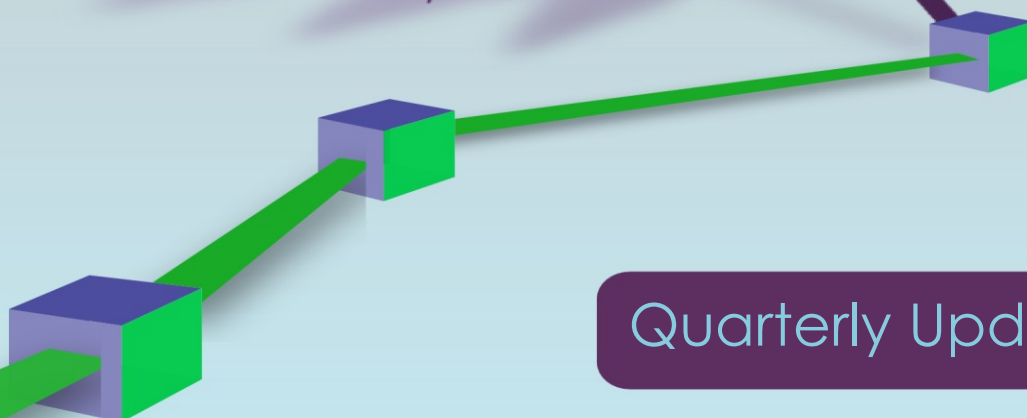


Kiwis Count



NEW ZEALANDERS' SATISFACTION WITH PUBLIC SERVICES

December 2012 Quarter



Quarterly Update 3

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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 third in a series of quarterly updates from the *Kiwis Count* survey and draws on the experiences of 1,105 New Zealanders who completed the survey between July 2012 and December 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. 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 overall satisfaction score for the December 2012 quarter was 72 dropping back to the June 2012 quarter score after a 2-point increase in the September 2012 quarter. The June, September and December 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. In other words, it is unclear whether the decrease in the December score is due to seasonal variation, or if the underlying satisfaction trend is flat with the September score being an anomaly.

The State Services Commission will be discussing this result with agencies. If the results turn out to be the beginning of a downward trend, the State Services Commission will be working with 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 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 have the greatest impact on satisfaction. A summary of lessons from the wider research initiative, including more information on the "drivers" is included in this report.

Quick Facts

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

Out of the ten service groups, one (*Passports and Citizenship*) improved its score over the quarter; three maintained their previous scores and six decreased their scores.

Seven services have improved since September 2012, but no improvement was statistically significant. Twenty five services recorded decreases in service quality, with three decreases being statistically significant. Ten services maintained their previous score.

The latest results from Canada's 2012 *Citizens First* survey (on which *Kiwis Count* is based) show an overall service quality score of 74, up from 72 in the previous survey.



The Kiwis Count Survey

This report is the third in a series of quarterly updates from the *Kiwis Count* survey. The report draws on the experiences of 1,105 New Zealanders who completed *Kiwis Count* between July 2012 and December 2012.

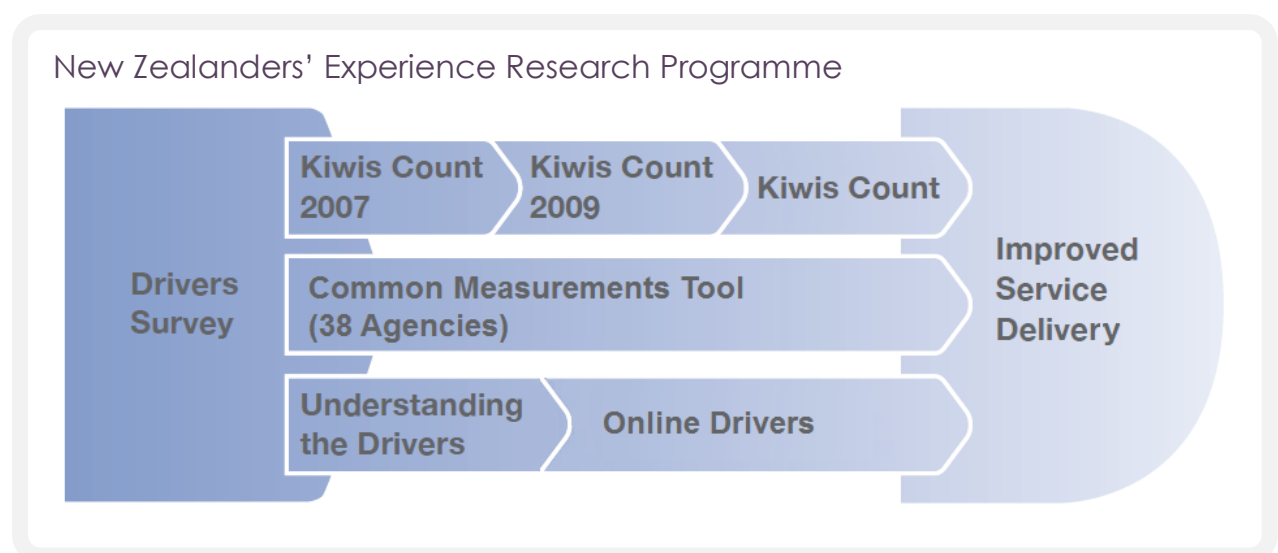
Background

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. 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 2012 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 July 2012 and December 2012 and builds on the first and second quarterly releases which were published at the end of August 2012 and November 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 and second quarterly updates, this update focuses on the core part of *Kiwis Count* – the service quality ratings for 42 commonly used services. New information on the latest results from Canada's 2012 *Citizens First* survey (on which *Kiwis Count* is based) and commentary from Nielsen (the international research company who run *Kiwis Count*) on international trends in customer satisfaction are also included in this update.

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 soon.

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 10¹ of the Better Public Services² programme, will be one of a suite of measures used to report on the progress of Result 10.

¹ Result 10 is that "New Zealanders can complete their transactions with the Government easily in a digital environment".

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

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 eight 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 July 2012 and December 2012 was 46%, similar to the response rates in the six months to June 2012 (46%) and September 2012 (47%). By the end of December 2012, 2,226 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



December 2012 Quarter Overview

This report is the third in a series of quarterly updates from the redesigned *Kiwis Count* survey. The next update is scheduled for release around May 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 satisfaction score for the December 2012 quarter was 72 dropping back to the June 2012 quarter score after a 2-point increase in the September 2012 quarter. The June, September and December 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. In other words, it is unclear whether the decrease in the December score is due to seasonal variation, or if the underlying satisfaction trend is flat with the September score being an anomaly.

The State Services Commission will be discussing this result with agencies. If the results turn out to be the beginning of a downward trend, the State Services Commission will be working with 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 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 have the greatest impact on satisfaction. A summary of lessons from the wider research initiative, including more information on the “drivers” is included in this report.

One service group, *Passports and Citizenship*, improved its score over the quarter. It recorded an increase of 2 points over the previous quarter. The scores of six service groups decreased over the quarter.

The *Kiwis Count* data collected between July 2012 and December 2012 showed that seven individual services improved over the quarter. None of these increases were statistically significant (compared to 24 service improvements with four statistically significant increases in the previous quarter).

Twenty five services recorded decreases in service quality, with three decreases being statistically significant (*A court, about a case you were involved with; Your local council about road maintenance; Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver*). Ten services maintained their previous score.

