



Asia New Zealand  
Foundation

Te Whītau Tūhono

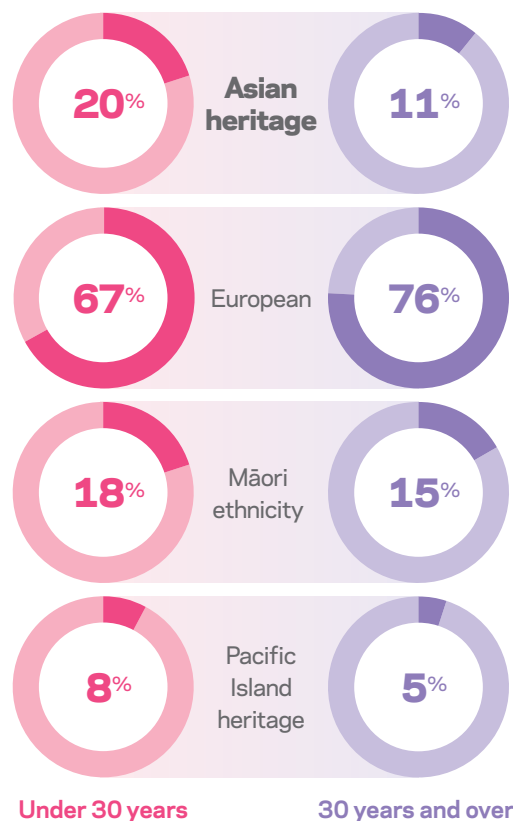
## HOW DO NEW ZEALANDERS SEE ASIA?

# UNDER 30s

Young New Zealanders will shape the future of New Zealand's relationships with Asia. How do they see the region and their place in it? This youth profile is based off our latest *New Zealanders' Perceptions of Asia and Asian Peoples* survey.

### Who are New Zealand's under 30s?

- Under 30-year-olds are more ethnically diverse than older people. Twenty percent are of Asian heritage (compared with 11 percent of those aged 30 and over).
- Sixty-seven percent say they are European compared with 76 percent of older people.
- Eighteen percent are of Māori ethnicity compared with 15 percent of older people.
- Eight percent are of Pacific Island heritage (versus five percent of those more senior).
- Under 30s are more likely to have been born in New Zealand than older people (76 percent compared with 67 percent of those aged 30 years and over).
- Thirty-nine percent speak another language reasonably fluently, compared with 21 percent of those aged 30 years and over. A Chinese language is the most common foreign language spoken, reflecting the higher proportions of Chinese descent among those with Asian backgrounds.
- Sixty percent live in New Zealand's major cities, compared to 47 percent of over 30s.



## Knowledge of Asia

Sixty-two percent of young people say they know at least a fair amount about Asia, compared with 57 percent of those aged 30 years and over.

New Zealanders under 30 are more confident in their knowledge of Asia than New Zealanders over 30.

This makes Asia the only world region young New Zealanders express greater knowledge of than those aged 30 and over.

Knowledge of Asia is growing faster among the under 30s than the rest of the population and has grown significantly

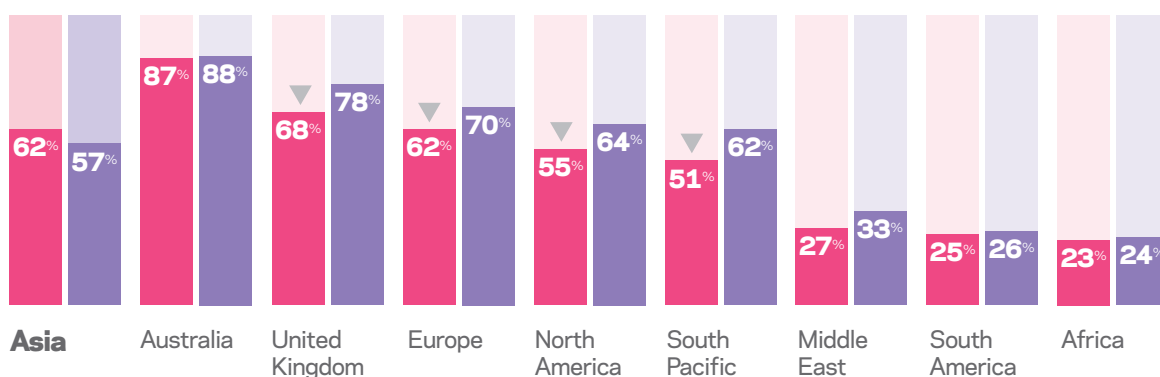
since 2013: 30 percent of under 30s had at least a 'fair' knowledge of Asia in 2013, compared to 33 percent of the general population.

