

How Arabs View Japan

An Arab News
YouGov
Public Opinion
Research Study



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Public Opinion

Research Study

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Printed in UAE

Foreword



Faisal J. Abbas
Editor-in-Chief, Arab News

Cordial business, trading and cultural relations have long existed between the Arab World and Japan. Japan is one of the region's most important economic and diplomatic partners. A major part of Japan's energy imports come from the GCC and the numerous Arab countries import manufactured goods and electronic equipment from Japan. Japan's commitment to prioritize the peace and stability of the region, means that the Arab World is a destination for significant Japanese financial investment. Right now, Saudi Arabia officials are working with their Japanese counterparts on the formal handover for the G20 leaders' summit, which will take place in the Saudi capital, Riyadh in 2020, following the highly successful event held in Osaka, Japan, in June 2019.

Whilst there may be growing Arab-Japanese ties at the level of politics and government, the extent to which these close bonds are reflected in the attitudes of the general public has, until now, remained an unanswered question. Given, only 4% of Arabs, have ever visited Japan one might expect general understanding to be poor. In this study we set out to uncover Arab views about Japan, it's international relations and domestic politics. Our question: How much can we really expect Arabs to be familiar with a culture that is thousands of miles away, and, on the surface of things, so very foreign to the culture and geography of the Middle East?

What was a surprise however, as revealed in the Arab News/YouGov poll on Arab perceptions of Japan, is not only the level of understanding, but the level of appreciation that Arabs hold for Japan and its people. The poll reveals that only 1% of Arabs describe the political relationship between Japan and the GCC as negative, 71% of Arabs think that Japan produces better products than China, South Korea and the US and 56% of Arabs would prefer Japan to be a neutral mediator for a potential Israel – Palestine Peace deal, over and above the EU, Russia, the US or the UK.



Our goal is to bring a better mutual understanding of both of our rich cultures and become a trusted communication channel where our friends in Japan can rely on us for credible information and insightful analysis.

Across the Arab World people hold overwhelmingly positive associations with Japanese people, describing them as: hardworking (61%), organized (54%), punctual (42%), polite (30%), creative (37%). Perhaps this is why 87% Arabs would like to visit Japan.

At the same time, this research highlights some of the common misconceptions held by Arabs about Japan. Only 44% of Arabs understand with the power and decision making structure in Japan. Whilst this maybe understandable, only 28% of Arabs are aware that the Walkman is a Japanese invention; despite it being the 40th anniversary of the iconic product. Misconceptions such as these are even more widely held amongst Arabs under the age of 24.

Our goal is to bring a better mutual understanding of both of our rich cultures and become a trusted communication channel where our friends in Japan can rely on us for credible information and insightful analysis. Through Arab News Japan news site we will provide a content mix that blends original reporting from both the Middle East and Japan as well as a Japanese translation of some of our most important news and views. We look forward to bringing a better mutual understanding of both of our rich cultures to our readers. This study marks the first step in that journey.

Arab World Perception of Japan – a Pan Arab Poll

Arab News, the Middle East's leading English language daily, is to launch a Japanese-language online edition as part of its ongoing global expansion. The international edition will be the second under the Arab News brand, following the highly successful launch of the Pakistani edition.

As part of the launch, Arab News engaged YouGov in a Pan Arab study to gauge Arabs' perception of Japan on various topics; namely general understanding of the country, its culture, society and economy. The survey was conducted using an online interview administered among members of the YouGov panel of close to 1,010,200 individuals across the MENA region who have agreed to take part in surveys. An email was sent to panelists selected at random from the panel, inviting them to take part in the survey and providing a link to the survey. All figures, unless otherwise stated, are from YouGov.

YouGov is one of the world's leading market research companies with offices throughout Europe, the US, the Middle East, North Africa and Asia. In the Middle East & North Africa, YouGov has the largest pure research online panel where thousands of residents participate in surveys across 19 countries, offering unparalleled insight across the Arab world and a more accurate, more actionable portrait of what the Arab world thinks.

The Total sample size was 3,033 Arabic speakers, aged 16 years or above, residing across 18 countries in the Arab World. Fieldwork was undertaken between 13th and 24th of September 2019. The overall margin of error is $\pm 1.78\%$. The sample was spread across all age groups, genders and nationalities. A minimum of 30% respondents in each market were female. The data were weighted to targets based on census/industry accepted data on age, gender and region to represent the total population of each country. The sample is reflective of the population that has access to the internet.



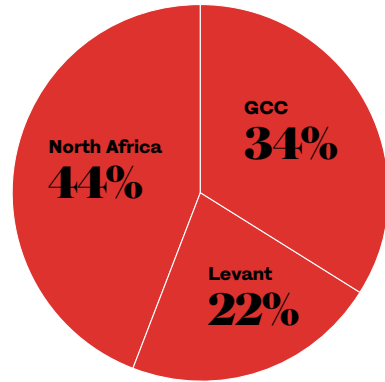
This report forms part of the ongoing research and analysis being carried out by Arab News around the world to help us, and our readers, better understand the changing region in which we operate, and the opportunities that this presents for governments, organisations and individuals.

This report forms part of the ongoing research and analysis being carried out by Arab News around the world to help us, and our readers, better understand the changing region in which we operate, and the opportunities that this presents for governments, organisations and individuals. We build on the influential 2016 study into Arab attitudes towards the US elections and two 2017 Arab News YouGov polls into American and British perceptions of the Arab World.

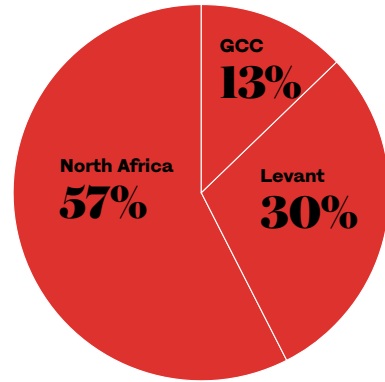
The following analysis of the results offers a synopsis of some of the main points from the survey and highlights areas for further cooperation and prosperity. Our hope is that readers will look through the results, be inspired by the opportunities and also draw their own conclusions on this new phase of Arab Japanese relations and the role that Arab News.JP can play going forward.

Sample Composition

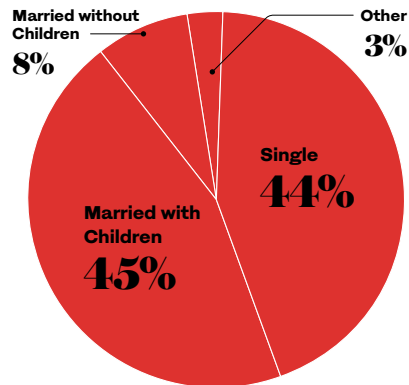
Country of Residence



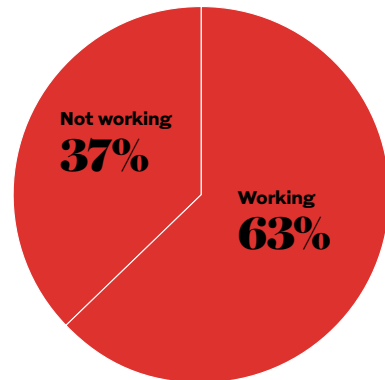
Nationality



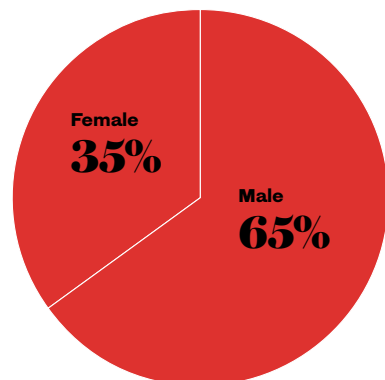
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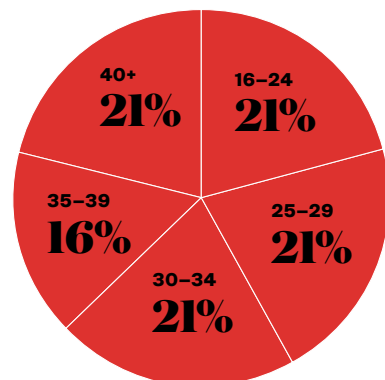
Employment Status



