

New Zealanders' perceptions of Asia and Asian peoples in 2012


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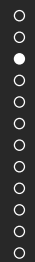
Report Research

March 2013

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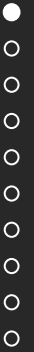
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Introduction



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Introduction

Background and objectives

The Asia New Zealand Foundation 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 the Foundation 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, and Asian tourism, students and immigration.

Since 2007 this survey has provided 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 impacts of the media on perceptions of Asia and Asian people
- the importance that New Zealanders place on cultural and economic ties with Asia
- the perceived impacts that conflicts, threats and instabilities in Asia could have on New Zealand
- how New Zealanders view the relationship between New Zealand and Asia
- perceived obstacles to closer ties between New Zealand and Asia
- views on Asian investment in New Zealand. young New Zealanders to engage with Asia.

New Zealanders saw Asia as a region of significance to New Zealand and recognised benefits to maintaining ties with Asia, although they were less positive than in 2011.

New Zealanders saw the Asian region as second only to Australia in its importance to New Zealand's future, with more than three-quarters (77 percent) of New Zealanders saying it was important. However, Asia's perceived importance declined by 6 percentage points since 2011. Similar declines were also observed in the perceived benefits of a relationship with Asia. At the time of fieldwork (in September 2012), unemployment had risen to 7.3 percent, the highest level in 13 years. Results suggest this may have exacerbated perceptions of economic threats from immigration, foreign investment and New Zealand businesses' outsourcing to Asia.

New Zealanders also recognised benefits to maintaining ties with Asia, and they saw these benefits primarily in economic terms. A strong majority believed that exports to Asia (92 percent), and Asia as an inbound tourist market (88 percent), will have positive impacts on New Zealand in the long term. Furthermore, four in five New Zealanders said that the economic growth of the Asian region (80 percent) and free trade agreements between New Zealand and Asian countries (79 percent) will have positive impacts on New Zealand in the next 10 to 20 years. New Zealanders were more cautious

about the benefits of Asian immigration to New Zealand (51 percent saw it as positive) and the population growth of the Asian region (45 percent were positive).

New Zealanders believed that it was important that we develop cultural and economic ties with Asia, and saw a lack of cross-cultural understanding as the primary barrier to doing so.

In 2012 more than eight in ten New Zealanders (84 percent) believed that it was quite or very important that New Zealand developed cultural and economic ties with Asia. A majority believed that New Zealand needed to do more in preparing young people to engage confidently with Asia (57 percent) and in helping New Zealanders to better understand Asian cultures and traditions (58 percent).

For New Zealanders, the primary barriers to developing ties with Asia were a lack of cross-cultural understanding (32 percent), including New Zealanders' understanding of Asian people and cultures (18 percent), Asian people's understanding of New Zealand people and cultures (14 percent), and communication barriers (21 percent). Asian New Zealanders were more likely than non-Asian New Zealanders to say that negative/racist views held by Asian people toward New Zealanders were the biggest barrier to cross-cultural understanding.

The majority of New Zealanders appreciated that investment from Asia had benefits for New Zealand, although a degree of trepidation also existed. However, New Zealanders were more welcoming of investment from Asia than were people in Australia and Canada.

Recently, investment from Asia has received attention by the mainstream media.

In 2012, 70 percent of New Zealanders agreed or strongly agreed that it was *good for New Zealand's economy* that companies in Asia invested in New Zealand's businesses; 19 percent strongly agreed.

In 2012, 35 percent of New Zealanders agreed or strongly agreed that New Zealand was allowing *too much* investment from Asia; 9 percent strongly agreed.

Compare with recent results from national opinion polls in Canada (57 percent of Canadians agreed that Canada would benefit from more Asian investment) and Australia (56 percent of Australians thought that the Australian government was allowing too much investment from China).

New Zealanders tended to view Asia as a neighbour, although a significant proportion saw Asia as a partner or saw New Zealand as part of Asia.

In 2012, 17 percent said they saw New Zealand as ‘part of Asia’; this was down from 22 percent in 2011. While New Zealanders were most likely to see Asia as ‘a neighbour’ (47 percent), a substantial proportion (42 percent) saw Asia as more than a neighbour (that is, 25 percent saw Asia as a ‘partner’ and 17 percent saw New Zealand as ‘part of Asia’).

New Zealanders expressed greater feelings of warmth than Australians did toward people from Asian countries.

Compared with Australians, New Zealanders expressed greater feelings of warmth toward people from Asian countries.

A higher proportion (23 percent) of those we surveyed in 2012 believed that New Zealanders felt cooler toward people from Asia compared with 12 months earlier (18 percent). Our qualitative research attributed these changes to New Zealand’s economy, including New Zealand’s high unemployment.

	New Zealanders’ warmth rating	Australians’ warmth rating
China	69	59
Japan	74	70
India	66	58
South Korea	69	61

Contextual influences from 2011 to 2012



Summary

The 2012 results showed that the recall of positive media articles about/coverage of Asia decreased markedly from 2011 (from 58 percent to 50 percent), and New Zealanders were equally likely to have recalled positive and negative media/coverage.

Contextual influences from 2011 to 2012

When interpreting research it is useful to consider the potential contextual influences on changes in the results over time. In the last three annual surveys we included questions to better understand contextual influences on the survey findings, and to measure the impacts of the media on perceptions of Asia and Asian people.

The context for the current 2012 survey contrasted markedly with that of the 2011 survey. Fieldwork for the 2012 survey took place when New Zealanders' economic optimism had remained low relative to late 2011 and early 2012,¹ and when unemployment was recorded at its highest level since 1999.²

As can be seen in Figure 1, the 2012 results showed that the recall of positive media articles about/coverage of Asia decreased markedly from 2011 (from 58 percent to 50 percent), and New Zealanders were equally likely to have recalled positive and negative media/coverage in the three months leading up to fieldwork.

Representation of Asia by the media

We asked New Zealanders to tell us what they had seen, heard or read about Asia in the three months leading up to fieldwork. Results are shown in Table 1.

Our 2012 survey showed that, between the 2011 and 2012 surveys, there were some differences in the content of media recalled in the three months leading up to fieldwork.

- Mentioned for the first time in 2012 was the possible purchase by Haier of Fisher & Paykel (2 percent), New Zealand-branded labels being attached to Chinese milk (1 percent), Asian immigrants sending New Zealand baby formula to family in Asia (1 percent), and the employment of Asian workers to undercut the New Zealand labour market (1 percent).

- The recall of conflicts, threats and instabilities in the Asia region increased from 7 percent in 2011 to 12 percent in 2012. Coverage of note in 2012 included the territory dispute between China and Japan (4 percent) and continuing tensions between North and South Korea (3 percent). Concerns about a Chinese interest or presence in the Asia-Pacific region emerged for the first time in 2012 (1 percent).
- The recall of crime-related issues and events increased from 5 percent in 2011 to 9 percent in 2012, particularly the 2009 milk scandal in China involving Fonterra (up from 1 percent to 3 percent in 2012).
- The recall of miscellaneous negative comments made by or in the media increased from 2 percent in 2011 to 4 percent in 2012. Two New Zealanders offered these examples:

“It was on YouTube I think. They were talking about discrimination that they faced here and they were telling people not to come here.”

Male, Māori, 18-19 years old

“The negative is things like nationality with Asian nationals being targeted/picked on in a negative way. Asians being ‘outcast’ really.”

Male, New Zealand European, 40-49 years old

- The recall of local and national events, such as Diwali and the Lantern Festival, which were typically viewed positively, decreased from 8 percent in 2011 to 5 percent in 2012.
- As may be expected given the passage of time, mentions of media coverage of natural disasters in Asia, and in particular of the Japan earthquake and tsunami, decreased considerably since 2011 (down from 24 percent in 2011 to 11 percent in 2012).

Figure 1a. Have you seen, heard, or read anything about Asia-related events, issues or people in the last three months?

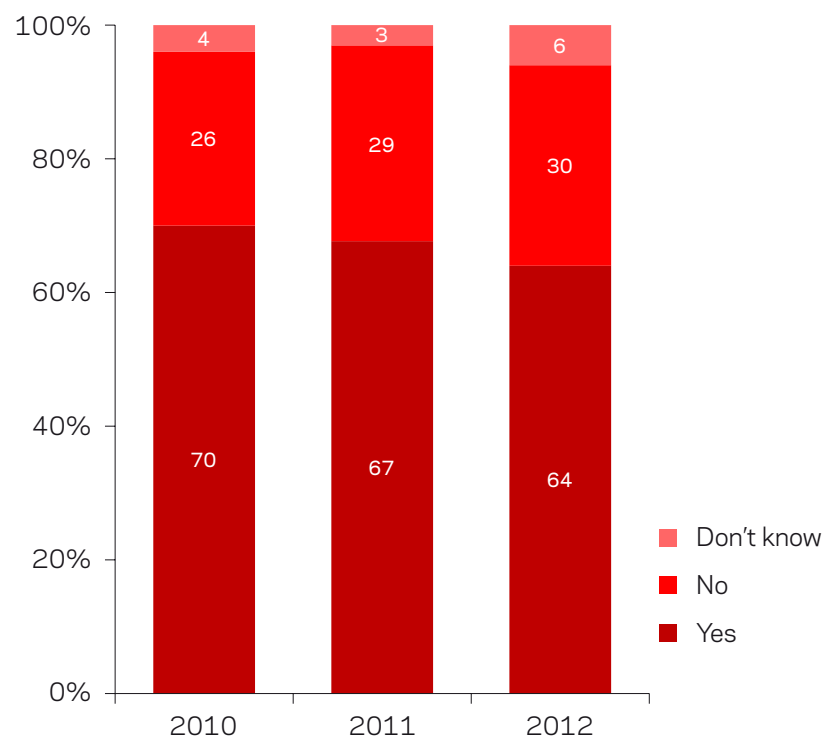


Figure 1b. Would you say that it was mostly positive, mostly negative, or both positive and negative?

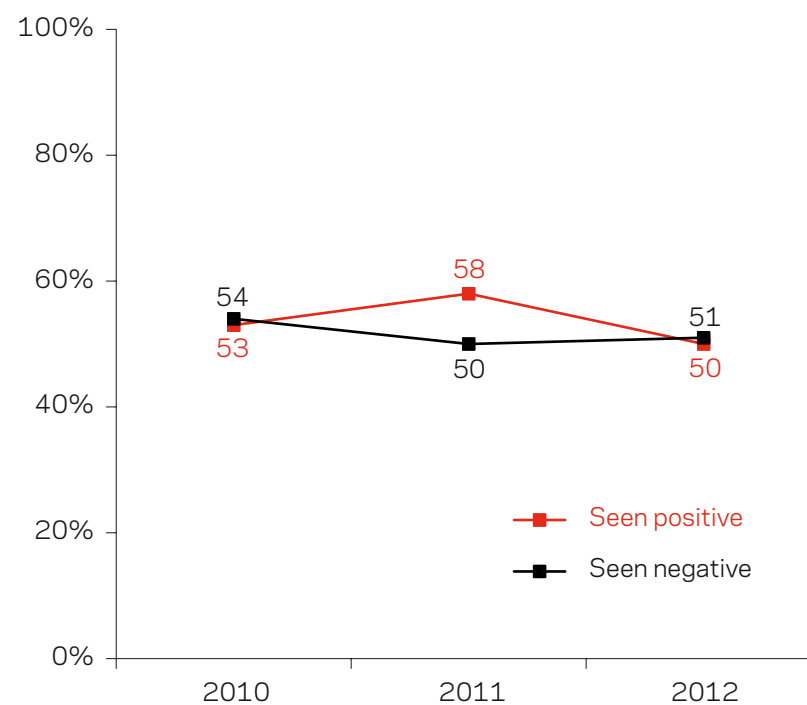




Table 1. Asia-related events, issues or people that New Zealanders had seen, heard or read about in the previous three months

	All who had seen, heard or read info (percent)	Was it mostly positive, mostly negative, or both?		
		Mostly positive (percent)	Positive & negative (percent)	Mostly negative (percent)
Business and economic issues	33	22	39	26
Free trade agreement/business relationships with China/India	11	13	14	-
Chinese wanting to buy Crafar dairy farms	8	3	8	13
Financial market/economic issues/currencies	6	1	10	1
China's economic growth/boom	3	1	4	1
Tourism/increase in tourism	2	1	3	-
Asians wanting to buy New Zealand land	2	-	3	2
Possible purchase by Haier of Fisher & Paykel	2	-	2	1
Asians taking over New Zealand jobs/businesses	1	-	1	1
Poor-quality products that are made in China	1	-	1	2
Untrustworthy business dealings	1	-	1	4
New Zealand labelling on Chinese milk	1	-	-	2
Taking baby formula off New Zealand shelves and sending back to Asia	1	2	1	-
Using Asian workers to undercut New Zealand workers/ the labour market	1	-	-	2
Fonterra setting up dairy farms/expanding into China	-	1	-	-
Developing technology/fashion in Japan/China	-	1	-	-
Natural disasters	11	8	13	8
Tsunami in Japan/aftermath of tsunami in Japan	3	2	3	3
Natural disasters (e.g., flood, earthquake)	3	2	4	1
Flood in China	2	-	2	3
The earthquake in Japan	2	1	2	2
Rebuilding/fast rebuilding of Japan after the earthquake, tsunami	2	3	2	-
Floods in other Asian countries	1	1	1	2
Nuclear reactor in Japan as result of tsunami	1	-	1	1

A percentage in a dark blue cell is significantly lower than the average for all those who have seen, heard, or read something about Asia-related events, issues, or people.

Percentages in a red cell are significantly higher than the average or all those who have seen, heard, or read something about Asia-related events, issues, or people.



Source: Q3b and Q3c. Base: Those who had seen, heard or read something about Asia-related events, issues or people in the previous three months.

Notes: 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 green 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 red are significantly lower than the average.



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

	All who had seen, heard or read info (percent)	Was it mostly positive, mostly negative, or both?		
		Mostly positive (percent)	Positive & negative (percent)	Mostly negative (percent)
Conflicts or political instabilities	12	1	15	15
Territory dispute between China and Japan	4	-	6	2
Political problems (non-specific)	4	1	6	3
Tensions between North and South Korea	3	-	2	8
War/fighting in Afghanistan/Pakistan	2	1	2	2
Terrorist acts/reports (e.g., Indonesia, Philippines)	1	-	1	-
Concerns about Chinese interest/presence in the Asia-Pacific region	1	-	1	1
Difficulties in Burma/Myanmar	-	-	1	-
Crime-related issues or events	9	3	10	14
Crimes in New Zealand involving Asian people	4	2	5	4
Milk scandal in China involving Fonterra	3	-	3	7
Drug issues/drug-related crimes	1	-	1	3
High-profile British businessman murdered in China	1	-	1	1
Pakistan cricket scandal/match fixing	-	1	1	-
Human rights issues	6	-	6	10
Human rights issues in China/other Asian countries	3	-	4	4
Racial discrimination/Asians being badly treated	1	-	1	3
Poor working conditions/low wages in Asia	1	-	1	2
Poor treatment of Asian staff on fishing boats	-	-	-	2
Local and national events	5	17	2	-
Cultural events/festivals (e.g., Diwali, Lantern)	5	17	2	-
Opening of China Town in Ti Rakau Drive	-	-	1	-

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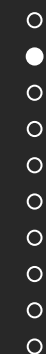




Table 1. Asia-related events, issues or people that New Zealanders had seen, heard or read about in the previous three months

	All who had seen, heard or read info (percent)	Was it mostly positive, mostly negative, or both?		
		Mostly positive (percent)	Positive & negative (percent)	Mostly negative (percent)
Miscellaneous negative comments	4	3	4	6
Too many Asians/students moving to New Zealand	2	-	1	5
Asians don't integrate	1	1	-	1
Muslim domination	1	-	1	-
Negative comments about immigration	1	1	-	-
Negative comments about religion	1	-	1	1
TV documentaries	3	6	2	-
Documentaries about Asia/Asian culture	2	6	2	-
TV programme – Asia Downunder	-	1	-	-
Environmental issues	1	-	2	-
Pollution in China	-	-	1	-
Whaling issue in Japan	1	-	2	-
Major international events	1	2	2	-
Olympic Games (non-specific)	1	2	2	-

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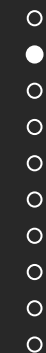




Table 1. Asia-related events, issues or people that New Zealanders had seen, heard or read about in the previous three months

	All who had seen, heard or read info (percent)	Was it mostly positive, mostly negative, or both?		
		Mostly positive (percent)	Positive & negative (percent)	Mostly negative (percent)
Miscellaneous	44	56	42	35
Current events/news articles/too many to be specific	15	15	15	16
Personal encounter (e.g., work, home stay, school)	6	13	5	2
Miscellaneous information about business	3	6	2	1
Books/magazine articles I've read about Asian cultures	2	8	1	1
Cultural development/understanding of Asian cultures	2	4	3	1
John Key's visit to Japan	2	3	2	-
Miscellaneous sports news	2	2	2	1
Refugees travelling to New Zealand/Australia	2	-	2	5
Travel promotions/brochures	2	1	3	-
Chinese Premier going out of public sight	1	-	2	1
John Key's visit to China	1	1	1	-
Miscellaneous news about Asians and education	1	2	1	-
Student exchanges	1	4	-	-
Poverty (non-specific)	-	-	-	1
Other	11	9	11	10
None/don't know	9	8	10	6
Don't know	7	8	8	4
None/nothing	1	1	2	1
Base (n=)	669	145	398	118

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The Asian region in relation to New Zealand

Summary

More than two-thirds of New Zealanders (70 percent) agreed or strongly agreed that it was good for New Zealand's economy that companies in Asia invested in New Zealand's businesses; 19 percent strongly agreed. Fifteen percent of New Zealanders disagreed or strongly disagreed with this statement; only 4 percent strongly disagreed. ■ Around one-third of New Zealanders (35 percent) agreed or strongly agreed that New Zealand was allowing too much investment from Asia; a small minority of 9 percent strongly agreed. Thirty-seven percent disagreed or strongly disagreed with this statement; again, only 4 percent strongly disagreed.

The Asian region in relation to New Zealand

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 New Zealanders to rate the importance of a variety of regions on a scale from 1 (not at all important) to 5 (very important).

