

New Zealand Police Citizens' Satisfaction Survey.

EXECUTIVE SUMMARY of Full Report for 2016/17

EXECUTIVE SUMMARY

1. Introduction and Research Objectives

New Zealand Police commissioned Gravitas Research and Strategy Ltd to conduct the 2016-2017 Citizens' Satisfaction Research programme. This report presents survey results for this period as well as a comparison of results from five previous survey waves. Key areas of interest are citizens' levels of trust and confidence in the New Zealand Police, perceptions of community safety and the Police's community involvement, along with 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 a national level, 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 from 9,535 respondents collected through a programme of surveys between 1 July 2016 and 30 June 2017. The surveys comprise:

Survey	Method	Sample Size
General Population Survey (including Māori booster sample using Māori Electoral Roll)	<i>Random telephone survey to landlines</i>	n = 5,505
Communications Centre and Crime Reporting Line Callers Surveys, including Service Experience Survey	<i>Telephone surveys to landlines and cellphones</i>	n = 2,587
Electoral Roll Survey	<i>Random mailed out survey offering online and paper self-completion</i>	n = 1,443
Total Sample		n = 9,535

A Note on Survey and Methodology Changes During 2016/17: During the 2016/17 reporting year, two new surveys were introduced to the research programme to supplement the data collected through the General Population Survey and Communications Centre Survey. The Electoral Roll Survey uses a more inclusive general public sample frame and a self-completion online and mailed out hard copy methodology. The Service Experience Survey gathers more data from those who have had contact with Police, in particular, victims of crime. These two new surveys have been incorporated into the results by weighting the data collected by demographics and Point of Contact within district. These changes to the survey programme may affect results somewhat, as any change in survey methodology can have an impact. This should be borne in mind when comparing current results to those from the previous survey waves.

Throughout the report (unless otherwise specified) data from all surveys 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.

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 throughout. 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 a strategic vision to *Have the trust and confidence of all* and under the overarching purpose of *Be safe, feel safe* - a guiding motto of *Safer Communities Together*.

All respondents (including both those who had contact, and those who had not had contact with Police in the previous six months) were asked to give their rating of the following:

- trust and confidence in Police;
- feeling safe in local neighbourhood after dark;
- feeling safe 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 nationally remains high and stable, with 77% of respondents stating they have *full/quite a lot of trust and confidence* in the Police, unchanged from 77% in 2015/16. Reflecting this, results for districts generally show no statistically significant change year on year, the exceptions being increases this year for Central (up from 77%, to 81%) and Counties Manukau (up from 70%, to 76%), and a decrease for Auckland City District (down from 77%, to 72%).

Respondents significantly more likely to give a rating of *full/quite a lot of trust and confidence* included those:

- aged 45 years or older, and in particular those 65 years or older;
- of European ethnicity;
- living in the least deprived areas (NZDep score of 1-3); and/or
- who are female.

Respondents significantly more likely to give a rating of *not much/no trust and confidence* included those:

- of 'other', Pacific, Māori, or Asian ethnicity;
- aged between 25 and 34 years old;
- living in the more deprived areas (NZDep score of 4-10); and/or
- who are male.