Gender



Age

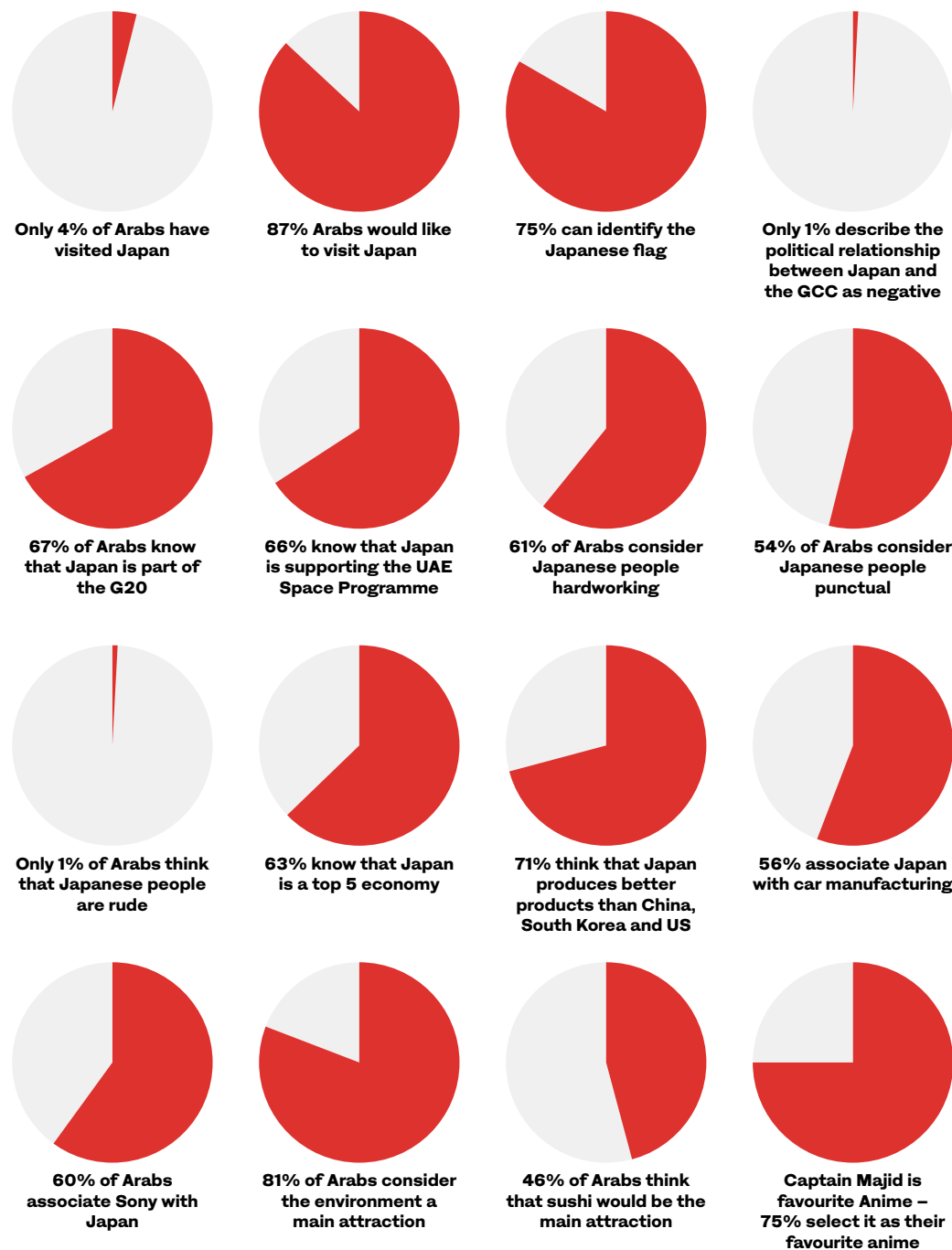


Japan as Seen by the Arab World



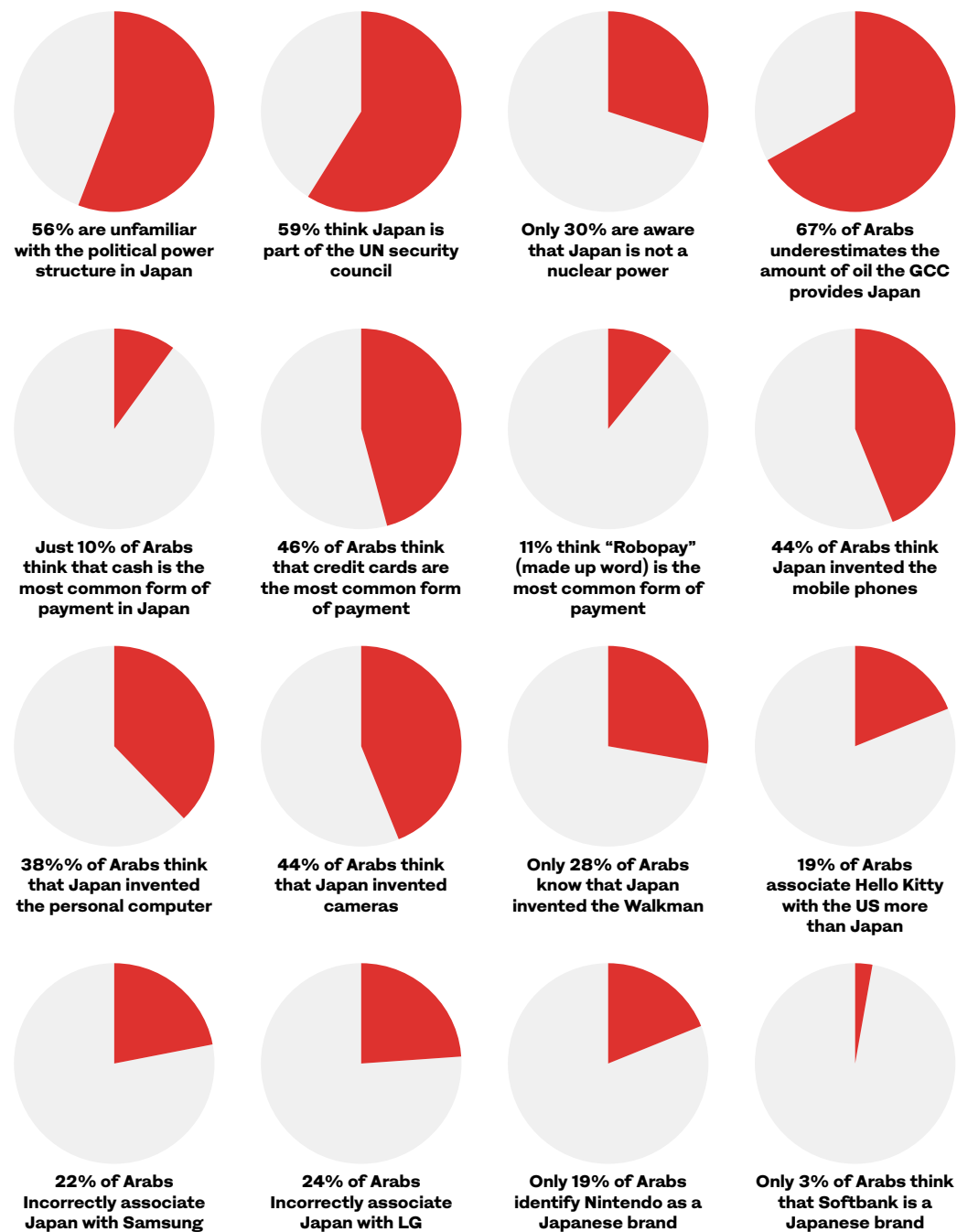
Shared Views

The overwhelming majority of Arabs hold favourable views of Japan and its people



Common Misconception

Arabs are more likely to hold incorrect views on politics and trade



Business and Trade: A Story of Interdependence

Japan is made up of 6,852 islands more than 8,000 km away from the Arab world. With an aging population, a mostly secular society and an isolated land mass, one might think that there are few commonalities with the Arab world — a large, multi-country, predominantly Muslim and young population. But the Arab News Japan study, conducted in partnership with YouGov, paints a very different picture.