It was clear from the results that New Zealanders saw Asia as a significant region. Figure 2 shows more than three-quarters (77 percent) of New Zealanders say the Asian region was important to New Zealand's future.³ New Zealanders viewed the Asian region as more important than Europe (67 percent), North America (52 percent), the South Pacific (46 percent), South America (28 percent) and Africa (15 percent). As one New Zealander we spoke to put it to us,

"I'm a journalist so I get to read lots of issues about Asia and how important it is to develop free trade agreements with Asian countries. I also read about the need to develop future relationships with those countries because in the future our country is going to depend more on Asian countries than Europe or North America."

Male, New Zealand European, 30-39 years old

Figure 2. Importance of each region/country to New Zealand's future

Summary Average rating

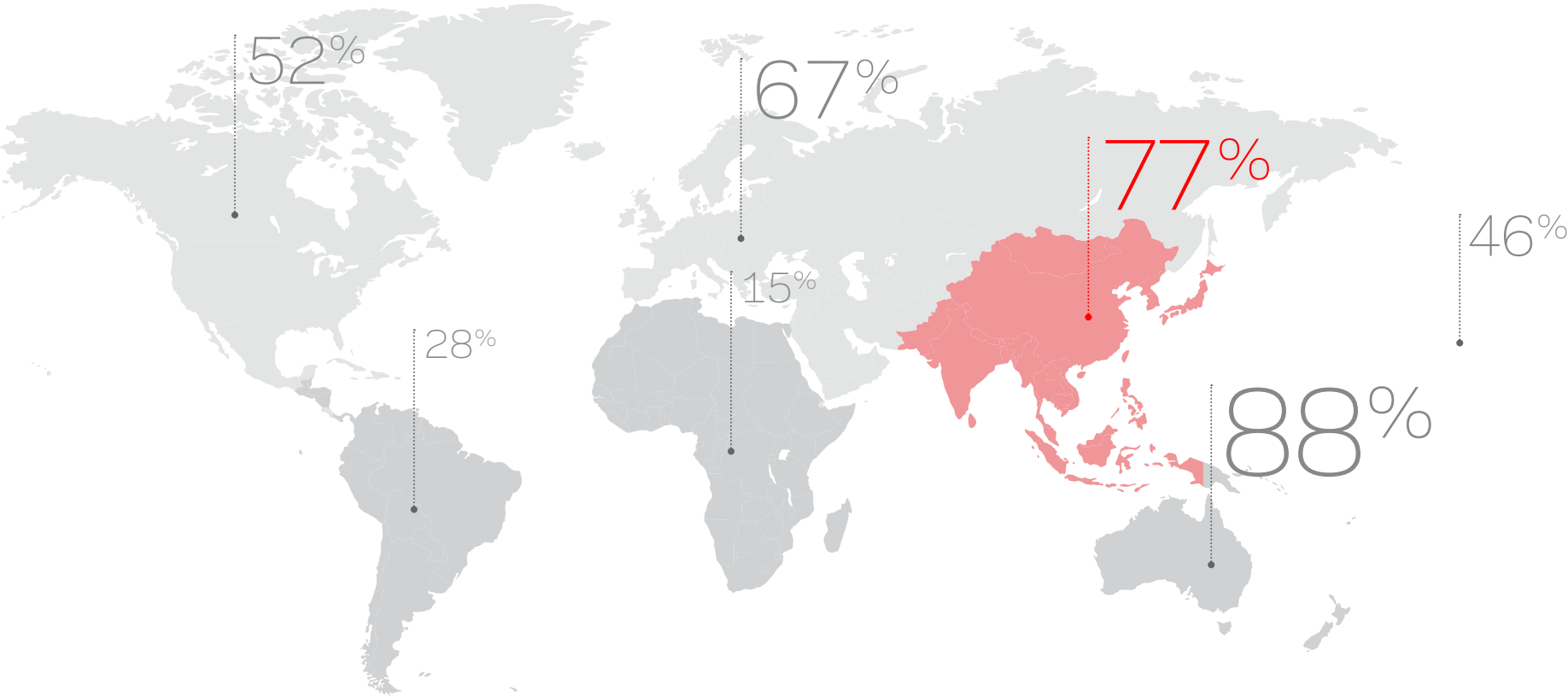
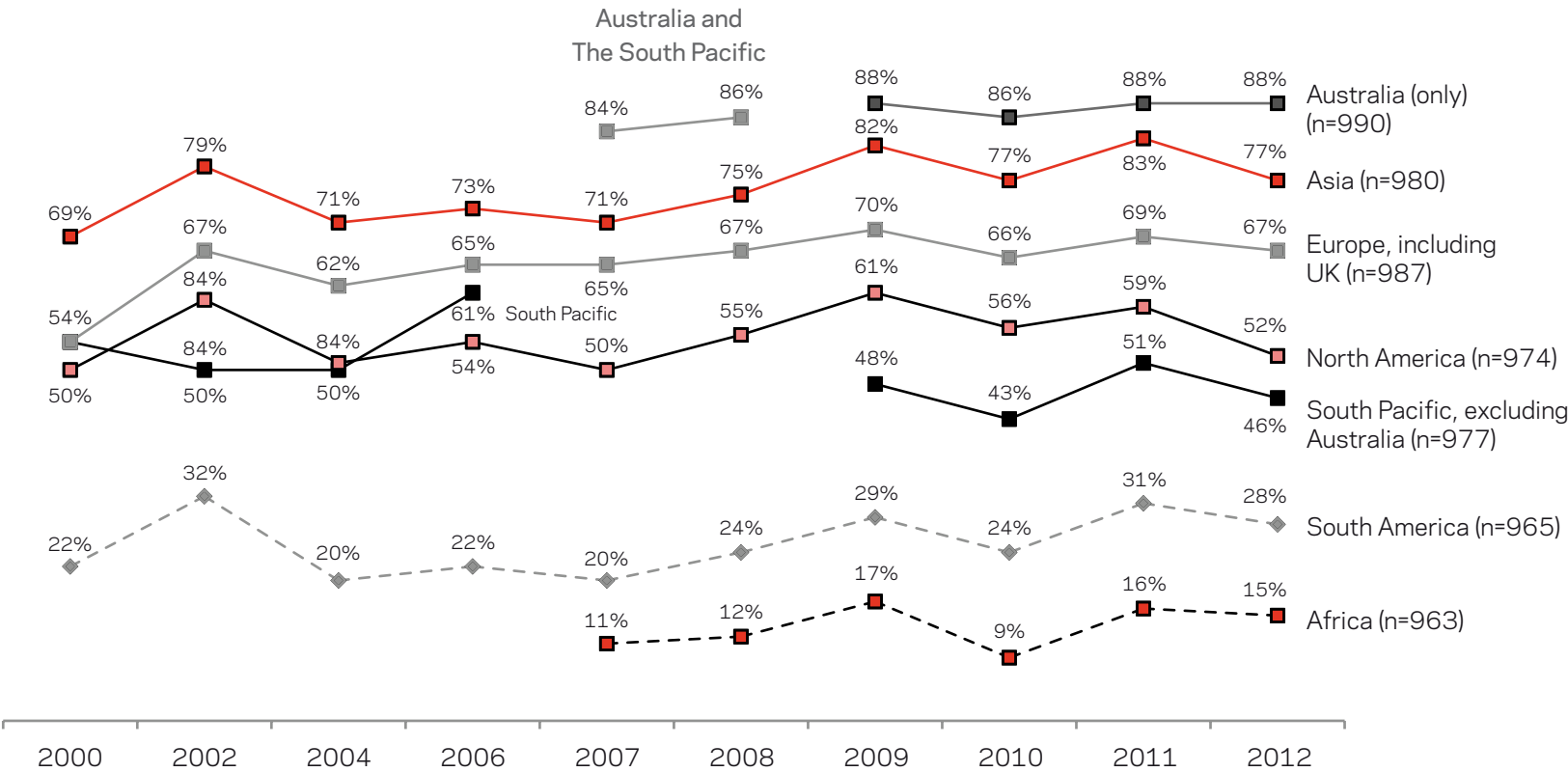


Figure 3. Percentage of New Zealanders who gave an importance rating of 4 or 5 (out of 5)



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

- those who felt very warm toward people from Asia (56 percent)
- those who had a lot of contact with people from Asia (46 percent)
- those who had immigrated to New Zealand (44 percent), particularly those who had lived here for more than 10 years (49 percent)
- those on higher household incomes, with annual household incomes over \$70,000 (48 percent).

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

- those who felt cool toward people from Asia (22 percent)
- those who had not had a lot of contact with people from Asia (32 percent who were in the low-frequency-contact group)

- those who lived in provincial cities (30 percent)
- those on lower household incomes, with annual household incomes of \$70,000 or less (30 percent).

Trends and changes in the past decade

Figure 3 shows how perceptions of the importance of various regions have changed during 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, some significant shifts were evident in 2002, and between 2009 and 2012. These shifts coincided with significant international and national events, which we think served to influence New Zealanders' views of global issues and foreign economies and their relevance to New Zealand.

The 2002 survey followed the terrorist attacks in the US on 11 September 2001. The 2009 survey was carried out following New Zealand's 2007 to 2009 economic recession. In 2010, many New Zealanders had begun to experience

the effects of the economic recession. The 2010 survey was carried out during media attention of New Delhi's preparedness for the Commonwealth Games, when evocative images of athletes' village were shown widely in the news media.

Late 2010 and early 2011 was a difficult time for many New Zealanders owing to our slow economic recovery and significant national events, including the Pike River mine tragedy and Christchurch earthquakes. However, our 2011 survey was carried out at a time of relative optimism, owing partly to the Rugby World Cup, which appeared to have raised New Zealand's profile internationally and contributed to an overall 'brighter outlook' for New Zealanders.⁴

Changes in importance from 2011 to 2012

In 2012, although Asia was still recognised as an important region to New Zealand, the perceived importance of most regions returned to levels similar to those seen in the 2010 survey.

Reasons for the general decrease in the importance of other regions

Some of those who participated in our qualitative research felt that, owing to tougher economic times in the previous 12 months, New Zealanders had turned their focus 'inward'. They appeared to believe that, to ensure New Zealand's continued economic recovery, it was a priority to look after and protect domestic interests first and focus on issues at home. This echoes views expressed in our 2011 forum.

"I think the decrease is linked to economic recession. Old protectionist behaviours re-emerge in that period."

Female, Other ethnicity, 40-49 years old

"I think we are starting to look after ourselves a bit more, reducing debt and trying to sort out our own affairs so we can provide better foundations when things start picking up."

Male, Other ethnicity, 25-29 years old

Reasons for a decrease in the perceived importance of Asia

Our qualitative research revealed that, in the previous 12 months, New Zealanders had become aware of potential threats to New Zealand that could hinder New Zealand's economic recovery. These perceived threats may generate some resistance to seeing Asia as an important region to New Zealand's future. These perceived threats included:

- higher unemployment

"Asia has become synonymous with cheap goods and poor quality. Asia has become well known for extremely poor work[ing] conditions and even worse pay. It has also been acknowledged that this type of labour market has attracted a large number of companies from around the globe keen on making a positive financial difference to the balance sheet. Consequently, thousands of employees have been made redundant, leaving their families struggling to make ends meet in a world suffering a financial crisis."

Male, Māori, 40-49 years old

"I wonder if Asia was seen as important for its potential to provide cost effective manufacturing to aid business through the recession. Then, as the recession progressed, jobs were lost and business scaled back or failed. Perhaps then Asia is seen not for what it can give to our economy

but what it can take."

Female, New Zealand European, 35-39 years old

- business profits being invested overseas rather than in New Zealand

"Joe Public is annoyed with local firms and farms being purchased by Asian companies with deep pockets. We would have no objection if the purchasers moved to New Zealand, but we have a major balance of payments problem, and this is making it worse due to the profits from these operations now going overseas rather than coming back to New Zealand."

Female, Other ethnicity, 60-69 years old

- immigrants from Asia increasing competition for jobs in New Zealand.

In our qualitative research, Asian immigrants were described as being highly skilled and educated, which, New Zealanders told us, made Asian immigrants competitive for jobs here in New Zealand. Some New Zealanders also noted that Asian labourers were willing to work longer hours for lower wages, particularly in the trade sectors. These comments may have related to a segment shown on Television New Zealand's Close Up current affairs programme during the fieldwork,⁵ which discussed the employment of Asian workers in the building industry, and argued that 'traditional Kiwi trades people' were finding it increasingly difficult to compete, as the following quotes illustrate.

“Usually, migrants are requested to have a certain degree of education to have a chance of employability in New Zealand’s work market (under work immigration scheme). High level of education, etc... This competition might make some Kiwis perceive [Asian immigrants] as a threat.”

Female, Other ethnicity, 40-49 years old

“Maybe because we see the Asian people come and take work from the New Zealand workforce. I realise the Asian work ethic is very different from [that of] the average New Zealand worker. Asians, because they get a job done quickly, can undercut in costs what New Zealand businesses charge for, i.e., building work. It does seem to be rather unfair that Asians are given work permits, which means that New Zealand men and women need to go on a benefit as work for them is scarce.”

Female, Other ethnicity, 60-69 years old

“[The decrease in importance happened] when one of the TVNZ stations did a programme about the Asians taking jobs that should have been filled by New Zealanders, and also when it was announced that the Chinese deal with Crafar dairy farms was still a probability.”

Female, Other ethnicity, 60-69 years old

“Many Kiwis might see [immigration from Asia] as a threat, because these immigrants are skilled and educated migrants and [they] put Kiwis out of their comfort zone on the work market (i.e., how it might feel uncomfortable for some Kiwis to see a non-native speaker having better written language and spelling, etc...).”

Female, Other ethnicity, 40-49 years old

Reasons for decreases in the perceived importance of North America and the South Pacific

In our qualitative research, we asked about why New Zealanders’ perceptions of the importance of North America and the South Pacific had decreased in the previous 12 months.

The poor economic situation in North America

Some participants put forward economic reasons as the key factor to understanding why North America had lost some of its importance for New Zealanders. They suggested that trade relationships between North America and New Zealand were difficult because the US was still steeped in recession, and that the exchange rate between North America and New Zealand was unfavourable to New Zealand exporters, as this New Zealander notes,

“The North American decline would relate directly to the state of the US economy. The growth rate is still very slow, although there has been an increase in real estate sales, up approx 5.7 percent (seasonally adjusted). Another reason may well be our high dollar. Where I live we have a company that produces wood ‘trims’ (skirtings and finishing timber). Their biggest customer base is in the US. Other New Zealand exporters are also feeling the pressures due to the current exchange rates.”

Male, New Zealand European, 60-69 years old

One New Zealander referred to the impact of the recession on North Americans’ attitudes and behaviours towards foreign countries. He explained that North America had had to focus on its domestic situation to address its poor economic results instead of strengthening trade and other relationships with New Zealand. Therefore, from New Zealand’s perspective, this had led to a decrease in the North American region’s importance to New Zealand.

“I think the decrease [in importance] of the North American market is mainly because I get the feeling that most Americans are hunkering down and starting to focus on sorting out their affairs... Supporting their local communities and economy rather than going on large holidays abroad.”

Male, Other ethnicity, 25-29 years old

New Zealand's continuous financial support of the Pacific region

Some of those who participated in our qualitative research felt that the Pacific region had been supported by New Zealand for a long period of time, mostly economically. These New Zealanders felt that the New Zealand support of the Pacific region was a burden on New Zealand's own economy, especially in a period of economic recovery. They also felt that the Pacific region generally lacked appeal for business relationships (e.g., because of political instability and low foreign investment) and that the Pacific region and New Zealand could not develop an equal, reciprocal relationship. The following quotes illustrate these views.

“As far as the ‘Pacific’ goes, it seems that New Zealand is always bailing out one small nation after another. Perhaps some, if not all, of that ‘bail out’ money would be better spent in fixing the Christchurch infrastructure and housing.”

Male, New Zealand European, 60-69 years old

“Over the years there have also been many natural disasters requiring Kiwi intervention (usually financial), which creates a perception of the Pacific being a money gobbler.”

Male, Māori, 40-49 years old

“I think the Pacific needs us more than we need them. It must be very hard for them to find goods other countries like New Zealand want, and they are so poor.”

Female, New Zealand European, 50-59 years old

“The lack of confidence in the Pacific region could reflect New Zealanders’ concern about the political instability and media reports of lack of financial accountability in some areas.”

Female, New Zealand European, 35-39 years old

“The Pacific, for those with money, does not have the pulling power for the investor dollar. The Pacific has never been seen as an economic powerhouse. They certainly hold a lot of cards when it comes to tourism, but due to the Global Financial Crisis and several recessions, the overall number of people travelling the globe has come down significantly.”

Male, Māori, 40-49 years old

One New Zealander also mentioned that owing to its lack of coverage in the news media, the Pacific region had slipped from New Zealanders’ minds, which explained why the region had experienced a decrease in importance.

Reasons for relative stability in the perceived importance of Europe

In general, those in our qualitative research found it difficult to explain why the perceived importance of Europe had remained relatively unchanged compared with other regions.

Perceived improvement in the European region's economic situation

A few people came up with a variety of reasons to justify the European region experiencing relative stability in terms of its importance for New Zealand in the previous 12 months. The key reason they provided was a perception that the European region's economic situation was getting slowly under control, even though European countries still faced economic problems.

“I think that people see future benefits coming from the European markets, hence why there isn't a big drop compared to North America, even though the EU is struggling. I get the feeling that there seems to be a better outlook in Europe, as England is our typical ‘OE’ destination. So there are lots of Kiwis floating around Europe, which opens doors to future prospects.”

Male, Other ethnicity, 25-29 years old

“Perhaps the improvement in Iceland’s economy has something to do with it [relative stability], as they were one of the first to recognise the problem [economic crisis] and do something about it.”

Female, Other ethnicity, 60-69 years old

“I think the European market is getting stronger, generally... Perhaps again linked to Kate and William, as they have improved public perception of Europe as a whole. And also the general coming out of the recession helps too.”

Female, New Zealand European, 20-24 years old

Europe’s cultural and social links with New Zealand

A few New Zealanders also mentioned that the cultural links that New Zealand had with Europe (more specifically Britain) and immigration flows from Europe to New Zealand had contributed to the relatively close bond that Europe and New Zealand had developed.

“Our cultural ties with Europe, particularly the UK, will probably continue to be reflected in survey responses, no matter what the current political/economic issues may be.”

Female, New Zealand European, 60-69 years old

“Perhaps because Europe and England have stronger ties with New Zealand because of immigration.”