This third update also contains new information on the latest results from Canada's 2012 *Citizens First* survey (on which *Kiwis Count* is based) which show an overall service quality score of 74, up from 72 in the previous survey (which was completed in 2008). In addition, Nielsen (the international research company who run *Kiwis Count*) provides a summary of international trends and a comparison with the private sector. In the US, citizen satisfaction with services provided by the federal government has increased for the second year running. The UK Customer Satisfaction Survey reports steady growth in satisfaction over the past four years.



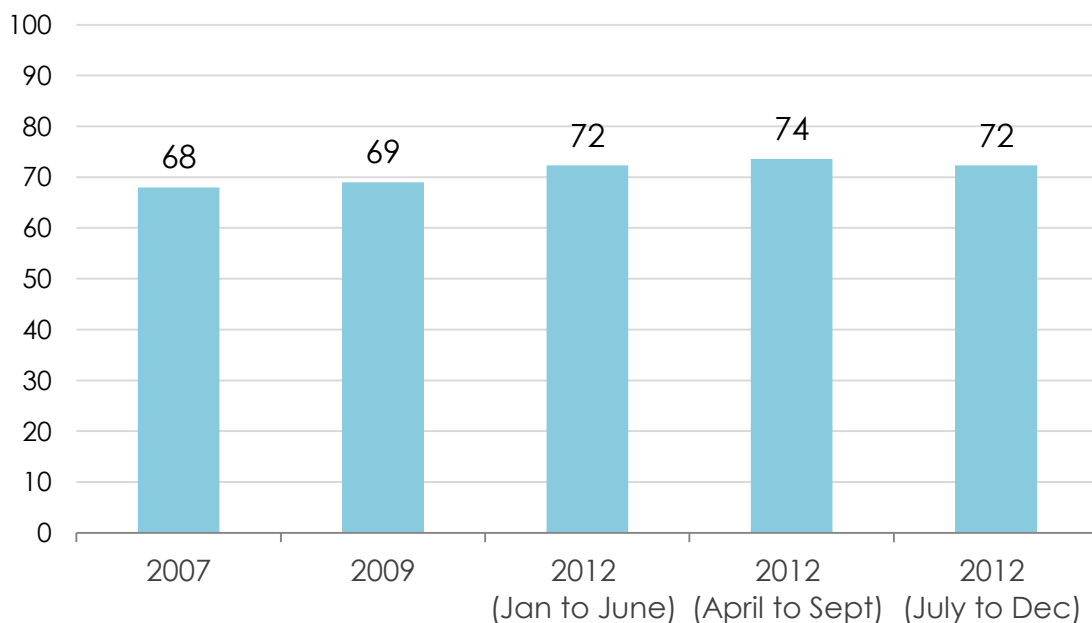
Service Quality Overall

The overall service quality score for public services between July and December 2012 was 72, a decrease over the previous score of 74 (September quarter) and the same as the June quarter.

Last quarter it was noted that that quarter's 2-point increase was not statistically significant and that 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 is exactly the same as the June quarter: 72.3.

Decreases in 25 individual services drove the overall decrease from 74 to 72. Ten services recorded the same service quality score as the previous quarter and seven services improved their service quality score.

Kiwis Count Service Quality Score Trend: All Services (2007 to 2012)



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.

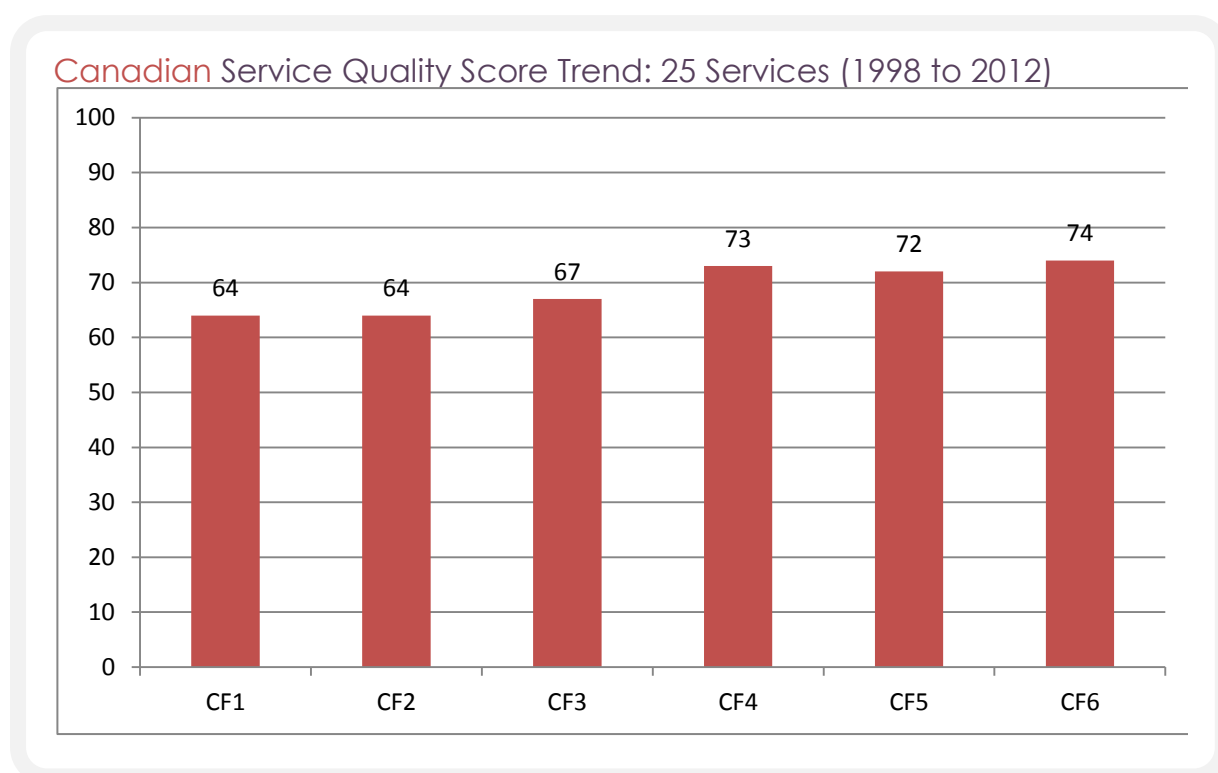
Latest results from Citizens First

The *Kiwis Count* survey is based on the Canadian *Citizens First* (CF) survey. Since 1998, CF has been a key initiative of the Institute for Citizen-Centred Service (ICCS) based in Toronto. One advantage of using the proven CF approach was the opportunity for international comparisons.

Since 1998 CF has been run 6 times. The latest results (CF6) are based on surveys conducted between May and June, 2012.

Service Quality Score

A basket of 25 services have been tracked since the initial study in 1998³. The service quality score of these 25 services has remained relatively unchanged over the last three surveys with a score of 74, a 10-point increase since the study began. The most significant change occurred between CF1 and CF4, with a 9-point increase.



The relative stability of the service quality score at the national level masks the wide range of scores for the 90+ services assessed across all levels of government. In CF6 a 47-point gap separates the lowest rated service (*self-employment assistance*, 40) from the highest rated service (*obtaining vaccinations*, 87)⁴. As the ICCS states “while different types of services may have different “floors” and “ceilings”, this rather large difference suggests that a number of services offered ... have significant room for improvement.”

