



Te Tira Ahu Ika A Whiro

**VETERANS'
AFFAIRS**

New Zealand

Veterans' Affairs

**2023/2024 Satisfaction
Survey**

July 2024

Veterans' Affairs Satisfaction

Survey 2024

Research Methodology

Telephone interviews were conducted with a randomly selected sample of veterans from New Zealand. A total of 531 veterans were contacted for this survey. Of these, 400 veterans completed the interviews, while 131 declined to participate, resulting in a response rate of 75.3%.

The high number of completed interviews (400) provides a robust sample size, enhancing the reliability and representativeness of the survey results. This methodology ensures a wide-ranging assessment of veteran experiences and satisfaction levels, providing valuable insights for the continuous improvement of the Veterans' Affairs services.

Tracking data was compared where available, using data from VA's 2023, 2022, 2021, 2020, 2019 and 2018 satisfaction surveys, the 2017 services survey and the 2021 application satisfaction survey.

Research Objectives

- Measure veterans' satisfaction with services provided by VA case managers
- Measure veterans' satisfaction with, and ease of obtaining, services funded by VA
- Measure veterans' awareness and knowledge of the Code of Veterans' and Other Claimants' Rights
- Measure veterans' engagement and rating of VA communications
- Measure veterans' overall satisfaction with VA
- Measure veterans' satisfaction with the VA application process

Veterans' Affairs Satisfaction Survey 2024

- **Start date:** 06/06/2024
- **End date:** 30/06/2024

Completed

- **400** surveys were completed

Project Management

The survey has been managed by PublicVoice Ltd. Any queries regarding this report can be addressed to:

Jared Bothwell
PublicVoice
Account Director
04 589 5552
jared@publicvoice.co.nz

A field of vibrant red poppies in full bloom, interspersed with green foliage and some dried, feathery seed heads. The image is overlaid with a semi-transparent dark green filter. The text "KEY INSIGHTS" is centered in white, bold, sans-serif font.

KEY INSIGHTS

KEY INSIGHTS

Overall Satisfaction and Net Promoter Score

- Overall Satisfaction: 97% (+2% from 2023)
- Net Promoter Score: 72.3 (+9.9 from 2023)

VA Services Satisfaction

- ADT: 96% satisfaction (+4% from 2023)
- Foot Mechanics: 97% satisfaction (no change from 2023)
- Chemwash: 88% satisfaction (+5% from 2023)
- Crewcut: 88% satisfaction (+6% from 2022)
- Paramount: 91% satisfaction (new provider in 2024)

Application Process

- Overall Application Process Satisfaction: 89% (+17% from 2023)
- 82% satisfied with how VA kept them updated on application status (+15% from 2023)
- 69% satisfied with application processing time (+2% from 2023)

Communications

- Magazine Readership: 91% (+3% from 2023)
- Email Newsletter Readership: 42% (+17% from 2023)
- Magazine Satisfaction: 98% (+2% from 2023)
- Email Newsletter Satisfaction: 98% (+2% from 2023)

Areas for Improvement

- Application processing time (69% satisfaction)
- Keeping applicants updated on application status (82% satisfaction)
- Some veterans suggested improving communication, expediting processes, and enhancing staff competence

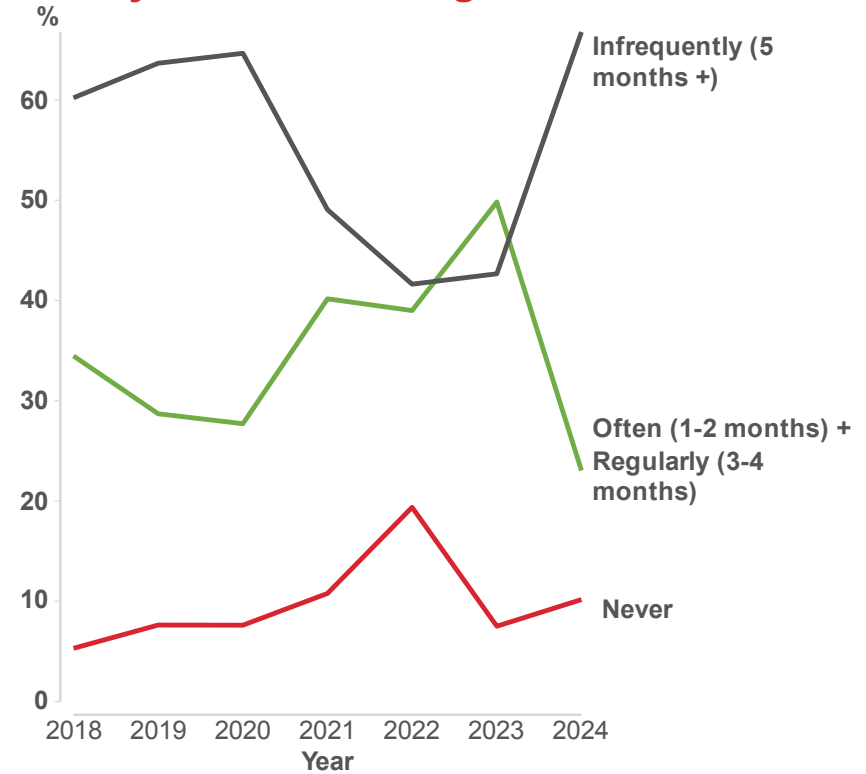
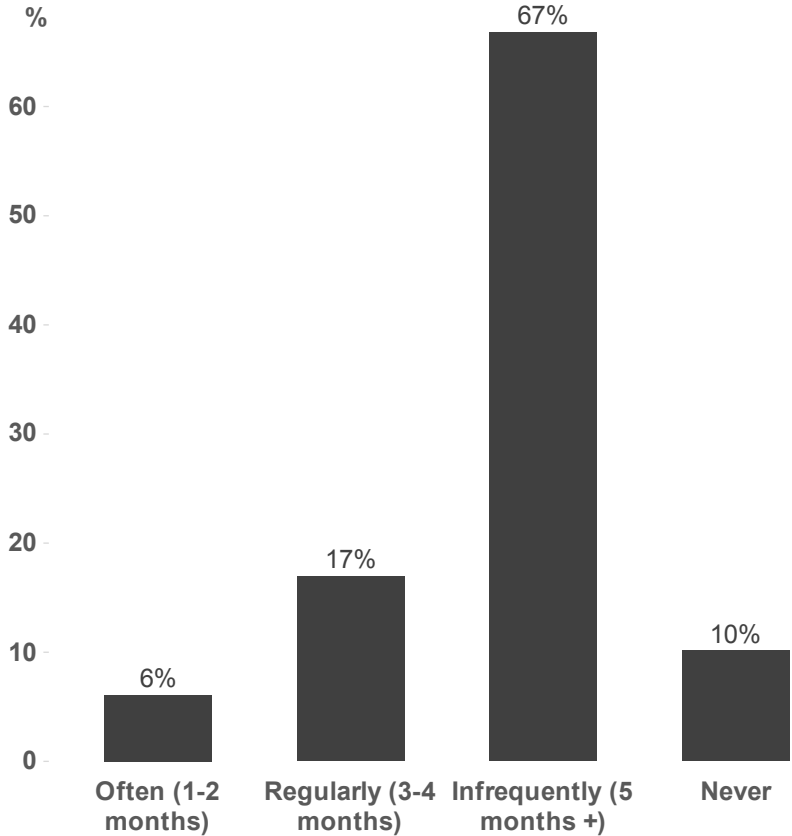
A field of vibrant red poppies in full bloom, interspersed with green foliage and some dried, feathery seed heads. The image is overlaid with a semi-transparent dark green filter. The text "SURVEY RESULTS" is centered in white, bold, sans-serif font.

