

# **The Image of Switzerland in Japan**

## **Overview of the Most Important Results**

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## **Appendix**

# 1. Study design

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## 1.1 Objectives:

- § Analysis of the image of Switzerland in Japan: overall image, assessment of Switzerland based on relevant image dimensions, importance of the image dimensions, comparison with the image of Germany and the image of France in Japan
- § Analysis of the effect of knowledge and short-term information about Switzerland on the perception of the image of Switzerland

## 1.2 Survey method:

- § Telephone interviews (computer-assisted telephone interview – CATI) with the general population, opinion leaders and students.

# Study design

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## 1.3 Samples:

A total of six different target groups were surveyed:

- the general population,
- students, and
- four different target groups of opinion leaders

### §General population:

1,000 adults, age 18 or older, broken down by region, age and gender so as to be demographically representative

### § Students (university or college students):

500 students, 50% male and 50% female.

## Study design

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### § 4 target groups of opinion leaders:

#### Ø 120 managers (company managers)

Japanese managers in Japanese companies: 60 managers from companies with 100-500 employees and 60 managers from companies with 500 employees or more.

#### Ø 120 journalists (media officials):

Editors, writers, senior managers and above. 75% print media, 25% other groups (TV, radio).

#### Ø 120 politicians (politicians and civil servants):

50% of this sample are politicians or civil servants (in municipalities, prefectures or at the national level) in senior management positions or above, 50% are individuals from other groups: trade association directors and heads of other political groups.

#### Ø 120 research institutes

Research institutes having different main fields of study, both public or private, no quota.

## **Study design**

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### **1.4 Survey period:**

§ 10 February – 3 March 2003

### **1.5 Survey carried out by:**

§ INTAGE Inc., Japan

# Questionnaire structure

Ques. 1	Ques. 2	Ques. 3	Ques. 4	Ques. 5	Ques. 6	Ques. 7-12	Ques. 13	F1 ff.
Overall image 1st rating	Active knowledge	Importance of image dimensions	Image profile (18 dimensionen) of the three countries			Supported knowledge about Switzerland (6 topics)	Overall image 2nd rating	Socio-demographic questions
Scale of 1-100	open	Scale of 1-10	Scale of 1-10	Scale of 1-10	Scale of 1-10	Scale of 1-4	Scale of 1-100	
CH, D, F, J, A	CH, D, F		D	CH	F	CH	CH	
GP ST M J P RI	GP	GP	GP ST M J P RI	GP ST M J P RI	GP	GP ST M J P RI	GP ST M J P RI	

GP = General population      J = Journalists & media officials  
ST = Students                      P = Politicians  
M = Managers                      RI = Research institutes

## **2. The image of Switzerland in the general population of Japan**

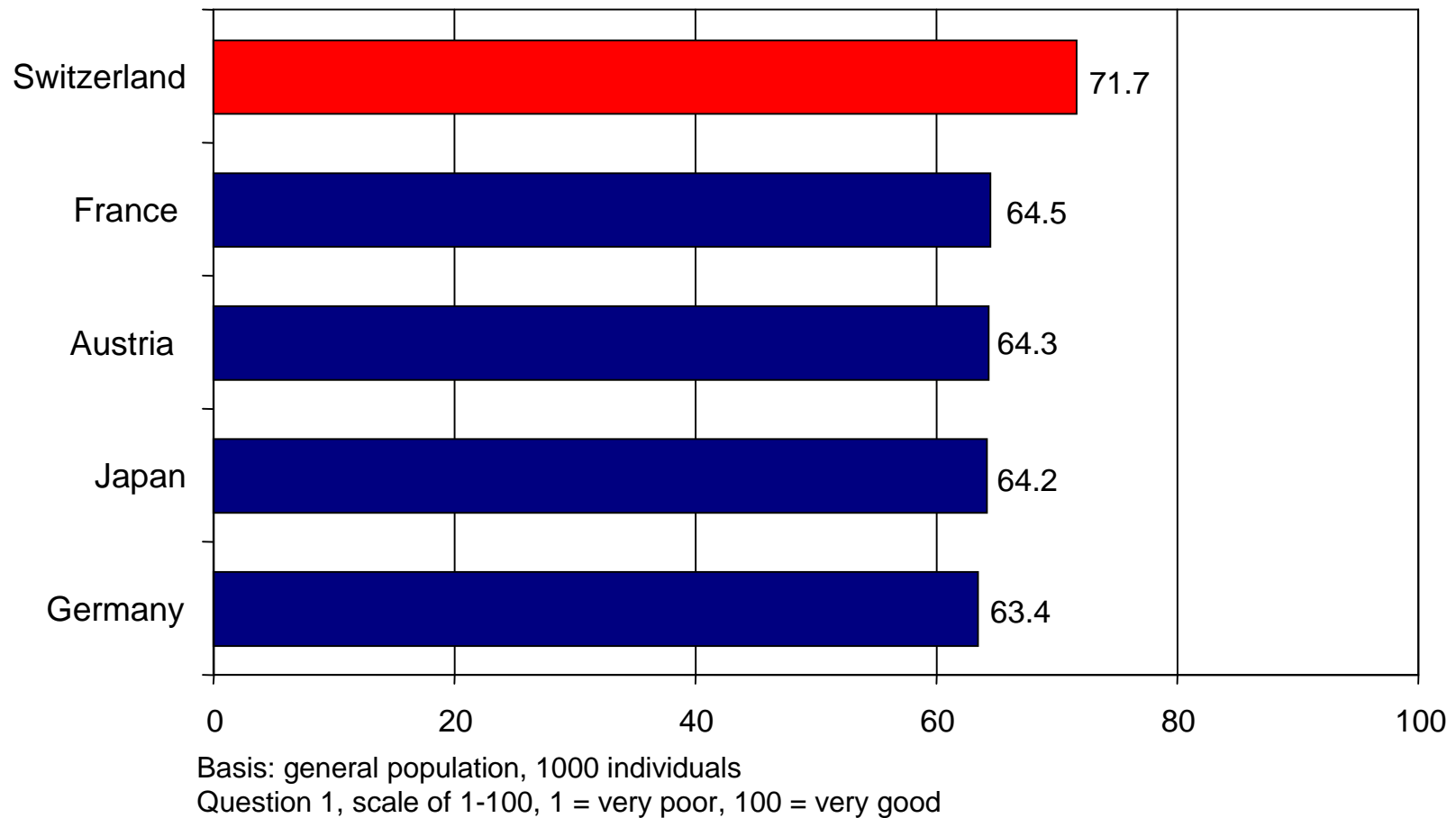
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§ Basis: 1,000 adult individuals in Japan  
(general population)



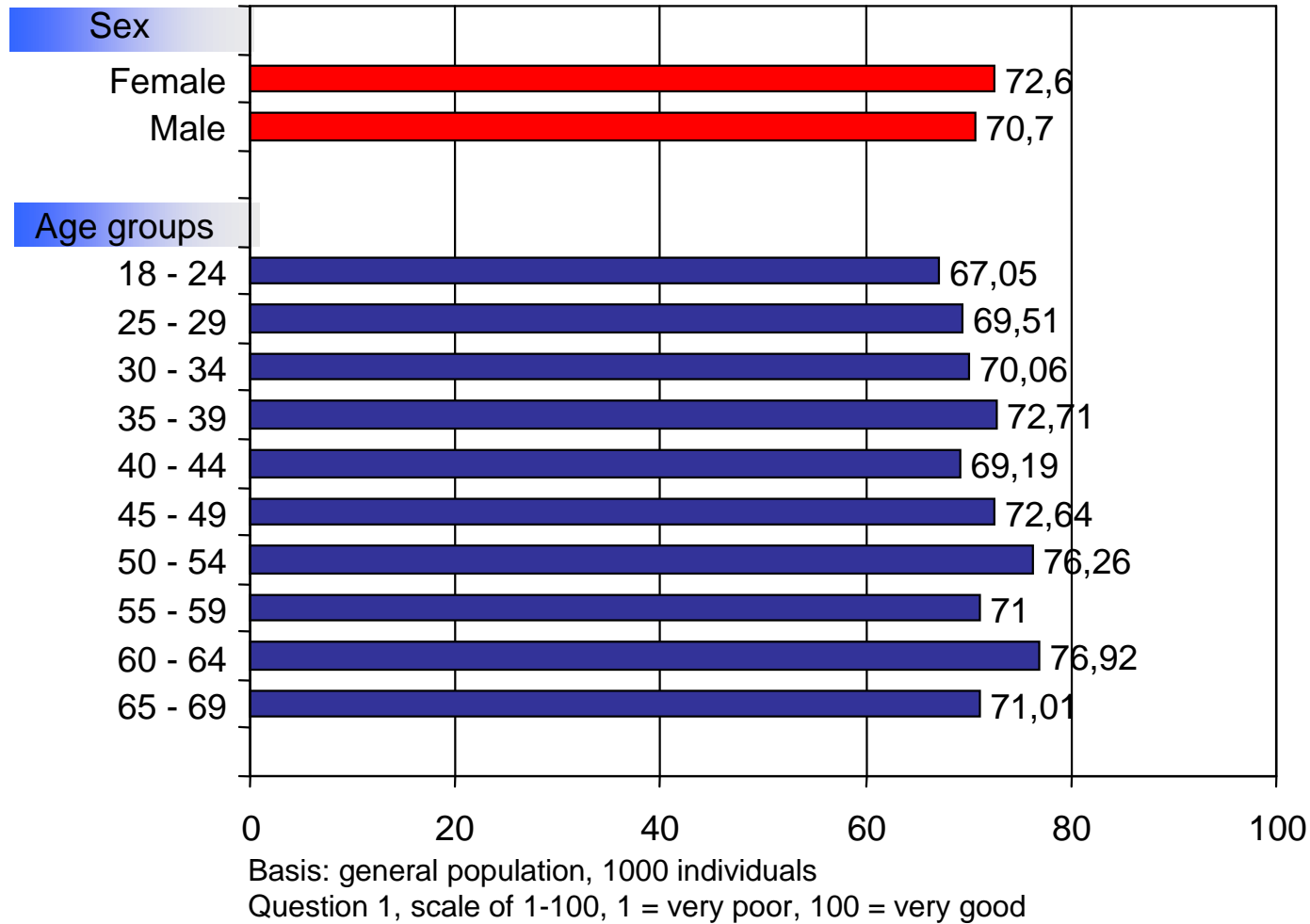
## The overall image of Switzerland compared with Germany, France, Austria and Japan

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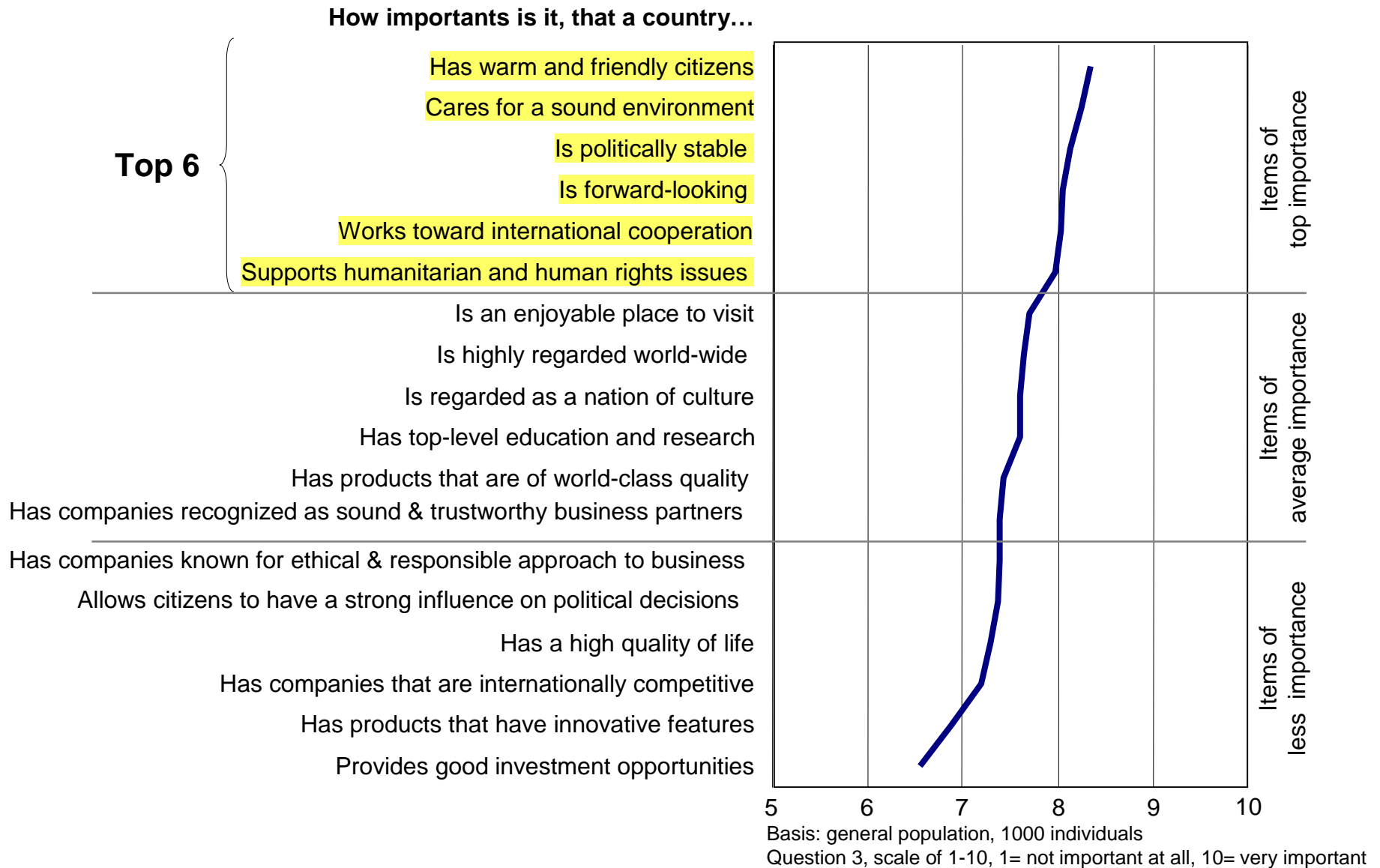


## The overall image of Switzerland in different population groups: sex and age

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# Importance of image dimensions for assessing countries

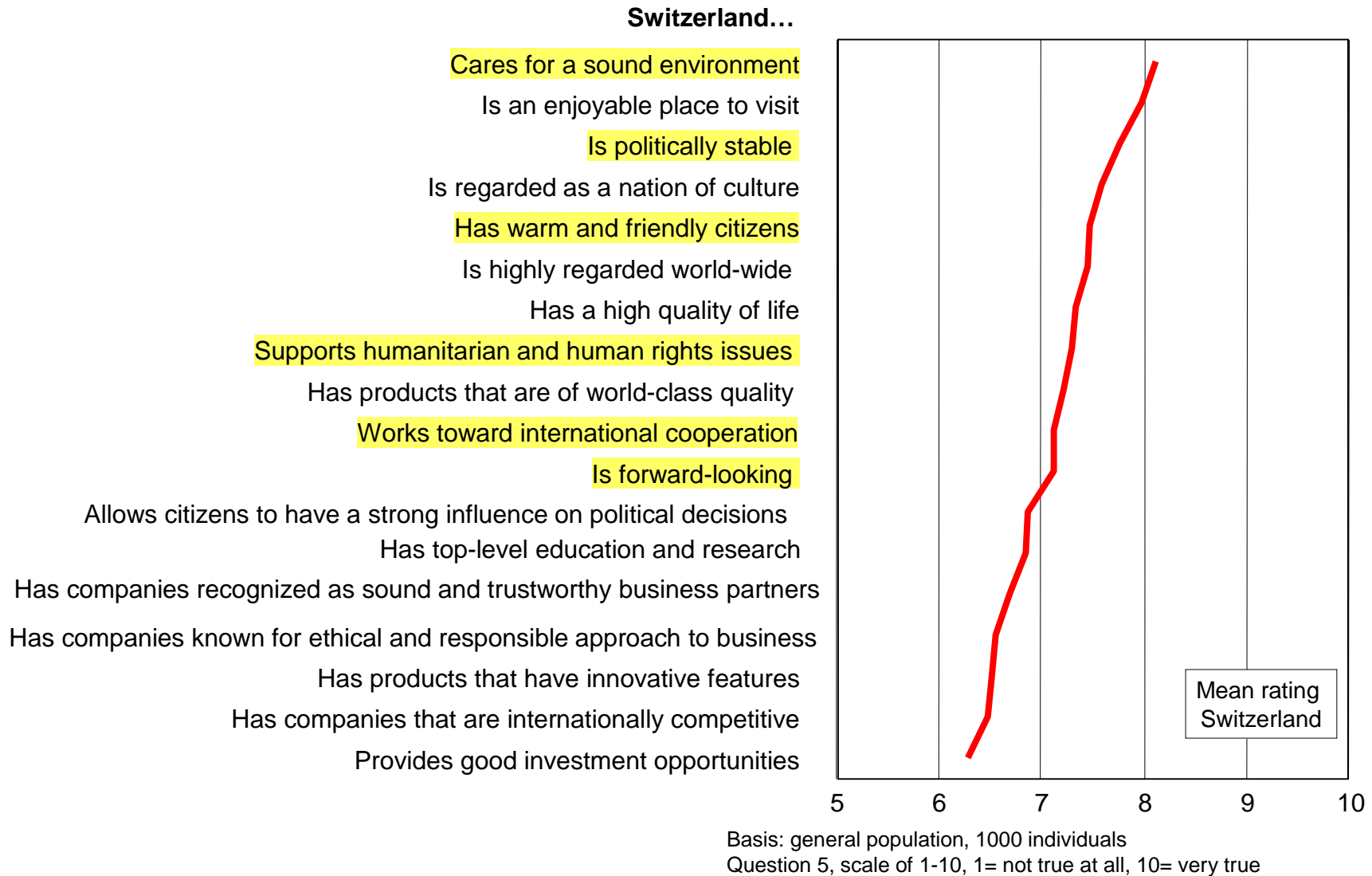


## **Comparison of the top 3 image dimensions in different countries**

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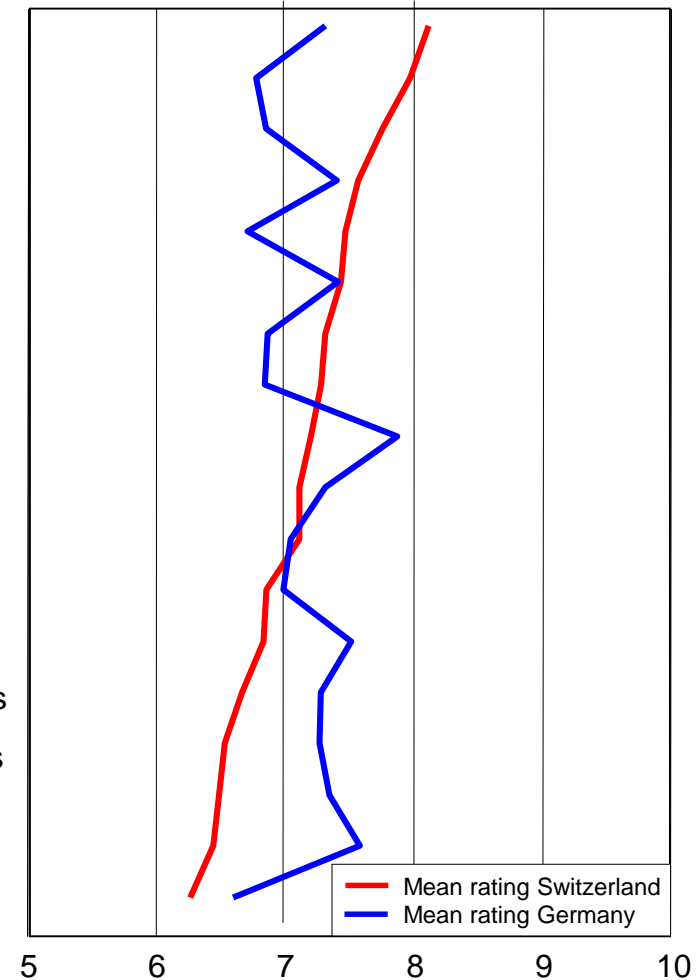
<b>Top 3 in Japan</b>	USA	UK	D	F	Spain
•Has warm and friendly citizens	average	top	top	top	average
•Cares for a sound environment	top	top	top	top	top
•Is politically stable	top	top	top	low	average

