

## What do Kiwis think about the European Union?<sup>1</sup>

- Just over two thirds of New Zealanders (69%) say they have heard of the EU. Awareness of the UN (94%) and WTO (81%) is higher. Nearly half (45%) say they have heard of the European Commission, the executive arm of the European Union.
- Among countries asked in the poll, Australia has the most positive image (77%), followed equally by Japan (45%) and the EU (44%). Almost twice as many are positive rather than negative about the USA while China's image in New Zealand is more finely balanced.
- Most New Zealanders say they get their news about the EU as a whole more or less weekly or monthly (53% combined). When asked about specific media, almost everyone (99%) indicated they are plugged into international news. More than half (58%) say they recall something being mentioned about the EU as a whole in specific media in the past 2-3 months.
- Only 15% of New Zealanders say they are able to hold a conversation in a language other than English. However four out of five (79%) say they would like to have the opportunity of learning another language. The most popular language to learn would be 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.
- The profile of persons very interested in knowing more regularly about what the EU is doing are predominantly the 50+ age group, highest income and top socio-economic quartile, smallest household size, managers/professionals and also interestingly come more from rural (NZ farming community) than urban areas.
- The younger generation shows the lowest level of interest of all age groups. Just over half of 15-29 year olds (53%) say they have heard of the EU although they are more positive about the EU than average.
- Managers/professionals are more aware (82%) and more positive (61%) than average about the EU. They have a higher propensity in wanting to hear more about the EU, albeit those very interested are still small in number (11%).

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<sup>1</sup> A nationally-representative random sample of 500 New Zealanders 15+ age group was interviewed by telephone during the period 6-12<sup>th</sup> 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.



EUROPEAN UNION

DELEGATION OF THE EUROPEAN COMMISSION TO NEW ZEALAND

Wellington, 28<sup>th</sup> January 2008

**Topline Results**  
**EU Public Opinion Survey in New Zealand<sup>2</sup>**  
**in association with the National Centre for Research on Europe.**

**Q1** Can you please tell me which of the following you have heard of before:  
**READ OUT IN ROTATED ORDER**

The European Union, or “EU”	69%
The United Nations, or “UN”	94%
The European Commission	43%
The World Trade Organisation, or “WTO”	81%
None of them	4%

**Q2** Generally speaking, would you say your impressions of the following countries are positive, neutral or negative?  
**READ OUT COUNTRIES IN ROTATED ORDER**

	Positive	Neutral	Negative	Don't know/ No opinion
Australia	77%	19%	3%	1%
China	25%	43%	28%	4%
European Union	44%	38%	7%	11%
United States	40%	36%	22%	2%
Japan	45%	39%	13%	2%

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**Q3** Thinking specifically about the European Union, or “EU”, how often, if at all, would you say you read, see or hear something specific in the media about the **European Union as a whole**?

**READ OUT, REVERSING ORDER 50% OF THE TIME**

More or less daily	7%
More or less weekly	27%
More or less monthly	28%
Once or twice a year	20%
Never	15%
Don't know (DO NOT READ)	3%

**Q4** Thinking now about **international news** generally. In a typical week, which of the following media do you use, if any, to get your international news?

**READ OUT LIST OF MEDIA AND RECORD ALL SOURCES USED**

**Q4A** And in which of these media do you recall something specifically being mentioned about the **European Union as a whole** over the past 2-3 months?

**READ OUT LIST OF MEDIA AND RECORD ALL SOURCES USED**

	<b>Q4 International News Source</b>	<b>Q4A EU News Source</b>
NZ Herald	31%	15%
Dominion Post	15%	8%
The Press	10%	4%
Otago Daily Times	5%	2%
Sunday Star Times	19%	3%
TV1, 6pm News	56%	24%
TV3, 6pm News	52%	16%
Prime News at 5.30pm	21%	4%
BBC	17%	7%
CNN	16%	3%
Sky News	17%	4%
TV1, Late Edition News	27%	8%
TV3, Nightline	29%	6%
TV1, Breakfast News	26%	5%
TV3, Breakfast News	7%	1%
Radio NZ, Morning Report	25%	8%
Other (SPONTANEOUS)		
- Internet	12%	4%
- ZB Newstalk	2%	1%
(All others media 1% or less)		
Don't know (DO NOT READ OUT)	0%	12%
None (DO NOT READ OUT)	1%	30%

**Q5** To what degree are you interested or not interested in hearing regularly about what the European Union as a whole is doing? Are you....  
**READ OUT, REVERSING ORDER 50% OF THE TIME**

Very interested in hearing regularly what the EU is doing	7%
Somewhat interested	51%
Not very interested	26%
Not at all interested in hearing regularly about what the EU is doing	12%
Don't know (DO NOT READ)	3%

**Q6** Apart from English, are there any other languages you can speak fluently enough to hold a conversation with another person?

**DO NOT READ OUT**

**Q6A** And if you had the opportunity to learn other languages than your own, which ones, if any, would you be interested in learning?

**DO NOT READ OUT**

	<b>Q6 Speak Fluently</b>	<b>Q6A Interest in learning</b>
English		-
Maori	4%	14%
Samoan	-	-
Tongan	-	-
Chinese	1%	8%
Japanese	-	12%
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%
- Russians	-	1%
- Latin	-	1%
Don't know	-	4%
None	85%	17%