Q1 Are you interested in learning languages other than your native language? 1,500
1 I am very interested 68%
2 I am somewhat interested 19%
3 I am somewhat uninterested 4%
4 I am not interested at all 8%

Q1-2 Which of the following languages are you interested in learning? 1,500
1 Japanese 17%
2 Chinese 21%
3 Korean 2%
4 Arabic 9%
5 French 43%
6 German 35%
7 Spanish 30%
8 Russian 6%
9 Others 29%
10 None / NA 0%

Q1-3 Why did you choose to learn Japanese? 217
1 I would like to visit Japan 48%
2 I would like to travel to Japan for sightseeing 35%
3 I would like to work in Japan 29%
4 I would like to study in Japan 19%
5 I would like to understand Japanese culture and lifestyle 43%
6 I would like to enjoy Japanese culture that I see or hear (fashion, music, movies, TV series, comics, and animations) 29%
7 I would like to communicate with my Japanese friends better 13%
8 Japanese is necessary for my work / business 18%
9 Japanese can be useful in the future 21%
10 There is a Japanese language school close to my home 1%
11 Japanese is a required course in my school 1%
12 Others
Q2 Which of the following countries do you consider an important partner to [RESPONDENT’S COUNTRY] currently?

1. Japan 28%
2. USA 39%
3. UK 15%
4. France 32%
5. Germany 15%
6. Italy 6%
7. Canada 8%
8. Russia 7%
9. China 56%
10. India 14%
11. Brazil 8%
12. Mexico 1%
13. South Africa 5%
14. Australia 4%
15. Republic of Korea 5%
16. Indonesia 1%
17. Kingdom of Saudi Arabia (KSA) 4%
18. Turkey 4%
19. Argentina 1%
20. Others 7%
21. Don’t know / No idea 2%

Q3 And which of the following countries would you consider an important partner to [RESPONDENT’S COUNTRY] in the future?

1. Japan 33%
2. USA 38%
3. UK 16%
4. France 17%
5. Germany 17%
6. Italy 6%
7. Canada 9%
8. Russia 10%
9. China 48%
10. India 15%
11. Brazil 9%
12. Mexico 2%
13. South Africa 5%
14. Australia 5%
15. Republic of Korea 5%
16. Indonesia 1%
17. Kingdom of Saudi Arabia (KSA) 4%
18. Turkey 4%
19. Argentina 1%
20. Others 5%
21. Don’t know / No idea 3%
Question/Categories

Q4 Which of the following countries is the most reliable friend to [RESPONDENT’S COUNTRY]?

1. Japan 7%
2. USA 15%
3. UK 5%
4. France 23%
5. Germany 2%
6. Italy 1%
7. Canada 0%
8. Russia 1%
9. China 33%
10. India 2%
11. Brazil 1%
12. Mexico 0%
13. South Africa 1%
14. Australia 1%
15. Republic of Korea 0%
16. Indonesia 0%
17. Kingdom of Saudi Arabia (KSA) 1%
18. Turkey 0%
19. Argentina 0%
20. Others 2%
21. Don’t know / No idea 3%

Q4-2 Why do you think [ANSWER IN Q4] is the most reliable country?

1. [RESPONDENT’S COUNTRY] and [ANSWER IN Q4] have good relations / share the same values 41%
2. [RESPONDENT’S COUNTRY] and [ANSWER IN Q4] have good economic ties (investments, good trade relationship) 70%
3. [ANSWER IN Q4] contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts) 28%
4. [ANSWER IN Q4] contributes to stabilization of international order (rule of law, liberal democracy, free-trade system, etc.) 21%
5. [ANSWER IN Q4] contributes to stabilization and growth of world economy 39%
6. [ANSWER IN Q4] has an attractive culture 11%
7. [ANSWER IN Q4] provides development cooperation in the international community, including Official Development Assistance (ODA) 18%
8. [ANSWER IN Q4] provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.) 16%
9. No reason 1%
**Question/Categories**

Q5 Which of the following countries is the most reliable friend of [RESPONDENT'S COUNTRY] in Asia Pacific Region?

