

Question / Categories

Note) Figures may not be 100% in total for they are rounded.

Q1 Are you interested in learning languages other than your native language?	400
1 I am very interested	25%
2 I am somewhat interested	44%
3 I am somewhat uninterested	14%
4 I am not interested at all	18%
Q1-2 Which of the following languages are you interested in learning?	274
1 Japanese	50%
2 Chinese	24%
3 Korean	11%
4 Arabic	7%
5 French	41%
6 German	28%
7 Spanish	35%
8 Russian	6%
9 Others, specify _____	15%
Q1-3 Why did you choose to learn Japanese?	136
1 I would like to visit Japan	69%
2 I would like to travel to Japan for sightseeing	60%
3 I would like to work in Japan	10%
4 I would like to study in Japan	4%
5 I would like to understand Japanese culture and lifestyle	40%
6 I would like to enjoy Japanese culture that I see or hear (fashion, music, movies, TV series, comics, and animations)	24%
7 I would like to communicate with my Japanese friends better	15%
8 Japanese is necessary for my work / business	1%
9 Japanese can be useful in the future	32%
10 There is a Japanese language school close to my home	2%
11 Japanese is a required course in my school	2%
12 Others, specify _____	2%

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Q2 Which of the following countries do you consider an important partner to Australia currently?	400
1 Japan	40%
2 USA	50%
3 UK	40%
4 France	15%
5 Germany	17%
6 Italy	8%
7 Canada	24%
8 Russia	5%
9 China	40%
10 India	14%
11 Brazil	2%
12 Mexico	3%
13 South Africa	4%
14 Australia	0%
15 Republic of Korea	13%
16 Indonesia	14%
17 Kingdom of Saudi Arabia (KSA)	3%
18 Turkey	3%
19 Argentina	2%
20 Others, specify _____	2%
21 Don't know / No idea	16%

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Q3 And which of the following countries would you consider an important partner to Australia in the future?	400
1 Japan	44%
2 USA	44%
3 UK	43%
4 France	18%
5 Germany	21%
6 Italy	9%
7 Canada	24%
8 Russia	10%
9 China	42%
10 India	21%
11 Brazil	6%
12 Mexico	5%
13 South Africa	7%
14 Australia	0%
15 Republic of Korea	17%
16 Indonesia	21%
17 Kingdom of Saudi Arabia (KSA)	6%
18 Turkey	5%
19 Argentina	4%
20 Others, specify _____	1%
21 Don't know / No idea	19%
Q4 Which of the following countries is the most reliable friend to Australia ?	400
1 Japan	7%
2 USA	27%
3 UK	27%
4 France	0%
5 Germany	1%
6 Italy	1%
7 Canada	4%
8 Russia	0%
9 China	3%
10 India	1%
11 Brazil	0%
12 Mexico	0%
13 South Africa	0%
14 Australia	0%
15 Republic of Korea	1%
16 Indonesia	1%
17 Kingdom of Saudi Arabia (KSA)	0%
18 Turkey	0%
19 Argentina	0%
20 Others, specify _____	4%
21 Don't know / No idea	25%

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Q4-2 Why do you think [ANSWER IN Q4] is the most reliable country?	301
1 Australia and [ANSWER IN Q4] have good relations / share the same values	80%
2 Australia and [ANSWER IN Q4] have good economic ties (investments, good trade relationship)	57%
3 [ANSWER IN Q4] contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	46%
4 [ANSWER IN Q4] contributes to stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	40%
5 [ANSWER IN Q4] contributes to stabilization and growth of world	38%
6 [ANSWER IN Q4] has an attractive culture	30%
7 [ANSWER IN Q4] provides development cooperation in the international community, including Official Development Assistance (ODA)	22%
8 [ANSWER IN Q4] provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	25%
9 No reason	3%

