

Lite Version

New Zealand Asian Mental Health & Wellbeing Report 2020

- A snapshot survey

June 2020

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communication without written permission from
Asian Family Services & Trace Research Ltd*

Ranked No. 1

**Asian Focused
Mental Health
Service Provider
in New Zealand**



**Other than friend and family members, AFS is the most sought after Asian service provider for mental health related support*

Most Valued AFS services

Top 3

- Asian Wellbeing Services: psychological interventions | counselling | therapy workshops**
- Asian helpline 0800 862 342**
- Asian Culture Day**

66%

Asians engaged in gambling activities in the past 12 months

&

49.8%

Asians engaged in online gambling activities during COVID-19 Lockdown (L4 & 3)

Since the COVID-19 outbreak in NZ, have you been discriminated against because of your ethnicity?

Yes 16.2%
No/DK 83.8%

Mental Health and Coping During COVID-19

Feeling nervous, anxious or on edge

Several days or more 57%

New Zealand Asian Mental Health & Wellbeing (Highlights)



Distribution of racial discrimination reported in the survey

47.8% Chinese

17.7% Indian

9.2% Korean

7.1% Filipino

2.4% Japanese

Little interest or pleasure in doing things

Several days or more 55.2%

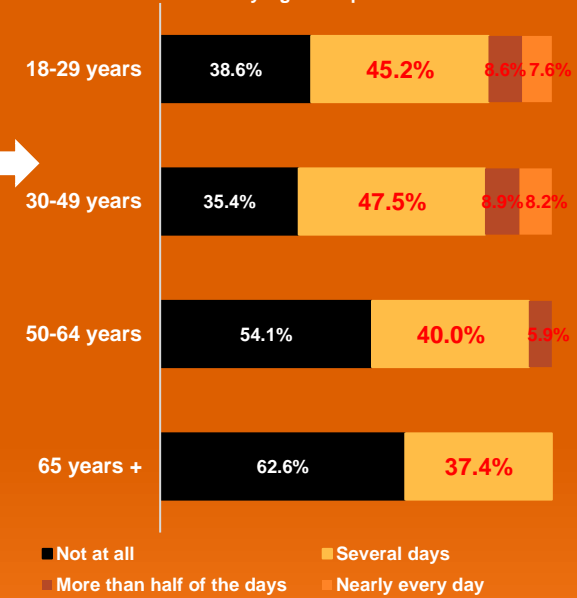
Not being able to stop or control worrying

Several days or more 47.4%

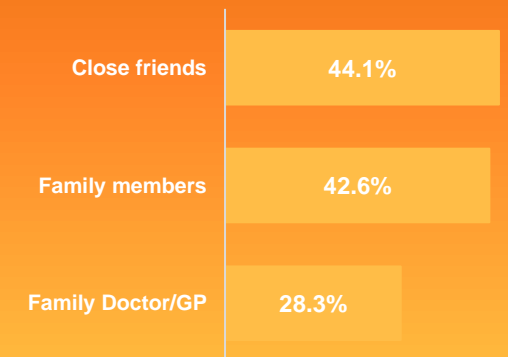
Feeling down, depressed, or hopeless

Several days or more 44%

Asian Millennials & Gen X's Mental Health are at risk...
Feeling nervous, anxious or on edge by Age Groups



Top 3 Channels of Mental Health Support in Asian Communities



Sample Size = 580 Asians in New Zealand (+/-3.9%)

Executive Summary

Key Findings *[For public information and media release]*

- ☺ The magnitude of racial discrimination since Covid-19 is relatively small at 16.2%, likely attributed to the nationwide message “to be kind.” Racial discrimination levels are relatively higher among Koreans (30%) and Chinese (22.3%), younger Asians (around 19.3% on average), those in NZ for 1-10 years (19.5%), students (24.2%) and full-time employed (18.9%); However, when considering the population base, Chinese would be the largest group among all Asians and occupied near half of the cases (47.8%, n≈43,000) .
 - *[Comment] However, a range of extreme cases about COVID-19 related racial discrimination were reported by media in NZ, therefore those who were significantly impacted might need urgent counselling and help. The diversity and inclusion messages have been widely promoted in NZ in the past few years, overall this result is satisfactory and reflecting the achievements of Asian related services performed by relevant government agencies and NGOs;*
- ☺ 66% of Asians engaged in gambling activities in the last 12 months (national average: 38.7%). Those less likely to engage in gambling activity are: Chinese, Female, 50+ years, in NZ for less than 1 year, and retired. The most common is buying a Lotto, Strike, or Powerball ticket, and this remains true across all ethnic groups;
 - *[Comment] In most Asian countries, lottery is promoted as a charitable act (as well as in NZ). Among 20 people interviewed, none of them classified themselves as a gambler, and they perceived buying the lottery as a way to give back to the community, however “not buying it” means missing the opportunity to win a superior lifestyle;*
- ☺ Approximately 3/4 of Asians who engaged in gambling activities in the last 12 months, also engaged in online gambling during the Covid-19 lockdown. This meant 49.8% of Asians engaged in online gambling during lockdown - higher than the national average of 30.2%;
- ☺ Since lockdown, at least 43.9% of Asians have experienced some form of mental health distress. Nervousness and anxiety is the most widely experienced (57%). Chinese experienced feeling nervousness or anxiety the most but Indians and Koreans experienced it most regularly, given Korean and Chinese were previously reported to experience racial discrimination the most;
- ☺ Under 50’s experience nervousness or anxiety more and do so more regularly;
- ☺ Gamblers (61.2%) and victims of racial discrimination (72.4%) were more prone to experience serious mental health issues than those who were not. These significant differences clearly indicate the harm associated with gambling activities and racial discrimination;
- ☺ Asians primarily seek help from close friends (44.1%), family members (42.6%), and their family doctor/GP (28.3%). A small proportion (14%) do not seek any support at all. When patterns are compared with national statistics (e.g., doctor - 69% & other health professionals - 48%), Asians are less likely to seek help from doctors and other health professional/organisations, hence more educational campaigns around professional mental health services are needed.

