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New Zealand Police

# Our Service, Your Say | Ō Whakaaro, Ā Mātou Mahi

## Annual Report 2025-26



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# Annual Report 2025-26


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# EXECUTIVE SUMMARY

Our Service, Your Say | Ō Whakaaro, Ā Mātou Mahi is the name given to the survey which measures and monitors the **New Zealand public's perceptions of the quality of the service they receive when they have contact with New Zealand Police.**

This report outlines the results of the survey for 2025-26 and is based on the opinions of n=11,063 randomly selected respondents who were surveyed (either online or by telephone) **after they had had contact with Police**.

All respondents had contact with Police either in person, by telephone or online **within 6 months** of the time of the survey. This could have been in relation to a roadside event/accident, a burglary or theft, or any other incident that involved Police contact.

This year's sample size represents an increase in the number of survey respondents compared with the previous year (n=8,081) due to a change in sample recruitment methodology. Effective as of October 2025, respondents are now sourced entirely from New Zealand's largest online panel provider (Dynata), whereas previously they were partly sourced from Dynata and partly from New Zealand Police (105).

Respondents participated in the survey on a **voluntary and confidential basis.** The survey is focused on measuring respondents' satisfaction with the overall quality of the service they believe they received when they had contact with Police. In this regard, respondents were asked to rate Police on six specific aspects of their most recent service experience. These six aspects are referred to as the Service Excellence Attributes:

1. I was treated fairly by Police.
2. Police were competent.
3. Police did what they said they would do.
4. Police took my individual circumstances into account.
5. The contact was an example of good value for tax dollars spent.
6. The service received met or exceeded expectations.

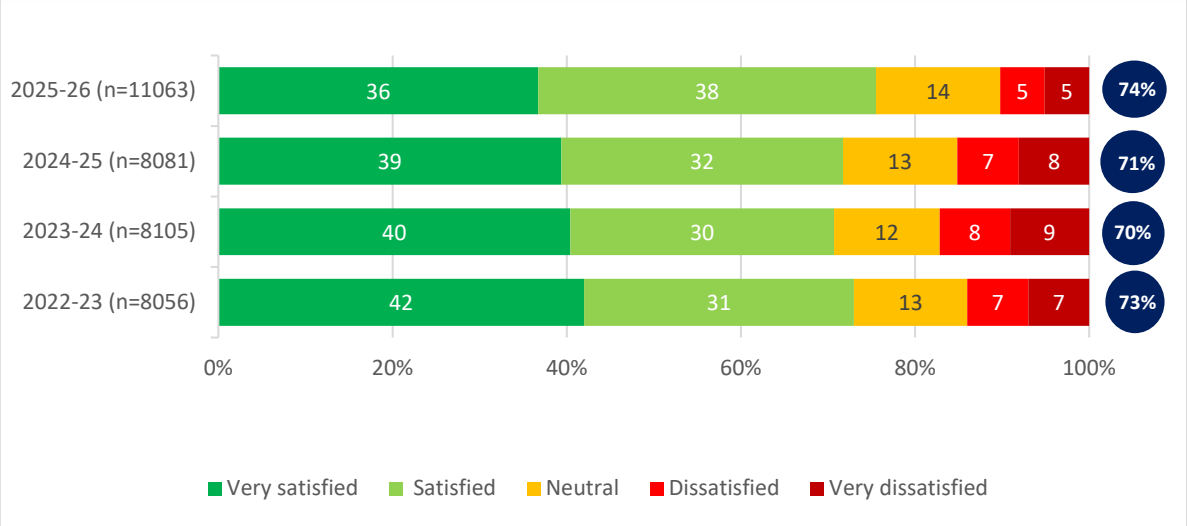
For further details about the survey methodology, please refer to Appendix A.

## Almost three-quarters of all respondents were satisfied with the overall quality of service they received from Police.

As shown in Figure 1 below, in 2025-26, 74% of all respondents were satisfied with the overall quality of service they received from Police on their most recent contact occasion. In comparison, 10% were dissatisfied.

The current satisfaction result is statistically significantly **higher** than last year (71% in 2024-25).

**Figure 1: Satisfaction with the overall quality of service received during most recent contact**




Based on the total sample.

% Percentages in blue are the combined 'very satisfied' and 'satisfied' results.

The service satisfaction results differ by many factors, including the reason why respondents had contact with Police and the way they had contact, as well as their age, gender, ethnicity, disability status and whether or not they were a victim of crime.

For example, satisfaction with the most recent contact with Police ranged from 55% for those who had reported a crime or non-emergency via 105 online, through to 82% for those whose most recent contact was a call to *555[1]. Refer to Figure 10 for a full breakdown of the results by mode of contact.

[1] Members of the public are encouraged to phone *555 to report an urgent but not life-threatening road incident or unsafe driver.

## How did respondents describe the quality of the service they received from Police?

The overall quality of the service respondents received from Police on the most recent contact occasion was also measured using the Service Excellence Attributes from the Common Measurements Tool (CMT)[2].

Figure 2 overleaf shows the results for five of the six service excellence attributes. Depending on the service attribute, between 64% and 80% of all respondents agreed that these attributes applied to the service they received from Police on their most recent contact occasion.

For example, 80% agreed that Police treated them fairly and did what they said they would do. These were the two most positively rated attributes.

In comparison, the least positive result was recorded in relation to respondents' agreement that their most recent contact with Police was an example of good value for tax dollars spent (64%), with 15% disagreeing.

The results for four of the five attributes shown in Figure 2 are significantly **higher** than those in 2024-25:

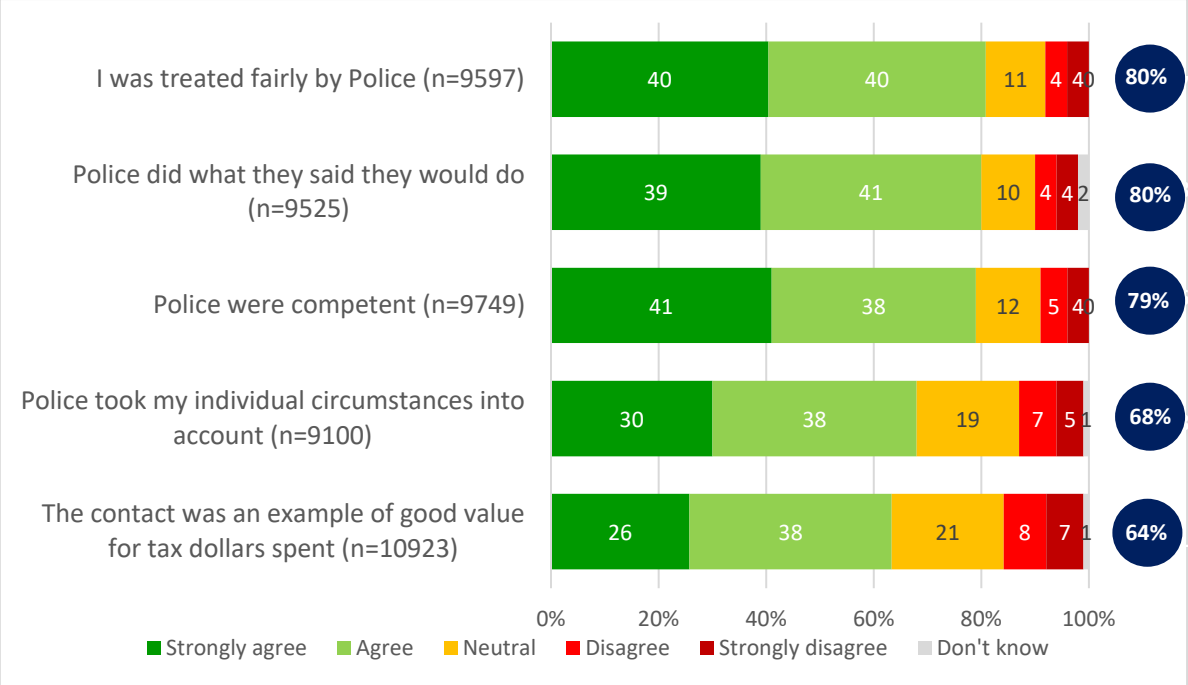
- Police treated me fairly (80% agreed with this, compared to 78% in 2024-25).
- Police were competent (79% agreed with this, compared to 77% in 2024-25).
- Police did what they said they would do (80% agreed, compared to 76%).
- The contact was an example of good value for tax dollars spent (64%, compared to 61% in 2024-25)

Agreement with the Service Excellence Attributes also differed significantly by other factors, including age, gender, ethnicity, Police District and the way in which respondents had contact with Police.

For example, agreement that Police had treated the respondent fairly, ranged from 74% of those whose last contact with Police was at a Police station, through to 87% of those who had called *555. Refer to Figure 14 for a full breakdown of the results by mode of contact.

[2] The Service Excellence Attribute questions from the Common Measurements Tool are used under licence and reproduced with the permission of the Institute for Citizen-Centred Service, Canada.

**Figure 2: Agreement-disagreement with service excellence attributes, 2025-26**




Sub-samples exclude those whose last contact was online or written. Also excludes 'Not applicable'.

% Percentages in blue are the combined 'agree' and 'strongly agree' results.

## Were respondents' service expectations met?

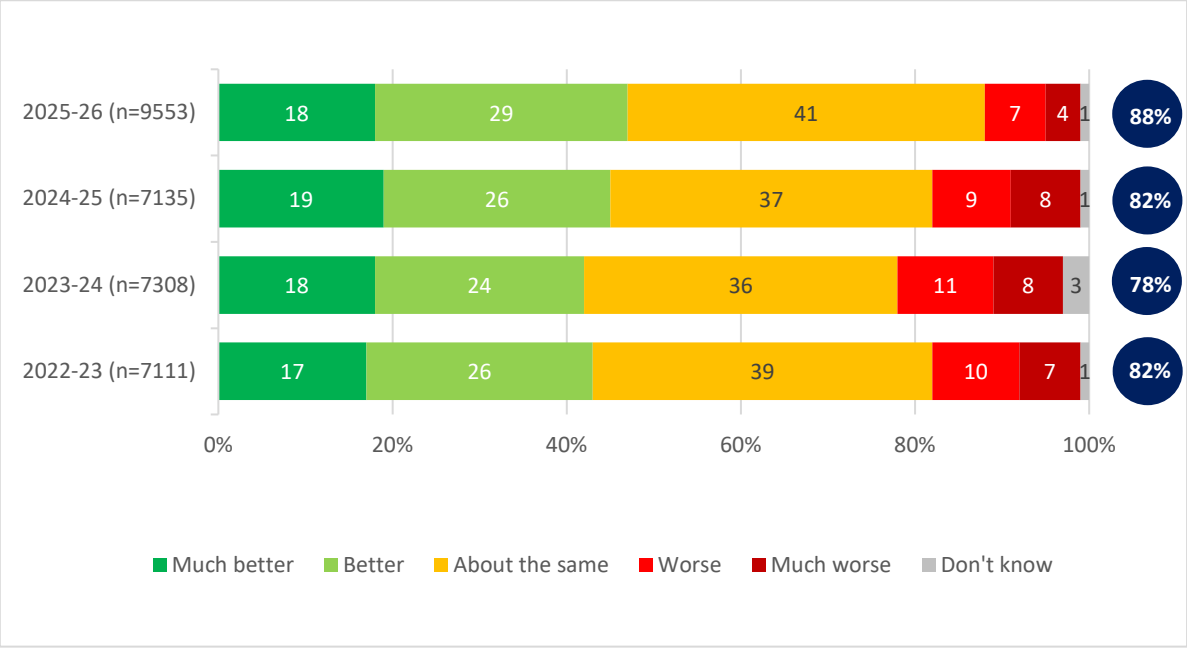
All respondents were asked to rate how the service they received from Police on their most recent contact occasion **compared with what they were expecting** (results shown in Figure 3 below). This is the sixth Service Excellence Attribute.

Excluding a small number who said they had no expectations, most respondents (88%) reported that the service they received from Police either met (41%) or exceeded (47%) their expectations.

In comparison, 7% said the service they received was 'worse' than they expected and another 4% said it was 'much worse'.

The extent to which respondents said their expectations were met or exceeded is significantly **higher** than last year (88%, compared to 82% in 2024-25).

**Figure 3: Extent to which the service received from Police met or exceeded the service they expected to receive**




Based on those respondents who had some prior expectations as to the quality of service they would receive from Police.

% Percentages in blue are the combined 'About the same', 'Better' and 'Much better' results.

## What drives satisfaction with the service received from Police?

A detailed analysis of the survey results has found that three specific factors **mostly** account for respondents' satisfaction (or dissatisfaction) with the quality of the service received from Police. These are the same three factors or 'drivers' that were identified in 2024-25, 2023-24 and in 2022-23:

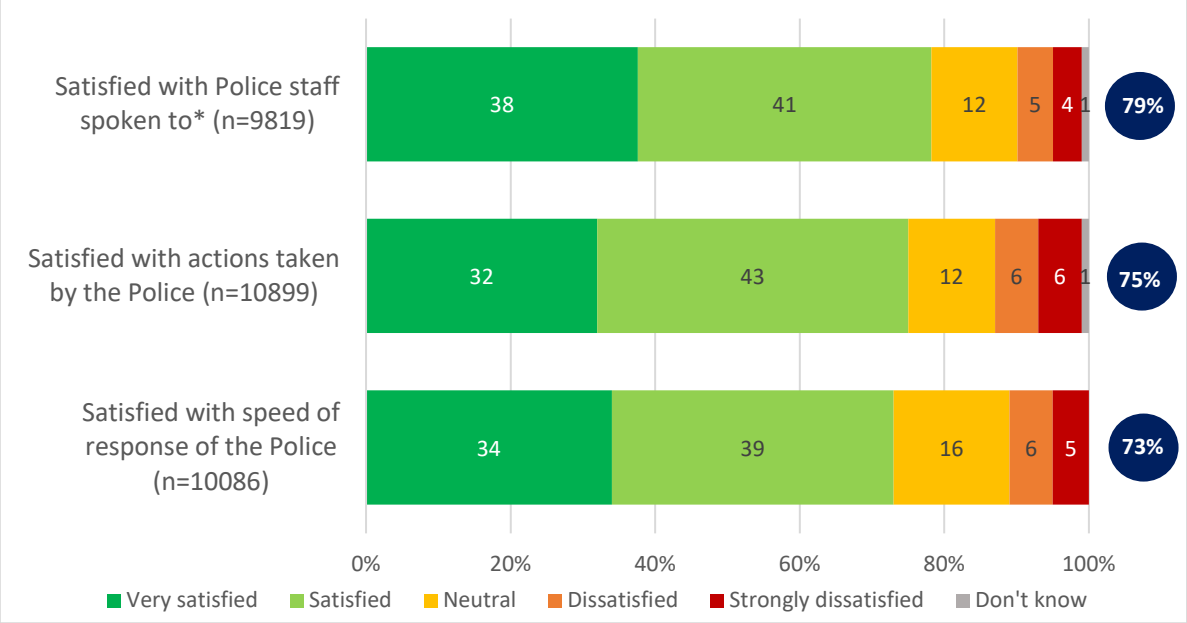
1. Satisfaction with the staff spoken to.
2. Satisfaction with the action taken by Police.
3. Satisfaction with the speed of their response.

Figure 4 below shows that around three-quarters of all respondents were satisfied with Police in relation to each of these three attributes based on the most recent contact occasion.

The most positive result related to their satisfaction with the Police staff that they spoke to (79%), followed by their satisfaction with the actions taken by Police (75%) and the speed of response (73%).

All three of these satisfaction results are significantly **higher** than in 2024-25 (see Sections 5.2, 5.3 and 5.4).

**Figure 4: Satisfaction with factors most influential in determining service satisfaction, 2025-26**




Based on the total sample, excluding those who said, 'not applicable' and 'would rather not say'.
*Sub sample excludes those whose only contact with Police was through 105 online or in writing.

% Percentages in blue are the combined 'satisfied' and 'very satisfied' results or combined 'agree' and 'strongly agree' results.

## Key results by method of most recent contact.

Figure 5 overleaf provides a summary of the key results by the method of the most recent contact with Police. As an example, overall satisfaction varies from 82% for ‘called *555’ to 55% for ‘105 online’.

**Figure 5: Summary of key results by method of most recent contact, 2025-26**

| | **All points of contact** | **Called *555** to report a road incident or unsafe driver | **Police contacted me by phone** | **Other in-person** Not at the roadside or police station | **Called 105** to report a crime or non-emergency | **Roadside** at an accident, checkpoint, stopped for speeding etc. | **Visited a Police station** to report an incident, lost property, bail reporting etc. | **Called 111** for emergency assistance or to report a serious incident | **In writing** Email, letter, infringement notice etc. | **105 online** to report a crime or non-emergency |
|---|---|---|---|---|---|---|---|---|---|---|
| Satisfied with overall quality of service | 74% | 82% | 80% | 71% | 78% | 76% | 71% | 79% | 61% | 55% |
| **Service Excellence Attributes** | n=11,063 | n=243 | n=278 | n=1462 | n=742 | n=4946 | n=795 | n=1074 | n=460 | n=731 |
| I was treated fairly | 80% | 87% | 83% | 75% | 81% | 81% | 74% | 77% | N/A | N/A |
| Staff were competent | 79% | 85% | 81% | 73% | 81% | 80% | 74% | 76% | N/A | N/A |
| Staff did what they said they would do | 80% | 74% | 76% | 75% | 78% | 84% | 69% | 74% | N/A | N/A |
| Staff took their individual circumstances into account | 68% | 79% | 76% | 66% | 74% | 68% | 66% | 70% | N/A | N/A |
| Service represented good value for tax dollars | 64% | 74% | 68% | 61% | 65% | 64% | 61% | 66% | 52% | 56% |
| Service met or exceeded expectations | 88% | 87% | 90% | 87% | 85% | 92% | 79% | 84% | 84% | 74% |

## To what extent are hate crimes being experienced and reported to Police?

In addition to measuring respondents' satisfaction with the quality of the service they believed they received from Police on their most recent contact occasion, the survey included a module of questions about **'hate crime'**.

This was defined to respondents as 'being verbally or physically attacked (or other offences committed) because of your age, gender identity, race, religion, sexual orientation, disability or other personal characteristic'.

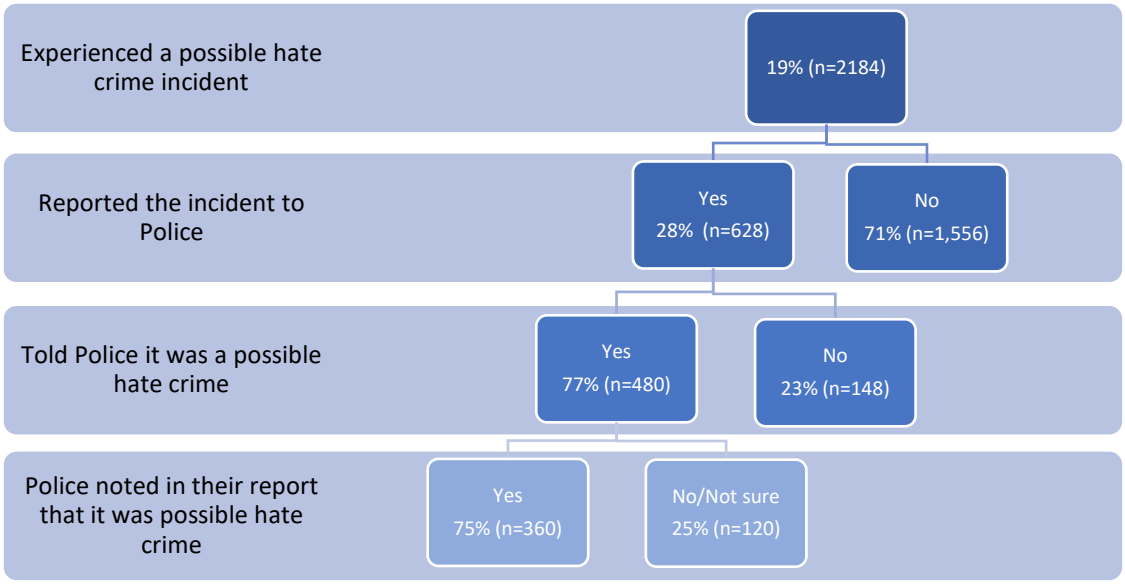
As shown in Figure 6 overleaf, almost one-in-five respondents (19%) reported having experienced an attack or offence in the last 6 months which they believed was motivated by their age, gender identity, race, religion, sexual orientation, disability or other personal characteristic. This result is similar to that recorded last year (18% in 2024-25).

Some specific groups of respondents were significantly more likely to say that this had happened to them. For example, 45% of respondents who self-reported as having a disability said they had experienced an attack or offence in the last 6 months which they believe was motivated by their personal characteristics, as did 30% of LGBTQIA+ respondents, 30% of 16-24 year olds, 29% of those who identified as 'another gender' (i.e., neither male nor female), 24% of Māori, 24% of Pasifika and 23% of Asian respondents.

Of the 18% of all respondents who said they had experienced a hate crime, less than one-third (28%) said they reported the incident to Police.

Of those who reported the incident, 77% told Police that they thought the incident was motivated by their age, gender identity, race, religion, sexual orientation, disability or other personal characteristics. Seventy-five percent of these respondents understood that the Police had included that information in their report. This equates to 16% of the original n=2,184 who had reported having experienced a hate crime incident within the past 6 months.

**Figure 6: Incidence and reporting of hate crimes, 2025-26**




Based on the total sample of n=11,063.

## What is the Police service experience like for Māori?

The Our Service, Your Say survey includes a module of questions that measure the recent engagement experiences of Māori with Police from a te ao Māori perspective.

The questions were developed based on the key findings of a qualitative research study completed in 2022, which explored what it would look like for Māori to be treated with respect, fairness and cultural understanding by Police, as both an individual and as part of a wider collective of whānau, hapū and iwi[3].

The module is only asked of respondents who **self-identify as Māori** and whose last contact/interaction with Police was **in-person or over the telephone**. Respondents whose most recent contact was online or in writing are not included as the questions all relate to a direct engagement with Police.

The questions cover a range of aspects relating to their most recent contact experience, from the initial greeting and perceptions of fairness and cultural respectfulness through to feelings of pre-judgement and intimidation.

This year's survey found that Māori respondents rated the following aspects of engagement **most positively**:

- Police greeted them politely/with respect (85% agreement).
- Police had clearly explained to them what was happening and why (82% agreement).
- Police let them speak and had listened to them (76% agreement).
- Police had acted fairly given the situation (71% agreement).

Although more than one-half of respondents rated all other aspects of their most recent engagement positively, some rated these aspects relatively **more negatively**. For example:

- 27% felt the Police had automatically assumed they were in the wrong.
- 24% said they had felt intimidated by the Police.
- 26% felt the Police had pre-judged them because of previous dealings with them or their whānau and 20% felt they had been pre-judged because they are Māori.
- 22% said Police had made them feel whakamā/embarrassed because of something they did or said to them.

[3] Taylor, T (TT Consulting Tāpui Limited) and Falloon, J (Rangahau Aotearoa | Research New Zealand), *Informing the development of a Māori module for Ō Whakaaro, Ā Mātou Mahi | Our Service – Your Say (Customer Experience survey) 2022.*

## Organisation of this report.

This report is organised in **six** sections:

- Section 1: What was the most recent contact with Police about and how was the contact made?
- Section 2: Were people satisfied with the service they received from Police?
- Section 3: How does the service received from Police rate against the service excellence attributes?
- Section 4: What are the key factors driving satisfaction?
- Section 5: To what extent are the public experiencing and reporting hate crimes?
- Section 6: Māori experiences with regard to the service received from Police.

In Sections 1-4, the results are presented by the way respondents most recently had contact with Police, their age, gender, ethnicity and disability status, as well as Police District. Results based on fewer than n=150 respondents are footnoted in the graphs, indicating caution due to the low base number and higher margins of error. For example, any result based on a sub-sample size of n=100 is subject to a maximum margin of error of ±10% (at the 95% confidence level).

Note that we have chosen to use the term 'those who identify as another gender' to represent respondents who did not select 'male' or 'female'. We have chosen this descriptor to ensure respect, accuracy and inclusivity in our representation of all respondents.

The term 'LGBTQIA+' has been used to identify any respondent who self-identified as 'gay', 'lesbian', 'bisexual' or 'other' sexual orientation. Results by this sub-group of respondents are only included in the Hate Crime section of this report as their results for all other aspects of the survey generally reflect those of the total sample of respondents.

All statistically significant differences within each population group are noted. A 'significant difference' in statistics refers to a result that is unlikely to have occurred by chance. Commonly, a p-value below 0.05 indicates significance, meaning there is less than a 5% chance the result occurred by chance.

# 1.0 What was the most recent contact with Police about and how was that contact made?

## 1.1 What was the most recent contact with Police about?

Having confirmed that respondents had contact with Police in the last six months, they were asked to describe **what their most recent contact with Police was about**.

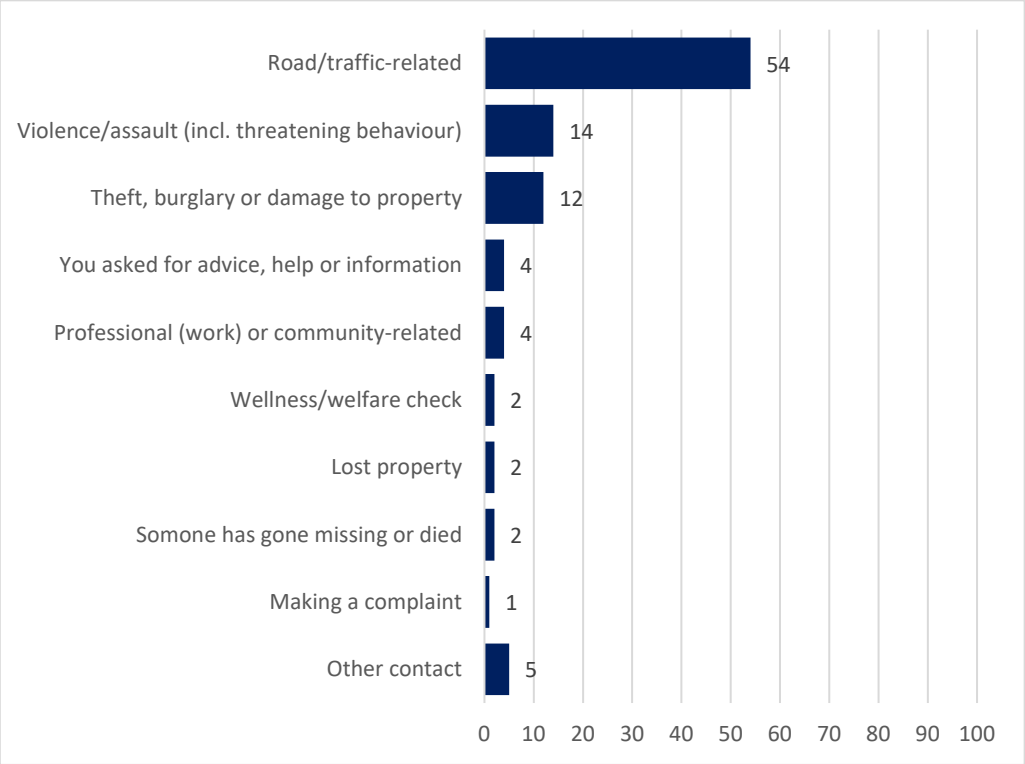
*Q. Can you tell me what your most recent contact with Police was about?*

Figure 7 overleaf provides the results to this question. Note that the contact reasons shown in the table are high-level. Respondents were given a more extensive list of possible contact reasons under each high-level category. For example, in the case of road/traffic related contact, this included contact for random breath alcohol testing; random checking for warrant of fitness, registration, etc.; careless/dangerous driving; speeding; traffic incident/accident; roadside assist; and reporting a driving incident.

The key results are as follows:

- More than one-half (54%) of respondents reported that their most recent contact with Police was for **road or traffic-related reasons**. This included, for example:
    - A random breath alcohol test/driving under the influence (for 22% this was the most recent contact).
    - Another type of checkpoint (11%).
    - Speeding (9%).
    - A traffic incident or accident (5%).
- The next two most frequently mentioned reasons for contact with Police related to an assault or violence (14%) while 12% said it was related to theft, burglary or damage to property.
- All other high-level reasons for contact were mentioned by fewer than 10%.

**Figure 7: Reason for most recent contact with Police, 2025-26**




Based on the total sample of n=11,063.
Total may not sum to 100% due to rounding.

### Significant differences by demographic characteristics

Reasons for contact varied for particular demographic groups. For example:

- Road or traffic-related incidents:
    - **Pasifika** and **Asian** respondents were significantly more likely to report that their most recent contact with Police was **road or traffic-related** (59% and 58% respectively, compared with 54% of all respondents).
    - **Males** (61%) and younger respondents were also significantly more likely to report that their most recent contact with Police was road or traffic-related (57% of respondents aged **16-24 years** and 59% of those aged **25-39,** compared with 54% of all respondents).
- Theft, burglary or property damage:
    - Contact relating to **theft, burglary or property damage** was significantly more common amongst respondents aged **55-69 years** (15% said their contact was related to theft, burglary or property damage compared with 12% of all respondents).

- Violence or an assault:

    - Respondents with a **disability** were significantly more likely to report that their most recent contact with Police was in relation to **violence or an assault**. This was mentioned by 19% of those who self-reported they have a disability, compared with 14% of all respondents.

    - **Māori** were also more likely to report that their most recent contact with Police related to violence or an assault (18%, compared to 14% of all respondents).

    - Compared to males, **females** were also significantly more likely to report that their most recent contact with Police was in relation to violence or an assault (17% of females, cf. 9% of males).

    - **LGBTQIA+** respondents were also significantly more likely to report that their most recent contact with Police related to violence or an assault (18%, compared to 14% of all respondents).

## 1.2 How was the most recent contact made?

In addition to asking respondents what their most recent contact with Police was about, respondents were also asked to identify **how that contact was made**.

> *Q. Thinking about the contact you had with Police about [reason for contact], how did you have this contact?*

Figure 8 overleaf provides the results to this question. Note that respondents were asked to identify all of the ways they had contact with Police about a certain matter and then which of those was the most recent contact.

