

# *New Zealand Asian Wellbeing & Mental Health Report 2021*

*- A snapshot survey*

*June 2021*

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

**86.5%** of Asians are satisfied with their life in New Zealand  
(mean score 7.5 out of 10)

**84.8%** of Asians felt the things they do in their life are worthwhile  
(mean score 7.5 out of 10)

**Ranking of Life Satisfaction by Ethnicity** (population distribution >3%)

**Filipino 8.0**

**Indian 7.9**

**Korean 7.8**

**Chinese 7.1**

**Average 7.5/10**  
All Asians

**44.4%** of Asians showed symptoms of depression, especially amongst younger Asians, **61.3%**  
(self-reported results according to Centre for Epidemiological Studies Depression Scale)

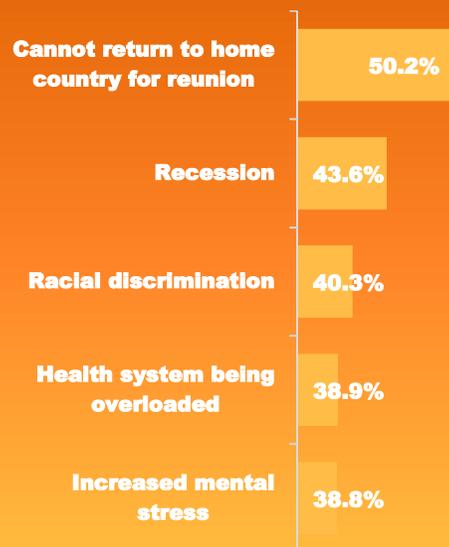
The stigma towards people with mental illnesses in New Zealand is a major cause for concern - **98.7%** of Asians believe the public hold negative stereotypes against people with mental illnesses

## New Zealand Asian Wellbeing & Mental Health Survey

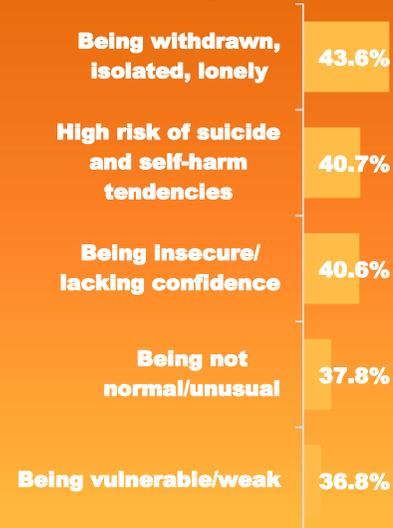
**2021**

**Asian Family Services**  
Together enriching lives

### Top 5 Concerns due to COVID-19



### Top 5 Expressions of Public Stigma Surrounding Mental Illnesses



Sample Size = 663 Asians in New Zealand (+/-3.8%)

### Top 6 Help Seeking Barriers



**47.9%** of Asians cannot access language and/or cultural support regularly when they use health services in New Zealand

### Needs for Language & Cultural Support



# Executive Summary

## Key Findings

### *Asian Wellbeing*

- ☺ Overall, Asians tend to be satisfied with their life in New Zealand as a whole (86.5%);
  - ☺ Across different ethnicities, Filipinos report the highest level of life satisfaction whilst Chinese report the lowest level of life satisfaction (although still reaching 80.2%);
  - ☺ Males are slightly more satisfied with their life in NZ as a whole, compared to Females. And those who are older (50+ years) are more satisfied than those who are younger (under 50 years of age);
  - ☺ Across regions, Asians living in Christchurch have the highest level of life satisfaction in New Zealand (92.3%). The lowest level of life satisfaction lies with the Rest of the North Island (73.0%);
- ☺ 84.8% of Asians feel the things they do in their life are worthwhile in New Zealand;
  - ☺ Filipinos report the highest level of life worthwhileness in New Zealand (91.1%), and the lowest is reported by Koreans (although levels still reach 79.9%);
  - ☺ Females report slightly higher levels of life worthwhileness in New Zealand compared to Males;
  - ☺ Across age, those 65+ report the highest level of life worthwhileness (96.1%). In contrast, those under 30 years report the lowest level of life worthwhileness;
  - ☺ Across the different regions, those living in Christchurch report the highest level of life worthwhileness (92.4%), closely following by those living in Wellington (90.4%);
  - ☺ In terms of the Total Asian Wellbeing Index, those who score higher than total levels tend to be Indian, Filipino, 65+ years, and those living in Wellington and Christchurch. In contrast, those who score lower than total levels tend to be Chinese, under 30 years, and those living in Hamilton and the Rest of the North Island;

### *Asian Mental Health*

- ☺ The top 3 symptoms of depression experienced by Asians 'all of the time' were feeling lonely (11.5%), feeling everything that they did was an effort (11.0%), and that their sleep was restless (8.8%), however levels all sit relatively low;
- ☺ In total, 44.4% of Asians are at risk of depression, Koreans are the most likely group to be at risk of depression, followed by Indians and Filipinos;
  - ☺ Females are only slightly more at risk of depression compared to Males;
  - ☺ Across age, those who are younger (under 30 years) have the highest risk of depression (61.3%) whilst those who are older (65+ years) have the lowest risk of depression (23.4%);
  - ☺ Across region, those living in Christchurch have the highest risk of depression (59.0%) followed by those living in Hamilton (57.0%), and the Rest of the North Island (50.7%);
- ☺ On average, Asians tend to worry about 4-5 issues as a result of Covid-19. The top 5 worries are (1) not being able to return to their home country for a reunion, (2) a recession, (3) racial discrimination, (4) the health system being overloaded, and (5) increased mental stress;
  - ☺ On average, Chinese, those aged 65+, and those living in Hamilton worry the most as a result of Covid-19, and Females worry more than Males.

# Executive Summary

## Key Findings

### *Asian Mental Health Stigma*

- ☺ 98.7% of Asians believe the public hold negative stereotypes against people with mental illnesses. On average, there are 4-5 expressions of public stigma surrounding mental illnesses. The top 5 are (1) being withdrawn, isolated, lonely, (2) high risk of suicide and self-harm tendencies, (3) being insecure/lacking confidence, (4) being not normal/unusual, and (5) being vulnerable/weak;
  - ☺ Across ethnicity, on average, Indians have the highest expressions of public stigma surrounding mental illness, in particular, they are more likely to report expressions of public stigma around being insecure/lacking confidence, being not normal/unusual, and being hopeless/useless;
  - ☺ Across gender, on average, Females have slightly more expressions of public stigma surrounding mental illnesses compared to Males. In particular, Females are more likely to report expressions of public stigma around high risk of suicide and self-harm tendencies, being hopeless/useless, being less worthy than normal people, and from a dysfunctional family;
  - ☺ Across age, on average, those aged 65+ express the most public stigma surrounding mental illnesses;
  - ☺ Across region, on average, those living in Wellington and the Rest of the South Island express the most public stigma surrounding mental illnesses;

### *Asian Mental Health Support*

- ☺ On average, Asians perceive 4-5 barriers for seeking mental health support in the Asian community. The top 5 are (1) lack of awareness of mental disorders, (2) limited knowledge of available services, (3) lack of language support or cultural support when accessing mental health services, (4) privacy, and (5) limited knowledge about mental health services and its effectiveness,
  - ☺ Across ethnicity, on average, Chinese perceive the most barriers for seeking mental health support in the Asian community;
- ☺ Overall, 47.9% of Asians have difficulty accessing language and/or cultural support regularly when using health services in New Zealand (i.e., ability to access support is sometimes - never). Filipinos have the most difficulty, followed by Chinese, then Korean;
- ☺ Females experience more difficulty accessing language and/or cultural support regularly than Males;
- ☺ On average, 2-3 language and/or cultural support areas are needed to encourage Asians to access New Zealand health services. The top 3 areas are (1) cultural and social support, (2) free interpreting services, and (3) culturally appropriate clinical services;
  - ☺ Across ethnicity, on average, Chinese report the highest number of language/cultural support areas needed to access New Zealand's health services. In particular, Chinese are more likely to say they need language/cultural support around free interpreting services, culturally appropriate clinical services, culturally appropriate psychological intervention services, translated health resources, and ongoing updates on health-related articles via ethnic social media.

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# Section 1

## Introduction & Methodology

## Introduction – Research Background & Purpose:

- ☺ Understanding Asians' wellbeing and mental health are pivotal for Asian mental health and wellbeing service providers to formulate targeted solutions, services, and strategies;
- ☺ Since the outbreak of COVID-19, the Asian communities living in New Zealand have experienced tremendous difficulties and challenges, which have led to stress, anxiety, and other mental health and social wellbeing issues. Asian Family Services (AFS) is an NGO service provider for Asians who have been affected by mental health issues and gambling harm. Our frontline clinicians working with diverse Asian communities have seen how high stress, anxiety, and isolation resulting from the pandemic, are taking a toll on Asians' mental health;
- ☺ Furthermore, AFS is witnessing more diverse family distress, mental health, and social care needs of our Asian clients. For instance, The Asian Helpline, AFS's telephone counselling service offered in seven Asian languages, recorded a 150% surge in the number of calls, whilst mental health counselling sessions for our Asian clients saw a 138% surge from May to July 2020;
- ☺ For almost two decades, no new research systematically taps into Asians' wellbeing and mental health in New Zealand. The last nationwide Asian mental health research was carried out in 2002;
- ☺ The purpose of this project is to explore Asians' mental wellbeing, their help-seeking behaviours around mental health, as well as correlate social and cultural issues, especially in the latter stages of COVID-19, and investigate how the pandemic has impacted Asians' mental wellbeing.

## 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 based only 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. Therefore, an online survey is the most appropriate and effective method to reach the population of interest.;
- ☺ The questionnaire used in this research was developed by Trace Research in collaboration with 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 judged to be low risk; therefore was approved for a field study by Asian Family Services. Participants gave written informed consent to participate electronically before the online survey;
- ☺ Data for this report was independently collected by Trace Research Ltd between the 15<sup>th</sup> of April and the 7<sup>th</sup> of May 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 results of this study are based on a sample of **663** Asians who currently live in New Zealand. They are spread across 17 regions in New Zealand but originally come from more than 15 Asian countries. The margin of error is  $\pm 3.8\%$  at the 95% confidence interval. A full sample composition breakdown is provided in the following slide.

## Sample Composition

Gender	%	Count
Male	49.3%	327
Female	50.7%	336
<b>Total</b>	<b>100.0%</b>	<b>663</b>

Ethnicity <sup>1</sup>	%	Count
Chinese	34.7%	230
Indian	33.5%	222
Filipino	10.2%	67
Korean	5.0%	33
Japanese	2.5%	17
Sri Lankan	2.4%	16
Vietnamese	1.4%	9
Cambodian	1.4%	9
Other Asian	9.1%	60
<b>Total</b>	<b>100.0%</b>	<b>663</b>

Age Groups	%	Count
18-29 years	33.4%	221
30-49 years	35.1%	233
50-64 years	23.4%	155
65 years +	8.1%	53
<b>Total</b>	<b>100.0%</b>	<b>663</b>

Location	%	Count
Northland Region	0.6%	4
Auckland Region	65.0%	431
Waikato Region - Hamilton	3.4%	23
Waikato Region - other	1.0%	7
Bay of Plenty Region	3.0%	20
Hawke's Bay Region	0.4%	3
Taranaki Region	0.4%	3
Manawatu-Wanganui Region	1.9%	13
Wellington Region	7.7%	51
Tasman Region	0.1%	1
Marlborough Region	0.1%	1
Canterbury Region - Christchurch	12.4%	82
Canterbury Region - other	1.0%	7
Otago Region - Dunedin	1.4%	9
Otago Region - Queenstown	0.3%	2
Otago Region - other	0.2%	1
Southland Region	1.1%	7
<b>Total</b>	<b>100.0%</b>	<b>663</b>

Job Status	%	Count
Retired	8.1%	54
Student	9.1%	60
Unemployed	3.8%	26
Homemaker	8.8%	58
Self-employed	8.7%	58
Full-time employed	50.5%	335
Part-time employed	11.0%	73
<b>Total</b>	<b>100.0%</b>	<b>663</b>

# Section 2

## Asian Wellbeing

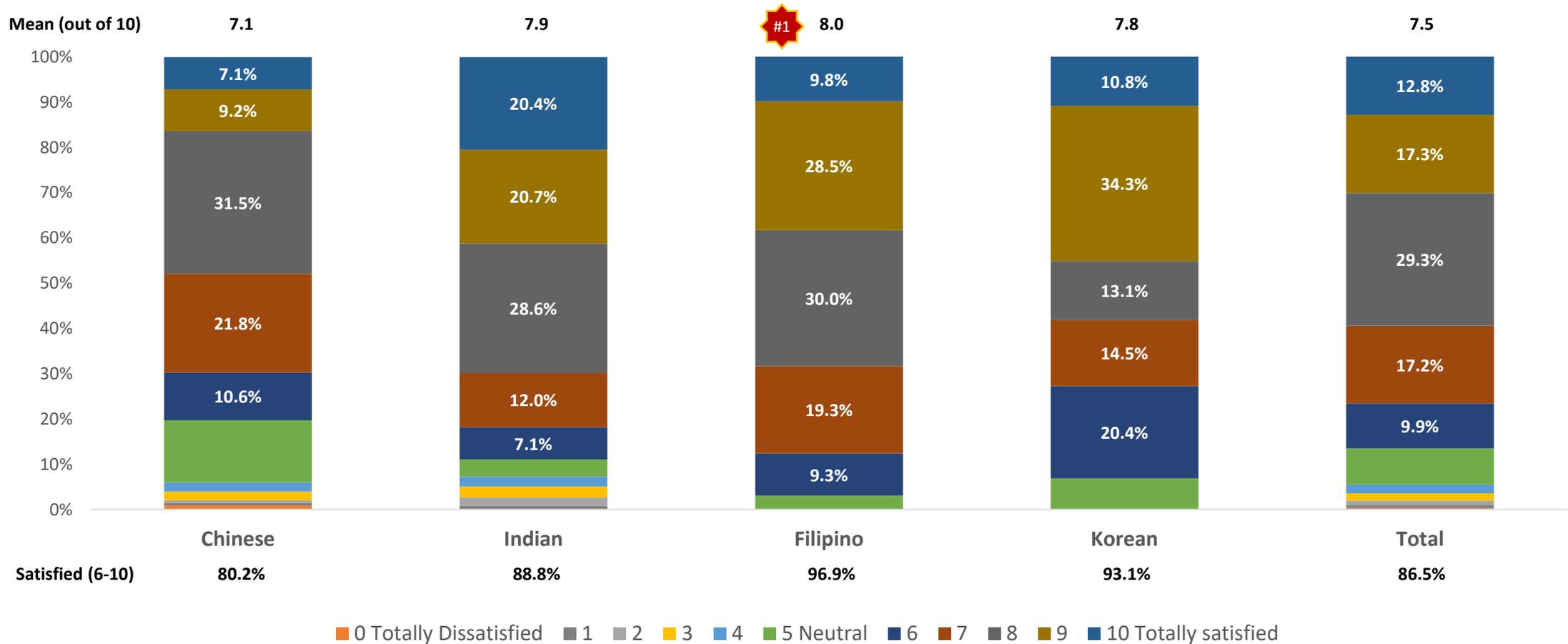
# Section 2.1

## Asian Wellbeing

Satisfaction of Life in New Zealand

Overall, Asians tend to be satisfied with their life in New Zealand as a whole (86.5%). Across different ethnicities, Filipinos report the highest level of life satisfaction whilst Chinese report the lowest level of life satisfaction (although still reaching 80.2%).

### Life Satisfaction in New Zealand<sup>1</sup>

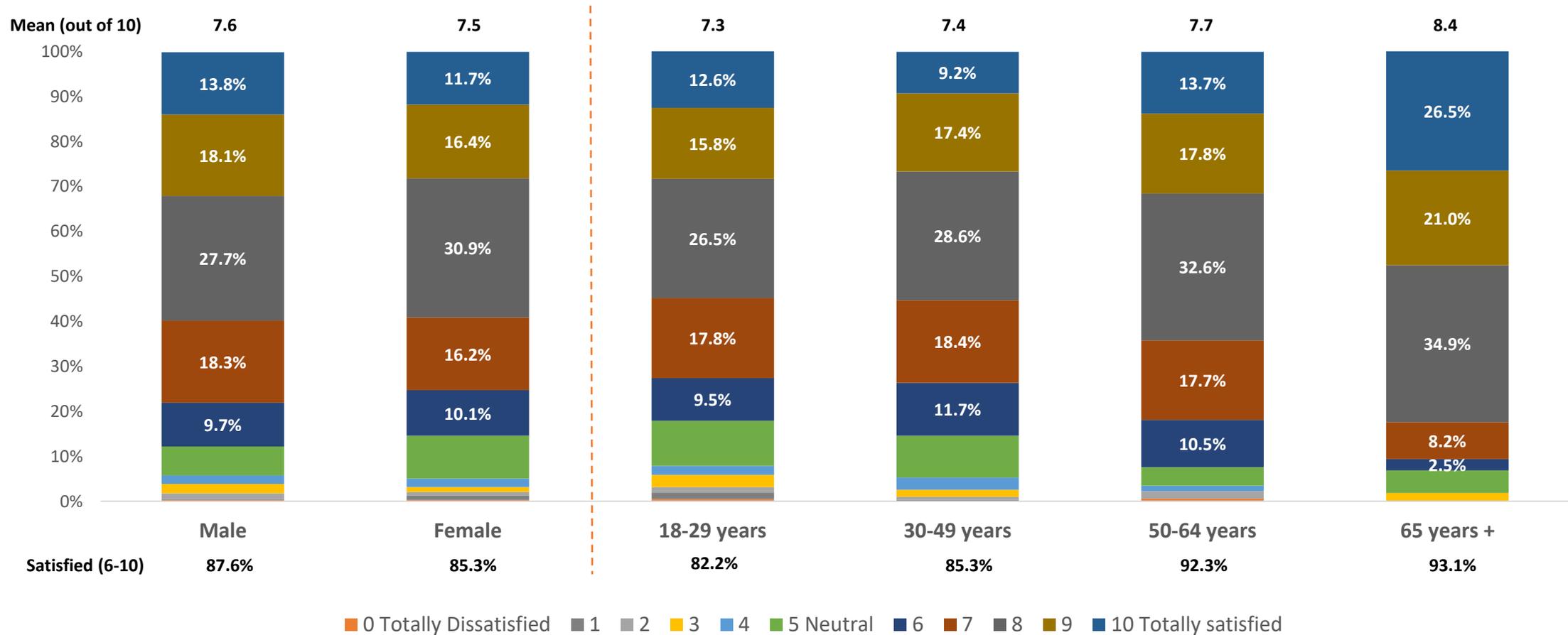


Note 1: Q6. Overall, how satisfied are you with your life in New Zealand as a whole these days? Please rate from 0 to 10, where 0 = "Totally Dissatisfied," and 5 = "Neutral," and 10 = "Totally satisfied."

