

New Zealand Police Citizens' Satisfaction Survey

**Final Report for 2013/14 Fiscal Year
Executive Summary
(July 2013 – June 2014)**

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1. EXECUTIVE SUMMARY

1.1. Introduction and Research Objectives

New Zealand Police commissioned Gravitas Research and Strategy Ltd to conduct the 2013-2014 Citizens' Satisfaction Research programme. This report presents survey results for this period and comparison to five previous survey waves in 2012/13, 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. Analysis of the perceptions of police measures (trust and confidence, safety and police in the community) and the CMT service satisfaction questions are included in this report.

This report presents the results of 9,260 interviews conducted by telephone survey during July 2013 to June 2014 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.

Throughout the report, statistically significant differences in results (significant increases or decreases from the previous year or groups with significantly higher or lower results when compared with the total) have been noted. Changes in results that are referred to as stable are differences that are not statistically significant.

1.2. 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 2013/14 survey wave when compared with the 2012/13 results.

The overall national measure for trust and confidence in the Police is high and stable when compared with 2012/13, with 78% of respondents saying they have *full/quite a lot of trust and confidence* (compared with 79% in 2012/13).

Of note are statistically significant improvements for feelings of safety in local neighbourhoods during both the day time and after dark. It should also be noted that these significant changes also sit in the context of an upward trend in positive ratings over the six survey waves. These positive changes include:

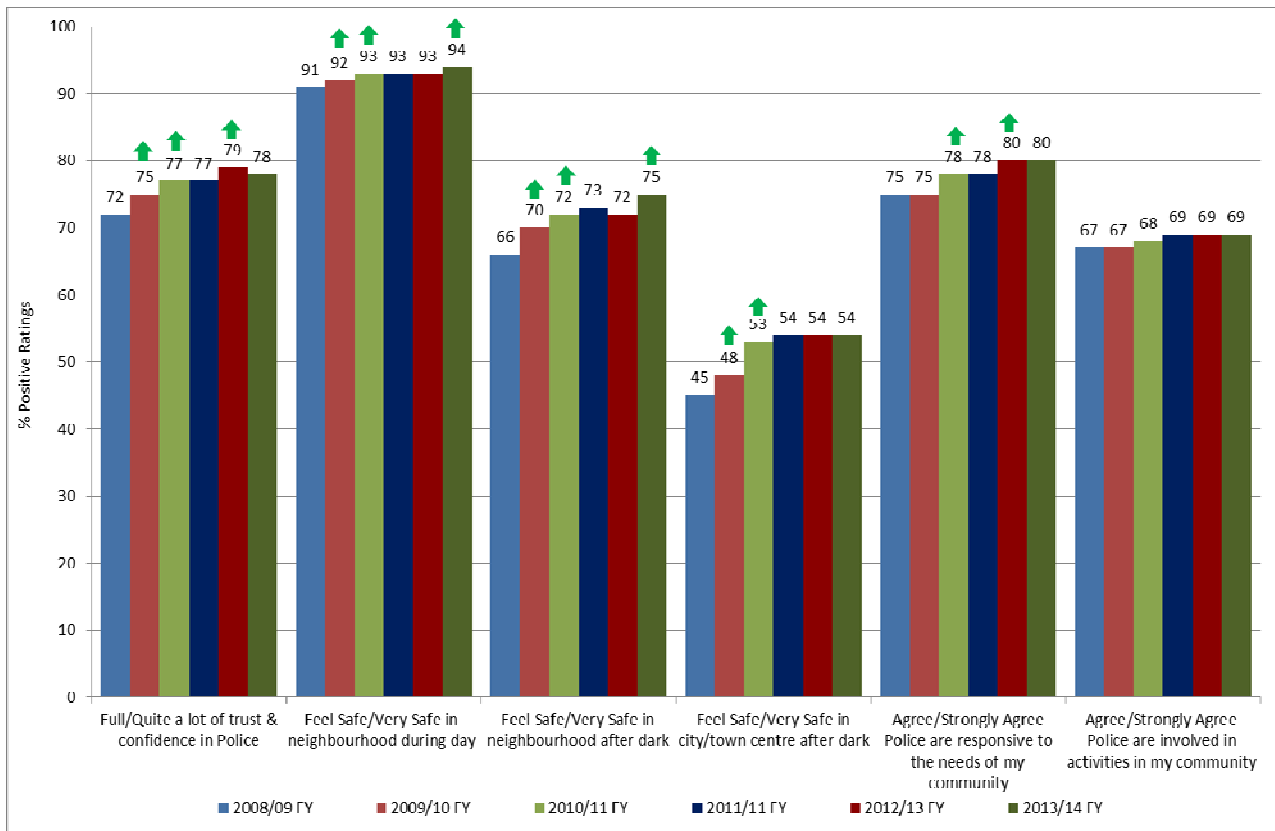
- for safety in the local neighbourhood during the day – the share feeling *safe/very safe* up from 91% in 2008/09, 92% in 2009/10, 93% in 2010/11, 2011/12, and 2012/13, to 94% this measure; and
- for safety in the local neighbourhood after dark – the share feeling *safe/very safe* up from 66% in 2008/09, 70% in 2009/10, 72% in 2010/11, 73% in 2011/12, and 72% in 2012/13, to 75% this measure.

