



## Perceptions of Asia 2009

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# Executive Summary

## Background

This research report presents the 2009 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 surrounding New Zealand's relationship with Asia, the importance of Asia to New Zealand's future, and public perceptions regarding the people of Asia and how they contribute to New Zealand.

A total of 1,000 telephone interviews were conducted with New Zealanders aged 15 years or over between the 31<sup>st</sup> August and 28<sup>th</sup> September 2009. This survey has a margin of error of +/-3.1% at the 95% confidence level.

## Key findings

### **The Asian region is important to New Zealand's future**

Four out of five (81%) New Zealanders see the Asian region as important to New Zealand's future (40% see it as very important). This has significantly increased since 2008 where only 75% of New Zealanders viewed the Asian region as important.

The Asian region is rated as more important than Europe (70% rate this region as important), North America (61%), South Pacific (48%), South America (29%), and Africa (16%). Only Australia is rated as more important to New Zealand's future than Asia (89%).

The perceived importance of Asia, North America, South America, and Africa have all significantly increased since last year. This increase may have been influenced by the global economic recession and a greater realisation of the influences that foreign economies can have on New Zealand.

### **New Zealand will benefit economically from a relationship with Asia**

We asked respondents 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. New Zealanders are generally optimistic about the benefits from:

- Asian tourism in New Zealand (91% of New Zealanders see a positive future impact)
- Asia as an export market (90%)
- the economic growth of the Asian region (80%)
- free trade agreements between New Zealand and Asian countries (78%)
- Asia as a tourist destination for New Zealanders (74%).

New Zealanders are generally less optimistic about the benefits from:

- Asian imports to New Zealand (63% of New Zealanders see a positive future impact and 22% see a negative future impact)
- Asian cultures and traditions (59% of New Zealanders see a positive future impact and 11% see a negative future impact)
- immigration from Asia to New Zealand (55% of New Zealanders see a positive future impact and 22% see a negative future impact)
- the population growth of the Asian region (47% of New Zealanders see a positive future impact and 26% see a negative future impact).

Compared to 2008, more New Zealanders think free trade agreements (up from 74% to 78%) and imports from Asia (up from 58% to 63%) will have a positive impact on New Zealand's future. However, fewer New Zealanders think Asia as a tourist destination will have a positive impact.

### **Asia = China and Japan**

When New Zealanders think about Asia, they tend to think initially about China or Japan. We asked all respondents to tell us which countries come to mind when they think about Asia – 51% of New Zealanders mention China first and 16% mention Japan first.

However, New Zealanders' knowledge of the geography of Asia is improving. The proportion of New Zealanders who first specify a country (or territory) in Asia other than China or Japan has significantly increased since 2008 (from 23% to 33%). Further, New Zealanders are able to name a greater number of countries than they have in previous years. The average number of places mentioned has increased from 4.1 in 2007, to 4.2 in 2008, to 4.6 this year.

### **New Zealanders continue to have more personal involvement with people from Asia**

Three out of five (62%) New Zealanders have 'a lot' (18%) or 'a fair amount' (44%) of personal involvement with people from Asia and 38% have had 'not much' (25%) and 'hardly anything' (13%) to do with people from Asia. The proportion of New Zealanders who have had 'a lot' or 'a fair amount' of involvement with people from Asia has steadily increased since 1998. The primary points of contact with people from Asia include:

- shopping, shops, or services (92%)
- friends and family friends (72%)
- work or business (70%)
- travel (67%)
- neighbourhood or community (66%)
- schools or educational institutions (64%)
- the health care system (63%)
- clubs and social events (55%).

### Awareness and attendance of Asian focused cultural events

Two out of five (43%) New Zealanders can name an event in their area that they see as having an Asian focus. The most common events mentioned are Chinese New Year (29%), the Lantern Festival (27%), and the Diwali Festival (20%). Other events mentioned include Asian cultural/ethnic events (7%), food festivals (6%), church arranged activities (4%), International Day (4%), and Ramadan (3%).

Of the New Zealanders who are able to name an Asian focused event in their area, over half (54%) say that they have attended one of these events in the past 12 months (equivalent to 23% of all New Zealanders).

### Travel to Asia

Thirteen percent of New Zealanders have travelled to a country in the Asian region in the last 12 months. The most commonly visited countries include: Singapore (4%), Hong Kong (3%), China (3%), and Thailand (3%).

## Perceptions of Asian people

### New Zealanders feel most warm towards those from Japan, Singapore, Thailand, Malaysia, and the Philippines

New Zealanders were asked to indicate their feelings towards people from a list of countries in the Asian region using a scale from 0 (very cold and unfavourable) to 100 (very warm and favourable).

New Zealanders feel 'most warm' about people from Japan (mean = 76°), Singapore (mean = 75°), Thailand (mean = 74°), Malaysia and the Philippines (both means = 73°).

### Personal involvement goes hand-in-hand with a positive perception of Asian people

New Zealanders who have more contact with people from Asia generally have warmer feelings towards them. Seventy seven percent of New Zealanders who have had a lot of contact with people from Asia feel warm towards people from Asia whereas, only 49% of New Zealanders who have had hardly any contact with people from Asia feel warm towards them.

### New Zealanders' feelings towards Asia are perceived as not having changed in the past 12 months

We asked those we surveyed if they think New Zealanders generally feel warmer towards people from Asia, less warm, or about the same compared to 12 months ago. Just over half (58%) think that New Zealanders generally feel about the same as they did 12 months ago towards people from Asia, 18% think that New Zealanders feel warmer, 18% think that New Zealanders feel less warm compared to 12 months ago, and 5% are unsure.

The four main perceived reasons for New Zealanders feeling warmer compared to 12 months ago include:

- more contact with Asian people (31%)
- New Zealanders are more accepting of Asian people (25%)
- New Zealanders are more accepting of other cultures (18%)
- New Zealanders have a better understanding of Asian people (17%).

The four main perceived reasons for New Zealanders feeling less warm compared to 12 months ago include:

- feelings that they are 'taking over' (22%)
- they are competition for employment (20%)
- racial/negative publicity in the media (18%)
- they don't integrate or adapt to the New Zealand way of life (16%).

### Asian people contribute to New Zealand's economy

The majority of New Zealanders (81%) agree that Asian people contribute significantly to New Zealand society (29% strongly agree) and 78% agree that Asian immigrants bring a valuable cultural diversity to New Zealand (24% strongly agree). Half of New Zealanders (50%) agree that Asian employees improve workplace productivity (12% strongly agree).

### New Zealanders feel that Asian people could do more to learn about New Zealand culture

Two thirds (66%) of New Zealanders agree that Asian people could do more to learn about New Zealand culture (19% of strongly agree), and 34% agree that Asian people do not mix well with other New Zealanders (8% of strongly agree).

# The need for this research

## Background and objectives

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.

For the past ten years, the Foundation has conducted surveys 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. The study was conducted biennially up to 2006 and has since then been conducted on an annual basis.

In 2007 and 2008 the scope of the project was widened to incorporate perceptions of, and feelings toward people from Asia, specific points of contact with people from Asia, and perceptions regarding the contributions that Asian people make to New Zealand. In addition, results have been compared and contrasted with relevant research findings from Australia and North America.

The research objectives for the 'Perceptions of Asia' study are:

1. Measure and track New Zealanders' understanding of the peoples and countries of Asia.
2. Describe the relationships New Zealanders have with the peoples and countries of Asia.
3. Describe the positive and negative aspects of these relationships.
4. Measure and track New Zealanders' awareness of Asia:NZ.

## Methodology

Computer Assisted Telephone Interviews (CATI) were conducted with a random sample of 1,000 New Zealanders aged 15 or over. Fieldwork was carried out from the 31 August to the 28 September, 2009.

Phone numbers were randomly selected from published listings, and interviewers asked to speak with the person in the household who has the next birthday. A sampling scheme which 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 than people from small households. To correct for this, data were weighted by household size (defined as the number eligible respondents who live in the 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 sample profile can be found in Appendix A.

These results have a maximum margin of error of +/- 3.1%, at the 95% confidence level.

### Questionnaire development

The questionnaire was based primarily on that used in previous waves, but was revised this year to measure feeling of warmth toward people from countries in South-east Asia, awareness and attendance at local Asia-related events, and contact and involvement with Asian people through the health care system and through travel to Asia. Additional attitude statements were also included this year to gain a more rounded view of attitudes toward Asian peoples.

All changes to the questionnaire were made in close consultation with Asia:NZ.

### 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 against other variables of interest, such as amount of contact with people from Asia, perceptions of Asian people, and travel to Asia. Unless otherwise specified, all differences are statistically significant at the 95% confidence level.

### 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 occupation of the main income earner in their household (or their own occupation if they did not live with a partner or spouse). 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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<sup>1</sup> 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.

## Contextual influences on these findings

This research is being conducted to track New Zealanders' perceptions of Asia and Asian people. When interpreting research of this nature, it is useful to consider any potential contextual influences upon the results or upon changes over time.

A very significant contextual influence is the current economic recession. When the 2008 survey was carried out (late August to mid September 2008) New Zealanders were becoming aware of a potential global economic recession. In the time since then many New Zealanders have directly experienced its effects, including rising unemployment, pay freezes, company closures, and a volatile housing market. The impact that foreign economies can have on the lives of everyday New Zealanders may be more apparent than ever before.

### Asia-specific events and issues

During and leading up to the field work period (31 August to 28 September 2009) there was media attention surrounding the following Asia-related events or issues:

#### **Typhoon Morakot hits Taiwan (8 August)**

Nearly 640 people are claimed dead and a further 92 people are missing following a typhoon in Taiwan. New Zealanders donate \$180,000 and the Government a further \$100,000.

#### **Ferry sinks off the coast of Bali (26 August)**

Nine people are pronounced dead and more are missing after a small ferry capsizes near the popular tourist destination Bali.

#### **Sick Filipina mother granted medical waiver (27 August)**

A Filipina mother of two with advanced liver disease is granted a medical waiver to stay in New Zealand with her family. Though previously declined residency due to not meeting New Zealand's health standards, she is now able to stay with her New Zealand family and access the public health system.

#### **Indonesian earthquakes (2 September and 18 September)**

A large 7.0 magnitude earthquake in West Java kills nearly 100 people and injures hundreds more. More than 18,000 houses, as well as offices, mosques, and other buildings are damaged. Two weeks later, a 5.8 magnitude earthquake hits the popular tourist destination Bali which injures at least seven people.

#### **Ferry sinks in southern Philippines (6 September)**

A ferry heading to Iloilo, central Philippines, carrying nearly 1,000 passengers sinks. Nine people are confirmed dead and 30 missing.

#### **Floods in Indonesia and the Philippines (15 September and 26 September)**

Flash floods kill 15 in a remote Indonesian mountain village. Just over a week later, the Philippines Government declare a 'state of calamity' in Manila and 25 provinces after experiencing severe floods. Over a month's worth of rain is dumped in Manila in just 12 hours - the worst flooding Manila has seen in over 42 years.



### **Husband of New Zealand woman dies in Laos (21 September)**

The body of a New Zealand woman's husband was found after three days of searching along a Laos river. The couple were on their honeymoon and the Irish husband went missing after they encountered dangerous conditions while 'tube riding' along Nam Xong river with 18 other tourists. Everyone but the husband was rescued.

### **Launch of Moon Festival and China's 60th anniversary celebrations (21 September)**

Thousands of New Zealand's mainland China community gather with the Prime Minister at Auckland's Civic Theater to launch the Moon Festival and China's 60<sup>th</sup> anniversary celebrations.

### **South Korean student pleads guilty after stabbing his teacher (24 September)**

In May 2009 a West Auckland school teacher was stabbed in his back by a 17-year old South Korean student. The student had been aggravated by his teacher about his fear of North Korea and reacted by stabbing him with a knife the next day. On September 24 the student pleads guilty, is sent to jail for 18 months, and is ordered to pay \$10,000 reparation.

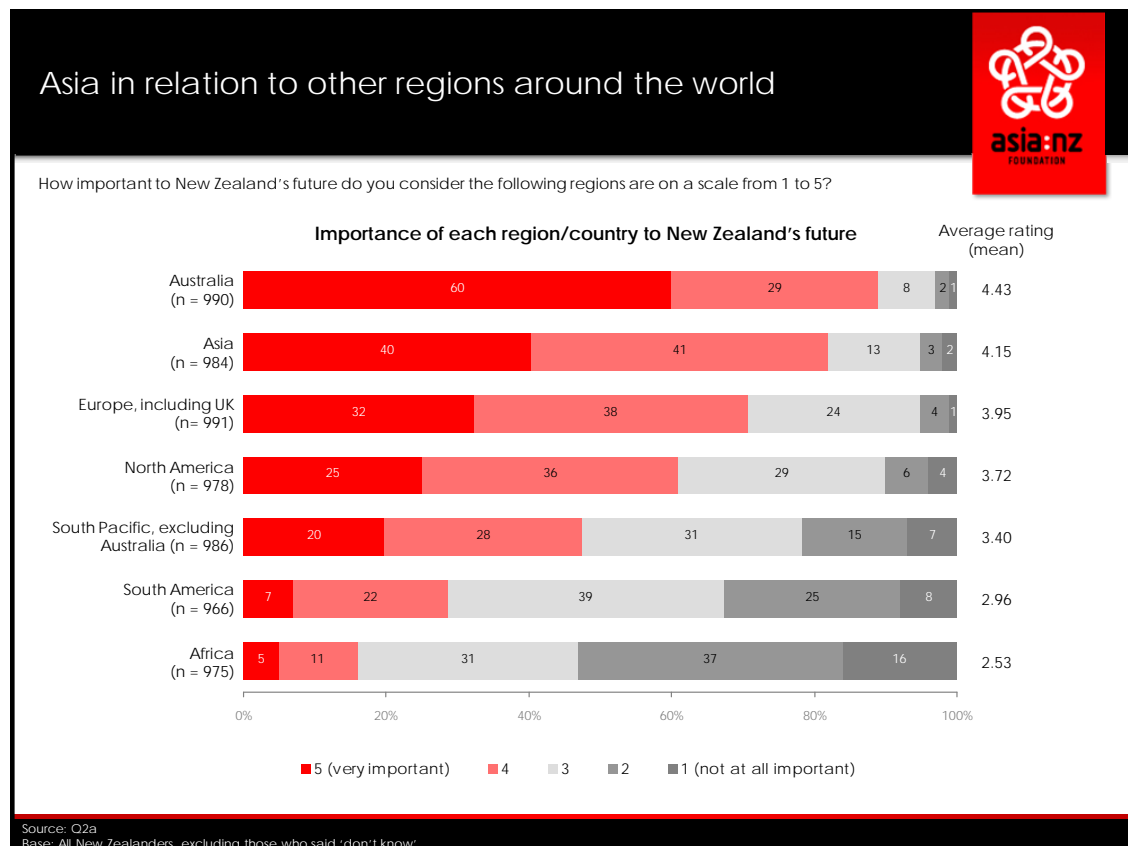
# Research results

## 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 from 1 (not at all important) to 5 (very important). As can be seen in Figure 1, only Australia is rated as more important to New Zealand's future than Asia (89% of New Zealanders rate Australia as important<sup>2</sup>, compared to 81% for the Asian region).

