



# The Citizen Experience Survey Methodological Report

Citizen Engagement

**Citizen Experience Survey: March 2019 to June 2021**

Date created: September 2021

---

Date modified: March 2022

## The Citizen Experience Survey Methodological Report

© Commonwealth of Australia 2021

ISBN 978-1-925364-78-1

### Acknowledgements

The Department of the Prime Minister and Cabinet acknowledges the Traditional Custodians of Country throughout Australia and their continuing connection to land, waters and community. We pay our respects to their Cultures, Country and Elders both past and present.

The design and delivery of the Citizen Experience Survey is led by the Citizen Engagement Team in the Department of the Prime Minister and Cabinet, drawing significantly on expertise across the Australian Public Service, the private sector and within the academic community. We gratefully acknowledge this assistance over the years and thank all who were involved in designing and delivering the Citizen Experience Survey. In particular, we thank the Australian Bureau of Statistics for its continuous advice and quality assuring the Survey and the results.

The views expressed in this report are those of the authors and do not necessarily reflect those of the Department of the Prime Minister and Cabinet or the Australian Government.

### Copyright Notice

With the exception of the Commonwealth Coat of Arms, this work is licensed under a Creative Commons Attribution 4.0 International licence (CC BY 4.0)( <https://creativecommons.org/licenses/by/4.0/> ).



### Third party copyright

Wherever a third party holds copyright in this material, the copyright remains with that party. Their permission may be required to use the material. Please contact them directly.

### Attribution

This publication should be attributed as follows:

© Commonwealth of Australia, Department of the Prime Minister and Cabinet, *Citizen Experience Survey Methodological Report*.

### Use of the Coat of Arms

The terms under which the Coat of Arms can be used are detailed on the following website:  
<https://pmc.gov.au/cca>

### Other uses

Enquiries regarding this document are welcome at:

*Citizen Engagement*  
*Department of the Prime Minister and Cabinet*  
*PO Box 6500*  
*Canberra ACT 2600*  
Email: [citizenengagement@pmc.gov.au](mailto:citizenengagement@pmc.gov.au)

Version	Amendments	Date
2	Amended field dates for June 2021 wave (page 5), to correct error ('July' changed to 'June')	28 March 2022

---

# Contents

The Citizen Experience Survey Methodological Report .....	1
Introduction .....	4
Methodology .....	4
Theory .....	4
Development.....	5
Baseline and wave frequency.....	5
Collection detail.....	6
Survey respondents.....	6
Sampling methodology.....	6
Quotas .....	6
Questionnaire structure .....	7
Testing .....	7
Changes over time.....	8
Independent Evaluation .....	8
Ethics .....	9
APS Engagement .....	9
Privacy and security.....	11
Privacy controls .....	11
Data security .....	12
Data quality and limitations .....	8
Detail of analysis .....	10
Processing by the provider .....	10
General processing and analysis .....	10
Formulas for reported figures .....	10
Conclusion .....	11
Glossary .....	14

# Introduction

Across the Australian Public Service (APS), various agencies conduct surveys to measure service delivery experience. These surveys deliver important insights into how Australians engage with individual services. These insights are used by agencies to improve service delivery. However, prior to the Citizen Experience Survey (the Survey), there was a gap in the APS survey landscape: the overall experience a person has with Australian public services, which may cross multiple agencies and departments for a single reason. The Survey addresses this gap providing a whole-of-APS understanding of experiences across services. The Survey is a regular, national survey measuring public satisfaction, trust and experiences with Australian public services. The findings of the Survey complement existing surveys of APS agencies, using a citizen experience focus rather than a service focus to support the APS to continually improve Australian public services.

Given its cross-APS focus, the Survey’s design and implementation is the culmination of strong collaboration across the APS, informed by advice from the academic and private sectors. Being the first of its kind, the Survey undertook a long and necessary gestation period. This document is an in-depth methodological report on the Survey’s development, design and delivery.

