

Image of Japan in five European countries

A representative survey
on behalf of the
Embassy of Japan in
Germany

The Image of Japan in European Countries

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The Image of Japan in European Countries

Image of Japan

Japan is a country...	Total	France	Germany	Poland	Spain	UK
that has great tradition and culture	93	90	99	91	96	90
with a strong economy and high-technology	90	82	94	93	94	87
that has followed the path of a peace-loving nation since the end of World War II	75	70	79	76	76	76
with beautiful nature	75	68	78	83	74	74
that disseminates new culture to the world	69	63	66	74	79	68
with a high standard of living	66	50	75	71	70	62
that has shown leadership in global society	56	63	43	66	66	50
that is difficult to understand	53	48	69	47	44	46
that shares the same values with the own country, such as democracy and liberalism	48	48	53	41	43	50
that is conservative and closed	47	37	53	41	56	46
a militant country	30	65	26	21	9	24
that we should be wary of	20	22	24	9	12	24

Question: For each of the following statements, please tell me if it describes or does not describe your image of Japan.

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Image of Japan - Education

Japan is a country...	Total	Male	Female	Low/Middle Education	High Education
that has great tradition and culture	93	94	92	93	94
with a strong economy and high-technology	90	91	89	92	89
that has followed the path of a peace-loving nation since the end of World War II	75	80	71	74	78
with beautiful nature	75	77	73	74	76
that disseminates new culture to the world	69	68	70	68	71
with a high standard of living	66	71	61	63	69
that has shown leadership in global society	56	57	54	57	56
that is difficult to understand	53	51	54	53	53
that shares the same values with the own country, such as democracy and liberalism	48	56	41	46	51
that is conservative and closed	47	47	48	41	51
a militant country	30	28	33	31	30
that we should be wary of	20	18	21	20	19

Question: For each of the following statements, please tell me if it describes or does not describe your image of Japan.

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Image of Japan - Age groups

Japan is a country...	Total	18-29 years	30-44 years	45-59 years	60 years +
that has great tradition and culture	93	90	93	95	95
with a strong economy and high-technology	90	90	89	92	89
that has followed the path of a peace-loving nation since the end of World War II	75	63	74	77	82
with beautiful nature	75	71	76	77	74
that disseminates new culture to the world	69	72	74	71	62
with a high standard of living	66	64	66	68	65
that has shown leadership in global society	56	59	56	56	54
that is difficult to understand	53	51	49	55	54
that shares the same values with the own country, such as democracy and liberalism	48	40	47	47	54
that is conservative and closed	47	44	52	50	43
a militant country	30	32	29	32	29
that we should be wary of	20	20	20	20	19

Question: For each of the following statements, please tell me if it describes or does not describe your image of Japan.

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Japan: Topics of Interest

Yes, I would like to know more about	Total	France	Germany	Poland	Spain	UK
Culture including traditional culture, pop, Japanese food, etc.	73	69	73	79	86	64
History	70	66	71	73	83	63
Tourism	66	65	56	79	85	56
Science / Technology	65	57	65	73	81	58
Politics / Diplomacy / Security	64	60	73	57	74	52
Economy	56	46	61	60	74	45
Economic and technical cooperation, e.g. in official development assistance	53	47	65	55	67	36
Companies / Business	49	44	49	48	72	39
Other topics	36	27	37	34	46	36










Question: Thinking about Japan: For each of the following topics please tell me if you would like to know more about or not.

Universe: Eligible voters in each country / in percent

Missing values to 100%: no, would not like to know more about / don't know / no answer

The Image of Japan in European Countries

Japan: Topics of Interest – Gender and Education

Yes, I would like to know more about	Total	Male	Female	Low/Middle Education	High Education
Culture including traditional culture, pop, Japanese food, etc.	 73	73	74	69	78
History	 70	71	69	65	75
Tourism	 66	66	65	62	70
Science / Technology	 65	72	59	62	69
Politics / Diplomacy / Security	 64	65	62	60	67
Economy	 56	59	53	52	60
Economic and technical cooperation, e.g. in official development assistance	 53	57	50	52	56
Companies / Business	 49	55	44	45	53
Other topics	 36	37	35	32	40










Question: Thinking about Japan: For each of the following topics please tell me if you would like to know more about or not.

Universe: Eligible voters in each country / in percent

Missing values to 100%: no, would not like to know more about / don't know / no answer

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Japan: Topics of Interest - Age groups

Yes, I would like to know more about	Total	18-29 years	30-44 years	45-59 years	60 years +
Culture including traditional culture, pop, Japanese food, etc.	 73	74	74	77	69
History	 70	68	71	75	67
Tourism	 66	63	69	68	63
Science / Technology	 65	73	69	65	58
Politics / Diplomacy / Security	 64	70	63	62	62
Economy	 56	53	54	57	58
Economic and technical cooperation, e.g. in official development assistance	 53	48	55	54	56
Companies / Business	 49	52	54	48	45
Other topics	 36	41	39	34	31

Question: Thinking about Japan: For each of the following topics please tell me if you would like to know more about or not.

Universe: Eligible voters in each country / in percent

Missing values to 100%: no, would not like to know more about / don't know / no answer

The Image of Japan in European Countries

Japanese Culture: Topics of Interest I























































Yes, I am interested in	Total	France	Germany	Poland	Spain	UK
Japanese food	79	76	80	81	78	79
Japanese lifestyle	78	70	84	79	75	80
Japanese ways of thinking	72	72	73	70	72	74
Japanese architecture	71	62	69	81	79	70
Bonsai	64	66	56	71	70	60
Japanese tea ceremony	58	58	58	74	54	51
Calligraphy - Shodo	54	63	51	45	57	53
Japanese flower arrangement - Ikebana	51	61	43	63	50	40
Sumo or martial arts	51	53	47	47	52	54

Question (if interested in Japanese culture and tourism): For each of the following areas of Japanese culture, please tell me if you are interested or not interested in the topic.

Universe: Eligible voters in each country / in percent
Missing values to 100%: no, I am not interested in / don't know / no answer

The Image of Japan in European Countries

Japanese Culture: Topics of Interest II

Yes, I am interested in	Total	France	Germany	Poland	Spain	UK
Japanese movies and dramas	 48	 48	 36	 57	 59	 46
Japanese fashion	 46	 49	 38	 48	 52	 43
Japanese literature / Haiku	 44	 48	 34	 44	 54	 44
Japanese animation	 42	 48	 28	 41	 51	 44
Traditional Japanese theatre	 41	 44	 32	 42	 47	 44
Traditional Japanese music	 41	 45	 33	 42	 47	 44
Japanese comics	 36	 44	 21	 36	 45	 40
Japanese video / online games	 35	 39	 17	 37	 47	 39
Japanese pop music	 28	 33	 15	 30	 34	 31

Question (if interested in Japanese culture and tourism): For each of the following areas of Japanese culture, please tell me if you are interested or not interested in the topic.

Universe: Eligible voters in each country / in percent
Missing values to 100%: no, I am not interested in / don't know / no answer

The Image of Japan in European Countries

Japanese Culture: Topics of Interest I

Gender and Education

Yes, I am interested in	Total	Male	Female	Low/Middle Education	High Education
Japanese food	79	80	78	77	80
Japanese lifestyle	78	75	80	76	79
Japanese ways of thinking	72	73	71	66	77
Japanese architecture	71	72	71	68	74
Bonsai	64	61	66	67	61
Japanese tea ceremony	58	53	64	57	60
Calligraphy - Shodo	54	49	60	48	59
Japanese flower arrangement - Ikebana	51	40	61	53	50
Sumo or martial arts	51	61	41	50	52










Question (if interested in Japanese culture and tourism): For each of the following areas of Japanese culture, please tell me if you are interested or not interested in the topic.

Universe: Eligible voters in each country / in percent
Missing values to 100%: no, I am not interested in / don't know / no answer

The Image of Japan in European Countries

Japanese Culture: Topics of Interest II

Gender and Education

Yes, I am interested in	Total	Male	Female	Low/Middle Education	High Education
Japanese movies and dramas	 48	50	46	46	50
Japanese fashion	 46	37	54	43	48
Japanese literature / Haiku	 44	41	47	35	51
Japanese animation	 42	44	40	42	42
Traditional Japanese theatre	 41	40	43	37	44
Traditional Japanese music	 41	42	41	39	43
Japanese comics	 36	39	34	34	38
Japanese video / online games	 35	42	27	32	36
Japanese pop music	 28	27	28	27	28










Question (if interested in Japanese culture and tourism): For each of the following areas of Japanese culture, please tell me if you are interested or not interested in the topic.

Universe: Eligible voters in each country / in percent
Missing values to 100%: no, I am not interested in / don't know / no answer

The Image of Japan in European Countries

Japanese Culture: Topics of Interest I

Age groups

Yes, I am interested in	Total	18-29 years	30-44 years	45-59 years	60 years +
Japanese food	 79	78	84	84	70
Japanese lifestyle	 78	78	79	79	75
Japanese ways of thinking	 72	78	74	73	67
Japanese architecture	 71	69	75	74	66
Bonsai	 64	54	64	67	65
Japanese tea ceremony	 58	61	63	59	51
Calligraphy - Shodo	 54	56	60	57	46
Japanese flower arrangement - Ikebana	 51	47	48	47	59
Sumo or martial arts	 51	63	57	53	36










Question (if interested in Japanese culture and tourism): For each of the following areas of Japanese culture, please tell me if you are interested or not interested in the topic.

Universe: Eligible voters in each country / in percent
Missing values to 100%: no, I am not interested in / don't know / no answer

The Image of Japan in European Countries

Japanese Culture: Topics of Interest II

Age groups

Yes, I am interested in	Total	18-29 years	30-44 years	45-59 years	60 years +
Japanese movies and dramas	 48	48	51	49	43
Japanese fashion	 46	53	49	44	40
Japanese literature / Haiku	 44	49	46	46	38
Japanese animation	 42	52	50	37	31
Traditional Japanese theatre	 41	43	44	41	37
Traditional Japanese music	 41	40	47	40	39
Japanese comics	 36	50	46	34	21
Japanese video / online games	 35	60	45	25	17
Japanese pop music	 28	36	33	28	18

Question (if interested in Japanese culture and tourism): For each of the following areas of Japanese culture, please tell me if you are interested or not interested in the topic.

Universe: Eligible voters in each country / in percent
Missing values to 100%: no, I am not interested in / don't know / no answer

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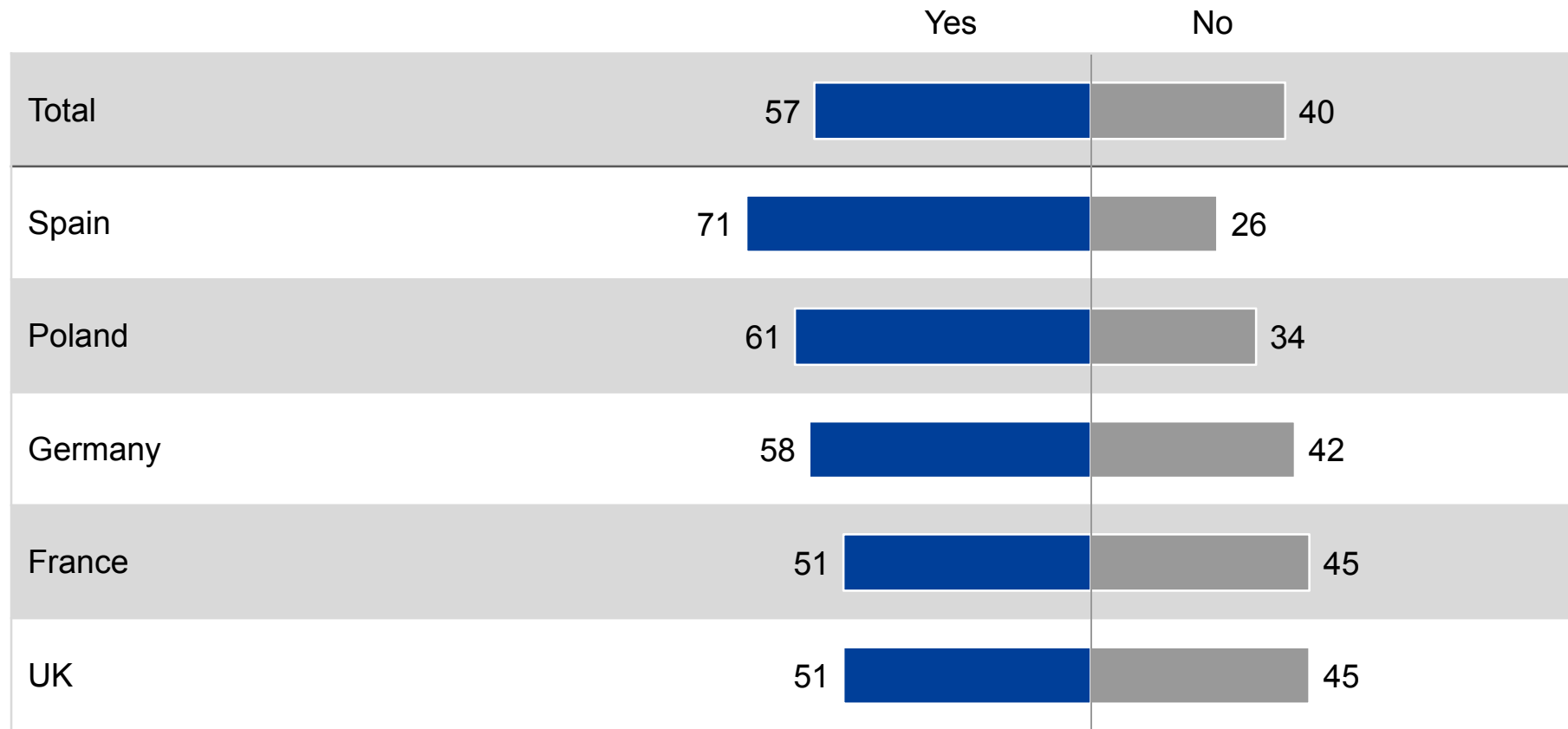
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The Image of Japan in European Countries