³ From 1998 to 2008 (CF1 through CF5) 26 services were tracked. In 2012, Coast Guard services were dropped from the survey given the relatively low incidence of responses for this item in previous surveys.

⁴ There is a 40-point gap between lowest and highest rated services in the December *Kiwis Count* survey.

In addition, one size did not fit all ... experiences varied across citizen sub-groups. Different sub-groups preferred different types of channels and used them differently. For example, people with disabilities preferred telephone over website, while senior citizens favoured accessing government services in-person. Also, satisfaction scores for persons with disabilities increased in CF6 (over CF5), but were still lower than average on a wide range of measures. This was also true for Aboriginal Canadians.

Accessing Services

Some citizens were not aware of how to access a particular service. While relatively few (16% overall) fell into this category, for those who did, the impact on service satisfaction was dramatic. Satisfaction scores fell from 71 for those who knew how to get the service to 40 for those who thought they knew, but didn't, and 52 for those who were unaware of how to access the service.

Trends in channel use

Perplexing results were found in CF6 when respondents were asked a series of questions regarding the channel or channels they used in accessing services. A decline in office or service counter and mail use between CF4 and CF5 had been thought to be explained by an increase in telephone, website and email usage. However, while mail use continued its decline in CF6, office or service counter remained at the CF5 level, and telephone, website and email declined. ICCS suggests a logical explanation for this may be that the increases reported in CF5 are a statistical anomaly and the more important result is that overall telephone, website and email usage has increased between CF4 and CF6.

	Percent that used channel		
	CF4	CF5	CF6
CHANNEL	%	%	%
Office or service counter	64	47	47
Telephone	47	55	42
Website	28	47	38
Regular mail	27	21	16
E-mail	8	13	10
Kiosk	5	5	5
Fax	5	5	3
Visit from government employee	5	4	3
Text message (SMS)	n/a	n/a	<1
App (smart phone or tablet)	n/a	n/a	<1
Social media (e.g. Twitter, Facebook)	n/a	n/a	<1

There was a strong link between the overall nature of the service need and the channel used:

- Those seeking information or advice were the most likely to report telephone (56%) and website (53%) channel usage and less so office / service counter visits (36%)
- Routine transactions tended to be undertaken through office / service counter visits (55%) rather than by telephone (36%) or website (35%)
- Applications / registrations also made extensive use of office or service counter visits (62%) and less of website visits (45%) and telephone calls (29%)
- Solving a problem was most likely to involve a telephone call (68%), then office or service counter visit (47%), website visit (35%), regular mail (22%) and email (16%). Solving a problem was the service which used the largest number of channels.

Service Standards and Expectations

Canadians have fairly high expectations for how government should respond across a range of channels and types of service interactions (see the table below). This has big implications for service providers if meeting or exceeding client expectations is a key to satisfaction.

Websites	<ul style="list-style-type: none"> • A search that takes about 5-9 minutes is viewed as reasonable • 3-5 web pages is seen as the maximum number that one should have to look at before finding what is needed
Telephone	<ul style="list-style-type: none"> • Voice recordings should provide an option to connect to a live person when calling a direct line • 5 minutes (or less) is a reasonable amount of time to wait on hold • Call-backs should be undertaken within the same day when messages are left on a direct line • AVR systems should provide an option to transfer to a live person either immediately following the greeting or on the first order of choices • 5 minutes (or less) is an acceptable length of time to wait before getting through to an agent if using an AVR system • Call-backs should be undertaken within the same day for those leaving messages on an AVR system
In-person	<ul style="list-style-type: none"> • A slight majority favours more flexible hours of operation • Citizens are split on extending business hours through the week, offering evening hours and opening for a short period on the weekend • Overwhelmingly, Canadians want to know what wait times are when at a government office or service centre
Facebook & Youtube	<ul style="list-style-type: none"> • New content should be posted to Facebook on a weekly basis (if not more frequently) • Sites should be checked for accuracy and old content removed daily or, at a maximum, every 2 days
Blogs	<ul style="list-style-type: none"> • Blogs should be updated daily or every 2 days
Message Boards	<ul style="list-style-type: none"> • Message boards should be monitored during regular business hours only
Text Messages	<ul style="list-style-type: none"> • Responses to text messages should be provided within 4 hours
Online Payment	<ul style="list-style-type: none"> • Citizens expect instantaneous confirmation of a payment having been processed

Multi-Channel

On average, respondents used 2 channels to obtain the service sought. Satisfaction scores were significantly lower for those using 3 or more channels (59) compared to those who used only one channel (71).

The results also show that while the web is often the first point of contact for many citizens, relatively few are able (or perhaps unwilling) to complete a service interaction online. The web's "efficiency score" in this respect, relative to services delivered in person, is quite low.

ICCS state "service delivery strategies will need to continue to explore opportunities for integrating processes and communications across channels in a way that maximises citizens' satisfaction with the service experience, reduces operational costs and gets better results. Governments, like other organisations in the public and private spheres, utilise multiple touchpoints and this will continue to be a feature of the service environment. The challenge is to create an experience which permits the service seeker to move seamlessly and in real-time across delivery channels, recognising the variability in levels of comfort, life stage and other demographic factors that influence citizens' choice of entry points and channels."

Reference to Citizens First 6 Report

This section has been summarised from the Citizens First 6 report. The full report can be purchased at <http://www.iccs-isac.org/research/citizens-first/citizens-first-6/?lang=en>.

Service Drivers

The *Citizens First* and *Kiwis Count* surveys are based on sets of drivers of satisfaction (this is also illustrated in the diagram on page 5) unique to each population (i.e. Canadian vs New Zealand).

Information on Canadian drivers is included in the Citizens First 6 report. Information on New Zealand's drivers and how departments can use the information to improve the services they provide can be found later in this report (page 20) and at <http://www.ssc.govt.nz/understanding-drivers-report-umr>.

Trends and Insights from Nielsen

It may seem counter-intuitive that, in times of recession when many public sector and private sector organisations have been implementing cost-saving measures, customer satisfaction can increase.

An improvement in customer satisfaction, as seen in the improvement in the overall service quality score in the Kiwis Count survey, has also occurred in Canada's Citizens First Survey. In addition, a press release from ASCI (American Customer Satisfaction Index) on Feb 6 2013 indicates that citizen satisfaction with the services provided by the US federal government has improved for a second consecutive year. The improvements seen in the USA are mostly attributed to improvements in government websites coupled with an increase in the proportion of customers who interact with government online. This is encouraging for the New Zealand government given its focus on increasing the number of services available online and on increasing the proportion of New Zealanders who interact with government online.

The UK Customer Satisfaction Index (UKCSI) reported in March 2011 that customer satisfaction had grown steadily over the previous four years despite the UK being in recession much of that time.

Among private sector companies Nielsen works with in the area of customer satisfaction, there hasn't been any noticeable and consistent change in satisfaction over the recession. Many have had similar pressures on spending/cost cutting as government but the impact is not necessarily felt by customers. This may be attributable to these companies working harder to retain the customers they have, sometimes at the expense of acquisition activities such as marketing and advertising. In addition, some sectors may have provided better service simply due to the fact they have had fewer customers to serve (e.g. fewer people shopping for luxury items, fewer people spending on entertainment activities).

Finally, anecdotal evidence suggests many New Zealanders may have become more accepting and realistic about the need for organisations to reduce spending in a recession. As a consequence, we may also be more accepting of changes in service levels.