Male, New Zealand European, 50-59 years old



Benefits of a relationship with Asia

To understand the value that New Zealanders attached to a relationship with Asia, we asked New Zealanders to think about New Zealand in the next 10 to 20 years, and to indicate how much of a positive or negative impact various factors would have on New Zealand.

Figure 4, shows that, consistent with previous years, New Zealanders recognised that there were predominantly economic benefits to maintaining ties with Asia. A strong majority believed that exports to Asia (92 percent), and Asia as an inbound tourist market (88 percent), would have positive impacts on New Zealand in the long term.

Furthermore, four in five New Zealanders said that the economic growth of the Asian region (80 percent) and free trade agreements between New Zealand and Asian countries (79 percent) would have positive impacts on New Zealand in the next 10 to 20 years.

Consistent with previous surveys, New Zealanders' viewed population issues such as Asian immigration to New Zealand (51 percent) and the population growth of the Asian region (45 percent) less positively.

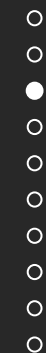
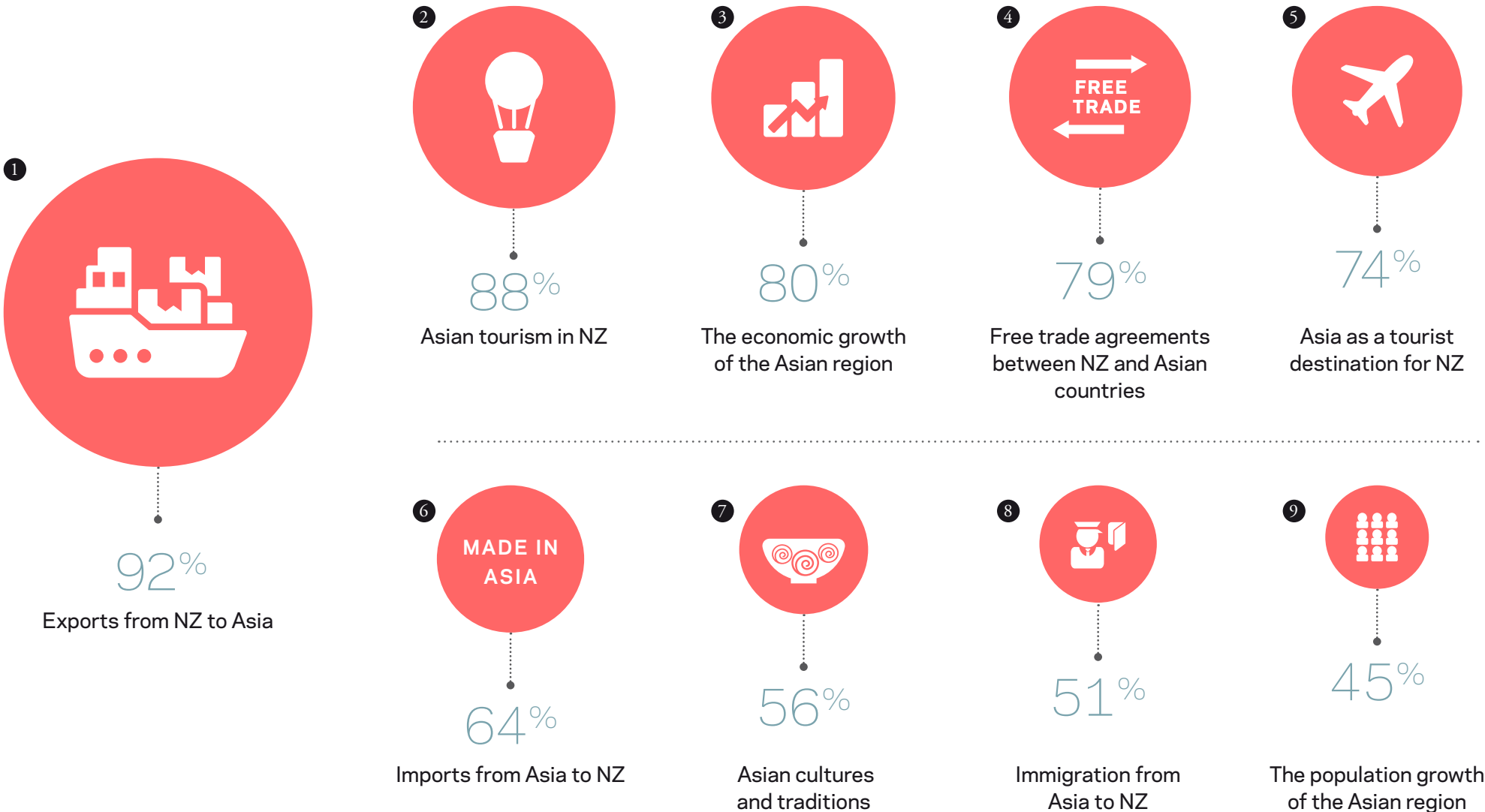


Figure 4. How much of a positive impact do you think each of the following will have on New Zealand in the next 10 to 20 years?

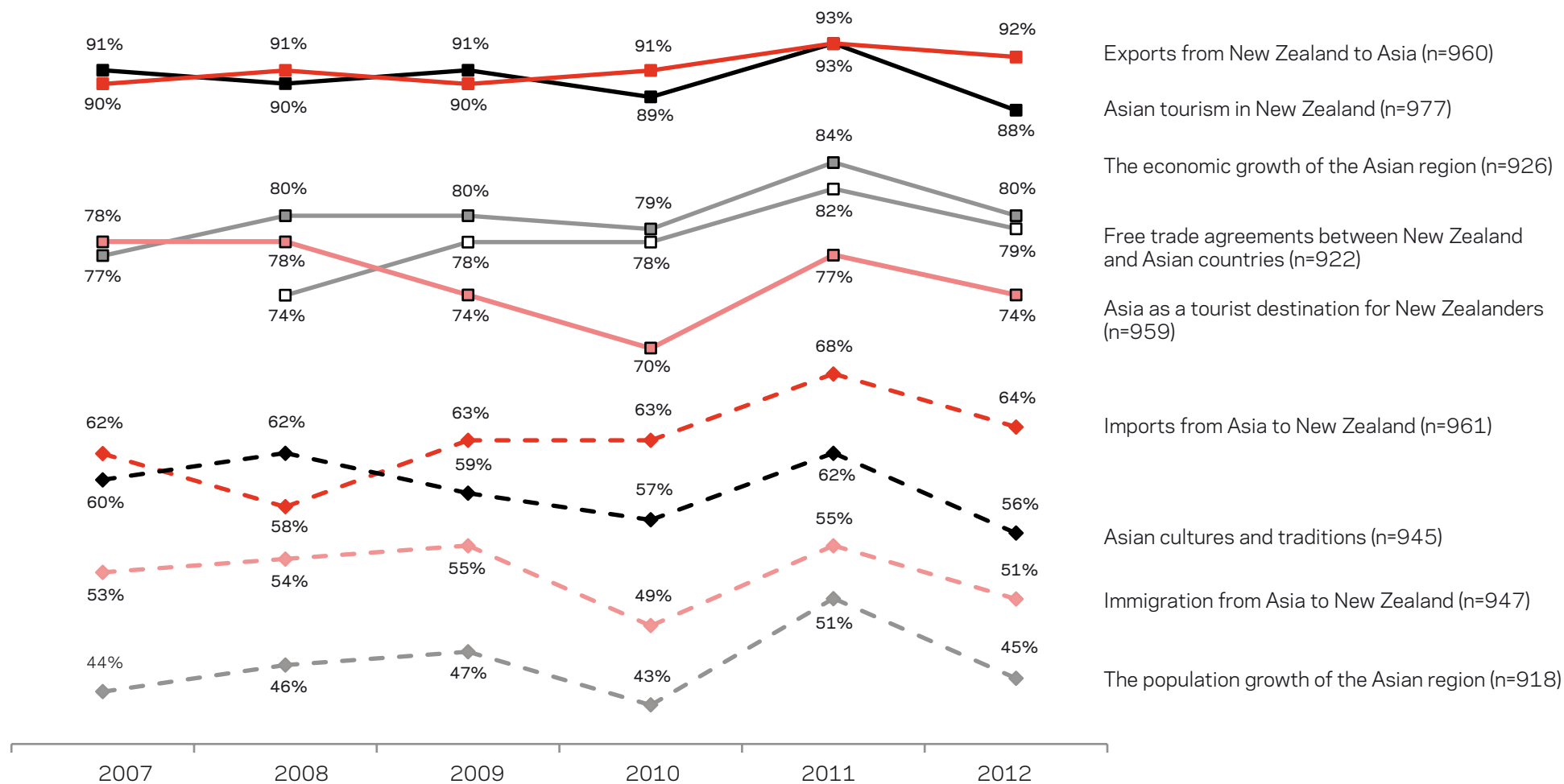
Summary % very or somewhat positive



Benefits of a relationship with Asia over time

Figure 5 tracks how New Zealanders' views about 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, 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. In 2012, with the exception of exports to Asia, results generally decreased to be the same as the 2010 survey.

Figure 5. Percentage of New Zealanders who say each will have a positive impact in the next 10 to 20 years



We believe that an explanation for these decreases may lie in New Zealand's sluggish economic recovery since the end of its economic recession in March 2009. Although the economy has grown, population growth, increasing unemployment, the negative impacts of the Christchurch earthquakes and rising prices mean that it has taken time for New Zealanders' disposable incomes to recover to pre-recession levels.⁶

Comments in our qualitative research in both 2011 and 2012 suggest that in times of economic struggle people will become more insular, focus less on our relationships with other regions and countries and more on the problems faced at home. The Rugby World Cup (when New Zealander's economic outlook was more positive relative to earlier in 2011) offered New Zealanders some respite. However, economic optimism decreased substantially again in May 2012. By the time of fieldwork, unemployment had increased to 7.3 percent. These circumstances may once again have led New Zealanders to shift their focus inward, toward the situation in New Zealand, and exacerbated perceptions of economic threats

from immigration, foreign investment and New Zealand businesses outsourcing to Asia. These quotes demonstrate these perceived threats from Asia and Asians.

"I don't have any ill feelings toward them but some people may say they are taking jobs. On the news there was [an Asian] guy working seven days a week so people may feel like they're taking jobs."

Female, New Zealand European, 40-49 years old

"Well I think mainly I know a lot of businesses where they have lost contracts to China and their businesses have had to close down. Economically this is where we're feeling it."

Female, New Zealand European, 60-69 years old

"Because there's more and more of them coming into the country, and investments – they are trying to take over."

Male, New Zealand European, 50-59 years old

"They're sending our jobs offshore – our jobs and profits."

Male, New Zealand European, 50-59 years old



Perceived barriers to developing closer ties with Asia

We included a new question in the 2012 survey to determine what New Zealanders saw as being the biggest obstacle to developing closer ties with Asia. This question was asked unprompted and near the end of each survey. The results can be seen in Table 2.

Table 2. Perceived main obstacles to positive relationships between New Zealand and Asia

	Percent
Cross-cultural understanding	32
New Zealanders' low understanding of Asian people and cultures	18
Asian people's low understanding of New Zealand people and cultures	14
Cultural differences/barriers	9
Low understanding of each other (not specific to ethnicity)	3
Communication barriers	21
Language barriers	19
Communication	2
Negative intergroup attitudes	19
Negative/racist views held by New Zealanders toward Asian people	11
Negative/racist views (not specific to an ethnic group)	8
Negative/racist views held by Asian people toward New Zealanders	4
New Zealanders	*
Conflicting philosophies, views and practices	8
Politics/political differences	2
Different practices/philosophies relating to money and economics	2
Religion/religious differences	2
Different business culture/ethics	1
Human rights issues in Asia	1
Environmental issues (whaling, pollution, etc.)	*

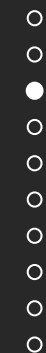


Table 2. Perceived main obstacles to positive relationships between New Zealand and Asia

	Percent
Concerns over investment, jobs and the economy	5
Asian investment in New Zealand	2
Asian people taking our jobs	1
Economy/economic climate/downturn	1
Trade/free trade	1
Concerns over immigration	5
Immigration/too many Asian people coming here	3
Need to assimilate/integrate with wider New Zealand community	2
Asia's growing influence	3
Concern about Asia's growing power and influence	2
Asia is very large compared with New Zealand	*
Miscellaneous	7
Political instability/conflict in Asia	1
Do not think there are any obstacles	1
Education (non-specific)	1
Crime in New Zealand involving Asian people	1
Past history/historical perceptions	*
Distance/travel	*
Other	4
Don't know	19

Cross-cultural understanding and language barriers

For many New Zealanders, the primary barriers to developing ties with Asia were on a lack of cross-cultural understanding (32 percent), including both New Zealanders' understanding of Asian people and cultures (18 percent) and Asian people's understanding of New Zealand people and cultures (14 percent) and communication barriers (21 percent).

Two further findings were of particular interest when it came to perceived barriers to a relationship with Asia:

1. Overall there was general agreement between Asian and non-Asian New Zealanders on the main barriers to developing ties with Asia. There was only one statistically significant difference between the views of these groups. Asian New Zealanders were **more likely** than non-Asian New Zealanders to say that negative and racist views held by **Asian people** toward New Zealanders were the biggest barrier (10 percent of Asian New Zealanders mentioned this barrier, compared with 4 percent of others).

2. Just one-fifth of the respondents (19 percent) believed that negative attitudes were the biggest obstacle to developing closer ties with Asia, including negative and racist views held by New Zealanders toward Asian people (11 percent) and held by Asian people toward New Zealanders (4 percent). We found this result surprising, especially when considered alongside a recent Human Rights Commission survey, which showed that 75 percent of New Zealanders believed Asian people suffered 'a great deal' (26 percent) or 'some' (50 percent) discrimination in New Zealand.⁷ However, this survey, like the Human Rights Commission survey, dealt solely with perceptions, and did not quantify actual instances of racism (and nor was it designed to). Asian people in New Zealand can be and are discriminated against, but our 2012 results suggest that cross-cultural and communication barriers have greater significance when it comes to developing closer ties between New Zealand and Asia.

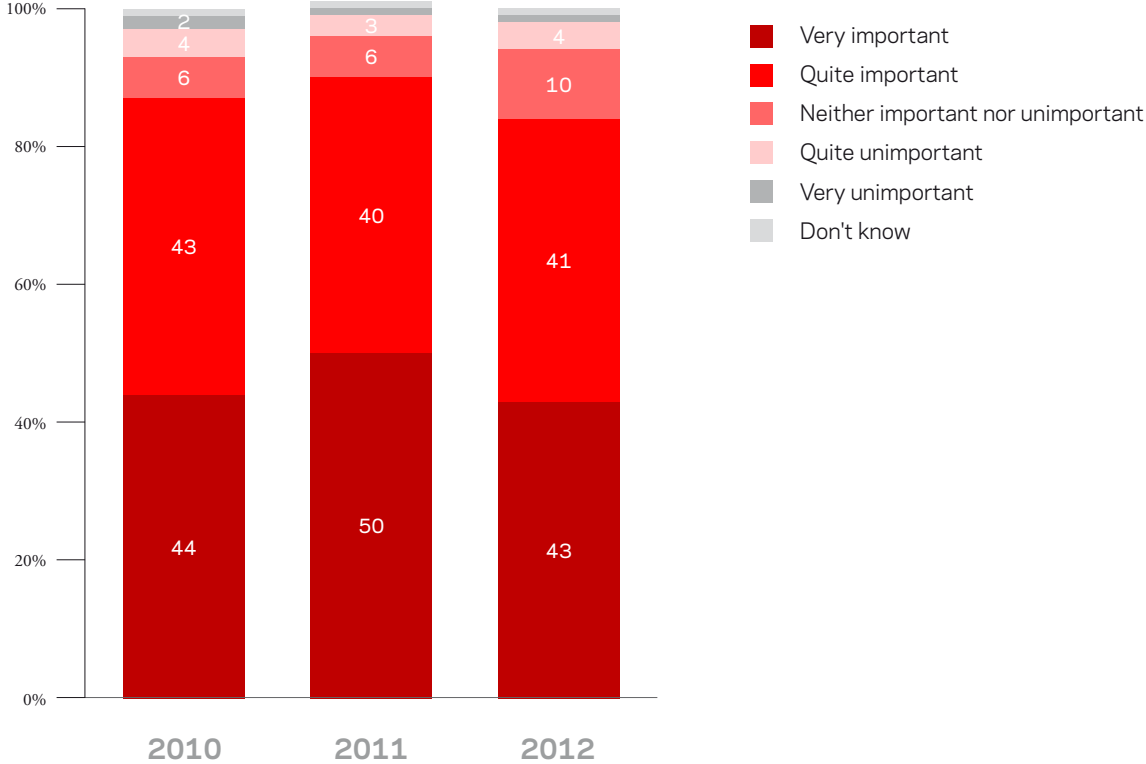
Other barriers

Other barriers mentioned by a small minority of respondents included conflicting philosophies, views and practices (8 percent), and concerns over investment, jobs and the economy (5 percent), immigration (5 percent) and the increasing influence of Asia (3 percent).

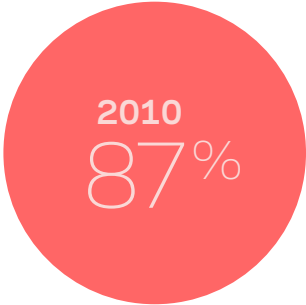
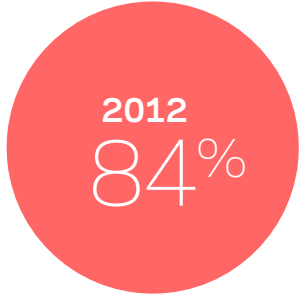
The importance of developing ties with Asia

Although we observed some decreases in the perceived importance and benefits of a relationship with Asia in the 2012 survey, it was clear from the survey results that the vast majority of New Zealanders still saw Asia as important to New Zealand's future, and appreciated that there were future economic benefits to a relationship with Asia. This sentiment was echoed in results to the question displayed in Figure 6 on the next page.

Figure 6. *How important or unimportant do you think it is for New Zealand to develop cultural and economic ties with the peoples and countries of Asia?*



Summary. Percentage of people who said very important and quite important.



We explored this topic further in the survey by asking New Zealanders to tell us 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 shows that over half of New Zealanders believed that New Zealand needed to do more to prepare young people to engage confidently with Asia and to help New Zealanders to understand Asian cultures and traditions (57 percent and 58 percent respectively). This finding is consistent with our research in 2010 and 2011.

