

Opinion Poll: Image of Japan in India

November, 2016
Southwest Asia division
Ministry of Foreign Affairs

The Ministry of Foreign Affairs commissioned the Centre for Media Studies (CMS) to conduct an opinion poll on the image of Japan in India from January to March this year.

1. Institution Contracted

The Centre for Media Studies (CMS)

2. Sample Size

1710 Opinion Leaders¹ in 11 cities² and 535 General Public (age 18 and over) in 5 cities³ in India

3. Methodology

face to face interviews

¹Opinion leaders include: political activists, academics/students, professionals (doctors, lawyers, etc), trade/business/industry and journalism/art/culture general public (age 18 and over)

² Ahmedabad, Kolkata, Chandigarh, Chennai, Delhi, Hyderabad, Patna, Pune, Bangalore, Mumbai, and Lucknow

³ Kolkata, Chennai, Delhi, Bengaluru, and Mumbai

Q1. What comes to your mind when you think of Japan? (Free Answer)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Developed country	17	19	17
Cultural country	6	5	6
Country with high technology	39	44	40
Disaster management (Earthquake)	1	5	2
Peaceful country	5	3	5
Strong economics of Japan country	9	5	8
Hard working peoples	3	5	3
Hiroshima and Nagasaki atomic bomb attack	2	4	3

Q2. What is your impression of Japan? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
A country that has consistently followed the path of a peace-loving nation since the end of World War II	64	64	64
A country that has great tradition and culture	57	57	57
A country with a strong economy and high technology	80	85	81
A country with a high standard of living	47	55	49
A country with the values such as democracy and liberalism	39	46	41
A country with a leadership in the international society	27	28	27
A country that disseminates new culture to the world such as animation, fashion and cuisine	40	46	41
A country with beautiful nature	32	36	33
A country that is conservative and closed	11	12	12

A country which one should be wary of	2	5	3
A country that is difficult to understand	4	7	4
A militant country	1	3	2
No specific impression	0	0	0

Q3. Which aspects of Japan you would like to know more about? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Politics/Diplomacy/Security	43	38	42
Economy	60	55	59
Companies/Business	45	48	45
Economic and technical cooperation (Official Development Assistance-ODA)	42	46	43
History	37	37	37
Culture (including traditional, POP, Japanese food, etc.))	41	46	42
Science / Technology	50	58	52
Tourism	39	43	40

Q3-2. Which aspects in Japanese culture are you interested in? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Flower arrangement	50	54	51
Tea ceremony	43	39	42
Traditional Japanese theater (Kabuki, Noh, Kyogen, Bunraku)	41	27	37
Calligraphy (Shodo)	26	29	27
Traditional Japanese music (Gagaku, Koto (Japanese	50	36	46

harp), Japanese drum, Shamisen)			
Japanese literature/Haiku	26	25	26
Sumo/Japanese martial arts (Karate, Judo, Kendo, etc.)	46	45	46
Bonsai	30	33	31
Japanese animations	27	35	29
Japanese comics (also known as Manga)	14	11	13
Video games/Online games	17	24	19
Japanese pop music (J-POP)	11	10	11
Japanese fashion (including KIMONO)	21	14	19
Japanese movies and dramas	25	21	24
Japanese food	34	36	35
Architecture	35	37	35
Japanese lifestyle and thought	19	21	20

Q4. Which of the following languages are you interested in to learn? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Japanese	50	39	48
Chinese	17	14	16
Korean	6	3	5
Arabic	8	6	8
French	37	37	37
Germany	20	14	18
Spanish	16	12	15
Russian	18	9	16
Not interested in learning any language	22	33	25

Q4-2. What is the reason to choose Japanese? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
I would like to visit Japan	50	58	52
I would like to travel Japan for sightseeing	58	56	57
I would like to work in Japan	30	34	31
I would like to study in Japan	13	19	14
I would like to understand Japanese culture and lifestyle	47	43	46
I would like to enjoy Japanese contents (fashion, music, movies, dramas, comics and animations)	37	35	36
I would like to communicate with my Japanese friends more deeply	13	17	14
Japanese is necessary for my work/business	11	13	12
Japanese can be useful in the future	26	25	26
There is a language school close to my home	1	3	2
Japanese is a required course in my school	0	0	0

