

The logo for UMR (University of Montreal Research) is located in the top right corner. It consists of the letters 'UMR' in a bold, blue, sans-serif font, with a vertical orange bar between the 'U' and 'M'. The logo is set against a white rounded rectangular background.

UMR

The background of the slide is a stylized world map in shades of blue and grey. The map is centered on the Pacific Ocean, with the Americas on the right and Asia and Australia on the left. The text is overlaid on the left side of the map.

Attitudes towards the Asia-Pacific

Centre for Asia-Pacific excellence

May 2018

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Methodology

- Results in this report are based upon questions asked in the UMR Research nation-wide online omnibus survey. This is an online survey of a nationally representative sample of 1,000 New Zealanders 18 years of age and over.
- Fieldwork was conducted from the 30th of April to the 14th of May.
- The margin of error for sample size of 1,000 for a 50% figure at the 95% confidence level is $\pm 3.2\%$.


Note on rounding:

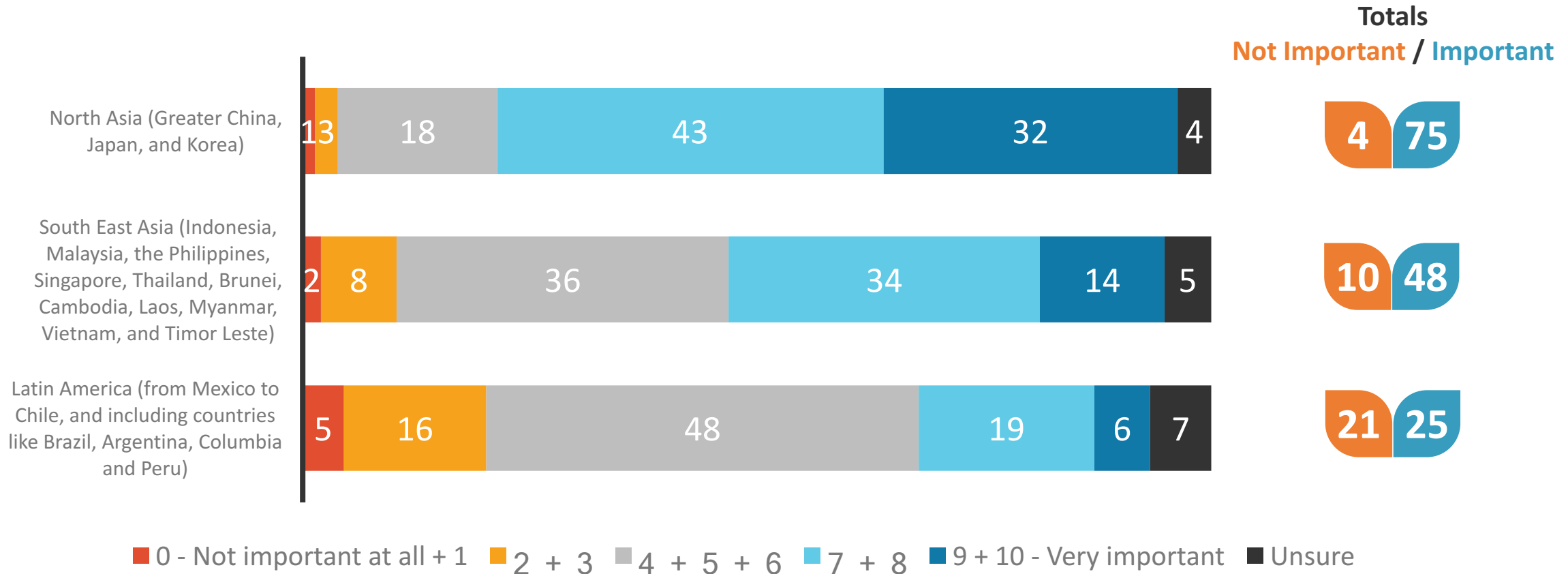
- *All numbers are shown rounded to zero decimal places. Hence specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.*
- *For example: $2.7 + 3.5 = 6.2$ would appear: $3 + 4 = 6$*

Commentary

- North Asia was seen to be the most important of the three regions tested to New Zealand with 75% of respondents giving it a 7 to 10 rating. Just under half (48%) of respondents felt SE Asia was important to New Zealand and a quarter, Latin America.
 - Male and respondents 60 years and older were significantly more likely to say North Asia was important to New Zealand.
 - Respondents from Wellington, males, and respondents 60 years and older were significantly more likely to say SE Asia was important to New Zealand.
- Eighty two percent of respondents were in support of New Zealanders learning a language from these regions.
- Seventy percent of respondents support New Zealand setting up free trade deals.
 - Males, respondents 60 years and older, and those with a household income greater than \$100,000 were significantly more likely to support New Zealand setting up free trade deals.