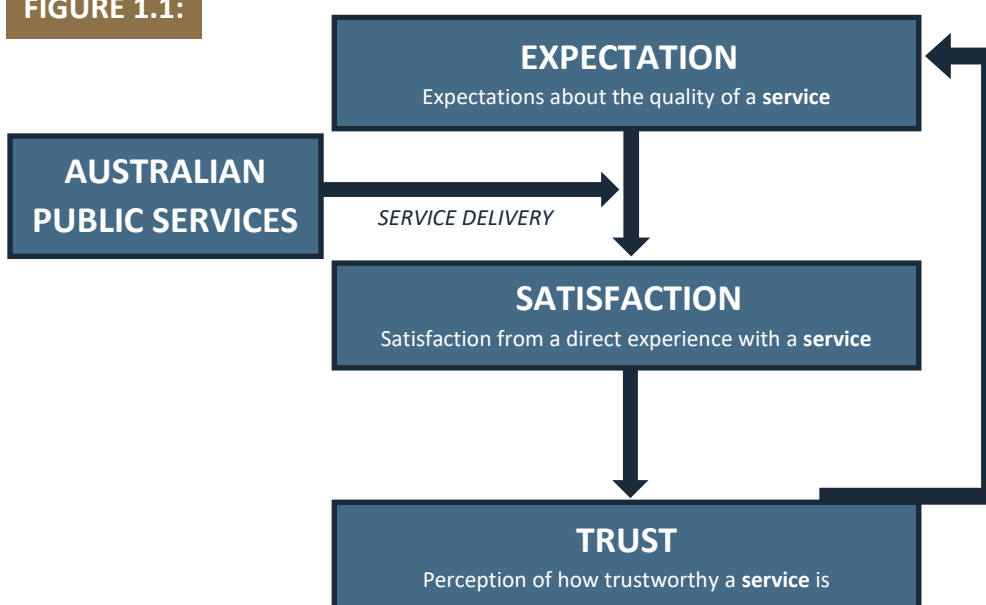
# Methodology

## Theory

The design of the Survey was informed extensively by national and international research on public experience with government institutions. The Survey is based on a conceptual framework, which guides how the Survey approaches key concepts of expectation, satisfaction and trust.

The framework (Figure 1.1) theorises that people have expectations about public services, informed by external factors, such as prior experience and demographic characteristics. When engaging with services, a level of satisfaction is formed based on how these expectations are met, or not. This satisfaction with service-delivery then influences a broader formation of trust in public services. Finally, trust can then influence expectations.

**FIGURE 1.1:**



There are, of course, a variety of other factors that influence expectation, satisfaction and trust, which the Survey cannot and does not measure. However, correlation analysis shows a strong relationship between these variables. It is possible to build trust in Australian public services through improvement to service delivery and raising satisfaction.

This model and the broader design of the Survey draws from a number of key sources including (but not limited to):

- Similar national surveys of public satisfaction with government service delivery, including New Zealand’s Kiwi’s Count, Canada’s Citizen’s First, France’s Mapping the User’s Journey and Germany’s Statistical Office satisfaction surveys.
- The Organisation of Economic Development and Co-Operation and Development (OECD) Guidelines on Measuring Trust (2017), designed by representatives from national statistical offices of OECD member countries (including the Australian Bureau of Statistics (ABS)). The Survey draws on the OECD’s framework for understanding the drivers of institutional trust.
- Research into the drivers of satisfaction with public services, such as from the UK Office of Public Services Reform (2004), Canadian public administrators Heintzman and Marson (2005) and the OECD’s Government at a Glance (2013).
- Research on the interrelation between trust, satisfaction and expectations of public services. This is taken from the work of Professor Van de Walle and Professor Bouckaert (Belgium) and Professor Van Ryzin (United States).
- Research into ‘life events’ people experience that result in engagement with, or reliance on, public services. Key sources include the Digital Transformation Agency (DTA), Australian Institute for Family Studies (AIFS), Hobsen et al’s (1998) study of stressful life events, French and German government surveys of public satisfaction, and Irish and New Zealand government research into life events.