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Section 1

Introduction & Methodology

Introduction

- ☺ Confidential

Methodology

- ☺ Data for this report was independently collected by Trace Research Ltd, between 22nd May and 3rd June 2020;
- ☺ The results of this study is 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, 92%) and various social media platforms (8%). 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 results of this study is based on a sample of **580** Asians who currently live in NZ . They are spread across 17 regions in New Zealand but originally come from more than 9 Asian countries. Margin of error is $\pm 3.9\%$ at the 95% confidence interval. A full sample composition breakdown is provided in the following slide.

Sample Composition

Gender	%	Count
Male	49.3%	286
Female	50.7%	294
Total	100%	580

Ethnicity ¹	%	Count
Chinese	34.7%	201
Indian	33.5%	194
Filipino	10.2%	59
Korean	5.0%	29
Japanese	2.5%	15
Sri Lankan	2.4%	14
Vietnamese	1.4%	8
Cambodian	1.4%	8
Other Asian	9.1%	53
Total	100%	580

Age Groups	%	Count
18-29 years	33.4%	194
30-49 years	35.1%	204
50-64 years	23.4%	136
65 years +	8.1%	47
Total	100%	580

Location	%	Count
Northland Region	1.6%	9
Auckland Region	65.0%	377
Waikato Region - Hamilton	3.8%	22
Waikato Region - other	0.2%	1
Bay of Plenty Region	1.6%	9
Hawke's Bay Region	0.7%	4
Taranaki Region	1.1%	6
Manawatu-Wanganui Region	2.2%	13
Wellington Region	12.8%	74
Tasman Region	0.3%	2
Marlborough Region	0.5%	3
Canterbury Region - Christchurch	7.0%	41
Canterbury Region - other	0.5%	3
Otago Region - Dunedin	0.8%	4
Otago Region - Queenstown	0.5%	3
Otago Region - other	0.3%	2
Southland Region	1.0%	6
Total	100%	580

Job Status	%	Count
Retired	8.7%	51
Student	10.7%	62
Unemployed	7.1%	41
Homemaker	5.5%	32
Self-employed	8.8%	51
Full-time employed	49.8%	289
Part-time employed	9.4%	54
Total	100%	580

Time Spent in NZ	%	Count
Less than 1 year	3.6%	21
1-5 years	26.1%	152
6-10 years	18.8%	109
11-15 years	12.6%	73
15 years or more	39.0%	226
Total	100%	580

