

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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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)

			(X) of all a		31 2 23
#	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

					X										
• To represent gene	To represent general population, quotas were set in demographic profiles:														
GENDER	BRU	CAM	LAO	IND	MAL	MYA	РНІ	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	САМ	LAO	IND	MAL	MYA	РНІ	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	САМ	LAO	IND	MAL	MYA	РНІ	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	САМ	LAO	IND	MAL	MYA	РНІ	SIN	THAI	VN					
Malay	76%				67%			14%							
Chinese	17%		n/2	n/2	25%	2/2	n/2	77%	n/a	n/a					
Indian	n/a	n/a	n/a	n/a	8%	n/a	n/a	9%	11/d	n/a					
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
IVIAIE	Weighted sample (n=)	154	148	150	150
Female	Achieved sample (n=)	52	70	71	55
remale	Weighted sample (n=)	147	153	150	163
AGE		BRUNEI	CAMBODIA	LAOS	MYANMAR
18 - 29 years old	Achieved sample (n=)	48	146	66	226
18 - 29 years olu	Weighted sample (n=)	105	136	132	116
30 - 39 years old	Achieved sample (n=)	200	128	162	57
50 - 59 years olu	Weighted sample (n=)	87	72	75	84
40 40 years ald	Achieved sample (n=)	51	25	67	25
40 - 49 years old	Weighted sample (n=)	107	85	85	96
EQ EQueore old	Achieved sample (n=)	2	2	5	5
50 - 59 years old	Weighted sample (n=)	2	8	8	17





Executive Summary

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

2 3 Japan is perceived as a **Regional cooperation** General public in ASEAN reliable and important between ASEAN and Japan shows high interest friend to the countries. are seen as beneficial, and towards Japan and its They also expect future more support from Japan is cultural aspects partnership with Japan expected



Summary (1/3)



- 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)

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)

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

- **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



Data in percent (%)



Perceived Reliability of Japan as a Friend of the Country

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





Perceived Reliability of Japan – by Country

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.

	ASEAN 10 Countries	Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
Base (n=)	3,055	301	301	305	300	301	313	305	306	315	308
%T2B Mean score	73 4.00	45 3.17	48 3.48	91 4.45	56 3.66	84 4.21	66 3.97	90 4.45	74 3.91	83 4.26	88 4.29
Very reliable	30	2	12	54	9	37	32	53	20	42	37
Somewhat reliable	43	43	36	37	47	47	35	37	54	42	51
Neither reliable nor unreliable	16	25	36	8	17	13	16	7	19	14	8
Somewhat unreliable	5	17	8	0	7	1	9	1	4	1	1
Very unreliable	1	7	3	0	2	0	0	0	1	0	0
Don't know	5	6	5	0	18	2	8	2	3	1	4

Base : All respondents – weighted (n= 3,055)

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Q12. How do you rate Japan as a reliable friend of your country; 5 point scale – very reliable, somewhat reliable, neither, somewhat unreliable, very unreliable? [SA]

18



Most Reliable Friend to the Country

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





Most Reliable Friend – by Country

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).

	ASEAN 10 Countries	Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
Base (n=)	3,055	301	301	305	300	301	313	305	306	315	308
Japan		14	14	33	14	19	27	12	5	34	41
USA (America)	21	0	6	17	1	17	34	75	28	13	20
China	18	24	22	12	17	29	14	1	24	35	2
Australia	4	6	6	5	3	3	1	2	7	1	3
Russia	4	7	0	4	4	0	1	0	0	2	20
South Korea	3	6	3	2	7	1	3	2	2	1	3
Saudi Arabia (KSA)	3	0	3	10	1	10	0	1	0	0	0
UK (England)	3	1	1	1	0	8	3	1	7	3	2
Canada	2	8	7	0	3	0	1	2	1	0	2
India	2	4	1	1	6	0	1	0	3	0	1
South Africa	2	7	6	0	4	0	0	0	0	0	0
Argentina	1	0	8	0	3	0	0	0	0	0	0
Others	6	11	11	9	6	3	4	3	7	4	5
None	11	13	14	5	29	9	12	1	16	7	3

Base : All respondents – weighted (n= 3,055) **Ipsos Marketing**

Q4. Which of the following countries is the most reliable friend to your country ? [SA]

Data in percent (%)



Reason for Being Most Reliable Friend to the Country

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

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Reasons for JAPAN as a Reliable Friend to the Country

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.



Base : Those who perceived Japan as the most reliable country OR rated Japan being reliable – weighted (n= 2,281)

Ipsos Marketing Q5. Why do you think Japan is the most reliable country? [MA]

Q13. [FOR THOSE ANSWERED JAPAN AS RELIABLE COUNTRY] Why do you think Japan is reliable? [MA]



Country's Relations with Japan

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



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Base : All respondents – weighted (n= 3,055) Q11. What do you think about the current state of relationship between your country and Japan? 5-point scale – very friendly, somewhat friendly, neither, somewhat unfriendly, not friendly at all [SA]



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Country's Relations with Japan – by Country

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.

	AN 10 ntries	unei Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
Base (n=)	3,055 3	01 301	305	300	301	313	305	306	315	308
%T2B Mean score	75 4 4.07 3.1		92 4.51	56 3.79	85 4.22	73 4.11	92 4.50	82 4.10	85 4.25	86 4.22
Very friendly relationship	34 1	17	63	12	38	44	58	25	44	37
Somewhat friendly	41 4	5 34	29	44	47	29	34	57	40	48
Neither friendly nor unfriendly	5 26	38	5	20	11	15	5	12	10	8
Somewhat unfriendly 4	18	6	1	3	2	7	0	1	1	3
Very unfriendly relationship 2	5	1	2	1	1	2	1	1	2	1
Don't know 4	6	4	0	20	2	3	1	4	2	3

Base : All respondents – weighted (n= 3,055)

Q11. What do you think about the current state of relationship between your country and Japan? 5-point scale – very friendly, somewhat friendly, neither, somewhat unfriendly, not friendly at all [SA]

T2B = Rate 4 and 5

24



Overall Impression towards Japan

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





Overall Impression towards Japan – by Country

The top impressions were shared across all ASEAN countries.