Less than one-third of New Zealanders (28 percent) believed that we needed to do more to develop business links with Asia, while half (52 percent) believed that we were doing enough. As we have speculated in previous years, this result may have been due to the prominence of business and economic issues in New Zealanders' recall of media, as well as the current and prospective trade agreements between New Zealand and Asian countries and regions. In addition, discussions in our qualitative research suggested that in 2012 some New Zealanders may have been wary of investment in New Zealand by Asian businesses. This is discussed in further detail in the following section.

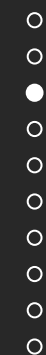
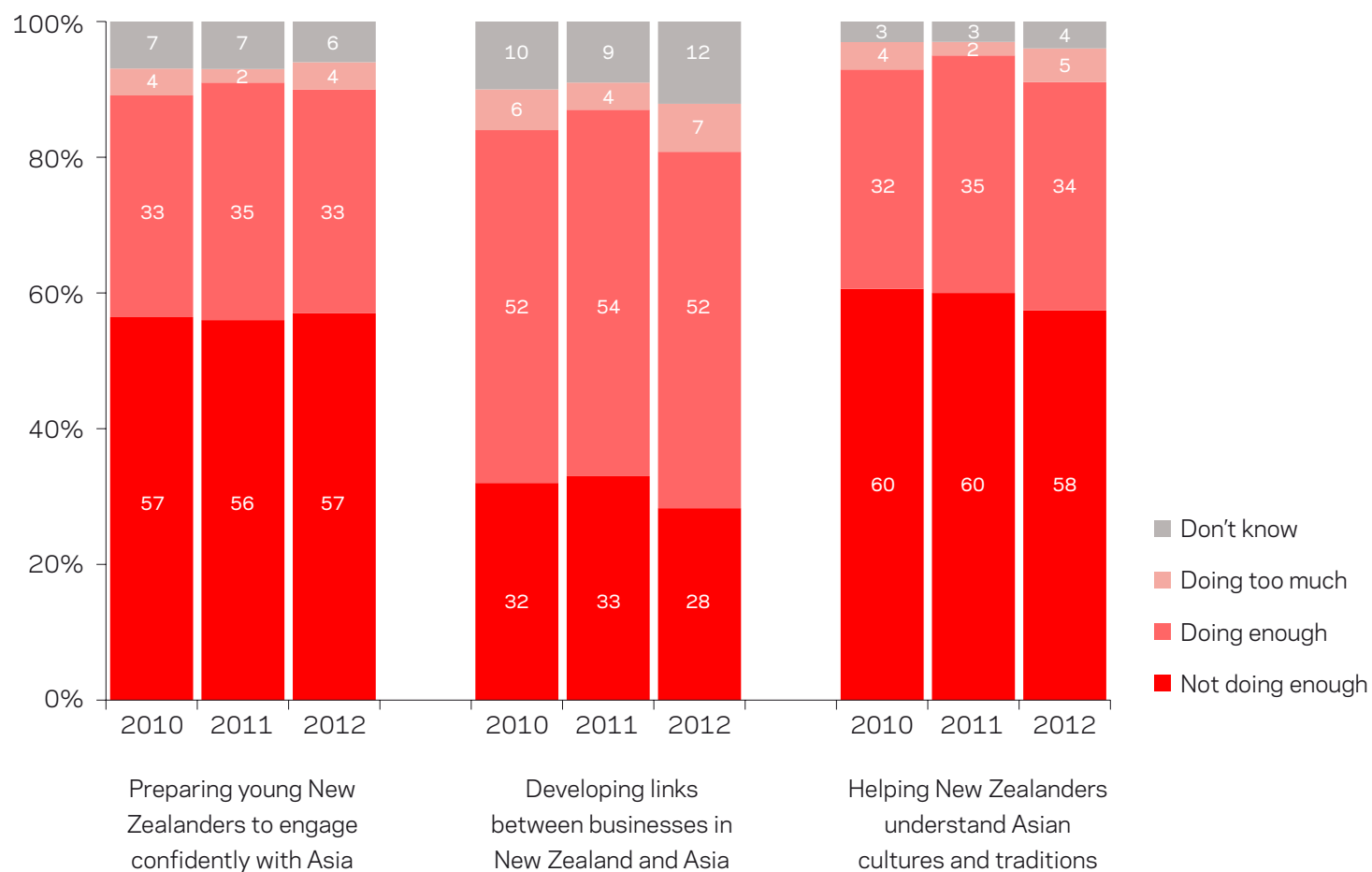


Figure 7. Do you think New Zealand is doing enough, not enough, or too much in each of the following?



Attitudes toward investment from Asia

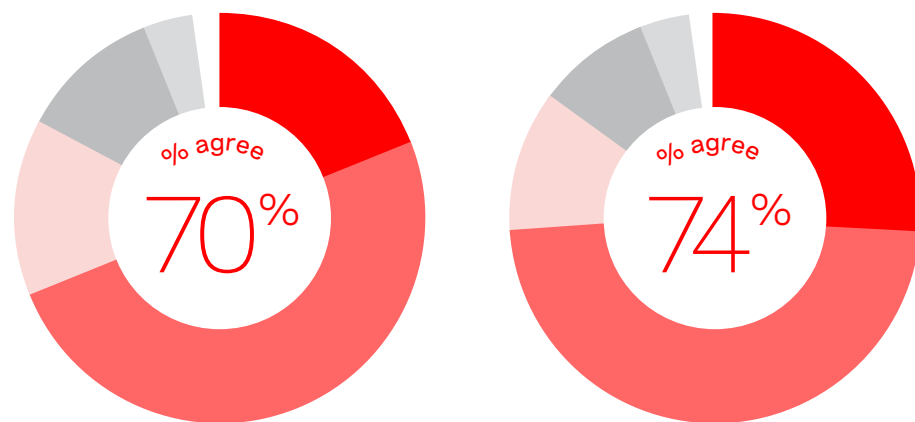
Recently, investment from Asia has received attention by the mainstream media, including the Chinese purchase of Crafar dairy farms and the purchase of Fisher & Paykel by Chinese company Haier.

Since 2011 we have included two questions to measure New Zealanders' attitudes toward investment from Asia. The results, shown in Figure 8, illustrated that most New Zealanders did not hold particularly strong views for or against investment from Asia, although consistent with other results in 2012 New Zealanders were slightly less positive about investment from Asia relative to 2011.

- More than two-thirds of New Zealanders (70 percent) agreed or strongly agreed that it was good for our economy that companies in Asia invested in New Zealand's businesses; 19 percent strongly agreed. Fifteen percent of New Zealanders disagreed or strongly disagreed with this statement; only 4 percent strongly disagreed.
- Around one-third of New Zealanders (35 percent) agreed or strongly agreed that New Zealand was allowing too much investment from Asia; a small minority of 9 percent strongly agreed. Thirty-seven percent disagreed or strongly disagreed with this statement; again, only 4 percent strongly disagreed.

Figure 8. How strongly do you agree or disagree with each of the following statements?

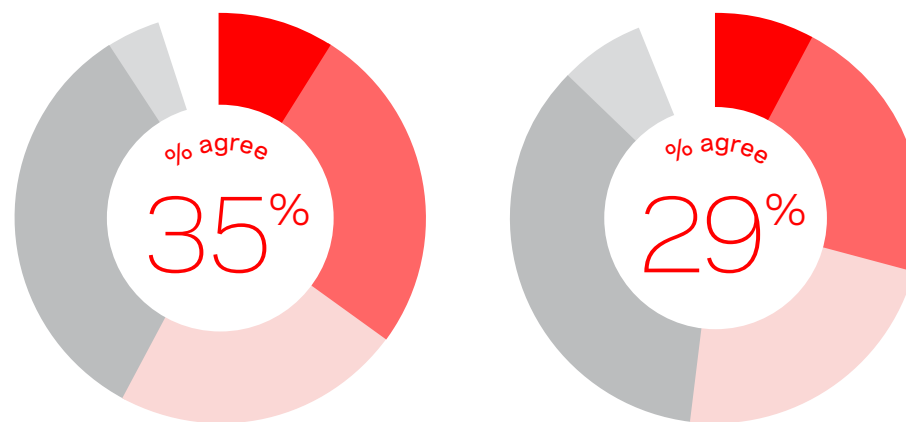
It is good for our economy that companies in Asia invest in New Zealand's businesses



2012

2011

New Zealand is allowing too much investment from Asia



2012

2011

● Strong agree
 ● Agree
 ● Neither
 ● Disagree
 ● Strongly disagree
 ○ Don't know/refused

Demographic variations

Additional analyses of these results by demographic groups illustrated that Māori and those living in small towns and rural areas were *less* supportive of investment from Asia, while those born outside New Zealand and those living in high-income households were *more* supportive.

- New Zealanders living in small towns and rural areas were less likely than those living in main cities to agree that it was good for our economy that companies in Asia invested in New Zealand businesses (64 percent, compared with 72 percent living in main cities).
- Māori were more likely than non-Māori to agree that New Zealand was allowing too much investment from Asia (45 percent, compared with 33 percent of non-Māori).
- Those born outside New Zealand were more likely than others to agree that it was good for our economy that companies in Asia invested in New Zealand businesses (79 percent, compared with 67 percent who were born in New Zealand).

- New Zealanders living in high-income households, with annual incomes over \$120,000, were more likely than those in lower-income households to agree that it was good for our economy that companies in Asia invested in New Zealand businesses (82 percent, compared with 70 percent on lower incomes). They were less likely than others to agree that New Zealand was allowing too much investment from Asia (21 percent, compared with 37 percent on household incomes up to \$120,000).

International comparisons

Two surveys in 2012, carried out in Australia and in Canada, put the views of New Zealanders in context.

Comparisons suggest that New Zealanders are more positive about investment from Asia than are Australians and Canadians.

- The Lowy Institute for International Policy found that 56 percent of Australians thought that the Australian government was allowing too much investment from China.⁸
- The Asia Pacific Foundation of Canada found that 57 percent of Canadians agreed that Canada would benefit from more Asian investment.⁹

Perceived benefits of and concerns about investment from Asia

While the majority of New Zealanders appreciated that investment from Asia had benefits for New Zealand, there was also some trepidation. Some New Zealanders explained that foreign investment in New Zealand was important to help grow the local economy; they did not view investment from a specific country as more appropriate than that from another, because their focus was on the positive outcome for New Zealand of growing its economy rather than the investment process itself.

However, a few participants mentioned that the Asian region seemed to be the one region more likely to provide foreign investment to New Zealand. We asked those who participated in our qualitative research to discuss their views about Asian investment in New Zealand, including what they saw as the benefits and what concerns they had. This is what they told us.

“As a whole and with the current economic pressures and the reluctance of big New Zealand companies and even the New Zealand government to invest in our own economy, I think that, within reason, we should be encouraging outside investment so we can provide jobs and security to New Zealand families.”

Male, Other ethnicity, 25-29 years old

“The straightforward outcome of foreign investment in New Zealand is that it will provide jobs... simple as that. And within the current world economic situation, we cannot be too picky.”

Female, Other ethnicity, 40-49 years old

For other participants, the Asian region, specifically China, was perceived as the country that would enable New Zealand to come out of its recession. They felt that profits from Asian investment in New Zealand should stay in New Zealand to fully benefit the local economy.

“Now I have to admit I don’t know much about New Zealand investment, but with the Global Financial Crisis, I feel that Asia and in particular China may be the way forward. I feel that the Asian nations hold the power toward pulling us out of the recession.”

Female, New Zealand European, 25-29 years old

“Being such a large market, there is certainly an advantage if we can sell our goods to Asia. China is such a healthy economy (as is Japan and a lot of other Asian markets), and if we get investment from them and they don’t take the money out of New Zealand’s economy and put it elsewhere, but reinvest [in New Zealand], it’s got to be good.”

Male, New Zealand European, 50-59 years old

Other participants believed that Asian investment would help to reduce unemployment and develop local communities in New Zealand, as well as open the door to Asian markets for New Zealand products and services. They felt that the direct economic benefits would be important to New Zealand.

“The benefits of Asia investing in New Zealand are that they will create jobs. This is good, because it also means Kiwi companies can invest in Asia. That’s the way of the modern world.”

Male, New Zealand European, 60-69 years old

“I think there are definite benefits to Asia investing in New Zealand. They bring their money, and inject it into our communities and economy. Of course it will be good!”

Female, New Zealand European, 20-24 years old

“If, for instance, the attempt by Haier to gain control of Fisher & Paykel does go through, then it would hopefully lead to more exports of Fisher & Paykel products to China and other markets that Haier already supplies and perhaps New Zealand has access to.”

Male, New Zealand European, 60-69 years old

In addition to mentioning economic benefits, some participants explained that Asian investment in New Zealand would bring social and cultural benefits to the country. These would be the ‘side effects’ of allowing Asian investment into New Zealand.

“I think investment from Asia is good for the country (with more restrictions in place) because it will encourage cultural exchanges, sharing of skills and knowledge, and contribute to greater understanding and acceptance of each other.”

Female, New Zealand European, 60-69 years old

Concerns about investment from Asia

Potential loss of national assets, control and identity

Some participants were uncertain and fearful of the consequences that Asian investment would have for New Zealand land, assets and infrastructure. They believed that New Zealand might lose control over them. This situation could also be magnified if the profits earned by these businesses were to leave New Zealand and be reinvested offshore.

“Yes, money as investment from Asia is good coming into New Zealand but so much also goes out, and what change [does that bring] to our beautiful country? We do need their money, as long as it makes us stronger, but will it? Yes, we are worried about China as they have most of the money now and can do just about anything they want to in New Zealand. And as we should all know, money talks.”

Female, New Zealand European, 50-59 years old

“Negatives [of Asian investment in New Zealand] would be profits going offshore. Perhaps resources that could be used and developed to benefit local communities might be benefiting a handful of foreign investors.”

Female, New Zealand European, 35-39 years old

These participants raised the point that, with a loss of control over national land, assets and infrastructure, there was also a loss of New Zealand identity. They felt that Asian investment went beyond a purely financial transaction.

“If the purpose of the [land] sale was to assist in getting New Zealand out of debt, then we’ve achieved nothing, and this is negative, as not only have we lost valuable land to overseas interests, we have also lost the control of any future earnings from this same land for New Zealand, and we

have become tenants in our own country... With the actual sales of land and national assets, we are also perceiving the loss of our natural resources that go alongside these.”

Female, Māori, 40-49 years old

“I am totally against National’s asset sales, where they [foreign investors] could actually buy and own chunks of New Zealand... Asia investing in New Zealand means that it invests in the usual business way (putting money into business ventures and business commodities). When the money goes into assets, it goes beyond business and into the land, sea or infrastructure that is very much a part of New Zealand and its identity, and shouldn’t be open to foreign investment.”

Male, New Zealand European, 50-59 years old

Concerns about China and its intentions

China was mentioned as the key Asian country able to invest in New Zealand. However, some participants believed that New Zealand would not be an equal partner in a potential relationship with China, and that Chinese investment in New Zealand could not be reciprocated. Some participants did not fully understand China’s intentions behind its willingness to invest in New Zealand, which made them wary, as they expressed below.

“Allow countries who allow us to invest in their countries. It has to be reciprocal. There may be a case for not allowing China to invest in property, as it’s my belief that land in China, and maybe [in] other [countries], can’t be purchased by anyone. Other countries, e.g., Indonesia and Malaysia only allow foreigners to own businesses if a local owns a certain percentage.”

Female, Other ethnicity, 25-29 years old

“China is a huge country with enormous economic power, and which is making a concerted effort to globalise. It far outweighs any other country in Asia, or in the world, and so it is always going to be the focus of New Zealanders’ opinions on issues of trade and foreign investment.”

Male, New Zealand European, 20-24 years old

“I see China in particular increasing investment into New Zealand, and this may be one of the concerns. Why do they need to actually ‘buy’ land and businesses in New Zealand? They are the third largest country in the world and New Zealand is a small ‘blip’ on the globe compared to China. They have plenty of land, even though they have the largest population of the planet, so why not [buy] available land and business there instead, and develop those?”

Female, Māori, 40-49 years old

“The only country that can really invest in New Zealand is China. Japan is rebuilding after their earthquakes... India is struggling to control urban sprawl and as a result the social problems that are associated with it... South Korea’s attention is on North Korea... Thailand and Sri Lanka are recovering slowly after the tsunami and so on.”

Male, Other ethnicity, 25-29 years old

Regulations needed to protect New Zealand’s interests

Overall, in our qualitative research, participants believed that foreign investment, specifically from Asia, was necessary to help New Zealand’s economy. In order to maximise the benefits and minimise the disadvantages of foreign investment, some participants felt that rules and regulations needed to be put in place. For example, the suggestion was made that legislation be introduced to formalise foreign ownership, so that a foreign company could own only up to 49 percent of a New Zealand business, and that a leasing system could be implemented in place of ownership.

“I personally don’t mind [if Asian companies invest in New Zealand]. If the New Zealand ethical guidelines are respected, etc, it is not an issue for me.”

Female, Other ethnicity, 40-49 years old

“Providing strong and binding legislation is put in place around things like: must employ mainly Kiwis who possess the required skills etc; must pay New Zealand wage rates and adhere to our labour laws; must pay New Zealand taxes; and MUST look after the land.”

Male, New Zealand European, 60-69 years old

“Of course, there are short-term benefits to investment from any foreign nation, but the emphasis is on the short term. Overall it’s reducing New Zealanders’ equity in our own country, and that’s a crazy policy. I think we should follow a lot of other countries (particularly parts of Asia) and introduce a maximum 49 percent business foreign investment policy, and a citizen-only property ownership rule.”

Male, Other ethnicity, 50-59 years old

“Investment from Asia (or any other overseas source), provided it is equitable, will benefit New Zealand’s growth, standard of living and competitiveness in the world market. Without improved checks and balances, the risk is that not only profits leave the country, but ultimately sectors of our primary industries [do too].”

Female, New Zealand European, 60-69 years old

“I believe all investment in New Zealand is good, and welcome and embrace investment from Asia, along with [investment from] other cultures. There of course need to be rules and regulations, but that’s about the people investing and their ethics, not their country of origin.”

Female, New Zealand European, 60-69 years old

“In terms of land, and our national assets, Asia’s investment in New Zealand can be a good thing if managed properly, and we do not lose our assets as a result. Why can’t New Zealand have short-term ‘leases’ of land or rent it out, lease out the use of our national assets like the power companies, Air New Zealand and KiwiRail, instead of selling them? Paying leases and rents is still a financial investment.”

