

# ASIA: NZ RESEARCH

ASIA NEW ZEALAND FOUNDATION • BUILDING NEW ZEALANDERS' KNOWLEDGE AND UNDERSTANDING OF ASIA

NEW ZEALANDERS' PERCEPTIONS OF ASIA  
AND ASIAN PEOPLES' IN 2010

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# EXECUTIVE SUMMARY AND CONCLUSIONS

## BACKGROUND

*This research report presents the 2010 results of the annual 'Perceptions of Asia' survey conducted for the Asia New Zealand Foundation (Asia:NZ). It is an up-to-date snapshot of public opinion on New Zealand's relationship with Asia and the importance of Asia to New Zealand's future, and public perceptions regarding the peoples of Asia and how they contribute to New Zealand.*

*A total of 1000 telephone interviews were conducted with New Zealanders aged 15 years and over between 30 August and 4 October 2010. This survey has a margin of error of +/-3.1 percent at the 95 percent confidence level.*

## SUMMARY AND CONCLUSIONS

### KEY CONTEXTUAL INFLUENCES ON THE RESULTS

In 2010, a series of questions were included in the survey to understand the influence of representations of Asia by the media.

The most significant potential positive influence in the 2010 Perceptions of Asia survey relates to local cultural events and festivals, including Diwali and the Lantern Festival. More than a quarter (27 percent) of those who had seen, heard or read 'mostly positive' media cited cultural events and festivals. The Free Trade agreement with China was also likely to have had a positive influence on public attitudes (15 percent of people who reported seeing mostly positive media cited the Free Trade Agreement).

Fieldwork for the 2010 survey took place during the height of media attention surrounding Delhi's preparedness for the Commonwealth Games, during a time when evocative images of the athletes' village were shown widely in the news media. Although the ultimate success of the games and New Zealand's accomplishments may have offset the influence of these issues, this will not be evident in the results owing to the timing of fieldwork.

#### CONCLUSION:

*The evocative images and controversy relating to the Delhi Commonwealth Games are likely to have influenced public perceptions of Asia and Asian peoples.*

Fieldwork for the survey took place prior to television broadcaster Paul Henry's comments in relation to the national identity of New Zealand's Governor-General. This issue would not have influenced the results of the survey.

### THE IMPORTANCE OF ASIA TO NEW ZEALAND'S FUTURE

More than three-quarters of New Zealanders (77 percent) see the Asian region as important to New Zealand's future (38 percent see it as very important). Consistent with previous years, the Asian region is rated as more important than Europe (66 percent rate this region as important), North America (56 percent), South Pacific (43 percent), South America (24 percent) and Africa (9 percent). Only Australia is rated as more important to New Zealand's future than Asia (86 percent).

In 2009, the research illustrated a spike in New Zealanders' perceptions of the importance of all regions in the world, including Asia. We believe this was due to the global economic recession and a greater realisation of the influence of foreign economies on New Zealand. A similar spike was seen in 2002, following the World Trade Center terrorist attacks on 11 September 2001 which resulted in (among other things) increased global tensions, a precarious international marketplace and heightened security for international as well as domestic travellers. Results for the importance of Asia are now returning to levels that are generally similar to those in 2008. The general trend shows that most regions, including Asia, have gained importance since the research began.

#### CONCLUSION:

*Significant global events make New Zealanders more aware of the influence that global issues and foreign economies can have on the country. In turn, they will increase New Zealanders' perceptions of the importance of other regions in the world.*

*“The benefits of a relationship with Asia that New Zealanders see as being the most positive are primarily economic.”*

**BENEFITS OF A RELATIONSHIP WITH ASIA**

Consistent with previous waves, the benefits of a relationship with Asia that New Zealanders see as being the most positive are primarily economic. The vast majority of New Zealanders (91 percent) agree that exports from New Zealand to Asia will have a positive impact, while 89 percent agree that Asian tourism in New Zealand will have a positive impact. Furthermore, 79 percent of New Zealanders view the economic growth of the Asian region as positive, 78 percent view Free Trade Agreements between New Zealand and Asian countries as positive, and 70 percent view Asia as a tourist destination for New Zealanders as positive.

**CONCLUSION:** *New Zealanders perceive economic benefits from a relationship with Asia.*

The past two years have seen fewer New Zealanders saying that Asia as a tourist destination will have a positive impact on New Zealand (down from 78 percent in 2008 to 70 percent in 2010). It is possible that contextual influences have contributed to this decline.

**CONCLUSION:** *Contextual issues may have influenced views of Asia as a tourist destination. These include controversy leading up to the Delhi Commonwealth Games, political instabilities in Thailand, and natural disasters and casualties experienced in the Asian region during and leading up to the 2009 and 2010 surveys.*

In 2010 there was a drop in the number of New Zealanders who view the impact of immigration from Asia to New Zealand and the population growth of the Asian region as positive (from 55 percent to 49 percent, and 47 percent to 43 percent respectively).

**CONCLUSION:** *New Zealanders may perceive a greater threat from immigration because of higher levels of unemployment during and following the global recession. Although immigration does have economic benefits for New Zealand, research carried out by the Department of Labour suggests that many New Zealanders are unaware of these benefits (see page 14 for these results).*

**THE IMPORTANCE OF DEVELOPING CULTURAL AND ECONOMIC TIES WITH ASIA**

Nearly nine in ten New Zealanders (87 percent) believe it is important to develop cultural and economic ties with the peoples and countries of Asia, and 44 percent believe it is very important.

**CONCLUSION:** *There is clear public support for the aim of Asia:NZ to develop more extensive and effective economic and cultural relationships in the Asian region.*

- 60 percent of respondents believe that New Zealand needs to do more to help New Zealanders understand Asian cultures and traditions.
- 57 percent of respondents believe that New Zealand needs to do more to prepare young people to engage confidently with Asia.
- 52 percent of respondents believe that New Zealand is ‘doing enough’ to develop links between businesses in New Zealand and Asia.

**CONCLUSION:** *The Free Trade agreement with China and the Government’s emphasis on developing business links with China may have contributed to a perception that New Zealand is doing enough to develop business links between New Zealand and Asia.*

*“When New Zealanders think about Asia they tend to think initially about China or Japan.”*

**THE IMPACT OF CONFLICT, THREATS OR INSTABILITIES IN ASIA**

Eight out of ten New Zealanders (80 percent) believe conflict, threats or instabilities in Asia could have at least some impact on New Zealand, and nearly one-third (31 percent) believe these could have a significant impact.

**CONCLUSION:**

*Most New Zealanders appreciate that events in Asia could have an impact on New Zealand.*

**KNOWLEDGE OF ASIA**

Consistent with previous waves, when New Zealanders think about Asia they tend to think initially about China or Japan (53 percent of New Zealanders mention China first and 14 percent mention Japan first).

New questions were included in 2010 to gauge New Zealanders' knowledge of Asia in the domains of education, trade, culture and immigration. Knowledge of Asia is shown to be predictive of the importance of the Asian region, developing ties with Asia, and feelings and attitudes toward Asian people.

**CONCLUSION:**

*New Zealanders with more knowledge of Asia tend to have more positive perceptions of Asia and Asian people, and vice versa.*

**PERCEPTIONS OF ASIAN PEOPLE**

**Warmth toward people from Asia**

New Zealanders were asked to indicate their feelings toward people from China, India and Japan using a scale of 0 (very cold and unfavourable) to 100 (very warm and favourable).

Feelings of warmth toward people from Japan, India and China have decreased slightly since 2009. The average warmth rating toward people from all three countries was 70 in 2010, against 72 in 2009.

**CONCLUSION:**

*Contextual issues appear to have influenced perceptions of warmth this year. These centre predominantly on issues relating to either immigration and competition for jobs, or negative comments made by the media or by personal contacts. Interest in the Crafar farms by Chinese investors is also perceived to have influenced feelings of warmth. It is probable that feelings of warmth toward people from Japan and India have been influenced respectively by media coverage of Japanese whaling and the trial of Peter Bethune, and the controversy surrounding the lead-up to the Delhi Commonwealth Games.*

**Attitudes toward Asian people**

Attitudes regarding the contribution that Asian people make to New Zealand have not changed significantly since 2009. New Zealanders are generally positive about the contribution that Asian people make to New Zealand:

- 84 percent agree that Asian people contribute significantly to New Zealand's economy.
- 75 percent agree that Asian immigrants bring a valuable cultural diversity to New Zealand.
- New Zealanders are generally less positive about the impact that Asian people have on the workplace, with only 47 percent agreeing that Asian employees improve workplace productivity.

Three negatively worded statements were also included in the survey to provide a view of attitudes toward people from Asia. Consistent with results for feelings of warmth toward Asian people, attitudes are slightly less positive in 2010 when it comes to:

- Asian immigrants taking jobs away from New Zealanders (29 percent agree, compared with 22 percent in 2009).
- Asian people mixing well with New Zealanders (40 percent agree that Asian people do not mix well, compared with 34 percent in 2009).
- Asian people doing more to learn about New Zealand culture (73 percent agree Asian people could do more, compared with 66 percent in 2009).

**CONCLUSION:**

*On the surface, responses to these negatively worded statements may seem inconsistent with earlier findings that 60 percent of respondents believe New Zealand needs to do more to understand Asian culture and traditions, 57 percent of New Zealanders believe Asian cultures and traditions will benefit New Zealand in the next 10 to 20 years, and 75 percent agree that Asian immigrants bring a valuable cultural diversity to New Zealand.*

*New Zealanders appear to appreciate that cultural understanding is two way. Although New Zealanders believe that immigrants should make greater efforts to integrate into New Zealand, they also acknowledge that New Zealanders need to do more to understand Asian cultures and traditions.*

**CONCLUSION:**

*Given that responses to the positively worded statements have remained unchanged since 2009, the reason for higher levels of agreement with the negatively worded statements is not entirely clear.*

*The increase in agreement with 'Asian immigrants take jobs away from New Zealanders' is generally consistent with other findings in this report, and may be the result of a greater perceived threat from immigration owing to higher rates of unemployment and a general lack of public awareness of the economic benefits of immigration.*

*Increases in agreement with the second and third statements may be a flow-on effect from the overall decrease in warmth toward people from Asia illustrated earlier. We suspect this may ultimately be due to the recent media coverage of events in Asia.*

**CONTACT AND INVOLVEMENT WITH ASIAN PEOPLE OR CULTURES**

**Perceptions of involvement with Asian peoples or cultures**

The perceived involvement with Asian peoples or cultures has decreased since 2009, with half of New Zealanders (51 percent) saying they either have 'a lot' or 'a fair amount' to do with Asian peoples or cultures (down from 62 percent in 2009). Given that the number of Asian people living in New Zealand has been increasing in the past decade, it is reasonable to assume that actual contact with people from Asia has not decreased since 2009.

**CONCLUSION:**

*There is a probable reciprocal relationship between perceived involvement and attitudes. Those who feel warmer toward people from Asia, and who have more positive attitudes, may perceive themselves as being more integrated and involved with Asian people and cultures. Conversely, those who feel (or have come to feel) cooler toward Asian people may perceive themselves to be more distinct and less integrated with Asian peoples and cultures.*

**CONTACT EXPERIENCES**

The survey was revised in 2010 to measure the quality of contact with Asian people as well as the frequency of contact. A 'quality contact' was defined as 'getting to know an Asian person quite well' as opposed to more incidental contact. Quality contacts are thought to promote closer, more in-depth relationships and the potential for improved cross-cultural understanding.

The largest proportion of quality contacts are developed through friends, through work or business, and through schools or educational settings. However, a high number of quality contacts are also gained through marriage (personally or through family) and through religious or spiritual groups.

**CONCLUSION:**

*Contact through friends, through work or business, and through schools or educational institutions is most likely to promote closer, more in-depth relationships and the potential for improved cross-cultural understanding.*

# INTRODUCTION

## BACKGROUND AND OBJECTIVES

The Asia New Zealand Foundation (Asia:NZ) was established in 1994 with the objective of increasing New Zealanders' understanding of, and strengthening their relationships with, the peoples and countries of Asia.

Since 1997 Asia:NZ has carried out research to examine New Zealanders' perceptions of the peoples and countries of Asia. In its initial form, the research sought to measure and track New Zealanders' perceptions of the importance of Asia to New Zealand's future, their level of contact with and interest in Asian peoples and cultures, and views on Asian investment, trade with Asia, Asian tourism, Asian students and Asian immigration.

In 2007 Asia:NZ commissioned Colmar Brunton to continue the research. At this time it evolved from a biennial survey to an annual survey to provide a more detailed examination of:

- perceptions of and feelings toward people from Asia
- specific points of contact between New Zealanders and people from Asia
- perceptions regarding the contributions that Asian people make to New Zealand.

In addition, the results have been compared and contrasted with relevant research findings from Australia and North America.

The research was reviewed again early in 2010, and the survey was expanded to include:

- a measure of the quality of contact, or contact experiences, with people from Asia
- questions to gauge the impact of the media on perceptions of Asia and Asian people
- questions to determine the importance New Zealanders place on cultural and economic ties with Asia
- a general measure of 'knowledge of Asia'.

## METHODOLOGY

One thousand Computer Assisted Telephone Interviews were carried out among a random sample of New Zealanders aged 15 years and over. Fieldwork was carried out from 30 August to 4 October 2010.

### QUESTIONNAIRE

The questionnaire was based primarily on that used in previous waves, but was revised in 2010 to achieve the new objectives highlighted earlier. The average interview duration was 21.8 minutes.

### SAMPLING AND WEIGHTING

The survey used Random Digit Dialling (RDD). An RDD sample frame includes all households with landline telephones, including those with unlisted numbers. Telephone numbers were randomly drawn from known number ranges within New Zealand's regions and interviewers asked to speak with the person in the household aged 15 years or over who had the next birthday. A disproportionate sample scheme was employed to enable analysis of the results by each of New Zealand's main cities, including Dunedin. This disproportionate sample was corrected at the weighting stage so the overall findings are representative of New Zealand's cities and regions.

A sampling scheme that selects only one person per household is subject to a household size bias, where people from large households have a different chance of being included from people from small households. To correct for this, data were weighted by household size (defined as the number of eligible respondents who lived in each household).

As this was a random sample of the population, small variations will exist between the sample and the New Zealand population. Percentages have therefore been post-weighted by age and gender to ensure that overall results represent the population on these key variables. The weighted and unweighted sample profiles can be found in Appendix A (page 37).

The overall results have a maximum margin of error of +/- 3.1 percent at the 95 percent confidence level.

### **SUB-ANALYSES**

Within the body of this report sub-group analyses are included to add clarity to the results. Sub-analyses include cross-tabulations with demographic variables such as gender, age, ethnicity, region and socio-demographic groups. Results are also compared with other variables of interest, such as amount of contact with people from Asia, perceptions of Asian people, travel to Asia, knowledge of Asia, and frequency and quality of contact with people from Asia. Reported differences are generally statistically significant at the 95 percent confidence level. Where sub-sample sizes are small or where trends across all of the results are clearly evident, significant differences at the 90 percent confidence level are occasionally reported.

### **SOCIO-DEMOGRAPHIC GROUPINGS**

We used the New Zealand Socio Economic Index (NZSEI) to assign a socio-demographic indicator to each respondent. The NZSEI was originally developed using New Zealand Census data.<sup>1</sup> The NZSEI is an occupationally based measure of socio-economic status. It is based upon the notion that a relationship exists between resources (education) and rewards (income), and that this relationship is mediated through occupation.

