

# *New Zealand Asian Responsible Gambling Report 2021*



*Confidential - Do not duplicate or distribute in any form of communication without written permission from Asian Family Services & Trace Research Ltd*

## Gambling activities in the last 12 months

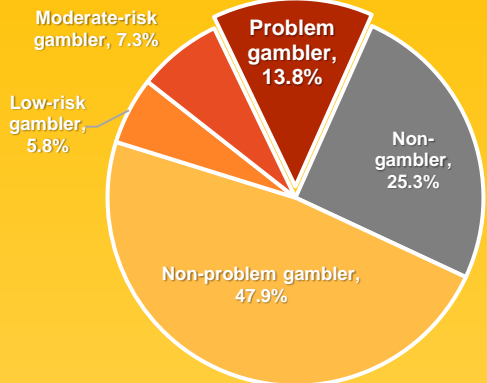
Bought lotto or instant scratch tickets	<b>67.8%</b>
Private games with friends for money	27.7%
Played gaming machines, or pokies	27.6%
Played Casino table games	25.2%
Placed a bet with the TAB	23.9%
Online gambling and gaming	19.7%

According to New Zealand's "The Gambling Act 2003", lotteries, prize competitions and instant games are also classified as parts of gambling. Are you aware of this classification?


**Yes 53.5% No 46.5%**

### Problem Gambling Severity Classification within NZ's Asian Population

Approximately **71,736** NZ Asians are problem gamblers 



### Distribution of Problem Gamblers (13.8%) by Ethnicity (>3%)

<b>Indian</b>	<b>54.4%</b>	
<b>Chinese</b>	<b>15.5%</b>	
<b>Filipino</b>	<b>8.7%</b>	

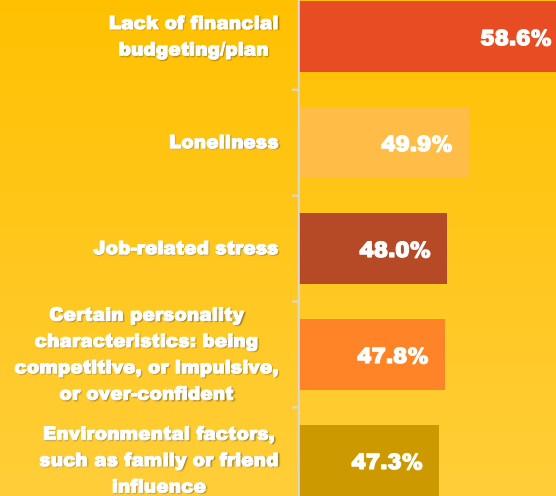
Asians perceive that Asian (76.5%) or Maori/Pacific Island (74.1%) gamblers are stigmatised by society to a slightly greater level compared to a European gambler (65.7%).

## New Zealand Asian Responsible Gambling Survey

# 2021

**Asian Family Services**  
Together enriching lives

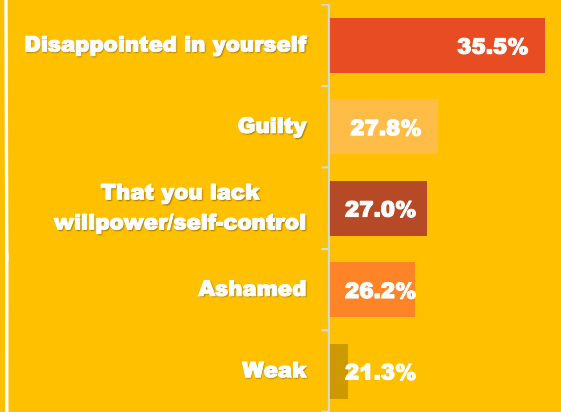
### Top 5 Perceived Factors for Developing Gambling Addiction



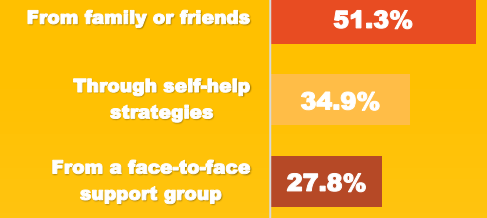
### Expressions of Public Stigma about Gamblers with Addiction

Agree	
Have unrealistic beliefs about winning at gambling	65.9%
Have an addictive personality	61.4%
Are irresponsible with money	57.9%
Are always in debt	51.8%
Are in denial about having a gambling problem	51.7%

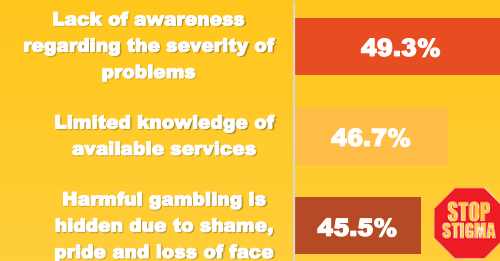
### Expressions of Self-Stigma about Gambling by Asian Gamblers



### Top 3 Channels for Seeking Gambling Support



### Top 3 Help Seeking Barriers



# Executive Summary

## Key Findings

### Asian Gambling Behaviour - General Gambling Activities

- ☺ In total, **74.7% of Asians engaged in some forms of gambling activity** in the last 12 months (a significant increase since 2020 – 66%). **The most common activity is buying lotto or instant scratch tickets (67.8%)**. Other gambling activities occur significantly less often, with under a third taking part in these activities;
  - ☺ Those aged 50+, and those earning \$100K or more, are more likely to have never bought **lotto or instant scratch tickets** in the last 12 months. In contrast, those who are buying most regularly (i.e., at least twice a month) are Indians, those aged 30-49 years, and those earning \$50-\$100K incomes. Interestingly, there is a divide amongst Koreans as they over-index on never buying in the last 12 months, but also over-index on buying regularly (i.e., 5 or more times a week);
  - ☺ Chinese and Filipinos, those aged 50+, and those earning \$100K or more, are more likely to never have engaged in **private games with friends for money, gaming machines or pokies, or Casino table games**. In contrast, Indians, those aged 18-29 years, and those earning \$50-\$70K have engaged in all these gambling activities most regularly (i.e., at least twice a month);
  - ☺ Chinese, those aged 50+, and those earning \$100K or more, are more likely to have never placed a bet on any sports event with the **NZ TAB** in the last 12 months. In contrast, those who have done so regularly (i.e., at least twice a month) are more likely to be Indian, aged under 50 years, and earning \$50-\$100K incomes;
  - ☺ Chinese and Korean, those aged 50+, and those earning \$100K or more, are more likely to never have engaged with **online gambling and gaming** in the last 12 months. In contrast, those who have done so regularly (i.e., at least twice a month) are more likely to be Indian or Filipino, aged 18-29 years, and earning \$50-\$100K incomes.
- ☺ Overall, 53.5% of Asians are aware of the Gambling Act's classification of gambling for lotteries, prize competitions and instant games. Across ethnicity, Filipinos over-indexed (64.3%) on awareness of this classification whilst Chinese under-indexed (44.9%);
  - ☺ It is quite concerning that there is still 55% of Chinese don't know lotteries, prize competitions and instant games are also classified as a type of gambling activity;
  - ☺ Across age, those who are younger (specifically 18-29 years) are more likely to be aware of the Gambling Act's classification of gambling. And across income groups, those who earn up to \$50K are less likely to be aware of the Gambling Act's classification of gambling compared to other higher income groups;

# Executive Summary

## Key Findings

### **Problem Gambling Severity Categorisation within the NZ Asian Population**

- ☺ Among the gambling population, **Problem gamblers make up 18.4%**. However when assessing amongst all Asians in New Zealand, Problem gamblers make up 13.8%, and of this, **54.4% come from the Indian community** (see gamblers' profiling slide 27-29);
  - ☺ Chinese are more likely to be Non-gamblers or a Non-problem gambler whilst Indians are more likely to be Problem gamblers. Interestingly, Filipinos are divided in that they are both more likely to be Non-gamblers as well as a Moderate-risk gambler. Koreans are also divided where they are more likely to be Non-gamblers as well as a Low-risk gambler;
  - ☺ Overall, **Problem gamblers are more likely to be Indian, Male, aged under 50 years, and earning \$50-\$70K**. Moderate-risk gamblers are more likely to be Filipino, 30-49 years, and earning \$70-\$100K. Low-risk gamblers are more likely to be Korean, and earning \$50-\$70K;
  - ☺ Problem gamblers are more likely to engage in all 6 forms of gambling activity regularly (i.e., at least twice a month). Non-problem gamblers are more likely than all others to engage in buying lotto or instant scratch tickets less frequently (i.e., monthly or less). Low and Moderate-risk gamblers are more likely to engage in playing gaming machines or pokies 2-4 times a month;

### **Perceived Risk Factors for Developing an Addiction to Gambling**

- ☺ On average, Asians believe that there are 4-5 perceived risk factors for developing an addiction to gambling. The top 3 are **(1) lack of financial budgeting or planning, 58.6%** **(2) loneliness, 49.9%**, and **(3) job-related stress, 48%**;
  - ☺ Problem gamblers are more likely to think that the use of certain medications and ethnicity are risk factors for developing an addiction to gambling. Non-gamblers however, are more likely to think it is the presence of other addictions, and Low-risk gamblers are more likely to think it is certain personality characteristics;
  - ☺ On average, Koreans perceive a higher number of risk factors for developing an addiction to gambling compared to other ethnicities;
  - ☺ On average, those aged 65+ tend to perceive a higher number of risk factors for developing an addiction to gambling;

### **Asians' Perceptions of Gambling Stigmatisation Amongst the General Public**

- ☺ Asians perceive that society has much stronger levels of stigmatisation towards excessive gambling (78.7%) than recreational gambling (52.3%). They also perceive that Asian (76.5%) or Maori/Pacific Island (74.1%) gamblers are stigmatised by society to a greater level compared to a European gambler (65.7%);
  - ☺ Among Problem gamblers, perceived societal stigmatisation towards excessive gambling is much higher than recreational gambling. There is however, little difference in perceived stigmatisation of the gambler's ethnicity (i.e., all are stigmatised to a high degree);
- ☺ The top 3 expressions of public stigma about gamblers with addiction are (1) having unrealistic expectations about winning at gambling (65.9%), (2) having an addictive personality (61.4%), and (3) are irresponsible with money (57.9%). The weakest expression however, is that gamblers are likely to be of low socio-economic status (39.8%).

# Executive Summary

## Key Findings

### Self-Stigmatisation of Gambling

- ☺ **78.9% of gamblers experience some form of self-stigmatisation.** The top 3 that are experienced is feeling (1) disappointed in yourself, 35.5% (2) guilty, 27.8%, and (3) that you lack willpower/self-control, 27%;
  - ☺ On average, Problem gamblers experience more self-stigmatisation, followed by Moderate-risk gamblers. Problem gamblers are more likely to feel ashamed, that they lack willpower/self-control, a loss of identity or feel like a different person, undeserving of good things, and socially unacceptable/an outcast;
  - ☺ On average, Indian and Filipinos are likely to experience more self-stigmatisation. Indians are more likely to feel socially unacceptable/an outcast, whilst Filipinos are more likely to feel guilt and embarrassment. Koreans are more likely to feel weak, disappointed in oneself, and ashamed;
  - ☺ On average, those who are younger (18-29 years) tend to experience more self-stigmatisation compared to those who are older (65+ years);

### Channels for Seeking Gambling Support

- ☺ When it comes to seeking help for gambling problems, the top 3 sources Asians turn to are (1) family or friends, 51.3% (2) self-help strategies, 34.9%, and (3) face-to-face support groups, 27.8%. The traditional channels offered by Asian Family Services ranks 4th and 5th respectively, sitting at just under 30%;
  - ☺ On average, **Indians would use slightly more channels to deal with gambling problems. Specifically, they are more likely to opt for face-to-face support groups**, or a residential treatment program. In contrast, Chinese are more likely to opt for self-help strategies and Koreans are more likely to opt for a gambling telephone line;
  - ☺ On average, those aged 65+ are likely to use the most channels. In particular, they are more likely to opt for family or friends, a face-to-face specialist gambling counsellor, and a residential treatment program;

### Perceived Barriers for Seeking Gambling Support

- ☺ As a whole, **stigma-related barriers make up two-thirds (67.3%) of all barriers to seeking gambling support.** At an individual level also, stigma-related barriers all fall within the top 7 barriers, which again points to its significance in preventing people from seeking help;
  - ☺ Overall, Problem gamblers have the lowest proportion of stigma association. Interestingly however, they are more likely to say “insufficient social and financial resource to support treatment entry” is the key barrier to seeking gambling support. This highlights the significant role Asian Family Services can play in supporting Problem gamblers (i.e., services are free to those who have been affected by gambling harm). Moderate-risk gamblers are more likely to have “lack of awareness regarding the severity of problems” as a barrier, whilst Low-risk gamblers are more likely to excuse themselves from “the problem has not triggered health concerns.”
  - ☺ Across the different ethnic groups, **Indians are more likely to have insufficient social and financial resources to support treatment entry as a key barrier to seeking support.** With Asian Family Services’ free services, the organisation is well placed to offer support. In contrast, the barriers for Koreans are more likely to be around awareness/knowledge of services, and feelings of shame, pride or loss of face;
  - ☺ Across age, those 65+ have more barriers for seeking gambling support.

## Content

---

<b>Section 1</b>	<b>Introduction &amp; Methodology</b>	<b>7-10</b>
<b>Section 2</b>	<b>Asian Gambling Behaviour</b> Activities   Problem Gambling Severity Categorisation   Addiction	<b>11-35</b>
<b>Section 3</b>	<b>Perceived Stigmatisation of Gambling</b> Public Stigmatisation   Self-Stigmatisation	<b>36-51</b>
<b>Section 4</b>	<b>Tackling Gambling Harm</b> Channels for Seeking Gambling Support   Perceived Barriers for Seeking Support	<b>52-64</b>

# Section 1

## Introduction & Methodology

## Introduction – Research Background & Purpose

- ☺ Asian Family Services (AFS) has deployed their first-year funding to generate public health and gambling addiction-related articles and posters that tap into gambling harm and address equity issues for Asians in NZ. Building on the progress of their first year, AFS's main purpose for the second year is to 1) plan further engagement with gambling harm messaging by continuing to use evidence-based approaches to measure AFS's marketing efforts in gambling harm minimisation, and plan ahead, and 2) increase Asian gambling insights by a) expanding their research scope into causes of gambling harm, cultural stigma issues, and online gambling/gaming among Asians, and b) collect opinions from gamblers, and affected others around gambling harm and help-seeking barriers;
- ☺ In order to develop valid and actionable media strategies to increase the public's awareness of Asian Family Services (AFS) and to tailor future services that meet the needs (i.e., gambling supports) of NZ's Asian community, the New Zealand Asian Responsible Gambling Survey was launched; AFS's 2021-2022 media strategies will be developed based on research findings from this survey. Although "Asian" is a term used to cover a homogeneous group of people, each ethnic group exhibits different habits hence AFS's media strategy will prioritise service delivery (i.e., minimising gambling harm campaigns) for each ethnic group differently.



## Methodology

- ☺ In 2019, Trace Research Ltd conducted a telecommunication study (New Zealand broadband and online video streaming survey 2019), which showcased that a large proportion of people (62% of Asians, and 76% of Chinese specifically) can no longer be reached by landline. Thus, the representativeness of telephone surveys that are only based on a random sample of households with landline service, has come under increased scrutiny;
- ☺ The same telecommunication study also found that over 96.8% of Asians had access to both home broadband and 4G/5G data loaded mobile phones in New Zealand, which was the highest level of ownership. An online survey is therefore the most appropriate and effective method to reach the population of interest;
- ☺ The questionnaire used in this research was collectively and specifically developed by Trace Research and problem gambling counsellors from Asian Family Services. All scales adopted were empirically validated by academic studies. The study adhered to the guidelines of the New Zealand Ethics Committee and was judged to be low risk therefore was approved for field study by Asian Family Services. Participants gave written informed consent to participate electronically prior to the online survey;
- ☺ Data for this report was independently collected by Trace Research Ltd, between 14<sup>th</sup> April and 28<sup>th</sup> April 2021;
- ☺ The results of this study are based on an online survey distributed to a nationally representative group of Asians who live in New Zealand. The ethnic Chinese sample was collected through Trace Research's Chinese Immigrants Research Panel (by email invitation). All other Asian ethnic samples were collected from Trace's partner online panel. Quota sampling was used (according to the 2018 NZ Census, Asian Adult population distribution) to ensure representativeness of all Asian ethnic groups;
- ☺ The total sample size of this study is **705** (Asians who currently live in NZ). They are spread across 18 regions in New Zealand and originally come from more than 14 Asian countries. The margin of error of this study is  $\pm 3.68\%$  at the 95% confidence interval. A full sample composition breakdown is provided in the following slide.

## Sample Composition

Gender	%	Count
Male	49.3%	348
Female	50.7%	357
<b>Total</b>	<b>100.0%</b>	<b>705</b>

Ethnicity <sup>1</sup>	%	Count
Chinese	34.7%	244
Indian	33.5%	236
Filipino	10.2%	72
Korean	5.0%	35
Japanese	2.5%	18
Sri Lankan	2.4%	17
Vietnamese	1.4%	10
Cambodian	1.4%	10
Asian other	9.1%	64
<b>Total</b>	<b>100.0%</b>	<b>705</b>

Age Groups	%	Count
18-29 years	33.4%	235
30-49 years	35.1%	248
50-64 years	23.4%	165
65 years +	8.1%	57
<b>Total</b>	<b>100.0%</b>	<b>705</b>

Location	%	Count
Northland Region	1.1%	7
Auckland Region	65.0%	458
Waikato Region - Hamilton	3.7%	26
Waikato Region - other	1.5%	11
Bay of Plenty Region	2.9%	20
Gisborne Region	0.1%	1
Hawke's Bay Region	0.7%	5
Taranaki Region	0.4%	3
Manawatu-Wanganui Region	2.3%	16
Wellington Region	9.5%	67
Tasman Region	0.3%	2
Marlborough Region	0.1%	1
Canterbury Region - Christchurch	10.1%	71
Canterbury Region - other	0.8%	6
Otago Region - Dunedin	0.9%	6
Otago Region - Queenstown	0.1%	1
Otago Region - other	0.1%	1
Southland Region	0.5%	3
<b>Total</b>	<b>100.0%</b>	<b>705</b>

Job Status	%	Count
Retired	6.8%	48
Student	10.1%	71
Unemployed	4.4%	31
Homemaker	6.4%	45
Self-employed	10.6%	75
Full-time employed	52.6%	371
Part-time employed	9.1%	64
<b>Total</b>	<b>100.0%</b>	<b>705</b>

Time Spent in NZ	%	Count
Less than 1 year	1.0%	7
1-5 years	17.4%	123
6-10 years	21.5%	152
11-15 years	13.6%	96
15 years or more	46.4%	327
<b>Total</b>	<b>100.0%</b>	<b>705</b>

# Section 2

## Asian Gambling Behaviour

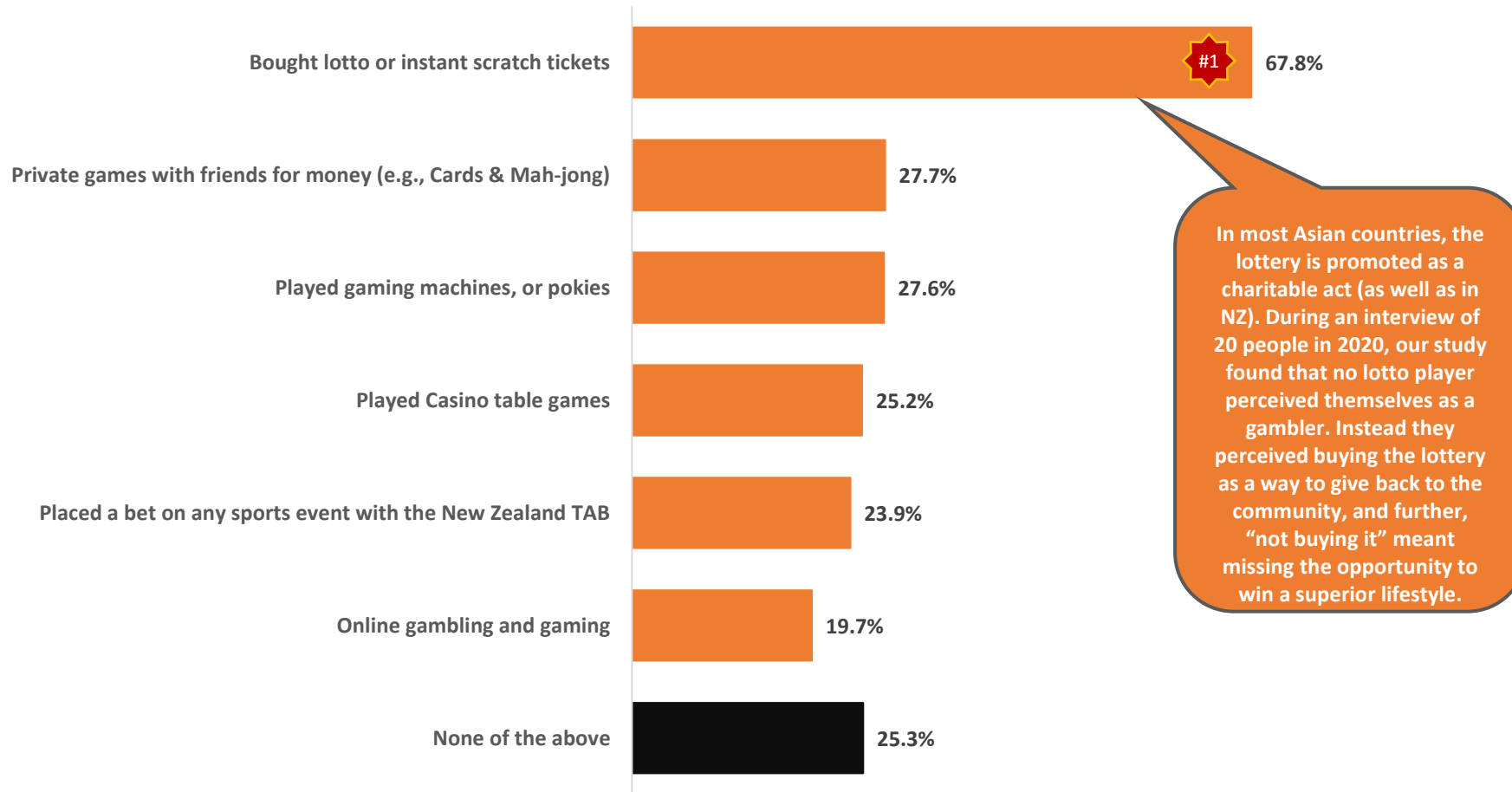
# Section 2.1

## Asian Gambling Behaviour

General Gambling Activities

In total, 74.7% of Asians engaged in some form of gambling activity in the last 12 months. The most common activity is buying lotto or instant scratch tickets. Other gambling activities occur significantly less often, with under a third taking part in these activities.

