

## Question/Categories

Notes: Total may not become 100% due to rounding off

Q1 Are you interested in learning languages other than your native language?	2,500
1 I am very interested	28%
2 I am somewhat interested	38%
3 I am somewhat uninterested	20%
4 I am not interested at all	13%
Q1-2 Which of the following languages are you interested in learning?	1,664
1 Japanese	11%
2 Chinese	12%
3 Korean	2%
4 Arabic	7%
5 French	28%
6 German	27%
7 Spanish	34%
8 Russian	11%
9 Others	33%
Q1-3 Why did you choose to learn Japanese?	177
1 I would like to visit Japan	61%
2 I would like to travel to Japan for sightseeing	43%
3 I would like to work in Japan	18%
4 I would like to study in Japan	8%
5 I would like to understand Japanese culture and lifestyle	56%
6 I would like to enjoy Japanese culture that I see or hear	49%
7 I would like to communicate with my Japanese friends better	15%
8 Japanese is necessary for my work / business	3%
9 Japanese can be useful in the future	39%
10 There is a Japanese language school close to my home	2%
11 Japanese is a required course in my school	1%
12 Others	4%

## Question/Categories

Q2 Which of the following countries do you consider an important partner to [RESPONDENT'S COUNTRY] currently?	2,500
1 Japan	20%
2 USA	44%
3 UK	21%
4 France	35%
5 Germany	45%
6 Italy	22%
7 Canada	21%
8 Russia	16%
9 China	34%
10 India	11%
11 Brazil	6%
12 Mexico	5%
13 South Africa	4%
14 Australia	14%
15 Republic of Korea	5%
16 Indonesia	2%
17 Kingdom of Saudi Arabia (KSA)	10%
18 Turkey	5%
19 Argentina	4%
20 Others	2%
21 Don't know / No idea	18%

Q3 And which of the following countries would you consider an important partner to [RESPONDENT'S COUNTRY] in the future?	2,500
1 Japan	23%
2 USA	35%
3 UK	15%
4 France	24%
5 Germany	28%
6 Italy	15%
7 Canada	24%
8 Russia	19%
9 China	32%
10 India	16%
11 Brazil	12%
12 Mexico	7%
13 South Africa	9%
14 Australia	16%
15 Republic of Korea	10%
16 Indonesia	5%
17 Kingdom of Saudi Arabia (KSA)	10%
18 Turkey	5%
19 Argentina	4%
20 Others	2%
21 Don't know / No idea	24%

## Question/Categories

Q4 Which of the following countries is the most reliable friend to [RESPONDENT'S COUNTRY] ?	2,500
1 Japan	1%
2 USA	14%
3 UK	3%
4 France	12%
5 Germany	22%
6 Italy	2%
7 Canada	3%
8 Russia	1%
9 China	2%
10 India	1%
11 Brazil	0%
12 Mexico	1%
13 South Africa	0%
14 Australia	2%
15 Republic of Korea	0%
16 Indonesia	0%
17 Kingdom of Saudi Arabia (KSA)	1%
18 Turkey	0%
19 Argentina	1%
20 Others	2%
21 Don't know / No idea	32%
Q4-2 Why do you think [ANSWER IN Q4] is the most reliable country?	1,707
1 [RESPONDENT'S COUNTRY] and [ANSWER IN Q4] have good relations / share the same values	62%
2 [RESPONDENT'S COUNTRY] and [ANSWER IN Q4] have good economic ties (investments, good trade relationship)	53%
3 [ANSWER IN Q4] contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	32%
4 [ANSWER IN Q4] contributes to stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	27%
5 [ANSWER IN Q4] contributes to stabilization and growth of world	30%
6 Japan has an attractive culture	23%
7 [ANSWER IN Q4] provides development cooperation in the international community, including Official Development Assistance (ODA)	16%
8 [ANSWER IN Q4] provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	16%
9 No reason	4%

