

How do New Zealanders see **Singapore**?

Importance to New Zealand's future

Fifty-four percent feel that Singapore is very important or important to New Zealand's future, ranking fourth after China, Japan, and India.

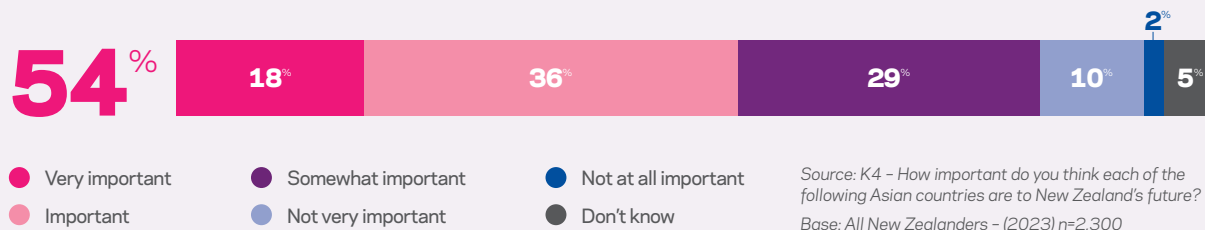
Defence and security relations

Singapore is considered New Zealand's third most important security and defence partner, after Japan and South Korea.

"I want to know more about their culture, what their ancient history is like. How they survive and thrive on such a small land mass."

30-34 years, female, European, Auckland

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



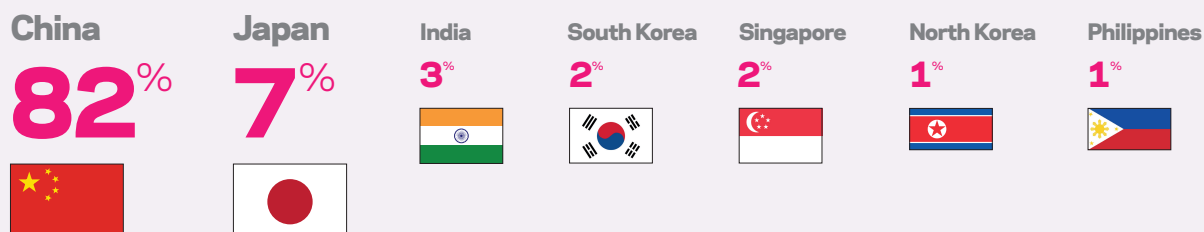
Influence over New Zealand

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.

"[Singapore] has always been a strong link between the East and West."

60-69 years, male, European, Auckland

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





“Wealthy, stable economy, high standard of living, low crime, NZ could learn lessons from [Singapore].”

60-69 years, female, European, Bay of Plenty

Travel

- Singapore is New Zealanders' most visited country in Asia.
- Of the 58 percent of New Zealanders who have visited or traveled to Asia, 60 percent have been to Singapore.
- Singapore is the second most popular choice for future travel, with 44 percent of New Zealanders saying they would like to visit.

“Singapore has beautiful landscape and I'd be interested in travelling for holiday.”

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

Friend or threat?

Singapore is regarded as one of New Zealand's closest friends in Asia, second only to Japan:

- 69 percent of New Zealanders regard Singapore as a friend, with 15 percent considering it a close friend.
- Only one percent see it as a threat.



Knowledge and interest

- Singapore ranks fourth when it comes to which countries in Asia New Zealanders feel they know best, with 10 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 Singapore said they gained this knowledge through visiting the country, followed by learning about it through friends and family.
- Singapore ranks fourth-equal with South Korea and Vietnam when it comes to the places in Asia New Zealanders most want to learn more about.

Top reasons for wanting to learn more about Singapore

17%

Fascinating/
interesting/
nice place

12%

Want to visit, live
or work there

9%

Economy/
Culture