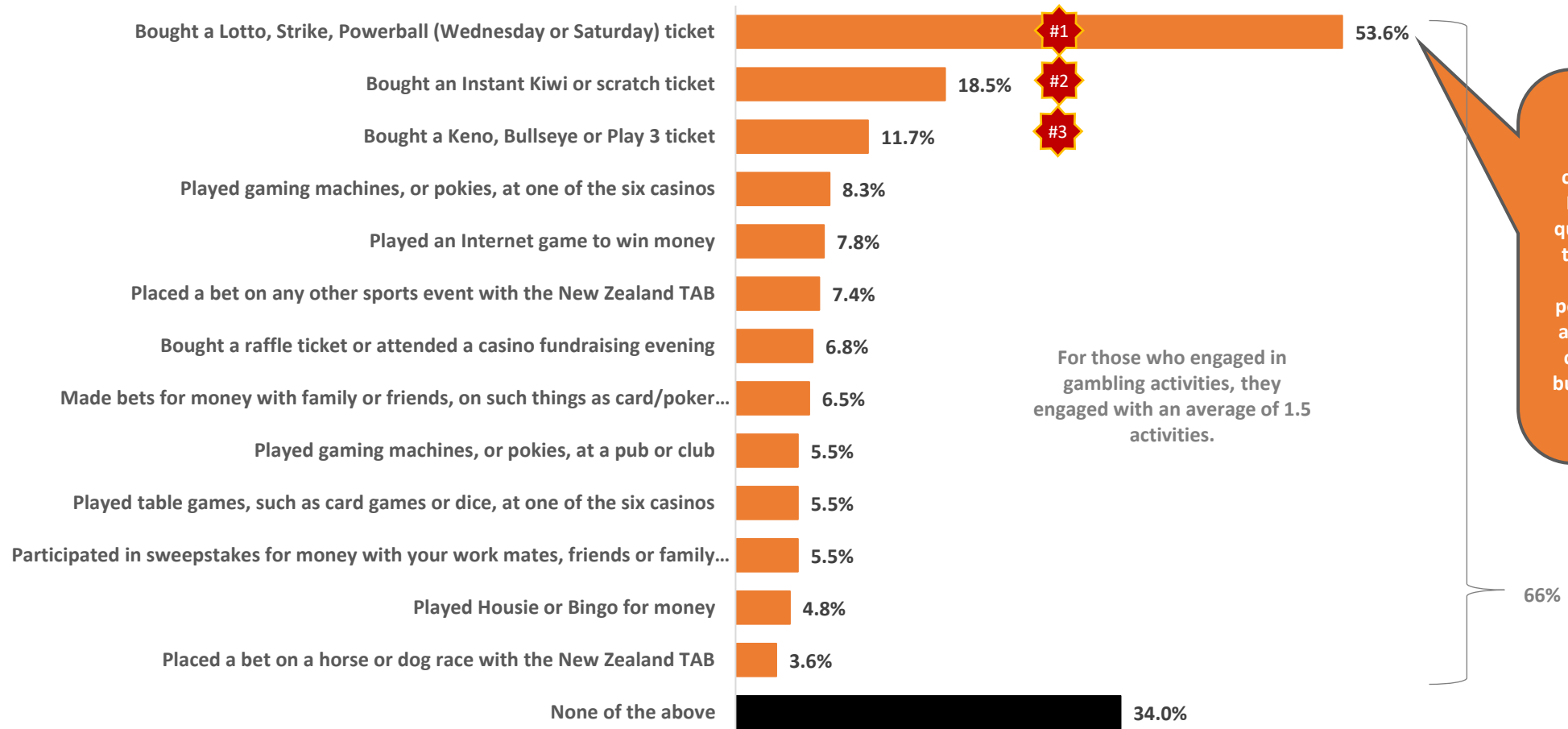
Section 3

Asian Gambling Behaviour

For public information and media release

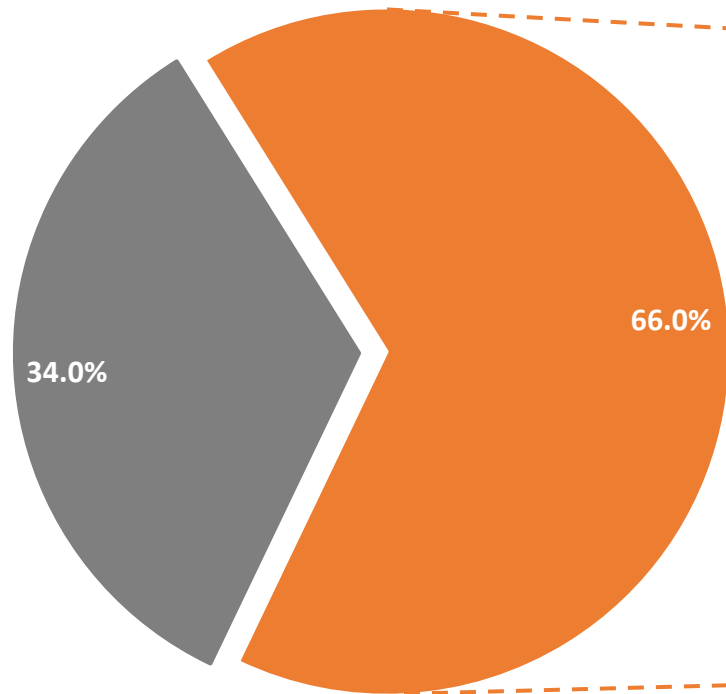
66% of Asians engaged in gambling activities in the last 12 months. The most common activity is buying a Lotto, Strike, or Powerball ticket which sits at 54%, however other activities are less common - sitting at less than 20% each.

Ranking of Gambling Activities in Asian Community¹



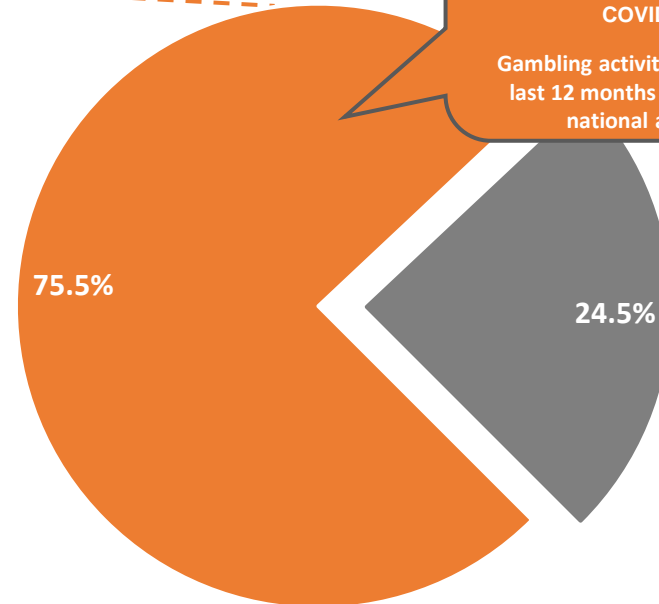
Approximately 3/4 of Asians who engaged in gambling activities in the last 12 months, **also** engaged in online gambling during the Covid-19 lockdown. This meant 49.8% of Asians engaged in online gambling during lockdown - higher than the national average of 30.2%.

