

PUBLIC PERCEPTIONS OF IMMIGRATION SURVEY 2023

For the Ministry of Business, Innovation and Employment

Ipsos

16 August, 2024



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

GAME CHANGERS



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BACKGROUND & METHODOLOGY



BACKGROUND & OBJECTIVES

Public Perceptions of Immigration Survey 2023

- ▶ The purpose of the Ministry of Business, Innovation and Employment's (MBIE's) Public Perceptions of Immigration Survey (PPS) is to monitor and better understand people's views of and attitudes towards migrants and immigration to New Zealand. The PPS, along with MBIE's Migrant Survey, comprise MBIE's Migration Evidence and Insights team's 'Immigration Survey Monitoring Programme' (ISMP). The purpose of the ISMP is to create and maintain a national evidence base about migrants' settlement and labour market outcomes, and public attitudes towards migrants and immigration. This evidence base enables monitoring over time of the impacts of both immigration policy and wider social, economic, and environmental changes on settlement in New Zealand, and attitudes towards migrants and refugees.
- ▶ This research aims to provide a clear direction on people's views of and attitudes towards migrants and immigration to New Zealand, including:
 - measuring the public's views about migrants and specific migrant groups
 - understanding the extent to which people living in New Zealand believe immigration makes communities a better place to live
 - gauging the public's perceptions of migrants' contribution to productivity and society in New Zealand
 - understanding perceptions of the influence of migrants on culture, crime, the economy, and unemployment in New Zealand
 - identifying the extent to which people living in New Zealand and our local communities are welcoming towards migrants, and whether specific communities are less welcoming towards any particular groups of migrants
 - monitoring perceived levels of discrimination towards specific migrant and religious groups.
- ▶ A secondary objective is to monitor and better understand how people in New Zealand behave towards migrants, including:
 - the extent to which New Zealanders have friends / socialise with people who come from other countries
 - attendance at, or participation in, cultural festivals and events



METHODOLOGY

Sample source

- ▶ This research was conducted via an online survey using a blend of online panels and non-panel river sampling (Ampario).
- ▶ This sampling approach was used to achieve a more representative sample and to reduce both the single panel and online panel bias of previous iterations of the survey.

Sample size

- ▶ n=3,500

Respondents

- ▶ People living in New Zealand aged 18+, representative by age, gender, region, ethnicity, and household income

Notes

- ▶ There have been changes to both the methodology used for, and the questions asked in, the 2023 survey. Major changes and new questions are noted throughout this report. More detail on changes to the survey can be found in the technical report.
- ▶ This report also presents results from the 2017, 2018, 2019, and 2021 online surveys, where questions are comparable with those asked in 2023.
- ▶ The data is weighted by age, gender, region, ethnicity, and household income to ensure the results represent the population of New Zealand, referred to in this report as New Zealanders.
- ▶ Significant differences are reported at 95% confidence. **Green** indicates that the percentage is significantly higher than the previous survey / total results, whilst **red** indicates it is significantly lower.
- ▶ Where results do not sum to 100 or the 'difference' appears to be + / -1 more / less than the actual, this may be due to rounding, multiple responses or the exclusion of 'don't know' or 'prefer not to answer' responses.
- ▶ The maximum margin of error, at the 95% confidence level, is $\pm 1.7\%$.



Fieldwork dates

5 Dec 2023–15 Jan 2024

Duration

10–12 minutes



SURVEY SAMPLE PROFILE (WEIGHTED)



3,500 respondents

The precision of Ipsos online surveys is calculated with a credibility interval, with a survey of n=3,500 accurate to + / - 1.7 percentage points.

GENDER	Total
Female	51%
Male	48%
Another gender	0.3%

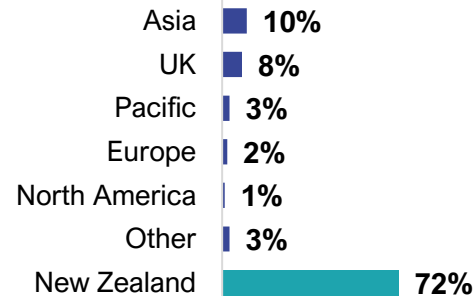
ETHNICITY	Total
Māori	16%
Pākehā	75%
Pacific Peoples	7%
Asian	15%
Other	2%

HOUSEHOLD INCOME	Total
\$40,000 or less	24%
\$40,001–\$60,000	14%
\$60,001–\$100,000	22%
\$100,001–\$150,000	18%
More than \$150,000	17%

EMPLOYMENT STATUS	Total
In paid work	65%
Not in paid work	42%

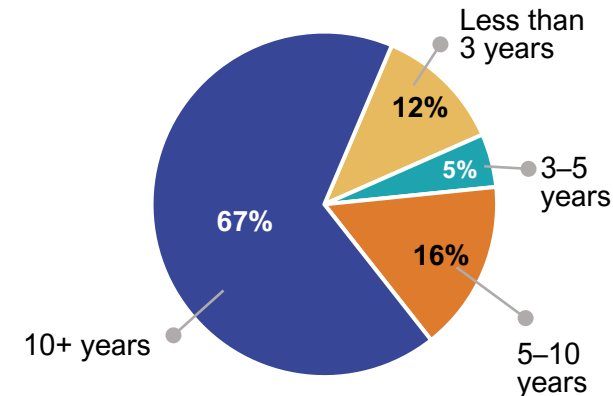
REGION	Total
Northland	4%
Auckland	33%
Waikato	9%
Bay of Plenty	7%
Gisborne	1%
Hawke's Bay	3%
Manawatū-Whanganui	5%
Taranaki	2%
Wellington	11%
Nelson / Marlborough / Tasman / West Coast	4%
Canterbury	13%
Otago / Southland	7%

COUNTRY OF BIRTH



PARTNER'S BIRTH COUNTRY	Total
Lives with a partner/spouse	62%
Partner born in NZ	65%
Partner born overseas	34%

YEARS LIVING IN NEW ZEALAND (for those born overseas)



AGE	Total
18–24 years	12%
25–35 years	18%
35–44 years	16%
45–54 years	18%
55–64 years	16%
65+ years	20%

KEY FINDINGS

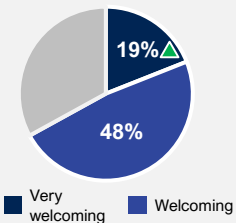


SUMMARY OF KEY FINDINGS



Overall view of migrants

A record high proportion of New Zealanders (72%) say they feel *quite / very positive* about migrants in 2023 – an increase of 8 percentage points from 2021.



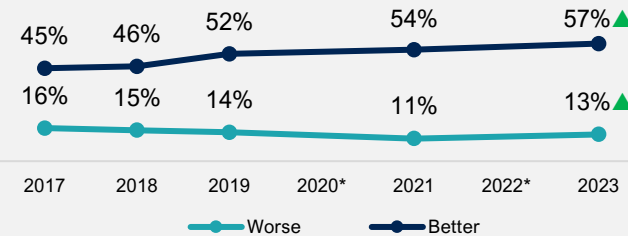
Two thirds of New Zealanders say that **the country** is welcoming to migrants – with a fifth saying it is *very welcoming*, an increase of 4 percentage points since 2021.

Two thirds of New Zealanders also say that **their community** is welcoming for migrants – this result has remained steady since 2017.



Perceived impact of migration to NZ

Views on migration to New Zealand have diverged more widely in 2023, with a significant increase in both those who say it makes NZ a worse place to live, and those who say it makes NZ a better place to live.



Those who think migration makes NZ a better place to live commented that they appreciate the *increased diversity*, and that they can *gain knowledge, connections, and experience new things*.



Those who think migration makes NZ a worse place to live comment that there *are too many migrants*, that they *do not integrate into NZ society*, and that they have a *negative impact on housing, the job market, and infrastructure*.



Discrimination & visa prioritisation



Despite the general perception that New Zealand is a welcoming country, more New Zealanders think that there is discrimination against specific groups of people (including refugees and those from minority ethnic and religious groups) compared with 2021.

The majority of New Zealanders believe that 'accepting workers with specialised skills that are in high demand in New Zealand' should be a priority for New Zealand.

Notably, nearly twice as many people believe that accepting migrants with specialised skills should be a high priority for New Zealand compared to accepting refugees fleeing conflict / persecution in their own countries (77% vs. 39%, respectively).

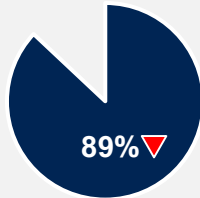


▲ / ▼ is significantly higher / lower than total / previous survey

SUMMARY OF KEY FINDINGS



Social & cultural connections



There has been a slight decline in the proportion of New Zealanders that say they have friends who were born overseas. Similar to results from previous surveys, those who have friends born overseas tend to think more positively about migrants.

2 in 5 New Zealanders (41%) attend cultural events and festivals at least sometimes – a slight increase from 39% in 2021.



However, New Zealanders appear to be spending less time socialising regularly with people from other countries (32%, down from 39% in 2021).



Views on migrants & immigration

While New Zealanders feel increasingly positive about migrants' contribution to the country's economy and diversity, there are growing concerns around rising crime levels and job availability, and the pressure that immigration puts on our infrastructure and services.

% agree

- 82%▲** It's a good thing for any society to be made up of people from different races, religions & cultures.
- 76%▲** Migrants make NZ more productive and innovative
- 72%** Immigration helps the NZ economy to thrive
- 65%** Immigration increases pressure on infrastructure
- 56%** Immigration increases pressure on public and social services
- 38%** Migrants are treated fairly in their jobs / at work
- 25%▲** Migrants take jobs away from other NZers
- 19%▲** Immigration increases the level of crime in NZ

▲ / ▼ is significantly higher / lower than total / previous survey

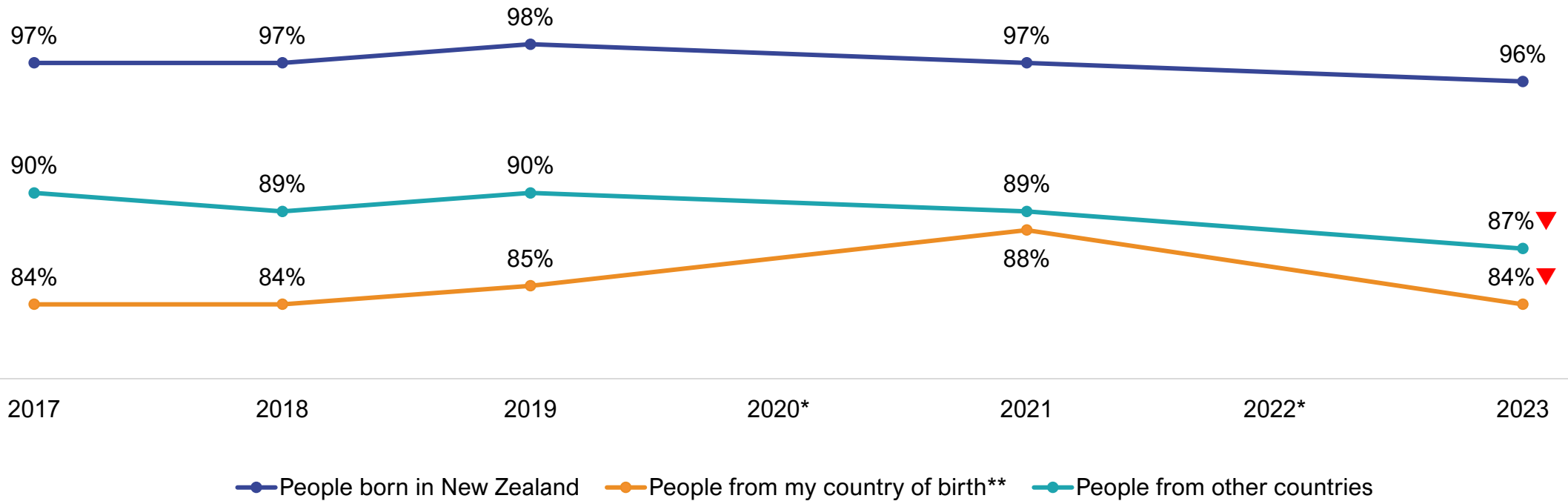
CULTURAL CONNECTIONS



NEW ZEALANDERS' FRIENDSHIPS

Despite a statistically significant dip, the vast majority of New Zealanders are friends with people who were born overseas.

How many of your friends are from the following groups? (NETT at least some of them)



▼ / ▲ is significantly higher / lower than previous survey

Q1: Thinking about your friends in New Zealand (not including your own family), about how many are from the following groups of people?

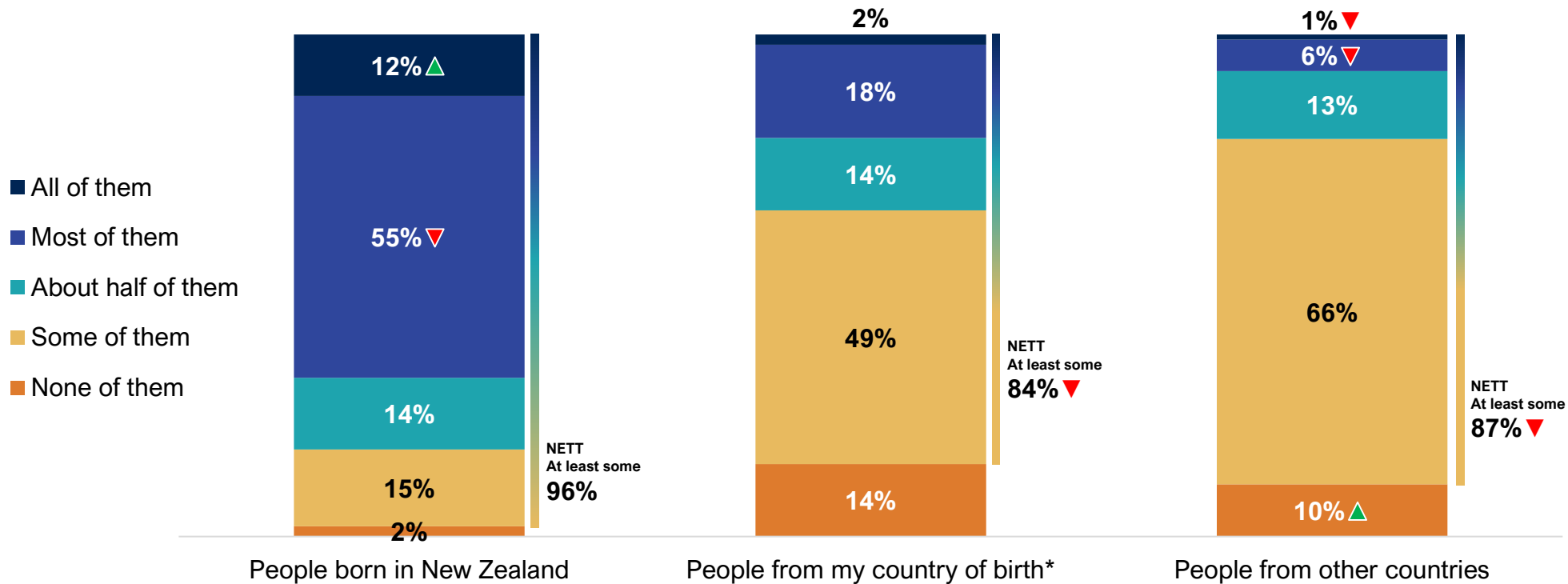
Base: 2017 (n=3,628), 2018 (n=3,396), 2019 (n=3,547), 2021 (n=3,000), 2023 (n=3,500). *Note: No data collected in 2020 and 2022.

**Note: Answer option only shown to respondents who were not born in New Zealand.

NEW ZEALANDERS' FRIENDSHIPS

Despite a significant dip from the previous survey, New Zealanders who were born overseas themselves continue to be well-connected with others from their countries of origin, with 84% stating that they are friends with people from their country of birth.

How many of your friends are from the following groups?



▲ / ▼ is significantly higher / lower than previous survey

Q1: Thinking about your friends in New Zealand (not including your own family), about how many are from the following groups of people?