Q5. How do you think about the current state of relationships between India and Japan?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Very Friendly	54	50	53
Somewhat friendly	41	43	42
Not very friendly	2	2	2
Not friendly at all	0	1	0
No idea	2	3	2

Q6. Do you think Japan is a reliable friend for India?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Yes, very reliable	50	49	50
Yes, somewhat reliable	44	46	44
Not very reliable	3	2	3
Not reliable at all	1	1	1

No idea	2	3	2
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Q6-2. Why do you think Japan is reliable? (MA)

(Asked only to those who chose (1. Yes, very reliable) or (2. Yes, somewhat reliable) in Q6)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Good relations/relations that share the same values	57	64	58
Economic ties (investment from Japan, good trade relationship)	71	74	72
Contribution to security (Peace building, anti-terrorism efforts, PKO, anti-piracy efforts)	43	53	46
Contribution to stabilization of international order (Rule of law, liberal democracy, free-trade system, etc)	36	46	38
Contribution to stabilization and growth of world economy	43	54	45
Attractive culture	21	31	23
Development cooperation in the international community	24	38	27
Solutions for global issues (Environment, climate change, infection, population, poverty, etc)	22	23	22

Q.7 Which of the following country is the most reliable?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Japan	46	44	46
America	14	16	14
UK	3	4	3
France	4	4	4
Russia	24	21	23

Germany	2	3	3
Italy	0	0	0
Canada	1	2	2
China	1	3	1
Brazil	0	0	0
South Africa	0	0	0
Australia	1	0	1
Saudi Arabia	0	0	0
Mexico	0	0	0
South Korea	0	0	0
Indonesia	0	0	0
Turkey	0	0	0
Argentina	0	0	0
others	0	0	0
No idea	2	4	2

Q7-2. Why do you think the country is the most reliable? (MA)

(Asked only to those who did NOT chose (1.Japan) in Q7)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Good relations/relations that share the same values	43	47	44
Economic ties (investments, good trade relationship)	51	60	53
Contribution to security (Peace building, anti-terrorism efforts, PKO, anti-piracy efforts)	54	53	53
Contribution to stabilization of international order (Rule of law, liberal democracy, free-trade system, etc)	48	48	48
Contribution to stabilization and growth of world economy	36	34	35
Attractive culture	9	12	10
Development cooperation in the	28	27	28

international community			
Solutions for global issues (Environment, climate change, infection, population, poverty, etc)	24	18	22
No specific reason	1	3	1

**Q8. Which of the following country is currently considered as an important partner for India?
(MA)**

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Japan	87	85	87
America	68	75	70
UK	33	32	33
France	38	40	38
Germany	32	38	33
Italy	10	8	10
Canada	14	13	14
Russia	69	63	67
China	16	29	19
Brazil	7	9	7
Mexico	3	4	3
South Africa	8	9	8
Australia	25	17	23
South Korea	7	9	7
Indonesia	2	1	2
KSA	3	2	3
Turkey	1	0	1
Argentina	1	0	1
No idea	1	2	1

Q9. Which of the following country would be considered as an important partner for India in the future? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Japan	88	87	87
America	68	73	70
UK	39	41	39
France	47	54	48
Germany	40	48	42
Italy	15	15	15
Canada	18	22	19
Russia	72	63	70
China	20	36	24
Brazil	18	21	18
Mexico	9	11	9
South Africa	17	21	18
Australia	36	30	35
South Korea	15	20	16
Indonesia	7	6	7
KSA	3	3	3
Turkey	2	3	2
Argentina	2	3	2
No idea	2	5	3

Q10. How significant of a role do you think Japan plays in each of the following areas?

