

New Zealand Police Citizens' Satisfaction Survey

EXECUTIVE SUMMARY of Full
Report for 2014/15

EXECUTIVE SUMMARY

1. Introduction and Research Objectives

New Zealand Police commissioned Gravitas Research and Strategy Ltd to conduct the 2014-2015 Citizens' Satisfaction Research programme. This report presents survey results for this period as well as a comparison of results from the six previous survey waves. Key areas of interest are citizens' levels of trust and confidence in the New Zealand Police, perceptions of community involvement, of safety and levels of service satisfaction for those citizens who had contact with Police in the six months prior to being surveyed. The survey is structured to provide reporting at both a national level and by each of the 12 Police districts, and also 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 9,200 interviews conducted by telephone survey between July 2014 and June 2015 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 interactions 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 at the 95% confidence level.

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.

Respondents rated 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.

Trust and confidence in the Police remains high and stable, with 78% of respondents saying they have *full/quite a lot of trust and confidence* in the Police. (This compares with 78% in 2013/14 and 79% in 2012/13). Similarly, the share feeling safe in their local neighbourhood during the day (94% feeling *very safe/safe*, unchanged since 2013/14) and the share of respondents agreeing that Police are involved in activities in their community (69% *strongly agreeing/agreeing*, compared with 69% for 2013/14, 2012/13 and 2011/12) are also stable.

Of note this survey wave are statistically significant improvements for feelings of safety in both local neighbourhoods and nearest city or town centre at night. These increases sit in the context of an upward trend in positive ratings over the seven survey waves. These positive changes include:

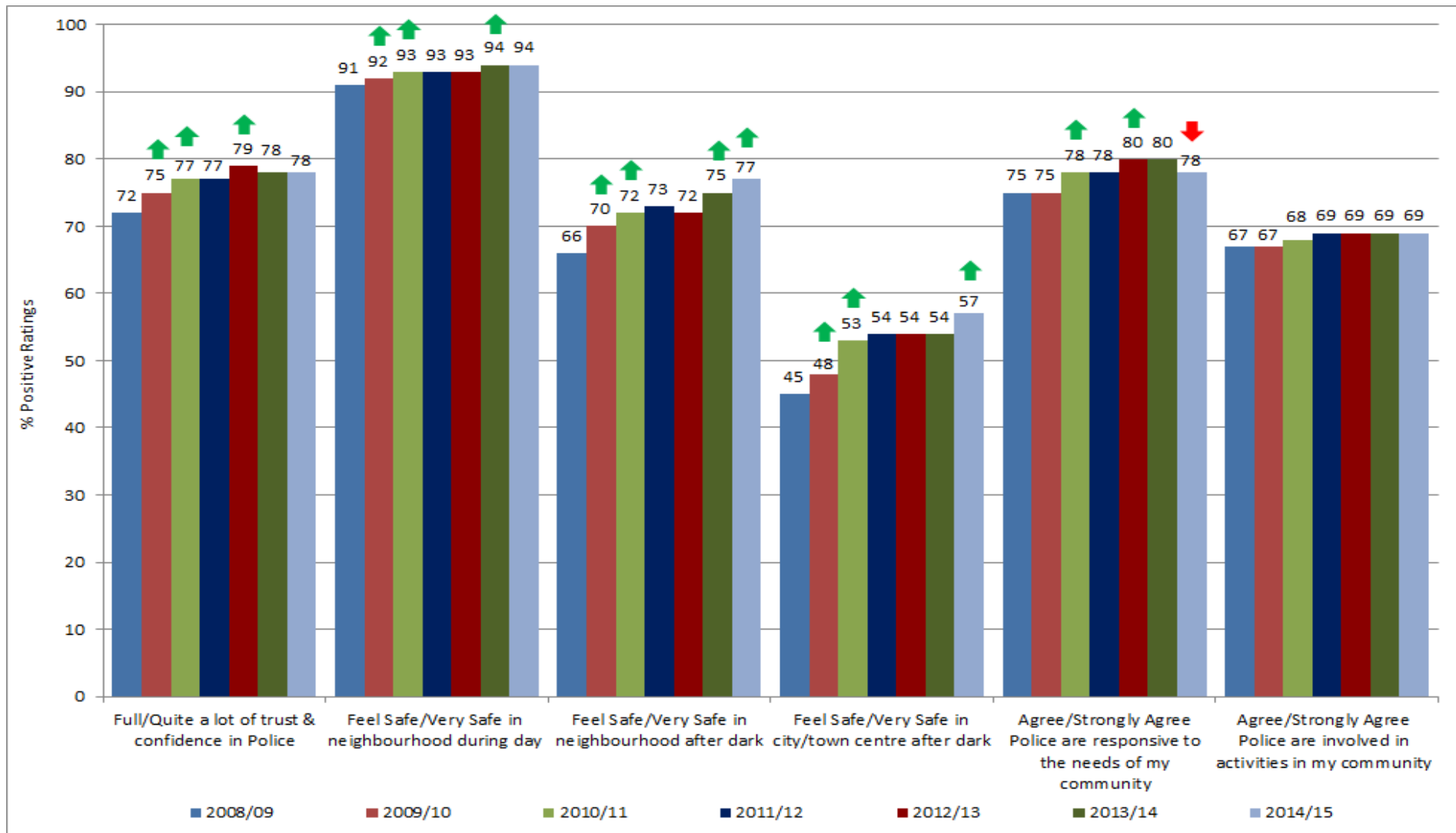
- for safety in the local neighbourhood after dark – the share feeling *very safe/safe* up from 66% in 2008/09 through to 75% in 2013/14 and to 77% this measure.
- for safety in the local city or town centre at night – the share feeling *very safe/safe* up from 45% in 2008/09, through to 54% in 2011/12, 2012/13 and 2013/14, and to 57% this measure.

