

The New Zealanders' Perceptions of Asia and Asian Peoples annual survey is New Zealand's longest running and most comprehensive dataset measuring New Zealanders' views, knowledge and understandings of Asia and New Zealand's place within it. Here are some key findings from our latest survey released in June 2024.

How important are different world regions to New Zealand's future?

Asia is seen as the second most important region to New Zealand's future. Within Asia, New Zealanders view North Asia as the most important to New Zealand's future,

and China and Japan are seen as the two most important countries in Asia, followed by India and Singapore.

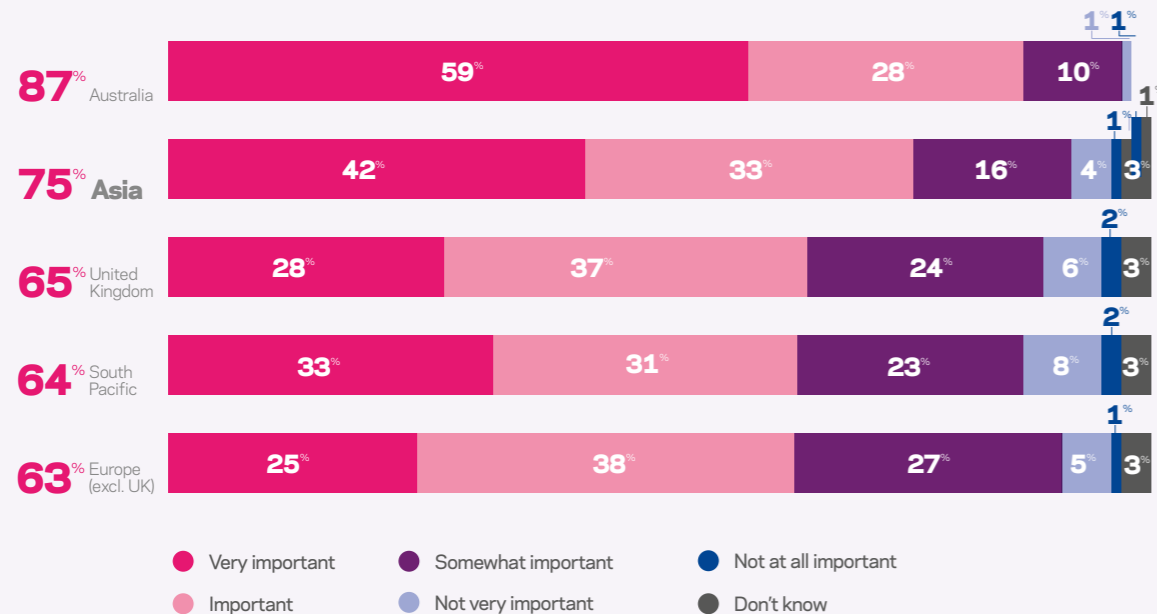
How much do New Zealanders know about Asia?

New Zealanders' knowledge of Asia is at an all-time high. Fifty-nine percent of New Zealanders reported knowing 'at least a fair amount' about Asia. This is a significant

increase from 10 years ago: in 2013 only one-third (33 percent) of New Zealanders considered themselves knowledgeable about Asia. However, despite the steady

increase, and widespread recognition of Asia's importance to New Zealand's future, knowledge of Asia still lags behind New Zealanders' knowledge of traditional partners.

Percentage of New Zealanders who think the following regions are very important / important to New Zealand's future



Source: K2 - How important do you think each of the following regions are to New Zealand's future? Base: All New Zealanders - (2023) n=2,300

Māori relationships with Asia

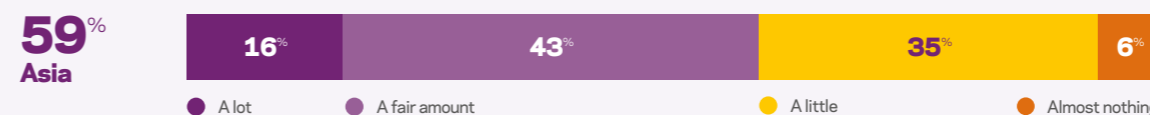
Almost half of Māori feel that young Māori are much more interested in Asia than previous generations. Similarly, around 44 percent of Māori feel that Māori are leading the way with Asia because of different approaches to relationships, and think that Māori could do more to help grow and deepen New Zealand's relationships across Asia.

Daily connections and entertainment

Over half of New Zealanders feel connected to Asian cultures in their daily lives. Auckland tops the list, with over two thirds of Aucklanders experiencing daily connections.

