

Japan Image among European Opinion Leaders

Final Report

Nobody's Unpredictable



- Working on behalf of the Japanese Ministry of Foreign Affairs, the Mission of Japan wished to evaluate the European public opinion about Japan image, especially among opinion leaders and people holding outstanding positions
- Ipsos Public Affairs and its Brussels based International Coordination Office was selected to design and carry out the survey
- A robust methodology was implemented as follows:
 - 300 interviews per country
 - 10 minute phone questionnaire on CATI (Computer Assisted Telephone Interviews)
 - Fieldwork: 15/02/2007 to 09/03/2007
 - Sampling of various opinion leaders in business, university, public and media spheres (see sample description here after)
 - Questionnaire provided by the Mission of Japan, and fine-tuned in collaboration with Ipsos (see questionnaire in appendix)

	France	UK	Italy	Germany
University professors	40	40	39	40
Business leaders of various sectors	98	100	105	101
Politicians	20	20	20	20
Lawyers	41	40	40	43
Doctors	50	51	50	56
Journalists	20	21	19	20
Consumer association leaders	31	27	27	30
TOTAL	300	299	300	310

Statements about Japan

Q.1 . For each of the following statements about Japan, please indicate on a scale from 1 to 10 the extent to which you agree with it.

Average score

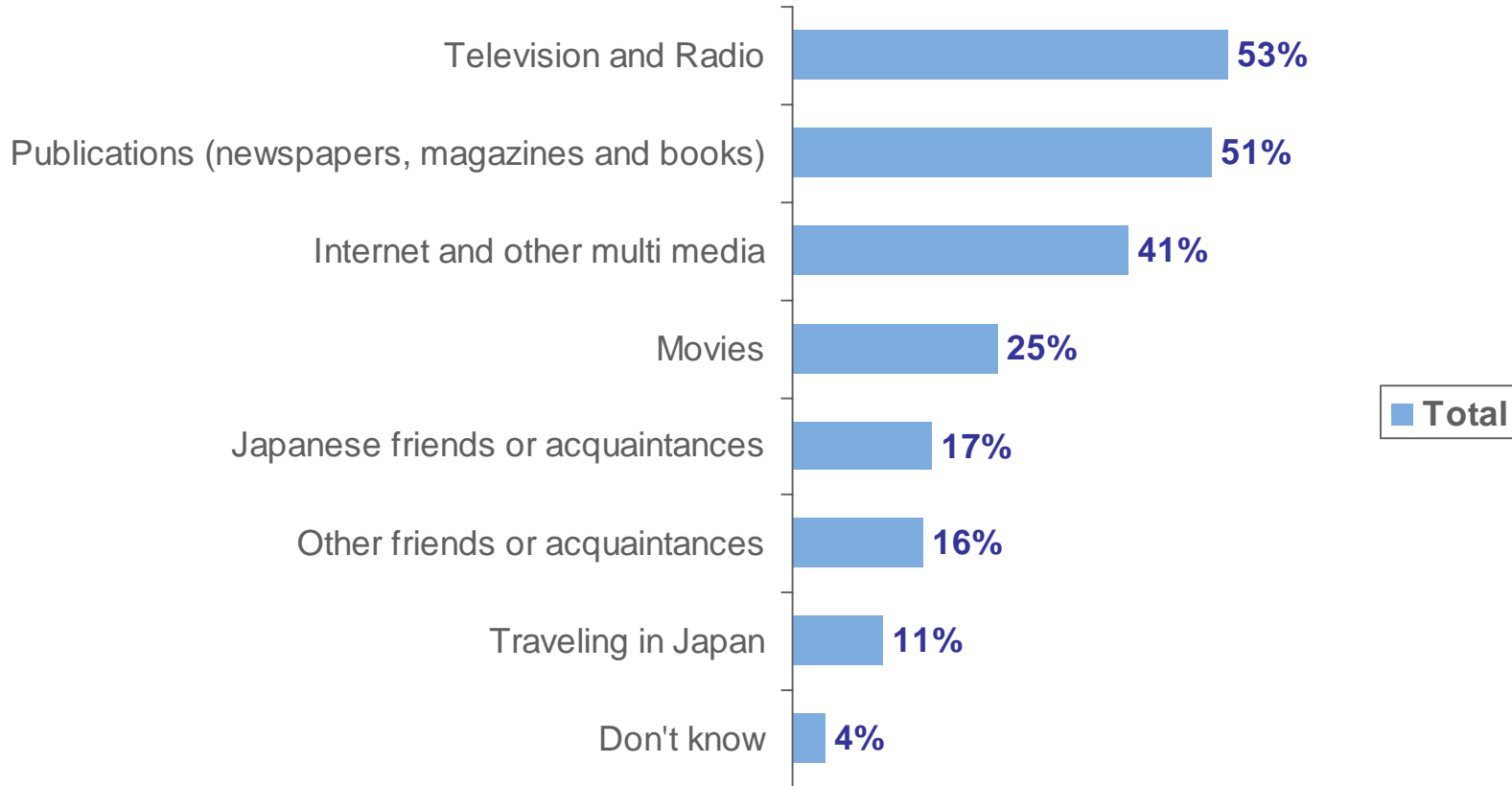
	TOTAL	FR	DE	IT	UK
	N=1209	N=300	N=299	N=300	N=310
Japan is one of the most peaceful countries in the world	6.89	5.46	8.03	6.70	7.31
It is a free and democratic country	7.18	6.42	7.92	7.10	7.26
It is a country with a rich tradition and culture	8.75	8.74	8.51	9.12	8.63
It is a country with a leadership in the international society	7.37	6.94	7.67	7.61	7.25
Japan has an economic power	8.28	8.32	8.01	8.57	8.23
Japan has a high standard of living	7.45	7.51	8.07	6.49	7.65
It is a country with a growth potential	7.61	7.33	7.84	7.60	7.68
Japan sets the pace in the area of high technology	8.61	8.48	8.70	9.00	8.24
The Japanese culture is hard to understand for me	6.07	5.50	6.82	5.90	6.02
Japan is a Western-oriented country	6.73	6.04	7.52	6.87	6.44
The Japanese culture is constantly evolving	6.94	6.08	7.71	7.07	6.85
Japan is innovative in the area of animation	7.40	7.20	7.59	7.18	7.59
Japan is innovative in the area of fashion	6.16	5.68	6.76	5.60	6.57
Japan is innovative in the area of cooking/cuisine	6.27	5.44	6.93	6.03	6.65
There are beautiful landscapes in Japan	8.07	7.66	8.67	8.04	7.86
It is a militant country i.e. it is prone to approach problems from a militaristic standpoint	5.38	5.09	6.34	4.85	5.24
It is a country which one should be wary of	4.58	4.68	5.44	3.31	4.90



Information sources to be informed about Japan

Q.2. From the following list, which are the sources that you use the most to inform yourself about Japan?

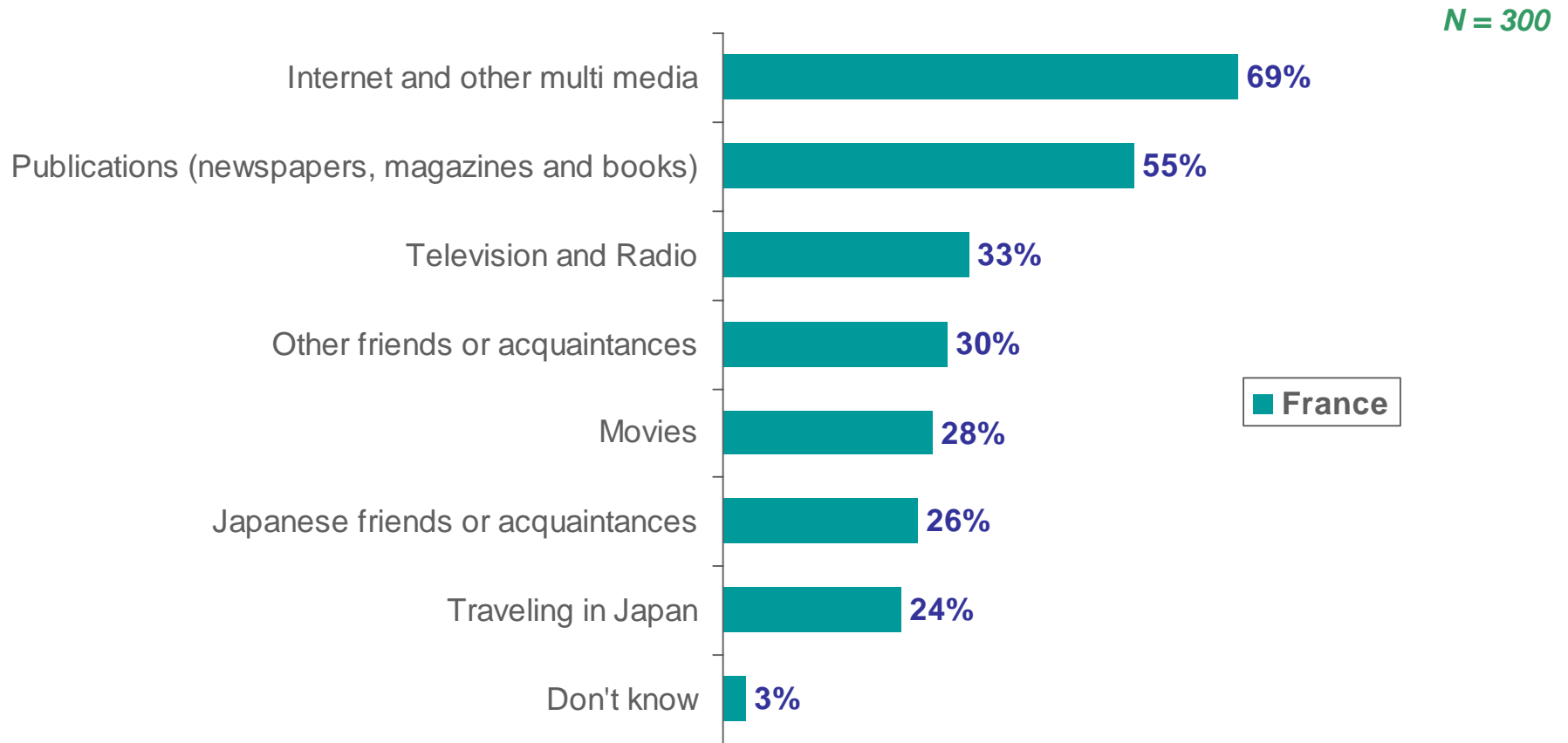
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Information sources to be informed about Japan

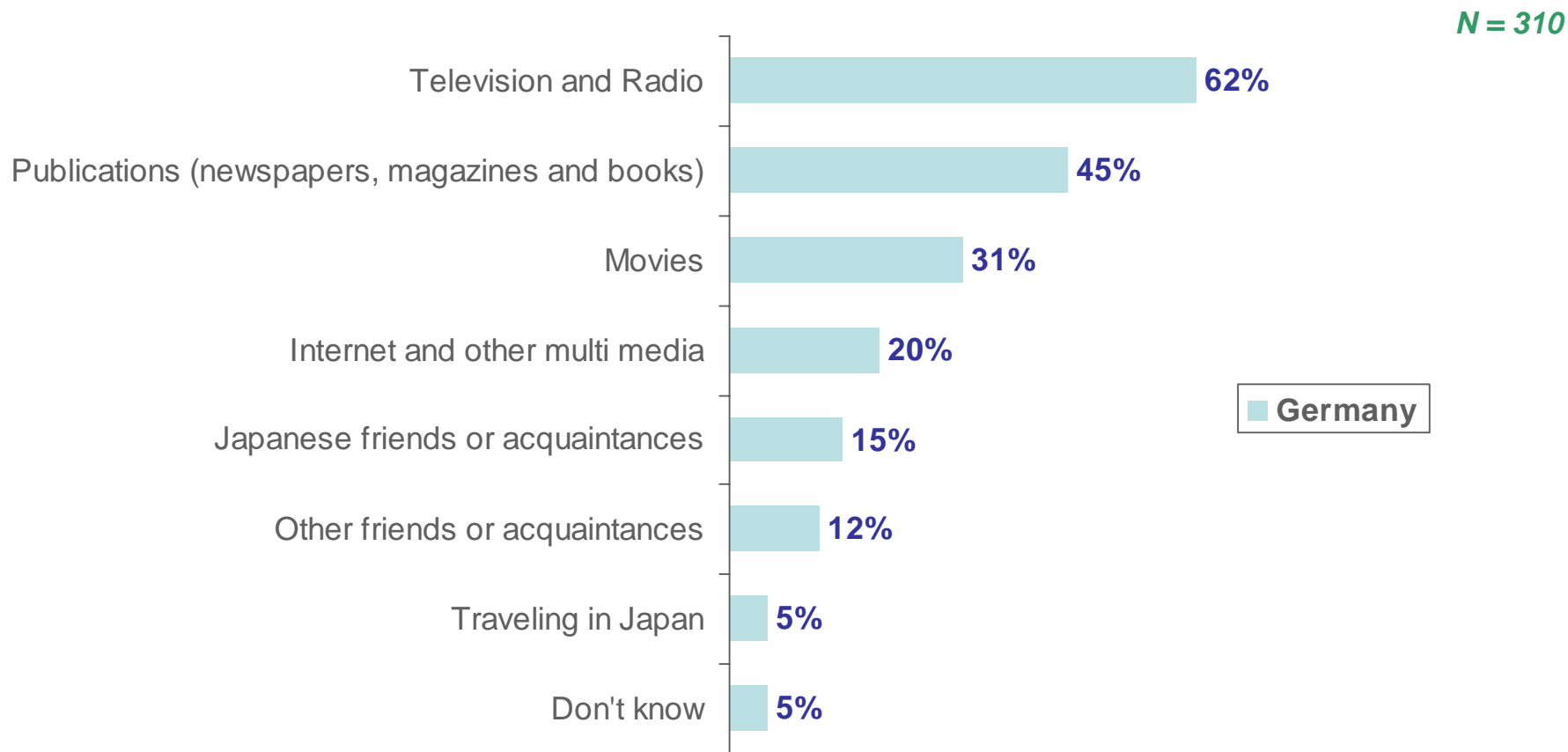
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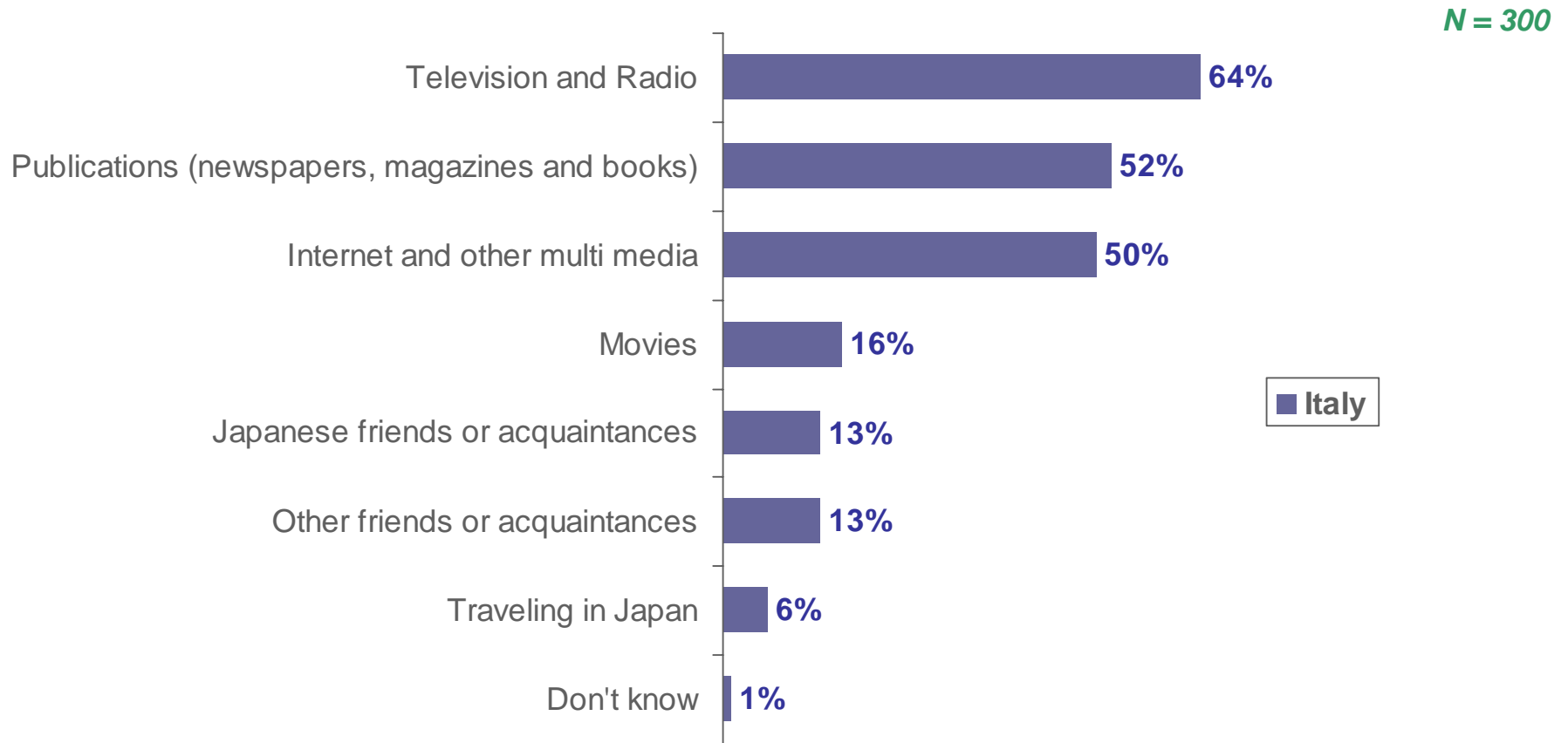
Information sources to be informed about Japan

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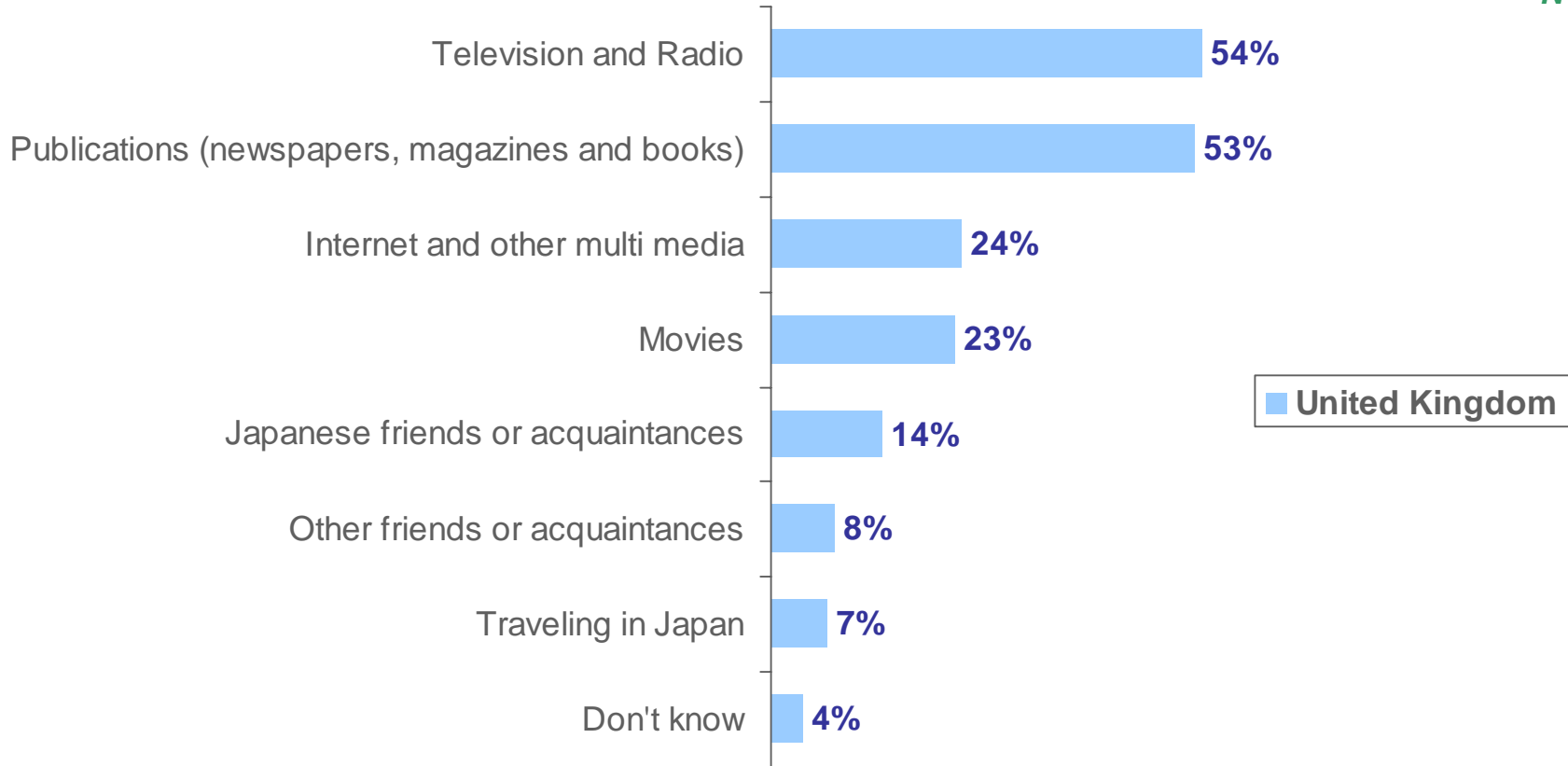




