them to do what is right, and to a lesser extent, the organisation's reputation and quality of the recent service experience.

Again, however, the weaker link between perceived trust and actual experience is evident.

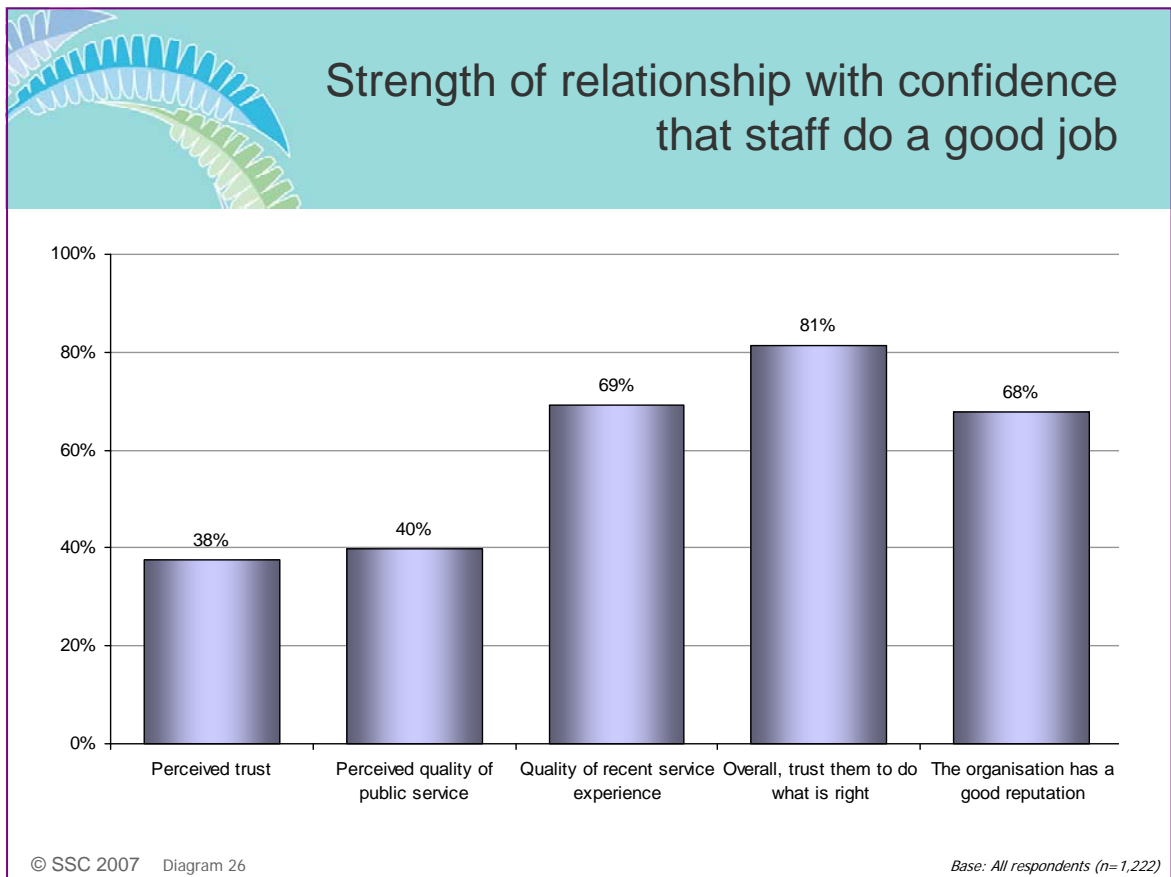
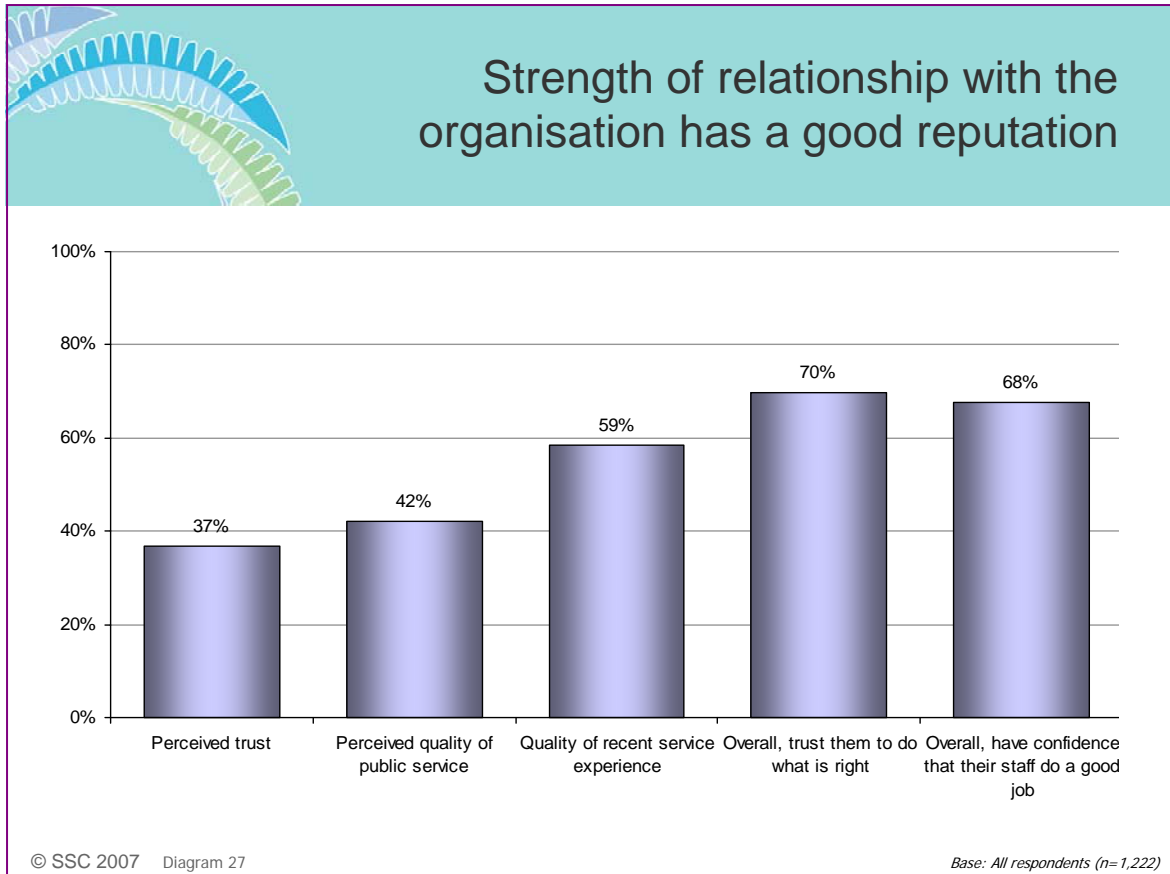


