

ASIA: NZ RESEARCH

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

NEW ZEALANDERS' PERCEPTIONS OF ASIA
AND ASIAN PEOPLES IN 2011

REPORT AUTHOR: COLMAR BRUNTON

ISBN 978-0-9876637-0-2 (ONLINE PDF)

APRIL 2012



CONTENTS

EXECUTIVE SUMMARY AND CONCLUSIONS	1
BACKGROUND	1
SUMMARY AND CONCLUSIONS	1
INTRODUCTION	6
METHODOLOGY	7
QUANTITATIVE SURVEY	7
QUALITATIVE ONLINE FORUM	7
REPRESENTATION OF ASIA BY THE MEDIA	10
THE ASIAN REGION	14
THE IMPORTANCE OF ASIA TO NEW ZEALAND'S FUTURE	14
THE IMPORTANCE OF ASIA TO NEW ZEALAND'S FUTURE OVER TIME	15
BENEFITS OF A RELATIONSHIP WITH ASIA	18
THE IMPORTANCE OF DEVELOPING TIES WITH ASIA	20
THE IMPACT OF CONFLICTS, THREATS AND INSTABILITIES IN ASIA	22
KNOWLEDGE OF ASIA	23
THE CONCEPT OF ASIA TO NEW ZEALANDERS	23
IS NEW ZEALAND PART OF ASIA?	24
PERCEPTIONS OF ASIAN PEOPLE	28
FEELINGS OF WARMTH TOWARD PEOPLE FROM ASIAN COUNTRIES	28
ATTITUDES TOWARD ASIAN PEOPLE	33
CONTACT AND INVOLVEMENT WITH ASIAN PEOPLE AND CULTURES	38
PERCEPTIONS OF INVOLVEMENT WITH ASIAN PEOPLE AND CULTURES	38
POINTS OF CONTACT WITH PEOPLE FROM ASIA	41
SPECIAL TOPIC: PERCEPTIONS OF CHINA AND INDIA	45
THE IMPACT OF CHINA'S AND INDIA'S GROWTH ON NEW ZEALAND	45
CHINA AND INDIA AS MILITARY THREATS	46
SPECIAL TOPIC: KNOWLEDGE OF ASEAN COUNTRIES	47
LIMITED KNOWLEDGE OF ASEAN	47
MIXED FEELINGS OF WARMTH	49
REGIONAL VARIATIONS IN PERCEPTIONS OF ASIA	51
GENDER AND AGE	52
ETHNICITY	52
LOCATION	52

If you are viewing this document online the contents items are linked to the relevant page - click to quickly navigate to the relevant topic.

There is a 'contents' link at the bottom right for easy navigation back to the contents page. All websites listed in this document are active hyperlinks and will open a page in your browser if you are connected to the internet.

Please note that in some cases figures featured in the supporting graphs may not equal 100 percent due to rounding.

EXECUTIVE SUMMARY AND CONCLUSIONS

BACKGROUND

This report presents the 2011 results of the annual 'Perceptions of Asia' research 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 and the importance of Asia to New Zealand's future, and public perceptions regarding the people of Asia and how they contribute to New Zealand.

- One thousand one hundred and five telephone interviews were carried out with New Zealanders aged 15 years and over between 5 September and 5 October 2011, and a follow-up online qualitative forum was held with 39 people who had participated in the telephone survey.

A random survey of 1,105 people has a maximum margin of error of +/-2.9 percent at the 95 percent confidence level.

SUMMARY AND CONCLUSIONS

KEY CONTEXTUAL INFLUENCES ON THE RESULTS

When interpreting results of any survey of public opinion it is important to consider the context in which the survey took place, and the contexts under which this 2011 survey and the previous 2010 survey took place differ considerably.

Fieldwork for the 2010 survey was carried out during a time that was difficult for many New Zealanders economically, and during the height of media attention surrounding Delhi's preparedness for the Commonwealth Games, when evocative images of the athletes' village were shown widely in the news media. These circumstances, as well as some other representations of Asia by the media, were thought to have had a negative influence on the 2010 survey results (see the 2010 survey report for a much more detailed discussion).¹

In contrast, fieldwork for this 2011 survey took place less than six months after the major earthquake and tsunami in Japan. Results show that these events generated feelings of sympathy and shared empathy among New Zealanders, given their experience of the Christchurch earthquakes, as well as respect for Japan's resilience in coping with its situation. The survey results also show that assistance received from Asia following the February Christchurch earthquake helped to generate increased warmth among New Zealanders.

Fieldwork for this survey also took place during the 2011 Rugby World Cup. Although not related to Asia specifically, findings from both the telephone survey and the follow-up qualitative forum suggest that the public were aware that the Rugby World Cup had raised New Zealand's profile internationally, and this contributed to an overall 'brighter outlook' and feeling of optimism following a particularly difficult period in late 2010 and early 2011 that included New Zealand's slow economic recovery, the Christchurch earthquakes and the Pike River mine disaster.

CONCLUSION:

During September 2011 public perceptions of Asia and Asian people were positively influenced by circumstances and events both inside and outside New Zealand. The survey took place during a time when New Zealanders were feeling more optimistic relative to earlier in the year and in 2010.

Fieldwork for the survey also took place during the lead-up to the 2011 general election. This is sometimes a time of significant controversy in New Zealand, generally played out through the main-stream media. However, the major political parties did not formally begin their election campaigns until the week following the Rugby World Cup, well after fieldwork had been completed.

THE IMPORTANCE OF ASIA TO NEW ZEALAND'S FUTURE

More than four out of five New Zealanders (83 percent) saw the Asian region as important to New Zealand's future (46 percent saw it as very important). Consistent with previous years' results, the Asian region was rated as more important than Europe (69 percent rated this region as important), North America (59 percent), South Pacific (51 percent), South America (31 percent) and Africa (16 percent). Only Australia was rated as more important to New Zealand's future than Asia (88 percent).

The 2011 results showed significant increases in the perceived importance of nearly all other regions measured through the survey, including Asia, which was at the highest level since the research began. Those who took part in our online qualitative forum pointed to a number of reasons for this, including a more positive and optimistic public sentiment (due partly to the Rugby World Cup) and more awareness of economic and financial links between Asia and New Zealand, and that New Zealand's growth was partly reliant on economic growth in Asia.

CONCLUSION:

Public perceptions of the importance of Asia have increased. This may be due to a more positive outlook in New Zealand relative to in 2010, and an increased awareness of New Zealand's economic links with Asia.

¹ Colmar Brunton (2011). *New Zealanders' perceptions of Asia and Asian peoples in 2010*. Asia New Zealand Foundation, Wellington, New Zealand.
<http://www.asianz.org.nz/our-work/knowledge-and-research/research-reports/social-research/perceptions-study>.

THE BENEFITS OF A RELATIONSHIP WITH ASIA

As illustrated by this survey in previous years, the benefits of a relationship with Asia that New Zealanders see as most positive are primarily economic. The vast majority of New Zealanders (93 percent) agreed that exports from New Zealand to Asia and Asian tourism in New Zealand (up from 89 percent to 93 percent) will have positive impacts on New Zealand in the next 10 to 20 years. Furthermore, 84 percent of New Zealanders viewed the economic growth of the Asian region as positive (up from 79 percent in 2010), and 82 percent viewed free trade agreements between New Zealand and Asian countries as positive (up from 78 percent in 2010).

Having said this, the survey results also show more positive perceptions when it comes to factors that are not economic in nature, or where the immediate economic benefits were less obvious, such as Asia as a tourist destination for New Zealanders (up from 70 percent to 77 percent), imports from Asia to New Zealand (up from 63 percent to 68 percent), Asian cultures and traditions (up from 57 percent to 62 percent), immigration from Asia to New Zealand (up from 49 percent to 55 percent) and the population growth of the Asian region (up from 43 percent to 51 percent).

CONCLUSION:

Consistent with the increase in the perceived importance of Asia, the survey results also show that New Zealanders were more positive when considering the benefits that a relationship with Asia will have for New Zealand in the next 10 to 20 years. This includes aspects of the relationship where the benefits are not simply economic in nature, or where the immediate economic benefits are less apparent.

THE IMPORTANCE OF DEVELOPING CULTURAL AND ECONOMIC TIES WITH ASIA

The survey shows that in 2011 nearly nine out of ten New Zealanders (89 percent) saw it as important to develop cultural and economic ties with the people and countries of Asia. Furthermore, a higher proportion than in 2010 said it was very important (up from 44 percent to 50 percent).

CONCLUSION:

As in 2010, there was 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 believed that New Zealand needs to do more to help New Zealanders to understand Asian cultures and traditions.
- 56 percent believed that New Zealand needs to do more to prepare young people to engage confidently with Asia.
- 54 percent believed that New Zealand was 'doing enough' to develop links between businesses in New Zealand and Asia.

CONCLUSION:

A large proportion of New Zealanders recognise the importance of improving our knowledge and understanding of Asia, and the need to equip young people adequately to engage effectively with Asia. The free trade agreements with China and other Asian countries, and New Zealanders' awareness of economic and financial links between Asia and New Zealand, may have contributed to a perception that New Zealand is 'doing enough' at present to develop business links between New Zealand and Asia.

THE IMPACTS OF CONFLICT, THREATS AND INSTABILITIES IN ASIA

Eight out of ten New Zealanders (82 percent) believed that conflict, threats and instabilities in Asia could have at least some impact on New Zealand. The proportion of New Zealanders who believed that conflict, threats and instabilities could have significant impacts on New Zealand has decreased, from 31 percent in 2010 to 26 percent in 2011. Probably related to this, New Zealanders' recall of media stories relating to conflicts and political instabilities in Asia was also lower in 2011 (7 percent of New Zealanders recalled seeing coverage about conflicts or political instabilities in 2011, compared with 12 percent in 2010).

CONCLUSION:

Although fewer New Zealanders believed that conflict, threats and instabilities in Asia could have significant impacts on New Zealand, most New Zealanders appreciated that events in Asia could have at least some impact. These perceptions have the potential to change considerably from year to year, along with changes in media coverage of conflicts, threats and instabilities in Asia.

KNOWLEDGE OF ASIA AND WHETHER NEW ZEALAND IS SEEN AS PART OF ASIA

Consistent with previous surveys, when New Zealanders thought about Asia they tended to think initially about China or Japan (54 percent of New Zealanders mentioned China and 18 percent mentioned Japan first).

We included a new question in 2011 to determine whether New Zealanders viewed New Zealand as part of Asia. Overall, around one-fifth of New Zealanders (22 percent) saw New Zealand as part of Asia. We explored this topic further during the online qualitative forum. New Zealand was seen as distinct from Asia culturally, historically and geographically, and also in terms of values related to human rights and democracy. However, New Zealand was also seen as connected to Asia economically, and there was recognition that New Zealand was changing demographically.

CONCLUSION:

Although New Zealand was generally not seen as being part of Asia, there was an appreciation that we are connected to Asia economically, and that we may become more connected to Asia as New Zealand's demography changes.

PERCEPTIONS OF ASIAN PEOPLE

Warmth toward people from Asia

Each year we ask respondents whether they think New Zealanders feel warmer, about the same, or less warm toward Asian people compared with the previous 12 months. In 2011 there was a significant increase in the proportion of New Zealanders who said we now feel warmer toward Asian people (up from 12 percent to 21 percent).

We also asked New Zealanders to indicate their feelings specifically toward people from China, India and Japan. Feelings of warmth toward people from Japan increased this survey (the 2011 warmth rating was 76 out of 100, up from 73 in 2010). As mentioned previously, respondents suggested that they felt greater warmth and sympathy for Japan following the earthquake and tsunami. Feelings of warmth toward people from India and China remained reasonably consistent with those in the 2010 survey, at 69 and 70 respectively (out of 100).

CONCLUSION:

Compared with 2010, New Zealanders felt warmer toward people from Asia. Respondents attributed this mainly to a perception that there were more Asian people in New Zealand and the sympathy felt toward Japanese people following the Japan earthquake and tsunami. Other reasons related to specific 2011 events included the assistance received from Asia following the Christchurch earthquakes and that the Rugby World Cup had helped people to 'come together' and feel united.

Public perceptions of the contributions that Asian people and cultures make to New Zealand

Public perceptions remained unchanged when it came to the contributions that Asian people and cultures made to New Zealand.

- 83 percent agreed that Asian people contribute significantly to New Zealand society.
- 78 percent agreed that Asian immigrants brought a valuable cultural diversity to New Zealand.
- 47 percent agreed that Asian employees improved workplace productivity.

CONCLUSION:

In general, New Zealanders were positive about the economic and cultural contributions that Asian people make to New Zealand. New Zealanders were generally less positive about the impacts that Asian people have on workplace productivity.

Public perceptions of Asian investment in New Zealand

Two new statements were included for the first time in the 2011 survey to track public perceptions of Asian investment in New Zealand.

- 74 percent agreed that it is good for our economy that companies in Asia invested in New Zealand's businesses, and just 13 percent disagreed.
- 29 percent agreed that New Zealand is allowing too much investment from Asia, and 42 percent disagreed.

CONCLUSION:

Most New Zealanders were positive about Asian investment. This was consistent with the results discussed earlier illustrating that the perceived benefits of a relationship with Asia, that New Zealanders saw as most positive, were primarily economic.

Public perceptions of immigration and the integration of Asian people with New Zealand's culture and society

The 2010 survey results illustrated an increase in the number of New Zealanders who agreed that Asian immigrants took jobs away from New Zealanders, that Asian people did not mix well with New Zealanders, and that Asian people could do more to learn about New Zealand culture. These changes were thought to be the result of a range of factors, such as negative media coverage, a greater perceived threat from immigration owing to the high rate of unemployment, and a general lack of public awareness of some of the economic benefits of immigration.

The 2011 survey illustrated significant decreases in the level of agreement with the first two of these statements.

- 25 percent agreed that Asian immigrants take jobs away from New Zealanders (down from 29 percent in 2010).
- 35 percent agreed that Asian people do not mix well with New Zealanders (down from 40 percent in 2010).
- 70 percent agreed that Asian people could do more to learn about New Zealand culture (no significant change).

CONCLUSION:

Although unemployment remained at around 6.5 percent when the survey was carried out, findings from the follow-up qualitative research suggested that New Zealanders had an overall 'brighter outlook' during 2011. This may have lessened feelings of uncertainty relating to the economy and unemployment, and led to New Zealanders feeling generally more positive about immigration and Asian people in New Zealand society.

CONTACT AND INVOLVEMENT WITH ASIAN PEOPLE AND CULTURES**Perceptions of involvement with Asian people and cultures**

The perceived involvement with Asian people and cultures decreased in 2010 and remained steady in 2011. Half of New Zealanders (50 percent) reported that they had had either 'a lot' or 'a fair amount' to do with Asian people and cultures in 2011. It was difficult to account for the decrease (down from 62 percent in 2009) given that the number of Asian people living in New Zealand has been increasing in the past decade, so we presented these results to participants in the follow-up qualitative research and asked them to speculate on the reasons for this change.

Discussions during the online forum implied that there was no single reason for the decrease since 2009. Participants suggested that this change might have related to a decrease in Asian tourism and fewer Asian students studying in New Zealand, a perceived threat from Asian immigration to New Zealand, the negative portrayal of some Asian events or people by the news media, and a perception that New Zealanders were no longer differentiating Asian people from non-Asian people (i.e., they are just 'one of us'), that Asian people did not 'mix well' with New Zealanders, or that New Zealanders needed to do more to increase their involvement with Asian people.

Contact experiences

New Zealanders appeared to have had more contact with Asian people in 2011, including contact through:

- friends (up from 65 percent to 72 percent)
- travel (up from 58 percent to 65 percent)
- clubs/social events (up from 43 percent to 51 percent)
- local Asian events (up from 28 percent to 33 percent).

CONCLUSION:

Although perceptions of involvement with Asian people and cultures remained steady in the 2010 and 2011 surveys, in 2011 more New Zealanders said that they had had 'a lot of' or 'some' contact with Asian people in a range of situations.

SPECIAL TOPIC: PERCEPTIONS OF CHINA AND INDIA

A separate section of this year's report is devoted to New Zealanders' perceptions of China and India. The main findings of this section are as follows.

- More than two-thirds of New Zealanders (68 percent) agreed that China's growth has been good for New Zealand's economy, and 11 percent disagreed.
- Half of New Zealanders (50 percent) agreed that India's growth has been good for New Zealand's economy, and 18 percent disagreed.
- A third of New Zealanders (33 percent) agreed that New Zealand would be harmed if China gained more power and influence in the world, while about a fifth (22 percent) held this view about India.
- Nearly a third of New Zealanders (29 percent) thought it likely that China will become a military threat to New Zealand in the next 20 years, while 66 percent believed it was unlikely.
- Nearly a fifth of New Zealanders (19 percent) thought it likely that India will become a military threat to New Zealand in the next 20 years, and over three-quarters (76 percent) believed it was unlikely.

CONCLUSION:

New Zealanders were more positive than negative about China's and India's growth, although relative to India, New Zealanders were more optimistic about the benefit that China's growth will have for New Zealand. A minority believed that China or India will become a military threat in the next 20 years.

Comparisons with similar questions asked of Australians in a Lowy Institute poll² indicated that Australians were slightly more positive than New Zealanders about the impacts of China's growth on New Zealand (although the majority of New Zealanders were positive), and that New Zealanders were less likely than Australians to see China as posing a military threat.

SPECIAL TOPIC: KNOWLEDGE OF ASEAN

A separate section of this year's report is devoted to New Zealanders' knowledge and understanding of the Association of Southeast Asian Nations (ASEAN). The main findings of this section are as follows.