Interest in learning foreign languages



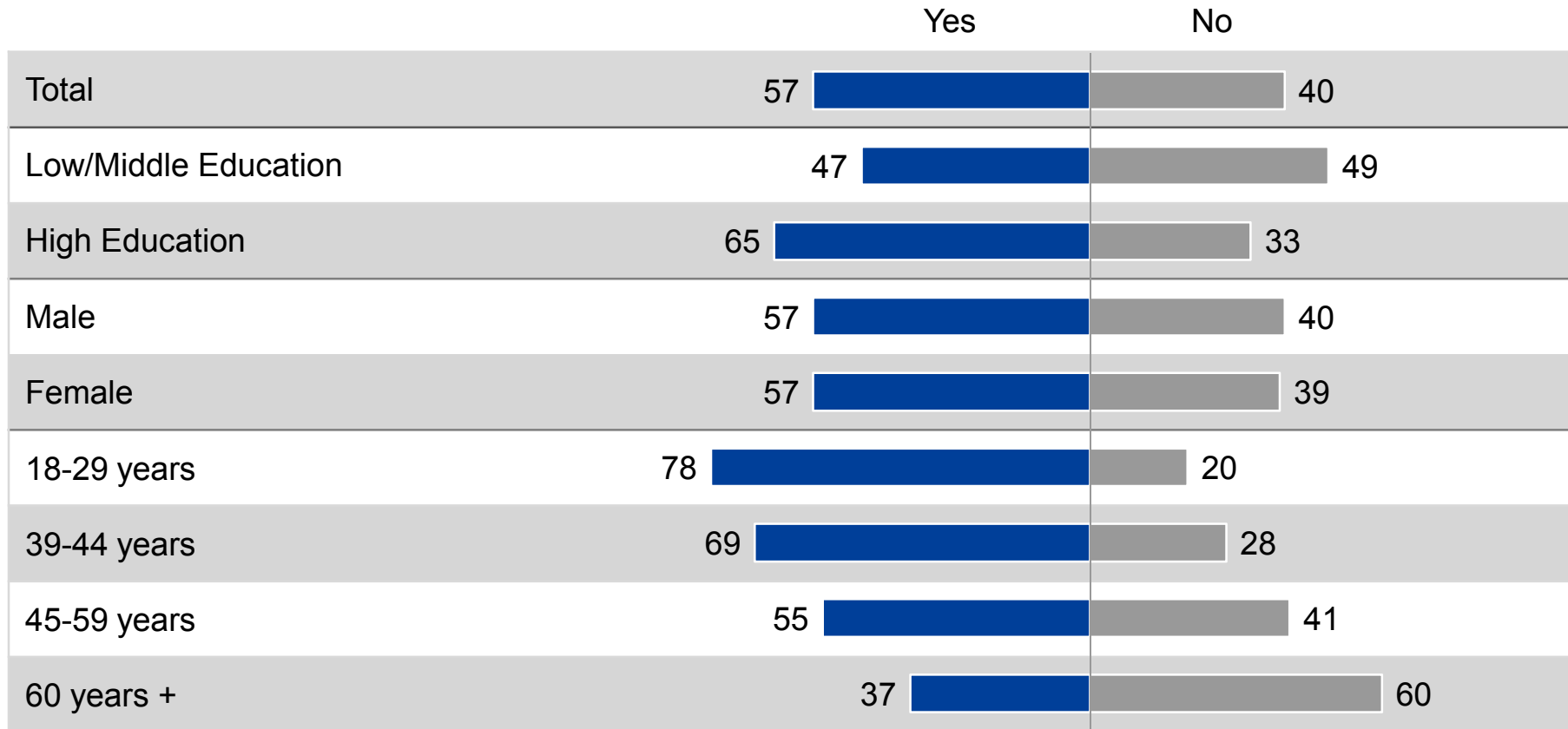
Question: Are you interested in learning foreign languages?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

Interest in learning foreign languages

Age groups, Gender and Education



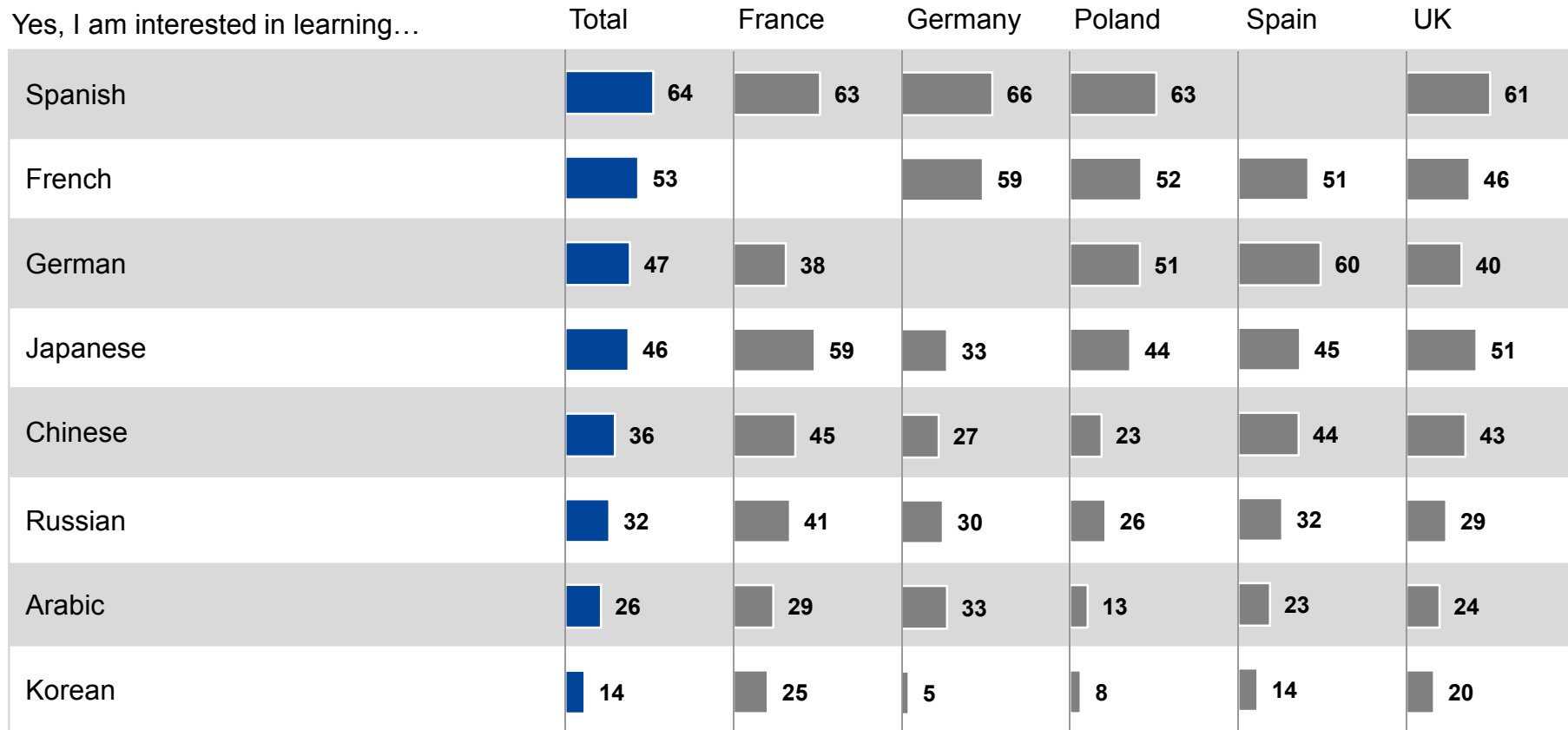
Question: Are you interested in learning foreign languages?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

Languages of interest

Respondents interested in learning foreign languages



Question: I'm going to read you a list of languages. For each one are you interested in learning it or not?
Are you interested in learning...?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / I already speak this language

The Image of Japan in European Countries

Languages most preferred

Respondents interested in learning foreign languages

I prefer mostly	Total	France	Germany	Poland	Spain	UK
Spanish	25	26	36	25		35
Japanese	18	33	8	15	19	17
French	14		23	14	17	12
German	9	4		20	19	8
Chinese	8	5	4	8	16	10
Arabic	8	12	15	2	4	3
Russian	7	7	9	5	6	7
Korean	1	1		1	2	1

Question: Which of these languages would you mostly prefer to learn?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer / none of these languages

The Image of Japan in European Countries

Reasons for learning Japanese

Respondents interested in learning Japanese

Interest in learning Japanese



	Total	France	Germany	Poland	Spain	UK
to understand Japanese culture and lifestyle	91	94	90	84	93	90
to visit Japan	90	94	91	77	89	93
to enjoy Japanese content	72	78	54	58	80	81
Japanese can be useful in the future	72	71	53	75	80	81
to communicate with Japanese friends	58	76	35	34	65	67
to work in Japan	36	43	13	21	45	49
language school close to home	33	44	8	22	40	46
to study in Japan	31	41	5	14	47	38
for work / business reasons	31	47	13	17	35	32
required course in school or college	16	31		8	19	16

Question: Are you interested in learning Japanese because...?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

Reasons for learning languages other than Japanese

I am interested in learning this language because...

	Spanish	French	German
interested in culture of countries where language is spoken	84	82	71
likely useful in future career	32	42	64
it has no similarities to own language	29	32	40
language school available	26	32	38
need it for business	17	33	43
is part of curriculum requirements	8	27	25

Question: Why are you interested to learn...?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

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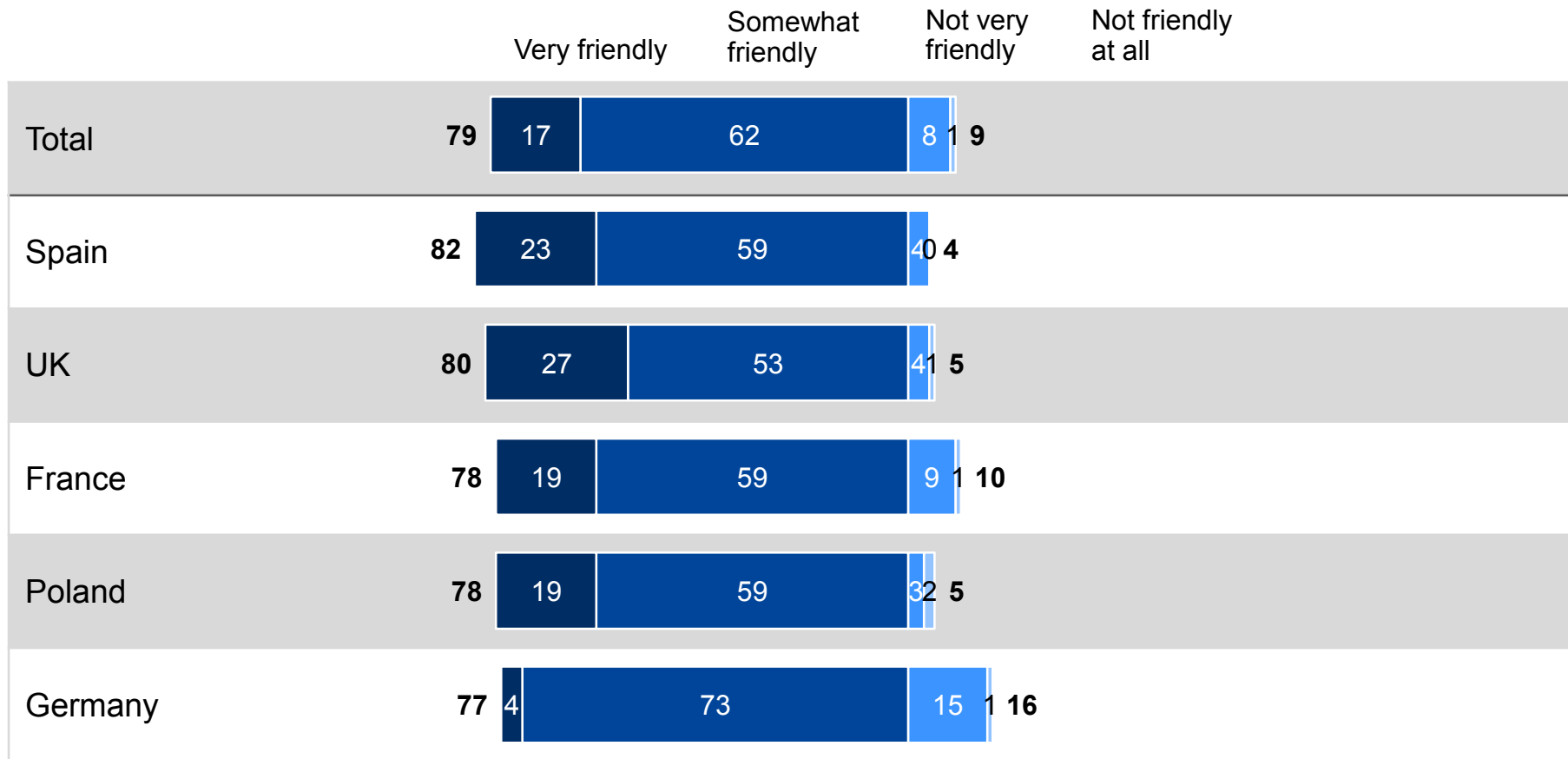
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Relationship between Japan and own country



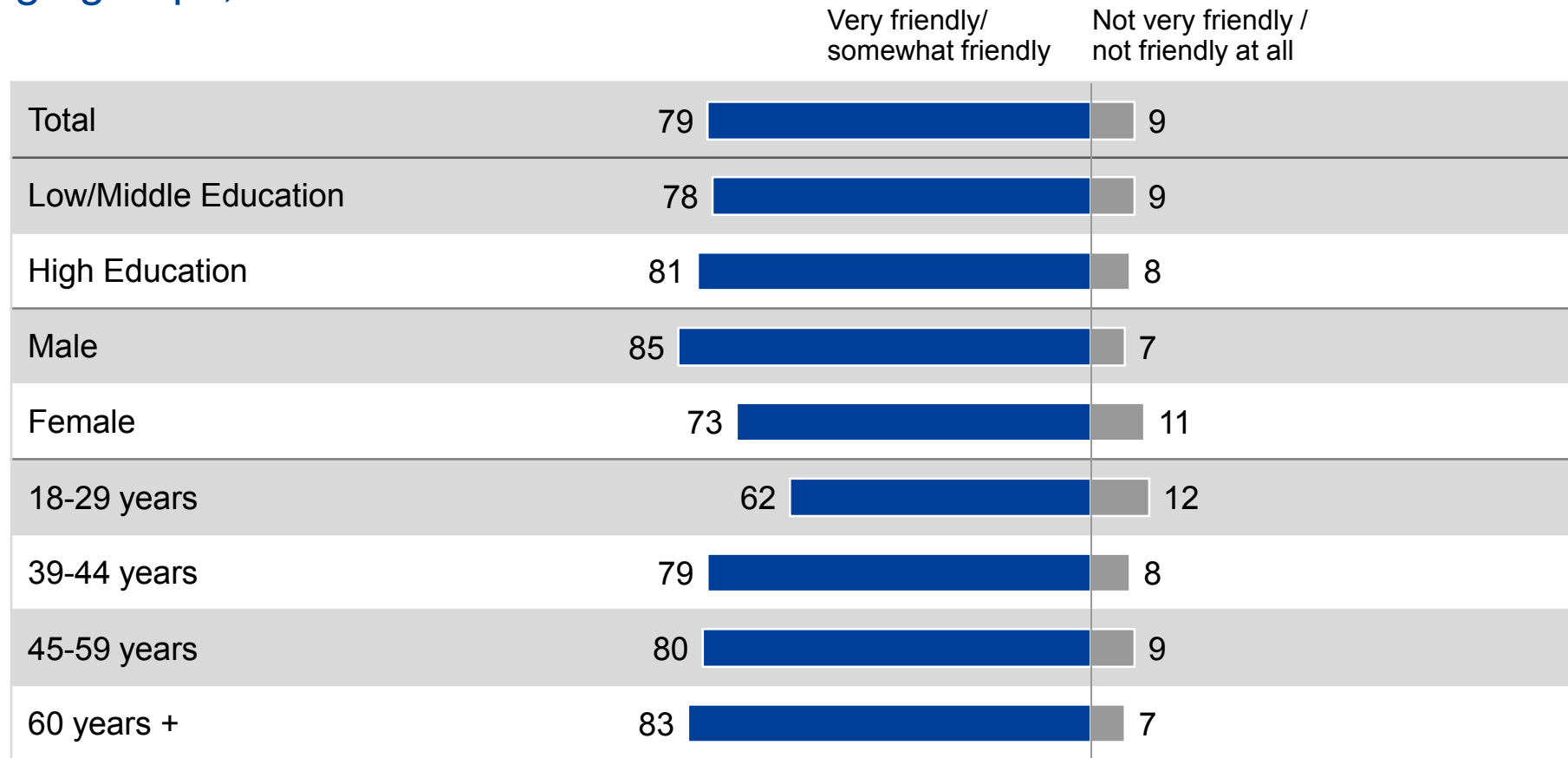
Question: How do you think about the current state of relationship between your country and Japan? Is the relationship...?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no idea / don't know / no answer