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

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Very significant	51	46	49
Somewhat significant	41	44	42
Not very significant	6	5	6
Not at all significant	1	1	1
Don't know/Refused	2	5	3

(2) Security (including peace building, anti-terrorism efforts, PKO, anti-piracy efforts)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Very significant	49	46	49
Somewhat significant	41	42	41
Not very significant	7	6	7
Not at all significant	2	2	2
Don't know/Refused	1	3	2

(3) Stabilization and growth of world economy

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Very significant	51	53	51
Somewhat significant	39	37	38
Not very significant	7	6	7
Not at all significant	1	1	1
Don't know/Refuse	2	3	2

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

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Very significant	46	45	45
Somewhat significant	43	42	42
Not very significant	6	5	6
Not at all significant	1	2	1
Don't know/Refuse	5	7	5

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

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Very Significant	47	41	45
Somewhat significant	42	43	42
Not very significant	8	9	8

Not at all significant	1	2	1
Don't know/Refused	3	7	5

Q11. How do you evaluate Japan's performance as peace-loving nation for 70 years since the end of World War II?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Value highly	65	55	62
Value partially	29	39	32
Value less	3	3	3
Not value at all	1	1	1
Don't know	2	3	3

Q12. Prime Minister Shinzo Abe elaborates his security policy to proactively contribute even further to the peace and stability of the region and the international community from the perspective of "Proactive Contribution to Peace", based on the principle of international cooperation. Do you think this policy is valuable for maintaining global peace and international order?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Valuable	59	51	57
Rather valuable	34	34	34
Rather not valuable	2	3	2
Not valuable at all	1	1	1
Don't know/Refused	5	10	6

Q13. From where do you acquire information or knowledge? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Television	98	97	98
Magazine and book	45	42	44
Newspaper	96	94	95
Radio	16	28	19
Website	55	50	54
Blog	15	15	15

Mail magazine	16	13	16
Facebook, Twitter and other SNS	47	49	48
Video-sharing website like You Tube	31	26	30
Movies	31	26	30
School studies	9	15	11
Seminars/symposiums and cultural events	22	16	21
Friends/Family/Relatives	41	44	42
Experience of site visits (including studying abroad or travels)	9	8	8

Q14. From where do you acquire the information about Japan? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Television	94	94	94
Magazine and book	27	29	27
Newspaper	87	83	86
Radio	6	13	8
Website	36	32	35
Blog	8	9	8
Mail magazine	7	5	6
Facebook, Twitter and other SNS	27	29	27
Video-sharing website like You Tube	15	13	15
Movies	8	8	8
School studies	3	7	4
Seminars/symposiums and cultural events	8	4	7
Friends/Family/Relatives	25	29	26
Experience of site visits (including studying abroad or travels)	4	3	4
I have not acquired the information about Japan.	0	1	1

Q15. How often do you normally access to international news or information?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Everyday	38	27	35
About 2-3 times a week	28	29	28
About once a week	18	25	19
About once a month	11	8	10
About once in 2-3 months	3	5	3
About once in 6 months	1	2	1
About once a year	0	1	1
I hardly access to international news or information	2	3	2

Q16. Are you interested in international news or information?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Very interested	44	32	42
Somewhat interested	47	56	49
Not very interested	8	10	8
Not at all interested	0	2	1

Q17. Do you recall anything important that you read or saw recently in the newspapers or saw recently in the newspapers or TV Channels about Japan in the last three months?

(Free Answer)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Prime minister of India visited Japan	8	5	7
Japan PM Shinzo Abe visited India	39	36	38
Japanese investment in India	3	5	3
About earthquake in Japan	4	3	4
Japan will help in India introducing bullet train in India	12	16	13
Not Remember	20	23	21

Q18. Do you think that coverage about Japan in Indian news media and newspaper is good?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Fair and good	60	56	59
No	31	30	31
Unsure	9	14	10

Q19. Have you ever tried to see anything about Japan in your computer or website, if so, what about? (Free Answer)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Japanese culture	7	7	7
Japanese gadgets	2	4	2
About Technology	8	10	8
Tourist places	2	4	2
No & None	61	55	60

Q20. Have you or anyone you know ever visited Japan?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Yes	20	13	18
No	80	87	82

Q20-2. How long ago? (Asked only to those who answered (Yes) in Q20)

	Opinion Leader	General Public	All Cities
Average (in months)	23	26	23

Q21. Do you know that Japanese Prime Minister Shinzo Abe has visited India for three days in December 2015?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Yes	87	79	85
No	13	21	15

Q21. Do you follow news reports and information about Japan?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Yes, regularly	28	17	25
Yes, but only occasionally	64	73	66
Not at all	8	10	8