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.

One service group recorded an increase over the quarter, three maintained their level from the previous quarter and six recorded decreases in service quality.

Service Quality Scores: Service Groups

Service Group	Service Quality Score				Change in SQS (Sept to Dec)
	2009	June 2012	September 2012	Dec 2012	
Passports & Citizenship	77	79	79	81	+2
Border Services	71	77	78	78	0
Education & Training	68	69	71	71	0
Health	69	72	73	73	0
Motor Vehicles	.	79	79	78	-1
Environment & Recreation	72	75	76	75	-1
Local Government	69	73	73	72	-1
Social Assistance & Housing	68	71	73	71	-2
Justice & Security	63	68	68	65	-3
Taxation & Business	62	69	70	66	-4
Service Quality Overall	69	72	74	72	-2

Individual Services Overview

07⁰
Increased

The *Kiwis Count* data collected between July 2012 and December 2012 showed that 7 services improved since the previous quarter. None of these increases were statistically significant (24 services improved in the September quarter, with four of these increases being statistically significant).

10
No change

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

25³
Decreased

Twenty five services recorded decreases in service quality. Three of these decreases were statistically significant (*A court, about a case you were involved with; Your local council about road maintenance; Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver*).

The following table highlights the services with significant changes in the quality of service between September and December 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 September 2012 and December 2012

Statistically significant increases

No services recorded statistically significant increases in the December 2012 quarter.

Statistically significant decreases

Three services recorded statistically significant decreases in the December 2012 quarter.

Change in Service Quality	Service	June 2012	Sept 2012	Dec 2012
-9.5 ↓	A court, about a case you were involved with	50	53	44
-8.2 ↓	Your local council about road maintenance	45	56	48
-5.0 ↓	Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	61	66	61

How to Improve Service Delivery

The *New Zealanders' Experience Research Programme* (NZE), of which *Kiwis Count* is a part, has developed several evidence based tools which services can use to improve satisfaction: drivers of satisfaction, the *Understanding the Drivers* report, and the Common Measurements Tool (CMT).

Drivers of Satisfaction

The experience in Canada has shown that the best way to improve satisfaction with service delivery is an unrelenting focus on the drivers of satisfaction. The drivers of satisfaction are the short list of things that research has shown, have the greatest impact on satisfaction.

The overall drivers of satisfaction in New Zealand are:

- The service experience met your expectations
- Staff were competent
- Staff kept their promises
- You were treated fairly
- You feel your individual circumstances were taken into account
- It's an example of good value for tax dollars spent.

Since these factors combined to account for 75% of New Zealanders' satisfaction with public services, it is in these areas that services must look for improvement.

The things that drive satisfaction with public services have been thoroughly explored and more information can be found in *Understanding the Drivers*⁵. These highlights are drawn from that work.

Improvements that could enhance overall performance include:

- Selecting the right people for the job. Services need front line staff that want to help, have good people skills and are solutions focused.
- Ensuring staff are adequately trained in how to deal with customers. Training should cover how to greet and treat customers with politeness and respect, how to determine people's needs, how to deal with difficult customers and how to treat each customer as an individual.
- Making certain staff have the knowledge and experience to meet customer needs. This means staff being well trained across the range of service enquiries they will receive, and that adequate back up is in place when an unexpected or more complicated situation occurs.
- In situations where customers are dealing with several agencies, ensuring staff are trained to handle basic enquiries about other government agencies.

⁵

The full research report is available at <http://www.ssc.govt.nz/understanding-drivers-report>.

- Ensuring all communications are clear and easy to understand.
- Where a promise has been broken or a mistake has been made, giving an apology. There should also be an explanation of what happened and, if possible, an outline of what has been done to ensure it won't happen again.

As more public services are provided online, services satisfaction scores should increase as higher levels of satisfaction are usually gained with online services. Agencies should plan their ongoing roll out and delivery of online services to ensure this.

Online Drivers

In 2010 the State Services Commission commissioned research to identify the key drivers of satisfaction with public services delivered online. The most important driver for both 'Obtaining information' and 'Transacting' on public service websites is "The service experience met my expectations".

More information on the Online Drivers research can be found at <http://www.ssc.govt.nz/online-drivers-of-satisfaction>.

The Common Measurements Tool

The Common Measurements Tool is a set of survey questions and scales that allow public agencies to measure client satisfaction and to identify areas for improvement. By using a common set of questions, agencies can compare their performance with other public services and measure how they are progressing over time.

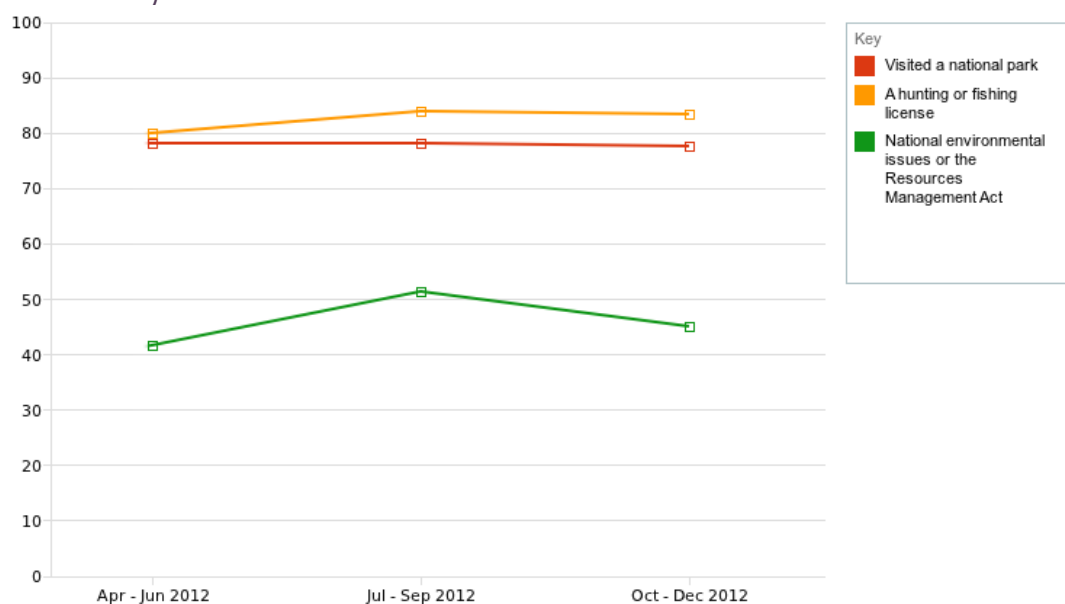
More information about the Common Measurements Tool can be found at <http://www.ssc.govt.nz/common-measurements-tool> or by contacting commonmeasurmentstool@ssc.govt.nz.

