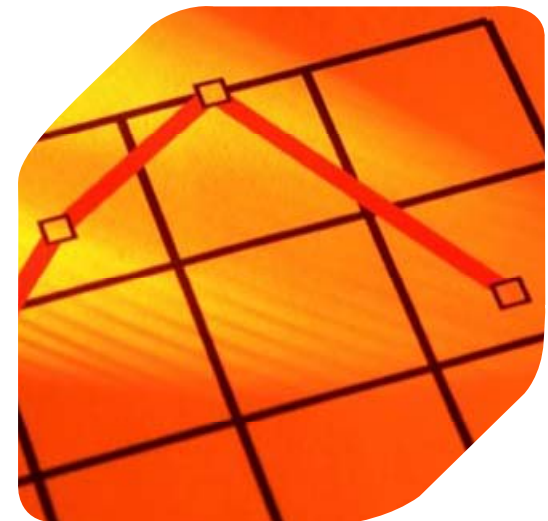# Opinion Poll on Japan in Six ASEAN Countries
Databook

The Ministry of Foreign Affairs of Japan commissioned TNS Singapore to conduct an opinion poll on Japan in the six ASEAN countries (Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam) during February and March 2008. This poll was conducted by either through interview or online to 300 nationals or permanent residents over 18 years old in each country.

 * Face to Face – Indonesia, Philippines and Vietnam
 * Online – Malaysia, Singapore and Thailand

Interpretation of figures: The numbers in brackets (   ) are results from the previous polls, those on the left are results from 2002 and those on the right are results from 1997.

*The results of the previous polls are shown only for reference. Since the past data is collected by different means (number of samples, methodology, organization under commission, etc., are different), it may not be appropriate to make a definite comparison.

	Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
Q1. How do you view the present relationship between your country and Japan?							
Very friendly	49.7	50.56 (33)(43)	46.01 (35)(45)	74.02 (50)(58)	37.03 (57)(68)	40.74 (29)(32)	49.88 (59)
Somewhat friendly	46.4	47.69 (63)(44)	46.67 (58)(45)	24.39 (39)(40)	60.42 (35)(29)	52.94 (61)(57)	46.46 (34)
Not very friendly	2.5	0.22 (1)(1)	3.44 (2)(3)	0.29 (1)(1)	2.16 (2)(1)	5.2 (6)(7)	3.48 (1)
Not friendly at all	0.2	0 (0)(1)	0 (0)(1)	0 (1)(0)	0.39 (0)(0)	1.07 (1)(1)	0 (1)
Don't know	1.2	1.53 (4)(12)	3.88 (5)(6)	1.31 (10)(2)	0 (6)(3)	0.05 (4)(4)	0.18 (5)

	Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
Q2. Do you think Japan is a trustworthy friend for ASEAN countries?							
Yes, trustworthy	44.3	29.26 (28)(21)	45.31 (21)(24)	21.43 (22)(31)	44.44 (39)(37)	51.94 (15)(22)	73.58 (35)
Yes, but with some reservations	48.5	62.63 (53)(42)	46.89 (64)(59)	68.7 (45)(51)	47.56 (47)(41)	40.92 (66)(54)	23.87 (37)
Probably not	3.8	3.66 (8)(11)	1.94 (3)(6)	6.79 (11)(12)	4.58 (4)(9)	4.05 (12)(14)	1.69 (18)
Definitely not	0.8	0.39 (2)(7)	0.83 (1)(3)	0.81 (3)(4)	0 (1)(2)	2.45 (3)(4)	0.19 (4)
Don't know	2.7	4.06 (9)(19)	5.04 (10)(8)	2.27 (19)(3)	3.42 (9)(12)	0.65 (5)(8)	0.68 (6)