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N = 299

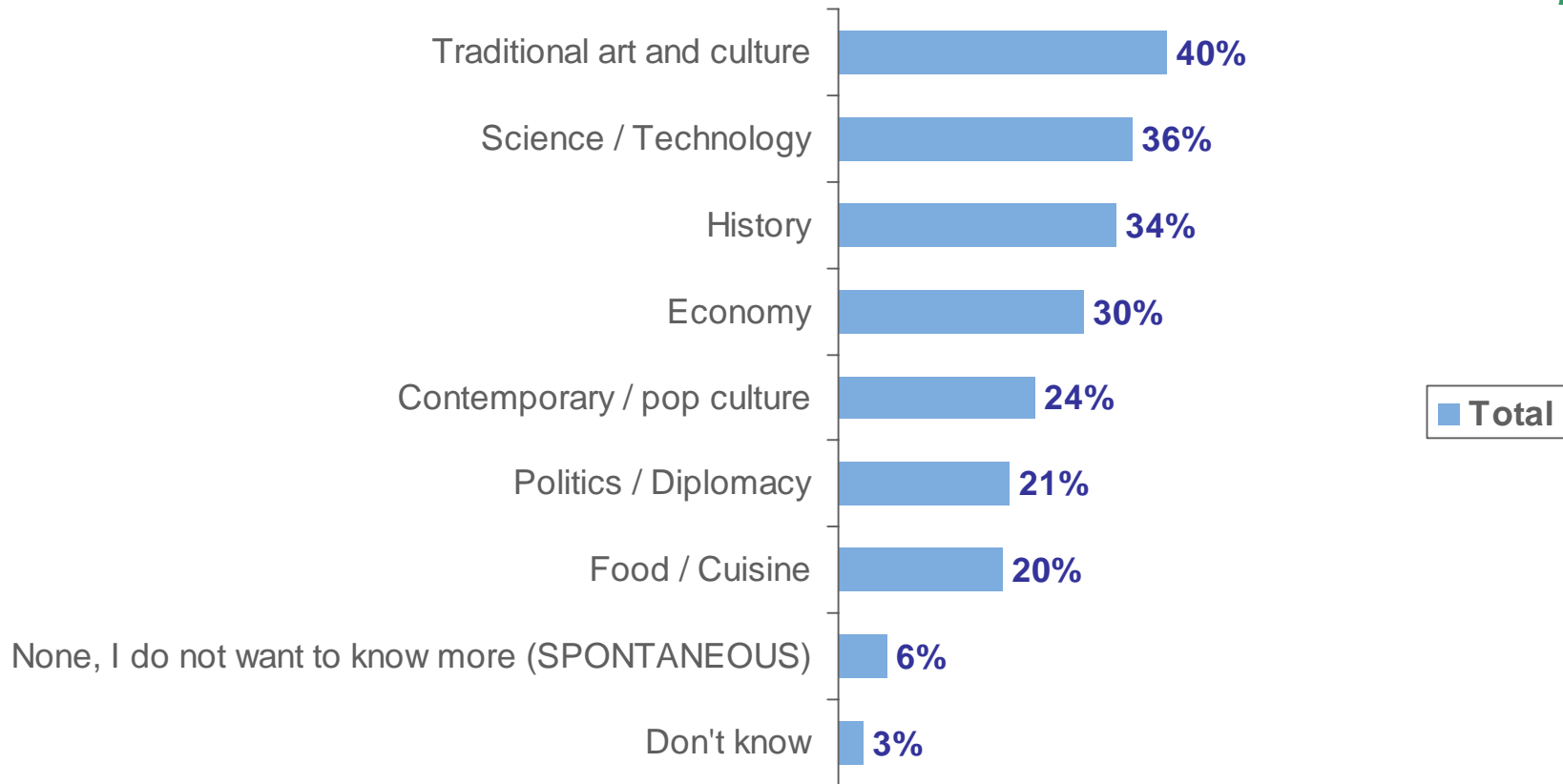




Areas of interest for having more information about Japan

Q.3. In which of the following areas would you be interested in having more information about Japan?

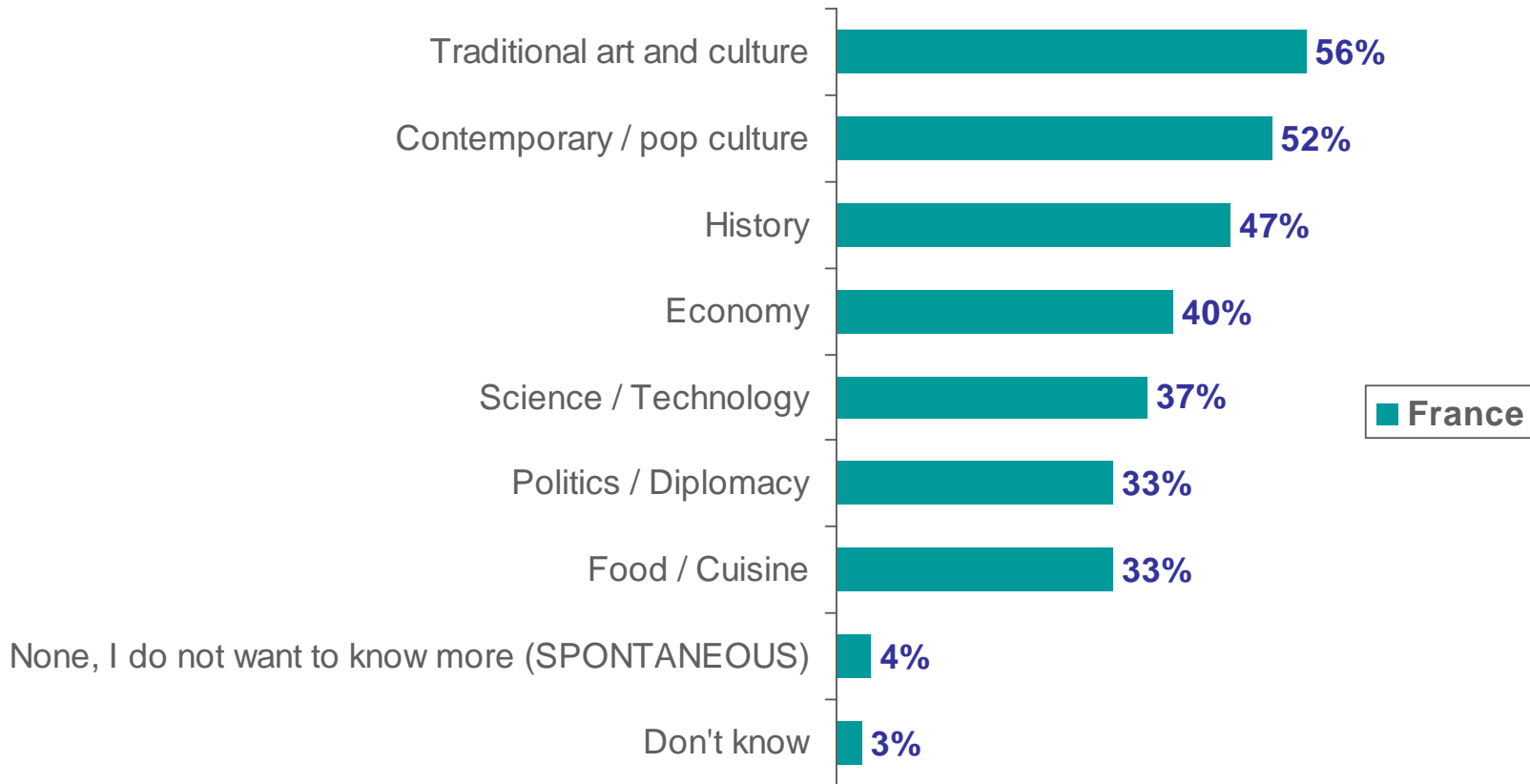
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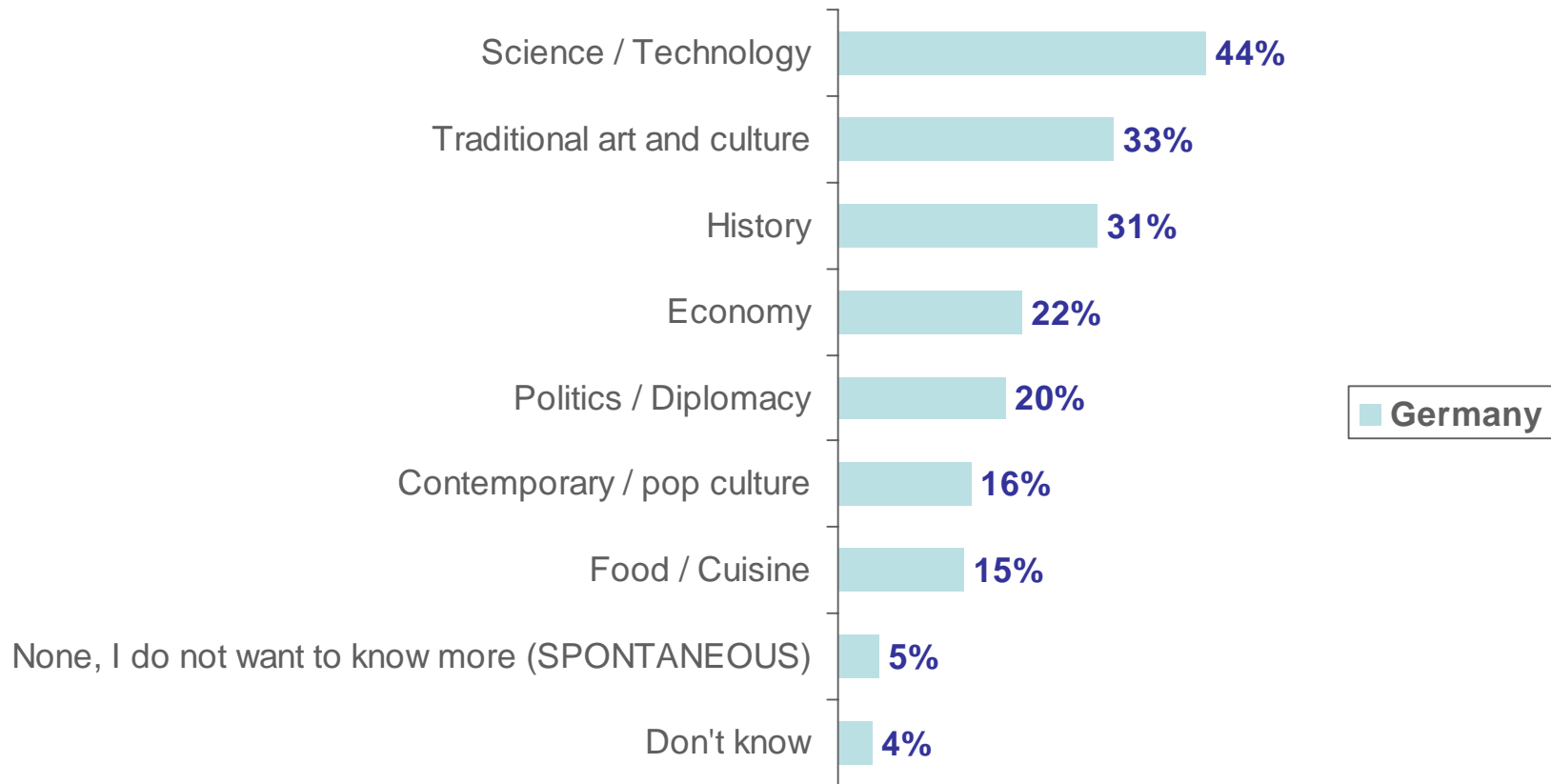
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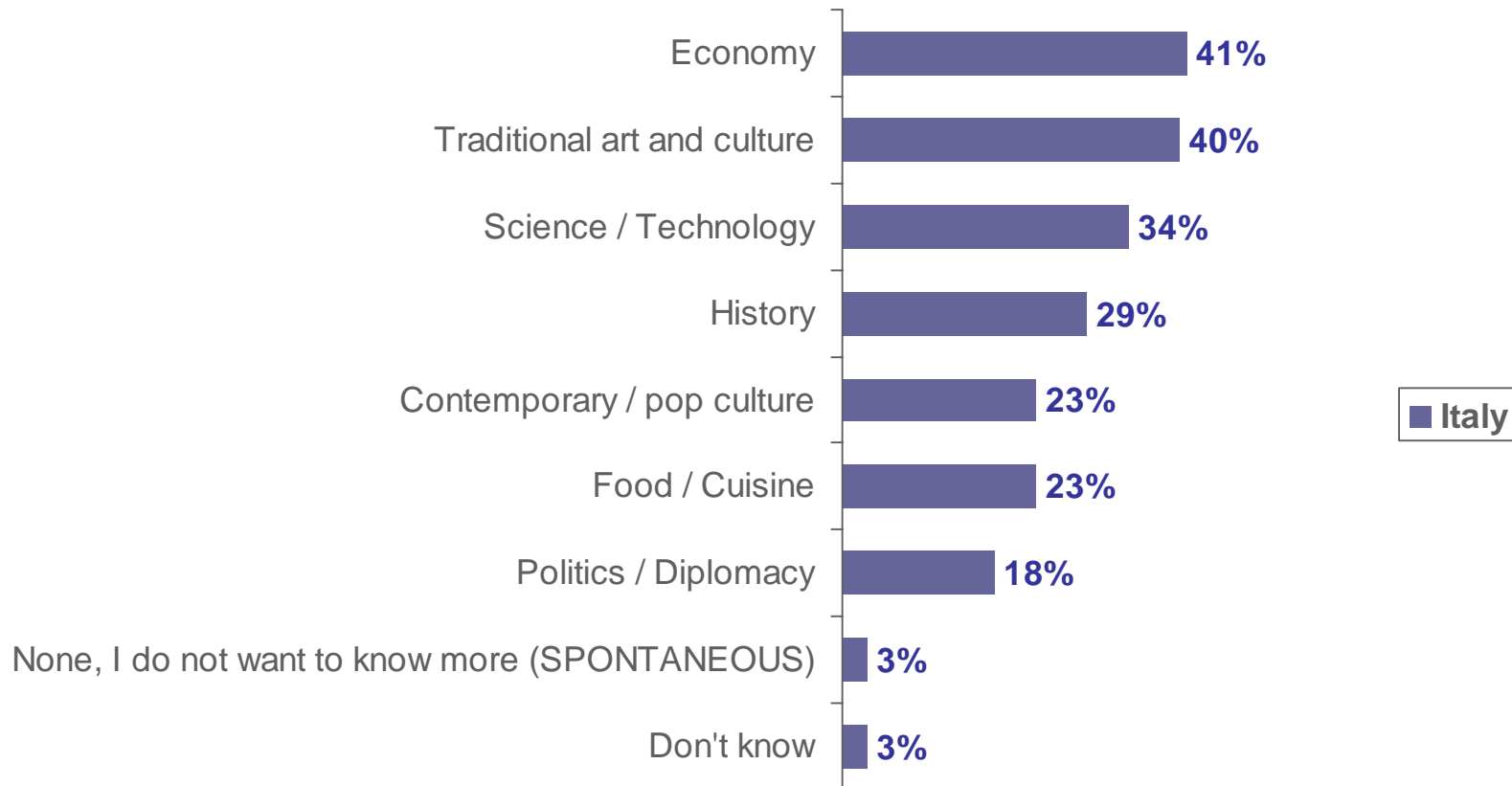
N = 310



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N = 300

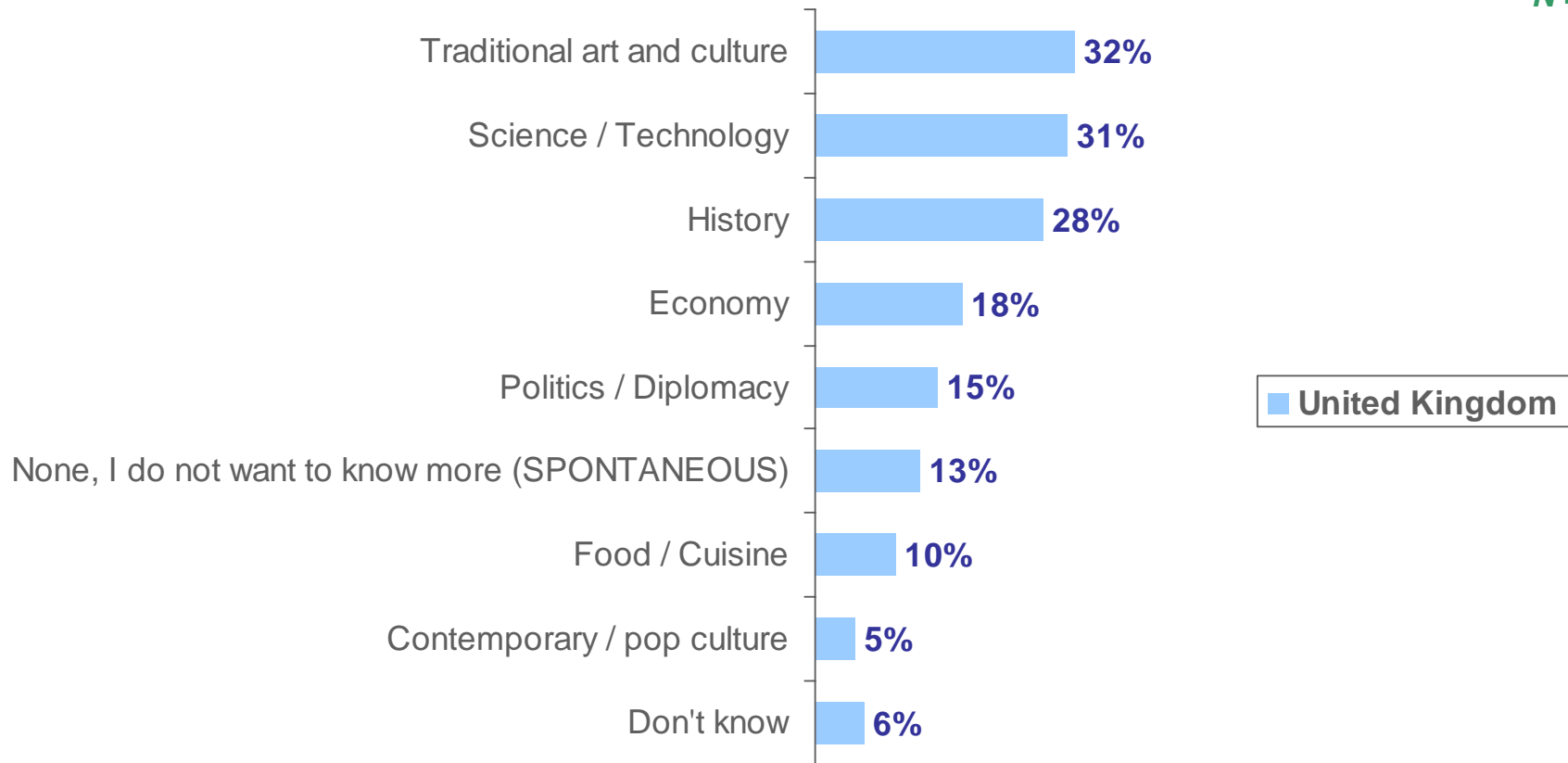




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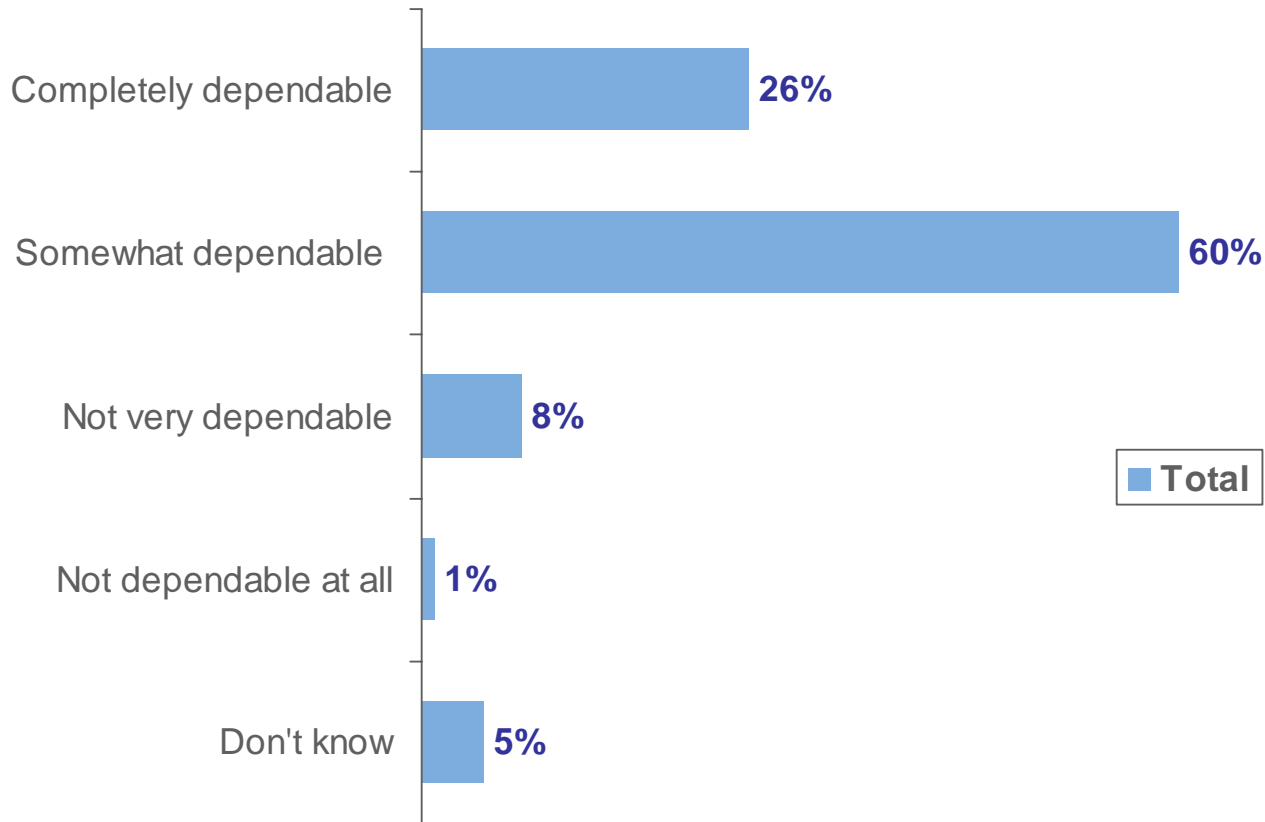
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To what extent is Japan dependable

