

## Perceptions of Asia June 2025: Key statistics

Asia's importance to New Zealand's future:

- 81 percent of New Zealanders see developing social, economic and political ties with the peoples and countries of Asia as quite or very important, up from 67 percent in 2019 when this question was first asked.
- 79 percent of New Zealanders see Asia as important or very important to New Zealand's future, up from 75 percent in the last survey.

How much do New Zealanders know about Asia?:

- 59 percent of New Zealanders say they know at least a fair amount about Asia, up from 33 percent in 2013 when the question was first asked.
- 56 percent of New Zealanders say they know at least a fair amount about North Asia (up from 53 percent the year before), 40 percent of New Zealanders say they know at least a fair amount about Southeast Asia and 29 percent of New Zealanders know at least a fair amount about South Asia, consistent with the previous survey.

Connections and cultural competency:

- 56 percent of New Zealanders feel connected to Asia in their daily lives, consistent with previous years.
- 76 percent of New Zealanders feel at least fairly confident in their ability to engage with people from Asian cultures. One in five, however, still lack confidence.
- 92 percent of New Zealanders see having confidence dealing with people from Asian cultures as at least somewhat important for New Zealand's future workforce, while 87 percent see having an understanding of Asian protocols and etiquette as at least somewhat important, and 84 percent see having an understanding of Asian societies, including economics, histories and politics, as at least somewhat important.

Friend or threat:

- 80 percent of New Zealanders view Japan as a friend to New Zealand (up from 75 percent in the last survey), while 77 percent view Singapore as a friend (up from 68 percent) and 62 percent view South Korea and the Philippines as friends (both up from 53 percent). Over half of New Zealanders also view Thailand (up 10 percentage points from the previous year), Malaysia (up nine percentage points from the

previous year) and India (up two percentage points) as friends to New Zealand. Southeast Asian countries across the board saw an average increase in friend perception of around nine percent.

- In November 2024, 38 percent of New Zealanders viewed China as a friend while 28 percent viewed it as a threat. By March 2025, 21 percent of New Zealanders viewed it as a friend and 40 percent viewed it as a threat.
- In November 2024, 61 percent of New Zealanders viewed the United States as a friend while 17 percent viewed it as a threat. By March 2025, 32 percent of New Zealanders viewed the United States as a friend while 32 percent viewed it as a threat.
- 73 percent of New Zealanders view North Korea as a threat while 68 percent view Russia as a threat (up four percentage points from the previous year). Less than eight percent view the two as friends to New Zealand.
- 53 percent of New Zealanders are highly concerned about the spread of fake news and misinformation (up seven percentage points from the previous survey), 47 percent are highly concerned about climate change, while 47 are also highly concerned about cyber-attacks from other countries, both consistent with the previous survey.

#### Trust in key powers:

- 62 percent of New Zealanders express high trust in Japan to act responsibly in the world, up from 56 percent the previous year.
- 14 percent of New Zealanders express high trust in China, consistent with the previous survey.
- In November 2024, 33 percent expressed high trust in the United States (down from 38 percent in the previous survey). By March 2025, 21 percent of New Zealanders said they had high trust in the United States to act responsibly in the world.

#### Priority relationships:

- 65 percent of New Zealanders believe New Zealand should invest extra effort in strengthening its relationship with Japan, with a third of these selecting it because of trade and economic opportunities.
- 54 percent selected China, with 46 percent of these selecting it because of trade and economic opportunities.

- 42 percent selected India, with 46 percent of these selecting it because of trade and economic opportunities.

Defence and security:

- 37 percent of New Zealanders think New Zealand currently spends about the right amount on defence, while 35 think New Zealand should spend more and 11 percent think it should spend less.