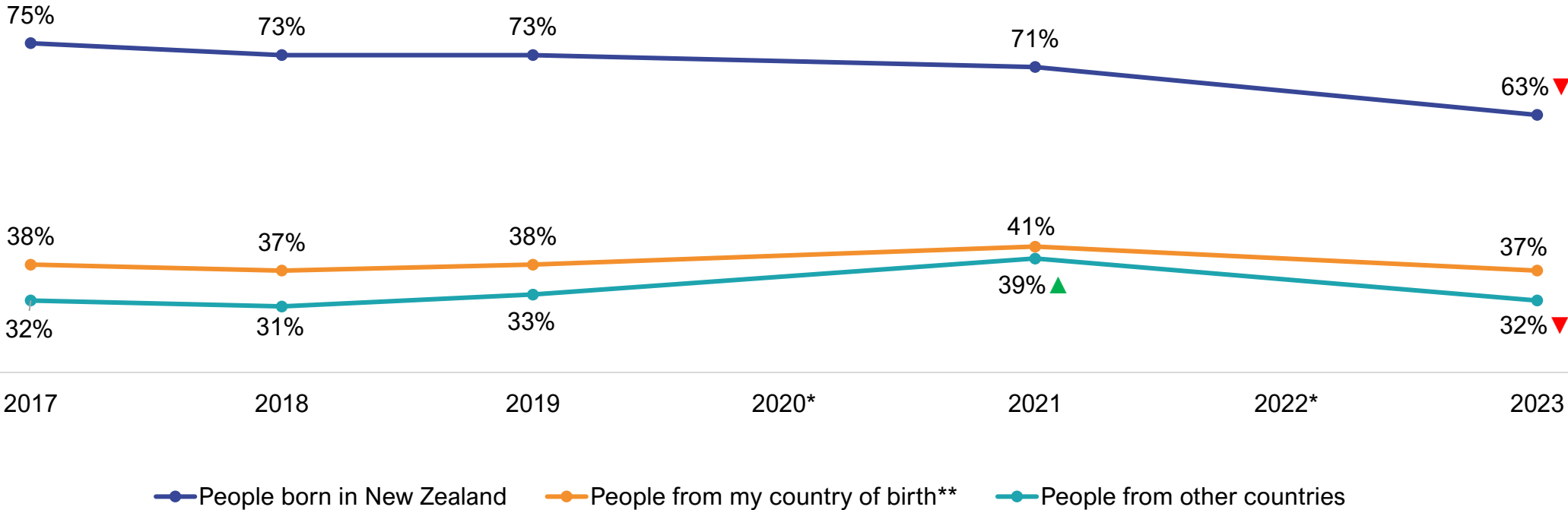
Base: 2023 (n=3,500 / Those not born in NZ for "People from my country of birth" (n=982)

*Note: Answer option only shown to respondents who were not born in New Zealand.

SOCIAL TIME SPENT WITH MIGRANTS

New Zealanders are generally spending less time socialising with other people. Notably, they're also spending significantly less time with people born in New Zealand.

How much social time do you spend with people from the following groups? (NETT often + very often)



▲ / ▼ is significantly higher / lower than previous survey

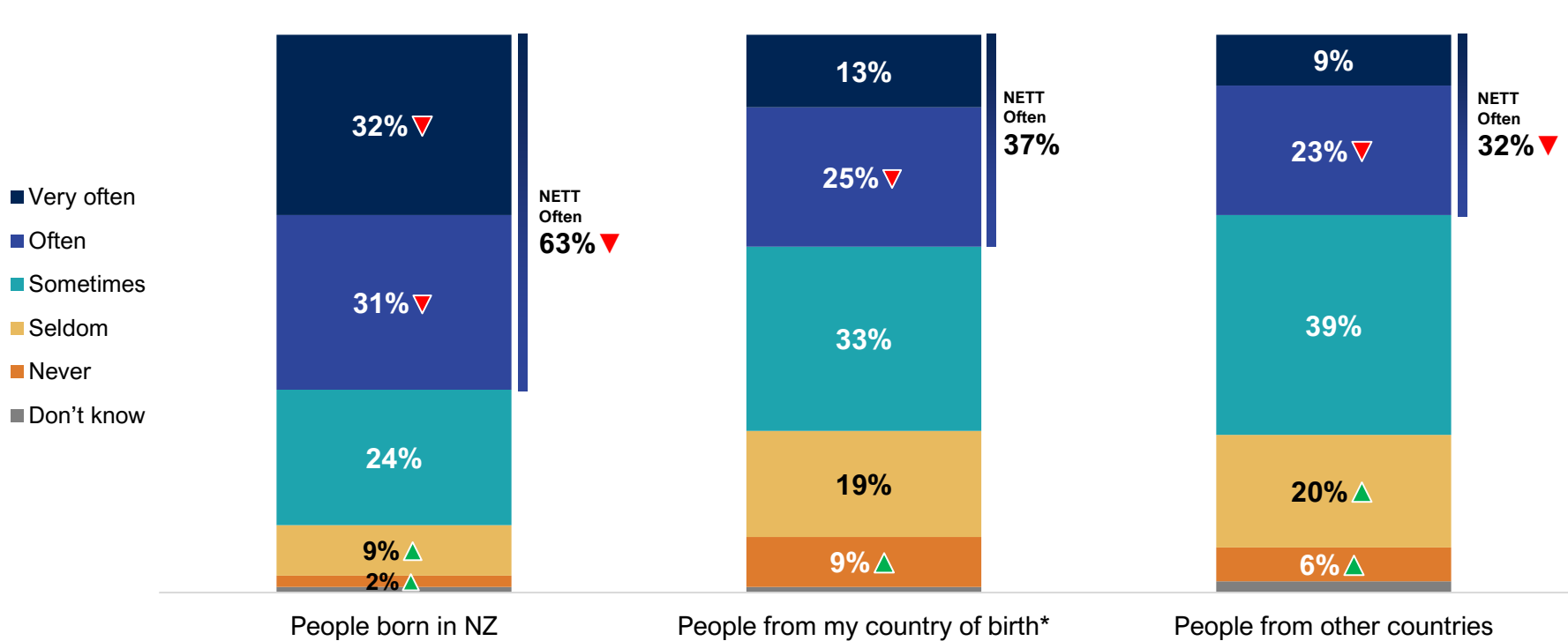
Q2: In the last 12 months, how often have you spent social time with anyone from the following groups (not including your own family)? By social time we mean time outside of work / study.
 Base: 2017 (n=3,628), 2018 (n=3,396), 2019 (n=3,547), 2021 (n=3,000), 2023 (n=3,500). *Note: No data collected in 2020 and 2022.
 **Note: Answer option only shown to respondents who were not born in New Zealand.



SOCIAL TIME SPENT WITH MIGRANTS

Around a third of New Zealanders state that they socialise with people from other countries *often / very often*.

How often have you spent social time with people from the following groups?



▼ / ▲ is significantly higher / lower than previous survey

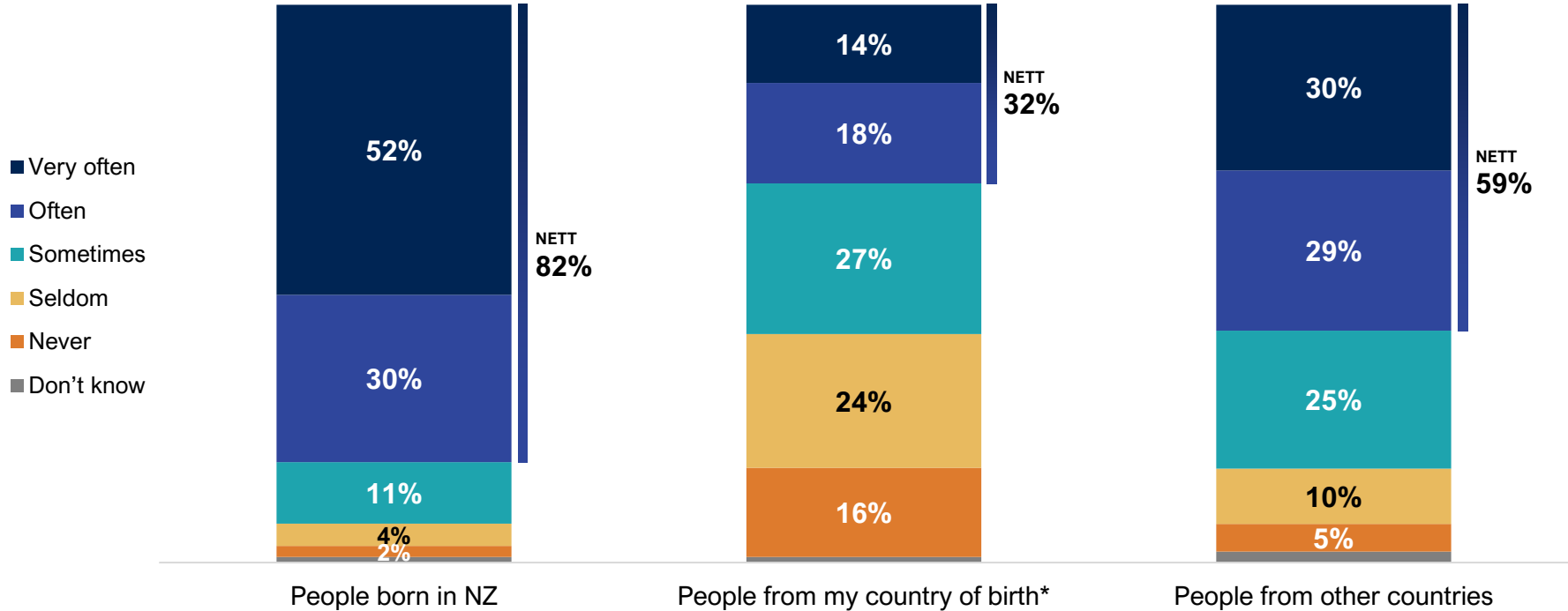
Q2: In the last 12 months, how often have you spent social time with anyone from the following groups (not including your own family)? By social time we mean time outside of work/study.
 Base: 2023 (n=3,500) / Those not born in NZ for "People from my country of birth" (n=982)
 *Note: Answer option only shown to respondents who were not born in New Zealand.



WORKING WITH MIGRANTS

More than half of New Zealanders say they work with people from other countries *very often / often*.

How often have you worked with people from the following groups?

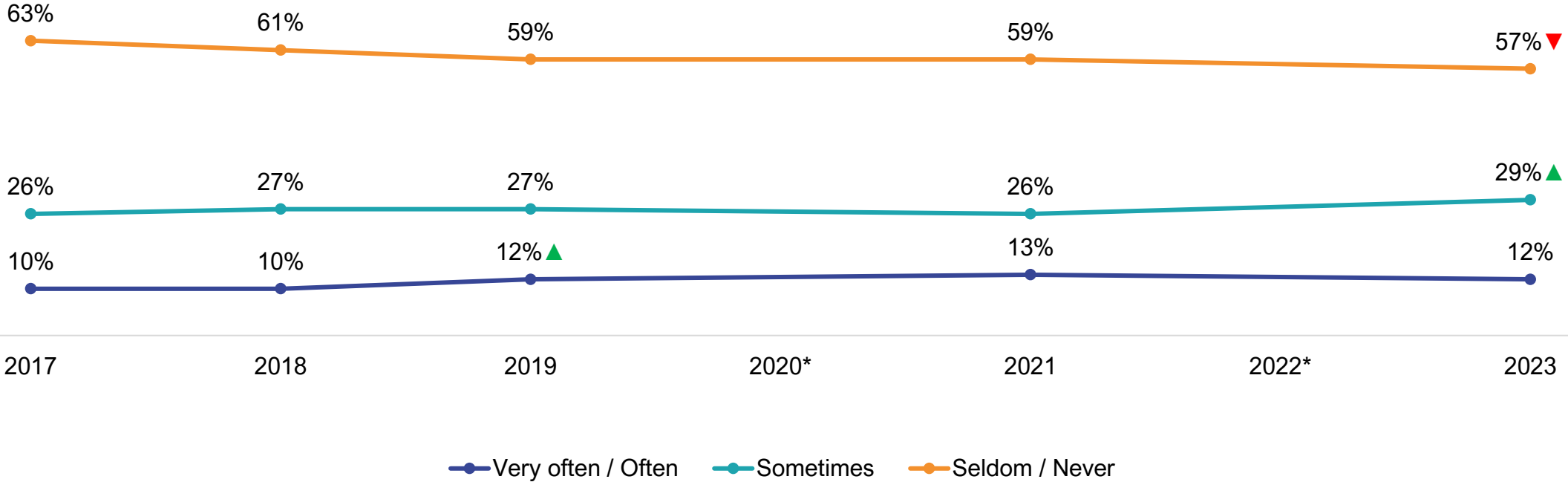


Q17: In the last 12 months, how often have you worked with anyone from the following groups (not including your own family)?
Base: Those who are working (n=2,142) / Those who are working and born overseas for "People from my country of birth" (n=734)
 *Note: Answer option only shown to respondents who were not born in New Zealand.

ATTENDANCE AT CULTURAL EVENTS

New Zealanders' attendance at / participation in cultural events or festivals has decreased slightly since 2021, with fewer people stating they *often* attend or participate.

How often have you attended / participated in any cultural festivals or cultural events?



▲ / ▼ is significantly higher / lower than previous survey

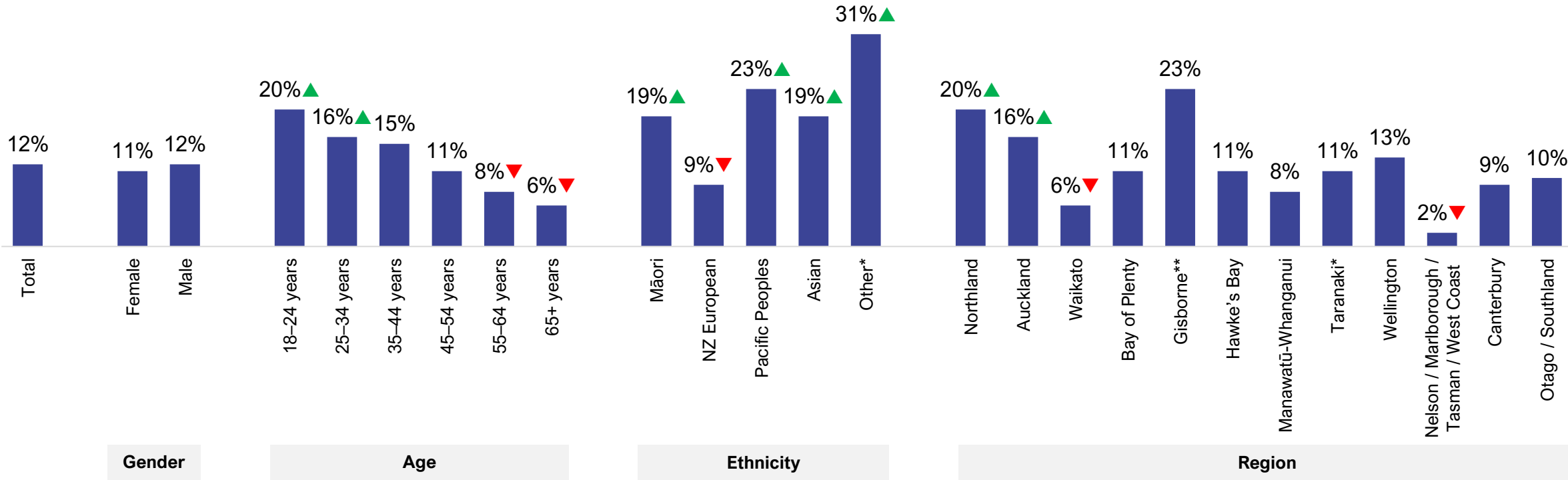
Q3: In the last 12 months, how often have you attended or participated in any cultural festivals or cultural events in New Zealand?
 Base: 2017 (n=3,628), 2018 (n=3,396), 2019 (n=3,547), 2021 (n=3,000), 2023 (n=3,500). *Note: No data collected in 2020 and 2022.



ATTENDANCE AT CULTURAL EVENTS BY SUBGROUPS

Younger New Zealanders, as well as those living in Northland & Auckland, are more likely to be regular attendees at cultural events. In contrast, older New Zealanders, Pākehā and those from the Waikato & the Northern / Western South Island are significantly less likely to attend or participate in cultural events.