The Image of Japan in European Countries

Relationship between Japan and own country

Age groups, Gender and Education

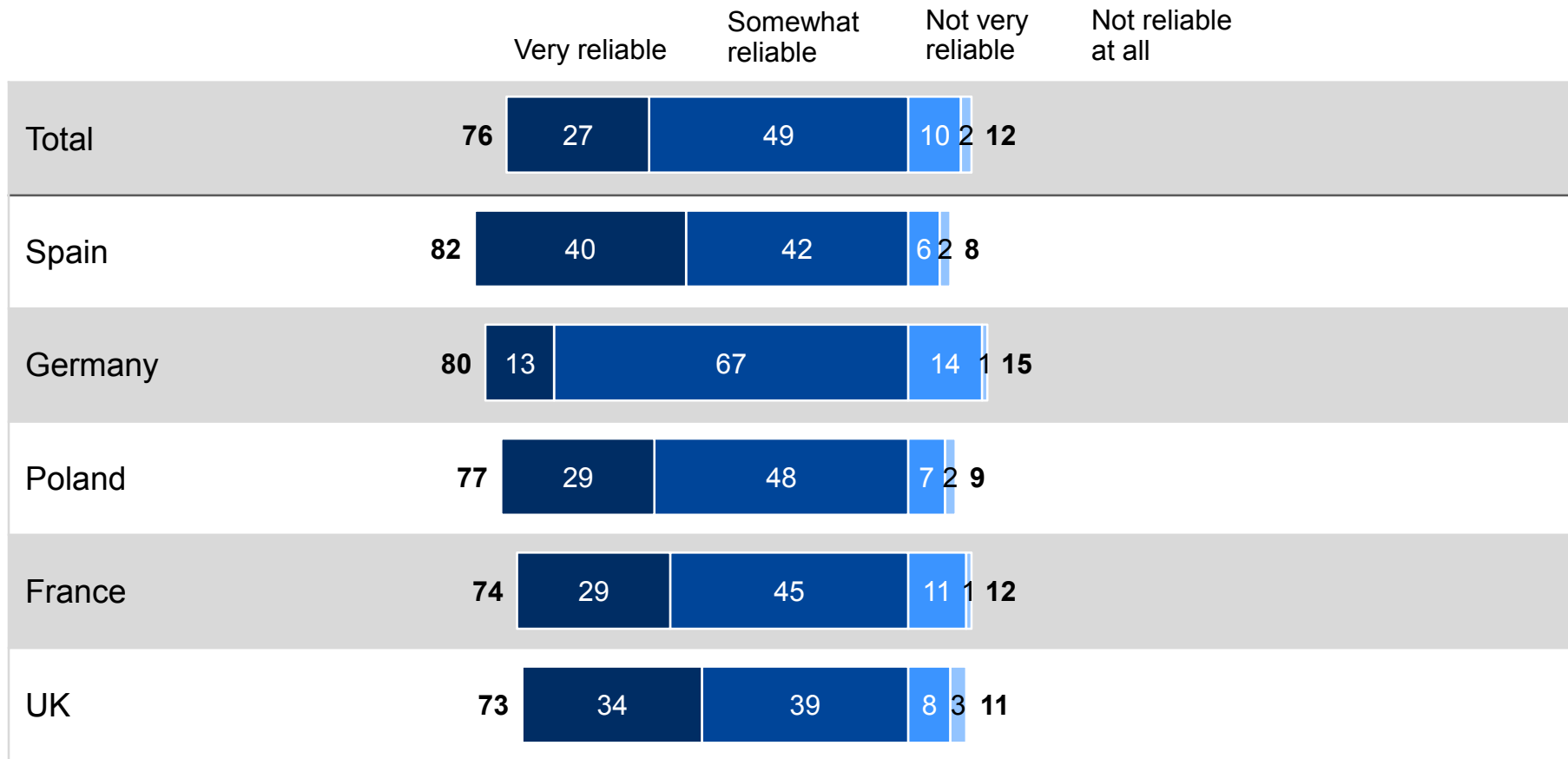


Question: How do you think about the current state of relationship between your country and Japan? Is the relationship...?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no idea / don't know / no answer

The Image of Japan in European Countries

Reliability of Japan as partner for own country

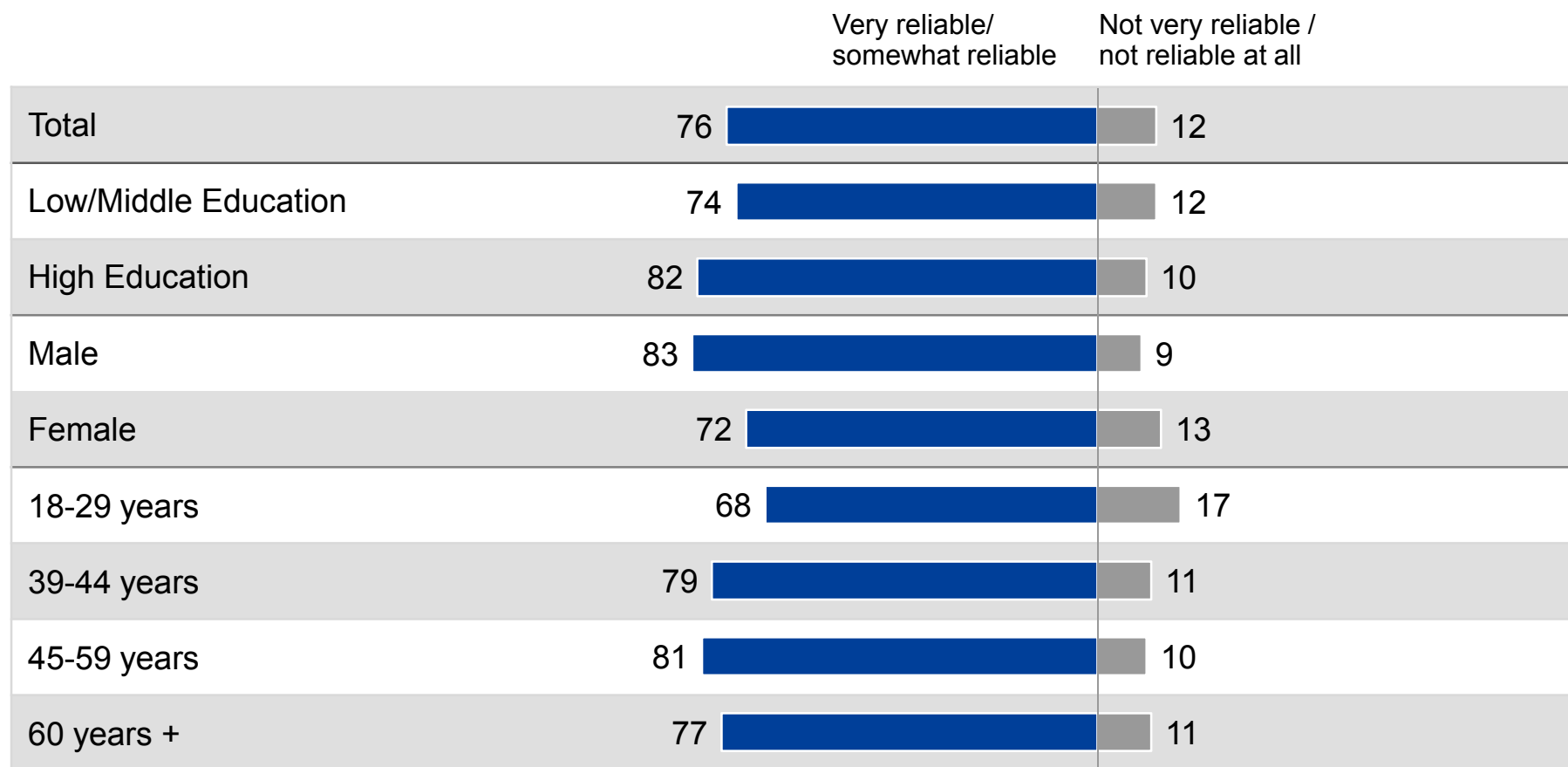


Question: Please tell me whether or not you think Japan is a reliable partner for [France, Germany, Poland, Spain, UK]? Do you think Japan is a... ?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no idea / don't know / no answer

The Image of Japan in European Countries

Reliability of Japan as partner for own country



Question: Please tell me whether or not you think Japan is a reliable partner for your country? Do you think Japan is a... ?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no idea / don't know / no answer

The Image of Japan in European Countries

Reasons for Japan's reliability

Japan is a very / somewhat reliable partner due to....	Total	France	Germany	Poland	Spain	UK
Economic ties	87	82	90	84	88	91
Japan's contribution to stabilization and growth of world economy	85	84	83	87	87	86
Japan's attractive culture	78	80	70	81	83	82
Japan's development cooperation in the international community	74	74	70	71	80	76
Good relations based on the same values	73	79	71	64	71	77
Japan's contribution to the stabilization of the international order	71	68	72	70	81	66
Japan's contribution to global security	63	72	54	61	67	65
Japan's solutions for global issues	56	65	36	64	66	61

Question: Why do you think Japan is a reliable partner for your country? Please tell me for each of the following aspects whether or not it contributes to Japan's reliability.

Universe: Eligible voters in each country / in percent, respondents saying that Japan is a very/somewhat reliable partner
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Reasons for Japan's reliability

Gender and Education

Japan is a very / somewhat reliable partner due to....

	Total	Male	Female	Low/Middle Education	High Education
Economic ties	87	88	86	87	87
Japan's contribution to stabilization and growth of world economy	85	85	85	85	85
Japan's attractive culture	78	77	79	80	77
Japan's development cooperation in the international community	74	75	73	75	74
Good relations based on the same values	73	75	71	71	74
Japan's contribution to the stabilization of the international order	71	74	68	72	71
Japan's contribution to global security	63	63	64	66	61
Japan's solutions for global issues	56	56	56	54	58

Question: Why do you think Japan is a reliable partner for your country? Please tell me for each of the following aspects whether or not it contributes to Japan's reliability.

Universe: Eligible voters in each country / in percent, respondents saying that Japan is a very/somewhat reliable partner
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Reasons for Japan's reliability

Age groups

Japan is a very / somewhat reliable partner due to....

	Total	18-29 years	30-44 years	45-59 years	60 years +
Economic ties	87	82	88	89	87
Japan's contribution to stabilization and growth of world economy	85	78	85	84	90
Japan's attractive culture	78	75	78	76	83
Japan's development cooperation in the international community	74	75	74	72	75
Good relations based on the same values	73	74	73	70	74
Japan's contribution to the stabilization of the international order	71	67	72	70	75
Japan's contribution to global security	63	60	64	64	63
Japan's solutions for global issues	56	58	64	48	56

Question: Why do you think Japan is a reliable partner for your country? Please tell me for each of the following aspects whether or not it contributes to Japan's reliability.

Universe: Eligible voters in each country / in percent, respondents saying that Japan is a very/somewhat reliable partner
Missing values to 100%: no / don't know / no answer

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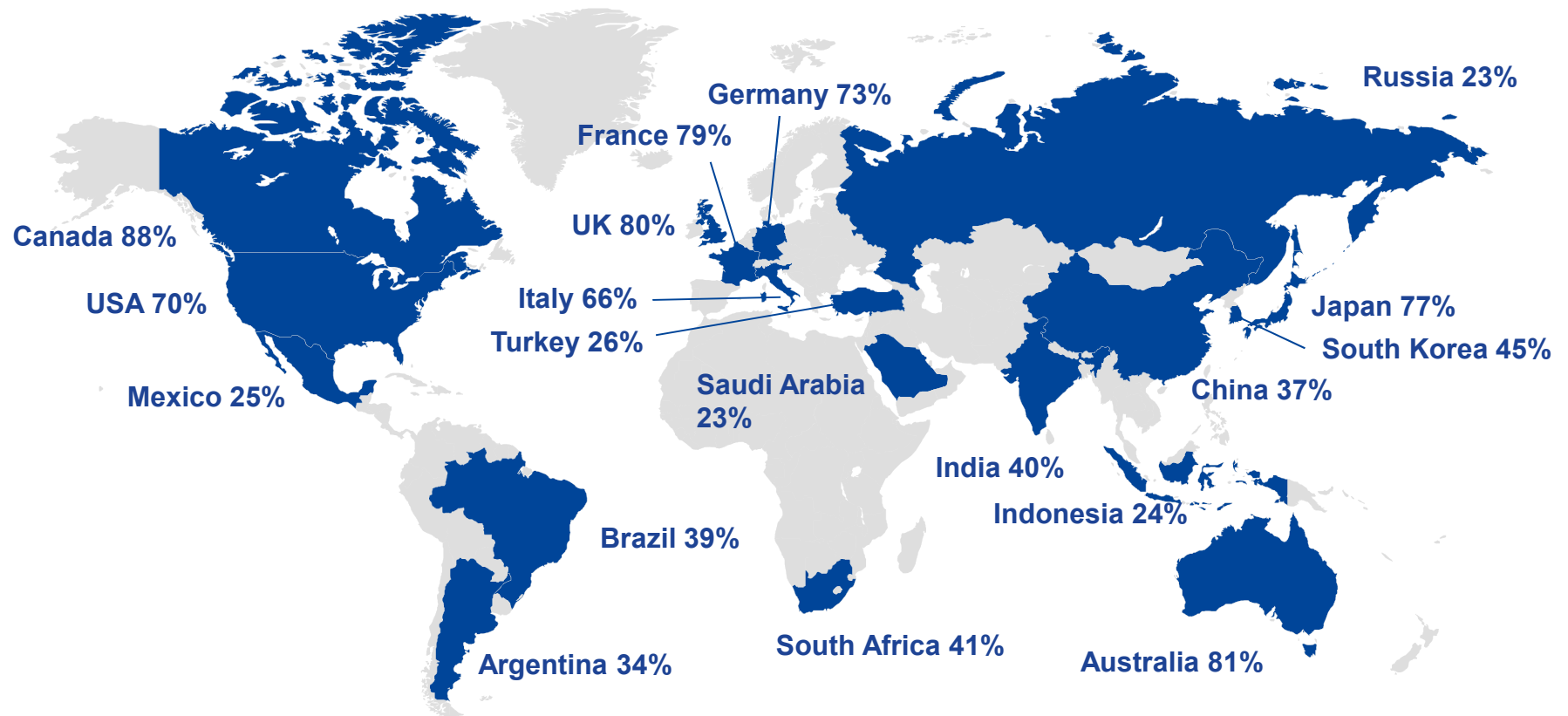
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Reliability of G20 countries

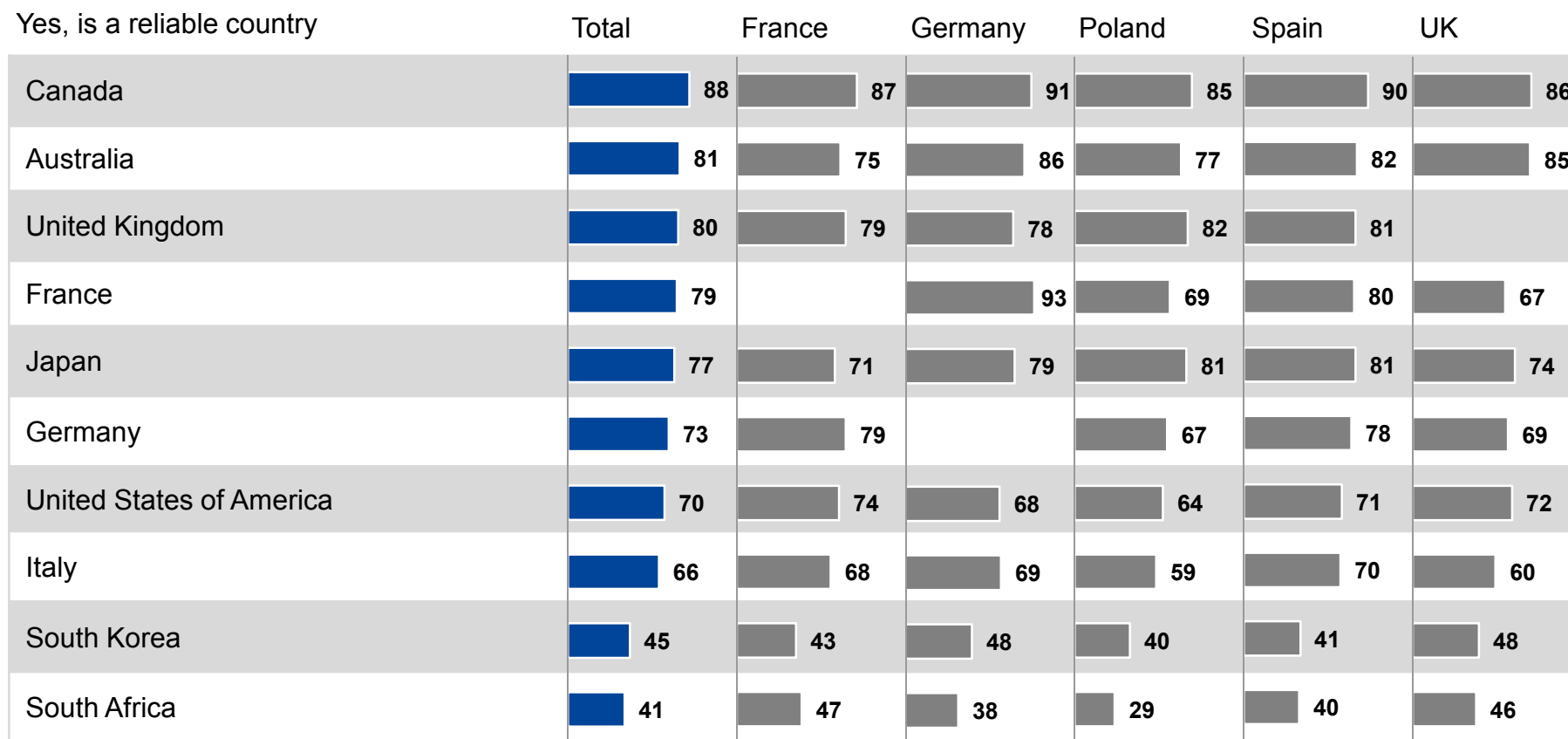


Question: I am now going to read a list of countries. Please tell me for each whether or not it is a reliable country. What about...?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no, is not a reliable country / don't know / no answer