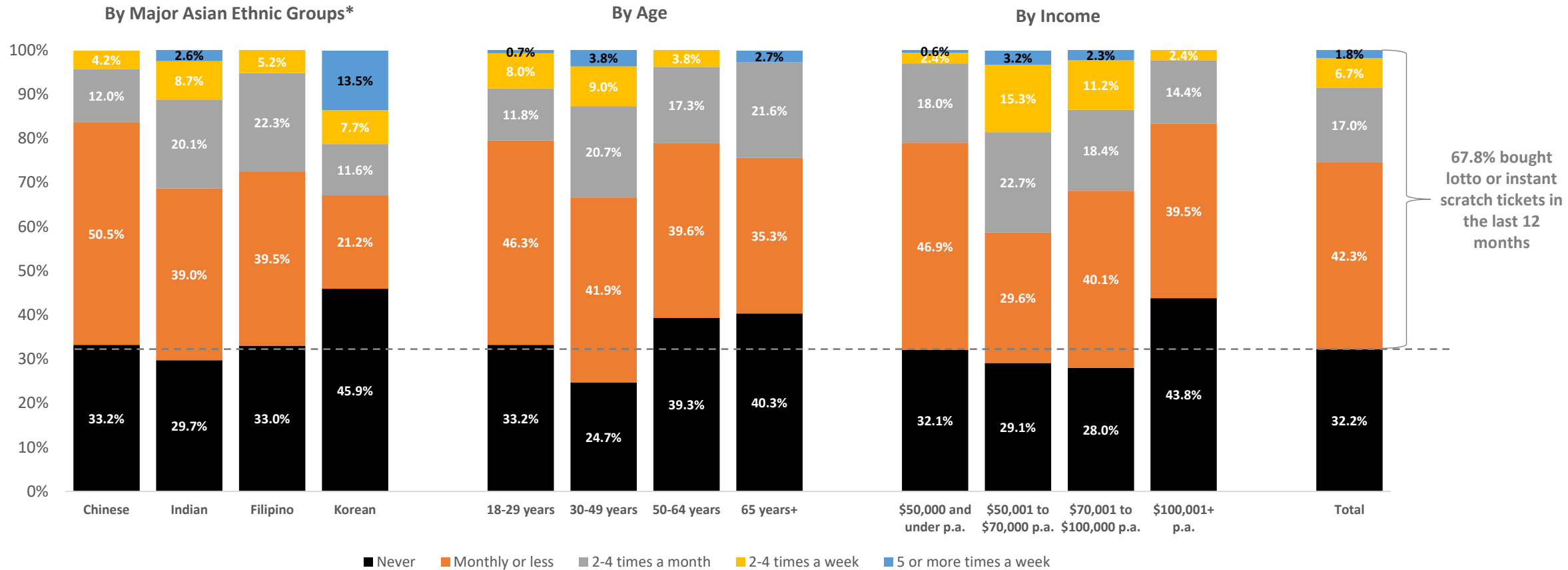
### Ranking of Gambling Activities in the Asian Community<sup>1</sup>



Those aged 50+, and those earning \$100K or more, are more likely to have never bought lotto or instant scratch tickets in the last 12 months. In contrast, those who are buying most regularly (i.e., at least twice a month) are Indians, those aged 30-49 years, and those earning \$50-\$100K incomes. Interestingly, there is a divide amongst Koreans as they over-index on never buying in the last 12 months, but also over-index on buying regularly.

*In the last 12 months, how often have you engaged in the following activities?*

**Bought lotto or instant scratch tickets #1**

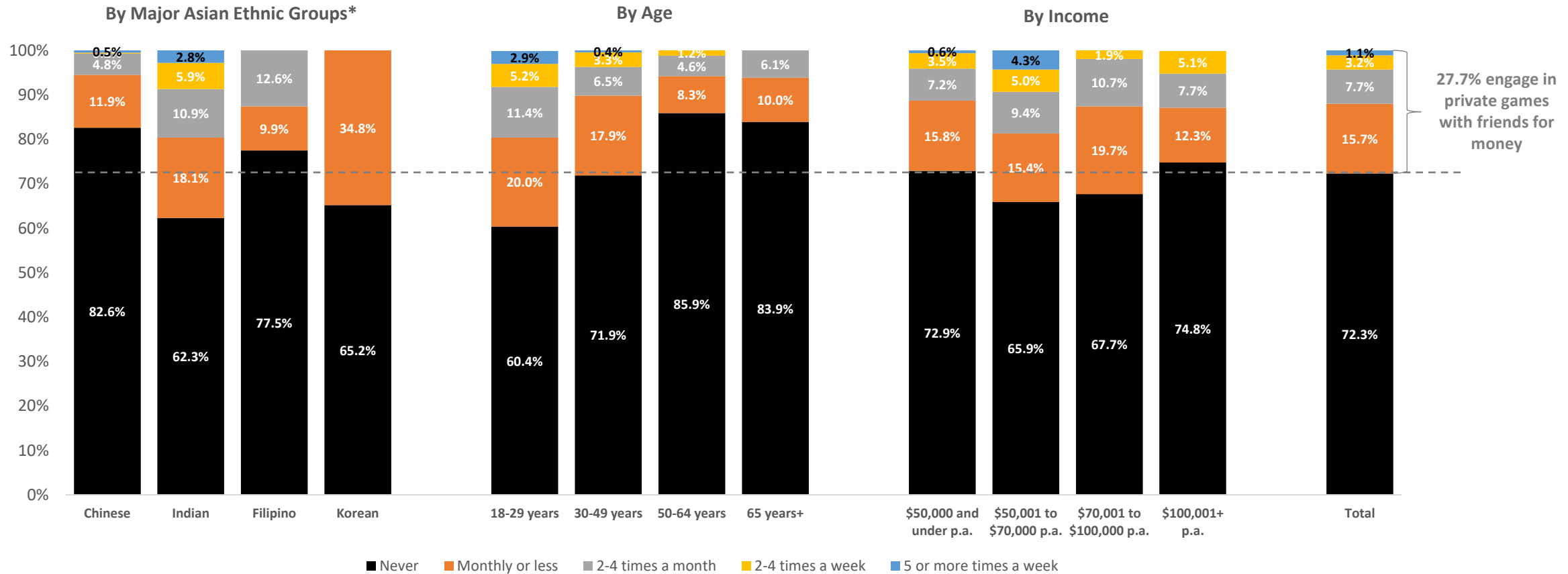


Note: 1. Q10. In the last 12 months, how often have you engaged in the following activities?  
 Base: Total sample \*Other ethnicities excluded due to low base sizes

Chinese and Filipinos, those aged 50+, and those earning \$100K or more, are more likely to never have engaged in private games with friends for money. In contrast, Indians, those aged 18-29 years, and those earning \$50-\$70K have engaged in private games with friends for money most regularly (i.e., at least twice a month).

In the last 12 months, how often have you engaged in the following activities?

**Private games with friends for money (e.g., Cards & Mah-jong) #2**

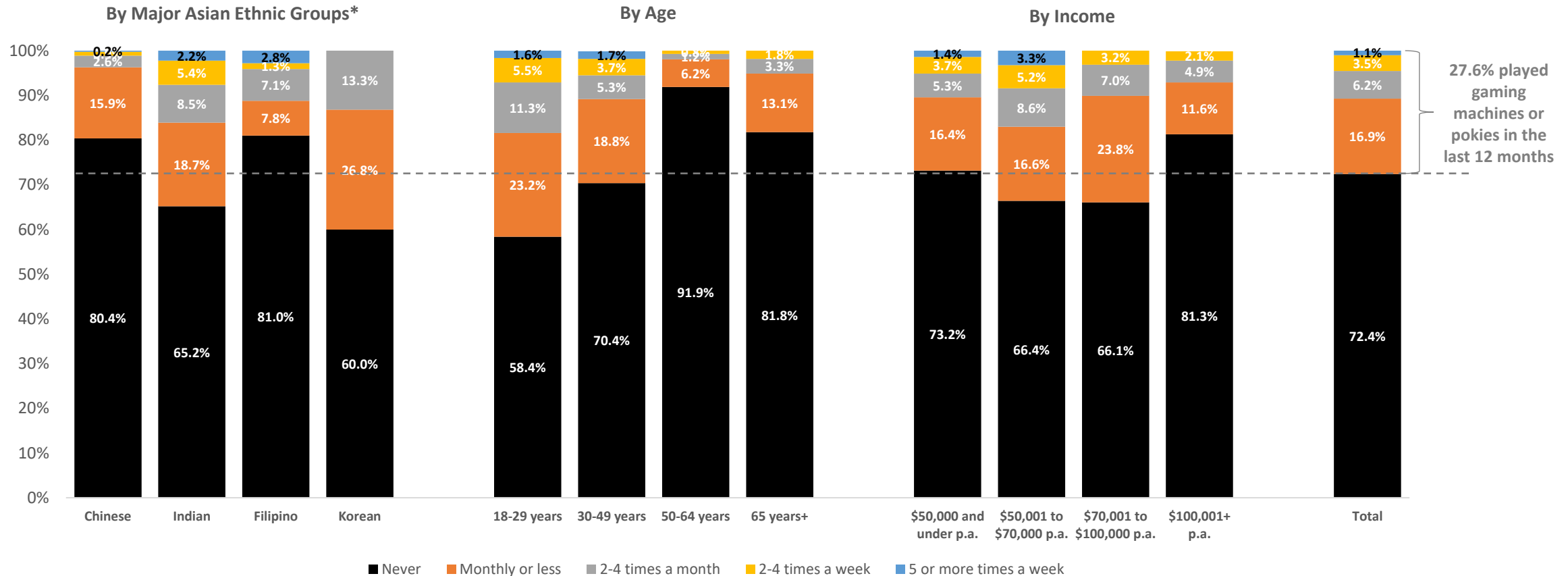


Note: 1. Q10. In the last 12 months, how often have you engaged in the following activities?  
 Base: Total sample \*Other ethnicities excluded due to low base sizes

Chinese and Filipinos, those aged 50+, and those earning \$100K or more, are more likely to have never played gaming machines or pokies in the last 12 months. In contrast, Indians, those aged 18-29 years, and those earning \$50-\$70K, are playing gaming machines or pokies most regularly (i.e., at least twice a month).

In the last 12 months, how often have you engaged in the following activities?

**Played gaming machines, or pokies #3**



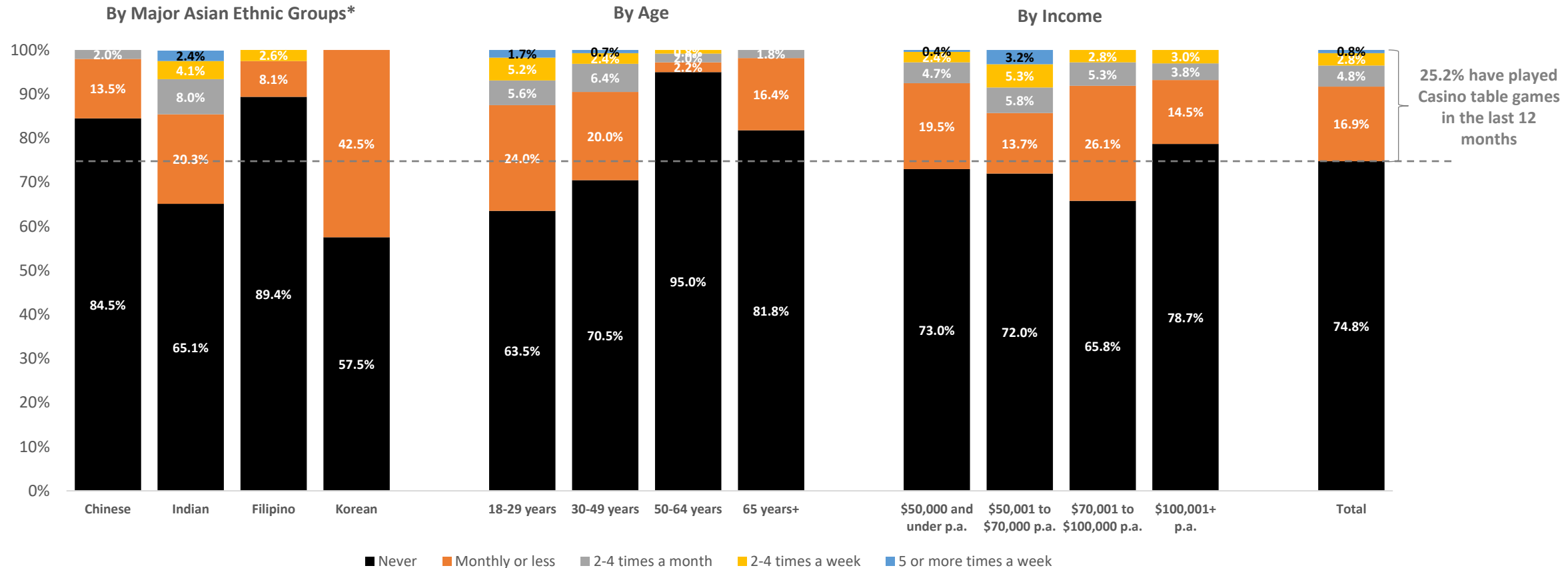
Note: 1. Q10. In the last 12 months, how often have you engaged in the following activities?  
 Base: Total sample \*Other ethnicities excluded due to low base sizes



Chinese and Filipinos, those aged 50+, and those earning \$100K or more, are more likely to have never played Casino table games in the last 12 months. In contrast, those who have played Casino table games most regularly (i.e., at least twice a month) are more likely to be Indian, aged 18-29 years, and earning \$50-\$70K.

*In the last 12 months, how often have you engaged in the following activities?*

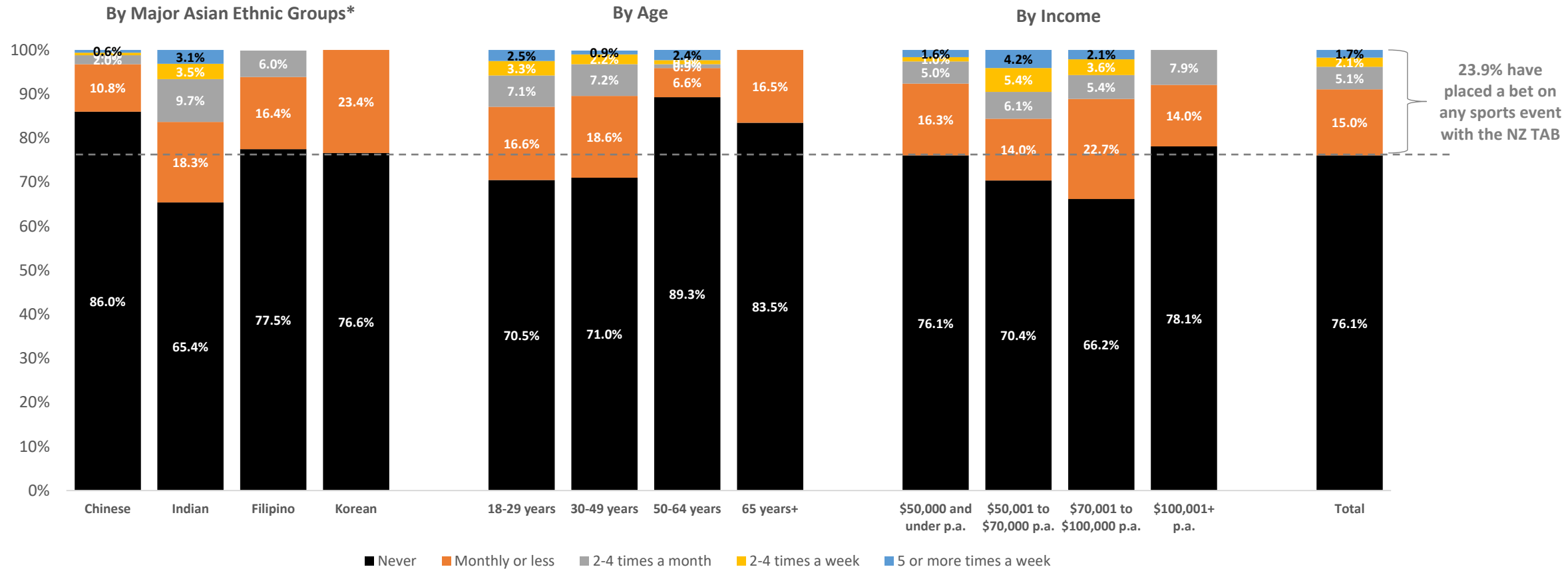
**Played Casino table games** 



25.2% have played Casino table games in the last 12 months

Chinese, those aged 50+, and those earning \$100K or more, are more likely to have never placed a bet on any sports event with the NZ TAB in the last 12 months. In contrast, those who have done so regularly (i.e., at least twice a month) are more likely to be Indian, aged under 50 years, and earning \$50-\$100K incomes.

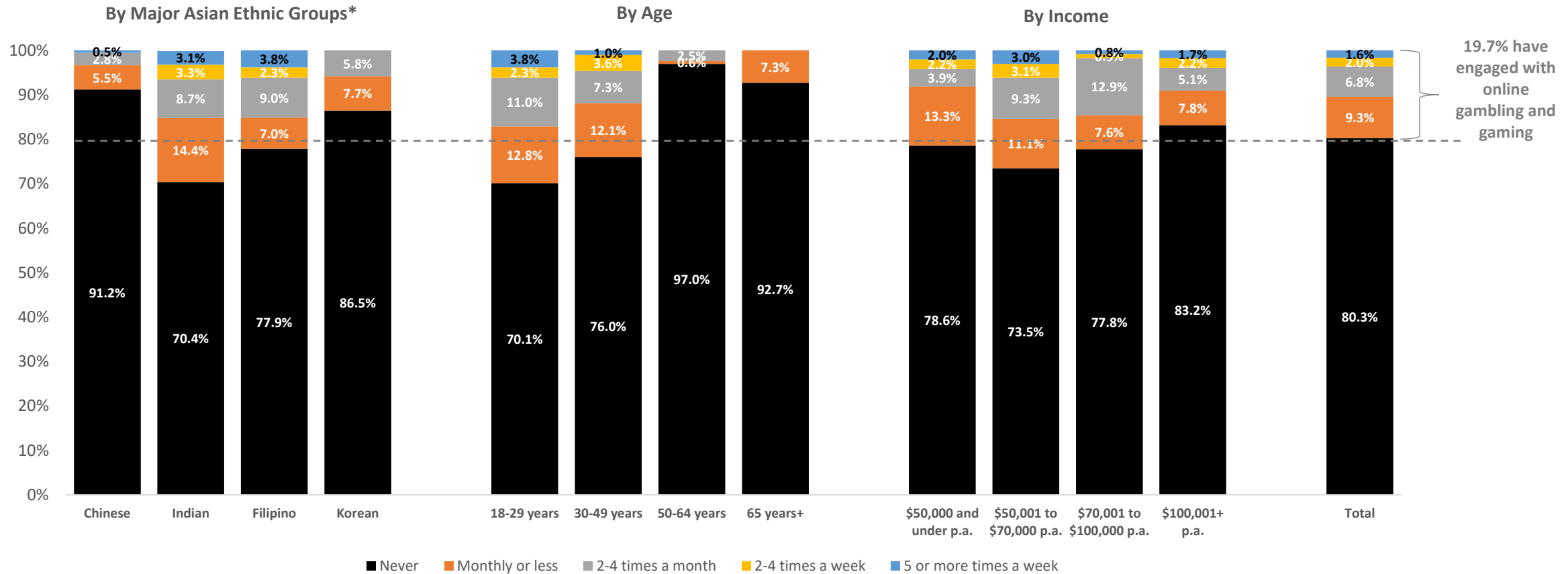
*In the last 12 months, how often have you engaged in the following activities?*  
**Placed a bet on any sports event with the New Zealand TAB** #5



Chinese and Korean, those aged 50+, and those earning \$100K or more, are more likely to never have engaged with online gambling and gaming in the last 12 months. In contrast, those who have done so regularly (i.e., at least twice a month) are more likely to be Indian or Filipino, aged 18-29 years, and earning \$50-\$100K incomes.

In the last 12 months, how often have you engaged in the following activities?

**Online gambling and gaming #6**

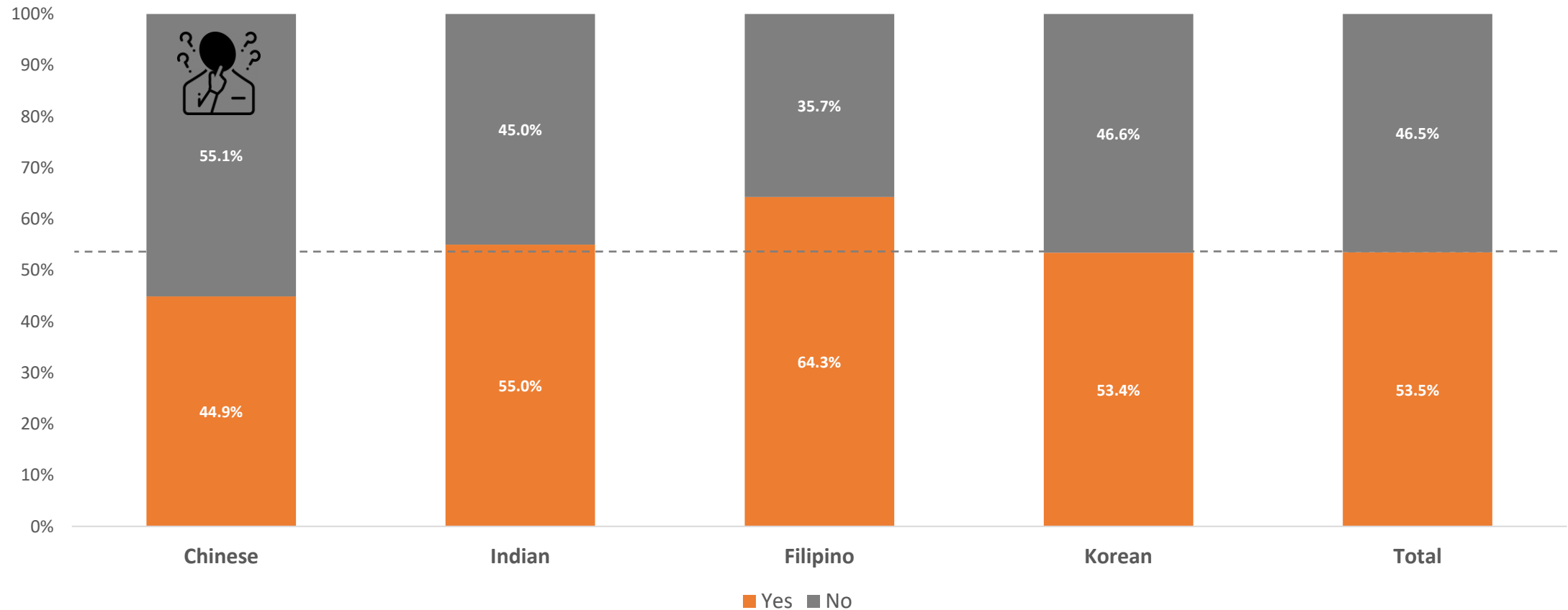


Note: 1. Q10. In the last 12 months, how often have you engaged in the following activities?  
Base: Total sample \*Other ethnicities excluded due to low base sizes

Overall, 53.5% of Asians are aware of the Gambling Act’s classification of gambling (i.e., lotteries). Across ethnicity, Filipinos over-indexed on awareness of this classification whilst Chinese under-indexed. However, it is quite concerning that there is still 55% of Chinese don’t know lotteries, prize competitions and instant games are also part of gambling.