Base: Total sample \*ethnic groups with sample size <30 have been excluded from reporting

Males are slightly more satisfied with their life in New Zealand as a whole compared to Females. Moreover, those who are older (50+ years) are more satisfied than those who are younger (under 50 years of age).

### Life Satisfaction in New Zealand<sup>1</sup> by Gender | Age

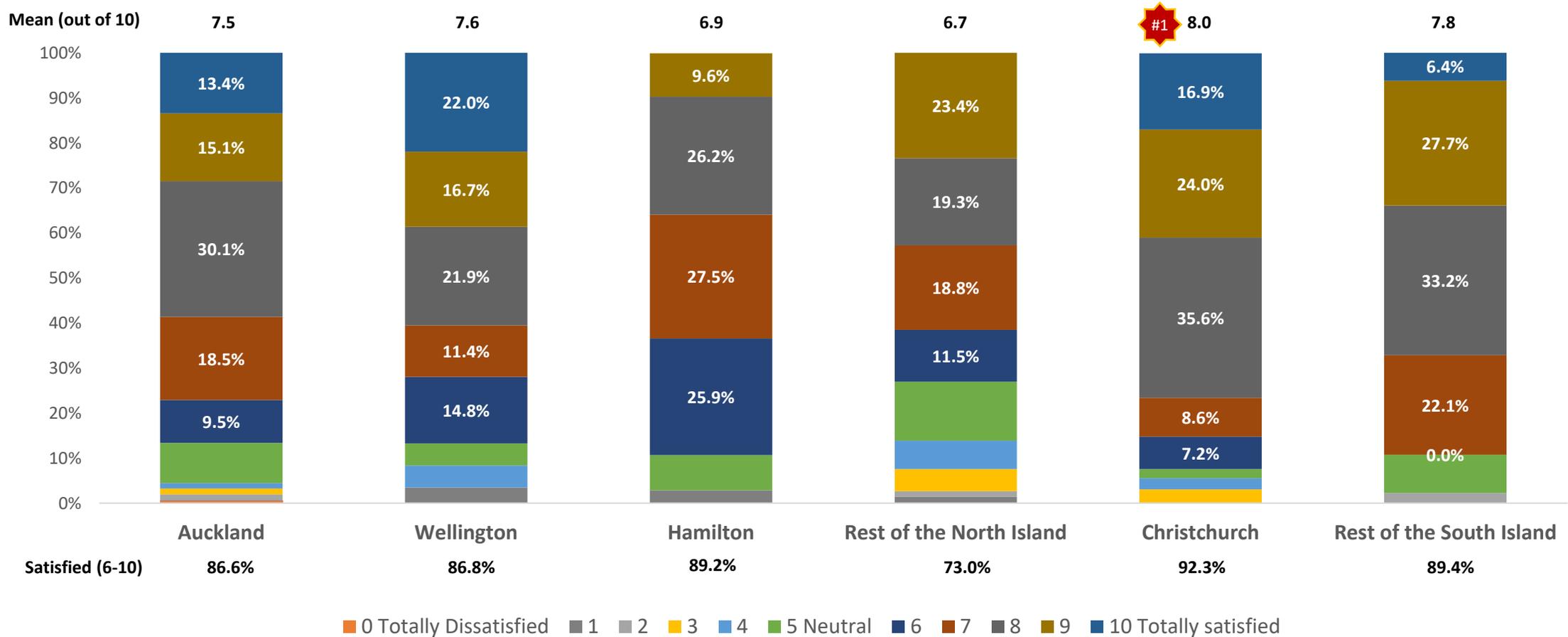


Note 1: Q6. Overall, how satisfied are you with your life in New Zealand as a whole these days? Please rate from 0 to 10, where 0 = "Totally Dissatisfied," and 5 = "Neutral," and 10 = "Totally satisfied."

Base: Total sample

Across the different regions, Asians living in Christchurch have the highest level of life satisfaction in New Zealand (92.3%). The lowest level of life satisfaction lies with those living in the Rest of the North Island (73.0%).

## Life Satisfaction in New Zealand<sup>1</sup> by Region



Note 1: Q6. Overall, how satisfied are you with your life in New Zealand as a whole these days? Please rate from 0 to 10, where 0 = "Totally Dissatisfied," and 5 = "Neutral," and 10 = "Totally satisfied."

Base: Total sample

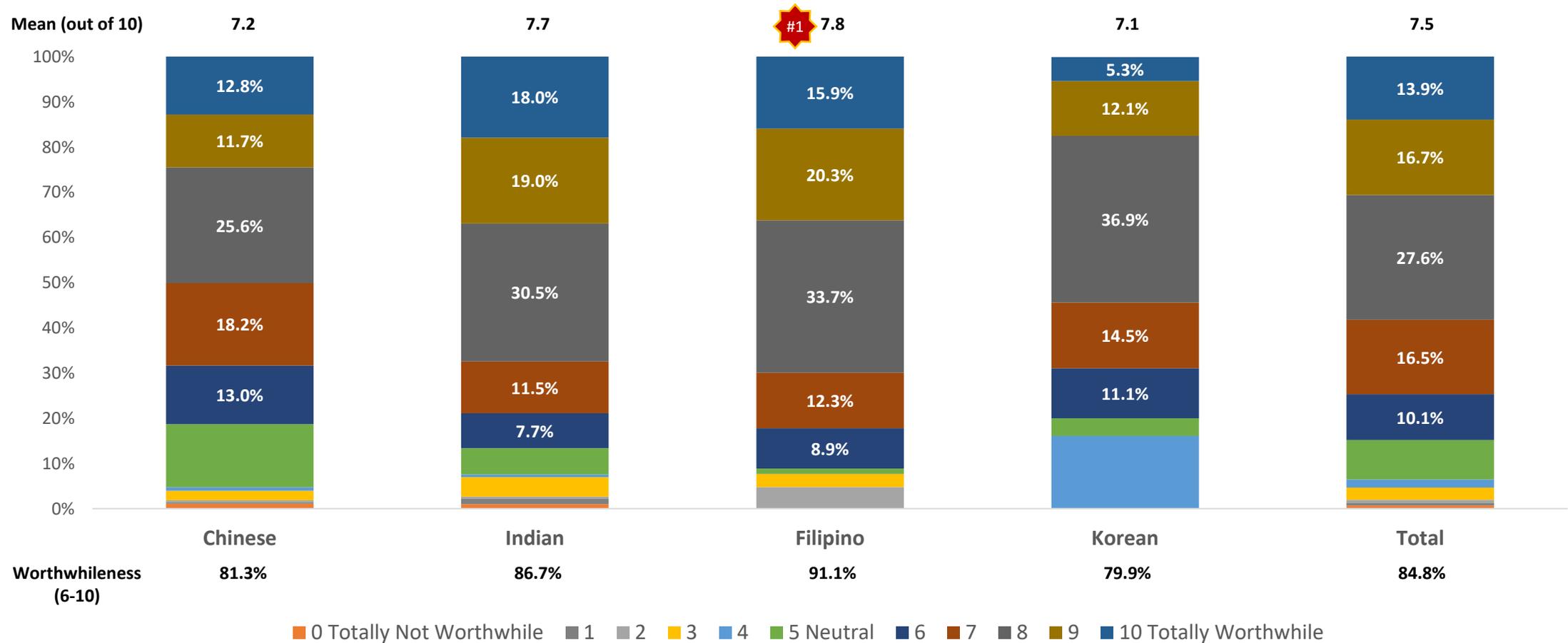
# Section 2.2

## Asian Wellbeing

Worthwhileness

84.8% of Asians feel the things they do in their lives are worthwhile in New Zealand. Filipinos report the highest level of life worthwhileness in New Zealand (91.1%), and the lowest is reported by Koreans (although levels still reach 79.9%).

### Life Worthwhileness in New Zealand<sup>1</sup>

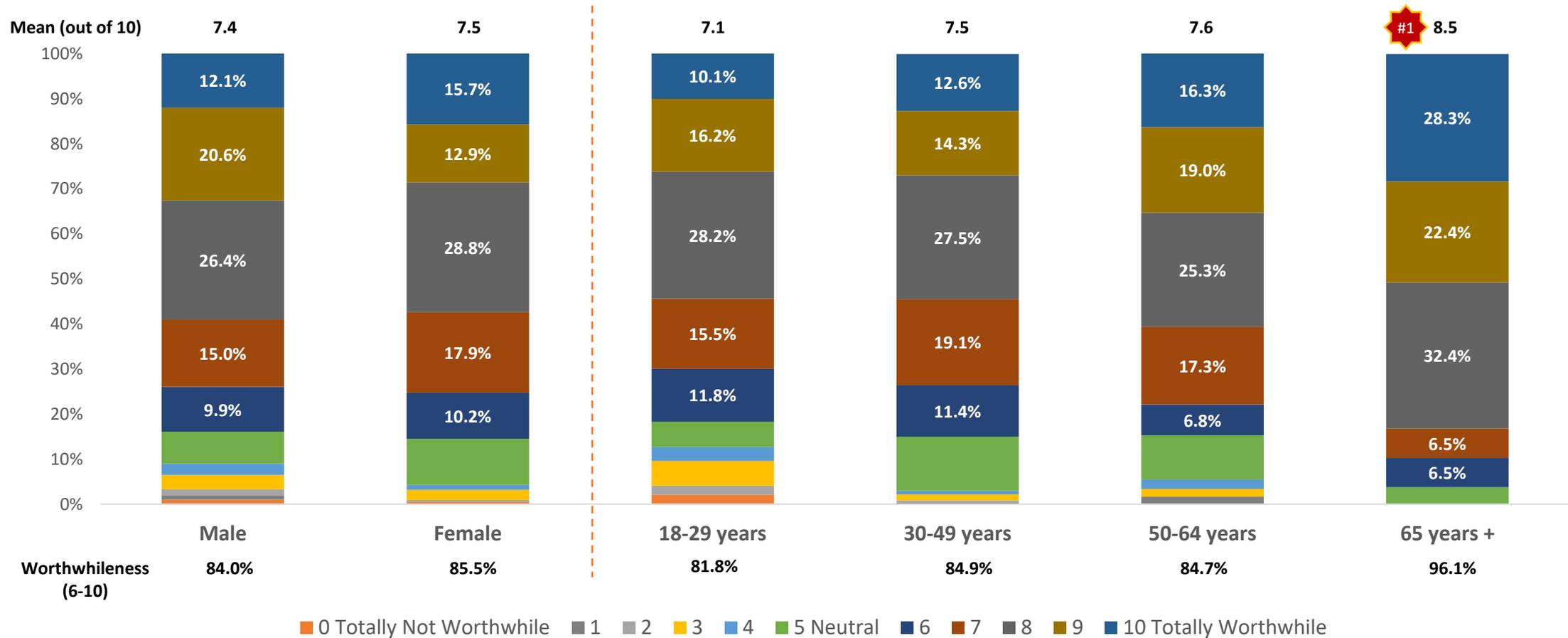


Note 1: Q7. Overall, to what extent do you feel the things you do in your life are worthwhile in New Zealand? Please rate from 0 to 10, where 0 = “Totally Not Worthwhile,” and 5 = “Neutral,” and 10 = “Totally Worthwhile.”

Base: Total sample \*ethnic groups with sample size <30 have been excluded from reporting

Females report slightly higher levels of life worthwhileness in New Zealand compared to Males. Across age, those 65+ report the highest level of life worthwhileness (96.1%). In contrast, those under 30 years report the lowest level of life worthwhileness.

### Life Worthwhileness in New Zealand<sup>1</sup> by Gender | Age

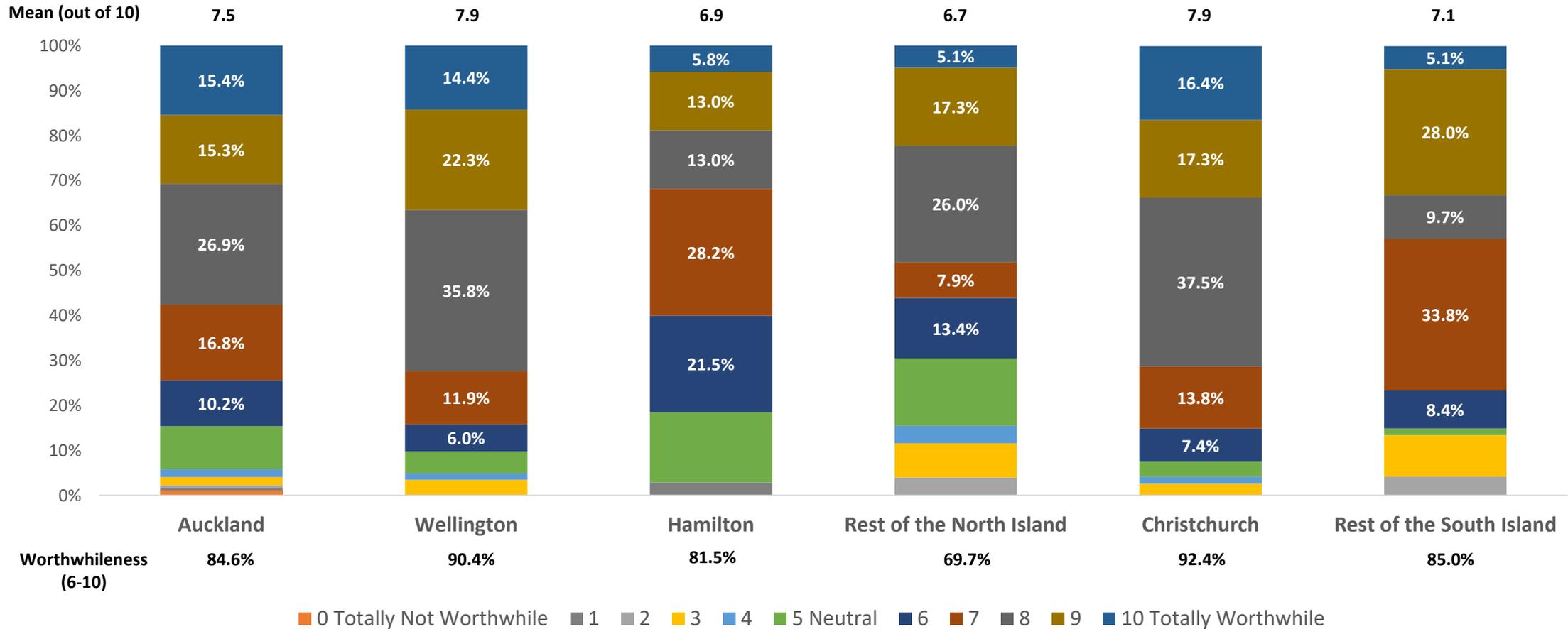


Note 1: Q7. Overall, to what extent do you feel the things you do in your life are worthwhile in New Zealand? Please rate from 0 to 10, where 0 = "Totally Not Worthwhile," and 5 = "Neutral," and 10 = "Totally Worthwhile."

Base: Total sample

Across the different regions, those living in Christchurch reported the highest level of life worthwhileness (92.4%), closely following by those living in Wellington (90.4%). Those living in the Rest of the North Island report the lowest life worth (69.7%).

