

MOFA
Multicountry Opinion Survey
Edelman Intelligence
2019
India data: n=2,200

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
I am very interested	82%	73%	89%	84%
I am somewhat interested	16%	22%	11%	14%
I am somewhat uninterested	1%	1%	0%	1%
I am not interested at all	2%	3%	0%	1%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2163	483	80	1600
Japanese	45%	29%	25%	51%
Chinese	21%	13%	21%	24%
Korean	11%	9%	9%	12%
Arabic	16%	15%	23%	16%
French	47%	52%	55%	45%
German	31%	31%	33%	31%
Spanish	32%	29%	33%	32%
Russian	17%	14%	18%	17%
Others, specify	5%	6%	9%	5%

Q1X3. Why are you interested in learning Japanese?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	971	140	20	811
I would like to travel to Japan for sightseeing	42%	36%	45%	43%
I would like to work in Japan	36%	40%	50%	36%
I would like to study in Japan	24%	15%	35%	25%
I would like to understand Japanese culture and lifestyle	45%	44%	35%	46%
I would like to enjoy Japanese culture that I see or hear (fashion, music, movies, TV series, comics, and animations)	52%	41%	50%	54%
I would like to communicate with my Japanese friends better	33%	21%	30%	35%
Japanese is necessary for my work / business	25%	18%	35%	27%
Japanese can be useful in the future	40%	36%	40%	40%
There is a Japanese language school close to my home	20%	11%	15%	22%
Japanese is a required course in my school	21%	11%	25%	23%
Others, specify	1%	3%	0%	0%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Japan	53%	44%	36%	57%
USA	52%	58%	69%	49%
UK	29%	28%	39%	29%
France	26%	28%	35%	24%
Germany	23%	22%	28%	23%
Italy	9%	8%	8%	9%
Canada	17%	16%	24%	17%
EU	11%	10%	14%	11%
Russia	33%	40%	44%	30%
China	21%	18%	33%	21%
India	0%	0%	0%	0%
Brazil	11%	9%	10%	11%
Mexico	6%	3%	5%	7%
South Africa	9%	8%	8%	9%
Australia	19%	16%	24%	19%
Republic of Korea	8%	7%	6%	8%
Indonesia	8%	7%	10%	8%
Kingdom of Saudi Arabia (KSA)	18%	23%	20%	17%
Turkey	6%	3%	6%	6%
Argentina	4%	3%	3%	4%
Others, specify:	1%	1%	5%	1%
Don't know / No idea	4%	8%	0%	2%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Japan	52%	43%	36%	56%
USA	43%	47%	56%	41%
UK	32%	30%	43%	32%
France	26%	25%	35%	25%
Germany	27%	29%	30%	27%
Italy	13%	13%	14%	13%
Canada	21%	20%	29%	20%
EU	15%	15%	15%	15%
Russia	28%	33%	29%	26%
China	23%	20%	26%	24%
India	0%	0%	0%	0%
Brazil	13%	13%	13%	12%
Mexico	9%	7%	14%	9%
South Africa	12%	11%	18%	12%
Australia	26%	25%	38%	26%
Republic of Korea	10%	9%	11%	10%
Indonesia	9%	7%	11%	9%
Kingdom of Saudi Arabia (KSA)	19%	17%	25%	19%
Turkey	7%	7%	9%	7%
Argentina	7%	5%	6%	7%
Others, specify:	1%	1%	3%	1%
Don't know / No idea	4%	8%	0%	3%

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

	Total	General Public	Population sub groups Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Japan	30%	17%	9%	36%
USA	18%	23%	29%	16%
UK	5%	5%	5%	4%
France	3%	3%	5%	2%
Germany	2%	1%	4%	2%
Italy	1%	0%	0%	1%
Canada	2%	2%	3%	2%
EU	1%	0%	0%	1%
Russia	22%	29%	28%	19%
China	2%	2%	4%	2%
India	0%	0%	0%	0%
Brazil	1%	0%	1%	1%
Mexico	1%	1%	3%	1%
South Africa	1%	0%	0%	1%
Australia	2%	1%	3%	2%
Republic of Korea	0%	0%	0%	0%
Indonesia	1%	1%	0%	1%
Kingdom of Saudi Arabia (KSA)	2%	3%	5%	2%
Turkey	1%	0%	1%	1%
Argentina	0%	0%	1%	0%
Others, specify:	1%	1%	0%	0%
Don't know / No idea	5%	9%	1%	4%