# Image profile of Switzerland – average values per dimension



# Image profile of Switzerland compared with Germany

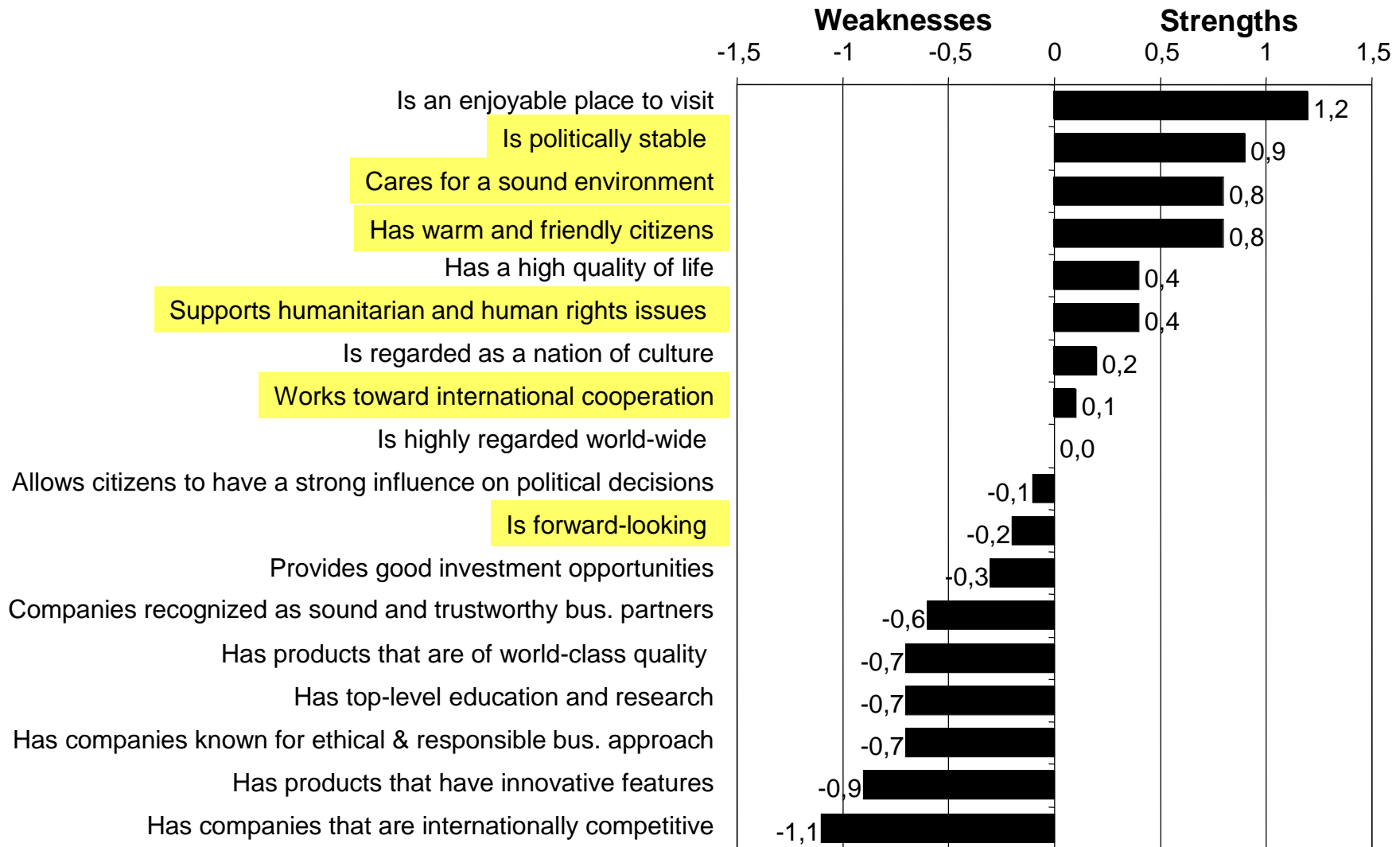
Cares for a sound environment  
 Is an enjoyable place to visit  
 Is politically stable  
 Is regarded as a nation of culture  
 Has warm and friendly citizens  
 Is highly regarded world-wide  
 Has a high quality of life  
 Supports humanitarian and human rights issues  
 Has products that are of world-class quality  
 Works toward international cooperation  
 Is forward-looking  
 Allows citizens to have a strong influence on political decisions  
 Has top-level education and research  
 Has companies recognized as sound and trustworthy business partners  
 Has companies known for ethical and responsible approach to business  
 Has products that have innovative features  
 Has companies that are internationally competitive  
 Provides good investment opportunities



Basis: general population, 1000 individuals

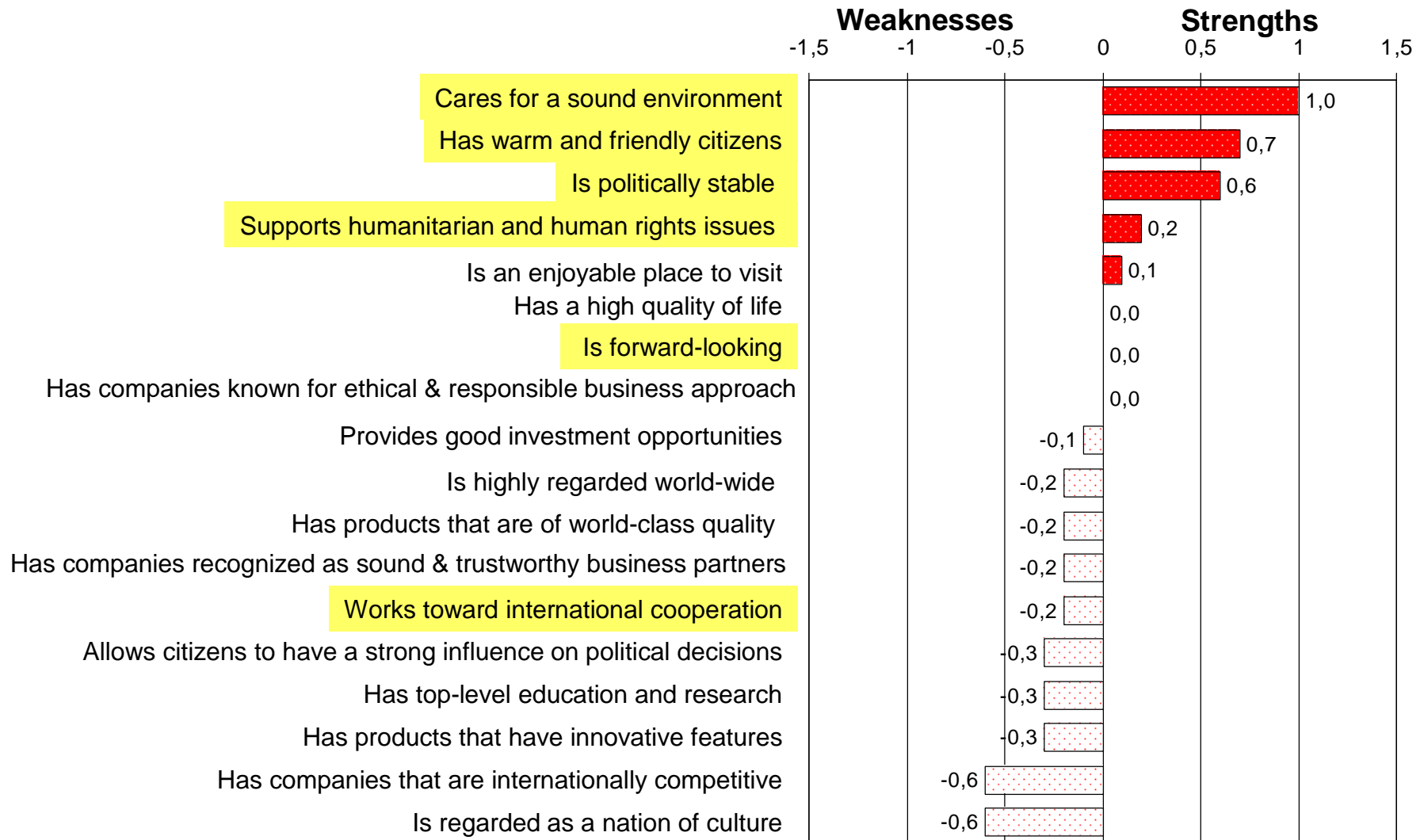
Questions 4 and 5, scale of 1-10, 1= not true at all, 10 = very true

# Strengths and weaknesses of Switzerland compared with Germany



Basis: general population, 1000 individuals  
Questions 4 and 5, differences

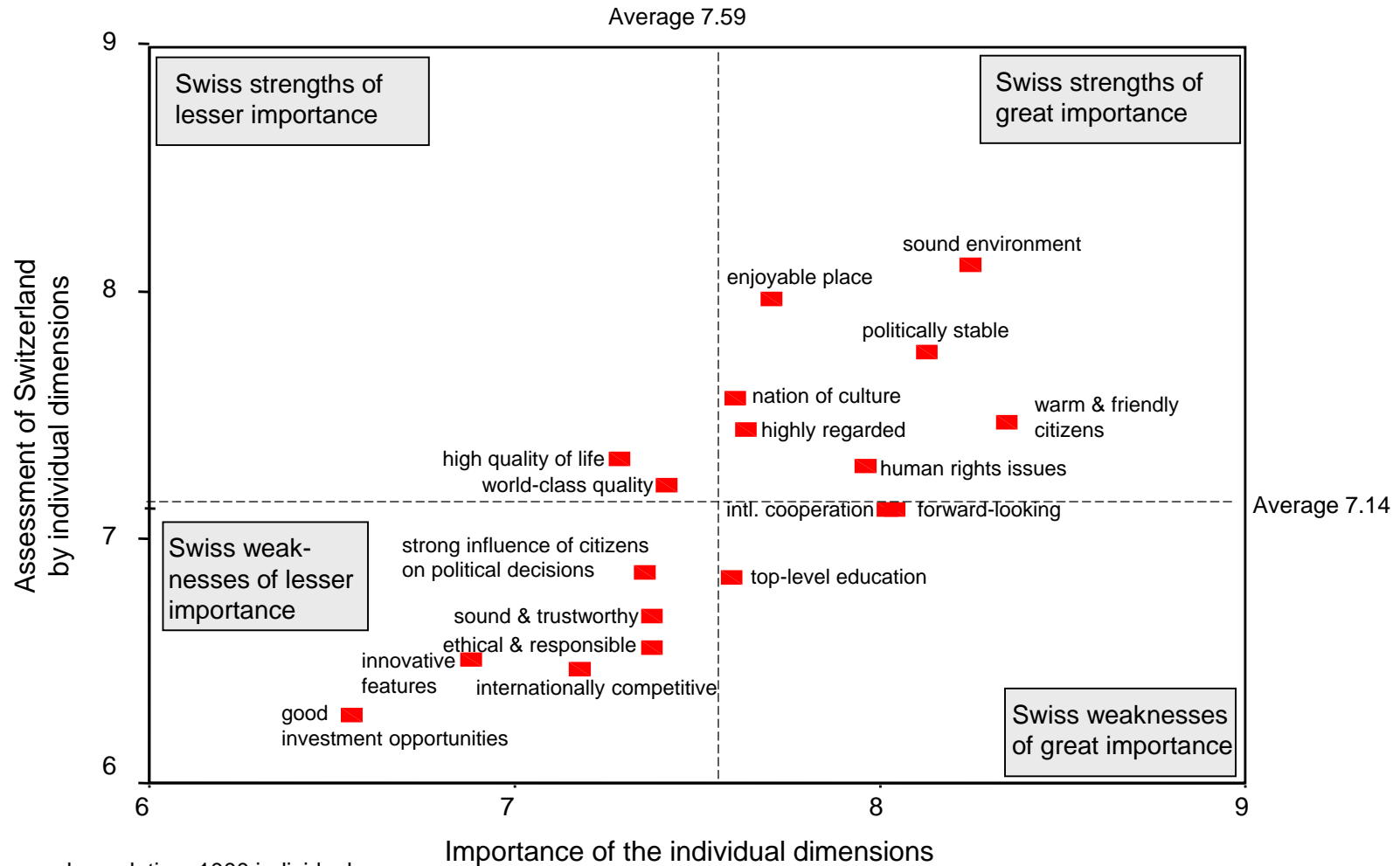
# Strengths and weaknesses of Switzerland compared with France



Basis: general population, 1000 individuals  
Questions 5 and 6, differences



# Combined analysis of the assessment and importance of the individual dimensions



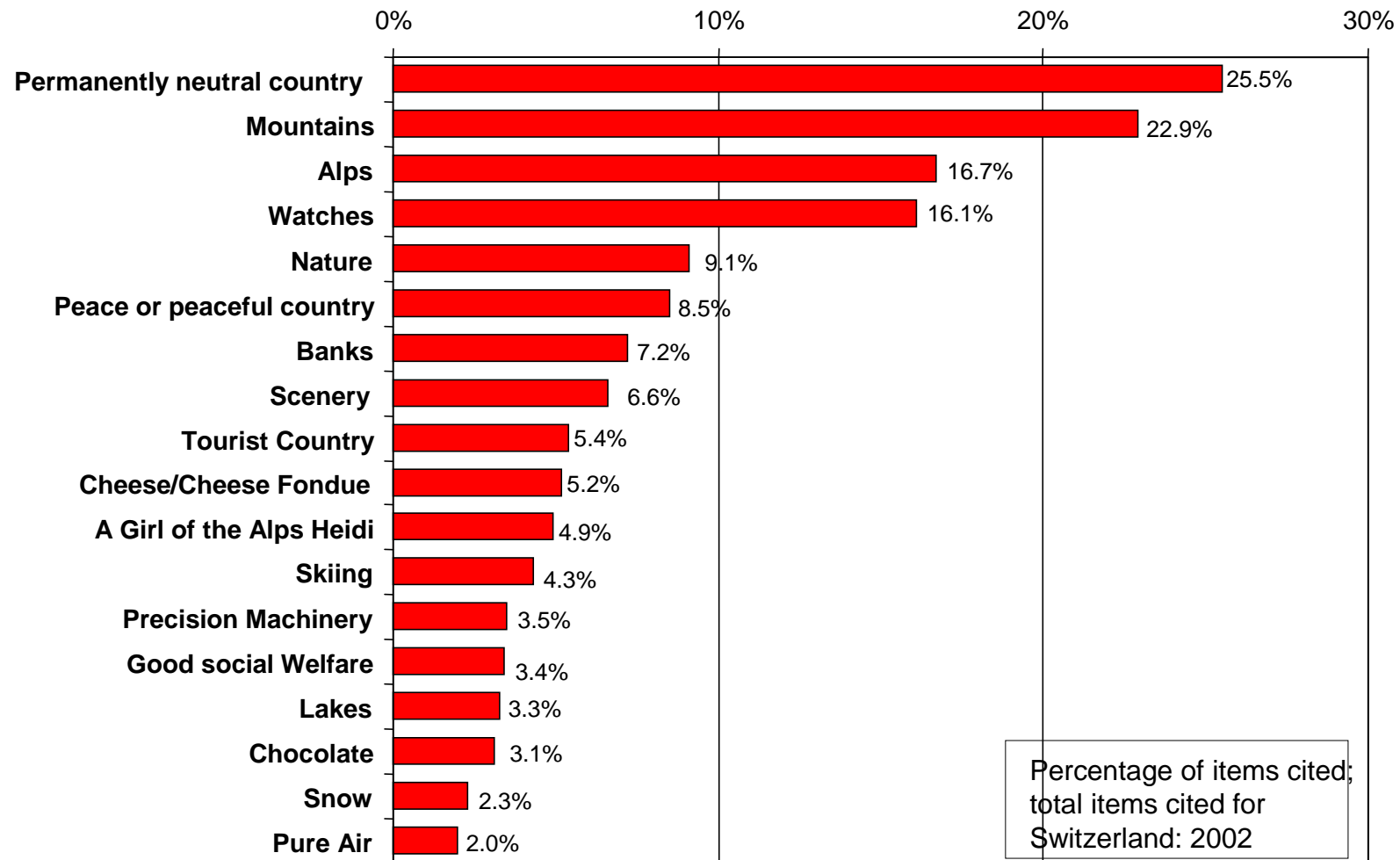
Basis: general population, 1000 individuals  
Questions 3 and 5

