

MOFA
 FY2020 Opinion Poll on Japan (LATAM & CARIBBEAN)
 (Edelman Data x Intelligence)

Q1. Which of the following countries do you consider an important partner to [YOUR COUNTRY] currently?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Japan	22%	25%	31%	14%	20%	17%	16%	25%
USA	66%	81%	75%	43%	82%	39%	49%	82%
UK	14%	7%	19%	6%	16%	6%	13%	28%
France	9%	8%	17%	6%	14%	6%	6%	4%
Germany	14%	11%	24%	12%	14%	12%	13%	8%
Italy	7%	4%	15%	6%	7%	3%	7%	3%
EU	19%	14%	12%	21%	27%	17%	35%	14%
Canada	19%	37%	17%	7%	19%	7%	12%	25%
Russia	16%	12%	14%	29%	8%	26%	15%	7%
China	48%	40%	48%	50%	28%	47%	64%	60%
India	6%	2%	10%	4%	5%	3%	6%	13%
Brazil	19%	9%	0%	39%	19%	27%	44%	5%
Mexico	8%	0%	9%	14%	18%	8%	8%	4%
South Africa	3%	1%	7%	3%	2%	1%	3%	3%
Australia	5%	2%	10%	2%	6%	3%	6%	2%
Republic of Korea	5%	4%	6%	3%	8%	5%	7%	2%
Indonesia	2%	2%	4%	1%	3%	1%	3%	1%
Kingdom of Saudi Arabia (KSA)	5%	4%	10%	2%	7%	2%	6%	1%
Turkey	2%	2%	4%	1%	4%	1%	2%	1%
Argentina	13%	5%	23%	0%	8%	21%	33%	2%
Others, specify	1%	0%	1%	0%	1%	1%	0%	2%
Don't know / No idea	6%	2%	8%	10%	4%	8%	8%	3%

Q2. And which of the following countries would you consider an important partner to [YOUR COUNTRY] in the future?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Japan	32%	34%	38%	22%	40%	32%	29%	30%
USA	50%	46%	56%	44%	49%	52%	48%	57%
UK	20%	15%	25%	13%	25%	14%	19%	26%
France	12%	12%	16%	13%	15%	9%	9%	7%
Germany	22%	20%	26%	21%	24%	24%	23%	12%
Italy	10%	7%	17%	9%	11%	8%	12%	4%
EU	25%	23%	15%	26%	33%	25%	44%	11%
Canada	22%	33%	23%	12%	26%	11%	16%	28%
Russia	23%	25%	19%	31%	22%	31%	25%	10%
China	43%	42%	42%	44%	37%	37%	50%	54%
India	9%	5%	13%	8%	8%	6%	12%	12%
Brazil	17%	12%	0%	36%	18%	23%	32%	7%
Mexico	9%	0%	10%	14%	15%	10%	12%	7%
South Africa	5%	3%	8%	4%	4%	2%	5%	6%
Australia	8%	4%	13%	10%	10%	6%	10%	4%
Republic of Korea	8%	11%	8%	7%	11%	8%	11%	4%
Indonesia	4%	3%	5%	3%	4%	2%	6%	2%
Kingdom of Saudi Arabia (KSA)	9%	10%	11%	5%	15%	5%	11%	5%
Turkey	4%	2%	7%	3%	7%	4%	6%	2%
Argentina	10%	5%	15%	0%	7%	14%	26%	3%
Others, specify	1%	1%	1%	1%	1%	1%	0%	1%
Don't know / No idea	4%	2%	5%	6%	5%	4%	5%	5%

