



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

Community perceptions of migrants and immigration

2021

KANTAR PUBLIC



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BACKGROUND

The Community Survey was initially commissioned in 2009 to build an evidence base about community attitudes towards immigration and migrants. Since the initial benchmark, the survey has been conducted nine more times: 2010, 2011, 2013, 2015, 2016, 2017, 2018, 2019, and 2021.

The methodology used for the survey has changed over time. For instance, the 2011 and 2013 surveys used a combination of telephone and online interviewing with sample drawn from the electoral roll, while the most recent survey used online interviewing with sample drawn from a research panel. The major changes in methodology over time are detailed on the following page.

The questions asked in the survey have also changed over time. Cognitive testing, stakeholder consultation and analysis of key questions have informed changes to the survey.

In 2017, the scope of the Community Survey was adapted to help evaluate Immigration New Zealand's Welcoming Communities pilot programme. The Welcoming Communities programme aimed to help local councils and communities take a greater leadership role in welcoming newcomers in five specific regions (Tauranga and Western Bay of Plenty, Whanganui, Palmerston North, Canterbury, and Southland). The survey adaption included: (1) additional survey interviews to boost regional samples, and (2) a longitudinal component. As the Welcoming Communities pilot came to an end in 2019, these two elements were removed from the research in 2021 and a fresh sample was drawn that was nationally representative in respect to region, age, gender, and ethnicity.

OBJECTIVES

The primary objective of the Community Survey is to understand and monitor community perceptions of migrants, including:

- Overall views of migrants to New Zealand,
- Whether immigration makes communities a better or worse place to live, or makes no difference,
- Specific differences in attitudes towards different groups of migrants,
- The contribution of migrants to productivity and society,
- Immigration's effect on culture, crime, and unemployment,
- Perception of how welcoming communities and New Zealanders in general are to migrants,
- Whether or not there is discrimination towards different groups of migrants.

The secondary objective is to understand and monitor community behaviour in relation to migrants, including:

- The extent to which New Zealanders socialise with, and welcome different groups of migrants, including the friends they have, and the amount of time they spend with them,
- Attendance at, and participation in, cultural festivals and events.

METHODOLOGY

2011 and 2013

The Electoral Roll was used to sample New Zealanders (matching them to publicly available telephone numbers). The survey was run using a mixed method telephone and online survey approach. Respondents received a letter inviting them to complete the survey online and non-respondents were asked to take part in a telephone interview.

2015

A two-stage mixed method approach was undertaken as it was no longer possible to use the Electoral Roll as a sampling frame. Stage one consisted of a random digit dialling telephone survey, while stage two was an online (panel) survey.

2016

A reduced set of questions were placed on Colmar Brunton's fortnightly omnibus online survey.

2017, 2018, 2019, and 2021

The 2017, 2018, 2019 and 2021 surveys were standalone online surveys, with the samples sourced from Colmar Brunton's and Dynata's research panels. Fieldwork took place around late September to early November each year, and an overall target of 3,000 interviews was set and met or exceeded each year.

Each sample was structured to be representative of the New Zealand population by age, gender, ethnicity, household income, and region. Between 2017 and 2019 regional sampling was disproportionate relative to the population distribution in order to achieve additional interviews in the five regions where Immigration New Zealand's Welcoming Communities pilot programme was being run (see previous page for details). In 2021 this aspect of the research was removed and the regional sampling was changed to be nationally representative. Post-weighting was used to ensure that the overall results presented in this report are representative of the population (see 'Weighting' to the right).

There was a longitudinal component to the research between 2017 and 2019. Survey respondents were re-contacted and invited to take part in the 2018 and 2019 surveys. After being given three weeks to respond and two reminders, a fresh sample was drawn to fill any gaps in the target sample due to respondent churn. A cohort of 1,383 people took part in all three surveys.

Weighting

Corrective weighting was applied to ensure the profile of the final sample represented that of the New Zealand population (aged 18 and over). Weighting targets were set on age within gender, region, and ethnicity. The 2017, 2018, 2019, and 2021 surveys have been weighted to the 2018 Census population data, the 2015 and 2016 surveys have been weighted to the 2013 Census, and the 2011 and 2013 surveys to the 2006 Census.

Comparisons with previous results

Comparisons are made between 2011, 2013, 2015, 2016, 2017, 2018, 2019, and 2021. While changes in the sampling approach mean these comparisons should be treated with some caution, the profiles of the samples are broadly consistent, and we feel the research provides useful insight into how New Zealanders' perceptions of migrants are evolving.

Significant differences

The report highlights any statistically significant differences between 2019 and 2021 as well as statistically significant differences between the 2011 and 2021. The report also highlights demographic differences that are statistically significant when compared to the average response for all adults answering that specific question in 2021.

Survey methodology

All survey methods have their advantages and disadvantages. The main advantages of the online panel method used in 2017, 2018, 2019, and 2021 are: cost effectiveness in surveying a large number of people, respondents having time to consider their responses and being able to complete the survey at a time convenient to them. The main disadvantage of an online panel method is that it can not be said to be truly representative of the population as not everyone in the population has a chance of being surveyed. It can be said to be demographically representative of the population, however, as the sample is structured and weighted to reflect the New Zealand population (please see notes under 'Weighting').

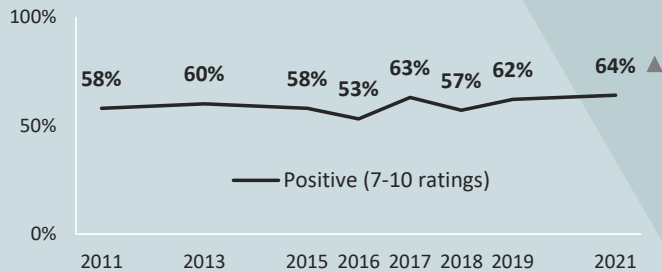
Response rates

The response rates achieved each year (where available) were: 2011 – 34%, 2013 – 36%, 2015 – 34%, 2016 – 24%, 2017 – 33%, 2018 – 43%, 2019 – 41%, 2021 – 45%.

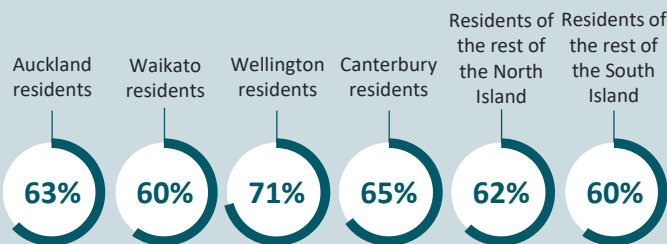
SUMMARY OF KEY FINDINGS

OVERALL VIEWS OF MIGRANTS

The majority of New Zealanders generally hold positive views about migrants. This sentiment is at its highest point measured since the research began in 2011.

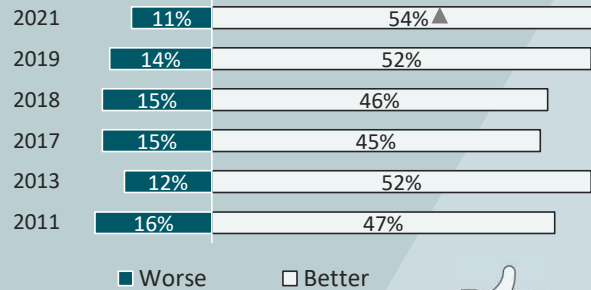


In 2021, Wellington residents feel more positively towards migrants than the average result across New Zealand.



PERCEIVED IMPACTS OF MIGRATION ON COMMUNITIES

Just over half of New Zealanders feel that the increasing number of migrants makes their community a better place to live.



Those who say it makes New Zealand a worse place to live tend to be concerned about the cultural and economic impact on New Zealand.

Those who say it makes New Zealand a better place to live most commonly say they appreciate how migrants make their community more multicultural and diverse.

EXTENT TO WHICH NEW ZEALAND IS WELCOMING TO MIGRANTS



Almost seven in ten people feel New Zealand is a welcoming country for migrants. Perception of how welcoming New Zealand is has been steadily declining since 2011 (down to 66% in 2021 from 82% in 2011).

Perceptions of New Zealand being a welcoming country tend to be driven by the fact that we see ourselves as generally welcoming and friendly people.

“The average kiwi is always welcoming especially if they see someone who is hard working and involved in helping or bettering a community and we are very culturally diverse.”

Those who feel New Zealand is not welcoming attribute this to racism and discrimination.

“Racism. People are insensitive. Don't want to understand. Don't want to embrace each other. People can have different backgrounds and beliefs but still respect each other, but it just doesn't happen.”

▲/▼ Significantly higher/lower than 2011.

SUMMARY OF KEY FINDINGS

MIGRANTS' CONTRIBUTION TO NEW ZEALAND

Most New Zealanders feel migration has a generally positive impact on New Zealand's economy and culture.

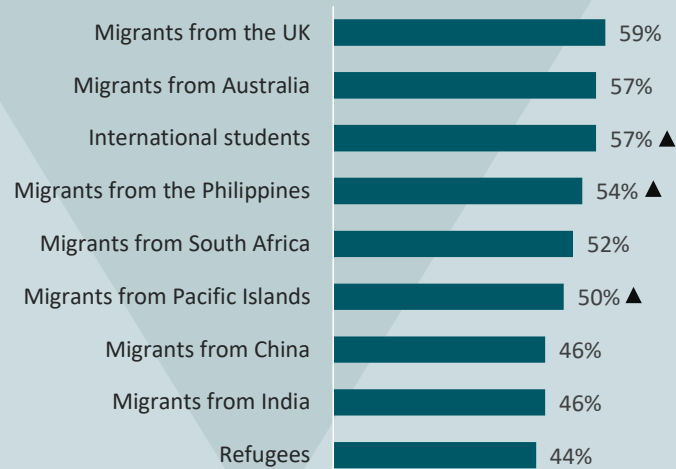
"Diversity of community = diversity of thought! Always a great thing. Richer community, culturally rich, the more integrated our migrants are within the community I would hope that this would reduce discrimination and racism over time."

- 78%** of New Zealanders agree it's a good thing for any society to be made up of people from different races, religions and cultures
- 72%** agree migrants make New Zealand more productive and innovative
- 57%** disagree allowing migrant cultures to thrive means that New Zealand's culture is weakened
- 50%** disagree migrants take jobs away from other New Zealanders
- 48%** disagree immigration increases the level of crime

Note: agree includes both agree and strongly agree ratings, and disagree includes both disagree and strongly disagree ratings.

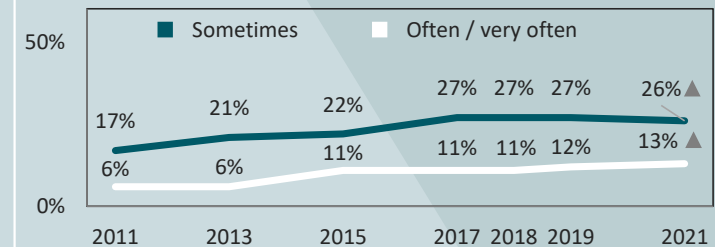
VIEWS OF DIFFERENT MIGRANT GROUPS

New Zealanders are most positive about migrants from the United Kingdom, Australia, and international students. Groups least positively perceived include: refugees, and migrants from India and China. Compared to 2019, more New Zealanders now feel positively towards international students, and migrants from the Philippines and the Pacific Islands.