Japan is a country with	ASEAN 10 Countries	Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
Base (n=)	3,055	301	301	305	300	301	313	305	306	315	308
Strong economy and advanced technology	64	32	46	87	38	82	63	81	61	70	80
Strong tradition and culture	53	32	26	78	33	73	28	65	67	58	67
High standard of living	46	28	31	61	26	59	23	54	66	58	57
Beautiful nature	44	23	21	59	35	60	25	51	60	58	50
A country that introduces new culture to the world, e.g. animation, fashion, cuisine	2/	25	20	54	27	54	12	47	42	43	45
A country with values, such as democracy and liberalism		27	23	25	20	42	19	30	22	34	33
A country that promotes peace since the end of World War II		36	24	25	28	36	25	34	22	22	23
Leadership in the international society	27	28	27	25	26	33	16	40	21	29	24

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Base : All respondents - weighted (n= 3,055) Q6. What is your impression of Japan? [MA]

26



2. Interest to Know More About Japan





Interest to Know More about Japan

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.



Base : All respondents – weighted (n= 3,055)



Brunei n= 301; Cambodia n= 301, Indonesia n= 305; Laos n= 300; Malaysia n= 301; Myanmar n= 313; Philippines n= 3-5; Singapore n= 306; Thailand n= 315; Vietnam n= 308 Q8. Are you interested to know more about Japan in general? [SA] Q9. Which of the following aspects of Japan would you like to know more about? [MA]

Areas of Interest about Japan (General) – by Country

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.

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Base : Those interested in Japan - weighted (n = 2,640)

Q9. Which of the following aspects of Japan would you like to know more about? [MA]



Interest in Japanese Culture

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.



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Base : All respondents – weighted (n= 3,055) Q8. Are you interested to know more about Japan in general? [SA] Q10. Specifically, which aspects of Japanese culture are you interested in? [MA]

Area of Interest in Japanese Culture – by Country

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.

		Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
	EAN 10 Juntries				0		5 3	*>	(*** ***	Ĵ	$\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{\mathbf{$
Base (n=)	1883	113	109	252	118	244	88	234	241	257	227
Japanese food	61	10	32	63	29	70	48	77	78	79	59
Japanese lifestyle and way of thinking	57	10	52	60	38	69	42	66	56	60	67
Japanese animations	41	19	19	54	32	54	31	50	38	36	38
Architecture	40	27	37	42	39	47	36	50	30	37	45
Japanese comics (Manga)	38	18	11	46	25	48	21	46	39	37	45
Tea ceremony	38	42	40	41	37	32	16	26	30	46	58
Japanese fashion (including Kimono) 📃	31	23	14	44	28	36	18	30	36	31	22
Japanese movies and dramas	30	20	12	36	19	44	5	33	40	28	25
Video games / Online games 📃	29	44	19	31	24	34	8	38	28	29	24
Sumo / Japanese martial arts 📃	28	31	22	32	25	32	25	30	21	21	33
Bonsai 📃	27	0	3	41	9	32	18	46	23	21	35
Flower arrangement	26	18	17	33	18	20	43	29	20	24	36
Japanese literature / Haiku 📘	25	30	30	27	31	17	11	34	21	22	27
Traditional Japanese theater	23	30	33	29	28	26	13	31	19	14	15
Traditional Japanese music	23	50	29	29	37	22	1	25	21	11	20
Calligraphy (Shodo)	23	36	27	27	22	18	7	31	13	22	25
Japanese pop music (J-POP) 📕	19	22	13	25	17	25	1	21	28	17	11

Base : Those interested in Japan's culture - weighted (N = 1,883)

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Q10. Specifically, which aspects of Japanese culture are you interested in? [MA]



Interest to Study Japanese and Other Languages

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



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Base : All respondents – weighted (n= 3,055) Q1. Do you wish to learn other languages other than your native language? Q2a. Which of the following languages are you interested to learn? [MA] Q2b. Which language(s) have you started learning? [MA]

32



Interest to Study Japanese and Other Languages – by Country

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

 Intend to learn Have started learning 		SEAN 10 ountries	Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
	Base (n=)	2,688	198	239	301	184	297	285	296	285	304	299
	Japanese 🐖		64 38	34 10	66	55 26	61 23	32 32	58 21	63 26	62 22	48 22
	Chinese 🛛	47 22	50 18	41 13	47 20	57 32	63 24	27 12	46 10	37 28	71 33	30 17
	Korean	34 12	33 19	23 9	35 12	27 4	47 16	22 13	49 13	43 12	33 14	22
	French	30 9	18 4	29 16	37 12	18 5	32 7	12 5	52 10	34	32 8	27 15
	Germany	23 7	51 18	28 11	33 33 3	<mark>■</mark> 30 ≶ 15	20 4	3 0	25 4	24 5	17 3	9
	Arabic	16 8	3 0	5 2	46 30	8 4	50 28	5 4	15 4	10 3	8	10
	Spanish	16 4	5 2	7 0	17 4	6 2	16 2	4	55 22	18 3	16 3	4
	Russian	10 2	20 4	4 0	10 2	17 5	9 0	1 English 0 23%	14 1	7 1	10 1	8 English 3 31%
	Others	20 16	000	24 28	22	14 11	13 6	34 30	10 5	8 4	<mark> </mark> 21 ∅ 16	42 40
	None 🏾	25	🛿 19	<u></u> 32	11	🧾 21	🧾 24	🧾 27	🧱 35	🧾 35	🧾 27	16

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Base : Those interested to study other language – weighted (n = 2,688) Q2a. Which of the following languages are you interested to learn? [MA] Q2b. Which language(s) have you started learning? [MA]



Reason to Study Japanese Language

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.

I would like to visit Japan	59 %	I would like to communicate with my Japanese friends better	35%
I would like to understand Japanese culture and lifestyle	53 %	I would like to work in Japan	32%
I would like to travel to Japan for sightseeing	50 %	I would like to study in Japan	28%
Japanese can be useful in the future	45 %	Japanese is necessary for my work / business	24%
I would like to enjoy Japanese contents that I see or hear	44 %		



Base : Those who intend to study Japanese language – weighted (n= 1,466) Q7. You mentioned that you are interested to learn Japanese. What are your reason(s) for learning Japanese? [MA]



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Reason to Study Japanese Language – by Country

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.