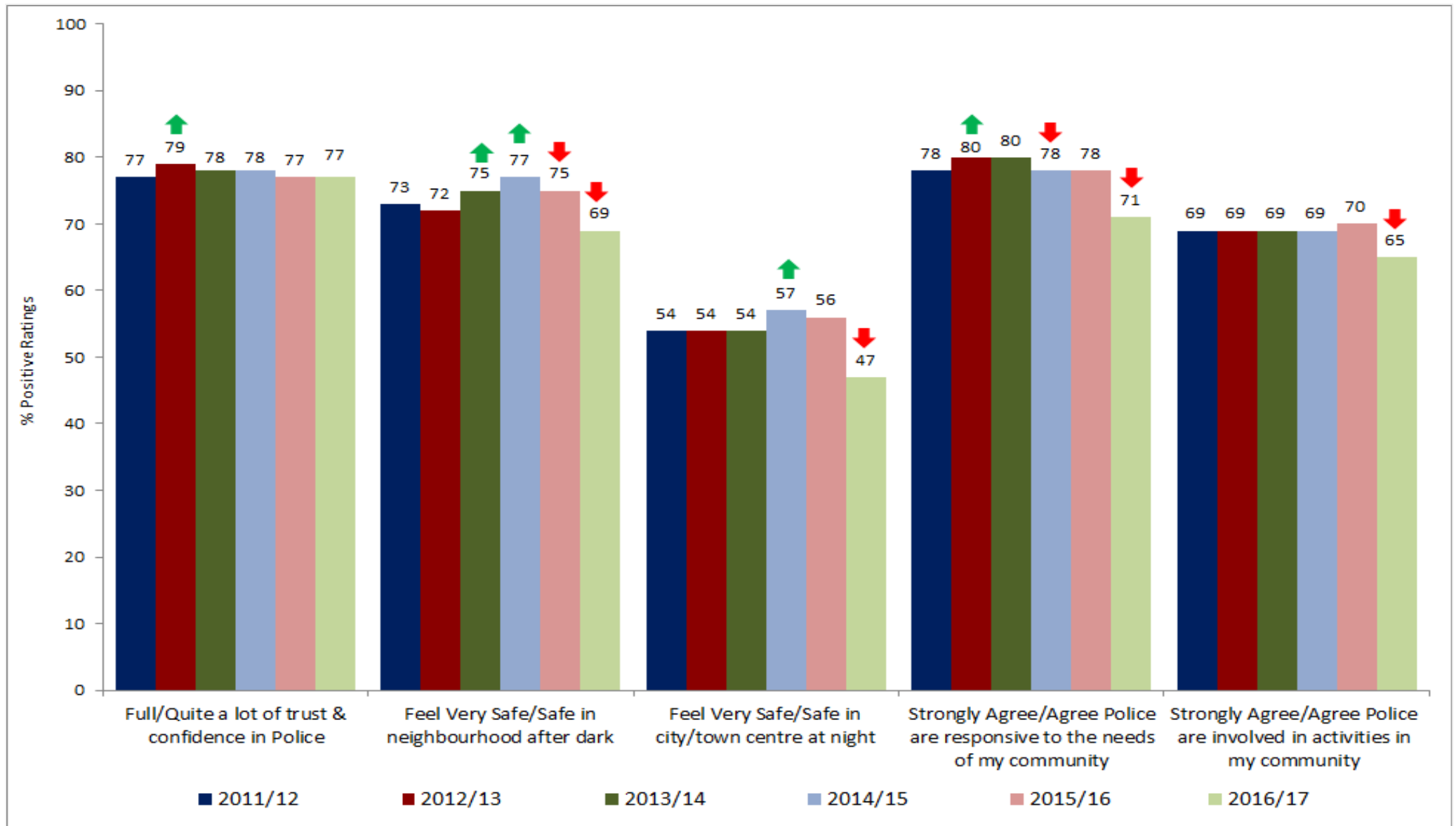
This year there have been statistically significant declines in the share of positive ratings for the other four perception measures, including:

- the share feeling *very safe/safe* in their neighbourhood after dark (down from 75% in 2015/16, to 69%);
- the share feeling *very safe/safe* in their city/town centre at night (down from 56% in 2015/16, to 47%);
- the share of respondents *strongly agreeing/agreeing* that Police are responsive to the needs of their community (down from 78% in 2015/16, to 71%); and
- the share of respondents *strongly agreeing/agreeing* that Police are involved in activities in their community (down from 70% in 2015/16, to 65%).

The majority of districts have experienced significant declines in positive ratings across both safety and police role questions. No district experienced significant increases in positive ratings for any of these measures. However, this year there has been a significant decline in the share of Northland District respondents who reported feeling *unsafe* or *very unsafe* in their city or town centre after dark (down from 31% in 2015/16, to 24%).