CULTURAL FESTIVALS AND EVENTS

Around four in ten New Zealanders attend or participate in cultural festivals or events. This is a significant improvement from 2011.



FRIENDSHIPS



Nine in ten New Zealanders (89%) have friends who were born outside of New Zealand. Those who do not are more negative than average across nearly all aspects of migration measured in the 2021 survey.

▲ Significantly higher/lower than 2011. ▲ Significantly higher/lower than 2019.



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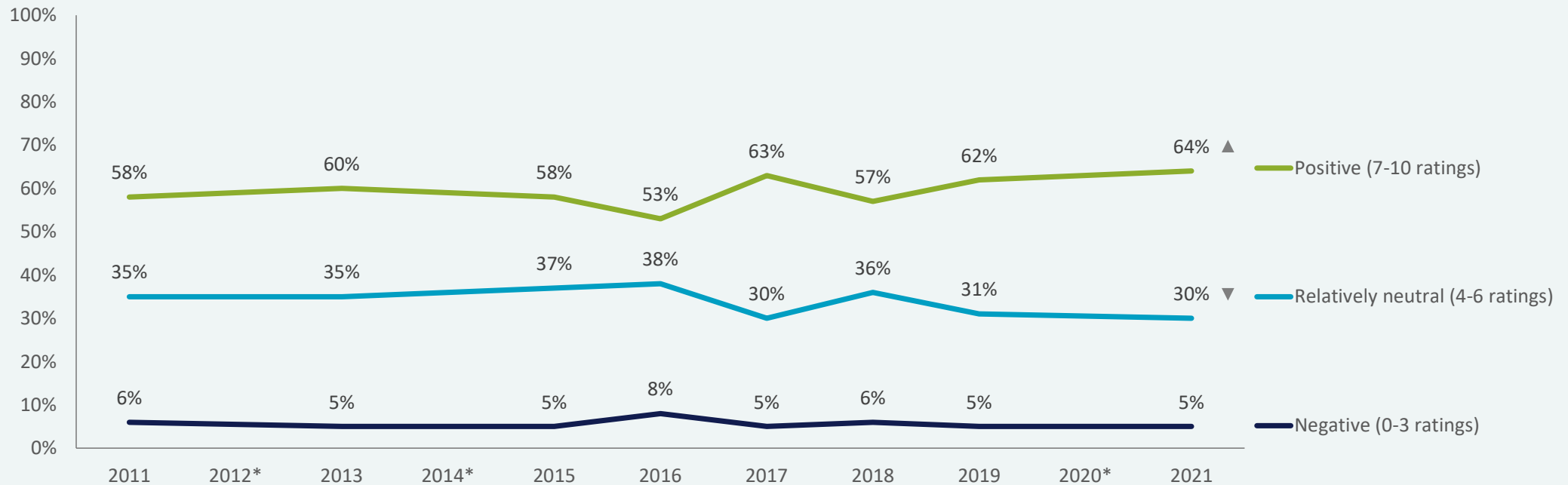
Overall views of migrants

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OVERALL VIEWS OF MIGRANTS

New Zealanders feel generally very positive about migrants. In 2021, 64% of New Zealanders feel positively towards migrants; this is a significant improvement from the 58% who felt this way in 2011. Positivity has fluctuated over time with small declines in 2016 and 2018 but overall it continues to trend in a positive direction.



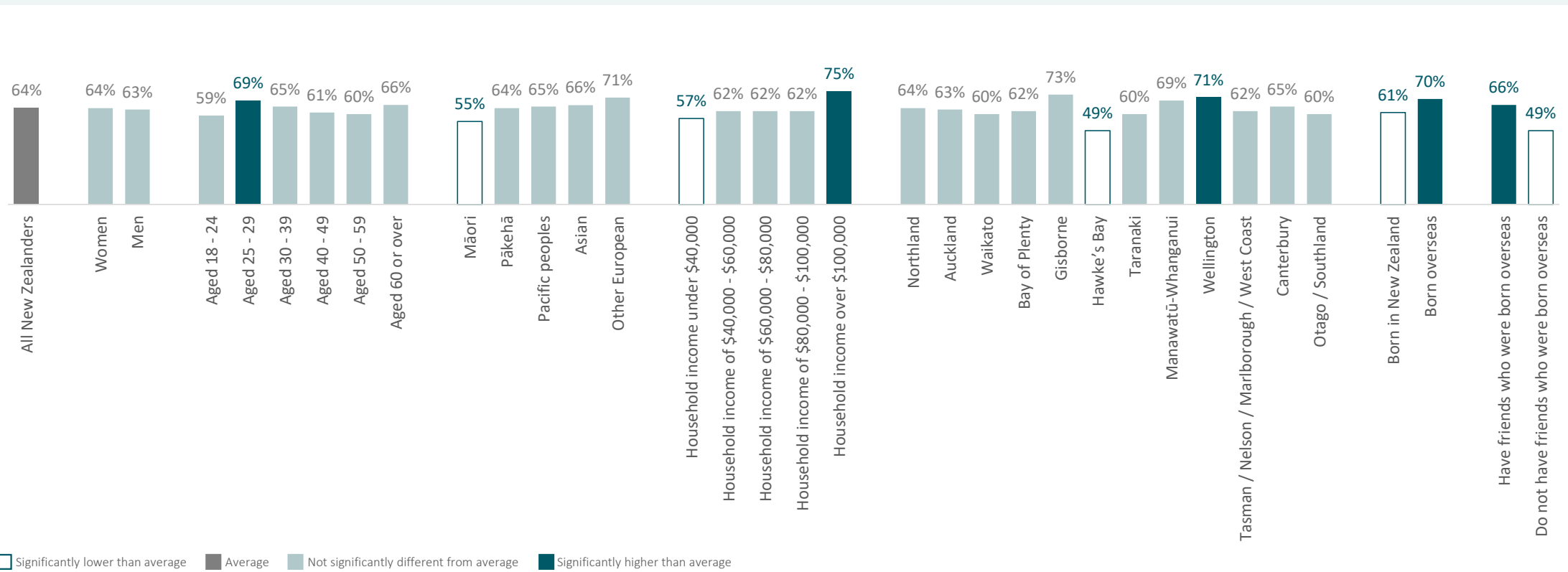
▲ Significantly higher/lower than 2011
▼ Significantly higher/lower than 2019

Base: All New Zealanders (2011 n=1,041, 2013 n=2,927, 2015 n=2,000, 2016 n=1,000, 2017 n=3,628, 2018 n=3,396, 2019 n=3,547, 2021 n=3,000).
 Source: Q12 – 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? [Note that a rating of 5 on this scale was marked as neutral]
 Note: * No data was collected in these years.



OVERALL VIEWS OF MIGRANTS – DEMOGRAPHIC DIFFERENCES

New Zealanders most likely to feel positively towards migrants are aged 25 to 29, have an annual household income over \$100,000, are Wellington based, were born overseas, or have friends who were born overseas. Those least likely to feel positively towards migrants are Māori, have an annual household income under \$40,000, live in Hawke’s Bay, were born in New Zealand or do not have any friends who were born overseas.

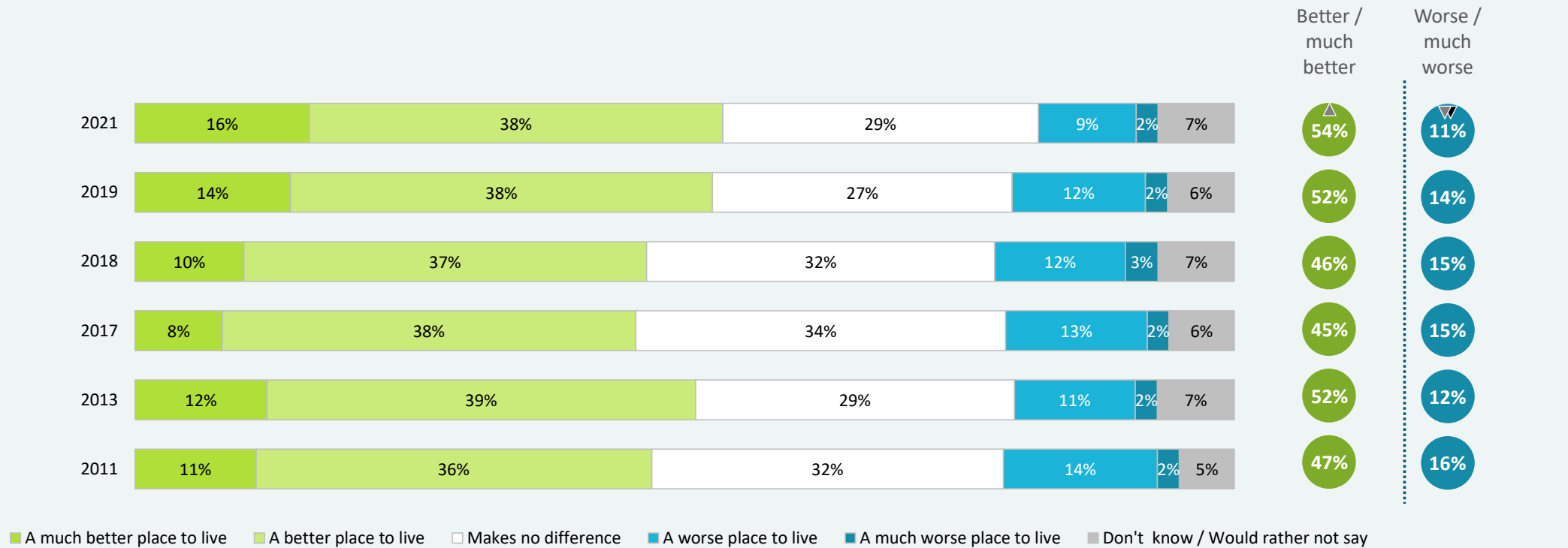


Base: All New Zealanders (n=3,000), women (n=1,527), men (n=1,465), 18-24 (n=307), 25-29 (n=351), 30-39 (n=463), 40-49 (n=546), 50-59 (n=498), 60+ (n=835), Māori (n=478), Pakeha (n=1,961), Pacific (n=246), Asian (n=479), Other European (n=150), HH income < \$40,000 (n=678), \$40,000-\$60,000 (n=443), \$60,000-\$80,000 (n=352), \$80,000-\$100,000 (n=314), \$100,000+ (n=861), Northland (n=111), Auckland (n=999), Waikato (n=287), BoP (n=190), Gisborne (n=29), Hawke's Bay (n=106), Taranaki (n=69), Manawatu-Wanganui (n=145), Wellington (n=334), Tasman/Nelson/Marlborough/West Coast (n=122), Canterbury (n=396), Otago/Southland (n=205), Born in New Zealand (n=2,171), Born overseas (n=829), Have friends who were born overseas (n=2,683), Do not have friends who were born overseas (n=235). Source: Q12 – 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? [Note that a rating of 5 on this scale was marked as neutral].



PERCEIVED IMPACT OF MIGRATION ON COMMUNITIES

More than half of New Zealanders (54%) feel that the increasing number of migrants makes their community a better place to live. This is a significant improvement from the 47% who felt this way in 2011.



