

EXECUTIVE SUMMARY

1. Introduction and Research Objectives

New Zealand Police commissioned Gravitas Research and Strategy Ltd to conduct the 2011-2012 Citizens' Satisfaction Research programme. This report presents survey results and comparison to those from three previous waves in 2010/11, 2009/10 and 2008/09. Key areas of interest are citizens' levels of trust and confidence in the New Zealand Police and levels of satisfaction with New Zealand Police services, for those citizens who have used them. Survey results need to be statistically robust to allow reporting by each of the 12 Police districts, and according to various policing services. The survey uses service satisfaction questions from the *Common Measurements Tool* (CMT) used under licence from the State Services Commission.

This report presents the results of 9,706 interviews conducted by telephone survey during July 2011 to June 2012 across three elements of the research programme: a random survey of the general population (General Survey), a survey of those who have called a communications centre (Communications Centres Survey) and a survey which boosts the sample of Māori in the General Survey (Māori Booster Sample). Throughout the report (unless otherwise specified) General, Communications Centres and Māori Booster data has been combined and weighted by age, gender, ethnicity, contact (whether the respondent had a service encounter with Police in the previous six months) and contact type, by district, to provide one database reflective of the New Zealand population and their interaction with the Police.

Note: when comparing Canterbury District results over time: Interviews with residents in Christchurch City were suspended for several periods during the 2010/11 year due to the earthquakes. Therefore, the service provided by Police to Christchurch City residents was not captured for the full year and may have affected results.

2. Trust and Confidence, Safety and Police Community Role

New Zealand Police has *Confident, safe and secure communities* as one of two strategic outcomes it seeks to deliver.

All respondents (including both those who had, and those who had not, had contact with Police in the previous six months) were asked a series of questions around; their trust and confidence in Police, perceptions of safety, and the role of Police in their local community. This comprised providing ratings of the following statements:

- trust and confidence in Police;
- safety in local neighbourhood after dark;
- safety in local neighbourhood during the day;
- safety in City or Town centre at night;
- Police are responsive to the needs of my community; and
- Police are involved in activities in my community.

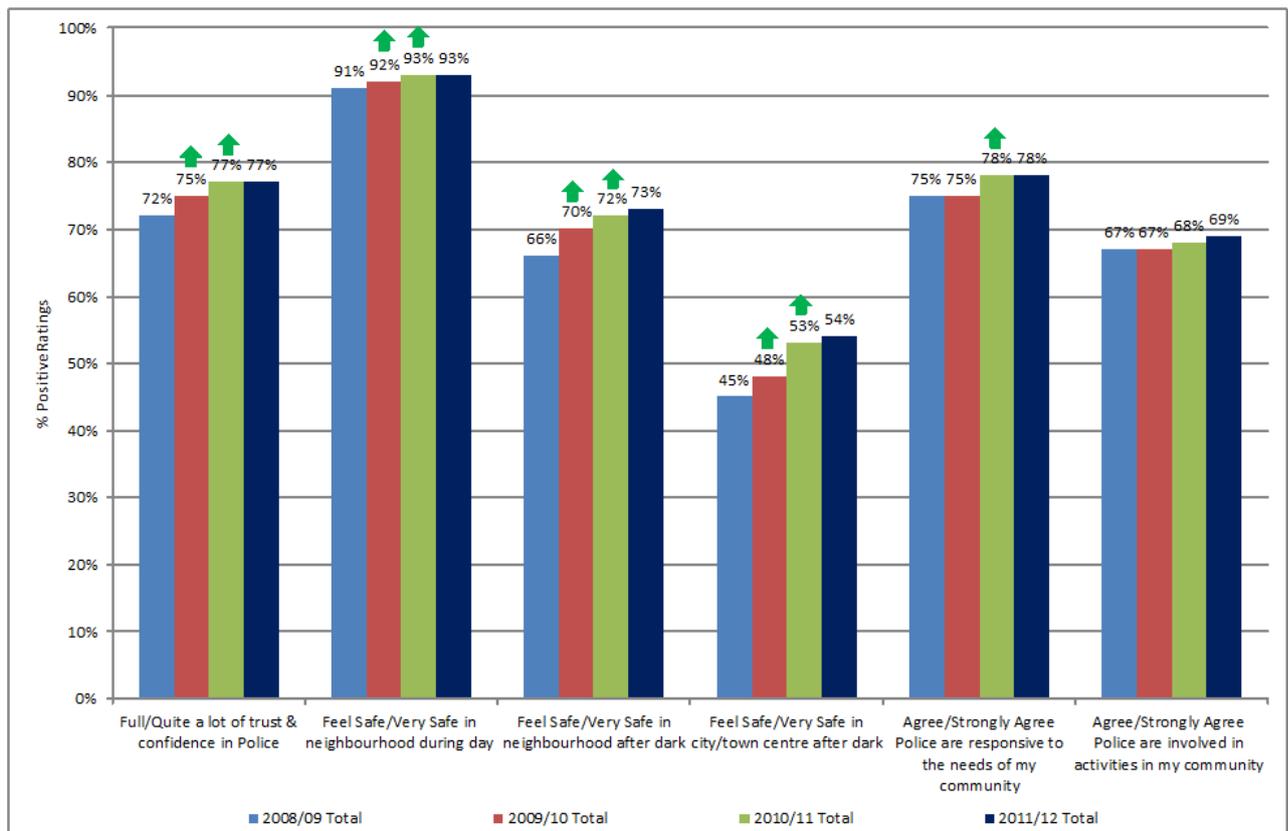
Results for these questions are stable in the 2011/12 survey wave when compared with the 2010/11 results (with no statistically significant changes between the two survey waves in the share of respondents giving positive ratings). This stable result sits in the context of most of these ratings showing an upward trend in positive ratings over the four survey waves. These positive trends are most notable for:

- trust and confidence (share with *full/quite a lot* of trust and confidence up from 72% in 2008/09, and 75% in 2009/10, to 77% in both 2010/11 and 2011/12);
- safety in neighbourhood after dark (share feeling *safe/very safe* up from 66% in 2008/09, 70% in 2009/10 and 72% in 2010/11, to 73% in 2011/12); and
- safety in town centre after dark (share feeling *safe/very safe* up from 45% in 2008/09, 48% in 2009/10 and 53% in 2010/11, to 54% in 2011/12).

The following graph and table outline the key results and changes between survey waves for each of these perception questions.

Summary Figure 1: Citizens' Satisfaction Survey 2011/12

Trust & Confidence in Police, Perceptions of Safety and Police Role in the Community (%)



Base varies by attribute and year.

Arrow indicates a statistically significant increase/decrease from the previous survey wave.

Summary Table 1: Trust and Confidence, Safety and Police Role
Changes between Survey Waves (%)

	Total Positive				Neutral/Some trust and confidence				Total Negative			
	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY
Trust & Confidence	72	75	77	77	21	19	18	18	6	6	5	5
Safety in neighbourhood during day	91	92	93	93	8	7	6	6	1	1	1	1
Safety in neighbourhood after dark	66	70	72	73	22	20	20	19	12	10	8	8
Safety in city/town after dark	45	48	53	54	28	29	28	28	26	22	18	17
Police are responsive to the needs of my community	75	75	78	78	15	16	14	13	8	6	6	6
Police are involved in activities in my community	67	67	68	69	18	19	18	17	8	7	7	7

Orange highlighting denotes a statistically significant change between survey waves.

Rating scales are: Trust and confidence - Full trust and confidence, Quite a lot, Some, Not much, No trust and confidence in the New Zealand Police; Safety questions - Very safe, Safe, Neutral, Unsafe, Very unsafe; Community questions - Strongly disagree, Disagree, Neither agree nor disagree, Agree, Strongly agree

Note: See Section 3 for more detail on each of the perception questions.

Reasons for feeling Unsafe/Very Unsafe

The safety after dark questions show higher levels of negative ratings. The main reasons for feeling *unsafe/very unsafe* that are commonly mentioned across the three safety questions (neighbourhood during day and after dark and city/town after dark) include:

- people who make them feel unsafe because of their appearance, attitude and/or behaviour;
- youths, particularly those hanging around in groups;
- alcohol and drug problems in the local area;
- dark/poor lighting
- fights/arguments/attacks on the street;
- lack of Police presence/not enough Police
- gangs; and
- burglaries/theft.

Note: The three safety questions (neighbourhood during day and after dark and city/town after dark) are the only perception questions where respondents are asked why they gave a negative rating(s).

3. Customer Satisfaction Results – Summary of National Results

1. CMT Drivers of Satisfaction

The *Common Measurements Tool* asks people about their overall levels of satisfaction with the service they received and about their satisfaction in relation to six ‘drivers of satisfaction’. The drivers of satisfaction are the key factors that have the greatest influence on New Zealanders’ satisfaction with, and trust in, *all* public services¹. This comprises² ratings of the following:

- Overall Satisfaction;
- Expectations met or exceeded;
- Staff were competent;
- Staff did what they said they would do;
- I was treated fairly;
- My individual circumstances were taken into account;
- It’s an example of good value for tax dollars spent.