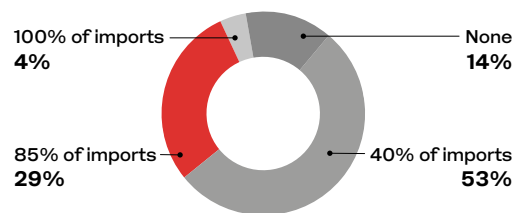
Arabs seem to underestimate the reliance of Japan on oil imports from Gulf Cooperation Council (GCC) member states, with 53 percent of those polled believing that Japan imports 40 percent of its oil from the GCC, compared to just three in 10 who rightly assumed it amounted to 85 percent.

Japan's top five import partners for crude oil are in the Middle East, and dependence on Saudi Arabia for crude oil is particularly high. Perhaps this is why a higher proportion of Saudis (37 percent) are aware of Japan's oil reliance than the average Arab respondent (29 percent).

Oil is not the only area of economic partnership between Japan and Saudi Arabia. In late August and early September, Crown Prince Mohammad bin Salman led a Saudi delegation to Tokyo to meet with Japan's political leadership and business elite.

Energy dependence

How much of Japan's oil imports in 2018 do you think came from GCC countries?



The visit underscored not only Saudi Arabia's interest in seeking Japanese investment in the Vision 2030 reform plan, but also Riyadh's view of Japan as a country with a historically close relationship with the Kingdom. At this juncture, the leaders of both Saudi Arabia and Japan view their bilateral ties as crucial for protecting each other's short- and long-term interests.

Crown Prince Mohammed bin Salman has invested heavily in Masayoshi son's \$100 billion Softbank Vision Fund. From the perspective of Saudi respondents, Riyadh's position on Japan as a business partner should be welcomed. Respondents ranked Japan first in terms of the perceived quality of its products — higher than the US, South Korea and China.

Quality of products

Japan ranked first in terms of quality of products, followed by the US, South Korea and China.

Japan	71%
USA	42%
South Korea	47%
China	59%

As a tech powerhouse with a leading global economy, Japan naturally fits into Vision 2030. Perhaps surprisingly, given its reputation for being technologically advanced, cash is the most common form of payment in Japan, which many attribute to its traditional society and older demographics. Others also attribute the dominance of cash to a low crime rate and readily available ATMs.

The dominance of cash would certainly surprise those polled in the YouGov / Arab News Japan study. Only 10 percent of those surveyed thought cash was the most common form of

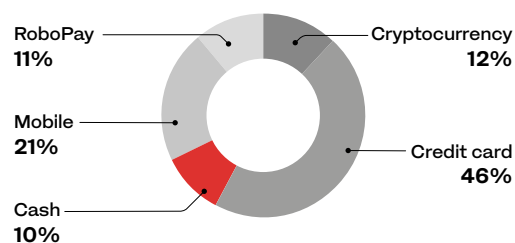
Cars and Japan

Which is your favourite Japanese car?



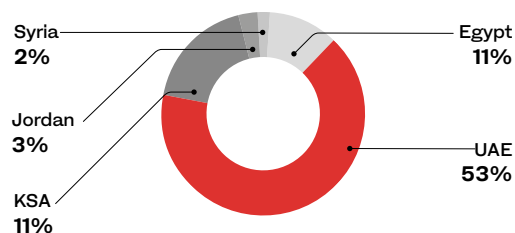
Forms of payment

What do you think is the most common form of payment in Japan?



Space collaboration

Which Arab country do you think is currently working with Japan's space program?



payment. Respondents thought that all other forms of payment were used more, including cryptocurrency (12 percent), mobile payments (21 percent) and credit cards (46 percent).

Contactless transactions account for just under 20 percent of personal spending in Japan, whereas in South Korea 90 percent of such transactions are cashless, 60 percent in China and 45 percent in the US, according to 2015 data from Japan's Ministry of Economy, Trade and Industry.

Japan's support for vision and ambition in the region is evidenced by its support of the UAE's space mission. The UAE Space Agency's Hope

Probe is scheduled to lift off from Japan in July 2020 and reach Mars by 2021, to mark the 50th anniversary of the founding of the UAE.

Awareness of this cooperation is high, with 66 percent of Arabs correctly identifying the UAE as working with Japan on the space program. Awareness among UAE residents is even higher at 81 percent.

The statistics also have a story to tell when it comes to Japanese cars. Awareness of Japanese automobile expertise is high in the 18 countries surveyed, with 56 percent of Arabs saying car manufacturing is something they associate the most with Japan.

Toyota is the overall favorite Japanese car brand across the 18 countries surveyed, with 35 percent of Arabs selecting it as their favorite car. While its popularity across the region is consistent, Arab men are more likely to choose Toyota as their favorite car (38 percent) than women (29 percent). Women are more likely to choose Nissan as their favorite car (19 percent) than men (12 percent).

In joint third, Arabs favor Nissan and Lexus equally. Lexus is more popular with the older age group than the younger age group. Eighteen percent of people over the age of 40 selected Lexus as their favorite car, compared to 12 percent of people aged 16-29. Nissan is more popular with the younger age group, with 17 percent selecting it as their favorite car, versus 12 percent of people over the age of 40.

Regionally, there are variations in popularity. Lexus is more popular in the GCC (23 percent) than it is in the Levant (16 percent) and North Africa (6 percent). Preference for Nissan is higher among North Africans (18 percent) versus GCC nationals (10 percent). Daihatsu is consistently the least favorite car brand across all countries surveyed (only 1-2 percent).

Peace and Co-operation: Japan's Politics and Power

Achieving peace and stability in the Arab region is of great importance to the world, including Japan, which is working with the international community to support conflict resolution in the region.

Japan has given strong support to the Middle East peace process. This has been evidenced by Japan's implementation of initiatives that aim to foster trust among everyone involved. Japan's current tool for peace and prosperity is a plan developed in 2006 that seeks to promote economic autonomy for Palestine, with regional cooperation between Japan, Palestine, Israel and Jordan as a longer-term initiative.

Japan's efforts have not gone unnoticed among the 3,000 Arabic speakers polled across 18 countries in the Arab world. When asked to name the most neutral mediator for a possible peace deal between Israel and Palestine, Japan ranked first among 56 percent of Arab respondents, followed by the EU (15 percent), Russia (13 percent), the US (11 percent) and the UK (5 percent).

Nationals of the Levant strongly support Japan as a mediator, with 63 percent picking the country compared to only 6 percent selecting the US as the best mediator. Syrians strongly support Japan's potential as a mediator (60 percent) — perhaps a testament to the strong support Tokyo has shown to Syria and neighboring countries in terms of humanitarian aid.

Japan has been working on political and economic fronts, in coordination with the international community, toward the achievement of a two-state solution that would enable Israelis and Palestinians to coexist. According to the website of Japan's Foreign Ministry, Tokyo supports a two-state solution whereby Israel and a future independent Palestine state live side by side in peace and security.

Japan urges both sides to accept further efforts to build mutual trust, exert maximum self-restraint, avoid any unilateral action that hinders



Japan's position in world power structures is not fully understood by Arabs, particularly younger ones. Only 30 percent of those surveyed knew that Japan does not have nuclear weapons, and this falls to 21 percent among 16-24-year-olds.

the resumption of peace talks, and advance direct negotiations in order to realize a two-state solution at the earliest possible time.

This may be why 54 percent of Palestinians consider Japan to be the best neutral mediator in any peace deal. Twenty-seven percent of Palestinians think the EU would be a good mediator, significantly higher than other Arab countries, where on average only 15 percent choose the EU as their top choice.

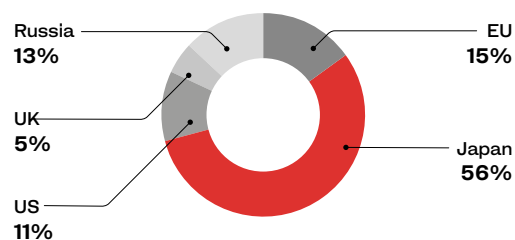
Japan's position in world power structures is not fully understood by Arabs, particularly younger ones. Only 30 percent of those surveyed knew that Japan does not have nuclear weapons, and this falls to 21 percent among 16-24-year-olds.