The Image of Japan in European Countries

Reliability of G20 countries – Top 10



Question: I am now going to read a list of countries. Please tell me for each whether or not it is a reliable country. What about...?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no, is not a reliable country / don't know / no answer

The Image of Japan in European Countries

Reliability of G20 countries – Rank 11 to 19

“Yes, is a reliable country”	Total	France	Germany	Poland	Spain	UK
India	40	38	38	32	39	51
Brazil	39	43	37	37	36	42
China	37	38	34	26	40	42
Argentina	34	43	30	32	37	27
Turkey	26	22	21	26	29	34
Mexico	25	27	19	19	36	25
Indonesia	24	28	18	16	26	29
Kingdom of Saudi Arabia	23	21	20	24	30	24
Russia	23	25	23	10	28	23

Question: I am now going to read a list of countries. Please tell me for each whether or not it is a reliable country. What about...?

Universe: Eligible voters in each country / in percent
 Missing values to 100%: no, is not a reliable country / don't know / no answer

The Image of Japan in European Countries

Most reliable G20 country – Top 10

	Total	France	Germany	Poland	Spain	UK
United States of America	22	19	16	23	19	32
Canada	16	18	19	10	16	15
France	12		36	4	5	2
Germany	11	19		10	16	12
Japan	9	13	2	15	9	7
Australia	6	3	2	8	9	12
United Kingdom	6	8	9	9	4	
Russia	2	1	3		1	2
Italy	1	2	1	1	4	1
China	1	1	2			1

Question: And which of these countries is the most reliable one?

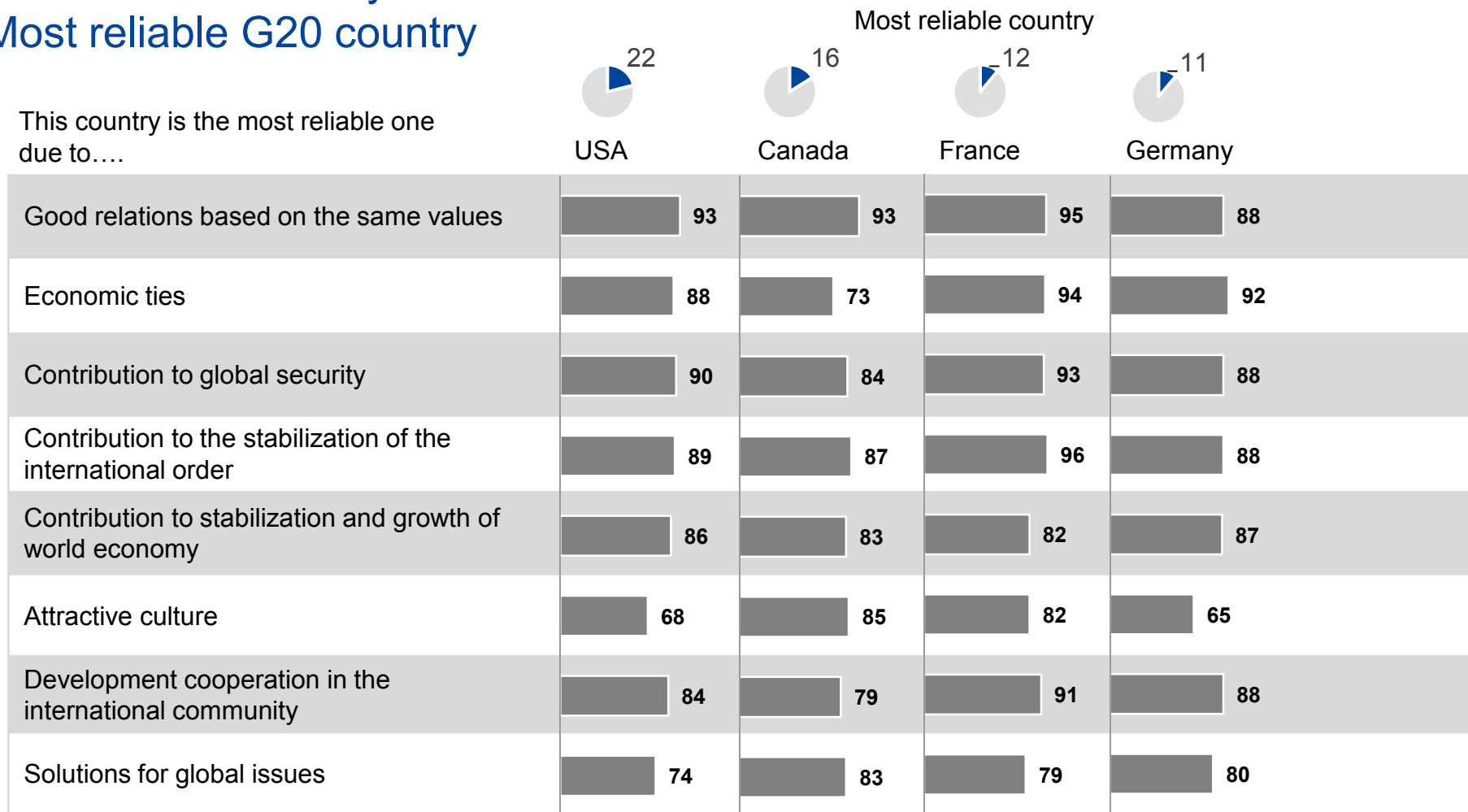
Universe: Eligible voters in each country / in percent
Missing values to 100%: none of these / don't know / no answer

The Image of Japan in European Countries

Reasons for reliability of countries

Most reliable G20 country

This country is the most reliable one due to....



Questions: When thinking now about [chosen most reliable country]: Please tell me for each of the following aspects whether or not it contributes to the country's reliability.

Universe: Eligible voters in each country / in percent

Missing values to 100%: no / don't know / no answer

**For drivers of reliability for Japan please compare chapter III.

The Image of Japan in European Countries

Reasons for reliability of countries

Most reliable G20 country

This country is the most reliable one due to....

Most reliable country



Australia



UK

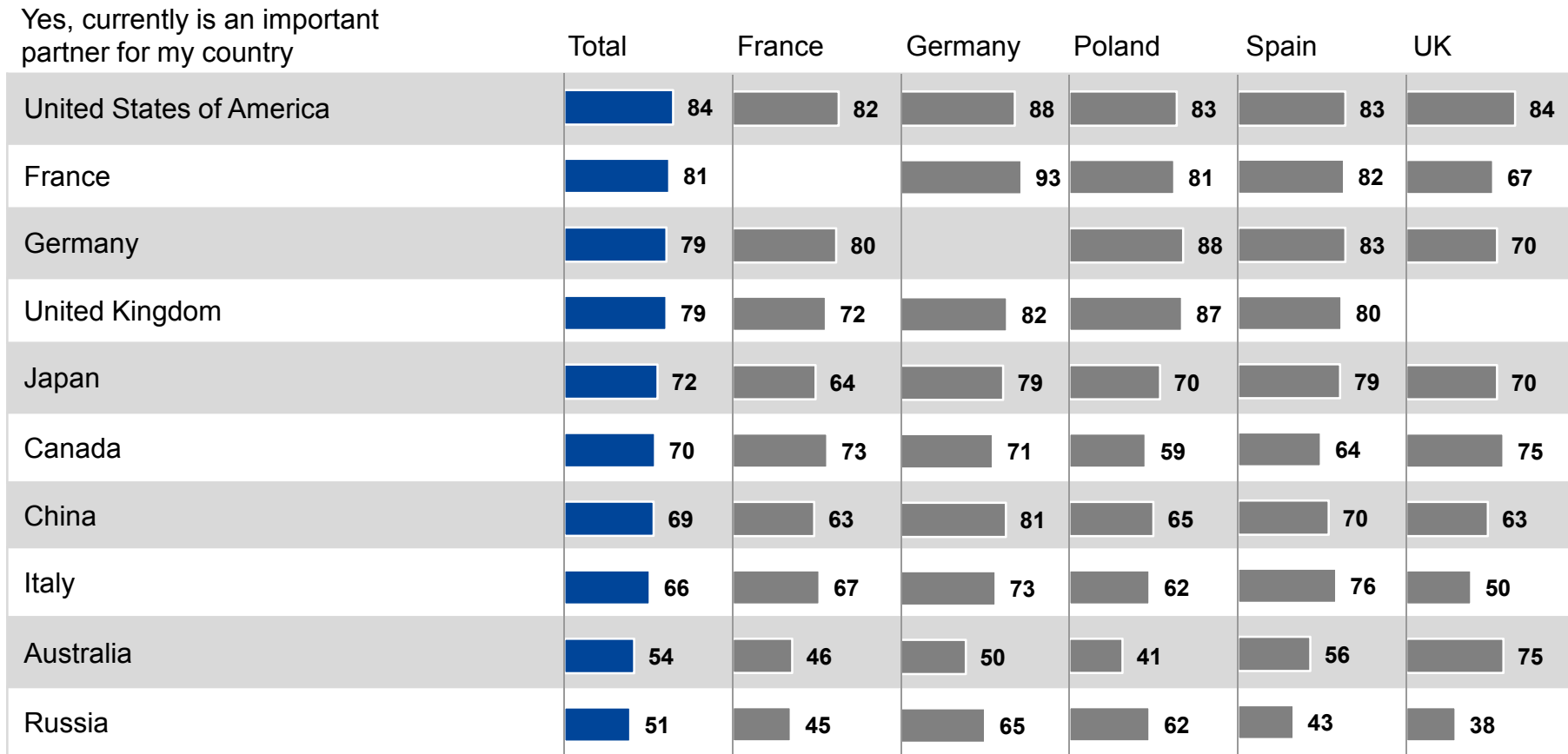
	Australia	UK
Good relations based on the same values	90	89
Economic ties	72	81
Contribution to global security	86	86
Contribution to the stabilization of the international order	83	87
Contribution to stabilization and growth of world economy	81	88
Attractive culture	80	88
Development cooperation in the international community	83	83
Solutions for global issues	81	78

Questions: When thinking now about [chosen most reliable country]: Please tell me for each of the following aspects whether or not it contributes to the country's reliability.

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Important G20 partners for own country - Top 10



Question: I will again read a list of countries. Please tell me for each whether or not you consider it as an important partner for your country?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no, not an important partner for my country / don't know / no answer

The Image of Japan in European Countries

Important G20 partners for own country - Rank 11 to 19

Yes, currently is an important partner for my country

	Total	France	Germany	Poland	Spain	UK
India	45	39	54	33	35	56
Kingdom of Saudi Arabia	42	41	47	38	40	40
Brazil	38	42	41	24	37	37
South Korea	37	34	38	39	34	41
Turkey	34	25	54	29	26	28
South Africa	32	32	33	23	25	41
Argentina	26	26	26	21	35	24
Mexico	23	24	16	16	39	24
Indonesia	18	18	13	11	17	30

Question: I will again read a list of countries. Please tell me for each whether or not you consider it as an important partner for your country?

Universe: Eligible voters in each country / in percent

Missing values to 100%: no, not an important partner for my country / don't know / no answer

The Image of Japan in European Countries

Important future G20 partners for own country - Top 10

Yes, important partner for my country in the future

	Total	France	Germany	Poland	Spain	UK
United States of America	83	77	89	79	84	83
France	81		95	76	81	65
United Kingdom	81	75	85	83	80	
Japan	80	73	87	78	86	75
Germany	78	76		83	85	73
China	75	65	88	72	74	73
Canada	73	73	80	61	68	76
Italy	67	62	78	67	74	54
Russia	61	52	81	66	54	50
Australia	59	48	60	47	61	74

Question: And please tell me for each of these countries whether or not you consider it as an important partner for your country in the future?

Universe: Eligible voters in each country / in percent

Missing values to 100%: no, not an important partner for my country / don't know / no answer

The Image of Japan in European Countries

Important future G20 partners for own country - Rank 11 to 19

Yes, important partner for my country in the future

	Total	France	Germany	Poland	Spain	UK
India	55	45	68	49	45	61
Brazil	49	50	54	43	46	47
Kingdom of Saudi Arabia	47	40	60	46	41	44
South Korea	42	34	53	41	35	41
Turkey	42	32	63	40	31	35
South Africa	39	36	45	29	33	43
Argentina	35	34	38	32	42	29
Mexico	30	28	24	24	43	34
Indonesia	25	29	25	20	22	29

Question: And please tell me for each of these countries whether or not you consider it as an important partner for your country in the future?

