



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

# Community perceptions of migrants and immigration

DECEMBER 2020



**COLMAR BRUNTON**  
A Kantar Company

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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 eight more times: 2010, 2011, 2013, 2015, 2016, 2017, 2018, and 2019.

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. For example, 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 an effort was made to go back to the same people over time.

The next Community Survey is scheduled to take place in 2021.

# 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, and 2019

The 2017, 2018, and 2019 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 3,045 interviews was set and exceeded each year.

Each sample was structured to be representative of the New Zealand population by age, gender, ethnicity, and household income. It was also structured by region, but disproportionately 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). Post-weighting was used to ensure that the overall results presented in this report are representative of the population by region (see 'Weighting' to the right).

There was a longitudinal component to the 2018 and 2019 surveys. In 2018, 2017 survey respondents were re-contacted and invited to take part in the 2018 survey. 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. The 2018 survey respondents were then re-contacted and invited to take part in the 2019 survey, again after a period of three weeks a fresh sample was drawn to fill any gaps in the target sample. A cohort of 1,383 people have taken 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, ethnicity, and household income. Household income was included in the weighting scheme from the 2015 survey onwards. The 2017, 2018, and 2019 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, and 2019. 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 2018 and 2019. These statistical differences were determined using direct bootstrap re-sampling of the 2018 and 2019 data sets. This was done to ensure that the final samples achieved were not skewed from the New Zealand population as a result of the longitudinal subset of respondents. Five hundred bootstrap re-samples were carried out from which confidence intervals and an overall average difference between years was obtained.

The report also highlights demographic differences that are statistically significant when compared to the average response for all adults answering that specific question in 2019.

## Survey methodology

All survey methods have their advantages and disadvantages. The main advantages of the online panel method used in 2017, 2018, and 2019 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').

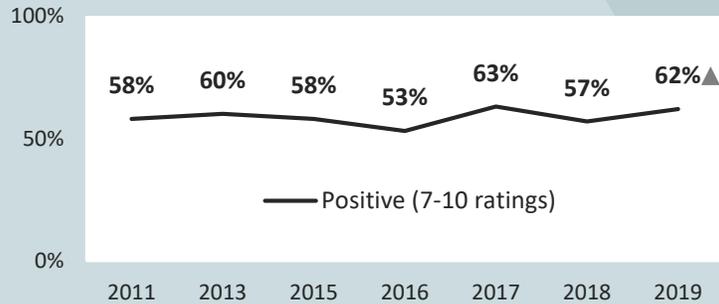
## Response rates

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

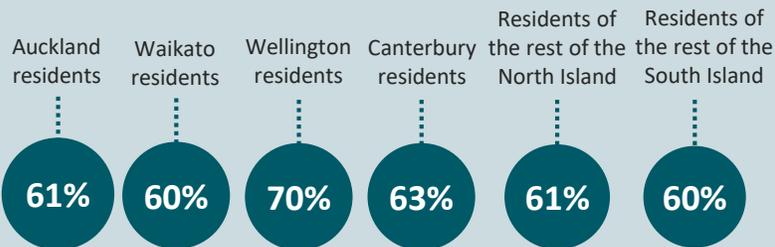
# SUMMARY OF KEY FINDINGS

## OVERALL VIEWS OF MIGRANTS

The majority of New Zealanders generally hold positive views about migrants. This sentiment has fluctuated since 2016.

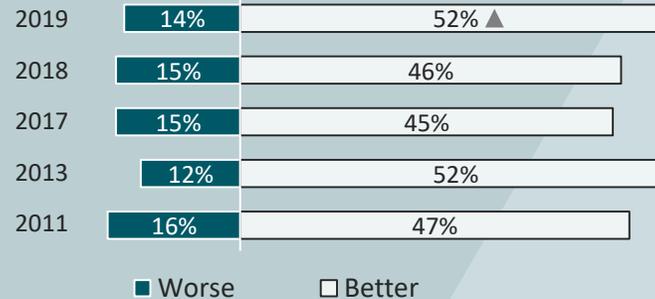


In 2019, Wellington residents feel more positively towards migrants than the average result across New Zealand.



## 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 say there are too many migrants.



Those who say it makes New Zealand a better place to live most commonly say this is because it makes New Zealand society more multicultural and diverse.

## EXTENT TO WHICH NEW ZEALAND IS WELCOMING TO MIGRANTS



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 69% in 2019 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.

*“Most New Zealand people are very friendly and open to different cultures and are open to welcoming different cultures into their lives.”*

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

*“Racism is rife in Aotearoa.”*

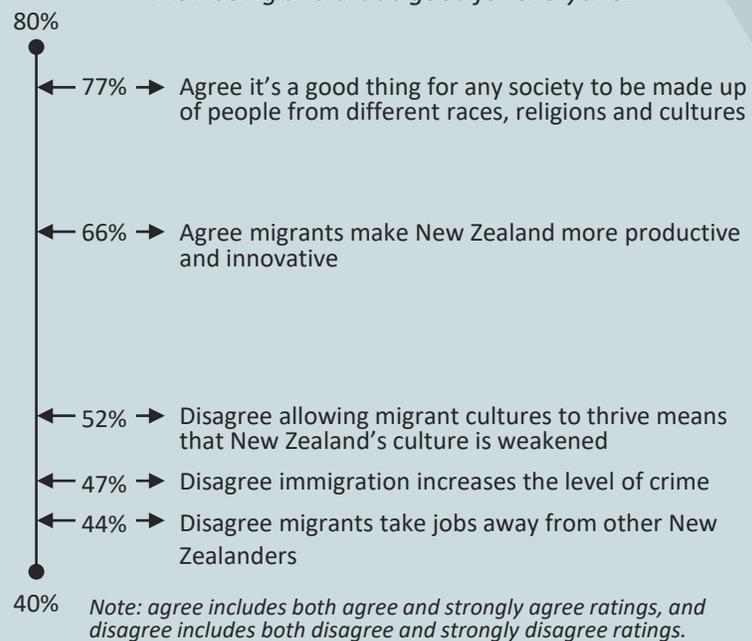
▲▼Significantly higher/lower than 2018.

# SUMMARY OF KEY FINDINGS

## MIGRANTS' CONTRIBUTION TO NEW ZEALAND

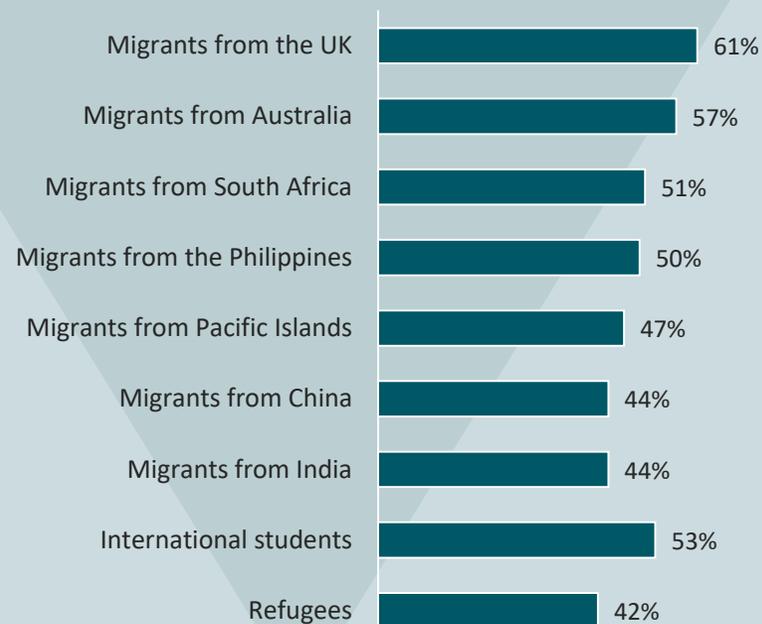
Most New Zealanders feel migration has a generally positive impact on New Zealand's economy and culture.

*"Being exposed to new ways of thinking, different world views and having opportunities to learn from each other... Immigrants contribute to our economic well-being and that's good for everyone."*



## VIEWS OF DIFFERENT MIGRANT GROUPS

New Zealanders are most positive about migrants from the United Kingdom and Australia. Groups least positively perceived include: refugees, and migrants from India, China, and the Pacific Islands.



## CULTURAL FESTIVALS AND EVENTS

Around four in ten New Zealanders attend or participate in cultural festivals or events. This has been slowly rising since 2011.



## FRIENDSHIPS



Ninety percent of New Zealanders 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 2019 survey.



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# Overall views of migrants

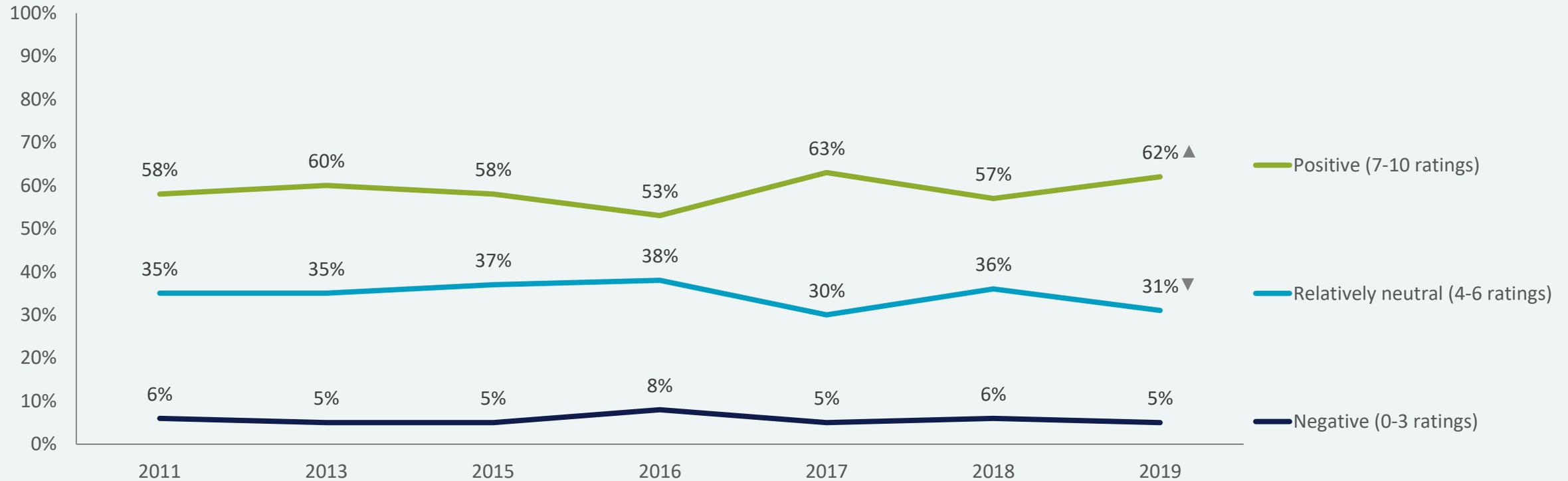


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# OVERALL VIEWS OF MIGRANTS

The majority of New Zealanders feel generally positive about migrants. This has been the case since 2011. However, positivity has fluctuated over time. There were small declines in 2016 and 2018, but these dips were due to increased neutral sentiment rather than increased negativity. In 2019, 62% of New Zealanders feel positively towards migrants; this is a significant improvement from the 57% who felt this way in 2018.



