

2025 PERCEPTIONS OF

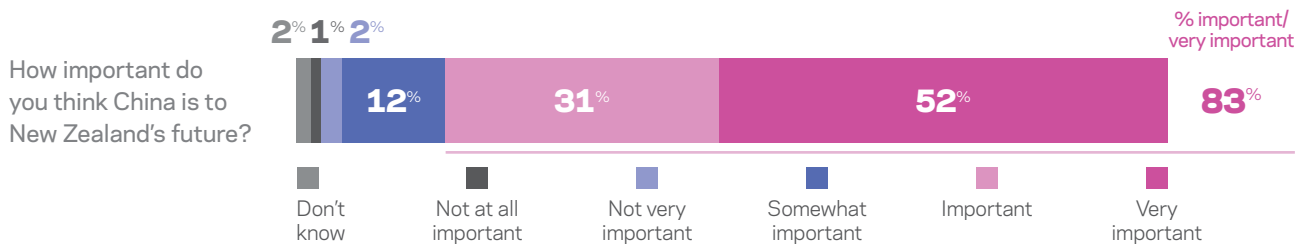
CHINA

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 China to New Zealanders.

IMPORTANCE TO NEW ZEALAND'S FUTURE

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

China's perceived importance has increased **six percent** in the past year.

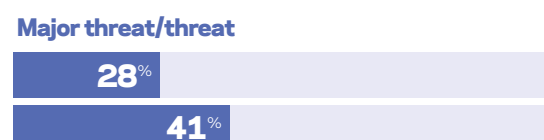
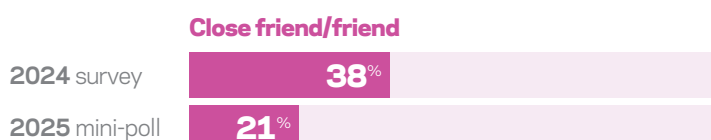


TRUST IN CHINA REMAINS LOW



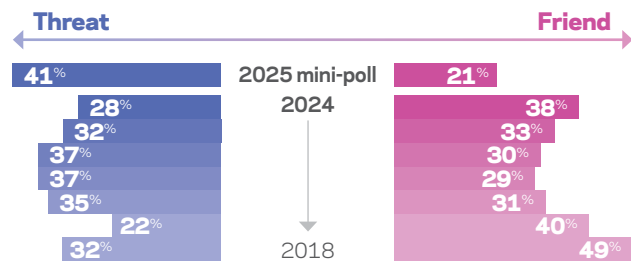
FRIEND OR THREAT

Views are mixed on whether China is a friend or a threat to New Zealand. In November 2024, **38 percent** of New Zealanders viewed China as a friend and **28 percent** saw it as a threat. In a March 2025 mini-poll, following naval military exercises in the Tasman Sea, threat perceptions had shifted again, with **21 percent** seeing China as a friend and **41 percent** a threat.



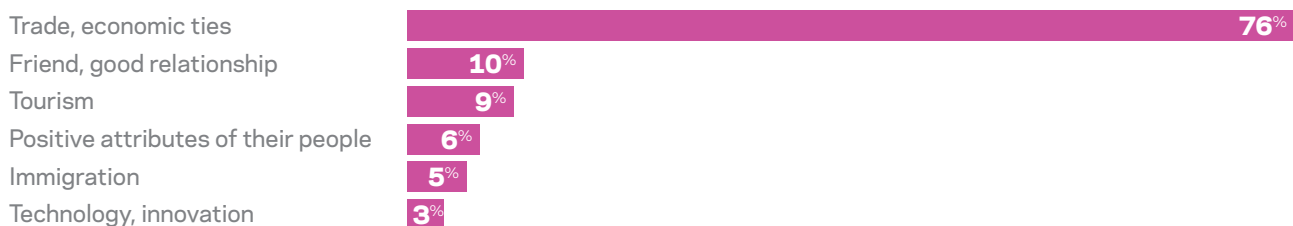
HOW HAVE PERCEPTIONS CHANGED SINCE 2018?

New Zealanders' views of China have fluctuated since 2018. Friend perceptions fell from **49 percent** in 2018 to **29 percent** in 2021 and back to **38 percent** in late 2024. By March 2025, friend perceptions had dropped to **21 percent**. Threat perceptions have been similarly volatile.



WHY DO NEW ZEALANDERS SEE CHINA AS A FRIEND?

Strong trade ties are the main reason for New Zealanders seeing China as a friend.



A PRIORITY RELATIONSHIP

52 percent of New Zealanders think New Zealand should invest extra effort in its relationship with China. Trade and economic opportunities are the leading reason for wanting to strengthen ties, followed by China's status as a world power.

"(China) is one of our major trading partners and we accept immigration and tourism from them."

Male, 40-49 years, New Zealand European, Hawke's Bay

MANDARIN AS A SECOND LANGUAGE

30 percent of New Zealanders would like to learn Mandarin if they had the opportunity to learn an Asian language.

"We have a lot of Chinese immigrants which makes for a more enriched, cultured community."

Female, 20-24 years, other European, Auckland

QR CODE TBC



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