



Ipsos Marketing
The Innovation and Brand Research Specialists

Japan – ASEAN Relations :

Public Survey on Japan among ASEAN Citizens

Report – November 25th, 2016

Prepared for : Ministry of Foreign Affair of Japan

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Research Background, Objectives and Methodology

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Key Findings



Study Background and Objectives

- This project is a biennial study of the Ministry of Foreign Affairs of Japan to examine public opinion towards Japan of 10 ASEAN Member States.
- Key objective of this survey is to understand ASEAN people's impressions of Japan in the following aspects:
 - Impression and perception about Japan
 - Interest towards Japan
 - International relations with Japan
 - Japan's relationship and cooperation with ASEAN
 - Perception of Japan's policies that are related with ASEAN countries

Research Design (1/2)



METHODOLOGY

Online self-completed survey. Recruitment was performed via online panel and face-to-face interview



TARGET RESPONDENTS

General population
Age 18 -59 years old
Male / Female
Permanent resident of capital / main city in respective country



SAMPLE SIZE AND COVERAGE

Total n= 3,055 in 10 ASEAN countries



FIELDWORK PERIOD

1 – 24 December 2015



SAMPLING METHOD

Random sampling with quota



QUESTIONNAIRE LENGTH

Average of 15 minutes self-completion

Research Design (2/2)

#	Country	City	FW Method	Language used in questionnaire (optional)	Sample size per country
1	Brunei	Bandar Sri Begawan; Jerudong	F2F recruitment & Online panel (app. 80% : 20%)	English ; Malay	301
2	Cambodia	Phnom Penh	F2F recruitment & Online panel (app. 50% : 50%)	English ; Khmer	301
3	Indonesia	Jakarta	Online panel	English ; Bahasa Indonesia	305
4	Laos	Vientinne ; Thakhek	F2F recruitment & Online panel (app. 80% : 20%)	English ; Lao	300
5	Malaysia	Kuala Lumpur	Online panel	English ; Malay ; Chinese	301
6	Myanmar	Naypyidaw ; Yangon	Online panel	English ; Burmese	313
7	Philippines	Manila	Online panel	English	305
8	Singapore	Singapore	Online panel	English	306
9	Thailand	Bangkok	Online panel	English ; Thai	315
10	Vietnam	Hanoi ; Ho Chi Minh City	Online panel	English ; Vietnamese	308

Quota

- To represent general population, quotas were set in demographic profiles:

GENDER	BRU	CAM	LAO	IND	MAL	MYA	PHI	SIN	THAI	VN
Male	51%	49%	50%	50%	48%	48%	50%	49%	49%	49%
Female	49%	51%	50%	50%	52%	52%	50%	51%	51%	51%
AGE	BRU	CAM	LAO	IND	MAL	MYA	PHI	SIN	THAI	VN
18-29	35%	45%	44%	36%	41%	37%	39%	26%	28%	36%
30-39	29%	24%	25%	28%	24%	27%	26%	24%	26%	27%
40-49	21%	19%	18%	22%	20%	21%	20%	25%	26%	21%
50-59	15%	12%	13%	14%	15%	15%	15%	25%	20%	16%
EMPLOYMENT	BRU	CAM	LAO	IND	MAL	MYA	PHI	SIN	THAI	VN
Non working (housewife, student, etc.)	max. 30%	max. 40%	max. 40%	max. 40%	max. 30%	max. 40%	max. 40%	max. 30%	max. 30%	max. 40%
ETHNICITY	BRU	CAM	LAO	IND	MAL	MYA	PHI	SIN	THAI	VN
Malay	76%	n/a	n/a	n/a	67%	n/a	n/a	14%	n/a	n/a
Chinese	17%				25%			77%		
Indian	n/a				8%			9%		
Indigenous group	7%				n/a			n/a		

• Source for Gender and Age Quota : World Statistics Pocketbook, Series V, No. 38. The United Nation. 2014; The World Factbook. Central Intelligence Agency. 2014

Weighting

- We applied weighting in the counties with lower internet penetration (Brunei, Cambodia, Laos, and Myanmar)
- Age x Gender were adjusted based on population figures

GENDER		BRUNEI	CAMBODIA	LAOS	MYANMAR
Male	Achieved sample (n=)	249	231	229	258
	Weighted sample (n=)	154	148	150	150
Female	Achieved sample (n=)	52	70	71	55
	Weighted sample (n=)	147	153	150	163
AGE		BRUNEI	CAMBODIA	LAOS	MYANMAR
18 - 29 years old	Achieved sample (n=)	48	146	66	226
	Weighted sample (n=)	105	136	132	116
30 - 39 years old	Achieved sample (n=)	200	128	162	57
	Weighted sample (n=)	87	72	75	84
40 - 49 years old	Achieved sample (n=)	51	25	67	25
	Weighted sample (n=)	107	85	85	96
50 - 59 years old	Achieved sample (n=)	2	2	5	5
	Weighted sample (n=)	2	8	8	17

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Executive Summary

Overall good relationship and positive attitudes are shared by the ASEAN public towards Japan and Japanese policies

1

General public in ASEAN shows high interest towards Japan and its cultural aspects

2

Japan is perceived as a reliable and important friend to the countries. They also expect future partnership with Japan

3

Regional cooperation between ASEAN and Japan are seen as beneficial, and more support from Japan is expected

Summary (1/3)

1

General public in ASEAN shows high interest towards Japan and its cultural aspects

- For ASEAN public, Japan is perceived as a modern country that preserves its heritage.
- The top three aspects of interest towards Japan are : technology, culture, and landscape.
- ASEAN citizens aspire to travel to Japan, and this has become one of the main motivation to learn the Japanese language. Aside from that, studying Japanese is also seen as beneficial for their future education as well as career and business.
- Japanese food is commonly known and favored in ASEAN region. Some other popular cultural items are animation and comics, Japanese drama, and tea ceremony.

Summary (2/3)

2

Japan is perceived as a reliable and important friend to the countries. They also expect future partnership with Japan

- ASEAN public appreciate good bilateral relations with Japan.
- Japan is perceived as a reliable and important friend to the countries. They also expect future partnership with Japan.
- For ASEAN public, Japan is rated as the most (Indonesia and Vietnam) or second most reliable friend of the country (Malaysia, Philippines, Thailand, Myanmar, Brunei, Laos, and Cambodia) among others.
- Japan is rated at as an important and strategic partner because of the contribution for global economy. Meanwhile the US is valued for their security support and China is perceived reliable because of their economic as well as good relations with the country.

Summary (3/3)

3

Regional cooperation between ASEAN and Japan are seen as beneficial, and more support from Japan is expected

- Japan is perceived as a helpful contributor to ASEAN regions.
- The highest appreciation is towards economic partnership, education, and people-to-people exchange.
- Overall, public in Indonesia, Philippines, Vietnam, Malaysia, and Thailand share highly positive attitudes towards their country's relations with Japan.
- Positive attitude is also shown towards Japan's cooperation in Myanmar, Singapore, Cambodia, Laos, and Brunei. Public awareness level on different support from Japan can be improved.

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Key Findings

C**Key Findings**

1. **Public Impressions towards Japan**
2. **Interest to Know More About Japan**
3. **Attitudes towards Japan's Foreign Policy & Role in International Community**
4. **Attitudes towards Relations Between Japan and ASEAN, and Expected Role of Japan in ASEAN**
5. **Media Habit and Demographics**



1. Public Impressions Towards Japan

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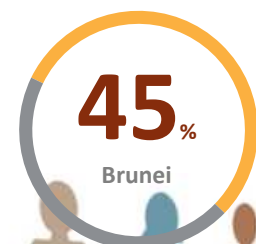
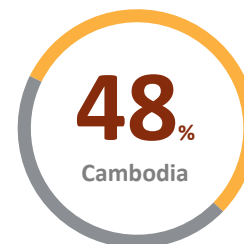
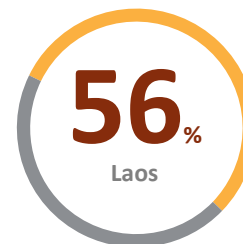
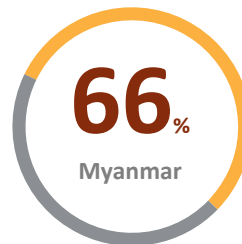
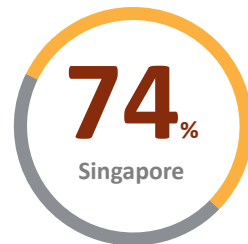
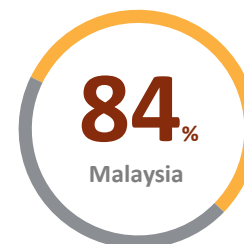
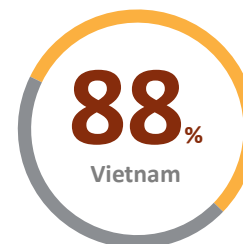
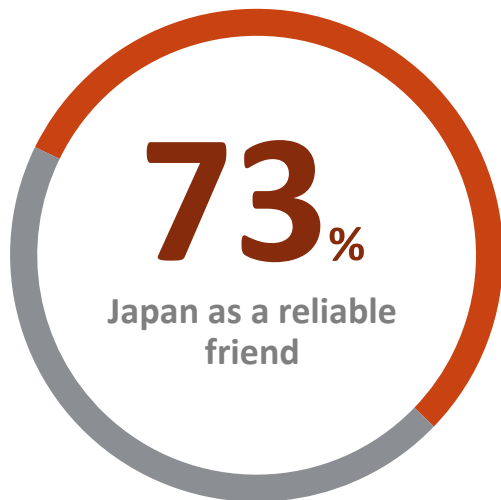


Perceived Reliability of Japan as a Friend of the Country

Data in percent (%)

The majority of all ASEAN citizens perceived Japan as reliable friend.