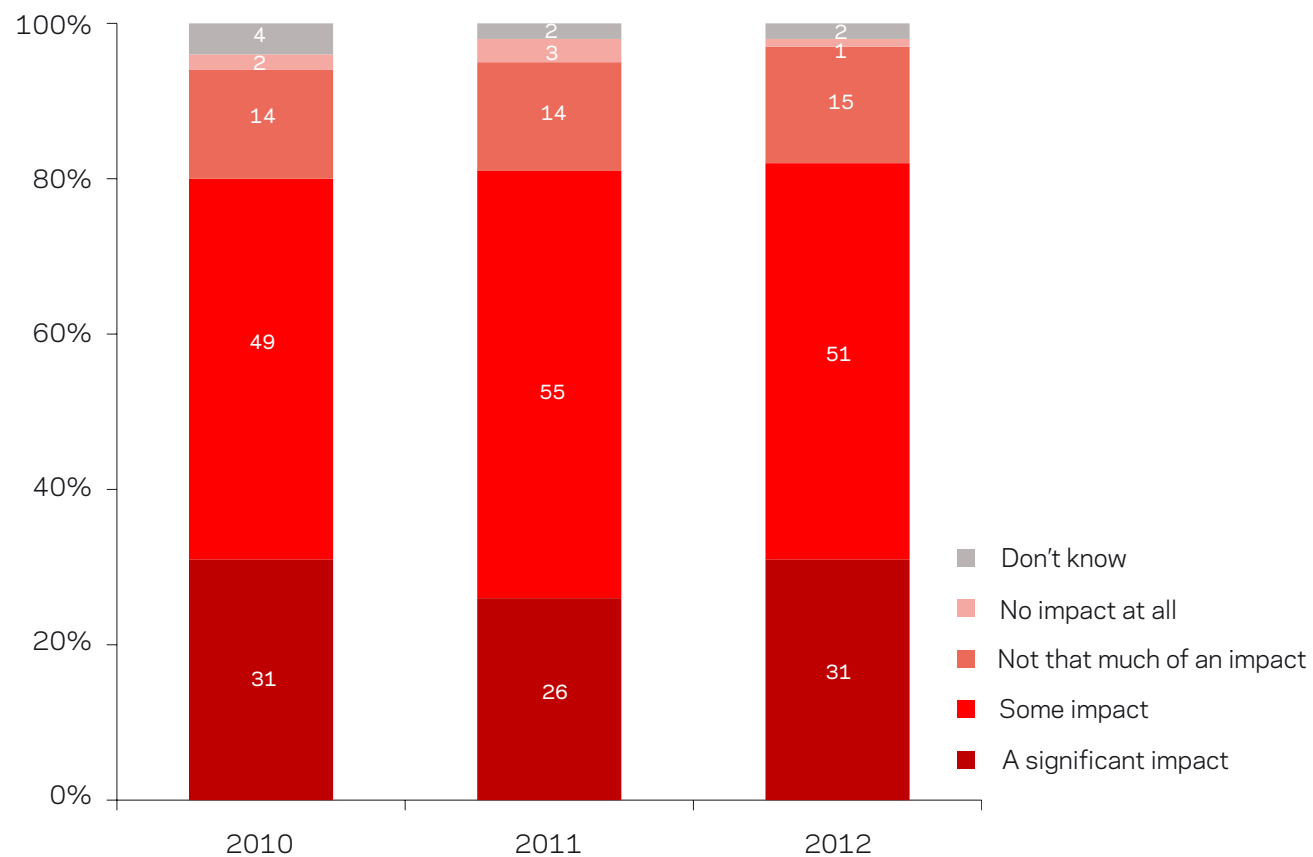
Female, Māori, 40-49 years old

The impacts of conflicts, threats and instabilities in Asia

Since 2010 we have asked New Zealanders how much of an impact they think conflicts, threats and instabilities in Asia could have on New Zealand. Figure 9, on the next page, shows that, similar to 2011, most New Zealanders (82 percent) believed that conflicts, threats and instabilities in Asia could have at least ‘some impact’ on New Zealand. However, in 2012, a significantly larger proportion said that conflicts, threats and instabilities could have a ‘significant impact’ on New Zealand (up from 26 percent in 2011 to 31 percent in 2012).

Responses to this question have the potential to change considerably each year along with changes in media coverage of conflicts, threats and instabilities in Asia. The media recall of conflicts and political instabilities was higher in 2012 (12 percent in 2012 [see Table 1], compared to 7 percent in 2011), which helps to explain the significant increase shown below. In particular, in 2012 there was specific mention of the territory dispute between China and Japan (4 percent), tensions between North and South Korea (3 percent) and concerns about a Chinese interest or presence in the Asia-Pacific region (1 percent).

Figure 9. How much impact do you think conflicts, threats, or instability in Asia could have on New Zealand?



The concept of Asia for New Zealanders



Summary

China was even more likely to be top of mind in 2012.
The proportion of New Zealanders first mentioning
China was significantly higher than in 2011
(up from 54 percent to 60 percent).

The concept of Asia for New Zealanders

Countries that came to mind when New Zealanders thought about Asia

As the Asian region includes a range of countries, cultures and peoples, we sought to clarify New Zealanders' conceptions of Asia. We asked New Zealanders to tell us which countries came to mind when they thought about Asia.

Consistent with results from previous years, Figure 10 illustrates that when New Zealanders thought about Asia, they tended to think initially about China or Japan (60 percent of New Zealanders mentioned China first and 13 percent mentioned Japan first). This was followed by India (6 percent), Thailand (4 percent) and Malaysia (2 percent).

China was even more likely to be top of mind in 2012. The proportion of New Zealanders first mentioning China was significantly higher than in 2011 (up from 54 percent to 60 percent).



Figure 10a. When you think about Asia, which countries come to mind?

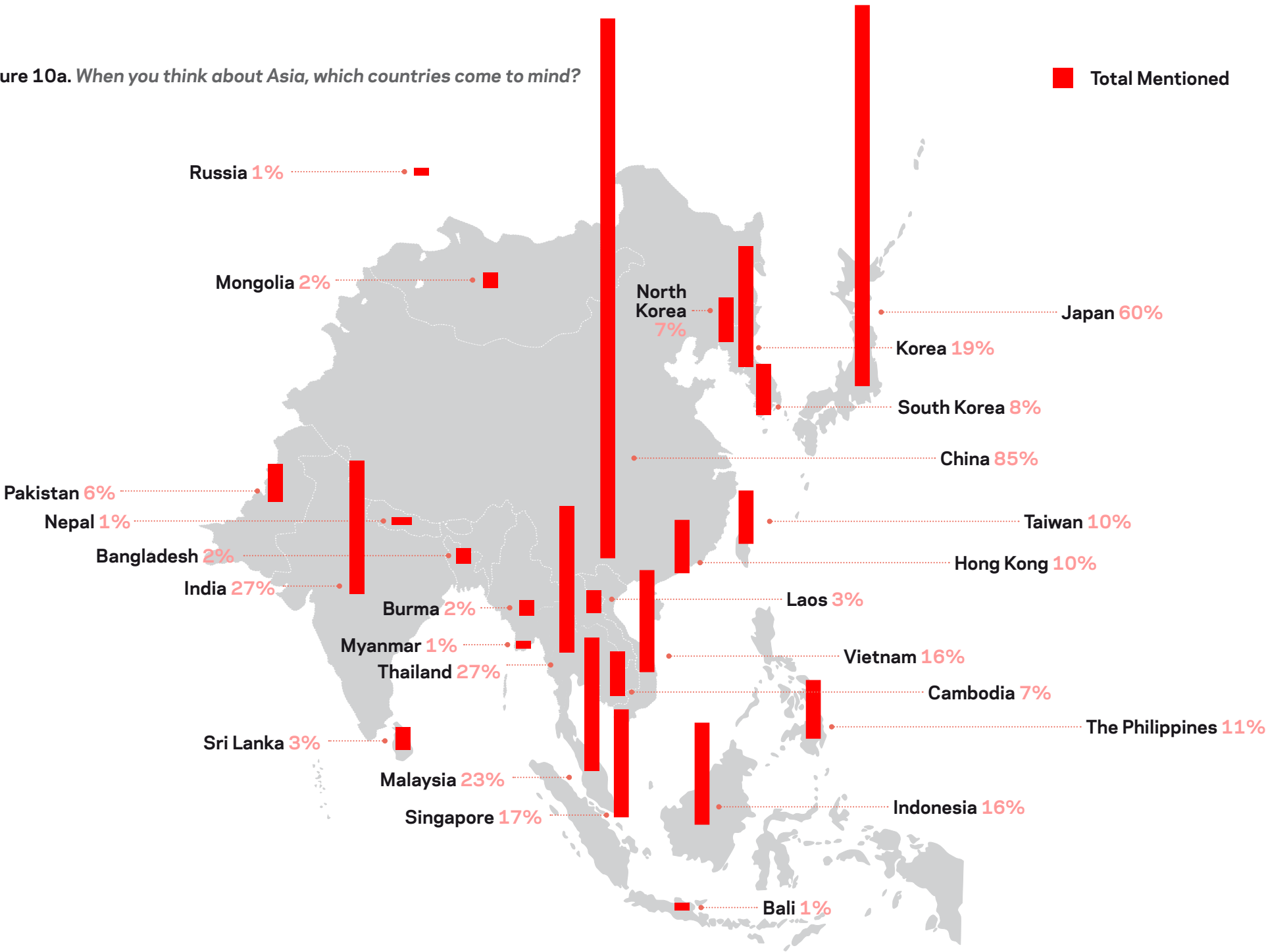
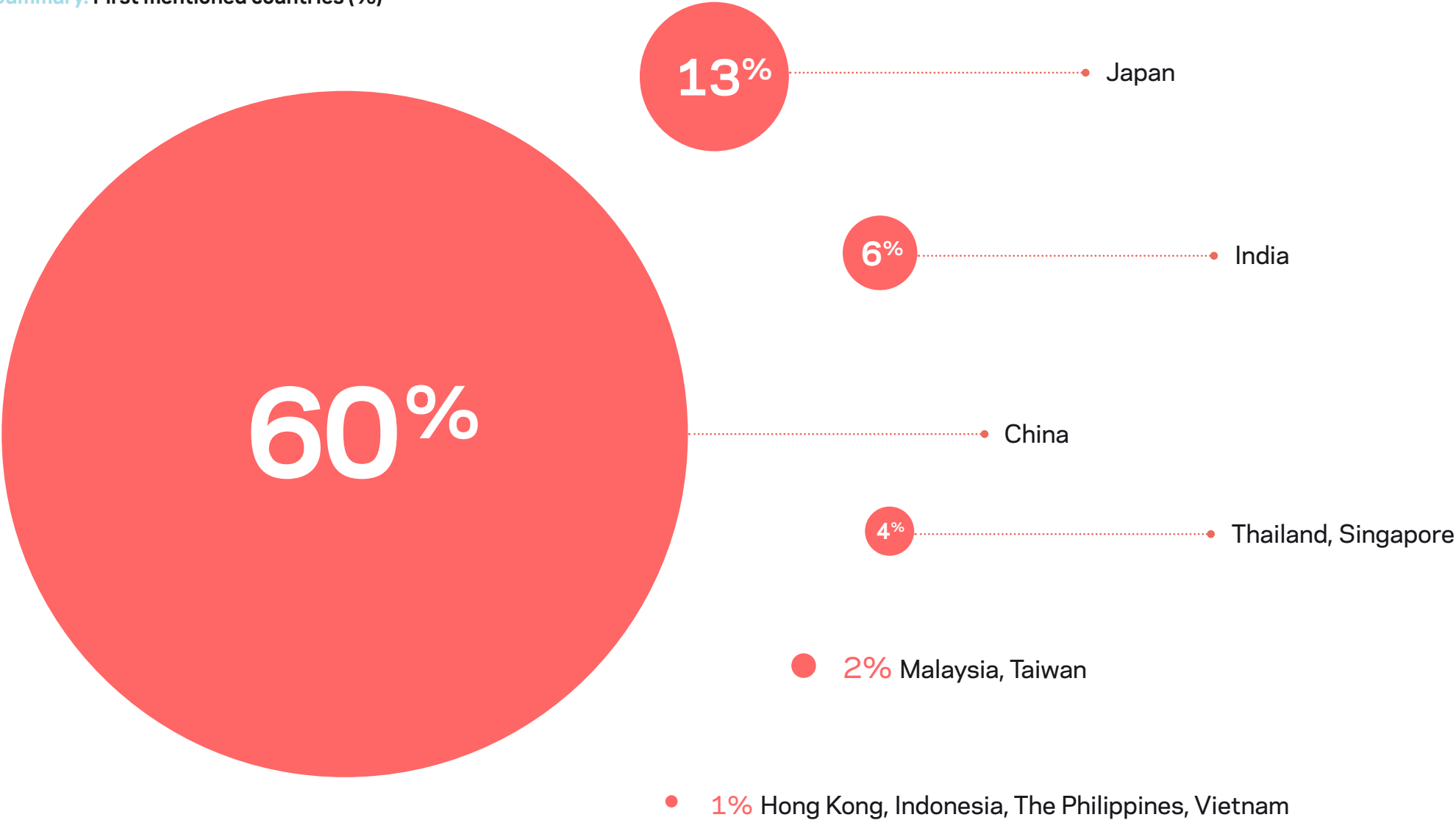


Figure 10b. When you think about Asia, which countries come to mind?

Summary. First mentioned countries (%)



How New Zealanders viewed the relationship between New Zealand and Asia

In 2011 and 2012 we asked respondents to tell us if they saw New Zealand as part of Asia. Seventeen percent of New Zealanders said they saw New Zealand as part of Asia in 2012, down from 22 percent in 2011. We know from the qualitative research we carried out in 2011 that New Zealanders who see New Zealand as part of Asia are primarily considering New Zealand's economic ties to Asia. The decrease in 2012 may have related to public concern over New Zealand's economic situation, and the less positive attitudes held by some toward investment by Asian companies.

Figure 11a.
Do you see New Zealand as part of Asia?
Average rating

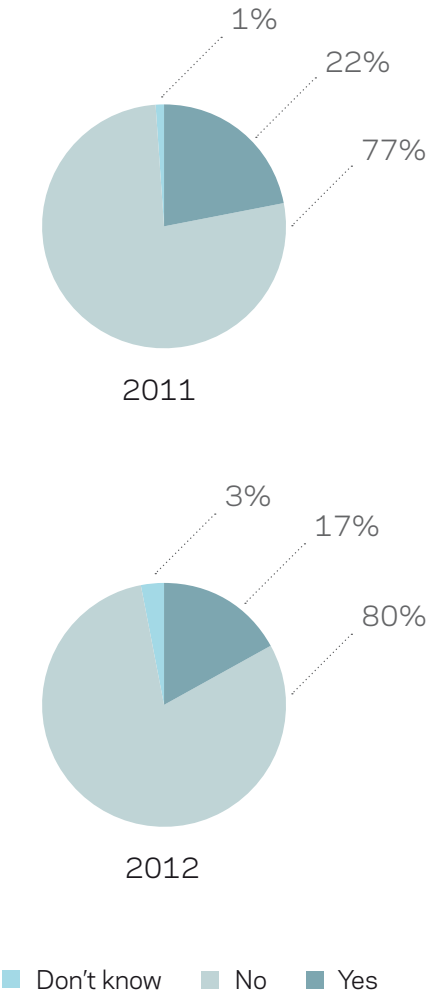
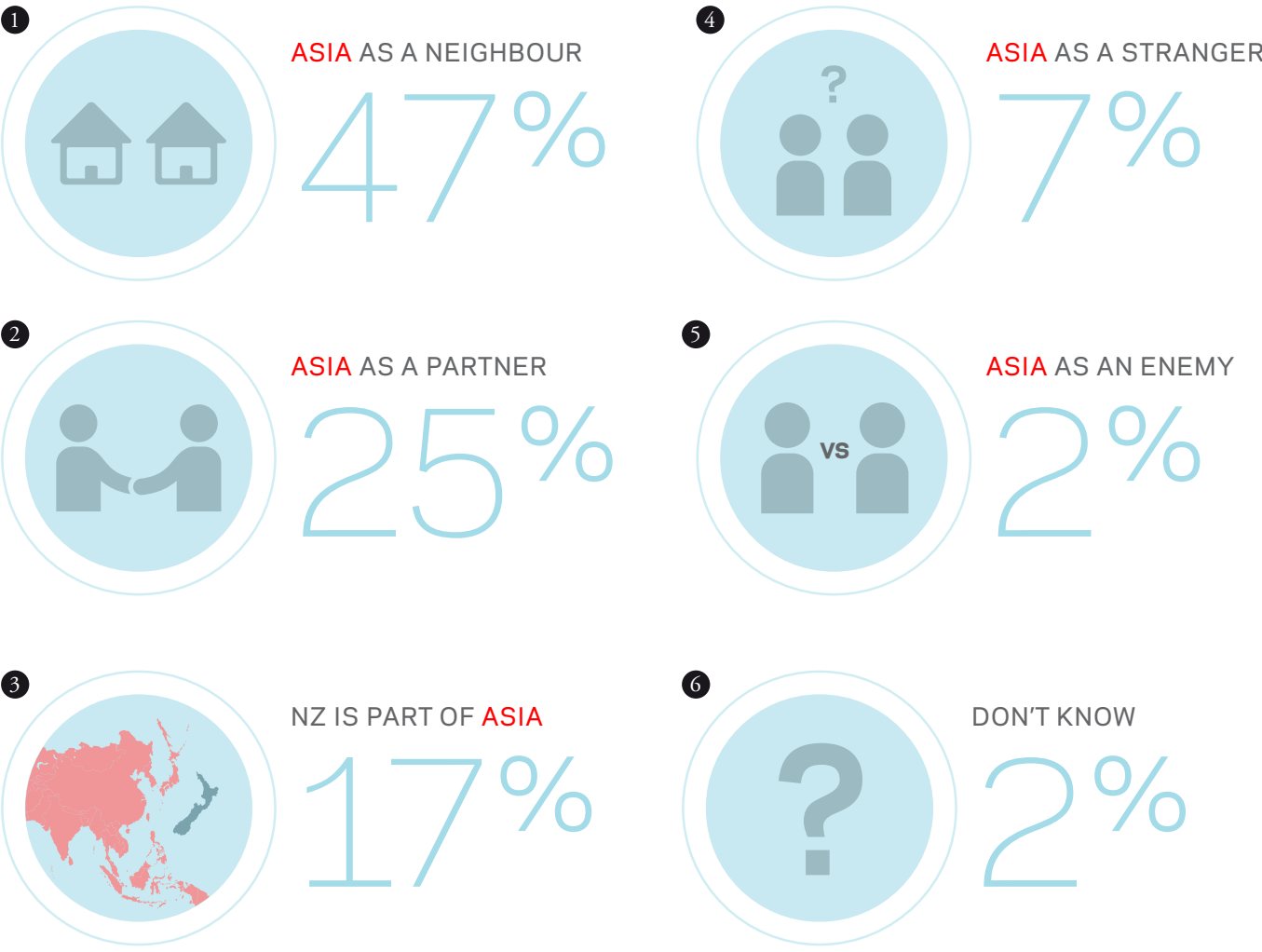


Figure 11b.
How do you see see Asia? (2012)



We included an additional question in 2012 for those who did not see New Zealand as part of Asia. The results for both questions have been combined and are presented to the right of Figure 11. While New Zealanders were most likely to see Asia as a 'neighbour' (47 percent), a substantial proportion (42 percent) saw Asia as more than a neighbour (25 percent saw Asia as a 'partner' and 17 percent saw New Zealand as 'part of Asia').