Q.4. *To what extent do you think Japan is dependable? Would you say it is completely dependable, somewhat dependable, not very dependable or not dependable at all?*

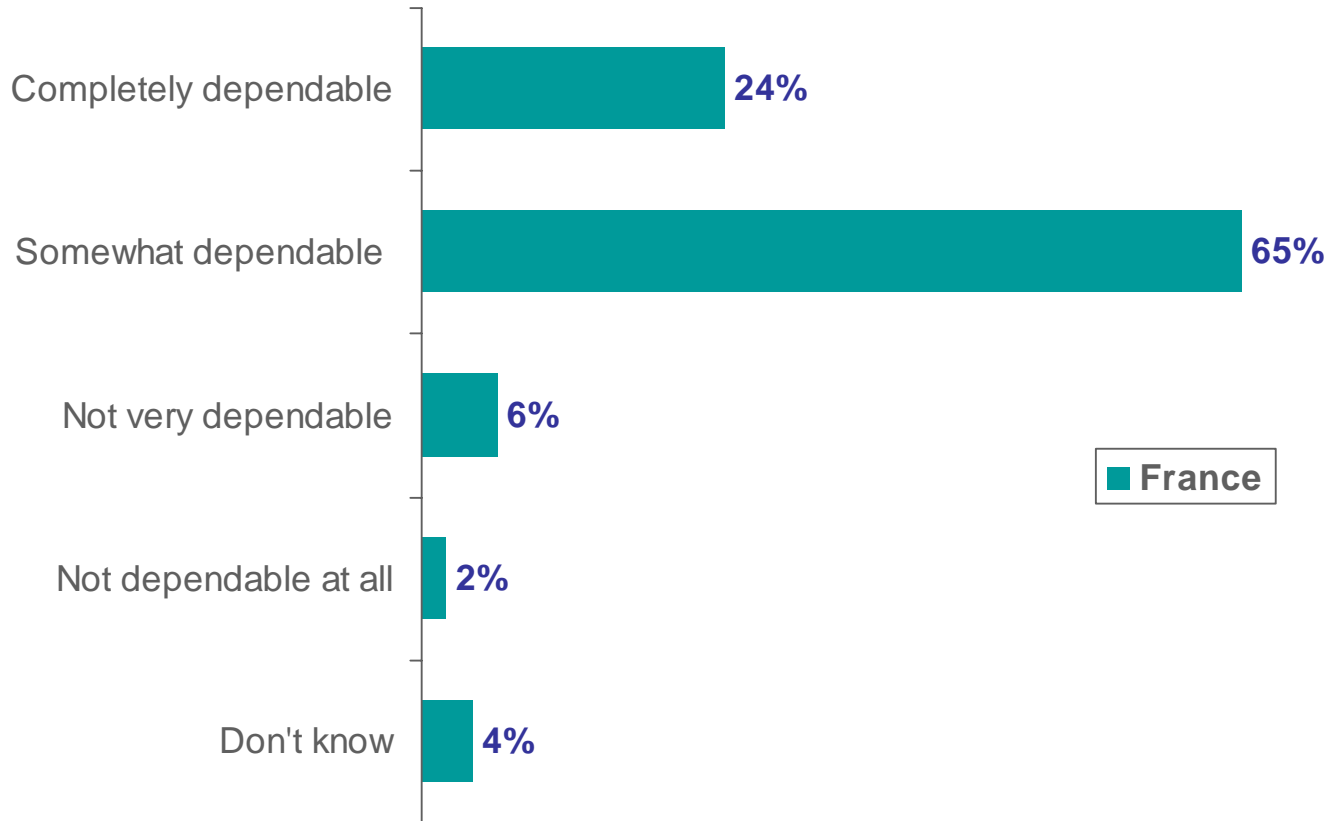
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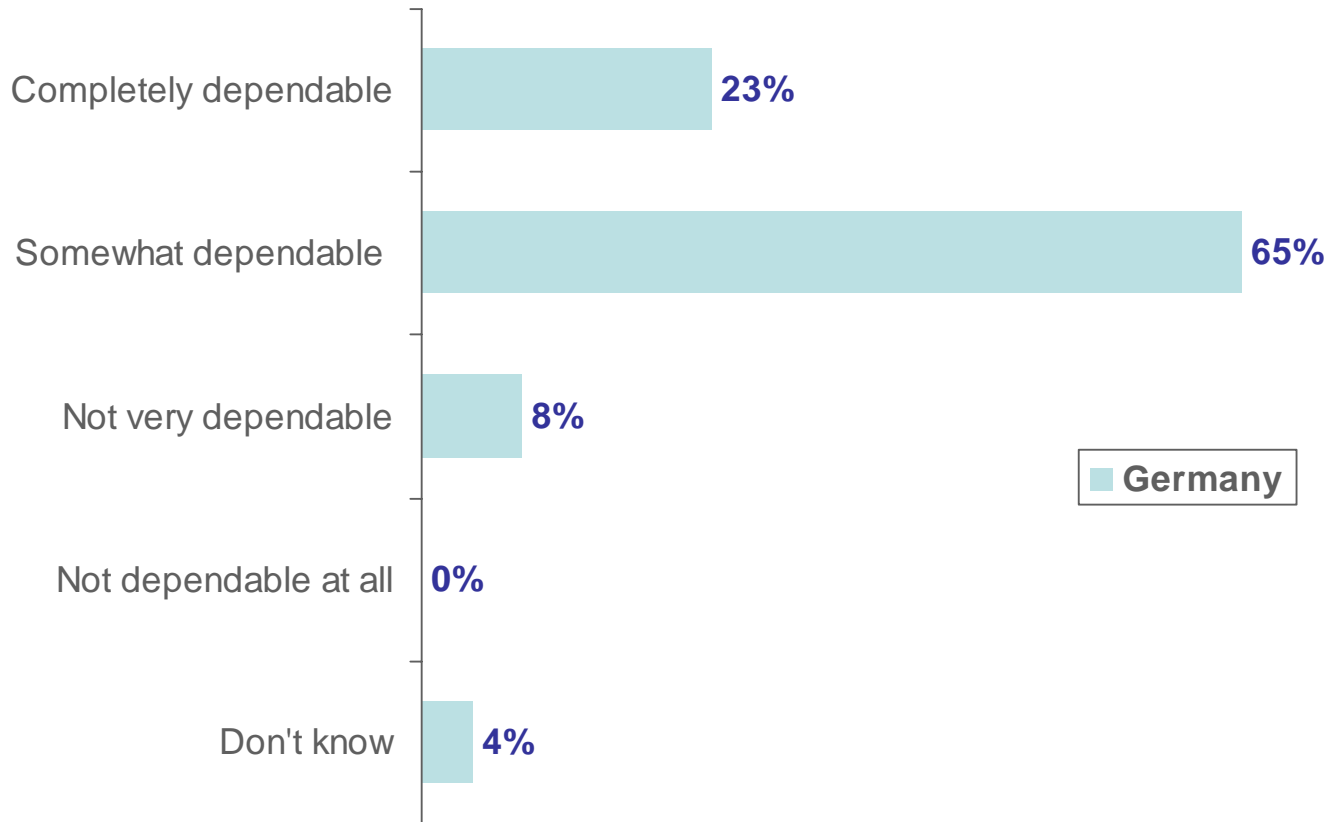
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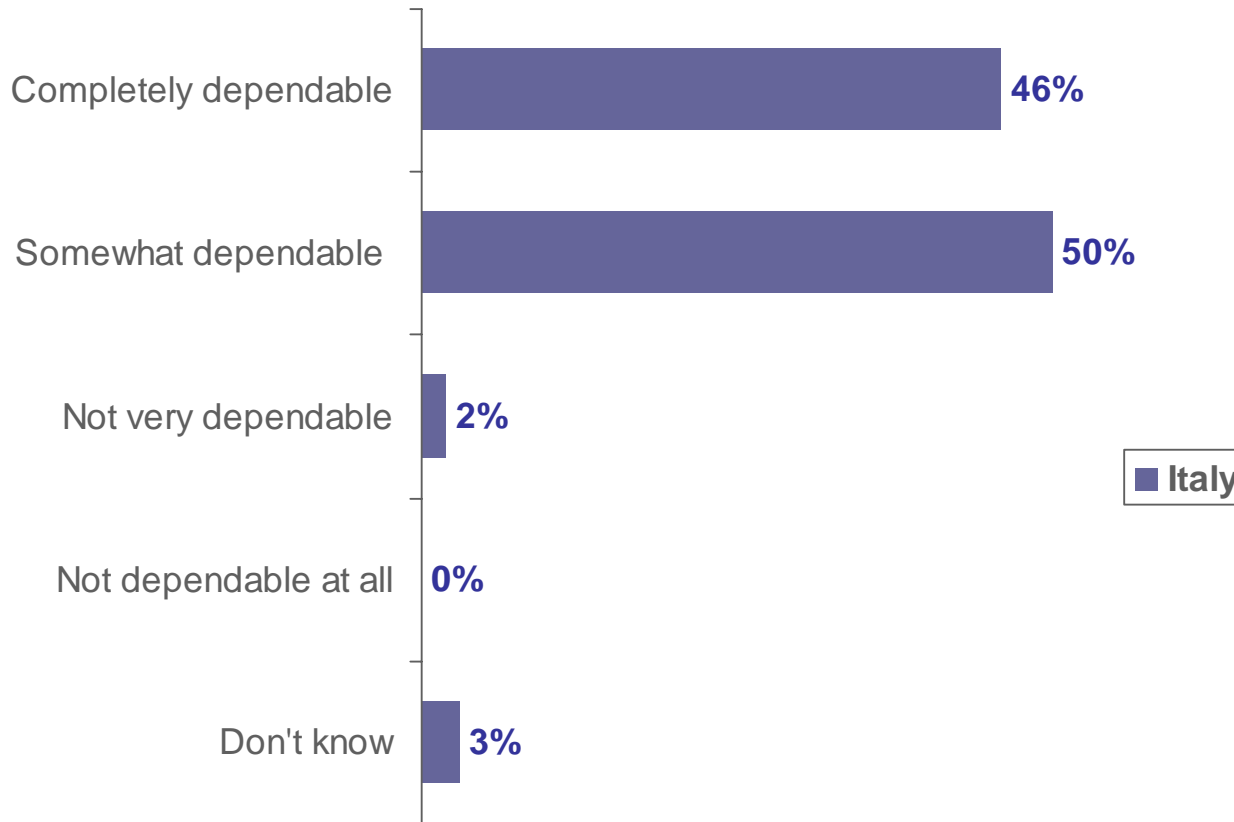
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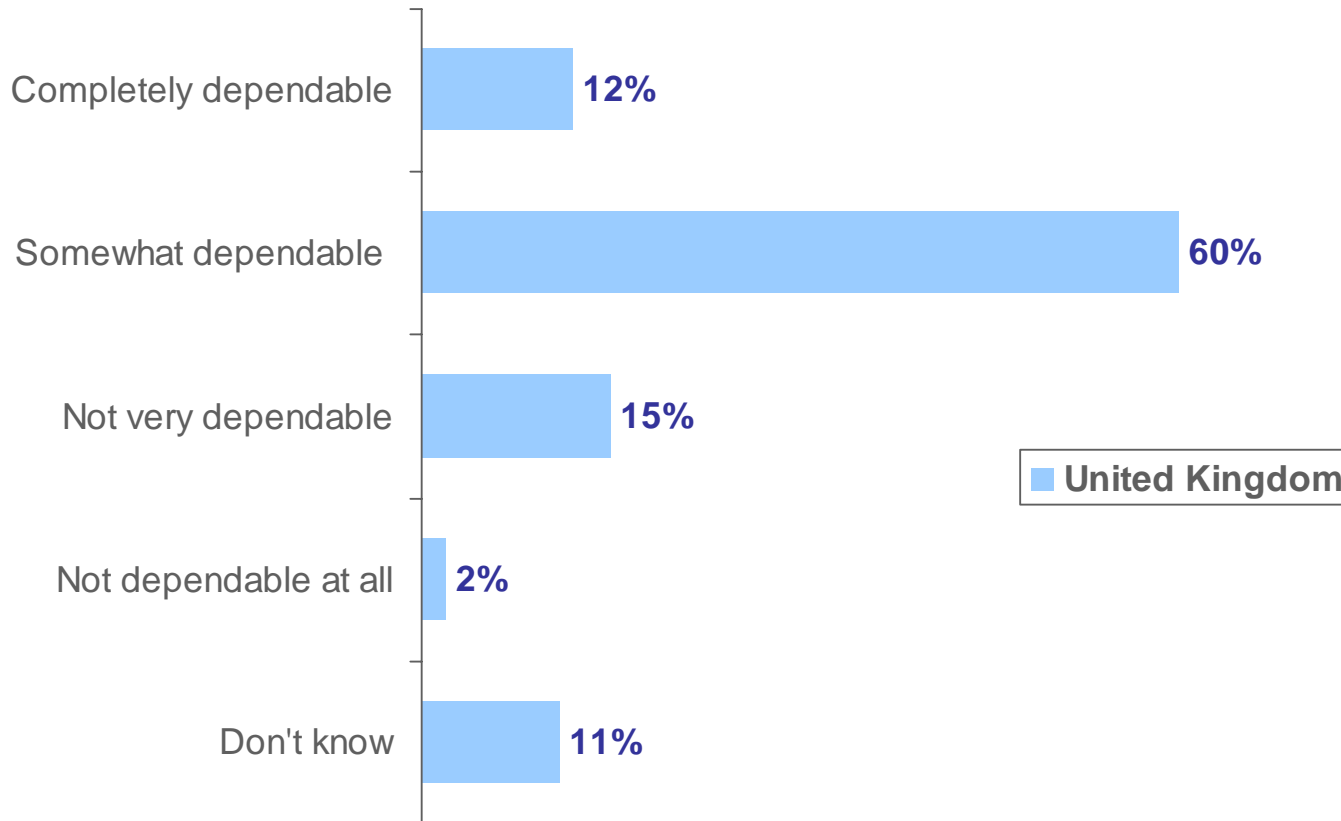
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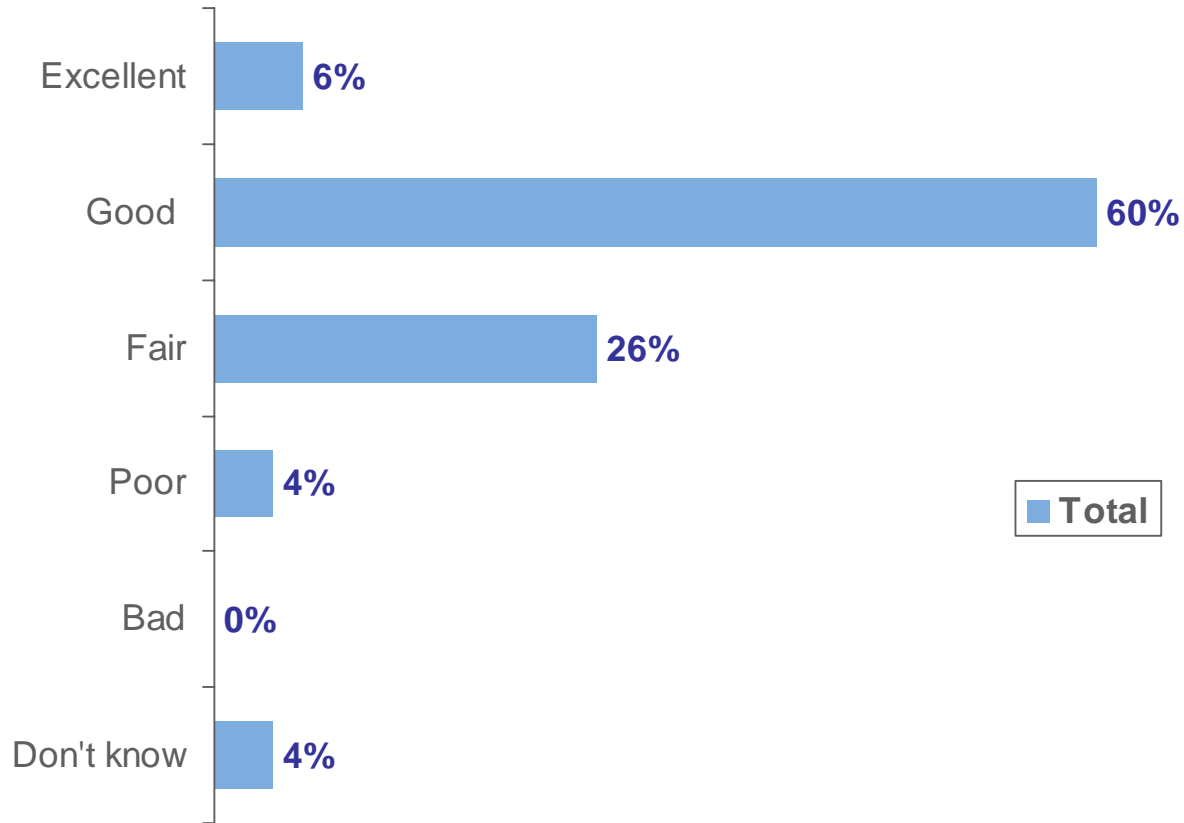




Level of overall relations between Japan and the EU

Q.5. In your opinion, how would rate the present level of overall relations between Japan and the EU? Would you say they are excellent, good, fair, poor or bad?

