

# COMMUNITY SATISFACTION SURVEY OF COOK ISLANDS PUBLIC SERVICES

## **ANALYSIS REPORT**

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# 1. Introduction

It is vitally important that the public sector ensures their services are informed by the needs and expectations of their communities. The Cook Islands Public Sector Strategy 2016-2025 sets out to improve the delivery of quality public services to Cook Islands communities. It is now six years since the launch of the Strategy and there is a need to understand if communities' experience of the public sector is a positive one.

The coronavirus (COVID-19) pandemic changed the Cook Islands economic environment, which had an impact on the community, and expectations of Cook Islands government services changed. As a result, the Office of the Public Service Commissioner (OPSC) implemented a Functional Review in July 2023 to assess the Public Service's functions, systems and structures to determine, via recommendations, whether they remain relevant and optimal to enable efficient and effective public service delivery and provide a supportive environment for the private sector to prosper and grow. This is also in line with the Economic Development Strategy 2030 (Cook Islands Government [CIG], 2021a) and the COVID-19 Economic Recovery Roadmap (CIG, 2021b).

Following the Functional Review further evidence was needed to indicate whether the Ministries and Statutory Bodies which make up much of the public sector are:

- Providing services that meet public expectations
- Informative, helpful, and efficient in the eyes of the community
- Respectful, professional, and responsive to community needs
- Accountable and transparent
- Embracing Cook Islands' national identity and values

Assessing the responsiveness of Government services is necessary to determine whether the Cook Islands public service is indeed relevant and able to provide efficient and effective services. It is anticipated that over time, measuring satisfaction levels through the surveying of our community will enable the Public Sector to benchmark good practice and track changes over time.

## 1.1 The Aims of this Study

To fully understand how much the public sector has achieved the goals of the Strategy and to better understand the Cook Islands community's experience of the public sector and to what extent community expectations are being met, it is necessary to measure satisfaction levels. This can not only show whether the Strategy is working, but can also allow the public sector:

- to gain insight into levels of community knowledge about services being provided,
- to highlight priorities for improvement within the individual services,
- to monitor changes in perceptions and performance over time.

To obtain people's perceptions of public services as accurately as possible it is important to ask if there had been contact within the last 12 months (Boyle, 2020). According to Boyle:

“The reason for this is that the more recent the contact, the more accurate people's perceptions are likely to be, and the less influenced by general biases about government and public services in general.” (pp. 15)

He provides examples from the Irish Civil Service Customer Satisfaction Survey, the New Zealand Government's Kiwis Count Survey and the South Australia Customer Satisfaction Measurement survey, which all ask the public about their experience of dealing with public services or government departments.

Taking in all of these issues and factors, a community satisfaction survey was carried out in Rarotonga. The survey gathered extensive information from the community to identify whether the services provided are relevant and fit for purpose and to ascertain strengths, weaknesses and opportunities to strengthen, and improve effectiveness, efficiency and resilience.

The survey set out to understand:

- Levels of satisfaction with services being provided
- Levels of community knowledge about services being provided
- Community expectations and use of services being provided
- Priority areas for improvement within individual services

## 2. Overview of the Survey

In consultation with the Office of the Public Service Commissioner [OPSC], a questionnaire was designed based on the New Zealand Government's Kiwis Count survey (2023) and the Citizen Experience Survey of the Australian Government (2021), and adapted to the specific needs of the public sector here in the Cook Islands. The questionnaire asked respondents if they have used each of the Ministries and Statutory bodies in the past 12 months, then asked about up to three experiences respondents had with 27 identified public services, plus four general service interactions<sup>1</sup>. For each, they were asked about:

- Mode of contact, with choices of 'phone', 'face-to-face' and 'online'.
- Satisfaction ("How satisfied were you with the service provided?") with response choices such as 'very satisfied', 'satisfied', 'neither satisfied nor dissatisfied', 'dissatisfied', and 'very dissatisfied'.
- Reasons for satisfaction/dissatisfaction, selecting as many as applicable from provided answers.
- Expectation ("Overall, was the service provided:") with the choices 'better than expected', 'what I expected', and 'worse than expected'.
- Knowledge ("How much did you know about the service provided by the government department before this most recent interaction?"), with the choices 'only a little', 'a moderate amount', and 'a lot'.
- Awareness ("How did you get information about the government department's services?"), selecting as many as possible from provided answers.

### 2.1 Methodology

Data was collected over 25 days in-person at different physical locations on the island of Rarotonga, and online through internet survey provider SurveyMonkey. The in-person surveys were conducted in front of Bank of the Cook Islands in Avarua, CITC Supermarket in Avatiu, Punanga Nui Markets and various group gatherings around the island. These were conducted on Microsoft Surface Pro tablets with Quality Design Studio [QDS], and could either be interviewer administered or self-administered. Participants could skip questions they did not want to answer or opt-out at any time, although there was a low dropout rate. We utilized field representatives that we have used in the past as well

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<sup>1</sup> These were "I made a general enquiry", "I asked for help on an issue", "I was contacted by a Cook Islands Government agency", and "I was referred by a Cook Islands Government agency or NGO (non-government organization)".

as our own Cook Islands research staff. A \$10 Vodafone voucher was used as a thank you for the in-person survey, and a prize draw was used for online surveys for three prizes of \$25, \$50 and \$100 Vodafone vouchers.

Cross-sectional purposive sampling was used to assess satisfaction, knowledge and use of public sector services. A sample of 691 people were surveyed (18 years and over). Of these, 592 responses were collected in-person using the tablets, and 99 responses were collected online via SurveyMonkey. 147 people were excluded from the analysis as they had not used a public service in the last 12 months.

Results were analysed using Statistical Package for Social Sciences [SPSS]. Data from QDS and SurveyMonkey were combined in SPSS and reconstructed to accurately reflect participants' answers. Survey participants could choose up to three experiences they had with public services, therefore cases for satisfaction, knowledge, awareness, expectation and the services were split in to three. Where case numbers were large enough for important variables such as gender and age, chi-square significance tests were used (through SPSS functions) to assess statistical significance.

## 2.2 Demographic Features

The entire survey population was made up of persons over 18 years, and resident in the Cook Islands. As the survey was conducted on Rarotonga, the majority of respondents were residents of Rarotonga (97%), with 2.9% or just 20 respondents resident in the Pā 'Ehua.

Women made up 61.8% of respondents and men made up 38.2%. A slight majority of younger respondents (18-44) took part in the survey, making up 58.6% of total respondents. The 45-59 age bracket made up 23.2%, and 60 and over made up 18.2%.

Most of the survey participants were Cook Island Māori and Part-Cook Island Māori (76.4%), with other ethnicities making up almost a third of respondents (23.6%). These are slightly different proportions compared to the 2021 Census where 86% of the surveyed population was Cook Island Māori or Part-Cook Island Māori, and 14% were other ethnicities (Cook Islands Statistics Office [CISO], 2022).

# 3. Results

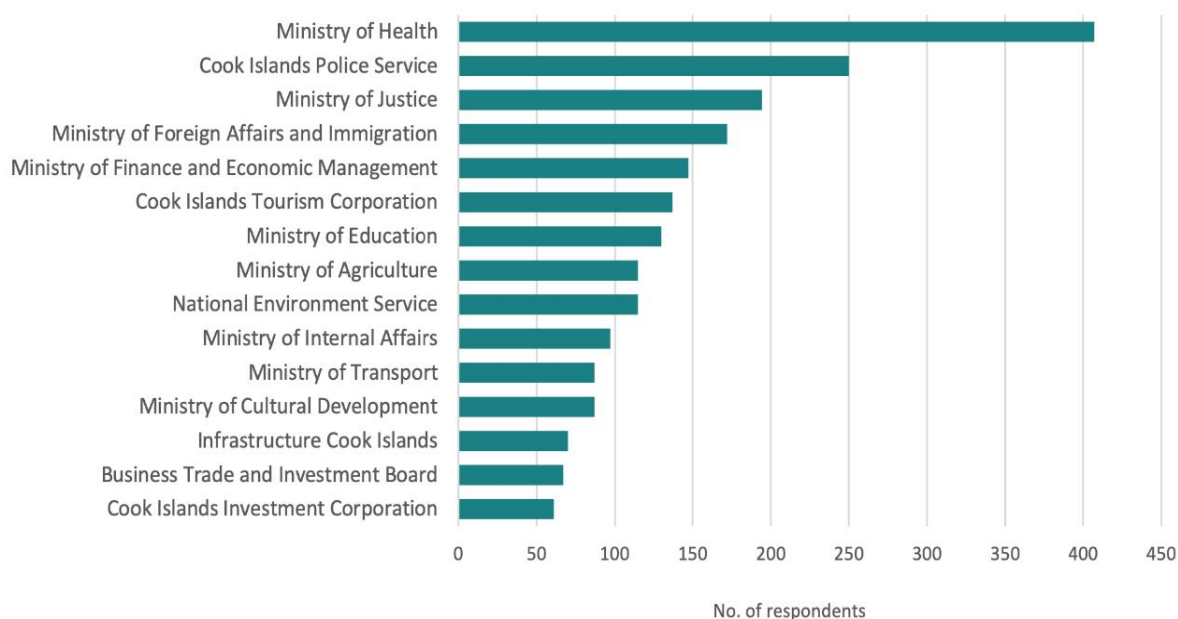
## Note to Readers

As those who took part in the survey were able to choose up to three experiences of services in the past 12 months, the number included in individual service satisfaction, mode of contact, knowledge and expectation throughout this report represents the number of experiences of services rather than that of an individual person. For example, one person who is a woman may have experienced Health services three times and have different satisfaction experiences for each one, therefore these are N=3 or three experiences rather than an individual woman relaying an experience.

### 3.1 Overall use of Ministries and Statutory/Crown Agencies

Participants were asked if they had used a public sector Ministry and/or Statutory/Crown agency in the last 12 months. Participants were able to provide multiple answers. 544 said they used a Ministry, while 509 said they used a Statutory and/or Crown Agency. There was a wide divergence in the use of services. The most used public sector Ministries and Agencies were the Ministry of Health (74.8% of respondents who said they used a public service in the last 12 months), Cook Islands Police Service (45.9%), Ministry of Justice (35.6%), and the Ministry of Foreign Affairs and Immigration with 31.6% (each of whom had over 150 respondents, see Figure 1). Four Ministries, Island Government and the majority of Statutory/Crown Agencies had fewer than 50 users.

**Figure 1.** Use in the last 12 months by Ministry/Statutory or Crown Agency (N=2,527)



*Note: Ministries and Statutory/Crown Agencies with n<50 users were excluded from this graph. The Ministries with n<50 users were: Ministry of Corrective Services (n=21), Office of the Public Service Commissioner (n=36), Ministry of Marine Resources (n=36), and Office of the Prime Minister (n=41). The Statutory/Crown Agencies with n<50 users were: Head of State (n=11), Financial Services Development Authority (n=16), Cook Islands National Heritage Trust (n=22), Office of the Ombudsman (n=24), House of Ariki (n=24), Financial Supervisory Commission (n=29), Cook Islands Seabed Minerals Authority (n=28), Cook Islands Audit Office (n=33), and Parliamentary Services (n=35).*

Women were significantly more likely to use the Ministry of Internal Affairs<sup>2</sup> [INTAFF] and Ministry of Education<sup>3</sup> [MoE] than men. This is understandable given that women access INTAFF for child benefits and MoE for school enrolments (indicating the gendered nature of these uses). Slightly more men use Infrastructure Cook Islands and National Environment Service than women, again an indicator of gendered roles in public sector use.

Cook Islands Tourism Corporation [CITC] had a large number of users, and slightly more women use this agency. However, as this is a predominantly visitor-facing organisation and as the survey participants are residents of the Cook Islands, we did not ask questions about services linked to tourism.

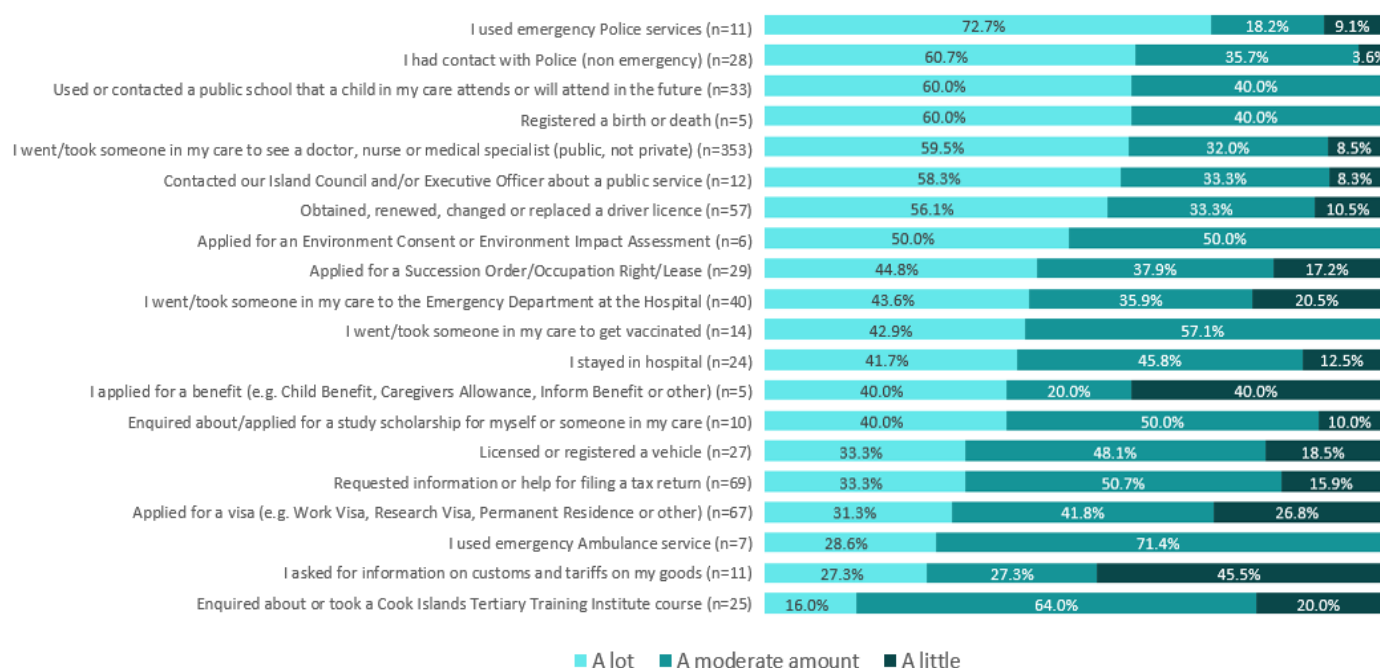
<sup>2</sup> Fisher's exact test <.001, 2-sided

<sup>3</sup> Fisher's exact test <.001, 1-sided

## 3.2 Knowledge About Services

Participants were asked how much they knew about a service prior to their most recent experience, where responses could be selected from “a lot”, “a moderate amount” and “a little”. Overall, most people had good knowledge of the services they used in the past 12 months. Services where users had less knowledge were ‘applying for a benefit’, and ‘asking for information on customs and tariffs’ (see Figure 2 below).