The ‘expectations’ driver is the most influential driver of satisfaction with service delivery and respondents are asked to identify what made the service *better/worse* than expected. For all other drivers respondents are only asked what made them dissatisfied.

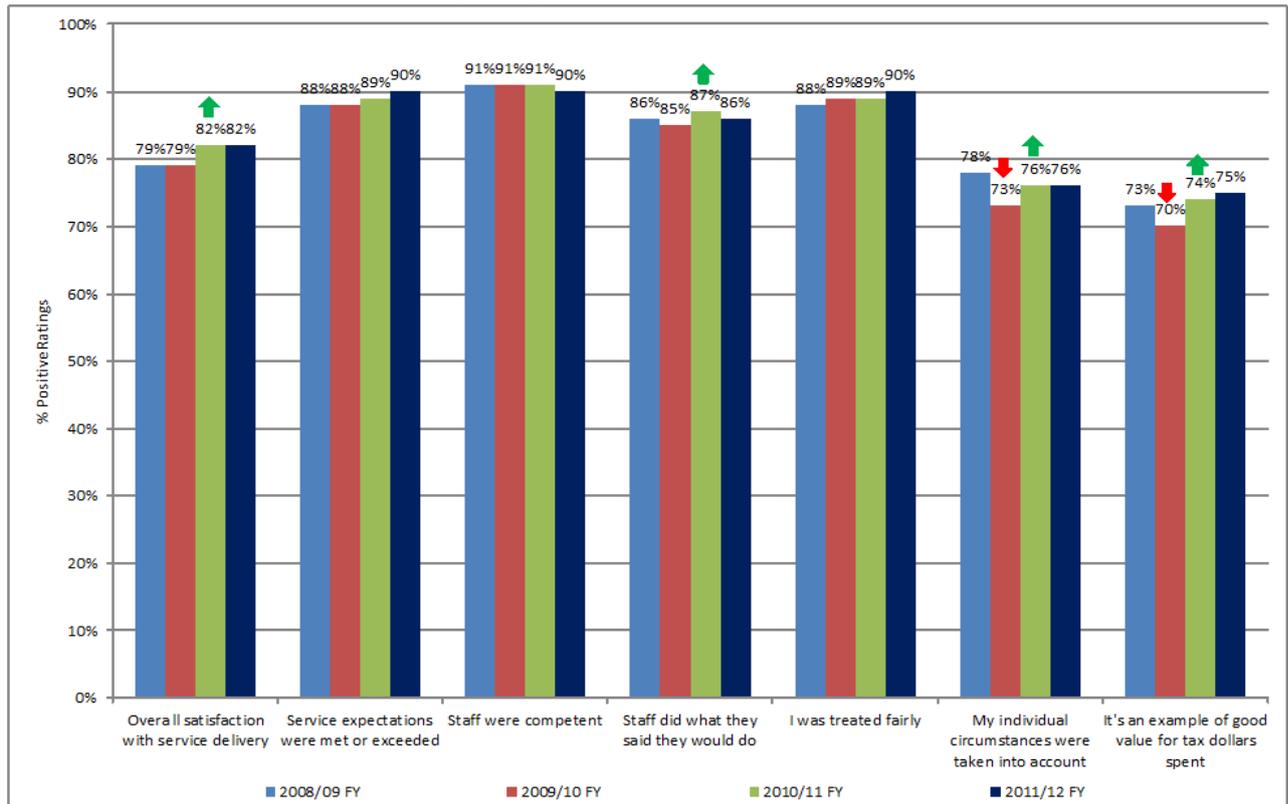
Positive results for these drivers have either remained unchanged or are stable (with no statistically significant changes) between 2010/11 and 2011/12. The only change of note has been an increase in the share of respondents *disagreeing/strongly disagreeing* that I was treated fairly (up 1 percentage point from 5%, to 6% - a statistically significant increase).

The following graph and table show results at a national level for each of the six key drivers of satisfaction, for people who have had contact with New Zealand Police, in the six months prior to being interviewed.

¹ Drivers developed by State Services Commission to apply generically across all public services and therefore not specific to the Police

² Rating scale used is: *Very satisfied, Satisfied, Neither satisfied, nor dissatisfied, Dissatisfied, Very dissatisfied*

**Summary Figure 2: Citizens' Satisfaction Survey 2011/12
Drivers of Satisfaction National Results (%)**



NB: The expectations question includes the measures “about the same as expected”, “better than expected”, and “much better than expected”.