Importance to New Zealand

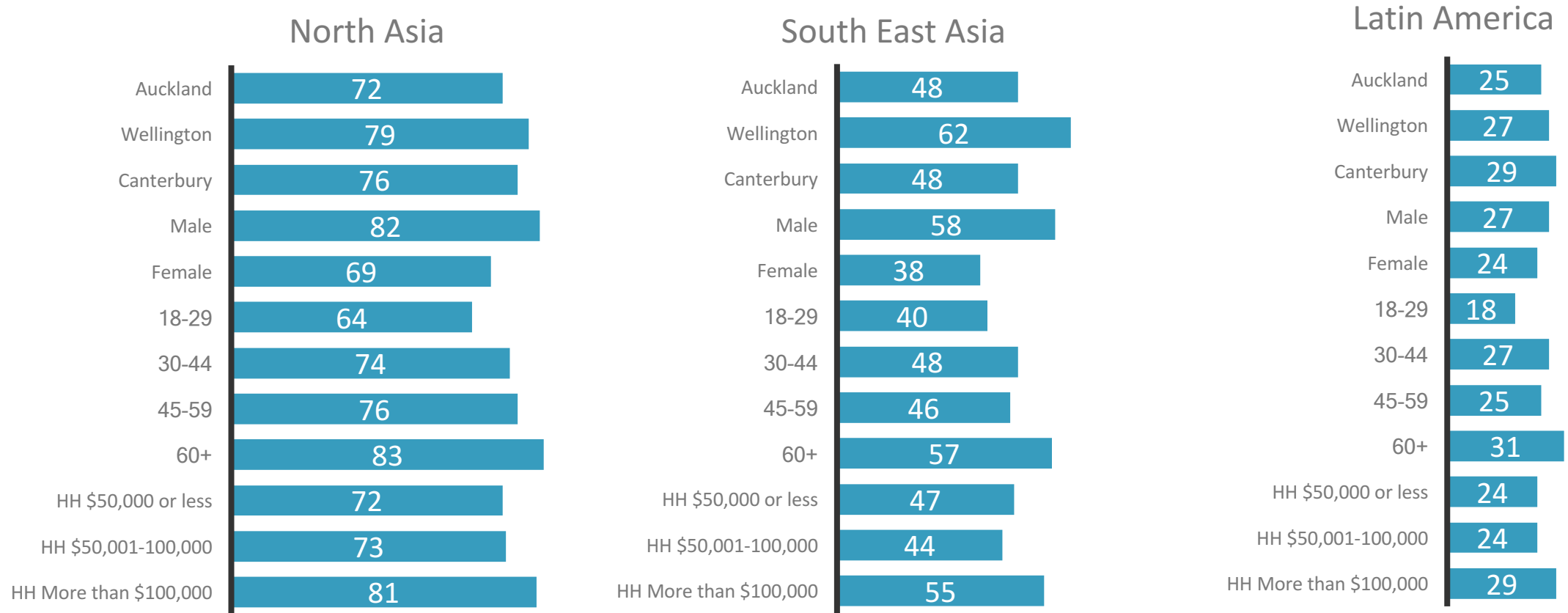
 For each of the following regions please tell me overall how important you think they are to New Zealand?



Note: All respondents (n=1000)