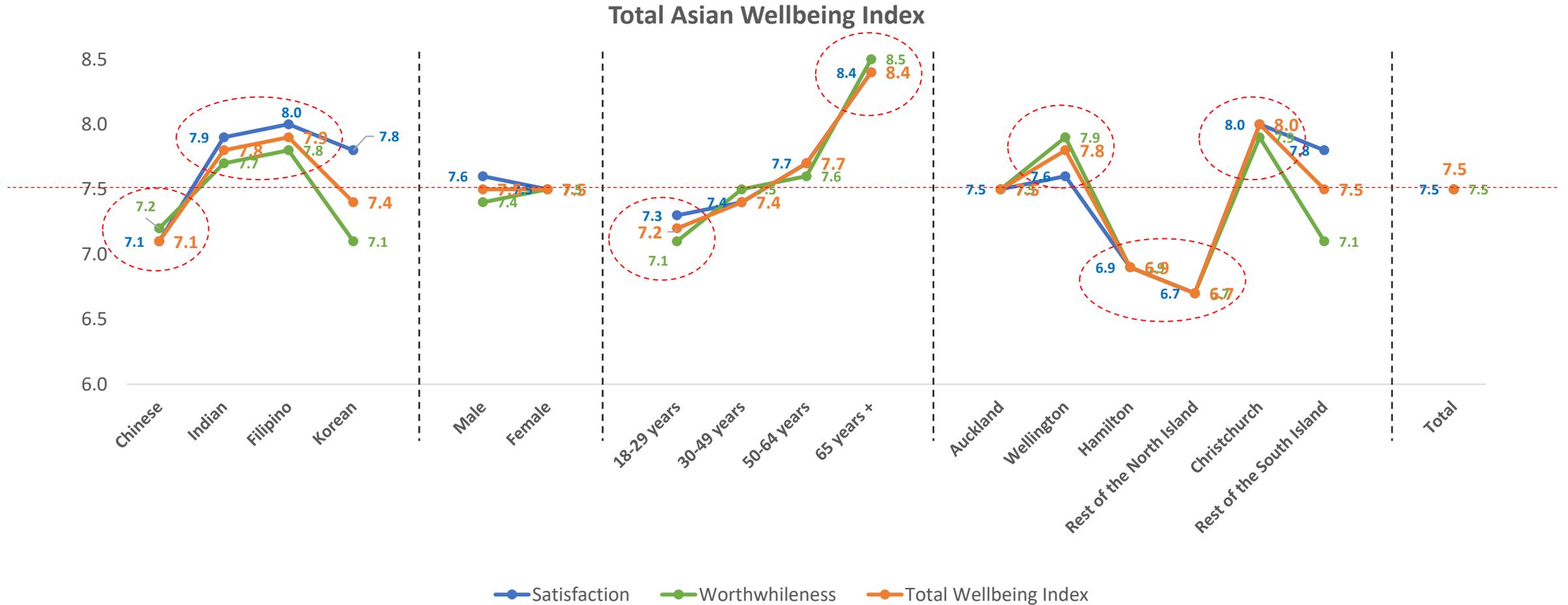
## Life Worthwhileness in New Zealand<sup>1</sup> by Region



Note 1: Q7. Overall, to what extent do you feel the things you do in your life are worthwhile in New Zealand? Please rate from 0 to 10, where 0 = "Totally Not Worthwhile," and 5 = "Neutral," and 10 = "Totally Worthwhile."

Base: Total sample

Regarding the Total Asian Wellbeing Index, those who score higher than total levels tend to be Indian, Filipino, 65+ years, and those living in Wellington and Christchurch. In contrast, those who score lower than total levels tend to be Chinese, under 30 years, and those living in Hamilton and the Rest of the North Island.



# Section 3

## Asian Mental Health

# Section 3.1

## Asian Mental Health

Depression

The top 3 symptoms of depression experienced by Asians ‘all of the time’ were feeling lonely (11.5%), feeling everything that I did was an effort (11.0%), and that their sleep was restless (8.8%); however, levels all sit relatively low.

**Centre for Epidemiological Studies Depression (CES-D10) (Radloff 1977)**

This research adopted a short, 10-item version of the Centre for Epidemiological Studies Depression (CES-D) scale (see scale items on the right) to measure Asians’ feelings in response to the COVID-19 outbreak in New Zealand. This measure has been used extensively in general patient and older adult populations. All questions include four response categories (0–3). There are eight items that measure symptoms of depression frequency and two that measure positive affect, and that are reverse coded to fit the measurement scale model. The CES-D10 scale produces a continuous score that dichotomizes at eight points (equivalent to the full CES-D of 16 points) for classifying subjects with clinically relevant symptoms of depression.

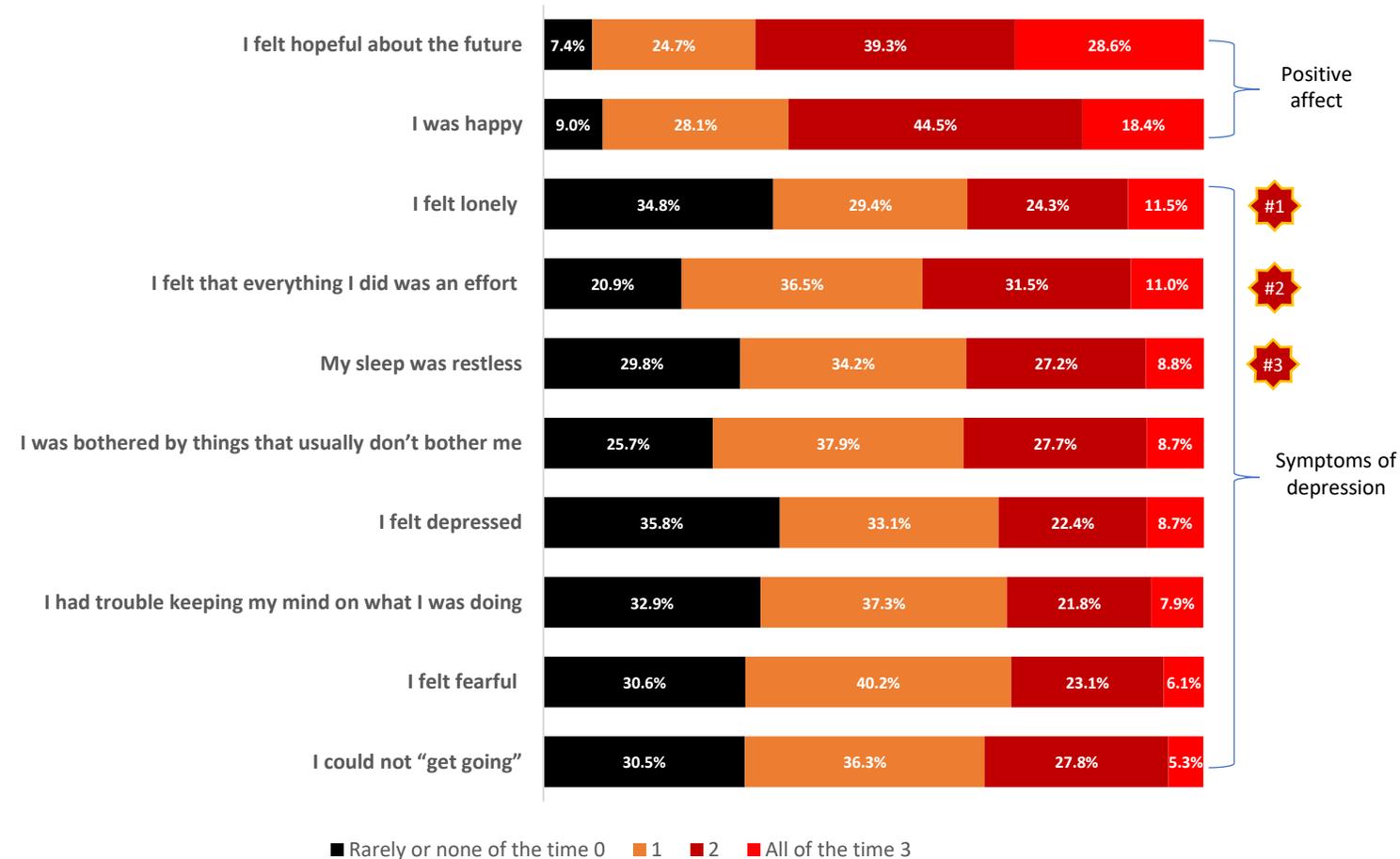
The main purpose of this research is to **categorise the Asian population based on depressive symptoms**, therefore detailed statistical procedures are not included in this report. Please be aware that the CES-D10 scale is better suited as a screening tool rather than a diagnostic instrument.

**Interpretation of cutoff score**

- 0-9: no significant depressive symptoms
- 10-15: at risk of depression
- 16 and over: at high risk of depression

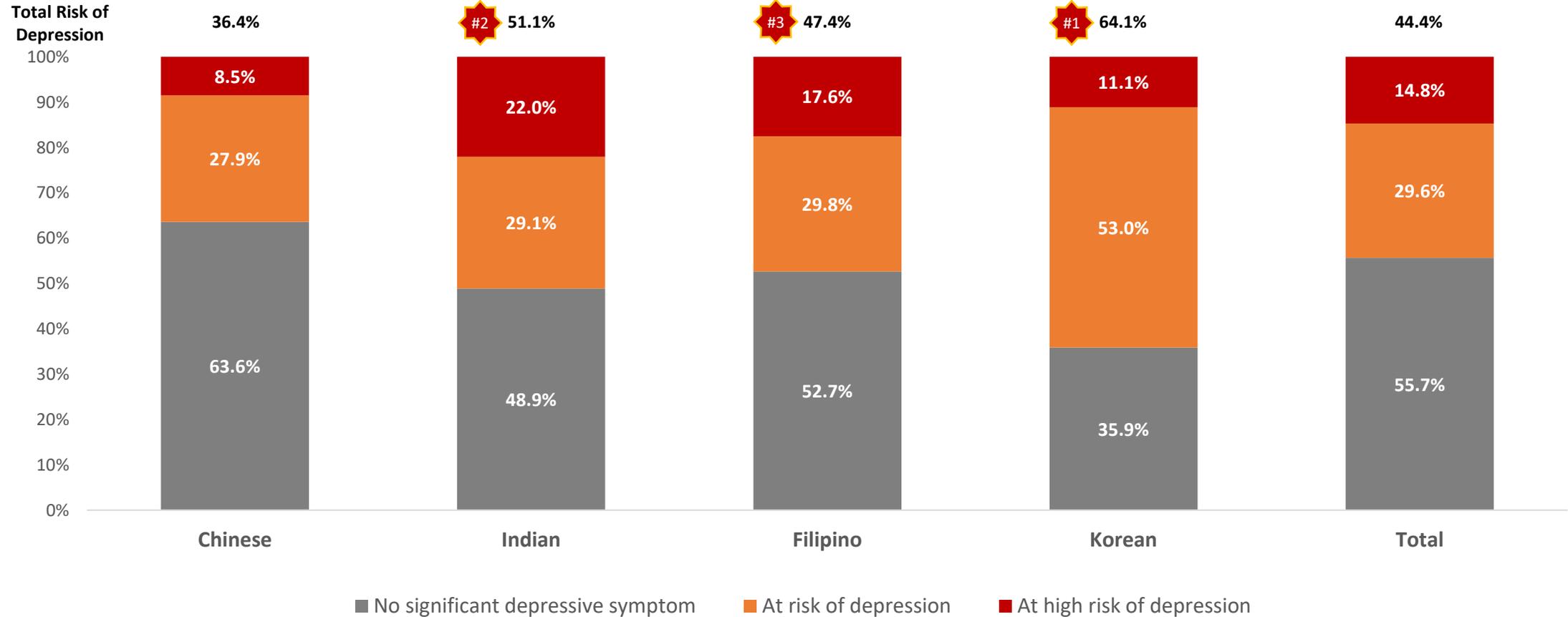


**Overall response of CES-D10 scale among Asians**



In total, 44.4% of Asians are at risk of depression. Koreans are the most likely group to be at risk of depression, followed by Indians and Filipinos. In contrast, Chinese are the least likely group to be at risk of depression.

### Risk of depression due to COVID-19 amongst Asians in New Zealand<sup>1</sup>

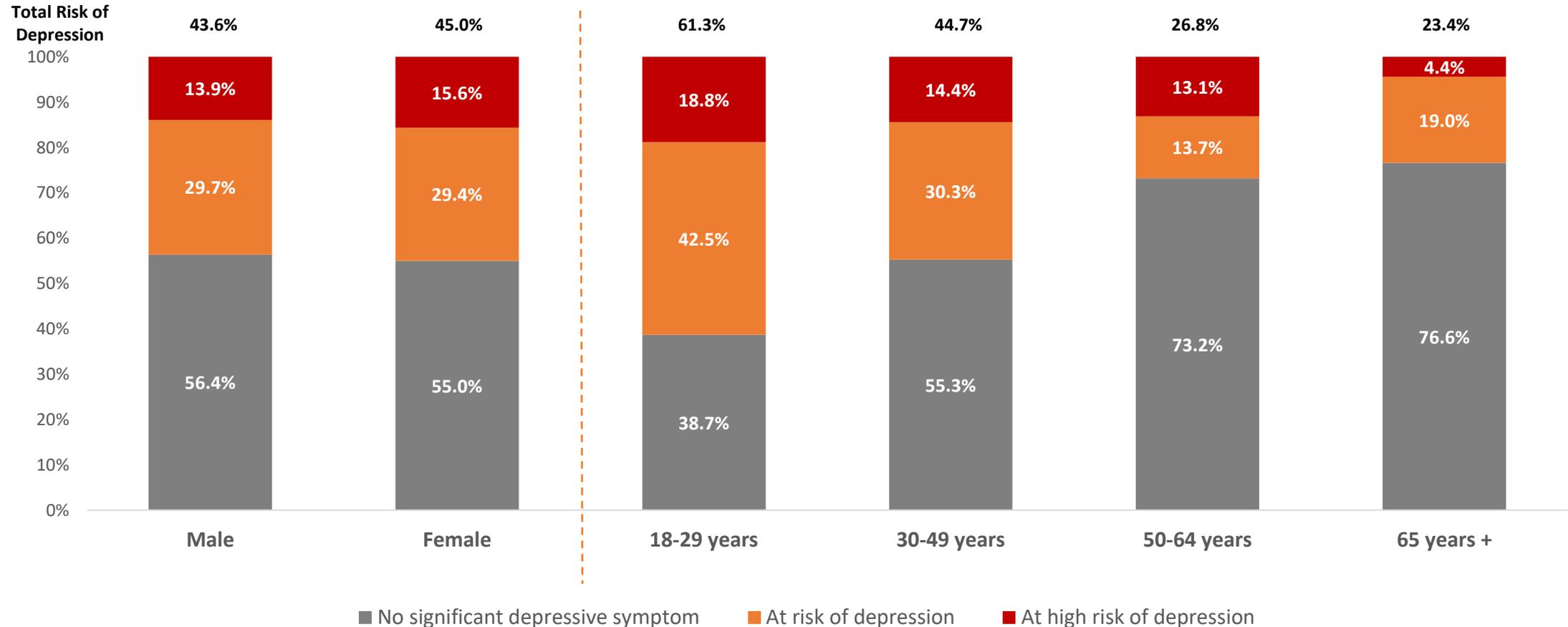


Note 1: Q8. Below is a list of the ways you might have felt or behaved during the pandemic. Please tell us how often you have felt this way since the outbreak of COVID-19 in New Zealand. Please rate from 0 to 3, where 0 = “rarely or none of the time”, and 3 = “all of the time.”

Base: Total sample \*ethnic groups with sample size <30 have been excluded from reporting

Females are only slightly more at risk of depression compared to Males. Across age, those who are younger (under 30 years) have the highest risk of depression (61.3%), whilst those who are older (65+ years) have the lowest risk of depression (23.4%).

### Risk of depression due to COVID-19 amongst Asians in New Zealand<sup>1</sup> by Gender | Age

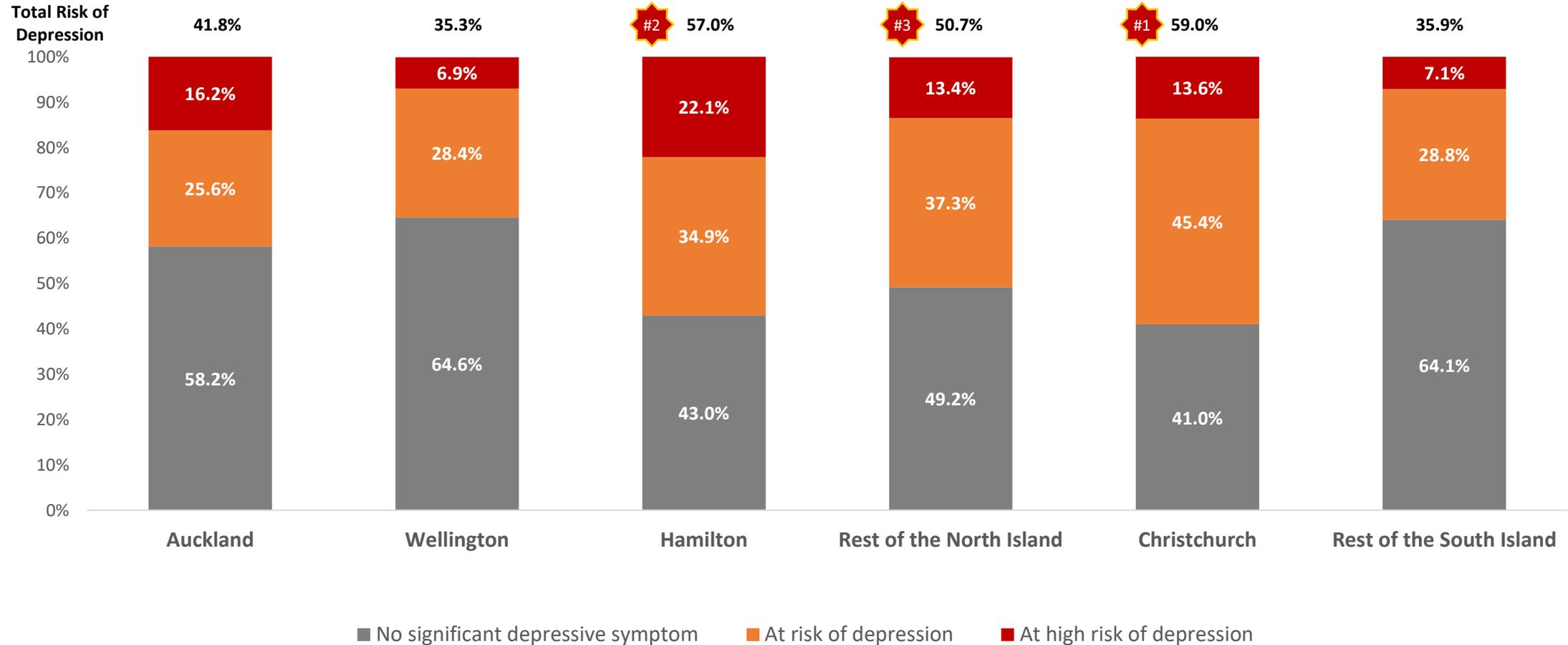


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Base: Total sample

Across regions, those living in Christchurch have the highest risk of depression (59.0%), followed by those living in Hamilton (57.0%) and the Rest of the North Island (50.7%). Those living in Wellington have the lowest level of risk (35.3%).