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>17%</td>
</tr>
<tr>
<td>USA</td>
<td>14%</td>
</tr>
<tr>
<td>Russia</td>
<td>2%</td>
</tr>
<tr>
<td>China</td>
<td>52%</td>
</tr>
<tr>
<td>Republic of Korea</td>
<td>1%</td>
</tr>
<tr>
<td>India</td>
<td>6%</td>
</tr>
<tr>
<td>Australia</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>-</td>
</tr>
<tr>
<td>Don't know / No idea / NA</td>
<td>7%</td>
</tr>
</tbody>
</table>

Q5-2 Why do you think [ANSWER IN Q5] is the most reliable country to [RESPONDENT’S COUNTRY]?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>[RESPONDENT’S COUNTRY] and [ANSWER IN Q5] have good relations / share the same values</td>
<td>36%</td>
</tr>
<tr>
<td>[RESPONDENT’S COUNTRY] and [ANSWER IN Q5] have good economic ties (investments, good trade relationship)</td>
<td>74%</td>
</tr>
<tr>
<td>[ANSWER IN Q5] contributes to security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)</td>
<td>17%</td>
</tr>
<tr>
<td>[ANSWER IN Q5] contributes to the stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)</td>
<td>19%</td>
</tr>
<tr>
<td>[ANSWER IN Q5] contributes to the stabilization and growth of world economy</td>
<td>41%</td>
</tr>
<tr>
<td>[ANSWER IN Q5] has an attractive culture</td>
<td>11%</td>
</tr>
<tr>
<td>[ANSWER IN Q5] provides development cooperation in the international community, including Official Development Assistance (ODA)</td>
<td>18%</td>
</tr>
<tr>
<td>[ANSWER IN Q5] provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)</td>
<td>12%</td>
</tr>
<tr>
<td>No reason</td>
<td>1%</td>
</tr>
</tbody>
</table>
**Question/Categories**

Q6 What is your impression of Japan? 1,500

1 A country that has been consistently promoting peace since the end of World War II 20%
2 A country with rich traditions and culture 32%
3 A country with a strong economy and high technology 75%
4 A country with a high standard of living 27%
5 A country with values, such as democracy and liberalism 18%
6 A country with a leadership in the international community 22%
7 A country that introduces new culture to the world such as animation, fashion, and cuisine 18%
8 A country with beautiful nature 13%
9 A country that is conservative and closed 10%
10 A country which one should be watchful of 5%
11 A country that is difficult to understand 6%
12 A militant / combative country 9%
13 Others 1%
14 None 3%

Q7 Which of the following aspects of Japan would you like to know more about? 1,500

1 Politics / Diplomacy / Security 22%
2 Economy 52%
3 Companies / Business 45%
4 Economic cooperation (Official Development Assistance – ODA) 20%
5 History 22%
6 Science / Technology 54%
7 Culture (including tradition, pop culture, Japanese food, etc.) 23%
8 Tourism 22%
9 Others 1%
10 None 3%
Q8 Specifically, which aspects of Japanese culture are you interested in? 1,500
1. Flower arrangement 12%
2. Tea ceremony 11%
3. Traditional Japanese theater (Kabuki, Noh, Kyogen, Bunraku) 12%
4. Calligraphy (Shodo) 9%
5. Traditional Japanese music (Gagaku, Koto [Japanese harp], Japanese drum, Shamisen, etc.) 12%
6. Japanese literature / Haiku 13%
7. Sumo / Japanese martial arts (Karate, Judo, Kendo, etc.) 24%
8. Bonsai 4%
9. Japanese animations 11%
10. Japanese comics (also known as Manga) 13%
11. Video games / Online games 14%
12. Japanese pop music (J-POP) 4%
13. Japanese fashion (including Kimono) 12%
14. Japanese movies and TV dramas 14%
15. Japanese food 15%
16. Architecture 24%
17. Japanese lifestyle and way of thinking 28%
18. Others 1%
19. None 19%

Q9 What do you think about the current state of relationship between [RESPONDENT’S COUNTRY] and Japan? 1,500
1. Very friendly relationship 35%
2. Somewhat friendly 52%
3. Somewhat unfriendly 4%
4. Very unfriendly 1%
5. Don’t know / No idea 8%

Q10 How do you rate Japan as a reliable friend of [RESPONDENT’S COUNTRY]? 1,500
1. Very reliable 36%
2. Somewhat reliable 50%
3. Somewhat unreliable 5%
4. Very unreliable 1%
5. Don’t know / No idea 7%
Q10-2 Why do you think Japan is reliable?  
1 [RESPONDENT’S COUNTRY] and Japan have good relations / share the same values 34%  
2 [RESPONDENT’S COUNTRY] and Japan have good economic ties (investments, good trade relationship) 69%  
3 Japan contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts) 13%  
4 Japan contributes to the stabilization of international order (rule of law, liberal democracy, free-trade system, etc.) 17%  
5 Japan contributes to the stabilization and growth of world economy 43%  
6 Japan has an attractive culture 18%  
7 Japan provides development cooperation in the international community, including Official Development Assistance (ODA) 19%  
8 Japan provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.) 16%  