Diagram 27 below shows that there is a strong relationship in terms of recent service experience between agreeing that the organisation has a good reputation and, both trust and confidence in the staff.

Again, the weaker relationship between perceived trust and actual experience is illustrated.



APPENDIX A: QUESTIONNIARE

SATISFACTION AND TRUST IN STATE SERVICES FINAL QUESTIONNAIRE (PN 49463630)

INTERVIEWERS NAME	
DATE	PHONE NUMBER

EMPLOYEE NO.						
INTERVIEW DURATION						

START TIME	FINISH TIME	AUDIT DETAILS
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Introduction

Good morning/afternoon/evening my name is ... from Colmar Brunton, the independent research company. We are doing a very important survey about New Zealanders' opinions of public services that the government provides. **IF REQUESTED SAY:** This research is being conducted on behalf of the State Services Commission.

May I please speak to the person who lives in the home who is aged 15 years or more, and who has the next birthday?

IF NOT AVAILABLE MAKE AN APPOINTMENT

REINTRODUCE IF NECESSARY

This survey will take around fifteen to twenty minutes, depending on your answers. Is now a convenient time to talk to you or can I arrange a suitable time to call you back?

ARRANGE A TIME TO CALL BACK IF NECESSARY. OTHERWISE CONTINUE.

Thank you for agreeing to take part. Our calls are recorded for training purposes.