### Risk of depression due to COVID-19 amongst Asians in New Zealand<sup>1</sup> by Region



Note 1: Q8. Below is a list of the ways you might have felt or behaved during the pandemic. Please tell us how often you have felt this way since the outbreak of COVID-19 in New Zealand. Please rate from 0 to 3, where 0 = “rarely or none of the time”, and 3 = “all of the time.”

Base: Total sample

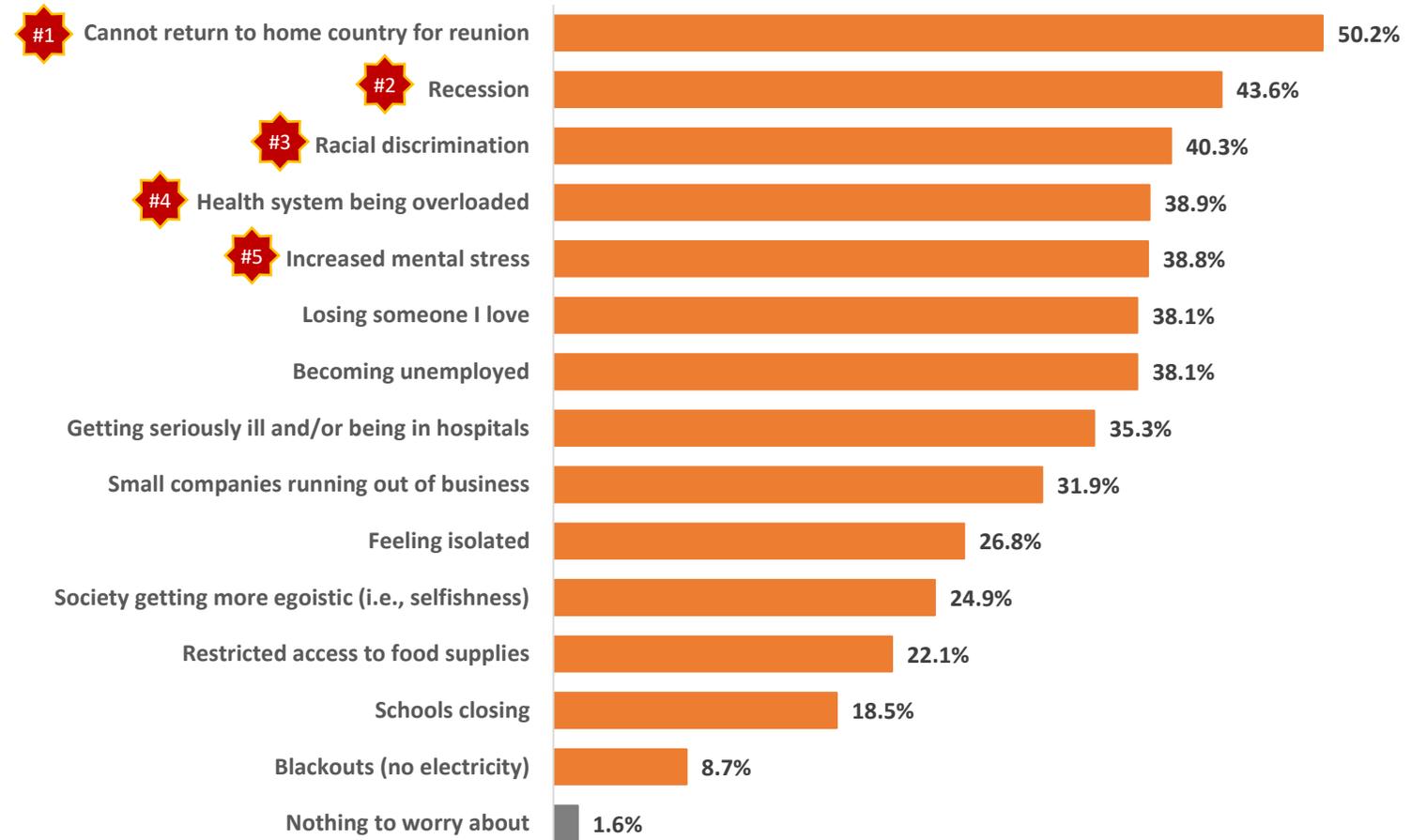
# Section 3.2

## Asian Mental Health

Impact of COVID-19

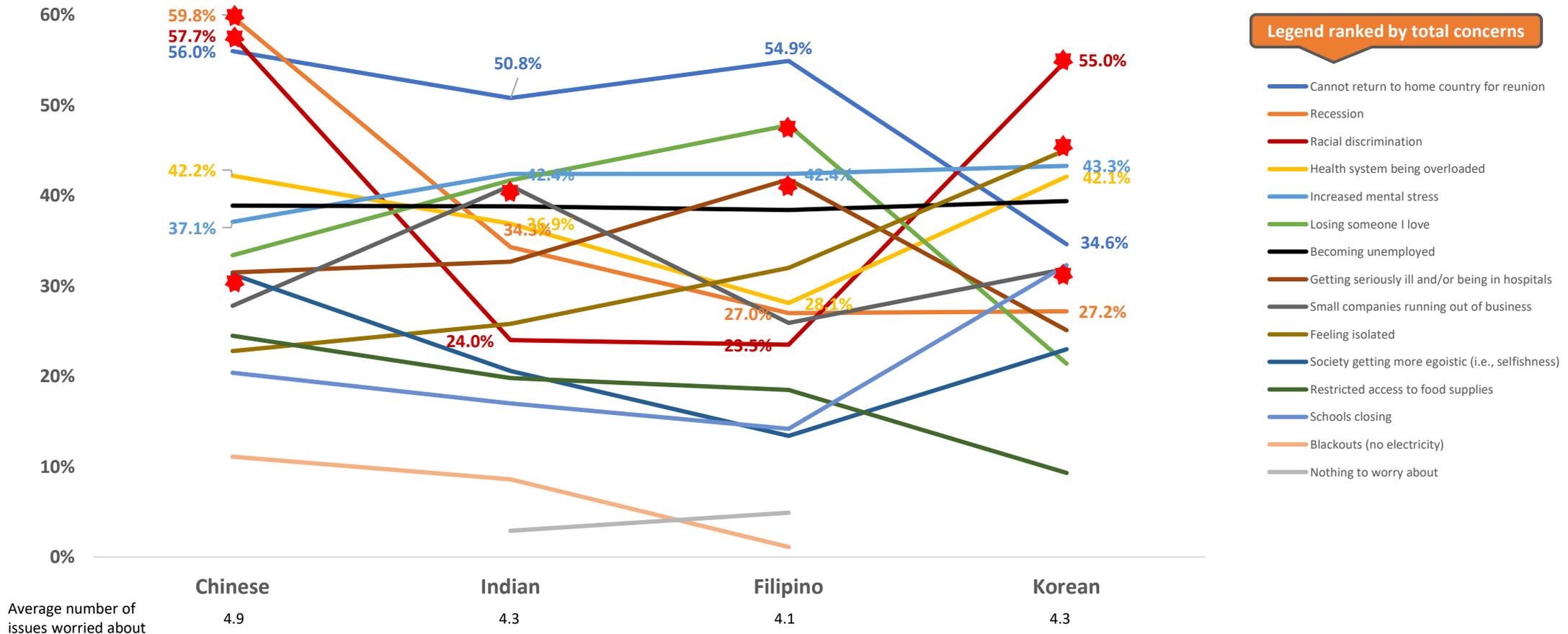
On average, Asians tend to worry about 4-5 issues as a result of Covid-19. The top 5 worries are (1) not being able to return to their home country for a reunion, (2) a recession, (3) racial discrimination, (4) the health system being overloaded, and (5) increased mental stress.

### Ranking of concerns due to the impact of COVID-19<sup>1</sup>



On average, Chinese worry the most as a result of Covid-19. In particular, Chinese are more likely to worry about a recession, racial discrimination, and society getting more egoistic. Indians are more likely to worry about small companies running out of business. Filipinos are more likely to worry about losing someone they love and getting seriously ill. Koreans are more likely to worry about racial discrimination, feeling isolated, and schools closing.

Concerns due to the impact of COVID-19<sup>1</sup> by Major Asian Ethnic Groups



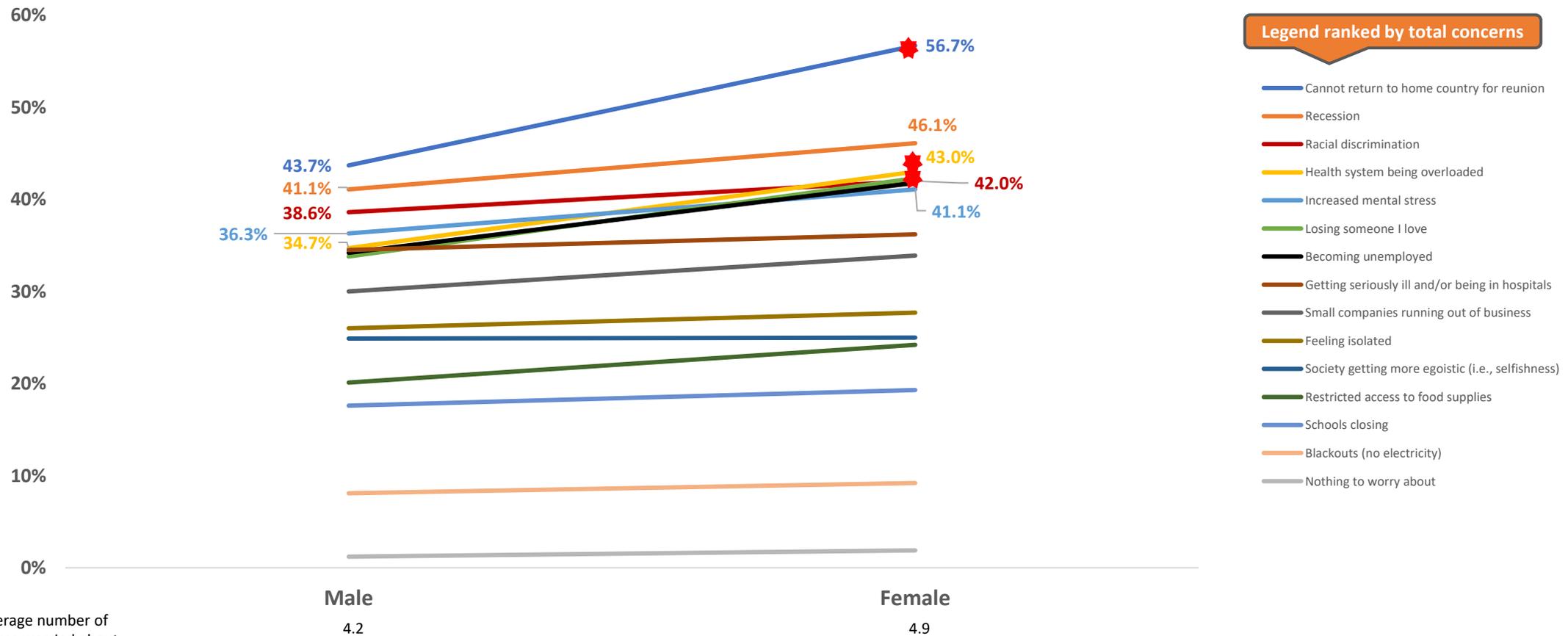
Average number of issues worried about



Note 1: Q9. What do you worry about due to the impact of COVID-19?  
 Base: Total sample \*ethnic groups with sample size <30 have been excluded from reporting

On average, Females worry more than Males as a result of Covid-19. In particular, Females are more likely to worry about not being able to return to their home country for a reunion, the health system is overloaded, and losing someone they love.

Concerns due to the impact of COVID-19<sup>1</sup> by Gender



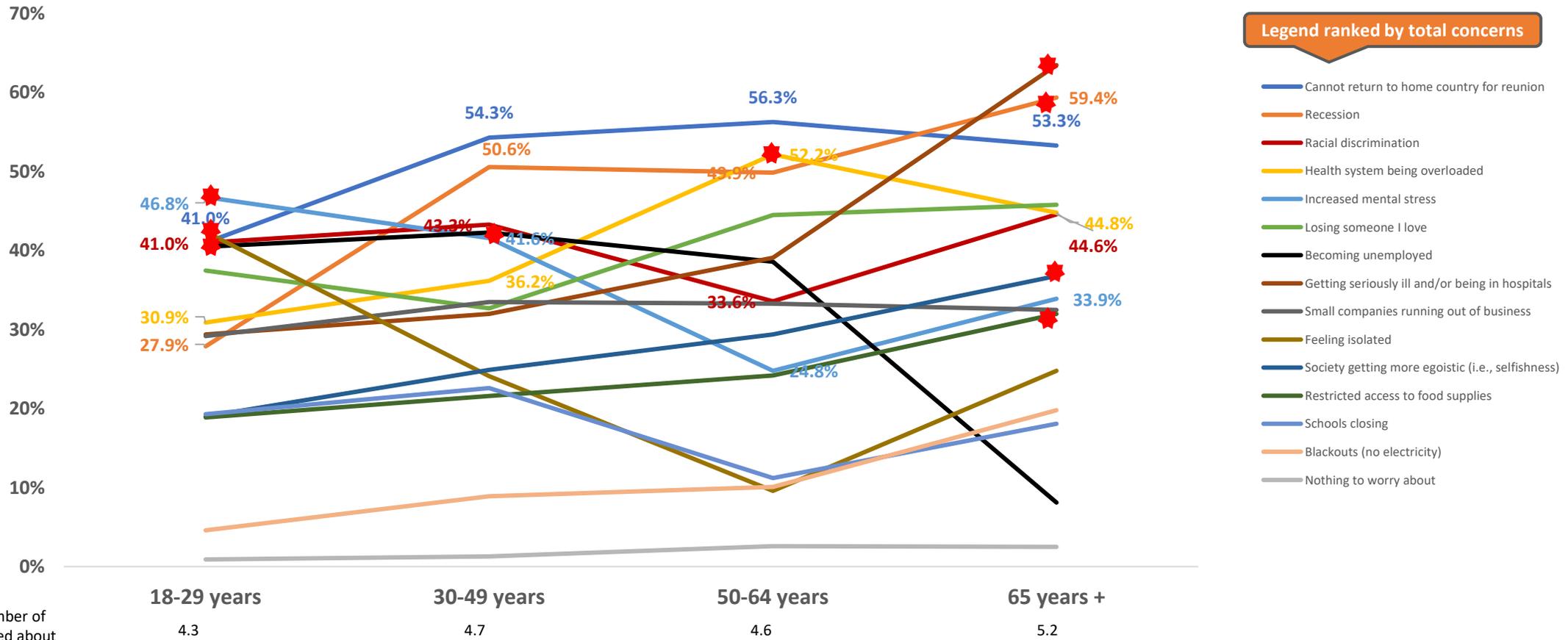
Average number of issues worried about



Note 1: Q9. What do you worry about due to the impact of COVID-19?  
Base: Total sample

On average, those aged 65+ worry the most as a result of Covid-19. In particular, they are more likely to worry about a recession, getting seriously ill, society getting more egoistic, and restricted access to supplies. Those 18-29 years are more likely to worry about increased mental stress, feeling isolated, and being unemployed. Those 30-49 years are more likely to be worried about being unemployed. Those 50-64 years are more likely to worry about the health system being overloaded.