Although Japan's lack of nuclear power and relatively low military budget are underpinned by US guarantees of protection, 38 percent of Arabs do not know who Japan's military ally is — 10 percent say China, 10 percent Russia and 9 percent North Korea. Twenty-seven percent of Arabs surveyed correctly stated the US as being the country that Japan's military is aligned with.

Also, 40 percent of Arabs incorrectly think Japan is a UN Security Council member. Connections between Japan and the G20 appear better understood among respondents, with 67 percent identifying the country as being part of the G20.

Politics and power

Which country do you consider the most neutral mediator for a peace deal between Israel and Palestine?



Nationals of the Levant strongly support Japan as a mediator, with 63 percent picking the country compared to only 6 percent selecting the US as the best mediator. Syrians strongly support Japan's potential as a mediator (60 percent) – perhaps a testament to the strong support Tokyo has shown to Syria and neighboring countries in terms of humanitarian aid.

Based on the survey responses, clear gaps can be seen in Arab perceptions of Japan's domestic politics, with 56 percent unfamiliar with the country's power structure. Although Prime Minister Shinzo Abe is the head of the executive branch of the government and signs laws, many GCC nationals identified the emperor as the final decision-maker on law. Awareness of the powers of Japan's prime minister are lowest in Saudi Arabia at 35 percent.

Misconceptions of Japan's power and politics are most prevalent among Arabs aged 16-24. As the following table indicates, knowledge of Japan's standing in the world, and perhaps the underlying history, are better understood among those over the age of 40.

Knowledge across the generations: our results show that younger Arabs need access to better information

16-24
years old

40+
years old

Percentage of people who know that Japan hosted the most recent g20 meeting



Percentage of Arabs who correctly identify Japan on a map



Percentage of Arabs who know that the Prime Minister is the final decision maker on the law



Percentage of Arabs who think that Japan is part of the g20



Percentage who think that Japan has nuclear weapons



Percentage who know that Japan is aligned with the US



Percentage who know that Japan is a top 5 economy



The Rich Culture of Japan: Society and Geography

Despite the 8,000-km distance between the Arab world and Japan, results of the survey indicate that Arabs hold a far greater understanding of the country and its people than one might expect. This is especially striking given that only a small minority of Arabs have ever visited Japan.

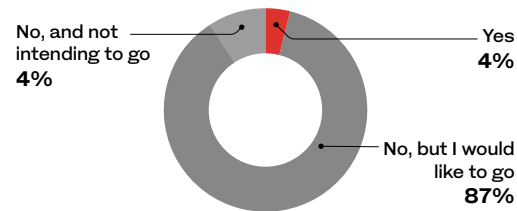
Among the 3,000 Arabic speakers surveyed across 18 countries, 56 percent describe the relationship between Japan and the GCC as supportive or positive. Only 1 percent describe it as negative. A far greater proportion (54 percent) of Arabs over the age of 40 are likely to describe the relationship as positive, whereas 39 percent of 16-24-year-olds would say the same.

Forty-six percent of respondents in the GCC and the Levant describe the relationship as positive, marginally more than Arabs in North Africa. On a country level, Saudis and Emiratis are most likely to view the relationship positively. Despite the differences between countries and age groups, there is no question that Arabs see the relationship between Japan and the GCC as being favorable.



Among the 3,000 Arabic speakers surveyed across 18 countries, 56 percent describe the relationship between Japan and the GCC as supportive or positive. Only 1 percent describe it as negative. A far greater proportion (54 percent) of Arabs over the age of 40 are likely to describe the relationship as positive, whereas 39 percent of 16-24-year-olds would say the same.

Familiarity with Japan
Have you ever visited Japan



Despite the great distance, 87 percent of Arabs say they intend to visit Japan at some point in their lives. The strong appetite to visit is consistent among all age groups and genders across the 18 countries surveyed. But despite this desire, only 4 percent of those surveyed have ever visited Japan. UAE residents are most likely to have visited (13 percent).

Low visitor numbers may explain the lower level of awareness about Japan as a place. When asked to select Japan among other islands, 13 percent selected Zanzibar, 10 percent the Philippines, 9 percent Hong Kong and 5 percent the Bahamas. But 56 percent of Arabs identified Japan correctly.

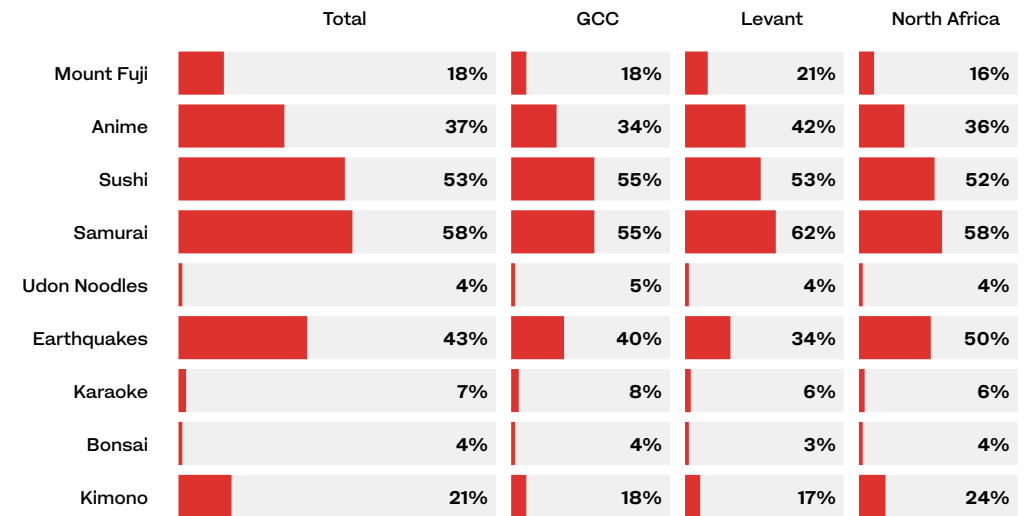
Familiarity with the country's location was highest among the older age groups, with 65 percent of respondents over the age of 40 correctly identifying Japan on a map, versus 55 percent of respondents aged 16-24.

Association between Japan and its cultural heritage is strong among Arabs. Fifty-eight percent of Arabs associate the country with its ancient warriors known as samurai. Perhaps unsurprisingly, men are far more likely to associate Japan with samurai (65 percent) than women (44 percent).

Arab women recognize the kimono dress as being associated with Japan to a much greater extent than men. Despite its prominence

Distinctive symbols

Which of the following do you associate with Japan the most?



as one of Japan's sacred mountains, only 18 percent of Arabs made a strong association with Mount Fuji.

Japanese cuisine has become popular in the Arab world. Fifty-three percent of respondents associate Japan with sushi. Arabs aged 16-24 are more likely (58 percent) than any other age group to associate the country with sushi. They are also more likely than any other age group to associate udon noodles with Japan. Overall, a much smaller percentage of Arabs (4 percent) associate udon noodles the most.

Japan is the home of many forms of martial arts, such as karate, judo, sumo, ninjutsu, kendo, jujutsu and aikido. Arabs show greatest interest in karate (37 percent). Karate consistently generated the most interest across all countries and age groups, followed by judo (17 percent) and sumo (16 percent). Fourteen percent of Arabs surveyed said they are not interested in martial

arts. Arab women were the group least likely to take an interest in martial arts.

