



## COMMUNITY PERCEPTIONS OF MIGRANTS AND IMMIGRATION



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1

EXECUTIVE SUMMARY

## 1.1 EXECUTIVE SUMMARY

### INTRODUCTION

This report presents the findings from a Community survey designed to measure New Zealanders' attitudes to migrants\*.

The survey was conducted from September to November 2015. Where appropriate, comparisons are made to similar surveys conducted in 2011 and 2013.

### OVERALL VIEWS OF MIGRANTS

New Zealanders broadly feel positive about migrants. When asked to rate their views from 0 (not at all positive) to 10 (very positive), they score 6.6 on average. This is consistent with 2011 and 2013 (6.6 and 6.7 respectively).

New Zealanders' views on migrants vary depending on nationality or type of migrant. New Zealanders are most likely to be positive about those from the UK (7.0) and Australia (7.0). They are least likely to be positive about migrants from India (6.0), China (6.0) and refugees (5.7).

### OVERALL VIEWS ON MIGRANT NUMBERS

The spontaneous views of New Zealanders on levels of migration are evenly balanced: 22% feel there should be fewer migrants,

22% feel there should be more, and 48% feel the number is about right.

However, after being told the government's target number of migrants, the balance shifts to reducing migration: 31% feel there should be fewer migrants, while 14% feel there should be more.

Those who think there should be fewer migrants are chiefly concerned about jobs and the impact on housing and infrastructure.

### PERCEIVED POSITIVE IMPACTS OF MIGRATION

Most New Zealanders perceive immigration positively with respect to its impact on New Zealand's economy and culture.

At least two-thirds agree that: it's a good thing for society to be made up of people from different races; migrants make an important contribution to New Zealand's culture and society; migrants make an important contribution to the economy; migrants make New Zealand more productive and innovative; and migrants have qualities they admire.

The proportion who agree with each statement has increased significantly since 2011.

### PERCEIVED NEGATIVE IMPACTS OF MIGRATION

A minority of New Zealanders perceive immigration negatively with respect to its impact on New Zealand's culture, economy, crime and existing residents.

Between two in ten and three in ten agree that the more political power migrants obtain, the more difficult it is for New Zealanders already living here; that migrants take jobs away from other New Zealanders; that immigration tends to threaten New Zealand's culture; and that allowing migrant cultures to thrive means that New Zealand's culture is weakened.

The proportion who agree that migration is linked with crime, however, has steadily declined from 23% in 2011 to 20% in 2013 and 18% in 2015.

### EXTENT TO WHICH NEW ZEALANDERS ARE WELCOMING TO MIGRANTS

Three in four people feel New Zealand is welcoming to migrants. However, the proportion who feel it is welcoming has declined from 82% in 2011 to 79% in 2013 and 76% in 2015.

\* New Zealanders are defined as people currently living in New Zealand

## FRIENDSHIPS

Most New Zealanders say they have friends from outside New Zealand. However, the proportion saying this has decreased from 89% to 85% between 2013 and 2015.

Similarly, migrants' friendship groups also seem to be becoming less diverse. In 2013, 90% said most of their friends were from outside of their home country, compared to 83% in 2015.

## ATTENDANCE AT ETHNIC CULTURAL FESTIVALS

Over half of all New Zealanders have attended an ethnic cultural festival or event in the last 12 months. Attendance has increased in recent years from 42% in 2011 to 50% in 2013 and 55% in 2015.

Increased attendance has been driven by increases in the following events: Waitangi Day Commemorations; Matariki festival; and Indian festivals like Diwali.

## VIEWS OF MEDIA PORTRAYAL OF MIGRATION

New Zealanders hold mixed views on how migrants are portrayed in the media, but on balance they are more likely to feel it is negative (26%) than positive (22%).

Two in three New Zealanders (63%) feel certain groups of migrants are portrayed more negatively in the media than others.

The key groups they identify are Chinese migrants (29%), Muslims (24%) and Asians in general (22%).

New Zealanders are much more likely to feel the media singles out certain groups than was the case in 2011 (63% in 2015 compared to 45% in 2011). In particular, the proportion mentioning Chinese migrants has increased from 4% in 2011 to 29% in 2015.





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INTRODUCTION

## 2.1 BACKGROUND AND OBJECTIVES

The purpose of this survey is to build an evidence base about community attitudes towards immigration and migrants.

The primary objective is to understand and monitor community perceptions of immigrants and the New Zealand Immigration Service. In particular, the survey aims to understand:

### **Awareness, knowledge and community perceptions of immigrants, including:**

- Overall views of immigrants to New Zealand
- The contribution of immigrants to the economy, productivity, and culture and society
- Attitudes towards immigration in general, and specifically its effect on culture, crime, political balance, and unemployment
- Specific differences in attitudes towards immigrants from different countries.

**The extent to which New Zealanders socialise with, and welcome people from other countries, including the friends they have and attendance at any cultural or ethnic festivals.**

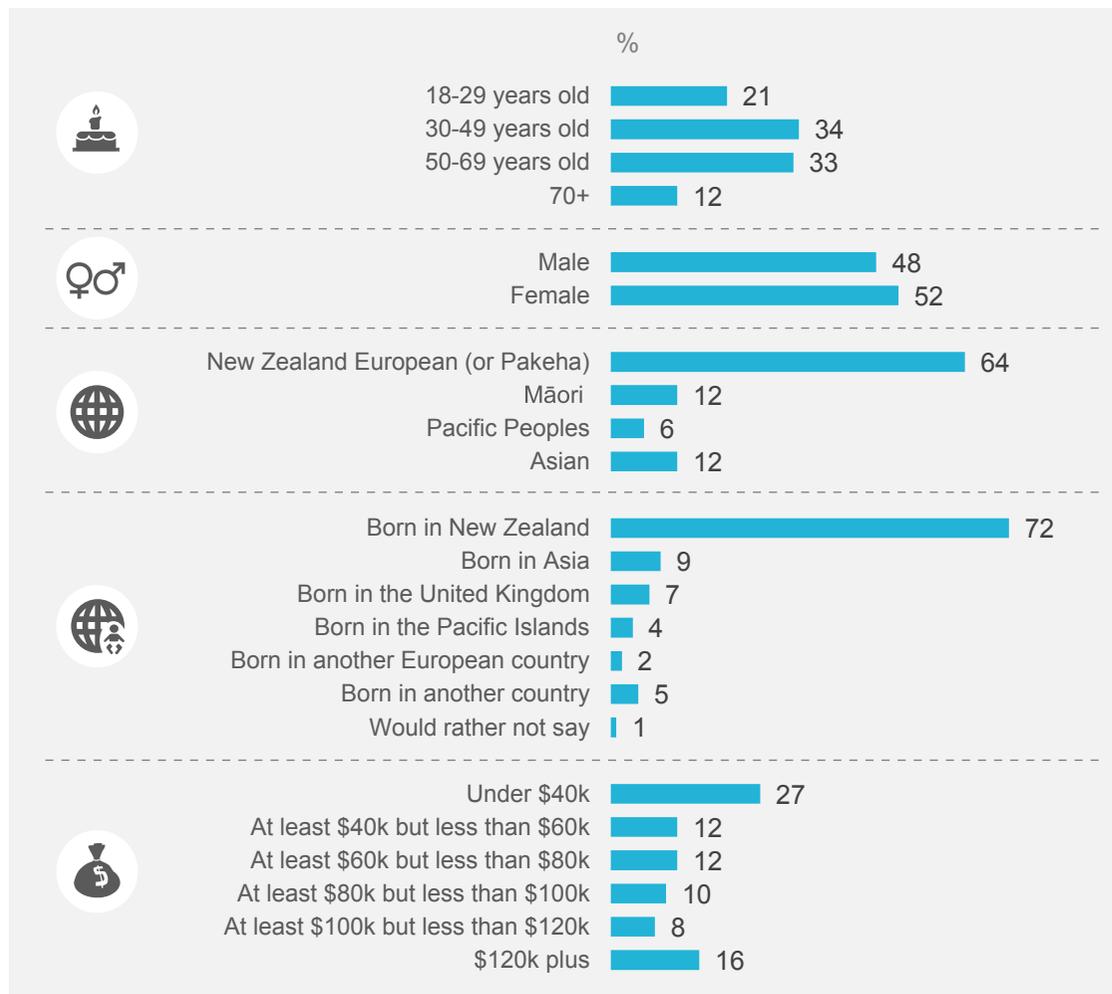
- Also, their perception of how welcoming other New Zealanders are to immigrants in general.



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FOR MORE DETAIL

## 2.2 SAMPLE PROFILE

The profile of the survey respondents in 2015 is shown in the chart below.



Base: All adults in 2015 (2000)





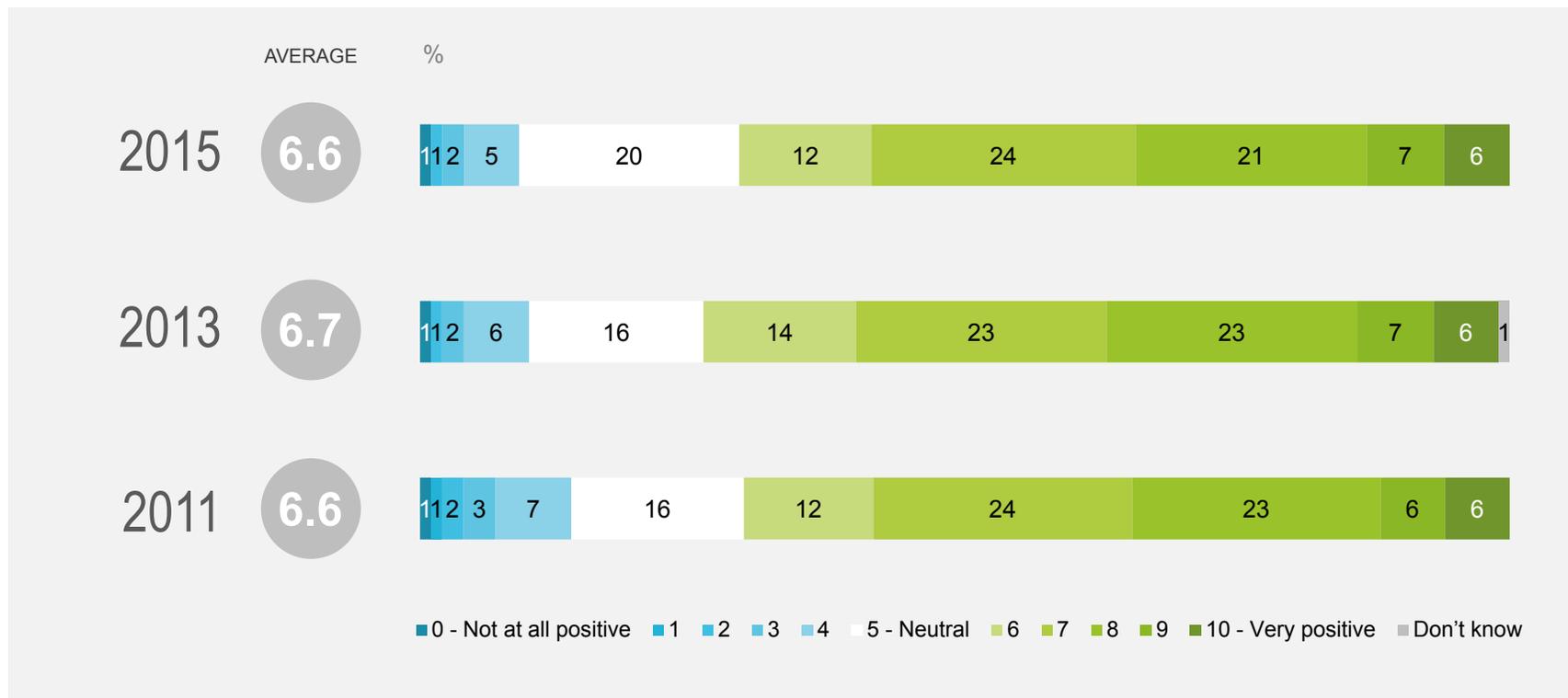
3

OVERALL PERCEPTIONS  
OF MIGRANTS

### 3.1 OVERALL VIEWS OF MIGRANTS - TRENDS

New Zealanders broadly feel positive about migrants. When asked to rate their views from 0 to 10, where 0 is not at all positive and 10 is very positive, they score 6.6 on average. This is consistent with 2011 and 2013 (6.6 and 6.7 respectively).

CLICK ON THE  
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FOR MORE DETAIL



Overall, if you were to describe your general views of migrants on a scale from 0 to 10, where 0 is not at all positive and 10 is very positive, what would your rating be?

Base: All adults in 2015 (2000), 2013 (2927) and 2011 (1041)

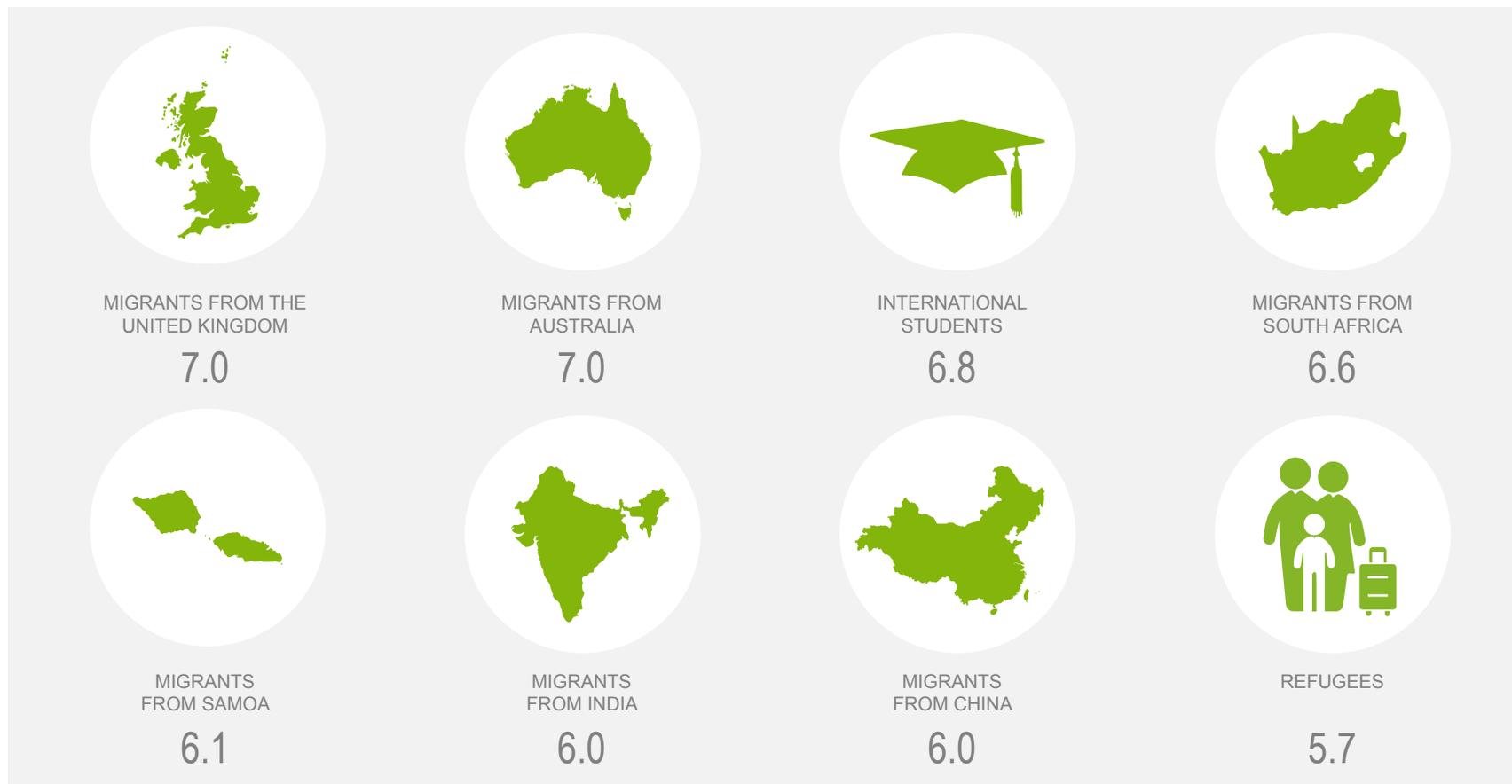
### 3.2 OVERALL VIEWS OF DIFFERENT MIGRANT GROUPS

New Zealanders' views on migrants vary depending on nationality or type of migrant.

New Zealanders are most likely to be positive about those from the UK (7.0) and Australia (7.0), as well as international students (6.8).

They are least likely to be positive about migrants from India (6.0), China (6.0) and refugees (5.7).

CLICK ON THE  
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FOR MORE DETAIL




 And now thinking about some specific migrant groups. Using the same scale from 0 to 10, where 0 is not at all positive and 10 is very positive, how would you rate your views of?