Figure 2. Knowledge of Services Used (N=846)

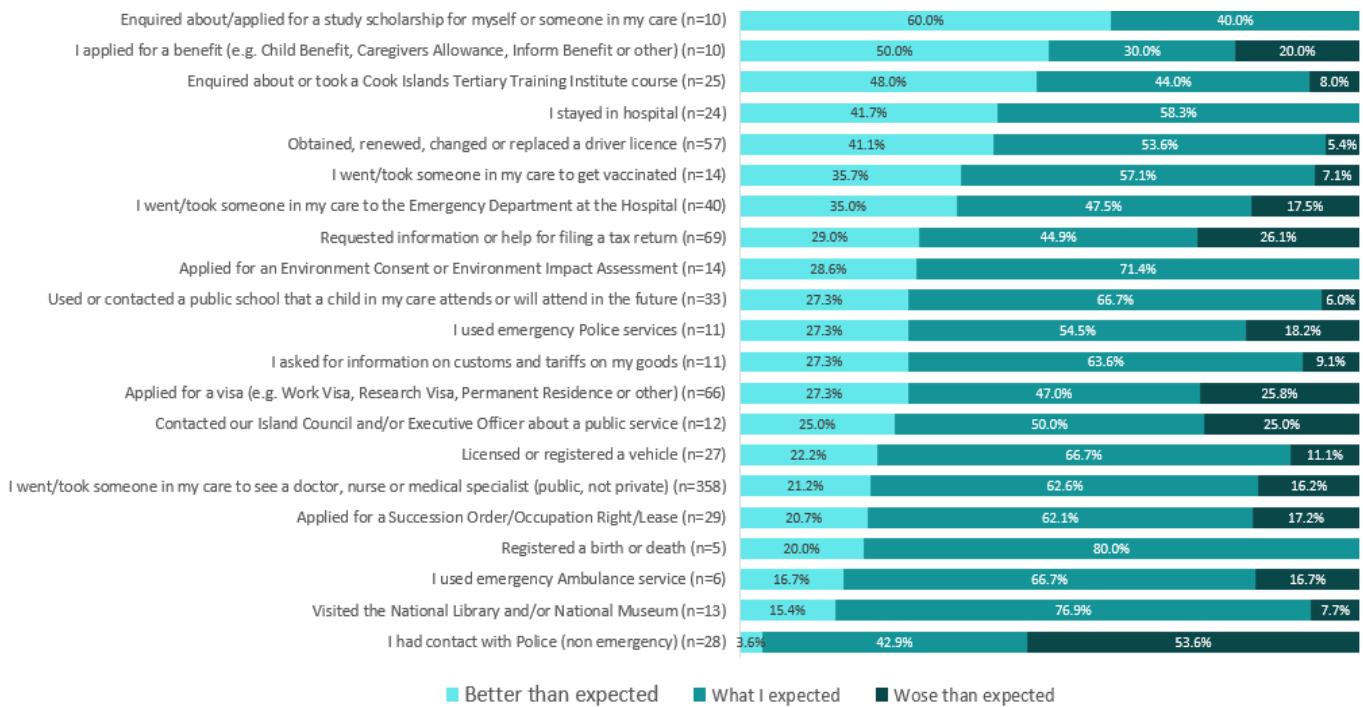


Note: In instances where  $n < 5$ , the service was excluded from this graph. The following services were excluded: obtained, renewed, changed or replaced a permit to operate a sea vessel ( $n=1$ ); licensed or registered a boat ( $n=2$ ); registered a company or a civil society organisation ( $n=4$ ); applied for a Marriage License ( $n=2$ ); used emergency Fire services ( $n=0$ ); I got information about fines or reparations ( $n=1$ ); and visited the National Library and/or National Museum ( $n=3$ ).

## 3.3 Meeting Expectations of Service Users

Overall, most services used in the last 12 months met the expectations of users, and in some cases (e.g. applying for a scholarship, applying for a benefit, enquiring about a course at CITTl or staying in hospital) expectations were exceeded. However, expectations were not well met by the Police in non-emergency contact (other than drivers licensing and vehicle registration) (see Figure 3 below).

Figure 3. Meeting Expectations of Service Users (N=862)

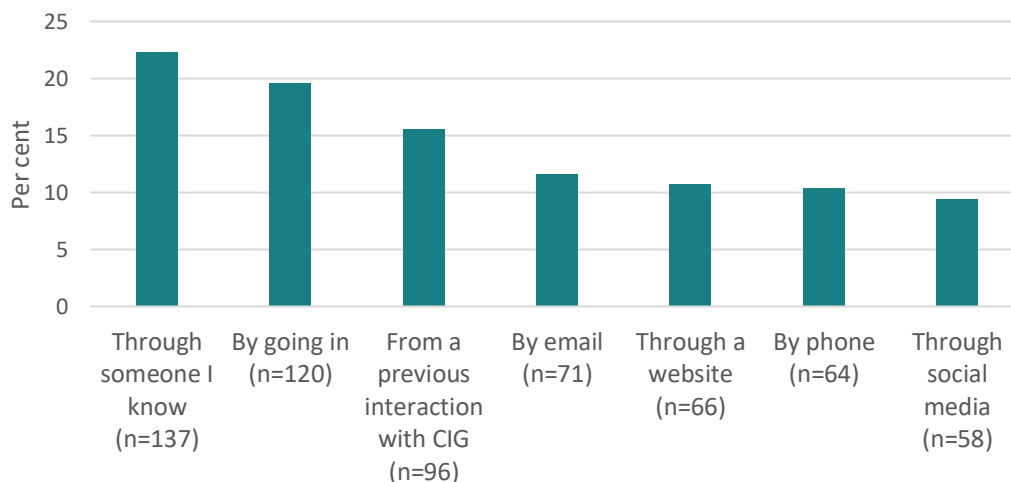


Note: in instances where n<=5, the service was excluded from this graph. The following services were excluded: obtained, renewed, changed or replaced a permit to operate a sea vessel (n=1); licensed or registered a boat (n=2); registered a company or a civil society organisation (n=4); applied for a Marriage License (n=2); used emergency Fire services (n=0); I got information about fines or reparations (n=1).

### 3.4 Awareness of Available Services

Participants were asked how they had come to be aware about the services offered by Ministries and Crown/Statutory Agencies. Multiple responses were offered and participants were able to choose as many as applicable. The most common responses were “Through someone I know”, “By going in to the Department”, and “From a previous interaction” (see Figure 4).

Figure 4. How Participants Knew About Government Services Used (N=612)





### 3.5 Notification of Changes to Services

Participants were also asked how they would prefer to be notified of any changes made to Ministerial and Crown/Statutory services. Again, multiple responses were offered and participants were able to choose as many as applicable. As seen in Figure 5, there were a range of preferences for being notified, with email as the most preferred way to be notified, Facebook close behind and newspaper, television (more traditional modes of contact) and SMS also featuring.

Figure 5. Preferred Way to be Notified of Changes to Public Sector Services (N=3,859)

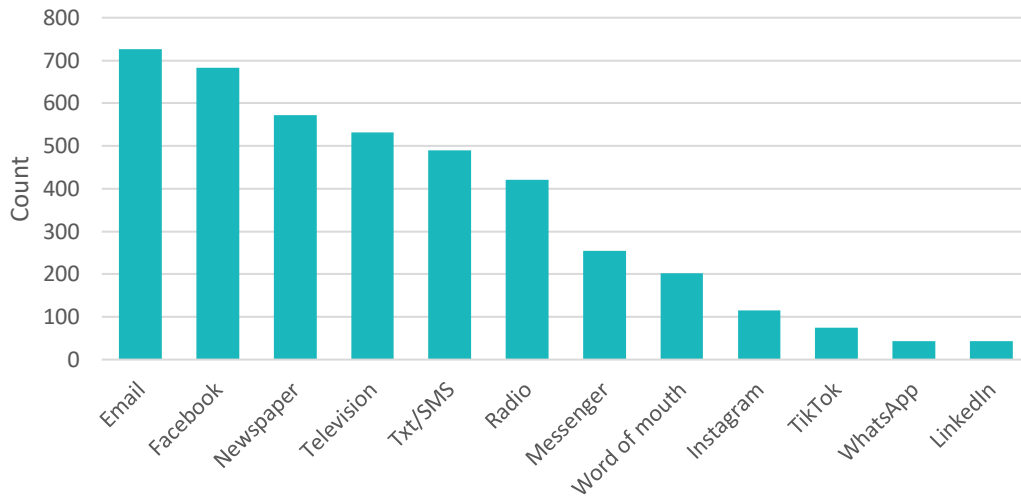
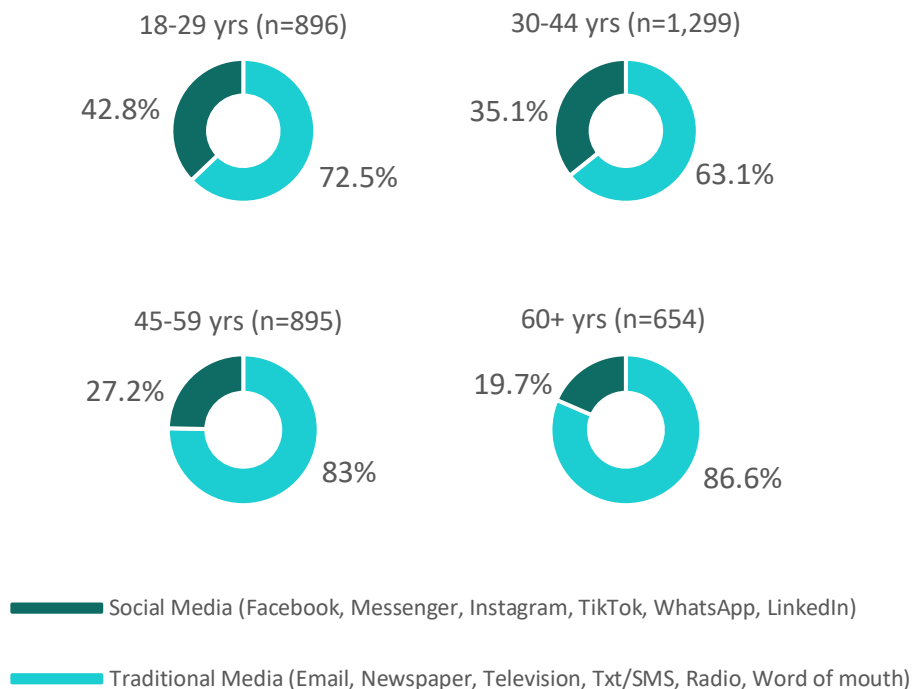


Figure 6. Preferred Way to be Notified of Changes to Public Services by Age Bracket (N=3,859)

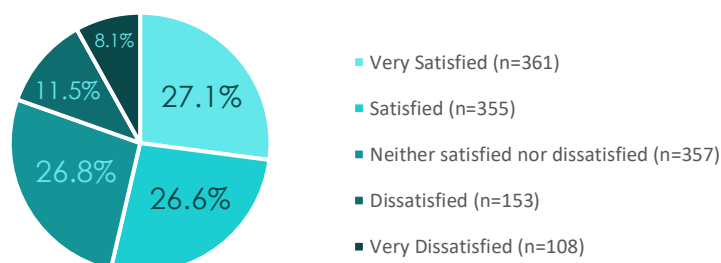


As seen in Figure 6, higher proportions of participants under the age of 45 prefer social media platforms (Facebook, Messenger, Instagram, TikTok, WhatsApp, LinkedIn) as a method to receive information of changes to public services. However, overall, most participants of all ages prefer traditional methods of communication such as email, newspaper, television, TXT/SMS and radio.