Engaged in Gambling Activities in the last 12 months¹



■ Yes ■ No

Engaged in Online Gambling Activities During COVID19 Lockdown²

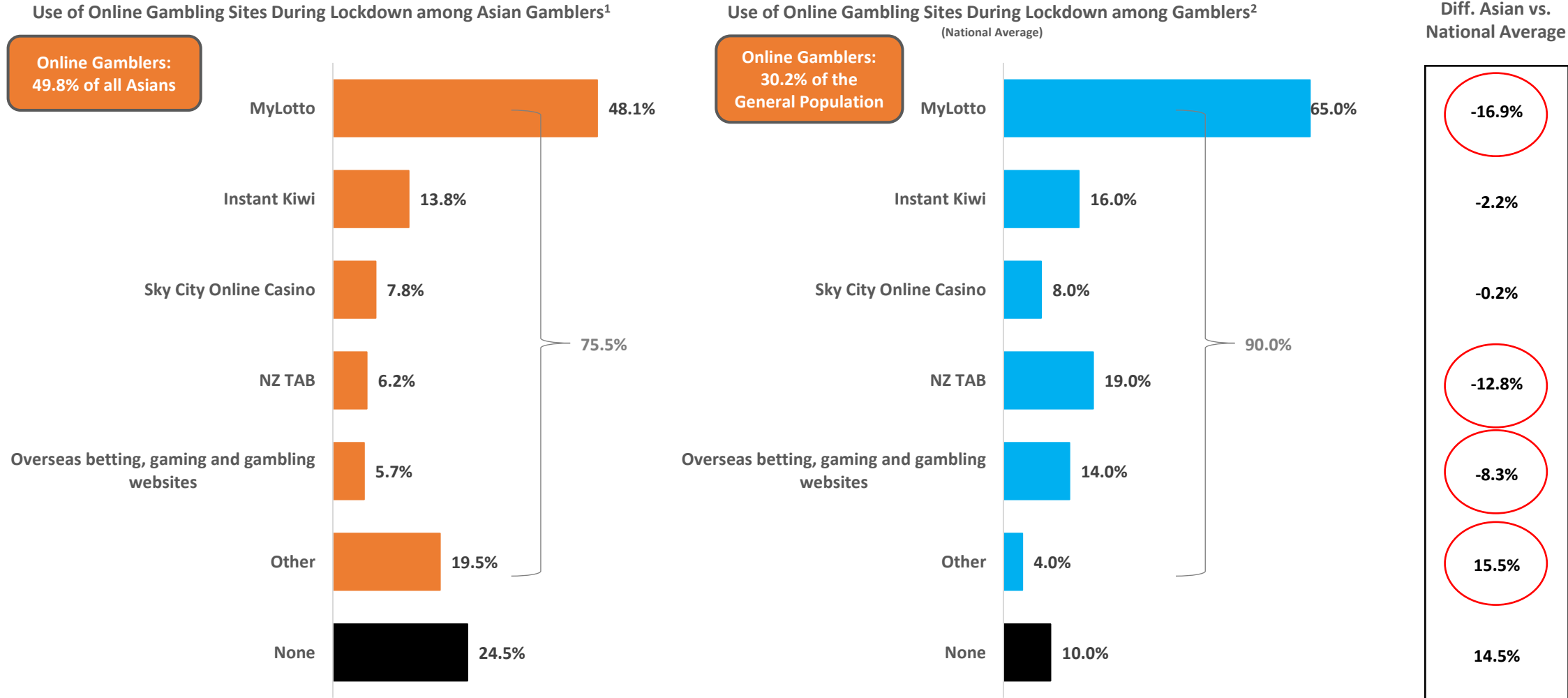


■ Yes ■ No

Overall 49.8% of Asians engaged in online gambling during the lockdown, this is significantly higher than the national average of 30.2% (Nielsen's IMPACT OF COVID-19 report)³

Gambling activities among Asians in the last 12 months is also higher than the national average of 38.7%

Analysis of online gambling websites used amongst Asian gamblers vs. (national) gamblers revealed that Asian gamblers are more likely to engage in “other forms of online gambling sites” compared to the national average but were less likely to use MyLotto, NZ TAB, and Overseas websites.