Over a third of New Zealanders engage with Asia-related entertainment at least monthly. Consumption is greatest among under 30s, with 23 percent engaging with Asia-related entertainment weekly and half consuming it monthly.

Percentage of New Zealanders who know at least 'a fair amount' about the following regions or countries



Source: K5 - How much do you feel you know about the following regions? Base: All New Zealanders excluding 'don't know' - (2023) 1. Australia (2,280); 2. United Kingdom (2,274); 3. Europe (2,277); 4. North America (2,271); 5. South Pacific (2,271); 6. Asia (2,274); 7. Middle East (2,269); 8. South America (2,267); 9. Africa (2,261)

How much do New Zealanders know about Asia's sub-regions?

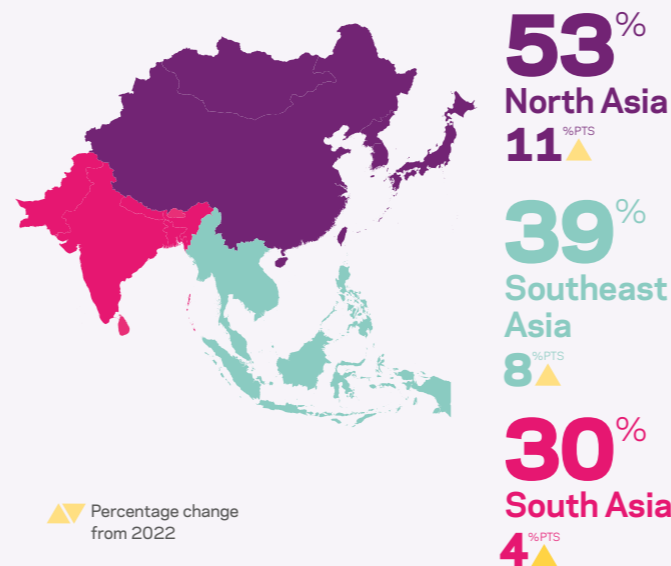
New Zealanders' knowledge of Asia's sub-regions mirrors New Zealanders' perceptions of each sub-region's importance. Within North Asia, Japan is the country in Asia New Zealanders feel they know best, and the country they most want to know more about.

Views from New Zealanders of Asian heritage

Almost two thirds of New Zealanders with Asian heritage feel they have skills or experience that could help New Zealand

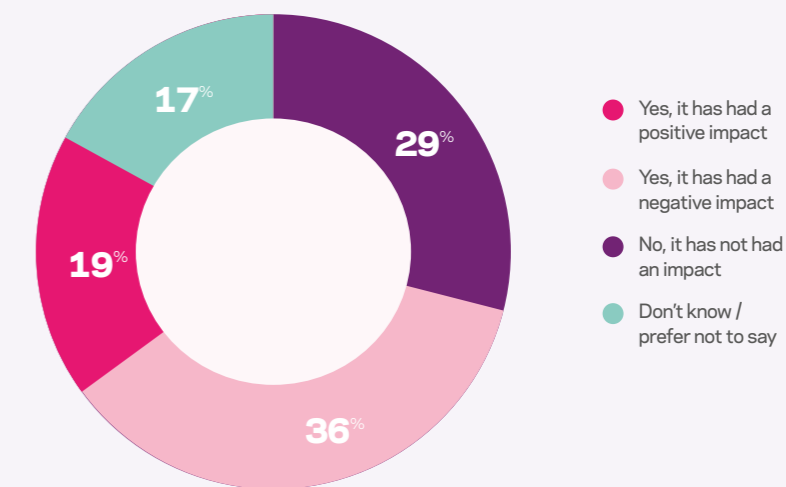
succeed in Asia, but many feel that their own careers have been negatively impacted by their ethnicity.

Percentage of New Zealanders who know at least a fair amount about these Asia sub-regions



Source: K6 - And about the following (Asian) regions? Base: All New Zealanders - (2023) n=2,300

Impact of Asian heritage on careers



Source: B4 - Do you feel your Asian heritage has impacted whether you get jobs or are promoted in your career (including into more senior roles, onto boards and into management positions)? Base: Asians - (2023) n=344

Friend or threat?

Japan is New Zealand's best friend in Asia, followed by Singapore and South Korea. Sentiment towards China remains mixed but has warmed since 2022. A third of New Zealanders now see China as a friend,

while a similar amount sees China as a threat. Over half of New Zealanders also view India and the Philippines as friends. North Korea and Russia are seen as the two biggest threats to New Zealand.