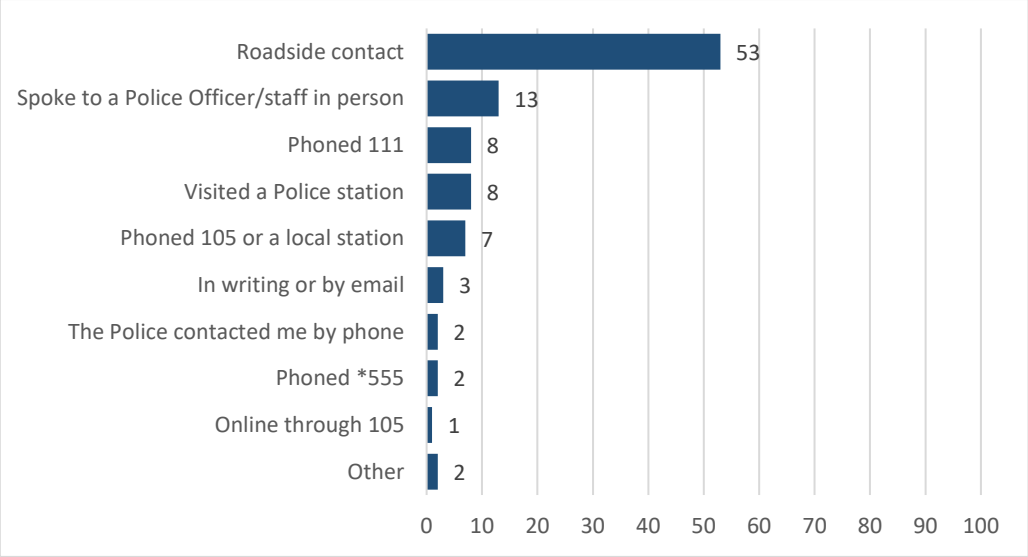
Key results are as follows:

- As in previous years and given that contact on the most recent occasion was most frequently for road or traffic-related reasons, the most common method of contact (based on the most recent contact) was at the **roadside** (53%).

- 13% of respondents said they spoke to a Police Officer **in person** (other than at the roadside or over a station front counter)

- All other ways of contact were mentioned by fewer than 10% of respondents.

**Figure 8: How the most recent contact with Police was made, 2025-26**




Based on the total sample of n=11,063.
Total may not sum to 100% due to rounding.

### Significant differences by demographic characteristics

Contact channels varied for particular demographic groups. For example:

- **Roadside contact** was significantly more common amongst males (59%), **younger** respondents (57% of those aged 16-24 and 56% of those aged 25-39), **Asian** (57%) and **Pasifika** (57%), compared with 53% of all respondents.

- 13% of all respondents said their most recent contact was **in-person** (other than at the roadside or at a station). This was significantly more likely amongst **Māori** (18%), those with a **disability** (17%), and **females** (15%).

- 8% of all respondents said their most recent contact with Police was through **111**. Use of this channel was significantly higher amongst **Asian** respondents (11%).

- 7% of all respondents said their most recent contact with Police was by **calling 105**. Use of this channel was significantly higher amongst respondents aged **55-69 years** (12%).

- **Older** respondents were also significantly more likely to report having **visited a Police station** (11% of those aged 55-69 and 15% of those aged 70 and over, compared with 8% of all respondents).

# 2.0 Were people satisfied with the service they received from Police?

## 2.1 Satisfaction with most recent contact with Police

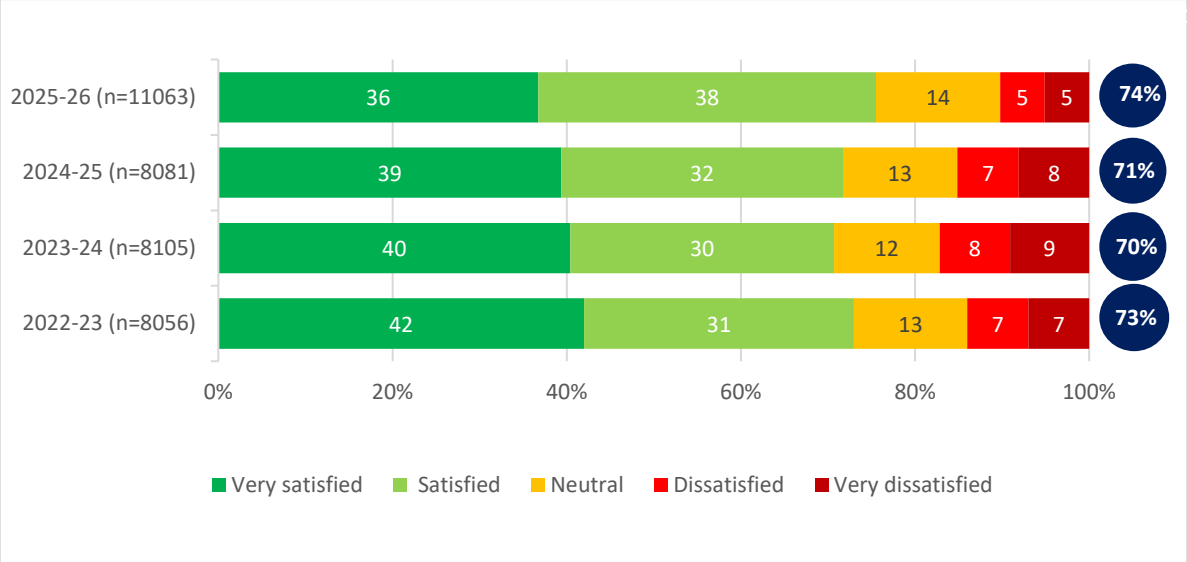
Having established **why** respondents had contact with Police in the last 6 months, and **how** they had that contact, they were then asked to rate their **satisfaction with the overall quality of service** they received during their **most recent contact** using a scale of 1 to 5, where 1 was 'very dissatisfied' and 5 was 'very satisfied'.

> *Q. How satisfied were you with the overall quality of service you received [about a particular matter] that day?*

As illustrated in Figure 9 below, 74% of respondents reported being satisfied with the quality of service they received during their most recent contact with Police. Another 14% provided a neutral rating, while 10% said they were dissatisfied.

At 74%, the current level of satisfaction is statistically **higher** than in 2024/25 (71%).

**Figure 9: Satisfaction with the overall quality of service received during most recent contact**




Based on the total sample.

% Percentages in blue are the combined 'very satisfied' and 'satisfied' results.

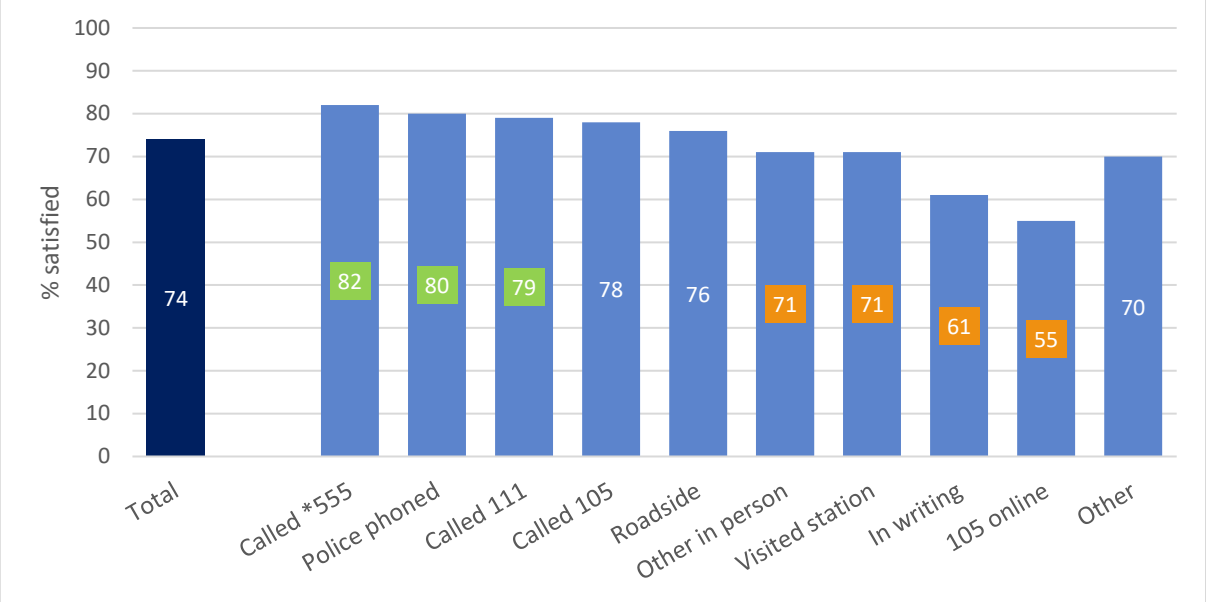
**Significant differences by point of contact**

- As shown in Figure 10 below, respondents who contacted Police most recently through ***555** were significantly more likely to be satisfied with the overall quality of service received (82% were satisfied, compared with 74% of all respondents).

- Those who had **received a phone call** from Police (80%), or whose most recent contact was a call to **111** (79%), were also significantly more likely to be satisfied.

  In comparison, the lowest levels of satisfaction were recorded amongst those whose most recent contact was non-verbal. For example, 61% of those whose most recent contact was **in writing** were satisfied with the quality of service received, as were 55% of those who **contacted Police using 105 online reporting.** In fact, around one-quarter of respondents whose most recent contact was online through 105 (23%) were **dissatisfied** with the service they received, compared with 10% of all respondents.

**Figure 10: Satisfaction with the overall quality of service received during most recent contact with Police – by point of contact, 2025-26**




Based on the total sample of n=11,063.

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

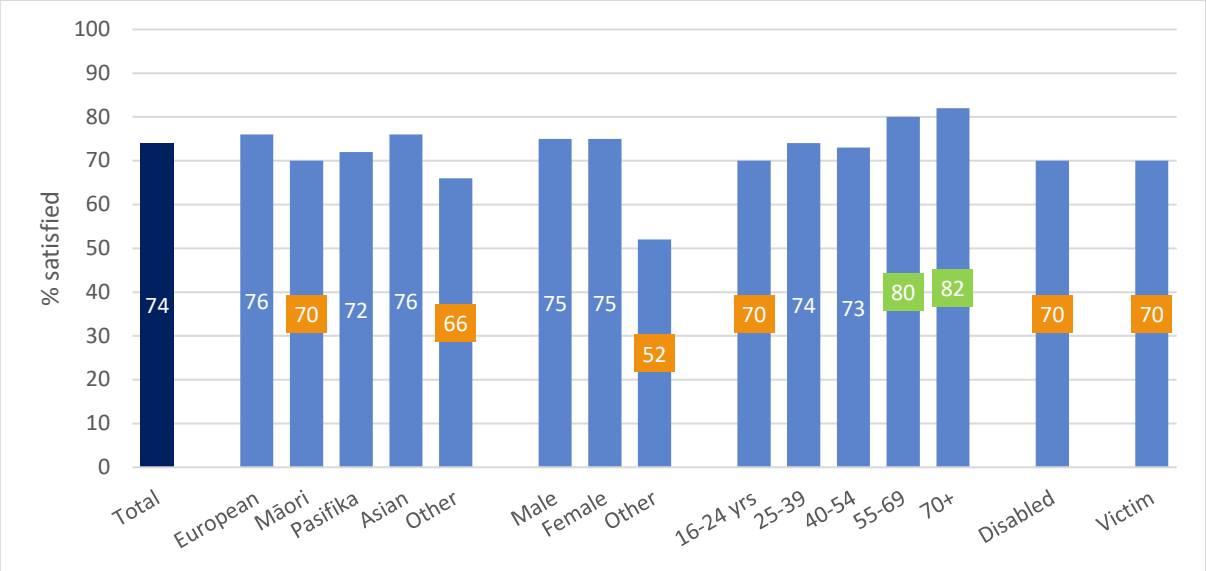
**Significant differences by demographic characteristics**

Satisfaction with the most recent contact was significantly higher amongst older respondents (80% of those aged **55-69** were satisfied as were 82% of those aged **70 years and over**, compared with 74% of all respondents) (Figure 11 below).

However, the following groups of respondents were significantly less likely to report being satisfied with their most recent contact experience:

- Those who identify as **Māori** (70% satisfaction) or **other ethnicity** (66% satisfaction).
- Those who identify as **another gender** (52% satisfaction).
- **16-24** year olds (70% satisfaction).
- Those with a **disability** (70% satisfaction).
- **Victims** of crime (70% satisfaction).

**Figure 11: Satisfaction with the overall quality of service received during most recent contact with Police – by demographic groups, 2025-26**



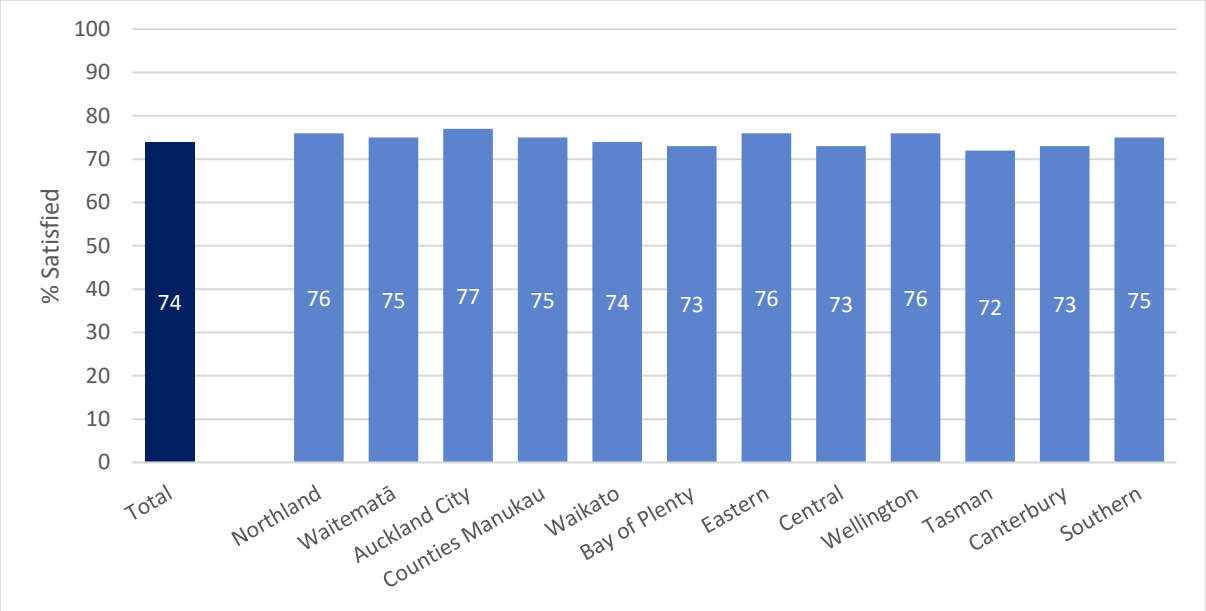

Based on the total sample of n=11,063.

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## Significant differences by Police District

There are **no** statistically significant differences in overall satisfaction by Police District (Figure 12 below).

**Figure 12: Satisfaction with the overall quality of service received during most recent contact with Police – by Police District, 2025-26**




Based on a total sample size of n=11,063.

# 3.0 How does the service received from Police rate against the Service Excellence Attributes?

In order to measure the quality of respondents' service experience with Police, Our Service, Your Say uses Service Excellence Attributes questions from the Common Measurements Tool (CMT).[4]

The six Service Excellence Attributes were identified as a result of the 2007 'Drivers Survey[5]', as the factors which have the greatest influence on New Zealanders' satisfaction with, and trust in, all public services.

The attributes are:

1. I was treated fairly.
2. Staff were competent.
3. Staff did what they said they would do.
4. The service experience met your expectations.
5. Your individual circumstances were taken into account.
6. It's an example of good value for tax dollars spent.

Respondents who had direct (verbal) contact with Police were asked to rate four of these Service Excellence Attributes on a five-point scale from 'strongly disagree' to 'strongly agree' in relation to their most recent point of contact with Police. A 'not applicable' response option was also available for each attribute (along with 'don't know' and 'would prefer not to say' options).

All respondents were asked to rate 'the service experience met your expectations' and 'it's an example of good value for tax dollars spent' attribute statements.

[4] The Service Excellence Attribute questions from the Common Measurements Tool are used under licence and reproduced with the permission of the Institute for Citizen-Centred Service, Canada.

[5] State Services Commission. (2007). *Understanding the Drivers: Summary Report*. Accessed 10 November 2023, from: Understanding-the-Drivers-Summary-Report.pdf (ssc.govt.nz)

## 3.1 I was treated fairly by Police

The following question was asked to measure respondents' agreement with the Service Excellence Attribute; **I was treated fairly** (by Police).

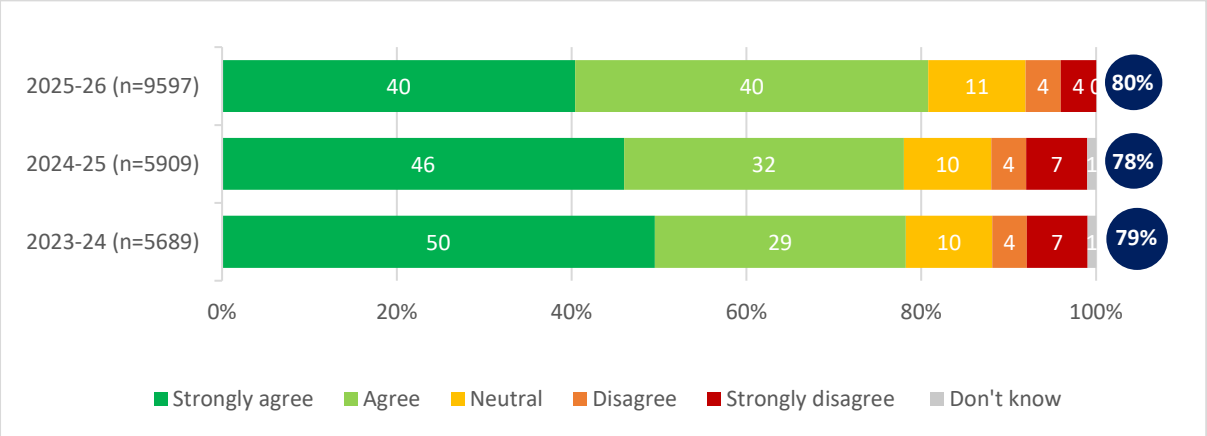
> *Q. Thinking about the contact you had with Police [for particular reason], how much do you agree or disagree you were treated fairly when you [point of contact]?*

Note that respondents whose most recent contact was written or online were not asked the question. Note, also, that this question was asked differently in 2022-2023. This means that the results for that year are not directly comparable to those of the years following.

Over three-quarters of all respondents (80%) agreed they had been treated fairly during their most recent contact with Police (i.e., 'strongly agreed' or 'agreed') (Figure 13 below). Approximately one-in-ten (8%) felt they had not been treated fairly and a similar proportion (11%) provided a neutral rating. Respondents who rated this attribute as 'not applicable' have been excluded from the analysis.

Although the extent to which respondents 'strongly agreed' that they had been treated fairly has significantly **decreased** over time (from 50% in 2023-24 to 40% in 2025-26), overall agreement with this attribute has significantly **improved** since last year (80% 'agreed' or 'strongly agreed', compared to 78% in 20256-26).

**Figure 13: Agreement as to whether or not respondents were treated fairly by Police**




Based on those whose recent contact with Police was in person (excludes written/online contact and 'not applicable' responses).

% Percentages in blue are the combined 'agree' and 'strongly agree' results.

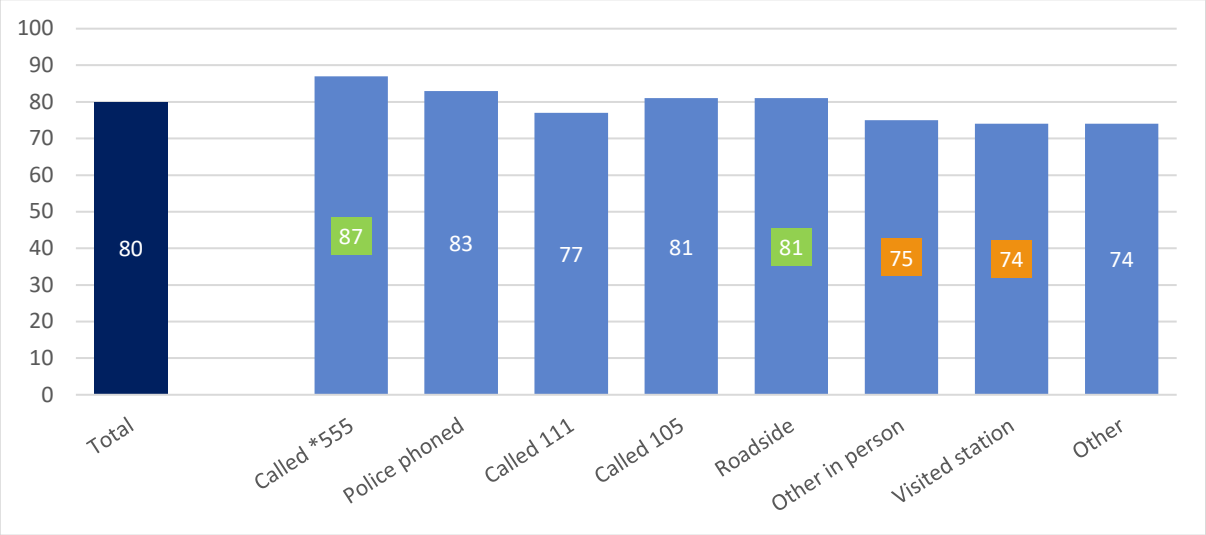
## Significant differences by point of contact

There are several significant differences in terms of respondents' perceptions of fairness based on their most recent point of contact (Figure 14 below).

Respondents who **called *555** or whose most recent contact with Police was at the **roadside** believed they had been treated fairly to a **higher** extent (87% and 81% respectively agreed they were treated fairly, compared with 80% of all respondents).

In contrast, respondents whose most recent contact was at a **Police station** or **other in person** contact were significantly **less likely** to agree that they were treated fairly by Police (74% and 75% respectively, compared with 80% of all respondents).

**Figure 14: Percentage of respondents who agreed they were treated fairly by Police – by point of contact, 2025-26**




Based on a total sample of n=9,599 excluding online and written contact, and those who said, 'Not applicable'.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

**Significant differences by demographic characteristics**

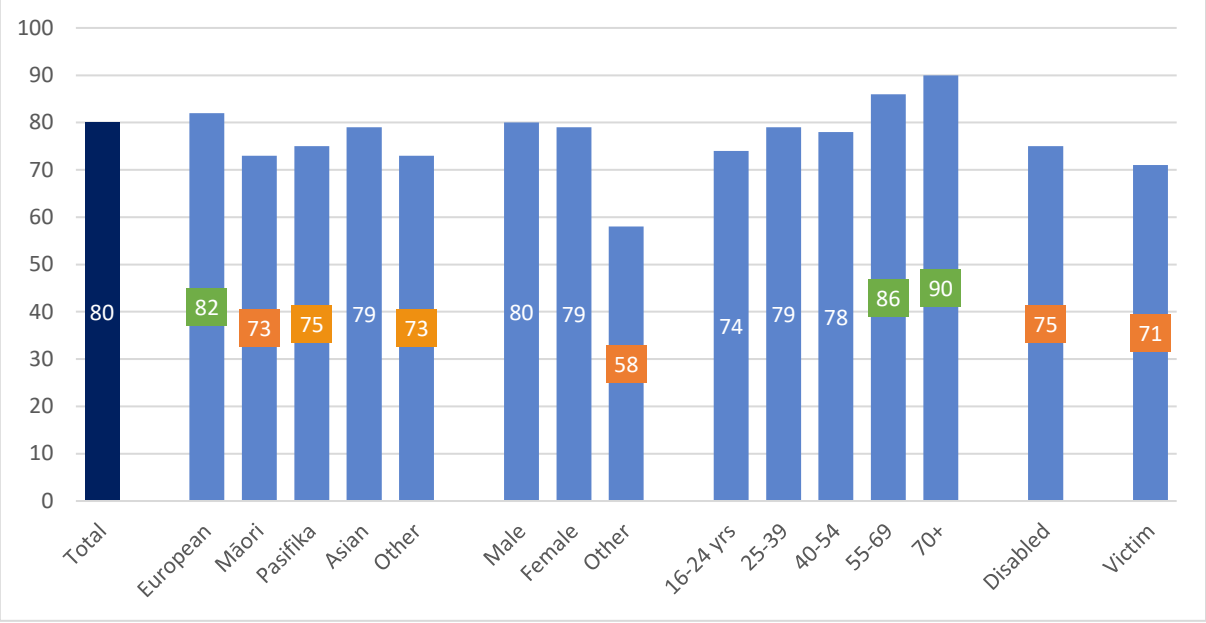
There are also several significant differences in respondents' overall perception of fairness based on their demographic characteristics (Figure 15 below).

Respondents who identified as **European** were significantly **more likely** to agree they had been treated fairly by Police during their most recent contact (82%, compared with 80% of all respondents), as were **older** respondents (86% of those aged 55-69 years and 90% of those aged 70+).

However, the following demographic groups were significantly **less likely** to feel they had been treated fairly:

- Respondents of **Māori** (73% agreement), Pasifika (75% agreement) or **other** ethnicity (73% agreement).
- Respondents who identified as **another gender** (58% agreement).
- Those with a **disability** (75% agreement).
- **Victims** of crime (71% agreement).

**Figure 15: Percentage of respondents who agreed they were treated fairly by Police – by demographic groups, 2025-26**

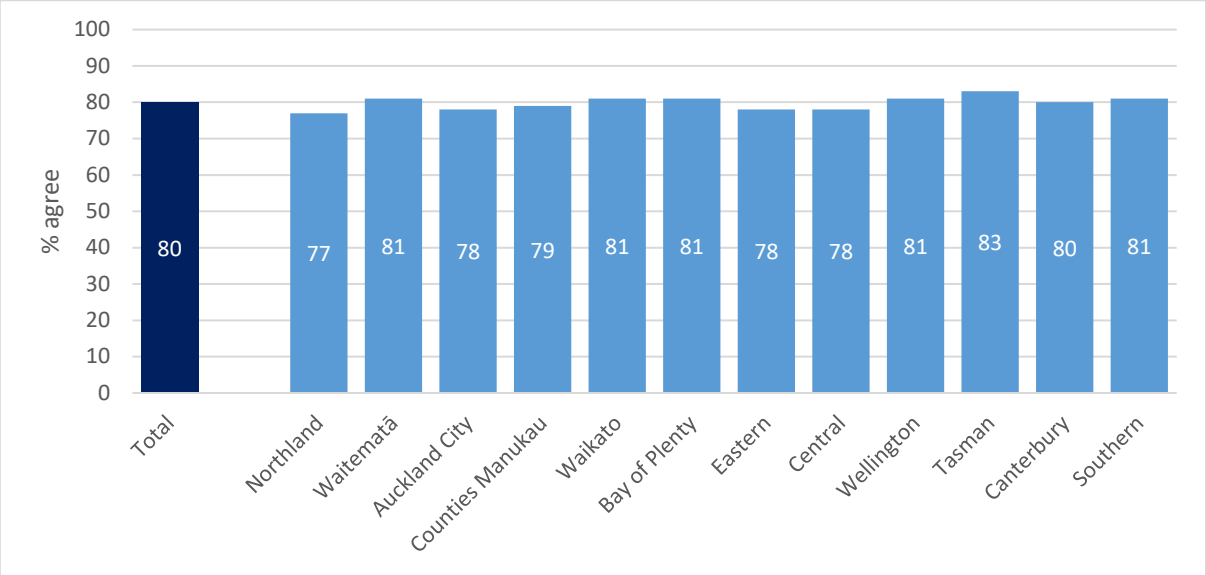



Based on a total sample of n=9,599, excluding online and written contact, and those who said, 'Not applicable'.
Note: The sample size for those who identified as another gender (n=109) is relatively small.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## Significant differences by Police District

As illustrated in Figure 16 below, there are **no** statistically significant differences in perceptions of 'fairness' by Police District.

**Figure 16: Percentage of respondents who agreed they were treated fairly by Police – by District, 2025-26**




Based on a total sample of n=9,599**,** excluding online and written contact, and those who said, 'Not applicable'.

## 3.2 Police were competent

Another of the Service Excellence Attributes that measures the quality of respondents' service experience with Police is the extent to which respondents agreed that the staff they dealt with on the most recent contact occasion were **competent**.

> *Q. Thinking about the contact you had with Police staff [by point of contact] about [reason for contact], how much do you agree or disagree with the following statement?*
>
> *'Staff were competent'.*

Respondents whose contact was in writing or with 105 online were not asked this question, and respondents who rated this attribute as 'not applicable' have also been excluded from the analysis of the results.

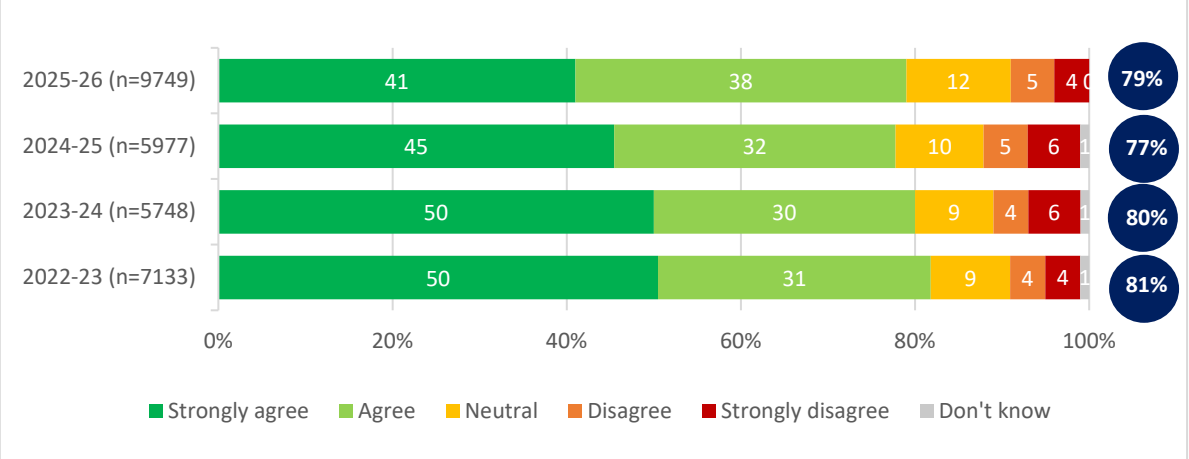
In 2025-26, most respondents (79%) 'strongly agreed' or 'agreed' that the Police staff they dealt with on the most recent occasion were competent, with 41% providing the best possible result of 'strongly agreed' (Figure 17 below).