To calculate NZSEI scores, we asked all respondents for the occupations of the main income earners in their households (or their own occupations if they did not live with partners or spouses). Using this occupation-level information, we assigned individuals one of six positions within a stratified socio-economic order, with NZSEI 1 being the highest occupational class group, and NZSEI 6 being the lowest occupational class group.

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1 Davis, P., Jenkin, G. and Coope, P. (2003) *NZSEI-96: an update and revision of the New Zealand Socio-economic Index of Occupational Status*. Statistics New Zealand, Wellington.



# DETAILED RESULTS

## REPRESENTATION OF ASIA BY THE MEDIA

### FIELDWORK TIMING

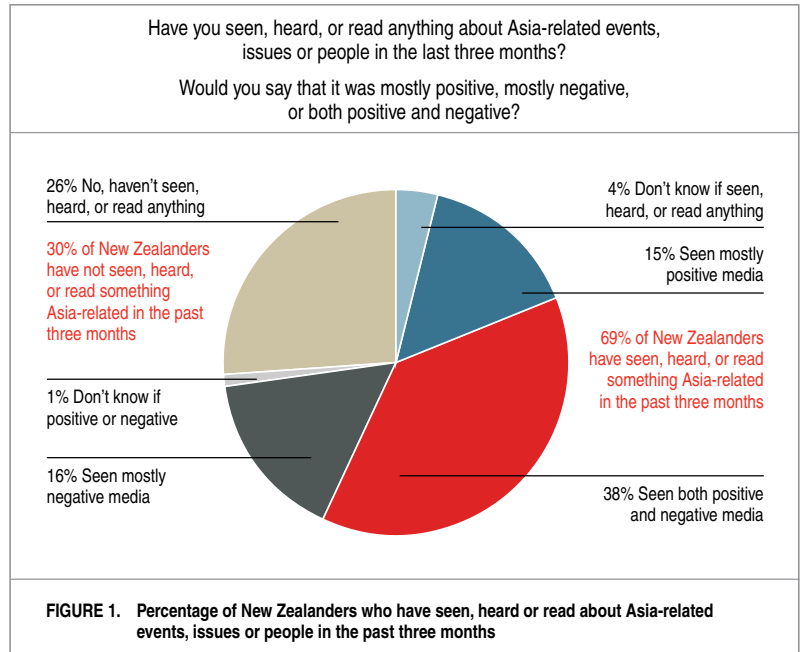
When interpreting research of this nature, it is always useful to consider the potential contextual influences on changes over time. Fieldwork for the 2010 survey took place in the period immediately prior to the Delhi Commonwealth Games, during a time when there was a fair amount of controversy surrounding athlete security, Delhi's state of preparedness for the games, and conditions within the athletes' village. This is likely to have influenced public perceptions. Although the ultimate success of the games and New Zealand's accomplishments may have offset the influence of these issues to some degree, this will not be evident in the results owing to the timing of fieldwork.

Fieldwork for the survey also took place prior to Paul Henry's comments in relation to the identity of New Zealand's Governor-General. This issue therefore had no influence on the results of the survey.

### THE POTENTIAL IMPACTS OF THE MEDIA ON PERCEPTIONS

New questions were included in 2010 to gauge the impacts of the media on perceptions of Asia and Asian people, and to better understand contextual influences on the survey findings. As can be seen in Figure 1, more than two-thirds of New Zealanders (69 percent) had seen, heard or read something Asia related in the past three months leading up to the field work. Among those who had seen, heard or read about Asia-related events, issues or people, approximately half had seen positive media and half have seen negative media.

Table 1 (on page 10) displays the issues that have had the potential to influence New Zealanders' views about Asia prior to and during fieldwork. Please note that this table reflects issues of significance for New Zealanders, and is not simply a representation of what has been dominant within the media (i.e., some issues may have received only moderate recent coverage, but are recalled because they are of significance to respondents).



*"The most prominent issues centred on the lead-up to the Delhi Commonwealth Games."*

#### **POTENTIAL POSITIVE INFLUENCES ON NEW ZEALANDERS' VIEWS AND PERCEPTIONS**

The importance of cultural events and festivals has increased markedly in the past decade. In a 2008 survey for Auckland City Council and Creative New Zealand, Diwali and the Lantern Festival were listed in the top five events that made Aucklanders feel most proud.<sup>2</sup> Diwali did not receive a mention in the earlier 2005 results.

Consistent with this, the most significant potential positive influence in this year's Perceptions of Asia survey relates to local cultural events and festivals, including Diwali and the Lantern Festival. More than a quarter (27 percent) of those who had seen, heard or read 'mostly positive' media cited cultural events and festivals.

*"Well I read and heard about the lantern celebrations in Christchurch and the Chinese New Year and I went to an exhibition from a lady who did beautiful embroidery."  
(New Zealand European female, aged 70+, feels very warm toward people from Asia)*

The other key positive influence is economic in nature, and relates to the Free Trade Agreement and business relationships with China.

*"I receive the New Zealand Trade and Enterprise magazine, that's the main thing I read relating to Asia. Recently the New Zealand Free Trade agreement with China."  
(New Zealand European male, aged 50-59, feels very warm toward people from Asia)*

#### **POTENTIAL NEGATIVE INFLUENCES ON NEW ZEALANDERS' VIEWS AND PERCEPTIONS**

It is clear from the table overleaf that a number of negative issues and events were significant for New Zealanders immediately prior to and during the fieldwork period. The most prominent issues centred on the lead-up to the Delhi Commonwealth Games. These included the security of athletes, the completion of facilities and the conditions inside the athletes' village. Conditions in the athletes' village may have become a particularly salient issue for New Zealanders (as well as those in other countries) given the evocative images shown widely in the news media.

*"The current games in the commonwealth countries – comments about people why we are even going there. It's quite negative."*

*(New Zealand European female, aged 40-49, feels cool toward people from Asia)*

Other international issues or events that may have had an influence on perceptions of Asia included escalating tensions between North and South Korea, conflict in Afghanistan, including the killing of a medical aid team, flooding in Pakistan and China, human rights issues, and controversy surrounding Japanese whaling and the trial of New Zealander Peter Bethune.

*"Japanese news about the whaling, the trial, natural disasters in China, Indian situation on Commonwealth Games, terrorism, village not completed in time, tigers' health issue in Japan, Chinese people killed in Indonesia and taken hostage."  
(New Zealand European male, aged 50-59, feels warm toward people from Asia)*

In New Zealand, the main negative issue was economic in nature, and centred on Chinese investors' interest in the acquisition of the Crafar dairy farms.

*"Heard about the purchase of Crafar farms. I'm concerned that if they buy it the produce will go back to China and they'll employ their own people and not New Zealand people on their farms."  
(New Zealand European male, aged 60-69, feels cool toward people from Asia)*

<sup>2</sup> (Colmar Brunton, 2009), *Auckland and the arts: Attitudes, attendance and participation in 2008* commissioned by Creative New Zealand and Auckland City Council.

NEW ZEALANDERS' PERCEPTIONS OF ASIA AND ASIAN PEOPLES' IN 2010

	ALL WHO HAVE SEEN, HEARD OR READ INFO PERCENT	WAS IT MOSTLY POSITIVE, MOSTLY NEGATIVE, OR BOTH?		
		MOSTLY POSITIVE PERCENT	MOSTLY NEGATIVE PERCENT	POSITIVE & NEGATIVE PERCENT
<i>Base (n=)</i>	<i>(n=714)</i>	<i>(n=156)</i>	<i>(n=166)</i>	<i>(n=386)</i>
<b>Business and economic issues</b>	<b>33</b>	<b>27</b>	<b>24</b>	<b>39</b>
Chinese wanting to buy Crafar farms	12	3	14	14
Free Trade agreement/business relationship with China/India	11	15	2	14
Exporting of milk/dairy to China	4	5	3	4
China's economic growth/boom	4	3	1	5
Asians taking over New Zealand jobs/businesses	2	-	4	2
Developing technology/fashion in Japan/China	1	2	-	2
Financial market/economic issues/currencies	1	1	-	2
Poor-quality products that are made in China	1	-	3	-
Untrustworthy business dealings	1	-	2	1
<b>Natural disasters</b>	<b>15</b>	<b>3</b>	<b>29</b>	<b>14</b>
Flood in Pakistan	8	2	16	7
Natural disasters (eg, flood, earthquake)	6	1	9	6
Flood in China	3	-	7	2
Floods in other Asian countries (eg, India, Sri Lanka)	1	1	2	1
<b>Crime-related issues or events</b>	<b>15</b>	<b>1</b>	<b>22</b>	<b>18</b>
Crimes in New Zealand involving Asians	7	1	11	9
Milk scandal in China involving Fonterra	4	-	8	5
Drug issues/drug-related crime	2	-	2	4
Pakistan cricket scandal/match fixing	2	-	4	3
Smuggled/Illegally imported items to New Zealand	1	-	2	-
<b>Major international events</b>	<b>14</b>	<b>8</b>	<b>23</b>	<b>12</b>
Commonwealth Games in India/athlete security	11	3	22	9
World expo in Shanghai, China	3	5	1	3
Olympic Games (non-specific)	-	-	1	1
<b>Conflict or political instabilities</b>	<b>12</b>	<b>2</b>	<b>26</b>	<b>10</b>
War between North and South Korea/sinking of ship	4	-	14	2
War/Fighting in Afghanistan/Pakistan	3	-	8	3
Terrorist acts/reports (eg, Indonesia, Philippines)	2	1	3	2
Political problems (non-specific)	2	-	2	3
Thailand's political unrest/tensions	2	-	4	2
<b>Local or national events</b>	<b>12</b>	<b>30</b>	<b>1</b>	<b>9</b>
Cultural events/festivals (eg, Diwali, Lantern Festival)	11	27	1	8
Opening of China Town in Tirakau Drive, Auckland	1	2	-	1
Chinese garden in Dunedin	1	1	-	1
<b>Human rights issues</b>	<b>5</b>	<b>-</b>	<b>10</b>	<b>5</b>
Human rights issues in China or other Asian countries	3	-	7	2
Racial discrimination/Asians being badly treated	2	-	3	3
<b>Environmental issues</b>	<b>4</b>	<b>2</b>	<b>9</b>	<b>3</b>
Whaling issues in Japan	3	2	6	2
Traffic jams/pollution in China	1	-	3	1
<b>TV documentaries</b>	<b>4</b>	<b>5</b>	<b>1</b>	<b>4</b>
Documentaries about Asia/Asian culture	3	3	1	3
TV programme – Asia Downunder	1	2	-	1

TABLE CONTINUES ON PAGE 11

	ALL WHO HAVE SEEN, HEARD OR READ INFO PERCENT	WAS IT MOSTLY POSITIVE, MOSTLY NEGATIVE, OR BOTH?		
		MOSTLY POSITIVE PERCENT	MOSTLY NEGATIVE PERCENT	POSITIVE & NEGATIVE PERCENT
<i>Base (n=)</i>	<i>(n=714)</i>	<i>(n=156)</i>	<i>(n=166)</i>	<i>(n=386)</i>
<b>Miscellaneous negative comments</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>4</b>
Too many Asians/students moving to New Zealand	3	2	2	3
Asians don't integrate/they group up to themselves	1	-	2	-
Muslim domination	-	-	-	1
<b>Miscellaneous</b>	<b>25</b>	<b>35</b>	<b>16</b>	<b>25</b>
Current events/news articles/too many to be specific	8	11	2	8
Personal encounter (eg, work, home stay, school)	4	6	2	3
Travel promotions/brochures	1	3	-	1
Teaching Chinese language/Mandarin in schools	1	1	1	1
Poverty (non-specific)	1	-	1	2
John Key's visit to China	1	3	-	-
Student exchanges	1	3	-	-
Other	9	9	10	9
<b>None/Don't know</b>	<b>6</b>	<b>7</b>	<b>1</b>	<b>8</b>
None/Nothing	1	1	-	1
Don't know	5	6	1	7

**TABLE 1: Asia-related events, issues or people that New Zealanders have seen, heard or read about in the past three months**

Note: Responses have been grouped into 'nett categories'. These are shaded and in bold print. They indicate the proportion of respondents who made at least one of the more detailed responses in that category. Percentages printed in red are significantly higher than the average for all those who have seen, heard or read something about Asia-related events, issues or people. Percentages printed in blue are significantly lower than the average

# THE ASIAN REGION

## THE IMPORTANCE OF ASIA TO NEW ZEALAND'S FUTURE

To determine perceptions of the importance of the Asian region to New Zealand's future, we asked New Zealanders to rate the importance of a variety of regions on a scale of 1 (not at all important) to 5 (very important). Consistent with previous years, and as can be seen in Figure 2, only Australia is rated as more important to New Zealand's future than Asia (86 percent of New Zealanders rate Australia as important,<sup>3</sup> compared with 77 percent for the Asian region). New Zealanders view the Asian region as more important than Europe (66 percent), North America (56 percent), the South Pacific (43 percent), South America (24 percent) and Africa (9 percent).

Those more likely than average (38 percent) to say the Asian region is very important to New Zealand's future are:

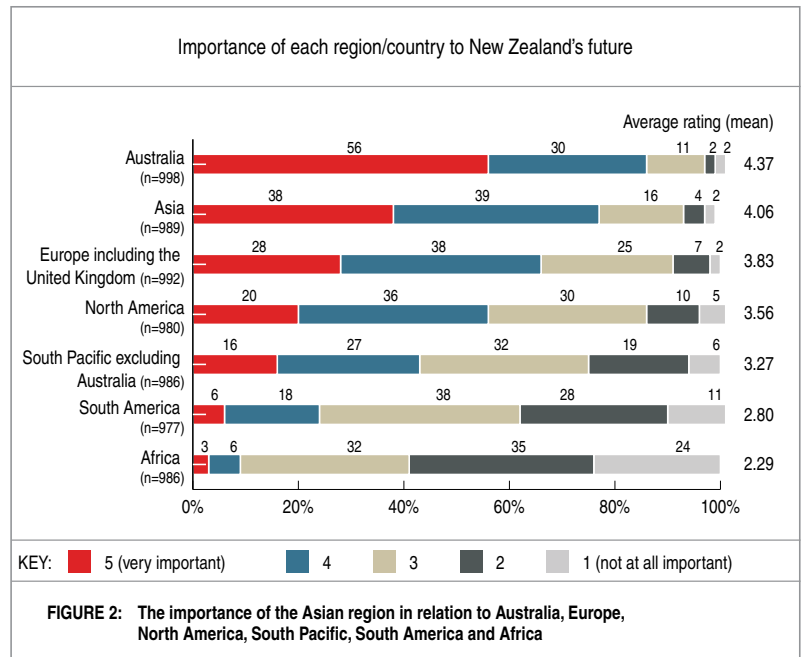
- men (43 percent)
- Wellington residents (47 percent)
- those who feel very warm toward people from Asia (51 percent)
- those with a high knowledge of Asia (45 percent)
- those who have recently seen, heard or read mostly positive representations of Asia (47 percent).

Those less likely than average (38 percent) to say the Asian region is very important to New Zealand's future are:

- women (33 percent)
- those who have lived in New Zealand for three years or less (19 percent)<sup>4</sup>
- those who are very cool toward people from Asia (23 percent)
- those who have a low level of quality contact with people from Asia (31 percent).

3 A rating of 4 or 5 out of 5 where 1 is 'not at all important' and 5 is 'very important'.

4 Those who have lived in New Zealand for three years or less include non-New Zealand Europeans (40 percent), Asian people (35 percent), Pacific Island people (14 percent) and those who identify with other ethnic groups (9 percent). Eight percent also identify themselves as New Zealand Europeans.



