

BRC Trust & Confidence Index – December 2003

This report presents the results of the BRC Public Sector Trust & Confidence Index for December 2003.

The BRC Public Sector Trust & Confidence Index is undertaken quarterly, as part of BRC's Consumer Omnibus. Surveying is conducted on the last month of the quarter, the latest being December 2003. Each omnibus survey is based on a nationally representative sample of around n=500 New Zealanders, 15 years plus.

Interviewing is undertaken by telephone and a copy of the relevant part of the omnibus questionnaire for December is attached.

Results have been 'weighted' to ensure the results are truly representative of the population in question. Results based on the total sample (of n=507) are subject to a maximum margin of error of plus or minus 4.4% (at the 95% confidence level).

The questions asked of respondents are listed below, with the response categories detailed in the following tables.

Q1

I'd now like to ask you some questions about Government departments and agencies. You may not have had any direct dealings with them. It's your opinions and views that we're most interested in. First of all, which of the following Government departments and agencies do you believe you know at least a reasonable amount about what they do? **READ RND**

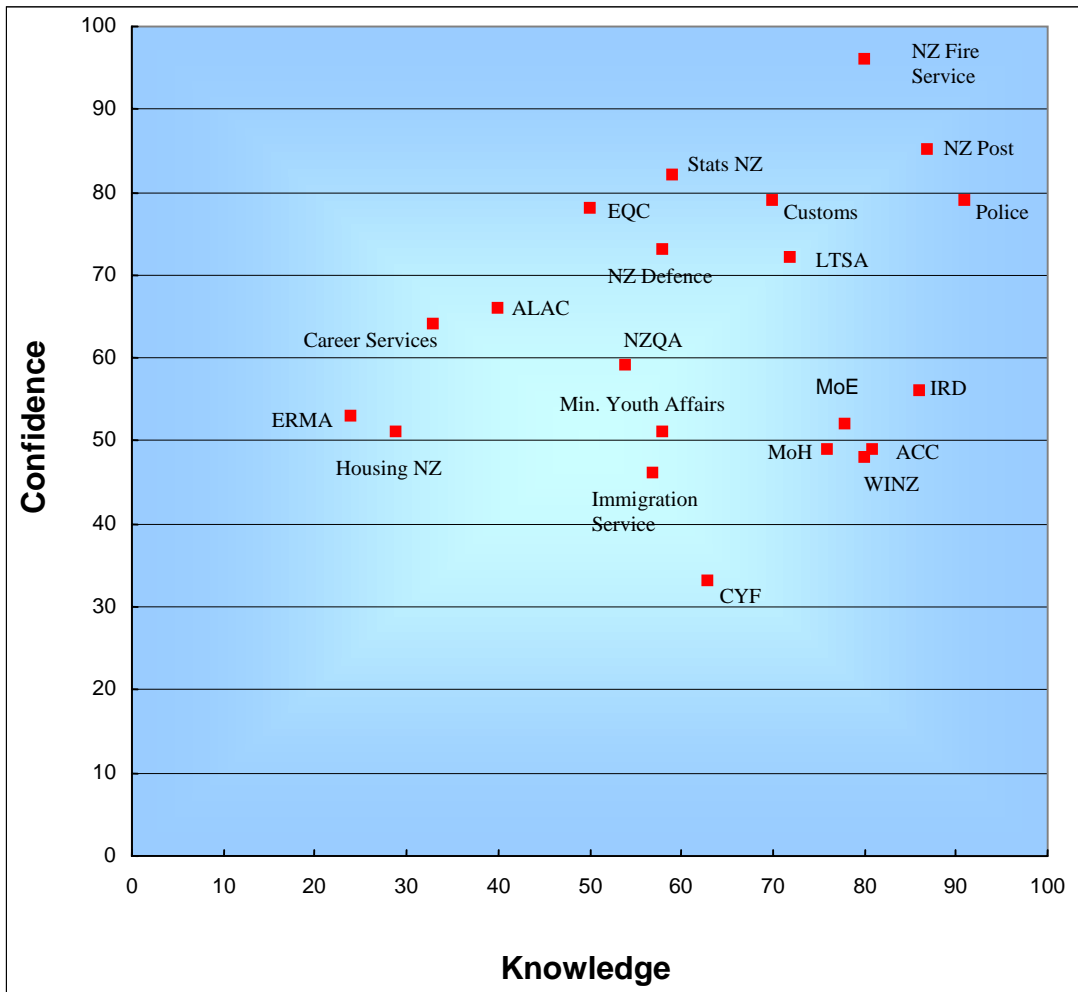
Q2

And which of these do you have complete trust and confidence in? **READ RND**

Table 1: Knowledge and Confidence Responses

	Knowledge		Confidence	
	Count	%	Count	%
ACC	n=507	74	n=166	34
ALAC	n=507	30	n=97	20
NZQA	n=507	42	n=112	22
Career Services	n=507	32	n=93	18
Child Youth & Family	n=507	68	n=69	14
Customs	n=507	71	n=294	60
Earthquake Commission	n=507	52	n=202	41
ERMA (Environmental Risk Management Authority)	n=507	25	n=65	14
Housing New Zealand	n=507	59	n=161	32
Immigration Service	n=507	58	n=134	28
Inland Revenue	n=507	87	n=268	54
Land Transport Safety Authority	n=507	74	n=276	56
Ministry of Education	n=507	80	n=222	45
Ministry of Health	n=507	75	n=195	40
Ministry of Youth Affairs	n=507	24	n=62	12
NZ Defence Force	n=507	60	n=232	48
NZ Fire Service	n=507	82	n=396	80
NZ Post	n=507	88	n=401	81
Police	n=507	92	n=387	77
Statistics NZ	n=507	60	n=246	50
Work & Income (WINZ)	n=507	80	n=227	45

Table 2: Knowledge of, and trust & confidence in, public sector organisations –rolling Average



Source: March, June, September and Dec 2003 Omnibus Surveys. BRC Marketing and Social Research.

Please note: Confidence ratings include only those respondents who indicated that they knew at least "a reasonable amount" about what each organisation/agency does.