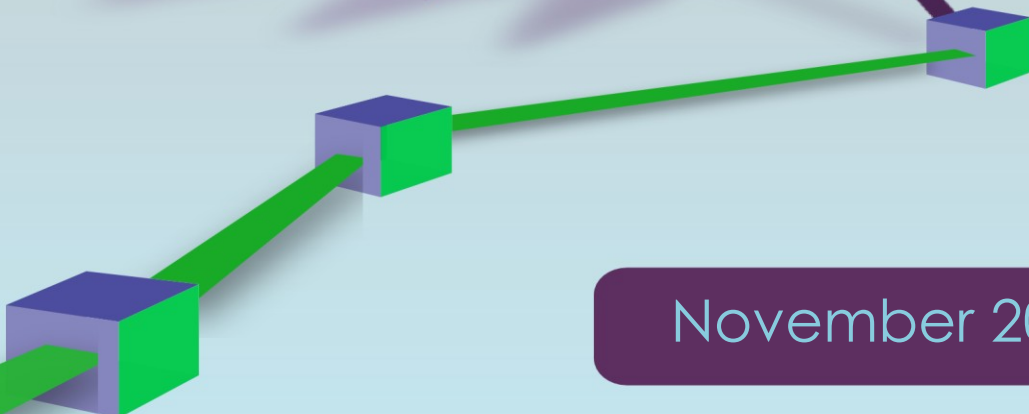


Kiwis Count



NEW ZEALANDERS' SATISFACTION WITH PUBLIC SERVICES

Quarterly Update 2



November 2012

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Executive Summary

Kiwis Count is a comprehensive survey which measures New Zealanders' satisfaction with 42 frequently used public services. This report is the second in a series of quarterly updates from the *Kiwis Count* survey and draws on the experiences of 1,161 New Zealanders who completed the survey between April 2012 and September 2012.

Kiwis Count has changed from a point-in-time survey into a continuous survey with ongoing data collection and regular reporting. The change to a continuous survey with greater online participation provides more timely information on the quality of public services while reducing survey costs.

The Better Public Services programme is about creating a public sector that can respond more effectively to the needs and expectations of New Zealanders. *Kiwis Count* tracks improvements in the quality of service delivered to New Zealanders and identifies areas where the public sector needs to provide better service.

Satisfaction with public services has continued to rise since the first quarterly update. The overall satisfaction score for the September quarter rose to 74. The overall service quality score for public services between February and June 2012 was 72, an increase over the 2009 score of 69.

The latest increase in overall service quality, from 72 (in June 2012) to 74 (in September 2012), is reflected at the service group level. Out of the ten service groups, four maintained their previous scores and six improved. The largest improvements were in the Social Assistance & Housing and Education & Training service groups. Both groups increased by two points.

Twenty-four services have improved since June 2012 and four of these were statistically significant. Ten services recorded decreases in service quality, although none of these decreases was statistically significant. Eight services maintained their previous score.

Kiwis Count is part of a wider research initiative, which finds out how New Zealanders experience public services and provides insights to enable service improvements.

Quick Facts

- *Kiwis Count* measures New Zealanders' satisfaction with **42** public services
- The overall quality of service delivery increased from **72** in the June 2012 quarter to **74** in September 2012 quarter
- **4** services increased significantly
- **No** service decreased significantly

Quarterly Update 2

This report is the second in a series of quarterly updates from the *Kiwis Count* survey. The report draws on the experiences of 1,161 New Zealanders who completed *Kiwis Count* between April 2012 and September 2012.

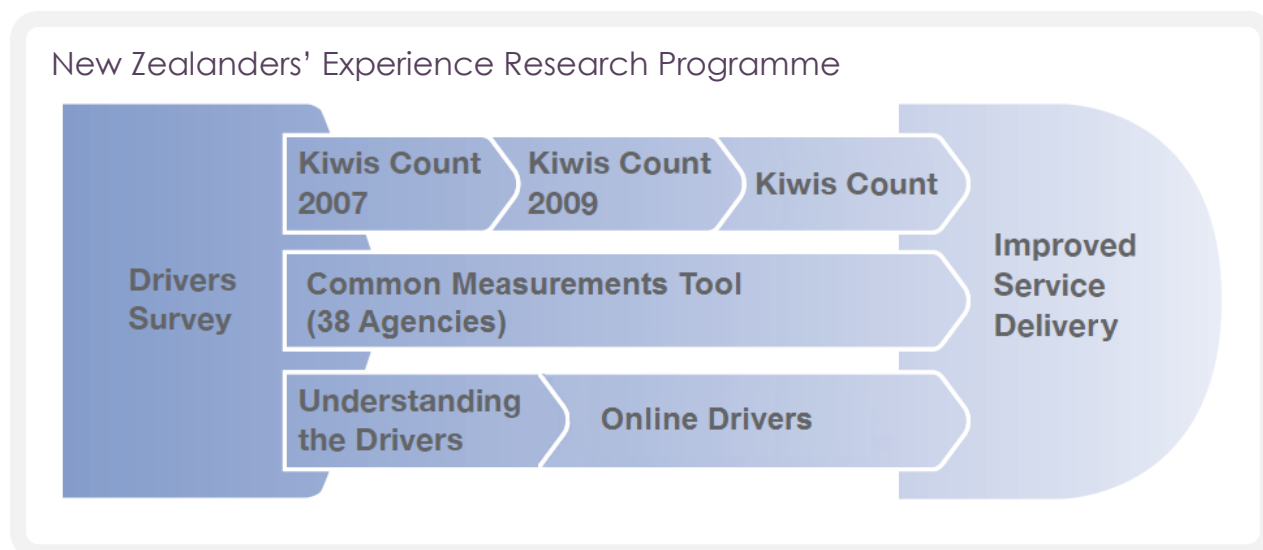
Background

In 2007, for the first time, the State Services Commission asked a sample of New Zealanders about their experiences and views of public services. Known as the *Kiwis Count* survey, this provided rich information on how New Zealand's public services were performing in the eyes of the people who use them. The survey ran for a second time in 2009.

In late 2011, the State Services Commission contracted Nielsen and Midas Infomedia to manage the collection and reporting of *Kiwis Count*. Nielsen and Midas have worked with Commission staff to turn *Kiwis Count* from a point-in-time survey into a continuous survey with ongoing data collection and regular reporting.

Based on a Canadian government survey called *Citizens First*, *Kiwis Count* measures satisfaction and identifies areas for improvement in public services. In this report, public services means all services provided by government and includes central and local government services, tertiary institutions, schools, and hospitals.

Kiwis Count is part of a wider research initiative called the *New Zealanders' Experience Research Programme* (NZE) designed to find out how New Zealanders experience public services and to develop tools through which services can improve.



Kiwis Count Updates

Each quarter, the State Services Commission will publish an update from *Kiwis Count* to highlight areas of strength and areas for improvement in the quality of service delivered to New Zealanders. With each quarterly update, a clearer picture of the trends in the quality of service delivery will emerge.

The latest findings relate to data collected between April 2012 and September 2012 and builds on the first quarterly release which was published at the end of August 2012. The decision to combine two quarters (which boosts the sample size to over 1,000 per quarter) reduces the potential for volatility from quarter to quarter.

Like the first quarterly update, this update focuses on the core part of *Kiwis Count* – the service quality ratings for 42 commonly used services. New information on trust in public services and the performance on the factors that drive satisfaction are also included in this update.

Future updates will report on how New Zealanders are accessing public services, the extent of the shift towards online service delivery and satisfaction by the different service delivery channels (face-to-face, telephone and online).

Survey Approach

The *Kiwis Count* team have published a survey methodology report on the SSC website (<http://www.ssc.govt.nz/kiwis-count-survey-methodology>) and the latest response rate is included in Appendix 2 of this update. The following two pages provide an overview of the survey approach.