Young people also rate their knowledge of Asia's sub-regions more highly than older people do.

Their knowledge of North Asia is strongest – and significantly greater than knowledge levels among older people – with 62 percent saying they know at least a fair amount about the sub-region. This indicates that young New Zealanders are the primary drivers of New Zealand's increased knowledge of North Asia.

## KNOWLEDGE OF WORLD REGIONS

Percentage who know at least a 'fair' amount about each region



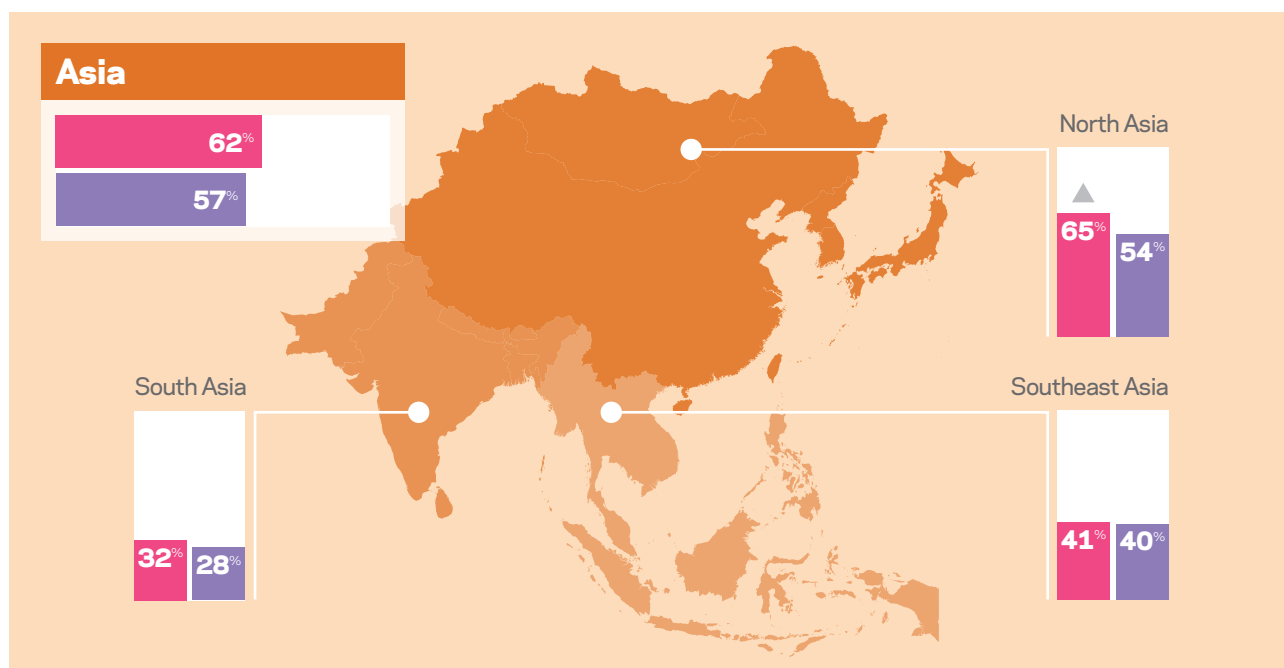
Base: All New Zealanders excluding 'Unsure': Under 30 years n=404, 30 years and over n=1,872