### Gambling ACT 2003 - Awareness<sup>1</sup> by Major Asian Ethnic Group\*

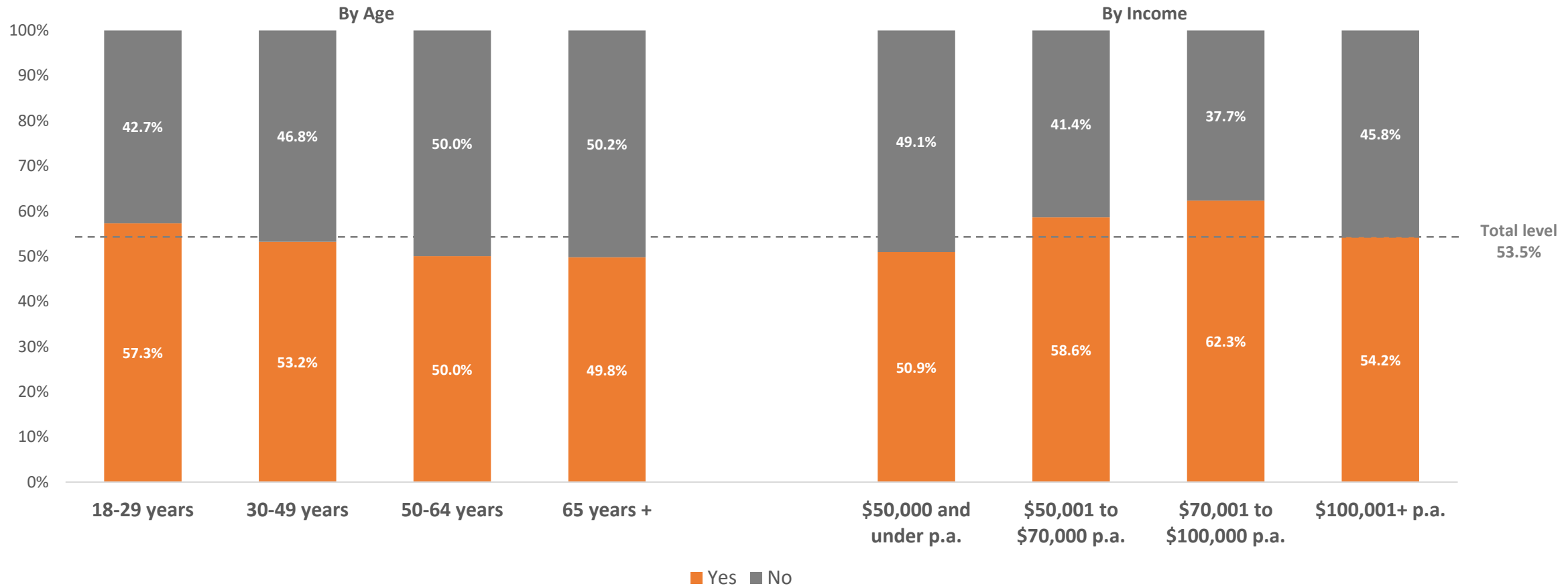
Lotteries (e.g., Lotto, Powerball), prize competitions and instant games (e.g., Instant Kiwi) are also classified as parts of gambling.  
Are you aware of this classification?



Across age, those who are younger (specifically 18-29 years) are more likely to be aware of the Gambling Act’s classification of gambling. And across income groups, those who earn up to \$50K are less likely to be aware of the Gambling Act’s classification of gambling compared to other income groups.

## Gambling ACT 2003 - Awareness<sup>1</sup>

Lotteries (e.g., Lotto, Powerball), prize competitions and instant games (e.g., Instant Kiwi) are also classified as parts of gambling.  
Are you aware of this classification?



# Section 2.2

## Asian Gambling Behaviour

Problem Gambling Severity Categorisation within the NZ Asian Population

# The Problem Gambling Severity Index (PGSI) <sup>1</sup>



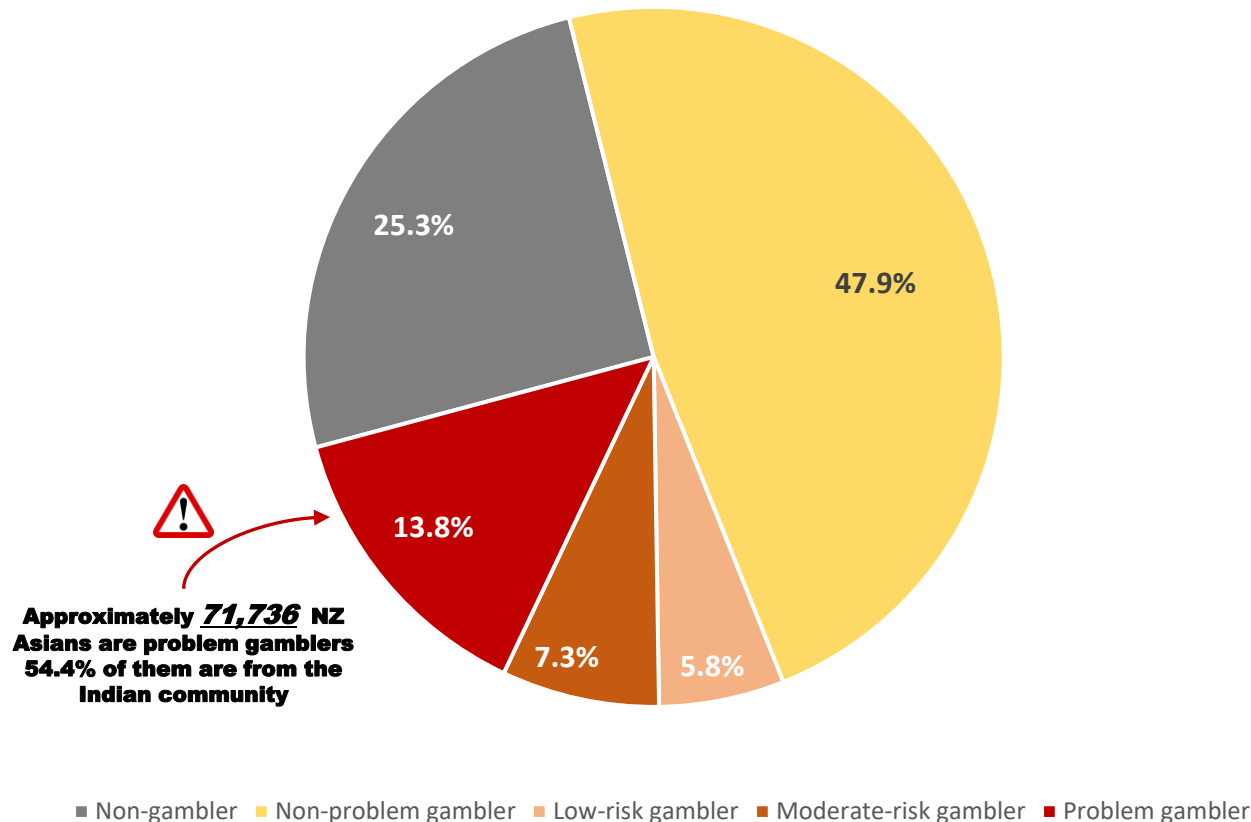
- 1 Have you bet more than you could really afford to lose?
- 2 Have you needed to gamble with larger amounts of money to get the same feeling of excitement?
- 3 Have you gone back on another day to try to win back the money you lost?
- 4 Have you borrowed money or sold anything to gamble?
- 5 Have you felt that you might have a problem with gambling?
- 6 Have people criticised your betting or told you that you had a gambling problem, whether or not you thought it was true?
- 7 Have you felt guilty about the way you gamble or what happens when you gamble?
- 8 Has gambling caused you any health problems, including stress or anxiety?
- 9 Has your gambling caused any financial problems for you or your household?

- ☺ This study adopted the Problem Gambling Severity Index to assess Asian gamblers' mental status and to inform AFS of the categorisation and quantification of different types of Asian gamblers in New Zealand;
- ☺ The Problem Gambling Severity Index (PGSI) is the standardised measure of at risk behaviour in problem gambling. It is a tool based on research on the common signs and consequences of problematic gambling. The PGSI asked participants (n=527 gamblers) to self-assess their gambling behaviour over the past 12 months by scoring themselves against nine questions. The response options comprised of the following scores: never (score: 0); sometimes (score: 1); most of the time (score: 2); always (score: 3);
- ☺ Based on the analysis, gamblers were categorised into 4 groups: 1) non-problem gambler; 2) low-risk gambler; 3) moderate-risk gambler; and 4) problem gambler. It is important to note that categorisation through the PGSI is not the same as a clinical diagnosis, as this requires an assessment by a clinician.

Among the gambling population, Problem gamblers make up 18.4%. However when assessing amongst all Asians in New Zealand, Problem gamblers make up 13.8%, and of this, 54.4% come from the Indian community.

### NZ Asian Gambler Categories

Including non-gambler to show the overall pattern



### What do the categories mean??

- ☺ **Non-problem gambler - Score: 0**
  - Non-problem gamblers gamble with **no negative consequences**.
- ☺ **Low-risk gambler - Score: 1–2**
  - Low-risk gamblers experience **a low level of problems with few or no identified negative consequences**. For example, they may only occasionally spend over their limit or feel guilty about their gambling.
- ☺ **Moderate-risk gambler - Score: 3–7**
  - Moderate-risk gamblers experience **a moderate level of problems leading to some negative consequences**. For example, they may sometimes spend more than they can afford, lose track of time or feel guilty about their gambling.
- ☺ **Problem gambler - Score: 8 or above**
  - Problem gamblers gamble with **negative consequences and a possible loss of control**. For example, they may often spend over their limit, gamble to win back money, and feel stressed about their gambling.

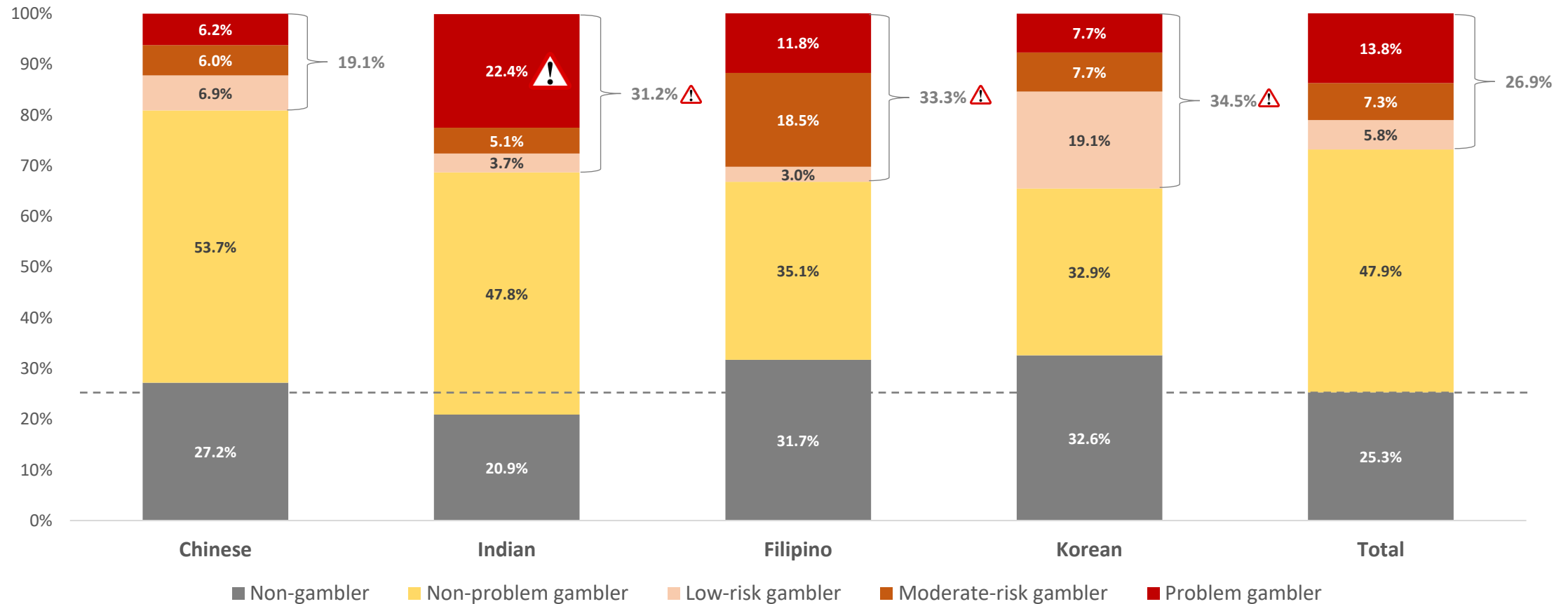
Distribution within Gambler Population

Gambler Classifications - Problem Gambling Severity Index	Column N %
Non-problem gambler	64.1%
Low-risk gambler	7.7%
Moderate-risk gambler	9.8%
Problem gambler	18.4%



Chinese are more likely to be Non-gamblers or a Non-problem gambler whilst Indians are more likely to be Problem gamblers. Interestingly, Filipinos are divided in that they are both more likely to be Non-gamblers as well as a Moderate-risk gambler. Koreans are also divided where they are more likely to be Non-gamblers as well as a Low-risk gambler.

### NZ Asian Gambler Categories<sup>1</sup> – by Major Asian Ethnic Groups\*



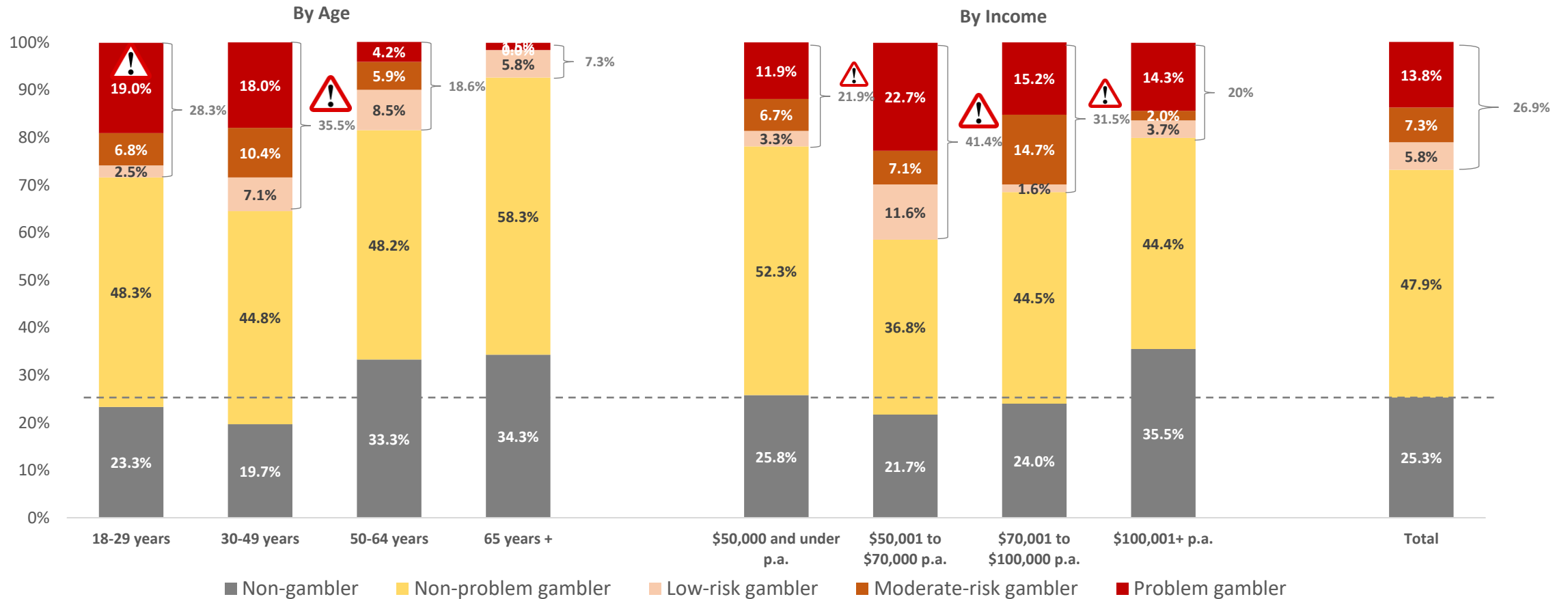
Note 1: Q12. Please rate on each of the following items based on your personal experience. There is no right or wrong answer, and it is completely anonymous; Q13. Please rate each of the following items relating to gambling harm based on your personal experience. There is no right or wrong answer, and it is completely anonymous.

Base: Q12. Q10 = engage in activity regularly (codes 3-5); Q13. Q12 = not never (codes 2-4)

Total Gamblers = 527 \*Other ethnicities excluded due to low base sizes

Those aged 50+ and those earning \$100K or more, are more likely to be Non-gamblers. Younger Asians (under 50 years), and those earning \$50-\$100K are more likely to be gamblers who carry some form of risk (i.e., low/moderate risk or problem gambler).

### NZ Asian Gambler Categories<sup>1</sup>



Note 1: Q12. Please rate on each of the following items based on your personal experience. There is no right or wrong answer, and it is completely anonymous; Q13. Please rate each of the following items relating to gambling harm based on your personal experience. There is no right or wrong answer, and it is completely anonymous.





Base: Q12. Q10 = engage in activity regularly (codes 3-5); Q13. Q12 = not never (codes 2-4)


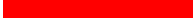
Gamblers = 527

Overall, Problem gamblers are more likely to be Indian, Male, aged under 50 years, and earning \$50-\$70K. Moderate-risk gamblers are more likely to be Filipino, 30-49 years, and earning \$70-\$100K. Low-risk gamblers are more likely to be Korean, and earning \$50-\$70K.

## NZ Asian Gambler Profiling - 1

*Including non-gambler to show the overall pattern*

		Non-gambler	Non-problem gambler	Low-risk gambler	Moderate-risk gambler	Problem gambler
Ethnicity	Chinese	37.3%	38.9%	41.5%	28.6%	15.5%
	Indian	27.7%	33.4%	21.7%	23.1%	54.4% 
	Filipino	12.7%	7.5%	5.2%	25.7%	8.7%
	Korean	6.4%	3.4%	16.5%	5.3%	2.8%
Gender	Male	42.8%	46.2%	48.0%	65.0%	64.1% 
	Female	57.2%	53.8%	52.0%	35.0%	35.9%
Age	18-29 years	30.8%	33.7%	14.4%	31.3%	46.1% 
	30-49 years	27.4%	32.9%	43.1%	50.0%	45.9%
	50-64 years	30.9%	23.6%	34.3%	18.8%	7.1%
Income	\$50,000 and under p.a.	29.1%	31.1%	16.4%	26.2%	24.6%
	\$50,001 to \$70,000 p.a.	18.8%	16.9%	44.2%	21.4%	36.1% 
	\$70,001 to \$100,000 p.a.	16.0%	15.6%	4.6%	33.8%	18.6%
	\$100,001+ p.a.	20.8%	13.7%	9.5%	4.1%	15.4%
	Prefer not to say	15.3%	22.7%	25.3%	14.6%	5.3%

 Significantly higher than all other groups  
 Significantly lower than all other groups

Both Moderate-risk gamblers and Problem gamblers are more likely to be aware of Lotteries, prize competitions and instant games being classified as parts of gambling. However only problem gamblers are more likely to be aware of Asian Family Services.



## NZ Asian Gambler Profiling -2

*Including non-gambler to show the overall pattern*

		Non-gambler	Non-problem gambler	Low-risk gambler	Moderate-risk gambler	Problem gambler
Classifications - Frequency	Recreational Gambler - Lite		84.0%			
	Recreational Gambler - Frequent		16.0%	100%	100%	
	Problem Gambler - Frequent					100%
Classifications - Type	Lotto only player		44.6%	32.5%		
	Multi-games gambler		55.4%	67.5%	100%	100%
Asian Family Services Brand Awareness	Yes	21.6%	26.7%	31.7%	32.0%	57.3%
	No	78.4%	73.3%	68.3%	68.0%	42.7%
Lotteries, prize competitions and instant games are also classified as parts of gambling. Are you aware of this classification?	Yes	40.3%	53.0%	39.9%	71.1%	76.2%
	No	59.7%	47.0%	60.1%	28.9%	23.8%

	Significantly higher than all other groups
	Significantly lower than all other groups



Note: column % comparisons

Problem gamblers are more likely to engage in all 6 forms of gambling activity regularly (i.e., at least twice a month). Non-problem gamblers are more likely than all others to engage in buying lotto or instant scratch tickets less frequently (i.e., monthly or less). Low and Moderate-risk gamblers are more likely to engage in playing gaming machines or pokies 2-4 times a month.