Q3. Which of the following countries is the most reliable friend to [YOUR COUNTRY] ?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Japan	4%	5%	6%	2%	3%	4%	3%	3%
USA	30%	31%	37%	8%	62%	10%	12%	45%
UK	2%	2%	2%	1%	2%	2%	1%	6%
France	1%	2%	3%	1%	1%	0%	0%	0%
Germany	1%	2%	2%	1%	1%	1%	2%	0%
Italy	1%	0%	2%	2%	0%	0%	0%	0%
EU	4%	3%	1%	6%	4%	4%	10%	2%
Canada	6%	24%	5%	1%	3%	1%	2%	2%
Russia	4%	5%	1%	11%	3%	11%	1%	0%
China	11%	7%	9%	10%	2%	9%	10%	33%
India	0%	0%	1%	0%	0%	0%	0%	1%
Brazil	6%	2%	0%	18%	3%	6%	17%	0%
Mexico	2%	0%	3%	5%	4%	4%	1%	0%
South Africa	1%	0%	3%	0%	0%	0%	1%	0%
Australia	0%	0%	2%	0%	0%	0%	0%	0%
Republic of Korea	1%	1%	1%	0%	1%	1%	0%	0%
Indonesia	0%	0%	0%	0%	1%	0%	0%	0%
Kingdom of Saudi Arabia (KSA)	0%	1%	1%	0%	0%	0%	0%	0%
Turkey	0%	1%	0%	0%	0%	0%	0%	0%
Argentina	7%	2%	9%	0%	1%	19%	21%	0%
Others, specify	3%	2%	2%	9%	0%	6%	1%	1%
Don't know / No idea	14%	12%	12%	25%	10%	20%	18%	5%

Q3-2. Why do you think [Response from Q3] is the most reliable country?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF Q3=1-21	1970	353	351	225	270	240	245	286
	100%	100%	100%	100%	100%	100%	100%	100%
[YOUR COUNTRY] and [Response from Q3] have good relations	52%	47%	56%	52%	51%	48%	52%	56%
[YOUR COUNTRY] and [Response from Q3] share the same values	19%	14%	20%	19%	15%	16%	26%	23%
[YOUR COUNTRY] and [Response from Q3] have good economic ties (investments, good trade relationship)	50%	52%	46%	46%	46%	36%	50%	69%
[Response from Q3] contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), a	23%	21%	21%	14%	43%	14%	19%	26%
[Response from Q3] contributes to stabilization of international order	25%	27%	26%	16%	28%	19%	20%	32%
[Response from Q3] contributes to stabilization and growth of world economy	35%	34%	28%	26%	47%	24%	32%	55%
[Response from Q3] has an attractive culture	23%	18%	21%	27%	20%	20%	26%	35%
[Response from Q3] provides development cooperation in the international community, including Official Development Assis	22%	23%	18%	18%	30%	24%	20%	25%
[Response from Q3] provides solutions to global issues	24%	30%	25%	18%	24%	18%	18%	30%
Others, specify	2%	2%	2%	5%	1%	3%	1%	1%

Q6. What do you think about the current state of relationship between [YOUR COUNTRY] and Japan?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Very friendly relationship	26%	35%	27%	15%	22%	23%	36%	21%
Somewhat friendly	44%	45%	49%	44%	44%	43%	30%	47%
Somewhat unfriendly	7%	7%	8%	7%	10%	9%	3%	6%
Very unfriendly	2%	3%	1%	3%	3%	4%	1%	0%
Don't know / No idea	21%	11%	15%	30%	20%	21%	31%	26%

Q7. How do you rate Japan as a reliable friend of [YOUR COUNTRY]?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Very reliable	30%	36%	27%	29%	32%	31%	32%	24%
Somewhat reliable	44%	50%	46%	40%	45%	42%	37%	49%
Somewhat unreliable	7%	5%	13%	8%	7%	7%	5%	4%
Very unreliable	2%	1%	4%	4%	3%	3%	2%	1%
Don't know / No idea	16%	9%	11%	19%	13%	16%	24%	22%

Q7-2. Why do you think Japan is reliable?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Ask if Q7 = 1 or 2	1718	343	293	205	231	220	208	218
	100%	100%	100%	100%	100%	100%	100%	100%
[YOUR COUNTRY] and Japan have good relations	44%	41%	58%	37%	39%	34%	50%	44%
[YOUR COUNTRY] and Japan share the same values	10%	14%	10%	6%	8%	5%	10%	16%
[YOUR COUNTRY] and Japan have good economic ties (investments, good trade relationship)	41%	46%	48%	25%	46%	24%	40%	52%
Japan contributes to the security (peace building, anti-terrorism efforts, peace-keeping operation (PKO), anti-piracy ef	20%	19%	25%	17%	29%	18%	15%	17%
Japan contributes to the stabilization of international order (rule of law, liberal democracy, free-trade system, etc.)	22%	21%	20%	21%	25%	26%	22%	23%
Japan contributes to the stabilization and growth of world economy	43%	45%	41%	43%	49%	45%	41%	40%
Japan has an attractive culture	41%	39%	33%	55%	51%	35%	49%	32%
Japan provides development cooperation in the international community, including Official Development Assistance (ODA)	26%	27%	21%	23%	34%	40%	20%	16%
Japan provides solutions to global issues (environment, climate change, infectious diseases, population, poverty, etc.)	33%	35%	33%	28%	37%	37%	31%	29%
Others, specify	1%	1%	0%	2%	1%	2%	0%	1%