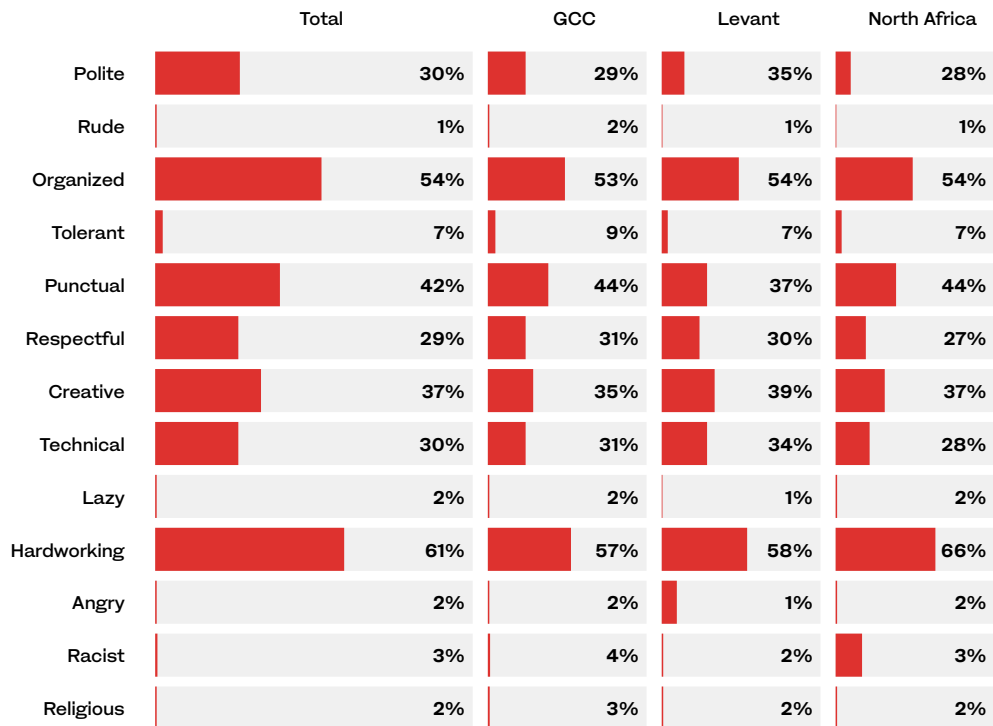
Arab women (42 percent) are more likely to associate anime with Japan than Arab men (34 percent). Younger Arabs (16-24-year-olds) are most likely to associate anime with Japan (62 percent), whereas only 16 percent of people over the age of 40 make this association.

Looking at official figures, it is unlikely that many of those surveyed know a Japanese person. Estimates suggest that there are fewer than 2,000 Japanese nationals living in Saudi Arabia and less than 4,000 in the UAE.

The vast majority of respondents associate Japanese people with positive attributes. Hardworking, punctual and organized are the attributes that Arabs are most likely to associate with Japanese people. A third of respondents also consider Japanese people to be polite, creative and technical.

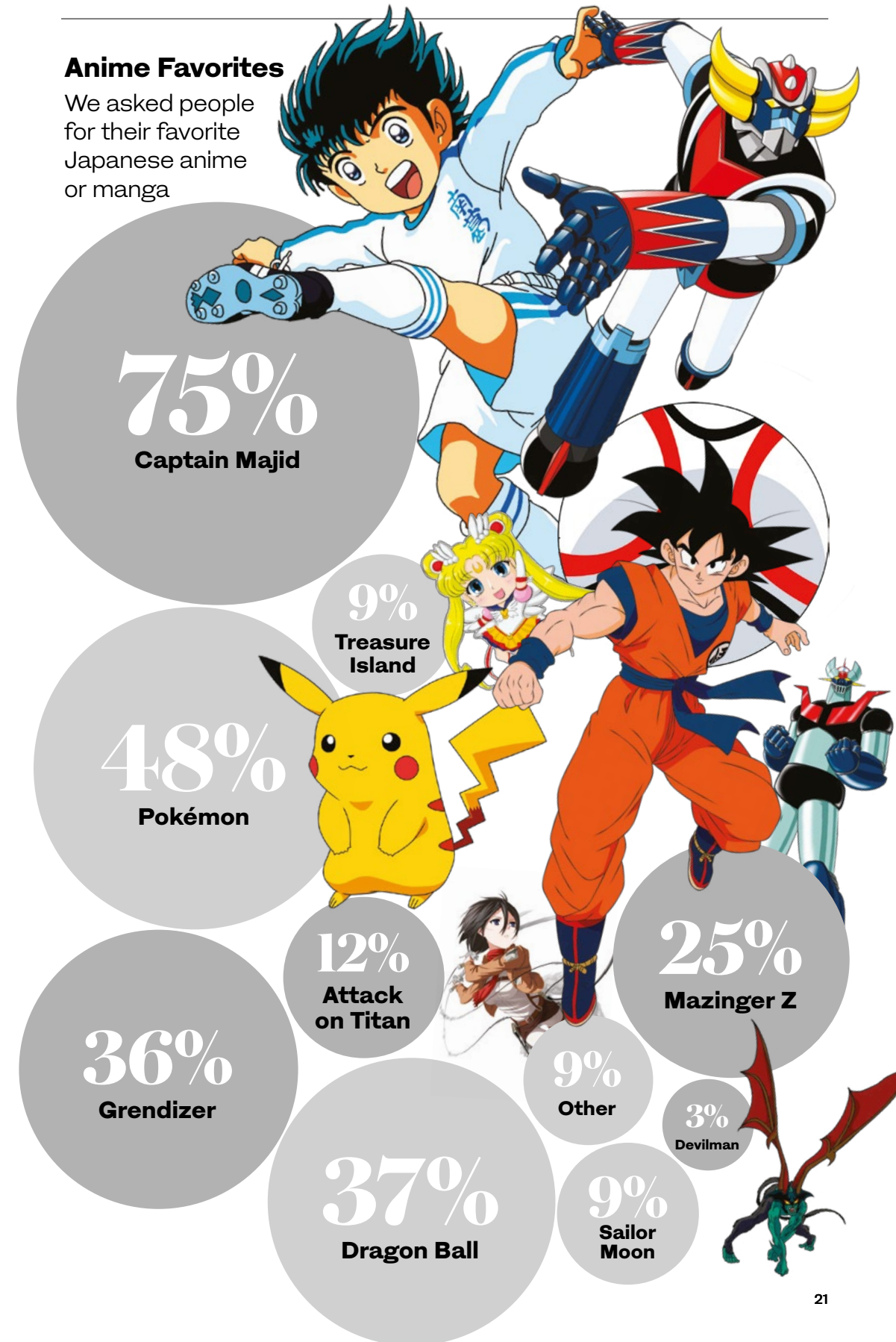
Held in esteem

Which of the following attributes do you associate the most with Japanese people?



Anime Favorites

We asked people for their favorite Japanese anime or manga



Japan: A Land Full of Opportunities

Completely surrounded by ocean, 69 percent of Japan's landmass is covered by forests. The country is home to the sixth-longest coastline, the third-largest forested ratio in the world, and the seventh-highest ratio of endemic species of mammals in the world. It is perhaps no surprise then that Japan received more than 28.7 million international visitors in 2018.

Although only a fraction of them would have been from the ArabWorld (only 4 percent of Arabs have ever been to Japan), 87 percent of Arabs would like to visit. This desire was consistent across all ages and genders.

The Mastercard-CrescentRating Global Muslim Travel Index (GMTI) 2019 includes 130 destinations globally, and tracks the health and growth of Muslim-friendly travel destinations in four strategic areas: Access, communications, environment and services. In the 2018 report, Japan is ranked in the top five Muslim-friendly travel destinations among countries that are not members of the Organization of Islamic Cooperation (OIC).

Japan's reputation as a place of beauty is well understood, with 81 percent of Arabs wanting to visit to see the environment, national parks, UNESCO World Heritage sites and Mount Fuji. People aged over 40 are most interested in the natural environment, with 87 percent considering it a top attraction.

Gastronomy tourism is more popular among younger Arabs, with 56 percent of those aged 16-24 saying they are interested in visiting Japan for its cuisine, versus 38 percent of those aged over 40. Overall, 46 percent of Arabs consider Japanese food a top attraction. Residents of North African countries were most likely to see Japanese food as a top attraction (49 percent).

Other cultural aspects are attractive to Arab tourists — 40 percent of Arabs are interested in visiting Japan and learning more about traditional arts such as the tea ceremony. Interest in

the traditional arts is most strongly felt in the GCC (43 percent), the Levant (39 percent) and lastly North Africa (38 percent).

Karate is the most popular martial art among Arabs, with 37 percent choosing it as the most interesting Japanese martial art (this interest is shared by both genders similarly). But visiting the country to see sports is a low priority for Arabs, with only 28 percent saying they are interested in this aspect of Japanese culture. Thirty-three percent of Arab men consider sports in Japan a top attraction, compared with 19 percent of Arab women.

Forty-two percent of Arabs see manga and cosplay as a top attraction. Given that younger people are more likely than older people to associate anime with Japan, it is perhaps understandable that a higher proportion of people under the age of 24 (42 percent) than those aged over 40 (38 percent) consider anime and cosplay a top attraction.

