

Question / Categories

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

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q1 Are you interested in learning languages other than your native language?	2,009	400	708	300	300	301
1 I am very interested	55%	59%	61%	46%	65%	33%
2 I am somewhat interested	30%	31%	26%	34%	24%	37%
3 I am somewhat uninterested	9%	8%	8%	15%	8%	6%
4 I am not interested at all	7%	2%	5%	4%	2%	24%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q1-2 Which of the following languages are you interested in learning?	1,693	359	614	241	269	210
1 Japanese	19%	21%	20%	18%	16%	16%
2 Chinese	13%	13%	10%	15%	14%	23%
3 Korean	6%	8%	7%	2%	6%	3%
4 Arabic	6%	4%	6%	6%	10%	5%
5 French	44%	45%	44%	39%	50%	38%
6 German	24%	29%	25%	27%	27%	6%
7 Spanish	34%	-	65%	-	-	81%
8 Russian	9%	8%	10%	12%	12%	3%
9 Others, specify _____	37%	37%	41%	45%	39%	10%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q1-3 Why did you choose to learn Japanese?	314	76	120	43	42	33
1 I would like to visit Japan	55%	61%	59%	47%	60%	30%
2 I would like to travel to Japan for sightseeing	47%	53%	47%	49%	57%	24%
3 I would like to work in Japan	24%	25%	30%	21%	24%	3%
4 I would like to study in Japan	18%	24%	22%	12%	19%	-
5 I would like to understand Japanese culture and lifestyle	43%	45%	46%	40%	45%	30%
6 I would like to enjoy Japanese culture that I see or hear (fashion, music, movies, TV series, comics, and animations)	38%	37%	38%	47%	36%	33%
7 I would like to communicate with my Japanese friends better	11%	5%	15%	7%	7%	15%
8 Japanese is necessary for my work / business	9%	11%	13%	-	2%	15%
9 Japanese can be useful in the future	32%	33%	33%	33%	38%	15%
10 There is a Japanese language school close to my home	3%	-	5%	5%	2%	3%
11 Japanese is a required course in my school	4%	1%	7%	2%	2%	3%
12 Others, specify _____	2%	3%	-	5%	-	9%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q2 Which of the following countries do you consider an important partner to [RESPONDENT'S COUNTRY] currently?	2,009	400	708	300	300	301
1 Japan	14%	15%	19%	6%	10%	17%
2 USA	56%	60%	55%	28%	74%	60%
3 UK	9%	7%	10%	2%	10%	17%
4 France	12%	12%	17%	8%	20%	1%
5 Germany	11%	14%	14%	5%	13%	4%
6 Italy	8%	7%	14%	7%	3%	1%
7 Canada	17%	37%	12%	2%	17%	16%
8 Russia	6%	4%	8%	16%	3%	1%
9 China	22%	18%	24%	19%	13%	34%
10 India	4%	2%	6%	1%	4%	7%
11 Brazil	13%	11%	-	42%	26%	5%
12 Mexico	11%	-	13%	13%	23%	4%
13 South Africa	4%	1%	8%	2%	1%	5%
14 Australia	3%	1%	5%	2%	2%	1%
15 Republic of Korea	4%	4%	5%	2%	6%	0%
16 Indonesia	1%	1%	1%	0%	1%	1%
17 Kingdom of Saudi Arabia (KSA)	1%	-	2%	1%	3%	1%
18 Turkey	1%	1%	2%	0%	2%	1%
19 Argentina	14%	8%	30%	-	13%	1%
20 Others, specify _____	4%	2%	3%	6%	1%	10%
21 Don't know / No idea	20%	18%	22%	29%	13%	12%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q3 And which of the following countries would you consider an important partner to [RESPONDENT'S COUNTRY] <u>in the future?</u>	2,009	400	708	300	300	301
1 Japan	20%	21%	24%	10%	23%	17%
2 USA	33%	20%	40%	23%	22%	55%
3 UK	14%	11%	16%	4%	19%	18%
4 France	12%	12%	17%	11%	14%	3%
5 Germany	15%	17%	18%	13%	19%	4%
6 Italy	8%	5%	13%	8%	8%	1%
7 Canada	15%	22%	16%	6%	15%	16%
8 Russia	11%	13%	13%	12%	13%	1%
9 China	24%	27%	25%	17%	20%	32%
10 India	7%	4%	10%	2%	7%	7%
11 Brazil	6%	8%	-	15%	14%	4%
12 Mexico	8%	-	12%	9%	10%	4%
13 South Africa	5%	1%	8%	4%	5%	4%
14 Australia	7%	4%	10%	4%	11%	2%
15 Republic of Korea	7%	8%	9%	4%	10%	0%
16 Indonesia	2%	2%	3%	1%	3%	1%
17 Kingdom of Saudi Arabia (KSA)	4%	3%	6%	1%	8%	1%
18 Turkey	3%	2%	4%	1%	4%	1%
19 Argentina	8%	5%	15%	-	7%	1%
20 Others, specify _____	2%	1%	1%	3%	-	8%
21 Don't know / No idea	23%	23%	23%	37%	24%	10%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q4 Which of the following countries is the most reliable friend to [RESPONDENT'S COUNTRY] ?	2,009	400	708	300	300	301
1 Japan	4%	5%	5%	2%	2%	4%
2 USA	32%	26%	29%	11%	59%	39%
3 UK	2%	1%	1%	0%	1%	9%
4 France	2%	3%	2%	2%	3%	1%
5 Germany	2%	3%	2%	1%	2%	0%
6 Italy	1%	1%	1%	2%	-	-
7 Canada	7%	26%	3%	1%	2%	4%
8 Russia	1%	2%	1%	2%	1%	-
9 China	6%	4%	6%	5%	1%	15%
10 India	0%	-	1%	-	1%	1%
11 Brazil	5%	2%	-	27%	3%	2%
12 Mexico	2%	-	2%	4%	3%	-
13 South Africa	1%	-	1%	1%	-	1%
14 Australia	0%	0%	1%	0%	0%	-
15 Republic of Korea	0%	1%	0%	0%	1%	-
16 Indonesia	-	-	-	-	-	-
17 Kingdom of Saudi Arabia (KSA)	0%	0%	0%	1%	0%	0%
18 Turkey	0%	0%	0%	-	-	-
19 Argentina	3%	1%	9%	-	1%	-
20 Others, specify _____	2%	1%	2%	3%	0%	5%
21 Don't know / No idea	28%	27%	33%	36%	19%	18%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q4-2 Why do you think [ANSWER IN Q4] is the most reliable country?	1,446	293	474	191	242	246
1 [RESPONDENT'S COUNTRY] and [ANSWER IN Q4] have good relations / share the same values	31%	33%	28%	34%	26%	40%
2 [RESPONDENT'S COUNTRY] and [ANSWER IN Q4] have good economic ties (investments, good trade relationship)	50%	52%	46%	50%	45%	57%
3 [ANSWER IN Q4] contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	20%	16%	18%	15%	33%	21%
4 [ANSWER IN Q4] contributes to stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	19%	19%	22%	12%	19%	17%
5 [ANSWER IN Q4] contributes to stabilization and growth of world economy	27%	35%	32%	14%	26%	21%