Under 30 years

30 years and over

Indicates significantly lower compared to 30 years and over age group

## KNOWLEDGE OF ASIA'S SUB-REGIONS



Base: All New Zealanders excluding 'Unsure': Under 30 years n=404, 30 years and over n=1,872

Under 30 years

30 years and over

Indicates significantly higher/lower compared to 30 years and over age group

## Perceptions of Asia's importance

While young people have a more positive opinion of their knowledge of Asia and its regions than older people, their ratings of Asia's importance to New Zealand's future are not as strong as those of older groups. Under 30-year-olds are less likely to say that Asia is 'very important or important' than older people and more inclined to give a middle rating of 'fairly important'.

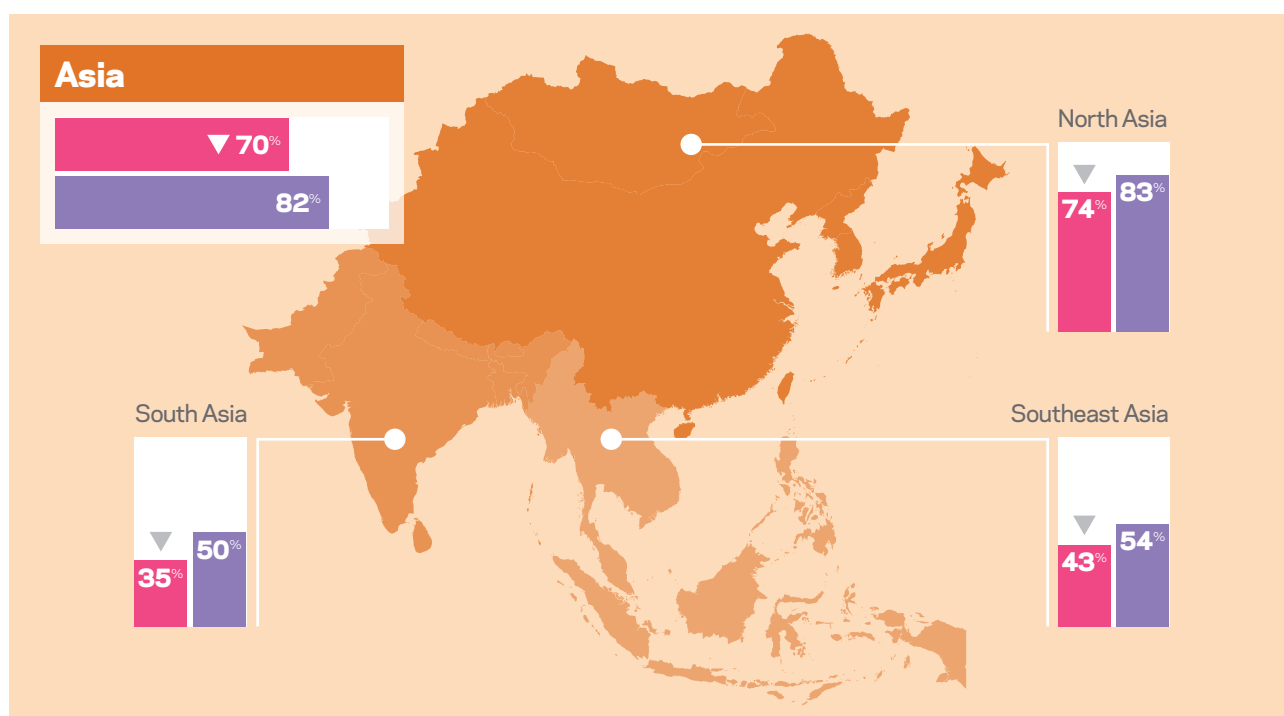
In line with the broader population, under 30s consider North Asia to be the most important sub-region for New Zealand's future. South Asia is less well known and considered the least important, with one in three under 30-year-olds considering it to be very important or important to New Zealand's future.