Base: All New Zealanders (2011 n=1,041, 2013 n=2,927, 2017 n=3,628, 2018 n=3,396, 2019 n=3,547, 2021 n=3,000).

Source: Q15 – 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?

Notes: Question not asked in 2015 or 2016. Percentages may not sum to 100% due to rounding.



PERCEIVED IMPACT OF MIGRATION ON COMMUNITIES – DEMOGRAPHIC DIFFERENCES

New Zealanders most likely to feel migrants make their community a better place to live are Wellington residents, have an annual household income greater than \$100,000, identify as Asian, were born overseas, or are under the age of 40.



Subgroup differences presented in this chart are significantly different from average.

Base: All New Zealanders 2021.

Source: Q15 – 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?



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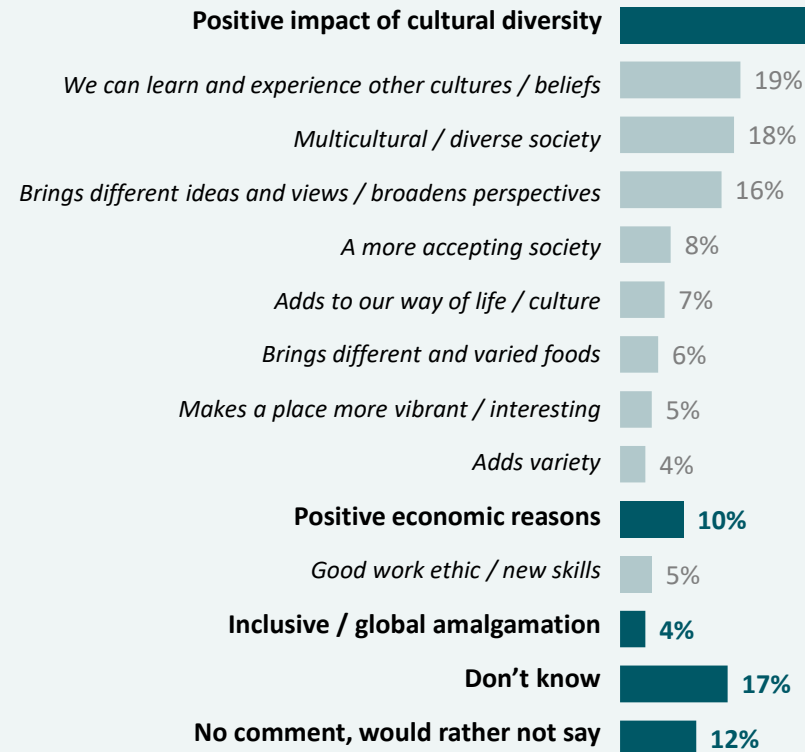
PERCEIVED POSITIVE IMPACTS OF MIGRATION

The chart on page 10 showed that 54% of New Zealanders believe migrants make their community a better place to live. The main reason these people feel this way is that they appreciate how migrants make our communities, and society as a whole, more culturally diverse.

54%

of New Zealanders believe migrants make their community a better place to live. Reasons behind these positive perceptions are shown on the chart to the right.

Responses to a free text question. Comments have been grouped into high level themes (**teal and bold**) and more granular themes within each high level theme (*grey and italics*).



"I think multiculturalism increases awareness and acceptance of other cultures and people. Such exposure has only improved the character of New Zealanders, particularly the younger generations who are growing up in an increasingly multicultural and tolerant Aotearoa."

"I think it helps people understand each other more. We can all learn from each other and understand different walks of life. This makes people more open minded and accepting as they often resent or reject things they don't understand. People fear the unknown so by gaining a greater understanding of other ethnicities and cultures we can become a better place to live."

Caution when interpreting the chart, the percentages are based only on those people who feel that increasing the number of people from different cultures and countries makes New Zealand a better place to live.

Base: Those who feel that increasing the number of people from different cultures and countries makes New Zealand a better place to live (2021 n=1,605).
 Source: Q16 – And for what particular reasons do you say that?
 Note: Respondents were able to mention more than one reason. Reasons mentioned by less than 4% of respondents not shown.

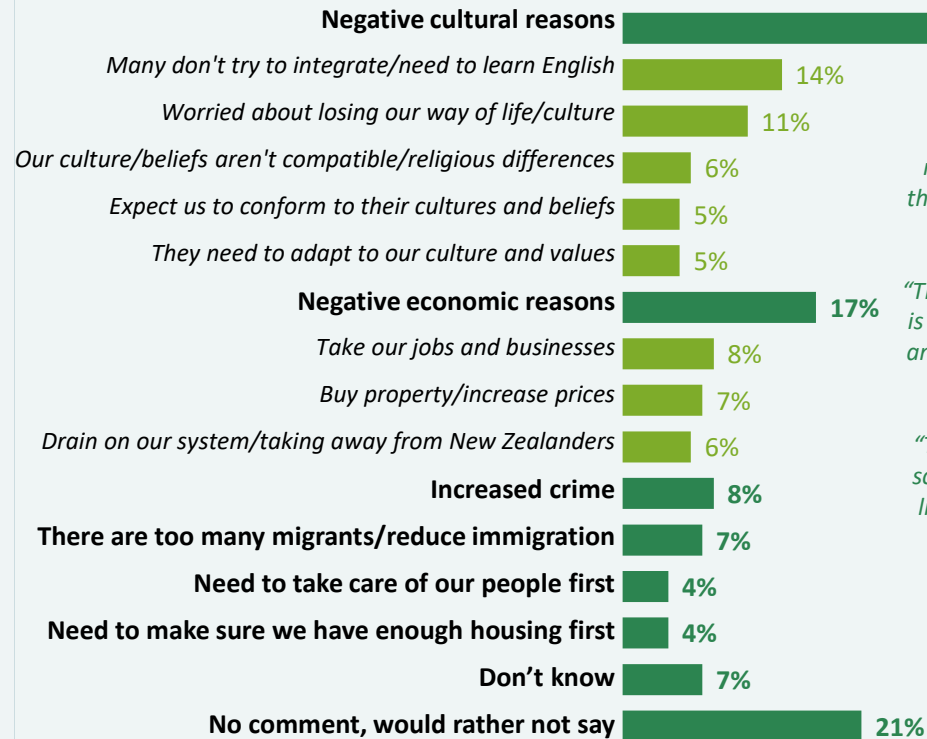
PERCEIVED NEGATIVE IMPACTS OF MIGRATION

The chart on page 10 showed that 11% of New Zealanders believe migrants make their community a worse place to live. These people tend to be concerned about the cultural and/or economic impacts migration has on New Zealand.

11%

of New Zealanders believe migrants make their community a worse place to live. Reasons behind these negative perceptions are shown on the chart to the right.

Responses to a free text question. Comments have been grouped into high level themes (**dark green and bold**) and more granular themes within each high level theme (*light green and italics*).



"Assimilation should be the goal. There is already enough disunity in New Zealand without importing more, if immigrants aren't prepared to leave behind their culture and adopt ours... "the kiwi dream", then it will end in tears."

"They are freely offered everything NZ has to give which is a far lot more than is offered to Kiwis. They take jobs and housing away from Kiwis and they bring their own ideas and then complain about the way we live."

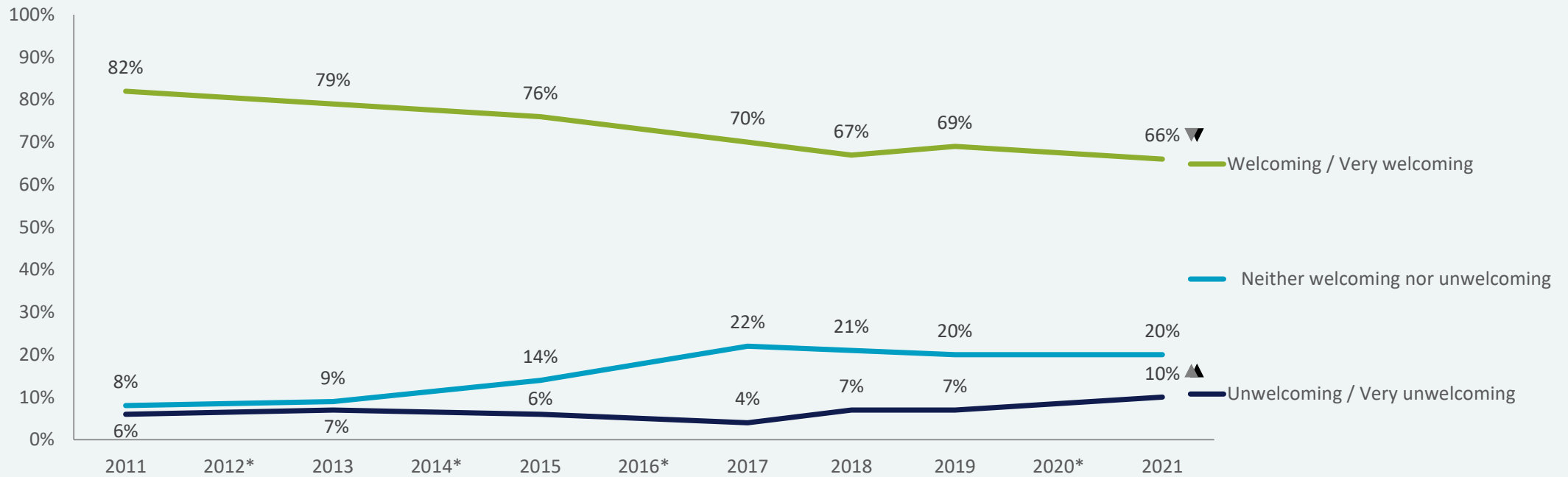
"They push up house prices, take away jobs, fill up the school rolls, do not respect NZ and its laws and way of living, and try to push Kiwis around by not abiding by our way of life or culture. Overall I do not see any positives in it and it is only becoming worse. Also migrants are now bringing covid into the country."

Caution when interpreting the chart, the percentages are based only on those people who feel that increasing the number of people from different cultures and countries makes New Zealand a worse place to live.

Base: Those who feel that increasing the number of people from different cultures and countries makes New Zealand a worse place to live (2021 n=319).
 Source: Q16 – And for what particular reasons do you say that?
 Note: Respondents were able to mention more than one reason. Reasons mentioned by less than 4% of respondents not shown.

EXTENT TO WHICH NEW ZEALAND IS WELCOMING TO MIGRANTS

Two thirds of New Zealanders feel New Zealand is a welcoming country for migrants. This sentiment has been trending downwards since the research began in 2011.



▲▼ Significantly higher/lower than 2011
▲▼ Significantly higher/lower than 2019

Base: All New Zealanders (2011 n=1,041, 2013 n=2,927, 2015 n=2,000, 2017 n=3,628, 2018 n=3,396, 2019 n=3,547, 2021 n=3,000).

Source: Q4 – 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.

Notes: * No data was collected in 2012, 2014 and 2020. Question not asked in 2016.