### 3.6 Overall Satisfaction with Services

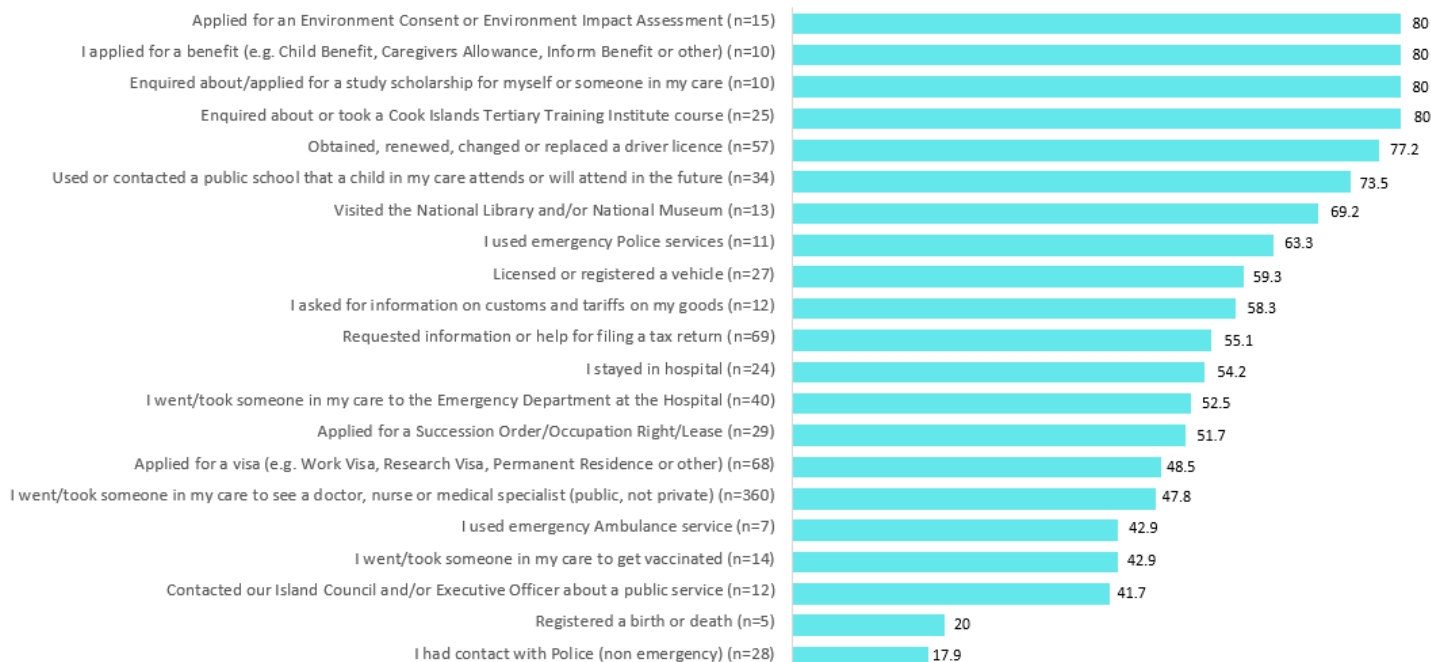
Overall satisfaction (those who reported being satisfied and very satisfied) across all services included in the survey was at 53.7%, with 26.8% neither satisfied nor dissatisfied, and 19.6% dissatisfied and very dissatisfied (Figure 7).

Figure 7. Overall Satisfaction Across All Services (N=1,334)



These levels of satisfaction are highly differentiated across services. The highest satisfaction levels are found amongst those applying for an environment consent or impact assessment, those applying for a benefit, and those applying for a study scholarship or applying for a course (all at 80%). Very low levels of satisfaction are found amongst those applying for a birth or death registration (20%, although numbers are very small (at n=5), and those who had contact with the Police (non-emergency) (see Figure 8 below).

Figure 8. Per cent Satisfied Across All Services (N=880)



Note: Per cent satisfied is an aggregated value made up of “satisfied” and “very satisfied” responses. In instances where n<5, the service was excluded from this graph. The following services were excluded: obtained, renewed, changed or replaced a permit to operate a sea vessel (n=1); licensed or registered a boat (n=2); registered a company or a civil society organisation (n=4); applied for a Marriage License (n=2); used emergency Fire services (n=0); and I got information about fines or reparations (n=1).

## 4. Detailed Results of Highly Used Services

Some public services are highly used. These services are found within:

- Ministry of Health (range of services)
- Cook Islands Police Service (range of services)
- Ministry of Justice (succession orders, births and deaths)
- Ministry of Foreign Affairs (visa applications)
- Ministry of Finance and Economic Management (assistance with tax returns)

In this section we provide detailed breakdowns of satisfaction and use of those sectors and services in the order below:

- Use and demographics
- Mode of contact with the service
- Overall satisfaction
- Three top reasons satisfied, three top reasons dissatisfied
- Services used
- Satisfaction of most used services
- Satisfaction and demographics of most used services

Satisfaction levels were disaggregated in to “very satisfied”, “satisfied”, “neither satisfied nor dissatisfied”, “dissatisfied” and “very dissatisfied” if sufficient data was available. Otherwise, “very satisfied” and “satisfied” were aggregated in to “satisfied”, and “very dissatisfied” and “dissatisfied” were aggregated in to “dissatisfied”.

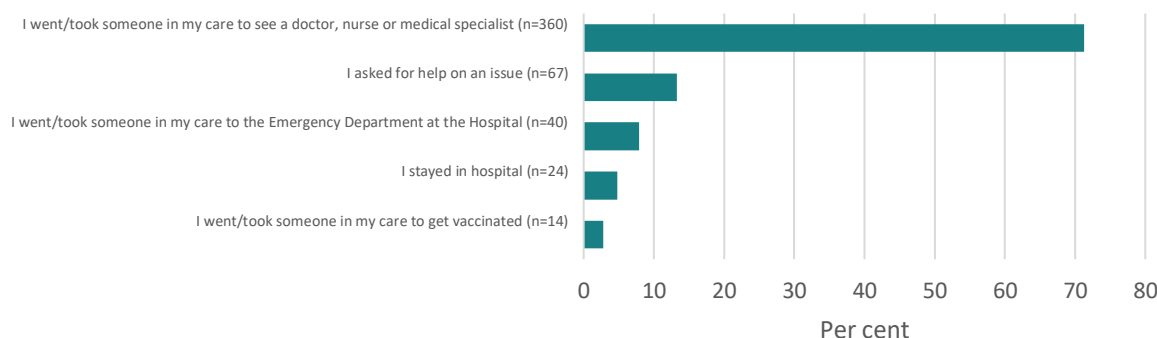
### 4.1 Satisfaction with Health Services

As stated earlier, the Ministry of Health is the most used ministry in Rarotonga (n=407). A slightly higher proportion of women than men have used Ministry of Health services in the last 12 months, as well as a higher proportion of those in the 45-59 age group compared to other age groups.

However, satisfaction with health services overall is middling at 49.6 per cent (satisfied and very satisfied combined). Neither satisfied nor dissatisfied was at 30.7 per cent and dissatisfaction (dissatisfied and very dissatisfied) at 19.7 per cent.

Out of the health services included in the survey, the greatest number of responses were for the service “I went/took someone in my care to see a public doctor, nurse or medical specialist”, as can be seen in Figure 9 below. This was found to be the most commonly used service in this survey.

Figure 9. Use of Services in Health (N=505)

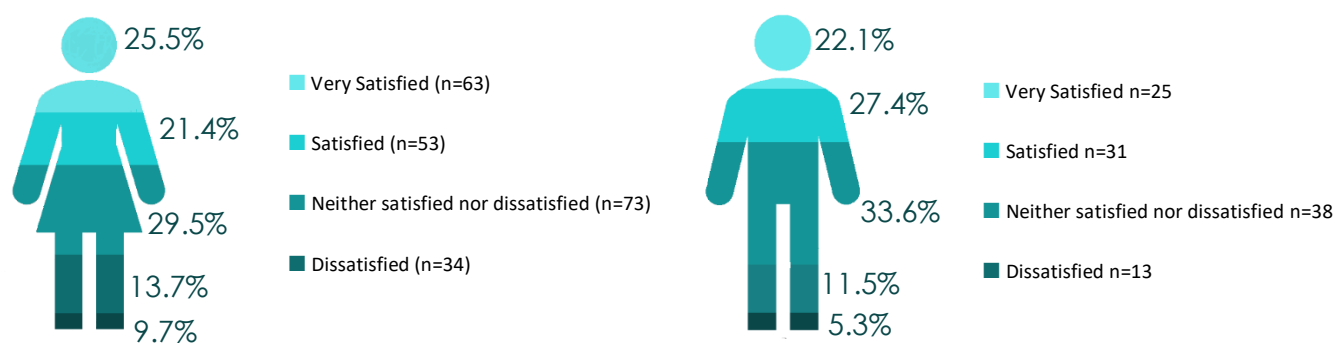


The service “I used an emergency ambulance” was also included in the survey questions, however fewer than ten people used this service, therefore it was not included in this analysis.

#### 4.1.1 Satisfaction with Visiting a Health Professional

Face-to-face visits to a health professional are central to the community’s health experiences. The most used health service was “I went/took someone in my care to see a doctor, nurse, or medical specialist”. 74.7% was in-person visits (n=269), 24.1% was by phone (n=87), and only 1% online (n=4). Of those that used this service, a chi-square test revealed that a significantly higher proportion of women than men used this service<sup>4</sup>. However, while they used the service less, men were slightly more satisfied with it (49.5% satisfaction, cf. 46.9% for women), and women were proportionally more dissatisfied (23.4%, and 16.8% for men) (see Figure 10).

Figure 10. Satisfaction and Gender for the Service “I Went /Took Someone in my Care to See a Doctor, Nurse or Medical Specialist” for Women (N=247) and for Men (N=113)



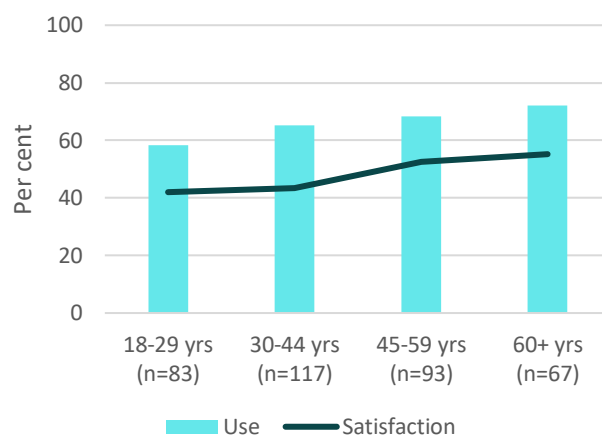
The top three reasons for dissatisfaction for women were “The service was too slow”, “The staff were unfriendly and/or unhelpful”, and “I didn’t get the information I needed”. The top three reasons for satisfaction for women were “The staff were friendly and/or helpful”, “The issue I needed help with was resolved” and “The staff were knowledgeable”.

The top three reasons for satisfaction for men were the same as for women, above. The top three reasons for dissatisfaction for men were “The service was too slow”, “Other” and “The staff were unfriendly and/or unhelpful”.

<sup>4</sup>Significant on 2-sided test: <.001.

Figure 11 indicates that not only did use of this service increase with age, satisfaction also increased. However, of those 65 and over there are still only just over half who are satisfied or very satisfied with health services. As well, less than half of respondents under 45 are satisfied with the services mentioned.

**Figure 11.** Use and Satisfaction with the Service “I Went /Took Someone in my Care to See a Doctor, Nurse or Medical Specialist” by Age (N=360)

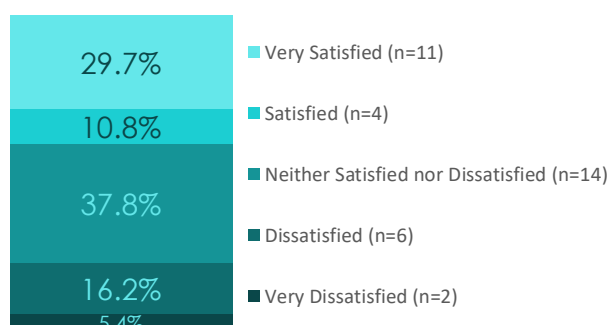


There were 49 people with a long-term disability who took part in the survey. Of those, 37 people used the Ministry of Health in the last 12 months. They were equally male and female, and there was a wide age range in this group.

There were 68 instances of the use of health services by the 37 people with disabilities. 37 of the 68 instances were for the service “I went /took someone in my care to see a doctor, nurse or medical specialist”, 21 were in-person experiences, and 16 by phone.

Those with a disability were somewhat more satisfied with use of health services than others (only 22% were dissatisfied – see Figure 12).

**Figure 12.** Satisfaction and Long-Term Disability for the Service “I Went /Took Someone in my Care to See a Doctor, Nurse or Medical Specialist” (N=37)



A high proportion of those who reported they were satisfied with health services, were “very satisfied” (29.7%). The top three reasons provided by those with a long-term disability who reported “very satisfied”, were “The staff were friendly and/or helpful”, “The staff were knowledgeable”, and “The service was quick”. The top three reasons for those who responded “dissatisfied” and “very dissatisfied”, were “The issue I needed help with was not resolved”, “I didn’t get the information I needed”, and “I would have preferred using Cook Island Māori/I did not understand the language”.

## 4.2 Satisfaction with Police Services

250 people indicated that they had used the Cook Islands Police Service in the last 12 months. A slightly higher proportion were women (50.7% cf, 46.3% for men). Those aged 60 plus used the agency the least (36.5%), compared to all other age groups (49.2% for 18-29 age group, 51.2% for 30-44 age group, 56% for 45-59 age group).