While positive ratings have been improving, the safety after dark questions show higher levels of negative ratings than other variables - particularly for respondents in Counties Manukau, Eastern and Auckland districts when rating safety in their local neighbourhoods after dark, and for those in Northland, Counties Manukau, Eastern and Waitematā districts when rating safety in their city or town centres at night.

This year there has been a statistically significant decline in the share *strongly agreeing/agreeing* that Police are responsive to community needs (down from 80% last year, to 78%).

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



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 – Comparison Over Time (%)

	Total Positive							Neutral/Some trust and confidence							Total Negative						
	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15
Trust & Confidence	72	75	77	77	79	78	78	21	19	18	18	17	18	18	6	6	5	5	4	4	4
Safety in neighbourhood during day	91	92	93	93	93	94	94	8	7	6	6	6	5	5	1	1	1	1	1	1	1
Safety in neighbourhood after dark	66	70	72	73	72	75	77	22	20	20	19	20	16	15	12	10	8	8	8	8	8
Safety in city/town at night	45	48	53	54	54	54	57	28	29	28	28	28	26	24	26	22	18	17	17	18	17
Police are responsive to the needs of my community	75	75	78	78	80	80	78	15	16	14	13	13	13	14	8	6	6	6	5	4	5
Police are involved in activities in my community	67	67	68	69	69	69	69	18	19	18	17	19	19	18	8	7	7	7	7	6	7

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

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:

- I was treated fairly;
- Staff were competent;
- Staff did what they said they would do;
- Expectations met or exceeded;
- 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. Survey 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 mostly stable since the last measure, with the exception of ratings for overall satisfaction, which has shown a significant decrease between 2013/14 and 2014/15 (down from 84%, to 82%) and staff doing what they said they would do (also down significantly from 86%, to 84%). This year, respondents are also significantly more likely to *disagree/strongly disagree* that staff are competent (up from 4%, to 5%).