### **3. Active knowledge about Switzerland in the Japanese population**

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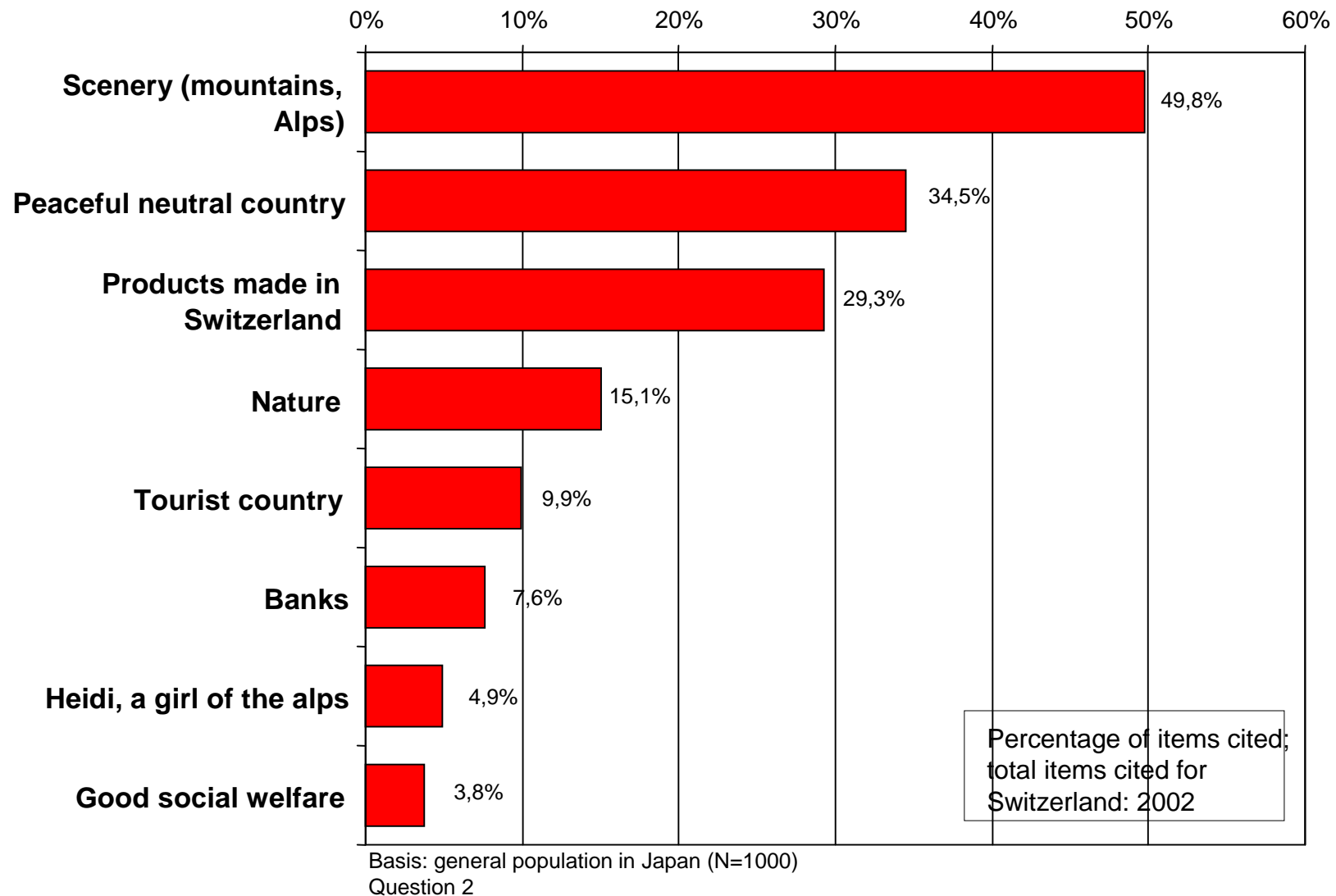
§ Basis: 1,000 adult individuals in Japan  
(general population)

# Active knowledge about Switzerland in the Japanese population

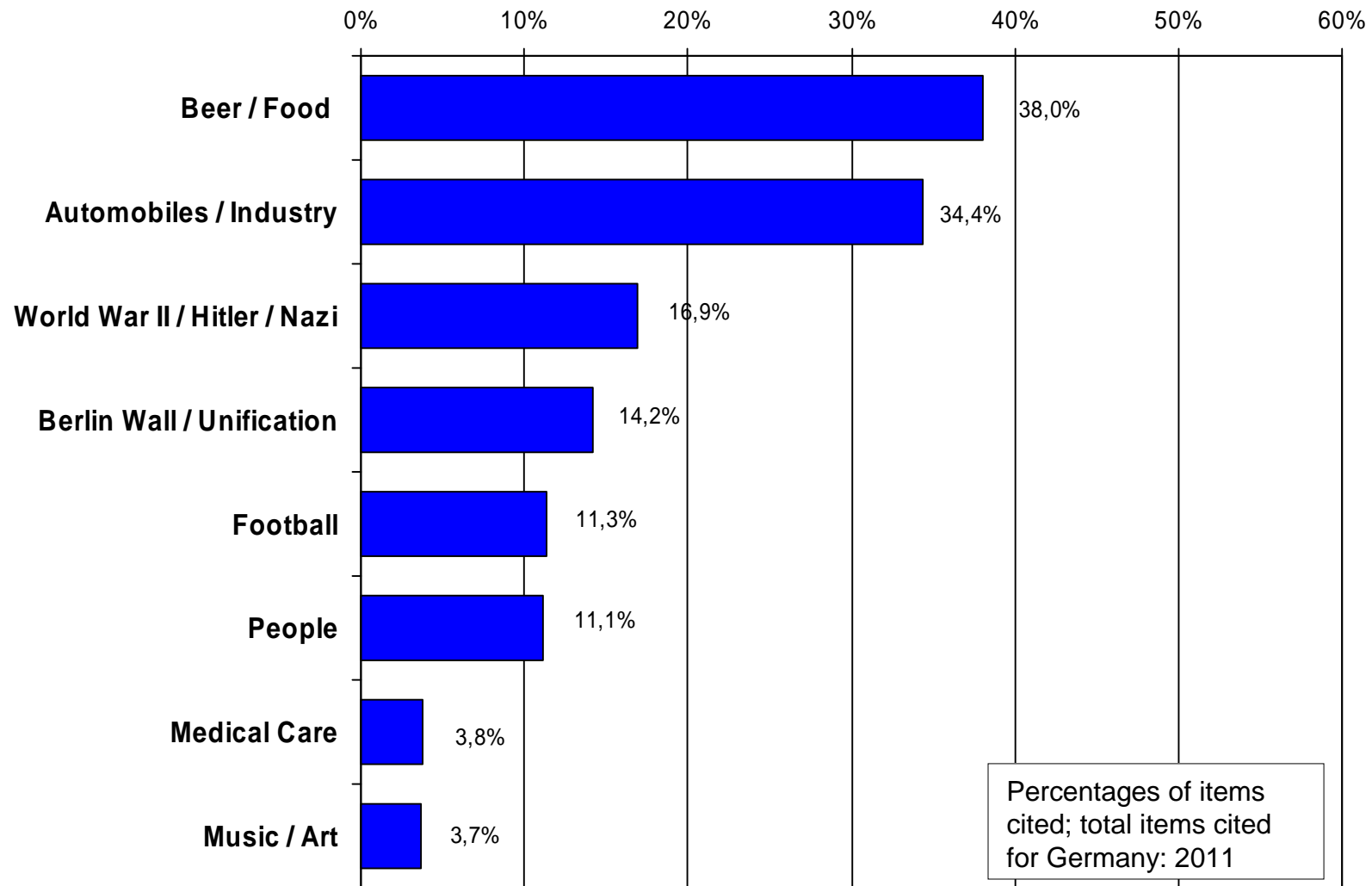


Items cited by at least 2% of the respondents.  
Basis: general population in Japan (N=1000)  
Question 2

# Active knowledge about Switzerland in the Japanese population



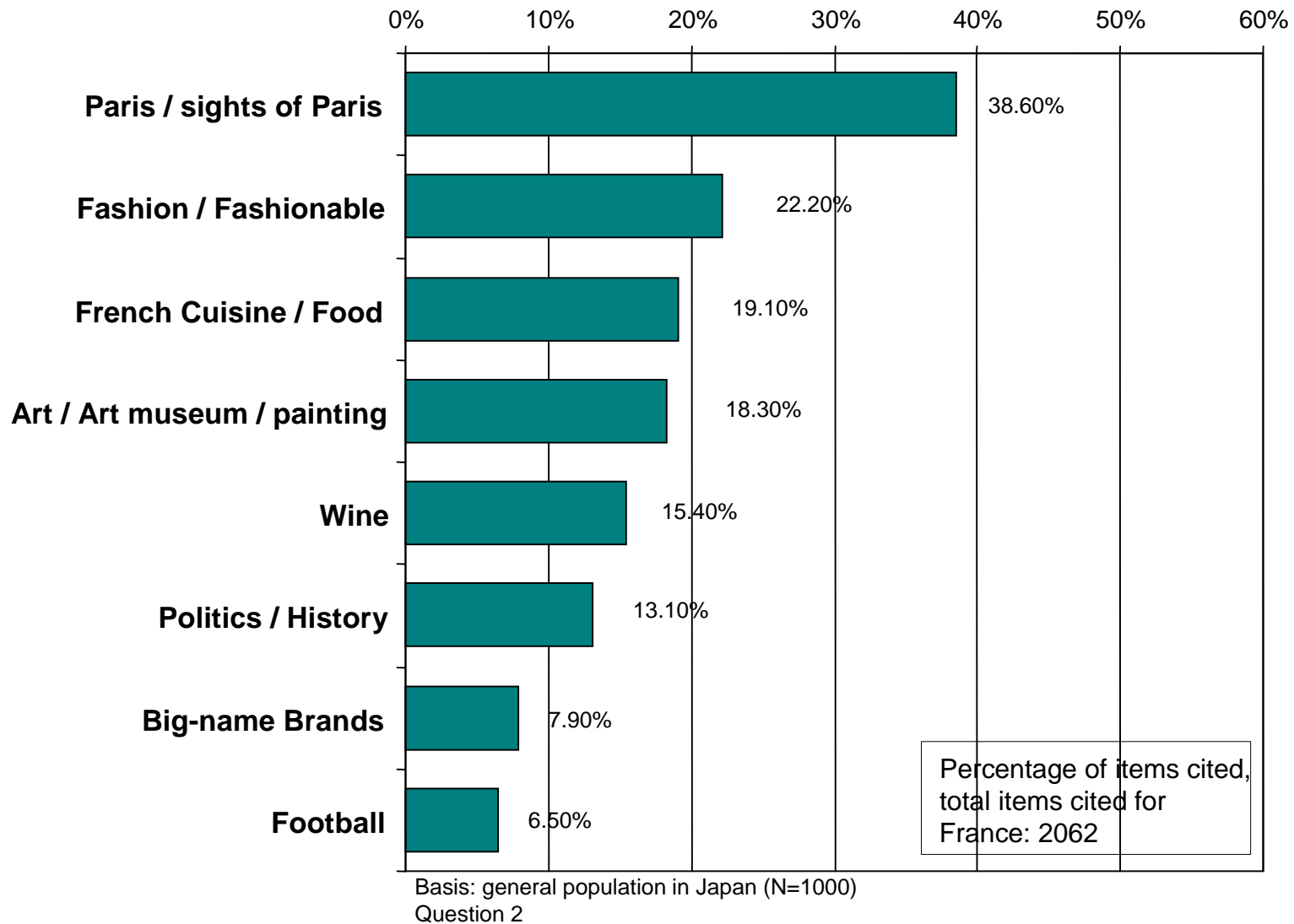
## Active knowledge about Germany in the Japanese population



Basis: general population in Japan (N=1000)  
Question 2

Percentages of items  
cited; total items cited  
for Germany: 2011

## Active knowledge about France in the Japanese population

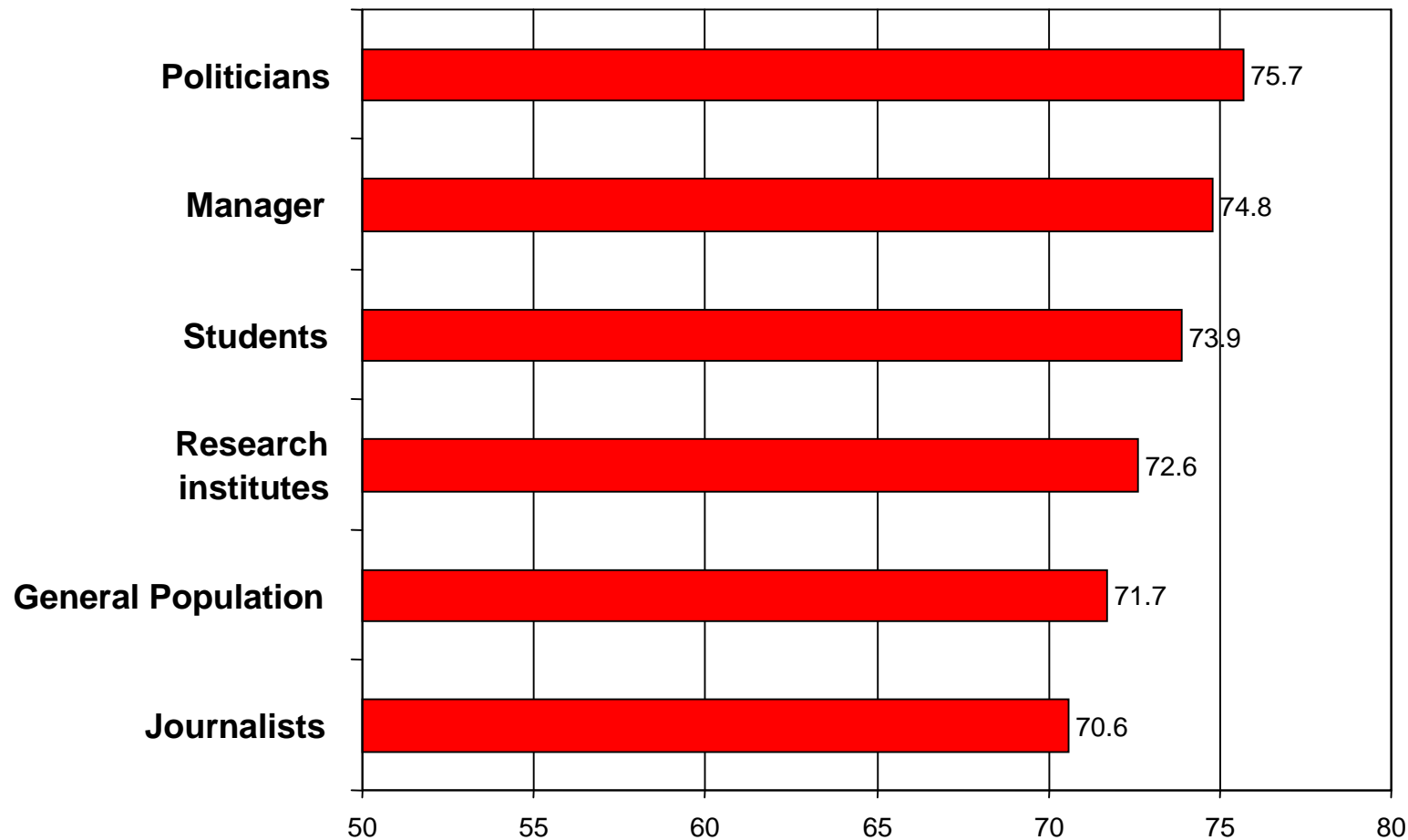


## 4. The image of Switzerland among selected target groups

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Basis: 1,000 adult individuals  
500 students  
120 managers  
120 journalists  
120 politicians  
120 research institutes

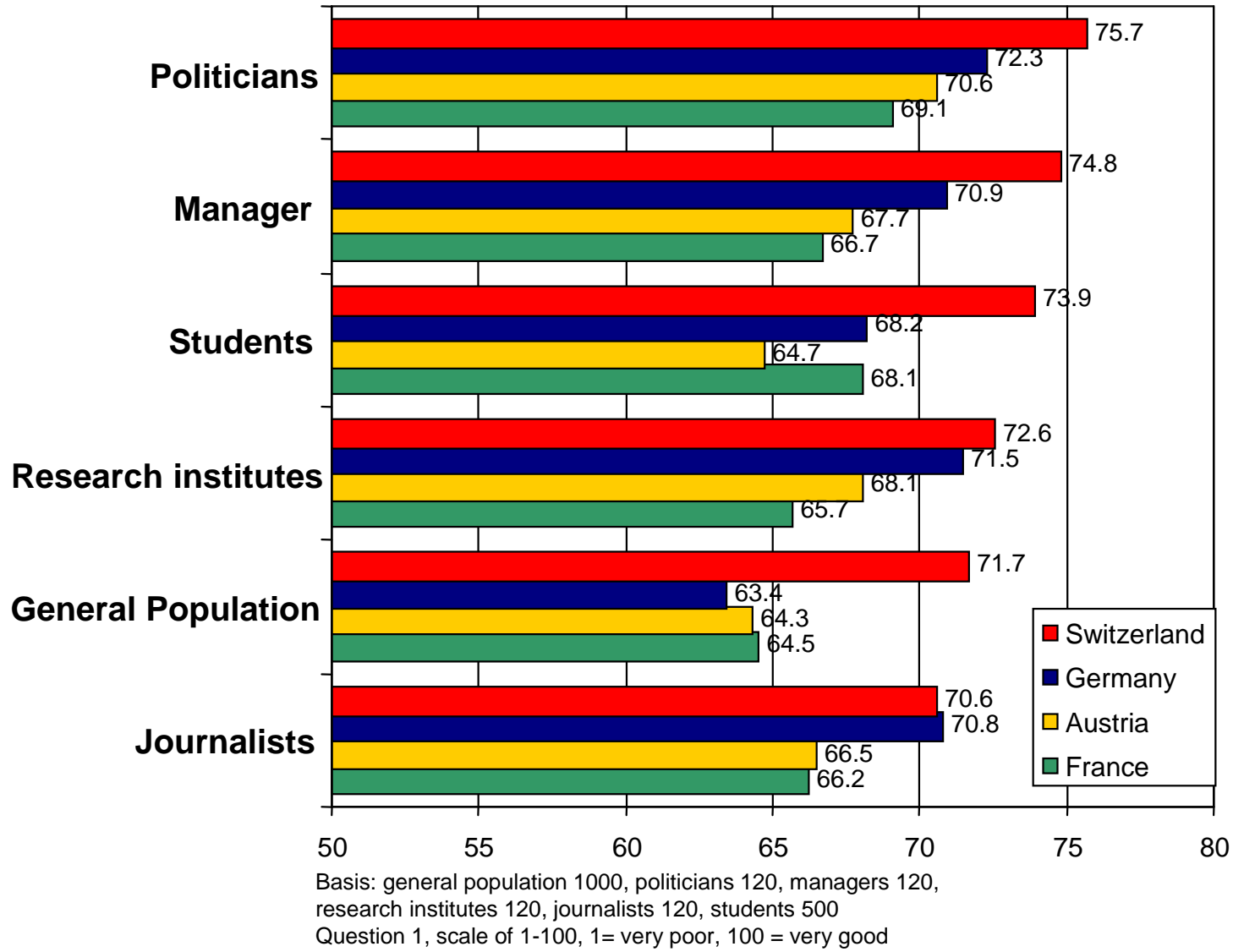
## The overall image of Switzerland among selected target groups