- When asked to think about Asia, New Zealanders mostly thought about China and Japan. Fewer New Zealanders thought of ASEAN countries.
- When asked to think about Asia, the most frequently mentioned ASEAN countries were Thailand (27 percent), Malaysia (24 percent), Singapore (21 percent) and Vietnam (20 percent). Other ASEAN countries were mentioned by less than one-fifth of New Zealanders, including Indonesia (17 percent), Philippines (14 percent), Cambodia (9 percent), Laos (6 percent), Burma (3 percent of New Zealanders mentioned Burma, and 2 percent mentioned Myanmar) and Brunei (mentioned by less than 0.5 percent).
- An overwhelming majority of participants in the online qualitative forum had not heard of the term ASEAN or knew very little about its meaning, let alone the organisation's principles and functioning.
- When prompted with a map of the Asian region highlighting the 10 ASEAN members, participants were able to recall and explain a few facts about and events in some of the ASEAN countries. Overall, however, participants had a very basic knowledge of these countries, and it was sometimes erroneous.
- In the quantitative survey, we asked participants to tell us how warm they felt toward people from each ASEAN country on a scale from 0 (very cool) to 100 (very warm). More than one-quarter were unable to do so for Laos (33 percent), Brunei (30 percent) and Burma (26 percent), and more than 10 percent were unable to do so for Cambodia (17 percent), Indonesia (12 percent) and Vietnam (11 percent).
- New Zealanders tended to feel warmest towards countries with which they were generally more familiar, such as Singapore (74), Philippines (71), Malaysia (71) and Thailand (71).

CONCLUSION:

Overall New Zealanders have a limited knowledge of ASEAN, and feel warmest toward people from the ASEAN countries with which they were more familiar, such as Singapore, Philippines, Malaysia and Thailand.

2 Hanson, F. (2010). *Australia and the world: Public opinion and foreign policy*. Lowy Institute for International Policy.

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 people and countries of Asia.

Since 1997 Asia:NZ has carried out research to examine New Zealanders' perceptions of the people 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 people 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 and, 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
- views regarding the contributions that Asian people make to New Zealand
- the impact of the media on perceptions of Asia and Asian people
- the importance New Zealanders place on cultural and economic ties with Asia
- the perceived impacts that conflict, threats and instabilities in Asia could have on New Zealand.

Additionally, revisions were made to the survey to provide a measure of:

- whether New Zealanders view New Zealand as part of Asia
- views on Asian investment in New Zealand
- how China and India specifically are viewed, in terms of their economic growth and the impacts this might have on New Zealand.

This wave of the project also included follow-up qualitative research to explore further some of the results of the quantitative survey. The qualitative research was carried out among a sample of those who took part in the survey.

METHODOLOGY

The 2011 research included a telephone survey of New Zealanders and an online qualitative forum held with a small sample of those who had taken part in the survey. The qualitative forum was held to help us explore some of the quantitative survey results in more depth.

QUANTITATIVE SURVEY

One thousand, one hundred and five Computer Assisted Telephone Interviews were carried out among a random sample of New Zealanders aged 15 years and over. Fieldwork was carried out from 5 September to 5 October 2011.

QUESTIONNAIRE

The questionnaire was based primarily on that used in previous surveys, but was revised to achieve the new objectives outlined above. The average interview duration was 22 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 each interviewer 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 an 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 than people from small households. To correct for this, data were weighted by household size (defined as the number of 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 weighted and unweighted sample profiles can be found in Appendix A.

The overall results have a maximum margin of error of +/- 2.9 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 and region. Results are also compared with other variables of interest, perceptions of Asian people, and frequency 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.

QUALITATIVE ONLINE FORUM

We conducted a qualitative study following the completion of the quantitative survey in order to investigate specific findings from the quantitative survey.

OUR ONLINE FORUM, E-QUAL

The methodology we used to conduct the qualitative study was through Colmer Brunton's own online forum, e-Qual. We recruited a number of participants who had previously taken part in the quantitative survey in order to hear their views and opinions about specific topics.

The forum ran for three days, and each day we released new questions. Participants were notified about the new releases and invited to log in and contribute to the discussions. Upon completion of the forum we rewarded participants who had contributed to all the forum questions with a small financial incentive.

DISCUSSION GUIDE

We developed a set of questions in consultation with Asia:NZ, based on the specific areas of the quantitative survey that required more in-depth exploration. Each forum question was focused on a topic of discussion and could contain a set of sub-questions to assist contributors in their exploration of the topic. Supporting information was provided to contributors to enable them to visualise and understand more easily the topics of discussion (e.g., charts displaying survey results and map).

We asked contributors for their opinions about the following:

- importance of Asia to New Zealand
- if Asia is part of New Zealand
- knowledge of the countries that form ASEAN
- contact and involvement with Asian people and cultures
- views on Asian immigration.

RECRUITMENT AND SAMPLE

Contributors to the online forum were recruited from the list of respondents who had taken part in the quantitative survey and agreed to be re-contacted for further research. Contributors filled out a short online survey to help ensure we included a range of people and to explain the functioning of the forum.

We recruited participants who represented a range of ages, ethnicities and gender. We also ensured that they were recruited to represent a range of views and opinions (i.e., checked from their answers in the quantitative survey). We recruited 39 contributors for this forum. Owing to the diversity of their experiences and backgrounds, participants dealt with the topics of discussion from a variety of perspectives and provided us with a better understanding of these topics.

PARTICIPATING IN THE FORUM

The online forum ran for three days, starting on Saturday 29 October. This enabled participants to log in at their leisure and take the time to think about the questions. In the three days participants were able to log in and revisit the questions as many times as they wished. We invited them to express their views candidly and share their thoughts with other participants by commenting on their posts.

We made new questions available every day and notified participants. On Day 1 we released three questions; on Day 2 two questions; and on Day 3 one question. We actively monitored the forum throughout the three days and when necessary asked some participants for more information on particular topics through direct questions to them. We had very good levels of participation, with some participants revisiting a few questions and adding to their previous thoughts.

At the conclusion of the forum we rewarded each participant who had answered all the forum questions with a voucher (\$40). The best participant overall also received a \$100 voucher as an acknowledgement of their valuable contributions.

ANALYSIS

Each stream of discussion (i.e., all comments for each question) is recorded and serves as the basis for analysis. We identify the key themes mentioned by participants and the flow of the discussion. We also take into account participants' demographic information, such as age and ethnicity, in order to determine patterns of thought among them.

DETAILED RESULTS

REPRESENTATION OF ASIA BY THE MEDIA

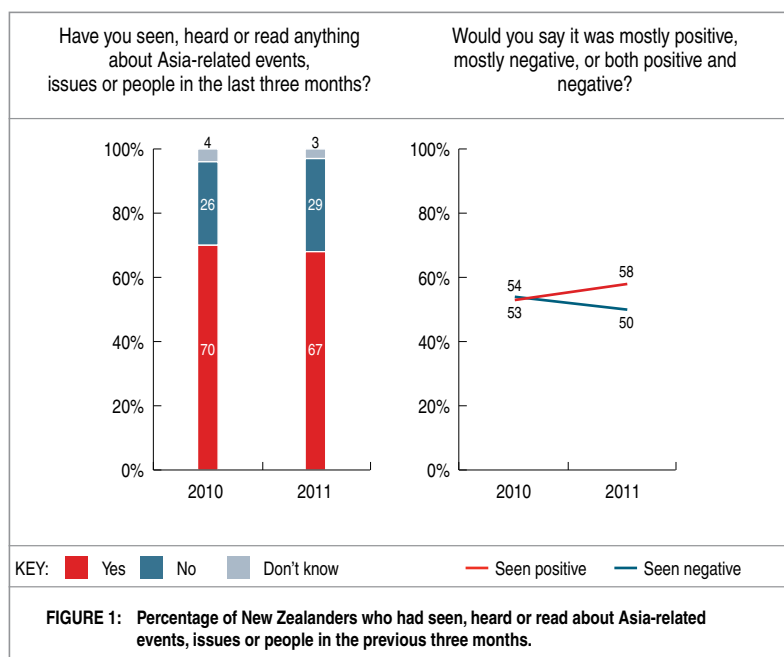
FIELDWORK TIMING

When interpreting research of this nature it is always useful to consider the potential contextual influences on changes in the results over time. The 2011 fieldwork took place during the Rugby World Cup, and less than six months after the earthquake and tsunami in Japan. The results of this survey indicated that the extensive media coverage and significance of these events had had an impact on public perceptions of Asia and Asian people.

THE POTENTIAL IMPACT OF THE MEDIA ON PERCEPTIONS

In the last two annual surveys we included questions to measure the impacts of the media on perceptions of Asia and Asian people, and to better understand contextual influences on the survey findings. Figure 1 shows that, similar to in 2010, two-thirds of New Zealanders (67 percent) had seen, heard or read something Asia-related in the previous three months. However, in 2011 the proportion who had seen, heard or read positive media articles/coverage increased (from 53 percent to 58 percent), while the proportion who had seen, heard or read negative media articles/coverage had decreased (from 54 percent to 50 percent).

The decrease in negative media articles/coverage content recalled in 2011 can likely be attributed to a drop in recall of events such as the Delhi Commonwealth Games and surrounding controversy, flooding in Pakistan and China, and tension between North and South Korea. These events received significant mention in 2010 but were mentioned by few to no New Zealanders in 2011. More information on the significant positive and negative media articles/coverage recalled in 2011 is detailed below.



POTENTIAL POSITIVE INFLUENCES ON NEW ZEALANDERS' VIEWS AND PERCEPTIONS

Consistent with the previous year's results, the most significant potential positive influence on New Zealanders' views and perceptions in 2011 related to Asian cultural events and festivals, including Diwali and the Lantern Festival. More than one in five (22 percent) of those who had seen, heard or read 'mostly positive' media articles/coverage cited cultural events and festivals.

"The moon festival – it was a cultural event where they encourage people to get outside and enjoy the atmosphere, they have big floats like Mardi Gras – a time for their people to spend time with family – their culture – so positive to see people carrying on their traditions." (Male, Māori, 30-34 years old, felt very warm toward people from Asia)

New Zealand's free trade agreement with China and general business relations with China and India featured again in 2011. More New Zealanders also mentioned tourism, news about sports and sporting events, and Asians and education this survey.

Not surprisingly, the powerful images and media reports of the Japan earthquake and tsunami appeared to have had a lasting impact, and to have influenced New Zealanders' views and feelings towards the people of Japan. Fifteen percent of those who recalled any media about Asia and Asia-related issues in the previous three months specifically mentioned either the earthquake or the tsunami.

Interestingly, the Japan earthquake and tsunami received roughly equal mention among those who recalled mainly positive content and those who recalled mainly negative content³. As shown later in this report, despite the negative nature of these events, the earthquake and tsunami appeared to have resulted in New Zealanders feeling warmer toward the people of Japan. Findings from both the survey and qualitative forum suggested that the earthquake and devastation had produced feelings of sympathy and shared empathy given New Zealanders' experience of the Christchurch earthquakes, as well as respect for Japan's resilience in coping with its tragedy.

"I guess the clear link that New Zealand has felt with Japan, there was kind of a shared grief, and willingness to feel linked to them. There's been a lot of talk of trade agreements between them which is a positive thing." (Male, non-NZ European, 35-39 years old, felt warm toward people from Asia)

"The aftermath to the Japanese earthquake – their ability to get on and deal with their issues and look forward." (Female, NZ European, 50-59 years old, felt very warm toward people from Asia)

POTENTIAL NEGATIVE INFLUENCES ON NEW ZEALANDERS' VIEWS AND PERCEPTIONS

Again not unexpectedly, the most prominent negative events that New Zealanders mentioned in 2011 related to natural disasters, with the earthquake and tsunami in Japan receiving significant comment. As described above, respondents' comments suggested that despite the negative nature of these events, they appeared to have resulted in greater feelings of warmth and respect toward the people of Japan.

In New Zealand, other prominent negative issues that New Zealanders recalled were the Chinese interest in the acquisition of the Crafar dairy farms, Asian crime in New Zealand, and racial discrimination against Asian people.

"The purchase of farmland – New Zealand owned – that we as a family do not want to see sold to big corporations and foreign owners." (Female, NZ European, 35-39 years old, felt very cool toward people from Asia)

"It's just an overall impression really. I think it is the way our media portrays Asia. It is a lot to do with natural disasters and too many Asians coming to New Zealand, which I don't agree with but I think the media portrays it like that. TV, newspapers, blogs, all sorts of stuff really." (Female, non-NZ European, 40-49 years old, felt very warm toward people from Asia)

Table 1 displays the issues that 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 was dominant within the media (i.e., some issues may have received only moderate recent coverage, but were recalled because they were of significance to respondents).

3 12 percent who recalled mainly positive content mentioned this and 12 percent who recalled mainly negative content mentioned this; 18 percent who recalled both positive and negative content mentioned this

TABLE 1. Asia-related events, issues or people that New Zealanders had seen, heard or read about in the previous three months.

	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
Base (n=)	(n=755)	(n=205)	(n=84)	(n=461)
Business and economic issues	31	26	19	35
Free trade agreement/business relationship with China/India	12	12	-	14
Financial market/economic issues/currencies	5	6	2	6
Chinese wanting to buy Crafar farms	7	2	12	7
Tourism/Increase in tourism	5	6	-	5
China's economic growth/boom	4	3	-	5
Asians taking over New Zealand jobs/businesses	2	1	2	2
Exporting of milk/dairy to China	1	2	1	1
India's economic growth/boom	1	1	-	2
Fonterra setting up dairy farms/expanding into China	1	1	-	1
Poor-quality products that are made in China	1	-	1	2
Untrustworthy business dealings	1	-	-	2
Developing technology/fashion in Japan/China	1	1	1	1
Natural disasters	24	14	32	27
The earthquake in Japan	8	5	6	11
Natural disasters e.g., flood, earthquake (no further info)	8	2	25	8
Tsunami/Aftermath of tsunami in Japan	8	4	6	9
Nuclear reactor/leaking nuclear reactor	3	2	7	2
Rebuilding/Fast rebuilding of Japan after earthquake/tsunami	1	3	2	1
Responses to disasters	1	*	-	2
Floods in other Asian countries (e.g., India, Sri Lanka)	*	-	-	1
Flood in Pakistan	*	-	-	1
Flood in China	*	-	-	*
Local or national events	8	22	-	4
Cultural events/festivals (e.g., Diwali, Lantern Festival)	8	22	-	4
Chinese garden in Dunedin	*	*	-	-
Conflict or political instability	7	2	9	9
Political problems (non-specific)	3	1	4	3
War/Fighting in Afghanistan/Pakistan	2	*	2	2
Difficulties happening in Burma	2	*	-	2
Terrorist acts/reports (e.g., Indonesia, Philippines)	1	-	4	1
War between North and South Korea/sinking of ship	*	-	-	*
Human rights issues	7	1	12	9
Human rights issues in China or other Asian countries	5	1	4	6
Racial discrimination/Asians being badly treated	2	-	7	2

	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
Crime-related issues or events	5	*	12	4
Crimes in New Zealand involving Asians	3	*	10	3
Milk scandal in China involving Fonterra	1	*	2	1
Drug issues/drug-related crime	1	-	4	*
Smuggled/illegally imported items to New Zealand	*	-	3	*
TV documentaries	3	5	2	2
Documentaries about Asia/Asian culture	2	3	2	2
TV programme – Asia Downunder	1	2	-	*
Miscellaneous negative comments	2	1	*	2
Too many Asians/students moving to New Zealand	1	1	*	2
Asians don't integrate/they keep to themselves	*	1	-	*
Environmental issues	1	-	3	1
Traffic jams/pollution in China	1	-	2	1
Whaling issues in Japan	*	-	1	*
Major international events	*	*	-	-
Commonwealth Games in India/athlete security	*	*	-	-
Miscellaneous	41	45	23	43
Current events/news articles/too many to be specific	8	7	2	10
Miscellaneous sports news	5	10	2	3
Personal encounter (e.g., work, homestay, school)	4	4	3	5
Travel promotions/brochures	3	5	-	2
Cultural development/understanding of Asian cultures	2	2	1	2
Miscellaneous information about business	2	4	-	2
Books/Magazine articles I've read about Asian cultures	2	3	2	1
Miscellaneous news about Asians and education	2	4	-	1
Domestic disasters (e.g., bus crash, mining accident)	2	*	3	2
Student exchanges	1	2	-	1
Growing of middle-class Asian people	1	3	2	*
Poverty (non-specific)	1	*	-	1
John Key's visit to China	*	1	-	1
Teaching Chinese language/Mandarin in schools	*	-	-	*
Other	12	4	12	15
None/Don't know	9	8	4	11
Don't know	8	7	4	9
None/Nothing	1	1	-	2

BASE: Those who had seen, heard or read something about Asia-related events, issues or people in the previous 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 had seen, heard or read something about Asia-related events, issues or people. Percentages printed in green are significantly lower than the average
 * denotes a percentage between 0 percent and .5 percent

THE ASIAN REGION

THE IMPORTANCE OF ASIA TO NEW ZEALAND'S FUTURE

To measure perceptions of the importance of the Asian region to New Zealand's future, we asked respondents to rate the importance of a variety of regions on a scale from 1 (not at all important) to 5 (very important). Figure 2 on the right, shows that the Asian region was seen as second only to Australia in terms of its importance to New Zealand's future, with more than four out of five (83 percent) New Zealanders saying the Asian region was important.⁴ New Zealanders viewed the Asian region as more important than Europe (69 percent), North America (59 percent), the South Pacific (51 percent), South America (31 percent) and Africa (16 percent).

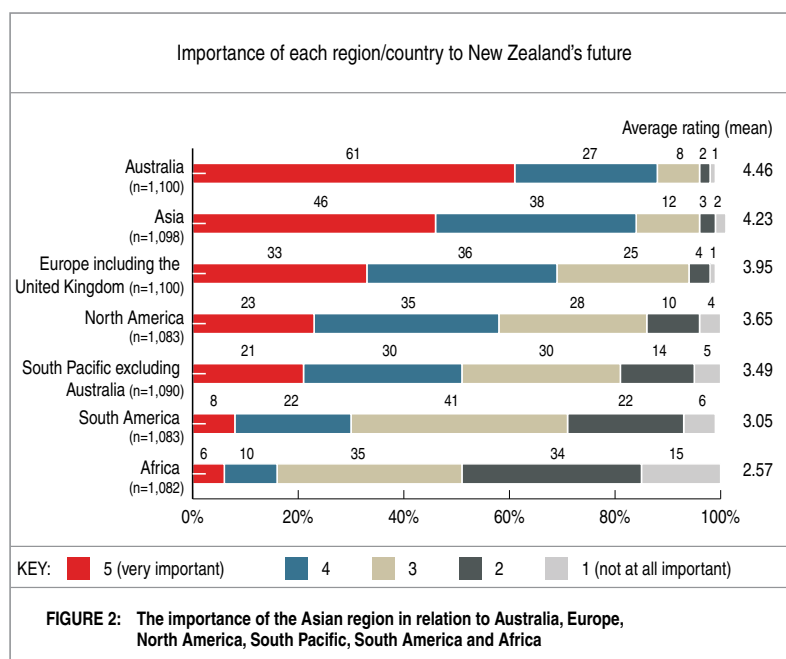
Those more likely than average (46 percent) to say that the Asian region was very important to New Zealand's future were:

- men (51 percent)
- those who felt very warm toward people from Asia (61 percent)
- those on higher household incomes (52 percent of those with an annual household income over \$50,000).