SURVEY RESULTS

A field of vibrant red poppies in full bloom, set against a backdrop of green foliage and tall grasses. The image is overlaid with a semi-transparent dark green filter. The text 'CASE MANAGEMENT' is centered in white, bold, uppercase letters.

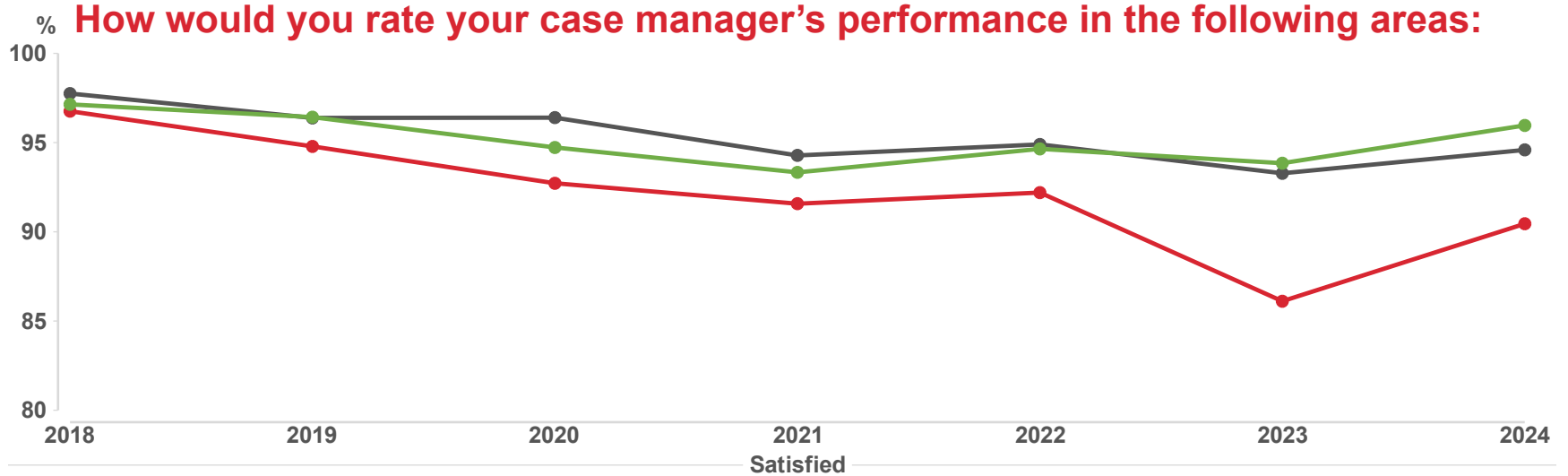
CASE MANAGEMENT

How often do you have contact with your case manager?



Column %	2018 n = 1340	2019 n = 892	2020 n = 617	2021 n = 371	2022 n = 382	2023 n = 293	2024 n = 295
Often (1-2 months)	7%	4%	4%	12%	11%	13%	6%
Regularly (3-4 months)	28%	24%	24%	28%	28%	37%	17%
Infrequently (5 months +)	60%	64%	65%	49%	42%	43%	67%
Never	5%	8%	8%	11%	19%	8%	10%

Row %	Often (1-2 months) + Regularly (3-4 months)	Infrequently (5 months +)	Never
2018	34%	60%	5%
2019	29%	64%	8%
2020	28%	65%	8%
2021	40%	49%	11%
2022	39%	42%	19%
2023	50%	43%	8%
2024	23%	67%	10%



- The ease of being able to contact your case manager
- Your case manager's ability to listen to your concerns and address them
- Your case manager's interaction with you

