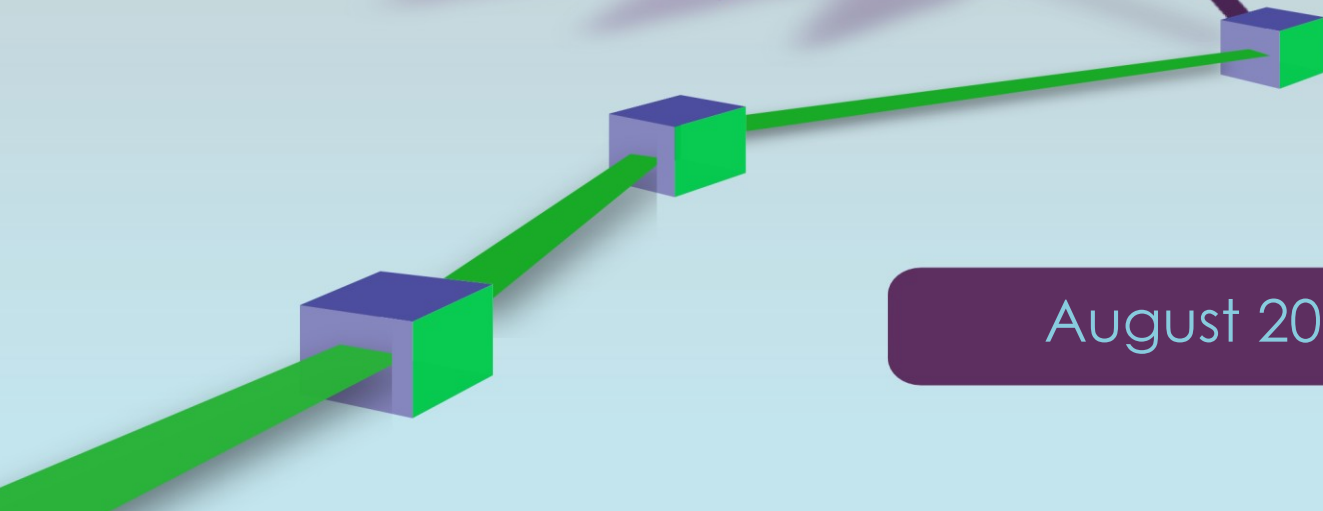
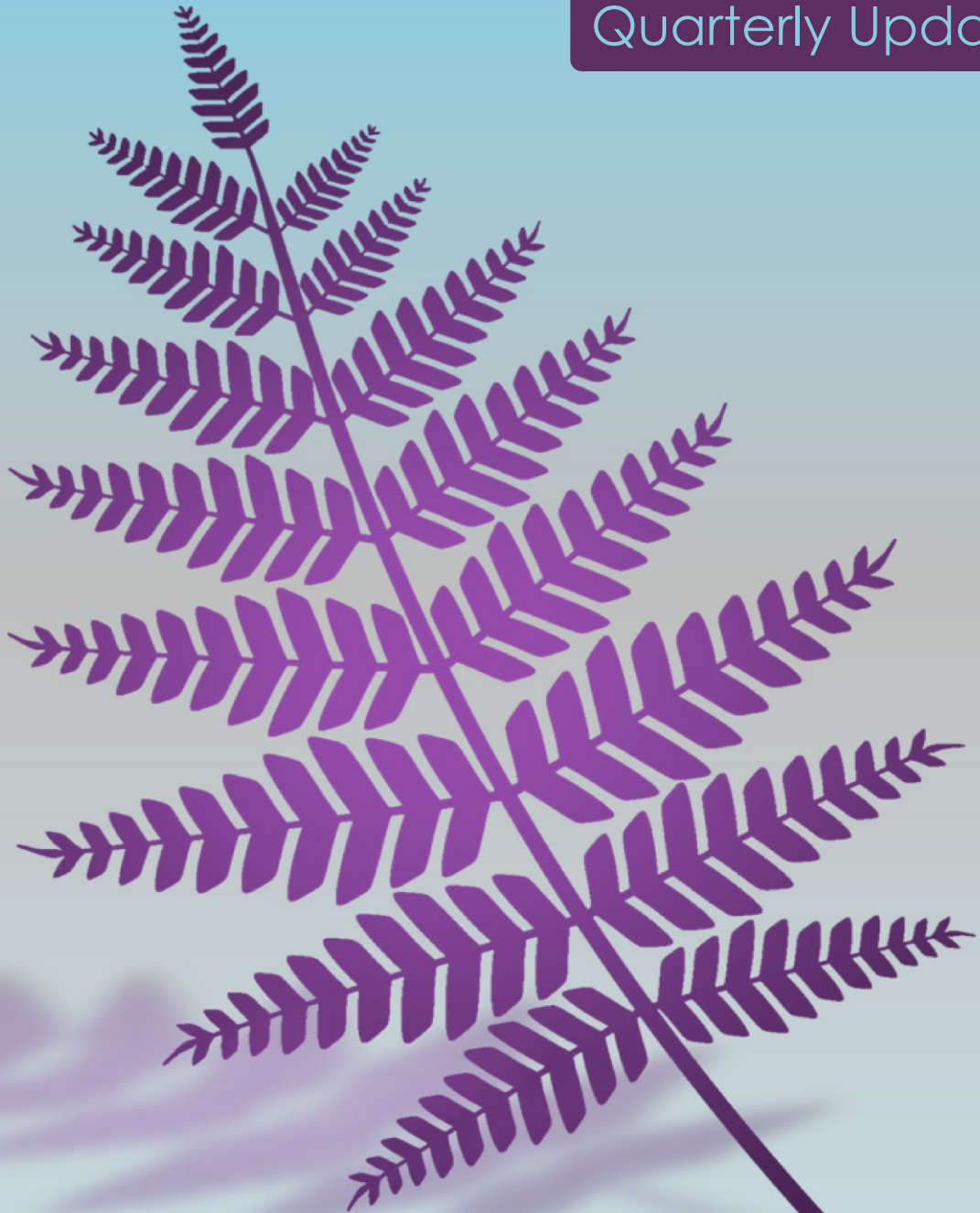


# Kiwis Count



NEW ZEALANDERS' SATISFACTION WITH PUBLIC SERVICES

Quarterly Update 1



August 2012

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# Executive Summary

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*Kiwis Count* is a comprehensive survey which measures New Zealanders' satisfaction with 42 frequently used public services. This report is the first in a series of quarterly updates from the *Kiwis Count* survey and draws on the experiences of 1,121 New Zealanders who completed the survey between February 2012 and June 2012.

*Kiwis Count* has changed from a point-in-time survey into a continuous survey with ongoing data collection and regular reporting. The change to a continuous survey with greater online participation provides more timely information on the quality of public services while reducing survey costs.

The Better Public Services programme is about creating a public sector that can respond more effectively to the needs and expectations of New Zealanders. *Kiwis Count* tracks improvements in the quality of service delivered to New Zealanders and identifies areas where the public sector needs to provide better service.