N = 1209

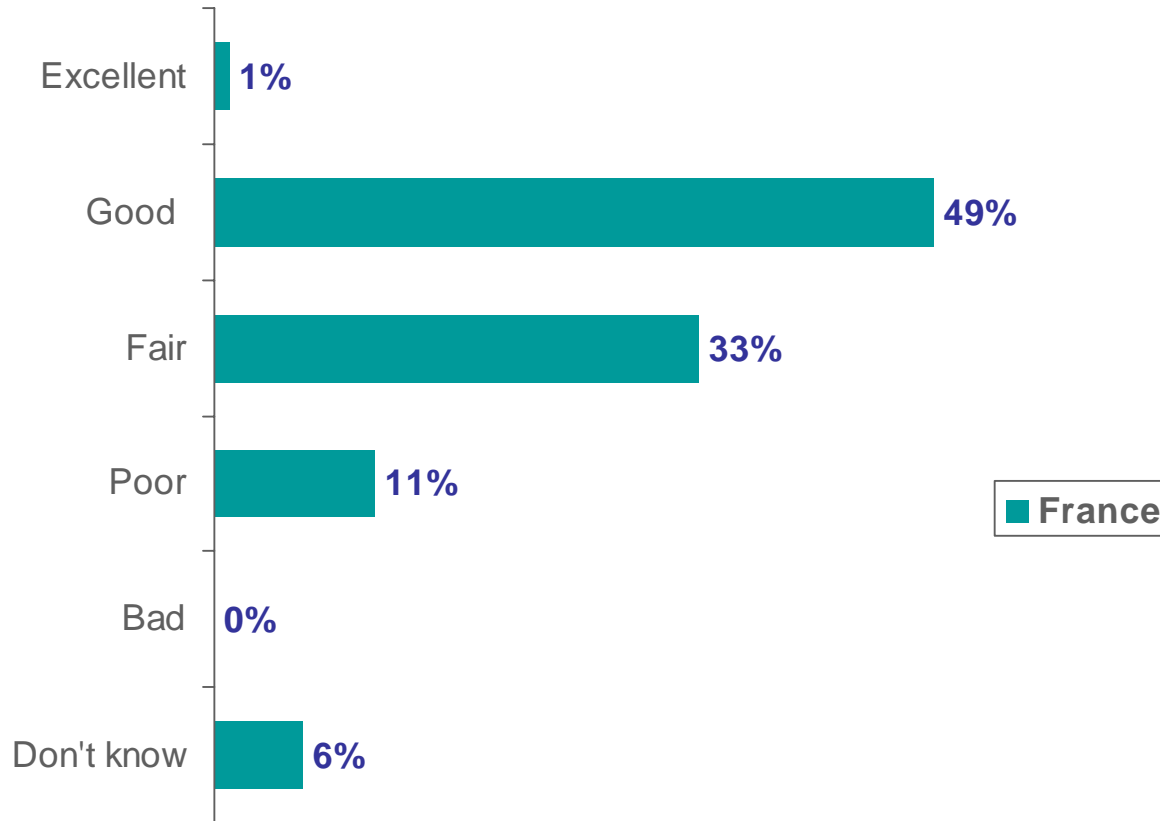




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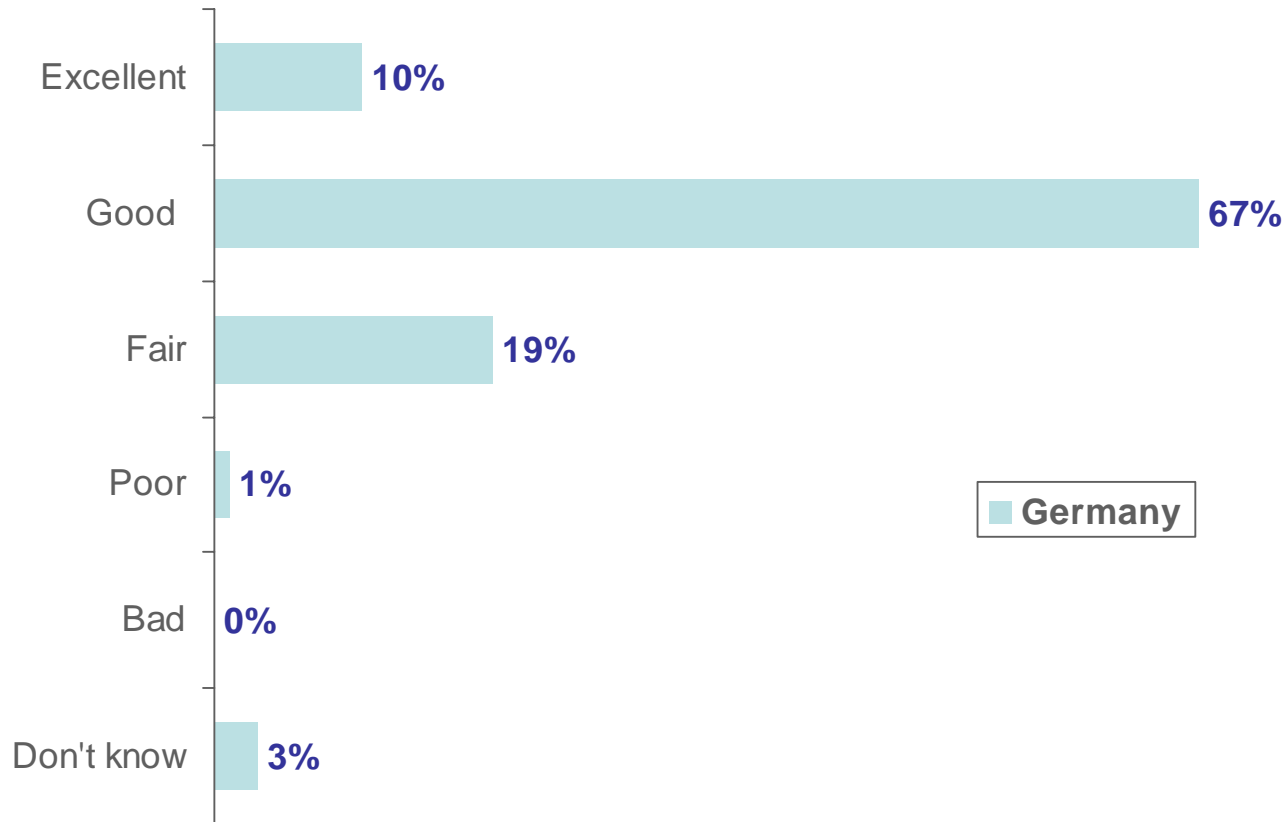




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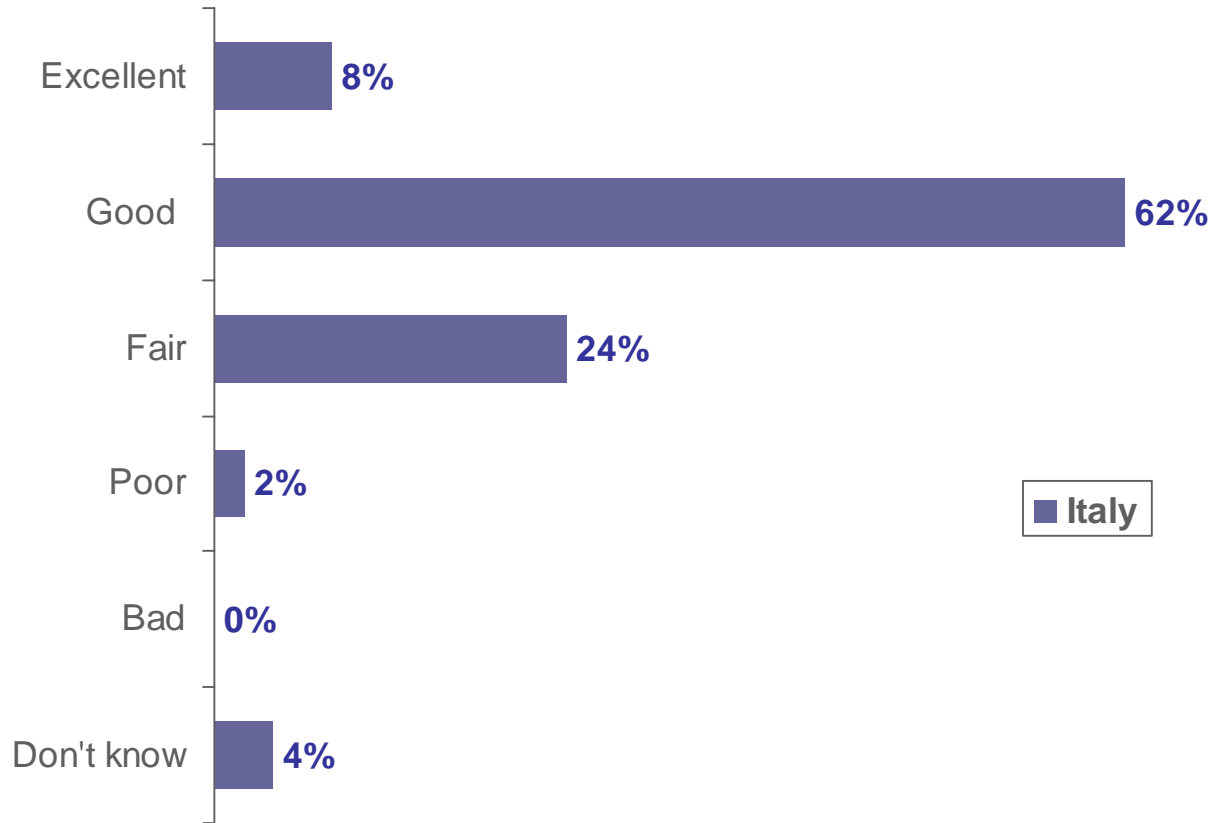




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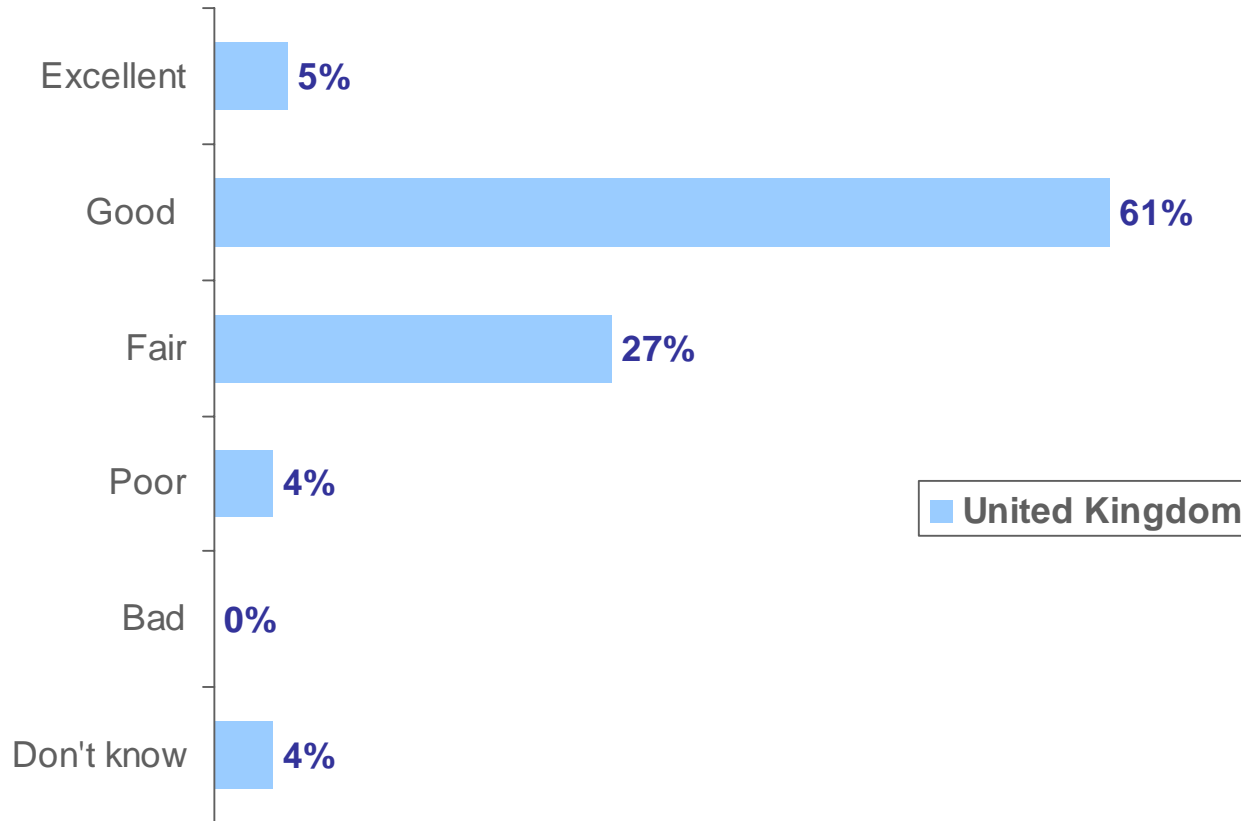




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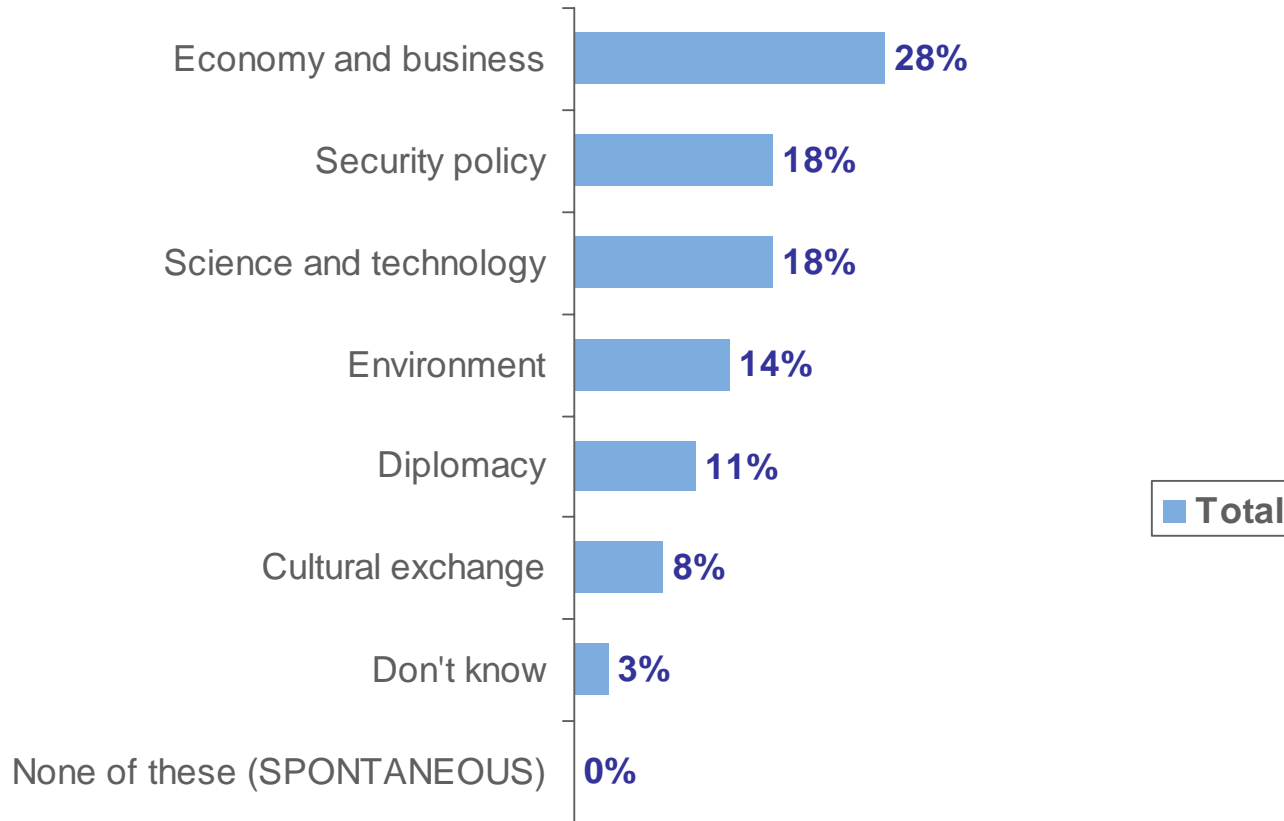
N = 299



Closer cooperation for Japan and the EU Member States

Q.6. In which of the following areas do you feel it is most important for Japan and the EU Member States to have a closer cooperation?