DO NOT PAUSE. CONTINUE TO NEXT SCREEN UNLESS RESPONDENT IS CONCERNED

IF NECESSARY: "The purpose of the recording is to check that I have conducted the survey correctly"

IF NECESSARY: "All recordings are stored securely and can only be accessed by authorised staff"

AGE BOOSTER CONTACT SHEET

Good morning/afternoon/evening my name is ... from Colmar Brunton, the independent research company. We are doing a very important survey about New Zealanders' opinions of public services that the government provides.

IF REQUESTED SAY: This research is being conducted on behalf of the State Services Commission.

We have been speaking to all types of New Zealanders, but for the remaining interviews we are looking to speak to certain kinds of people. Could you please tell me if anyone in your household is aged between 15 and 29 years?

IF YES: Can I please speak to the person aged 15 to 29 years with the next birthday?

IF YES, REINTRODUCE IF NECESSARY:

This survey will take around fifteen to twenty minutes depending on your answers. Is now a convenient time to talk to you or can I arrange a suitable time to call you back?

ARRANGE A TIME TO CALL BACK IF NECESSARY. OTHERWISE CONTINUE.

Thank you for agreeing to take part. Our calls are recorded for training purposes.

DO NOT PAUSE. CONTINUE TO NEXT SCREEN UNLESS RESPONDENT IS CONCERNED

IF NECESSARY: "The purpose of the recording is to check that I have conducted the survey correctly"

IF NECESSARY: "All recordings are stored securely and can only be accessed by authorised staff"

ETHNIC BOOSTER CONTACT SHEET:

Good morning/afternoon/evening my name is ... from Colmar Brunton, the independent research company. We are doing a very important survey about New Zealanders' opinions of public services that the government provides.

IF REQUESTED SAY: This research is being conducted on behalf of the State Services Commission.

We have been speaking to all types of New Zealanders, but for the remaining interviews we are looking to speak to certain kinds of people.

CHECK ETHNIC QUOTAS: Could you please tell me if anyone in your household aged 15 years or over is Maori, Pacific Island or of Asian descent?

CODE EACH MENTIONED.

Maori	1
Pacific Island	2
Asian	3
None of the above	4

IF AT LEAST ONE IN THE ETHNIC GROUP LOOKING FOR: Could I please speak to the person in your household of (Maori/Pacific Island/Asian) descent who has the next birthday?

IF YES, REINTRODUCE IF NECESSARY:

This survey will take around fifteen to twenty minutes depending on your answers. Is now a convenient time to talk to you or can I arrange a suitable time to call you back?

ARRANGE A TIME TO CALL BACK IF NECESSARY. OTHERWISE CONTINUE.

Thank you for agreeing to take part. Our calls are recorded for training purposes.

DO NOT PAUSE. CONTINUE TO NEXT SCREEN UNLESS RESPONDENT IS CONCERNED

IF NECESSARY: "The purpose of the recording is to check that I have conducted the survey correctly"

IF NECESSARY: "All recordings are stored securely and can only be accessed by authorised staff"

QUESTIONNAIRE

This survey is about any kind of public service that is provided by the government. It is **not** about politicians and is **not** about any local council services.

Overall perceptions of public services

Q1a Firstly I would like you to think about **all** the different kinds of public services the Government provides: for example about tax, getting a job, a benefit, public hospitals, the police or the ACC.

I'm going to read out some statements that other people have made about public services generally. I'd like you to tell me how much you agree or disagree with these statements using a scale from 1 to 10 where 1 means strongly disagree and 10 means strongly agree. You do not need to have experience with particular services – it is your overall impressions we are interested in. From what you know, or have heard from family, friends or the media, how much do you agree or disagree that.....

REPEAT SCALE IF NECESSARY

CATI – Randomise list.

CATI - include: DO NOT READ Don't know (code 11) for each statement in Q1a

CATI – set up to be shown on screen: If local councils mentioned interviewer to read: 'Please remember this survey is NOT about local council services.'