The safety after dark questions show higher levels of negative ratings than other variables - particularly for respondents in Northland, Waitematā and Counties Manukau districts when rating safety in their local neighbourhoods after dark, and for those in Northland, Counties Manukau, and Eastern districts when rating safety in their city or town centres after dark.

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 2013/14

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	2013/ 14 FY	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2012/ 13 FY	2013/ 14 FY	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2012/ 13 FY	2013/ 14 FY
Trust & Confidence	72	75	77	77	79	78	21	19	18	18	17	18	6	6	5	5	4	4
Safety in neighbourhood during day	91	92	93	93	93	94	8	7	6	6	6	5	1	1	1	1	1	1
Safety in neighbourhood after dark	66	70	72	73	72	75	22	20	20	19	20	16	12	10	8	8	8	8
Safety in city/town after dark	45	48	53	54	54	54	28	29	28	28	28	26	26	22	18	17	17	18
Police are responsive to the needs of my community	75	75	78	78	80	80	15	16	14	13	13	13	8	6	6	6	5	4
Police are involved in activities in my community	67	67	68	69	69	69	18	19	18	17	19	19	8	7	7	7	7	6

Bold indicates a statistically significant change in neutral responses from the previous survey wave. Green highlighting denotes a statistically significant improvement from the previous survey wave. Red highlighting denotes a statistically significant negative change from the previous survey wave.

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

1.3. Service Satisfaction Results – Summary of National Results

1. Commitment of Service

Police has made a Commitment of Service to the public that incorporates delivery standards for the six most important aspects of service that people expect from the public sector¹. Police uses this survey to monitor levels of satisfaction with these aspects of service (called ‘drivers of satisfaction’) along with overall satisfaction². The drivers³ are:

- 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.

For all public services in New Zealand, 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.

Results for these drivers are mixed, with several ratings increasing or decreasing statistically significantly between 2012/13 and 2013/14.

There was a significant increase in the share of people who believed their **individual circumstances** were taken into account, with the share who *agree/strongly agree* increasing from 78% to 80%.

There have also been significant increases in the *very satisfied* or *strongly agree* ratings or the share stating the service was *better* or *much better than expected* for the following drivers (as shown in Table 2):

- overall satisfaction (the share of *very satisfied* ratings up from 44% last measure, to 49%);
- service compared with **expectations** (share stating service was *better/much better than expected* up from 34%, to 39%);
- I was **treated fairly** (the share of *strongly agree* ratings up from 51%, to 55%);
- staff were **competent** (the share of *strongly agree* ratings up from 49%, to 53%); and
- my **individual circumstances** were taken into account (the share of *strongly agree* ratings up from 37%, to 44%).

¹ As identified by the State Services Commission’s Kiwis Count survey, part of the ‘New Zealanders’ Experiences’ research programme.

² The rating scale used for overall satisfaction is: Very satisfied, Satisfied, neither satisfied nor dissatisfied, Dissatisfied, Very dissatisfied. The rating scale used for aspects of service is: Strongly agree, Agree, neither agree nor disagree, Disagree, Strongly disagree.