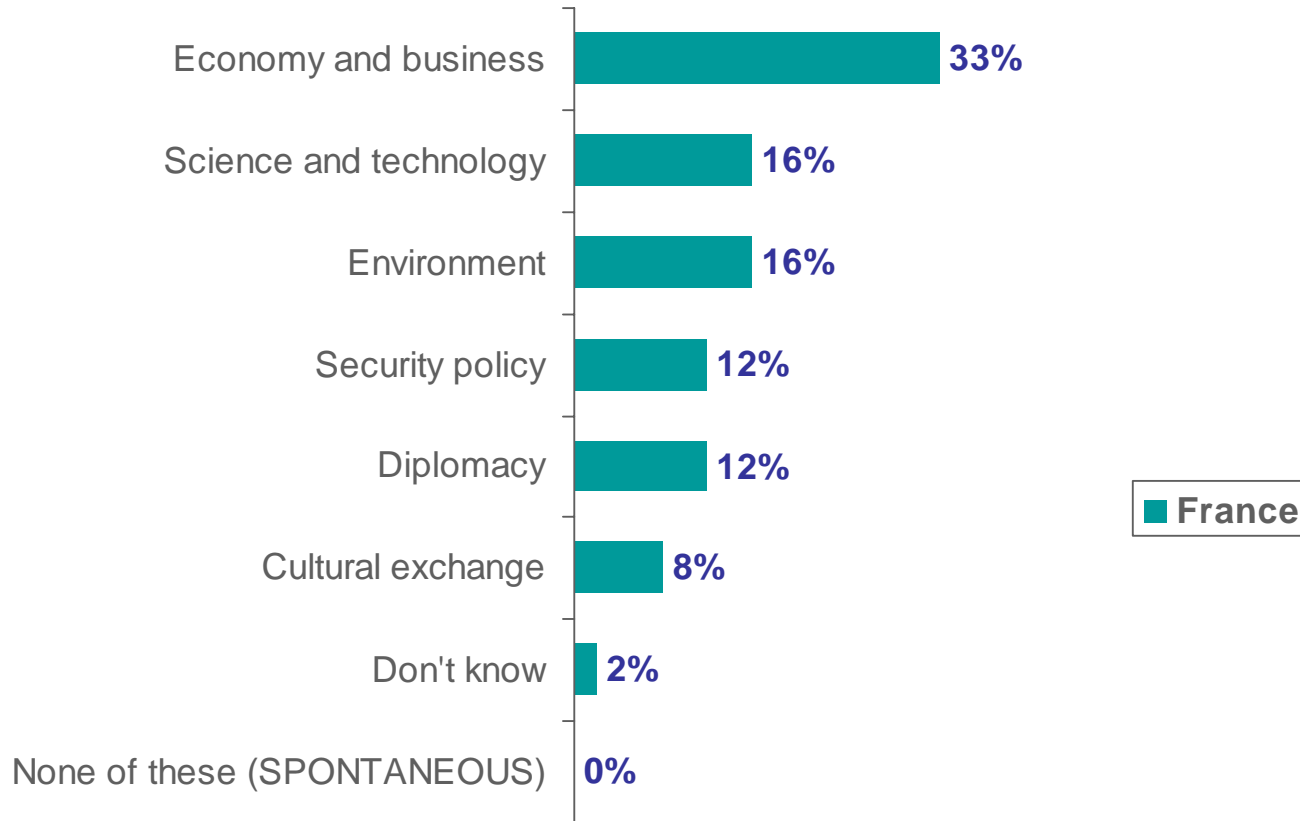
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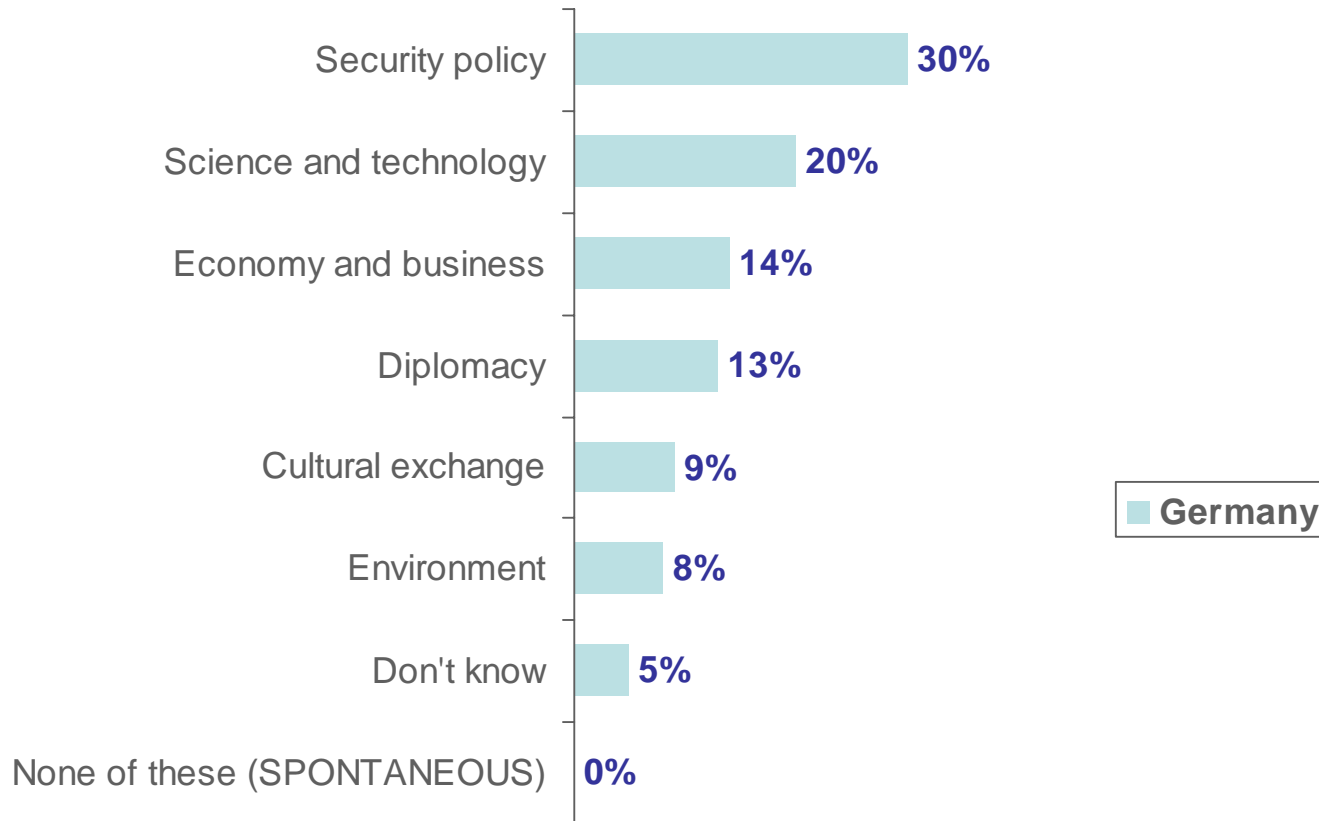
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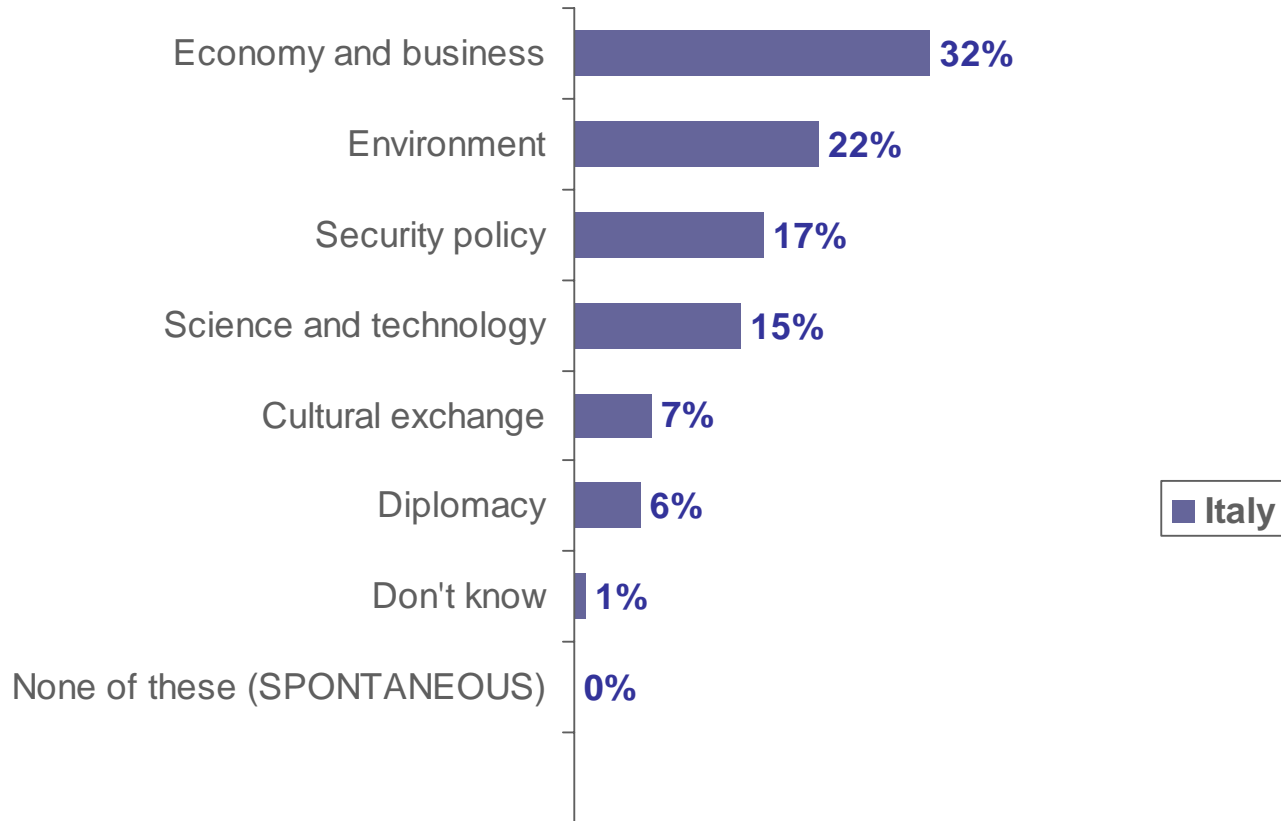
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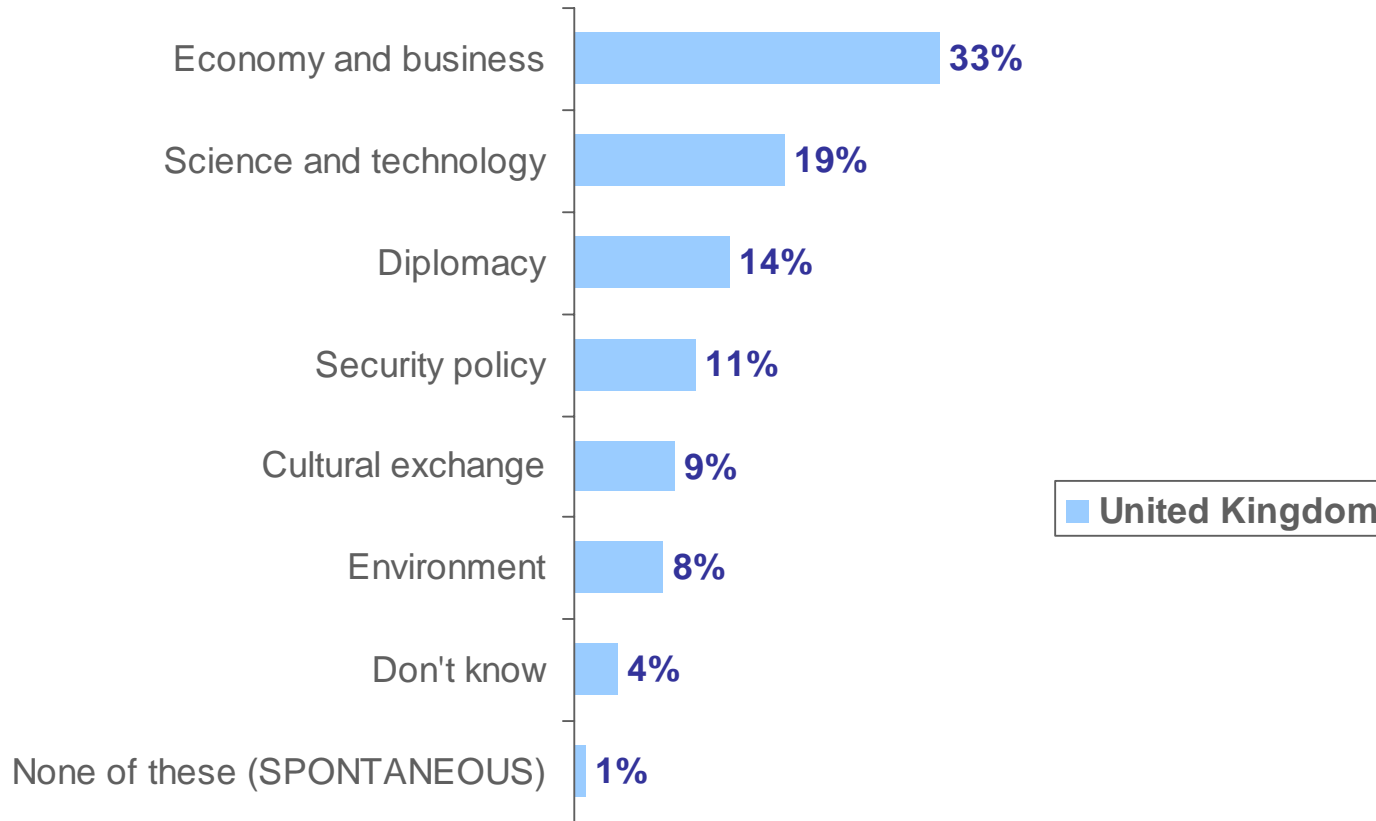
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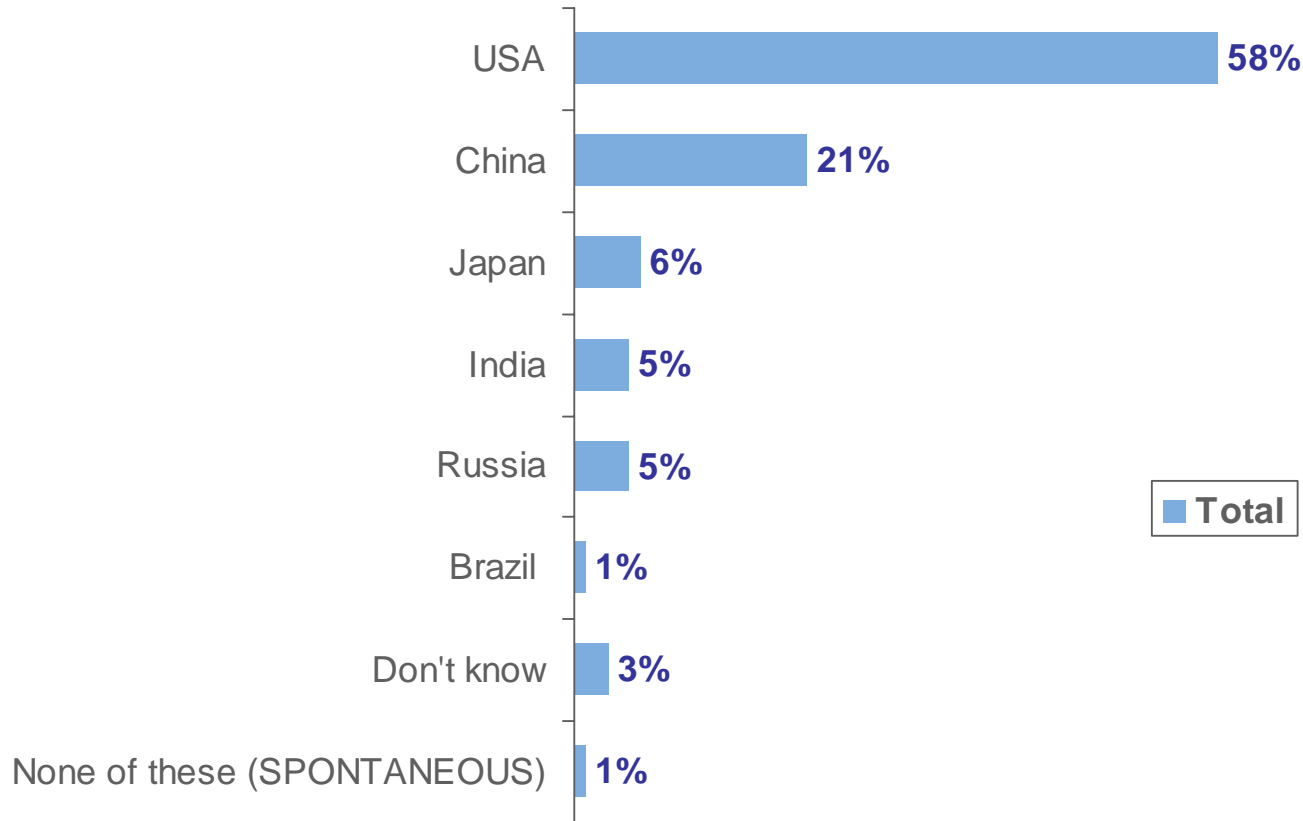
N = 299



Non-EU Member States who is the most important partner for the EU

Q.7. Which one of the following non-EU Member States do you think is the most important partner for the EU?

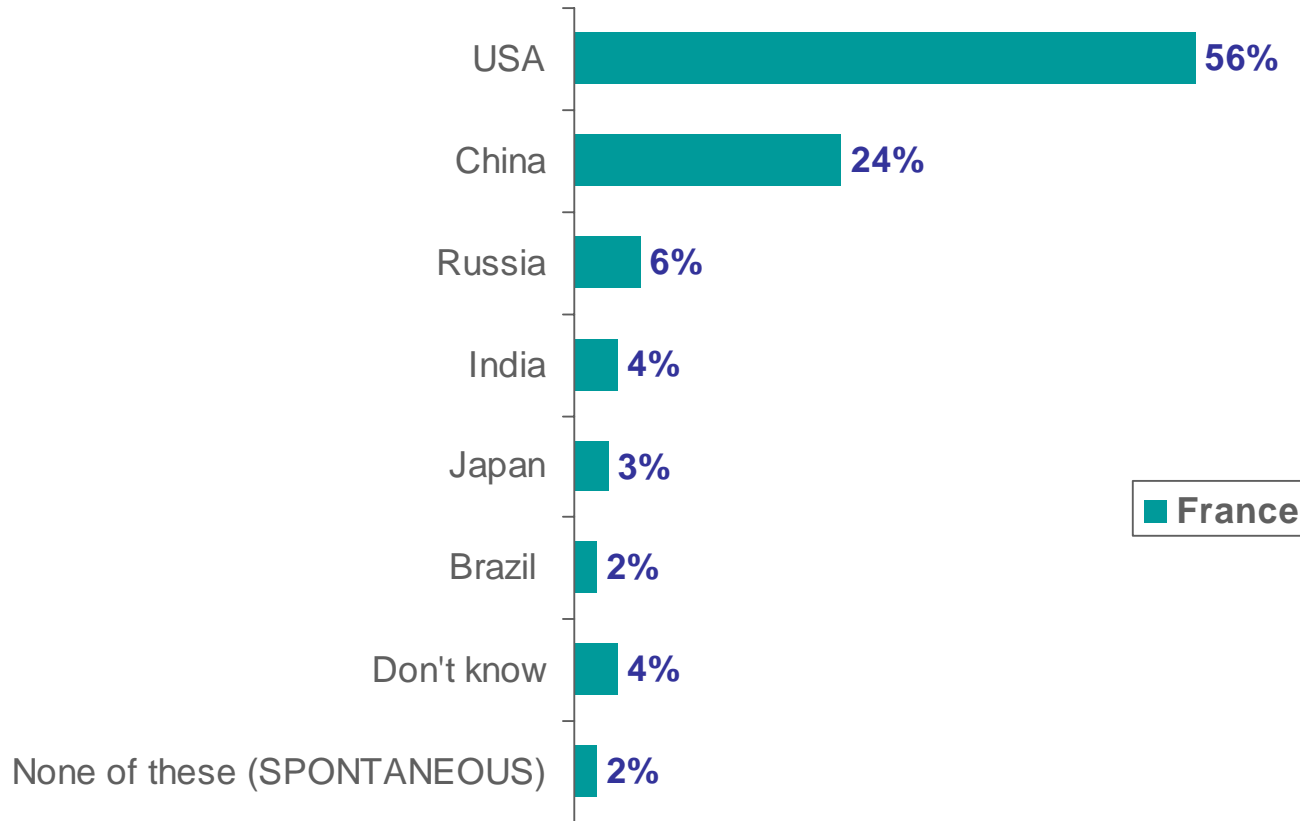
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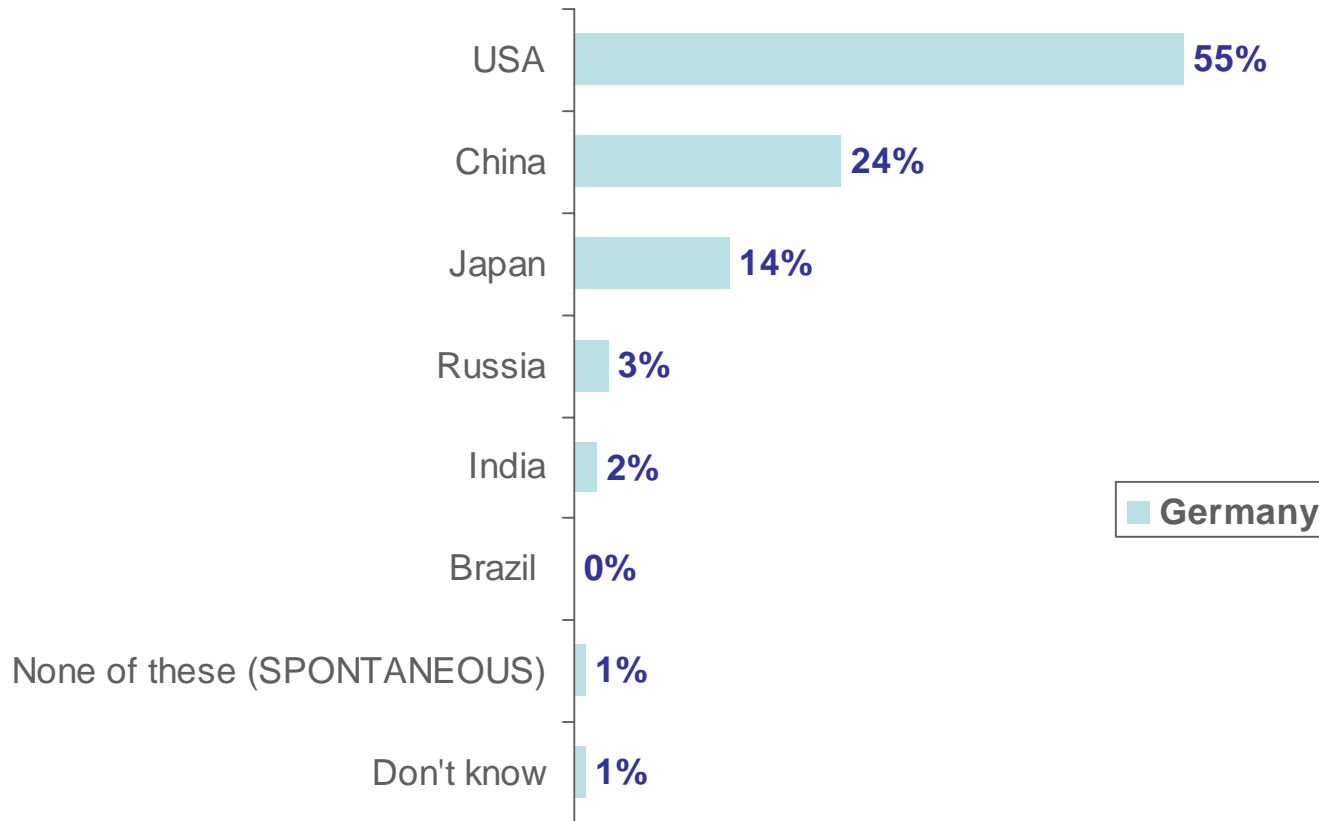
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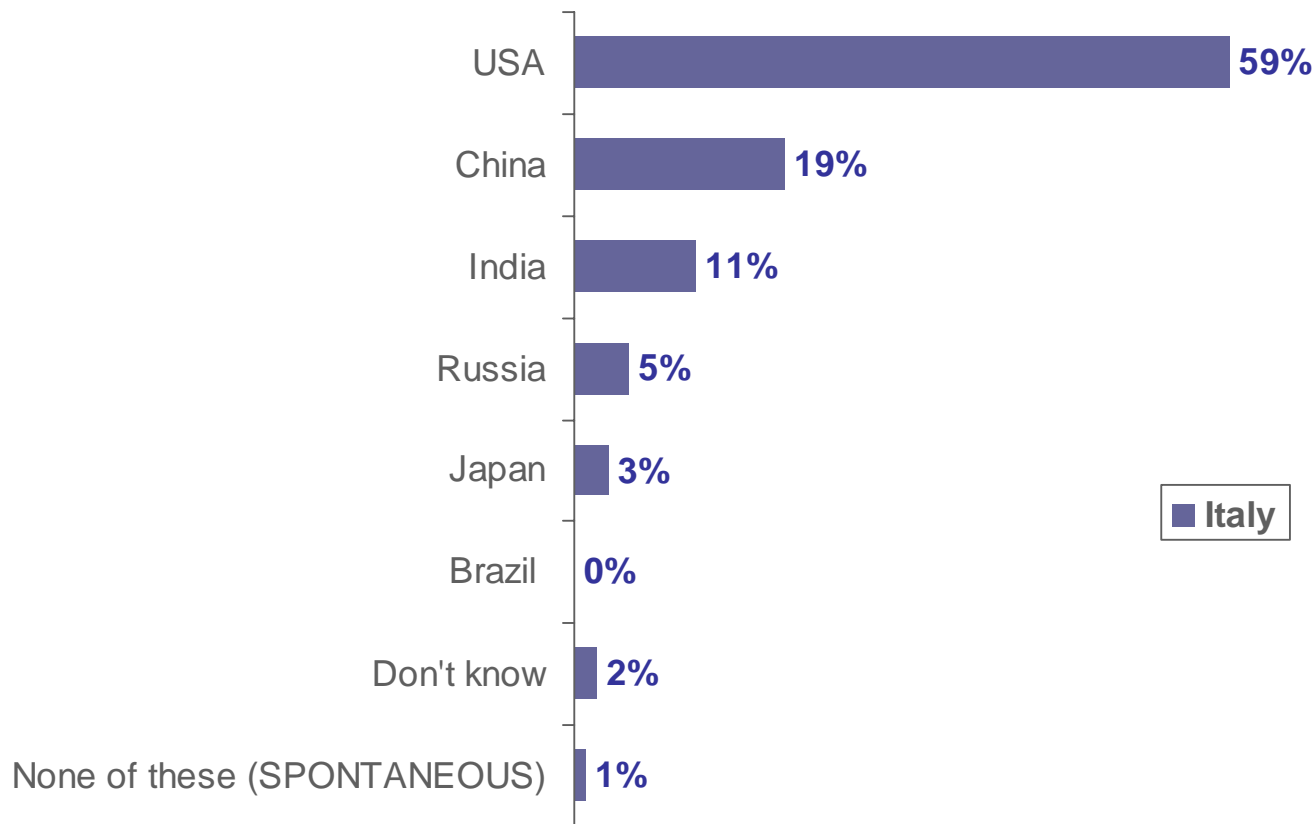
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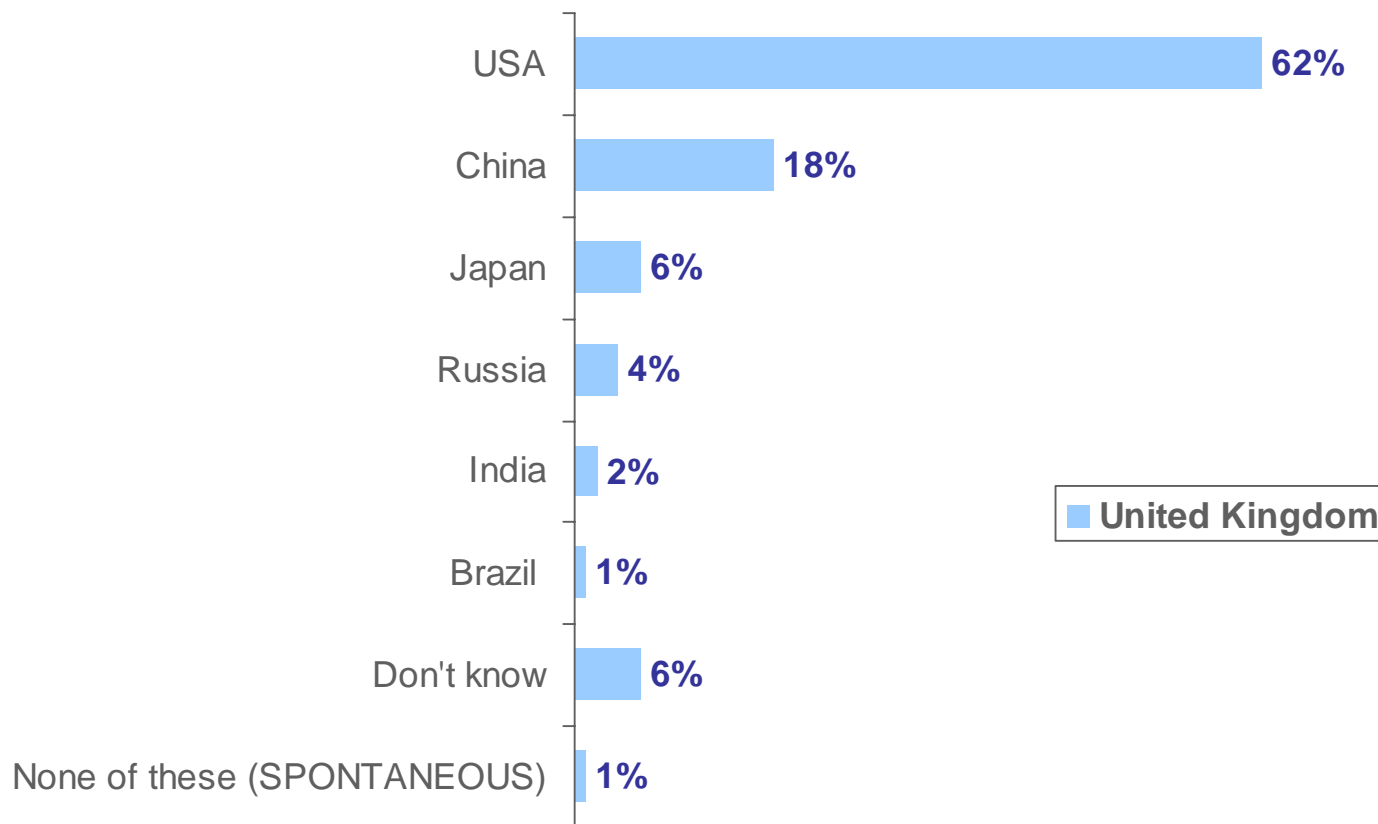
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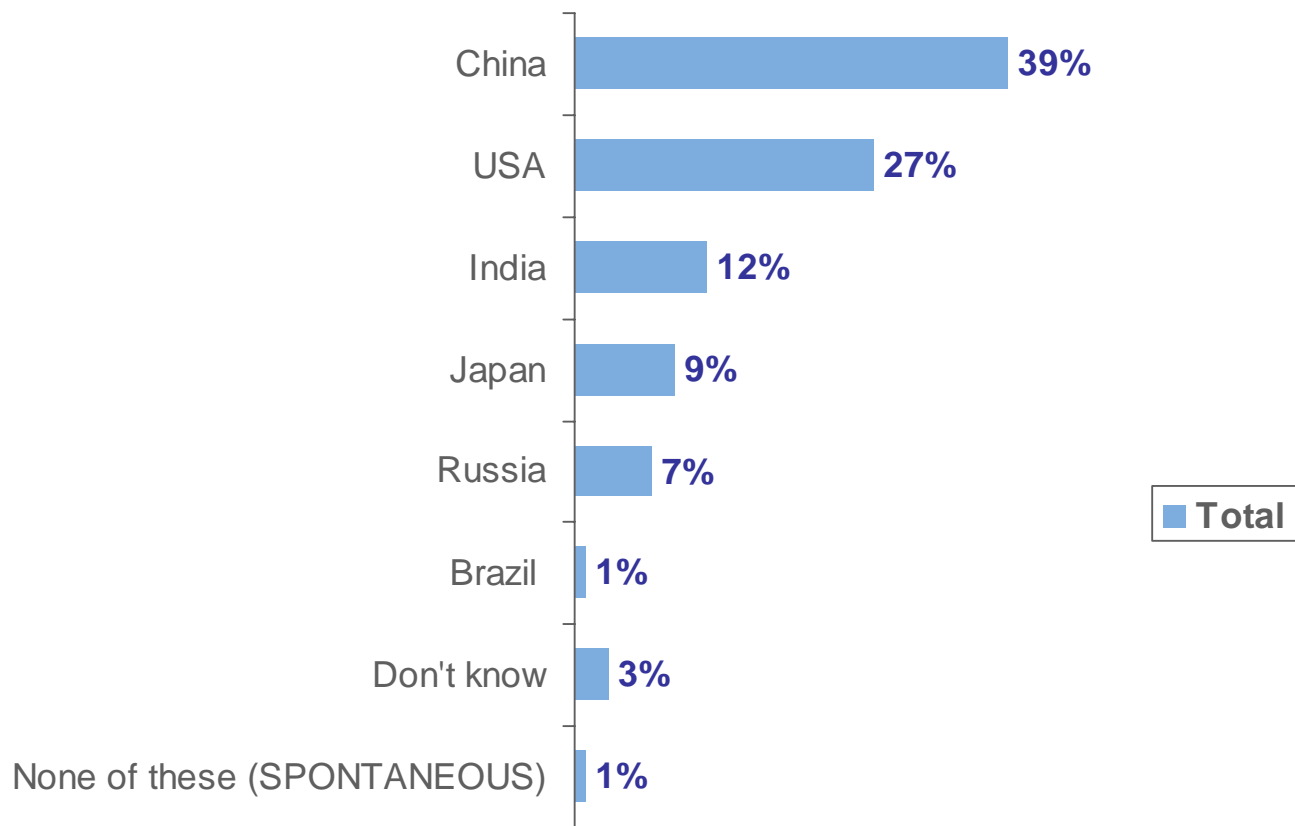