Strongly disagree	<i>The public service provides services that meet your needs.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>Public servants treat people fairly.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The public service admits responsibility when it makes mistakes.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The public service keeps its promises – that is, it does what it says it will do.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The public service provides you with all the information you need.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The public service learns from the mistakes it makes.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The public service has good quality leaders and managers.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>Public servants are interested in your views.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The public service keeps you informed about the services it provides.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>Your friends and family say positive things about the public service.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>There is a lot of <u>negative</u> coverage about public services in the media.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>You have confidence that public servants do a good job.</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The public service conducts its business in an open and accountable manner</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10

Strongly disagree	<i>The public service provides good value for money</i>									Strongly agree
1	2	3	4	5	6	7	8	9	10	
Strongly disagree	<i>There is somewhere independent you can go to talk about your concerns if you have an unresolved problem</i>									Strongly agree
1	2	3	4	5	6	7	8	9	10	

Q1b For this next question, 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 – using a 10 point scale where 1 means that you do not trust them at all and 10 means you trust them completely?
CATI - include: DO NOT READ Don't know (code 11) for this statement

1	2	3	4	5	6	7	8	9	10
Do not trust them at all									Trust them completely

Q1c Also, for this question it is your overall impressions we are interested in, from what you know or have heard from family, friends or the media. Thinking about the public service overall, how would you rate the overall quality of the public service, using a 10 point scale where 1 means the overall quality of service is very poor and 10 means the overall quality of service is excellent.
CATI - include: DO NOT READ Don't know (code 11) for this statement

1	2	3	4	5	6	7	8	9	10
Very poor	<i>Overall quality of the public service</i>								Excellent

Services used

Q2 Now, I am going to read out a list of public services that the government provides. For each one, can you please tell me if you have personally had contact with or used the service in the last twelve months? This contact could have been face-to-face, the telephone, internet or some other way.
CODE YES OR NO
CATI – ROTATE ORDER LIST IS READ OUT

	Yes	No
Immigration about a Visa or permit to work in New Zealand	1	2
Inland Revenue about tax, Working for Families, or any other type of financial payments	1	2
Work and Income about benefits, or getting a job	1	2
Customs about importing goods into New Zealand, entering New Zealand, or customs duties	1	2
ACC about compensation or injuries	1	2
The Courts regarding court records or legal procedures	1	2
The Fire Service for help	1	2
The Police for help	1	2
The Companies office about registering a company	1	2
Land Transport New Zealand about a Driver's licence, registering a vehicle, or changing ownership of a vehicle	1	2
The Department of Conservation about conservation activities, walking, tramping or camping in national parks	1	2
The prisons or parole board	1	2
Ministry for the Environment about national environmental issues or the Resource Management Act	1	2
A government agency about a community grant	1	2
About a New Zealand passport or New Zealand citizenship	1	2
About state housing, or renting rights and duties for landlords and tenants	1	2
Stayed in a public hospital or received public hospital services as an outpatient	1	2

IF NO SERVICE CODED YES (code 1) AT Q2 GO TO Q8 (DEMOGRAPHICS)

IF MORE THAN ONE SERVICE CODED YES (code 1) AT Q2 GO TO Q3b

Q3a IF ONLY ONE SERVICE CODED YES (code 1) AT Q2 ASK:

Thinking about your contact with(service coded 1 in Q2), were you directly and personally involved with this service?

Yes	1	GO TO Q4a
No	2	GO TO Q8
DO NOT READ – Don't know	3	GO TO Q8

Q3b IF MORE THAN ONE SERVICE CODED IN Q2 ASK:

Thinking about the public services you have used in the twelve months, which one have you had the most recent contact with, where you were directly and personally involved?

CODE THE ONE SERVICE MENTIONED

Immigration about a Visa or permit to work in New Zealand	01
Inland Revenue about tax, Working for Families, or any other type of financial payments	02
Work and Income about benefits, or getting a job	03
Customs about importing goods into New Zealand, entering New Zealand, or customs duties	04
ACC about compensation or injuries	05
The Courts regarding court records or legal procedures	06
The Fire Service for help	07
The Police for help	08
The Companies office about registering a company	09
Land Transport New Zealand about a Driver's licence, registering a vehicle, or changing ownership of a vehicle	10
The Department of Conservation about conservation activities, walking, tramping or camping in national parks	11
The prisons or parole board	12
Ministry for the Environment about national environmental issues or the Resource Management Act	13
A government agency about a community grant	14
About a New Zealand passport or New Zealand citizenship	15
About state housing, or renting rights and duties for landlords and tenants	16
Stayed in a public hospital or received public hospital services as an outpatient	17

