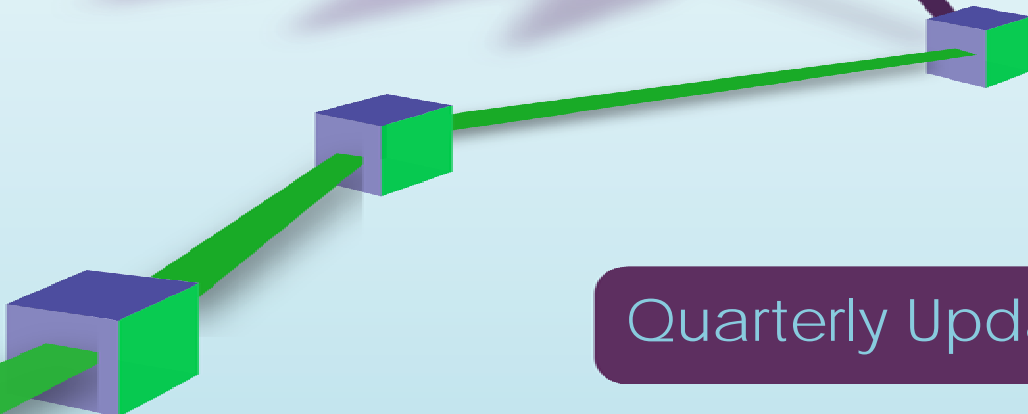


# Kiwis Count



NEW ZEALANDERS' SATISFACTION WITH PUBLIC SERVICES

March 2013 Quarter



Quarterly Update 4

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Published by the State Services Commission  
PO Box 329, Wellington, New Zealand  
June 2013

ISBN: 978-0-478-40956-7



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## Executive Summary

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*Kiwis Count* is a comprehensive survey which measures New Zealanders' satisfaction with 42 frequently used public services. This report is the fourth in a series of quarterly updates from the *Kiwis Count* survey and draws on the experiences of 1,166 New Zealanders who completed the survey between October 2012 and March 2013.

*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 focused on 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. Starting in 2013, *Kiwis Count* includes a module of questions about the ease of transacting with government in the digital environment. This replaces the previous module of questions on channel use and preferences.

The survey is in a transitional phase as it moves from point-in-time to continuous reporting. Until a full cycle of quarterly surveys have been completed, it will not be clear what "normal" is for the year and how variable quarterly results may be.

The overall service quality score for the March 2013 quarter is 72, the same as the June 2012 and December 2012 scores. This suggests the September 2012 quarter score of 74 was either a seasonal variation or an anomaly. These scores are the first quarterly results and follow two point-in-time surveys with results of 68 in 2007 and 69 in 2009.

There are no strong trends, positive or negative, in the March 2013 quarter.

Out of the ten service groups, two (*Health* and *Justice and Security*) improved their scores over the quarter; four maintained their previous scores and four decreased their scores.

Eleven services have improved since December 2012, but no improvement was statistically significant. Nine services maintained their previous score. Twenty two services recorded decreases in service quality, with none being statistically significant.

*Kiwis Count* is part of a wider research initiative, which has developed several evidence based tools which services can use to improve satisfaction. A key way to improve satisfaction is to concentrate on the "drivers" of satisfaction – the short list of things that

### Quick Facts

- *Kiwis Count* measures New Zealanders' satisfaction with **42** public services
- The overall service quality score for March 2013 is **72**. This is the same as the December 2012 quarter result
- **No** service's quality of service score increased or decreased significantly over the quarter

have the greatest impact on satisfaction. A summary of lessons from the wider research initiative, including more information on the “drivers” was included in the December 2012 quarterly report.

This report includes a case study from the Births, Deaths and Marriages service in the Department of Internal Affairs. The case study outlines the improvement initiatives which have seen the service’s satisfaction score steadily improve from 72 in 2007 to scores in the 80s over the last year.



# The Kiwis Count Survey

This report is the fourth in a series of quarterly updates from the *Kiwis Count* survey. The report draws on the experiences of 1,166 New Zealanders who completed *Kiwis Count* between October 2012 and March 2013.

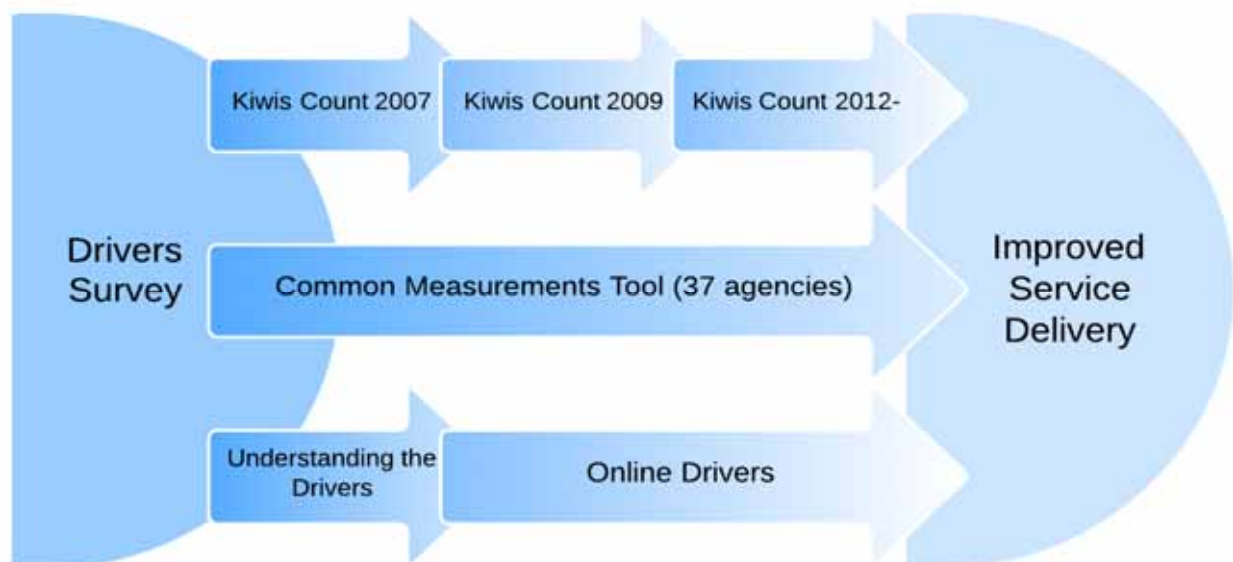
## Background

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. This new way of undertaking *Kiwis Count* will enable trends over time to be examined and early identification of any issues which need to be resolved. This will be more apparent after the June 2013 quarter results when a full year of data has been collected.