Those less likely than average (46 percent) to say the Asian region was very important to New Zealand's future were:

- women (41 percent)
- those who felt very cool toward Asian people (27 percent)
- those on lower household incomes (34 percent of those with annual household incomes of \$50,000 or less).

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



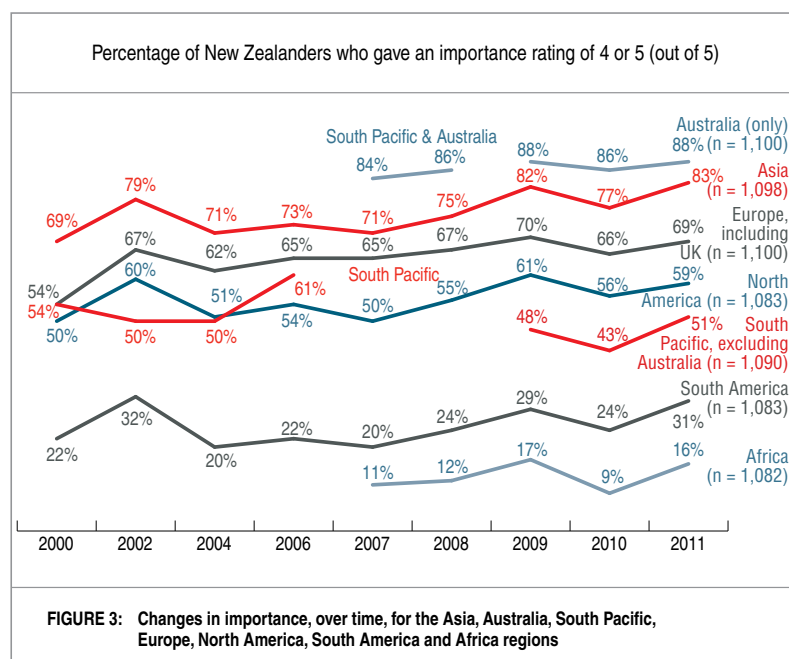
THE IMPORTANCE OF ASIA TO NEW ZEALAND'S FUTURE OVER TIME

Figure 3, opposite, shows 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 to 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 events that served to make New Zealanders more aware of the influence that global issues and foreign economies can have in our country. The 2002 survey followed the terrorist attacks in the United States on September 11, 2001, which resulted in (among other things) increased global tensions, a precarious international marketplace, and heightened security for international as well as domestic travellers. The 2009 survey was carried out following the 2007 to 2009 economic recession.

The 2010 survey was carried out while many New Zealanders were experiencing the flow-on effects of the economic recession. Although New Zealand was technically out of recession by March 2009, the ongoing effects for New Zealanders throughout 2009 and 2010 included rising unemployment, tighter lending criteria, a volatile housing market and low consumer confidence. At this time the importance of other regions, including Asia, declined to levels that were generally similar to those seen in the 2008 survey.

The 2011 results once again showed significant increases in the perceived importance of other regions in the world, including Asia, which was at the highest level since the research began (83 percent). We presented these results to participants in the online qualitative forum and asked them to speculate why the decrease in 2010 and subsequent increase in 2011 had occurred.



THE DECREASE IN IMPORTANCE OF OTHER REGIONS IN THE WORLD AND THE ASIAN REGION IN 2010

Consistent with the reasoning suggested above, participants tended to attribute the 2010 decrease to the flow-on effects of the global economic crisis and New Zealand's economic recession. Comments suggested a general pessimism about the future during this time, and that New Zealanders may have been focusing more on the situation in New Zealand than on what was happening overseas.

"The pessimism just compounds from last year and the year before that. The rest of the world is in financial crisis; it is hard to see how we will emerge unscathed from the fall-out of their problems." (Female, NZ European, 40-49 years old)

"I think that the recession played a major role in the importance people placed on the influence of other countries on New Zealand; times were hard and people felt that their own country was the worst off and didn't really think of how other countries were impacted or how other countries impacted them." (Female, other ethnicity, 25-29 years old)

"Under a recession, people tend to focus more on what is immediately around them, and international trade decreases, which may be why 2010 saw a decrease in these figures." (Female, Asian, 30-34 years old)

"2010 saw the biggest hit from the recession and I think the Kiwis were too busy trying to sort out their problems and worry more about what the recession was doing to countries, such as Australia and European countries, to worry about Asia." (Female, Asian, 20-24 years old)

In addition to covering the global economic crisis and recession, participants' comments suggest that the Christchurch earthquakes and the Pike River mining tragedy may also have shifted New Zealand's focus, in late 2010 and early 2011, from a global to a local one. The potential negative impacts of these particular events on New Zealanders' perceptions of the importance of other regions were not observed in the quantitative survey results, owing mainly to the timing of fieldwork. We believe the perceived importance of other regions may have remained steady during early 2011 (or even declined), prior to increasing from circa April 2011.⁵ The section that follows discusses possible reasons for public perceptions of the importance of other regions increasing from April 2011.

"I think the September earthquake in Christchurch and the Pike River mining disaster made us more focused on New Zealand and how resilient we are in handling our own affairs." (Male, other ethnicity, 50-59 years old)

"People were possibly more concerned with local issues (i.e., Christchurch)." (Male, other ethnicity, 60-69 years old)

There are specific issues relating to Asia that help to explain why perceptions of the importance of Asia decreased in 2010. When asked about this, participants mentioned reasons related primarily to business and trade.

"I think the Crafar farm debacle possibly led us to distrust Asians more for a while." (Male, other ethnicity, 60-69 years old)

"I think people in New Zealand feel threatened by the size of China and having a free trade agreement, which seems to work only one way." (Female, other ethnicity, 60-69 years old)

"The general economic downturn has also made it more difficult for Asians to do business in New Zealand." (Male, NZ European, 50-59 years old)

⁵ The results of the monthly ONE News Colmar Brunton poll during 2011 support this. New Zealanders' economic outlook became increasingly pessimistic from December 2010 to April 2011, and increasingly optimistic from April.

THE INCREASE IN IMPORTANCE OF OTHER REGIONS IN THE WORLD AND THE ASIAN REGION IN 2011

We asked participants to explain why they thought the importance of other regions had increased in 2011. Participants in the qualitative study talked about their hope of a brighter outlook for the country in 2011, and how New Zealand hosting the Rugby World Cup (in late 2011) had been a significant national event that contributed to generating a positive feeling. They explained that the implications of being at the centre of an international event would have been positive for all involved (e.g., raising New Zealand's profile internationally and other countries knowing more about New Zealand).

"I think New Zealanders are more positive this year because of the RWC and our image of being a 'clean, green, safe and friendly destination', therefore attracting tourism." (Female, Māori, 40-49 years old)

"I think events like the RWC give (some) Kiwis a sense of hope, perhaps help further define national identity (and thus security), and help develop a we-can-take-on-the-world type of thinking. Also there's a sense of wanting to engage with other regions to show what we have here." (Male, NZ European, 40-49 years old)

"I also agree that this year we've been more optimistic because of the RWC, especially when it comes to tourism." (Female, Māori, 25-29 years old)

When asked specifically about the increase in the perceived importance of the Asian region, participants mentioned economic and financial links between Asia and New Zealand as the key reason for the growing importance. New Zealand's growth was perceived to be reliant on the situation in the Asian region. Some participants commented on the resilience of Asian economies following the global financial crisis, and that this had benefited New Zealand.

"I think New Zealanders are more positive this year than last year because the only economy that is still okay is the Asian economy. The Asian economy is currently benefiting New Zealand as seen in the number of contracts New Zealand firms have won in Asia." (Female, Asian, 60-69 years old)

"In 2011 the Eurozone started taking a bigger hit with its currency. Asia did not seem to be affected by this, so we felt more comfortable dealing with them." (Female, NZ European, 50-59 years old)

"[New Zealanders] are more aware of who the big players are (i.e., China and India) and how their economies affect us (eg, Fonterra being our biggest money earner and Asia being their biggest customer)." (Female, Māori, 50-59 years old)

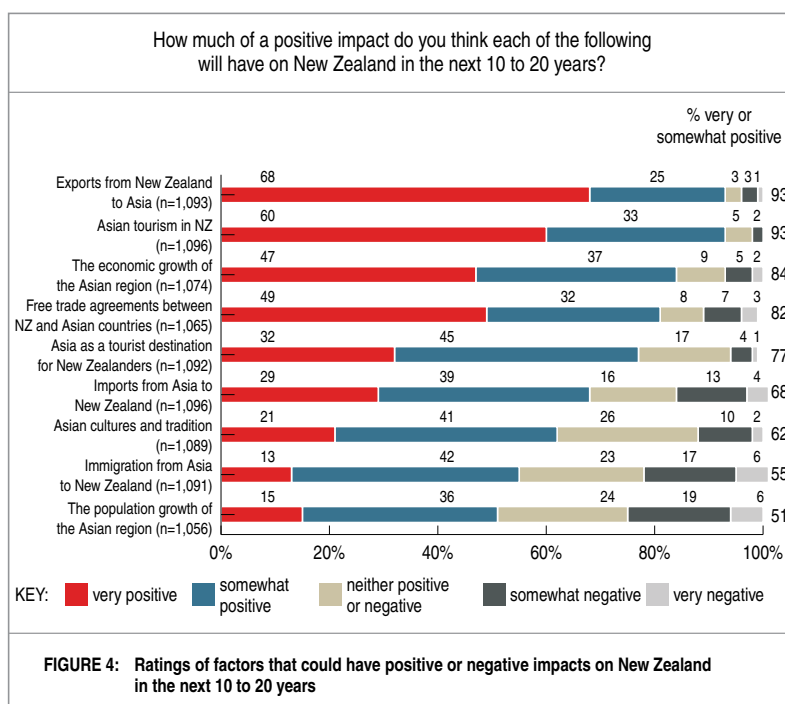
"Asia can't be ignored as being the future economic powerhouse of the world. Asia brings export education, wealth and diversity to New Zealand." (Female, NZ European, 40-49 years old)

BENEFITS OF A RELATIONSHIP WITH ASIA

To understand the value that New Zealanders perceive in a relationship with the Asian region, 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.

Figure 4, opposite, shows that, consistent with previous years, New Zealanders saw the primary benefits in a relationship with the Asian region as economic in nature. More than nine in ten New Zealanders (93 percent) said that exports to Asia, and Asia as an inbound tourist market, will have a positive impact on New Zealand in the long term. Furthermore, more than four in five New Zealanders said that the economic growth of the Asian region (84 percent) and free trade agreements between New Zealand and Asian countries (82 percent) will have a positive impact on New Zealand in the next 10 to 20 years.

Again in 2011, many New Zealanders viewed population issues such as Asian immigration to New Zealand and the population growth of the Asian region less positively. Just over half (55 percent and 51 percent respectively) said that these will have a positive impact on New Zealand's future.



BENEFITS OF A RELATIONSHIP WITH ASIA OVER TIME

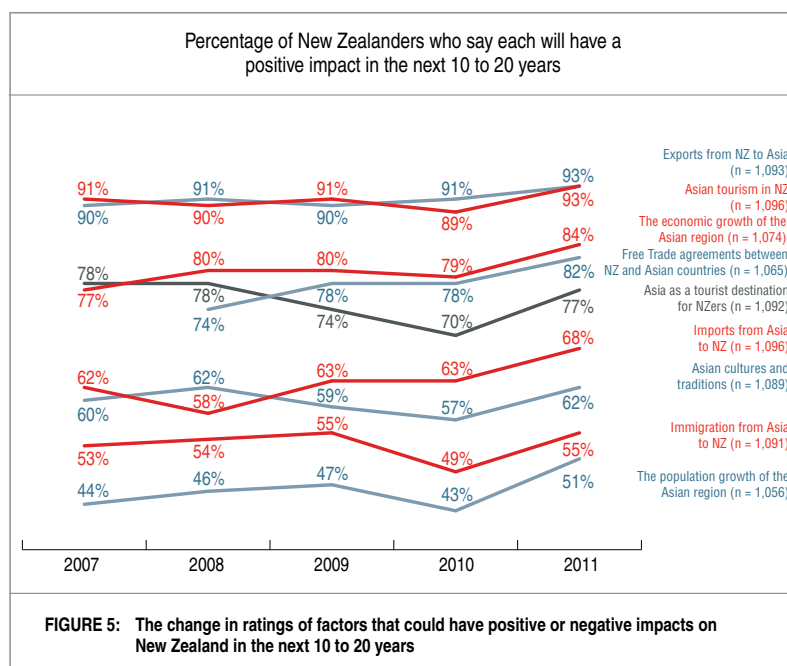
Figure 5, opposite, tracks how New Zealanders' views regarding the benefits of a relationship with the Asian region have changed since 2007. Here we can see trends similar to those seen in Figure 3 (page 15), with changes in views regarding the benefits of a relationship with the Asian region mirroring changes in views of the importance of the Asian region over time.

Following a decrease in 2010, results in 2011 were generally more positive, with greater proportions saying each factor will have a positive impact on New Zealand in the next 10 to 20 years. As elaborated on earlier, participants in the qualitative forum tended to attribute the general decreases seen in 2010 to the flow-on effects of New Zealand's recession and pessimism regarding the outlook for New Zealand's future. Conversely, forum participants suggested that the general increase in positivity during 2011 was due to greater optimism and a brighter outlook for New Zealand in 2011 and beyond. Participants' comments suggested that the Rugby World Cup and the resulting impacts on tourism played an important part in this.

DIVERGING TRENDS FROM 2008 TO 2010

Figure 5 also illustrates some diverging trends from 2008 to 2010.⁶ Most notably, increasing proportions of New Zealanders said that free trade agreements between New Zealand and Asian countries and imports from Asia to New Zealand would have a positive impact, while decreasing proportions of New Zealanders said the same about Asia as a tourist destination and Asian cultures and traditions.

⁶ This 2008 to 2010 period follows the 2007 global financial crisis. It includes five quarters of economic recession in New Zealand (from December 2007 to March 2009) and the period following the recession when many New Zealanders were experiencing the flow-on effects, such as high unemployment, rising food prices and tight lending criteria.



The increases during this period (2008–2011) may have been due partly to media attention given to New Zealand's free trade agreement with China, as well as other trade agreements and negotiations between New Zealand and Asian countries and regions (including the New Zealand – Malaysia Free Trade Agreement, and the ASEAN – Australia – New Zealand Free Trade Agreement), and the importance placed on these agreements by New Zealanders. Although we did not measure awareness of Asia-related media prior to 2010, survey results from 2010 and 2011 showed that New Zealanders most commonly recalled Asia-related media concerning business and economic issues.

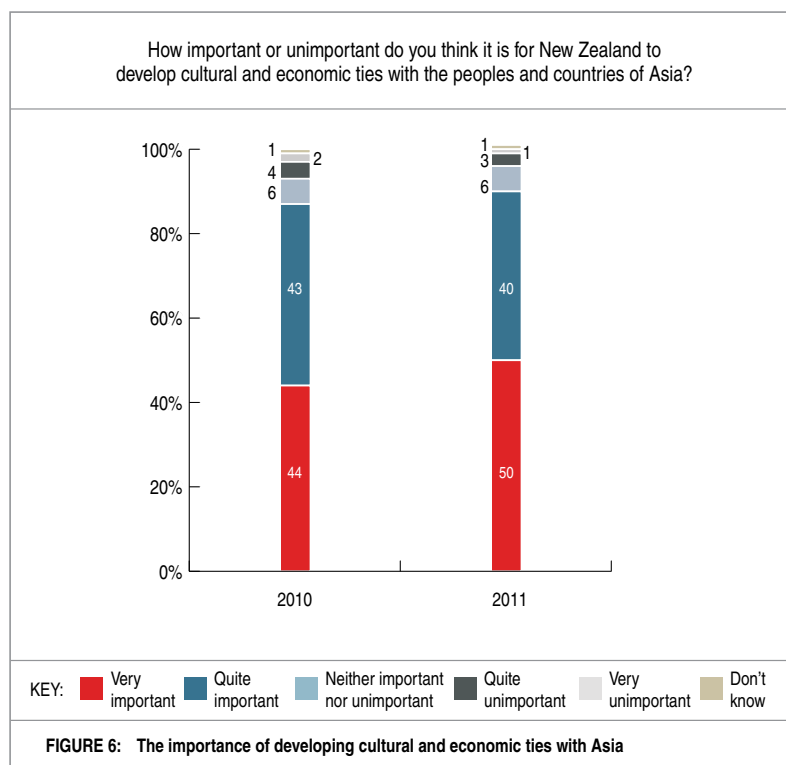
Discussions that took place during the online forum (also discussed in the previous section) provided some insight into the decreases observed from 2008 to 2010. Participants suggested that New Zealanders may have been more focused on their immediate situation and getting through the economic downturn during this period, rather than on travel and cultural experiences. Other reasons for the decline in the perceived benefits of tourism to Asia could have included media reports of political instabilities in Thailand, which is a common holiday destination for New Zealanders, and natural disasters in Asia during this period. Examples of natural disasters in Asia during this period included the Sichuan earthquake in China (May 2008), flooding in China (June 2008), a typhoon in Taiwan (August 2009), a ferry sinking off the coast of Bali (August 2009), the Indonesia earthquakes (September 2009) and floods in Indonesia and the Philippines (September 2009).

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, people, cultures and languages of Asia. Asia:NZ has put in place a variety of initiatives and programmes to do this, with programmes targeting 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 and research and travel grants.

We asked New Zealanders about the importance of developing cultural and economic ties with Asia. Figure 6, opposite, shows that, similar to in 2010, the vast majority of New Zealanders (89 percent) believed it was important that New Zealand develop cultural and economic ties with the people and countries of Asia.

Furthermore, in 2011 a significantly higher proportion said this was very important (50 percent, compared with 44 percent in 2010). These results are consistent with the earlier finding that more New Zealanders viewed the Asian region as important to New Zealand's future in 2011.