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

	Total	General Public	Population sub groups Political Activists	Other Opinion Leaders
Base: Those Answering	2085	455	79	1551
[India] and [Response from Q4] have good relations / share the same values	52%	57%	53%	50%
[India] and [Response from Q4] have good economic ties (investments, good trade relationship)	53%	56%	57%	52%
[Response from Q4] contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	41%	41%	44%	41%
[Response from Q4] contributes to stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	33%	26%	30%	36%
[Response from Q4] contributes to stabilization and growth of world economy	34%	31%	34%	35%
[Response from Q4] has an attractive culture	24%	21%	29%	25%
[Response from Q4] provides development cooperation in the international community, including Official Development Assistance (ODA)	36%	28%	38%	38%
[Response from Q4] provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	36%	30%	32%	38%
No reason	1%	3%	0%	1%

Q5. What is your impression of Japan?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
A country that has been consistently promoting peace since the end of World War II	35%	32%	43%	36%
A country with rich traditions and culture	41%	45%	40%	39%
A country with a strong economy and high technology	54%	61%	51%	52%
A country with a high standard of living	38%	40%	51%	37%
A country with values, such as democracy and liberalism	31%	29%	39%	31%
A country with a leadership in the international community	29%	29%	31%	29%
A country that introduces new culture to the world such as animation, fashion, and cuisine	34%	30%	36%	35%
A country with beautiful nature	37%	40%	36%	35%
A country that is conservative and closed	17%	13%	24%	18%
A country which one should be watchful of	22%	20%	26%	23%
A country that is difficult to understand	13%	10%	8%	15%
A militant / combative country	11%	7%	15%	12%
Others, specify:	0%	1%	0%	0%
None	2%	4%	0%	1%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Politics / Diplomacy / Security	25%	20%	33%	26%
Economy	41%	37%	51%	42%
Companies / Business	39%	36%	46%	40%
Economic cooperation (Official Development Assistance - ODA)	37%	28%	30%	40%
History	35%	36%	38%	35%
Science / Technology	64%	62%	74%	64%
Culture (including tradition, pop culture, Japanese food, etc.)	53%	49%	50%	55%
Tourism	44%	47%	48%	42%
Others, specify:	0%	0%	0%	0%
None	1%	4%	0%	1%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Flower arrangement	27%	33%	24%	25%
Tea ceremony	22%	24%	23%	22%
Traditional Japanese theater (Kabuki, Noh, Kyogen, Bunraku)	21%	11%	19%	25%
Calligraphy (Shodo)	19%	18%	21%	19%
Traditional Japanese music (Gagaku, Koto [Japanese harp], Japanese drum, Shamisen, etc.)	26%	18%	21%	28%
Japanese literature / Haiku	21%	15%	34%	22%
Sumo / Japanese martial arts (Karate, Judo, Kendo, etc.)	34%	35%	36%	34%
Bonsai	25%	29%	31%	23%
Japanese animations	25%	24%	43%	25%
Japanese comics (also known as Manga)	22%	16%	25%	23%
Video games / Online games	23%	18%	30%	25%
Japanese pop music (J-POP)	17%	10%	23%	18%
Japanese fashion (including Kimono)	27%	26%	30%	27%
Japanese movies and TV dramas	26%	22%	30%	26%
Japanese food	34%	38%	38%	33%
Architecture	29%	34%	28%	28%
Japanese lifestyle and way of thinking	43%	47%	43%	42%
Others, specify:	1%	1%	0%	0%
None	2%	5%	0%	1%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Very friendly relationship	65%	52%	63%	70%
Somewhat friendly	30%	40%	31%	27%
Somewhat unfriendly	1%	1%	1%	1%
Very unfriendly	0%	1%	0%	0%
Don't know / No idea	4%	7%	5%	2%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Very reliable	65%	53%	65%	68%
Somewhat reliable	30%	37%	31%	27%
Somewhat unreliable	1%	1%	1%	1%
Very unreliable	0%	0%	0%	0%
Don't know / No idea	4%	9%	3%	3%