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 October 2012 and March 2013 and build on the first three quarterly releases which were published at the end of August 2012, November 2012 and March 2013. 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 three quarterly updates, this update focuses on the core part of *Kiwis Count* – the service quality scores for 42 commonly used services.

The State Services Commission is working on a separate *Channels Report* about 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). This report will be released mid-year.

## 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 only as required to reflect actual changes in services. The modular part of the questionnaire is designed to change as required to focus on service delivery priorities. For the 2012 calendar year the survey included a module of questions on channel use and preferences (as mentioned above). Starting in 2013 a module of questions about the ease of transacting with government in the digital environment replaced the previous module. The new module, developed with the team responsible for Result 10<sup>1</sup> of the Better Public Services<sup>2</sup> programme, will be one of a suite of measures used to report on the progress of Result 10.

### 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

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<sup>1</sup> Result 10 is that “New Zealanders can complete their transactions with the Government easily in a digital environment”.

<sup>2</sup> More information on the Better Public Services programme can be found at <http://www.ssc.govt.nz/better-public-services>. More information on Result 10 can be found at <http://www.dia.govt.nz/Better-Public-Services>.



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 eight percent of respondents now choose to complete the survey online (compared with 17% in 2009 and 8% in 2007).

### Sample size and response rate

The response rate between October 2012 and March 2013 was 48%. Previous response rates were June 2012 (46%), September 2012 (47%) and December 2012 (46%). By the end of March 2013, 2,864 New Zealanders had completed the survey (2,327 over the previous twelve months). 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?				
	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





An important focus in the development and running of the Kiwis Count Survey is achieving and maintaining a high response rate.

There are a number of reasons why maintaining a high response rate is difficult in the current times. Life has become increasingly busy, the number of surveys people receive has increased and they are tending to request more of people's time.<sup>1</sup>

The new ongoing continuous methodology of the Kiwis Count Survey which started in February 2012, has allowed the trial of initiatives to increase and continue a high response rate. These include sending a pen with the hard copy questionnaire, including a sheet of Frequently Asked Questions with the initial invitation letter and constantly reviewing sampling rates to maintain a balance between sample composition and response rate.

These measures, and a comparatively short survey length of 11 minutes, have seen the response rate slowly increase over the period of the survey so far, from 46% for the June 2012 quarter to 48% for the March 2013 quarter. This is a very good response rate and considerably higher than response rates achieved for telephone and online surveys of the general public. We will continue to trial new initiatives for increasing response rate.

Since the Kiwis Count survey began, we have undertaken surveys for other public sector clients using the same methodology. These surveys have varying response rates, from 26% to 52%. The variation is due to a number of factors, including the subject of the survey, the length of the questionnaire, oversampling of difficult to reach groups and the timing of the follow up communications with those who haven't responded.

While most demographic groups' response rates tend to fluctuate from month to month, one particularly interesting response rate trend has appeared – the further south in New Zealand you go, the higher the response rate is likely to be.

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<sup>1</sup> Morton S.M.B et al (2012) *In the 21<sup>st</sup> Century, what is an acceptable response rate?* Australian and New Zealand Journal of Public Health 2012 Vol. 36 No. 2

## March 2013 Quarter Overview

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

*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 service quality score for the March 2013 quarter was 72, the same as the June 2012 and December 2012 scores. This appears to suggest the service quality score for the year is flat and the September 2012 quarter score of 74 was either a seasonal variation or an anomaly. These scores are the first quarterly results and follow two point-in-time surveys with results of 68 in 2007 and 69 in 2009.

The survey is in a transitional phase as it moves from point-in-time to continuous reporting. Until a full cycle of quarterly surveys have been completed, it will not be clear what “normal” is for the year and how variable quarterly results may be.

The State Services Commission has discussed individual results with agencies whose results have gone down over the year and will continue to work with those agencies to diagnose the problem and agree a course of action.

*Kiwis Count* is part of a wider research initiative, which has developed several evidence based tools which agencies can use to improve satisfaction. A key way to improve satisfaction is to concentrate on the “drivers” of satisfaction – the short list of things that have the greatest impact on satisfaction. A summary of lessons from the wider research initiative, including more information on the “drivers” was included in the December 2012 quarterly report.

This report includes a case study from the Births, Deaths and Marriages service in the Department of Internal Affairs. It outlines the improvement initiatives which have resulted in the steady improvement of the service’s service quality score.

Out of the ten service groups, two (*Health* and *Justice and Security*) improved their scores by 1 point over the quarter. Four service groups maintained their previous scores and four decreased over the quarter.

The *Kiwis Count* data collected between October 2012 and March 2013 showed that eleven services improved over the quarter. None of these increases were statistically significant. Twenty two services recorded decreases in service quality, with none being statistically significant. Nine services maintained their previous score.