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Q5 What is your impression of Japan?	400
1 A country that has been consistently promoting peace since the end of World War II	28%
2 A country with rich traditions and culture	79%
3 A country with a strong economy and high technology	61%
4 A country with a high standard of living	44%
5 A country with values, such as democracy and liberalism	23%
6 A country with a leadership in the international community	19%
7 A country that introduces new culture to the world such as animation, fashion, and cuisine	40%
8 A country with beautiful nature	57%
9 A country that is conservative and closed	18%
10 A country which one should be watchful of	8%
11 A country that is difficult to understand	9%
12 A militant / combative country	4%
13 Others, specify _____	2%
14 None	5%
Q6 Which of the following aspects of Japan would you like to know more about?	400
1 Politics / Diplomacy / Security	17%
2 Economy	17%
3 Companies / Business	13%
4 Economic cooperation (Official Development Assistance – ODA)	8%
5 History	46%
6 Science / Technology	54%
7 Culture (including tradition, pop culture, Japanese food, etc.)	29%
8 Tourism	48%
9 Others, specify _____	1%
10 None	15%

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Q7 Specifically, which aspects of Japanese culture are you interested in?	400
1 Flower arrangement	21%
2 Tea ceremony	24%
3 Traditional Japanese theater (Kabuki, Noh, Kyogen, Bunraku)	21%
4 Calligraphy (Shodo)	21%
5 Traditional Japanese music (Gagaku, Koto [Japanese harp], Japanese drum, Shamisen, etc.)	14%
6 Japanese literature / Haiku	14%
7 Sumo / Japanese martial arts (Karate, Judo, Kendo, etc.)	24%
8 Bonsai	43%
9 Japanese animations	20%
10 Japanese comics (also known as Manga)	14%
11 Video games / Online games	16%
12 Japanese pop music (J-POP)	9%
13 Japanese fashion (including Kimono)	18%
14 Japanese movies and TV dramas	15%
15 Japanese food	63%
16 Architecture	32%
17 Japanese lifestyle and way of thinking	45%
18 Others, specify _____	2%
19 None	11%
Q8 What do you think about the current state of relationship between Australia and Japan?	400
1 Very friendly relationship	39%
2 Somewhat friendly	43%
3 Somewhat unfriendly	3%
4 Very unfriendly	1%
5 Don't know / No idea	15%
Q9 How do you rate Japan as a reliable friend of Australia?	400
1 Very reliable	31%
2 Somewhat reliable	45%
3 Somewhat unreliable	7%
4 Very unreliable	2%
5 Don't know / No idea	15%
Q9-2 Why do you think Japan is reliable?	278
1 Australia and Japan have good relations / share the same values	47%
2 Australia and Japan have good economic ties (investments, good trade relationship)	72%
3 Japan contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	36%
4 Japan contributes to the stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	31%
5 Japan contributes to the stabilization and growth of world economy	42%
6 Japan has an attractive culture	41%
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.)	21%

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Q10 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.)	400
1 Japan plays a very important role	13%
2 Japan plays a somewhat important role	47%
3 Japan doesn't play an important role so much	13%
4 Japan doesn't play an important role at all	4%
5 Don't know / No idea	24%
(2) Security (including peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	400
1 Japan plays a very important role	14%
2 Japan plays a somewhat important role	44%
3 Japan doesn't play an important role so much	17%
4 Japan doesn't play an important role at all	5%
5 Don't know / No idea	21%
(3) Stabilization and growth of world economy	400
1 Japan plays a very important role	19%
2 Japan plays a somewhat important role	52%
3 Japan doesn't play an important role so much	8%
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)	400
1 Japan plays a very important role	9%
2 Japan plays a somewhat important role	44%
3 Japan doesn't play an important role so much	11%
4 Japan doesn't play an important role at all	3%
5 Don't know / No idea	33%
(5) Solutions to global issues (including environment, climate change, infectious disease, population, poverty, etc.)	400
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	15%
4 Japan doesn't play an important role at all	6%
5 Don't know / No idea	24%
Q11 How much do you value Japan as a peace-loving nation for the past 70 years since the end of World War II?	400
1 A lot	34%
2 To some extent	45%
3 Not much	7%
4 Not at all	3%
5 Don't know / No idea	12%

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Q12 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?	400
1 Very valuable	34%
2 Somewhat valuable	46%
3 Somewhat not valuable	3%
4 Not valuable at all	2%
5 Don't know / No idea	14%