Q8. To what extent does Japan play an important role in each of the following issues? - Stabilization of international order

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Japan plays a very important role	30%	36%	26%	24%	33%	33%	22%	30%
Japan plays a somewhat important role	35%	36%	35%	39%	40%	36%	30%	32%
Japan doesn't play an important role so much	14%	18%	19%	14%	11%	12%	15%	8%
Japan doesn't play an important role at all	4%	3%	6%	4%	3%	3%	5%	4%
Don't know / No idea	17%	8%	14%	18%	13%	16%	27%	25%

Q8. To what extent does Japan play an important role in each of the following issues? - Security

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Japan plays a very important role	32%	37%	32%	27%	34%	34%	28%	28%
Japan plays a somewhat important role	33%	35%	35%	35%	32%	34%	30%	33%
Japan doesn't play an important role so much	15%	17%	17%	17%	17%	13%	15%	7%
Japan doesn't play an important role at all	4%	4%	5%	4%	4%	4%	5%	4%
Don't know / No idea	16%	7%	13%	16%	12%	15%	23%	29%

Q8. To what extent does Japan play an important role in each of the following issues? - Stabilization and growth of world economy

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Japan plays a very important role	52%	55%	47%	51%	61%	56%	49%	48%
Japan plays a somewhat important role	30%	30%	33%	30%	23%	30%	26%	34%
Japan doesn't play an important role so much	7%	9%	10%	8%	6%	7%	6%	4%
Japan doesn't play an important role at all	2%	2%	2%	3%	1%	1%	3%	1%
Don't know / No idea	9%	5%	9%	8%	8%	6%	16%	12%

Q8. 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

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Japan plays a very important role	31%	36%	27%	26%	40%	39%	28%	23%
Japan plays a somewhat important role	35%	40%	35%	36%	35%	34%	30%	35%
Japan doesn't play an important role so much	11%	10%	15%	15%	11%	9%	10%	4%
Japan doesn't play an important role at all	3%	4%	5%	2%	2%	1%	2%	0%
Don't know / No idea	20%	10%	18%	21%	12%	16%	30%	37%

Q8. To what extent does Japan play an important role in each of the following issues? - Solutions to global issues

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Japan plays a very important role	40%	48%	36%	31%	46%	44%	39%	34%
Japan plays a somewhat important role	31%	29%	31%	34%	31%	30%	29%	34%
Japan doesn't play an important role so much	12%	12%	16%	15%	11%	11%	8%	8%
Japan doesn't play an important role at all	4%	5%	5%	6%	3%	2%	4%	3%
Don't know / No idea	13%	7%	12%	13%	10%	13%	20%	22%

Q9. How much do you value Japan as a peace-loving nation for the past 75 years since the end of World War II?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
A lot	46%	51%	51%	52%	47%	43%	46%	26%
To some extent	36%	37%	32%	29%	39%	45%	32%	43%
Not much	8%	8%	8%	8%	7%	6%	9%	8%
Not at all	2%	1%	2%	2%	1%	1%	3%	1%
Don't know / No idea	8%	3%	7%	8%	7%	5%	10%	21%

Q10. 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	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Very valuable	51%	59%	54%	52%	54%	52%	52%	32%
Somewhat valuable	38%	36%	35%	36%	38%	39%	35%	47%
Somewhat not valuable	4%	3%	3%	3%	3%	5%	5%	4%
Not valuable at all	1%	1%	1%	2%	1%	0%	0%	0%
Don't know / No idea	7%	2%	8%	6%	5%	4%	8%	18%