Those more likely to see Asia **as more** than a neighbour included:

- men (49 percent, compared with 36 percent of women)
- those under 40 years of age (46 percent, compared with 40 percent of those aged 40 years and over)
- those who identified as Asian (60 percent, compared with 41 percent of others)
- those who had immigrated to New Zealand (52 percent, compared with 39 percent of those who were born here)
- those who lived in Auckland (50 percent, compared with 39 percent who lived elsewhere)

- those who lived in New Zealand main cities (48 percent, compared with 36 percent who lived in provincial cities and 35 percent who lived in small towns and rural areas)
- those who had a lot of contact with people from Asia
- those who felt very warm toward people from Asia (50 percent, compared with 32 percent who felt very cool)
- those who saw Asia as very important to New Zealand's future (55 percent, compared with 35 percent of others).

We asked participants in our qualitative research to tell us what the terms neighbour and partner meant to them.

'Neighbour' is about proximity

For many participants, the term neighbour was defined by physical proximity/geographical closeness. Some participants saw New Zealand as a neighbour of Asia (as well as Australia and the Pacific) due to their locations. A few participants argued that cultural proximity (ie, sharing similar values and beliefs) was not a key factor in defining a neighbour.

"A neighbour is someone who lives next door, regardless of your personal relationship with them."
Male, Other ethnicity, 50-59 years old

"I think we see Asia as a neighbour, and being a neighbour implies a little more distance than a partner. And a little more, this is our boundary line, or culture, and that is yours. We can share space, and be friendly, but this is where you stop, and I begin, and vice versa."

Female, New Zealand European, 20-24 years old

A few participants also mentioned that between neighbours the quality of relationships could vary greatly, yet regardless of the outcome (i.e., friendship or feud), countries and regions like New Zealand and Asia still remained neighbours.

"I feel neighbour just implies the closeness or proximity to us, we can have both bad and good relations with a neighbour. Think of your own neighbours at home: even if you have a terrible relationship with them, they are still your neighbour."

Female, New Zealand European, 25-29 years old

"From my perspective, the term 'neighbour' implies a level of familiarity, a degree of connection, a measure of safety and trust. It is that state of comfort where you don't have to watch your back. There may not be regular or frequent contact of any sort, but there is a respect and awareness for each other's space."

Male, Māori, 40-49 years old

'Partner' is about working together for a common goal

For many participants, the concept of partnership involved an active decision between parties to work toward a common goal, beneficial to the parties involved. However, some participants noted that a partnership might not always be equal between the parties.

"Partner to me is working side by side. We do something or provide something for them, and they, in turn, do it back for us."

Female, Māori, 40-49 years old

"Partner implies an exchange: commercial, cultural, etc... It also implies to be there to help when needed. For instance when New Zealand went to help for [the] Boxing Day tsunami in Thailand and for the Japanese quake."

Female, Other ethnicity, 40-49 years old

"Partner suggests a country that has a reciprocal relationship with New Zealand, a common goal of development and how best that is achieved and, as far as possible, a freedom of movement between the two nations. A sharing of information, knowledge and support in the time of a disaster."

Female, New Zealand European, 60-69 years old

"Partners in business should take equal shares in the risk-profits from any such partnership. However, I'm sure this isn't always the case, as most of the multi-national businesses tend to form 'partnerships' with companies that offer cheaper labour and longer hours and probably lower wages for the local labour force."

Male, New Zealand European, 60-69 years old

"Another person or groups of people or governments that set up agreements/contracts and have close working relationships, so that each achieves and shares both the profits/successes and losses of these agreements. Each of the partners has mutual rights, responsibilities and obligations, whilst remaining both impartial and impersonal."

Female, Māori, 40-49 years old

For some participants, a partnership was a formal relationship defined by agreed rules between the parties. Some participants also commented that, in order for a partnership to be successful, the foundations had to be based on positive values shared by the parties.

"Partner is a more formal relationship and there is a shared common goal, e.g., business partner with whom you are developing a business."

Female, New Zealand European, 50-59 years old

"Partner means anyone we have trade agreements or military ties with."

Male, New Zealand European, 60-69 years old

"Partners are like friends: we can make choices that bring us toward some, away from others, and so on (here that would be through diplomacy and trade)."

Male, New Zealand European, 20-24 years old

"The term 'partner' implies equality, fairness, respect, commitment and trust."

Male, Māori, 40-49 years old

Perceptions of Asian people



Summary

Compared to the 2011 survey, a higher proportion of those we surveyed in 2012 believed that New Zealanders felt cooler toward people from Asia compared with 12 months earlier (23 percent, compared with 18 percent in 2011) (see Figure 13). In 2012, fewer people believed that New Zealanders felt warmer (14 percent, compared with 21 percent in 2011), while just over half (56 percent) said that they thought New Zealanders felt about the same (no change since 2011).

Perceptions of Asian people

Warmth toward people from Asia

We used both direct and indirect approaches to measure how warmly New Zealanders felt toward people from Asia, and to understand changes since 2011. The direct approach asked respondents how they personally felt toward people from specific Asian countries. The indirect approach asked respondents whether they believed that New Zealanders generally felt warmer or less warm toward people from Asia compared with 12 months earlier, and (if so) why they thought New Zealanders' views might have changed.

Direct measure of warmth toward people from Asia

To provide an overall sense of New Zealanders' perceptions of people from Asia, respondents were asked to rate their own feelings toward people from Japan, India, China and South Korea. A scale from 0 to 100 was used, with 100 meaning 'very warm and favourable' and 0 'very cold and unfavourable'. The numbers in Figure 12 represent the average warmth scores.

The average warmth rating toward people from these four Asian countries in 2012, combined, was 69. This did not differ significantly from the average warmth felt toward people for these countries in 2011 (71). The warmth rating toward people from Japan, China and South Korea also did not change, statistically significant level, between the 2011 and 2012 surveys, although the small decreases did mirror the decreases discussed earlier. The warmth rating toward people from India did decrease statistically significantly, from an average of 69 in 2011 to 66 in 2012.



Figure 12a. New Zealander's warmth towards Asian countries

Please rate your feelings toward people from this country, with 100 meaning you feel very warm and favourable, and 0 meaning you feel very cold and unfavourable.



Figure 12b. New Zealander's warmth towards Asian countries

Please rate your feelings toward people from this country, with 100 meaning you feel very warm and favourable, and 0 meaning you feel very cold and unfavourable.



Comparison with Australia

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

	New Zealanders' warmth rating	Australians' warmth rating
China	69	59
Japan	74	70
India	66	58
South Korea	69	61

In our qualitative research, we asked why New Zealanders felt warmer than Australians toward people from Asia. We received a variety of possible explanations, including that: the Treaty of Waitangi and New Zealand's efforts to right historical injustices had helped to shape the way that New Zealanders embraced other cultures; there were differences between Australia and New Zealand regarding what it was socially acceptable to say; racism might have been more prevalent in Australia; and immigration from Asia was more problematic for Australia than for New Zealand. The following quotes illustrate these explanations.

“My view is that we are a lot more accepting than Australia. I mean, look at the way the Australians treat the Aboriginals compared to New Zealand and our relationship with Māori. New Zealand embraces the Māori culture and we market ourselves on it. Yes, it is by no means a perfect relationship, but for a long time it has been a successful and working relationship. I have a friend who is Australian and they came to live in New Zealand for a while with her partner (who is a Kiwi). She was telling me how amazed she was at how the Māori culture was embraced in New Zealand. It made her feel guilty for the Aboriginals, as the Australian public generally alienated them.”

Male, Other ethnicity, 25-29 years old

“I think that New Zealanders are more laid-back and more tolerant, and dare I say better educated than the average Australian. Because we are a smaller nation, we have accepted more immigration per capita and have needed the investment that Asia has offered. It may well go back to the British colonisation, as someone has suggested. New Zealand has embraced its own indigenous culture and strived to right past wrongs in a much more comprehensive and committed way than Australia ever has, so maybe that has given us a broader perspective.”

Female, New Zealand European, 60-69 years old

“Australia is a slightly more conservative place than New Zealand. Attitudes are often more old-fashioned.”

Male, New Zealand European, 20-24 years old

“From visits and observations of how members of my own family have changed since they have lived there, my view would be that there is less tolerance between all cultures in Australia. It seems acceptable in Australia to voice your opinions about other cultures, whether they are neighbours in your street or living in another country.”

Female, New Zealand European, 50-59 years old

“I do think Australians are culturally more likely to call a spade a spade. I would say New Zealanders might be more inclined to score higher, because it's the appropriate thing to do, where the same degree of warmth might receive a lower score from an Australian. That isn't to say either would be dishonest.”

Female, New Zealand European, 35-39 years old

“Australia has a huge problem with illegal immigrants (boat people) and due to their close proximity to Asia feels more threatened.”

Male, New Zealand European, 60-69 years old

Perceptions that New Zealand was more reliant on Asia

Some participants also felt that, as a small country, New Zealand was more reliant economically on other countries for growth. Therefore, New Zealanders could not afford to feel cool toward people from Asian countries.

“We are so dependent on Asian countries that we are almost lost without their trade. Of course, we will feel warmer [than Australians], because we rely on these countries.”

Female, Other ethnicity, 25-29 years old

Australia and New Zealand each had unique relationships with countries in Asia

A few participants felt that the differences in warmth might exist for other reasons specific to each country's own diplomatic, military or economic relationships with each Asian country. For example, New Zealand might be more at odds with Japan compared with Australia due to whaling issues. Australia's own relationship with the US (e.g., military deployment on Australian soil) may have an impact on Australia's relationship with China.

“Comparing the differences in the three countries, I would point out that attitudes to Japan are quite close while they are further apart for China and India. Negative attitudes that bring this gap down probably are centred on Japanese whaling, which affects New Zealand attitudes more than Australian ones.”

Male, New Zealand European, 20-24 years old

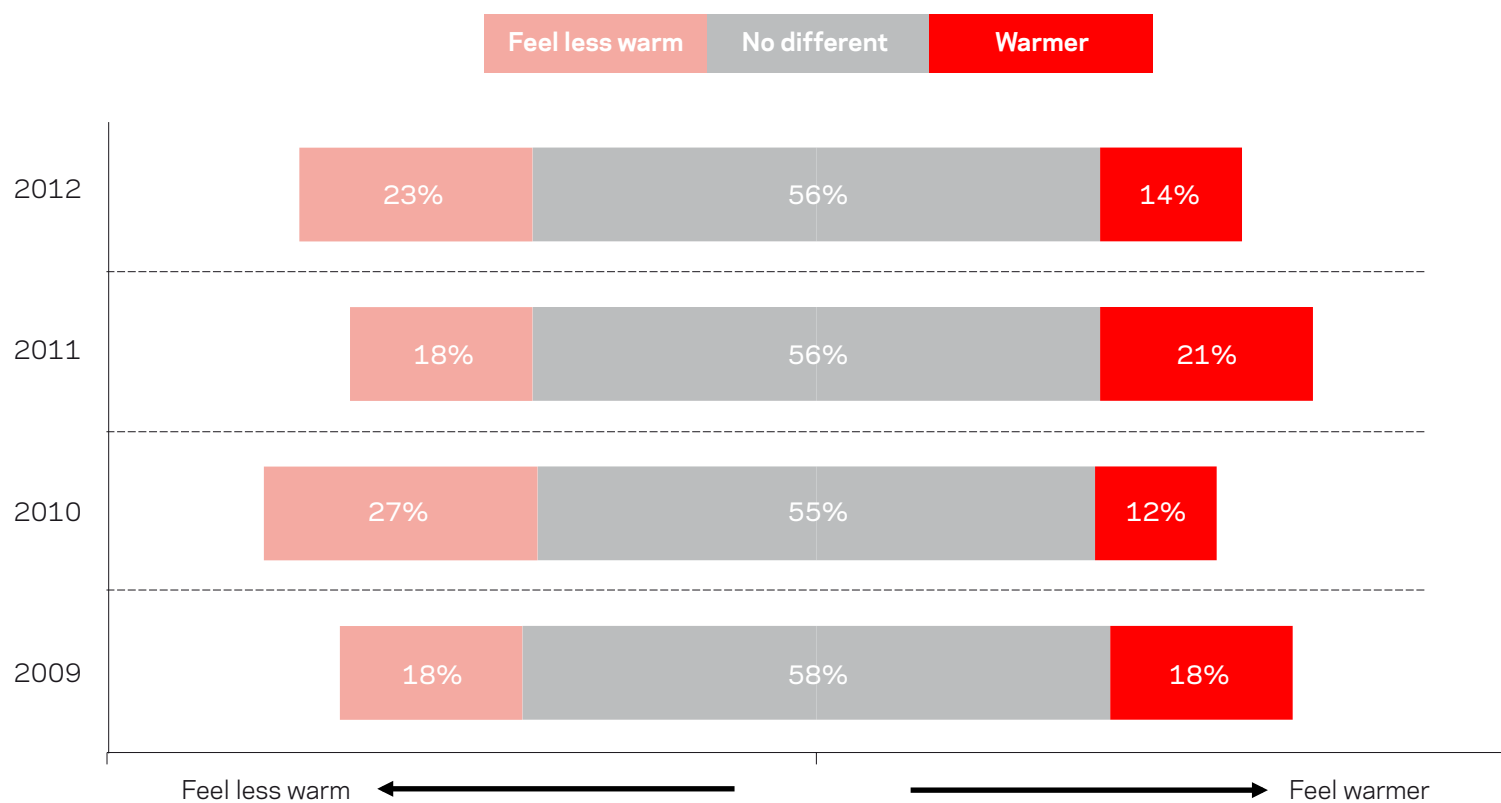
“Perhaps Australians feel the way they do about China [because it] has something to do with the close ties between the US and Australia, and how the US views China. The US are not happy with the way China is ‘expanding’ its presence in certain Pacific Island countries. So much so, that the US has suggested basing a large number of US troops in Australia. No doubt this ‘news’ was broadcast throughout Australia, and thus contributed to the [low] ‘warmth’ score for China.”

Male, New Zealand European, 60-69 years old

Indirect measure of warmth toward Asian people: Changes in perceptions of New Zealanders' feelings toward people from Asia compared with 12 months earlier

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. Compared to the 2011 survey, a higher proportion of those we surveyed in 2012 believed that New Zealanders felt cooler toward people from Asia compared with 12 months earlier (23 percent, compared with 18 percent in 2011) (see Figure 13). In 2012, fewer people believed that New Zealanders felt warmer (14 percent, compared with 21 percent in 2011), while just over half (56 percent) said that they thought New Zealanders felt about the same (no change since 2011).

Figure 13. 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?



Reasons for New Zealanders feeling warmer compared with 12 months earlier

Table 3, on the right hand side, 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 54 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 theme was recognising the contribution of Asian people to New Zealand, with 27 percent of people making comments such as they [Asians] are good citizens, hardworking, good for the economy, and contribute to New Zealand).

Table 3. Reasons for New Zealanders feeling warmer compared with 12 months earlier

	Percent
We are more accepting of other cultures/more positive toward other cultures	22
More contact with them/more of them around	17
We are more accepting of Asian people/more positive toward Asian people	16
Good citizens/polite/friendly/pleasant	13
We need their money/good for the economy	11
They are integrating into society more/fitting into our society/assimilating toward society	8
They are hardworking/strong work ethic	7
We have better understanding of Asian people/understanding of their culture	6
More empathy/sympathy because of the natural disasters they've had	6
Free trade agreement/more trading with them	5
Nice food/restaurants	5
Contributing to our society/appreciate what they bring	4
Media coverage (positive comments)	2
Assistance received from them through Christchurch earthquake	2
No reason to think otherwise/haven't heard any bad press	2
Other	5

“I think because there are more of them in the country now and a lot of them are making New Zealand their home and the place to raise their children. So you just have to get along with each other. I think people feel warmer because there are so many more living in New Zealand and more Asian people are in the community. I think they contribute to a lot of communities as well but then I suppose that depends on what area of New Zealand you are living in – some areas aren’t quite so accepting.”

Female, New Zealand European, 40-49 years old

“I think that they are integrated better into our society. Improving gradually. I think there was resentment and a feeling that they were at the corner dairy and greengrocer’s shop. Now I think they work hard and work hard for their children.”

Female, New Zealand European, 60-69 years old

“There used to be a lot of public bashing of Asians, verbal public bashings. Mainly centred in Auckland and highlighted through the media. And I’d have to say that that has lessened. And in that regard, I think that there has been more positivity about Asians within New Zealand.”

Male, New Zealand European, 60-69 years old

“There’s more [Asian] people here and you feel that they are contributing, not just coming to take us over. You get to know people and realise they are just everyday people.”

Male, New Zealand European, 40-49 years old

“I think that it is due to a little more maturity toward other ethnic people in our country. I think the value that they bring is more recognised.”

Male, Māori, 35-39 years old

“I think that people are starting to understand that New Zealand is more multicultural and I think people are more used to that now whereas years ago they weren’t [used] to that.”