Although Japanese tourism has risen again since the 2011 tsunami, 43 percent of Arabs associate Japan with earthquakes. Half of North Africans associate natural disasters with Japan.

Despite some small misconceptions, it is clear that the Arab market is untapped, with much potential for the Japanese Travel and Tourism Association. A young, socially mobile population with a strong desire to travel is an opportunity for Japan.

As the Global Muslim Travel Index notes, non-OIC destinations have been much more active than some OIC destinations in developing their capacity and capability to attract Muslim travelers. One example of this is Japan's mutual visa waiver with the UAE. Tourism can only help bring Japan and the Arab world closer together.

Attractions for Tourists

We asked people for their top three Japanese attractions



Arab Perceptions of Japan: Data Tables

	Total		Region		Which gender do you belong to?		Age Group (1)	
	Base	GCC	Levant	N. Africa	Male	Female	16-24	40+
q1. Which of the following countries do you think hosted the G20 meeting in 2019?								
Base	3033	1031	667	1335	1974	1059	628	635
Japan	32%	35%	31%	31%	37%	24%	23%	40%
US	8%	7%	7%	10%	9%	7%	10%	7%
UK	4%	3%	4%	4%	4%	3%	4%	5%
KSA	9%	15%	6%	6%	10%	9%	9%	9%
UAE	9%	11%	7%	8%	8%	11%	9%	6%
Don't know	37%	29%	44%	40%	33%	46%	45%	34%
q1_rc. Which of the following countries do you think hosted the G20 meeting in 2019?								
Base	1899	732	371	796	1323	576	348	419
Japan	52%	49%	56%	52%	55%	45%	42%	60%
US	13%	9%	13%	17%	13%	14%	18%	10%
UK	6%	4%	7%	7%	6%	5%	7%	7%
KSA	15%	21%	11%	11%	14%	16%	16%	14%
UAE	14%	16%	13%	13%	11%	20%	17%	9%
q2. Have you ever been to Japan?								
Base	3033	1031	667	1335	1974	1059	628	635
Yes	4%	7%	2%	2%	4%	3%	3%	3%
No, but would like to go	87%	85%	89%	88%	87%	88%	86%	88%
No, and not intending to go	9%	9%	9%	9%	9%	9%	11%	9%
q3. Which of the following do you think represent the map of Japan?								
Base	3033	1031	667	1335	1974	1059	628	635
Bahamas map	5%	6%	5%	5%	4%	7%	4%	3%
Philippines map	10%	10%	7%	12%	10%	10%	10%	11%
Hong Kong map	9%	9%	7%	10%	8%	11%	10%	6%
Falklands map	5%	6%	6%	4%	4%	6%	6%	3%
Zanzibar map	13%	14%	14%	12%	12%	15%	14%	12%
Japan map	57%	56%	61%	57%	61%	50%	55%	65%
q4. Which of the following flags do you think is Japan's?								
Base	1031	667	1335	1974	1059	628	635	635
Japan flag	75%	76%	75%	78%	70%	77%	74%	3%
Korea flag	18%	18%	19%	18%	20%	18%	20%	11%
Bangladesh flag	3%	3%	2%	2%	4%	2%	3%	6%
Vietnam flag	2%	2%	2%	2%	3%	1%	1%	3%
Palau flag	2%	1%	2%	1%	3%	1%	2%	12%

Arab Perceptions of Japan: Data Tables

	Total		Region		Which gender do you belong to?		Age Group (1)	
	Base	GCC	Levant	N. Africa	Male	Female	16-24	40+
q5. In the Japanese government who, do you think, signs the law? Please select a single response								
Base	3033	1031	667	1335	1974	1059	628	635
Emperor	30%	33%	31%	27%	31%	29%	27%	31%
Prime Minister	44%	44%	46%	43%	47%	37%	34%	55%
President	20%	18%	15%	24%	17%	25%	30%	10%
The Supreme Leader	6%	6%	7%	6%	5%	9%	9%	4%
q6. To the best of your knowledge, which of the below is Japan a member of? Please select all that apply								
Base	3033	1031	667	1335	1974	1059	628	635
OPEC	11%	13%	12%	10%	10%	13%	11%	9%
G20	67%	69%	68%	65%	70%	61%	61%	73%
The UN Security Council	40%	43%	43%	37%	44%	34%	30%	47%
G7	59%	59%	58%	60%	62%	54%	48%	69%
The European Union	8%	8%	8%	9%	6%	12%	11%	4%
AIPAC	5%	5%	6%	5%	5%	7%	7%	5%
q7. How would you describe the political relationship between Japan and the GCC?								
Base	3033	1031	667	1335	1974	1059	628	635
Supportive	23%	27%	18%	22%	25%	18%	19%	24%
Neutral	18%	18%	19%	18%	18%	19%	18%	14%
Positive	33%	39%	31%	29%	37%	26%	25%	45%
Negative	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	25%	15%	31%	29%	19%	37%	37%	16%
q7_rc. How would you describe the political relationship between Japan and the GCC?								
Base	2273	873	457	943	1603	670	395	531
Supportive	30%	32%	26%	31%	31%	29%	31%	29%
Neutral	25%	21%	27%	26%	22%	30%	29%	16%
Positive	44%	46%	46%	41%	45%	41%	39%	54%
Negative	1%	1%	1%	2%	1%	1%	2%	1%
q8. Which of the below do you consider the most neutral mediator of a possible peace deal between Israel & Palestine?								
Base	3033	1031	667	1335	1974	1059	628	635
EU	10%	10%	8%	11%	11%	9%	14%	9%
Japan	37%	37%	40%	36%	40%	33%	30%	48%
US	7%	7%	6%	8%	7%	7%	10%	4%
UK	3%	3%	2%	4%	3%	4%	5%	2%
Russia	9%	8%	11%	8%	10%	7%	8%	9%
Don't know	33%	35%	32%	32%	28%	41%	33%	28%

Arab Perceptions of Japan: Data Tables

	Total		Region		Which gender do you belong to?		Age Group (1)	
	GCC		Levant	N. Africa	Male	Female	16-24	40+

q8_rc. Which of the below do you consider the most neutral mediator of a possible peace deal between Israel & Palestine?

	Base	Total	GCC	Levant	N. Africa	Male	Female	16-24	40+
Base	2037	672	455	910	1412	625	419	460	
EU	15%	15%	12%	17%	16%	14%	20%	12%	
Japan	56%	57%	59%	53%	56%	56%	45%	66%	
US	11%	11%	9%	12%	10%	12%	15%	6%	
UK	5%	5%	3%	6%	5%	6%	8%	3%	
Russia	13%	12%	16%	12%	14%	12%	12%	13%	

q9. Which Arab country, do you think, is currently working with Japan's space programme?

	Base	Total	GCC	Levant	N. Africa	Male	Female	16-24	40+
Base	3033	1031	667	1335	1974	1059	628	635	
UAE	41%	39%	46%	40%	43%	38%	41%	39%	
KSA	11%	15%	8%	10%	12%	10%	14%	12%	
Jordan	2%	1%	2%	2%	1%	3%	3%	1%	
Egypt	7%	7%	5%	8%	7%	8%	6%	7%	
Syria	1%	1%	1%	1%	1%	1%	2%	0%	
Don't know	38%	36%	38%	38%	36%	41%	35%	40%	

q9_rc. Which Arab country, do you think, is currently working with Japan's space programme?

	Base	Total	GCC	Levant	N. Africa	Male	Female	16-24	40+
Base	1893	656	415	822	1271	622	409	378	
UAE	66%	62%	74%	65%	67%	64%	63%	66%	
KSA	18%	23%	12%	16%	18%	17%	21%	20%	
Jordan	3%	2%	4%	4%	2%	5%	4%	2%	
Egypt	11%	11%	8%	14%	11%	13%	9%	12%	
Syria	2%	2%	2%	1%	2%	1%	2%	1%	

q10. Do you think Japan has a nuclear bomb?

	Base	Total	GCC	Levant	N. Africa	Male	Female	16-24	40+
Base	3033	1031	667	1335	1974	1059	628	635	
Yes	45%	43%	39%	50%	42%	51%	59%	32%	
No	30%	28%	39%	27%	37%	17%	21%	45%	
Don't know	25%	29%	23%	22%	21%	31%	20%	23%	

q10_rc. Do you think Japan has a nuclear bomb?