## Development

### Baseline and wave frequency

The Survey was trialled in two pilot waves (of 2,500 people) in November 2018 and February 2019. Findings from these pilot waves were used to test and refine the Survey, and the first full wave of the Survey was held in March 2019. To enable this to be used as baseline for future comparison, the sample size was doubled to 5,000 people for the March 2019 wave. The sample size then reverted to 2,500 respondents.

Following the baseline, survey waves have been held approximately every four months, with eight waves (and over 30,000 responses) collected between March 2019 and June 2021. Commencing November 2020, the sample size was doubled to 5,000 people per wave, to allow for more detailed insights in citizen experience.

Wave	Soft launch	Full launch	Survey close	Final responses
First pilot	20-Nov-18	21-Nov-18	26-Nov-18	2,302
Second pilot	31-Jan-19	01-Feb-19	06-Feb-19	2,516
March 2019	19-Mar-19	20-Mar-19	31-Mar-19	5,103
June 2019	03-Jun-19	05-Jun-19	15-Jun-19	2,555
November 2019	01-Nov-19	06-Nov-19	25-Nov-19	2,505
February 2020	06-Feb-20	07-Feb-20	24-Feb-20	2,618
June 2020	12-Jun-20	17-Jun-20	26-Jun-20	2,596
November 2020	22-Oct-20	26-Oct-20	16-Nov-20	4,998
February 2021	15-Feb-21	19-Feb-21	08-Mar-21	5,015
June 2021	01-Jun-21	03-Jun-21	23-Jun-21	5,205

---

# Collection detail

## Survey respondents

The Survey targets adults (aged 18 years or older) who may access Australian public services. The majority of survey participants are Australian citizen residents, but it also captures permanent residents, citizens living abroad (including special visas), and visitors to Australia.

The design of the Survey ensures Australians reflect on their experiences with Australian public services (also known as Commonwealth, federal or national public services) and not state, territory or local public services. Respondents do not need to have accessed Australian public services; those who have not are still asked for their general opinions of Australian public services.

The Survey uses an established online panel, consisting of people who answer surveys in exchange for minor rewards (e.g. gift cards, airline miles). Panellists have been recruited to the panel via online marketing and direct email. Respondents are subject to a number of guidelines to ensure that the responses are of a high quality. These guidelines include age restrictions, quality expectations and communication standards. In addition, the Survey has a 12-month exclusion period – people who complete it cannot answer another survey wave until at least a year has passed. The Survey is currently delivered in English only.

## Sampling methodology

Panel participants are asked to complete the Survey via email, with an attached survey link, and they may commence the Survey directly from the link or by logging into their accounts. Participants are able to complete the Survey via desktop, mobile or tablet devices. Responses are anonymous, and the Survey does not collect identifying information.

The Survey waves are 'soft launched' (tested on a small number of people) prior to full launch. Three key areas of testing are undertaken as part of the soft launch:

1. Ensuring there are no errors in the Survey programming (e.g. misrouting, errors in survey logic).
  - a. Screen outs are working as intended for those who:
    - i. Are under the age of 18
    - ii. Are not within the targeted scope of Australian citizenship, residency or visa status.
  - b. Respondents who have qualified for the Survey are correctly flowing through to the end of the Survey.
  - c. Respondents who are meant to skip survey questions or sections based on their responses do so and are not shown questions they are not meant to be shown.
2. Ensuring the Survey is yielding quality responses.
  - a. Median survey length (time to complete) is reasonable.
  - b. Respondents are able to complete longer questions without dropping out.
3. Checking incidence rates from which to update assumptions relating to total targeted sample.
  - a. Review all screen outs to conclude they are legitimate.

