

# New Zealand Police Citizens' Satisfaction Survey

EXECUTIVE SUMMARY of Full  
Report for 2015/16

# EXECUTIVE SUMMARY

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## 1. Introduction and Research Objectives

New Zealand Police commissioned Gravitass Research and Strategy Ltd to conduct the 2015-2016 Citizens' Satisfaction Research programme. This report presents survey results for this period as well as a comparison of results from seven previous survey waves. Key areas of interest are citizens' levels of trust and confidence in the New Zealand Police, perceptions of safety and community involvement, 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 9,266 interviews conducted through three telephone surveys between July 2015 and June 2016: 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.

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 *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 to rate 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 nationally remains high and stable (no statistically significant change), with 77% of respondents saying they have *full/quite a lot of trust and confidence* in the Police (this compares with 78% in both 2014/15 and 2013/14). Reflecting this, results for districts generally show no significant change year on year, the exceptions being Waitematā which has increased to 81% (the highest level recorded, also shared with Wellington) from a decrease in 2014/15 and Canterbury which shows a decrease (now at the national average of 77%).

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

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

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

- aged between 25 and 34 years old;
- of Māori or Pacific;
- living in the most deprived areas (NZDep score of 8-10), particularly among those with an NZDep score of 10; and/or
- who are male.

Results are also stable this year for:

- the share feeling safe in their local neighbourhood during the day (94% feeling *very safe/safe*, unchanged since 2014/15 and 2013/14);
- the share feeling safe in their city/town centre after dark (56%, stable from 57% in 2014/15); and
- the share of respondents agreeing that Police are involved in activities in their community (70% *strongly agreeing/agreeing*, compared with 69% for 2013/14, 2012/13 and 2011/12).

There has been a significant decline in the share of respondents who reported feeling *very safe* or *safe* in their neighbourhood after dark (down from 77% in 2014/15 – the highest result recorded, to 75%, the same result as in the 2013/14 year). This change has also been accompanied by a small, but statistically significant, increase in the share of respondents who reported feeling *unsafe* or *very unsafe* (up one point from 8%, to 9%). The proportion of respondents who agreed to some extent that they felt safe in their neighbourhood after dark shows no significant change across most districts, except for declines in Northland and Wellington districts, both of which came off strong results in 2014/15.

Respondents significantly more likely to give a rating of *unsafe/very unsafe* in their local neighbourhood after dark included those:

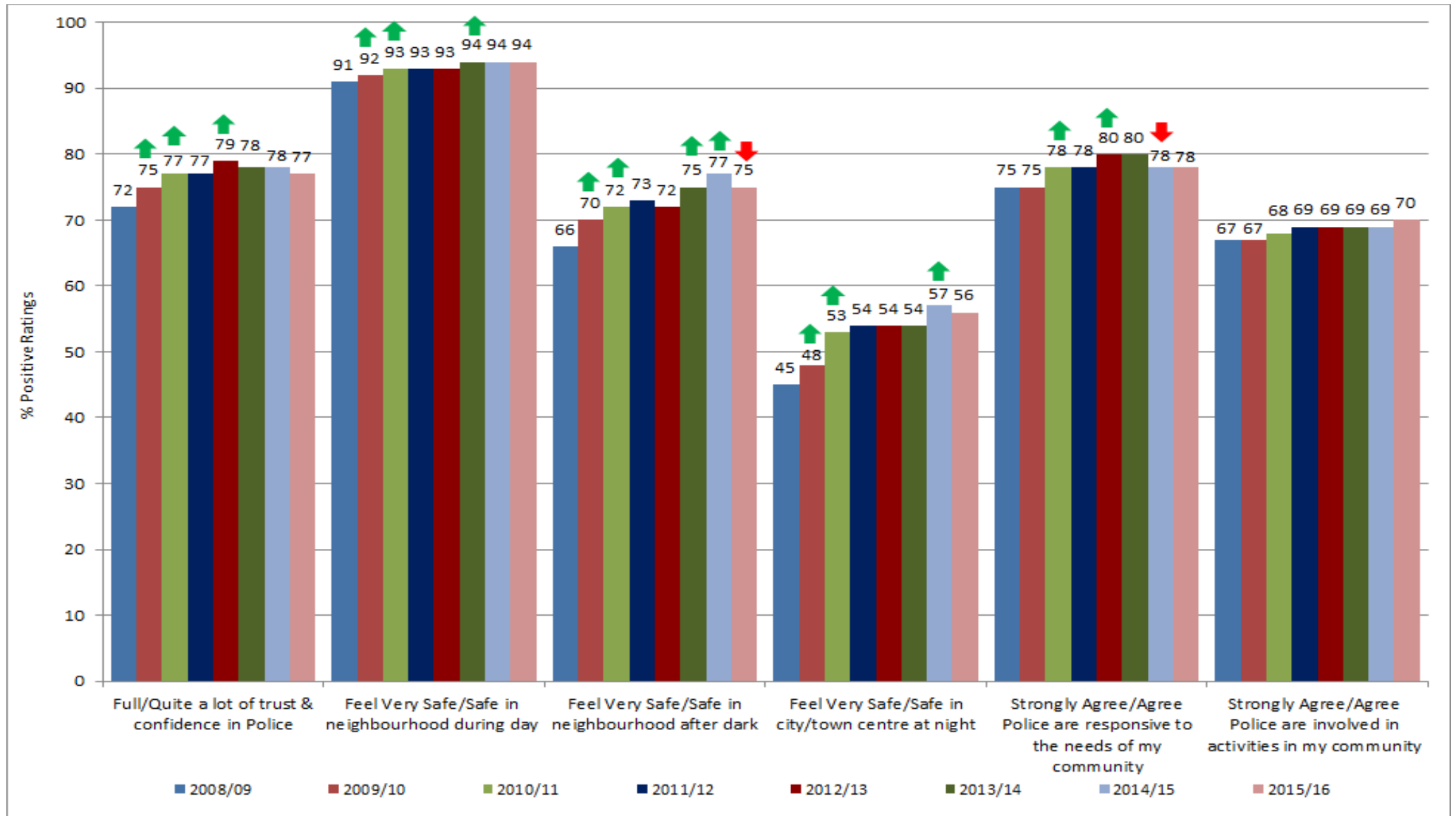
- living in the most deprived areas (NZDep score of 8-10), particularly among those in areas with an NZDep score of 10;
- living in Counties-Manukau, Auckland or Wellington districts; and/or
- who are female.

The results for safety in city/town centre after dark show significant decrease for Bay of Plenty and Canterbury districts and an increase for Southern District.

There has also been a small but statistically significant increase in the share of respondents who indicated that they *disagree* or *strongly disagree* that Police are responsive to the needs of their community. This continues a negative trend – up from 4% in 2013/14, to 5% in 2014/15, to 6% this year. However, the share that *strongly agrees* or *agrees* has remained unchanged (at 78% both this year and last year). The results for agreement that the Police are involved in community activities show significant decrease for Eastern and Canterbury and increases for Bay of Plenty and Central districts.

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	2015 /16	2008/ 09	2009 /10	2010 /11	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16	2008/ 09	2009 /10	2010 /11	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16
Trust & Confidence	72	<b>75</b>	<b>77</b>	77	<b>79</b>	78	78	77	21	19	18	18	17	18	18	18	6	6	<b>5</b>	5	<b>4</b>	4	4	4
Safety in neighbourhood during day	91	<b>92</b>	<b>93</b>	93	93	<b>94</b>	94	94	8	<b>7</b>	<b>6</b>	6	6	<b>5</b>	5	5	1	1	1	1	1	1	1	1
Safety in neighbourhood after dark	66	<b>70</b>	<b>72</b>	73	72	<b>75</b>	<b>77</b>	<b>75</b>	22	20	20	19	20	<b>16</b>	15	16	12	<b>10</b>	<b>8</b>	8	8	8	8	<b>9</b>
Safety in city/town at night	45	<b>48</b>	<b>53</b>	54	54	54	<b>57</b>	56	28	29	28	28	28	<b>26</b>	<b>24</b>	24	26	<b>22</b>	<b>18</b>	17	17	18	17	18
Police are responsive to the needs of my community	75	75	<b>78</b>	78	<b>80</b>	80	<b>78</b>	78	15	16	<b>14</b>	<b>13</b>	13	13	<b>14</b>	13	8	<b>6</b>	6	6	<b>5</b>	<b>4</b>	<b>5</b>	<b>6</b>
Police are involved in activities in my community	67	67	68	69	69	69	69	70	18	19	18	17	<b>19</b>	19	18	17	8	<b>7</b>	7	7	7	<b>6</b>	7	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 sector<sup>1</sup>. Police use this survey to monitor levels of satisfaction with these aspects of service along with overall satisfaction<sup>2</sup>. The drivers<sup>3</sup> 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; and
- 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.