The overall service quality score for public services between February and June 2012 was 72, an increase over the 2009 score of 69.

The overall increase in service quality, from 69 to 72, is reflected at the service group level, with increases in the service quality scores for all 10 service groups. The largest improvements were in the service groups Border Services and Taxation & Business.

Twenty seven services improved since *Kiwis Count 2009*. Twelve of these increases were statistically significant. Six services recorded decreases in service quality, although only one, *Applying for or receiving a student loan or student allowance*, was a statistically significant decrease.

*Kiwis Count* is part of a wider research initiative which is designed to find out how New Zealanders experience public services and to develop tools through which services can improve.

## Quick Facts

- *Kiwis Count* measures New Zealanders' satisfaction with **42** public services
- The overall quality of service delivery increased from **69** in 2009 to **72** in 2012
- **12** services increased significantly
- **1** service decreased significantly

# Quarterly Update 1

This report is the first in a series of quarterly updates from the *Kiwis Count* survey. The report draws on the experiences of 1,121 New Zealanders who completed *Kiwis Count* between February 2012 and June 2012.

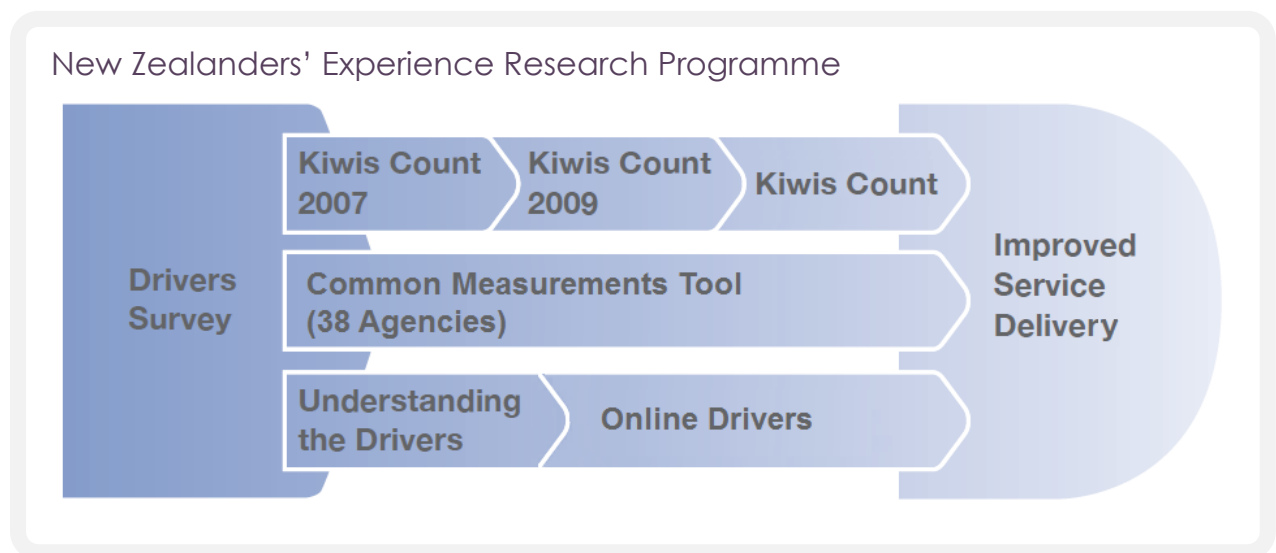
## Background

In 2007, for the first time, the State Services Commission asked a sample of New Zealanders about their experiences and views of public services. Known as the *Kiwis Count* survey, this provided rich information on how New Zealand's public services were performing in the eyes of the people who use them. The survey was run for a second time in 2009.

In late 2011, the State Services Commission contracted Nielsen and Midas Infomedia to manage the collection and reporting of *Kiwis Count*. Nielsen and Midas have worked with Commission staff to turn *Kiwis Count* from a point-in-time survey into a continuous survey with ongoing data collection and regular reporting.

*Kiwis Count* is based on *Citizens First*, a Canadian government survey that measures satisfaction and identifies areas for improvement in public services. In this report, public services means all services provided by government and includes central and local government services, tertiary institutions, schools and hospitals.

*Kiwis Count* is part of a wider research initiative called the *New Zealanders' Experience Research Programme* (NZE), which is designed to find out how New Zealanders experience public services and to develop tools through which services can improve.



## Kiwis Count Updates

Each quarter, the State Services Commission will publish an update from *Kiwis Count* to highlight areas of strength and areas for improvement in the quality of service delivered to New Zealanders. With each quarterly update, a clearer picture of the trends in the quality of service delivery will emerge.

This initial update, as well as the second quarterly update, will be based on findings from the previous six months of data collection. The decision to combine two quarters (which boosts the sample size to over 1,000) was made after consulting with Statistics New Zealand and will reduce the potential for volatility from quarter to quarter. From the third quarterly update, due for publication early in 2013, it will be possible to report annual findings based on the responses of over 2,000 New Zealanders.

This first update focuses on the core of *Kiwis Count* – the service quality ratings for 42 commonly used services. Future updates will report on:

- How New Zealanders are accessing public services and the extent of the shift towards online service delivery
- Comparisons between the quality of services provided by the public and private sectors
- The level of trust New Zealanders have in their public services

## Survey Approach

A technical report outlining the survey methodology is published alongside this update. A summary of the technical report is provided in this section.

### Questionnaire content

*Kiwis Count* is split into modular components. At the heart of the survey are questions about the 42 public services that New Zealanders use most frequently. These core questions will remain fixed for the next few years, with new questions added as they are developed or required.

### Continuous surveying

Unlike the 2007 and 2009 *Kiwis Count* surveys which were point-in-time collections, *Kiwis Count* is now a continuous survey. At the start of each month Nielsen sends out 432 survey invitations. The change in approach allows the frequency of reporting to be increased from biennially to quarterly and provides a regular stream of performance information for Ministers, agencies and the public.

## Encouraging online participation

The survey processes and materials have been redesigned with the aim of encouraging online participation and reducing survey costs while maintaining comparability with previous surveys. As a result of these changes, there has been a significant shift towards online participation with 55% of respondents now choosing to complete the survey online (compared with 17% in 2009 and 9% in 2007).

## Sample size and response rate

The response rate in the first two quarters to June 2012 was 46%. By the end of June 2012, 1,121 New Zealanders had completed the survey. This number will continue to grow over the next two years and will enable more detailed investigation of the survey findings in future updates. Each year, over 2,000 New Zealanders will complete *Kiwis Count*.

## Service Quality Scores

The *Kiwis Count* surveys ask New Zealanders to rate services or express opinions using a scale from 1 to 5. To enable comparisons between *Kiwis Count* and *Citizens First* to be made, we have adopted the Canadian approach of converting five point rating scales to service quality scores ranging from 0 to 100.

