

## Question/Categories

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	-

## Question/Categories

Q2 Which of the following countries do you consider an important partner to [RESPONDENT'S COUNTRY] currently?	1,500
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?	1,500
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)	6%
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]?	1,500
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?	1,454
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?	1,500
1 Japan	17%
2 USA	14%
3 Russia	2%
4 China	52%
5 Republic of Korea	1%
6 India	6%
7 Australia	1%
8 Others	-
9 Don't know / No idea / NA	7%
Q5-2 Why do you think [ANSWER IN Q5] is the most reliable country to [RESPONDENT'S COUNTRY]?	1,421
1 [RESPONDENT'S COUNTRY] and [ANSWER IN Q5] have good relations / share the same values	36%
2 [RESPONDENT'S COUNTRY] and [ANSWER IN Q5] have good economic ties (investments, good trade relationship)	74%
3 [ANSWER IN Q5] contributes to security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	17%
4 [ANSWER IN Q5] contributes to the stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	19%
5 [ANSWER IN Q5] contributes to the stabilization and growth of world economy	41%
6 [ANSWER IN Q5] has an attractive culture	11%
7 [ANSWER IN Q5] provides development cooperation in the international community, including Official Development Assistance (ODA)	18%
8 [ANSWER IN Q5] provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	12%
9 No reason	1%

## 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%

## Question/Categories

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%

## Question/Categories

Q10-2 Why do you think Japan is reliable?	1,190
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%

## Question/Categories

(4) Development cooperation in the international community, including Official Development Assistance (ODA)	1,500
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.)	1,500
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?	1,500
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?	1,500
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)?	1,500
1 I know it well	12%
2 I have seen or heard about it	28%
3 I don't know it at all	60%
 Q15 How did you come to know about TICAD?	 602
1 Television	76%
2 Magazines, books	13%
3 Newspapers	35%
4 Radio	15%
5 Websites	21%
6 Blogs	5%
7 Mail magazines / Online newsletters	7%
8 Facebook, Twitter and other social networking services	13%
9 Video-sharing website, e.g. YouTube	5%
10 Movies	2%
11 School education / studying at school	6%
12 Seminars / symposiums and cultural events	4%
13 Friends / Family / Relatives	8%
14 Travel (including studying abroad)	3%
15 Others	0%
16 N/A	0%
 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)?	 1,500
1 Africa and Japan have friendly relations / share the same values	36%
2 Africa and Japan have strong economic ties (investments, trade)	61%
3 Japan contributes to the security in Africa (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	14%
4 Japan contributes to stabilizing international order including Africa (rule of law, liberal democracy, free-trade)	18%
5 Japan contributes to the stabilization and growth of African economy through advanced technology ( quality infrastructure, etc.) or human resource development	33%
6 Japanese culture is attractive (including both traditional and pop culture)	14%
7 Japan is taking initiative in tackling the global issues (environment, climate change, infectious disease, population, poverty, etc.)	16%
8 Others	2%
9 Not different from other countries	5%
10 Don't know / NA	1%

## 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?	1,500
1 Television	87%
2 Magazines, books	23%
3 Newspapers	46%
4 Radio	34%
5 Websites	59%
6 Blogs	10%
7 Mail magazines / Online newsletters	12%
8 Facebook, Twitter and other social networking services	39%
9 Video-sharing website, i.e. YouTube	17%
10 Movies	14%
11 School education / studying at school	18%
12 Seminars / symposiums and cultural events	10%
13 Friends / Family / Relatives	16%
14 Travel (including studying abroad)	6%
15 Others	-
Q22 And which do you usually use to obtain information about Japan?	1,500
1 Television	66%
2 Magazines, books	9%
3 Newspapers	23%
4 Radio	13%
5 Websites	42%
6 Blogs	4%
7 Mail magazines / Online newsletters	6%
8 Facebook, Twitter and other social networking services	16%
9 Video-sharing website, i.e. YouTube	7%
10 Movies	6%
11 School education / studying at school	9%
12 Seminars / symposiums and cultural events	3%
13 Friends / Family / Relatives	5%
14 Travel (including studying abroad)	2%
15 Others	-
16 I have not obtained any information about Japan	3%
Q23 How often do you normally hear or read international news or information?	1,500
1 Every day	40%
2 About 2 – 3 times a week	34%
3 About once a week	16%
4 About once a month	5%
5 About once in 2 – 3 months	2%
6 About once in 6 months	0%
7 About once a year	0%
8 I hardly hear or read international news or information	2%
Q24 Are you interested in international news or information?	1,500
1 Very interested	65%
2 Somewhat interested	30%
3 Somewhat not interested	3%
4 Not interested at all	2%

## Question/Categories

F0 Country	1,500
1 South Africa	33%
2 Kenya	33%
3 Ivory Coast	33%
F1 Please indicate your gender	1,500
1 Male	54%
2 Female	46%
F2 Please indicate your age	1,500
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?	1,500
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?

<b>[Kenya]</b>	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%
<b>[South Africa]</b>	500
1 Technikon diploma/degree completed	54%
2 University degree completed	37%
3 Professional	7%
4 Technical	2%
5 Secretarial	1%
<b>[Ivory Coast]</b>	500
1 University not completed	92%
2 University completed	8%

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

<b>[Kenya]</b>	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%
<b>[South Africa]</b>	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%
<b>[Ivory Coast]</b>	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%