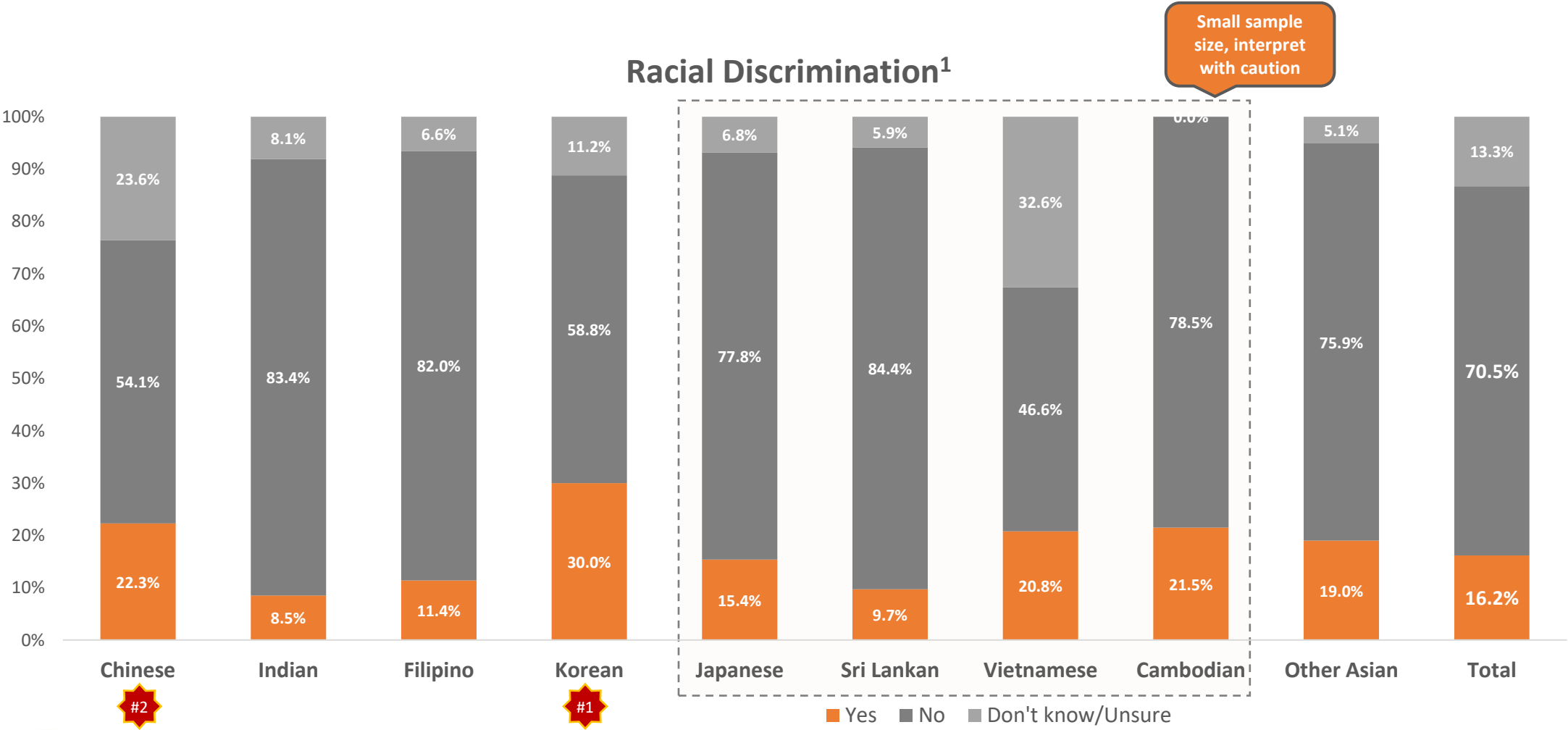


Section 4

Asian Mental Health & Wellbeing

For public information and media release

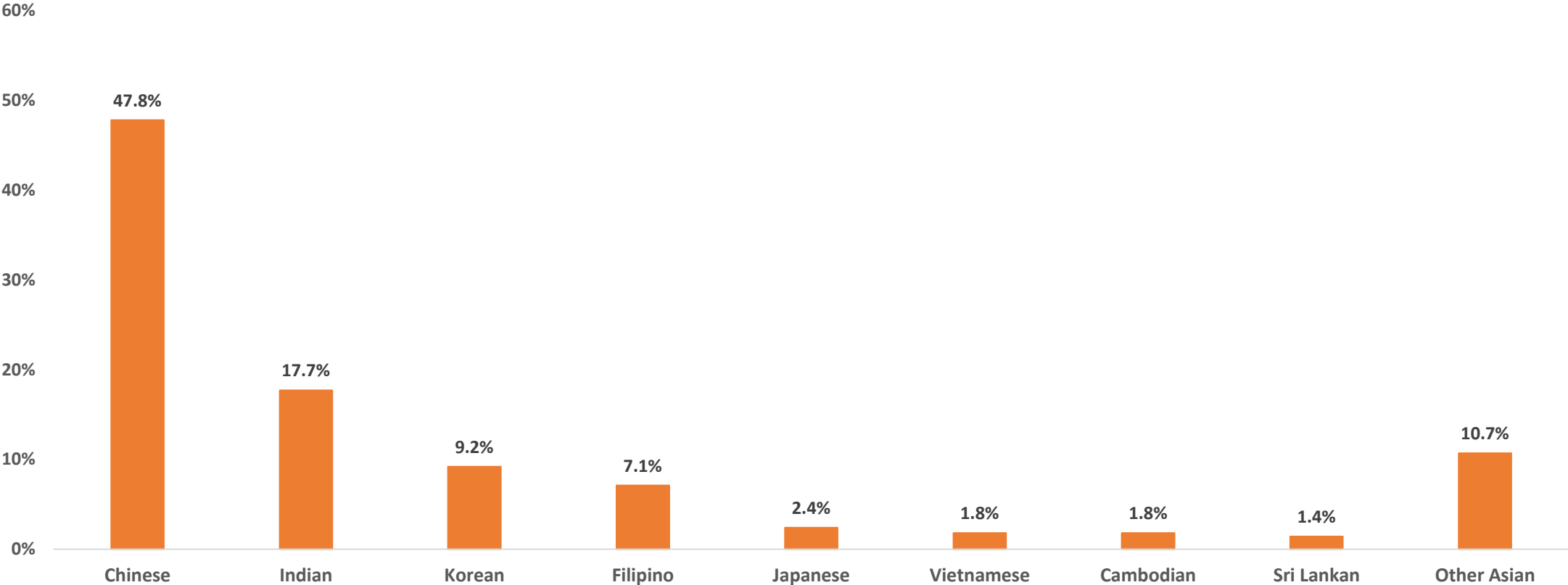
The magnitude of racial discrimination since Covid-19 is relatively small at 16.2%, likely attributed to the nationwide message to be kind. The ethnicities reported to experience discrimination the most are Korean, followed by Chinese. However, when considering the population base, Chinese would be the largest group among all Asians.



Note: 1. Q13. Since the COVID-19 outbreak in NZ, have you been discriminated against (e.g. making offensive remarks about your race, verbal/physical abuse) because of your ethnicity?
 Base: Total sample *small sample size = n<29

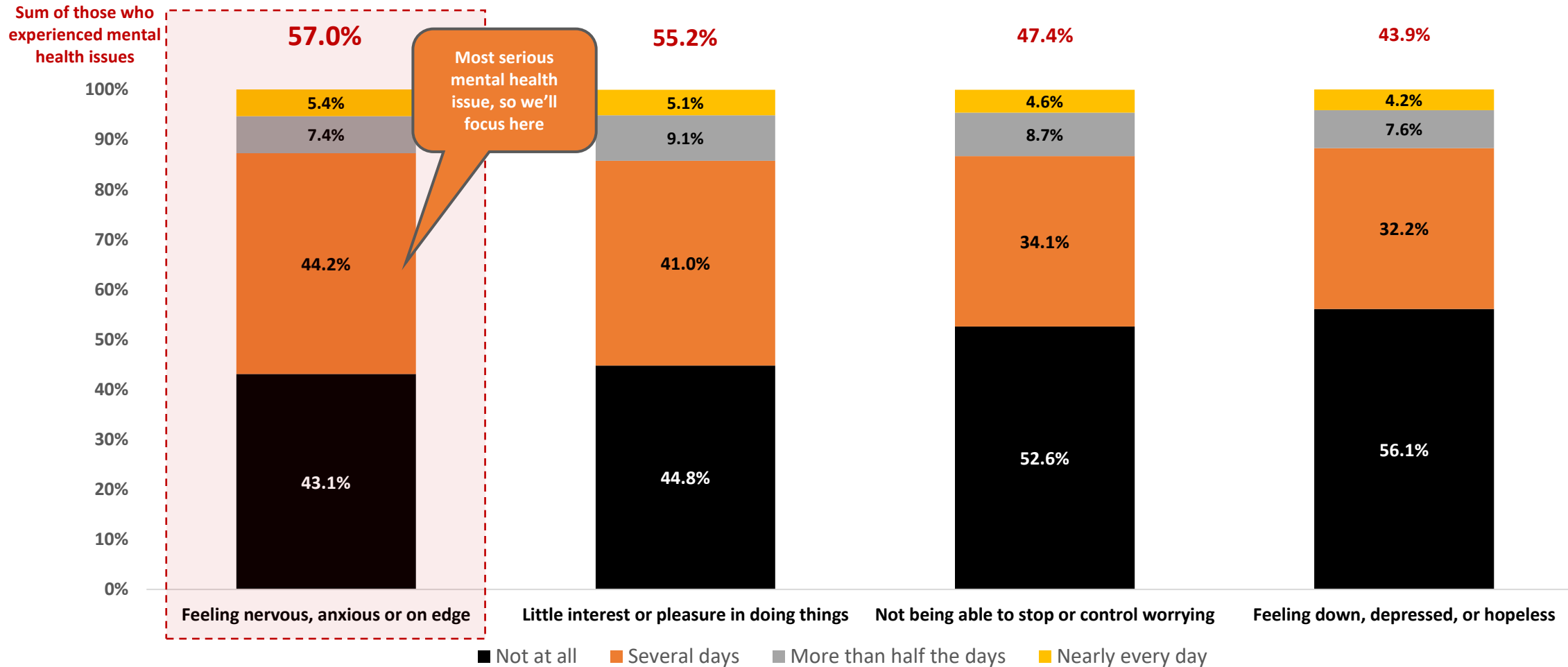
Among all Asians who experienced racial discrimination since COVID-19 outbreak in NZ, Chinese occupied near half of the cases (47.8%, n≈43,000) .

