

# How do New Zealanders see India?

## Importance to New Zealand's future

India is seen as the third most important country in Asia to New Zealand's future, after China and Japan.

## Defence and security relations

New Zealanders consider India to be the fifth most important Asian partner to work with when it comes to security and defence.

“They have a growing economy and we have many more Indian people migrating to NZ.”

40-49 years, male, NZ European and other European, Canterbury

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



## Influence over New Zealand

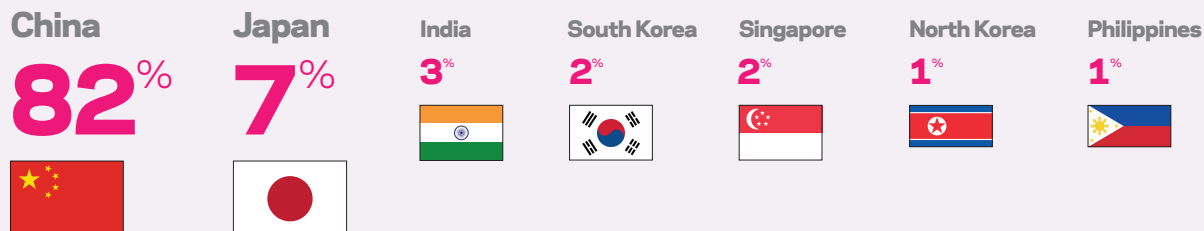
New Zealanders believe that China is the Asian country with the most influence over New Zealand currently, followed by Japan and India. China is still expected to be the most influential in 10-to-20 years' time, and India is expected to overtake Japan as the second most influential.

## Friend or threat?

India is seen by more than half of New Zealanders as a friend:

- 52 percent of New Zealanders regard India as a friend, with eight percent considering it a close friend.
- Only six percent see it as a threat.

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





“I think they are an underrated international player. [India’s] culture and history is extremely interesting and their political power has lots to offer in the coming years if given the chance.”

20-24 years, female, European, Manawatū-Wanganui

## Trust in major powers to act responsibly

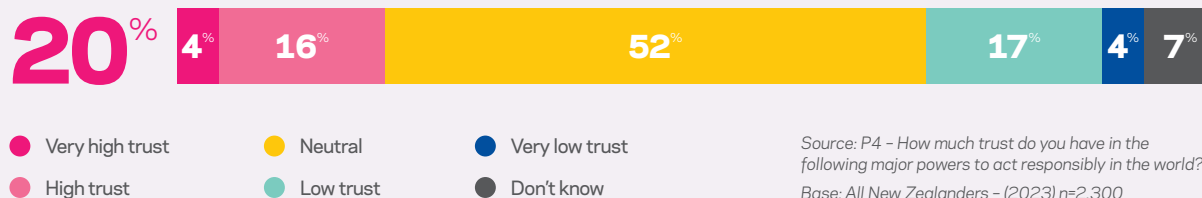
We asked New Zealanders how much trust they have in key world and regional powers to act responsibly in the world:

- 20 percent of New Zealanders express high or very high trust in India to act responsibly in the world, while 21 percent express low or very low trust levels.

“Vast country of geographic differences [and] rich history; always thought it [is a] country I would like to visit.”

50-59 years, male, European, Manawatū-Wanganui

### Percentage of New Zealanders who express very high/high trust in India



“I’m half Indian and yet I know nothing about the country my ancestors are from, I’d love to know more.”

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

## Travel

- 26 percent of respondents are interested in traveling to India in the future.
- Of the 58 percent of New Zealanders who have visited or traveled to Asia, 20 percent have been to India, making it the seventh most visited country in the region.

## Knowledge and interest

- When it comes to which countries in Asia New Zealanders feel they know best, India ranks third, with 11 percent of respondents naming it as the place in Asia they know the most about.
- Friends and family are key sources of information for those who are most familiar with India.
- India also ranks third when it comes to which countries New Zealanders most want to learn more about, with culture topping the list of reasons for wanting to learn more, followed by India’s vast size and scale.

### Top reasons for wanting to learn more about India