	Base	Total	GCC	Levant	N. Africa	Male	Female	16-24	40+
Base	2285	731	516	1038	1559	726	500	487	
Yes	60%	61%	50%	65%	53%	75%	74%	41%	
No	40%	39%	50%	35%	47%	25%	26%	59%	

Arab Perceptions of Japan: Data Tables

	Total		Region		Which gender do you belong to?		Age Group (1)	
	GCC		Levant	N. Africa	Male	Female	16-24	40+

q11. Who do you think is Japan's military currently aligned with? Please select a single response

	Base	Total	GCC	Levant	N. Africa	Male	Female	16-24	40+
Base	3033	1031	667	1335	1974	1059	628	635	
Germany	5%	6%	5%	5%	5%	5%	6%	4%	
US	27%	28%	35%	23%	34%	15%	19%	37%	
China	10%	9%	9%	11%	11%	9%	14%	9%	
Russia	10%	10%	5%	12%	9%	11%	10%	8%	
North Korea	9%	8%	9%	10%	8%	12%	13%	6%	
Don't know	38%	39%	36%	39%	33%	48%	39%	36%	

q11_rc. Who do you think is Japan's military currently aligned with? Please select a single response

	Base	Total	GCC	Levant	N. Africa	Male	Female	16-24	40+
Base	1870	626	426	818	1319	551	386	407	
Germany	8%	9%	8%	7%	8%	9%	10%	7%	
US	44%	46%	55%	37%	51%	29%	31%	57%	
China	16%	15%	14%	18%	16%	17%	22%	14%	
Russia	16%	16%	8%	20%	14%	22%	17%	13%	
North Korea	15%	13%	15%	17%	12%	23%	21%	9%	

q12. Compared to the rest of the world, how large do you think Japan's economy is?

	Base	Total	GCC	Levant	N. Africa	Male	Female	16-24	40+
Base	3033	1031	667	1335	1974	1059	628	635	
Top 5	63%	61%	62%	64%	64%	61%	58%	68%	
Top 10	30%	32%	29%	29%	31%	28%	32%	28%	
Top 50	6%	6%	7%	5%	4%	9%	8%	4%	
Bottom 50	1%	1%	2%	2%	1%	2%	2%	1%	

q13. In 2018, what percentage of Japan's oil imports do you think were produced by the GCC?

	Base	Total	GCC	Levant	N. Africa	Male	Female	16-24	40+
Base	3033	1031	667	1335	1974	1059	628	635	
None	14%	14%	14%	13%	13%	14%	16%	11%	
40%	53%	54%	55%	52%	54%	53%	50%	50%	
85%	29%	27%	29%	30%	29%	29%	30%	32%	
100%	4%	5%	2%	5%	4%	4%	4%	7%	

q14. What do you think is the most common form of payment in Japan? Please select a single response.

	Base	Total	GCC	Levant	N. Africa	Male	Female	16-24	40+
Base	3033	1031	667	1335	1974	1059	628	635	
Cryptocurrency	12%	13%	10%	12%	10%	15%	12%	10%	
Credit card	46%	41%	49%	49%	48%	42%	43%	51%	
Cash	10%	11%	11%	10%	10%	11%	15%	9%	
Mobile	21%	23%	21%	19%	22%	19%	19%	21%	
RoboPay	11%	12%	8%	11%	9%	13%	11%	9%	

Arab Perceptions of Japan: Data Tables

	Total		Region		Which gender do you belong to?		Age Group (1)	
	GCC	Levant	N. Africa	Male	Female	16-24	40+	
								Base
q15. Which of the following do you associate with Japan the most? Please select 3.								
Mount Fuji	18%	18%	21%	16%	18%	17%	12%	25%
Car manufacturing	56%	63%	58%	50%	59%	52%	47%	65%
Anime	37%	34%	42%	36%	34%	42%	62%	16%
Sushi	53%	55%	53%	52%	52%	56%	58%	48%
Samurai	58%	55%	62%	58%	65%	44%	49%	63%
Udon Noodles	4%	5%	4%	4%	3%	7%	6%	2%
Earthquakes	43%	40%	34%	50%	44%	41%	39%	47%
Karaoke	7%	8%	6%	6%	6%	8%	10%	6%
Bonsai	4%	4%	3%	4%	3%	5%	5%	4%
Kimono	21%	18%	17%	24%	16%	29%	13%	26%

	Total		Region		Which gender do you belong to?		Age Group (1)	
	GCC	Levant	N. Africa	Male	Female	16-24	40+	
								Base
q16. Which of the following attributes do you associate the most with Japanese people? Please select the top 3 most representative.								
Polite	30%	29%	35%	28%	28%	32%	28%	34%
Rude	1%	2%	1%	1%	1%	1%	1%	1%
Organized	54%	53%	54%	54%	54%	53%	54%	54%
Tolerant	7%	9%	7%	7%	9%	5%	8%	6%
Punctual	42%	44%	37%	44%	43%	42%	40%	42%
Respectful	29%	31%	30%	27%	30%	29%	26%	31%
Creative	37%	35%	39%	37%	36%	38%	39%	34%
Technical	30%	31%	34%	28%	32%	28%	29%	33%
Lazy	2%	2%	1%	2%	2%	2%	3%	0%
Hardworking	61%	57%	58%	66%	60%	63%	63%	61%
Angry	2%	2%	1%	2%	2%	2%	2%	1%
Racist	3%	4%	2%	3%	3%	3%	3%	2%
Religious	2%	3%	2%	2%	2%	2%	3%	1%

Arab Perceptions of Japan: Data Tables

	Total		Region		Which gender do you belong to?		Age Group (1)	
	GCC	Levant	N. Africa	Male	Female	16-24	40+	
								Base
q17. Japan is famous for early adoption of technology - which of the below do you think were invented in Japan? Please select all that apply.								
Selfie Stick	22%	21%	21%	24%	18%	30%	28%	19%
LED Lights	31%	29%	32%	32%	30%	32%	32%	32%
The internet	14%	17%	11%	13%	15%	13%	15%	12%
Mobile phone	44%	41%	40%	48%	40%	51%	49%	39%
Walkman	28%	27%	29%	29%	30%	24%	26%	33%
Alarm Clock	18%	18%	17%	18%	17%	19%	16%	21%
Personal Computers	38%	40%	39%	36%	39%	35%	32%	42%
Camera	44%	46%	45%	42%	47%	39%	28%	56%
The Emoji	33%	33%	38%	31%	31%	38%	33%	33%

	Total		Region		Which gender do you belong to?		Age Group (1)	
	GCC	Levant	N. Africa	Male	Female	16-24	40+	
								Base
q18. Which of the following Japanese Martial Arts interest you the most? Please select a single response								
Karate	37%	37%	37%	36%	37%	36%	40%	40%
Judo	17%	16%	17%	18%	17%	18%	17%	16%
Sumo	16%	16%	15%	16%	18%	12%	13%	18%
Jujitsu	6%	7%	7%	5%	8%	4%	7%	6%
Kendo	3%	3%	1%	4%	3%	3%	3%	1%
Aikido	7%	5%	6%	9%	7%	7%	6%	6%
None of the above	14%	14%	16%	12%	11%	19%	14%	13%

	Total		Region		Which gender do you belong to?		Age Group (1)	
	GCC	Levant	N. Africa	Male	Female	16-24	40+	
								Base
q19. Please select up to 3 of your favourite Japanese anime or manga.								
Grendizer	36%	42%	42%	29%	41%	28%	16%	56%
Captain Majid	75%	76%	74%	75%	77%	71%	68%	74%
Pokémon	48%	43%	53%	49%	42%	58%	55%	34%
Devil Man	3%	3%	3%	3%	3%	3%	3%	2%
Attack on Titan	12%	10%	12%	12%	13%	9%	20%	6%
Mazinger Z	25%	27%	16%	27%	28%	19%	9%	31%
Dragon Ball	37%	28%	38%	44%	39%	34%	59%	23%
Treasure Island	9%	12%	8%	7%	9%	10%	7%	14%
Sailor Moon	9%	12%	8%	7%	6%	15%	8%	11%
Other anime or manga	9%	8%	10%	10%	8%	11%	13%	7%

Arab Perceptions of Japan: Data Tables

	Total		Region		Which gender do you belong to?		Age Group (1)	
	Base	GCC	Levant	N. Africa	Male	Female	16-24	40+

q20. Of the following Japanese car brands, which would you say is your favourite? Please select a single response.