Those more likely than average (50 percent) to say it was very important for New Zealand to develop close ties with Asia included:

- those aged 40 to 59 years (57 percent)
- those with higher household incomes (58 percent of those who earned over \$70,000)
- those who felt very warm toward people from Asia (63 percent)
- those who saw Asia as very important to New Zealand's future (71 percent)
- those who said conflicts, threats or instabilities in Asia could have a significant impact on New Zealand (56 percent)
- those who had recently seen, heard or read mostly positive representations of Asia by the media (61 percent).

Those less likely than average (50 percent) to say that it was very important for New Zealand to develop close ties with Asia included:

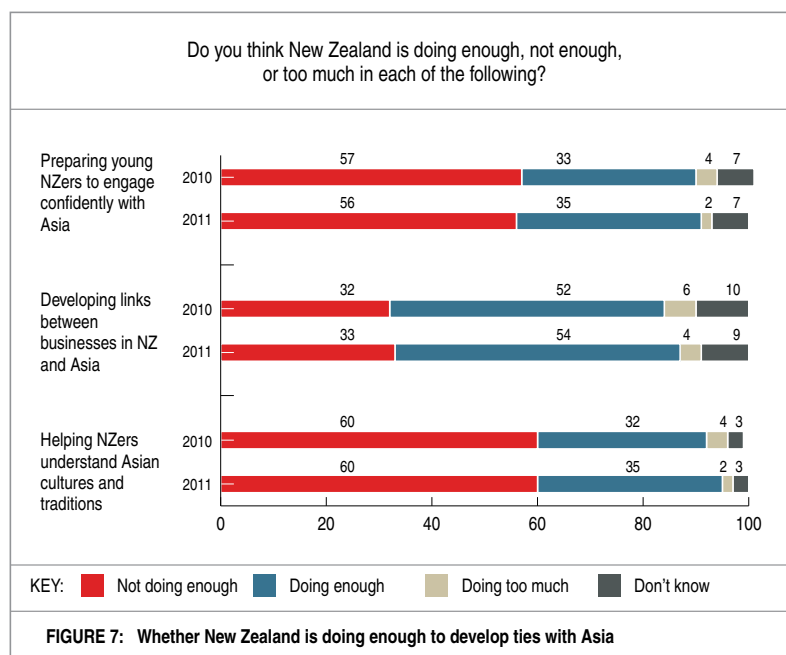
- those who felt very cool toward people from Asia (35 percent)
- those on lower household incomes (42 percent of those who earned \$30,000 or less)
- those who had recently seen, heard or read mostly negative representations of Asia by the media (33 percent).

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

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

Figure 7, opposite, shows that, consistent with the 2010 findings, over half of New Zealanders believed that New Zealand was not doing enough in preparing young people to engage confidently with Asia and in helping New Zealanders to understand Asian cultures and traditions (56 percent and 60 percent respectively). When considered alongside the results discussed earlier, these results suggest that a large proportion of New Zealanders recognise the importance of improving our knowledge and understanding in these areas, as well as the need to equip young people adequately to engage effectively with Asia.

New Zealanders were more positive when it came to their views about whether New Zealand was doing enough to develop links between businesses in New Zealand and Asia. Over half of New Zealanders (54 percent) agreed that New Zealand was doing enough in this area. This is perhaps not surprising given the prominence of business and economic issues in New Zealanders' recall of media, as well as the trade agreements and ongoing negotiations between New Zealand and other Asian countries and regions in recent years (for example, the New Zealand – Hong Kong, China Closer Economic Partnership, the New Zealand – Malaysia Free Trade Agreement, and the ASEAN – Australia – New Zealand Free Trade Agreement).



THE IMPACT OF CONFLICTS, THREATS AND INSTABILITIES IN ASIA

We asked New Zealanders how much of an impact they thought conflicts, threats and instabilities in Asia could have on New Zealand. Figure 8, opposite, shows that, similar to 2010, most New Zealanders (82 percent) believed that conflicts, threats and instabilities in Asia could have at least 'some impact' on New Zealand. However, significantly fewer this survey said that conflicts, threats and instabilities could have a 'significant impact' on New Zealand (26 percent in 2011, compared with 31 percent in 2010).

Responses to this question have the potential to change considerably from year to year along with changes in media coverage of conflicts, threats and instabilities in Asia. Media recall of conflicts and political instabilities was lower in 2011 (7 percent of New Zealanders recalled seeing media coverage about conflicts and political instabilities in 2011 [see Table 1, page 12], while the equivalent figure in 2010 was 12 percent), which helps to explain the significant decrease shown below. There was also less specific mention of events in 2011; 2 percent or less of respondents mentioned the conflict in Afghanistan, difficulties in Burma and conflict between North and South Korea.

Those more likely than average (26 percent) to say that conflicts, threats and instabilities could have a significant impact on New Zealand included:

- older New Zealanders, over 60 years of age (35 percent).

Those less likely than average (26 percent) to say that conflicts, threats and instabilities could have a significant impact on New Zealand included:

- those aged between 20 and 29 (15 percent).

How much of an impact do you think conflicts, threats, or instabilities in Asia could have on New Zealand?

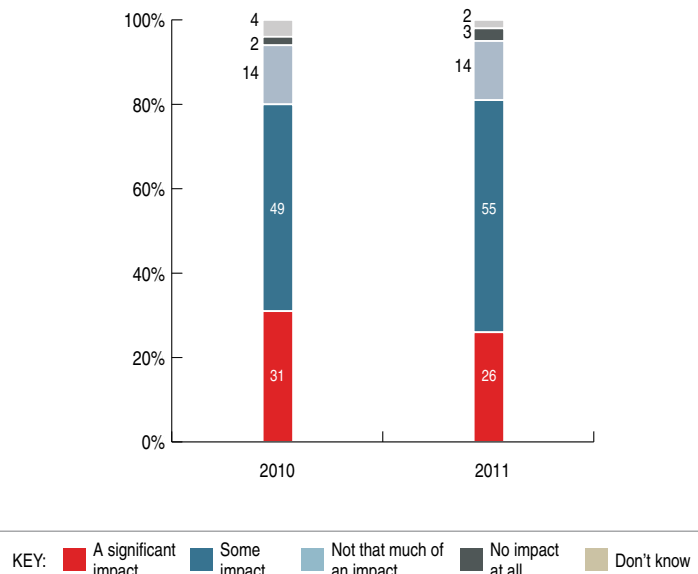


FIGURE 8: Perceived impact that conflicts, threats or instabilities in Asia could have on New Zealand

KNOWLEDGE OF ASIA

THE CONCEPT OF ASIA TO NEW ZEALANDERS

As the Asian region includes a range of countries, cultures and people, we sought to clarify New Zealanders' conceptions of Asia during the initial stage of the survey. To do this, we asked New Zealanders to tell us which countries came to mind when they thought about Asia. Consistent with results from previous years, Figure 9 illustrates that when New Zealanders thought about Asia, they tended to think initially about China or Japan (54 percent of New Zealanders mentioned China first and 18 percent mentioned Japan first). This was followed by India (8 percent), Thailand (4 percent) and Malaysia (2 percent).

Those more likely than average (72 percent) to mention a country other than China, Japan, India or Thailand included:

- those over 40 years of age (78 percent)
- those who had frequent contact with people from Asia (78 percent)
- those who said the Asian region was very important to New Zealand's future (77 percent)
- Wellington residents (82 percent)
- those with household incomes over \$100,000 (81 percent).

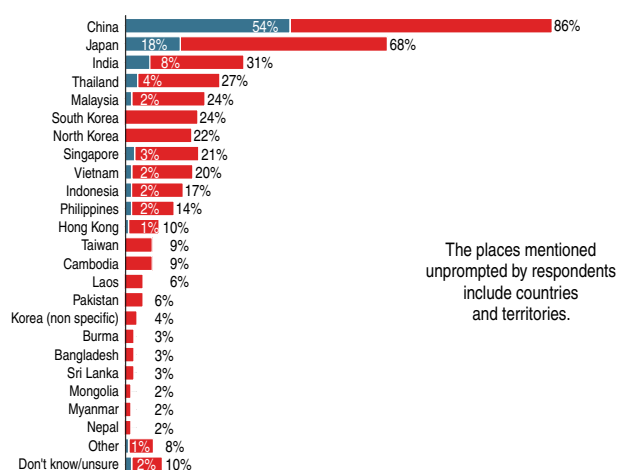
The following places were mentioned by significantly more New Zealanders in 2011:

- Japan (68 percent, cf. 64 percent in 2010, significant at the 90 percent confidence level)
- Korea (non-specific) (4 percent, cf. 1 percent in 2010)
- Bangladesh (3 percent, cf. 2 percent in 2010).

The following places were mentioned by significantly fewer New Zealanders in 2011:

- Thailand (27 percent, cf. 35 percent in 2010)
- South Korea (24 percent, cf. 28 percent in 2010)
- Mongolia (2 percent, cf. 4 percent in 2010)
- Bali (0 percent, cf. 1 percent in 2010).

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



The places mentioned unprompted by respondents include countries and territories.

KEY: ■ Total mentioned ■ First mentioned

FIGURE 9: Countries and territories that come to mind when New Zealanders think about Asia

IS NEW ZEALAND PART OF ASIA?

In 2011, for the first time, we asked New Zealanders whether they viewed New Zealand as part of Asia.⁷ The majority (77 percent) of New Zealanders did not see New Zealand as part of Asia, while just over one in five (22 percent) did see New Zealand as part of Asia.

Those more likely than average (22 percent) to say that they saw New Zealand as part of Asia included:

- those who felt very warm toward people from Asia (28 percent)
- those who had frequent contact with people from Asia (28 percent)
- those who saw Asia as very important to New Zealand's future (27 percent).

In the online qualitative forum we asked participants to discuss why New Zealanders did and did not see New Zealand as part of Asia.

Irrespective of their opinions on this, participants shared a lot of common ground when it came to their views of New Zealand and Asia. Although a few participants clearly stated a definitive position on New Zealand being part of Asia, many participants were more ambivalent. These participants tended to feel that whether New Zealand was part of Asia depended on the parameters being considered (e.g., geography, economy and culture). The continuum shown in Figure 10, opposite, summarises the factors that participants took into account when considering their answers to the question. The factors mentioned on the continuum need to be viewed in combination (not in isolation from each other). Participants' positions could be fluid along the continuum, and not 'static' and clear-cut.

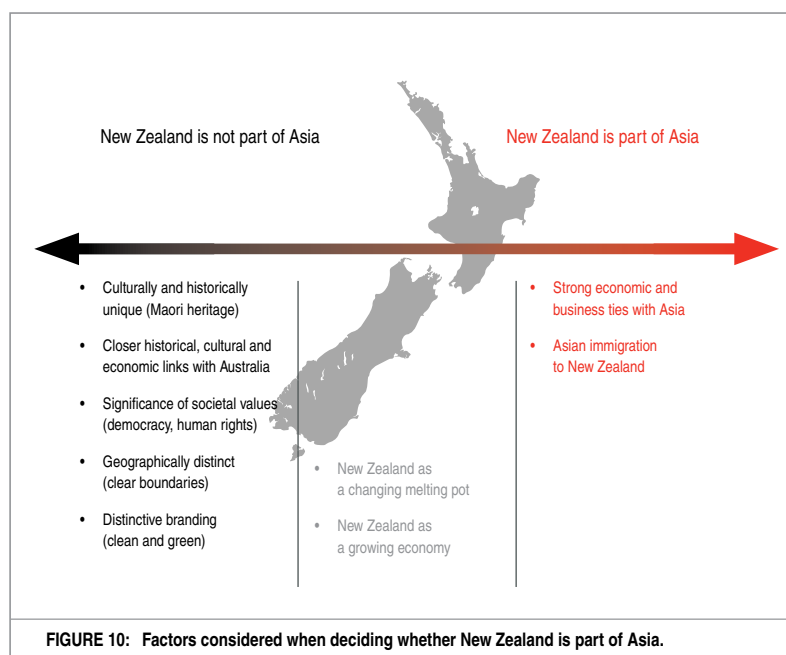


FIGURE 10: Factors considered when deciding whether New Zealand is part of Asia.

⁷ This question was inspired by a question asked in a survey of Canadians by the Asia Pacific Foundation of Canada. The question was revised for use within this survey, so the results are not directly comparable.

WHY NEW ZEALAND IS PART OF ASIA

For some forum participants, it was clear that New Zealand was an integral part of Asia, given the ever-increasing and tight economic links that have developed over the years. The following examples show how New Zealand's economy is intertwined with that of the Asian region: New Zealanders set up businesses in Asia or move their businesses there; Asian workers and students come to New Zealand for employment and education; and New Zealand has signed some free trade agreements with some Asian countries. For these participants, it was undeniable that New Zealand's economic future was linked to that of the Asian region.

"I think our main benefit of being grouped with Asia is economic (eg, free trade agreement, tourism and immigration)."

(Female, Māori, 25-29 years old)

"New Zealand's relationship with Asia has changed with the off-shoring of manufacturing jobs and the introduction of the China free trade deal."

(Male, NZ European, 50-59 years old)

"The main benefit of considering New Zealand a part of Asia is for trade, but the way in which we do business here is fairer and more transparent, and I would not like to see those things changed for the sake of being part of Asia." *(Female, other ethnicity, 40-49 years old)*

In addition to discussing the economic ties between New Zealand and Asia, some participants discussed the topic of immigration. They understood that, for various reasons, Asian people migrate to New Zealand and settle here to live. They become part of New Zealand society, and as such strengthen the country's connections with the Asian region.

"We are part of Asia because of the increasing number of people here who have family in India, China, Hong Kong, Japan and the increasing flow of (especially) young people between the countries."

(Male, other ethnicity, 60-69 years old)

"The benefits of having New Zealand as part of Asia are the cultural side of things. Trying new foods, celebrating different events, like Chinese New Year and Diwali, help to make us not so boring and bland."

(Male, other ethnicity, 50-59 years old)

WHY NEW ZEALAND IS NOT PART OF ASIA

For many participants, New Zealand was not part of Asia. They explained that the New Zealand culture was unique, and that due to the country's history (e.g., European settlers and Māori as tangata whenua) New Zealand was set apart from other countries in the wider region. New Zealand was a bicultural country with Western cultural ties, and as such was closer to Australia and the Pacific for some participants, not only culturally but also geographically.

"I don't think New Zealand is a part of Asia at all. We are our own country, with our own beliefs, culture and way of life. We can't attach ourselves with another country, as it would destroy our uniqueness."

(Female, Māori, 30-34 years old)

"New Zealand lifestyle and culture is more aligned with United Kingdom and former British colonies, thus influencing the lifestyle and values and behaviours of New Zealanders." *(Female, other ethnicity, 40-49 years old)*

"I happen to like the identity we have and don't want to see it subsumed."

(Male, NZ European, 40-49 years old)

"New Zealand is the main centre of the Pacific region. It has a great deal of pride as a Pacific nation and is thus not part of Asia."

(Male, NZ European, 40-49 years old)

In addition to saying that New Zealand was culturally and historically unique, these participants explained that New Zealand upheld important values about respecting people's rights and freedoms. They also talked about the values of egalitarianism and justice being present in New Zealand society. According to some participants, the democratic process in New Zealand helps to enforce these values – they noted that these values may not be acknowledged or enforced in many Asian countries (without specifying which Asian countries).

"New Zealand and Australia have a better record in human rights, democracy and egalitarianism." *(Female, other ethnicity, 40-49 years old)*

"Culturally we speak English, so we traditionally align with other English speaking countries. Our form of government and judicial system is from the British Commonwealth. So, we will always share these common values." *(Male, NZ European, 50-59 years old)*

Another key aspect of viewing New Zealand separately from Asia is the existence of the Pacific Ocean and the Tasman Sea, which provide an boundary between New Zealand and other countries. New Zealand is geographically on its own, its closest neighbour is hundreds of kilometres away. This physical barrier made it even more difficult for participants to consider they were part of Asia.

*"I think that we are separate in the geographical sense."
(Female, NZ European, 60-69 years old)*

*"We are separated obviously by distance, which goes some ways to explaining the need/want to maintain a distinct New Zealand flavour (by some people)."
(Male, NZ European, 40-49 years old)*

*"New Zealand is in the lower South Pacific, and its nearest relative is Australia. The distance from Asia is so great there is no way New Zealand could be considered part of Asia."
(Male, NZ European, 50-59 years old)*

For a few participants, the branding of New Zealand as a 'clean and green' country made it stand out from other countries. This branding was perceived by these participants to emphasise what New Zealanders value, and was perceived to make us unique from other countries, including Asian countries.

*"Clean, green, safe, beautiful are all words we use to describe New Zealand."
(Female, Māori, 30-34 years old)*

*"The New Zealand brand is very popular at the moment, and its brand strength seems to be growing year on year. In a sense, we rely on this unique branding to be noticed. Being considered separate from Asia allows this uniqueness to shine more strongly."
(Female, Māori, 25-29 years old)*

*"New Zealand is a nuke-free country. That makes New Zealand unique and pretty cool."
(Female, Asian, 35-39 years old)*

Participants who did not see New Zealand as part of Asia instead considered New Zealand to be part of Australasia or the Pacific region.⁸ Islands, and surrounding water, appeared to be viewed as a defining feature of the region. Surrounding water was seen to both physically separate and help to identify countries in our region.

*"New Zealand's history has always defined it as being largely influenced by its Pacific position."
(Female, NZ European, 40-49 years old)*

*"Geographically and culturally, New Zealand and Australia are linked (Australasia)."
(Male, other ethnicity, 40-49 years old)*

*"New Zealand has always been identified as a Pacific island part of Oceania."
(Female, NZ European, 40-49 years old)*

*"New Zealand is part of the Australian/Polynesian regions, as inherently they are more related to them in the above stated four aspects [culturally, politically, economically and socially]."
(Female, Asian, 20-24 years old)*

*"We are part of the Pacific group, which includes Australia and the Pacific islands, simply because they are our closest neighbours and we have very strong links politically and historically with the Pacific islands and Australia."
(Female, NZ European, 40-49 years old)*

GRADUAL PROCESS OF CHANGE

Between these two positions (i.e., New Zealand is not part of Asia and New Zealand is part of Asia) other more 'fluid' positions existed. Many participants were less categorical in their opinions and recognised that New Zealand may be part of Asia depending on the parameters being considered. These participants tended to take into account the many facets of the topic and consider it from a variety of angles. For many participants, the answer to the question 'Is New Zealand part of Asia?' was not straightforward.

