

Opinion Poll: Image of Japan in the Central Asia Region

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Public Diplomacy Strategy Division
Ministry of Foreign Affairs

The Ministry of Foreign Affairs commissioned the Business Information, Social and Marketing Research Center (BISAM), Central Asia to conduct an opinion poll on the image of Japan in four countries in Central Asia (the Republic of Uzbekistan, the Republic of Kazakhstan, the Kyrgyz Republic, and the Republic of Tajikistan) between February and March this year. The results of the poll in order of questionnaire are as follows.

1. Institution Contracted

Business Information, Social and Marketing Research Center (BISAM), Central Asia

2. Sample Size

300 people who are aged 18 or over in each county (1,200 people in total)

3. Methodology

The primary method of the survey was telephone interviews. In rural areas of Kyrgyzstan and Tajikistan, face-to-face interviews were partly applied.

Q1. What comes to your mind when you hear about Japan? MA

(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyz	Tajikistan
Economically developed country with high level of technological development	72	72	65	73	79
A country with rich culture and traditions	35	50	28	42	21
A country with beautiful nature	17	28	15	18	9
A country constantly pursuing peace in post-war period	11	11	13	11	7
A country offering new types of public culture, such as anime, fashion, cuisine, etc	7	13	1	7	6
The leading country in international community	4	5	2	5	4
A conservative and closed country	4	9	0	3	2
A country that is difficult to understand	3	5	0	4	3
A country calling for vigilance	3	1	7	2	2
A country having the same values as the USA, namely democracy and freedom of speech	2	2	1	2	3
Other	7	10	0	17	1

Base: 1,200 for all countries

Q2. Which of the following spheres do you find most interesting about Japan? MA (%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Science and technologies	40	41	39	28	51
Culture	25	38	15	30	19
Economic cooperation	21	27	14	24	17
Economy	15	13	10	23	14
Sport	12	10	13	12	12
History, literature	12	15	15	9	7
Japanese companies	12	10	14	13	9
Way of life and mentality of the Japanese	11	16	11	9	7
Policy, diplomacy	7	4	6	6	13

Base: 1,200 for all countries

Q3. What do you find most attractive about Japanese culture? MA (%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Tea ceremony	29	35	11	40	14
Japanese food, Japanese rice wine (sake)	27	39	13	32	9
Martial arts (judo, kendo etc.)	24	35	16	23	11
Design	24	30	22	25	11
Ikebana, art of flower arrangement	22	42	7	18	2
Japanese movies, series	20	19	20	26	13
Construction	16	20	4	20	11
Traditional fine arts (ukiyo-e, applied art, etc)	8	11	18	0	5
Traditional art (kabuki, no, kyogen, etc)	7	7	16	2	7
Fashion industry	5	4	0	9	5
Japanese literature, haiku	5	4	0	6	7
Japanese language	5	3	2	9	4

Base: 303 those who answered culture in the previous question.

Q4. What sources of information about Japan have you used? MA (%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Newspapers	19	19	25	24	8
Magazines/books and other printed media	30	37	31	35	14
TV/radio	55	72	40	72	34
Internet/ social networks	35	53	20	36	30
Movies	24	26	28	25	16
School	11	6	4	15	20
Japanese shops	5	7	2	2	7
Japanese restaurants	6	9	8	4	1
Relatives, friends, other people	11	14	9	10	12

Base: 1,200 for all countries

Q5. Do you feel friendly towards Japan?

(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Yes	55	50	73	49	49
Tend to say Yes	23	37	13	25	15
Tend to say No, rather than Yes	4	6	1	3	5
No	7	2	9	5	11
I don't know	12	5	5	18	20

Base: 1,195 for all countries, 300 for Uzbekistan, 300 for Kazakhstan, 300 for Kyrgyz, and 295 for Tajikistan (5 people refused to answer)

Q6-1. Why do you think so? MA

(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Because Japan is a developed country	46	56	34	42	51
Because Japan is a country with long history and rich culture	38	49	37	40	20
Because products made in Japan are of very high quality	29	46	12	26	32
Because the Japanese have contributed to the development of CA	13	5	25	3	20
Because I love Japanese food	9	11	6	10	7
Because I love Japanese pop culture	3	4	2	2	4
Because I have Japanese friends	3	1	2	3	8

Base: 920 those who answered yes or tend to say yes in Q5.

Q6.2. Would you be interested in learning Japan language?