New Zealanders view the Asian region as more important than Europe (70%), North America (61%), South Pacific (48%), South America (29%), and Africa (16%).



**Figure 1.** The importance of the Asian region in relation to Australia, Europe, North America, South Pacific, South America, and Africa.

### Demographic differences

New Zealanders who are more likely than average (81%) to say that Asia is important to New Zealand's future are:

- those in high social-economic groups (88% of those in NZSEI groups 1 and 2 say the Asian region is important).

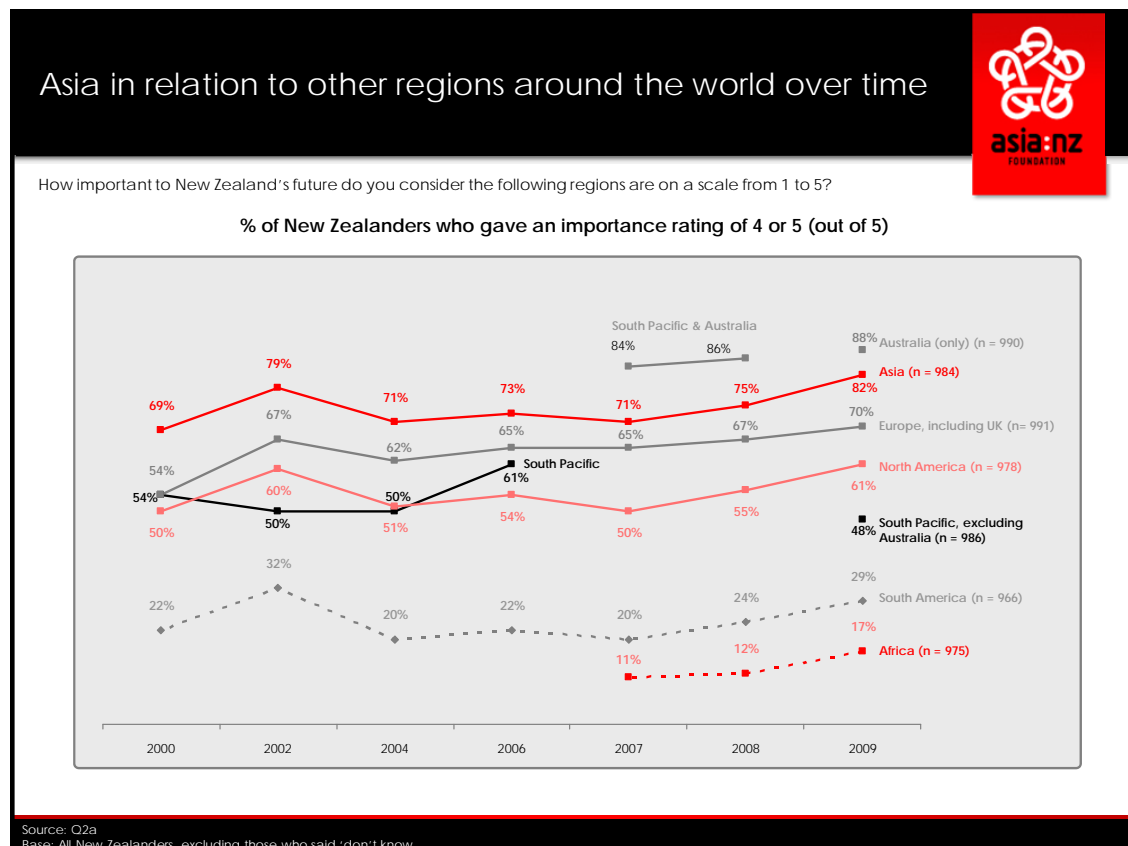
<sup>2</sup> A rating of 4 or 5 out of 5 where 1 is 'not at all important' and 5 is 'very important'.

New Zealanders who are less likely than average (81%) to say that Asia is important to New Zealand's future are:

- those who identify themselves as New Zealand Māori (63%)
- those who live in the lower South Island (71%).

### The importance of Asia to New Zealand's future over time

During 2009 New Zealand has been experiencing the effects of the global economic recession, including rising unemployment, pay freezes, company closures, and a volatile housing market. Even those fortunate enough to be less directly effected by the recession are likely to be more aware of the real influence that foreign economies can have on the lives of everyday New Zealanders. The results in Figure 2 support this, and illustrate significant increases in the perceived importance of nearly all regions included in the survey.



**Figure 2.** Changes in importance, over time, for the Asia, Australia, South Pacific, Europe, North America, South America, and Africa regions.

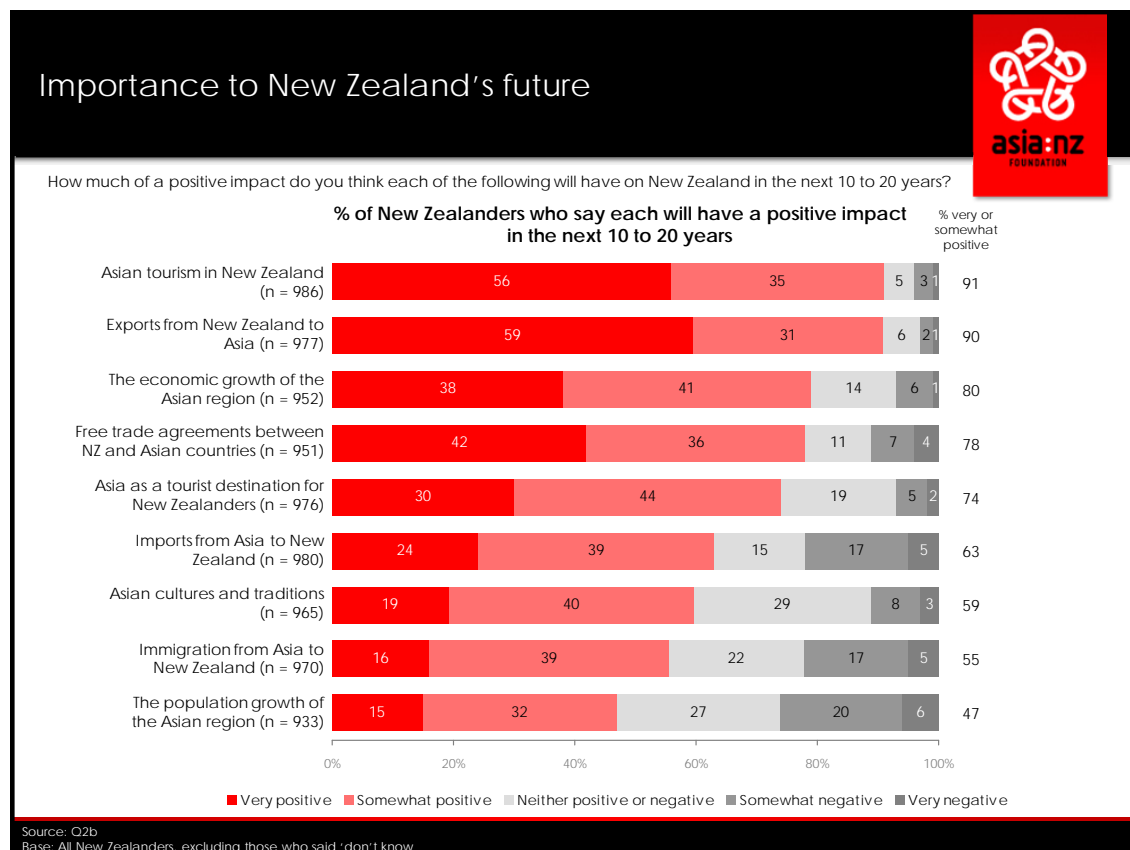
Specifically, this years results illustrate significant increases in the perceived importance of Asia, North America, South America, and Africa<sup>3</sup>.

<sup>3</sup> Note that in previous years South Pacific and Australia were considered one region, whereas this year they were separated into two distinct regions and therefore comparisons to 2008 have not been made.

## The benefits of a relationship with Asia

We sought to understand the benefit that New Zealanders see in a relationship with the Asian region. We asked New Zealanders 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 for this can be seen in Figure 3. As with previous waves, the economic benefits resulting from a relationship with Asia are seen as the most positive impact, with 91% of New Zealanders agreeing that Asian tourism in New Zealand will bring a positive impact and 90% agreeing that exports from New Zealand to Asia will bring a positive impact. Furthermore, 80% of New Zealanders view the economic growth of the Asian region as positive, 78% view free trade agreements between New Zealand and Asian countries as positive, and 74% view Asia as a tourist destination for New Zealanders as positive.

Conversely, New Zealanders are less optimistic about the benefits from Asian imports to New Zealand and the impact of Asian cultures and traditions on New Zealand with only 63% and 59% (respectively) viewing these as positive. New Zealanders also have relatively negative perceptions about the population impact that will result from a relationship with Asia, with one in five (22%) saying that immigration from Asia to New Zealand will have a negative impact on New Zealand and one in four (26%) saying that the population growth of the Asian region will have a negative impact.

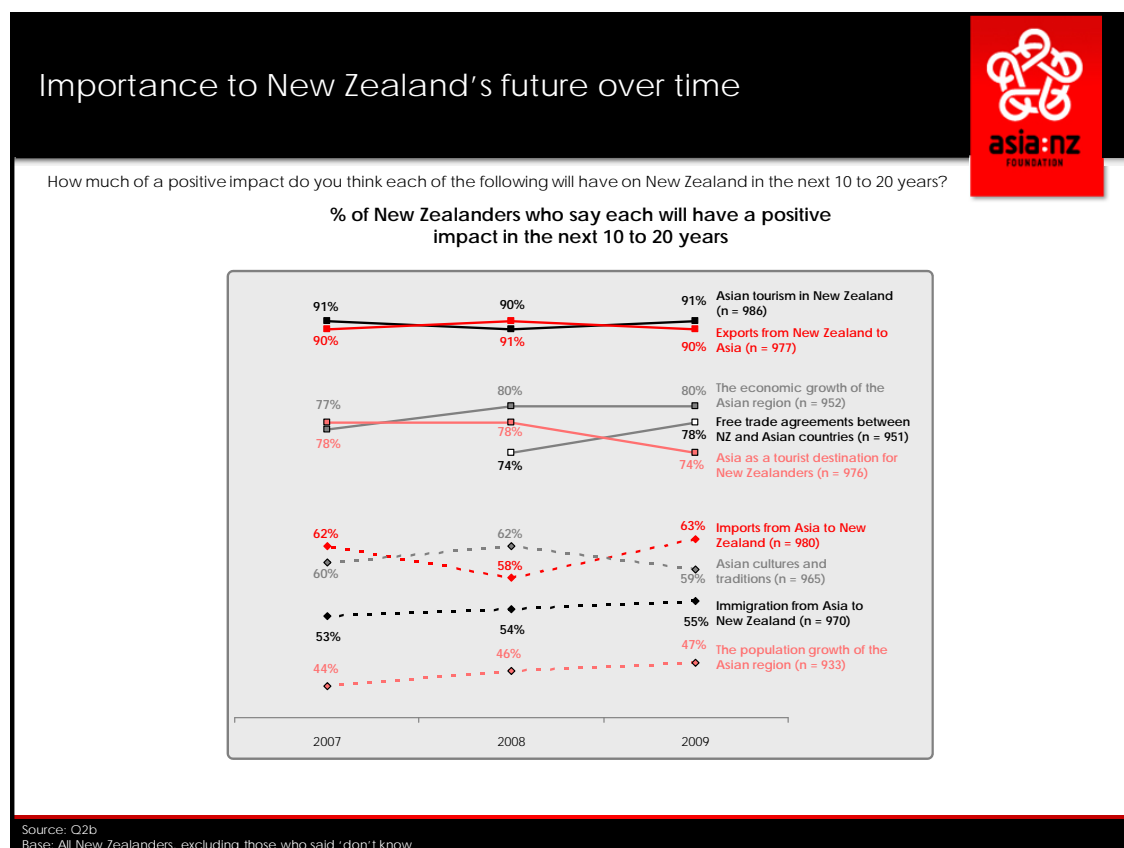


**Figure 3.** Ratings of factors that could have a positive or negative impact on New Zealand in the next 10 to 20 years.