Q23. What do you think of the current state of economic relations between Japan and India?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Excellent	28	21	26
Good	58	63	59
Fair	12	13	12
Poor	0	1	1
Unsure	1	1	1

Q24. What is your view about Japanese Investments in India

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Very welcome	61	54	59
Rather welcome	34	39	35
Rather not welcome	3	4	3
Not welcome	0	2	1
Unsure	1	1	1

Q24-2. For what reasons do you welcome Japanese investments in India? MA

(Asked only to those who answered 'Very welcome' or 'Rather welcome' in Q24)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Improve industrial technology in India	69	74	70
Increase employment opportunities	65	70	66
Enhance quality of	43	52	45

products in India			
Lower product cost in India	33	37	34
Increase business opportunities	52	59	54
Help national economy	40	51	42
Help regional development	25	39	28
Give good influence to entrepreneurs	20	31	23
Contribute to public welfare	15	20	17

Q24-3 For what reasons do you NOT welcome Japanese investment in India? (MA)

(Asked only to those who answered 'Rather not welcome' or 'Not welcomed' in Q24)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Decrease the business opportunities of Indian corporations	34	47	39
Raise product cost in India	77	74	76
Give bad influence to entrepreneurs	48	65	54
Do not feel comfortable with foreign enterprise and foreign capital	24	21	23

Q25. Do you know the Prime Minister of Japan and India have been holding summit level meetings annually?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Yes	73	59	70
No	27	41	30

Q26. In which areas should Japan and India cooperate more? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Defense/Security	58	60	59
United Nations reform	38	37	38
Economic relations	67	65	66
Climate Change	33	29	32
Disaster relief	40	49	42
Counter terrorism	33	39	35
Economic development in Asia	35	46	37
Science & Technologies	53	67	57
Nuclear Technology and safety	33	44	36
Agriculture/Farming	16	22	17

Q27. If there is a similar opportunity of going to Japan for higher studies, would you send your child to Japan or rather prefer to send to US or UK?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Yes, I will send to Japan	41	44	41
No, I prefer sending US/UK	38	23	34
Not sure/Can't think	22	33	25

Q27-2 And why? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Tuition fee is low	15	17	16
Language barrier is low	27	26	26
I like their culture	35	44	37
Education level is high	68	74	69

Family /friends live in that Country	9	13	10
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Q28. Which of the following Japan-related events would you like to attend? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Film showings	23	28	24
Demonstration (flower arrangement, tea ceremony, etc)	44	39	43
Exhibition	52	56	53
Public lecture, Seminar, Symposium	40	26	37
Performances (traditional and contemporary)	20	21	20
Japanese Speech contest	8	11	9
Sports	22	36	25
None	3	8	4

Q29. In which areas should japan make contribution in South Asia Region? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Peace-keeping/Meditation	49	48	48
Economic	74	70	73
Development assistance	46	54	48
Promotion of trade	47	60	50
Cultural exchange	27	33	28
Larger military presence in order to maintain peace and stability	26	35	28
Protection of environment	25	38	28

Q30. To what extent is Japanese ODA (Official Development Assistance) helping India?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
A great deal	36	28	34
To some extent	51	53	52
Not much	6	7	6
Not at all	0	0	0
Unsure	7	12	8

Q31. Did you know that Japan is one of the largest donor countries to India and has been a significant contributor for modernizing India's transport, road, infrastructure and water, sewage and sanitation projects in different parts of the Country?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Yes	75	66	73
No	25	34	27

Q.32 On which area should Japan emphasize its assistance to India? (MA)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Energy	46	49	47
Infrastructure (roads, bridges, harbors, water supply, etc.)	66	75	69
Industries	60	64	61
Urban development	41	55	44
Agriculture	32	37	33
Environment	24	29	26
Culture	22	30	24
Education	31	46	35
Health, sanitation	24	33	26
Human resource development	26	41	30
Disaster Management	23	34	26

Q33. When you think of Japanese assistance to India, which project comes on top of your mind? (Free Answer)

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Delhi Metro Project	27	25	27
Bullet Train	12	13	12
Technology	4	5	5
Transport, road, infrastructure and water sewage & sanitation	5	5	5
Chennai Metro Rail project	5	11	7
Bangalore Metro Rail Project	3	9	4
Kolkata Metro Rail Project	6	11	7
Husain Sagar project Hyderabad	4	-	3
Don't know	11	9	10

Q34. Which of the following Japanese projects have you ever heard of?