Once the review of the data from the soft launch has concluded, and any required updates to the Survey have been made, the Survey is full launched targeting the full number of respondents.

## Quotas

When collecting responses, quotas are placed on the proportions by age, gender, state/territory location, and metro/regional location (based on 2016 ABS Census results). External expert advice recommended that data did not need to be weighted, as using quotas, the demographics of respondents reflect those of the general Australian population.

For the baseline wave and the following wave (March 2019 and June 2019) there were: hard quotas on age, gender, and state/territory location, plus a soft quota on metro/regional location. For the November 2019 wave, interlocking quotas were

trialled, for the combination of age, gender, state/territory location, and metro/regional location. However this made it difficult to collect appropriate respondent numbers, so the surveying time had to be extended. Eventually over 3,000 responses were collected for a target number of 2,500, then some of these were dropped to reach a sample of just over 2,500, which was also demographically representative.

From the February 2020 wave on, a hard interlocking quota was used for the intersection of age and gender, with individual quotas for state/territory and metro/regional location.

## Questionnaire structure

Participants do not need to have engaged or accessed and Australian public service in the last 12 months to participate in the Survey.

For respondents who have used Australian public services, questions about these experiences are framed through reasons for access. At the beginning of the Survey, respondents are presented with a large list of life events and asked to select those which they have experienced in the last 12 months. For the events they selected, respondents are then asked which they accessed services for.

After respondents had listed all their reasons for accessing services in the past year, one of these reasons was allocated for further questions (using a least fill method). The respondents were asked about services they had accessed for that allocated reason, and three of these services (or fewer where respondents accessed fewer than three) were allocated for further questions (also using least fill).

Service-specific questions (including satisfaction and satisfaction drivers) were asked about the experience of accessing the allocated service(s) for the allocated reason. Respondents were asked about the overall experience across all services (not just those allocated) accessed for the allocated reason.

For questions where respondents were asked their subjective opinion, they were presented with a labelled 7-point scale.

LABELS	1	2	3	4	5	6	7
<b>Agreement</b>	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<b>Satisfaction</b>	Completely dissatisfied	Dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Satisfied	Completely satisfied

## Testing

Throughout 2018 and 2019, work was undertaken to design and refine the Survey questionnaire. This involved conducting two pilot waves, several focus groups, and cognitive testing interviews. Based on learnings from these, the core questionnaire was finalised for the launch of the baseline Survey wave in March 2019.

The two pilot waves collected data based on draft versions of the questionnaire. Based on this data and which findings were useful, questions were reworded, reordered, dropped or added to produce the baseline questionnaire. There were also improvements to how the data was cleaned and used.

Several focus groups were held, in addition to the main Survey. The purpose of these focus groups was to provide a detailed insights around the topic being discussed to ultimately supplement and complement the quantitative findings. Participants for these focus groups were recruited by a third-party provider who specialise in qualitative recruitment. These focus groups

---

were held for 90 minutes each, facilitated by the Survey supplier. Participants received a \$90 incentive for their voluntary participation.

Cognitive testing of the pilot Survey questionnaire was held in November 2018. This testing consisted of one-on-one interviews with a representative group of participants, discussing the language and answer options of the Survey. This testing was to ensure the intent of the Survey was being appropriately communicated and understood by participants, and was meeting the research purposes. Based on the cognitive testing some refinements were made to the wording and order of the questionnaire, including:

- Refining the wording of some questions to be easier to understand and conceptualise.
- Extra detail added to define Australian public services, distinguishing them from state/territory and local services.
- More examples provided throughout for services and life events.
- Adding “Not applicable” and/or “Don't know” options to some questions.