There were four services that were described:

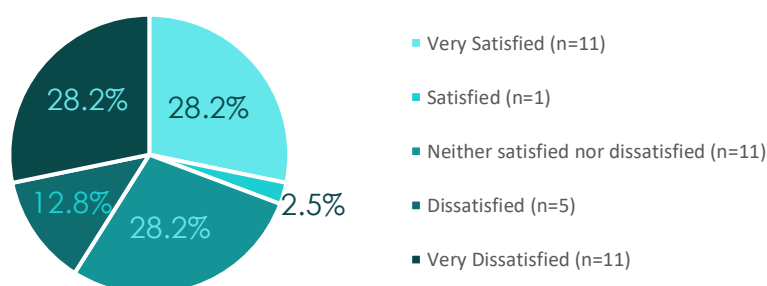
- “I used Emergency Police services” (11 instances)
- “I had contact with Police -not emergency)” (28 instances)
- “Licensed or registered a vehicle” (27 instances)
- “I obtained, renewed, changed or replaced a driver licence” (57 instances),

The last two services have been analysed with the understanding that Bank of the Cook Islands also provide administrative assistance to Cook Islands Police Service for the service “Licensed or registered a vehicle”.

### 4.2.1 Satisfaction with Emergency and Non-Emergency Services

In-person contact with emergency and non-emergency services made up 69.2% (n=27), 28.2% was by phone (n=11), and 2.5% online (n=1). However, there are low levels of satisfaction with these services, with only 30.7% having some level of satisfaction (see Figure 13).

**Figure 13.** Satisfaction levels for Police Services “I used Emergency Police Services” and “I Had Contact with Police (Non-Emergency)” (N=39)

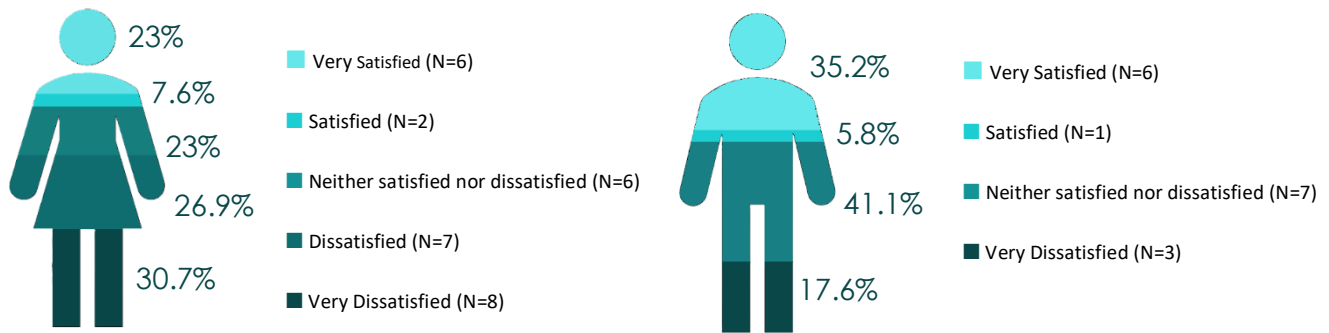


The top reasons for dissatisfaction were “The staff were unfriendly and/or unhelpful”, “The issue I needed help with was not resolved” and “Other”. The top reasons for satisfaction were “The staff were friendly and helpful”, “The service was easy to access”, and “The staff were knowledgeable”.

Women were significantly more likely to be dissatisfied with these services than men<sup>5</sup> (see Figure 14 below).

<sup>5</sup> Chi-square test <.001, 2-sided

Figure 14. Satisfaction Levels and Gender for Police services “I used Emergency Police Services” and “I Had Contact with Police (Non-Emergency)” for Women (N=26) and for Men (N=17).



The top three reasons for dissatisfaction for women were “The staff were unfriendly and/or unhelpful”, “The issue I needed help with was not resolved”, and “Other”. The top three reasons for satisfaction for women were “The staff were friendly and/or helpful”, “The staff were knowledgeable” and “The service was easy to access”.

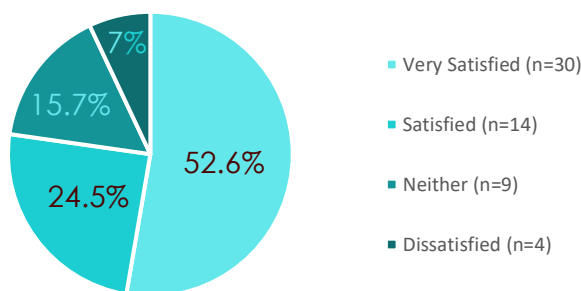
The top three reasons for satisfaction for men were “The staff were friendly and/or helpful”, “The service was quick”, “I got the information I needed” and “The service was easy to access”. Of those men that reported satisfaction levels, none chose “dissatisfied”. There were three indications of “very dissatisfied”. These numbers were too small to determine the top reasons for dissatisfaction for men.

For satisfaction levels and age, those over the age of 45 reported a higher proportion of dissatisfaction with these services (52.3%, n=11), compared to other age groups.

#### 4.2.2 Satisfaction with Driver Licencing

Driver licencing had much higher levels of satisfaction than other types of Police services, with 52.6% very satisfied (see Figure 15 below). Predictably, the majority of contact for this service was in-person (96.4%, n=55).

Figure 15. Satisfaction Levels for the Police Service “I Obtained, Renewed, Changed or Replaced a Driver Licence” (N=57)



The top three reasons for those that responded “very satisfied” were “The staff were friendly and helpful”, “The service was quick” and “The service was easy to access”. There was insufficient data to discern the top three reasons for dissatisfaction.

Figure 16. Satisfaction Levels and Gender for Police Service “I Obtained, Renewed, Changed or Replaced a Driver Licence” for Women (N=38) and for Men (N=19).

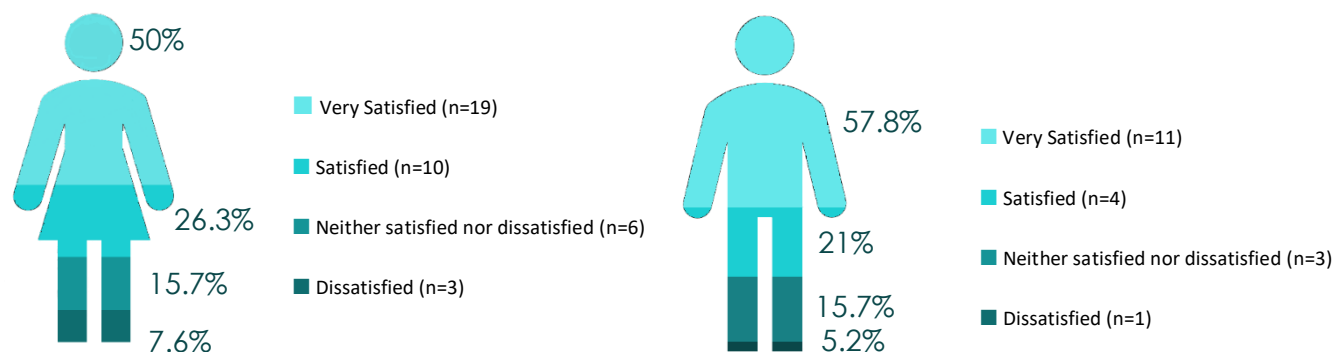


Figure 16 shows that men were slightly more satisfied than women with the driver’s licencing service. The top three reasons for satisfaction for both men and women were “The staff were friendly and/or helpful”, “The service was quick”, and “The service was easy to access”. The top three reasons for dissatisfaction for women were “The staff were unfriendly and/or unhelpful”, “The staff did not know enough to be able to help me”, and “ I didn’t get the information I needed”. Of the male respondents, there was insufficient data to discern the top three reasons for dissatisfaction.

For use, satisfaction and age for this service, most users were those under 45, particularly in the 18-29 age group (n=30). Satisfaction was high among the 18-29 age group, at 80% (n=25). Use dropped as age increased, however numbers were too small to determine any significance for satisfaction.

#### 4.2.3 Satisfaction with Licencing or Registering a Vehicle

This service is performed by the Bank of the Cook Islands on behalf of the Police and Ministry of Transport. Very few people recorded instances of using this service.

Figure 17. Satisfaction Levels for the Police Service “Licensed or Registered a Vehicle” (N=27)

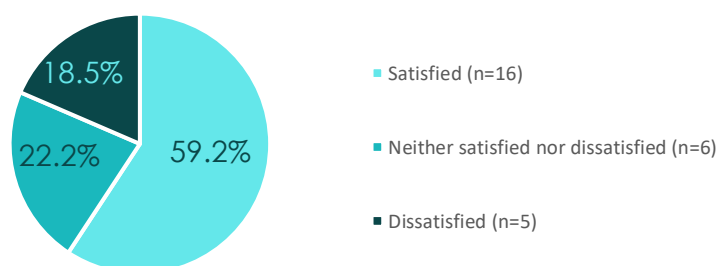


Figure 17 shows a high proportion of overall satisfaction with this service. The top three reasons for satisfaction with the service were, “The staff were friendly and helpful”, “The service was easy to access”, and “The staff were knowledgeable”. The top three reasons for dissatisfaction with the service were, “The service was too slow”, “The service was difficult to access” and “I would have preferred using Cook Island Māori/I did not understand the language”.



Figure 18. Satisfaction Levels and Gender for the Police Service “Licensed or Registered a Vehicle” for Women (N=15) and for Men (N=12)



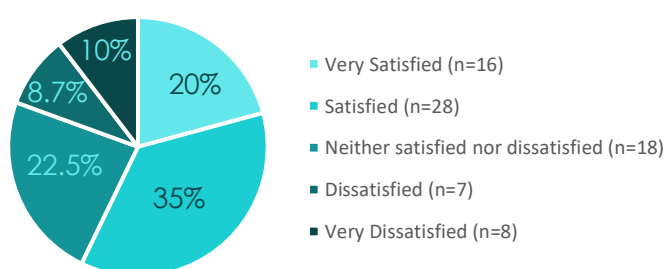
Women had higher levels of aggregated satisfaction with this service than did men (66.6% cf 49.9%). For both men and women, the number of responses was too small to discern the top reasons for satisfaction and dissatisfaction.

For satisfaction and age, dissatisfaction with vehicle registration was higher amongst those under 30 than older age groups (30%, n=10), although numbers were too small to ascertain any significance.

#### 4.2.4 Satisfaction with Other Police Services

Other services in the Police sector, also shared with Justice Services and Transport were “I got information about fines or reparations”, “I was contacted by a Cook Islands Government Agency”, “I was referred by a Cook Islands Government agency or NGO (non-government organisation), “I asked for help on an issue”, and “I made a general enquiry”. These services had a combined total of 77 cases. In-person contact accounted for 55.8% (n=43), 28.5% by phone (n=22), and 15.5% online (n=12).

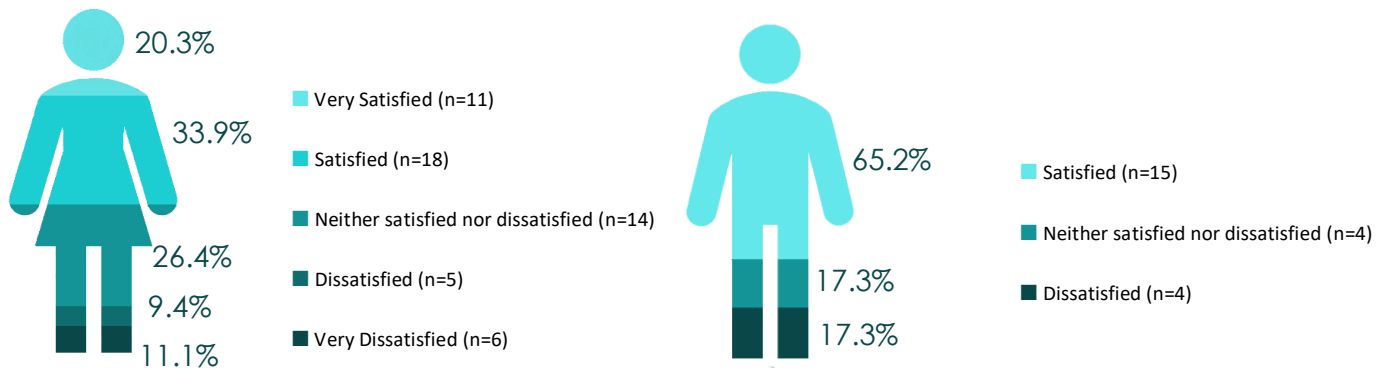
Figure 19. Satisfaction Levels for General Police Services (N=77)



Satisfaction for general services is double the satisfaction for contact with Police and Police emergency services (Figure 19). The top three reasons for satisfaction are “The staff were friendly and helpful”, “I got the information I needed”, and “The service was easy to access”. The top three reasons for dissatisfaction are “The staff did not know enough to be able to help me”, “The service was too slow” and “I didn’t get the information I needed”.

Men were more satisfied with other Police services than women (see Figure 20), however there was insufficient data available for men to disaggregate satisfaction into a 5-point scale, and thus for Figure 20 satisfaction with general Police services for men has been aggregated.