**THE IMPORTANCE OF ASIA TO NEW ZEALAND'S FUTURE OVER TIME**

Figure 3 highlights how perceptions of the importance of various regions have changed over the course of the research. The general trend shows that most regions, including Asia, have gained perceived importance in the eyes of New Zealanders since the research began.

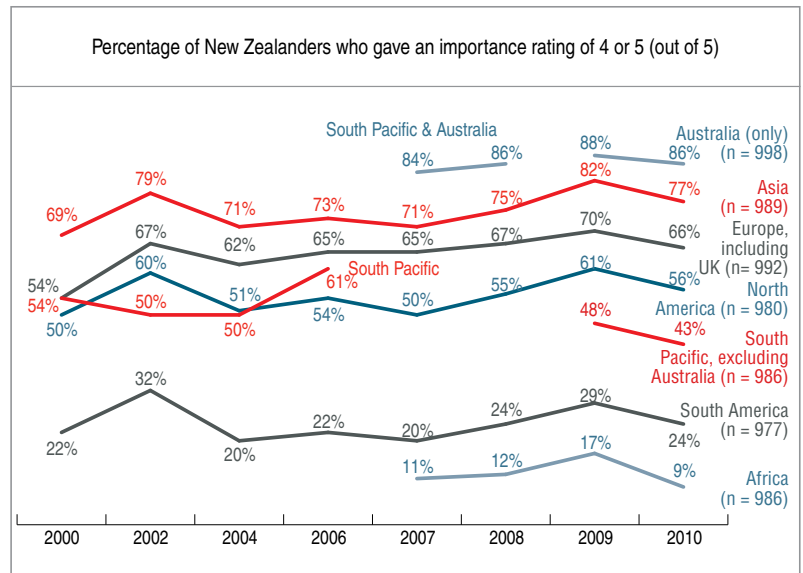
However, two significant 'spikes' were evident in 2002 and in 2009, when New Zealanders' perceptions of the importance of other regions increased markedly. We believe these spikes were the result of significant global events that served to make New Zealanders more aware of the influence that global issues and foreign economies can have on the country. The 2002, survey followed the World Trade Center attacks on 11 September 2001, which resulted in (among other things) increased global tensions, a precarious international marketplace and heightened security for international as well as domestic travellers. In 2009, New Zealanders experienced the effects of a global economic recession, which included rising unemployment, pay freezes, company closures and a volatile housing market.

In the wake of the recession, New Zealanders' views of the importance of other regions appear to be returning to levels that are generally similar to, and in some cases slightly higher than, those of 2008.

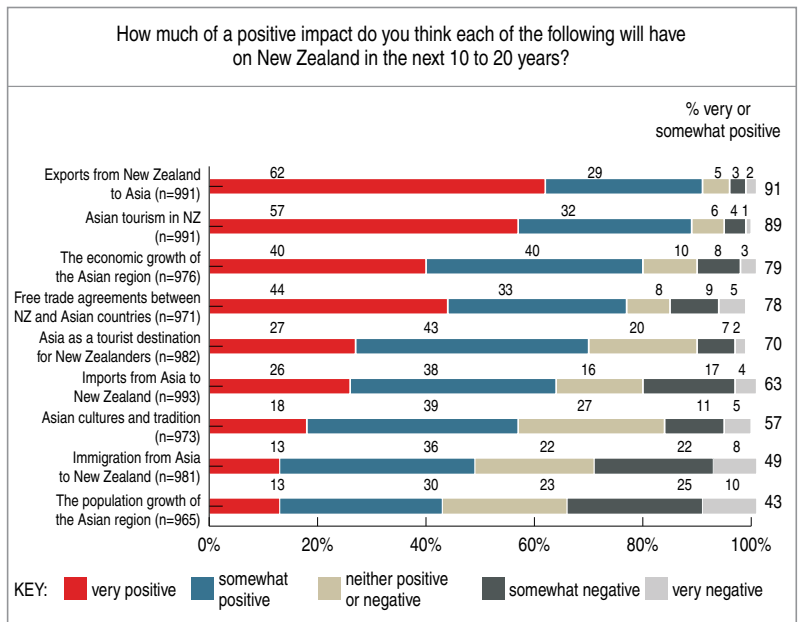
**BENEFITS OF A RELATIONSHIP WITH ASIA**

To understand the benefits New Zealanders see in a relationship with the Asian region we asked them to think about New Zealand in the next 10 to 20 years, and to indicate how much of a positive or negative impact various factors will have on New Zealand. Results can be seen in Figure 4, opposite.

Consistent with previous waves, the benefits of a relationship with Asia that New Zealanders see as being the most positive are primarily economic. The vast majority of New Zealanders (91 percent) agree that exports from New Zealand to Asia will have a positive impact, while 89 percent agree that Asian tourism in New Zealand will have a positive impact.



**FIGURE 3: Changes in importance, over time, for the Asia, Australia, South Pacific, Europe, North America, South America and Africa regions**



**FIGURE 4: Ratings of factors that could have positive or negative impacts on New Zealand in the next 10 to 20 years**

Furthermore, 79 percent of New Zealanders view the economic growth of the Asian region as positive, 78 percent view Free Trade Agreements between New Zealand and Asian countries as positive, and 70 percent view Asia as a tourist destination for New Zealanders as positive.

Issues that are viewed less optimistically by New Zealanders include those surrounding population changes, such as the impact of immigration from Asia to New Zealand (49 percent view this positively) and the population growth of the Asian region (43 percent view this positively).

**BENEFITS OF A RELATIONSHIP WITH ASIA OVER TIME**

Figure 5 shows the changing views of New Zealanders since 2007 regarding the benefits of a relationship with the Asian region. As can be seen, the economic benefits of a relationship with Asia continue to be regarded very positively by the majority of New Zealanders. The proportion of New Zealanders who view the impacts of exports from New Zealand to Asia, and Asian tourism in New Zealand as positive has remained fairly consistent over the four-year period (at around 90 percent), as has the proportion who view the economic growth of the Asian region as positive (at around 80 percent).

Interestingly, the past two years have seen fewer New Zealanders saying that Asia as a tourist destination will have a positive impact on New Zealand. It is possible that contextual influences have contributed to this decline, including media reports during the lead-up to the Delhi Commonwealth Games, and political instabilities in Thailand, which has been a common holiday destination for New Zealanders.

2010 saw a decrease in the number of New Zealanders who view the impact of immigration from Asia to New Zealand and the population growth of the Asian region as positive (from 55 percent to 49 percent, and 47 percent to 43 percent respectively).

Although there are economic benefits to immigration, many New Zealanders may presently perceive a threat from immigration because of the higher levels of unemployment during and following the recession.

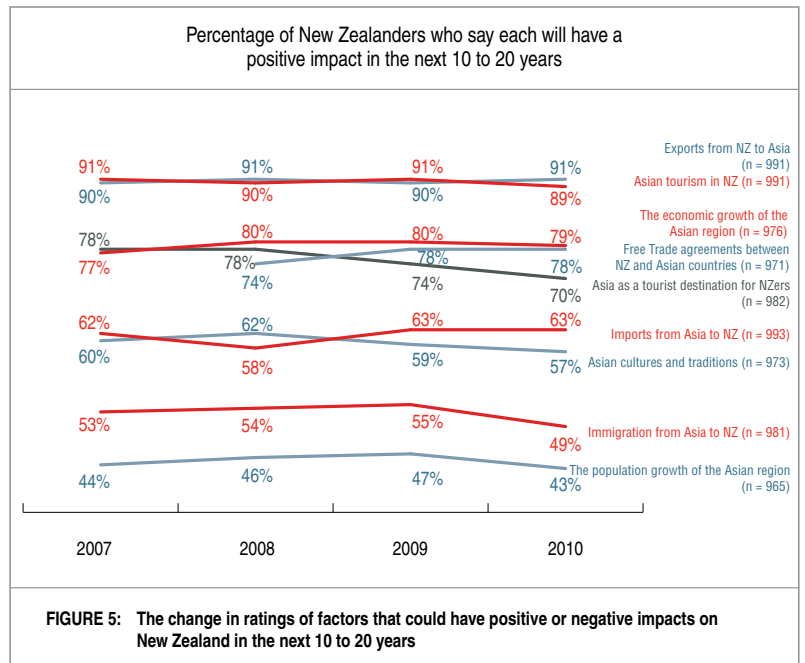


FIGURE 5: The change in ratings of factors that could have positive or negative impacts on New Zealand in the next 10 to 20 years

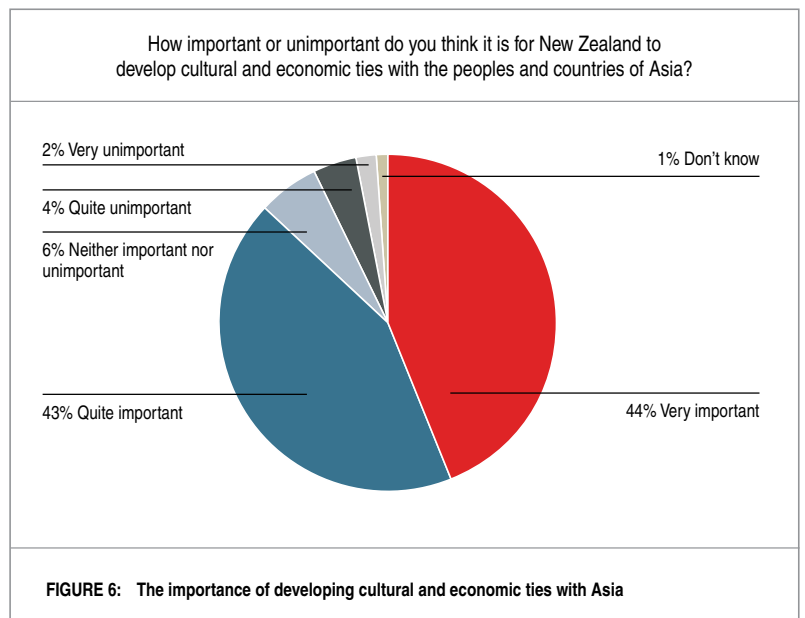


FIGURE 6: The importance of developing cultural and economic ties with Asia



*“Nearly nine in ten New Zealanders (87 percent) believe that it is important to develop cultural and economic ties with the peoples and countries of Asia.”*

Survey research carried out in May 2010 by Colmar Brunton for the Department of Labour among working-age New Zealanders (18-65 years) illustrates that many New Zealanders are not aware of the economic benefits of immigration to New Zealand. Results of the Department of Labour survey show that less than half of the working-age New Zealanders (46 percent) agree that immigration is needed to fill New Zealand's skill shortages and only 54 percent view immigration as making an important contribution to New Zealand's economy.<sup>5</sup>

### THE IMPORTANCE OF DEVELOPING TIES WITH ASIA

A key objective for Asia:NZ is to develop more extensive and effective economic and cultural relationships in the Asian region by building and sustaining New Zealanders' knowledge and understanding of the countries, peoples, cultures and languages of Asia. Asia:NZ has put in place a variety of initiatives and programmes to do this. These programmes target those in the business, education, culture and the arts, media and academic sectors. They are designed to provide professional development opportunities, networking and knowledge-transfer opportunities, opportunities for international engagement, and financial assistance in the form of scholarships, research and travel grants.

In 2010, we asked New Zealanders for the first time how important they thought it was for New Zealand to develop cultural and economic ties with the peoples and countries of Asia. As Figure 6 shows, there is clear public support for the aims of Asia:NZ. Nearly nine in ten New Zealanders (87 percent) believe that it is important to develop cultural and economic ties with the peoples and countries of Asia, and 44 percent believe it is very important. This is consistent with the earlier finding that the majority of New Zealanders view the Asian region as important to New Zealand's future, and is especially important given the positive economic benefits that the majority of New Zealanders believe will result from a relationship with the Asian region.

Those more likely than average (44 percent) to say it is very important for New Zealand to develop close ties with Asia include:

- men (50 percent, cf. 39 percent of women)
- those aged 40 to 59 years (52 percent)
- those in higher socio-economic groups – NZSEI 1 (56 percent) and NZSEI 2 (54 percent)
- those who feel very warm toward people from Asia (58 percent)
- those who have frequent contact (53 percent) or high-quality contact (51 percent) with people from Asia
- those with a high knowledge of Asia (54 percent)
- those who see Asia as very important to New Zealand's future (65 percent)
- those who have recently seen, heard or read mostly positive representations of Asia (59 percent).

Those less likely than average (44 percent) to say it is very important for New Zealand to develop close ties with Asia include:

- those who feel very cool toward people from Asia (29 percent)
- those who do not have frequent contact (34 percent) or quality contact (33 percent) with people from Asia
- those who have seen mostly negative representations of Asia in the past three months (35 percent).

<sup>5</sup> These specific statistics are provided with permission from the Department of Labour.

“A large proportion of New Zealanders recognise that understanding Asian cultures and traditions will be important for New Zealanders in the years to come.”

**PERCEPTIONS ABOUT WHETHER NEW ZEALAND IS DOING ENOUGH TO DEVELOP TIES WITH ASIA**

Respondents were asked whether they believe New Zealand is doing enough, not enough or too much in the areas of helping New Zealanders to understand Asian cultures and traditions, preparing young New Zealanders to engage confidently with Asia, and developing links between businesses in New Zealand and in Asia.

As can be seen in Figure 7, 60 percent of respondents believe New Zealand needs to do more to help New Zealanders understand Asian cultures and traditions. This result is consistent with other findings in this report, which show that 57 percent of New Zealanders believe Asian cultures and traditions will benefit New Zealand in the next 10 to 20 years (presented earlier) and 75 percent agree that Asian immigrants bring a valuable cultural diversity to New Zealand (presented later in this report). Taken together, these results suggest a large proportion of New Zealanders recognise that understanding Asian cultures and traditions will be important for New Zealanders in the years to come.

On the surface these findings may seem at odds with the decrease evident, since 2009, in the proportion of New Zealanders who view the impact of immigration from Asia as positive, and an increase in agreement with some of the negatively worded attitudes statements shown later in this report. As mentioned previously, these changes may be due, at least in part, to post-recession sentiment surrounding the economic benefits of immigration. It is also worth bearing in mind that cultural understanding is a two-way process. It is logically possible for a person to believe that *New Zealanders* should do more to understand Asian cultures and traditions and to believe that *Asian immigrants* should do more to integrate into New Zealand society.