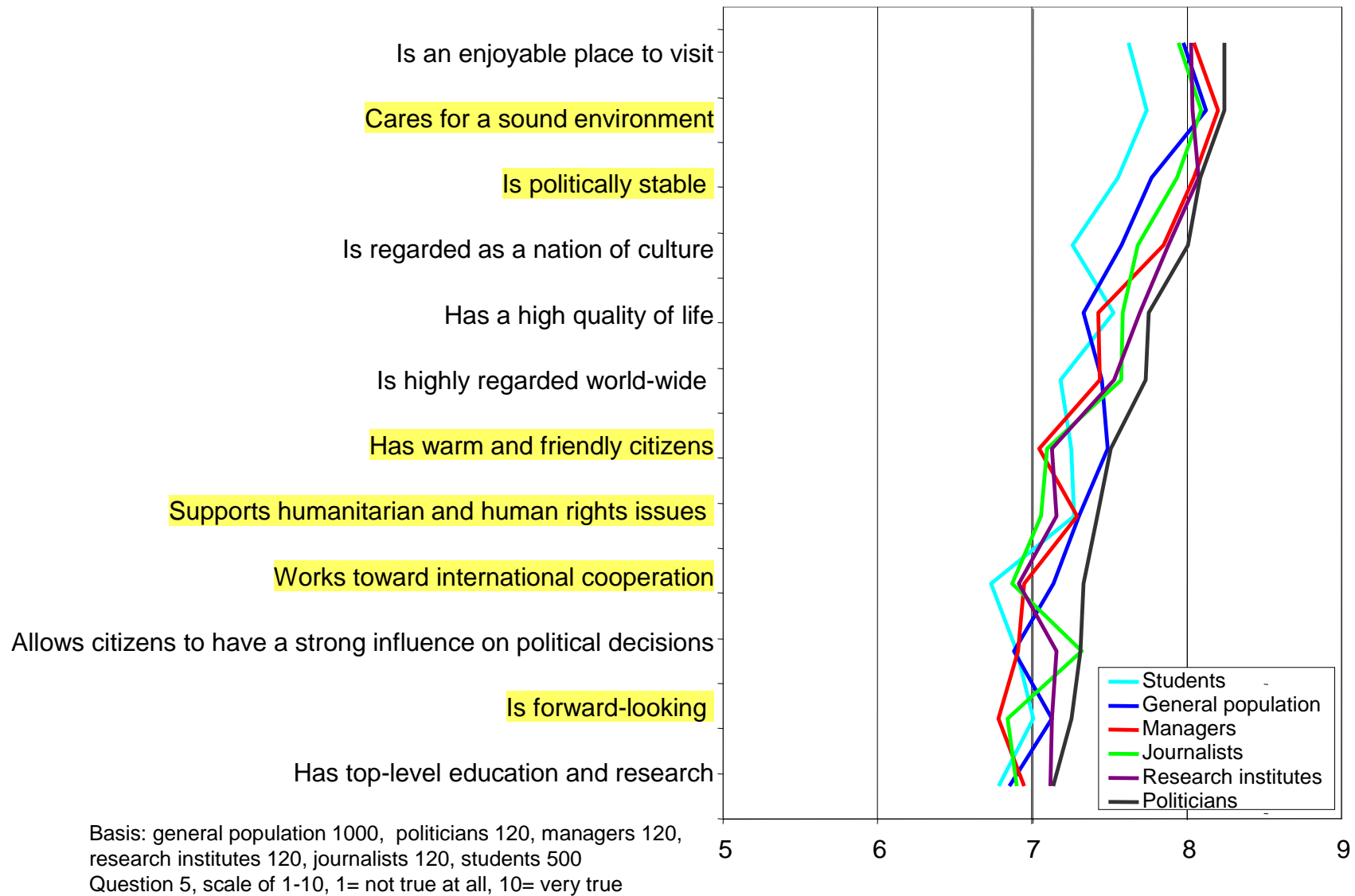
Basis: general population 1000, politicians 120, managers 120, research institutes 120, journalists 120, students 500  
Question 1, scale of 1-100, 1= very poor, 100 = very good



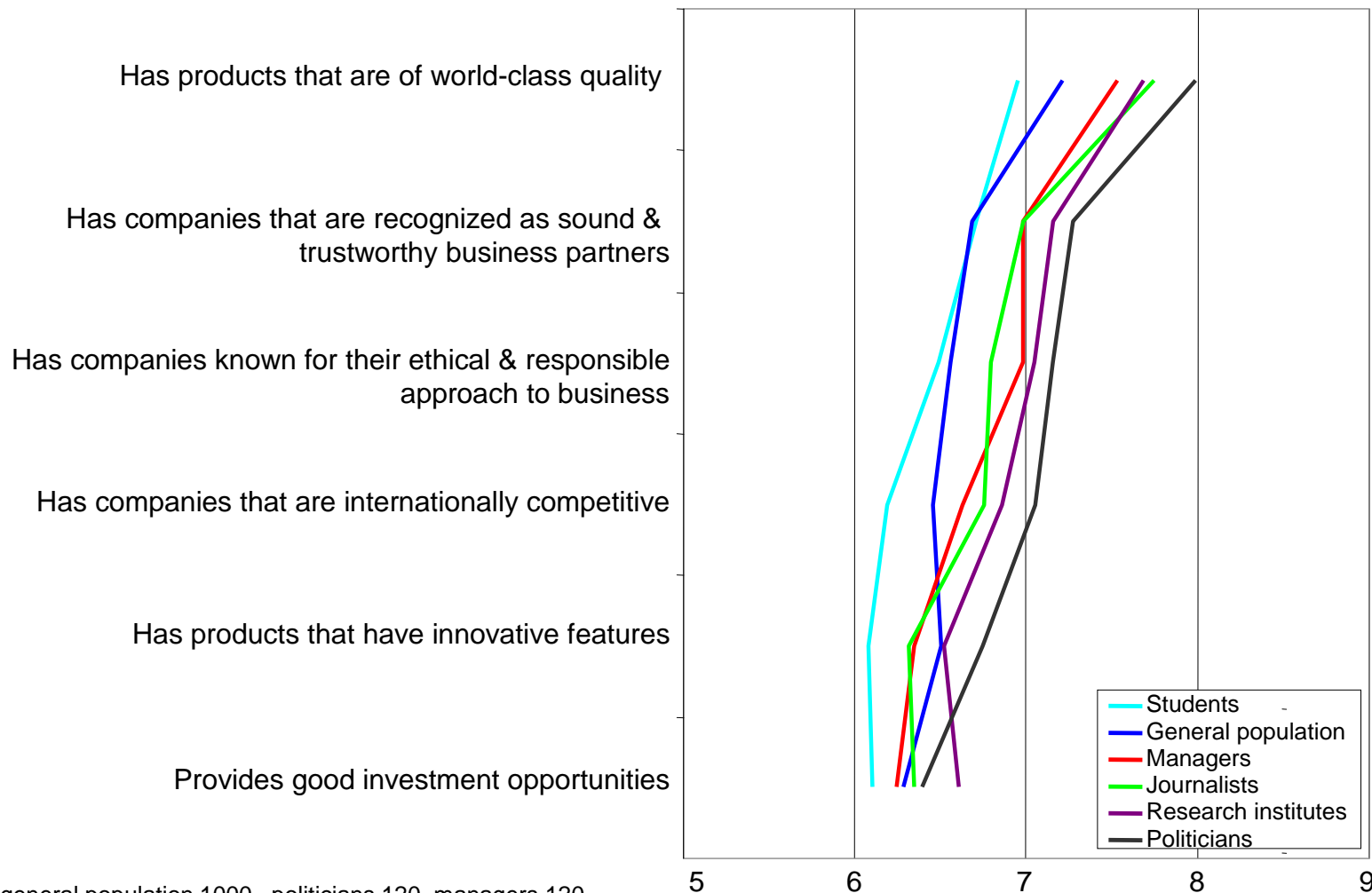
## The overall image of countries studied - among selected target groups



# Switzerland's lifestyle image among selected target groups

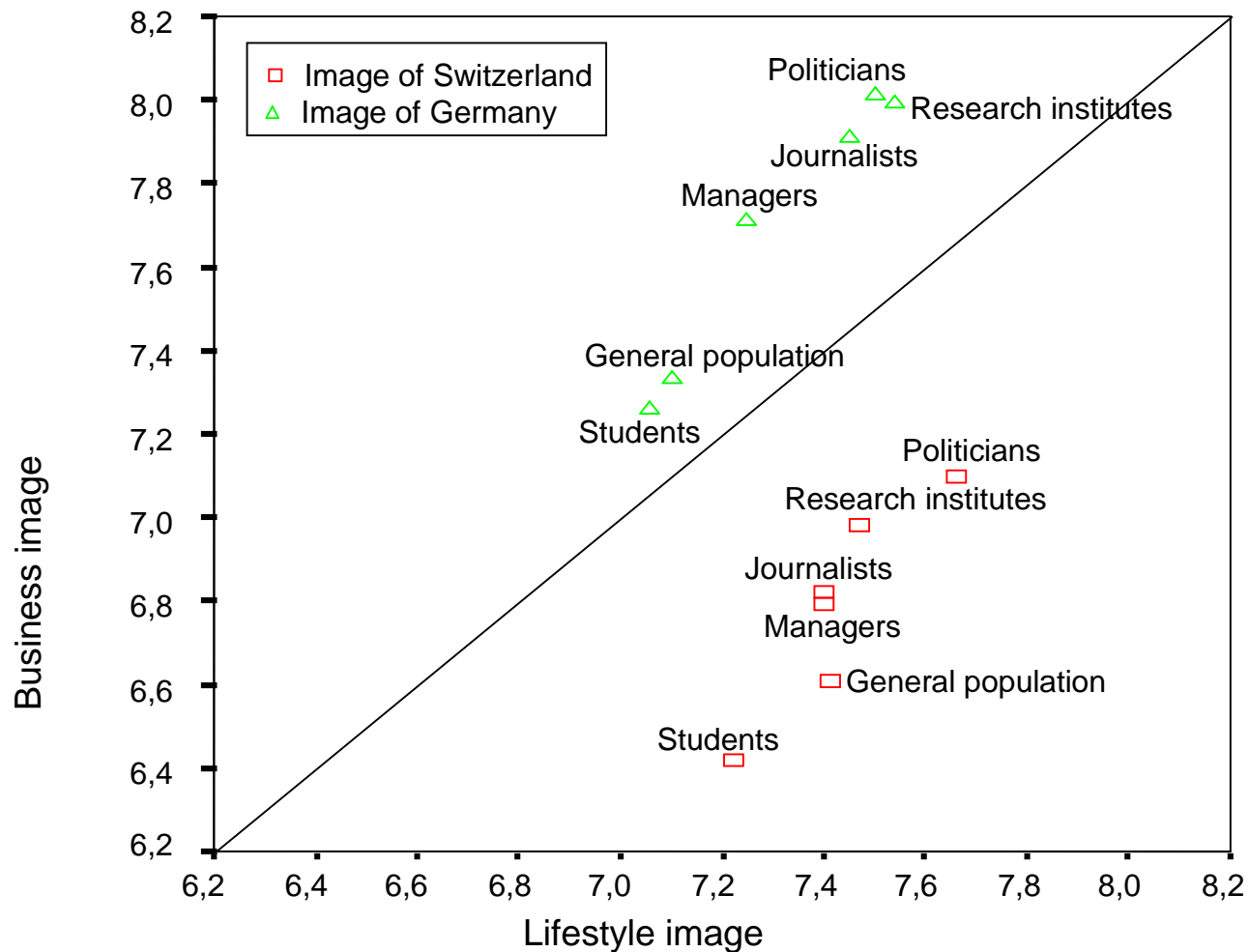


# Switzerland's business image among selected target groups



Basis: general population 1000, politicians 120, managers 120, research institutes 120, journalists 120, students 500  
 Question 5, scale of 1-10, 1= not true at all, 10= very true

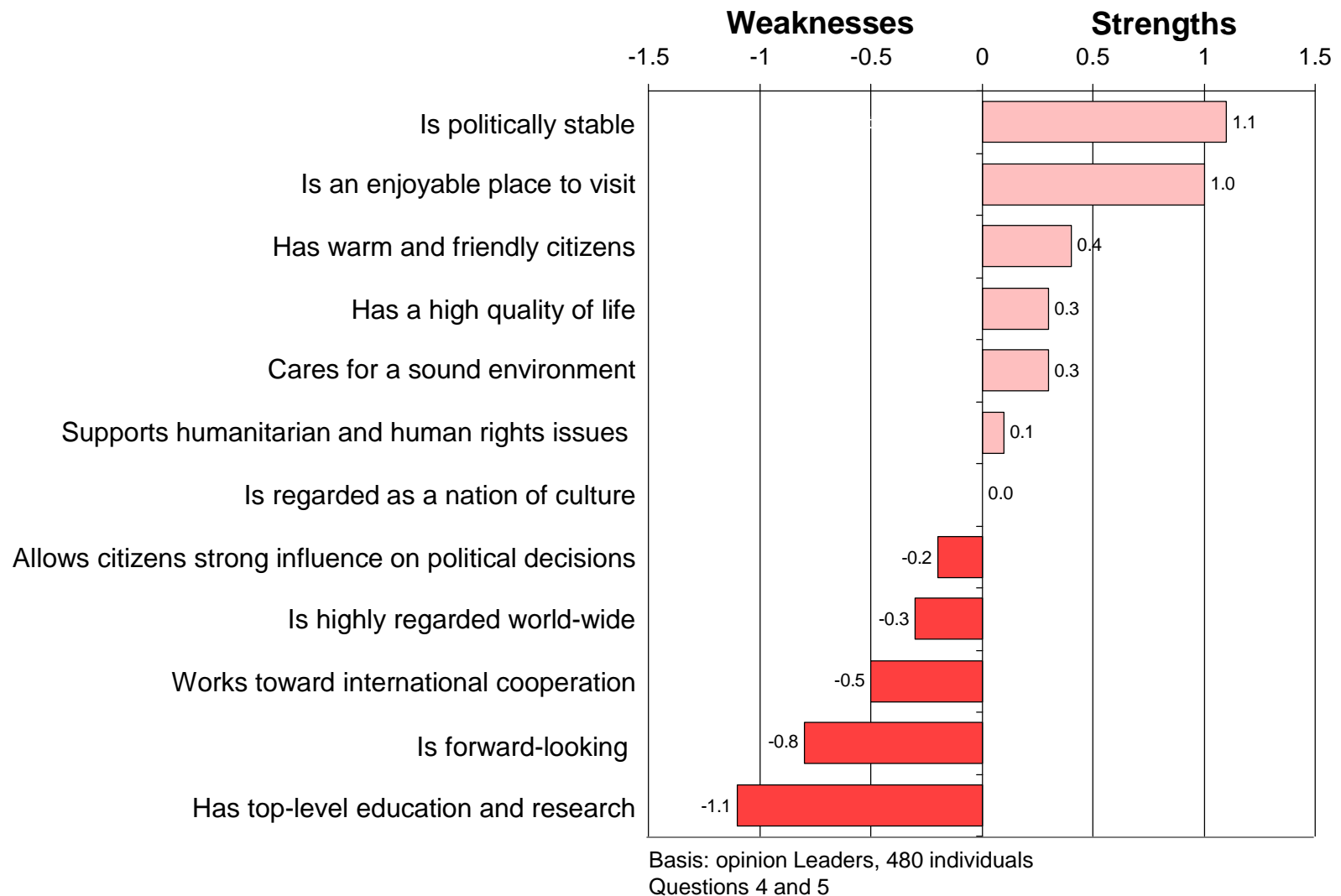
# Assessments of the business and lifestyle images of Switzerland and Germany in all target groups



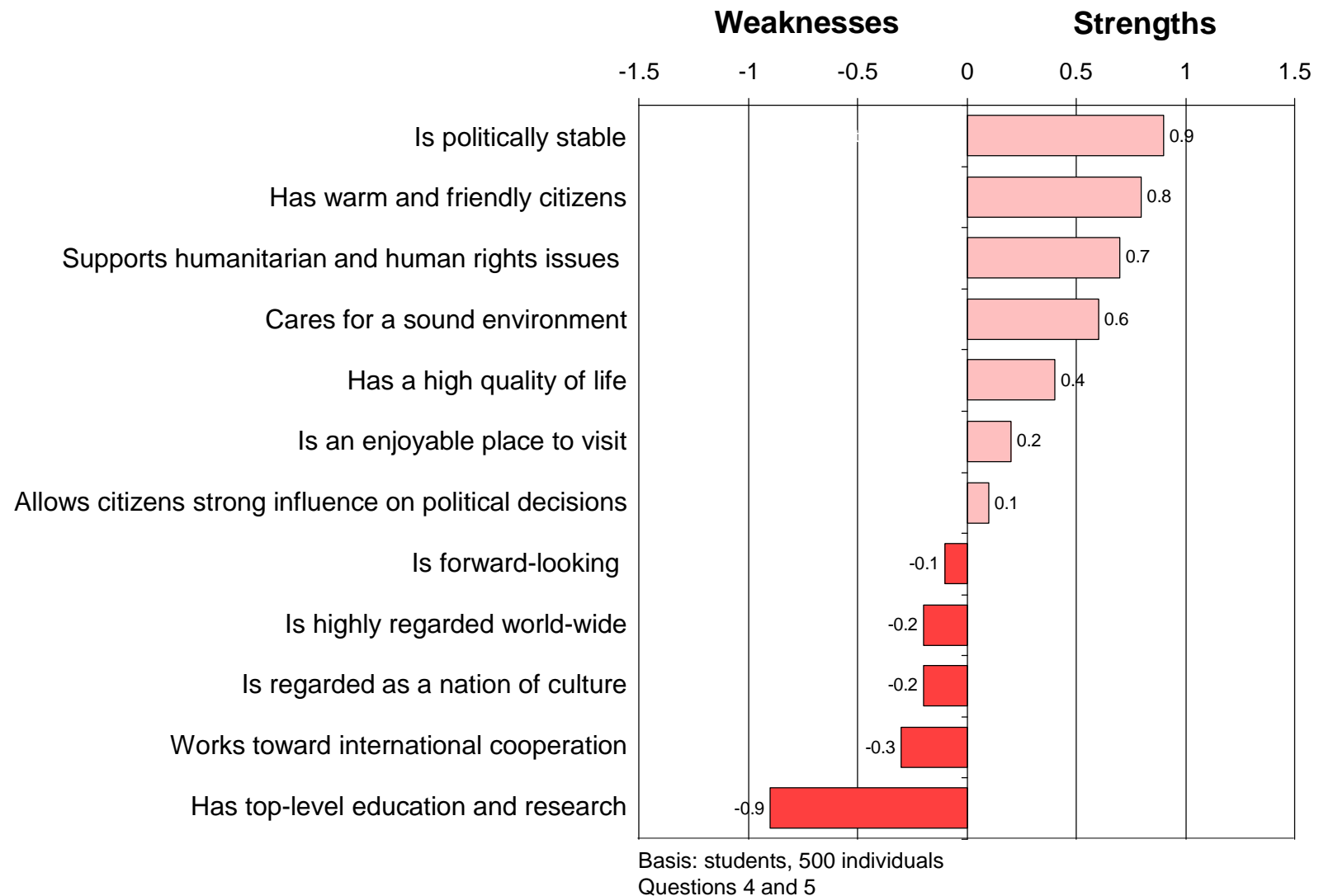
Basis: all target groups

Questions 4 and 5, scale 1-10, 1= not true at all, 10= very true

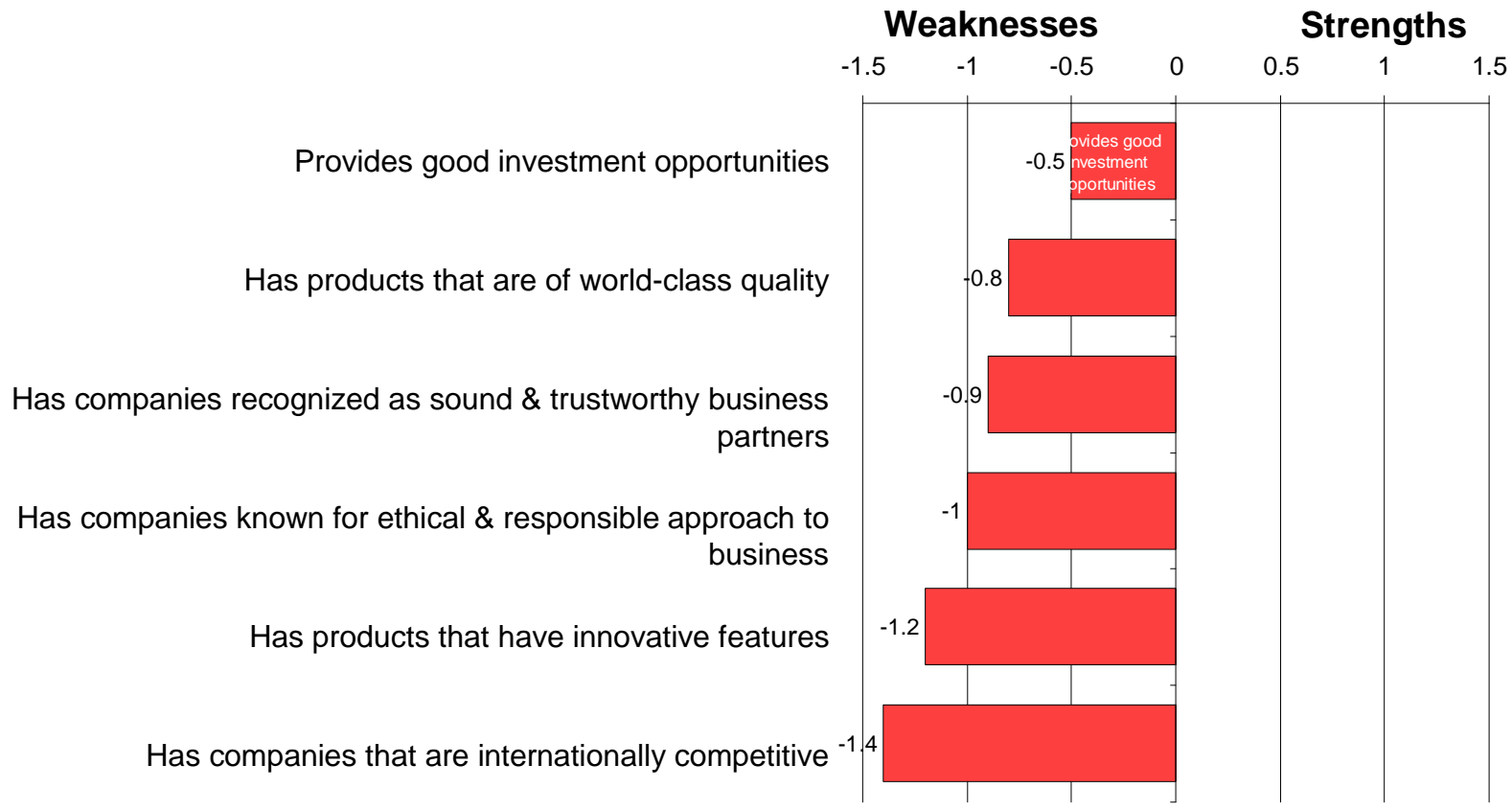
# Strengths and weaknesses of the lifestyle image of Switzerland (compared with Germany) in the view of opinion leaders



