



Report on young New Zealanders and their views of the Asian opportunity



Asia New Zealand
Foundation

11th July 2018



584
online survey
completes



14 June –
27 June 2018



Average **8 minute**
survey



Screener weighted to
Census by **age, gender,
and location**

ONLINE SURVEY:

Online is the preferred mode of choice for this younger target (due to convenience), is more cost effective and enables a larger sample size – better for analysing subgroups.

Also, with no interviewer present, respondents can be more honest in their responses.

DEVICE USED:

- 49% PC
- 30% Smart Phone
- 21% Tablet

BROWSER:

- 56% Chrome
- 33% Safari
- 11% Other

Note:

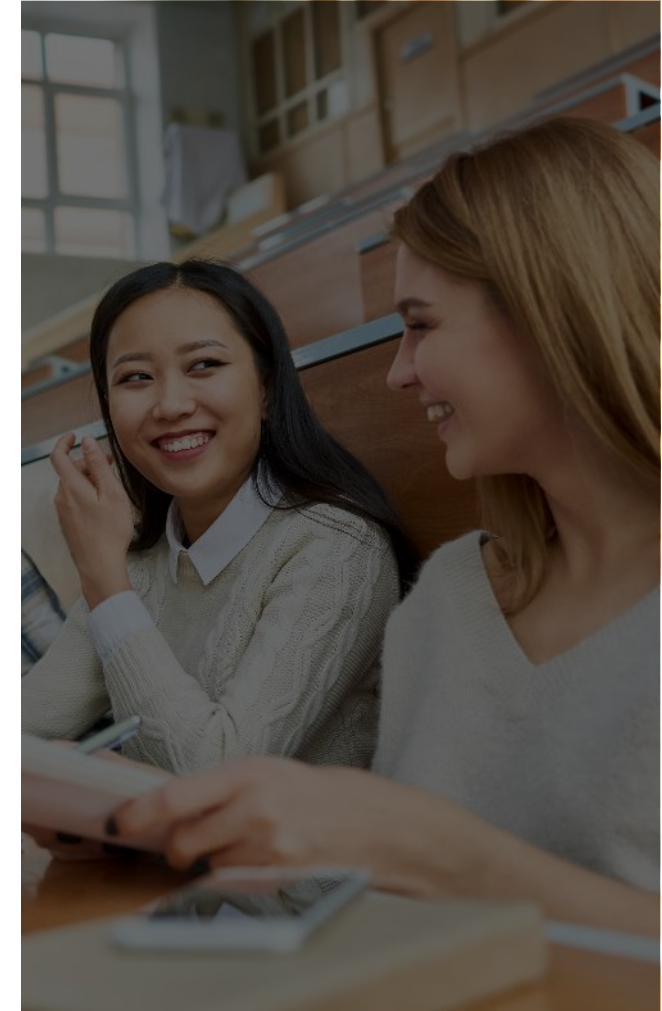
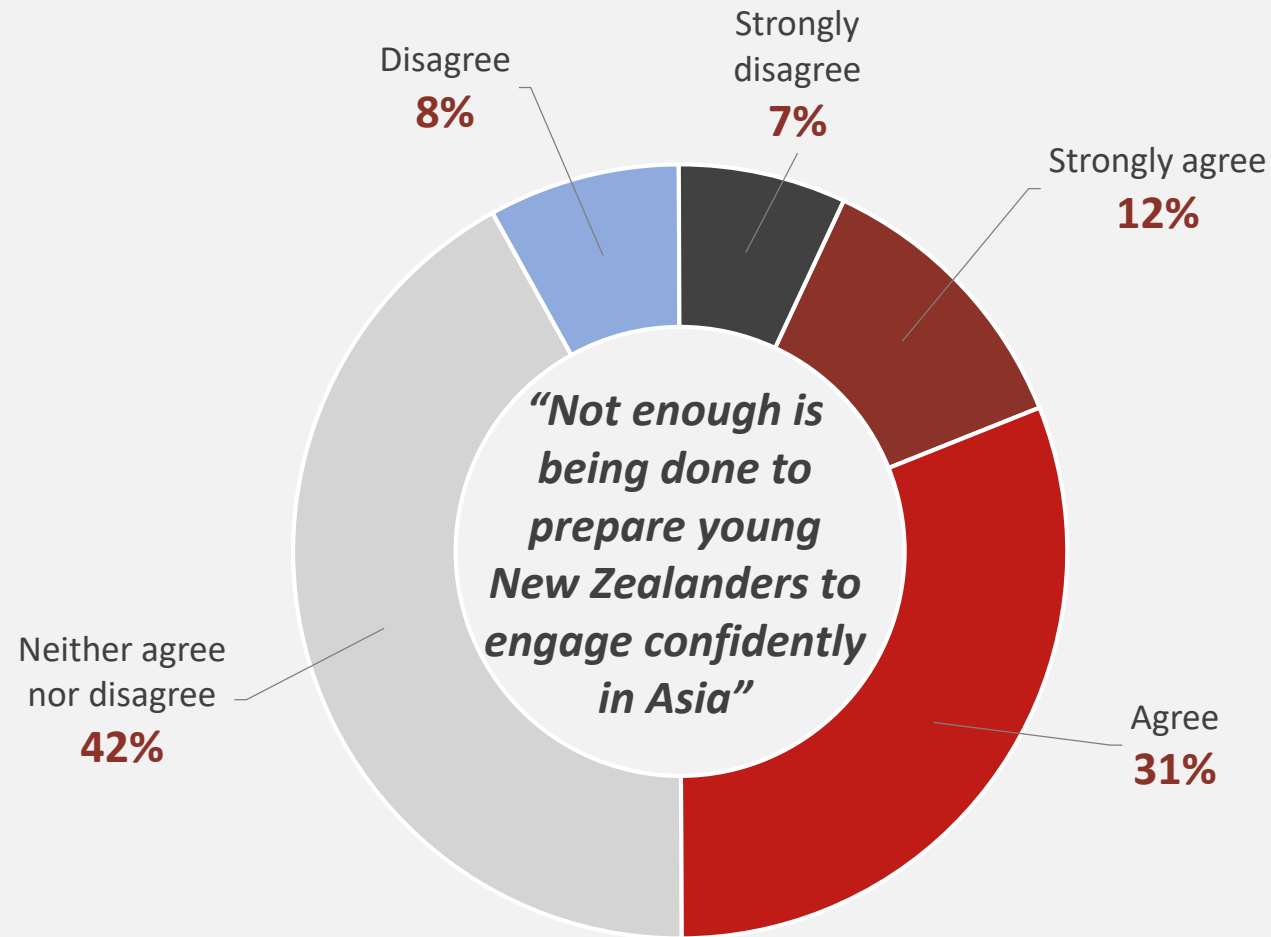
- *Gender diverse option used with 1% selecting this option. We had a fear that this option might be misused (as seen by StatsNZ in Census testing) but this was not the case here.*
- *The screener was weighted to Female (49.5%) / Male (49.5%) / Gender Diverse (1%). This fell out Female (52%) / Male (47%) and Gender Diverse (1%) for completes. This slight female skew is consistent with higher female secondary school completion rates.*



Views about the importance of Asia



While 43% feel more can be done to prepare young New Zealanders for engagement with Asia, an equally high amount (42%) are fence sitters with only a small proportion (15%) disagreeing.



A consistent group of around 1 in 3 agree that Asia has a role in their future work and career.

% agree :