Service Quality for Individual Services

Environment & Recreation

The overall service quality score for the Environment & Recreation group reduced 1-point to 75 (the same score as June 2012) and is above the survey average of 72. The large increase in the September 2012 score for *National environmental issues or the Resource Management Act* was reversed in December 2012. Visits to national parks remain 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	Dec 2012
■	Visited a national park	79	76 ↘	78	78	77
■	A hunting or fishing license	77	72 ↘	80 ↗	84	83
■	National environmental issues or the Resources Management Act	41	48 ↗	42	51	45
Overall		74	72	75	76	75

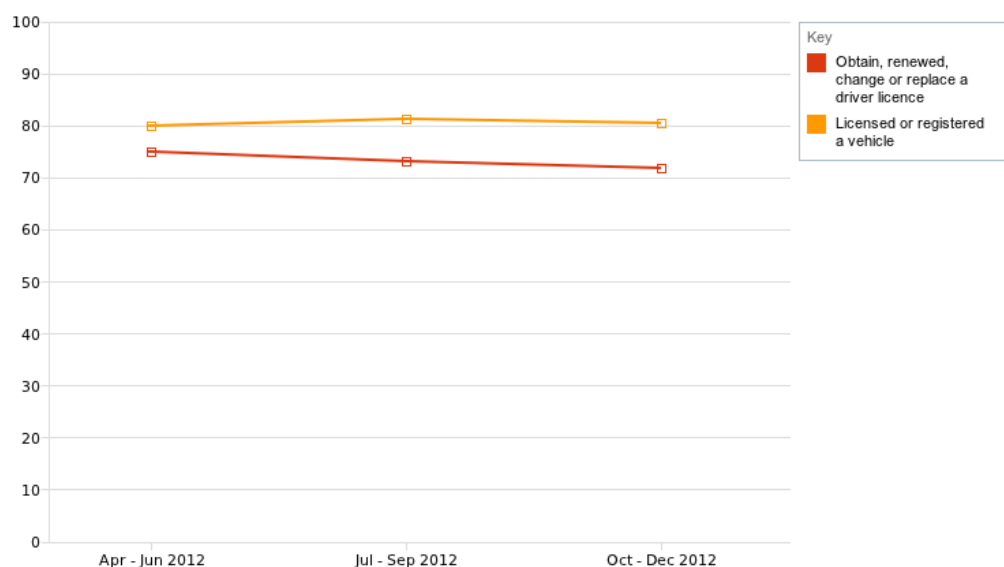
↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

Motor Vehicles

The overall service quality score for the Motor Vehicles group is 78, the second equal highest group scope (with the Border Services group). The score for *Obtain, renew, change or replace a driver licence* decreased a further point on September 2012 to 72. *Licensed or registered a vehicle* decreased by 1-point to 80 but is the same as June 2012. Neither change in this service group was statistically significant.

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

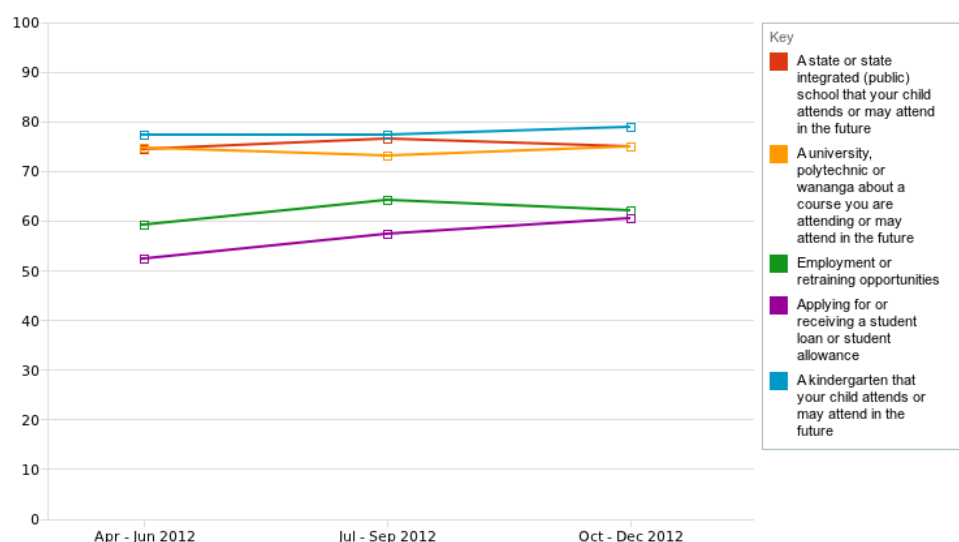


Service		Service Quality Scores		
		June 2012	Sept 2012	Dec 2012
■	Obtain, renewed, change or replace a driver licence	75	73	72
■	Licensed or registered a vehicle	80	81	80
Overall		79	79	78

Education & Training

The overall service quality score for the Education & Training group remained at 71, slightly below the survey average of 72. Three of the six services decreased their service quality scores over the quarter and three services increased their score. The service quality score for *Applying for or receiving a student loan or student allowance* continued the improvement of the previous quarter, improving a further 3-points. This has reversed the significant decrease this service scored in June 2012.

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



Service		Service Quality Scores				
		2007	2009	June 2012	Sept 2012	Dec 2012
■	A state or state integrated (public) school that your child attends or may attend in the future	77	72 ↘	74	77	75
■	A university, polytechnic or wananga about a course you are attending or may attend in the future	70	70	75 ↗	73	75
■	Employment or retraining opportunities	64	61	59	64	62
■	Applying for or receiving a student loan or student allowance	.	59	52 ↘	57	60
■	A kindergarten that your child attends or may attend in the future	73	76	77	77	79
■	ERO (Education Review Office) school or early childhood reports	.	.	68	70	68
Overall		72	68	69	71	71

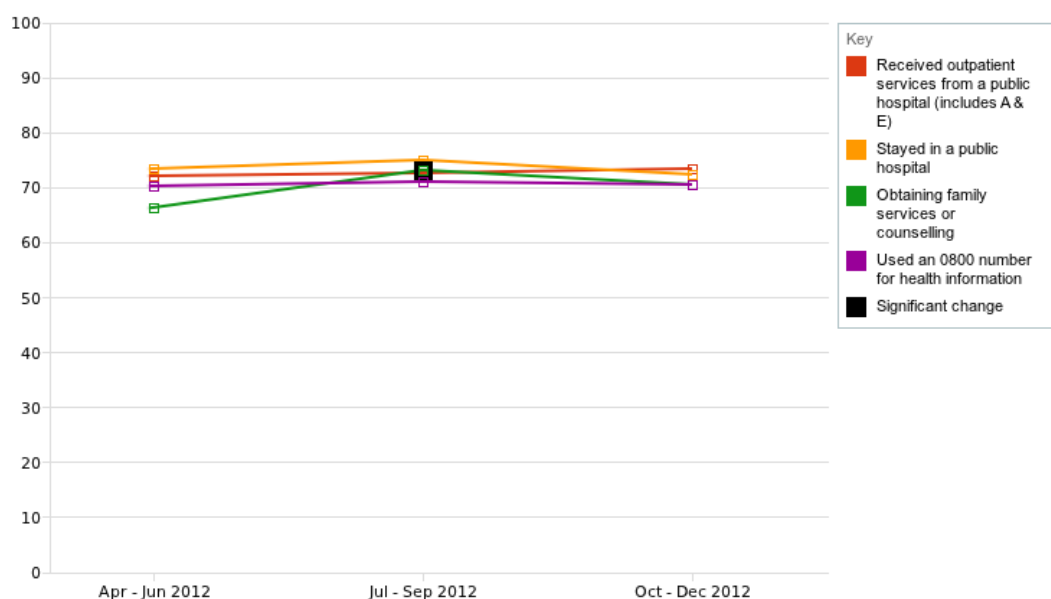
↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

Health

The overall service quality score for the Health group was 73. This maintained the September 2012 increase (1-point above the survey average of 72). The statistically significant increase in the September 2012 quarter, for *Obtaining family services or counselling* was reversed 2-points to 71 in December 2012. *Stayed in a public hospital* decreased 3-points in December 2012 to 72, only 1-point below June 2012.