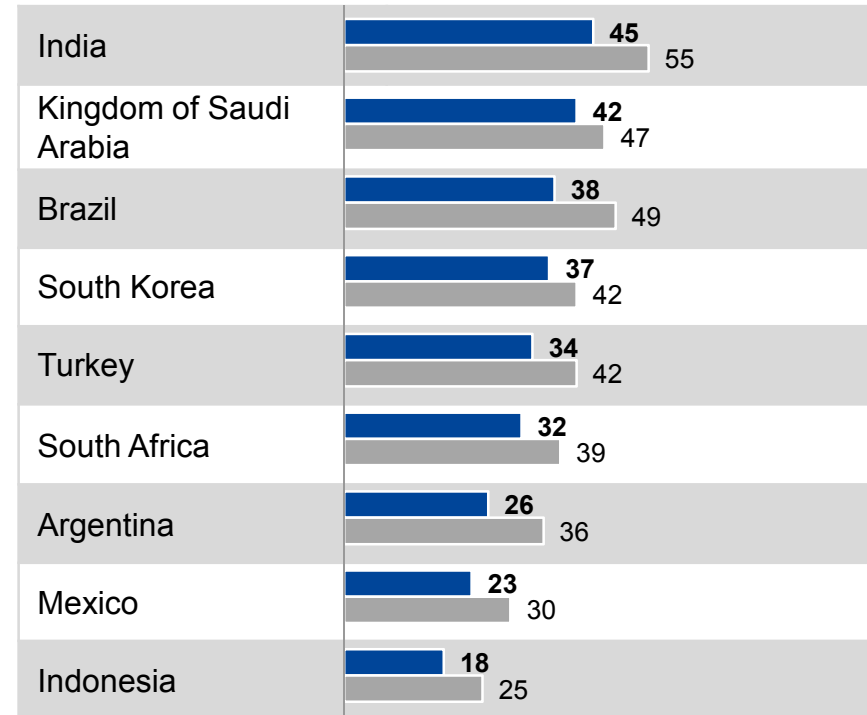
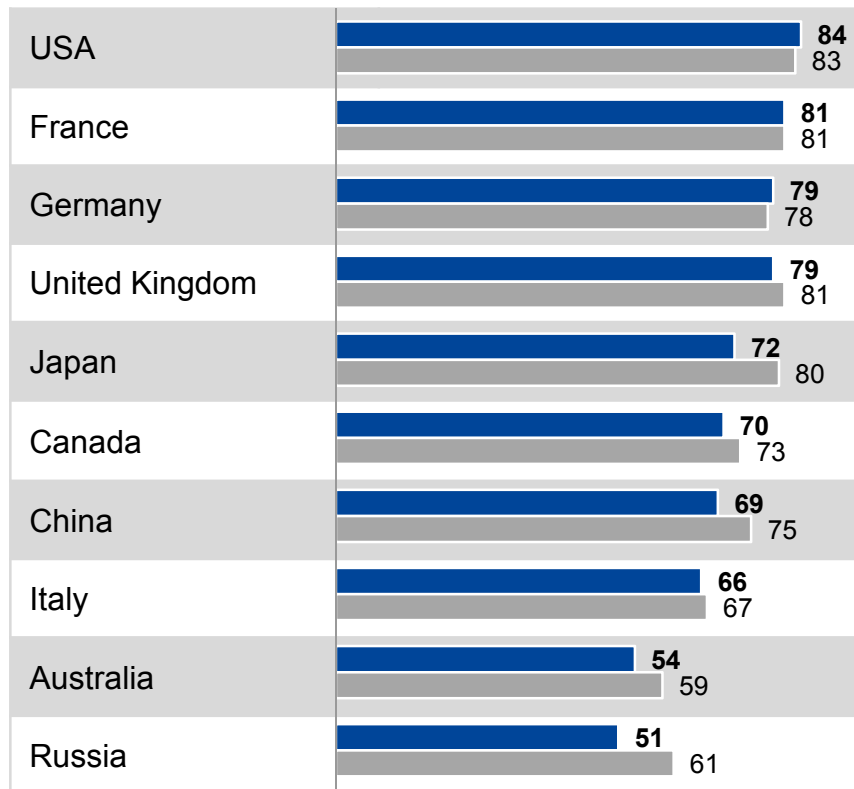
Universe: Eligible voters in each country / in percent

Missing values to 100%: no, not an important partner for my country / don't know / no answer

The Image of Japan in European Countries

Important G20 partners for own country – currently and in future

■ currently important partner
■ important partner in the future



Question: I will again read a list of countries. Please tell me for each whether or not you consider it as an important partner for your country?

Question: And please tell me for each of these countries whether or not you consider it as an important partner for your country in the future?

Universe: Eligible voters in each country / in percent

Missing values to 100%: no, not an important partner for my country / don't know / no answer

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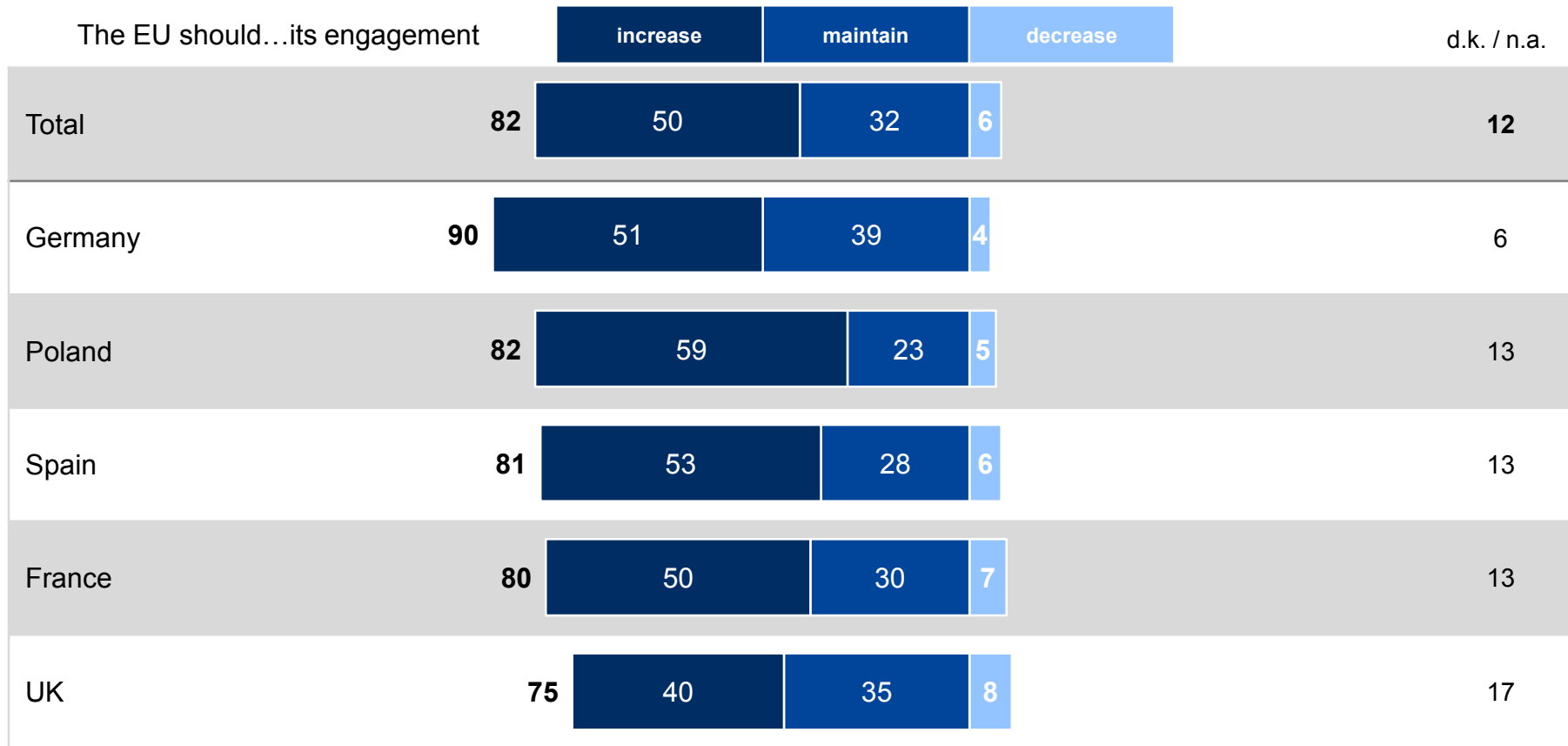
Interest in and sources of international information 57-68

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The Image of Japan in European Countries

Relation between EU and the countries of the East / South East China Sea



Question: Japan and the EU have expressed concern about actions of certain countries (e.g. China, North Korea) leading to political tensions in the East and South East China Sea. How do you think the EU should develop its relations with this region of the world in security issues?

Universe: Eligible voters in each country / in percent

The Image of Japan in European Countries

Relation between EU and the countries of the East / South East China Sea - Age groups, Gender and Education

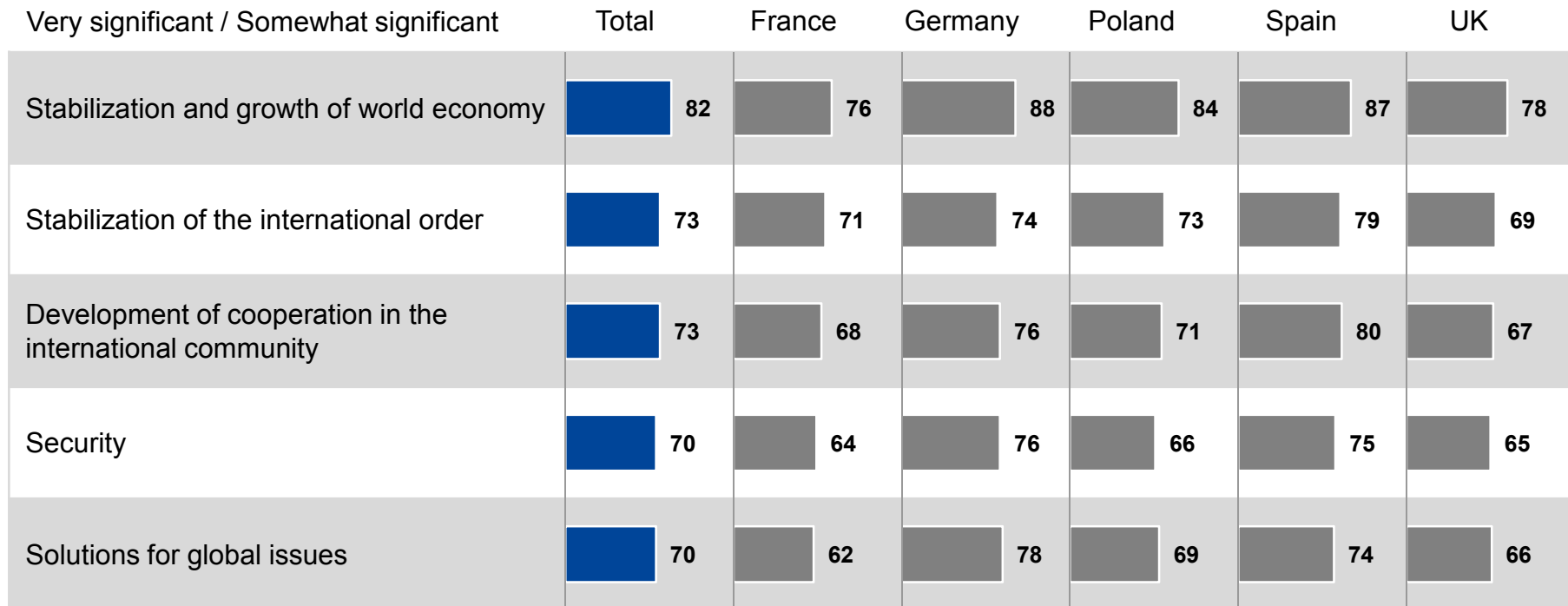
The EU should...its engagement		increase	maintain	decrease	d.k. / n.a.
Total	82	50	32	6	12
Low/Middle Education	80	47	33	6	14
High Education	84	53	31	6	10
Male	86	54	32	7	7
Female	79	46	33	5	16
18-29 years	79	54	25	9	12
39-44 years	83	53	30	6	11
45-59 years	82	47	35	5	13
60 years +	84	47	37	4	12

Question: Japan and the EU have expressed concern about actions of certain countries (e.g. China, North Korea) leading to political tensions in the East and South East China Sea. How do you think the EU should develop its relations with this region of the world in security issues?

Universe: Eligible voters in each country / in percent

The Image of Japan in European Countries

Role of Japan in international relations



Question: Thinking about international relations, how significant of a role do you think Japan plays in each of the following areas? With respect to..., do you think Japan plays a role that is very significant, somewhat significant, not very significant, or not at all significant?

Universe: Eligible voters in each country / in percent
Missing values to 100%: not very significant / not at all significant / don't know / no answer

The Image of Japan in European Countries

Role of Japan in international relations

Gender and Education

Very significant / Somewhat significant	Total	Male	Female	Low/Middle Education	High Education
Stabilization and growth of world economy	82	86	79	81	85
Stabilization of the international order	73	76	70	70	76
Development of cooperation in the international community	73	75	69	70	75
Security	70	72	68	67	73
Solutions for global issues	70	75	65	69	72

Question: Thinking about international relations, how significant of a role do you think Japan plays in each of the following areas? With respect to..., do you think Japan plays a role that is very significant, somewhat significant, not very significant, or not at all significant?

Universe: Eligible voters in each country / in percent
Missing values to 100%: not very significant / not at all significant / don't know / no answer

The Image of Japan in European Countries

Role of Japan in international relations

Age groups

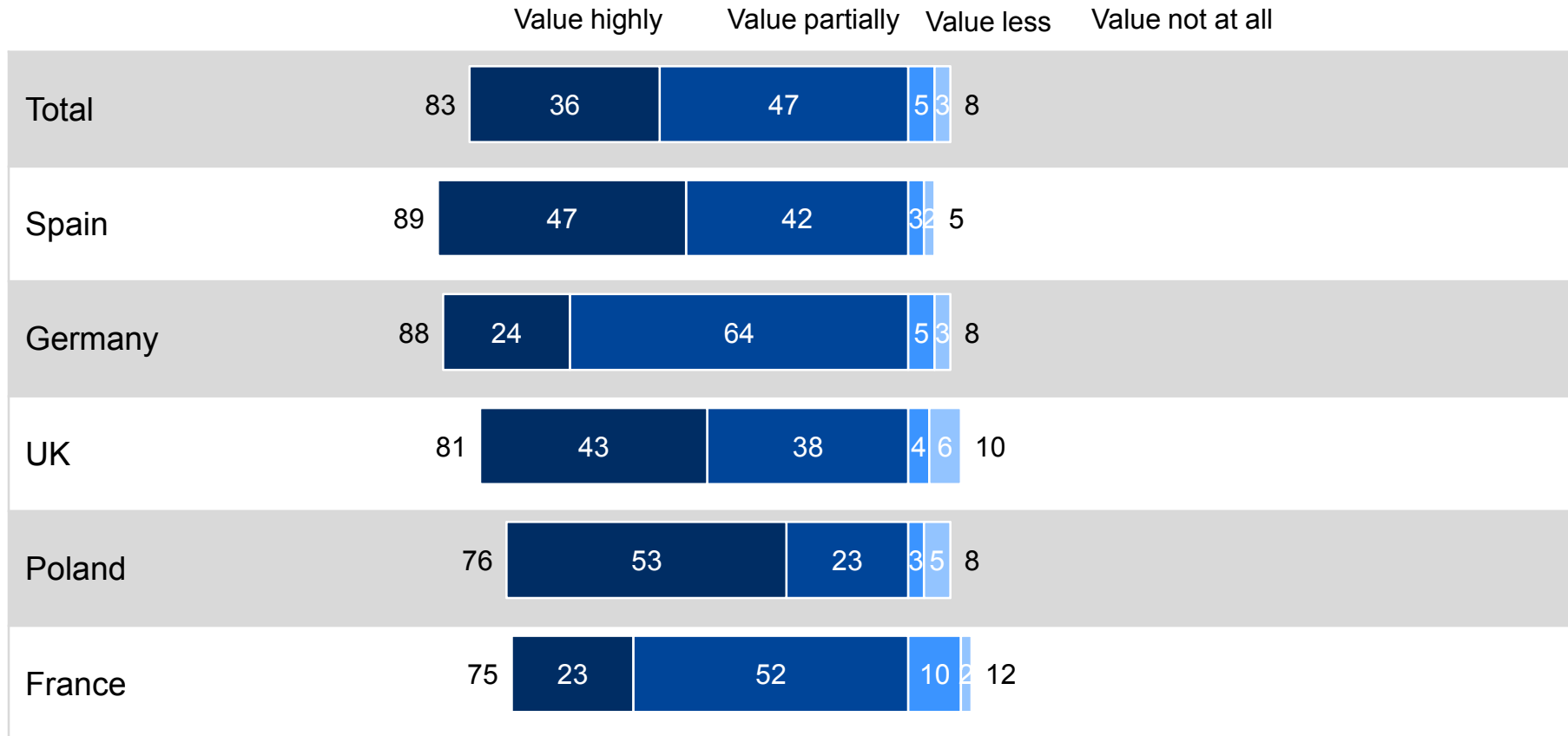
Very significant / Somewhat significant	Total	18-29 years	30-44 years	45-59 years	60 years +
Stabilization and growth of world economy	82	80	82	86	82
Stabilization of the international order	73	70	73	73	75
Development of cooperation in the international community	73	67	72	74	73
Security	70	66	69	72	71
Solutions for global issues	70	69	72	70	68

Question: Thinking about international relations, how significant of a role do you think Japan plays in each of the following areas? With respect to..., do you think Japan plays a role that is very significant, somewhat significant, not very significant, or not at all significant?