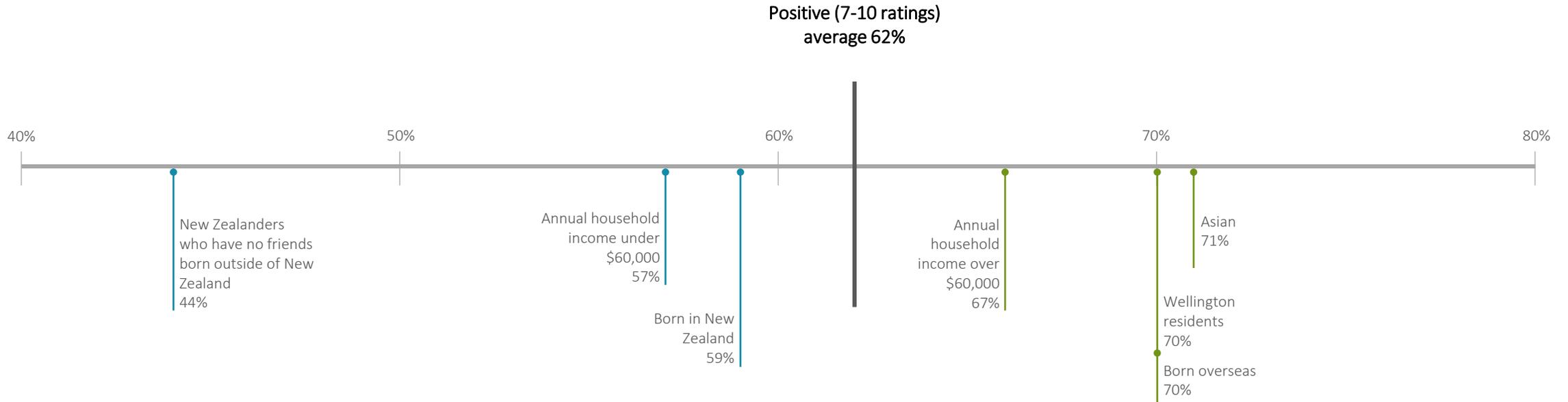
▲▼ Significantly higher/lower than 2018.

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).

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?

# OVERALL VIEWS OF MIGRANTS – DEMOGRAPHIC DIFFERENCES

New Zealanders most likely to feel positive towards migrants are: Asian, Wellington based, born overseas, or have an annual household income over \$60,000. Those least likely to feel positive towards migrants are: Born in New Zealand, have an annual household income under \$60,000, or do not have any friends who were born outside of New Zealand.



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

Base: All New Zealanders 2019.

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]

# OVERALL VIEWS OF MIGRANTS BY REGION

Wellington residents feel more positive towards migrants than the average sentiment towards migrants across the rest of New Zealand.



Positive (7-10 ratings) average %

None of the differences between 2018 and 2019 are statistically significant.

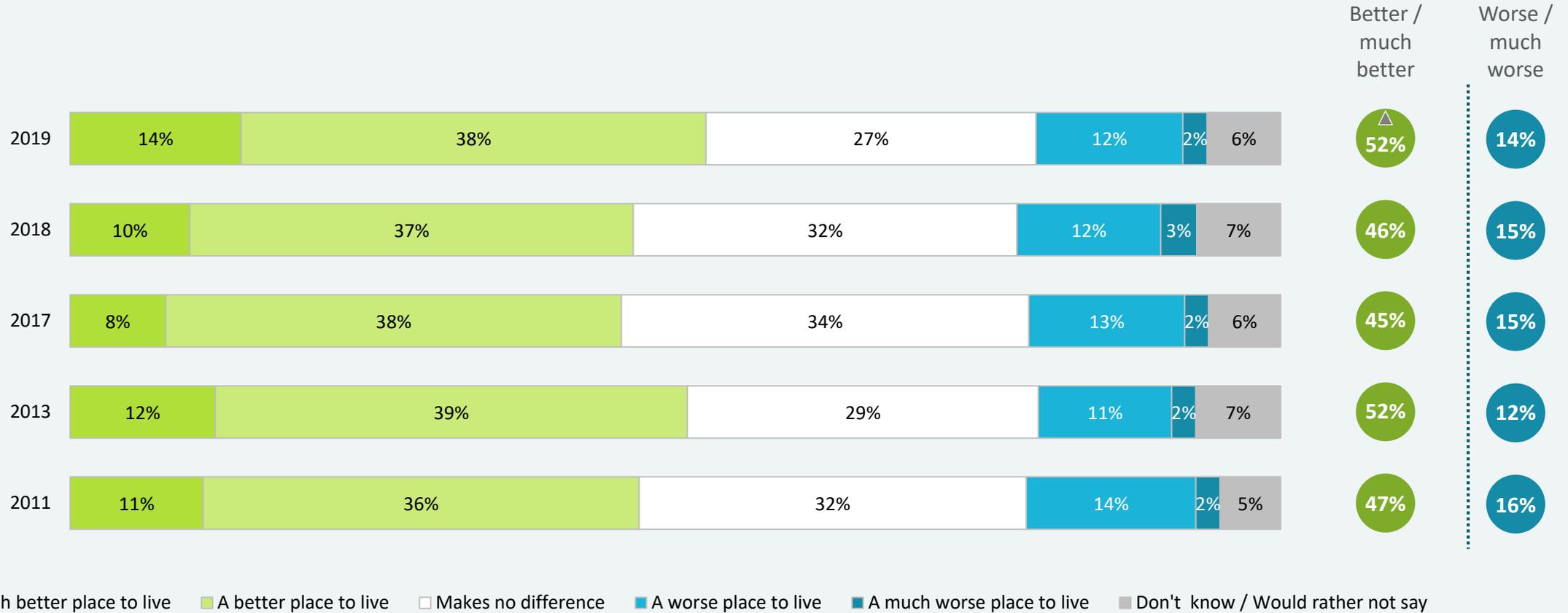
Base: All Auckland residents (2017 n=483, 2018 n=735, 2019 n=489), all Waikato residents (2017 n=202, 2018 n=204, 2019 n=267), all Wellington residents (2017 n=265, 2018 n=271, 2019 n=362), all rest of North Island residents (2017 n=1,511, 2018 n=1,225, 2019 n=1,391), all Canterbury residents (2017 n=545, 2018 n=408, 2019 n=478), all rest of South Island residents (2017 n=615, 2018 n=539, 2019 n=540).

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?



# PERCEIVED IMPACT 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. This is a significant improvement from the 46% who felt this way in 2018. Fourteen percent of New Zealanders feel the increasing number of migrants makes their community a worse place to live.

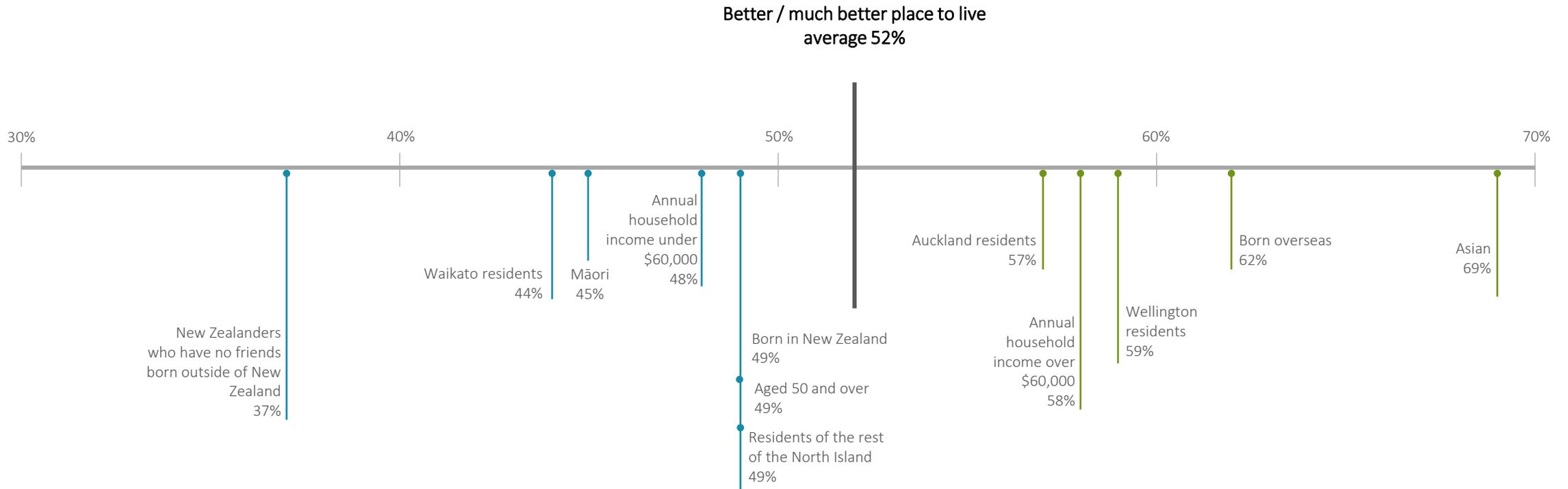


▲▼ Significantly higher/lower than 2018.