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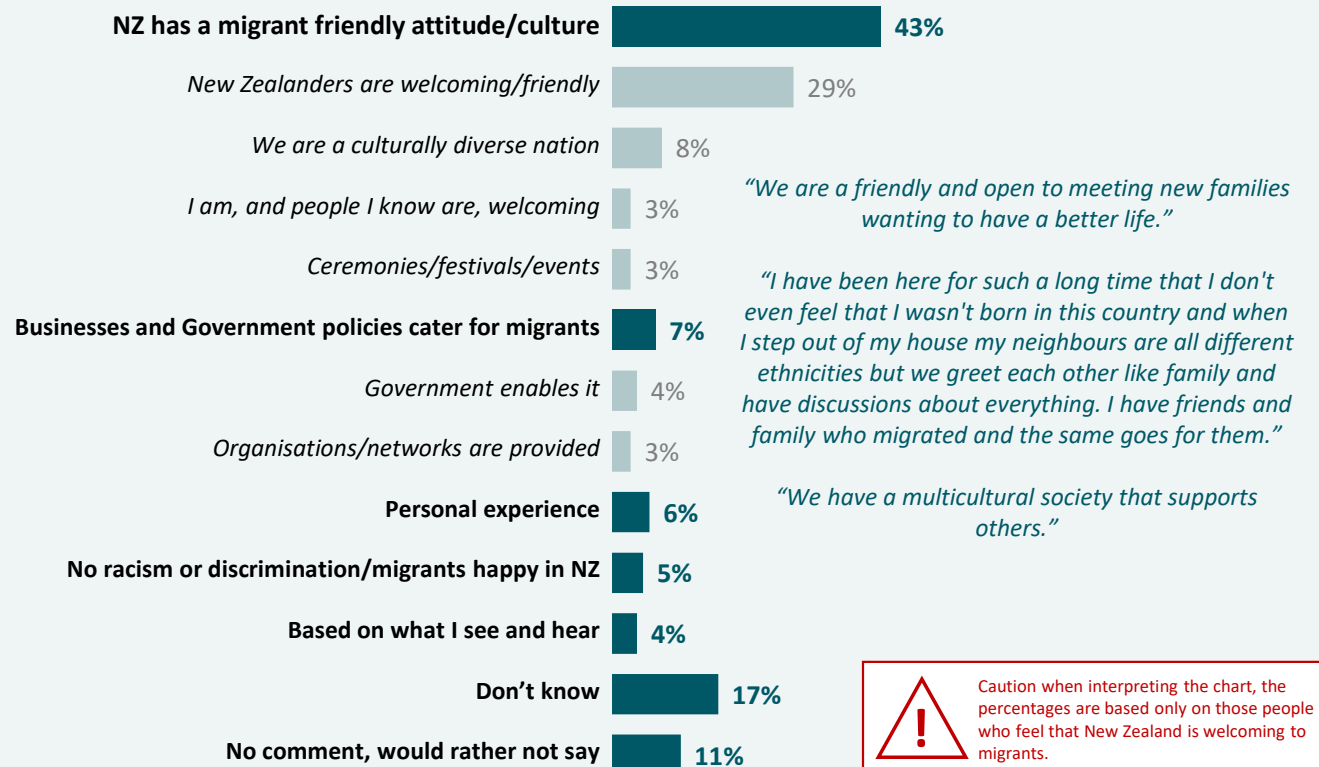
REASONS WHY NEW ZEALAND IS PERCEIVED TO BE WELCOMING TO MIGRANTS

The chart on page 14 showed that 66% of New Zealanders believe New Zealand is a welcoming country for migrants. Of this 66%, more than 40% believe this to be the case because in general New Zealanders have welcoming and friendly attitudes towards migrants.

66%

of New Zealanders believe New Zealand is a welcoming country for migrants. Reasons behind these positive perceptions are shown on the chart to the right.

Responses to a free text question. Comments have been grouped into high level themes (**teal and bold**) and more granular themes within each high level theme (*grey and italics*).



Caution when interpreting the chart, the percentages are based only on those people who feel that New Zealand is welcoming to migrants.

Base: Those who feel New Zealand is welcoming or very welcoming to migrants (2021 n=1,970).
 Source: Q5 – For what particular reasons do you say that?
 Notes: Respondents were able to mention more than one reason. Reasons mentioned by less than 3% of respondents not shown.

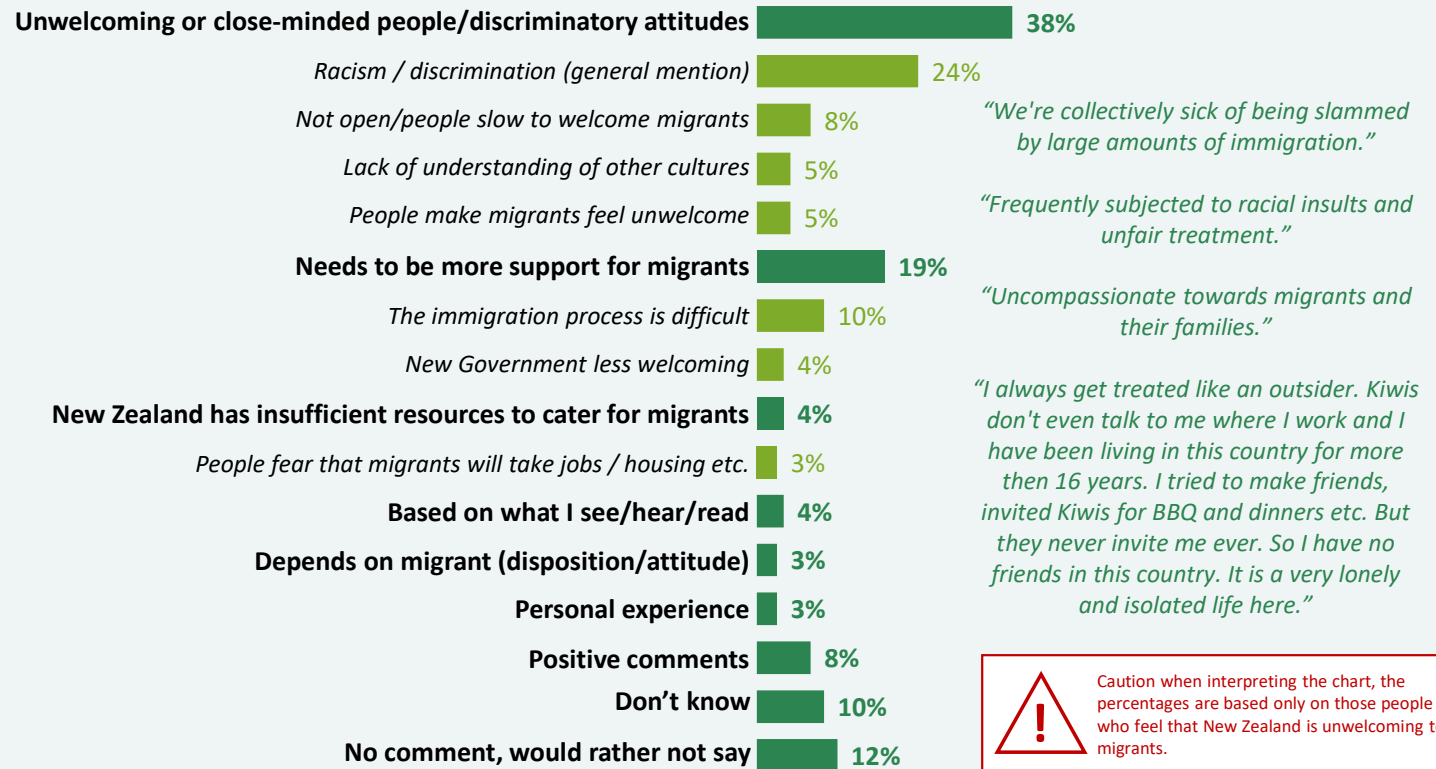
REASONS WHY NEW ZEALAND IS PERCEIVED TO BE UNWELCOMING TO MIGRANTS

The chart on page 14 showed that 10% of New Zealanders believe New Zealand is not a welcoming country for migrants. Amongst this 10%, a quarter feel this is due to racism and discrimination.

10%

of New Zealanders believe New Zealand is not a welcoming country for migrants. Reasons behind these negative perceptions are shown on the chart to the right.

Responses to a free text question. Comments have been grouped into high level themes (**dark green and bold**) and more granular themes within each high level theme (*light green and italics*).



Base: Those who feel New Zealand is unwelcoming or very unwelcoming to migrants (2021 n=293).

Source: Q5 – For what particular reasons do you say that?

Notes: Respondents were able to mention more than one reason. Reasons mentioned by less than 3% of respondents not shown.





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Views of different migrant groups

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OVERALL VIEWS OF DIFFERENT MIGRANT GROUPS

Attitudes towards migrants vary depending on migrant type and their country of origin. New Zealanders are more positive about migrants from the United Kingdom and Australia, and international students. They are less positive about refugees, and migrants from China and India. Compared to 2019, more New Zealanders now feel positively towards international students, and migrants from the Philippines, and the Pacific Islands.

Positive view of migrants (7-10 rating)	2015	2016	2017	2018	2019	2021
Migrants from the United Kingdom	62%	63%	64%	58%	61%	59%
Migrants from Australia	60%	61%	60%	54%	57%	57%
International students	57%	48%	52%	49%	53%	57% ▲
Migrants from the Philippines	*	*	*	*	50%	54% ▲
Migrants from South Africa	52%	46%	51%	46%	51%	52%
Migrants from Pacific Islands	*	*	*	*	47%	50% ▲
Migrants from India	43%	37%	43%	39%	44%	46%
Migrants from China	40%	35%	42%	38%	44%	46%
Refugees	34%	35%	42%	37%	42%	44%

▲▼ Significantly higher/lower than 2019

Base: All New Zealanders (2015 n=2,000, 2016 n=1,000, 2017 n=3,628, 2018 n=3,396, 2019 n=3,547, 2021 n=3,000).

Source: Q13 – 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 ...?

Noes: * Not asked about prior to 2019.





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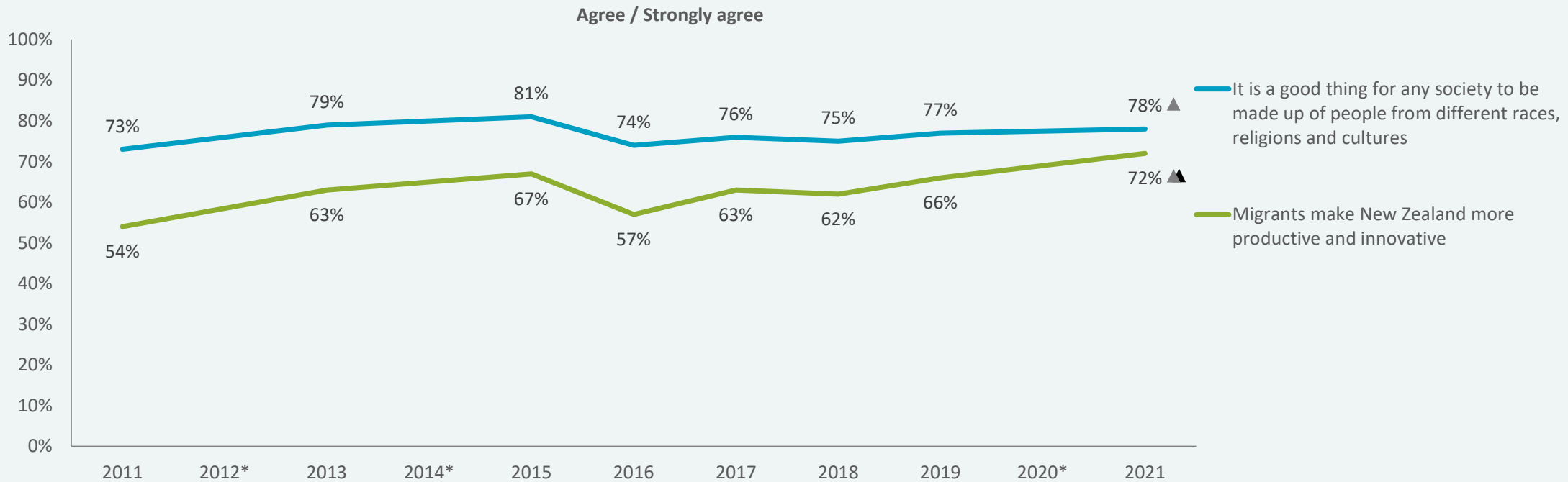
Migrants' contribution to New Zealand's economy, productivity, culture and society

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PERCEPTIONS OF MIGRANTS' CONTRIBUTION TO NEW ZEALAND'S ECONOMY AND CULTURE (AGREEMENT WITH POSITIVE STATEMENTS)

New Zealanders feel migration has a generally positive impact on our economy and culture. Around three quarters agree it's a good thing for any society to be made up of people from different races, religions and cultures, and migrants make New Zealand more productive and innovative.