CATI – NEED TO BRING ON SCREEN THE ONE SERVICE CODED IN Q3b OR Q2 (if code 1 Q3a)

Q4a I'm now going to ask you some questions about this service experience. Who initiated the contact about this service? Did you first contact them about this or did the government agency first contact you? **CODE ONE MENTION ONLY**

I first contacted them	1
The government agency first contacted me	2
DO NOT READ – Don't know	3

Q4bi Was this the first time you had contact with this service or have you had contact with it before?

First time	1
Had contact before	2
DO NOT READ - Don't know	3

Q4bii **IF GOVERNMENT AGENCY FIRST CONTACTED THEM (CODE 2 Q4a) GO TO Q4d**
IF RESPONDENT FIRST CONTACTED THEM (CODE 1 Q4a) ASK:

What was the **main** reason you were in contact with them (this time – **IF HAD CONTACT BEFORE ie CODE 2 Q4bi**)? Did you...

READ ENTIRE LIST BEFORE ACCEPTING ANSWER. CODE EACH MENTION

Apply for or request a service	1
Receive a service	2
Get help with a problem	3
Get information	4
Make a complaint	5
Or some other reason (SPECIFY)	6
DO NOT READ – Don't know	7

Q4c **IF RESPONDENT FIRST CONTACTED THEM (CODE 1 Q4a) ASK:**

Why did you try to get this service? Was it because you had to get the service because it's a government requirement, or because you wanted the service, that is, it's a voluntary service?

CODE ONE ONLY

You had to get the service because it's a government requirement	1
You wanted the service, that is, it's a voluntary service	2
Both reasons	3
DON'T READ: don't know	4

GO TO Q4e

Q4d **IF GOVERNMENT AGENCY FIRST CONTACTED THEM (CODE 2 Q4a) ASK:**

Did the public service agency contact you because it was a government requirement?

Yes	1
No	2
DON'T READ: don't know	3

Q4e **ASK ALL:**

Generally, did your contact with the service involve...

READ OUT ENTIRE LIST BEFORE ACCEPTING ANSWER. CODE EACH MENTION

Speaking to someone face-to-face	1
Making or receiving a telephone call	2
Visiting an Internet site or website	3
Sending or receiving an email	4
Sending or receiving a letter or fax	5
DO NOT READ – None of the above	6
DO NOT READ - Don't know	7

Q4f Did you pay anything for the service?

Yes	1
No	2
Don't know	3

Q5a Thinking about your service experience with(service coded). Using a 10 point scale where 1 means the overall quality of service you got was very poor and 10 means the overall quality of service you got was excellent; please rate the overall quality of this service experience?

CATI - include: DO NOT READ Don't know (code 11) for this statement

1	2	3	4	5	6	7	8	9	10
Very poor									Excellent

Q6a I would now like you to rate your experience with(service coded) on a number of different things. Using a 10 point scale where 1 means strongly disagree and 10 means strongly agree, please indicate how much you agree or disagree with each of the statements I read out. How much do you agree or disagree that..... ?

CATI set up - include: DO NOT READ Don't know (code 11) and DO NOT READ Not applicable (code 12) for all statements Q6a – Q6g

CATI - Randomise the order of the questions asked and within each question randomise the order each section is asked (e.g. for Q6a knowledge, procedures, timeliness) are asked – but do NOT randomise the order the individual statements within each section are asked.

Knowledge:

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>Staff were competent</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>You got accurate information</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>Staff were knowledgeable</i>								

Procedures/Communications:

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>Procedures were easy to follow</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>You were aware of what you needed to do every step of the process</i>								Strongly agree

Timeliness:

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The amount of time it took to get the overall service was reasonable</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>Staff gave you prompt service</i>								Strongly agree

Q6b Now I have some questions on your opinions about contacting this service. How much do you agree or disagree that....