## Benefits of a relationship with Asia over time

Figure 4 shows the changing views of New Zealanders since 2007 regarding the benefits of a relationship with the Asian region. As may be expected, this year New Zealanders appear to be more optimistic about potential *economic* benefits of a relationship with Asia. More New Zealanders think free trade agreements (up from 74% to 78%) and imports from Asia (up from 58% to 63%) will have a positive impact on New Zealand's future.

Interestingly, fewer New Zealanders think Asia as a tourist destination and Asian cultures and traditions will have a positive impact on New Zealand<sup>4</sup>. It is possible, especially given the current economic climate that New Zealanders are less positive about tourism to Asia and Asian cultures and traditions because the *economic* benefits of these are less apparent. Views about tourism to Asia may also have been influenced by the number of natural disasters and casualties experienced in the Asian region during and leading up to the survey, as outlined in *Contextual influences on these findings* (Page 6).

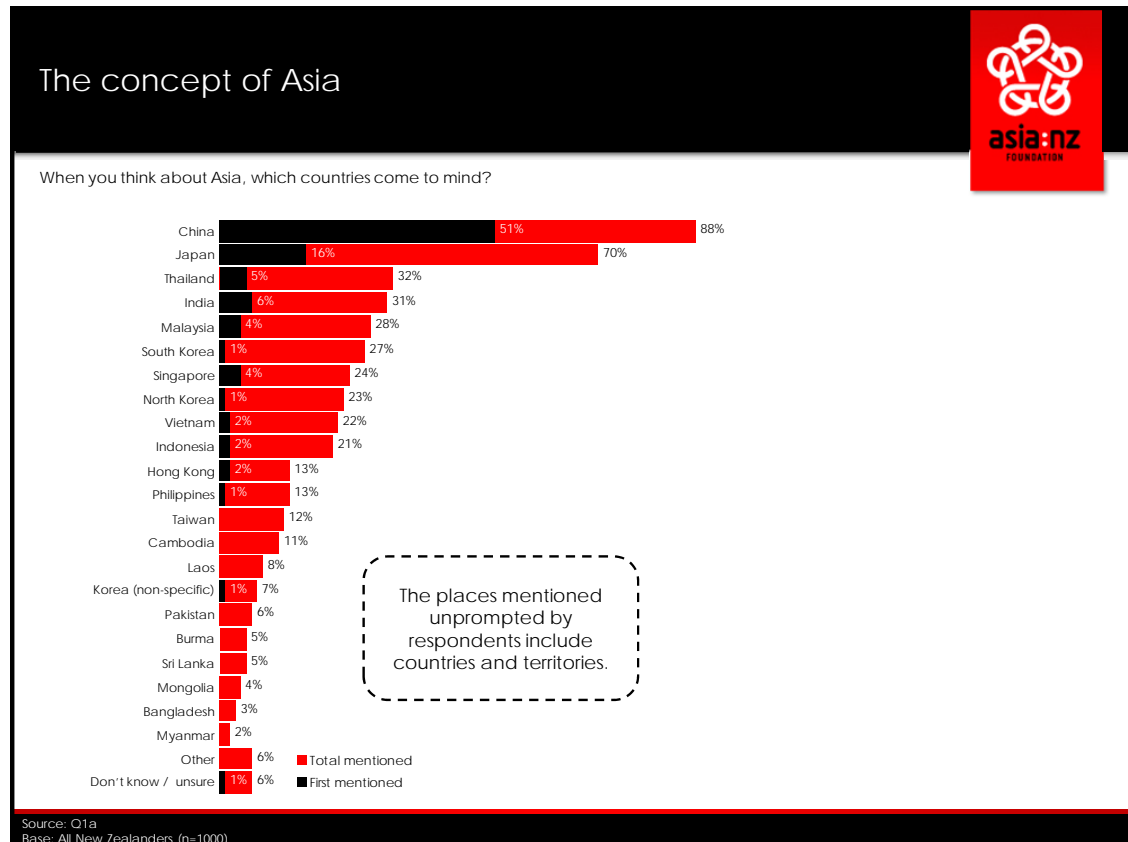


**Figure 4.** The change in ratings of factors that could have a positive or negative impact on New Zealand in the next 10 to 20 years.

<sup>4</sup> This latter decrease is not statistically significant.

## The concept of Asia to New Zealanders

The Asian region includes a range of countries, cultures, and people. 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 come to mind when they think about Asia. Figure 5 illustrates that when New Zealanders think about Asia they tend to think initially about China or Japan (51% of New Zealanders mention China first and 16% mention Japan first). This is followed by India (6%), Thailand (5%), and Malaysia and Singapore (both 4%).



**Figure 5.** Countries that come to mind when New Zealanders think of Asia.

New Zealanders' knowledge of the geography of Asia is improving. The proportion of New Zealanders who first specify a country (or territory) in Asia other than China or Japan has increased significantly since 2008 (from 23% to 33% this year). As can be seen in Figure 6, on the following page, more New Zealanders are now including Mongolia, Sri Lanka, Burma, Laos, Indonesia, Vietnam, South Korea, India, and Japan within their conceptualisations of Asia.

Furthermore, New Zealanders are able to name a greater number of countries or territories in Asia this year. The average number of places mentioned has increased from 4.1 in 2007, to 4.2 in 2008, to 4.6 this year.

## The concept of Asia



When you think about Asia, which countries come to mind?

	2009	2008	2007
China	88%	86%	87%
Japan	70%	62%	67%
Thailand	32%	30%	29%
India	31%	30%	26%
Malaysia	28%	28%	26%
South Korea	27%	23%	22%
Singapore	24%	21%	21%
North Korea	23%	23%	21%
Vietnam	22%	18%	18%
Indonesia	21%	18%	17%
Hong Kong	13%	14%	11%
Philippines	13%	12%	8%
Taiwan	12%	11%	12%
Cambodia	11%	10%	8%
Laos	8%	3%	3%
Korea (non-specific)	7%	6%	8%
Pakistan	6%	6%	6%
Burma	5%	4%	3%
Sri Lanka	5%	3%	3%
Mongolia	4%	2%	3%
Bangladesh	3%	3%	2%
Myanmar	2%	2%	2%

Source: Q1a  
Base: All New Zealanders (n=1000)

**Figure 6.** Countries (or territories) in the Asian region and their frequency of mention over time.

### Demographic differences

New Zealanders more likely than average (33%) to first specify a country in Asia other than China or Japan are:

- aged 50 years or over (40%)
- those who identify themselves as Asian (60%).

New Zealanders less likely than average (33%) to first specify a country in Asia other than China or Japan are:

- aged 19 years or younger (16%).

## Contact and involvement with Asian people or cultures

### Personal involvement with people from Asia

This year's results indicate that New Zealanders are continuing to have more contact and involvement with Asian peoples, with three out of five New Zealanders (62%) now saying they have 'a lot' or 'a fair amount' of personal involvement. As can be seen in Figure 7, contact and involvement with Asia has steadily increased since 1998.

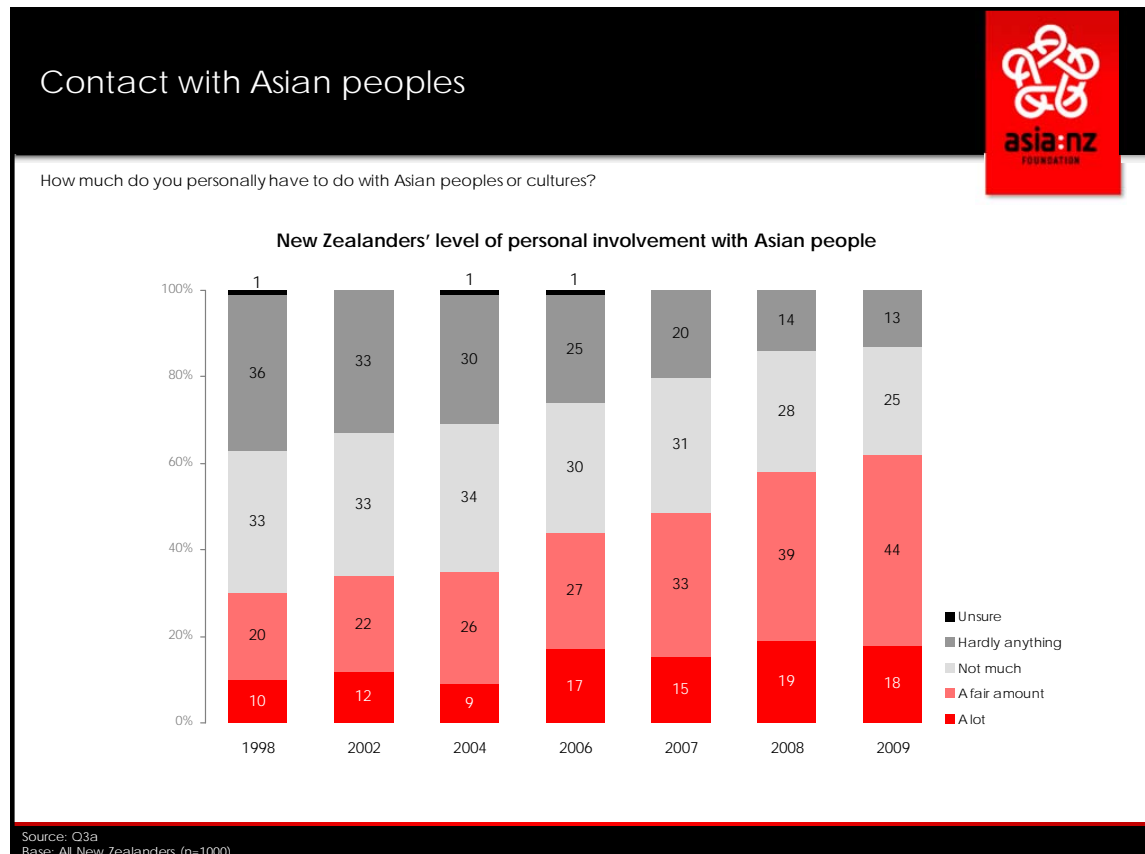


Figure 7. New Zealanders' level of personal involvement with Asian people.

### Demographic differences

New Zealanders more likely than average (62%) to have 'a lot' or 'a fair amount' of contact with people from Asia are:

- aged under 29 years (76%)
- those who identify themselves as Asian (95%)
- those who live in a main city (72%), particularly those who live in Auckland (80%)
- those in a high socio-economic group (70% of those in NZSEI group 1 have 'a lot' or 'a fair amount' of contact with people from Asia).

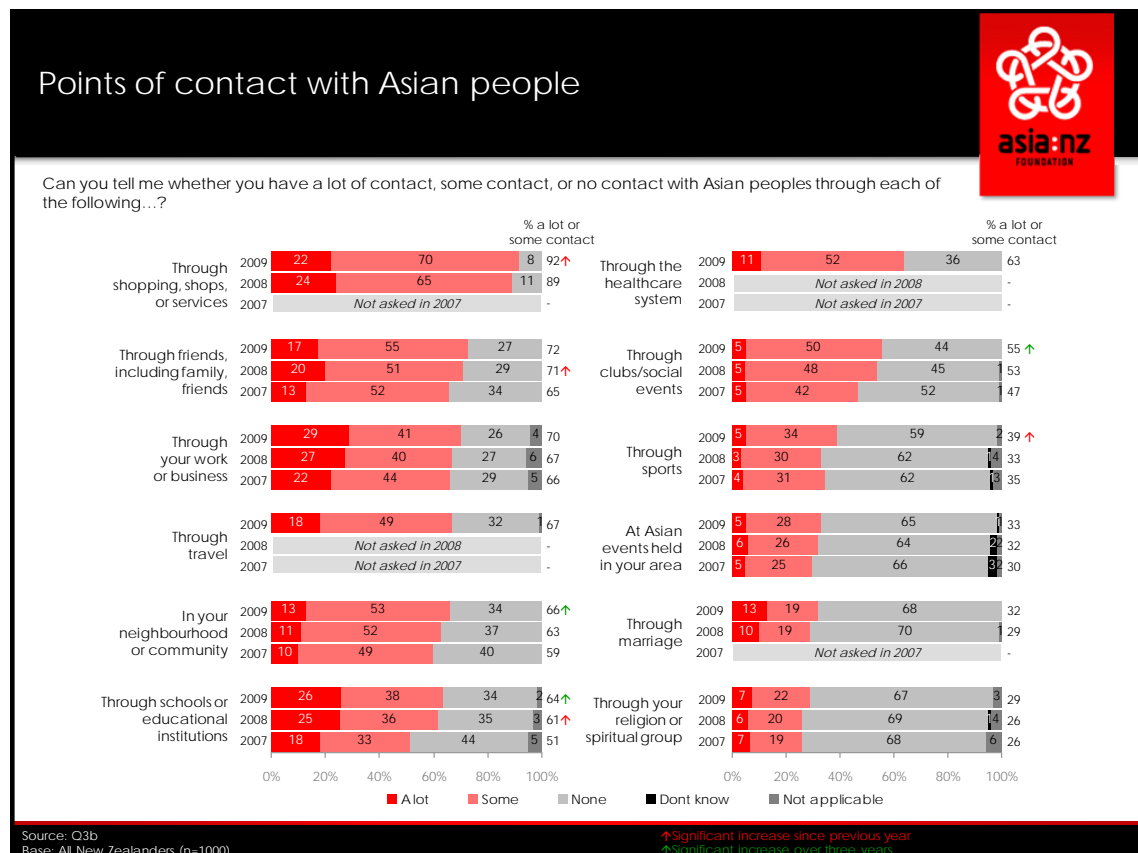
New Zealanders less likely than average (62%) to have 'a lot' or 'a fair amount' of contact with people from Asian are:

- aged 60 years or over (48%)
- those who live in provincial cities (48%)
- those who live in towns and rural areas (48%)
- those who live in the lower South Island (44%).