Questionnaire content

The *Kiwis Count* survey is modular. At the heart of the survey are questions about the 42 public services that New Zealanders use most frequently. These core questions will remain fixed for the next few years, with new questions added as they are developed or required.

Continuous surveying

Unlike the 2007 and 2009 *Kiwis Count* surveys that were point-in-time collections, *Kiwis Count* is now a continuous survey. At the start of each month, Nielsen sends out 432 survey invitations. The change in approach increases the frequency of reporting from biennially to quarterly and provides a regular stream of performance information for Ministers, agencies and the public.

Encouraging online participation

In late 2011, SSC worked with Nielsen to redesign the survey processes to encourage online participation and reduce survey costs. Because of these changes, there has been a significant shift towards online participation. Fifty five percent of respondents now choose to complete the survey online (compared with 17% in 2009 and 9% in 2007).

Sample size and response rate

The response rate between April 2012 and September 2012 was 47% (up from 46% in the six months to June 2012). By the end of September 2012, 1,698 New Zealanders had completed the survey. This number will continue to grow over the next two years and will enable a more detailed investigation of the survey findings in future updates. Each year, over 2,000 New Zealanders will complete *Kiwis Count*.

Service Quality Scores

The *Kiwis Count* survey asks New Zealanders to rate services or express opinions using a scale from 1 to 5. To enable comparisons between *Kiwis Count* and *Citizens First* to be made, we have adopted the Canadian approach of converting five point rating scales to service quality scores ranging from 0 to 100.

The overall Service Quality Score is calculated by rescaling the result from each respondent's five point scale (1,2,3,4,5) to a 101 point scale (0,25,50,75,100) then calculating an average of these scores from all the services used.

The overall average uses all service experiences, so a respondent who has used ten services contributes ten observations to the overall score and a respondent who has used one service contributes one observation to the overall score.

Example: the service quality question

A2 Please tick 'yes' if in the last 12 months you have personally used or had contact with a public service organisation about any of the following. Then rate the quality of the service provided.

		In the last 12 months have you used or had contact about...?		If Yes: What was the quality of the service?					
		Please tick							
		Yes	No	Very poor					Very good
01	Visited a national park	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
02	A hunting or fishing licence	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	
:									
42	Registered a business entity for tax purposes or filed a tax return	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5	

Research Highlights

This report is the second in a series of quarterly updates from the redesigned *Kiwis Count* survey. The next update is scheduled for release around February 2013.

The overall service quality score for public services between April and September 2012 was 74, an increase over the previous score of 72.

Kiwis Count measures service quality at three levels: an overall level, a service group level (of which there are 10), and an individual service level (of which there are 42).

The overall increase in service quality, from 72 to 74 was driven by increases in the service quality scores for six of the ten service groups. The two service groups with the largest increases were Social Assistance & Housing and Education & Training. These groups recorded increases of 2 points over the previous quarter.

The *Kiwis Count* data collected between April 2012 and September 2012 showed that 24 services improved over the quarter. Four of these increases were statistically significant (compared to 12 in the previous update). The largest increases came from the service *Your local council about road maintenance* which increased by 11 points.

Ten services recorded decreases in service quality; although none of these was statistically significant, (one service recorded a significant decline in the previous quarter).

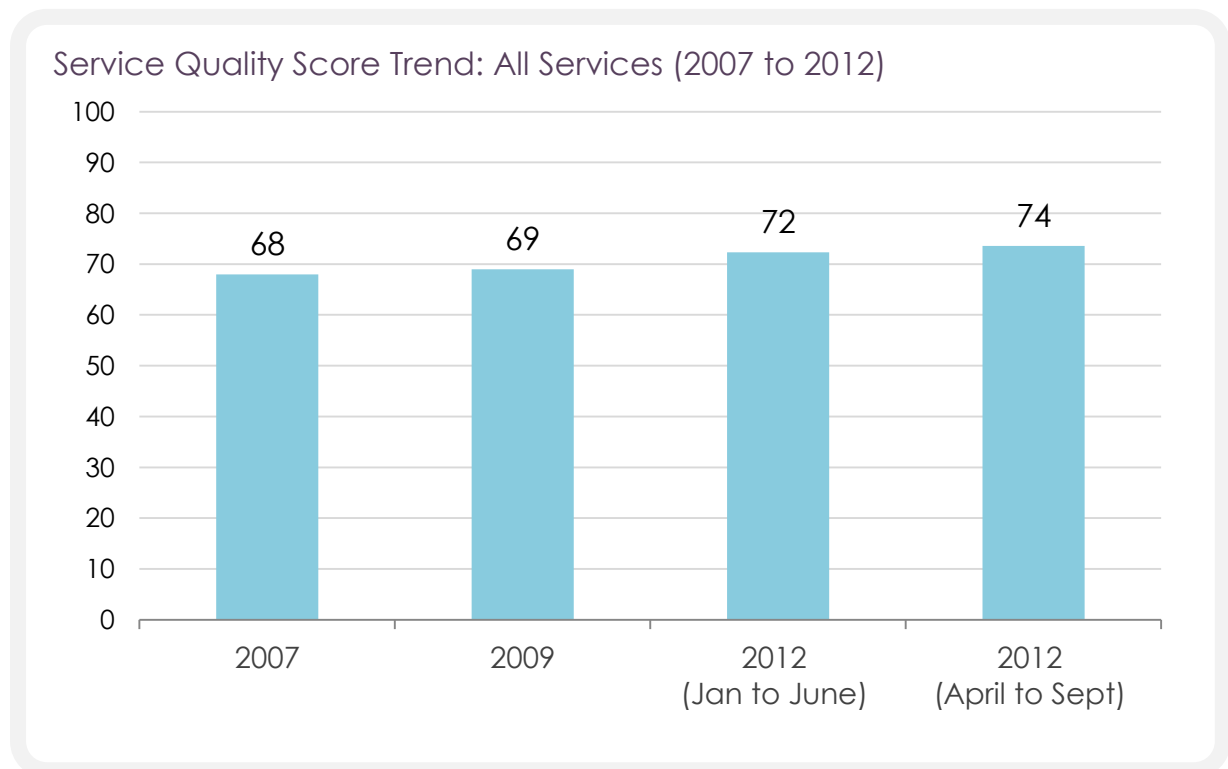
This second update also contains new information on trust in public services and the performance on the factors that drive satisfaction. This update shows that trust ratings for the public service are slightly higher than the private sector and provides initial data on the performance on the drivers of satisfaction by service channel, which will enable tracking of performance improvements over time.

Service Quality Overall

The overall service quality score for public services between April and September 2012 was 74, an increase on the 2009 score of 69 and a further improvement since the first quarterly update reported in August 2012.

Although the 2-point increase over the quarter is a positive sign, the quarterly movement is not large enough to be statistically significant. In addition, rounding to whole numbers slightly overstates the increase. The June figure is 72.3 (rounds down to 72) and the September figure is 73.6 (rounds up to 74) so the actual increase during the quarter is 1.3 service quality points.

Increases in 24 services drove the overall increase from 72 to 74. Eight services recorded the same service quality score as the previous quarter and ten services recorded decreases.



Changes in the approach to a survey always have the potential to impact survey ratings. There is the potential that seasonality may have an impact on the service quality scores. The influence of seasonality, if any, can be assessed following the December quarter 2012.

Service Quality within Service Groups

Kiwis Count measures service quality at three levels: an overall level, a service group level (of which there are 10), and an individual service level (of which there are 42). The 10 service groups are shown in the table below.

The service group increases reflect the overall increase in service quality. Six service groups recorded increases and five maintained their level from the previous quarter. No service groups recorded decreases in service quality.