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.) 1,500  
1 Japan plays a very important role 32%  
2 Japan plays a somewhat important role 44%  
3 Japan doesn't play an important role so much 10%  
4 Japan doesn't play an important role at all 4%  
5 Don't know / No idea 9%  

(2) Security (including peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts) 1,500  
1 Japan plays a very important role 26%  
2 Japan plays a somewhat important role 41%  
3 Japan doesn't play an important role so much 14%  
4 Japan doesn't play an important role at all 8%  
5 Don't know / No idea 10%  

(3) Stabilization and growth of world economy 1,500  
1 Japan plays a very important role 54%  
2 Japan plays a somewhat important role 33%  
3 Japan doesn't play an important role so much 6%  
4 Japan doesn't play an important role at all 2%  
5 Don't know / No idea 5%
(4) Development cooperation in the international community, including Official Development Assistance (ODA)

1 Japan plays a very important role 38%
2 Japan plays a somewhat important role 43%
3 Japan doesn't play an important role so much 6%
4 Japan doesn't play an important role at all 3%
5 Don't know / No idea 10%

(5) Solutions to global issues (including environment, climate change, infectious disease, population, poverty, etc.)

1 Japan plays a very important role 38%
2 Japan plays a somewhat important role 41%
3 Japan doesn't play an important role so much 9%
4 Japan doesn't play an important role at all 4%
5 Don't know / No idea 7%

Q12 How much do you value Japan as a peace-loving nation for the past 70 years since the end of World War II?

1 A lot 47%
2 To some extent 34%
3 Not much 10%
4 Not at all 2%
5 Don't know / No idea 7%

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?

1 Very valuable 46%
2 Somewhat valuable 41%
3 Somewhat not valuable 6%
4 Not valuable at all 2%
5 Don't know / No idea 5%
**Question/Categories**

Q14 How well do you know TICAD (Tokyo International Conference on African Development)?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I know it well</td>
<td>12%</td>
<td>120</td>
</tr>
<tr>
<td>I have seen or heard about it</td>
<td>28%</td>
<td>280</td>
</tr>
<tr>
<td>I don't know it at all</td>
<td>60%</td>
<td>600</td>
</tr>
</tbody>
</table>

Q15 How did you come to know about TICAD?

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>76%</td>
<td>468</td>
</tr>
<tr>
<td>Magazines, books</td>
<td>13%</td>
<td>81</td>
</tr>
<tr>
<td>Newspapers</td>
<td>35%</td>
<td>210</td>
</tr>
<tr>
<td>Radio</td>
<td>15%</td>
<td>90</td>
</tr>
<tr>
<td>Websites</td>
<td>21%</td>
<td>126</td>
</tr>
<tr>
<td>Mail magazines / Online newsletters</td>
<td>7%</td>
<td>42</td>
</tr>
<tr>
<td>Facebook, Twitter and other social networking services</td>
<td>13%</td>
<td>78</td>
</tr>
<tr>
<td>Video-sharing website, e.g. YouTube</td>
<td>5%</td>
<td>30</td>
</tr>
<tr>
<td>Movies</td>
<td>2%</td>
<td>12</td>
</tr>
<tr>
<td>School education / studying at school</td>
<td>6%</td>
<td>36</td>
</tr>
<tr>
<td>Seminars / symposiums and cultural events</td>
<td>4%</td>
<td>24</td>
</tr>
<tr>
<td>Friends / Family / Relatives</td>
<td>8%</td>
<td>48</td>
</tr>
<tr>
<td>Travel (including studying abroad)</td>
<td>3%</td>
<td>18</td>
</tr>
<tr>
<td>Others</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>N/A</td>
<td>0%</td>
<td>0</td>
</tr>
</tbody>
</table>

Q16 What do you think is the characteristic of Japan's relationship with Africa, compared to that of other countries (e.g. Western countries, China, India, etc)?

