

## MIGRANTS' WILLINGNESS TO RECOMMEND NEW ZEALAND

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### Why is this important?

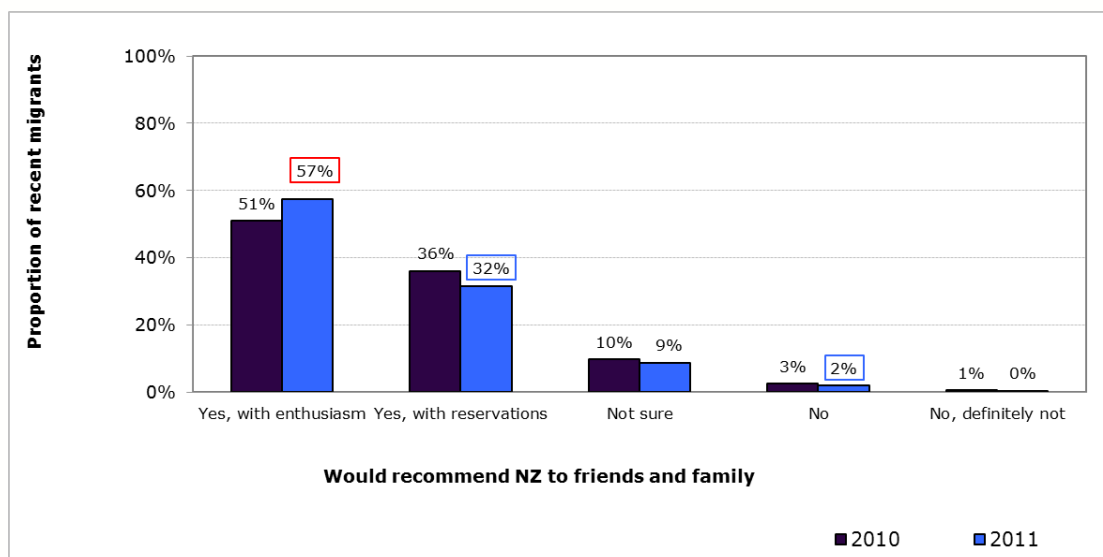
A personal recommendation from a friend or family member may make the difference for migrants in deciding which country to migrate to. That New Zealand has a good reputation is vital in competing with other traditional migrant-receiving countries in attracting skilled migrants. A willingness to recommend New Zealand is also an indication of satisfaction with life in New Zealand.

### What we found

Almost nine out of ten (89 percent) recent migrants would recommend New Zealand to friends and family in 2011. This is slightly higher than in 2010 (87 percent).

More recent migrants would recommend New Zealand with enthusiasm in 2011 than in 2010, up six percentage points to 57 percent. Significantly fewer recent migrants would recommend New Zealand with reservations in 2011 than in 2010, down four percentage points to 32 percent.

Figure 1: Recent migrants' who would recommend New Zealand 2010-2011



Source: Immigration Survey Monitoring Programme Migrants' Survey (2010 & 2011)

  = Significantly higher result compared with 2010

  = Significantly lower result compared with 2010

↳ Immigration Survey Monitoring Programme – Migrants Survey Indicators

***Year on year changes***

Migrants who were more likely to recommend New Zealand to friends and family in 2011 compared with 2010 were:

- females
- those aged 25 to 29 years or 70 years and over
- those who were unemployed and looking for work
- those from North Asia, South Asia or the Pacific
- those from the Auckland and Wellington regions
- those who had lived in New Zealand for more than a year.

Migrants who were less likely to recommend New Zealand to friends and family in 2011 compared with 2010 were:

- those in unpaid employment
- those from the Canterbury region.

**The purpose of the Immigration Settlement Monitoring Programme is to improve our understanding of migrants' settlement and labour market outcomes, employers' experience with migrants, and community attitudes towards immigration.**

These indicators are available at:

<http://www.dol.govt.nz/research/migration/ismp/ismpindicators.asp>

Contact the Labour and Immigration Research Centre at [research@dol.govt.nz](mailto:research@dol.govt.nz) or visit us at [www.dol.govt.nz/research](http://www.dol.govt.nz/research).