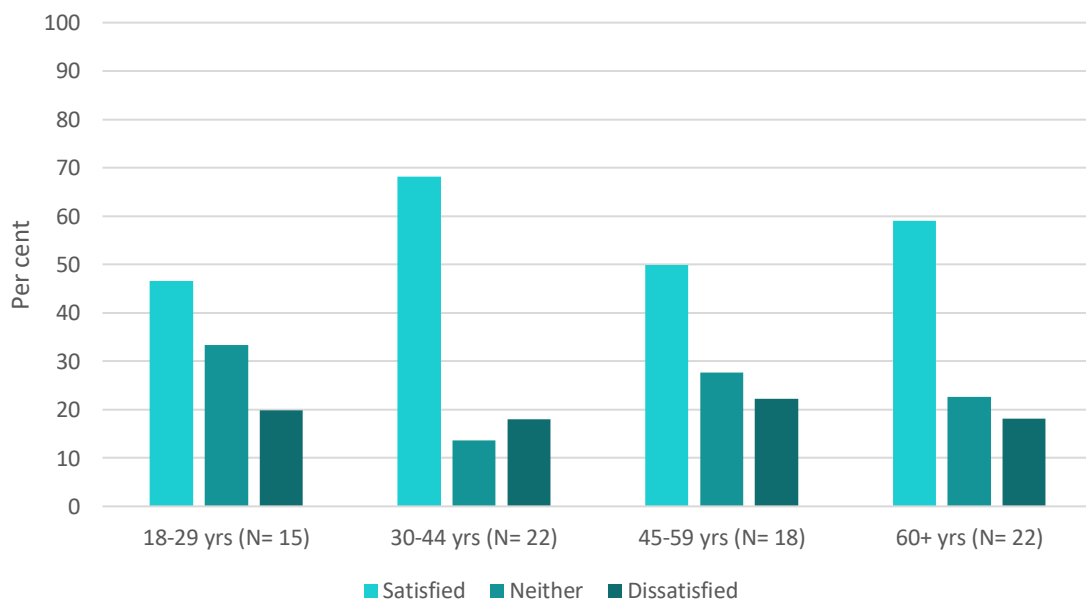
Figure 20. Satisfaction Levels and Gender for General Police Services for Women (N=54) and for Men (N=23)



The top three reasons provided by women who said they were “very satisfied” were “The staff were friendly and/or helpful”, “The staff were knowledgeable”, and “I got the information I needed”. The top three reasons provided by women who said they were “very dissatisfied” were “The service was too slow”, “The issue I needed help with was not resolved”, and “The staff were unfriendly and/or unhelpful”.

The top three reasons for satisfaction for men were “The staff were friendly and/or helpful”, “The service was quick”, and “I got the information I needed”. There was insufficient data to indicate top reasons for dissatisfaction.

Figure 21. Satisfaction Levels and Age for General Police Services (N=77)

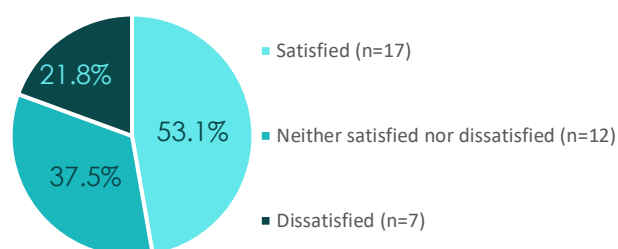


Dissatisfaction (those that were dissatisfied and very dissatisfied) was slightly higher for those aged 45 and over (40.3% cf. 37.9% for those 44 and under) (Figure 21). Those in the 30-44 age group had the highest proportion of satisfaction compared to the other age groups (68.1%).

### 4.3 Satisfaction with Justice Services

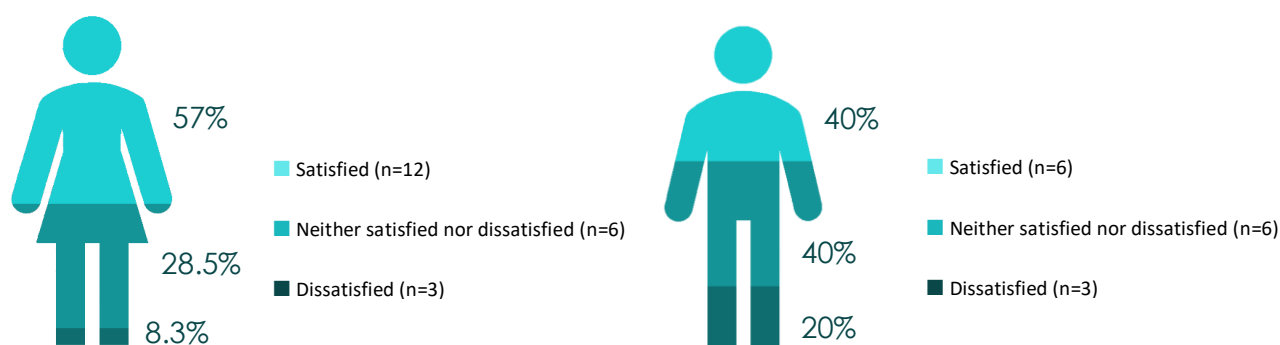
A total of 137 women indicated they used the Ministry of Justice, while 57 men indicated they used the Ministry. A higher proportion of those in the 45-59 age group use Ministry of Justice compared to all the other groups (48% of total of 125 responses).

**Figure 22.** Satisfaction Levels for Justice Services “Applied for a Succession Order/Occupation Right/Lease”, “Registered a Birth or Death” and “Applied for a Marriage Licence” (N=36)



The main mode of contact overall for these services was in-person (77%, n=28), with phone and online at 11% both (n=4 each). Although numbers are small, there was a slightly higher proportion of satisfaction with Justice Services (“satisfied” and “very satisfied” aggregated) (Figure 22). The top three reasons for satisfaction were “The staff were friendly and helpful”, “The staff were knowledgeable”, and “I got the information I needed”. The top three reasons for dissatisfaction were “I didn’t get the information I needed”, “The staff did not know enough to be able to help” and “The service was too slow”.

**Figure 23.** Satisfaction Levels and Gender for Justice Services “Applied for a Succession Order/Occupation Right/Lease”, “Registered a Birth or Death” and “Applied for a Marriage Licence”, for Women (N=21) and for Men (N=15)



Satisfaction levels between genders was about the same for Justice services (Figure 23). The top three reasons for satisfaction for women were “The staff were friendly and helpful”, “The staff were knowledgeable” and “The issue I needed help with was resolved”. The top three reasons for dissatisfaction were “I didn’t get the information I needed”, “The issue I needed help with was not resolved” and “The service was difficult to access”.

The top three reasons for satisfaction for men were “The staff were knowledgeable”, “The staff were friendly and helpful”, “I got the information I needed” and “The service was easy to access”. The top reasons for dissatisfaction were “The staff did not know enough to be able to help me” and “The service was too slow”.

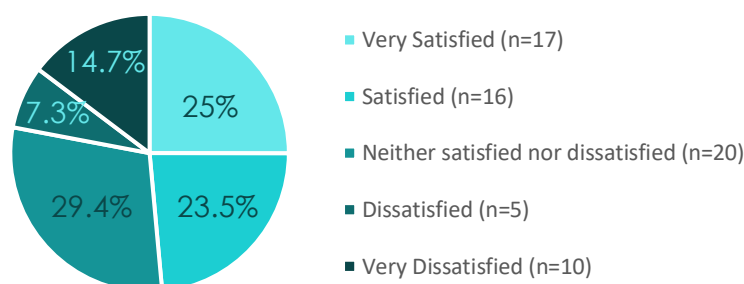
For satisfaction and age, a higher proportion of those over the age of 45 were satisfied with these services (63%, n=12, cf. 47%, n=8 for 18-44 age group). Numbers were too small to determine significance satisfaction for other age groups.

## 4.4 Satisfaction with Immigration Services

Sixty men and 112 women indicated they have used the Ministry of Foreign Affairs and Immigration in the last 12 months. A higher proportion of those in the 30-44 years age group used the Ministry compared to all other age groups (18-29 years 27.1%, N=38; 30-44 years 37.3%, N=65; 45-59 years 29.6%, N=37; 60+ years 30.4%, N=32).

The following data for satisfaction is for the service “Applied for a visa (e.g., Work Visa, Research Visa, Permanent Residence or other)”, the only service in the survey directly relating to immigration.

**Figure 24.** Satisfaction Levels for the Service “Applied for a Visa (e.g., Work Visa, Research Visa, Permanent Residence or Other)” (N=68)

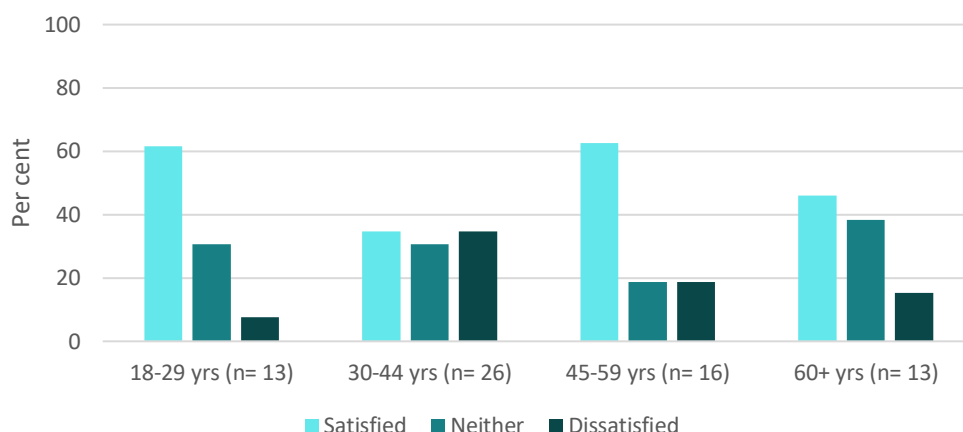


A high proportion of contact for this service was in-person (73.9%, n=51), with online contact at 23.1% (n=16) and contact by phone at 2.8% (n=2). Aggregated satisfaction for this service was 48.5% and aggregated dissatisfaction at 22% (Figure 24). The top three reasons for satisfaction were “The staff were friendly and/or helpful”, “The service was quick”, and “I got the information I needed”. The top three reasons for dissatisfaction were “The staff were unfriendly and/or unhelpful”, “The service was too slow”, and “The staff did not know enough to be able to help me”.

Broken down even further, we see that double the amount of those who were dissatisfied indicated they were “Very dissatisfied”. Although numbers are small, of those that were very dissatisfied with the service, 50% were women of Cook Islands ethnicity (N=6), the other 50% were from a range of other ethnicities (N=6), both men and women. The reasons for dissatisfaction were the same as provided above.

40% of those who were very satisfied with the service were women of New Zealand European or New Zealand Māori ethnicity (N=6), 60% of those who were very satisfied were a range of other ethnicities (N=9), both men and women. The reason for satisfaction were the same as provided above.

Figure 25. Satisfaction Levels and Age for the Service “Applied for a Visa (e.g., Work Visa, Research Visa, Permanent Residence or Other)” (N=68)



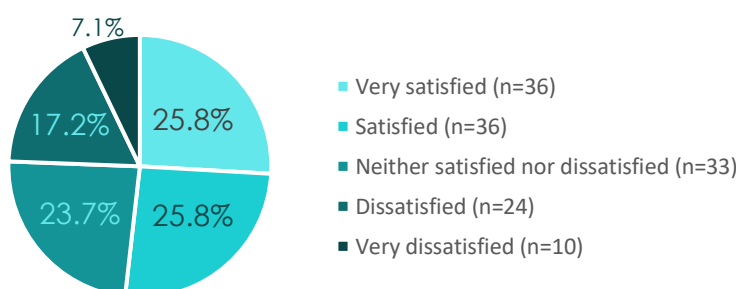
Again, despite numbers being too small to ascertain any significance, proportion of satisfaction was highest in the 18-29 age group, while satisfaction was lowest in the next age group up (30-44 yrs, see Figure 25).

#### 4.5 Satisfaction with Tax Services

Fifty men and 97 women indicated they used the Ministry of Finance and Economic Management [MFEM] in the last 12 months. A low proportion of those under the age of 30 indicated they used MFEM (15.7%), while an equal proportion of the 30-44 and 45-59 age groups indicated they use MFEM (32% each).

Overall, just over half of respondents were satisfied with tax services (see Figure 26). Services include “Requested information or help for filing a tax return” (n=69); “I asked for information on customs and tariffs on my goods” (n=12); “I made a general enquiry” (n=31); “I was contacted by a Cook Islands Government agency” (n=13); “I was referred by a Cook Islands Government agency or NGO (non-government organisation); and “I asked for help on an issue” (n=13). The main mode of contact with services overall was in-person (41.7%, n=58), followed by online contact (30.9%, n=43), and phone (27.3%, n=38).

Figure 26. Satisfaction Levels for Tax Services (N=139)



Satisfaction was around average for general Tax services (Figure 26). The three top reasons for overall satisfaction were “The staff were friendly and/or helpful”, “I got the information I needed”, and “The service was quick”. The three top reasons for dissatisfaction were “The staff were unfriendly and/or unhelpful”, “The service was too slow”, and “The staff did not know enough to be able to help me”.

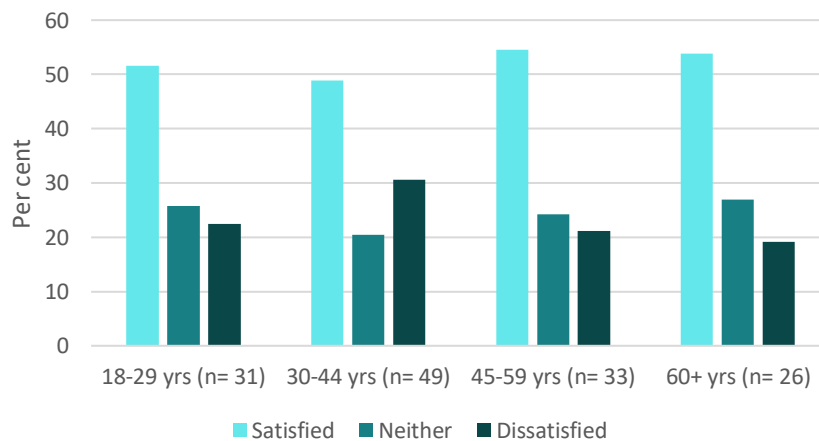
Figure 27. Satisfaction Levels and Gender for Tax Services for Women (N=86) and for Men (N=53)



Men were proportionally more satisfied with the services than women (60.2% cumulative for “very satisfied” and “satisfied”, cf. 46.4% for women) (Figure 27). The top three reasons for satisfaction for men were “The staff were friendly and/or helpful”, “The service was quick”, and “I got the information I needed”. The top three reasons for dissatisfaction were “The staff were unfriendly and/or unhelpful”, “The service was too slow”, and “I didn’t get the information I needed”.