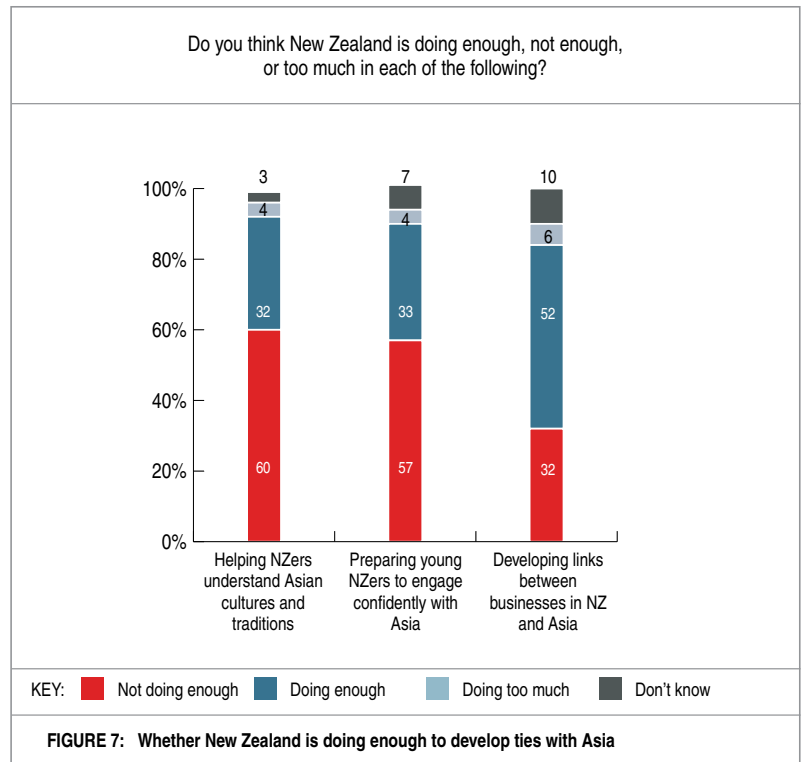


Figure 7 also shows that there is public support for initiatives aimed at preparing young people to engage confidently with Asia, with 57 percent of New Zealanders saying the country is not doing enough in this area. Recent research carried out in New Zealand secondary schools showed that Heads of Departments (HoDs) also support this, including HoDs for non-Asian language subjects.<sup>6</sup> Results showed that 80 percent of HoDs believe the Asian region is important to New Zealand’s future.

However, it was also found that Asia-related teaching tends to be concentrated primarily on subjects that can be viewed as the ‘traditional home’ for Asia-related content, such as geography, history and to some extent social studies. The report concluded that teachers require a greater mandate to include Asia-specific topics or projects in their programmes and additional professional development to allow them to do so effectively.

Around half of New Zealanders (52 percent) agree that New Zealand is ‘doing enough’ to develop links between businesses in New Zealand and Asia. This result is not unexpected given the Free Trade Agreement with China and the Government’s emphasis on developing business links with China.<sup>7</sup>

6 *Educating for Asia: Asia in Secondary Schools* (Colmar Brunton, 2010). [http://www.asianz.org.nz/files/asianz\\_bep\\_report.pdf](http://www.asianz.org.nz/files/asianz_bep_report.pdf).

7 New Zealand and China: Our shared economic future (John Key, April 2009) <http://www.beehive.govt.nz/speech/speech+new+zealand+and+china+our+shared+economic+future>.

**THE IMPACT OF CONFLICT, THREATS OR INSTABILITIES IN ASIA**

A new question was included in 2010 to gauge the perceived impact on New Zealand of conflicts, threats or instabilities in Asia. As can be seen in Figure 8, eight out of ten New Zealanders (80 percent) believe these could have at least some impact on New Zealand, and nearly one-third (31 percent) believe these could have a significant impact.

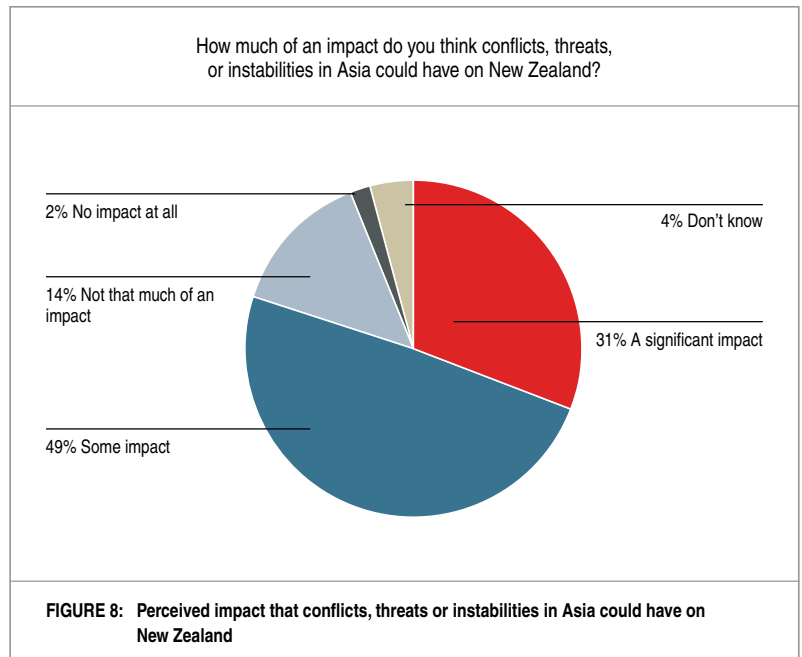
Responses to this question have the potential to shift considerably as a function of media coverage of conflicts, threats or instabilities in Asia. Significant events mentioned by respondents this year included the increasing tensions between North and South Korea, and conflict in Afghanistan.

Those more likely than average (31 percent) to say that conflicts, threats and instabilities could have a significant impact on New Zealand include:

- New Zealanders aged 40-59 years (37 percent)
- those who feel very cool toward people from Asia (37 percent).

Those less likely than average (31 percent) to say that conflicts, threats and instabilities could have a significant impact on New Zealand include:

- younger New Zealanders, under 40 years of age (24 percent)
- those in the lowest socio-economic group – NZSEI 6 (17 percent)
- those who feel very warm toward people from Asia (25 percent).



# KNOWLEDGE OF ASIA

## THE CONCEPT OF ASIA TO NEW ZEALANDERS

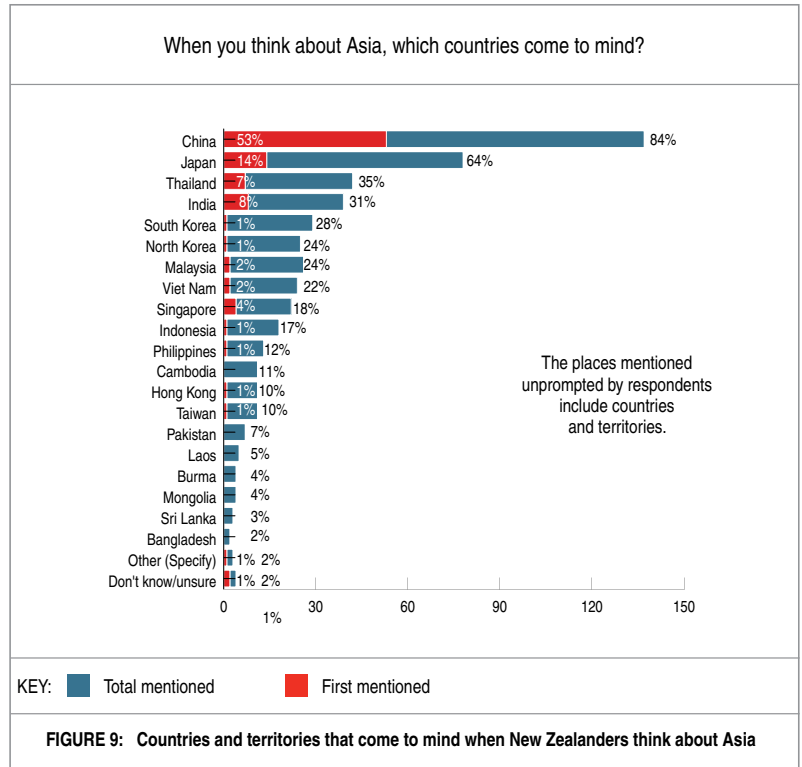
The Asian region includes a range of countries, cultures and peoples. During the initial stages of the survey we sought to clarify New Zealanders' conceptions of Asia. To do this, we asked New Zealanders to tell us which countries came to mind when they thought about Asia. Consistent with last year, Figure 9 illustrates that when New Zealanders think about Asia they tend to think initially about China or Japan (53 percent of New Zealanders mention China first and 14 percent mention Japan first). This is followed by India (8 percent), Thailand (7 percent) and Singapore (4 percent).

Those more likely than average (74 percent) to mention a country other than Japan, China, Thailand or India include:

- those who identify with an Asian ethnic group (86 percent)
- Wellington (85 percent) and Hamilton (91 percent) residents<sup>8</sup>
- those in the highest socio-economic group – NZSEI 1 (86 percent)
- those who have frequent contact with people from Asia (80 percent).

There are no substantial differences between the 2009 and 2010 results, with the exception that only 1 percent of New Zealanders mentioned 'Korea' in general this year (down from 7 percent last year). Consistent with this, there is a very slight (i.e., not statistically significant) increase in the proportion of New Zealanders mentioning North Korea (from 23 percent to 24 percent) and South Korea (from 27 percent to 28 percent) specifically.

<sup>8</sup> The reason for this higher (than average) result for Hamilton residents is unclear. The demographic profile of Hamilton residents did not differ markedly from the national sample profile. Although the difference between the Hamilton sub-sample and the national sample is statistically significant, the sample size for Hamilton is small (n=42). This result should therefore be interpreted with some caution.



*“French is the language most taught in secondary schools.”*

**GENERAL KNOWLEDGE OF ASIA**

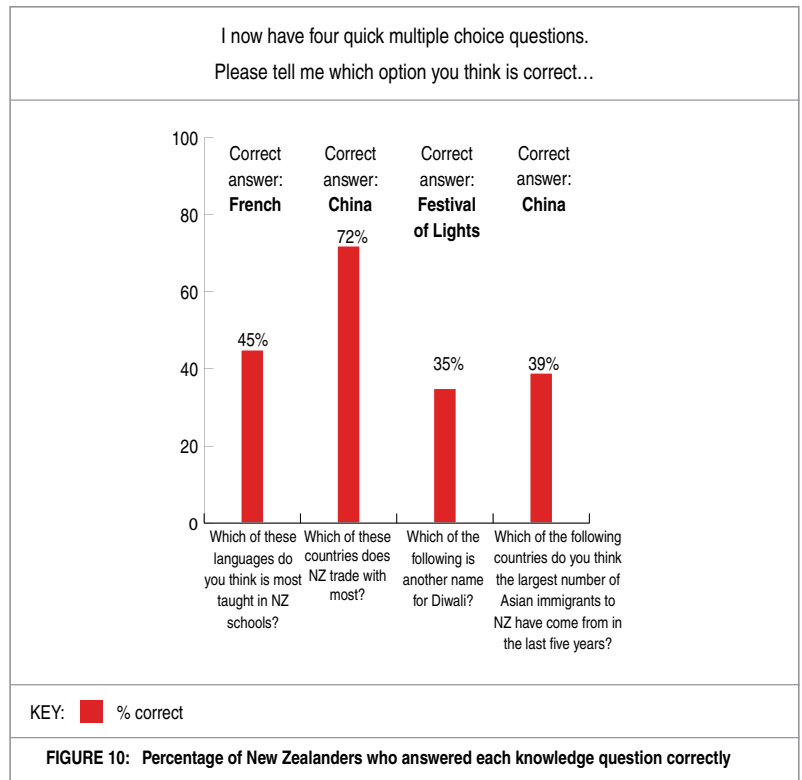
Butcher, Spoonley and Trlin (2006) suggest that developing New Zealanders’ knowledge and understanding of Asia is key to reducing the difficulties experienced by immigrants, and helping New Zealand to experience the social and economic benefits of a relationship with Asia.<sup>9</sup> Indeed, recent survey research has identified a pattern of inter-correlations between knowledge of immigration, level of education, contact with immigrants and attitudes toward immigration (Spoonley, Gendall and Trlin, 2007). Indexing New Zealanders’ knowledge of Asia through the Perceptions of Asia survey may be helpful for a) understanding variations in New Zealanders’ perceptions of Asian people, and b) tracking changes in knowledge over time.

Four multiple choice questions were developed in consultation with Asia:NZ as a general tools of New Zealanders’ knowledge in the domains of education, trade, culture and immigration. It is important to acknowledge at the outset that these four questions are by no means a comprehensive assessment of New Zealanders’ knowledge of Asia. They have been developed as a very general tool for tracking purposes and to allow more detailed analyses of the survey data.

Figure 10 illustrates the percentage of New Zealanders who answered each knowledge question correctly.

Table 2, (opposite), gives the full question wording, the options provided and the proportion of New Zealanders who selected each option. As can be seen below, nearly three-quarters of New Zealanders (72 percent) are aware that China is the country (among those listed) with which New Zealand trades most. Fewer New Zealanders correctly answered that French is the language most taught in secondary schools (45 percent), that the largest number of recent immigrants from Asia came from China (39 percent), and that another name for Diwali is Festival of Lights (35 percent).

<sup>9</sup> See Butcher, A., Spoonley, P. and Trlin, A. (2006). Being Accepted: The Experience of Discrimination and Social Exclusion by Immigrants and Refugees in New Zealand. Massey University New Settlers Programme, Palmerston North.



QUESTIONS	OPTIONS PROVIDED				
	Correct Answer	Option 1	Option 2	Option 3	Option 4
1. Which of these languages do you think is most taught in New Zealand schools? (correct = score of 1.25)	45% French	1% Latin	31% Japanese	12% Mandarin	12% Unsure
2. Which of these countries does New Zealand trade with most? (correct = score of 1)	72% China	3% South Korea	12% Japan	3% Malaysia	10% Unsure
3. Which of the following is another name for Diwali? (correct = score of 1.5)	4% Dragon Boat Festival	2% Cherry Blossom Festival	6% Lantern Festival	35% Festival of Lights	53% Unsure
4. Which of the following countries do you think the largest number of Asian immigrants to New Zealand have come from in the last five years? (correct = score of 1.25)	32% India	14% South Korea	39% China	6% Japan	9% Unsure

**TABLE 2: Knowledge questions, answer options and percentages of New Zealanders who selected each option**

Note: Correct answers are shaded in grey.

Interestingly, just over half of New Zealanders (53 percent) say they are unsure of the other name for Diwali. This was clearly the most difficult question. A demographic profile shows that New Zealand Europeans (79 percent of those who are unsure, cf. 74 percent of total sample are New Zealand European) and Christchurch residents (12 percent of those who are unsure, cf. 9 percent of total sample are from Christchurch) are over-represented in this group.

**INDEX OF NEW ZEALANDERS' KNOWLEDGE OF ASIA**

To allow further analyses of the survey data, a weighted knowledge score has been calculated for each respondent. A weighted score was used to maximise variability in the results. The number of points allocated for a correct answer to each question is shown in the first column of Table 2, above. Each respondent was allocated a score between 0 (very low knowledge) and 5 (very high knowledge). The average score is 2.29 (with a standard deviation of 1.28).

Using cut-off points at the 25th and 75th percentiles, three knowledge groups were created to facilitate further analyses within this report. The percentages of New Zealanders in the low, average and high knowledge groups are 23 percent, 49 percent and 28 percent respectively.

Those more likely than average (28 percent) to be in the high knowledge group include:

- women (32 percent, cf. 25 percent of men)
- Auckland (37 percent) and Wellington (43 percent) residents
- those who have frequent (36 percent) or quality (34 percent) contact with Asian people
- those who identify with a Pacific Island ethnic group (45 percent) or Asian ethnic group (47 percent).

Higher knowledge scores among Pacific Island peoples may reflect the high proportion of Pacific and Asian respondents living in Auckland (63 percent and 70 percent respectively live in Auckland). Pacific peoples are also more likely than average to report frequent and high-quality contact with people from Asia.

Those more likely than average (23 percent) to be in the low knowledge group include:

- those aged 70+ (36 percent)
- those living in small towns or rural areas (34 percent)
- those living in the lower South Island (32 percent)
- those in the lowest socio-economic group – NZSEI 6 (37 percent)
- those who do not have frequent (31 percent) or quality (30 percent) contact with Asian people.