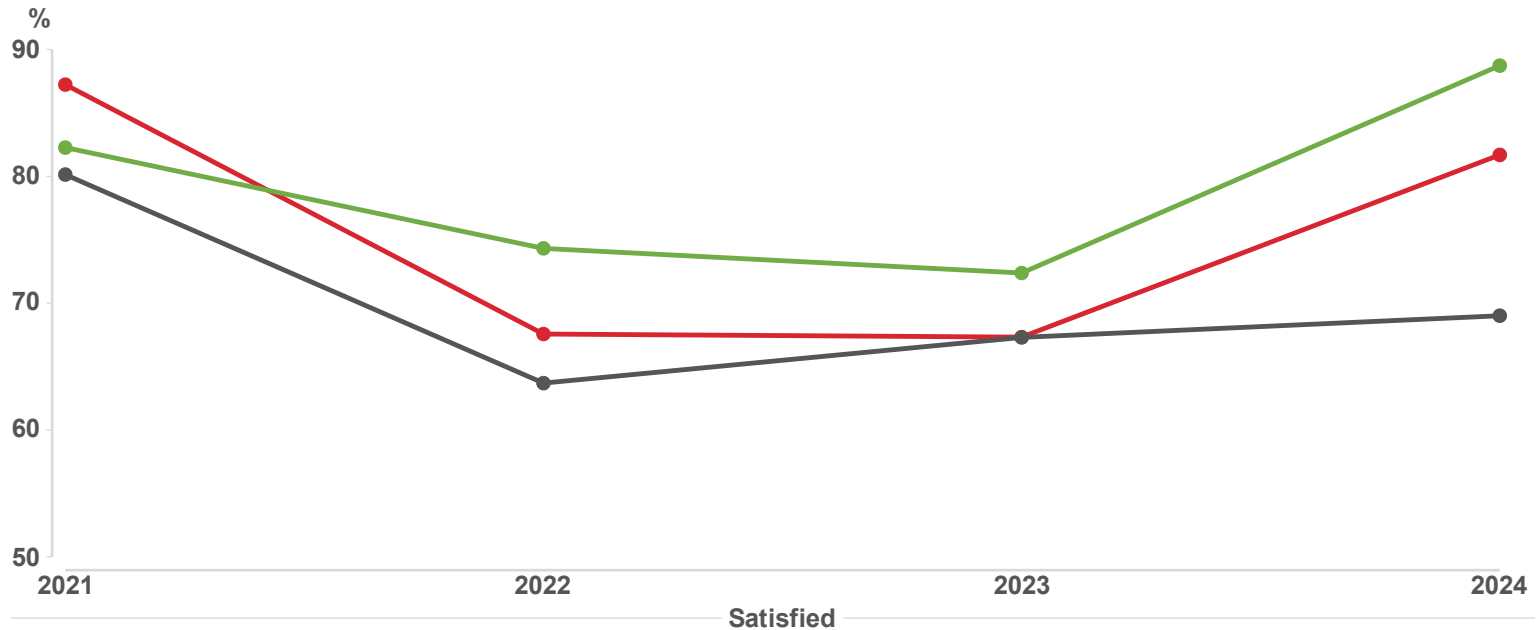
Row % Satisfied	The ease of being able to contact your case manager	Your case manager's ability to listen to your concerns and address them	Your case manager's interaction with you
2018	97%	98%	97%
2019	95%	96%	96%
2020	93%	96%	95%
2021	92%	94%	93%
2022	92%	95%	95%
2023	86%	93%	94%
2024	90%	95%	96%

Satisfied = (Excellent + Above Average + Average), Dissatisfied = (Below Average + Very Poor).

A field of vibrant red poppies in full bloom, set against a backdrop of green foliage and tall grasses. The image is overlaid with a semi-transparent dark green filter. The text "APPLICATION SATISFACTION" is centered in white, bold, uppercase letters.

APPLICATION SATISFACTION

Veterans' satisfaction



- How satisfied were you with how Veteran affairs kept you up to date with the status of your application?
- How satisfied were you with the time it took to process your application?
- How satisfied were you with the application process overall?

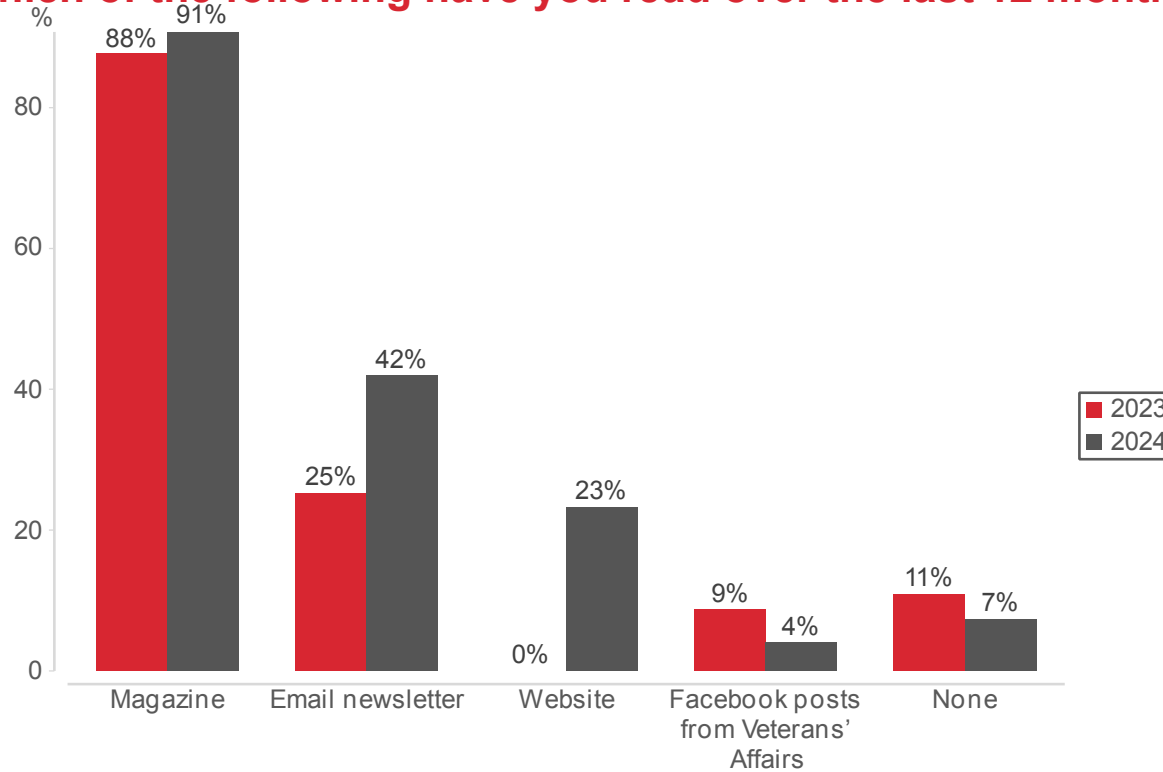
Row % Satisfied	How satisfied were you with how Veteran affairs kept you up to date with the status of your application?	How satisfied were you with the time it took to process your application?	How satisfied were you with the application process overall?
2021	87%	80%	82%
2022	68%	64%	74%
2023	67%	67%	72%
2024	82%	69%	89%

Satisfied = (5 + 4 + 3), Dissatisfied = (2 + 1).