# Strengths and weaknesses of the lifestyle image of Switzerland (compared with Germany) in the view of students

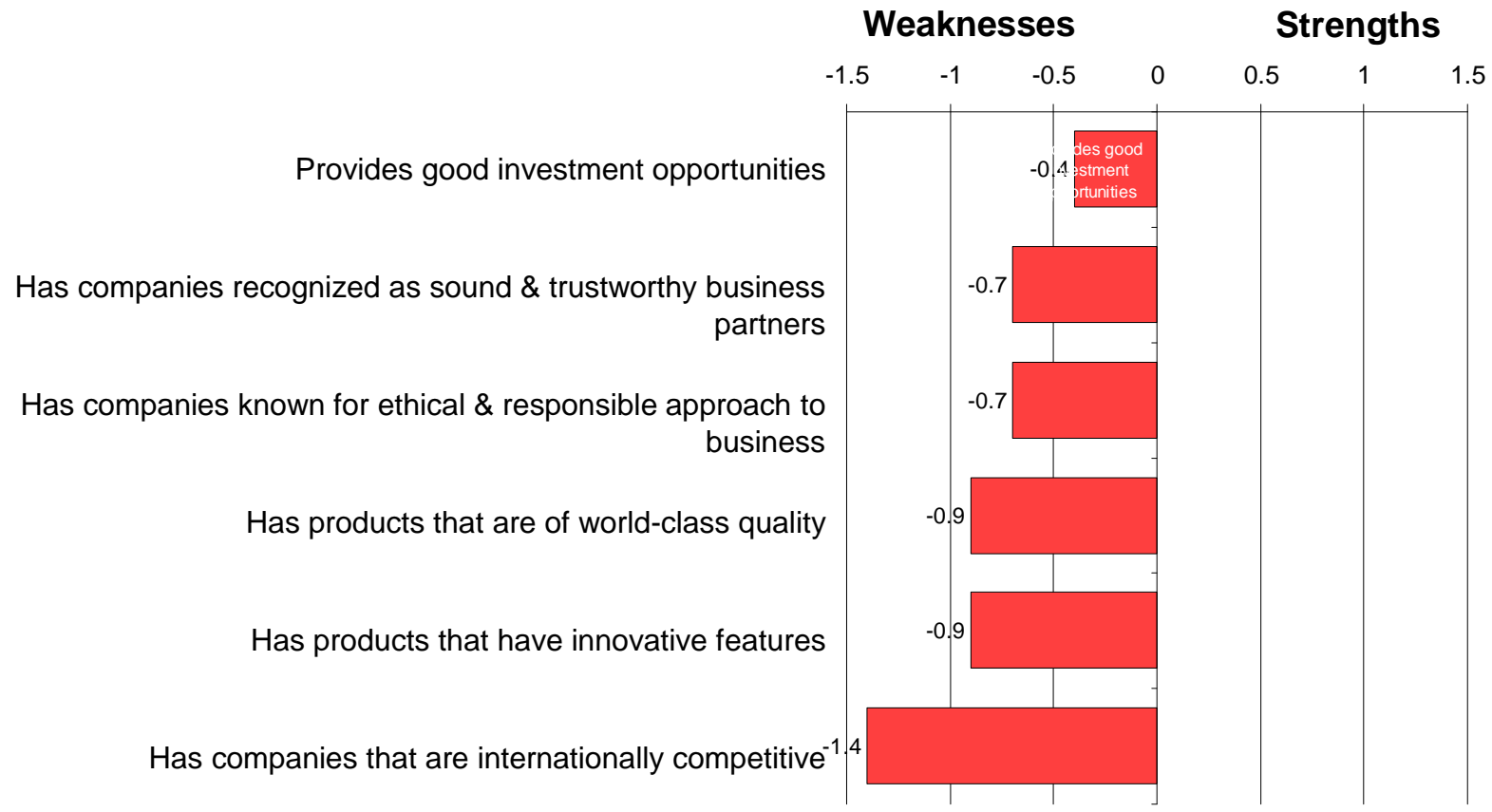


# Strengths and weaknesses of the business image of Switzerland (compared with Germany) in the view of opinion leaders



Basis: opinion leaders, 480 individuals  
Questions 4 and 5

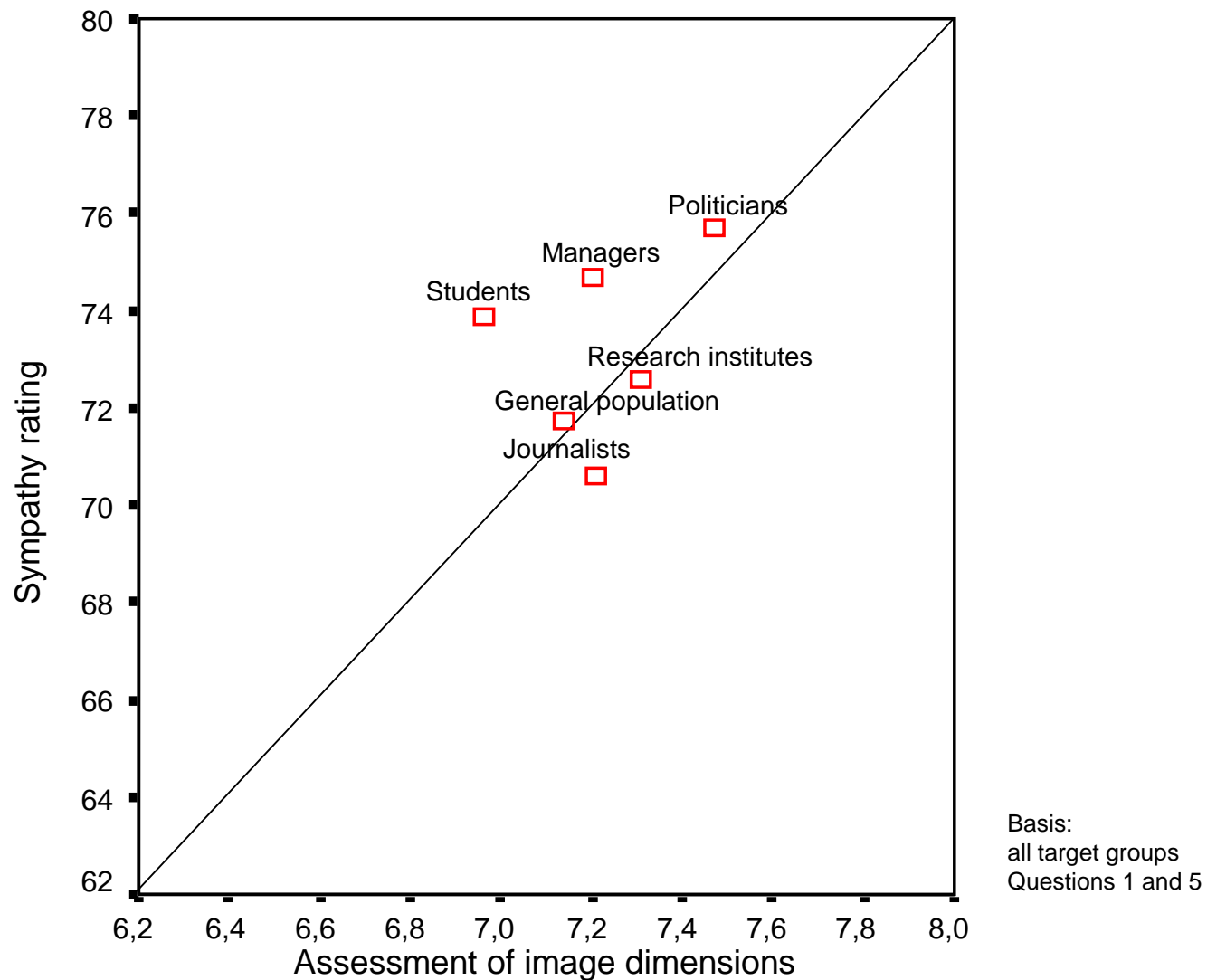
# Strengths and weaknesses of the business image of Switzerland (compared with Germany) in the view of students



Basis: students, 500 individuals  
Questions 4 and 5



# Cognitive and affective assessment of the image of Switzerland by all target groups

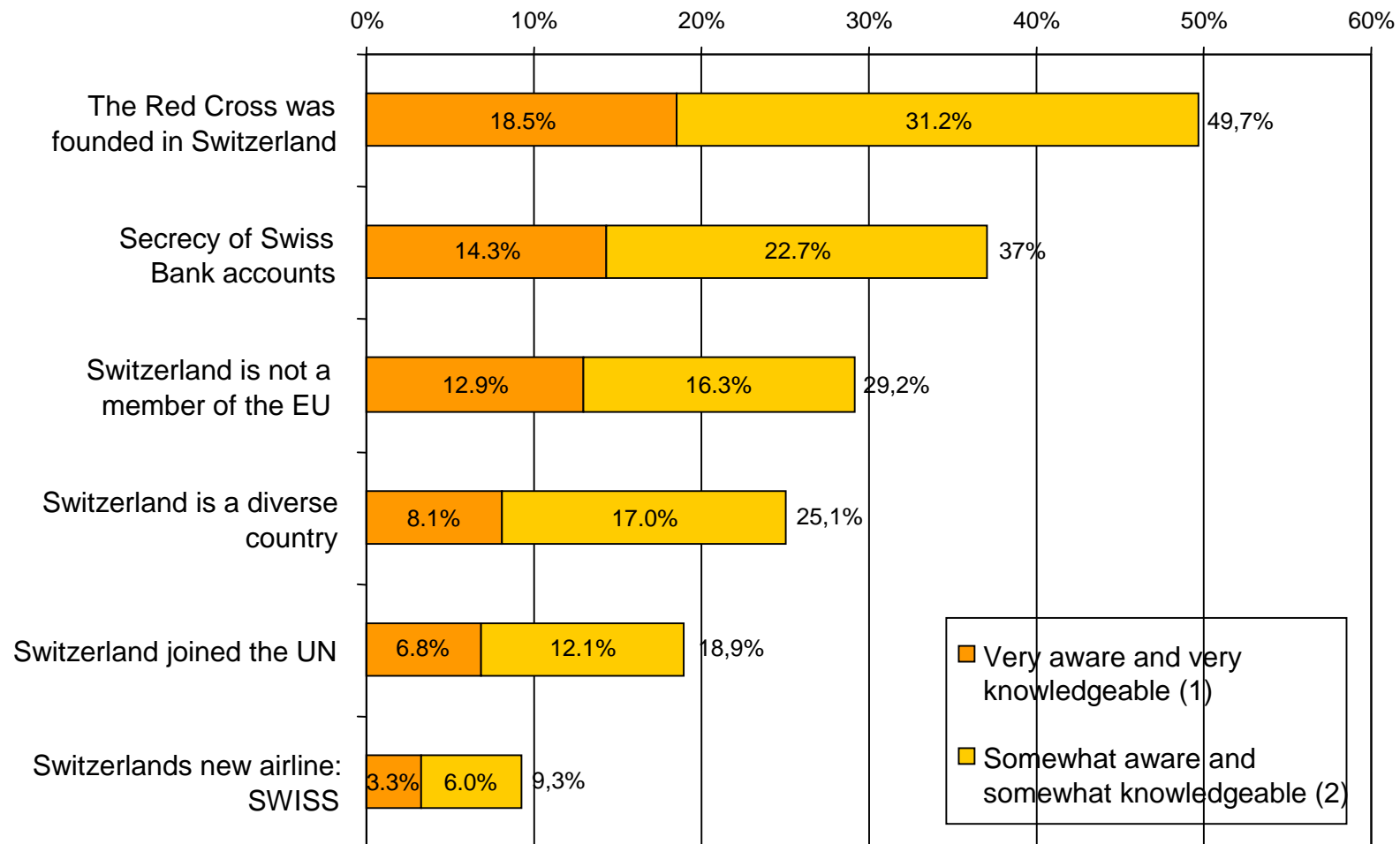


## **5. The effect of knowledge about Switzerland on Switzerland's image**

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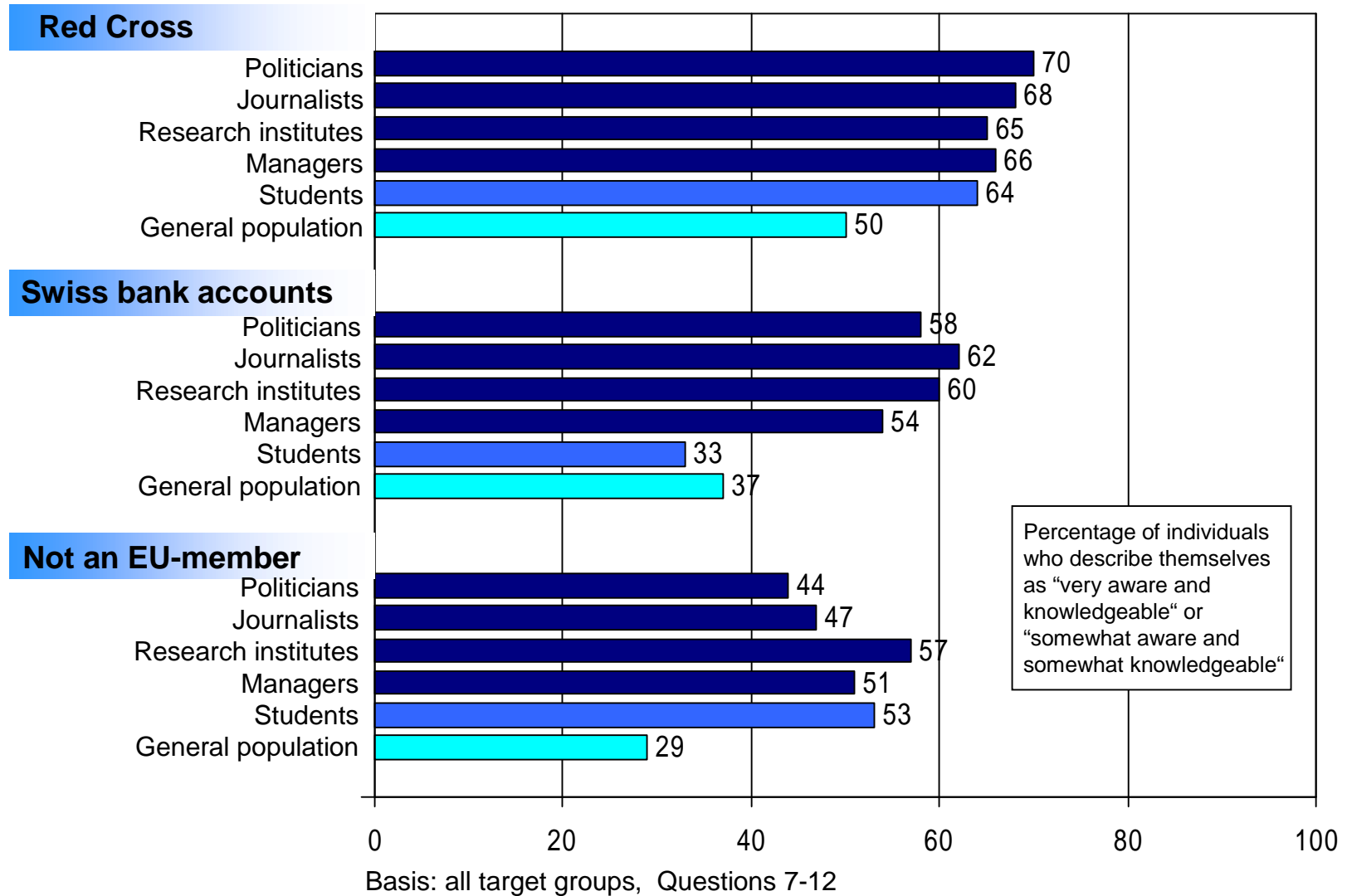
Basis: 1,000 adult individuals