Female, New Zealand European, 25-29 years old

“Just from comments in talking to people in the street or hearing conversations with colleagues or friends or comments in the press, the feeling in general about Asians seems to be more positive. I just feel that a year ago there was more discrimination or Asians not wanting to lose their culture. I think there is a more positive feeling now.”

Female, South African, 60-69 years old

“Well I think there seems to be a change of culture in our country. There is more openness and there are more [Asian people] coming into our country. Probably there is better treatment of them because there are more in our country.”

Male, Pasifika, 35-39 years old

“I think there was the terrible case of the Indian woman who was burned by her husband, and I think New Zealanders felt empathy for that woman. I think there have been some taxi drivers and shopkeepers who have been killed unnecessarily within our society, and they were hard workers with families and did not deserve to die. I think New Zealanders recognise who are contributing to our workforce. Again it is not fair that they should lose their life while starting a new life in New Zealand. We need population in New Zealand.”

Female, New Zealand European, 50-59 years old



Reasons for New Zealanders feeling less warm compared with 12 months earlier

The reasons for New Zealanders feeling less warm are shown in Table 4 on the right hand side. The most common reasons cited in 2012 related to a perception that there had been more negative comments about Asian people conveyed in public and through the news media, that there were too many Asian immigrants coming to New Zealand, and that there was more competition for jobs. Sixteen percent of those who believed that New Zealanders felt less warm made references to the Chinese interest in the Crafar dairy farms (this was an increase from 8 percent in 2011).

Table 4. Reasons for New Zealanders feeling less warm compared with 12 months earlier

	Percent
Hear racial/negative comments from people/media	24
They are taking over the country/too many Asians in New Zealand/influx of Asians	21
They are taking jobs/competition in employment	18
Chinese wanting to buy Crafar dairy farms	16
New Zealanders feel threatened by newcomers	8
Economic pressure they bring to New Zealand	7
They stick to their own/don't integrate/don't adopt New Zealand way of life	6
Can't trust them/they're dishonest/corrupt	6
They come here with money/buying up property/flaunting their money	5
Don't trust their business ethics/practices	5
Too many shops owned by Asians	4
Industries/work being sent offshore	3
Dislike that they choose not to speak English/lack of English	3
New Zealanders feel uncomfortable with what they don't know/understand/are naive	3
They are quite arrogant people	3
A lot of Asian crime/violence/gangs/kidnapping/murders/extortions	3
Negative events that have occurred in the past	3
Government selling New Zealand assets	3
They are hardworking/strong work ethic	2
More contact with them/more of them around	2
Dislike immigration policies	2
Their culture is so different from ours/not the same as us	2
Too many goods that are made in China	2
Fonterra milk powder incident	2
The global situation/recession/state of the world affairs has changed	2
Not very good drivers	2
Other	12
Don't know	2

Our qualitative research offered a variety of reasons for these changes, with most centred on New Zealand's economy, including New Zealand's high unemployment, and that these circumstances had hardened attitudes toward Asian immigrants, owing mainly to concerns over increased competition in the labour market.

Responses to some of our attitudinal questions supported these views. Although the vast majority of New Zealanders (79 percent) agreed that Asian people contributed significantly to our economy, this was a decline since our 2011 survey (from 83 percent). In addition, a greater proportion of New Zealanders agreed that Asian immigrants took jobs away from New Zealanders (up from 25 percent in 2011 to 31 percent in 2012).

As the following quotes illustrate, a few participants outlined their perceptions that New Zealanders had been struggling more financially in the previous 12 months, and that this had produced hardened attitudes toward Asian immigrants.

“The pain of financial stress to most New Zealanders is the major reason that led to the feeling of less warmth toward people from Asia! Not being able to enjoy [a] better life, like a few years ago, starts the feeling of uneasiness and disgruntlement regarding the challenge of getting a good job, or actually have to work harder to secure the present job, which then [leads] to more tiredness and less time to enjoy!”

Female, Asian, 40-49 years old

“There are many, many Kiwis living off the benefits and struggling to find jobs whilst companies ship call centres to the Philippines and India, and Asian immigrants fill the low-skilled, low-paid jobs which could otherwise support New Zealand families.”

Male, Other ethnicity, 25-29 years old

Higher unemployment for New Zealanders

Some participants commented that New Zealanders had problems finding employment during tough economic times. They believed that Asian people struggled less than New Zealanders because of their robust work ethic and acceptance of difficult working conditions. As a result, they felt that New Zealanders were at a disadvantage in the employment market. These comments applied not only to Asian (Kiwi) people already in New Zealand, but also to Asian migrants coming to New Zealand.

“I had worked in fast food for eight years and as a manager we preferred to hire Asian staff because their work ethic is much better than [that of] Kiwis. The Asian staff [were] really hard working, ok, not the best at communication, but we covered that by having Kiwis on customer service.”

Male, Other ethnicity, 25-29 years old

“It seems that people feel more vulnerable due to the impact of recession and decreased job security. The past 12 months have seen many fears become reality. Feeling insecure, there is a heightened awareness of threats to employment. As evident in some of the comments, some people see immigration as one of the threats.”

Female, New Zealand European, 35-39 years old

Another factor that helped to explain the decrease in feelings of warmth related to New Zealand politics. A participant mentioned that political parties might have influenced what New Zealanders thought.

“The political opposition in New Zealand, which includes a returning New Zealand First who have produced specific anti-Asian rhetoric in the past, are going up in the polls; there are a few insinuations going around, nothing particularly explicit, about foreigners taking jobs and that kind of thing. This could be having an effect.”

Male, New Zealand European, 20-24 years old

Attitudes toward people from Asia

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 that Asian people and cultures made to New Zealand, and about employment and New Zealand’s economy.

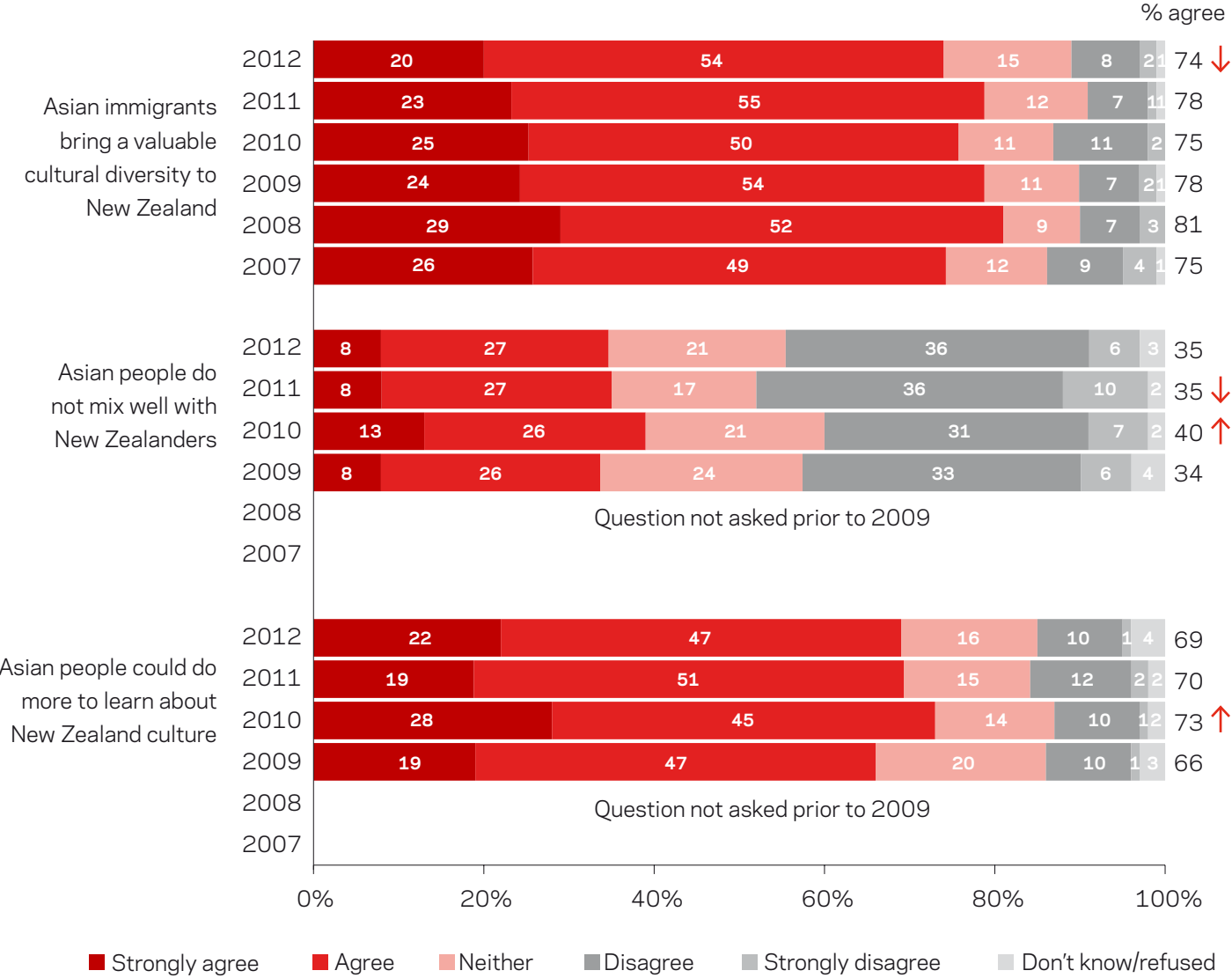
Asian peoples and cultures in New Zealand

This research consistently showed that New Zealanders valued the cultural contributions that Asian people made to New Zealand. Although New Zealanders were slightly less likely to agree in 2012, three-quarters (74 percent) believed that Asian people brought a valuable cultural diversity to New Zealand. Those living in New Zealand’s main cities were particularly likely to agree that Asian people brought a valuable cultural diversity (78 percent), although there was also majority agreement in provincial cities (71 percent) and in small towns and rural areas (68 percent).

However, the results also illustrated that New Zealanders desired **further** cultural integration. There was general agreement (69 percent) that Asian people could do more to learn about New Zealand’s culture. Views were reasonably diverse over whether Asian people ‘mixed well’ with New Zealanders – around one-third of New Zealanders (35 percent) agreed with the statement that Asian people did *not* mix well, and 42 percent disagreed.

Older New Zealanders, aged 40 years or over, were particularly likely to agree that Asian people did *not* mix well (40 percent, compared with 28 percent of those aged 15 to 39 years).

Figure 14. How strongly do you agree or disagree with each of the following statements?



↑ ↓ Significant increase/decrease since previous year

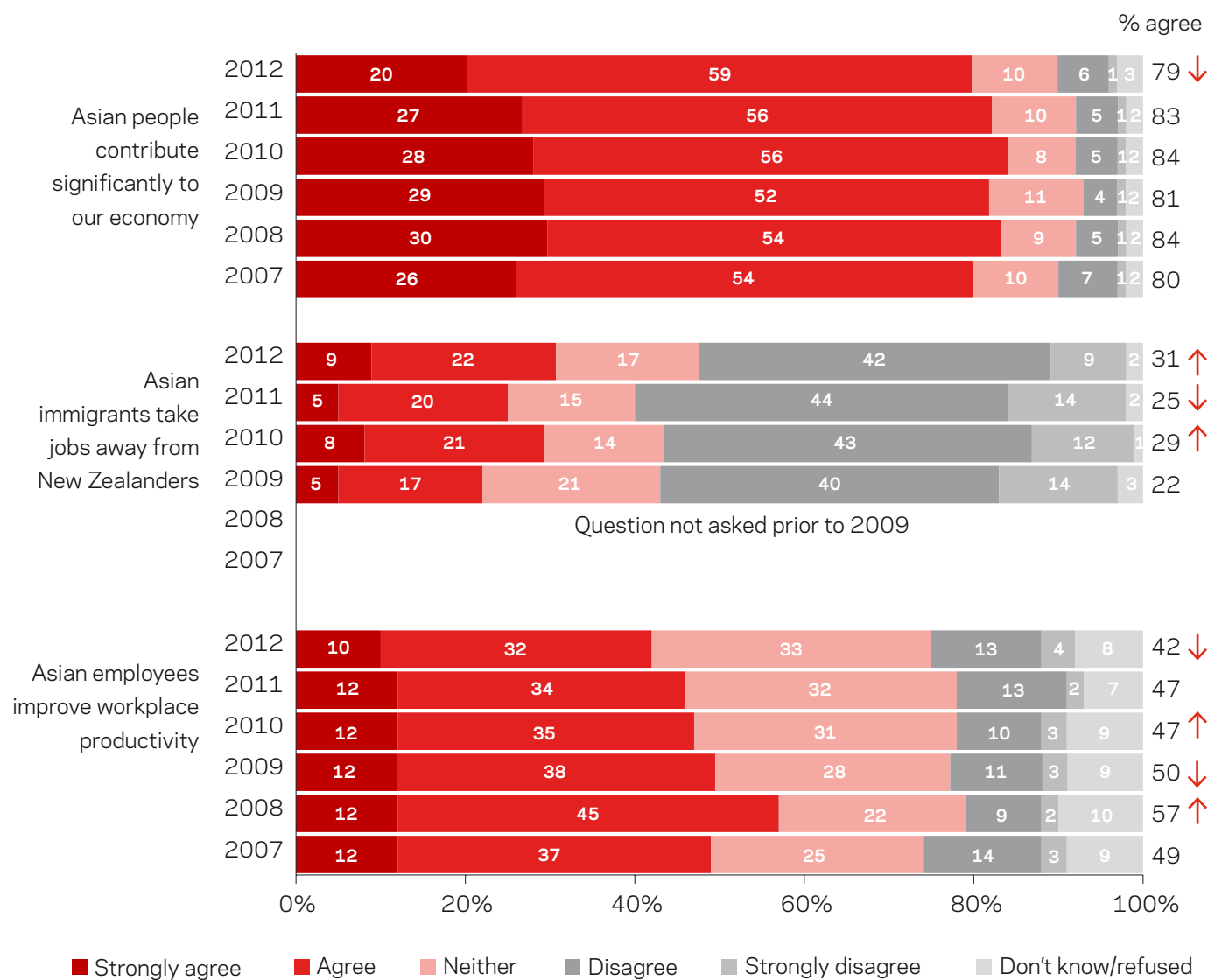


Asian people, employment and New Zealand's economy

New Zealand unemployment reached a 13-year high of 7.3 percent in the three months to 30 September 2012. This rate was up from 6.8 percent three months earlier. It was perhaps no surprise, then, to see that attitudes had hardened somewhat when it came to the economic contribution that Asian people made to New Zealand, and the concern over Asian immigrants competing for jobs. However, the vast majority of New Zealanders (79 percent) were still positive about the contribution that Asian people made to the economy, and just a small minority strongly believed that Asian immigrants were taking jobs away from New Zealanders.



Figure 15. How strongly do you agree or disagree with each of the following statements?



↑ ↓ Significant increase/decrease since previous year

Involvement with Asian people and cultures



Summary

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 was through friends and family friends (69 percent). Contact through travel decreased slightly this survey and in 2012 was at 59 percent, down from 65 percent in 2011.

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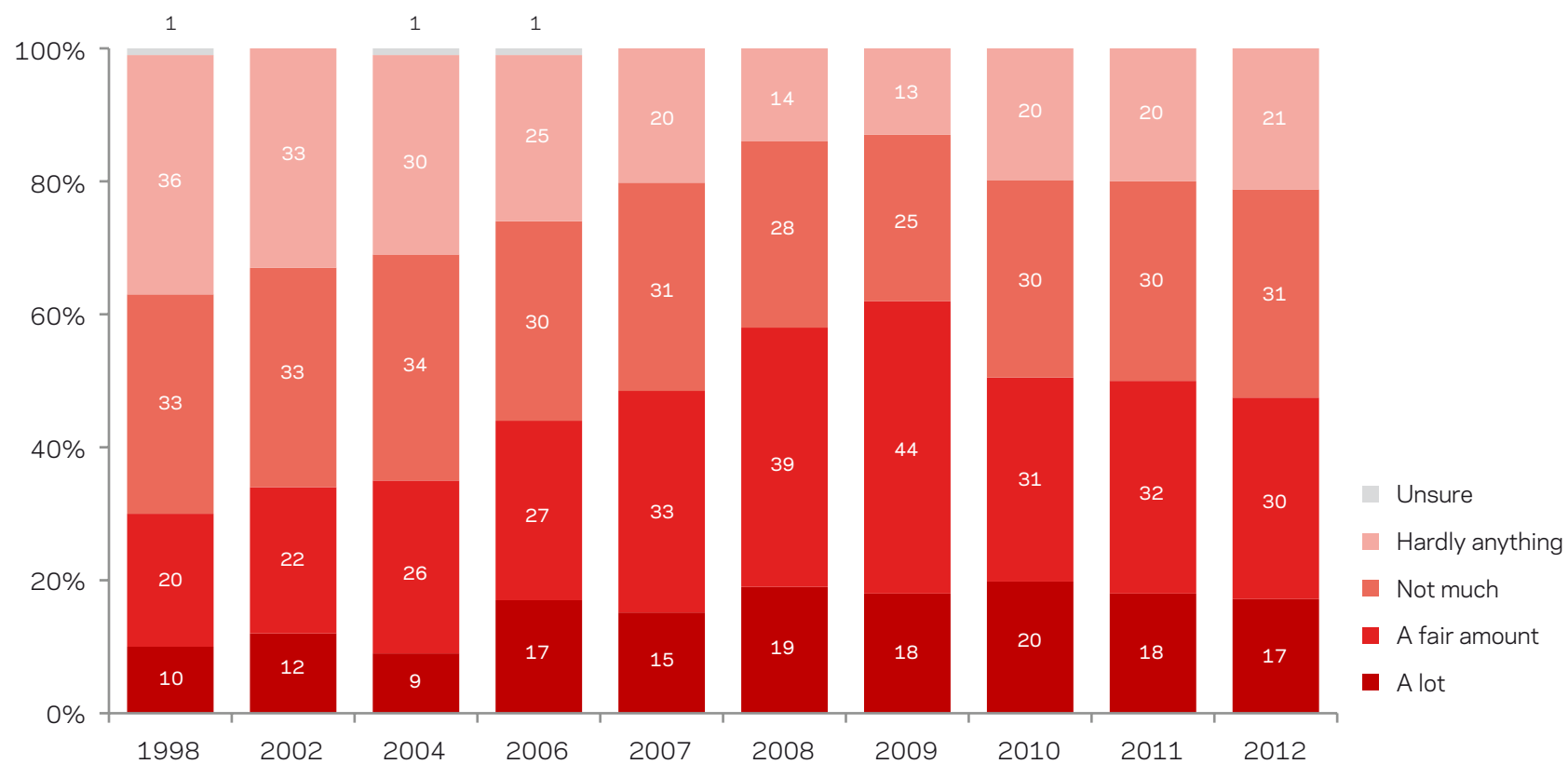
Involvement with Asian people and cultures

Perceived involvement with Asian people and cultures

Each year we ask New Zealanders to tell us how much they personally had 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, on the next page, the perceived involvement with Asian people and cultures decreased between 2009 and 2010, and remained fairly constant from 2010 to 2012. In 2012 just under half of New Zealanders (47 percent) said that they had either 'a lot' or 'a fair amount' to do with Asian people and cultures.