A field of vibrant red poppies in full bloom, interspersed with green foliage and some dried, feathery seed heads. The scene is captured in a soft, natural light, creating a serene and organic atmosphere. The word "Communications" is centered over the image in a clean, white, sans-serif font.

Communications

Which of the following have you read over the last 12 months?

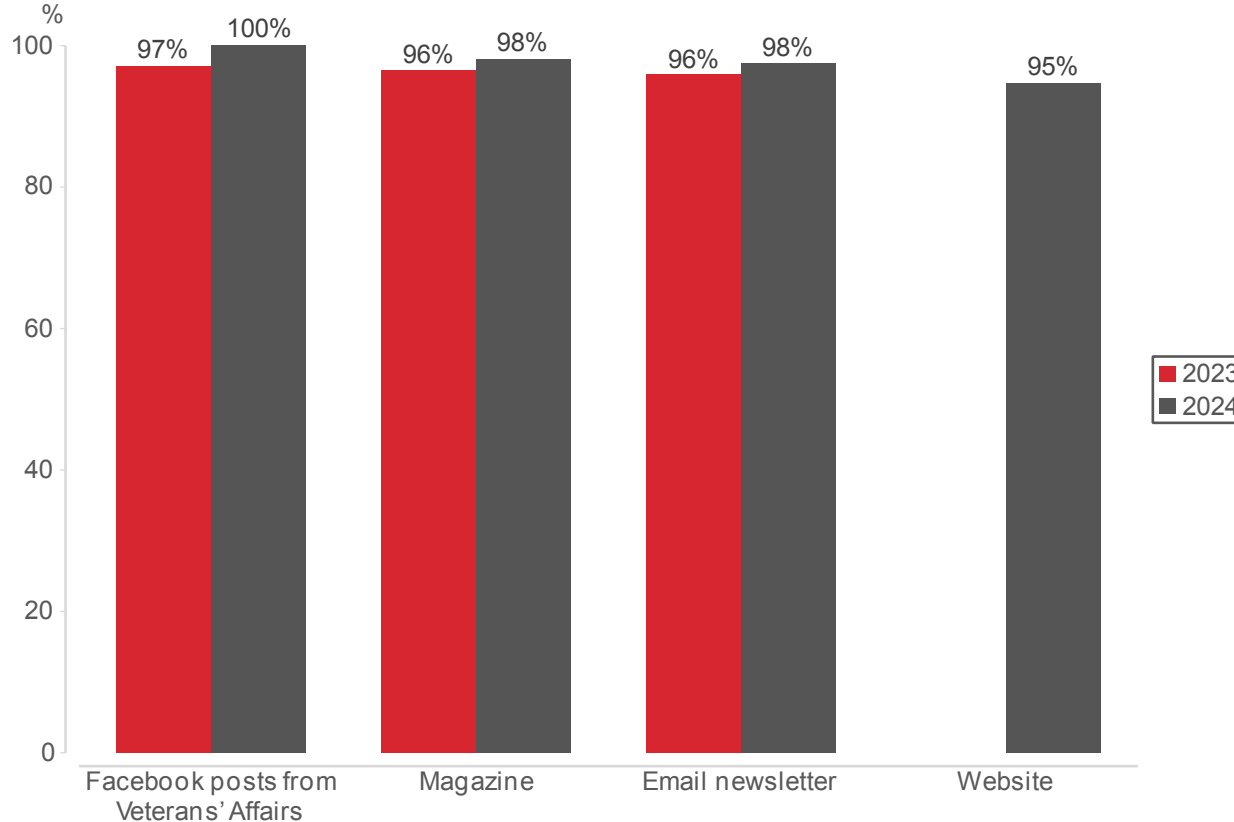


Column %	2023 n = 404	2024 n = 400
Magazine	88%	91%
Email newsletter	25%	42%
Website	0%	23%
Facebook posts from Veterans' Affairs	9%	4%
None	11%	7%

The 2023 proportion of veterans who read the magazine was calculated by merging the number of veterans who read the online or paper version of the magazine. Website was not an option in 2023.

How would you rate the following forms of communication from Veterans' Affairs?

Overall satisfaction



Row %	Email newsletter	Facebook posts from Veterans' Affairs	Magazine	Website
2023	96%	97%	96%	-
2024	98%	100%	98%	95%

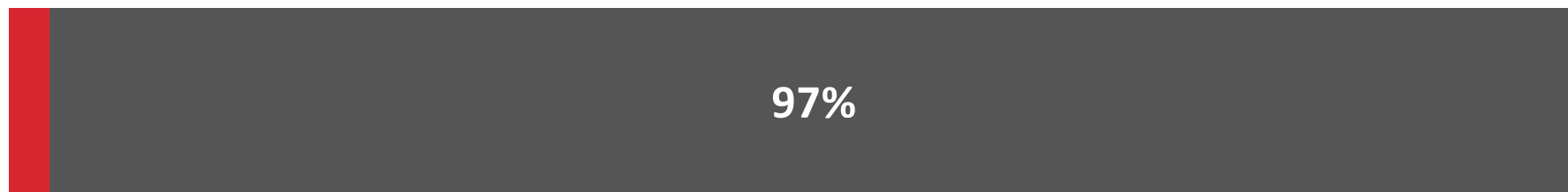
2023 magazine satisfaction was calculated by merging the veteran's satisfaction of the online and paper version of the magazine. Website was not an option in 2023

Satisfied = (Excellent + Above Average + Average), Dissatisfied = (Below Average + Very Poor).