▲▲ Significantly higher/lower than 2011
▲▼ Significantly higher/lower than 2019

Base: All New Zealanders (2011 n=1,041, 2013 n=2,927, 2015 n=2,000, 2016 n=1,000, 2017 n=3,628, 2018 n=3,396, 2019 n=3,547, 2021 n=3,000).

Source: Q10 – Below are some general statements that some people have made about migrants. To what extent do you agree or disagree with each statement?

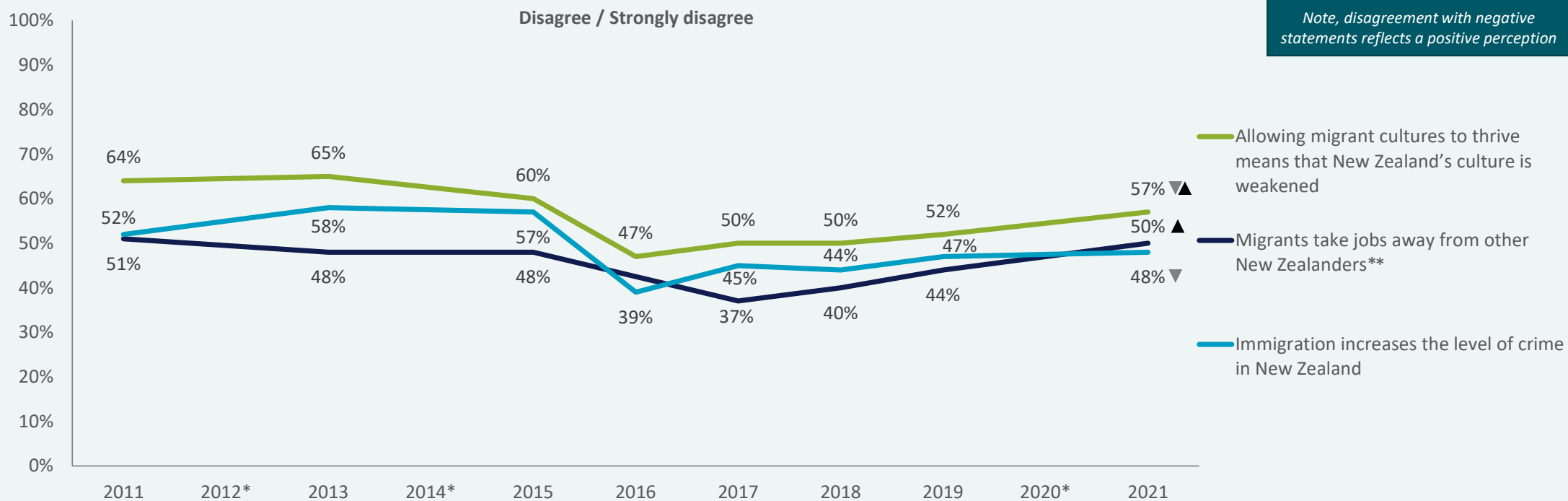
Note: Question response scale changed in 2015. Prior to 2015 the scale midpoint was labelled 'neutral' whereas from 2015 onwards it was labelled 'neither agree nor disagree'. Results before and after 2015 remain comparable.

Note: * No data was collected in these years.



PERCEPTIONS OF MIGRANTS' CONTRIBUTION TO NEW ZEALAND'S ECONOMY, CULTURE AND CRIME (DISAGREEMENT WITH NEGATIVE STATEMENTS)

Approximately half of New Zealanders disagree that: allowing migrant cultures to thrive means that New Zealand's culture is weakened, migrants take jobs away from other New Zealanders, and immigration increases the level of crime in New Zealand.



▲▼ Significantly higher/lower than 2011
▲▼ Significantly higher/lower than 2019

Base: All New Zealanders (2011 n=1,041, 2013 n=2,927, 2015 n=2,000, 2016 n=1,000, 2017 n=3,628, 2018 n=3,396, 2019 n=3,547, 2021 n=3,000).
Source: Q10 – Below are some general statements that some people have made about migrants. To what extent do you agree or disagree with each statement?
Notes: ** Question not asked in 2016. *No data was collected in 2012, 2014 and 2020.





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Welcoming communities



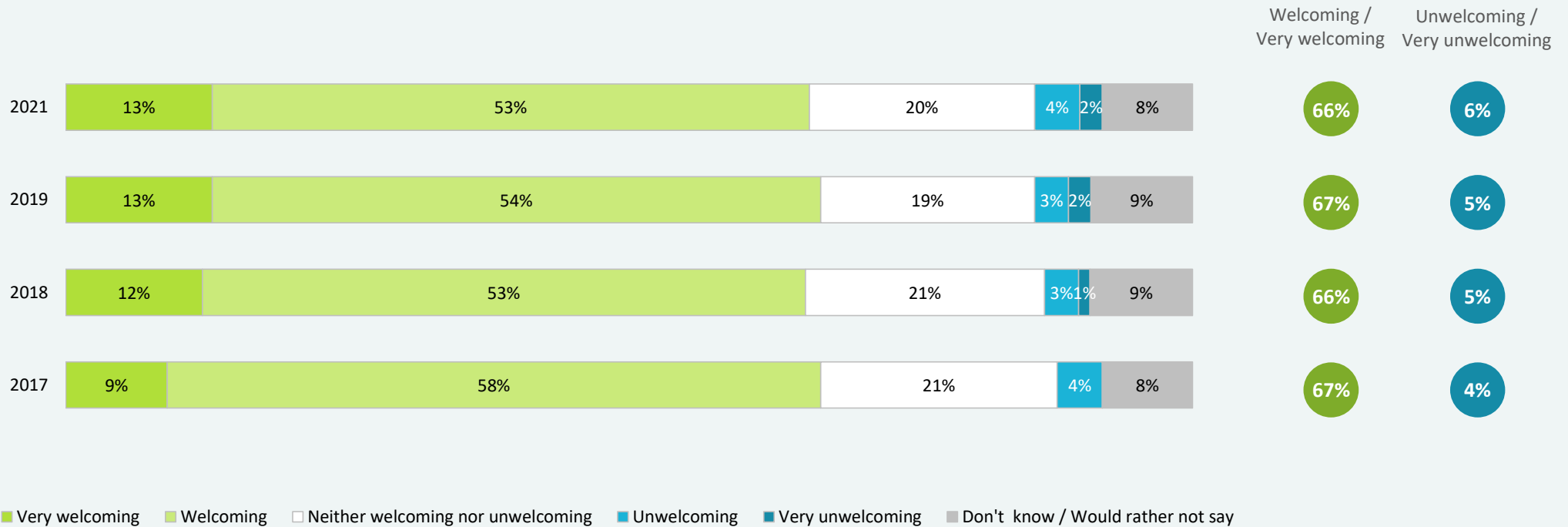
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EXTENT TO WHICH COMMUNITIES ARE WELCOMING TO MIGRANTS

Two thirds of New Zealanders feel their community is welcoming to migrants. This sentiment has been relatively stable since it was first measured in 2017.



None of the differences between 2021 and 2019 are statistically significant.

Base: All New Zealanders (2017 n=3,628, 2018 n=3,396, 2019 n=3,547, 2021 n=3,000).

Source: Q6 – Would you say your community is a welcoming or unwelcoming community for migrants? By migrants we mean people who move to New Zealand either on a temporary or permanent basis. When we ask about communities, we mean the place you live.

Note: Question not asked prior to 2017. Percentages may not sum to 100% due to rounding.

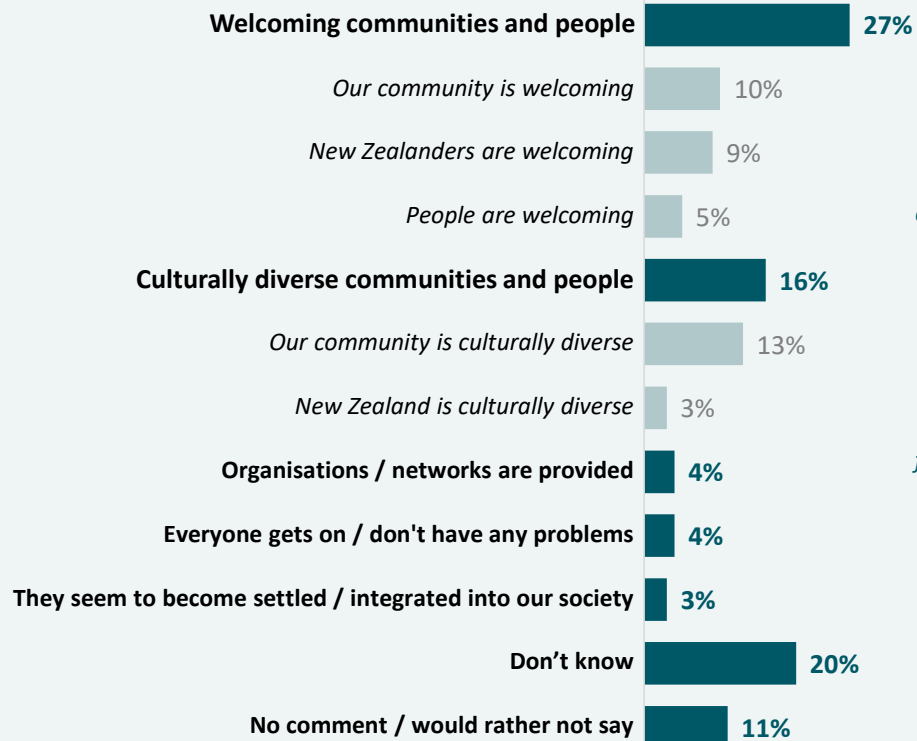
REASONS WHY COMMUNITIES ARE PERCEIVED TO BE WELCOMING TO MIGRANTS

The chart on page 25 showed that 66% of New Zealanders feel their community is welcoming to migrants. Amongst this 66%, the main reason stated was that people feel they live in welcoming communities.

66%

of New Zealanders feel their community is welcoming to migrants. Reasons behind these positive perceptions are shown on the chart to the right.

