

EXECUTIVE SUMMARY

1. Introduction and Research Objectives

New Zealand Police commissioned Gravitas Research and Strategy Ltd to conduct the 2012-2013 Citizens' Satisfaction Research programme. This report presents survey results for this period and comparison to four previous survey waves in 2011/12, 2010/11, 2009/10 and 2008/09. Key areas of interest are citizens' levels of trust and confidence in the New Zealand Police, perceptions of safety and levels of satisfaction for those citizens who have used Police services. The survey is structured to provide reporting at a national level, 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 9,664 interviews conducted by telephone survey during July 2012 to June 2013 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, within each 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 contact, 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 during the day;
- safety in local neighbourhood after dark;
- 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 either stable or have improved significantly in the 2012/13 survey wave when compared with the 2011/12 results.

Of note are statistically significant improvements for trust and confidence and Police being responsive to the needs of the community. It should also be noted that these significant changes also sit in the context of an upward trend in positive ratings over the five survey waves. These positive changes include:

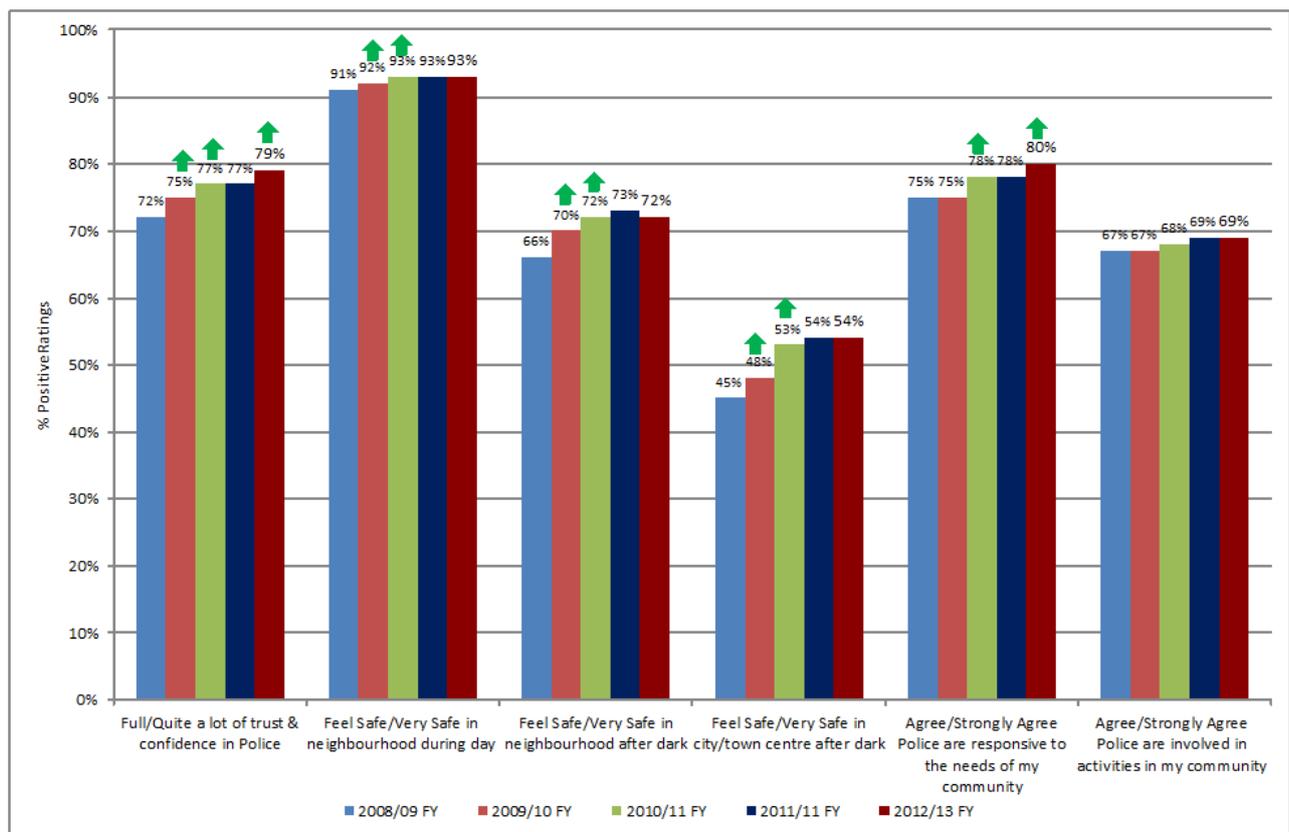
- for trust and confidence – the share with *full/quite a lot* of trust and confidence up from 72% in 2008/09, 75% in 2009/10, and 77% in both 2010/11 and 2011/12, to 79% this measure; and
- for Police are responsive to the needs of my community – the share agreeing/strongly agreeing up from 75% in 2008/09 and 2009/10, and 78% in 2010/11 and 2011/12, to 80% this measure.