Base: All New Zealanders (2011 n=1,041, 2013 n=2,927, 2017 n=3,628, 2018 n=3,396, 2019 n=3,547).  
 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?  
 Note: 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: identify as Asian, were born overseas, live in Wellington or Auckland regions, or have an annual household income over \$60,000.



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

Base: All New Zealanders 2019.

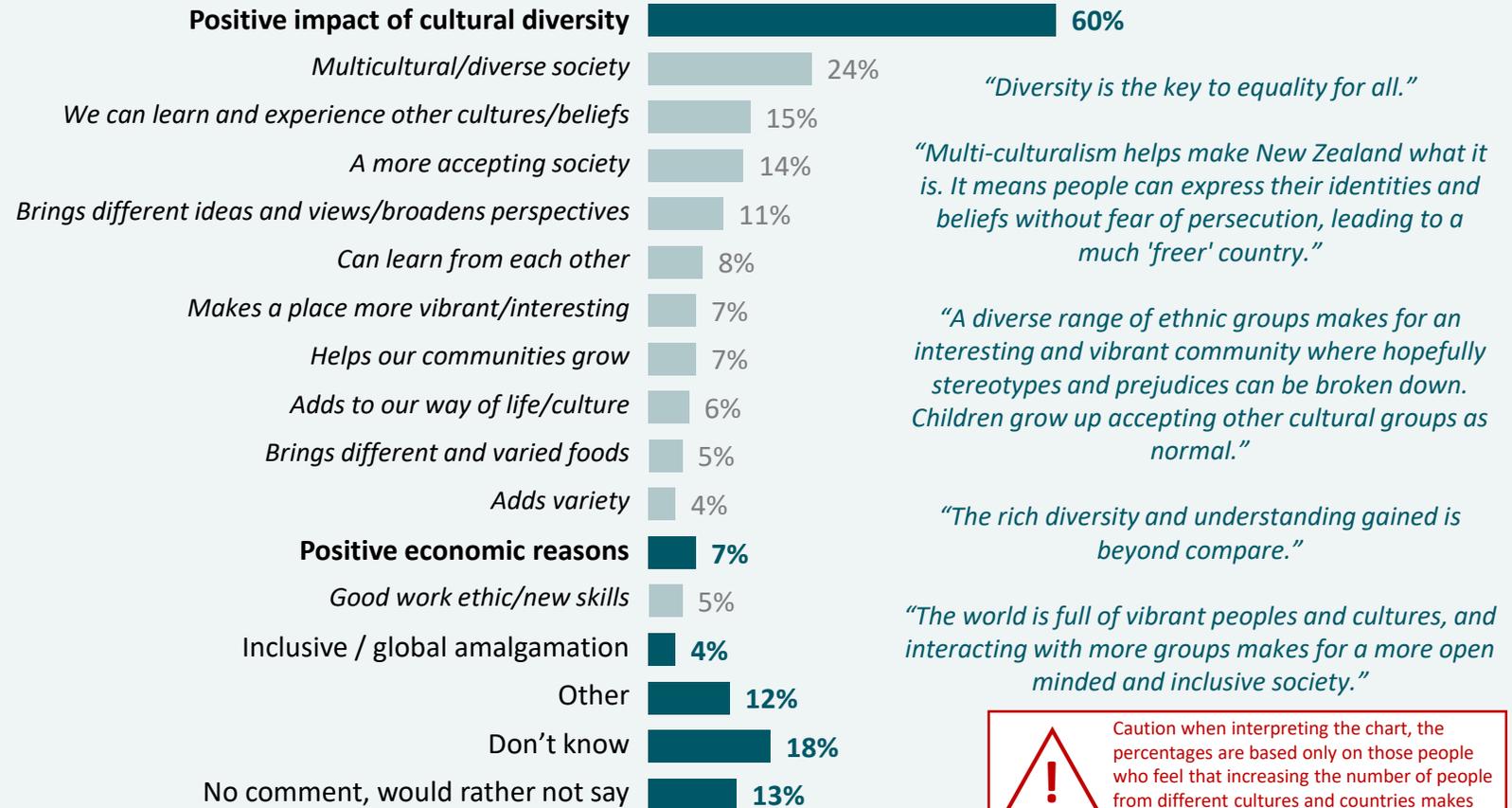
Source: Q15 – New Zealand is becoming home to an increasing number of people from different cultures and countries. Do you personally believe this makes your community a better place to live, worse place to live, or makes no difference?

# PERCEIVED POSITIVE IMPACTS OF MIGRATION

The chart on page 11 showed that 52% of New Zealanders believe migrants make their community a better place to live. The main reason the 52% feel this way is that they appreciate how migrants make their community more multicultural and diverse.

**52%**  
of New Zealanders believe migrants make their community a better place to live; reasons behind this include...

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 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 (2019 n=1,786).

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.

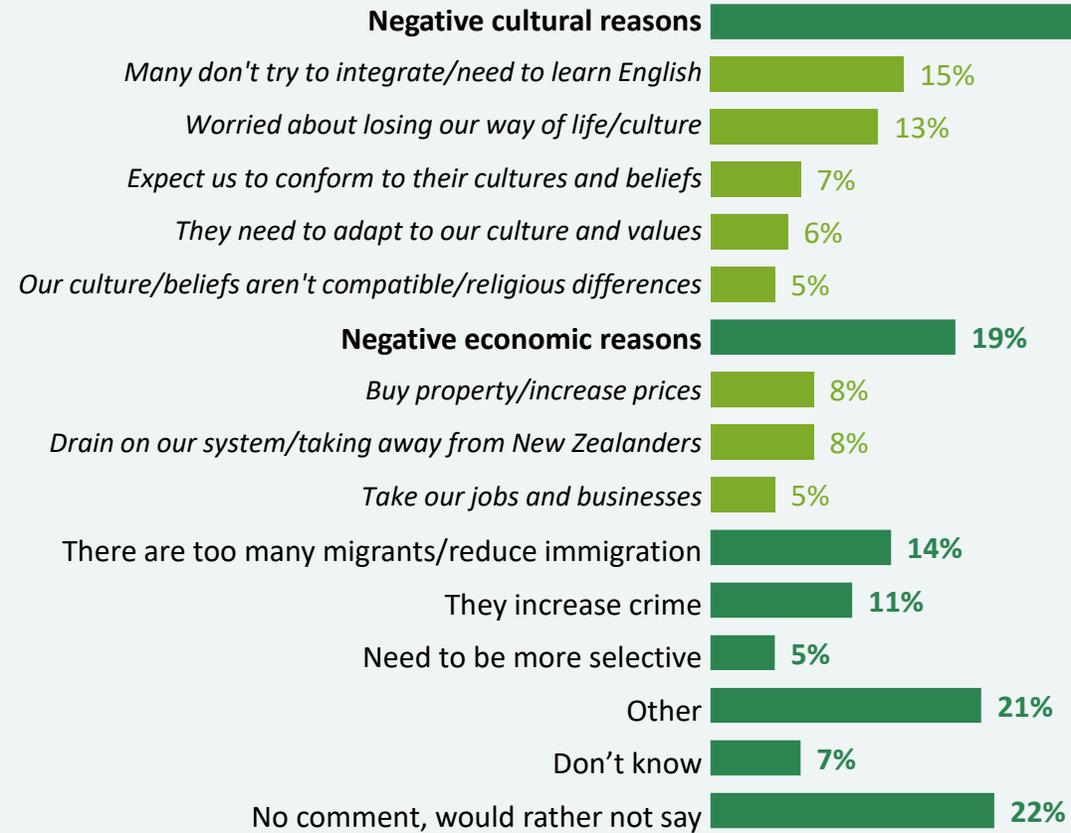
# PERCEIVED NEGATIVE IMPACTS OF MIGRATION

The chart on page 11 showed that 14% of New Zealanders believe migrants make their community a worse place to live. The 14% tend to be concerned about the cultural or economic impact on New Zealand.

# 14%

of New Zealanders believe migrants make their community a worse place to live; reasons behind this include...

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*).



*“Not because of colour but because of cultural differences. In my lifetime I've seen in the North Island, where I grew up, the erosion of my own culture and national identity.”*

*“The roads are far too busy, and housing prices have gone through the roof. That's all because there's too many people in the country and not enough room.”*

*“Cultures do not integrate as well as we would like to think.”*

*“A lot do not assimilate into the NZ way of life and are very much a drain on our welfare system.”*

**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.**

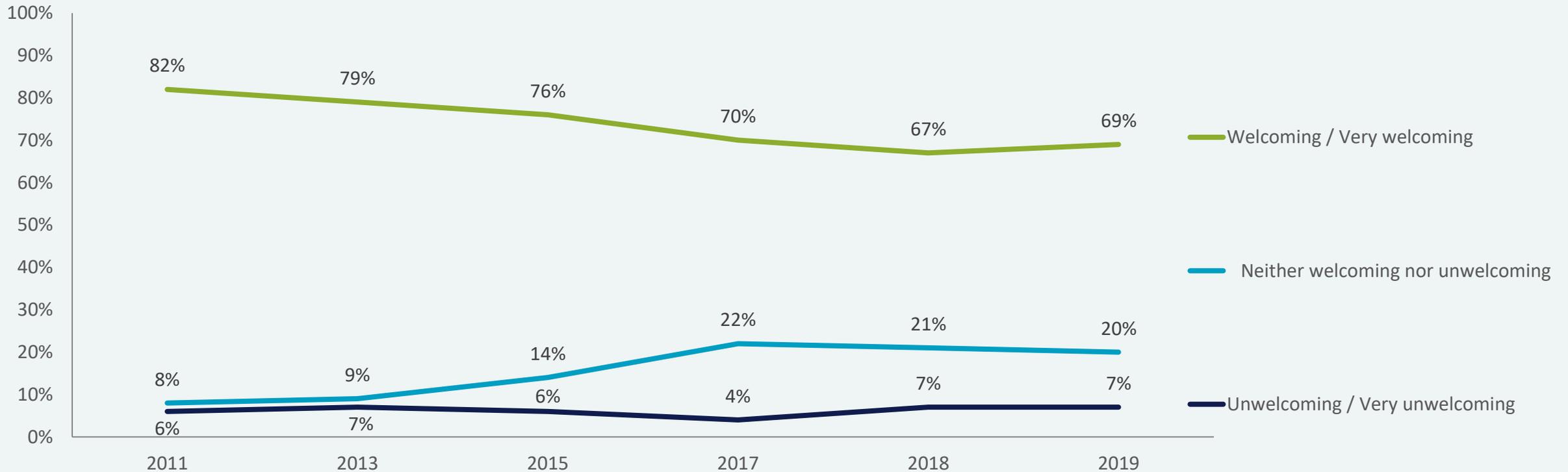
Base: Those who feel that increasing the number of people from different cultures and countries makes New Zealand a worse place to live (2019 n=505).