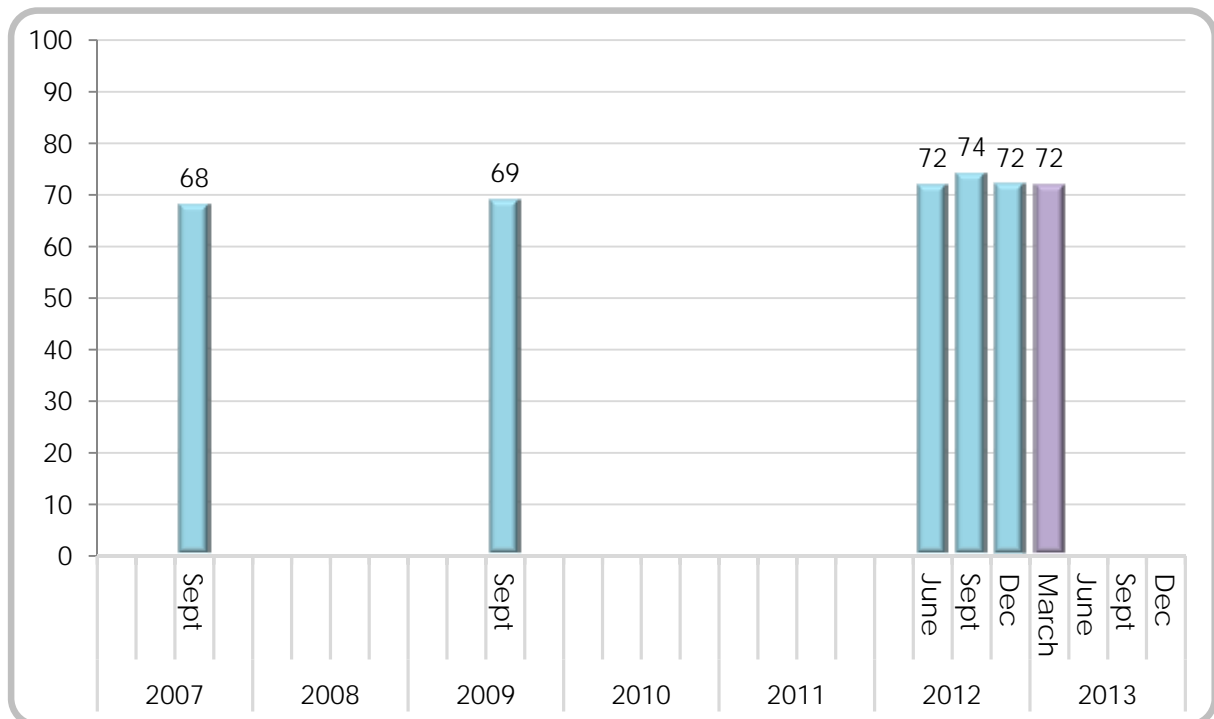
## Service Quality Overall

The overall service quality score for public services between October 2012 and March 2013 was 72, the same as the June 2012 and December 2012 quarters and 2 points lower than the September quarter.

The September quarter's 2 point increase was not statistically significant and rounding to whole numbers slightly overstated the increase. The June figure was 72.3 (rounded down to 72) and the September figure was 73.6 (rounded up to 74) so the actual increase during the September quarter was 1.3 service quality points. The December quarter figure was exactly the same as the June quarter: 72.3. The March 2013 quarter figure was 71.7, or 0.6 points lower than June and December.

The 2012/2013 quarterly surveys show a consistent improvement in satisfaction over the 2007 and 2009 point in time surveys.

### Kiwis Count: Service Quality Trend, All Services (2007 to 2013)



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 begin to be assessed following the June quarter 2013 when year on year comparisons will be possible.

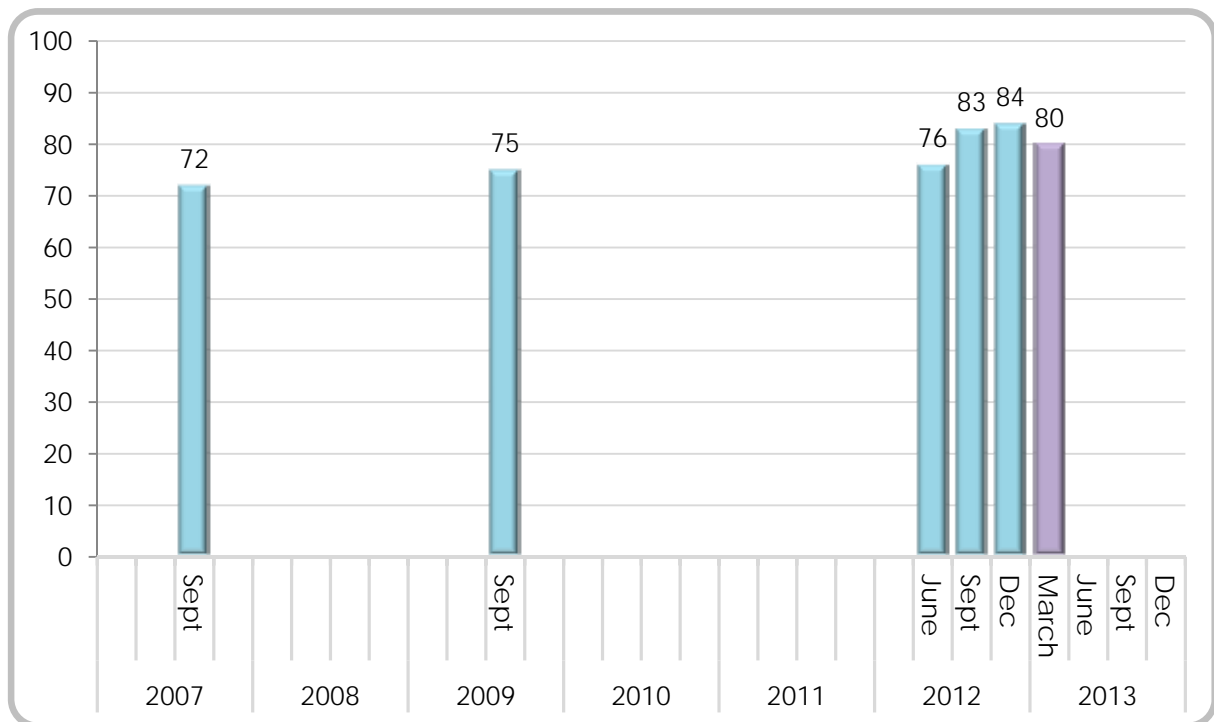
## A Study in Service Quality Improvement

The aim of *Kiwis Count* is to track satisfaction with service quality and help to improve service delivery. There is a tendency for attention to focus on the underperforming aspects of service delivery. The positive stories often go by with little comment.

One way to help improve service delivery is sharing practical examples of successful service improvement initiatives.

The following case study from the Department of Internal Affairs' Births, Deaths and Marriages service tells the story, in their own words, of how a systematic focus on improving service delivery has resulted in its service quality score climbing from 72 in 2007 to scoring in the 80s in the past year.

### Births, Deaths and Marriages: Service Quality Trend (2007 to 2013)



**Births, Deaths and Marriages** has been on a journey of customer service improvement since July 2005 when we moved to an online notification system for multiple death registrations. This service was expanded in February 2012 to cater for single death registrations. More than 80% of deaths are now registered online with death certificates issued within 24 hours. We also allow for any factual errors on an online death registration to be advised directly by the funeral director, without the usual supporting evidence being required.

A 'systems thinking' approach for processing registrations was adopted in 2011 which altered the way our work is now processed. This has delivered significant service improvement to customers.