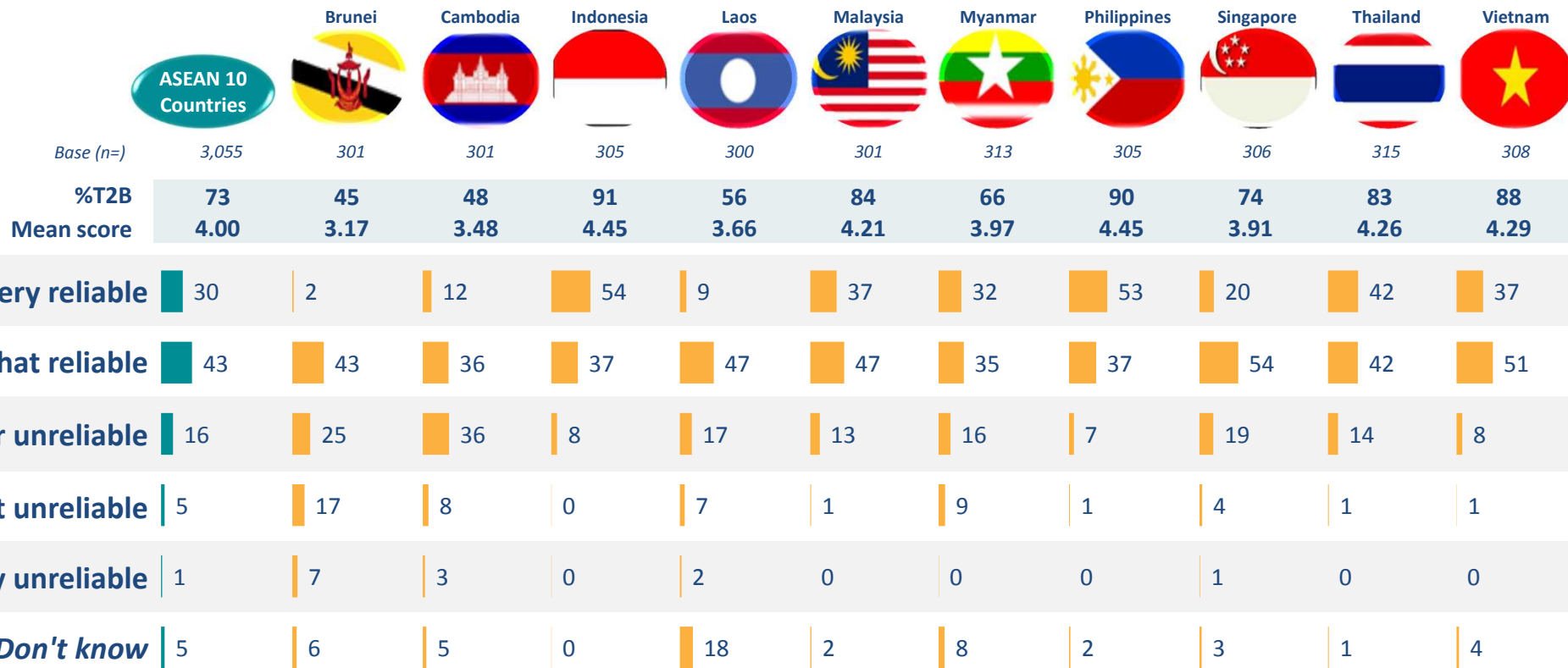
Top 2 boxes :
very reliable & somewhat reliable



Perceived Reliability of Japan – by Country

Data in percent (%)

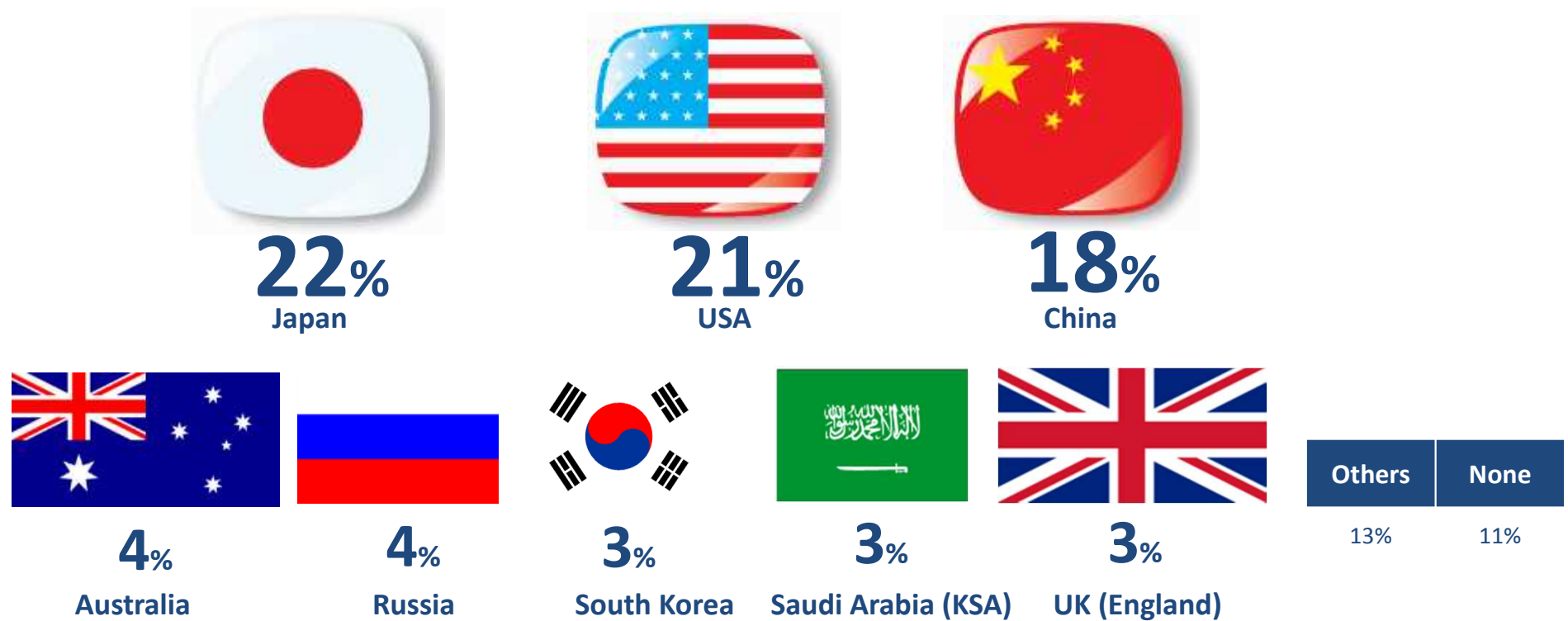
The highest recognition of Japan's reliability as a friend came from Indonesia, Philippines, Vietnam, Malaysia and Thailand, where more than 8 out of 10 people mentioned Japan as a reliable friend of their respective countries.



Most Reliable Friend to the Country

Data in percent (%)

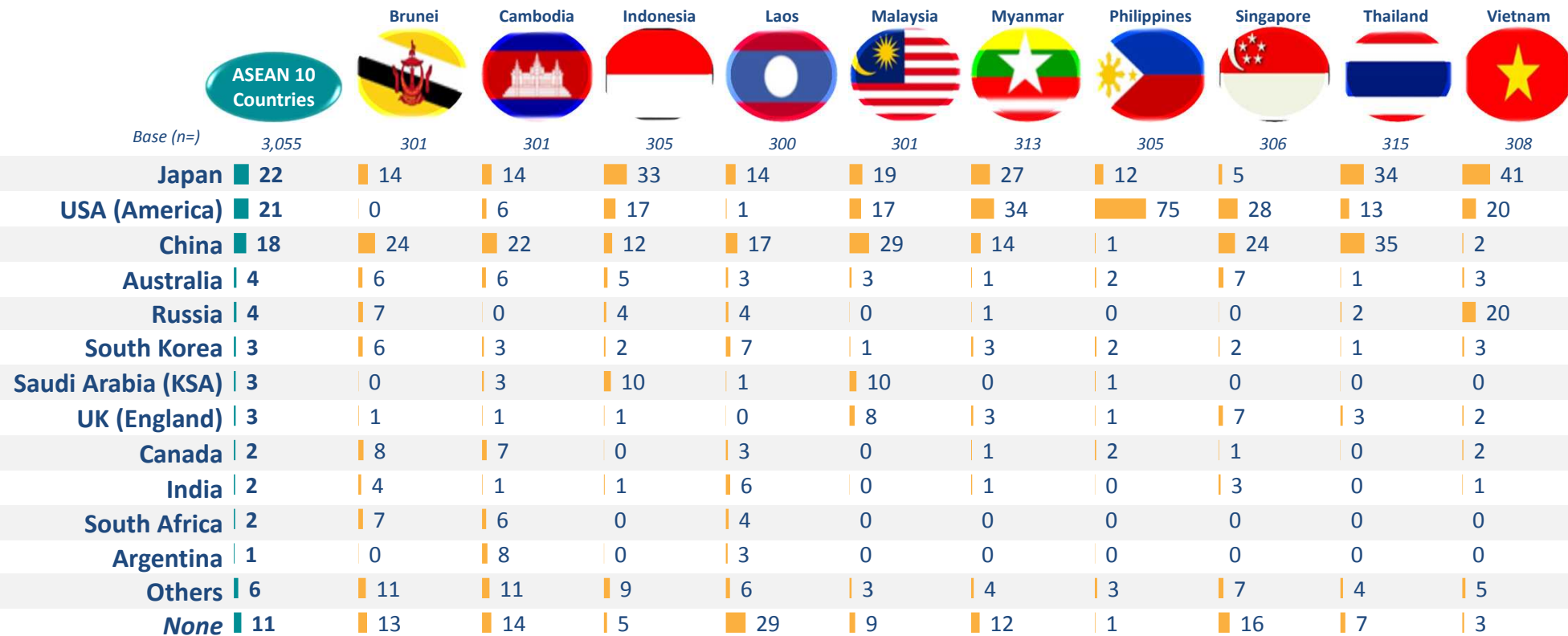
Being compared to other countries, Japan was valued as a highly reliable country.



Most Reliable Friend – by Country

Data in percent (%)




For ASEAN public (except for Singapore), Japan was rated as the most or second most reliable friend of the country. In Singapore, Japan is rated at the fifth position (after USA, China, Australia, and England).



Reason for Being Most Reliable Friend to the Country

Data in percent (%)

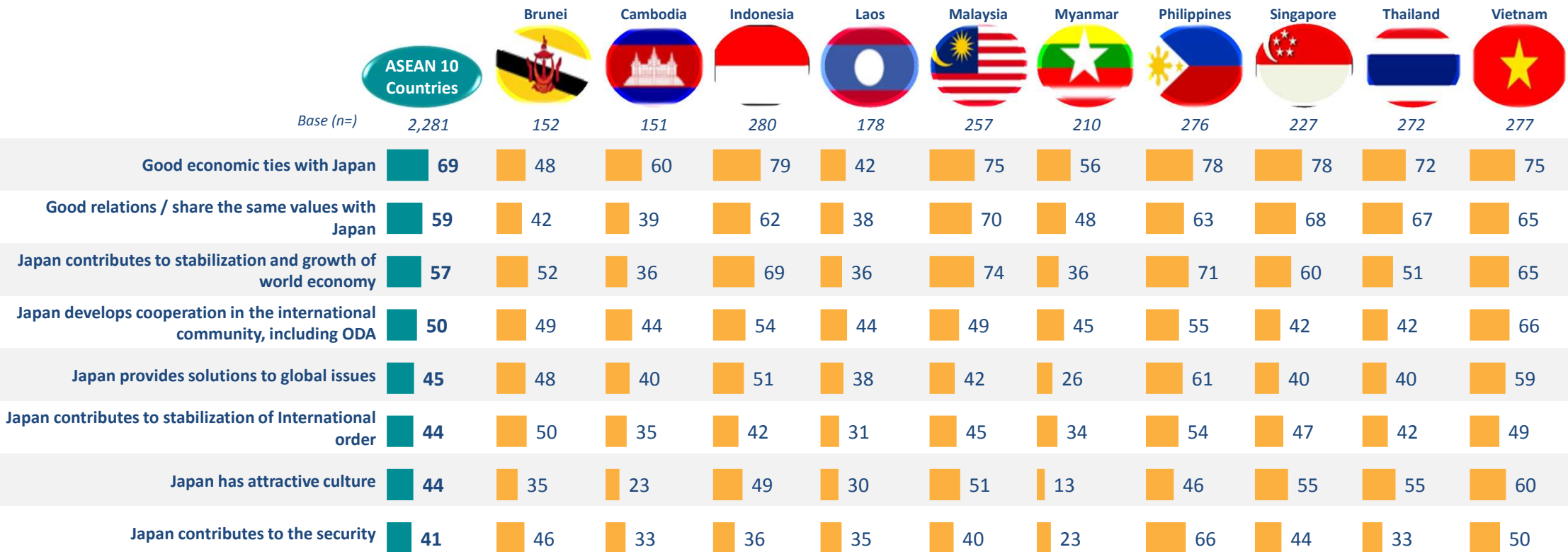
Japan was valued as highly reliable friend because of the economic impact to the country. On the other hand, America was respected on their security contribution. Meanwhile, China was perceived reliable because of their economic as well as value ties shared with the country.