6 [ANSWER IN Q4] has an attractive culture	21%	21%	26%	19%	17%	18%
7 [ANSWER IN Q4] provides development cooperation in the international community, including Official Development Assistance (ODA)	17%	16%	18%	10%	21%	16%
8 [ANSWER IN Q4] provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	19%	26%	19%	11%	17%	20%
9 No reason	4%	4%	5%	6%	1%	4%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q5 What is your impression of Japan?	2,009	400	708	300	300	301
1 A country that has been consistently promoting peace since the end of World War II	13%	13%	17%	9%	14%	4%
2 A country with rich traditions and culture	50%	51%	59%	55%	51%	19%
3 A country with a strong economy and high technology	58%	57%	63%	56%	60%	46%
4 A country with a high standard of living	36%	42%	47%	30%	35%	11%
5 A country with values, such as democracy and liberalism	11%	12%	15%	6%	10%	6%
6 A country with a leadership in the international community	22%	32%	19%	26%	33%	5%
7 A country that introduces new culture to the world such as animation, fashion, and cuisine	26%	25%	31%	18%	28%	23%
8 A country with beautiful nature	22%	25%	23%	21%	22%	14%
9 A country that is conservative and closed	16%	12%	23%	16%	13%	5%
10 A country which one should be watchful of	4%	2%	4%	6%	3%	5%
11 A country that is difficult to understand	9%	7%	9%	11%	10%	10%
12 A militant / combative country	5%	4%	5%	5%	2%	8%
13 Others, specify _____	2%	1%	1%	2%	1%	10%
14 None	7%	6%	4%	7%	3%	20%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q6 Which of the following aspects of Japan would you like to know more about?	2,009	400	708	300	300	301
1 Politics / Diplomacy / Security	14%	15%	19%	12%	9%	5%
2 Economy	25%	30%	27%	18%	28%	16%
3 Companies / Business	26%	31%	28%	17%	37%	18%
4 Economic cooperation (Official Development Assistance – ODA)	18%	18%	24%	11%	22%	9%
5 History	37%	38%	41%	31%	34%	36%
6 Science / Technology	53%	55%	58%	46%	59%	37%
7 Culture (including tradition, pop culture, Japanese food, etc.)	56%	61%	63%	52%	58%	37%
8 Tourism	46%	47%	50%	50%	54%	23%
9 Others, specify _____	1%	2%	1%	2%	0%	2%
10 None	5%	5%	3%	7%	3%	10%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q7 Specifically, which aspects of Japanese culture are you interested in?	2,009	400	708	300	300	301
1 Flower arrangement	20%	24%	21%	17%	25%	11%
2 Tea ceremony	18%	22%	17%	25%	19%	6%
3 Traditional Japanese theater (Kabuki, Noh, Kyogen, Bunraku)	11%	11%	15%	10%	13%	5%
4 Calligraphy (Shodo)	20%	23%	25%	16%	27%	6%
5 Traditional Japanese music (Gagaku, Koto [Japanese harp], Japanese drum, Shamisen, etc.)	12%	14%	13%	11%	15%	5%
6 Japanese literature / Haiku	16%	21%	17%	14%	17%	6%
7 Sumo / Japanese martial arts (Karate, Judo, Kendo, etc.)	24%	29%	24%	17%	27%	21%
8 Bonsai	26%	26%	30%	26%	34%	6%
9 Japanese animations	23%	24%	27%	21%	25%	14%
10 Japanese comics (also known as Manga)	18%	21%	22%	17%	20%	5%
11 Video games / Online games	26%	28%	32%	26%	22%	15%
12 Japanese pop music (J-POP)	9%	13%	11%	8%	8%	4%
13 Japanese fashion (including Kimono)	19%	23%	19%	18%	19%	14%
14 Japanese movies and TV dramas	13%	16%	15%	10%	12%	11%
15 Japanese food	46%	53%	46%	42%	45%	40%
16 Architecture	33%	37%	35%	31%	43%	16%
17 Japanese lifestyle and way of thinking	45%	51%	52%	41%	50%	22%
18 Others, specify _____	2%	2%	2%	2%	1%	7%
19 None	7%	5%	6%	7%	3%	16%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q8 What do you think about the current state of relationship between [RESPONDENT'S COUNTRY NAME] and Japan?	2,009	400	708	300	300	301
1 Very friendly relationship	35%	32%	53%	18%	30%	19%
2 Somewhat friendly	37%	45%	21%	46%	43%	45%
3 Somewhat unfriendly	5%	6%	4%	7%	7%	2%
4 Very unfriendly	1%	1%	1%	3%	1%	1%
5 Don't know / No idea	22%	17%	20%	26%	20%	33%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q9 How do you rate Japan as a reliable friend of [RESPONDENT'S COUNTRY NAME]?	2,009	400	708	300	300	301
1 Very reliable	32%	33%	40%	24%	34%	20%
2 Somewhat reliable	38%	43%	34%	32%	40%	46%
3 Somewhat unreliable	7%	5%	7%	12%	6%	6%
4 Very unreliable	1%	1%	1%	3%	0%	1%
5 Don't know / No idea	22%	20%	18%	30%	19%	28%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q9-2 Why do you think Japan is reliable?	1,326	280	484	163	215	184
1 [RESPONDENT'S COUNTRY NAME] and Japan have good relations / share the same values	23%	25%	24%	17%	19%	24%
2 [RESPONDENT'S COUNTRY NAME] and Japan have good economic ties (investments, good trade relationship)	40%	43%	44%	28%	30%	52%
3 Japan contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	19%	18%	21%	18%	18%	16%
4 Japan contributes to the stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	19%	20%	20%	15%	23%	15%
5 Japan contributes to the stabilization and growth of world economy	41%	46%	36%	44%	54%	26%
6 Japan has an attractive culture	38%	40%	38%	45%	42%	21%
7 Japan provides development cooperation in the international community, including Official Development Assistance (ODA)	21%	18%	23%	14%	24%	21%
8 Japan provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	28%	28%	30%	25%	27%	27%
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.)	2,009	400	708	300	300	301
1 Japan plays a very important role	30%	22%	40%	20%	30%	27%