Base varies by attribute and year. Arrow indicates a significant increase/decrease from the previous round of surveying.

**Summary Table 2: Drivers of Satisfaction National Results
Changes between Survey Waves (%)**

	Total Positive				Neutral				Total Negative			
	2008/09 FY	2009/10 FY	2010/11 FY	2011/12 FY	2008/09 FY	2009/10 FY	2010/11 FY	2011/12 FY	2008/09 FY	2009/10 FY	2010/11 FY	2011/12 FY
Overall Satisfaction	79	79	82	82	10	11	10	10	10	10	8	8
Expectations met or exceeded*	88	88	89	90	-	-	-	-	12	11	10	10
Staff were competent	91	91	91	90	5	4	5	5	4	5	4	4
Staff did what they said they would do	86	85	87	86	6	6	5	6	4	5	4	4
I was treated fairly	88	89	89	90	5	5	6	4	7	6	5	6
My individual circumstances were taken into account	78	73	76	76	10	15	13	13	12	10	9	9
It's an example of good value for tax dollars spent	73	70	74	75	13	16	15	14	13	13	10	10

Note: Base varies by attribute and year.

Orange highlighting denotes a significant change between survey waves

* The expectations question includes the measures “about the same as expected”, “better than expected”, and “much better than expected”.

2. Overall Satisfaction with Service Delivery

In 2011/12, just over four out of five respondents (82%) were *satisfied* or *very satisfied* with the overall quality of service delivered (unchanged when compared with the result from the previous year). Respondents statistically significantly more likely to be *satisfied/very satisfied* with the overall quality of service delivery included those:

- whose reason for contact was a community activity, general enquiry, traffic stop or traffic crash or incident;
- aged 65 years or older;
- living in Canterbury or Wellington districts;
- of European descent; and/or
- who are female.

Eight per cent of respondents reported they were dissatisfied to some extent (*dissatisfied/very dissatisfied*) with the overall quality of the service delivered (also unchanged when compared with 2010/11). However, there has been a change in the distribution of negative ratings – the share *dissatisfied* has increased (5%, up statistically significantly from 4% in 2010/11) while the share *very dissatisfied* has declined (3% - down statistically significantly from 4% in 2010/11). Respondents statistically significantly more likely to be *dissatisfied/very dissatisfied* with the overall quality of service delivery included those:

- whose reason for contact was suspect/perpetrator/bail reporting/prisoner enquiry/pick up or visit, a traffic offence, 'other crime'³, or assault;
- whose point of contact was at the local station, either calling or over the counter in person
- living in Counties Manukau District;
- of Maori descent; and/or
- who are male.

3. Service Expectations Met or Exceeded

When asked how the service they actually received compared to what they had expected, nine out of ten respondents (90%) said the service they received was *about the same/better/much better* than they had expected, including 32% mentioning that it was *better* (22%) or *much better* (10%) than expected. These results are stable when compared with those achieved in 2010/11 (89% *same/better/much better*; 31% *better/much better*). Respondents statistically significantly more likely to have received *much better/better* service than they had expected included those:

- whose reason for contact was to follow up on a previous enquiry or burglary
- of Pacific Island or Maori descent;
- living in Canterbury District;
- whose point of contact was in person (other than on the roadside or at a Police station) or calling the Communications Centres;
- aged between 16 and 24 years.

³ 'Other crime' includes homicide/murder, fraud, drug offence, abduction, trespass order, family member committed crime, complaint involving animals

Ten percent of respondents said that the service they received was *worse* (7%) or *much worse* (3%) than expected (unchanged when compared with 2010/11 results). Respondents statistically significantly more likely to have received *much worse/worse* service than expected included those:

- whose reason for contact was suspect/perpetrator/bail reporting/prisoner enquiry/pickup or visit, a traffic offence, assault, burglary or theft;
- whose point of contact was with their local station, either by calling or over the counter;
- living in the Eastern or Counties Manukau districts;
- aged between 16 and 34 years; and/or
- who are male.

Reasons why Service was Better than Expected

Those who said the service they received was *better/much better than expected* commonly indicated that this was because:

- the staff member had a positive attitude; and/or
- the staff member dealt with the situation promptly.

Reasons why Service was Worse than Expected

Those who said the service they received was *worse/much worse than expected*, commonly indicated that this was because:

- the staff member had a poor attitude;
- the staff member did not take the matter seriously/were not interested;
- they had not received any follow-up; and/or
- the service was too slow/took too long.