Service Quality Scores: Service Groups

Service Group	Service Quality Score			Change in SQS (June to Sept)
	2009	June 2012	September 2012	
Social Assistance & Housing	68	71	73	+2
Education & Training	68	69	71	+2
Border Services	71	77	78	+1
Taxation & Business	62	69	70	+1
Environment & Recreation	72	75	76	+1
Health	69	72	73	+1
Local Government	69	73	73	0
Justice & Security	63	68	68	0
Passports & Citizenship	77	79	79	0
Motor Vehicles	.	79	79	0
Service Quality Overall	69	72	74	+2

Service Quality for Individual Services

24⁴
Increased

The *Kiwis Count* data collected between April 2012 and September 2012 showed that 24 services improved since the previous quarter. Four of these increases were statistically significant (up from 12 in the June 2012 quarter). The largest increase came from *Your local council about road maintenance* which increased by 11 points.

08
No change

Eight services recorded the same service quality score as the previous quarter.

10⁰
Decreased

Ten services recorded decreases in service quality; although none of these decreases was statistically significant (one service recorded a significant decline in the June 2012 quarter).

The table on the following page highlights the services with significant changes in the quality of service between June and September 2012. The remainder of the report contains a page for each service group and provides details of the changes in service quality for the individual services within each group.

Services with Significant Changes between June 2012 and September 2012

Statistically significant increases

Four services recorded statistically significant increases in the September 2012 quarter.

Change in Service Quality	Service	June 2012	Sept 2012
11	Your local council about road maintenance	45	56
7	Obtaining family services or counselling	66	73
7	Registering a birth, death, marriage or civil union	76	83
5	Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	61	66

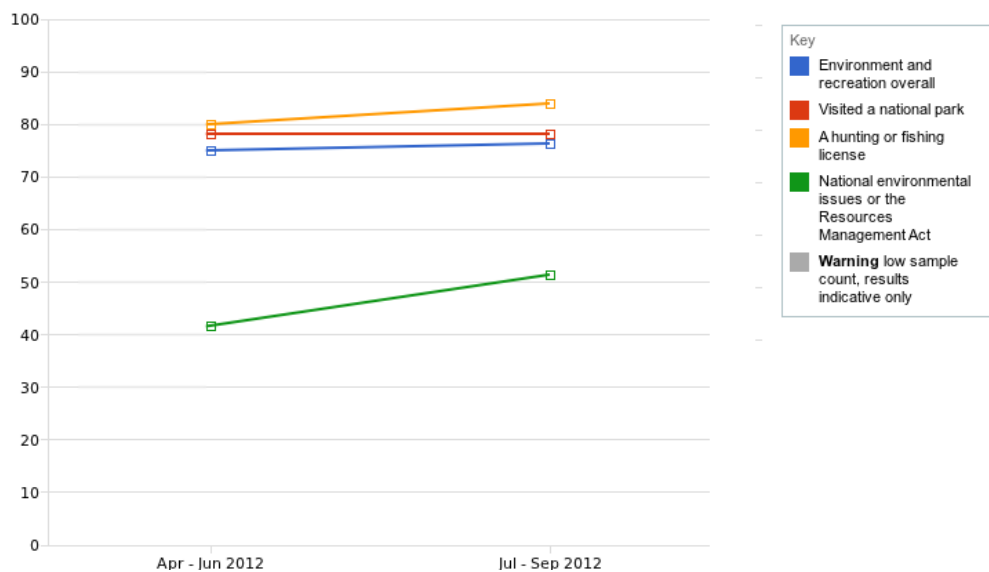
Statistically significant decreases

No services recorded statistically significant decreases in the September 2012 quarter.

Environment & Recreation

The overall service quality score for the Environment & Recreation group was 76, up from 75 in June 2012. The large increase in the score for *National environmental issues or the resource management act* was not quite enough to register as a significant increase due to the relatively low usage compared to other services. Visits to national parks account for the majority of interactions in this service group.

Service Quality Score Trends: Environment & Recreation (Quarterly from June 2012)



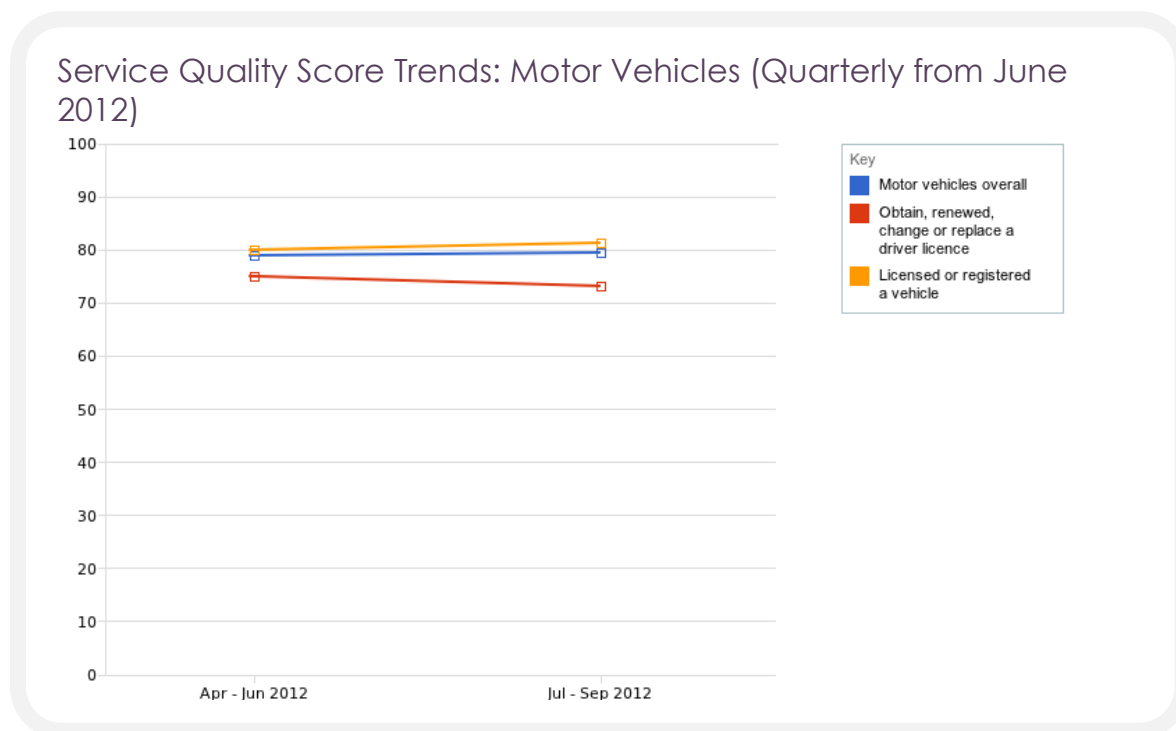
Service		Service Quality Scores			
		2007	2009	June 2012	Sept 2012
	Visited a national park	79	76	78	78
	A hunting or fishing license	77	72	80	84
	National environmental issues or the Resources Management Act	41	48	42	51
Overall		74	72	75	76

Indicates a statistically significant increase

Indicates a statistically significant decrease

Motor Vehicles

The score for *Obtain, renewed, change or replace a driver licence* dropped to 73, slightly below the overall service quality score of 74. *Licensed or registered a vehicle* increased by one point to 81. Neither of the changes in this service group was statistically significant.