	Japan (n=659)		USA (n=646)		China (n=550)
Have good economic ties	61	USA contributes to the security	54	Have good economic ties	62
Japan contributes to stabilization and growth of world economy	51	USA contributes to stabilization of International order	53	Have good relations / share the same values	51
Have good relations / share the same values	51	Have good economic ties	52	China contributes to stabilization and growth of world economy	44
Japan develops cooperation in the international community , including ODA	48	USA contributes to stabilization and growth of world economy	52	China develops cooperation in the international community , including ODA	34
Japan provides solutions to global issues	43	Have good relations / share the same values	42	China contributes to stabilization of International order	27

Reasons for JAPAN as a Reliable Friend to the Country

Data in percent (%)

Aside from its economic contribution, Japan was also valued as reliable friend for some other specific reasons. Public in Malaysia, Singapore and Thailand perceived Japan as a country with shared value; whilst public in the Philippines appreciated Japan's contribution in security and Vietnamese cited Japan's contribution in ODA.

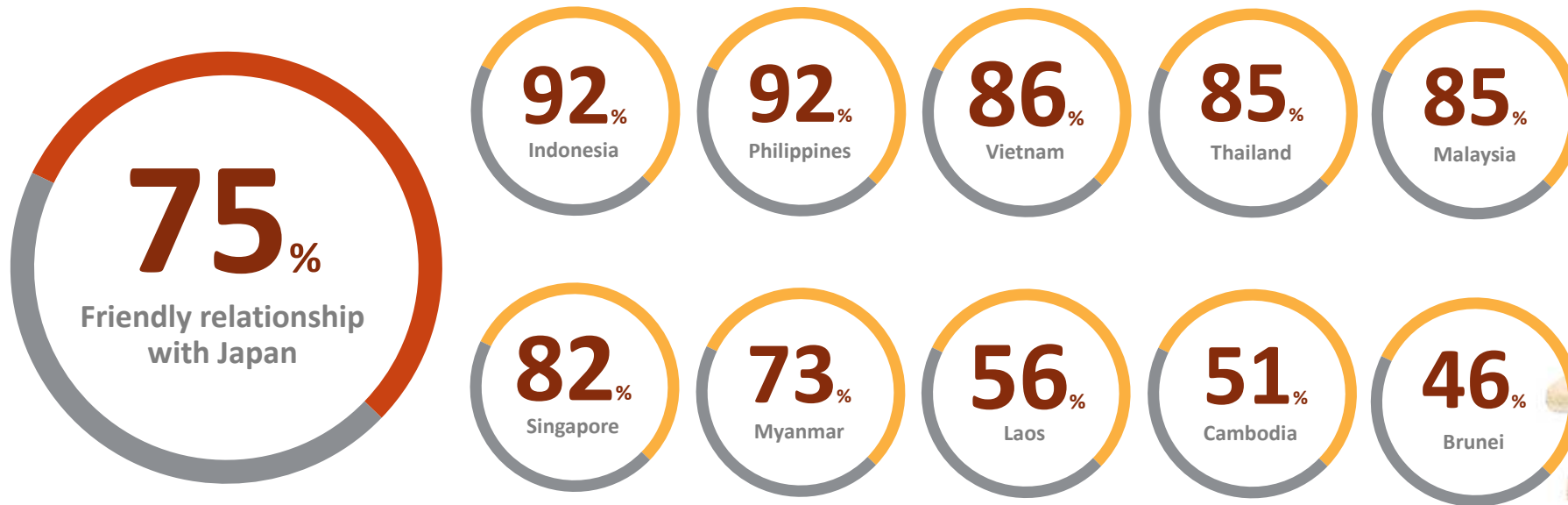


Country's Relations with Japan

Data in percent (%)

Overall, ASEAN public perceived their country as having a good relations with Japan.

*Top 2 boxes :
very friendly & somewhat friendly*



Country's Relations with Japan – by Country

Data in percent (%)

Strong positive relations with Japan was perceived, especially by public in Indonesia and the Philippines, with more than 90% perceiving to have a friendly relationship with Japan. Meanwhile, there is more room for communication about Japan's international relations in Laos.



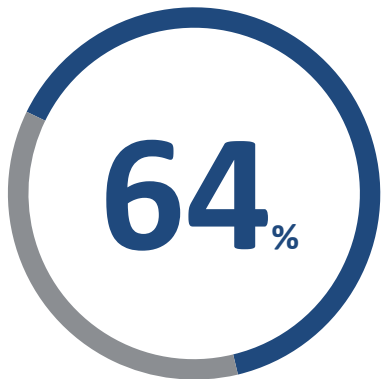


Overall Impression towards Japan

Data in percent (%)

Among ASEAN citizens, Japan was strongly associated with its two different sides: a developed country with strong economy and advanced technology, and at the same time, a traditional country with strong culture and beautiful scenery.

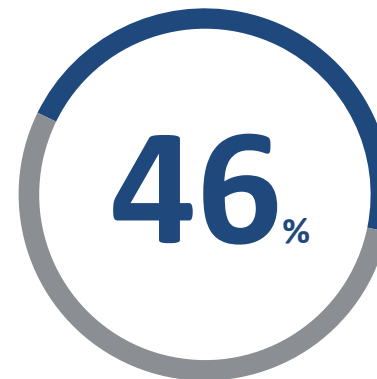
Japan is a country with



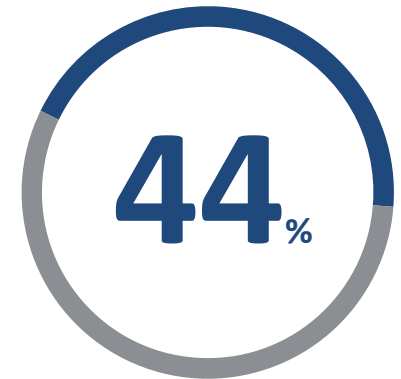
**Strong economy and
advanced technology**



**Strong tradition
and culture**



High standard of living



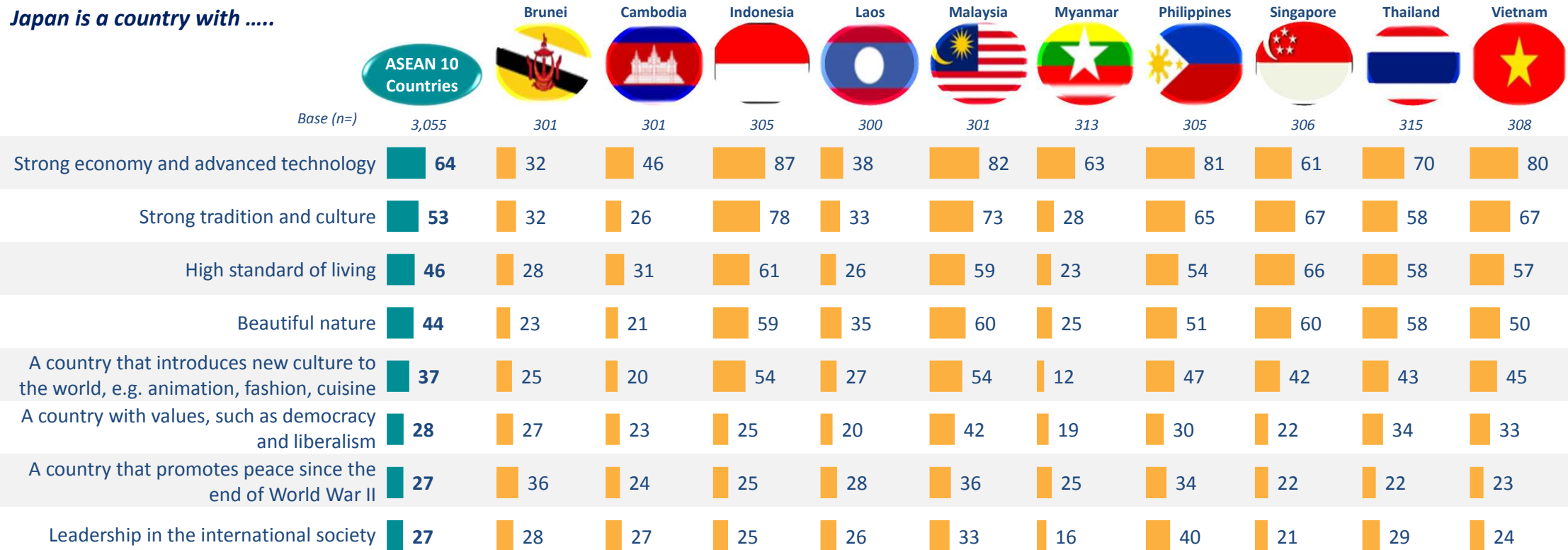
Beautiful nature

Overall Impression towards Japan – by Country

Data in percent (%)

The top impressions were shared across all ASEAN countries.

Japan is a country with





2. Interest to Know More About Japan

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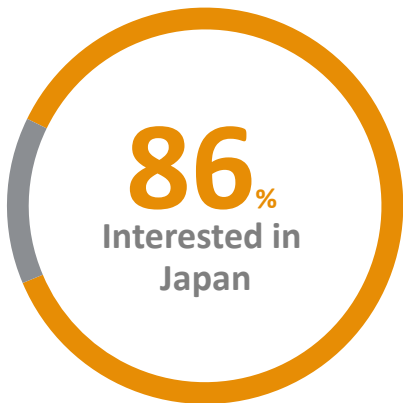
Interest to Know More about Japan

Data in percent (%)

Overall, majority of ASEAN citizens had high interest towards Japan. In 8 of 10 countries, more than 80% of people wanted to know more about Japan.