Base: All adults in 2015 (2000)



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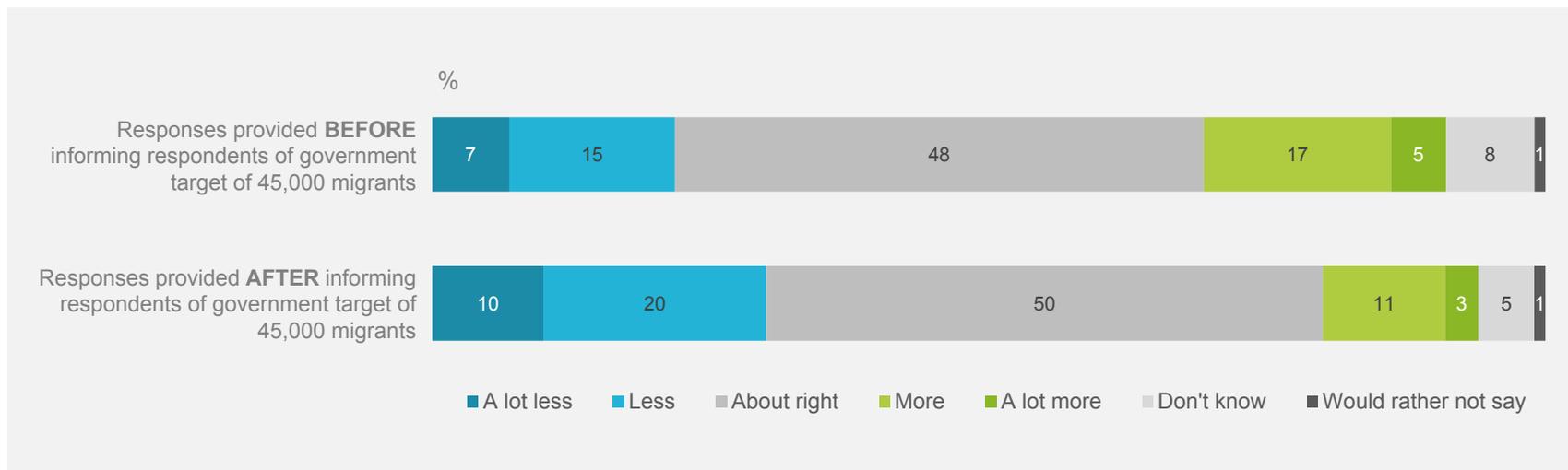
PERCEPTIONS ON  
MIGRANT NUMBERS

#### 4.1 OVERALL VIEWS ON MIGRANT NUMBERS

The spontaneous views of New Zealanders on levels of migration are very finely balanced: 22% feel there should be fewer migrants, 22% feel there should be more, and 48% feel the number is about right.

However, after being informed the government has a target of allowing 45,000 migrants to come and live permanently in New Zealand each year, the balance shifts to reducing migration: 31% feel there should be fewer migrants, 14% feel there should be more, and 50% feel it is about right.

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FOR MORE DETAIL



**Q** Thinking about the number of migrants who come and live in New Zealand permanently, do you believe the government should let less migrants in, more migrants or is the number about right?

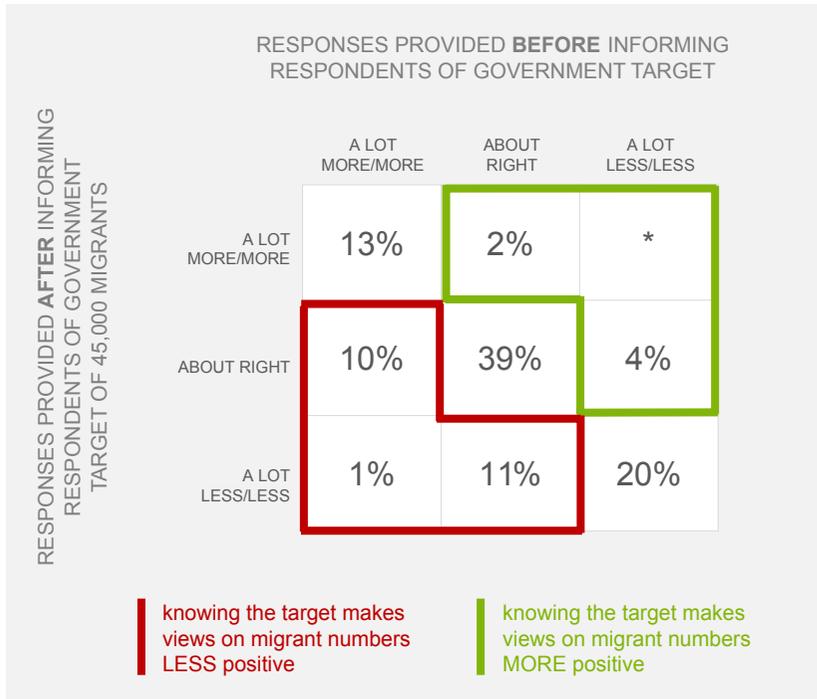
Base: All adults in 2015 (2000)

Around one in four people living in New Zealand were born overseas. The government's current policy is to allow about 45,000 migrants to come and live in New Zealand permanently each year. We are interested in knowing how, if at all, this information affects your opinion on how many migrants should be allowed into New Zealand. Do you believe the government should let less migrants in, more migrants, or do you feel that 45,000 is about right?

Base: All adults in 2015 (2000)

## 4.2 SHIFTS OF VIEWS ON MIGRANT NUMBERS, AFTER BEING TOLD TARGET NUMBERS

After being informed the government has a target of allowing 45,000 migrants to come and live permanently in New Zealand, 6% of New Zealanders undergo a positive shift in opinion while 22% undergo a negative shift in opinion.



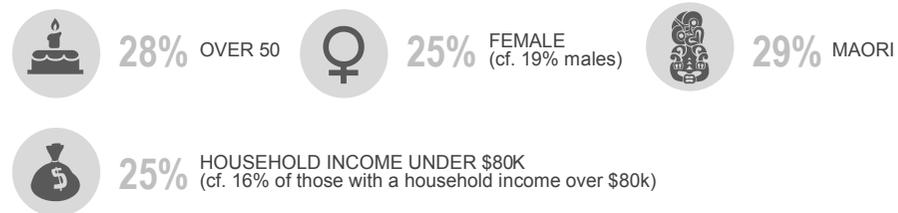
### POSITIVE shift in opinion = 6%

Those more likely to have a positive shift in opinion are:



### NEGATIVE shift in opinion = 22%

Those more likely to have a negative shift in opinion are:

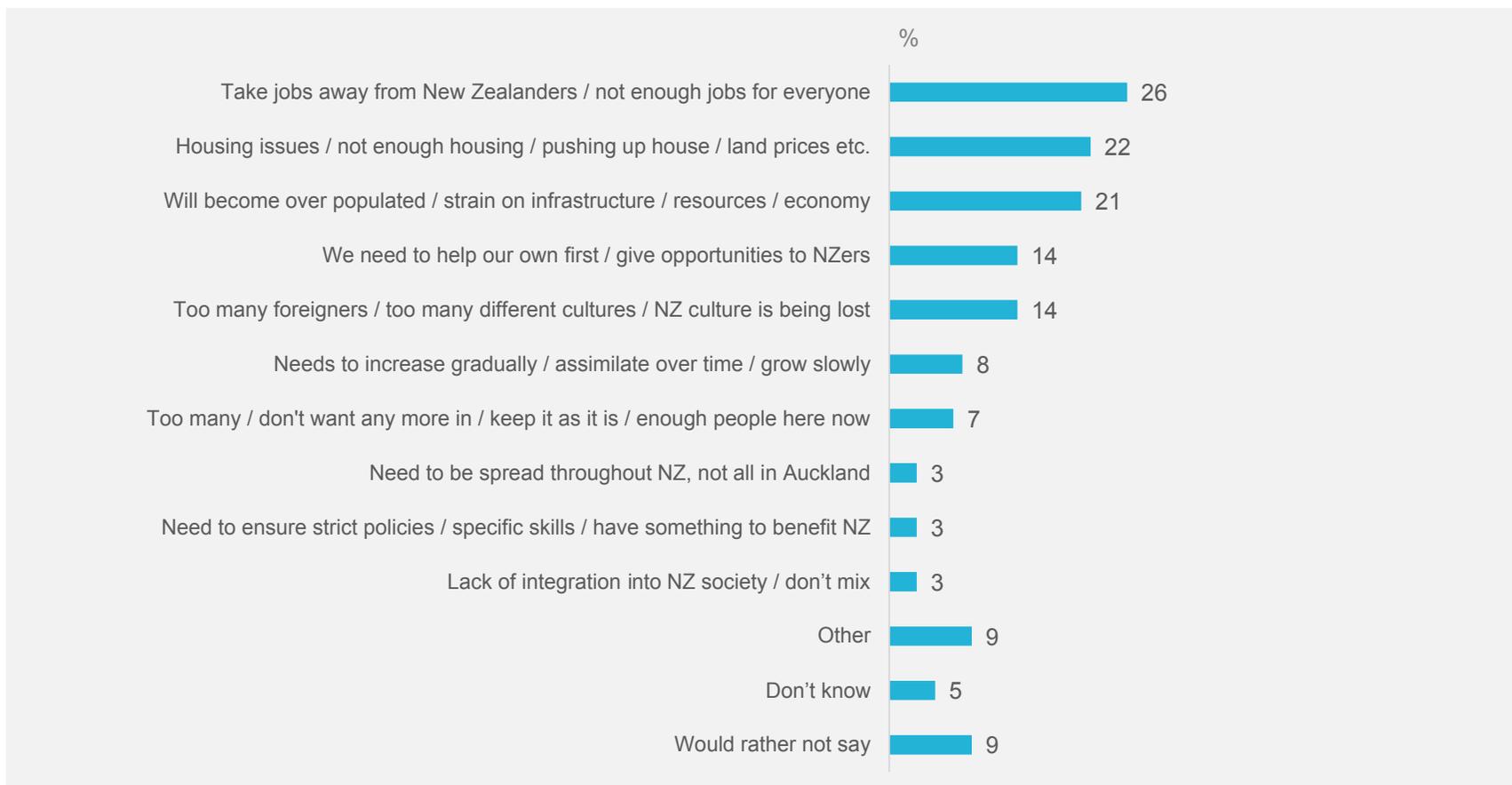


**Q** Thinking about the number of migrants who come and live in New Zealand permanently, do you believe the government should let less migrants in, more migrants or is the number about right?  
 Around one in four people living in New Zealand were born overseas. The government's current policy is to allow about 45,000 migrants to come and live in New Zealand permanently each year. We are interested in knowing how, if at all, this information affects your opinion on how many migrants should be allowed into New Zealand. Do you believe the government should let less migrants in, more migrants, or do you feel that 45,000 is about right?

Base: All adults in 2015 excluding those who said don't know or would rather not say (1757)

### 4.3 REASONS FOR WANTING TO REDUCE MIGRATION

Those people who feel the government should allow fewer than 45,000 people to move to New Zealand each year are chiefly concerned about jobs and the impact on housing and infrastructure.



*For what particular reasons do you say that? (Leading responses – 3% or more)*

Base: All adults in 2015 who feel the government should let fewer migrants in New Zealand than 45,000 (614)

#### 4.4 REASONS FOR WANTING TO INCREASE MIGRATION

Those people who feel the government should allow more than 45,000 people to move to New Zealand each year focus on the opportunity for migrants to enjoy a better life, the economic benefits and the broader societal benefits that diversity can bring.



For what particular reasons do you say that? (Leading responses – 3% or more)

Base: All adults in 2015 who feel the government should let more migrants in New Zealand than 45,000 (273)



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PERCEIVED IMPACT  
OF MIGRATION ON  
NEW ZEALAND

### 5.1 PERCEIVED POSITIVE IMPACTS OF MIGRATION

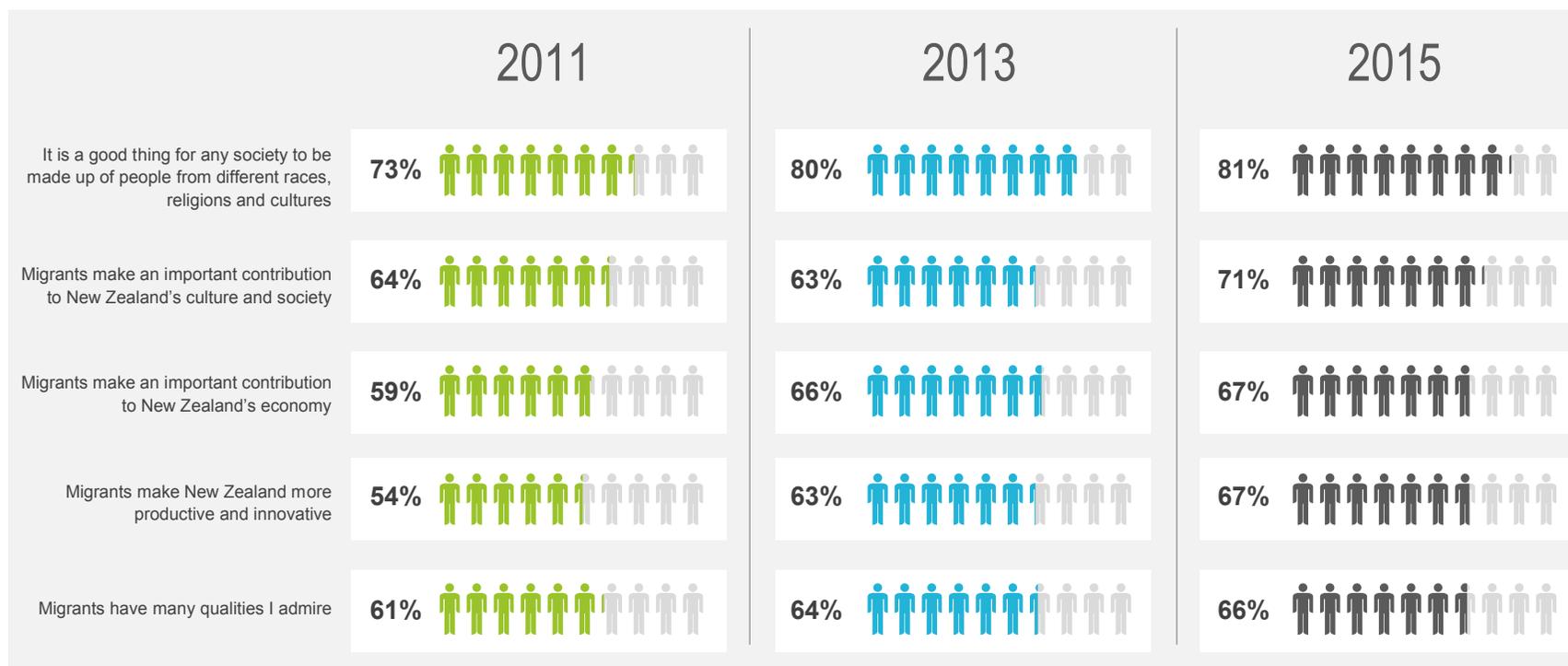
Most New Zealanders perceive immigration positively with respect to its impact on New Zealand's economy and culture.

Four in five agree it's a good thing for society to be made up of people from different races, religions and cultures.

In addition, two in three feel migrants make an important contribution to New Zealand's culture and society; make an important contribution to the economy; make New Zealand more productive and innovative and that migrants have qualities they admire.

New Zealanders increasingly view the impact of migration as a positive thing. The proportion who agree with each statement has increased significantly since 2011.

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FOR MORE DETAIL



**Q** Can you tell me how much you agree or disagree with each statement?

Bae: All adults in 2015 (2000), 2013 (2927) and 2011 (1041)

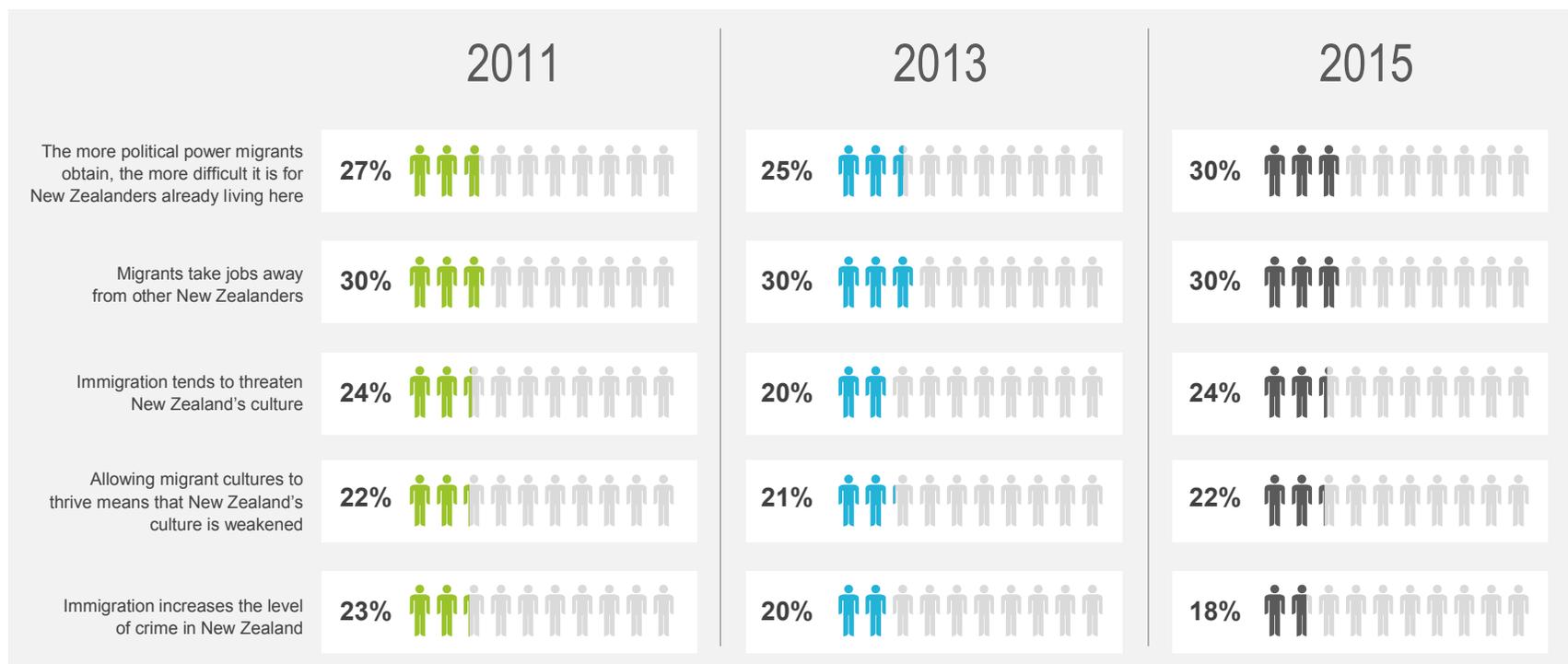
## 5.2 PERCEIVED NEGATIVE IMPACTS OF MIGRATION

A minority of New Zealanders perceive immigration negatively with respect to its impact on New Zealand's culture, economy, crime and existing residents.