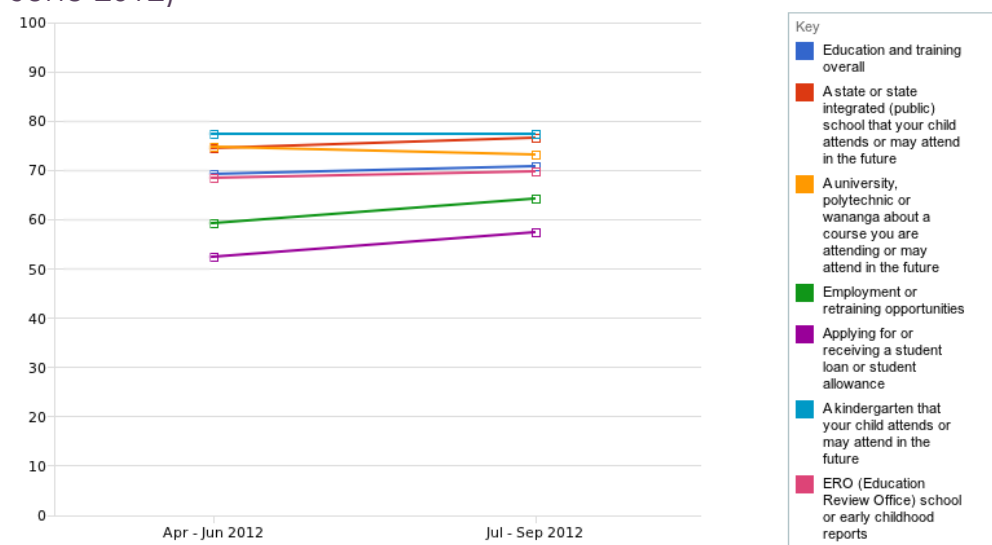
Service		Service Quality Scores	
		June 2012	Sept 2012
■	Obtain, renewed, change or replace a driver licence	75	73
■	Licensed or registered a vehicle	80	81
Overall		79	79

Education & Training

The service quality score for Education & Training increased by two points to 71, slightly below the survey average of 74.

The service quality score for *Applying for or receiving a student loan or student allowance* improved to 57 after dropping to 52 in the previous quarter.

Service Quality Score Trends: Education & Training (Quarterly from June 2012)



Service		Service Quality Scores			
		2007	2009	June 2012	Sept 2012
	A state or state integrated (public) school that your child attends or may attend in the future	77	72	74	77
	A university, polytechnic or wananga about a course you are attending or may attend in the future	70	70	75	73
	Employment or retraining opportunities	64	61	59	64
	Applying for or receiving a student loan or student allowance	.	59	52	57
	A kindergarten that your child attends or may attend in the future	73	76	77	77
	ERO (Education Review Office) school or early childhood reports	.	.	68	70
Overall		72	68	69	71



Indicates a statistically significant increase

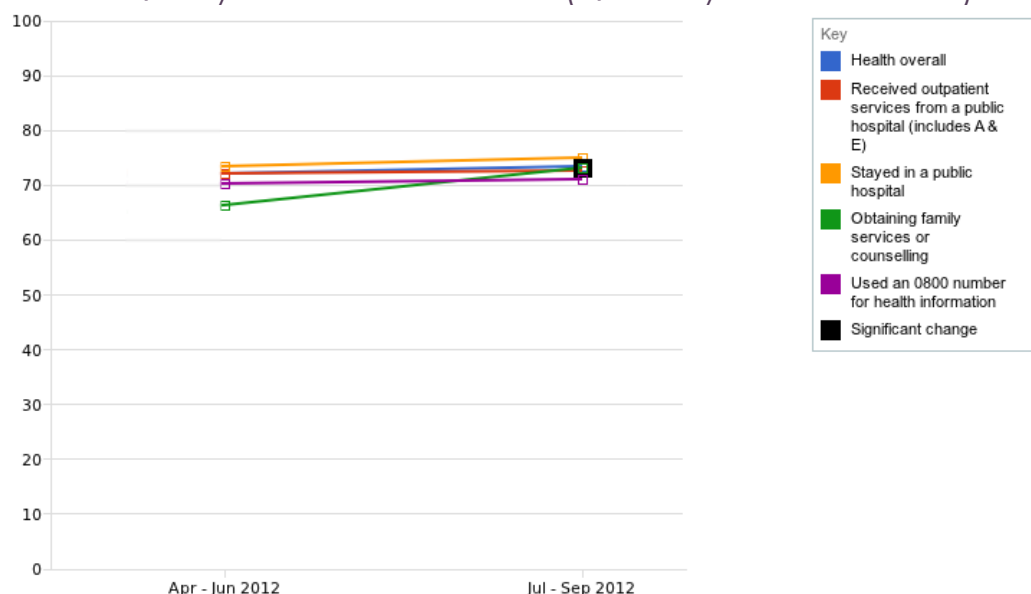


Indicates a statistically significant decrease


Health

The service quality score for the Health group has increased in the September 2012 quarter. In each *Kiwis Count* survey the service quality score for the Health service group has increased. In the September 2012 quarter, a statistically significant increase in the score for *Obtaining family services or counselling* drove the increase in the Health group.

Service Quality Score Trends: Health (Quarterly from June 2012)



Service	Service Quality Scores			
	2007	2009	June 2012	Sept 2012
Received outpatient services from a public hospital (includes A & E)	69	68	72	73
Stayed in a public hospital	68	71	73	75
Obtaining family services or counselling	68	65	66	73
Used an 0800 number for health information	67	70	70	71
Overall	68	69	72	73

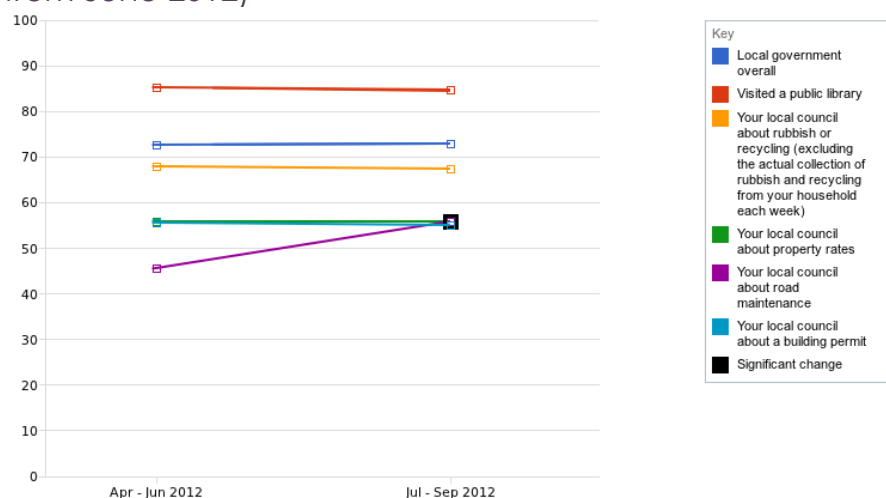
 Indicates a statistically significant increase






Local Government


Four of the five services in the local government group remained flat in the September 2012 quarter. The exception was road maintenance services, which increased significantly over the quarter from a very low base.

The increase in service quality for road maintenance had a very small impact on the overall service quality score for local government. This is because the number of people contacting councils about road maintenance is low (less than 10% of respondents) when compared with other services in the group (for example, public libraries are used by over 50% of respondents).