Interest to know more about Japan

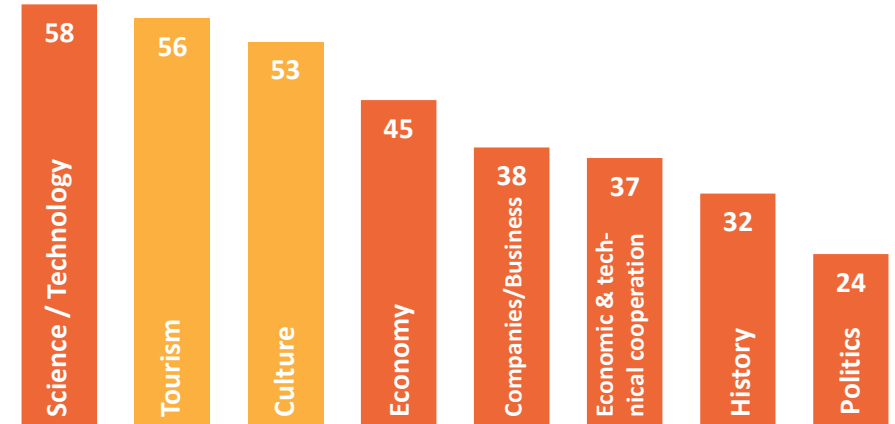
Base : All respondents N = 3,055



	Base (n=)	Interested in Japan
ASEAN 10 Countries	3,055	86
Indonesia	305	97
Thailand	315	97
Vietnam	308	96
Malaysia	301	95
Philippines	305	94
Singapore	306	90
Myanmar	313	86
Cambodia	301	81
Brunei	301	67
Laos	300	62

Areas of Interest about Japan

Base : Those interested about Japan N = 2,640

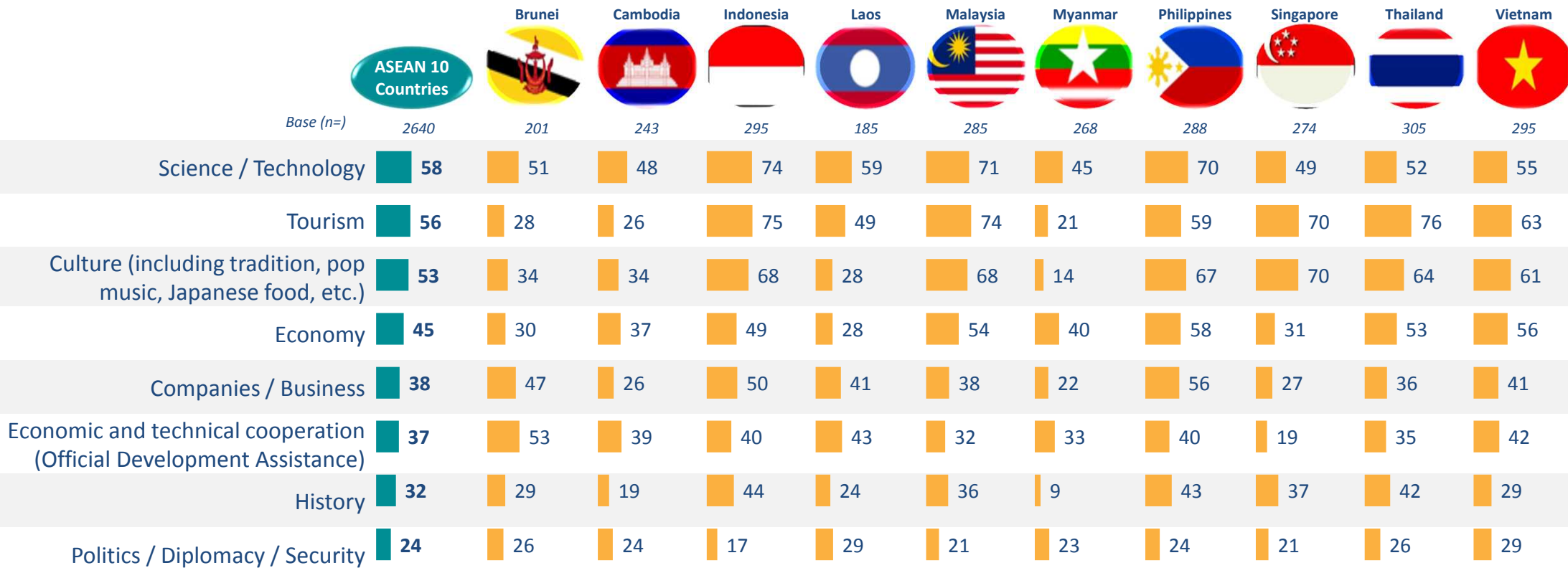


Areas of Interest about Japan (General) – by Country

Data in percent (%)

Science / technology, tourism, and culture were the main interests amongst all.

For people in Brunei, the highest interest was Japan's economic and technical cooperation with the country.



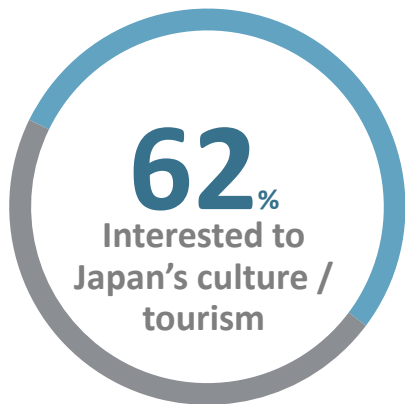
Interest in Japanese Culture

Data in percent (%)

Looking into the detail of the cultural aspects, Japanese food was highly favored. Moreover, ASEAN citizens were also attracted to Japanese lifestyle and way of thinking.

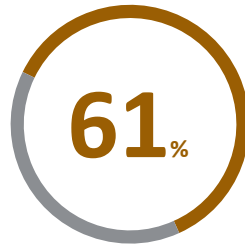
Interest on Japan's Culture / Tourism

Base : All respondents N = 3,055

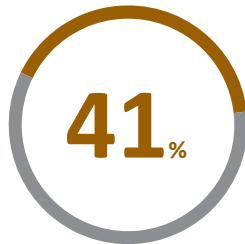


Aspects of Interests

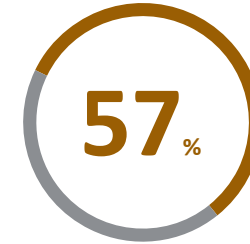
Base : Those interested about Japan's culture / tourism N = 1,883



Japanese food



Animations



Japanese lifestyle and
way of thinking

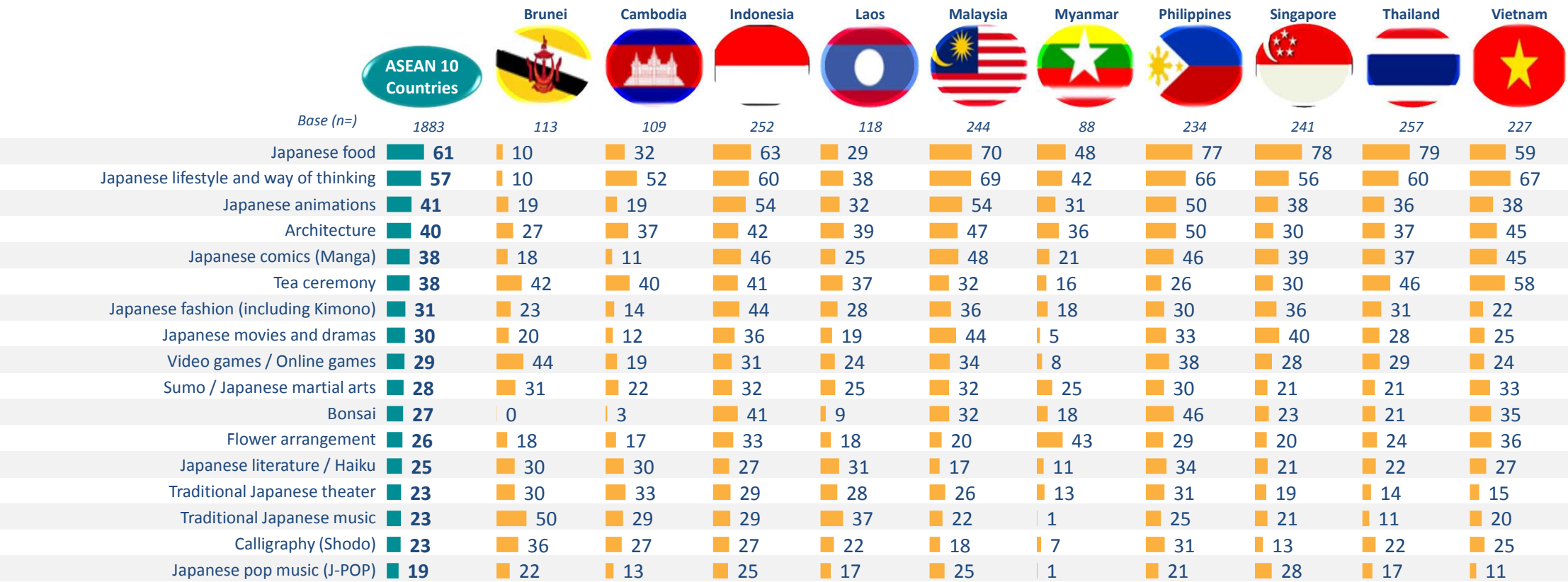


Architecture

Area of Interest in Japanese Culture – by Country

Data in percent (%)

Aside from the common interest, some specific cultural aspects were perceived more attractive among some countries. Citizens from the Philippines were attracted to bonsai; Malaysians to J-drama; Myanmar to flower arrangement; and Bruneian to traditional music, video games, Shodo.



Base : Those interested in Japan's culture - weighted (N = 1,883)
Q10. Specifically, which aspects of Japanese culture are you interested in? [MA]

Interest to Study Japanese and Other Languages

Data in percent (%)

ASEAN citizens had high interest in learning foreign language, and Japanese was considered as the most attractive language to study.

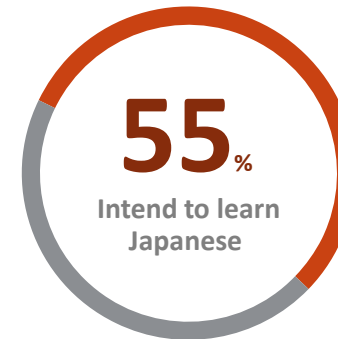
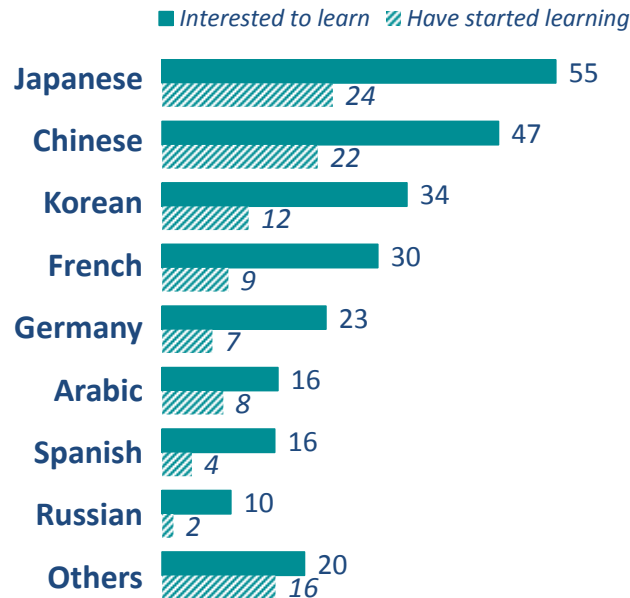
Interest to learn other language

