



Kiwis Count quarterly results September 2022

Date: 18 October 2022 **Security Level:** IN CONFIDENCE
Report No: 2022/0229
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	Actions Sought	Due Date
Hon Chris Hipkins, Minister for the Public Service	Note/Agree	N/A

Enclosure: No

Minister's Office Comments

Comments:	
Date returned to Te Kawa Mataaho:	

Executive Summary

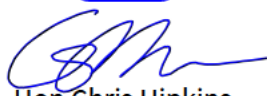
1. Te Kawa Mataaho runs a quarterly survey (Kiwis Count) to measure trust and confidence of New Zealanders in the public sector. The results continue to show stable levels of public trust above pre-Covid levels.
2. As part of international research around trust in government, New Zealand was selected for an OECD in-depth country study and the first draft of the study report is due with Te Kawa Mataaho for comment before the end of October. We will brief you separately on the results from this report before the final version is released by the OECD (likely early December).
3. New Zealand has also been invited by the OECD to take part in the next multinational Trust Survey, due to be administered in late 2023. Participation is currently being considered by Te Kawa Mataaho.

Recommended Action

We recommend that you:

- a **Note** the contents of this report including the latest Kiwis Count results.
- b **Agree** that Te Kawa Mataaho release this briefing in full once it has been considered by you.

Agree/ disagree.



Hon Chris Hipkins

Minister for the Public Service

Te Kawa Mataaho Report: Kiwis Count quarterly results release September 2022

Purpose of Report

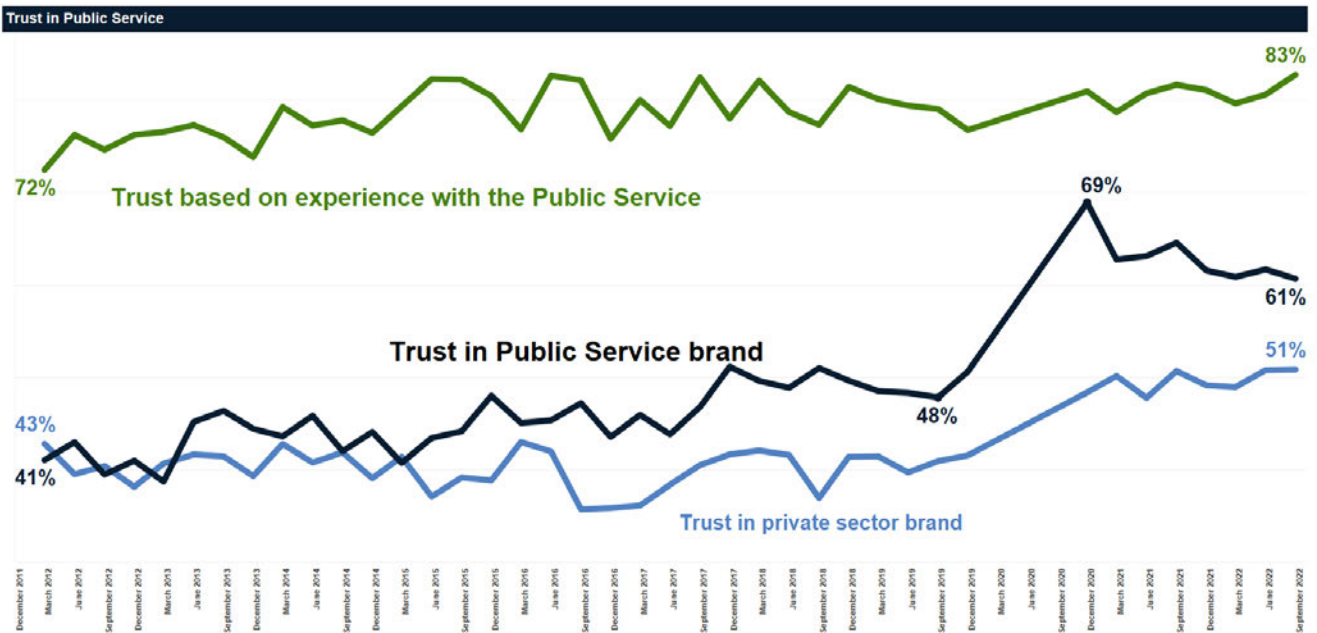
- 4. To inform you of the latest Kiwis Count results and to provide an update of the OECD’s work on trust in public institutions in New Zealand.

Analysis

Kiwis Count results

- 5. New Zealand continues to have high and stable levels of trust in the Public Service. In the latest Kiwis Count survey conducted in September 2022, 61% of New Zealanders responded that they trust the Public Service brand. This is a decline on the historic December 2020 results (69%) and is likely due to a stabilisation of our Covid situation, but trust remains well above pre-Covid levels (51% in December 2019).
- 6. Trust based on personal experience with the Public Service has been gradually increasing over time. This quarter (September 2022) it is at 83% compared to 81% in the last quarter (June) and 80% in March. This continues to demonstrate that most New Zealanders trust the Public Service based on their own personal service experiences with government agencies.
- 7. More details of these trends can be seen in Figure 1 below.

Figure 1: Kiwis Count trust in public services and public/private brand by quarter



- 8. Levels of trust vary for different communities as measured in the Kiwis Count survey. Māori respondents tend to have lower trust, with European and Asian people highest. Most age groups follow the general trend over time for trust in the Public Service, except for people aged 55 to 64, who had a notable increase between 2021 and 2022. Men tend to have slightly higher trust than women in our survey.

9. We know from the comments in Kiwis Count that responsive and reliable public services as well as the high integrity of public servants drives trust. Openness/transparency is another critical element in public trust.

Update on the OECD trust work

10. The OECD released its cross-national report Building Trust to Reinforce Democracy: Key Findings from the 2021 OECD Survey on Drivers of Trust in Public Institutions in July 2022. You were briefed on the results prior to the release.
11. Key findings internationally were that people generally trust the reliability of government, but levels of trust vary significantly across institutions (e.g. public service, legislative, courts, media) and few people feel they have a say in what government does.
12. As part of the ongoing programme of work supporting trust in government, the OECD selected New Zealand for a country study to provide an in-depth analysis of the main drivers of public trust. Researchers from the OECD visited New Zealand in July and conducted interviews to support their report.
13. The first draft of the New Zealand study report is due with Te Kawa Mataaho before the end of October and the final report is scheduled to be published in December 2022. We will brief you on their comments and recommendations prior to this being released.
14. New Zealand has also been invited by the OECD to take part in the next multinational Trust Survey, due to be administered in late 2023. Participation is currently being considered by Te Kawa Mataaho, and we will brief you on the outcome.

Next Steps

15. The Kiwis Count quarterly results will be released on the Te Kawa Mataaho website shortly. We will work with your office if you require further information on the survey results.
16. We will brief you on the New Zealand in-depth country study report from the OECD prior to its release.
17. Te Kawa Mataaho will confirm if New Zealand will participate in the next round of the OECD Trust Survey in 2023.