



Kiwis Count Survey

Section A: Experiences of public services

A1 This survey is about your opinions of public services in New Zealand. By public services we mean **all services provided by government**.

- A. We are only interested in those public services that you have used for yourself or on behalf of someone else for personal reasons, but not those you have used on behalf of your employer.
- B. Some of the services in the list may also be available from private organisations. We are only interested if you have used or had contact with that service from a public service or government organisation. You may have contacted the service or they may have contacted you.
- C. The survey is not about your opinion of politicians.

Please use a pen and mark your answer like this.

		Please tick						
		Yes	No	Very poor				Very good
1	Question...	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
2	Question...	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1	2	3	4	5

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 <input checked="" type="checkbox"/>		Please circle one number only.				
		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
03	National environmental issues or the Resource Management Act	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
04	Obtain, renewed, change or replaced a driver licence	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
05	Licensed or registered a vehicle	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
06	A state or state integrated (public) school that your child attends or may attend in the future	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
07	A university, polytechnic or wānanga about a course you are attending or may attend in the future	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
08	Employment or retraining opportunities	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
09	Applying for or receiving a student loan or student allowance	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
10	A kindergarten, day-care, crèche, preschool, home-based service, playcentre, Kōhanga Reo, Aoga Amata, Puna Reo or playgroup etc that your child attends or may attend in the future	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
11	ERO (Education Review Office) school or early childhood reports	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
12	Received outpatient services from a public hospital (includes A & E)	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5

Continued...		In the last 12 months have you used or had contact about...?		If Yes : What was the quality of the service? Please circle one number only.				
		Please tick <input checked="" type="checkbox"/>						
		Yes	No	Very poor			Very good	
13	Stayed in a public hospital	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
14	Obtaining family services or counselling	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
15	Used an 0800 number for health information	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
16	Visited a public library	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
17	Your local council about rubbish or recycling (excluding the actual collection of rubbish and recycling from your household each week)	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
18	Your local council about property rates	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
19	Your local council about road maintenance	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
20	Your local council about a building permit	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
21	A passport	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
22	Registering a birth, death, marriage or civil union	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
23	The arrival process after landing at a New Zealand international airport from Australia	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
24	The arrival process after landing at a New Zealand international airport from anywhere except Australia	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
25	The Police (for a non-emergency situation)	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
26	Paying fines or getting information about fines	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
27	Emergency services i.e. 111	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
28	A court, about a case you were involved with	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
29	The Community Services card	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
30	Accident compensation for injuries	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
31	Receiving a benefit such as Jobseeker Support, Sole Parent Support or a Supported Living Payment	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
32	A housing subsidy or accommodation supplement	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
33	A childcare subsidy	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
34	Living in a Housing New Zealand home	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
35	A rental property bond lodgement, refund or transfer	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
36	New Zealand Superannuation	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
37	Visited sorted.org.nz for information to help manage your personal finances or planning for retirement	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
38	Enquired about tax, receiving tax credits (such as Working for Families), student loan repayments or KiwiSaver	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
39	Contact with Statistics New Zealand for information or about taking part in a survey	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
40	Importing goods into New Zealand or customs duties	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
41	Registering a new company or filing an annual return for a registered company	<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

Your most recent contact...

The next few questions are about the most recent contact that you have had with a public service in the last 12 months. It can be a service where the contact was by telephone, in person, using the internet, or any other method of contact. You may have contacted the service or they may have contacted you.

A3 Thinking about the public services you have used in the last 12 months (those you ticked “yes” to in Question A2), which **one** have you used or had contact with most recently?

a. Write the number of the service from **Question A2** here

b. And please write the name of the service as it appears at Question A2, below

If you answered “no” to all of Question A2 then please tick here and go to **Question A10**.

A4 Now thinking about all of the types of contact you have had with the particular service that you identified at Question A3, where you have contacted them or they have contacted you.