	Base	3033	1031	667	1335	1974	1059	628	635
Toyota	35%	34%	35%	35%	38%	29%	29%	29%	37%
Honda	12%	12%	13%	12%	12%	12%	11%	11%	10%
Mitsubishi	7%	5%	7%	9%	8%	7%	8%	8%	8%
Nissan	14%	12%	9%	18%	12%	19%	20%	20%	12%
Lexus	14%	23%	16%	6%	13%	15%	11%	11%	18%
Daihatsu	1%	1%	1%	1%	1%	1%	1%	1%	0%
Suzuki	5%	3%	5%	6%	4%	5%	7%	7%	4%
Mazda	5%	5%	6%	5%	5%	6%	5%	5%	5%
Subaru	2%	1%	3%	3%	3%	1%	2%	2%	1%
Infiniti	4%	4%	6%	4%	4%	5%	6%	6%	4%

q21. Which of the following brands do you think are Japanese? Please select all that apply.

	Base	3033	1031	667	1335	1974	1059	628	635
Sony	60%	64%	60%	57%	66%	49%	43%	43%	78%
Nintendo	19%	18%	20%	18%	19%	18%	17%	17%	20%
SEGA	30%	30%	37%	26%	33%	24%	30%	30%	30%
Softbank	3%	5%	3%	3%	4%	3%	3%	3%	4%
HSBC	5%	4%	3%	6%	4%	6%	7%	7%	4%
KitKat	5%	7%	4%	5%	4%	7%	7%	7%	2%
Nespresso	4%	4%	4%	3%	2%	6%	6%	6%	3%
Kenzo	11%	10%	14%	11%	10%	13%	17%	17%	9%
Muji	32%	30%	32%	34%	28%	40%	38%	38%	27%
Samsung	22%	22%	17%	25%	21%	25%	22%	22%	23%
LG	24%	25%	23%	25%	22%	28%	22%	22%	20%
Opel	5%	6%	5%	5%	4%	7%	8%	8%	3%

Arab Perceptions of Japan: Data Tables

	Total		Region		Which gender do you belong to?		Age Group (1)	
	Base	GCC	Levant	N. Africa	Male	Female	16-24	40+

Please rank the following countries in terms of quality of the products they produce.
q22_1. China

	Base	3033	1031	667	1335	1974	1059	628	635
1	6%	6%	6%	4%	6%	5%	7%	11%	3%
2	14%	13%	13%	14%	15%	14%	15%	16%	12%
3	21%	19%	19%	21%	22%	21%	20%	24%	21%
4	59%	62%	62%	60%	57%	60%	58%	49%	64%

q22_2. South Korea

	Base	3033	1031	667	1335	1974	1059	628	635
1	4%	4%	4%	2%	5%	3%	6%	7%	2%
2	23%	26%	26%	21%	23%	22%	26%	17%	24%
3	47%	46%	46%	50%	45%	49%	43%	42%	52%
4	26%	24%	24%	27%	27%	26%	25%	35%	23%

q22_3. Japan

	Base	3033	1031	667	1335	1974	1059	628	635
1	71%	75%	75%	76%	64%	74%	64%	57%	80%
2	20%	18%	18%	17%	24%	18%	25%	29%	16%
3	7%	5%	5%	6%	9%	6%	8%	11%	3%
4	2%	2%	2%	1%	3%	2%	3%	4%	1%

q22_4. US

	Base	3033	1031	667	1335	1974	1059	628	635
1	20%	15%	15%	17%	24%	19%	22%	26%	16%
2	42%	43%	43%	48%	38%	46%	35%	38%	48%
3	26%	30%	30%	22%	25%	24%	29%	24%	24%
4	12%	12%	12%	12%	13%	11%	14%	12%	12%

Arab Perceptions of Japan: Data Tables

	Total		Region		Which gender do you belong to?		Age Group (1)	
	Base	GCC	Levant	N. Africa	Male	Female	16-24	40+
q22_Rank1. Please rank the following countries in terms of quality of the products they produce.								
China	6%	6%	4%	6%	5%	7%	11%	3%
South Korea	4%	4%	2%	5%	3%	6%	7%	2%
Japan	71%	75%	76%	64%	74%	64%	57%	80%
US	20%	15%	17%	24%	19%	22%	26%	16%
q22_Rank2. Please rank the following countries in terms of quality of the products they produce.								
1	14%	13%	14%	15%	14%	15%	16%	12%
2	23%	26%	21%	23%	22%	26%	17%	24%
3	20%	18%	17%	24%	18%	25%	29%	16%
4	42%	43%	48%	38%	46%	35%	38%	48%
q22_Rank3. Please rank the following countries in terms of quality of the products they produce.								
1	21%	19%	21%	22%	21%	20%	24%	21%
2	47%	46%	50%	45%	49%	43%	42%	52%
3	7%	5%	6%	9%	6%	8%	11%	3%
4	26%	30%	22%	25%	24%	29%	24%	24%
q22_Rank4. Please rank the following countries in terms of quality of the products they produce.								
1	59%	62%	60%	57%	60%	58%	49%	64%
2	26%	24%	27%	27%	26%	25%	35%	23%
3	2%	2%	1%	3%	2%	3%	4%	1%
4	12%	12%	12%	13%	11%	14%	12%	12%

Arab Perceptions of Japan: Data Tables

	Total		Region		Which gender do you belong to?		Age Group (1)	
	Base	GCC	Levant	N. Africa	Male	Female	16-24	40+
q23. Which country do you associate the most with Hello Kitty? Please select a single response.								
US	19%	18%	17%	21%	20%	18%	21%	17%
China	15%	14%	16%	16%	15%	17%	17%	14%
Japan	61%	63%	63%	58%	61%	61%	56%	65%
France	5%	5%	5%	6%	5%	5%	6%	3%
q24. If you were to visit Japan for tourism what would be the top three attractions for you? Please select top 3.								
Traditional Arts – e.g. tea ceremony	40%	43%	39%	38%	40%	41%	35%	42%
Food – e.g. sushi, noodles	46%	43%	43%	49%	43%	50%	56%	38%
Sport – e.g. sumo, judo	28%	28%	26%	29%	33%	19%	32%	28%
Travel – e.g. bullet train	63%	62%	63%	63%	63%	63%	61%	68%
Culture – e.g. manga, cosplay	42%	43%	45%	41%	42%	44%	42%	38%
Environment – e.g. national parks, world heritage sites, Mount Fuji	81%	81%	84%	80%	80%	84%	73%	87%

Acknowledgements

Arab News would like to acknowledge the hard work and inspiration that Ali Saleh Itani has provided for the entire Arab News Japan project. Under Ali's leadership, Ali Draycott and Lara Barazi have been invaluable in the development of the survey, the assessment of the results and the authorship of this report. We would like to thank Craig Willers for his creative assistance with the preparation of the report layout, visuals and infographics.

Arab News also thanks all of the contributors from YouGov for providing their analyses of the results for this publication. Finally, I am very grateful, as always, for the editorial support provided by the Arab News teams across the world.

Faisal Abbas

Editor-in-Chief, Arab News

How Arabs View Japan

An Arab News YouGov Public Opinion Research Study

Cordial business, trading and cultural relations have long existed between the Arab World and Japan. Japan is one of the region's most important economic and diplomatic partners.

A major part of Japan's energy imports come from the GCC and the numerous Arab countries import manufactured goods and electronic equipment from Japan. Japan's commitment to prioritize the peace and stability of the region, means that the Arab World is a destination for significant Japanese financial investment. Right now, Saudi Arabia officials are working with their Japanese counterparts on the formal handover for the G20 leaders' summit, which will take place in the Saudi capital, Riyadh in 2020, following the highly successful event held in Osaka, Japan, in June 2019.

This report forms part of the ongoing research and analysis being carried out by Arab News around the world to help us, and our readers, better understand the changing region in which we operate, and the opportunities that this presents for governments, organisations and individuals.