Service Quality Score Trends: Local Government (Quarterly from June 2012)



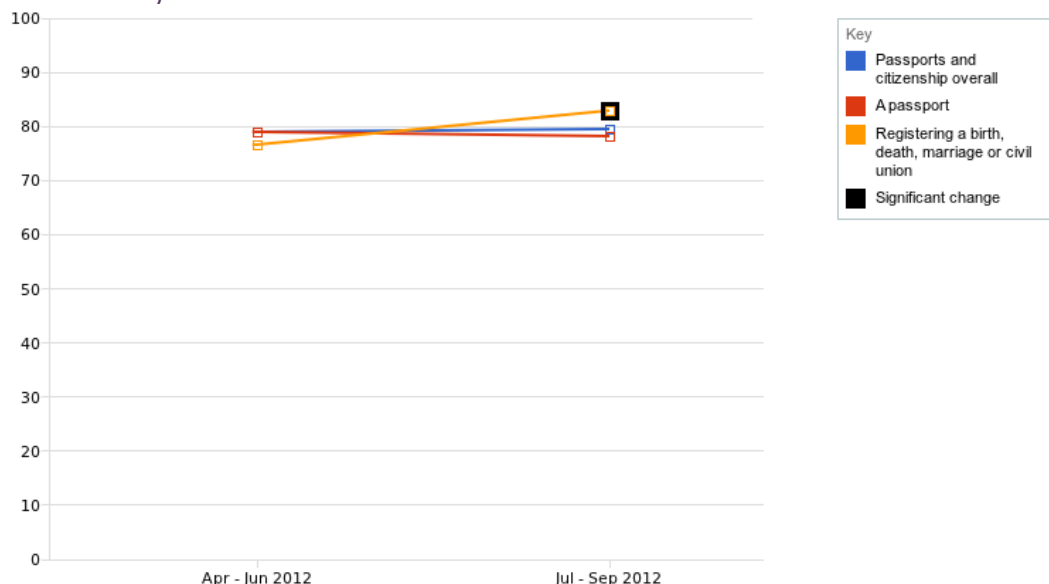
Service		Service Quality Scores			
		2007	2009	June 2012	Sept 2012
	Visited a public library	83	82	85	85
	Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	63	65	68	67
	Your local council about property rates	59	57	56	56
	Your local council about road maintenance	42	45	45	56
	Your local council about a building permit	44	51	55	55
Overall		68	69	73	73

 Indicates a statistically significant increase

Passports & Citizenship

Service quality scores in the Passports & Citizenship group were high in comparison with other service groups. The service quality score for *Registering a birth, death, marriage or civil union* increased significantly by seven points to 83 and is now the the fourth highest service quality score (behind libraries, hunting & fishing licences and NZ Superannuation).

Service Quality Score Trends: Passports & Citizenship (Quarterly from June 2012)

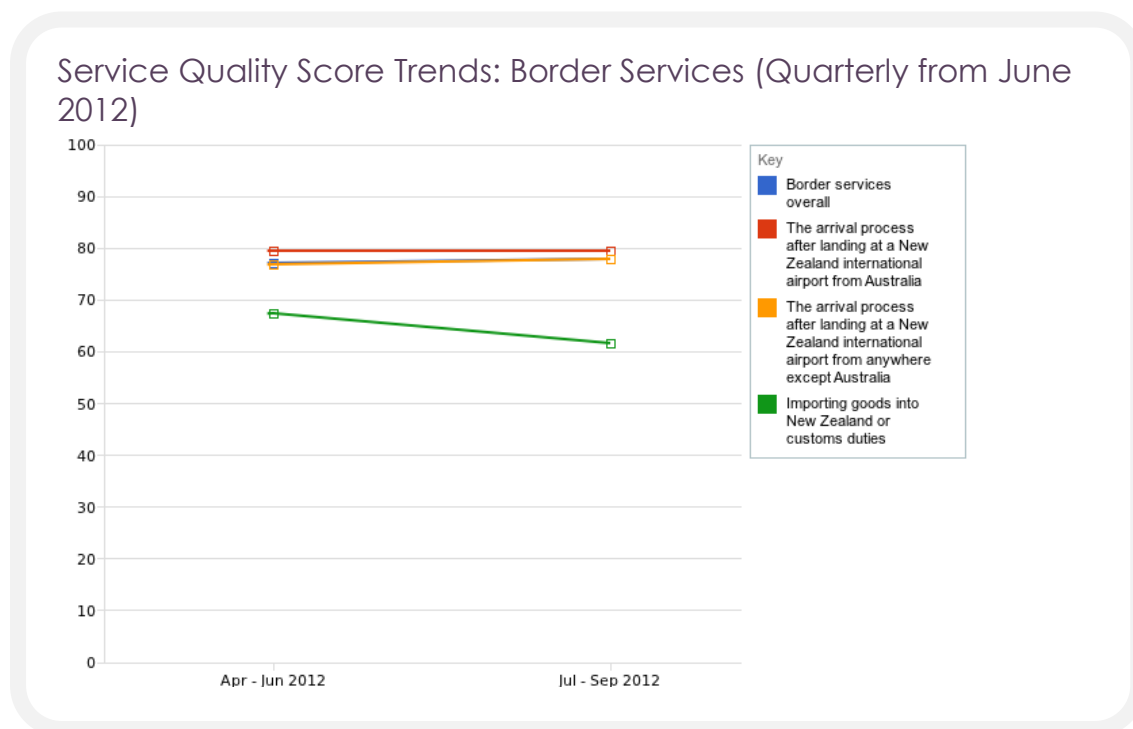


Service		Service Quality Scores			
		2007	2009	June 2012	Sept 2012
■	A passport	76	77	79	78
■	Registering a birth, death, marriage or civil union	72	75	76	83
Overall		75	77	79	79


● Indicates a statistically significant increase

Border Services

The overall service quality score in the Border Services group increased from 77 in June 2012 to 78 in September 2012. The score for *Importing goods into New Zealand or customs duties* dropped back to 2007 levels after increasing significantly in the June quarter. This group is dominated by arrivals from both Australia and the rest of the world, which meant the drop in score for importing goods into New Zealand had very little impact on the overall score for the Border Services group.



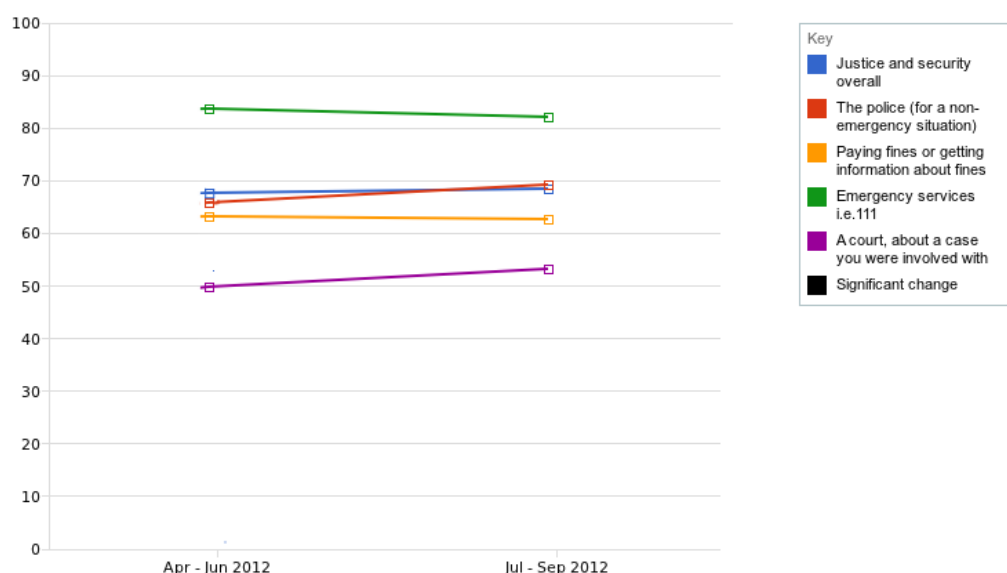
Service		Service Quality Scores			
		2007	2009	June 2012	Sept 2012
	The arrival process after landing at a New Zealand international airport from Australia	.	73		79
	The arrival process after landing at a New Zealand international airport from anywhere except Australia	.	72		78
	Importing goods into New Zealand or customs duties	62	57		61
Overall		62	71	77	78









 Indicates a statistically significant increase


Justice & Security

The service quality score for the Justice & Security group was 68 in the September quarter. The most noticeable improvement in this service group is *The police for a non-emergency situation*. There has been a large improvement in the Justice & Security group since 2009.