Non-EU Member States who will be the most important partner for the EU

Q.8. Which one of the following non-EU Member States do you think will be the most important partner for the EU in a near future?

N = 1209

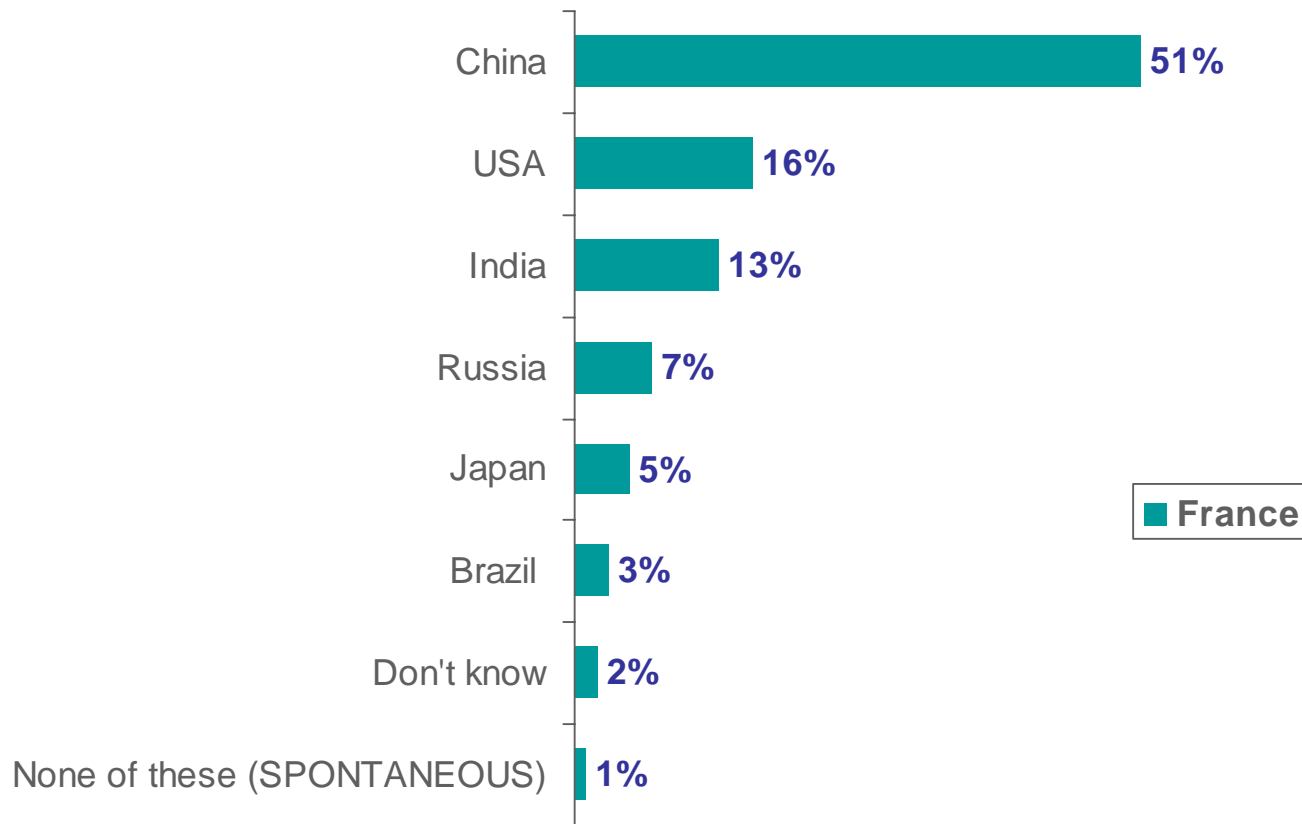




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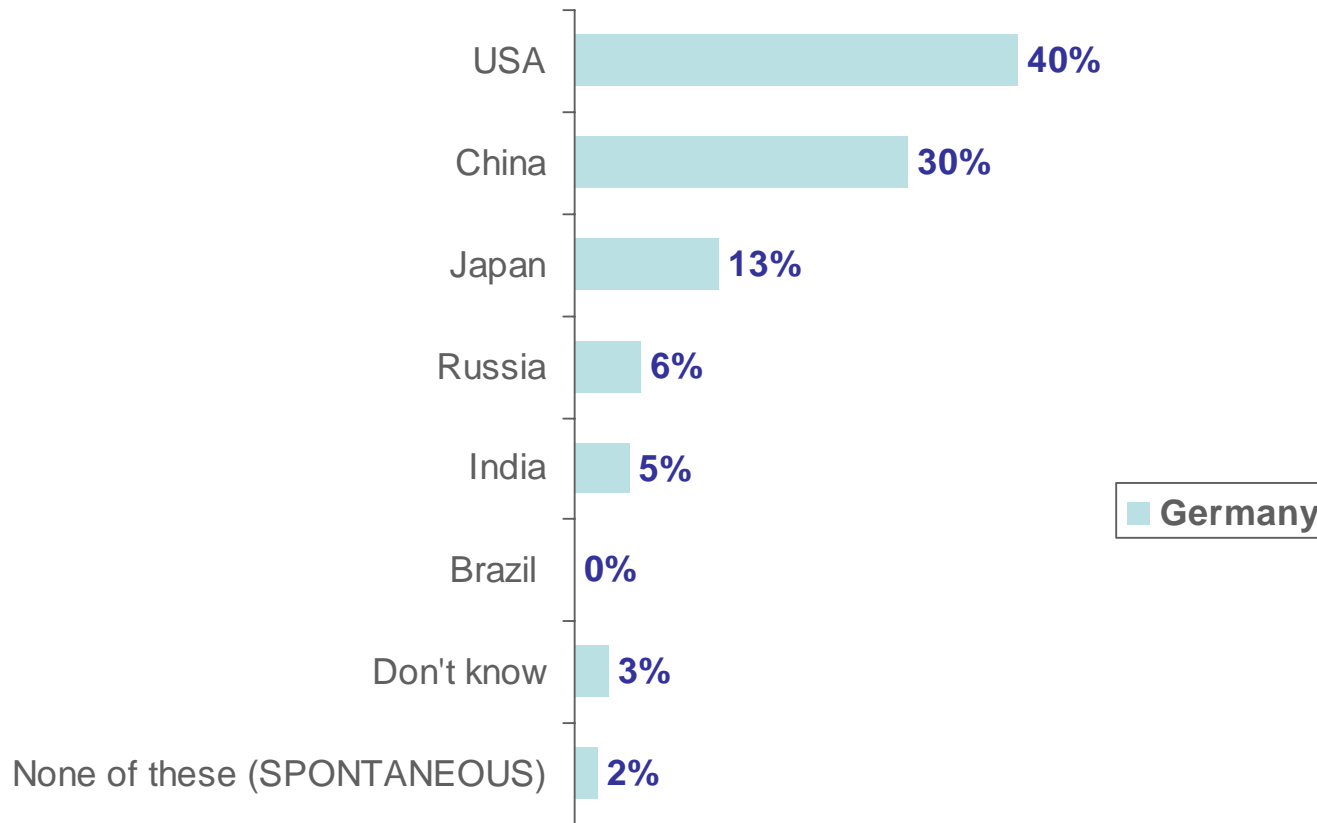




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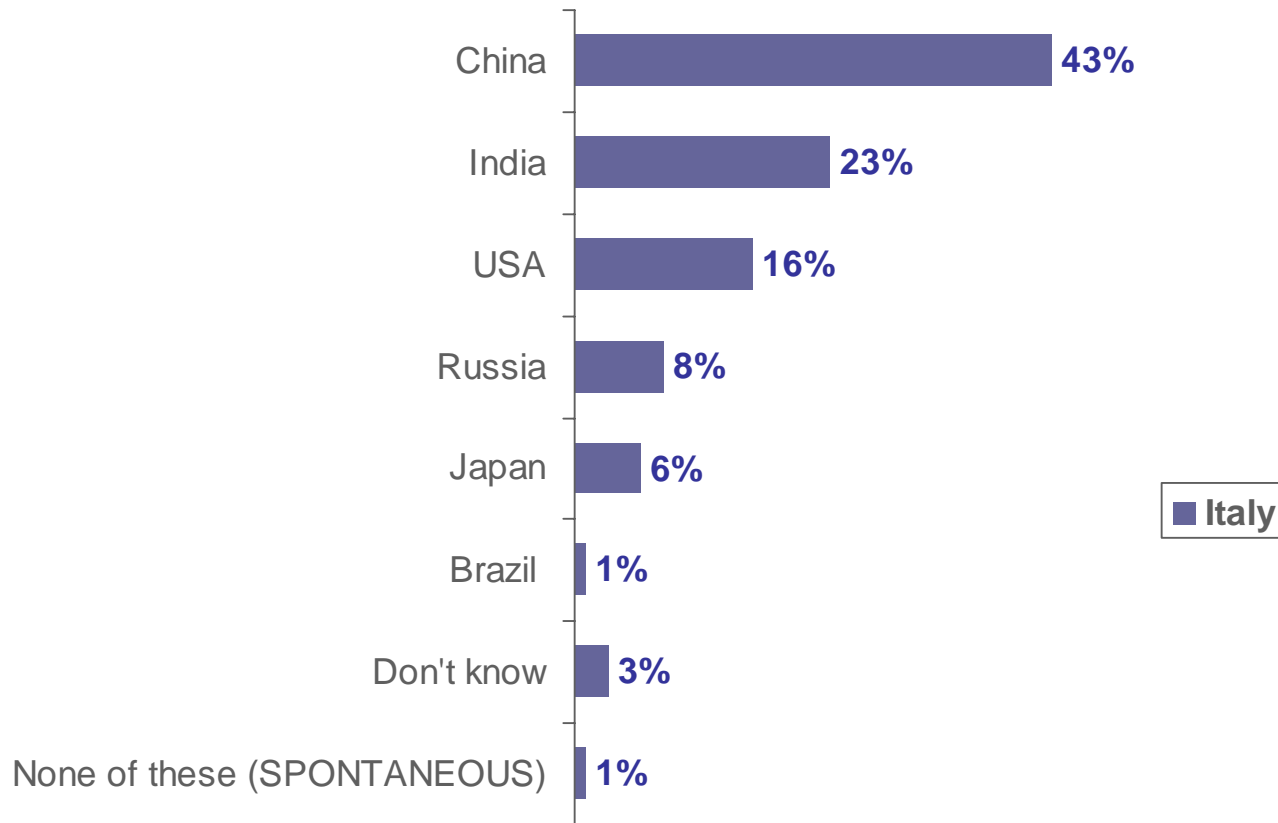




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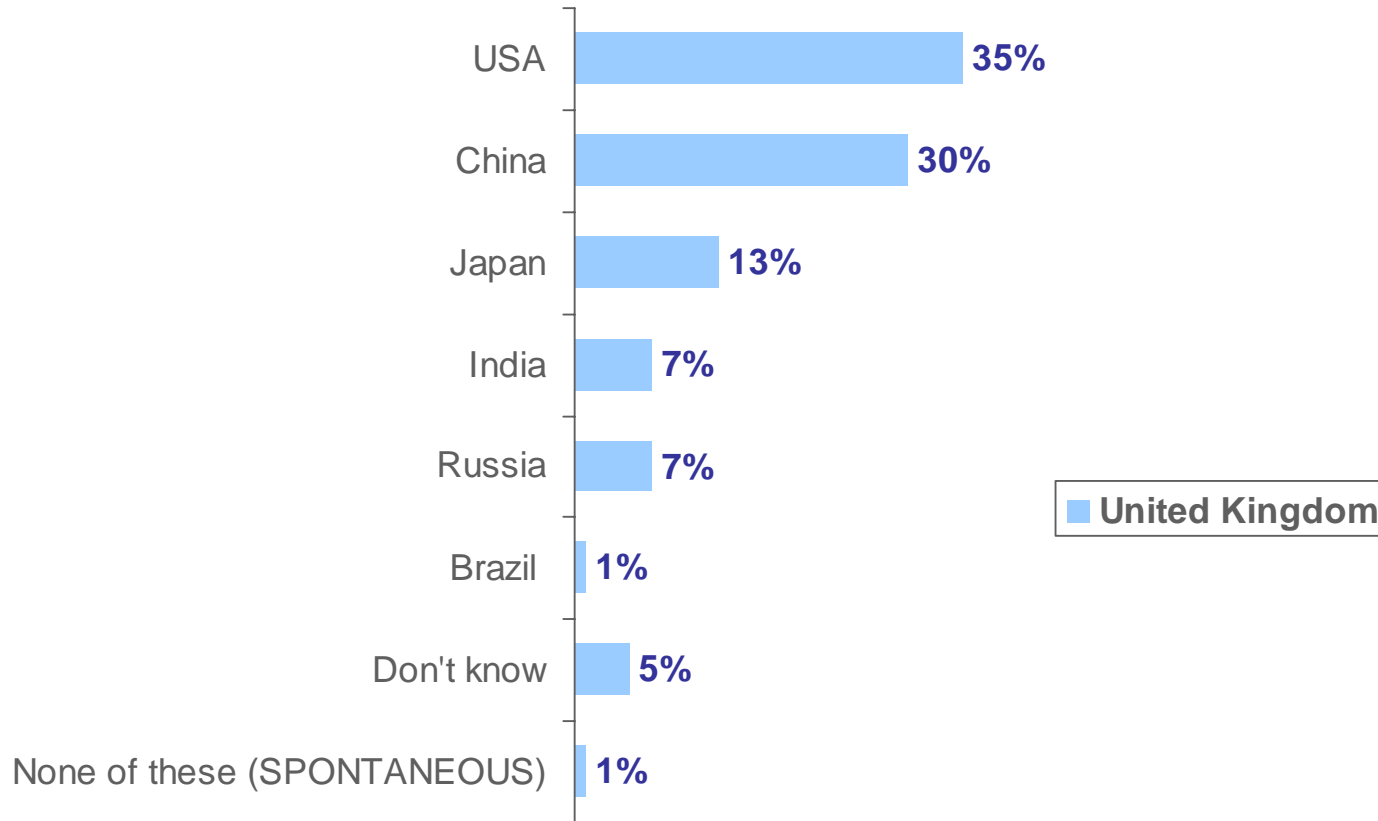