Base : All respondents N = 3,055



Language of interest

Base : Those interest to study other language N = 2,688



Interest to Study Japanese and Other Languages – by Country

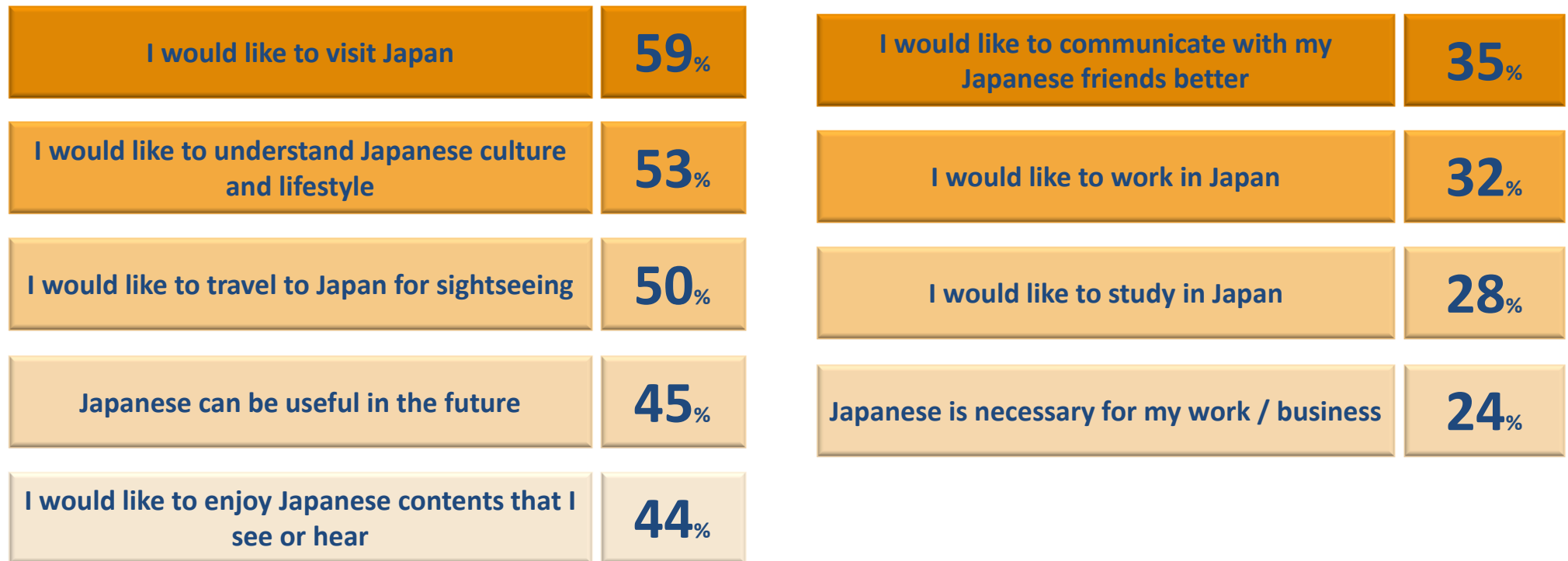
Japanese and Chinese language were highly favored in all ASEAN countries.



Reason to Study Japanese Language

Data in percent (%)

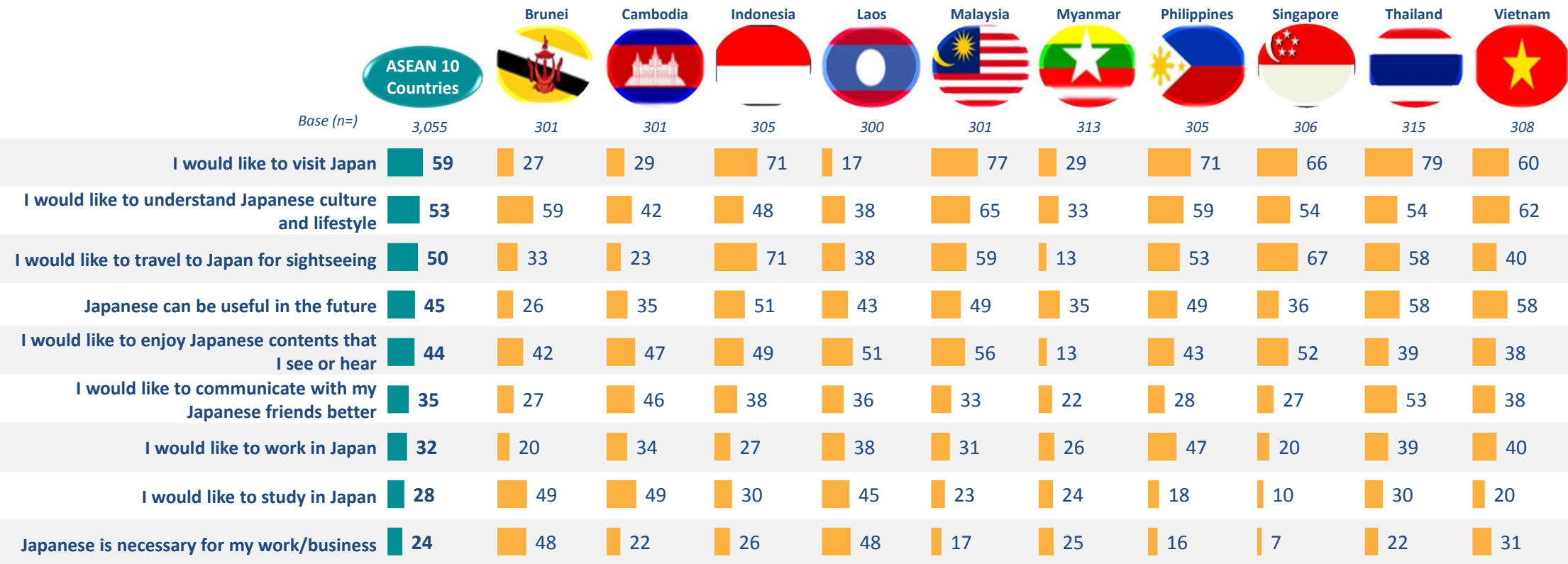
Japan as a travel destination attracted ASEAN public to learn Japanese language. Not only for sightseeing, people also wanted to understand Japanese culture and lifestyle.



Reason to Study Japanese Language – by Country

Data in percent (%)

Japanese language was also seen as important for their business, career, and educational aspiration. This motivation was highly shared by public in Brunei, Cambodia, Laos and Myanmar.





3. Attitudes towards Japan's Foreign Policy & Role in International Community

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Role of Japan in International Community

Data in percent (%)

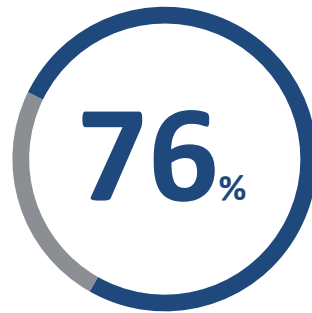
Japan was highly appreciated for its contribution in different aspects. The strongest association was in the economic contributions.



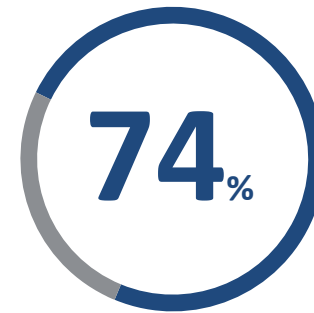
Stabilization and growth of world economy



Development cooperation in the international community
(including Official Development Assistance (ODA))



Solutions on global issues
(including environment, climate change, infection, population, poverty, etc.)



Stabilization of international order
(including rule of law, liberal democracy, free-trade system, etc.)



Security
(including peacebuilding, anti-terrorism efforts, peacekeeping operation (PKO), anti-piracy efforts)

%Top 2 Boxes

Role of Japan in International Community – by Country

Data in percent (%)

All ASEAN countries shared similar perception in terms of the role of Japan in various areas.

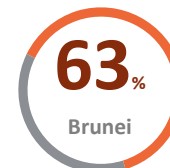
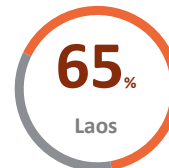
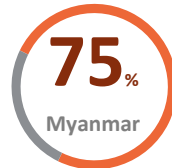
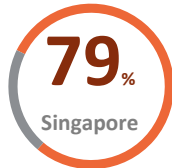
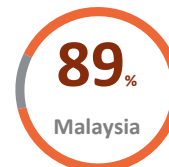


Position and Role of Japan in International Security

Data in percent (%)

In security aspect, Japan was regarded as a peace-loving nation. Moreover, ASEAN public appreciated Japan's security policy as valuable in maintaining global peace and international order.

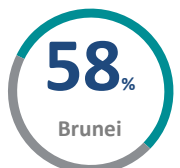
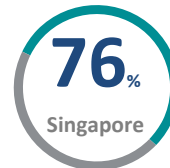
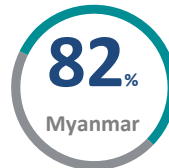
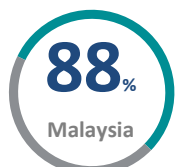
Perception of Japan as a peace-loving nation since end of WW II



Top 2 boxes :
Very valuable & somewhat valuable



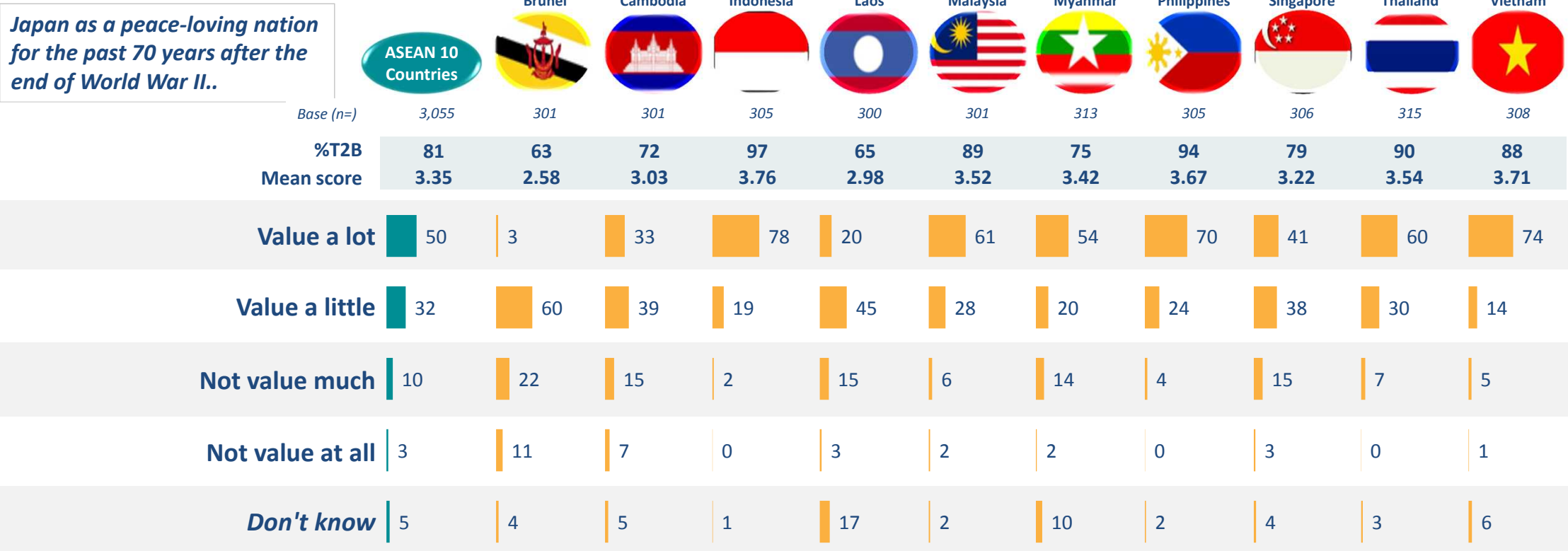
Evaluation of Japan's security policy



Japan As a Peace-Loving Nation – by Country

Data in percent (%)

Indonesia, Philippines, Thailand, Vietnam, and Malaysia highly regarded Japan as a peace-loving country. The lowest attribution was seen in Brunei, nevertheless, still two thirds of the public value Japan as a peace-loving nation. Moreover, there are rooms to raise awareness even more in Laos and Myanmar.



Japan's Security Policy in International Order – by Country

High appreciation to Japan's "Proactive Contribution to Peace" (82%) were driven by public in Indonesia, Philippines, Thailand, Vietnam, and Malaysia. In contrast, public in Brunei tended to have less positive image to the policy.