The overall Service Quality Score is calculated by rescaling the result from each respondent's five point scale (1,2,3,4,5) to a 101 point scale (0,25,50,75,100) then calculating an average of these scores from all the services used.

The overall average uses all service experiences, so a respondent who has used ten services contributes ten observations to the overall score and a respondent who has used one service contributes one observation to the overall score.

### Example: the service quality question

**A2** Please tick 'yes' if in the last 12 months you have personally used or had contact with a public service organisation about any of the following. Then rate the quality of the service provided.

		In the last 12 months have you used or had contact about...?		If Yes: What was the quality of the service?				
		Please tick						
		Yes	No	Very poor				Very good
01	Visited a national park	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
02	A hunting or fishing licence	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
⋮								
42	Registered a business entity for tax purposes or filed a tax return	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5



## Research Highlights

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This report is the first in a series of quarterly updates from the redesigned *Kiwis Count* survey. The next update is scheduled for release around November 2012.

The overall service quality score for public services between February and June 2012 was 72, an increase over the 2009 score of 69.

The overall increase in service quality, from 69 to 72 was driven by increases in the service quality scores for all service groups. The size of the increase in service quality ranged from one point in the Education & Training group to six points in the Border Services and Taxation & Business groups.

The *Kiwis Count* data collected between February 2012 and June 2012 showed that 27 services improved since *Kiwis Count 2009*. Twelve of these increases were statistically significant (compared to nine in 2009). The largest increases came from the services *Importing goods into New Zealand or customs duties* and *New Zealand superannuation*. Both increased by nine points.

Six services recorded decreases in service quality, although only one, *Applying for or receiving a student loan or student allowance*, was a statistically significant decrease (four services recorded significant declines in the 2009 survey).

The latest survey shows increases across all the drivers of satisfaction. The factor with the largest rating increase since the first *Kiwis Count* survey was '*It's an example of good value for tax dollars spent*'.

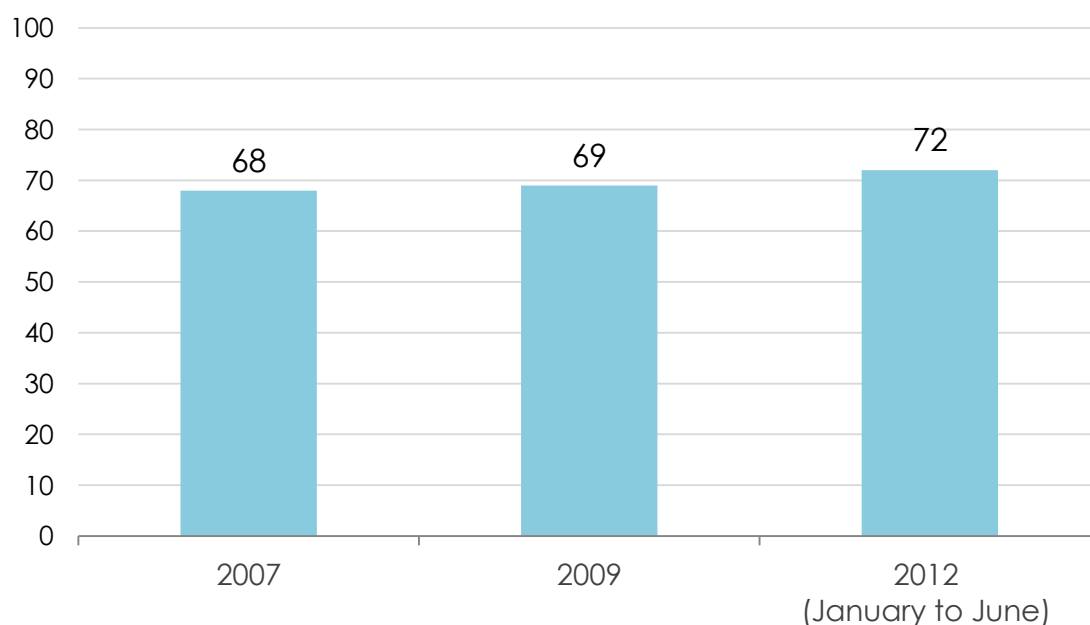
The *Kiwis Count* survey shows an increase in the proportion of people who use public services online. Fifty one percent of survey respondents have transacted with public services via the internet in the past twelve months (up from 40 percent in 2009). This change is likely to be contributing to the overall increase in service quality.



## Service Quality Overall

The overall service quality score for public services between February and June 2012 was 72, an increase on the 2009 score of 69. This improvement is a good result given the environment of fiscal constraint public services have been operating under since the last measure in 2009.

Service Quality Score Trend: All Services (2007 to 2012)



The overall increase is consistent with other findings from the survey and recent improvements seen in Canada. Three potential reasons for the increase in service quality are outlined below.

### Increases in the factors that drive satisfaction

The drivers of satisfaction are the factors that have the biggest impact on New Zealanders' satisfaction with public services<sup>1</sup>. *Kiwis Count* shows increases across all the drivers of satisfaction. The factor with the largest increase since *Kiwis Count 2007* is '*It's an example of good value for tax dollars spent*'. On a five point agreement scale, with 5 being 'Strongly agree', 73 percent of respondents rated the value for money of their most recent experience as either a four or a five (up from 55 percent in 2007). This change in the public's rating of value for money, combined with the increases for the other drivers, contributed to the increase in the overall service quality score.

<sup>1</sup> The drivers of satisfaction are: The service experience met your expectations, Staff were competent, Staff kept their promises, You were treated fairly, You feel your individual circumstances were taken into account and It's an example of good value for tax dollars spent.

## Changing usage patterns and preferences

New Zealanders use a range of channels and have different preferences about how they interact with public services. The *New Zealanders' Experience Research Programme* highlights the importance of understanding and meeting customer expectations<sup>2</sup>. We know from *Kiwis Count* and previous research<sup>3</sup> that satisfaction is generally higher among people who use public services online and lower for those who use the telephone.

The latest *Kiwis Count* survey shows an increase in the proportion of people who use public services online. Fifty one percent of survey respondents have transacted with public services via the internet in the past twelve months (up from 40 percent in 2009). This change is likely to be contributing to the overall increase in service quality.

## Survey changes

Changes in the approach to a survey always have the potential to impact survey ratings. We were very careful to minimise the impact of any changes to this survey. However, there is the potential that seasonality, changes to the set of services<sup>4</sup>, and moving to a continuous survey with greater online participation<sup>5</sup> will have an impact on the service quality scores.

## Service Quality Scores: Canadian Comparison

*Kiwis Count* is based on *Citizens First*, a Canadian government project that measures satisfaction and identifies areas for improvement in public services. Canada has an impressive track record of service improvement over the 14 years since the initial *Citizens First* survey in 1998.

At the time of writing this report the sixth *Citizens First* survey was underway. The initial *Citizens First Six* publication did not disclose the overall service quality score but indicated that “Overall satisfaction with service from government is up”. This finding is consistent with the latest *Kiwis Count* findings.