4. Staff Were Competent

The majority of respondents in 2011/12 (90%) *agree* or *strongly agree* that the staff member they dealt with was competent. This share has remained stable when compared with previous survey waves (91% agreement in each fiscal year from 2008/09 to 2010/11).

In contrast, only 4% of respondents *disagree* or *strongly disagree* that staff were competent (unchanged from the previous measure).

Reasons for Dissatisfaction - Staff Were Competent

Respondents in 2011/12 who disagreed, to some extent, that staff were competent, commonly reported the following reasons:

- the staff member had a bad attitude;
- the staff member didn't handle the situation well and/or didn't do all they could have; and/or
- respondent felt picked on/discriminated against.

5. *Staff Did What They Said They Would Do*

Eighty-six percent of respondents in the 2001/11 survey *agree* or *strongly agree* that staff did what they said they would do. These results are stable when compared with 2010/11 (87% *agreeing/strongly agreeing*).

Only 4% of respondents *disagree/strongly disagree* that staff did what they said they would do, unchanged from 2010/11. However, it should be noted that the share of respondents *strongly disagreeing* has increased significantly (up from 1% in 2010/11, to 2%).

Reasons for Dissatisfaction - Staff Did What They Said They Would Do

Of those respondents who *disagreed*, or *strongly disagreed* that staff did what they said they would do, most indicated that this was because:

- Police did not attend, or that Police response was slow/inadequate;
- the staff member did not call back or provide any follow-up;
- the staff member did not do what they said they would in general (no specific details given); and/or
- Police didn't do anything/no outcome/no action taken.

6. *I Was Treated Fairly*

In 2011/12 nine out of ten respondents (90%) who had contact either *agreed* (42%), or *strongly agreed* (48%), that they were treated fairly. These results are similar to the 2010/11 survey wave (89% *agreeing* to some extent).

In contrast, only 6% of respondents *disagree/strongly disagree* with the statement. However, this result represents a statistically significant increase in negative ratings when compared with 2010/11 (5% *disagreeing* to some extent). An increase in the share *strongly disagreeing* is also evident – up from 2% in 2010/11, to 3% (a statistically significant change). (Note: These changes in negative ratings bring the results back in line with results for the 2009/10 survey wave.)

Reasons for Dissatisfaction – I Was Treated Fairly

Of those respondents who *disagreed* or *strongly disagreed* that they were treated fairly, the most common reasons given for *disagreeing* included:

- the staff member had a bad attitude;
- poor communication – didn't listen or seemed disinterested;
- respondents felt picked on, or discriminated against; and/or
- staff didn't take the matter seriously/didn't believe me.

7. *My Individual Circumstances Were Taken Into Account*

In the 2011/12 survey wave, three-quarters of respondents (76%) *agreed* or *strongly agreed* that they felt their individual circumstances were taken into account. This result is unchanged from 2010/11.

Nine percent of respondents either *disagree* (6%), or *strongly disagree* (3%), that their individual circumstances were taken into account. These results are also unchanged when compared with results for the previous fiscal year.

Reasons for Dissatisfaction - My Individual Circumstances Were Taken Into Account

Of those respondents who disagreed to some extent that their individual circumstances were taken into account, the most common reasons given for dissatisfaction included:

- poor communication;
- the staff member(s) I dealt with had a bad attitude;
- Police did not consider the situation/no discretion;
- the matter wasn't taken seriously and/or the staff member did not believe me; and/or
- respondent felt picked on/discriminated against.

8. *It's An Example of Good Value for Tax Dollars Spent*

In 2011/12, three quarters of respondents (75%) *agree* or *strongly agree* that the service they received is an example of good value for tax dollars spent. While this result is stable when compared with the 2010/11 results (74%), it does contribute to an upwards trend in positive ratings over time.

One in ten respondents (10%) disagreed to some extent that it is an example of good value for tax dollars spent (unchanged from 2010/11). However, the share *strongly disagreeing* has increased (up from 3%, to 4%), while the share *disagreeing* has declined (down from 7% to 6%). Both these changes are statistically significant.

Reasons for Dissatisfaction - It's An Example of Good Value For Tax Dollars Spent

Of those respondents who *disagreed* or *strongly disagreed* that it is an example of good value for tax dollars spent, the most common reasons given for dissatisfaction included:

- Police have too much focus on revenue gathering/points;
- too much emphasis on traffic and driving;
- resources are spent in the wrong areas;
- Police are unfair/discriminating/don't give warnings; and/or
- Police never actually solve crimes/resolve issues.