Table 3 summarises differences in perceptions of Asia and Asian peoples by knowledge groups.<sup>10</sup> Consistent with expectations, those in the higher knowledge group are more likely than average to believe the Asian region is important to New Zealand's future, that it is important that New Zealand develops close cultural and economic ties with Asia, and that New Zealand needs to do more to prepare young people to engage with Asia. Those in the high knowledge group also feel warmer toward Asian peoples, are more involved with Asian peoples or cultures, are more likely to attend Asia-related events, and have more frequent and quality contact with Asian peoples. The converse is generally true for those in the lower knowledge group.

	LEVEL OF KNOWLEDGE ABOUT ASIA			
	TOTAL	LOW	AVERAGE	HIGH
Importance of the Asian region (% giving a rating of 4 or 5 out of 5)	76%	70%	75%	85%
Impact of conflicts, threats or instabilities in Asia (% significant impact)	31%	30%	32%	29%
Importance of developing cultural and economic ties with Asia (% very important)	44%	38%	42%	54%
Whether New Zealand is doing enough to prepare young New Zealanders to engage with Asia (% not doing enough)	57%	46%	57%	64%
Whether New Zealand is doing enough to help New Zealanders understand Asian cultures and traditions (% not doing enough)	60%	54%	59%	66%
Whether New Zealand is doing enough to develop links between businesses in New Zealand and Asia (% not doing enough)	32%	28%	33%	35%
Average warmth toward Asian people (mean)	70	66	69	73
Involvement with Asian people or cultures (% involved at least a fair amount)	51%	42%	49%	60%
Frequency of contact (% high)	40%	28%	39%	50%
Quality of contact (% high)	40%	32%	39%	48%
Attendance at Asian events (% attended)	21%	14%	19%	28%

**TABLE 3: Differences in perceptions of Asia and Asian people by knowledge of Asia**

**Note:** Numbers shown in red are significantly higher than the national average. Numbers shown in blue are significantly lower than the national average.

<sup>10</sup> Many of these differences are also detailed within the relevant sections of this report.

# PERCEPTIONS OF ASIAN PEOPLE

## FEELINGS OF WARMTH TOWARD PEOPLE FROM CHINA, JAPAN AND INDIA

To gain an overall sense of how New Zealanders perceive people from Asia, we asked respondents to rate their feelings toward people from China, Japan and India using a scale of 0 to 100, with 100 meaning they feel 'very warm and favourable' and 0 meaning they feel 'very cold and unfavourable'<sup>11</sup>. The numbers in Figure 11, represent the average warmth score for people from each country.

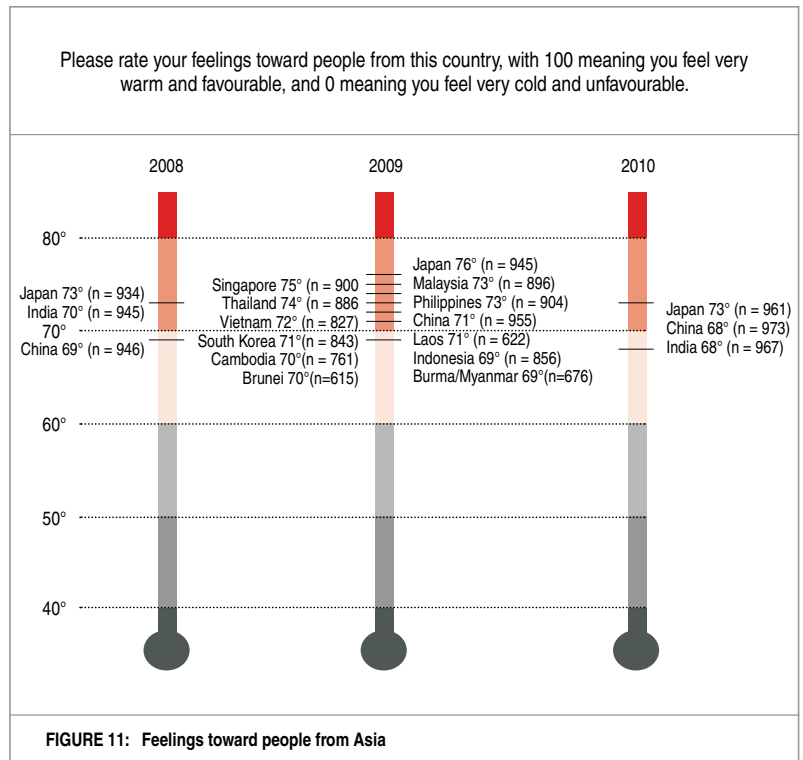
As can be seen in Figure 11, feelings of warmth toward people from Japan, India and China have decreased slightly since 2009. It is possible that feelings of warmth toward people from Japan and India specifically have been influenced by media coverage of Japanese whaling and the trial of Peter Bethune, and the controversy surrounding the lead-up to the Delhi Commonwealth Games.

The overall average warmth score across all three of these countries has reduced slightly from 72.3 in 2009 to 69.6 in 2010.

### COMPARISON WITH AUSTRALIA

A very similar question is asked of Australians, in an Australian survey.<sup>12</sup> Overall, when comparing the results of Australia and New Zealand, New Zealanders appear to express warmer feelings when asked to think about people from Japan (73 in New Zealand compared with 66 in Australia), India (68 in New Zealand compared with 56 in Australia) and China (68 in New Zealand compared with 53 in China).

Australians' cooler feelings toward people from Asia may stem from Australian media and political attention on immigration, asylum seekers and foreign investment, which could serve to increase public perceptions of economic threats from Asia and Asian immigration.



11 This is an adapted version of the Feeling Towards Other Countries Scale used by Hanson (2009).

12 See Hanson, F. (2009) *Australia and the World: Public Opinion and Foreign Policy*. Lowy Institute for International Policy.

**CHANGES IN PERCEPTIONS OF NEW ZEALANDERS COMPARED WITH 12 MONTHS AGO**

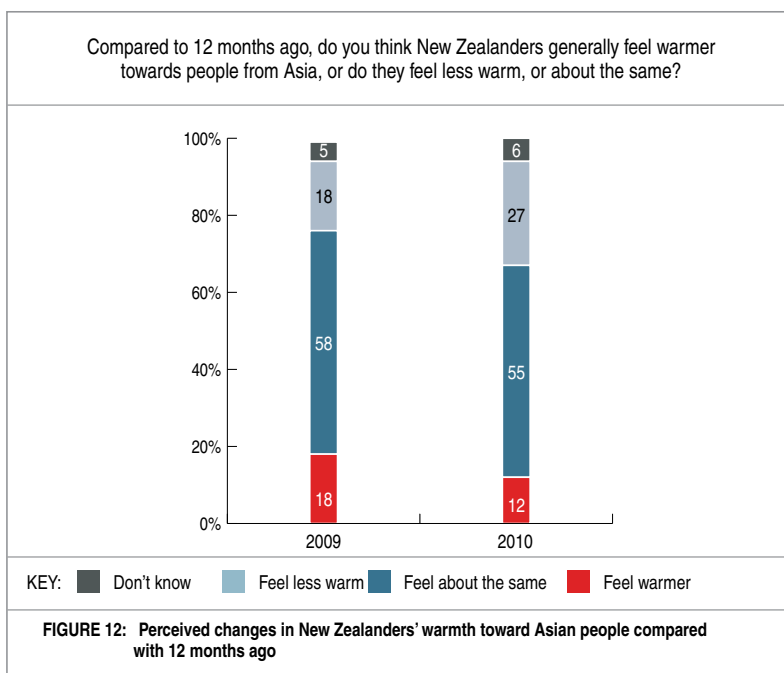
To identify the reasons for overall changes in warmth, we asked those we surveyed if they thought New Zealanders generally felt warmer toward people from Asia, less warm, or about the same compared with 12 months earlier.

As shown in Figure 12, and consistent with the result presented previously, just over one-quarter of respondents (27 percent) believe New Zealanders now feel less warm toward people from Asia (up from 18 percent in 2009), and 12 percent believe New Zealanders now feel warmer toward people from Asia (down from 18 percent in 2009).

The proportion of respondents who believe New Zealanders feel the same as they did 12 months ago remains nearly the same (55 percent in 2010 compared with 58 percent in 2009).

**REASONS FOR NEW ZEALANDERS FEELING LESS WARM**

Reasons for New Zealanders feeling less warm are shown in Table 4. Consistent with earlier findings, these reasons centre predominantly on issues relating to either immigration and the competition for jobs or negative comments made by the media. The Chinese investors interest in the Crafar farms is also perceived to have influenced feelings of warmth.



	PERCENT
Too many Asian immigrants/they are taking over our country	27
I hear racial/negative comments from people/media	26
A lot of Asian crime/violence/gangs/kidnapping/murders/extortions	16
They are taking jobs/competition in employment	12
Mentions of Chinese wanting to buy the Crafar farm/farmlands	11
They come here with money/buying up property/flaunting their money	9
They are not very good drivers	8
They stick to their own/don't integrate/don't adopt New Zealand way of life	8
They are quite arrogant people	6
Mentions of Fonterra milk powder incident	4
They choose not to speak English/lack of English	4
New Zealanders feel uncomfortable with what they don't know/understand/are naive/ignorant	4
Losing our New Zealand culture	3
The global situation/recession/state of the world affairs has changed/influenced my attitude	3
Too many shops owned by Asians	3
New Zealanders feel threatened by newcomers	2
Other	6

**TABLE 4: Reasons for New Zealanders feeling less warm compared with 12 months ago**

Note: Comments made by 2 percent or more of respondents are shown



*“There is a fear within New Zealand, in particular that the Chinese booming economy will take over, which I think is nonsense.”*

**COMMENTS FROM RESPONDENTS**

Below are some relevant comments respondents made when we asked them why they thought New Zealanders were feeling less warm toward people from Asia compared with 12 months earlier:

*“I think there’s a fear from general mainstream New Zealand that Asian people are out to take over our country, that is how I have picked it up through the media.” (New Zealand Maori male, aged 40-49, living in a provincial city, NZSEI 3)*

*“I think because of some of the items on the news at the moment. The purchase of farms, and purchase of land in New Zealand. Just a feeling I have, a feeling of dominance. We may be in a little bit of fear over China’s economic dominance and their financial ability to be dominant.” (New Zealand European female, aged 60-69, living in Auckland)*

*“Just how I hear people speaking about them, like a lot of people don’t want them here, they just don’t feel comfortable with them, but for myself that doesn’t worry me, they’re fine if they want to come here and work here.” (New Zealander/Kiwi female, aged 50-59, living in a provincial city, NZSEI 2)*

*“I think that there is a concern about immigration and perhaps with fewer jobs being available there is a feeling that Asians are more inclined to compete on the job market.” (New Zealand European male, aged 50-59, living in a town or rural area, NZSEI 3)*

*“There is a fear within New Zealand, in particular that the Chinese booming economy will take over, which I think is nonsense. I think people’s opinions are based on a considerable lack of knowledge about Asia because I have personally travelled quite widely across Asia, particularly Japan, China, Taiwan, India, Thailand and Singapore.” (New Zealand European male, aged 70, living in Wellington, NZSEI 1)*

*“I think they feel less warm because of foreign investment, you know buying up everything and most of them are not very friendly, they tend to stick together and not mingle with other ethnic groups. Some of them are very rude, not all of them, but some of them are quite arrogant.” (New Zealand European female, aged 40-49, living in Wellington, NZSEI 4)*

*“Because there are too many of them here and I hear a lot of people are saying to send them back to their own countries as there are too many here taking our jobs. They are very pushy and rude.” (New Zealand Maori female, aged 70, living in a town or rural area, NZSEI 3)*

*“Principally because Asians, particularly the Chinese, do not integrate themselves into society and continue to embrace their own culture.” (New Zealand European female, aged 40-49, living in a provincial city, NZSEI 1)*

*“Because of the takeover of our farm land and also when you watch those programmes like Border Control and you see people from Asia trying to fleece the system as they come in. It is only what we see on the TV and what we read in the paper. Always some Asian guy being charged and breaking the law, so we come to perceive that they are all like that.” (New Zealand European male, aged 60-69, living in a town or rural area, NZSEI 2)*

**REASONS FOR NEW ZEALANDERS FEELING WARMER**

We asked respondents why they thought New Zealanders felt warmer toward people from Asia. The results are shown in Table 5. An initial look at the table suggests that the primary reasons for feeling warmer toward Asian people centre on perceptions that New Zealanders are becoming more tolerant and culturally aware, rather than on the contributions of Asian people to New Zealand.<sup>13</sup> This would be partly due to the way the question is phrased (i.e., “... do you think New Zealanders generally feel...”). A number of comments do indicate that many New Zealanders recognise the contribution that Asian people make to New Zealand. Such comments include they are good citizens, they are hard working, they are good for the economy and they contribute to our society. In total 28 percent of respondents (who believed New Zealanders felt warmer than they had 12 months earlier) provided comments of this nature.

	PERCENT
We are more accepting of Asian people/more positive toward Asian people	34
More contact with them/more of them around	33
We have a better understanding of Asian people/understanding of their culture	17
They are good citizens/polite/friendly/pleasant	10
We need their money/good for the economy	10
We are more accepting of other cultures/more positive toward other cultures (not Asian specific)	9
Free Trade agreement/more trading with them	5
Contributing to our society/appreciate what they bring	5
Media coverage – positive comments	4
They are hard working/have a strong work ethic	3
Nice food/restaurants	2
Other	5
Don't know	5

**TABLE 5: Reasons for New Zealanders feeling warmer compared with 12 months ago**

Note: Comments made by 2 percent or more of respondents are shown

<sup>13</sup> The authors wish to thank an anonymous reviewer for this observation.