2 Japan plays a somewhat important role	34%	41%	30%	32%	37%	34%
3 Japan doesn't play an important role so much	15%	17%	13%	20%	18%	9%
4 Japan doesn't play an important role at all	3%	5%	2%	4%	4%	3%
5 Don't know / No idea	18%	16%	14%	25%	12%	27%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
(2) Security (including peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	2,009	400	708	300	300	301
1 Japan plays a very important role	25%	21%	35%	14%	23%	21%
2 Japan plays a somewhat important role	34%	40%	31%	34%	39%	30%
3 Japan doesn't play an important role so much	16%	17%	16%	21%	18%	8%
4 Japan doesn't play an important role at all	7%	6%	5%	9%	8%	7%
5 Don't know / No idea	18%	15%	12%	22%	12%	34%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
(3) Stabilization and growth of world economy	2,009	400	708	300	300	301
1 Japan plays a very important role	44%	41%	53%	29%	50%	39%
2 Japan plays a somewhat important role	28%	32%	23%	38%	27%	29%
3 Japan doesn't play an important role so much	10%	9%	11%	12%	11%	4%
4 Japan doesn't play an important role at all	4%	4%	4%	5%	4%	1%
5 Don't know / No idea	14%	15%	8%	15%	9%	28%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
(4) Development cooperation in the international community, including Official Development Assistance (ODA)	2,009	400	708	300	300	301
1 Japan plays a very important role	29%	23%	40%	14%	30%	23%
2 Japan plays a somewhat important role	33%	39%	29%	28%	37%	32%
3 Japan doesn't play an important role so much	14%	14%	12%	23%	15%	8%
4 Japan doesn't play an important role at all	4%	4%	4%	6%	6%	2%
5 Don't know / No idea	20%	20%	14%	30%	11%	36%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
(5) Solutions to global issues (including environment, climate change, infectious disease, population, poverty, etc.)	2,009	400	708	300	300	301
1 Japan plays a very important role	33%	26%	43%	20%	33%	29%
2 Japan plays a somewhat important role	30%	38%	27%	29%	33%	29%
3 Japan doesn't play an important role so much	14%	14%	14%	20%	15%	7%
4 Japan doesn't play an important role at all	6%	5%	6%	8%	7%	5%
5 Don't know / No idea	17%	18%	11%	23%	12%	30%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q11 How much do you value Japan as a peace-loving nation for the past 70 years since the end of World War II?	2,009	400	708	300	300	301
1 A lot	46%	55%	47%	46%	57%	23%
2 To some extent	33%	30%	38%	28%	29%	37%
3 Not much	7%	3%	6%	8%	3%	16%
4 Not at all	1%	1%	1%	1%	1%	4%
5 Don't know / No idea	12%	11%	8%	18%	10%	20%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
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?	2,009	400	708	300	300	301
1 Very valuable	44%	49%	50%	32%	46%	31%
2 Somewhat valuable	34%	34%	31%	38%	35%	40%
3 Somewhat not valuable	6%	3%	7%	6%	6%	5%
4 Not valuable at all	2%	2%	1%	2%	1%	4%
5 Don't know / No idea	14%	12%	11%	22%	11%	21%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q13 Do you feel sympathy for Japan?	2009	400	708	300	300	301
1 I feel sympathy for Japan	42%	35%	66%	21%	39%	16%
2 I feel sympathy moderately for Japan	31%	40%	25%	36%	36%	23%
3 I do not feel very much sympathy for Japan	11%	12%	4%	18%	13%	14%
4 I do not feel sympathy for Japan	7%	5%	1%	12%	5%	22%
5 I don't know	10%	8%	4%	14%	7%	26%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q13-2 (ASK Q21-2 FOR THOSE WHO FEEL SYMPATHY FOR JAPAN, CODES 1 AND 2 IN Q21) What is the reason you feel that way towards Japan?	1458	302	644	171	225	116
1 Because Japan is a developed country	65%	67%	68%	61%	70%	41%
2 Because Japan is a country that has history and a traditional culture	63%	66%	61%	70%	69%	41%
3 Because Japanese products are excellent	43%	45%	42%	45%	44%	28%
4 Because I like Japanese pop culture (animation, manga , video games, Japanese pop music (J-POP), etc.)	33%	28%	42%	23%	26%	20%
5 Because I like Japanese food	29%	29%	34%	21%	24%	22%
6 Because Japanese (or people of Japanese descent " Nikkei ") have contributed to the development of my country	18%	19%	17%	14%	21%	17%
7 Because I have Japanese (or people of Japanese descent " Nikkei ") acquaintances	14%	8%	19%	16%	8%	5%
8 Others, please specify: _____	3%	1%	2%	5%	3%	14%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q13-3 (ASK Q21-3 FOR THOSE WHO DO NOT FEEL SYMPATHY FOR JAPAN, CODES 3 AND 4 IN Q21) Why do you feel that way? (OPEN END: Top 15 answers)	354	67	38	88	54	107
1 I don't know it very well	16%	28%	5%	13%	15%	15%
2 Japan is warlike	5%	3%	3%	3%	9%	7%
3 I don't like their culture / traditions	5%	4%	11%	9%	2%	2%
4 Japan is a self-sufficient country / They have everything	4%	-	-	-	-	14%
5 I don't like the country	4%	6%	-	3%	9%	2%
6 I'm not very interested in knowing about it	3%	3%	3%	6%	4%	2%
7 I don't know their culture/traditions	2%	3%	-	1%	9%	-
8 They keep isolated from the rest of the world	2%	-	-	2%	-	5%
9 Their culture is difficult to understand	2%	-	-	5%	2%	1%
10 They are not trustable	1%	1%	5%	1%	2%	-
11 They are cold/ do not express their feelings	1%	-	13%	-	-	-
12 I don't like Japanese food	1%	-	8%	1%	-	-
13 I don't judge with the country	1%	1%	-	1%	4%	-
14 Because of the language	1%	-	5%	-	2%	1%
15 They have cutting-edge technology	1%	-	-	1%	-	3%