## Changes over time

Over time, the Survey has been revised, to make the questions easier to understand or outputs more useful. The most relevant changes to general reporting were:

- In June 2019, several questions were asked in the negative (e.g. rate agreement with 'APS services are not reliable') to test bias from the presentation. This was not continued in future waves.
- A question about the specifics of the service experience was substantially revised in November 2019, making it unable to be compared with the previous version.
- From November 2019 to November 2020, the question about satisfaction with services used was only asked of those who had accessed multiple services. Satisfaction for single-service users was derived from a different question about satisfaction with the whole experience.
- In February 2020, satisfaction was reverted to being asked of all service users.

Some questions had minor changes in wording or structure, e.g. making the question clearer or the response options more relevant. Some questions were added as new areas of focus arose, and less useful questions were removed to keep the Survey to an acceptable length.

## Data quality and limitations

The survey panel used is a non-probability panel. Because respondents must have signed up to complete the Survey, and need internet access to complete it, it is not as representative as randomly selecting participants from the whole population. However, from testing via the phone survey and benchmarking against other surveys, the Department has not detected any major bias in the results. The Survey is currently delivered in English only, and participants need an internet connection to complete the Survey on their device.

All sample surveys are subject to sampling and non-sampling error. Non-sampling error may occur in any data collection. Possible sources of non-sampling error include errors in reporting or recording of information, occasional errors in coding and processing data, and errors introduced by linkage processes.

The data is not weighted, and uses quotas to ensure the sample is representative on national Australian demographics by age, gender and location.

## Independent Evaluation

Early in 2019, the Department commissioned the Australian National University (ANU) to conduct an independent evaluation of the Survey. ANU evaluated the Survey using a Total Survey Error approach, identifying sources of error in the measurement and representation of survey results.

Overall the evaluation found the Survey to be generally robust. Key recommendations for the improvement of the Survey in the future were:



- 
- Questionnaire recommendation: Reduce complexity of the Survey, ask balanced questions and ask questions consistently across waves.
  - Analysis recommendation: Focus on relationships between concepts (e.g. trust, satisfaction) rather than perfect measurement of levels of concepts, as this is prone to error.
  - Sampling recommendation: Consider issues relating to sampling from 'non-probability' panels – the majority of survey panels where people opt-in to complete surveys, instead of being randomly sampled.
  - Reporting recommendation: Reduce frequency of reporting of the survey. Make survey data available to external researchers.

Based on these recommendations, some refinements were made to the questionnaire. To test for any possible bias to results caused by surveying online, a simplified phone survey was conducted as a comparison. Together with an external supplier, the Department delivered a five minute phone survey to 500 people across Australia for two weeks during June 2019. Results from the phone survey demonstrated consistency with those observed through the regular online delivery of the Survey.

## Ethics

An ethics assessment was completed in February 2019, with ongoing review before each survey wave. The Survey is assessed in line with the National Health and Medical Research Council (NHMRC) National Statement on Ethical Conduct in Human Research and was agreed by a committee of peers to demonstrate 'no more than low risk' with effective controls in place.

The Survey has been assessed as a research project that is 'no more than low risk'. The expression 'low risk research' describes research in which the only foreseeable risk is one of discomfort.

The following support measures for respondents have been put in place:

- References to the following help lines at the beginning and end of the Survey:
  - [Lifeline](#) – 13 11 14
  - [Beyond Blue](#) – 1300 22 4636
  - [Suicide Call Back Service](#) – 1300 659 467
  - [Mensline Australia](#) – 1300 789 978
  - [Qlife](#) – 1800 184 527
  - [1800Respect](#) – 1800 737 732
  - [National Debt Helpline](#) - 1800 007 007
  - [Gambling Helpline](#) – 1800 858 858
  - [QUIT Line](#) - 13 7848, and
  - [Alcoholics Anonymous](#) – 1300 222 222
- An email to contact the panel provider at the end of the Survey with any feedback they may have on the Survey itself.