	ASEAN 10 Countries	Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
Base (n=)	3,055	301	301	305	300	301	313	305	306	315	308
I would like to visit Japan	59	27	29	71	17	77	29	71	66	79	60
I would like to understand Japanese culture and lifestyle		59	42	48	38	65	33	59	54	54	62
I would like to travel to Japan for sightseeing	50	33	23	71	38	59	13	53	67	58	40
Japanese can be useful in the future	45	26	35	51	43	49	35	49	36	58	58
I would like to enjoy Japanese contents that I see or hear	44	42	47	49	51	56	13	43	52	39	38
I would like to communicate with my Japanese friends better	35	27	46	38	36	33	22	28	27	53	38
I would like to work in Japan	32	20	34	27	38	31	26	47	20	39	40
I would like to study in Japan	28	49	49	30	45	23	24	18	10	30	20
Japanese is necessary for my work/business	24	48	22	26	48	17	25	16	7	22	31

Base : Those who intend to study Japanese language – weighted (n= 1,466)

Q7. You mentioned that you are interested to learn Japanese. What are your reason(s) for learning Japanese? [MA]



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


Role of Japan in International Community

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



Base : All respondents – weighted (n= 3,055) Q14. For each of the following statements, please indicate how significant is the role of Japan; 4 point scale – very significant role, somewhat significant, somewhat not significant, not significant at all? [SA]



Role of Japan in International Community – by Country

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



Base : All respondents – weighted (n= 3,055)

Q14. For each of the following statements, please indicate how significant is the role of Japan; 4 point scale – very significant role, somewhat significant, somewhat not significant, not significant at all? [SA]



Position and Role of Japan in International Security

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.



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 Base : All respondents – weighted (n= 3,055)

 Q15. How much do you value Japan as a pear

Q15. How much do you value Japan as a peace-loving nation for the past 70 years after the end of World War II; 4 point scale – value a lot, value a little, not value much, not value at all? [SA] 39 Q16. Do you think this policy is valuable for maintaining global peace and international order, 4 point scale – very valuable, somewhat valuable, somewhat not valuable, not valuable at all? [SA]



Japan As a Peace-Loving Nation – by Country

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.



Base : All respondents – weighted (n= 3,055)

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Q15. How much do you value Japan as a peace-loving nation for the past 70 years after the end of World War II; 4 point scale – value a lot, value a T2B = Scale 4 and 5 little, not value much, not value at all? [SA]



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.

Japan's security policy "Proactive Contribution to Peace" in maintaining globe peace and international	al Base (n=)	ASEAN 10 Countries 3,055	Brunei Solution 301	Cambodia	Indonesia 305	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
order	%T2B ean score	82 3.31	58 2.58	69 3.02	96 3.71	70 2.95	88 3.40	82 3.52	96 3.68	76 3.07	95 3.52	94 3.59
Very	valuable	45	6	32	72	17	49	61	70	29	53	59
Somewhat	valuable	37	52	36	24	53	39	20	26	47	42	34
Somewhat not	valuable	10	30	17	2	11	9	10	2	12	3	2
Not valual	ble at all	3	9	7	0	5	0	1	0	5	0	0
Dor	n't know	5	4	8	1	13	3	7	2	6	3	4

Base : All respondents - weighted (n= 3,055)

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Q16. Prime Minister of Japan, Shinzo Abe, elaborates on his security policy "Proactive Contribution to Peace", based on the principle of international cooperation, in which Japan contributes even more proactively to the peace and stability of the region and the international community. The policy is coming from the perspective of cooperation. Do you think this policy is valuable for maintaining global peace and international order ; 4 point scale?

T2B = Scale 4 and 5



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





Data in percent (%)



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

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

		Current Partner	Future Partner	Consider Japan a	opt Dortpor	Consider Japan as Fut	uro Dortnor	
	Japan	52 %	44 %				Paco	
				Surveyed country	Base (n=)	%	Surveyed country (n=)	%
	China	50 %	40 %	Indonesia	305	78	Vietnam 308	59
	USA	46 %	39 %	Vietnam	308	72	Indonesia 305	58
	South Korea	26%	28%	Thailand	315	66	Philippines 305	50
				Philippines	305	65	Malaysia 301	49
*	Australia	24%	23%	Malaysia	301	61	Thailand 315	46
	UK (England)	23%	25%	Singapore	306	46	Singapore 306	42
۲	India	18%	21%	Myanmar	313	42	Myanmar 313	41
				Brunei	301	33	Cambodia 301	35
	Germany	16 %	21 %	Cambodia	301	29	Brunei 301	33
	Indonesia	16%	16 %	Laos	300	27	Laos 300	28
	France	14%	18%					

Base : All respondents – weighted (n= 3,055), except for "Indonesia" (n= 2,754)

Q3a. Which of the following countries do you consider as an important partner to your country currently? [MA]

Q3b. And which of the following countries would you consider as an important partner to your country in the future? [MA]



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

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.

		Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
Current Partner	ASEAN Count				0		•	*>	(***		
🚿 🏁 Future Partner	Base (n=) 3,05	55 301	301	305	300	301	313	305	306	315	308
	Japan 🌌 4	52 3 3 4 33	29 35	78 58	27 28	61 49	42 41	65 50	46 42	66 /// 46	72 59
	China 깨 4	50 36 0 27	45 /// 36	61 /// 49	31 38	85 62	36 27	19 25	76 64	82 51	33 24
	USA (America) 📈 4	6 12 9 11	27 20	61 46	12 9	59 /// 44	46	80 53	55 46	43 29	67 63
	South Korea 🚽 26	12 20	20 21	38 40	18 20	30 37	20 20	31	25 30	31 32	34 31
	Australia 💂 24 23	14 ∅ 17	12 15	36 27	16 17	33 32	15 16	31 35	36 33	23 22	21 20
	UK (England) 💂 23 25	8 13	9 13	35 32	6 9	40 35	17 20	28 43	36 35	35 30	18 18
	India 🚽 🕺 🕺	26 26	9 5	17 20	20 21	26 26	12 ∅ 19	7 13	32 44	22 24	■ 14 ◎ 16
	Germany 🚽 16 21	15 12	9 13	32 35	11 6	20 30	8 13	12 30	20 23	18 23	17 23
	Indonesia 🚦 16 16	16 17	10 10	n/a	19 17	41 31	4 6	8 13	39 36	21 20	6 9
	France ¹⁴ ₁₈	12 11	12 ∅ 17	17 20	7 4	12 22	6 8	16 30	15 16	22 26	20 23

Base : All respondents – weighted (n= 3,055), except for "Indonesia" (n= 2,754)

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Q3a. Which of the following countries do you consider as an important partner to your country currently? [MA]

Q3b. And which of the following countries would you consider as an important partner to your country in the future? [MA]



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

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.

	Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
EAN 10	-					63		(*** **		
untries		ALAN ING A	,							
3,055	301	301	305	300	301	313	305	306	315	308
13 15 8	7	8 5	36 35	6 4	34	1	20 24	7	9 13	3
12 8 17 6	8	9 6	19 27	8	10 20	8 11	9 22	7 17	12 24	34 28
12 1 16	11 16	12 13	9 16	5 4	L6 19	6 5	34 42	11 14	13 20	11 15
7 9 11 1	9 10	56	8 14	5	6 17	1 2	12 20	7 10	10 16	4 9
	17 5	4 7	6 10	4 6	3 15	1 4	3 13	6 14	9 17	2 9
2000 1 1000 1000 1 1000 1000 1 1000 1000 1 1000 1000 1 1000 1000 1 1000 1000 1 1000 1000 1 10000 1000000	10 7	5	11 17	5 4	12 19	8	3	4 8	4 11	1 3
7	15	8 4	4 7	4	1 9	8	3	4 8	7 13	2 6
1 8 8	8	7 3	4 10	4 6	3 12	0 1	3	5 12	6 12	2 7
1 7 7 1	7 11	6 4	2 7	4 5	1 9	0	6 12	3	7 12	2 5
B 0 0		4 2	22	4 1	32	6 1	4	5 2	1	1
	12 12	88	1 1	25 22	2 3	5 8	1	4 5	2 4	8
	untries 3,055 13 15 12 17 16 11 16 10 6 7 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	3,055 301 13 78 12 8 17 8 16 11 16 11 16 11 17 8 18 11 19 10 10 17 10 17 11 16 12 17 13 17 14 16 15 17 16 17 17 10 19 10 10 17 10 17 11 16 12 17 13 17 14 10 15 10 16 17 17 10 18 10 19 10 10 10 11 10 12 10 13 10 14 10 15 10 <th>antries$301$$3,055$$301$$30,055$$301$$13$$\overline{8}$$12$$\overline{8}$$12$$\overline{8}$$12$$116$$12$$116$$12$$116$$12$$116$$12$$116$$12$$116$$12$$12$$10$$\overline{5}$$10$$\overline{6}$$10$$\overline{6}$$10$$\overline{5}$$10$$\overline{6}$$10$$\overline{6}$$10$$\overline{6}$$10$$\overline{6}$$10$$\overline{6}$$10$$\overline{6}$$10$$\overline{6}$$10$$\overline{6}$$10$$\overline{6}$$10$$\overline{6}$<tr< th=""><th>untries$301$$301$$305$$3,055$$301$$301$$305$$13$$7$$8$$36$$12$$8$$9$$19$$17$$8$$9$$19$$16$$112$$9$$16$$116$$112$$16$$116$$12$$16$$910$$5$$11$$16$$112$$10$$5$$814$$10$$5$$111$$10$$5$$111$$10$$5$$111$$10$$5$$111$$10$$5$$111$$10$$5$$410$$10$$711$$42$$8$$32$$21$</th><th>untries$301$$301$$305$$300$$3,055$$301$$301$$305$$300$$13$$7$$8$$36$$4$$12$$8$$9$$19$$8$$12$$116$$12$$9$$5$$16$$116$$12$$9$$5$$16$$116$$12$$9$$6$$10$$56$$814$$56$$10$$56$$117$$47$$10$$55$$111$$57$$10$$55$$111$$57$$9$$95$$44$$43$$68$$73$$410$$46$$711$$42$$2$$41$</th><th>untries$301$$301$$305$$300$$301$$3,055$$301$$301$$305$$300$$301$$13$$78$$8$$36$$4$$34$$17$$8$$9$$197$$8$$100$$16$$116$$12$$916$$54$$619$$16$$116$$12$$916$$54$$619$$16$$116$$12$$916$$617$$10$$56$$814$$56$$617$$10$$617$$47$$610$$46$$315$$10$$617$$117$$54$$129$$10$$55$$117$$54$$129$$10$$55$$117$$54$$199$$68$$73$$410$$46$$312$$711$$64$$27$$45$$19$$8$$42$$2$$41$$32$</th><th>untries$301$$301$$305$$300$$301$$313$$13$$7$$8$$8$$365$$4$$360$$301$$313$$13$$7$$8$$96$$365$$6$$346$$1$$17$$86$$96$$127$$8$$120$$811$$16$$116$$112$$916$$54$$619$$811$$16$$116$$113$$916$$54$$619$$811$$10$$56$$814$$56$$617$$2$$10$$617$$47$$610$$46$$315$$14$$10$$51$$117$$54$$129$$8$$10$$51$$117$$54$$19$$8$$30$$313$$47$$43$$9$$8$$30$$71$$47$$40$$45$$312$$1117$$47$$40$$45$$19$$8$$30$$71$$47$$40$$45$$19$$8$$30$$71$$47$$27$$45$$90$$90$$8$$71$$42$$2$$41$$32$$6$</th><th>untries301301305300301313305$3,055$$301$$301$$313$$305$$300$$301$$313$$305$$135$$7$$8$$365$$6$$366$$1$$20$$147$$8$$9$$127$$8$$100$$811$$922$$146$$116$$12$$916$$54$$619$$6$$342$$146$$116$$123$$916$$54$$617$$22$$120$$116$$123$$916$$54$$617$$22$$120$$116$$123$$916$$54$$617$$22$$120$$116$$123$$916$$46$$315$$14$$313$$10$$56$$117$$610$$617$$220$$120$$10$$51$$117$$54$$129$$0$$38$$915$$84$$47$$43$$199$$0$$38$$8$$33$$410$$46$$312$$01$$39$$8$$73$$410$$46$$312$$01$$39$$8$$73$$410$$45$$32$$19$$0$$612$$8$$22$$21$$22$$41$$32$$61$$3$</th><th>untries301301305300301313305306$33