## Service Quality Scores: Comparison between New Zealand and Canada

	Service Quality Scores						
	1998	2000	2002	2005	2007	2009	2012
Canada	60	61	64	68	69	.	Increase <sup>6</sup>
New Zealand	.	.	.	.	68	69	72

<sup>2</sup> [Satisfaction and Trust in the State Services \('drivers' survey\)](#)

<sup>3</sup> [How New Zealanders access public services: A report on the service channels from \*Kiwis Count\* 2009](#)

<sup>4</sup> The impact of the changes to the set of services is minimal. Of the five new services added, two were below the overall score, one was at the overall score and two were above the overall score.

<sup>5</sup> These changes have a minimal impact because the core methodology has been maintained (a random sample of New Zealanders drawn from the electoral role), the sample size is large (findings are based on 7,512 service experiences from 1,121 people), both the old and new surveys are postal self-complete, and the usage rates for the 42 services are very similar to previous surveys (see Appendix 1).

<sup>6</sup> [Citizens First 6: Key initial findings](#)

## Service Quality within Service Groups

*Kiwis Count* measures service quality at three levels: an overall level, a service group level (of which there are 10), and an individual service level (of which there are 42). The 10 service groups are shown in the table below.

The overall increase in service quality, from 69 to 72, is reflected at the service group level with increases in the service quality scores for all service groups. The size of the increase in service quality ranges from one point in the Education & Training group to six points in the Border Services and Taxation & Business<sup>7</sup> groups.

### Service Quality Scores: Service Groups

Service Group	Service Quality Scores		
	2009	June 2012	Change in SQS (2009 to 2012)
Border Services	71	77	6
Taxation & Business <sup>7</sup>	62	68	6
Justice & Security	63	67	5
Environment & Recreation	72	75	3
Local Government	69	72	3
Health	69	72	3
Social Assistance & Housing	68	70	2
Passports & Citizenship	77	78	1
Education & Training	68	69	1
Motor Vehicles	.	79	.
<b>Service Quality Overall</b>	69	72	3

<sup>7</sup> The addition of a new question about *sorted.org.nz* contributed to some of the increase in the Taxation & Business group, if this question is excluded the Taxation & Business group would have increased by four points to a Service Quality Score of 66.

## Service Quality for Individual Services

**27**<sup>12</sup>  
Increased

The *Kiwis Count* data collected between February 2012 and June 2012 showed that 27 services improved since *Kiwis Count 2009*. Twelve of these increases were statistically significant (up from nine in 2009). The largest increases came from the services *Importing goods into New Zealand or customs duties* and *New Zealand superannuation*. Both increased by nine points.

**03**  
No change

Three services recorded the same service quality score in the first six months of 2012 as they did in the 2009 survey.

**06**<sup>1</sup>  
Decreased

Six services recorded decreases in service quality, although only one, *Applying for or receiving a student loan or student allowance*, was a statistically significant decrease (four services recorded significant declines in the 2009 survey).

Of the 42 services in *Kiwis Count*, 36 can be directly compared with the 2009 survey. Six<sup>8</sup> services have been added or reworded since 2009 and cannot be compared with the previous survey.

The table on the following page highlights the services with significant changes in the quality of service between the 2009 survey and the first six months of 2012. The remainder of the report contains a page for each service group and provides details of the changes in service quality for the individual services within each group.

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<sup>8</sup> Visited [sorted.org.nz](http://sorted.org.nz) for information to help manage your personal finances or retirement income; A rental property bond lodgement, refund or transfer; Obtain, renewed, change or replace a driver licence; Licensed or registered a vehicle; ERO (Education Review Office) school or early childhood reports; Living in a Housing New Zealand home.

# Services with Significant Changes between 2009 and 2012

## Statistically significant increases

Change in Service Quality	Service	2009	June 2012
9	Importing goods into New Zealand or customs duties	57	66
9	New Zealand Superannuation	75	84
7	A hunting or fishing license	72	79
7	Registered a business entity for tax purposes or filed a tax return	64	71
7	Emergency services i.e.111	77	84
6	Paying fines or getting information about fines	57	63
6	The arrival process after landing at a New Zealand international airport from Australia	73	79
6	Accident compensation for injuries	64	70
5	A university, polytechnic or wananga about a course you are attending or may attend in the future	70	75
5	The arrival process after landing at a New Zealand international airport from anywhere except Australia	72	77
4	Received outpatient services from a public hospital (includes A & E)	68	72
3	Visited a public library	82	85

## Statistically significant decreases

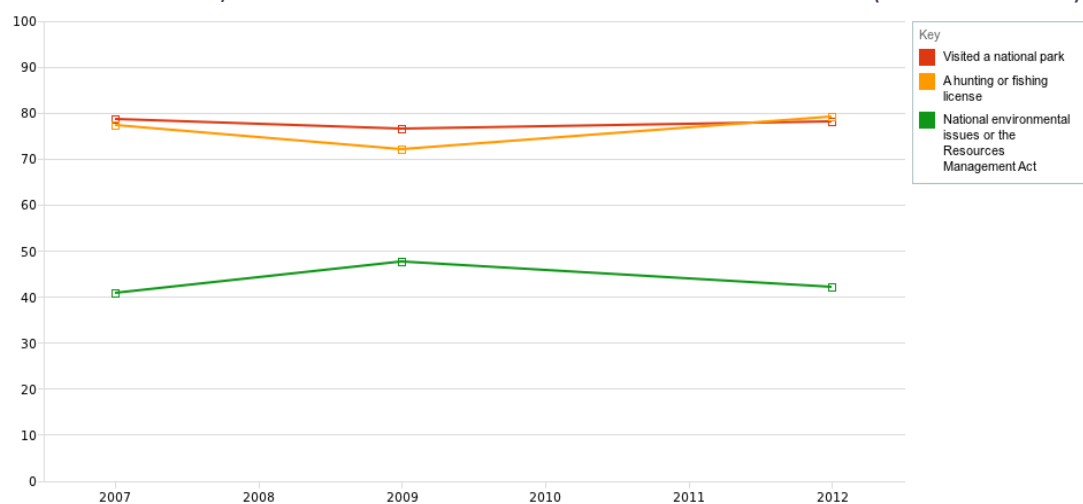
Change in Service Quality	Service	2009	June 2012
7	Applying for or receiving a student loan or student allowance	59	52



## Environment & Recreation

The overall service quality score for the Environment & Recreation group was 75, up from 72 in 2009. One service, *A hunting and fishing license*, recorded a significant increase in service quality. *National environmental issues or the Resource Management Act* dropped back to 2007 levels after increasing significantly in the 2009 survey, while *Visited a national park* rebounded to a score of 78.

There have been no changes in the composition of the Environment & Recreation service group since the first *Kiwis Count* survey in 2007.