Service Quality Score Trends: Justice & Security (Quarterly from June 2012)



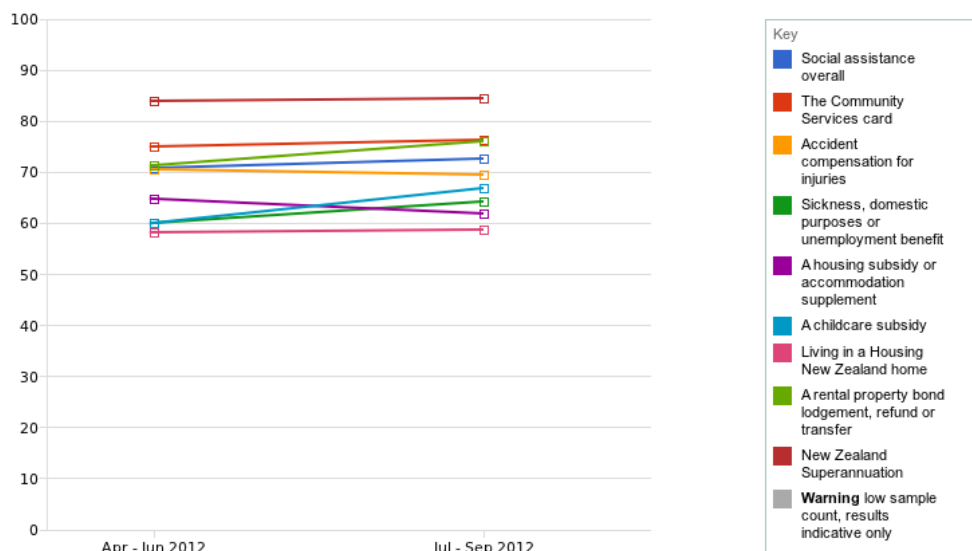
Service		Service Quality Scores			
		2007	2009	June 2012	Sept 2012
	The police (for a non-emergency situation)	62	64	66	69
	Paying fines or getting information about fines	54	 57	 63	62
	Emergency services i.e.111	73	 77	 84	82
	A court, about a case you were involved with	.	52	50	53
Overall		62	63	68	68

 Indicates a statistically significant increase

Social Assistance & Housing

The Social Assistance & Housing service group made another overall improvement from 71 in June 2012 to 73 in September 2012. The largest increases in this group were *benefits, childcare subsidies, and rental bond lodgements, refunds and transfers*.

Service Quality Score Trends: Social Assistance & Housing (2007 to 2012)



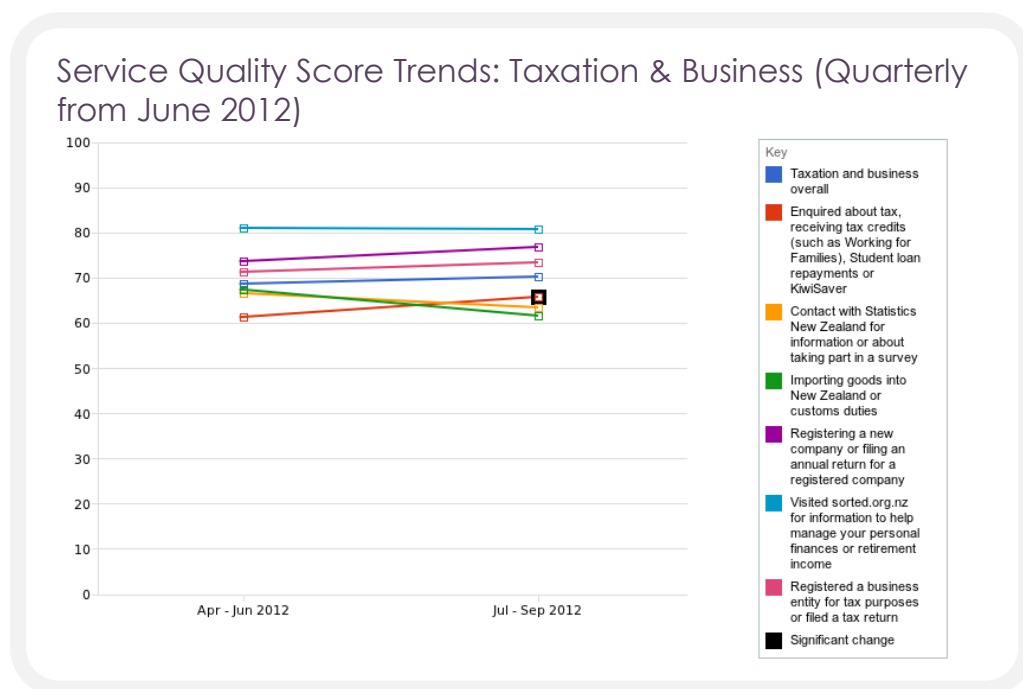
Service		Service Quality Scores			
		2007	2009	June 2012	Sept 2012
	The Community Services card	73	74	75	76
	Accident compensation for injuries	65	64	70	69
	Sickness, domestic purposes or unemployment benefit	59	59	60	64
	A housing subsidy or accommodation supplement	56	62	65	62
	A childcare subsidy	56	65	60	67
	Living in a Housing New Zealand home	.	.	58	59
	A rental property bond lodgement, refund or transfer	.	.	71	76
	New Zealand Superannuation	79	75	84	84
Overall		67	68	71	73

Indicates a statistically significant increase

indicates a statistically significant decrease

Taxation & Business

The service quality score for the Taxation & Business service group increased by one point over the September quarter. This increase was due to a statistically significant improvement in the score for *Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments, or KiwiSaver*.

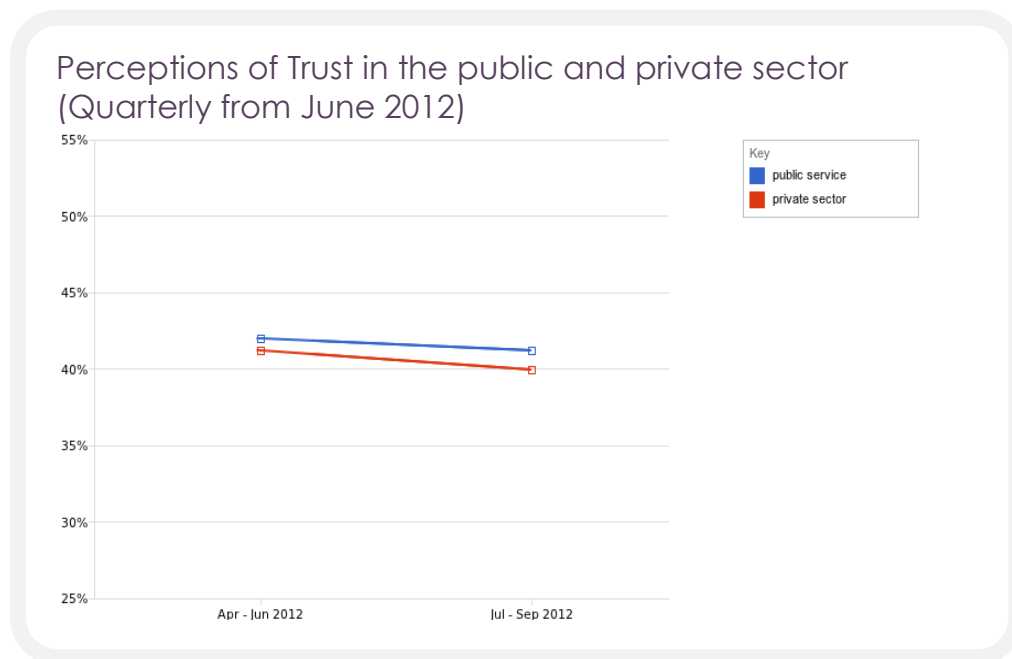


Service		Service Quality Scores			
		2007	2009	June 2012	Sept 2012
	Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	.	59	61	
	Contact with Statistics New Zealand for information or about taking part in a survey	65	67	67	63
	Importing goods into New Zealand or customs duties	62	57		61
	Registering a new company or filing an annual return for a registered company	.	71	74	77
	Visited sorted.org.nz for information to help manage your personal finances or retirement income	.	.	81	81
	Registered a business entity for tax purposes or filed a tax return	.	64		73
Overall		65	62	69	70