## APS Engagement

The Survey focuses on providing a cross-APS view of service delivery; strong cross-APS collaboration throughout the Survey's lifecycle has been critical. The conceptual model and underpinning questionnaire was reviewed by subject matter experts from across the APS with feedback incorporated throughout. Early in the design process, the Department established an Advisory Friends Group from across the APS and academics from the Australian National University and University of Canberra, who provided technical guidance and advice on the design, delivery and analysis of results. Feedback was also provided by an APS-wide Reference Group of senior APS members, to provide strategic guidance and advice on the results and opportunity areas of the Survey.

Now that the Department has established robust time series, the Department continues to collaborate with agencies to interpret the results and identify areas for improvement.

Departments and agencies involved in the Advisory Friends Group, Reference Group and the ongoing development of the Survey include:

- 
- Australian Bureau of Statistics
  - Australian Public Service Commission
  - Australian Taxation Office
  - Department of Education, Skills and Employment
  - Department of Foreign Affairs and Trade
  - Services Australia
  - Department of Industry, Science, Energy and Resources
  - Department of Infrastructure, Transport, Regional Development and Communications
    - Including the Bureau of Infrastructure and Transport Research Economics
  - Department of Social Services
  - Digital Transformation Agency
  - Department of Veteran Affairs
  - Department of Agriculture, Water and the Environment
  - Department of Finance
  - Department of Health, and
  - Department of Home Affairs

## Detail of analysis

### Processing by the provider

Post-fieldwork, data is cleaned by the provider to ensure the sample collected is robust, reliable and of the highest quality. Reasons for removing responses from the final sample include:

- Speeding i.e. when respondents complete the Survey in less than half the median completion time
- Straightlining i.e. answering all the questions in block questions with the same response
- Gibberish responses in free text fields
- Duplicate responses

### General processing and analysis

Respondents give their postcode of residence, and this is used to classify them as either 'metro' or 'regional'. This is based on the 2016 ABS remoteness structure, using Major Cities for 'metro', and Inner Regional to Very Remote for 'regional'.

Respondents give their postcode of residence, and this is used to classify them as either Metro or Regional. This is based on the 2016 ABS remoteness structure, using Major Cities for Metro, and Inner Regional to Very Remote for Regional.

Estimates presented in publications have been rounded. Proportions, rates and rate comparisons are calculated using unrounded estimates. Calculations using rounded estimates may differ from those published.

Based on testing, respondents who selected more than 20 reasons for interacting with Australian public services were labelled as outliers and removed from the final sample size. Manual analysis of the selected reasons of these outlier respondents showed that their responses were nonsensical (e.g. respondent selected all reasons within the education reason group). In the baseline this removed a few hundred people, but in subsequent waves very few were removed, likely due to improvements in the question.

### Formulas for reported figures

When reporting results from questions that were rated on a seven-point scale, these responses are collapsed into three categories (positive, negative, and neutral). For the headline results (trust and satisfaction), the aim is to capture any

inclination regardless of strength, and so the 'somewhat' ratings (three and five) are included in the positive and negative categories.

Categories	Negative			Neutral	Positive		
Number	1	2	3	4	5	6	7
<b>Agreement</b>	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
<b>Satisfaction</b>	Completely dissatisfied	Dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Satisfied	Completely satisfied

For the satisfaction and trust drivers, the aim is to capture definitive opinions. Therefore for these questions, the 'somewhat' questions are counted as neutral

Categories	Negative		Neutral			Positive	
Number	1	2	3	4	5	6	7
<b>Agreement</b>	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree

Where a person had used multiple services for their allocated reason, results from service-specific questions were weighted to add to one. E.g. if a person with two allocated services reported they were satisfied with one and dissatisfied with the other, they would count as 0.5 people satisfied and 0.5 people dissatisfied when totalling satisfaction responses.

Where a question had an option for “Don't Know” or “Not Applicable”, these responses are excluded from the denominator.

Tests of statistical significance were undertaken at a 95 percent confidence level unless otherwise stated. Further, the ABS quality assures results ahead of each publication, as well as provides methodological advice throughout the development of the Survey.