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Q13 Please rate your level of agreement with the following statement;		
Activities by a nation to take a unilateral approach, reclaim land and/or make military use in the South China Sea where territorial disputes exist will have adverse effects on the region's peace and stability, and Australia should be actively involved.		400
1 Strongly agree		15%
2 Agree		37%
3 Disagree		11%
4 Strongly disagree		6%
5 Unsure		31%
Q14 Do you think that whaling for particular whale species can be considered as a reasonable activity if scientific research proves that such whale species is as sustainable as other marine resources?		400
1 Yes		23%
2 No		52%
3 Unsure		25%
Q15 With regard to relations with Asia, which one of the following countries do you consider an important partner to Australia?		400
1 Japan		22%
2 China		49%
3 Korea		2%
4 Indonesia		5%
5 India		2%
6 None of these five countries		3%
7 Don't know		18%
Q16 Which one of the following issues do you consider a major threat to today's Australia?		400
1 Nuclear and missile development by North Korea		49%
2 Changes in regional balance caused by increased influence of a specific country		35%
3 International terrorism		59%
4 Climate change		42%
5 Anti-free trade movement and anti-globalism		21%
6 Others, please specify: _____		4%
7 Don't know		1%

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Q17 Which of the following sources do you usually use to obtain general information or knowledge?	400
1 Television	66%
2 Magazines, books	23%
3 Newspapers	45%
4 Radio	33%
5 Websites	62%
6 Blogs	8%
7 Mail magazines / Online newsletters	16%
8 Facebook, Twitter and other social networking services	20%
9 Video-sharing website, i.e. YouTube	17%
10 Movies	7%
11 School education / studying at school	9%
12 Seminars / symposiums and cultural events	32%
13 Friends / Family / Relatives	20%
14 Travel (including studying abroad)	-
15 Others, specify _____	1%
16 None	0%
Q18 And which do you usually use to obtain information about Japan?	400
1 Television	44%
2 Magazines, books	14%
3 Newspapers	21%
4 Radio	9%
5 Websites	41%
6 Blogs	5%
7 Mail magazines / Online newsletters	9%
8 Facebook, Twitter and other social networking services	10%
9 Video-sharing website, i.e. YouTube	9%
10 Movies	8%
11 School education / studying at school	5%
12 Seminars / symposiums and cultural events	20%
13 Friends / Family / Relatives	9%
14 Travel (including studying abroad)	1%
15 Others, specify _____	-
16 I have not obtained any information about Japan	20%
Q19 How often do you normally hear or read international news or information?	400
1 Every day	42%
2 About 2 - 3 times a week	24%
3 About once a week	13%
4 About once a month	5%
5 About once in 2 - 3 months	3%
6 About once in 6 months	1%
7 About once a year	-
8 I hardly hear or read international news or information	13%

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Q20 Are you interested in international news or information?	400
1 Very interested	35%
2 Somewhat interested	52%
3 Somewhat not interested	10%
4 Not interested at all	4%

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F0 Area	400
1 Australia	100%
F1 Please indicate your gender	400
1 Male	49%
2 Female	51%
F2 Please indicate your age	400
1 18-29	18%
2 30-39	22%
3 40-49	18%
4 50-59	18%
5 60-	24%
F3 Which of the following best describes your occupation?	400
1 Company owner (with 10 or more employees)	2%
2 Company owner (with less than 10 employees)	4%
3 Professional (Medical doctor, lawyer, architect, accountants, etc.)	11%
4 Tradesman (Building worker / plumber / building painter / electrician,	4%
5 Employee (Board member / senior executive / Specialist)	1%
6 Employee (Manager)	5%
7 Public service worker (medical, school, police, etc.)	4%
8 Office worker / staff (clerical, sales, etc.)	12%
9 Skilled worker / factory worker / sales and service staff	8%
10 Home maker / Housewife	12%
11 Student	9%
12 Unemployed/ retired/ seeking employment	24%
13 Others, specify _____	4%
F4 What is the highest level of education you have completed?	400
1 Junior high school	6%
2 Senior High school	24%
3 Junior college / technical college	27%
4 Senior college / University (Bachelor's degree)	33%
5 Postgraduate school (Master's degree and above)	12%
F5 What is your yearly household income from all sources before tax?	400
1 Less than \$15,000 dollars	6%
2 \$15,000 to less than \$30,000	14%
3 \$30,000 – less than \$50,000	18%
4 \$50,000 – less than \$80,000	22%
5 \$80,000 – less than \$110,000	18%
6 \$110,000 – less than \$150,000	12%
7 \$150,000 – less than \$200,000	7%
8 \$200,000 or more	5%