

**MOFA**  
**Multicountry Opinion Survey**  
**Edelman Intelligence**  
**2019**  
**Mongolia data: n=300**

Q1. Are you interested in learning languages other than your native language?

	Total
Base: Those Answering	300
I am very interested	16%
I am somewhat interested	64%
I am somewhat uninterested	10%
I am not interested at all	10%

Q1X2. Which of the following languages are you interested in learning?

	Total
Base: Those Answering	270
Japanese	25%
Chinese	17%
Korean	35%
Arabic	1%
French	5%
German	7%
Spanish	2%
Russian	26%
Others, specify	46%

Q1X3. Why are you interested in learning Japanese?

	Total
Base: Those Answering	67
I would like to travel to Japan for sightseeing	31%
I would like to work in Japan	45%
I would like to study in Japan	28%
I would like to understand Japanese culture and lifestyle	21%
I would like to enjoy Japanese culture that I see or hear (fashion, music, movies, TV series, comics, and animations)	9%
I would like to communicate with my Japanese friends better	4%
Japanese is necessary for my work / business	12%
Japanese can be useful in the future	19%
There is a Japanese language school close to my home	0%
Japanese is a required course in my school	12%
Others, specify	3%

Q2. Which of the following countries do you consider an important partner to [Mongolia] currently?

	Total
Base: Those Answering	300
Japan	30%
USA	17%
UK	1%
France	1%
Germany	4%
Italy	0%
Canada	2%
EU	3%
Russia	76%
China	44%
India	2%
Brazil	0%
Mexico	0%
South Africa	0%
Australia	2%
Republic of Korea	15%
Indonesia	0%
Kingdom of Saudi Arabia (KSA)	0%
Turkey	1%
Argentina	0%
Others, specify:	1%
Don't know / No idea	1%

Q3. And which of the following countries would you consider an important partner to [Mongolia] in the future?

	Total
Base: Those Answering	300
Japan	39%
USA	26%
UK	1%
France	3%
Germany	7%
Italy	1%
Canada	3%
EU	6%
Russia	48%
China	23%
India	2%
Brazil	0%
Mexico	0%
South Africa	0%
Australia	4%
Republic of Korea	12%
Indonesia	0%
Kingdom of Saudi Arabia (KSA)	0%
Turkey	2%
Argentina	0%
Others, specify:	1%
Don't know / No idea	4%

Q4. Which of the following countries is the most reliable friend to [Mongolia]?

	Total
Base: Those Answering	300
Japan	9%
USA	2%
UK	0%
France	0%
Germany	2%
Italy	0%
Canada	0%
EU	2%
Russia	77%
China	1%
India	0%
Brazil	0%
Mexico	0%
South Africa	0%
Australia	0%
Republic of Korea	2%
Indonesia	0%
Kingdom of Saudi Arabia (KSA)	0%
Turkey	0%
Argentina	0%
Others, specify:	0%
Don't know / No idea	4%

Q4X2. Why do you think [Response from Q4] is the most reliable country?

	Total
Base: Those Answering	289
[Mongolia] and [Response from Q4] have good relations / share the same values	42%
[Mongolia] and [Response from Q4] have good economic ties (investments, good trade relationship)	41%
[Response from Q4] contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	28%
[Response from Q4] contributes to stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	12%
[Response from Q4] contributes to stabilization and growth of world economy	25%
[Response from Q4] has an attractive culture	10%
[Response from Q4] provides development cooperation in the international community, including Official Development Assistance (ODA)	18%
[Response from Q4] provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	11%
No reason	1%

Q5. What is your impression of Japan?

	Total
Base: Those Answering	300
A country that has been consistently promoting peace since the end of World War II	10%
A country with rich traditions and culture	28%
A country with a strong economy and high technology	61%
A country with a high standard of living	29%
A country with values, such as democracy and liberalism	5%
A country with a leadership in the international community	32%
A country that introduces new culture to the world such as animation, fashion, and cuisine	13%
A country with beautiful nature	10%
A country that is conservative and closed	2%
A country which one should be watchful of	4%
A country that is difficult to understand	3%
A militant / combative country	3%
Others, specify:	3%
None	1%

Q6. Which of the following aspects of Japan would you like to know more about?

	Total
Base: Those Answering	300
Politics / Diplomacy / Security	10%
Economy	29%
Companies / Business	12%
Economic cooperation (Official Development Assistance - ODA)	20%
History	17%
Science / Technology	39%
Culture (including tradition, pop culture, Japanese food, etc.)	27%
Tourism	41%
Others, specify:	2%
None	1%

Q7. Specifically, which aspects of Japanese culture are you interested in?