Q11LATAM. Do you feel emotionally connected to Japan?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF LATAM: F0 = code 6 to 12	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
I feel emotionally connected to Japan	16%	20%	14%	9%	21%	16%	9%	21%
I feel somewhat emotionally connected to Japan	35%	42%	35%	31%	43%	39%	25%	30%
I somewhat do not feel emotionally connected to Japan	26%	27%	33%	35%	22%	20%	34%	11%
I do not feel emotionally connected to Japan at all	16%	8%	11%	19%	10%	16%	20%	29%
I don't know	7%	4%	8%	6%	4%	9%	12%	10%

Q11_2LATAM. What is the reason you feel that way towards Japan?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF LATAM: F0 = code 6 to 12 AND Q11 LatAm= code 1 or 2	1171	248	193	120	191	165	102	152
	100%	100%	100%	100%	100%	100%	100%	100%
Because Japan is a developed country	61%	59%	65%	69%	68%	61%	63%	45%
Because Japan is a country that has history and a traditional culture	65%	65%	64%	74%	73%	62%	75%	49%
Because Japanese products are excellent	46%	37%	40%	51%	42%	42%	57%	69%
Because I like Japanese pop culture (animation, manga, video games, Japanese pop music (J-POP), etc.)	33%	37%	37%	26%	34%	30%	25%	32%
Because I like Japanese food	28%	33%	30%	23%	24%	19%	20%	39%
Because Japanese (or people of Japanese descent "Nikkei") have contributed to the development of my country	22%	20%	38%	13%	27%	21%	13%	13%
Because I have Japanese (or people of Japanese descent "Nikkei") acquaintances	16%	15%	28%	18%	11%	12%	11%	14%
Others, please specify:	2%	2%	1%	3%	2%	2%	1%	1%

Q12LATAM. What do you expect from Japan?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF LATAM: F0 = code 6 to 12	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Transfer of techniques, science and technology for the improvement of your country's industrial technology	61%	59%	59%	63%	67%	58%	57%	64%
Import of good quality products from Japan	52%	52%	50%	45%	53%	47%	51%	65%
Cultural exchange	52%	50%	44%	53%	53%	50%	57%	62%
Contribution to the economic development and job creation through investment	55%	57%	52%	54%	63%	51%	56%	47%
Contribution to peace	48%	50%	54%	44%	53%	42%	47%	45%
Cooperation for the prevention from disasters	38%	39%	44%	29%	36%	37%	42%	37%
Solution for global issues (development, environment, population, health, etc.)	51%	51%	53%	48%	53%	47%	53%	50%
Increase of Japanese tourists	29%	26%	28%	25%	26%	24%	30%	47%
Expansion of systems that enable employment in Japan	33%	35%	36%	25%	38%	31%	26%	37%
Cooperation in the international arena such as the United Nations Security Council reform	34%	39%	36%	30%	33%	30%	34%	32%
Others, please specify:	1%	1%	1%	0%	1%	1%	1%	2%

Q13LATAM. 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?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF LATAM: F0 = code 6 to 12	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Interactions between governments	57%	53%	70%	54%	51%	48%	57%	63%
Interactions between corporations	23%	33%	13%	28%	29%	29%	20%	9%
Interactions between students	8%	7%	6%	7%	9%	14%	8%	10%
Interactions between citizens when travel, etc.	5%	4%	4%	4%	7%	4%	5%	10%
Other, please specify:	1%	0%	0%	1%	0%	0%	1%	6%
I don't know	5%	4%	8%	6%	4%	4%	9%	3%

Q14LATAM. What do you think about the people of Japanese descents (Nikkei) in your country?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF LATAM: F0 = code 6 to 12	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
They are reliable	29%	36%	32%	30%	35%	22%	24%	18%
They are honest and keep their promises	29%	33%	32%	30%	38%	32%	26%	13%
They are diligent and work efficiently	42%	44%	47%	38%	49%	39%	37%	36%
They are kind and polite	42%	49%	44%	46%	45%	43%	43%	22%
They have collective way of thinking and reclusive character	24%	27%	23%	23%	25%	25%	22%	21%
They are accurate	19%	23%	21%	16%	25%	18%	20%	8%
They are proud	11%	13%	10%	8%	14%	9%	6%	16%
Others, please specify:	1%	1%	1%	0%	1%	0%	1%	2%
I don't know	5%	3%	5%	3%	4%	4%	7%	12%
I'm not aware of the existence of any Japanese descents (Nikkei)	17%	9%	10%	20%	13%	15%	21%	34%