Q9X2. Why do you think Japan is reliable?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2078	449	77	1552
[India] and Japan have good relations / share the same values	50%	52%	52%	49%
[India] and Japan have good economic ties (investments, good trade relationship)	55%	58%	60%	53%
Japan contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy efforts)	35%	32%	34%	36%
Japan contributes to the stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	35%	29%	31%	37%
Japan contributes to the stabilization and growth of world economy	37%	36%	29%	38%
Japan has an attractive culture	31%	35%	34%	29%
Japan provides development cooperation in the international community, including Official Development Assistance (ODA)	37%	32%	44%	39%
Japan provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	39%	33%	48%	40%

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	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Japan plays a very important role	49%	36%	39%	53%
Japan plays a somewhat important role	35%	41%	46%	32%
Japan doesn't play an important role so much	8%	9%	8%	8%
Japan doesn't play an important role at all	2%	2%	3%	1%
Don't know / No idea	6%	12%	5%	5%

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	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Japan plays a very important role	51%	39%	49%	54%
Japan plays a somewhat important role	33%	37%	33%	31%
Japan doesn't play an important role so much	8%	9%	14%	8%
Japan doesn't play an important role at all	2%	3%	1%	2%
Don't know / No idea	6%	12%	4%	4%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Japan plays a very important role	57%	48%	53%	60%
Japan plays a somewhat important role	32%	34%	36%	31%
Japan doesn't play an important role so much	6%	8%	8%	5%
Japan doesn't play an important role at all	1%	1%	1%	2%
Don't know / No idea	4%	9%	3%	3%

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	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Japan plays a very important role	52%	41%	50%	55%
Japan plays a somewhat important role	34%	38%	35%	33%
Japan doesn't play an important role so much	6%	5%	9%	6%
Japan doesn't play an important role at all	2%	2%	4%	1%
Don't know / No idea	7%	14%	3%	5%

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	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Japan plays a very important role	55%	47%	48%	58%
Japan plays a somewhat important role	33%	35%	45%	32%
Japan doesn't play an important role so much	6%	7%	1%	5%
Japan doesn't play an important role at all	2%	1%	3%	2%
Don't know / No idea	5%	11%	4%	3%

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	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
A lot	73%	60%	71%	77%
To some extent	22%	28%	26%	20%
Not much	2%	4%	1%	1%
Not at all	0%	0%	0%	0%
Don't know / No idea	3%	8%	1%	2%

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	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Very valuable	70%	58%	66%	74%
Somewhat valuable	25%	31%	29%	23%
Somewhat not valuable	1%	2%	4%	1%
Not valuable at all	0%	1%	0%	0%
Don't know / No idea	4%	9%	1%	2%

Q13 INDIA. Do you think that coverage about Japan in Indian news media and newspaper is good?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Fair and good	79%	66%	84%	83%
No	10%	14%	13%	9%
Unsure	11%	20%	4%	9%

Q14-1 INDIA. Have you or anyone you know, ever visited Japan?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Yes	59%	44%	74%	63%
No	41%	56%	26%	37%

Q14-2 INDIA. If yes, how long ago? (In days/Months)

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	1303	220	59	1024
within 7 days	32%	20%	12%	36%
from 8 days to 14 days	18%	10%	15%	20%
from 15 days to 30 days	10%	12%	15%	9%
31 days or more	40%	57%	58%	35%

Q15 INDIA. Do you know that Prime Minister Narendra Damodardas Modi visited Japan in October 2018?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Yes	86%	83%	95%	87%
No	14%	17%	5%	13%

Q16 INDIA. Do you follow news reports and information about Japan?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Yes, regularly	49%	29%	50%	56%
Yes, but only occasionally	45%	60%	48%	40%
Not at all	6%	11%	3%	5%

Q17 INDIA. What do you think of the current state of economic relations between Japan and India?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Excellent	50%	31%	48%	57%
Good	35%	44%	45%	32%
Fair	10%	16%	8%	9%
Poor	0%	0%	0%	0%
Unsure	4%	9%	0%	2%

Q18-1 INDIA. What is your view about Japanese investments in India?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Very welcome	72%	60%	70%	76%
Rather welcome	22%	27%	29%	20%
Rather not welcome	1%	1%	1%	1%
Not welcome	1%	1%	0%	0%
Unsure	4%	11%	0%	3%