Between two in ten and three in ten agree that the more political power migrants obtain, the more difficult it is for New Zealanders already living here (30%); that migrants take jobs away from other New Zealanders (30%); that immigration tends to threaten New Zealand's culture (24%); that allowing migrant cultures to thrive means that New Zealand's culture is weakened (22%); and that immigration increases the level of crime in New Zealand (18%)

There have been some slight fluctuations in these results between 2011, 2013 and 2015 but no overall trend as there is with the positive perceptions of migration. The exception is the perception around linking crime with migration, where the proportion who agree has steadily declined from 23% in 2011 to 20% in 2013 and 18% in 2015.

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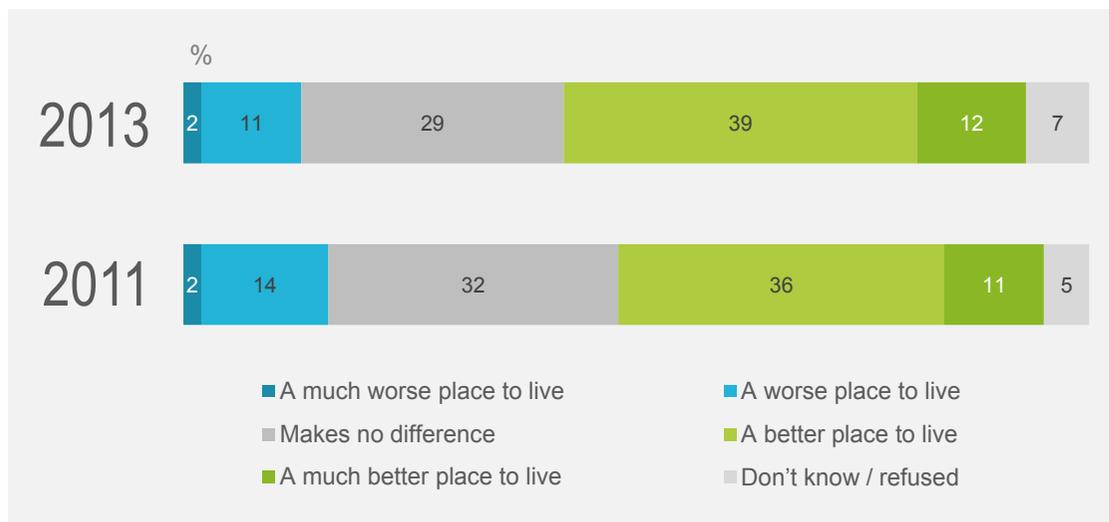
Can you tell me how much you agree or disagree with each statement?

Base: All adults in 2015 (2000), 2013 (2927) and 2011 (1041)

### 5.3 PERCEIVED IMPACT OF MIGRATION ON COMMUNITY

In 2013, the majority of New Zealanders felt the nation's increasingly multicultural society was a positive thing. Fifty-two percent felt the idea that New Zealand was becoming home to an increasing number of people from different cultures and countries was making their community a better place to live. Just over one in ten (12%) felt it was making their community a worse place to live.

The proportion of New Zealanders who perceived these changes as a positive had increased between 2011 and 2013. The proportion who said it made their community a better place to live increased from 47% to 52%, while the proportion who said it made their community a worse place decreased from 16% to 12%.



**Q** *New Zealand is becoming home to an increasing number of people from different cultures and countries. Do you personally believe this makes your community a better place to live, worse place to live, or makes no difference?*

Base: All adults in 2011 (1041) and 2013 (2927)

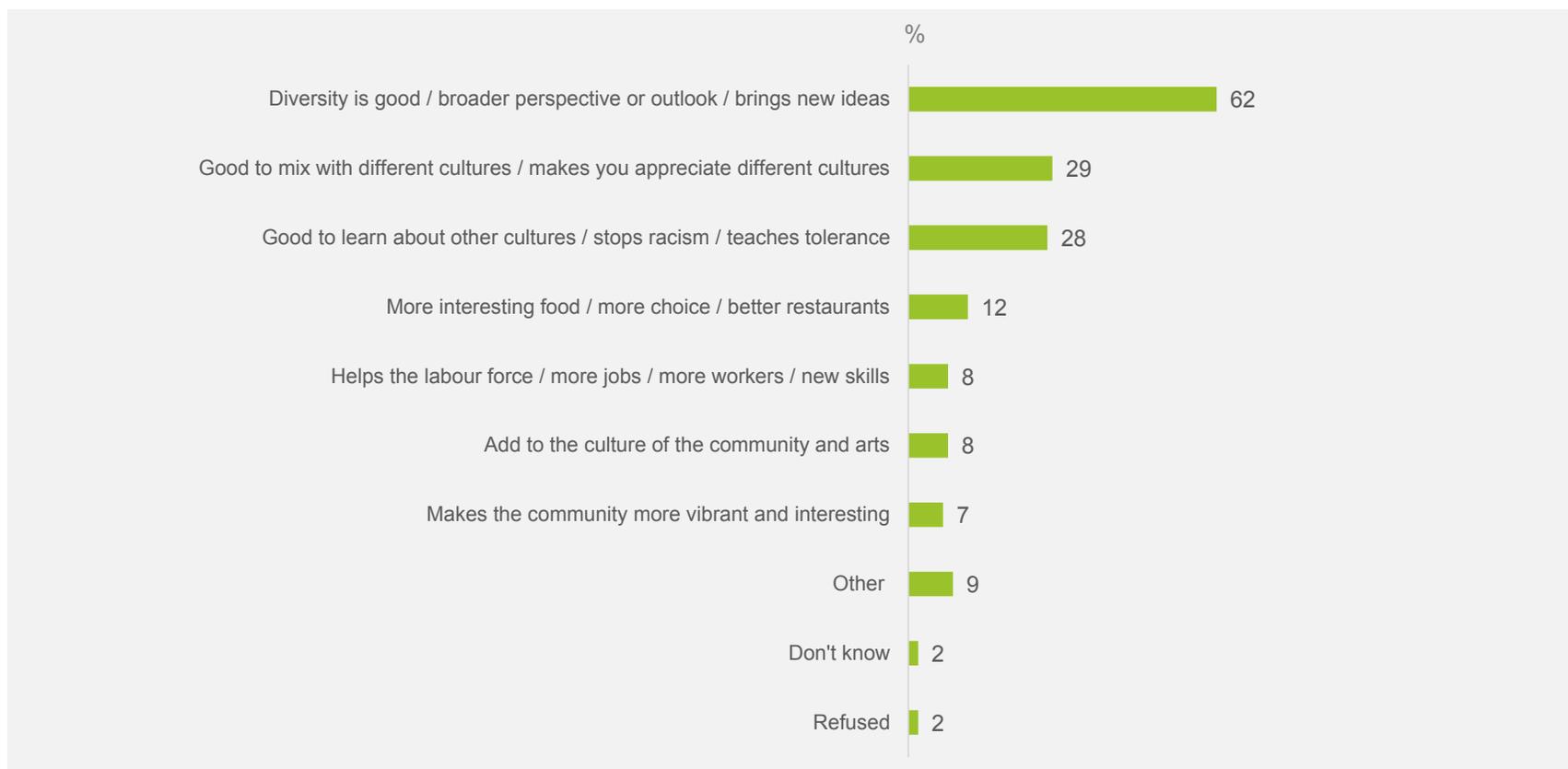
#### Demographic differences

The following groups were MORE likely than average to believe New Zealand's increasingly multicultural society makes their community a better place to live:

-  **66%** THOSE WITH A HOUSEHOLD INCOME OF \$120,000 OR MORE
-  **66%** GRADUATES
-  **61%** WELLINGTONIANS
-  **60%** MIGRANTS
-  **57%** THOSE AGED 50-69 YEARS OLD

#### 5.4 REASONS FOR BELIEVING MIGRATION POSITIVELY IMPACTS THE COMMUNITY

In 2013, three in five New Zealanders who felt the nation’s multicultural society benefited their community, said this was because they valued diversity and a broader perspective. They also pointed to the value they receive from mixing with different cultures and how learning about different cultures can promote tolerance and prevent racism.



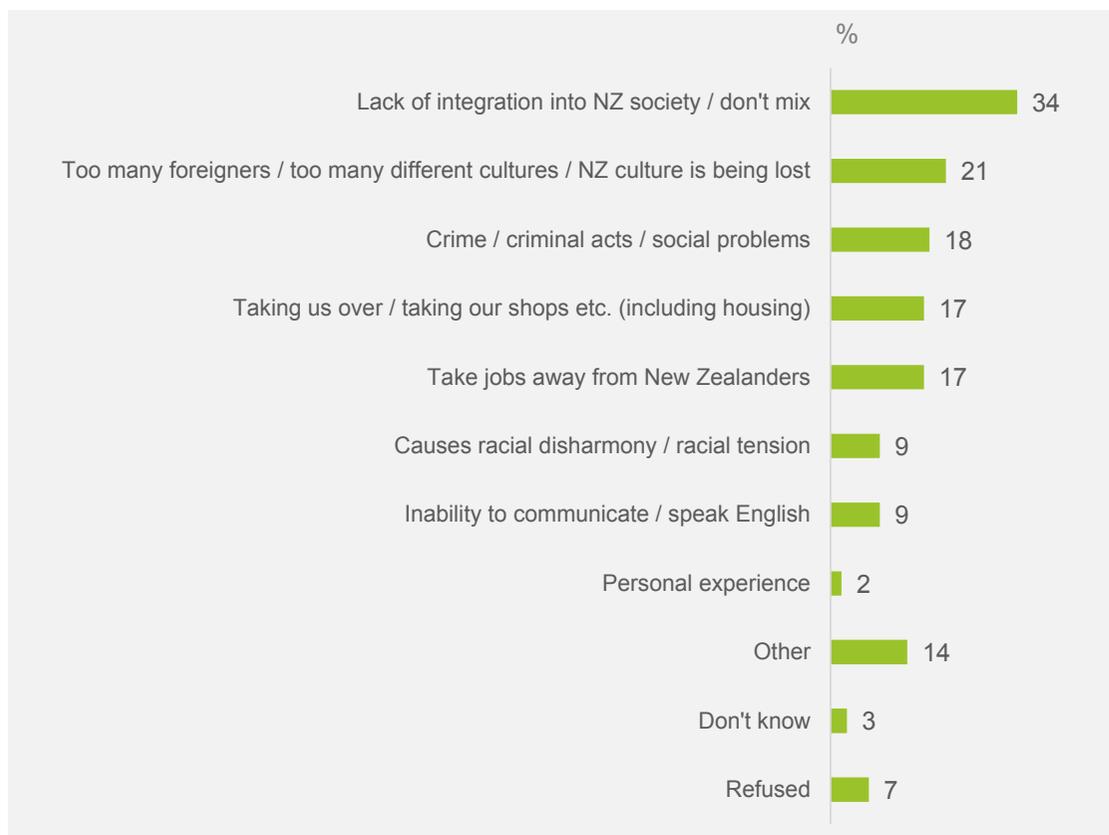
*And for what particular reasons do you say that? (Leading responses – 3% or more)*

Base: All in 2013 who believe an increasingly multicultural society makes their community a better place to live (1532)

There are no particular demographic differences of note in the responses provided to this question.

### 5.5 REASONS FOR BELIEVING MIGRATION NEGATIVELY IMPACTS THE COMMUNITY

Those who were more resistant to the idea of a multicultural society expressed a number of key concerns: a lack of integration into New Zealand society; New Zealand culture being lost; and a concern over crime or anti-social problems.



**Q** And for what particular reasons do you say that? (Leading responses – 3% or more)

Base: All in 2013 who believe an increasingly multicultural society makes their community a worse place to live (375)

#### There were some regional differences in terms of the key concerns expressed by New Zealanders:

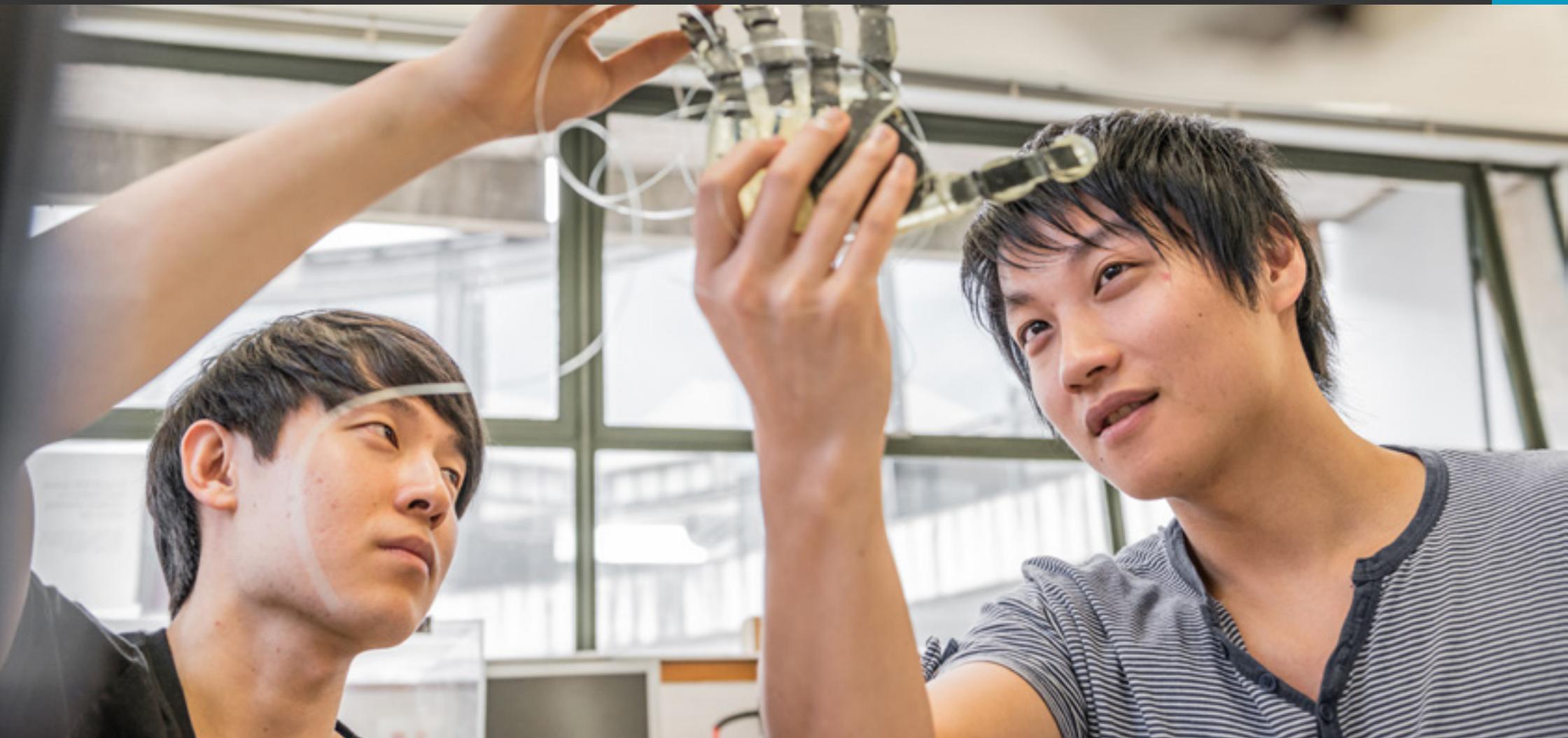


Aucklanders were more likely than average to say migrants are 'taking us over / taking our shops and housing'.  
(25% COMPARED TO 17% ON AVERAGE)



South Islanders (outside of Canterbury) were more likely than average to be concerned about the impact on their community in terms of crime or anti-social problems.  
(38% COMPARED TO 18% ON AVERAGE).

In addition, those migrants who felt an increasingly multicultural nation had a negative impact on their community were more likely than average to be concerned about a lack of integration with New Zealand society (49% compared to 34% on average).