(1) Delhi

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Delhi Metro Rail Project	57	51	56
Yamuna (River) Action Plan Project	24	27	25
Delhi-Mumbai Dedicated Freight Corridor	11	16	12
Delhi-Mumbai Industrial Corridor	9	15	10
Visionary Leaders For Manufacturing	8	11	9

Programme/Champions for Societal Manufacturing Programme			
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(2) Kolkata

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Metro Rail Project (East-West Line)	25	27	25
Visionary Leaders For Manufacturing Programme/Champions for Societal Manufacturing Programme	9	16	10

(3) Mumbai

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Ajanta-Ellora Conservation & Tourism Development Project	20	21	20
Mumbai Metro Line 3 Project	23	28	24
Delhi-Mumbai Dedicated Freight Corridor	10	13	11
Delhi-Mumbai Industrial Corridor	9	12	10
Visionary Leaders For Manufacturing Programme/Champions for Societal Manufacturing	8	11	9

Programme			
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(4) Pune

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Ajanta-Ellora Conservation & Tourism Development	14	6	12
Delhi-Mumbai Industrial Corridor	12	5	10

(5) Chennai

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Chennai Metro Project	19	29	21
Tamil Nadu Afforestation Project	8	14	10
Visionary Leaders For Manufacturing Programme/Champions for Societal Manufacturing Programme	7	14	8
Chennai-Bangalore Industrial Corridor	7	16	9
Institute of Child Health and Hospital for Children, Chennai	7	13	8

(6) Hyderabad

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Hussain Sager Catchment Area Improvement Project	12	4	10
Hyderabad Transmission Project	7	3	6
Hyderabad Outer Ring Road Project	9	3	7
Campus Development	6	2	5

and Technical Cooperation for Indian Institute of Technology Hyderabad			
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(7) Bangalore

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Bangalore Water Supply & Sewerage Project	11	19	13
Bangalore Metro Rail Project	13	19	14
Chennai-Bangalore Industrial Corridor	8	16	10

(8) Ahmadabad

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Gujarat Forestry Project	11	3	9
Delhi-Mumbai Dedicated Freight Corridor	7	2	6
Delhi-Mumbai Industrial Corridor	7	2	6

(9) Chandigarh

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Haryana Natural Resource Management and Poverty Reduction Project	9	2	7
Yamuna (River)	15	7	13

Action Plan Project			
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Q35. What is the most used and liked Japanese product by you or your close family or friends?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Honda Car	18	17	18
Camera	15	12	14
Two wheeler	12	8	11
Phone/Mobile	20	16	19
Electric item	14	13	13
TV	34	32	34
Watch	4	1	3
Computer and Laptop	5	4	5
Toys	3	5	4
Car	9	1	7
AC	6	3	5
None	6	9	6

Q36. If Japanese language facility is available in your city, would you like to try or wants your son/daughter or brother/sister to avail?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Yes	70	73	70
No	30	27	30

Q37. Do you agree or disagree that strengthening of defence/security ties between India and Japan would contribute to the peace and stability in the Asian Region?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Agree	85	81	84
Disagree	8	10	8
Unsure	7	10	8

Q38. Regarding the future relationship between Japan and India, which of the following statements do you most agree with?

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Japan and India should be closer	54	73	59
Japan and India should maintain the present status of relationship	42	22	37
Japan and India are too close now and there should be more distance	4	4	4
Unsure	1	1	1

Q39. What kind of national characteristics do you think Japanese people have? MA

Figures in % (rounded off)

	Opinion Leader	General Public	All Cities
Diligent/Hard working	83	84	83
Polite	60	58	60
Efficient management practice	51	58	53
Respect traditional values	37	45	39
Inventive	32	35	33
Imitative	11	17	12
Conservative	15	23	17
Liberal	23	27	24
Friend	44	52	46
Unfriendly	2	3	2
Reserved	7	7	7
Outgoing	8	7	7
Arrogant	1	1	1
None of the above	1	0	1
Honesty People	1	1	1