A. **In column A** please tick ALL methods of contact you had in the last 12 months, **AND**

B. **In column B** please tick the MOST RECENT way in which you had contact

A – Please tick **ALL** the contact methods you had in the last 12 months

B - Please tick the **ONE** most recent method

Visited an office or location	<input type="checkbox"/> 1	<input type="checkbox"/> 1	
Received a visit	<input type="checkbox"/> 2	<input type="checkbox"/> 2	
Sent a letter	<input type="checkbox"/> 3	<input type="checkbox"/> 3	
Received a letter	<input type="checkbox"/> 4	<input type="checkbox"/> 4	→ Go to Question A5
Sent a fax	<input type="checkbox"/> 5	<input type="checkbox"/> 5	
Received a fax	<input type="checkbox"/> 6	<input type="checkbox"/> 6	
Sent an email	<input type="checkbox"/> 7	<input type="checkbox"/> 7	
Received an email	<input type="checkbox"/> 8	<input type="checkbox"/> 8	
Called on the telephone	<input type="checkbox"/> 9	<input type="checkbox"/> 9	→ Go to Question A6
Received a call on the telephone	<input type="checkbox"/> 10	<input type="checkbox"/> 10	
Visited a website looking for information about public services	<input type="checkbox"/> 11	<input type="checkbox"/> 11	→ Go to Question A7
Visited a website for transactions or dealings with public services (including: ordering something, applying for something, booking or paying for something online)	<input type="checkbox"/> 12	<input type="checkbox"/> 12	→ Go to Question A8

A5 Answer if you selected **visited an office or location or received a visit, or sent or received a letter fax or email** at QA4

Thinking about your most recent service contact, indicate your level of agreement or disagreement related to using this service on this occasion.

If the statement does not apply to your last service contact, circle not applicable n/a.

	Strongly disagree				Strongly agree		Not applicable
The service experience met your expectations	1	2	3	4	5	n/a	
Staff were competent	1	2	3	4	5	n/a	
Staff kept their promises – that is, they did what they said they would do	1	2	3	4	5	n/a	
You were treated fairly	1	2	3	4	5	n/a	
You feel your individual circumstances were taken into account	1	2	3	4	5	n/a	
It's an example of good value for tax dollars spent	1	2	3	4	5	n/a	
Staff went the extra mile to help you get what you needed	1	2	3	4	5	n/a	
Overall, you can trust them to do what is right	1	2	3	4	5	n/a	

If you've answered QA5 now please go to QA9

A6 Answer if you selected **telephone** at QA4

Thinking about your most recent service contact, indicate your level of agreement or disagreement related to using this service on this occasion.

If the statement does not apply to your last service contact, circle not applicable n/a.

	Strongly disagree				Strongly agree		Not applicable
Overall, you have confidence that their staff do a good job	1	2	3	4	5	n/a	
The service experience met your expectations	1	2	3	4	5	n/a	
You got accurate information	1	2	3	4	5	n/a	
The amount of time it took to get the overall service was reasonable	1	2	3	4	5	n/a	
I got what I needed using the telephone	1	2	3	4	5	n/a	
Staff went the extra mile to help you get what you needed	1	2	3	4	5	n/a	
Overall, you can trust them to do what is right	1	2	3	4	5	n/a	

If you've answered QA6 now please go to QA9

A7 Answer if you selected **visited a website looking for information** about public services at QA4

Thinking about your most recent service contact, indicate your level of agreement or disagreement related to using this service on this occasion.

If the statement does not apply to your last service contact, circle not applicable n/a.

	Strongly disagree				Strongly agree		Not applicable
The service experience met your expectations	1	2	3	4	5	n/a	
I was satisfied with the time it took to do what I wanted to do	1	2	3	4	5	n/a	
It was easy to find my way around the site	1	2	3	4	5	n/a	
It's an example of good value for tax dollars spent	1	2	3	4	5	n/a	
The lay-out was clear	1	2	3	4	5	n/a	
Overall, you can trust them to do what is right	1	2	3	4	5	n/a	

If you've answered QA7 now please go to QA9

A8 Answer if you selected **visited a website for transactions or dealings** with public services at QA4

Thinking about your most recent service contact, indicate your level of agreement or disagreement related to using this service on this occasion.

If the statement does not apply to your last service contact, circle not applicable n/a.

	Strongly disagree				Strongly agree		Not applicable
The service experience met your expectations	1	2	3	4	5	n/a	
Overall, I was satisfied with the accessibility of the website	1	2	3	4	5	n/a	
It's an example of good value for tax dollars spent	1	2	3	4	5	n/a	
When I got to the site it was easy to find what I was looking for	1	2	3	4	5	n/a	
The process was straightforward and easy to understand	1	2	3	4	5	n/a	
Overall, you can trust them to do what is right	1	2	3	4	5	n/a	

A9 Still thinking about your most recent service contact, how satisfied or dissatisfied were you with this service experience?