Concerns due to the impact of COVID-19<sup>1</sup> by Age



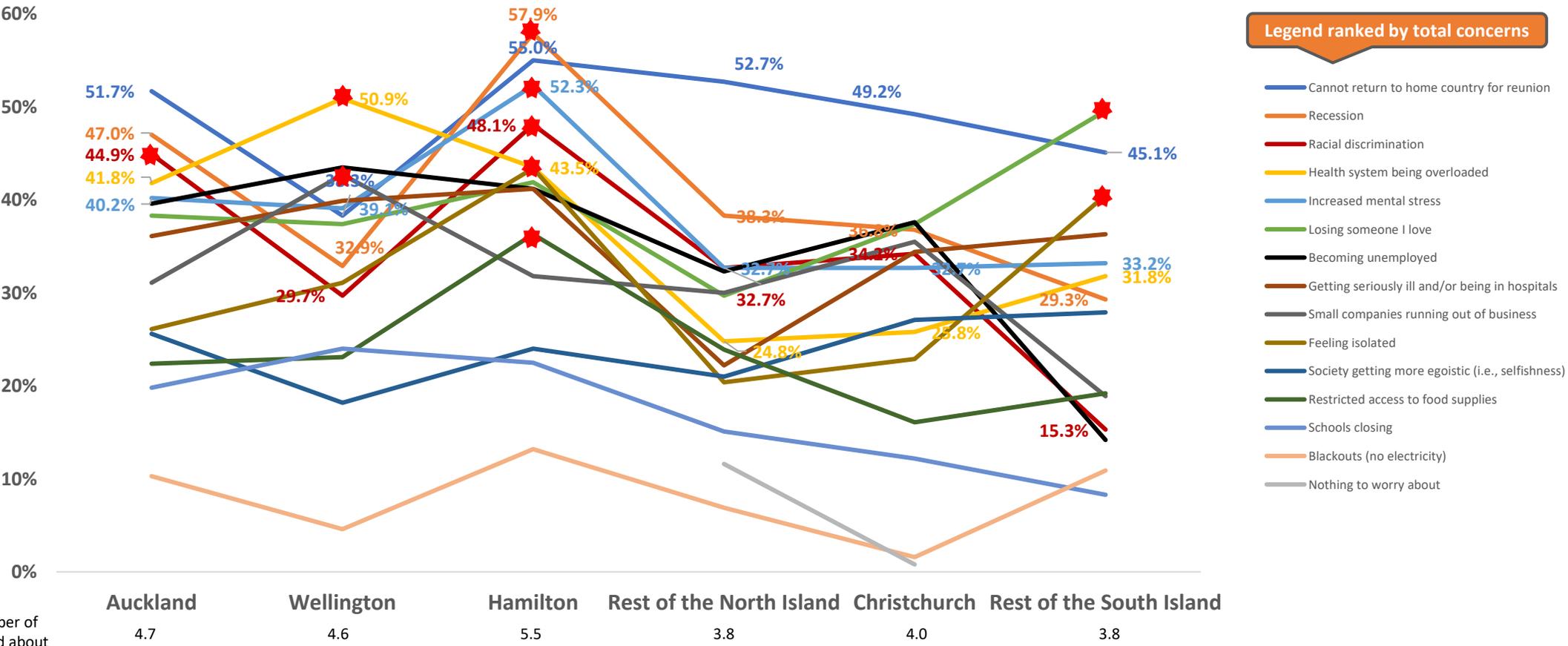
Average number of issues worried about



Note 1: Q9. What do you worry about due to the impact of COVID-19?  
Base: Total sample

On average, those living in Hamilton worry the most due to Covid-19, in particular, they are more likely to worry about a recession, racial discrimination, increased mental stress, feeling isolated, and restricted access to food supplies. Those living in Auckland are more likely to worry about racial discrimination. Wellington is more likely to worry about the health system being overloaded and small companies running out of business. The rest of the South Island are more likely to worry about losing someone they love and feeling isolated.

Concerns due to the impact of COVID-19<sup>1</sup> by Region



Average number of issues worried about



Note 1: Q9. What do you worry about due to the impact of COVID-19?  
Base: Total sample

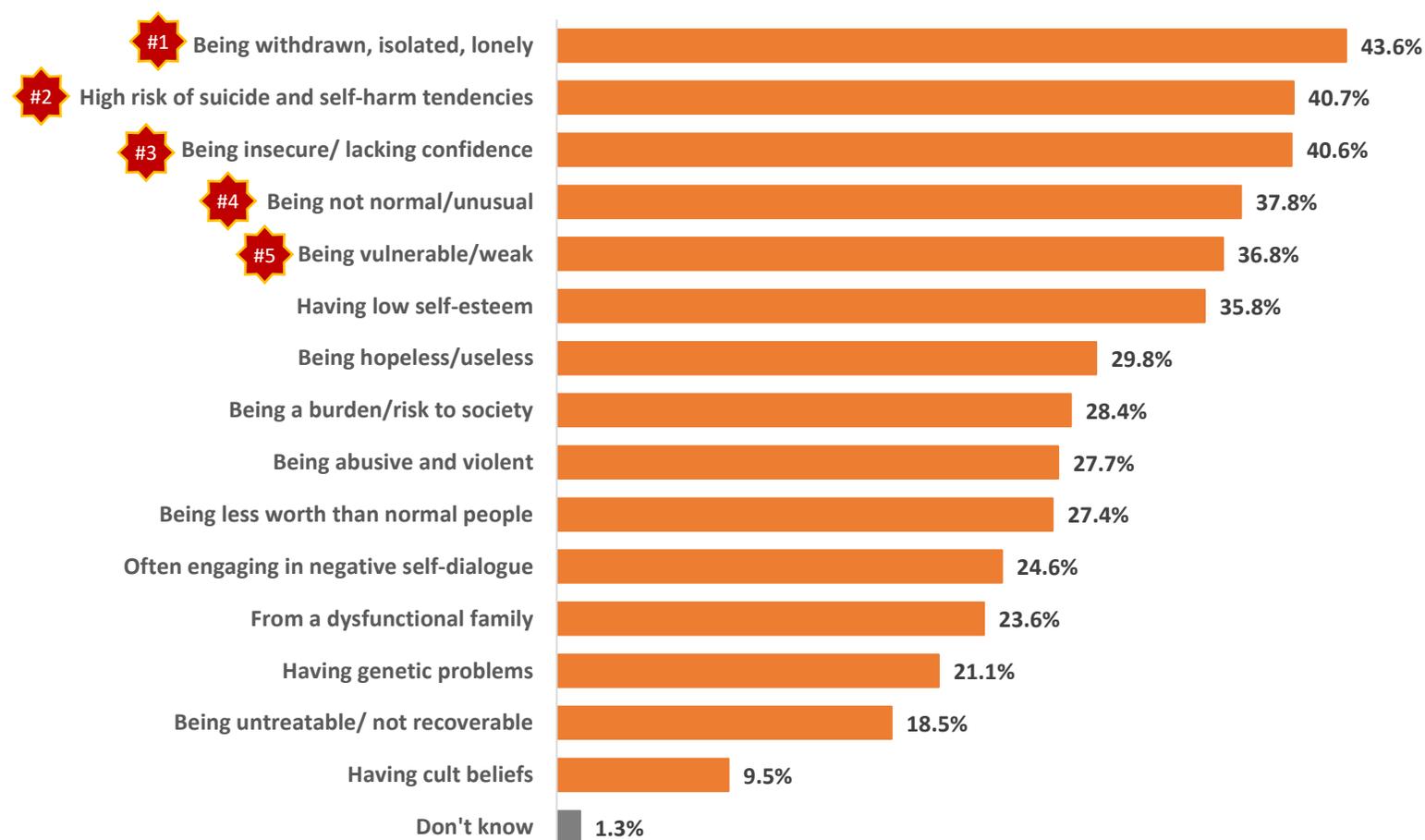
# Section 4

# Mental Health Stigma

Stigmatisation

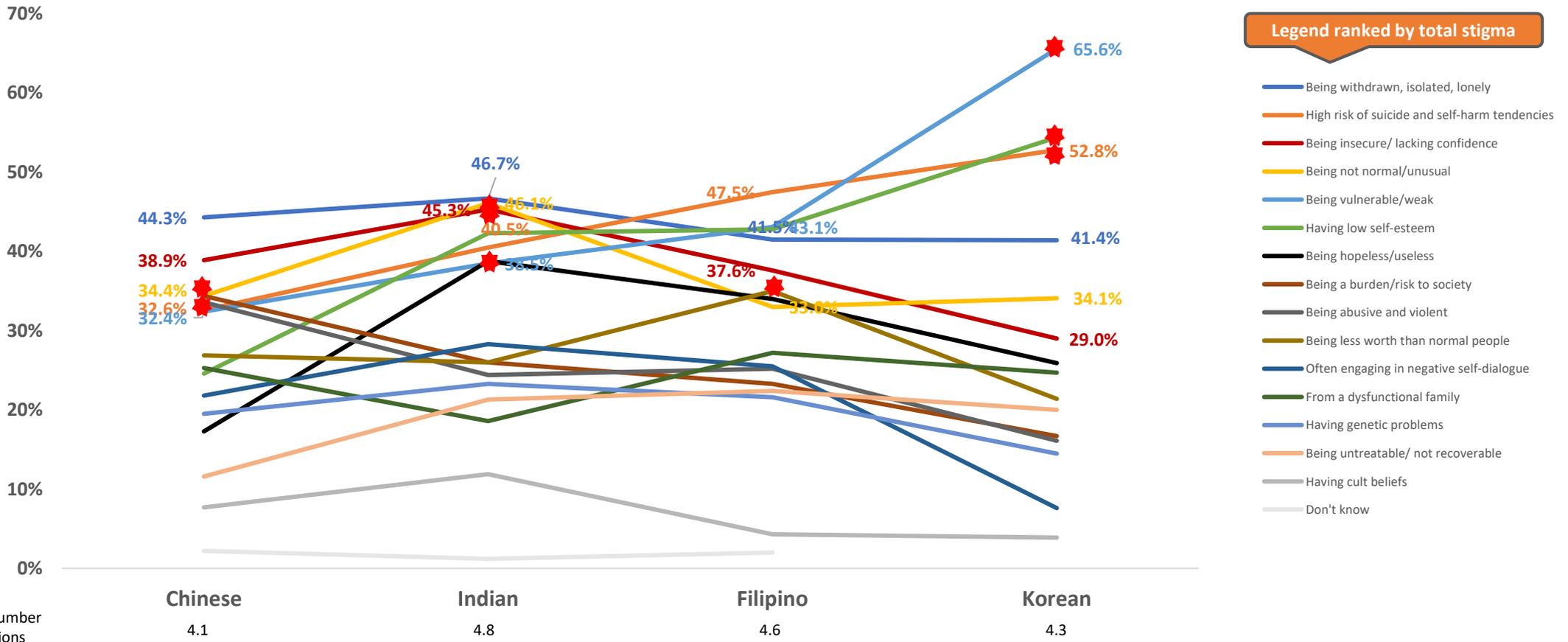
98.7% of Asians believe the public hold negative stereotypes against people with mental illnesses. On average, there are 4-5 expressions of public stigma surrounding mental illnesses. The top 5 are (1) being withdrawn, isolated, lonely, (2) high risk of suicide and self-harm tendencies, (3) being insecure/lacking confidence, (4) being not normal/unusual, and (5) being vulnerable/weak.

### Ranking of Expressions of Public Stigma Surrounding Mental Illnesses<sup>1</sup>



On average, Indians have the highest expressions of public stigma surrounding mental illness, in particular, they are more likely to report expressions of public stigma around being insecure/lacking confidence, being not normal/unusual, and being hopeless/useless. Chinese are more likely to report expressions of public stigma around being a burden/risk to society and being abusive and violent. Filipinos are more likely to report expressions of public stigma around being less worthy than normal people. Koreans are more likely to report expressions of public stigma around the high risk of suicide, being vulnerable/weak, and having low self-esteem.

### Expressions of Public Stigma Surrounding Mental Illnesses<sup>1</sup> by Major Asian Ethnic Groups



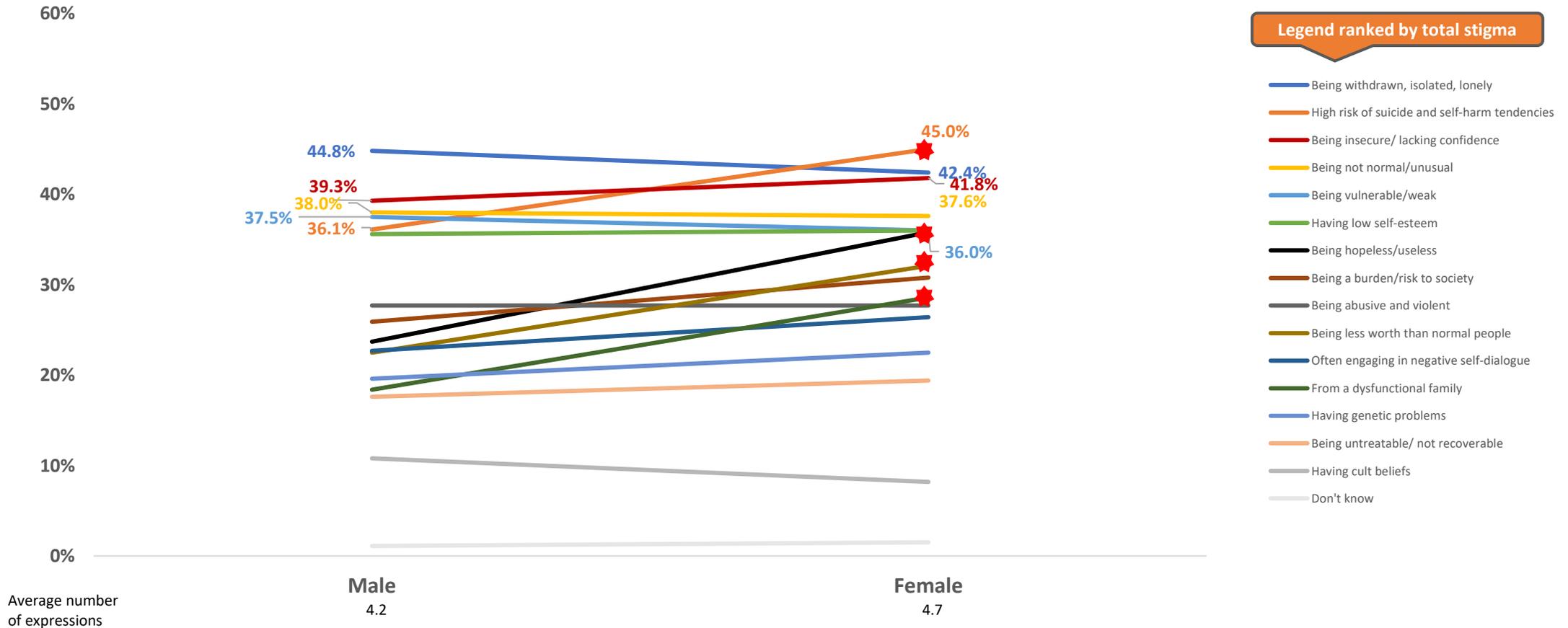
Average number of expressions



Note 1: Q10. What type of labelling do you think most people/public attach to people with mental illness/es in New Zealand? Note that this question refers to your perception of other people's views, not your own views. Please select all that apply  
 Base: Total sample \*ethnic groups with sample size <30 have been excluded from reporting

On average Females have slightly more expressions of public stigma surrounding mental illnesses compared to Males. In particular, Females are more likely to report expressions of public stigma around the high risk of suicide and self-harm tendencies, being hopeless/useless, being less worthy than normal people, and from a dysfunctional family.

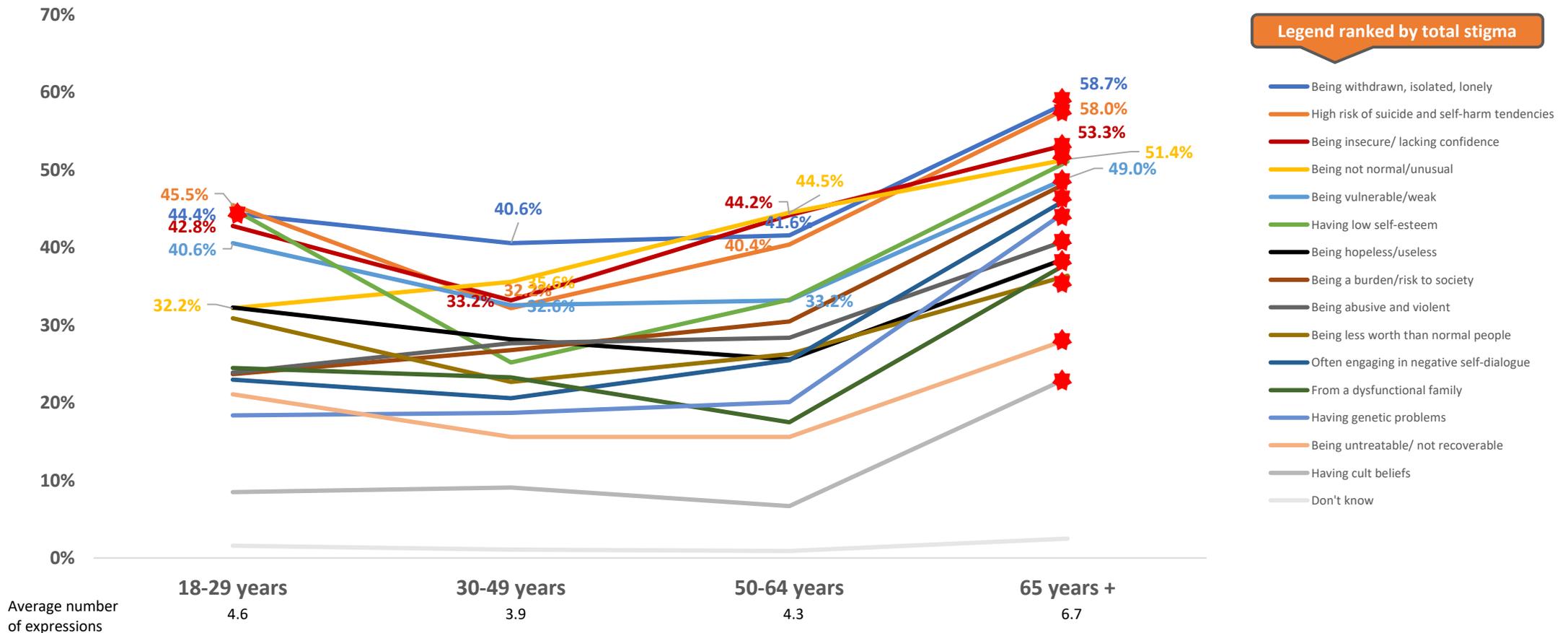
### Expressions of Public Stigma Surrounding Mental Illnesses<sup>1</sup> by Gender



Note 1: Q10. What type of labelling do you think most people/public attach to people with mental illness/es in New Zealand? Note that this question refers to your perception of other people's views, not your own views. Please select all that apply  
Base: Total sample

On average, those aged 65+ express the most public stigma surrounding mental illnesses. Specifically, those 65+ are more likely to report all the different expressions of public stigma compared to other age groups. With the exception of those 65+, those 18-29 years are more likely to report expressions of public stigma around having low self-esteem.