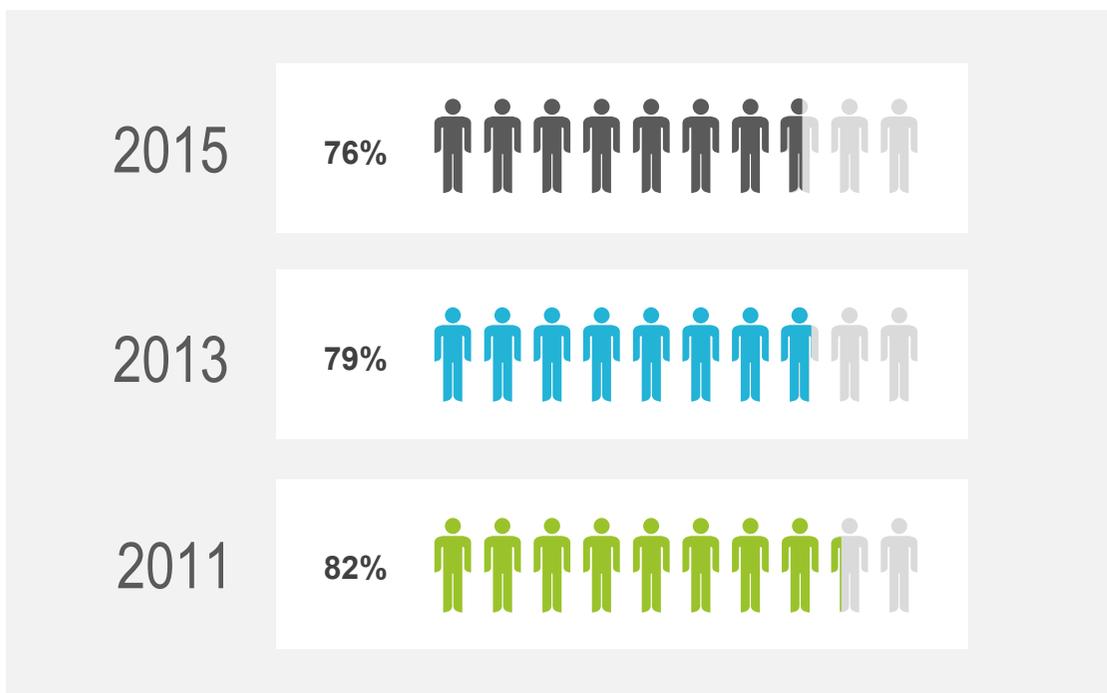


6

PERCEPTIONS OF  
MIGRANT EXPERIENCES

### 6.1 EXTENT TO WHICH NEW ZEALANDERS ARE WELCOMING TO MIGRANTS

Three in four people feel New Zealand is welcoming to migrants. However, the proportion who feel it is welcoming has declined from 82% in 2011 to 79% in 2013 and 76% in 2015.



**Q** Thinking now about New Zealand as a whole. Would you say New Zealand is a welcoming or unwelcoming country for migrants? By migrants we mean people who move to New Zealand either on a temporary or permanent basis. Would you say it is...

Base: All adults in 2015 (2000), 2013 (2927) and 2011 (1041)

**Those MORE likely to consider New Zealand as welcoming include:**

 **81%** THOSE BORN OVERSEAS

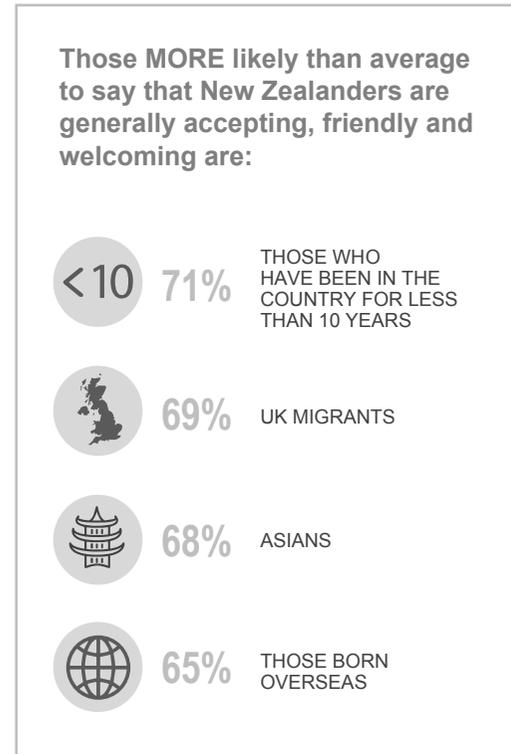
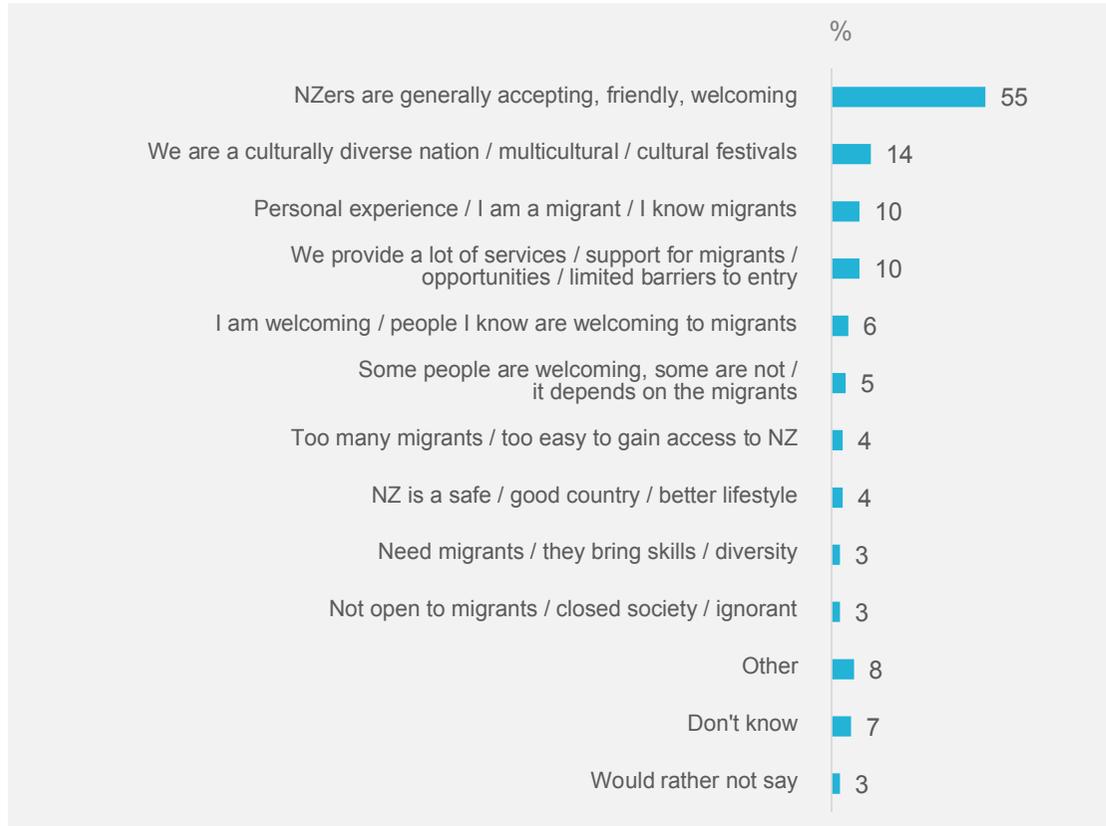
**Those who are LESS likely to consider New Zealand as welcoming include:**

 **66%** MĀORI

CLICK ON THE LINKS BELOW FOR MORE DETAIL

## 6.2 REASONS WHY NEW ZEALANDERS ARE PERCEIVED TO BE WELCOMING TO MIGRANTS

Over half of those who consider New Zealand to be a welcoming country for migrants refer to New Zealanders being generally accepting, friendly and welcoming. Other reasons include New Zealand's diversity, their own personal experience and the services and opportunities provided for migrants.



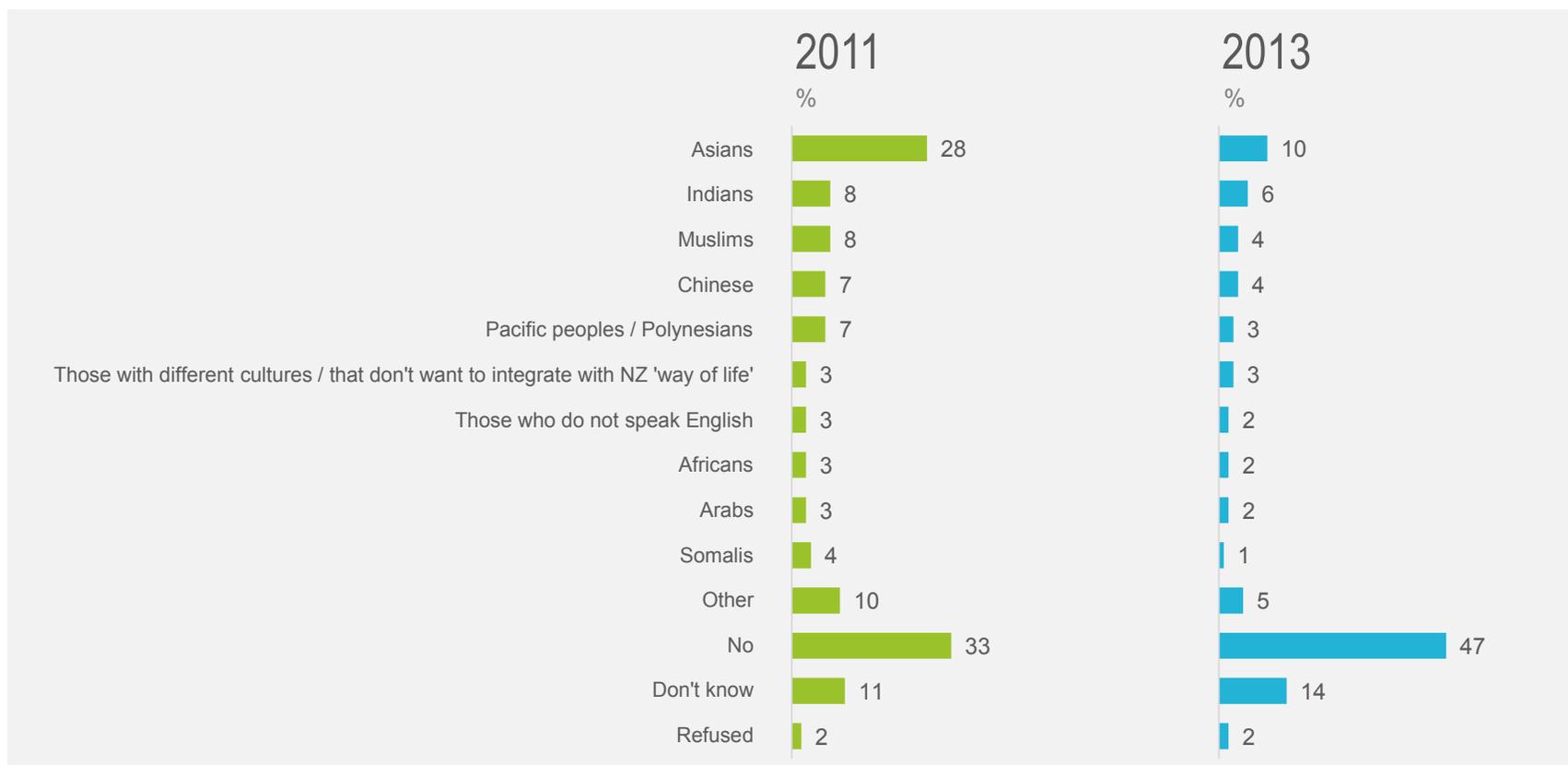
For what particular reasons do you say that? (Leading responses – 3% or more)

Base: All adults in 2015 who feel New Zealand is a welcoming country to migrants

### 6.3 EXTENT TO WHICH NEW ZEALANDERS ARE WELCOMING TO DIFFERENT GROUPS OF MIGRANTS

In 2013, one in three New Zealanders felt the nation was less welcoming to specific groups of migrants. This is lower than in 2011 when over half said the nation did not extend its welcome to all groups.

The key groups which New Zealanders felt the nation were less likely to welcome included Asians (10%), Indians (6%), Muslims (4%) and Chinese (4%).



**Q** Do you believe New Zealanders are less welcoming to any particular groups or types of migrants than others? (Leading responses – 3% or more)

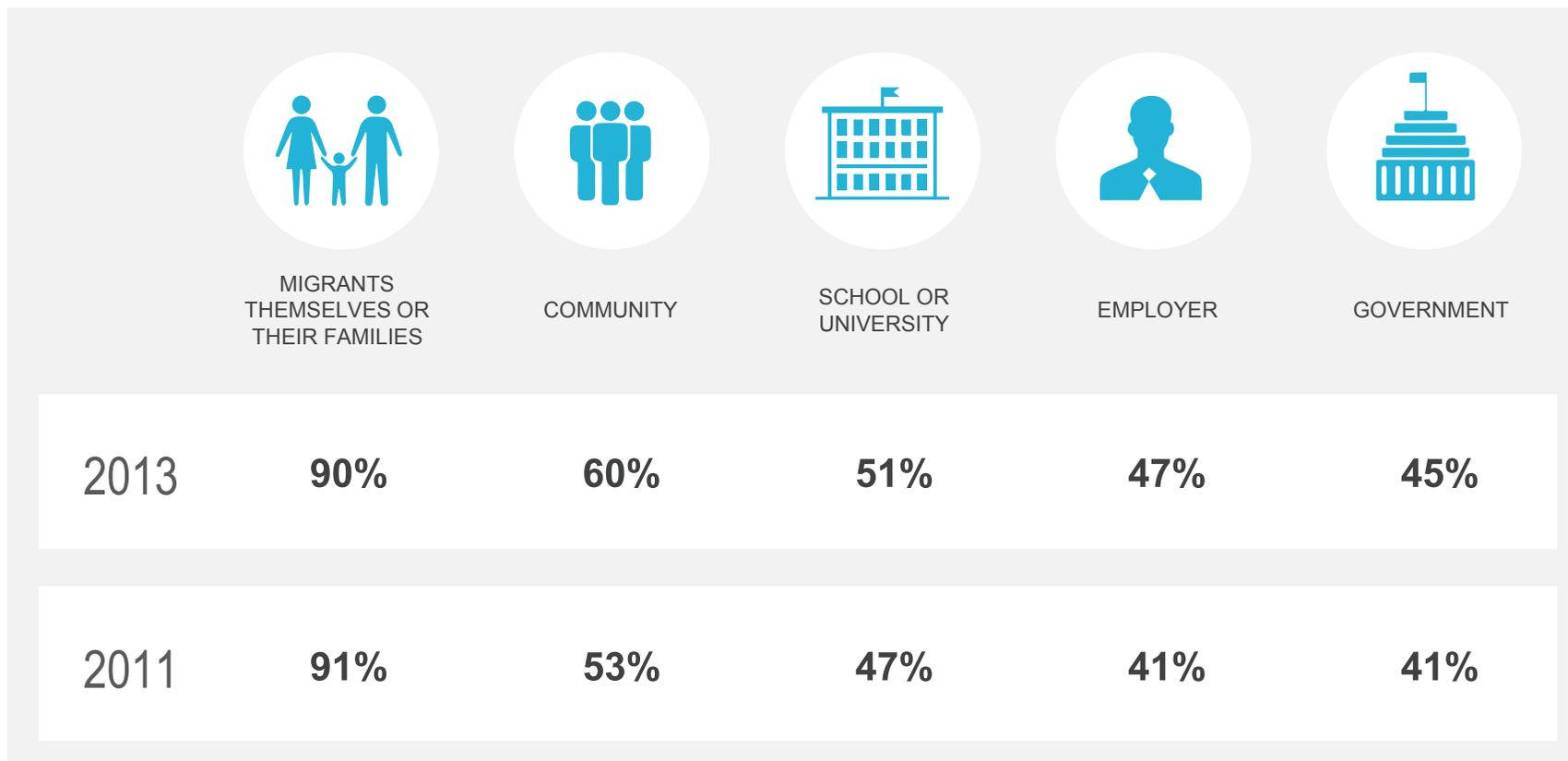
Base: All adults in 2011 (1041) and 2013 (2927)

### 6.4 RESPONSIBILITY FOR SUPPORTING MIGRANTS

In 2013, New Zealanders perceived the key responsibility for helping migrants settle into life in New Zealand lay with the migrants themselves or their families. However, three in five New Zealanders also saw a role for the wider community in helping settle migrants in. Finally, around half also perceived there to be a role for the education sector, employers and the government.

In 2013, New Zealanders were more likely than in 2011 to agree communities, schools and universities, employers, and the government have a responsibility to help migrants settle in.

CLICK ON THE  
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FOR MORE DETAIL



**Q** Once migrants have arrived in New Zealand, how much do you agree or disagree that ... it is [X] responsibility to help them settle in?