How often have you attended or participated in any cultural festivals or cultural events?
(NETT often + very often)



▲ / ▼ is significantly higher / lower than total

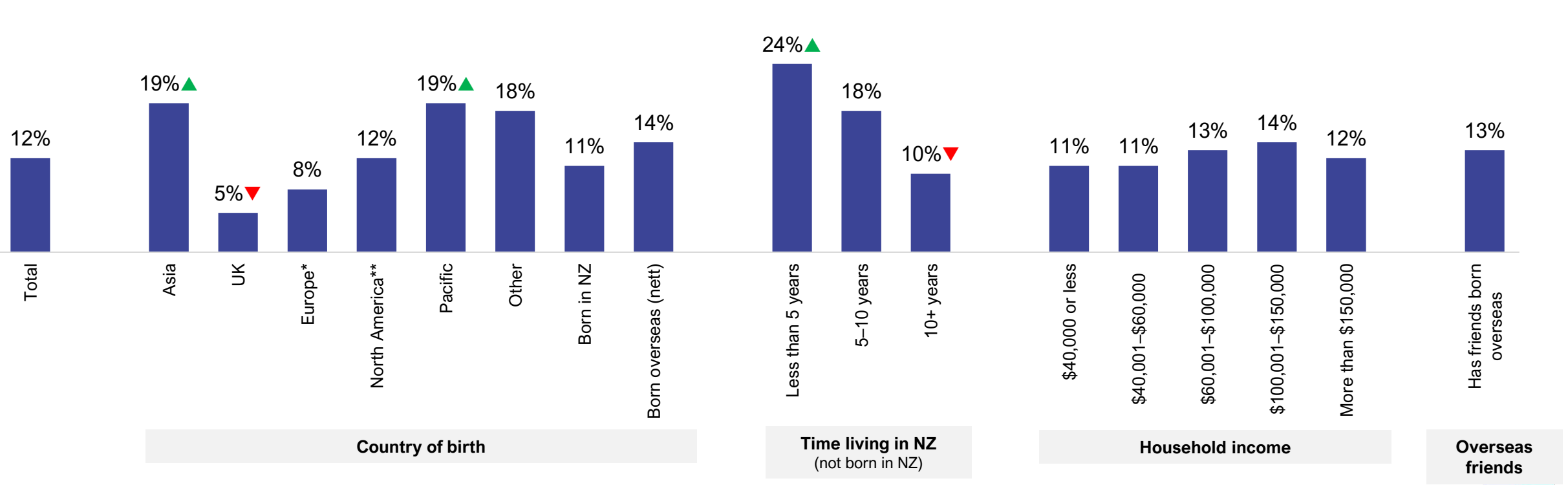
Q3: In the last 12 months, how often have you attended or participated in any cultural festivals or cultural events in New Zealand?
Base: 2023 (n=3,500). *CAUTION: Low base (50 ≤ n < 100). **CAUTION: Very low base, indicative results only (n < 50).



ATTENDANCE AT CULTURAL EVENTS BY SUBGROUPS

The longer that overseas-born New Zealanders have lived in NZ, the less likely they are to attend or participate in cultural events regularly. New Zealanders born in Asia or the Pacific Islands are significantly more likely to be regular attendees at cultural events or festivals.

How often have you attended or participated in any cultural festivals or cultural events?
(NETT often + very often)



▲ / ▼ is significantly higher / lower than total

Q3: In the last 12 months, how often have you attended or participated in any cultural festivals or cultural events in New Zealand?
Base: 2023 (n=3,500). *CAUTION: Low base (50 ≤ n < 100). **CAUTION: Very low base, indicative results only (n < 50).



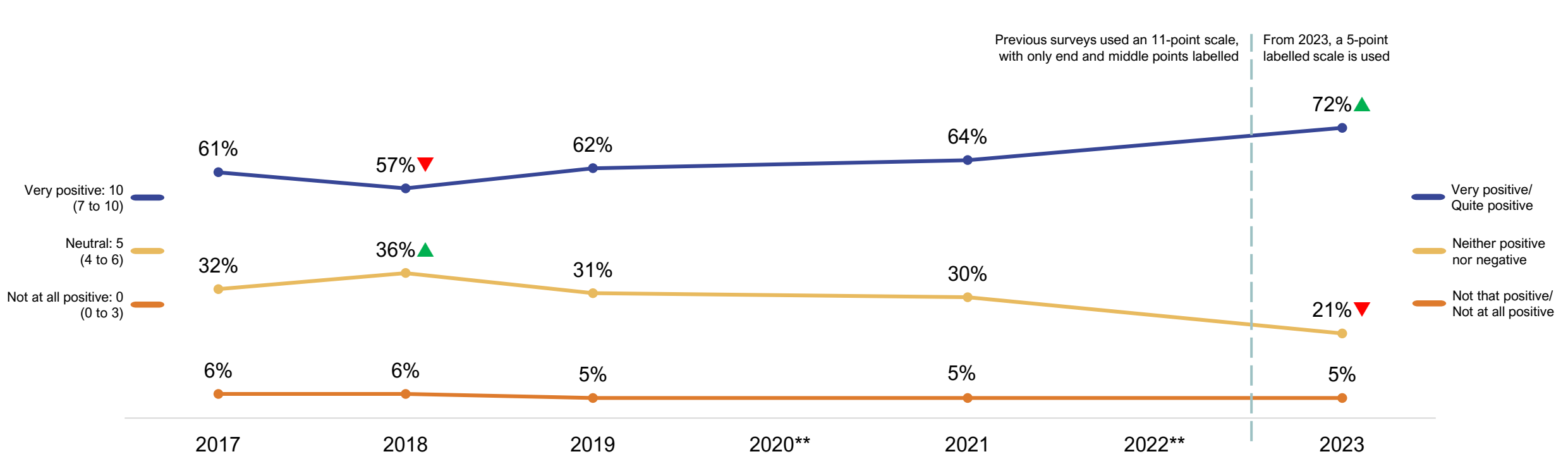
OVERALL VIEWS OF MIGRANTS



OVERALL VIEWS OF MIGRANTS

Nearly 3 in 4 New Zealanders feel positively about migrants. While this represents a significant increase compared to 2021, it is worth noting that the way in which this question was asked changed in 2023*.

How would you describe your general views of migrants?



Q12: Overall, how would you describe your general views of migrants? (1=not at all positive, 2=not that positive, 3=neither positive nor negative, 4=quite positive, 5=very positive)

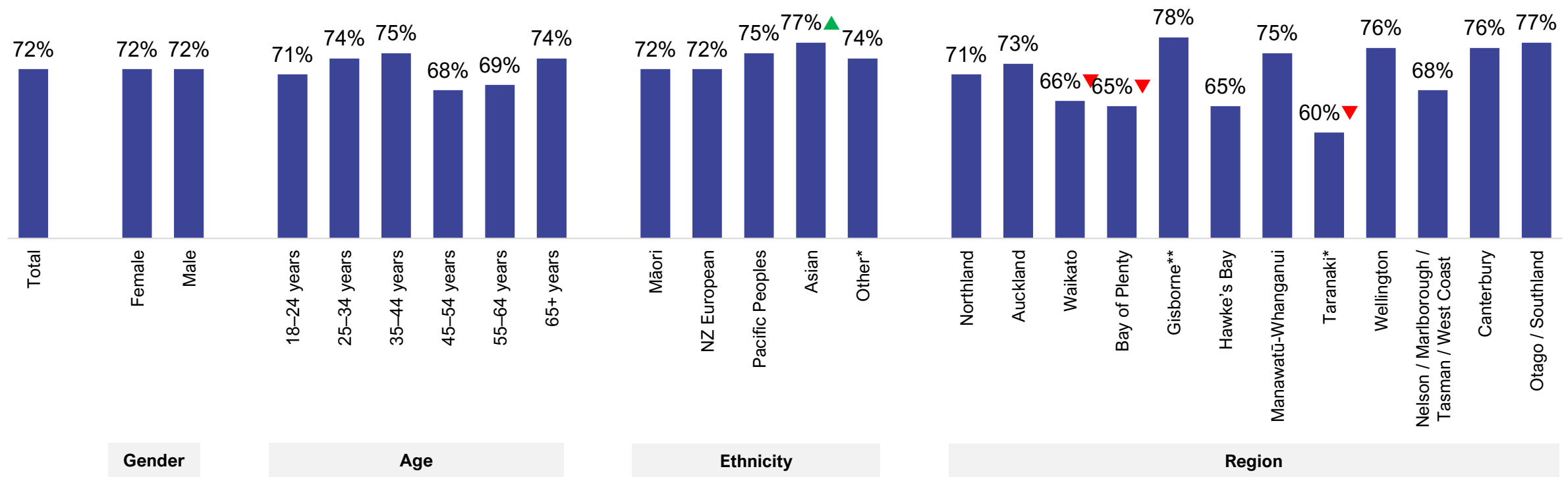
*Question asked in previous years: If you were to describe your views of migrants on a scale from 0 to 10, where 0 is not at all positive, and 10 is very positive, what would your rating be?

Base: 2017 (n=3,628), 2018 (n=3,396), 2019 (n=3,547), 2021 (n=3,000), 2023 (n=3,500). **Note: No data collected in 2020 and 2022

OVERALL VIEWS OF MIGRANTS BY SUBGROUPS

New Zealanders of Asian ethnicities hold more positive views of migrants in general. Conversely, those who live in Taranaki, Bay of Plenty & Waikato regions are less likely to feel positively about migrants.

How would you describe your general views of migrants? (*NETT quite + very positive*)

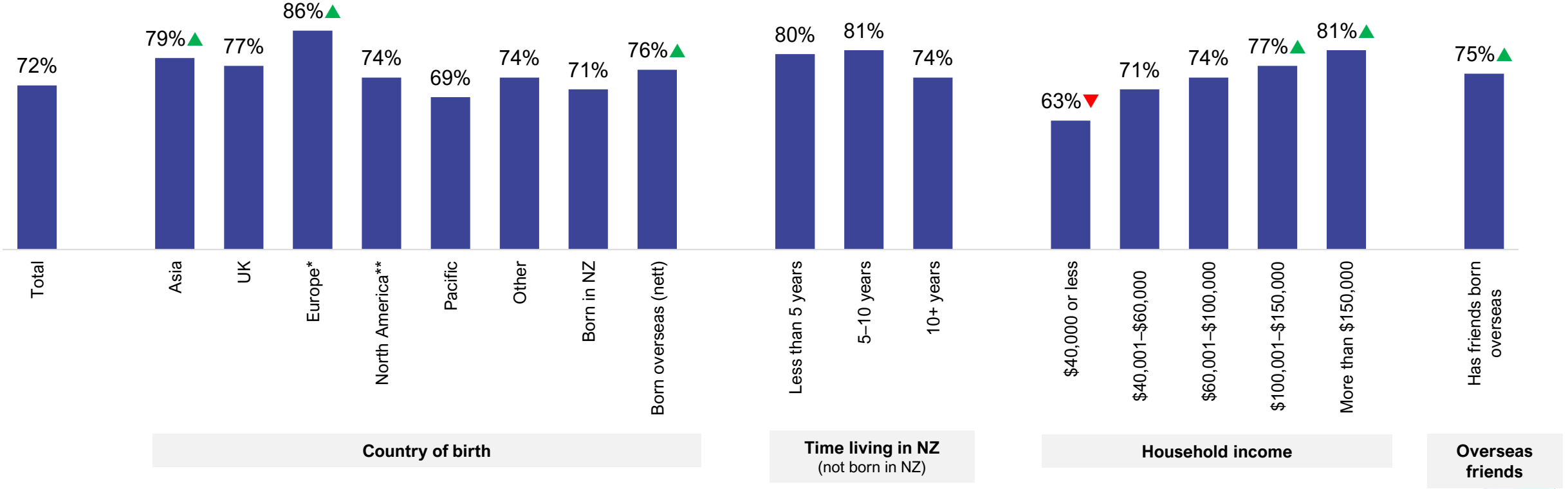


▲ / ▼ is significantly higher / lower than total

OVERALL VIEWS OF MIGRANTS BY SUBGROUPS

Those who are unemployed or on a lower income are less likely to hold positive views of migrants, while New Zealanders in higher-income brackets, those born overseas (in particular, those born in Europe or Asia), and those with friends born overseas tend to have more positive views of migrants overall.

How would you describe your general views of migrants? (NETT quite + very positive)



▲ / ▼ is significantly higher / lower than total

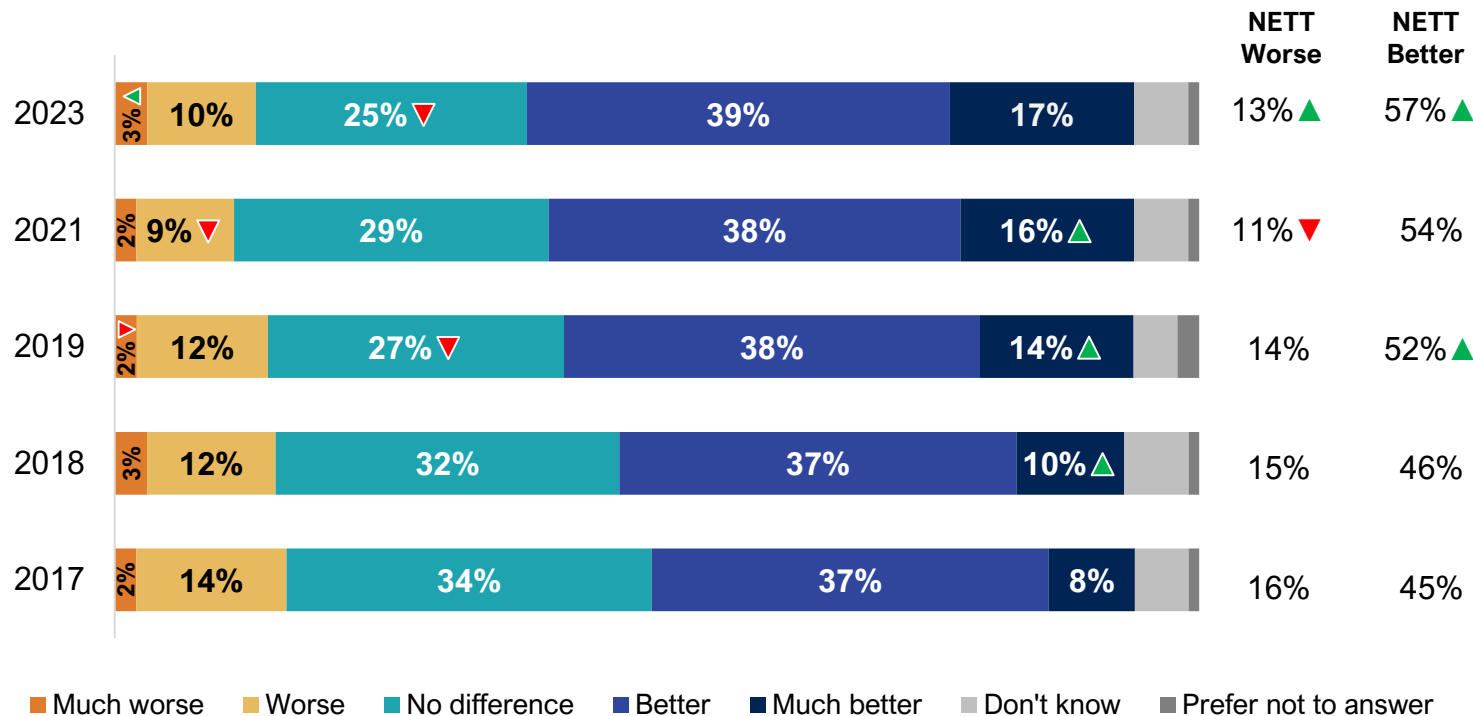
Q12: Overall, how would you describe your general views of migrants?
 Base: 2023 (n=3,500). *CAUTION: Low base (50 ≤ n < 100). **CAUTION: Very low base, indicative results only (n < 50).



PERCEIVED IMPACT OF MIGRATION ON NEW ZEALAND

In 2023, significantly more New Zealanders think migration makes NZ a better place to live, although the belief that migration makes New Zealand a worse place to live has also increased.

Does migration make New Zealand a better place to live, worse place to live, or makes no difference?