4. Attitudes towards Relations Between Japan and ASEAN, and Expected Role of Japan in ASEAN

Important Partners to the Country (Top 10): Current and Future

Data in percent (%)

Japan, China, and USA were perceived as the most important partners for ASEAN countries.

		Current Partner	Future Partner
	Japan	52%	44%
	China	50%	40%
	USA	46%	39%
	South Korea	26%	28%
	Australia	24%	23%
	UK (England)	23%	25%
	India	18%	21%
	Germany	16%	21%
	Indonesia	16%	16%
	France	14%	18%

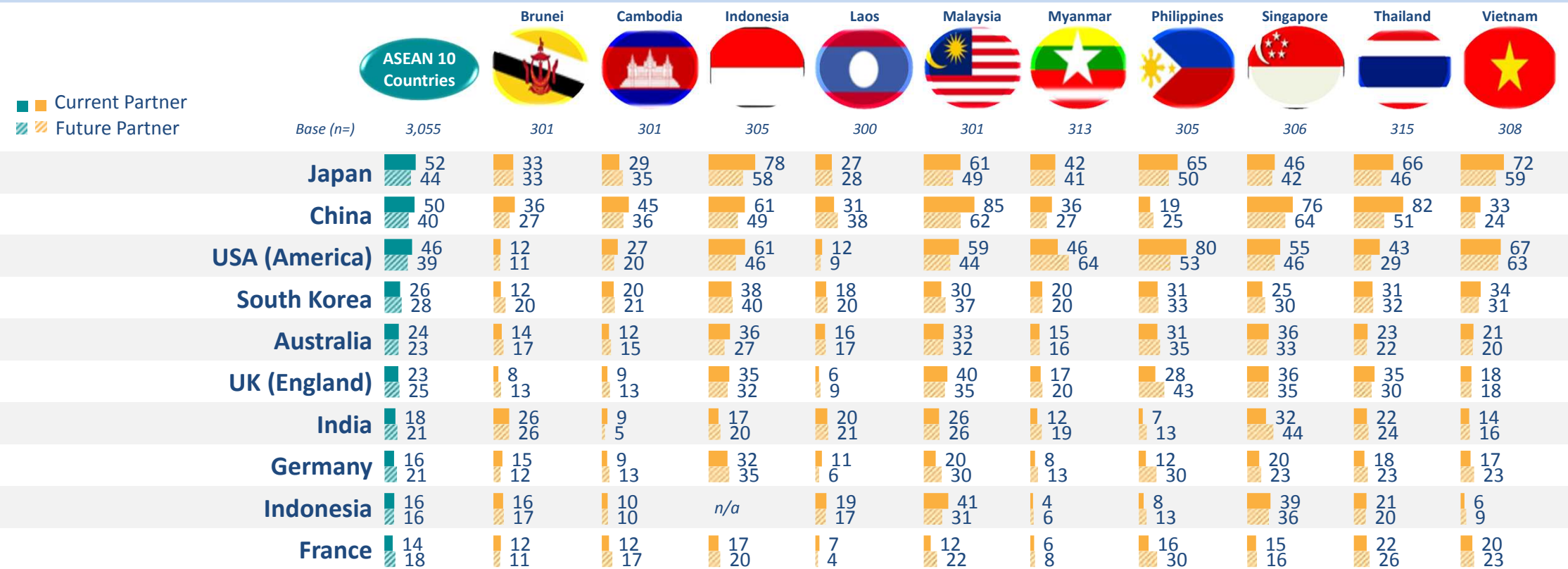


Consider Japan as Current Partner			Consider Japan as Future Partner		
Surveyed country	Base (n=)	%	Surveyed country	Base (n=)	%
Indonesia	305	78	Vietnam	308	59
Vietnam	308	72	Indonesia	305	58
Thailand	315	66	Philippines	305	50
Philippines	305	65	Malaysia	301	49
Malaysia	301	61	Thailand	315	46
Singapore	306	46	Singapore	306	42
Myanmar	313	42	Myanmar	313	41
Brunei	301	33	Cambodia	301	35
Cambodia	301	29	Brunei	301	33
Laos	300	27	Laos	300	28

Important Partners to the Country – by Country (1/2)

Data in percent (%)

For Indonesia and Vietnam citizens, Japan was the most important country for them. For the others, Japan is the second most important partner. Only Singaporean rated Japan as their third most important partner.



Important Partners to the Country – by Country (2/2)

Data in percent (%)

Compared to the other seven countries, more citizens in Laos, Brunei and Cambodia perceived that their country do not have any important partner. A different approach was needed to reach public in these three counties.



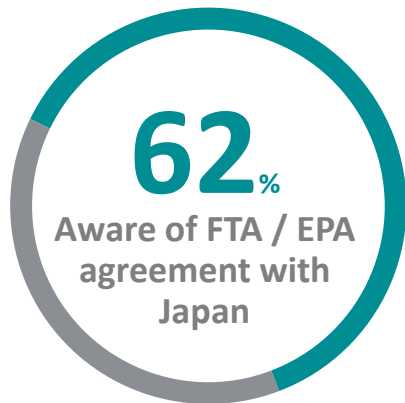
Japan's Economic Partnership Agreement with ASEAN

Data in percent (%)

More than half were aware of the economic partnership agreement between Japan and ASEAN countries. Lowest awareness was seen in Laos (only 38% awareness).

Awareness of Agreement between Japan and ASEAN

Base : All respondents N = 3,055



	Base (n=)	Aware of FTA & EPA agreement with Japan
ASEAN 10 Countries	3,055	62
Indonesia	305	77
Vietnam	308	76
Myanmar	313	74
Philippines	305	68
Malaysia	301	63
Singapore	306	60
Thailand	315	60
Brunei	301	52
Cambodia	301	51
Laos	300	38

Expected Outcomes of FTA & EPA between Japan and ASEAN

Base : Those aware of agreement N = 1,893



Regulation on investment	Cooperation in customs procedure	Liberalization of service sector	Regulation on intellectual property	Liberalization of financial sector
10	7	7	7	6

Expected Outcome on Japan's Economic Partnership Agreement with ASEAN – by Country

For most ASEAN countries, the highest anticipated output from the economic partnership agreement was for their economic development. People's movement was also highly expected, especially by those in Laos, Brunei, and Cambodia.



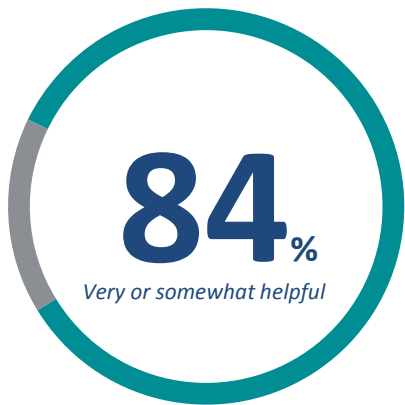
Expected Role of Japan in ASEAN - Summary

Data in percent (%)

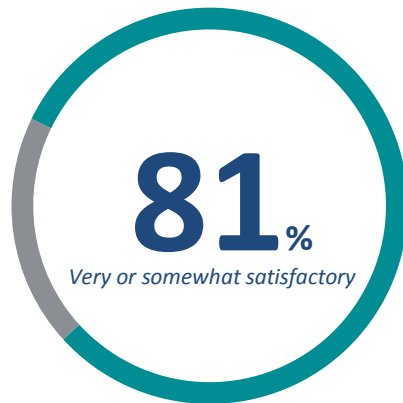
Overall, positive evaluation on Japan's cooperation was shared across ASEAN countries. Moving forward, ASEAN public were also anticipating more contribution from Japan to their region (i.e., in people-to-people exchange and security area).

ECONOMICS

■ Evaluation



Japan's Cooperation on development of SE Asia countries (e.g. ODA) is helpful



Japan - ASEAN Integration Fund (JAIF) is satisfactory

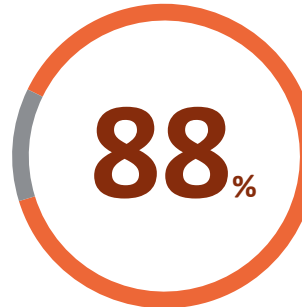
PEOPLE-TO-PEOPLE EXCHANGE

■ Evaluation



Japan's JENESYS (students & youth exchange) deserves appreciation

■ Expectation



Japan should maintain/promote more exchange in SE Asia

SECURITY

■ Expectation



Japan's Self-Defense Forces should play more active role in SE Asia

ECONOMICS: Japan's Cooperation in Development (e.g., ODA)

Data in percent (%)

High appreciation was given for Japan's Cooperation in Development. Citizens in Brunei, Laos and Singapore had a low awareness in this aspect.



ECONOMICS :

Japan's Assistance in JAIF (Japan-ASEAN Integration Fund)

Data in percent (%)

Eight of ten people in ASEAN region perceived JAIF assistance as satisfactory. However, a third of Brunei citizens had not been satisfied with Japan's contribution. While people in Laos, Singapore, and Myanmar had a low awareness towards the program.



PEOPLE-TO-PEOPLE EXCHANGE : Japan's JENESYS (Japan-East Asia Network of Exchange for Students and Youths)

Data in percent (%)

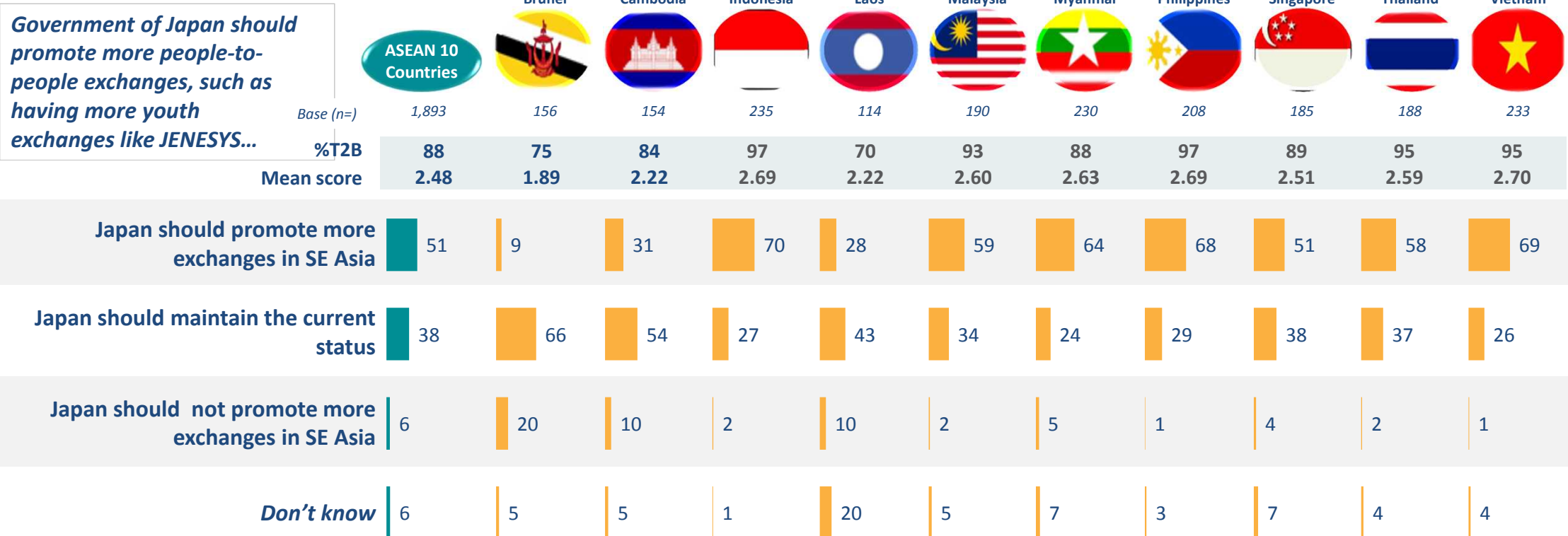
Positive evaluation was shared for JENESYS exchange program, where 84% gave appreciation to Japan. Nonetheless, 39% of public in Brunei were still not satisfied with the program. In Laos, 13% were not even aware of the program.