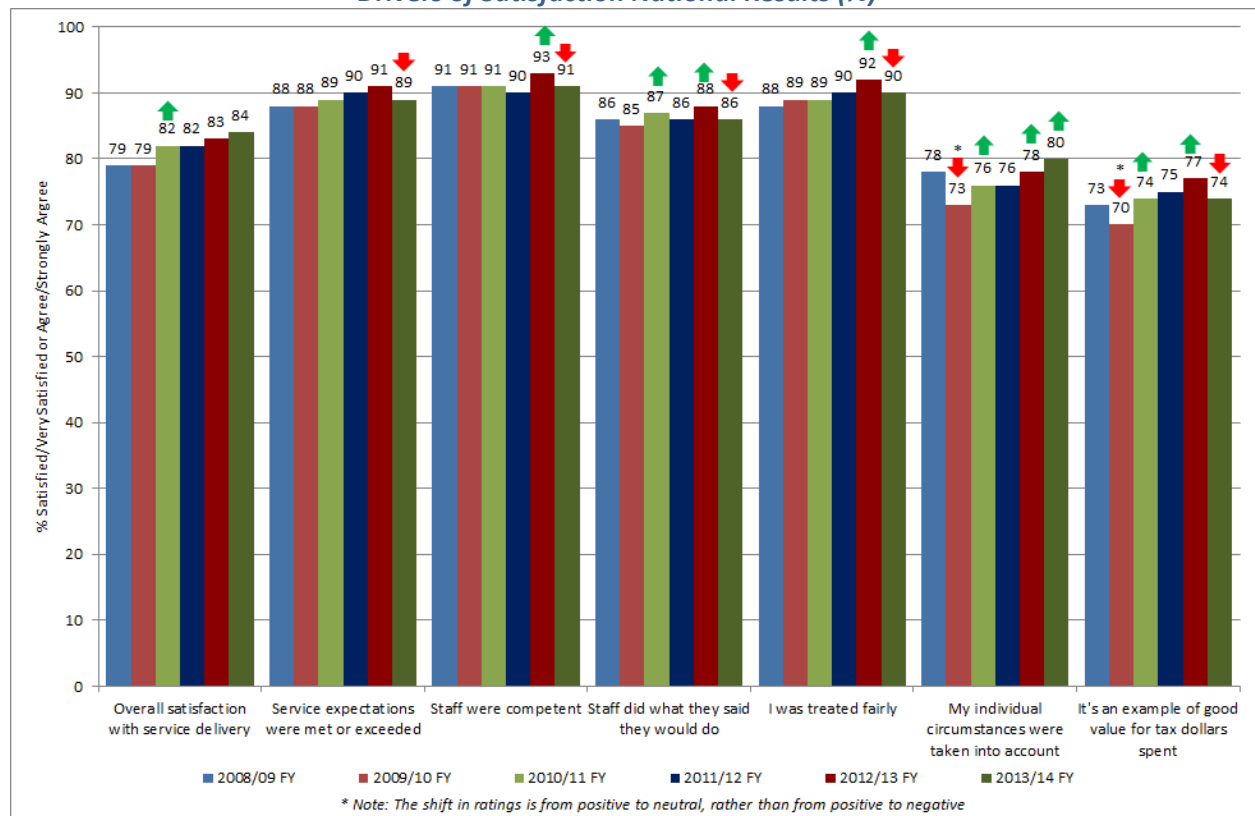
³ The driver questions are from the Common Measurements Tool, and used under licence and reproduced with the permission of the Institute for Citizen-Centred Service.

In contrast, there have been statistically significant decreases in overall positive ratings and/or increases in overall negative ratings for:

- service compared with **expectations** (share stating service was *same/better/much better* down from 91% in 2012/13, to 89%; share stating it was *worse/much worse* up from 9%, to 11%);
- staff were **competent** (share *agreeing/strongly agreeing* down from 93% in 2012/13, to 91%; share *disagreeing/strongly disagreeing* up from 3%, to 4%);
- staff **did what they said they would do** (share *agreeing/strongly agreeing* down from 88%, to 86%; share *disagreeing/strongly disagreeing* up from 4%, to 5%);
- I was **treated fairly** (share *agreeing/strongly agreeing* down from 92%, to 90%; share *disagreeing/strongly disagreeing* up from 4%, to 6%); and/or
- it's an example of **good value for tax dollars spent** (share *agreeing/strongly agreeing* down from 77%, to 74%; share *disagreeing/strongly disagreeing* up from 8%, to 11%).