Q18-2 INDIA. For what reasons do you welcome Japanese investments in India?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2064	435	79	1550
Improve industrial technology in India	55%	59%	56%	54%
Increase employment opportunities	54%	62%	51%	52%
Enhance quality of products in India	49%	49%	48%	49%
Lower product cost in India	35%	33%	41%	35%
Increase business opportunities	53%	58%	58%	51%
Help national economy	49%	54%	57%	48%
Help regional development	38%	40%	48%	37%
Give good influence to entrepreneurs	40%	38%	42%	41%
Contribute to public welfare	36%	34%	39%	36%
Others, specify:	0%	0%	0%	0%

Q18-3 INDIA. For what reasons do you NOT welcome Japanese investment in India?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	38	12	1	25
Decrease the business opportunities of Indian corporations	29%	25%	0%	32%
Raise product cost in India	32%	50%	0%	24%
Give bad influence to entrepreneurs	26%	17%	0%	32%
Do not feel comfortable with foreign enterprise and foreign capital	29%	17%	100%	32%
Others, specify:	0%	0%	0%	0%

Q19 INDIA. In which areas should Japan and India cooperate more?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Defense/Security	33%	31%	34%	33%
United Nations reform	25%	20%	25%	27%
Economic relations	46%	47%	50%	45%
Climate Change	37%	38%	33%	37%
Disaster relief	32%	32%	31%	31%
Counter-terrorism	30%	30%	24%	31%
Economic development in Asia	43%	43%	45%	43%
Science & Technologies	63%	68%	66%	61%
Nuclear Technology and Safety	37%	41%	40%	36%
Agriculture/Farming	35%	35%	35%	35%
People-to-people exchange	29%	25%	26%	30%
Others, specify:	0%	0%	0%	0%

Q20-1 INDIA. If there is a similar opportunity of going to Japan for higher studies, would you send your child to Japan or rather prefer to send to any other country such as US or UK?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Yes, I will send to Japan	75%	64%	81%	78%
No, I prefer sending to other countries	10%	14%	13%	9%
Not sure/Can't think	15%	22%	6%	13%

Q20-2 INDIA. And why?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	1648	319	65	1264
Tuition fee is low	26%	20%	25%	28%
Language barrier is low	26%	17%	15%	29%
I like their culture	58%	62%	65%	57%
Education level is high	64%	68%	57%	63%
Family / friends live in that country	29%	18%	20%	32%
Other specify:	1%	1%	3%	1%

Q21 INDIA. Which of the following Japan-related events would you like to attend?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Film showing	34%	26%	41%	35%
Demonstration (flower arrangement, tea ceremony, etc)	48%	43%	40%	50%
Exhibition	50%	51%	63%	49%
Public lecture, Seminar, Symposium	32%	24%	39%	34%
Performances (traditional and contemporary)	51%	43%	64%	52%
Japanese speech contest	26%	16%	18%	30%
Sports	40%	38%	45%	40%
Others, specify:	1%	1%	3%	1%
None	4%	8%	1%	3%

Q22 INDIA. In which areas should Japan make contribution in South Asia Region?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Peace-keeping / Mediation	43%	44%	41%	43%
Economic	52%	52%	69%	51%
Development assistance	46%	45%	46%	47%
Promotion of trade	50%	51%	56%	49%
Cultural exchange, people-to-people exchange	47%	43%	54%	48%
Larger military presence in order to maintain peace and stability	34%	25%	29%	37%
Protection of environment	49%	50%	51%	49%
Others, specify:	0%	0%	0%	0%

Q23 INDIA. To what extent is Japanese ODA (Official Development Assistance) helping India?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
A great deal	55%	38%	53%	60%
To some extent	31%	38%	35%	29%
Not much	3%	6%	5%	2%
Not at all	1%	1%	0%	0%
Unsure	10%	18%	8%	8%

Q24 INDIA. Did you know that Japan is one of the largest donor countries to India and has been a significant contributor for modernizing India's transport, road, infrastructure and water, sewage and sanitation projects in different parts of the country?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Yes	81%	73%	88%	82%
No	19%	27%	13%	18%

Q25 INDIA. On which area should Japan emphasize its assistance to India?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Energy	42%	42%	53%	42%
Infrastructure (roads, bridges, harbours, water supply, etc.)	53%	58%	56%	52%
Industries	47%	48%	58%	46%
Urban development	41%	38%	48%	42%
Agriculture	32%	32%	30%	32%
Environment	42%	46%	56%	39%
Culture	25%	23%	33%	26%
Education	37%	37%	48%	36%
Health, sanitation	41%	41%	41%	40%
Human resource development	31%	32%	41%	31%
Disaster management	35%	40%	31%	34%
Others, specify:	0%	0%	0%	0%