*"I think that the general attitudes of New Zealanders are changing – people are less racist these days generally."*

### COMMENTS FROM RESPONDENTS

Below are some relevant comments respondents made when we asked them why they thought New Zealanders were feeling warmer toward people from Asia compared with 12 months earlier:

*"Because now there is a lot more awareness, there are a lot more international students here, especially in our area, our secondary school has a lot of students from different countries. As more Kiwis travel we get a greater understanding of the different cultures." (New Zealand European female, aged 30-34, living in Wellington, NZSEI 2)*

*"We are now having a lot of contact with them. Well that's just in a general way with trade and tourism and on it goes. We are probably going to become a little bit more reliant on Asia than what we were in the past." (New Zealand European male, aged 60-69, living in a town or rural area, NZSEI 3)*

*"I think that people are getting to know people from Asian countries more and more and as time goes by people are getting less xenophobic. We are doing more business with them so we are getting to know them more." (New Zealand European male, aged 40-49, living in Dunedin, NZSEI 2)*

*"I think that we are coming to terms with the fact that we are part of the Asia area and Asians are making a contribution to our society." (New Zealand European female, aged 30-34, living in Auckland, NZSEI 4)*

*"I suppose with more exposure to people of different ethnicities, the more we understand them and their culture and tradition. We're travelling more, to understand their history and culture and their lifestyle." (New Zealand European female, aged 30-34, living in Auckland, NZSEI 2)*

*"I think because most Asian people are hard working. Their culture is enriching, they're nice people in general – to me they are honest people and hard working and they are trying to earn a decent living." (Pacific ethnic group male, aged 50-59, living in Wellington, NZSEI 2)*

*"People's understanding has become much better about people from Asia. The workplace is better, I have not been discriminated against, everyone is treated equally, it is a very good thing." (Asian ethnic group male, aged 30-39, living in Auckland, NZSEI 5)*

*"I can only speak for myself. They're polite and they're interested in what we do. Personally speaking I find them pleasant to talk to and friendly. They're intelligent and nice to talk to – the ones I have met personally." (New Zealand European female, aged 60-69, living in a provincial city, NZSEI 6)*

*"I think that any group of people are better off with new ideas from new people coming in. I love diversity – it enriches life. Asia is in closer proximity than Britain or Europe and the USA. We share a common ocean." (New Zealand European female, aged 60-69, living in Dunedin, NZSEI 3)*

*"They've been in New Zealand longer than I have and they always treat everybody with respect. They love this country and take it as their own and accept it as their own." (New Zealand European male, aged 70, living in Wellington, NZSEI 6)*

*"I think that the general attitudes of New Zealanders are changing – people are less racist these days generally. They see the benefit and importance of new people in the country, expertise wise, and this also has its benefits." (New Zealand European male, aged 40-49, living in a town or rural area, NZSEI 4)*

*"There are several families in the local community and we all get on well and have a good experience with them." (New Zealand European male, aged 60-69, living in a provincial city, NZSEI 3)*

# ATTITUDES TOWARD ASIAN PEOPLES

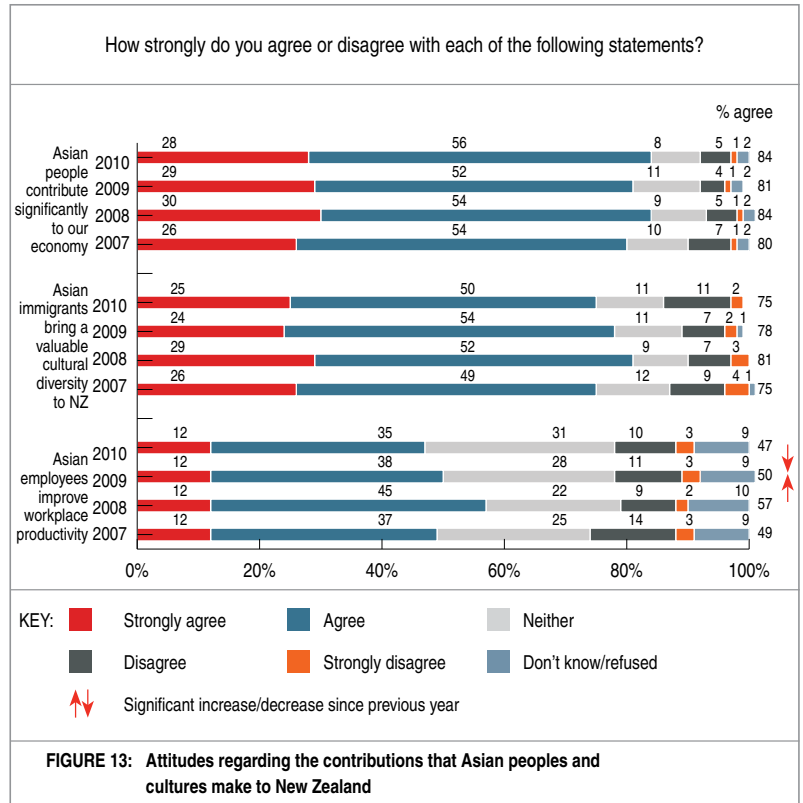
## THE CONTRIBUTION OF ASIAN PEOPLE TO NEW ZEALAND

To understand New Zealanders' perceptions of the contribution that Asian people make to New Zealand, we asked whether they agreed or disagreed with a series of statements, as shown in Figure 13. Results have not changed significantly since 2009.

In general, New Zealanders are quite positive about the economic and cultural contributions that Asian people make, with 84 percent agreeing that Asian people contribute significantly to New Zealand society and 75 percent agreeing that Asian immigrants bring a valuable cultural diversity to New Zealand. New Zealanders are generally less positive about the impacts that Asian people have on the workplace, with 50 percent agreeing that Asian employees improve workplace productivity. One reason for the lower level of agreement with this particular statement is that agreement could constitute an implication that non-Asian New Zealanders are less productive in the workplace.

## SUB-GROUP ANALYSES

The sub-group analyses, on next page, generally illustrate that New Zealanders who are more engaged with Asia and who feel warmer toward people from Asia hold more positive attitudes. Wellington residents also tend to hold more positive attitudes toward Asian people overall.



**ASIAN PEOPLE CONTRIBUTE SIGNIFICANTLY TO NEW ZEALAND'S ECONOMY**

New Zealanders more likely than average (84 percent) to agree that Asian people contribute significantly to New Zealand's economy are:

- those who identify with an Asian ethnic group (97 percent)
- Wellington residents (94 percent)
- those who have visited Asia in the past year (91 percent)
- those who have very frequent (90 percent) or high-quality (91 percent) contact with people from Asia
- those with a high knowledge of Asia (93 percent)
- those who feel warm (91 percent) or very warm (90 percent) toward people from Asia
- those who see Asia as very important to New Zealand's future (92 percent)
- those who have recently seen mostly positive representations of Asia in the media (90 percent).

**ASIAN IMMIGRANTS BRING A VALUABLE CULTURAL DIVERSITY TO NEW ZEALAND**

New Zealanders more likely than average (75 percent) to agree that Asian immigrants bring a valuable cultural diversity to New Zealand are:

- those who identify with an Asian ethnic group (89 percent)
- Wellington residents (87 percent)
- those who feel warm (85 percent) or very warm (90 percent) toward people from Asia
- those who have frequent (85 percent) and high-quality contact (88 percent) with people from Asia
- those who have a high knowledge of Asia (85 percent)
- those who believe the Asian region is very important to New Zealand's future (82 percent)
- those who have recently seen mostly positive representations of Asia in the media (83 percent).

**ASIAN EMPLOYEES IMPROVE WORKPLACE PRODUCTIVITY**

New Zealanders more likely than average (47 percent) to agree that Asian employees improve workplace productivity are:

- young New Zealanders, under 20 years of age (62 percent)
- those who identify with an Asian ethnic group (92 percent)
- those who identify with ethnic groups other than New Zealand European or Maori (64 percent)
- those born outside New Zealand (58 percent)
- Wellington residents (57 percent)
- those who feel warm toward people from Asia (56 percent)
- those who have high frequency (57 percent) or quality (57 percent) contact with people from Asia
- those who have recently seen mostly positive representations of Asia in the media (56 percent).

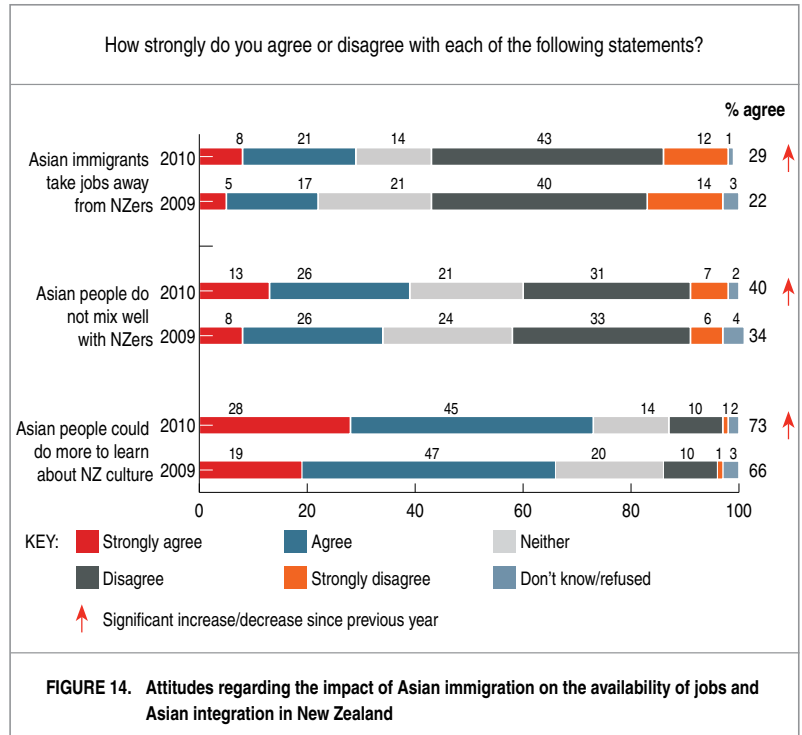
*“The finding that more New Zealanders agree that Asian immigrants take jobs away from New Zealanders is generally consistent with other findings in this report.”*

**NEGATIVE ATTITUDES TOWARD PEOPLE FROM ASIA**

In addition to the three positively worded statements, for the past two years we have included a series of negative attitude statements to develop a more rounded view of attitudes toward people from Asia. As shown in Figure 14, more New Zealanders agree with these statements compared with the responses in 2009.

Given that responses to the positive statements above have effectively remained unchanged since 2009, the reasons for these increases are not entirely clear. The finding that more New Zealanders agree that *Asian immigrants take jobs away from New Zealanders* is generally consistent with other findings in this report. This increase may be the result of a greater perceived threat from immigration owing to higher rates of unemployment, and a general lack of public awareness of the economic benefits of immigration. Increases in agreement with the second and third statements may be a flow-on effect from the overall decrease in warmth toward people from Asia shown earlier in this report. As suggested earlier, we suspect this may be due to the recent media coverage of events in Asia.

Another possibility is that the 2009 results were unusually positive. This may have been a flow-on effect from the ‘spike’ observed last year in New Zealanders’ sense of the importance of the Asian region; unfortunately we cannot test this possibility because these questions were included for the first time in 2009.



## SUB-GROUP ANALYSES

The sub-group analyses listed, to the right, generally illustrate that those more likely to agree with the above statements are those who feel cooler toward people from Asia, and those who have recently seen, heard or read mostly negative information about Asia-related events, issues or people.

Sub-analyses also show that Maori are more likely than average to agree that *Asian immigrants take jobs away from New Zealanders* and that *Asian people could do more to learn about New Zealand culture*. We know from previous research that groups in competition tend to feel less positive toward each other, and that Asian people can often be viewed competitively by non-Asians.<sup>14</sup>

The slightly less positive views held by Maori toward Asian people are probably driven by a perception that Asian people are a competing and economically advantaged group, owing to both their numbers and their high skill levels.<sup>15, 16</sup>

*"A lot of New Zealanders think when the Asians come over they do so well in what they are trying to achieve (business, etc) so they don't like Asians taking over." (Maori female, aged 50-59)*

Finally, Asian people are the group *most likely* to agree that *Asian people could do more to learn about New Zealand culture*. Their responses to this statement may reflect warmth toward non-Asian New Zealanders, or the recognition that cultural understanding is a two-way process, and is not the sole responsibility of any single group.

*"In my experience Kiwis, generally speaking, are warm to you. I think they are very straightforward and, compared with other western people, are more [positive] with respect to different cultures." (Asian male, aged 70+)*

<sup>14</sup> See Lin, Kwan, Cheung, and Fiske (2005). Stereotype content model explains prejudice for an envied outgroup: Scale of anti-Asian American stereotypes. *Personality and Social Psychology Bulletin*, 31, 34 -47; *Perceptions of Asia 2009* (Colmar Brunton, 2009): [http://www.asianz.org.nz/sites/asianz.org.nz/files/Perceptions\\_of\\_Asia\\_2009percent20\(2\).pdf](http://www.asianz.org.nz/sites/asianz.org.nz/files/Perceptions_of_Asia_2009percent20(2).pdf).

<sup>15</sup> Duckitt, J. and Sibley, C.G. (2010). Right-wing authoritarianism and social dominance orientation differentially moderate intergroup effects on prejudice. *European Journal of Personality*, 24, 583-601.

<sup>16</sup> The authors wish to thank Dr Chris Sibley at the University of Auckland for helpful insight regarding explanations for ethnic group differences in inter-group attitudes.

### ASIAN IMMIGRANTS TAKE JOBS AWAY FROM NEW ZEALANDERS

New Zealanders more likely than average (29 percent) to agree that Asian immigrants take jobs away from New Zealanders are:

- those who identify as Maori (40 percent)
- those who feel very cool toward people from Asia (53 percent)
- those who have low-frequency (39 percent) and low-quality (38 percent) contact with people from Asia
- those who have recently seen mostly negative representations of Asia in the media (36 percent).

### ASIAN PEOPLE DO NOT MIX WELL WITH NEW ZEALANDERS

New Zealanders more likely than average (40 percent) to agree that Asian people do not mix well with New Zealanders are:

- older New Zealanders aged 40 years or over (45 percent)
- those who feel cool (47 percent) or very cool (55 percent) toward people from Asia
- those who have recently seen mostly negative representations of Asia in the media (47 percent)
- those who believe that conflicts, threats or instabilities in the Asian region can have a significant impact on New Zealand (49 percent).

New Zealanders more likely than average (73 percent) to agree that Asian people could do more to learn about New Zealand culture are:

- those who identify as Maori (81 percent) and those who identify with Asian ethnic groups (85 percent)
- those born outside New Zealand (79 percent)
- those who feel very cool toward people from Asia (83 percent).

# CONTACT AND INVOLVEMENT WITH ASIAN PEOPLE OR CULTURES

## PERCEPTIONS OF INVOLVEMENT WITH ASIAN PEOPLES OR CULTURES

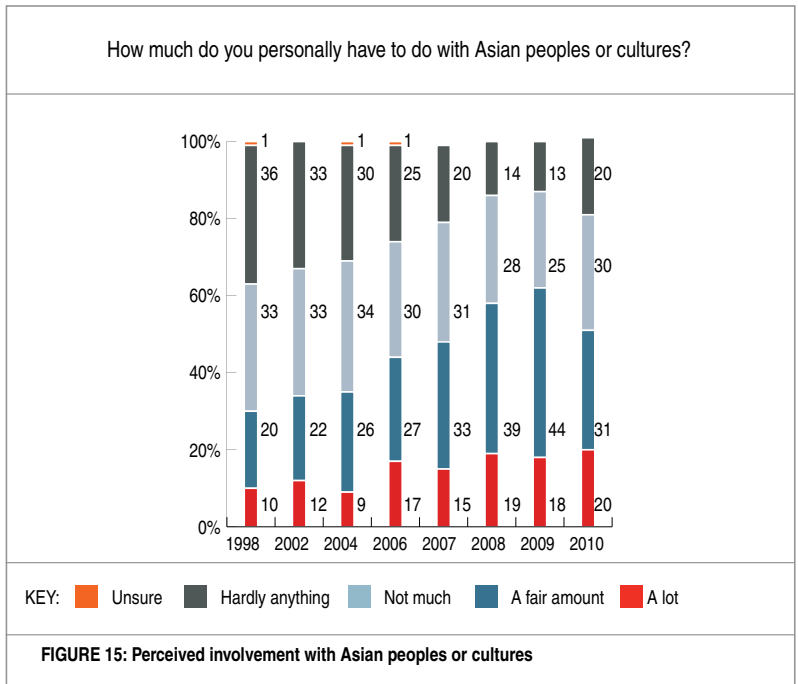
Each year we ask New Zealanders to tell us how much they personally have to do with Asian peoples or cultures. Perceived involvement has been consistently increasing over the course of the research and we have consistently found a close association between involvement with Asian people and attitudes toward and perceptions of Asian people. Interestingly, Figure 15 shows that perceived involvement with Asian peoples or cultures has decreased since 2009, with half of New Zealanders (51 percent) saying they have either 'a lot' or 'a fair amount' to do with Asian peoples or cultures (down from 62 percent in 2009).

