



Asia New Zealand
Foundation

Te Whītau Tūhono

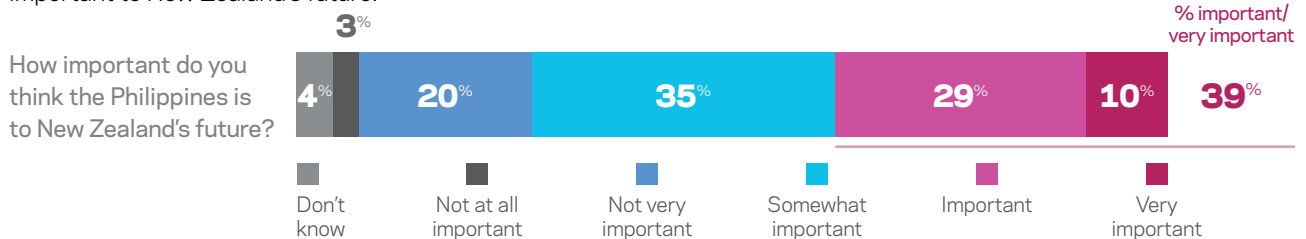
2025 PERCEPTIONS OF

THE PHILIPPINES

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 the Philippines to New Zealanders.

IMPORTANCE TO NEW ZEALAND'S FUTURE

39 percent of New Zealanders see the Philippines as important to New Zealand's future.



FRIEND PERCEPTIONS

The Philippines is one New Zealand's closest friend in Asia, third-equal with South Korea, with **62 percent** of New Zealanders identifying it as a friend or close friend. Friend perceptions have increased nine percentage points since the last survey.

Only **one percent** of New Zealanders see the Philippines as a threat.

Close friend/friend

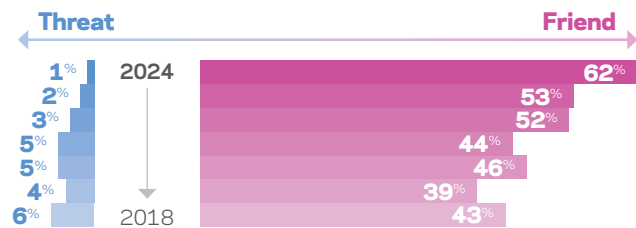


Major threat/threat

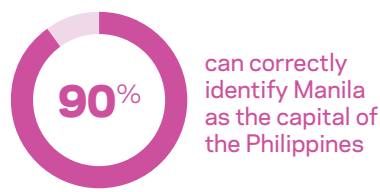


HOW HAVE PERCEPTIONS CHANGED SINCE 2018?

Positive sentiment towards the Philippines has increased significantly over time. While **43 percent** of New Zealanders saw the Philippines as a friend in 2018, **62 percent** view it as a friend today.



HOW MUCH DO NEW ZEALANDERS KNOW ABOUT THE PHILIPPINES?



“(The Philippines) are a friendly and welcoming culture and have a high respect for others.”

Female, 25–29 years, New Zealand European, Canterbury

“There’s a lot of Filipino immigration here, in healthcare especially. We need their knowledge.”

Female, 30 to 35 years, other European, Auckland

“New Zealand already benefits from the wonderful people of the Philippines. And I believe New Zealand benefits when we embrace diversity and all cultural backgrounds.”

Female, 25–29 years, New Zealand European, Canterbury

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.

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