

kiwis count

Quarterly update
dec 2013

What is
Kiwis
Count? 

Kiwis Count measures New Zealanders' perceptions of the quality of 42 government services

Each of the services measured is rated in terms of quality by those New Zealanders who have used it in the past 12 months. The results are used to calculate a Service Quality Score. The Service Quality Scores of the 42 services are then combined to give an overall score.

Survey Statistics December Quarter

Sample (n) **1258**

Overall Response Rate **50%**

Completed online **54%**

Overall Service Quality Score

December 2013 : **72**



From 2012 onwards 2000 NZers over a 12 month period are asked about their satisfaction with government services



Statistically Significant Changes

in the current quarter



improved

"Employment or retraining opportunities" service increased 5 points to 63.



decreased

"Importing goods into New Zealand or customs duties" service decreased 8 points to 62.

December 2013 Quarter Overview

The overall Service Quality Score (SQS) has increased at much the same rate over the past six years.

The overall SQS for the December 2013 quarter dropped to 72 which is one point lower than the June 2013 and September 2013 quarters. The decrease is overstated by rounding - the SQS for September 2013 was 72.5 and in December 2013 was 72.2 so the fall in the latest period is in fact, only a decrease of 0.3.

In the December quarter, there were two statistically significant changes in individual service's SQS: one increase and one decrease.

Increased satisfaction with "Employment or retraining opportunities" may reflect improved service provision and /or the improving labour market.

The decrease in satisfaction with "Importing goods into New Zealand or customs duties" may reflect a seasonal change as December 2012 quarter's result for this service was also low. Alternatively, the high September 2013 result may have been an anomaly. If this is the case, the December result would indicate a relatively stable SQS. This story will become clearer as time progresses and more results are measured.



Get the data: <http://www.ssc.govt.nz/kiwis-count-datasets/KiwisCountQuarterlyTables.xls>

Follow the link to download Excel tables for: Service Quality Scores (SQS), usage statistics and response rates. These tables are updated every quarter.