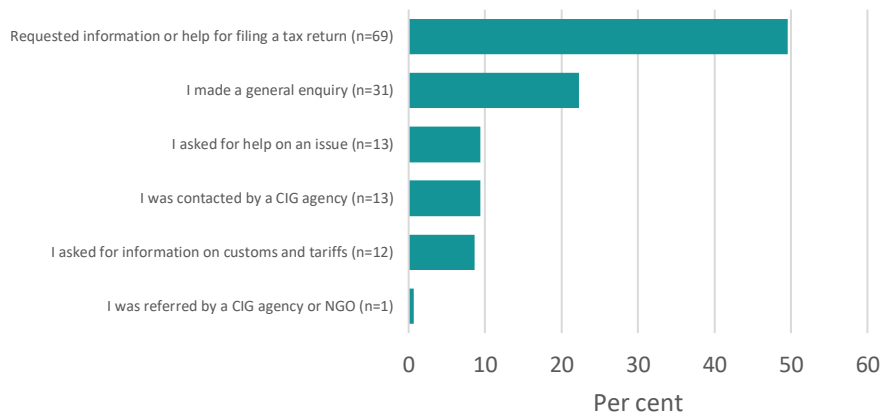
The top three reasons for satisfaction for women were “The staff were friendly and/or helpful”, “I got the information I needed” and “The staff were knowledgeable”. The three top reasons for dissatisfaction for women were “The staff were unfriendly and/or unhelpful”, “The staff did not know enough to be able to help me” and “The service was too slow”.

Figure 28. Satisfaction Levels and Age for Tax Services (N=139)



Satisfaction was around average across age groups for tax services, a slightly higher proportion of the 30-44 age group were dissatisfied with the service (Figure 28).

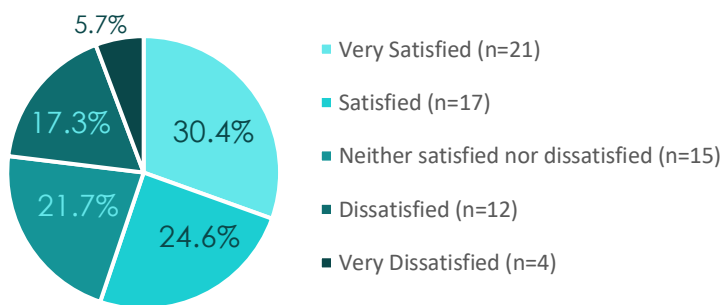
Figure 29. Use of Services in Tax (N=139)



The service “Requested information or help for filing a tax return” had the most responses, at 49.6% (Figure 29). This was 27.3% more than the next most-used service “I made a general enquiry” (22.3%).

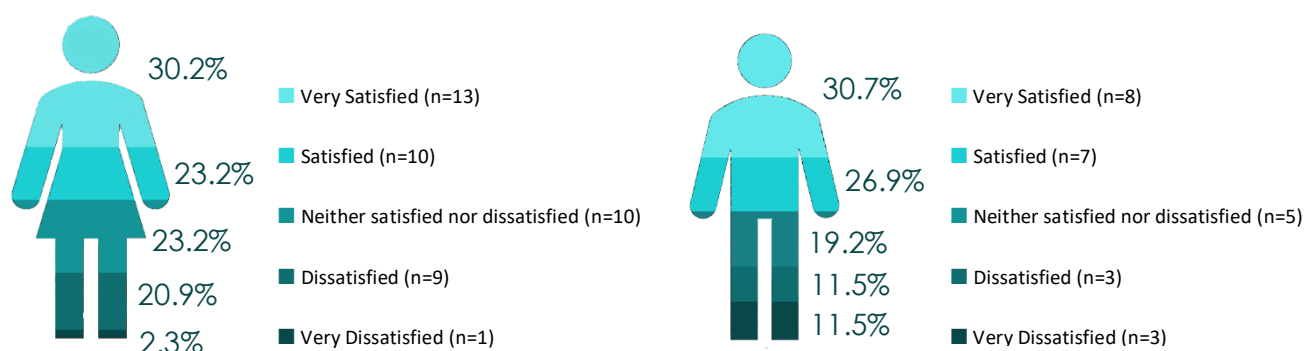
#### 4.5.1 Satisfaction with Requesting Information or Help for Filing a Tax Return

Figure 30. Satisfaction Levels for the Tax Service “Requested Information or Help for Filing a Tax Return” (N=69)



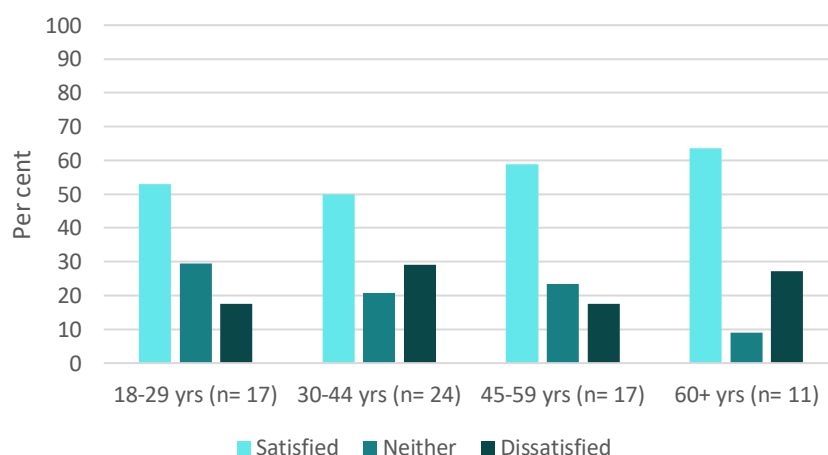
In-person contact was highest for this service (42%, n=29), however phone and online contact was not too far away at 28.9% for both. Satisfaction was average for the service “Requesting information or help for filing a tax return” (55%, with “very satisfied” and “satisfied” combined) (Figure 30). The three top reasons for those that indicated “very satisfied” were “The staff were friendly and helpful”, “I got the information I needed” and “The service was quick”. The three top reasons for those that indicated “dissatisfied” and “very dissatisfied” were “I didn’t get the information I needed”, “The staff did not know enough to be able to help me”, and “The issue I needed help with was not resolved”.

**Figure 31.** Satisfaction Levels and Gender for the Tax Service “Requested Information or Help for Filing a Tax Return” for Women (N=43) and for Men (N=26)



Satisfaction levels were around the same for both men and women, with a slightly higher proportion of men satisfied with the service (57.6% cumulative, cf. 53.4% for women) (Figure 31). The top three reasons for satisfaction were the same for both men and women: “The staff were friendly and helpful”, “I got the information I needed”, and “The service was quick”. The top reason for dissatisfaction was “The staff were unfriendly and/or unhelpful”.

**Figure 32.** Satisfaction Levels and Age for the Tax Service “Requested Information or Help for Filing a Tax Return” (N=69)



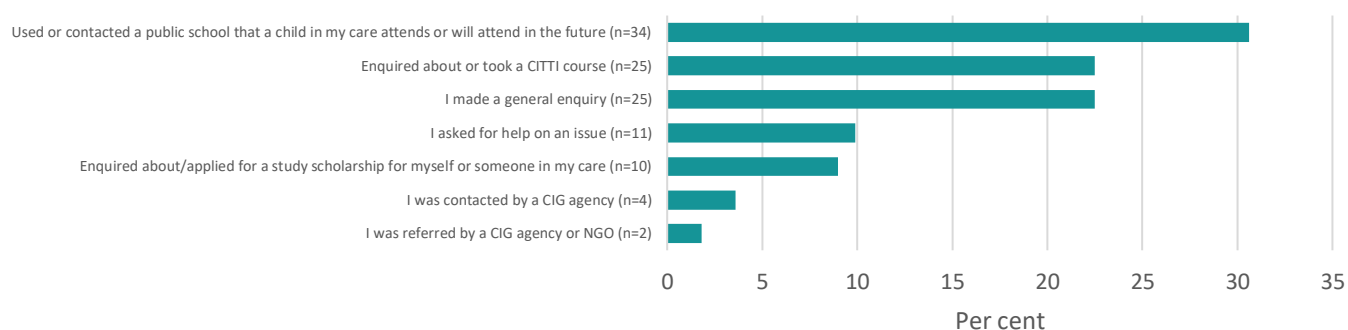
Satisfaction was average across age groups for this service (Figure 32). A slightly higher proportion of the 30-44 year group were dissatisfied with the service (29.1%).

## 4.6 Satisfaction with Education Services (Schools)

Ninety-seven women and 33 men indicated they use the Ministry of Education. The highest proportion of users by age bracket was 45-55 years (30%), the lowest was 60+ (9.8%)



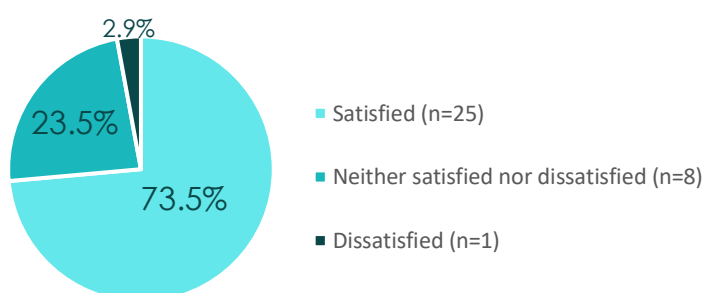
Figure 33. Use of Services in Education (N=111)



The most used service was “I used or contacted a public school that a child in my care attends or will attend in the future”, (30.6%) (Figure 33). Both “I enquired about or took a CITTI course” and “I made a general enquiry” received an equal amount of responses (22.5% respectively).

#### 4.6.1 Satisfaction with Public Schools

Figure 34. Satisfaction Levels for the Education Service “Used or Contacted a Public School that a Child in my Care Attends or Will Attend in the Future” (N=34)



There is a high level of satisfaction with the service “Used or contacted a public school that a child in my care attends or will attend in the future”, although numbers are small. Of those who reported an experience with this Education service, 73.5% indicated they were satisfied or very satisfied with the service (see Figure 34). The three top reasons for satisfaction overall were “The staff were friendly and helpful”, “The service was easy to access” and “The staff were knowledgeable”. There was insufficient data to determine the top reasons for dissatisfaction. As with the other highly used services, in-person contact was the main mode of contact (58.8%, n=20). Phone contact was next at 29.4% (n=10) and online least (11.7%, n=4).

Use of this service was found to be highly gendered. Of the 34 instances of service use, 82.4% were done so by women (n=28 for women, and n=6 for men). For women, 75% of those that recorded experience with the service were satisfied or very satisfied (n=21), 21.4% were “Neither satisfied nor dissatisfied” (n=6), and one instance was dissatisfied (3.5%). The three top reasons for satisfaction for women were “The staff were friendly and helpful”, “The service was easy to access”, “The staff were knowledgeable” and “The service was quick”. There was insufficient data to determine the top reasons for dissatisfaction for women.

There were four instances where men indicated they were satisfied or very satisfied with this service (66.6%), two indicated “Neither satisfied nor dissatisfied” (33.3%). There was insufficient data to determine the top reasons for both satisfaction and dissatisfaction for men.

Numbers are again too small to determine any significance in satisfaction by age, however a high proportion of those under 45 were satisfied or very satisfied with the service (79%, n=19), and 60% of those over 45 satisfied with the service (n=6).

## Discussion

Overall, the survey results show average knowledge, expectation, awareness and satisfaction with public services. Customer relations (levels of staff friendliness and helpfulness) appears to be the most important factor in making or breaking satisfaction with services, as a high number of responses to reasons why a respondent was satisfied or dissatisfied were “the staff were friendly and/or helpful” and “the staff were unfriendly and/or unhelpful”. The significantly gendered use of some Ministries and services, such as Ministry of Internal Affairs and Ministry of Education and visiting health care services, indicate that traditional gender expectations and roles remain an issue in Cook Islands society.

Knowledge of services overall was good, indicating most people are receiving adequate information about services. Services that may need improvement include those relating to applying for a benefit and customs and tariffs on goods, however respondent numbers were too small to ascertain any significance.

Overall, user expectations of services were met and aligned with positive user satisfaction. For example, the services “Enquired about/applied for a study scholarship for myself or someone in my care”, “I applied for a benefit”, “Enquired about or took a CITTI course”, “Stayed in hospital” and “Obtained , renewed, changed or replaced a driver licence” all exceeded or met expectations while also having a high satisfaction rate, although numbers were small.

Respondent awareness of services was highly informed by in-person contact. The top three ways respondents knew about public services was through someone they know, going in to the Ministry or Agency and from a previous interaction they had with the service provider. This may reflect the small community dynamics of Cook Islands society, where face-to-face contact is the norm. On the flip-side, respondents preferred traditional modes of contact when being informed of changes to public services, such as email, newspaper, radio and television. Facebook was also very highly preferred. Other social media platforms were less popular, along with being notified by “word of mouth”.

Overall, the Ministry of Health was the most used Ministry by far, indicating its importance in the daily lives of Cook Islands residents. However, satisfaction with health services was around average. The service “I went/took someone in my care to see a doctor, nurse or medical specialist (public not private) was the most used public service in this survey, however also had average satisfaction levels. Service efficiency (service speed) and customer relations appear to be reasons for average satisfaction levels and may need to be improved.