,55$$301$$303$$301$$313$$305$$306$$313$$305$$306$$135$$7$$8$$35$$6$$346$$1$$204$$7_{17}$$12$$8$$9$$127$$8$$100$$8_{11}$$9_{22}$$7_{17}$$126$$116$$127$$8$$100$$8_{11}$$9_{22}$$7_{17}$$126$$116$$123$$9_{16}$$5$$6_{19}$$6$$342$$114$$11$$123$$9_{16}$$5$$6_{17}$$12$$120$$7_{10}$$10$$5$$8_{14}$$5$$6_{17}$$12$$120$$7_{10}$$10$$6$$117$$4$$5$$112$$33$$6_{14}$$10$$5$$117$$5$$112$$38$$48$$6$$7$$4$$4$$9$$8$$4$$10$$5$$117$$4$$3_{12}$$14$$3_{13}$$10$$6$$3_{12}$$12$$38$$48$$6$$7$$4$$9$$9$$38$$48$$6$$7$$4$$9$$9$$8$$4$$11$$4$$7$$4$$9$$9$$38$$48$$6$$3$$12$$19$$9$$12$$39$$512$$6$$4$$2$$4$$19$$9$</th><th>Autries301301305300301313305306315$33,555$$301$$302$$313$$305$$306$$315$$306$$315$$113$$8$$9$$197$$8$$100$$811$$922$$717$$913$$127$$8$$9$$197$$8$$100$$811$$922$$717$$1224$$116$$116$$123$$916$$54$$619$$5$$342$$114$$123$$116$$125$$916$$54$$619$$5$$342$$114$$123$$116$$125$$814$$55$$617$$12$$120$$710$$116$$100$$55$$814$$55$$617$$12$$120$$710$$116$$100$$617$$47$$610$$46$$315$$14$$313$$614$$917$$100$$55$$117$$54$$129$$0$$38$$48$$411$$100$$5$$117$$54$$129$$0$$38$$48$$713$$100$$55$$117$$54$$19$$0$$38$$48$$713$$100$$56$$41$$312$$19$$0$$38$$48$$713$$100$$42$$2$$41$$32$$19$$0$$32$$52$$612$$100$$62$$36$$32$$19$$0$$52$$11$$22$$112$</th></tr<></th>	antries 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th=""><th>untries$301$$301$$305$$3,055$$301$$301$$305$$13$$7$$8$$36$$12$$8$$9$$19$$17$$8$$9$$19$$16$$112$$9$$16$$116$$112$$16$$116$$12$$16$$910$$5$$11$$16$$112$$10$$5$$814$$10$$5$$111$$10$$5$$111$$10$$5$$111$$10$$5$$111$$10$$5$$111$$10$$5$$410$$10$$711$$42$$8$$32$$21$</th><th>untries$301$$301$$305$$300$$3,055$$301$$301$$305$$300$$13$$7$$8$$36$$4$$12$$8$$9$$19$$8$$12$$116$$12$$9$$5$$16$$116$$12$$9$$5$$16$$116$$12$$9$$6$$10$$56$$814$$56$$10$$56$$117$$47$$10$$55$$111$$57$$10$$55$$111$$57$$9$$95$$44$$43$$68$$73$$410$$46$$711$$42$$2$$41$</th><th>untries$301$$301$$305$$300$$301$$3,055$$301$$301$$305$$300$$301$$13$$78$$8$$36$$4$$34$$17$$8$$9$$197$$8$$100$$16$$116$$12$$916$$54$$619$$16$$116$$12$$916$$54$$619$$16$$116$$12$$916$$617$$10$$56$$814$$56$$617$$10$$617$$47$$610$$46$$315$$10$$617$$117$$54$$129$$10$$55$$117$$54$$129$$10$$55$$117$$54$$199$$68$$73$$410$$46$$312$$711$$64$$27$$45$$19$$8$$42$$2$$41$$32$</th><th>untries$301$$301$$305$$300$$301$$313$$13$$7$$8$$8$$365$$4$$360$$301$$313$$13$$7$$8$$96$$365$$6$$346$$1$$17$$86$$96$$127$$8$$120$$811$$16$$116$$112$$916$$54$$619$$811$$16$$116$$113$$916$$54$$619$$811$$10$$56$$814$$56$$617$$2$$10$$617$$47$$610$$46$$315$$14$$10$$51$$117$$54$$129$$8$$10$$51$$117$$54$$19$$8$$30$$313$$47$$43$$9$$8$$30$$71$$47$$40$$45$$312$$1117$$47$$40$$45$$19$$8$$30$$71$$47$$40$$45$$19$$8$$30$$71$$47$$27$$45$$90$$90$$8$$71$$42$$2$$41$$32$$6$</th><th>untries301301305300301313305$3,055$$301$$301$$313$$305$$300$$301$$313$$305$$135$$7$$8$$365$$6$$366$$1$$20$$147$$8$$9$$127$$8$$100$$811$$922$$146$$116$$12$$916$$54$$619$$6$$342$$146$$116$$123$$916$$54$$617$$22$$120$$116$$123$$916$$54$$617$$22$$120$$116$$123$$916$$54$$617$$22$$120$$116$$123$$916$$46$$315$$14$$313$$10$$56$$117$$610$$617$$220$$120$$10$$51$$117$$54$$129$$0$$38$$915$$84$$47$$43$$199$$0$$38$$8$$33$$410$$46$$312$$01$$39$$8$$73$$410$$46$$312$$01$$39$$8$$73$$410$$45$$32$$19$$0$$612$$8$$22$$21$$22$$41$$32$$61$$3$</th><th>untries301301305300301313305306$33,55$$301$$303$$301$$313$$305$$306$$313$$305$$306$$135$$7$$8$$35$$6$$346$$1$$204$$7_{17}$$12$$8$$9$$127$$8$$100$$8_{11}$$9_{22}$$7_{17}$$126$$116$$127$$8$$100$$8_{11}$$9_{22}$$7_{17}$$126$$116$$123$$9_{16}$$5$$6