Importance to New Zealand

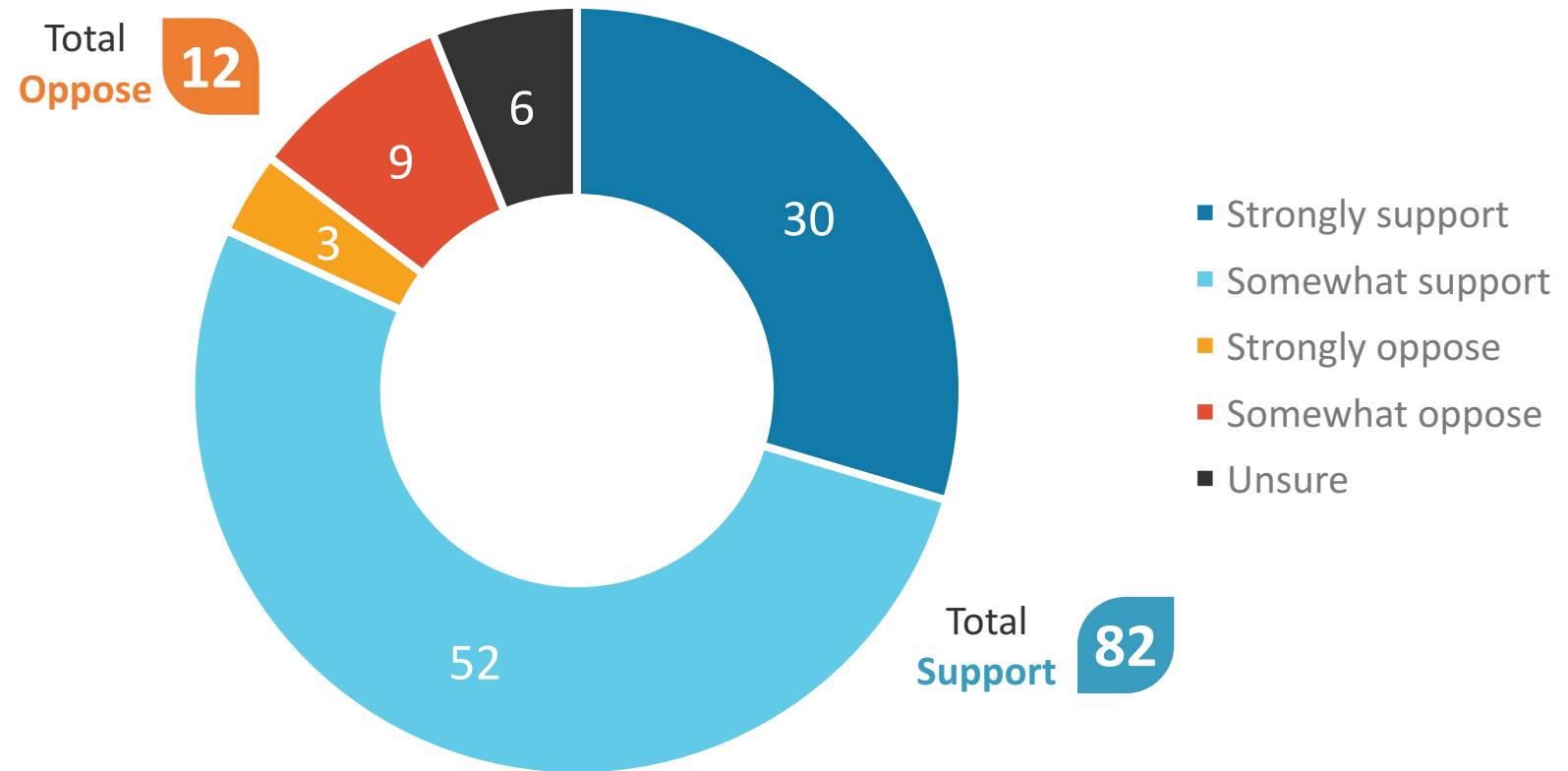
 For each of the following regions please tell me overall how important you think they are to New Zealand
- Total Important (7-10)



Note: All respondents (n=1000)


