

Kiwis Count Questionnaire September 2025

Introduction screen

This is a survey is about how much you trust the public service in New Zealand, based on your experiences and opinions. It covers a broad range of services provided or funded by **central government** including health, education, social and emergency services.

This information helps Te Kawa Mataaho Public Service Commission track how well government agencies are doing in providing services.

The survey will take about 5 minutes.

Your answers are confidential, and you will not be identified in any reporting from this survey.

Demographics & Quotas (Quotas attached to QA/B/C/D)

To make sure we get the views of a wide range of New Zealanders, we have a few questions about you.

Question Number: QA.

Question: Are you

Single response

Male	Female	Another Gender
1	2	3

Question Number: QB.

Question: Which age group are you in?

Single response

Under 16 years	16-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 + years
<i>Screen out</i>	1	2	3	4	5	6	7
DATA LABEL	Less than 25 years	<i>As above</i>	<i>As above</i>	<i>As above</i>	<i>As above</i>	<i>As above</i>	75 years and over

Question Number: QC

Question: Which ethnic group(s) do you belong to?

Please select as many as apply

	Ethnicity
1	<i>Māori</i>
2	<i>New Zealand European</i>
3	<i>English</i>
4	<i>Australian</i>
5	<i>Dutch</i>
6	<i>Other European</i>
7	<i>Samoan</i>
8	<i>Cook Islands Māori</i>
9	<i>Tongan</i>
10	<i>Niuean</i>
11	<i>Tokelauan</i>
12	<i>Fijian</i>
13	<i>Other Pacific Peoples</i>
14	<i>Filipino</i>
15	<i>Chinese</i>
16	<i>Indian</i>
17	<i>Japanese</i>
18	<i>Korean</i>
19	<i>Cambodian</i>
20	<i>Other Asian</i>
21	<i>Middle Eastern</i>
22	<i>Latin American</i>
23	<i>African</i>
24	<i>Other ethnicity not listed above</i>
25	Prefer not to answer - <i>screen out</i>

Question Number: QD.

Question: Which regional council area do you live in?

1	Northland Region	9	Wellington Region
2	Auckland Region	12	West Coast Region
3	Waikato Region	13	Canterbury Region
4	Bay of Plenty Region	14	Otago Region
5	Gisborne Region	15	Southland Region
6	Hawkes Bay Region	16	Tasman Region
7	Taranaki Region	17	Nelson Region
8	Manawatū - Whanganui Region	18	Marlborough Region
19	Unknown		

Question Number: QE.

Question: Which best describes your **household's** total annual income from all sources before tax or anything else is taken out?

Single response

1	\$0/none	7	\$50,001 - \$70,000
2	\$1 - \$10,000	8	\$70,001 - \$100,000
3	\$10,001 - \$20,000	9	\$100,001 - \$150,000
4	\$20,001 - \$30,000	10	\$150,001 - \$200,000
5	\$30,001 - \$40,000	11	More than \$200,000
6	\$40,001 - \$50,000	12	Don't know

Question Number: QF.

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

Single response

Yes	No
1	2

Question Number: QG.

Question: What is your highest completed educational qualification?

Single response

1	No qualification
2	School level qualification (e.g. NCEA levels 1-3, school certificate, bursary)
3	A post-school certificate or diploma that does not require a degree, including trade qualifications
4	A degree or postgraduate qualification
5	Other

Services provided by central government

Please think about government services you have used in the last 12 months, including places you have visited or people you have had contact with (in person, online, over the phone, by letter, or by email).

This only includes services provided by **central government**, not your local or regional council.

Question Number: Q1A. (See in table)

Question: Please select all services you have used in the last 12 months (tick all that apply)

Rotate order of services (except last write in response)

Service	Response values(Yes/No)
<i>Licensed/got a rego for a vehicle</i>	
<i>Went through a New Zealand international airport (when arriving from outside NZ) and/or used online traveller declaration form</i>	
<i>Filed a tax return or requested information about taxes</i>	
<i>Visited a national park or booked a Department of Conservation (DOC) hut online</i>	
<i>Went to a public hospital for treatment (includes Accident and Emergency or outpatient services)</i>	
<i>Took a child in your care to see a doctor/GP</i>	
<i>Received Accident Compensation (ACC) for injuries</i>	
<i>Applied for or renewed a NZ passport</i>	
<i>Had contact with emergency services or the Police (including calling 111)</i>	
<i>Attended a public school, or had contact with a school that a child in your care attends or may attend in the future</i>	
<i>Attended classes from a university, polytechnic or wānanga</i>	
<i>Made an application, payment or claim for child support, student loan repayments, KiwiSaver, or tax credits (e.g. Working for Families)</i>	
<i>Applied for or received New Zealand Superannuation or used a SuperGold Card</i>	
<i>Applied for or used a Community Services card</i>	
<i>Used the 20 hours free early childhood education, or other early learning service for your child or children.</i>	
<i>Applied for or received a student loan or allowance</i>	
<i>Called an 0800 number for health information (e.g. Healthline, Quitline, Poisons Centre and the Immunisation Advice line)</i>	
<i>Applied for or received a benefit (e.g. Jobseeker Support, Sole Parent Support or a Supported Living Payment, housing subsidy or accommodation supplement)</i>	
<i>Registered a birth, death, marriage or civil union</i>	
<i>Applied for a rental property bond lodgement, refund or transfer</i>	