*"Certainly now as we see more Asian faces in New Zealand, and our trade has increased dramatically with Asia in recent years, this has brought us much closer to Asia than our more traditional trading partners like Britain, Europe and the USA."
(Male, NZ European, 50-59 years old)*

*"New Zealand is a multicultural society, and as such we should embrace it rather than try to be the South Pacific bastion of Great Britain, which is so 'old hat' and just doesn't fit into what our society is now."
(Male, other ethnicity, 50-59 years old)*

*"The bicultural view of New Zealand is starting to be multicultural, which is great!"
(Female, Asian, 35-39 years old)*

⁸ Some participants mentioned a few variations of the two terms: Pacific Islands and Australasia; Oceania; Asia Pacific and Pacific Group.

BENEFITS AND DISADVANTAGES OF NEW ZEALAND'S POSITIONING ON THE CONTINUUM

Whether participants saw New Zealand as part of Asia or not, they were able to think about what it meant for New Zealand. In some cases, the benefits of one view (e.g., New Zealand is part of Asia) became the disadvantages of the other view (and vice versa).

Below is a summary table of the benefits and disadvantages that participants mentioned through the forum.

TABLE 2. Benefits and disadvantages that participants mentioned through the forum.

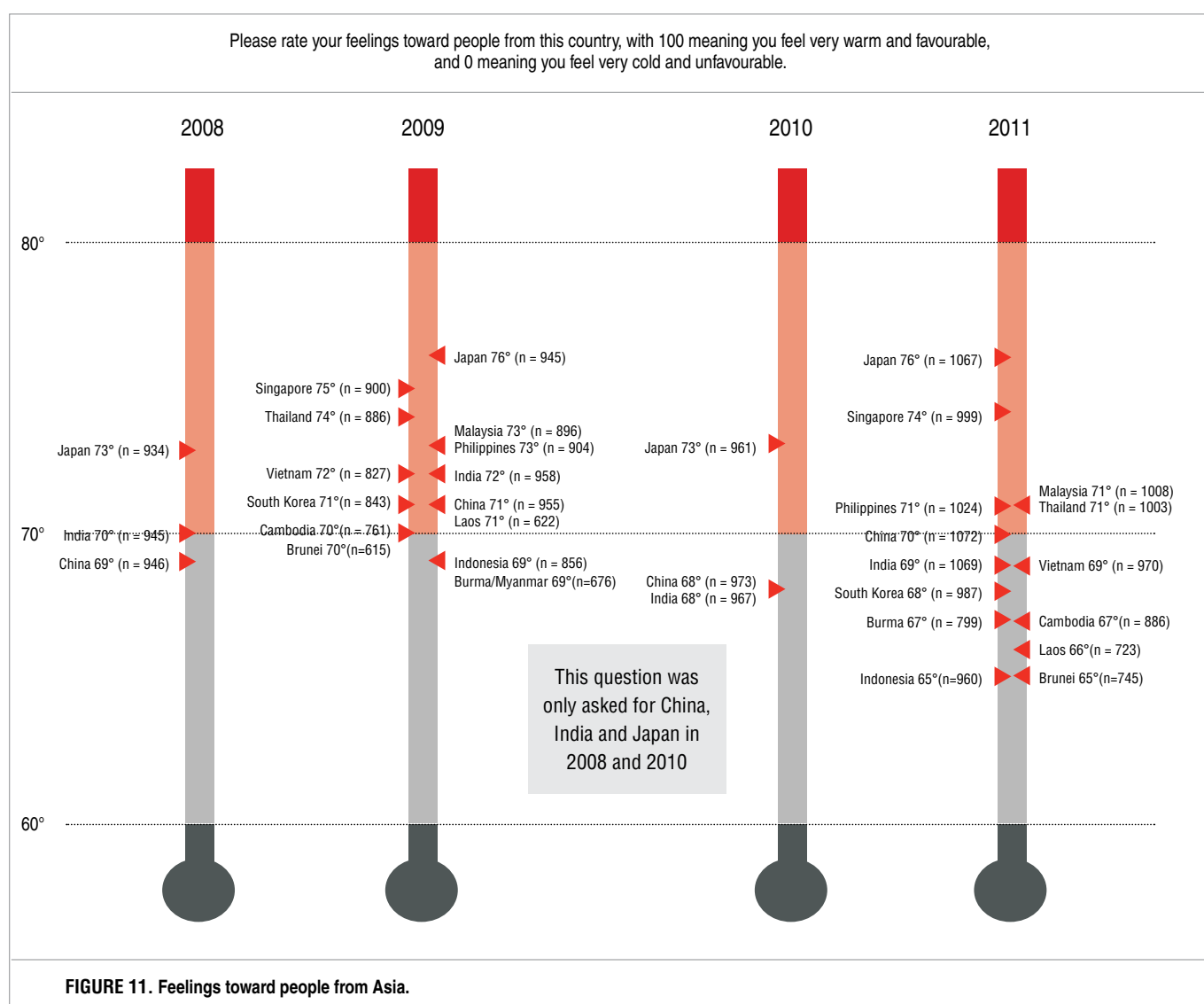
	BENEFITS	DISADVANTAGES
New Zealand is part of Asia	<ul style="list-style-type: none"> Increased knowledge of Asian cultures and exchanges Strong economic and business links Access to more trading partners Recognition of New Zealand's importance within Asia 	<ul style="list-style-type: none"> Loss of identity and 'Kiwiana' New Zealand "suppressed", "swallowed up and overrun", and under control of the Asian region New Zealand potentially entangled in local conflicts
New Zealand is not part of Asia	<ul style="list-style-type: none"> Preservation of our unique culture and identity Promote our country's branding Business and trade happen nonetheless with Asia Autonomy, preservation of own political voice 	<ul style="list-style-type: none"> Perception that New Zealand does not want to acknowledge its ties with Asia New Zealand dismissed by more powerful Asian countries (e.g., trade) New Zealand = small market that can suffer from change in trading patterns/partners Limiting New Zealand's opportunities in the "global village"

PERCEPTIONS OF ASIAN PEOPLE

FEELINGS OF WARMTH TOWARD PEOPLE FROM ASIAN COUNTRIES

To provide an overall sense of New Zealanders' perceptions of people from Asia, respondents were asked to rate their feelings toward people from a number of countries in the Asian region. A scale from 0 to 100 was used, with 100 meaning they felt 'very warm and favourable' and 0 meaning they felt 'very cold and unfavourable'.⁹ The numbers in Figure 11, below, represent the average warmth score for people from each country.

Figure 11 shows that feelings of warmth toward people from each country remained relatively stable between 2010 and 2011, although feelings of warmth toward people from Japan increased significantly this wave (the 2011 average warmth rating was 76, up from 73 in 2010, and in line with the 2009 score).



⁹ This is an adapted version of the Feeling Towards Other Countries Scale used by Hanson (2009).

COMPARISON WITH AUSTRALIA

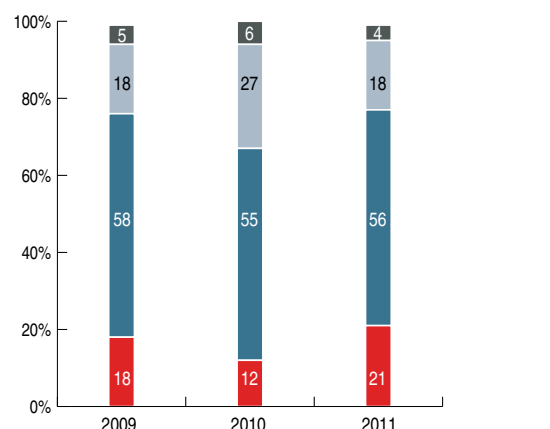
A very similar question was asked of Australians, in an Australian survey.¹⁰ When we compare our results with those from the Australian survey, New Zealanders appear to express greater feelings of warmth toward people from Asian countries, where the same countries are measured. These differences are listed below:

- China – New Zealanders' warmth rating is 70, compared with Australians' warmth rating of 54
- Japan – New Zealanders' warmth rating is 76, compared with Australians' warmth rating of 64
- India – New Zealanders' warmth rating is 69, compared with Australians' warmth rating of 55
- Singapore – New Zealanders' warmth rating is 74, compared with Australians' warmth rating of 69
- Malaysia – New Zealanders' warmth rating is 71, compared with Australians' warmth rating of 60
- Indonesia – New Zealanders' warmth rating is 65, compared with Australians' warmth rating of 54
- Vietnam – New Zealanders' warmth rating is 69, compared with Australians' warmth rating of 61.

Australians' cooler feelings may be due to Australian media and political attention on issues such as immigration, asylum seekers, foreign investment and the success of Asian economies, which may have served to increase public perceptions of economic threats from Asia and Asian immigration. There is some evidence of this in the Australian survey with regard to Australians' attitudes concerning foreign policy and Australians' attitudes toward China in particular. Australians' top-ranked foreign policy goal in 2010 was 'protecting the jobs of Australian workers' (79 percent said this was important), with the second-most important goal being 'strengthening the Australian economy' (74 percent said this was important). The Australian research suggests that there may be some wariness around China's growth, with 69 percent of Australians believing that China's aim was to dominate Asia, and 55 percent agreeing that Australia should join forces with other countries to

¹⁰ See Hanson, F. (2010). *Australia and the world: Public opinion and foreign policy*. Lowy Institute for International Policy.

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?



KEY: ■ Feel warmer ■ Feel about the same ■ Feel less warm ■ Don't know

FIGURE 12: Perceived changes in New Zealanders' warmth toward Asian people compared with 12 months ago

limit China's influence. Just 35 percent agreed that Australia's interests would not be harmed if China gained more power and influence. An increasing number of Australians also said that the Australian government was allowing too much investment from China (57 percent in 2010, up from 50 percent in 2009).

CHANGES IN PERCEPTIONS OF NEW ZEALANDERS' FEELINGS TOWARD PEOPLE FROM ASIA, COMPARED WITH 12 MONTHS AGO

We asked those surveyed whether they thought that New Zealanders generally felt warmer toward people from Asia, less warm, or about the same compared with 12 months earlier. Figure 12, above, shows that a higher proportion of those surveyed this wave believed that New Zealanders felt warmer toward people from Asia (21 percent, cf. 12 percent in 2010). Fewer people this wave believed that New Zealanders felt less warm (18 percent, cf. 27 percent in 2010), while just over half (56 percent) said that they thought New Zealanders felt about the same (no significant change since 2010).

REASONS FOR NEW ZEALANDERS FEELING WARMER

Table 3, opposite, gives the reasons for respondents believing that New Zealanders felt warmer toward people from Asia compared with 12 months earlier. Here we can see similar themes to those of previous years, with 48 percent of those who believed that New Zealanders felt warmer mentioning comments relating to New Zealanders becoming more tolerant and culturally aware (such as having more contact with Asians, being more accepting, and having a greater understanding of Asian people and other cultures). Another key theme was recognising the contribution of Asian people to our society, with 33 percent of people making comments to this effect (these included comments such as *they are good citizens, hardworking, good for the economy, and they contribute to our society*).

The impact of recent events was also evident in people's responses. Seventeen percent of those who said that New Zealanders felt warmer believed that this was because New Zealanders felt more sympathetic or empathetic towards people from Asia because of natural disasters that had occurred in the region. This was likely due in large part to the earthquake in Japan and it is clear from the earlier results on media recall that this event was still top of mind for many New Zealanders. The help received from countries such as China and Japan during the Christchurch earthquakes had also had an impact, with 5 percent mentioning this as a reason for feeling warmer.

As the research took place during the Rugby World Cup, this was also likely to have been fairly dominant in people's minds. As earlier qualitative findings suggest, this event is likely to have contributed to an increased positive outlook for the country and inspired feelings of warmth, unity and friendship. Five percent of respondents gave this as a reason for increased feelings of warmth.

TABLE 3. Reasons for New Zealanders feeling warmer compared with 12 months ago.

	PERCENT
More contact with them/more of them around	22
More empathy/sympathy because of the natural disasters they've had	17
We are more accepting of other cultures/more positive toward other cultures (not Asian specific)	12
They are good citizens/polite/friendly/pleasant	11
They are integrating/assimilating into society more	10
We are more accepting of Asian people/more positive toward Asian people	10
We have a better understanding of Asian people/understanding of their culture	8
Contributing to our society/appreciate what they bring	8
We need their money/good for the economy	6
Free trade agreement/more trading with them	5
Assistance received from them throughout the Christchurch earthquakes	5
Rugby World Cup has helped everyone come together	5
They are hardworking/have a strong work ethic	4
Nice food/restaurants	3
Media coverage – positive comments	2
No reason to think otherwise/have not heard any bad press	2
Other	6
Don't know	3

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

BASE: Those who think New Zealanders feel warmer compared with 12 months ago (n=224)

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:

"I just think that with all that's gone on in the world, in relation to the tragedies, like the tsunami, things like that. I think people have seen how humble they are. They are probably becoming more tolerant of their views. I think children are more accepting of different nationalities because there are more Asians in schools and I think they have a better understanding of different cultures. I don't know whether there is more interaction with communities and how they mix, I don't think they do, I think they stay in their own cultures and communities. That's why I feel that children have a better tolerance and understanding."

(Female, NZ Māori, 60-69 years old, living in Auckland)

"I think it's just that people are more used to accepting people from different countries – different immigrants – and their different cultures. You've got to learn to accept them; you can't just live in your own little world. Different ones that I've met I've found to be very nice that I've come in contact with. I've been to Thailand five times and the people there are absolutely lovely."

(Female, NZ European, over 70 years old, living in Christchurch)

"Because of the Japanese earthquake, because people know what everyone is going through. Because of the earthquake in Christchurch, where other nations, e.g., Japan came to help us."

(Female, NZ European, 18-19 years old, living in Dunedin)

"Because day by day and week by week people have more contact, whether it's through business, shopping malls, or social occasions, and there's a growing realisation that people are no different than anybody else, they may have difficulty with language – I can sort of think of circumstances where people have started off with a prejudice but when they get to meet or socialise at family gatherings those sort of issues melt away."

(Male, NZ European, 50-59 years old, living in Hamilton)

"I think they can see that China helps them in the economy. I see a lot more mixed relationships. I don't hear a lot of negative publicity in the papers with the media, the internet that sort of thing."

(Male, non-NZ European, 50-59 years old, living in Wellington)

"There seems to be a lot of empathy for Japan and the Japanese earthquake. And because of the students who died in the Christchurch earthquake. There is more interest in China and less anxiety about Asia."

(Female, NZ European, 50-59 years old, living in a provincial city)

"There is a major impact from the earthquake in Christchurch. There was a lot of support from Asian people. And the Rugby World Cup, there are many tourists from Japan and many Asian countries support the All Blacks."

(Male, Asian, 20-24 years old, living in Auckland)

"Because we are very reliant on our Asian trading partners and because we can identify with people in Asia who have had natural disasters."

(Female, NZ European, 30-34 years old, living in a provincial city)

"I think it is just awareness from things on the news and things like that. I think people are more open to learning especially with the World Cup going on."

(Male, NZ European, 35-39 years old, living in Auckland)

REASONS FOR NEW ZEALANDERS FEELING LESS WARM

Reasons for New Zealanders feeling less warm are shown in Table 4 below. The most common reasons related to perceptions that there were too many Asian immigrants coming to New Zealand, competition for jobs, and negative comments heard through the media. Some also said that a lack of integration by Asians into society and the Chinese interest in the Crafar farms were reasons for feeling less warm.

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

	PERCENT
Too many Asian immigrants/they are taking over our country	30
I hear racial/negative comments from people/media	23
They are taking jobs/competition in employment	17
They stick to their own/don't integrate/don't adopt New Zealand way of life	12
Mentions of Chinese wanting to buy Crafar farm/farmlands	8
Losing our New Zealand culture	6
They choose not to speak English/lack of English	5
A lot of Asian crime/violence	5
They come here with money/buying up property/flaunting their money	4
They are quite arrogant people	3
The economic pressure they bring to New Zealand	3
Too many shops owned by Asians	3
Too many goods that are made in China	2
New Zealanders feel threatened by newcomers	2
The global situation/recession/state of the world affairs has changed/influenced my attitude	2
They don't abide by our rules/laws	2
Negative events that have occurred in the past	2
They are not very good drivers	2
Other	17

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

BASE: Those who think New Zealanders feel less warm compared with 12 months ago (n=206)

Comments from respondents

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

"It's not me, but a general feeling that some Asian people are quite insular, and I would say also there has been some negative press around Chinese companies trying to buy New Zealand farms." (Male, NZ European, 40-49 years old, living in Auckland)

"I think people on the whole feel they are – the language barrier, the culture barrier – they feel people are not mixing with our New Zealand way. I think people feel they are taking money out of the community – buying businesses and keeping them for two years and flipping them on to another Asian. Maybe crime might be something that people don't like, you know the Asian crime gangs."

(Female, NZ European, aged 50-59 years old, living in a provincial city)

"The threat that they see from them on the workforce. Because New Zealand is very narrow-minded regarding the influx of Asian people, they use economic reasons, such as they take my job or they don't speak English well or they don't integrate as well and they use comments like they are not educated, and I find all of those comments very narrow-minded." (Male, non-NZ European, 40-49 years old, living in Auckland)

"The government is very keen on free trade agreements and doing business with them but I think there is a lack of trust from the general population towards their business ethics perhaps – the physical size of India and China and their up-and-coming economies. So I think it's particularly those two which would have a slightly more negative feeling. But for all the other Asian countries I don't think it would be any different."

(Male, NZ European, 40-49 years old, living in a town or rural area)

"Just general comments I hear, what I observe. I work in a hospital and see a little bit of prejudice from the public. That's probably why I think that, we get a lot of elderly coming through as patients, and well we've got a lot of Indian staff, you feel a lot of prejudice against them, which is a bit of a shame because they are brilliant nurses. I listen to a lot of talkback on the radio; you hear it through that avenue as well."

(Female, NZ European, 50-59 years old, living in a provincial city)

"Probably more disgruntlement in regards to jobs, poor communication skills on the part of Asians. Tend to be a bit frustrated, a bit hard to understand."