### NZ Asian Gambler Profiling-3

Ranking of Games that Problem Gamblers Frequently play

		Non-problem gambler	Low-risk gambler	Moderate-risk gambler	Problem gambler
Placed a bet on any sports event with the New Zealand TAB	Never	82.2%	79.1%	66.4%	18.9%
	Monthly or less	17.2%	14.7%	19.7%	28.9%
	2-4 times a month	0.5%	0.0%	3.8%	33.2%
	2-4 times a week	0.0%	0.0%	1.6%	14.1%
	5 or more times a week	0.1%	6.3%	8.5%	4.9%
	Bought lotto or instant scratch tickets	Never	8.5%	11.4%	13.6%
	Monthly or less	76.9%	2.5%	22.0%	27.0%
	2-4 times a month	10.3%	75.0%	47.9%	30.7%
	2-4 times a week	2.6%	11.1%	11.2%	29.1%
	5 or more times a week	1.7%	0.0%	5.3%	4.4%
Played Casino table games	Never	78.5%	78.1%	66.0%	19.1%
	Monthly or less	20.5%	18.3%	26.8%	29.4%
	2-4 times a month	0.5%	0.9%	3.5%	30.4%
	2-4 times a week	0.5%	2.7%	3.8%	15.1%
	5 or more times a week	0.0%	0.0%	0.0%	5.9%
	Played gaming machines, or pokies	Never	75.3%	74.1%	60.2%
Monthly or less		23.5%	6.4%	21.4%	26.7%
2-4 times a month		0.9%	19.5%	12.8%	27.0%
2-4 times a week		0.3%	0.0%	5.6%	21.0%
5 or more times a week		0.0%	0.0%	0.0%	8.1%
Private games with friends for money (e.g., Cards & Mah-jong)		Never	78.0%	68.6%	48.8%
	Monthly or less	20.8%	17.4%	28.7%	19.5%
	2-4 times a month	1.2%	9.4%	20.9%	36.6%
	2-4 times a week	0.0%	4.6%	1.6%	20.2%
	5 or more times a week	0.0%	0.0%	0.0%	8.1%
	Online gambling and gaming	Never	87.8%	94.4%	73.1%
Monthly or less		11.4%	4.7%	4.4%	23.3%
2-4 times a month		0.6%	0.9%	9.6%	41.9%
2-4 times a week		0.2%	0.0%	9.2%	9.0%
5 or more times a week		0.0%	0.0%	3.8%	9.7%

#5

#1

#4

#2

#3

#6

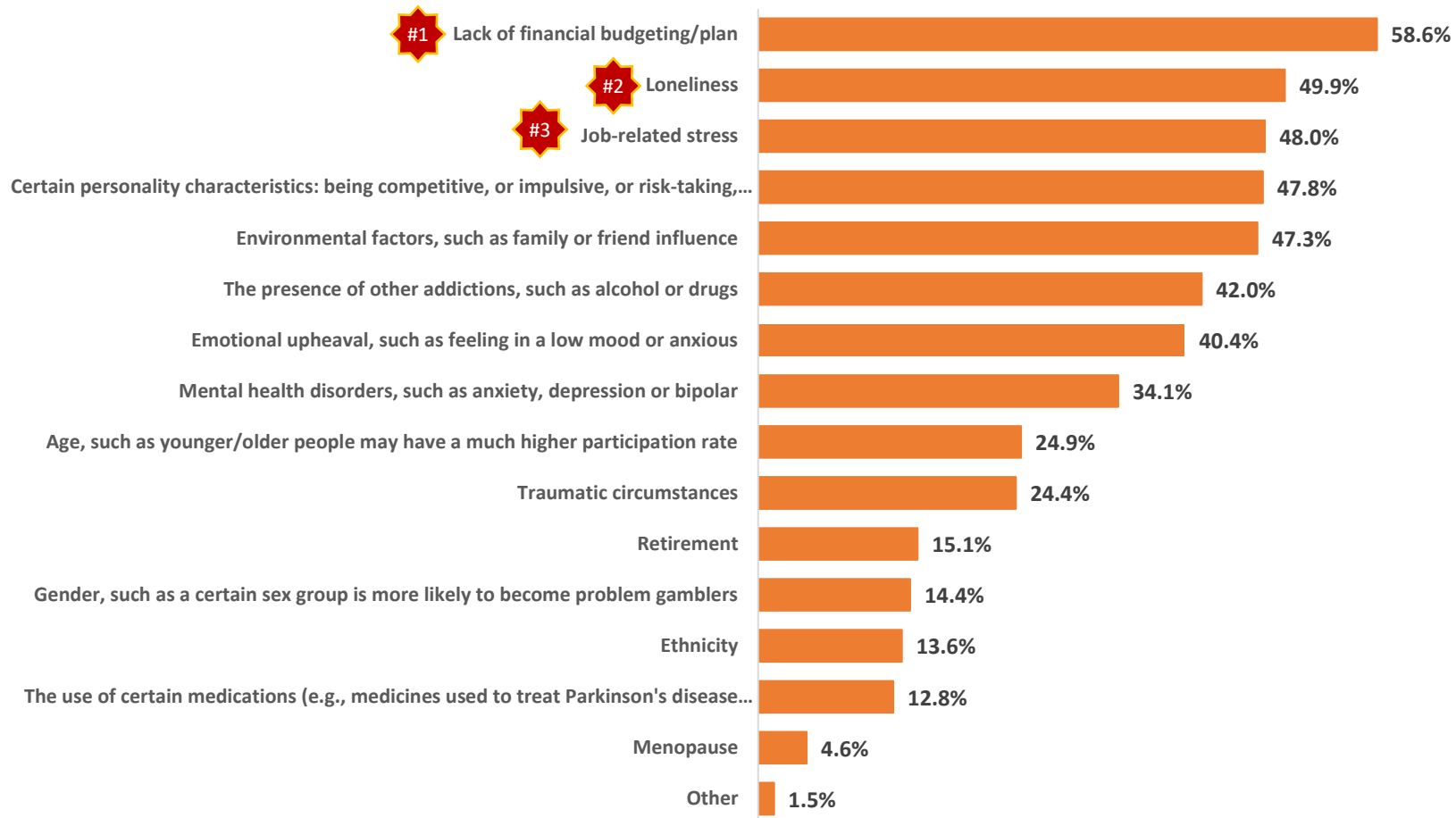
# Section 2.3

## Asian Gambling Behaviour

Perceived Risk Factors for Developing an Addiction to Gambling

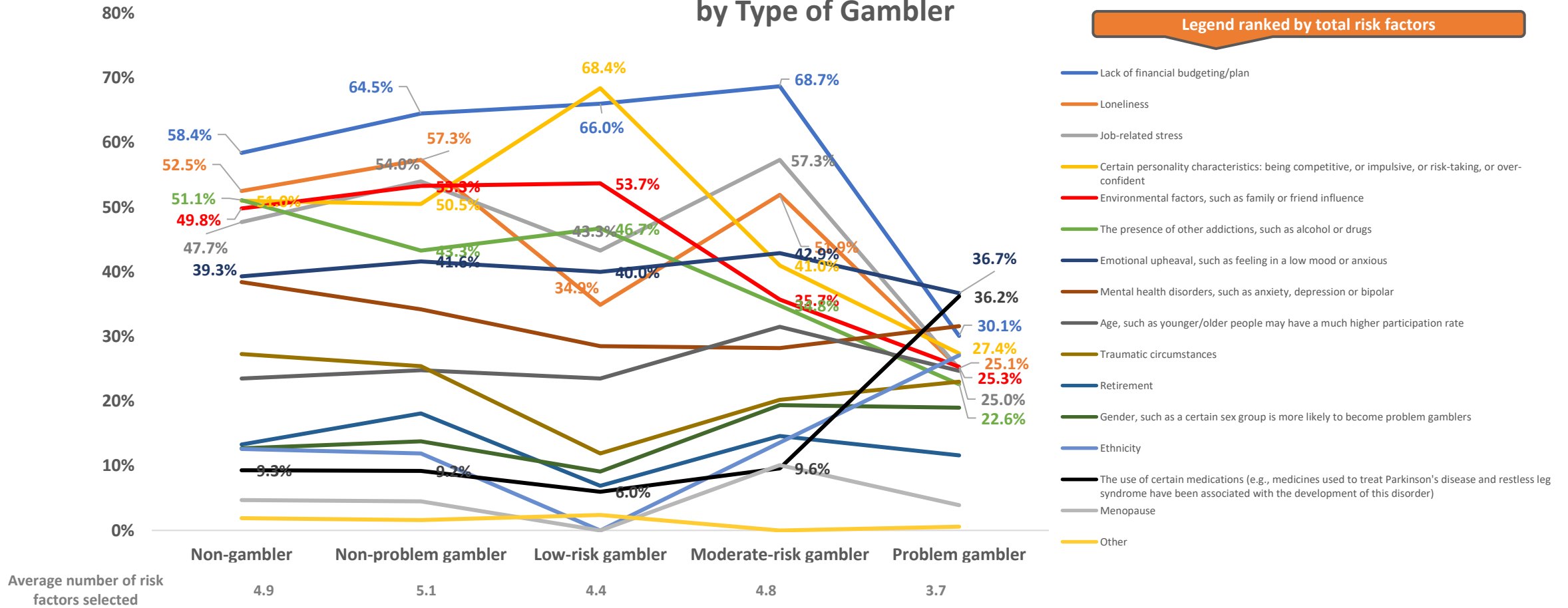
On average, Asians believe that there are 4-5 perceived risk factors for developing an addiction to gambling. The top 3 are (1) lack of financial budgeting or planning, (2) loneliness, and (3) job-related stress.

### Ranking of Perceived Risk Factors for Developing an Addiction to Gambling<sup>1</sup>



Problem gamblers are more likely to think that the use of certain medications and ethnicity are risk factors for developing an addiction to gambling than other groups. Non-gamblers however, are more likely to think it is the presence of other addictions, and Low risk-gamblers are more likely to think it is certain personality characteristics.

## Perceived Risk Factors for Developing an Addiction to Gambling<sup>1</sup> by Type of Gambler

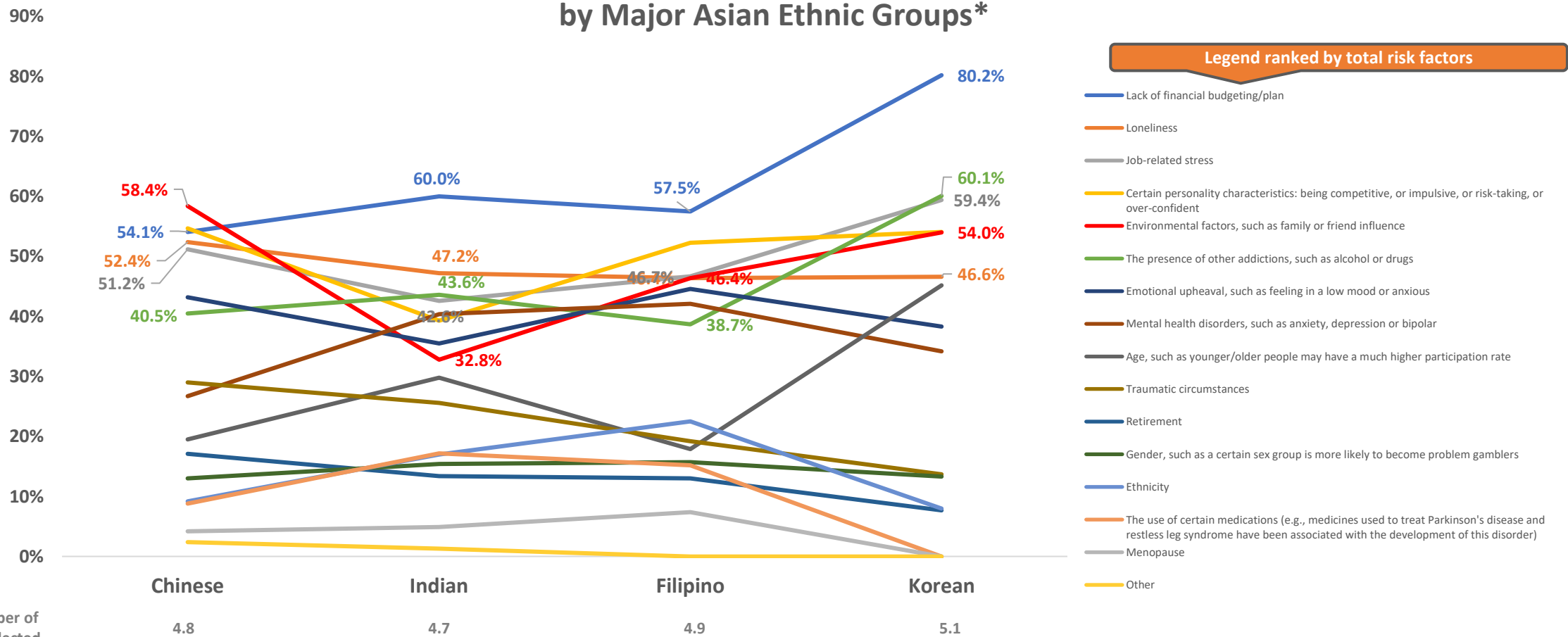


Note: 1. Q14. Excessive Gambling is harmful to psychological and physical health. People who live with this addiction may experience depression, migraine, distress, intestinal disorders, and other anxiety-related problems. In general, which of the following items do you think increases the risk of developing an addiction to gambling? Please select all that apply.  
Base: Total sample



On average, Koreans perceive a higher number of risk factors for developing an addiction to gambling compared to other ethnicities. In particular, they are more likely to perceive a lack of financial budgeting/planning, job-related stress, the presence of other addictions, and age as risk factors for developing an addiction to gambling. While majority of Chinese believe that environmental factors, such as family or friend influence is the key driving factor.

### Perceived Risk Factors for Developing an Addiction to Gambling<sup>1</sup> by Major Asian Ethnic Groups\*



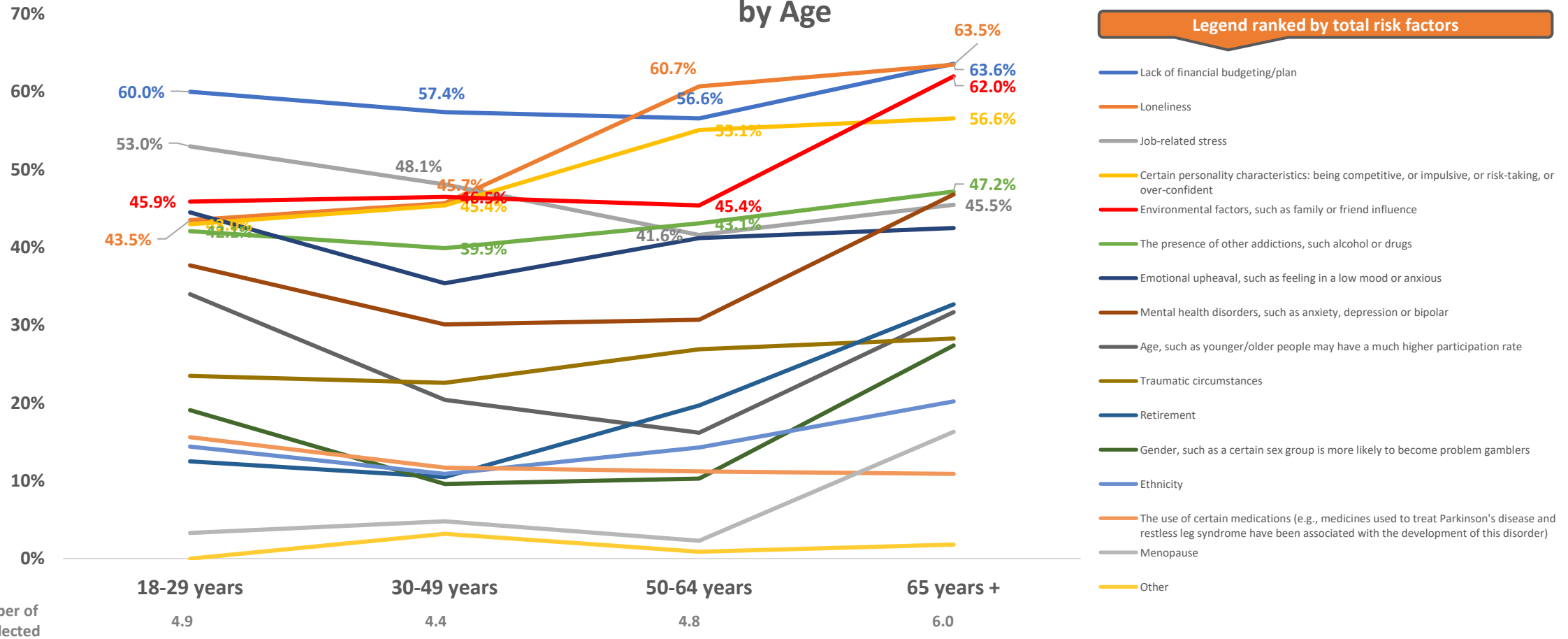
Average number of risk factors selected



Note: 1. Q14. Excessive Gambling is harmful to psychological and physical health. People who live with this addiction may experience depression, migraine, distress, intestinal disorders, and other anxiety-related problems. In general, which of the following items do you think increases the risk of developing an addiction to gambling? Please select all that apply.  
Base: Total sample \*Other ethnicities excluded due to low base sizes

On average, those aged 65+ tend to perceive a higher number of risk factors for developing an addiction to gambling. In particular, they are more likely than other age groups to perceive environmental factors, mental health disorders, retirement, gender, and menopause as risk factors for developing an addiction to gambling. In contrast, 18-29 year olds are more likely to think job-related stress and lack of financial budgeting/plan are key risk factors.

### Perceived Risk Factors for Developing an Addiction to Gambling<sup>1</sup> by Age



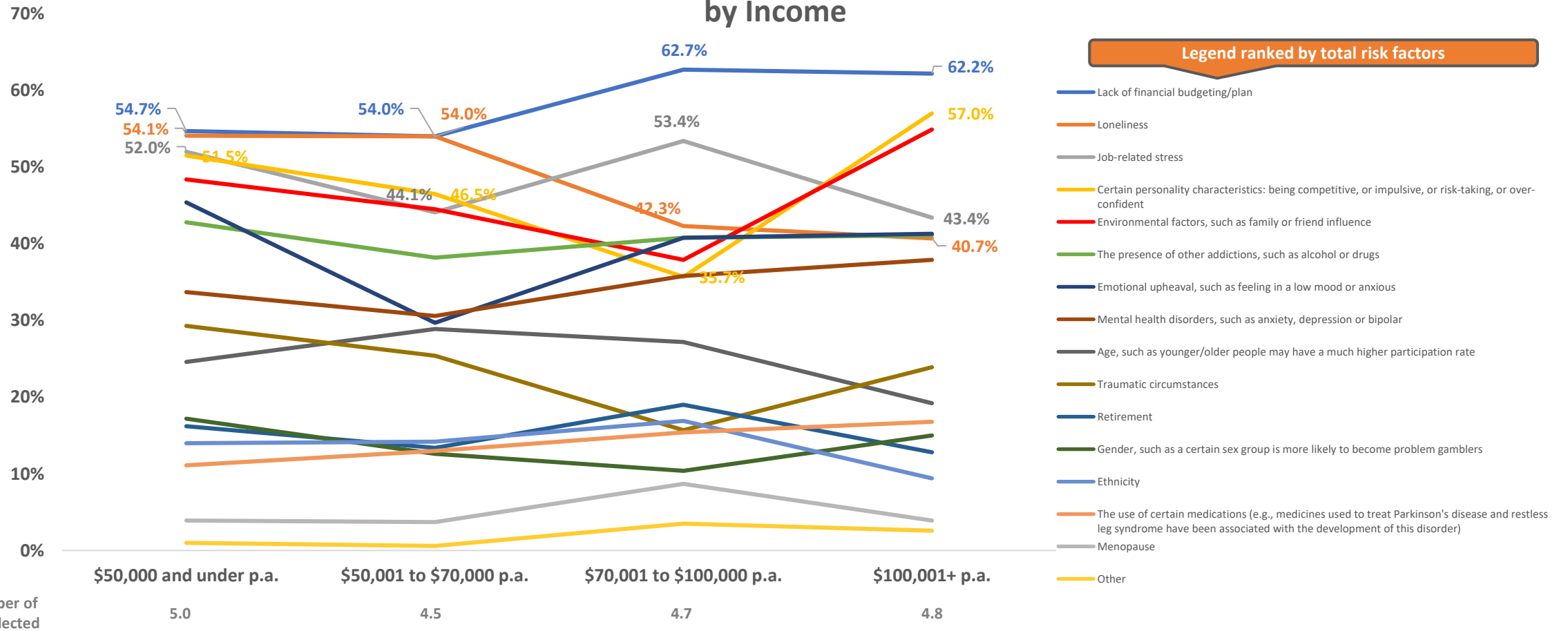
Average number of risk factors selected



Note: 1. Q14. Excessive Gambling is harmful to psychological and physical health. People who live with this addiction may experience depression, migraine, distress, intestinal disorders, and other anxiety-related problems. In general, which of the following items do you think increases the risk of developing an addiction to gambling? Please select all that apply.  
Base: Total sample

Those earning more than \$70K are more likely to perceive a lack of financial budgeting/planning as a risk factor for developing an addiction to gambling. In contrast, those earning \$70K or less are more likely to perceive loneliness as a risk factor.