In comparison, one-in-ten (9%) disagreed that staff were competent, while a similar proportion (12%) gave a neutral rating.

Although the extent to which respondents 'strongly agree' with this attribute has steadily decreased over the past few years (currently 41%, down from 45% in 2024-25 and 50% for the two years prior to that), a significant **increase** in the proportion who 'agreed' has brought the overall agreement result up to 79%, which is significantly **higher** than the 77% reported in 2024-25.

Although comparable to 2023-24 (80%), the current result is significantly **lower** than it was in 2022-23 (81%).

**Figure 17: Percentage of respondents who agreed staff were competent during their most recent contact**




Sub-sample excludes online and written contact, and those who said, 'Not applicable'.

% Percentages in blue are the combined 'agree' and 'strongly agree' results.

**Significant differences by point of contact**

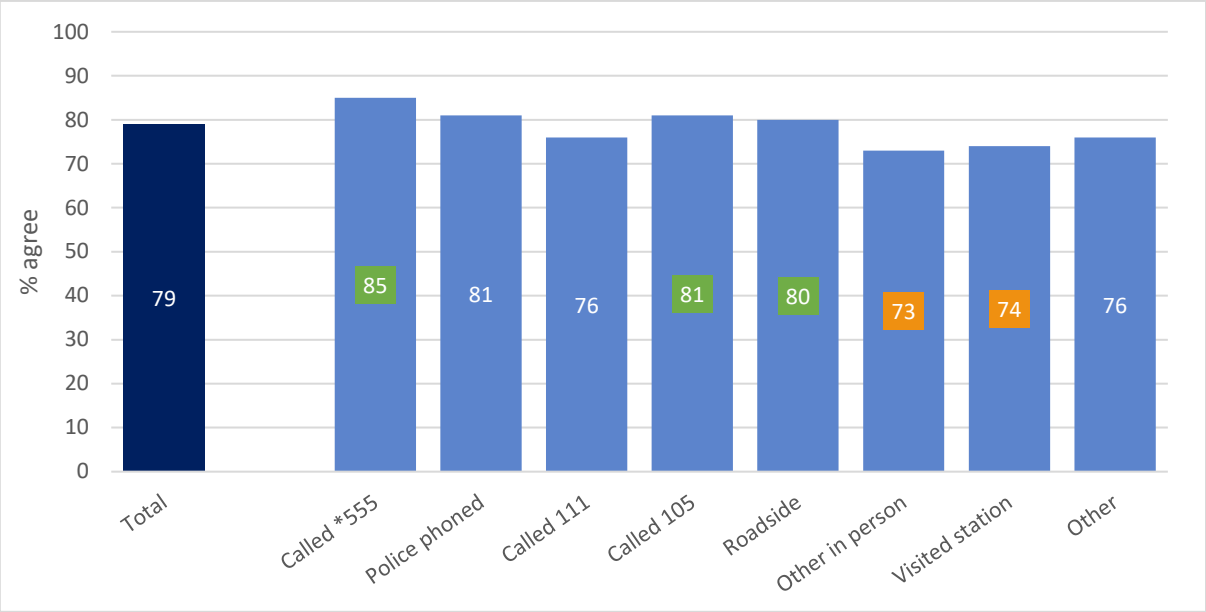
As illustrated in Figure 18 below, there are significant differences in the extent to which respondents agreed Police staff were competent by the point of contact.

For example, respondents whose most recent contact was made by **phoning *555** were significantly more likely to agree that staff were competent (85%, compared with 79% of all respondents).

Respondents whose most recent contact was via **105 phone** (81%) or at the **roadside** (80%), were also significantly more likely to agree that Police were competent.

In comparison, a significantly lower proportion of those whose most recent contact was by **visiting a Police station** (74%) or **other in person** contact (73%), agreed Police staff were competent.

**Figure 18: Percentage of respondents who agreed staff were competent during their most recent contact – by point of contact, 2025-26**




Based on a total sample of n=9,749**,** excluding online and written contact, and those who said, 'Not applicable'.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

**Significant differences by demographic characteristics**

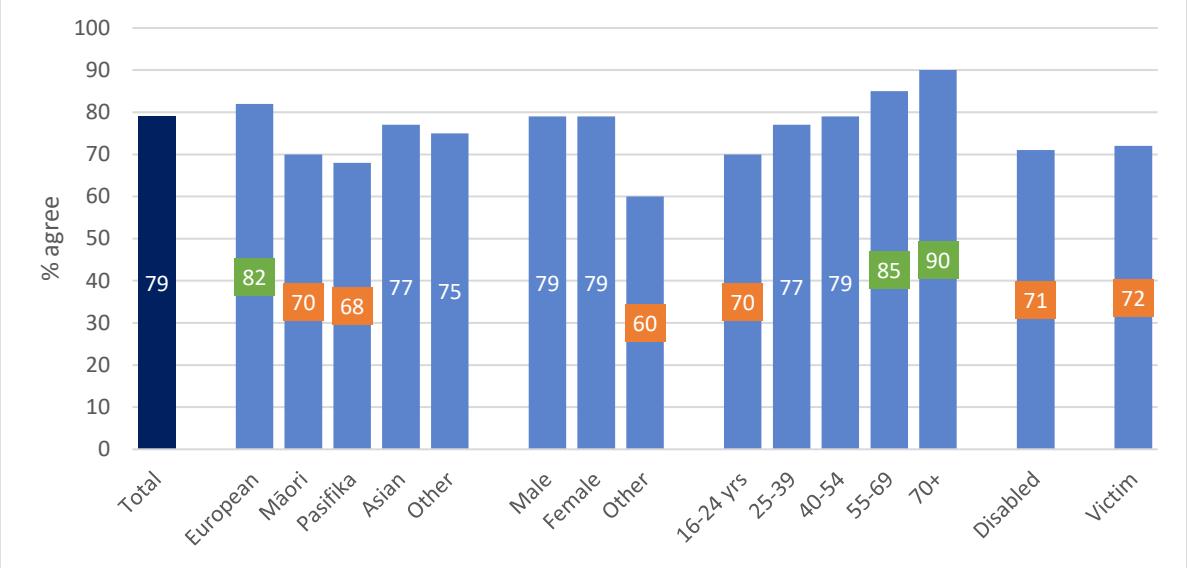
Similar to last year, respondents aged **70 years and over** (90%) and those aged **55-69 years** (85%) were significantly more likely to agree that Police staff that they dealt with on the most recent occasion were competent (compared with 79% of all respondents) (Figure 19 below).

Respondents of **European** ethnicity were also significantly more likely to agree that staff were competent (82%).

However, the following groups of respondents were significantly less likely to agree that Police staff were competent:

- Both **Māori** (70% agreement) and **Pasifika** (68% agreement).
- Respondents who identified as **another gender** (60% agreement).
- Respondents **16-24 years** of age (70% agreement).
- Those with a **disability** (71% agreement).
- **Victims** of crime (72% agreement).

**Figure 19: Percentage of respondents who agreed staff were competent during their most recent contact – by demographics, 2025-26**



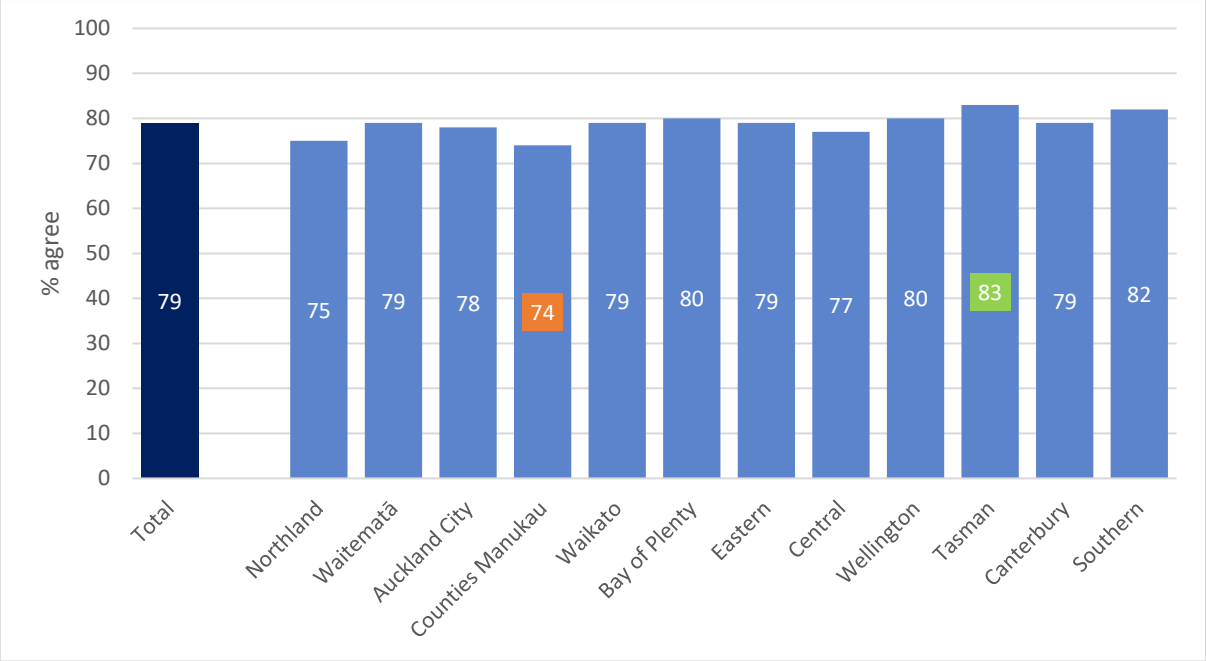

Based on a total sample of n=9,749, excluding online and written contact, and those who said, 'Not applicable'.
Note: The sample size for those who identified as another gender (n=87) is relatively small.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## Significant differences by Police District

Respondents whose most recent contact with Police resulted from an incident/event in the **Tasman** District were significantly more likely to agree that the Police staff they dealt with were competent (83%, compared with 79% of all respondents) (Figure 20 below).

In comparison, respondents whose incident/event took place in **Counties Manukau**, were significantly less likely to agree that Police were competent (74%).

**Figure 20: Percentage of respondents who agreed staff were competent during their most recent contact – by Police District, 2025-26**




Based on a total sample of n=9,749 excluding online and written contact, and those who said, 'Not applicable'.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## 3.3 Police did what they said they would do

Another Service Excellence Attribute that measures the quality of respondents' service experience with Police is the extent to which respondents positively rated Police follow-through, by **doing what they said they would do**.

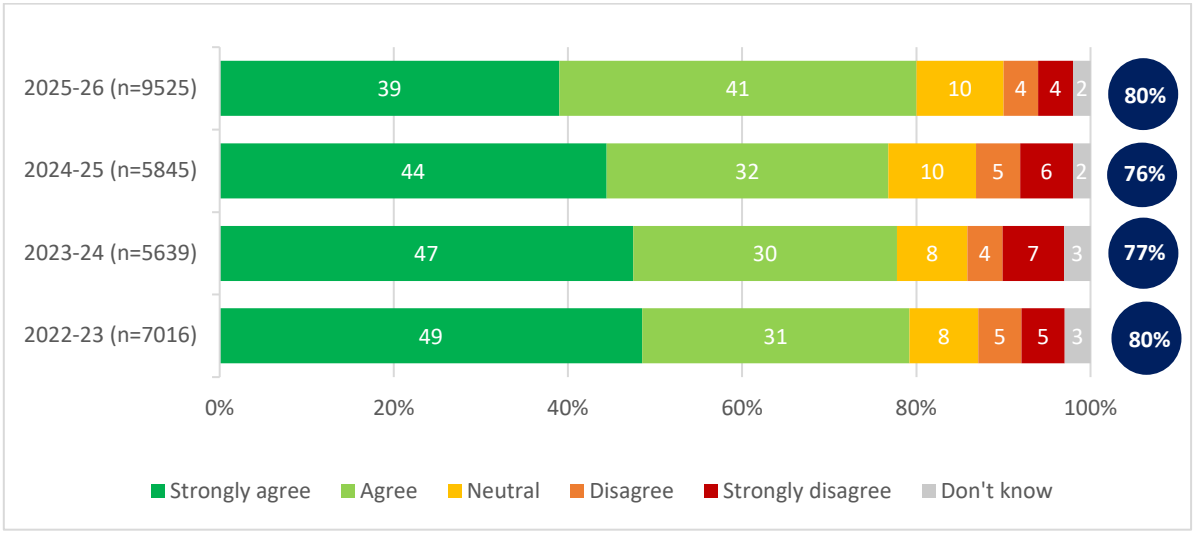
> *Q. Thinking about the contact you had with Police staff [by point of contact] about [reason for contact], how much do you agree or disagree with the following statement?*
>
> *'Staff did what they said they would do'.*

Respondents whose most recent contact was online or written were not asked this question and respondents who rated this attribute as 'not applicable' have also been excluded from the analysis of the results.

In 2025-26, 80% of respondents 'strongly agreed' or 'agreed' that the Police staff they had contact with did what they said they would do (Figure 21 below). Another 10% provided a neutral rating, while 8% disagreed.

The extent to which respondents 'strongly agreed' with this attribute has trended **downwards** over time, from 49% in 2022-23 to 39% this year. However, a significant increase in the proportion who 'agreed' with this attribute has meant that the overall level of agreement has now returned to the same level as in 2022-23 (80%), which is significantly **higher** than it was last year (80%, compared to 76% in 2024-25) and in 2023-24 (77%).

**Figure 21: Percentage of respondents who agreed staff did what they said they would do during their most recent contact**




Sub-sample excludes online and written contact, and those who said, 'Not applicable'.

% Percentages in blue are the combined 'agree' and 'strongly agree' results.

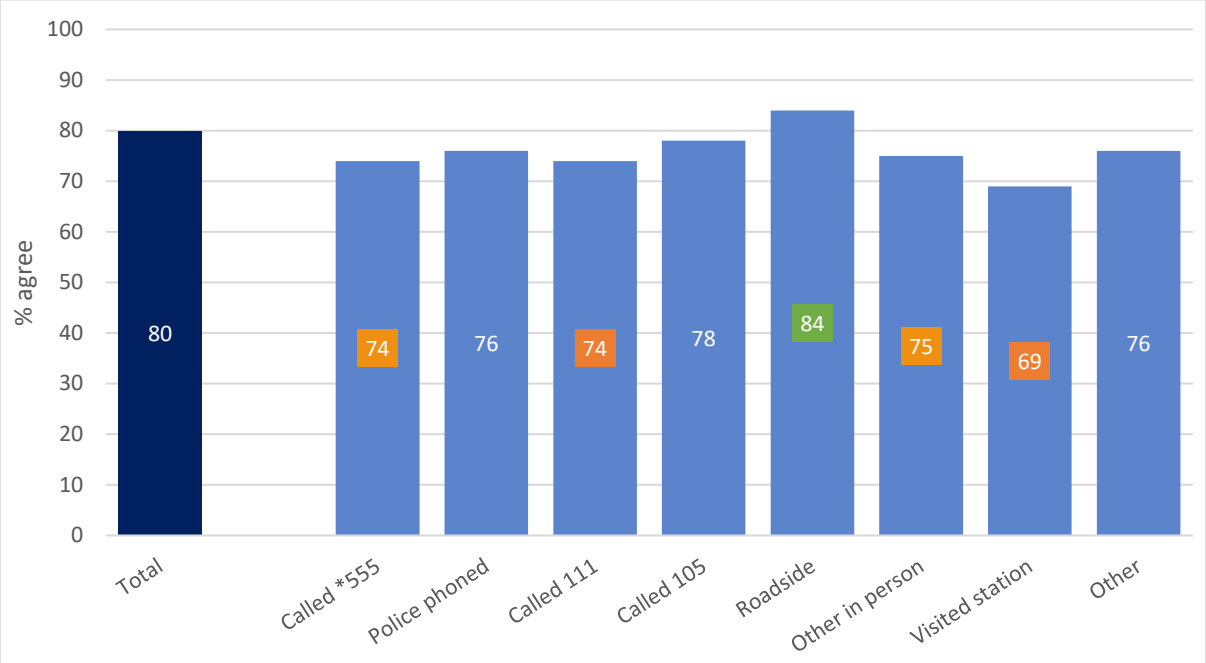
**Significant differences by point of contact**

Compared with the result for all respondents (80%), respondents whose most recent contact was at the **roadside** (84%) were significantly more likely to agree that Police staff did what they said they would do (Figure 22 below).

In comparison, respondents who had contact via the following points of contact were significantly less likely to agree that Police staff did what they said would do:

- Visited a **Police Station** (69% agreement).
- Called **111** (74% agreement).
- Called ***555** (74% agreement).
- **Other in person** contact (75% agreement).

**Figure 22: Percentage of respondents who agreed staff did what they said they would do during their most recent contact – by point of contact, 2025-26**




Based on a total sample of n=9,525**,** excluding online and written contact, and those who said, 'Not applicable'.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

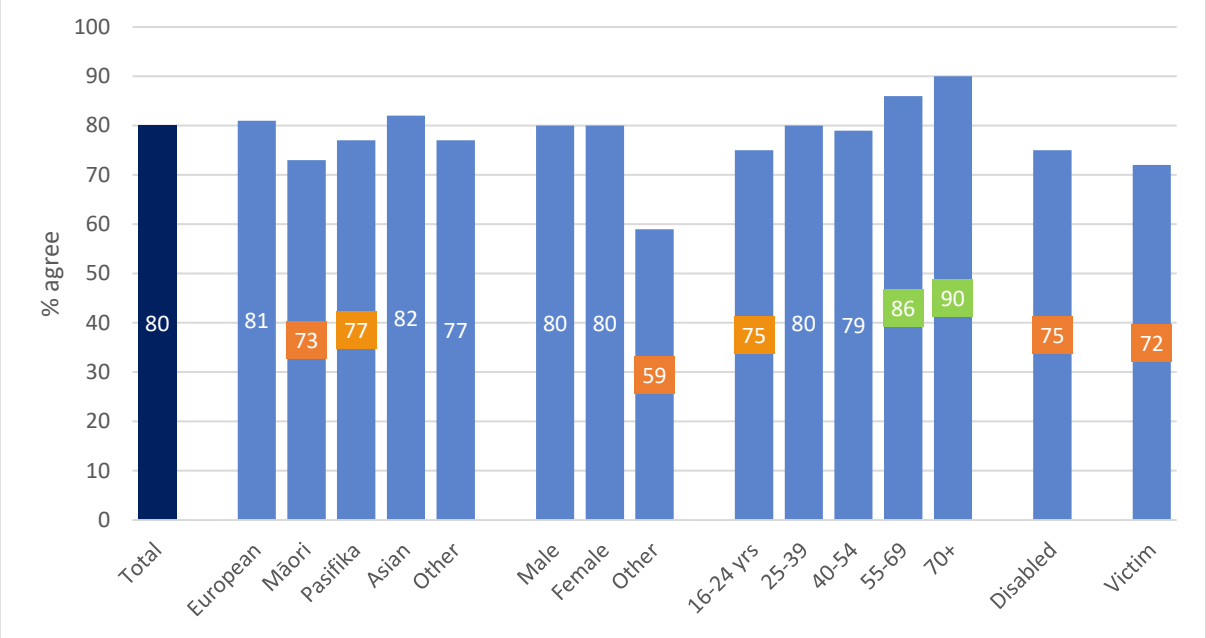
**Significant differences by demographic characteristics**

In 2025-26, respondents **aged 55-69 years** and those **aged 70+** were significantly more likely to agree that Police staff did what they said they would do (86% and 90% respectively, compared with 80% of all respondents) (Figure 23 below).

However, the following sub-groups were significantly less likely to agree:

- **Māori** (73% agreement) and **Pasifika** (77% agreement).
- Respondents who identified as **another gender** (59% agreement).
- Respondents aged 16-24 years (75% agreement).
- Those with a **disability** (75% agreement).
- **Victims** of crime (72% agreement).

**Figure 23: Percentage of respondents who agreed staff did what they said they would do during their most recent contact – by demographics, 2025-26**



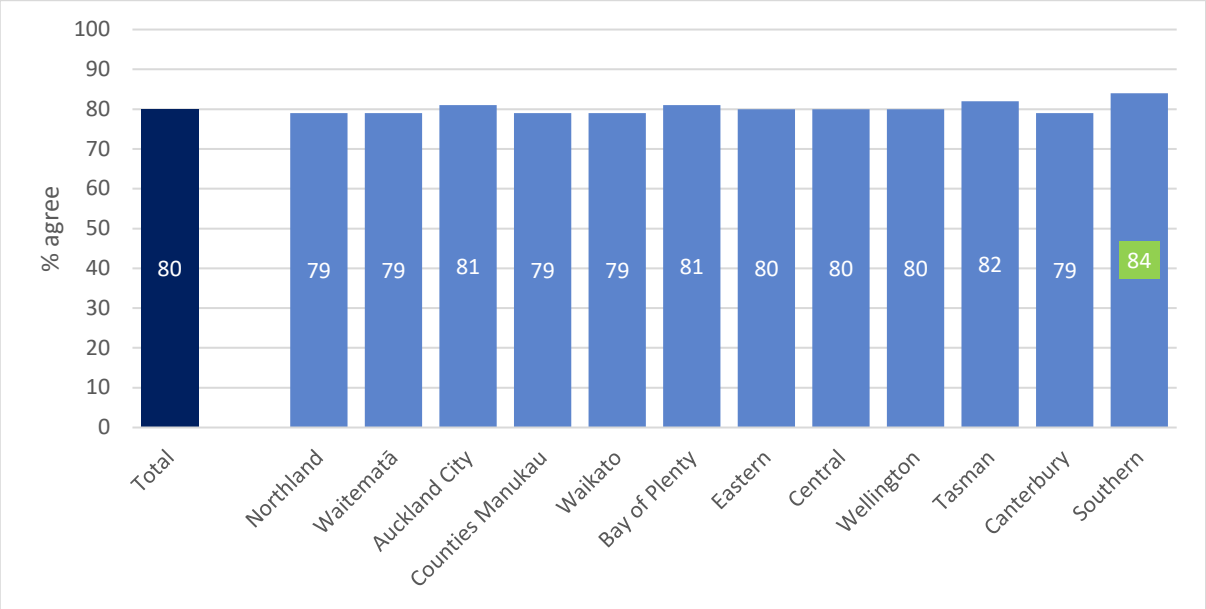

Based on a total sample of n=9,525**,** excluding online and written contact, and those who said, 'Not applicable'.
Note: The sample size for those who identified as another gender (n=86) is relatively small.
Results shaded in orange are significantly lower than the total sample result.

## Significant differences by Police District

The extent to which respondents agreed that the Police staff they had contact with did what they said they would do varies significantly by Police District.

- As illustrated in Figure 24 below, respondents whose most recent contact with Police resulted from an incident/event in the **Southern** District were significantly more likely to agree that Police staff did what they said they would (84%, compared with 80% of all respondents).

**Figure 24: Percentage of respondents who agreed staff did what they said they would do during their most recent contact – by Police District, 2025-26**




Based on a total sample of n=9,525, excluding online and written contact, and those who said, 'Not applicable'.

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## 3.4 Police took my individual circumstances into account

Another Service Excellence Attribute that measures the quality of respondents' service experience with Police on the most recent contact occasion is the extent to which respondents agreed that Police staff **took their individual circumstances into account**.

> *Q. Thinking about the contact you had with Police staff [by point of contact] about [reason for contact], how much do you agree or disagree with the following statement?*
>
> *'I feel my individual circumstances were taken into account'.*

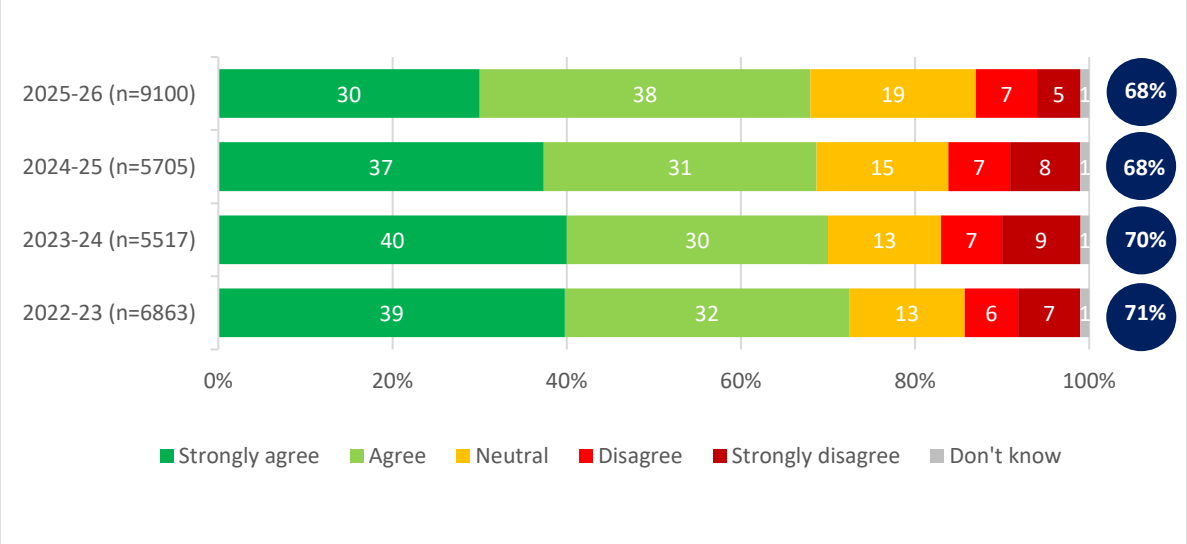
Respondents whose most recent contact was online or written were not asked this question and those who rated this attribute as 'not applicable' have been excluded from the analysis.

In 2025-26, just over two-thirds (68%) of respondents 'strongly agreed' or 'agreed' that the Police staff they had contact with had taken their individual circumstances into account, with 30% giving the best possible result of 'strongly agreed' (Figure 25 below).

Another 19% provided a neutral response, while 12% did **not** agree that their individual circumstances were taken into account.

Although overall agreement with this attribute is the **same** as last year (both 68%), the extent to which respondents 'strongly agree' with this statement has **decreased** over time (from 40% in 2023-24, to 30% this year).

**Figure 25: Percentage of respondents who agreed staff took their individual circumstances into account during their most recent contact**




Sub-sample excludes online and written contact, and those who said, 'Not applicable'.

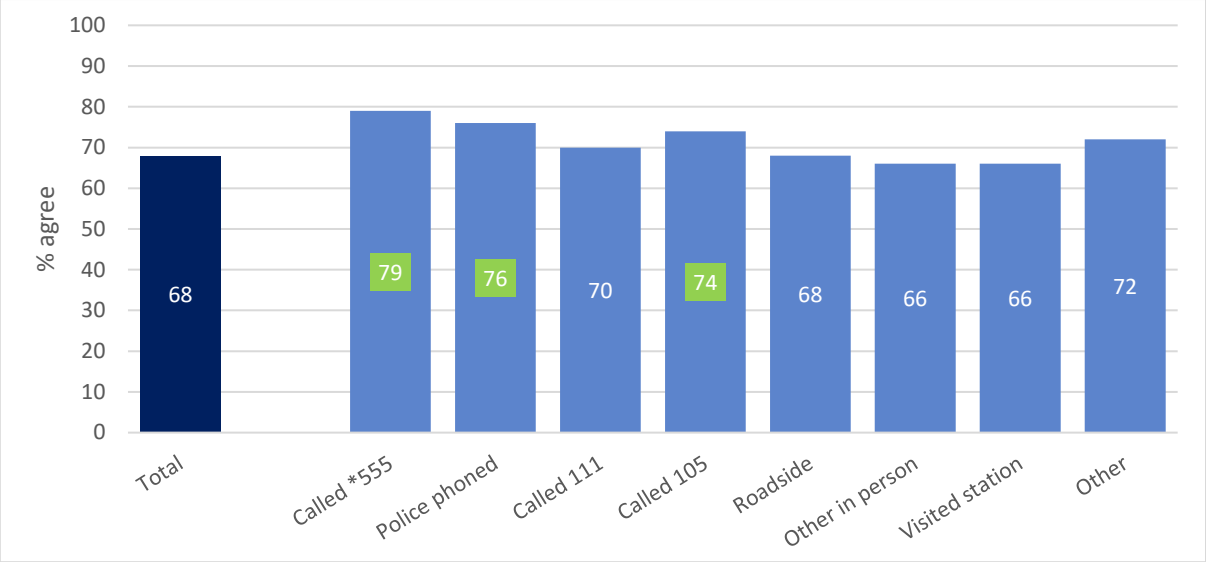
% Percentages in blue are the combined 'agree' and 'strongly agree' results.

### Significant differences by point of contact

As shown in Figure 26 below, the following groups of respondents were, compared with 68% of all respondents, significantly more likely to agree that Police staff had taken their individual circumstances into account during their most recent contact:

- Those who called ***555** (79% agreement).
- Those who were **called over the phone** by Police (76% agreement).
- Those who **called 105** (74% agreement).

**Figure 26: Percentage of respondents who agreed staff took their individual circumstances into account during their most recent contact – by point of contact, 2025-26**




Based on a total sample of n=9,100**,** excluding online and written contact, and those who said, 'Not applicable'.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

**Significant differences by demographic characteristics**

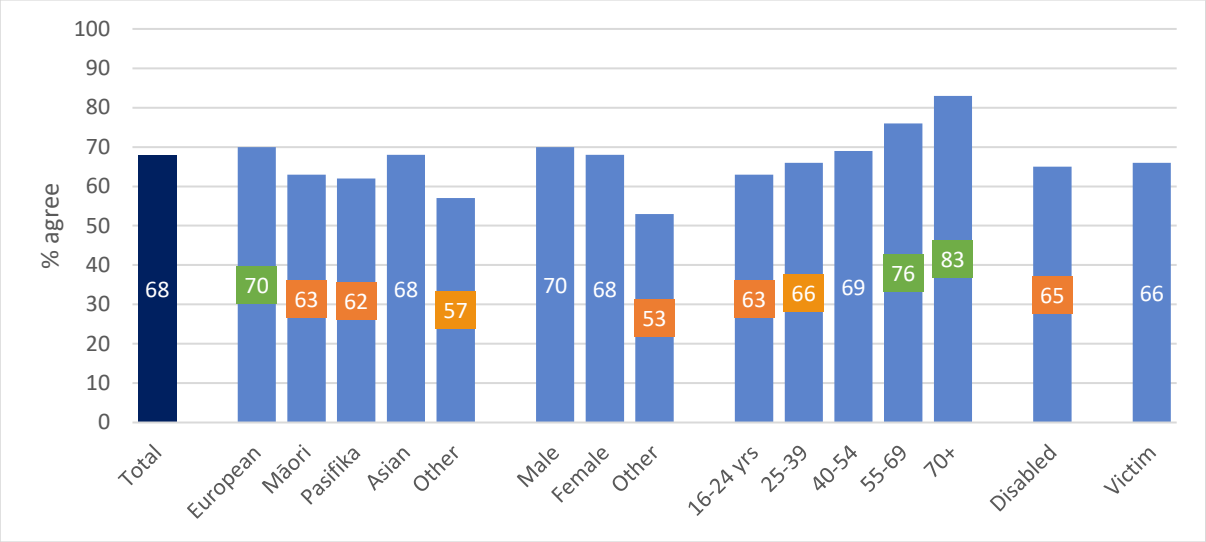
**Older** respondents were significantly more likely to agree that their individual circumstances had been taken into account during their most recent contact with Police staff (83% of those aged 70 years and over and 76% of those aged 55-69 years, agreed with this, compared with 68% of all respondents) (Figure 27 below).