Subgroup differences

Significant positive difference compared to 2023 total

Better overall (57%)

- ▶ Have lived in NZ for less than 5 years (74%)
- ▶ From the Wellington region (66%)
- ▶ Born overseas (65%)
- ▶ Of Asian (63%) or Pacific (64%) ethnicity
- ▶ Earn \$100k–\$150k (63%) or more than \$150k (64%)
- ▶ Aged 25–35 (61%)
- ▶ In paid work (60%)
- ▶ Have friends born overseas (59%)

Worse overall (13%)

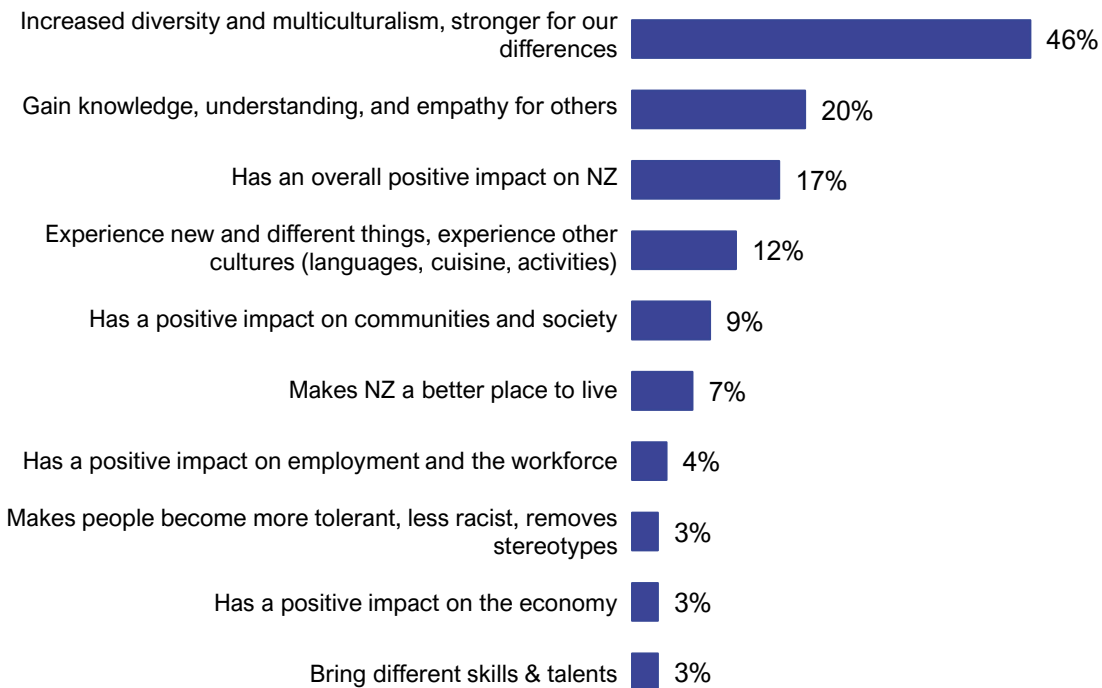
- ▶ Aged 55–64 (17%)
- ▶ Of Māori ethnicity (16%)

REASONS FOR PERCEIVED IMPACT OF MIGRATION

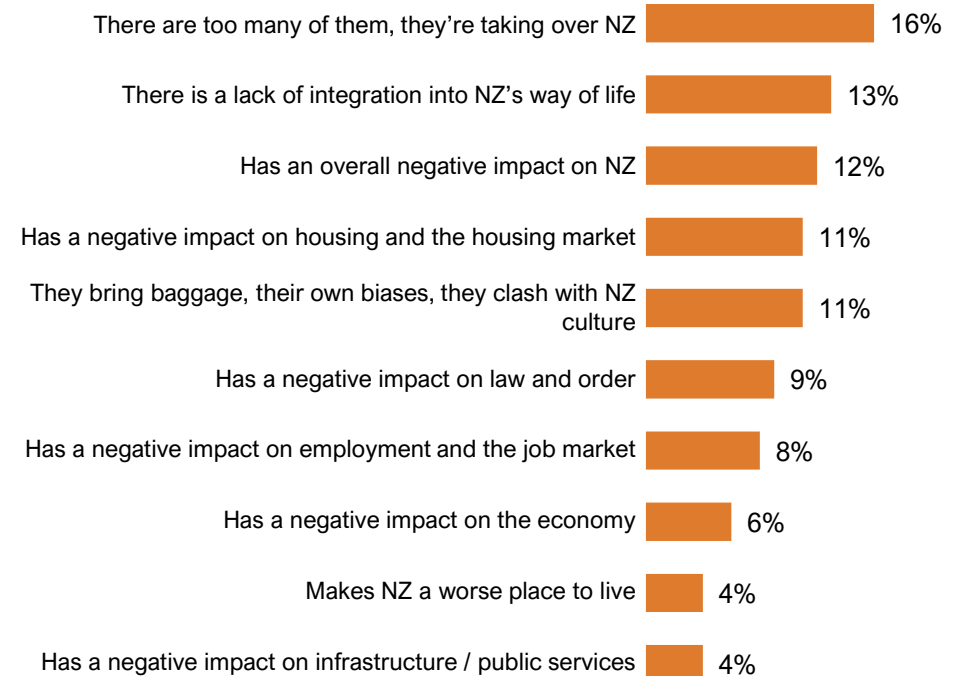
Diversity & multiculturalism is cited as the main reason why migration is perceived as making New Zealand a better place to live. In contrast, those who think that migration makes NZ a worse place to live think that there are *too many migrants* and that migrants *do not integrate with the Kiwi way of life*.

What are the main reasons for your response?

Think migration makes New Zealand a better / much better place to live



Think migration makes New Zealand a worse / much worse place to live



REASONS FOR PERCEIVED POSITIVE IMPACT

Migration makes New Zealand a **better place to live** because...

What are the main reasons for your response?

Think migration makes New Zealand a **better / much better** place to live

Increased diversity, greater mix of cultures, generally more multicultural

"I believe diversity is key and a good thing to have in any society or country. We are stronger for our differences."

"More people with different cultures brings more ways of doing this and ideas into the country and hopefully would make people more open minded."

"We are already a culturally diverse society which has strengthen many parts of a nation built on immigration."

Gain knowledge, understanding, cooperation, and connections

"I think having a diverse community is always a bonus. It teaches us how there are so many different types of humans but we are all still just that: human, and that is what unites us."

"It allows us an opportunity to broaden our personal understanding of other people and cultures. Brings variety and new experiences."

"I think it's important to learn about other cultures and welcome them, knowledge and kindness is a top priority of mine. I find with immigration you learn and make new friends."

Has a generally positive impact on Aotearoa

"Diversity is good for all societies. It brings different skills, ways of thinking, and overall enhances our country."

"Having a diverse cultural mix presents a good model for other countries to follow to be more inclusive. In addition, allowing for more multiculturalism allows more opportunities for economic, social, and financial growth across the country."

"No man is an island and having a melting pot of nationalities is healthy. We can all learn from those new to our shores."

REASONS FOR PERCEIVED NEGATIVE IMPACT

Migration makes New Zealand a worse place to live because...

What are the main reasons for your response?

Think migration makes New Zealand a **worse / much worse** place to live

There are too many of them, they're taking over New Zealand

"The isolation and uniqueness was the appeal of NZ, roughly put, unspoilt. Increased population density has all but ruined nature's wonders."

"Kiwis seem to be becoming secondary to other people in our own country these days. We are losing our country to other ethnicities by allowing them to buy homes and businesses here, but we cannot do that in some of their countries."

"Starting to feel we are moving towards becoming a minority in our own country."

There is a lack of integration into the NZ way of life

"Because immigrants are not adapting to our ways of life, and trying to force us to adapt to their ways of life. They are also not learning our language."

"Māori are so disadvantaged and discriminated against in Aotearoa already, with migrants now treating Māori badly as well just doesn't feel right. Why would we want more migrants coming in to push us down even further."

"Immigrants that shift to NZ need to adjust to our way of life. If they want to bring their lifestyle then they need to go back home. When in Rome do as the Romans do."

Has a generally negative impact on NZ society

"While I agree immigrants are welcome, NZ infrastructure is not equipped for a larger population."

"It's become harder to get jobs with so many people and not enough employment, so more people out of jobs and struggling financially. Also housing has more pressure."

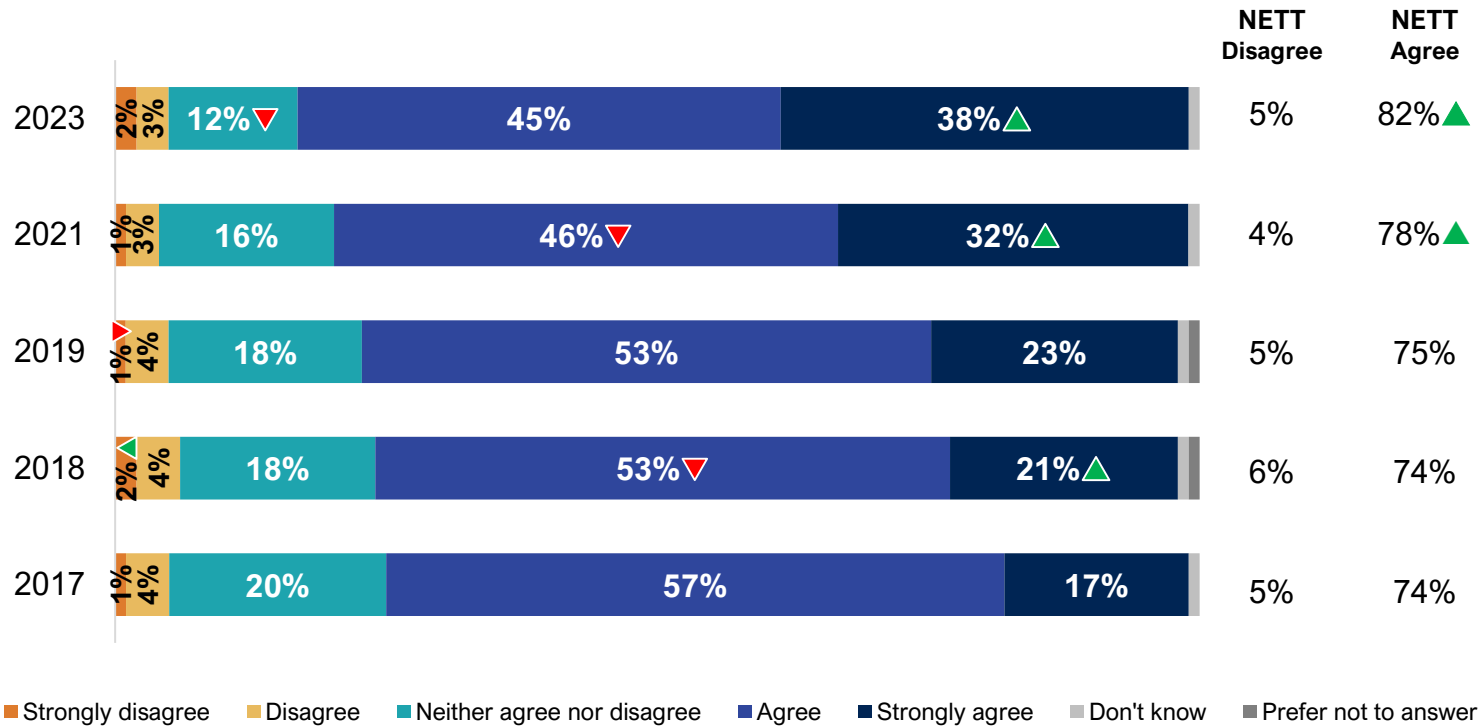
VIEWS ON IMMIGRATION & VISA PRIORITIES



IMPACT OF MIGRANTS ON DIVERSITY

A high proportion of New Zealanders agree that it's a good thing for any society to be made up of people from different races, religions & cultures.

Statement 2: *It is a good thing for any society to be made up of people from different races, religions and cultures*



Subgroup differences

Significant positive difference compared to 2023 total

NETT Agree (82%)

- ▶ Earn \$100k–\$150k (87%), or more than \$150k (90%)
- ▶ Of Asian ethnicity (88%)
- ▶ Born overseas (87%)
- ▶ From the Wellington region (87%)
- ▶ Aged 25–34 (86%)
- ▶ In paid work (85%)
- ▶ Have friends born overseas (85%)

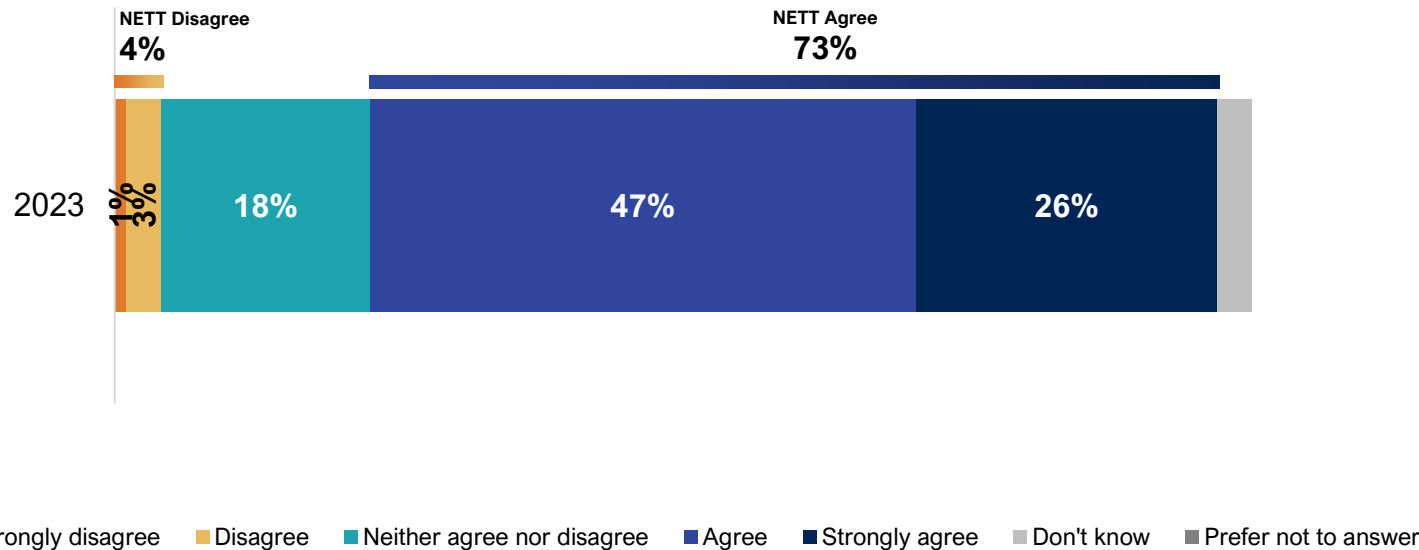
NETT Disagree (5%)

- ▶ Aged 55–64 (6%)

IMPACT OF IMMIGRATION ON THE ECONOMY

The majority of New Zealanders agree that immigration has a positive impact on the economy.

Statement 8: *Immigration helps the New Zealand economy to thrive*



Subgroup differences

Significant positive difference compared to 2023 total

NETT Agree (73%)

- ▶ Born overseas (85%)
- ▶ Of Asian ethnicity (85%)
- ▶ From the Wellington (82%) and Otago (80%) region
- ▶ Earn \$100k–\$150k (80%), or more than \$150k (83%)
- ▶ Aged 35–44 (78%) or 65+ (78%)
- ▶ In paid work (76%)
- ▶ Have friends born overseas (76%)

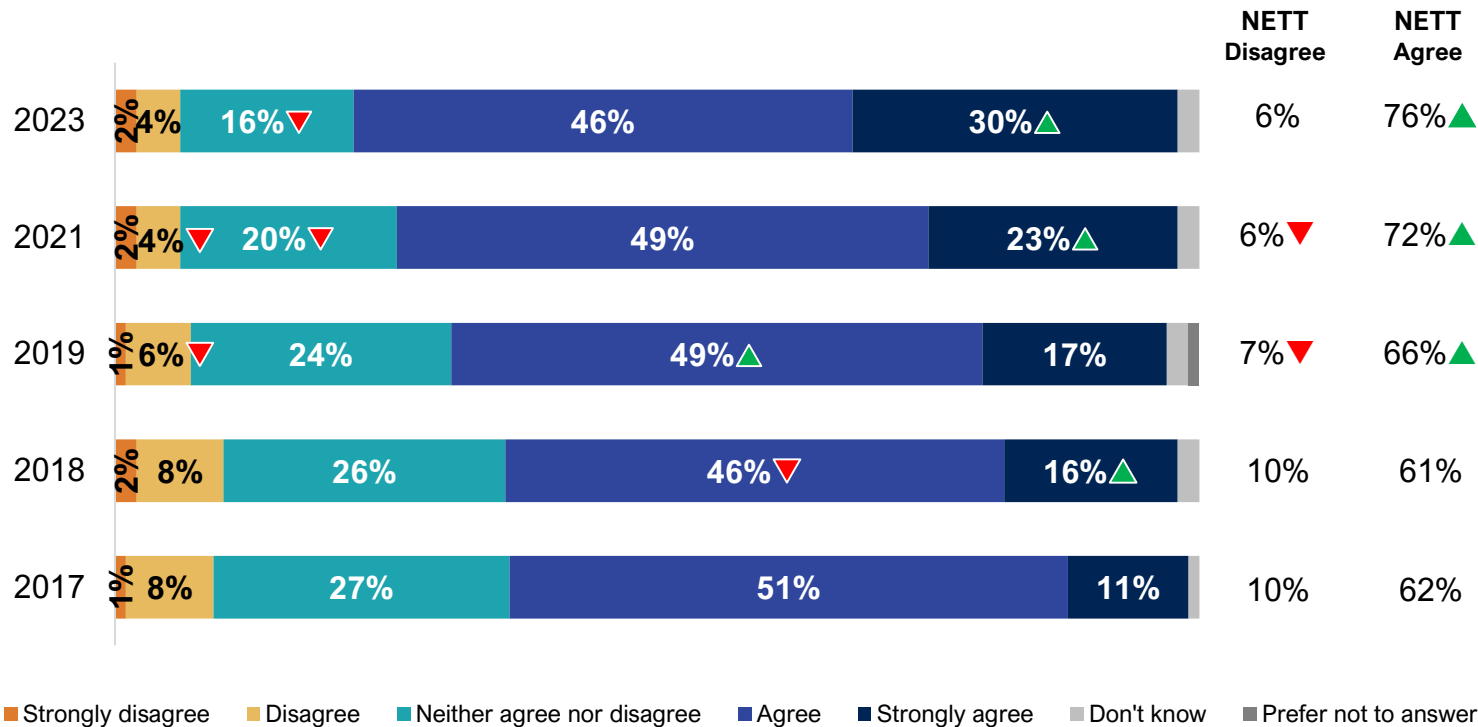
NETT Disagree (4%)

- ▶ From the Taranaki region (10%*)
- ▶ Of Māori ethnicity (7%)

IMPACT OF MIGRANTS ON PRODUCTIVITY & INNOVATION

An increasing number of New Zealanders are of the view that migrants make the country more productive & innovative.

