

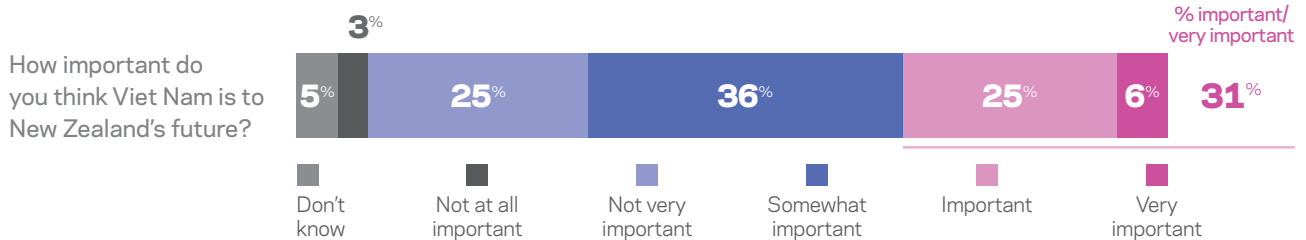
## 2025 PERCEPTIONS OF

# VIETNAM

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 Viet Nam to New Zealanders.

### IMPORTANCE TO NEW ZEALAND'S FUTURE

**31 percent** of New Zealanders see Viet Nam as important to New Zealand's future.



### FRIEND PERCEPTIONS

**49 percent** of New Zealanders identify Viet Nam as a friend or close friend, up eight percentage points from the last survey.

Only **two percent** of New Zealanders see Viet Nam as a threat.



## HOW HAVE PERCEPTIONS CHANGED SINCE 2019?

Sentiment towards Viet Nam has grown considerably since 2019. While **32 percent** of New Zealanders saw Viet Nam as a friend in 2019, **49 percent** of New Zealanders view it as a friend today.

**"Viet Nam is growing economically. They have developed a lot over the last few years and are open to tourism... and to developing relationships with counties like New Zealand."**

Female, 40-49 years, New Zealand European and Samoan, Auckland

## HOW MUCH DO NEW ZEALANDERS KNOW VIET NAM?