### Perceived Risk Factors for Developing an Addiction to Gambling<sup>1</sup> by Income



Average number of risk factors selected



Note: 1. Q14. Excessive Gambling is harmful to psychological and physical health. People who live with this addiction may experience depression, migraine, distress, intestinal disorders, and other anxiety-related problems. In general, which of the following items do you think increases the risk of developing an addiction to gambling? Please select all that apply. Base: Total sample

# Section 3

## Perceived Stigmatisation of Gambling

# Section 3.1

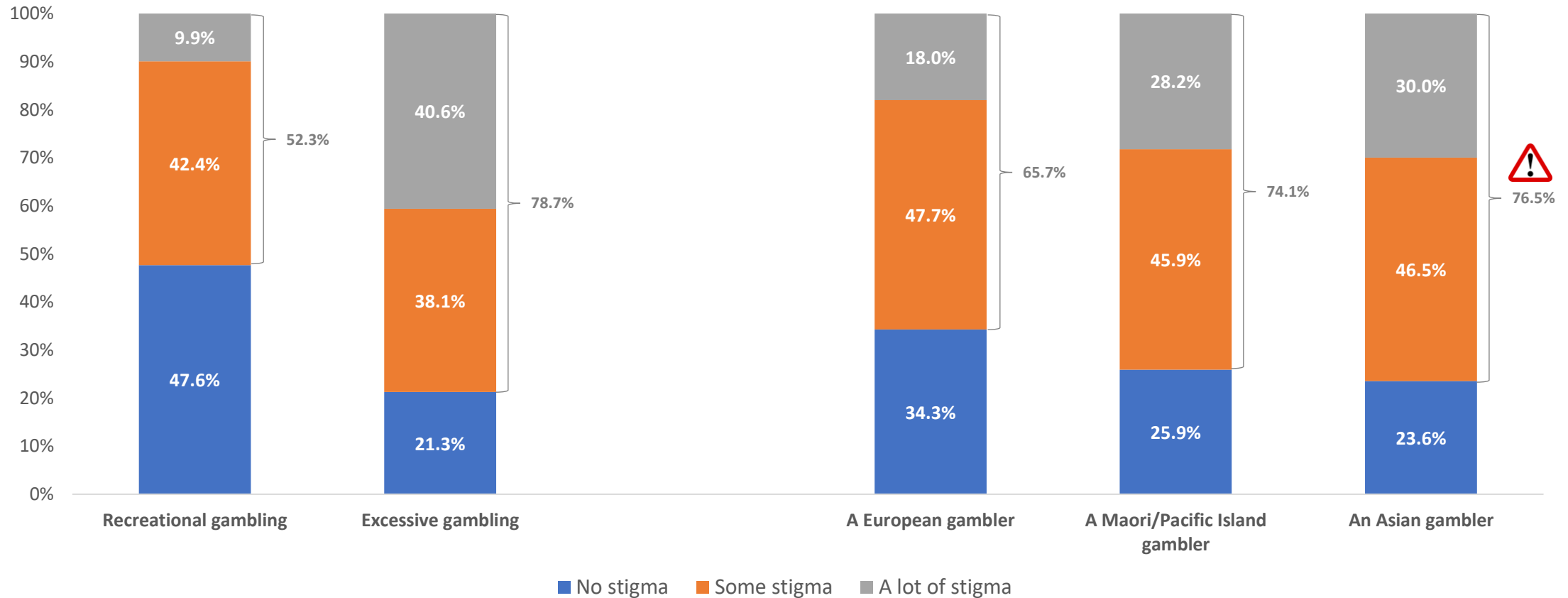
## Perceived Stigmatisation of Gambling

Asians' Perceptions of Gambling Stigmatisation Amongst the General Public

Asians perceive that society has much stronger levels of stigmatisation towards excessive gambling than recreational gambling. They also perceive that Asian or Maori/Pacific Island gamblers are stigmatised by society to a slightly greater level compared to a European gambler.

## Asian Perceptions of Gambling Stigmatisation<sup>1</sup>

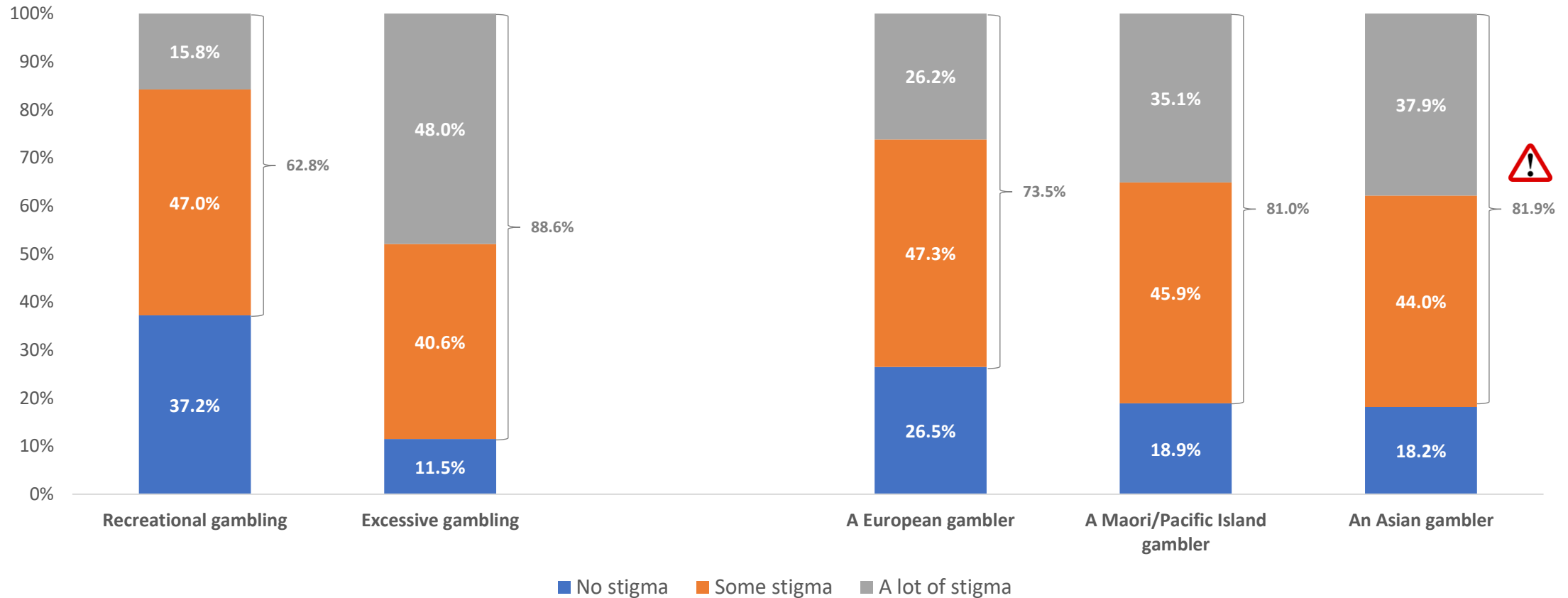
5 conditions were tested - How much stigma do you think society attach to each of the following conditions in New Zealand?



Indian perceptions of societal stigmatisation towards gambling follows a similar trend to all Asians, however levels of perceived stigmatisation is heightened to an even greater extent.

## Asian Perceptions of Gambling Stigmatisation<sup>1</sup> Amongst *Indian Community*

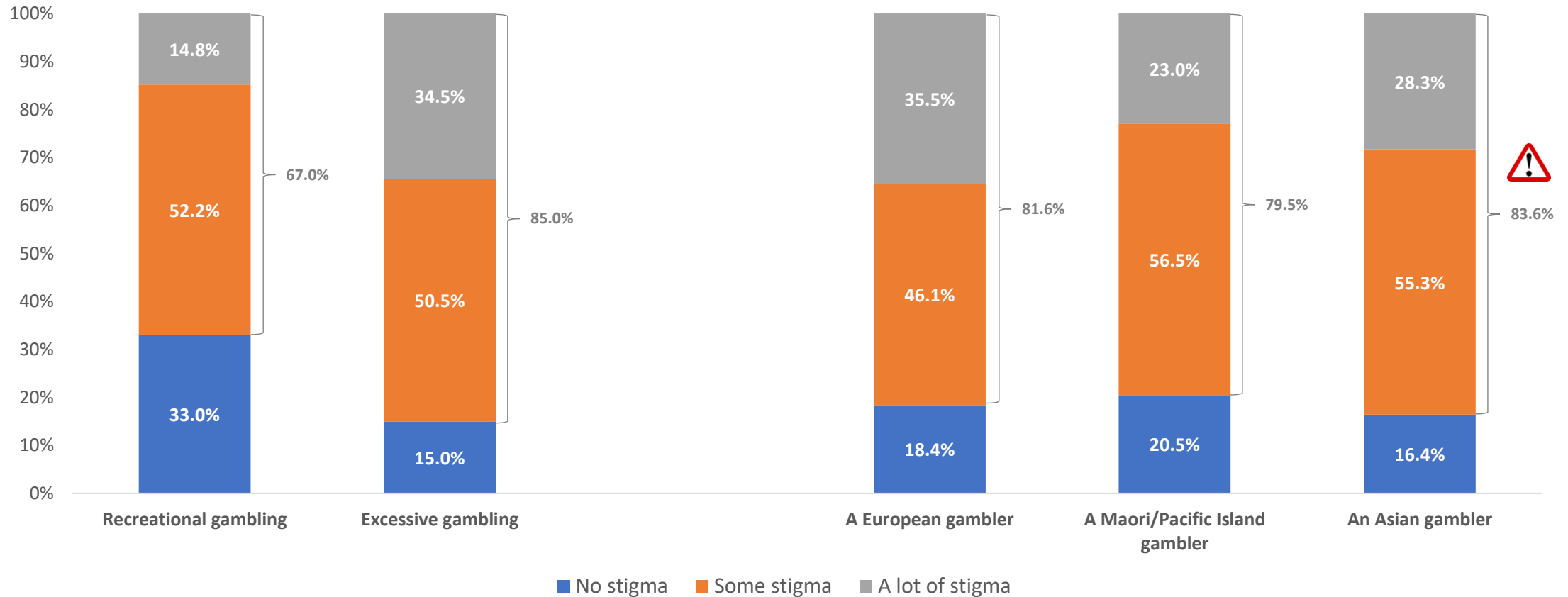
5 conditions were tested - How much stigma do you think society attach to each of the following conditions in New Zealand?



Among Problem gamblers, perceived societal stigmatisation towards excessive gambling is much higher than recreational gambling. There is however, little difference in perceived stigmatisation of the gambler’s ethnicity (i.e., all are stigmatised to a high degree).

## Asian Perceptions of Gambling Stigmatisation<sup>1</sup> Amongst *Problem Gamblers*

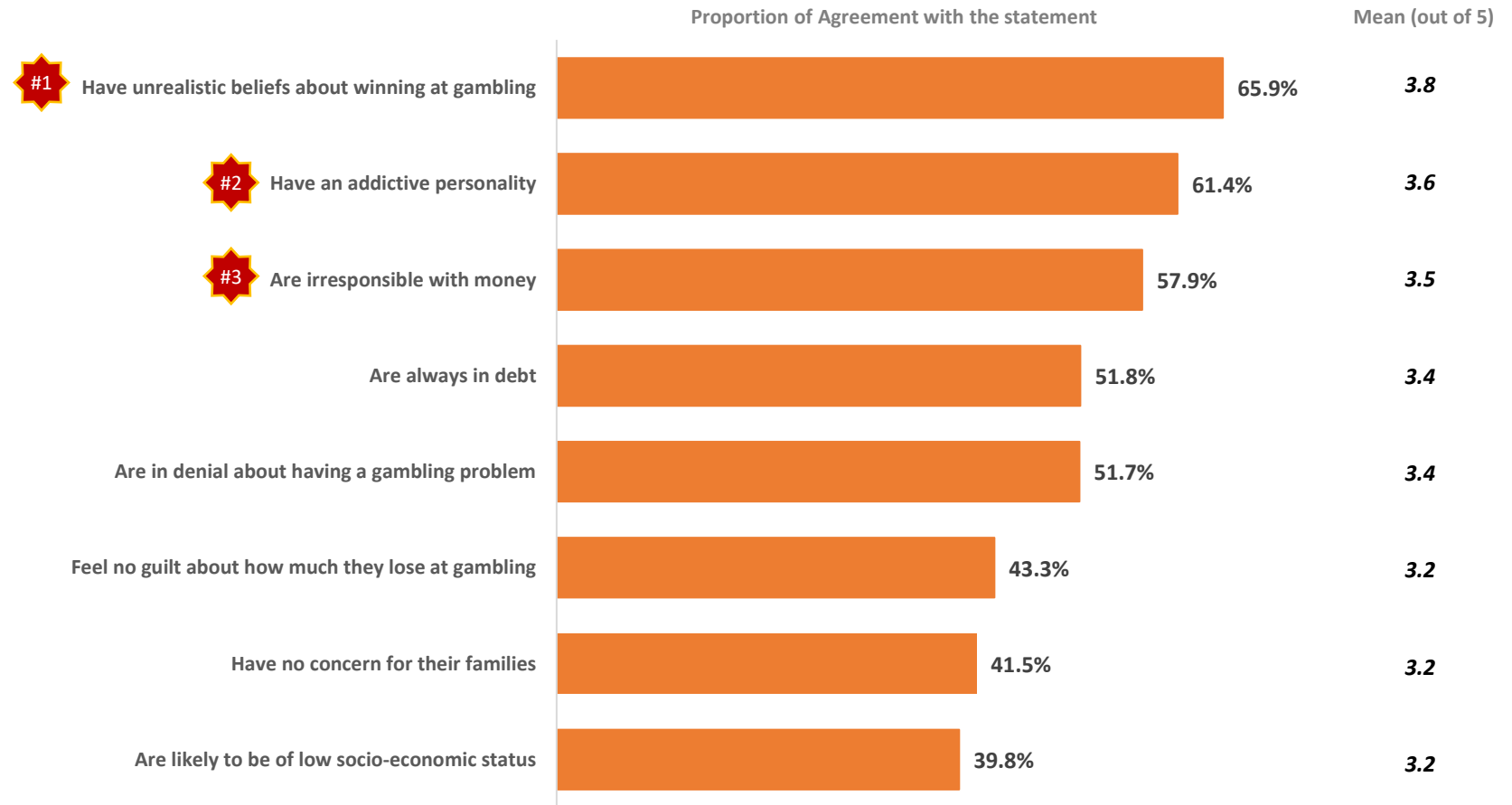
5 conditions were tested - How much stigma do you think society attach to each of the following conditions in New Zealand?





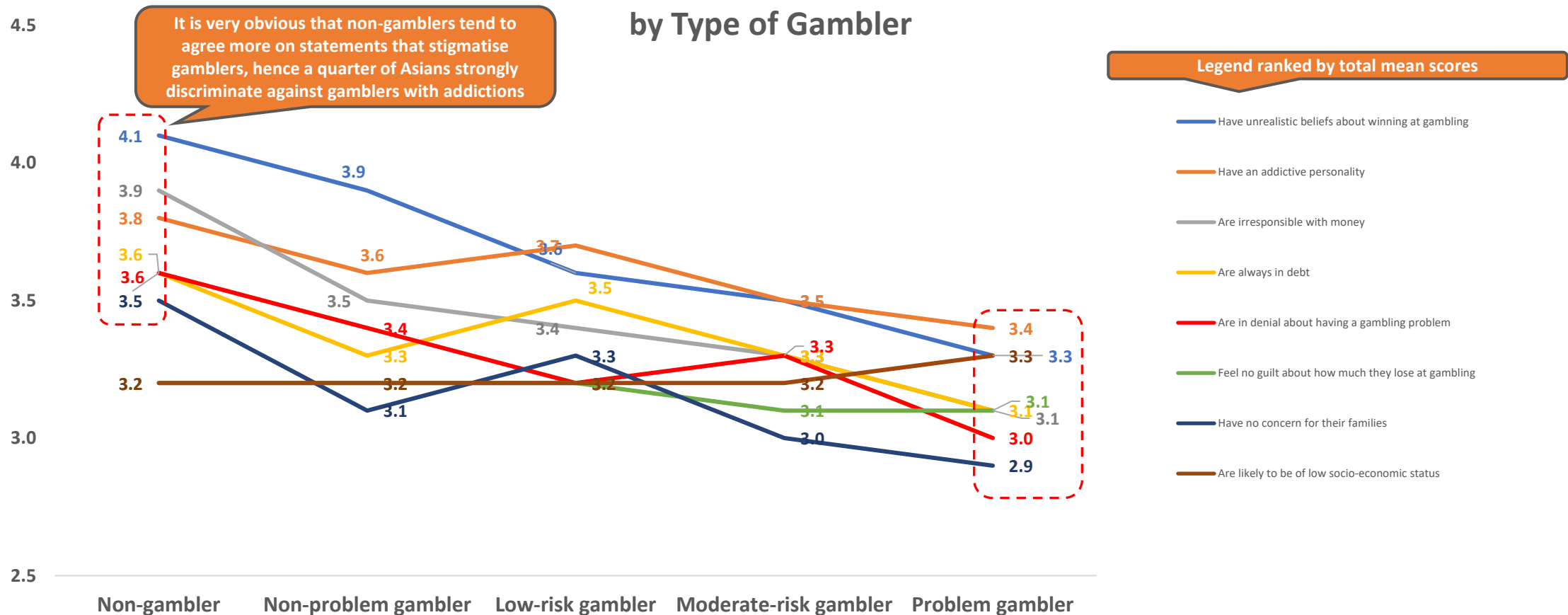
The top 3 expressions of public stigma about gamblers with addiction are (1) having unrealistic expectations about winning at gambling, (2) having an addictive personality, and (3) are irresponsible with money. The weakest expression however, is that gamblers are likely to be of low socio-economic status.

### Ranking of Asian Perceptions of Gambling Stigmatisation Amongst the General Public<sup>1</sup>



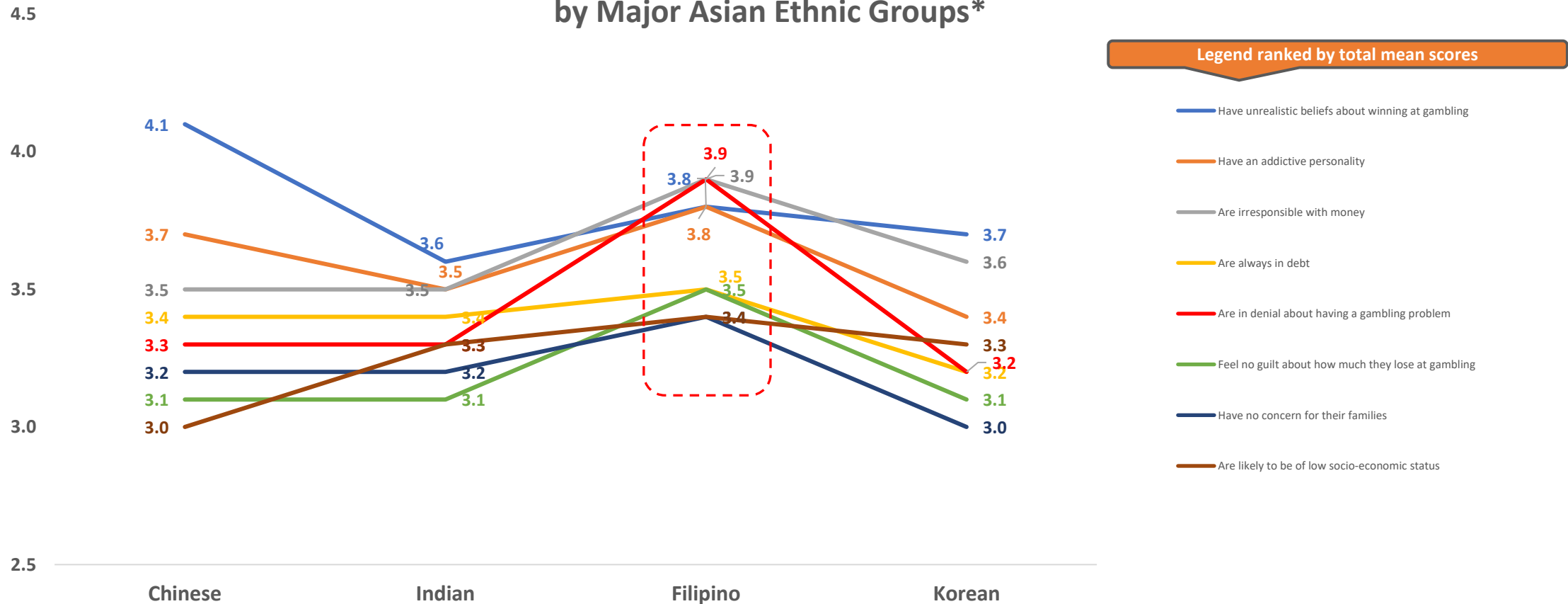
Across the different types of gamblers, Non-gamblers' expressions of public stigma about gamblers with addiction tends to be higher and Problem gamblers lower. The greatest difference in expressions between Non-gamblers and Problem gamblers lies with 'having unrealistic beliefs about winning at gambling' and 'are irresponsible with money.'

## Asian Perceptions of Gambling Stigmatisation Amongst the General Public<sup>1</sup> by Type of Gambler



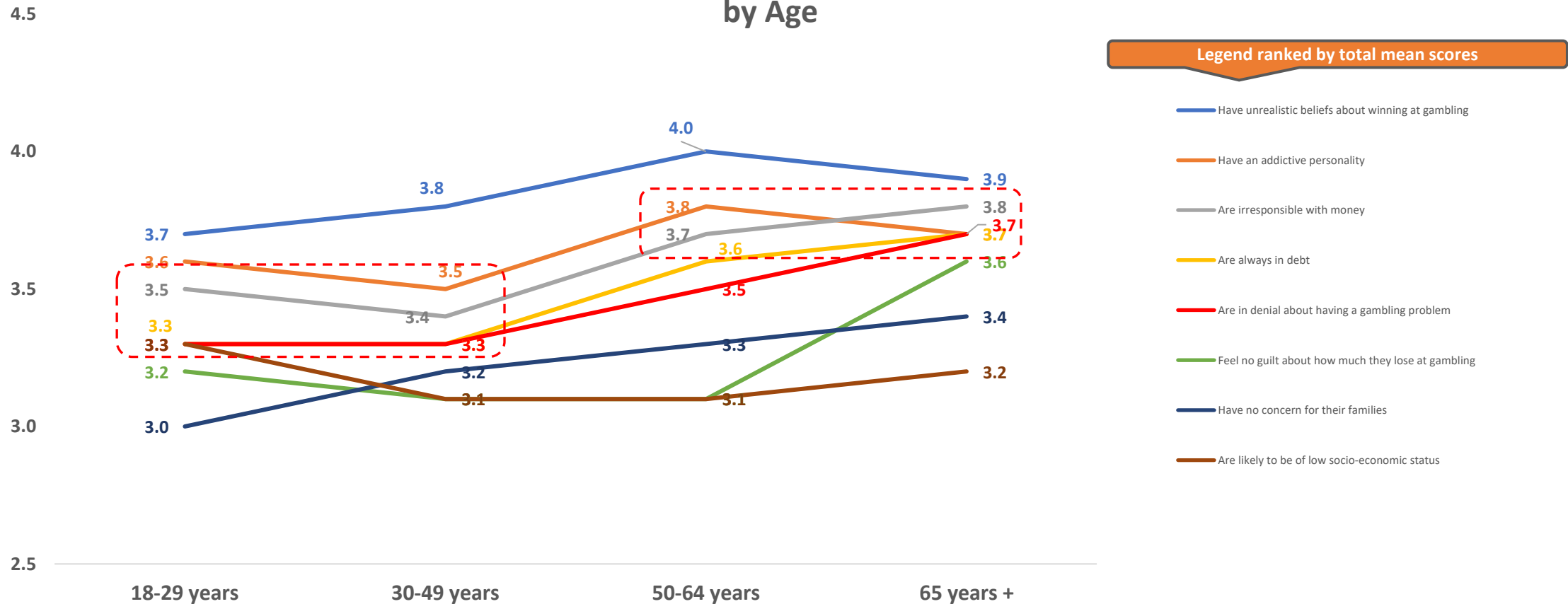
On average, Filipinos' expressions of public stigma about gamblers with addiction tend to be the highest. Across the statements, they have the highest ratings for the statements except for 'having unrealistic beliefs about winning at gambling,' where Chinese have a higher rating.