Statement 1: *Migrants make New Zealand more productive and innovative*



Subgroup differences

Significant positive difference compared to 2023 total

NETT Agree (76%)

- ▶ Earn \$100k–\$150k (82%), or more than \$150k (85%)
- ▶ Of Asian ethnicity (83%)
- ▶ Born overseas (83%)
- ▶ From the Wellington region (82%)
- ▶ Aged 25–34 (81%)
- ▶ In paid work (79%)
- ▶ Have friends born overseas (79%)

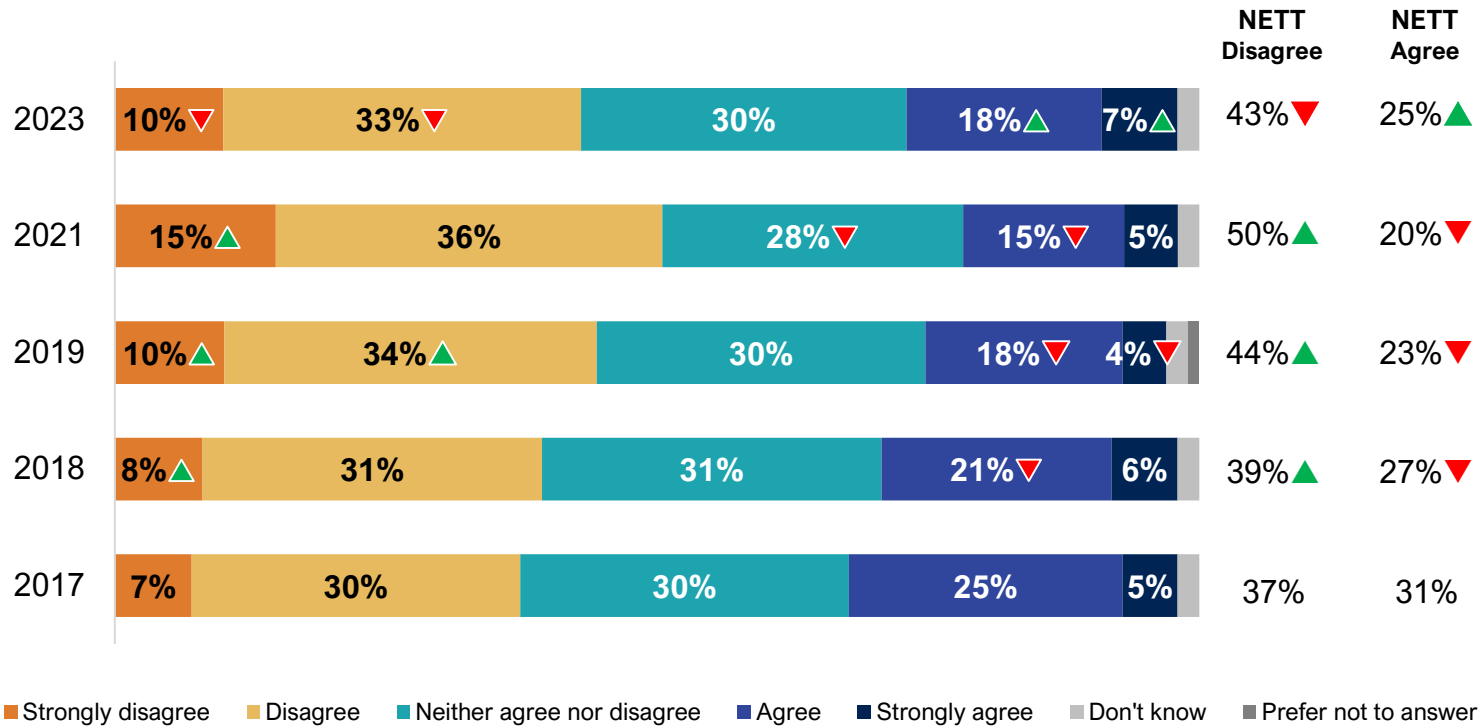
NETT Disagree (6%)

- ▶ Aged 55–64 (8%)

IMPACT OF IMMIGRATION ON JOB AVAILABILITY

In 2023, there was an increase in the proportion of people reporting that they agree that *migrants take jobs away from other New Zealanders*, with 1 in 4 holding this view.

Statement 4: *Migrants take jobs away from other New Zealanders*



Subgroup differences

Significant positive difference compared to 2023 total

NETT Agree (25%)

- ▶ From the Bay of Plenty region (33%)
- ▶ Aged 18–24 (33%), 25–34 (29%)
- ▶ Of Māori ethnicity (30%) Born in New Zealand (28%)
- ▶ Earn \$40k or less (30%)
- ▶ Male (28%)

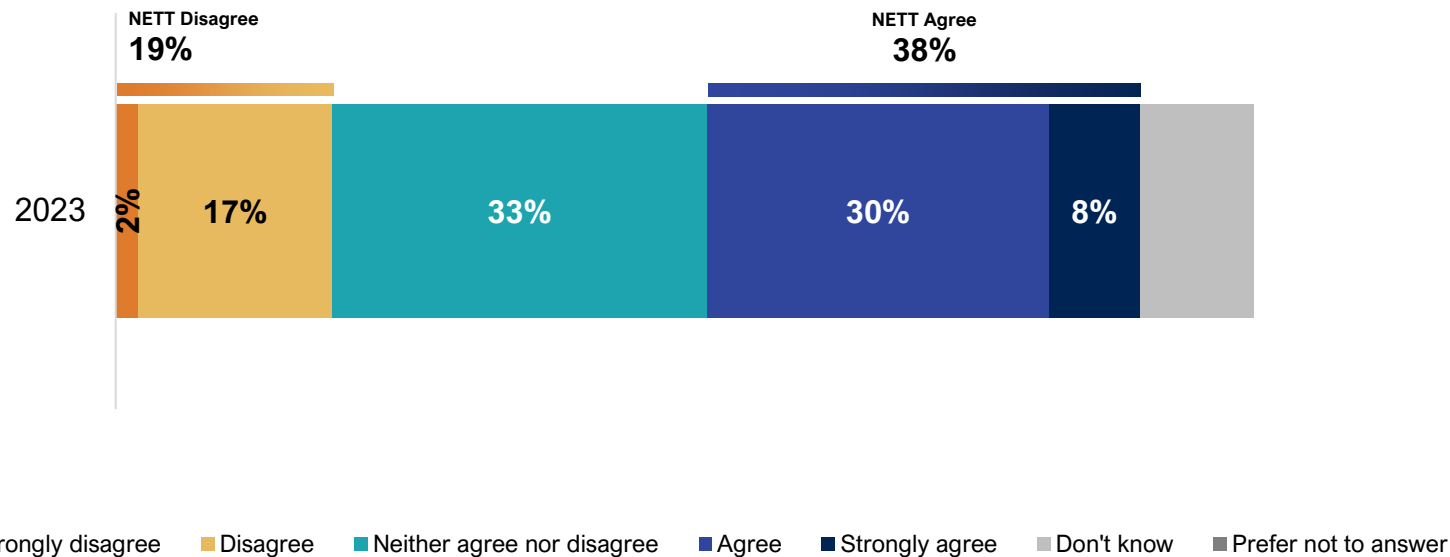
NETT Disagree (43%)

- ▶ Of 'Other' (63%*) or Asian (62%) ethnicity
- ▶ Earn \$100k–\$150k (48%), or more than \$150k (54%)
- ▶ Born overseas (52%)
- ▶ From the Wellington region (48%)
- ▶ Aged 65+ (48%)
- ▶ Have friends born overseas (45%)

PERCEIVED TREATMENT OF MIGRANT WORKERS

1 in 5 New Zealanders believe that migrants are *not* treated fairly in their jobs, while nearly twice as many believe that they *are* treated fairly.

Statement 9: *Migrants are treated fairly in their jobs / at work*



Subgroup differences

Significant positive difference compared to 2023 total

NETT Agree (38%)

- ▶ Have lived in NZ for less than 5 years (56%)
- ▶ Of Asian ethnicity (48%)
- ▶ Male (46%)
- ▶ Aged 35–44 (44%)
- ▶ Born overseas (43%)

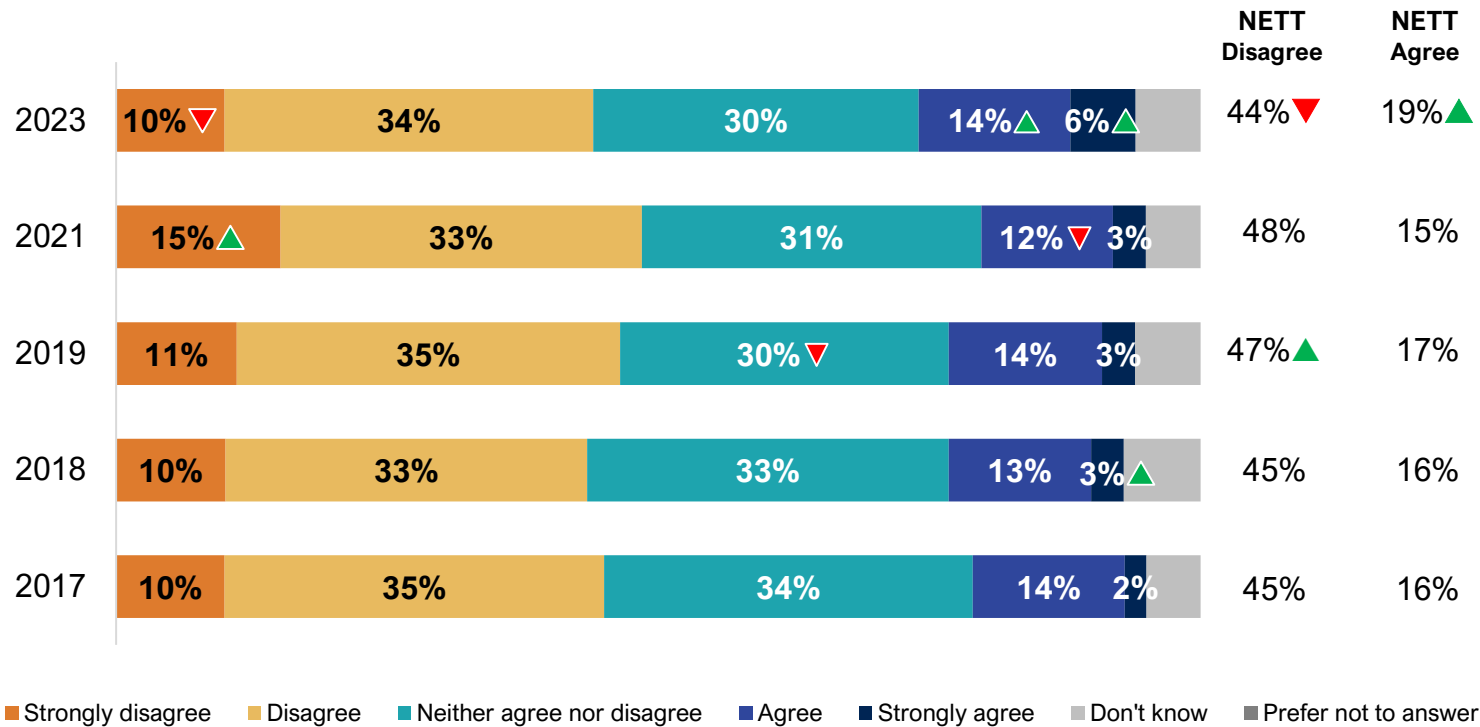
NETT Disagree (19%)

- ▶ From the Wellington region (24%)
- ▶ Female (23%)

IMPACT OF IMMIGRATION ON CRIME

Significantly more New Zealanders in 2023 believe that *immigration increases crime levels in New Zealand*, with nearly 1 in 5 holding this view.

Statement 3: *Immigration increases the level of crime in New Zealand*



Subgroup differences

Significant positive difference compared to 2023 total

NETT Agree (19%)

- ▶ Aged 18–24 (25%), 25–34 (23%)
- ▶ Male (24%)
- ▶ Earn \$40k or less (23%)

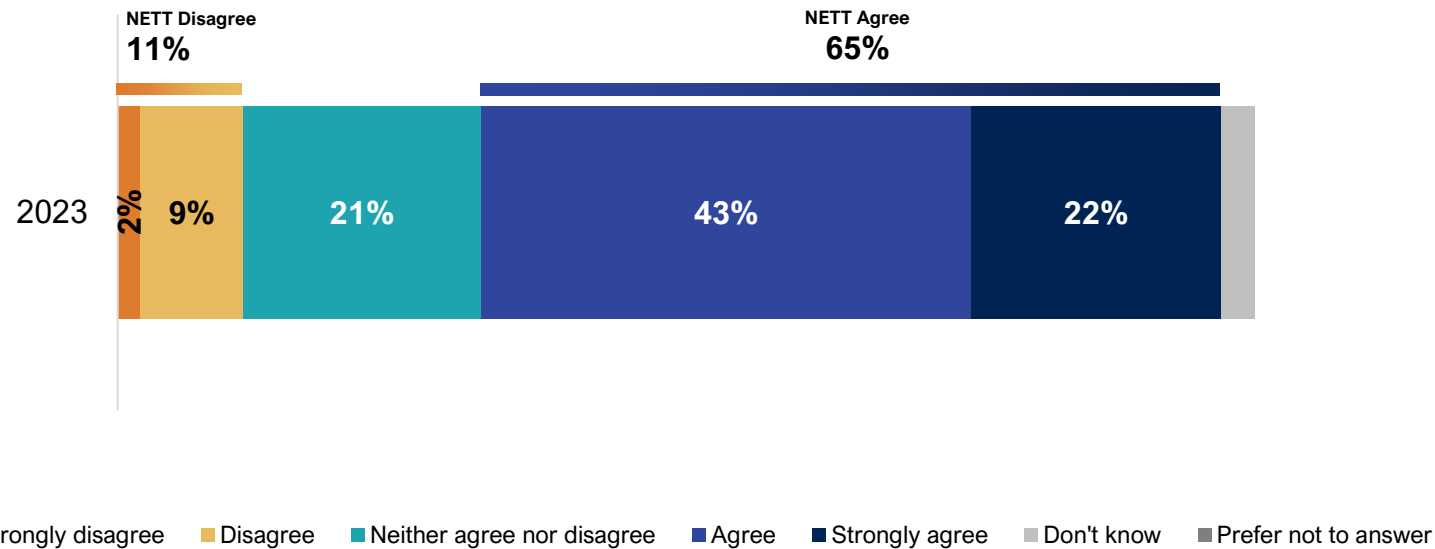
NETT Disagree (44%)

- ▶ Of 'Other' ethnicity (62%*)
- ▶ From the Otago / Southland (53%) or Wellington (52%) region
- ▶ Earn more than \$150k (51%)
- ▶ Aged 65+ (51%)
- ▶ Born overseas (49%)
- ▶ Female (47%)

IMPACT OF IMMIGRATION ON INFRASTRUCTURE

Around two thirds of New Zealanders believe that immigration increases pressure on infrastructure, such as housing and transport.