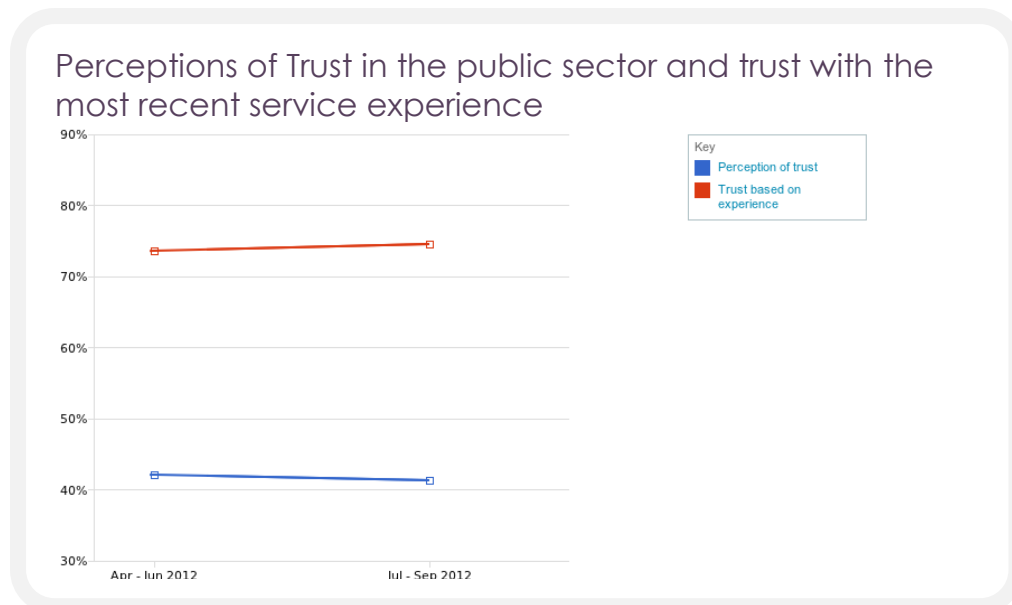
Indicates a statistically significant increase

Trust

Kiwis Count asks respondents “Overall, to what extent do you trust the public service?” and “Overall, to what extent do you trust the private sector?”. Trust in the public service was slightly above the private sector in both the June and September quarters. In the September quarter 42 percent of respondents gave a four or five out of five (where 1 is ‘do not trust them at all’ and 5 is ‘trust them completely’).



As shown in previous *Kiwis Count* surveys, trust is much higher when respondents are asked to think about their most recent experience with public services and to rate their level of agreement with the statement “Overall, you can trust them to do what is right.” In the September quarter, 75 percent of respondents gave either a four or five out of five (where 1 is ‘strongly disagree’ and 5 is ‘strongly agree’).

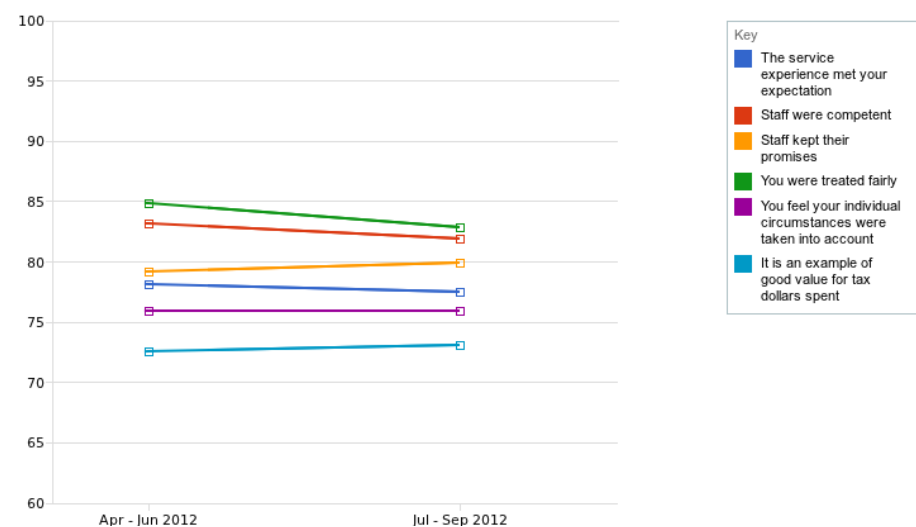


Performance on the Drivers

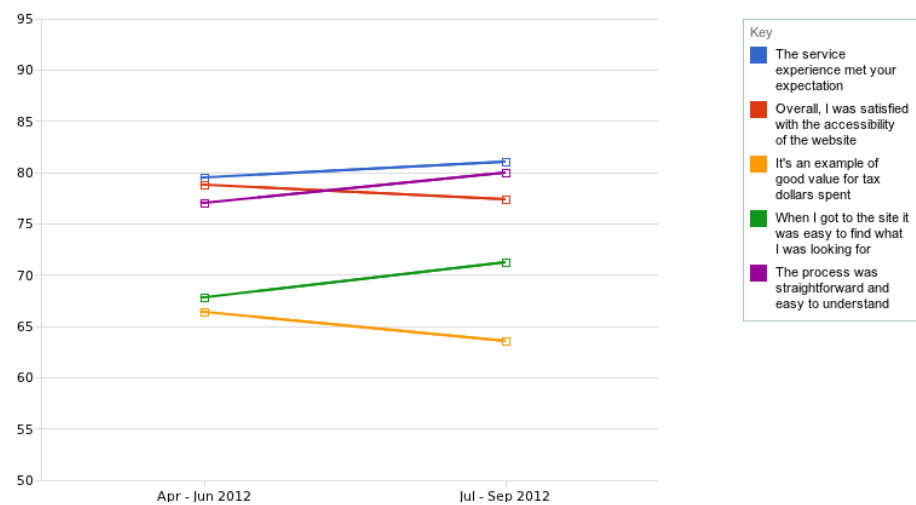
In both 2007 and 2009, researchers asked what aspects of New Zealanders' experience with public services were the most important contributors to their overall satisfaction or dissatisfaction. These are called the 'drivers' of people's satisfaction with public services. The most important single contributor to satisfaction was that the service experience met expectations.

In addition to the general set of drivers for face-to-face service experiences, the New Zealanders Experience Research programme has identified drivers for online service delivery and telephone service delivery. The charts below show the relative ratings for the different sets of drivers and will enable tracking of performance improvements over time.