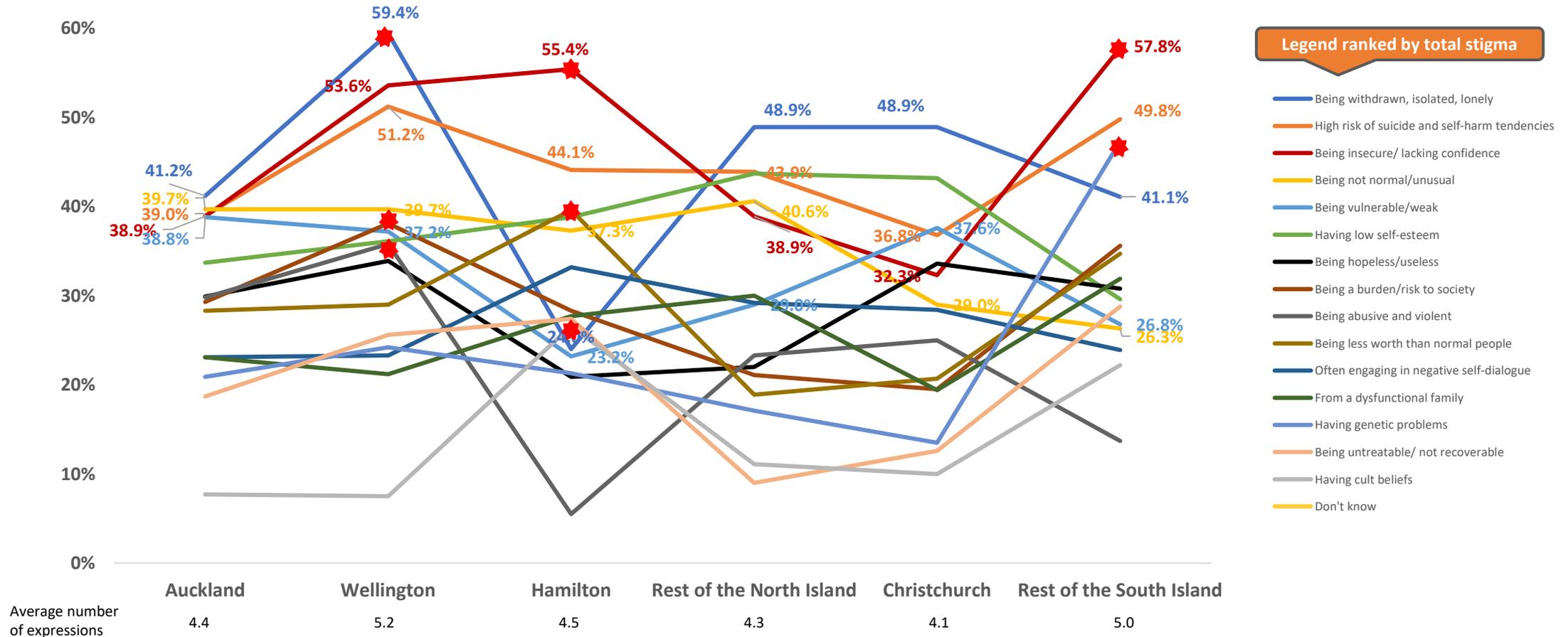
Expressions of Public Stigma Surrounding Mental Illnesses<sup>1</sup> by Age



Note 1: Q10. What type of labelling do you think most people/public attach to people with mental illness/es in New Zealand? Note that this question refers to your perception of other people's views, not your own views. Please select all that apply  
Base: Total sample

On average, those living in Wellington and the Rest of the South Island express the most public stigma surrounding mental illnesses. Asians from Wellington are more likely to report expressions of public stigma around being withdrawn/isolated/lonely, being a burden/risk to society, and being abusive and violent. The Rest of the South Island are more likely to report expressions of public stigma around being insecure/lacking confidence and having genetic problems. Hamilton are more likely to report expressions of public stigma around being insecure/lacking confidence, being less worthy than normal people, and having cult beliefs.

Expressions of Public Stigma Surrounding Mental Illnesses<sup>1</sup> by Region



Note 1: Q10. What type of labelling do you think most people/public attach to people with mental illness/es in New Zealand? Note that this question refers to your perception of other people's views, not your own views. Please select all that apply  
 Base: Total sample

# Section 5

## Asian Mental Health Support

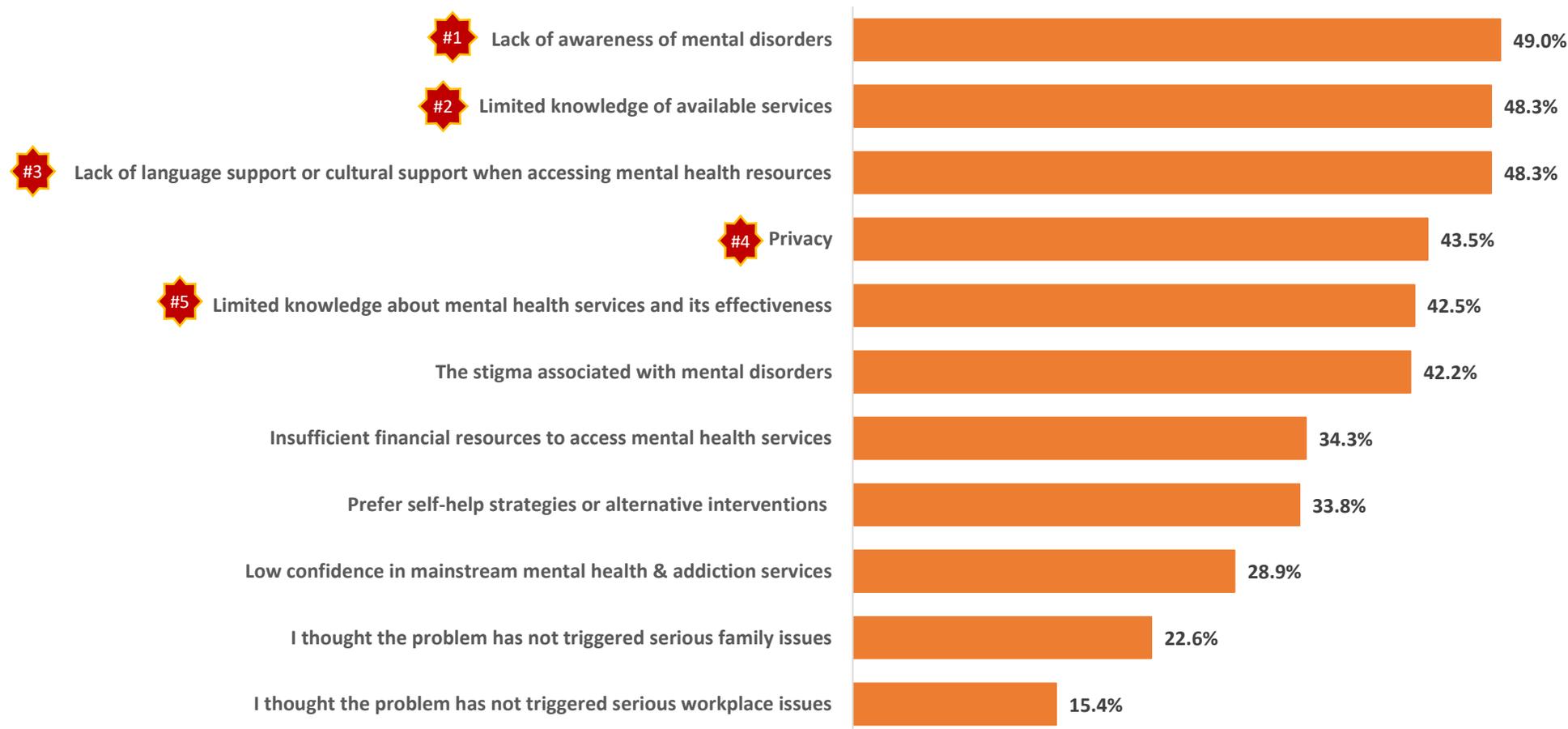
# Section 5.1

# Asian Mental Health Support

Perceived Barriers for Seeking Mental Health Support

On average, Asians perceive 4-5 barriers to seeking mental health support in the Asian community. The top 5 are (1) lack of awareness of mental disorders, (2) limited knowledge of available services, (3) lack of language support or cultural support when accessing mental health services, (4) privacy, and (5) limited knowledge about mental health services and its effectiveness.

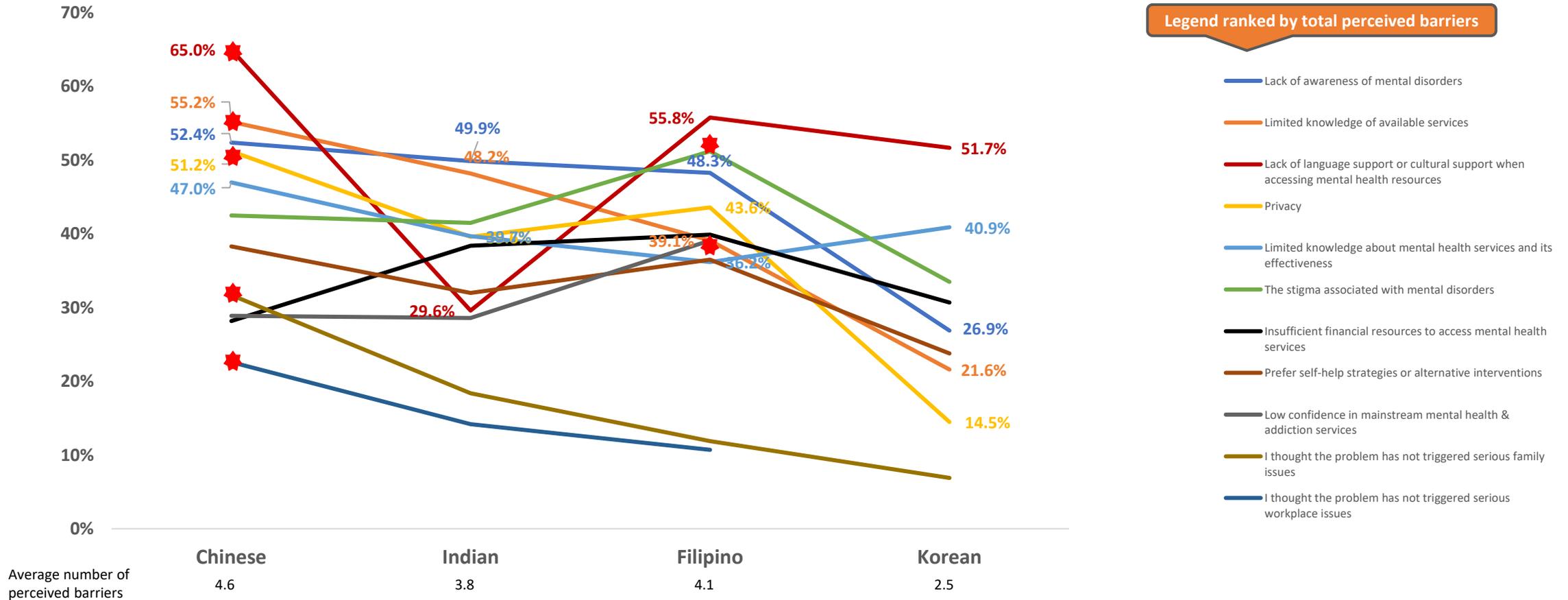
### Ranking of Perceived Barriers for Seeking Mental Health Support in the Asian Community<sup>1</sup>



On average, Chinese perceive the most barriers for seeking mental health support in the Asian community. In particular, Chinese are more likely to report barriers around limited knowledge of available services, lack of language or cultural support, privacy, and thought the problem had not triggered serious family issues or workplace issues. In contrast, Filipinos are more likely to report barriers around the stigma associated with mental disorders and low confidence in mainstream mental health & addiction services.



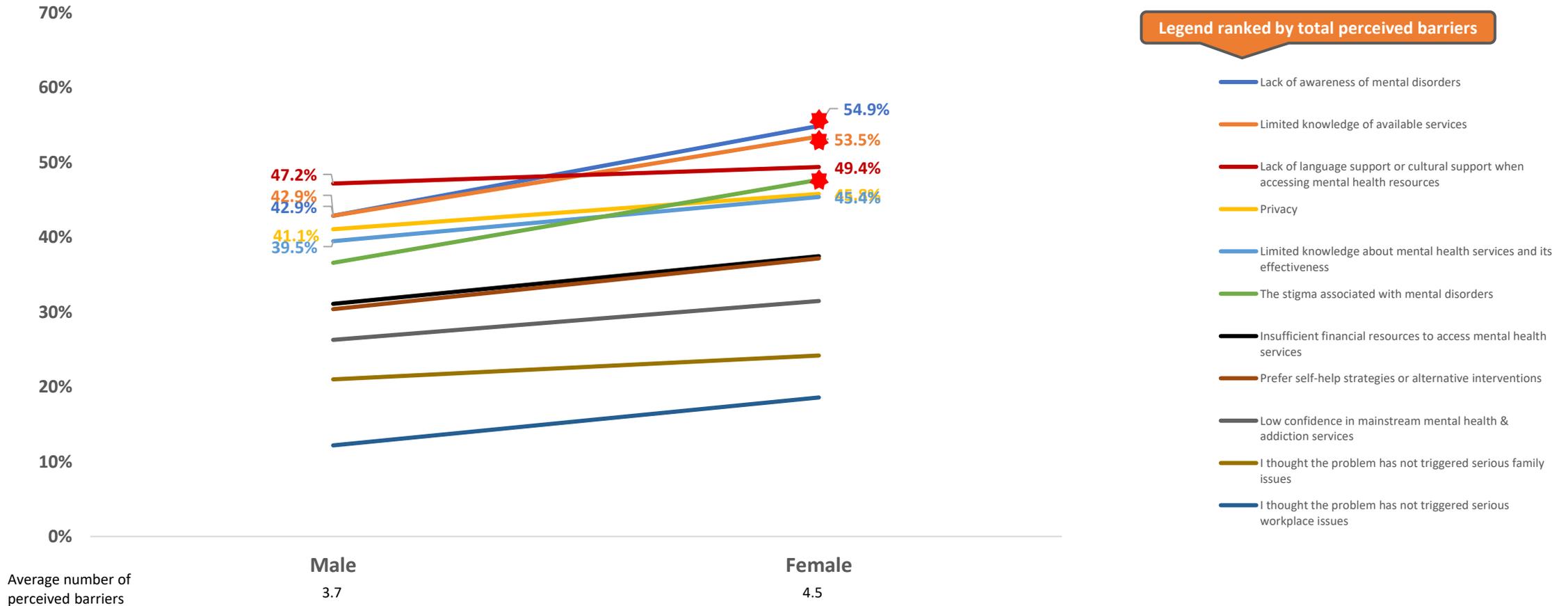
### Perceived Barriers for Seeking Mental Health Support in the Asian Community<sup>1</sup> by Major Asian Ethnic Groups



Note: 1. Q11. According to AFS' 2020 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 of seeking professional help for mental health problems? Please select all that apply.  
 Base: Total sample \*ethnic groups with sample size <30 have been excluded from reporting

On average, Females have more perceived barriers for seeking mental health support in the Asian community compared to Males. While all barriers are rated higher by Females than Males, the greatest difference in perceived barriers lies with the lack of awareness of mental disorders, limited knowledge of available services, and the stigma associated with mental disorders.

