

**Opinion Poll: Image of Japan in Five Central and South American Countries
(Mexico, Brazil, Colombia, Chili, Trinidad and Tobago)**

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Public Diplomacy Strategy Division
Ministry of Foreign Affairs

The Ministry of Foreign Affairs commissioned IPSOS to conduct an opinion poll on the image of Japan in five countries in Central and South America (Mexico, Brazil, Colombia, Chile and Trinidad and Tobago) between last December and February this year. The results of the poll in order of questionnaire are as follows.

1. Institution Contracted
IPSOS

2. Sample Size
Approximately 300-400 people who are literate and aged 18 or over in each county.
(Mexico: 407, Brazil: 400, Colombia: 300, Chili: 300, Trinidad and Tobago: 300)

3. Methodology
Telephone interviews in Mexico, Brazil, Colombia and Chili, and a combination of CLT (Central Location Test) and face-to-face interviews in Trinidad and Tobago

Q1. What is your impression of Japan? **MA**

(%)

A country...	Total	Mexico	Brazil	Colombia	Chili	T&T
A country with a strong economy and high technology	77	82	74	83	81	65
A country that has great tradition and culture	65	63	76	64	73	46
A country that has shown leadership in global society	38	43	34	43	41	27
A country that disseminates new culture to the world such as animation, fashion, and cuisine	35	33	40	28	41	32
A country with beautiful nature	32	36	34	28	40	23
A consistently peaceful country after the war	22	16	33	18	23	17
A country that is conservative and closed	18	13	30	15	17	15
A country that is difficult to understand	13	7	10	10	13	27
A country that currently shares the same values with your country, such as democracy and liberalism	6	5	8	4	7	7
A country that people should be wary of	3	2	6	4	3	3

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q2. Which aspects of Japan would you like to know more about? **MA**

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
Technology	71	71	74	75	69	64
Culture/ Art	59	62	59	58	64	50
Japanese food	48	56	51	42	51	36
Science/Education	45	50	49	54	47	24
Tourist information	44	46	60	48	49	10
Japanese language	43	46	41	52	51	25
History	41	45	45	40	46	25
Nature/ Climate	36	39	46	35	41	14
Economy/ Business	34	36	30	49	37	20
Effort toward environment and climate change	29	32	35	36	32	10
Politics/ Foreign policy	10	13	12	12	10	3
Military affairs/ Security	6	7	7	8	4	3
Other	1	1	1	1	2	2

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q3. Which area of Japanese culture are you interested in? **MA**

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
Japanese food	48	55	49	40	47	44
Architecture/ Garden	37	41	37	46	40	18
Bonsai	30	30	39	31	36	14
Arts (pictures, crafts)	30	29	25	31	28	36
Sumo, Martial arts (Karate, Judo, Kendo, etc)	25	20	20	26	25	35
Videogames	24	22	29	28	19	18
Flower arrangement (Ikebana)	20	19	19	21	22	21
Japanese animation	19	21	24	21	17	12
Fashion	18	21	14	20	18	16
Tea ceremony	17	18	13	15	27	11
Calligraphy (Shodo)	15	15	15	18	16	12
Japanese literature/ Haiku	13	15	13	12	9	14
Japanese comics (Manga)	12	12	15	14	12	4
Japanese movies and dramas	11	9	8	15	7	15
Traditional theater (Kabuki, Noh, Kyogen)	8	7	7	9	11	8
Traditional music (Gagaku, Koto)	8	12	4	4	11	8
Japanese pop music (J-POP)	5	8	4	6	4	2

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q4. From which of the following sources have you heard information about Japan? **MA**

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
TV/ Radio	58	46	54	58	59	80
Website	51	51	55	57	62	32
Movies	50	49	47	62	58	37
Magazines/ Books	32	34	32	36	32	25
Restaurants of Japanese food	30	42	32	29	38	3
Social Networks	30	37	34	32	34	9
Japanese animation/ comics (Manga)	29	33	23	38	41	10
Newspapers	24	13	26	25	23	35
Stores of Japanese products	21	26	21	21	32	4
Conversations with relatives, friends and acquaintances	19	16	19	20	27	13
People of Japanese origin (Nikkei)	15	16	23	15	13	3
Japanese people	14	21	10	17	15	7
School	13	16	15	13	11	9
Events	11	12	14	14	11	2
Experience in Japan	4	5	7	5	4	0

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q5. Do you feel sympathy for Japan?

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
Feel sympathy/sympathy moderately for Japan	80	86	92	86	87	45
Not feel sympathy/very much sympathy for Japan	8	7	3	6	6	20
No idea	12	7	5	8	7	35

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q6.1 What is the reason you feel that way towards Japan? **MA**

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
Japan is a developed country	67	61	69	75	68	63
Japan is a country that has history and a traditional culture	67	67	65	70	76	49
Japanese products are excellent	47	43	51	50	45	49
I like Japanese Pop Culture (Animation, Manga, Video games, etc.)	34	35	41	34	30	16
I like Japanese food	34	42	39	25	33	11
Japanese (or people of Japanese origin) have contributed to the development of my country	12	13	19	10	8	4
I have Japanese (or people of Japanese origin "Nikkei") acquaintances	11	9	20	6	9	4
Other	4	1	5	3	6	7

Base: 1374, those who are in sympathy with Japan

Q6.2. Would you like to learn Japanese language?