	Total
Base: Those Answering	300
Flower arrangement	11%
Tea ceremony	18%
Traditional Japanese theater (Kabuki, Noh, Kyogen, Bunraku)	6%
Calligraphy (Shodo)	3%
Traditional Japanese music (Gagaku, Koto [Japanese harp], Japanese drum, Shamisen, etc.)	5%
Japanese literature / Haiku	8%
Sumo / Japanese martial arts (Karate, Judo, Kendo, etc.)	23%
Bonsai	0%
Japanese animations	8%
Japanese comics (also known as Manga)	3%
Video games / Online games	2%
Japanese pop music (J-POP)	3%
Japanese fashion (including Kimono)	7%
Japanese movies and TV dramas	6%
Japanese food	24%
Architecture	20%
Japanese lifestyle and way of thinking	39%
Others, specify:	5%
None	3%

Q8. What do you think about the current state of relationship between [Mongolia] and Japan?

	Total
Base: Those Answering	300
Very friendly relationship	8%
Somewhat friendly	79%
Somewhat unfriendly	5%
Very unfriendly	1%
Don't know / No idea	8%



Q9. How do you rate Japan as a reliable friend of [Mongolia]?

	Total
Base: Those Answering	300
Very reliable	5%
Somewhat reliable	71%
Somewhat unreliable	8%
Very unreliable	1%
Don't know / No idea	16%

Q9X2. Why do you think Japan is reliable?

	Total
Base: Those Answering	227
[Mongolia] and Japan have good relations / share the same values	24%
[Mongolia] and Japan have good economic ties (investments, good trade relationship)	31%
Japan contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	15%
Japan contributes to the stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	16%
Japan contributes to the stabilization and growth of world economy	33%
Japan has an attractive culture	18%
Japan provides development cooperation in the international community, including Official Development Assistance (ODA)	30%
Japan provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	10%

Q10. (1) To what extent does Japan play an important role in each of the following issues? - Stabilization of international order (including rule of law, liberal democracy, free-trade system, etc.)

	Total
Base: Those Answering	300
Japan plays a very important role	10%
Japan plays a somewhat important role	49%
Japan doesn't play an important role so much	10%
Japan doesn't play an important role at all	1%
Don't know / No idea	29%

Q10. (2) To what extent does Japan play an important role in each of the following issues? - Security (including peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)

	Total
Base: Those Answering	300
Japan plays a very important role	17%
Japan plays a somewhat important role	44%
Japan doesn't play an important role so much	12%
Japan doesn't play an important role at all	2%
Don't know / No idea	25%

Q10. (3) To what extent does Japan play an important role in each of the following issues? - Stabilization and growth of world economy

	Total
Base: Those Answering	300
Japan plays a very important role	20%
Japan plays a somewhat important role	57%
Japan doesn't play an important role so much	8%
Japan doesn't play an important role at all	1%
Don't know / No idea	15%

Q10. (4) To what extent does Japan play an important role in each of the following issues? - Development cooperation in the international community, including Official Development Assistance (ODA)

	Total
Base: Those Answering	300
Japan plays a very important role	19%
Japan plays a somewhat important role	62%
Japan doesn't play an important role so much	5%
Japan doesn't play an important role at all	0%
Don't know / No idea	13%

Q10. (5) To what extent does Japan play an important role in each of the following issues? - Solutions to global issues (including environment, climate change, infectious disease, population, poverty, etc.)

	Total
Base: Those Answering	300
Japan plays a very important role	20%
Japan plays a somewhat important role	50%
Japan doesn't play an important role so much	7%
Japan doesn't play an important role at all	3%
Don't know / No idea	20%

Q11. How much do you value Japan as a peace-loving nation for the past 70 years since the end of World War II?

	Total
Base: Those Answering	300
A lot	39%
To some extent	43%
Not much	5%
Not at all	2%
Don't know / No idea	11%

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?

	Total
Base: Those Answering	300
Very valuable	10%
Somewhat valuable	77%
Somewhat not valuable	5%
Not valuable at all	0%
Don't know / No idea	8%

Q13 MONGOLIA. Which of the following country do you want to go for study or do you want to recommend people around you to go for study?

	Total
Base: Those Answering	300
Japan	27%
USA	22%
UK	1%
France	2%
Germany	10%
Italy	1%
Canada	3%
EU	2%
Russia	5%
China	1%
India	1%
Brazil	0%
Mexico	0%
South Africa	0%
Australia	11%
Republic of Korea	7%
Indonesia	0%
Kingdom of Saudi Arabia (KSA)	0%
Turkey	1%
Argentina	0%
Others, specify:	3%
Don't know / No idea	1%

Q14 MONGOLIA. Would you like to work in Japan?