Q15LATAM. Do you think that the Japanese who immigrated to your country and the people of Japanese descents (Nikkei) are contributing to your society?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF LATAM: F0 = code 6 to 12	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
They are contributing	41%	46%	54%	46%	41%	38%	38%	20%
They are contributing moderately	31%	36%	26%	30%	36%	36%	30%	24%
They are not contributing very much	6%	6%	5%	5%	5%	8%	6%	7%
They are not contributing	1%	1%	2%	1%	1%	1%	2%	3%
I don't know	7%	5%	7%	8%	5%	6%	9%	14%
I'm not aware of the existence of any Japanese descents (Nikkei)	13%	8%	8%	10%	11%	11%	15%	32%

Q16LATAM. Do you think that the people of Japanese descents (Nikkei) are contributing to strengthen the relationship between Japan and your country?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF LATAM: F0 = code 6 to 12	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
They are contributing	33%	38%	37%	38%	39%	25%	36%	14%
They are contributing moderately	31%	38%	34%	29%	34%	37%	23%	21%
They are not contributing very much	10%	9%	5%	11%	8%	15%	11%	8%
They are not contributing	3%	3%	4%	3%	3%	3%	2%	3%
I don't know	10%	5%	12%	8%	5%	8%	11%	23%
I'm not aware of the existence of any Japanese descents (Nikkei)	14%	8%	8%	11%	12%	12%	17%	32%

Q17LATAM. In April 2017, Japan House was opened in San Paulo to be a center for promoting Japan. What do you think about it?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF Brazil: F0 = code 7	400	0	400	0	0	0	0	0
	100%	0%	100%	0%	0%	0%	0%	0%
I've been there	5%	0%	5%	0%	0%	0%	0%	0%
I know a lot about it	6%	0%	6%	0%	0%	0%	0%	0%
I've heard of it	34%	0%	34%	0%	0%	0%	0%	0%
I don't really know about it	36%	0%	36%	0%	0%	0%	0%	0%
I don't know about it	19%	0%	19%	0%	0%	0%	0%	0%

Q17_2LATAM. How did you know about Japan House?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF Brazil: F0 = code 7 AND ASK IF Q17 = 1 or 2	45	0	45	0	0	0	0	0
	100%	0%	100%	0%	0%	0%	0%	0%
From the newspaper, TV, radio, or other media	56%	0%	56%	0%	0%	0%	0%	0%
From Facebook, Instagram, or other social media or websites	44%	0%	44%	0%	0%	0%	0%	0%
Street advertising	24%	0%	24%	0%	0%	0%	0%	0%
Heard about it from friends or family	31%	0%	31%	0%	0%	0%	0%	0%
I happened to see or walk by	9%	0%	9%	0%	0%	0%	0%	0%
Others, please specify:	2%	0%	2%	0%	0%	0%	0%	0%

Q17_3LATAM. Why did you visit Japan House?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF Brazil: F0 = code 7 AND ASK IF Q17 = 1	20	0	20	0	0	0	0	0
	100%	0%	100%	0%	0%	0%	0%	0%
To see an exhibition	75%	0%	75%	0%	0%	0%	0%	0%
To participate in a workshop or seminar	25%	0%	25%	0%	0%	0%	0%	0%
I was invited to an event held there	25%	0%	25%	0%	0%	0%	0%	0%
Shopping	25%	0%	25%	0%	0%	0%	0%	0%
Restaurant or café	15%	0%	15%	0%	0%	0%	0%	0%
I was interested in Japan House itself (including the external appearance)	25%	0%	25%	0%	0%	0%	0%	0%
Others, please specify:	0%	0%	0%	0%	0%	0%	0%	0%

Q17_4LATAM. Which of the following caught your interest or was a new discovery for you?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF Brazil: F0 = code 7 AND ASK IF Q17 = 1	20	0	20	0	0	0	0	0
	100%	0%	100%	0%	0%	0%	0%	0%
Exhibition	75%	0%	75%	0%	0%	0%	0%	0%
Workshop or seminar	10%	0%	10%	0%	0%	0%	0%	0%
An event held there	30%	0%	30%	0%	0%	0%	0%	0%
Shopping	20%	0%	20%	0%	0%	0%	0%	0%
Restaurant or café	15%	0%	15%	0%	0%	0%	0%	0%
Japan House itself (including the external appearance)	35%	0%	35%	0%	0%	0%	0%	0%
Others, please specify:	0%	0%	0%	0%	0%	0%	0%	0%