European respondents were also significantly more likely to agree with this attribute (70%, compared to 68% of all respondents).

However, compared with all respondents, the following sub-groups were significantly less likely to agree:

- **Māori** (63% agreement), **Pasifika** (62% agreement) and respondents of an **other** ethnicity (57% agreement).
- Those who identified as **another gender** (53% agreement).
- Respondents **16-24** years of age (63% agreement) and those aged **25-39** (66% agreement).
- **Disabled** respondents (65% agreement).

**Figure 27: Percentage of respondents who agreed staff took their individual circumstances into account during their most recent contact – demographics, 2025-26**

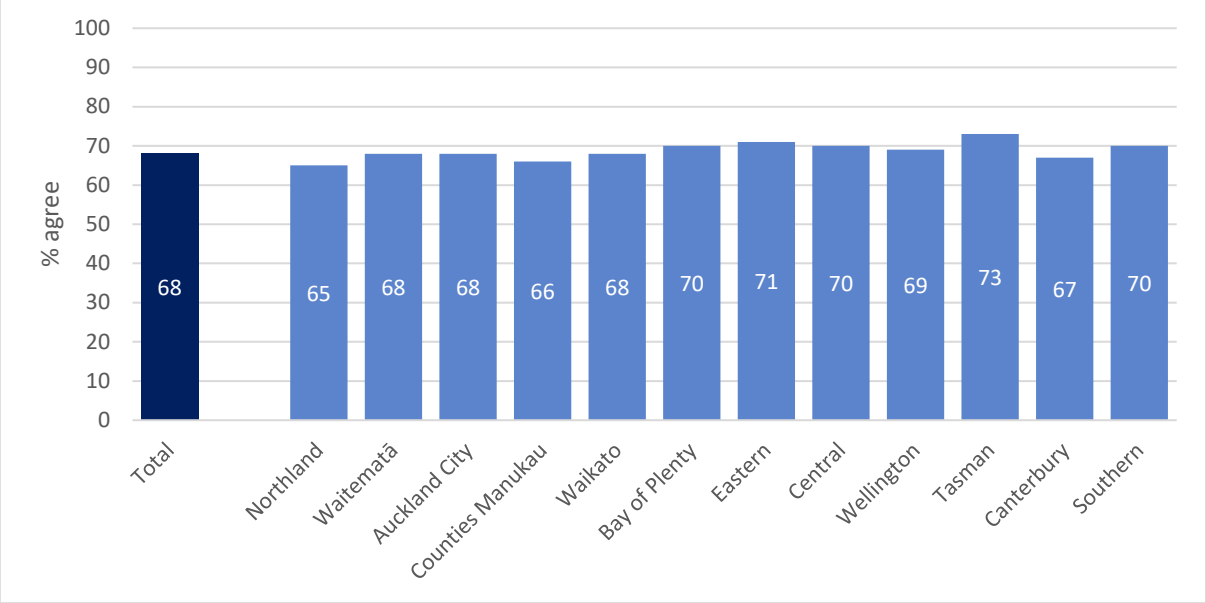



Based on a total sample of n=9,100**,** excluding online and written contact, and those who said, 'Not applicable'.
Note: The sample size for those who identified as another gender (n=88) is relatively small.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## Significant differences by Police District

There are **no** statistically significant differences by District in terms of respondents' agreement that the Police staff they had contact with took their individual circumstances into account (Figure 28 below).

**Figure 28: Percentage of respondents who agreed staff took their individual circumstances into account during their most recent contact – by Police District, 2025-26**




Based on a total sample of n=9,100, excluding online and written contact, and those who said, 'Not applicable'.

## 3.5 The contact was an example of good value for tax dollars spent

Another Service Excellence Attribute relates to the extent to which respondents believe their contact with Police on the most recent occasion was **a good use of tax dollars**.

> *Q. Thinking about your most recent contact with Police, how much do you agree or disagree with the following statement?*
>
> *'It's an example of good value for tax dollars spent'.*

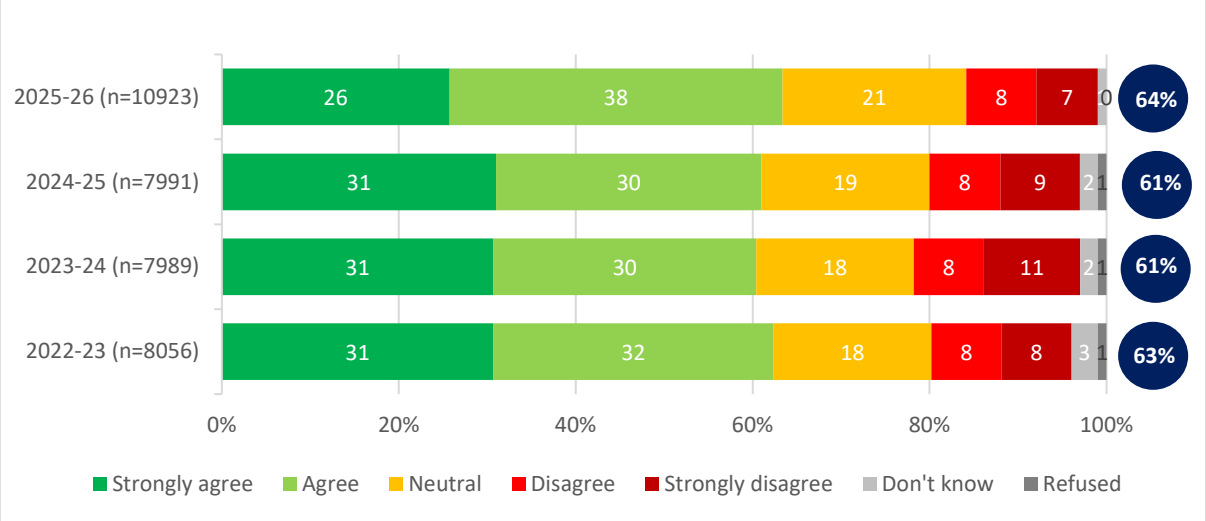
Respondents who rated this attribute as 'not applicable' have been excluded from the analysis.

In 2025-26, 64% of respondents 'strongly agreed' or 'agreed' that their most recent contact with Police was an example of good value for tax dollars spent; 26% of whom gave the best possible result of 'strongly agreed' (Figure 29 below).

Although the proportion who 'strongly agree' with this attribute is **lower** this year than previously (26%, down from 31%), the overall level of agreement (64%) is statistically **higher** than the result for the previous two years (61% agreement in 2024-25 and in 2023-24).

At 64%, the current result is comparable to the 63% recorded in 2022-23.

**Figure 29: Percentage of respondents who agreed their most recent contact with Police was an example of good value for tax dollars spent**




Sub-sample excludes those who said, 'Not applicable'.

% Percentages in blue are the combined 'agree' and 'strongly agree' results.

**Significant differences by point of contact**

Respondents whose last contact with Police was as a result of calling ***555** were significantly more likely to regard their contact as an example of good value for tax dollars spent (74%, compared with 64% of all respondents) (Figure 30 below).

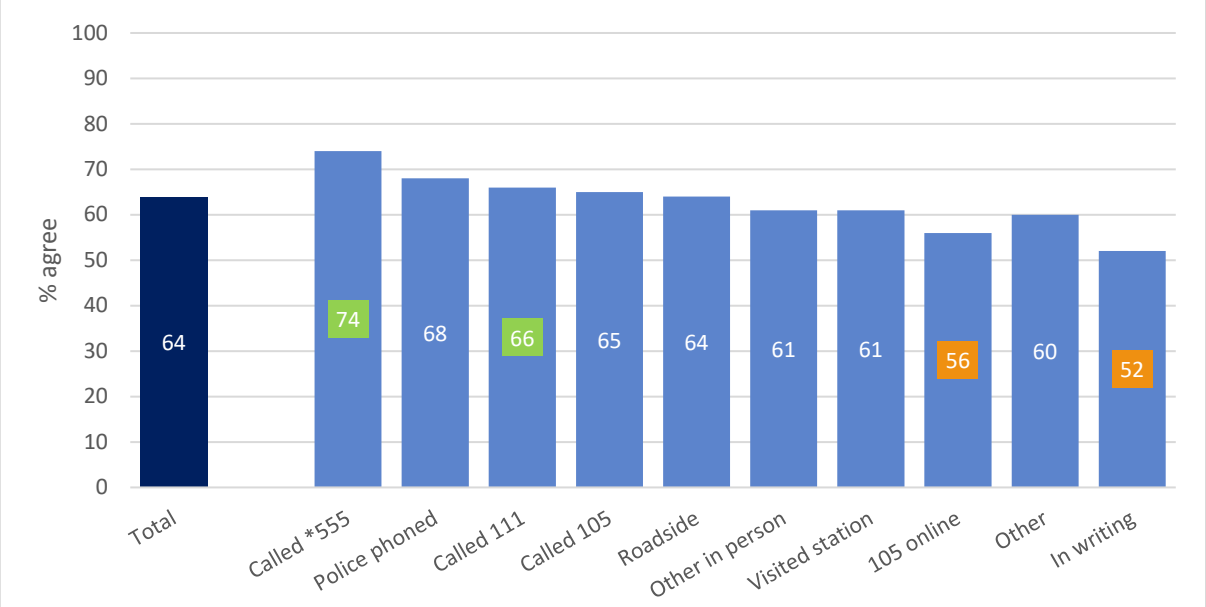
Agreement was also significantly higher amongst those who had **called 111** (66%).

However, agreement was significantly lower amongst those whose recent contact did not involve a direct conversation with Police staff. For example:

- 52% of those who reported a crime or non-emergency incident **in writing** and 56% of those via **105 online** agreed this was an example of good value for tax dollars spent.

- In fact, respondents whose most recent contact was **in writing** or through **105 online** were the most likely to have disagreed that this contact was a good use of tax dollars (22% and 19% respectively, disagreed, which is significantly higher compared with 15% of all respondents).

**Figure 30: Percentage of respondents who agreed their most recent contact with Police was an example of good value for tax dollars spent – by point of contact, 2025-26**




Based on a total sample of n=10,923**,** excluding those who said, 'Not applicable'.

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

**Significant differences by demographic characteristics**

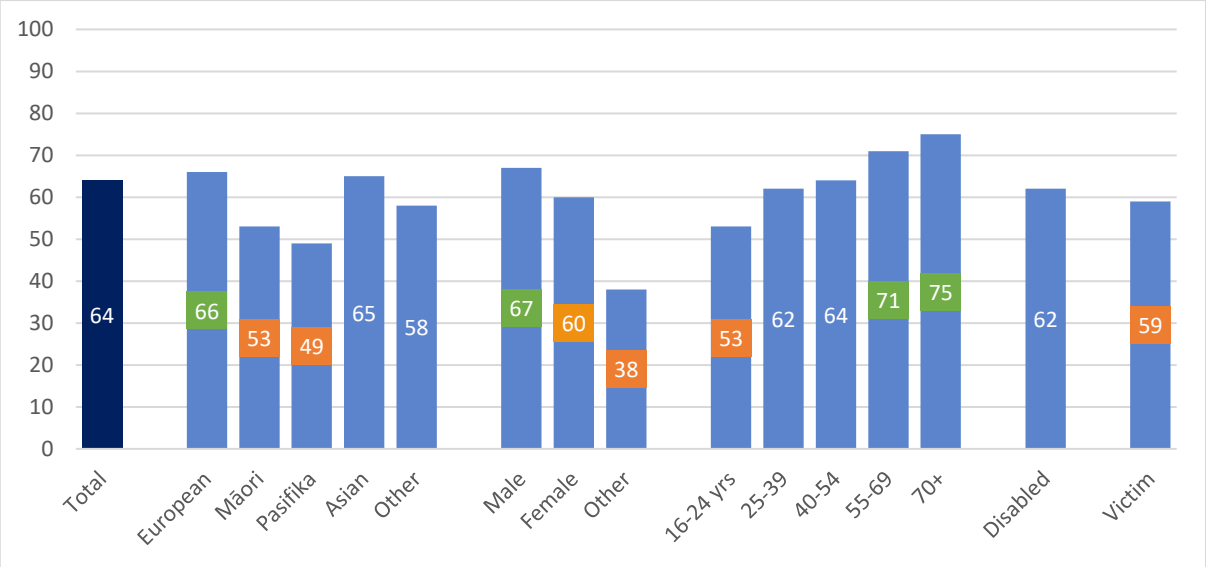
As illustrated in Figure 31 below, there are several demographic differences in terms of the extent to which respondents felt their last contact with Police was an example of good value for tax dollars spent:

- Respondents aged **70 years and over** (75%) were significantly more likely to agree that their recent contact was good value for tax dollars spent, as were those aged 55-69 (71%), compared with 64% of all respondents.
    - However, those aged **16-24** years were significantly less likely to agree that their most recent contact was an example of good value for tax dollars spent (53%).

The following sub-groups of the population were, compared with 64% of all respondents, also significantly less likely to agree that their contact experience was an example of good value for tax dollars spent:

- **Females** (60% agreement) and those who identified as **another gender** (38% agreement).
- **Māori** (53% agreement) and **Pasifika** (49% agreement).
- **Victims** of crime (59% agreement).

**Figure 31: Percentage of respondents who agreed their most recent contact with Police was an example of good value for tax dollars spent – by demographics, 2025-26**



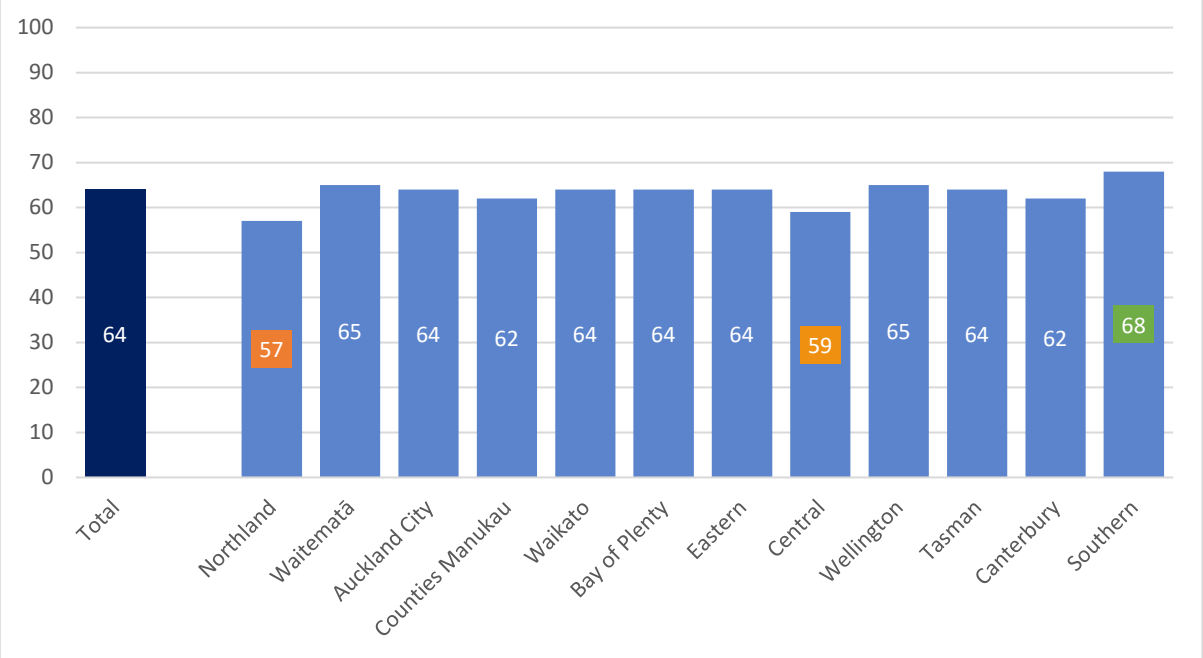

Based on a total sample of n=10,923, excluding those who said, 'Not applicable'.
Note: The sample size for those who identified as another gender (n=109) is relatively small.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

### Significant differences by Police District

Respondents whose most recent contact with Police resulted from an incident/event in the **Southern** District were significantly more likely to agree that the experience was an example of good value for tax dollars spent (68%, compared with the national result of 64%) (Figure 32 below).

However, respondents whose most recent contact stemmed from an incident/event in the **Northland** and **Central** Districts were significantly less likely to agree with this (57% and 59% respectively).

**Figure 32: Percentage of respondents who agreed their most recent contact with Police was an example of good value for tax dollars spent – by Police District, 2025-26**




Based on a total sample of n=10,923, excluding those who said, 'Not applicable'.

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## 3.6 Service delivery expectations

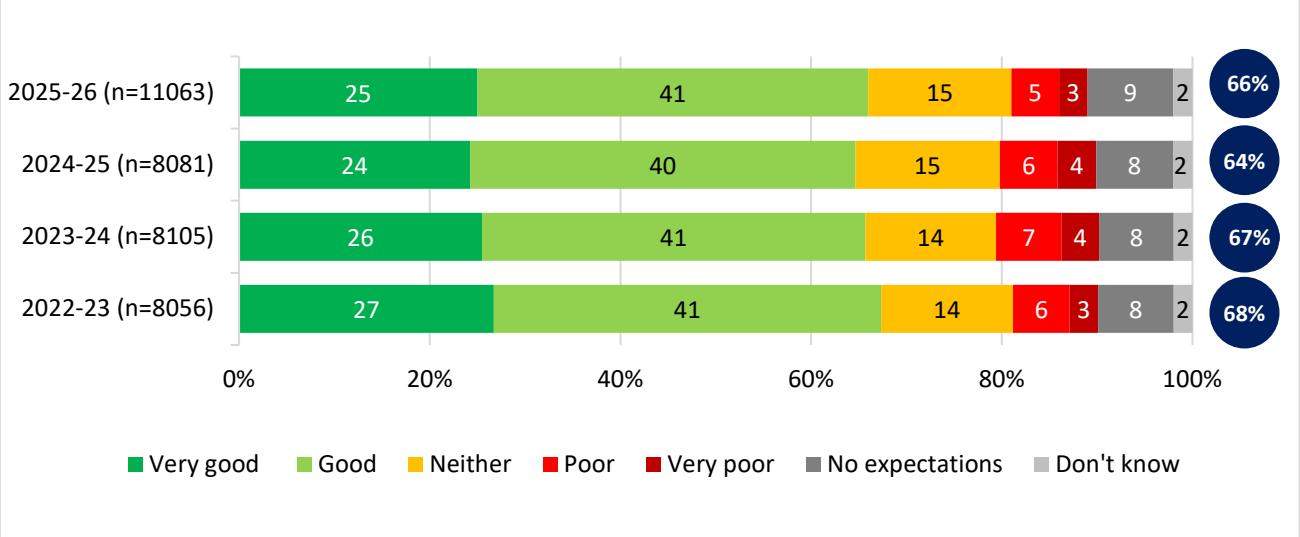
All respondents were asked to consider what quality of service they **expected to receive** from Police, prior to their most recent contact.

*Q. Before your contact with Police that day, what quality of service did you expect?*

The results to this question are presented in Figure 33 below. This shows that 66% of all respondents expected 'good' or 'very good' service, a result that is significantly **higher** than last year, but now **more in line** with the previous year (66%, compared with 67% in 2023-24).

The current result is however, significantly **lower** than it was in 2022-23 (66%, compared with 68% in 2022-23).

**Figure 33: Service expectations**




Based on the total sample.

% Percentages in blue are the combined 'very good' and 'good' results.

**Significant differences by point of contact**

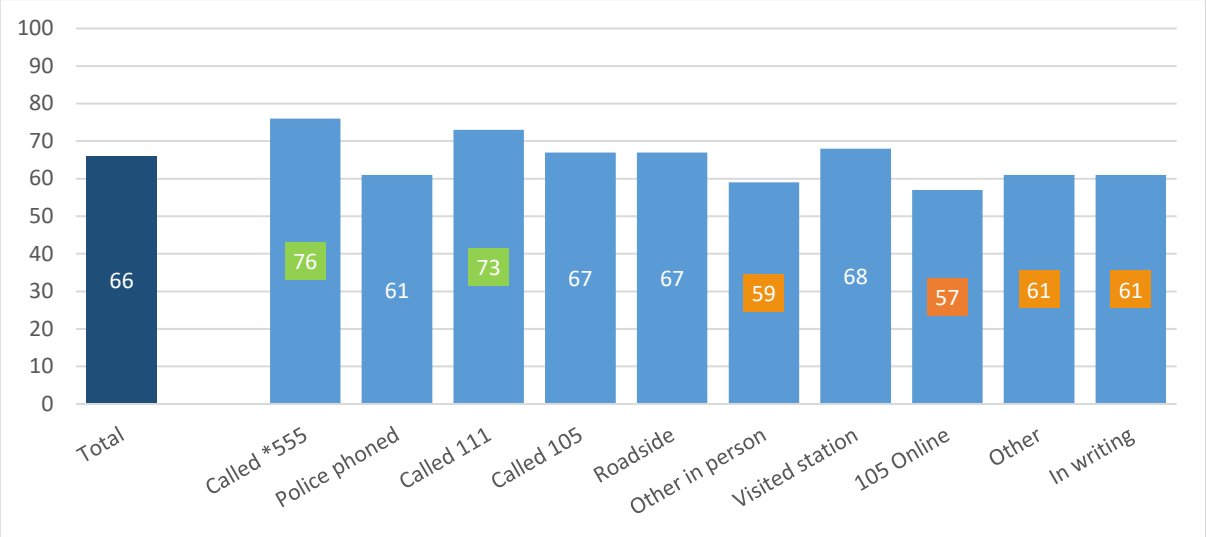
As shown in Figure 34 below, respondents whose last contact with Police was via ***555** were significantly more likely to state they expected good or very good service before their most recent contact with Police (76%, compared with 66% of all respondents).

Those who called **111** were also significantly more likely to have expected 'good' or 'very good' service (73%).

In comparison, service expectations were, compared with 66% of all respondents, significantly **lower** amongst respondents whose most recent contact with Police was:

- Through **105 online** (57% expected 'good' or 'very good' service).
- **Other in person** contact (59% expected 'good' or 'very good' service).
- In **writing** (61% expected 'good' or 'very good' service).
- **Other** means of contact (61% expected 'good' or 'very good' service).

**Figure 34: Expectations of good service – by point of contact, 2025-26**




Based on the total sample of n=11,063.

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

**Significant differences by demographic characteristics**

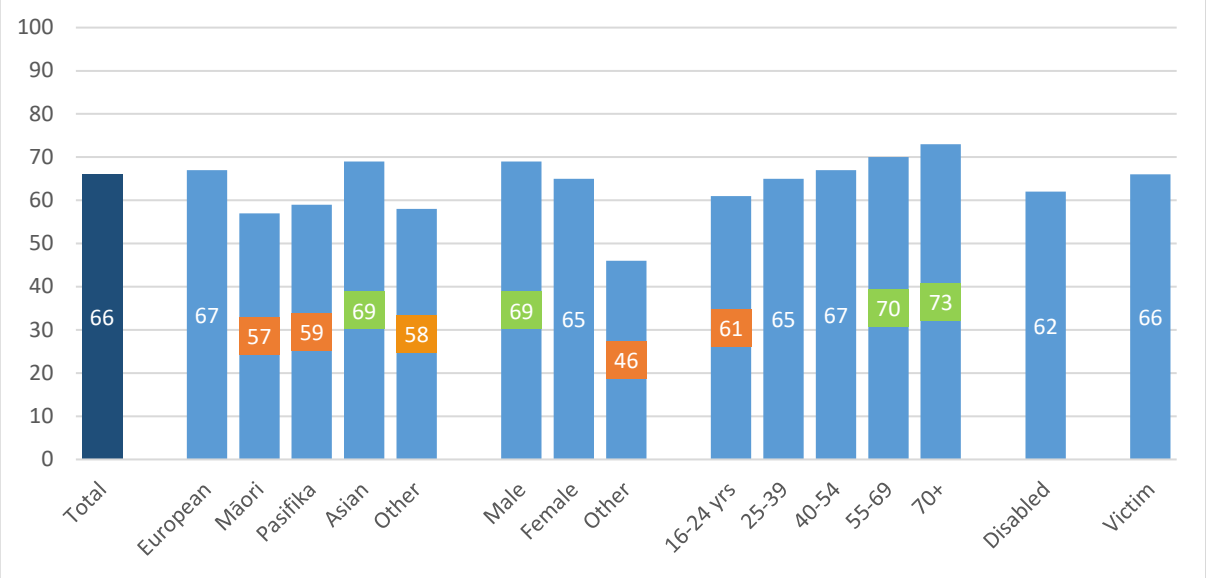
**Male** and **Asian** respondents were significantly more likely to report they expected good service before their most recent contact with Police (both 69%, compared with 66% of all respondents) (Figure 35 below).

**Older** respondents also had significantly higher expectations than all respondents (70% of respondents aged 55-69 years and 73% of those aged 70+ expected good service from the Police, compared with 66% of all respondents).

However, compared with 66% of all respondents, the following respondents had significantly lower expectations:

- **Māori, Pasifika** and those of **other** ethnicities (57%, 59% and 58% respectively expected 'good' or 'very good' service).
- Respondents who identified as **another gender** (46% expected 'good' or 'very good' service).
- Those aged **16-24 years** (61% expected 'good' or 'very good' service).

**Figure 35: Expectations of good service– by demographics, 2025-26**




Based on the total sample of n=11,063.
Note: The sample size for those who identified as another gender (n=109) is relatively small.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

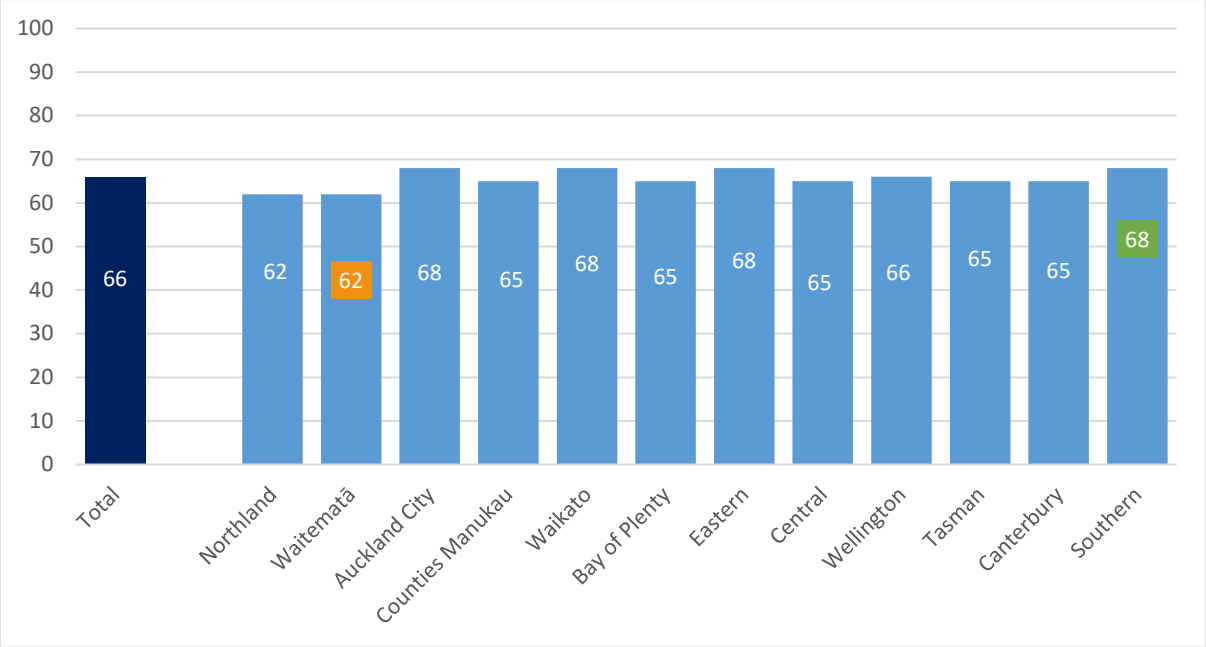
### Significant differences by Police District

As illustrated in Figure 36 below, there are two significant differences by Police District in relation to respondents' service expectations prior to contact:

- 68% of respondents whose most recent contact related to an incident or event that took place in the **Southern** District. This result is significantly higher than the 66% recorded for all respondents.

- Expectations were significantly lower amongst those respondents whose most recent contact was in relation to events or incidences that occurred in the **Waitematā** District (62% expected to receive good service from Police, compared with 66% of all respondents).

**Figure 36: Expectations of good service– by Police District, 2025-26**




Based on the total sample of n=11,063.

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## 3.7 Were people's service expectations met?