Base: All adults in 2011 (1041) and 2013 (2927)

### 6.5 DISCRIMINATION AGAINST DIFFERENT MIGRANT GROUPS

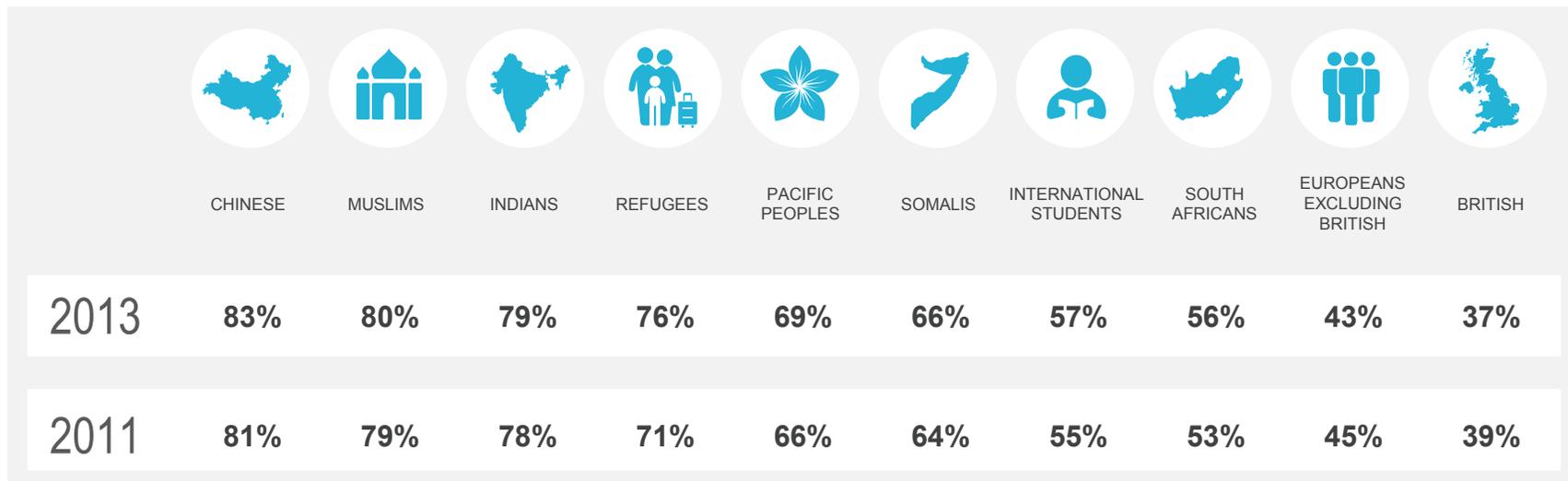
In 2013, the majority of New Zealanders believed that different groups of migrants face discrimination in New Zealand. The exception to this was British and European migrants, where discrimination is perceived to be much lower.

New Zealanders believed the following groups of migrants were most likely to face higher levels of discrimination: Muslims (59%); Chinese (56%) and Indians (48%).

New Zealanders were also more likely to feel that Muslims and Chinese migrants facing at least some discrimination increased between 2011 and 2013 (from 54% in 2011 to 59% in 2013 for Muslim migrants and from 50% in 2011 to 56% in 2013 for Chinese migrants)

Perceptions around discrimination were consistent between 2011 and 2013, with the exception of refugees, who New Zealanders felt were more likely to face discrimination in 2013 (76%) than 2011 (71%).

CLICK ON THE  
LINKS BELOW  
FOR MORE DETAIL



**Q** In general, would you say there is no discrimination, a little, some or a lot of discrimination in New Zealand, against the following groups or types of people?

Base: All adults in 2011 (1041) and 2013 (2927)

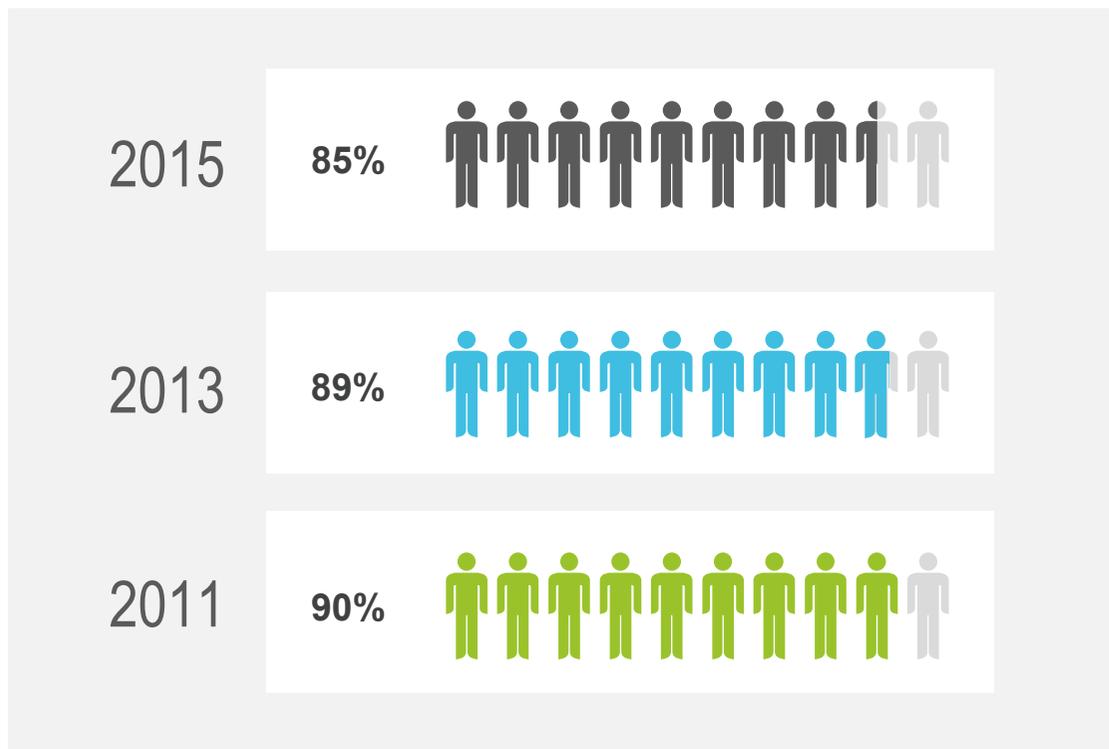


7

INTERACTION WITH  
MIGRANTS AND  
MIGRANT CULTURES

### 7.1 FRIENDSHIPS WITH MIGRANTS

Over eight in ten New Zealanders say they have friends from outside of New Zealand. There is evidence that New Zealanders' friendship groups are less diverse than they once were. The proportion who say they have friends from outside New Zealand has decreased from 89% to 85% between 2013 and 2015.



**Q** Thinking about your friends in New Zealand (not including your own family), about how many are from the following groups of people? People from other countries

Base: All adults in 2015 (2000), 2013 (2927) and 2011 (1041)

**Those MORE likely to have overseas friends include:**

- 92% AUCKLANDERS

**Those LESS likely to have overseas friends include:**

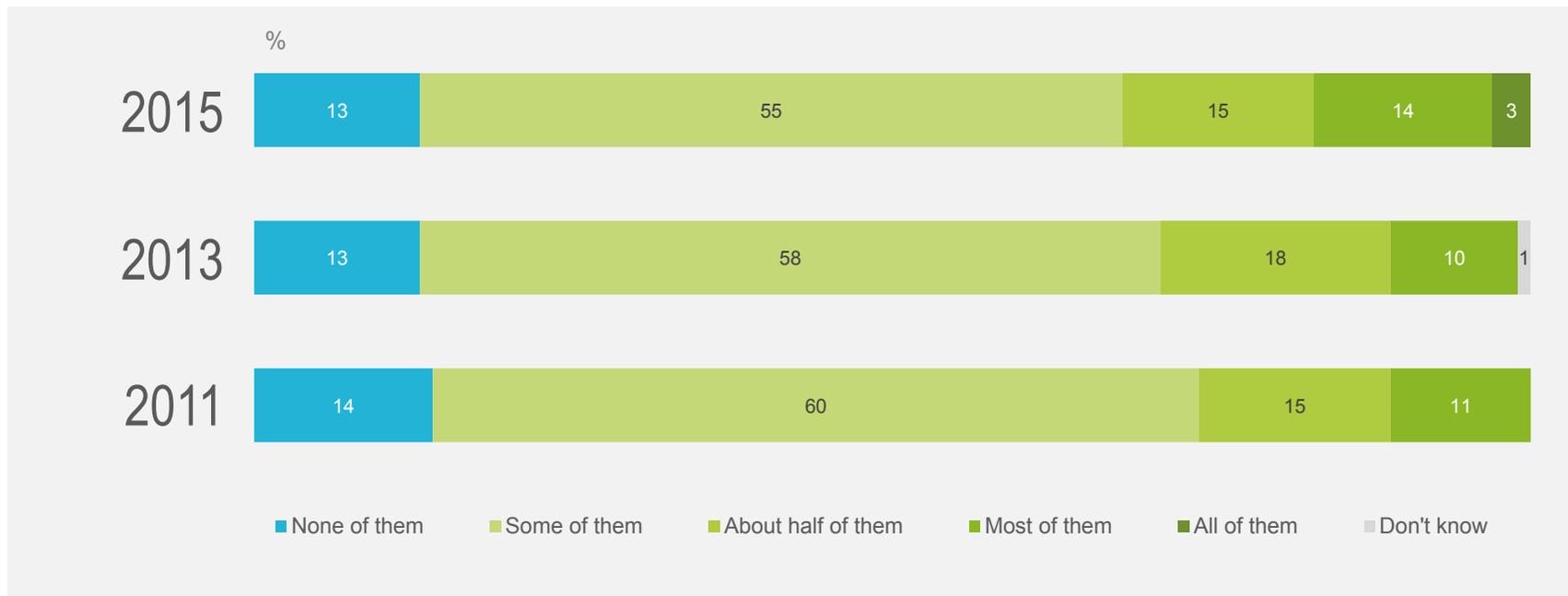
- 79% SCHOOL LEAVERS
- 78% SOUTH ISLANDERS OUTSIDE OF CANTERBURY

CLICK ON THE LINKS BELOW FOR MORE DETAIL

## 7.2 MIGRANT FRIENDSHIPS

More than nine in ten migrants have friends from outside their home country.

However, the proportion who say all or most of their friends are from their home country has increased (16% in 2015 compared to 10% in 2013 and 11% in 2011).



**Q** Thinking about your friends in New Zealand (not including your own family), about how many are from the following groups of people? ... People from [country of birth]

Base: All those born outside of New Zealand in 2011 (193), 2013 (635) and 2015 (568)

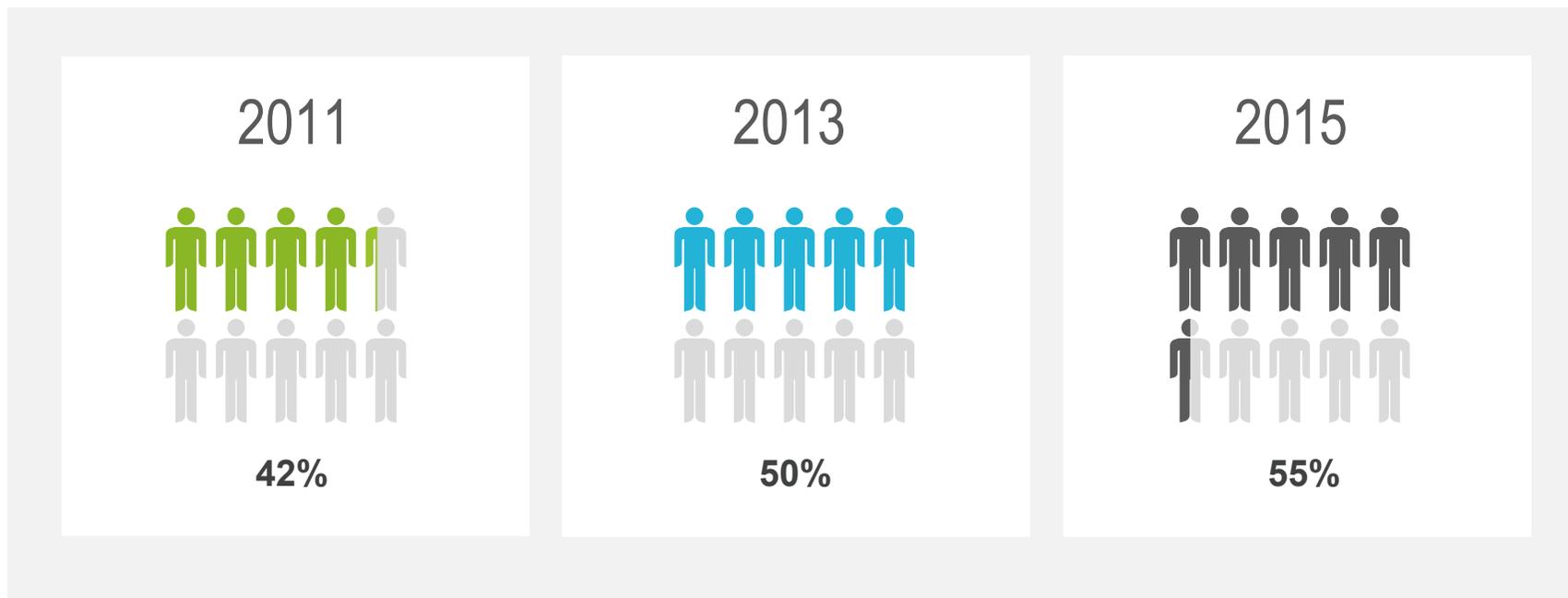
**Migrants MORE LIKELY than average to say all or most of their friends were from their home country:**

-  **32%** PACIFIC PEOPLES
-  **29%** MORE RECENT MIGRANTS WHO HAVE BEEN IN NEW ZEALAND FOR UP TO 10 YEARS

### 7.3 ATTENDANCE AT ETHNIC CULTURAL FESTIVALS

Over half of all New Zealanders have attended an ethnic cultural festival or event in the last 12 months. Attendance has increased in recent years from 42% in 2011 to 50% in 2013 and 55% in 2015.

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FOR MORE DETAIL

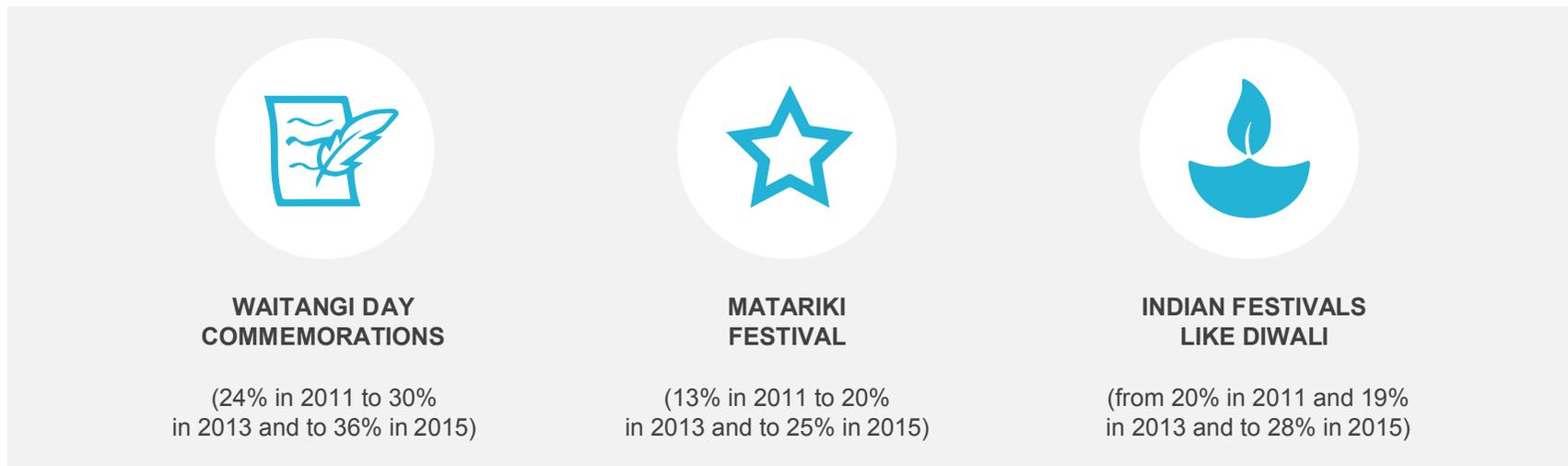


**Q** Now, thinking about ethnic cultural festivals or events, such as Chinese New Year, a Pasifika Festival, an Indian Cultural Festival and Waitangi Day Commemorations. How often would you say you have attended or participated in ethnic cultural festivals or events in the last 12 months in New Zealand?

Base: All adults in 2011 (1041), 2013 (2927) and 2015 (2000)

#### 7.4 ATTENDANCE AT ETHNIC CULTURAL FESTIVALS – TYPES OF EVENTS

The increase in attendance at ethnic cultural festivals has been driven by increases in the following events in recent years:



While attendance at these events varies by ethnicity, they all draw support and attendance from across different ethnicities in New Zealand. The percentages in the table are based on all those who have attended an ethnic cultural festival or event in the last 12 months in New Zealand.