# Knowledge about selected Swiss-related topics in the Japanese population

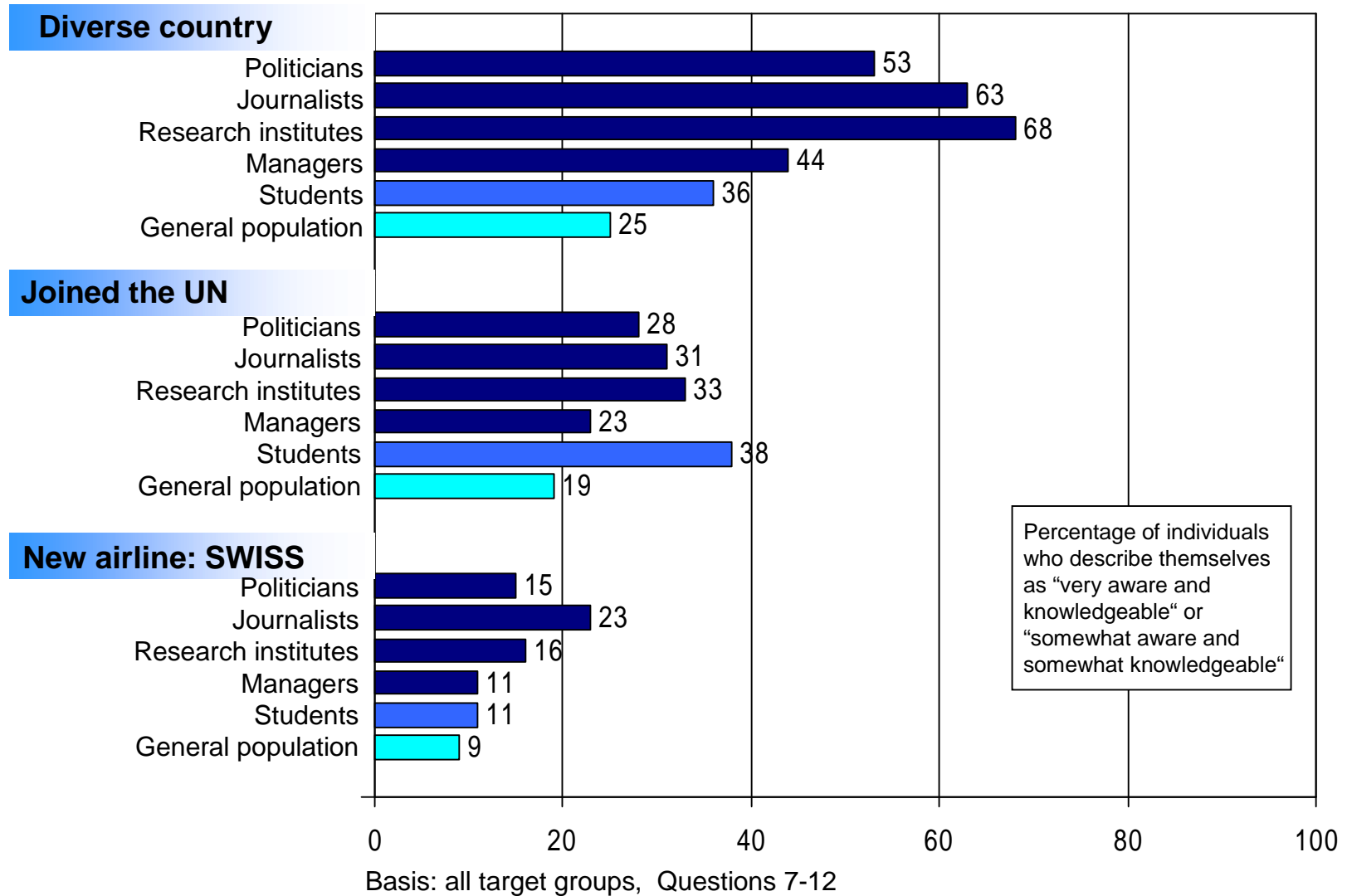


Basis: general population, 1000 individuals  
Questions 7-12

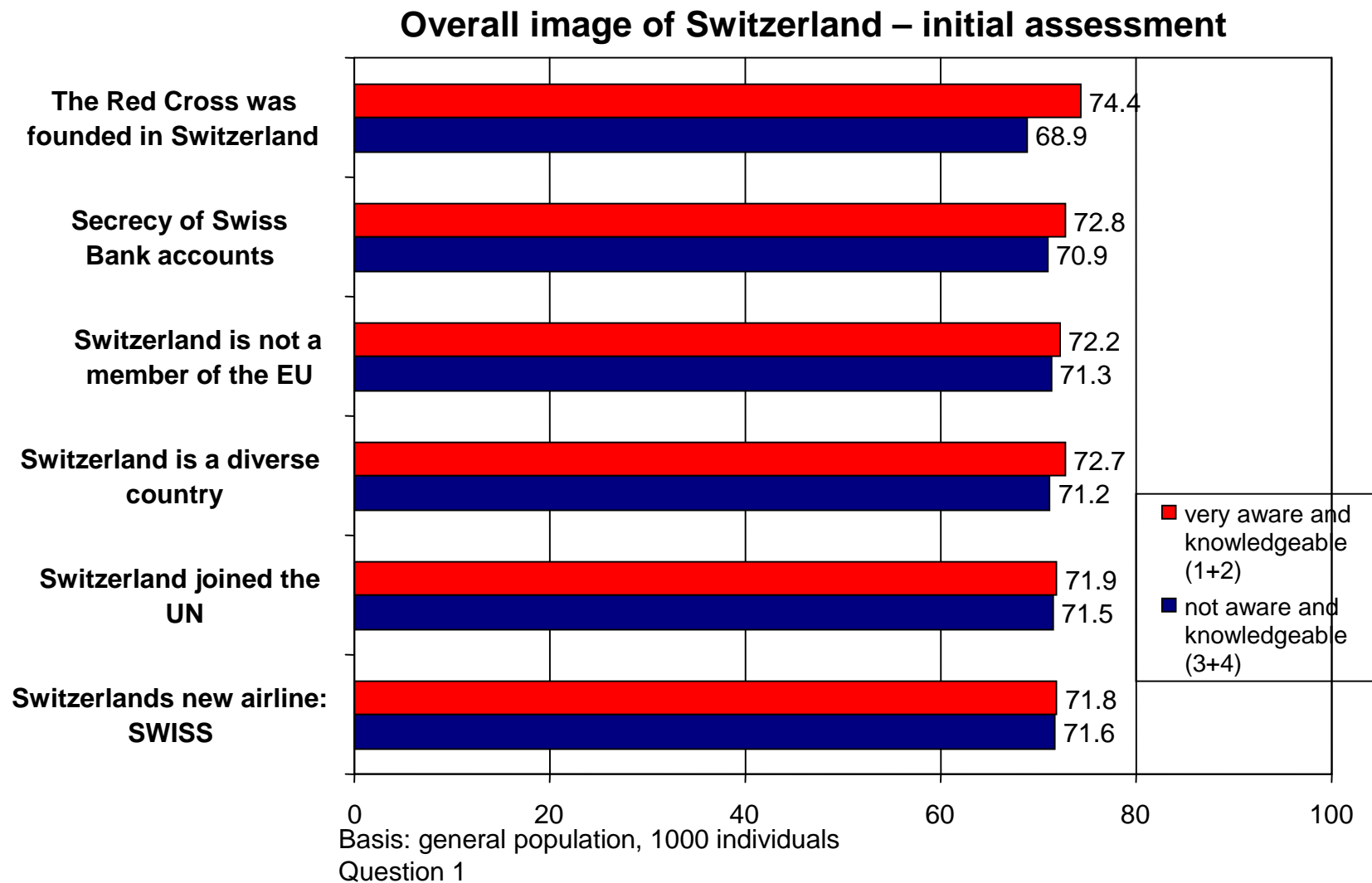
# Knowledge about Swiss-related topics among all target groups surveyed (1/2)



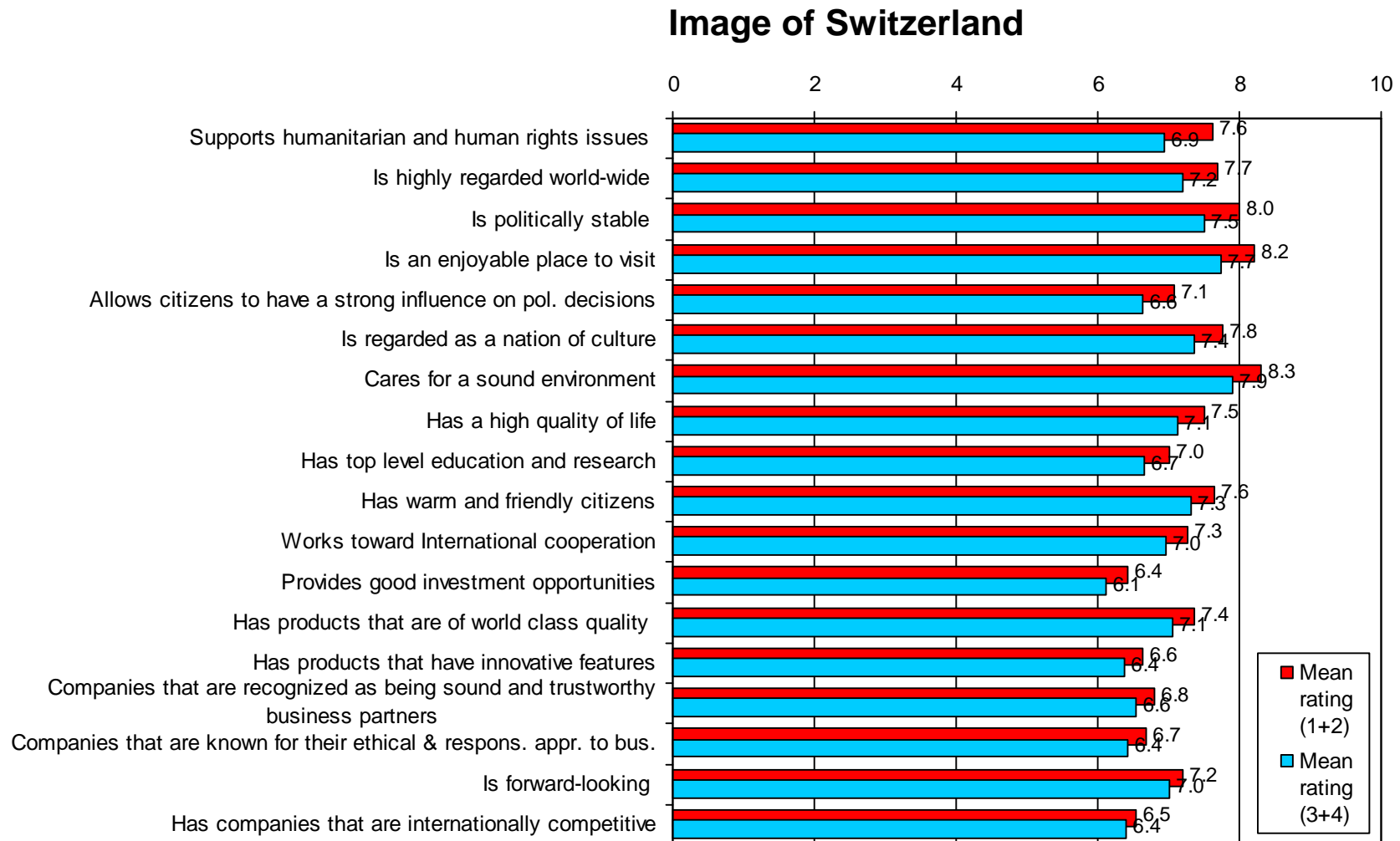
# Knowledge about selected Swiss-related topics among all target groups surveyed (2/2)



# Effect of knowledge about selected Swiss-related topics on overall image

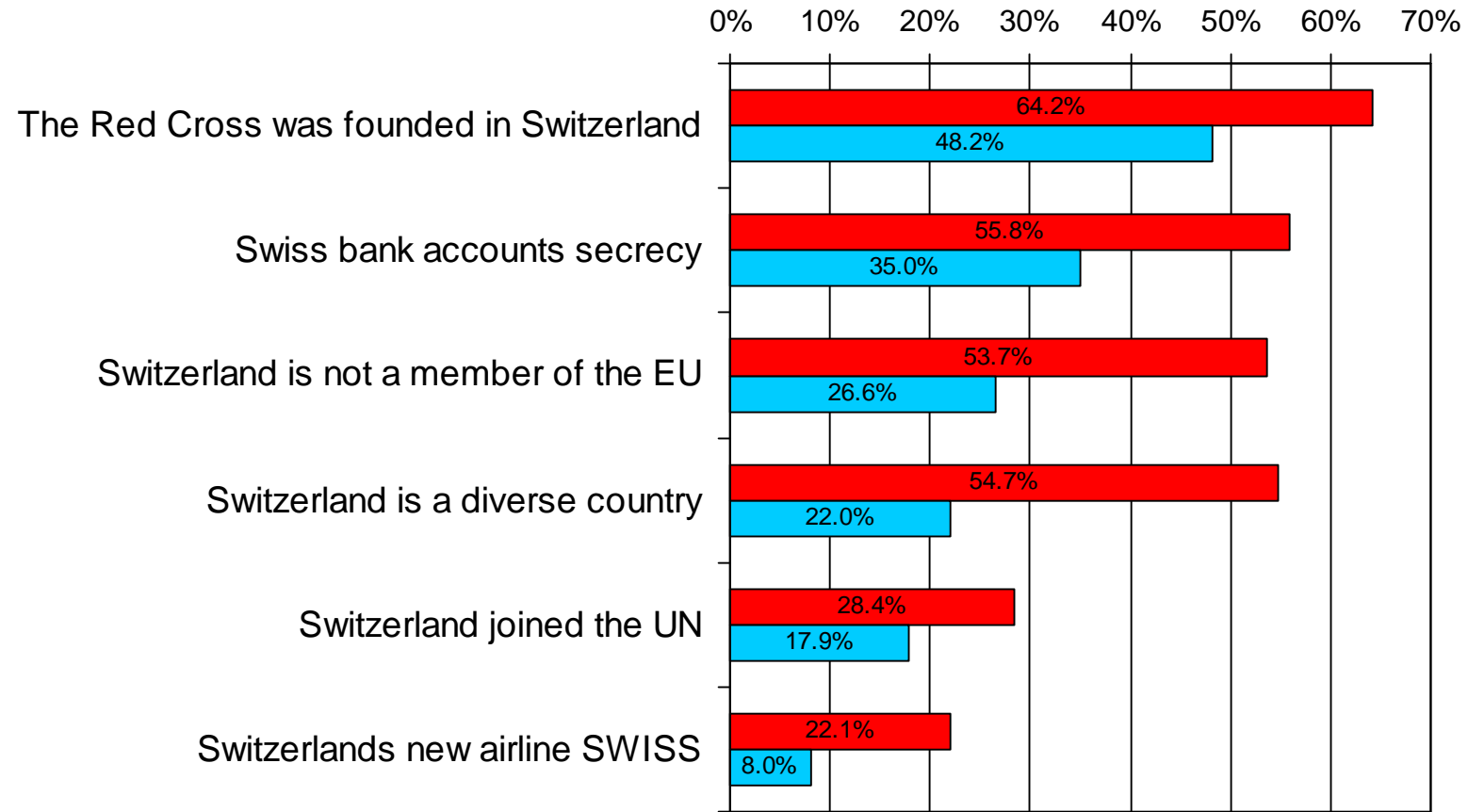


# Effect of knowledge about the Red Cross on assessment of specific dimensions of the image of Switzerland



Basis: general population, 1000 individuals  
Question 11

# Comparison of knowledge about Swiss-related topics among individuals who have visited or never visited Switzerland



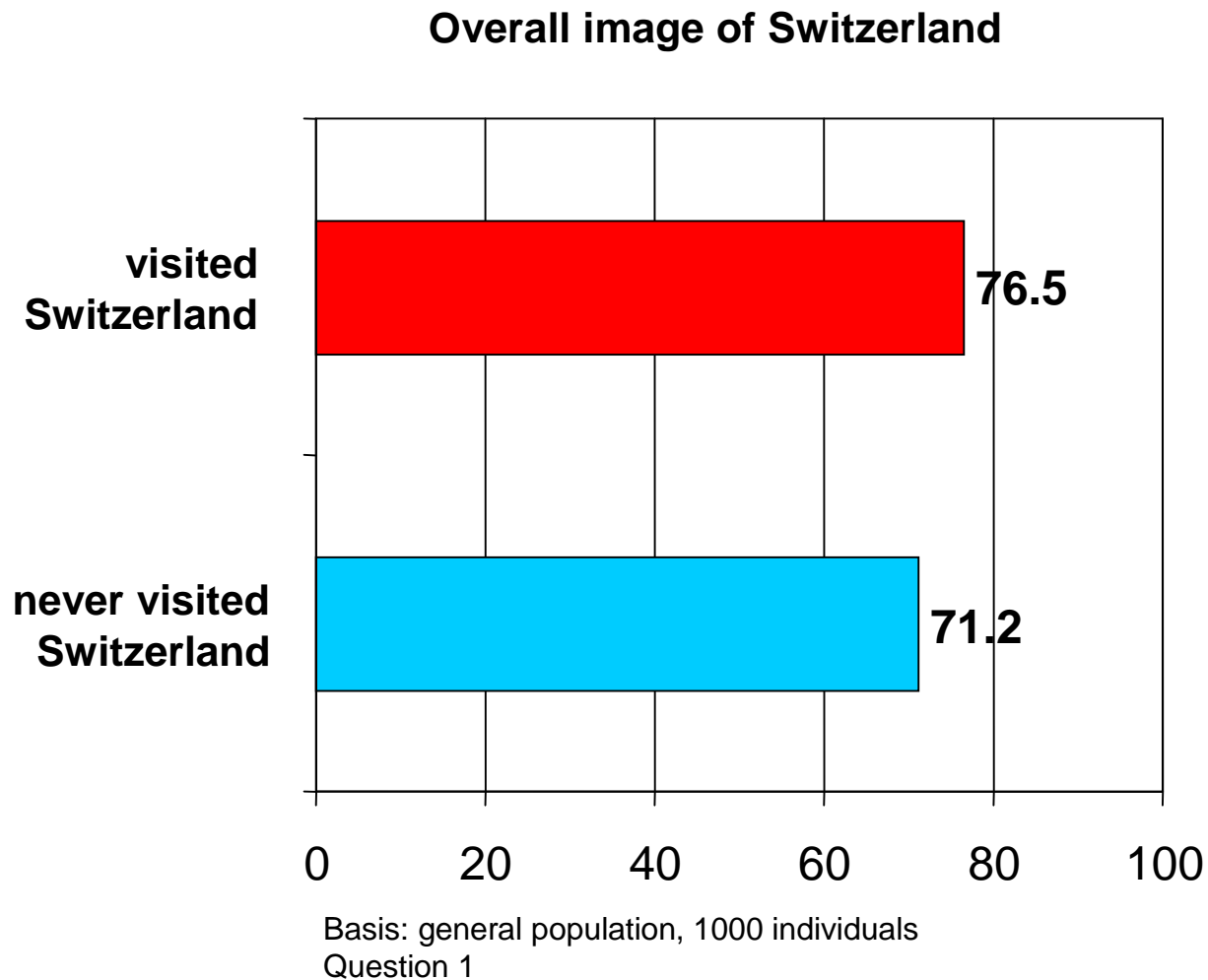
Basis: general population,  
1,000 individuals  
Questions 7-12

- Percentage of individuals in the general population who have visited Switzerland and describe themselves as "very aware and knowledgeable" or "somewhat aware and knowledgeable".
- Percentage of individuals in the general population who have never visited Switzerland and describe themselves as "very aware and knowledgeable" or "somewhat aware and knowledgeable".