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Q5 Which one of the following Asian countries is the most reliable friend of [RESPONDENT'S COUNTRY]?	2,500
1 Japan	28%
2 China	25%
3 Republic of Korea	4%
4 India	9%
5 Others	1%
6 Don't know / No idea	33%
Q5-2 Why do you think [ANSWER IN Q5] is the most reliable country to [RESPONDENT'S COUNTRY]?	1,685
1 [RESPONDENT'S COUNTRY] and [ANSWER IN Q5] have good relations / share the same values	23%
2 [RESPONDENT'S COUNTRY] and [ANSWER IN Q5] have good economic ties (investments, good trade relationship)	56%
3 [ANSWER IN Q5] contributes to security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	11%
4 [ANSWER IN Q5] contributes to the stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	13%
5 [ANSWER IN Q5] contributes to the stabilization and growth of world economy	28%
6 [ANSWER IN Q5] has an attractive culture	27%
7 [ANSWER IN Q5] provides development cooperation in the international community, including Official Development Assistance (ODA)	9%
8 [ANSWER IN Q5] provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	8%
9 No reason	11%

## Question/Categories

Q6 What is your impression of Japan?	2,500
1 A country that has been consistently promoting peace since the end of World War II	21%
2 A country with rich traditions and culture	64%
3 A country with a strong economy and high technology	58%
4 A country with a high standard of living	33%
5 A country with values, such as democracy and liberalism	14%
6 A country with a leadership in the international community	11%
7 A country that introduces new culture to the world such as animation, fashion, and cuisine	25%
8 A country with beautiful nature	32%
9 A country that is conservative and closed	13%
10 A country which one should be watchful of	10%
11 A country that is difficult to understand	13%
12 A militant / combative country	4%
13 Others	1%
14 None	8%
Q7 Which of the following aspects of Japan would you like to know more about?	2,500
1 Politics / Diplomacy / Security	16%
2 Economy	20%
3 Companies / Business	15%
4 Economic cooperation (Official Development Assistance – ODA)	12%
5 History	34%
6 Science / Technology	30%
7 Culture (including tradition, pop culture, Japanese food, etc.)	50%
8 Tourism	34%
9 Others	0%
10 None	18%

## Question/Categories

Q8 Specifically, which aspects of Japanese culture are you interested in?	2,500
1 Flower arrangement	16%
2 Tea ceremony	23%
3 Traditional Japanese theater (Kabuki, Noh, Kyogen, Bunraku)	13%
4 Calligraphy (Shodo)	19%
5 Traditional Japanese music (Gagaku, Koto [Japanese harp], Japanese drum, Shamisen, etc.)	9%
6 Japanese literature / Haiku	12%
7 Sumo / Japanese martial arts (Karate, Judo, Kendo, etc.)	16%
8 Bonsai	28%
9 Japanese animations	14%
10 Japanese comics (also known as Manga)	13%
11 Video games / Online games	13%
12 Japanese pop music (J-POP)	5%
13 Japanese fashion (including Kimono)	10%
14 Japanese movies and TV dramas	9%
15 Japanese food	44%
16 Architecture	27%
17 Japanese lifestyle and way of thinking	41%
18 Others	2%
19 None	15%
Q9 What do you think about the current state of relationship between [RESPONDENT'S COUNTRY] and Japan?	2,500
1 Very friendly relationship	15%
2 Somewhat friendly	55%
3 Somewhat unfriendly	4%
4 Very unfriendly	1%
5 Don't know / No idea	25%
Q10 How do you rate Japan as a reliable friend of [RESPONDENT'S COUNTRY]?	2,500
1 Very reliable	17%
2 Somewhat reliable	49%
3 Somewhat unreliable	7%
4 Very unreliable	2%
5 Don't know / No idea	26%