Prior to systems thinking a customer was contacted by letter if there was a query about an application request or an event registration, such as birth notification. Now the customer is contacted by phone. This allows for a more streamlined approach. Customers are advised at the time that their call is recorded. This allows for a call to be reviewed if a dispute arises with the registered information provided.

Customer phone calls to our contact centre regarding registrations are forwarded directly to the processing team, which in turn leads to a speedier resolution.

These changes have resulted in a faster turnaround time for registering births, deaths, marriages and civil unions. Customers are now issued with their documents, such as certificates, much quicker.

Online receipt of birth notices from hospitals and midwives is also available. We receive approximately 65% of birth notices online, often very soon after the birth has occurred. When the birth notification form is received from the parent, the online notification is already in our system and we can quickly issue a birth certificate.

Registration of Marriages and Civil Unions has remained unchanged since 2007. We are currently working on ways to streamline these processes and the first changes will occur with the implementation of same sex marriage legislation in August this year.

## 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.

Two service groups recorded an increase over the quarter, four maintained their level from the previous quarter and four recorded decreases in service quality.

Service Quality Scores: Service Groups<sup>3</sup>

Service Group	Service Quality Score					Change in SQS (Dec to March)
	2009	June 2012	Sept 2012	Dec 2012	March 2013	
Health	69	71	73	72	73	+1
Justice & Security	63	67	68	65	66	+1
Passports & Citizenship	75	78	79	80	80	0
Border Services	71	77	77	78	78	0
Environment & Recreation	72	75	76	75	75	0
Education & Training	68	69	70	70	70	0
Motor Vehicles	-	79	79	78	77	-1
Local Government	69	72	73	71	70	-1
Social Assistance & Housing	68	70	72	70	69	-1
Taxation & Business	62	68	70	66	64	-2
<b>Service Quality Overall</b>	<b>69</b>	<b>72</b>	<b>74</b>	<b>72</b>	<b>72</b>	<b>0</b>

<sup>3</sup> The service quality group scores have been recalculated because inconsistencies were identified. The calculation of service quality scores for individual services was not affected.

## Individual Services Overview (March 2013 Quarter)

110

Increased

The *Kiwis Count* data collected between October 2012 and March 2013 showed that 11 services improved since the previous quarter. None of these increases were statistically significant (7 services improved in the December quarter, with none of those increases being statistically significant).

09

No change

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

220

Decreased

Twenty two services recorded decreases in service quality. None of these decreases were statistically significant.

No services recorded significant changes in the quality of service between December 2012 and March 2013.

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.



# Service Quality for Individual Services

## Environment & Recreation

The overall service quality score for the Environment & Recreation group stayed the same as the June 2012 and December 2012 scores and, at 75, is above the survey average of 72. The score for the service *National environmental issues or the Resource Management Act* declined in December 2012 after a large increase in its September 2012 score. This decline continued further in March 2013 dropping this service's score to the lowest score this service has received. This is also the lowest score of any service this quarter. The score for *A hunting or fishing license* dropped back this quarter but, at 80, has maintained the significant increase this service received in June 2012. Visits to national parks are the majority of interactions in this service group and this quarter its score returned to its June 2012 and September 2012 score.

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



Service	Service Quality Scores					
	2007	2009	June 2012	Sept 2012	Dec 2012	Mar 2013
Visited a national park	79	76↘	78	78	77	78
A hunting or fishing license	77	72↘	80↗	84	83	80
National environmental issues or the Resources Management Act	41	48↗	42	51	45	37
<b>Overall</b>	74	72	75	76	75	75

↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

## Motor Vehicles

The overall service quality score for the Motor Vehicles group decreased 1 point to 77. This is the third highest group score for the March 2013 quarter (after Passports and the Border Services group). The score for both individual services each decreased a further point on the December scores. The overall change is not statistically significant and the service group score remains five points above the survey average.

Service Quality Score Trends: Motor Vehicles (Quarterly from June 2012)

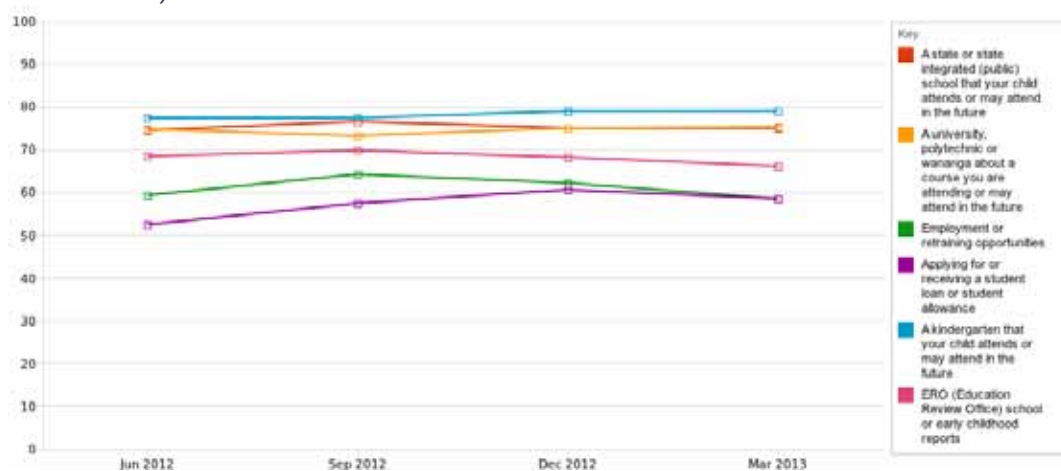


Service		Service Quality Scores			
		June 2012	Sept 2012	Dec 2012	March 2013
<span style="color: red;">■</span>	Obtain, renewed, change or replace a driver licence	75	73	72	71
<span style="color: orange;">■</span>	Licensed or registered a vehicle	80	81	80	79
<b>Overall</b>		79	79	78	77

## Education & Training

The overall service quality score for the Education & Training group was maintained at 70 and is below the survey average. Three services maintained their scores over the quarter. Service quality scores for the other three services decreased over the quarter. None of the declines were statistically significant.