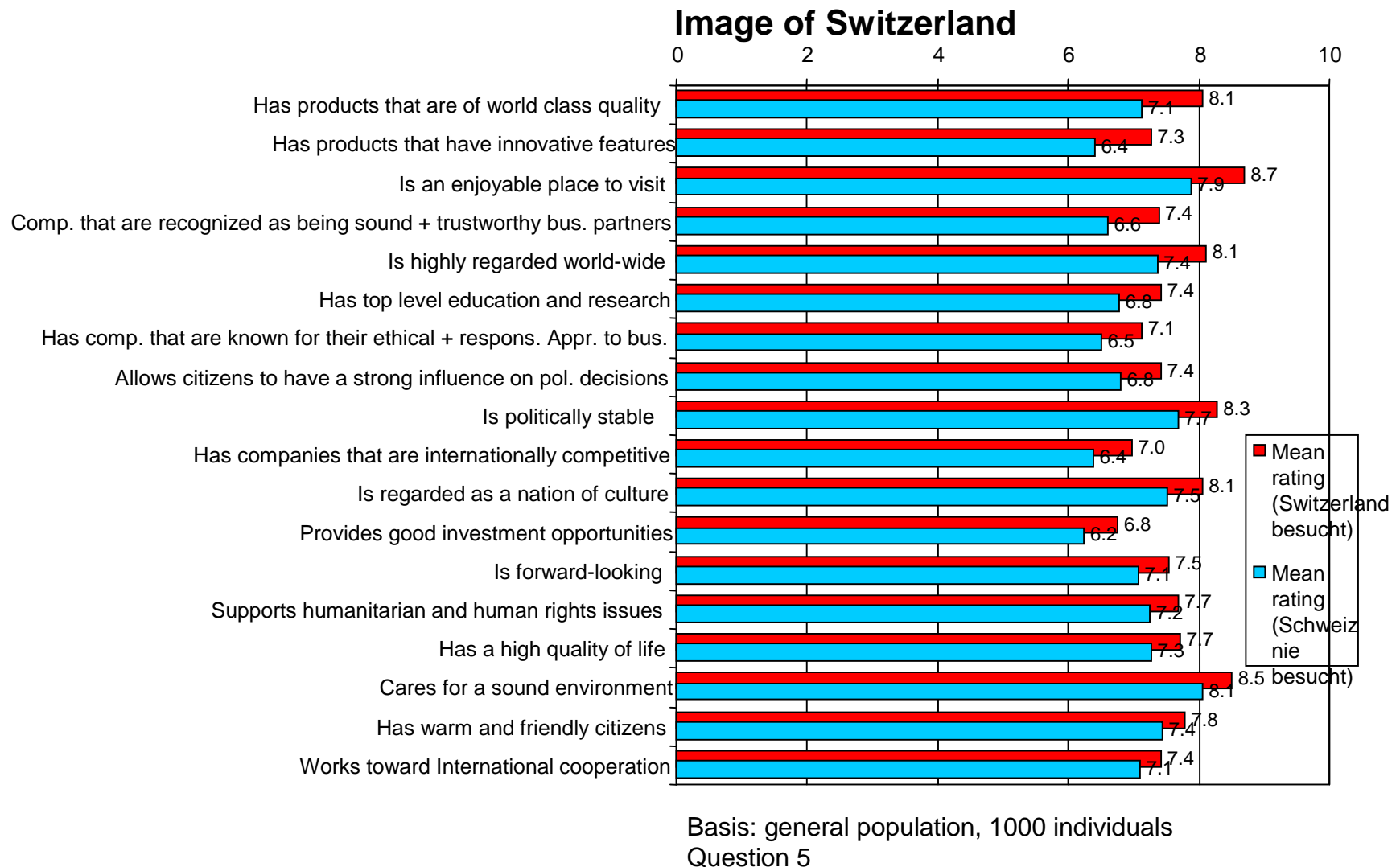


# Effect of visits to Switzerland on assessment of the overall image of Switzerland

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# Effect of visits to Switzerland on assessment of the individual dimensions of the image of Switzerland

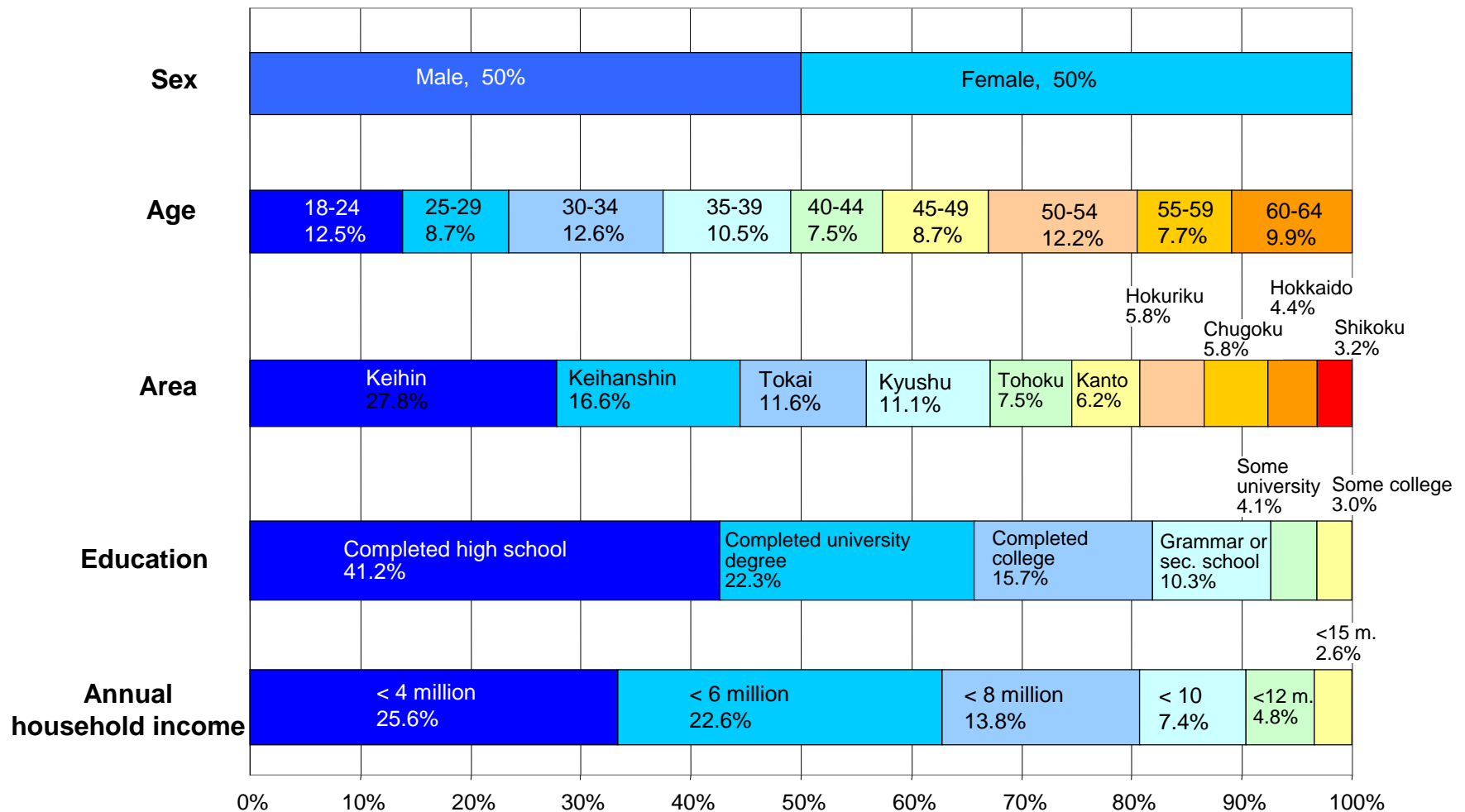


# Appendix

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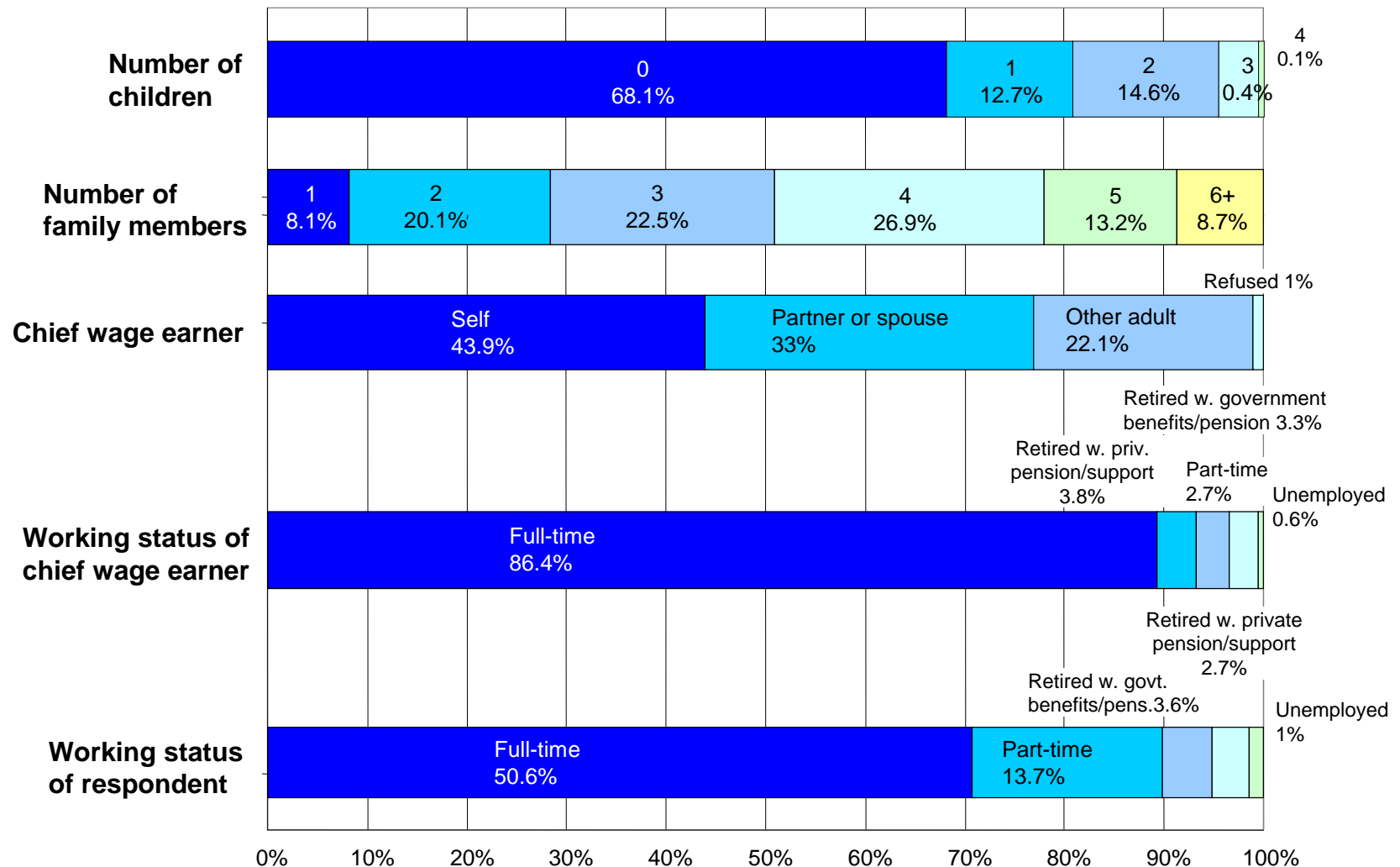
# Demography of general population

## General population (N=1000)



# Demography of general population

## General population (N=1000)

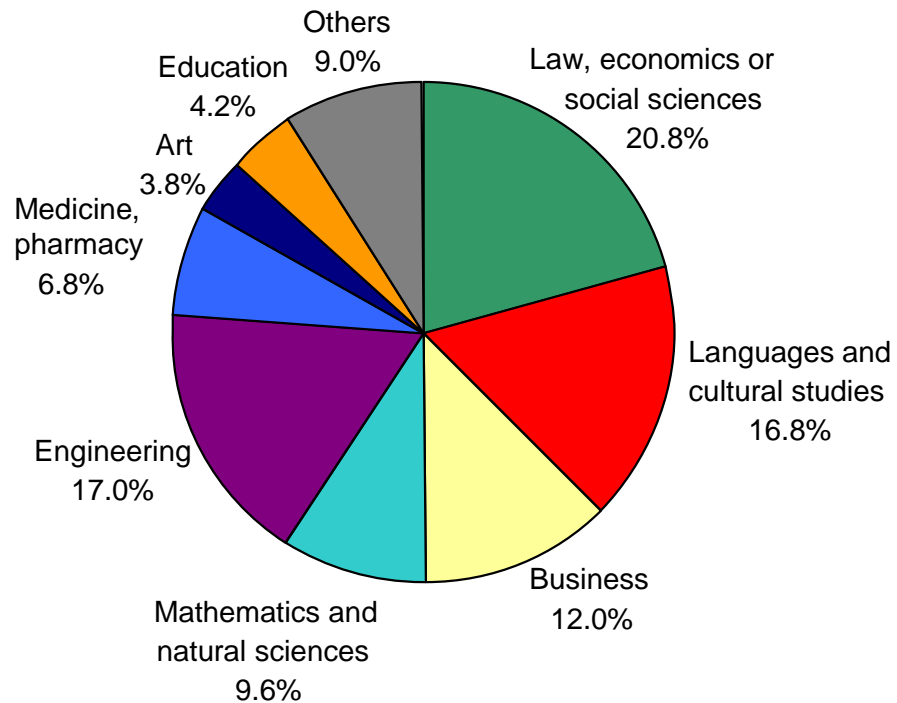


# Demography of students

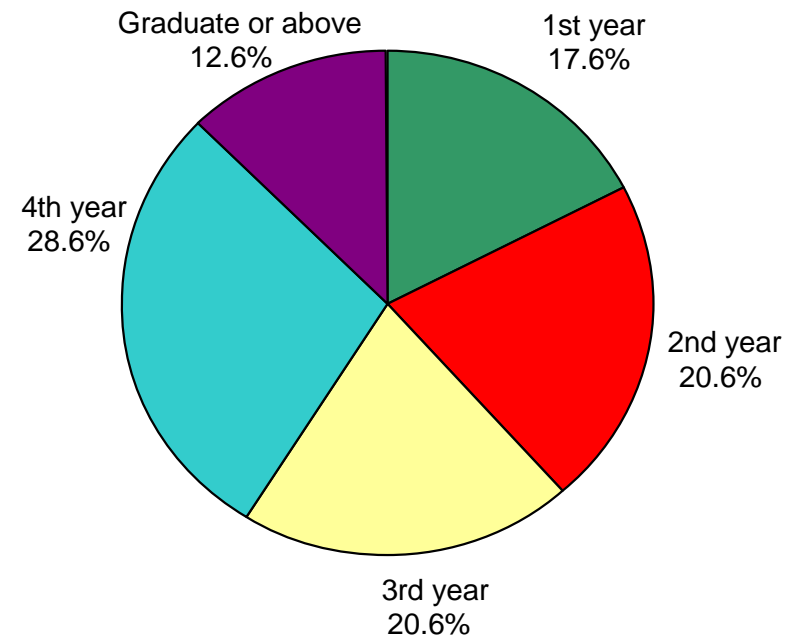
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Students (N=500)

F2. What's your area of study?



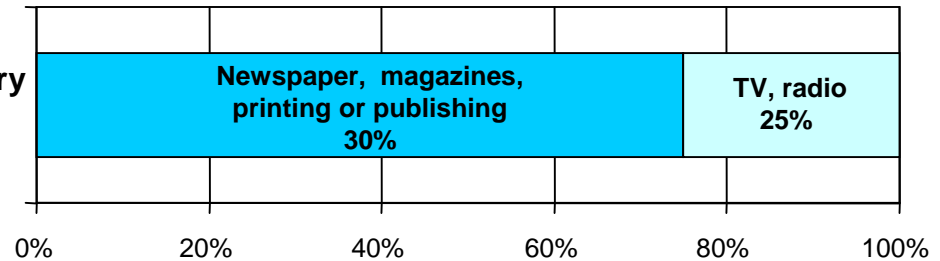
F3. Which year are you in at your college or university?



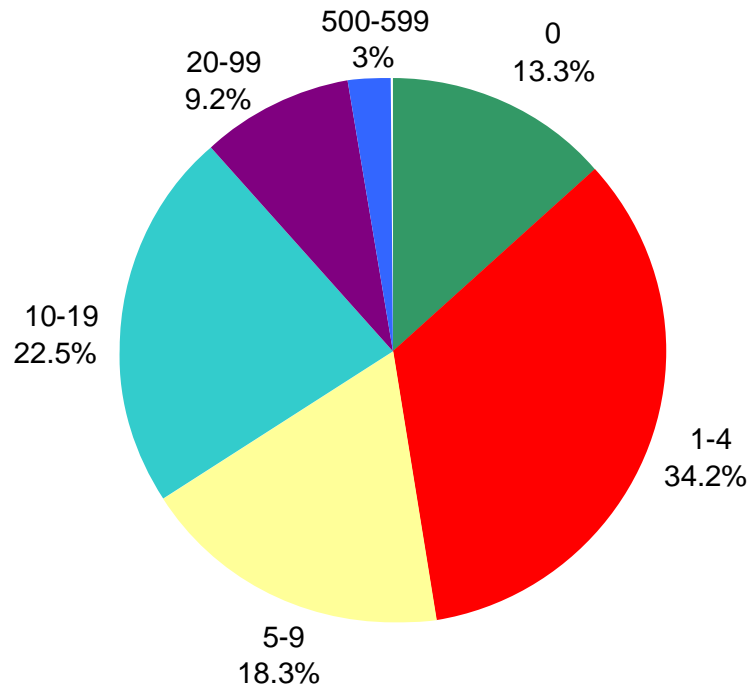
# Demography of journalists

## Journalists (N=120)

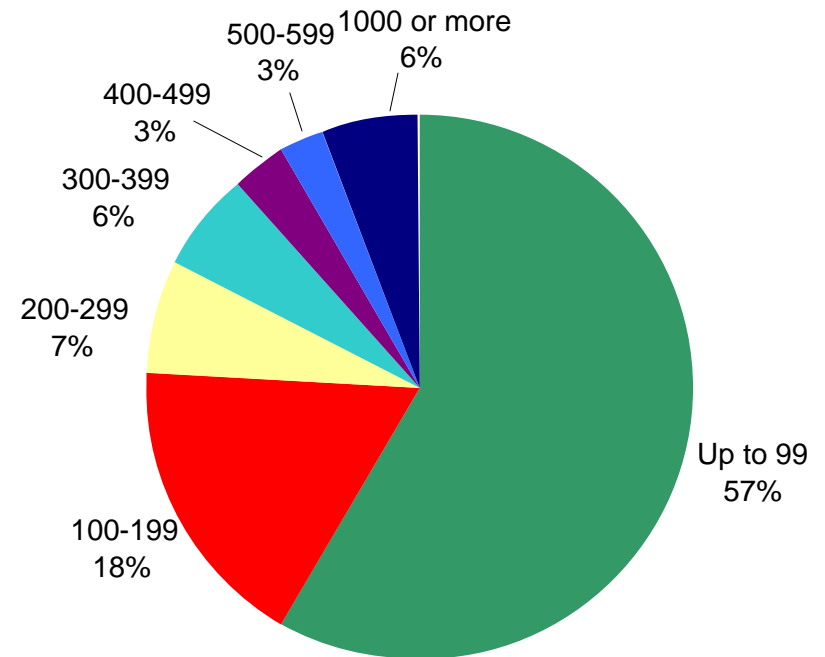
**F3. Company's primary business activity**