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



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

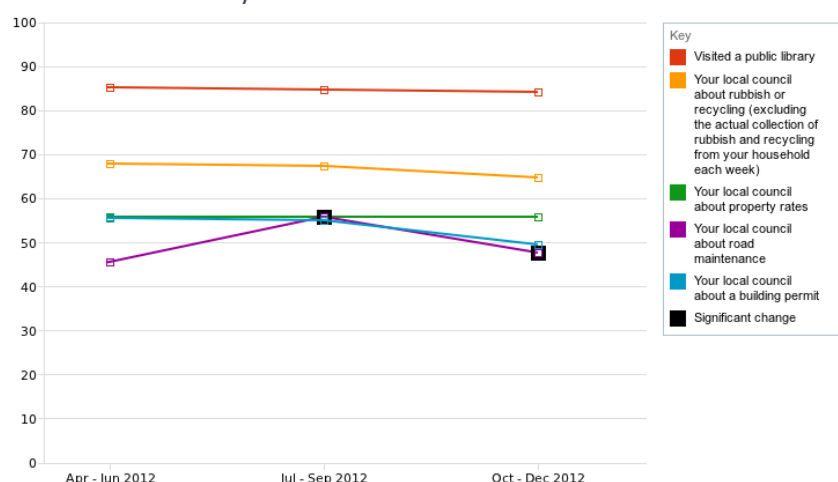
↗ Indicates a statistically significant increase

↘ indicates a statistically significant

Local Government

The overall service quality score for the Local Government group equalled the survey average of 72. Four of the five service groups decreased with *Road maintenance* having a significant decrease (although its December score is above its June score). *Visited a public library* account for the majority of interactions in this service group. With a service quality score of 84, *Visited a public library* also shares the highest individual service quality score with *Registering a birth, death, marriage or civil union* and *NZ Superannuation*. These combined factors take the overall service quality score for Local Government up to the survey average. The other four services have relatively low levels of service quality.

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



Service		Service Quality Scores				
		2007	2009	June 2012	Sept 2012	Dec 2012
■	Visited a public library	83	82	85 ↗	85	84
■	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
■	Your local council about property rates	59	57	56	56	56
■	Your local council about road maintenance	42	45	45	56 ↗	48 ↘
■	Your local council about a building permit	44	51 ↗	55	55	50
Overall		68	69	73	73	72

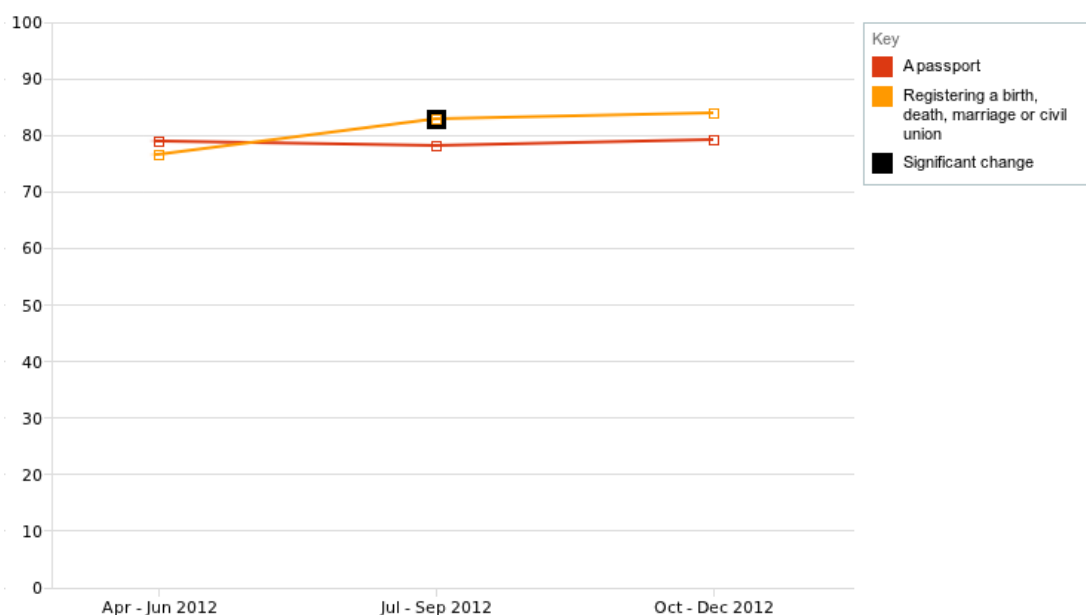
↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

Passports & Citizenship

The overall service quality score for the Passports & Citizenship group remained high in comparison with other service groups (highest score overall) and was the only service group to increase its service quality score this quarter (+2-points). The service quality score for *Registering a birth, death, marriage or civil union* increased 1-point to 84 on its significant increase of last quarter and now shares the highest service quality score with *Visited a public library* and *NZ Superannuation*.

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



Service		Service Quality Scores				
		2007	2009	June 2012	Sept 2012	Dec 2012
■	A passport	76	77	79	78	79
■	Registering a birth, death, marriage or civil union	72	75	76	83 ↗	84
Overall		75	77	79	79	81

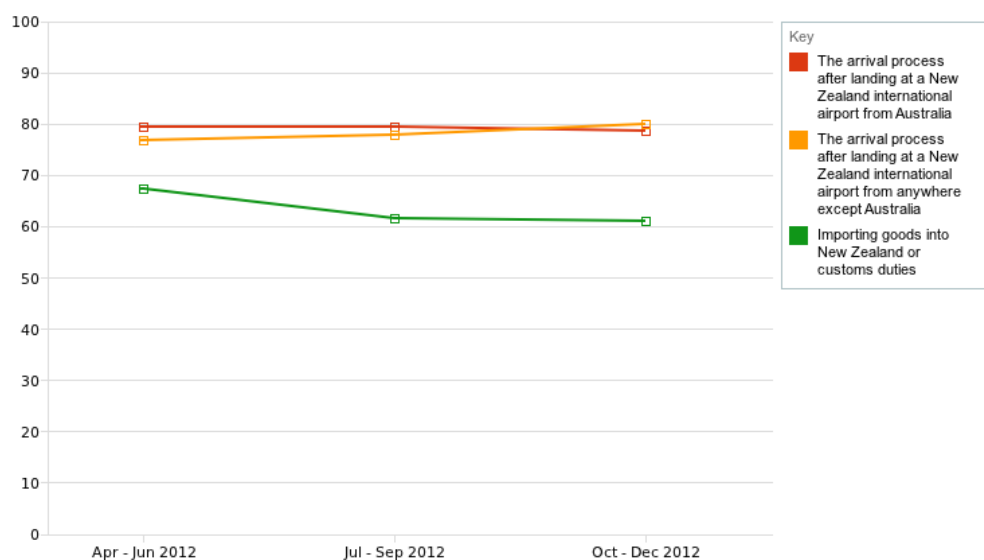
↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

Border Services

The overall service quality score in the Border Services group maintained its increase of the September quarter and has the second equal highest group score at 78 (with the Motor Vehicles group). The scores for all services within this group increased significantly in June 2012. *Arrival processes* have maintained or improved this increase over the year whereas the score for *Importing goods into New Zealand or customs duties* has dropped back to the 2007 level.