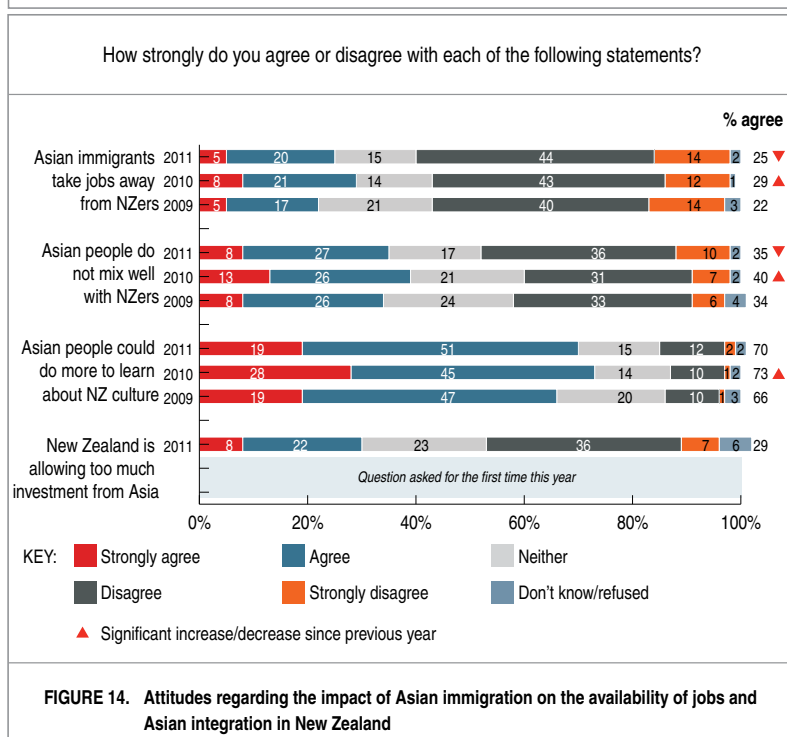
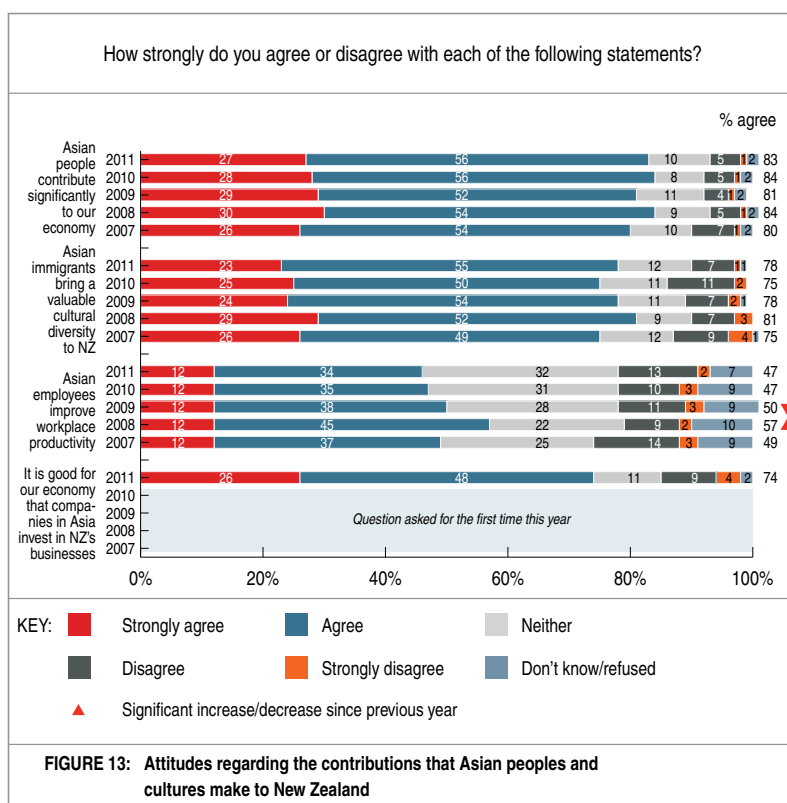
(Female, NZ Māori, 35-39 years old, living in a provincial city)

"I don't believe New Zealanders understand Asians and their cultures, and that's why they have that opinion – because they don't give the people enough time and get to know them, and language barriers as well. I think a bit of prejudice as well unfortunately."

(Female, NZ European, 30-34 years old, living in a provincial city)

ATTITUDES TOWARD ASIAN PEOPLE

To further understand New Zealanders' perceptions, we asked respondents to tell us the extent to which they agreed or disagreed with a series of attitudinal statements about the contributions Asian people and cultures make to New Zealand, about Asian investment in New Zealand, and about the integration of Asian people within New Zealand society. Results are displayed in Figure 13 (positively worded statements) and Figure 14 (negatively worded statements).



PUBLIC PERCEPTIONS OF THE CONTRIBUTION ASIAN PEOPLE AND CULTURES MAKE TO NEW ZEALAND

Public perceptions remained unchanged when it came to the contribution that Asian people and cultures make to New Zealand. In general, New Zealanders were positive about the economic and cultural contributions that Asian people make, with 83 percent agreeing that Asian people contribute significantly to New Zealand society and 78 percent agreeing that Asian immigrants bring a valuable cultural diversity to New Zealand.

New Zealanders were generally less positive about the impact that Asian people have on workplace productivity, with 47 percent agreeing that Asian employees improve workplace productivity. This may have been a particularly challenging notion during a time when unemployment in New Zealand was relatively high, at around 6.5 percent.

PUBLIC PERCEPTIONS OF ASIAN INVESTMENT IN NEW ZEALAND

Each year this research consistently shows that New Zealanders see the benefits of a relationship with Asia in largely economic terms (see Figure 4, page 18). Given this, and given the negative sentiment surrounding Chinese interest in the acquisition of the Crafar dairy farms (illustrated by the 2010 survey), we decided to include two new statements to track public perceptions of Asian investment in New Zealand.

Consistent with the results earlier in this report illustrating the perceived benefits of a relationship with Asia, most New Zealanders were positive about Asian investment. Seventy-four percent agreed that it is good for our economy that companies in Asia invest in New Zealand's businesses, and just 13 percent disagreed. Furthermore, and as can be seen in Figure 14 (page 33), less than one-third of New Zealanders (29 percent) agreed that New Zealand was allowing too much investment from Asia, and 42 percent disagreed.

PUBLIC PERCEPTIONS OF IMMIGRATION AND THE INTEGRATION OF ASIAN PEOPLE WITH NEW ZEALAND'S CULTURE AND SOCIETY

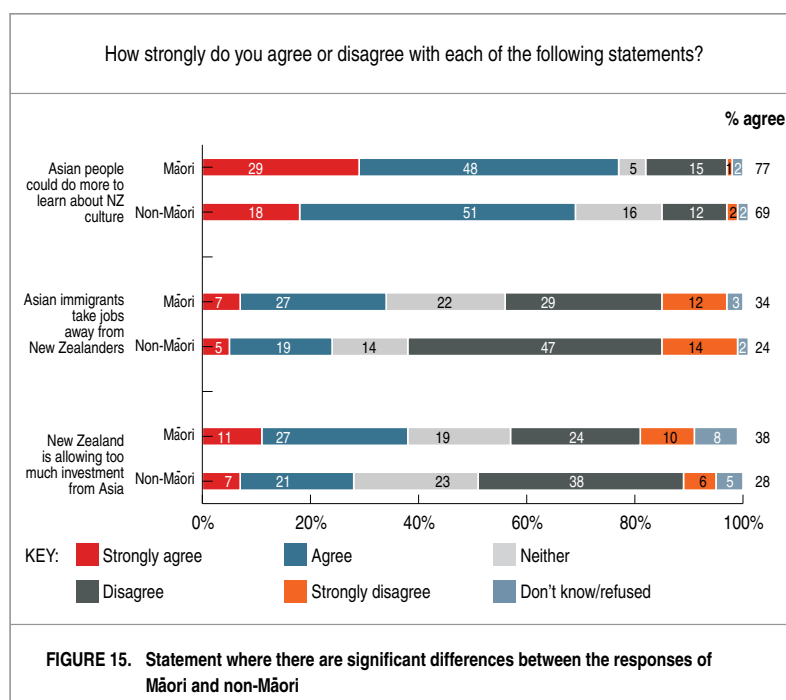
The 2010 findings illustrated an increase in the number of New Zealanders who agreed that Asian immigrants took jobs away from New Zealanders, that Asian people did not mix well with New Zealanders, and that Asian people could do more to learn about New Zealand culture. These changes were thought to be the result of a range of factors concluding negative media coverage, greater perceived threats from immigration owing to the high rate of unemployment, and a general lack of public awareness of some of the economic benefits of immigration.

Interestingly, the proportion of New Zealanders agreeing with the former two statements declined (became less negative) in 2011. Although unemployment remained relatively high for New Zealand, at around 6.5 percent when the survey was carried out, the qualitative findings discussed earlier suggest that New Zealanders had an overall brighter outlook during 2011. This may have lessened feelings of uncertainty relating to the economy and unemployment, and led to New Zealanders feeling more positive about immigration.

Māori and non-Māori views of immigration and the integration of Asian people within New Zealand's culture and society

Each year this survey has consistently shown that, when compared with other people living in New Zealand, Māori tend to feel slightly less positive than non-Māori about immigration and the integration of Asian people with New Zealand's culture and society (see Figure 15, opposite).

To explore these differences in more depth in 2011, we presented these results to participants in the qualitative forum, and asked them to tell us their views on why these differences existed. We asked participants to think about this question from a variety of perspectives (e.g., socially, culturally, economically, geographically, politically and demographically).



Perceived threat to Māori culture and identity

In the online forum, Māori and non-Māori participants conveyed that Asian immigration to New Zealand was changing the structure of New Zealand society and economy, and they explained that these changes brought challenges for Māori. Some participants expressed concern about the dilution and partial loss of their culture and language, owing to increased numbers of immigrants who were bringing their own cultures and languages to New Zealand. Both Māori and non-Māori participants discussed the potential impacts of Asian immigration on Māori culture.

"Māori are proud people, whose beliefs of manaaki manuhiri/tangata, or hospitality to the visitors/people, nearly saw the traditions, customs, land [and] even the language, all lost. So Māori are very protective of what is left." (Female, Māori, 40-49 years old)

"There is possibly also a very real perceived threat that Māori are going to become even more of a minority in their own country than they already are. As it is, Māori have struggled to have more recognition of their own culture, from extremes of having their language forbidden in school and the Europeanisation of place names to the current times of more recognition of te reo." (Male, NZ European, 40-49 years old)

"Māori are less positive about Asian immigration as they feel threatened. The number of Asian people will soon outnumber the Māori and the Māori can see it happening." (Female, other ethnicity, over 70 years old)

"Asian immigration is seen as a threat to Māori, as it further dilutes identifiable Māori numbers. There is also a perception that Asians are taking jobs away from Māori, however that has more to do with the work ethic than immigration." (Female, NZ European, 40-49 years old)

"Māori, as the indigenous people of New Zealand, are already suffering from post-colonial stress. They have experienced another culture coming in, taking over their land and changing their culture. Māori have had to deal with this, and are still fighting to regain respect and a sense of identity. This feeling of being usurped, I think, may affect their attitude to other foreigners making them very wary of outside influences in their land. Therefore, openness to any other people who may further dilute Māoridom is offered with caution." (Male, other ethnicity, 40-49 years old)

The significance of New Zealand's unique history

Participants expressed that New Zealand's history and culture were unique, that awareness of this could be useful for Asian immigrants, and that Asian people seemed uninterested in learning about this.

"In my experience – and remember, I both work with Asian immigrants to New Zealand and come from an Asian family – it is entirely true to say that many Asian immigrants have no interest at all in Māori culture. Perhaps they pick a few things up incidentally, but they come to New Zealand for opportunity, not culture." (Female, Asian, 30-34 years old)

Both Māori and non-Māori participants explained that it was important for Asian people to have an understanding of New Zealand's history, as this could influence the ways in which Māori and non-Māori conducted dealings with other people (including Asian people) in New Zealand. For instance, the Treaty of Waitangi was mentioned several times as a key event and document impacting on the relationships between Māori and others, through the ownership and use of land.

"The Treaty of Waitangi is a treaty with the English Monarchy and the subjects of that Monarchy. Perhaps they [Māori] feel that other migrants will feel less bound by the treaty and may not understand its significance." (Female, other ethnicity, 40-49 years old)

"I guess Māori might also worry about land being put into foreign ownership and how that might impact on the Treaty of Waitangi as they understand it?" (Female, NZ European, 40-49 years old)

"This is about respect; Māori being the first people to immigrate to this land believe they have a special place here and certain rights and privileges to go along with that status. And most New Zealanders agree with that, and successive governments have tried to make laws and compensate Māori for past wrongs. Māori feel that most Asians don't respect this fact and don't share the same values regarding our seafood, our wildlife and resources, their strong beliefs in conservation, and the special relationship they have with the land... So, they feel that the Asian population needs to learn about this, and in many ways change to adapt more to our culture here in New Zealand."

(Male, NZ European, 50-59 years old)

Perceptions that Asian people are more educated and successful than Māori

With regards to employment and job opportunities, many forum participants did believe that Asian immigrants took positions away from New Zealanders. To illustrate this, participants discussed what they perceived to be culturally different approaches to work shown by Māori and Asian people. The discussion suggested that both Māori and non-Māori participants saw Asian people as higher achievers and more successful than Māori (e.g., Asian people were perceived to be educationally focused and career driven).

"Asian immigrants are generally hard workers and high achievers, thus emphasising the lack of drive in high numbers of Māori population who spend their life on a dole." (Female, other ethnicity, 40-49 years old)

"The high percentage of Māori population is not very well educated, and not well travelled." (Female, other ethnicity, 40-49 years old)

"Māori possibly feel some inferiority with Asians who are often harder working and more educated. Asians are more business focused, whereas Māori are usually lower socio-economic workers or on government support. Asians are usually more affluent and tend to live in the wealthier suburbs with other Asians." (Male, other ethnicity, over 70 years old)

"It can be perceived that Asians are here to better their lives (main focus could be monetary improvement). So mainly a take-take mentality than give-take attitude." (Female, Asian, 35-39 years old)

Land ownership and connections to land

Another factor that appears to create tension between Māori and Asian people, as illustrated by both Māori and non-Māori participants in the forum, is connection to the land and the meaning that this has. Participants conveyed that Māori, more than non-Māori, had a strong spiritual and emotional connection to the land. That is, for Māori, the land was part of establishing identity and defining culture. However, both Māori and non-Māori participants held a perception that Asian people did not have this kind of connection; that they tended to see land primarily as a resource and investment opportunity.

"New Zealand Māori are the tangata whenua, they are the guardians of the land and I can (as a non-Māori) fully appreciate why they would be concerned that Asian investment could mean the foreign ownership of those assets. I think a lot of Māori would not see any benefit from Asian investment, and it certainly would not help their already appalling figures in health, imprisonment, unemployment and life expectancy. Māori have fought Pakeha over the Treaty and ownership of land, they are

still negotiating the seabed and other New Zealand resources, including intellectual property, how would those negotiations fare with an Asian owned and operated company?" (Male, NZ European, 40-49 years old)

"In terms of Asian investment, I believe that Māori are all too aware that ownership = control. Treaty claims have been a major focus for Māori over the last few decades, and we have learnt from the mistakes of giving ownership away too easily." (Female, Māori, 25-29 years old)

"There is quite a lot more distrust among the Māori population when it comes to Asians buying New Zealand assets, especially land, which some consider as their own. And, of course, jobs when they see Asians flooding the workforce and taking jobs away from them, which they believe are willing to work for less wages and poorer conditions." (Male, NZ European, 50-59 years old)

"[It is] the opportunistic type of investment, where it is only done to further interests centred elsewhere. This is where I and Māori are not positive. The bid by Chinese interests for the Crafar farms is a good example. The interests of China are to get those goods cheaper and ideally obtain the technology to do it themselves." (Male, NZ European, 40-49 years old)

Perceived power differences

Over time, Asian people have gained visibility and recognition in New Zealand society and political life. By becoming more prominent through, for example, business ventures and politics, Asian people have become more able to advance the interests of their communities in New Zealand. In this online forum, a few participants expressed their views about the Māori voice potentially being threatened by a more vocal Asian voice in New Zealand.

"There are now more Asian people standing for seats in parliament, and again, I think Māori may feel their voices may not be heard and they will become a minority race." (Female, NZ European, 50-59 years old)

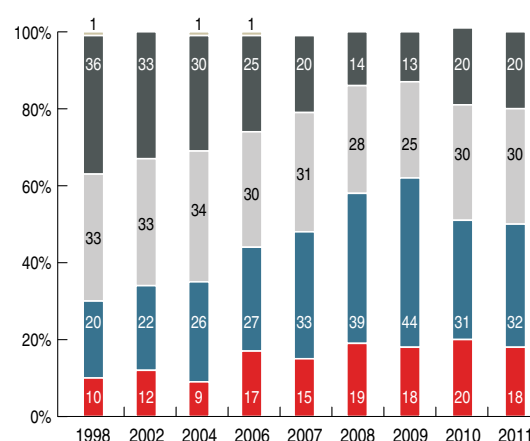
CONTACT AND INVOLVEMENT WITH ASIAN PEOPLE AND CULTURES

PERCEPTIONS OF INVOLVEMENT WITH ASIAN PEOPLE AND CULTURES

Each year we ask New Zealanders to tell us how much they personally have to do with Asian people and cultures. The perceived involvement has been consistently increasing in the course of the research and we have repeatedly found a close association between involvement with Asian people and attitudes toward and perceptions of Asian people. However, as can be seen in Figure 16, opposite, the perceived involvement with Asian people and cultures decreased between 2009 and 2010 and remained constant in 2011. In 2011 half of New Zealanders (50 percent) said that they either had 'a lot' or 'a fair amount' to do with Asian people and cultures.

We presented the survey results to participants in the online qualitative forum and asked them to speculate on why the perceived involvement with Asian people and cultures had decreased markedly in 2010. It was explained to participants that the number of Asian people in New Zealand had not decreased, and it had in fact been gradually increasing for more than 10 years. Discussions during the online forum suggested there was no single reason for the decrease.

How much do you personally have to do with Asian peoples or cultures?