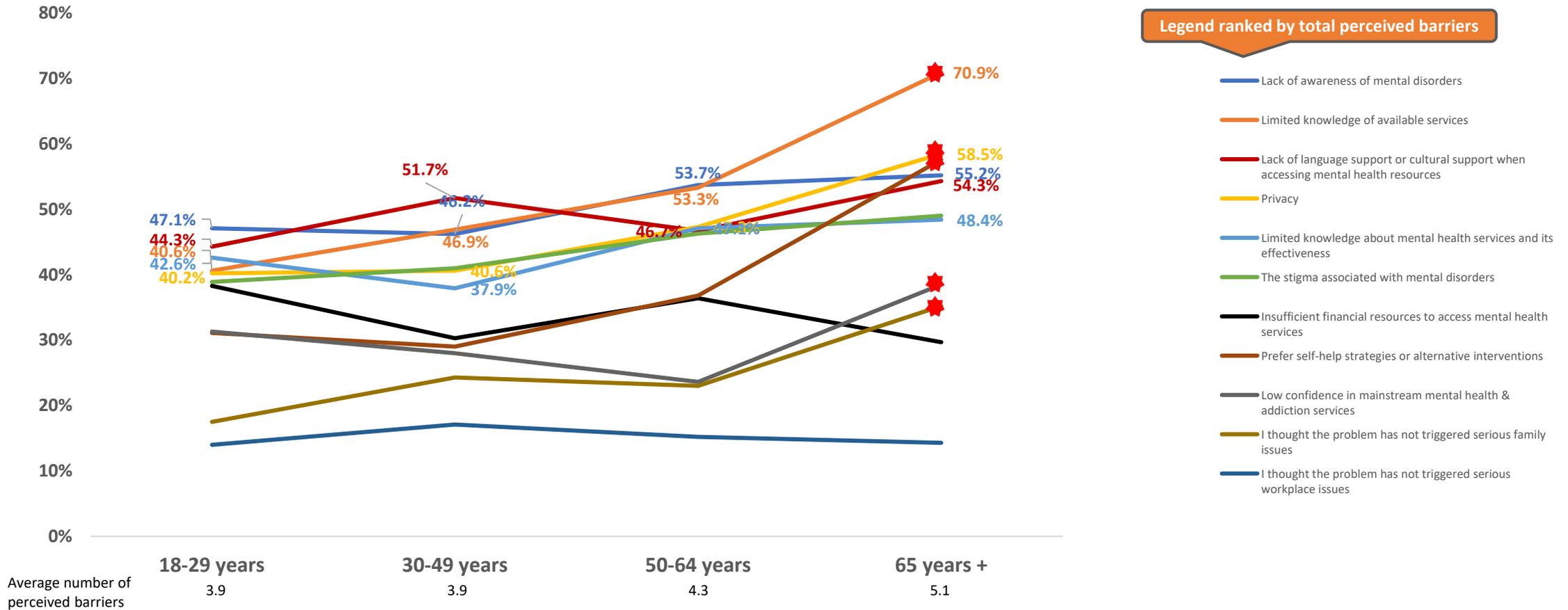
### Perceived Barriers for Seeking Mental Health Support in the Asian Community<sup>1</sup> by Gender



Note: 1. Q11. According to AFS' 2020 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 of seeking professional help for mental health problems? Please select all that apply.  
Base: Total sample

On average, those aged 65+ perceive the most barriers for seeking mental health support in the Asian community. In particular, they are more likely to perceive barriers around limited knowledge of available services, privacy, prefer self-help strategies or alternative interventions, low confidence in mainstream mental health and addiction services, and thought that the problem had not triggered serious family issues.

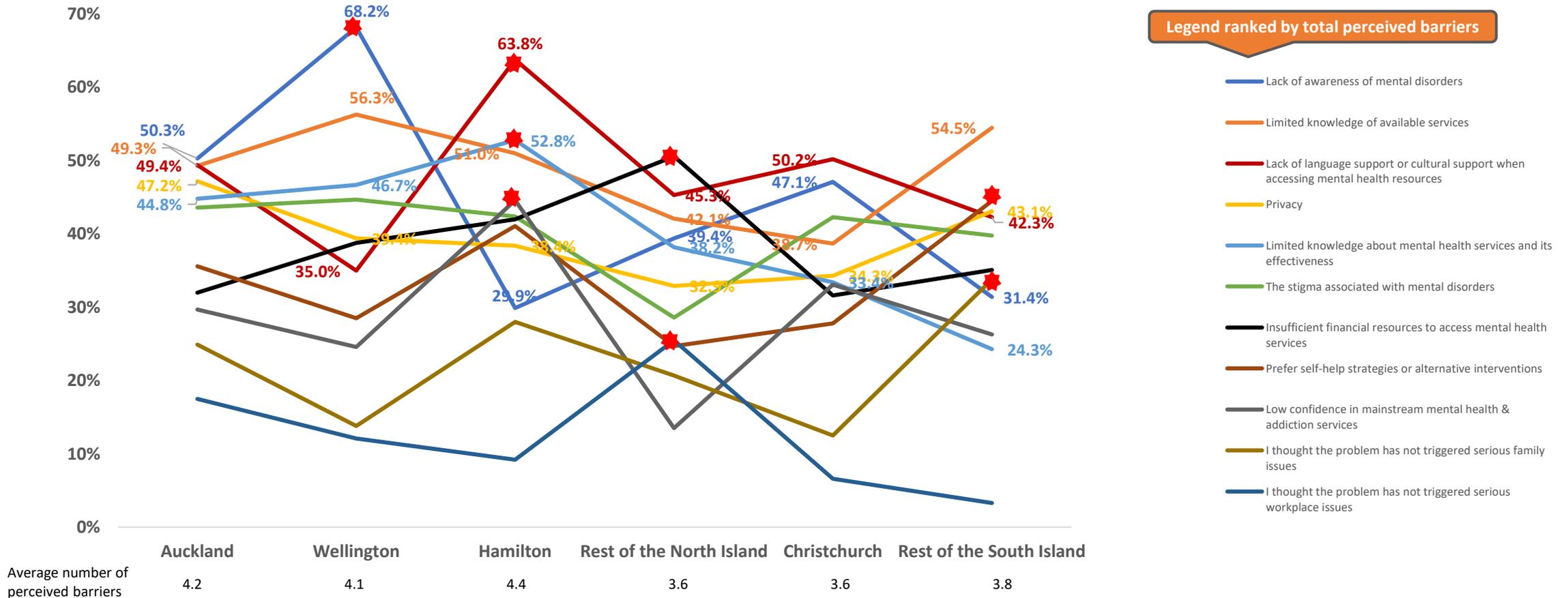
### Perceived Barriers for Seeking Mental Health Support in the Asian Community<sup>1</sup> by Age



Note: 1. Q11. According to AFS' 2020 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 of seeking professional help for mental health problems? Please select all that apply.  
Base: Total sample

On average, those living in Hamilton perceive the highest number of barriers for seeking mental health support in the Asian community. In particular, they are more likely to perceive barriers around the lack of language or cultural support, limited knowledge about mental health services and their effectiveness, and low confidence in mainstream mental health & addiction services. In contrast, Asians from Wellington are more likely to perceive barriers around the lack of awareness of mental disorders; the Rest of the North Island are more likely to perceive barriers around insufficient financial resources and thought the problem had not triggered serious workplace issues; and the Rest of the South Island are more likely to perceive barriers around preferring self-help strategies or alternative interventions and thought the problem had not triggered serious family issues.

### Perceived Barriers for Seeking Mental Health Support in the Asian Community<sup>1</sup> by Region



Note: 1. Q11. According to AFS' 2020 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 of seeking professional help for mental health problems? Please select all that apply.  
 Base: Total sample \*ethnic groups with sample size <30 have been excluded from reporting

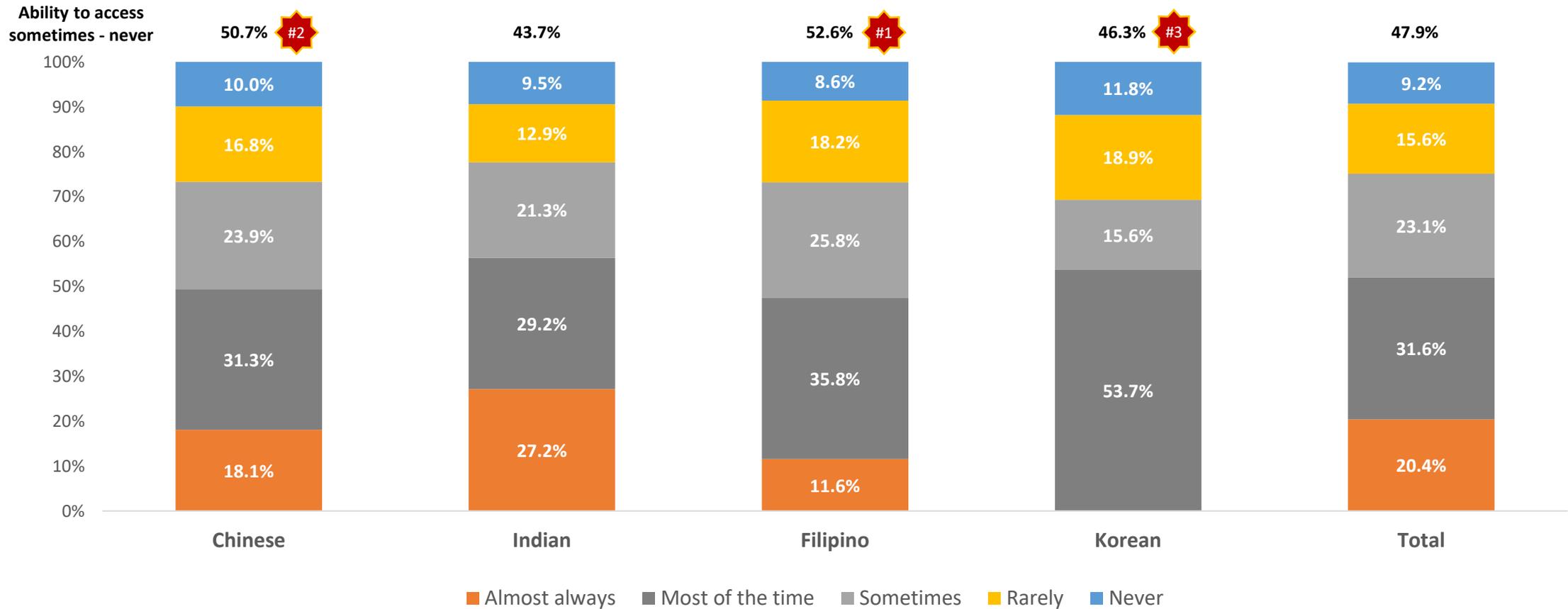
# Section 5.2

# Asian Mental Health Support

Language & Cultural Support

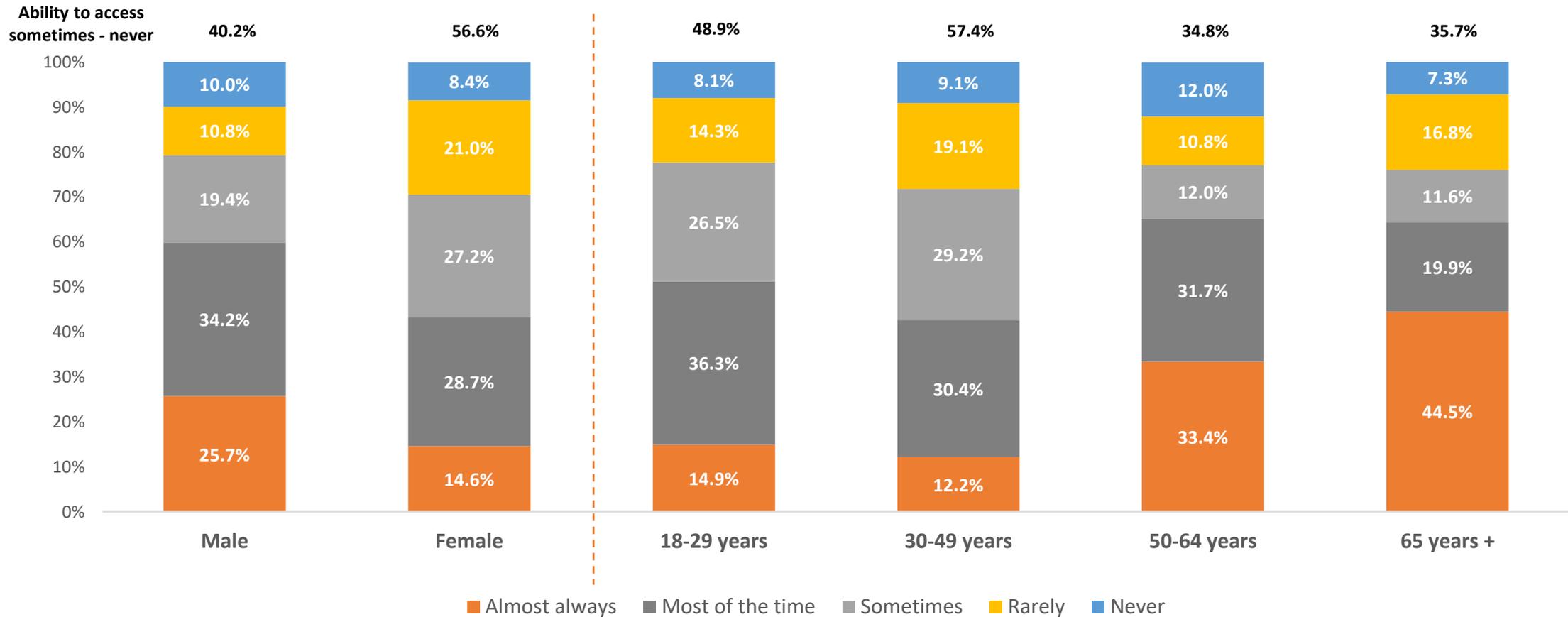
Overall, 47.9% of Asians have difficulty accessing language and/or cultural support regularly when using health services in New Zealand (i.e., ability to access support is sometimes - never). Filipinos have the most difficulty, followed by Chinese, then Korean.

### Access language and/or cultural support in New Zealand<sup>1</sup>



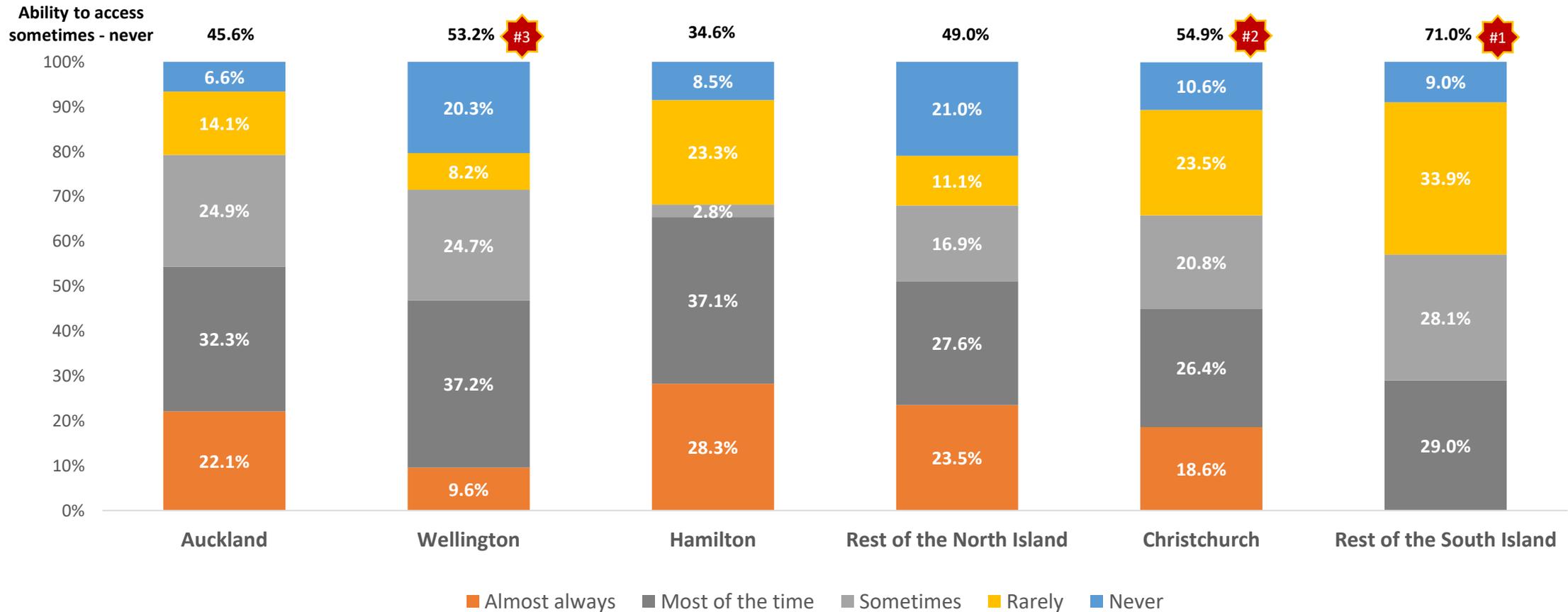
Females experience more difficulty accessing language and/or cultural support regularly than Males (i.e., ability to access support is sometimes - never). Across age, those who are younger (under 50 years of age) experience more difficulty accessing language and/or cultural support than those who are older (aged 50+).