Contact general:

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>You were able to contact them <u>WHEN</u> it suited you</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>You were able to contact them <u>THE WAY</u> you wanted – for example by phone, the Internet, in person or by email</i>								Strongly agree

Q6c **IF USED TELEPHONE Q4e (code 2) ASK:** Thinking about using the telephone when contacting this service: how much do you agree or disagree that

CATI – *IF RESPONDENT CONFUSED ABOUT HOW TO RATE EXPLAIN WHAT A 10 AND WHAT A 1 MEANS RE THE STATEMENT

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>*You were put on hold for a long time</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>*You got bounced around from one person to another</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>It was easy to find the telephone numbers</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>You were able to reach a live person when you wanted to</i>								Strongly agree

Q6d **IF USED INTERNET/WEBSITE Q4e (code 3) ASK:** Thinking about when you used the Internet or visited a website with respect to this service, how much do you agree or disagree that

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The site was visually appealing</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>It was easy to find your way around the site</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The site had all the information you needed</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The search function worked well</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The information on the site was up-to-date</i>								Strongly agree

Q6e Now a few questions on your opinion about how you were treated. How much do you agree or disagree that.....

Fairness:

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>You were treated fairly</i>								Strongly agree

Responsiveness/Dependability:

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>Staff kept their promises – that is, they did what they said they would do</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>You were kept well informed about the progress of your request</i>								Strongly agree

Recovery:

Did they make any mistakes when providing the service?

Yes	1	GO TO NEXT SECTION GO TO NEXT SECTION
No	2	
Don't know	3	

How much do you agree or disagree that.....

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>They admitted responsibility when they made mistakes</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>They learnt from the mistakes they made</i>								Strongly agree

Extra mile/courtesy:

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>Staff went the extra mile to help you get what you needed</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>You were treated in a courteous manner</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>You feel your individual circumstances were taken into account</i>								Strongly agree

Referral:

Did the public service agency refer you on to another public service agency?

Yes	1	GO TO NEXT SECTION GO TO NEXT SECTION
No	2	
DON'T READ: don't know	3	

To what extent do you agree or disagree that....

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The way in which they referred you onto the other public service agency was done well</i>								Strongly agree

Q6f And some questions about your opinions of the service experience generally. How much do you agree or disagree that

Outcome:

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>In the end, you got what you needed</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The service experience met your expectations</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10

Strongly disagree	<i>Staff fully answered every question you asked</i>	Strongly agree
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Value:

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>It's an example of good value for tax dollars spent</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>CATI IF YES Q4f ASK: The cost for using the service was reasonable</i>								Strongly agree

Personal Security:

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>You are confident that your personal information was used for the purpose for which it was intended</i>								Strongly agree

Q6g And a few questions on your general feelings about the organisation providing the service. How much do you agree or disagree that....

Trust/Confidence:

1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>Overall, you can trust them to do what is right</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>Overall, you have confidence that their staff do a good job</i>								Strongly agree
1	2	3	4	5	6	7	8	9	10
Strongly disagree	<i>The organisation that delivered the service has a good reputation.</i>								Strongly agree

Q7 What would be the **one** thing about this service experience that you would **most** like to see improved or changed? Please be as specific as possible.

PROBE TO CLARIFY, PROBE FULLY

Demographics

Finally a few questions to ensure we talk to a cross section of people.

Q8

CODE GENDER	
Male	1
Female	2

Q9 In which of the following age groups do you belong?

READ.

Less than 18 years	1
18 to 19 years	2
20 to 29 years	3
30 to 39 years	4
40 to 49 years	5
50 to 59 years	6
60 years and over	7
Refused	8

Q10 And, can you please tell me how many people aged 15 years of age and over live in your household, including yourself?

WRITE IN TOTAL NUMBER AGED 15 YEARS AND OVER

Q11 Which of the following ethnic groups do you belong to? Please listen to the full list before giving me your answer. You can choose more than one group.

READ ENTIRE LIST BEFORE ACCEPTING ANSWER. CODE EACH MENTIONED.