Figure 16. *How much do you personally have to do with Asian peoples or cultures?*



In our 2011 survey, suggestions for this decreased contact included: perceived decreases in Asian tourism and the number of Asian students in New Zealand, feelings of disconnectedness due to the way that Asian people had been portrayed by the media, perceptions that Asian people were less 'visible' because they were now seen as 'one of us', and views that both New Zealanders and people from Asia should do more to increase their involvement with each other.¹¹

Points of contact with people from Asia

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



Figure 17. Can you tell me whether you have a lot of contact, some contact, or no contact with Asian peoples through each of the following...?

◆ Significant change since the previous year

■ A lot ■ Some



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 was through friends and family friends (69 percent). Contact through travel decreased slightly this survey and in 2012 was at 59 percent, down from 65 percent in 2011. Other main contact points included through the neighbourhood or community (64 percent), work or business (59 percent, down from 65 percent in 2011), the healthcare system (59 percent) and schools or educational institutions (57 percent).

Secondary contact points

Also similar to previous surveys, relatively fewer New Zealanders had had contact with Asian people through clubs and social events (45 percent, down from 51 percent in 2011), sports (35 percent), Asian events held in their areas (29 percent, down from 33 percent in 2011), religion or spiritual groups (24 percent) and marriage (32 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 similar to one used by Ron Johnstone and colleagues (2010).¹² 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).

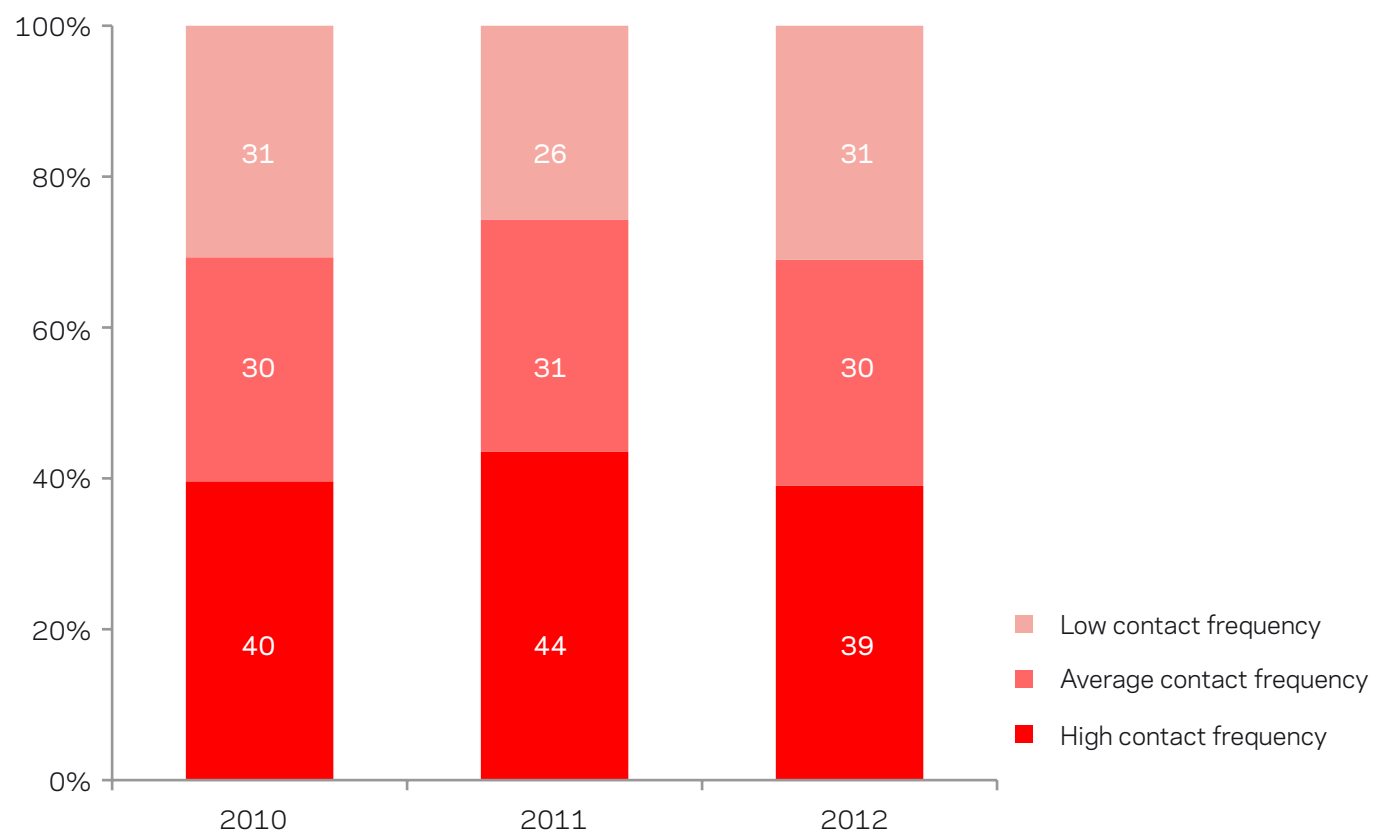
Three groups were created around the 2010 un-weighted 33rd and 66th percentiles to facilitate further analyses within this report.¹³ When creating these groups for the 2011 and 2012 survey results, the 2010 scores were used so that we could benchmark changes in the sizes of these groups over time. The percentage of New Zealanders in the low-, average- and high-frequency-contact groups are shown in Figure 18 on the next page. Consistent with the general trend throughout this report, the results mirrored those in the 2010 survey.

Those more likely than average (39 percent) to be in the high-frequency-contact group included:

- those under the age of 30 years (53 percent)

- those who lived in Auckland (62 percent)
- those who lived in any of New Zealand's main cities (51 percent)
- those on high household incomes of \$120,000 or more per year (48 percent)
- those who identified with a Pacific Island (58 percent) or non-New Zealand European (59 percent) ethnic group
- those who had immigrated to New Zealand (55 percent)
- those who felt very warm toward Asian people (50 percent).
- Those more likely than average (31 percent) to be in the low-frequency-contact group included:
 - those over the age of 60 years (46 percent)
 - those who identified as New Zealand European (37 percent)
 - those who were born in New Zealand (36 percent)
 - those who lived in small towns and rural areas (52 percent)
 - those who felt very cool toward Asian people (46 percent).

Figure 18. Frequency of contact group



Regional variations in perceptions of Asia



Summary

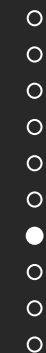
Regardless of location, the majority of New Zealanders saw the Asian region as important to New Zealand's future. However, New Zealanders who lived in rural areas, small towns and provincial cities were less likely than those in the main cities to see a need to prepare young people to engage with Asia, to better understand Asian cultures and traditions, and to develop business links between New Zealand and Asia.

Regional variations in perceptions of Asia

Additional analyses were carried out in order to summarise regional differences in New Zealanders' perceptions of Asia and Asian people. The results can be seen in Table 5 on the following page. The main conclusions from these analyses are as follows.

- Regardless of location, the majority of New Zealanders saw the Asian region as important to New Zealand's future. However, New Zealanders who lived in rural areas, small towns and provincial cities were less likely than those in the main cities to see a need to prepare young people to engage with Asia, to better understand Asian cultures and traditions, and to develop business links between New Zealand and Asia.
- New Zealanders who lived in rural areas, small towns and provincial cities were less likely than average to be involved with or have contact with Asian people, and less likely to agree that Asian people brought a valuable cultural diversity to New Zealand.
- As may be expected, given the significant Asian population in Auckland, Aucklanders were more likely than average to see themselves as being involved with Asian people and were more likely than average to be in the high-frequency-contact group. In attitudes toward Asians, Aucklanders were fairly similar to the New Zealand average, with the exception that they were more likely to believe that Asian people could do more to learn about New Zealand culture and that Asian people take jobs away from New Zealanders. Aucklanders were more likely to agree that Asian people improved workplace productivity.

- Hamilton residents appeared to be slightly more positive toward Asian people, on average. They were more likely than average to see themselves as involved with Asian people, and to agree that Asian people brought a valuable cultural diversity to New Zealand. In addition, Hamilton residents were less likely than average to agree that Asian people could do more to learn about New Zealand culture, and considerably less likely to agree than Asian people took jobs away from New Zealanders.
- Overall, Wellington residents also appeared to be more positive than average toward Asian people. Although they had less contact than average with Asian people, they were more likely to feel very warm toward them, and to agree that Asian people brought a valuable cultural diversity to New Zealand. Like Hamilton residents, Wellingtonians were less likely than average to agree that Asian people could do more to learn about New Zealand culture and that Asian people took jobs away from New Zealanders. However, Wellingtonians were more likely than average to agree that Asian people did not mix well with New Zealanders.



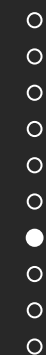


Table 5. Regional differences in perceptions of Asia

	National (n=1,000) Percent	Auckland (n=255) Percent	Hamilton (n=85) Percent	Wellington (n=93) Percent	Christchurch (n=38) Percent	Dunedin (n=60) Percent	Any main city (n=531) Percent	Provincial cities (n=199) Percent	Towns/rural (n=270) Percent
Importance of the Asian region (percent giving a rating of 4 or 5 out of 5)	75	76	80	71	72	80	76	72	77
Impact of conflicts, threats or instabilities in Asia (percent significant impact)	31	35	27	24	21	25	30	31	32
Importance of developing cultural and economic ties with Asia (percent very important)	43	45	54	38	40	32	44	43	41
Whether New Zealand is doing enough to prepare young New Zealanders to engage with Asia (percent not doing enough)	57	62	66	58	64	59	62	55	49 ⁺
Whether New Zealand is doing enough to help New Zealanders understand Asian cultures and traditions (percent not doing enough)	58	59	63	68	67	61	62	58	49 ⁺
Whether New Zealand is doing enough to develop links between businesses in New Zealand and Asia (percent not doing enough)	28	29	38	33	28	35	31	24 ⁺	24 ⁺
Involvement with Asian peoples or cultures (percent involved at least a fair amount)	47	64	61	43	43	53	58	41 ⁺	28 ⁺
Frequency of contact (percent high)	39	62	48	25	52	28	51	29 ⁺	20 ⁺
Warmth toward Asian people (percent very warm)	27	25	35	43	18	36	30	27	21 ⁺
It is good for our economy that companies in Asia invest in New Zealand's businesses (percent agree)	70	74	70	73	63	64	72	70	64 ⁺
New Zealand is allowing too much investment from Asia (percent agree)	35	38	26	27	34	35	34	38	34
Asian immigrants bring a valuable cultural diversity to New Zealand (percent agree)	74	73	85	87	72	82	78	71	68 ⁺
Asian people do not mix well with New Zealanders (percent agree)	35	37	26	48	27	38	36	32	35
Asian people could do more to learn about New Zealand culture (percent agree)	69	76	53	57	75	74	69	73	66
Asian people contribute significantly to our economy (percent agree)	79	78	82	85	79	80	80	78	79
Asian immigrants take jobs away from New Zealanders (percent agree)	31	40	11	18	40	26	31	31	31
Asian employees improve workplace productivity (percent agree)	42	53	38	34	33	35	45	35 ⁺	40

Appendix A: Sample profile





Table 6. Gender and age

	Unweighted	Weighted
Gender	Percent (n=1,000)	Percent (n=1,000)
Male	44	48
Female	56	52
Age	Percent (n=1,000)	Percent (n=1,000)
Under 20 years	4	11
20-29 years	7	15
30-39 years	14	14
40-49 years	21	24
50-59 years	20	16
60-69 years	16	11
70 years or more	18	9

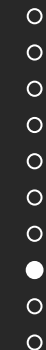
Table 7. Ethnicity

	Unweighted	Weighted
	Percent (n=1,000)	Percent (n=1,000)
New Zealand European	79	70
Māori	12	15
Pacific	4	6
Asian	5	9
Non-New Zealand European	7	7
Other	2	2



Table 8. Location

	Unweighted	Weighted
	Percent (n=1,000)	Percent (n=1,000)
Auckland	26	30
Wellington	8	9
Christchurch	9	9
Hamilton	4	4
Dunedin	6	3
Provincial city	20	19
Town/rural	27	26
	Percent (n=1,000)	Percent (n=1,000)
Upper North Island	48	51
Lower North Island	24	24
Upper South Island	18	17
Lower South Island	10	7



Appendix B: Methodology



Appendix B: Methodology

The 2012 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.

Quantitative telephone survey

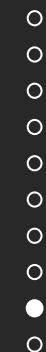
One thousand Computer Assisted Telephone Interviews were carried out among a random sample of New Zealanders aged 15 years and over. Fieldwork was carried out from 3 September to 1 October 2012.

Questionnaire

The questionnaire was based primarily on that used in previous surveys. The average interview duration was 20 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. 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 un-weighted sample profiles can be found in Appendix A.

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

Other notes

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.

The term 'New Zealanders' refers to all those living in permanent private residences.

Qualitative online forum

The qualitative research was carried out using Colmar Brunton's online qualitative forum, e-Qual. e-Qual employs an interactive blog-style discussion board, and has been developed to allow our moderators to engage with participants throughout the discussion. There are a number of advantages to this approach:

- The online forum provided participants with anonymity, which we believe helped them to be relaxed and open when discussing sensitive topics and issues.
- The forum took place over three days, which allowed participants the time and space to reflect on discussions and consider them at a level that can be difficult to accomplish via traditional qualitative research.
- Participants in the forum lived throughout New Zealand, and we deliberately selected participants to ensure that the views of both urban and rural residents were included.

- The topics of discussion could be modified as unexpected themes and issues emerged.

Forum questions

We developed a set of questions based on the specific areas of the quantitative survey that required further 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 easily the topics of discussion (e.g., charts displaying survey results).

We asked contributors to discuss their views on:

- the importance of Asia to New Zealand, and reasons for changes in the results compared with 2011
- the importance of other (non-Asian) regions and countries to New Zealand, and reasons for changes in the results compared with 2011
- the relationship between New Zealand and Asia
- the warmth New Zealanders felt toward people from Asia, and reasons for changes in the results compared with 2011

- investment from Asia, including the potential benefits and negative consequences of investment, and reasons for changes in the results compared with 2011
- why New Zealanders felt warmer than Australians did toward people from Asia.

Sampling and recruitment

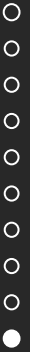
Twenty-eight forum participants were recruited from those who had taken part in the telephone survey, and who had agreed to be re-contacted for further research related to the survey.

Our approach ensured that the final panel of participants included a range of respondents, in terms of both their demographic characteristics and their views of Asia and Asian people.

Endnotes



10





Endnotes

Clicking on individual endnotes will return you to the original text within this document.

- 1 The ONE News Colmar Brunton poll illustrated a substantial decrease in public economic optimism between March and May 2012, down from 50 percent to 38 percent. Economic optimism generally remained low until fieldwork, increasing just two percentage points to 40 percent in late July 2012, and one percentage point to 41 percent in mid-September 2012. See <http://bit.ly/MmW3NP>
- 2 During the September 2012 quarter, unemployment in New Zealand increased 0.5 percentage points on the June 2012 quarter, to 7.3 percent; the highest level since the March 1999 quarter. See Statistics New Zealand's Household Labour Force Survey: September 2012 quarter. Released 8 November 2012, <http://bit.ly/ZT7GIA>
- 3 A rating of 4 or 5 out of 5, where 1 is 'not at all important' and 5 is 'very important'.
- 4 The ONE News Colmar Brunton poll also illustrated that in the months leading up to fieldwork economic optimism was high relative to earlier in the year.
- 5 See Close Up (12 September 2012). A divide in the building industry. Television New Zealand. <http://bit.ly/132zj1P>
- 6 The most recent Statistics New Zealand Household Economic Survey (for the year ended June 2011) shows that, in the two years since June 2009, total housing costs as a proportion of total regular household income increased from 15.1 percent to 16.0 percent, the proportion of households spending 30 percent or more of their income on housing costs increased from 19.5 percent to 21.8 percent, average weekly expenditure on rent increased by 6.6 percent, and average weekly expenditure on property rates increased by 9.3 percent. During this time household regular income remained relatively unchanged. See <http://bit.ly/132AC0T>
- 7 See UMR Research (11 February 2012). Perceived Discrimination. Human Rights Commission. <http://bit.ly/ZBSVnq>
- 8 Hansen, F. (2012). Australia and New Zealand in the World: Public opinion and foreign policy. Lowy Institute for International Policy. Sydney, Australia. <http://bit.ly/Ltucdz>
- 9 Asia Pacific Foundation of Canada (2012). 2012 National Opinion Poll: Canadian views on Asia. Vancouver, Canada. <http://bit.ly/Iziq1l>
- 10 Hansen, F. (2012). Australia and New Zealand in the World: Public opinion and foreign policy. Lowy Institute for International Policy. Sydney, Australia. <http://bit.ly/Ltucdz>
- 11 For a fuller discussion see Colmar Brunton (2012). New Zealanders' perceptions of Asia and Asian peoples in 2011. Asia New Zealand Foundation, Wellington, New Zealand. <http://bit.ly/HGU8Cj>
- 12 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.
- 13 The un-weighted percentiles were used only to create the contact groups. This ensured roughly equal numbers in each group in 2010. The percentages shown are weighted.



Asia New Zealand Foundation

The Asia New Zealand Foundation was founded in 1994 as a non-profit, apolitical organisation dedicated to building New Zealand's links with Asia. Through its activities in education, business, media, culture and research the Foundation aims to promote initiatives that deepen understanding and relationships between New Zealanders and the peoples of Asia.

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