

EU Public Opinion Survey in New Zealand, July 2009

Short Analysis¹

- ❖ When asked spontaneously to identify which countries are New Zealand's most important partners, the overwhelming majority of Kiwis (76%) say Australia. The United States comes second (50%), followed by China (37%) and the United Kingdom (35%). Asia (19%), the EU (14%) and Japan (11%) are next.
- ❖ Two New Zealanders out of five think China is very important for their country's future, followed by one in four or five who mention the UK, Europe, Japan or North America. The results for Russia and South America are low (2% each).
- ❖ Four Kiwis out of five (79%) say they have heard of the EU. Awareness of the UN (96%) and of the WTO (93%) is higher. Just over half of New Zealanders (54%) say they have heard of the European Commission, the EU's executive arm.
- ❖ When asked about the following countries, more than half of New Zealanders have a positive impression of Australia (85%), followed by Japan (58%), the United States (54%) and the EU (52%). Fewer (44%) have a positive image of China, with one in six (16%) having negative perceptions
- ❖ Most Kiwis believe relations between New Zealand and the EU are steady (54%), with twice as many saying they are improving (22%) than worsening (11%).
- ❖ Most Kiwis acknowledge the EU as a global political power, having a high impact on New Zealand as a world trade power, as a market for NZ agricultural products and agricultural subsidies, while recognising the importance of its economic growth on their country as well as its support for reducing gas emissions.
- ❖ Almost half of all New Zealanders believe the EU's relations with Pacific countries have a major impact on New Zealand. A third perceives EU promotion of human rights and democracy as well as development aid to be significant in the region. Relatively few acknowledge the significance of the EU's role in Fiji.
- ❖ New Zealanders have strong connections with Europe. 59% declare personal or professional links with an EU country. 45% of Kiwis are connected with the UK, 17% with Ireland, 14% with France and 12% with Germany.
- ❖ Following the EU Language Public Survey realized in 2007², only 15% of New Zealanders say they are able to hold a conversation in a language other than

¹ The National Centre for Research on Europe (NCRE) commissioned a survey of a random nationally-representative sample of 650 New Zealanders 18+ age group who were interviewed by random phone dialing in July 2009. Quotas were applied to area, gender and age to ensure as accurate a cross section of the New Zealand population as possible. The sample was screened to ensure only those interviewed were citizens or permanent residents of NZ. The margin of error is plus or minus 4%.

English. However, four out of five (79%) say they would like to have the opportunity of learning another language. The most popular language people want to learn is French (31%), followed by Spanish (20%). German scores the same as Maori (14%). Then come individual Asian languages – Japanese and Chinese – as well as Italian.

² A nationally-representative random sample of 500 New Zealanders 15+ age group was interviewed by telephone during the period 6-12th December 2007. The data was weighted by age within gender, ethnicity and socio-economic status. The maximum margin of error is 4.4%. Field work was undertaken by Consumer Link coordinated by Ignite Research.

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Topline Results³

Q1 Can you please tell me which overseas countries or regions, you think, are the most important partners for New Zealand? [*spontaneous & responses allowed*]

Australia	76%
United States	50%
China	37%
United Kingdom	35%
Asia	19%
European Union	14%
Japan	11%
Canada	3%
India	3%
France	2%
Germany	1%
Ireland	1%
South America	1%
South Africa	0%
Russia	0%
Others	19%

Q2 How important to New Zealand's future do you consider the following regions, on a scale of 1 to 5, where 1 is not important at all and 5 is very important?

	High (5)	Medium (2-4)	Low (1)
China	39%	57%	3%
Britain	24%	71%	3%
Europe (including the UK)	23%	75%	3%
Japan	22%	73%	3%
North America	21%	73%	5%
Asia (excluding	12%	81%	6%

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China and Japan)			
India	9%	80%	9%
South America	2%	85%	11%
Russia	2%	75%	21%

Q3 Can you please tell me which of the following you have heard of before?