	Total
Base: Those Answering	300
I would like to work in Japan	49%
I somewhat would like to work in Japan	14%
I would rather not work in Japan	13%
I would not like to work in Japan	20%
Don't know / No idea	4%

Q15-1 MONGOLIA. Do you know more than 10,000 Japanese internee engaged in labor in Mongolia after the World War II?

	Total
Base: Those Answering	300
Yes	26%
No	74%

Q15-2 MONGOLIA. Why do you think those Japanese internees were engaged in labor?

	Total
Base: Those Answering	77
Japanese government provided the labor force as part of economic aid	9%
The Soviet Union interned Japanese workers and employed them in Mongolia after the war.	55%
Mongolia took Japanese prisoners and employed them as labor force.	23%
Don't know / No idea	4%
Others	9%

Q16 MONGOLIA. To what extent is Japan's international development cooperation helping Mongolia?

	Total
Base: Those Answering	300
A great deal	29%
To some extent	44%
Not much	9%
Not at all	1%
Unsure	17%

Q17-1 MONGOLIA. Do you think Japan is attractive and a place you want to travel?

	Total
Base: Those Answering	300
Japan is an attractive country and I would like to travel to Japan.	72%
Japan is an attractive country, but I cannot travel to Japan.	19%
Japan is not so attractive.	10%

Q17-2 MONGOLIA. Which of the following attracts you?

	Total
Base: Those Answering	215
High-tech products and technology	54%
Japanese food	20%
Pop culture including animations, comics, and J-POP music	8%
Beautiful nature	36%
Traditional Japanese culture including Kabuki and Noh	39%
Cleanliness	26%
Sports (including Tokyo Olympics)	16%
Theme parks	7%
Good public safety	18%
Others	4%

Q41. Which of the following sources do you usually use to obtain general information or knowledge?

	Total
Base: Those Answering	300
Television	60%
Magazines, books	18%
Newspapers	8%
Radio	6%
Websites	25%
Blogs	4%
Mail magazines / Online newsletters	5%
Facebook, Twitter and other social networking services	66%
Video-sharing website, i.e. YouTube	32%
Movies	15%
School education / studying at school	6%
Seminars / symposiums and cultural events	5%
Friends / Family / Relatives	20%
Travel (including studying abroad)	4%
Others, specify:	0%

Q42. And which do you usually use to obtain information about Japan?

	Total
Base: Those Answering	300
Television	44%
Magazines, books	13%
Newspapers	7%
Radio	5%
Websites	16%
Blogs	2%
Mail magazines / Online newsletters	4%
Facebook, Twitter and other social networking services	49%
Video-sharing website, i.e. YouTube	27%
Movies	20%
School education / studying at school	4%
Seminars / symposiums and cultural events	2%
Friends / Family / Relatives	17%
Travel (including studying abroad)	2%
Others, specify:	0%
I have not obtained any information about Japan	5%

Q43. How often do you normally hear or read international news or information?

	Total
Base: Those Answering	300
Every day	20%
About 2 - 3 times a week	33%
About once a week	24%
About once a month	16%
About once in 2 - 3 months	3%
About once in 6 months	1%
About once a year	1%
I hardly hear or read international news or information	2%

Q44. Are you interested in international news or information?

	Total
Base: Those Answering	300
Very interested	19%
Somewhat interested	59%
Somewhat not interested	19%
Not interested at all	3%

FO. Area

	Total
Base: Those Answering	300
Mongolia	100%

F1. Please indicate your gender

	Total
Base: Those Answering	300
Male	49%
Female	51%

F2. Please indicate your age

	Total
Base: Those Answering	300
18-29	30%
30-39	31%
40-49	22%
50-59	17%

F3. Which of the following best describes your occupation? - Mongolia

	Total
Base: Those Answering	300
Managers	4%
Professionals	8%
Technicians and Associate Professionals	7%
Clerical support workers	0%
Service and sales workers	10%
Skilled agricultural, forestry and fishery workers	2%
Craft and related trades workers	2%
Plant and machine operators, and assemblers	8%
Elementary occupations	2%
Armed forces occupations	2%
Home maker / housewife	2%
Student	11%
Unemployed / retired / seeking employment	8%
Other, specify:	34%



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

	Total
Base: Those Answering	300
Primary school (not completed) or no education	1%
Primary school	2%
Lower secondary	7%
Upper secondary	33%
Specialized secondary or Technical and Vocational	15%
Diploma or Bachelor degree	38%
Postgraduate school (Master's degree and above)	4%

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

	Total
Base: Those Answering	300
Less than 300,000 Tugrug	5%
300,001 - 500,000 Tugrug	13%
500,001 - 800,000 Tugrug	25%
800,001 - 1,100,000 Tugrug	15%
1,100,001 - 1,500,000 Tugrug	16%
1,500,001 Tugrug or more	22%
Don't know / Refused	2%