Distribution of People Who Experienced Racial Discrimination



Since lockdown, at least 43.9% of Asians have experienced some form of mental health distress. Nervousness and anxiety is the most widely experienced (57%), followed by little interest or pleasure in doing things, uncontrollable worrying, and feeling down or depressed.

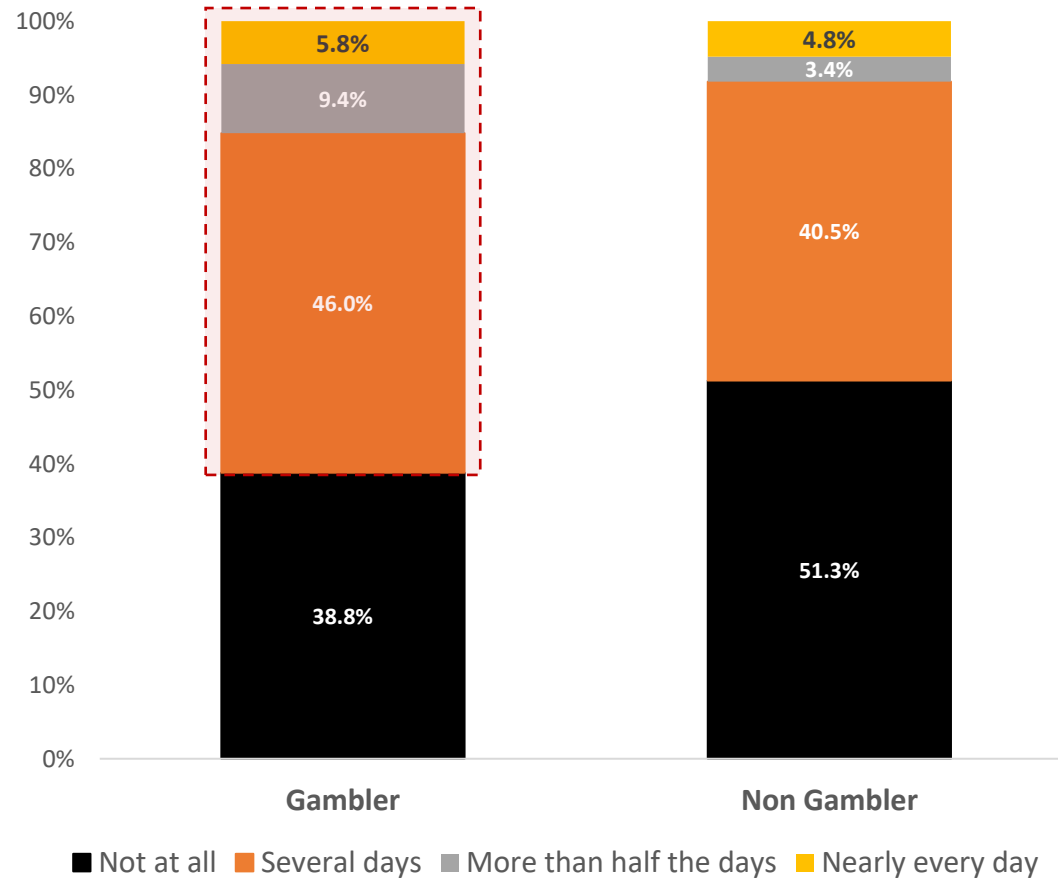
NZ Asian Mental Health Status Since COVID19 Lockdown



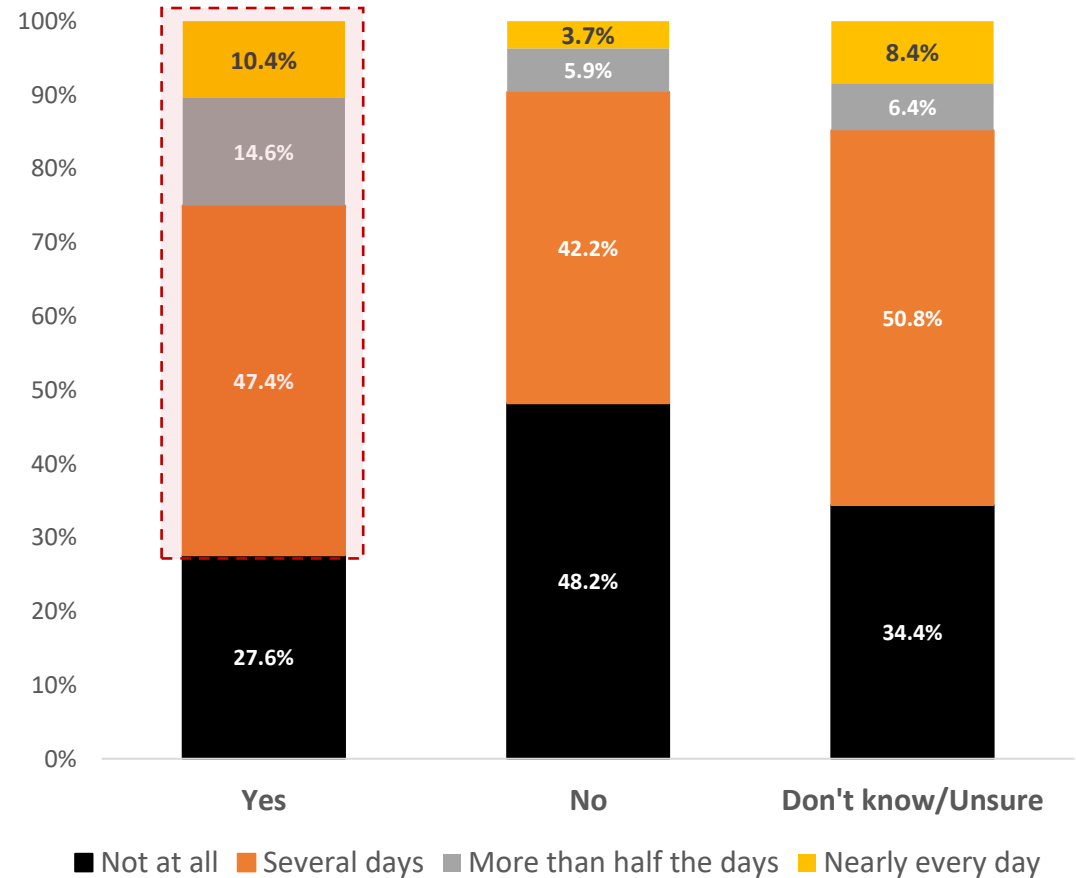
Note: 1. Q12. Since Level 4 lockdown, how often have you been bothered by the following problems? Feeling nervous, anxious or on edge/Not being able to stop or control worrying/Little interest or pleasure in doing things/Feeling down, depressed, or hopeless. Base: Total sample