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 5% 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 stabilised after trending down between 2011 and 2017. The proportion of people who feel New Zealand is unwelcoming has remained broadly stable over time.



None of the differences between 2018 and 2019 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).  
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.  
Note: Question not asked in 2016.

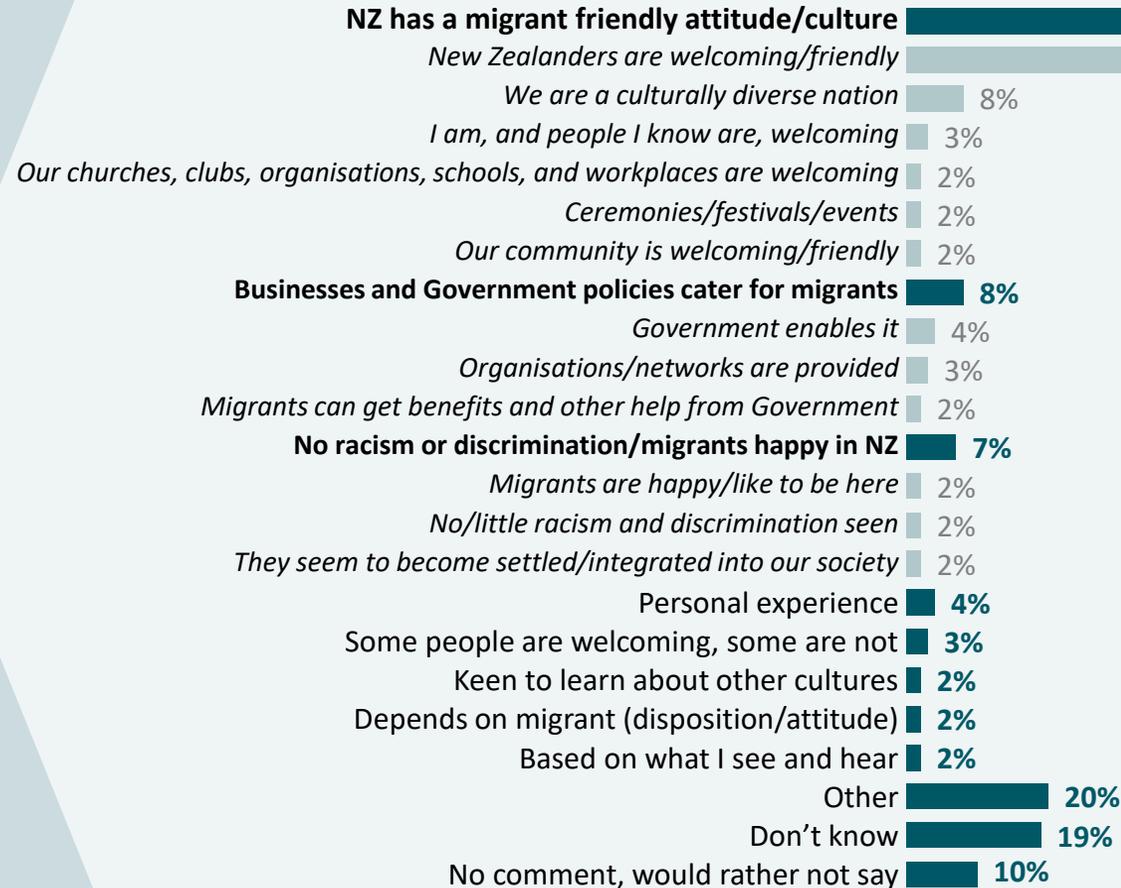
# REASONS WHY NEW ZEALAND IS PERCEIVED TO BE WELCOMING TO MIGRANTS

The chart on page 15 showed that 69% of New Zealanders believe New Zealand is a welcoming country for migrants. Amongst this 69%, around a third believe this to be the case because in general New Zealanders are welcoming and friendly people.

# 69%

of New Zealanders believe New Zealand is a welcoming country for migrants; reasons behind this include...

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*).



*“New Zealanders to me are quite warm hearted people and help migrants if help is needed. If there are foreign students at a school they are always warmly greeted with a song and haka.”*

*“Multi-cultural society as it is, accepts refugees and has good relationships with many countries. Way of life and attitude towards foreigners is very good. Very little xenophobia present.”*

*“We have great immigration policies and a number of volunteer groups that help and assist immigrants. Even the Army gives great support to immigrants.”*

**!** 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 to migrants (2019 n=2,472).

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

Note: respondents were able to mention more than one reason. Reasons mentioned by less than 2% of respondents not shown.

# REASONS WHY NEW ZEALAND IS PERCEIVED TO BE UNWELCOMING TO MIGRANTS

The chart on page 15 showed that 7% of New Zealanders believe New Zealand is not a welcoming country for migrants. Amongst this 7%, just under a third say this is due to racism and discrimination.

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*).

# 7%

of New Zealanders believe New Zealand is not a welcoming country for migrants; reasons behind this include...

## Unwelcoming or close-minded people/discriminatory attitudes **41%**

- Racism / discrimination (general mention)* **29%**
- Not open/people slow to welcome migrants* **11%**
- People make migrants feel unwelcome* **5%**
- Lack of understanding of other cultures* **4%**
- Some communities are not welcoming* **2%**

*“Most people here hate and harass people from other countries.”*

## Needs to be more support for migrants **11%**

- The immigration process is difficult* **5%**
- Hard for migrants to find jobs* **3%**
- New Government less welcoming* **3%**
- Could offer more support/be more welcoming* **2%**

*“I have witnessed people interrogating and treating my friends in a very unfriendly manner, they have had difficulty in getting a job which they are qualified for as they do not have “New Zealand” experience.”*

## New Zealand has insufficient resources to cater for migrants **5%**

- People fear that migrants will take jobs / housing etc.* **3%**
- Struggles with infrastructure* **2%**

*“Because many of them do not integrate.”*

## Migrants don't contribute/integrate well into NZ **4%**

- Migrants do not integrate / adapt to New Zealand culture* **3%**
- Personal experience* **4%**

*“I've personally seen and intervened against racism on the streets of Dunedin numerous times.”*

## Too many migrants/too easy to gain access to New Zealand **3%**

- Depends on migrant (disposition/attitude)* **2%**
- Need to look after New Zealanders first* **2%**

## Positive comments **13%**

## Other **13%**

## Don't know **6%**

## No comment, would rather not say **16%**

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

Base: Those who feel New Zealand is unwelcoming to migrants (2019 n=250).

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

Note: respondents were able to mention more than one reason. Reasons mentioned by less than 2% 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 varies depending on migrant type and their country of origin. New Zealanders are more positive about migrants from the United Kingdom and Australia. They are less positive about refugees, and migrants from India, China, and the Pacific Islands.

Over time there appears to be a noticeable pattern of change – that is, when sentiment towards migrants changes, it tends to change for all groups.

Positive view of migrants (7-10 rating)	2015	2016	2017	2018	2019
Migrants from the United Kingdom	62%	63%	64%	58%	61% ▲
Migrants from India	43%	37%	43%	39%	44% ▲
Migrants from South Africa	52%	46%	51%	46%	51% ▲
Migrants from China	40%	35%	42%	38%	44% ▲
Migrants from Samoa	42%	35%	44%	41%	
Migrants from Australia	60%	61%	60%	54%	57% ▲
Refugees	34%	35%	42%	37%	42% ▲
International students	57%	48%	52%	49%	53% ▲
Migrants from Pacific Islands	*	*	*	*	47%
Migrants from the Philippines	*	*	*	*	50%

▲▼ Significantly higher/lower than 2018.

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

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 ...?

\* Not asked about prior to 2019.



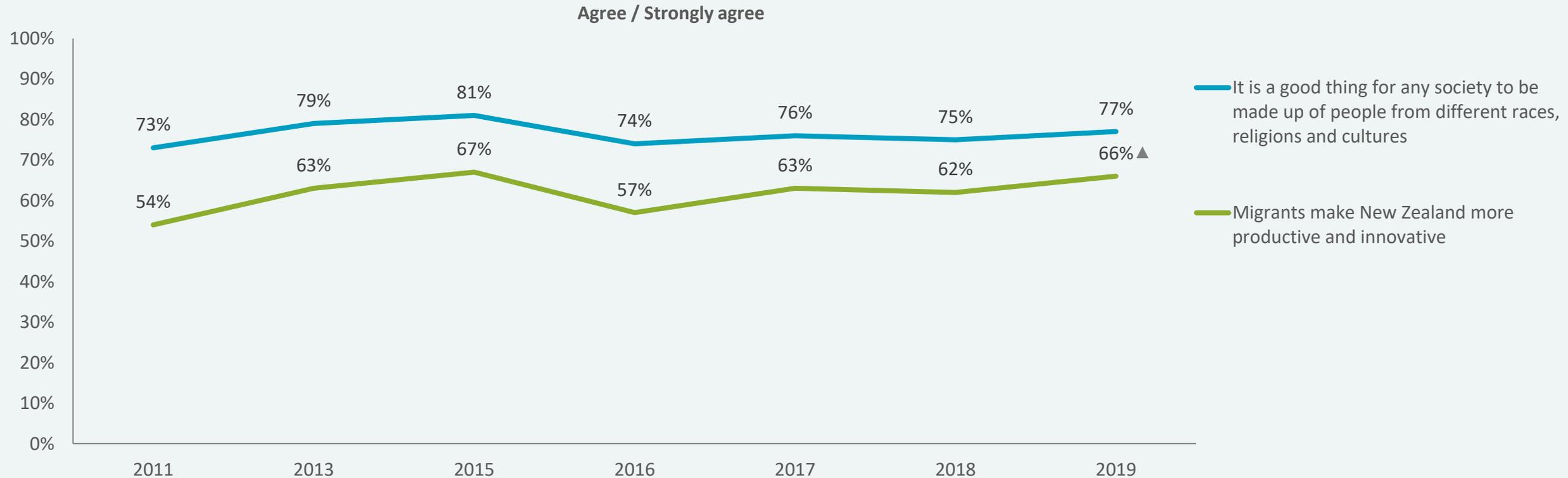
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# Migrants' contribution to New Zealand's economy, productivity, culture and society



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

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



▲▼ Significantly higher/lower than 2018.