31

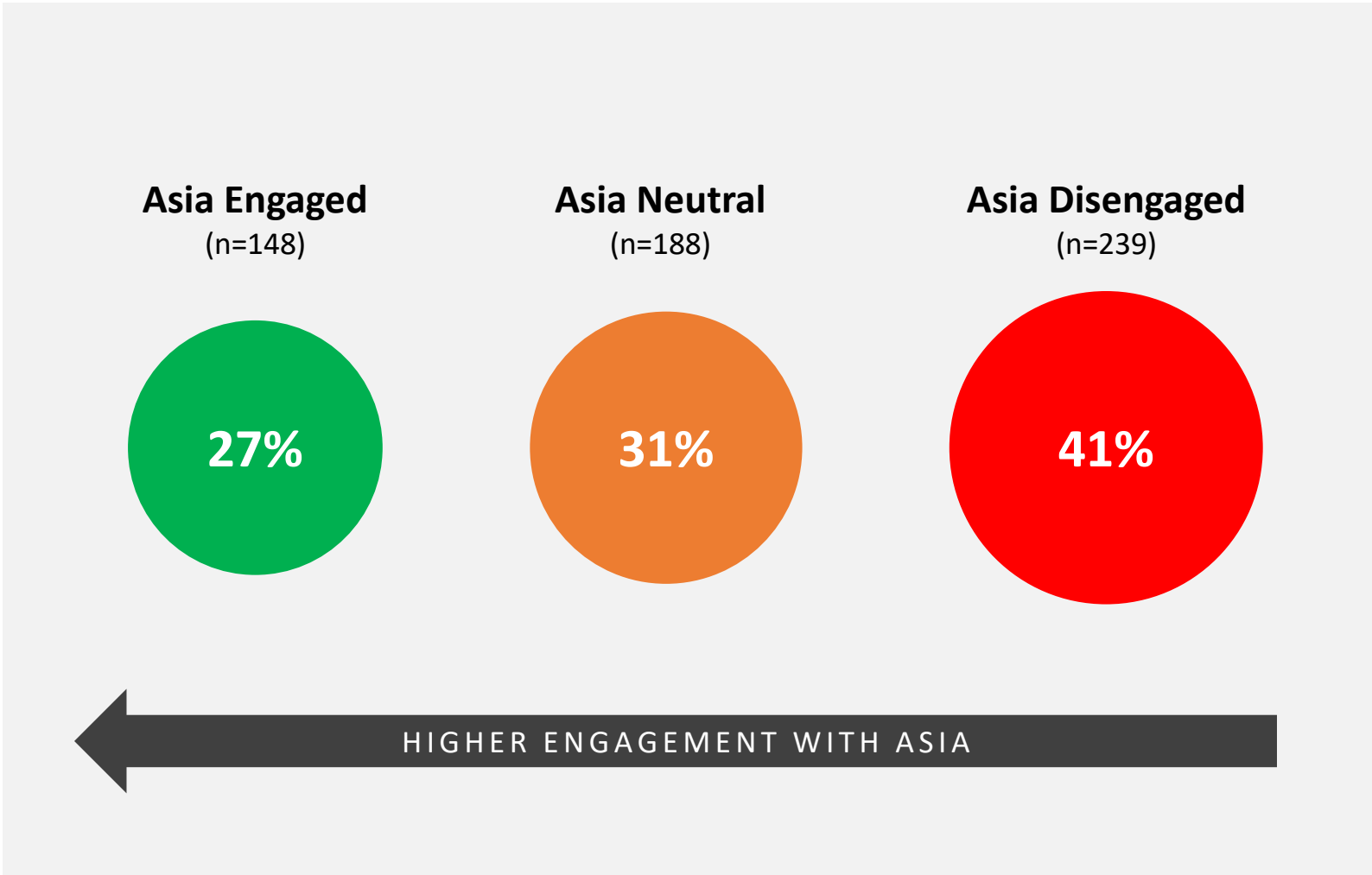
32

31

27

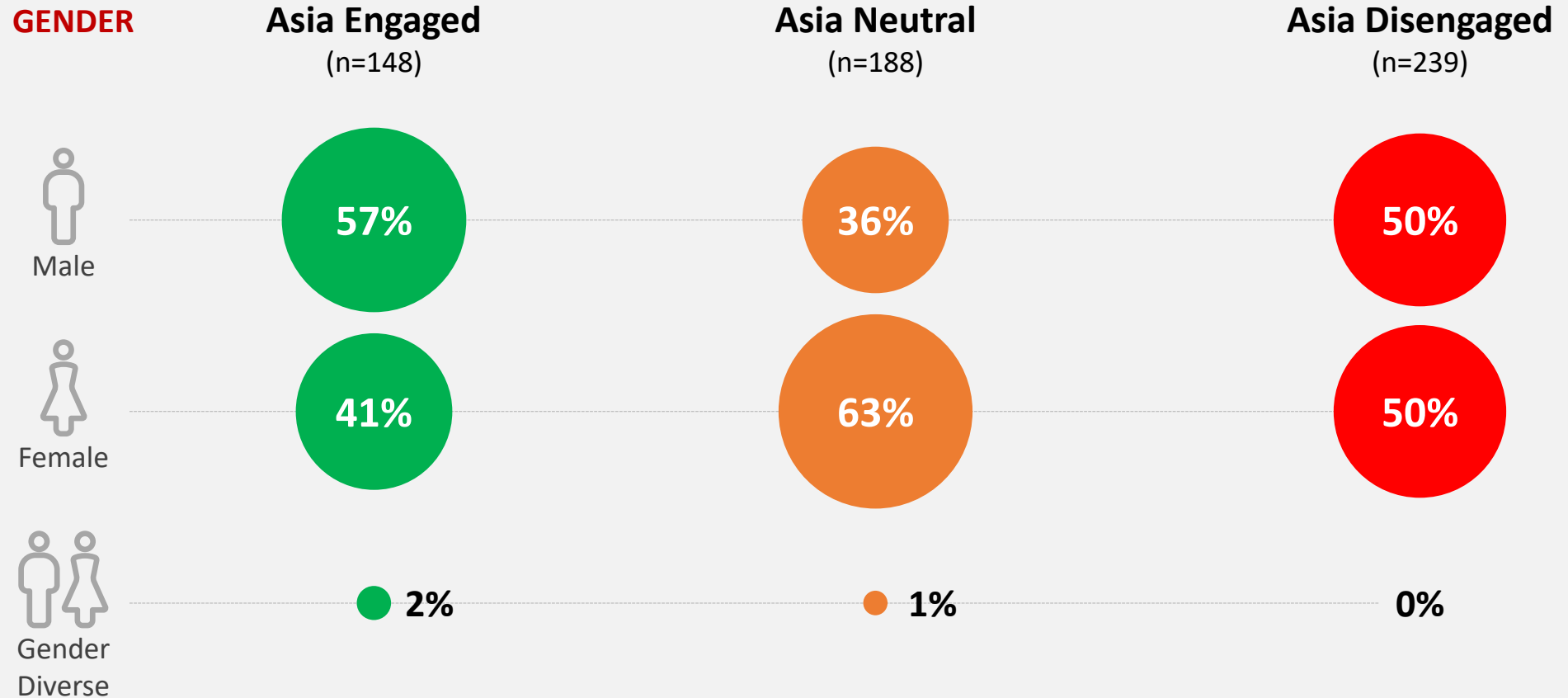


Young New Zealanders fall into one of three engagement groups



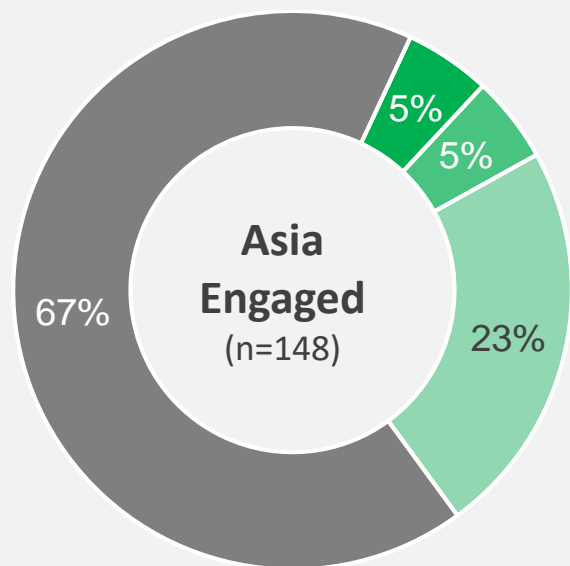
- We used cluster analysis to put each respondent into one of three groups based on their attitudinal responses to the questions on the previous slide.
- Almost 1 in 3 are sitting on the fence, in the *Asia Neutral* group, in terms of the place Asia has in their future.
- The Foundation sees this group as a key target for its work.

The *Asia Neutral* group are more likely to be female

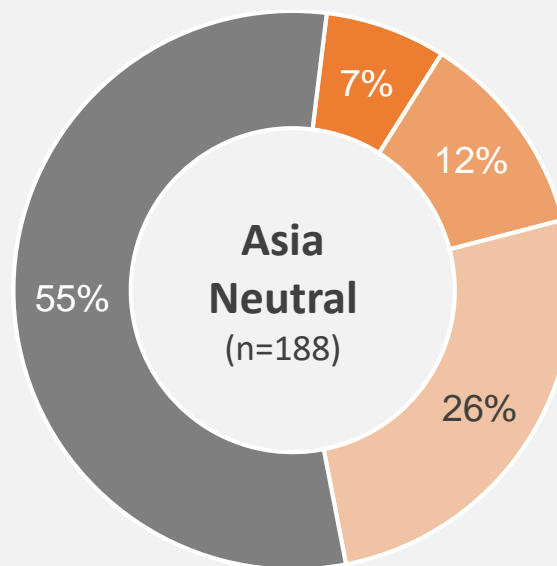


There is a significant skew for the *Asia Neutral* group to live outside the big cities

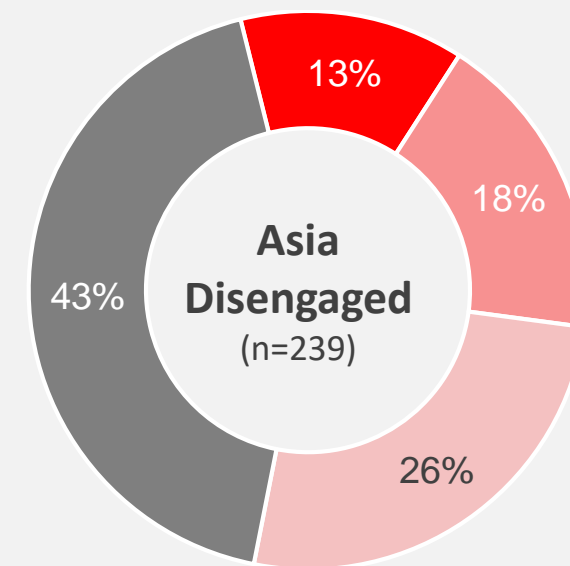
LOCATION



- Rural area or farm
- Small town
- Provincial city or large town
- Big city (AKL, WGN, CHC)