Gamblers (61.2%) and victims of racial discrimination (72.4%) were more prone to experience serious mental health issues than those who were not. These significant differences clearly indicate the harm associated with gambling activities and racial discrimination.

Feeling nervous, anxious or on edge¹ by Gambling Status



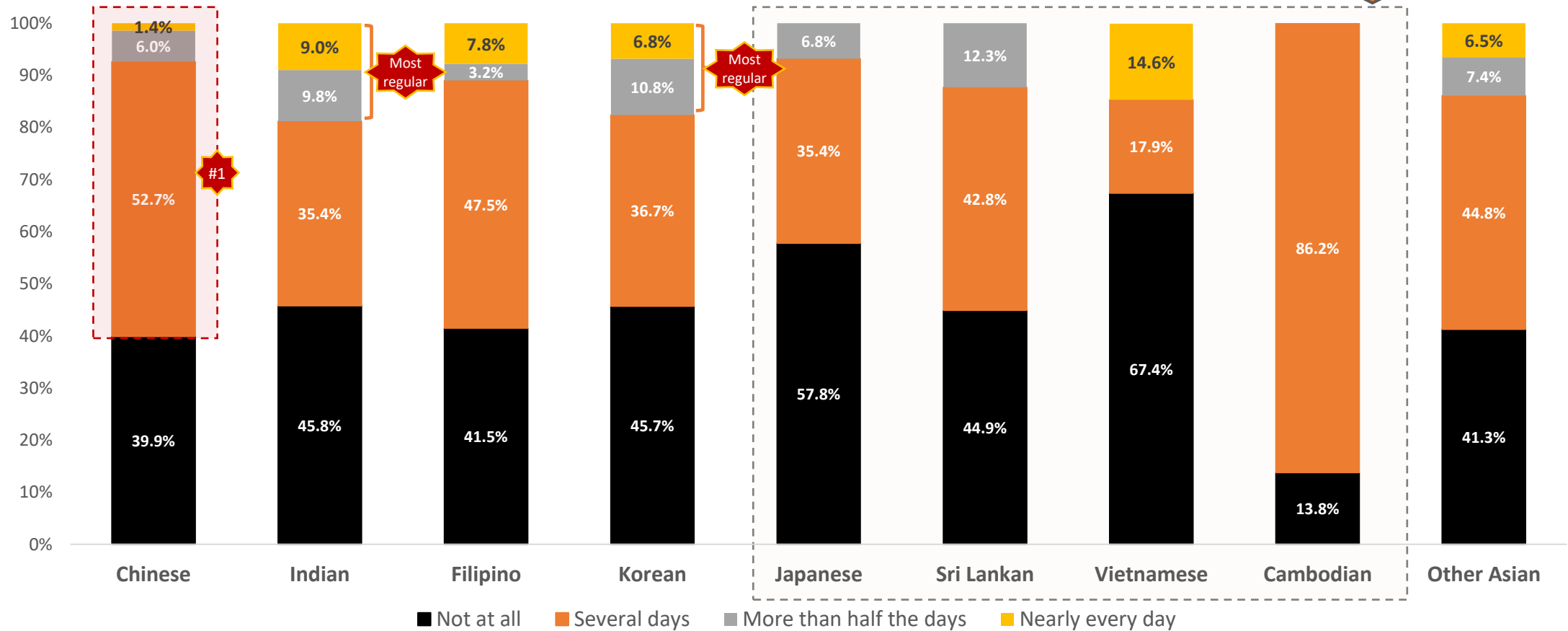
Feeling nervous, anxious or on edge¹ by Racial Discrimination



Chinese experience feeling nervousness or anxiety the most compared to other ethnicities. However those who experience it most regularly are reported amongst Indians and Koreans. Both Korean and Chinese were previously reported to experience racial discrimination the most.