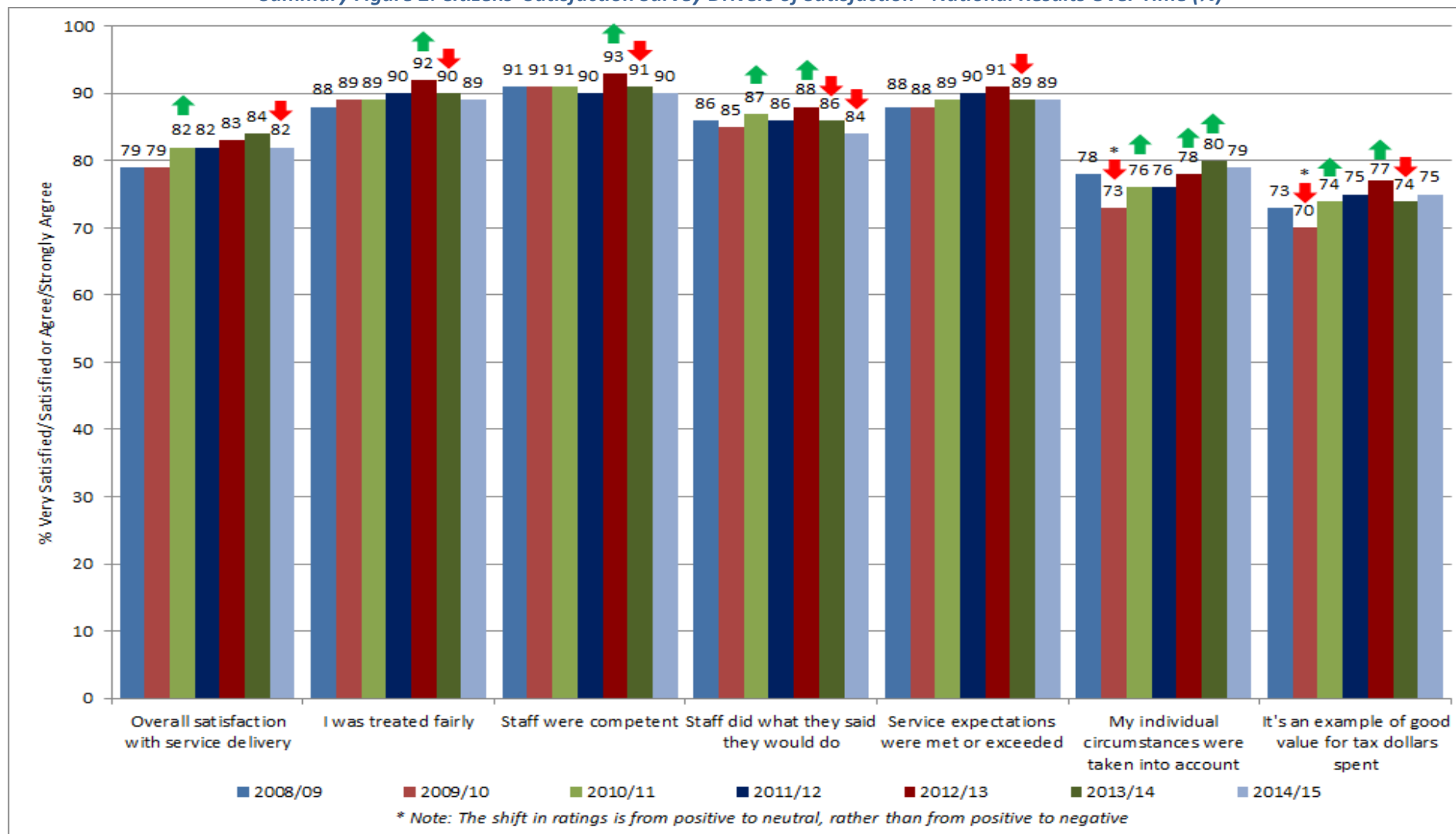
The following graph and table show results at a national level for each of the six key drivers of satisfaction, for people who had contact with New Zealand Police in the six months prior to being interviewed. *Note: See Section 4 for more detail on each of the drivers of satisfaction questions.*

¹ As identified by the State Services Commission’s Kiwis Count survey, part of the ‘New Zealanders’ Experiences’ research programme in 2007.

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.