Q26 INDIA. What is the most used and liked Japanese product by you or your close family or friend?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
TV	15%	11%	14%	16%
Phone/Mobile	18%	16%	9%	19%
Cars	11%	11%	13%	11%
Camera	7%	10%	6%	6%
Two wheeler	6%	6%	3%	6%
Computer and Laptop	10%	9%	11%	10%
Watch	3%	2%	1%	3%
Honda car	14%	13%	25%	14%
Toys	5%	4%	6%	5%
Electric item	12%	16%	13%	11%

Q27 INDIA. If Japanese language learning facility is available in your city, would you like your children or siblings to learn there?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Yes	88%	80%	90%	91%
No	12%	20%	10%	9%

Q28 INDIA. Regarding the future relationship between Japan and India, which of the following statements do you most agree with?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Japan and India should be closer	69%	63%	64%	71%
Japan and India should maintain the present status of relationship	25%	26%	34%	24%
Japan and India are too close now and here should be more distance	2%	2%	3%	2%
Unsure	4%	8%	0%	2%

Q29 INDIA. What kind of national characteristics do you think Japanese people have?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Diligent/Hard working	44%	48%	49%	42%
Polite	43%	48%	45%	41%
Efficient management practice	37%	37%	35%	37%
Respect traditional values	44%	47%	48%	43%
Inventive	35%	32%	40%	35%
Imitative	13%	9%	19%	14%
Conservative	21%	18%	23%	22%
Liberal	25%	23%	29%	25%
Friendly	52%	53%	54%	51%
Unfriendly	5%	2%	3%	6%
Reserved	16%	14%	24%	17%
Outgoing	15%	10%	19%	16%
Arrogant	9%	4%	5%	10%
Others, specify:	0%	0%	0%	0%
None of the above	1%	3%	0%	0%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Television	44%	48%	60%	42%
Magazines, books	34%	33%	34%	34%
Newspapers	44%	48%	54%	42%
Radio	14%	12%	16%	15%
Websites	49%	51%	61%	48%
Blogs	27%	24%	40%	28%
Mail magazines / Online newsletters	26%	24%	34%	26%
Facebook, Twitter and other social networking services	47%	46%	49%	47%
Video-sharing website, i.e. YouTube	42%	40%	44%	42%
Movies	27%	25%	36%	27%
School education / studying at school	19%	17%	15%	21%
Seminars / symposiums and cultural events	21%	16%	25%	23%
Friends / Family / Relatives	33%	35%	33%	32%
Travel (including studying abroad)	23%	17%	30%	24%
Others, specify:	0%	0%	0%	0%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Television	37%	37%	44%	37%
Magazines, books	26%	26%	25%	26%
Newspapers	37%	41%	38%	36%
Radio	11%	8%	13%	12%
Websites	41%	39%	54%	41%
Blogs	24%	17%	36%	25%
Mail magazines / Online newsletters	22%	17%	28%	23%
Facebook, Twitter and other social networking services	43%	40%	51%	43%
Video-sharing website, i.e. YouTube	36%	33%	39%	37%
Movies	22%	17%	25%	23%
School education / studying at school	17%	11%	11%	19%
Seminars / symposiums and cultural events	18%	12%	18%	20%
Friends / Family / Relatives	26%	19%	29%	27%
Travel (including studying abroad)	19%	13%	26%	21%
Others, specify:	0%	1%	0%	0%
I have not obtained any information about Japan	2%	5%	3%	1%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Every day	50%	37%	50%	54%
About 2 - 3 times a week	28%	29%	35%	27%
About once a week	11%	15%	13%	10%
About once a month	5%	7%	1%	4%
About once in 2 - 3 months	3%	5%	0%	2%
About once in 6 months	0%	1%	1%	0%
About once a year	1%	2%	0%	1%
I hardly hear or read international news or information	2%	4%	0%	2%

Q44. Are you interested in international news or information?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Very interested	72%	57%	76%	77%
Somewhat interested	25%	37%	24%	21%
Somewhat not interested	2%	3%	0%	1%
Not interested at all	1%	3%	0%	1%