PEOPLE-TO-PEOPLE EXCHANGE : Expectation of Japan's JENESYS

Data in percent (%)

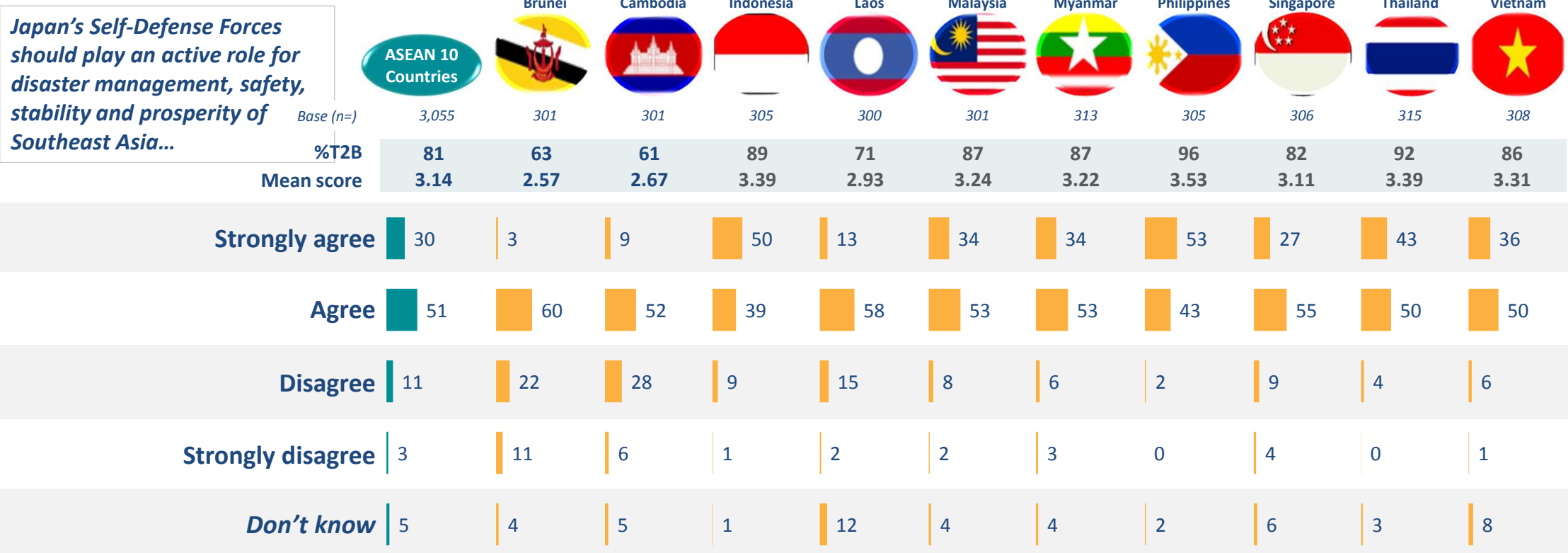
People in Indonesia, Philippines, Vietnam, Thailand, and Malaysia highly encouraged Japan to have more people-to-people exchange programs. While a fifth of people in Laos didn't know.



SECURITY : Expected Role of Japan's Self-Defense Forces in SE Asia

Data in percent (%)

Philippines, Thailand, Indonesia, Malaysia, Myanmar and Vietnam agreed that even more active role of Japan's Self-Defense Force in Southeast Asia is desirable.



Expected Area of Japan's Contribution towards ASEAN Integration

Moving forward, cooperation with Japan in Economic and Technical aspects was highly anticipated in the ASEAN region.



Economic and technical cooperation



Education/human resources development



Trade promotion and private investment



Peacekeeping



Environment

Cultural exchanges

43

Youth exchanges

42

Agriculture

37

Anti-terrorism actions

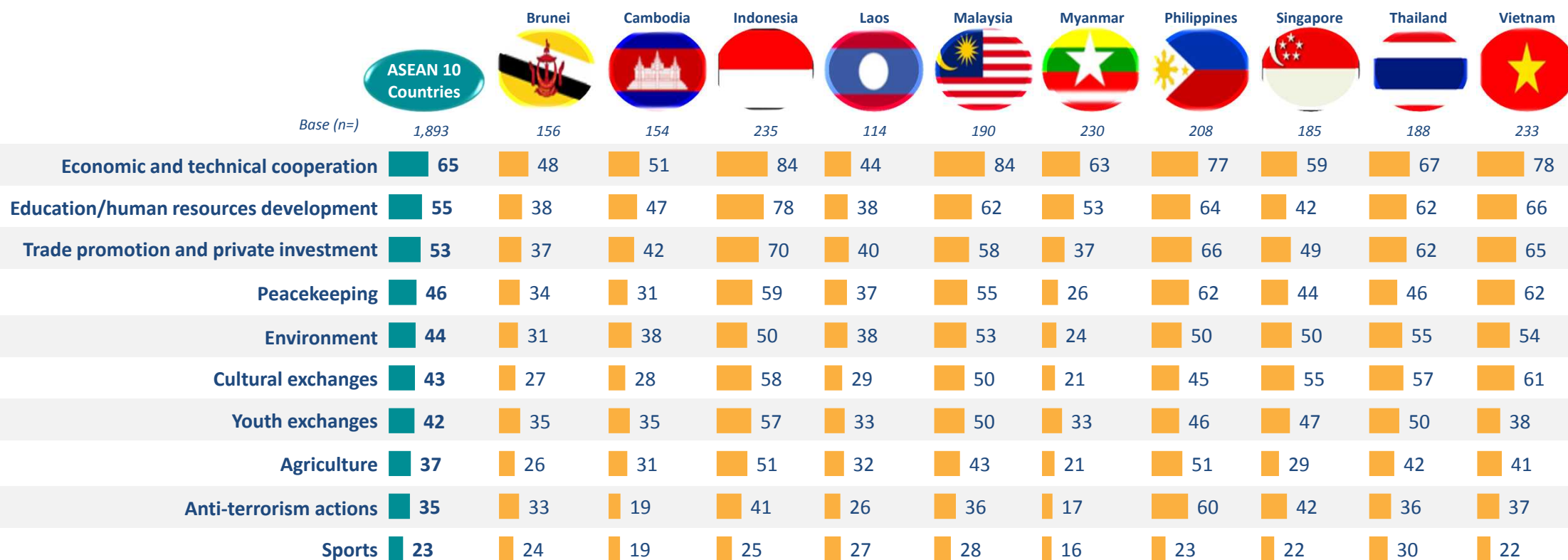
35

Sports

23

Expected Area of Japan's Contribution towards ASEAN Integration – by Country

Indonesia, Malaysia, Vietnam, Philippines, and Thailand had high expectation for Japan in many aspects. Public in Philippines particularly expected Japan's contribution in anti-terrorism actions.





5. Media Habit and Demographics

Ipsos Marketing

Media plays a major role in finding information about Japan. People relied on more credible sources for their knowledge about Japan. Intense communication on the internet, TV, and published media were very important.