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



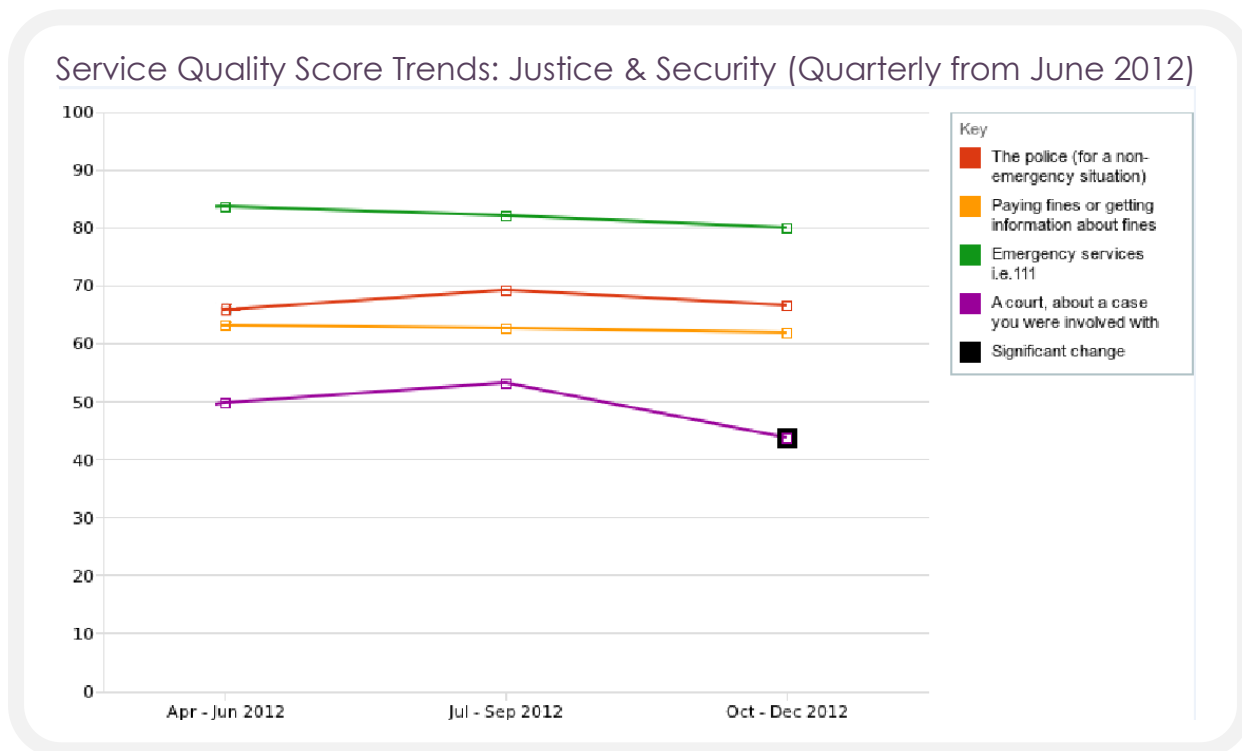
Service	Service Quality Scores				
	2007	2009	June 2012	Sept 2012	Dec 2012
■ The arrival process after landing at a New Zealand international airport from Australia	.	73	79 ↗	79	79
■ The arrival process after landing at a New Zealand international airport from anywhere except Australia	.	72	77 ↗	78	80
■ Importing goods into New Zealand or customs duties	62	57	67 ↗	61	61
Overall	62	71	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 decreased 3-points to 65 in the December quarter giving it the lowest score of any service group (although the group's score is higher than the 2007 and 2009 scores). *A court, about a case you were involved in* received the lowest service quality score of all services (44) and has the most significant decrease this quarter (-9.5).



Service		Service Quality Scores				
		2007	2009	June 2012	Sept 2012	Dec 2012
■	The police (for a non-emergency situation)	62	64	66	69	67
■	Paying fines or getting information about fines	54	57 ↗	63 ↗	62	62
■	Emergency services i.e. 111	73	77 ↗	84 ↗	82	80
■	A court, about a case you were involved with	.	52	50	53	44 ↘
Overall		62	63	68	68	65

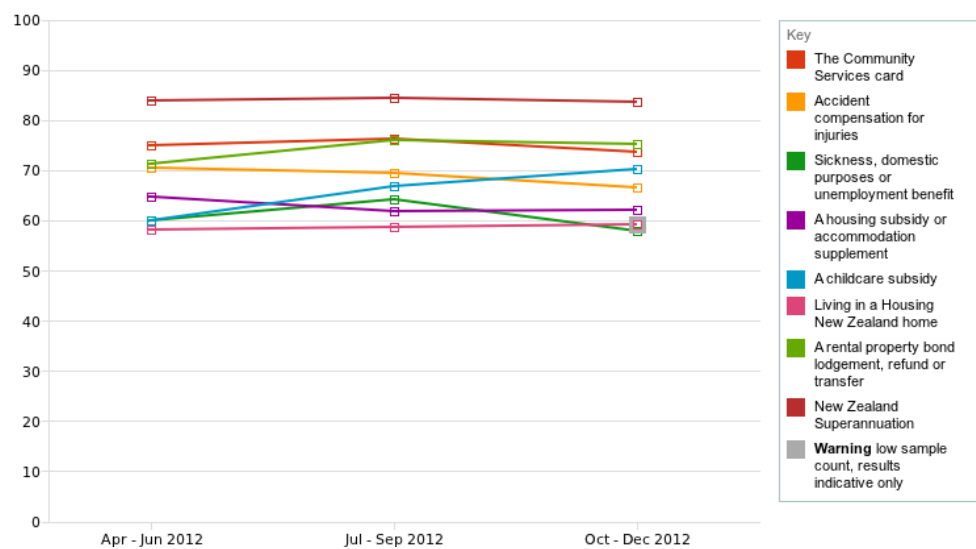
↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

Social Assistance & Housing

The Social Assistance & Housing service group lost the 2-point gain it had made in September 2012 and dropped back to its June 2012 overall service quality score of 71 (slightly under the survey average of 72). While there were some noticeable changes in service quality scores (A *childcare subsidy* 3-point increase, *Sickness, domestic purposes or unemployment benefit* 6-point decrease) none of these changes were statistically significant.