	WAITANGI DAY	MATARIKI	CHINESE FESTIVAL	INDIAN FESTIVAL	PASIFIKA FESTIVAL
	%	%	%	%	%
NZ European (663)	36	25	38	23	17
Māori (175)	60	50	28	19	34
Pacific (104)	27	26	33	32	62
Asian (250)	26	16	61	49	15

Base: All those who had attended any ethnic cultural festivals (shown in brackets) in the last 12 months



8

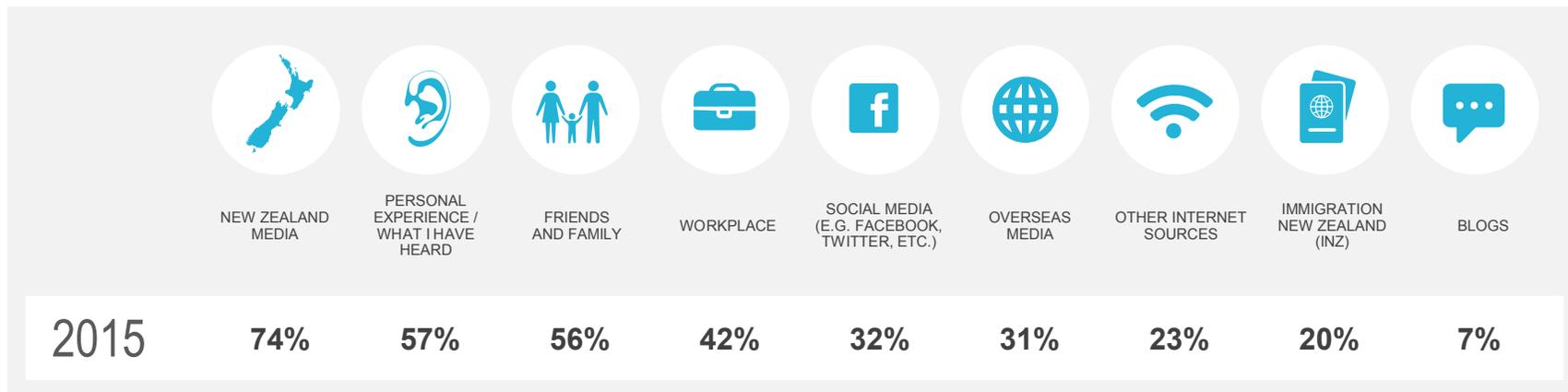
AWARENESS AND  
MEDIA COVERAGE  
OF MIGRATION

### 8.1 SOURCE OF AWARENESS OF MIGRANTS AND IMMIGRATION

The key sources of information about migrants and immigration to New Zealand include: New Zealand media (74%); personal experience / what I have heard (57%) and friends and family (56%).

Trend data with 2011 and 2013 is not provided for this question due to changes in the codes between these years.

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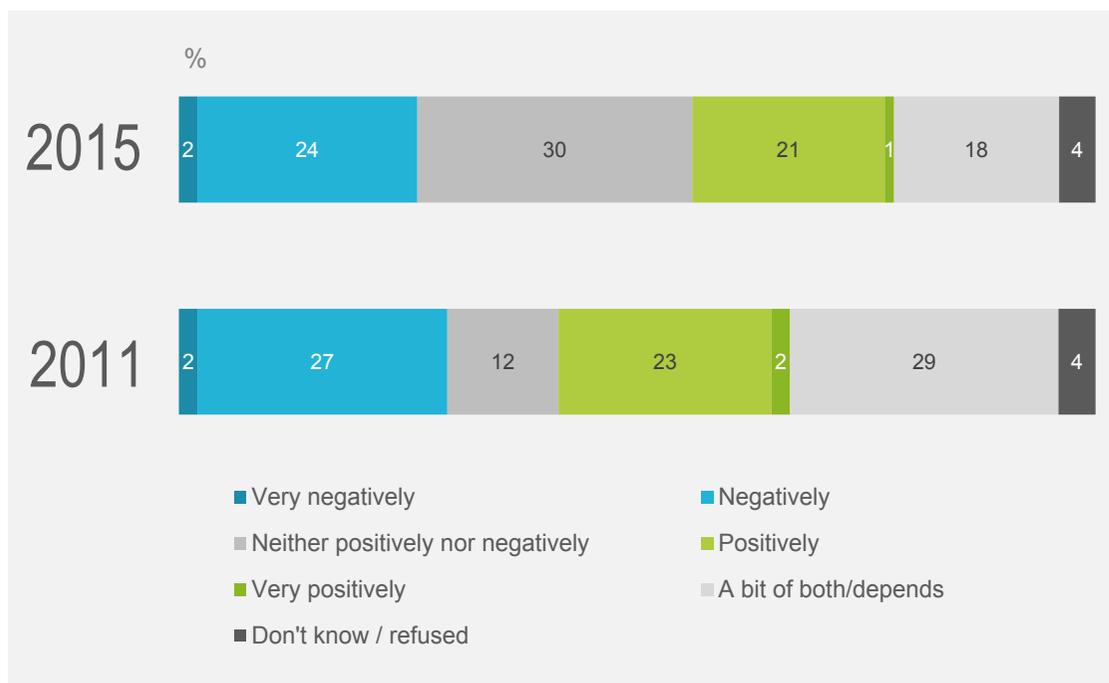
And what are your main sources of information about migrants and immigration? (Leading responses of 5% or more)

All adults in 2015 (2000)

## 8.2 VIEWS OF MEDIA PORTRAYAL OF MIGRATION

New Zealanders hold mixed views on how migrants are portrayed in the media, but on balance they are more likely to feel it is negative (26%) than positive (22%).

This is a similar pattern to 2011 where 29% felt the media were negative and 25% positive. Respondents in 2015 felt less able to express an opinion either way than in 2011.



Those **MORE** likely to feel it was positive include:

-  30% THOSE AGED 70+
-  32% ASIANS
-  28% BORN OVERSEAS
-  39% RECENT MIGRANTS (IN LAST 5 YEARS)

Q

*In general, do you believe that migrants are portrayed positively or negatively in the media, such as on TV, the radio, and in the newspapers? Would you say migrants are portrayed...*

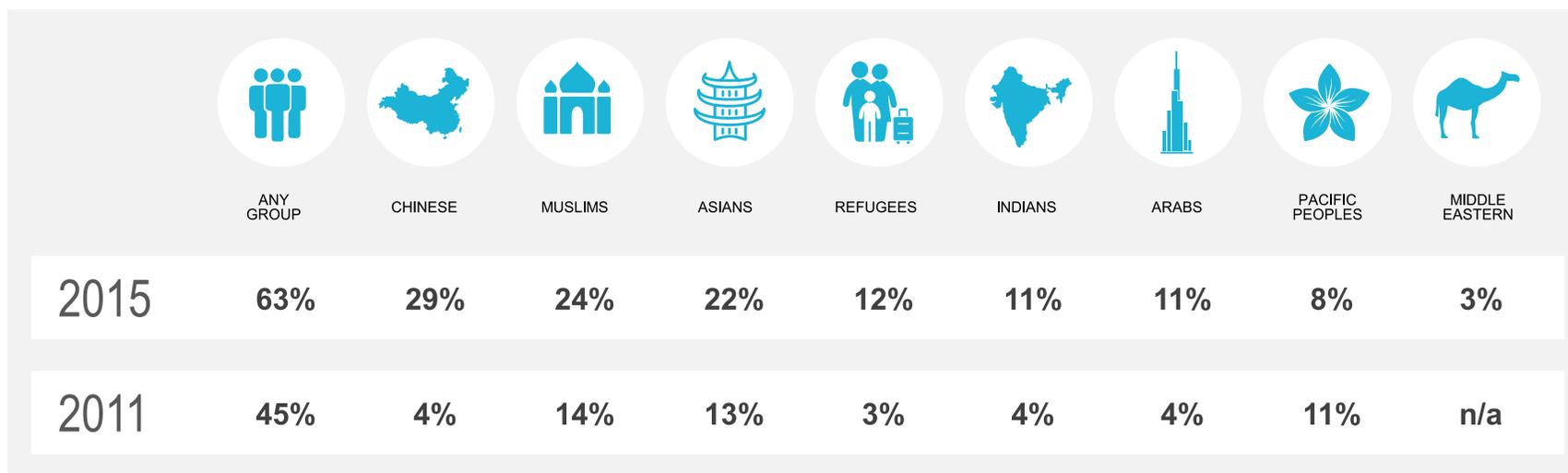
Base: All adults in 2011 (1041) and 2015 (2000)

### 8.3 NEGATIVE MEDIA COVERAGE OF SPECIFIC MIGRANTS GROUPS

Two in three New Zealanders (63%) feel certain groups of migrants are portrayed more negatively in the media than others. The key groups they identify are Chinese migrants (29%), Muslims (24%) and Asians (22%).

New Zealanders are much more likely to feel the media singles out certain groups than was the case in 2011 (63% in 2015 compared to 45% in 2011). In particular, the proportion mentioning Chinese migrants has increased from 4% in 2011 to 29% in 2015.

CLICK ON THE  
LINKS BELOW  
FOR MORE DETAIL



And do you think that any particular groups or types of migrants are portrayed more negatively in the media than others? (Leading responses of 3% or more)

Base: All adults in 2011 (1041) and 2015 (2000)

9

APPENDIX



## A1. METHOD

In 2011 and 2013, the survey used the Electoral Roll to sample New Zealanders (matching them to publicly available telephone numbers). Respondents received a letter inviting them to complete the survey online and non-respondents were asked to take part in a telephone interview.

In 2015 it was no longer possible to use the Electoral Roll as a sampling frame. As such, a new mixed method approach was used for the 2015 survey. This new approach involved two stages:

- The first stage was a telephone survey using randomly generated telephone numbers (a random probability sample).
- The second stage was an online panel survey using quota sampling.

The mixed method approach was introduced to provide greater consistency with the previous surveys (which were random probability samples) but at the same time deliver cost savings by introducing an online panel.

Further details of the fieldwork are provided in the table below.

2015 TIMELINES		
	 TELEPHONE	 ONLINE
PILOT	04-Sep	22-Oct
FIELD WORK START	09-Sep	23-Oct
FIELD WORK END	20-Oct	05-Nov

Corrective weighting was applied to ensure the profile of the final sample represented that of the New Zealand population (aged 18+). Weighting targets were set on age within gender within region; ethnicity; and household income.

## ANALYSIS

Every survey has a margin of error as a result of interviewing a sample of the population as opposed to everyone. The margin of error for the total base size of 2,000 respondents is up to 2.5 percentage points. This means we can be 95% confident that the true value of any survey finding falls within this margin of error.

Comparisons are made between 2011, 2013 and 2015 for those questions repeated across the surveys. While the change in sampling approach means these comparisons should be treated with some caution, the profiles of the samples are broadly consistent, and we feel the surveys provide useful insight into how New Zealanders' perceptions of migrants are evolving.

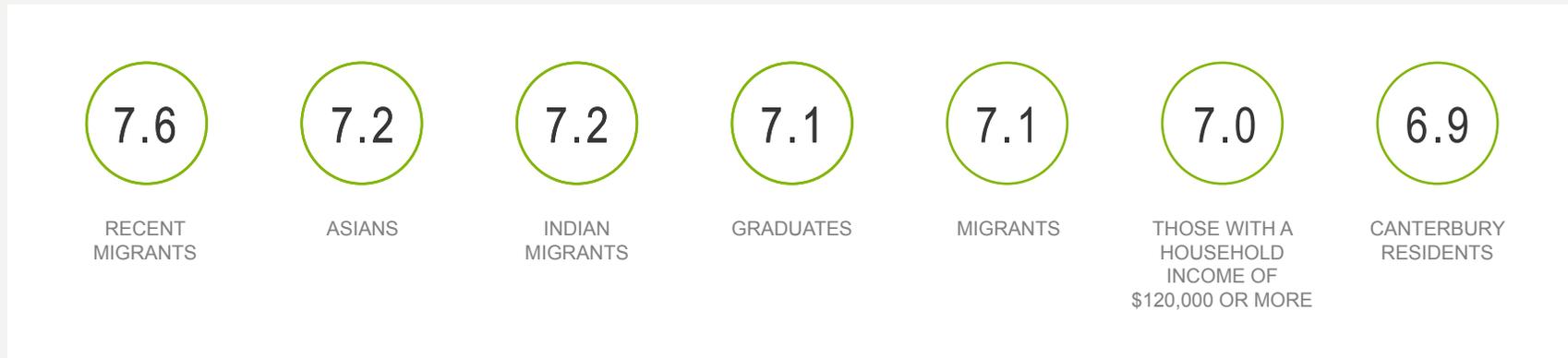
It should be noted we also include survey findings for some questions that were included in 2011 and 2013, but were removed from the 2015 survey. This helps to provide a full picture of New Zealanders' attitudes to migration and issues around this. The report highlights any statistically significant differences across the surveys.

The report also highlights demographic differences which are both statistically significant, and of note, when compared to the average response for all adults answering that specific question.

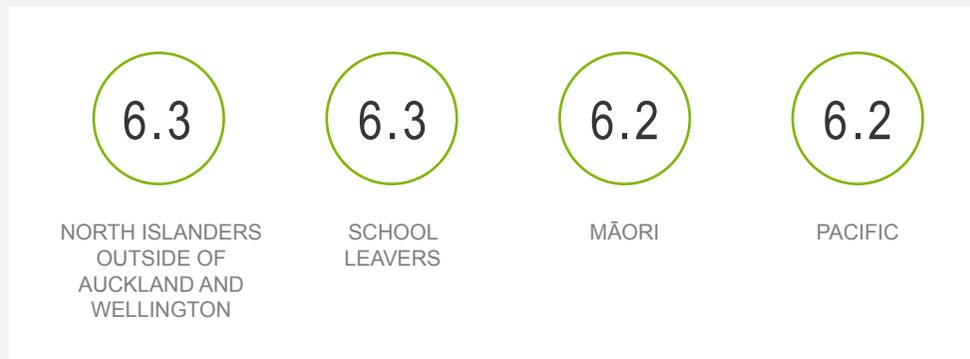
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## A2. OVERALL VIEWS OF MIGRANTS - DEMOGRAPHIC DIFFERENCES

The following groups are more likely than average to hold positive views about migrants in general:



The following groups are less likely to hold positive views about migrants in general:

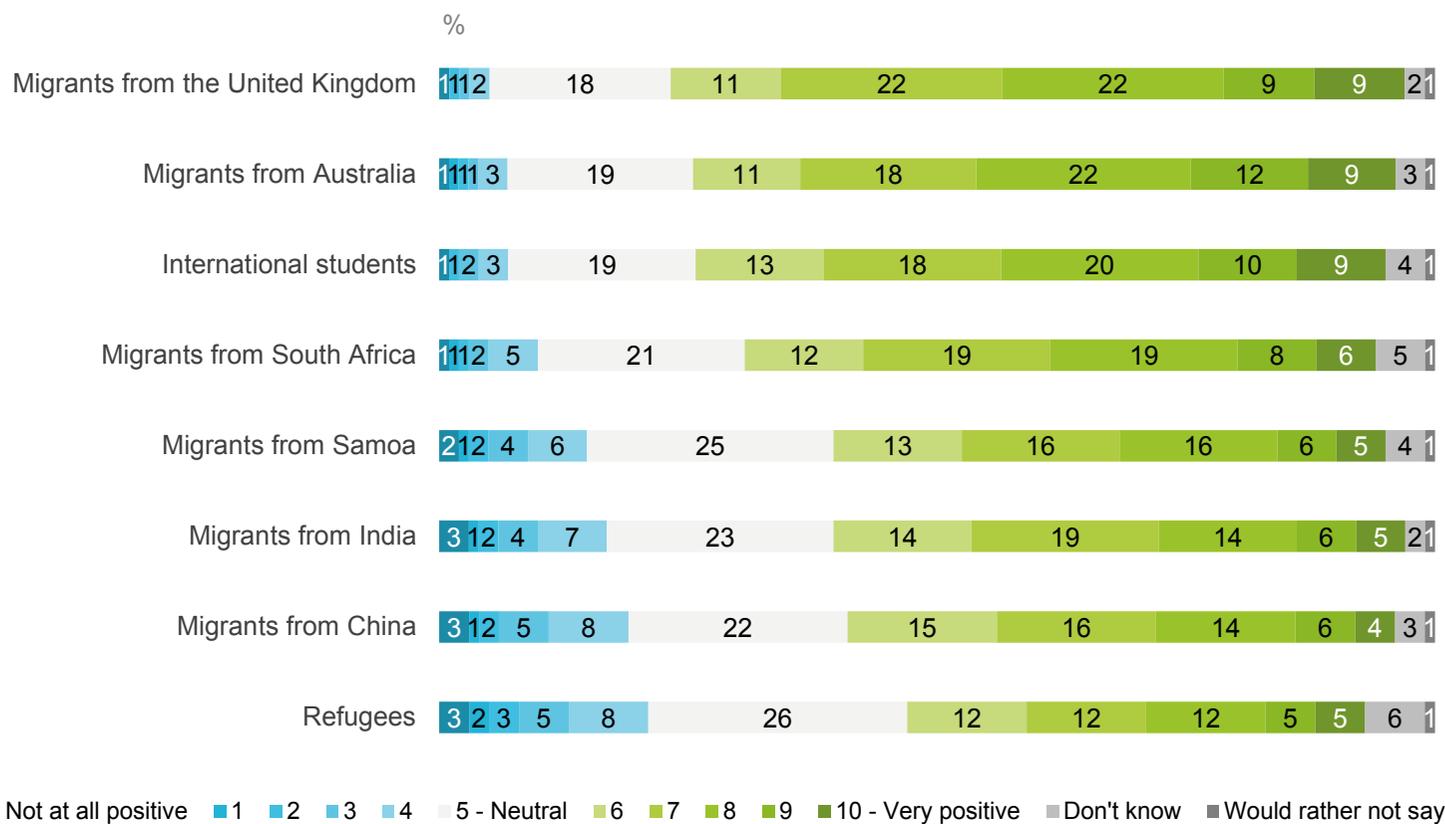


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A3. FULL BREAKDOWN OF RESPONSES FOR HOW NEW ZEALANDERS RATE EACH OF THE MIGRANT GROUPS

The chart shows the full breakdown of responses for how New Zealanders rate each of the migrant groups included in the survey.