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

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

Summary Figure 1: Citizens' Satisfaction Survey 2012/13

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 - Change between Survey Waves (%)

	Total Positive					Neutral/Some trust and confidence					Total Negative				
	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2012/ 13 FY	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2012/ 13 FY	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2012/ 13 FY
Trust & Confidence	72	75	77	77	79	21	19	18	18	17	6	6	5	5	4
Safety in neighbourhood during day	91	92	93	93	93	8	7	6	6	6	1	1	1	1	1
Safety in neighbourhood after dark	66	70	72	73	72	22	20	20	19	20	12	10	8	8	8
Safety in city/town after dark	45	48	53	54	54	28	29	28	28	28	26	22	18	17	17
Police are responsive to the needs of my community	75	75	78	78	80	15	16	14	13	13	8	6	6	6	5
Police are involved in activities in my community	67	67	68	69	69	18	19	18	17	19	8	7	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

Reasons for feeling Unsafe/Very Unsafe

The safety after dark questions show higher levels of negative ratings than other variables (particularly for respondents in Counties Manukau and Waikato districts when rating safety in their local neighbourhoods after dark, and for those in Counties Manukau, Northland and Eastern districts when rating safety in their city or town centres after dark). 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;
- burglaries/theft; and
- living in an unsafe area where crime takes place a lot.

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. Service 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* or *worse* than expected. For all other drivers respondents indicating dissatisfaction are asked what made them dissatisfied.

Positive results for these drivers are either stable or have improved statistically significantly between 2011/12 and 2012/13. Of note are statistically significant changes in ratings for:

- staff were **competent** (share *agreeing/strongly agreeing* up from 90% in 2011/12, to 93%; share *disagreeing/strongly disagreeing* down from 4%, to 3%);
- staff **did what they said they would do** (share *agreeing/strongly agreeing* up from 86%, to 88%);
- I was **treated fairly** (share *agreeing/strongly agreeing* up from 90%, to 92%; share *disagreeing/strongly disagreeing* down from 6%, to 4%);
- my **individual circumstances** were taken into account (share *agreeing/strongly agreeing* up from 76%, to 78%; share *disagreeing/strongly disagreeing* down from 9%, to 7%);
- it’s an example of **good value for tax dollars spent** (share *agreeing/strongly agreeing* up from 75%, to 77%; share *disagreeing/strongly disagreeing* down from 10%, to 8%);

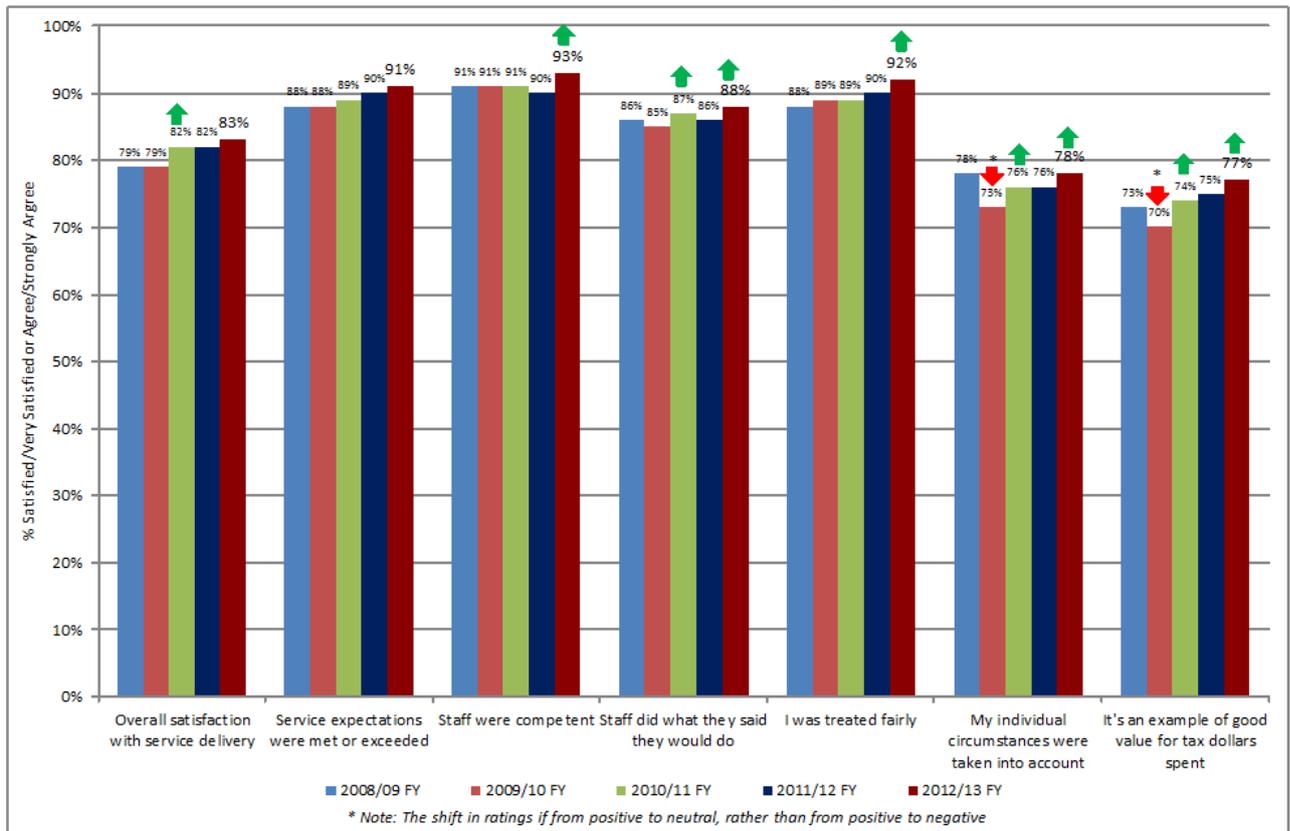
The following graph and table show results at a national level for each of the six key drivers of satisfaction, for people who have had contact with New Zealand Police in the six months prior to being interviewed.