Q18LATAM. Do you want to visit Japan House? If you have already visited it, do you want to visit again?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF Brazil: F0 = code 7	400	0	400	0	0	0	0	0
	100%	0%	100%	0%	0%	0%	0%	0%
I want to visit it	44%	0%	44%	0%	0%	0%	0%	0%
I moderately want to visit it	35%	0%	35%	0%	0%	0%	0%	0%
I don't really want to visit it	4%	0%	4%	0%	0%	0%	0%	0%
I don't want to visit it	6%	0%	6%	0%	0%	0%	0%	0%
I don't know	12%	0%	12%	0%	0%	0%	0%	0%

Q19LATAM. Do you think Japan House helps to strengthen the relationship between Japan and your country?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF Brazil: F0 = code 7	400	0	400	0	0	0	0	0
	100%	0%	100%	0%	0%	0%	0%	0%
I think so	54%	0%	54%	0%	0%	0%	0%	0%
I moderately think so	27%	0%	27%	0%	0%	0%	0%	0%
I don't really think so	2%	0%	2%	0%	0%	0%	0%	0%
I don't think so	4%	0%	4%	0%	0%	0%	0%	0%
I don't know	13%	0%	13%	0%	0%	0%	0%	0%

Q20LATAM. Almost every country in the world has been severely impacted by COVID-19, and we face new challenges in the medical services/healthcare industry, economic policy and geopolitical situations. From this perspective, which country/countries outside Latin America do you think your region should strengthen its partnership with?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: ASK IF LATAM: F0 = code 6 to 12	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Japan	53%	59%	57%	47%	57%	57%	55%	41%
The United States	50%	49%	58%	51%	49%	57%	46%	41%
Canada	35%	44%	29%	26%	40%	25%	36%	45%
France	22%	25%	28%	23%	28%	17%	19%	13%
The UK	35%	31%	38%	32%	42%	25%	35%	41%
Germany	39%	40%	41%	43%	45%	36%	42%	25%
Italy	20%	21%	28%	19%	22%	12%	20%	13%
Russia	35%	40%	26%	42%	37%	43%	39%	21%
China	42%	45%	42%	38%	40%	32%	45%	49%
India	12%	11%	16%	8%	10%	5%	15%	19%
Australia	17%	11%	23%	19%	25%	9%	19%	14%
South Korea	18%	24%	18%	12%	23%	17%	16%	15%
Other (Specify)	3%	2%	2%	4%	2%	1%	3%	5%

Q21. Which of the following sources do you usually use to obtain information about Japan?

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Television	38%	35%	44%	31%	48%	33%	39%	38%
Magazines, books	18%	29%	19%	12%	25%	16%	14%	11%
Newspapers	15%	13%	27%	10%	20%	10%	9%	17%
Radio	7%	8%	7%	5%	11%	2%	6%	12%
Websites	48%	57%	34%	50%	58%	51%	51%	40%
Blogs	15%	18%	14%	12%	17%	16%	12%	14%
Mail magazines / Online newsletters	7%	7%	8%	1%	10%	6%	5%	9%
Facebook, Twitter and other social networking services	41%	48%	37%	37%	46%	48%	30%	40%
Video-sharing website, i.e. YouTube	43%	51%	40%	43%	47%	43%	40%	37%
Movies	28%	29%	31%	24%	34%	31%	23%	22%
School education / studying at school	11%	17%	11%	6%	14%	9%	12%	8%
Seminars / symposiums and cultural events	8%	11%	9%	3%	12%	9%	3%	4%
Friends / Family / Relatives	13%	15%	15%	14%	12%	12%	7%	14%
Travel (including studying abroad)	6%	10%	8%	6%	8%	2%	6%	4%
Others, specify	1%	0%	1%	1%	0%	1%	0%	3%
I have not obtained any information about Japan	8%	4%	10%	11%	6%	4%	11%	12%