Summary Figure 2: Citizens' Satisfaction Survey Drivers of Satisfaction - National Results Over Time (%)



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 – Comparison Over Time (%)

	Total Positive							Neutral							Total Negative						
	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15	2008/ 09	2009/ 10	2010/ 11	2011/ 12	2012/ 13	2013/ 14	2014/ 15
Overall Satisfaction	79	79	82	82	83	84	82	10	11	10	10	9	9	10	10	10	8	8	8	7	7
I was treated fairly	88	89	89	90	92	90	89	5	5	6	4	4	4	4	7	6	5	6	4	6	6
Staff were competent	91	91	91	90	93	91	90	5	4	5	5	4	4	4	4	5	4	4	3	4	5
Staff did what they said they would do	86	85	87	86	88	86	84	6	6	5	6	5	6	6	4	5	4	4	4	5	5
Expectations met or exceeded*	88	88	89	90	91	89	89	-	-	-	-	-	-	-	12	11	10	10	9	11	11
My individual circumstances were taken into account	78	73	76	76	78	80	79	10	15	13	13	13	10	10	12	10	9	9	7	9	9
It's an example of good value for tax dollars spent	73	70	74	75	77	74	75	13	16	15	14	14	13	13	13	13	10	10	8	11	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 2014/15, just over four out of five respondents (82%) were *very satisfied* or *satisfied* with the overall quality of service delivered. This result is lower than the 2013/14 result of 84% (a statistically significant difference). Respondents statistically significantly more likely to be *very satisfied/satisfied* with the overall quality of service delivery included those:

- aged 65 years or older;
- whose reason for contact was a traffic stop;
- whose reason for contact was a general enquiry;
- whose point of contact was in person⁴;
- of European ethnicity; and/or
- whose point of contact was on the roadside.

Seven percent of respondents report they are dissatisfied to some extent (*dissatisfied/very dissatisfied*) with the overall quality of the service they received; this is unchanged since last year (also 7%). Respondents statistically significantly more likely to be *dissatisfied/very dissatisfied* with the overall quality of service received compared to all other respondents included those:

- whose reason for contact was a traffic offence;
- whose reason for contact was theft;
- whose point of contact was calling the local station;
- whose point of contact was over the counter at the local station;
- aged between 25 and 34 years old;
- of Pacific Island or Māori ethnicity; and/or
- who are male.

3. Service Expectations Met or Exceeded

When asked how the service received compared to expectations, 89% of respondents said the service they received was *much better/better/about the same* as they had expected (unchanged from 2013/14). However, this result includes a slight decline in the share of respondents who received a *much better/better* service than expected (down from 39% last year, to 37% - a statistically significant change). Respondents statistically significantly more likely to have received *much better/better* service than they had expected compared to all other respondents, included those:

- whose reason for contact was to report an intruder, prowler, suspicious noises or a burglar on premises;
- aged between 16 and 24 years;
- of Māori ethnicity;
- living in Counties Manukau district; and/or
- whose point of contact was calling the Communications Centres.

⁴ Note: This includes any contact in person other than contact on the roadside, or at a Police station (as these are grouped as separate points of contact for analysis).

Eleven percent of respondents said that the service they received was *worse* (9%, stable from 8% in 2013/14) or *much worse* (2%, down significantly from 3% in 2013/14) than expected. Respondents statistically significantly more likely to have received *worse/much worse* service than expected included those:

- whose point of contact was by calling the local station;
- of Pacific Island ethnicity;
- whose reason for contact was theft;
- whose reason for contact was assault;
- living in Tasman district;
- whose point of contact was over the counter at a local station; and/or
- whose reason for contact was a traffic offence.

4. *Reasons why Service was Better than Expected*

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

Other reasons commonly given for why the service was better than expected in 2014/15 included:

- 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; and/or
- staff gave good advice/explained what was happening.

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

Levels of negative ratings are low (between 5% and 11% across the service satisfaction drivers) and are generally very stable. The main reasons given for why the service was *worse/much worse* than expected and/or for *disagreeing/strongly disagreeing* with service delivery statements that were commonly mentioned in 2014/15 include:

- the staff member had a bad attitude;
- the matter was not taken seriously and/or the staff member did not believe me;
- the staff member did not call back or provide any follow-up;
- the outcome or decision was unfair or incorrect;
- Police did not attend, or that Police response was slow/inadequate;
- Police did not do anything/no outcome/no action taken;
- poor communication – did not listen or seemed uninterested;
- respondent felt picked on/discriminated against; and/or
- staff seemed stressed/were rude/short tempered.