**F4. Number of people working under your supervision**

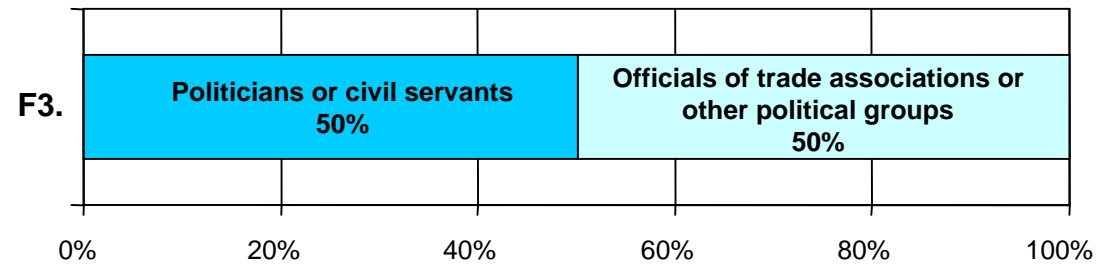


**F5. Number of employees**



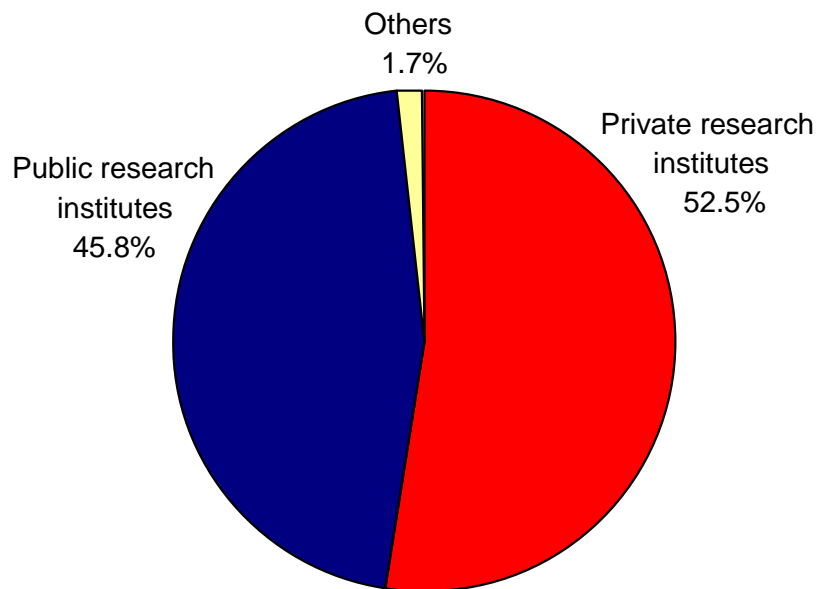
# Demography of politicians and researchers

## Politicians (N=120)

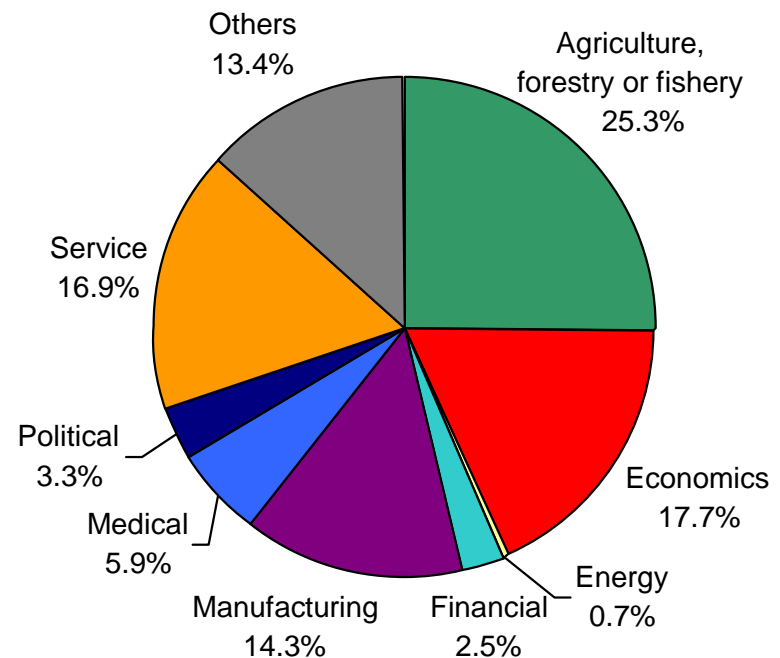


## Research institutes (N=120)

F2. Is your organization private or public?



F3. What is your organization's main field of study?

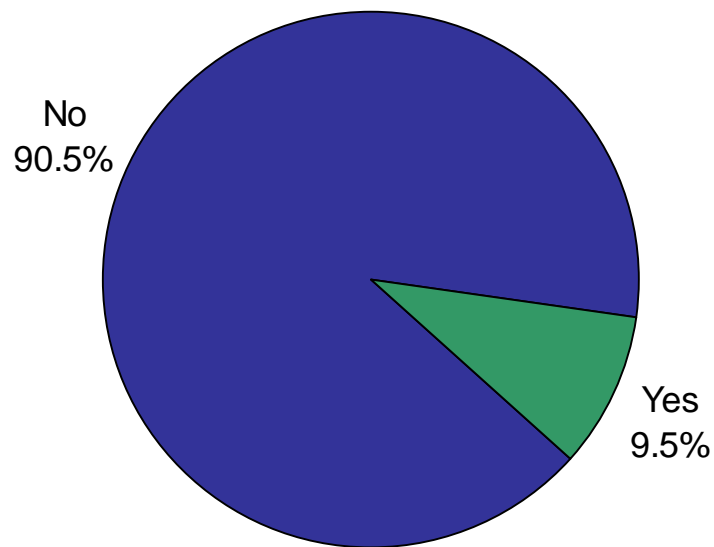




# Visits to Switzerland: general population

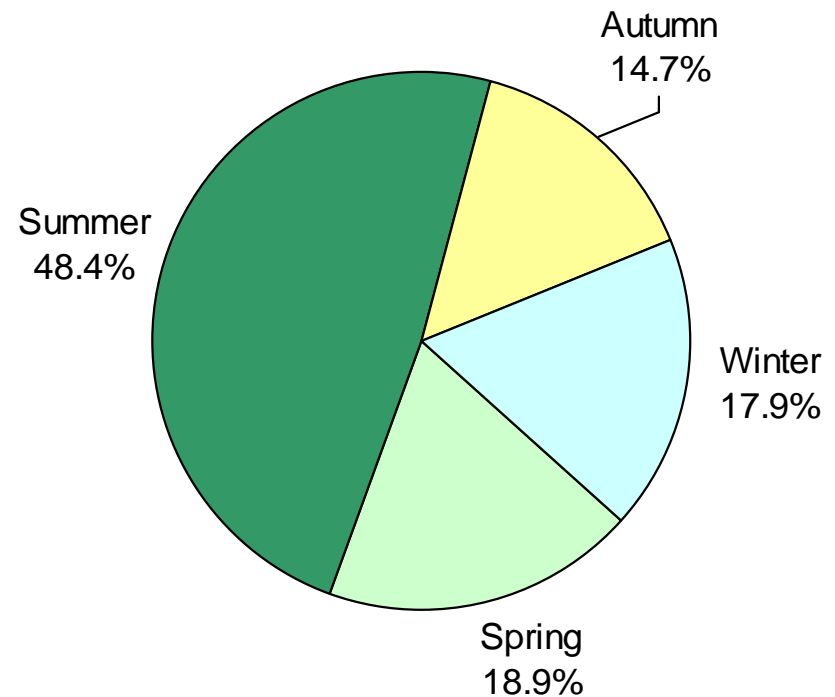
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**F1. Have you ever been to Switzerland?**



Basis: general population,  
1,000 individuals  
F1

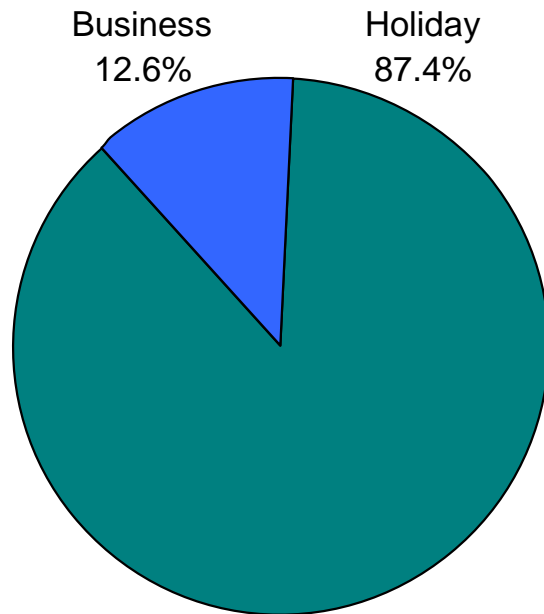
**F2: In what season did you LAST travel to Switzerland?**



Basis: general population,  
95 individuals  
F2

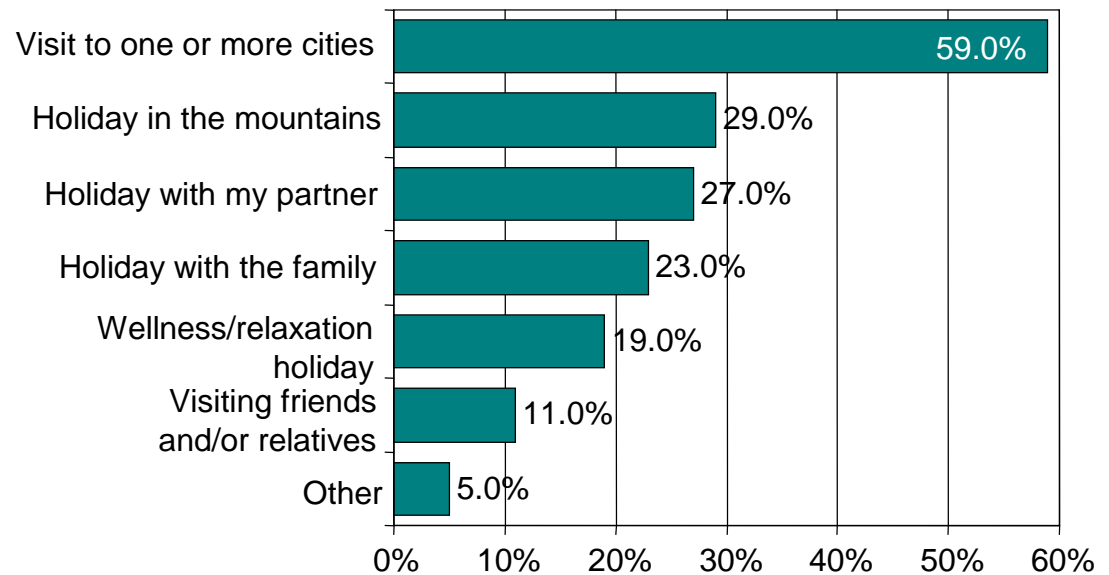
# Reasons for visits

**F3a. What were the reasons for your LAST trip to Switzerland?**



Basis: general population,  
95 individuals  
F3

**F3b. What sort of trip was it?**

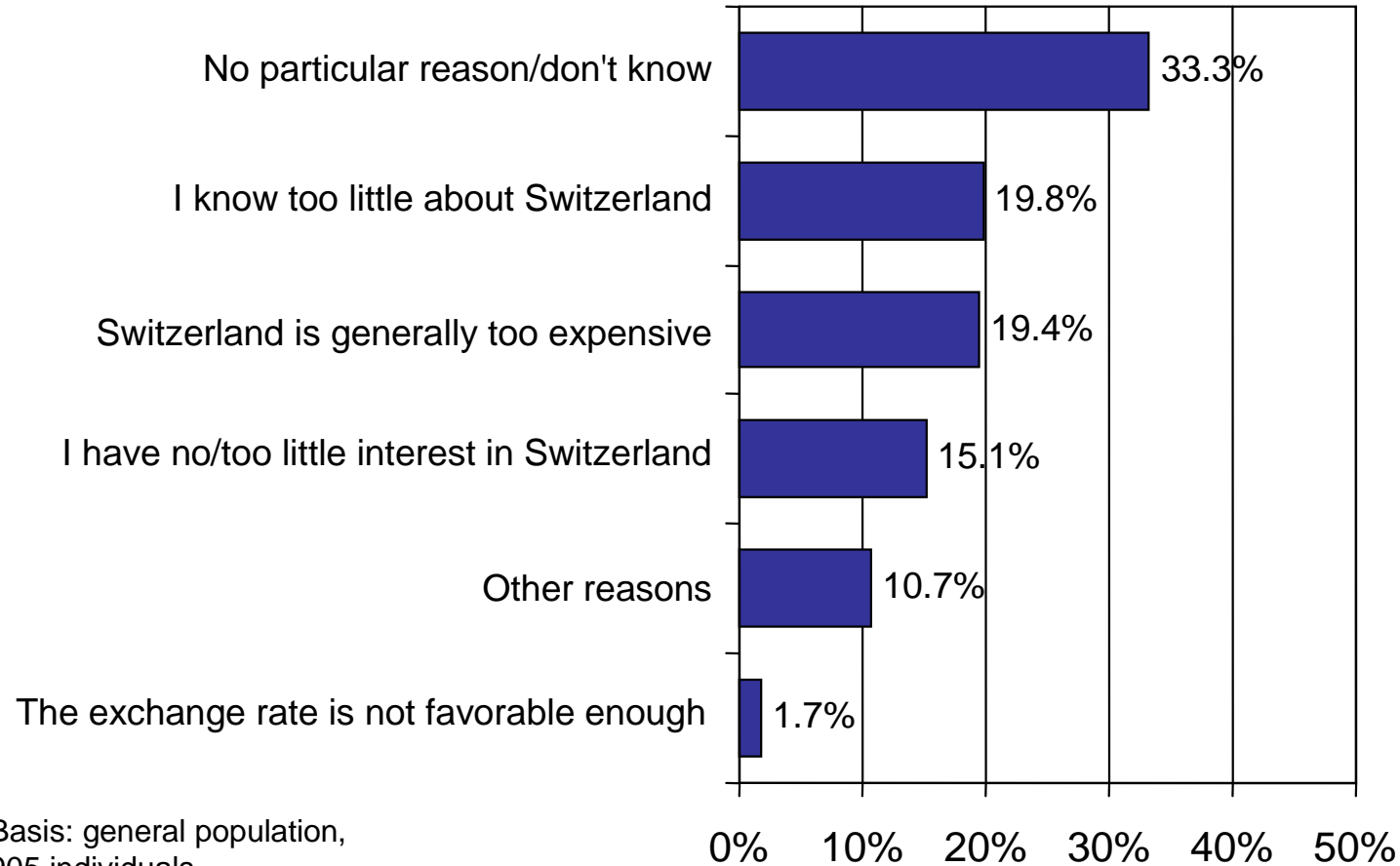


Basis: general population,  
83 individuals  
F3

# Reasons for not visiting Switzerland

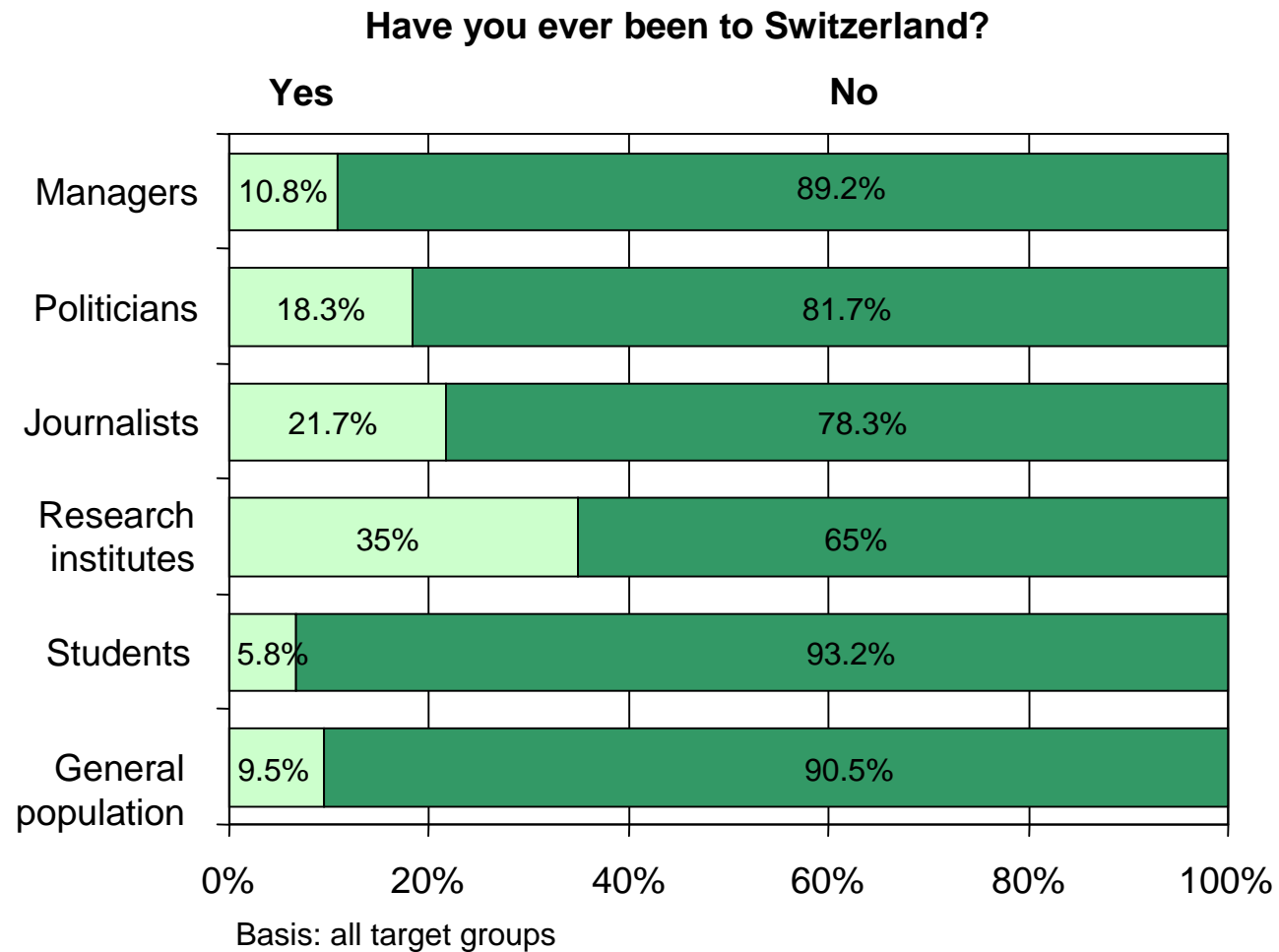
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F4. You have never been to Switzerland. For what reason?



Basis: general population,  
905 individuals  
F4

## Visits to Switzerland: all target groups



# Business contacts with Swiss professionals

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## F2. Business contacts with Swiss professionals

