



Passenger survey – 2016 Topline report

SmartGate or manual

Q1. Electronic or person. On your most recent arrival into New Zealand, did you pass through an automated passenger processing system called SmartGate? This would have required you to place your passport into the electronic reader and answer some questions on a keypad.

n=980

- Yes, I passed through SmartGate: 47%
- No, I did not pass through SmartGate. My passport was checked by a Customs officer: 53%

Satisfaction with service experience

Q2. Expected quality. Before your contact with the New Zealand Customs Service, what quality of service did you expect?

n=958	1 Very poor service	2	3	4	5 Very good service	6 Unsure
	0%	1%	8%	21%	62%	7%

Q3. Actual vs expected. Looking back, how did the service you got from the New Zealand Customs Service compare with what you expected?

n=958	1 Much worse than I expected	2	3	4	5 Much better than I expected	6 Unsure
	1%	2%	14%	48%	34%	1%

Satisfaction with service experience

Q5. SmartGate overall. Thinking about your most recent arrival in New Zealand, when you passed through an automatic passenger processing kiosk and gate (SmartGate).

n=440	1 Very dissatisfied	2	3	4	5 Very satisfied	Unsure
How satisfied were you with the overall quality of service delivery?	1%	1%	5%	18%	75%	1%
Overall, how satisfied were you with the amount of time it took?	2%	2%	7%	18%	72%	1%

Q6. Drivers - SmartGate. How much do you agree or disagree with the following statements?

n=439	1 Strongly disagree	2	3	4	5 Strongly agree	Not applicable/Unsure
The service experience met your expectations	1%	2%	7%	24%	66%	0%
It's an example of good value for tax dollars spent	1%	1%	8%	26%	57%	6%
I waited an acceptable amount of time in the SmartGate queue	3%	3%	7%	24%	62%	0%
The process was straightforward and easy to understand	1%	1%	5%	24%	68%	0%
It was easy to comply with the requirements	1%	1%	4%	22%	71%	0%
Staff were available to assist when I needed help	1%	2%	8%	19%	54%	15%

Satisfaction with service experience

Q7. Satisfaction - manual. Thinking about your most recent arrival in New Zealand and your personal experience when a New Zealand Customs officer checked your passport

n=482	1 Very dissatisfied	2	3	4	5 Very satisfied	Unsure
How satisfied were you with the overall quality of service delivery?	1%	2%	6%	28%	63%	0%
Overall, how satisfied were you with the amount of time it took?	4%	6%	10%	31%	48%	0%

Q8. Drivers of satisfaction. How much do you agree or disagree with the following statements?

n=482	1 Strongly disagree	2	3	4	5 Strongly agree	Not applicable/Unsure
The service experience met your expectations	2%	4%	6%	32%	55%	0%
Staff were competent	0%	1%	4%	26%	68%	0%
Staff did what they said they would do	0%	1%	2%	25%	63%	7%
I was treated fairly	1%	2%	2%	25%	68%	2%
I feel my individual circumstances were taken into account	2%	2%	7%	22%	50%	18%
It's an example of good value for tax dollars spent	1%	3%	8%	28%	47%	14%
It was easy to comply with the requirements	1%	2%	6%	29%	62%	1%
I waited an acceptable amount of time in the passport control queue	6%	6%	10%	31%	46%	0%

Q9. Still thinking about your most recent arrival, did you try to use the SmartGate before going to the manual booth?

n=480

Yes 13%

No 87%

Q10. Why were you unable to use SmartGate?

n=61

- I was not eligible 26%
- I joined the SmartGate queue but it was too slow 3%
- While using the SmartGate something went wrong and had to be processed by a Customs Officer 48%
- Other 23%

Q11. Did anyone explain to you what went wrong?

n=29

- Yes 6
- No 23

Satisfaction with border services

Q12. Satisfaction with border services. How satisfied are you that the New Zealand Customs Service:

	1 Very dissatisfied	2	3	4	5 Very satisfied	Don't know
Processes passengers quickly and conveniently (n=913)	3%	3%	8%	31%	55%	1%
Provides a friendly welcome to New Zealand (n=915)	2%	3%	8%	25%	62%	0%
Provides information that helps travellers to comply with New Zealand customs requirements (n=914)	1%	2%	8%	27%	57%	4%

Knowledge about Customs and compliance awareness

Q13. Knowledge. How much would you say you know about what the New Zealand Customs Service does?

n=912	Hardly anything	Not that much	A fair amount	A lot
	4%	34%	56%	6%

Q14. Compliance awareness. How much would you say you know about prohibited and restricted items you should not bring into New Zealand?

n=310	Hardly anything	Not that much	A fair amount	A lot
	2%	12%	59%	27%

Confidence in the New Zealand Customs Service border services

Q15. Confidence. How confident are you that the New Zealand Customs Service protects New Zealand by stopping the following:

	1 Not at all confident	2	3	4	5 Very confident	Don't know
People coming into or leaving New Zealand illegally (n=902)	0%	1%	13%	32%	43%	11%
Illicit drugs coming into or leaving New Zealand (n=905)	1%	3%	14%	32%	40%	10%
People with criminal or terrorist intent entering New Zealand (n=904)	1%	3%	15%	33%	32%	15%
Cultural and heritage items from leaving the country (n=902)	0%	3%	17%	30%	31%	19%
Endangered species and New Zealand flora and fauna from leaving New Zealand (n=904)	0%	2%	12%	32%	43%	11%
Illegal and stolen goods coming into or leaving New Zealand (n=902)	1%	4%	17%	31%	29%	18%
Indecent material coming into or leaving New Zealand (n=904)	2%	4%	17%	29%	28%	21%

Trust and Values

Q16. Values. How would you rate the New Zealand Customs Service's upholding the following values?

n=899	1 Very low	2	3	4	5 Very high
Integrity	0%	0%	7%	41%	52%
Professionalism	0%	1%	5%	41%	53%

Q17. Trust in Customs. It is your overall impression of the New Zealand Customs Service we are interested in now. From what you know or have heard from family, friends or the media, overall to what extent do you trust the New Zealand Customs Service?

n=902	1 Do not trust at all	2	3	4	5 Trust them completely
	0%	1%	6%	53%	39%

Purpose of trip

Q21. What was the main purpose of your trip?

n=892

- Business: 13%
- Education: 3%
- Conference/convention: 2%
- Visiting friends and relatives: 27%
- Holiday: 46%
- Immigrating to New Zealand 3%
- Other: 5%

Visitor or resident

Q22. Visitor or resident. Were you a visitor to New Zealand?

n=892

- Yes: 50%
- No: 50%

Closing statement

Thank you for taking the time to complete this survey.