**"India is getting powerful in geopolitical situations, plus India is setting foot every year to increase exports. Both countries' prime ministers met to strengthen ties."**

Male, 25-29 years, Indian, Auckland

## IMPORTANCE OF ASIA'S SUB-REGIONS

Percentage who view each sub-region as at least 'somewhat' important to New Zealand's future



Base: All New Zealanders - Under 30 years n=412, 30 years and over n=888

■ Under 30 years ■ 30 years and over

▲ ▼ Indicates significantly higher/lower compared to 30 years and over age group

**"I feel like there is a strong economic partnership between New Zealand and South Korea."**

Male, 20-24 years, New Zealand European, Auckland

**"I heard that New Zealand is in a strategic relationship with Thailand, so I view them as a friend."**

Female, 20-24 years, Southeast Asian, Waikato

**"I know many people who have immigrated from Malaysia who contribute to our society."**

Female, 20-24 years, New Zealand European, Auckland

**"I feel like Japan is a country that has strong political ties with New Zealand."**

Female, 20-24 years, Indian, Northland

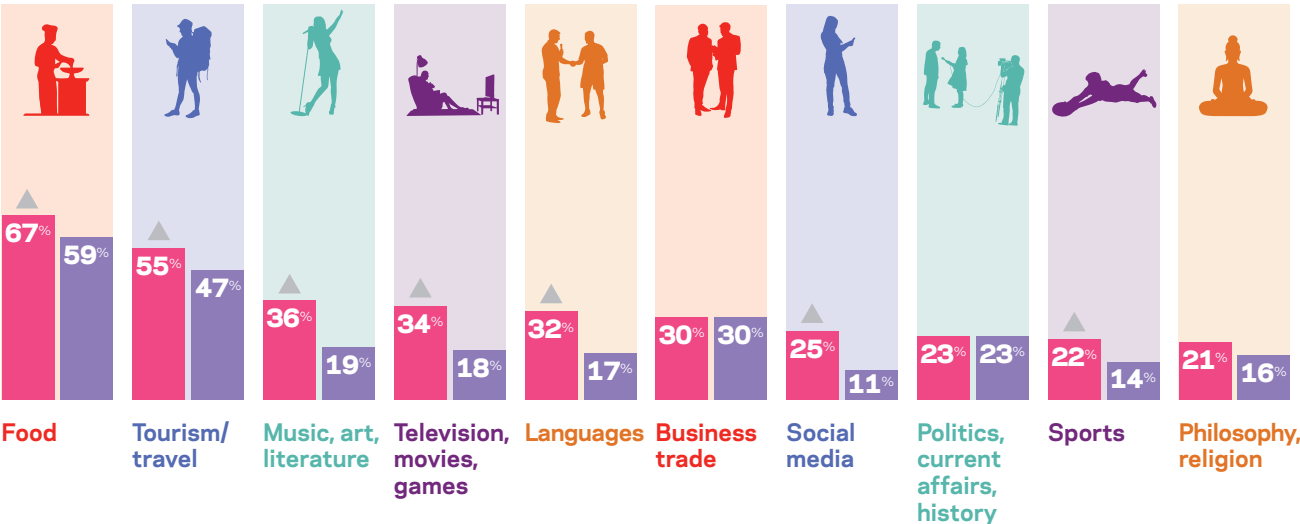
# Connections with Asia

Young people feel a similar level of connection in their daily lives with Asian cultures to that of older people. One in five of those aged under 30 years (19 percent) rate their level of daily connection as high, 38 percent as medium and 40 percent as low.

However, their Asia-related interests are higher than that expressed by those aged 30 and over. Under 30-year-olds express a strong interest in Asian food and cuisine and travel to and from Asia. Their interest in cultural aspects of Asia – music/art, movies/games, languages, and social media – also significantly exceeds that expressed by older people.