Statement 5: *Immigration increases pressure on infrastructure (e.g., housing, transport, etc.)*



Subgroup differences

Significant positive difference compared to 2023 total

NETT Agree (65%)

- ▶ Aged 65+ (70%)
- ▶ Earn more than \$150k (70%)
- ▶ Of NZ European ethnicity (67%)

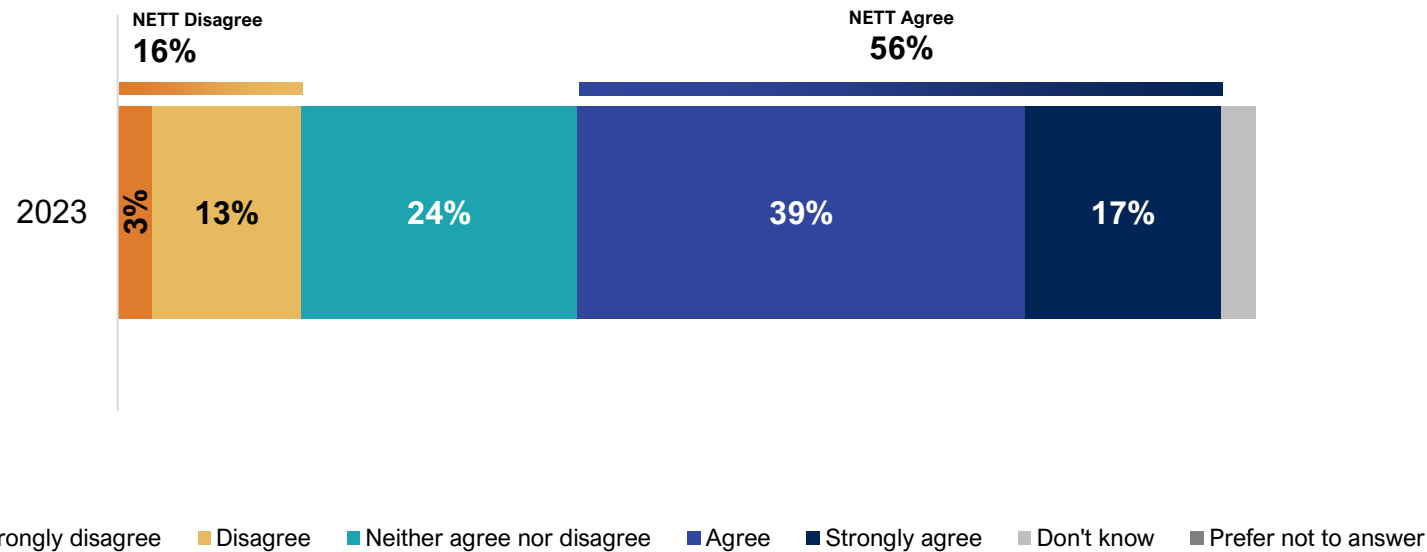
NETT Disagree (11%)

- ▶ Have lived in NZ for less than 5 years (24%)
- ▶ From Otago region (17%)
- ▶ Of 'Other' (23%*), Asian (17%), or Pacific (16%) ethnicity
- ▶ Born overseas (15%)
- ▶ Aged 35-44 (15%)

IMPACT OF IMMIGRATION ON PUBLIC & SOCIAL SERVICES

Over half of New Zealanders believe that immigration creates pressure on public & social services.

Statement 6: *Immigration increases pressure on public and social services (e.g., education, health, etc.)*



Subgroup differences

Significant positive difference compared to 2023 total

NETT Agree (56%)

- ▶ Earn more than \$150k (64%)
- ▶ Aged 65+ (62%)
- ▶ Male (61%)

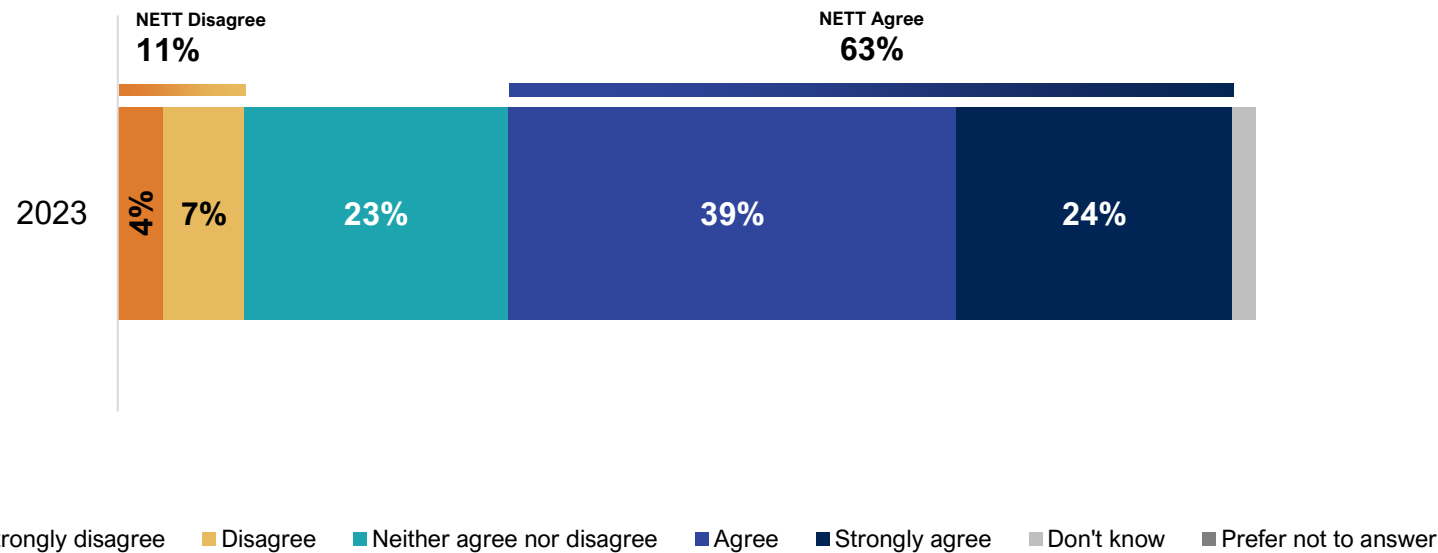
NETT Disagree (16%)

- ▶ Of Asian ethnicity (21%)
- ▶ From the Otago / Southland region (21%)
- ▶ Born overseas (20%)
- ▶ Aged 25–34 (19%)

IMPORTANCE OF LEARNING ABOUT TE TIRITI O WAITANGI

Nearly two thirds of New Zealanders believe that there should be opportunities for migrants to learn about Te Tiriti o Waitangi. Those of non-NZ European ethnicity are significantly more likely to agree.

Statement 7: *There should be opportunities for migrants and refugees to learn about Te Tiriti o Waitangi*



Subgroup differences

Significant positive difference compared to 2023 total

NETT Agree (63%)

- ▶ Of 'Other' (85%*), Pacific (78%), Māori (76%), Asian (68%) ethnicity
- ▶ Have lived in NZ for less than 10 years (77%)
- ▶ From the Wellington region (71%)
- ▶ Aged 18–24 (71%), 35–44 (71%), or 25–34 (69%)
- ▶ Earn \$100k–\$150k (70%) or more than \$150k (68%)
- ▶ In paid work (67%)
- ▶ Born overseas (66%)
- ▶ Female (66%)

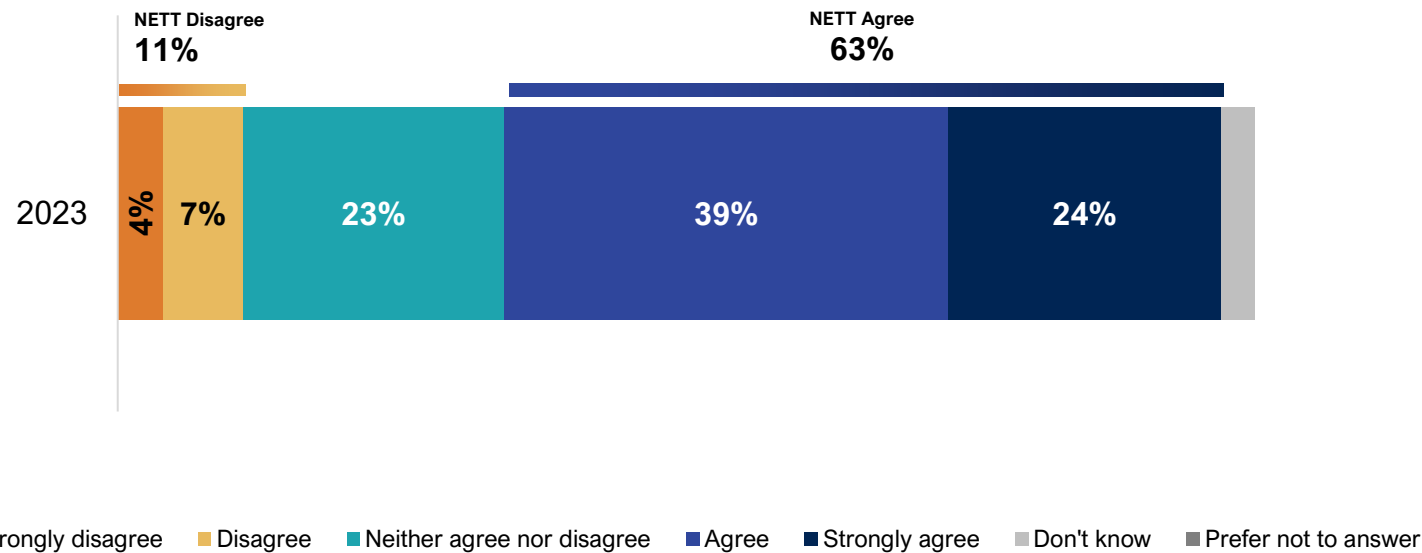
NETT Disagree (11%)

- ▶ From the Taranaki region (21%*)
- ▶ Aged 65+ (18%) or 55–64 (15%)
- ▶ Male (14%)
- ▶ Of NZ European ethnicity (14%)
- ▶ Not in paid work (14%)

IMPORTANCE OF LEARNING ABOUT MĀORI LANGUAGE AND CULTURE

Nearly two thirds of New Zealanders also believe that there should be opportunities for migrants to learn about Māori language and culture. Older New Zealanders are more likely to disagree with this.

Statement 10: *There should be opportunities for migrants and refugees to learn about Māori language and culture*



Subgroup differences

Significant positive difference compared to 2023 total

NETT Agree (63%)

- ▶ Of 'Other' (80%*), Māori (77%), or Pacific (77%) ethnicity
- ▶ Have lived in NZ for less than 10 years (78%)
- ▶ Aged 18–24 (74%), 25–34 (72%), or 35–44 (72%)
- ▶ From the Wellington region (71%)
- ▶ Earn \$100k–\$150k (68%)
- ▶ Female (68%)
- ▶ In paid work (67%)

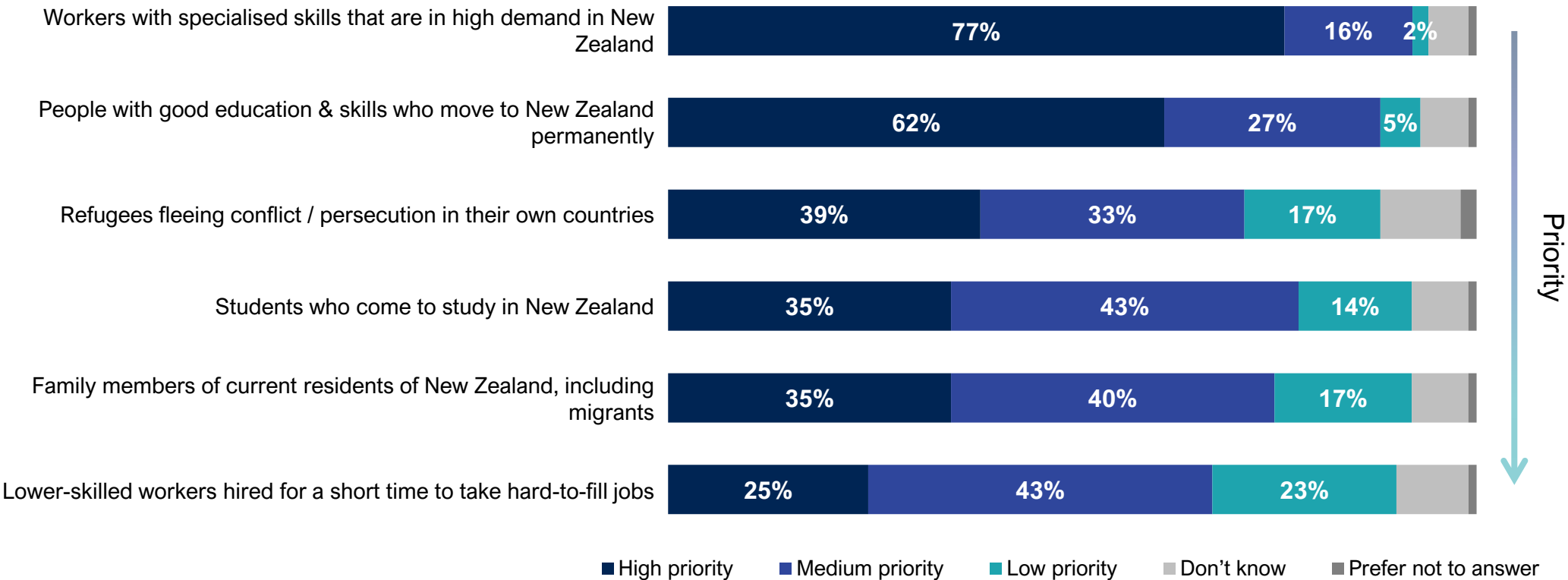
NETT Disagree (11%)

- ▶ From the Taranaki region (19%*)
- ▶ Aged 65+ (18%) or 55–64 (14%)
- ▶ Earns less than \$40k (14%)
- ▶ Male (13%)
- ▶ Not in paid work (13%)

VIEWS ON PRIORITY MIGRANT GROUPS FOR NEW ZEALAND

Well over half of New Zealanders think that accepting skilled migrants should be a high priority for NZ, while less than 40% think that refugee visas should be prioritised.

How much priority should New Zealand place on each of the following categories?



VIEWS ON PRIORITY MIGRANT GROUPS FOR NEW ZEALAND

Younger New Zealanders are more likely to think that accepting refugees should be a high priority for NZ, while retirees & high-income earners are more likely to think that accepting skilled migrants should be a high priority.