	Total***	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
Q3-1. For ASEAN countries, which of the following is currently considered an important partner? Please choose one answer from the following list.							
China	29.7	57.8	39.2	42.7	12.8	8.6	16.5
Japan	28.0	3.6	25.8	25.3	37.9	32.7	42.7
America	23.3	22.0	10.6	13.0	22.3	45.0	27.5
European Union	3.4	2.7	5.4	2.9	2.6	4.2	2.4
Australia	2.3	2.9	1.7	1.7	5.8	0.9	0.5
Korea	2.0	0.0	1.1	1.4	3.9	2.8	2.8
England	1.4	0.5	0.8	1.0	3.6	1.3	1.0
Germany	1.3	1.3	0.7	0.0	3.3	1.5	1.0
India	1.3	1.7	1.9	0.6	2.3	0.7	0.7
Russia	1.2	0.8	0.8	0.5	1.9	0.2	2.8
France	0.3	0.0	0.0	0.6	0.4	0.1	0.9
New Zealand	0.0	0.0	0.0	0.0	0.0	0.2	0.0
No comment/Don't know	4.2	5.3	10.2	5.7	2.7	0.1	1.3

	Total***	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
Q3-2. For ASEAN countries, which of the following is considered to have the potential to be an important partner in the coming years? Please choose one answer from the following list.							
China	33.4	48.2	39.6	56.5	18.9	14.9	21.7
Japan	22.6	4.0	19.1	18.5	29.0	33.2	32.2
America	13.4	3.1	3.2	6.0	19.1	26.4	22.7
India	6.1	24.3	7.9	2.2	0.9	0.1	1.0
European Union	5.2	5.5	7.7	3.4	3.2	7.2	4.1
Korea	5.1	1.9	7.5	4.1	4.9	4.5	7.6
Australia	3.2	3.6	2.7	0.7	6.4	2.5	3.4
Russia	1.9	2.5	2.8	0.5	2.2	1.1	2.3
England	1.8	0.2	0.2	0.4	4.8	2.9	2.1
Germany	1.4	1.3	0.9	0.5	4.2	0.6	0.9
New Zealand	1.3	0.4	0.2	0.6	0.4	6.2	0.2
France	0.6	0.8	0.5	0.0	1.2	0.4	0.7
Net - Others	0.8	0.4	0.7	2.9	0.5	0.0	0.0
No comment/Don't know	3.4	3.8	7.2	3.7	4.3	0.2	1.1

		Total***	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
		%	%	%	%	%	%	%
Q4. On a scale of 1 to 10, where 10 means strongly agree, and 1 means strongly disagree, how much do you agree with each of the following statements describing Japan?								
A technologically-advanced country (Net - Top3 box)		85.9	85.0	88.9	86.8	82.9	77.6	93.9
An economically-advanced country (Net - Top3 box)		78.8	71.0	81.7	78.4	68.7	77.6	95.3
A country with high standard-of-living (Net - Top3 box)		75.4	81.9	74.9	78.8	58.1	68.1	90.3
A country with beautiful natural scenery (Net Top3 box)		69.2	79.1	80.5	77.9	47.6	54.3	75.4
A country with interesting culture (Net - Top3 box)		69.1	72.5	72.7	74.6	54.4	60.3	80.0
A country which transmits/spreads the animation/fashion/culinary and other contemporary cultures around the world (Net Top3 box)		60.7	67.4	63.7	77.8	35.9	66.3	53.0
A peaceful country (Net - Top3 box)		56.8	44.7	61.7	46.7	49.7	60.0	78.4
A democratic country (Net - Top3 box)		45.0	39.0	49.6	49.7	27.8	44.8	59.3
A country with a cool image (Net Top3 box)		42.0	46.4	57.5	16.9	33.6	57.6	39.9
A country concerned with only its own economic growth and profits (Net - Top3 box)		34.3	31.3	37.9	37.9	25.3	36.5	37.1
A country whose people are difficult to understand (Net - Top3 box)		24.4	23.1	19.2	23.4	20.6	32.0	28.4
A country oriented towards Europe and America (Net Top3 box)		23.3	23.3	32.2	18.2	17.3	25.6	22.9
A warlike country (Net Top3 box)		11.7	9.1	4.8	7.4	12.8	17.0	19.6