SOURCE OF INFORMATION ABOUT JAPAN



Website
56%



Television
54%



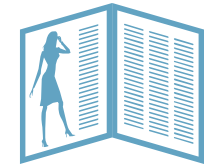
Social Networking Sites
43%



News paper
31%



Video-sharing sites
24%



Magazine
23%

SOURCE OF INFORMATION ON GENERAL KNOWLEDGE



Television
68%



Social Networking Sites
63%



Website
59%



Newspaper
50%



Video-sharing sites
38%

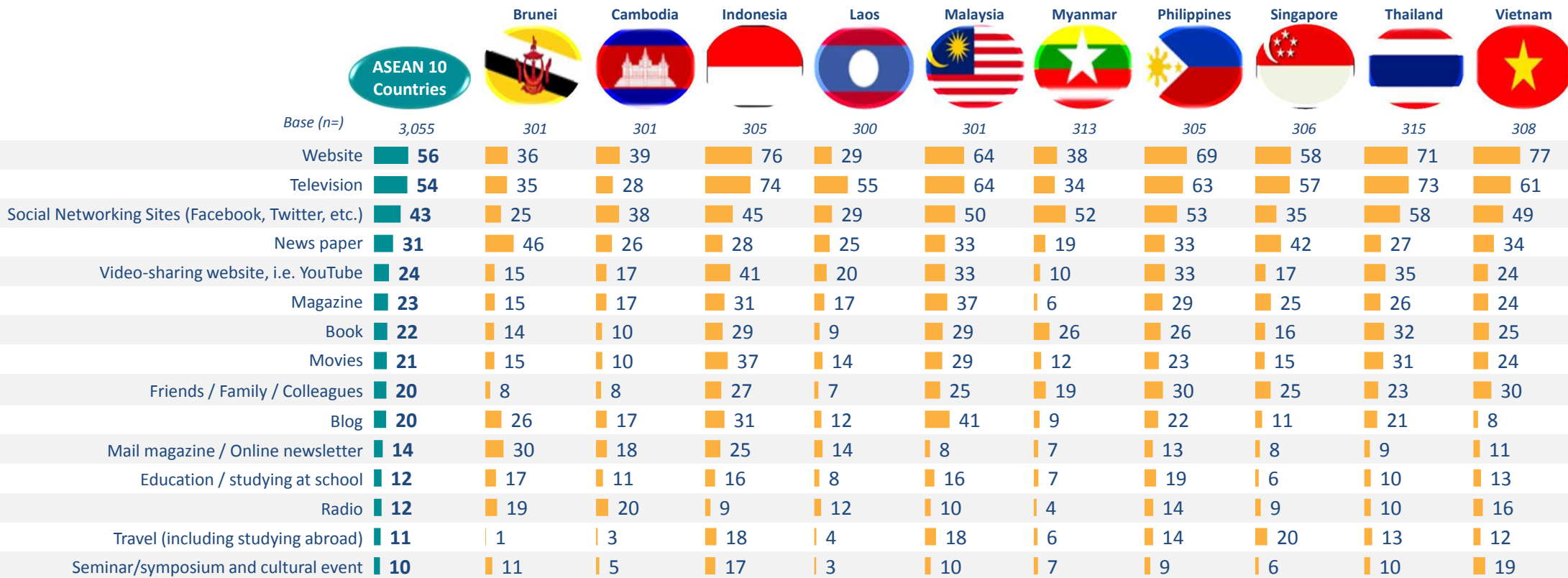


Friends / Family
36%

Source of Information about Japan – by Country

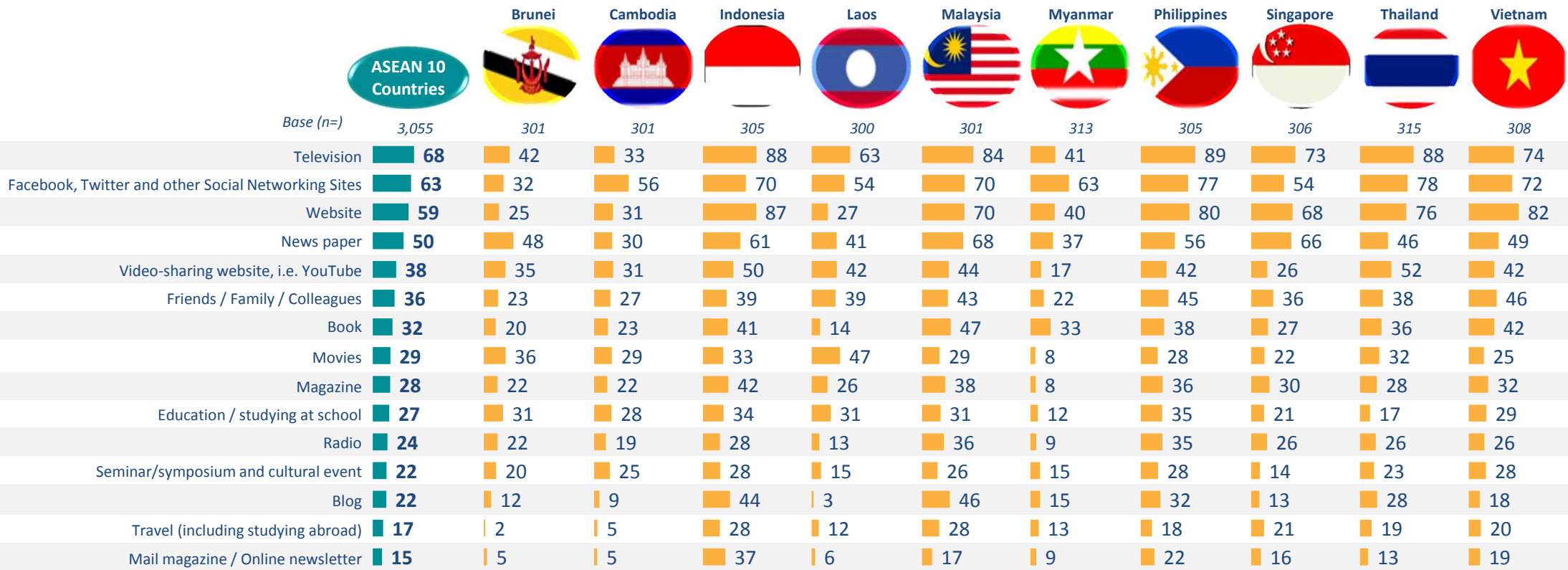
Data in percent (%)

Online and printed media, including social network and video-sharing sites, were the main source of information about Japan across countries.



Source of Information for General Knowledge – by Country

In general, TV and social media websites were the two most commonly used platform in finding general information.



Interest on Following International News

Data in percent (%)

General public in ASEAN countries, especially Indonesia, Philippines, and Myanmar, showed some interest in international news.



Frequency in Following General News

Data in percent (%)

Majority tried to keep up with international news at least once in a week.



Demographics

Data in percent (%)

GENDER



Male

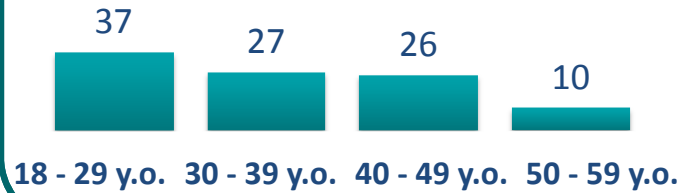
50%



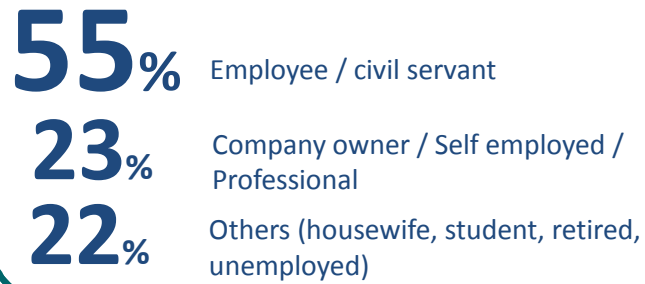
Female

50%

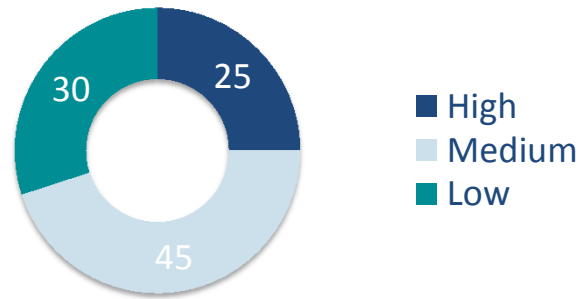
AGE



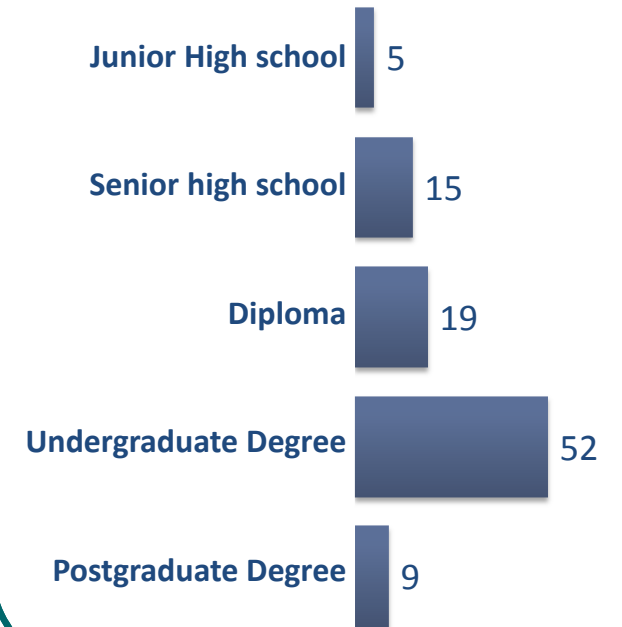
OCCUPATION



Socio Economic Status














EDUCATION



Demographics – by Country (1/3)

Data in percent (%)

												
	Base	3,055	301	301	305	300	301	313	305	306	315	308
GENDER												
Male	50	51	49	52	50	49	48	49	52	50	50	
Female	50	49	51	48	50	51	52	51	48	50	50	
AGE												
18 - 29 years old	37	35	45	33	44	42	37	40	28	29	37	
30 - 39 years old	27	29	24	30	25	27	27	26	26	28	28	
40 - 49 years old	26	35	28	25	28	20	31	20	26	26	20	
50 - 59 years old	10	1	3	11	3	11	6	15	19	17	15	
EDUCATION												
Junior High school	5	10	11	0	4	2	9	0	8	2	3	
Senior high school or the same level	15	22	22	15	20	17	11	4	12	12	17	
Diploma	19	23	11	14	22	25	18	40	23	7	10	
Undergraduate Degree	52	40	49	64	46	47	53	37	46	69	64	
Postgraduate Degree	9	5	7	6	7	8	10	19	11	9	5	

Demographics – by Country (2/3)






Data in percent (%)

	Base	ASEAN 10 Countries	Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
	3,055	301	301	305	300	301	313	305	306	315	308	
OCCUPATION												
Company employee / civil servant	55	83	53	56	54	53	44	42	62	51	55	
Office worker (staff, clerical, sales, etc.)	18	17	16	24	16	18	16	15	12	22	23	
Manager	16	22	9	21	16	12	16	10	27	14	14	
Board member / senior executive / Specialist	7	15	9	5	6	8	4	4	12	4	6	
Public service worker (medical, school, police, etc.)	10	26	11	4	12	10	7	6	6	5	10	
Skilled worker / factory worker / sales and service	4	3	7	1	2	6	1	7	5	5	2	
Company owner / Professional / Self-employed	23	11	28	28	21	25	27	20	22	23	25	
Company owner (with 10 or more employees)	4	0	14	6	5	0	2	3	3	6	2	
Company owner (with less than 10 employees)	5	1	1	11	4	6	3	4	4	11	5	
Professional (Medical doctor, lawyer, etc.)	11	1	8	9	9	16	17	13	14	4	16	
Tradesman (Building worker, plumber, etc.)	3	8	5	2	3	2	5	0	1	2	2	
Others	22	5	19	17	25	22	28	38	16	26	20	
Student	8	4	12	4	10	8	6	8	7	8	10	
Housewife / Home maker	5	1	1	4	10	5	6	10	4	4	3	
Unemployed	5	0	2	4	3	6	4	15	2	5	5	
Others	5	0	4	4	3	3	13	6	3	9	2	
ETHNICITY												
Malay		45				68		10				
Chinese	n/a	35	n/a	n/a	n/a	26	n/a	81	n/a	n/a		
Indian		n/a				6		9				
Indigenous group		20				n/a		n/a				

Base : All respondents – weighted (n= 3,055)
S1d. Gender // S2a. Age // S3. Level of Education // S4. Occupation

Demographics – by Country (3/3)

 HH INCOME	n= 301	 HH INCOME	n= 301	 HH EXPENDITURE	n= 305	 HH INCOME	n= 300	 HH INCOME	n= 301
Less than B\$2,000	0	Less than US\$100	6	Less than Rp.750.000	3	Less than 500,000 Kip	2	Less than 1,500 RM	8
B\$2,000-3,999	0	US\$100-200	13	Rp. 750.000- 1.250.000	4	500,000-1,500,000 Kip	7	1,500-3,000 RM	23
B\$4,000-5,999	45	US\$201-350	51	Rp. 1.250.001 - 2.500.000	26	1,500,001-2,500,000 Kip	47	3,001-5,000 RM	34
B\$6,000-9,999	46	US\$351-500	21	Rp. 2,500.001 - 5.000.000	33	2,500,001-3,500,000 Kip	35	5,001 -8,000 RM	21
B\$10,000-15,500	10	More than US\$500	8	Rp. 5.000.001 - 7.000.000	17	3,500,001-8,000,000 Kip	4	More than 8,000 RM	15
More than B\$15,500	0			More than Rp. 7.000.000	17	More than 8,000,000 Kip	5		

 HH INCOME	n= 313	 HH INCOME	n= 305	 HH INCOME	n= 306	 HH INCOME	n= 315	 HH INCOME	n= 308
Less than US\$150	24	Less than Php 8,000	33	Less than S\$ 3,000	12	Less than 15,000 Baht	10	Less than 4,000,000 VND	11
US\$150-300	38	Php 8,000-15,000	13	S\$3,001 - 5,999	23	15,000-24,999 Baht	23	4,000,000- 7,500,000 VND	23
US\$301-500	18	Php 15,001-30,000	20	S\$6,000-7,999	16	25,000-49,999 Baht	33	7,500,001- 12,000,000 VND	33
US\$501-800	9	Php 30,001-50,000	17	S\$8,000-11,999	20	50,000-60,000 Baht	14	12,000,001 -23,000,000 VND	19
More than US\$800	11	Php50,001-100,000	11	S\$12,000-17,500	21	More than 60,000 Baht	20	More than 23,500,000 VND	15
		More than Php100,000	6	More than S\$17,500	8				



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