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). 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.

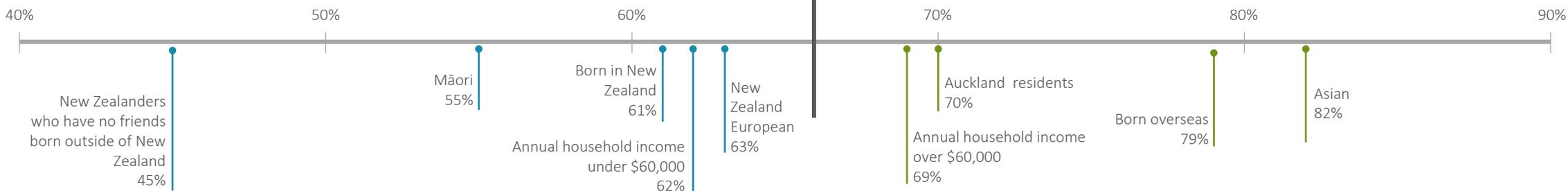
# PERCEPTIONS OF MIGRANTS' CONTRIBUTION TO NEW ZEALAND'S ECONOMY AND CULTURE (AGREEMENT WITH POSITIVE STATEMENTS) – DEMOGRAPHIC DIFFERENCES

The charts below show which groups of New Zealanders are more or less likely than average to agree with each statement. It should be read as follows: Wellington residents, Asian, those born overseas, and those with an annual household income over \$60,000 are more likely than average to agree it's a good thing for any society to be made up of people from different races, religions and cultures, religions and cultures.

It is a good thing for any society to be made up of people from different races, religions and cultures (agree/strongly agree) average 77%



Migrants make New Zealand more productive and innovative (agree/strongly agree) average 66%



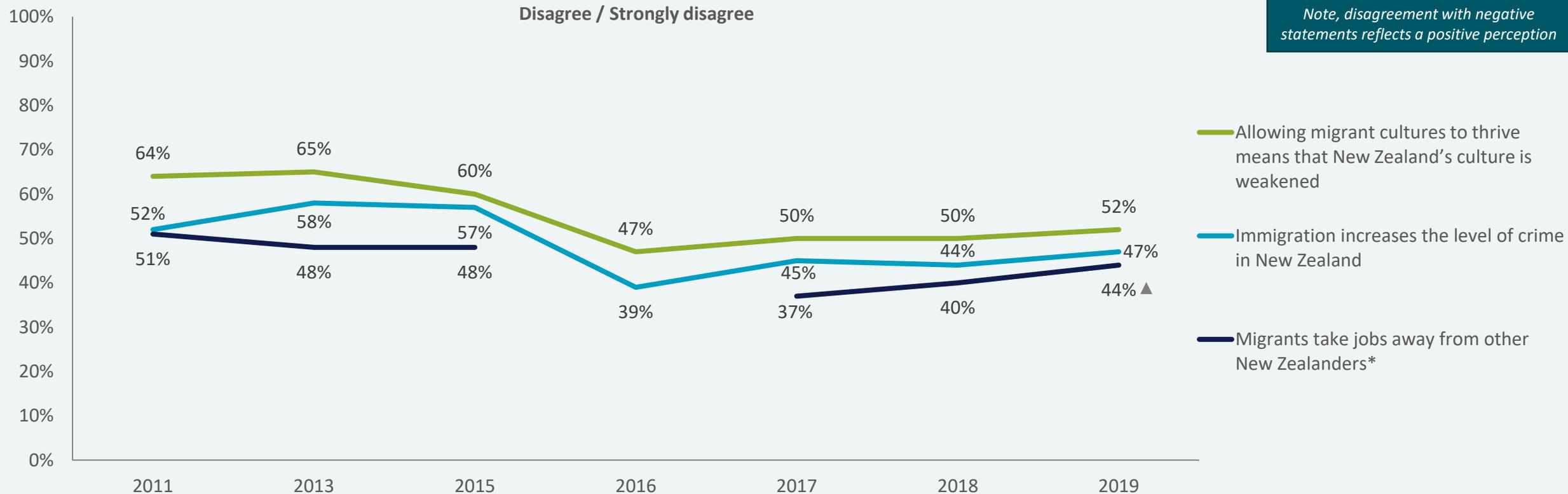
Subgroup differences presented on this page are significantly different from average.

Base: All New Zealanders 2019.

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?

# 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, immigration increases the level of crime in New Zealand, and migrants take jobs away from other New Zealanders.



▲▼ Significantly higher/lower than 2018.

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).  
 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?  
 \* Question not asked in 2016.

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

The charts below show which groups of New Zealanders are more or less likely than average to disagree with each statement. It should be read as follows: Wellington residents, those born overseas, women, and those with an annual household income over \$60,000 are more likely than average to disagree that allowing migrant cultures to thrive means that New Zealand's culture is weakened.

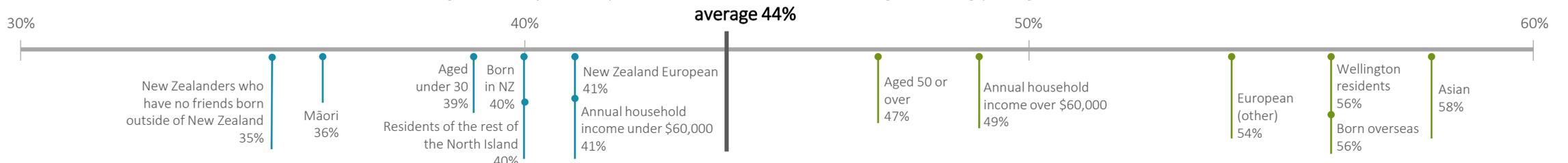
Allowing migrant cultures to thrive means that New Zealand's culture is weakened (disagree/strongly disagree)



Immigration increases the level of crime in New Zealand (disagree/strongly disagree)



Migrants take jobs away from other New Zealanders (disagree/strongly disagree)



Subgroup differences presented on this page are significantly different from average.

Note, disagreement with negative statements reflects a positive perception



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# Welcoming communities

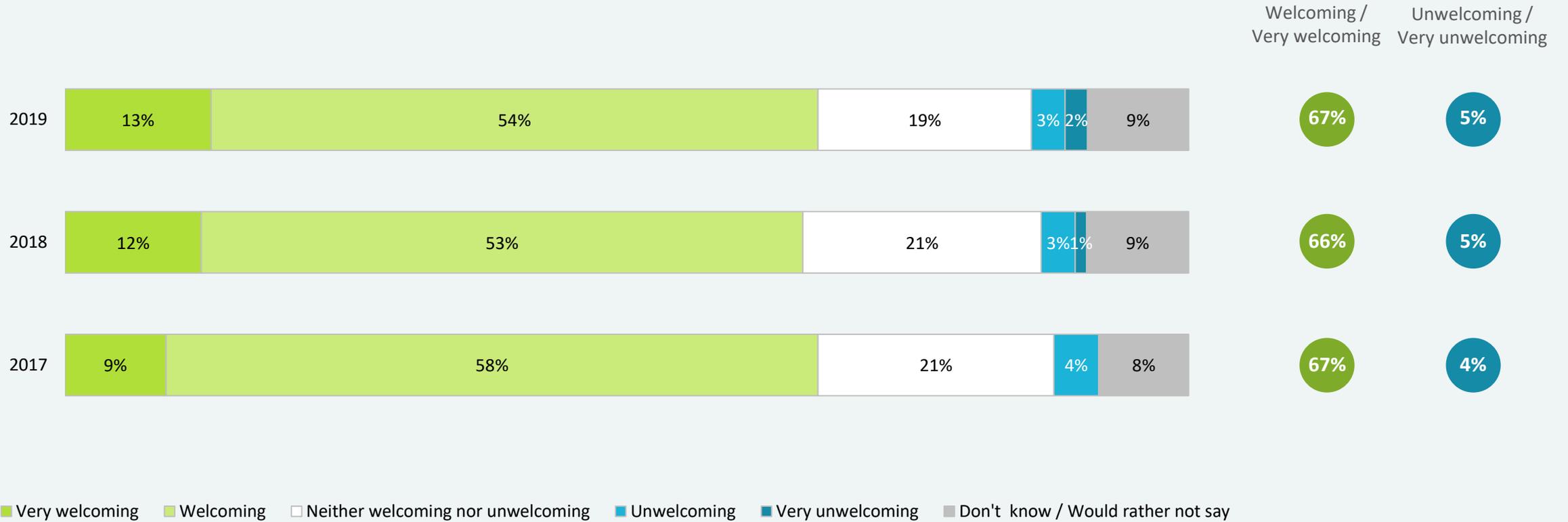


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# EXTENT TO WHICH COMMUNITIES ARE WELCOMING TO MIGRANTS

Two thirds of New Zealanders feel their community is welcoming to migrants. Just 5% feel their community is unwelcoming. This measure has been relatively stable since 2017.



None of the differences between 2018 and 2019 are statistically significant.

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

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 27 showed that 67% of New Zealanders feel their community is welcoming to migrants. Amongst this 67%, the main reasons stated were that they feel they live in a culturally diverse community (18%), and feel that New Zealanders in general are welcoming and friendly (15%).

# 67%

of New Zealanders feel their community is welcoming to migrants; reasons behind this include...

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



*“Because everyone is very friendly, happy to help others and people are generally very easy going.”*

*“Strong statements of support for migrants and refugees from our Mayor and Council; visible increase of migrants in the last 10 years; growth of ethnic cafes and restaurants in our town; evidence of migrants integrating into local community from newspaper stories, personal experience, social events.”*

*“Regional NZ on a whole is very welcoming. Palmerston North is very welcoming. We depend greatly on migrants.”*

*“Kiwis are pretty easy going and accept most peoples from most countries.”*

**!** 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 to migrants (2019 n=2,375).

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 2% of respondents not shown.