Service Quality Score Trends: Environment & Recreation (2007 to 2012)



Service		Service Quality Scores		
		2007	2009	June 2012
	Visited a national park	79	 76	78
	A hunting or fishing license	77	 72	 79
	National environmental issues or the Resources Management Act	41	 48	42
Overall		74	72	75



indicates a statistically significant increase



indicates a statistically significant decrease

## Motor Vehicles



Both services in the Motor Vehicles group scored above the survey average. *Obtain, renewed, change or replace a driver licence* had a service quality score of 75, while *Licensed or registered a vehicle* recorded a score of 80.

In previous *Kiwis Count* surveys, the Motor Vehicles service group only contained one service, *A driver licence, registering a vehicle or changing ownership of a vehicle*, which scored 74 in both the 2007 and 2009 survey. This service had the highest usage in *Kiwis Count 2009* with over 70% of respondents using the service within the past 12 months.

After consulting with the New Zealand Transport Agency (NZTA), driver licensing and vehicle registration was split into two questions. Comparisons to previous surveys have not been made in the charts or tables.

Service Quality Score Trends: Motor Vehicles (2012)



Service		Service Quality Scores
		June 2012
	Obtain, renewed, change or replace a driver licence	75
	Licensed or registered a vehicle	80
Overall		79



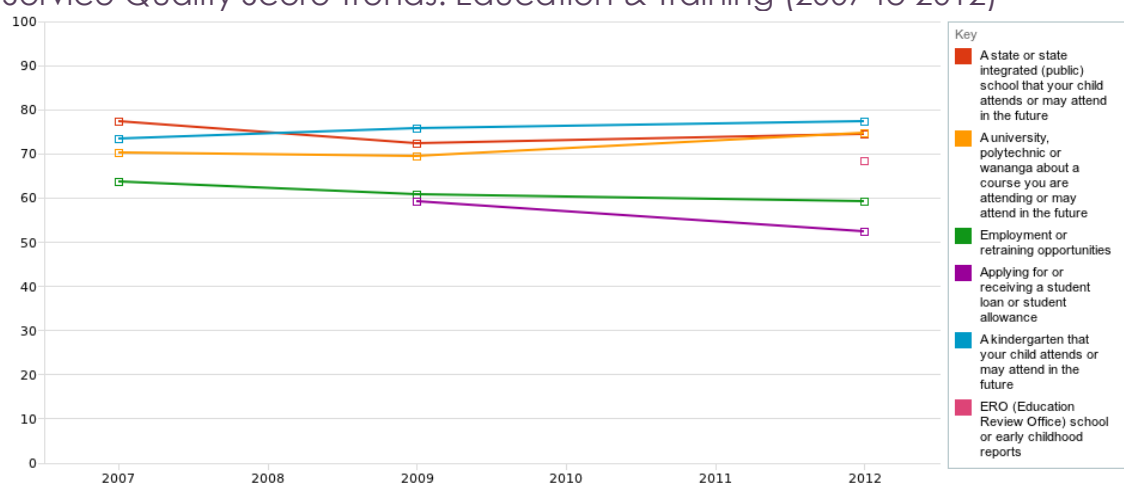
## Education & Training










The service quality score Education & Training increased by one point from 68 in 2009 to 69 in the first six months on 2012, slightly below the survey average of 72. Increases in the results for *Kindergartens*, *Schools*, and a significant increase for *Universities, polytechnics and wananga* were behind the overall increase.

The service quality score for *Applying for or receiving a student loan or student allowance* declined from 59 in 2009 to 52 in the first 6 months of 2012. *Student loans and allowances* was the only service with a statistically significant decline in service quality.

The introduction of *ERO (Education Review Office) school or early childhood reports* into the survey did not impact on the overall score. *ERO reports* scored just below the group average at 68.

Service Quality Score Trends: Education & Training (2007 to 2012)



Service		Service Quality Scores		
		2007	2009	June 2012
	A state or state integrated (public) school that your child attends or may attend in the future	77	 72	74
	A university, polytechnic or wananga about a course you are attending or may attend in the future	70	70	 75
	Employment or retraining opportunities	64	61	59
	Applying for or receiving a student loan or student allowance	.	59	 52
	A kindergarten that your child attends or may attend in the future	73	76	77
	ERO (Education Review Office) school or early childhood reports	.	.	68
<b>Overall</b>		<b>72</b>	<b>68</b>	<b>69</b>



indicates a statistically significant increase



indicates a statistically significant decrease

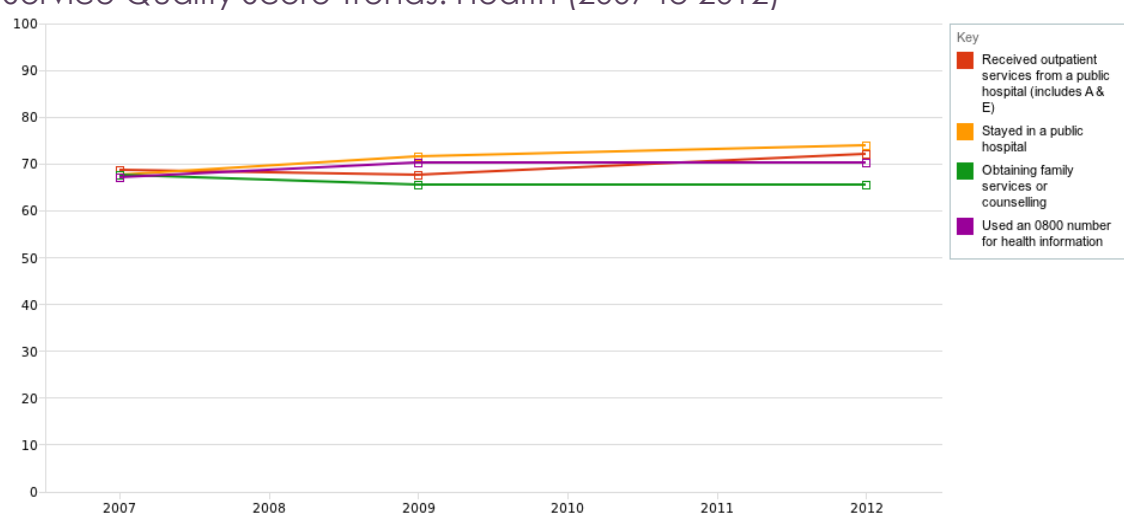
## Health







The improvements in the service quality score for the Health group match the increase in the overall service quality for public services. A statistically significant improvement in *Received outpatient services from a public hospital* and an increase in *Stayed in a public hospital* drove the overall increase in the group.

The scores for the other two services remained unchanged from 2009.

There have been no changes in the composition of the Health group since the first *Kiwis Count* survey in 2007.