### Asian Perceptions of Gambling Stigmatisation Amongst the General Public<sup>1</sup> by Major Asian Ethnic Groups\*



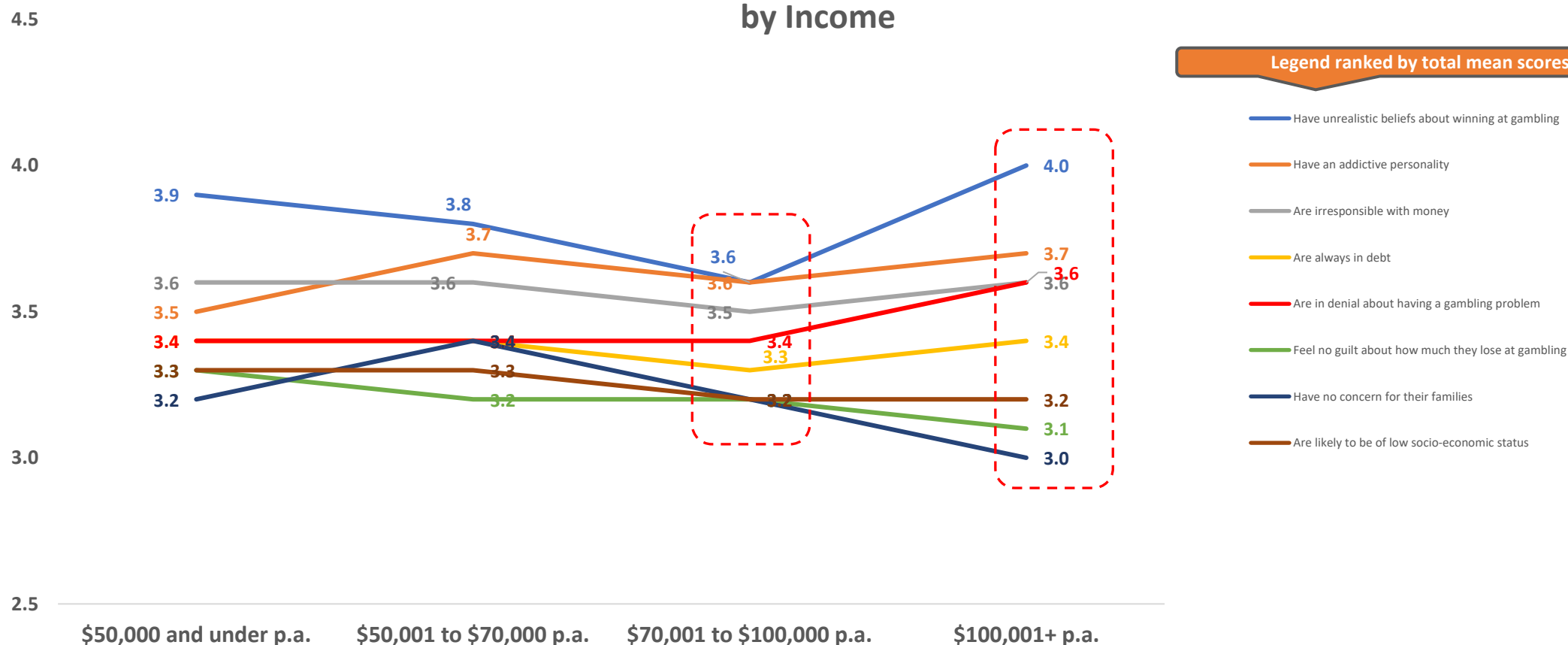
Older peoples' (i.e., aged 50 or more) expressions of public stigma about gamblers with addiction, tend to be higher than those who are younger. The greatest gaps in expressions of public stigma is linked to (1) are always in debt, (2) are irresponsible with money, and (3) are in denial about having a gambling problem.

## Asian Perceptions of Gambling Stigmatisation Amongst the General Public<sup>1</sup> by Age



Higher income earners' (i.e., earning more than \$100K) expressions of public stigma about gamblers with addiction, tend to be more diverse compared to those who are earning \$70-\$100K. Specifically, those earning more than \$100K have the highest rating for unrealistic beliefs about winning at gambling and denial about having a gambling problem, but they have the lowest rating on feeling no guilt about how much they lose, and have no concern for their families.

## Asian Perceptions of Gambling Stigmatisation Amongst the General Public<sup>1</sup> by Income



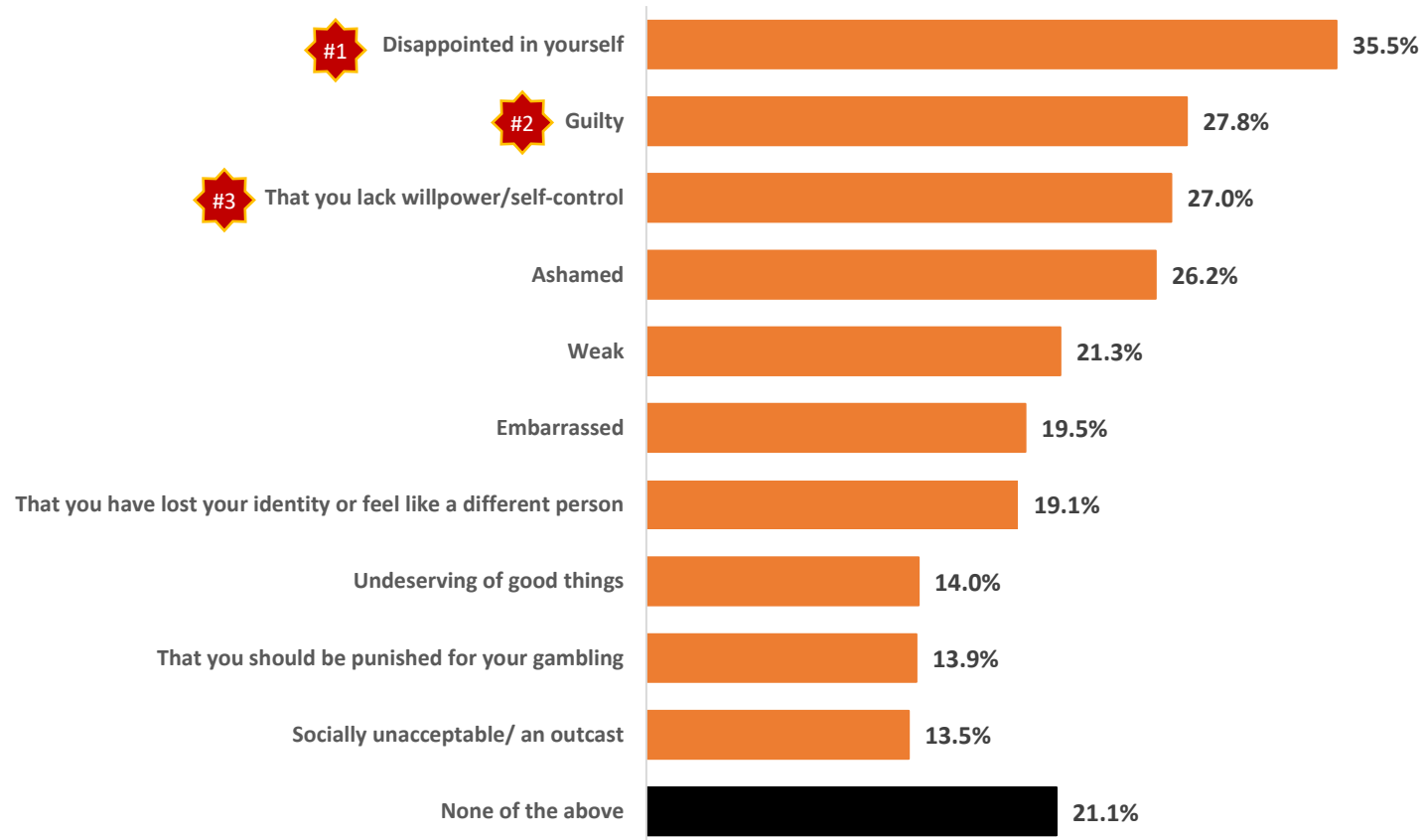
# Section 3.2

## Perceived Stigmatisation of Gambling

Self-Stigmatisation of Gambling

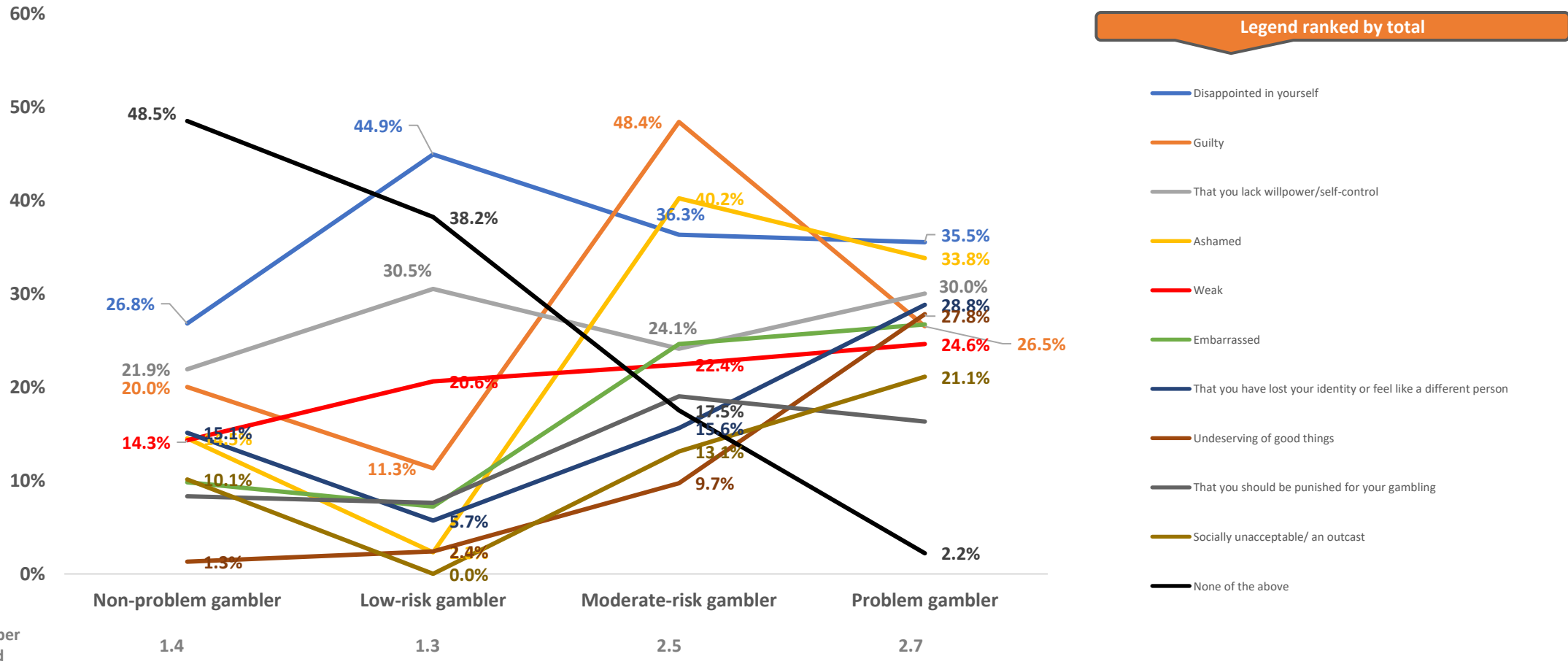
78.9% of gamblers experience some form of self-stigmatisation. The top 3 that are experienced is feeling (1) disappointed in yourself, (2) guilty, and (3) that you lack willpower/self-control, while just over 1/5 of gamblers have no negative feeling about gambling.

### Ranking of Gamblers' Self-Stigmatisation<sup>1</sup>



On average, Problem gamblers experience more self-stigmatisation, followed by Moderate-risk gamblers. Problem gamblers are more likely to feel ashamed, that they lack willpower/self-control, a loss of identity or feel like a different person, undeserving of good things, and socially unacceptable/an outcast. Moderate-risk gamblers are more likely to feel ashamed, and guilty.

### Gamblers' Self-Stigmatisation<sup>1</sup> by Type of Gambler



Average number experienced

1.4

1.3

2.5

2.7

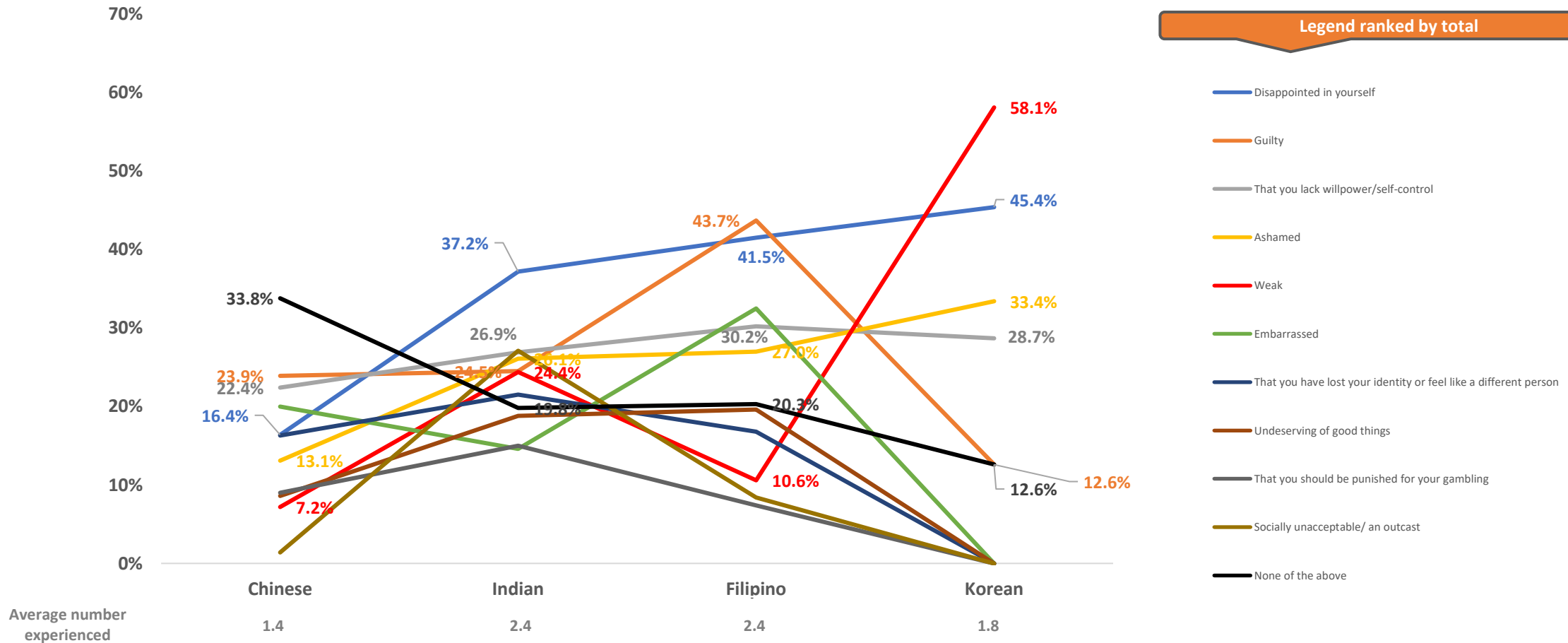


Note: 1. Q17. Some people have said their gambling makes them feel bad about themselves. We'd like to know if these feelings are shared by others. Many terms are confronting, but please try to be as honest as possible in your response, your answers are completely anonymous. Has your gambling made you feel any of the following? Please select all that apply. Base: Gamblers n=527



On average, Indian and Filipinos are likely to experience more self-stigmatisation. Indians are more likely to feel socially unacceptable/an outcast, whilst Filipinos are more likely to feel guilt and embarrassment. Koreans are more likely to feel weak, disappointed in oneself, and ashamed.

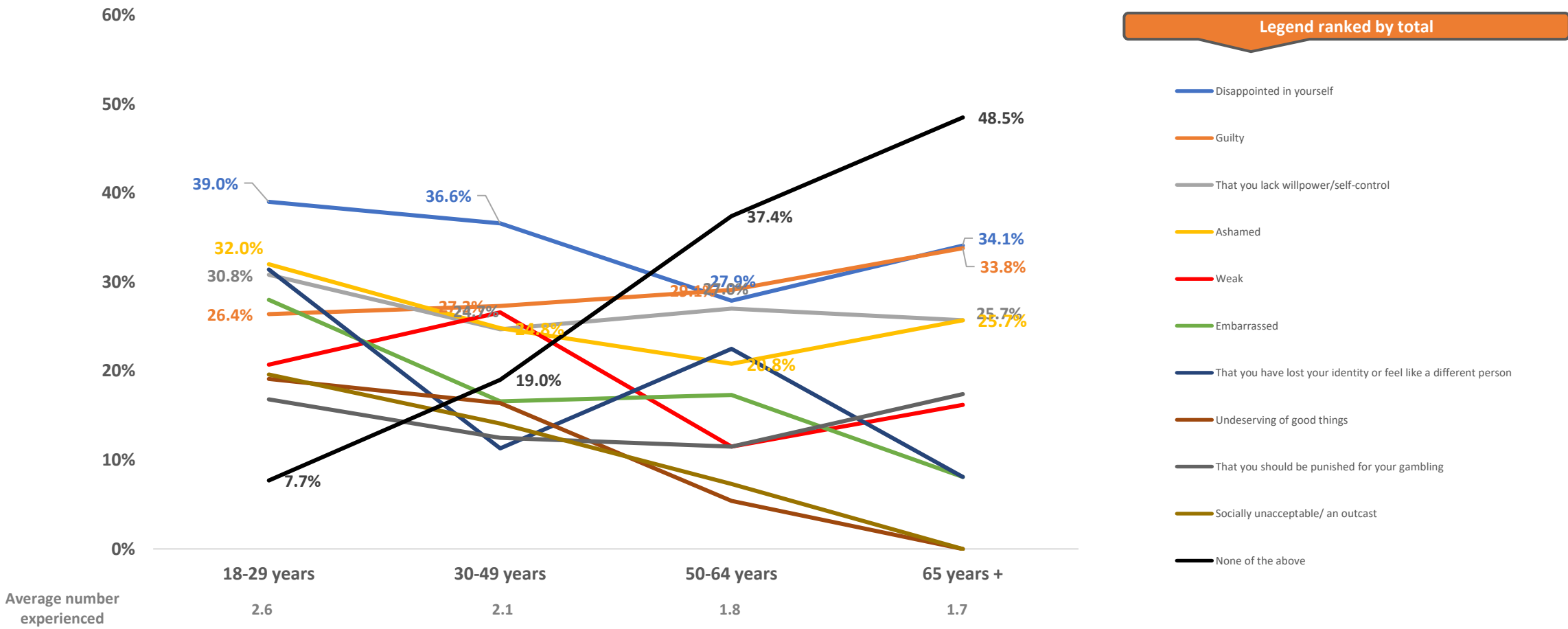
### Gamblers' Self-Stigmatisation<sup>1</sup> by Major Asian Ethnic Groups\*



Note: 1. Q17. Some people have said their gambling makes them feel bad about themselves. We'd like to know if these feelings are shared by others. Many terms are confronting, but please try to be as honest as possible in your response, your answers are completely anonymous. Has your gambling made you feel any of the following? Please select all that apply.  
 Base: Gamblers n=527 \*Other ethnicities excluded due to low base sizes

On average, those who are younger (18-29 years) tend to experience more self-stigmatisation compared to those who are older (65+ years). In particular, they are more likely to feel disappointed in themselves, that they have lost their identity, embarrassed, undeserving of good things, and socially unacceptable/an outcast. In contrast, those 65+ are more likely to feel guilty.

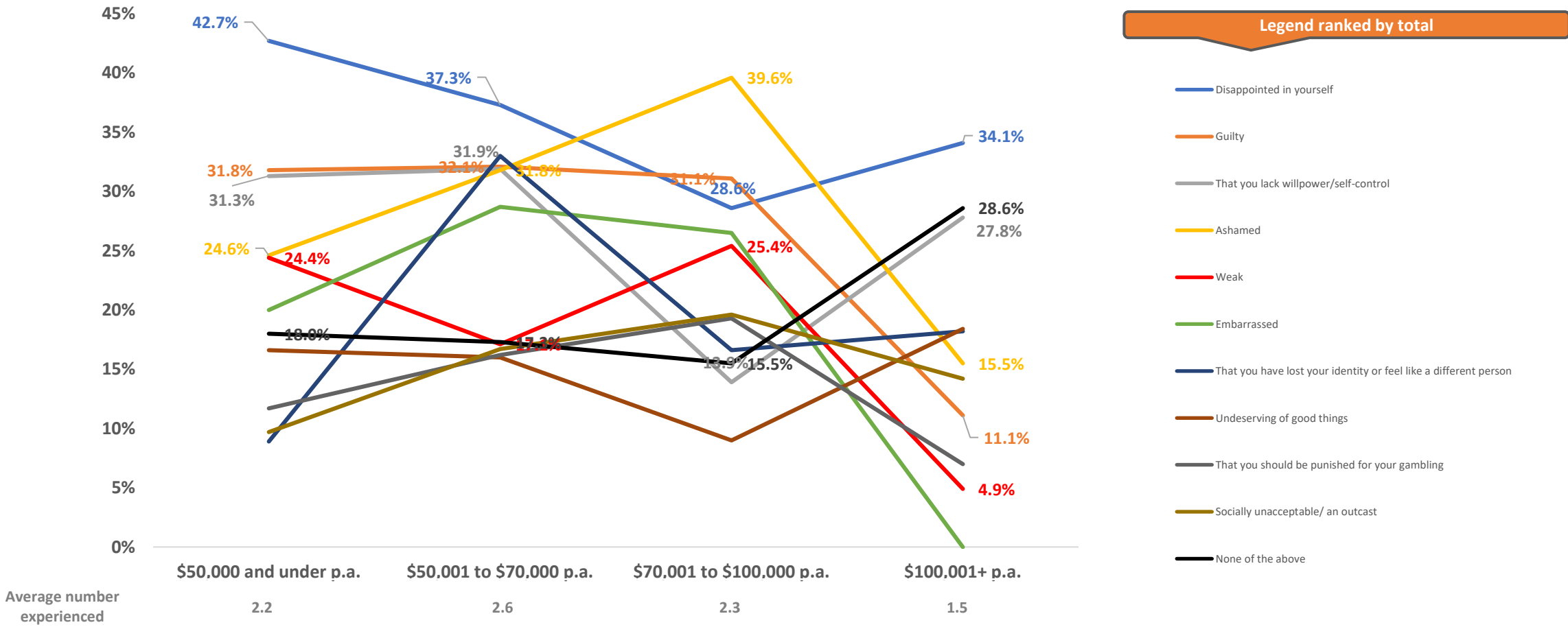
### Gamblers' Self-Stigmatisation<sup>1</sup> by Age



Note: 1. Q17. Some people have said their gambling makes them feel bad about themselves. We'd like to know if these feelings are shared by others. Many terms are confronting, but please try to be as honest as possible in your response, your answers are completely anonymous. Has your gambling made you feel any of the following? Please select all that apply.  
 Base: Gamblers n=527 \*Other ethnicities excluded due to low base sizes

On average, those earning \$50-\$70K experience the most self-stigmatisation, whilst those earning \$100K or more experience the least. Those earning up to \$50K are more likely than others to feel disappointed in themselves, those earning \$50-\$70K are more likely to feel a loss of identity, and those earning \$70-\$100K are more likely to feel ashamed.