	Total	High priority Significantly higher / lower than 2023 total
Workers with specialised skills that are in high demand in New Zealand	77%	Aged 65+ years (88%) Born overseas (82%) Have lived in NZ for 10+ years (83%) Earn \$100k–\$150k (81%) or \$150k+ (83%) Aged 18–24 (64%) or 25–34 (73%) Gisborne (60%) or Taranaki (61%*) region Earn less than \$40k (69%)
People with good education & skills who move to New Zealand permanently	62%	Male (65%) Aged 65+ (75%) Ethnicity Asian (69%) Auckland region (66%) Born overseas (74%) Earn \$150k+ (70%) Female (59%) Aged 18–24 (47%) Taranaki region (46%*) Born in NZ (57%)
Refugees fleeing conflict / persecution in their own countries	39%	Female (44%) Aged 18–24 (44%) Ethnicity 'Other' (50%*) Wellington (45%) or Otago / Southland (50%) region Male (33%) Born overseas (33%) Ethnicity Asian (27%) Bay of Plenty region (32%)
Students who come to study in New Zealand	35%	Male (38%) Aged 65+ (42%) Ethnicity Pacific (46%), Asian (45%), or 'Other' (53%*) Born overseas (40%) Have lived in NZ less than 5 years (51%) Female (31%) Aged 35–44 (29%) Ethnicity NZ European (32%) Tasman / Nelson / Marlborough / West Coast regions (23%) Earn \$150k+ (30%)
Family members of current residents of New Zealand, including migrants	35%	Female (38%) Aged 18–24 (42%), 25–34 (43%) Ethnicity Pacific (42%), Asian (46%), or 'Other' (59%*) Born overseas (40%) Have lived in NZ for less than 5 years (58%) Male (32%) Aged 55–64 (29%) or 65+ (29%) Bay of Plenty region (28%) Have lived in NZ for 10+ years (34%)
Lower-skilled workers hired for a short time to take hard-to-fill jobs	25%	Pacific Peoples (37%) Gisborne region (46%**) Have lived in NZ for less than 5 years (35%) Earns \$40k or less (30%) Aged 35–44 (21%) Tasman / Nelson / Marlborough / West Coast region (14%)

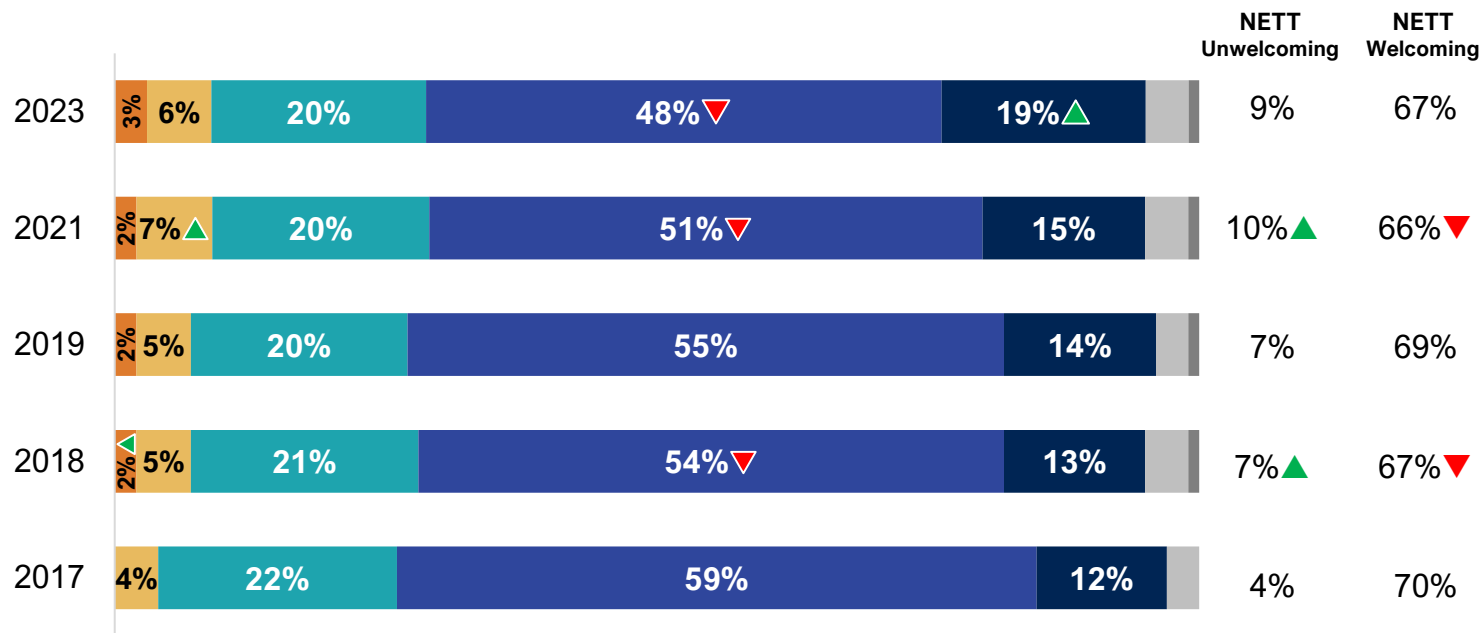
HOW WELCOMING ARE WE?



HOW WELCOMING NEW ZEALAND IS FOR MIGRANTS

New Zealanders' perceptions of how welcoming the country is for migrants has remained steady. However, significantly more New Zealanders think New Zealand is *very welcoming* to migrants compared to 2021.

How welcoming or unwelcoming do you think New Zealand is for migrants?



Very unwelcoming Unwelcoming Neither Welcoming Very welcoming Don't know Prefer not to answer

Subgroup differences

Significant positive difference compared to 2023 total

Welcoming overall (67%)

- ▶ Have lived in NZ for less than 5 years (77%)
- ▶ Earn \$100k–\$150k (71%)
- ▶ Male (70%)
- ▶ From the Manawatū-Whanganui region (66%)

Unwelcoming overall (9%)

- ▶ Pacific Peoples (14%)

REASONS FOR VIEWS ON HOW WELCOMING NEW ZEALAND IS

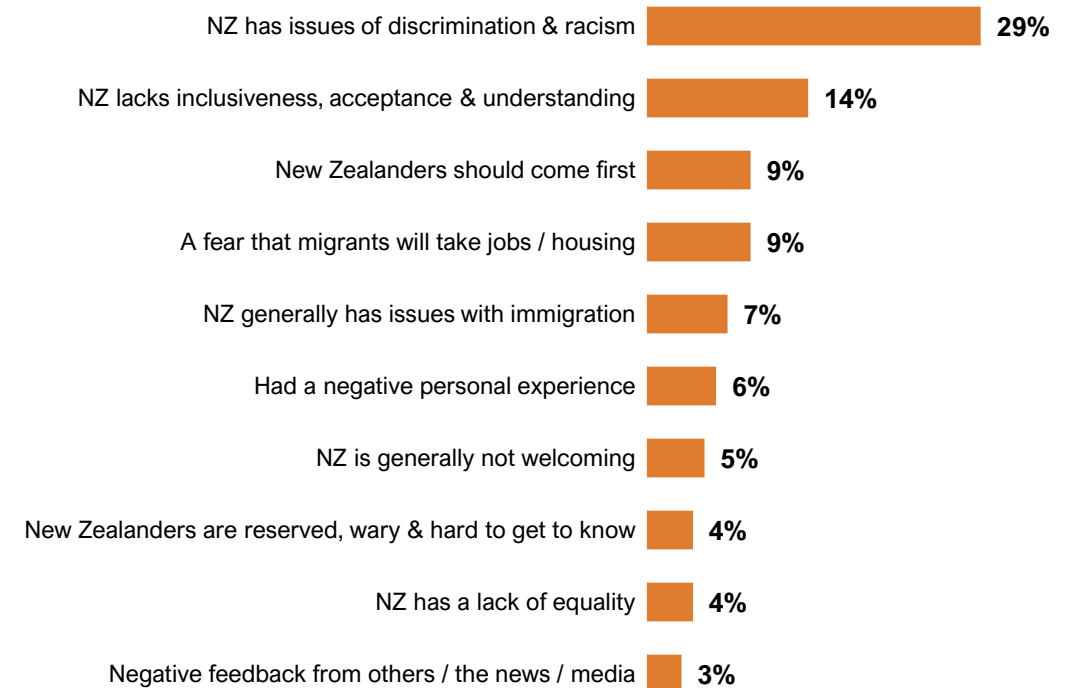
Respondents who believe New Zealand is welcoming think that the country is *inclusive & accepting* – while those who think it is unwelcoming cite issues with *discrimination & racism*. However, many state that New Zealanders are generally *friendly & welcoming*.

What are the main reasons for your response?

Thinks New Zealand is **welcoming** to migrants



Thinks New Zealand is **unwelcoming** to migrants



REASONS FOR SEEING NEW ZEALAND AS WELCOMING

In their own words...

What are the main reasons for your response?

Think New Zealand is **welcoming** for migrants

New Zealand is inclusive, open-minded, and accepting

"I think we are welcoming to immigrants that are visiting or migrating here. We embrace different cultures and different beliefs almost instantly."

"I have not felt unwelcomed. In public spaces I am respected and treated kindly. In terms of information booths they are easy to understand. Also there are many people who are willing to help a stranger."

"I have felt very welcomed since migrating here 10 years ago. I have been accepted and embraced by most whom I have encountered."

New Zealand is generally welcoming of migrants

"New Zealand has many cultures and in my work we welcome everyone. The children have friends and or are a part of activities that include families from different cultures."

"In general New Zealanders are very receptive to people of different cultures and countries. We are cosmopolitan, we embrace cultures, cuisines, and customs."

"I was an immigrant 10 years ago and I was welcomed with open arms by most. Now I have a Kiwi wife, Kiwi children and a lot of Kiwi friends. You can't get more welcoming than that I reckon!"

New Zealanders are friendly and easy going

"Everyone I have met is very friendly and respectful of both myself, my family, and lots of other people in terms of culture and ethnicity."

"My family and I have found New Zealand to be a very welcoming and friendly place and settled very easily, made friends, and find everyone always helpful."

"It's a very relaxed and friendly culture and all cultures are celebrated."

REASONS FOR SEEING NEW ZEALAND AS UNWELCOMING

In their own words...

What are the main reasons for your response?

Thinks New Zealand is **unwelcoming** for migrants

New Zealand has issues of discrimination and racism

"The racism against non-white, non-Christians is considered normal."

"There are still prevailing colonial attitudes. People may have good attitudes in the cities, but anywhere rural or small town there is casual racism everywhere."

"The language I've heard used about people with different skin colour and racial backgrounds in this country is downright awful."

New Zealand lacks inclusiveness, acceptance, and understanding

"I think we don't show enough respect for people who move to New Zealand and I think we could show more cultural appreciation."

"White migrants are more easily accepted by NZ as a majority white country. Non-white migrants struggle due to looking different to the majority white NZ population."

"Some people can be very dismissive of people from other cultures, blaming them for the housing shortage, taking jobs away from people born in New Zealand. Generally quite ignorant and intolerant of other beliefs and ways of doing things."

New Zealanders should come first

"Immigrants face racism and attitudes that they shouldn't be here and are taking things from 'real' New Zealanders. A lot of people don't see how valuable they are."

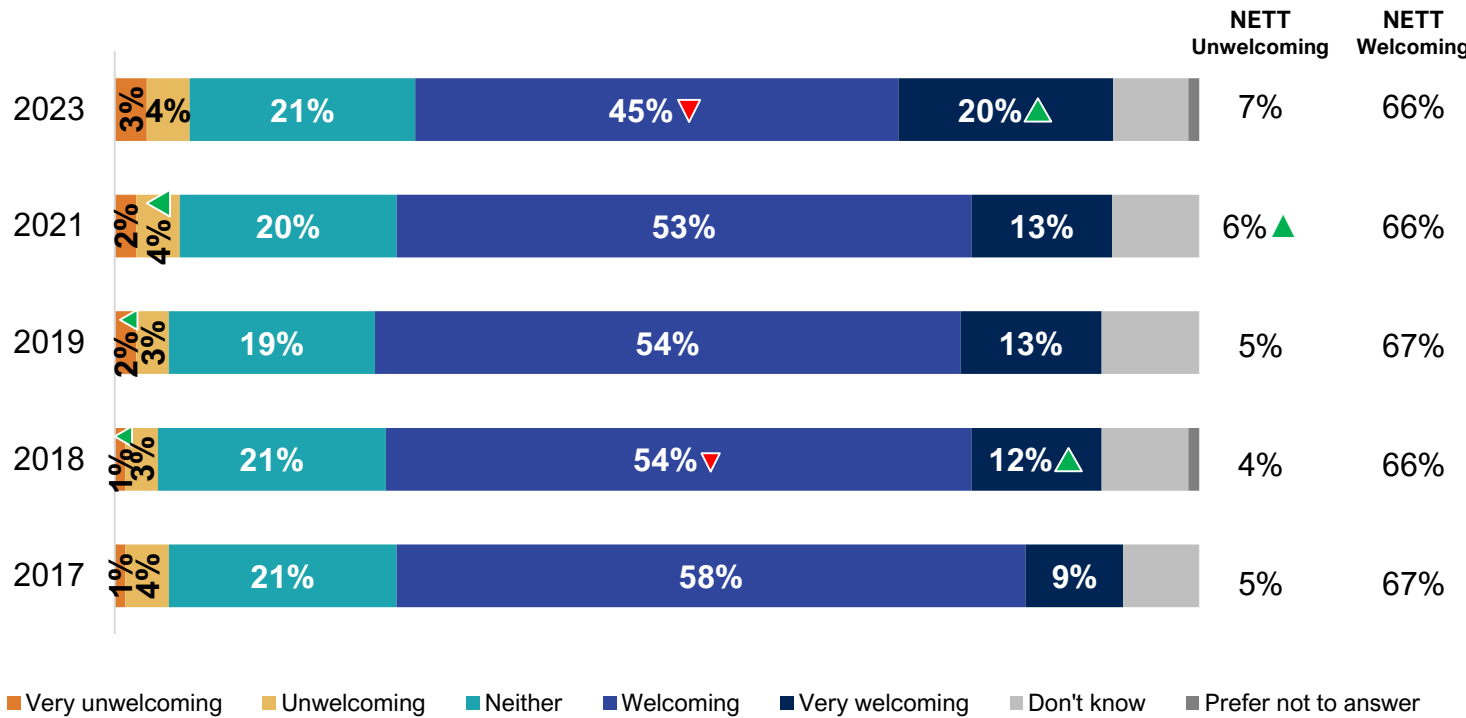
"They often come here in search of employment and we would, I say 'we' as in myself, would prefer to choose a person born here over someone that moved here."

"Because to a lot of New Zealanders, it is seen that people come into the country get given a house, a car, a job, or a benefit, when we struggle to try and get these for ourselves."

HOW WELCOMING COMMUNITIES ARE TO MIGRANTS

The proportion of New Zealanders who state that their community is welcoming to migrants has remained steady in the last 5 years. However, significantly more people think that their community is *very welcoming* this year.

How welcoming or unwelcoming do you think your community is for migrants?



Subgroup differences

Significant positive difference compared to 2023 total

NETT Welcoming (66%)

- ▶ Have lived in NZ for less than 5 years (79%)
- ▶ Aged 35–44 (70%)

NETT Unwelcoming (7%)

- ▶ From the Tasman / Nelson / Marlborough / West Coast region (12%)

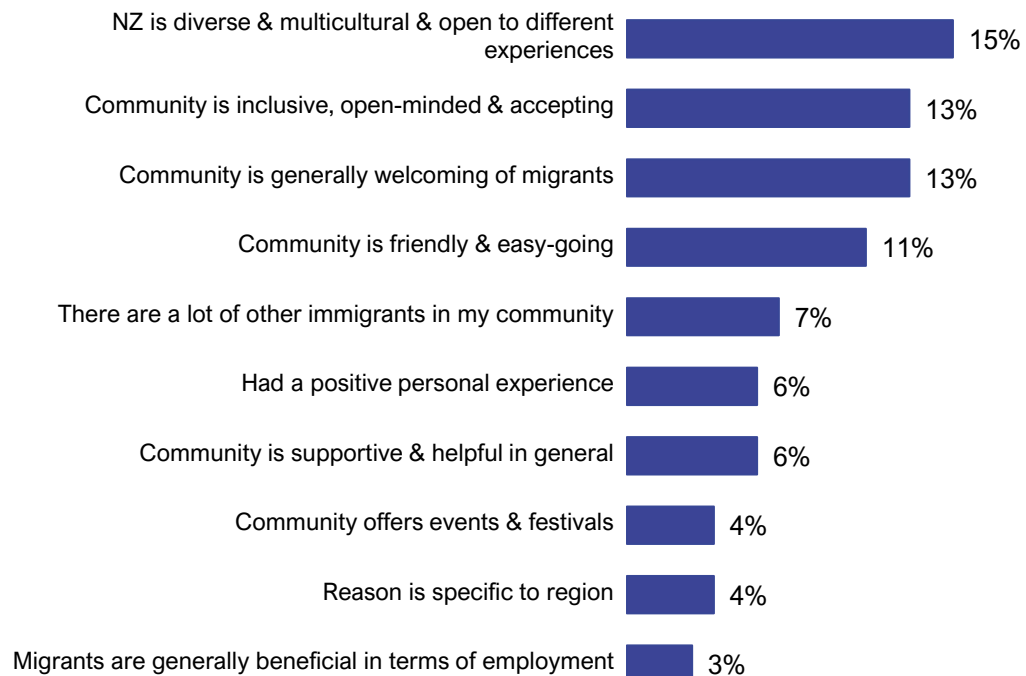


HOW WELCOMING COMMUNITIES ARE TO MIGRANTS – REASONS

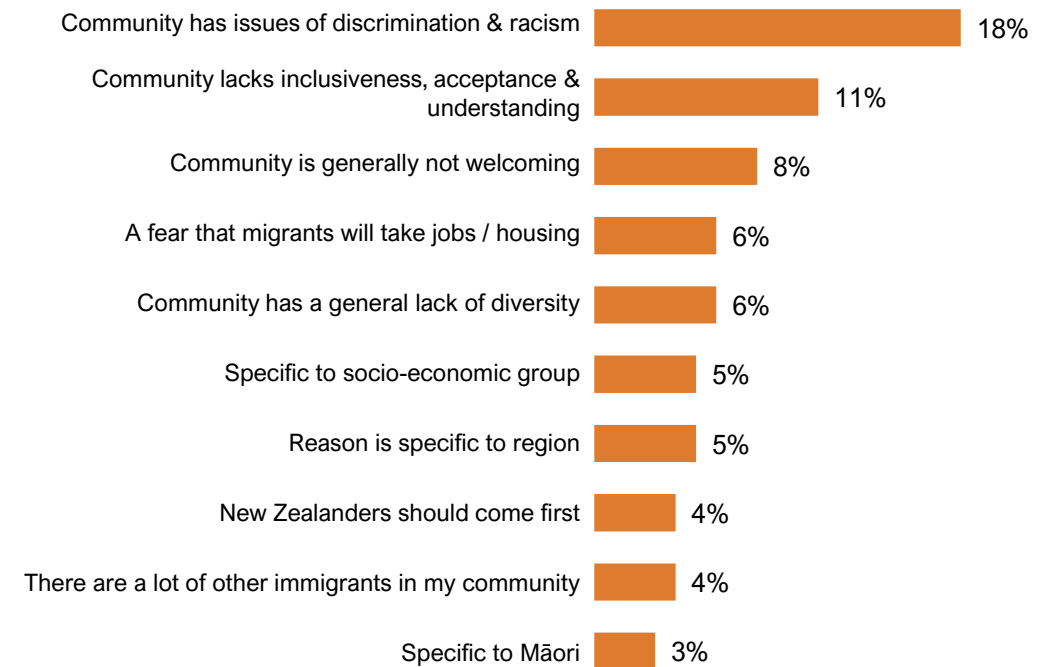
Respondents who state that their community is unwelcoming to migrants generally cite issues of *discrimination & racism* and a *lack of inclusiveness*. In contrast, those who think their community is welcoming to migrants attribute this to the *open-mindedness and multiculturalism* of the community.