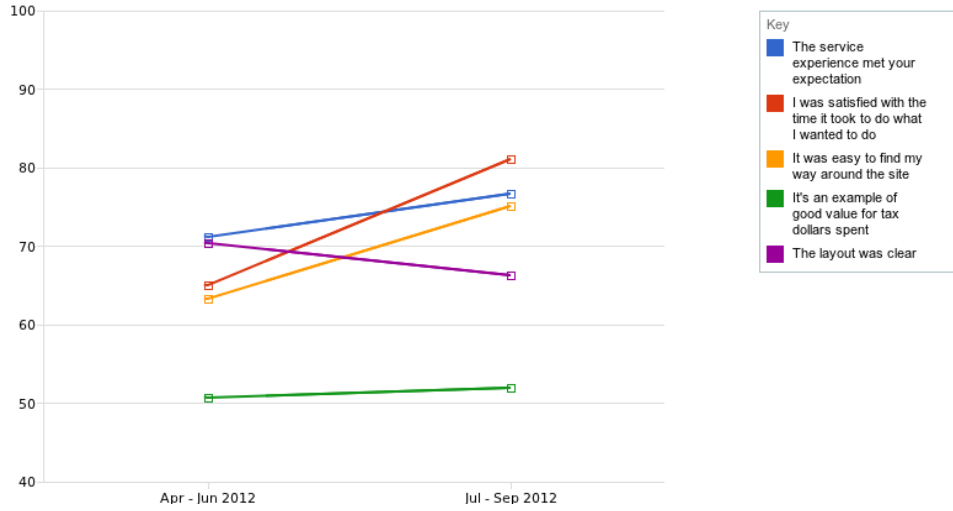
Performance on the Drivers of Satisfaction: Face-to-face



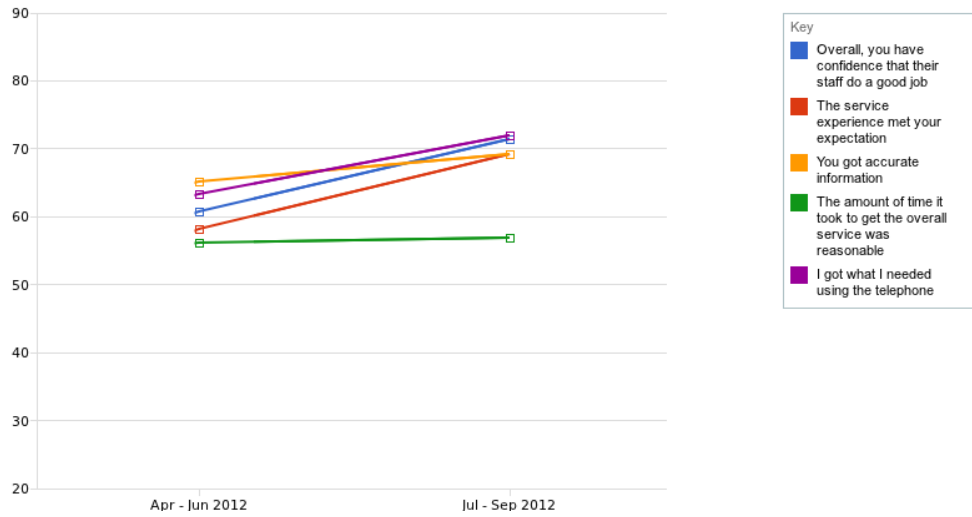
Performance on the Drivers of Satisfaction: Transaction online



Performance on the Drivers of Satisfaction: Looking for information online



Performance on the Drivers of Satisfaction: Telephone



Appendix 1: Usage and Sample Size

Each table shows the percentage of New Zealanders using a service in the previous 12 months and the sample size.

Usage for Environment & Recreation

	2009		June 2012		Sept 2012	
	Number	%	Number	%	Number	%
Visited a national park	1418	38	403	36	434	37
A hunting or fishing license	271	7	80	7	65	6
National environmental issues or the Resources Management Act	255	7	57	5	61	5

Usage for Motor Vehicles

	June 2012		Sept 2012	
	Number	%	Number	%
Obtain, renewed, change or replace a driver licence	259	23	284	23
Licensed or registered a vehicle	801	71	833	72

Usage for Education & Training

	2009		June 2012		Sept 2012	
	Number	%	Number	%	Number	%
A state or state integrated (public) school that your child attends or may attend in the future	1022	27	250	22	251	22
A university, polytechnic or wananga about a course you are attending or may attend in the future	984	26	227	20	238	21
Employment or retraining opportunities	624	17	169	15	148	14
Applying for or receiving a student loan or student allowance	496	13	122	11	136	12
A kindergarten that your child attends or may attend in the future	428	11	87	8	97	8
ERO (Education Review Office) school or early childhood reports	.	.	85	8	95	8

Usage for Health

	2009		June 2012		Sept 2012	
	Number	%	Number	%	Number	%
Received outpatient services from a public hospital (includes A & E)	1462	39	371	33	370	33
Stayed in a public hospital	615	17	171	15	177	15
Obtaining family services or counselling	673	18	76	7	71	6
Used an 0800 number for health information	336	9	133	12	143	12

Usage for Local Government

	2009		June 2012		Sept 2012	
	Number	%	Number	%	Number	%
Visited a public library	2284	61	599	53	652	55
Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	930	25	225	20	221	20
Your local council about property rates	737	20	195	17	202	17
Your local council about road maintenance	401	11	100	9	112	9
Your local council about a building permit	368	10	77	7	83	7

Usage for Passports & Citizenship

	2009		June 2012		Sept 2012	
	Number	%	Number	%	Number	%
A passport	736	20	233	21	294	23
Registering a birth, death, marriage or civil union	362	10	92	8	106	8

Usage for Border Services

	2009		June 2012		September	
	Number	%	Number	%	Number	%
The arrival process after landing at a New Zealand international airport from Australia	958	26	230	21	295	23
The arrival process after landing at a New Zealand international airport from anywhere except Australia	706	19	212	19	242	20
Importing goods into New Zealand or customs duties	187	5	62	6	42	5

Usage for Justice & Security

	2009		June 2012		Sept 2012	
	Number	%	Number	%	Number	%
The police (for a non-emergency situation)	1091	29	219	20	227	20
Paying fines or getting information about fines	795	21	213	19	214	19
Emergency services i.e.111	525	14	137	12	141	12
A court, about a case you were involved with	276	7	61	5	68	6

Usage for Social Assistance & Housing

	2009		June 2012		Sept 2012	
	Number	%	Number	%	Number	%
The Community Services card	920	25	227	20	234	20
Accident compensation for injuries	832	22	199	18	193	18
Sickness, domestic purposes or unemployment benefit	452	12	135	12	123	12
A housing subsidy or accommodation supplement	391	11	104	9	108	9
A childcare subsidy	266	7	57	5	67	6
Living in a Housing New Zealand home	.	.	45	4	40	4
A rental property bond lodgement, refund or transfer	.	.	117	10	115	10
New Zealand Superannuation	548	15	162	14	190	15

Usage for Taxation & Business

	2009		June 2012		Sept 2012	
	Number	%	Number	%	Number	%
Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	1497	40	289	26	322	27
Contact with Statistics New Zealand for information or about taking part in a survey	467	13	97	9	86	8
Importing goods into New Zealand or customs duties	187	5	62	6	42	5
Registering a new company or filing an annual return for a registered company	354	10	82	7	90	7
Visited sorted.org.nz for information to help manage your personal finances or retirement income	.	.	106	9	95	9
Registered a business entity for tax purposes or filed a tax return	604	16	105	9	128	10

Appendix 2: Response Rates

	June 2012	September 2012
Total surveys mailed out (a)	2,592	2,592
Gone no address	96	98
Unable to participate (age, language, health / disability)	37	48
Ineligibles (b)	133	146
Online	620	636
Hardcopy	501	525
Completes (c)	1,121	1,161
Refused (0800 number)	12	17
Did not hear back from	1,311	1,271
Survey not fully completed	15	17
Incomplete eligible (d)	1,338	1,302
Response rate c/(a-b)	46%	47%