Key defence and security partners

New Zealanders see Japan as the most important security and defence partner for New Zealand in the region. South Korea, Singapore and China are seen as New Zealand's next most important security and defence partners.

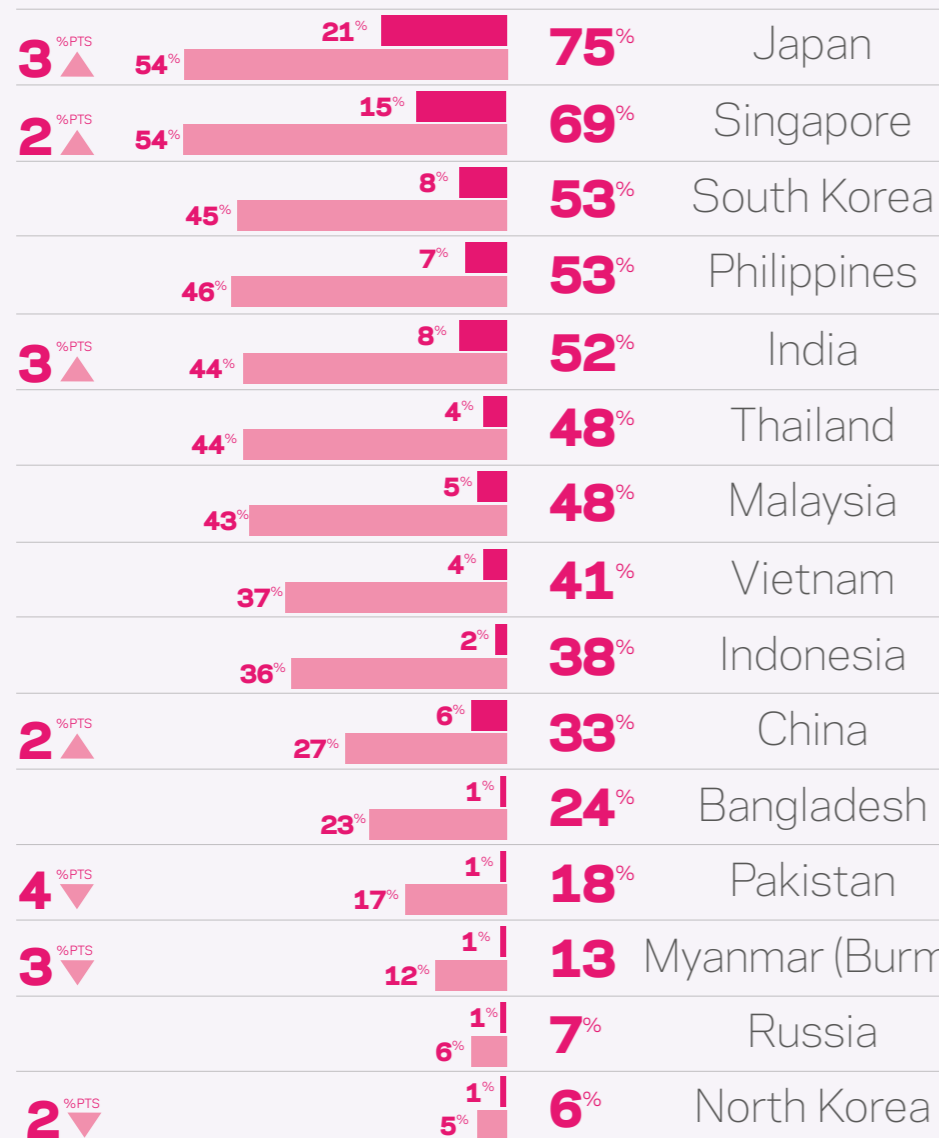
Trust in major powers

Trust in major powers across the board remains low. New Zealanders express the most trust in middle power Australia, followed by the United Kingdom. Japan is New Zealand's most trusted major power in Asia.

Travel

Six in ten New Zealanders have travelled to Asia at some point. Travel, along with food, top New Zealanders' lists of Asia-related interests. Singapore is the most visited place in Asia, followed by Thailand, Malaysia, China and Japan. Japan is the place New Zealanders want to visit most.