## Question/Categories

Q10-2 Why do you think Japan is reliable?	1,600
1 [RESPONDENT'S COUNTRY] and Japan have good relations / share the same values	30%
2 [RESPONDENT'S COUNTRY] and Japan have good economic ties (investments, good trade relationship)	55%
3 Japan contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	19%
4 Japan contributes to the stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	20%
5 Japan contributes to the stabilization and growth of world economy	34%
6 Japan has an attractive culture	40%
7 Japan provides development cooperation in the international community, including Official Development Assistance (ODA)	9%
8 Japan provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	11%
 Q11 To what extent does Japan play an important role in each of the following issues?	
(1) Stabilization of international order (including rule of law, liberal democracy, free-trade system, etc.)	2,500
1 Japan plays a very important role	13%
2 Japan plays a somewhat important role	43%
3 Japan doesn't play an important role so much	17%
4 Japan doesn't play an important role at all	3%
5 Don't know / No idea	24%
 (2) Security (including peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	2,500
1 Japan plays a very important role	10%
2 Japan plays a somewhat important role	36%
3 Japan doesn't play an important role so much	24%
4 Japan doesn't play an important role at all	7%
5 Don't know / No idea	23%
 (3) Stabilization and growth of world economy	2500
1 Japan plays a very important role	27%
2 Japan plays a somewhat important role	43%
3 Japan doesn't play an important role so much	9%
4 Japan doesn't play an important role at all	2%
5 Don't know / No idea	19%
 (4) Development cooperation in the international community, including Official Development Assistance (ODA)	2,500
1 Japan plays a very important role	11%
2 Japan plays a somewhat important role	40%
3 Japan doesn't play an important role so much	17%
4 Japan doesn't play an important role at all	3%
5 Don't know / No idea	30%

## Question/Categories

(5) Solutions to global issues (including environment, climate change, infectious disease, population, poverty, etc.)	2,500
1 Japan plays a very important role	14%
2 Japan plays a somewhat important role	38%
3 Japan doesn't play an important role so much	19%
4 Japan doesn't play an important role at all	4%
5 Don't know / No idea	24%
Q12 How much do you value Japan as a peace-loving nation for the past 70 years since the end of World War II?	2,500
1 A lot	38%
2 To some extent	39%
3 Not much	7%
4 Not at all	1%
5 Don't know / No idea	15%
Q13 Do you think Japan's proactive contribution to the peace and stability of the region and the international community would be valuable for maintaining global peace and establishment of international order?	2,500
1 Very valuable	29%
2 Somewhat valuable	44%
3 Somewhat not valuable	8%
4 Not valuable at all	1%
5 Don't know / No idea	18%

## Question/Categories

Q14	In which areas do you think [RESPONDENT'S COUNTRY] and Japan can strengthen partnership?	2,500
	1 Security	19%
	2 Economy	56%
	3 Development assistance, healthcare	24%
	4 Environment and climate change	41%
	5 Non-proliferation of weapons of mass destruction	26%
	6 Science and technology	57%
	7 Refugees and human rights	13%
	8 Academic	22%
	9 Others	1%
	10 None	12%
Q15	Japan has strengthened security cooperation with the UK and France, through security dialogues including ministerial level and joint military exercises. Do you think the national security cooperation between Japan and your country should be strengthened in the future?	2,500
	1 We should actively strengthen the cooperation with Japan	33%
	2 We should strengthen the cooperation with Japan to some extent	39%
	3 The current cooperation is sufficient; no need to strengthen	8%
	4 We don't need security cooperation with Japan	2%
	5 Don't know / No idea	18%
Q16	NATO is a collective security organization founded during the Cold War. In years following the Cold War, NATO has been aiming to strengthen partnership with non-member countries including Japan in order to address issues such as counter-terrorism, cyber security, maritime security, global issues, and new threats. Do you agree with this orientation of NATO?	2,500
	1 NATO should strengthen partnership with non-member countries	51%
	2 NATO should maintain the current relationship with non-member	23%
	3 NATO should focus on the area of responsibility, and downscale partnership with non-member countries	5%
	4 Don't know / No idea	20%
Q17	A Global Strategy for the EU (EU Global Strategy) released in June 2016 declares that the EU will engage with Asia in the field of security, as well as economy. Do you think the EU should engage further with security issues in the East China Sea and the South China Sea?	2,500
	1 The EU should strengthen its engagement in the areas just as described in the EU Global Strategy	40%
	2 The EU should maintain its current level of engagement, while keeping the EU Global Strategy in mind	29%
	3 The EU should reduce its engagement, and should not put the EU Global Strategy into practice.	6%
	4 Don't know / No idea	25%

