

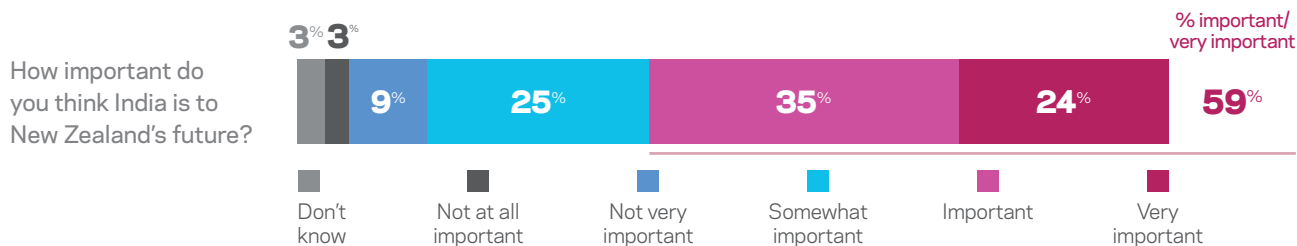
2025 PERCEPTIONS OF

INDIA

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 India to New Zealanders.

IMPORTANCE TO NEW ZEALAND'S FUTURE

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

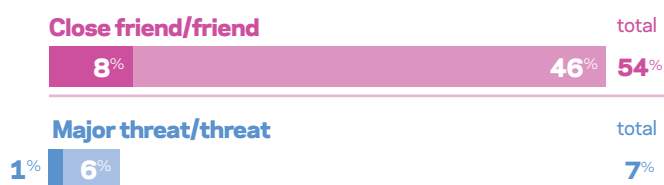


TRUST IN INDIA TO ACT RESPONSIBLY IN THE WORLD

20 percent of New Zealanders have high trust in India to act responsibly in the world.

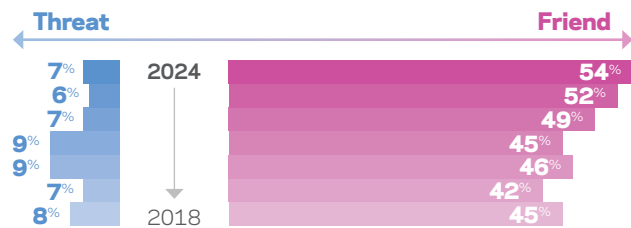
FRIEND PERCEPTIONS

54 percent of New Zealanders see India as a friend or close friend. Just **seven percent** of New Zealanders see India as a threat.



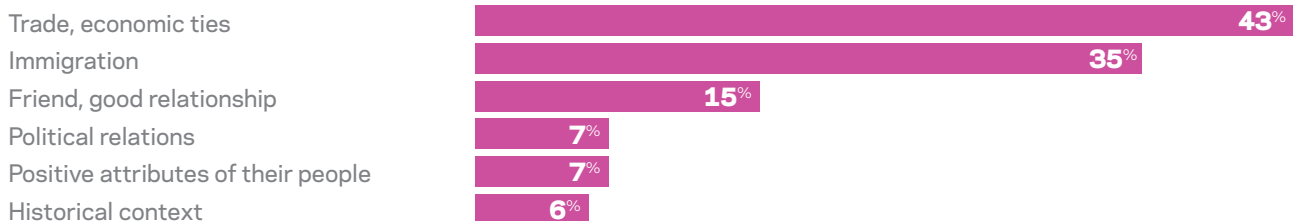
HOW HAVE PERCEPTIONS CHANGED SINCE 2018?

New Zealanders' perceptions of India have been increasingly positive since 2018. While **45 percent** of New Zealanders saw India as a friend in 2018, **54 percent** view it as a friend today.



WHY DO NEW ZEALANDERS SEE INDIA AS A FRIEND?

Trade ties and immigration between New Zealand and India are the key reasons for seeing India as a friend.



A PRIORITY RELATIONSHIP

42 percent of New Zealanders think New Zealand should invest extra effort in its relationship with India. Trade and economic opportunities are the leading reasons for wanting to strengthen ties, followed by India's growing population.

When asked what New Zealand should prioritise in its relationship with India, **61 percent** of New Zealanders said business, trade and investment, **18 percent** said human rights, and **seven percent** said defence and security cooperation.

"India offers new and upcoming ideas for growth in infrastructure."

Male, 25-29 years, Indian, Waikato

"A major source of high intelligence, high value jobs and a great market for milk products."

Male, 30-34 years, Indian, Auckland

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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