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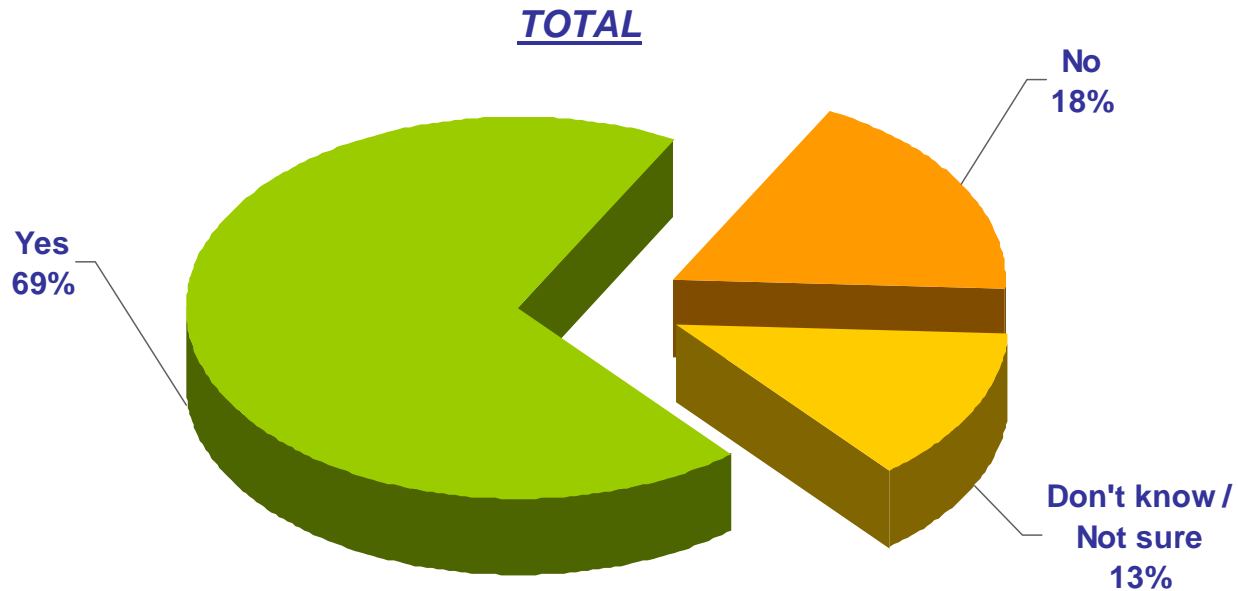
N = 299



New permanent member of the UN Security Council

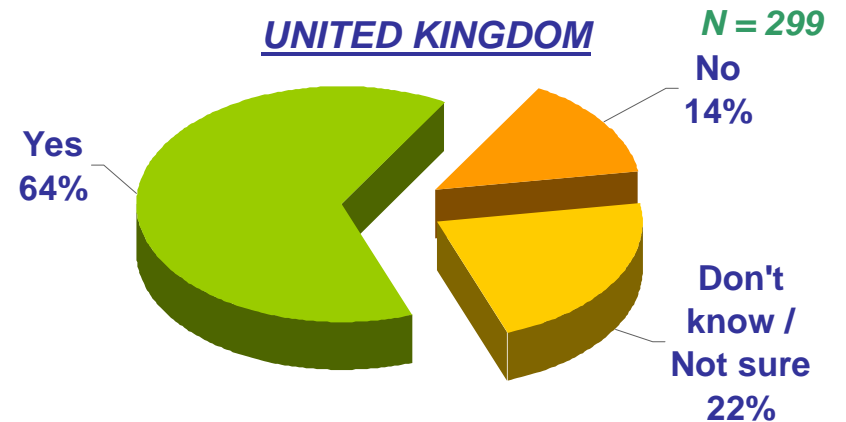
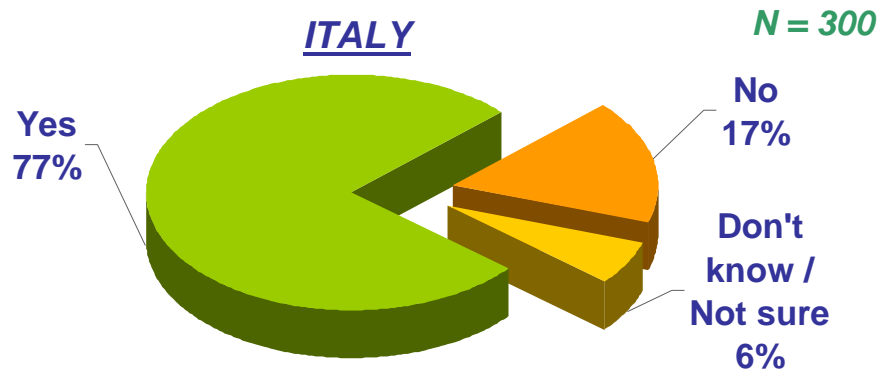
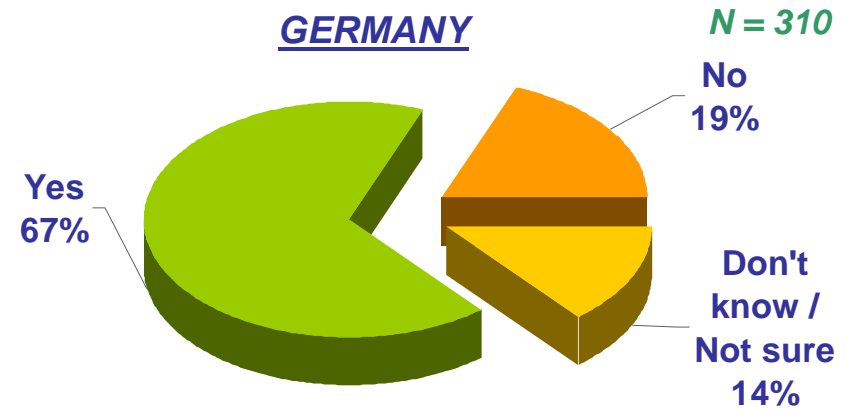
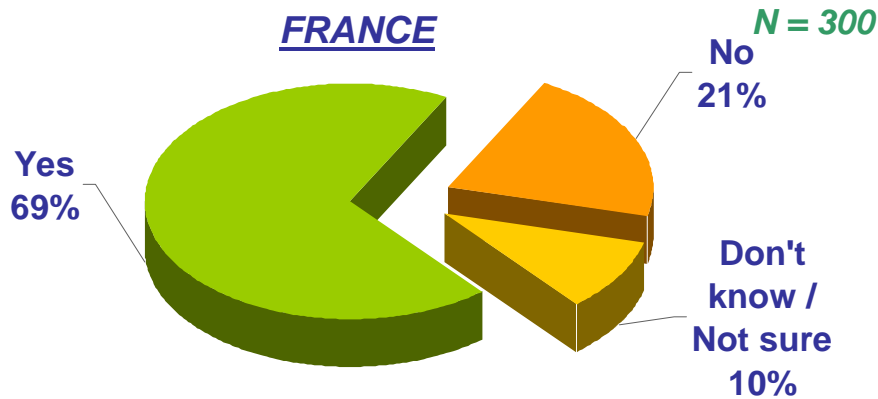
Q. 9. Do you think Japan should be a new permanent member of the UN Security Council?

N = 1209



New permanent member of the UN Security Council

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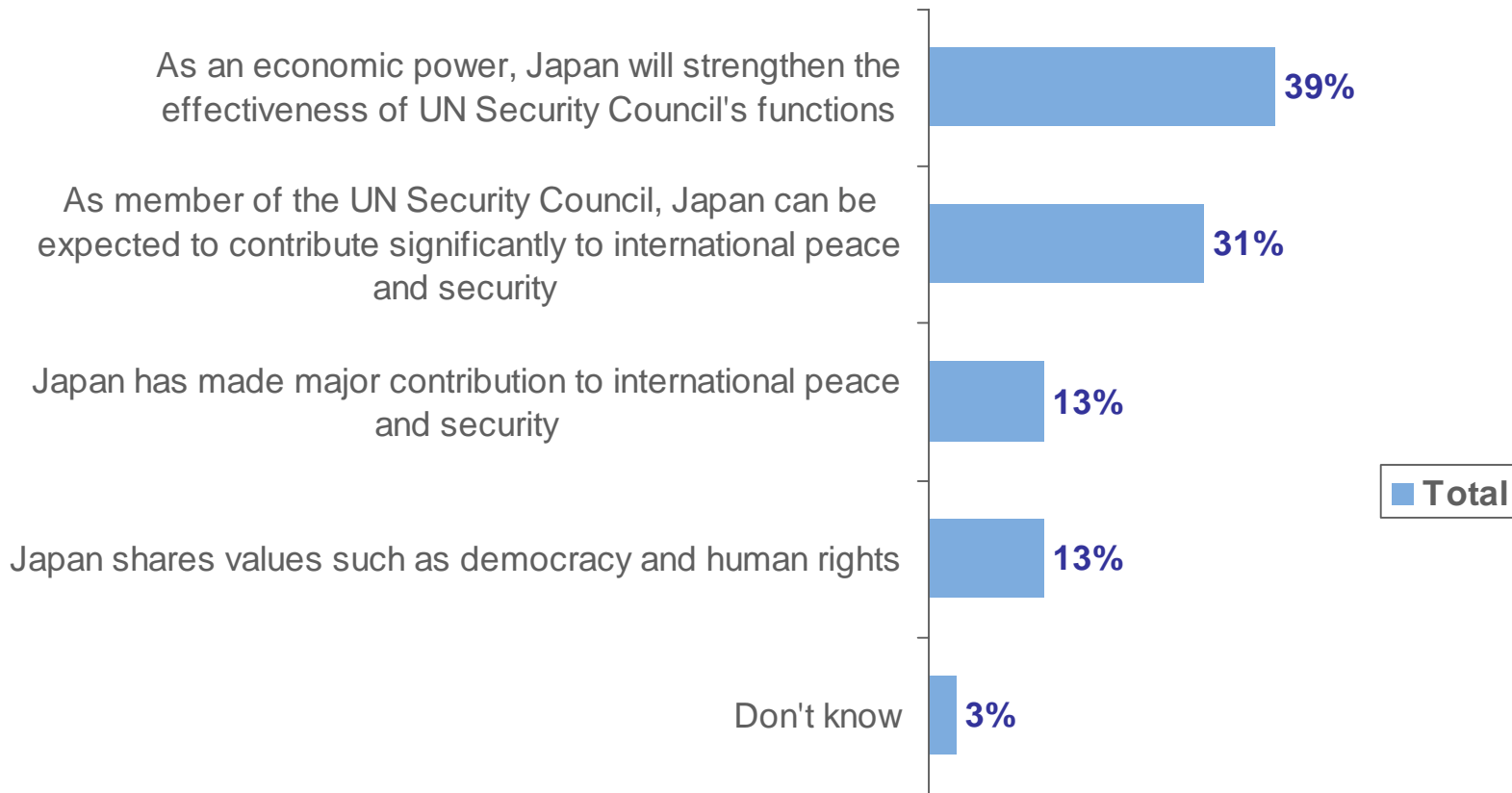




Why new permanent member of the UN Security Council?

Q.10A. Why do you think Japan should be a new permanent member of the UN Security Council?
Is it because...?

N = 1209

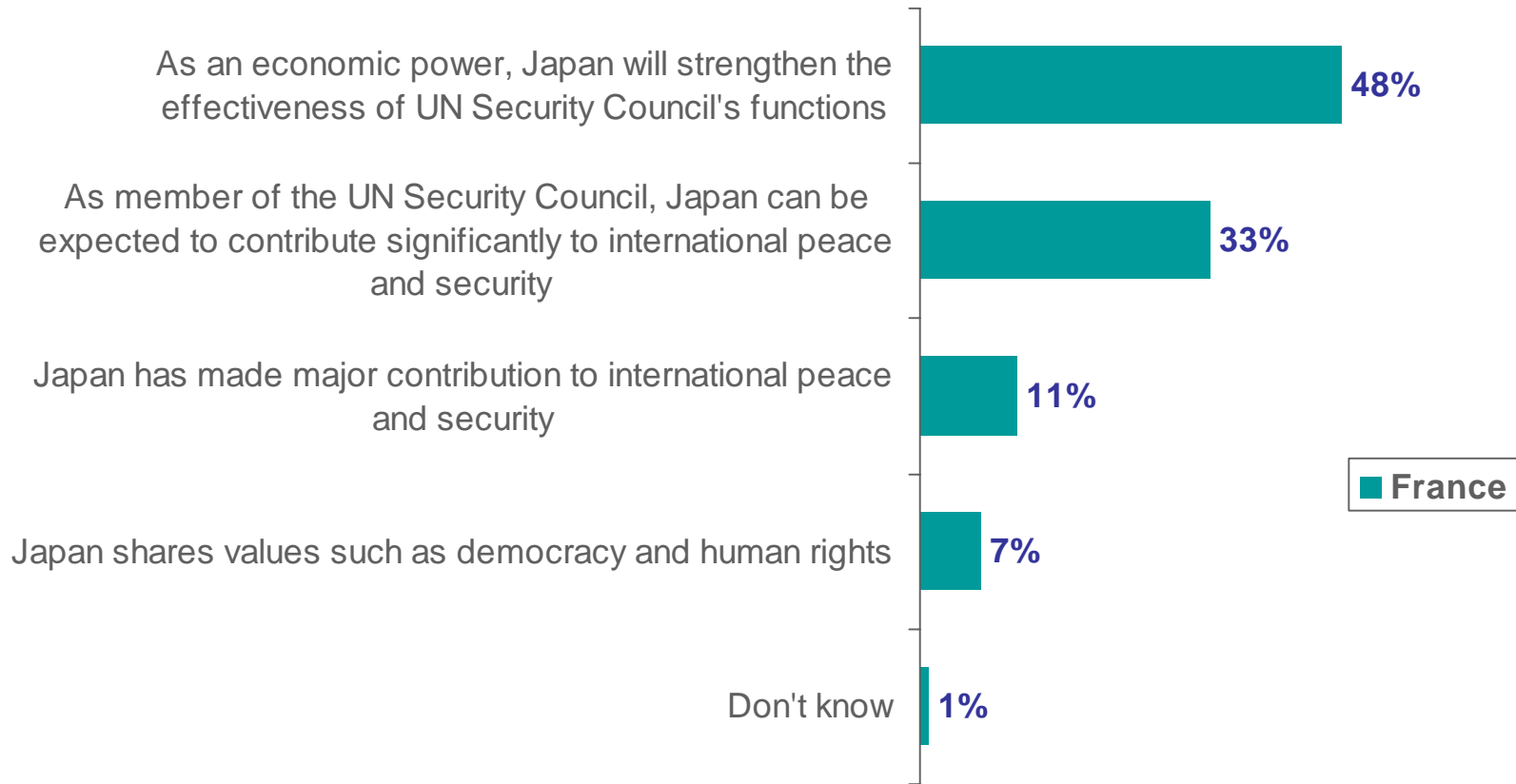




Why new permanent member of the UN Security Council?

Q.10A. Why do you think Japan should be a new permanent member of the UN Security Council?
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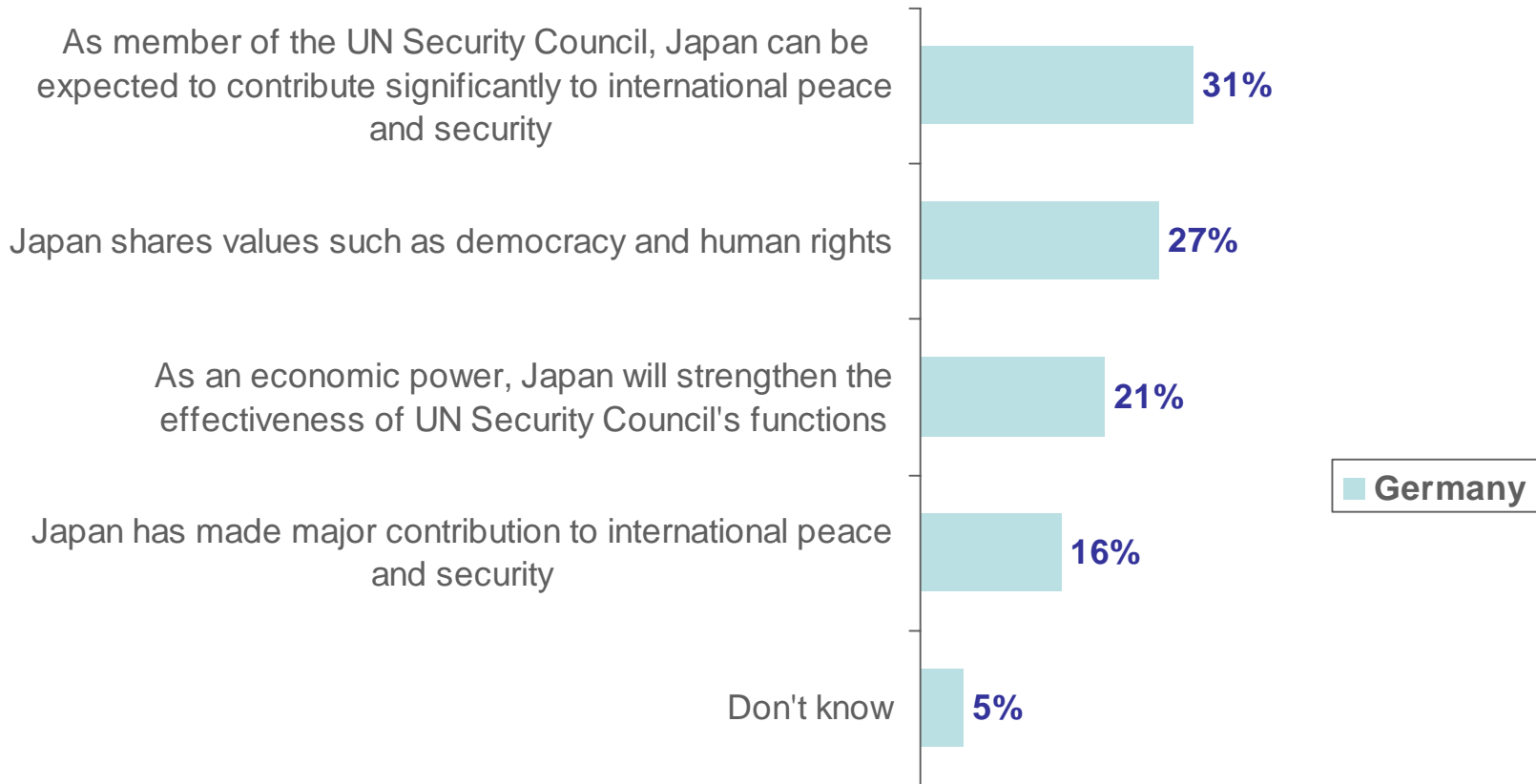




Why new permanent member of the UN Security Council?

Q.10A. Why do you think Japan should be a new permanent member of the UN Security Council?
Is it because...?

N = 310

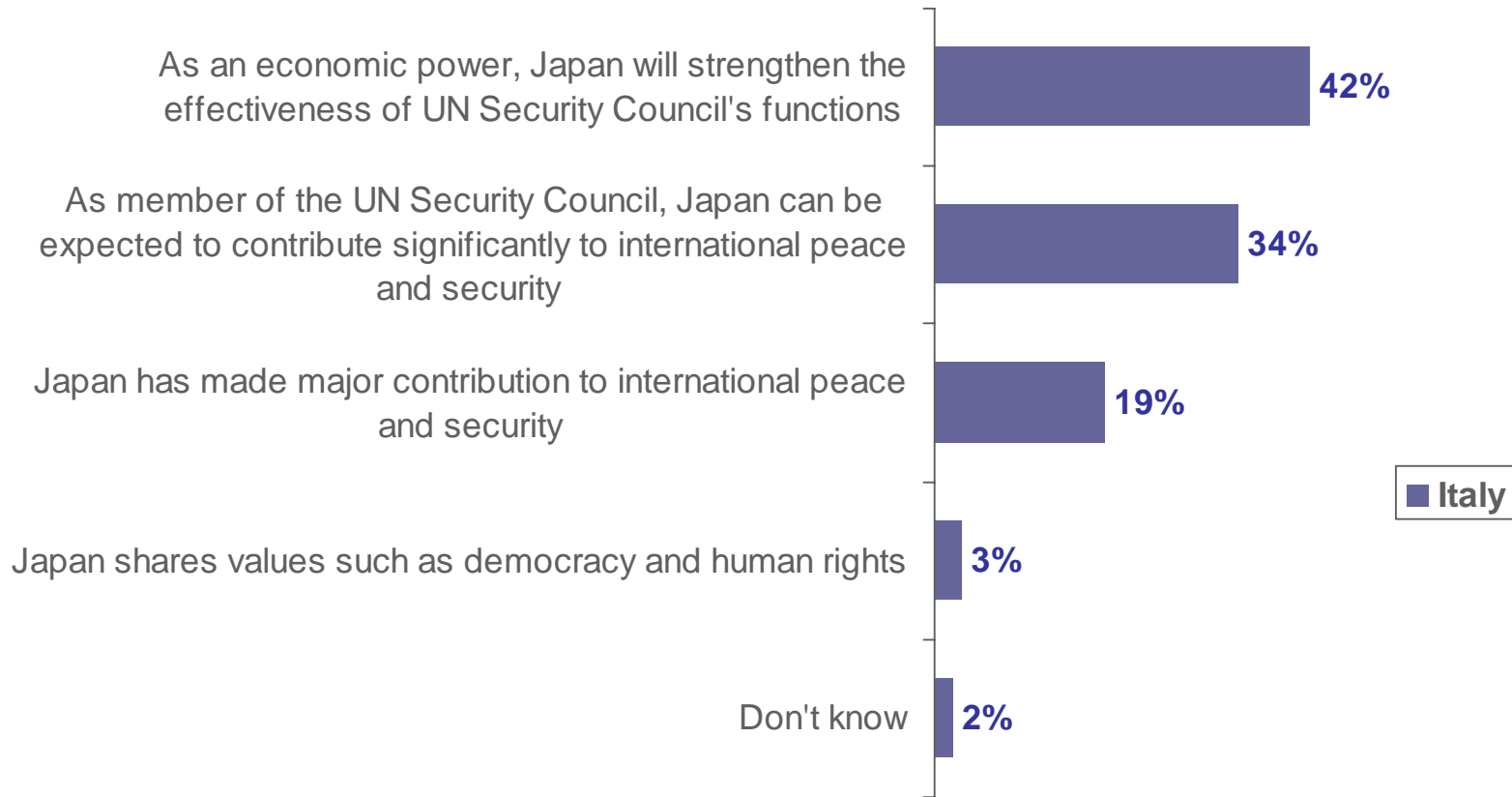




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Is it because...?