The United Nations, or “UN”	96%
The World Trade Organisation, or “WTO”	93%
The European Union, or “EU”	79%
The European Commission	54%

Q4 Generally speaking, would you say your impressions of the following countries are positive, neutral or negative?

	Positive	Neutral	Negative	Don't know/ No opinion
Australia	85%	14%	1%	0%
Japan	58%	35%	6%	1%
United States	54%	33%	12%	1%
European Union	52%	37%	7%	3%
China	44%	39%	16%	1%

Q5 How would you rate the state of the relationship between New Zealand and Europe?

Improving	22%
Steady	54%
Worsening	11%
Don't know	13%

Q6A On a scale of 1 to 10, where 1 is no impact at all and 10 is a huge impact, please tell me how much impact you think this will have on New Zealand?

	High (7-10)	Medium (4-6)	Low (1-3)	Don't know
EU actions as a global political power	54%	31%	11%	5%
EU relations with Pacific countries	46%	36%	13%	5%

EU relations with Asia	44%	41%	9%	5%
EU political relations with the USA	44%	40%	12%	5%
EU enlargement	40%	38%	12%	8%
EU role in the Middle East	31%	44%	18%	7%
Appointment of a new European Commission	28%	44%	11%	18%
Adoption of EU constitution	27%	43%	14%	17%
Elections to the EU Parliament	26%	45%	19%	10%

Q6B On a scale of 1 to 10, where 1 is no impact at all and 10 is a huge impact, please tell me how much impact you think this will have on New Zealand in the near future?

	High (7-10)	Medium (4-6)	Low (1-3)	Don't know
EU agricultural subsidies	60%	24%	9%	7%
EU as a market for NZ agricultural produce	58%	30%	9%	3%
EU actions as a world trade power	57%	31%	7%	6%
EU support for reducing gas emissions	52%	28%	14%	6%
EU economic growth	51%	37%	7%	4%
EU role in the GMO debate	45%	34%	13%	9%
EU actions against international terrorism	43%	36%	15%	6%
EU economic relations with the US	42%	44%	7%	6%
EU advocacy of human rights and democracy	41%	39%	12%	9%
The Euro	38%	40%	13%	8%
EU migration regulations	37%	40%	13%	10%
EU as a donor of development aid	33%	40%	16%	9%
EU business anti-trust competition regulations	31%	43%	9%	17%

Q7 On a scale of 1 to 5, where 1 is not significant at all and 5 is really significant, how would you rate the involvement of the EU in the Pacific in terms of policy towards the following issues?

	High (4-5)	Medium (3)	Low (1-2)
Human rights and democracy	34%	29%	27%
Development aid	33%	29%	25%

Fisheries	30%	26%	27%
Poverty reduction	29%	21%	36%
Stability and good governance	28%	28%	32%
Fiji	21%	24%	39%

- Q8** Which of the following EU-27 countries, if any, do you have personal or professional connections/ties with?
(Results displayed only for countries which 5% or more of the sample declared having ties with)

United Kingdom	45%
Ireland	17%
France	14%
Germany	12%
Spain	9%
Italy	8%
Netherlands	8%
Others	36%
None	41%

EU Language Survey 2007 – Topline Results⁴

- Q1A** Apart from English, are there any other languages you can speak fluently enough to hold a conversation with another person?
- Q1B** And if you had the opportunity to learn other languages than your own, which ones, if any, would you be interested in learning?

	Q6 Speak Fluently	Q6A Interest in learning
English		-
Maori	4%	14%
Samoan	-	-
Tongan	-	-
Chinese	1%	8%
Japanese	-	12%

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Korean	-	1%
Spanish	-	20%
French	2%	31%
German	1%	14%
Italian	-	10%
NZ sign language	-	1%
Other (PLEASE SPECIFY)		
- Dutch	1%	1%
- Afrikaans	2%	1%
- Hindi	1%	-
- Mandarin	-	2%
- Thai	-	1%
- Danish	-	1%
- Russian	-	1%
- Latin	-	1%
Don't know	-	4%
None	85%	17%