## INTEREST IN ASIA-RELATED AREAS IN DAY-TO-DAY LIFE

Percentage at least 'somewhat' interested in the following areas



Base: All New Zealanders – Under 30 years n=412, 30 years and over n=1,888

Under 30 years 30 years and over Indicates significantly higher compared to 30 years and over age group

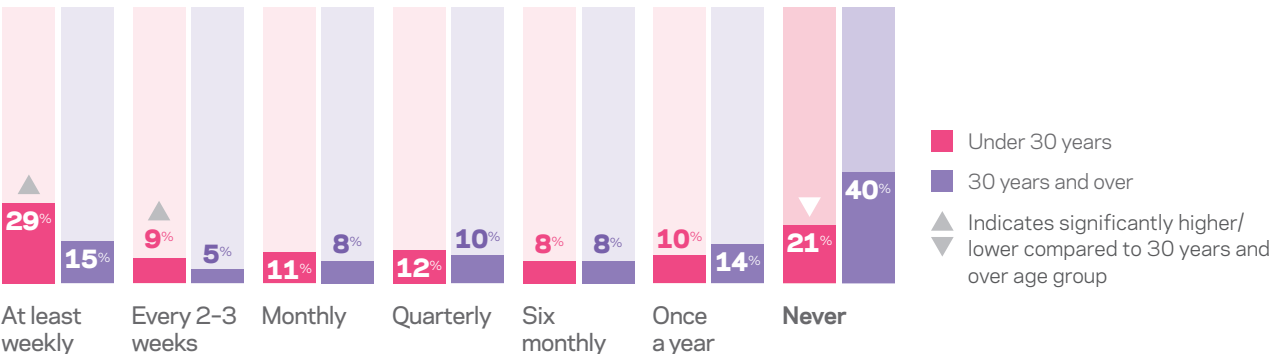
# Consumption of entertainment

Under 30s are New Zealand's biggest consumers of Asia-related entertainment. Half of under 30s watch, play or listen to Asian entertainment each month, compared to 28 percent of those 30 and over. Three in ten under 30-year-olds consume Asia-related content at least weekly.