Service Quality Score Trends: Health (2007 to 2012)



Service		Service Quality Scores		
		2007	2009	June 2012
	Received outpatient services from a public hospital (includes A & E)	69	68	 72
	Stayed in a public hospital	68	 71	74
	Obtaining family services or counselling	68	65	65
	Used an 0800 number for health information	67	 70	70
Overall		68	69	72

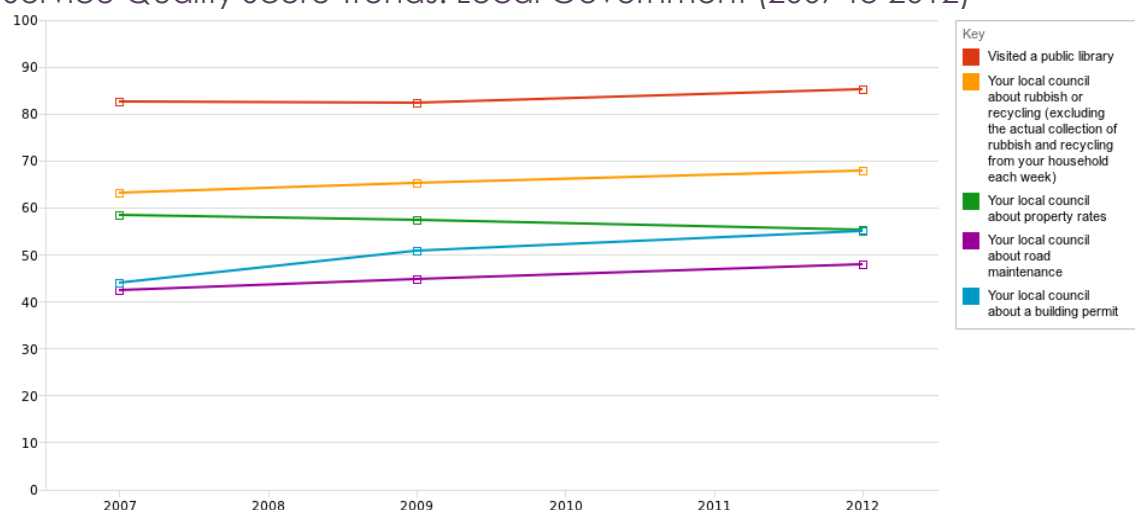
 indicates a statistically significant increase








## Local Government

The improvement in the service quality score for Local Government mirrors the overall improvement service quality score (69 to 72). Since 2009, four of the five services recorded increases, including a statistically significant increase for *Visited a public library*.

There have been no changes in the composition of the local government service group since the first *Kiwis Count* survey in 2007.

Service Quality Score Trends: Local Government (2007 to 2012)



Service		Service Quality Scores		
		2007	2009	June 2012
	Visited a public library	83	82	85 
	Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	63	65	68
	Your local council about property rates	59	57	55
	Your local council about road maintenance	42	45	47
	Your local council about a building permit	44	51 	55
Overall		68	69	72

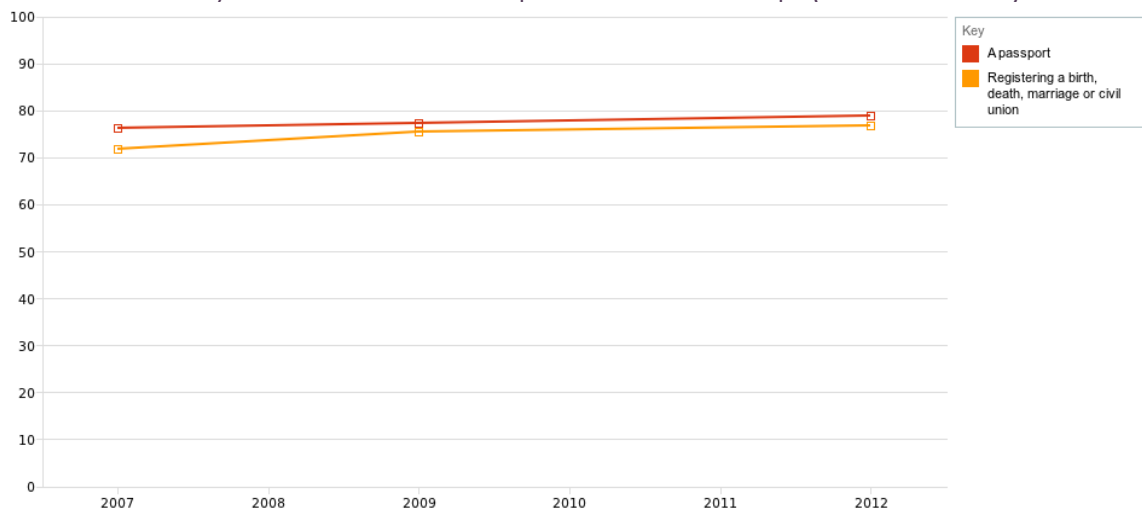
 indicates a statistically significant increase



## Passports & Citizenship

Service quality scores in the Passports & Citizenship group were high in comparison with other service groups and have steadily improved since the first *Kiwis Count* survey. The service quality scores for both *A passport* and *Registering a birth, death, marriage or civil union* increased by two points since 2009.

The composition of this service group has changed since the last survey. Two services have been removed due to low usage among survey respondents. Those services were *A visa or permit to work in New Zealand* and *Citizenship*.

Service Quality Score Trends: Passports & Citizenship (2007 to 2012)



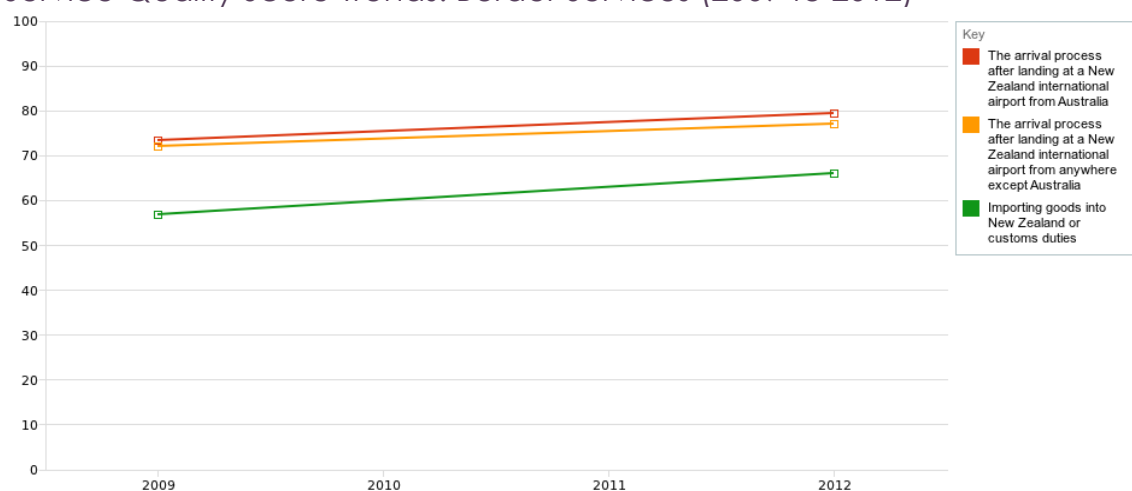
Service		Service Quality Scores		
		2007	2009	June 2012
	A passport	76	77	79
	Registering a birth, death, marriage or civil union	72	75	77
Overall		75	77	78

## Border Services


The overall service quality scores in the Border Services group increased from 71 in 2009 to 77 in the first six months of 2012 - the largest increase of all service groups. Behind the overall improvement were statistically significant increases in *The arrival process after landing at a New Zealand international airport* (both from Australia and anywhere else in the world) and *Importing goods into New Zealand or customs duties*.