_{19}$$6$$342$$114$$11$$123$$9_{16}$$5$$6_{17}$$12$$120$$7_{10}$$10$$5$$8_{14}$$5$$6_{17}$$12$$120$$7_{10}$$10$$6$$117$$4$$5$$112$$33$$6_{14}$$10$$5$$117$$5$$112$$38$$48$$6$$7$$4$$4$$9$$8$$4$$10$$5$$117$$4$$3_{12}$$14$$3_{13}$$10$$6$$3_{12}$$12$$38$$48$$6$$7$$4$$9$$9$$38$$48$$6$$7$$4$$9$$9$$8$$4$$11$$4$$7$$4$$9$$9$$38$$48$$6$$3$$12$$19$$9$$12$$39$$512$$6$$4$$2$$4$$19$$9$</th><th>Autries301301305300301313305306315$33,555$$301$$302$$313$$305$$306$$315$$306$$315$$113$$8$$9$$197$$8$$100$$811$$922$$717$$913$$127$$8$$9$$197$$8$$100$$811$$922$$717$$1224$$116$$116$$123$$916$$54$$619$$5$$342$$114$$123$$116$$125$$916$$54$$619$$5$$342$$114$$123$$116$$125$$814$$55$$617$$12$$120$$710$$116$$100$$55$$814$$55$$617$$12$$120$$710$$116$$100$$617$$47$$610$$46$$315$$14$$313$$614$$917$$100$$55$$117$$54$$129$$0$$38$$48$$411$$100$$5$$117$$54$$129$$0$$38$$48$$713$$100$$55$$117$$54$$19$$0$$38$$48$$713$$100$$56$$41$$312$$19$$0$$38$$48$$713$$100$$42$$2$$41$$32$$19$$0$$32$$52$$612$$100$$62$$36$$32$$19$$0$$52$$11$$22$$112$</th></tr<>	untries 301 301 305 $3,055$ 301 301 305 13 7 8 36 12 8 9 19 17 8 9 19 16 112 9 16 116 112 16 116 12 16 910 5 11 16 112 10 5 814 10 5 111 10 5 111 10 5 111 10 5 111 10 5 111 10 5 410 10 711 42 8 32 21	untries 301 301 305 300 $3,055$ 301 301 305 300 13 7 8 36 4 12 8 9 19 8 12 116 12 9 5 16 116 12 9 5 16 116 12 9 6 10 56 814 56 10 56 117 47 10 55 111 57 10 55 111 57 9 95 44 43 68 73 410 46 711 42 2 41	untries 301 301 305 300 301 $3,055$ 301 301 305 300 301 13 78 8 36 4 34 17 8 9 197 8 100 16 116 12 916 54 619 16 116 12 916 54 619 16 116 12 916 617 10 56 814 56 617 10 617 47 610 46 315 10 617 117 54 129 10 55 117 54 129 10 55 117 54 199 68 73 410 46 312 711 64 27 45 19 8 42 2 41 32	untries 301 301 305 300 301 313 13 7 8 8 365 4 360 301 313 13 7 8 96 365 6 346 1 17 86 96 127 8 120 811 16 116 112 916 54 619 811 16 116 113 916 54 619 811 10 56 814 56 617 2 10 617 47 610 46 315 14 10 51 117 54 129 8 10 51 117 54 19 8 30 313 47 43 9 8 30 71 47 40 45 312 1117 47 40 45 19 8 30 71 47 40 45 19 8 30 71 47 27 45 90 90 8 71 42 2 41 32 6	untries301301305300301313305 $3,055$ 301 301 313 305 300 301 313 305 135 7 8 365 6 366 1 20 147 8 9 127 8 100 811 922 146 116 12 916 54 619 6 342 146 116 123 916 54 617 22 120 116 123 916 54 617 22 120 116 123 916 54 617 22 120 116 123 916 46 315 14 313 10 56 117 610 617 220 120 10 51 117 54 129 0 38 915 84 47 43 199 0 38 8 33 410 46 312 01 39 8 73 410 46 312 01 39 8 73 410 45 32 19 0 612 8 22 21 22 41 32 61 3	untries301301305300301313305306 $33,55$ 301 303 301 313 305 306 313 305 306 135 7 8 35 6 346 1 204 7_{17} 12 8 9 127 8 100 8_{11} 9_{22} 7_{17} 126 116 127 8 100 8_{11} 9_{22} 7_{17} 126 116 123 9_{16} 5 6_{19} 6 342 114 11 123 9_{16} 5 6_{17} 12 120 7_{10} 10 5 8_{14} 5 6_{17} 12 120 7_{10} 10 6 117 4 5 112 33 6_{14} 10 5 117 5 112 38 48 6 7 4 4 9 8 4 10 5 117 4 3_{12} 14 3_{13} 10 6 3_{12} 12 38 48 6 7 4 9 9 38 48 6 7 4 9 9 8 4 11 4 7 4 9 9 38 48 6 3 12 19 9 12 39 512 6 4 2 4 19 9	Autries301301305300301313305306315 $33,555$ 301 302 313 305 306 315 306 315 113 8 9 197 8 100 811 922 717 913 127 8 9 197 8 100 811 922 717 1224 116 116 123 916 54 619 5 342 114 123 116 125 916 54 619 5 342 114 123 116 125 814 55 617 12 120 710 116 100 55 814 55 617 12 120 710 116 100 617 47 610 46 315 14 313 614 917 100 55 117 54 129 0 38 48 411 100 5 117 54 129 0 38 48 713 100 55 117 54 19 0 38 48 713 100 56 41 312 19 0 38 48 713 100 42 2 41 32 19 0 32 52 612 100 62 36 32 19 0 52 11 22 112