(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
I already learn it	2	0	2	1	5
I want it to learn it very much	12	7	10	14	20
I would love to, if I had an opportunity	6	28	68	38	56
Not very much interested	25	37	16	29	10
No, I wouldn't	17	29	6	19	13

Base: 892, 254 for Uzbekistan, 261 for Kazakhstan, 223 for Kyrgyz, and 154 for Tajikistan (28 people refused to answer)

Q7. What do you think of the Japanese? MA

(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Hardworking and efficient	56	56	53	58	42
Kind and polite	20	20	16	17	19
A cohesive and group-oriented (closed) society	15	15	5	17	21
Honest and keep their promises	15	15	9	22	16
Calculating	14	14	7	17	21
People you can trust	14	14	13	14	17
Proud nation	8	8	13	8	8
Other	4	8	0.3	7	2
Don't know	9	3	6	12	14

Base: 1,200 for all countries

Q8. How do you think the current state of the relationships between Japan and your country, in all terms?

(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Very friendly	59	48	79	52	56
Somewhat friendly	26	42	13	23	24
Not very friendly	2	3	0	2	2
Not friendly at all	4	3	3	5	5
No idea	10	5	5	19	12

Base: 1,200 for all countries

Q9. What do you think about the advance of Japanese companies in your country?

(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
I welcome it	69	49	75	71	80
I somewhat welcome it	21	35	21	19	10
I somewhat don't welcome it	3	4	0	4	2
I don't welcome it	2	3	2	1	1
Don't know	6	9	2	5	7

Base: 1,200 for all countries

Q10. In your opinion, what sphere needs Japan help most of all in Central Asia, including your country?

(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Economic and technical cooperation	58	57	41	69	63
Trade and attraction of private investment	32	43	20	33	34
Cultural exchange	16	30	5	14	15
Maintaining the peace	15	19	15	10	18
Environmental protection	13	25	8	10	9
Enforcement of military presence for ensuring pe	9	3	19	1	11

Base: 1,200 for all countries

Q11. In July 2014 the Minister of Foreign Affair of Japan visited Kyrgyzstan and Ukraine. He participated in the “Central Asia + Japan” Dialogue (participated all CA countries: Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan and Turkmenistan) that was held in Bishkek and was devoted to the tenth anniversary of this organization. How do you evaluate the activity of the Minister of Foreign Affair of Japan?

(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Positive	40	31	70	22	35
Somewhat positive	17	38	7	13	12
Somewhat negative	2	3	1	3	3
Negative	3	0	5	4	4
Don't know	37	28	17	58	46

Base: 1,200 for all countries

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

(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Russia	63	81	37	80	54
Japan	14	5	26	5	20
China	3	1	3	1	7
Korea	3	1	8	1	2
Turkey	3	4	3	3	3
USA	2	1	3	2	2
Germany	1	1	1	2	1
UK	1	0.3	0.3	-	1
India	0.3	1	1	-	-
France	0.3	-	1	-	0.3
Australia	0.2	0.3	-	-	0.3
New Zealand	0.2	0.3	0.3	-	-
Other countries	1.4	-	1	2	0.3
Don't know	8	4	15	4	9

Base: 1,200 for all countries

Q13. Which of the following countries are currently important partners to your country? MA
(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Russia	75	95	51	96	58
China	35	62	25	33	20
Japan	23	26	39	14	13
Turkey	23	32	16	40	2
Korea	12	16	21	8	1
USA	6	6	11	4	2
Germany	5	12	4	2	1
India	4	7	6	1	1
France	2	6	1	1	-
UK	1	2	1	-	-
Australia	1	1	1	-	-
New Zealand	0.3	0.3	1	-	-
Other countries	3.8	3.2	1.3	6	0.3

Base: 1,200 for all countries

Q14. Which of the following countries will become important partners to your country? MA
(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Russia	72	87	56	96	49
China	33	56	29	28	20
Japan	24	34	35	11	15
Turkey	18	26	14	31	1
Korea	10	19	17	3	2
Germany	7	18	7	2	3
USA	5	6	6	5	1
India	5	10	6	1	2
France	3	10	1	1	0
UK	2	2	3	1	1
Australia	1	2	-	-	1
New Zealand	1	-	1	-	1
Other countries	2.5	4.3	0.3	4.3	0.3

Base: 1,200 for all countries

Q15. Last year the "Central Asia plus Japan" Dialogue celebrated its tenth anniversary. Do you think strengthening the tie between Japan and Central Asia brings benefit via similar commemorative events? MA

(%)

	Total	Kazakhstan	Uzbekistan	Kyrgyzstan	Tajikistan
Yes	70	80	84	43	73
No	6	2	8	8	6
Don't know	24	18	7	50	21

Base: 1,200 for all countries