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	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q14 What do you expect from Japan?	2009	400	708	300	300	301
1 Transfer of techniques, science and technology for the improvement of your country's industrial technology	50%	52%	49%	46%	52%	53%
2 Import of good quality and low-priced products from Japan	39%	38%	39%	32%	33%	54%
3 Cultural exchange	39%	40%	43%	31%	44%	27%
4 Contribution to the economic development through investment	45%	45%	48%	41%	50%	34%
5 Contribution to peace	46%	48%	55%	48%	43%	25%
6 Creation of employment through the construction of factories	32%	33%	31%	33%	30%	33%
7 Cooperation for the prevention from disasters	32%	32%	38%	31%	34%	20%
8 Expansion of the exports from your country	32%	38%	30%	39%	26%	31%
9 Solution for global issues (development, environment, population, health, etc.)	31%	25%	40%	28%	26%	24%
10 Increase of Japanese tourists	22%	20%	23%	17%	29%	19%
11 Cooperation in the international arena such as the United Nations Security Council reform	28%	26%	37%	22%	27%	15%
12 Others, please specify: _____	2%	1%	1%	4%	0%	5%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q15 What do you think about the advance of Japanese companies in your country?	2009	400	708	300	300	301
1 I welcome it	53%	45%	67%	38%	40%	57%
2 I rather welcome it	27%	36%	22%	31%	35%	16%
3 I do not welcome it very much	8%	10%	4%	14%	12%	7%
4 I do not welcome it	3%	2%	1%	3%	6%	7%
5 I don't know	9%	8%	6%	14%	7%	13%

