

Q12. Do you think Japan's assistance to Mongolia has been helpful?

	(%)
Very helpful	60.8
Somewhat helpful	32.8
Not very helpful	5.1
Not helpful at all	1.3

Q13. Which country (organization) do you think is putting the most energy into providing assistance to Mongolia? (multiple choice answer)

	(%)
Japan	46.6
Asian Development Bank (ADB)	39.9
Russia	20.6
World Bank	12.7
Japanese non-governmental organizations (NGOs)	11.0
International Monetary Fund (IMF)	9.4
Republic of Korea (ROK)	7.9
US	7.4
China	7.3
Other	2.2

Q13-1. Why do you think so?

	(%)
I often hear about it in the media	35.6

I think assistance has been helpful	32.4
The amount of assistance is significant	16.6
Assistance necessary for life is being provided	10.3
I feel familiar with the assistance	4.7
Other	0.4

Q14. Do you think Japan is attractive and that you would like to visit the country?

	(%)
Japan is attractive and I would like to visit Japan	55.6
Japan is attractive, but I cannot visit Japan	33.4
Japan is not that attractive	11.0

Q14-1. (Those who answered that they would like to visit Japan) What aspects of Japan do you find attractive? (multiple choice answer)

	(%)
High technology and high-technology products	61.2
Japanese cuisine	56.8
Natural environment	45.3
Cleanliness	26.3
Local culture such as hot springs and festivals	24.8
Sports	23.3

Theme parks	16.1
Safety	13.5
Traditional culture such as kabuki and noh	10.4
Pop culture such as animation, manga (cartoons) and J-pop music	4.0
Other	1.9

Q15. Are you studying the Japanese language or do you have prior experience learning the language?

	(%)
Yes	14.2
No	85.8

Q15-1. (Those who have experience studying the Japanese language) Where are you studying the Japanese language, or where did you previously study the language?

	(%)
Independent study	24.5
University	7.7
Japanese language school or club	21.8
<u>10-year school</u>	38.3
In Japan	3.4
Other	4.2

Q15-2. (Those who have no experience studying the Japanese language) Would you like to study the Japanese language in the future?

	(%)
Yes	57.5
No	42.5

Q16. In what fields of Japanese culture are you interested?

	(%)
Sports and martial arts	21.5
Tea ceremony and flower arrangement	18.9
Architecture and gardens	17.5
Japanese movies and television programs	7.7
Fashion	4.7
Japanese food	4.3
Painting	2.6
Noh and kabuki	2.4
Literary works	1.0
Manga (cartoons) and animation	1.0
Music	0.9
Other	3.2
Not particularly interested	14.3

Q17. Which famous people in Japan do you like? (multiple, open-ended answer)

	(Number of people)
Kaiou	91
Takanohana	65
(Unspecified sumo wrestlers)	34

Prime Minister Junichiro Koizumi	33
Takamizakari	26
Akira Kurosawa	24
His Majesties the Emperor	21
Chiyotaikai	19
Takako Matsu	15