## Points of contact with people from Asia

To find out where New Zealanders have contact with people from Asia, we asked how much contact they have through a range of contact points, as shown in Figure 8.



**Figure 8.** Points of contact with people from Asia for 2007, 2008, and 2009.

### Primary contact points

The main contact point where New Zealanders have interaction with people from Asia is through shopping, shops, or services (92% have had 'a lot' or 'some' contact with people from Asia here). This has significantly increased since last year, where 89% of New Zealanders had contact here.

The next most common points of contact with people from Asia are via friends and family friends (72%) or through work or business (70%). Around two thirds (67%) of New Zealanders have contact through travel, in their neighbourhood or community (66%, up from 59% in 2007), through schools or educational institutions (64%, up from 51% in 2007), or through the health care system (63%). Just over half (55%) of New Zealanders have contact with people from Asia through clubs and social events (up from 47% in 2007).

### Secondary contact points

Relatively few New Zealanders have contact with people from Asia through sports (39%), through Asian events held in their area (33%), through marriage (32%), or through their religion or spiritual group (29%). Having said this, more New Zealanders are having contact with Asian people through sports this year (up from 33% in 2008 to 39% this year).

### Demographic differences

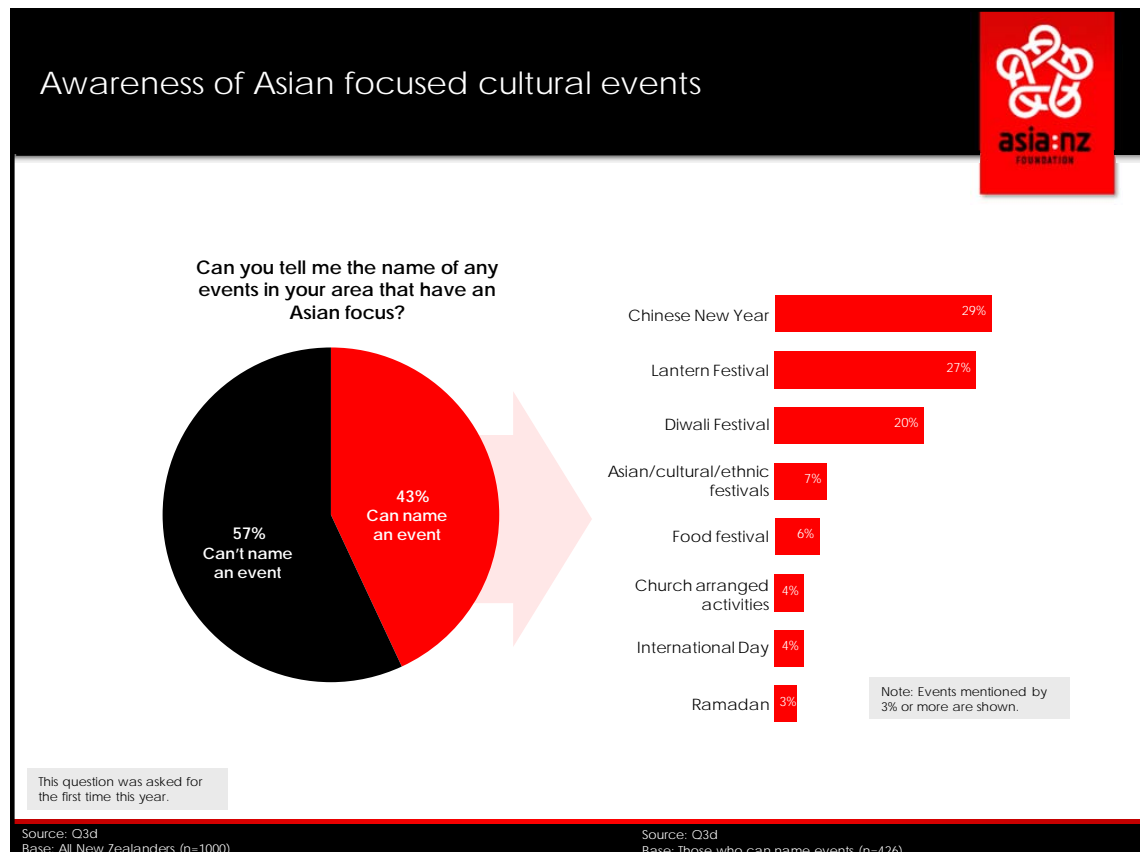
We carried out further analyses to find out which New Zealanders are more likely to have contact with Asian people through the first five primary contact points.

1. New Zealanders more likely than average (92%) to have contact with people from Asia through shopping, shops, or services are:
  - those who live in Auckland (96%)
  - those in a higher socio-economic group (96% of those in NZSEI groups 1 or 2).
2. New Zealanders more likely than average (72%) to have contact with people from Asia through friends and family friends are:
  - those who identify themselves as Asian (99%)
  - those who live in main cities (78%) and in particular, Wellington (83%).
3. New Zealanders more likely than average (70%) to have contact with people from Asia through their work or business are:
  - aged below 59 years (76%)
  - those who identify themselves as Asian (93%)
  - those who live in main cities (79%) and in particular, those who live in Auckland (82%) or Wellington (83%)
  - those in a higher socio-economic group (77% of those in NZSEI groups 1 to 3).
4. New Zealanders more likely than average (67%) to have contact with people from Asia through travel are:
  - aged between 20-59 years (72%)
  - those who identify themselves as Asian (87%)
  - those who live in Christchurch (78%)
  - those in a higher socio-economic group (77% of those in NZSEI groups 1 or 2).
5. New Zealanders more likely than average (66%) to have contact with people from Asia in their neighbourhood or community are:
  - those who live in main cities (72%) and in particular, those who live in Auckland (76%) and Wellington (79%)
  - those in a higher socio-economic group (76% of those in NZSEI groups 1 or 2).

## Awareness of Asian cultural events

To gain understanding of how familiar New Zealanders are with Asian cultural events, respondents were asked questions about Asian focused events in their area. These questions were asked for the first time this year.

As shown in Figure 9, 43% of New Zealanders can name an event in their area that they see as having an Asian focus. Chinese New Year is the most common event mentioned, with 29% of New Zealanders able to name this. This is followed by the Lantern Festival (27%) and the Diwali Festival (20%).



**Figure 9.** New Zealanders who are aware of Asian focused events in their area.

### Demographic differences

New Zealanders more likely than average (43%) to be able to name an event in their area they see as having an Asian focus are:

- those who identify themselves as Pacific Island (79%)<sup>5</sup>
- those who identify themselves as Asian (68%)
- those who live in main cities (54%), particularly those who live in Auckland (54%), Wellington (62%), or Dunedin (68%)
- those in a high socio-economic group (56% of those in NZSEI group 1).

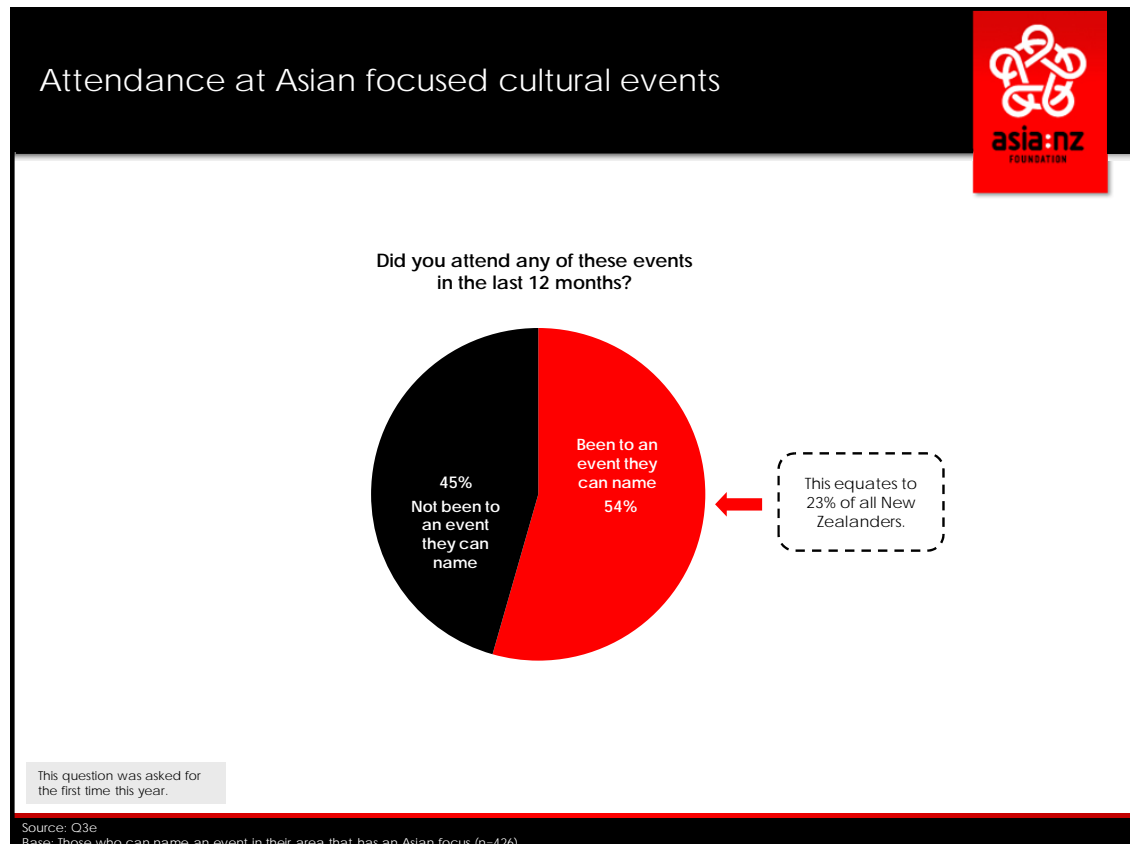
<sup>5</sup> Caution: small sample size of n=21. Results are indicative only.

New Zealanders less likely than average (43%) to be able to name an event in their area they see as having an Asian focus are:

- aged 70 years and over (31%)
- those who live in provincial cities (34%) or towns and rural areas (27%).

### Involvement with Asian cultural events

Of those who were able to name an Asian focused event in their area, over half (54%) say that they have attended one of these events in the past 12 months (Figure 10). This is equivalent to 23% of New Zealanders.



**Figure 10.** New Zealanders who are aware of Asian focused events in their area and who have attended one of these events in the last 12 months.

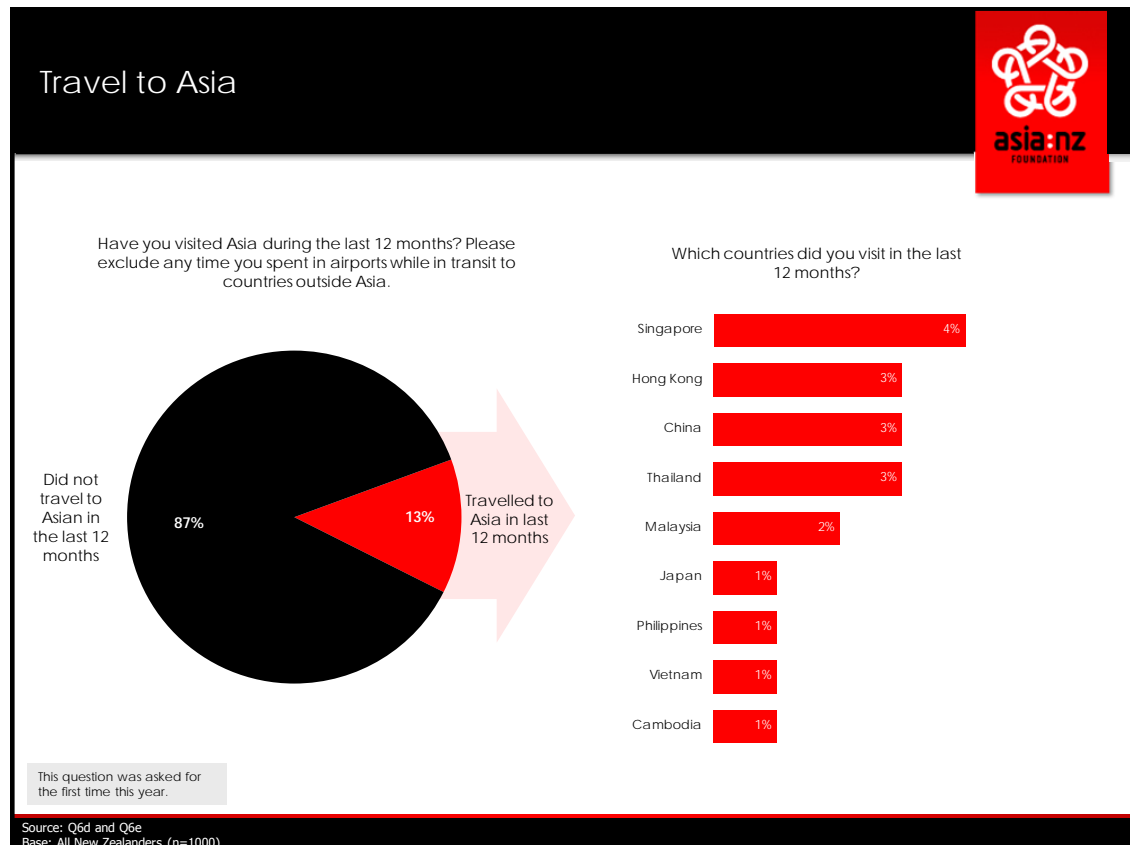
### Demographic differences

New Zealanders more likely than average (23%) to have attended an Asian focused event include:

- those who live in main cities (29%), particularly those who live in Auckland (28%), Wellington (39%) and Christchurch (28%)
- those who identify as Pacific Island (43%) or Asian (48%)
- those who visited Asia during the last 12 months (40%)
- those in higher socio-economic groups (32% in NZSEI group 1 and 28% in groups 2 and 3).