Question / Categories

Note) Figures may not be 100% for rounding off.

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q15-1 (ASK Q24-1 FOR THOSE WHO ANSWER CODE 1 IN Q23) What is your reason for answering "I welcome it"? (OPEN END; Top 14 answers)	1056	180	472	113	120	171
1 More and better-paid employment sources	29%	28%	34%	26%	25%	20%
2 To strenghten the economy in the country	12%	13%	14%	9%	11%	9%
3 They provide technologies	12%	8%	12%	10%	8%	21%
4 Good for our country	10%	7%	13%	9%	8%	10%
5 Cultural exchange, to learn from Japanese labor culture	8%	8%	8%	10%	8%	10%
6 To promote the development of the country	8%	11%	7%	11%	13%	2%
7 To increase foreign investment	7%	11%	5%	16%	7%	6%
8 Good-quality products	6%	2%	5%	5%	3%	14%
9 Our needs would be satisfied	3%	3%	6%	-	3%	-
10 Cultivate values	3%	4%	3%	3%	2%	5%
11 Japan is a developed countries	3%	3%	3%	2%	3%	2%
12 Firms are managed and work efficiently	2%	4%	1%	6%	4%	-
13 Japanese products are cheaper	2%	-	1%	1%	2%	7%
14 Japanese are honest, professional and ethical	2%	1%	2%	2%	1%	1%

Question / Categories

Note) Figures may not be 100% for rounding off.

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q15-2 (ASK Q24-2 FOR THOSE WHO ANSWER CODE 2 IN Q23) What is your reason for answering "I rather welcome it"? (OPEN END: Top 13 answers)	541	142	154	94	104	47
1 Generate jobs/ help the elderly with jobs	14%	23%	10%	12%	8%	15%
2 Limit the options for national entrepreneurs/ companies	11%	13%	12%	18%	9%	-
3 The economy would grow more	8%	11%	6%	6%	12%	4%
4 Promote of country 's development	6%	4%	6%	4%	8%	6%
5 Our needs will be satisfied	5%	1%	14%	4%	2%	-
6 Increase foreign investment	5%	6%	3%	7%	5%	-
7 Promotes diversity/ cultural exchange	3%	4%	2%	3%	4%	6%
8 Transfer of technology	3%	4%	3%	-	2%	6%
9 Increase unemployment and not to recruit locals	2%	3%	5%	-	2%	-
10 Negative effect on domestic investment	2%	3%	1%	2%	5%	-
11 The country does not encourage internal investment	2%	-	3%	1%	5%	2%
12 High-quality goods, reliability	2%	1%	1%	2%	2%	6%
13 Cheap products	2%	1%	-	2%	5%	4%
14 Know more about another country	2%	1%	1%	1%	2%	9%
15 Generates distrust	2%	2%	3%	-	1%	-
16 I like Japan	2%	3%	-	1%	4%	-

Question / Categories

Note) Figures may not be 100% for rounding off.

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q15-3 (ASK Q24-3 FOR THOSE WHO ANSWER CODE 3 IN Q23) What is your reason for answering "I don't welcome it very much"? (OPEN END, Top 13	168	38	31	41	36	22
1 Lack of/ support for national companies	14%	16%	13%	7%	25%	5%
2 Downsizing the employment of locals	13%	11%	6%	7%	14%	36%
3 Prefer national products	6%	11%	3%	7%	6%	-
4 Don't give support to mexican development	5%	8%	-	7%	6%	-
5 Few benefits	4%	3%	-	7%	8%	-
6 Japan consumes the national resources	4%	3%	16%	2%	-	-
7 They have different culture	4%	-	10%	-	3%	14%
8 Bad affects due to its low price products	4%	3%	-	5%	6%	5%
9 Affects producers/ national traders	4%	-	16%	-	3%	-
10 I don't like Japan	4%	-	16%	2%	-	-
11 My country should improve its own companies	3%	5%	-	2%	3%	5%
12 Low wages	2%	5%	-	-	3%	-
13 Don't allow us to grow a leading company	2%	-	6%	-	-	5%

Question / Categories

Note) Figures may not be 100% for rounding off.