Given that the number of Asian people living in New Zealand has been increasing in the past decade, it is reasonable to assume that actual contact with people from Asia has not decreased since 2009. What these results highlight is a probable reciprocal relationship between perceived involvement and attitudes.

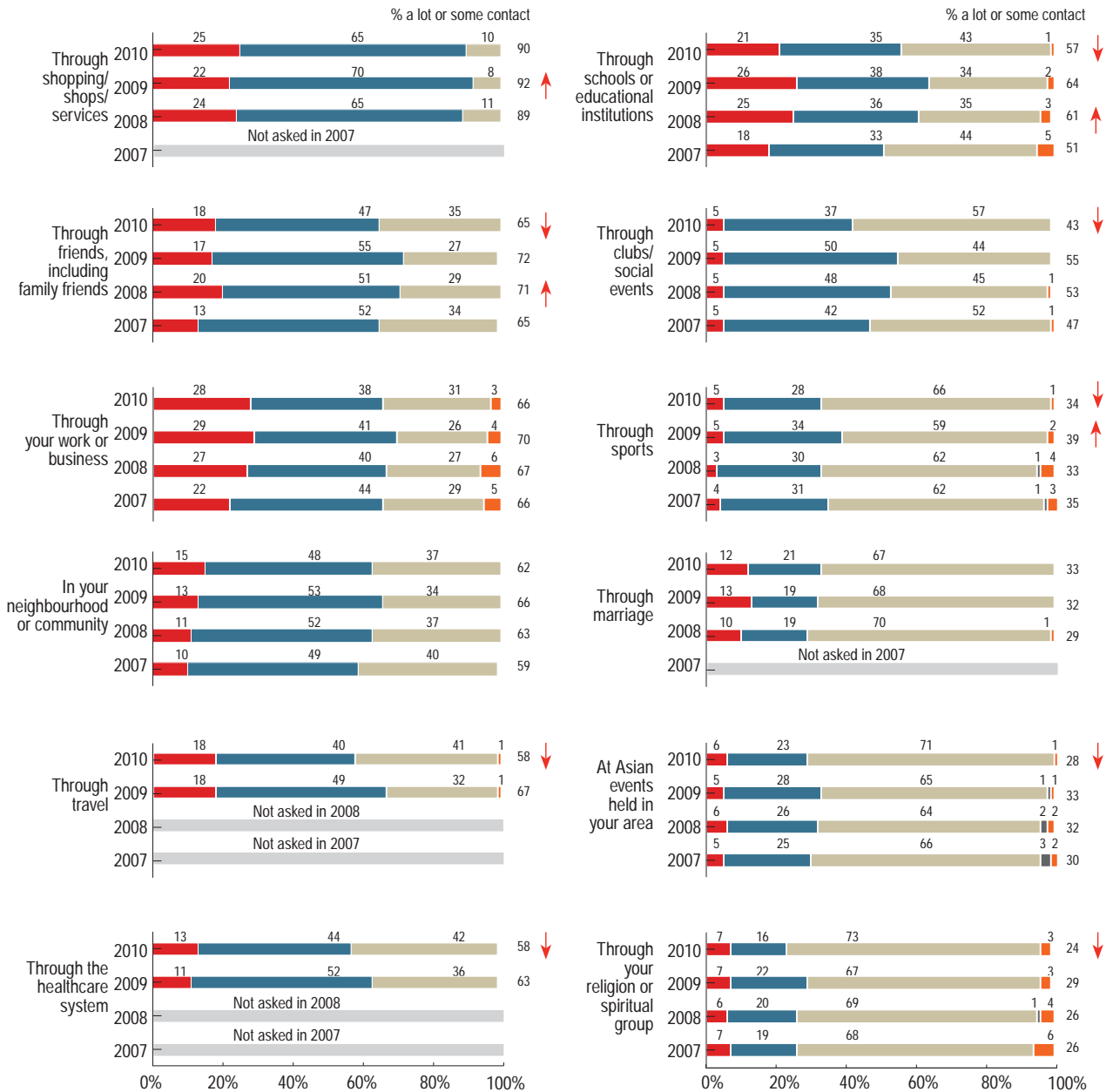
Those who feel warmer toward people from Asia, and who have more positive attitudes, may be more likely to perceive themselves as being integrated and involved with Asian people and cultures. Conversely, those whose feelings and attitudes are (or have become) less positive may perceive themselves to be more distinct from or less involved with those they perceive less positively.

## POINTS OF CONTACT WITH PEOPLE FROM ASIA

To find out where New Zealanders have contact with people from Asia, we asked how much contact respondents had through a range of contact points, as shown in Figure 16, on page 30.



Can you tell me whether you have a lot of contact, some contact, or no contact with Asian peoples through each of the following...?



KEY: A lot (red), Some (blue), None (green), Don't know (grey), Not applicable (orange), Not asked (light grey)

FIGURE 16: Points of contact with people from Asia



**PRIMARY CONTACT POINTS**

As with previous years, the main contact point where New Zealanders have interaction with people from Asia is through shopping, shops or services (90 percent have had 'a lot' or 'some' contact with people from Asia here). The next most common points of contact with people from Asia are through work or business (66 percent) and via friends and family friends, although this has fallen from 72 percent in 2009 to 65 percent this year. Around six in ten New Zealanders have contact with Asian people in their neighbourhoods or communities (62 percent), through travel (58 percent), through the healthcare system (58 percent) or through schools or educational institutions (57 percent).

**SECONDARY CONTACT POINTS**

Also similar to previous years, relatively speaking, fewer New Zealanders have contact with people from Asia through sports (34 percent), and fewer New Zealanders in 2010 are saying they have contact through clubs and social events (this has fallen from 55 percent in 2009 to 43 percent in 2010). Also, relatively few say that they have contact with Asian people through marriage (33 percent), at Asian events held in their areas (28 percent, down from 33 percent in 2009), and through their religions or spiritual groups (24 percent, down from 29 percent in 2009).

**CONTACT EXPERIENCES**

For a number of years the Perceptions of Asia survey has included a series of questions to gauge the *level* of contact with people from Asia. However, as pointed out by Spoonley et al.,<sup>17</sup> the *nature* and *quality* of contact is also important. This is a particularly significant point because research investigating and testing the notion that contact promotes positive attitudes (ie, the contact hypothesis) has produced paradoxical results; contact can lead attitudes and perceptions to become either better or worse.

Therefore, we thought it worthwhile to attempt to measure the quality or experience of contact. For each contact point where respondents had had at least 'some' contact with Asian people, we asked whether they had come to know one or more Asian people 'quite well'. The exact question wording was as follows: *Sometimes contact is just one-off and brief, while other contact can involve getting to know a person quite well. Please tell me if you've come to know one or more Asian people quite well through each of the following situations.*

Table 6 illustrates the types of contact that promote closer, more in-depth relationships and the potential for improved cross-cultural understanding. The percentages in the first column indicate the proportion of those who have had contact with Asian people through that contact point and who have come to know an Asian person quite well. The points that tend to promote closer relationships and improved cross-cultural understanding include contact through friends (70 percent), through work or business (69 percent), through schools or educational settings (69 percent), through marriage (either personally or through other family members, 66 percent), and through religion or spiritual groups (63 percent).

COME TO AN KNOW AN ASIAN PERSON QUITE WELL		
	Percent of those who have some contact with Asian people that way	Percent of all New Zealanders (n=1000)
Through friends, including family friends	70 (n=622)	46
Through your work or business	69 (n=627)	45
Through schools or educational institutions	69 (n=510)	39
Through marriage, either personally or through other family members	66 (n=310)	22
Through your religion or spiritual group	63 (n=221)	15
Through clubs/social events	48 (n=392)	20
In your neighbourhood or community	45 (n=609)	28
Through sports	45 (n=287)	15
Through shopping/shops/services	42 (n=889)	38
Through travel	41 (n=561)	24
Through the healthcare system, such as hospitals or the doctor's surgery	39 (n=575)	23
At Asian events held in your area	39 (n=252)	11

**TABLE 6: Percentage of respondents who have come to know at least one Asian person quite well through each point of contact**

17 See Spoonley, P., Gendall, P. and Trlin, A. (2007). *Welcome to Our World: The Attitudes of New Zealanders to Immigrants and Immigration*. Massey University New Settlers Programme, Palmerston North.

Frequency of contact and quality of contact were plotted in two-dimensional space to provide insights into the contact experiences in New Zealand that tend to promote closer, more in-depth relationships and the potential for improved cross-cultural understanding. As can be seen in Figure 17, opposite, the largest proportion of quality contacts is developed through friends, through work or business, and through schools or educational settings. These are the contexts where more New Zealanders have contact with Asian people, and where closer relationships are most likely to form.

**INDEXING THE FREQUENCY AND QUALITY OF CONTACT WITH ASIAN PEOPLE**

To allow further analyses of the survey data, two scores were calculated for each respondent to reflect the frequency of contact and quality of contact with Asian people.

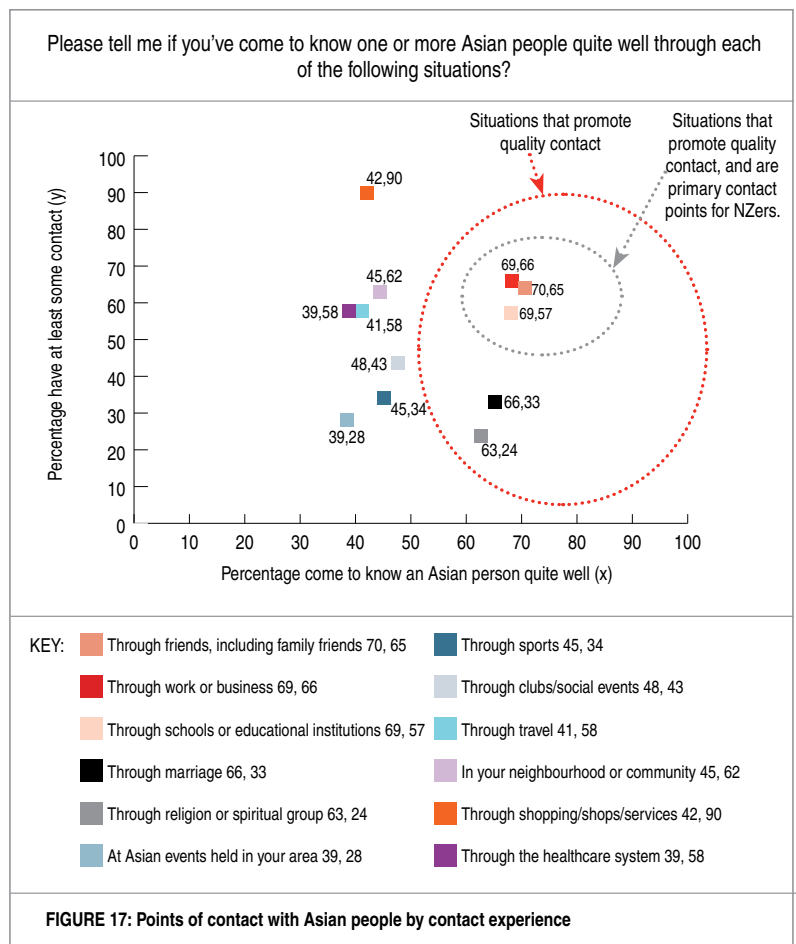
To index frequency of contact we used an approach that is very similar to that used by Johnston et al. (2010).<sup>18</sup> A respondent was allocated a frequency score of 1 for each contact point where they had at least 'some' contact with people from Asia, and a frequency score of 2 for each contact point where they had 'a lot' of contact with people from Asia. The sum of these scores represents frequency of contact with Asian people. Frequency scores can therefore range from 0 (no contact) to 24 (frequency contact). The average frequency score is 7.92 (with a standard deviation of 4.29).

A respondent was allocated a quality score of 1 for each contact point where they had come to know an Asian person quite well. The sum of these scores represents quality of contact with Asian people. Quality scores can therefore range from 0 (very low level of quality contact) to 12 (very high level of quality contact). The average quality score is 3.26 (with a standard deviation of 2.50).

Three groups were created around the unweighted 33rd and 66th percentiles for each score to facilitate further analyses within this report.<sup>19</sup>

18 See Johnston, R., Gendall, P., Trlin, A. and Spoonley, P. (2010). Immigration and multiculturalism: Inter-group contact and attitudes to immigrants and cultural diversity in New Zealand. *Asian and Pacific Migration Journal*, 19, 343-369.

19 The unweighted percentiles were used only to create the contact groups. This ensured roughly equal numbers in each group. The percentages shown are weighted.



The percentage of New Zealanders in the low-, average- and high-frequency groups are 31 percent, 30 percent and 40 percent respectively. The percentage of New Zealanders in the low-, average- and high-quality groups are 28 percent, 32 percent and 40 percent respectively.

Those in the high-frequency group are more likely than average (40 percent) to:

- be under 30 years of age (58 percent)
- identify with a Pacific Island (63 percent) or Asian (87 percent) ethnic group
- have been born outside New Zealand (51 percent)
- be Auckland (59 percent) or Wellington (53 percent) residents
- have visited Asia in the past 12 months (59 percent)
- feel very warm toward people from Asia (54 percent)
- have a high knowledge of Asia (50 percent).

Those in the high-quality contact group are more likely than average (40 percent) to:

- be under 30 years of age (54 percent)
- identify with a Pacific Island (60 percent) or Asian (89 percent) ethnic group
- have been born outside New Zealand (53 percent)
- have lived in New Zealand for up to three years (62 percent)
- be Auckland (54 percent) or Wellington (53 percent) residents
- have visited Asia in the past 12 months (62 percent)
- feel very warm toward people from Asia (51 percent)
- have a high knowledge of Asia (48 percent).

Table 7 and Table 8 summarise differences in perceptions of Asia and Asian people by contact groups.<sup>20</sup> They illustrate that those in the low frequency and quality of contact groups are generally less likely than average to believe the Asian region is important to New Zealand's future and that it is important that New Zealand develops close cultural and economic ties with Asia. Consistent with this, they are less likely to say that New Zealand is not doing enough to prepare young people to engage with Asia and to help New Zealanders to understand Asian cultures and traditions. Those in the low frequency and quality of contact groups also feel cooler toward Asian peoples, are much less involved with Asian peoples or cultures, and are less likely to attend Asia-related events. The converse is generally true for those in the high frequency and quality of contact groups.

	FREQUENCY OF CONTACT WITH ASIAN PEOPLE			
	Total	Low	Average	High
Importance of the Asian region (percent giving a rating of 4 or 5 out of 5)	76%	67%	78%	83%
Impact of conflicts, threats or instabilities in Asia (percent significant impact)	31%	30%	31%	31%
Importance of developing cultural and economic ties with Asia (percent very important)	44%	34%	44%	53%
Whether New Zealand is doing enough to prepare young New Zealanders to engage with Asia (percent not doing enough)	57%	48%	58%	62%
Whether New Zealand is doing enough to help New Zealanders understand Asian cultures and traditions (percent not doing enough)	60%	51%	65%	63%
Whether New Zealand is doing enough to develop links between businesses in New Zealand and Asia (percent not doing enough)	32%	27%	33%	37%
Average warmth toward Asian people	70	62	70	75
Involvement with Asian people or cultures (percent involved at least a fair amount)	51%	21%	45%	78%
Frequency of contact (percent high)	40%	0%	0%	100%
Quality of contact (percent high)	40%	4%	27%	78%
Attendance at Asian events (percent attended)	21%	5%	19%	34%

**TABLE 7: Differences in perceptions of Asia and Asian people by frequency of contact**

Note: Numbers shown in red are significantly higher than the national average. Numbers shown in blue are significantly lower than the national average.