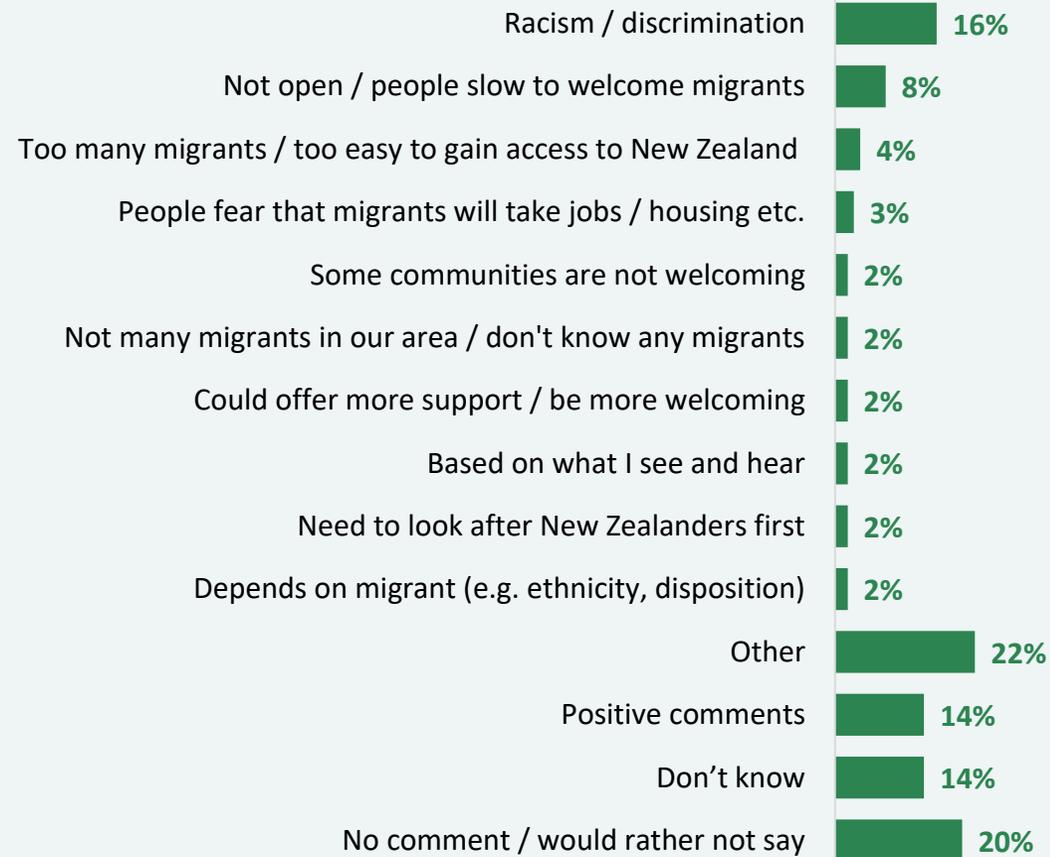
# REASONS WHY COMMUNITIES ARE PERCEIVED TO BE UNWELCOMING TO MIGRANTS

The chart on page 27 showed that 5% of New Zealanders feel their community is not welcoming to migrants. Amongst this 5%, 16% attribute it to racism and discrimination.

# 5%

of New Zealanders feel their community is not welcoming to migrants; reasons behind this include...

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



*"A lot of old white people that do not like those unlike them."*

*"I went to school in this town, then moved away for 10 years, and have now come home to this town and I am unwelcome here. New people get the "stare down"."*

*"Taranaki is extremely racist, especially against Māori but also towards foreigners. People here might like the different cuisines etc, but if they have a problem with someone, the first thing out of their mouths is a racist comment, especially towards Indians and Chinese people. There is a definite attitude of white superiority here."*

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

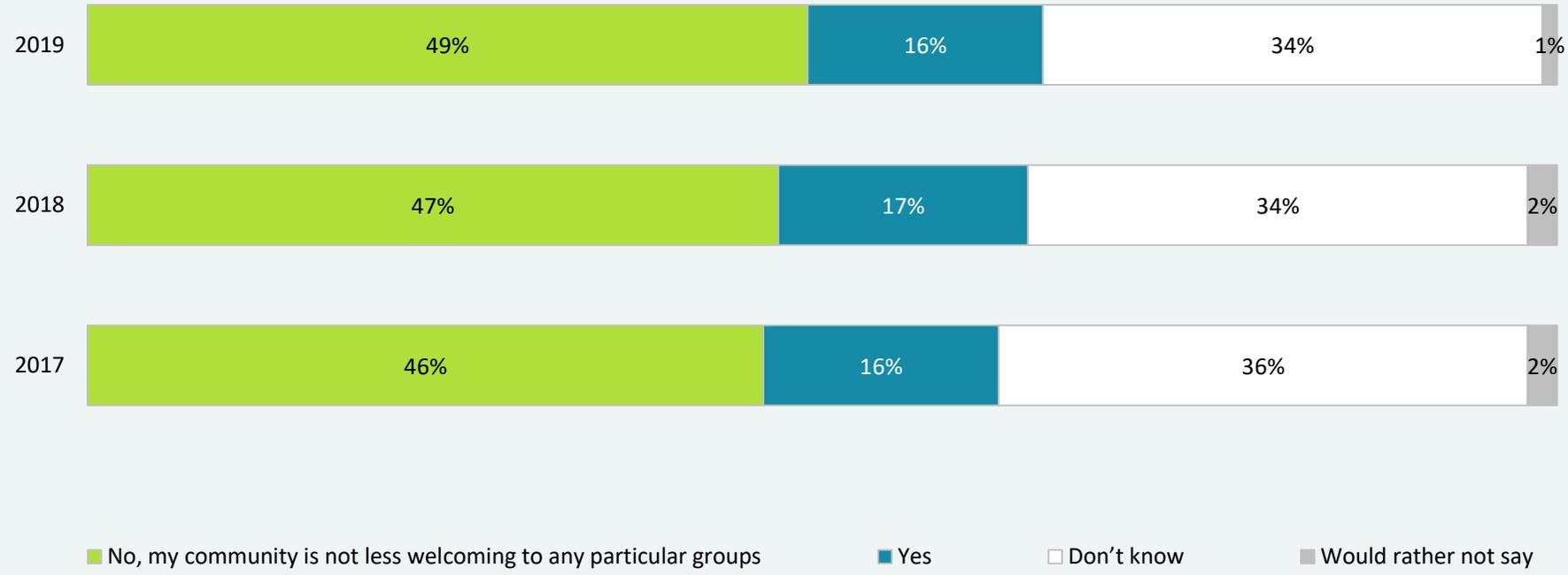
Base: Those who feel their community is unwelcoming to migrants (2019 n=179).

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 2% of respondents not shown.

# PERCEPTIONS OF HOW COMMUNITIES WELCOME DIFFERENT MIGRANT GROUPS

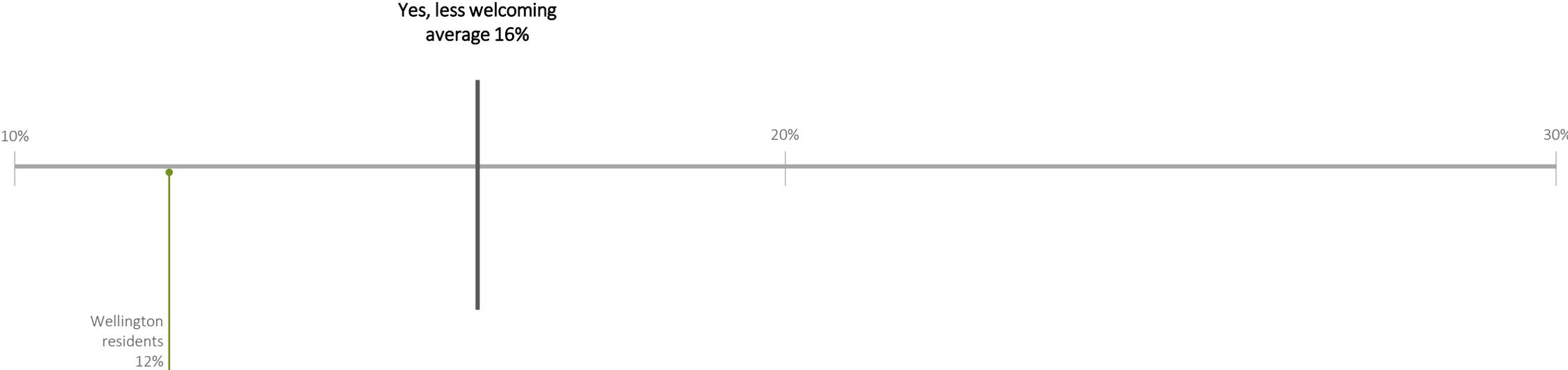
Less than one in five (16%) New Zealanders feel their community is less welcoming to particular groups of migrants.



None of the differences between 2018 and 2019 are statistically significant.

# PERCEPTIONS OF HOW COMMUNITIES WELCOME DIFFERENT MIGRANT GROUPS – DEMOGRAPHIC DIFFERENCES

Wellington residents 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.

