Opinion Poll on Japan in Six ASEAN Countries
Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam

I. Relations with Japan

Positive image (over 90%) is well-established.

- **Confidence in Japan**
  - Do you think Japan is a trustworthy friend for ASEAN countries?
  - **Trustworthy** 44/49 (93%)
  - **Trustworthy with some reservations**

- **Relations with Japan**
  - How do you view the present relationship between your country and Japan?
  - **Very Friendly** 50/46 (96%)
  - **Somewhat Friendly**

II. Image of Japan

- How much do you agree with each of the following statements describing Japan and Japanese people? (On a scale of 1 to 10; 10 means strongly agree, and 1 means strongly disagree.)

**Image of “Japan”**
- A technologically-advanced country 86%
- An economically-advanced country 79%
- A country with high standard-of-living 75%
- A country with interesting culture 69%
- A country with beautiful natural scenery 69%
- Hardworking 81%
- Efficient 72%
- Polite 63%
- Work well as a team 62%
- Traditional-minded 56%

**Image of “Japanese people”**
- A fairly active role 44%
- A very active role 43%
- A not very active role 0%
- Not an active role at all 0%
- Don't know 2%

III. Japan’s Contribution

- **Positive evaluation of Japan’s economic and technical cooperation**
  - Do 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** 48/44 (92%)
  - **Somewhat helpful**
  - **Not very helpful** 3%
  - **Not at all helpful** 1%
  - **Don't know** 5%

- **Positive evaluation of Japanese companies**
  - Do 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** 62/31 (93%)
  - **They are somewhat welcome**
  - **They are somewhat not welcome** 4%
  - **They are not welcome** 2%
  - **Don't know** 1%

- **Japan’s contribution to the development of Asia**
  - Do you think that Japan, as an Asian country, is playing an active role in the development of Asia?
  - **A very active role** 43/44 (87%)
  - **A fairly active role**
  - **A not very active role** 0%
  - **Not an active role at all** 1%
  - **Don't know** 2%

IV. Important Partner for ASEAN

Q For ASEAN countries, which of the following is currently considered an important partner? And to have the potential to be an important partner in the coming years?

<table>
<thead>
<tr>
<th>Country</th>
<th>Present</th>
<th>Future</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>30</td>
<td>33</td>
</tr>
<tr>
<td>Japan</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>US</td>
<td>13</td>
<td>13</td>
</tr>
</tbody>
</table>

(Country-by-Country) Percentage of target respondents who chose Japan, China and USA as the most important partner for ASEAN countries (%).

- **Indonesia**
  - Present: 22%
  - Future: 19%
- **Philippines**
  - Present: 33%
  - Future: 32%
- **Vietnam**
  - Present: 48%
  - Future: 48%
- **Singapore**
  - Present: 58%
  - Future: 48%
- **Malaysia**
  - Present: 39%
  - Future: 40%
- **Thailand**
  - Present: 33%
  - Future: 57%

V. Others

- **UN Security Council**
  - Are you familiar with the workings of the UN Security Council?
  - **Yes** 78%
  - **No** 15%
  - **Don't know** 7%

- **EPA/FTA**
  - Are you aware of the fact that Japan has concluded or is negotiating EPA/FTA with ASEAN countries?
  - **Yes** 41%
  - **No**
  - **Don't know**

- **Investment and trade expansion**
  - More liberal people-to-people exchanges 4%
  - Improvement and development of the economic structure of ASEAN member countries 27%

- **Technological support from Japan**
  - Strengthening of ties between Japan and ASEAN, not only in the economic field 22%
  - Technological support from Japan 19%

*Research agency: TNS Singapore Pte Ltd (commissioned by the Ministry of Foreign Affairs, Japan)
- Target: Citizens or permanent residents in Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam, aged 18 years and above. (Approximately 300 respondents in each country.)
- Methodology: Face to Face – Indonesia, Philippines and Vietnam
  - Online – Malaysia, Singapore and Thailand
- Period: February and March 2008

* The figures are shown as %.
- Figures are rounded to one decimal place.