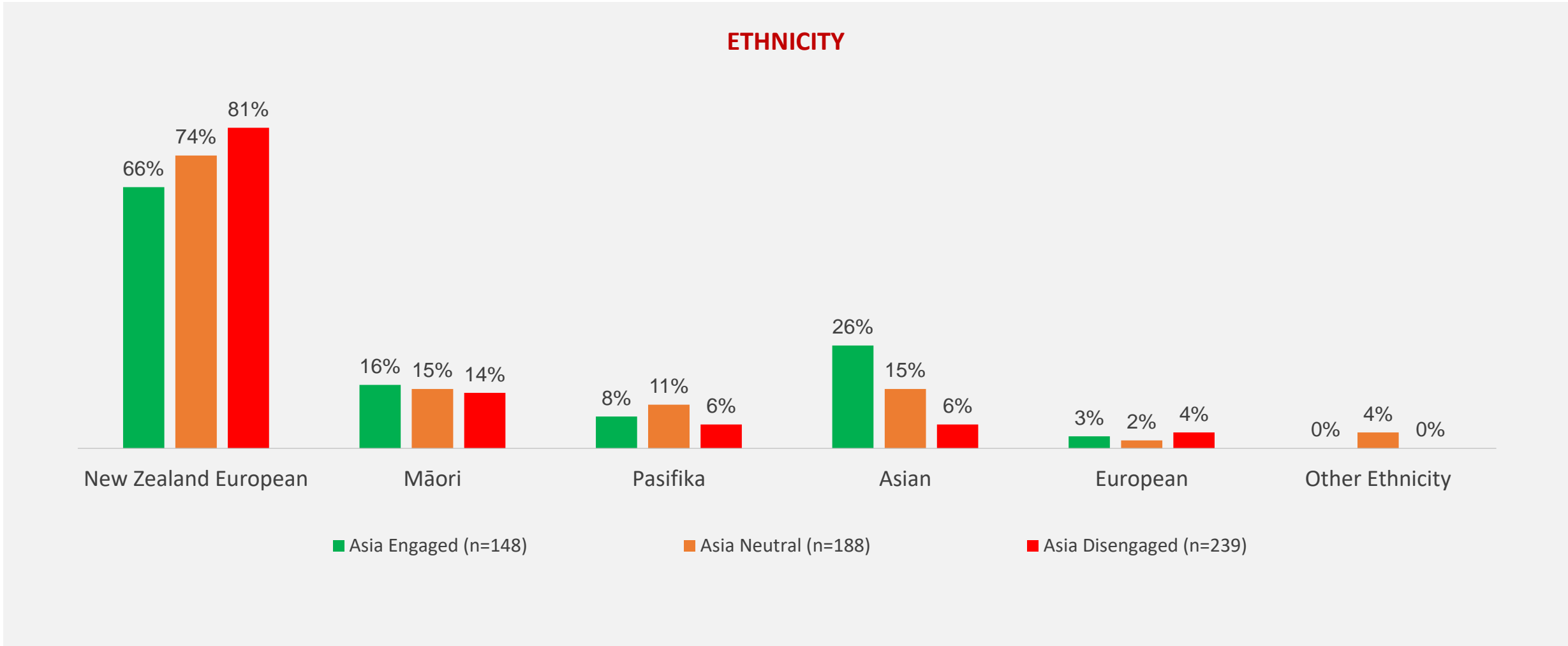


- Rural area or farm
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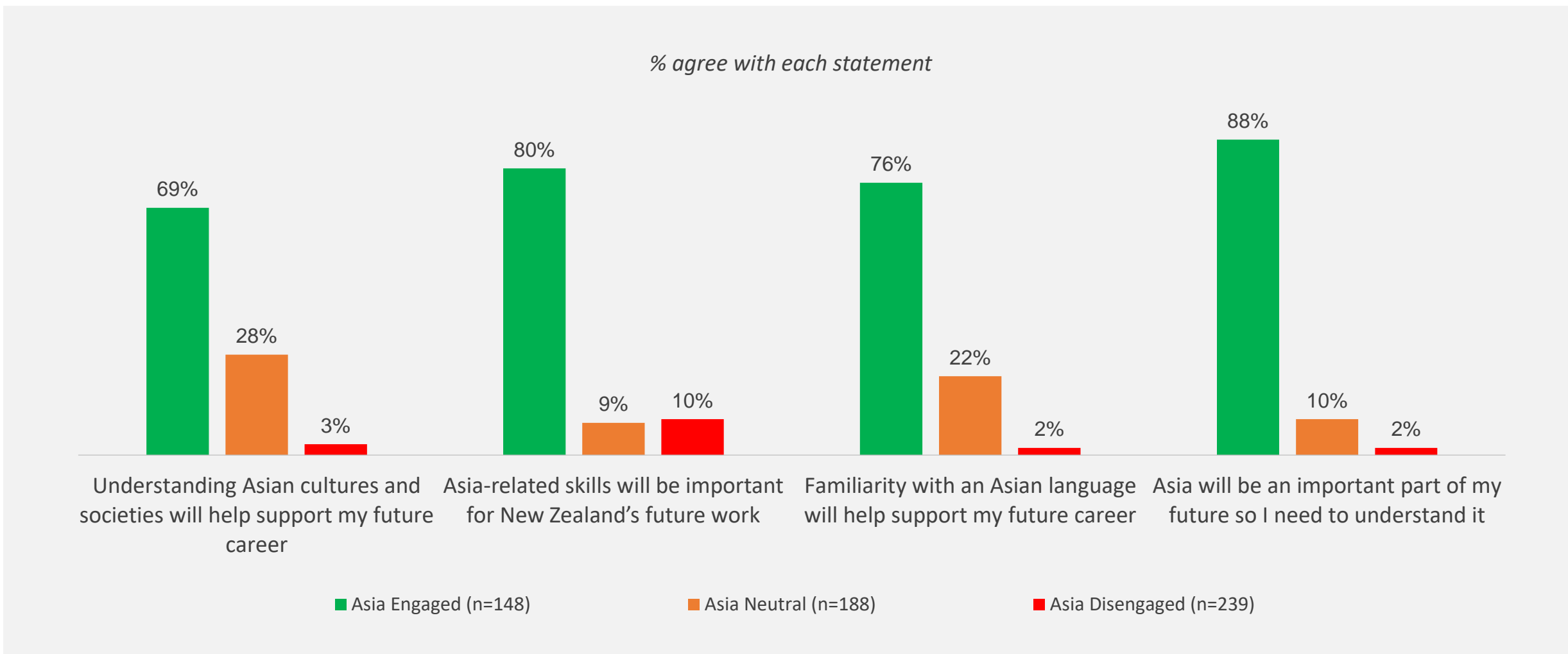


- Rural area or farm
- Small town
- Provincial city or large town
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The *Asia Neutral* group are more likely to be New Zealand European

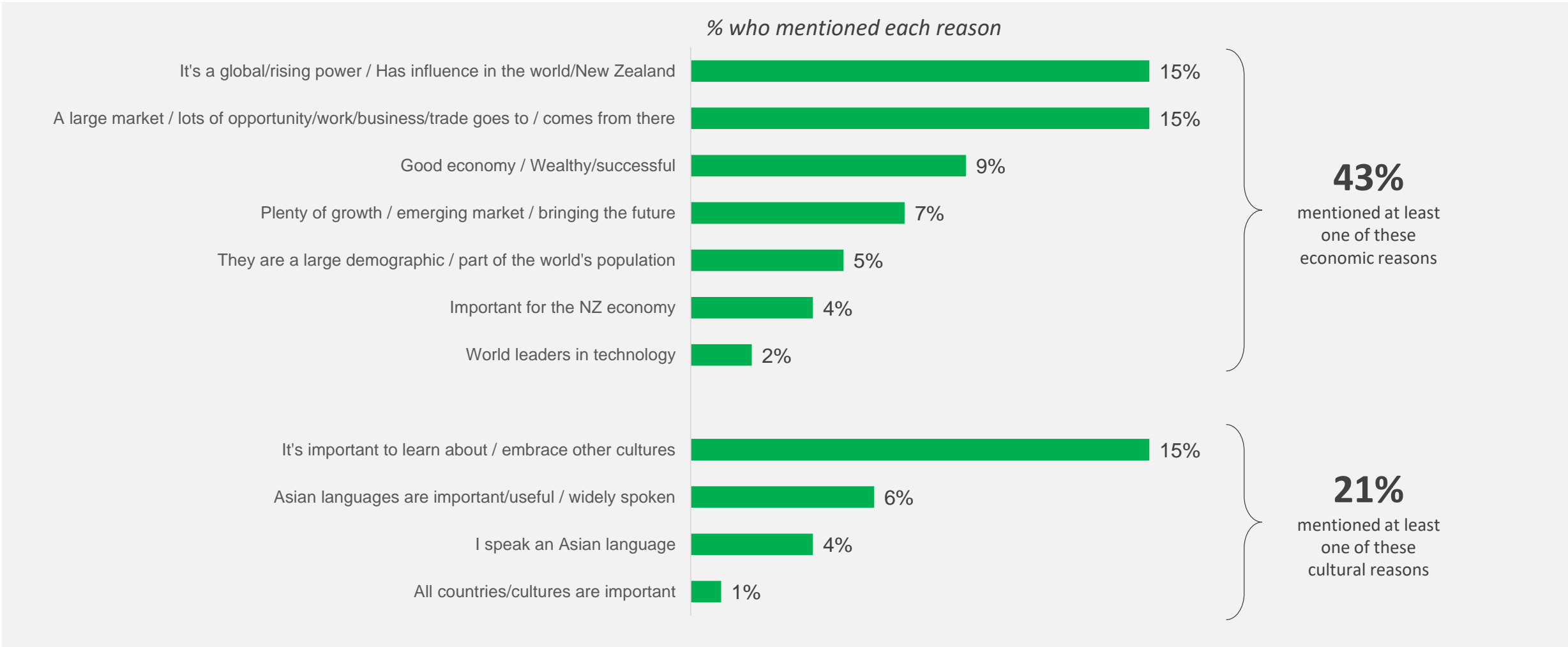


The *Asia Engaged* group are more understanding of the future importance of Asia



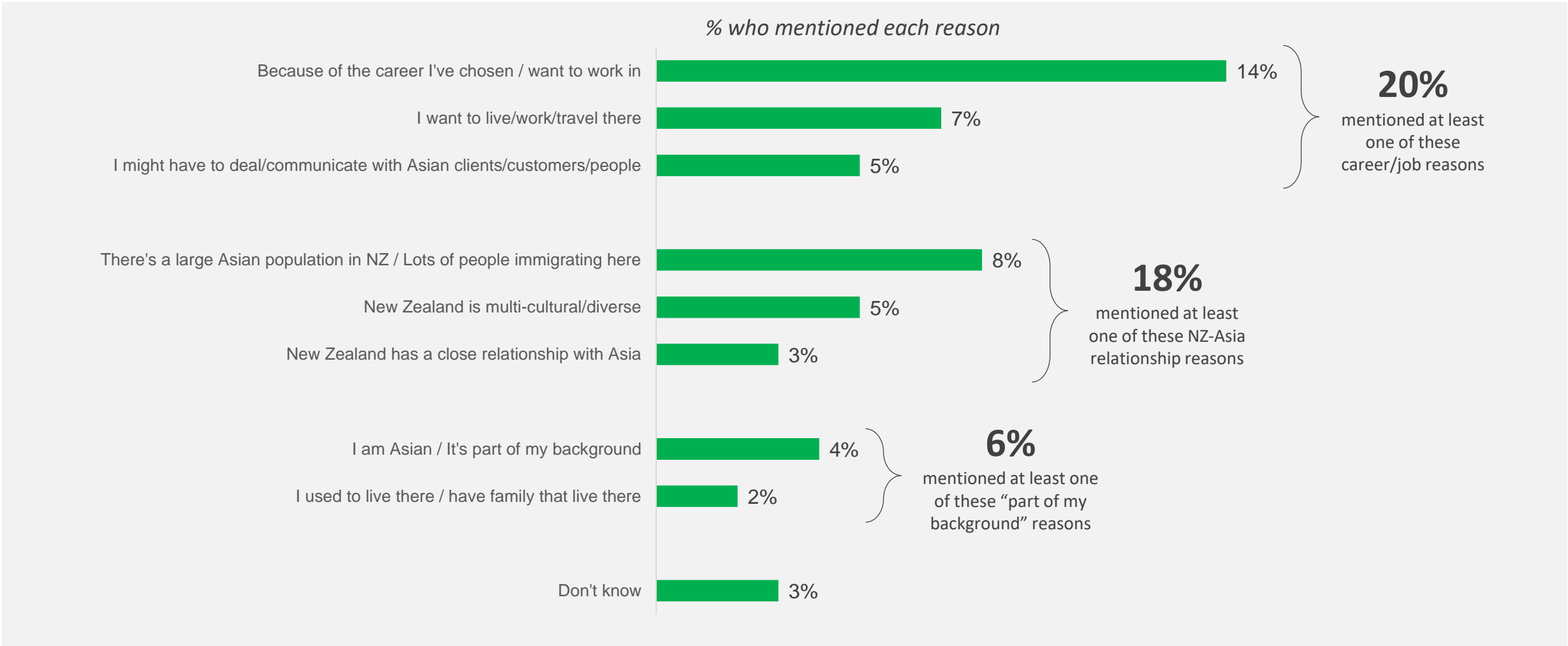
Why do you think Asia is an important part of your future?