**"When I hear the word 'Asia', I think of amazing views and Korean dramas."**

Female, 18-19 years, Māori and Samoan, Auckland

## HOW OFTEN DO UNDER 30S CONSUME ASIA-RELATED ENTERTAINMENT?



Base: All New Zealanders – (2024) n=2,300, (2023) n=2,300

## Recall of news

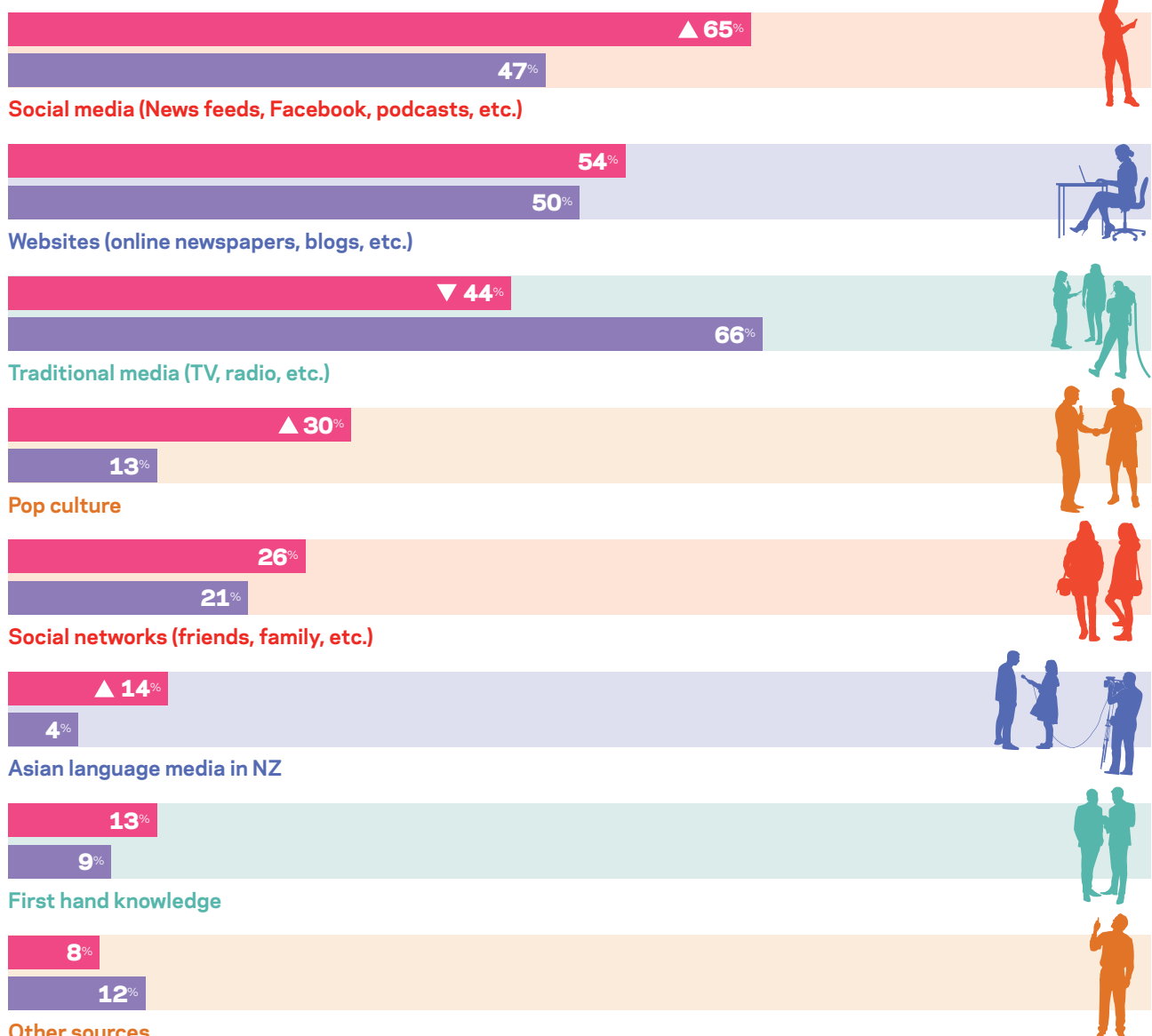
Young people aged under 30 show slightly lower recall of Asia-related media content than older people. One in three (34 percent) recall having seen, heard or read something in the news or media in the last three months about Asia-related events, issues or people, compared with 38 percent of those aged 30 years and over.

The media sources under 30-year-olds use to access Asia-related news or information are very different from older people who make greater use of traditional media sources. Social media platforms are their most widely

used media source (65 percent), followed by websites with 54 percent mention. Fewer than half use traditional media (44 percent, compared with 66 percent of those aged 30 years and over).

Compared with older people, under 30-year-olds are also more likely to access Asia-related content via pop culture sources such as movies/documentaries, games and music, reflecting their greater interest in, and consumption of, Asia-related entertainment.