F0. Area

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Mexico	17%	100%	0%	0%	0%	0%	0%	0%
Brazil	17%	0%	100%	0%	0%	0%	0%	0%
Argentina	13%	0%	0%	100%	0%	0%	0%	0%
Colombia	13%	0%	0%	0%	100%	0%	0%	0%
Bolivia	13%	0%	0%	0%	0%	100%	0%	0%
Uruguay	13%	0%	0%	0%	0%	0%	100%	0%
Trinidad and Tobago	13%	0%	0%	0%	0%	0%	0%	100%

F1. Please indicate your gender

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Male	50%	51%	50%	51%	50%	49%	48%	50%
Female	50%	49%	50%	49%	50%	51%	52%	50%

F2. Please indicate your age - LATAM

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
18-29	31%	34%	33%	29%	29%	37%	26%	29%
30-39	27%	28%	26%	28%	30%	26%	24%	26%
40-49	22%	21%	22%	22%	24%	19%	22%	21%
50-64	20%	17%	19%	21%	17%	18%	28%	24%

F3LATAM. Which of the following best describes your occupation? - LATAM

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
Professional (doctor, lawyer, engineer, banker etc)	15%	19%	6%	15%	27%	23%	8%	4%
Senior Executive/ Business Executive, Business owner	4%	5%	3%	5%	5%	4%	2%	3%
Top Manager, VP, Marketing Director, Financial Director	1%	2%	2%	2%	0%	1%	0%	2%
University Lecturer, Scientists, and Intellectuals	2%	2%	2%	2%	2%	4%	2%	0%
IT Specialist, Health Specialist, etc., Account Executive	3%	3%	7%	3%	2%	0%	2%	3%
Public Servant (Teacher, Nurse, Social Worker etc)	8%	8%	10%	8%	4%	6%	10%	10%
Snr. Secretary/Personal Assistant	3%	4%	3%	3%	3%	3%	1%	2%
Supervisor, Musician, Singer, Actor, Radio Announcer	2%	3%	1%	3%	3%	1%	1%	2%
Middle Manager, Internal Auditor, School Principal	3%	5%	2%	3%	2%	2%	3%	1%
Skilled worker/Technician	7%	4%	9%	6%	9%	7%	7%	4%
Clerk/Secretary, DE Clerk, Store Clerk, Telephone Operator, Basic School Teacher, Hairdresser	8%	5%	6%	14%	9%	8%	15%	5%
Factory Worker (skilled), Shopkeeper, Bar Operator, Construction Worker, Painter, Plumber, Mechanic, Carpenter	3%	3%	2%	3%	2%	2%	6%	6%
Taxi Owner/Security Guard/Taxi Driver/Bus Driver	2%	2%	2%	2%	1%	1%	2%	3%
Vendor, Counter Clerk, Barmaid	2%	2%	4%	2%	1%	3%	2%	2%
Bearer/Messenger	0%	0%	0%	1%	1%	0%	2%	0%
Nurses Aid/Practical Nurse	1%	1%	2%	0%	1%	0%	1%	1%
Helper	2%	6%	2%	1%	1%	2%	1%	0%
Workers in agriculture, livestock and fishing	5%	1%	1%	0%	0%	1%	2%	30%
Caregiver	1%	1%	1%	1%	0%	0%	1%	1%
Housewife	9%	9%	8%	6%	8%	10%	12%	11%
Unemployed / Student	14%	12%	18%	14%	13%	18%	13%	5%
Others: please specify	7%	6%	13%	5%	4%	5%	8%	3%

F4LATAM. What is the highest level of education you have completed? - LATAM

	Total	Mexico	Brazil	Argentina	Colombia	Bolivia	Uruguay	Trinidad and Tobago
Base: Those Answering	2300	400	400	300	300	300	300	300
	100%	100%	100%	100%	100%	100%	100%	100%
University	34%	40%	19%	34%	53%	55%	20%	19%
College (Assoc. degree or degree)	20%	12%	32%	24%	19%	18%	17%	18%
Teacher Training College	2%	2%	2%	3%	0%	2%	3%	2%
High school / Secondary (CXC)	25%	25%	34%	27%	11%	13%	22%	41%
Vocational	7%	13%	1%	2%	9%	6%	7%	8%
High school / Secondary (Incomplete)	9%	8%	8%	7%	4%	5%	24%	8%
All Age / Primary	3%	2%	3%	2%	2%	0%	6%	3%
No schooling	1%	1%	0%	1%	1%	1%	1%	1%