### Access language and/or cultural support in New Zealand<sup>1</sup> by Gender | Age



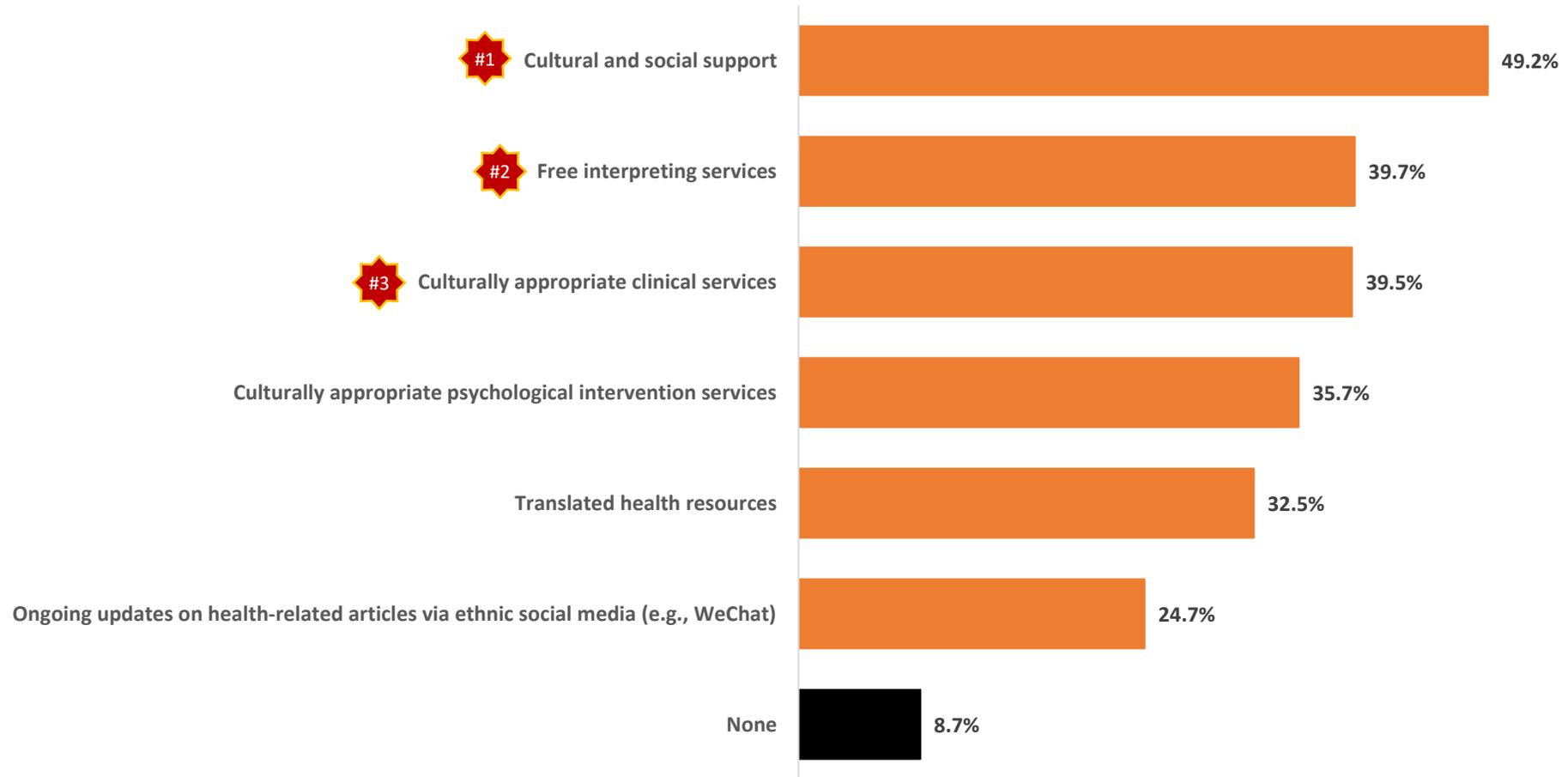
Across region, those living in the Rest of the South Island experience the most difficulty accessing language and/or cultural support regularly when using health services in New Zealand (i.e., ability to access support is sometimes - never). Next are those living in Christchurch and those living in Wellington.

### Access language and/or cultural support in New Zealand<sup>1</sup> by Region



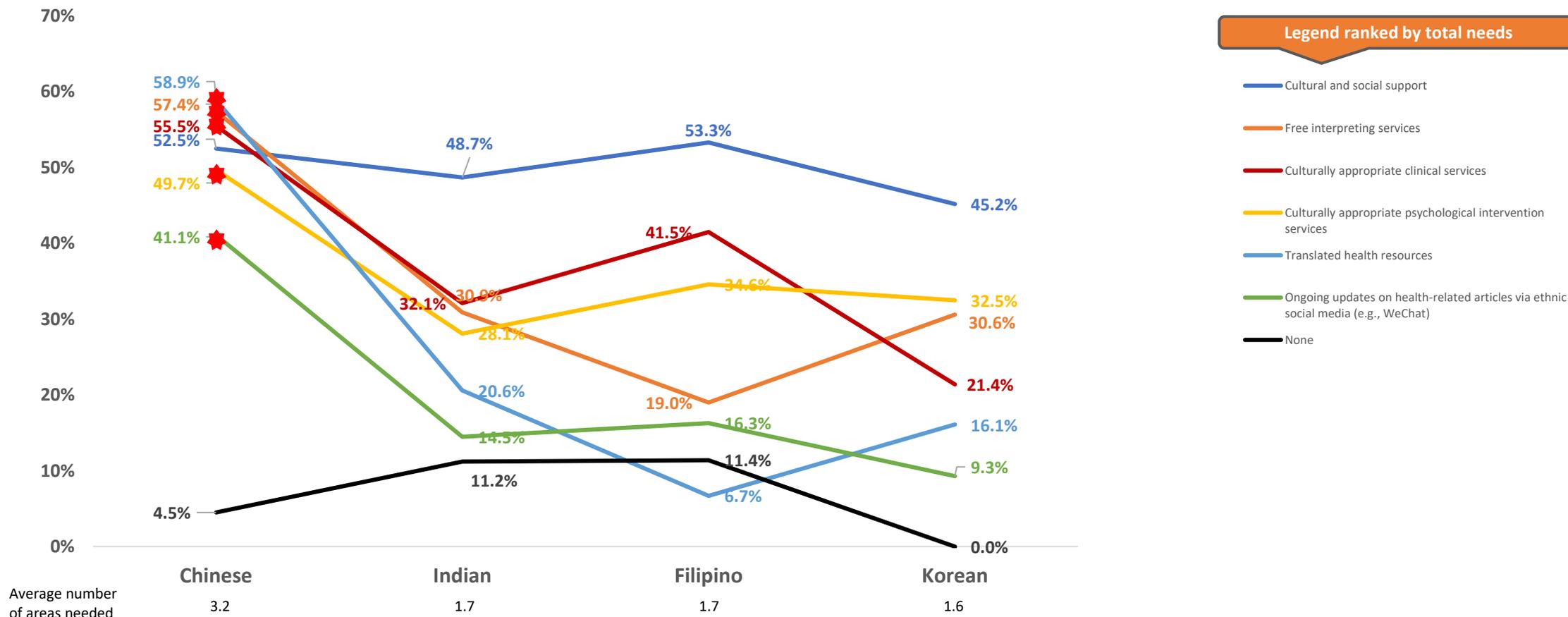
On average, 2-3 language and/or cultural support areas are needed to encourage Asians to access New Zealand health services. The top 3 areas are (1) cultural and social support, (2) free interpreting services, and (3) culturally appropriate clinical services.

### Ranking of Areas of Language/Cultural Support Needed for Accessing Health Services in the Asian Community<sup>1</sup>



On average, Chinese report the highest number of language/cultural support areas needed to access New Zealand's health services. In particular, Chinese are more likely to say they need language/cultural support around free interpreting services, culturally appropriate clinical services, culturally appropriate psychological intervention services, translated health resources, and ongoing updates on health-related articles via ethnic social media.

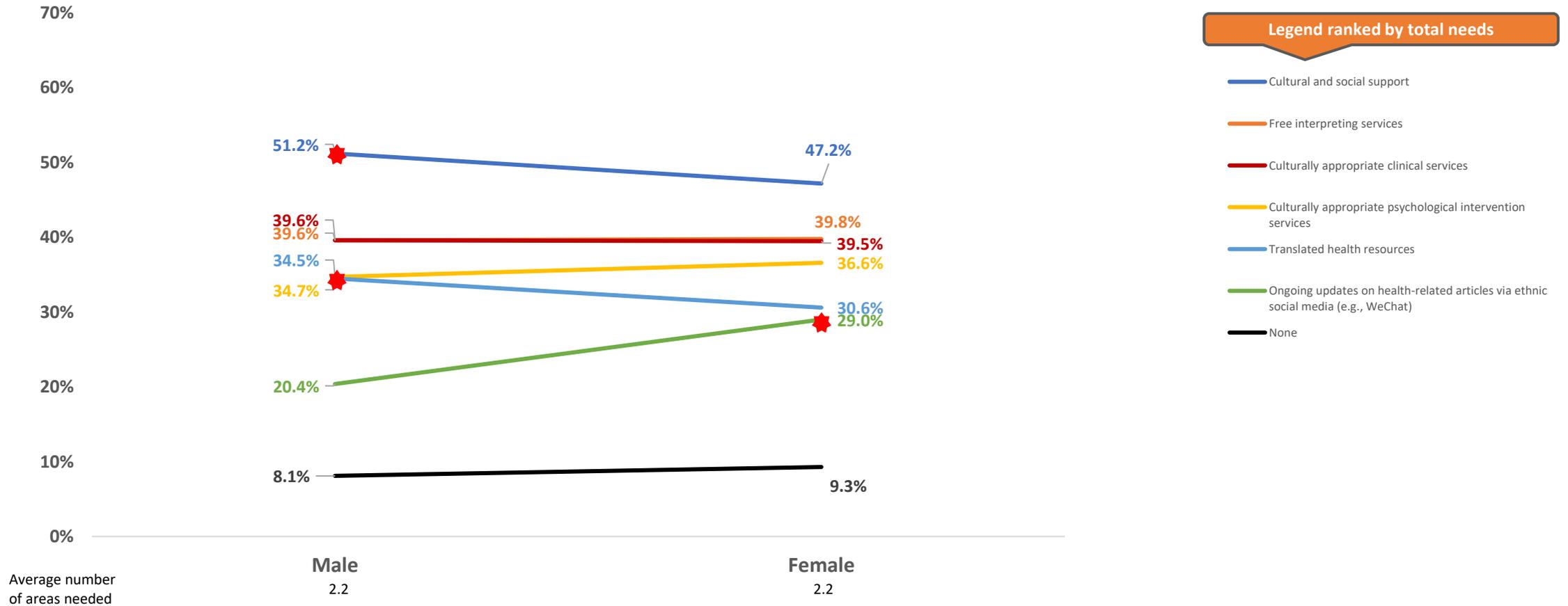
Areas of Language/Cultural Support Needed for Accessing Health Services<sup>1</sup> by Major Asian Ethnic Groups



Note: 1. Q13 Which area of language and/or cultural support might be needed for you to access New Zealand health services? Please select all that apply.  
 Base: Total sample \*ethnic groups with sample size <30 have been excluded from reporting

Males are more likely to say they need two areas of language/cultural support to access New Zealand health services, these are (1) cultural and social support and (2) translated health resources. In contrast, Females are more likely to say they need ongoing updates on health-related articles via ethnic social media.

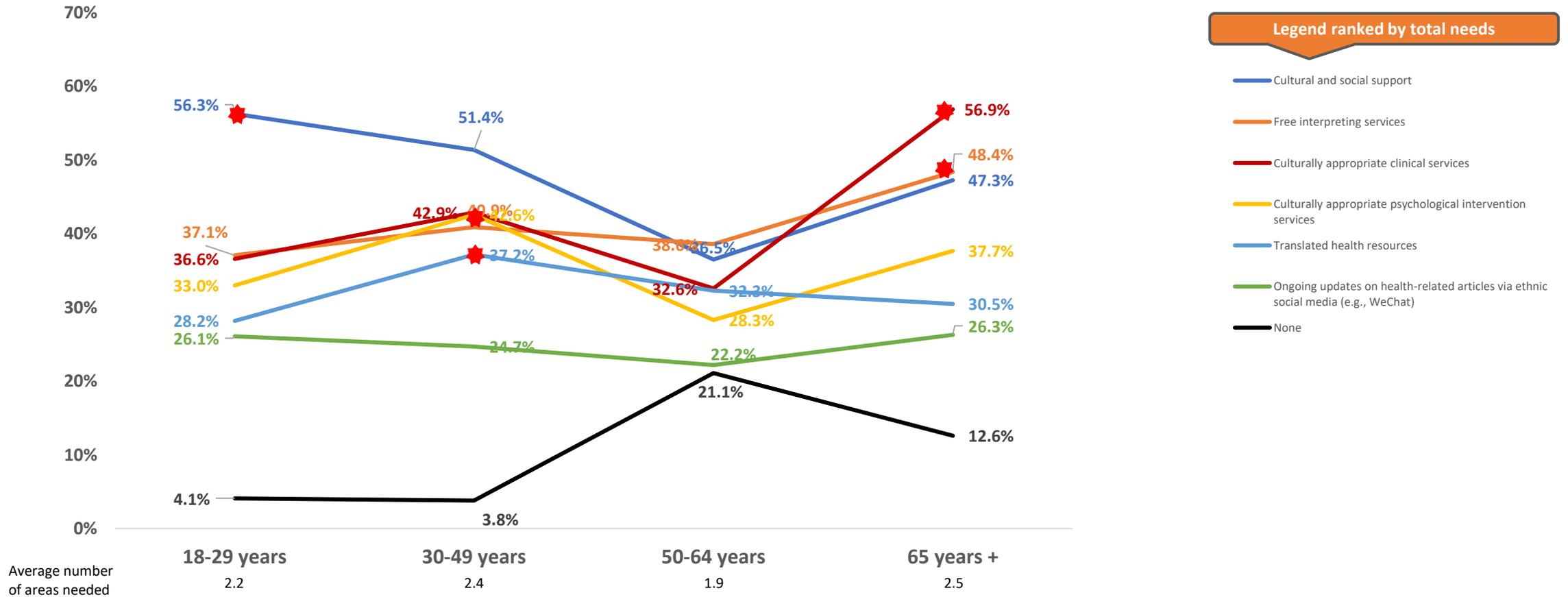
Areas of Language/Cultural Support Needed for Accessing Health Services<sup>1</sup> by Gender



Note: 1. Q13 Which area of language and/or cultural support might be needed for you to access New Zealand health services? Please select all that apply.  
Base: Total sample

On average, those 65+ report the highest number of language/cultural support areas needed to access New Zealand’s health services, closely followed by those aged 30-49 years. Those 65+ are more likely to need free interpreting services and culturally appropriate clinical services, closely followed by those aged 30-49 years. Those 65+ are more likely to need free interpreting services and culturally appropriate clinical services. In contrast, those 30-49 years are more likely to need culturally appropriate psychological intervention services and translated health resources, whilst those 18-29 years are more likely to need cultural and social support.

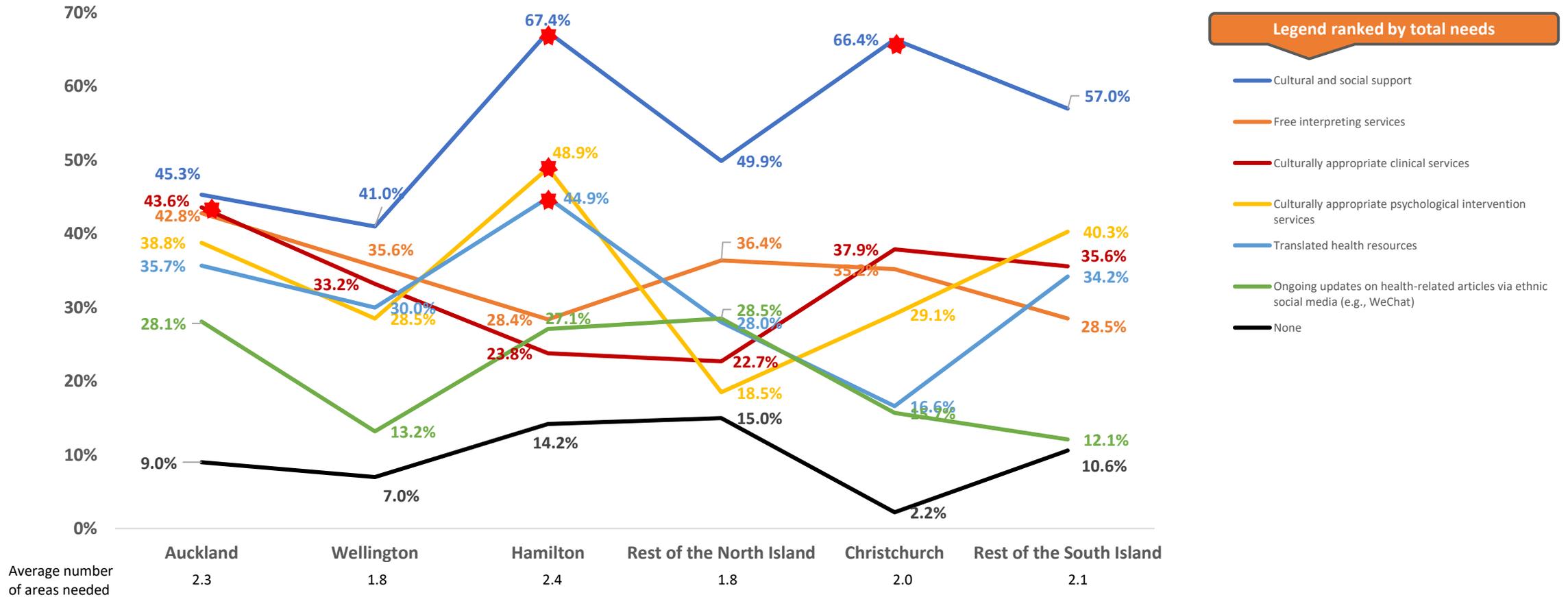
Areas of Language/Cultural Support Needed for Accessing Health Services<sup>1</sup> by Age



Note: 1. Q13 Which area of language and/or cultural support might be needed for you to access New Zealand health services? Please select all that apply.  
Base: Total sample

On average, those living in Hamilton report the highest number of language/cultural support areas needed to access New Zealand’s health services, closely followed by those living in Auckland. Those living in Auckland are more likely to need culturally appropriate clinical services whilst those living in Hamilton are more likely to need cultural and social support, culturally appropriate psychological intervention services, and translated health resources. Those living in Christchurch are more likely to need cultural and social support.

Areas of Language/Cultural Support Needed for Accessing Health Services<sup>1</sup> by Region



Note: 1. Q13 Which area of language and/or cultural support might be needed for you to access New Zealand health services? Please select all that apply.  
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 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 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)

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## 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

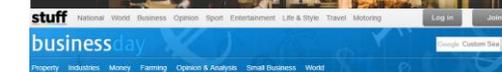


### Calls for help for Chinese businesses affected by coronavirus

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 get out
- Practice your signature!
- Old rules over domestic
- 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

11 Nov, 2017 5:00pm



### 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.