## Travel to Asia

New questions were included this year to find out how many New Zealanders travel to Asia and which countries they visited. As can be seen in Figure 11, 13% of New Zealanders say that they have visited Asia in the last 12 months. This does not include time spent in airports while in transit to countries outside of Asia.



**Figure 11.** New Zealanders who have travelled to Asia in the last 12 months and the countries they visited.

The countries most commonly visited by New Zealanders are Singapore (4%), Hong Kong (3%), China (3%), and Thailand (3%). Although interviews for this survey began just over 12 months since the closing ceremony of the 2008 Olympic Games (closed 24 August 2008), it is possible some respondents included travel to the Olympics in their answer to this question.

### Demographic differences

New Zealanders more likely than average (13%) to travel to Asia include:

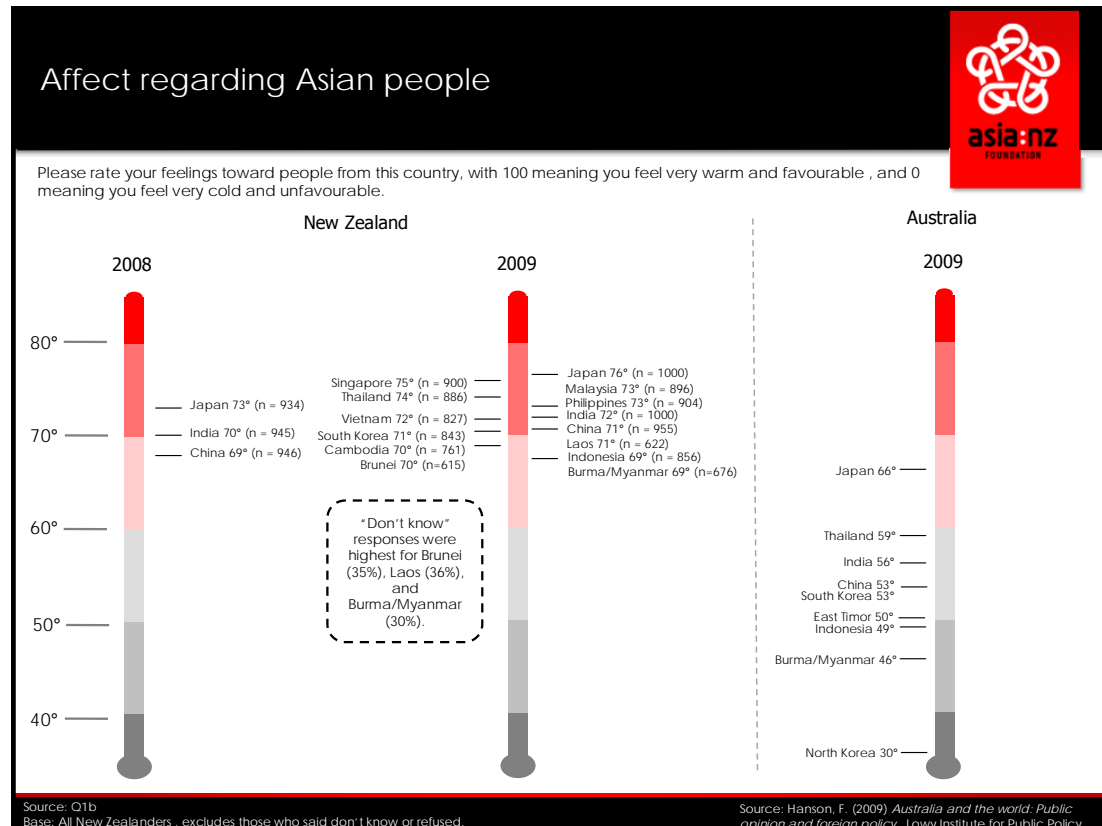
- those aged 60 to 69 years (19%)
- those who identify themselves as Asian (29%)
- those who live in a main city (17%), particularly those who live in Auckland (21%)
- those in higher socio-economic groups (28% of those in NZSEI group 1, 18% in groups 2 and 3).

New Zealanders less likely than average (13%) to travel to Asia include:

- those aged 15 to 20 years (1%)
- those who identify themselves as New Zealand Māori (5%)
- those who live in small towns or rural areas (6%)
- those in lower socio-economic groups (7% in NZSEI groups 4 to 6).

## Perceptions of Asian peoples

To gain an overall sense of how New Zealanders perceive people from Asia, we asked respondents to rate their feelings towards people from a list of countries in the Asian region, using a scale from 0 to 100, with 100 meaning they feel 'very warm and favourable', and 0 meaning they feel 'very cold and unfavourable'<sup>6</sup>.



**Figure 12.** Feeling of warmth towards people from Asia: 2008 and 2009.

The first two thermometers in Figure 12 show how warm New Zealanders feel towards people from Asia. While there are no significant changes in the results for Japan, India, and China between 2008 and 2009, a number of new countries were included this year.

The thermometer presented in the middle of Figure 12 illustrates that New Zealanders feel 'most warm' about people from Japan (mean = 76°), Singapore (mean = 75°), Thailand (mean = 74°), Malaysia and the Philippines (both means = 73°).

New Zealanders feel 'less warm' about people from Vietnam and India (both means = 72°), South Korea, China, and Laos (all means = 71°), Cambodia and Brunei (both means = 70°), Indonesia and Burma/Myanmar (both means = 69°).

The thermometer presented on the right of Figure 12 illustrates the results of a similar question asked of Australians, in an Australian survey. When comparing the results between Australia and New Zealand, New Zealanders appear to express warmer feelings when asked to think about people from a particular country in Asia.

<sup>6</sup> This is an adapted version of the Feeling Towards Other Countries Scale used by Hanson (2009).

## Feelings of warmth and contact with people from Asia

Consistent with the results in previous waves of the survey, New Zealanders who have more contact with people from Asia have warmer feelings toward them, as shown in Figure 13.

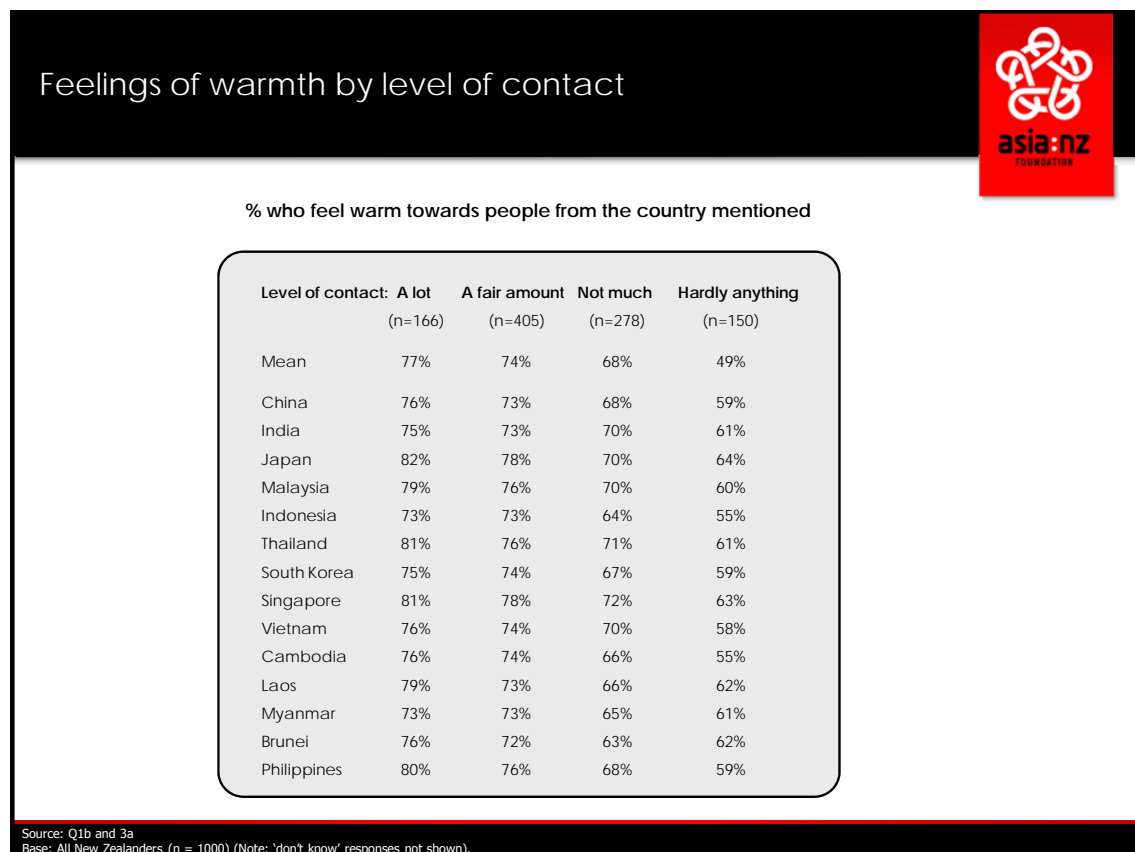


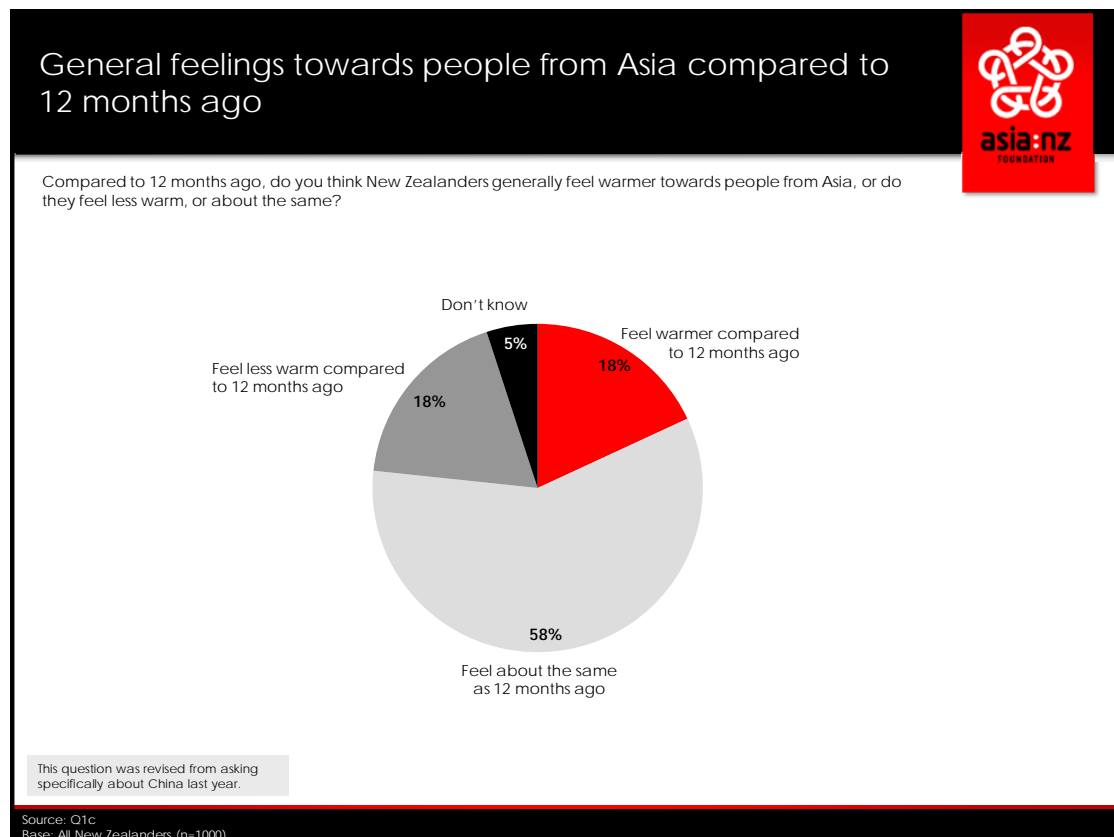
Figure 13. Feelings of warmth towards different countries by level of contact with people from Asia.

## Changes in perceptions of New Zealanders compared to 12 months ago

We asked those we surveyed if they think New Zealanders generally feel warmer towards people from Asia, less warm, or about the same compared to 12 months ago. As shown in Figure 14, just over half of the respondents (58%) think that New Zealanders generally feel about the same as they did 12 months ago towards people from Asia. Eighteen percent say New Zealanders generally feel warmer, while a further 18% say New Zealanders generally feel less warm compared to 12 months ago.

There is an association between feelings of warmth toward Asian people and the view that New Zealanders feel differently to how they felt 12 months ago.

- Those who feel warmer toward Asian people (an average warmth score of 65 or higher) are more likely to say New Zealanders feel warmer toward people from Asia compared to 12 months ago (20%, cf. 13% of those with an average warmth score under 65).
- Conversely, those who feel cooler toward Asian people (an average warmth score under 65) are more likely to say New Zealanders feel less warm toward people from Asia compared to 12 months ago (25%, cf. 15% of those with an average warmth score of 65 or higher).