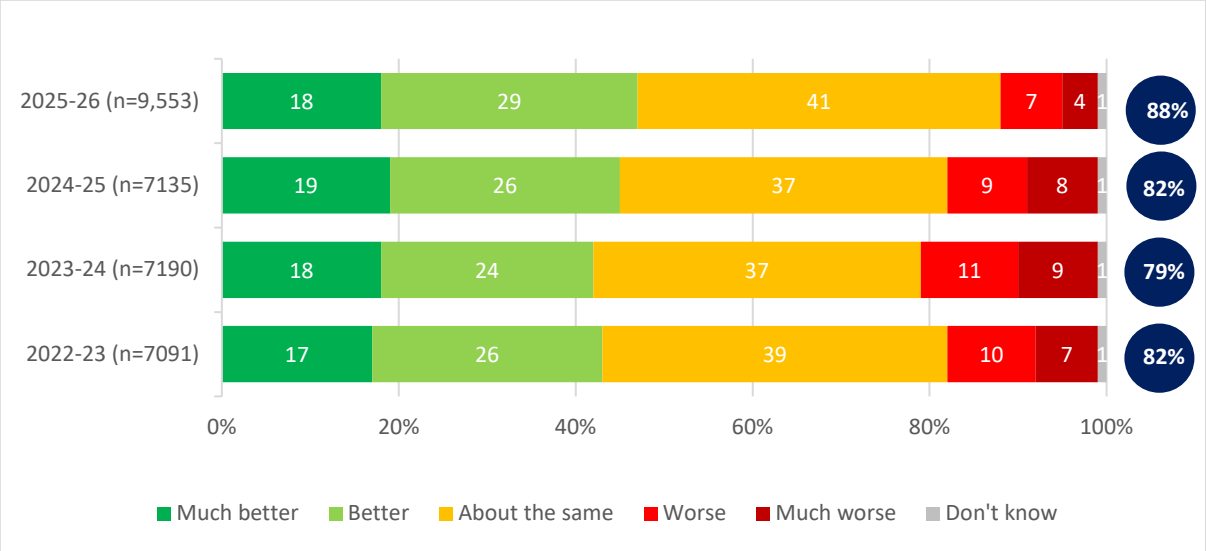
Having established the level of service they expected to receive from Police, respondents were asked to **make a comparison** with the service they had actually received during their most recent contact. Respondents who said they had no expectations at all, were excluded from the analysis.

*Q. Looking back, how did the service you received from Police compare to what you expected?*

As illustrated in Figure 37 below, 88% of respondents reported that the service they received from Police during their most recent contact either 'met' (41%) or 'exceeded' (47%) their expectations.

This overall result (of 88%) is significantly **higher** than the 82% recorded last year. In fact, this current result is significantly higher than all three previous measures.

**Figure 37: Extent to which the service received from Police met or exceeded expectations, 2025-26**




Sub-sample excludes those who had no expectations.

% Percentages in blue are the combined 'much better' and 'better' results.

**Significant differences by point of contact**

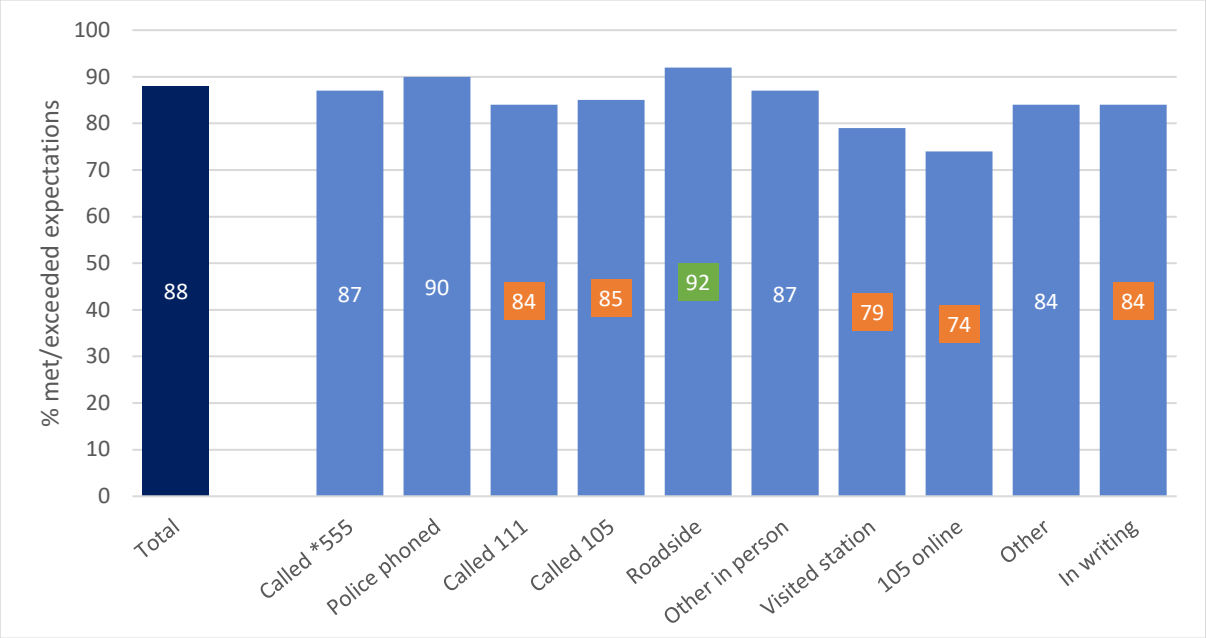
Respondents whose last contact with Police was at the **roadside** were significantly more likely to report that their service expectations were 'met' or 'exceeded' (92%, compared with 88% of all respondents) (Figure 38 below).

In comparison, the following respondents were, compared with 88% of all respondents, significantly less likely to report that their service expectations were 'met' or 'exceeded':

- Respondents who **called 105** or **111** (85% and 84% agreement respectively).
- Those who visited a **Police station** (79% agreement).
- Those whose contact was in **writing** (84% agreement) or via **105 online** (74% agreement).

  In fact, one-in-four respondents (25%) whose most recent contact was through **105 online** reported that their most recent contact with Police was **'**worse' or 'much worse' than they expected. This is significantly **higher** than the result of 11% for all respondents).

**Figure 38: Extent to which the service received from Police met or exceeded expectations – by point of contact, 2025-26**




Based on a total sample of n=9553, excluding those who had no expectations.

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

**Significant differences by demographic characteristics**

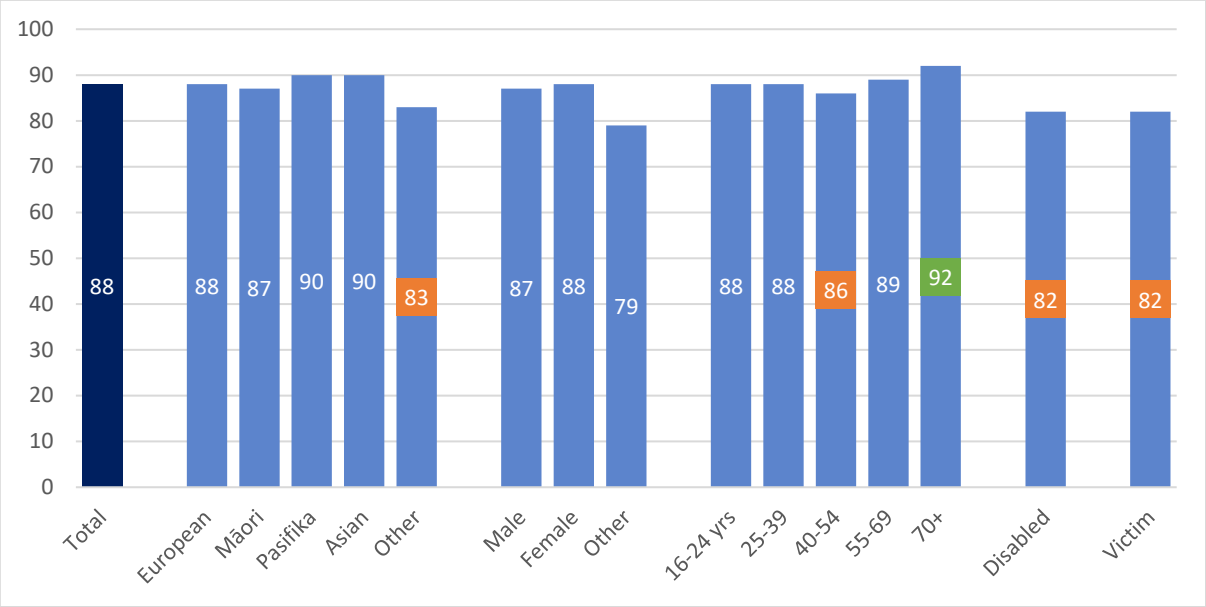
As illustrated in Figure 39 below, there are several demographic differences in terms of the extent to which respondents felt their service expectations were met.

Respondents aged **70 years and over** were significantly more likely to report that their expectations were 'met' or 'exceeded' during their most recent contact with Police (92%, compared with 88% of all respondents).

In comparison, respondents aged **40-54 years** were significantly less likely to report that their service expectations were 'met' or 'exceeded' (86%).

Also significantly less likely to report that their service expectations were 'met' or 'exceeded' were respondents of **other ethnicities** (83%), those with **disabilities** (82%) and **victims** of crime (82%).

**Figure 39: Extent to which the service received from Police met or exceeded expectations – by demographics, 2025-26**



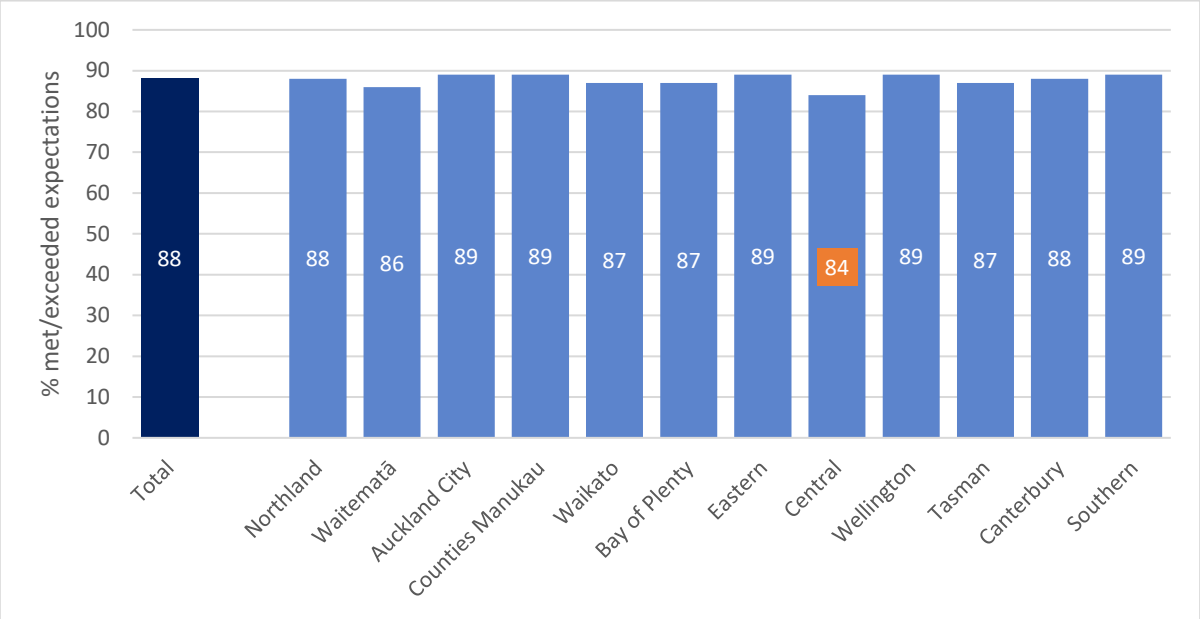

Based on a total sample of n=9,553, excluding those who had no expectations.
Note: The sample size for those identified as being of 'another gender' (n=88) is relatively small.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## Significant differences by Police District

As illustrated in Figure 40 below, there was only one statistically significant difference with regard to the extent to which respondents felt their service expectations had been met/exceeded, by Police District.

At 84%, respondents whose most recent contact with Police related to an incident/event that took place in the **Central District** were significantly less likely to report that their service expectations were 'met' or 'exceeded' compared with 88% of all respondents.

**Figure 40: Extent to which the service received from Police met or exceeded expectations – by Police District, 2025-26**




Based on a total sample of n=9,533, excluding those who had no expectations.

# 4.0 WOWED analysis

In this section we look at the extent which respondents were **'wowed'**; meaning that, they not only had very high expectations of the service they would receive from Police on the most recent occasion, but the service they actually received was **even better** than expected.

The results do not perfectly align with Figure 37 because they exclude those who had no prior expectations or provided a 'Don't know' or 'Would rather not say' response.

Table 1 below shows that, for 78% of respondents, their recent contact with Police was a positive experience, in that their expectations were either met or exceeded. This includes 16% who were 'wowed' (as defined above).

Both of these results have steadily improved more recently, with the 'wowed' proportion **increasing** from 12% in 2023-24 to 16% currently and the total 'Positive experience' segment increasing from 70% in 2023-24 to 78%.

Also within the **'Positive experience'** segment is a group of respondents classified as **'Converted positive'** (10% in 2025-26) This means that their original expectations were poor, but the service they received from Police was actually better or much better than expected.

Although 20% of respondents are in the **'Negative experience'** segment, this proportion is significantly **lower** than in previous years (down from 28% in 2023-24 to 20% in 2025-26).

**Table 1: Wowed analysis**

| | | 2025-26 n=9,449 % | 2024-25 n=7069* % | 2023-24 n=7,111* % | 2022-23 n=7012* % |
|---|---|---|---|---|---|
| **Wowed** | Expected very good<br>Was better/much better | 16 | 14 | 12 | 13 |
| **Exceed Positive** | Expected good<br>Was better/much better | 20 | 20 | 18 | 19 |
| **Very positive – met** | Expected very good<br>Was as expected | 10 | 10 | 10 | 11 |
| **Positive – met** | Expected good<br>Was as expected | 22 | 19 | 18 | 19 |
| **Converted positive** | Expected less than good<br>Was better/much better | 10 | 12 | 12 | 11 |
| **Total Positive experience** | | 78 | 75 | 70 | 73 |
| **Disappointed** | Expected good/very good<br>Was worse/much worse | 6 | 10 | 14 | 13 |
| **Low expectation & actual** | Expected neutral<br>Was as expected/worse/much worse | 9 | 9 | 7 | 8 |
| **Reinforced negative** | Expected poor/very poor<br>Was as expected/worse/much worse | 5 | 7 | 7 | 6 |
| **Total Negative experience** | | 20 | 26 | 28 | 27 |

*Sub-sample excludes those who had no expectations, said 'Don't know' or 'Would rather not say').

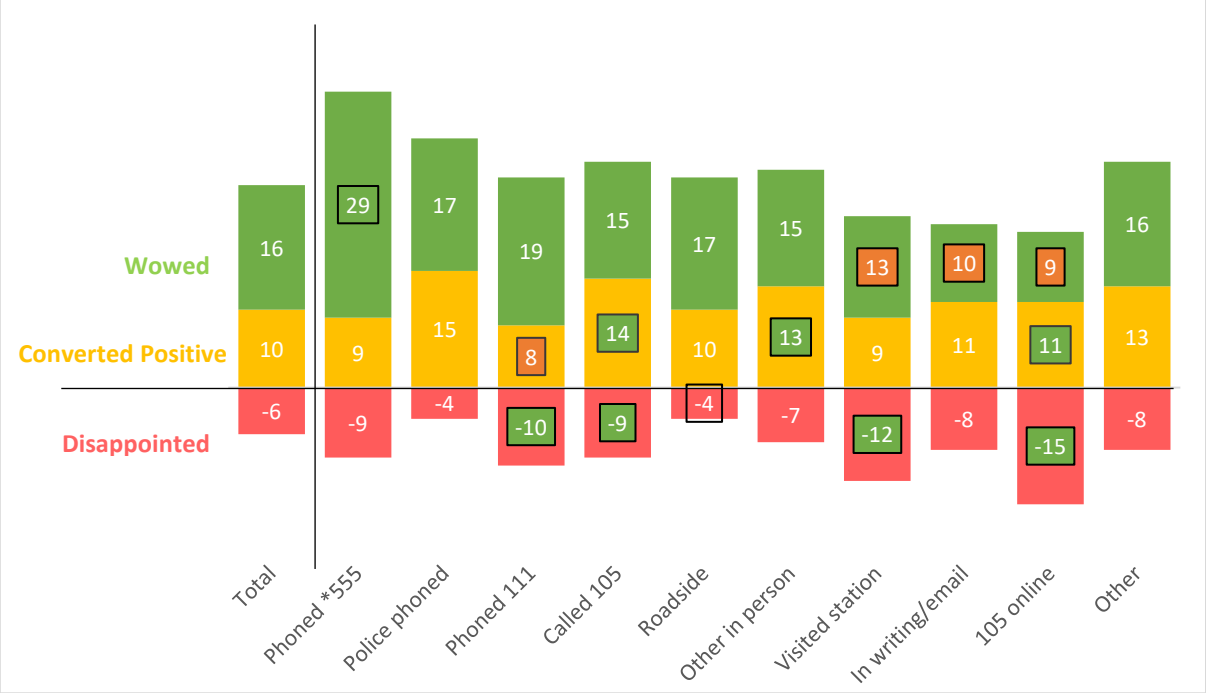
## Significant differences by point of contact

The 'wowed' analysis has identified several significant differences by point of contact, as illustrated in Figure 41 below. For example:

- Over one-quarter (29%) of respondents whose most recent contact was call to ***555** were '**wowed'** by the service they received (which means that their already high expectations were exceeded by the service they received). This result is significantly higher than the 16% recorded for all respondents.

- However, respondents whose most recent contact was via **105 online** were significantly less likely to have been 'wowed' by the service they received (9%, compared with 16% of all respondents) and significantly more likely to have been '**disappointed'** (15% of those whose last contact was via 105 online were disappointed with the service received, compared with 6% of all respondents).

**Figure 41: Wowed analysis – by point of contact, 2025-26**




Based on the sub-sample of n=9,449 respondents who expected to receive very poor to very good service (i.e., excluding those who had no expectations, said 'Don't know' or 'Would rather not say').
Note: Totals will not sum to 100% as the graph only displays the results for three out of the eight groups of the full wowed analysis.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

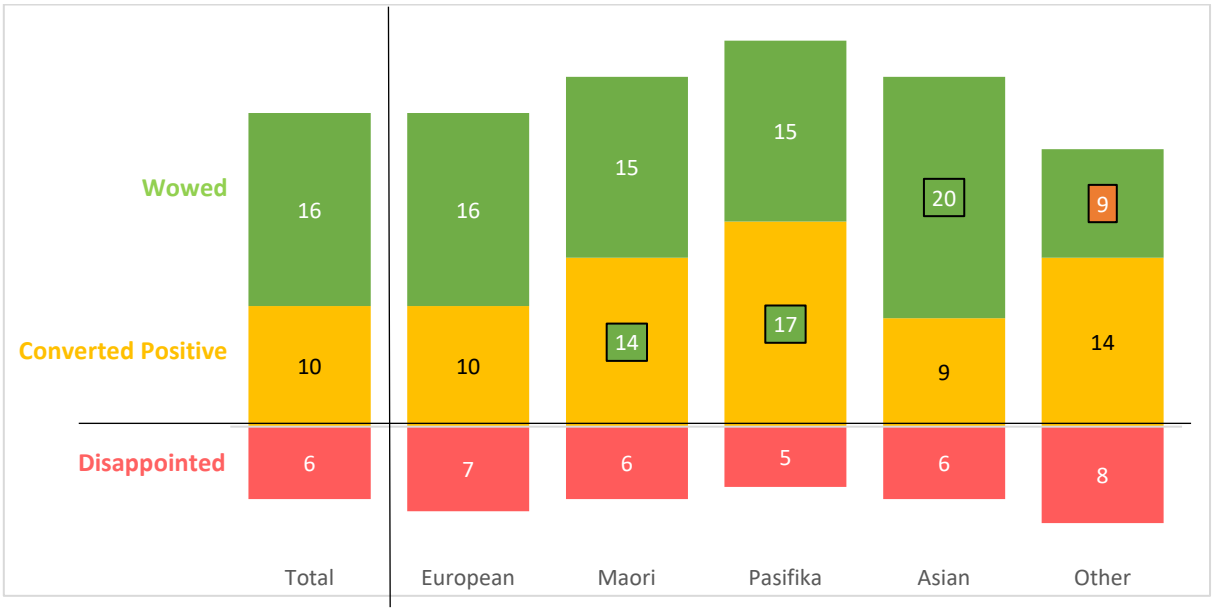
### Significant differences by ethnicity

As illustrated in Figure 42 below, compared to the total sample, **Asian** respondents were significantly more likely to have been '**wowed'** by their most recent contact experience (20% had high expectations and those expectations were exceeded, compared to 16% of all respondents).

Respondents of **Other** ethnicities however, were significantly less likely to have been 'wowed' by their service experience (9%, compared to 16% of all respondents).

Compared to the total sample, **Māori** and **Pasifika** respondents were significantly more likely to be classified as **'converted positive'**; meaning that the service they received was better than the (poor) service they had expected to receive (14% and 17% respectively, compared with 10% of all respondents).

**Figure 42: Wowed analysis – by ethnicity, 2025-26**




Based on the sub-sample of n=9,449 respondents who expected to receive very poor to very good service (i.e., excluding those who had no expectations, said 'Don't know' or 'Would rather not say').
Note: Totals will not sum to 100% as the graph only displays the results for three out of the eight groups of the full wowed analysis.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## Significant differences by gender

As illustrated in Figure 43 below, **male** respondents were significantly more likely to have been '**wowed'** by their most recent contact experience (18%, compared with 16% of all respondents), while **female** respondents were significantly more likely to be in the **'converted positive'** segment (12%, compared with 10% of all respondents).

**Figure 43: Wowed analysis – by gender, 2025-26**



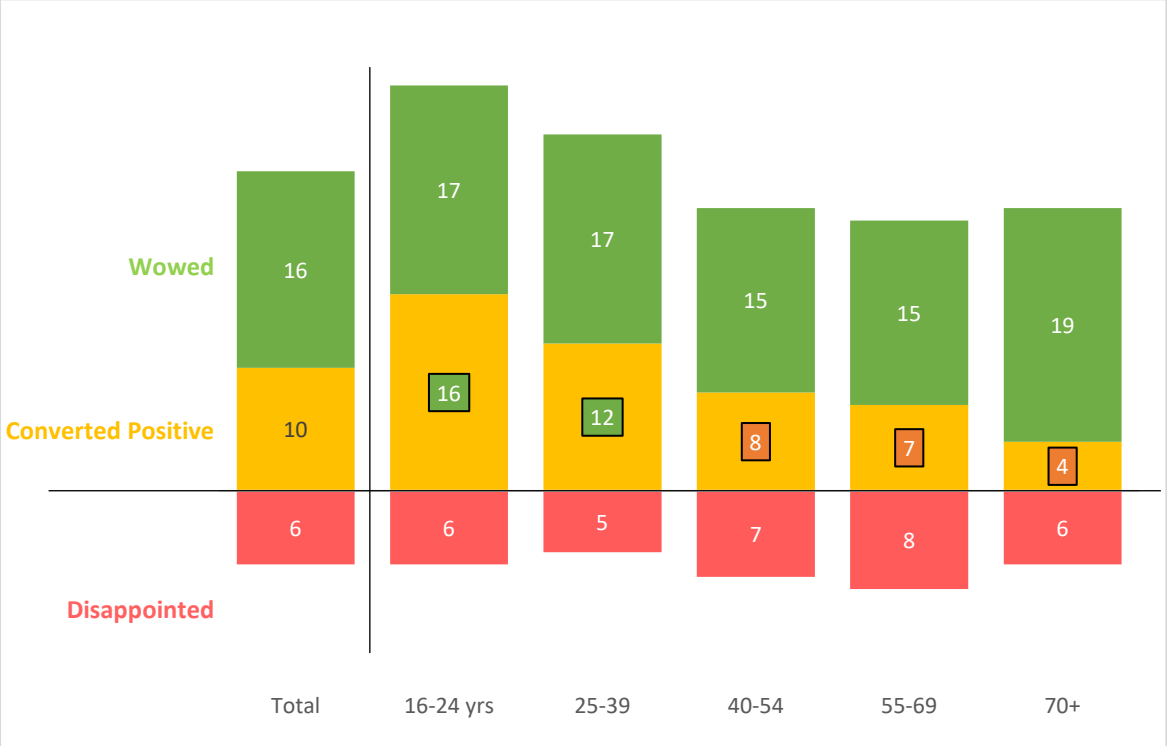

Based on the sub-sample of n=9,449 respondents who expected to receive very poor to very good service (i.e., excluding those who had no expectations, said 'Don't know' or 'Would rather not say').
Note: The sample size for those who identified as another gender (n=86) is relatively small.
Note: Totals will not sum to 100% as the graph only displays the results for three out of the eight groups of the full wowed analysis.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

### Significant differences by age

As illustrated in Figure 44 below, compared with the result for all respondents, **younger respondents** were significantly more likely to be in the **'converted positive'** segment; 16% of those aged 16-24 years and 12% of those aged 25-39 had expected to receive poor service from Police, but rated the service better or much better than expected (compared with 10% of all respondents).

In contrast, respondents aged 40 years and over were significantly less likely to be classified as 'converted positive'. For example, 4% of those aged 70+ were classified as 'converted positive' compared with 10% of all respondents.

**Figure 44: Wowed analysis – by age, 2025-26**




Based on the sub-sample of n=9,449 respondents who expected to receive very poor to very good service (i.e., excluding those who had no expectations, said 'Don't know' or 'Would rather not say').
Note: Totals will not sum to 100% as the graph only displays the results for three out of the eight groups of the full wowed analysis.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

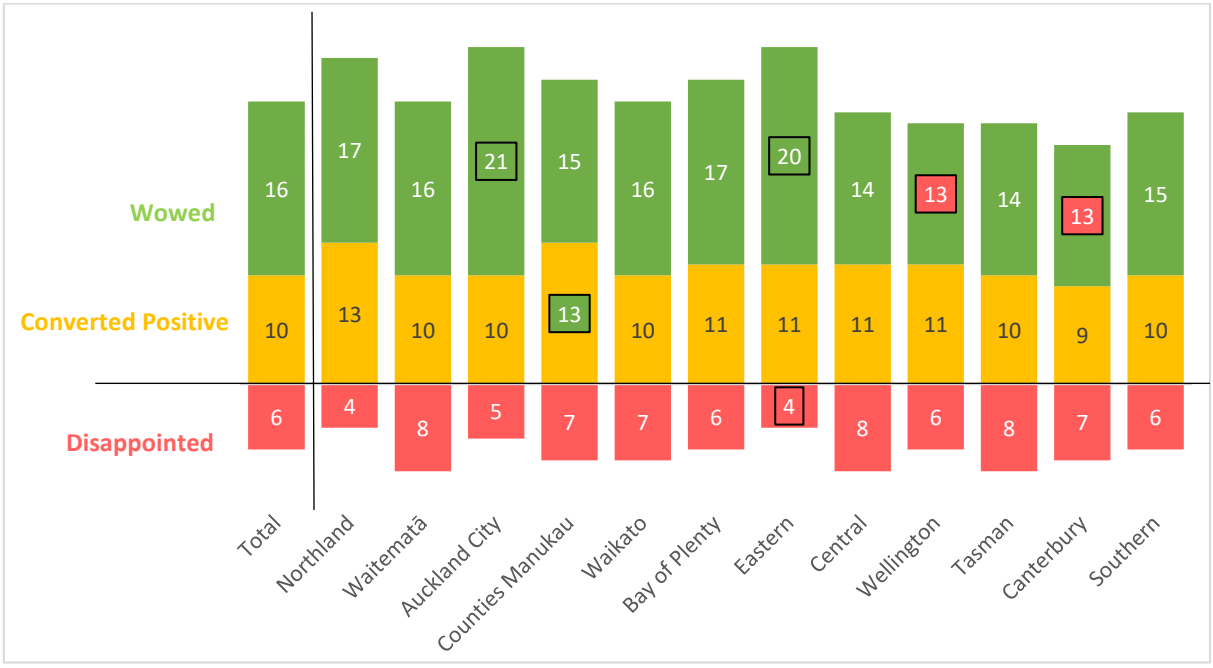
**Significant differences by Police District**

Figure 45 presents a summary of the 'wowed' analysis by Police District. This shows that respondents whose most recent contact with Police resulted from an incident/event in the **Auckland City** and **Eastern** Districts were significantly more likely to report being '**wowed'** by their most recent contact experience (21% and 20% respectively, compared with 16% of all respondents.

Respondents whose contact experience occurred in the **Wellington** and **Canterbury** Districts, however, were significantly less likely to have been 'wowed' by their experience (both 13%, compared with 16% of all respondents).

**Counties Manukau** District were significantly more likely to be classified as **'converted positive'** (13%, compared with 10% of all respondents), meaning their expectations were low, but the service they received was better than expected.

**Figure 45: Wowed analysis – by Police District, 2025-26**




Based on the sub-sample of n=9,449 respondents who were 'wowed', 'converted positive' or 'disappointed' with their most recent interaction with Police.
Note: Totals will not sum to 100% as the graph only displays the results for three out of the eight groups of the full wowed analysis.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

# 5.0 What are the key factors driving satisfaction?

## 5.1 Regression analysis

Regression analysis was performed to help identify which factors contributed to or influenced respondents' satisfaction in terms of the contact they had with Police. This analysis shows that the **most important drivers of satisfaction** were:

- Satisfaction with Police staff spoken to.
- Satisfaction with the actions taken by Police.
- Speed of Police response.

Table 2 below provides a β-value for each of these factors. The β-value indicates the extent to which a unit improvement (i.e., 1.0) in one of these factors would have on respondents' level of satisfaction. The greater the β-value, the greater the impact on satisfaction.

The table shows that, while the speed of response and the actions taken by Police are important drivers, the key factor influencing satisfaction above all else is **the way in which Police staff interacted with the people they had contact with** (i.e., satisfaction with staff spoken to).

**Table 2: Extent to which each of the top three factors contributes, predicts or drives satisfaction with Police. 2025-26**

| Total | β |
|---|---|
| Satisfaction with staff spoken to | 0.361 |
| Satisfaction with actions taken | 0.181 |
| Speed of response | 0.122 |

Each of these three factors and how the results differ between the various sub-groups of respondents are presented in more detail in the following sections.

## 5.2 Satisfaction with Police staff spoken to

Respondents who had spoken to Police within the past six months were asked to rate how satisfied they were with **the staff they spoke to** on the last occasion. This was measured on a scale of 1 to 5, where 1=’very dissatisfied’ and 5=’very satisfied’. Respondents whose only contact was in writing or online were excluded from this analysis.

