

How do New Zealanders see **South Korea**?

Importance to New Zealand's future

Forty-nine percent feel that South Korea is very important or important to New Zealand's future, ranking fifth after China, Japan, India, and Singapore.

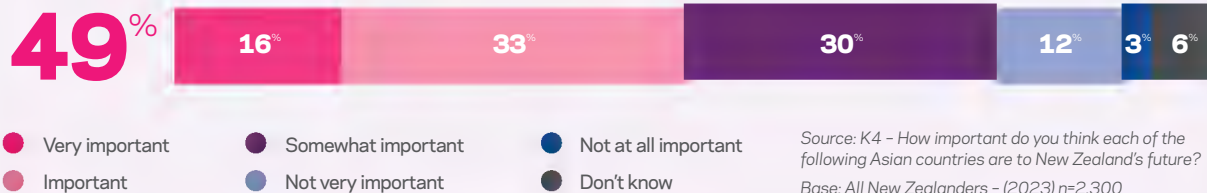
Defence and security relations

New Zealanders consider South Korea to be the second most important Asian partner to work with when it comes to security and defence, after Japan.

"I believe that they are technological giants now and into the future, and it would be interesting to visit and/or live there."

40-49 years, male, other European, Bay of Plenty

Percentage of New Zealanders who think South Korea is very important/important to New Zealand's future.



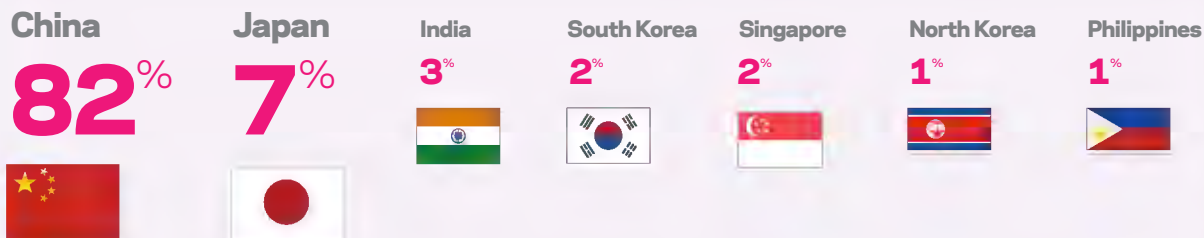
Influence over New Zealand

New Zealanders believe that China is the Asian country with the most influence over New Zealand, followed by Japan, India, South Korea, and Singapore. China is still expected to be the most influential in 10-to-20 years' time, and India's future influence is also expected to increase.

"[South Korea] appears to have a booming economy and produces great gear, electronics and cars."

40-49 years, male, European, Otago

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





“Love the culture there as well as the music. It’s such a diverse country and has impacted the whole world with its beautiful culture.”

20-24 years, female, Māori, Gisborne

Travel

- Of the 58 percent of New Zealanders who have visited or traveled to Asia, 13 percent have been to South Korea.
- South Korea is the sixth most popular choice for future travel, with 33 percent of New Zealanders saying they would like to visit.

“I find their culture really interesting and enjoy learning the language.”

20-24 years, female, European and Chinese, Auckland

Friend or threat?

South Korea is regarded as one of New Zealand’s closest friends in Asia:

- 53 percent of New Zealanders regard South Korea as a friend, with eight percent considering it a close friend.
- Nine percent see it as a threat.



Knowledge and interest

- South Korea ranks eighth when it comes to which countries in Asia New Zealanders feel they know best, with three percent of respondents naming it as the place in Asia they know the most about.
- The majority of those who said they are most familiar with South Korea said they gained this knowledge through learning about it themselves, including through news and magazines, and family and friends.
- South Korea ranks fourth–equal with Singapore and Vietnam when it comes to the places in Asia New Zealanders most want to learn more about.
- Interest in culture is the top reason why New Zealanders want to learn more about South Korea.

Top reasons for wanting to learn more about South Korea

27% Culture

12% Fascinating/interesting/
nice place

12% Technology