**Figure 14.** Perceived changes in perceptions of people from Asia.

### Demographic differences

Those more likely than average (18%) to say New Zealanders feel warmer toward people from Asia include:

- those aged 70 years or over (30%).

Those more likely than average (18%) to say New Zealanders feel less warm toward people from Asia include:

- women (21%, cf. 15% of men).



## Reasons for New Zealanders feeling warmer

We asked respondents for the reasons why they think New Zealanders feel warmer towards people from Asia. As shown in Figure 15, the main reasons for saying that New Zealanders now feel warmer towards Asian people are associated with the growing interaction between New Zealanders and people from Asia, and a belief that New Zealanders in general are becoming more accepting and understanding of different people and cultures. More specifically, 31% say New Zealanders feel warmer because of more contact with Asian people, 25% say it's because New Zealanders are more accepting of Asian people, 18% say it's because New Zealanders are more accepting of other cultures, and 17% say it's because New Zealanders have a better understanding of Asian people.

Other less frequently mentioned reasons tend to be associated with more specific perceptions of people from Asia. For example, 15% say that New Zealanders now feel warmer towards people from Asia because they are integrating into society more, 9% say it's because they are good, polite, and friendly citizens, and 7% say that it's because they are hard working.



**Figure 15.** Reasons for thinking New Zealanders feel warmer toward people from Asia.

### Comments from respondents

Below are some relevant comments respondents made when we asked them to provide reasons for why they think New Zealanders are feeling warmer towards people from Asia compared to 12 months ago:

*"Because we are dealing with more and more of them in our dealings, generally a very happy dealing. That's not a bad sort of feeling. I've dealt with a number of these people and without exception they can all be very kind and very helpful. Now I know that every country will have a certain number of that people, there can be some bad white people and there can be some bad brown people but the majority of people really want to be friendly and get on with their lives."*

(New Zealand European, male, aged over 70, living in a provincial city, NZSEI level 3)

*"With the change in the global situation we have to get along and my own personal opinion has changed. I now feel that different cultures are needed in New Zealand. My first impression is to judge people on culture and then make decisions about them but that has changed recently."*

(New Zealand European, female, aged between 60-69, living in Dunedin, NZSEI level 4)

*"I think that people are recognising the cultural value of Asian people in New Zealand and what they contribute to our society and that they recognise how hard they work and respect their abiding qualities. They are not perceived as a threat as much as they were a year or two ago. And also, there has been a big increase in Asia Down Under programmes which help people to appreciate their cultures. A lot more media about Asians who are doing well."*

(New Zealand European, female, aged between 50-59, living in Auckland, NZSEI level 2)

*"I guess because of the increase of Asian people coming to New Zealand. They are more aware and understanding of their culture."*

(New Zealand Asian, male, aged between 15-17, living in Auckland)

*"I think there's more here and they're making more of a contribution to our community and they are becoming more diverse and people appreciate diversity. They have quite a few different things to offer in terms of cultural things and yeah, just different ways of doing things and different customs. I work with a number of people from Asia particularly the Philippines and India at the moment."*

(New Zealand European, female, aged between 35-39, living in Dunedin, NZSEI level 3)

*"Well I have met a number of Asian people in the last year and so I've got to know them a bit better than I used to. I think they are becoming more part of the community. I think we recognise them as part of the community. Perhaps 10 or 15 or 20 years ago they were a bit strange. They aren't strange anymore. Just part of the community here. I've got some Japanese grandchildren so that might make a difference, half Japanese grandchildren."*

(New Zealand European, male, aged over 70, living in Auckland, NZSEI level 1)

*"With this new thing with China, with exports, with the big free trade thing - because we're dealing with them. They're customers. We sort of have to get on with them. It's beneficial to both countries. We're all in this recession together."*

(New Zealand European/NZ Māori, male, aged between 40-49, living in a town or rural area, NZSEI level 3)

## Reasons for New Zealanders feeling less warm

We asked respondents for the reasons why they think New Zealanders feel less warm towards people from Asia compares to one year ago. As shown in Figure 16, the main reasons for saying that New Zealanders now feel less warm towards Asian people are feelings that they are 'taking over' (22%), that they are competition for employment (20%), racial/negative publicity in the media (18%), and that they don't integrate or adapt to the New Zealand way of life (16%).

Nine percent of respondents also mentioned unprompted that the global recession has resulted in New Zealanders feeling less warm toward people from Asia, and 2% made comments relating to increasing economic pressures on New Zealand.



Figure 16. Reasons for thinking New Zealanders feeling less warm toward people from Asia.

### Comments from respondents

Below are some relevant comments respondents made when we asked them to provide reasons for why they think New Zealanders are feeling less warm towards people from Asia compared to 12 months ago:

*"Just with the recession. It would be with the employment. I just feel that there are perhaps some people who think that there are not enough jobs around, more competition. I don't know. It hasn't really affected me."*

(New Zealand European, female, aged between 40-49, living in a provincial city, NZSEI level 5)

*"They are good citizens but the huge numbers are getting out of hand. The numbers are bit alarming."*

(New Zealand European, female, aged over 70, living in Wellington)

*"There's a lot of racism in New Zealand. Whenever we bring in another culture to our country New Zealand feels threatened by the newcomers. It takes us a while to adapt to a new culture in New Zealand."*

(New Zealand European, female, aged between 40-49, living in a provincial city, NZSEI level 2)

*"It's just what I hear on the news and in the newspapers. Intolerance on the racial side I think."*

(Pacific Island ethnic group, female, aged between 50-59, living in Wellington, NZSEI level 3)

*"In Auckland and places like that, people look at Asians as taking away jobs that New Zealand natives should have, or could have, or did have."*

(New Zealand European, female, aged between 40-49, living in a town or rural area, NZSEI level 5)

*"I think the numbers are growing more, especially around where we live. It's hard to say but they stay in groups more than they used to and are less interested in integrating with the other people or larger groups. I think it's probably because they're taking over more in the schools, they're succeeding more and our people don't like it. There are more Asians on the road and they're a jolly nuisance in the supermarket and in the fruit shop down the road. They congregate in groups and you can't get to what you want."*

(New Zealand European, female, aged between 60-69, living in Christchurch, NZSEI level 3)

*"I just hear more negative comments now. I think personally I have a slight fear that New Zealand will end up like my homeland which is the North East of England. My own culture has disappeared. It has been taken over by Indian and Pakistani nationals. My own hometown, the reverse prejudice has happened. My culture has disappeared."*

(Non-New Zealand European, female, aged between 40-49, living in a town or rural area, NZSEI level 3)

*"People may see them as a threat to taking jobs or a threat to their income. They hang out in their own sub-cultures and are perceived to be anti-social to the New Zealand style of living. A threat to the recreation of fisheries where they don't abide by rules due to a lack of English."*

(New Zealand European, male, aged between 25-29, living in Auckland, NZSEI level 5)

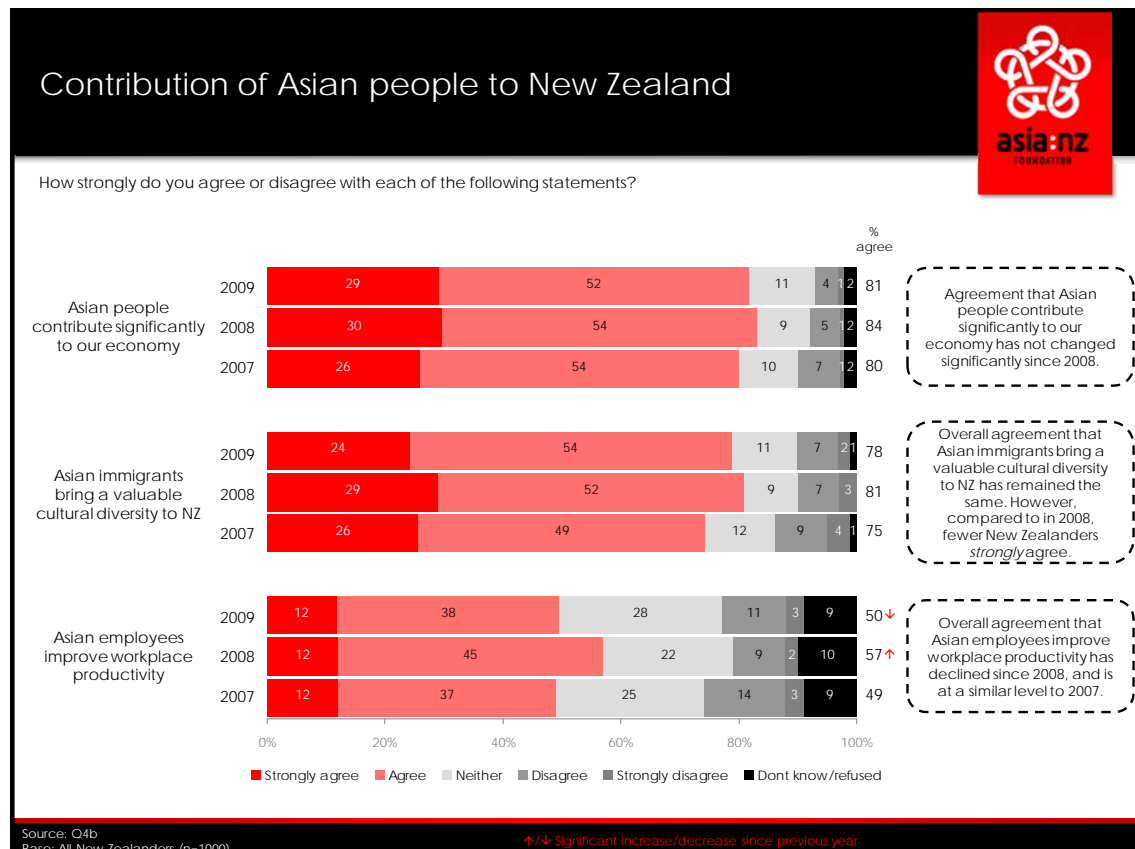
*"I think probably because a lot of businesses are run by Asian people and I think it is very hard to communicate with them at times - they're not speaking English that well. We're in a recession. It's probably more beneficial to us if we got the jobs rather than people from overseas."*

(New Zealand European, female, aged between 40-49, living in a city, NZSEI level 3)

## 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 17. In general, New Zealanders are quite positive about the economic and cultural contribution that Asian people make, with 81% agreeing that Asian people contribute significantly to New Zealand society and 78% agreeing that Asian immigrants bring a valuable cultural diversity to New Zealand.

However, New Zealanders are less positive about the impact that Asian people have on the work place, with only 50% agreeing that Asian employees improve workplace productivity. This has significantly decreased since 2008 (down from 57%). The 2009 results are now consistent with the attitudes expressed by New Zealanders in 2007.



**Figure 17.** Perceived contribution of Asian people to New Zealand.

### Demographic differences

#### *Asian people contribute significantly to New Zealand's society*

New Zealanders more likely than average (81%) to agree that Asian people contribute significantly to New Zealand's society are:

- aged between 30-39 years (91%)
- those who live in the upper South Island (88%)
- those who have been to an Asia focused event in the last 12 months (87%)
- those who feel warmer toward people from Asia (87% with an average warmth score of 65 or higher).

New Zealanders less likely than average (81%) to agree that Asian people contribute significantly to New Zealand's society are:

- those who feel cooler toward people from Asia (69% with an average warmth score under 65).

*Asian immigrants bring a valuable cultural diversity to New Zealand*

New Zealanders more likely than average (78%) to agree that Asian immigrants bring a valuable cultural diversity to New Zealand are:

- those who identify themselves as Asian (94%)
- those who live in main cities (84%), particularly those who live in Wellington (88%)
- those in higher socio-economic groups (84% in NZSEI group 1 or 2)
- those who have visited Asia in the last 12 months (89%)
- those who have been to an Asia focused event in the last 12 months (89%)
- those who feel warmer toward people from Asia (87% with an average warmth score above 65).

New Zealanders less likely than average (78%) to agree that Asian immigrants bring a valuable cultural diversity to New Zealand are:

- those who live in provincial cities (71%) and in towns and rural areas (70%)
- those who feel cooler toward people from Asia (59% with an average warmth score under 65).