When compared with 2014/15, there has been a significant increase in the share of respondents who were *very satisfied/satisfied* overall with the service they received (overall satisfaction up from 82%, to 84%).

In contrast, the share of respondents who said the service they received was *much better, better or the same* as they had expected has decreased significantly (down from 89+% in 2014/15, to 87% this year). This measure, a significantly higher share of respondents *disagreed/strongly disagreed* that their individual circumstances were taken into account (up from 9%, to 11%).

Results for all other drivers are stable since the last measure.

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.*

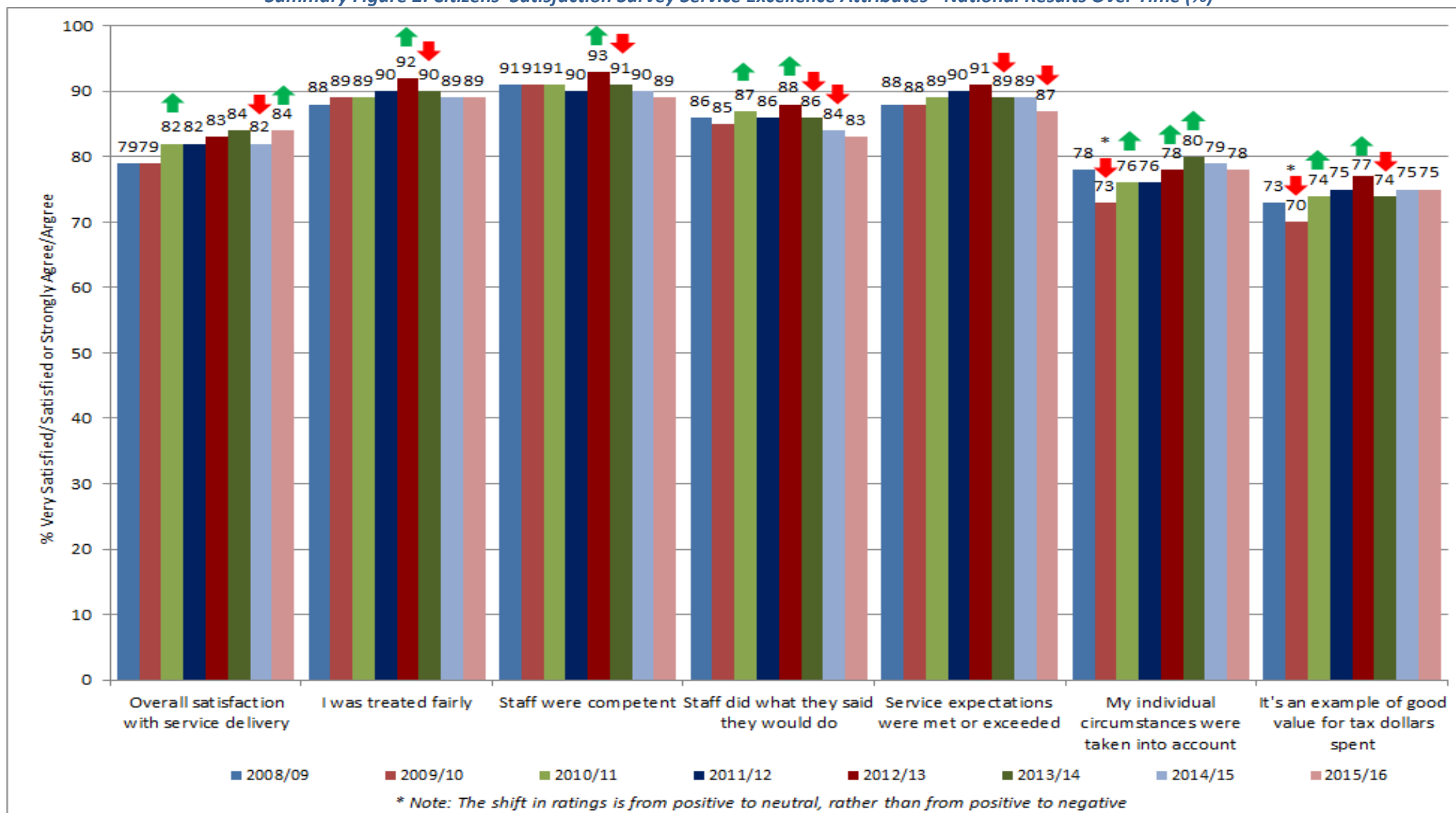
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<sup>1</sup> As identified by the State Services Commission's Kiwis Count survey, part of the 'New Zealanders' Experiences' research programme in 2007.