Please circle **one** number only.

Very dissatisfied					Very satisfied
1	2	3	4	5	

A10 Thinking now about **all** the times you have personally used or had contact with a public service in New Zealand in the last 12 months, which of the following happened to you?

Please read through each situation and circle each one that applies to you.

A situation where you have had to provide the same information to several different government agencies	1
A government agency making you provide too much information to prove who you are	2
A government agency appearing not to have kept information you have provided them with in the past	3
A situation where you wanted to complete a whole transaction with a government agency online, but being unable to do so	4
Finding out that you had missed out on getting something from government because you did not know it was available	5
A government agency not seeming to understand the effect their decisions and requests would have on you	6
A government agency that seemed to be looking for a reason to turn down your requests, rather than truly considering your request on merit	7
A government agency failing to treat you with proper respect and empathy	8
Finding out that you could have avoided being penalised or fined if you had better information about what you had to do	9
Different government agencies or staff in a single government agency providing you with conflicting information	10
A situation where you had to approach several different government agencies before finding the one who could actually deal with your enquiry	11
A problem with one government agency which could have been solved if they had communicated with another government agency	12
None of these have happened to me	13

Your views on public services...

A11 Overall, thinking about all the different kinds of **public services provided by government**, circle **one** number for each statement to indicate your level of agreement or disagreement with the statement.

There is no right or wrong answer, it's just your opinions that we're interested in.

	Strongly disagree				Strongly agree	
Public services have a more difficult task than the private sector	1	2	3	4	5	
I find the quality of service provided by public services to be higher than the private sector	1	2	3	4	5	
I expect public services to provide a higher level of service quality than the private sector	1	2	3	4	5	

A12 Again it is your overall impressions we are interested in from what you know or have heard from family, friends or the media.

Overall, to what extent do you trust the public service?

Please circle **one** number only.

Do not trust them at all				Trust them completely	
1	2	3	4	5	

A13 Thinking now about **the privacy of your personal information when dealing with public services**, for each statement indicate your level of agreement or disagreement.

There is no right or wrong answer, it's just your opinions that we're interested in.

Please circle **one** number for each statement.

	Strongly disagree				Strongly agree		Don't know	
I am satisfied that any personal information I provide to government agencies is properly protected	1	2	3	4	5	6		
Government agencies are doing a better job at keeping personal information safe than they were 12 months ago	1	2	3	4	5	6		

Section B: Experiences of non-government services

B1 Tell us which of these non-government services you have personally used or had contact with in the last 12 months and then rate the quality of service provided.

We are only interested in those non-government services that you have used for yourself or on behalf of someone else for personal reasons, but not those you have used on behalf of your employer.

	In the last 12 months have you used or had contact about...?		If Yes : What was the quality of the service?				
	<input checked="" type="checkbox"/> Please tick Yes	No	Very poor				Very good
A bank or finance company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
An insurance company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
An internet service provider	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
A postal or courier company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
A telephone company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
A credit card company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
An electricity or gas company	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5

B2 Thinking about all the different kinds of services provided by the private sector, that is non-government services. From what you know or have heard from family, friends or the media.

Overall, to what extent do you trust the private sector?

Please circle **one** number only.

Do not trust them at all					Trust them completely
1	2	3	4	5	

Section C: Government and the digital environment

C1 How easy is it for you to complete your transactions with **government** in a digital environment?

A digital environment includes any transactions done online, over the internet, on a smart phone, at a kiosk or using a Customs "SmartGate"

Please circle **one** number only.

Very difficult					Very easy	Don't know / Have not done a digital transaction
1	2	3	4	5	6	

Go to Question C4

C2 Thinking about the last time you transacted with government in a digital environment, please indicate your level of agreement or disagreement related to this occasion.

	Strongly disagree				Strongly agree
The process was smooth and efficient	1	2	3	4	5
I had to contact too many different places to complete the transaction	1	2	3	4	5

By different places we mean methods (such as online as well as telephoning or visiting an office to speak to someone, sending mail or email) or different agencies / departments.

C3 The next time you need to do this transaction, would you do it online (as opposed to visiting an office or over the phone etc)?