*Asian employees improve workplace productivity*

New Zealanders more likely than average (50%) to agree that Asian employees improve workplace productivity are:

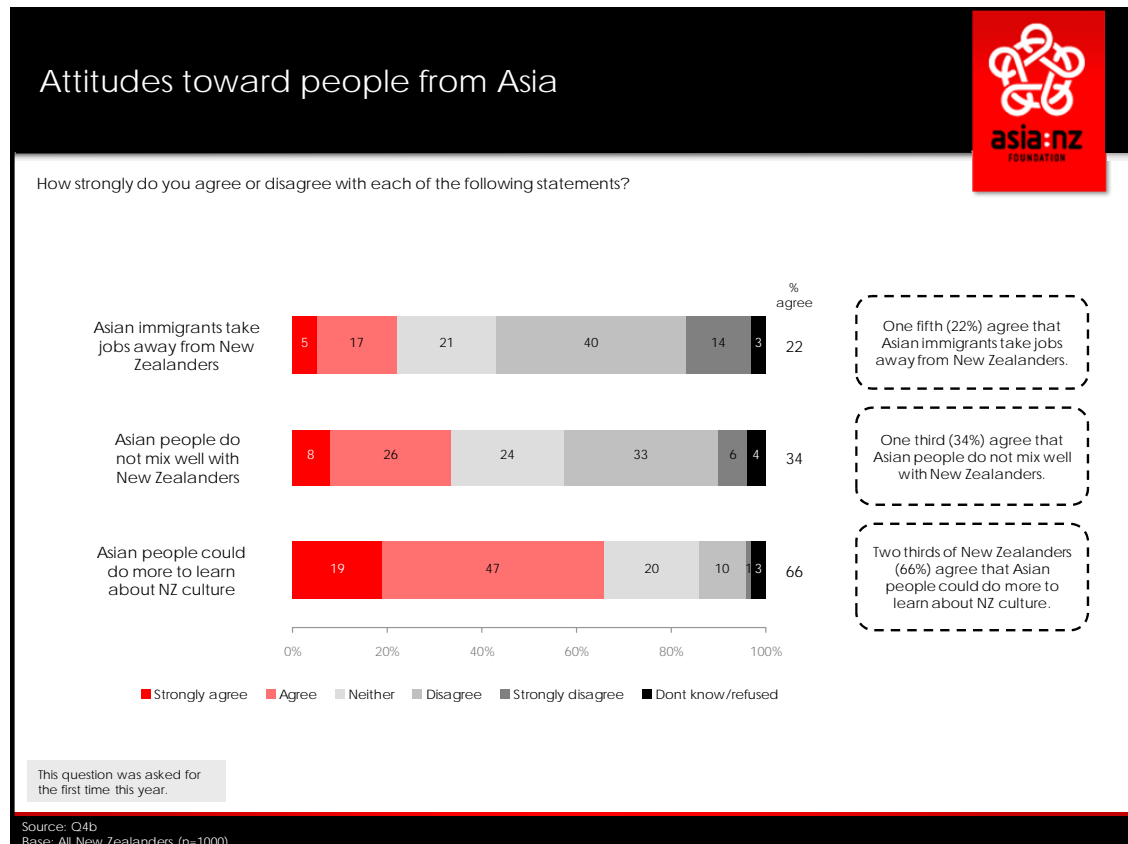
- aged between 60-69 years (61%)
- those who have visited Asia in the last 12 months (67%)
- those who have been to an Asia focused event in the last 12 months (59%)
- those who feel warmer toward people from Asia (56% with an average warmth score above 65).

New Zealanders less likely than average (50%) to agree that Asian employees improve workplace productivity are:

- those who feel cooler toward people from Asia (38% with an average warmth score under 65).

## Negative attitudes towards people from Asia

In addition to the three statements asked in previous years, this year a series of negative attitude statements were included in the survey to develop a more rounded view of attitudes towards people from Asia. As shown in Figure 18, results show that one in five (22%) New Zealanders agree that Asian immigrants take jobs away from New Zealanders (however, only 5% of New Zealanders strongly agree), one in three (34%) agree that Asian people do not mix well with other New Zealanders (8% strongly agree), and two out of three (66%) agree that Asian people could do more to learn about New Zealand culture (19% strongly agree).



**Figure 18.** Negative attitudes towards people from Asia.

### Demographic differences

#### *Asian immigrants take jobs away from New Zealanders*

New Zealanders more likely than average (22%) to agree that Asian immigrants take jobs away from New Zealanders are:

- those who live in towns and rural areas (30%)
- those who feel cooler toward people from Asia (34% with an average warmth score under 65).

New Zealanders less likely than average (22%) to agree that Asian immigrants take jobs away from New Zealanders are:

- aged between 30-39 years (14%)
- those who live in Wellington (12%)
- those in a high socio-economic group (9% in NZSEI group 1)
- those who have visited Asia in the last 12 months (11%).

### *Asian people do not mix well with New Zealanders*

New Zealanders more likely than average (34%) to agree that Asian people do not mix well with New Zealanders are:

- aged between 50-69 years (43%)
- those who feel cooler toward people from Asia (44% with an average warmth score under 65).

New Zealanders who are less likely than average (34%) to agree that Asian people do not mix well with New Zealanders are:

- aged under 19 years (20%)
- those who identify themselves as Asian (17%)
- those who live in the lower North Island (27%), particularly those who live in Wellington (20%).

### *Asian people could do more to learn about New Zealand culture*

New Zealanders who are more likely than average (66%) to agree that Asian people could do more to learn about New Zealand culture are:

- those who feel cooler toward people from Asia (74% with an average warmth score under 65).

New Zealanders who are less likely than average (66%) to agree that Asian people could do more to learn about New Zealand culture are:

- aged between 60-69 years (58%).



## Stereotypes about Asian people

Broadly speaking, stereotypes are beliefs about other people based on their membership in a group. They can be both positive and negative. There is evidence within the psychological literature that beliefs about other groups can be differentiated along two dimensions; one relating to perceived competence of people in that group and another relating to perceived likeability of people in that group. American studies have shown that Asian people are often stereotyped as competent (high achievers) yet perceived as less warm or likeable<sup>7</sup>.

To test whether these perceptions exist in New Zealand, we used measures adapted from those used by Fiske, Xu, and Cuddy (1999). We informed all respondents that we would like to know how they think Asian people are viewed by New Zealanders. We then asked how *likeable*, *warm*, *good-natured*, *competent*, *intelligent*, and *competitive* they feel Asian people are, as viewed by New Zealanders in general. Respondents could answer on a scale from 1 (not at all) to 5 (extremely).

As can be seen in Figure 19, results are generally consistent with international research. New Zealanders tend to rate Asian people higher on measures of competence (i.e. competent, intelligent, and competitive) than on measures of likeability (i.e. likeable, warm, and good-natured). Having said this, New Zealanders' views of Asia people as warm and good-natured have been improving each year since 2007.

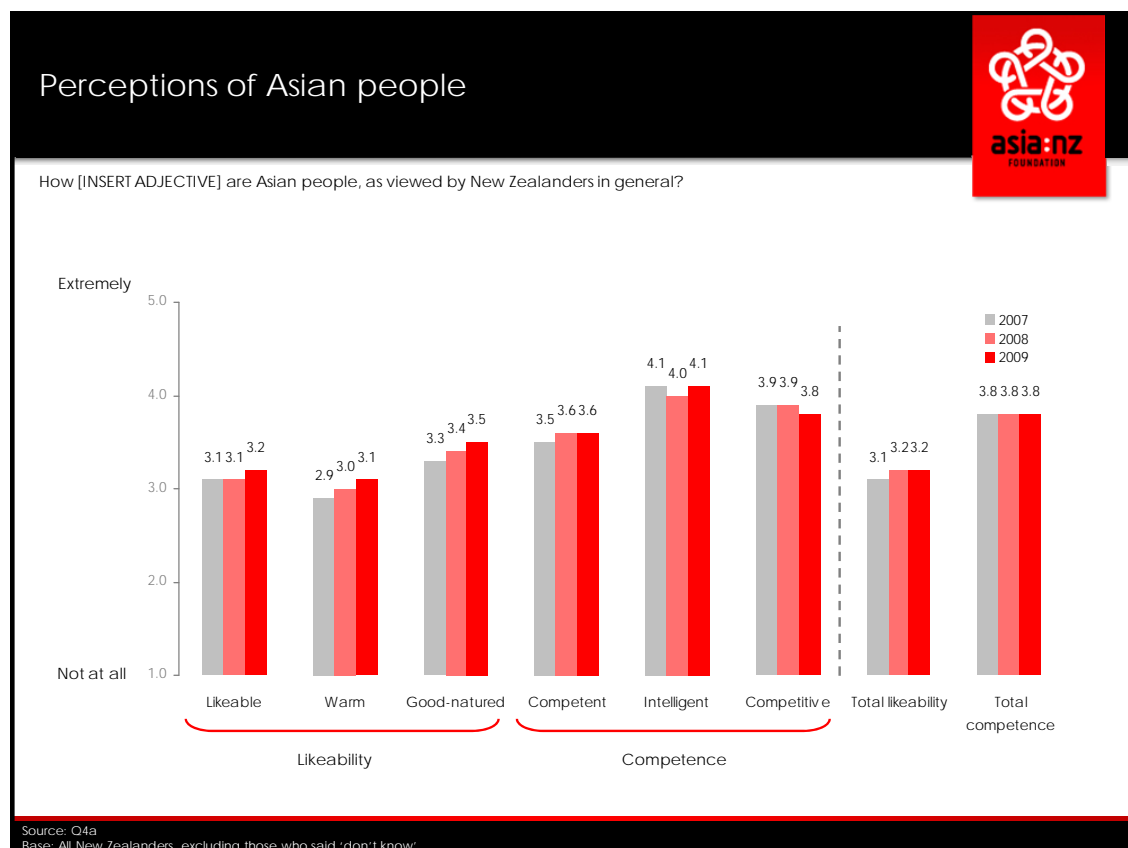


Figure 19. Perceptions of likeability and competence.

<sup>7</sup> Fiske, Xu, and Cuddy (1999). (Dis)respecting versus (dis)liking: Status and interdependence predict ambivalent stereotypes of competence and warmth. *Journal of Social Issues*, 55, 473 – 489; 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.

## Appendix A: Sample Profile

### Gender and age

	Unweighted	Weighted
Gender	% (n=1000)	% (n=1000)
Male	45	48
Female	55	52
Age	% (n=1000)	% (n=1000)
Under 20	5	12
20-29	6	14
30-39	13	14
40-49	2	24
50-59	24	17
60-69	19	12
70+	13	7

### Ethnicity

	%* (n=1000)
New Zealand European	79
NZ Māori	11
Pacific	3
Asian	6
Non-New Zealand European	7
New Zealand Kiwi	2
Other	1
Don't know/refused	-

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

### Location

	% (n=1000)
Location	
Auckland	30
Wellington	9
Christchurch	9
Hamilton	4
Dunedin	3
Provincial city	19
Town/rural	26
Region	
Upper North Island	51
Lower North Island	24
Upper South Island	17
Lower South Island	7

## New Zealand Socio Economic Index (NZSEI)

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.

NZSEI	Occupation description	% (n=910)
1 (high)	<b>PROFESSIONAL:</b> Accountant, Airline Pilot, Architect, Dentist, Doctor, Government Administrator (Senior), Headmaster, Journalist, Lawyer, Lecturer, Librarian, MP, Medical specialist, Professional Engineer, Radiologist, School Principal, Scientist, Secondary Teacher, Zoologist.	8
2	<b>SEMI-PROFESSIONAL/TECHNICIAN:</b> Company Director, Company Manager, Computer Programmer, Detective, Editor, Electrical/Electronic Technician, IT Manager, Journalist, Laboratory Technician, Local Body Official, Managing Director, Pharmacist, Physiotherapist, Policeman, Primary School Teacher, Secretary, Social Worker, Typist.	14
3	<b>CLERICAL/PUBLIC SERVANT:</b> Accounts Clerk, Bank Officer, Clerk, Company Sales Manager, Courier, DP Operator, Draughtsman, Electrician, Estate Agent, Human Resources Manager, Library Assistant, Nurse, Office Manager, Plumber, Salesman.	28
4	<b>SALES/SELF-EMPLOYED/QUALIFIED TRADESMAN:</b> Baker, Builder, Cabinet Maker, Carpenter, Chef, Farmer, Florist, Hairdresser, Manager (Retail), Mechanic, Musician, Printer, Restaurant Manager, Shop Assistant.	14
5	<b>SEMI-SKILLED:</b> Bricklayer, Bus Driver, Caretaker, Carpet Layer, Cook, Farm Contractor, Glazier, Machine Operator, Nurse Aid, Nursery Worker, Painter, Paperhanger, Plasterer, Postman, Service Station attendant, Truck Driver.	11
6 (low)	<b>LABOURER/UNSKILLED/UNEMPLOYED/BENEFICIARY/RETIRED:</b> Barman, Builder's Labourer, Cleaner, Forklift Operator, Grounds person, Kitchen hand, Labourer, Machinist, Packer, Store person, Waiter.	11

\* Based on all New Zealanders, excluding those for whom no indicator could be calculated (eg, main incomes earners were students or homemakers)

## Appendix B: Questionnaire

### PERCEPTIONS OF ASIA 2009 (109100992)

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INTERVIEWERS NAME	
DATE	PHONE NUMBER

EMPLOYEE NO.						
INTERVIEW DURATION						

START TIME	FINISH TIME	AUDIT DETAILS
------------	-------------	---------------

#### Initial contact

Good morning/afternoon/evening my name is ... from Colmar Brunton, a research company. We are doing an important survey about issues concerning New Zealand. May I please speak to the person in your home who is 15 or over and has the next birthday?

#### RE-INTRODUCE IF NECESSARY

This is an important survey to find out about people's views on Asia and the Asian people who live in New Zealand. This survey involves us speaking with you for about 15 minutes. Can I run through this with you now?

**IF POTENTIAL RESPONDENT ASKS WHO THIS RESEARCH IS FOR:** So that we don't bias any responses, I would like to tell you who we are conducting the research for at the end of the interview.

**IF POTENTIAL RESPONDENT SAYS THEY DON'T KNOW ANY ASIAN PEOPLE OR IF THEY DON'T KNOW ANYTHING ABOUT ASIA:** That's fine. We want to talk with a broad range of New Zealanders.

#### MAKE APPOINTMENT IF NECESSARY

#### THANK RESPONDENT AND TERMINATE INTERVIEW IF RESPONDENT NOT WILLING TO CONTINUE

Thank you for agreeing to take part. When you answer questions during this interview, please feel totally free to express your point of view. All our calls are recorded for training purposes, but no one will be able to identify you from your answers, and you do not have to answer a question if you do not wish to.

