



Asia New Zealand
Foundation

Te Whītau Tūhono

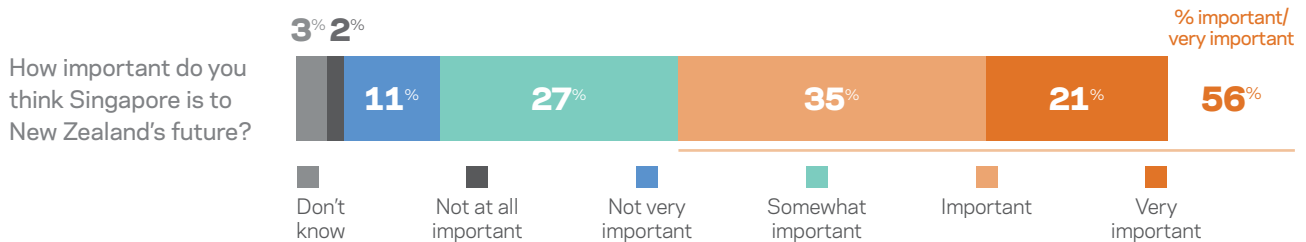


2025 PERCEPTIONS OF SINGAPORE

This country profile is based on our latest *New Zealanders' Perceptions of Asia and Asian Peoples* report. The results of the survey give a unique glimpse into the importance of Singapore to New Zealanders.

IMPORTANCE TO NEW ZEALAND'S FUTURE

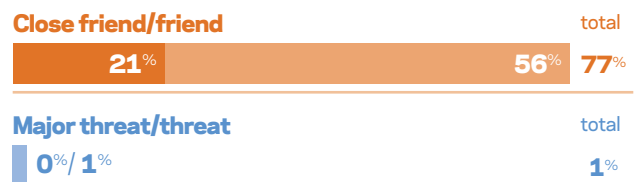
56 percent of New Zealanders see Singapore as important to New Zealand's future, making it the fourth most important country in Asia after China, Japan and India.



FRIEND PERCEPTIONS

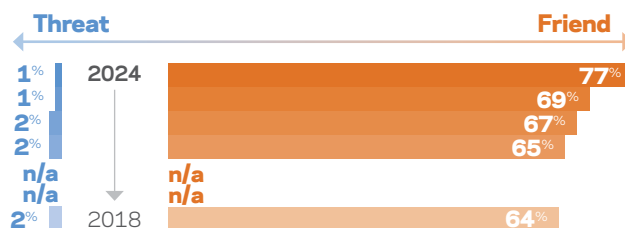
Singapore is one New Zealand's closest friend in Asia, second only to Japan: **77 percent** of New Zealanders identifying Singapore as a friend or close friend, up eight percentage points from the last survey.

Only **one percent** of New Zealanders see Singapore as a threat.



HOW HAVE PERCEPTIONS CHANGED SINCE 2018?

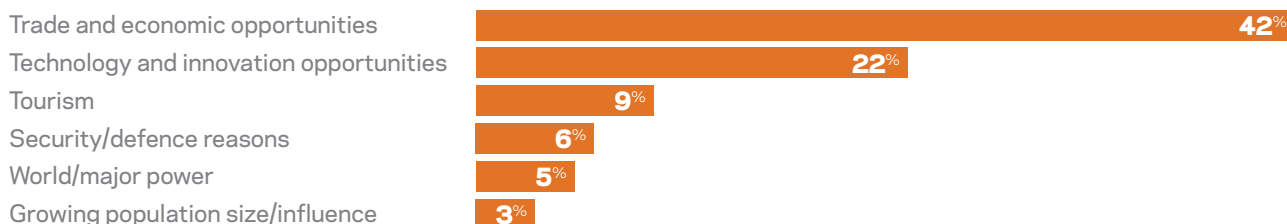
Singapore has consistently been seen as one of New Zealand's closest friends in Asia, and positive sentiment has increased over time. While **64 percent** of New Zealanders saw Singapore as a friend in 2018, **77 percent** view it as a friend today.



A PRIORITY RELATIONSHIP

32 percent of New Zealanders think New Zealand should invest extra effort into its relationship with Singapore.

Trade and economic opportunities is the leading reason for wanting to strengthen ties, followed by technology and innovation.



TRUSTED DEFENCE AND SECURITY PARTNER

Singapore is seen as one of New Zealand's most important defence and security partners in Asia, with **38 percent** naming it as an important country to work with. Singapore's importance has increased 10 percentage points since the last survey.

"We have strong economic relations with (Singapore) and they help our international trade. We have broadly aligned interests as two small trading nations in a similar geographic area."

Female, 30-34 years, Chinese, Auckland

HOW MUCH DO NEW ZEALANDERS KNOW ABOUT SINGAPORE?

40 percent of New Zealanders feel they know at least a fair amount about Southeast Asia, and **66 percent** of New Zealanders can correctly locate Singapore on a map.

QR CODE TBC



The Asia New Zealand Foundation Te Whītau Tūhono is New Zealand's leading provider of Asia insights and experiences that help New Zealanders build their knowledge, skills and confidence to excel in Asia.

asianz.org.nz