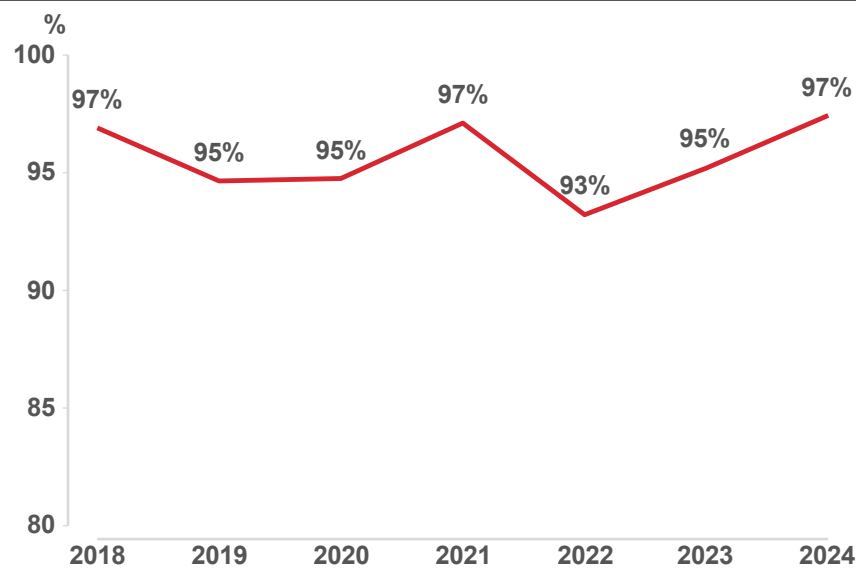
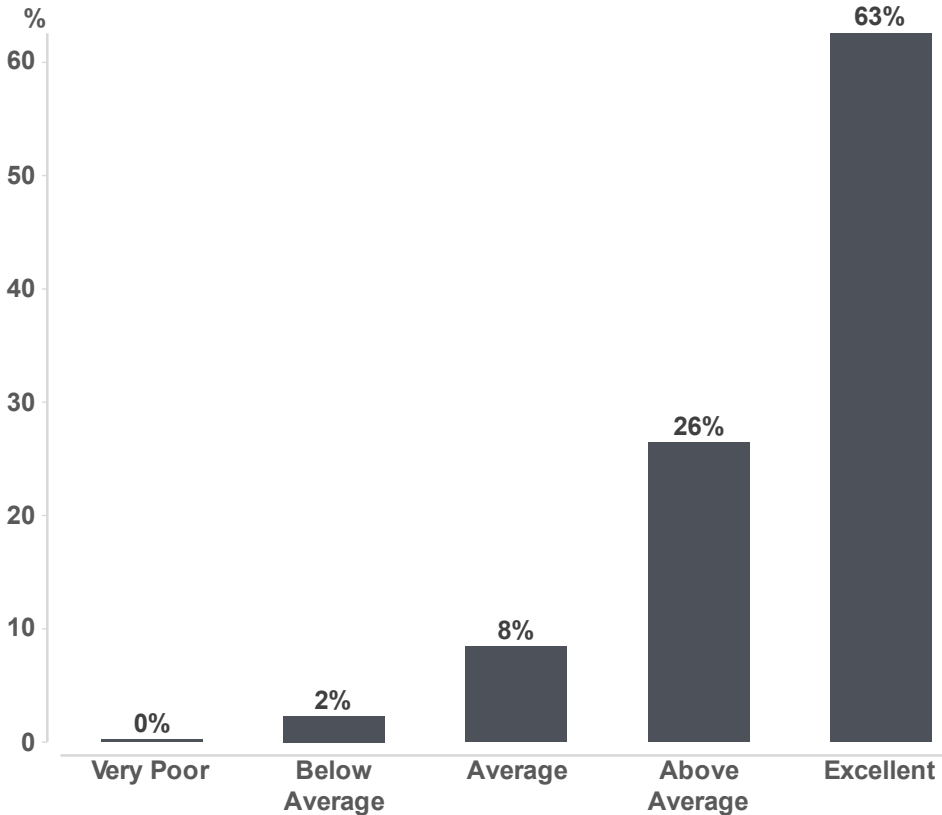
A photograph of a field of red poppies. The flowers are in various stages of bloom, with some fully open and others as buds. The background is a soft-focus green field. The word "GENERAL" is written in white, uppercase, sans-serif font in the center of the image.

GENERAL

How would you rate your overall satisfaction with the service from VA?