KEY: ■ A lot ■ A fair amount ■ Not much ■ Hardly anything ■ Unsure

FIGURE 16: Perceived involvement with Asian people and cultures

THE IMPACT OF THE RECESSION

Some participants explained the decrease by referring to the effects of the recession. For example, participants commented that the 2010 decrease could be partially explained through a decrease in Asian tourism to New Zealand; fewer Asian students coming to study in New Zealand; and more video-conferencing opportunities rather than travel.

"Asian tourism has reduced considerably in the last two years. Therefore there is much less contact with Asians, particularly in rural New Zealand."
(Male, other ethnicity, 40-49 years old)

"Here are my observations: there are less Asian students over the last couple of years due to worldwide recession."
(Male, other ethnicity, 40-49 years old)

"It is likely that more business is being conducted by video link also to save money." (Male, NZ European, 40-49 years old)

For some participants, the combined effect of the recession and their lack of knowledge of Asian people/cultures influenced their views on Asian people and immigration. They felt threatened and dominated by the increasing number of Asian people, which in turn actively decreased their involvement with Asian people.

"As more Asians come to our country, it can be seen less as a novelty and more as a threat by some people in the community."
(Male, other ethnicity, over 70 years old)

"Some of New Zealand people feel insecure about job, future opportunities. Asian people are hardworking and financially strong. They work hard, they bring capital, skills to New Zealand. Some conservative New Zealander see this as a threat for their future jobs and they don't want to get involved with Asian cultures and people." (Male, Asian, 25-29 years old)

"What also rises unfortunately is the level of resentment. People see their country being 'overrun' and their culture being threatened. Net result is polarisation. People close ranks and stick with their own – both immigrants and New Zealanders. Surveys show that people feel less involved, but what they actually mean is that they feel under threat."
(Male, other ethnicity, 60-69 years old)

ASIAN PEOPLE IN THE MEDIA

Another factor that participants said contributed to a decrease in involvement related to the portrayal of some events involving Asian people by the news media and public figures. Some of these events and stories showed Asian people in a negative light.

"There has been a lot of bad press about Asians, and this blame can be placed directly in the lap of those responsible for selecting what they think is important for us to read about. A pox on the press I say, they are leading New Zealand down a very dangerous path with their choice of news items." (Male, other ethnicity, 60-69 years old)

"It may have changed over the past few years with more New Zealanders having a sense of an 'Asian invasion', although the reality is different, but the perception is not helped by the likes of New Zealand First and other commentators." (Female, NZ European, 40-49 years old)

"Change in sentiment during 2010, possibly due to bad press admirably supported by Asian folk providing juicy news items, such as body bits in a suitcase floating in the harbour, rampant taxi murderers and weird student behaviour, not to mention plenty of overstaying. Unfortunately, we all tend to compartmentalise events into race groups when the news is reported as such, rather than 'just another deviant member of the human race'." (Male, other ethnicity, 60-69 years old)

PERCEPTIONS THAT ASIAN PEOPLE DO NOT MIX WELL WITH OTHER NEW ZEALANDERS

Several participants perceived that Asian people did not seem to mix with non-Asian people. These participants had the impression that Asian people had managed to build communities in New Zealand that did not need to incorporate anything non-Asian to survive.

"I agree that, if service providers can be sourced within their own cultural community, that Asian people find less need to interact with others. As migration increases, there is more of a tendency to form cultural enclaves and I believe that it is happening in my area. Maybe this doesn't have to be a gradual process. Maybe there is a critical mass where the dominant culture becomes something other than an English speaking culture and the other residents begin to feel excluded."

(Female, other ethnicity, 40-49 years old)

"I have generally found Asian immigrants in New Zealand to be friendly, however I have found that they struggle to get involved with the rest of the general population. Most of this is because of the language barrier."

(Male, NZ European, 50-59 years old)

"Perhaps there is a perception that some Asian people stick to themselves, especially in inner city Auckland for example. There, many Asians have invigorated the inner city and their businesses have increased as a result. They seem to have their own networks, entertainment, television channels etc. So, I guess, they can be fully independent without the need that some other cultures have to integrate."

(Male, NZ European, 40-49 years old)

"In a smaller community new immigrants are forced to mingle. The relative numbers, population concentrations and nature of immigrants granted residence have meant they now can sustain their own business and social circles. I consider this very unfortunate and very short-sighted on the part of our politicians. It lessens the quality of the integration experience for all groups and leads to divisions."

(Male, NZ European, 40-49 years old)

"A majority of Asian families stick to their own subculture and close-knit friends."

(Male, other ethnicity, 40-49 years old)

PERCEPTIONS THAT ASIAN PEOPLE ARE 'JUST ONE OF US'

Several participants explained that, over time, more Asian people in New Zealand are being considered Kiwis, thus becoming 'one of us' instead of still being perceived as Asian people or immigrants.

"Perhaps, as has been noted, Asians are increasingly being seen as just another part of a multicultural New Zealand, not as a stand-alone group. Maybe they are seen as 'legitimate' Kiwis that are taken on their own merits. So, it may well be that involvement hasn't changed – just the perception of it."

(Male, NZ European, 40-49 years old)

"New Zealanders are becoming more and more used to the idea of a population of mixed origins, and so do not see Asians or Africans or Martians any more. They (except for the loony right) see only New Zealanders."

(Male, other ethnicity, 60-69 years old)

"New Zealand Asians have come to embrace New Zealand culture, we regard them as Kiwis now."

(Male, other ethnicity, 50-59 years old)

PERCEPTIONS THAT NEW ZEALANDERS NEED TO DO MORE TO INCREASE THEIR INVOLVEMENT WITH ASIAN PEOPLE

A final factor that a few participants mentioned was a perception that New Zealanders might not be doing the right thing or making any effort to increase their involvement with Asian people (e.g., assist them in integrating with society).

"We are also often largely ignorant of Asian cultural differences and struggle to know which countries they are from."

(Male, NZ European, 40-49 years old)

"Anyone would agree that when in disaster, we all run to our family and relatives for comfort and support. I don't believe at times like this people would really make an effort to mix and socialise with friends, let alone with others from different cultural backgrounds."

(Female, Asian, 30-34 years old)

"A lot depends on us, as a nation, to welcome the cultural diversity and enjoy the vibrancy and colour that it [immigration] brings into our country."

(Male, NZ European, 50-59 years old)

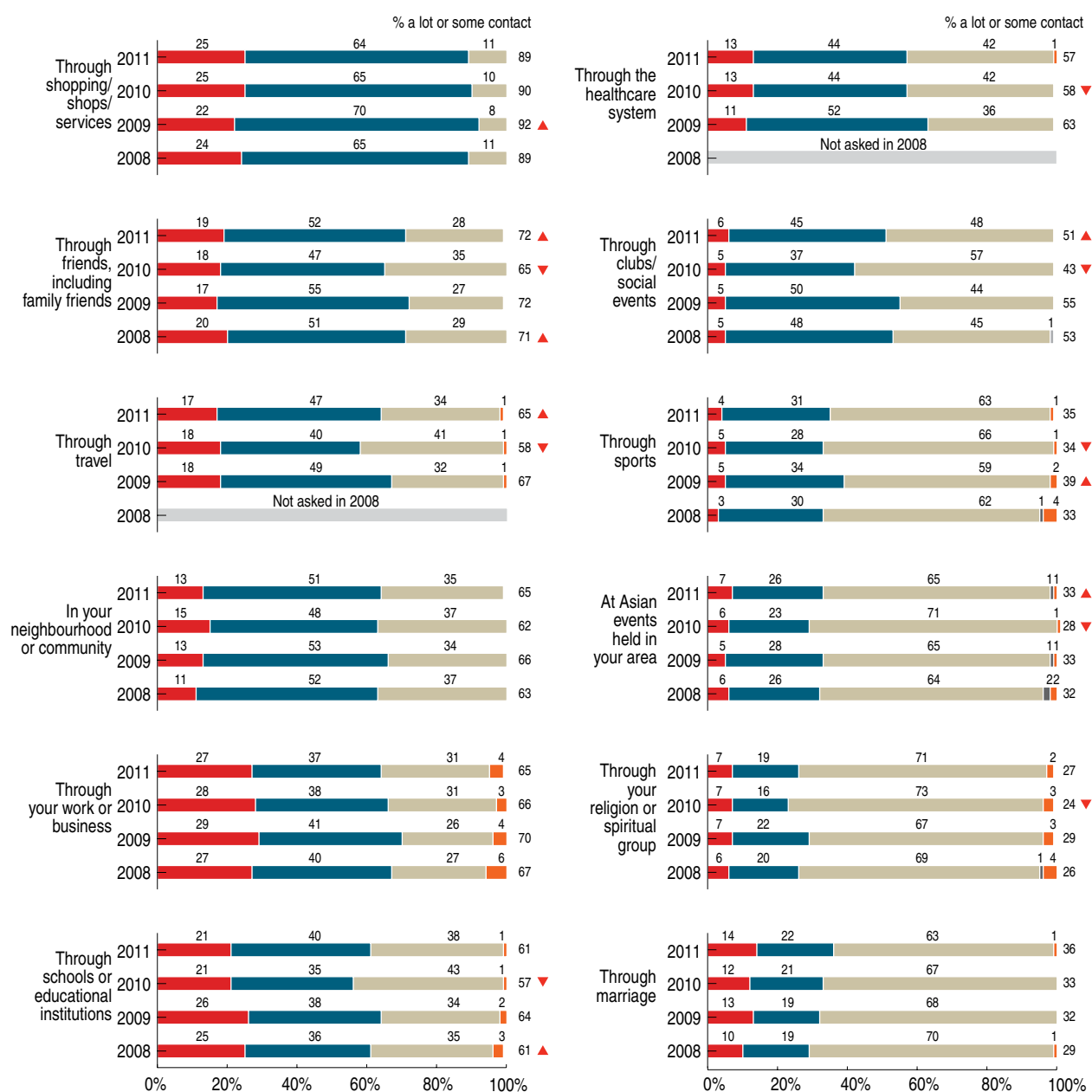
POINTS OF CONTACT WITH PEOPLE FROM ASIA

To find out where New Zealanders have contact with people from Asia, we asked how much contact they had through a range of contact points, as shown in Figure 17 (page 42).

PRIMARY CONTACT POINTS

Consistent with previous years, shopping, shops or services was the main contact point between New Zealanders and people from Asia (89 percent had had 'a lot' or 'some' contact with people from Asia through this contact point). The next most common point of contact with people from Asia was through friends and family friends, with contact through this channel having increased this survey (72 percent, up from 65 percent in 2010). Contact through travel also increased this survey, and is now at 65 percent, up from 58 percent in 2010. Other main contact points included through the neighbourhood or community (65 percent), work or business (65 percent), schools or educational institutions (61 percent) and the healthcare system (57 percent). More New Zealanders also said they had contact with Asian people through clubs or social events this wave (51 percent, up from 43 percent in 2010).

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 Some None Don't know Not applicable

FIGURE 17: Points of contact with people from Asia

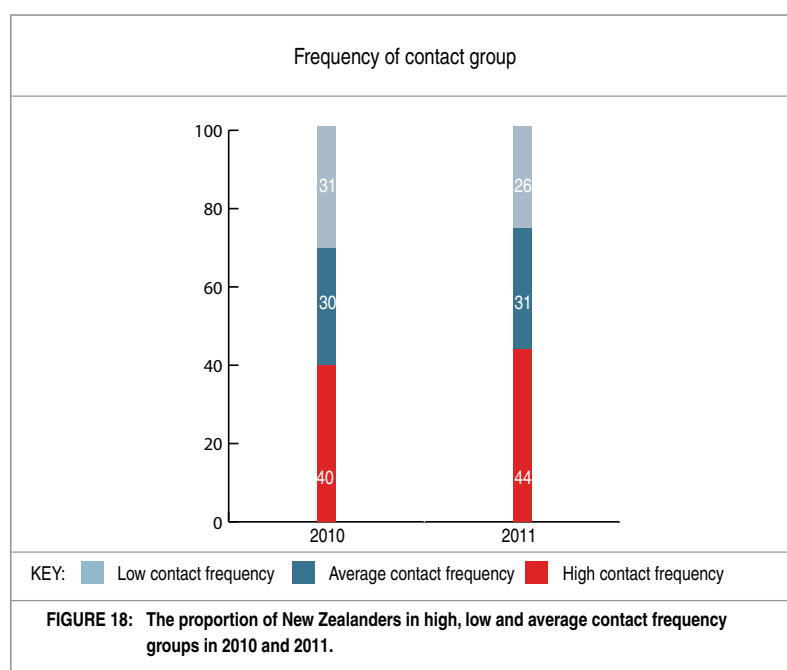
SECONDARY CONTACT POINTS

Also similar to past years, relatively fewer New Zealanders had contact with Asian people through sports (35 percent), Asian events held in their areas (33 percent, although contact through this channel increased this year, up from 28 percent in 2010), religion or spiritual groups (27 percent) and marriage (36 percent).

Frequency of contact groups

To allow further analyses of the survey data, a score was calculated for each respondent to reflect their frequency 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).¹¹ 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 represented the frequency of contact with Asian people. Frequency scores could therefore range from 0 (no contact) to 24 (frequent contact).

Three groups were created around the 2010 unweighted 33rd and 66th percentiles to facilitate further analyses within this report.¹² When creating these groups for the 2011 survey results, the 2010 scores were used so that we could benchmark changes in the sizes of these groups over time. The percentage of New Zealanders in the low, average and high contact frequency groups are shown in Figure 18 opposite. There was a significant decrease in the proportion of New Zealanders in the low contact group this year, down from 31 percent to 26 percent.



11 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.

12 The unweighted percentiles were used only to create the contact groups. This ensured roughly equal numbers in each group in 2010. The percentages shown are weighted.

Those more likely than average (44 percent) to be in the high contact frequency group included:

- those under 30 years of age (54 percent)
- those born outside New Zealand (58 percent)
- those who identified with an Asian (84 percent) or non-New Zealand European ethnicity (58 percent)
- those who felt very warm toward people from Asia (52 percent).

Those more likely than average (26 percent) to be in the low contact frequency group included:

- those aged 40 years or older (30 percent)
- those who felt very cool toward people from Asia (35 percent).

Table 5, below, summarises the differences in perceptions of Asia and Asian people by frequency of contact group.¹³ The table illustrates that those in the low frequency contact group were generally less likely than average to believe that the Asian region was important to New Zealand's future. They also felt cooler toward Asian people, and were much less involved with Asian people and cultures. The converse was generally true for those in the high contact frequency group.

TABLE 5. Differences in perceptions of Asia and Asian people by contact of frequency.

	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)	83%	77%	85%	85%
Impact of conflicts, threats and instability in Asia (percent significant impact)	26%	25%	25%	28%
Importance of developing cultural and economic ties with Asia (percent very important)	50%	46%	49%	53%
Whether New Zealand is doing enough to prepare young New Zealanders to engage with Asia (percent not doing enough)	56%	53%	56%	58%
Whether New Zealand is doing enough to help New Zealanders understand Asian cultures and traditions (percent not doing enough)	60%	56%	60%	63%
Whether New Zealand is doing enough to develop links between businesses in New Zealand and Asia (percent not doing enough)	33%	30%	30%	37%
Average warmth toward Asian people (mean)	72	68	70	75
Involvement with Asian people and cultures (percent involved at least a fair amount)	50%	19%	40%	76%

NOTE: Numbers shown in red are significantly higher than the national average. Numbers shown in green are significantly lower than the national average.

¹³ Many of these differences are also detailed within the relevant sections of this report.

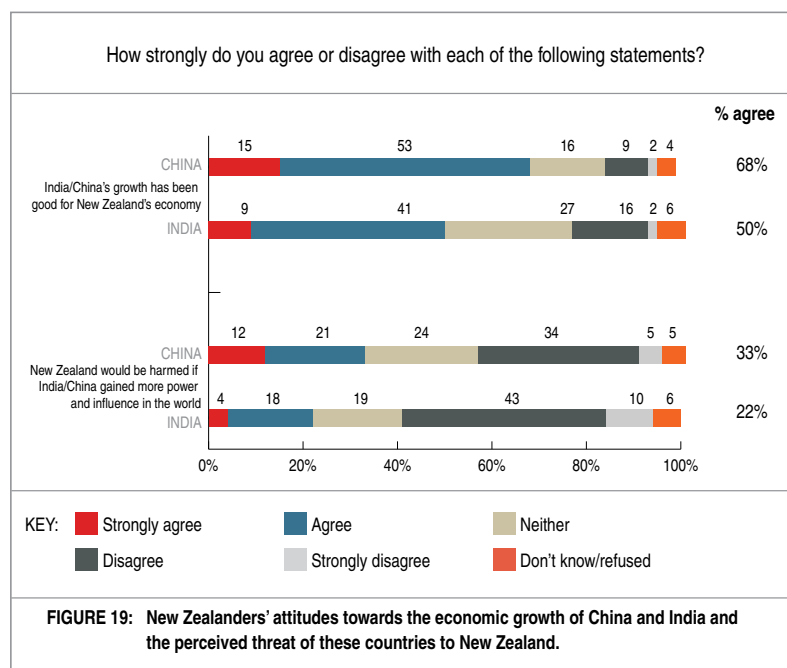
SPECIAL TOPIC: PERCEPTIONS OF CHINA AND INDIA

THE IMPACT OF CHINA'S AND INDIA'S GROWTH ON NEW ZEALAND

In 2011 we included some additional questions to examine New Zealanders' attitudes specifically toward China and India. As earlier results show, China occupies the most dominant position in New Zealanders' perceptions of Asia, and India is the third most common country mentioned when New Zealanders think of Asia (see Figure 9, page 23).

Questions were included to examine how positively New Zealanders viewed China's and India's growth, and whether people believed that New Zealand would be harmed if China or India gained more influence in the world. Figure 19, opposite, shows that more than two-thirds of New Zealanders (68 percent) agreed that China's growth had been good for New Zealand's economy, and half (50 percent) said the same about India. A third of New Zealanders (33 percent) agreed that New Zealand would be harmed if China gained more power and influence in the world, while about a fifth (22 percent) held this view about India.