	Total***	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
Q5. On a scale of 1 to 10, where 10 means strongly agree, and 1 means strongly disagree, how much do you agree with each of the following statements describing the Japanese people?							
Hardworking (Net - Top3 box)	81.0	69.7	86.3	72.2	77.5	86.2	94.3
Efficient (Net - Top3 box)	72.3	69.8	72.4	79.7	45.3	79.0	87.6
Polite (Net - Top3 box)	62.6	65.6	64.0	54.9	52.6	55.4	83.5
Work well as a team (Net - Top3 box)	62.4	52.7	68.7	68.4	55.2	55.1	74.3
Traditional-minded (Net - Top3 box)	55.7	50.6	40.2	70.7	26.7	59.2	87.3
Keep their promises (Net - Top3 box)	50.1	31.6	49.2	53.9	38.0	53.8	74.2
Obedient (Net - Top3 box)	44.7	36.4	44.6	53.1	36.2	42.7	55.2
Calculative (Net - Top3 box)	41.4	16.2	23.6	57.3	52.5	55.5	43.7
Kind/Compassionate (Net - Top3 box)	37.7	32.9	34.8	33.8	36.4	38.4	50.0
Cool image (Net - Top3 box)	36.5	38.0	42.6	19.8	31.1	48.5	38.7
Aggressive (Net - Top3 box)	28.7	22.1	37.0	15.4	33.5	45.7	18.6
Have closed minds (Net - Top3 box)	18.8	24.8	11.9	19.4	11.3	16.5	29.2
Arrogant (Net - Top3 box)	16.8	15.5	18.4	21.6	9.0	18.1	17.9
Copy what others do (Net - Top3 box)	15.8	16.2	15.7	15.1	11.5	16.6	19.7
Not reliable/Lacking in credibility (Net - Top3 box)	9.9	8.3	8.3	12.0	2.8	14.3	13.4

		Total***	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
		%	%	%	%	%	%	%
Q6. Which of the following aspects of Japan would you want to know more about? Choose multiple answers from the following list.								
Science/Technology		54.4	51.17 (20)(15)	69.99 (32)(35)	66.02 (48)(39)	62.1 (43)(56)	47.12 (52)(44)	29.34 (39)
Economy		42.4	37.91 (1)(33)	48.37 (33)(37)	36.74 (31)(39)	47.2 (33)(32)	48.56 (43)(36)	35.44 (42)
Way of life/Way of thinking		39.6	62.07 (24)(26)	58.14 (23)(21)	41.49 (47)(21)	32.02 (20)(34)	30.35 (26)(18)	12.7 (27)
Culture/Arts		36.7	48.79 (25)(19)	37.88 (27)(18)	41.6 (26)(19)	35.94 (23)(28)	30.68 (21)(17)	25.34 (37)
Business development		35.0	38.43 (13)(10)	44.67 (15)(20)	31.97 (23)(15)	18.3 (17)(31)	61.18 (30)(28)	15.03 (22)
Economic and technical cooperation (Official Development Assistance – ODA)		29.2	24.15 (4)(10)	34.97 (19)(27)	36.83 (28)(22)	17.42 (14)(20)	36.49 (32)(24)	25.39 (28)
History/Tradition		27.3	41.35 (21)(11)	32.27 (21)(17)	36.14 (24)(19)	19.71 (14)(18)	13.4 (13)(15)	20.88 (25)
Comics/Animation		19.7	25.8	26.0	31.5	8.4	16.1	10.0
Politics, foreign policy		16.8	17.91 (7)(13)	17.14 (8)(9)	19.17 (10)(12)	12 (7)(13)	21.07 (12)(10)	13.46 (15)
Pop music		8.3	16.0	9.5	8.3	3.8	7.0	5.3
Sports		7.4	11.73 (5)(5)	9.95 (11)(7)	5.75 (9)(11)	4.7 (8)(12)	7.83 (14)(11)	4.61 (21)
Net - Others		0.6	2.22 (18)(0)	1.15 (1)(0)	0.35 (3)(0)	0 (3)(1)	0 (0)(1)	0 (2)
Dont Know		0.0	0.0	0.0	0.0	0.2	0.0	0.0

		Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
		%	%	%	%	%	%	%
Q7. What do you presently think about the acts of Japan during the World War II?								
Cannot forget the bad things Japan did		20.2	23.15 (31)(41)	26.74 (22)(32)	13.84 (18)(24)	18.14 (25)(33)	27.26 (33)(36)	11.94 (12)
Japan did some bad things, but they are not an issue now		68.1	69.28 (62)(47)	64.94 (50)(43)	68.27 (45)(46)	69.56 (44)(48)	59.07 (51)(37)	77.54 (71)
I have never considered what Japan did to be a problem		8.5	4.54 (4)(3)	5.06 (18)(17)	13.36 (18)(25)	5.36 (15)(12)	13.52 (11)(15)	9.01 (9)
Don't know		3.2	3.03 (4)(9)	3.25 (9)(7)	4.53 (20)(5)	6.93 (16)(8)	0.15 (5)(13)	1.51 (7)

		Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
		%	%	%	%	%	%	%
Q8. To what extent do you think Japan's economic and technical cooperation (such as Official Development Assistance – ODA, excluding Singapore) is helpful in the development of your country?								
Very helpful		48.1	21.48 (29)(41)	43.48 (29)(35)	62.19 (56)(70)	55.62 (66)(58)	43.69 (29)(34)	62.5 (65)
Somewhat helpful		43.6	63.49 (57)(50)	47.31 (60)(50)	32.11 (35)(26)	35.46 (25)(35)	51.03 (51)(49)	32.1 (31)
Not very helpful		2.9	4.96 (6)(2)	2.42 (4)(7)	1.67 (3)(3)	4.25 (3)(1)	2.65 (15)(11)	1.62 (2)
Not at all helpful		0.5	0.64 (1)(1)	0.58 (0)(1)	0 (1)(0)	0 (4)(0)	2.02 (1)(1)	0 (0)
Don't know		4.8	9.42 (7)(6)	6.2 (6)(7)	4.03 (6)(1)	4.67 (3)(5)	0.62 (3)(4)	3.78 (3)

	Total***	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
Q9. Which of the following do you wish Japan to contribute most to in the region of ASEAN, including your country?Please choose two suitable answers.							
Economic and technical cooperation (Official Development Assistance – ODA)	65.8	59.92 (54)(71)	79.25 (73)(80)	73.21 (79)(89)	61.31 (69)(88)	55.43 (63)(77)	65.48 (68)
Trade promotion and private investment	40.1	50.46 (62)(49)	58.4 (37)(58)	39.6 (59)(73)	39.39 (41)(73)	28.42 (36)(46)	23.75 (32)
Peace-keeping	29.7	13.01 (20)(16)	14.4 (29)(8)	13.81 (12)(9)	46.25 (27)(14)	39.25 (29)(38)	52.01 (39)
Protecting the global environment	26.9	29.67 (15)	24.3 (14)	45.2 (16)	14.73 (12)	31.07 (15)	16.34 (16)
Culture exchanges	18.4	24.89 (21)(9)	14.61 (10)(13)	17.18 (12)(19)	19.92 (17)(21)	16.76 (11)(23)	16.8 (16)
Anti-terrorism actions	12.8	14.11 (12)	6.23 (10)	8.71 (7)	7.68 (12)	20.95 (19)	19.22 (8)
Increased military presence to maintain peace and security in the region	6.1	7.13 (5)(6)	2.13 (5)(20)	2.3 (3)(9)	10.34 (8)(4)	8.14 (8)(8)	6.41 (13)
Net - Others	0.3	0.4 (0)(2)	0.68 (0)(0)	0 (2)(0)	0.39 (4)(0)	0 (0)(0)	0 (2)
No Comments/Don't Know	0.0	0.0	0.0	0.0	0.0	0.0	0.0

	Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
Q10. Do you think that Japan, as an Asian country, is playing an active role in the development of Asia?							
A very active role	43.2	20.1 (37)(28)	39.83 (34)(38)	44.65 (38)(48)	33.23 (56)(75)	58.03 (34)(38)	63.71 (53)
A fairly active role	44.2	52.38 (43)(33)	48.57 (45)(41)	44.14 (31)(38)	49.9 (29)(15)	35.88 (56)(50)	34.16 (27)
A not very active role	9.2	22.25 (10)(14)	7.18 (10)(9)	8.26 (11)(11)	11.48 (7)(4)	4.98 (4)(3)	1.15 (5)
Not an active role at all	1.0	2.34 (1)(4)	0.95 (0)(1)	0.64 (1)(2)	0.38 (2)(1)	0.97 (2)(1)	0.51 (1)
Don't know	2.4	2.93 (9)(21)	3.47 (12)(11)	2.31 (18)(0)	5 (6)(6)	0.15 (4)(8)	0.47 (15)

		Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
		%	%	%	%	%	%	%
Q11. How do you feel about Japanese companies coming to your country to establish factories and facilities? Would you say they are welcomed or not welcomed?								
They are very welcome		61.7	62.38 (64)(67)	70.98 (57)(56)	50.45 (44)(50)	60.59 (55)(67)	47.75 (45)(42)	77.57 (76)
They are somewhat welcome		31.2	35.59 (32)(29)	23.17 (36)(34)	31.31 (32)(38)	35.2 (35)(25)	39.62 (43)(44)	22.43 (19)
They are somewhat not welcome		4.1	1.78 (1)(1)	1.97 (3)(6)	13.84 (12)(8)	1.21 (3)(3)	5.71 (6)(7)	0 (3)
They are not welcome		1.7	0 (0)(1)	0.45 (1)(1)	3.15 (4)(4)	0 (1)(2)	6.77 (3)(3)	0 (0)
Don't know		1.4	0.25 (3)(3)	3.43 (3)(3)	1.25 (9)(1)	3 (6)(4)	0.15 (3)(4)	0 (2)

		Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
		%	%	%	%	%	%	%
Q12-1. Are you familiar with the workings of the United Nations Security Council?								
Yes		38.6	33.6	44.8	27.6	30.8	47.4	47.6
No		61.4	66.4	55.2	72.4	69.2	52.6	52.4

		Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
		%	%	%	%	%	%	%
Q12-2. For those who responded "yes" to Q12-1, do you think Japan should become a permanent member of the UN Security Council?								
Yes		77.8	67.6	77.7	72.5	76.0	84.7	82.7
No		15.1	27.3	9.5	12.8	18.0	13.7	12.8
Don't Know		7.1	5.1	12.9	14.7	6.1	1.7	4.4