FO. Area

	Total	General Public	Population sub groups Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
India	100%	100%	100%	100%

F0-1. Please indicate your city

	Total	General Public	Population sub groups Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Ahmedabad	0%	0%	4%	0%
Bangalore	20%	22%	15%	20%
Chandigarh	0%	0%	3%	0%
Chennai	10%	12%	14%	9%
Delhi	30%	29%	6%	32%
Hyderabad	1%	0%	11%	0%
Kolkata	17%	16%	15%	17%
Lucknow	0%	0%	1%	0%
Mumbai	21%	22%	28%	21%
Patna	0%	0%	3%	0%
Pune	0%	0%	1%	0%

F1. Please indicate your gender

	Total	General Public	Population sub groups Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Male	47%	51%	56%	45%
Female	53%	49%	44%	55%

F2. Please indicate your age

	Total	General Public	Population sub groups Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
18-29	25%	30%	36%	23%
30-39	36%	34%	35%	37%
40-49	26%	24%	13%	28%
50-59	11%	10%	11%	11%
60+	2%	2%	5%	1%

F3. Which of the following best describes your occupation?

	Total	General Public	Population sub groups Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Company owner (with 10 or more employees)	30%	13%	18%	36%
Company owner (with less than 10 employees)	5%	4%	3%	6%
Professional (medical doctor, lawyer, architect, accountants, etc.)	7%	0%	20%	8%
Tradesman (building worker / plumber / building painter / electrician, etc.)	2%	0%	1%	2%
Employee (board member / senior executive / specialist)	10%	10%	25%	9%
Employee (manager)	11%	12%	11%	10%
Public service worker (medical, school, police, etc.)	7%	1%	3%	9%
Office worker / staff (clerical, sales, etc.)	8%	15%	5%	6%
Skilled worker / factory worker / sales and service staff	2%	4%	6%	2%
Home maker / housewife	4%	16%	1%	1%
Student	7%	11%	4%	6%
Unemployed / retired / seeking employment	2%	6%	4%	1%
Other, specify:	4%	8%	0%	3%

F3-1. Which of the following best describes your current role/ job title?

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Faculty members (e.g. professors) of professional courses (referred to as post-graduation or masters in areas of studies such as Medicine, Law, MBA, and CFA/CA, Architecture)	14%	0%	16%	19%
Final year students of professional courses (referred to as post-graduation or masters in areas of studies such as Medicine, Law, MBA, and CFA/CA, Architecture)	7%	0%	5%	9%
Faculty members (e.g. professors) of bachelor's degree courses	4%	0%	3%	6%
Final year students of bachelor's degree courses	10%	0%	3%	13%
Professionals (Engineers, doctors, architects, software analysts, etc.)	24%	0%	46%	31%
Trade, business, industry entrepreneurs	14%	0%	13%	19%
Journalists or working in media/fine arts/culture	3%	0%	3%	4%
None of the above	23%	100%	13%	0%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Junior high school	1%	1%	0%	0%
Senior high school	7%	9%	3%	6%
Junior college / technical college	9%	7%	10%	10%
Senior college / University (Bachelor's degree)	43%	51%	43%	41%
Postgraduate school (Master's degree and above)	40%	32%	45%	43%

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

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
Rs 50,000 or less	23%	41%	25%	18%
Rs 50,000 - 100,000	30%	26%	35%	31%
Rs 100,000 - 150,000	16%	11%	15%	18%
Rs 150,000 - 200,000	16%	7%	18%	19%
Rs 200,000 or more	14%	15%	8%	14%

F6. Below is a list of statements. Please select all the ones that apply to you:

	Total	General Public	Population sub groups	
			Political Activists	Other Opinion Leaders
Base: Those Answering	2200	500	80	1620
I have started an online/offline political campaign and/or play an active role in such activities at my village/ town/ city/ district level	5%	14%	50%	0%
I have started an online/offline political campaign and/or play an active role in such activities at my state/ national level	1%	3%	18%	0%
I am working for an organization to bring about political or social change	2%	4%	38%	0%
I am a current/ former member of a village/ town/ city/ district assembly/ political party (e.g. political councilor, political office bearer, local politician etc.)	1%	3%	18%	0%
I am a current/ former member of a national/state assembly/ political party (e.g. political councilor, political office bearer, national politician etc.)	1%	1%	11%	0%
None of the above	92%	80%	0%	100%