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q15-4 (ASK Q24-4 FOR THOSE WHO ANSWER CODE 4 IN Q23) What is your reason for answering "I don't welcome it"? (OPEN END, Top 12 answers)	64	8	7	9	18	22
1 our economy will not grow	19%	13%	-	22%	50%	-
2 Fewer jobs due the use of technology	9%	-	-	-	6%	23%
3 A lot of foreign people in the country	9%	-	-	11%	11%	14%
4 They totally invade the national territory	6%	13%	29%	-	-	5%
5 Don't like the foreign companies	6%	13%	-	22%	-	5%
6 They have different culture	6%	-	-	-	11%	9%
7 Don't allow the development of domestic products	3%	-	-	-	6%	5%
8 They pollute the environment	2%	13%	-	-	-	-
9 Low wages	2%	13%	-	-	-	-
10 They don't stick to the their own culture	2%	13%	-	-	-	-
11 They are not trustworthy	2%	-	-	-	6%	-
12 They have a slavery system	2%	13%	-	-	-	-
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q16 What is your impression of products made in Japan?	2009	400	708	300	300	301
1 Good quality	61%	62%	69%	58%	55%	50%
2 Superior design	34%	37%	34%	39%	40%	18%
3 Durable	27%	27%	26%	28%	25%	28%
4 Expensive	9%	5%	9%	15%	7%	9%
5 Affordable	24%	15%	21%	14%	22%	53%
6 Others, please specify: _____	3%	4%	1%	3%	5%	5%

Question / Categories

Note) Figures may not be 100% for rounding off.

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q17 What are effective ways to strengthen the relationship between Japan and Latin America and the Caribbean, though they are separated by a great geographical distance?	2009	400	708	300	300	301
1 Interactions between governments	39%	35%	42%	39%	33%	46%
2 Interactions between corporations	52%	57%	57%	47%	59%	29%
3 Interactions between students	47%	46%	54%	38%	56%	35%
4 Interactions between citizens when travel, etc.	36%	36%	35%	33%	43%	34%
5 Other, please specify: _____	1%	1%	1%	2%	-	-
6 I don't know	11%	8%	11%	15%	8%	16%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q18 What do you think about the Japanese descents (Nikkei) in your country? Choose multiple answers from the following list.	2009	400	708	300	300	301
1 They are reliable	35%	35%	43%	31%	33%	20%
2 They are honest and keep their promises	36%	40%	46%	30%	37%	14%
3 They are diligent and work efficiently	42%	32%	62%	29%	41%	23%
4 They are kind and polite	39%	48%	36%	42%	39%	30%
5 They have collective way of thinking and reclusive character	11%	7%	8%	9%	7%	28%
6 They are accurate	16%	13%	20%	10%	20%	12%
7 They are proud	10%	15%	2%	9%	10%	24%
8 Others, please specify: _____	1%	1%	1%	1%	1%	1%
9 I don't know	8%	5%	6%	8%	5%	21%
10 I'm not aware of the existence of any Japanese descents (Nikkei)	12%	12%	7%	19%	16%	12%

Question / Categories

Note) Figures may not be 100% for rounding off.

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q19 Do you think that the Japanese who immigrated to your country and the Japanese descents (Nikkei) are contributing to your society?	2009	400	708	300	300	301
1 They are contributing	47%	44%	64%	37%	39%	28%
2 They are contributing moderately	26%	31%	21%	27%	33%	24%
3 They are not contributing very much	6%	7%	3%	8%	7%	13%
4 They are not contributing	3%	2%	1%	3%	0%	11%
5 I don't know	9%	7%	5%	11%	10%	20%
6 I'm not aware of the existence of any Japanese descents (Nikkei)	9%	10%	6%	14%	11%	5%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q20 Do you think that the Japanese descents (Nikkei) are contributing to strengthen the relationship between Japan and your country?	2009	400	708	300	300	301
1 They are contributing	41%	41%	54%	29%	37%	25%
2 They are contributing moderately	28%	31%	26%	24%	30%	28%
3 They are not contributing very much	7%	6%	5%	12%	10%	8%
4 They are not contributing	4%	3%	2%	4%	1%	12%
5 I don't know	12%	9%	8%	16%	11%	23%
6 I'm not aware of the existence of any Japanese descents (Nikkei)	9%	11%	6%	16%	11%	4%

Question / Categories

Note) Figures may not be 100% for rounding off.