	Total***	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
Q13. Based on your knowledge, through what policy does Japan protect its national security?							
Through keeping friendly relations with other countries while maintaining its own limited self-defense capability	36.4	30.28 (12)(13)	40.83 (33)(17)	36.96 (34)(33)	47.59 (45)(27)	42.52 (51)(41)	19.99 (28)
Through its alliance with the US, while maintaining a limited self-defense capability of its own.	19.6	29.93 (23)(19)	16.37 (8)(24)	10.73 (12)(19)	9.15 (12)(14)	21.91 (11)(13)	29.55 (13)
Through taking a neutral stance between the US, China, and Russia, while maintaining a limited military capability.	15.8	11.81 (4)(2)	20.71 (8)(2)	28.78 (15)(15)	10.83 (9)(7)	8.83 (7)(6)	13.78 (8)
Through using its own military strength and capability.	15.4	14.38 (33)(31)	9.51 (25)(33)	7.72 (8)(18)	23.55 (21)(30)	18.31 (19)(24)	19.09 (28)
Through complete dependence on the US, while maintaining no military capability of its own.	4.2	1.38 (5)(4)	0.7 (2)(5)	2.32 (3)(7)	3.54 (4)(2)	7.32 (6)(6)	9.74 (4)
Don't know	8.7	12.23 (24)(30)	11.89 (22)(19)	13.49 (29)(7)	5.33 (9)(20)	1.1 (5)(9)	7.86 (20)

		Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
		%	%	%	%	%	%	%
Q14-1. Are you aware that the fact that Japan has concluded or is negotiating Economic Partnership Agreement(EPA)/Free Trade Agreement(FTA) with ASEAN countries?								
Yes		40.6	55.7	48.9	55.6	22.1	31.8	29.0
No		59.5	44.3	51.1	44.4	78.0	68.2	71.0

		Total***	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
		%	%	%	%	%	%	%
Q14-2. For those who responded "yes" to Q14-1, what do you hope to happen, regarding the Economic Partnership Agreement(EPA)/Free Trade Agreement(FTA) between Japan and ASEAN?								
Investment and trade expansion		27.1	26.4	28.8	30.8	22.3	17.4	32.2
Improvement and development of the economic structure of ASEAN member countries		26.9	22.0	23.0	23.9	41.4	36.6	27.5
Strengthening of ties between Japan and ASEAN, not only in the economic field		22.3	32.6	26.5	16.9	20.5	10.5	19.8
Technological support from Japan		18.6	10.0	17.5	21.2	10.8	35.5	19.3
More liberal people-to-people exchanges		4.3	7.4	3.0	6.2	5.0	0.0	1.2
Don't know		0.8	1.6	1.3	0.9	0.0	0.0	0.0

		Total***	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
		%	%	%	%	%	%	%
Q15. From which source did you obtain most of your knowledge of Japan? Choose two suitable answers from the following list.								
TV/Radio		61.2	51.56 (76)(64)	43.45 (74)(73)	40.15 (68)(82)	89.31 (55)(75)	60.04 (53)(54)	83.18 (85)
Newspapers/Magazines/Books		52.4	60.71 (84)(75)	65.63 (78)(76)	41.22 (62)(73)	45.5 (50)(73)	41.52 (58)(69)	59.22 (36)
Internet/Website		32.5	44 (7)	54.72 (5)	58.18 (7)	4.96 (5)	23.1 (8)	9.61 (0)
Conversations with relatives, friends and acquaintances		17.1	9.86 (8)(7)	14.28 (10)(6)	11.07 (14)(16)	21.99 (26)(16)	30.69 (37)(41)	14.98 (19)
Cinema		13.8	4.46 (0)(1)	2.09 (2)(3)	26.24 (20)(15)	20.17 (15)(15)	5.63 (7)(7)	24.46 (34)
Japanese people		8.7	11.64 (5)(4)	6.6 (5)(5)	12.94 (6)(5)	1.33 (12)(6)	15.45 (6)(9)	4.08 (2)
School/College		8.3	9.28 (2)(11)	6.03 (6)(7)	2.81 (5)(3)	15.96 (11)(13)	12.23 (26)(15)	3.64 (5)
Experiences gained from staying in Japan		5.2	8.24 (3)(2)	5.07 (3)(3)	5.48 (2)(3)	0 (5)(1)	11.36 (5)(3)	0.83 (0)
Net - Others		0.8	0 (10)(2)	2.14 (2)(0)	1.89 (9)(0)	0.78 (2)(1)	0 (2)(0)	0 (2)
TOTAL NO. OF MENTIONS		200.0	199.8	200.0	200.0	200.0	200.0	200.0

[1857] Perceptions of Japan - CAWI [Total]

Introduction to Databook

How to use this DataBook

The pink font means the sample size is below 30 and data in that column must be read with caution.

