

MIGRANTS' REASONS FOR COMING TO NEW ZEALAND

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Why is this important?

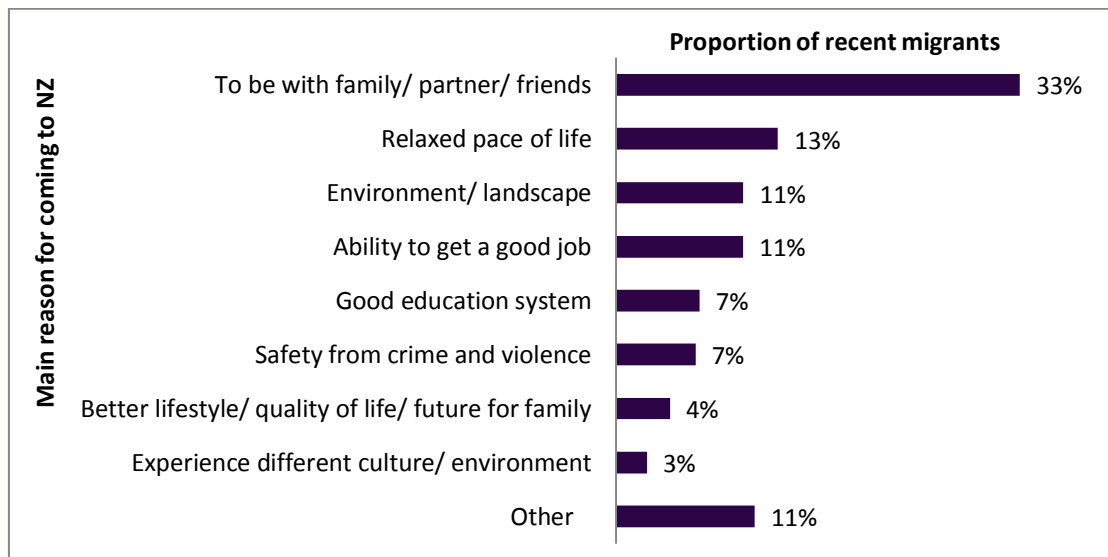
Although the many reasons a migrant may have for choosing to migrate to New Zealand are likely a mix of push and pull factors, understanding what those factors are can help us understand the type of migrant who chooses New Zealand. Given the competition for skilled migrants, understanding what the pull factors are can allow for more nuanced and appealing campaigns to attract migrants.

What we found

One-third of recent migrants stated that the main reason for choosing to come to New Zealand was to be with their family, partner or friends.

New Zealand's relaxed pace of life was the second most common reason for recent migrants choosing to come to New Zealand (13 percent), followed by the environment or landscape (11 percent), and the ability to get a good job (11 percent).

Figure 1: Recent migrants' main reasons for coming to New Zealand 2011



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

The main reasons stated by recent migrants for choosing New Zealand varied by immigration category. Skilled principal migrants and Essential Skills work visa holders were more likely to choose New Zealand for its relaxed pace of life and the

Immigration Survey Monitoring Programme – Migrants Survey Indicators

ability to get a good job. As expected, Family Parent and Family Partner residents were more likely to choose New Zealand to be with family, partners or friends.

There was less variation by region of origin. Those from South Africa were most likely to choose New Zealand for its safety from crime and violence, and those from Europe excluding the UK/Ireland were most likely to choose New Zealand for its environment and landscape. Migrants from the other regions of origin chose being with family, partners and friends as their main reason.

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 or visit us at www.dol.govt.nz/research.