## WHERE DO UNDER 30S GET THEIR ASIA NEWS FROM?



Base: New Zealanders who have seen/heard Asia-related media in the last three months – (2024) Under 30 years n=139, 30 years and over n=715

■ Under 30 years ■ 30 years and over ▲ ▼ Indicates significantly higher/lower compared to 30 years and over age group



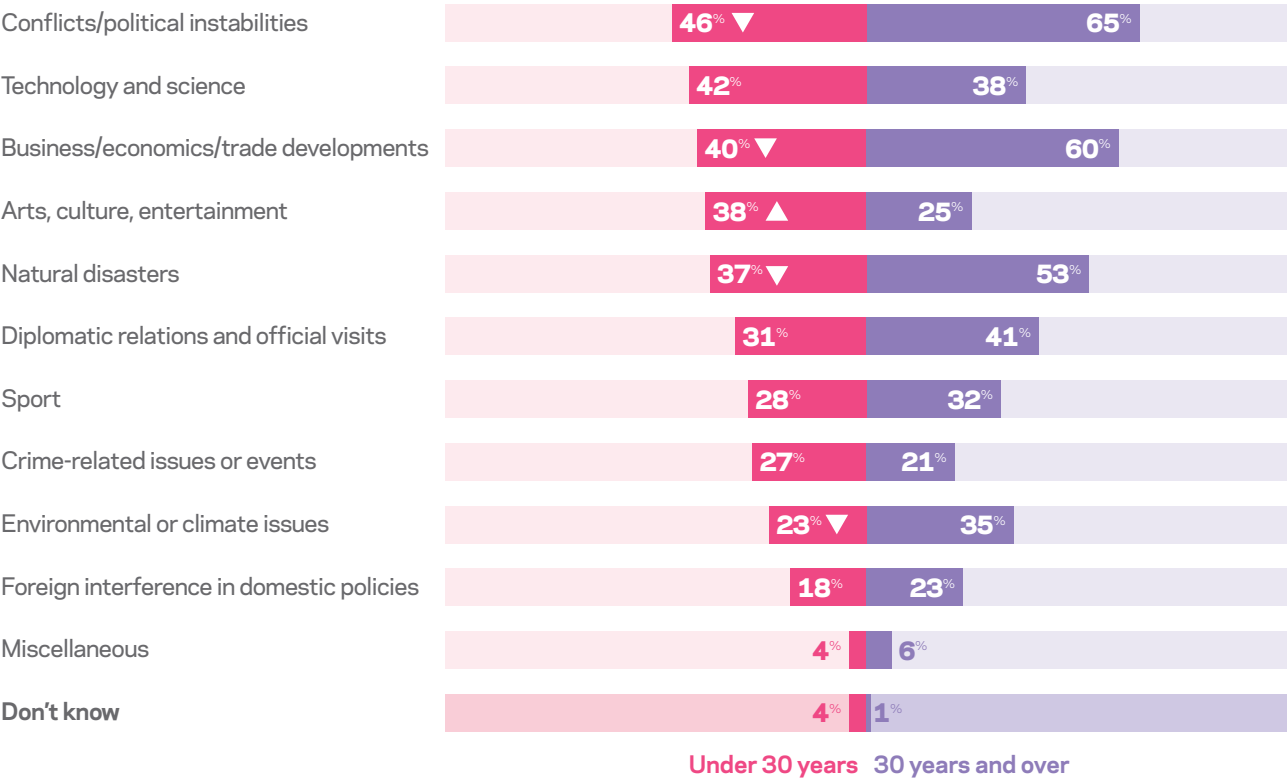
Those under 30-year-olds who recall Asian-related media content over the last few months typically recall fewer Asia-related topics than do older people, and their topic recall is somewhat different.

Content about conflicts and political instabilities is most commonly recalled (46 percent, similar to older groups), but technology and science content is second most common (42 percent compared with 38 percent among older people). Business, economic and trade

developments rank third in mention (40 percent compared with 60 percent mention among those aged 30 years and over).

Under 30s more frequently recall arts, culture or entertainment related topics than do older people, reflecting their Asian-related interests (38 percent compared with 25 percent among those aged 30 years or over).

RECALL OF ASIAN-RELATED TOPICS SEEN, HEARD OR READ IN THE MEDIA



▲ ▼ Indicates significantly higher/lower compared to 30 years and over age group  
Base: New Zealanders who have seen/heard Asia-related media in the last three months - (2024) n=854





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.

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