## Concept of Asia

Q1a Firstly, when you think about Asia, which countries come to mind?  
**DO NOT PROBE. CODE FIRST MENTION IN COL A (CODE ONE ONLY) AND ALL SUBSEQUENT MENTIONS IN COL B.**

	COL A	COL B
Bangladesh	1	1
Burma	2	2
Cambodia	3	3
China	4	4
Hong Kong	5	5
India	6	6
Indonesia	7	7
Japan	8	8
North Korea	9	9
South Korea	10	10
Laos	11	11
Malaysia	12	12
Mongolia	13	13
Myanmar	14	14
Pakistan	15	15
Philippines	16	16
Singapore	17	17
Sri Lanka	18	18
Taiwan	19	19
Thailand	20	20
Viet Nam	21	21
Other (specify)	22	22
<b>SINGLE CODE</b> None (only mentions one country)		23
<b>SINGLE CODE</b> Don't know / unsure	23	
<b>SINGLE CODE</b> Refused	24	

GO TO Q1b

GO TO Q1b

**ASK Q1b FOR EACH COUNTRY LISTED BELOW**

Q1b Thinking specifically now about **[INSERT COUNTRY]**, please rate your feelings towards people from **[INSERT COUNTRY]**, using a scale of 0 to 100, with 100 meaning you feel very warm and favourable, and 0 meaning you feel very cold and unfavourable.

And using the same scale, how do you feel about people from **[INSERT COUNTRY]**,

**IF NECESSARY:** Please use a scale of 0 to 100, with 100 meaning you feel very warm and favourable, and 0 meaning you feel very cold and unfavourable.

And next, people from **[INSERT COUNTRY]**...

**IF NECESSARY:** Please use a scale of 0 to 100, with 100 meaning you feel very warm and favourable, and 0 meaning you feel very cold and unfavourable.

**REPEAT SCALE IF NECESSARY. RANDOMISE COUNTRIES.**

**ENTER NUMBER BETWEEN 0 AND 100 FOR EACH COUNTRY. IF REFUSED OR DON'T KNOW, TICK APPROPRIATE BOXES.**

China	
India	
Japan	
Malaysia	
Indonesia	
Thailand	
South Korea	
Singapore	
Vietnam	
Cambodia	
Laos <b>[PRONOUNCE: Lah-os]</b>	
Burma or Myanmar	
Brunei	
Philippines	

Q1c Compared to 12 months ago, do you think New Zealanders generally feel warmer towards people from Asia, or do they feel less warm, or about the same?

**CODE ONE ONLY.**

Feel warmer	1
Feel less warm	2
Feel about the same	3
Don't know / unsure	4

**ASK Q1d IF CODES 1 OR 2 AT Q1c, OTHERWISE SKIP TO Q2a**

Q1d Can you please tell me why you think that? Anything else?

**PROBE TO NO/CLARIFY**

## Importance of Asia to New Zealand

**Q2a INTRODUCTION:** Thank you. For the rest of this survey, when I talk about Asia or Asian countries, I will be talking about Asia as a whole. This includes countries in South East Asia, for example, Thailand, Indonesia, and Malaysia, countries in South Asia, for example, Pakistan, India, and Sri Lanka, and countries in North Asia, for example, China, Japan, and North and South Korea.

Q2a How important to New Zealand's future do you consider the following regions are on a scale from 1 to 5, where 1 is not at all important and 5 is very important?

**CODE ONE ONLY FOR EACH REGION.**

**RANDOMISE REGIONS (i) THROUGH (vii)**

	Not at all important				Very important	DO NOT READ Don't know
(i) Asia	1	2	3	4	5	6
(ii) Europe including the United Kingdom	1	2	3	4	5	6
(iii) South Pacific excluding Australia	1	2	3	4	5	6
(iv) Africa	1	2	3	4	5	6
(v) North America	1	2	3	4	5	6
(vi) South America	1	2	3	4	5	6
(vii) Australia	1	2	3	4	5	6

Q2b Thinking about the Asian region in particular, and thinking about New Zealand in the next 10 – 20 years, how much of a positive impact do you think each of the following will have on New Zealand's future? You can choose a very positive impact, a somewhat positive impact, neither a positive or a negative impact, a somewhat negative impact, or a very negative impact.

**CODE ONE ONLY FOR EACH STATEMENT.**

**RANDOMISE STATEMENTS (i) THROUGH (vii)**

	Very positive	Somewhat positive	Neither positive or negative	Somewhat negative	Very negative	DO NOT READ Don't know
i) Immigration from Asia to New Zealand	1	2	3	4	5	6
ii) Imports from Asia to New Zealand	1	2	3	4	5	6
iii) Exports from New Zealand to Asia	1	2	3	4	5	6
iv) The population growth of the Asian	1	2	3	4	5	6

region						
v) The economic growth of the Asian region	1	2	3	4	5	6
vi) Asian tourism in New Zealand	1	2	3	4	5	6
vii) Asia as a tourist destination for New Zealanders	1	2	3	4	5	6
viii) Asian cultures and traditions	1	2	3	4	5	6
ix) Free trade agreements between New Zealand and Asian countries	1	2	3	4	5	6

## Personal involvement with Asian peoples and cultures

Q3a How much do you personally have to do with Asian peoples or cultures?  
**READ ENTIRE LIST BEFORE ACCEPTING ANSWER. CODE ONE ONLY.**

A lot	1
A fair amount	2
Not much	3
Hardly anything	4
<b>DO NOT READ</b> Don't know / unsure	5

Q3b Now I'm going to read out some different ways that you can have contact with Asian peoples. Can you tell me whether you have a lot of contact, some contact, or no contact with Asian peoples through each of the following...?  
**CODE ONE ONLY FOR EACH STATEMENT**

	A lot	Some	None	Don't know	Not applicable
i) Through your work or business	1	2	3	4	5
ii) Through marriage, either personally or through other family members	1	2	3	4	5
iii) Through schools or educational institutions	1	2	3	4	5
iv) Through the healthcare system, such as hospitals or the doctor's surgery	1	2	3	4	5
v) In your neighbourhood or community	1	2	3	4	5
vi) Through friends, including family friends	1	2	3	4	5
vii) At Asian events held in your area	1	2	3	4	5
viii) Through sports	1	2	3	4	5
ix) Through clubs/social events	1	2	3	4	5
x) Through your religion or spiritual group	1	2	3	4	5
xi) Through shopping/shops/services	1	2	3	4	5
xii) Through travel	1	2	3	4	5



Q3c And are there any other ways you have contact with Asian people?  
**CODE ONE ONLY.**

Yes (please specify)	1
No	2

Q3d Can you tell me the name of any events in your area that have an Asian focus?  
**DO NOT READ OUT. PROBE TO NO. CODE EACH MENTIONED.**

Diwali Festival	1
Lantern Festival	2
Other (please specify)	3
<b>SINGLE CODE:</b> Can't name any events	4

**GO TO Q4a**

Q3e Did you attend any of these events in the last 12 months?  
**CODE ONE ONLY.**

Yes	1
No	2
Don't know	3

## Feelings about people

Q4a We would like to know how you think Asian people are viewed by New Zealanders. On a scale from 1 to 5, where 1 is "not at all" and 5 is "extremely"...

How **[INSERT ADJECTIVE]** are Asian people, as viewed by New Zealanders in general?  
**CODE ONE ONLY FOR EACH ADJECTIVE.**  
**RANDOMISE ADJECTIVES (i) THROUGH (vi)**

**IF RESPONDENT COMMENTS THAT NEW ZEALANDERS OPINIONS OR VIEWS WILL VARY (OR SOMETHING SIMILAR), ASK:** So how **[INSERT ADJECTIVE]** do you think the majority of New Zealanders see Asian people?

**ALSO IF NECESSARY:** We are interested in your perceptions of how New Zealanders see Asian people, so your general feeling is fine.

	Not at all				Extremely	Don't know/ refused
(i) Likable	1	2	3	4	5	6
(ii) Competent	1	2	3	4	5	6
(iii) Intelligent	1	2	3	4	5	6
(iv) Competitive	1	2	3	4	5	6
(v) Warm	1	2	3	4	5	6
(vi) Good-natured	1	2	3	4	5	6

- Q4b I'm now going to read out some statements that people have made about Asia or Asian people living in New Zealand. How strongly do you agree or disagree with each of the following statements? Do you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree.

**CODE ONE ONLY FOR EACH STATEMENT. ROTATE STATEMENTS.**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/refused
Asian immigrants bring a valuable cultural diversity to NZ	1	2	3	4	5	6
Asian employees improve workplace productivity	1	2	3	4	5	6
Asian people contribute significantly to our economy	1	2	3	4	5	6

- Q4c And using the same scale, how strongly do you agree or disagree with each of the following statements?

**CODE ONE ONLY FOR EACH STATEMENT. ROTATE STATEMENTS.**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know/refused
Asian people could do more to learn about NZ culture.	1	2	3	4	5	6
Asian people do not mix well with New Zealanders	1	2	3	4	5	6
Asian immigrants take jobs away from New Zealanders	1	2	3	4	5	6

## Demographics

So that we can check that we've surveyed a range of people, I have a few background questions.

### Q5a CODE RESPONDENT'S GENDER

Male	1
Female	2

### Q5b Which of these following age groups do you come into? READ OUT. CODE ONE ONLY.

15 to 17 years	1
18 to 19 years	2
20 to 24 years	3
25 to 29 years	4
30 to 34 years	5
35 to 39 years	6
40 to 49 years	7
50 to 59 years	8
60 to 69 years	9
70+ years	10
<b>DO NOT READ</b> Refused	11

### Q5c Which of the following ethnic groups do you belong to? You can choose more than one group. READ ENTIRE LIST BEFORE ACCEPTING ANSWER. CODE EACH MENTIONED.

New Zealand European or Pakeha	1
New Zealand Māori	2
Pasifika ethnic group	3
Asian ethnic group	4
Non New Zealand European	5
Another ethnic group (please specify)	6
<b>DO NOT READ</b> Don't know	7
<b>DO NOT READ</b> Refused	8

### Q5d Have you visited Asia during the last 12 months? Please exclude any time you spent in airports while in transit to countries outside Asia. CODE ONE ONLY

Yes	1
No	2
Don't know	3

**GO TO Q5f**  
**GO TO Q5f**

Q5e Which countries did you visit in the last 12 months?  
**CODE EACH MENTIONED.**

Bangladesh	1
Burma	2
Cambodia	3
China	4
Hong Kong	5
India	6
Indonesia	7
Japan	8
North Korea	9
South Korea	10
Laos	11
Malaysia	12
Mongolia	13
Myanmar	14
Pakistan	15
Philippines	16
Singapore	17
Sri Lanka	18
Taiwan	19
Thailand	20
Viet Nam	21
Other (specify)	22

Q5f And, can you please tell me how many people aged 15 years and over live in your household, including yourself?

**WRITE IN TOTAL NUMBER AGED 15 YEARS AND OVER**

**IF ONE PERSON AGED 15 OR OVER, SKIP TO Q5i**

Q5g Do you live with a partner?  
**CODE ONE ONLY.**

Yes	1
No	2
Don't know	3

**GO TO 5i**

Q5h What is the occupation of the main or highest income earner in your household?

Retired or unemployed	1
Other	2

**NEXT SCREEN IF CODE 2 AT Q5h**

**ENTER FULL DETAILS OF OCCUPATION. PROBE POSITION/JOB AND ASK RE. MAIN ACTIVITY OF THEIR EMPLOYER/BUSINESS:** And what is the main activity of the main income earners employer or business?

**IF SELF EMPLOYED TICK BOX.** ☐

Occupation: \_\_\_\_\_

Main activity: \_\_\_\_\_

**NEXT SCREEN IF CODE 1 AT Q5h**

What was the main or highest income earners last job? **ENTER FULL DETAILS OF OCCUPATION. PROBE POSITION/JOB AND ASK RE. MAIN ACTIVITY OF THEIR EMPLOYER/ BUSINESS:** And what was the main activity of their employer or business?

**IF SELF EMPLOYED TICK BOX.** ☐

Occupation: \_\_\_\_\_

Main activity: \_\_\_\_\_

**THEN SKIP Q5i AND GO TO Q5j**

Q5i What is your occupation?

Retired or unemployed	1
Other	2

**NEXT SCREEN IF CODE 2 AT Q5i**

**ENTER FULL DETAILS OF OCCUPATION. PROBE POSITION/JOB AND ASK RE. MAIN ACTIVITY OF THEIR EMPLOYER/BUSINESS:** And what is the main activity of your employer or business?

**IF SELF EMPLOYED TICK BOX.** ☐

Occupation: \_\_\_\_\_

Main activity: \_\_\_\_\_

**NEXT SCREEN IF CODE 1 AT Q5i**

What was your last job? **ENTER FULL DETAILS OF OCCUPATION. PROBE POSITION/JOB AND ASK RE. MAIN ACTIVITY OF THEIR EMPLOYER/ BUSINESS:**  
And what was the main activity of your employer or business?

**IF SELF EMPLOYED TICK BOX.** ☐

Occupation: \_\_\_\_\_

Main activity: \_\_\_\_\_

Q5j Are there any other comments you would like to make?  
**RECORDED VERBATIM.**

**Closing**

That is the end of the survey. Thank you very much for your time. My name is ... from Colmar Brunton and we were conducting this survey for the Asia New Zealand Foundation. If you have any questions please feel free to call my supervisor.

**GIVE RESPONDENT SUPERVISOR'S NAME AND PHONE NUMBER IF REQUESTED**

**INTERVIEWER DECLARATION:**

'I certify that I have conducted this interview in accordance with the guidelines set out in the Market Research Society Code of Practice and in accordance with the instructions from Consumer Link. I have thoroughly checked the questionnaire and it is complete in all respects.'

Yes	1
No	2