## Privacy and security

### Privacy controls

The Department takes its privacy obligations for the Survey seriously. Information provided to the Department is voluntary, anonymous, and collected on consent from Survey participants. This is outlined in the Participant Information Notice (PIN). Before undertaking the Survey, participants are presented with the PIN, which, among other things, states:

***Purpose of the research***

*This survey is conducted by [the survey panel provider] for the [Department of the Prime Minister and Cabinet](#), on behalf of the Australian Government.*

*The purpose of the survey is to understand your experiences of Australian Government services. Data collected from the survey will be used to help improve those services. Detailed (anonymous) insights from the survey will be shared with Australian Government agencies. Overall themes and trends from the survey will also be included in public reports on the survey.*

***Your privacy***

---

*This survey is conducted in accordance with the requirements of the [Privacy Act 1988](#) (Cth), including the [Australian Privacy Principles \(APPs\)](#).*

*Your survey responses are confidential. The Department of the Prime Minister and Cabinet and the Australian Bureau of Statistics will receive your responses to survey questions but do not receive “direct identifiers” such as your name, email or contact details. The Department of the Prime Minister and Cabinet and the Australian Bureau of Statistics receives this data in order to analyse the survey responses to provide de-identified insights to other Government agencies and publish public reports on the survey. Aside from these two Government agencies, other agencies only see de-identified data. The Government services you interact with will not see your personal information and will not be able to identify you or your responses. Only overall themes and trends from the survey will be publicly released.*

*You may apply to access your personal information held by [the survey panel provider] and seek to have that information corrected. [The survey panel provider]’s Privacy Policy contains information about how you may access and seek correction of your personal information. [The survey panel provider] Privacy Policy also outlines how you can make a privacy complaint.*

### **Voluntary participation**

*Participation in this survey is voluntary. You can stop participating at any time.*

As stated in the PIN, participants can stop the Survey at any time and this response is removed from the dataset before being provided to the Department by the survey panel provider. For those that completed the Survey, anonymised survey responses are provided to the Department. Names, emails and other direct identifiers of participants are never provided to the Department.

As outlined in the PIN, published results are released in aggregate on the Department’s website outlining the key outcome measures from the Survey (specifically results of overall trust and satisfaction). This webpage uses a plain factual style. The webpage also includes a link to supplementary tables available for download. This contains tables of the outcome percentages cited in the webpage at a national level, as well as by both age cohort and metropolitan/regional location.

In addition to the webpage and supplementary tables, the Department publishes a more detailed aggregated subgroup dataset (e.g. by preparing data tables that aggregate the data into groups (by age, gender and region), and containing counts of responses rather than percentages, without identifying individuals or enabling re-identification of individuals. At no stage is personal information (i.e. information that could reasonably identify an individual) published. Additionally, the ABS provides additional quality assurance and de-identification processes to ensure published results do not inadvertently compromise the privacy or confidentiality of respondents.

Consistent with ABS advice, the risk of respondents being identified is very low. However additional measures have been taken to further control risks including:

- Only providing the three demographic categories needed to differentiate subgroups
- Censoring small cells (<10 people)
- Rounding weighted counts
- Not providing total counts for questions
- Not including counts for “Don't Know” or “Not Applicable” responses, and
- Excluding respondents with Other or Unknown values for region and/or gender.

## **Data security**

All data is stored securely on Australian servers and security transferred when necessary. This includes data collected by the third-party survey supplier as it is a requirement of the contract that data cannot leave Australia at any stage. Further, the survey supplier must comply, and ensure that its officers, employees, agents and subcontractors comply with the *Privacy Act 1988* (Cth) and not do anything, which if done by the Department, would breach an Australian Privacy Principle as defined in that Act.

---

# Conclusion

The APS continually strives to evaluate and improve the assistance and information provided to Australians. Understanding the experiences of Australians who use these public services is vital to these efforts.