Support or opposition to learning a language

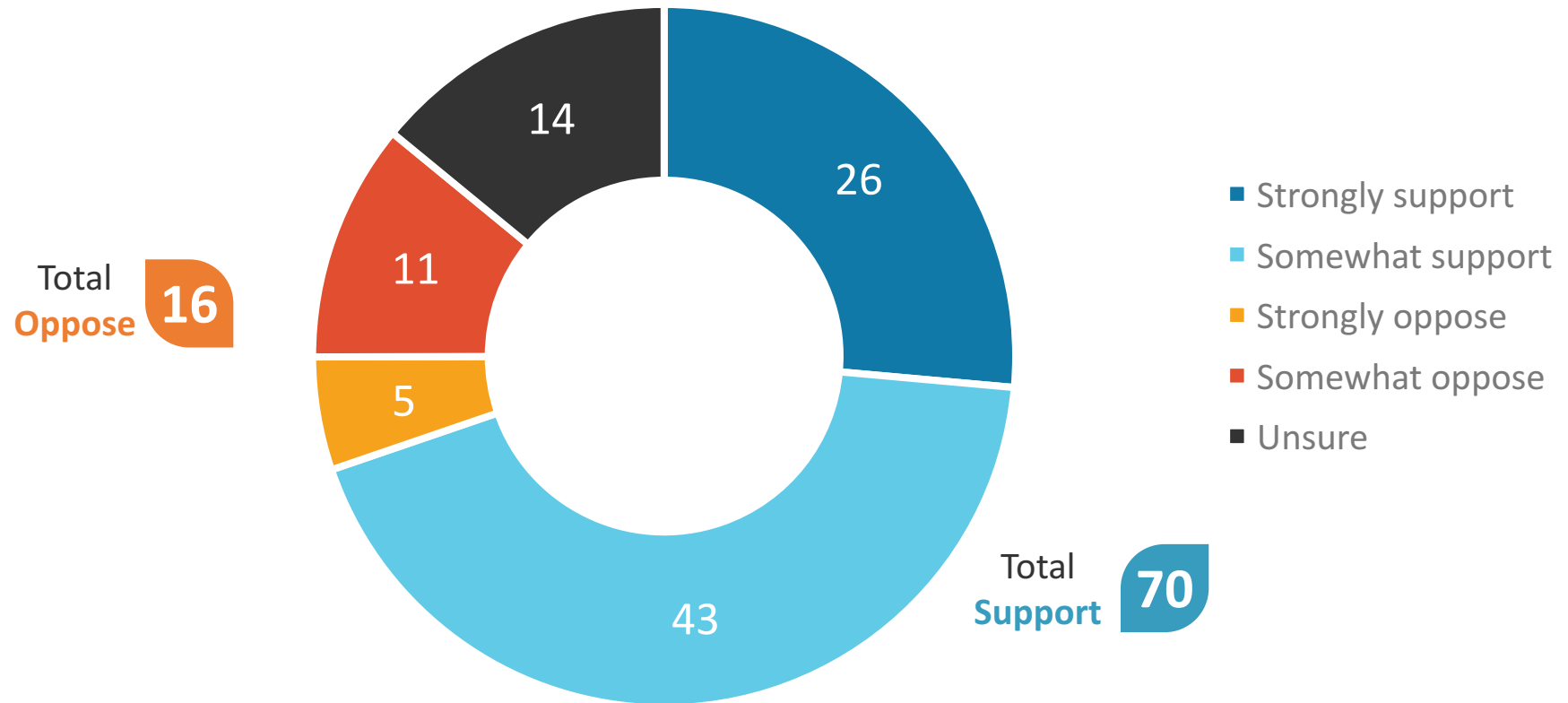
 How strongly do you support or oppose New Zealand children learning a language from one of these regions - like Chinese, Bahasa, or Spanish - even if it came at the expense of one of the more traditional offerings, like French and German?



Note: All respondents (n=1000)

Support or opposition to free-trade agreement

 You may have heard of the free-trade agreement sometimes known as the TPP, TPPA, or CP-TPP. Setting aside your views on that particular agreement, overall how strongly do you support or oppose New Zealand signing up to free-trade deals?



Note: All respondents (n=1000)

Appendix



BANNER1 by For each of the following regions please tell me overall how important you think they are to New Zealand ... (IMPORTANT 7-10)

		North Asia (Greater China, Japan, and Korea	South East Asia (Indonesia, Malaysia, the Philippines, Singapore, Thailand, Brunei, Cambodia, Laos, Myanmar, Vietnam, and Timor Leste	Latin America (from Mexico to Chile, and including countries like Brazil, Argentina, Columbia and Peru					
Row %									
All	.	75%	48%	25%					
Regions	Upper North Is.	77%	47%	24%					
	Auckland	72%	48%	25%					
	Wellington/ Wairarapa	79%	62%	27%					
	Lower North Is.	73%	42%	25%					
	Christchurch/ Timaru	76%	48%	29%					
	Other South Is.	75%	42%	22%					
Gender	Male	82%	58%	27%					
	Female	69%	38%	24%					
Age group	18-29	64%	40%	18%					
	30-44	74%	48%	27%					
	45-59	76%	46%	25%					
	60+	83%	57%	31%					
Ethnicity 2	NZ Maori	70%	39%	23%					
	Pacific Island	53%	41%	36%					
	Asian	78%	51%	31%					
	Other	76%	49%	25%					
Household Income	\$50,000 or less	72%	47%	24%					
	\$50,001-100,000	73%	44%	24%					
	More than \$100,000	81%	55%	29%					
Homeownership	Renting	66%	40%	23%					
	Own home freehold	81%	54%	28%					
	Own home with mortgage	78%	49%	24%					
Work 2	Full time	76%	48%	25%					
	Part time	77%	50%	27%					
	Not working	75%	49%	28%					
	Studying	54%	29%	11%					