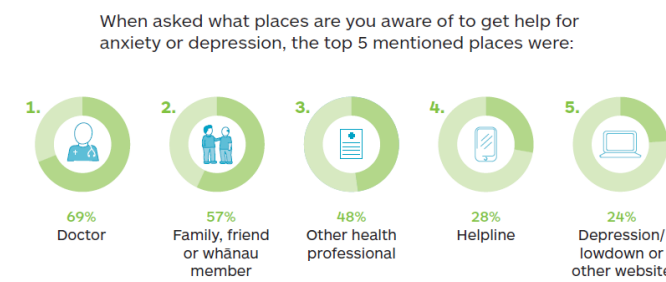
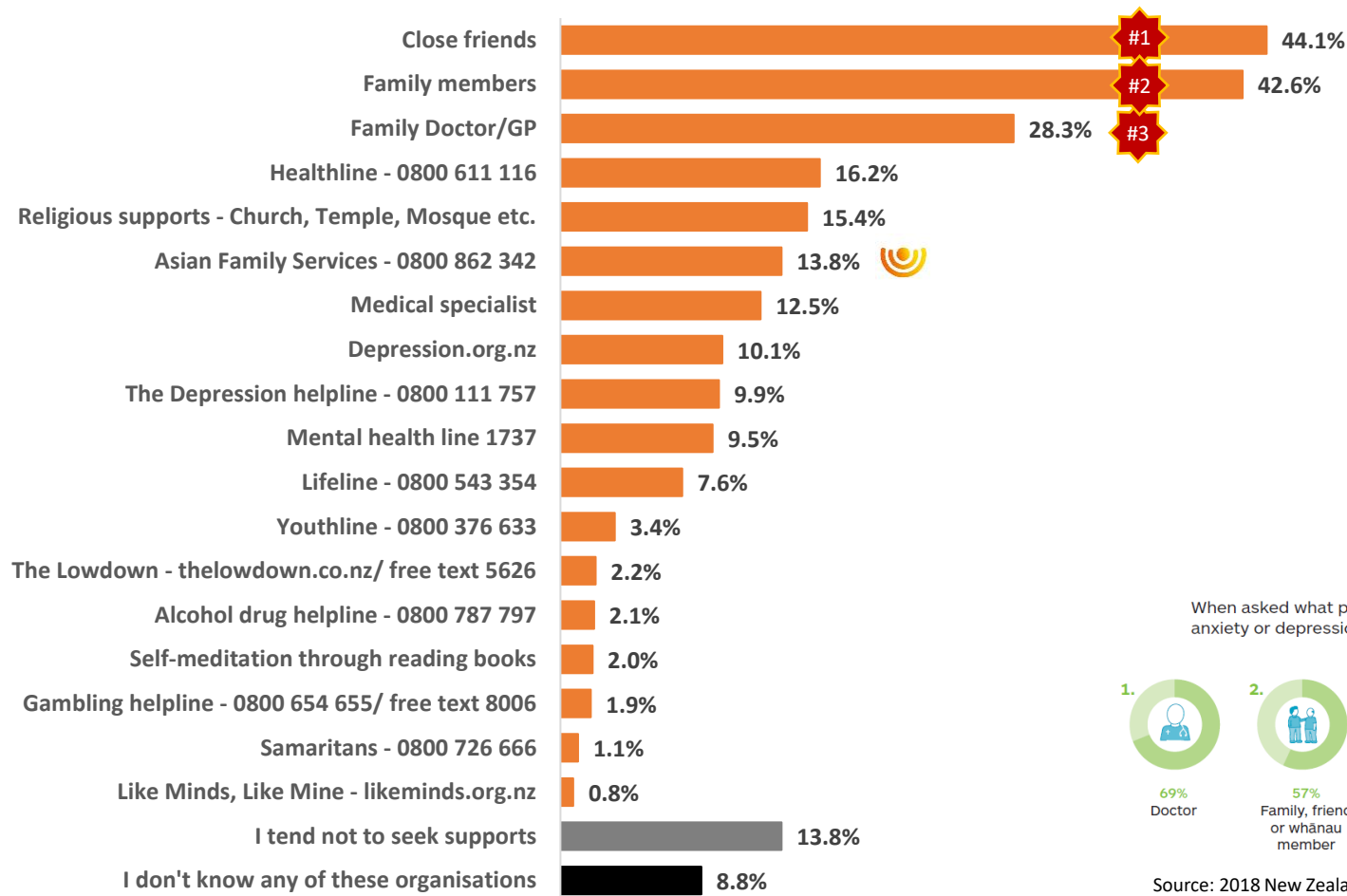
Feeling nervous, anxious or on edge¹ by Major Asian Ethnic Groups

Small sample size, interpret with caution



When it comes to seeking support for their mental health, Asians primarily seek help from close friends, family members, and their family doctor/GP. Overall, other forms of support services are sought out by 20% or less. When patterns are compared with national statistics (e.g., doctor - 69% & other health professionals - 48%), Asians are less likely to seek help from doctors and other health professional/organisations, hence more educational campaigns around professional mental health services are needed.

Ranking of Channel of Mental Health Supports in Asian Community¹



Source: 2018 New Zealand Mental Health Monitor

Note: 1. Q14. If you are experiencing any distress, anxiety, depression, addiction or other mental health related issues, where would you likely get help from? Base: Total sample

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 80 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 result was reported by more than 20 domestic and international mainstream media networks. The polling result was 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.**

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Chinese Immigrants Research Credentials

New Zealand Chinese Immigrants Research Panel
No.1 Chinese Consumer Insights in New Zealand

新西兰华裔调查研究数据库

Trace established 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 adults 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 University of Canterbury
- ❑ 2019 - Trace & Ipsos - Chinese Immigrants' Radio Listenership Survey
- ❑ 2019 - Trace & Reid - Chinese Immigrants' Political Poll
- ❑ 2020 - Trace & UoA - The impact of COVID-19 on Chinese Businesses in New Zealand
- ❑ 2020 - New Zealand Chinese Immigrants' Shopping Behaviour Survey
- ❑ 2020 - New Zealand Chinese Immigrants' Media Consumption Survey
- ❑ 2020 - New Zealand Chinese Immigrants' Retail Banking Customer Satisfaction Survey



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
2:04 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
ANNEKA CRISP
Last updated 10:01, April 19 2018

business headlines

- ANZ chief executive says bank is not ready for digital world
- China's ability to get into the global market is key to success
- Don't underestimate your smartphone
- How do you feel about the new NZ flag?
- Highly likely to be spent
- Land use change helped Kiwi get out of recession
- Preferable over apartment
- Old online user dominates
- Retention against credit card
- Accidents after road expansion
- Have choice for Northlanders

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
1:14pm, 22/08/2016

More than half of Chinese living in New Zealand feel unsafe: survey
Alexandra Nelson - 19:35, Aug 22 2016

CHINESE VOTERS

If an election was held tomorrow, who would you vote for?

Party	2016	2017
National	15.8%	14%
Labour	4.7%	11%
Green	3.6%	9.7%
Act	2%	2.4%
Other	0	1.1%
Other	0.5%	1.6%

How did you vote in 2014?

Source: WTVTrace Research poll. Sample: 1250 eligible Chinese voters. Margin of error: 2.8%