Data in grey means that sample size is below 30.

Data highlighted in yellow means that it is significantly different from the other groups in the same category.

The group that it is significantly different from is marked in the same cell, e.g. 60 G means that this is siginificantly different from the group in Column G.

Project Background

Managing a country's image has important implications for paving the way in many aspects of a country's dealings with the world – from attracting a steady flow of tourism, to lowering in-country barriers for overseas investment. As part of Japan's on-going efforts to ensure its foreign policies are in-line with public perceptions regionally, regular studies are conducted to explore overall sentiments towards Japan and the Japanese culture.

Research Objectives

Results of such studies will serve as inputs into refining Japan's foreign policies to address any potential areas of concerns, and to continue strengthening efforts to direct the overall image of Japan.

Research Method

Fieldwork Dates	Febuary – March 2008
Interview Method	Online & CATI/CAWI/Face to Face
Inerivew length (if relevant)	10 minutes, 100% closed end questions

Sample

Respondent Definition	General public in each of the countries covered. The general public is defined as Citizens or PRs of each country, aged 18 yrs and above.
Sample Source	TNS Online 6D Panel & Face to Face Street Intercept

[1857] Perceptions of Japan - CAWI Total]

Question: Industry

Filter: *Total Sample*
Banner: *Demographics*
Table ID: *1*

		Overall						
	Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
WEIGHTED BASE	*1814*	*302*	*308*	*302*	*302*	*300*	*300*
S1. Do you or any of your family and close friends work in any of the following industries?							
Market research or survey research agencies	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Advertising and promotions	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Public Relations / Media	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Banking and Finance	9.9	15.7	26.6	16.6	0.0	0.0	0.0
Wholesale and Retail	6.2	8.2	11.6	16.9	0.0	0.0	0.0
Automotive	4.7	3.5	16.0	8.5	0.0	0.0	0.0
Information technology	8.9	14.7	21.2	16.8	0.0	0.0	0.0
Public Service	9.7	12.8	33.6	9.6	0.4	0.0	0.9
None of the above	75.5	64.1	36.6	54.4	99.6	100.0	99.1
TOTAL NO. OF MENTIONS	*39.3*	*54.9*	*109.1*	*68.5*	*0.4*	*0.0*	*0.9*

[1857] Perceptions of Japan - CAWI Total]

Question: **Gender**

Filter: *Total Sample*
Banner: *Demographics*
Table ID: *2*

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		Overall						
	Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
WEIGHTED BASE	1814	302	308	302	302	300	300
S2. Gender							
Male	48.9	48.1	51.6	47.1	49.4	48.3	49.0
Female	51.1	51.9	48.4	52.9	50.6	51.7	51.0
TOTAL NO. OF MENTIONS	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*

[1857] Perceptions of Japan - CAWI Total]

Question: **Age**

Filter: *Total Sample*
Banner: *Demographics*
Table ID: *3*

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		Overall						
	Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
WEIGHTED BASE	1814	302	308	302	302	300	300
Age							
18-19	7.7	8.4	7.6	11.2	5.1	7.9	6.2
20-29	26.6	18.0	26.5	29.5	28.6	26.1	30.8
30-39	27.3	24.3	27.4	25.5	30.5	31.1	25.3
40-49	20.7	26.0	22.4	19.5	21.0	17.3	18.0
50-59	11.9	18.9	12.4	10.4	10.7	10.6	8.5
60 and above	5.7	4.5	3.8	3.9	4.1	7.0	11.1
TOTAL NO. OF MENTIONS	100.0	100.0	100.0	100.0	100.0	100.0	100.0

[1857] Perceptions of Japan - CAWI Total]