Base : All respondents – weighted (n= 3,055), except for "Indonesia" (n= 2,754)



Q3a. Which of the following countries do you consider as an important partner to your country currently? [MA]

Q3b. And which of the following countries would you consider as an important partner to your country in the future? [MA]



Japan's Economic Partnership Agreement with ASEAN

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 betwee	en Japan and ASEAN			Expecte	d Out	comes of	FTA & EPA bet	ween Japan a	nd ASEAN	
Base : All respondents N = 3,055			Aware of FTA &	Base : Those	e aware of	^c agreement N	= 1,893			
		Base (n=)	EPA agreement with Japan	30		tio		development		
	ASEAN 10 Countries 3,	,055	62		% (ooperatio	in in economic	development		
62	Indonesia 3	305	77							
UZ%	Vietnam 3	308	76	15	Liberalization of people's movement to live, work, % study or retire in other country					
Aware of FTA / EPA	Myanmar 3	313	74		% stu	udy or re	tire in other co	ountry		
agreement with	Philippines 3	nes 305 68								
Japan	Malaysia 3	301	63	12			of tariffs on go			
	Singapore 3	306	60		% Re	eduction	of tariffs on go	ods		
	Thailand 3	315	60							
	Brunei 3	301	52			eration in	Liberalization of	Regulation on	Liberalization of	
	Cambodia 3	301	51			s procedure		intellectual property	financial sector	
	Laos 3	300	38	10		7	7	7	6	

Base : All respondents – weighted (n= 3,055)

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Q23. Are you aware that ASEAN countries and Japan have concluded/ are negotiating Free Trade Agreement (FTA) or Economic Partnership Agreements (EPAs)? Q24. Below is a list of areas that could be improved as a result of the Free Trade or Economic Partnership Agreements between Japan and ASEAN countries. Which of the following areas do you think has the most impact on your life? [SA]



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.

	ASEAN 10 Countries	Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
Base (n=)	1,893	156	154	235	114	190	230	208	185	188	233
Cooperation in economic development		14	7	46	21	36	33	36	26	27	37
Liberalization of people's movement to live, work, study or retire in other country	15	18	17	13	21	12	13	18	14	13	17
Reduction of tariffs on goods	13	8	7	11	8	19	8	13	21	12	21
Regulation on investment	10	15	17	9	10	5	9	12	10	8	6
Cooperation in customs procedure	7	14	12	7	8	5	8	6	8	6	3
Liberalization of service sector	7	11	11	3	10	6	9	3	7	10	8
Regulation on intellectual property	7	6	12	5	11	7	8	7	3	10	3
Liberalization of financial sector	6	13	15	4	11	4	1	5	6	8	4
Don't know	3	0	1	2	0	5	10	1	3	7	1

Base : Aware of FTA / ETA Agreement between Japan and ASEAN countries – weighted (n= 1,893)

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Q24. Below is a list of areas that could be improved as a result of the Free Trade or Economic Partnership Agreements between Japan and ASEAN countries. Which of the following areas do you think has the most impact on your life? [SA]



Expected Role of Japan in ASEAN - Summary

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).



Base : All respondents – weighted (n= 3,055) Q17 (4 point scale) // Q18 (4 point scale) // Q19 (3 point scale) // Q20 (4 point scale) // Q21 (4 point scale) [SA]



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

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

Japan's cooperation in development (e.g. Official Development Assistance (ODA)) is helpful for your country's development	Base (n=) %T2B	ASEAN 10 Countries 3,055 84	Brunei 301 52	Cambodia 301 75	Indonesia 305 94	Laos 300	Malaysia 301	Myanmar 313 93	Philippines	Singapore	Thailand 315 94	Vietnam Jose 308 94
M	lean score	3.33	2.45	3.10	3.55	3.05	3.45	3.57	3.64	3.14	3.53	3.68
Ver	y helpful	45	7	37	56	23	47	62	64	25	54	70
Somewha	nt helpful	39	45	39	38	40	45	32	33	55	41	25
Somewhat no	ot helpful	7	24	13	3	15	2	2	1	8	3	3
Not help	oful at all	3	17	7	0	2	1	2	0	2	0	0
Do	n't know	6	7	4	3	19	5	2	2	10	3	3
	Daca i All roci	pondonts woid	atod (n= 2.055)									

Base : All respondents – weighted (n= 3,055)

Q20. To what extent do you think Japan's cooperation in development (such as economic and technical cooperation by Official Development Assistance (ODA)) is helpful for your country's development? [SA]

T2B = Rate 4 and 5



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

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.



Base : All respondents – weighted (n= 3,055)

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Q21. What is your view of Japan's assistance through the Japan-ASEAN Integration Fund (JAIF) to ASEAN in these areas: establishment of the ASEAN Community in 2015 and more regional integration in future (such as strengthening ASEAN connectivity and narrowing the development gap among ASEAN countries)? Would you say Japan's assistance is satisfactory or not? [SA]

T2B = Rate 4 and 5



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

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.

The Government of Japan's has been promoting people-to- people exchange projects through JENESYS with more Base (n=)	ASEAN 10 Countries 3,055	Brunei	Cambodia	Indonesia 305	Laos O 300	Malaysia	Myanmar S13	Philippines	Singapore	Thailand 315	Vietnam S08
than 20,000 participants %T2B Mean score	84 3.26	55 2.50	73 2.97	96 3.45	70 3.03	92 3.32	82 3.37	97 3.63	85 3.17	94 3.48	94 3.56
Japan deserves high appreciation	38	4	25	47	24	36	50	62	29	49	57
Japan deserves some appreciation	46	51	48	50	46	56	32	35	56	45	37
Japan does not deserve appreciation	8	28	16	2	13	3	10	0	8	3	1
Japan does not deserve appreciation at all	3	11	6	0	4	1	3	0	2	0	1
Don't know	5	7	5	1	13	3	5	2	5	3	4

Base : All respondents – weighted (n= 3,055)

Q18. The Government of Japan has been promoting people-to-people exchange projects through JENESYS (Japan-East Asia Network of Exchange for T2B = Rate 4 and 5 Students and Youths) with more than 20,000 participants. The program provides opportunities for youth exchanges between Japan and Asia – Pacific region. Do you think Japan's efforts in promoting people-to-people exchanges deserve appreciation? [SA]



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

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.