Universe: Eligible voters in each country / in percent
Missing values to 100%: not very significant / not at all significant / don't know / no answer

The Image of Japan in European Countries

Evaluation of Japan's performance as peace-loving nation



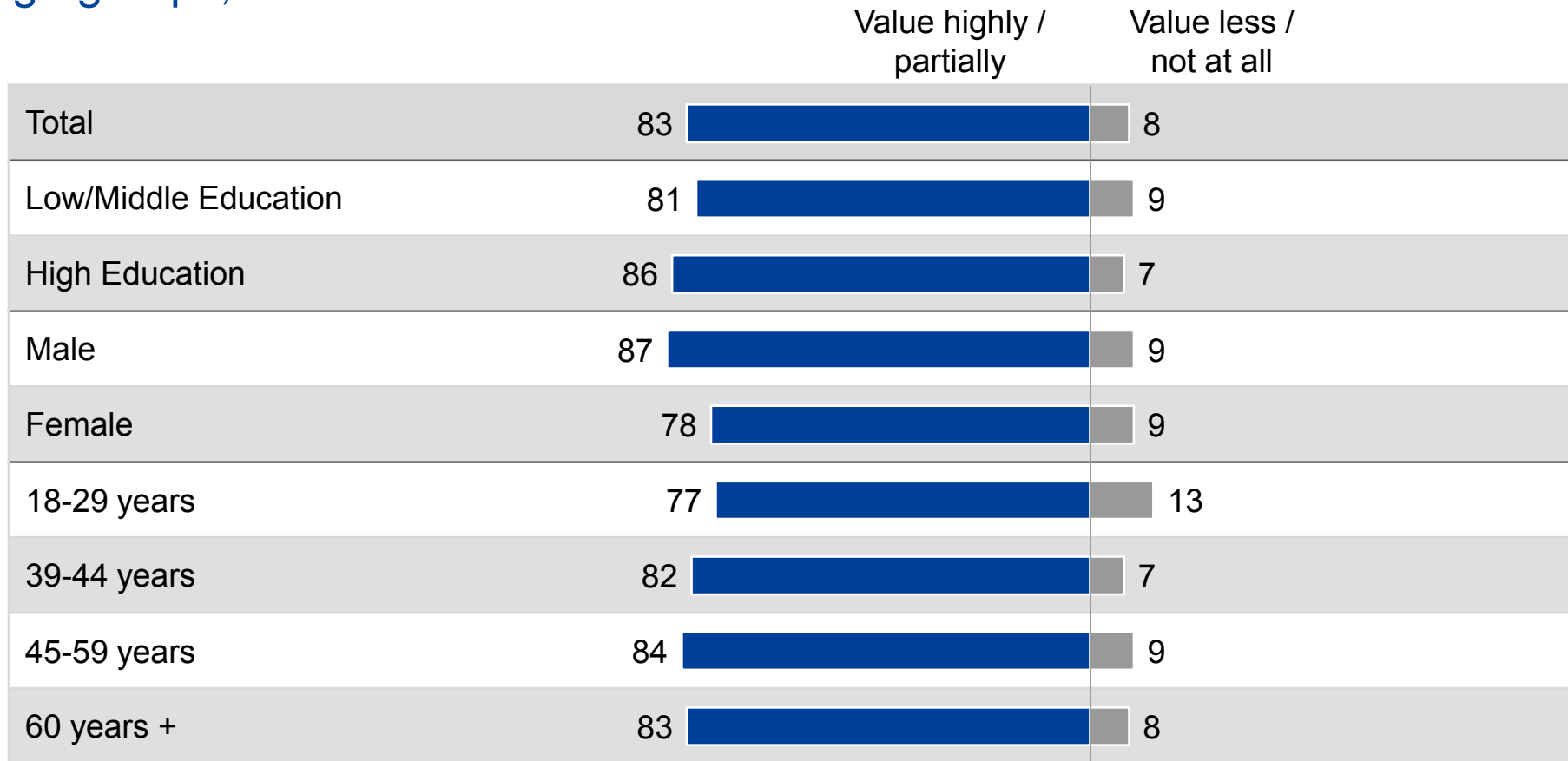
Question: Thinking about Japan's performance as peace-loving nation for the last 70 years since the end of World War II. Do you value Japan's performance highly, partially, less or not at all?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

Evaluation of Japan's performance as peace-loving nation

Age groups, Gender and Education

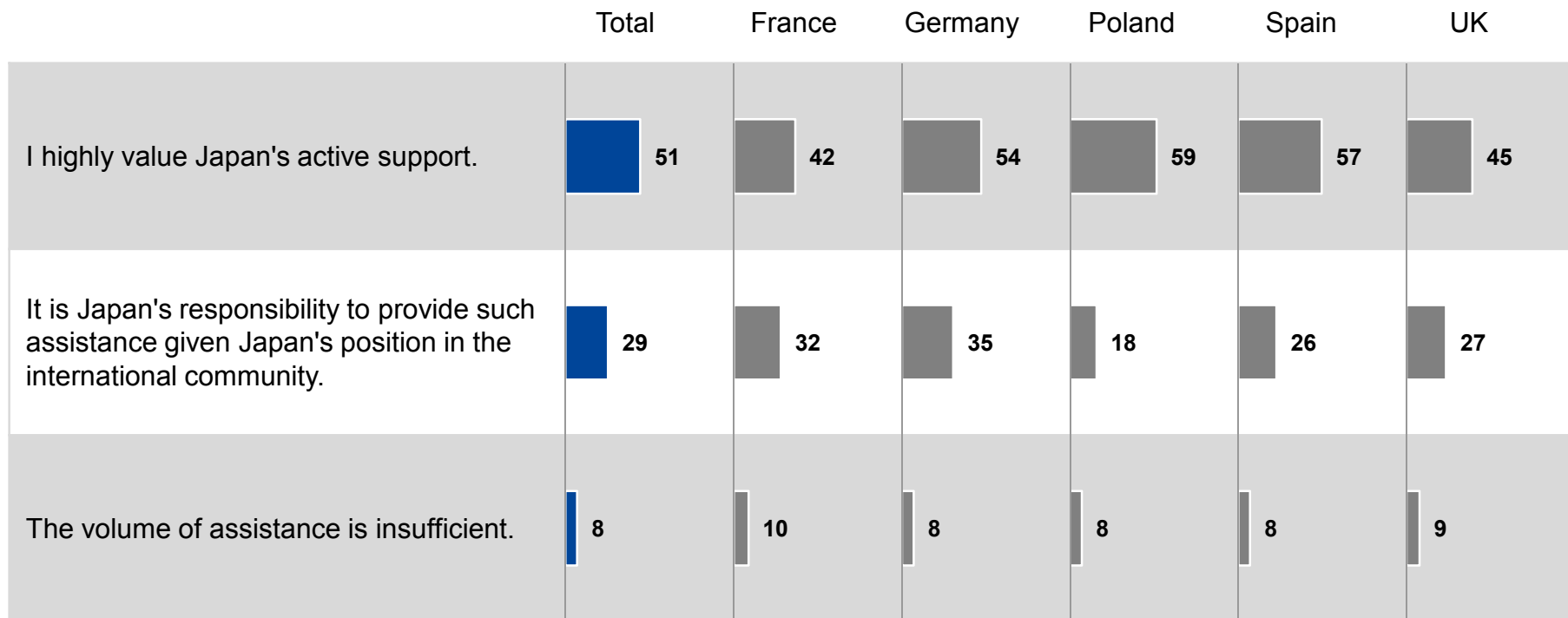


Question: Thinking about Japan's performance as peace-loving nation for the last 70 years since the end of World War II. Do you value Japan's performance highly, partially, less or not at all?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

Evaluation of Japan's assistance in context of refugees



Question: As part of its response to the influx of refugees into Europe and neighbouring countries of Syria Japan recently announced that it would provide 700 million Euro worth of assistance for Syrian and Iraqi refugees, 2 million Euro for humanitarian aid in Serbia and Macedonia, and 650 million Euro for peace-building activities in the Middle East and Africa. Which of the following comes closest to your opinion regarding Japan's pledge of assistance?

The Image of Japan in European Countries

Evaluation of Japan's assistance in context of refugees

Gender and Education

	Total	Male	Female	Low/Middle Education	High Education
I highly value Japan's active support.	51	52	50	50	53
It is Japan's responsibility to provide such assistance given Japan's position in the international community.	29	29	29	26	31
The volume of assistance is insufficient.	8	10	7	9	8

Question: As part of its response to the influx of refugees into Europe and neighbouring countries of Syria Japan recently announced that it would provide 700 million Euro worth of assistance for Syrian and Iraqi refugees, 2 million Euro for humanitarian aid in Serbia and Macedonia, and 650 million Euro for peace-building activities in the Middle East and Africa. Which of the following comes closest to your opinion regarding Japan's pledge of assistance?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

Evaluation of Japan's assistance in context of refugees

Age groups

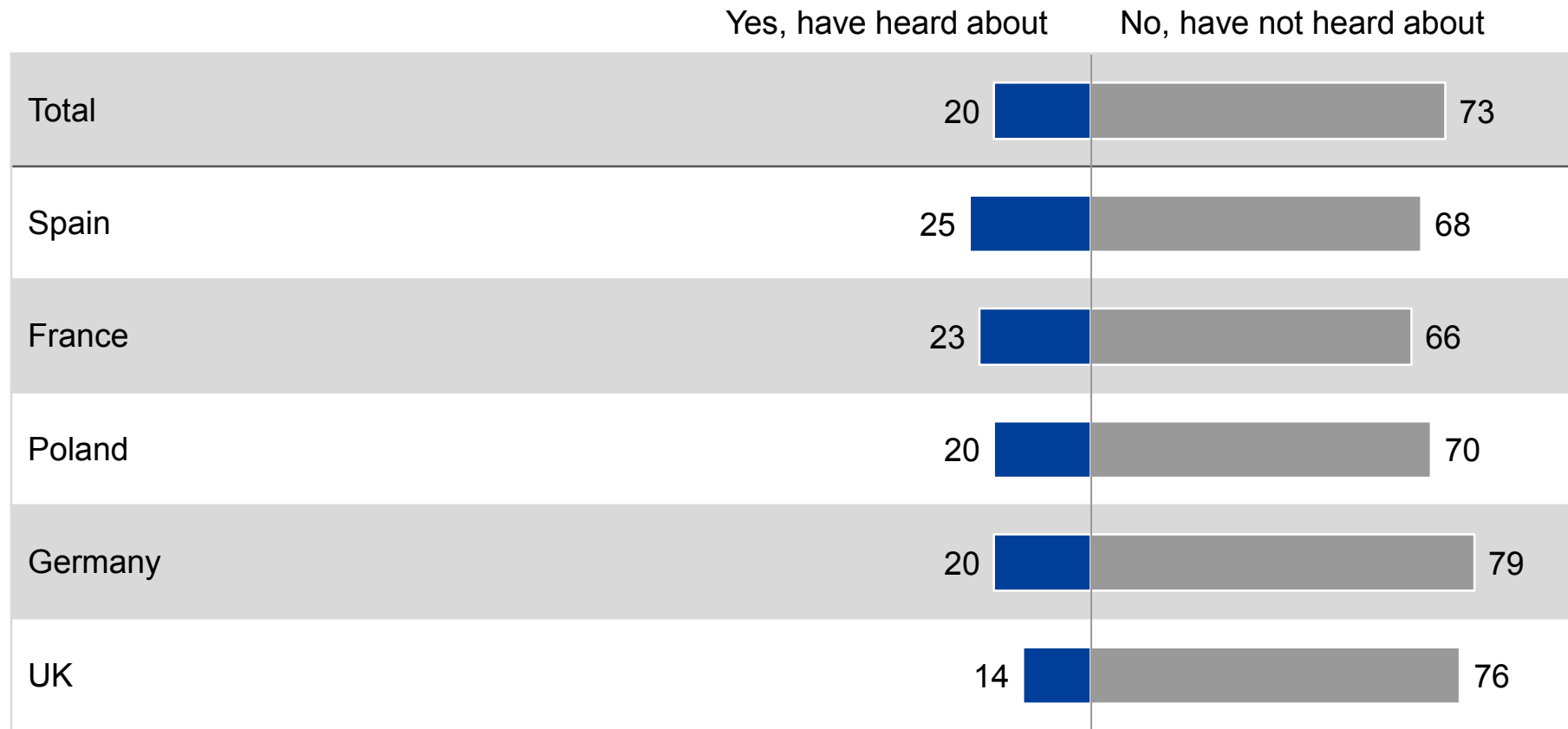
	Total	18-29 years	30-44 years	45-59 years	60 years +
I highly value Japan's active support.	51	55	54	50	46
It is Japan's responsibility to provide such assistance given Japan's position in the international community.	29	24	28	29	32
The volume of assistance is insufficient.	8	7	7	11	9

Question: As part of its response to the influx of refugees into Europe and neighbouring countries of Syria Japan recently announced that it would provide 700 million Euro worth of assistance for Syrian and Iraqi refugees, 2 million Euro for humanitarian aid in Serbia and Macedonia, and 650 million Euro for peace-building activities in the Middle East and Africa. Which of the following comes closest to your opinion regarding Japan's pledge of assistance?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

Awareness of changes in Japanese security policy



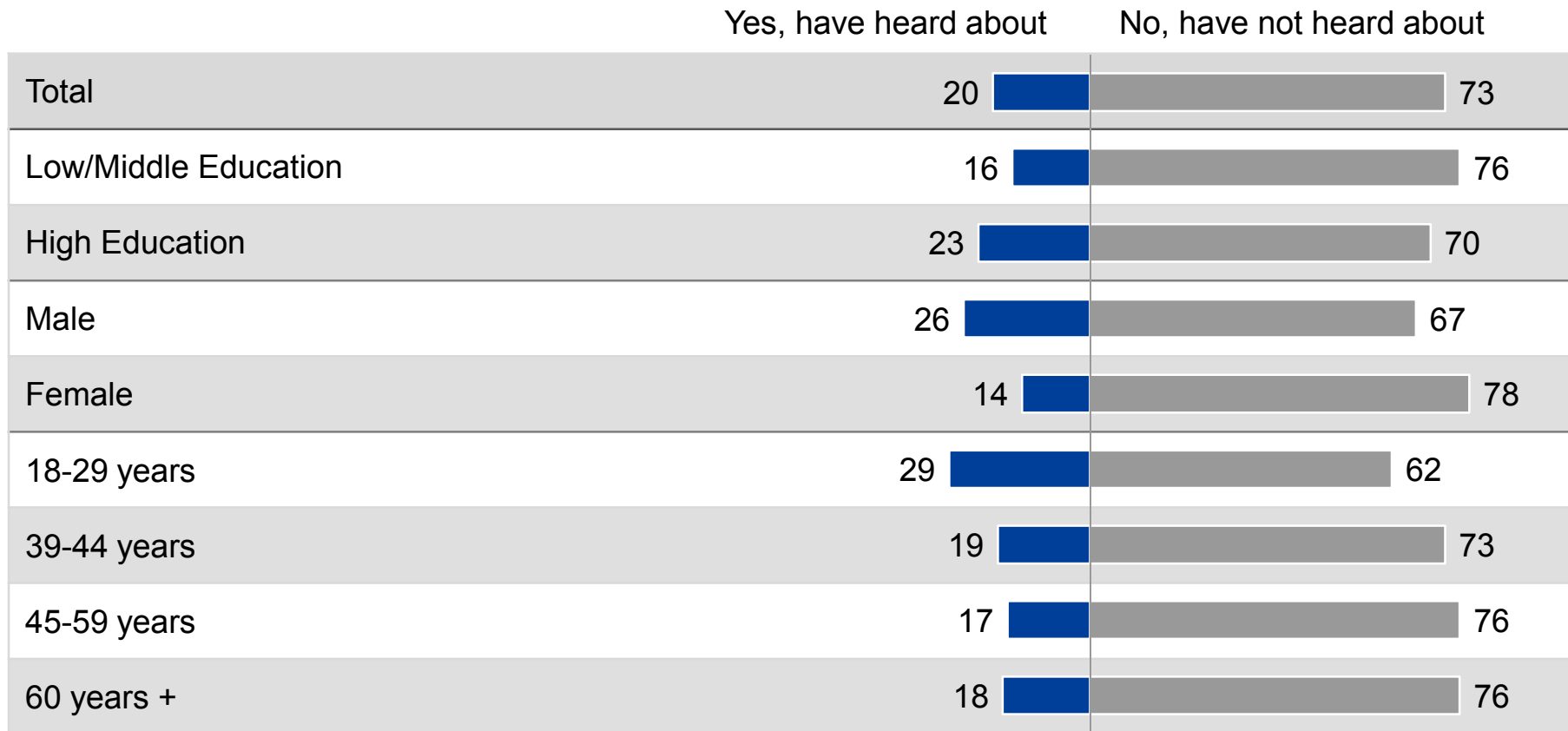
Question: Japan is elaborating its security policy to proactively contribute to peace and stability in East-Asia and the international community. This change in Japanese security policy has been decided by the Japanese Parliament in summer 2015. Have you heard about it or not?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