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.*

Summary Figure 2: Citizens' Satisfaction Survey 2013/14
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	2013/ 14 FY	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2012/ 13 FY	2013/ 14 FY	2008/ 09 FY	2009/ 10 FY	2010/ 11 FY	2011/ 12 FY	2012/ 13 FY	2013/ 14 FY
Overall Satisfaction	79	79	82	82	83	84	10	11	10	10	9	9	10	10	8	8	8	7
Expectations met or exceeded*	88	88	89	90	91	89	-	-	-	-	-	-	12	11	10	10	9	11
Staff were competent	91	91	91	90	93	91	5	4	5	5	4	4	4	5	4	4	3	4
Staff did what they said they would do	86	85	87	86	88	86	6	6	5	6	5	6	4	5	4	4	4	5
I was treated fairly	88	89	89	90	92	90	5	5	6	4	4	4	7	6	5	6	4	6
My individual circumstances were taken into account	78	73	76	76	78	80	10	15	13	13	13	10	12	10	9	9	7	9
It's an example of good value for tax dollars spent	73	70	74	75	77	74	13	16	15	14	14	13	13	13	10	10	8	11

Note: Base varies by attribute and year.

Bold indicates a statistically significant change in neutral responses from the previous survey wave. Green highlighting denotes a statistically significant improvement from the previous survey wave. Red highlighting denotes a statistically significant negative change from the previous survey wave.

* 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 2013/14, just over four out of five respondents (84%) were *satisfied* or *very satisfied* with the overall quality of service delivered (stable when compared with 83% in the previous year). However, a statistically significantly higher proportion of respondents gave a rating of *very satisfied* in this survey wave (49%, compared with 44% in 2012/13). 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, traffic stop, or general enquiry;
- whose point of contact was being pulled over while driving;
- aged 55 years or older; and/or
- living in Central District.

Seven per cent of respondents reported they were dissatisfied to some extent (*dissatisfied/very dissatisfied*) with the overall quality of the service delivered (stable when compared with 8% in 2012/13). 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, burglary, or assault;
- whose point of contact was calling the local station; and/or
- aged between 25 and 34 years.

3. Service Expectations Met or Exceeded

When asked how the service they actually received compared to what they had expected, 89% respondents said the service they received was about the *same/better/much better* than they had expected (down significantly from 91% in 2012/13). Two in five respondents (39%) mentioned that service was *better* or *much better* than expected (this share up significantly from 34% last measure), including 13% stating the service they received was *much better* than they had expected. Respondents statistically significantly more likely to have received *much better/better* service than they had expected included those:

- whose reason for contact was disorderly behaviour and intoxication offences or burglary;
- of Pacific Island descent;
- living in Southern or Auckland City district;
- whose point of contact was in person (other than on the roadside or at a Police station) or calling the Communications Centres; and/or
- aged between 16 and 24 years.

Eleven per cent of respondents said that the service they received was *worse* (8%, stable from 7% in 2012/13) or *much worse* (3%, up from 2% in 2012/13) 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, a traffic offence, assault, or theft;
- whose point of contact was by calling their local station; and/or
- aged between 16 and 24 years.

4. Reasons why Service was Better than Expected

Those who said the service they received was *better/much better than expected* most commonly indicated that this was because the staff member had a positive attitude.

Other reasons commonly given for why service was better than expected in 2013/14 include:

- the staff member dealt with the situation promptly;
- the staff member showed interest/concern – took matter seriously;
- Police provided follow up;

- Staff were informative/knowledgeable;
- staff gave good advice/explained what was happening
- good communication – staff listened and understood situation; and/or
- staff were empathetic/supportive.

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 2013/14 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;
- the staff member didn't consider circumstances/unsympathetic/insensitive;
- staff seemed stressed/were rude/short tempered;
- 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; and/or
- respondent felt picked on/discriminated against.