Responses to a free text question. Comments have been grouped into high level themes (**teal and bold**) and more granular themes within each high level theme (*grey and italics*).



"We have a very multi-cultural and diverse local community, including many seasonal workers, all of whom are spoken of kindly and looked after when they need assistance."

"Treating everyone as equals, the basics of what people deserve."

"In our community we work closely with migrant families to make sure they are well looked after."



Caution when interpreting the chart, the percentages are based only on those people who feel that their community is welcoming to migrants.

Base: Those who feel their community is welcoming or very welcoming to migrants (2021 n=1,983).

Source: Q7 – For what particular reasons do you say that?

Note: Respondents were able to mention more than one reason. Reasons mentioned by less than 3% of respondents not shown.



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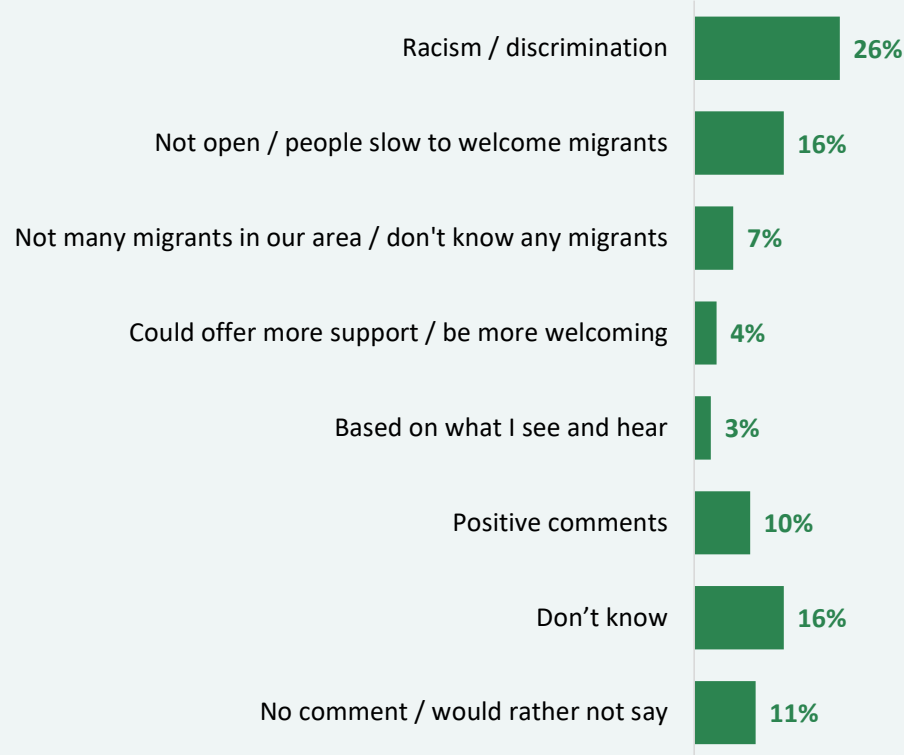
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REASONS WHY COMMUNITIES ARE PERCEIVED TO BE UNWELCOMING TO MIGRANTS

The chart on page 25 showed that 6% of New Zealanders feel their community is not welcoming to migrants. Of this 6%, 26% attribute it to racism and discrimination.

6%
of New Zealanders feel their community is not welcoming to migrants. Reasons behind these negative perceptions are shown on the chart to the right.

Responses to a free text question. Comments have been grouped into themes.



"I live in a small town with high crime and gang affiliation. New people stick out and are often targeted."

"New Zealanders are generally racist."

"They think we might be competing for their jobs or businesses."



Caution when interpreting the chart, the percentages are based only on those people who feel that their community is unwelcoming to migrants.

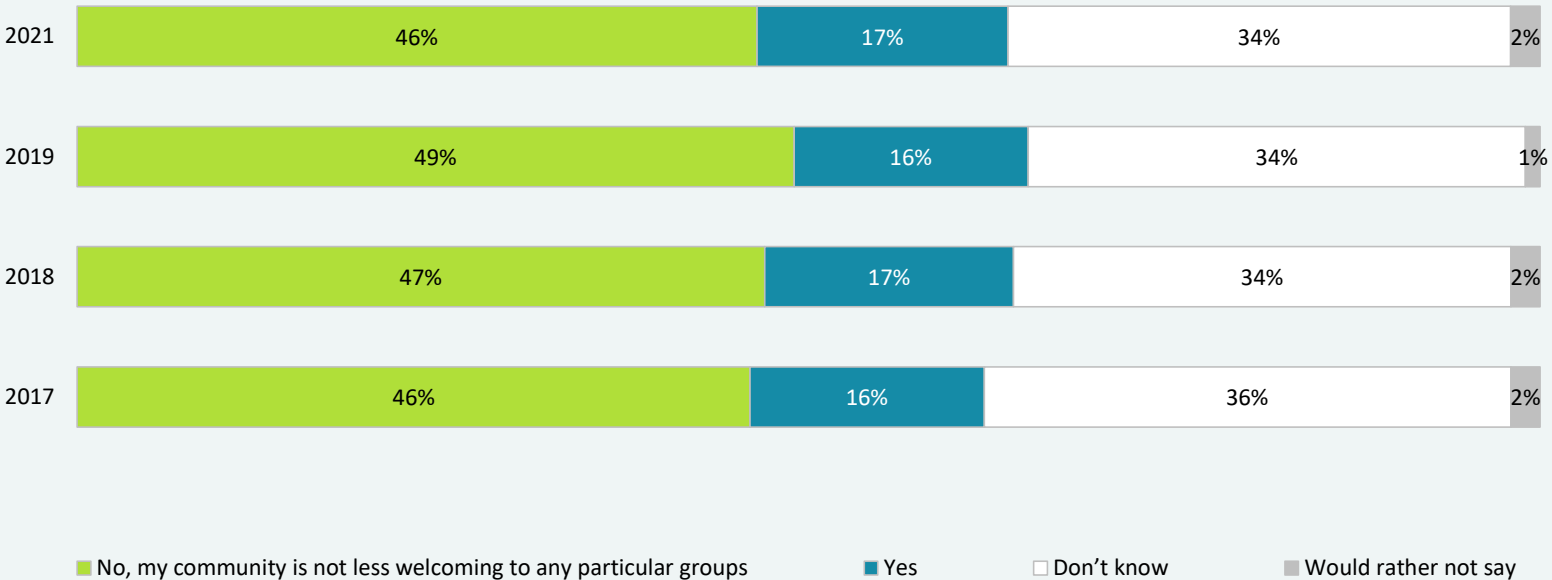
Base: Those who feel their community is unwelcoming or very unwelcoming to migrants (2021 n=178).

Source: Q7 – For what particular reasons do you say that?

Note: Respondents were able to mention more than one reason. Reasons mentioned by less than 3% of respondents not shown.

PERCEPTIONS OF HOW COMMUNITIES WELCOME DIFFERENT MIGRANT GROUPS

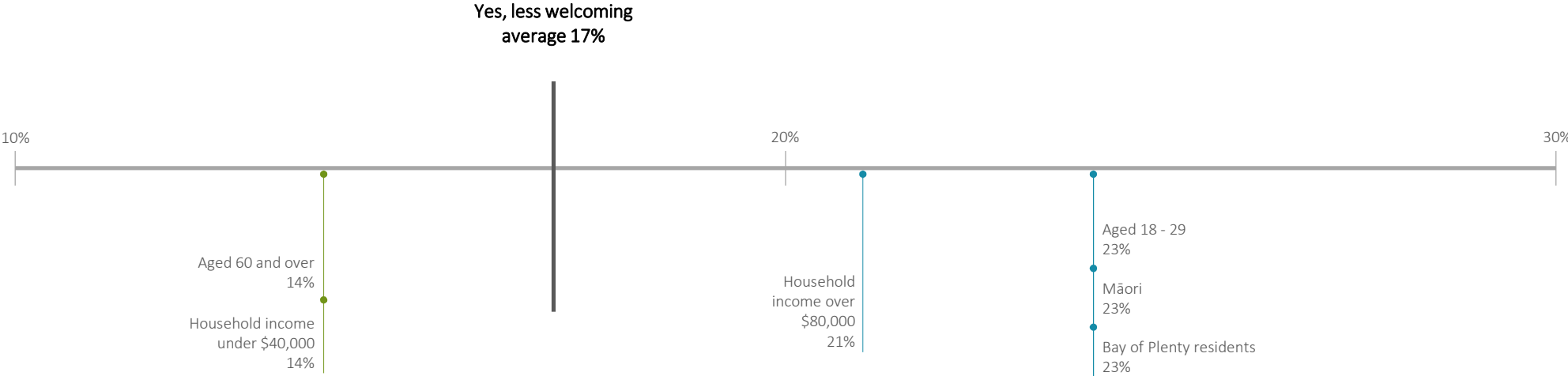
Fewer than one in five (17%) New Zealanders feel their community is less welcoming to particular groups of migrants.



None of the differences between 2021 and 2019 are statistically significant.

PERCEPTIONS OF HOW COMMUNITIES WELCOME DIFFERENT MIGRANT GROUPS – DEMOGRAPHIC DIFFERENCES

Those over the age of 60 and those with an annual household income under \$40,000 are least likely to feel their community is less welcoming to particular groups of migrants.



Subgroup differences presented in this chart are significantly different from average.

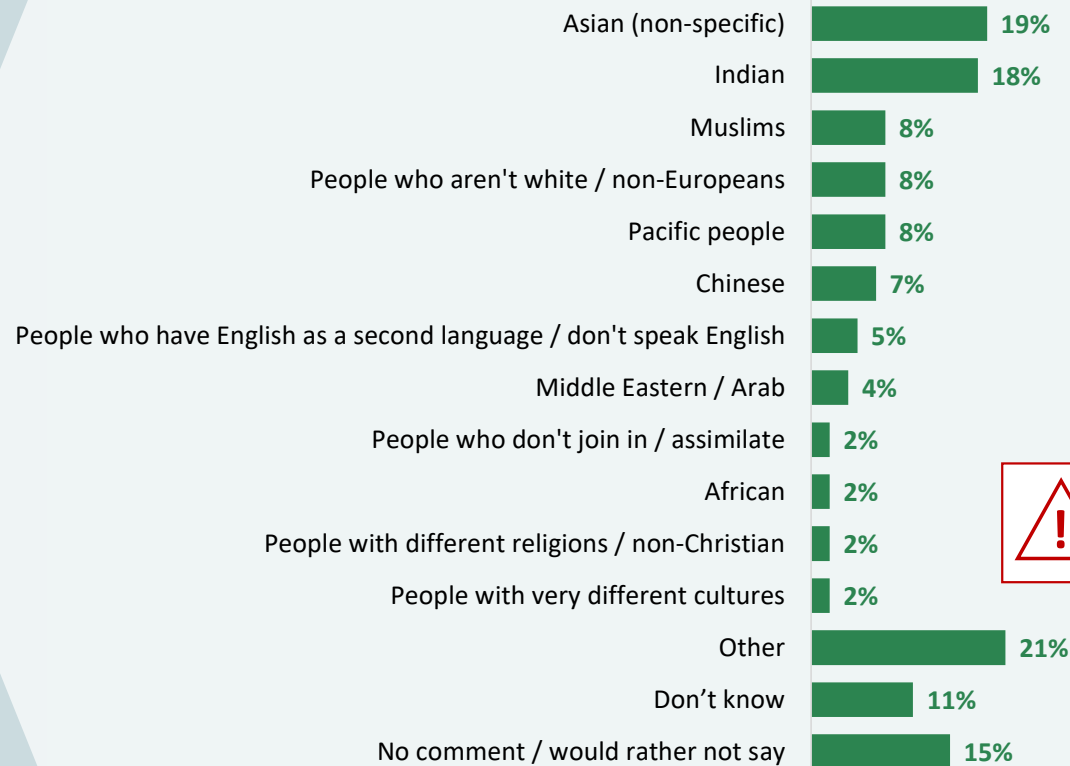
MIGRANT GROUPS PERCEIVED TO BE LESS WELCOMED BY COMMUNITIES

The chart on page 28 showed that 17% of New Zealanders feel their community is less welcoming to particular groups of migrants. The 17% are most likely to say that Asian migrants and Indian migrants are less welcomed.