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



Service	Service Quality Scores					
	2007	2009	June 2012	Sept 2012	Dec 2012	March 2013
<span style="color: red;">■</span> A state or state integrated (public) school that your child attends or may attend in the future	77	72 <span style="color: red;">↘</span>	74	77	75	75
<span style="color: orange;">■</span> A university, polytechnic or wananga about a course you are attending or may attend in the future	70	70	75 <span style="color: green;">↗</span>	73	75	75
<span style="color: green;">■</span> Employment or retraining opportunities	64	61	59	64	62	58
<span style="color: purple;">■</span> Applying for or receiving a student loan or student allowance	.	59	52 <span style="color: red;">↘</span>	57	60	58
<span style="color: blue;">■</span> A kindergarten that your child attends or may attend in the future	73	76	77	77	79	79
<span style="color: pink;">■</span> ERO (Education Review Office) school or early childhood reports	.	.	68	70	68	66
<b>Overall</b>	72	68	69	70	70	70

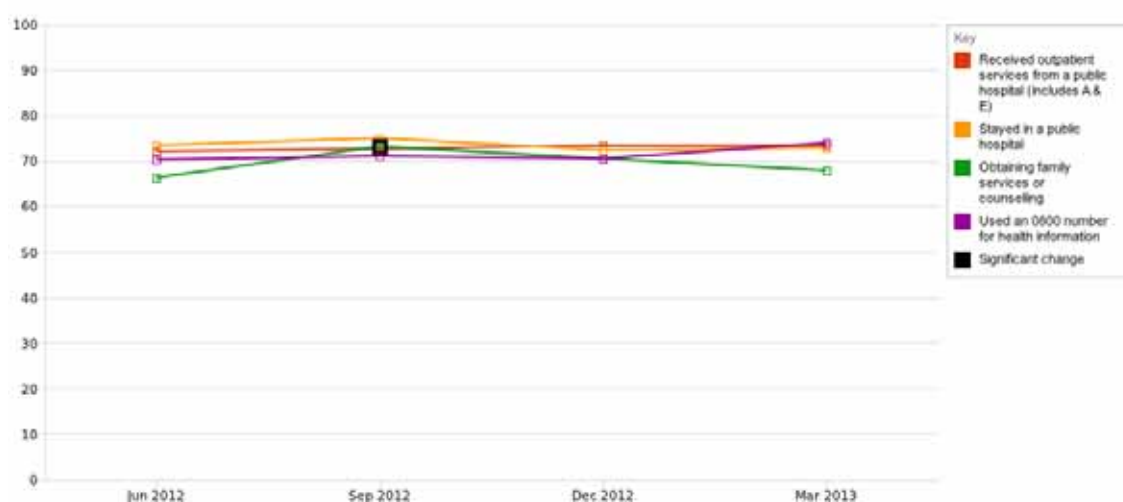
↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

## Health

The overall service quality score for the Health group increased 1 point to 73, slightly above the survey average. The score for *Used an 0800 number for health information* had a 3 point increase over the quarter. Two individual services in this group (*Outpatient services* and *Stayed in a Public Hospital*) maintained the scores achieved through the year. *Obtaining family services or counselling* decreased a further 3 points on its 2 point decline in December. However, its March 2013 score of 68 is higher than its June 2012 score.

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



Service	Service Quality Scores					
	2007	2009	June 2012	Sept 2012	Dec 2012	March 2013
Received outpatient services from a public hospital (includes A & E)	69	68	72↗	73	73	73
Stayed in a public hospital	68	71↗	73	75	72	73
Obtaining family services or counselling	68	65	66	73↗	71	68
Used an 0800 number for health information	67	70↗	70	71	71	74
<b>Overall</b>	68	69	71	73	72	73

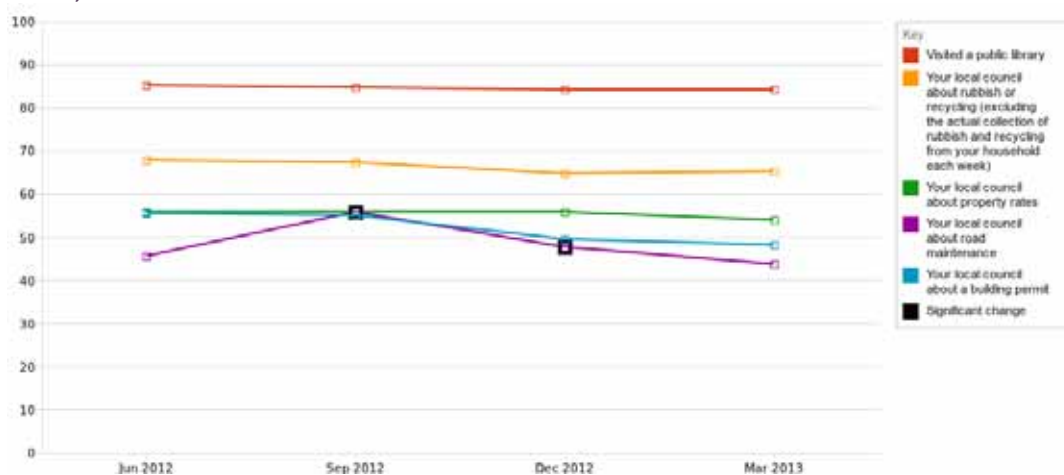
↗ Indicates a statistically significant increase

↘ indicates a statistically significant

## Local Government

The overall service quality score for the Local Government group dropped 1 point to 70 and is below the survey average. Three of the five services (which have relatively low levels of service quality) continued the decreases they experienced in the December quarter. *Visited a public library* accounts for the majority of interactions in this service group and, with a service quality score of 84, has the highest individual service quality score for the quarter. The high individual score and quantity of interactions for *Visited a Public Library* take the overall service quality score for Local Government up to nearly the survey average.