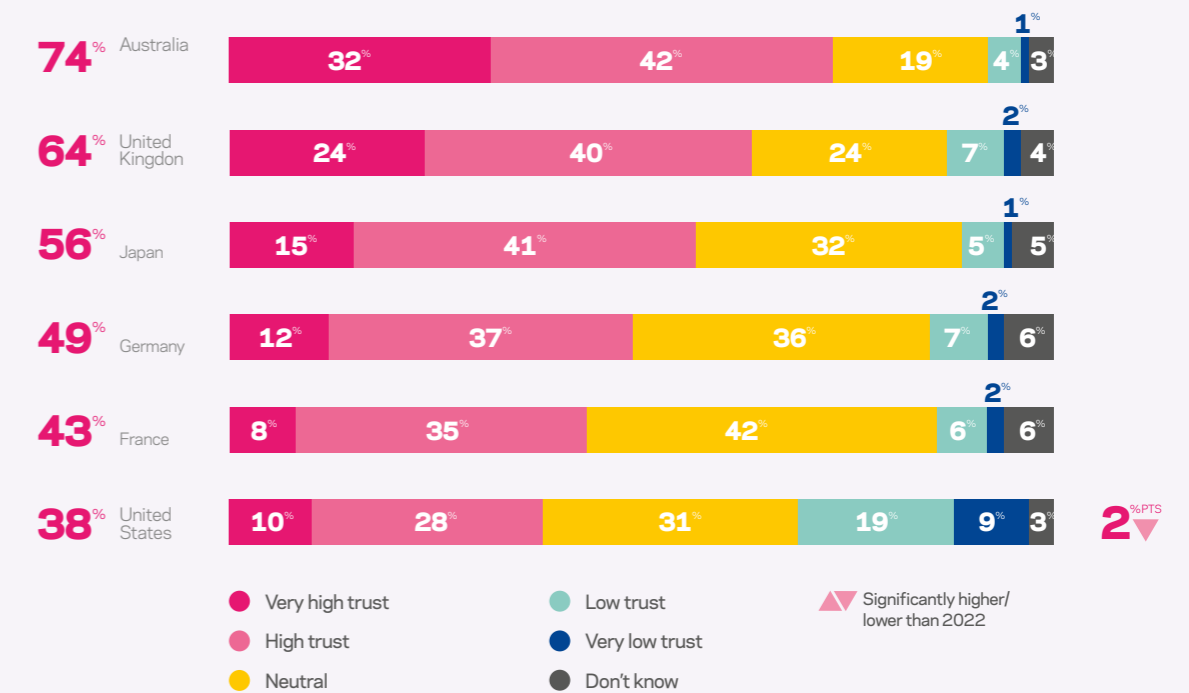
Which countries are friends to New Zealand?



Which countries are threats to New Zealand?



Percentage of New Zealanders who express very high/high trust in the following major powers



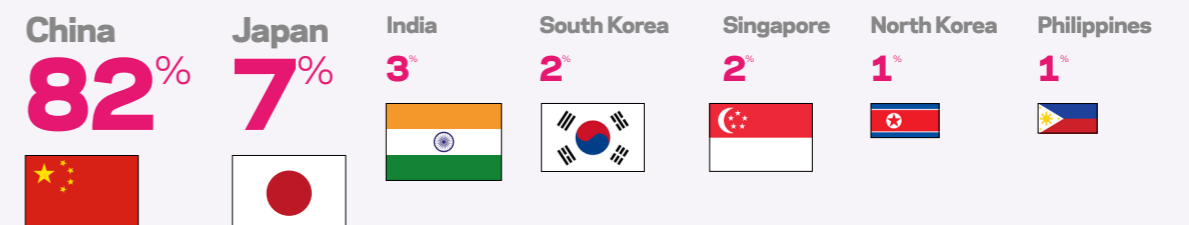
Source: P4 - How much trust do you have in the following major powers to act responsibly in the world? Base: All New Zealanders - (2023) n=2,300

Influence over New Zealand

New Zealanders overwhelmingly see China as having the most influence over New Zealand currently (82 percent), and expect it to be the most influential in

the future. New Zealanders also recognise the importance of India and expect India's influence over New Zealand to grow in the future.

Which Asian country has the greatest influence over New Zealand currently?



Source: P6 - Which country in Asia do you think has the most influence over New Zealand? Base: All New Zealanders - (2023) n=2,300
Note: Countries perceived as having 0% influence not shown.

Source: P1 - A friendly country is one you view as safe and trustworthy. A threatening country is one you view with caution or suspicion. For each country below, do you view them as a friend or a threat to New Zealand. Base: All New Zealanders - (2023) n=2,300

Source: P1 - A friendly country is one you view as safe and trustworthy. A threatening country is one you view with caution or suspicion. For each country below, do you view them as a friend or a threat to New Zealand? Base: All New Zealanders - (2023) n=2,300