

MEDIA RELEASE | EMBARGOED UNTIL 12 NOON SUNDAY 20 JULY 2025

The public's trust and confidence in previously highly trusted professions/occupations has significantly reduced

The topic

Recently a number of 'services' have been in the media for one reason or other and, therefore, we decided to repeat our regular trust and confidence poll focusing on these services (viz., the Fire Service, Police, doctors and nurses, public servants and landlords).

The survey

The poll was conducted between 10 to 13 July 2025) with a nationally representative sample of a little over 1,000 New Zealanders, 18+. Respondents were asked to rate their trust and confidence in six professions/occupations - the Fire Service, the Police, doctors and nurses, Members of Parliament, people who work for the government, and landlords.

Key findings

The following are the key findings from this poll:

- When respondents were asked how they rate their trust and confidence in six professional occupations this month, their **trust and confidence had declined significantly** in all of them (except for Members of Parliament which was historically the lowest rated).
- Compared to our last Trust and Confidence poll 15 months ago (April 2024) there have been significant declines in the public's trust and confidence in:
 - The Police - down nine percent to 66% T&C.
 - Doctors and nurses – down eight percent to 77% T&C.
 - Public servants and landlords – both down seven percent (now 43% and 30% respectively).
 - Even the Fire Service was down five percent to 88% T&C.
- Trust and confidence in Members of Parliament showed no change since April 2024 at 27% T&C.
- There are signs that older respondents (aged 55 or more) were significantly more likely to give higher trust and confidence ratings to the professions surveyed, especially in comparison to younger people, and families with children aged 18 years or younger.

Comment

“It is interesting that all six services we polled on, including the Fire Service which is considered the most trustworthy service in New Zealand, have recorded decreases in their respective levels of trust and confidence; some more than others.

It is not up to us to speculate why this might be the case, but we will keep a watchful eye on this situation, in the hope that the decreases are reversed in our next poll.”

Rangahau Aotearoa | Research New Zealand Managing Partner, Emanuel Kalafatelis.

Contact: Emanuel Kalafatelis

Managing Partner

Rangahau Aotearoa Research New Zealand Limited

P O Box 10-617

Wellington 6140

Mobile: 027-500-4401

High-level findings – public trust and confidence in core service occupations is declining

Results from our public Trust and Confidence surveys over the past ten years are shown in Figure 1 below and in detail in Table 1 on the next page.

This month (July 2025) respondents were asked to rate their trust and confidence in six occupations. The results show significant declines in the public's trust and confidence (T&C) in several core public service occupations including:

- The **Fire Service** which received the public's highest T&C rating of 93% ten years ago, and as recently as April 2024, has significantly declined to 88% this month.
- The **Police** rated 75% T&C in April last year, but their public T&C rating has significantly declined nine percent to 66%.
- **Doctors and nurses** received a 90% T&C rating eight years ago (June 2017), but this has now significantly declined to 77%.
- People who work for the government (**public servants**) received a 50% T&C rating 15 months ago (April 2024), but this has also significantly declined to 43% this month.

Meanwhile the public's trust and confidence in **landlords** has also significantly declined from 37% 15 months ago (April 2024) to 30%.

Trust and confidence in **Members of Parliament** has remained relatively stable over time (at around 25%), and currently sits at 27% - the same result as April last year.

Figure 1: Occupational trust & confidence – Time series

(Figure 1 show the percentage who rated each occupation between 7 and 10 on a scale of 0 to 10, where 0 means 'no trust and confidence' and 10 means 'full trust and confidence.)