<sup>2</sup> 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*.

<sup>3</sup> 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 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							
	2008/ 09	2009 /10	2010 /11	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16	2008/ 09	2009 /10	2010 /11	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16	2008/ 09	2009 /10	2010 /11	2011 /12	2012 /13	2013 /14	2014 /15	2015 /16
Overall Satisfaction	79	79	82	82	83	84	82	84	10	11	10	10	9	9	10	8	10	10	8	8	8	7	7	7
I was treated fairly	88	89	89	90	92	90	89	89	5	5	6	4	4	4	4	4	7	6	5	6	4	6	6	6
Staff were competent	91	91	91	90	93	91	90	89	5	4	5	5	4	4	4	4	4	5	4	4	3	4	5	5
Staff did what they said they would do	86	85	87	86	88	86	84	83	6	6	5	6	5	6	6	4	4	5	4	4	4	5	5	5
Expectations met or exceeded*	88	88	89	90	91	89	89	87	-	-	-	-	-	-	-	-	12	11	10	10	9	11	11	12
My individual circumstances were taken into account	78	73	76	76	78	80	79	78	10	15	13	13	13	10	10	9	12	10	9	9	7	9	9	11
It's an example of good value for tax dollars spent	73	70	74	75	77	74	75	75	13	16	15	14	14	13	13	12	13	13	10	10	8	11	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 2015/16, more than four out of five respondents (84%) were *very satisfied* or *satisfied* with the overall quality of service delivered. This is a significant increase from 82% in 2014/15. Respondents statistically significantly more likely to be *very satisfied/satisfied* with the overall quality of service delivery included those:

- living in Waitematā or Southern districts;
- whose reason for contact was a traffic stop or a general enquiry;
- living in an area with an NZDep score of 4-7;
- aged 45 to 54 years; and/or
- of European ethnicity.

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/very dissatisfied* with the overall quality of service received compared to all other respondents included those:

- living in Counties Manukau District;
- whose reason for contact was a traffic offence, assault or theft;
- whose point of contact was calling the local station or a Communications Centre;
- of Māori ethnicity;
- living in the least deprived areas (NZDep Score of 1-3); and/or
- who are male.

## 3. Service Expectations Met or Exceeded

When asked how the service received compared to expectations, 87% of respondents said the service they received was *much better/better/about the same* as they had expected (down significantly from 89% in 2014/15). This result includes a decline in the share of respondents who said they received a *much better/better* service than expected (down significantly from 37% last year, to 34%). Respondents statistically significantly more likely to have received *much better/better* service than they had expected compared to all other respondents, included those:

- living in Waitematā District;
- whose reason for contact was due to disorderly behaviour or intoxication offences;
- whose point of contact was calling the Communications Centres or over the counter at a local station;
- aged between 16 and 24 years old;
- of Māori ethnicity; and/or
- living in the most deprived areas (NZDep score of 8-10).

In total, twelve percent of respondents said that the service they received was *worse* (9%, unchanged from 9% in 2014/15) or *much worse* (3%, up significantly from 2% in 2014/15) than expected. Respondents statistically significantly more likely to have received *worse/much worse* service than expected included those:

- whose reason for contact was theft, assault or a traffic offence;
- whose point of contact was by calling the local station; and/or
- of Asian/Indian ethnicity.

#### 4. *Reasons why Service was Better than Expected*

Those who said the service they 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 2015/16 included:

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

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

Levels of negative ratings are low (between 5% and 12% 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 2015/16, include:

- the staff member had a bad attitude;
- the matter was not taken seriously and/or the staff member did not believe me;
- Police did not do anything/no outcome/no action taken;
- 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 did not consider the circumstances/unsympathetic/insensitive;
- respondent was stopped for no reason;
- poor communication – Police did not listen or seemed uninterested;
- Police just gathering revenue/giving tickets for no reason;
- Police were not knowledgeable/did not know where I was;
- Police were incompetent/did not handle the situation well;
- Police do not have enough resources/staff;
- outcome/decision was unfair or incorrect; and/or
- no information, help or advice given/Police did not help at all.