The Border Services group was introduced in the 2009 *Kiwis Count* survey and the composition of the group has remained unchanged. *Importing goods into New Zealand or customs duties* is also included in the Taxation & Business group.

Service Quality Score Trends: Border Services (2009 to 2012)



Service		Service Quality Scores		
		2007	2009	June 2012
	The arrival process after landing at a New Zealand international airport from Australia	.	73	 79
	The arrival process after landing at a New Zealand international airport from anywhere except Australia	.	72	 77
	Importing goods into New Zealand or customs duties	62	57	 66
Overall		62	71	77

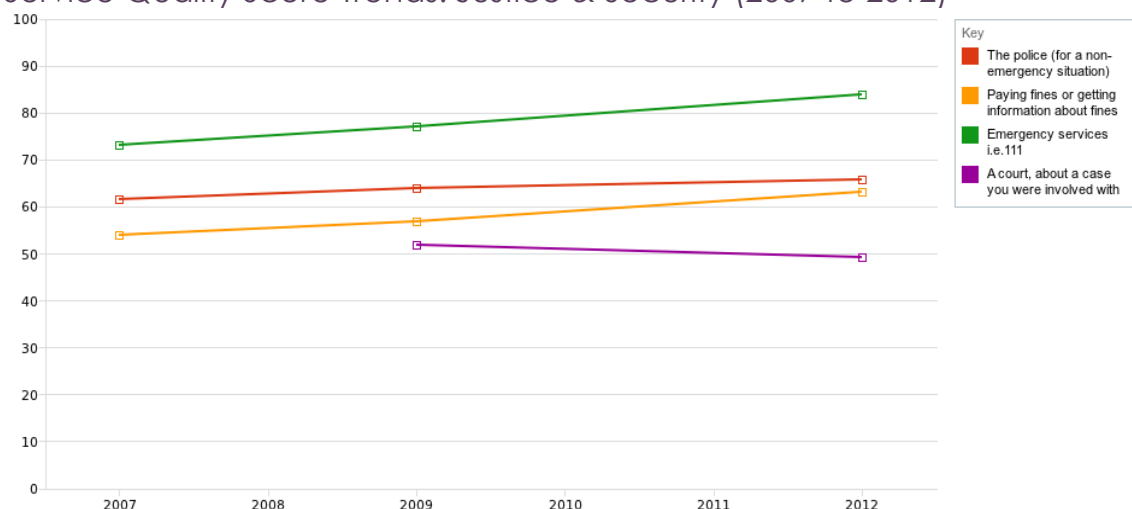
 indicates a statistically significant increase









## Justice & Security


Between February and June 2012 the service quality score for the Justice & Security group was 67, up from 63 in 2009. Three of the four services included in the 2009 survey improved their scores; two of them, *Emergency services* and *Paying fines or getting information about fines* made significant improvements.

A question about *Courts* replaced *Parole board hearings* in the 2009 *Kiwis Count* survey. Since 2009, there have been no changes to the composition of this service group.

Service Quality Score Trends: Justice & Security (2007 to 2012)



Service		Service Quality Scores		
		2007	2009	June 2012
	The police (for a non-emergency situation)	62	64	65
	Paying fines or getting information about fines	54	57 	63 
	Emergency services i.e.111	73	77 	84 
	A court, about a case you were involved with	.	52	49
Overall		62	63	67

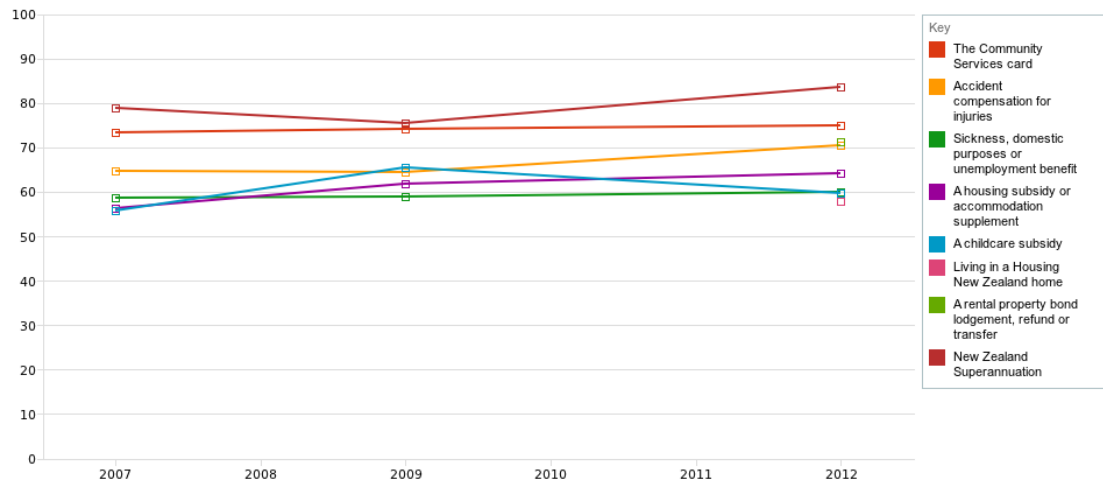
 indicates a statistically significant increase









## Social Assistance & Housing

The Social Assistance & Housing service group made another overall improvement from 68 in 2009 to 70 in 2012. Two services in this group, *Accident compensation for injuries* and *New Zealand Superannuation* showed significant increases from 2009.

A new service added to the survey, *A rental property bond lodgement, refund or transfer* scored just below the survey average at 71. *Living in a Housing New Zealand home* was reworded from *State or council rental accommodation*<sup>9</sup> and scored the lowest in the service group with a score of 58.

Service Quality Score Trends: Social Assistance & Housing (2007 to 2012)



Service		Service Quality Scores		
		2007	2009	June 2012
	The Community Services card	73	74	75
	Accident compensation for injuries	65	64	70
	Sickness, domestic purposes or unemployment benefit	59	59	60
	A housing subsidy or accommodation supplement	56	62	64
	A childcare subsidy	56	65	60
	Living in a Housing New Zealand home	.	.	58
	A rental property bond lodgement, refund or transfer	.	.	71
	New Zealand Superannuation	79	75	84
Overall		67	68	70



indicates a statistically significant increase



indicates a statistically significant decrease

<sup>9</sup> State or council rental accommodation scored 61 in the 2009 survey.

