

Kiwis Count Survey News

2 February 2012

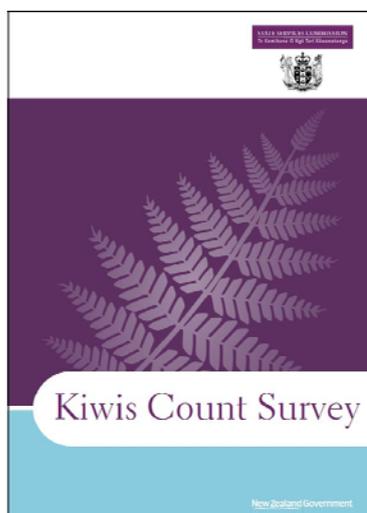
From February 2012 the Kiwis Count survey changed from a point in time survey to a continuous survey with survey invitations being sent out each month. Read more about the change below.

Kiwis Count

The Kiwis Count survey is an all-of-government national survey carried out by the State Services Commission.

The survey asks New Zealanders about their perceptions and experiences of public services as a whole and measures the quality of services delivered by public sector organisations.

The survey has been run previously in 2007 (www.ssc.govt.nz/kiwis-count-research-survey) and 2009 (www.ssc.govt.nz/kiwis-count-2009). It is changing from a point in time survey to a continuous survey with survey invitations being sent out each month. A random sample of 500 New Zealanders will be asked about their service delivery experience each quarter.



The first wave of survey invitations were sent out on 2 February 2012.



What's the reason for the change?

The change to a continuous survey will provide more timely information on the quality of services public sector organisations provide to New Zealanders. The results will be collated at regular intervals.

The first quarter is being treated as a pilot quarter and will be used to test and refine survey processes, methodology, and the electronic reporting system.

See a summary of changes to the survey on the next page

Summary of changes to the survey

We are taking a new and innovative approach to Kiwis Count to boost the proportion of online respondents.

The main differences between the latest Kiwis Count survey and the 2007 & 2009 surveys are:

	Kiwis Count (2007 & 2009)	Kiwis Count (2012 to 2014)
Type of Survey	Point-in-time Mixed mode of collection (paper, online, and telephone follow-up if required)	Continuous Mixed mode of collection (online, paper, and telephone follow-up if required) Significantly more emphasis is being placed on online completion
Sample Size	Around 3500 every two years	2000 per year (500 per quarter, 1000 every six months)
Sampling Frame	Electoral roll	Electoral roll
Response Rate	61% in 2007 56% in 2009	A target of over 55%
Percentage of online respondents	9 % in 2007 17% in 2009	Aiming for 40% in 2012, increasing to 60% in 2014)
Process for updating the survey content	Content reviewed each time	The survey is split into a core component and modular component. The core component will remain fixed. New modules can be added in subsequent quarters. The initial module looks at channel usage.

Survey Content

The core part of the Kiwis Count survey asks New Zealanders about the services they have used in the past 12 months and the quality of these services. Five (out of 42) services have been removed because they had relatively low usage in the 2009 survey. New services have been added that ask about ERO reports, getting a driving license (split out from registering a vehicle), Living in a Housing NZ home, rental bond lodgement, and *sorted.org.nz*.

- **Services used over the previous 12 months - core**

The questionnaire asks respondents about their experience of 42 government services. People are asked if they have used a particular service in the past 12 months and about the quality of that service.

- **Most recent service experience - core**

Respondents are asked in more detail about the service they have used most recently, their most recent method of contact and overall satisfaction. They are also asked about the drivers of satisfaction by methods of contact.

- **Perceptions of public services and private sector comparisons – core**

Respondents are asked about their level of trust in public services and their expectations and experiences of public services relative to the private sector. Questions about the quality of service received from the private sector organisations (e.g. banks, insurance companies, ISPs, etc) are included for benchmarking.

- **Channel usage - module**

In this module, respondents are asked about the methods they have used and their preferences when looking for information or transacting with public services. This module was asked in 2009 and has been kept consistent to allow us to look at changes in behaviour over the past three years.

- **Demographics – core**

Gender, Age, Ethnicity, Income, Qualifications, Disability Status.

For more information go the State Services Commission website: www.ssc.govt.nz/nzers-experience or email: newzealanders.experience@ssc.govt.nz