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



Service		Service Quality Scores					
		2007	2009	June 2012	Sept 2012	Dec 2012	March 2013
<span style="color: red;">■</span>	Visited a public library	83	82	<b>85</b> ↗	85	84	84
<span style="color: orange;">■</span>	Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	63	65	68	67	65	65
<span style="color: green;">■</span>	Your local council about property rates	59	57	56	56	56	54
<span style="color: purple;">■</span>	Your local council about road maintenance	42	45	45	<b>56</b> ↗	<b>48</b> ↘	44
<span style="color: blue;">■</span>	Your local council about a building permit	44	<b>51</b> ↗	55	55	50	48
<b>Overall</b>		68	69	72	73	71	70

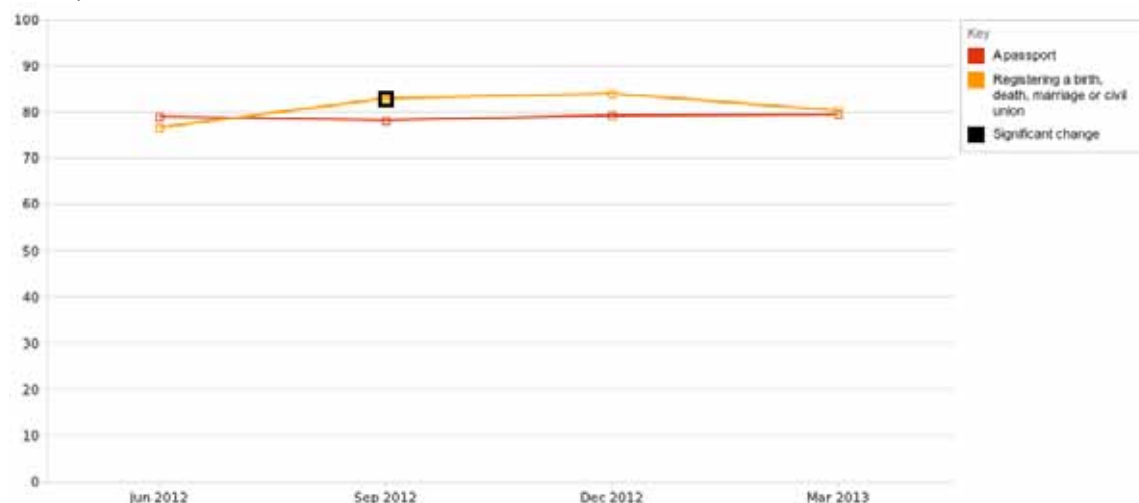
↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

## Passports & Citizenship

The overall service quality score for the Passports & Citizenship group was maintained at 80. This is high in comparison with the other service groups. It has the highest score overall and is 8 points higher than the service group average.

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



Service		Service Quality Scores					
		2007	2009	June 2012	Sept 2012	Dec 2012	March 2013
<span style="color: red;">■</span>	A passport	76	77	79	78	79	79
<span style="color: orange;">■</span>	Registering a birth, death, marriage or civil union	72	75	76	<b>83</b> ↗	84	80
<b>Overall</b>		75	75	78	79	80	80

↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

## Border Services

The overall service quality score in the Border Services group maintained its score and has the second highest group score at 78. The scores for all services within this group increased significantly in June 2012. Arrival processes have continued to improve over the year. The score for *Importing goods into New Zealand or customs duties* dropped in September 2012 from a significant increase in June 2012, was stable in December 2012 and increased 2 points in the March 2013 quarter.

Service Quality Score Trends: Border Services (Quarterly from June 2012)



Service		Service Quality Scores					
		2007	2009	June 2012	Sept 2012	Dec 2012	March 2013
<span style="color: red;">■</span>	The arrival process after landing at a New Zealand international airport from Australia	.	73	<b>79</b> ↗	79	79	80
<span style="color: orange;">■</span>	The arrival process after landing at a New Zealand international airport from anywhere except Australia	.	72	<b>77</b> ↗	78	80	81
<span style="color: green;">■</span>	Importing goods into New Zealand or customs duties	62	57	<b>67</b> ↗	61	61	63
<b>Overall</b>		62	71	77	77	78	78

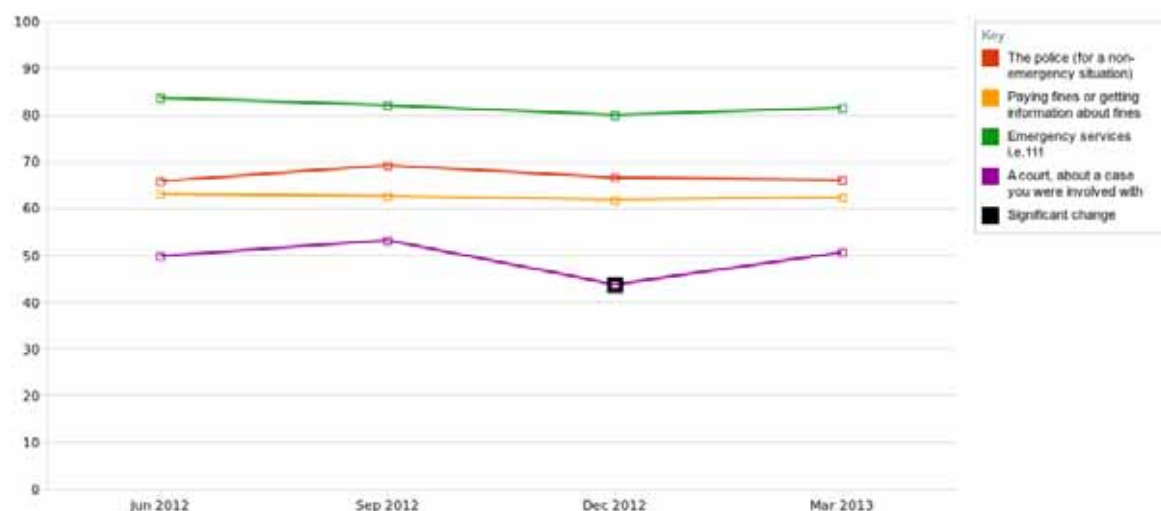
↗ Indicates a statistically significant increase    ↘ indicates a statistically significant decrease



## Justice & Security

The overall service quality score for the Justice & Security group increased 1 point to 66 in the March 2013 quarter. *A court, about a case you were involved with* which received the lowest service quality score of all services (44) in December 2012 increased 6 points to 50 in the March 2013 quarter. This is closer to its historic level.