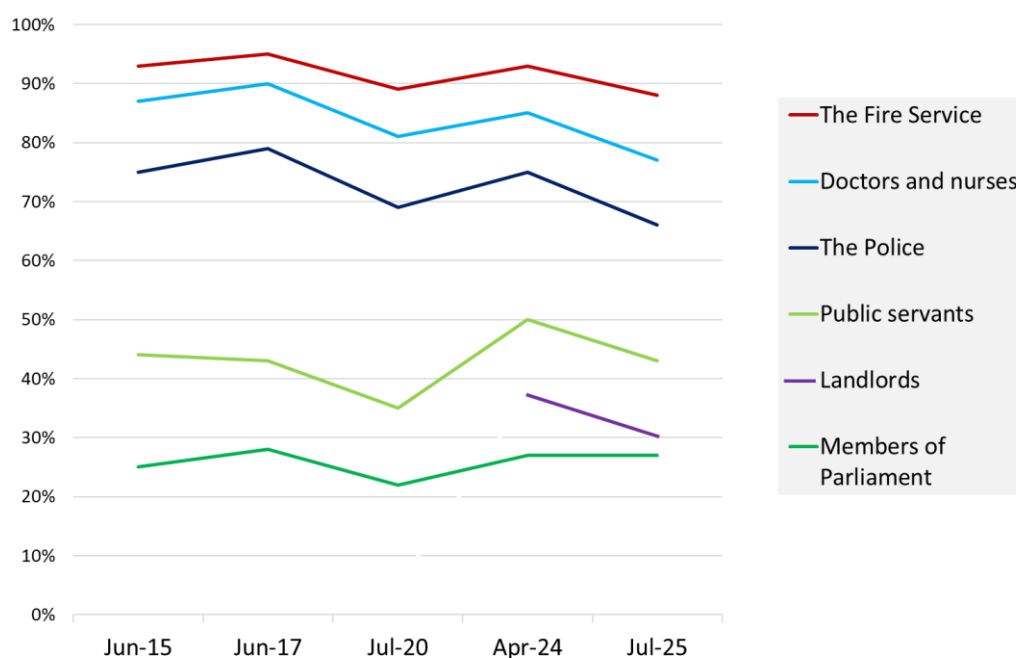


Table 1: Occupational trust & confidence – Time series

(This table shows the percentage who rated each occupation between 7 and 10 inclusive)

Q. On a scale of 0 to 10, where 0 means 'no trust and confidence' and 10 means 'full trust and confidence,' how would you rate your trust and confidence in each of the following?

	JULY 2025	APRIL 2024	JULY 2020	JUNE 2017	JUNE 2015
Unweighted base =	1,024	1,009	1,010	500	500
Trust & confidence in ...	%	%	%	%	%
The Fire Service	88*	93*	89*	95	93
The Ambulance Service	NM	92	89*	94	92
Doctors and nurses	77*	85*	81*	90	87
School teachers	NM	76*	65*	79*	75
The Police	66*	75*	69*	79*	75
Social workers	NM	61	NM	NM	NM
Lawyers	NM	53*	43	41	43
People who work for the government	43*	50*	35*	43*	44
Landlords	30*	37	NM	NM	NM
Journalists	NM	35*	23*	27*	23
Local council members	NM	35*	22*	35*	31
Members of Parliament	27	27*	22*	28	25

Percentages based on respondents giving a 7-10 rating on the 11-point scale.

* Statistically significant result in comparison to previous poll.

NM=Not measured.

Older respondents were more likely to have rated core professions higher in terms of trust and confidence

There were some significant demographic differences in the rating of high/full trust and confidence (7 to 10) amongst respondents, especially in terms of age. Refer to Table 2 on the next page. The key differences are shown below.

- The Fire Service:
 - Older respondents (aged 55+) rated T&C in the Fire Service significantly higher at 94% compared to younger respondents (81% from those aged 18 to 34, and 87% for the 35 to 54 years group).
 - Females have significantly higher T&C than males (90% cf. 85%).
 - Retirees had the highest T&C at 96%.
- The Police:
 - Older respondents (aged 55+) rated T&C significantly higher at 79% compared to younger respondents (58% for those aged 18 to 34, and 59% in the 35 to 54 years group).
- Doctors and nurses:
 - Older respondents (aged 55 or more) had significantly higher T&C at 86% compared to those aged 18 to 34 years (73%) and 35 to 54 (72%).
 - Retirees had the highest T&C at 89%, especially compared to families living with children 18 years old or younger who had the least T&C at 72%.
- Public servants:
 - Older respondents (aged 55+) had significantly higher T&C at 48% compared to those aged 18 to 34 (41%) and 35 to 54 (40%).
- Landlords:
 - Males have higher T&C than females (34% cf. 26%).
 - The group with the lowest T&C was retirees (19%).
- Members of Parliament:
 - Males have more T&C than females (30% cf. 23%).
 - Younger people (aged 18 to 34 years) have more T&C than those aged 35 to 54 years (32% cf. 22%).
 - Families living with children (18 or younger) have the least T&C (at 38%) especially compared to retirees (53%).

Table 2: Occupational trust & confidence – by age group**(This table shows the percentage who rated each occupation between 7 and 10 inclusive)*****Q. On a scale of 0 to 10, where 0 means ‘no trust and confidence’ and 10 means ‘full trust and confidence,’ how would you rate your trust and confidence in each of the following?***

Unweighted base = Trust & confidence in ...	JULY 2025			
	Total	18-34	35-54	55+
	1,024	294	377	353
	%	%	%	%
The Fire Service	88	81	87	94
Doctors and nurses	77	73	72	86
The Police	66	58	59	79
People who work for the government	43	41	40	48
Landlords	30	38	28	26
Members of Parliament	27	32	22	26

Method

This survey of 1,024 respondents aged 18 years and over was conducted online, between 10 to 13 July 2025. The maximum margin of error is +/- 3.4 percent (at the 95 percent confidence level).

The sample has been weighted by gender and age to ensure the results are representative of the population 18 years plus based on these demographic criteria. The survey was not undertaken on behalf of any organisation, but as part of Rangahau Aotearoa Research New Zealand’s social poll of New Zealanders’ opinions about topical issues.

Rangahau Aotearoa Research New Zealand is an independent, New Zealand-owned research organisation undertaking social and business research.

www.researchnz.com