Economic reasons are strong but cultural aspects also playing a role.

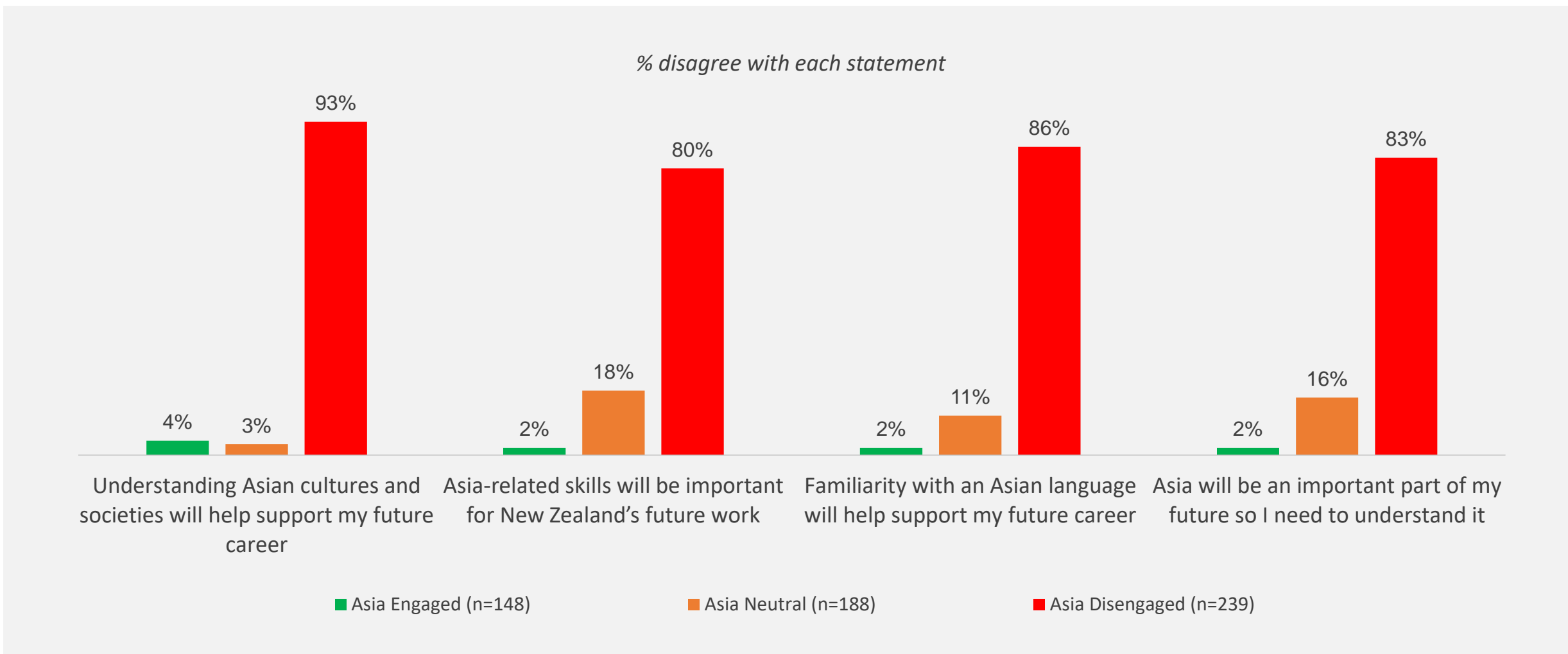


Why do you think Asia is an important part of your future?

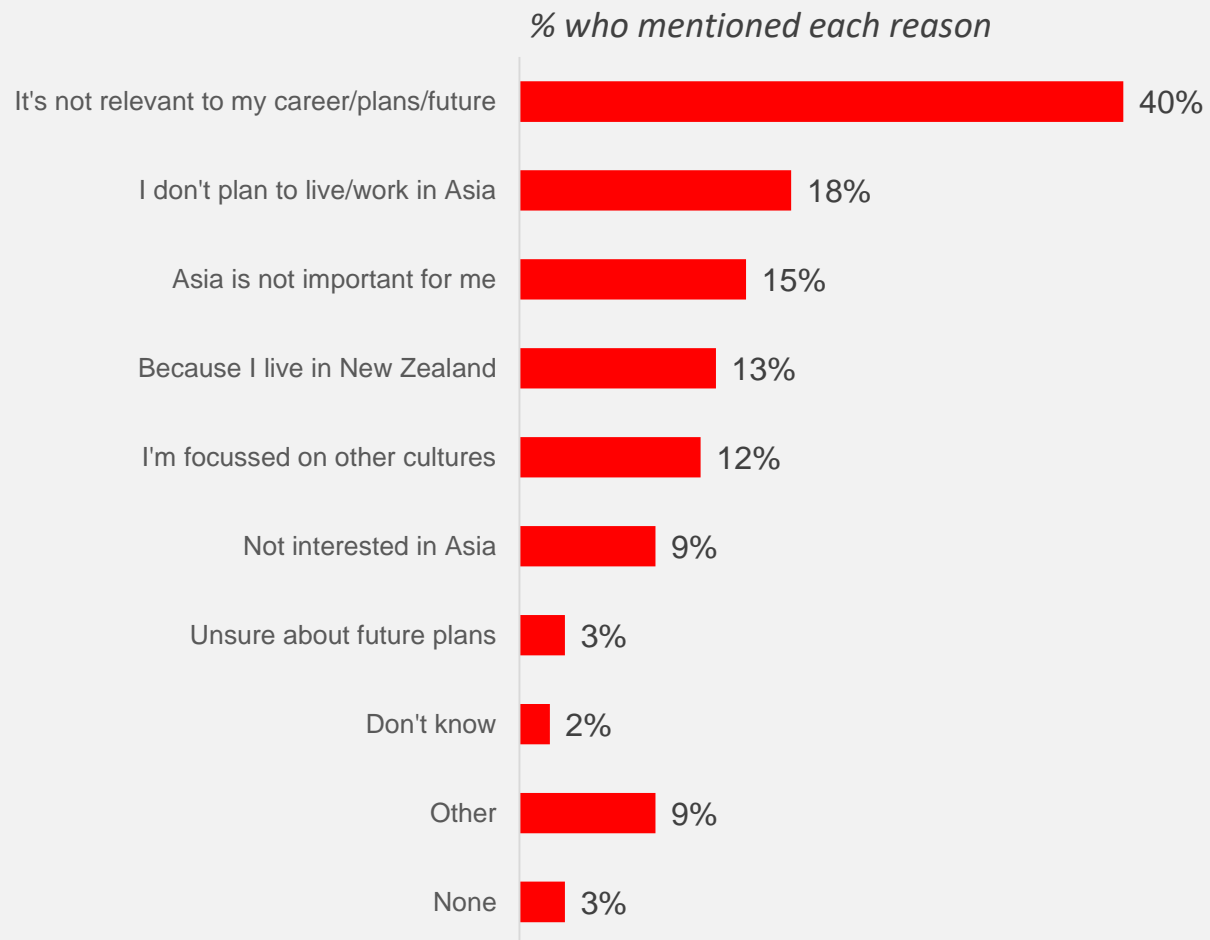
Career/Job opportunities plus the unique relationship with Asia are also important.



The *Asia Disengaged* group don't currently see a role for Asia in their future



Why do you think Asia is not an important part of your future?