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



Service	Service Quality Scores					
	2007	2009	June 2012	Sept 2012	Dec 2012	March 2013
<span style="color: red;">■</span> The police (for a non-emergency situation)	62	64	66	69	67	66
<span style="color: orange;">■</span> Paying fines or getting information about fines	54	57 ↗	63 ↗	62	62	62
<span style="color: green;">■</span> Emergency services i.e.111	73	77 ↗	84 ↗	82	80	81
<span style="color: purple;">■</span> A court, about a case you were involved with	.	52	50	53	44 ↘	50
<b>Overall</b>	62	63	67	68	65	66

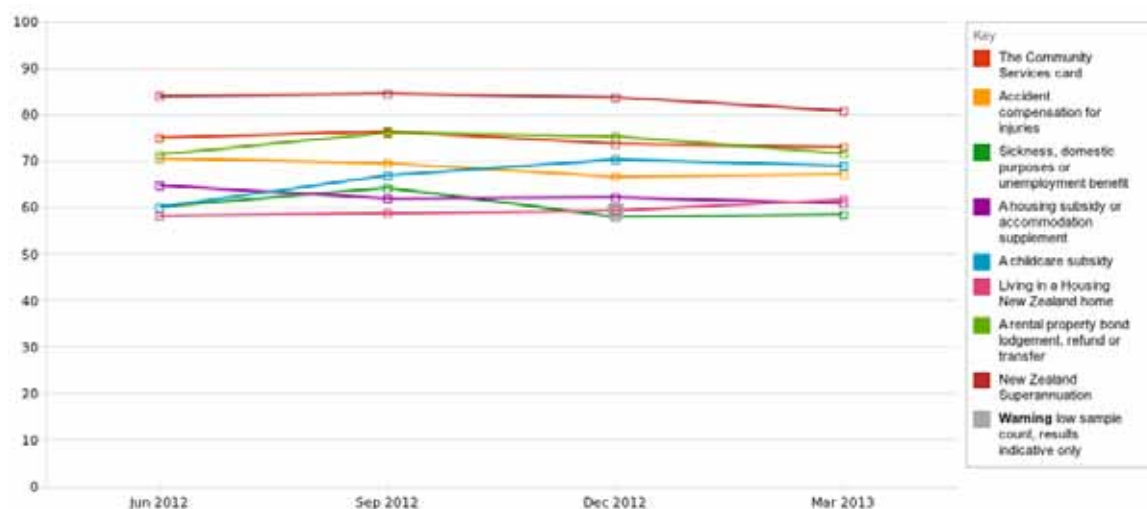
↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

## Social Assistance & Housing

The Social Assistance & Housing service group decreased a point in March 2013 to 69. This is a further decline on the 2 point decline of December 2012. However, this is higher than the 2007 and 2009 scores. *Living in a Housing New Zealand home* had a 3 point increase in the March 2013 quarter. Two other services dropped 3 points from their December scores (*New Zealand Superannuation* and *A rental property bond lodgement, refund or transfer*). The other five services scored within 1 point of their December score.

Service Quality Score Trends: Social Assistance & Housing (Quarterly from June 2012)



Service	Service Quality Scores					
	2007	2009	June 2012	Sept 2012	Dec 2012	March 2013
<span style="color: red;">■</span> The Community Services card	73	74	75	76	74	73
<span style="color: orange;">■</span> Accident compensation for injuries	65	64	70↗	69	66	67
<span style="color: green;">■</span> Sickness, domestic purposes or unemployment benefit	59	59	60	64	58	58
<span style="color: purple;">■</span> A housing subsidy or accommodation supplement	56	62↗	65	62	62	61
<span style="color: blue;">■</span> A childcare subsidy	56	65↗	60	67	70	69
<span style="color: pink;">■</span> Living in a Housing New Zealand home	.	.	58	59	59	62
<span style="color: lightgreen;">■</span> A rental property bond lodgement, refund or transfer	.	.	71	76	75	72
<span style="color: red;">■</span> New Zealand Superannuation	79	75↘	84↗	84	84	81
<b>Overall</b>	<b>67</b>	<b>68</b>	<b>70</b>	<b>72</b>	<b>70</b>	<b>69</b>

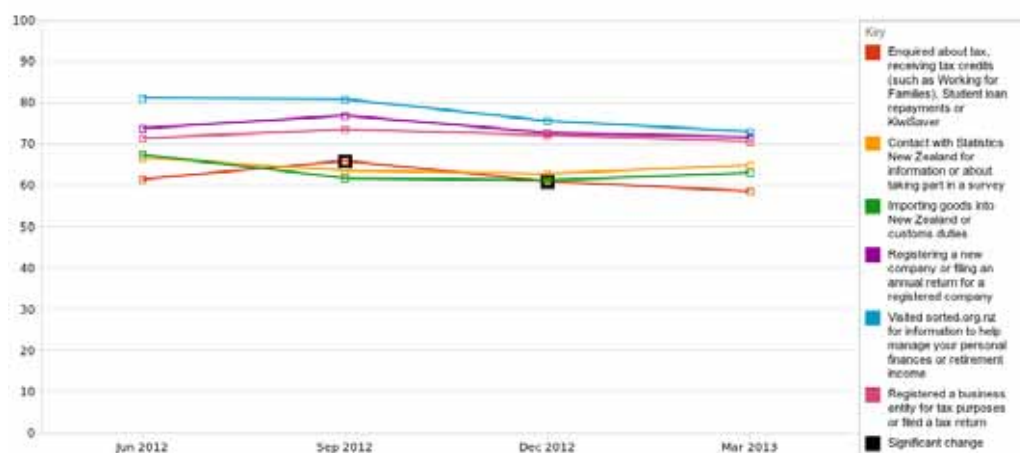
↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

## Taxation & Business

In March 2013, the overall service quality score for the Taxation & Business service group decreased a further 2 points on the 4 point December quarter decline so that it had the lowest service group score at 64. *Contact with Statistics New Zealand* and *Importing goods into New Zealand or customs duties* had individual increases of 2 points in the March 2013 quarter. All other individual services declined. *Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments, or KiwiSaver* had a significant increase in September 2012. This was reversed with a significant decline in December 2012. In March 2013 this service declined a further 3 points to 58. This is similar to its score in 2009.

Service Quality Score Trends: Taxation & Business (Quarterly from June 2012)



Service	Service Quality Scores					
	2007	2009	June 2012	Sept 2012	Dec 2012	March 2013
Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	.	59	61	66 <sup>↗</sup>	61 <sup>↘</sup>	58
Contact with Statistics New Zealand for information or about taking part in a survey	65	67	67	63	63	65
Importing goods into New Zealand or customs duties	62	57	67 <sup>↗</sup>	61	61	63
Registering a new company or filing an annual return for a registered company	.	71	74	77	73	72
Visited sorted.org.nz for information to help manage your personal finances or retirement income	.	.	81	81	75	73
Registered a business entity for tax purposes or filed a tax return	.	64	71 <sup>↗</sup>	73	72	70
<b>Overall</b>	<b>65</b>	<b>62</b>	<b>68</b>	<b>70</b>	<b>66</b>	<b>64</b>

<sup>↗</sup> Indicates a statistically significant increase    <sup>↘</sup> indicates a statistically significant decrease

## 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.

Please note that the figures reported in the following tables reported unweighted figures. This is a change from previous quarterly reports where weighted figures were reported.