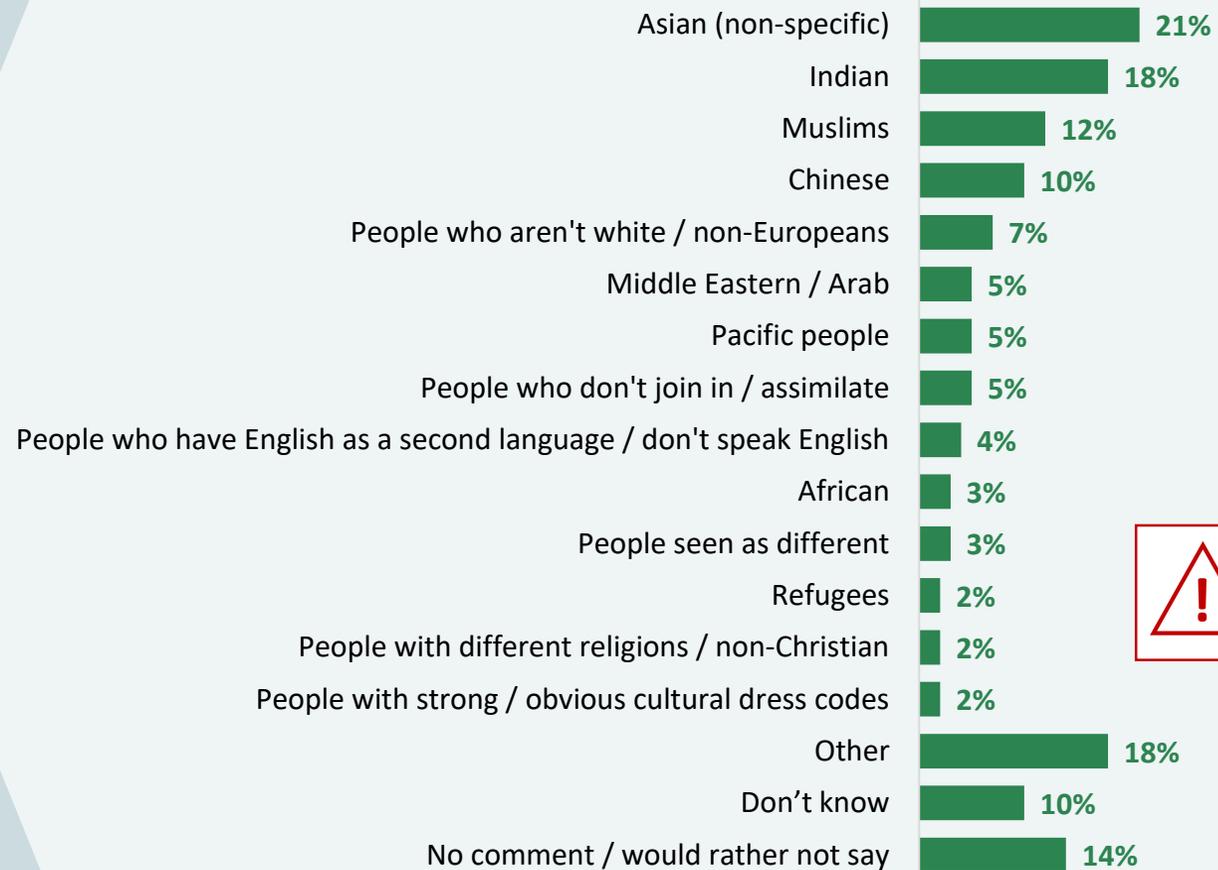
# MIGRANT GROUPS PERCEIVED TO BE LESS WELCOMED BY COMMUNITIES

The chart on page 31 showed that 16% of New Zealanders feel their community is less welcoming to particular groups of migrants. The 16% are most likely to say that Asian migrants, Indian migrants, Muslim migrants, and Chinese migrants are less welcomed.

# 16%

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 (2019 n=585).  
 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, Chinese, Indians, and refugees are the most discriminated against. Since 2018, the proportion of New Zealanders who say that Muslims, Indians, international students, South Africans, and Europeans face some or a lot of discrimination has decreased.

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

▲▼ Significantly higher/lower than 2018

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

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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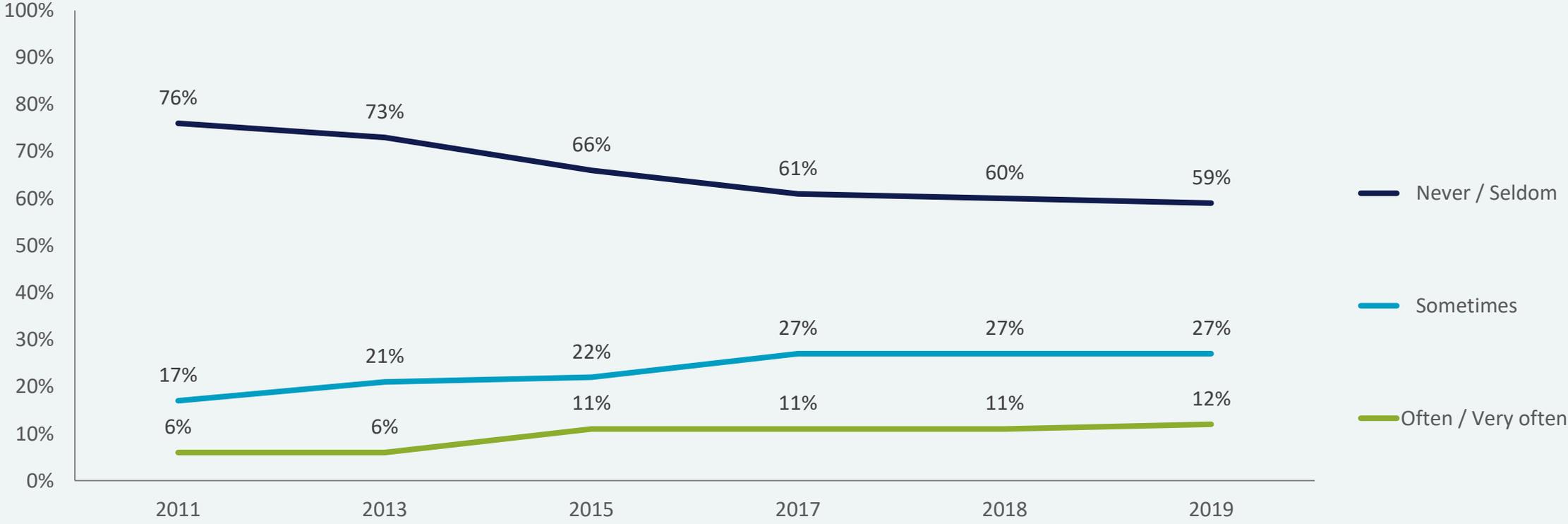
# Event attendance



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# ATTENDANCE AND PARTICIPATION AT CULTURAL FESTIVALS AND EVENTS

Around four in ten New Zealanders attend or participate in cultural festivals or events (27% sometimes and 12% often or very often). This has been slowly rising since 2011, although this rise may reflect a greater number of cultural events happening in the community.

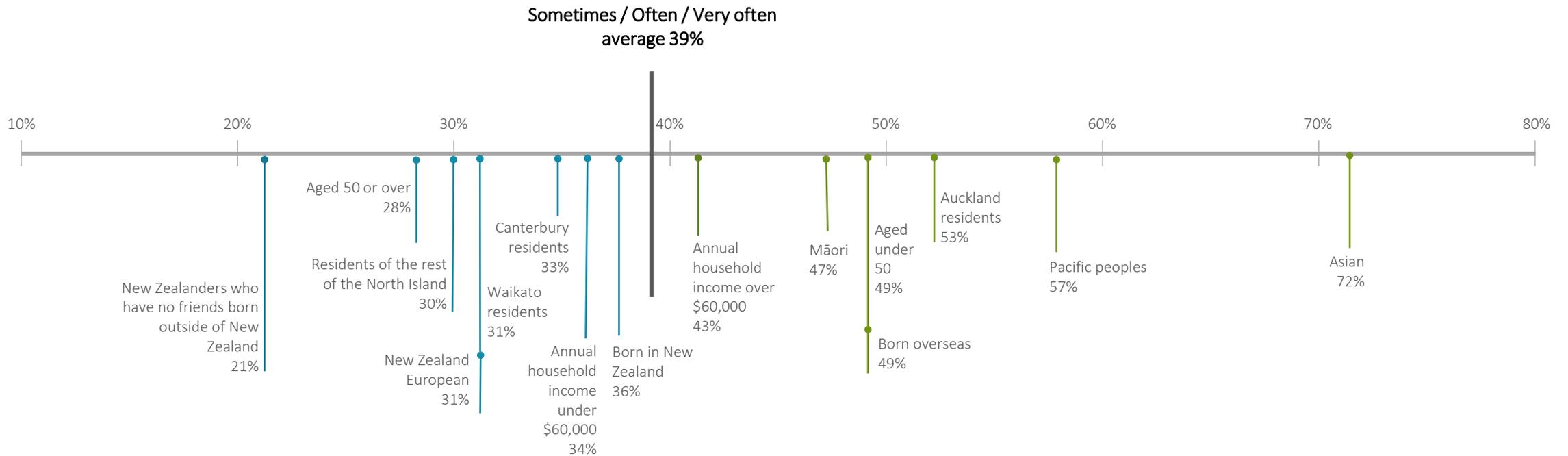


None of the differences between 2018 and 2019 are statistically significant.

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).  
 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?  
 Note: Question not asked in 2016.

# 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, Auckland residents, those born overseas, those aged under 50, Māori, and those with an annual household income over \$60,000.



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

Base: All New Zealanders 2019.