% of those who don't see Asia in their future

87%

Don't speak (basic fluency) an Asian language

81%

Have received no Asia-focussed career advice

74%

Have not travelled to an Asian country



Pathways to higher Asia engagement

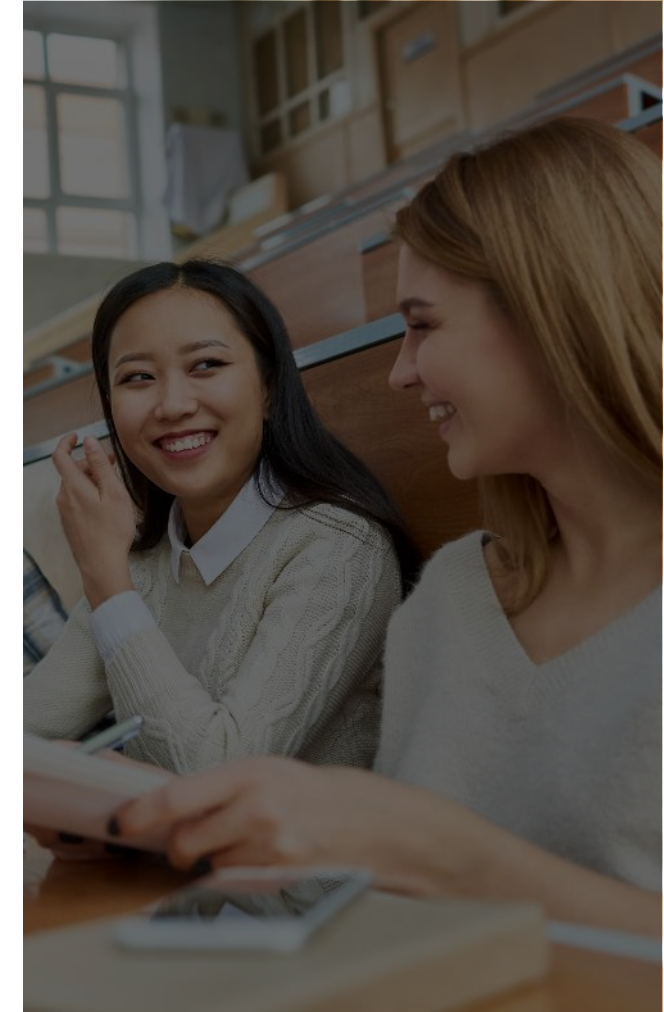
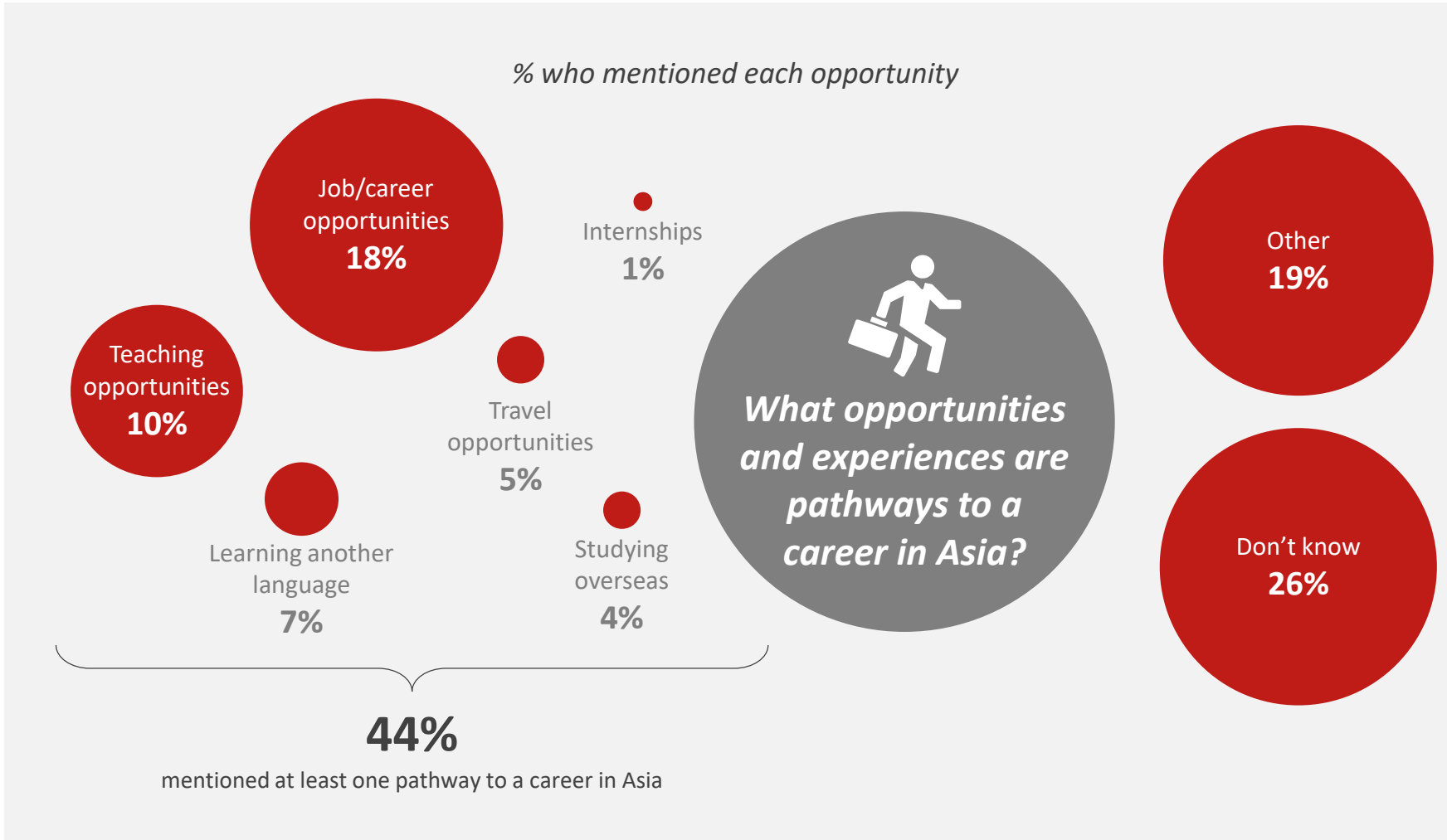


Asia New Zealand
Foundation

Asian opportunities

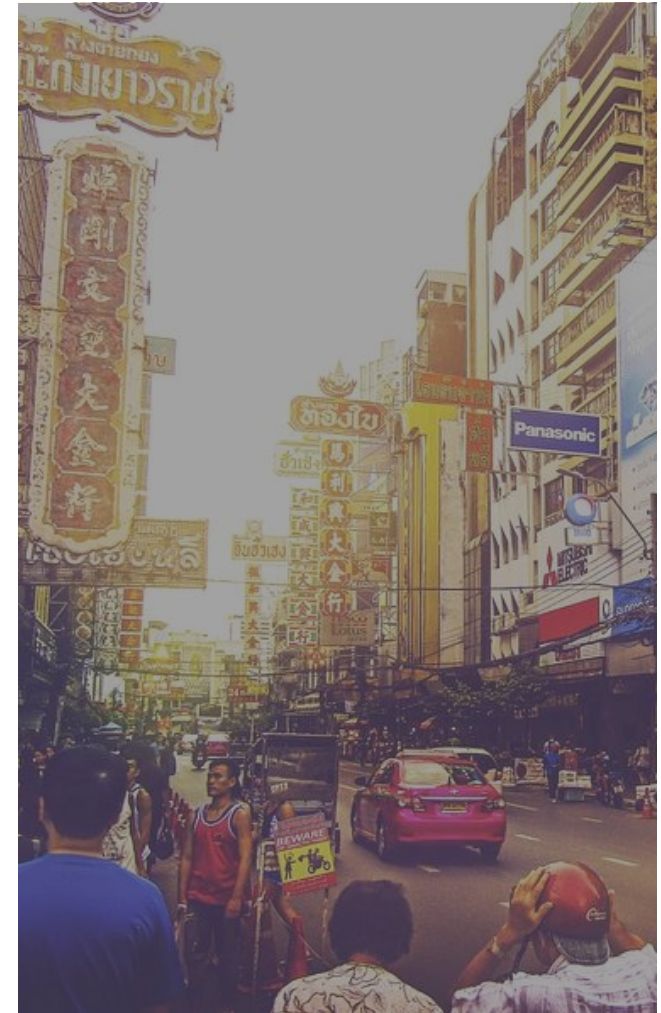
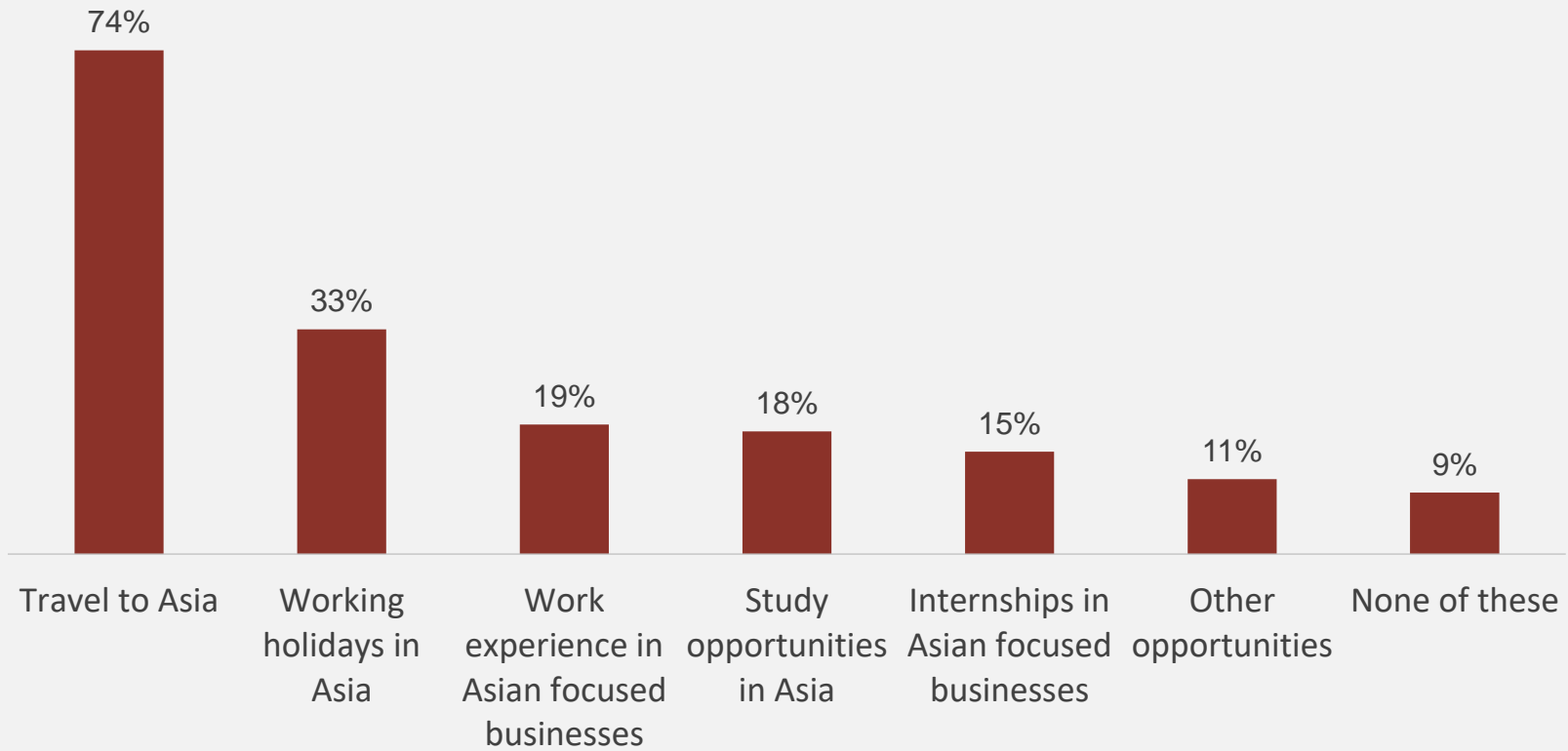


Over half (56%) of young New Zealanders said they don't know or can't think of any pathways to a career in Asia