	QUALITY OF CONTACT WITH ASIAN PEOPLE			
	Total	Low	Average	High
Importance of the Asian region (percent giving a rating of 4 or 5 out of 5)	76%	69%	77%	81%
Impact of conflicts, threats or instabilities in Asia (percent significant impact)	31%	29%	31%	32%
Importance of developing cultural and economic ties with Asia (percent very important)	44%	33%	46%	51%
Whether New Zealand is doing enough to prepare young New Zealanders to engage with Asia (percent not doing enough)	57%	49%	58%	60%
Whether New Zealand is doing enough to help New Zealanders understand Asian cultures and traditions (percent not doing enough)	60%	51%	62%	65%
Whether New Zealand is doing enough to develop links between businesses in New Zealand and Asia (percent not doing enough)	32%	30%	30%	36%
Average warmth toward Asian people	70	62	68	76
Involvement with Asian people or cultures (percent involved at least a fair amount)	51%	20%	49%	73%
Frequency of contact (percent high)	40%	4%	24%	77%
Quality of contact (percent high)	40%	0%	0%	100%
Attendance at Asian events (percent attended)	21%	6%	17%	33%

**TABLE 8: Differences in perceptions of Asia and Asian people by quality of contact**

Note: Numbers shown in red are significantly higher than the national average. Numbers shown in blue are significantly lower than the national average.

<sup>20</sup> Many of these differences are also detailed within the relevant sections of this report.

**AWARENESS OF ASIAN CULTURAL EVENTS**

To gain an understanding of how familiar New Zealanders are with Asian cultural events, respondents were asked questions about Asian-focused events in their areas. As shown in Figure 18, over a third of New Zealanders (36 percent) can name events in their areas that they see as having an Asian focus. This is a slight decrease since 2009, which may relate to the timing of individual events.

As may be expected, Auckland (46 percent), Wellington (54 percent) and Dunedin residents (67 percent) are more likely than average to name an event. Forty percent of Christchurch residents can name an event.

Table 9 shows that, consistent with 2009, Chinese New Year is the most commonly mentioned event, with 30 percent of New Zealanders mentioning this. This is followed by the Lantern Festival (24 percent of New Zealanders mention this) and the Diwali Festival (22 percent mention this).

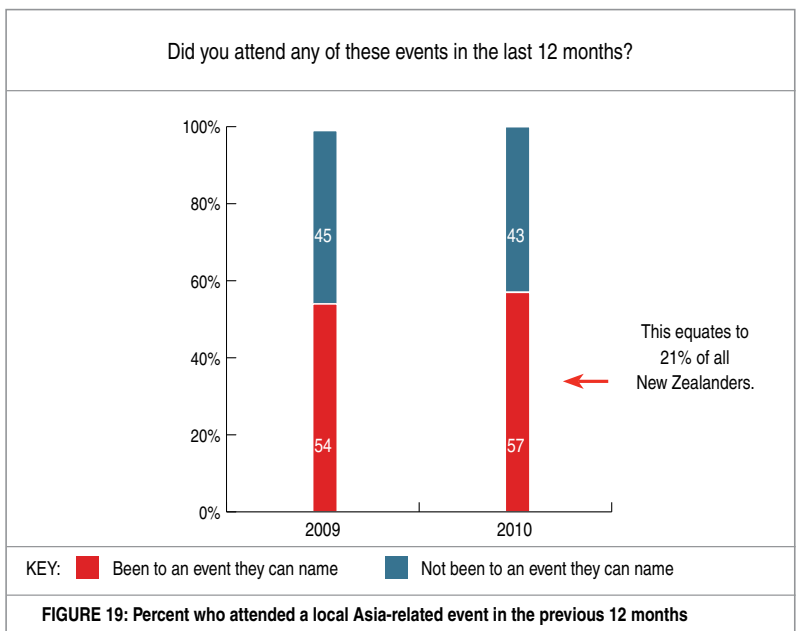
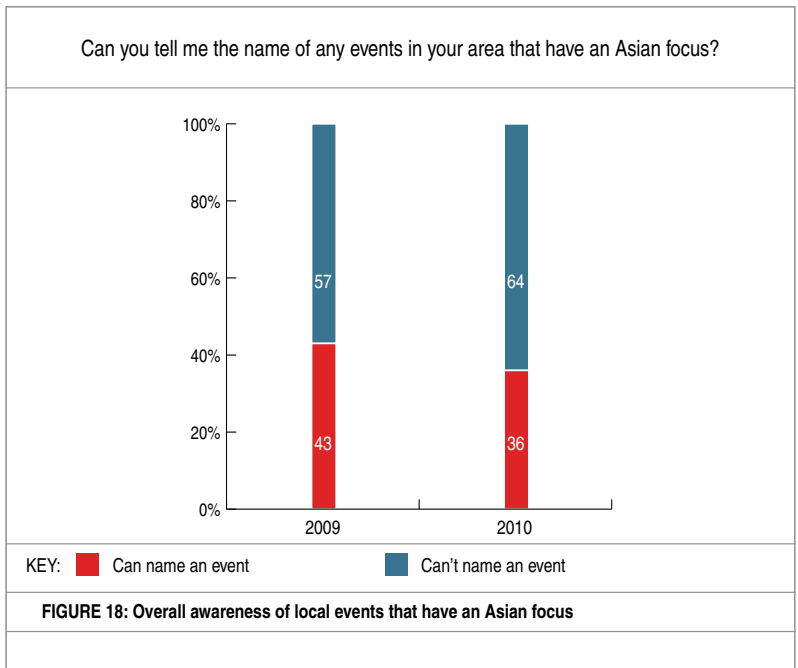
	2010 %	2009 %
Chinese New Year	30	29
Lantern Festival	24	27
Diwali Festival	22	20
Asian/cultural/ethnic festivals	11	7
International/cultural food festivals	9	6
Church-arranged activities	2	4
Ramadan	2	3

**TABLE 9: Local events that have an Asian focus**

Auckland (37 percent) and Christchurch (68 percent) residents who can name an event are significantly more likely than average to name the Lantern Festival. Wellington (45 percent) and Hamilton (43 percent) residents who can name an event are significantly more likely than average to name Diwali.

**INVOLVEMENT WITH ASIAN CULTURAL EVENTS**

Of those who are able to name Asian-focused events in their areas, over half (57 percent) say that they have attended one of these events in the past 12-months (Figure 19). This is equivalent to 21 percent of all New Zealanders, which is similar to the proportion who attended Asia-related events in 2009 (23 percent).



Those more likely than average (21 percent) to attend Asia-related events are:

- those who identify with an Asian ethnic group (39 percent)
- Auckland (26 percent), Wellington (34 percent) and Christchurch (32 percent) residents
- those in high socio-economic groups – NZSEI 1 (28 percent) and NZSEI 2 (27 percent)
- those who have high-frequency (34 percent) and quality (33 percent) contact with people from Asia
- those in the high knowledge group (28 percent)
- those who believe the Asian region is very important to New Zealand's future (26 percent)
- those who have seen, heard or read mostly positive representations of Asia-related events, issues or people in the past three months (30 percent).

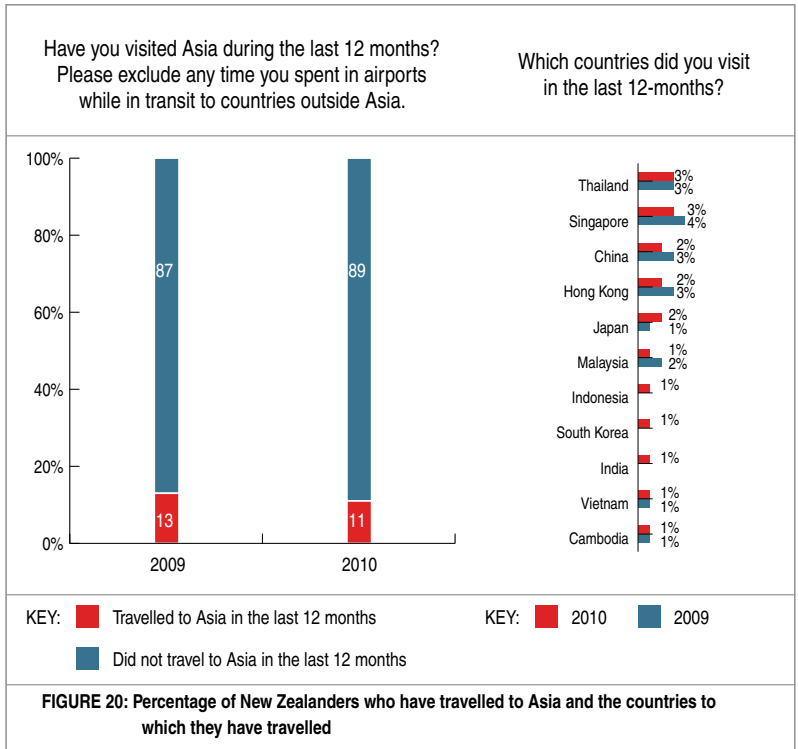
**TRAVEL TO ASIA**

To find out how many New Zealanders travel to Asia, those surveyed were asked whether they had travelled to Asia during the previous 12-months and which countries they had visited. As seen in Figure 20, 11 percent of New Zealanders say they have visited Asia in the past 12 months. This does not include time spent in airports while in transit to countries outside Asia.

The countries most commonly visited by New Zealanders are Thailand (3 percent) and Singapore (3 percent), followed by China, Hong Kong and Japan (2 percent of New Zealanders have travelled there in the past 12-months).

Those more likely than average (11 percent) to have visited Asia in the past 12 months include:

- those in the 20-29 age band (18 percent)
- those who identify with an Asian ethnic group (38 percent)
- those born outside New Zealand (18 percent)
- those living in Auckland (16 percent)
- those who have high-frequency (17 percent) and quality (17 percent) contact with people from Asia.



## REGIONAL VARIATIONS IN PERCEPTIONS OF ASIA

Additional analyses were carried out in order to summarise regional differences in New Zealanders' perceptions of Asia and Asian people. As can be seen in Table 10, below, regional differences exist with regard to how positive residents are toward Asia and Asian peoples, how important they perceive the Asian region to be to New Zealand, and their level of contact and involvement with Asian peoples.

In general, Wellington residents appear to be more positive toward Asia and Asian peoples, with a 'warmth rating' of 78 (where 100 means you feel very warm and favourable and 0 means you feel very cold and unfavourable). This is significantly higher than the average rating for all regions (68). Those from Wellington are also more likely than average to say the Asian region is important to New Zealand's future (87 percent, compared with the average of 76 percent). Furthermore, they are more likely than average to say that New Zealand is not doing enough to prepare young New Zealanders to engage with Asia (67 percent say this, compared with the average of 57 percent), and to help New Zealanders understand Asian cultures and traditions (71 percent, compared with the average of 60 percent).

Table 10 also shows that Auckland and Wellington residents are more involved with Asian peoples, with 67 percent and 62 percent respectively saying they have either 'a fair amount' or 'a lot' to do with Asian peoples or cultures (compared with the national average of 51 percent). Consistent with this, they are more likely to be in the high frequency and quality of contact groups, and more likely to attend Asia-related events.

The above results are perhaps not surprising for Auckland in particular, given that around one-fifth of Aucklanders identify as Asian. Other results for Auckland tend to mirror the national results. This is not unusual given Auckland's size and the fact that Aucklanders comprise nearly one-third (29 percent) of the weighted national sample.

As may be expected given lower-density Asian populations, those from towns and rural areas are less likely than average to be involved (either 'a fair amount' or 'a lot') with Asian peoples or cultures, their contact is less frequent, they are less likely to say they have come to know an Asian person 'quite well' through this contact, and their attendance at Asian events is lower than the national average. Interestingly, feelings toward Asian peoples and views about the importance of Asia do not differ markedly from the national average.

Finally, we note that none of the results for Hamilton differs significantly from the national average. This is not unexpected, given that the demographic profile of Hamilton residents is very similar to New Zealand's national profile. The sub-sample for Hamilton is smaller than those for other main centres. Consequently, differences from the national average need to be considerably larger to reach the threshold for statistical significance.

	ALL REGIONS (n=1000)	REGION						
		Auckland (n=254)	Hamilton (n=42)	Wellington (n=94)	Christchurch (n=94)	Dunedin (n=60)	Provincial (n=178)	Town/Rural (n=278)
Importance of the Asian region (% giving a rating of 4 or 5 out of 5)	76%	75%	79%	<b>87%</b>	76%	68%	79%	74%
Impact of conflicts, threats or instabilities in Asia (% significant impact)	31%	28%	25%	33%	31%	42%	35%	29%
Importance of developing cultural and economic ties with Asia (% very important)	44%	47%	52%	50%	41%	45%	44%	40%
Whether New Zealand is doing enough to prepare young New Zealanders to engage with Asia (% not doing enough)	57%	56%	56%	<b>67%</b>	66%	57%	50%	56%
Whether New Zealand is doing enough to help New Zealanders understand Asian cultures and traditions (% not doing enough)	60%	57%	48%	<b>71%</b>	<b>72%</b>	65%	55%	60%
Whether New Zealand is doing enough to develop links between businesses in New Zealand and Asia (% not doing enough)	32%	38%	26%	38%	<b>43%</b>	21%	<b>24%</b>	29%
Average warmth toward Asian people (mean)	70	68	71	<b>79</b>	72	66	68	69
Involvement with Asian people or cultures (% involved at least a fair amount)	51%	<b>67%</b>	50%	<b>62%</b>	51%	50%	<b>39%</b>	<b>36%</b>
Frequency of contact (% high)	40%	<b>59%</b>	49%	<b>53%</b>	30%	32%	<b>29%</b>	<b>23%</b>
Quality of contact (% high)	40%	<b>54%</b>	43%	<b>53%</b>	32%	39%	33%	<b>27%</b>
Attendance at Asian events (% attended)	21%	<b>26%</b>	11%	<b>34%</b>	<b>32%</b>	25%	14%	<b>10%</b>

**Table 10: Regional differences in perceptions of Asia**

Note: Numbers shown in red are significantly higher than the national average. Numbers shown in blue are significantly lower than the national average.

## APPENDIX A: SAMPLE PROFILE

### GENDER AND AGE

GENDER	UNWEIGHTED PERCENT (n=1000)	WEIGHTED PERCENT (n=1000)
Male	44	48
Female	56	52
AGE	PERCENT (n=1000)	PERCENT (n=1000)
Under 20	5	10
20-29	11	16
30-39	17	15
40-49	22	23
50-59	17	15
60-69	14	11
70+	14	10

### ETHNICITY

	UNWEIGHTED PERCENT (n=1000)	WEIGHTED PERCENT (n=1000)
New Zealand European	77	73
New Zealand Maori	10	13
Pacific	4	5
Asian	5	7
Non-New Zealand European	9	9
New Zealand Kiwi	1	1
Other	2	2
Don't know/refused	-	-

\* Respondents could indicate more than one ethnic group. Therefore percentages will not add up to 100 percent.

### LOCATION

LOCATION	UNWEIGHTED PERCENT (n=1000)	WEIGHTED PERCENT (n=1000)
Auckland	25	29
Wellington	9	9
Christchurch	9	9
Hamilton	4	4
Dunedin	6	3
Provincial city	18	19
Town/Rural	28	26
REGION		
Upper North Island	48	51
Lower North Island	24	24
Upper South Island	18	17
Lower South Island	11	7

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