<table>
<thead>
<tr>
<th>Characteristic of Japan's relationship with Africa</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa and Japan have friendly relations / share the same values</td>
<td>36%</td>
<td>360</td>
</tr>
<tr>
<td>Africa and Japan have strong economic ties (investments, trade)</td>
<td>61%</td>
<td>610</td>
</tr>
<tr>
<td>Japan contributes to the security in Africa (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)</td>
<td>14%</td>
<td>140</td>
</tr>
<tr>
<td>Japan contributes to stabilizing international order including Africa (rule of law, liberal democracy, free-trade)</td>
<td>18%</td>
<td>180</td>
</tr>
<tr>
<td>Japan contributes to the stabilization and growth of African economy through advanced technology (quality infrastructure, etc.) or human resource development</td>
<td>33%</td>
<td>330</td>
</tr>
<tr>
<td>Japanese culture is attractive (including both traditional and pop culture)</td>
<td>14%</td>
<td>140</td>
</tr>
<tr>
<td>Japan is taking initiative in tackling the global issues (environment, climate change, infectious disease, population, poverty, etc.)</td>
<td>16%</td>
<td>160</td>
</tr>
<tr>
<td>Others</td>
<td>2%</td>
<td>20</td>
</tr>
<tr>
<td>Not different from other countries</td>
<td>5%</td>
<td>50</td>
</tr>
<tr>
<td>Don't know / NA</td>
<td>1%</td>
<td>10</td>
</tr>
</tbody>
</table>
Question/Categories

Q17 Which of the following contributions to Africa do you expect from Japan? 1,500
1 Enhanced relationship where both parties share the same values 37%
2 Stronger economic ties (investments, trade relationship) 78%
3 Contribution to security (peace building, anti-terrorism, peace-keeping operation (PKO), anti-piracy) in Africa 23%
4 Contribution to stabilizing international order (rule of law, liberal democracy, free-trade system, etc.) including Africa 26%
5 Sending out attractive culture (traditional arts, pop culture, etc.) 17%
6 Contribution in addressing global issues (environment, climate change, infectious disease, population, poverty, etc.) 21%
7 Others 0%
8 No specific expectation 3%
9 N/A 0%

Q18 Do you expect more investments from Japanese companies to your 1,500
1 Yes, I expect 93%
2 No, I don't expect 7%

Q19 Why do you expect investment from Japanese companies? 1,389
1 It would help economic growth in my country 61%
2 Investment from Japan would improve the public image of my country 20%
3 It would bring advanced technology and quality products 46%
4 It would help human resource development in my country 13%
5 It would promote local employment 34%
6 Japanese companies pay attention to relationships with local companies 5%
7 My country should not depend too much on investment from other countries than Japan 2%
8 The investment amount would be considerable 3%
9 Japanese companies are active in promoting business 3%
10 Others -

Q20 Why you don’t expect investment from Japanese companies to your 111
1 It would not help economic growth in my country 20%
2 Investment from Japan would negatively affect the public image of my country 14%
3 It would not bring advanced technology and quality products 11%
4 It would not help human resource development in my country 15%
5 It would not promote local employment 34%
6 Japanese companies do not pay attention to relationships with local 12%
7 My country should welcome investments from a specific country other than Japan 10%
8 The investment amount would be insignificant 13%
9 Japanese companies are cautious in expanding business 11%
10 It would bring conflict of interest with other countries i.e. China 2%
11 Don’t know / NA 5%
### Question/Categories

#### Q21 Which of the following sources do you usually use to obtain general information or knowledge?

<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>87</td>
</tr>
<tr>
<td>Magazines, books</td>
<td>23</td>
</tr>
<tr>
<td>Newspapers</td>
<td>46</td>
</tr>
<tr>
<td>Radio</td>
<td>34</td>
</tr>
<tr>
<td>Websites</td>
<td>59</td>
</tr>
<tr>
<td>Blogs</td>
<td>10</td>
</tr>
<tr>
<td>Mail magazines / Online newsletters</td>
<td>12</td>
</tr>
<tr>
<td>Facebook, Twitter and other social networking services</td>
<td>39</td>
</tr>
<tr>
<td>Video-sharing website, i.e. YouTube</td>
<td>17</td>
</tr>
<tr>
<td>Movies</td>
<td>14</td>
</tr>
<tr>
<td>School education / studying at school</td>
<td>18</td>
</tr>
<tr>
<td>Seminars / symposiums and cultural events</td>
<td>10</td>
</tr>
<tr>
<td>Friends / Family / Relatives</td>
<td>16</td>
</tr>
<tr>
<td>Travel (including studying abroad)</td>
<td>6</td>
</tr>
<tr>
<td>Others</td>
<td>-</td>
</tr>
</tbody>
</table>