## Question/Categories

- Q18 Many Japanese companies operate businesses in Europe, where they have created 440,000 jobs. Many Japanese companies do business in the UK. UK Prime Minister Theresa May stated that they will work to help Japanese companies continue business in UK. The EU shares the same view. In your opinion, to what extent do businesses run by foreign companies contribute to the economy in your country? 2,500
- |  |     |
|--|-----|
| 1 They make a significant contribution | 36% |
| 2 They make a moderate contribution    | 38% |
| 3 They make little contribution        | 8%  |
| 4 They make no contribution            | 1%  |
| 5 Don't know / No idea                 | 17% |
- Q19 Considering refugee issues that European countries face, Japan announced at the 2016 G7 Ise-Shima Summit that it will spend 6 billion US dollars for assistance to refugees. At the UN General Assembly, Japan announced 2.8 billion dollars for assistance to refugees and supportive communities. In your opinion, to what extent do Japan's activities contribute to the resolution of refugee issues? 2,500
- |  |     |
|--|-----|
| 1 They are making a significant contribution | 24% |
| 2 They are making a moderate contribution    | 39% |
| 3 They are making little contribution        | 14% |
| 4 They are making no contribution            | 3%  |
| 5 Don't know / No idea                       | 20% |

## Question/Categories

Q20 Which of the following sources do you usually use to obtain general information or knowledge?	2,500
1 Television	76%
2 Magazines, books	32%
3 Newspapers	44%
4 Radio	40%
5 Websites	59%
6 Blogs	9%
7 Mail magazines / Online newsletters	12%
8 Facebook, Twitter and other social networking services	23%
9 Video-sharing website, i.e. YouTube	13%
10 Movies	13%
11 School education / studying at school	10%
12 Seminars / symposiums and cultural events	8%
13 Friends / Family / Relatives	28%
14 Travel (including studying abroad)	14%
15 Others	0%
Q21 And which do you usually use to obtain information about Japan?	2,500
1 Television	45%
2 Magazines, books	20%
3 Newspapers	21%
4 Radio	13%
5 Websites	38%
6 Blogs	6%
7 Mail magazines / Online newsletters	6%
8 Facebook, Twitter and other social networking services	9%
9 Video-sharing website, i.e. YouTube	7%
10 Movies	9%
11 School education / studying at school	4%
12 Seminars / symposiums and cultural events	4%
13 Friends / Family / Relatives	11%
14 Travel (including studying abroad)	5%
15 Others	0%
16 I have not obtained any information about Japan	23%
Q22 How often do you normally hear or read international news or	2,500
1 Every day	55%
2 About 2 – 3 times a week	22%
3 About once a week	11%
4 About once a month	4%
5 About once in 2 – 3 months	2%
6 About once in 6 months	1%
7 About once a year	0%
8 I hardly hear or read international news or information	6%

## Question/Categories

Q23 Are you interested in international news or information?	2,500
1 Very interested	35%
2 Somewhat interested	50%
3 Somewhat not interested	12%
4 Not interested at all	3%

## Question/Categories

F0 Country	2,500
1 France	20%
2 Germany	20%
3 UK	20%
4 Poland	20%
5 Spain	20%
F1 Please indicate your gender	2,500
1 Male	50%
2 Female	50%
F2 Please indicate your age	2,500
1 18-29	21%
2 30-39	20%
3 40-49	21%
4 50-59	21%
5 60-69	17%
F3 Which of the following best describes your occupation?	2,500
1 Self-employed	7%
2 In paid employment	59%
3 Houseman / Housewife	6%
4 Student / in education	8%
5 Retired	13%
6 Unemployed	7%
F4 What is the highest level of education you have completed?	2,500
1 Junior high school	18%
2 High school	24%
3 Junior college / technical college	22%
4 Senior college / University (bachelor)	20%
5 Postgraduate school (master and above)	15%
F5 What is your monthly household income from all sources before tax?	
<b>[UK]</b>	500
1 29,999 GBP or less	51%
2 30,000 - 49,999 GBP	30%
3 50,000 - 83,999 GBP	14%
4 84,000 GBP or more	5%
<b>[GERMANY/FRANCE/SPAIN]</b>	1,500
1 2,999 € or less	58%
2 3,000-4,699 €	29%
3 4,700-6,999 €	9%
4 7,000 € or more	4%

## Question/Categories

<b>[POLAND]</b>	500
1 2,999 PLN or less	43%
2 3,000-8,999 PLN	51%
3 9,000-19,999 PLN	6%
4 20,000 PLN or more	1%