Awareness of changes in Japanese security policy

Age groups, Gender and Education

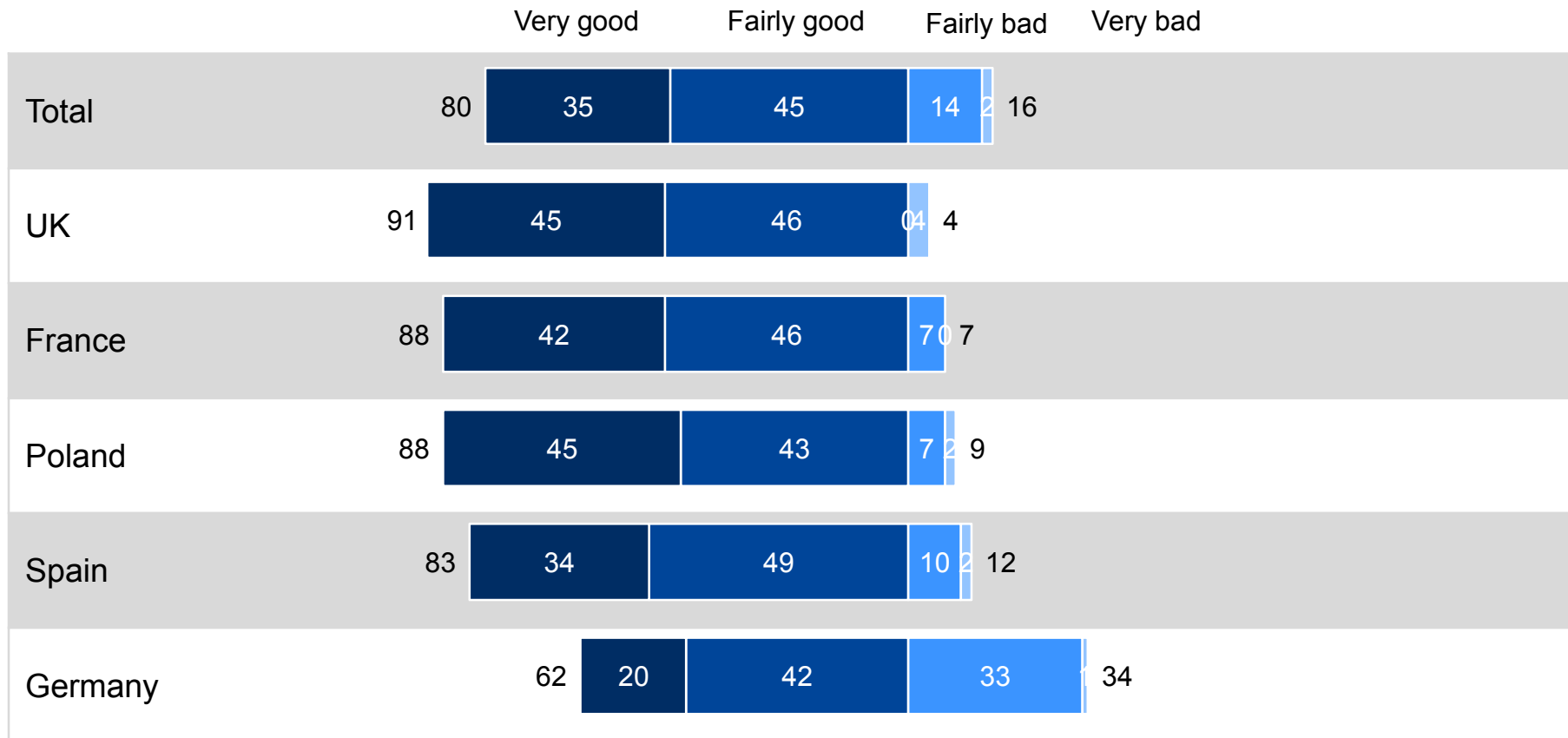


Question: Japan is elaborating its security policy to proactively contribute to peace and stability in East-Asia and the international community. This change in Japanese security policy has been decided by the Japanese Parliament in summer 2015. Have you heard about it or not?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

If “yes, have heard about”: Evaluation of changes in Japanese security policy



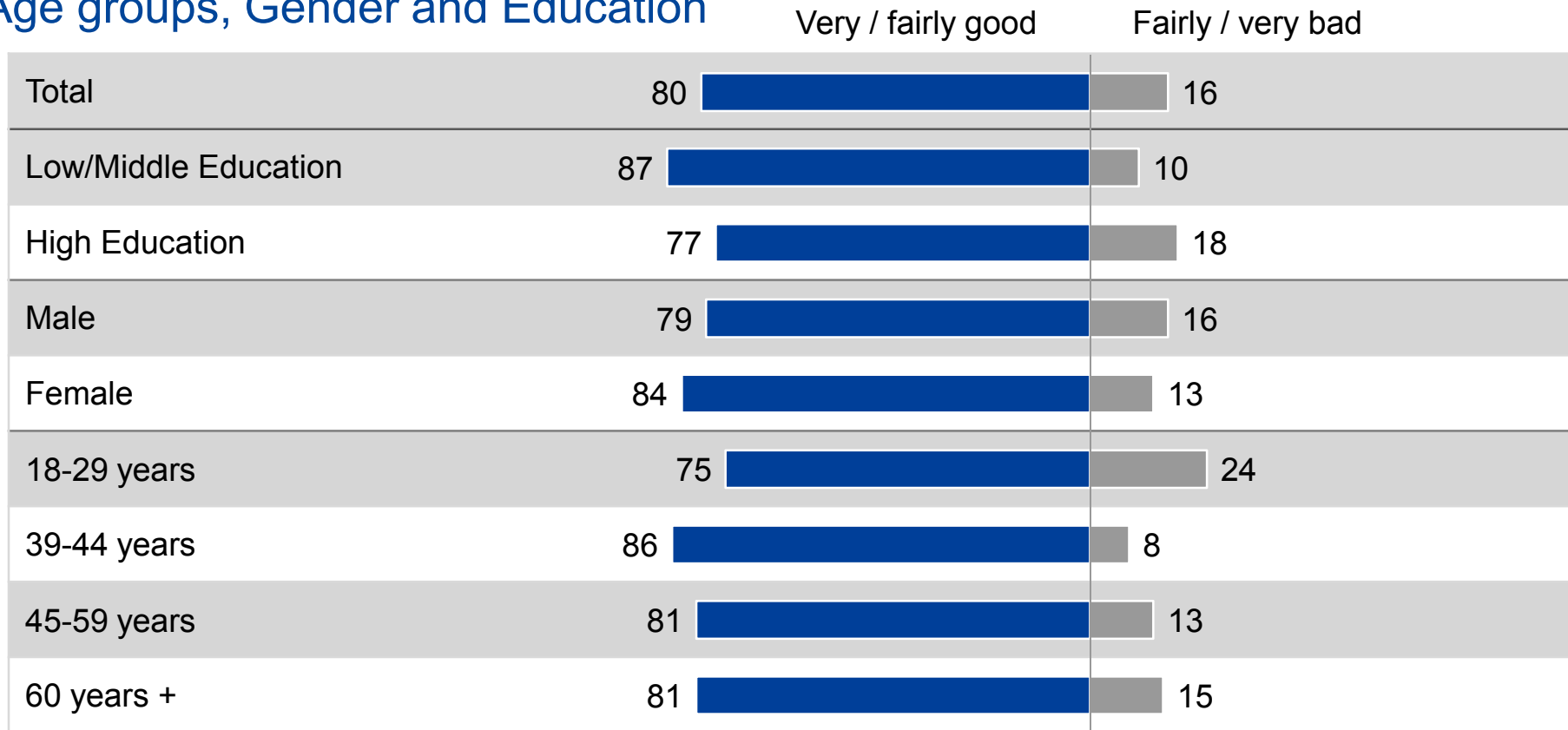
Question: As one of the means to contribute proactively to peace and stability of the international community, the change in domestic laws now allows the Japanese military to help allies even if Japan itself is not attacked. Do you evaluate this change in the Japanese security policy as...?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

If “yes, have heard about”: Evaluation of changes in Japanese security policy

Age groups, Gender and Education



Question: As one of the means to contribute proactively to peace and stability of the international community, the change in domestic laws now allows the Japanese military to help allies even if Japan itself is not attacked. Do you evaluate this change in the Japanese security policy as...?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

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Interest in and sources of international information **57-68**

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The Image of Japan in European Countries

Sources of international information

	Total	France	Germany	Poland	Spain	UK
Television	86	86	88	88	87	84
Newspapers	70	64	74	68	72	70
Websites	66	61	61	79	69	67
Friends / Family / Relatives	61	57	76	57	60	48
Radio	60	59	67	69	55	51
Magazines and books	55	50	65	62	53	45
Movies	50	41	69	47	56	35
Own Experience of site visits	47	29	59	58	60	36
Video-sharing websites like YouTube	36	35	28	51	41	31
Facebook, Twitter and other Social Networks	33	38	18	43	41	33
Blogs	23	28	9	27	34	24
School / college / university	23	23	24	25	25	21
Seminars/symposiums and cultural events	21	21	28	21	19	14
Mail magazines	16	25	5	14	22	18

Question: Do you usually use the following sources of information to get information about other countries or not?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Sources of international information

Gender and Education

	Total	Male	Female	Low/Middle Education	High Education
Television	86	85	88	88	86
Newspapers	70	71	69	66	74
Websites	66	71	62	61	71
Friends / Family / Relatives	61	60	61	56	65
Radio	60	61	60	62	61
Magazines and books	55	58	53	49	61
Movies	50	51	50	45	55
Own Experience of site visits	47	49	46	38	55
Video-sharing websites like YouTube	36	40	31	30	40
Facebook, Twitter and other Social Networks	33	32	33	30	35
Blogs	23	26	20	17	27
School / college / university	23	23	24	17	28
Seminars/symposiums and cultural events	21	20	22	15	26
Mail magazines	16	17	16	11	20

Question: Do you usually use the following sources of information to get information about other countries or not?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Sources of international information

Age groups

	Total	18-29 years	30-44 years	45-59 years	60 years +
Television	86	79	84	91	90
Newspapers	70	64	69	75	69
Websites	66	79	74	71	47
Friends / Family / Relatives	61	65	65	59	55
Radio	60	52	63	64	59
Magazines and books	55	55	53	54	58
Movies	50	51	53	54	45
Own Experience of site visits	47	50	52	48	42
Video-sharing websites like YouTube	36	56	41	33	21
Facebook, Twitter and other Social Networks	33	56	41	30	15
Blogs	23	35	28	19	14
School / college / university	23	50	24	18	12
Seminars/symposiums and cultural events	21	26	21	21	19
Mail magazines	16	20	17	18	13

Question: Do you usually use the following sources of information to get information about other countries or not?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Sources of information about Japan

	Total	France	Germany	Poland	Spain	UK
Television	76	72	80	78	76	73
Websites	66	60	58	76	77	68
Newspapers	60	53	63	56	65	60
Magazines and books	59	53	63	69	63	52
Friends / Family / Relatives	56	52	65	50	60	49
Radio	49	46	54	52	53	43
Movies	47	40	65	45	52	31
Video-sharing websites like YouTube	35	33	26	50	42	35
Seminars/symposiums and cultural events	31	30	34	33	35	23
Own Experience of site visits	31	35	16	39	44	28
Facebook, Twitter and other Social Networks	29	30	14	38	40	32
Blogs	27	32	13	38	38	25
School / college / university	24	23	26	24	27	19
Mail magazines	19	27	4	21	30	21

Question: And if you were interested in informing yourself about Japan which of the following sources would you use or have you used?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Sources of information about Japan

Education

	Total	Male	Female	Low/Middle Education	High Education
Television	76	76	75	77	76
Websites	66	70	63	61	71
Newspapers	60	59	60	57	63
Magazines and books	59	59	60	54	65
Friends / Family / Relatives	56	54	58	49	62
Radio	49	49	50	50	50
Movies	47	46	48	43	50
Video-sharing websites like YouTube	35	37	34	32	38
Seminars/symposiums and cultural events	31	29	33	25	36
Own Experience in Japan	31	33	28	26	35
Facebook, Twitter and other Social Networks	29	28	29	26	31
Blogs	27	30	25	21	33
School / college / university	24	24	24	17	29
Mail magazines	19	20	18	15	22











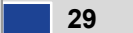

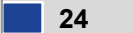

Question: And if you were interested in informing yourself about Japan which of the following sources would you use or have you used?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Sources of information about Japan

Age groups

	Total	18-29 years	30-44 years	45-59 years	60 years +
Television	 76	69	71	81	79
Websites	 66	80	73	72	48
Newspapers	 60	52	57	62	65
Magazines and books	 59	57	57	63	61
Friends / Family / Relatives	 56	61	60	56	50
Radio	 49	40	49	54	51
Movies	 47	44	54	49	41
Video-sharing websites like YouTube	 35	52	41	35	20
Seminars/symposiums and cultural events	 31	37	35	29	25
Own Experience of site visits	 31	36	37	30	23
Facebook, Twitter and other Social Networks	 29	47	35	27	15
Blogs	 27	43	35	25	14
School / college / university	 24	39	27	21	14
Mail magazines	 19	23	21	20	15

Question: And if you were interested in informing yourself about Japan which of the following sources would you use or have you used?