### Gamblers' Self-Stigmatisation<sup>1</sup> by Income



Note: 1. Q17. Some people have said their gambling makes them feel bad about themselves. We'd like to know if these feelings are shared by others. Many terms are confronting, but please try to be as honest as possible in your response, your answers are completely anonymous. Has your gambling made you feel any of the following? Please select all that apply.  
 Base: Gamblers n=527 \*Other ethnicities excluded due to low base sizes

# Section 4

## Tackling Gambling Harm

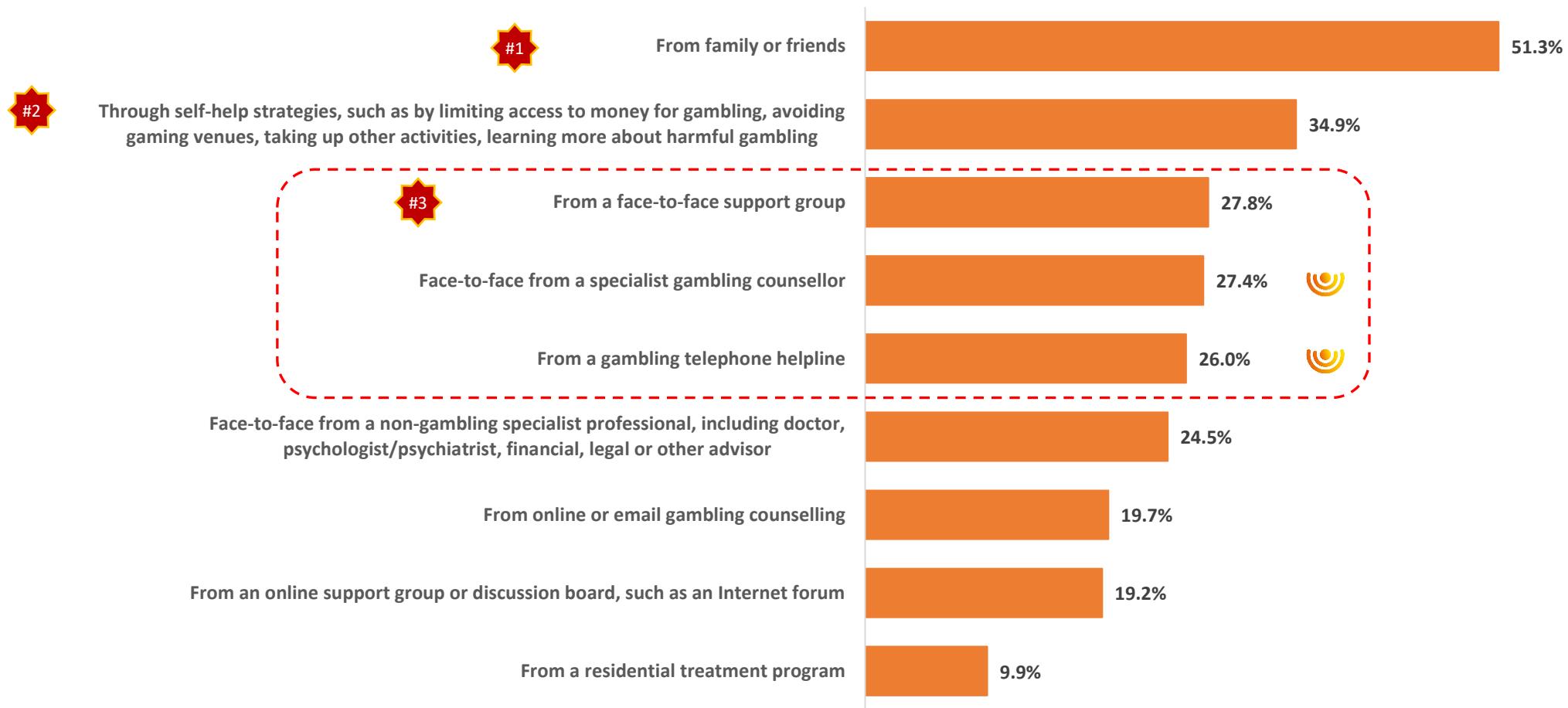
# Section 4.1

## Tackling Gambling Harm

Channels for Seeking Gambling Support

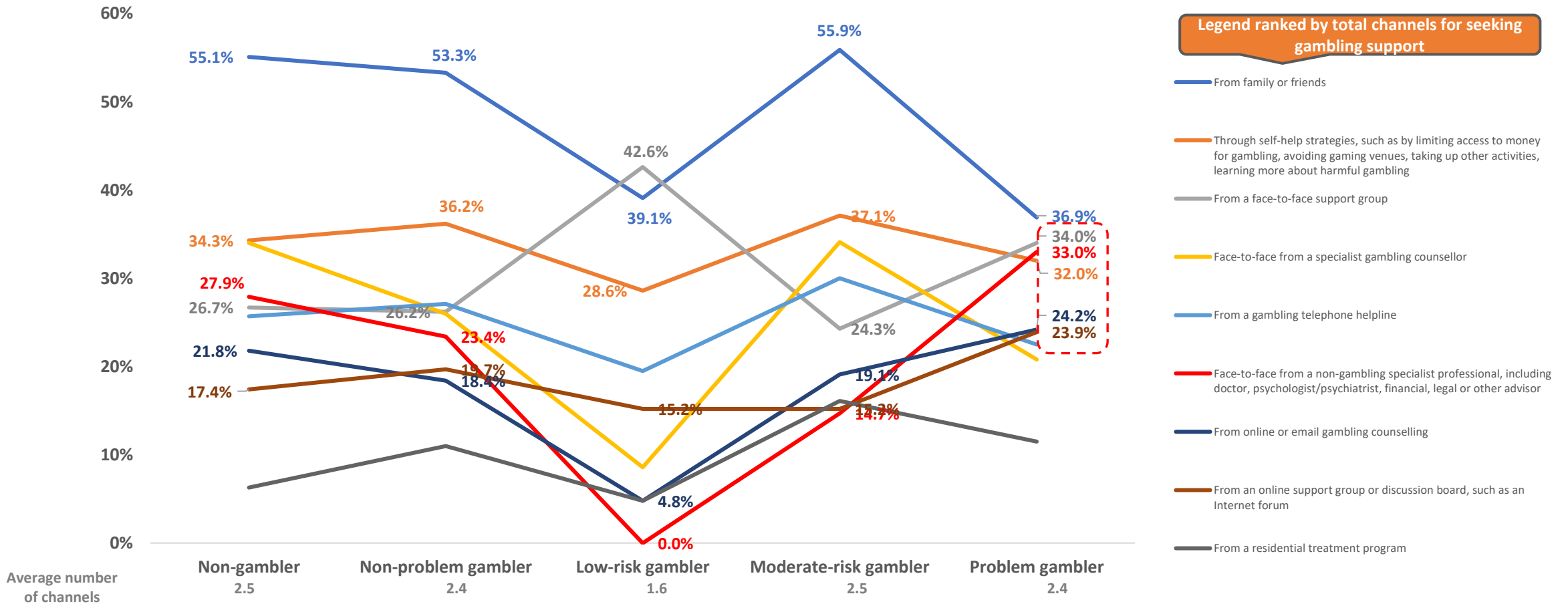
When it comes to seeking help for gambling problems, the top 3 sources Asians turn to are (1) family or friends, (2) self-help strategies, and (3) face-to-face support groups. The traditional channels offered by Asian Family Services ranks 4<sup>th</sup> and 5<sup>th</sup> respectively, sitting at just under 30%.

### Ranking of Channels for Seeking Gambling Support in Asian Community<sup>1</sup>



On average, Low-risk gamblers are likely to seek help from the least number of channels, in contrast, all other gambler types are likely to seek help from the same number of channels. Low-risk gamblers are more likely to opt for a face-to-face support group, Moderate-risk gamblers are more likely to opt for a face-to-face specialist gambling counsellor, and Problem gamblers are more likely to opt for a face-to-face non-gambling specialist professional, support group and online channels.

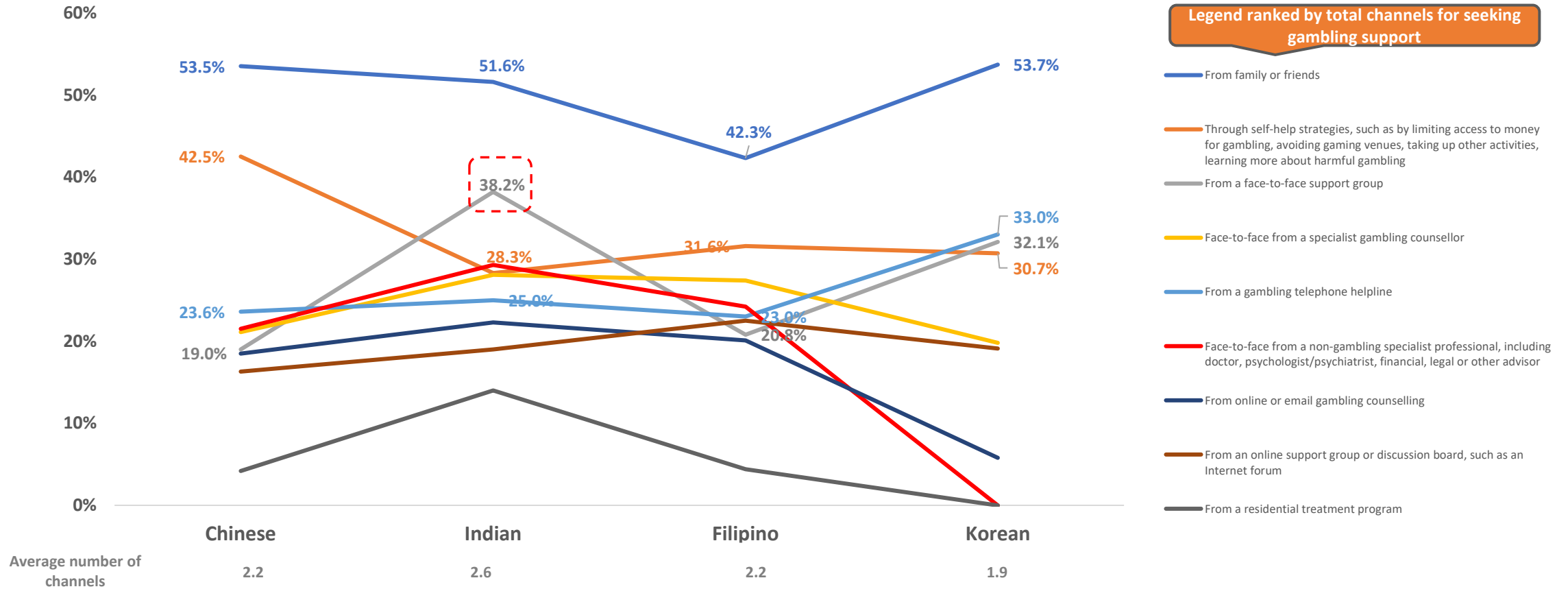
### Channels for Seeking Gambling Support<sup>1</sup> by Type of Gambler



Note: 1. Q18. According to AFS' previous research, 66% of Asians engaged in gambling activities in the last 12 months. The most common activity is buying a Lotto, Strike, or Powerball ticket which sits at 54%, however other activities are less common. If you were experiencing problems with gambling, which of the following would you seek help from? Please select all that apply.  
Base: Total sample

On average, Indians would use slightly more channels to deal with gambling problems. Specifically they are more likely to opt for face-to-face support groups, or a residential treatment program. In contrast, Chinese are more likely to opt for self-help strategies and Koreans are more likely to opt for a gambling telephone line.

### Channels for Seeking Gambling Support<sup>1</sup> by Major Asian Ethnic Groups\*

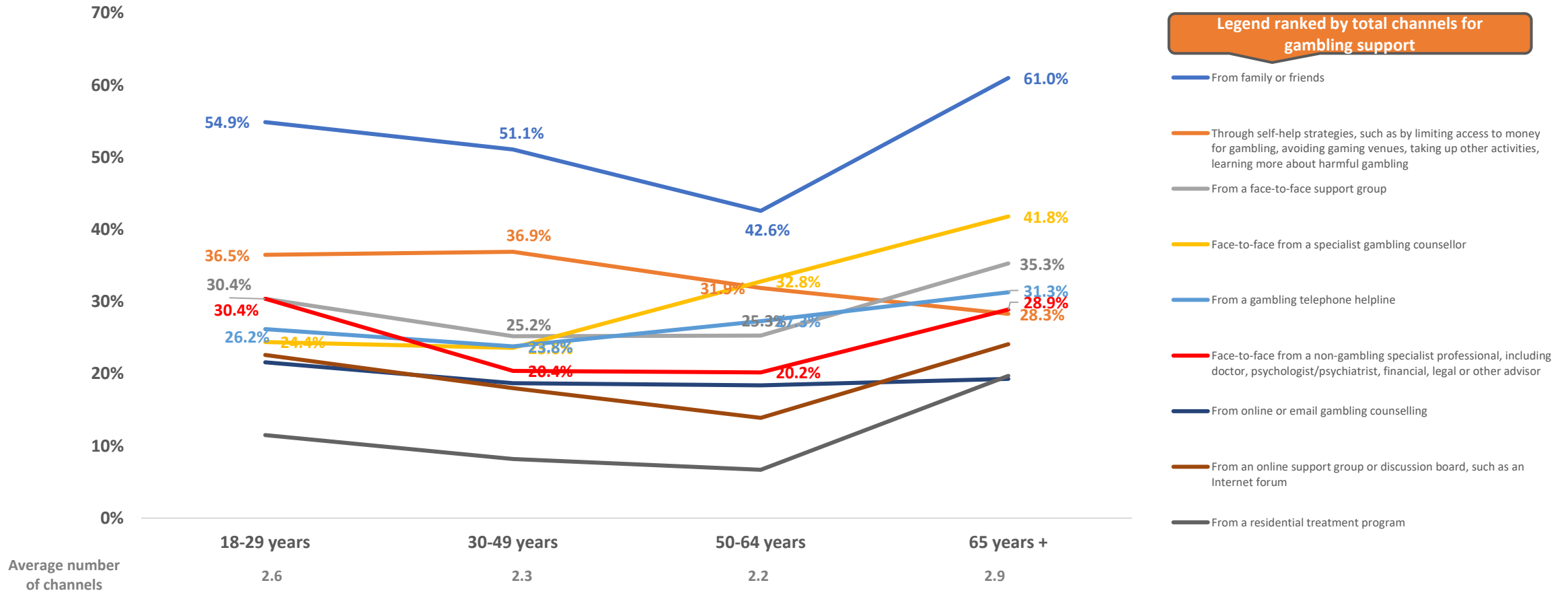


Note: 1. Q18. According to AFS' previous research, 66% of Asians engaged in gambling activities in the last 12 months. The most common activity is buying a Lotto, Strike, or Powerball ticket which sits at 54%, however other activities are less common. If you were experiencing problems with gambling, which of the following would you seek help from? Please select all that apply.  
 Base: Total sample \*Other ethnicities excluded due to low base sizes



On average, those aged 65+ are likely to use the most channels. In particular, they are more likely to opt for family or friends, a face-to-face specialist gambling counsellor, and a residential treatment program.

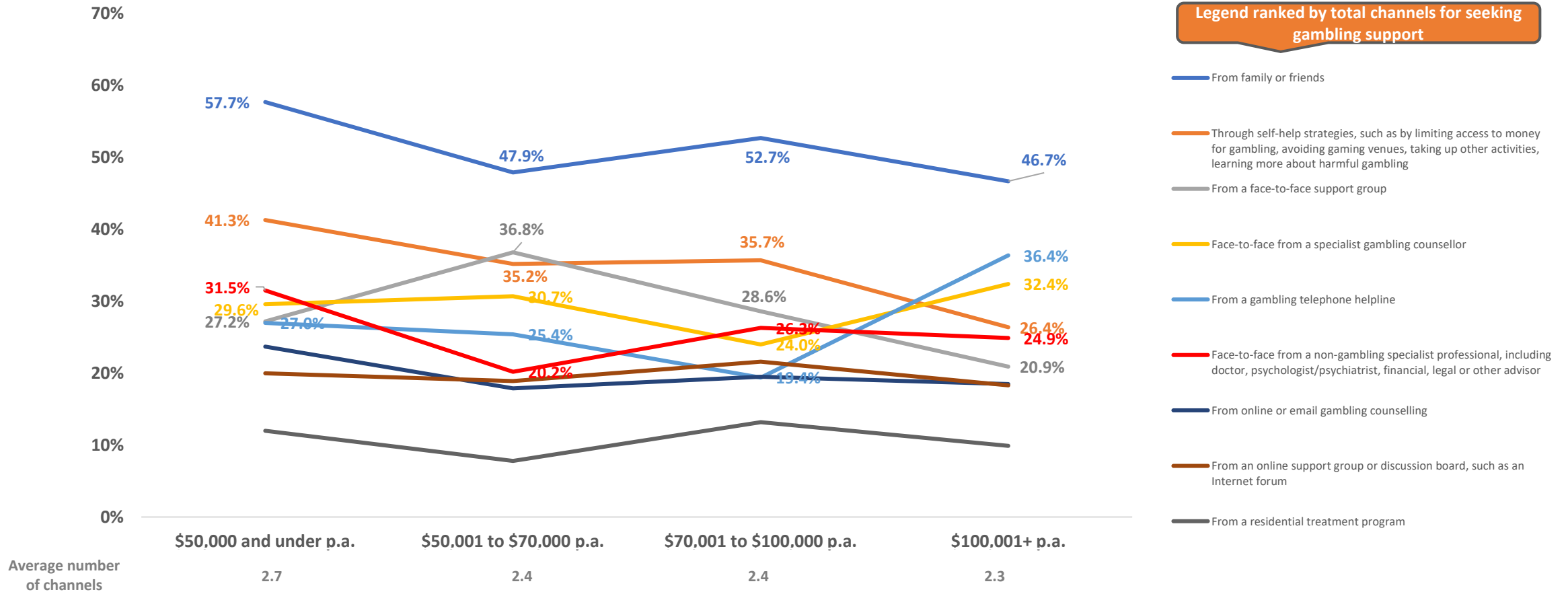
### Channels for Seeking Gambling Support<sup>1</sup> by Age



Note: 1. Q18. According to AFS' previous research, 66% of Asians engaged in gambling activities in the last 12 months. The most common activity is buying a Lotto, Strike, or Powerball ticket which sits at 54%, however other activities are less common. If you were experiencing problems with gambling, which of the following would you seek help from? Please select all that apply.  
Base: Total sample

On average, those earning up to \$50K are likely to use the most channels, specifically, they are more likely to opt for family or friends, and self-help strategies. Those earning \$50-\$70K are more likely to opt for a face-to-face support group, and those earning \$100K or more are more likely to opt for a gambling telephone helpline.

## Channels for Seeking Gambling Support<sup>1</sup> by Income



Note: 1. Q18. According to AFS' previous research, 66% of Asians engaged in gambling activities in the last 12 months. The most common activity is buying a Lotto, Strike, or Powerball ticket which sits at 54%, however other activities are less common. If you were experiencing problems with gambling, which of the following would you seek help from? Please select all that apply.  
Base: Total sample

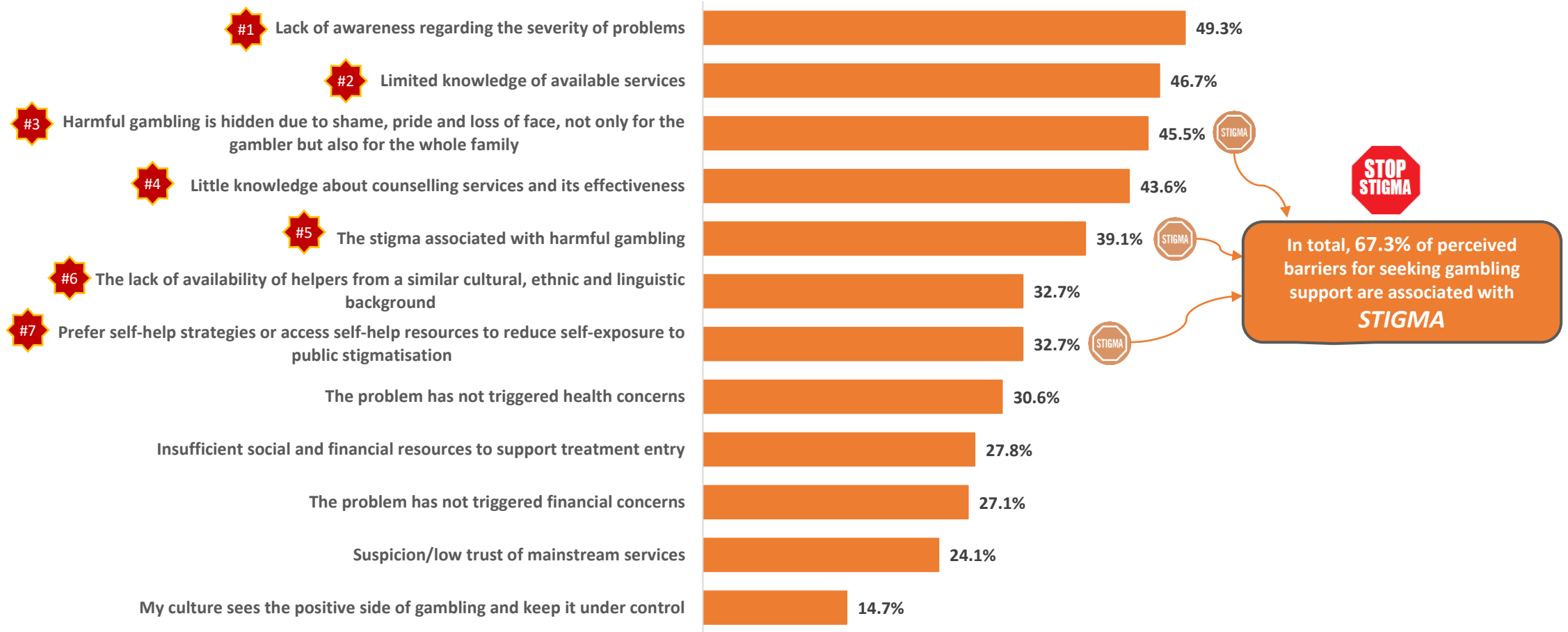
# Section 4.2

## Tackling Problem Gambling

Perceived Barriers for Seeking Gambling Support

As a whole, stigma-related barriers make up two-thirds (67.3%) of all barriers to seeking gambling support. At an individual level also, stigma-related barriers all fall within the top 7 barriers, which again points to its significance in preventing people from seeking help.