When compared with Australia,¹⁴ fewer New Zealanders appeared to agree that China's growth had been good for the country (68 percent of New Zealanders said that China's growth had been good for the economy, while the equivalent figure among Australians was 73 percent). New Zealanders also appeared to view China as less of a threat, relative to the views expressed by Australians. Thirty-three percent of New Zealanders said that the country *would be* harmed if China gained more influence in the world, while just 35 percent of Australians said that Australia's interests *would not* be harmed if China gained more power and influence (also see Table 3, page 30).



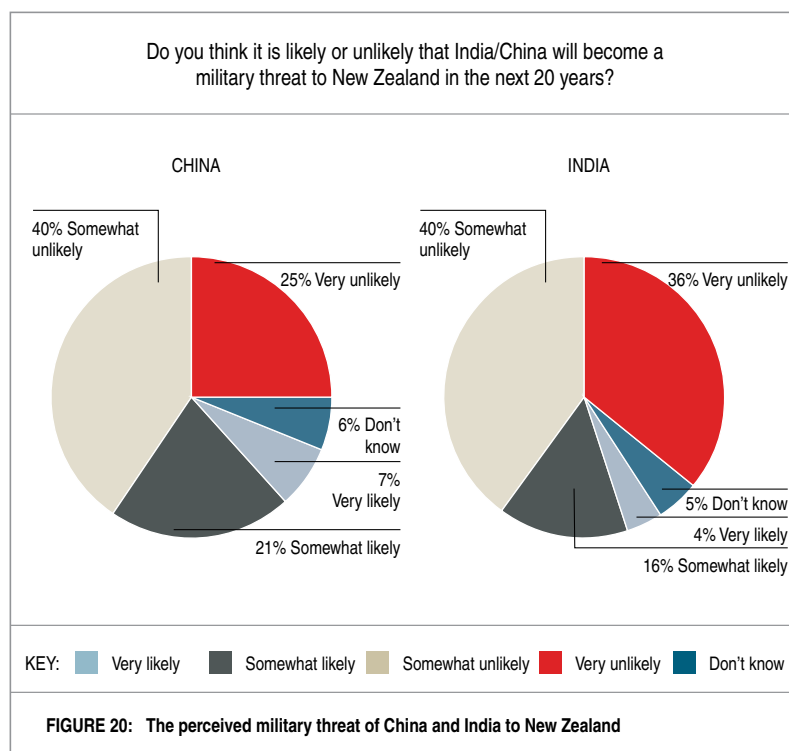
¹⁴ See Hanson, F. (2010). *Australia and the world: Public opinion and foreign policy*. Lowy Institute for International Policy.

CHINA AND INDIA AS MILITARY THREATS

We asked New Zealanders whether they thought that China would become a military threat to New Zealand in the next 20 years. Figure 20, opposite, shows that just under one in three (29 percent) New Zealanders thought that this was likely, while 66 percent believed that it was unlikely. Compared with the findings of the 2010 Lowy Institute Poll, New Zealanders were significantly less likely than Australians to view China as a military threat (the Lowy Institute Poll found that 46 percent of Australians believed this was likely). India was viewed as even less of a threat, with one in five (19 percent) New Zealanders saying that it was likely India would become a military threat to New Zealand in the next 20 years, and over three-quarters (76 percent) saying that this was unlikely.

Those more likely than average (29 percent) to think that China would become a military threat in the next 20 years included:

- those aged 60 years or older (37 percent)
- those who identified with Māori (44 percent) or a non-New Zealand ethnic group (38 percent)
- those who felt very cool toward people from Asia (44 percent)
- those who said that conflicts, threats and instability in Asia would have a significant impact on New Zealand (40 percent).



SPECIAL TOPIC: KNOWLEDGE OF ASEAN COUNTRIES

The Association of Southeast Asian Nations (ASEAN) was formed in 1967 and originally included five countries: Indonesia, Malaysia, Philippines, Singapore and Thailand. From the mid-1980s, and for the next 15 years, a further five countries signed up to the Bangkok Declaration to become part of ASEAN: Brunei Darussalam (1984), Vietnam (1995), Lao PDR and Burma (1997) and Cambodia (1999).

The overarching purpose of the organisation is to promote the development of its members from a variety of perspectives:¹⁵

- politically e.g., through peace, security, stability and non-interference in the region and among members
- economically e.g., through partnerships and assistance in the areas of business, agriculture, research and education
- socially and culturally e.g., through positive international relations and cooperation.



Figure 21. ASEAN map presented to forum participants to assist in the discussion.

LIMITED KNOWLEDGE OF ASEAN

The quantitative survey found that when New Zealanders thought about Asia they tended to think of China (86 percent) and Japan (68 percent). Fewer New Zealanders thought of ASEAN countries. The most frequently mentioned ASEAN countries in the 2011 survey were Thailand (27 percent), Malaysia (24 percent), Singapore (21 percent) and Vietnam (20 percent). Others were mentioned by less than a fifth of New Zealanders, including Indonesia (17 percent), Philippines (14 percent), Cambodia (9 percent), Laos (6 percent), Burma (3 percent of New Zealanders mentioned Burma and 2 percent mentioned Myanmar) and Brunei (mentioned by less than 0.5 percent). (See Figure 9, page 23, for these results in full.)

The quantitative findings were strongly reinforced by the online discussions between forum participants. An overwhelming majority of participants had not heard of the term ASEAN or knew very little about its meaning, let alone the organisation's principles and function. However, when prompted with a map (see Figure 21, above) of the Asian region highlighting the 10 ASEAN members, participants were able to recall and explain a few facts and events about some of the ASEAN countries.

A large majority of participants had a very basic knowledge of these countries and could only mention snippets of news or personal experiences and encounters. Many times, what participants explained about a country was incomplete, inaccurate or erroneous. Their knowledge and understanding of some ASEAN countries were overall quite limited.

¹⁵ See the official website of the Association of Southeast Asian Nations <http://www.aseansec.org>.

Below is a summary of the key ideas participants talked about when they discussed what they knew about the ASEAN members. As explained above, some of these ideas were not always factually accurate.

ASEAN	COUNTRY'S CHARACTERISTICS
Brunei	<ul style="list-style-type: none"> It is a very rich country (e.g., oil and mining) with a wealthy and generous Muslim sultan at its head Workers and people are treated well by the sultan Most of the workers are expatriates.
Burma (Myanmar)	<ul style="list-style-type: none"> It is an unstable country ruled by the military and has a poor track record of human rights When Aung San Suu Kyi (democratically elected leader) won the election in the 1990s she was put under house arrest and has been released only recently Some Western countries have imposed sanctions This country is rich with minerals and gas but owing to corruption people are poor Refugees from Burma have been resettled in various Western countries, including New Zealand People love playing soccer.
Cambodia	<ul style="list-style-type: none"> It is a devastated, poor country that suffered through war and instability France colonised the country A lot of its people were massacred by the Khmer Rouge Today the country seems to be in a better economic position (eg, tourism) and bouncing back from its terrible past The problem of unexploded landmines is still current Children are being smuggled and sold into prostitution.
Indonesia	<ul style="list-style-type: none"> It invaded and seized East Timor, killing many people including Australian journalists Many people want their independence from Indonesia It is a corrupt and poor country A devastating tsunami struck the country a few years ago.
Laos	<ul style="list-style-type: none"> It is a poor country that suffered during the war in the 1970s It has been invaded by various countries over the centuries It is a Buddhist country.
Malaysia	<ul style="list-style-type: none"> It is a multicultural country with people from many diverse ethnicities and religions The economy is booming The government is not elected democratically Big logging firms exploit the natural resources of the region.
Philippines	<ul style="list-style-type: none"> It is a geographically large country made up of hundreds of islands It is a Muslim country and some of these islands host Muslim extremist groups It is a United States naval base.
Thailand	<ul style="list-style-type: none"> It is a beautiful country with scenic beaches and great food but overcrowded It is famous for its boxing; it exports rice and noodles Most Thai people are Buddhist However, it is also infamous for prostitution and child sex tourism It was hit by a tsunami a few years ago.
Singapore	<ul style="list-style-type: none"> It is a clean, well organised, well developed country with a propensity for materialism and consumerism Littering the streets is a crime It is a cosmopolitan place with a mix of Asian and Western people It is a business hub and high-tech products are affordable.
Vietnam	<ul style="list-style-type: none"> It is a country colonised by France and ravaged by a devastating war that involved other countries (e.g., USA) Chemical warfare (e.g., agent orange) was a tool in the killing of populations and crops Today, the country seems to be coming out of its bleak past and developing.

It has to be noted that participants' main sources of knowledge about these countries came from their personal experiences and relationships with these countries and their people, whether in New Zealand or by going to these countries.

For example, many participants had had the opportunity to meet with and befriend Asian immigrants from ASEAN in New Zealand, thus being introduced to their cultures and customs in an informal way (e.g., at school, in the workplace and in the neighbourhood).

Some participants had also had the opportunity to go overseas (e.g., on their 'OE' and holidays and living overseas for a while) or develop business links with these countries. These participants had developed first-hand experiences of the people and their lifestyles and cultures by being there.

The popularity of some tourist destinations (e.g., Thailand and Singapore) tended to add to participants' knowledge about these countries. For example, word of mouth from friends and visiting these places themselves strengthened participants' knowledge and experience of these countries. By contrast, some countries that were not really advertised remained less talked about (e.g., Laos and Brunei).

Other significant sources of knowledge and information about these countries were the news media and entertainment. For example, many participants mentioned the news on television as a way of knowing what had happened in the world, especially when it came to instability/unrest and other major regional problems (eg, natural disasters). Participants also mentioned doing research on the internet as another way of learning about countries, as well as watching films depicting events and countries (e.g., 'Platoon' and 'Good Morning Vietnam').

Interestingly, participants in the older age brackets (i.e., 60 years old and over) seemed to be more knowledgeable and curious about the historical events that had impacted on the ASEAN countries (e.g., colonisation and wars/local conflicts). It is likely that they had lived through these events (e.g., the Vietnam war), thus making them more real and meaningful than for younger generations who had learned about them second-hand (e.g., through reading books and history classes at school).

MIXED FEELINGS OF WARMTH

In the quantitative survey we asked participants to tell us how warm they felt toward people from each ASEAN country (see Figure 11, page 28). More than one-quarter were unable to do so for Laos (33 percent), Brunei (30 percent) and Burma (26 percent), and more than 10 percent were unable to do so for Cambodia (17 percent), Indonesia (12 percent) and Vietnam (11 percent).

As can be seen in Table 6 below, a relationship exists between the proportion of New Zealanders able to provide warmth ratings and feelings of warmth. The lower average warmth scores for people from Laos, Brunei, Burma and Cambodia may be due primarily to New Zealanders' lower knowledge of these countries.

TABLE 6. Percentage of New Zealanders able to provide a warmth rating for each ASEAN country, and average warmth rating (among those able to provide ratings).

ASEAN COUNTRY	PERCENT ABLE TO PROVIDE A WARMTH RATING	AVERAGE WARMTH (MEAN, OUT OF 100)
Philippines	94%	71 (n=1,024)
Malaysia	92%	71 (n=1,008)
Thailand	92%	71 (n=1,003)
Singapore	92%	74 (n=999)
Vietnam	89%	69 (n=970)
Indonesia	88%	65 (n=960)
Cambodia	83%	67 (n=886)
Burma	74%	67 (n=799)
Brunei	70%	65 (n=745)
Laos	67%	66 (n=723)

Base for those able to provide a rating: All New Zealanders (n=1,105)

Once again, the quantitative findings were reinforced through the qualitative online forum. Participants were able to discuss the warmth they felt for countries and people with which they had connections. As explained earlier, these connections had been developed, for example, through befriending immigrants from ASEAN countries and going on holiday to these destinations.

Overall, participants felt warm towards people from a variety of ASEAN countries (e.g., Thai, Filipino, Indonesian and Singaporean), because Asian people in general were perceived to display positive qualities that participants appreciated and to which they related (e.g., hardworking and friendly).

"Most Thai people I have met are warm, friendly people, mostly quietly spoken and gentle. The ones I have worked with are industrious and well respected good workers."

(Male, NZ European, 50-59 years old)

"The Philippine people I have met have always been very warm and friendly, and they seem a very caring race."

(Female, NZ European, 50-59 years old)

"I have always felt quite warm towards people from here [Indonesia]. They have always seemed friendly and respectful."

(Female, Māori, 30-34 years old)

Participants also felt warm towards people who had suffered a lot (e.g., through natural disasters and historical events) and nonetheless strived for a better life without seemingly bearing a grudge.

"I feel very warm towards these people [Cambodians], as they seem to be very resilient, humble and willing to get on with life without complaining."

(Male, NZ European, 40-49 years old)

When participants in the forum did not feel very warm, they related this to negative personal experiences and encounters they had had with people or the negative information they had come across through the news media.

"I have been to Malaysia and feel very cold towards it. The Malays are quite racist toward the Chinese and Indian inhabitants."

(Female, other ethnicity, 40-49 years old)

"[This] country [Thailand] has a lot of negative publicity associated with political unrest, corruption, child prostitution, and more recently a number of unexplained tourist deaths (allegedly as a result of the pesticide used by the hotel). I personally have a very negative perception of this country and have no desire to visit it."

(Female, other ethnicity, 40-49 years old)

In many cases participants were unable to justify how warm they felt toward countries and their people, because they acknowledged that they did not know enough to put forward informed opinions.

"I don't know that much about Brunei, only that the rulers are extremely rich." (Male, other ethnicity, 40-49 years old)

"I don't particularly know much about Vietnam, except the war it was infamous for, and this is what pops up in my mind when I hear about Vietnam."

(Female, other ethnicity, 25-29 years old)

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 7, below, the most significant regional differences were seen in the areas of frequency of contact and level of involvement with Asian people.

Auckland residents were likely to have more frequent contact with Asian people compared with the national average (64 percent fell within the high frequency contact group, compared with a national average of 44 percent that fell within this group). They were also likely to be more involved with Asian people, with 65 percent saying they had either 'a fair amount' or 'a lot' to do with Asian people and cultures (compared with the national average of 50 percent). This was not entirely unexpected given that around one-fifth of Aucklanders identify as Asian. Other results for Auckland tended to mirror the national results, which was not unusual given Auckland's size and the fact that Aucklanders comprised nearly one-third (29 percent) of the sample.

As might be expected given lower-density Asian populations, those from towns and rural areas were less likely than average to be involved (either 'a fair amount' or 'a lot') with Asian people and cultures (38 percent, compared with the national average of 50 percent). Consistent with this, their contact was also less frequent (31 percent had frequent contact compared with the national average of 44 percent). Christchurch residents also tended to have less frequent contact with Asian people (30 percent fell into the high contact frequency group, compared with an average of 44 percent who fell into this group nationally).

A higher proportion than average of Hamilton residents said that New Zealand was not doing enough in the areas of preparing young people to engage with Asia (72 percent compared with the national average of 56 percent) and helping New Zealanders to understand Asian cultures and traditions (77 percent compared with the national average of 60 percent). We are not sure why Hamilton residents would be more likely than average to say this. It may in part be due to the small sample size of the Hamilton region, which led to greater fluctuation in results.

TABLE 7. Regional differences in perceptions of Asia.

	ALL REGIONS (n=1,105)	REGION						
		AUCKLAND (n=293)	HAMILTON (n=44)	WELLINGTON (n=99)	CHRISTCHURCH (n=104)	DUNEDIN (n=67)	PROVINCIAL (n=205)	TOWN/RURAL (n=293)
Importance of the Asian region (percent giving a rating of 4 or 5 out of 5)	83%	81%	91%	79%	86%	84%	82%	84%
Impact of conflicts, threats and instabilities in Asia (percent significant impact)	26%	27%	30%	21%	23%	30%	22%	31%
Importance of developing cultural and economic ties with Asia (percent very important)	50%	53%	58%	58%	54%	39%	40%	48%
Whether New Zealand is doing enough to prepare young New Zealanders to engage with Asia (percent not doing enough)	56%	52%	72%	61%	62%	48%	58%	55%
Whether New Zealand is doing enough to help New Zealanders understand Asian cultures and traditions (percent not doing enough)	60%	56%	77%	70%	65%	48%	60%	59%
Whether New Zealand is doing enough to develop links between businesses in New Zealand and Asia (percent not doing enough)	33%	35%	39%	40%	28%	27%	32%	31%
Average warmth toward Asian people (mean)	72	71	69	73	73	75	72	71
Involvement with Asian people and cultures (percent involved at least a fair amount)	50%	65%	37%	56%	48%	43%	48%	38%
Frequency of contact (percent high)	44%	64%	33%	41%	30%	38%	41%	31%

NOTE: Numbers shown in red are significantly higher than the national average. Numbers shown in green are significantly lower than the national average.

APPENDIX A: SAMPLE PROFILE

GENDER AND AGE

	UNWEIGHTED	WEIGHTED
GENDER	PERCENT (N=1,105)	PERCENT (N=1,105)
Male	46	48
Female	54	52
AGE	PERCENT (N=1,105)	PERCENT (N=1,105)
Under 20	5	11
20-29	9	15
30-39	16	17
40-49	19	21
50-59	20	16
60-69	16	11
70+	15	8

ETHNICITY

	UNWEIGHTED	WEIGHTED
	PERCENT* (N=1,105)	PERCENT* (N=1,105)
New Zealand European	74	69
New Zealand Māori	12	13
Pacific	4	6
Asian	7	10
Non-New Zealand European	10	10
New Zealand Kiwi	1	1
Other	2	3
Don't know/refused	-	-

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

LOCATION

	UNWEIGHTED	WEIGHTED
LOCATION	PERCENT (N=1,105)	PERCENT (N=1,105)
Auckland	27	29
Wellington	9	9
Christchurch	9	9
Hamilton	4	4
Dunedin	6	3
Provincial city	19	19
Town/Rural	27	26
Region		
Upper North Island	48	51
Lower North Island	24	24
Upper South Island	18	17
Lower South Island	10	7

NEW ZEALANDERS' PERCEPTIONS OF ASIA AND ASIAN PEOPLES IN 2011 – REPORT – ISBN 978-0-9876637-0-2 (ONLINE PDF)

ASIA:NZ RESEARCH

ASIA NEW ZEALAND FOUNDATION
Level 16, Fujitsu Tower, 141 The Terrace, Wellington
PO Box 10 144, Wellington, 6143 New Zealand

Telephone: 64 4 471 2320

Facsimile: 64 4 471 2330

Email: asianz@asianz.org.nz

asia:nzonline www.asianz.org.nz