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

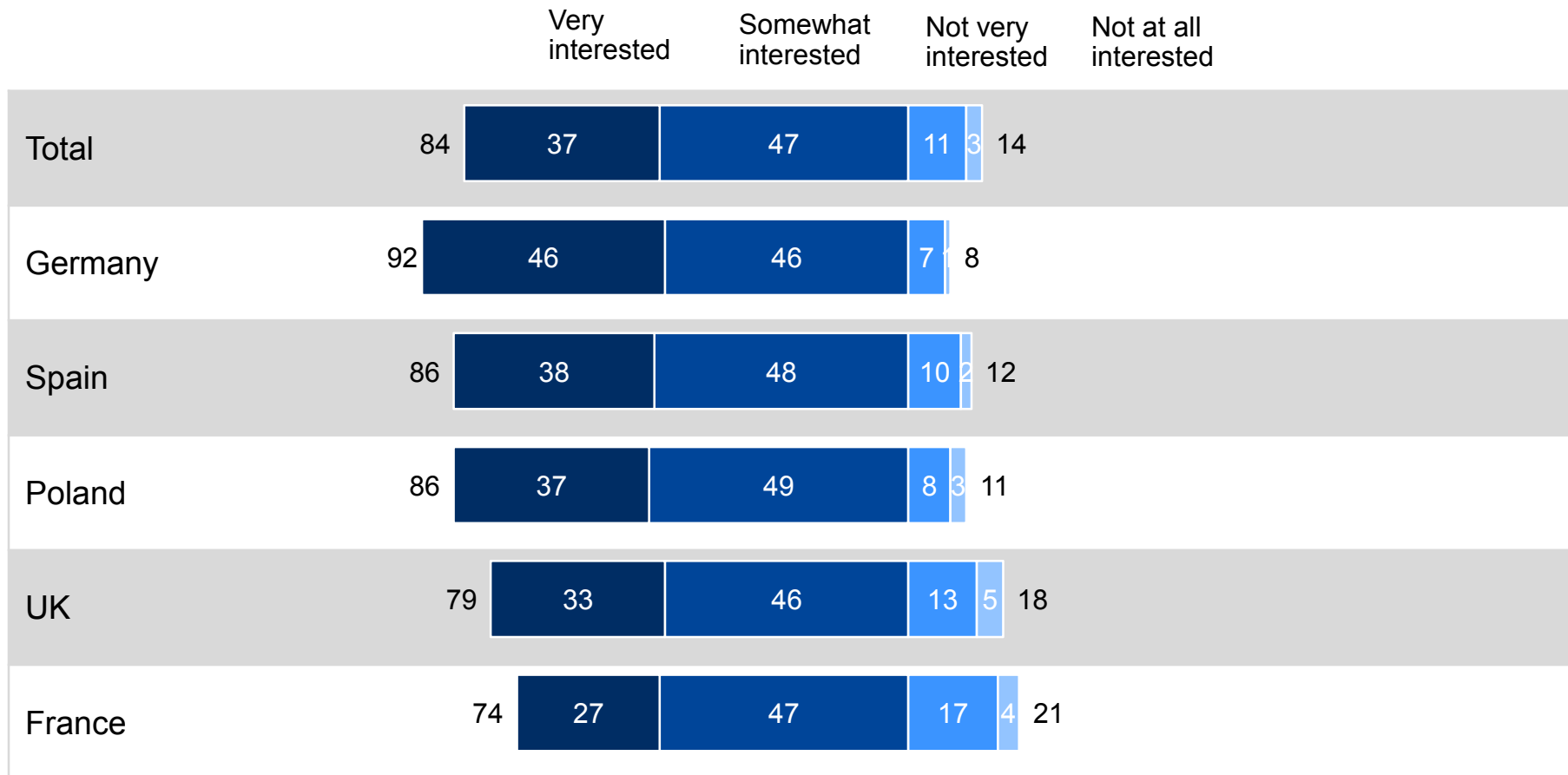
Sources of information

	Sources of international information	Sources of information about Japan
Television	86	76
Newspapers	70	60
Websites	66	66
Friends / Family / Relatives	61	56
Radio	60	49
Magazines and books	55	59
Movies	50	47
Own Experience of site visits	47	31
Video-sharing websites like YouTube	36	35
Facebook, Twitter and other Social Networks	33	29
Blogs	23	27
School / college / university	23	24
Seminars/symposiums and cultural events	21	31
Mail magazines	16	19

Universe: Eligible voters in each country / in percent
Missing values to 100%: no / don't know / no answer

The Image of Japan in European Countries

Interest in international news



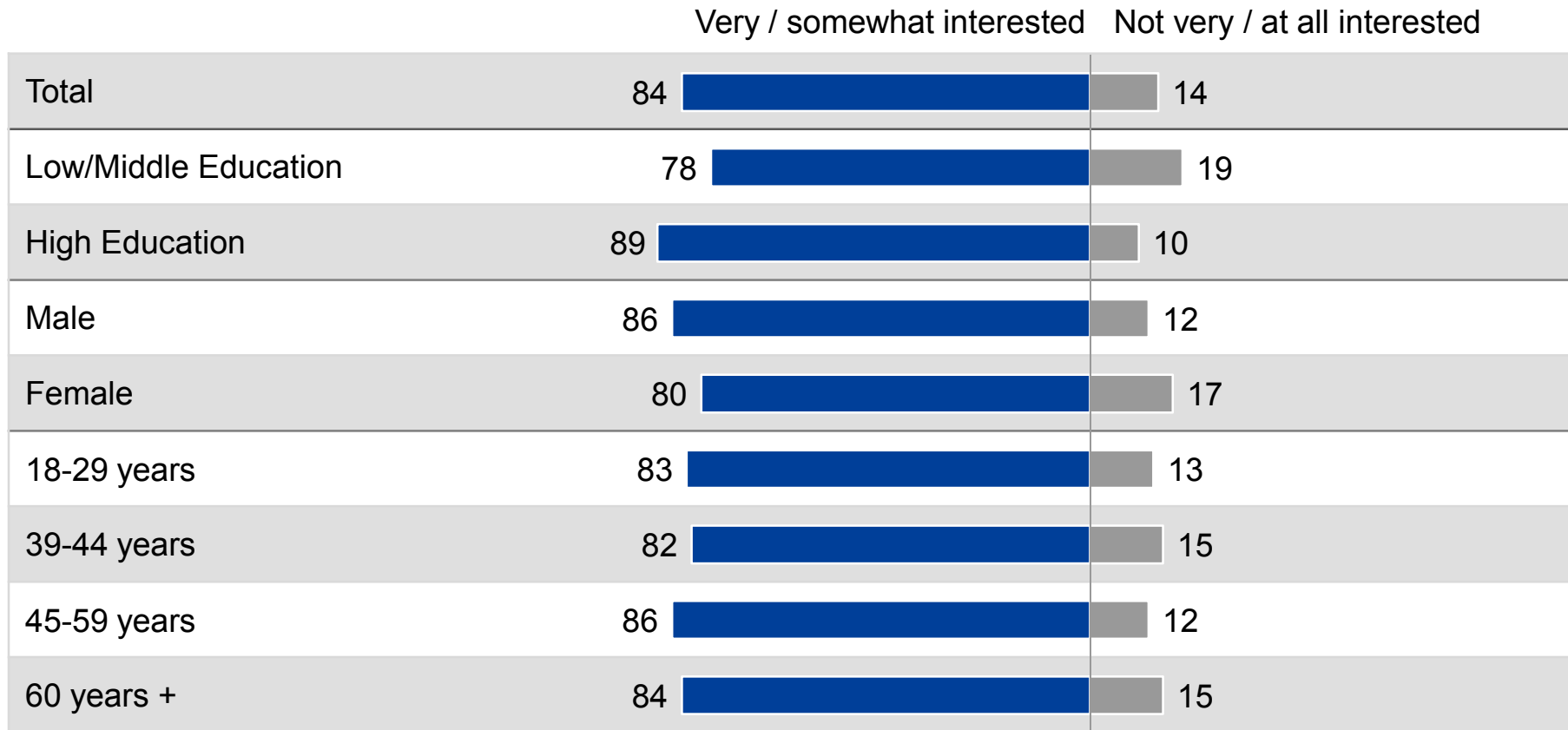
Question: Are you very interested, somewhat interested, not very interested or not at all interested in international news or information?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

Interest in international news

Age groups, Gender and Education

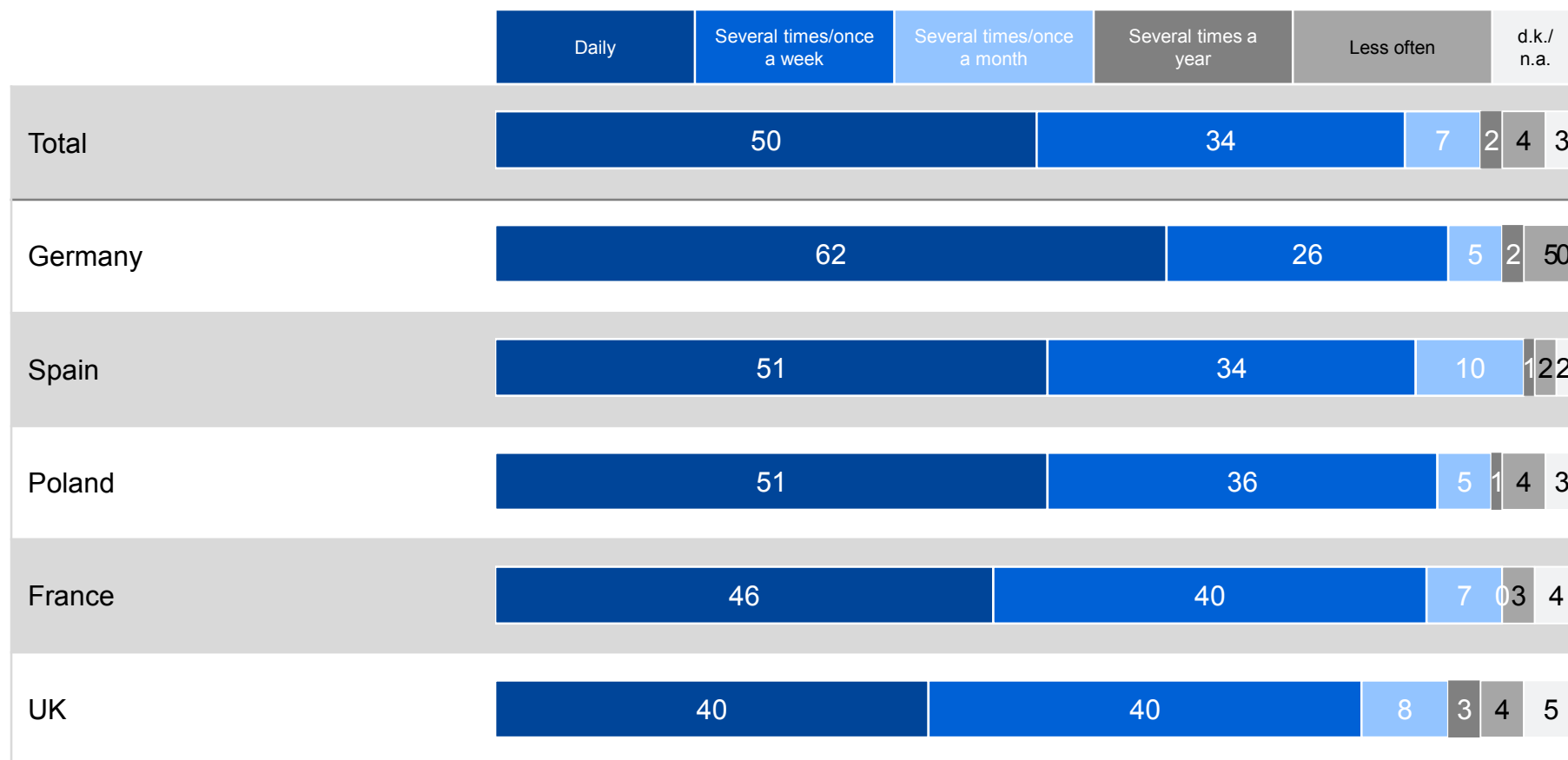


Question: Are you very interested, somewhat interested, not very interested or not at all interested in international news or information?

Universe: Eligible voters in each country / in percent
Missing values to 100%: don't know / no answer

The Image of Japan in European Countries

International news: Frequency of consumption



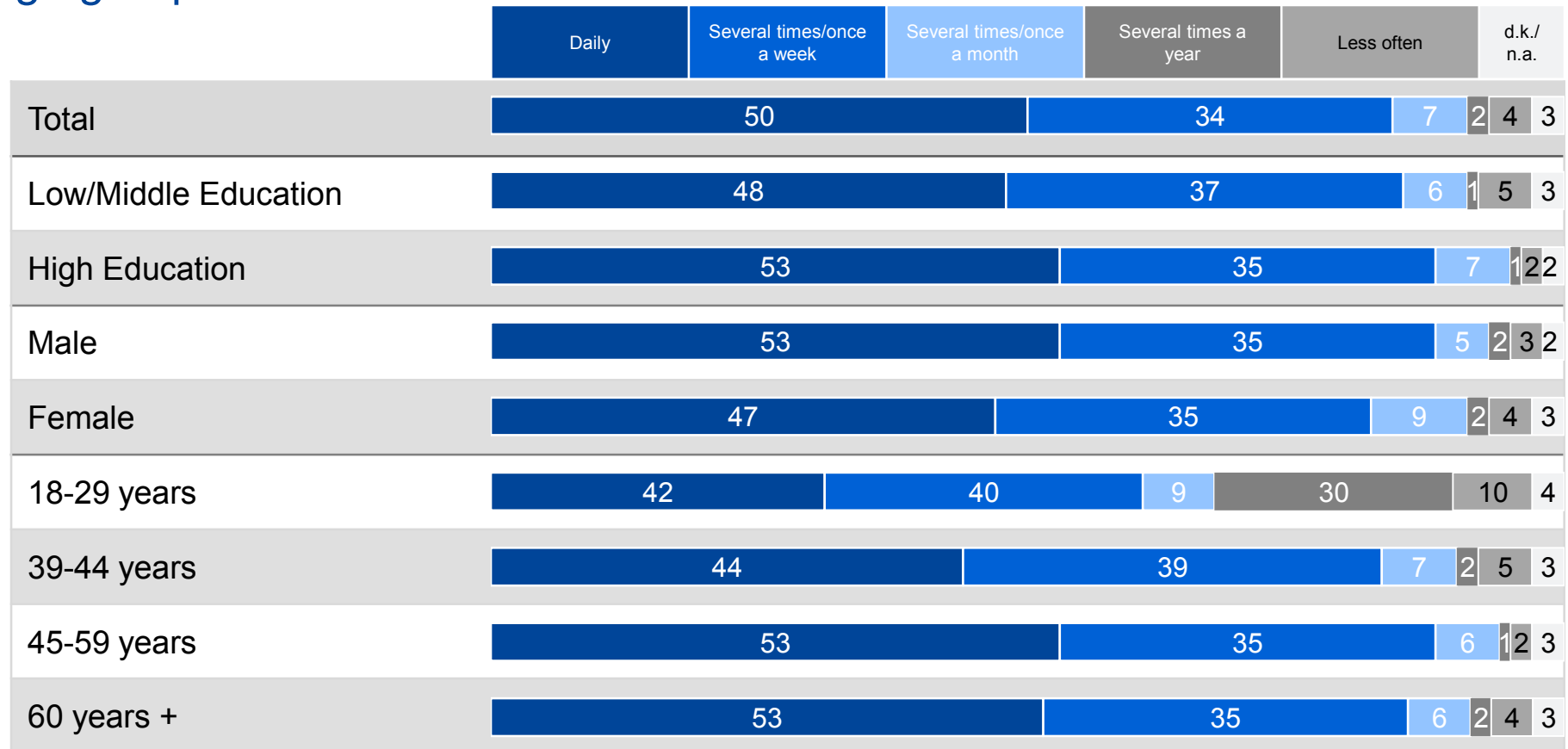
Frage: How often do you usually follow international news or acquire international information?

Universe: Eligible voters in each country / in percent

The Image of Japan in European Countries

International news: Frequency of consumption

Age groups and Education



Frage: How often do you usually follow international news or acquire international information?

Universe: Eligible voters in each country / in percent

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The Image of Japan in European Countries

Research methodology

Universe:	Population eligible to vote (aged 18+) in France, Germany, Poland, Spain and the UK			
Sampling:	National representative random samples			
Data collection:	CATI - computer assisted telephone interviews / Dual Frame			
Base size:	Total	2.500 respondents	UK	500 respondents
	France	500 respondents	Poland	500 respondents
	Germany	500 respondents	Spain	500 respondents
Fieldwork Period:	Germany:	Oct 27 to Nov 9, 2015		
	UK:	Oct 30 to Nov 20, 2015		
	France, Poland, Spain:	Nov 2 to Nov 20, 2015		
Margin of error:	for 2.500 interviews 0,9* to 2,0** percentage points for 500 interviews 1,9* to 4,4** percentage points * given a share of 5% ** given a share of 50%			
Contact details	Michael Kunert	tel. 030 / 53322-154		
	Juergen Hofrichter	tel. 030 / 53322-119		
	Anja Miriam Simon	tel. 030 / 53322-120		