Note: See Section 4 for more detail on each of the drivers of satisfaction questions.

¹ CMT 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 2012/13
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 - Change between Survey Waves (%)

	Total Positive					Neutral					Total Negative				
	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2012/ 13 FY	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2012/ 13 FY	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2012/ 13 FY
Overall Satisfaction	79	79	82	82	83	10	11	10	10	9	10	10	8	8	8
Expectations met or exceeded*	88	88	89	90	91	-	-	-	-	-	12	11	10	10	9
Staff were competent	91	91	91	90	93	5	4	5	5	4	4	5	4	4	3
Staff did what they said they would do	86	85	87	86	88	6	6	5	6	5	4	5	4	4	4
I was treated fairly	88	89	89	90	92	5	5	6	4	4	7	6	5	6	4
My individual circumstances were taken into account	78	73	76	76	78	10	15	13	13	13	12	10	9	9	7
It's an example of good value for tax dollars spent	73	70	74	75	77	13	16	15	14	14	13	13	10	10	8

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 2012/13, just over four out of five respondents (83%) were *satisfied* or *very satisfied* with the overall quality of service delivered (stable when compared with 82% in the previous year). However, a statistically significantly higher proportion of respondents gave a rating of *very satisfied* in this survey wave (44%, compared with 41% in 2011/12). 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, or traffic stop;
- whose point of contact was being pulled over while driving;
- aged 65 years or older;
- 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 (unchanged since 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, theft, or assault;
- whose point of contact was calling the local station;
- aged between 55 and 64 years; 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, 91% respondents said the service they received was about the *same/better/much better* than they had expected (stable from 90% in 2011/12). A third of respondents (34%) mentioned that service was *better* or *much better* than expected (this share up significantly from 32% last measure), including 12% stating the service they received was *much better* than they had expected (also up significantly from 10% last year). Respondents statistically significantly more likely to have received *much better/better* service than they had expected included those:

- whose reason for contact was to report dangerous driving, assault, or burglary;
- of Pacific Island or Maori descent;
- living in Counties Manukau District;
- whose point of contact was in person (other than on the roadside or at a Police station) or calling the Communications Centres;
- who are female; and/or
- aged between 16 and 24 years.

Nine per cent of respondents said that the service they received was *worse* (7%, unchanged from 2011/12) or *much worse* (2%, down from 3% in 2011/12) than expected. Respondents statistically significantly more likely to have received *worse/much worse* service than expected included those:

- whose reason for contact was suspect/perpetrator/bail reporting/prisoner enquiry/pickup or visit, property damage/vandalism a traffic offence, assault, disorderly behaviour and intoxication offences, burglary or theft;
- whose point of contact was by calling either their local station or the Communications Centres;
- of Maori descent; and/or
- who are male.

4. *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.

5. *Reasons Service was Worse than Expected and/or for Disagreeing with Service Delivery Statements*

Levels of negative ratings are low across all service delivery attributes. The main reasons given for why service was *worse/much worse* than expected and/or for *disagreeing/strongly disagreeing* with service delivery statements, that are commonly mentioned in 2012/13 include:

- the staff member had a bad attitude;
- the matter wasn't taken seriously and/or the staff member did not believe me;
- the staff member did not call back or provide any follow-up;
- Police did not attend, or that Police response was slow/inadequate;
- Police didn't do anything/no outcome/no action taken;
- poor communication – didn't listen or seemed uninterested;
- respondent felt picked on/discriminated against; and/or
- Police did not consider the situation/no discretion.