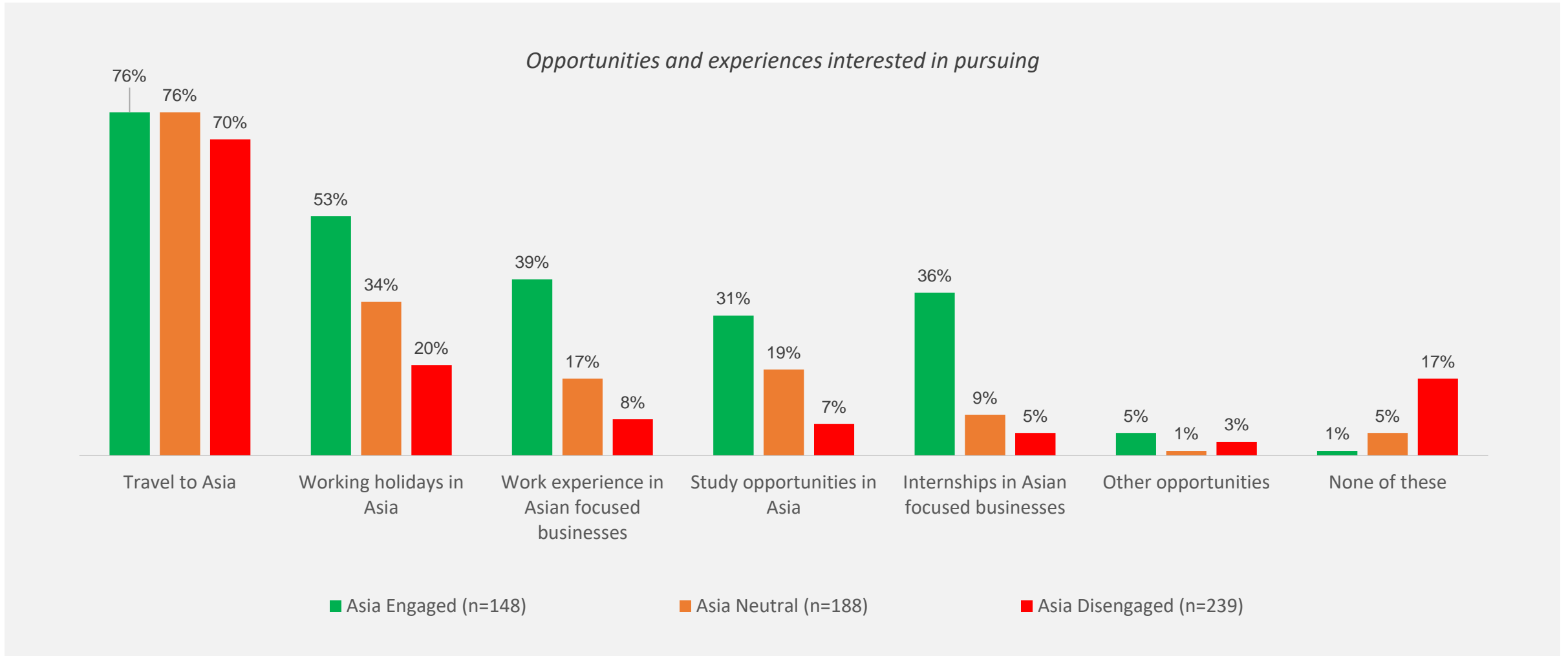


Travel experiences have universal appeal across all levels of engagement

Opportunities and experiences interested in pursuing



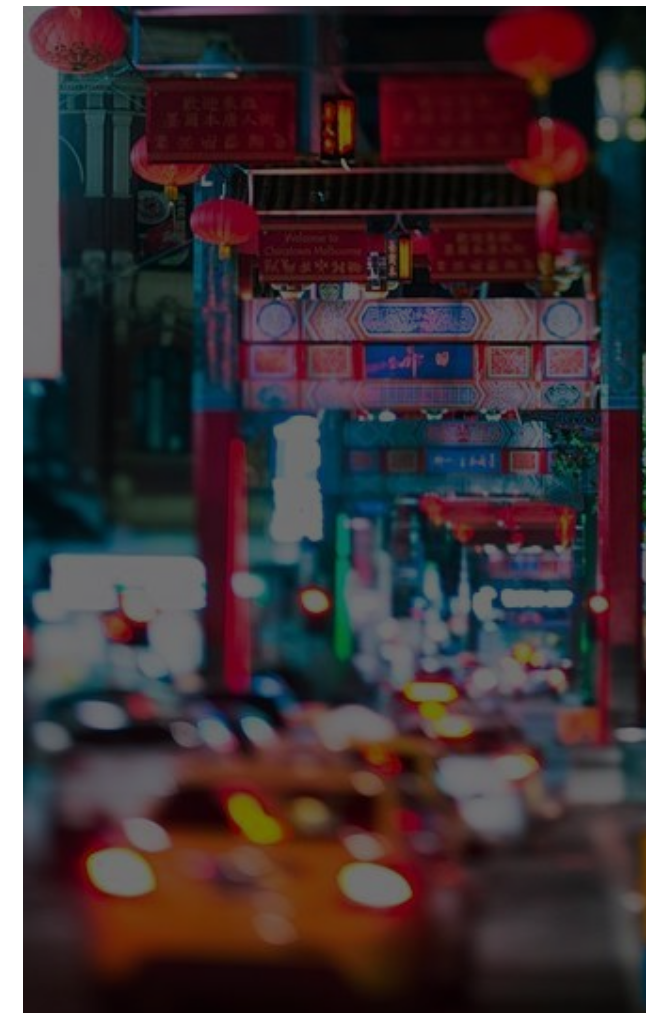
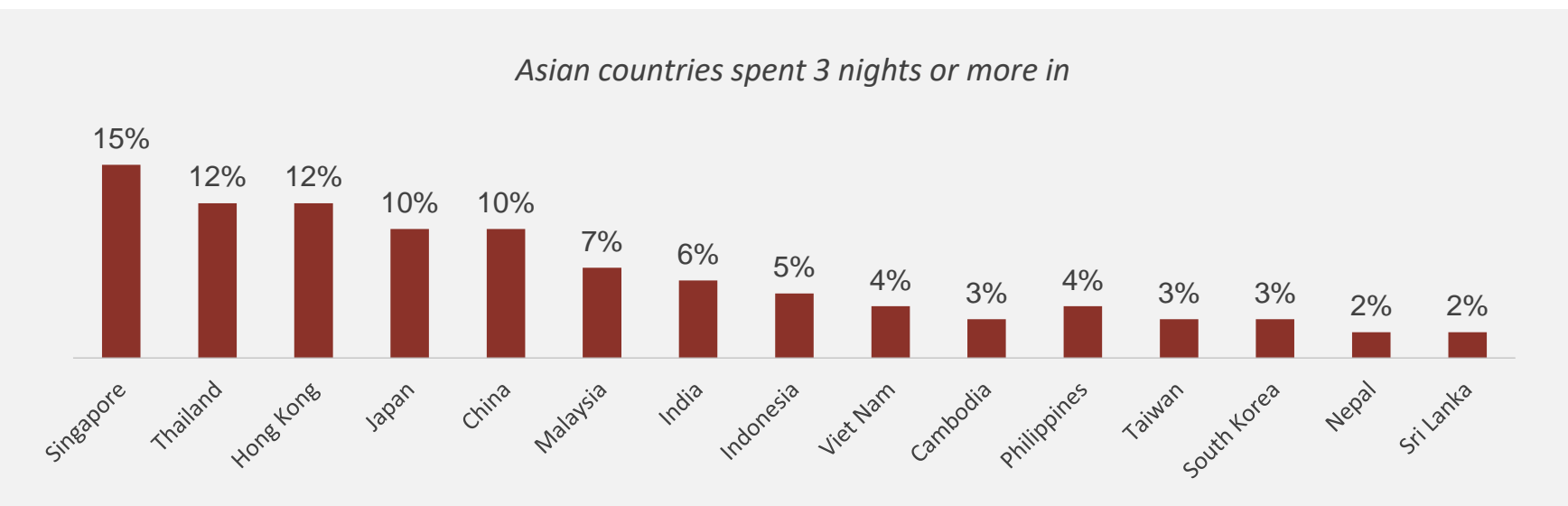
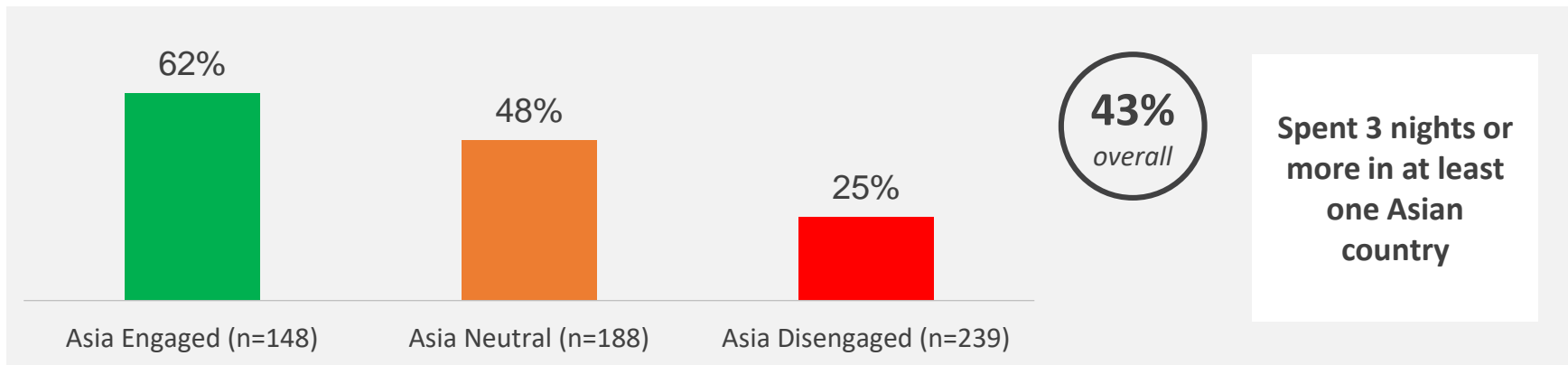
Asia-focussed travel is a significant opportunity for driving higher engagement. Work and study experiences have an important secondary role.