■ Dissatisfied ■ Satisfied

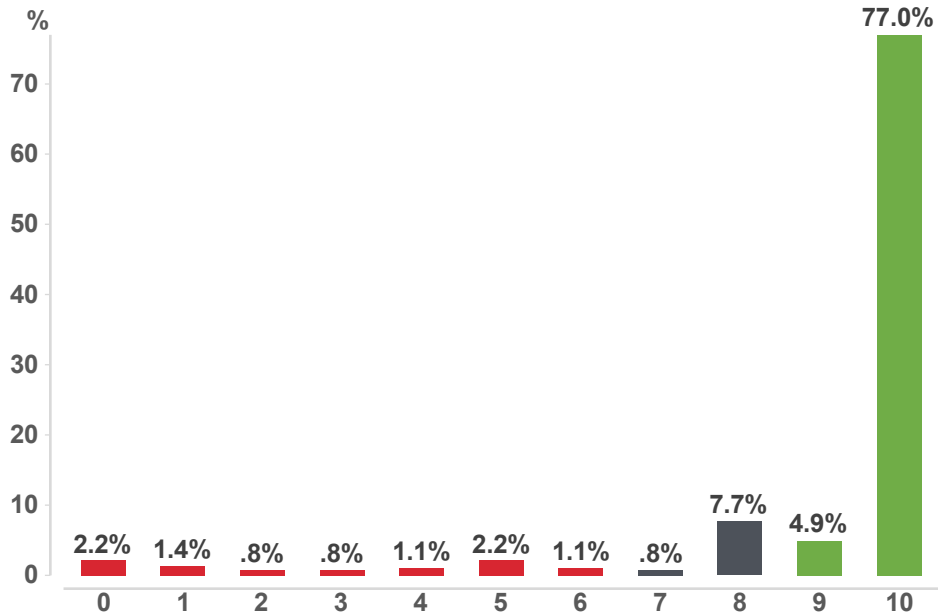
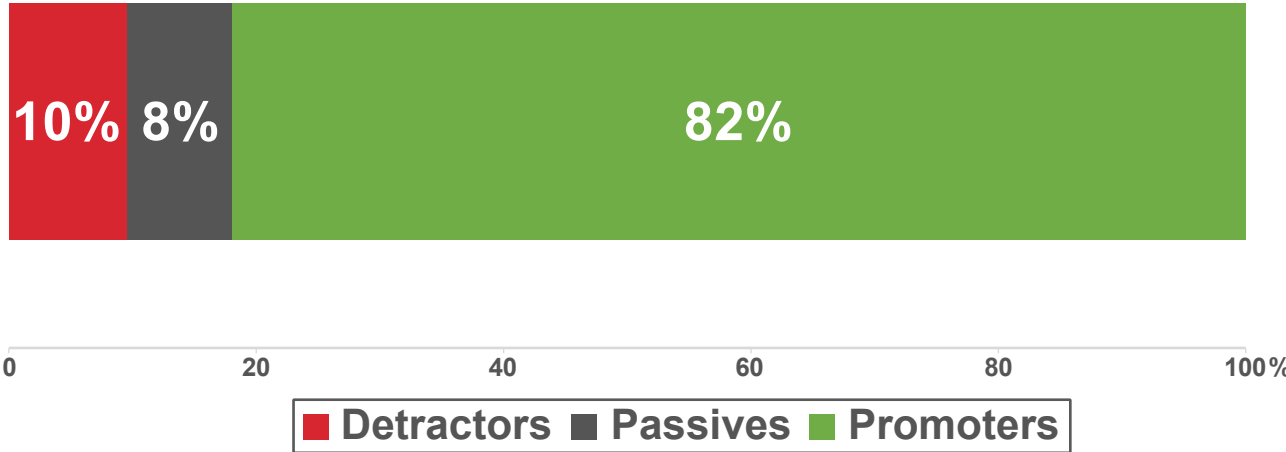


Column %	2018	2019	2020	2021	2022	2023	2024
Very Poor	1%	2%	2%	1%	2%	2%	0%
Below Average	2%	4%	3%	2%	5%	3%	2%
Average	19%	20%	21%	6%	11%	12%	8%
Above Average	39%	39%	35%	34%	30%	28%	26%
Excellent	39%	35%	40%	57%	52%	56%	63%

Satisfied = (Excellent + Above Average + Average), Dissatisfied = (Below Average + Very Poor).

NET PROMOTER SCORE

On a scale of 0 to 10, with 0 being not at all likely and 10 being extremely likely. How likely are you to recommend Veterans' Affairs to another veteran?



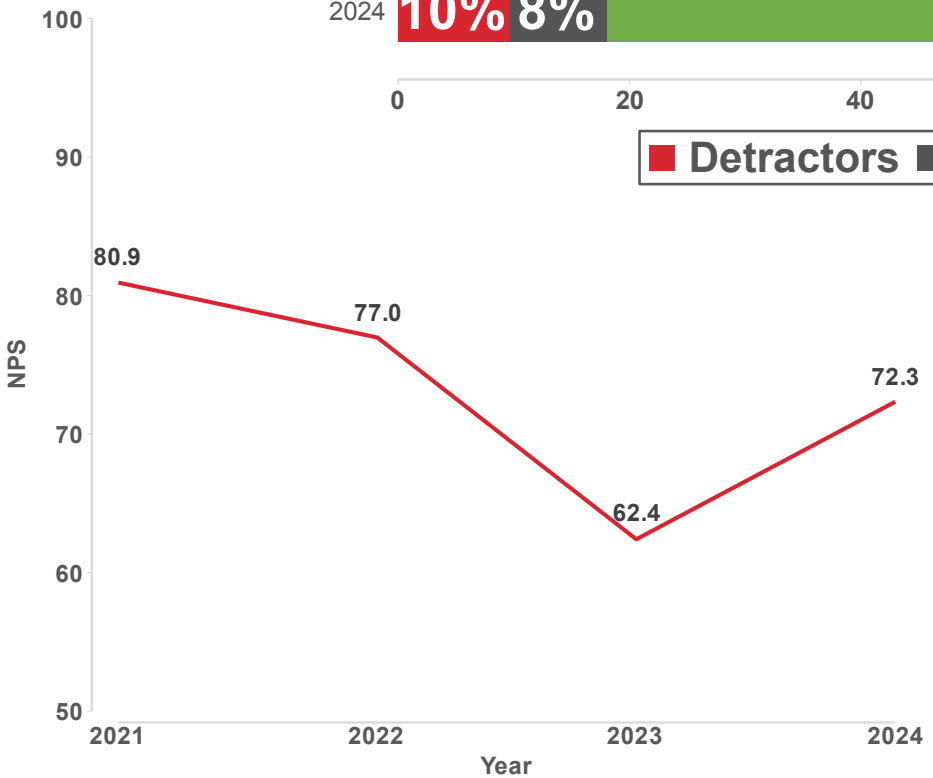
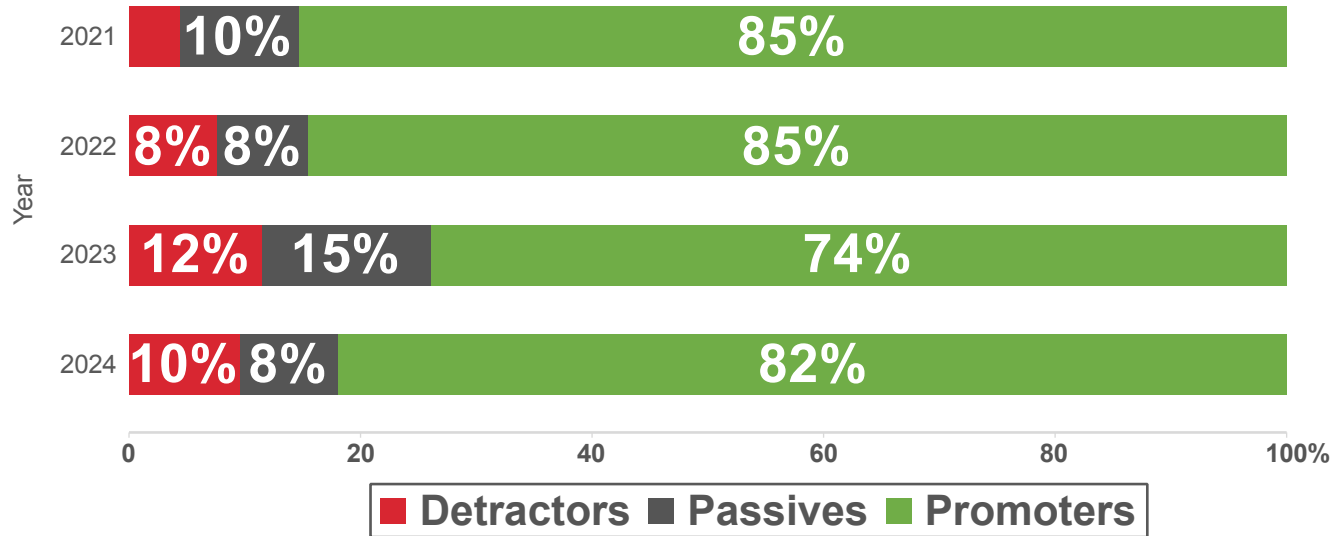
NET PROMOTER SCORE