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**Q** And now thinking about some specific migrant groups. Using the same scale from 0 to 10, where 0 is not at all positive and 10 is very positive, how would you rate your views of?

Base: All adults in 2015 (2000)

#### A4. OVERALL VIEWS OF DIFFERENT MIGRANT GROUPS – DEMOGRAPHIC DIFFERENCES

The following people are more likely than average to hold positive views about:

##### UK MIGRANTS



- Migrants from the UK (7.6)
- Older people aged 70+ (7.4)
- Those with a household annual income of \$120,000 or more (7.3)

##### AUSTRALIAN MIGRANTS



- Those with a household annual income of \$120,000 or more (7.3)

##### INTERNATIONAL STUDENTS



- Recent migrants (7.5)
- South Islanders (7.2)
- Those with a household annual income of \$120,000 or more (7.1)

##### SOUTH AFRICAN MIGRANTS



- Older people aged 70+ (6.9)
- Canterbury residents (6.9)
- Those with a household annual income of \$120,000 or more (6.9)

##### SAMOAN MIGRANTS



- Those with a household annual income of \$120,000 or more (6.4)

##### INDIAN MIGRANTS



- Indian migrants (6.8)
- Recent migrants (6.6)
- Wellingtonians (6.4)
- Those with a household annual income of \$120,000 or more (6.4)

##### CHINESE MIGRANTS



- Recent migrants (6.8)
- Wellingtonians (6.3) and Cantabrians (6.3)
- Those with a household annual income of \$120,000 or more (6.3)

##### REFUGEES



- Graduates (6.2)
- Migrants from the UK (6.2)
- South Islanders (6.0)

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## A5. OVERALL VIEWS ON MIGRANT NUMBERS – KEY DEMOGRAPHIC GROUPS WHOSE VIEW SHIFTED

There were a number of groups in particular who shifted their view on the number of migrants who should come and live in New Zealand permanently after seeing the government target.

They included:

### THOSE AGED 70+



(from 10% saying it should be lower to 28%)

### WOMEN



(from 21% saying it should be lower to 34%)

### GRADUATES



(from 16% saying it should be lower to 25%)

### MIGRANTS WHO HAVE BEEN IN NZ



less than 10 years (from 13% saying it should be lower to 25%)

### AUSTRALIAN MIGRANTS



(from 19% saying it should be lower to 30%)

### UK MIGRANTS



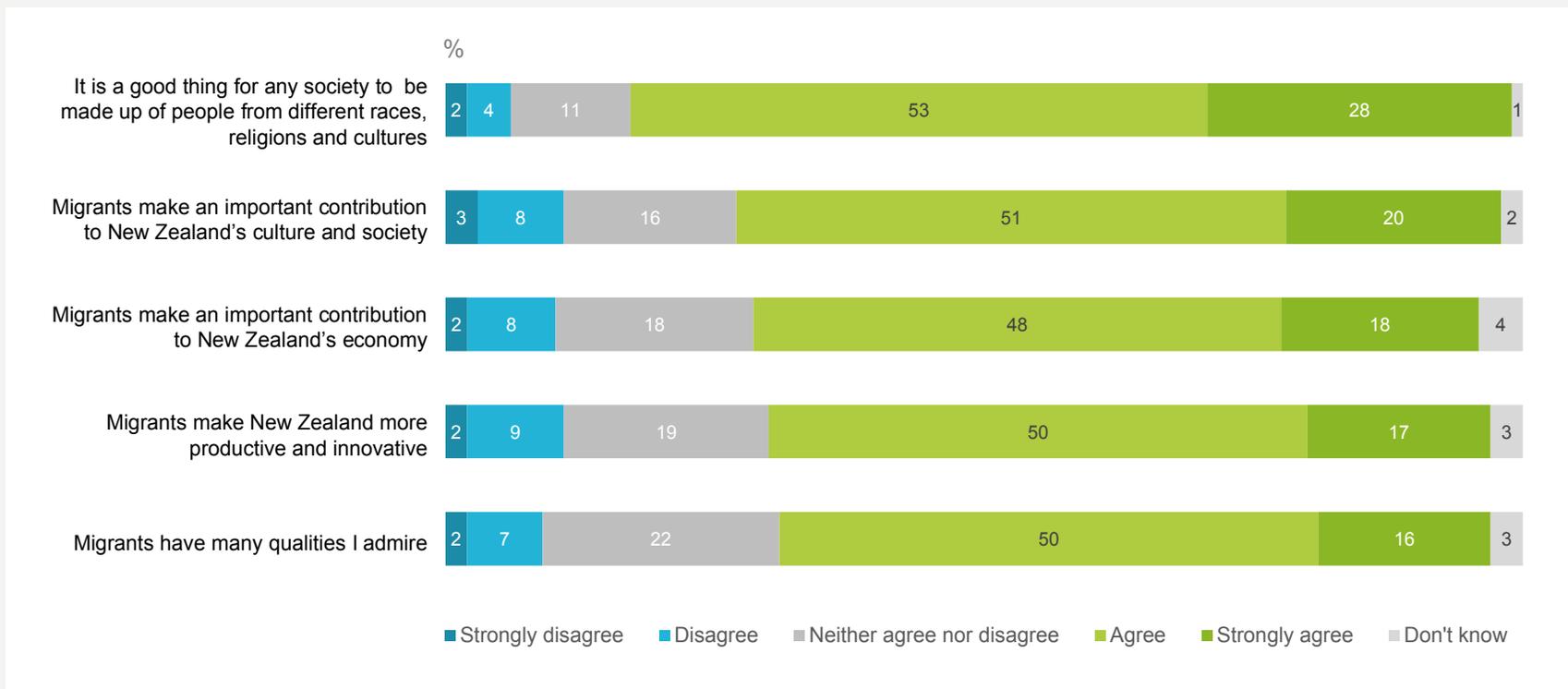
(from 8% saying it should be lower to 16%)

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A6. PERCEIVED POSITIVE IMPACTS OF MIGRATION 2015

The chart shows the extent to which New Zealanders in 2015 agree or disagree with perceptions of the positive impacts of migration.

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Can you tell me how much you agree or disagree with each statement?

Base: All adults 2015 (2000)

## A7. PERCEIVED POSITIVE IMPACTS OF MIGRATION – DEMOGRAPHIC DIFFERENCES

The following are more likely than average to agree...

66%

### ...MIGRANTS HAVE MANY QUALITIES THEY ADMIRE:

- Those with a household income of \$120,000 (72%)
- Migrants (76%)
- Recent migrants (81%)

67%

### ...MIGRANTS MAKE AN IMPORTANT CONTRIBUTION TO NZ ECONOMY:

- Asians (87%)
- Those with a household income of \$120,000 (78%)
- Migrants (83%)
- Recent migrants (89%)
- Indian migrants (92%)

71%

### ...MIGRANTS MAKE AN IMPORTANT CONTRIBUTION TO NEW ZEALAND'S CULTURE AND SOCIETY:

- Those aged 70 and over (78%)
- Those with a household income of \$120,000 (80%)
- Migrants (79%)
- Indian migrants (90%)

67%

### ...MIGRANTS MAKE NEW ZEALAND MORE PRODUCTIVE AND INNOVATIVE INCLUDE:

- Asians (82%)
- Those with a household income of \$120,000 (74%)
- Migrants (79%)
- Recent migrants (86%)
- Indian migrants (90%)

81%

### ...IT'S A GOOD THING FOR SOCIETY TO BE MADE UP OF DIFFERENT PEOPLE FROM DIFFERENT RACES, RELIGIONS AND CULTURES:

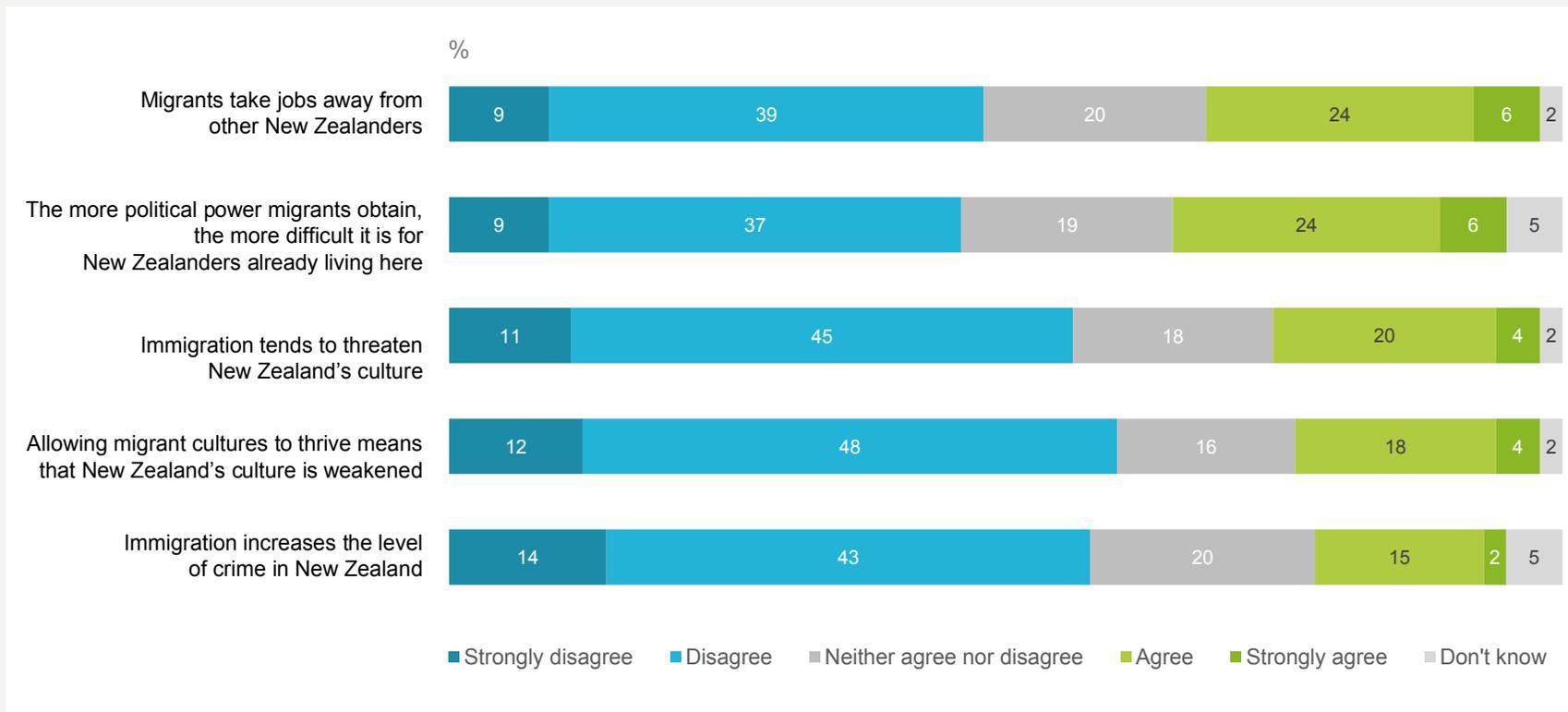
- Asians (89%)
- Wellingtonians (86%)

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A8. PERCEIVED NEGATIVE IMPACTS OF MIGRATION 2015

The chart shows the extent to which New Zealanders in 2015 agree or disagree with perceptions of the negative impacts of migration.

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Can you tell me how much you agree or disagree with each statement?

Base: All adults 2015 (2000)

## A9. PERCEIVED NEGATIVE IMPACTS OF MIGRATION – DEMOGRAPHIC DIFFERENCES

The following are more likely than average to agree...

24%

### IMMIGRATION TENDS TO THREATEN NEW ZEALAND'S CULTURE:

- Older people aged 70+ (32%)
- Those with an annual income of less than \$40,000 (31%)

30%

### THE MORE POLITICAL POWER MIGRANTS OBTAIN, THE MORE DIFFICULT IT IS FOR NEW ZEALANDERS ALREADY LIVING HERE:

- Māori (43%)
- Pacific People (44%)
- Those with an annual income of less than \$40,000 (38%)
- School leavers (39%)

18%

### IMMIGRATION INCREASES THE LEVEL OF CRIME IN NEW ZEALAND:

- Older people aged 70+ (28%)
- Those with an annual income of less than \$40,000 (24%)

30%

### MIGRANTS TAKE JOBS AWAY FROM OTHER NEW ZEALANDERS:

- Younger people aged 18-29 (37%)
- Māori (40%)
- Pacific People (40%)
- Those with an annual income of less than \$40,000 (39%)
- School leavers (37%)
- Those who are unemployed and looking for work (49%)
- Those born in New Zealand (35%)

22%

### ALLOWING MIGRANT CULTURES TO THRIVE MEANS THAT NEW ZEALAND'S CULTURE IS WEAKENED:

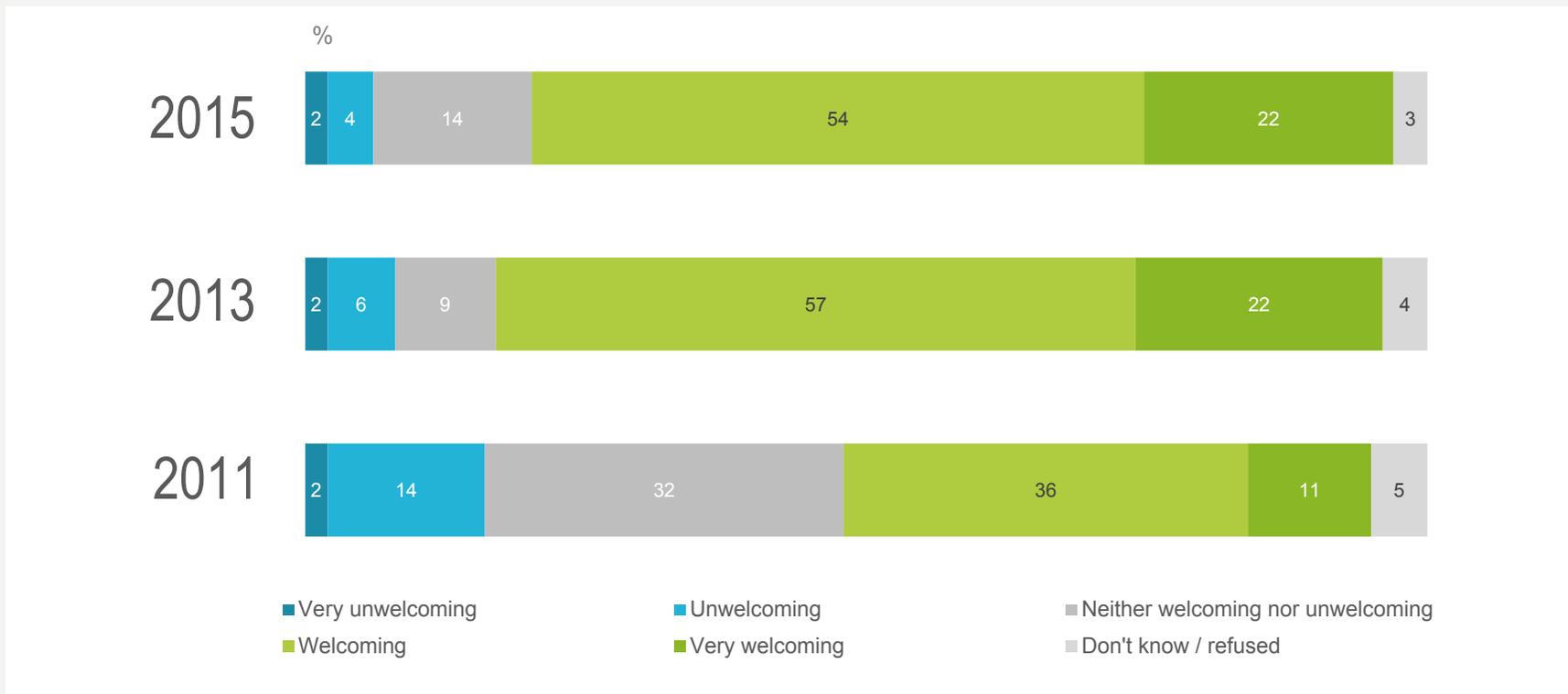
- Those with an annual income of less than \$40,000 (28%)
- School leavers (28%)

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A10. EXTENT TO WHICH NEW ZEALANDERS FEEL NEW ZEALAND IS WELCOMING

The chart below shows the extent to which New Zealanders feel that New Zealand is a welcoming or unwelcoming country for migrants.