The following graph and table outline the key results and changes between survey waves for these public perception questions. *Note: See Section 3 for more detail on each of these 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					
	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16	2016 /17	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16	2016 /17	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16	2016/ 17
Trust & Confidence	77	79	78	78	77	77	18	17	18	18	18	17	5	4	4	4	4	6
Safety in neighbourhood after dark	73	72	75	77	75	69	19	20	16	15	16	19	8	8	8	8	9	11
Safety in city/town at night	54	54	54	57	56	47	28	28	26	24	24	29	17	17	18	17	18	21
Police are responsive to the needs of my community	78	80	80	78	78	71	13	13	13	14	13	20	6	5	4	5	6	8
Police are involved in activities in my community	69	69	69	69	70	65	17	19	19	18	17	22	7	7	6	7	7	9

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 use this survey to monitor levels of satisfaction with these aspects of service along with overall satisfaction². The drivers³ are:

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

When compared with 2015/16, there has been a small but statistically significant decline in the share of respondents who were *very satisfied/satisfied* with the overall quality of service they received (after a significant increase last year, satisfaction rating is down from 84%, to 82% this year). Respondents statistically significantly more likely to be very satisfied/satisfied with the overall quality of service delivery included those:

- whose reason for contact was a traffic stop, a traffic crash or accident, or a general enquiry;
- living in Counties Manukau or Eastern districts;
- aged 45-54 years or 65 years or older;
- whose point of contact was either with police in person (other than at the roadside or local station) or at the roadside;
- of European ethnicity; and/or
- who are female.

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

- whose reason for contact was being a suspect or perpetrator, a traffic offence, about property damage or vandalism, or about disorderly behaviour or intoxication offences;
- of Pacific or Māori ethnicity;
- living in Canterbury District;
- whose point of contact was calling the local station;
- aged 25-34 years old or 55-64 years;
- living in an area with an NZDep score of 4-7; and/or
- who are male.

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.

This year there have been significant declines in the shares of respondents *strongly agreeing/agreeing* that staff did what they said they would do (down from 83% in 2015/16, to 81%) and that their individual circumstances were taken into account (down from 78%, to 75%). The other four attributes of service excellence show stable results.

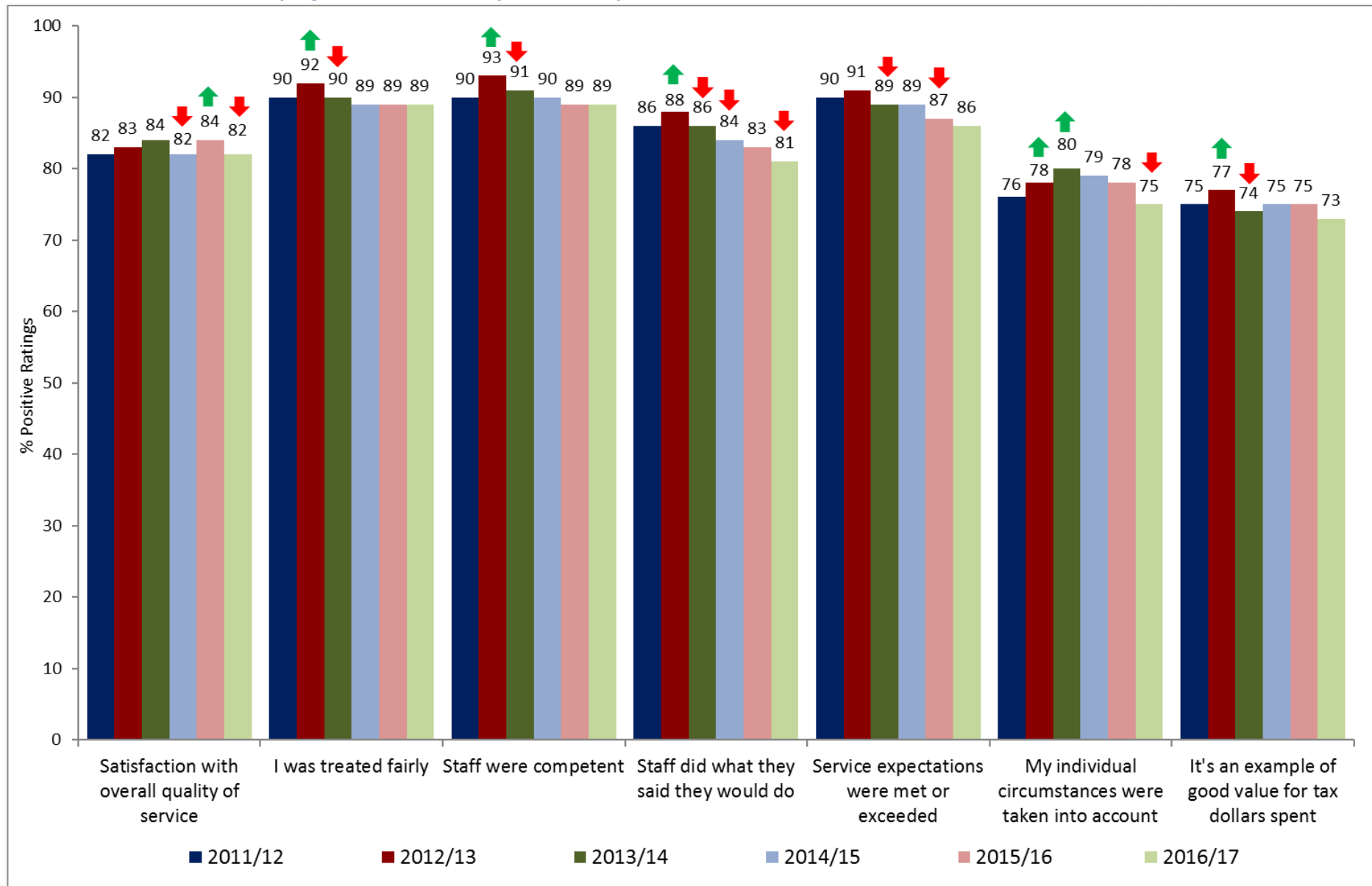
However, it should be noted that this year there have been significant declines in the share of respondents *disagreeing/strongly disagreeing* that:

- staff were competent (down from 5% in 2015/16, to 4%, a small but statistically significant decline);
- individual circumstances were taken into account (down from 11% in 2015/16, to 7%); and
- the service was an example of good value for tax dollars spent (down from 11% in 2015/16, to 9%).

The following graph and table show satisfaction results at a national level for each of the six service excellence attributes, 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 attributes of service excellence questions.

Summary Figure 2: Citizens' Satisfaction Survey Service Excellence Attributes - 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: Service Excellence Attributes National Results – Comparison over Time (%)

	Total Positive						Neutral						Total Negative					
	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16	2016 /17	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16	2016 /17	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16	2016/ 17
Satisfaction with overall quality of service delivery	82	83	84	82	84	82	10	9	9	10	8	9	8	8	7	7	7	7
I was treated fairly	90	92	90	89	89	89	4	4	4	4	4	4	6	4	6	6	6	5
Staff were competent	90	93	91	90	89	89	5	4	4	4	4	5	4	3	4	5	5	4
Staff did what they said they would do	86	88	86	84	83	81	6	5	6	6	4	7	4	4	5	5	5	5
Expectations met or exceeded*	90	91	89	89	87	86	-	-	-	-	-	-	10	9	11	11	12	12
My individual circumstances were taken into account	76	78	80	79	78	75	13	13	10	10	9	12	9	7	9	9	11	7
It's an example of good value for tax dollars spent	75	77	74	75	75	73	14	14	13	13	12	14	10	8	11	11	11	9

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. Service Expectations Met or Exceeded

When asked how the service received compared to expectations, 86% of respondents reported the service they received was *much better/better/about the same* as they had expected (stable from 87% in 2015/16). While the share of respondents who gave *much better/better* ratings is also stable (35%, compared with 34% last year), it should be noted that there has been a statistically significant increase in the share commenting that service was *much better* (up significantly from 12% last year, to 16%).

This year, 12% of respondents reported that the service they received was *worse*, or *much worse* than expected (unchanged from last year).

3. Reasons why Service was Better than Expected

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

Other reasons commonly given for why the service was better than expected in 2016/17 included:

- the staff member dealt with the situation promptly;
- staff were informative/knowledgeable;
- the staff member showed interest/concern and took the matter seriously; and/or
- Police provided follow-up.

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

Levels of negative ratings are low (between 4% and 12% across the service satisfaction drivers) and are generally very stable. The main reasons 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 2016/17, include:

- Police did not do anything/no outcome/no action taken;
- 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;
- respondent felt picked on/discriminated against;
- Police did not consider the situation/no discretion/lenience;
- Police were incompetent/did not handle the situation well;
- Police took too long to respond/inadequate response;
- no information, help or advice given/Police did not help at all; and/or
- poor communication – Police did not listen or seemed uninterested.