* Net Promoter Score (NPS) is a measure of how likely a person is to recommend your business or services. customers are classified based on their rating into 3 categories: detractors (0-6), passives (7-8) and promoters (9-10). The NPS is calculated by subtracting the percentage of those who are detractors from the percentage of those who are promoters. A positive NPS above 0 is considered good, a NPS of +50 is excellent and anything over +70 is considered exceptional.

NET PROMOTER SCORE

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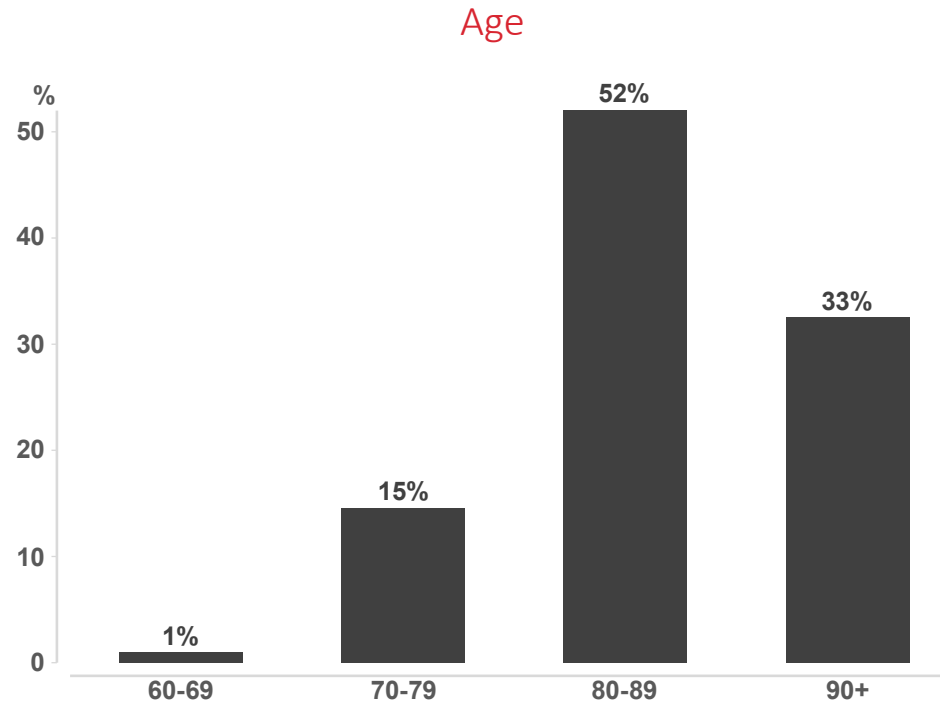
Row %	Detractors	Passives	Promoters
2021	4%	10%	85%
2022	8%	8%	85%
2023	12%	15%	74%
2024	10%	8%	82%

* Net Promoter Score (NPS) is a measure of how likely a person is to recommend your business or services. customers are classified based on their rating into 3 categories: detractors (0-6), passives (7-8) and promoters (9-10). The NPS is calculated by subtracting the percentage of those who are detractors from the percentage of those who are promoters. A positive NPS above 0 is considered good, a NPS of +50 is excellent and anything over +70 is considered exceptional.

A field of vibrant red poppies in full bloom, interspersed with green foliage and some dried, feathery seed heads. The image is overlaid with a semi-transparent dark green filter. The text "RESPONDENT OVERVIEW" is centered in white, bold, uppercase letters.