Q21- Q23 Brazil Only		Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q21	In April 2017, Japan House was opened in San Paulo to be a center for promoting Japan. What do you think about it?	708	-	708	-	-	-
	1 I've been there	9%	-	9%	-	-	-
	2 I know a lot about it	9%	-	9%	-	-	-
	3 I've heard of it	30%	-	30%	-	-	-
	4 I don't really know about it	25%	-	25%	-	-	-
	5 I don't know about it	27%	-	27%	-	-	-
		Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q21-2	(FOR THOSE WHO ANSWER 1 OR 2 FOR Q21) How did you know about Japan House?	129	-	129	-	-	-
	1 From the newspaper, TV, radio, or other media	47%	-	47%	-	-	-
	2 From Facebook, Instagram, or other social media or websites	51%	-	51%	-	-	-
	3 Street advertising	31%	-	31%	-	-	-
	4 Heard about it from friends or family	46%	-	46%	-	-	-
	5 I happened to see or walk by	39%	-	39%	-	-	-
	6 Others, please specify: _____	31%	-	31%	-	-	-

Question / Categories

Note) Figures may not be 100% for rounding off.

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q21-3 (FOR THOSE WHO ANSWER 1 FOR Q21) Why did you visit Japan House?	64	-	64	-	-	-
1 To see an exhibition	47%	-	47%	-	-	-
2 To participate in a workshop or seminar	16%	-	16%	-	-	-
3 I was invited to an event held there	22%	-	22%	-	-	-
4 Shopping	14%	-	14%	-	-	-
5 Restaurant or café	31%	-	31%	-	-	-
6 I was interested in Japan House itself (including the external appearance)	45%	-	45%	-	-	-
7 Others, please specify: _____	2%	-	2%	-	-	-
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q21-4 (FOR THOSE WHO ANSWER 1 for Q21) Which of the following caught your interest or was a new discovery for you?	64	-	64	-	-	-
1 Exhibition	41%	-	41%	-	-	-
2 Workshop or seminar	22%	-	22%	-	-	-
3 An event held there	31%	-	31%	-	-	-
4 Shopping	39%	-	39%	-	-	-
5 Restaurant or café	34%	-	34%	-	-	-
6 Japan House itself (including the external appearance)	52%	-	52%	-	-	-
7 Others, please specify: _____	-	-	-	-	-	-

Question / Categories

Note) Figures may not be 100% for rounding off.

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q22 Do you want to visit Japan House? If you have already visited it, do you want to visit again?	708	-	708	-	-	-
1 I want to visit it	68%	-	68%	-	-	-
2 I moderately want to visit it	16%	-	16%	-	-	-
3 I don't really want to visit it	6%	-	6%	-	-	-
4 I don't want to visit it	2%	-	2%	-	-	-
5 I don't know	7%	-	7%	-	-	-
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q23 Do you think Japan House helps to strengthen the relationship between Japan and your country?	708	-	708	-	-	-
1 I think so	54%	-	54%	-	-	-
2 I moderately think so	29%	-	29%	-	-	-
3 I don't really think so	3%	-	3%	-	-	-
4 I don't think so	1%	-	1%	-	-	-
5 I don't know	13%	-	13%	-	-	-

Question / Categories

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

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q24 Which of the following sources do you usually use to obtain general information or knowledge?	2,009	400	708	300	300	301
1 Television	48%	34%	60%	34%	40%	60%
2 Magazines, books	33%	34%	38%	38%	36%	15%
3 Newspapers	33%	21%	42%	24%	32%	35%
4 Radio	23%	14%	25%	19%	22%	32%
5 Websites	64%	68%	64%	74%	74%	41%
6 Blogs	19%	19%	23%	21%	22%	5%
7 Mail magazines / Online newsletters	13%	12%	15%	9%	18%	7%
8 Facebook, Twitter and other social networking services	48%	44%	55%	43%	40%	50%
9 Video-sharing website, i.e. YouTube	40%	36%	50%	33%	36%	32%
10 Movies	24%	19%	32%	21%	24%	16%
11 School education / studying at school	17%	19%	17%	18%	18%	9%
12 Seminars / symposiums and cultural events	14%	13%	17%	13%	18%	3%
13 Friends / Family / Relatives	26%	19%	35%	23%	22%	19%
14 Travel (including studying abroad)	12%	10%	14%	14%	18%	2%
15 Others, specify _____	1%	0%	1%	2%	1%	3%

Question / Categories

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

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q25 And which do you usually use to obtain information about Japan?	2,009	400	708	300	300	301
1 Television	30%	22%	40%	22%	27%	28%
2 Magazines, books	21%	22%	23%	23%	29%	4%
3 Newspapers	16%	7%	24%	13%	18%	11%
4 Radio	8%	5%	8%	7%	10%	10%
5 Websites	52%	67%	46%	57%	62%	29%
6 Blogs	12%	13%	14%	14%	15%	2%
7 Mail magazines / Online newsletters	6%	6%	7%	7%	10%	2%
8 Facebook, Twitter and other social networking services	31%	33%	36%	23%	26%	28%
9 Video-sharing website, i.e. YouTube	29%	31%	36%	22%	27%	20%
10 Movies	15%	14%	19%	11%	20%	8%
11 School education / studying at school	7%	9%	7%	7%	11%	2%
12 Seminars / symposiums and cultural events	7%	5%	9%	5%	11%	2%
13 Friends / Family / Relatives	12%	8%	18%	11%	12%	5%
14 Travel (including studying abroad)	6%	6%	7%	6%	8%	1%
15 Others, specify _____	1%	1%	1%	2%	1%	3%
16 I have not obtained any information about Japan	12%	9%	9%	17%	9%	21%