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
I have already studied it	1	—	3	1	—	—
I would love to study it	33	36	29	35	39	19
I would love to study it if I had a chance	45	51	40	47	49	36
I am not interested very much in studying it	14	11	17	13	11	25
I have no interest in learning it	7	2	11	4	1	20

Base: 1374, those who are in sympathy with Japan

Q6.3 Why do you feel like that? **OPEN-ENDED-QUESTION**

*Only main answers are shown

(%)

Because...	Total	Mexico	Brazil	Colombia	Chili	T&T
They have different ideas / customs to me	23	11	9	-	5	43
I don't know it very well	20	32	27	16	32	10
I don't like their culture / traditions	10	11	-	21	21	5
They are a strict community	9	4	27	-	-	13
I'm not very interested in knowing about it	8	4	18	5	11	8
Their culture is difficult to understand	5	7	9	5	11	2
I don't like the country	4	4	-	-	-	8
I don't like Japanese food	3	4	9	11	-	-
Because of the language	3	-	-	-	5	5
Poor workers safety / labor exploitation	3	-	-	11	-	3
The way they treat women / children	3	4	-	5	11	-

Base: 137, those who are not in sympathy with Japan

Q7. What do you expect from Japan? **MA**

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
Transfer of techniques, science and technology for the improvement of your country's industrial technology	65	64	62	62	70	69
Export of good quality and low-priced products from Japan	51	47	52	53	57	47
Cultural interchange	49	53	41	61	57	34
Contribution to the economic development through investment	42	40	45	47	43	37
Contribution to peace	41	45	59	42	42	8
Creation of employment through the construction of factories	33	36	32	38	30	26
Cooperation in the prevention from disasters	33	23	49	31	45	12
Expansion of the imports from your country	32	26	31	35	36	36
Solution for global issues (development, environment, population, health, etc)	25	21	29	27	32	18
Increase of Japanese tourists	20	17	18	25	15	28
Cooperation in the international arena such as the reform of the United Nations Security Council	20	20	29	17	20	8
Other	3	3	5	4	3	0

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q8: What do you think about the advance of Japanese companies in your country?

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
I welcome it	54	54	59	50	60	43
I rather welcome it	26	31	30	30	23	11
I don't welcome it very much	8	9	5	10	6	8
I don't welcome it	2	2	1	3	1	7
No idea	10	4	5	7	10	31

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q9: Reasons for welcoming/not welcoming the advance of Japanese companies in the country

OPEN-ENDED-QUESTION

*Only main answers are shown

Q 9-1 Reasons for welcoming

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
More and better-paid employment sources	54	68	42	58	56	42
They provide technologies	22	18	22	30	20	22
To strengthen the economy in the country	12	19	8	11	9	13
To increase foreign investment	7	5	9	6	7	9
To promote the development of the country	6	3	6	5	8	6
Cultural exchange, to learn from Japanese labor culture	6	-	10	1	3	21
Good-quality products	6	6	6	5	4	5
Japanese products are cheaper	4	3	3	3	7	2
They are disciplined and organized	3	-	-	10	5	-
Firms are managed and work efficiently	3	3	1	3	4	2
They have prestigious and worldwide leader companies	2	3	-	4	4	-

Base: 917, those who welcome the advance of Japanese companies

Q 9-2 Reasons for rather welcoming

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
More employment sources	24	36	9	31	23	22
Competition, less opportunities for local entrepreneurs	20	9	28	12	14	-
To strengthen the economy in the country	11	14	6	9	10	28
They provide new technologies	11	4	8	18	11	25
To promote the development of the country	6	8	3	9	4	9
To increase foreign investment	6	8	3	5	1	13
Promotes diversity and cultural exchange	5	2	2	7	7	22
More unemployment, they won't use local workforce	4	5	4	5	1	-
Good-quality products	4	9	-	5	3	3
Negative effects on national investments	3	2	4	4	4	-
To learn from other countries	3	2	4	2	6	-
They are disciplined and organized	2	2	-	7	1	3
Labor conditions would not be good	2	3	-	2	1	-

Base: 438, those who rather welcome the advance of Japanese companies

Q 9-3 Reasons for not welcoming very much

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
Lack of support for national companies	26	28	10	45	28	4
Their low prices affect the economy of the country	19	17	5	16	17	44
Reduced opportunities for national workforce	12	17	5	3	17	16
My country has to develop its own companies	6	8	15	3	8	-
There are many foreign people in the country	5	-	5	-	-	20
Affects national producers and merchants	5	6	-	3	6	12
Negative impact on environment/ use our resources	5	3	-	10	3	-
Products / technology are not good-quality	4	6	-	6	6	-
Labor conditions would not be good	4	3	5	-	3	8
They offer low wages	3	-	10	-	-	4
They wouldn't allow us having a leader company	3	6	5	3	6	-

Base: 131, those who do not welcome very much the advance of Japanese companies

Q 9-4 Reasons for not welcoming

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
They invade the country	29	25	-	13	-	43
Limit the development of national products	27	-	100	38	50	24
The country and the economy would not grow	20	13	-	25	-	24
New technologies will replace workforce and increase unemployment	17	-	-	25	-	24
I don't like foreign companies	5	-	-	-	50	5
They damage the environment	2	13	-	-	-	-
There would be bad consequences	2	-	-	13	-	-

Base: 41, those who do not welcome the advance of Japanese companies

Q10. How do you think is the current state of the relationships between Japan and your country, in all terms?