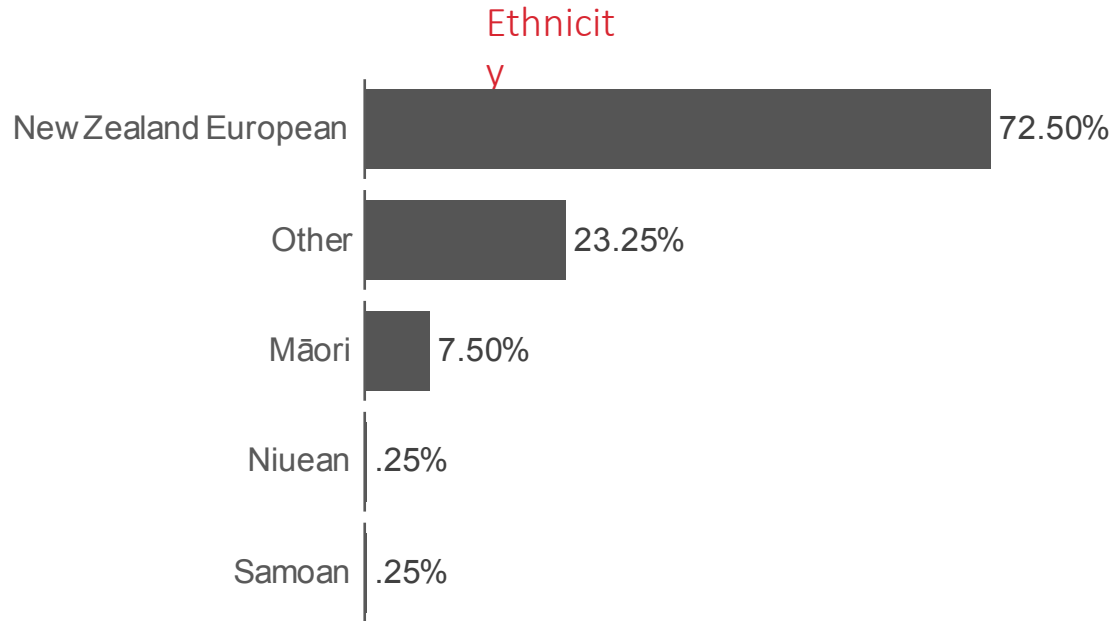
RESPONDENT OVERVIEW

RESPONDENT OVERVIEW



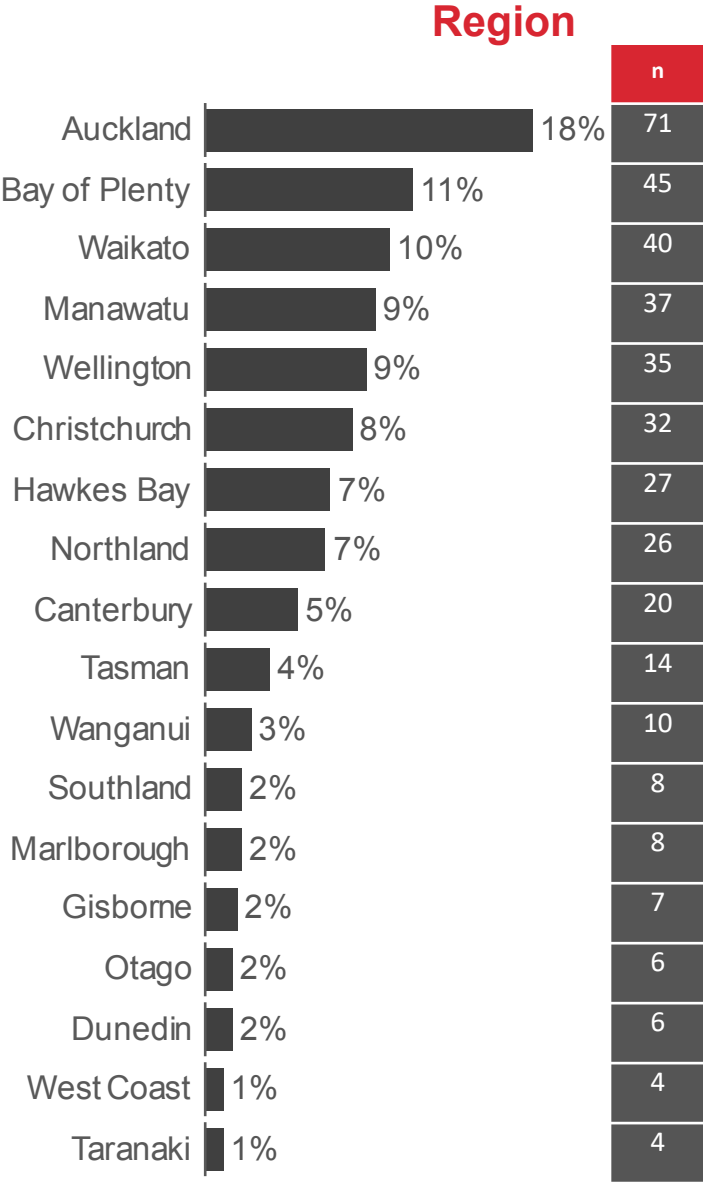
	2018 n = 1510	2019 n = 1267	2020 n = 1021	2021 n = 415	2022 n = 399	2023 n = 403	2024 n = 400
Column %							
Under 60	1%	1%	1%	0%	5%	1%	0%
60-69	7%	7%	5%	2%	7%	2%	1%
70-79	35%	44%	43%	33%	44%	43%	15%
80-89	33%	33%	34%	49%	38%	42%	52%
90+	24%	16%	17%	16%	6%	11%	33%

RESPONDENT OVERVIEW



	2019 n = 1270	2020 n = 1033	2021 n = 571	2022 n = 404	2023 n = 404	2024 n = 400
Column %						
New Zealand European	86.54%	85.29%	63.05%	75.99%	66.58%	72.50%
Other	3.54%	2.42%	4.90%	12.38%	26.24%	23.25%
Māori	11.89%	11.33%	7.53%	11.88%	10.89%	7.50%
Niuean	.08%	.10%	.00%	.00%	.00%	.25%
Samoan	.08%	.19%	.18%	.25%	.25%	.25%
Cook Islands Maori	.24%	.19%	.00%	.00%	.00%	.00%
Tongan	.08%	.10%	.00%	.25%	.25%	.00%
Chinese	.08%	.10%	.18%	.00%	.00%	.00%

RESPONDENT OVERVIEW



A field of vibrant red poppies with dark centers, growing on green stems with feathery foliage. The image is overlaid with a semi-transparent dark green filter. The text is centered in white.

PublicVoice Limited

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