

2025 PERCEPTIONS OF

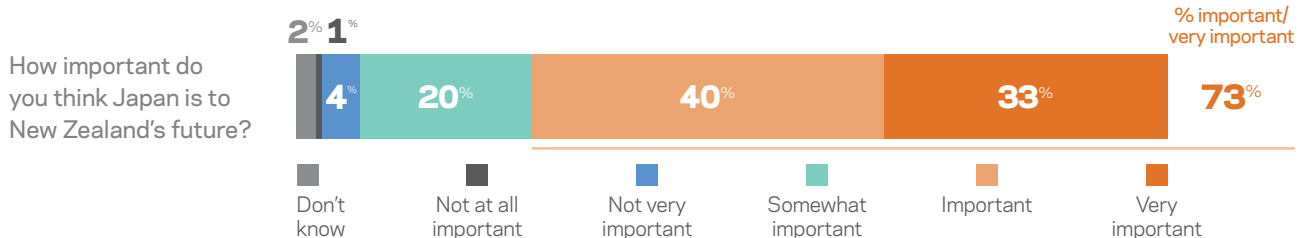
JAPAN

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 Japan to New Zealanders.

IMPORTANCE TO NEW ZEALAND'S FUTURE

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

importance has increased three percentage points in the past year.



MOST TRUSTED PARTNER IN ASIA

63 percent of New Zealanders have high trust in Japan to act responsibly in the world, making it the most trusted power in Asia and putting it on par with New Zealanders' trust in the United Kingdom. New Zealanders also see Japan as New Zealand's most important defence and security partner in Asia.



NEW ZEALAND'S CLOSEST FRIEND IN ASIA

Japan is New Zealand's closest friend in Asia, with **80 percent** of New Zealanders identifying it as a friend or close friend.

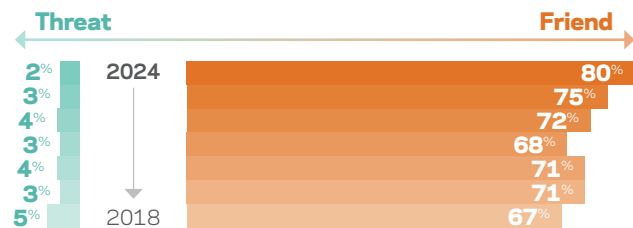
Only **two percent** of New Zealanders see Japan as a threat.



HOW HAVE PERCEPTIONS CHANGED SINCE 2018?

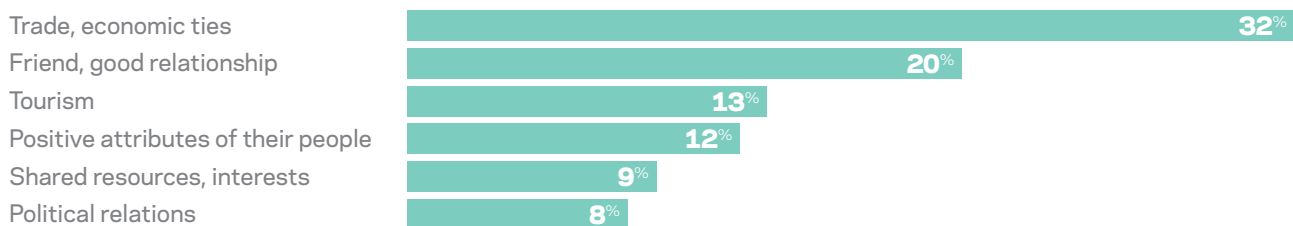
Japan has consistently been seen as New Zealand's best friend in Asia, and positive sentiment has increased over time.

While **67 percent** of New Zealanders saw Japan as a friend in 2018, **80 percent** view it as a friend today.



WHY DO NEW ZEALANDERS SEE JAPAN AS A FRIEND?

New Zealand's strong trade relationship with Japan, tourism links between the countries, and a generally positive relationship are key reasons for seeing Japan as a friend.



A PRIORITY RELATIONSHIP

Japan is the country in Asia in which New Zealanders most want to invest extra effort. Trade and economic opportunities as well as technology and innovation are the leading reasons for wanting to strengthen ties.

"We have developed strong diplomatic and trade ties in recent years and our values in the global system are broadly aligned."

Male, 25-29 years, New Zealand European, Wellington

JAPANESE AS A SECOND LANGUAGE

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

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