Service	Response values(Yes/No)
<i>Applied for, or lived in a publicly subsidised house (e.g. a house owned by Kāinga Ora – Homes and Communities or a community housing provider)</i>	
<i>Received services through Whānau Ora</i>	
<i>Paid a traffic infringement fee or ticket (e.g. speeding ticket)</i>	
<i>Applied for a visa to work or stay in New Zealand</i>	
<i>Used another central government (<u>not</u> local council) service not listed here: [Please describe]</i>	
<i>None of the above</i>	

If only one service is selected at Q1A services list as “yes” skip Q1B and use this service at Q1C

If no services are selected at Q1A services list as “yes” skip to Q3A drivers series

Otherwise, show all services marked as “Yes” at Q1A services list, including any listed at #Q1Ar23 and ask

Question Number: Q1B

Question: Which one of these services did you use or do **most recently**?

Single response

[Show list of anything selected “yes” at Q1A services list]

Question Number: Q1C

Question: Thinking about when you [insert most recent option from Q1B], what type(s) of contact did you have?

Select all that apply

- Used a website, app, or kiosk (e.g. eGate at an airport)
- Visited an office, branch, or location in person
- Rang or received a telephone call with a person
- Sent or received an email
- Sent or received letters or documents via post/courier

Question Number: Q1D (Previously QXY).

Question: Thinking about when you [*insert most recent option from Q1B*], how satisfied or dissatisfied were you with this service experience overall?

Single response

Very dissatisfied				Very satisfied	Not applicable
1	2	3	4	5	N/A

Question Number: Q2A.

Question: Still thinking about when you [*insert most recent option from Q1B*]...

How much do you agree or disagree with the following statement about using this service.....**Overall, you can trust them to do what is right.**

This should be based on your experience only.

Single response

Strongly disagree				Strongly agree	Not applicable
1	2	3	4	5	N/A

Question Number: Q3A. (See in table)

Question: Thinking about the public service overall, how much do you think they...

*The public service is the central government agencies and the people who work in them. It covers any public services provided by **central government**, such as health, education, transport, and social assistance. It does not include elected officials (politicians), local government (councils), and judges.*

Rotate order

Question
are open and transparent with information
are generally honest
treat people fairly
treat people with respect
understand my needs
change services in response to feedback from the public
are there when I need them
admit responsibility when they make mistakes
do their best to help New Zealanders
work together with other government organisations to meet my needs

For each question above, present:

Strongly disagree				Strongly agree	Don't know
1	2	3	4	5	DN

Question Number: Q3B.

Question: **Overall**, to what extent do you trust the **public service**?

Single response

Do not trust them at all				Trust them completely	Don't know
1	2	3	4	5	DK

Question Number: Q3D.

Question: Has anything happened recently to change your trust in the public service? What happened?

OPTIONAL Text box – Please type in

We are also interested in your overall impression of non-government services. This includes companies and organisations that are not run by the government or councils, for example:

Rotate order of examples

- Banks or finance companies
- Insurance companies
- Internet and/or mobile phone providers
- Credit card companies
- Electricity or gas companies

Question Number: Q4.

Question: Overall, to what extent do you trust companies and organisations that offer non-government services?

This can be based on your experiences and what you know or what you have heard from family, friends or the media.

Single response

Do not trust them at all				Trust them completely	Don't know
1	2	3	4	5	DK

Thank and close

Thank you for your help with this survey. Your views are important to us.
We report results of this survey each quarter on our website: [Kiwis Count - Te Kawa Mataaho Public Service Commission](#)

Please click on the button below to save and submit your survey.

Did you know?

If you would like information about finding and using government services, this page is a good place to start: [Welcome to Govt.nz | New Zealand Government \(www.govt.nz\)](#)

Some services can be accessed from a mobile without using data: [Zero Data](#)