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
Very friendly	41	43	54	41	47	16
Somewhat friendly	33	39	28	35	35	28
Not very friendly	3	3	3	3	-	5
Not friendly at all	1	-	1	-	-	4
I cannot generalize	8	6	4	9	7	16
No idea	14	9	10	12	11	31

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q11. Prime Minister Shinzo Abe visited your country at the end of July (from the end of July to the start of August in Brazil) as “diplomacy that takes a panoramic perspective of the world map”. How do you evaluate this visit of Prime Minister?

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
Valuable	51	51	70	47	47	32
Rather valuable	25	34	14	29	24	23
Rather not valuable	4	3	3	3	5	6
Not valuable at all	1	-	-	1	-	6
No idea	19	12	13	20	24	33

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q12. Which of the following countries is the most reliable?

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
Japan	20	23	23	19	23	7
U.S.A.	16	15	8	22	13	25
Germany	10	9	12	11	18	3
Australia	7	6	5	5	9	10
UK	6	5	6	6	6	10
Spain	3	5	3	4	2	1
France	3	2	3	5	1	3
Italy	3	4	3	2	2	1
China	2	1	1	0	3	6
Portugal	2	0	8	-	-	-
Other	4	2	4	3	4	1

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q13. Which of the following countries is an important partner to your country? **MA**

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
U.S.A.	70	77	53	85	66	73
Japan	33	31	42	31	37	23
China	29	17	29	9	35	56
Spain	20	25	14	31	26	5
Germany	16	12	21	15	22	7
UK	15	9	10	13	22	27
France	12	11	17	18	9	7
Portugal	9	1	32	2	1	1
Italy	8	5	18	5	7	2
India	8	1	10	3	4	24
Australia	6	2	5	4	13	7
South Korea	5	3	6	5	7	3
Russia	4	3	10	3	2	1
Other	3	2	7	4	4	1
No idea	13	11	20	7	13	12

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q14. Which of the following countries will become an important partner to your country in the future. **MA**

(%)

	Total	Mexico	Brazil	Colombia	Chili	T&T
Japan	42	47	33	54	45	35
U.S.A.	31	33	24	38	31	31
China	30	27	23	27	39	34
Germany	23	23	21	36	27	8
UK	20	18	11	27	21	25
France	16	16	16	24	15	9
India	15	8	17	11	15	23
Spain	14	18	12	19	14	5
Italy	12	12	15	15	9	5
Australia	11	7	12	11	20	7
Russia	11	13	13	10	14	3
South Korea	11	10	10	13	18	3
Portugal	7	6	12	7	5	2
Other	3	3	3	3	4	1
No idea	21	16	31	11	19	25

Base: 1707 for all countries, 407 for Mexico, 400 for Brazil, and 300 for Colombia, Chili, and T&T

Q15. What do you think about the people of Japanese origin (Nikkei) in your country? **MA**

(%)

	Total	Mexico	Brazil	Colombia	Chili
Are diligent and efficient	53	56	35	59	66
Are kind and polite	51	54	54	48	48
Are proud	42	39	50	38	38
Are reliable	31	29	36	33	27
Are honest and they keep promises	27	25	37	21	24
Are calculating	14	14	10	16	15
Have a closed sense of collectiveness and are unso	8	6	12	5	7
Others	9	5	9	9	4

All 1407 respondents for 4 countries (Mexico, Brazil, Colombia, Chili), excluding T&T where there is no citizens of Japanese origin.

Q16. Do you think that the Japanese who immigrated to your country and the people of Japanese origin (Nikkei) are contributing to the development of the community?

(%)

	Total	Mexico	Brazil	Colombia	Chili
They are contributing	58	55	68	47	59
They are contributing moderately	29	30	23	37	27
They are not contributing very much	5	7	2	6	5
They are not contributing	1	1	0	2	0
No idea	8	7	7	8	9

All 1407 respondents for 4 countries (Mexico, Brazil, Colombia, Chili), excluding T&T where there is no citizens of Japanese origin.

Q17. Do you think that the people of Japanese origin (Nikkei) are contributing to strengthen the relations between Japan and your country?

(%)

	Total	Mexico	Brazil	Colombia	Chili
They are contributing + They are contributing moderately	79	80	85	77	73
They aren't contributing very much + They aren't contributing	11	11	5	12	17
No idea	10	9	10	11	10

Base: All 1407 respondents for 4 countries (Mexico, Brazil, Colombia, Chili), excluding T&T where there is no citizens of Japanese origin.