N = 300

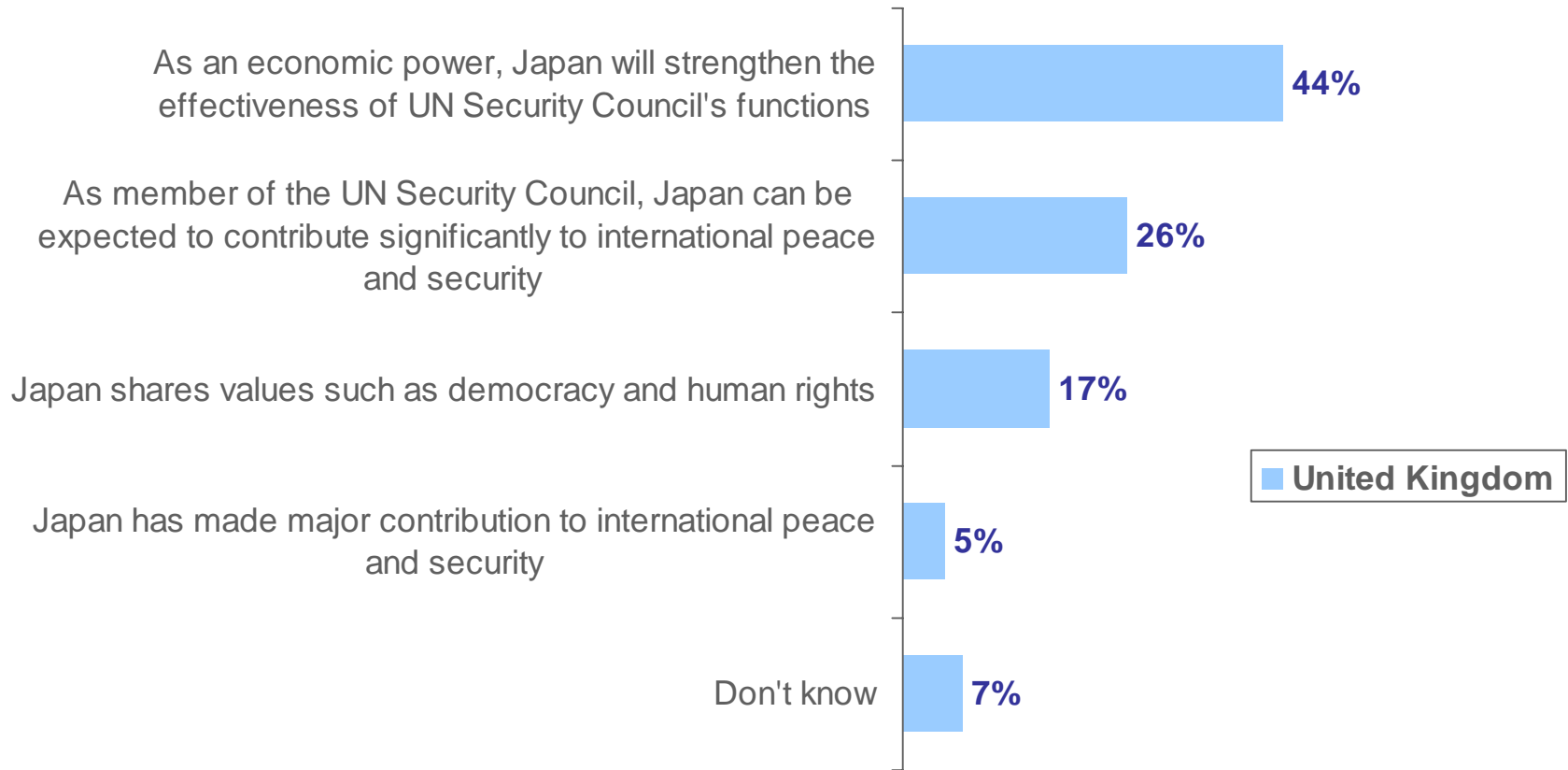




Why new permanent member of the UN Security Council?

Q.10A. Why do you think Japan should be a new permanent member of the UN Security Council?
Is it because...?

N = 299

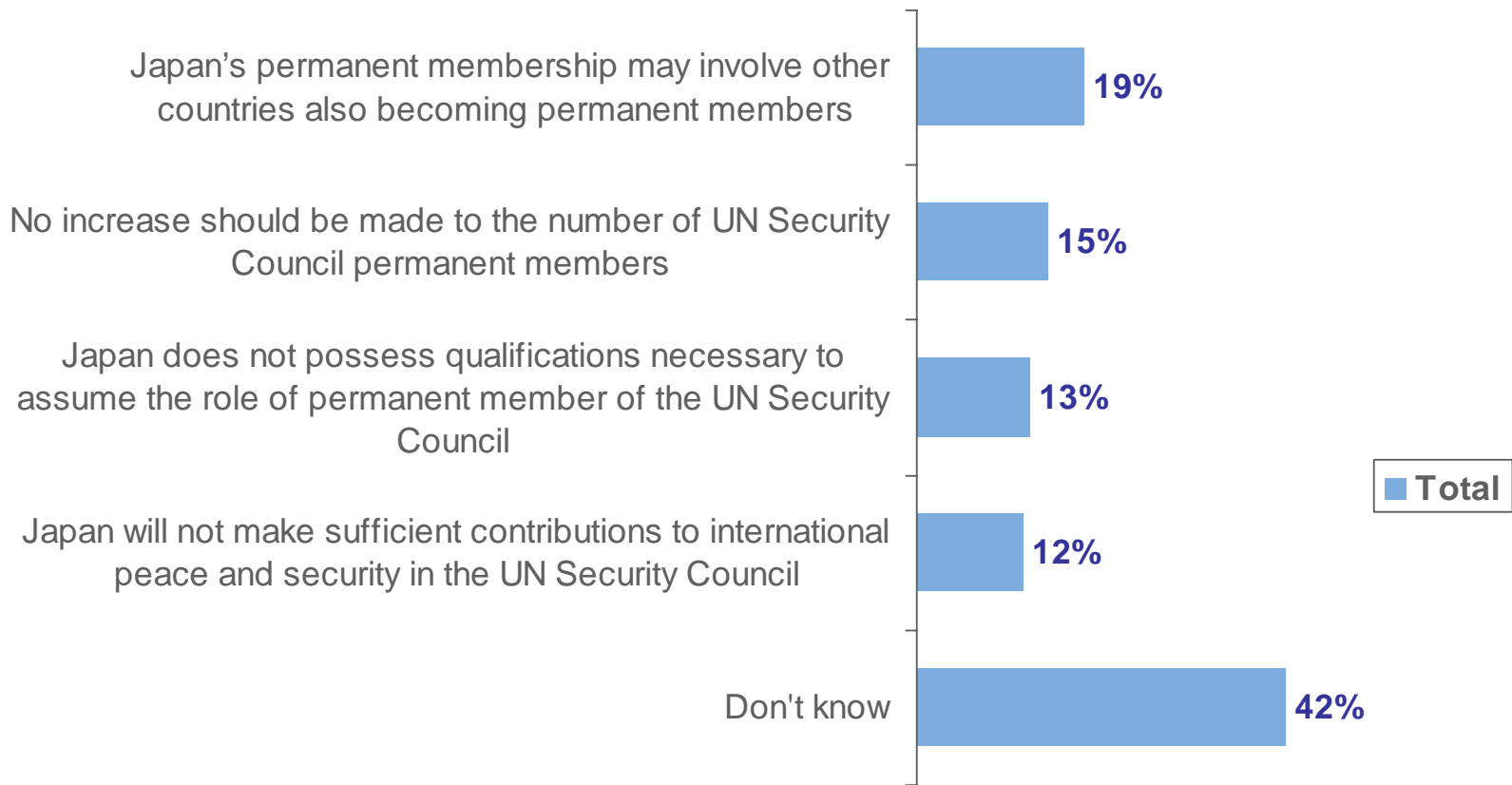




Why not a new permanent member of the UN Security Council?

Q.10B. Why do you think Japan should not be a new permanent member of the UN Security Council? Is it because...?

N = 1209

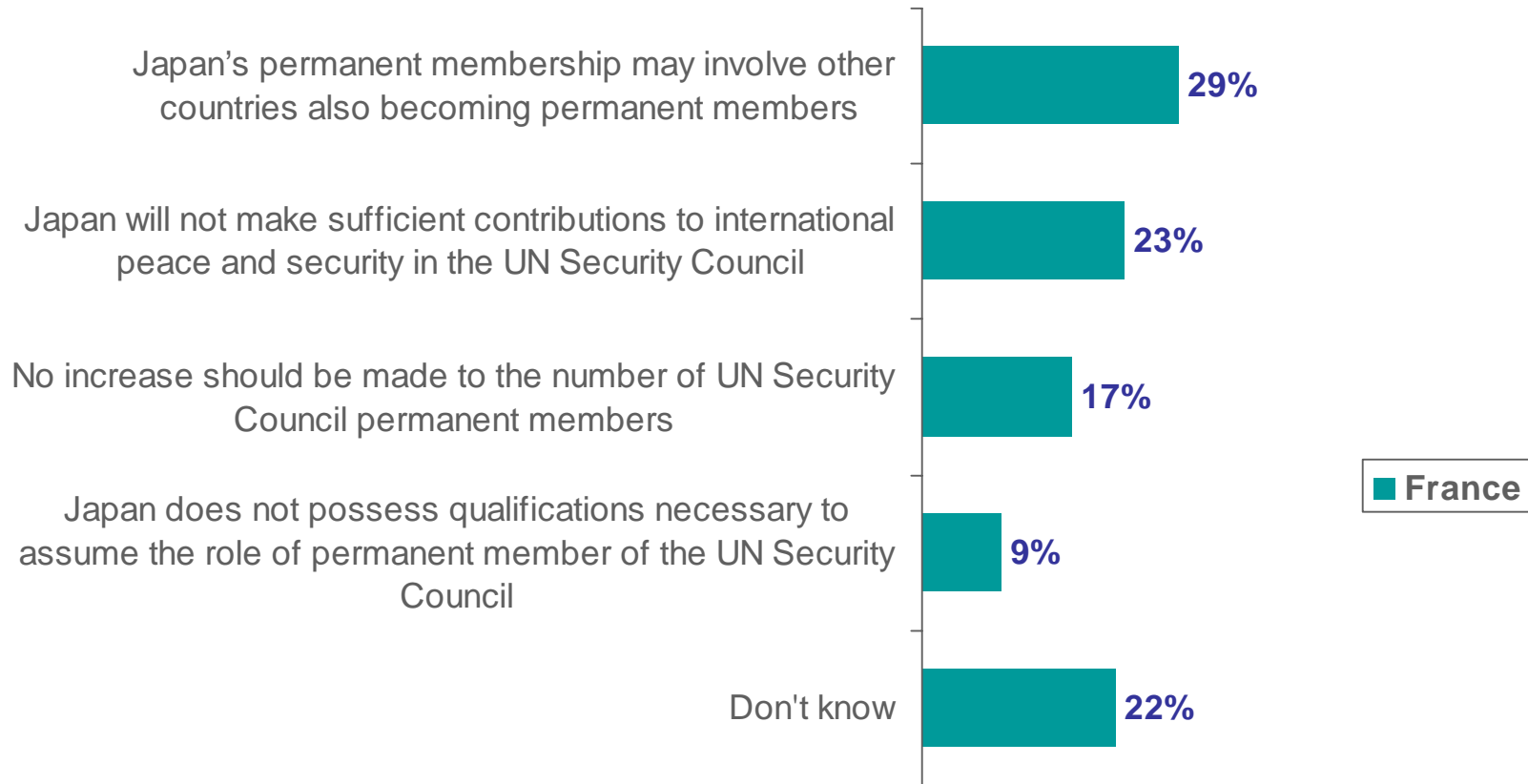




Why not a new permanent member of the UN Security Council?

Q.10B. Why do you think Japan should not be a new permanent member of the UN Security Council? Is it because...?

N = 300

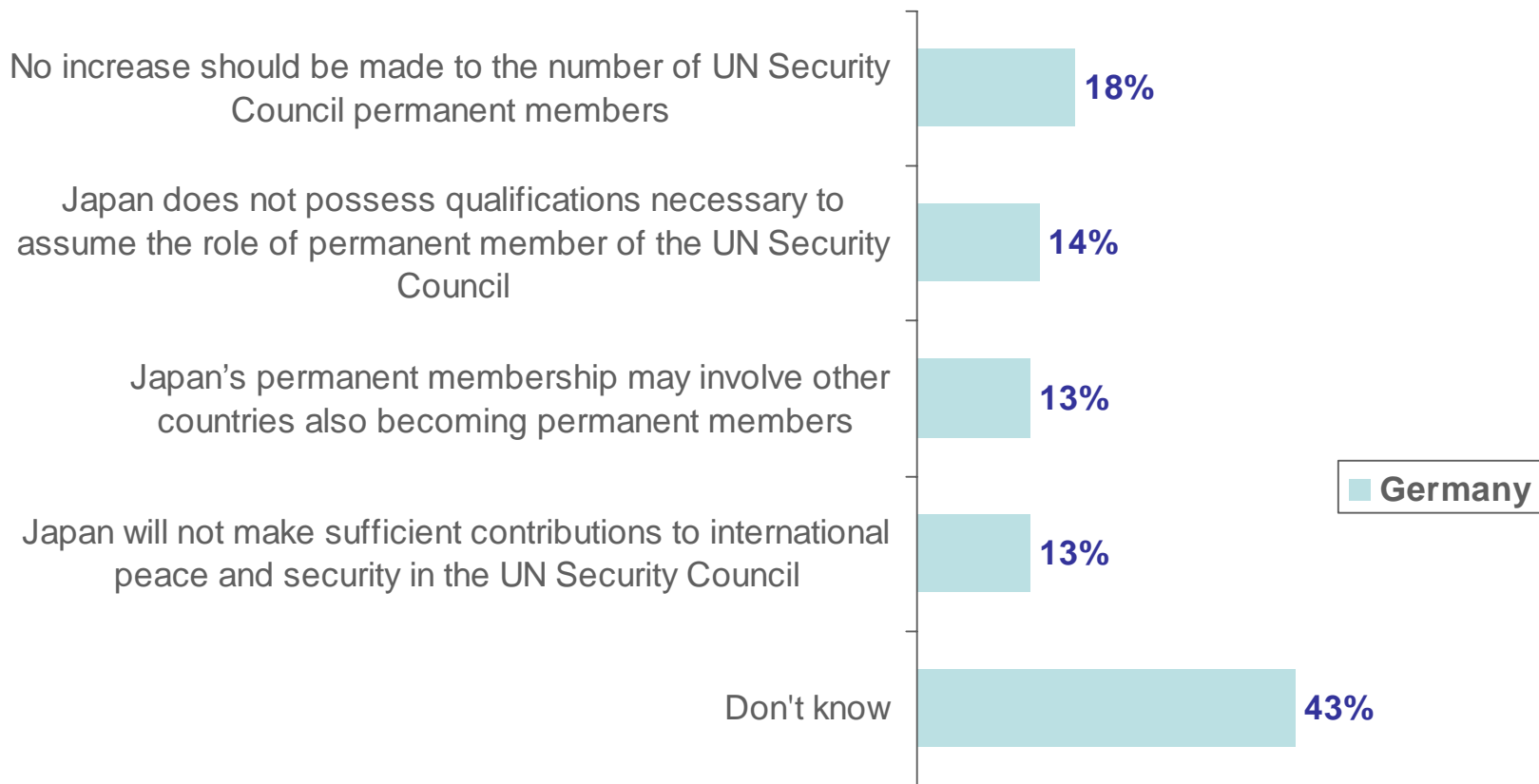




Why not a new permanent member of the UN Security Council?

Q.10B. Why do you think Japan should not be a new permanent member of the UN Security Council? Is it because...?

N = 310

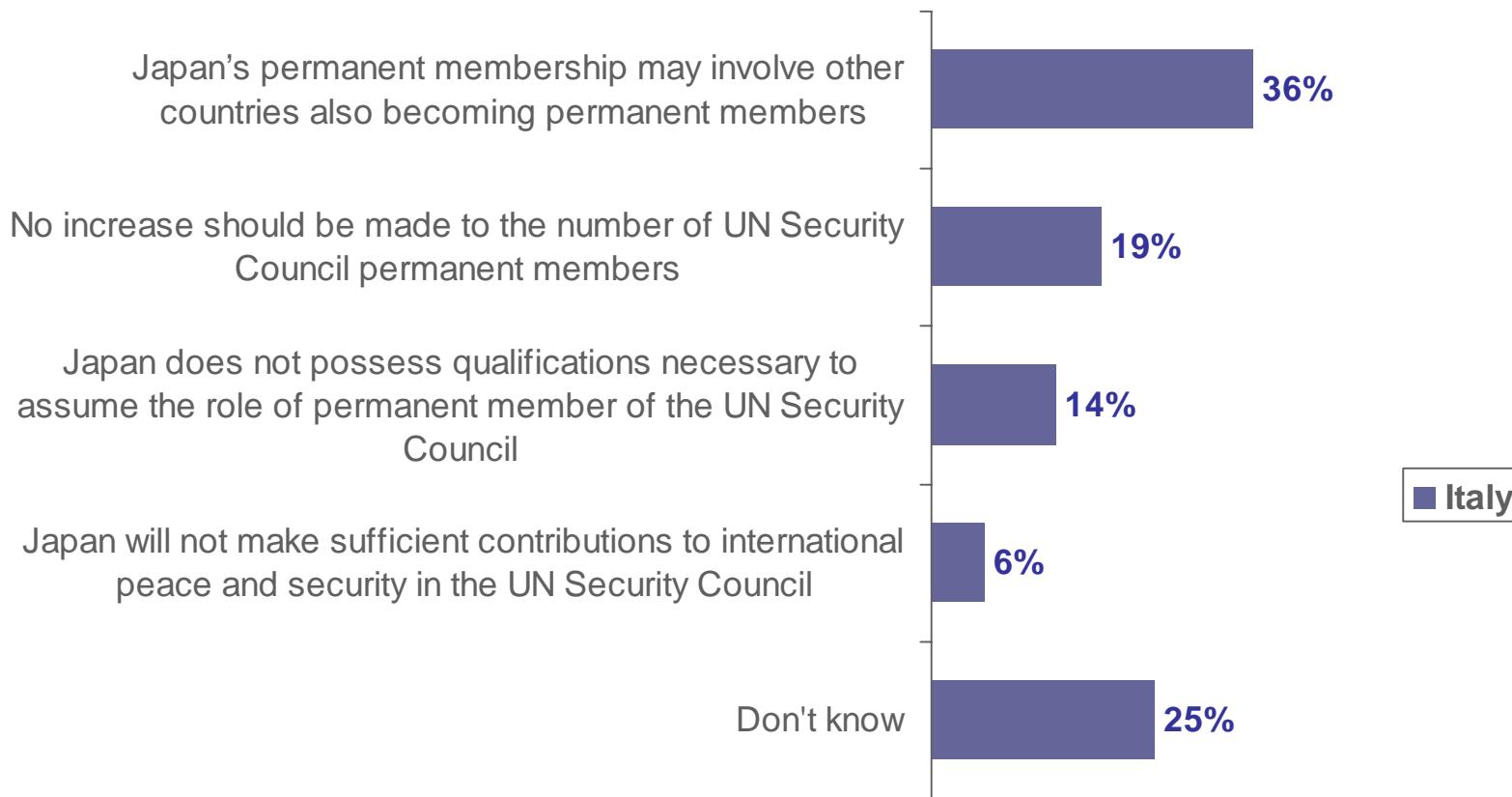




Why not a new permanent member of the UN Security Council?

Q.10B. Why do you think Japan should not be a new permanent member of the UN Security Council? Is it because...?

N = 300





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