New Zealand European or Pakeha	1
Maori	2
Samoan	3
Cook Island Maori	4
Tongan	5
Niuean	6
Chinese	7
Indian	8
or some other ethnic group (specify)	9
DO NOT READ: Don't know	10
DO NOT READ: Refused	11

Q12 Which one of these categories best describes where you live? **READ OUT. CODE ONE ONLY.**

City with population of 30,000 or more DON'T READ OUT THERE ARE 16 CITIES IN NZ: Auckland, Christchurch, Dunedin, Gisborne, Hamilton, Invercargill, Kapiti, Napier-Hastings, Nelson, New Plymouth, Palmerston Nth, Rotorua, Tauranga, Wanganui, Wellington, Whangarei.	1
Large town with population of 10,000 – 30,000	2
Small town with population of 1,000 – 10,000	3
Rural area or farm	4
DO NOT READ Don't know	5
DO NOT READ Refused	6

Q13 What is your highest completed educational qualification?

READ ONLY IF NECESSARY.

No qualification	1
School Certificate or NCEA level 1	2
Sixth Form Certificate, University Entrance or NCEA Level 2	3
Bursary, Scholarship or NCEA level 3 or 4	4
A Trade Qualification	5
A certificate or diploma that does not require a degree	6
A university degree	7
A polytech degree	8
Postgraduate qualification, eg Honours, Masters, Doctorate, Fellowship, Postgraduate Diploma	9
Other (specify)	10
DO NO READ Don't know	11
DO NOT READ Refused	12

Q14 **IF ONE PERSON AGED 15 YEARS AND OVER IN HOUSEHOLD AT Q10 GO TO Q15a.**

Do you live with a partner or spouse?

Yes	1	SKIP TO Q15b
No	2	
Don't know	3	

Q15a Into which of the following groups does your own gross personal income from all sources, before tax, fall into? **READ OUT. CODE ONE ONLY COL A. GO TO Q16a**

IF CODE ONE AT Q14, ASK:

Q15b Into which of these groups does the gross income from all sources of you and your partner fall into? **READ OUT. CODE ONE ONLY IN COL B.**

	Col A	Col B
\$0 / none	01	01
\$1 - \$10,000	02	02
\$10,001 - \$20,000	03	03
\$20,001 - \$30,000	04	04
\$30,001 - \$40,000	05	05
\$40,001 - \$50,000	06	06
\$50,001 - \$60,000	07	07
\$60,001 - \$70,000	08	08
\$70,001 - \$100,000	09	09
More than \$100,000	10	10
DO NOT READ Don't know	11	11
DO NOT READ Refused	12	12

That is the end of the survey. My name is ... from Colmar Brunton. Thank you very much for your time.

INTERVIEWER'S SIGNATURE:

I certify that I have conducted this interview in accordance with the guidelines set out in the Market Research Society Code of Practice and in accordance with the instructions from Consumer Link. I have thoroughly checked the questionnaire and it is complete in all respects.

APPENDIX B: RESPONSE RATE CALCULATIONS FOR ETHNIC AND YOUNGER PEOPLE BOOSTER SAMPLES

The response rate is defined as the proportion of targeted eligible individuals responding to the survey.

$$\text{response rate} = \frac{n_{er}}{n_s - n_i - n_u \left(\frac{n_i}{n_{er} + n_i} \right)}$$

n_{er} = number of eligible respondents

n_s = number of selected telephone numbers

n_i = contacts by telephone to households known to contain no eligible individuals

n_u = contacts by telephone to households where it is unknown if there are eligible individuals

The denominator is the estimated number of individuals who are eligible for the survey, ie the number of selected telephone numbers minus the number of households contacted and known to have no eligible individuals minus the estimated number of 'unknown' households without any eligible individuals. It should be noted that only one person per household participated in the survey.

APPENDIX C: STATISTICAL TECHNIQUES USED FOR DRIVERS ANALYSES

Details of the three types of regression analysis performed with respect to the trust and service quality drivers are provided below.

Forced regression: All independent variables (inputs) are used in the equation to predict the dependent variable (output), whether or not the independent variables have a statistically significant impact.

Forward regression: Independent variables (inputs) are added to the equation to predict the dependent variable (output) one at a time, starting with the one that makes the most significant impact, then adding the next most significant and so on until there are no more variables that make a significant difference.

Backward regression: All independent variables (inputs) are put in to the equation to predict the dependent variable (output). The variable that makes the least significant impact is removed and then the next least significant and so on until there are no more non-significant variables.