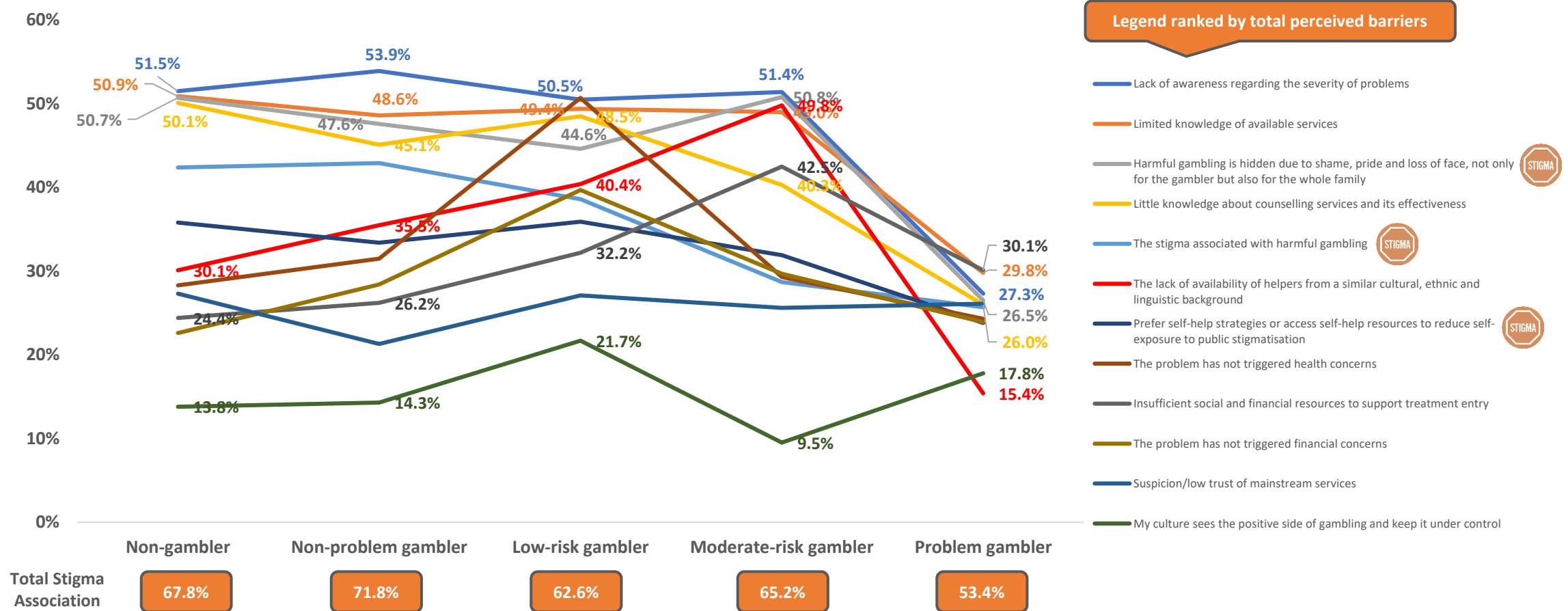
### Ranking of Perceived Barriers for Seeking Gambling Support in the Asian Community<sup>1</sup>



Note: 1. Q19. According to AFS' previous research, just over 50% of Asians were reluctant to seek help from professional counsellor services to solve their mental health related problems. Which of the following do you believe to be key barriers to seeking professional help for gambling-related problems? Please select all that apply.  
Base: Total sample

Overall, Problem gamblers have the lowest proportion of stigma association. Interestingly however, they are more likely to say “insufficient social and financial resource to support treatment entry” is the key barrier to seeking gambling support. This highlights the significant role Asian Family Services can play in supporting Problem gamblers (i.e., services are free to those who have been affected by gambling harm). Non-gamblers and Moderate-risk gamblers are more likely to have “lack of awareness regarding the severity of problems” as a barrier, whilst Low-risk gamblers are more likely to excuse themselves from “the problem has not triggered health concerns.”

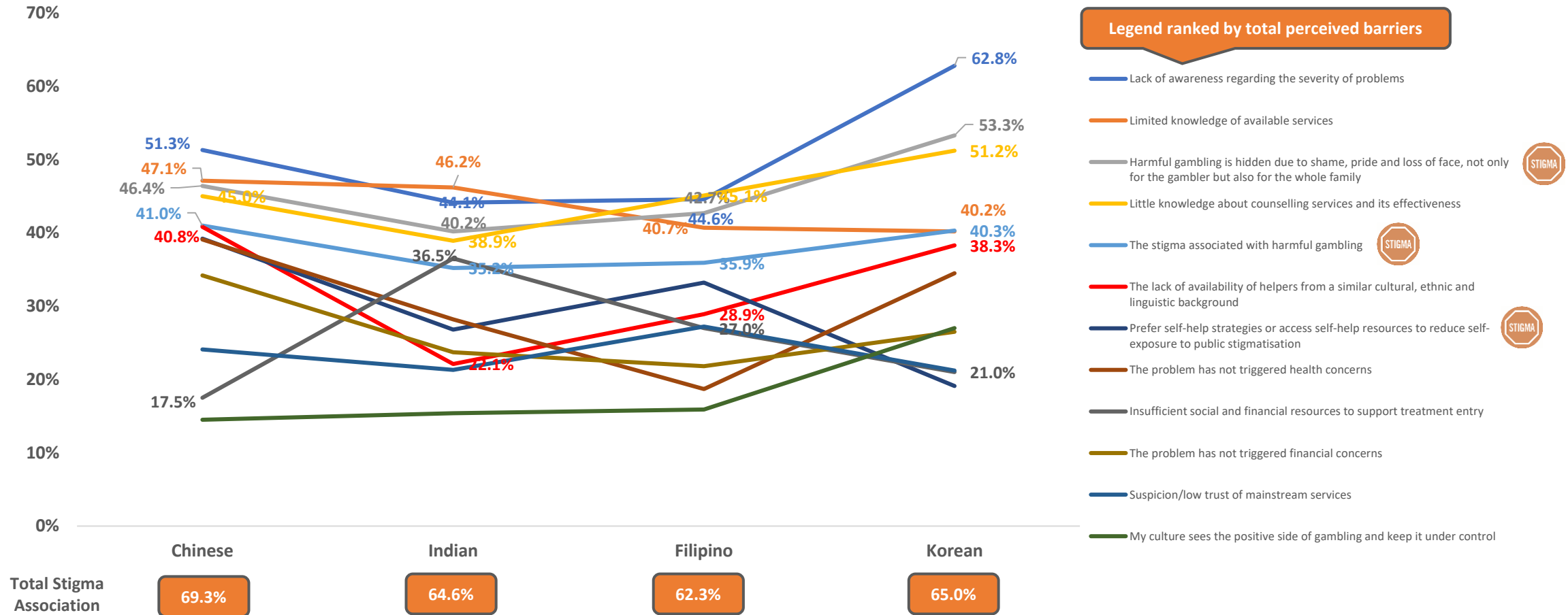
### Barriers for Seeking Gambling Support<sup>1</sup> by Type of Gambler



Note: 1. Q19. According to AFS’ previous research, just over 50% of Asians were reluctant to seek help from professional counsellor services to solve their mental health related problems. Which of the following do you believe to be key barriers to seeking professional help for gambling-related problems? Please select all that apply.  
Base: Total sample

Across the different ethnic groups, Indians are more likely to have insufficient social and financial resources to support treatment entry as a key barrier to seeking support. With Asian Family Services' free services, the organisation is well placed to offer support. In contrast, the barriers for Koreans are more likely to be around awareness/knowledge of services, and feelings of shame, pride or loss of face.

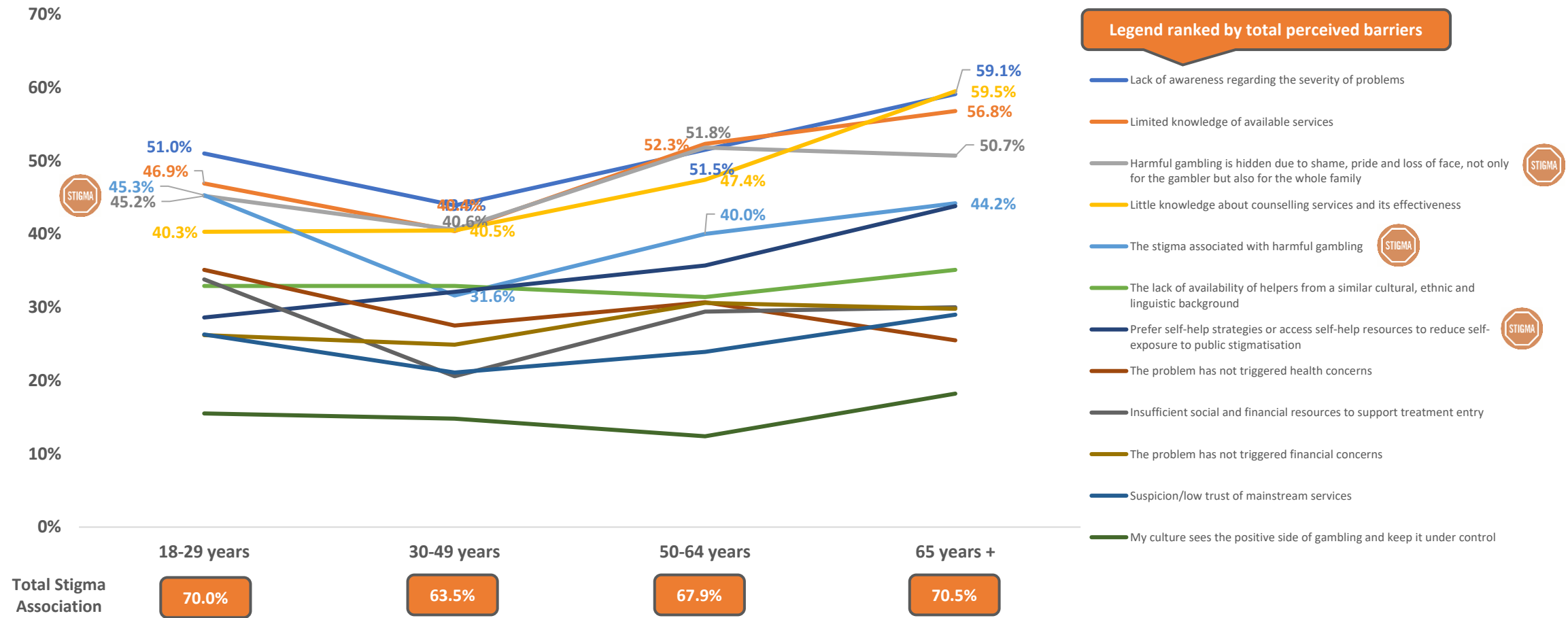
### Barriers for Seeking Gambling Support<sup>1</sup> by Major Asian Ethnic Groups\*



Note: 1. Q19. According to AFS' previous research, just over 50% of Asians were reluctant to seek help from professional counsellor services to solve their mental health related problems. Which of the following do you believe to be key barriers to seeking professional help for gambling-related problems? Please select all that apply.  
 Base: Total sample \*Other ethnicities excluded due to low base sizes

Across age, those 65+ have more barriers for seeking gambling support. Specifically, their barriers are more likely to be a lack of awareness regarding the severity of problems, limited knowledge of available services, little knowledge of services and its effectiveness, and preferring self-help strategies/resources to reduce exposure to public stigmatisation.

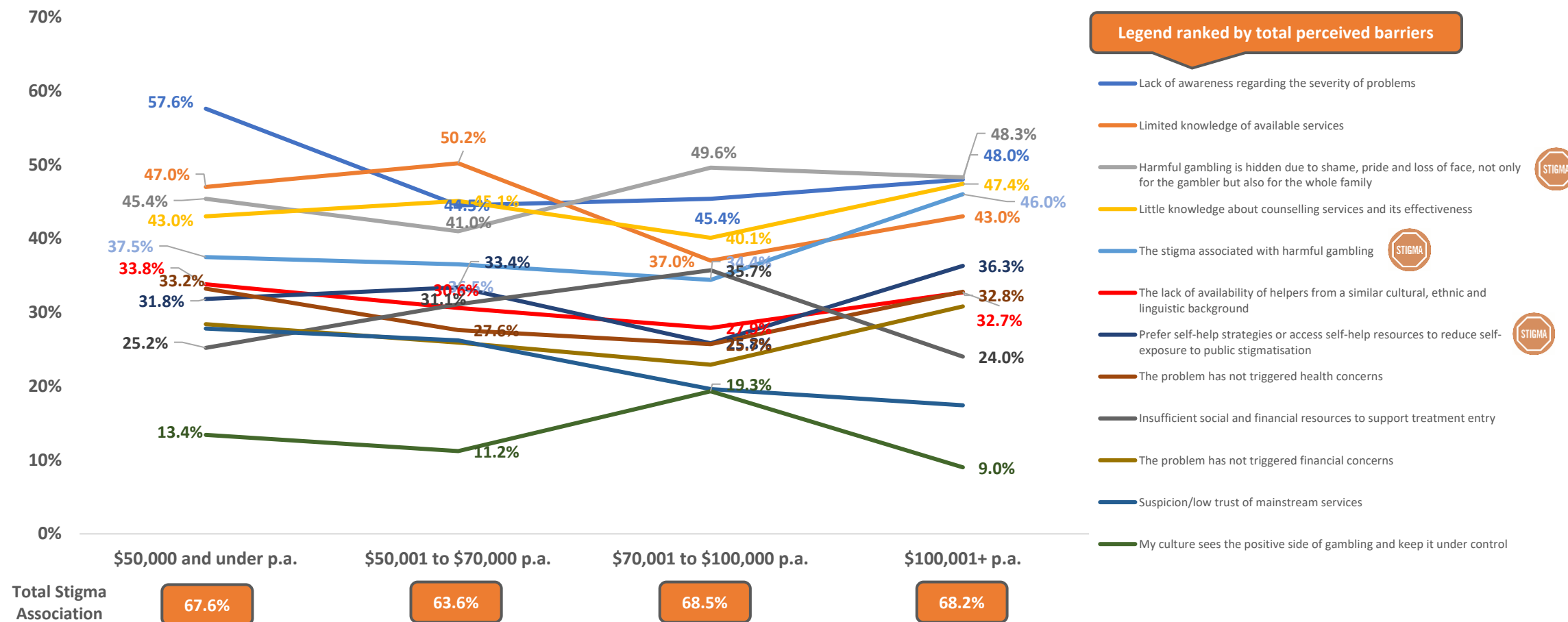
### Barriers for Seeking Gambling Support<sup>1</sup> by Age



Note: 1. Q19. According to AFS' previous research, just over 50% of Asians were reluctant to seek help from professional counsellor services to solve their mental health related problems. Which of the following do you believe to be key barriers to seeking professional help for gambling-related problems? Please select all that apply.  
Base: Total sample

Across income groups, those earning up to \$50K are more likely to report a lack of awareness regarding the severity of problems as a barrier. In contrast, those earning \$70-\$100K are more likely to report shame, insufficient and social financial resources to support treatment entry, and culture seeing the positive side of gambling as barriers, whilst those earning \$100K or more are more likely to report the stigma associated with harmful gambling as a barrier.

## Barriers for Seeking Gambling Support<sup>1</sup> by Income





# Research Company Background

Headed by Dr Andrew Zhu, Trace Research Ltd (NZ) is an independent market research and consultancy company based in Auckland. The governance of the company also consists of an academic advisory board, which provides conceptual and technical assessments and support for its market research projects.

In the early stages of the company's development, Dr Zhu focused mainly on providing contract based research and consultancy to other major domestic research agencies and business clients. In recent years, Dr Zhu and the company have expanded their client base to include overseas corporations, such as Chevron/Caltex, AIA, Huawei, UnionPay International, IAG and VW.

Having gained his PhD in Marketing from the University of Auckland Business School, and having worked in the business sector during and after his postgraduate studies, Dr Zhu is equipped with both theoretical knowledge and practical experience for delivering high quality market information and advice to his business clients. Since 2005, he has completed over 200 projects for 90 companies in the industries/sectors of fuel & lubricants, energy, food & beverage, dairy products (baby formula), banking & insurance, telecommunication, social media, tourism, and tertiary education. One of the most exciting projects in the company's portfolio was the political polling analysis for TV3 Newshub Political Poll. The results of that project received considerable public attention. Trace Research Ltd (NZ) has also been working with non-profit organisations in promoting social welfare and social responsibility.

In 2016, Dr Zhu was motivated by the safety concerns in the Chinese community in NZ, and conducted the ground-breaking social polling among 11,675 Chinese. It was the first ever polling conducted among ethnic Chinese in NZ's history. The project gained tremendous traction, and the results were reported by more than 20 domestic and international mainstream media networks. The polling results were also widely regarded as having great policy significance in New Zealand, and the Chinese research panel was established since then.



This research was commissioned by Asian Family Services and independently conducted by Trace Research Ltd.

The views expressed in this report are those of the researcher and **DO NOT represent the views of Asian Family Services.**

## Researcher's Contact Information

**Dr Andrew Zhu** *PhD MRSNZ CSTJ*

*Director of Trace Research*

Email: [Andrew@traceresearch.co.nz](mailto:Andrew@traceresearch.co.nz)

## Asian Family Service Correspondents

**Kelly Feng**

*National Director*

Email: [kelly.feng@asianfamilyservices.nz](mailto:kelly.feng@asianfamilyservices.nz)

**Dr Bo Ning**

*Research Coordinator*

Email: [bo.ning@asianfamilyservices.nz](mailto:bo.ning@asianfamilyservices.nz)

---

## Chinese Immigrants Research Credentials

Trace established the 1st and currently holds the largest New Zealand Chinese Immigrants Research Panel (as of May 2020, there are around 19,200 members which is equivalent to 10% of the entire Chinese adult population in New Zealand)

Trace Research has conducted many research projects targeted at Chinese immigrants in New Zealand, for example:

- ❑ 2016 - Chinese Immigrants' Safety Perception of NZ Survey
- ❑ 2016 - China - New Zealand Agribusiness Investment and Trade Survey
- ❑ 2016 - Chinese Immigrants' Health Insurance Survey
- ❑ 2017 - Members' Political Opinion Survey for New Zealand Asian Leaders
- ❑ 2017 - Chinese New Zealanders Political Poll (WTV-Trace Chinese Poll)
- ❑ 2017 - Chinese Immigrants Life & Work Survey for the University of Auckland
- ❑ 2017 - Chinese Immigrants' Manuka Honey Brand Perception Survey
- ❑ 2017 - Chinese International Students Well-being Survey
- ❑ 2018 - Chinese Immigrants Domestic Travel Survey
- ❑ 2018 - Chinese Immigrants Cross-border E-commerce Survey
- ❑ 2018 - Chinese Immigrants Air Passenger Survey
- ❑ 2019 - Chinese Immigrants' Daigou Survey
- ❑ 2018-19 - Chinese International Students Kia Topu project for The University of Canterbury
- ❑ 2019 - Trace & Ipsos - Chinese Immigrants' Radio Listenership Survey
- ❑ 2019 - Trace & Reid - Chinese Immigrants' Political Poll
- ❑ 2020 - The impact of COVID-19 on Chinese Businesses in New Zealand
- ❑ 2020 - New Zealand Asian Mental Health Survey
- ❑ 2020 - New Zealand COVID-19 Mental Health Response Survey for Massey University



Trace Research has turned a range of research findings into media publications and created significant business and social influence  
*Just to list a few...*

### Chinese immigrants prefer working for non-Chinese firms, survey shows

Liu Chen - 11:32, Oct 02 2018

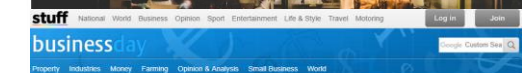


### Calls for help for Chinese businesses affected by coronavirus

2:09 pm on 2 March 2020



Chinese businesses affected by the Covid-19 outbreak are calling for more help from the government.



### Chinese Kiwis spend \$315m a year exploring their new home

AMANDA CRISP  
Last updated 05:50, April 15 2018



**business headlines**

- As New Zealanders prepare for Christmas, are NZ Kiwis to enjoy some around the table?
- Should you get off the road?
- Lawmakers struggling to keep up with changing digital world
- Online tools to get you to speed
- Don't make your attendance time to be a leader
- Waging time on space
- Let's see how change speed if you give out
- Practice your signature!
- Can you ever dominate
- Reduction against asset sale
- Investors offer cash transfer
- Best choice by shareholders

Trace chief executive Dr Andrew Zhu said the longer Chinese had lived here, the more likely

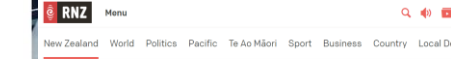


### Poll: National will be back in Government if Chinese voters had their way



### More than half of Chinese living in New Zealand feel unsafe: survey

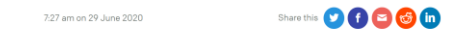
Alexandra Nelson - 19:25, Aug 22 2016



### Survey shows high anxiety and depression among Asian Kiwis

NEW ZEALAND / COVID-19

7:27 am on 29 June 2020



Liu Chen, Reporter  
liu.chen@rnz.co.nz

According to new research the Covid-19 pandemic and subsequent lockdown has been tough on the mental wellbeing of Asian New Zealanders.