17%

of New Zealanders feel their community is less welcoming to particular groups of migrants; these migrant groups include...

Responses to a free text question. Comments have been grouped into themes.



Caution when interpreting the chart, the percentages are based only on those people who feel that their community is less welcoming to particular groups of migrants.

Base: Those who feel their community is less welcoming to particular groups of migrants (2021 n=529).
 Source: Q9 – Which group(s) of migrants do you feel your community is less welcoming towards?
 Note: Respondents were able to mention more than one reason.

MIGRANT GROUPS PERCEIVED TO BE MOST DISCRIMINATED AGAINST

In general, New Zealanders feel Muslims, Indians, Chinese, and refugees are the most discriminated against. Since 2019, there has been an increase in the proportion of New Zealanders who say migrants across almost all groups face some or a lot of discrimination.

% of New Zealanders who think there is some or a lot of discrimination against each migrant group	2017	2018	2019	2021
British	11%	14%	14%	16%
Europeans - excluding British	12%	17%	15%	17% ▲
Buddhists	*	*	20%	24% ▲
South Africans	18%	23%	21%	25% ▲
International students	25%	27%	24%	28% ▲
Filipinos	*	*	26%	31% ▲
Pacific peoples	28%	33%	31%	35% ▲
Hindus	*	*	33%	38% ▲
Refugees	34%	38%	37%	40% ▲
Chinese	41%	42%	41%	45% ▲
Indians	40%	42%	40%	45% ▲
Muslims	47%	46%	43%	48% ▲

▲▼ Significantly higher/lower than 2019

Base: All New Zealanders (2017 n=3,628, 2018 n=3,396, 2019 n=3,547, 2021 n=3,000).

Source: Q14 – In general, would you say that there is no discrimination, a little, some or a lot of discrimination in your community, against the following groups or types of people?

Note: Question not asked in 2015 or 2016. * Not asked about prior to 2019.





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Event attendance



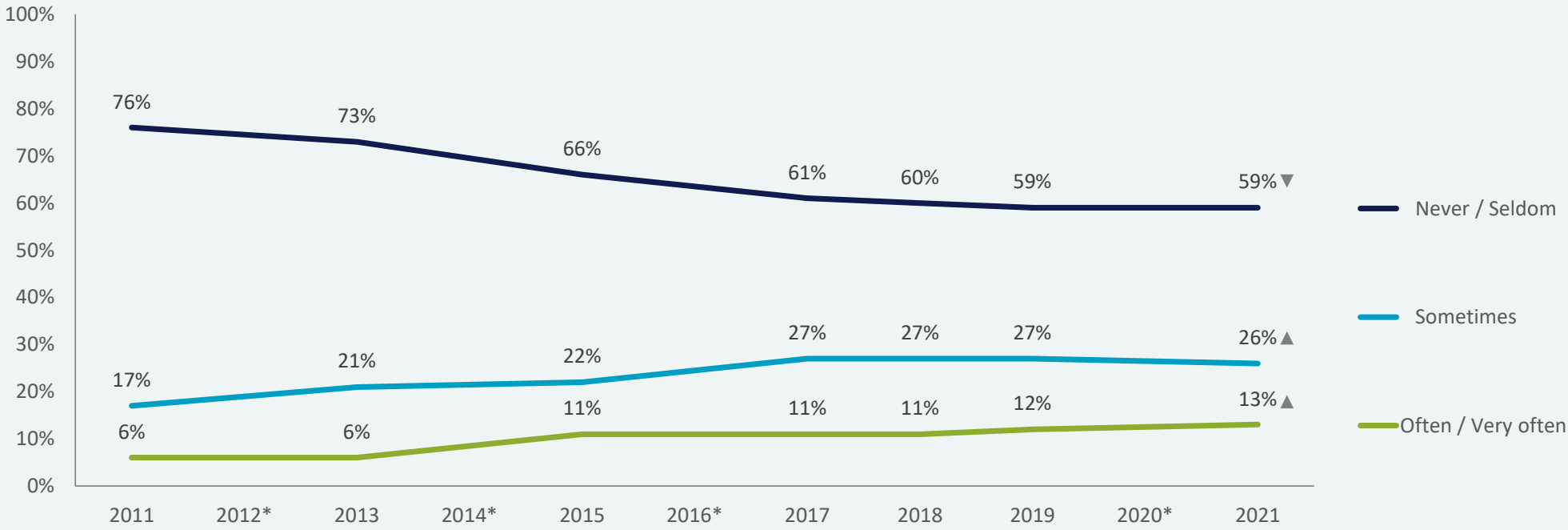
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ATTENDANCE AND PARTICIPATION AT CULTURAL FESTIVALS AND EVENTS

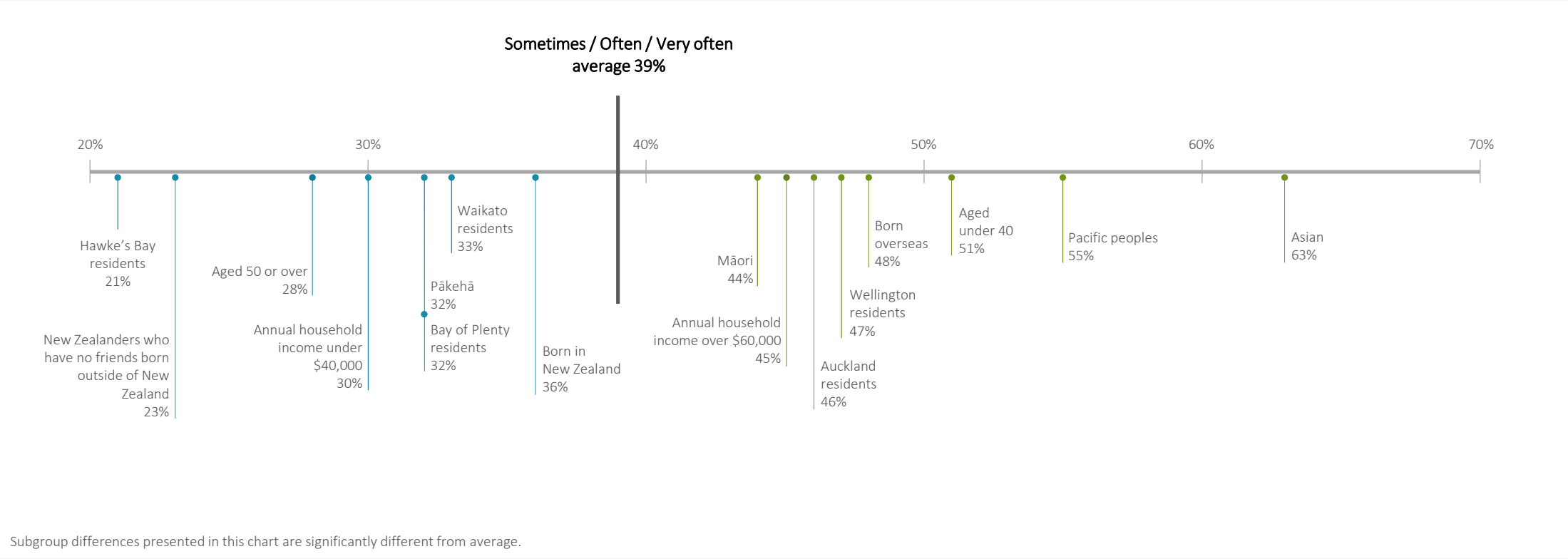
Since 2011 New Zealanders attendance and participation in cultural festivals and events has significantly increased (26% sometimes and 13% often or very often). However, this rise may reflect a greater number of cultural events happening in the community.



▲ Significantly higher/lower than 2011
 ▼ Significantly higher/lower than 2019

ATTENDANCE AND PARTICIPATION AT CULTURAL FESTIVALS AND EVENTS – DEMOGRAPHIC DIFFERENCES

The following groups of New Zealanders are more likely than average to attend or participate in cultural festivals or events: Asian, Pacific peoples, those aged under 40, those born overseas, Wellington and Auckland residents, those with an annual household income over \$60,000, and Māori.



Base: All New Zealanders 2021.
 Subgroup differences presented in this chart are significantly different from average.
 Source: Q3 – Now, thinking about 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 cultural festivals or events in the last 12 months in New Zealand?



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Friendships

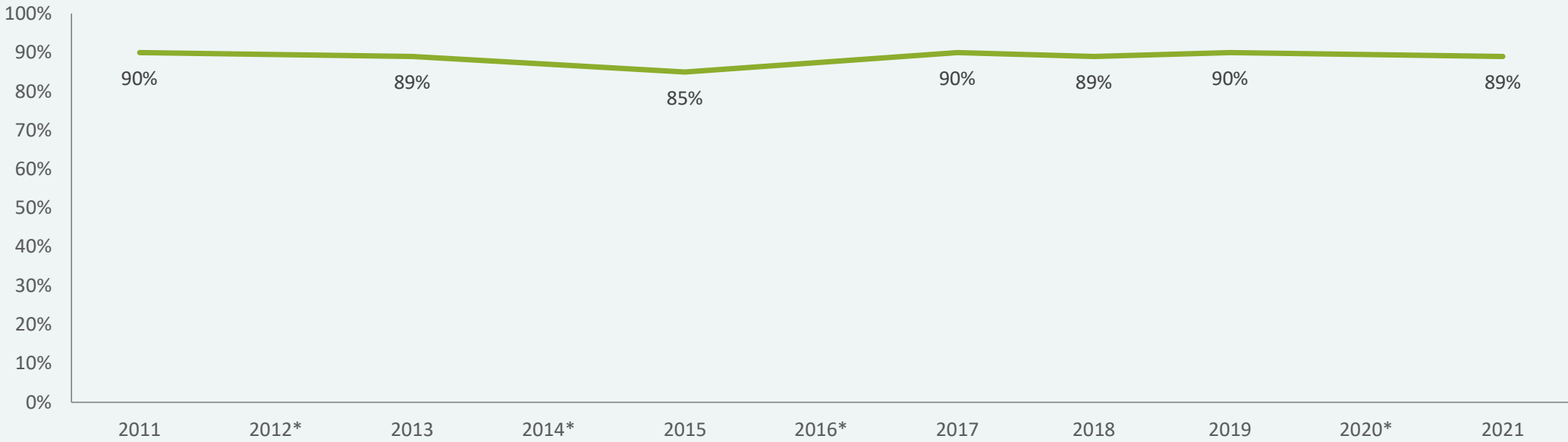
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FRIENDSHIPS WITH MIGRANTS

Most New Zealanders have friends who were born outside New Zealand. This measure has been relatively stable since the research began in 2011.