The Cook Islands Police Service was the next most used agency. Satisfaction with emergency and non-emergency contact was low, particularly amongst women. Customer relations and service effectiveness (issue resolution) appear to be reasons and these areas may need to be improved, especially in relation to women customers. Driver and vehicle licencing had much higher levels of satisfaction, although it is noted the vehicle registration service is shared with the Ministry of Transport and Bank of the Cook Islands. Customer relations and service efficiency appear to be reasons for satisfaction, although improvement may still need to be made in these areas.

The Ministry of Justice, Ministry of Foreign Affairs and Immigration and Ministry of Finance and Economic Development also had high numbers of users. Services with a notable amount of users were “I requested information

or help for filing a tax return” and “I applied for a Visa (e.g., Work Visa, Research Visa, Permanent Residence or Other)”. These had average to low satisfaction levels. Customer relations, staff knowledge and service efficiency and effectiveness appear to be reasons for dissatisfaction, these areas may need to be improved.

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## Annex 1: Questionnaire

Interviewer Number

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20

### Public\_Satisfaction\_Survey2023 (English)

Kia Orana and Welcome to the Community Satisfaction Survey of the Public Service Commissioner.

This survey is about your satisfaction of public services in the Cook Islands. Public services are all services provided by Island and Central Government, this includes 14 Ministries (such as Ministry of Health, Ministry of Education etc.), 8 Statutory Agencies (such as BTIB, Cook Islands Tourism etc.) and 7 Crown Agencies (such as Office of the Ombudsman, Cook Islands Police Service etc.). This survey also includes questions about Island Governments of the Pa Enea. The term "service" refers to all facilities or places you can use or visit, as well as services where you dealt with staff, or services online.

This survey covers select government services and is intended for a general overview of public services.

Q2. Do you agree to participate in this survey?

- 1) Yes
- 0) No End questionnaire

Q3. Are you over 18 years of age?

- 1) Yes
- 0) No End questionnaire

## DEMOGRAPHICS

Q4. Where do you live? (Choose one)

- 1) Te Au o Tonga
- 2) Takitumu
- 3) Puaikura
- 4) Pā 'Ehua
- 0) Refuse to Answer

Q5. What is your age? (Choose one)

- 01) 18-19
- 02) 20-24
- 03) 25-29
- 04) 30-34
- 05) 35-39
- 06) 40-44
- 07) 45-49
- 08) 50-54
- 09) 55-59
- 10) 60-64
- 11) 65-69
- 12) 70-74
- 13) 75-79
- 14) 80+
- 00. Refuse to Answer

Q6. Which ethnic group(s) do you belong to?

(Choose all that apply)

- A) Cook Islands Māori
- B) Part Cook Island Māori
- C) New Zealand Māori, New Zealand European
- D) Fijian, Indo-Fijian, Rotuman
- E) Philipino, Indonesian
- F) Other Pacific Islands
- G) Other Ethnicity
- 9) Refuse to Answer

Q7. What is your gender? (Choose one)

- 1. Male
- 2. Female
- 3. Other
- 0. Refuse to Answer

Q8. What is your highest qualification gained? (Choose one)

*Public\_Satisfaction\_Survey2023*

1. Cook Islands School Certificate
2. New Zealand School Certificate or NCEA LV. 1 or equivalent
3. Form 6 Certificate or NCEA LV. 2 or equivalent
4. New Zealand Bursary or NCEA LV. 3 or equivalent
5. Higher educational qualification
6. None
0. Refuse to Answer
66. Not Applicable

Q9. Which of the following categories best describes the main industry you work in? (Choose one)

- |                                   |  |
|-----------------------------------|--|
| 01. Agriculture/Forestry          | 09. Finance, Insurance and Professional Services |
| 02. Mining/Manufacturing          | 10. Public Administration/Government             |
| 03. Electricity, Water and Waste  | 11. Education and Research                       |
| 04. Construction                  | 12. Human Health and Social Work                 |
| 05. Wholesale and Retail Trade    | 13. Arts, Recreation and Other Services          |
| 06. Transport                     | 14. Fishing/Marine                               |
| 07. Restaurants and Accommodation |  |
| 08. Information and Communication |  |
| 00. Refuse to Answer              |  |
| 66. Not Applicable                |  |

Q10. What is your annual taxable income bracket? (Choose one)

*Public\_Satisfaction\_Survey2023*

- |                         |                         |
|-------------------------|-------------------------|
| 01) No Income           | 12) \$50,000 - \$54,999 |
| 02) Less than \$5000    | 13) \$55,000 - \$59,999 |
| 03) \$5000 - \$9,999    | 14) \$60,000 - \$64,999 |
| 04) \$10,000 - \$14,999 | 15) \$65,000 - \$69,999 |
| 05) \$15,000 - \$19,999 | 16) \$70,000 - \$74,999 |
| 06) \$20,000 - \$24,999 | 17) \$75,000 - \$79,999 |
| 07) \$25,000 - \$29,999 | 18) \$80,000 - \$84,999 |
| 08) \$30,000 - \$34,999 | 19) \$85,000 - \$89,999 |
| 09) \$35,000 - \$39,999 | 20) \$90,000 - \$94,999 |
| 10) \$40,000 - \$44,999 | 21) \$95,000 - \$99,999 |
| 11) \$45,000 - \$49,999 | 22) More than \$100,000 |

00) Refuse to Answer  
66) Not Applicable

Q11. Do you have a long-term disability (lasting 6 months or more) that stops you from doing everyday things other people can do?

- 1) Yes
- 2) No please skip to Q13
- 8) Refuse to Answer please skip to Q13

Q12. Which long-term disability are you affected by the most? (Choose one)

- 1) Seeing
- 2) Hearing
- 3) Walking, lifting
- 4) Using hands
- 5) Learning
- 6) Communicating
- 7) Self care
- 8) Refuse to Answer

**EXPERIENCE**

Q13. Have you used a public service in the last 12 months?

1 Yes

0 No End of questionnaire

Q14. Please choose which Cook Islands Government agencies you have used within the last 12 months (choose as many as applicable):

- |  |  |
|--|--|
| A) Ministry of Agriculture                     | H) Infrastructure Cook Islands               |
| B) Ministry of Corrective Services             | I) Ministry of Internal Affairs              |
| C) Ministry of Cultural Development            | J) Ministry of Marine Resources              |
| D) Ministry of Education                       | K) Ministry of Justice                       |
| E) Ministry of Finance and Economic Management | L) Ministry of Transport                     |
| F) Ministry of Foreign Affairs and Immigration | M) Office of the Prime Minister              |
| G) Ministry of Health                          | N) Office of the Public Service Commissioner |
|  | O) Island Government                         |
|  |  |
| A) Cook Islands Audit Office                   | H) Head of State                             |
| B) Cook Islands Police Service                 | I) Financial Supervisory Commission          |
| C) Business Trade and Investment Board (BTIB)  | J) Financial Services Development Authority  |
| D) House of Ariki                              | K) National Environment Service              |
| E) Cook Islands Parliamentary Services         | L) Cook Islands Natural Heritage Trust       |
| F) Cook Islands Seabed Minerals Authority      | M) Office of the Ombudsman                   |
| G) Cook Islands Tourism Corporation            | N) Cook Islands Investment Corporation       |

99) Not Applicable

Next, you will be asked to answer questions about your experience of up to three public services that you used most recently in the last 12 months.

Q16. Please choose three public services you used most recently in the last 12 months, services are separated by sector, please have a look over all sectors before choosing the three services you used most recently.

### 1) Health

Service	What was the mode of contact?	How satisfied were you with the service provided? (on a scale of 1-5)				
1) I went/took someone in my care to see a doctor, nurse or medical specialist (Public Health, not private)	1) Phone	1	2	3	4	5
	2) Face-to-face	1 Very dissatisfied			5 Very satisfied	
	3) Online					
2) I went/took someone in my care to the Emergency Department at the Hospital	1) Phone	1	2	3	4	5
	2) Face-to-face	1 Very dissatisfied			5 Very satisfied	
	3) Online					
3) I stayed in hospital	1) Phone	1	2	3	4	5



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	2) Face-to-face	1 Very dissatisfied		5 Very satisfied
	3) Online			
4) I went/took someone in my care to get vaccinated	1) Phone	1	2	3
	2) Face-to-face			4
	3) Online			5
		1 Very dissatisfied		5 Very satisfied
5) I asked for help on an issue	1) Phone	1	2	3
	2) Face-to-face			4
	3) Online			5
		1 Very dissatisfied		5 Very satisfied
6) I made a general enquiry	1) Phone	1	2	3
	2) Face-to-face			4
	3) Online			5
		1 Very dissatisfied		5 Very satisfied
7) I was contacted by a Cook Islands Government agency	1) Phone	1	2	3
	2) Face-to-face			4
	3) Online			5
		1 Very dissatisfied		5 Very satisfied
8) I was referred by a Cook Islands Government agency or NGO (non-government organisation)	1) Phone	1	2	3
	2) Face-to-face			4
	3) Online			5
		1 Very dissatisfied		5 Very satisfied

Please provide the main reasons you were **satisfied** with the service provided (choose as many as applicable):

- |  |  |
|--|--|
| A) The staff were friendly and helpful | E) The issue I needed help with was resolved           |
| B) The staff were knowledgeable        | F) The processes were easy to follow and/or understand |
| C) The service was quick               | G) The service was easy to access                      |
| D) I got the information I needed      | H) Other   |

Please provide the main reasons you were **dissatisfied** with the service provided (choose as many as applicable):

- |  |   |
|--|---|
| A) The staff were unfriendly and/or unhelpful          | F) The process was not easy to follow and/or understand                             |
| B) The staff did not know enough to be able to help me | G) The service was difficult to access  |
| C) The service was too slow                            | H) I would have preferred using Cook Island Māori/I did not understand the language |
| D) I didn't get the information I needed               | I) Other  |
| E) The issue I needed help with was not resolved       |   |

Overall, was the service provided:

- 1) Better than expected    2) What I expected    3) Worse than expected

77) Don't Know

0) Refuse to Answer

How much did you know about the service provided by the government department before this most recent interaction? (on a scale of 1-3)

|-----|-----|

1) Only a little 3) A lot

0) Refuse to Answer

66) Not Applicable

How did you get information about the government department's services? (Choose as many as applicable)

A) Through someone I know

B) Through a website

C) By email

D) By phone

E) By going in to the government department

F) Through social media

G) From a previous interaction with the government department/agency

66) Refuse to Answer

## 2) Justice and Emergency

Service	What was the mode of contact?	How satisfied were you with the service provided? (on a scale of 1-5)				
01) I used emergency Police services	1) Phone	1	2	3	4	5
	2) Face-to-face	1 Very dissatisfied <span style="float: right;">5 Very satisfied</span>				
	3) Online					
02) I used emergency Ambulance service	1) Phone	1	2	3	4	5
	2) Face-to-face	1 Very dissatisfied <span style="float: right;">5 Very satisfied</span>				
	3) Online					
04) I used emergency Fire services	1) Phone	1	2	3	4	5
	2) Face-to-face	1 Very dissatisfied <span style="float: right;">5 Very satisfied</span>				
	3) Online					
	1) Phone	1	2	3	4	5

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05) I had contact with Police (not emergency)	2) Face-to-face 3) Online	1 Very dissatisfied				5 Very satisfied
06) I got information about fines or reparations	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied				5 Very satisfied
07) I was contacted by a Cook Islands Government agency	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied				5 Very satisfied
08) I was referred by a Cook Islands Government agency or NGO (non-government organisation)	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied				5 Very satisfied
09) I asked for help on an issue	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied				5 Very satisfied
10) I made a general enquiry	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied				5 Very satisfied

Please provide the main reasons you were **satisfied** with the service provided (choose as many as applicable):

- |  |  |
|--|--|
| A) The staff were friendly and helpful | E) The issue I needed help with was resolved           |
| B) The staff were knowledgeable        | F) The processes were easy to follow and/or understand |
| C) The service was quick               | G) The service was easy to access                      |
| D) I got the information I needed      | H) Other   |

Please provide the main reasons you were **dissatisfied** with the service provided (choose as many as applicable):

- |  |   |
|--|---|
| A) The staff were unfriendly and/or unhelpful          | F) The process was not easy to follow and/or understand                             |
| B) The staff did not know enough to be able to help me | G) The service was difficult to access  |
| C) The service was too slow                            | H) I would have preferred using Cook Island Māori/I did not understand the language |
| D) I didn't get the information I needed               | I) Other  |
| E) The issue I needed help with was not resolved       |   |

Overall, was the service provided:

- 1) Better than expected    2) What I expected    3) Worse than expected

77) Don't Know

0) Refuse to Answer

How much did you know about the service provided by the government department before this most recent interaction? (on a scale of 1-3)

|-----|-----|

1) Only a little

3) A lot

0) Refuse to Answer

66) Not Applicable

How did you get information about the government department's services? (Choose as many as applicable)

A) Through someone I know

B) Through a website

C) By email

D) By phone

E) By going in to the government department

F) Through social media

G) From a previous interaction with the government department/agency

66) Refuse to Answer

### 3) Education and Training

Service	What was the mode of contact?	How satisfied were you with the service provided? (on a scale of 1-5)				
1) Used or contacted a public school that a child in my care attends or will attend in the future	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied
2) Enquired about or took a Cook Islands Tertiary Training Institute course	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied
4) Enquired about/applied for a study scholarship for myself or someone in my care	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied

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5) I asked for help on an issue	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied
6) I made a general enquiry	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied
7) I was contacted by a Cook Islands Government agency	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied
8) I was referred by a Cook Islands Government agency or NGO (non-government organisation)	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied

Please provide the main reasons you were **satisfied** with the service provided (choose as many as applicable):