What are the main reasons for your response?

Think their community is **welcoming / very welcoming** to migrants



Think their community is **unwelcoming / very unwelcoming** to migrants



REASONS FOR SEEING COMMUNITY AS WELCOMING

In their own words...

What are the main reasons for your response?

Think their community is **welcoming** for migrants

New Zealand is diverse and multicultural, and open to different experiences

“Real mix of people. Everyone is valued. Tourists are warmly welcomed, as well as those who are here for longer.”

“I live in a very multicultural community and I see the diversity at my child’s school, and I think it’s great because you get to learn so much about other cultures and ethnicities.”

“We live in a small rural community and you could just about know everyone. We have a lot of community events and that’s the time when you get to know people.”

Community is inclusive, open-minded, and accepting

“Because the community I live in is multicultural from what I have observed, and also has a good community vibe that welcomes all to join.”

“My community includes a lot of Pacific and a huge diversity of people, therefore they are very welcoming as they like to include social festivals for different nationalities.”

“We live in a very multicultural and less wealthy area. I think when your neighbourhood is less wealthy there tends to be more acceptance of different cultures, as you have a much wider range of people living there.”

Community is generally welcoming towards migrants

“Generally we are welcoming or like to think of ourselves as welcoming, however there is still unconscious bias present.”

“Migrants are part of our workforce, the people we meet day to day, the activities and groups I’m involved with. The languages can be challenging but not insurmountable.”

“People are generally open-minded here. And there is a large population of immigrants within my community who know how challenging it can be.”

REASONS FOR SEEING COMMUNITY AS UNWELCOMING

In their own words...

What are the main reasons for your response?

Think their community is **unwelcoming** for migrants

Community has issues of discrimination and racism

"My community is quite openly racist towards migrants which is unacceptable. They are unhappy with the big influx of migrants in Auckland."

"They are not very welcoming for any new people and appear suspicious of foreigners, except British or Europeans."

"I live in a very white, fairly wealthy, privilege dominated area – and I have witnessed far too many of those people be rude, disrespectful and in general behave badly towards people of other cultures and skin colours."

Community lacks inclusiveness, acceptance, and understanding

"I live in small town NZ – people here are third or fourth generation and very closed minded. Anyone new or different is regarded with suspicion! The locals don't like change."

"A lack of understanding as to how they contribute to our communities and value added by having them here."

"Kiwis don't want to get involved, have little patience with those they don't know from outside their family or social circle. This leaves migrants as perpetual outsiders."

Community is generally not welcoming towards migrants

"My region I live in is mostly middle income and white. Many are born again Christians and bigots. This makes life for immigration difficult."

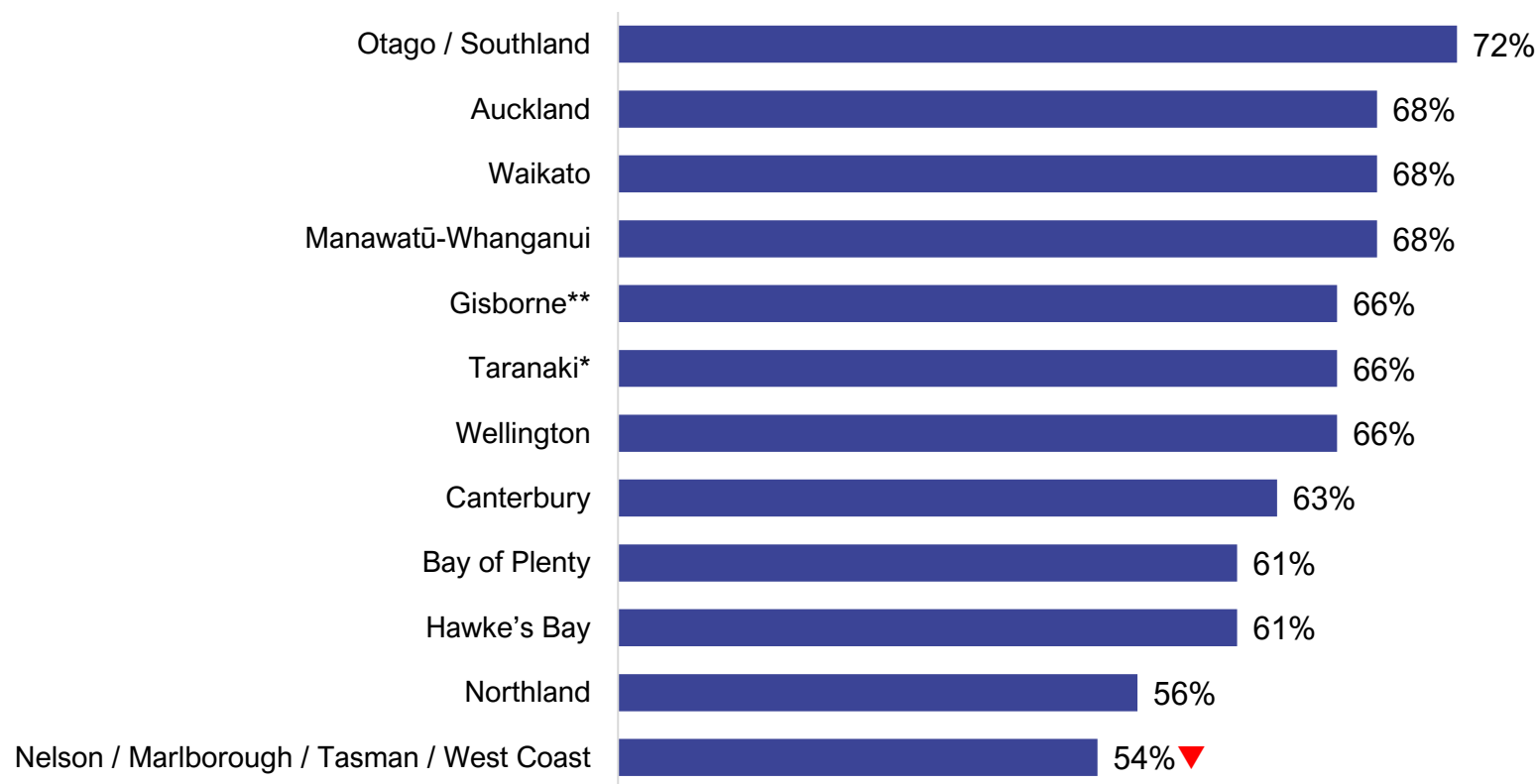
"Mostly that there aren't great places for casual community encounters. Our neighbourhood is so closed off and individual, it's hard to see how people might new people."

"The demographic where I live do not have much exposure to other cultures so I find they aren't as welcoming."

PERCEIVED 'WELCOMING COMMUNITIES' BY REGION

Those who live in the Nelson / Marlborough / Tasman / West Coast regions are significantly less likely to think that their community is welcoming for migrants.

How welcoming or unwelcoming do you think your community is for migrants? (NETT welcoming)

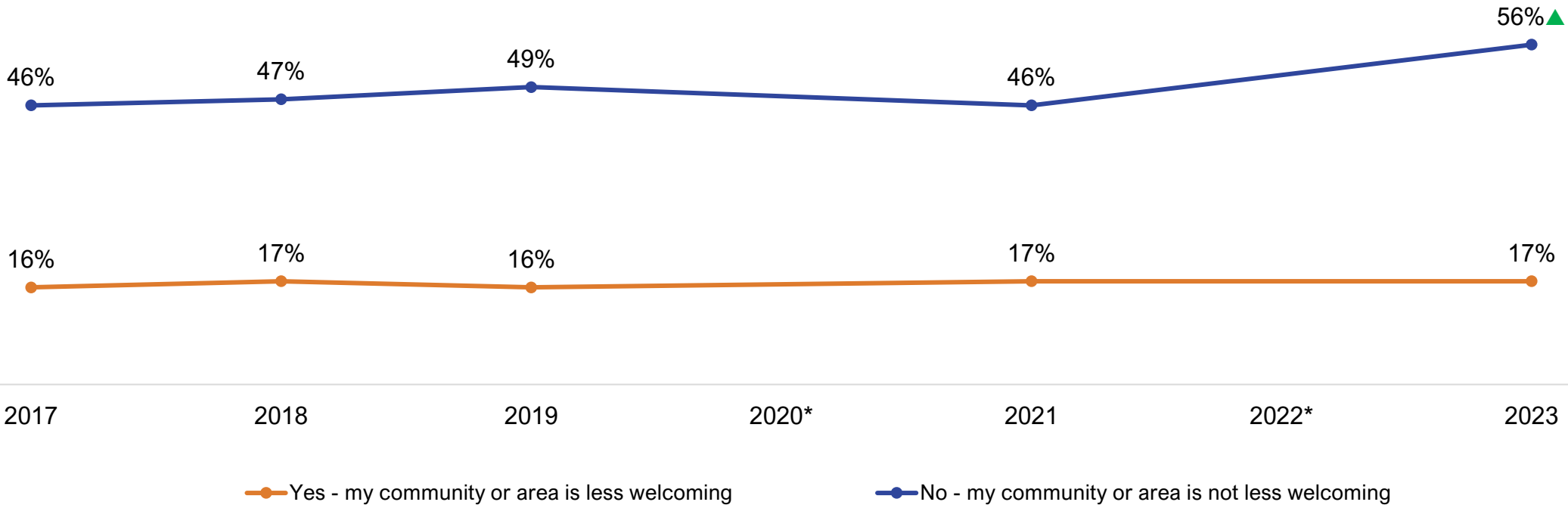


▼ / ▲ is significantly higher / lower than total

PERCEPTIONS OF HOW WELCOMING COMMUNITIES ARE TO DIFFERENT MIGRANT GROUPS

There has been a significant increase in the proportion of New Zealanders that feel their community is *not* less welcoming to any particular migrant groups or types. This figure is at its highest since the 2017 survey.

Is the community or area you live in less welcoming towards any particular groups / types of migrants?



▲ / ▼ is significantly higher / lower than previous survey

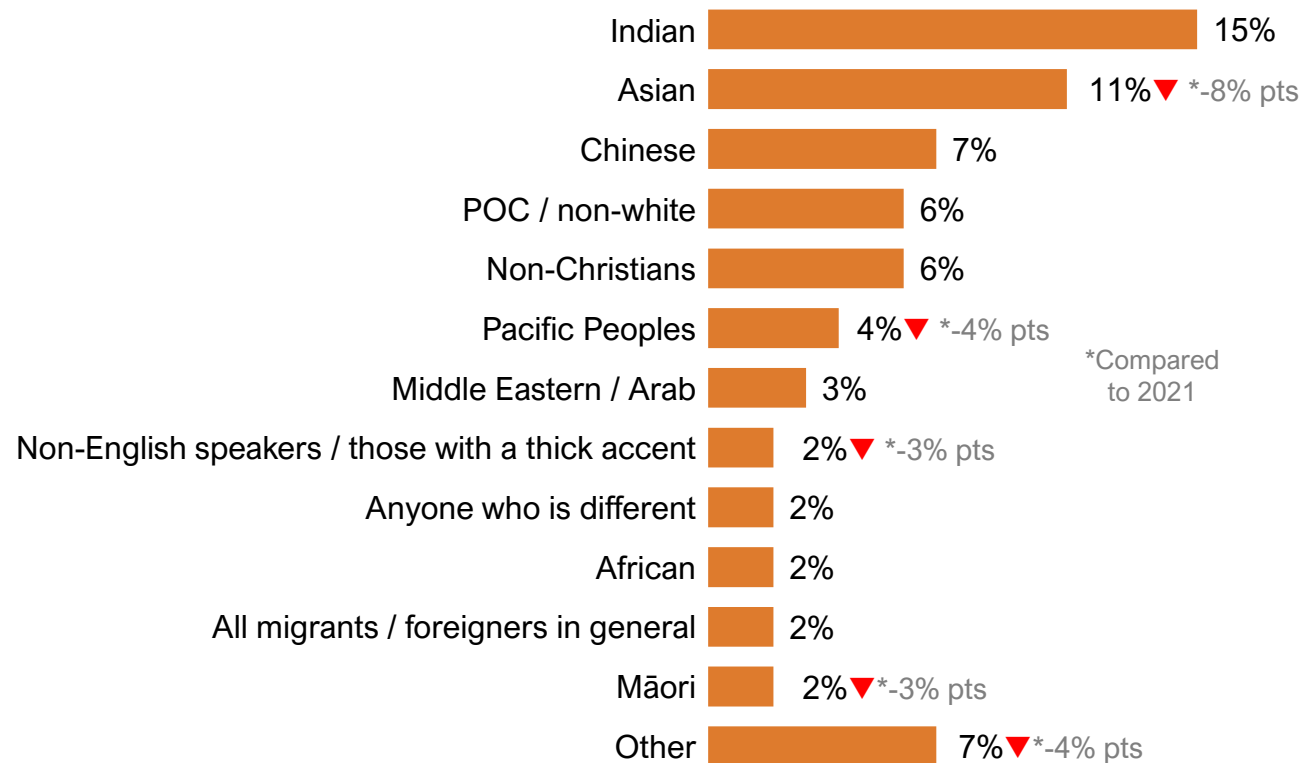
Q8: Do you think the community or area you live in is less welcoming towards any particular groups or types of migrants than others?
Base: 2017 (n=3,628), 2018 (n=3,396), 2019 (n=3,547), 2021 (n=3,000), 2023 (n=3,500). *Note: No data collected in 2020 and 2022.



MIGRANT GROUPS MADE LESS WELCOME BY COMMUNITIES

Those who think their community is less welcoming to specific groups, consider that Indian & Asian migrants are made the least welcome. However, the figure for Asian migrants has decreased significantly since 2021, dropping by 8 percentage points.

Which group(s) of migrants is your community less welcoming towards?



17%

of New Zealanders think the community or area they live in is less welcoming towards a specific migrant group(s).

DISCRIMINATION AGAINST DIFFERENT GROUPS

New Zealanders continue to feel that Muslims, Indians & Chinese people face the most discrimination. There is also an increasing perception that specific migrant ethnic and religious groups are facing at least some discrimination.

% of New Zealanders who think there is some / a lot of discrimination against each migrant group

	2017	2018	2019	2021	2023
Muslims	47%	46%	43% ▼	48% ▲	62% ▲
Indians	39%	42% ▲	40%	45% ▲	58% ▲
Chinese	41%	42%	41%	45% ▲	57% ▲
Refugees	34%	38% ▲	37%	40% ▲	47% ▲
Hindus	-	-	33%	38% ▲	46% ▲
Pacific peoples	28%	33% ▲	31%	35% ▲	42% ▲
Filipinos	-	-	26% ▲	31% ▲	37% ▲
International students	24%	27% ▲	24% ▼	28% ▲	30%
Buddhists	-	-	20%	24% ▲	30% ▲
South Africans	18%	23% ▲	21%	25% ▲	28% ▲
Europeans (excluding British)	12%	17% ▲	15% ▼	17% ▲	16%
British	10%	13% ▲	14%	16%	14% ▼

▲ / ▼ is significantly higher / lower than previous survey

NGĀ MIHI

Amanda Dudding, Kania Sugandi,
Anya Rivera, Arabella Wiles



GAME CHANGERS