Some / half / most / all of their friendships are with people from other countries

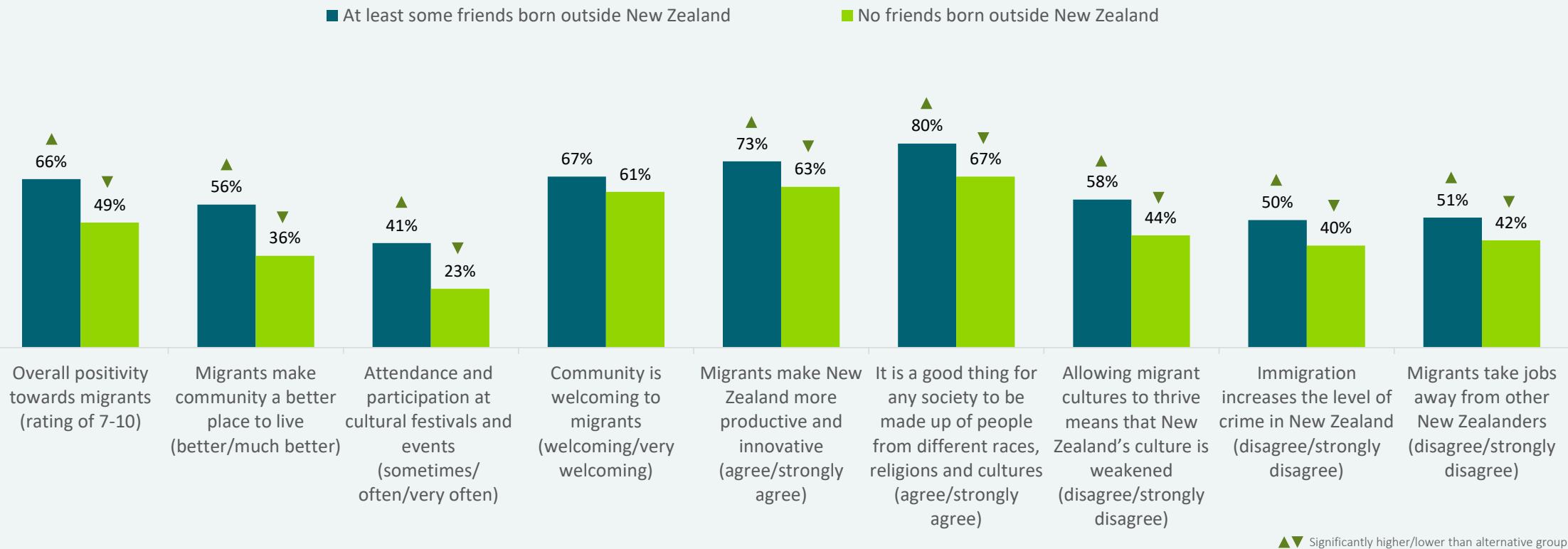


None of the differences between 2021 and 2019/2011 are statistically significant.

Base: All New Zealanders (2011 n=1,041, 2013 n=2,927, 2015 n=2,000, 2017 n=3,628, 2018 n=3,396, 2019 n=3,547, 2021 n=3,000).
 Source: Q1 – 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.
 Notes: * No data was collected in 2012, 2014 and 2020. Question not asked in 2016.

PERCEPTIONS HELD BY THOSE WHO DO AND DO NOT HAVE FRIENDSHIPS WITH MIGRANTS

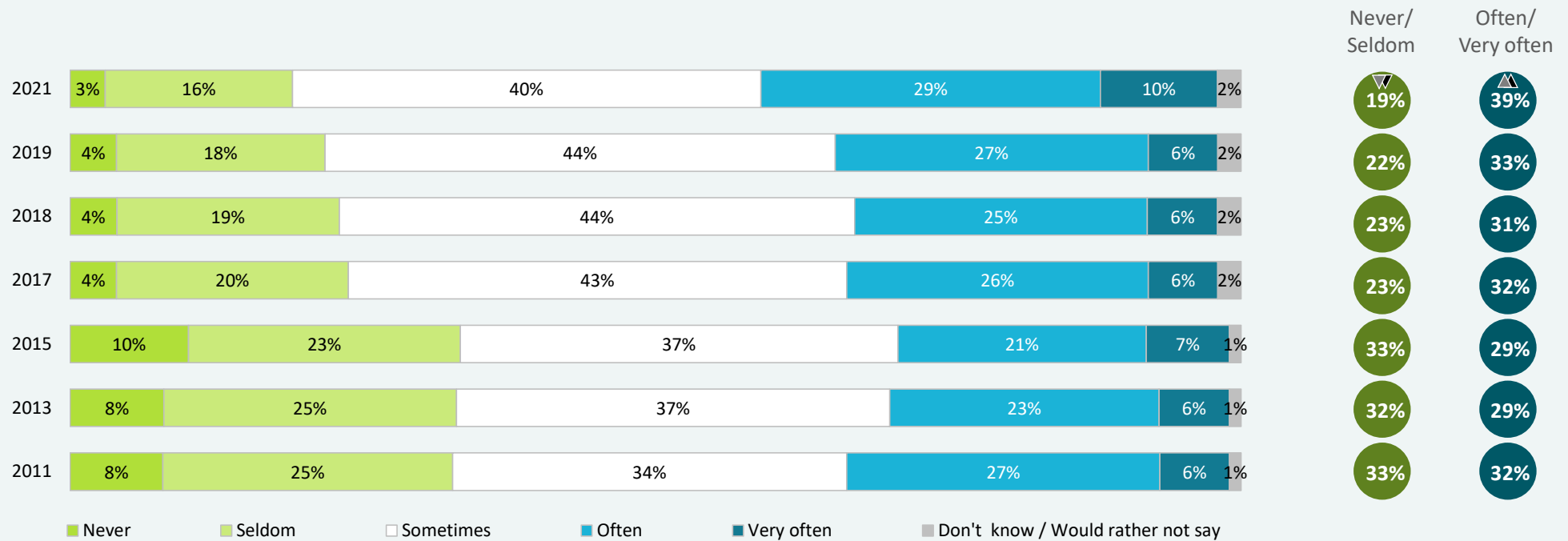
New Zealanders who have at least some friends born outside of New Zealand hold more positive attitudes toward migrants and immigration than average across nearly all aspects of the research.



Base: New Zealanders who have at least some friends born in other countries (2021 n=2,683), New Zealanders who have no friends born in other countries (2021 n=235).
Source: Q1 (people from other countries), Q12, Q15, Q3, Q6, Q10.

NEW ZEALANDERS' TIME SPENT WITH MIGRANTS

Two in five New Zealanders say they often spend their social time with people who were born outside New Zealand. This measure has been rising since the research began in 2011.



▲ Significantly higher/lower than 2011
 ▼ Significantly higher/lower than 2019

Base: All New Zealanders (2011 n=1,041, 2013 n=2,927, 2015 n=2,000, 2017 n=3,628, 2018 n=3,396, 2019 n=3,547, 2021 n=3,000).
 Source: Q2 – How often have you spent social time with any one from the following groups? By social time we mean time outside of work.
 Note: Question not asked in 2016. Percentages may not sum to 100% due to rounding.



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Appendix

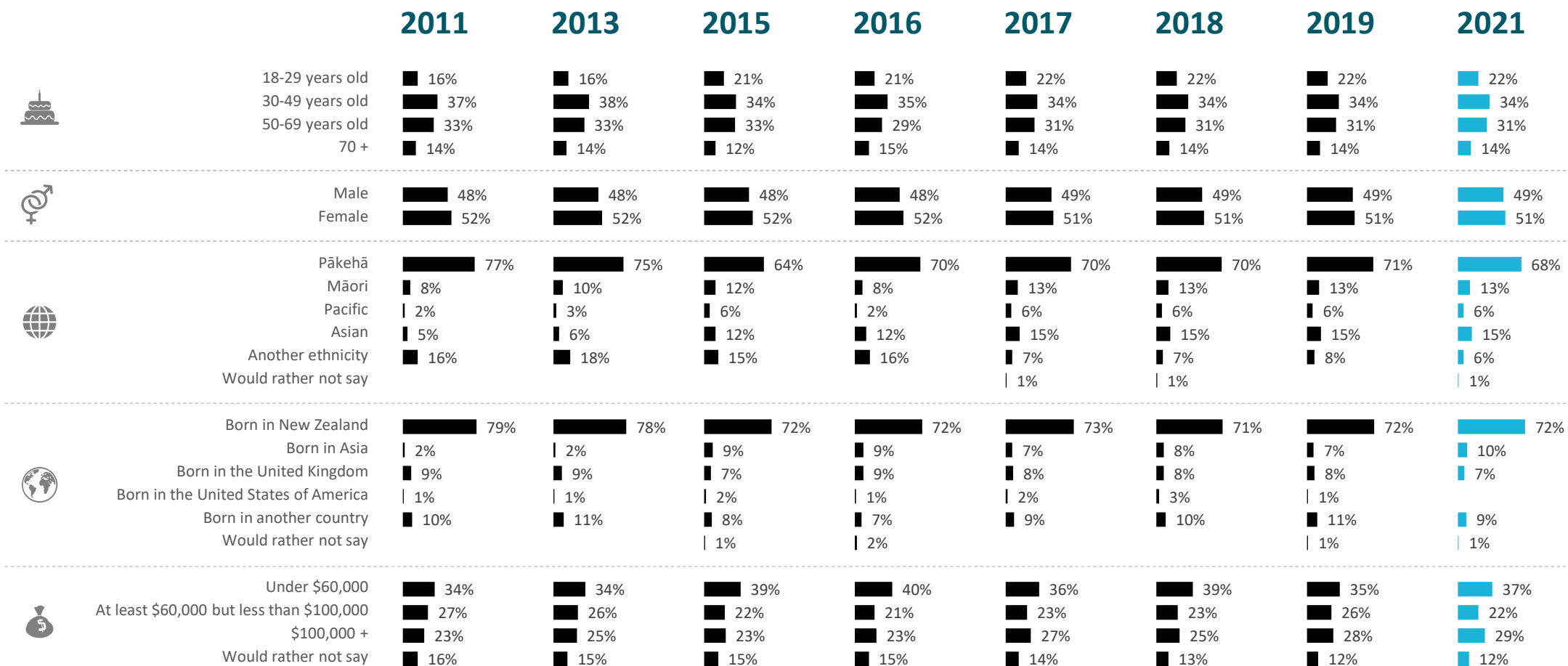


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WEIGHTED SAMPLE PROFILE



Base: All New Zealanders (2011 n=1,041, 2013 n=2,927, 2015 n=2,000, 2017 n=3,628, 2018 n=3,396, 2019 n=3,547, 2021 n=3,000).

Source: Questions S2, S1, S3, S10, S4.

The 2011 and 2013 surveys were weighted to the 2006 Census population data, the 2015 and 2016 surveys were weighted to the 2013 Census, and the 2017, 2018, and 2019 surveys have been weighted to the 2018 Census.