- |  |  |
|--|--|
| A) The staff were friendly and helpful | E) The issue I needed help with was resolved           |
| B) The staff were knowledgeable        | F) The processes were easy to follow and/or understand |
| C) The service was quick               | G) The service was easy to access                      |
| D) I got the information I needed      | H) Other   |

Please provide the main reasons you were **dissatisfied** with the service provided (choose as many as applicable):

- |  |   |
|--|---|
| A) The staff were unfriendly and/or unhelpful          | F) The process was not easy to follow and/or understand                             |
| B) The staff did not know enough to be able to help me | G) The service was difficult to access  |
| C) The service was too slow                            | H) I would have preferred using Cook Island Māori/I did not understand the language |
| D) I didn't get the information I needed               | I) Other  |
| E) The issue I needed help with was not resolved       |   |

Overall, was the service provided:

- 1) Better than expected    2) What I expected    3) Worse than expected

77) Don't Know

0) Refuse to Answer

How much did you know about the service provided by the government department before this most recent interaction? (on a scale of 1-3)



Please provide the main reasons you were **satisfied** with the service provided (choose as many as applicable):

- A) The staff were friendly and helpful
- B) The staff were knowledgeable
- C) The service was quick
- D) I got the information I needed
- E) The issue I needed help with was resolved
- F) The processes were easy to follow and/or understand
- G) The service was easy to access
- H) Other

Please provide the main reasons you were **dissatisfied** with the service provided (choose as many as applicable):

- A) The staff were unfriendly and/or unhelpful
- B) The staff did not know enough to be able to help me
- C) The service was too slow
- D) I didn't get the information I needed
- E) The issue I needed help with was not resolved
- F) The process was not easy to follow and/or understand
- G) The service was difficult to access
- H) I would have preferred using Cook Island Māori/I did not understand the language
- I) Other

Overall, was the service provided:

- 1) Better than expected
- 2) What I expected
- 3) Worse than expected

77) Don't Know

0) Refuse to Answer

How much did you know about the service provided by the government department before this most recent interaction? (on a scale of 1-3)

|-----|-----|

- 1) Only a little
- 3) A lot

0) Refuse to Answer

66) Not Applicable

How did you get information about the government department's services? (Choose as many as applicable)

- A) Through someone I know
- B) Through a website
- C) By email
- D) By phone
- E) By going in to the government department
- F) Through social media
- G) From a previous interaction with the government department/agency
- 66) Refuse to Answer

## 5) Visas and Land

Service	What was the mode of contact?	How satisfied were you with the service provided? (on a scale of 1-5)				
01) Applied for a Succession Order/Occupation Right/Lease	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
02) Registered a company or a civil society organisation	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
04) Registered a birth or death	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
05) Applied for a Marriage License	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
06) Applied for a visa (e.g. Work Visa, Research Visa, Permanent Residence or other)	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
07) I asked for help on an issue	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
08) I made a general enquiry	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
	1) Phone	1	2	3	4	5



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09) I was contacted by a Cook Islands Government agency	2) Face-to-face 3) Online	1 Very dissatisfied				5 Very satisfied
10) I was referred by a Cook Islands government agency or NGO (non-government organisation)	1) Phone 2) Face-to-face 3) Online	1  1 Very dissatisfied	2	3	4	5  5 Very satisfied

Please provide the main reasons you were **satisfied** with the service provided (choose as many as applicable):

- |  |  |
|--|--|
| A) The staff were friendly and helpful | E) The issue I needed help with was resolved           |
| B) The staff were knowledgeable        | F) The processes were easy to follow and/or understand |
| C) The service was quick               | G) The service was easy to access                      |
| D) I got the information I needed      | H) Other   |

Please provide the main reasons you were **dissatisfied** with the service provided (choose as many as applicable):

- |  |   |
|--|---|
| A) The staff were unfriendly and/or unhelpful          | F) The process was not easy to follow and/or understand                             |
| B) The staff did not know enough to be able to help me | G) The service was difficult to access  |
| C) The service was too slow                            | H) I would have preferred using Cook Island Māori/I did not understand the language |
| D) I didn't get the information I needed               | I) Other  |
| E) The issue I needed help with was not resolved       |   |

Overall, was the service provided:

- 1) Better than expected      2) What I expected      3) Worse than expected

77) Don't Know

0) Refuse to Answer

How much did you know about the service provided by the government department before this most recent interaction? (on a scale of 1-3)

|-----|-----|

1) Only a little      3) A lot

0) Refuse to Answer

66) Not Applicable

How did you get information about the government department's services? (Choose as many as applicable)

- A) Through someone I know
- B) Through a website
- C) By email
- D) By phone
- E) By going in to the government department
- F) Through social media
- G) From a previous interaction with the government department/agency
- 66) Refuse to Answer

## 6) Transport

Service	What was the mode of contact?	How satisfied were you with the service provided? (on a scale of 1-5)				
01) Obtained, renewed, changed or replaced a driver licence	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied		5 Very satisfied		
02) Obtained, renewed, changed or replaced a permit to operate a sea vessel	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied		5 Very satisfied		
05) Licensed or registered a vehicle	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied		5 Very satisfied		
06) Licensed or registered a boat	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied		5 Very satisfied		
07) I was contacted by a Cook Islands Government agency	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied		5 Very satisfied		
08) I was referred by a Cook Islands Government agency or NGO (non-government organisation)	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied		5 Very satisfied		
09) I asked for help on an issue	1) Phone 2) Face-to-face 3) Online	1	2	3	4	5
		1 Very dissatisfied		5 Very satisfied		
10) I made a general enquiry	1) Phone	1	2	3	4	5

- 2) Face-to-face
- 3) Online

1 Very dissatisfied

5 Very satisfied

Please provide the main reasons you were **satisfied** with the service provided (choose as many as applicable):

- A) The staff were friendly and helpful
- B) The staff were knowledgeable
- C) The service was quick
- D) I got the information I needed
- E) The issue I needed help with was resolved
- F) The processes were easy to follow and/or understand
- G) The service was easy to access
- H) Other

Please provide the main reasons you were **dissatisfied** with the service provided (choose as many as applicable):

- A) The staff were unfriendly and/or unhelpful
- B) The staff did not know enough to be able to help me
- C) The service was too slow
- D) I didn't get the information I needed
- E) The issue I needed help with was not resolved
- F) The process was not easy to follow and/or understand
- G) The service was difficult to access
- H) I would have preferred using Cook Island Māori/I did not understand the language
- I) Other

Overall, was the service provided:

- 1) Better than expected
- 2) What I expected
- 3) Worse than expected

77) Don't Know

0) Refuse to Answer

How much did you know about the service provided by the government department before this most recent interaction? (on a scale of 1-3)

|-----|-----|

- 1) Only a little
- 3) A lot

0) Refuse to Answer

66) Not Applicable

How did you get information about the government department's services? (Choose as many as applicable)

- A) Through someone I know
- B) Through a website
- C) By email
- D) By phone
- E) By going in to the government department
- F) Through social media
- G) From a previous interaction with the government department/agency
- 66) Refuse to Answer

## 7) Tax

Service	What was the mode of contact?	How satisfied were you with the service provided? (on a scale of 1-5)				
1) Requested information or help for filing a tax return	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
5) I asked for information on customs and tariffs on my goods	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
6) I made a general enquiry	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
7) I was contacted by a Cook Islands Government agency	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
8) I was referred by a Cook Islands Government agency or NGO (non-government organisation)	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		
9) I asked for help on an issue	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied		5 Very satisfied		

Please provide the main reasons you were **satisfied** with the service provided (choose as many as applicable):

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A) The staff were friendly and helpful

B) The staff were knowledgeable

C) The service was quick

D) I got the information I needed

E) The issue I needed help with was resolved

F) The processes were easy to follow and/or understand

G) The service was easy to access

H) Other

Please provide the main reasons you were **dissatisfied** with the service provided (choose as many as applicable):

A) The staff were unfriendly and/or unhelpful

B) The staff did not know enough to be able to help me

C) The service was too slow

D) I didn't get the information I needed

E) The issue I needed help with was not resolved

F) The process was not easy to follow and/or understand

G) The service was difficult to access

H) I would have preferred using Cook Island Māori/I did not understand the language

I) Other

Overall, was the service provided:

1) Better than expected    2) What I expected    3) Worse than expected

77) Don't Know

0) Refuse to Answer

How much did you know about the service provided by the government department before this most recent interaction? (on a scale of 1-3)

|-----|-----|

1) Only a little

3) A lot

0) Refuse to Answer

66) Not Applicable

How did you get information about the government department's services? (Choose as many as applicable)

- A) Through someone I know
- B) Through a website
- C) By email
- D) By phone
- E) By going in to the government department
- F) Through social media
- G) From a previous interaction with the government department/agency
- 66) Refuse to Answer

## 8) Environment, Culture and Recreation

Service	What was the mode of contact?	How satisfied were you with the service provided? (on a scale of 1-5)				
1) Applied for an Environment Consent or Environment Impact Assessment	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied
2) Visited the National Library and/or National Museum	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied
5) I asked for help on an issue	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied
6) I made a general enquiry	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied
7) I was contacted by a Cook Islands Government agency	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied
8) I was referred by a Cook Islands Government agency or NGO (non-government organisation)	1) Phone	1	2	3	4	5
	2) Face-to-face					
	3) Online	1 Very dissatisfied				5 Very satisfied

Please provide the main reasons you were **satisfied** with the service provided (choose as many as applicable):

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- A) The staff were friendly and helpful
- B) The staff were knowledgeable
- C) The service was quick
- D) I got the information I needed
- E) The issue I needed help with was resolved
- F) The processes were easy to follow and/or understand
- G) The service was easy to access
- H) Other

Please provide the main reasons you were dissatisfied with the service provided (choose as many as applicable):

- A) The staff were unfriendly and/or unhelpful
- B) The staff did not know enough to be able to help me
- C) The service was too slow
- D) I didn't get the information I needed
- E) The issue I needed help with was not resolved
- F) The process was not easy to follow and/or understand
- G) The service was difficult to access
- H) I would have preferred using Cook Island Māori/I did not understand the language
- I) Other

Overall, was the service provided:

- 1) Better than expected
- 2) What I expected
- 3) Worse than expected

77) Don't Know

0) Refuse to Answer

How much did you know about the service provided by the government department before this most recent interaction? (on a scale of 1-3)

|-----|-----|

1) Only a little

3) A lot

0) Refuse to Answer

66) Not Applicable

How did you get information about the government department's services? (Choose as many as applicable)

- A) Through someone I know
- B) Through a website
- C) By email
- D) By phone
- E) By going in to the government department
- F) Through social media
- G) From a previous interaction with the government department/agency
- 66) Refuse to Answer

### 9) Island Government

Service	What was the mode of contact?	How satisfied were you with the service provided? (on a scale of 1-5)				
1) Contacted our Island Council and/or Executive Officer about a public service	1) Phone	1	2	3	4	5
	2) Face-to-face	1 Very dissatisfied		5 Very satisfied		
	3) Online					
5) I asked for help on an issue	1) Phone	1	2	3	4	5
	2) Face-to-face	1 Very dissatisfied		5 Very satisfied		
	3) Online					
6) I made a general enquiry	1) Phone	1	2	3	4	5
	2) Face-to-face	1 Very dissatisfied		5 Very satisfied		
	3) Online					
7) I was contacted by a Cook Islands Government agency	1) Phone	1	2	3	4	5
	2) Face-to-face	1 Very dissatisfied		5 Very satisfied		
	3) Online					
8) I was referred by a Cook Islands Government agency or NGO (non-government organisation)	1) Phone	1	2	3	4	5
	2) Face-to-face	1 Very dissatisfied		5 Very satisfied		
	3) Online					

Please provide the main reasons you were **satisfied** with the service provided (choose as many as applicable):



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- A) The staff were friendly and helpful
- B) The staff were knowledgeable
- C) The service was quick
- D) I got the information I needed
- E) The issue I needed help with was resolved
- F) The processes were easy to follow and/or understand
- G) The service was easy to access
- H) Other

Please provide the main reasons you were **dissatisfied** with the service provided (choose as many as applicable):

- A) The staff were unfriendly and/or unhelpful
- B) The staff did not know enough to be able to help me
- C) The service was too slow
- D) I didn't get the information I needed
- E) The issue I needed help with was not resolved
- F) The process was not easy to follow and/or understand
- G) The service was difficult to access
- H) I would have preferred using Cook Island Māori/I did not understand the language
- I) Other

Overall, was the service provided:

- 1) Better than expected
- 2) What I expected
- 3) Worse than expected

77) Don't Know

0) Refuse to Answer

How much did you know about the service provided by the government department before this most recent interaction? (on a scale of 1-3)

|-----|-----|

- 1) Only a little
- 3) A lot

0) Refuse to Answer

66) Not Applicable

How did you get information about the government department's services? (Choose as many as applicable)

- A) Through someone I know
- B) Through a website
- C) By email
- D) By phone
- E) By going in to the government department
- F) Through social media
- G) From a previous interaction with the government department/agency
- 66) Refuse to Answer

Q34. If a Cook Islands Government agency changed their service or the way they provide the service, how would you most prefer to be notified of the change? (Choose as many as applicable)

- |                     |                     |
|---------------------|---------------------|
| A) Radio            | H) Instagram        |
| B) Facebook         | I) LinkedIn         |
| C) Email            | J) TikTok           |
| D) Newspaper        | K) WhatsApp         |
| E) Television       | L) Messenger        |
| F) Text message/sms | M) Don't Know       |
| G) Word of mouth    | N) Refuse to Answer |

Thank you for participating in our survey, your insights are invaluable to us. A report of the results will be published later in the year and will be available to the public.  
Have a lovely day. Meitaki ma'ata!