



Asia New Zealand
Foundation

Te Whītau Tūhono

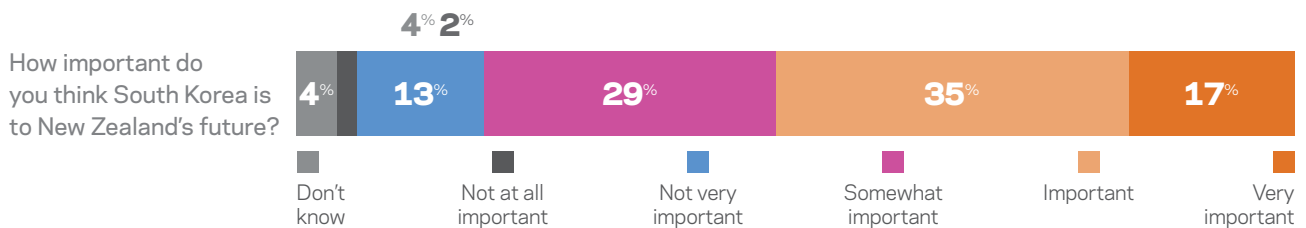


2025 PERCEPTIONS OF SOUTH KOREA

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

IMPORTANCE TO NEW ZEALAND'S FUTURE

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



ONE OF NEW ZEALAND'S CLOSEST FRIENDS IN ASIA

South Korea is one New Zealand's closest friends in Asia, third-equal with the Philippines, with **61 percent** of New Zealanders identifying South Korea as a friend or close friend. Friend perceptions increased nine percent from the last survey.

Eight percent of New Zealanders see South Korea as a threat.

Close friend/friend

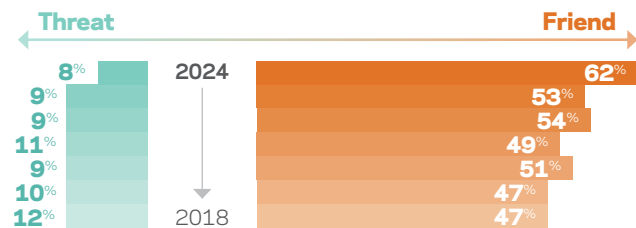


Major threat/threat



HOW HAVE PERCEPTIONS CHANGED SINCE 2018?

Positive sentiment towards South Korea has increased significantly over time. While 47 percent of New Zealanders saw South Korea as a friend in 2018, **62 percent** view it as a friend today.



A PRIORITY RELATIONSHIP

35 percent of New Zealanders think New Zealand should invest extra effort into its relationship with South Korea.

Trade and economic opportunities, technology and innovation, and security and defence relations are the leading reasons for wanting to strengthen ties.

Trade and economic opportunities
Technology and innovation opportunities
Security/defence reasons
World/major power
Tourism
Growing population size/influence



TRUSTED DEFENCE AND SECURITY PARTNER

South Korea is seen as one of New Zealand's most important defence and security partners in Asia, second only to Japan. **39 percent** identify South Korea as an important country to work with, up 10 percent from the last survey.

"South Korea is an industrialised and innovative country. We have a strong trading relationship and there are many South Koreans living in New Zealand."

Female, over 70 years, New Zealand European and other European, Auckland

KOREAN AS A SECOND LANGUAGE

Young New Zealanders are interested in learning Korea, with nine percent of those under 30 saying they'd most want to learn Korean if they had the opportunity to learn an Asian language. Only Japanese and Mandarin were more popular.

QR CODE TBC



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