Base : All respondents – weighted (n= 3,055)

Q19. Do you think the Government of Japan should promote more people-to-people exchanges, such as having more youth exchanges like JENEYS (Japan-East Asia Network of Exchange for Students and Youths)? [SA]

T2B = Rate 4 and 5



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

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

Japan's Self-Defense Forces should play an active role for disaster management, safety, stability and prosperity of Ba		ASEAN 10 Countries 3,055	Brunei	Cambodia	Indonesia 305	Laos	Malaysia	Myanmar J13	Philippines	Singapore	Thailand	Vietnam
Southoast Asia	%Т2В	81 3.14	63 2.57	61 2.67	89 3.39	71 2.93	87 3.24	87 3.22	96 3.53	82 3.11	92 3.39	86 3.31
Strongly	agree	30	3	9	50	13	34	34	53	27	43	36
	Agree	51	60	52	39	58	53	53	43	55	50	50
Dis	agree	11	22	28	9	15	8	6	2	9	4	6
Strongly dis	agree	3	11	6	1	2	2	3	0	4	0	1
Don't	know	5	4	5	1	12	4	4	2	6	3	8
		andonte woigh	+									

Base : All respondents – weighted (n= 3,055)

Q17. Do you think Japan's Self-Defense Forces should play an active role for disaster management, safety, stability and prosperity of Southeast Asia? [SA]

T2B = Rate 4 and 5



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.





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.

		Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
	ASEAN 10 Countries							*	(***		
Base (n=)	1,893	156	154	235	114	190	230	208	185	188	233
Economic and technical cooperation	65	48	51	84	44	84	63	77	59	67	78
Education/human resources development	55	38	47	78	38	62	53	64	42	62	66
Trade promotion and private investment	53	37	42	70	40	58	37	66	49	62	65
Peacekeeping	46	34	31	59	37	55	26	62	44	46	62
Environment	44	31	38	50	38	53	24	50	50	55	54
Cultural exchanges	43	27	28	58	29	50	21	45	55	57	61
Youth exchanges	42	35	35	57	33	50	33	46	47	50	38
Agriculture	37	26	31	51	32	43	21	51	29	42	41
Anti-terrorism actions	35	33	19	41	26	36	17	60	42	36	37
Sports	23	24	19	25	27	28	16	23	22	30	22

Base : All respondents – weighted (n= 3,055)

Q22. In which of the following aspects do you wish Japan to contribute more towards ASEAN integration? [MA]



5. Media Habit and Demographics

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Media Usage

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.



Base : All respondents – weighted (n= 3,055)

Q28. And which do you usually use to obtain information about Japan? [MA]



Source of Information about Japan – by Country

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

	ASEAN 10 Countries	Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
Base (n=)	3,055	301	301	305	300	301	313	305	306	315	308
Website	56	36	39	76	29	64	38	69	58	71	77
Television	54	35	28	74	55	64	34	63	57	73	61
Social Networking Sites (Facebook, Twitter, etc.)	43	25	38	45	29	50	52	53	35	58	49
News paper	31	46	26	28	25	33	19	33	42	27	34
Video-sharing website, i.e. YouTube	24	15	17	41	20	33	10	33	17	35	24
Magazine	23	15	17	31	17	37	6	29	25	26	24
Book	22	14	10	29	9	29	26	26	16	32	25
Movies	21	15	10	37	14	29	12	23	15	31	24
Friends / Family / Colleagues	20	8	8	27	7	25	19	30	25	23	30
Blog	20	26	17	31	12	41	9	22	11	21	8
Mail magazine / Online newsletter	14	30	18	25	14	8	7	13	8	9	11
Education / studying at school	12	17	11	16	8	16	7	19	6	10	13
Radio	12	19	20	9	12	10	4	14	9	10	16
Travel (including studying abroad)	11	1	3	18	4	18	6	14	20	13	12
Seminar/symposium and cultural event	10	11	5	17	3	10	7	9	6	10	19

Base : All respondents – weighted (n= 3,055)

Q28. And which do you usually use to obtain information about Japan? [MA]



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.

	ASEAN 10	Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
Base (n=)	Countries	301	301	305	300	301	313	305	306	315	308
Television	68	42	33	88	63	84	41	89	73	88	74
Facebook, Twitter and other Social Networking Sites	63	32	56	70	54	70	63	77	54	78	72
Website	59	25	31	87	27	70	40	80	68	76	82
News paper	50	48	30	61	41	68	37	56	66	46	49
Video-sharing website, i.e. YouTube	38	35	31	50	42	44	17	42	26	52	42
Friends / Family / Colleagues	36	23	27	39	39	43	22	45	36	38	46
Book	32	20	23	41	14	47	33	38	27	36	42
Movies	29	36	29	33	47	29	8	28	22	32	25
Magazine	28	22	22	42	26	38	8	36	30	28	32
Education / studying at school	27	31	28	34	31	31	12	35	21	17	29
Radio	24	22	19	28	13	36	9	35	26	26	26
Seminar/symposium and cultural event	22	20	25	28	15	26	15	28	14	23	28
Blog	22	12	9	44	3	46	15	32	13	28	18
Travel (including studying abroad)	17	2	5	28	12	28	13	18	21	19	20
Mail magazine / Online newsletter	15	5	5	37	6	17	9	22	16	13	19

Base : All respondents – weighted (n= 3,055)

Q27. Which of the following sources do you usually use to obtain general information or knowledge? [MA]



Interest on Following International News

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



Base : All respondents – weighted (n= 3,055)

Q29. Are you interested to follow international news or information? [SA]



Frequency in Following General News

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



Base : Those interested International news – weighted (n= 2,784)

Q29. Are you interested to follow international news or information? [SA]

Q30. How often do you normally hear or read international news or information? Please select one response. [SA]



Demographics



Data in percent (%)



Demographics – by Country (1/3)

		Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
	ASEAN 10 Countries								(*** **		$\mathbf{\mathbf{t}}$
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

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Data in percent (%)



Demographics – by Country (2/3)

		Brunei	Cambodia	Indonesia	Laos	Malaysia	Myanmar	Philippines	Singapore	Thailand	Vietnam
	EAN 10 untries								***		X
Base	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	n/a	81	n/a	n/a
Indian		n/a	, a			6			9	, a	
Indigenous group		20				n/a			n/a		

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



Demographics – by Country (3/3)

	ME <i>n= 301</i>	НН ІЛСОМЕ	n= 301		n= 305	НН ІNCOME	n= 300	НН ІNCOME	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		

	n= 313	нн ілсоме	n= 305	НН ІNCOME	n= 306	НН ІNCOME	n= 315		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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Base : All respondents – weighted (n= 3,055) S6. Monthly Household Income / Expenditure (SA)





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