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



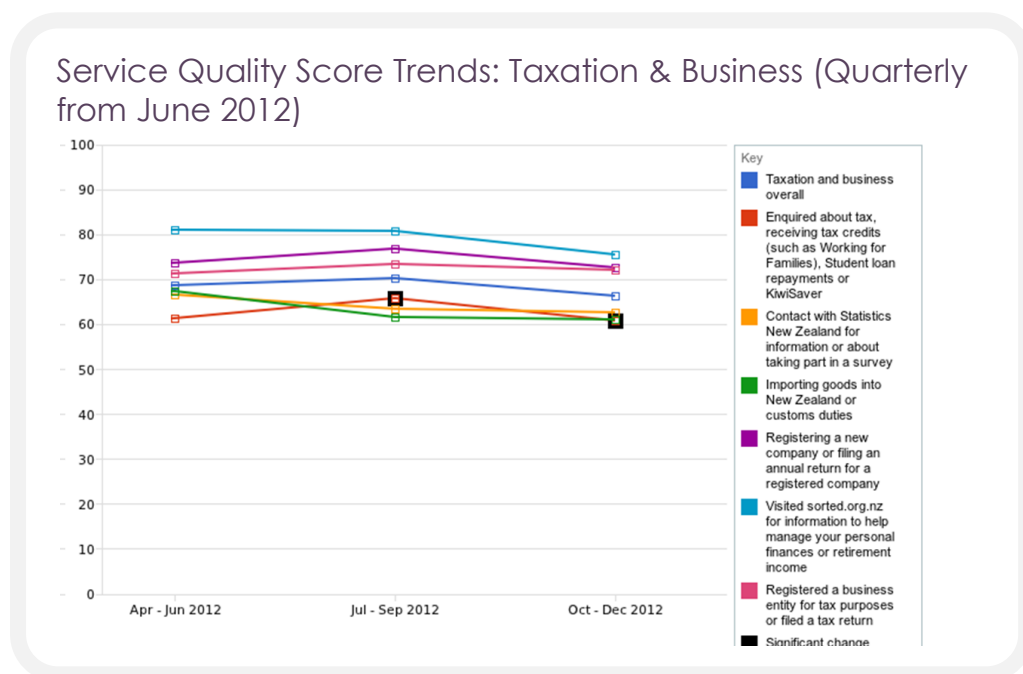
Service	Service Quality Scores				
	2007	2009	June 2012	Sept 2012	Dec 2012
The Community Services card	73	74	75	76	74
Accident compensation for injuries	65	64	70 ↗	69	66
Sickness, domestic purposes or unemployment benefit	59	59	60	64	58
A housing subsidy or accommodation supplement	56	62 ↗	65	62	62
A childcare subsidy	56	65 ↗	60	67	70
Living in a Housing New Zealand home	.	.	58	59	59
A rental property bond lodgement, refund or transfer	.	.	71	76	75
New Zealand Superannuation	79	75 ↘	84 ↗	84	84
Overall	67	68	71	73	71

↗ Indicates a statistically significant increase

↘ indicates a statistically significant decrease

Taxation & Business

The overall service quality score for the Taxation & Business service group decreased 4-points over the December quarter giving it the second to lowest service group score at 66. The statistically significant increase for *Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments, or KiwiSaver* which was gained in the September 2012 quarter was not maintained and this service's quality score dropped back to the June 2012 quarter level.



Service		Service Quality Scores				
		2007	2009	June 2012	Sept 2012	Dec 2012
	Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	.	59	61	66	61
	Contact with Statistics New Zealand for information or about taking part in a survey	65	67	67	63	63
	Importing goods into New Zealand or customs duties	62	57	67	61	61
	Registering a new company or filing an annual return for a registered company	.	71	74	77	73
	Visited sorted.org.nz for information to help manage your personal finances or retirement income	.	.	81	81	75
	Registered a business entity for tax purposes or filed a tax return	.	64	71	73	72
Overall		65	62	69	70	66

Indicates a statistically significant increase

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.

Usage for Environment & Recreation

	2009		June 2012		Sept 2012		Dec 2012	
	Number	%	Number	%	Number	%	Number	%
Visited a national park	1418	38	403	36	434	37	412	37
A hunting or fishing license	271	7	80	7	65	6	85	8
National environmental issues or the Resources Management Act	255	7	57	5	61	5	56	5

Usage for Motor Vehicles

	June 2012		Sept 2012		Dec 2012	
	Number	%	Number	%	Number	%
Obtain, renewed, change or replace a driver licence	259	23	284	23	255	23
Licensed or registered a vehicle	801	71	833	72	786	71

Usage for Education & Training

	2009		June 2012		Sept 2012		Dec 2012	
	Number	%	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	215	19
A university, polytechnic or wananga about a course you are attending or may attend in the future	984	26	227	20	238	21	231	21
Employment or retraining opportunities	624	17	169	15	148	14	140	13
Applying for or receiving a student loan or student allowance	496	13	122	11	136	12	129	12
A kindergarten that your child attends or may attend in the future	428	11	87	8	97	8	88	8
ERO (Education Review Office) school or early childhood reports	.	.	85	8	95	8	80	7

Usage for Health

	2009		June 2012		Sept 2012		Dec 2012	
	Number	%	Number	%	Number	%	Number	%
Received outpatient services from a public hospital (includes A & E)	1462	39	371	33	370	33	379	34
Stayed in a public hospital	615	17	171	15	177	15	153	14
Obtaining family services or counselling	673	18	76	7	71	6	79	7
Used an 0800 number for health information	336	9	133	12	143	12	148	13

Usage for Local Government

	2009		June 2012		Sept 2012		Dec 2012	
	Number	%	Number	%	Number	%	Number	%
Visited a public library	2284	61	599	53	652	55	636	58
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	182	16
Your local council about property rates	737	20	195	17	202	17	193	17
Your local council about road maintenance	401	11	100	9	112	9	89	8
Your local council about a building permit	368	10	77	7	83	7	76	7

Usage for Passports & Citizenship

	2009		June 2012		Sept 2012		Dec 2012	
	Number	%	Number	%	Number	%	Number	%
A passport	736	20	233	21	294	23	260	23
Registering a birth, death, marriage or civil union	362	10	92	8	106	8	83	7

Usage for Border Services

	2009		June 2012		Sept 2012		Dec 2012	
	Number	%	Number	%	Number	%	Number	%
The arrival process after landing at a New Zealand international airport from Australia	958	26	230	21	295	23	305	28
The arrival process after landing at a New Zealand international airport from anywhere except Australia	706	19	212	19	242	20	239	22
Importing goods into New Zealand or customs duties	187	5	62	6	42	5	46	4

Usage for Justice & Security

	2009		June 2012		Sept 2012		Dec 2012	
	Number	%	Number	%	Number	%	Number	%
The police (for a non-emergency situation)	1091	29	219	20	227	20	249	22
Paying fines or getting information about fines	795	21	213	19	214	19	205	19
Emergency services i.e.111	525	14	137	12	141	12	143	13
A court, about a case you were involved with	276	7	61	5	68	6	82	7

Usage for Social Assistance & Housing

	2009		June 2012		Sept 2012		Dec 2012	
	Number	%	Number	%	Number	%	Number	%
The Community Services card	920	25	227	20	234	20	210	19
Accident compensation for injuries	832	22	199	18	193	18	198	18
Sickness, domestic purposes or unemployment benefit	452	12	135	12	123	12	116	11
A housing subsidy or accommodation supplement	391	11	104	9	108	9	92	8
A childcare subsidy	266	7	57	5	67	6	62	6
Living in a Housing New Zealand home	.	.	45	4	40	4	42	4
A rental property bond lodgement, refund or transfer	.	.	117	10	115	10	99	9
New Zealand Superannuation	548	15	162	14	190	15	186	17

Usage for Taxation & Business

	2009		June 2012		Sept 2012		Dec 2012	
	Number	%	Number	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	329	30
Contact with Statistics New Zealand for information or about taking part in a survey	467	13	97	9	86	8	81	7
Importing goods into New Zealand or customs duties	187	5	62	6	42	5	46	4
Registering a new company or filing an annual return for a registered company	354	10	82	7	90	7	84	8
Visited sorted.org.nz for information to help manage your personal finances or retirement income	.	.	106	9	95	9	127	12
Registered a business entity for tax purposes or filed a tax return	604	16	105	9	128	10	91	8



Appendix 2: Response Rates

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