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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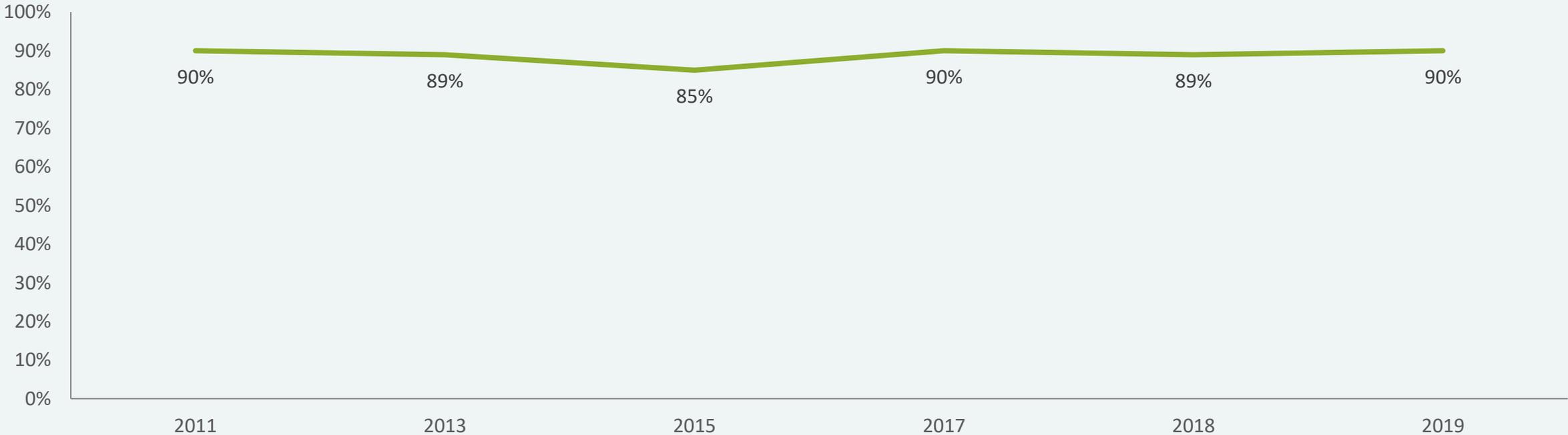
# Friendships



# FRIENDSHIPS WITH MIGRANTS

Nine in ten New Zealanders say they 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

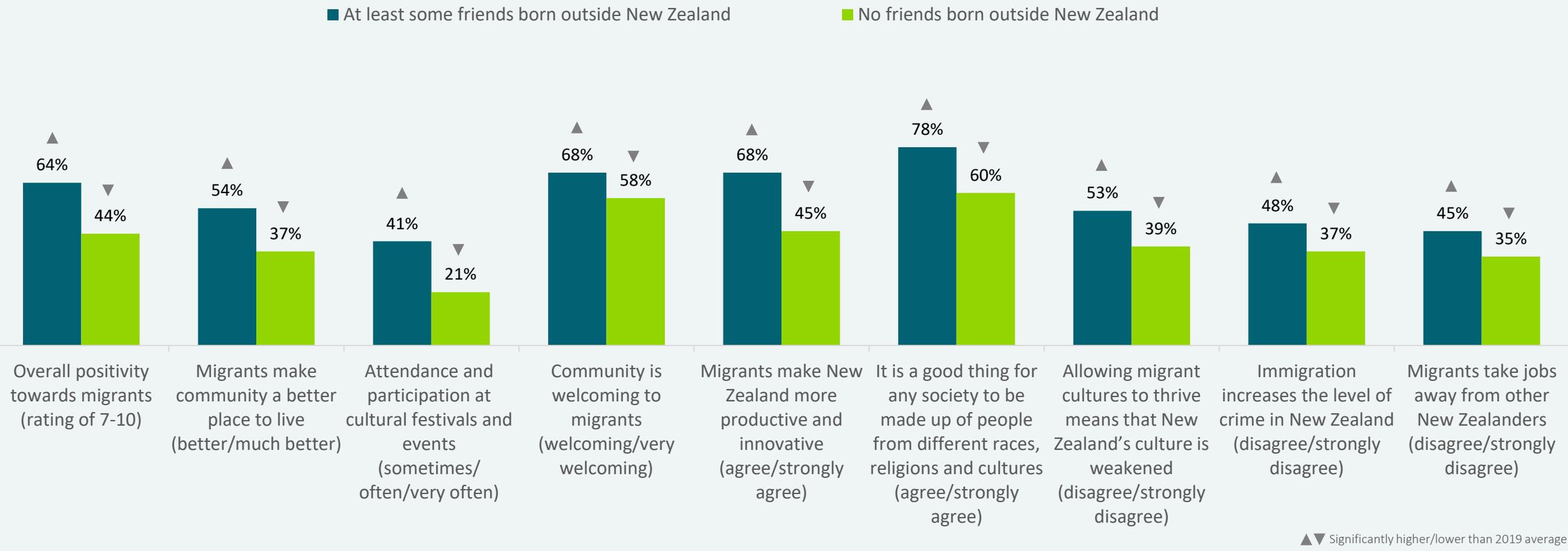


The difference between 2018 and 2019 is not statistically significant.

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).  
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.  
Note: Question not asked in 2016.

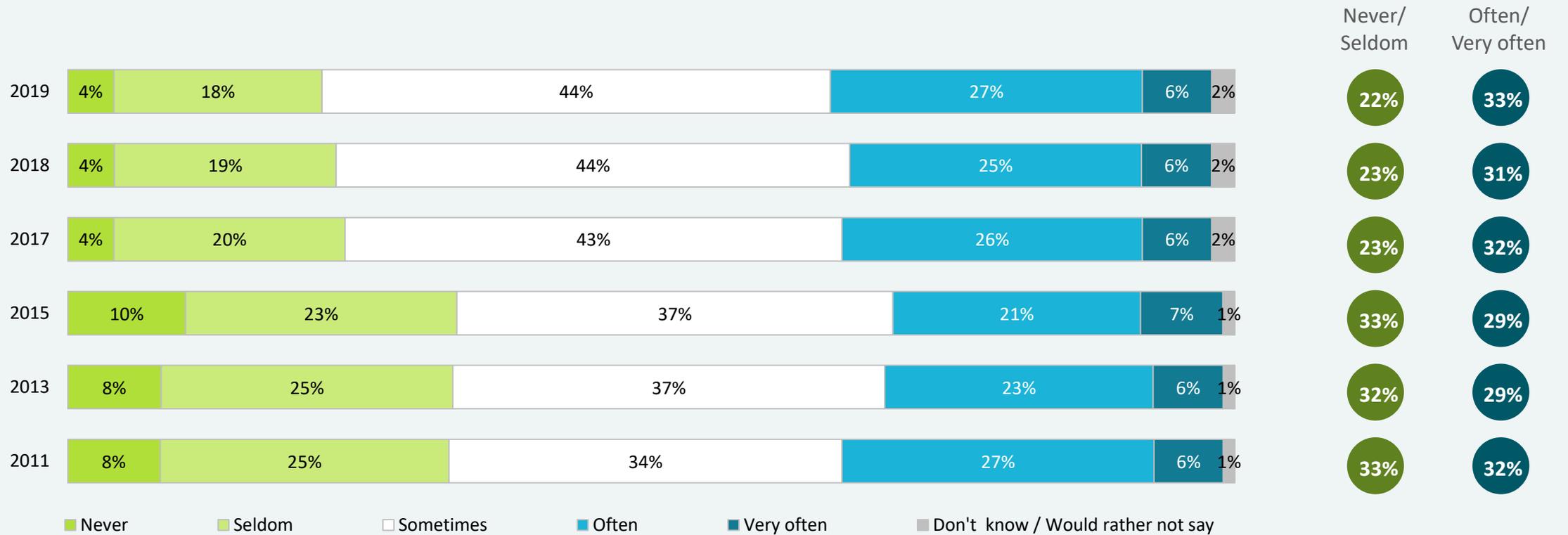
# PERCEPTIONS HELD BY THOSE WHO DO AND DO NOT HAVE FRIENDSHIPS WITH MIGRANTS

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 2019 survey.



# NEW ZEALANDERS' TIME SPENT WITH MIGRANTS

A third of New Zealanders say they often spend their social time with people who were born outside New Zealand.



None of the differences between 2018 and 2019 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).  
 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.

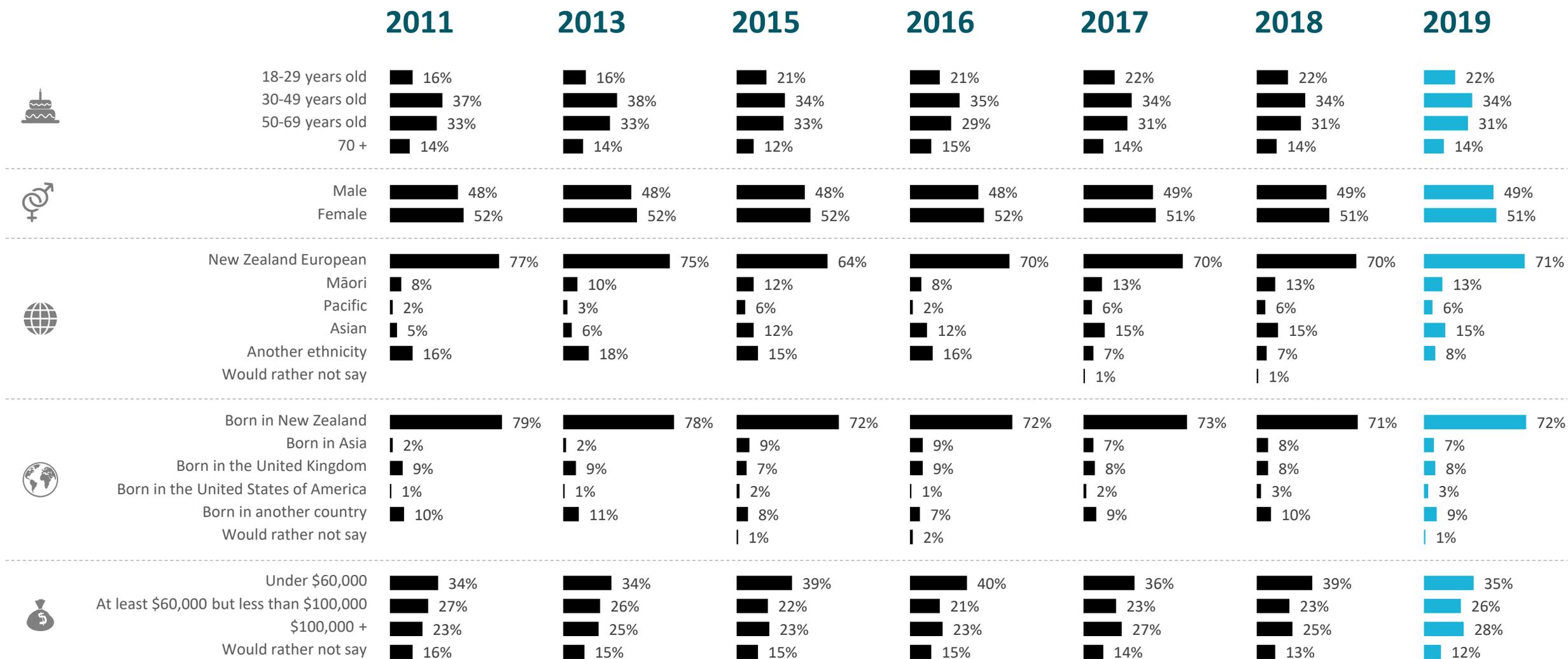


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# Appendix



# 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).

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.