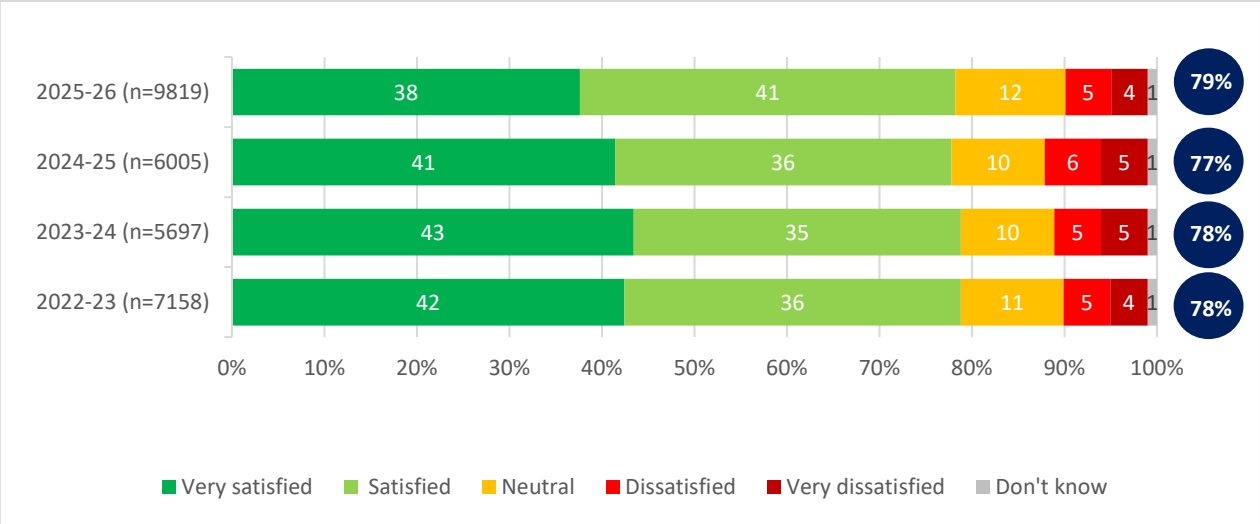
*Q. Thinking about the staff you spoke to [during point of contact], were you …?*

As illustrated in Figure 46, 79% of respondents were satisfied with the staff they had spoken to most recently. This includes 38% who gave the best possible result of ‘very satisfied’.

Of the remainder, 12% provided a ‘neutral’ rating, while 9% were dissatisfied.

At 79%, the current overall satisfaction result is significantly **higher** than last year (77% were satisfied with the Police staff spoken to in 2024-25).

**Figure 46**: **Satisfaction with staff spoken to during their most recent contact with Police**




Sub-sample excludes respondents whose most recent contact was online reporting or written contact.

% Percentages in blue are the combined “very satisfied” and “satisfied” results.

Below are some examples of some of the feedback received from respondents relating to the staff that they spoke to during their most recent contact with Police.

Positive feedback examples:

*"Because the Police officer that came was very polite and when I asked a question, he answered it. He was just nice. He explained to me what to do next without getting me rarked up. Over the years I have dealt with them because of my son, some have asked me questions in a rude tone, but not all the Police do it."* [55-69, Male, Pasifika]

*"Honestly, it's the fact that they talked to me like an equal, not down to me."* [25-39, Male, Māori]

*"A Police officer drove past the situation and pulled over to check what was happening. I found her to be brilliant. She inputted the data to avoid me having to fill out the online form. She offered to follow me home in her car to make sure my car drove home with no issues."* [40-54, Female, European]

*"The calm, professional attitude of the 111 operator made the service better than expected, as they listened carefully, gave clear instructions, and stayed reassuring throughout the call, which helped reduce stress and made the situation feel more controlled."* [16-24, Female, Māori]

*"The officer who called me was very helpful on the phone, did not rush the call with me and was happy to answer my questions. He also had some helpful advice regarding theft in the area."* [55-69, Male, Other ethnicity]

Negative feedback examples:

*"I was not taken seriously, and the Police did not listen to me. They looked down their noses at me and interrupted me before I could finish answering their rapid-fire questions."* [16-24, Female, European]

*"I was told 'Police can't teleport' and was HUNG UP ON!!! Disgusting!"* [25-39, Female, European]

*"The person was just talking and would not listen to me or anything I wanted to say."* [40-54, Female, Asian]

*"The woman on the phone was very rude and had no telephone etiquette at all, spoke to me like I was a criminal although I was reporting a crime that had been committed."* [40-54, Male, Other]

*"I think cops get a bad rep because of all the bad publicity. I don't think they have a reputable reputation and it's because of how they're perceived and act. Cops aren't approachable or act like community members but more like enforcers with huge egos. They need to be culturally competent and culturally sensitive to the communities they work in. A little bit of respect and understanding would go a long way."* [25-39, Male, Pasifika]

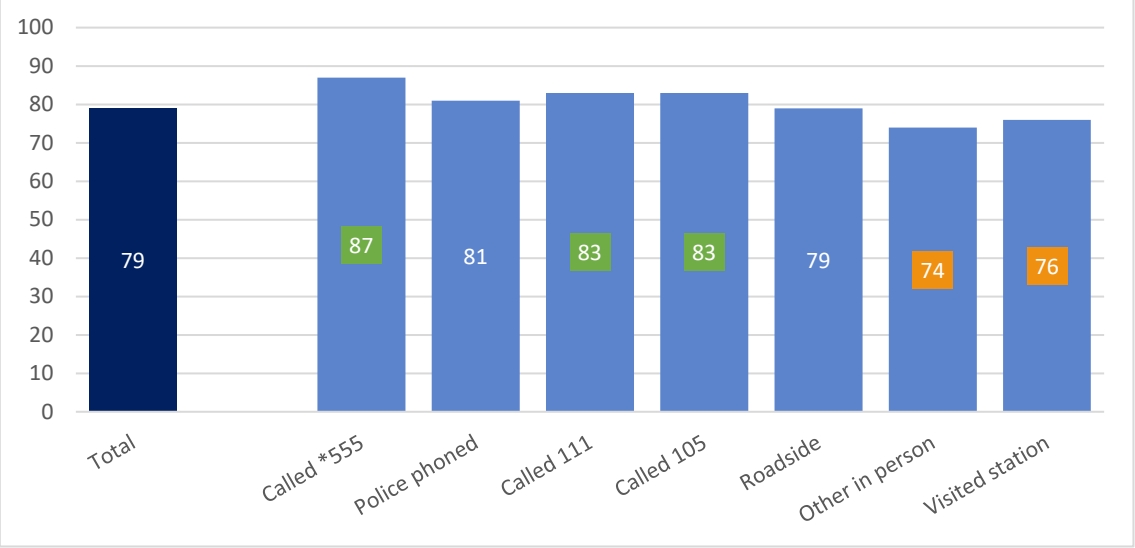
**Significant differences by point of contact**

Respondents whose most recent contact with Police was as a result of **calling *555** were significantly more likely to be satisfied with the staff they spoke to (87%, compared with 79% of all respondents) (Figure 47 below).

Respondents whose most recent contact with Police was through **calling 105 or 111** also recorded significantly higher satisfaction with the staff they spoke to (both 83%).

In contrast, respondents whose most recent contact with Police took place at a **Police station** or involved **other in person** contact (e.g. other than at the roadside or over a station counter) or were significantly less likely to be satisfied with the staff member spoken to (76% and 74% respectively, compared with 79% of all respondents).

**Figure 47**: **Satisfaction with staff spoken to during their most recent contact – by point of contact, 2025-26**




*Sub sample excludes those whose only contact with Police was through 105 online or in writing (n=9,819).

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

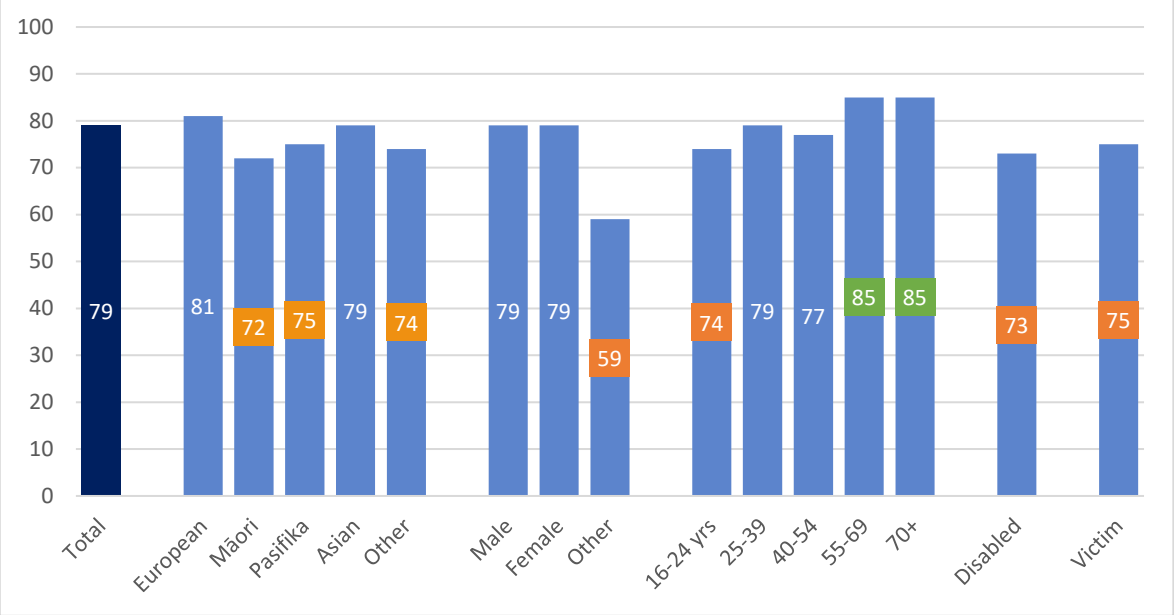
**Significant differences by demographic characteristics**

As shown in Figure 48 below, respondents aged 55 and over were significantly more likely to be satisfied with Police staff they spoke to (85% of both those aged **55-69 years** and those aged **70+**, compared to 79% of all respondents).

In contrast, the following sub-groups of respondents were significantly less likely to be satisfied:

- Respondents aged between **16-24 years** (74% satisfaction).
- **Māori** (72% satisfaction), **Pasifika** (75% satisfaction) and respondents of **other** ethnicities (74% satisfaction).
- Respondents who identified as **another gender** (59% satisfaction).
- **Disabled** respondents (73% satisfaction).
- **Victims** of crime (75% satisfaction).

**Figure 48**: **Satisfaction with staff spoken to during their most recent contact – by demographics, 2025-26**

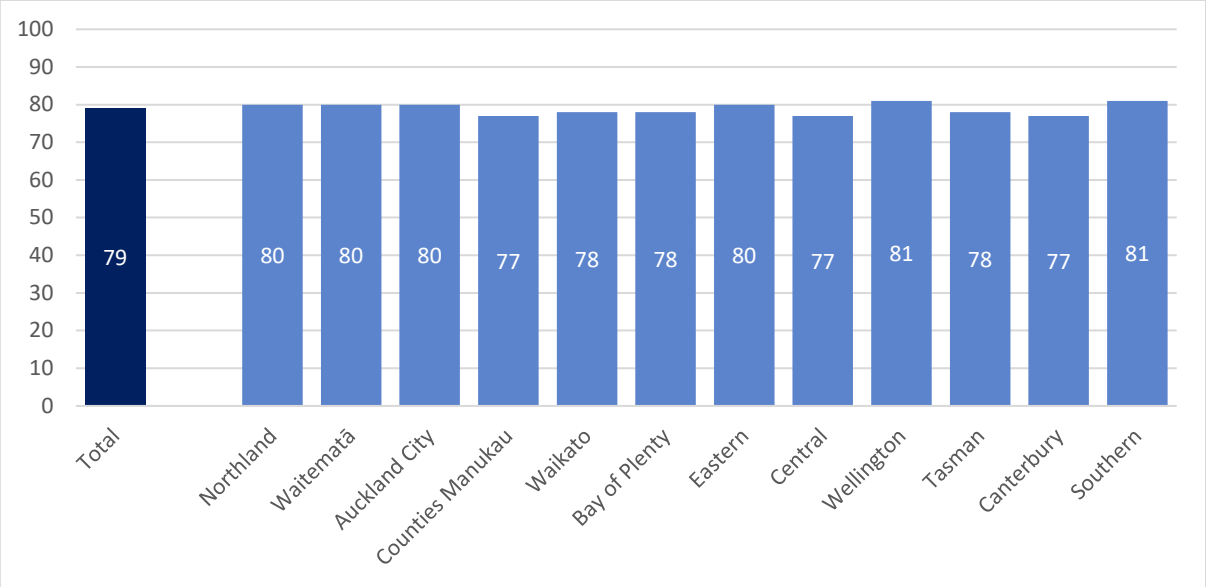



*Sub sample excludes those whose only contact with Police was through 105 online or in writing (n=9,819).
Note: The sample size for those who identified as being of 'another gender' (n=89) is relatively small.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

**Significant differences by Police District**

As shown in Figure 49 below, there are **no** statistically significant differences by Police District.

**Figure 49**: **Satisfaction with staff spoken to during their most recent contact – by Police District, 2025-26**




*Sub sample excludes those whose only contact with Police was through 105 online or in writing (n=9,819).

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## 5.3 Satisfaction with the actions taken by Police

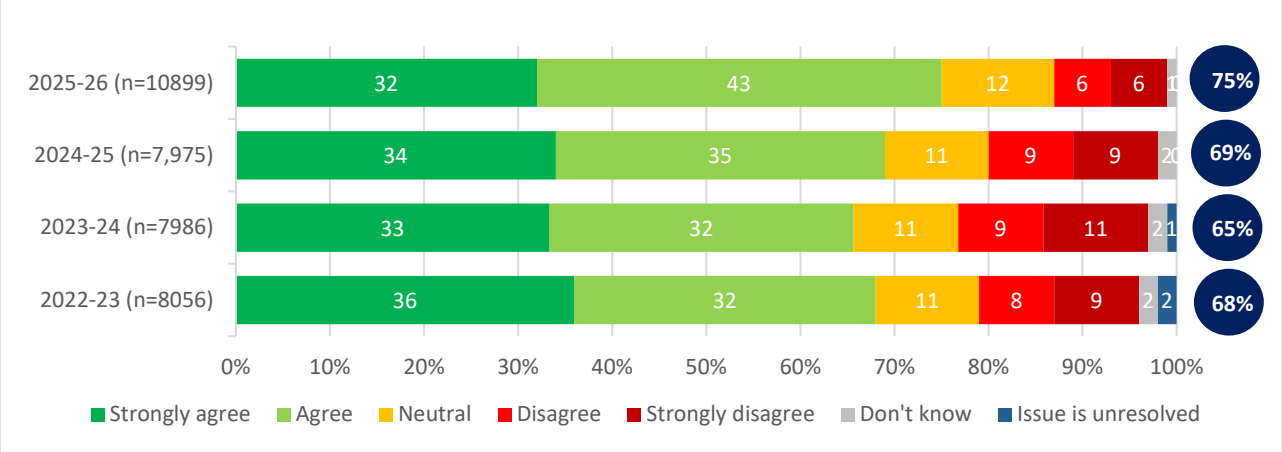
All respondents were asked about their satisfaction with **the actions taken by Police**, in relation to (all) the contact they had over the past six months. This was also measured on the 1 to 5 satisfaction scale.

> *Q. Thinking about all the interaction you had with Police up until now, please tell me how strongly you agree or disagree with the following statement: 'I am satisfied with the actions Police took overall?'*

In 2025-26, three quarters (75%) of respondents agreed that they were satisfied with the actions taken by Police, almost one-third (32%) of whom gave the best possible result of 'strongly agreed'. Another 12% provided a neutral rating, while 12% disagreed (Figure 50 below).

At 75%, satisfaction with the actions taken by Police is significantly **higher** this year than the three years' previous, including the 69% recorded in 2024-25.

**Figure 50**: **Satisfaction with actions taken by Police**




Sub-samples exclude those who said, 'Not applicable'.

% Percentages in blue are the combined 'agree' and 'strongly agree' results.

Below are some examples of feedback received from respondents about the actions taken by Police in response to their most recent contact experience.

Positive feedback examples:

> *"I reported the incident in the morning. Within a couple of hours, I received an email saying my case has been passed through the system. Another couple of hours later I had a forensics officer call me asking if he can pop in later that afternoon. I was absolutely blown away by how good and efficient the Police were."* [16-24, Female, European]

> *"Making sure my friend and her children were ok. They even sent out the officers to take fingerprints, etc. Doing drive-bys and stopping by some evenings to check on her and her children. They even called that they found the suspects. They did their job very well."* [40-54, Female, Pasifika]

> *"They were pro-active to get hold of me in the early hours of the morning to inform me that someone had broken into my car and attempted to steal the vehicle. They ensured the vehicle was safely secure after the visit".* [40-54, Male, Māori]

> *"After the Police were alerted, they came over to my place a couple of hours later, did a walk around of the premises and had a chat with me over my door camera. It was reassuring to talk to them"* [25-39, Male, Asian]

> *"They were attentive and sensitive to the call, very supportive. They got back ASAP and were really trying to help sort it all out. We felt seen and heard and that goes a long way."* [70+, Female, Pasifika]

Negative feedback examples:

> *"A report went in when I was assaulted. The Police called to arrange a time to discuss the incident. I waited home all day and no one turned up. Never heard anything since. Didn't know the Police persons name and they called off a private number so didn't know how to chase it up. I just left it."* [25-39, Female, Māori]

> *"I reported a crime in progress while the operator was on the phone and they did absolutely nothing. The thief got away as I was following him and telling the operator that I was, and that they could see all this on a public street camera right then and now! Nothing!"* [30-54, Male, Māori]

> *"I was waiting for the cops to come ASAP as I was in the store with the teenager, but they didn't show up or come to see what happened."* [40-54, Female, Asian]

> *"They did not respond to my report even though they said they would. I received a text a few days later saying since the incident is no longer an emergency, they will not look into it."* [25-39, Female, Asian]

> *"Told to try and sort it out myself and ring back if something happened."* [55-69, Female, Other]

**Significant differences by point of contact**

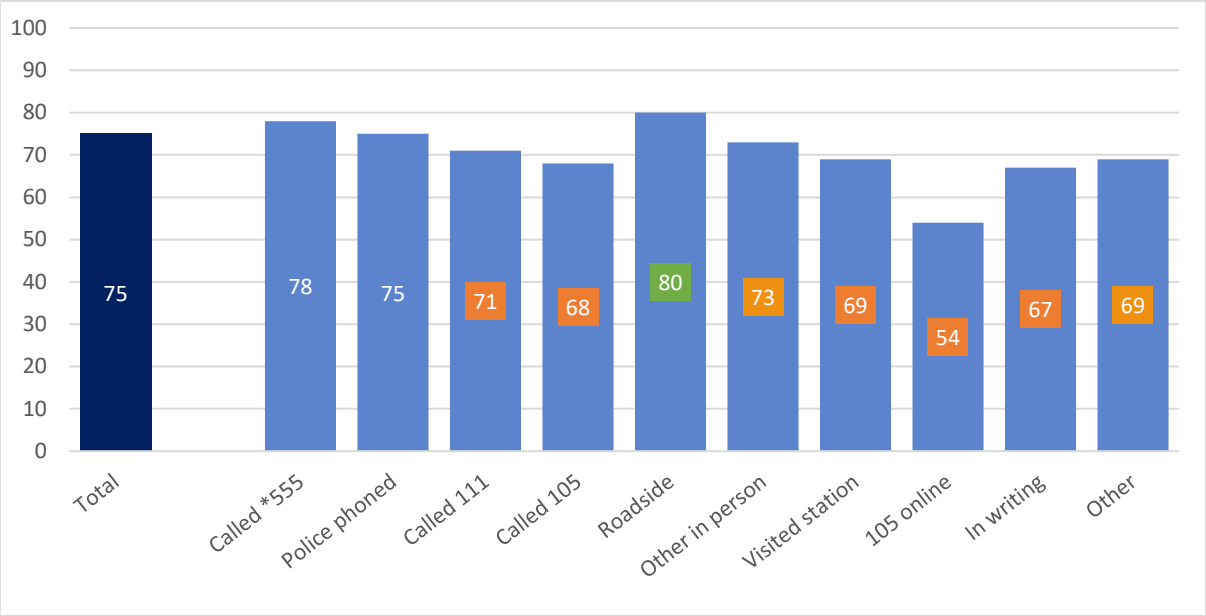
In 2025-26, respondents whose most recent contact with Police was at the **roadside** (80%) were significantly more likely to be satisfied with the actions taken by Police compared to 75% of all respondents (Figure 51).

However, respondents whose most recent contact with Police was through **105 online** were significantly less likely to be satisfied with the actions taken (54%, compared to 75% of all respondents).

Contact made through the following channels also recorded significantly **lower** levels of satisfaction with the actions taken by Police:

- Called **111** (71% satisfaction).
- **Called 10**5 (68% satisfaction).
- **Other in person** (73% satisfaction).
- Visited a **Police station** (69% satisfaction).
- In **writing** (67% satisfaction).
- **Other** contact (69% satisfaction).

**Figure 51**: **Satisfaction with actions taken by Police– by point of contact, 2025-26**




Based on a total sample of n=10,899, excluding those who said, 'Not applicable'.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

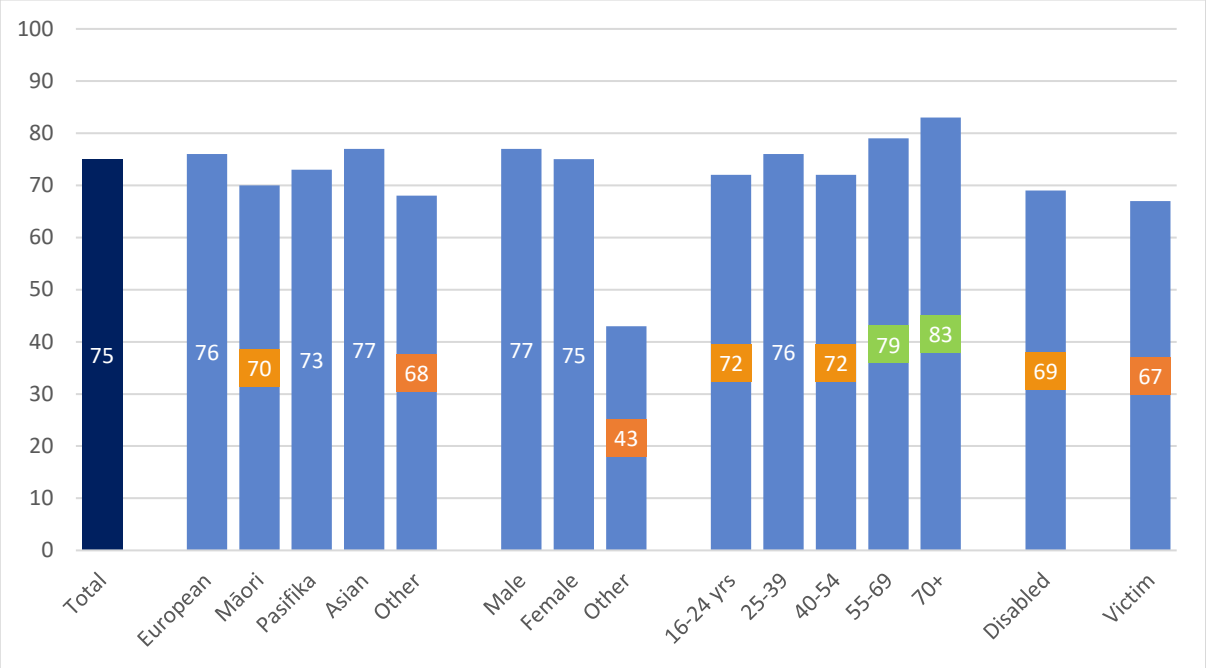
**Significant differences by demographic characteristics**

**Older respondents** were significantly more likely to be satisfied with the actions taken by Police (79% of those aged 55-69 years and 83% of respondents aged 70+, compared with 75% of all respondents) (Figure 52).

However, compared with 75% of all respondents, the following groups of respondents were significantly less likely to be satisfied:

- **Māori** respondents and those of **other** ethnicities (70% satisfaction and 68% satisfaction respectively).
- Respondents who identified as **another gender** (43% satisfaction).
- **16-24** year olds and those aged **40-54** years (both 72% satisfaction).
- Respondents with a **disability** (69% satisfaction).
- **Victims** of crime (67% satisfaction).

**Figure 52**: **Satisfaction with actions taken by Police– by demographics, 2025-26**

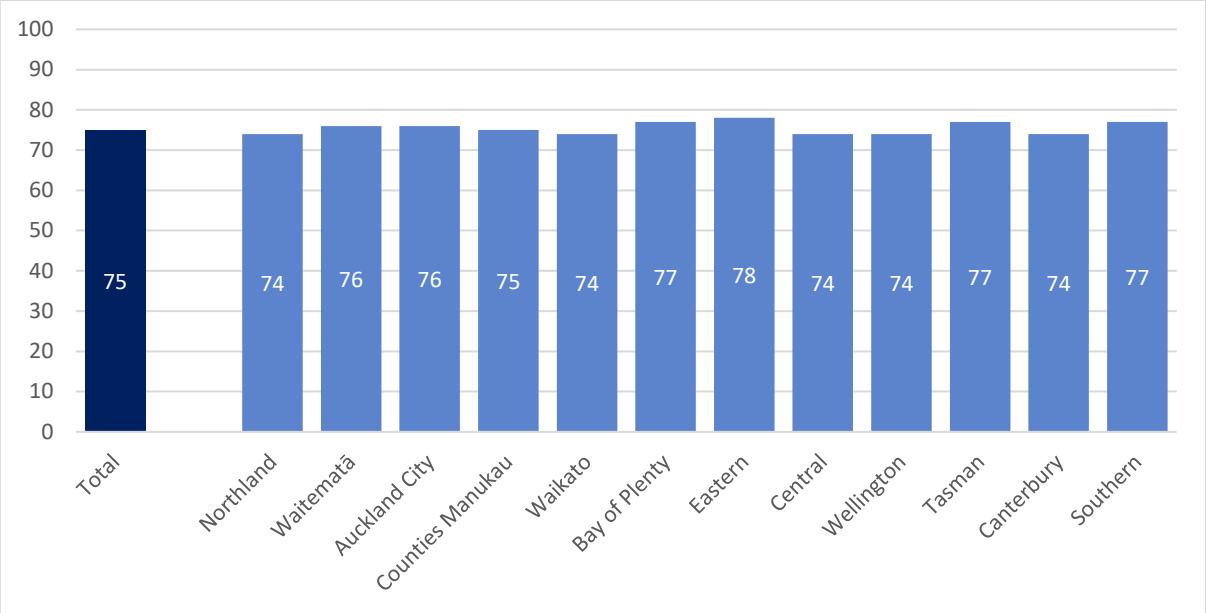



Based on a total sample of n=10,899, excluding those who said, 'Not applicable'.
Note: The sample size for those who identified as another gender (n=109) is relatively small.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## Significant differences by Police District

As shown in Figure 53 below, there are **no** statistically significant differences by Police District.

**Figure 53**: **Satisfaction with actions taken by Police– by Police District, 2025-26**




Based on a total sample of n=10,899, excluding those who said, 'Not applicable'.

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

## 5.4 Speed of Police response

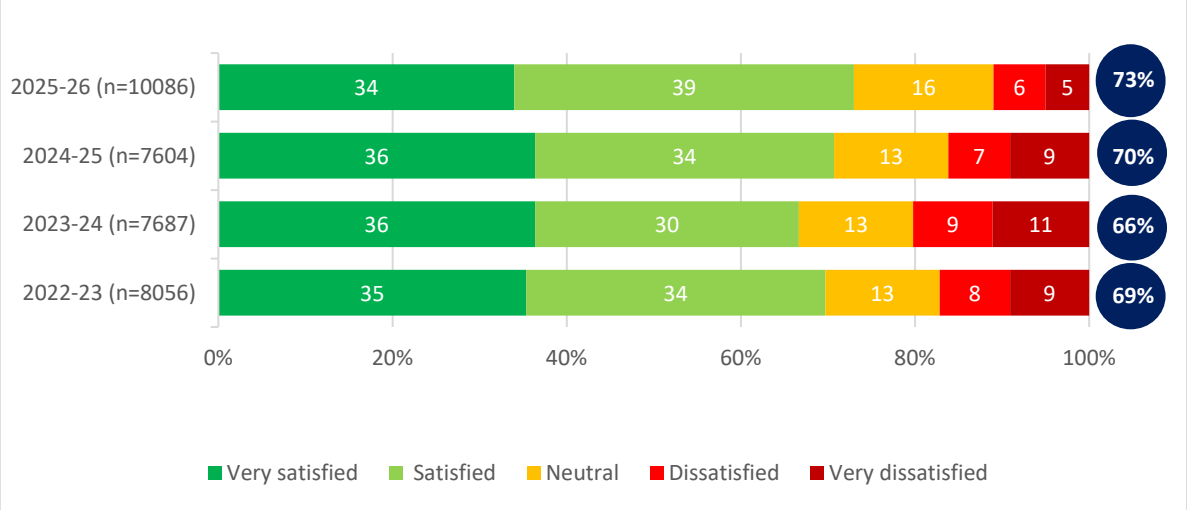
All respondents were asked to rate their satisfaction with **the speed of response of Police**. This was also measured on the 1 to 5 satisfaction scale. Respondents providing a 'not applicable' response have been excluded from the analysis.

*Q. And how satisfied were you with the speed of response of Police?*

Almost three-quarters of all respondents (73%) stated they were satisfied with how quickly Police responded. This includes 34% who gave the best possible response of 'very satisfied'. Another 16% provided a neutral response, while 11% were dissatisfied (Figure 54).

In 2025-26, satisfaction with the speed of response is significantly higher than in previous measures, increasing from 66% in 2023-24 to this years' result of 73%.

**Figure 54**: **Satisfaction with the speed of response in response to their most recent contact**




Sub-sample excludes those who said, "Not applicable".

% Percentages in blue are the combined "very satisfied" and "satisfied" results.