#### Q22 And which do you usually use to obtain information about Japan?

<table>
<thead>
<tr>
<th>Source</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>66</td>
</tr>
<tr>
<td>Magazines, books</td>
<td>9</td>
</tr>
<tr>
<td>Newspapers</td>
<td>23</td>
</tr>
<tr>
<td>Radio</td>
<td>13</td>
</tr>
<tr>
<td>Websites</td>
<td>42</td>
</tr>
<tr>
<td>Blogs</td>
<td>4</td>
</tr>
<tr>
<td>Mail magazines / Online newsletters</td>
<td>6</td>
</tr>
<tr>
<td>Facebook, Twitter and other social networking services</td>
<td>16</td>
</tr>
<tr>
<td>Video-sharing website, i.e. YouTube</td>
<td>7</td>
</tr>
<tr>
<td>Movies</td>
<td>6</td>
</tr>
<tr>
<td>School education / studying at school</td>
<td>9</td>
</tr>
<tr>
<td>Seminars / symposiums and cultural events</td>
<td>3</td>
</tr>
<tr>
<td>Friends / Family / Relatives</td>
<td>5</td>
</tr>
<tr>
<td>Travel (including studying abroad)</td>
<td>2</td>
</tr>
<tr>
<td>Others</td>
<td>-</td>
</tr>
<tr>
<td>I have not obtained any information about Japan</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Q23 How often do you normally hear or read international news or information?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Every day</td>
<td>40</td>
</tr>
<tr>
<td>About 2 – 3 times a week</td>
<td>34</td>
</tr>
<tr>
<td>About once a week</td>
<td>16</td>
</tr>
<tr>
<td>About once a month</td>
<td>5</td>
</tr>
<tr>
<td>About once in 2 – 3 months</td>
<td>2</td>
</tr>
<tr>
<td>About once in 6 months</td>
<td>0</td>
</tr>
<tr>
<td>About once a year</td>
<td>0</td>
</tr>
<tr>
<td>I hardly hear or read international news or information</td>
<td>2</td>
</tr>
</tbody>
</table>

#### Q24 Are you interested in international news or information?

<table>
<thead>
<tr>
<th>Level</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very interested</td>
<td>65</td>
</tr>
<tr>
<td>Somewhat interested</td>
<td>30</td>
</tr>
<tr>
<td>Somewhat not interested</td>
<td>3</td>
</tr>
<tr>
<td>Not interested at all</td>
<td>2</td>
</tr>
</tbody>
</table>
### Question/Categories

**F0 Country**
- 1 South Africa: 33%
- 2 Kenya: 33%
- 3 Ivory Coast: 33%

**F1 Please indicate your gender**
- 1 Male: 54%
- 2 Female: 46%

**F2 Please indicate your age**
- 1 18-19: 3%
- 2 20-24: 13%
- 3 25-29: 20%
- 4 30-34: 18%
- 5 35-39: 15%
- 6 40-44: 11%
- 7 45-49: 10%
- 8 50-54: 6%
- 9 55-59: 4%

**F3 Which of the following best describes your occupation?**
- 1 Company owner (with 10 or more employees): 1%
- 2 Company owner (with less than 10 employees): 4%
- 3 Specialist (Medical doctor, lawyer, architect, accountants, etc.): 6%
- 4 Skilled worker (Building worker / plumber / building painter / electrician, etc.): 6%
- 5 Board member / senior executive / Specialist: 2%
- 6 Manager: 5%
- 7 Public service worker (medical, school, police, etc.): 18%
- 8 Office worker (clerical, sales, etc.): 15%
- 9 Skilled worker / factory worker / sales and service staff: 10%
- 10 Home maker: 2%
- 11 Student: 15%
- 12 Unemployed: 6%
- 13 Other: 8%
Question/Categories

F4 What is the highest level of education you have completed?

[Kenya] 500
1 Post-secondary qualification/college (not university) completed 48%
2 Some university 23%
3 University completed 23%
4 Post graduate studies incomplete (no post graduate degree) 2%
5 Post graduate studies complete (post graduate degree) 5%

[South Africa] 500
1 Technikon diploma/degree completed 54%
2 University degree completed 37%
3 Professional 7%
4 Technical 2%
5 Secretarial 1%

[Ivory Coast] 500
1 University not completed 92%
2 University completed 8%

F5 What is your monthly household income from all sources before tax?

[Kenya] 500
1 KES 49,999 or less 52%
2 KES 50,000-99,999 27%
3 KES 100,000-249,999 10%
4 KES 250,000 or more 2%
5 Refused/Don't know 9%

[South Africa] 500
1 R 999 or less -
2 R 1,000-4,999 0%
3 R 5,000-9,999 11%
4 R 10,000 or more 85%
5 Refused/Don't know 4%

[Ivory Coast] 500
1 69,999 FCFA or less 17%
2 70,000-249,999 FCFA 48%
3 250,000-599,999 FCFA 28%
4 600,000 FCFA or more 6%
5 Refused/Don't know 1%