Back to TOC									
BANNER1 by How strongly do you support or oppose New Zealand children learning a language from one of these...									
Row %		Strongly support	Somewhat support	Strongly support + Somewhat support	Strongly oppose	Somewhat oppose	Strongly oppose + Somewhat oppose	Unsure	Row Population
All	.	30%	52%	82%	3%	9%	12%	6%	1000
Regions	Upper North Is.	32%	51%	84%	4%	8%	12%	4%	200
	Auckland	26%	52%	79%	4%	11%	15%	7%	331
	Wellington/ Wairarapa	35%	49%	84%	1%	7%	8%	7%	113
	Lower North Is.	27%	53%	80%	3%	11%	14%	7%	113
	Christchurch/ Timaru	35%	52%	87%	3%	6%	9%	4%	130
	Other South Is.	25%	57%	82%	5%	4%	9%	9%	113
Gender	Male	29%	54%	83%	4%	7%	11%	6%	479
	Female	30%	51%	81%	3%	10%	13%	6%	521
Age group	18-29	29%	50%	78%	6%	9%	15%	7%	209
	30-44	32%	52%	85%	2%	8%	10%	6%	259
	45-59	27%	54%	82%	3%	9%	12%	6%	269
	60+	30%	53%	82%	4%	9%	13%	5%	263
Ethnicity 2	NZ Maori	28%	52%	80%	6%	6%	12%	8%	113
	Pacific Island	32%	63%	94%	2%	0%	2%	4%	18
	Asian	32%	47%	78%	4%	9%	14%	8%	125
	Other	30%	53%	82%	3%	9%	12%	6%	751
Household Income	\$50,000 or less	28%	51%	78%	6%	9%	15%	6%	265
	\$50,001-100,000	29%	52%	81%	2%	11%	14%	6%	311
	More than \$100,000	30%	59%	89%	2%	4%	7%	4%	304
Homeownership	Renting	22%	58%	80%	6%	8%	13%	6%	234
	Own home freehold	28%	52%	81%	5%	10%	14%	5%	325
	Own home with mortgage	34%	52%	85%	1%	8%	9%	5%	338
Work 2	Full time	28%	55%	83%	4%	9%	12%	5%	491
	Part time	33%	51%	84%	4%	7%	10%	6%	196
	Not working	31%	48%	79%	4%	10%	14%	7%	277
	Studying	29%	46%	75%	4%	6%	10%	15%	48

Back to TOC									
BANNER1 by You may have heard of the free-trade agreement sometimes known as the TPP, TPPA, or CP-TPP. Setti...									
Row %		Strongly support	Somewhat support	Strongly support + Somewhat support	Strongly oppose	Somewhat oppose	Strongly oppose + Somewhat oppose	Unsure	Row Population
All	.	26%	43%	70%	5%	11%	16%	14%	1000
Regions	Upper North Is.	26%	46%	72%	7%	8%	16%	12%	200
	Auckland	25%	42%	66%	4%	12%	16%	18%	331
	Wellington/ Wairarapa	32%	45%	76%	3%	11%	14%	9%	113
	Lower North Is.	25%	47%	71%	5%	11%	17%	12%	113
	Christchurch/ Timaru	22%	40%	62%	7%	14%	20%	17%	130
	Other South Is.	33%	43%	76%	4%	10%	14%	10%	113
Gender	Male	36%	41%	77%	4%	10%	14%	9%	479
	Female	18%	46%	63%	6%	12%	18%	18%	521
Age group	18-29	16%	32%	48%	7%	15%	22%	30%	209
	30-44	19%	47%	65%	4%	12%	16%	19%	259
	45-59	24%	49%	72%	5%	15%	20%	7%	269
	60+	45%	44%	89%	5%	3%	8%	4%	263
Ethnicity 2	NZ Maori	22%	33%	54%	14%	15%	29%	16%	113
	Pacific Island	0%	30%	30%	3%	36%	39%	31%	18
	Asian	17%	47%	64%	1%	12%	13%	23%	125
	Other	29%	45%	74%	5%	10%	15%	12%	751
Household Income	\$50,000 or less	26%	39%	65%	8%	10%	18%	17%	265
	\$50,001-100,000	20%	50%	70%	4%	14%	18%	12%	311
	More than \$100,000	35%	43%	79%	3%	8%	11%	11%	304
Homeownership	Renting	15%	37%	52%	9%	14%	23%	25%	234
	Own home freehold	37%	47%	85%	4%	7%	11%	4%	325
	Own home with mortgage	24%	48%	72%	3%	11%	14%	14%	338
Work 2	Full time	24%	47%	71%	4%	13%	17%	12%	491
	Part time	26%	40%	66%	6%	10%	16%	18%	196
	Not working	32%	42%	74%	7%	7%	14%	12%	277
	Studying	28%	22%	51%	0%	16%	16%	33%	48