Travel to Asia – a hook for engagement

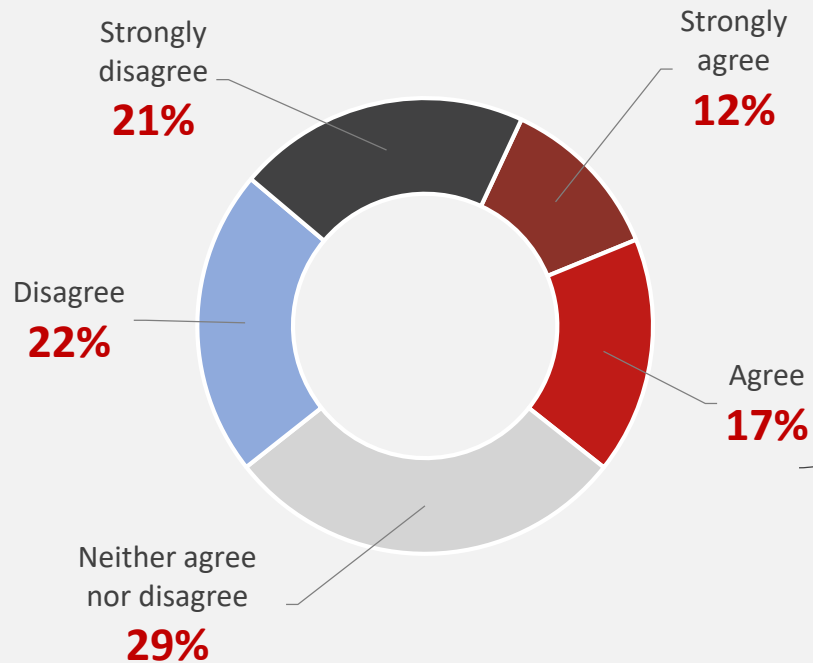


43% have travelled to an Asian country



29% of those who have visited an Asian country in the past for any reason think it has influenced their career path.

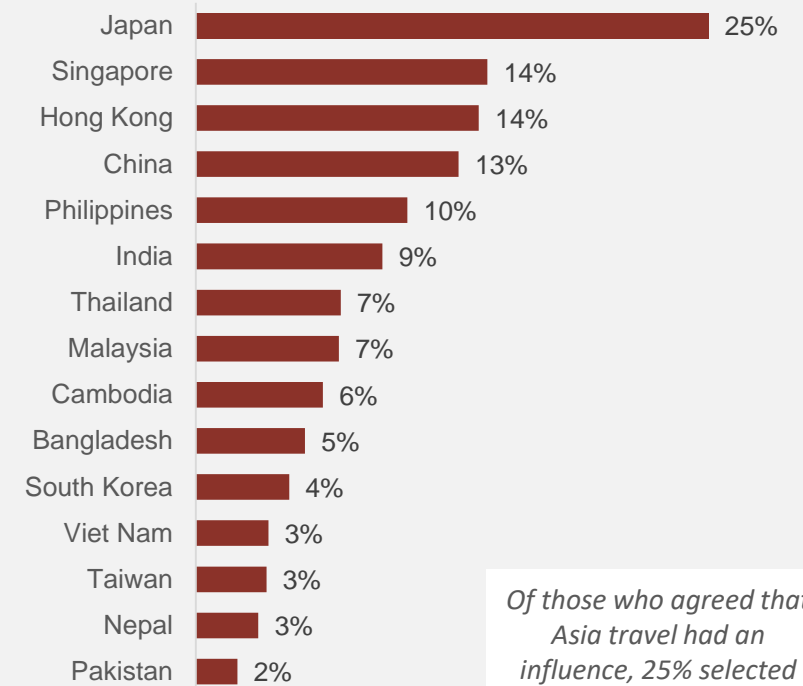
“My travel in Asia has had a strong influence on my study and career plan”



Base: Travelled to at least one Asian country for more than 3 nights (n=231)

51%
of young New Zealanders who are *Asia Engaged* agree that travel has influenced their study and career plans
(vs 29% overall)

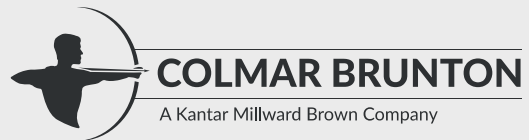
“Which Asian countries have influenced your study and career plans?”



Of those who agreed that Asia travel had an influence, 25% selected Japan as a country of influence

Base: Agree Asian travel influenced study/career choices (n=61)

Asia-focussed career advice



Most young New Zealanders are not receiving Asia-focussed career advice.



Yes

35%

No

65%

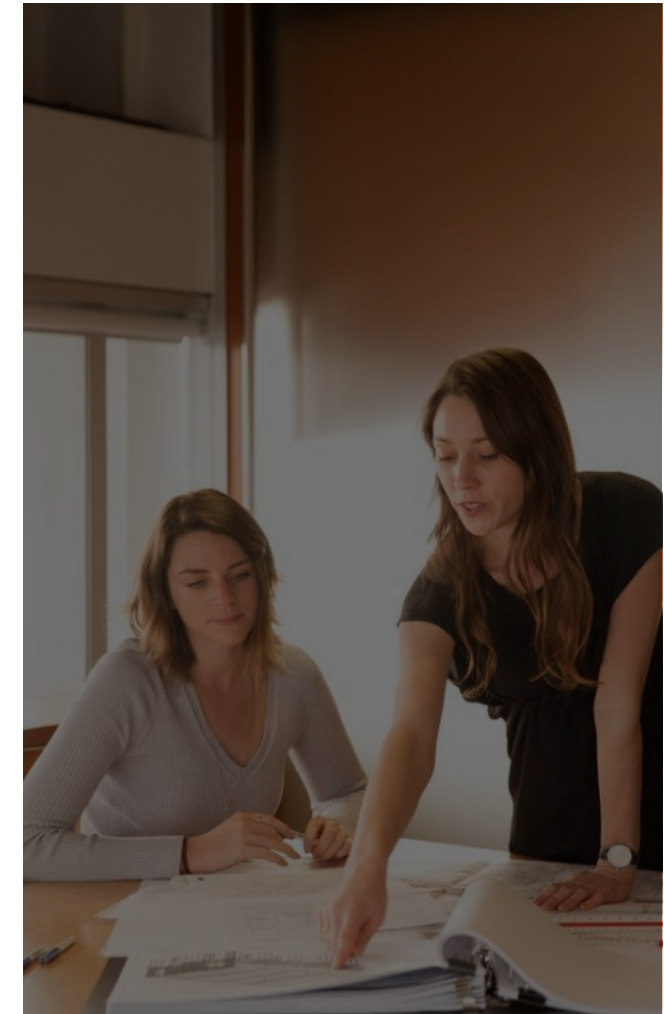
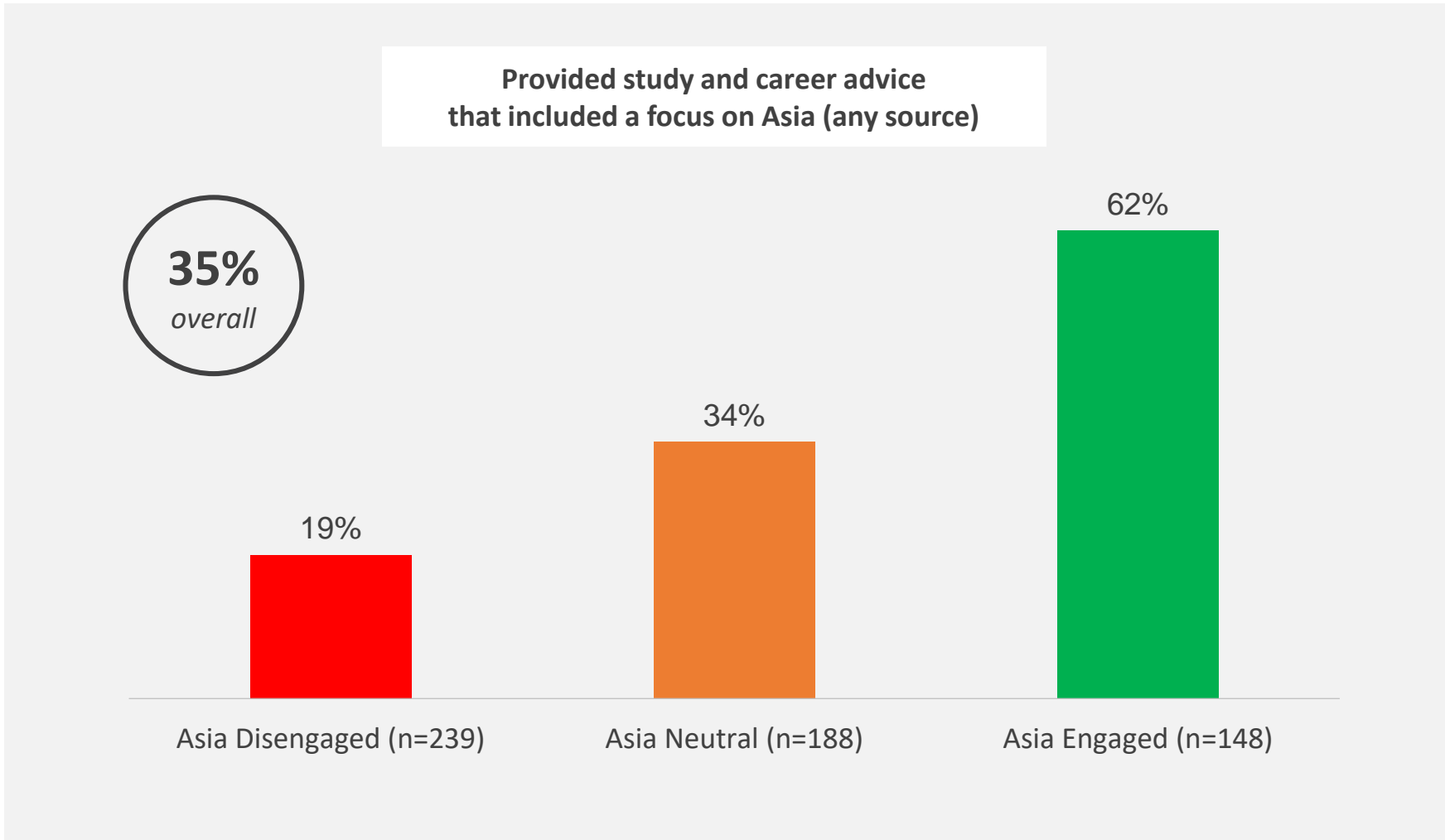
What were you told about Asia?