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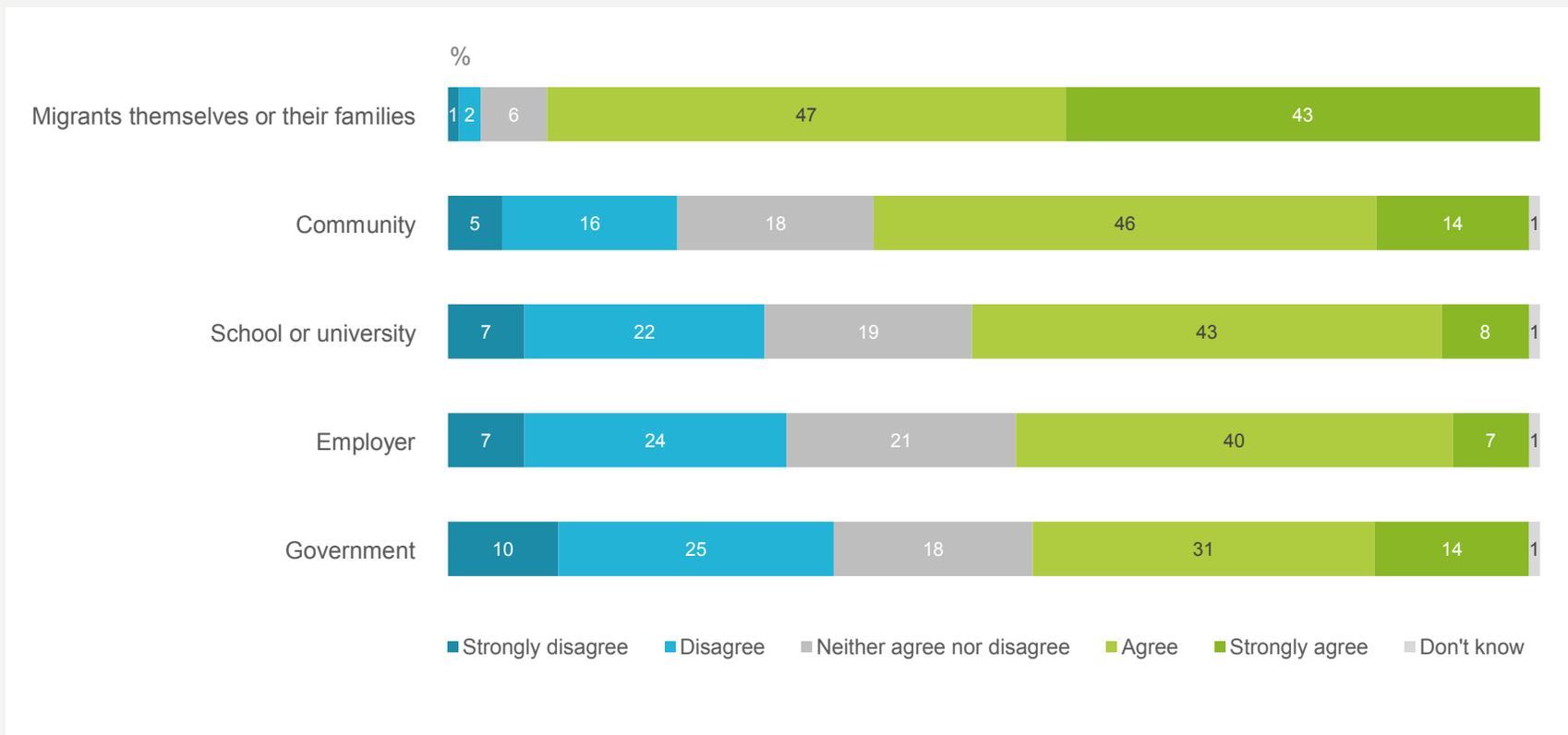
**Q** Thinking now about New Zealand as a whole. Would you say New Zealand is a welcoming or unwelcoming country for migrants? By migrants we mean people who move to New Zealand either on a temporary or permanent basis. Would you say it is...

Base: All adults in 2015 (2000), 2013 (2927) and 2011 (1041)

**A11. RESPONSIBILITY FOR SUPPORTING MIGRANTS**

The chart shows the extent to which New Zealanders in 2013 agree or disagree with who should be responsible for helping migrants settle in.

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Once migrants have arrived in New Zealand, how much do you agree or disagree that ... it is [X] responsibility to help them settle in?

Base: All adults in 2013 (2927)

## A12. RESPONSIBILITY FOR SUPPORTING MIGRANTS – DEMOGRAPHIC DIFFERENCES

The following groups were more likely than average to believe...

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IT IS THE RESPONSIBILITY OF THE **MIGRANTS THEMSELVES** OR THEIR FAMILIES TO HELP MIGRANTS SETTLE IN:

- Those with a household income of \$140,000 or more (94% compared to 90%)



IT IS THE **COMMUNITY'S** RESPONSIBILITY TO HELP MIGRANTS SETTLE IN:

- Those aged 70+ years old (65% compared to 60%)
- Graduates (70%)
- UK migrants (68%)



IT IS THE **EMPLOYER'S** RESPONSIBILITY TO HELP MIGRANTS SETTLE IN:

- Those aged 70+ years old (54% compared to 47%)
- Graduates (53%)



IT IS THE **GOVERNMENT'S** RESPONSIBILITY TO HELP MIGRANTS SETTLE IN:

- Those aged 70+ years old (53% compared to 45%)
- Wellingtonians (53%)
- Those with a household income of less than \$40,000 or more (51%)
- Postgraduates (57%)



IT IS THE **SCHOOL OR UNIVERSITY'S** RESPONSIBILITY TO HELP MIGRANTS SETTLE IN:

- Graduates (62% compared to 51%)
- UK migrants (59%)

**A13. DISCRIMINATION AGAINST DIFFERENT MIGRANT GROUPS – DEMOGRAPHIC DIFFERENCES**

This slide sets out the demographic differences from the 2013 survey on the extent to which various groups of people in New Zealand face discrimination. There are a number of consistent trends with younger people (aged 18-29), Māori, higher income earners and those who have attended higher education more likely to believe than average that the various groups of people in the survey face discrimination.

The following groups were more likely than average to believe...

**CHINESE FACE DISCRIMINATION IN NEW ZEALAND:**



- Those aged 18-29 (89% compared to 82% on average)
- Those with a household income of at least \$80,000 (89%)
- Graduates (87%)

**MUSLIMS FACE DISCRIMINATION IN NEW ZEALAND:**



- Those with a household income of at least \$120,000 (87% compared to 79% on average)
- Postgraduates (87%)

**INDIANS FACE DISCRIMINATION IN NEW ZEALAND:**



- Those aged 18-29 (87% compared to 78% on average)
- Māori (84%)
- Those with a household income of at least \$80,000 (83%)

**REFUGEES FACE DISCRIMINATION IN NEW ZEALAND:**



- Those with a household income of at least \$120,000 (77% compared to 70% on average)

**PACIFIC PEOPLES FACE DISCRIMINATION IN NEW ZEALAND:**



- Māori (75% compared to 68% on average). It is worth noting that 78% of Pacific Peoples in the survey believe they face discrimination; this is not significantly higher than the average.
- Those with a household income of at least \$120,000 (74%)
- Postgraduates (77%)

**SOMALIS FACE DISCRIMINATION IN NEW ZEALAND:**



- Wellingtonians (73%) and Cantabrians (71%) compared to the national average of 65%
- Those with a household income of at least \$120,000 (76%)

**INTERNATIONAL STUDENTS FACE DISCRIMINATION IN NEW ZEALAND:**



- Those aged 18-29 (66% compared to 56% on average)
- Māori (66%)
- Cantabrians (66%)
- Those with a household income of at least \$120,000 (65%)
- Graduates (64%)

**SOUTH AFRICANS FACE DISCRIMINATION IN NEW ZEALAND:**



- Those aged 18-29 (61% compared to 55% on average)
- Māori (64%)
- Those with a household income of at least \$140,000 (62%)
- Postgraduates (63%)

**EUROPEANS (EXCLUDING BRITISH PEOPLE) FACE DISCRIMINATION IN NEW ZEALAND:**



- Māori (53% compared to 44% on average)

**BRITISH PEOPLE FACE DISCRIMINATION IN NEW ZEALAND:**



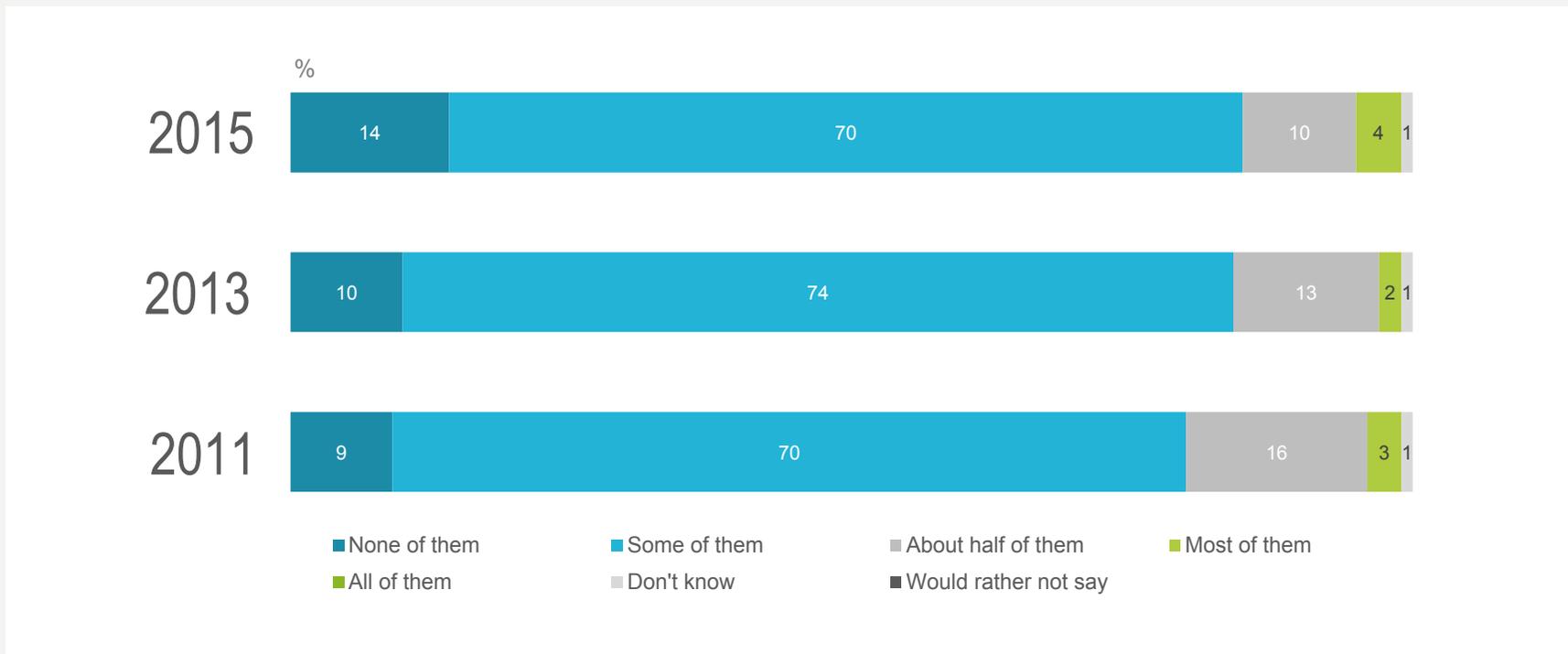
- Māori (47% compared to 38% on average)

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**A14. NEW ZEALANDERS WHO SAY THEY HAVE FRIENDS FROM COUNTRIES OTHER THAN NEW ZEALAND**

The chart shows the proportion of New Zealanders who say they have friends from countries other than New Zealand (or their home country if they were born overseas).

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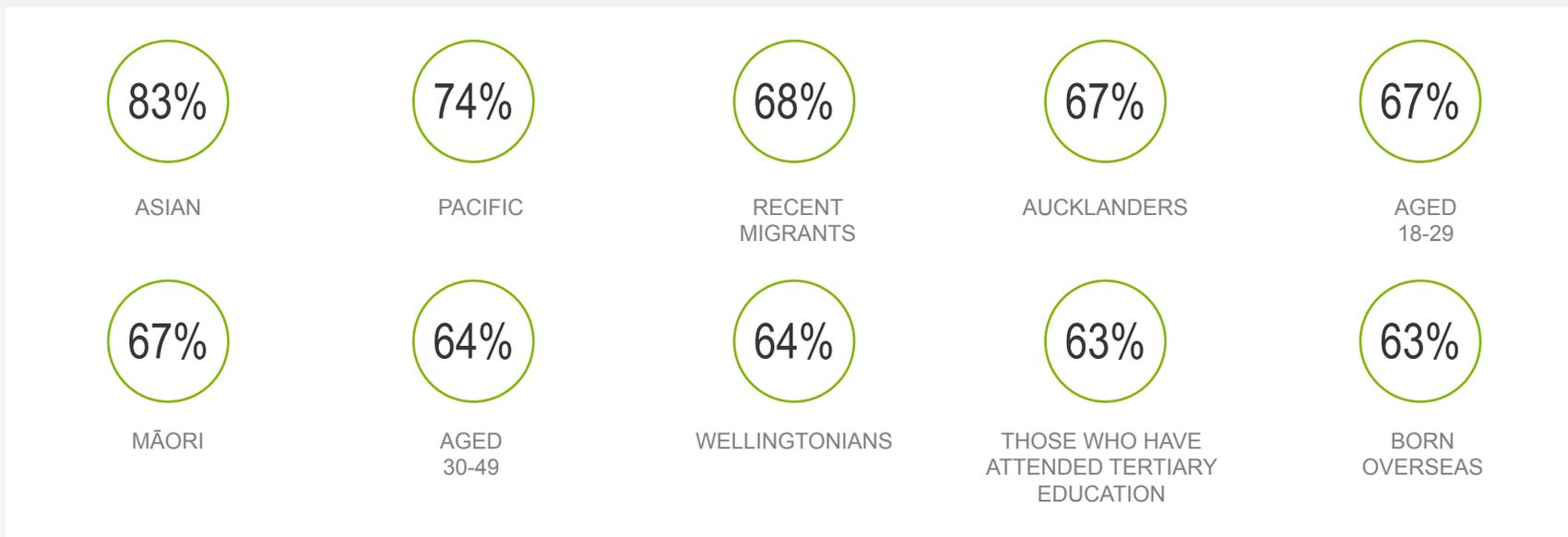


**Q** Thinking about your friends in New Zealand (not including your own family), about how many are from the following groups of people? People from other countries

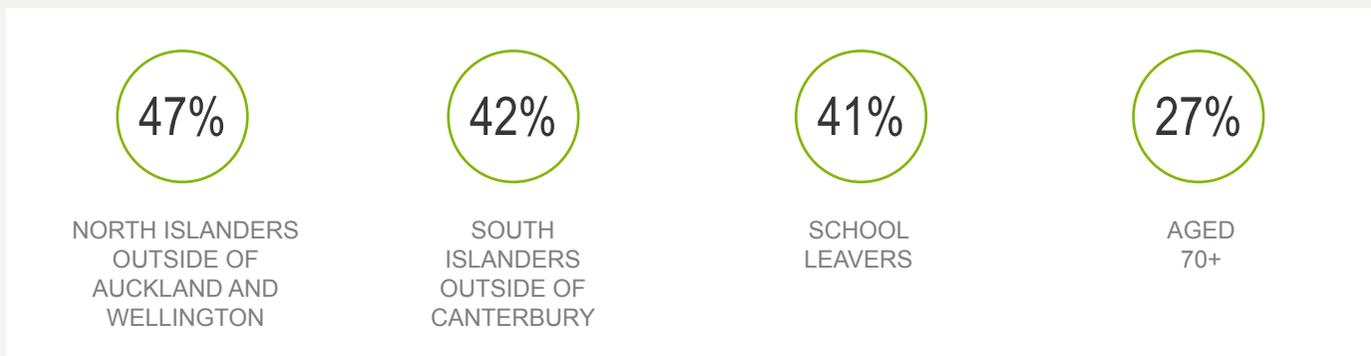
Base: All adults in 2015 (2000), 2013 (2927) and 2011 (1041)

### A15. ATTENDANCE AT ETHNIC CULTURAL FESTIVALS – DEMOGRAPHIC DIFFERENCES

Those **MORE LIKELY** to attend ethnic cultural festivals or events include:



Those **LESS LIKELY** to attend ethnic cultural festivals or events include:



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## A16. SOURCE OF AWARENESS OF MIGRANTS AND IMMIGRATION – DEMOGRAPHIC DIFFERENCES

Those more likely than average to refer to...



### PERSONAL EXPERIENCE / WHAT THEY HAVE HEARD INCLUDE:

- Those aged 50+ (62%)
- Men (63%)
- Aucklanders (64%)
- Those with household income of at least \$120,000 (65%)



### FRIENDS AND FAMILY INCLUDE:

- Those under 50 (61%)
- Asians (73%)
- Aucklanders (64%)



### NZ MEDIA INCLUDE:

- Those aged 50 plus (79%)
- South Islanders outside of Canterbury (81%)



### SOCIAL MEDIA INCLUDE:

- Those aged under 50 (44%)



### IMMIGRATION NZ INCLUDE:

- Aucklanders (27%)
- Those with household income of at least \$120,000 (28%)

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## A17. NEGATIVE MEDIA COVERAGE OF SPECIFIC MIGRANT GROUPS – DEMOGRAPHIC DIFFERENCES

Different demographic groups identify different groups of migrants which they feel the media portray negatively. This potentially reflects different sensitivities.



**MĀORI** ARE MORE LIKELY THAN AVERAGE TO MENTION:

- Muslims (33%)
- Arabs (20%)
- Refugees (19%)
- Indians (17%)
- Pacific People (17%)



**PACIFIC PEOPLE** ARE MORE LIKELY THAN AVERAGE TO MENTION:

- Muslims (37%)
- Arabs (22%)
- Refugees (21%)
- Indians (18%)
- Pacific People (16%)



**NZ EUROPEAN** ARE MORE LIKELY THAN AVERAGE TO MENTION:

- Chinese (32%)
- Asians (24%)



**ASIAN PEOPLE** ARE MORE LIKELY THAN AVERAGE TO MENTION:

- International students (5%)

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