

# How do New Zealanders see **Vietnam**?



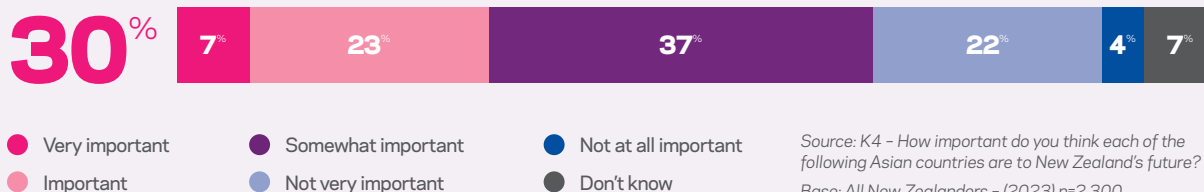
## Importance to New Zealand's future

Thirty percent feel that Vietnam is very important or important to New Zealand's future.

## Friend or threat?

- 41 percent of New Zealanders regard Vietnam as a friend, with four percent considering it a close friend.
- Only three percent see Vietnam as a threat.

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



## Travel

- Of the 58 percent of New Zealanders who have visited or traveled to Asia, 18 percent have been to Vietnam.
- Vietnam is the fourth most popular choice for future travel, with 39 percent of New Zealanders saying they would like to visit it in the future.

“The history, ancient and recent, fascinate me. My brother’s stories of the people he met, and the places he saw, on his journey through Vietnam increased my fascination.”

50-59 years, female, European, Hawkes Bay

## Knowledge and interest

- Vietnam ranks seventh when it comes to which countries in Asia New Zealanders feel they know best, with four 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 Vietnam said they gained this knowledge through visiting the country. Friends and family, along with self-study, were the other key sources of knowledge.
- Vietnam ranks fourth-equal with Singapore and South Korea when it comes to the places in Asia New Zealanders most want to learn more about.
- Interest in history is the top reason why New Zealanders want to learn more about Vietnam.