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q26 How often do you normally hear or read international news or information?	2,009	400	708	300	300	301
1 Every day	39%	33%	44%	33%	52%	24%
2 About 2 – 3 times a week	28%	33%	27%	29%	24%	29%
3 About once a week	13%	13%	12%	14%	15%	17%
4 About once a month	6%	7%	5%	8%	3%	9%
5 About once in 2 – 3 months	3%	3%	3%	3%	2%	4%
6 About once in 6 months	2%	2%	1%	3%	1%	2%
7 About once a year	1%	1%	1%	2%	0%	2%
8 I hardly hear or read international news or information	8%	10%	7%	9%	3%	12%

Question / Categories

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

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
Q27 Are you interested in international news or information?	2,009	400	708	300	300	301
1 Very interested	51%	43%	62%	38%	59%	42%
2 Somewhat interested	38%	43%	31%	46%	31%	46%
3 Somewhat not interested	8%	10%	5%	11%	8%	6%
4 Not interested at all	4%	4%	3%	5%	2%	6%

Question / Categories

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

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
F0 Area	2,009	400	708	300	300	301
1 Mexico	20%	100%	-	-	-	-
2 Brazil	35%	-	100%	-	-	-
3 Argentina	15%	-	-	100%	-	-
4 Colombia	15%	-	-	-	100%	-
5 Torinidad and Tobago	15%	-	-	-	-	100%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
F1 Please indicate your gender	2,009	400	708	300	300	301
1 Male	50%	51%	50%	51%	50%	50%
2 Female	50%	49%	50%	49%	50%	50%
	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
F2 Please indicate your age	2,009	400	708	300	300	301
1 18-29	31%	34%	33%	29%	29%	29%
2 30-39	27%	28%	26%	28%	30%	26%
3 40-49	22%	21%	22%	22%	24%	21%
4 50-64	20%	18%	19%	21%	17%	24%

Question / Categories

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

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
F3 Which of the following best describes your occupation?	2,009	400	708	300	300	301
1 Professional (doctor, lawyer, engineer, banker etc)	15%	22%	11%	19%	28%	0%
2 Senior Executive/ Business Executive, Business owner	5%	4%	6%	6%	4%	1%
3 Top Manager, VP, Marketing Director, Financial Director,	2%	1%	2%	2%	3%	-
4 Univ. lecturer	2%	2%	1%	3%	2%	-
5 IT specialist, health specialist, etc., Account Executive	4%	3%	7%	3%	3%	1%
6 Public servant (teacher, nurse, social worker etc), Pastor, large	7%	7%	9%	12%	4%	3%
7 Snr. Secretary/Personal Asst.	4%	7%	3%	3%	6%	-
8 Supervisor, Musician, Singer, Actor, radio Announcer	2%	2%	1%	3%	3%	1%
9 Middle manager, Internal Auditor, School Principal	2%	5%	1%	2%	1%	1%
10 Skilled worker/Technician	8%	5%	12%	8%	3%	9%
11 Clerk/Secretary, DE Clerk, Store clerk, telephone operator, basic school teacher, hairdresser	5%	5%	6%	4%	4%	5%
12 Factory worker (skilled), shopkeeper, bar operator, construction worker, painter, plumber, mechanic, carpenter	3%	3%	2%	3%	2%	7%
13 Taxi owner/Security Guard/ taxi driver/bus driver	2%	1%	1%	1%	1%	7%
14 Vendor, counter clerk, barmaid	4%	5%	3%	2%	6%	7%
15 Bearer/Messenger	1%	1%	0%	2%	1%	-
16 Nurses Aid/Practical Nurse	1%	-	1%	1%	0%	2%
17 Helper	6%	9%	6%	2%	6%	3%
18 Labourer/Gardener/Small Farmer	5%	2%	0%	0%	0%	31%
19 Caregiver	1%	1%	0%	2%	0%	2%
20 Housewife	8%	8%	7%	8%	8%	11%
21 Unemployed / Student	15%	11%	21%	12%	14%	9%

Question / Categories

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

	Total	Mexico	Brazil	Argentina	Colombia	Trinidad and Tobago
F4 What is the highest level of education you have completed?	2,009	400	708	300	300	301
1 University	29%	39%	18%	34%	62%	5%
2 College [Assoc. degree or degree]	23%	25%	32%	24%	19%	3%
3 Teacher Training College	2%	1%	2%	4%	2%	1%
4 High school / Secondary (CXC)	28%	22%	33%	26%	11%	42%
5 Vocational	3%	2%	4%	2%	1%	8%
6 High school / Secondary (Incomplete)	9%	8%	7%	6%	4%	19%
7 All Age / Primary	5%	3%	3%	3%	0%	22%
8 No schooling	1%	1%	0%	2%	1%	0%