The Department has designed, developed and delivered the Survey over the course of several years to present a robust and meaningful representation of citizen experience. As of June 2021, the Survey dataset contains the experiences of more than 30,000 Australians aged 18 years and over who use public services provided by the APS. Results show experiences of the diverse range of services the APS delivers to support people when they are, for example, looking for work; having a baby; seeking financial support; or wanting further information about education or training. The Survey results will continue to support the APS to continually improve Australian public services.

# Glossary

Term	Explanation
<b>Access</b>	A direct or indirect interaction with Australian public services to obtain information or receive assistance (financial or other)
<b>Australian Public Service (APS)</b>	The collection of Departments and Agencies that receive Commonwealth funding
<b>Australian public services</b>	Assistance and information provided by the APS to the public to support activities of daily living. For example by support payments; relief funding; subsidies; grants; support; and information products
<b>Baseline</b>	The first robust data point for an ongoing survey, from which to measure future results against
<b>Conceptual framework</b>	A theoretical structure of how the concepts measured by a survey are related
<b>Data cleaning</b>	The process of removing poor quality responses from survey data due to speeding, pattern responses or poor verbatim responses
<b>Driver</b>	A perception, behaviour, knowledge or attitude that motivates or influences a broader concept (such as perceptions of fairness on trust)
<b>Engagement method</b>	How someone accesses/engages with public services. For example by phone, email, in-person, via MyGov or other government platforms, websites and letters
<b>Respondent</b>	A person who responds to a survey
<b>Least fill</b>	A randomisation technique that fills quotas that have the least number of responses
<b>Margin of error</b>	Measurement for calculating the size of the sampling error in survey responses (MoE)
<b>Non-aligned</b>	A respondent (or group of respondents) who answer a question neutrally or with little deviation (into the 'somewhat' categories) from the neutral (mid) point
<b>The public</b>	Australian Citizens, permanent residents, special category visas and temporary visitors
<b>Questionnaire</b>	The Survey questions answered by respondents in a specific order and format (in this case online)
<b>Quotas</b> <b>Hard quotas</b> <b>Soft quotas</b>	<p>A quota is the number of targeted respondents of a particular nature (e.g. consumer age cohort, service providing feedback on) for an overall sample. There are two types of quotas used:</p> <ul style="list-style-type: none"> <li>• Hard quotas are used to specify the exact number of respondents required</li> <li>• Soft quotas are used mainly for monitoring purposes</li> </ul> <p>Hard and soft quotas are monitored daily in achieving a representative sample. Quotas assist in daily targeting of specific respondents, where lower samples are being achieved. Once hard quotas are reached they are closed and respondents who meet the criteria of a closed quota will not be able to enter the survey</p>
<b>Reason</b>	Reasons for accessing Australian public services, ranging from significant life events such as having a baby, to routine reasons such as submitting a tax return
<b>Reason category</b>	Higher-level groups of similar reasons placed together for example by reasons relating to education
<b>Regional</b>	The regional, rural and remote areas of Australia categorised by the ABS as Inner Regional Australia, Outer Regional Australia, Remote Australia and Very Remote Australia
<b>Representative sample</b>	Responses collected from a sample of targeted audience that reflects the target population with accuracy subject to margin of error based on sample size

<b>Term</b>	<b>Explanation</b>
<b>Respondent</b>	Individuals who have completed the survey. Including Australian citizens, permanent residents, special category visas and temporary visitors
<b>Sample</b>	The collective respondents of a survey wave
<b>Satisfaction</b>	Level of fulfilment when directly experiencing an Australian public service
<b>Target population</b>	Group of people identified as the intended recipient of the services
<b>Trust</b>	Perception of the trustworthiness of Australian public services (or an individual Australian public service provider)
<b>The Survey</b>	The Citizen Experience Survey
<b>Metropolitan</b>	The areas of Australia categorised by the ABS as Major Cities of Australia
<b>Wave/Survey Wave</b>	The collection of survey data in a discrete time period