### Usage for Environment & Recreation

	2009		June 2012		Sept 2012		Dec 2012		Mar 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
Visited a national park	38%	1418	36%	386	37%	430	37%	404	36%	408
A hunting or fishing license	7%	271	7%	80	6%	72	8%	79	9%	92
National environmental issues or the Resources Management Act	7%	255	5%	54	5%	62	5%	59	4%	51

### Usage for Motor Vehicles

	2009		June 2012		Sept 2012		Dec 2012		Mar 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
Obtain, renewed, change or replace a driver licence	.	.	23%	264	24%	277	23%	242	21%	232
Licensed or registered a vehicle	.	.	71%	804	72%	850	71%	795	69%	806

## Usage for Education & Training

	2009		June 2012		Sept 2012		Dec 2012		Mar 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
A state or state integrated (public) school that your child attends or may attend in the future	27%	1022	22%	253	22%	253	19%	220	19%	225
A university, polytechnic or wananga about a course you are attending or may attend in the future	26%	984	20%	229	21%	203	21%	192	19%	200
Employment or retraining opportunities	17%	624	15%	162	13%	131	13%	113	13%	136
Applying for or receiving a student loan or student allowance	13%	496	11%	122	12%	117	12%	105	10%	96
A kindergarten that your child attends or may attend in the future	11%	428	8%	80	8%	88	8%	78	9%	86
ERO (Education Review Office) school or early childhood reports	.	.	8%	88	8%	103	7%	85	8%	96

## Usage for Health

	2009		June 2012		Sept 2012		Dec 2012		Mar 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
Received outpatient services from a public hospital (includes A & E)	39%	1462	33%	386	32%	392	35%	404	36%	424
Stayed in a public hospital	17%	615	15%	178	15%	185	14%	168	14%	183
Obtaining family services or counselling	18%	673	7%	82	6%	65	7%	72	7%	79
Used an 0800 number for health information	9%	336	12%	143	12%	139	13%	136	13%	142

## Usage for Local Government

	2009		June 2012		Sept 2012		Dec 2012		Mar 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
Visited a public library	61%	2284	53%	609	56%	660	58%	648	55%	644
Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	25%	930	20%	223	19%	209	16%	183	19%	222
Your local council about property rates	20%	737	17%	192	17%	199	17%	198	17%	199
Your local council about road maintenance	11%	401	9%	98	10%	112	8%	95	9%	101
Your local council about a building permit	10%	368	7%	85	7%	86	7%	79	6%	75

## Usage for Passports & Citizenship

	2009		June 2012		Sept 2012		Dec 2012		Mar 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
A passport	20%	736	21%	239	25%	278	23%	250	19%	226
Registering a birth, death, marriage or civil union	10%	362	8%	84	9%	82	7%	69	9%	82

## Usage for Border Services

	2009		June 2012		Sept 2012		Dec 2012		Mar 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
The arrival process after landing at a New Zealand international airport from Australia	26%	958	20%	250	25%	306	28%	305	24%	281
The arrival process after landing at a New Zealand international airport from anywhere except Australia	19%	706	19%	205	21%	226	22%	220	21%	230
Importing goods into New Zealand or customs duties	5%	187	6%	56	4%	38	4%	43	7%	70



## Usage for Justice & Security

	2009		June 2012		Sept 2012		Dec 2012		Mar 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
The police (for a non-emergency situation)	29%	1091	20%	228	20%	232	23%	249	24%	256
Paying fines or getting information about fines	21%	795	19%	218	18%	203	19%	184	19%	202
Emergency services i.e.111	14%	525	12%	136	12%	137	13%	131	14%	142
A court, about a case you were involved with	7%	276	5%	71	6%	66	7%	66	7%	63

## Usage for Social Assistance & Housing

	2009		June 2012		Sept 2012		Dec 2012		Mar 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
The Community Services card	25%	920	20%	238	20%	227	19%	203	19%	215
Accident compensation for injuries	22%	832	18%	188	17%	200	18%	212	19%	221
Sickness, domestic purposes or unemployment benefit	12%	452	12%	145	11%	118	11%	108	11%	117
A housing subsidy or accommodation supplement	11%	391	9%	108	9%	99	8%	86	8%	92
A childcare subsidy	7%	266	5%	57	6%	58	6%	53	5%	48
Living in a Housing New Zealand home	.	.	4%	52	3%	39	4%	33	5%	39
A rental property bond lodgement, refund or transfer	.	.	10%	112	10%	108	9%	94	9%	101
New Zealand Superannuation	15%	548	14%	184	16%	230	17%	229	16%	226

## Usage for Taxation & Business

	2009		June 2012		Sept 2012		Dec 2012		Mar 2013	
	%	Number	%	Number	%	Number	%	Number	%	Number
Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	40%	1497	26%	270	28%	298	30%	295	26%	266
Contact with Statistics New Zealand for information or about taking part in a survey	13%	467	9%	105	7%	89	7%	82	9%	104
Importing goods into New Zealand or customs duties	5%	187	6%	56	4%	38	4%	43	7%	70
Registering a new company or filing an annual return for a registered company	10%	354	7%	74	8%	82	8%	83	7%	90
Registered a business entity for tax purposes or filed a tax return	16%	604	9%	110	11%	128	11%	125	9%	109
Visited sorted.org.nz for information to help manage your personal finances or retirement income	.	.	9%	104	8%	95	8%	83	8%	81



## Appendix 2: Response Rates

	June 2012	September 2012	December 2012	March 2013
<b>Total surveys mailed out (a)</b>	2,592	2,592	2,592	2,592
Gone no address	96	98	117	127
Unable to participate (age, language, health / disability)	37	48	62	55
<b>Ineligibles (b)</b>	133	146	179	182
Online	620	636	642	681
Hardcopy	501	525	463	485
<b>Completes (c)</b>	1,121	1,161	1,105	1,166
Refused (0800 number)	12	17	17	12
Did not hear back from	1,311	1,271	1,282	1,228
Survey not fully completed	15	14	12	11
<b>Incomplete eligible (d)</b>	1,338	1,302	1,311	1,251
<b>Response rate c/(a-b)</b>	46%	47%	46%	48%