- It's a global/rising power/good economy
- There are a lot of job/career opportunities
- Cultural differences/acceptance of other cultures
- Important languages to learn
- Good/important relationship for our economy to provide tourism/business/trade
- It's a large/diverse/heavily populated place

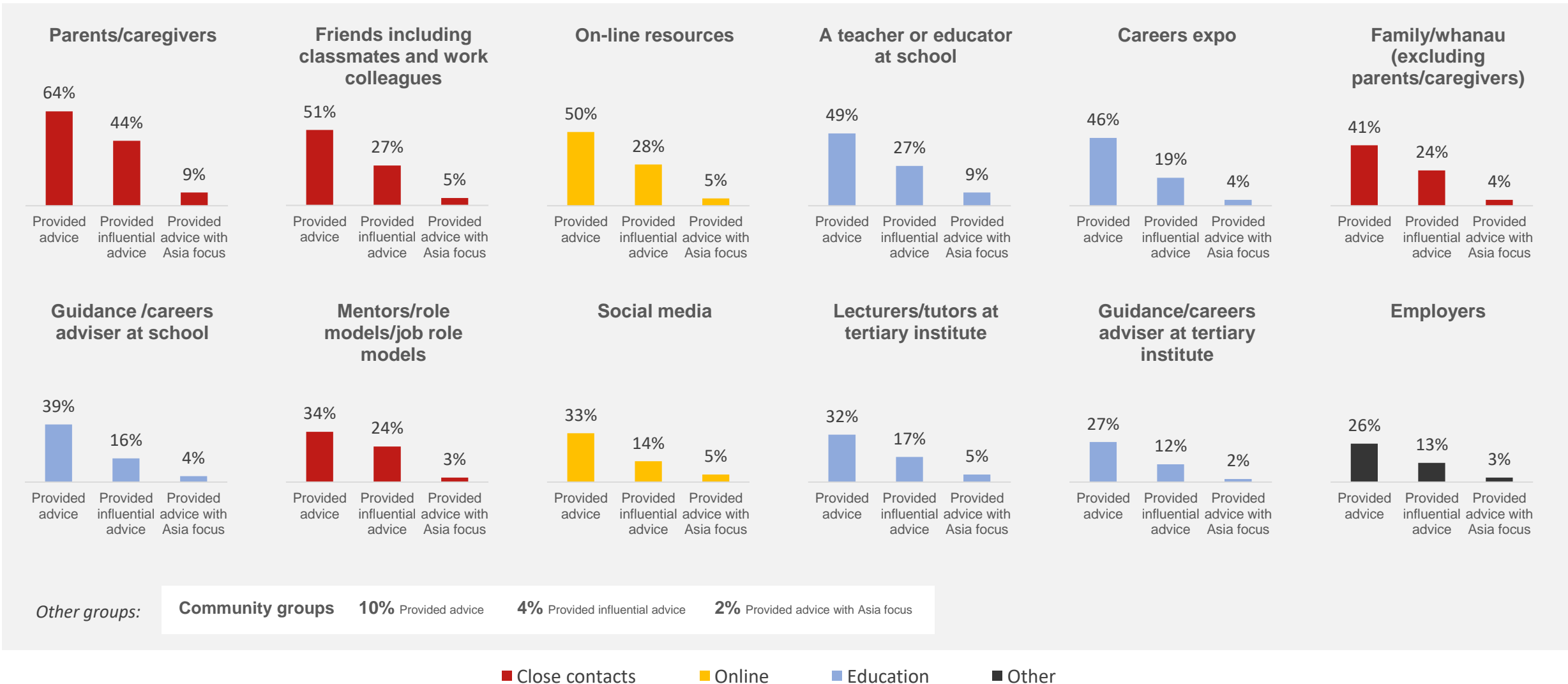
Why advice not provided?

- It wasn't relevant/doesn't relate/nothing to do with to me/my career/studies
- It isn't necessary/important
- Because I'm not interested / didn't want to ask/pursue/look into it
- Because I live/work/study in New Zealand

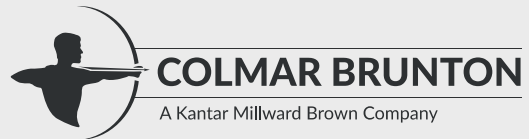
There is a clear relationship between Asia-focussed career advice and Asia engagement. 62% of the *Asia Engaged* group have had Asia-focussed advice compared to only 19% for the *Asia Disengaged* group.



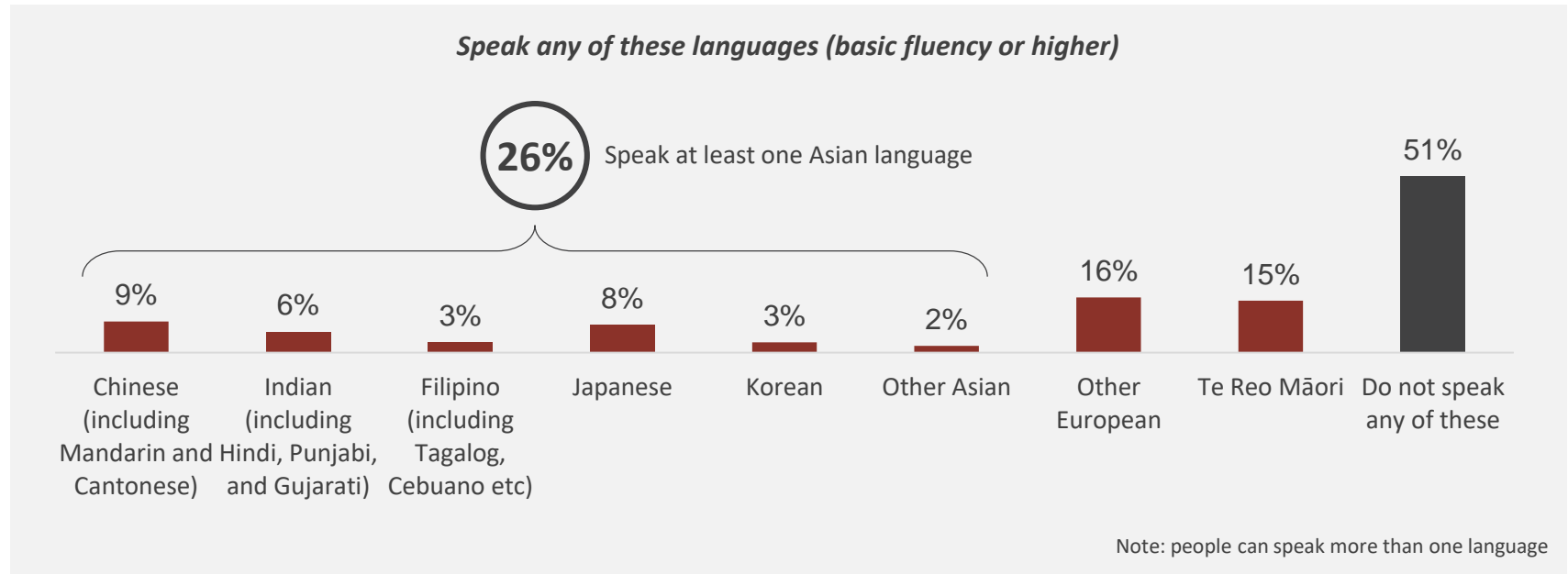
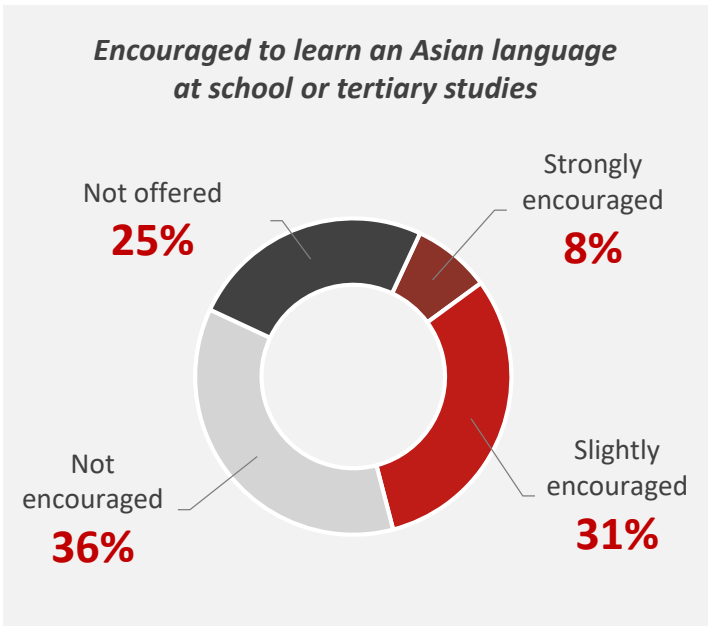
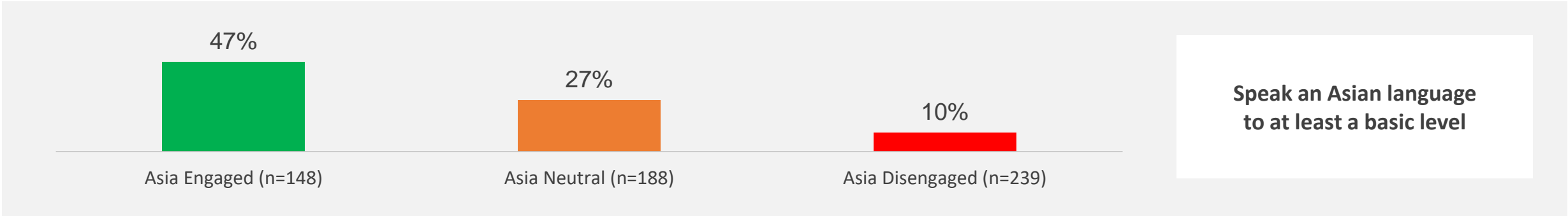
Parents/caregivers are the main source of influential career and study advice. Teachers & parents are currently the leading providers of Asian-focussed career advice



Asian languages



1 in 4 speak can speak an Asian language to at least a basic level, but only 1 in 10 have been strongly encouraged to learn an Asian language.





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