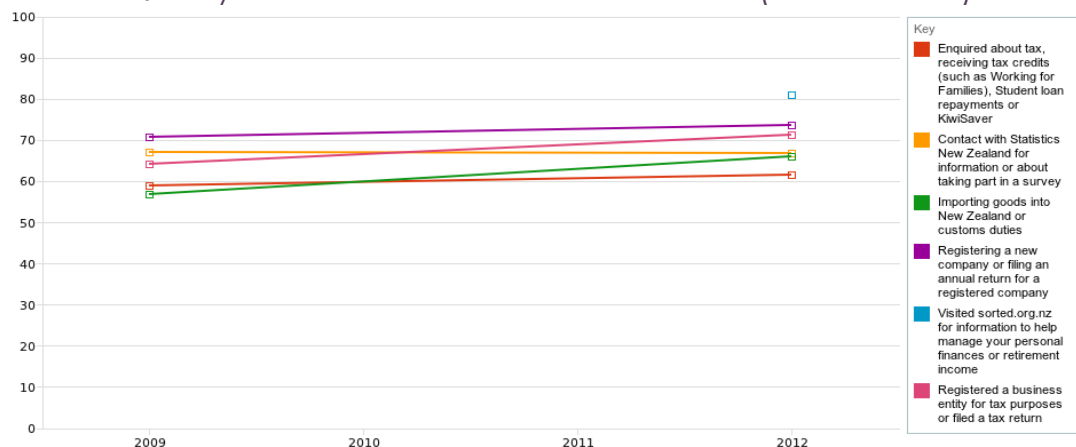








## Taxation & Business


Four services in the Taxation & Business services group increased, led by significant improvements in *Importing goods into New Zealand or customs duties* and *Registered a business entity for tax purposes or filed a tax return*.

The Taxation & Business services group changed substantially between the 2007 and 2009 survey. Since 2009, only one service has been added to the group, *Visited sorted.org.nz for information to help manage your personal finances or retirement income*. The *sorted.org.nz* website was the highest scoring service in the group<sup>10</sup> with a score of 81.

Service Quality Score Trends: Taxation & Business (2009 to 2012)



Service		Service Quality Scores		
		2007	2009	June 2012
	Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver	.	59	61
	Contact with Statistics New Zealand for information or about taking part in a survey	65	67	67
	Importing goods into New Zealand or customs duties	62	57	66
	Registering a new company or filing an annual return for a registered company	.	71	74
	Visited sorted.org.nz for information to help manage your personal finances or retirement income	.	.	81
	Registered a business entity for tax purposes or filed a tax return	.	64	71
Overall		65	62	68

 indicates a statistically significant increase

<sup>10</sup> The addition of a new question about sorted.org.nz contributed to some of the increase in the Taxation & Business group, if this question is excluded the Taxation & Business group would have increased by 4 to a Service Quality Score of 66.

## Appendix 1: Usage and Sample Size

Each table shows the percentage of New Zealanders using a service in the previous 12 months and the sample size.

### Usage for Environment & Recreation

	2007		2009		June 2012	
	Number	%	Number	%	Number	%
Visited a national park	997	27	1418	38	403	36
A hunting or fishing license	219	6	271	7	80	7
National environmental issues or the Resources Management Act	159	4	255	7	57	5

### Usage for Motor Vehicles

	June 2012	
	Number	%
Obtain, renewed, change or replace a driver licence	259	23
Licensed or registered a vehicle	801	71

### Usage for Education & Training

	2007		2009		June 2012	
	Number	%	Number	%	Number	%
A state or state integrated (public) school that your child attends or may attend in the future	693	19	1022	27	250	22
A university, polytechnic or wananga about a course you are attending or may attend in the future	793	22	984	26	227	20
Employment or retraining opportunities	401	11	624	17	169	15
Applying for or receiving a student loan or student allowance			496	13	122	11
A kindergarten that your child attends or may attend in the future	267	7	428	11	87	8
ERO (Education Review Office) school or early childhood reports					85	8

### Usage for Health

	2007		2009		June 2012	
	Number	%	Number	%	Number	%
Received outpatient services from a public hospital (includes A & E)	1104	30	1462	39	371	33
Stayed in a public hospital	553	15	615	17	171	15
Obtaining family services or counselling	419	11	673	18	76	7
Used an 0800 number for health information	221	6	336	9	133	12

## Usage for Local Government

	2007		2009		June 2012	
	Number	%	Number	%	Number	%
Visited a public library	2096	57	2284	61	599	53
Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	878	24	930	25	225	20
Your local council about property rates	759	21	737	20	195	17
Your local council about road maintenance	397	11	401	11	100	9
Your local council about a building permit	438	12	368	10	77	7

## Usage for Passports & Citizenship

	2007		2009		June 2012	
	Number	%	Number	%	Number	%
A passport	733	20	736	20	233	21
Registering a birth, death, marriage or civil union	304	8	362	10	92	8

## Usage for Border Services

	2009		June 2012	
	Number	%	Number	%
The arrival process after landing at a New Zealand international airport from Australia	958	26	230	21
The arrival process after landing at a New Zealand international airport from anywhere except Australia	706	19	212	19
Importing goods into New Zealand or customs duties	187	5	62	6

## Usage for Justice & Security

	2007		2009		June 2012	
	Number	%	Number	%	Number	%
The police (for a non-emergency situation)	871	24	1091	29	219	20
Paying fines or getting information about fines	656	18	795	21	213	19
Emergency services i.e.111	481	13	525	14	137	12
A court, about a case you were involved with			276	7	61	5

## Usage for Social Assistance & Housing

	2007		2009		June 2012	
	Number	%	Number	%	Number	%
The Community Services card	1022	28	920	25	227	20
Accident compensation for injuries	734	20	832	22	199	18
Sickness, domestic purposes or unemployment benefit	502	14	452	12	135	12
A housing subsidy or accommodation supplement	393	11	391	11	104	9
A childcare subsidy	241	7	266	7	57	5
Living in a Housing New Zealand home					45	4
A rental property bond lodgement, refund or transfer					117	10
New Zealand Superannuation	508	14	548	15	162	14

## Usage for Taxation & Business

	2007		2009		June 2012	
	Number	%	Number	%	Number	%
Enquired about tax, receiving tax credits (such as Working for Families), Student loan repayments or KiwiSaver			1497	40	289	26
Contact with Statistics New Zealand for information or about taking part in a survey	534	15	467	13	97	9
Importing goods into New Zealand or customs duties			187	5	62	6
Registering a new company or filing an annual return for a registered company			354	10	82	7
Visited sorted.org.nz for information to help manage your personal finances or retirement income					102	9
Registered a business entity for tax purposes or filed a tax return			604	16	105	9

## Appendix 2: Response Rates

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	February to June 2012
<b>Total surveys mailed out (a)</b>	2,592
Gone no address	96
Unable to participate (age, language, health / disability)	37
<b>Ineligibles (b)</b>	133
Online	620
Hardcopy	501
<b>Completes (c)</b>	1,121
Refused (0800 number)	12
Did not hear back from	1,311
Survey not fully completed	15
<b>Incomplete eligible (d)</b>	1,338
<b>Response rate <math>c/(a-b)</math></b>	46%