Please circle **one** number only.

Yes, I would do it online again	1
No, I would prefer to do it a different way	2
I won't be needing to do this transaction again	3
Don't know / unsure	4

C4

For each of the services listed below please select the statement that best describes whether you have used it in the past 12 months.

Then rate how easy each service was to use.

		In the last 12 months have you...?			If used: How easy was it?				
		I have not done this	I have done this online	I have done this but not online	Very Difficult Very Easy				
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
1	Made a booking with Department of Conservation (such as DoC hut)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
2	Renewed a passport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
3	Applied for an IRD number, filed an individual tax return or paid tax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
4	Applied for financial assistance from Studylink, Work and Income or Senior Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
5	Paid a Police fine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
6	Paid for a vehicle licence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5
7	Been through New Zealand Customs (online refers to using a SmartGate)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4	5

Section D: Tell us about yourself

D1 Are you?

- Female 1
 Male 2

D2 In which of the following age groups do you belong?

- Less than 18 years 1
 18-19 years 2
 20-24 years 3
 25-29 years 4
 30-34 years 5
 35-39 years 6
 40-44 years 7
 45-49 years 8
 50-54 years 9
 55-59 years 10
 60-64 years 11
 65+ years 12

D3 What is your total annual personal income from all sources, before tax or anything else is taken out?

- \$0/none 1
 \$1 - \$5,000 2
 \$5,001 - \$10,000 3
 \$10,001 - \$15,000 4
 \$15,001 - \$20,000 5
 \$20,001 - \$25,000 6
 \$25,001 - \$30,000 7
 \$30,001 - \$35,000 8
 \$35,001 - \$40,000 9
 \$40,001 - \$50,000 10
 \$50,001 - \$70,000 11
 \$70,001 - \$100,000 12
 More than \$100,000 13

D4 Which best describes your household's total annual income before tax?

- \$0/none 1
 \$1 - \$5,000 2
 \$5,001 - \$10,000 3
 \$10,001 - \$15,000 4
 \$15,001 - \$20,000 5
 \$20,001 - \$25,000 6
 \$25,001 - \$30,000 7
 \$30,001 - \$35,000 8
 \$35,001 - \$40,000 9
 \$40,001 - \$50,000 10
 \$50,001 - \$70,000 11
 \$70,001 - \$100,000 12
 \$100,001 - \$150,000 13
 \$150,001 - \$200,000 14
 More than \$200,000 15

D5 What is your highest completed educational qualification?

- No qualification 1
 School Certificate or NCEA level 1 2
 Sixth Form Certificate, University Entrance or NCEA level 2 3
 Bursary, Scholarship, NCEA level 3 or 4 4
 A Trade Qualification 5
 A certificate or diploma that does not require a degree 6
 A degree or postgraduate qualification 7
 Other (please specify):

D6 Do you have a long-term disability (lasting 6 months or more) that stops you from doing every day things other people can do?

Yes	<input type="checkbox"/>	1
No	<input type="checkbox"/>	2

D7 Which ethnic group do you belong to?

Please tick
all that apply

New Zealand European	<input type="checkbox"/>	1
Māori	<input type="checkbox"/>	2
Samoan	<input type="checkbox"/>	3
Cook Islands Maori	<input type="checkbox"/>	4
Tongan	<input type="checkbox"/>	5
Niuean	<input type="checkbox"/>	6
Chinese	<input type="checkbox"/>	7
Indian	<input type="checkbox"/>	8
Other (please specify): e.g. Dutch, Japanese, Tokelauan		

D8 From time to time, the State Services Commission undertakes other research projects. Would you be willing for us to contact you in the future to see if you are interested in taking part in such research for the State Services?

Yes	<input type="checkbox"/>	1	Please provide your contact details below
No	<input type="checkbox"/>	2	Thanks for your participation

Please provide your contact details, so that we are able to contact you

Name	_____
Phone number	_____
Email	_____

Thank you very much for your time and effort.

PLEASE CHECK THAT YOU HAVE COMPLETED ALL PAGES OF THE
QUESTIONNAIRE.

Please put the completed questionnaire in the Freepost envelope provided
and post it to:

Customised Coding Department
Nielsen
PO Box 11346
Wellington 6142
New Zealand

If you have any questions please contact Nielsen
during office hours on 0800 400 402 toll free.

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