Question: Race

Filter: *Total Sample*
Banner: *Demographics*
Table ID: *4*

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		Overall						
	Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
WEIGHTED BASE	1814	302	308	302	302	300	300
S4. Race							
Chinese	17.4	76.9	27.1	0.0	0.0	0.0	0.0
Malay	12.8	12.7	62.9	0.0	0.0	0.0	0.0
Indian	2.3	8.4	5.6	0.0	0.0	0.0	0.0
Eurasian	0.1	0.5	0.0	0.0	0.0	0.0	0.0
Others	1.0	1.5	4.4	0.0	0.0	0.0	0.0
TOTAL NO. OF MENTIONS	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*

[1857] Perceptions of Japan - CAWI Total]

Question:　　　　　　　　**Education**

Filter:　　　　　　　　*Total Sample*
Banner:　　　　　　　　*Demographics*
Table ID:　　　　　　　　*5*

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		Overall					
	Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
WEIGHTED BASE	*1814*	*302*	*308*	*302*	*302*	*300*	*300*
Education							
No formal education	0.3	0.0	0.2	0.0	1.1	0.0	0.5
Primary	5.6	1.5	0.9	0.5	18.1	7.6	5.0
Secondary	38.0	18.6	27.3	10.9	73.3	39.6	58.3
Pre-university / Junior College	5.5	11.3	10.2	3.8	0.0	0.0	7.4
Polytechnics / Diploma	13.5	25.7	22.1	7.3	3.4	12.1	10.6
College / Degree / Undergraduate	32.0	35.2	29.7	67.5	2.9	40.5	16.3
Postgraduate	5.0	7.1	9.2	10.1	1.2	0.2	1.8
Refused	0.2	0.7	0.5	0.0	0.0	0.0	0.0
TOTAL NO. OF MENTIONS	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*

[1857] Perceptions of Japan - CAWI Total]

Question: **SEC**

Filter: *Total Sample*
Banner: *Demographics*
Table ID: *6*

		Overall						
	Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
WEIGHTED BASE	*1814*	*302*	*308*	*302*	*302*	*300*	*300*
SEC							
AB	28.7	45.4	32.3	31.9	36.9	9.7	15.6
C	29.7	24.3	35.6	41.2	48.4	10.6	17.8
DEF	41.6	30.4	32.1	26.9	14.7	79.7	66.7
TOTAL NO. OF MENTIONS	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*	*100.0*

[1857] Perceptions of Japan - CAWI Total]

Question: Occupation

Filter: Total Sample
Banner: Demographics
Table ID: 7

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		Overall						
	Total	Singapore	Malaysia	Thailand	Indonesia	Philippines	Vietnam
	%	%	%	%	%	%	%
WEIGHTED BASE	1814	302	308	302	302	300	300
Occupation							
Business owner	8.3	7.4	6.6	8.8	6.0	16.5	4.6
Senior management	2.4	7.1	3.7	2.2	0.6	0.0	0.5
Middle management	5.6	15.0	9.3	6.8	1.0	0.7	1.0
Junior management	8.0	20.7	13.8	4.5	0.5	1.8	6.3
Professional	7.9	11.5	16.7	12.0	1.6	0.6	4.8
Other white collar	11.4	11.4	12.3	20.9	12.2	6.0	5.3
Blue collar	16.1	3.0	11.9	5.2	22.3	21.5	32.9
Homemaker	7.6	4.8	2.9	3.2	7.1	12.3	15.7
Student	12.9	13.3	12.5	19.6	3.8	10.9	17.1
Unemployed	12.2	0.9	1.3	2.5	41.6	25.5	1.4
Retirees	5.1	3.7	6.1	3.9	2.2	4.1	10.4
Others	2.6	1.3	2.7	10.3	1.1	0.0	0.0
TOTAL NO. OF MENTIONS	100.0	100.0	100.0	100.0	100.0	100.0	100.0