Below are some examples of the feedback received from respondents relating to the speed of response by Police:

Positive feedback examples:

> *"I live in [Town/City] where the Police station isn't manned 24/7. I called the Police at 10pm as there were two drunk boys trying to enter my house. The Police were there within 5 minutes of me calling them and sorted out the situation and took the boys away."* [40-54, Female, European]

> *"I rang Police and before I had even finished explaining what was happening, two cop cars arrived. Very fast arrival, which is good for peace of mind for later."* [25-39, Male, Māori]

> *"Reported a mad, dangerous motor cyclist speeding. Rung 111, heard back 30 minutes later to say they had him and could I describe him. I went to the [Police] station to fill out a form. I was very worried for public safety as he was speeding through school pedestrian crossings with kids waiting to cross to go to school."* [55-69, Female, European]

> *"The replying time. I thought they were going to take a long time, but instead, they were very fast. Well done!"* [40-54, Male, Pasifika]

Negative feedback examples:

> *"I was involved in an accident, reported online, took weeks to get a response. Finally heard from the officer who said they would call me back - been a few weeks and still waiting. My insurance won't help until the Police have reported that the person who hit me was in the wrong for not giving way."* [40-54, Female, European]

> *"It took the Police approximately 8 hours to arrive on the scene after multiple calls made to 111."* [16-24, Female, Māori]

> *"Took four months after the incident took place for them to make contact. When interviewed by Police it felt like they were trying to put words in my mouth to try to get me to say something different."* [25-39, Female, Māori]

> *"Very slow responses. Asked them to check the security camera footage and track my lost item but they never made contact again."* [25-39, Female, Asian]

> *"The cops were professional. Only thing that let the situation down was the poor response time. I understand that there were probably more pressing issues at the time, but the lack of communication on their end could've been more attentive."* [40-54, Male, Pasifika]

**Significant differences by point of contact**

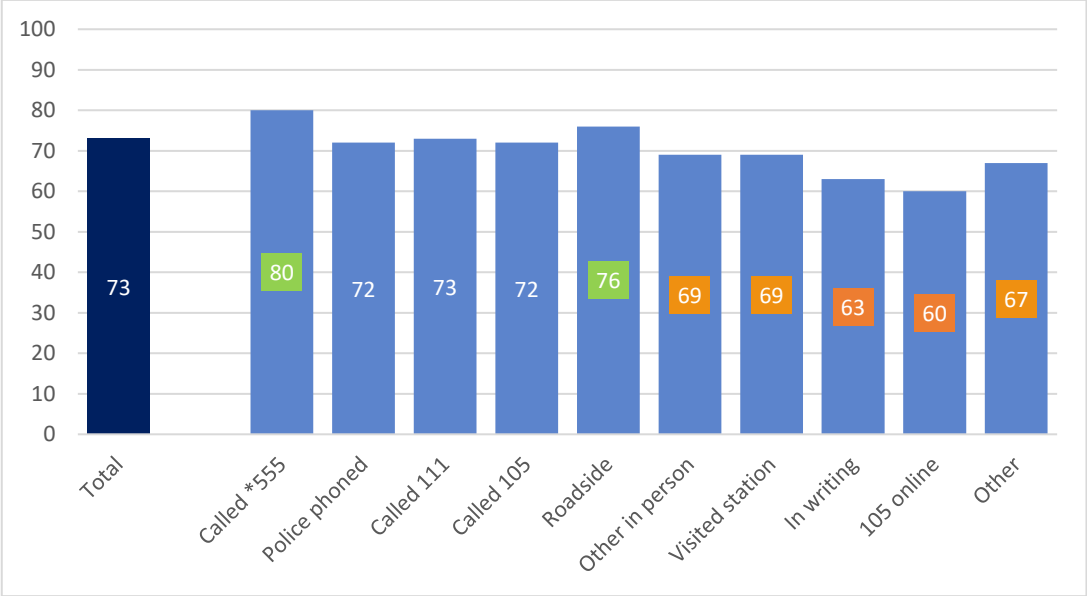
As shown in Figure 55 below, respondents whose most recent contact with Police was via ***555** (80%) or at the **roadside** (76%), were significantly more likely to be satisfied with the speed of Police response, compared with 73% of all respondents.

However, respondents whose most recent contact was the reporting of a crime or incident through **105 online** (60%), were significantly less likely to report being satisfied with the speed of response.

In fact, 24% of respondents who contacted 105 online were **dissatisfied** with the speed of response, significantly more so than the 11% for all respondents.

Respondents whose most recent contact was at a **Police station** (69%), **other in person** contact (69%), in **writing** (63%) or by **other** means (67%) were also significantly less likely to report being satisfied with the speed of response.

**Figure 55: Satisfaction with the speed of response in response to their most recent contact – by point of contact, 2025-26**




Based on a total sample of n=10,086, excluding those who said, "Not applicable".

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

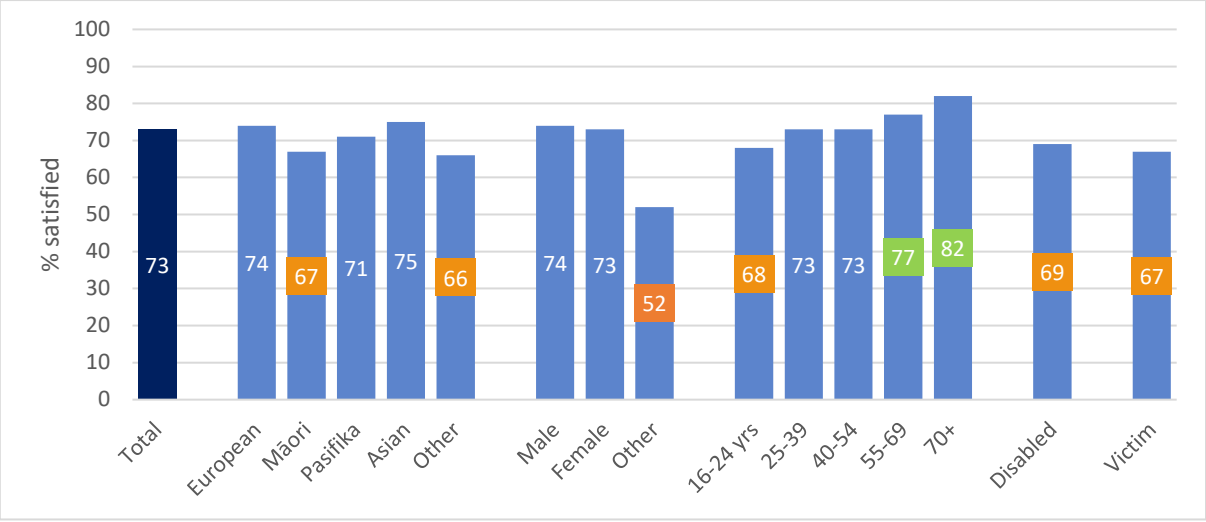
**Significant differences by demographic characteristics**

Respondents aged **70 years and over** (82%) and those aged **55-69** (77%) were significantly more likely to be satisfied with the speed of the Police response (compared with 73% of all respondents (Figure 56):

However, significantly **lower** satisfaction levels were recorded by the following demographic groups:

- **Māori** (67% satisfaction) and those of **other** ethnicities (66% satisfaction).
- Respondents who identified as **another gender** (52% satisfaction).
- **16-24 year olds** (68% satisfaction).
- Respondents with a **disability** (69% satisfaction).
- Victims of **crime** (67%).

**Figure 56: Satisfaction with the speed of response in response to their most recent contact – by demographics, 2025-26**



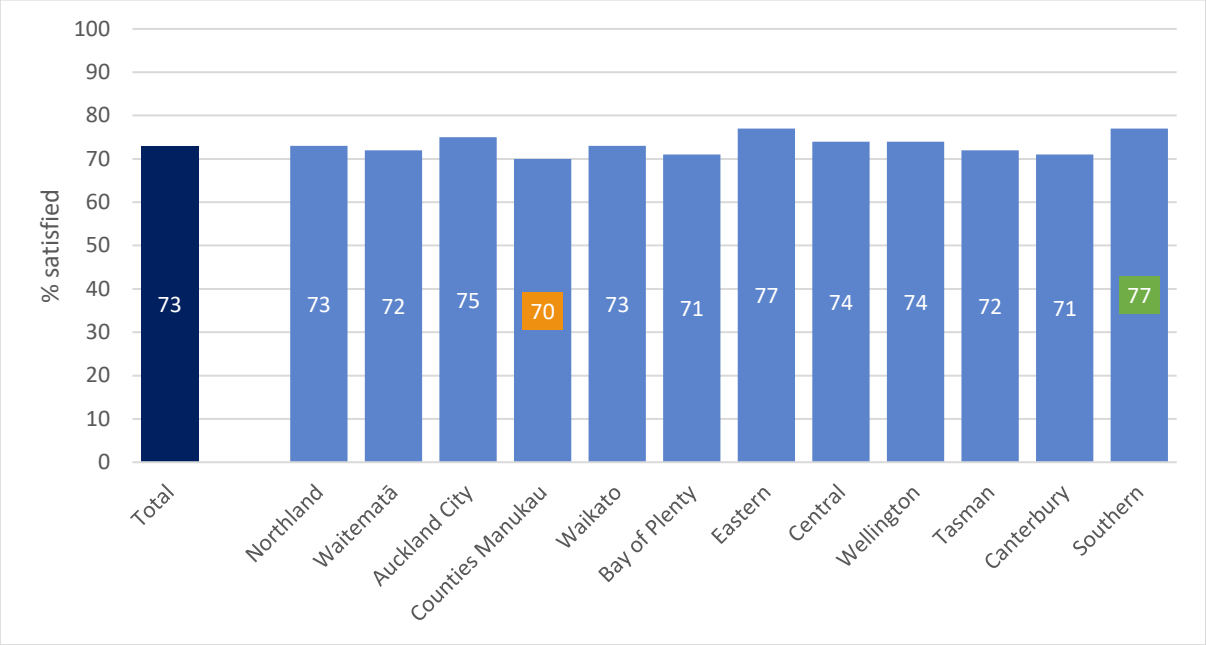

Based on a total sample of n=10,086, excluding those who said, "Not applicable".
Note: The sample size for those who identified as being of 'another gender' (n=97) is relatively small.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

**Significant differences by Police District**

Respondents whose most recent contact with Police resulted from an incident/event in the **Southern** District were significantly more likely to state that they were satisfied with the speed of the Police response during their most recent contact (77%, compared with 73% of all respondents) (Figure 57).

At 70%, respondents whose most recent contact with Police related to an incident/event in the **Counties Manukau** District were significantly less likely to be satisfied with the speed of response (70%).

**Figure 57**: **Satisfaction with the speed of response in response to their most recent contact – by Police District, 2025-26**




Based on a total sample of n=10,086, excluding those who said, 'Not applicable'.

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

# 6.0 How big of an issue are hate crimes in New Zealand and are they being reported?

## 6.1 Incidence of hate crimes

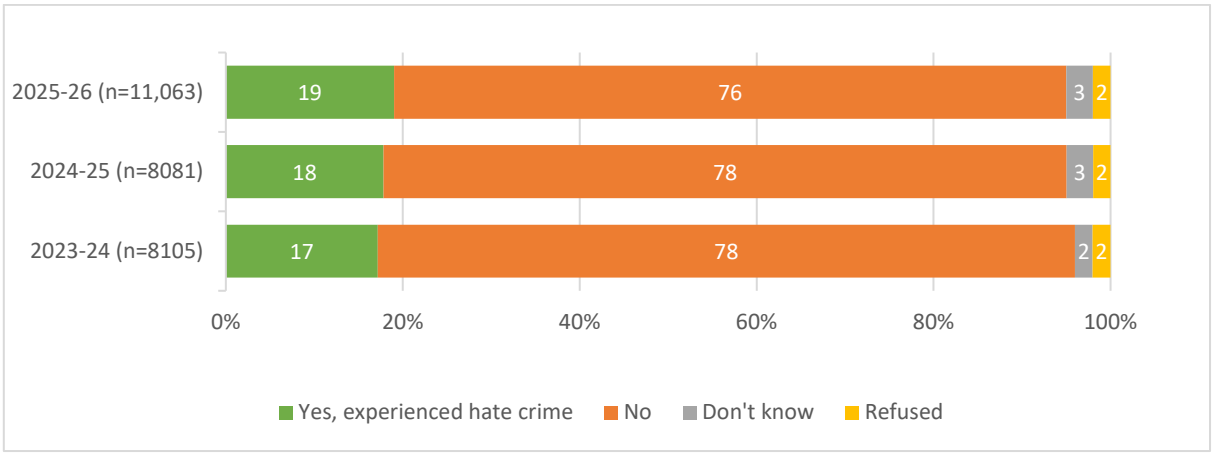
A set of questions about hate crimes was introduced to the Our Service, Your Say Survey in 2023-24. The first question established the extent to which respondents felt they had been **subjected to such a crime, either verbally, physically** or otherwise:

> *Q. At any time in the last 6 months, do you feel you have been verbally or physically attacked because of your age, gender identity, race, religion, sexual orientation, disability or other personal characteristic, or had any other offences committed against you because of your age, gender identity, race, religion, sexual orientation, disability or other personal characteristic?*

As illustrated in Figure 58 below, 19% of all respondents stated that they had experienced an attack or offence in the last 6 months which they believe was motivated by their age, gender identity, race, religion, sexual orientation, disability or other personal characteristic.

This result has been gradually increasing over time, and whilst the current result (of 19%) is statistically comparable to last year, it is significantly **higher** than it was in 2023-24 (17%).

**Figure 58**: **Experienced a hate crime in the past 6 months**




Based on the total sample.

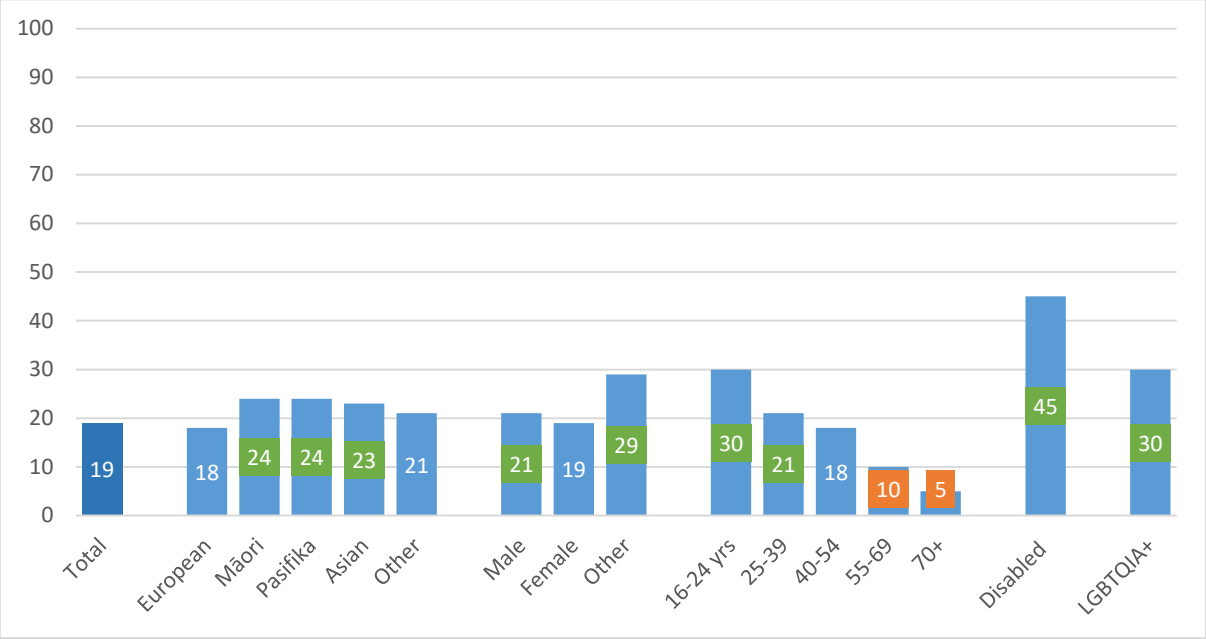
**Significant differences by demographic characteristics**

As illustrated in Figure 59, compared with 19% of all respondents, the following groups of respondents were significantly more likely to report that they had been subjected to a verbal, physical or other hate crime-related incident or offence in the past 6 months:

- Respondents with a **disability** (45% incidence).
- Respondents who identified as belonging to the **LGBTQIA+** community (30% incidence).
- Respondents aged **16-24 years** of age (30% incidence) and **25-39** years (21% incidence).
- Respondents who identified as **male** (21% incidence), or **another gender** (29% incidence).
- **Māori** (24% incidence), **Pasifika** (24% incidence) and **Asian** respondents (23% incidence).

**Older** respondents were significantly less likely to report having experienced a hate-crime related incident or offence (10% of those aged 55-69 and 5% of those aged 70+, compared with 19% of all respondents).

**Figure 59: Experienced a hate crime in the past 6 months, 2025-26**




Based on the total sample of n=11,063.
Note: The sample size for those who identified as being of 'another gender' (n=109) is relatively small.
Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

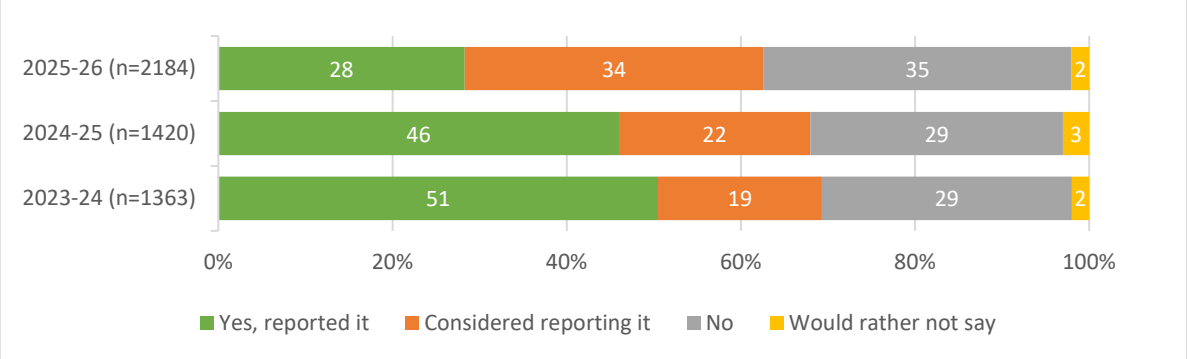
## 6.2 Reporting of hate crimes

Respondents who stated they had experienced a verbal, physical or other hate crime-related incident or offence in the past 6 months were asked if they had **reported the matter to the Police**.

As illustrated in Figure 60, a little over one-in-four (28%) stated they had reported the matter to Police and another 34% had considered doing so. Just over one-third (35%) of respondents who stated having experienced a hate crime stated they **neither** reported it nor even consider doing so.

At 28%, the proportion of respondents who said they reported the incident to Police, is significantly lower than last year (46%). This is possibly a result of the change in sample recruitment methodology (see page 88) and should therefore be treated as indicative.

**Figure 60: Reported a hate crime to Police in the past 6 months**




Based on the sub-samples of respondents who said they had experienced a hate crime within the past 6 months.

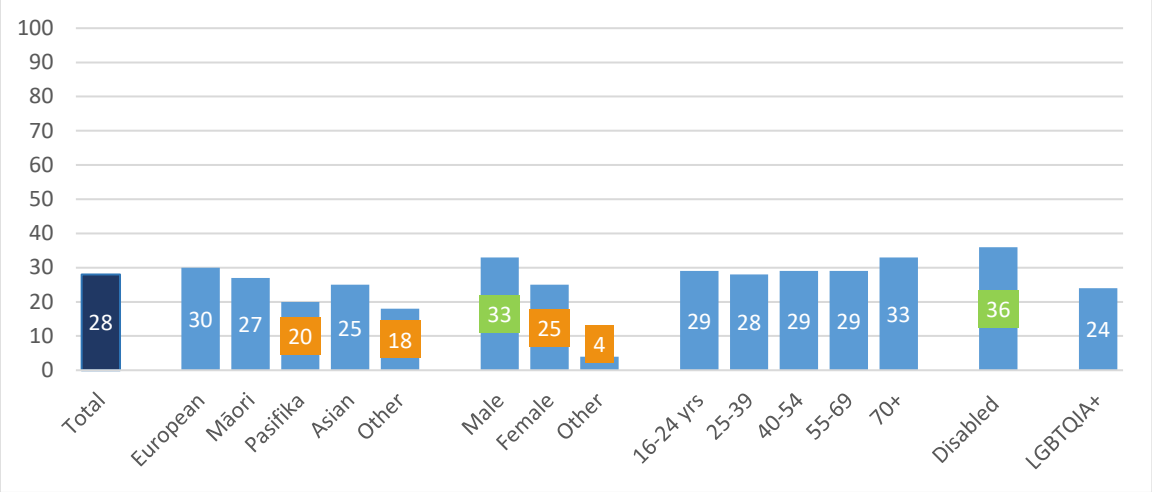
**Significant differences by demographic characteristics**

As illustrated in Figure 61, **male** respondents and those with a **disability** were significantly more likely to have reported a verbal, physical or other hate crime-related incident or offence to the Police (33% and 36% respectively, compared to 28% of all respondents).

However, compared with 28% of all respondents, the following groups were significantly less likely to say that they had reported the hate crime incident to Police:

- **Pasifika** respondents (20% reported) and those of **other ethnicities** (18% reported).
- **Females** (25% reported) and those who identified as an **other gender** (4% reported).

**Figure 61: Reported hate crime-related incident or offence to Police**




Based on the sub-sample of n=2,184 respondents who said they had experienced a hate crime within the past 6 months.
Note: The sample size for those who identified as being of 'another ethnicity' (n=76), another gender (n=109), or aged 70 years+ (n=32) is relatively small.

Results shaded in green are significantly higher than the total sample result while results in orange are significantly lower.

Three-quarters of respondents (77%) who stated they had experienced a verbal, physical or other hate crime-related incident or offence **and** had reported it to the Police, said they **told Police that they felt the incident had happened to them because of their personal characteristics**:

- This equates to 22% of all respondents who said they had been subjected to a verbal, physical or other hate crime-related incident or offence. In other words, about one-in-three respondents who had experienced a hate crime reported it as such to Police.

In turn, three-quarters (75%) of respondents who informed the Police that the incident had happened because of their personal characteristics stated that, to the best of their knowledge, the **Police had included that information in their report**:

- This equates to 16% of all respondents who said they had been subjected to a verbal, physical or other hate crime-related incident or offence. In other words, just under one-in-five of all respondents who experienced a hate crime stated they believed the Police recorded the incident as such in their report.

Three-quarters of respondents (76%) who stated they told Police that they believed the incident or offence had happened because of their personal characteristics, also said that the **Police kept them informed** as to what was happening with their case:

- In other words, 17% of all respondents who experienced a hate crime stated they had reported the incident and Police had kept them informed as to what was happening with their case.

# 7.0 Interactions and engagement between Police and Māori

In 2023, a new module of questions was introduced to the Our Service, Your Say to measure, from a te ao Māori perspective, the recent engagement experiences of Māori with Police.

The questions were developed based on the key findings of a qualitative research study completed in 2022, which explored what it would look like for Māori to be treated with respect, fairness and cultural understanding by Police, as both an individual and as part of a wider collective of whānau, hapū and iwi[6].

The module is only asked of respondents who **self-identify as Māori** and whose last contact/interaction with Police was **in-person or over the telephone**. Respondents whose most recent contact was online or in writing are not included as the questions all relate to a direct engagement with Police.

For reporting purposes, the results have been grouped into positive and negative measures of engagement as both can have a profound impact on the strengths and weaknesses of the relationship between Māori and Police.

[6] Taylor, T (TT Consulting Tāpui Limited) and Falloon, J (Rangahau Aotearoa | Research New Zealand), *Informing the development of a Māori module for Ō Whakaaro, Ā Mātou Mahi | Our Service – Your Say (Customer Experience survey) 2022.*

## 7.1 Communication, information, greetings

The first question reported in this section asked Māori to indicate whether or not certain actions or courtesies took place during their most recent contact with the Police.

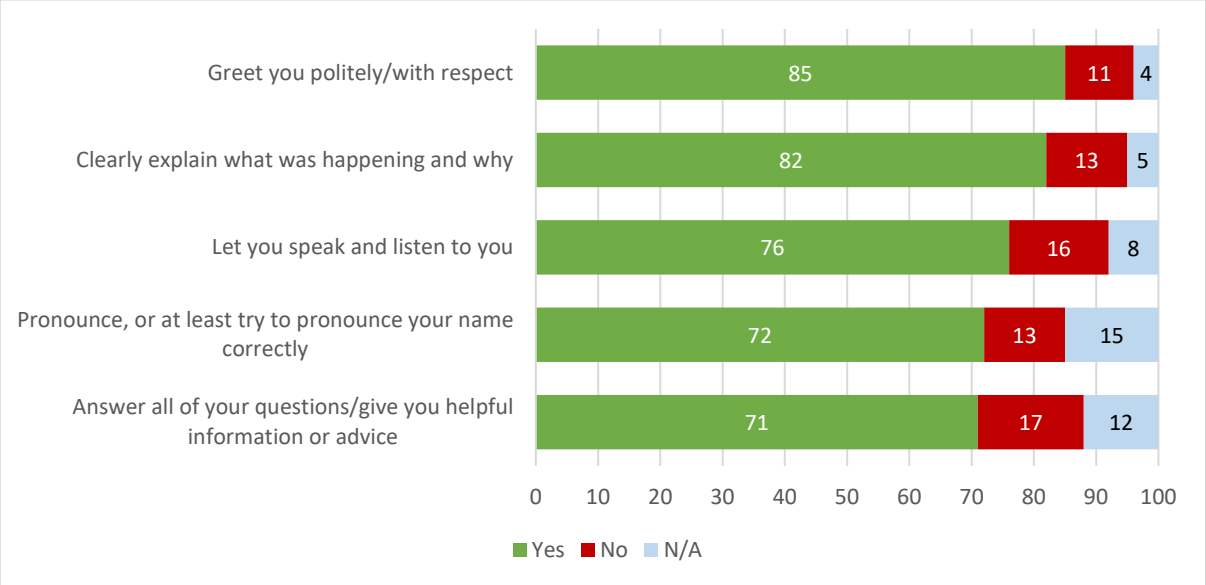
As shown in Figure 62, most Māori (85%) stated that the Police staff they spoke to greeted them politely/with respect, and 82% agreed that Police had clearly explained what was happening and why. The latter result is significantly **higher** than last year (82%, compared to 77% in 2024-25).

Three-quarters (76%) agreed that Police had given them the opportunity to speak and be heard and 72% said that Police had pronounced or at least tried to pronounce their name correctly.

While 13% stated Police had **not** tried to pronounce their name correctly, 15% said the correct pronunciation of their name was not applicable to their most recent contact situation.

While 71% of Māori stated Police had answered all of their questions/provided them with useful information or advice, 17% said this had not happened during their most recent interaction.

**Figure 62: Communication, information and greetings, 2025-26**




Based on the sub-sample of n=2,367 Māori respondents whose most recent contact with Police was face-to-face or by telephone.

**Significant differences by demographic characteristics**

Rangatahi (Māori aged 16-24 years) reported having a more **negative** engagement experience compared with Māori in general:

- 72% of rangatahi agreed that the Police **let them speak and be heard** during their most recent contact experience. This result is significantly lower than the 76% recorded for all Māori respondents.
    - While 8% of rangatahi said this particular attribute was not applicable to their most recent contact situation, 20% of rangatahi said the Police did not let them speak and be heard. This result is significantly higher than for all Māori respondents (16%).
- While two-thirds (68%) of rangatahi agreed that the Police had **pronounced, or at least tried to pronounce their name correctly**, 13% said this was not applicable to their contact experience. The other 18% reported that the Police had not pronounced (or tried to pronounce) their name correctly. This latter result is significantly higher than for all Māori respondents (18%, compared to 13% of all Māori).

## 7.2 Positive engagement attributes

Figure 63 below presents the extent to which Māori agreed or disagreed with the more **positively worded** statements about their recent interaction with Police.

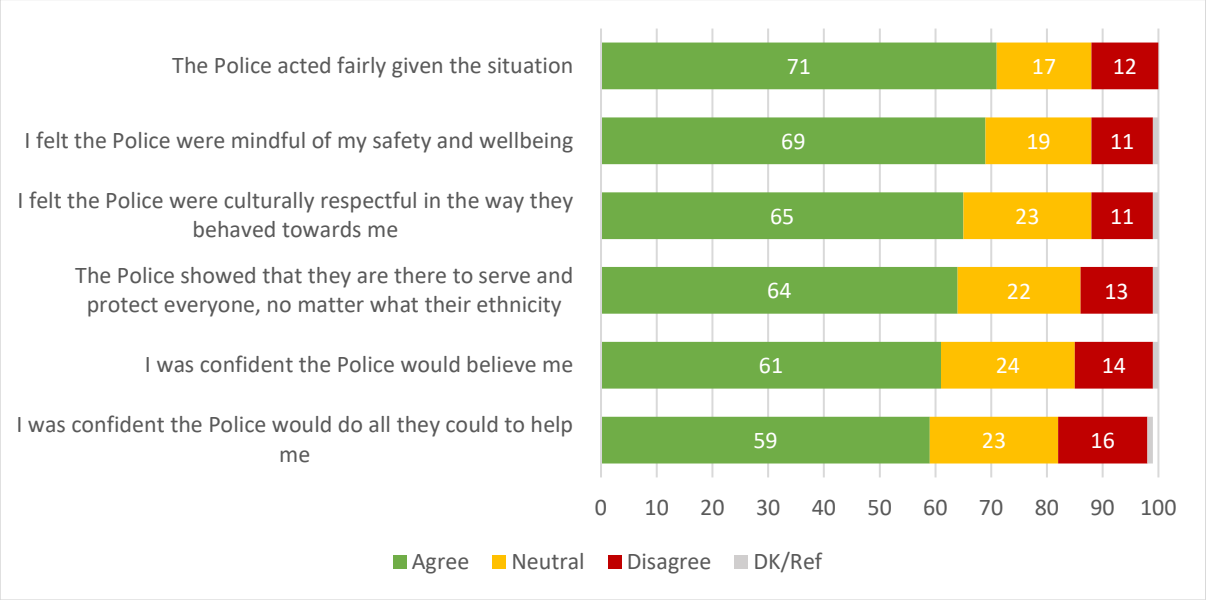
This shows that based on their most recent contact experience, 71% of Māori agreed that Police had acted fairly given the situation.

Approximately two-thirds of Māori also agreed that Police had been mindful of their safety and wellbeing (69%), were culturally respectful in their behaviour (65%) and showed that they were there to serve and protect everyone, no matter what their ethnicity (64%).

The results also show that 61% of Māori respondents were confident that the Police would believe them and 59% were confident the Police would do all they could to help them.

These results are similar to those recorded in 2024-25.

**Figure 63: Engagement attributes that help to build positive relationships between the Police and Māori, 2025-26**




Based on the sub-sample of n=2,367 Māori respondents whose most recent contact with Police was face-to-face or by telephone, excluding the 'not applicable' responses.

**Significant differences by demographic characteristics**

**Older** Māori (those aged **55 years and over**) had the most **positive** engagement experience:

- Māori aged 55+ were significantly more likely to agree that Police **acted fairly** given the situation (80%, compared with 71% of all Māori).

- Māori aged 55+ were significantly more likely to agree the Police **showed that they are there to serve and protect everyone**, no matter what their ethnicity (74%, compared with 64% of all Māori).

- Māori aged 55+ were significantly more confident that Police **would do all they could to help** them (69%, compared with 59% of all Māori).

## 7.3 Negative engagement attributes

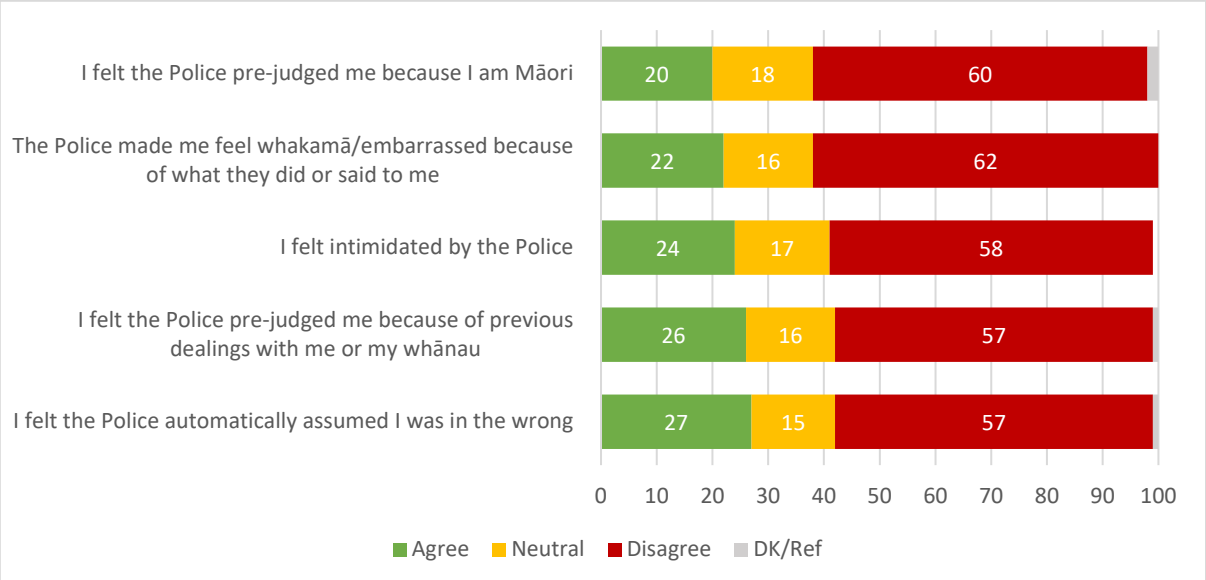
Figure 64 below presents the extent to which Māori agreed or disagreed with the more **negatively worded** statements about their recent interaction with Police.

Although approximately 60% of Māori stated they did **not** experience any of these negative perceptions or actions from Police, at least one-in-four agreed with these sentiments. More specifically:

- 27% of all Māori said they **felt the Police had automatically assumed** they were in the wrong, 15% provided a neutral response and 57% disagreed.
- Approximately one-in-four felt the Police had **pre-judged** them because of previous dealings with themselves or their whānau (26%), or because they are Māori (20%). Around 60% disagreed with these statements.
- 24% said they **felt intimidated** by the Police, 17% provided a neutral response and 58% disagreed.
- 22% said that Police had made them feel **whakamā** (embarrassed) because of what they did or said to them. 62% disagreed and 16% provided a neutral response.

These results are similar to those in 2024-25.

**Figure 64: Engagement behaviours detrimental to the relationship between Police and Māori, 2025-26**




Based on the sub-sample of n=2,367 Māori respondents whose most recent contact with Police was face-to-face or by telephone, excluding the 'not applicable' responses.

**Significant differences by demographic characteristics**

As mentioned in the previous section, older Māori had a more **positive** engagement experience than other Māori and this was evidenced by the following:

- Māori aged 55+ were significantly less likely to feel that Police had automatically **assumed they were in the wrong** (15%, compared with 27% of all Māori).

- Māori aged 55+ were significantly less likely to say that the Police had made them feel **whakamā** because of what they did or said to them (12%, compared with 22% of all Māori).

- Māori aged 55+ were significantly less likely to feel the Police had **pre-judged** them because of previous dealings with them or their whānau (11%, compared with 26% of all Māori), or because they are Māori (6%, compared with 20% of all Māori).

- Māori aged 55+ were significantly less likely to say they had felt **intimidated** by the Police during their most recent contact (10%, compared with 24% of all Māori).

The following differences were recorded by gender:

- Tāne were also significantly more likely to have felt the Police had automatically **assumed they were in the wrong** (34%, compared with 21% of wāhine).

- Tāne were significantly more likely to feel that Police had **pre-judged** them because of previous dealings with them or their whānau (31%, compared with 22% of wāhine), or because they are Māori (26%, compared with 27% of wāhine).

- Tāne were also significantly more likely to say that Police actions had made them feel **whakamā** or embarrassed (26%, compared with 19% of wāhine).

# Appendix A: Survey methodology

## Sampling frame - Respondent definition

The Our Service Your Say | Ō Whakaaro, Ā Mātou Mahi Survey (OSYS) is based on people who had contact with Police **within 6 months** of the time of the survey. This could have been in person, by telephone or online, and in relation to various types of contact; a roadside event/incident, or a burglary or theft, for example. Respondents participated in the survey on a voluntary and confidential basis.

## Survey period

The survey for 2025/26 was completed between 9 July 2025 and 24 June 2026 with n=11,063 respondents.

## Change to sample recruitment

The survey was completed by n=11,063 respondents. This represents an increase in the number of respondents surveyed in the previous year (n=8,081) due to a change in the sample recruitment methodology.

Effective from October 2025, the survey sample is completely sourced from New Zealand's largest online panel provider (Dynata), whereas previously it was partly sourced from Dynata and partly from New Zealand Police (105).

## Collection method

All panel provider respondents completed the survey online. Prior to October 2025 respondents recruited through Police 105 were given the option of completing the survey online or by telephone.

The majority of respondents completed the survey online (95% or n=10,529), with the remaining 5% (or n=533) completing it by telephone.

A copy of the survey questionnaire is included in this report as Appendix B.

## Service Excellence Attribute questions

The survey uses six service attribute questions from the Common Measurements Tool (CMT)[7] to measure the quality of respondents' service experience with Police.

Respondents who had direct (verbal) contact with Police staff were asked to rate six of the service excellence attributes on a 5-point agreement scale, from 'strongly disagree' to

[7] The Service Excellence Attribute questions from the Common Measurements Tool are used under licence and reproduced with the permission of the Institute for Citizen-Centred Service, Canada.

‘strongly agree’. Those whose most recent contact was written or online were asked just two of these questions (one about expectations, the other about value for tax dollars). A ‘not applicable’ response option was also available for each attribute (along with ‘don’t know’ and ‘would prefer not to say’ options).

## Weighting

Māori and Pasifika were over-sampled to ensure that, for analysis purposes, sufficient numbers of respondents representing these ethnic groups were interviewed. Accordingly, the data has been weighted by ethnicity and contact channel.

Weighting parameters for ethnicity were sourced from Statistics New Zealand 2023 Census data and the contact incidence profile as recorded in the OSYS Dynata survey results for 2024/25 and the Police 2023-24 Annual report.

As mentioned earlier, the survey’s sample came from two sources; Police 105 and Dynata. As the 105 sample is skewed towards the 105 online and 105 telephone contact channels, the contact profile of respondents recruited through Dynata (in the 12 months to June 2025) was used for the weighting profile as it provides a more representative profile of contact incidence.

## Accuracy

The maximum margin of error based on the total sample of n=11,063 is ± 1.1%, at the 95% confidence level. This means that if we found 50% of respondents were satisfied with the service they received from NZ Police, we would be 95% sure that we would get the same result (± 1.1%) in at least 95 of 100 repeat hypothetical surveys.

## Sample profile

Table 3 overleaf provides an unweighted demographic profile of the respondents.

**Table 3: (Unweighted) Profile of respondents who had recent contact with Police (n=11,063).**

| Base = | % of responses % | Number of responses n= | | % of responses % | Number of responses n= |
|---|---|---|---|---|---|
| **Gender:** | | | **Sexual orientation** | | |
| Male | 40 | 4475 | Heterosexual | 87 | 9570 |
| Female | 59 | 6479 | Gay | 2 | 200 |
| Another gender | 0 | 44 | Lesbian | 2 | 175 |
| Would rather not say | 1 | 65 | Bisexual | 5 | 601 |
| | | | Other | 1 | 113 |
| **Age:** | | | Don't know | 1 | 80 |
| 16-17 | 1 | 60 | Would rather not say | 3 | 324 |
| 18-24 | 14 | 1528 | | | |
| 25-39 | 41 | 4585 | **Police District**[8] | | |
| 40-54 | 26 | 2902 | Northland | 5 | 500 |
| 55-69 | 12 | 1356 | Waitematā | 6 | 687 |
| 70+ | 6 | 632 | Auckland City | 21 | 2329 |
| | | | Counties Manukau | 9 | 1002 |
| **Ethnicity**[9] | | | Waikato | 9 | 962 |
| European | 66 | 7323 | Bay of Plenty | 7 | 726 |
| Māori | 24 | 2600 | Eastern | 5 | 501 |
| Pasifika | 11 | 1241 | Central | 8 | 857 |
| Asian | 11 | 1228 | Wellington | 11 | 1252 |
| MELAA | 2 | 175 | Tasman | 3 | 327 |
| Other | 2 | 199 | Canterbury | 12 | 1320 |
| | | | Southern | 5 | 552 |
| **Self-reported as disabled** | | | Don't know/Refused | 0 | 48 |
| Yes | 9 | 1025 | | | |
| No/Don't know/Refused | 91 | 10038 | | | |

[8] District is self-reported based on where the respondent said the incident/contact took place.

[9] Respondents were able to select more than one ethnicity. Other ethnicities include various responses such as Filipino, South African and British.

# Appendix B: Survey questionnaire

Ngā Pirihimana o Aotearoa – Ō whakaaro, Ā mātou mahi

New Zealand Police Survey - Our Service, Your Say

Research New Zealand #5373

**DATE** July 2025

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**TELEPHONE/CATI INTRO:**

Good evening/morning/afternoon/ Tēnā koe, could I please speak to [First + Last Name]?

Have you had any contact with the Police in the past six months, either in person, on the phone or online? For example, in relation to a crime or accident, at a roadside checkpoint, a public event or gathering etc.

**If No**: Thank you for your time. Have a good day.

**If yes:** We are conducting a **confidential** survey for the Police with people who have had recent contact with them, to find out how well they think that went.

Taking part is voluntary, but the survey only takes about 10 minutes. Is now a good time? Or you can do the survey online if you prefer?

**If they sound reluctant:** Everything you tell us is **confidential**. Your answers will be **anonymised** and combined with others in a summary form when we report the results. No-one outside of the research team, including the Police, will know who has and who has not taken part in this survey.

**Before commencing survey Read:**

This call is being recorded for internal training and quality control purposes only. Although I'm not going to ask you anything personal and sensitive, you can tell me to stop and you can opt out at any time.

**Background information only if needed:**

This is genuine research. I'm not selling anything.

The purpose of the survey is to get feedback from people that have had recent contact with NZ Police to find out if the quality of the service they provided met expectations and to identify any areas that could be improved.

**If they ask how we got their contact details:**

**10-5 Sample:** Your name was randomly selected along with hundreds of others who have had contact with the Police, either by phone or online, within the last 6 months. For the purposes of this survey Research NZ is an 'agent' of NZ Police and, under the NZ Privacy Act 202, and we have been given the information we need to contact you. When the survey is finished, we will delete this information from our computer system as is required by our Code of Practice.

**ONLINE INTRO:**
This **confidential** survey is run on behalf of the New Zealand Police. The survey is for people who have had recent contact with the Police, to find out how well they think that went. Have you had any contact with the Police in the last 6 months?

If you have, it only takes about 10 minutes to provide your opinion. Taking part is **voluntary**, but please note we're not going to ask you anything personal and sensitive. You can opt out at any time.

**Please note:**
Everything you tell us is **confidential**. Your answers will be **anonymised** as soon as possible and combined with others in a summary form when we report the results. No-one outside of the research team, including the Police, will know who has and who has not taken part in this survey.

The survey uses service satisfaction questions from the Common Measurements Tool (CMT) used under licence from the Institute for Citizen Centred Service.

## Demographics

The first couple of questions are about you.

D1 First of all, which of **the following** /these age groups do you fall into? **Read**

1 .....16-17
2 .....18-24
3 .....25-39
4 .....40-54
5 .....55-69
6 70 and over

D2 **And which**/Which ethnic groups do you belong to? **Code many. If necessary: Read options**
*[Online] Please select as many options as apply*

1 .....NZ European
2 .....NZ Māori
3 .....Samoan
4 .....Cook Island Māori
5 .....Tongan
6 .....Niuean
7 .....Chinese
8 .....Indian
96 ...Other **Please specify**
99 ...Would rather not say

**Read if D2=2:** The next few questions are about the recent contact you've had with the Police, followed by a set of questions about your experiences from a te ao Māori or Māori worldview perspective.

**Contact with the Police**

Q1 Thanks for that. Just to confirm, have you had any contact with New Zealand Police in the **past six months**? This does **not** include any personal contact with friends or family who are in the New Zealand Police.

1 .....Yes
2 .....No **Terminate**
99 ...Would rather not say **Terminate:** Thank you for your time, but for this survey we need to talk to people who have had contact with the Police in the past six months.

Q1a. In which month did your **most recent contact** with the Police happen?

| **Month** | | **Year** | |
|---|---|---|---|
| 1 | January | 1 | 2024 |
| 2 | February | 2 | 2025 |
| 3 | March | | |
| 4 | April | | |
| 5 | May | | |
| 6 | June | | |
| 7 | July | | |
| 8 | August | | |
| 9 | September | | |
| 10 | October | | |
| 11 | November | | |
| 12 | December | | |
| 98 | Don't know | | |
| 99 | Would rather not say | 99 | Would rather not say |

Q1b. Did your most recent contact with Police happen because you were a victim of crime?

1 .....Yes
2 .....No
99 ...Would rather not say

Q2. And what your **most recent** contact with the Police was about?

**Road/traffic-related**
1 Pulled over for a random breath alcohol test/driving under the influence
2 Pulled over for a random check/other type of checkpoint (e.g. WoF/Registration/licence/seatbelt check)
3 Speeding
4 Another type of traffic offence/infringement/ticket (not to do with speeding or breath testing)
5 A commercial vehicle check point
6 A traffic incident or accident
7 Roadside assist – officer helping at the roadside (e.g. fixing a tyre/car broken down)
8 Roadside stop – Police informing you of something (road closed/crash ahead etc.)
9 Reporting bad/dangerous driving (including calling *555)

**Theft, burglary or damage to property**
10 A house theft or burglary/break-in
11 Theft of a vehicle (e.g. a stolen car)
12 A business/work-related theft or burglary
33 ...Theft from a vehicle (e.g. wallet stolen out of a car)/break-in
13 Another type of theft or burglary
14 Property damage or vandalism

**Violence/assault (including threatening behaviour, intruders etc.)**
15 A domestic incident (a fight/violence between family members, neighbours or people that know each other)
16 An assault
17 Suspicious or disorderly behaviour
18 An intruder, a prowler, noises
36 ...Threatening/intimidating behaviour

**Someone had gone missing or died**
19 A missing person
20 Search and rescue
21 Police came to inform you/someone else of a death

**Professional (work) or community-related**
22 Professional – in the course of work/business for work purposes
23 Heard a talk from an officer (i.e. youth education in schools)
24 Police participated in a group/community activity you were involved in
25 Crime Prevention activity, project, or program (includes advice on crime prevention)

**Other**
26 [removed]
27 You asked for advice, help or information
28 Application for a licence (e.g. firearm's licence)
29 Lost property (reporting/claiming/handing in)
30 Contact with Police about making a complaint
31 Bail reporting
32 Noise control issues
34 Cyber crime/scam/fraud
35 Wellness/welfare check

96 ...Something else **Please specify**
98 ...Don't recall/Don't know – **thank and close**
99 ...Would rather not say – **thank and close**

Q2A. Thinking about that most recent contact, did you, someone else, or the Police make this contact?

1 I contacted the Police
2 Someone else contacted the Police
3 Police contacted me
96 ..Other **Please specify**
98 ...Don't recall/Don't know
99 ...Would rather not say

DA. You said that your most recent contact with the Police was [**Insert reason from Q2**]. In which region of New Zealand did [this / **If Q2=4** the traffic offence] take place?
Was it in… **Read**

1 Northland
2 Waitemata
3 Auckland City
4 Counties Manukau
5 .....Waikato
6 .....Bay of Plenty
7 .....East Coast
8 .....Hawkes Bay
9 .....Taranaki
10 ...Whanganui
11 ...Manawatū
12 ...Wellington
13 ...Kapiti-Mana
14 ...Wairarapa
15 ...Marlborough
16 ...Nelson Bays
17 ...West Coast
18 ...Canterbury
19 ...Otago
20 ...Southland
96 ...Other (Please specify nearest town or suburb) **Do not read**
99 ...Would rather not say **Do not read**

Da1. **If Da = 1 - 20 ask:** Whereabouts in **[Region]**? Can you **tell me/**type in the closest town or suburb? **If necessary:** This information will only be used to group the results by Police district for analysis purposes.

1 .....**Drop down menu for each region**
96 ...Other (**specify place**)
98 ...Don't know
99 ...Would rather not say

Q2A. **If Q2= 1, 2, 5, 7 or 8 skip** Thinking about all of the contact you had with the Police [**Insert reason from Q2**], how did you have this contact? It could have been in many different ways. **Read. Code many**

1 Face to face (e.g. at a Police Station, at the roadside, at your home/work)
2 By phone (e.g. 111, 105, *555)
3 Online through 105 on the Police website
4 By letter or email (e.g. speeding ticket in the post, emailing a local Police officer)
96 ...Another type of contact **Do not read**
98 ...Don't know **Do not read**
99 ...Would rather not say **Do not read**

Q3i **If Q2= 1, 2, 5, 7 or 8 skip (and automatically code as 2)**
**If Q3=1 ask:** Where did the face-to-face contact take place? Was it at a Police Station or somewhere else?

1 At a Police Station
2 At the roadside
3 Police came to my home
4 At my work
5 Other face to face contact **Please specify**

Q3j **If Q3=2 ask:** What phone number did you call?

1. 111
2. *555
3. 105
4. The local Police Station's number
5. The Police called or texted me
6. Other phone contact **Please specify**
7. Don't know/Can't remember which number

Q3k **If Q3=4 ask:** Was the contact by letter or email?

1. Letter
2. Email
3. Another form of written communication **Please specify**

Q3a **If more than one method of contact coded at Q3 ask:**

Thinking about the different ways you've had contact with the Police about this, which one was the most **recent**? Was it when you … **Read**

*[Scripter note: only display the contact methods selected at Q3]*

1 Visited a Police Station
2 Had contact with Police at the roadside
3 Had a visit from the Police at your home
4 Had a visit from the Police at your work
5 **[Insert Other face to face]**

6 Phoned 111
7 Phoned *555
8 Phoned 105
9 Phoned a local Police Station
10 Received a call/text from the Police
11 **[Insert Other phone contact]**
12 Phoned the Police

13 Reported a crime or non-emergency via 105 online

14 Received a letter from the Police
15 Sent/Received an email from the Police
16 **[Insert Another form of written communication]**

96 **[Insert Other type of contact]**
98 Don't know
99 Would rather not say

Q4. **If online/written contact (If ONLY Q3 = 3 or 4, or Q3a = 13 – 16, 98 or 99) Skip to Q6**Thinking about the most recent contact you had with Police staff [**insert type of contact**] [**insert reason for contact**], how much do you agree or disagree with each of the following statements? Please answer using a scale from 1 to 5 where 1 is 'strongly disagree' and 5 is 'strongly agree'. **RDN Read**

| | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree | Not applicable | Don't know | Would rather not say |
|---|---|---|---|---|---|---|---|---|
| a. Staff were competent | 1 | 2 | 3 | 4 | 5 | 95 | 98 | 99 |
| b. Staff did what they said they would do | 1 | 2 | 3 | 4 | 5 | 95 | 98 | 99 |
| c. I feel my individual circumstances were taken into account | 1 | 2 | 3 | 4 | 5 | 95 | 98 | 99 |
| d. Staff made me feel my situation mattered to them | 1 | 2 | 3 | 4 | 5 | 95 | 98 | 99 |
| e. I was treated fairly | 1 | 2 | 3 | 4 | 5 | 95 | 98 | 99 |

Q6. Thinking about your most recent contact with the Police, how much do you agree or disagree with the following statement: **"It's an example of good value for tax dollars spent"**

Would you say you …

1. ....Strongly disagree
2. ....Disagree
3. ....Neither agree nor disagree
4. ....Agree
5. ....Strongly agree
95. ..Not Applicable
98. .Don't know
99. ..Would rather not say

Q7. How satisfied were you with the **overall quality of service** you received [**insert type of contact**] that day?

Were you …

1. ...Very dissatisfied
2. ...Dissatisfied
3. ...Neither satisfied nor dissatisfied
4. ...Satisfied
5. ...Very satisfied
98. .Don't know
99. ..Would rather not say

Q8. **If online/written contact (If ONLY Q3 = 3 or 4, or Q3a = 13 – 16, 98 or 99) Skip to Q9** Thinking about the **staff you spoke to** [**insert type of contact**], were you…? **Read**

1. ...Very dissatisfied with that contact
2. ...Dissatisfied
3. ...Neither satisfied nor dissatisfied
4. ...Satisfied
5. ...Very satisfied
98. .Don't know
99. ..Would rather not say

Q9. And how satisfied were you with the **speed of response** of the Police?

1 .....Very dissatisfied
2 .....Dissatisfied
3 .....Neither satisfied nor dissatisfied
4 .....Satisfied
5 .....Very satisfied
95 ...Not applicable
99 ...Would rather not say

Q10. Before your contact with the Police that day, what quality of service did you expect? Would you say you expected … **Read**

1. ....Very poor service
2. ....Poor service
3. ....Neither good nor poor service
4. ....Good service
5. ....Very good service
98. .Don't know
99. ..Would rather not say
95. ..I had no expectations/never thought about it

Q11. **If Q10=98,99 or 95 skip, otherwise ask:** Looking back, how did the service you received from the Police compare to what you expected? Would you say the service you received was … **Read**

1. ....Much worse than expected
2. ....Worse than expected
3. ....About the same as expected
4. ....Better than expected
5. ....Much better than expected
98. .Don't know
99. ..Refused
95. ..I had no expectations/never thought about it

Q12. **Ask if Q11=4 or 5 or Q11=3 AND Q10=4 or 5:** What one thing made the service [**if Q11=4 or 5 insert:** better than you expected it would be/**if Q11=3 and Q10=4 or 5 insert:** as good as you expected it to be]?

1 .....Answer: **Please specify**
98 ...Don't know
99 ...Would rather not say

Q13. **Ask if Q11=1, 2 or Q11=3 and Q10=1,2 or 3:** What one thing made the service [**if Q11=1 or 2 insert:** worse than you expected it would be/**if Q11=3 and Q10=1 or 2 insert:** as poor as you expected it to be/**if Q11=3 and Q10=3 insert:** neither good nor poor]?

1 .....Answer: **Please specify**
98 ...Don't know
99 ...Would rather not say

Q15. Thinking about all the interaction you had with the Police about [**insert reason for contact**] up until now, how strongly do you agree or disagree with the following statement: **"I am satisfied with the actions the Police took overall"**.

1. ....Strongly disagree
2. ....Disagree
3. ....Neither agree nor disagree
4. ....Agree
5. ....Strongly agree
95. ..Not Applicable
98 ..Don't know
99. ..Would rather not say

## Police engagement with Māori

**If online/written contact (If ONLY Q3 = 3 or 4, or Q3a = 13 – 16, 98 or 99) Skip to Q16** The following questions are only being asked of Māori.

As part of NZ Police's commitment to Māori and the Treaty of Waitangi, the next four questions have been designed to measure Māori engagement experiences of being treated with respect, fairness and cultural understanding from a te ao Māori/Māori worldview perspective. These questions were informed by Māori experiences.

M0123_1. Which of the following apply to your most recent contact with the Police? Please answer each of these as a Yes, No or Not applicable. The Police… **Read Code many**

| | Yes | No | Not applicable |
|---|---|---|---|
| a. Greeted me politely/with respect | 1 | 2 | 97 |
| b. Pronounced, or at least tried to pronounce my name correctly | 1 | 2 | 97 |
| c. Clearly explain what was happening and why | 1 | 2 | 97 |
| d. Answered all of my questions or gave me useful information or advice | 1 | 2 | 97 |
| e. Let me speak and listened to me | 1 | 2 | 97 |

M0123_2. Still thinking about **your most recent** contact with the Police, to what extent do **you** agree or disagree with the following statements? **Randomise statements**

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | Not applicable | Don't know | Refused |
|---|---|---|---|---|---|---|---|---|
| a. I was confident the Police would believe me | 1 | 2 | 3 | 4 | 5 | 97 | 98 | 99 |
| b. I felt intimidated by the Police | 1 | 2 | 3 | 4 | 5 | 97 | 98 | 99 |
| c. The Police were mindful of my safety and wellbeing | 1 | 2 | 3 | 4 | 5 | 97 | 98 | 99 |
| d. The Police automatically assumed I was in the wrong | 1 | 2 | 3 | 4 | 5 | 97 | 98 | 99 |
| e. I was confident the Police would do all they could to help me | 1 | 2 | 3 | 4 | 5 | 97 | 98 | 99 |
| f. The Police made me feel whakamā/embarrassed because of what they did or said to me | 1 | 2 | 3 | 4 | 5 | 97 | 98 | 99 |
| g. The Police acted fairly given the situation | 1 | 2 | 3 | 4 | 5 | 97 | 98 | 99 |

M0123_3. **Still thinking about your most recent contact with the Police,** to what extent do **you** agree or disagree with the following statements? **Randomise statements**

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree | Not applicable | Don't know | Refused |
|---|---|---|---|---|---|---|---|---|
| a. The Police were culturally respectful in the way they behaved towards me | 1 | 2 | 3 | 4 | 5 | 97 | 98 | 99 |
| c The Police pre-judged me because I am Māori | 1 | 2 | 3 | 4 | 5 | 97 | 98 | 99 |
| d. The Police showed that they are there to serve and protect everyone, no matter what their ethnicity | 1 | 2 | 3 | 4 | 5 | 97 | 98 | 99 |
| e. The Police pre-judged me because of previous dealings with me or my whānau | 1 | 2 | 3 | 4 | 5 | 97 | 98 | 99 |

M0123_4. Is there any **other** feedback you would like to provide about how you were treated by the Police that day?

1. ....[open text box]
2 .....No comment

The following questions are personal, and you can choose not to answer if you don't want to.

## Hate crimes

M0123_5. At any time in the last 6 months, do you feel you have … **read**

1 .....been verbally or physically attacked because of your age, gender identity, race, religion, sexual orientation, disability or other personal characteristic

2 .....had any other offences committed against you because of your age, gender identity, race, religion, sexual orientation, disability or other personal characteristic

3 .....None of the above

98…Don't know

99…Would rather not say

M0123_6. [**If M0123_5=1/2 ask, else skip rest of module**] Did you … **read**

1 .....report the matter to the Police,
2 .....or at least consider reporting it to the Police?
3 .....None of the above.
99 Would rather not say

M0123_7. [**If M0123_6=1 ask, else skip rest of module**] Did you tell the Police that you felt this had happened to you because of your personal characteristics?

1 …Yes
2… No

M0123_8 [**If M0123_7=1 ask, else skip to D3**] To the best of your knowledge, did the Police include that information in their report?

1 …Yes
2… No
98… Don't know

M0123_9. Did they keep you informed as to what was happening with your case?

1 …Yes
2… No

Thanks for that, these last few questions are being asked for analysis purposes to see if peoples experience with the Police differ for different groups of the population.

D4. Do you have **a lot of difficulty with or are you unable to do** any of the following?
*Please select as many answers as apply*

1.... Seeing, even if you are wearing glasses
2.... Hearing, even if you are using a hearing aid
3.... Walking or climbing steps
4.... Remembering or concentrating
5.... Personal care, such as dressing or washing all over
6.... Communicating, when using your usual (customary) language (i.e. understanding or being understood)
97.. No difficulties with any of the above
98.. Don't know
99.. Prefer not to say

D5. **If D4=1-6 ask:** Do you think of yourself as disabled or having a disability?

1.... Yes
2.... No
98.. Don't know
99.. Prefer not to say

D6 Can you tell me which gender you identify with? Are you…? **Read**
1 .....Male
2 .....Female
3 Another gender
99 ...Prefer not to say

D7 And which of the following do you identify as? **Read**
1 .....Heterosexual or straight
2 .....Gay
3 .....Lesbian
4 .....Bisexual
5 .....Other **Please specify**
98 ...Don't know **read**
99 ...Prefer not to say **read**

## Closing statement

Q19. Do you have any final comments you'd like to make about the recent contact you have had with the Police and how that made you feel?

1 .....Yes **Please specify**
2 .....No

**CATI**

Thank you. If you have any questions about the survey please contact Research New Zealand on 0800 500 168, or I can give you the contact details for someone at Police National Headquarters.

**Interviewer note 1 (if necessary)**: If respondent wishes to speak directly to the Police they can contact: Susan Campbell, (04) 470 7307 (business hours) or email at Susan.Campbell@police.govt.nz.

**Interviewer note 2 (if necessary)**: **If you are in immediate danger or someone you know is, please contact 111.**

**Interviewer note 3 (if necessary)**: If you would like to speak to a support person, please let me know and I can give you the contact details for a service who offers support, information and help. All services are free. **Refer to briefing notes for a list of support services if required.**

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**ONLINE**

Thank you very much for your help. Completing this survey may have got you thinking about your experience. If you would like to contact someone at Police National Headquarters please see below for details.

**If you are in immediate danger or someone you know is, please contact 111.**

If you need more immediate assistance and you would like to speak to a support person, please contact one of the services below who offer support, information and help. All services are free.

**Note to scripter: the 'click here' details are:**

Police National Headquarters contact:
Susan Campbell
Principal Advisor: Service Strategy
Police National Headquarters
Phone: (04) 470 7307 (business hours)
Email: Susan.Campbell@police.govt.nz

If you have any questions about the survey itself, please contact Research New Zealand on 0800 500 168 or email Katrina.Magill@researchnz.com

Otherwise, thank you for your feedback. You may now close the survey by clicking 'Submit survey'.

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