

Bandai Children's Survey Report

Survey Results Reveal Japanese Student* Attitudes about the World

TOPIC 1: About 1 in 4 Japanese students in 3rd to 9th grade have traveled overseas!

Destinations children most wish to visit: USA (No. 1), Hawaii (No. 2), and South Korea (No. 3). Many express interest in foreign cultures and sightseeing. Survey highlights importance of unique regional characteristics.

TOPIC 2: Over half (54.9%) have someplace they wish to visit (80.1% for those with travel experience versus 46.7% for those without). Interest in the world increases with exposure to foreign cultures/languages. Majority learn about foreign places from "TV news/informational programming."

TOPIC 3: One-third of parents make a conscious effort to encourage their child's interest in the world! Most popular method is "sending child to foreign language lessons" but non-academic options such as "foreign travel" and "watching foreign movies together" also rank high.

*From 3rd to 9th grade (ages 8-15)

Bandai Co., Ltd. (President & CEO: Masaru Kawaguchi, Head Office: Taito-ku, Tokyo) releases the results of a survey into Japanese student attitudes about the world. The survey was aimed at measuring the level of interest in foreign countries and cultures among younger Japanese schoolchildren. The 700 survey respondents were parents with children aged approximately 8 to 15 (from third grade, when Social Studies is introduced into the Japanese curriculum, to ninth grade). Respondents had to complete the online survey with their child. It was conducted from February 10 to 12, 2018. Below is a summary of the results.

TOPIC 1: About 1 in 4 Japanese students in 3rd to 9th grade have traveled overseas!

Destinations children most wish to visit: USA (No. 1), Hawaii (No. 2), and South Korea (No. 3). Many express interest in foreign cultures and sightseeing. Survey highlights importance of unique regional characteristics.

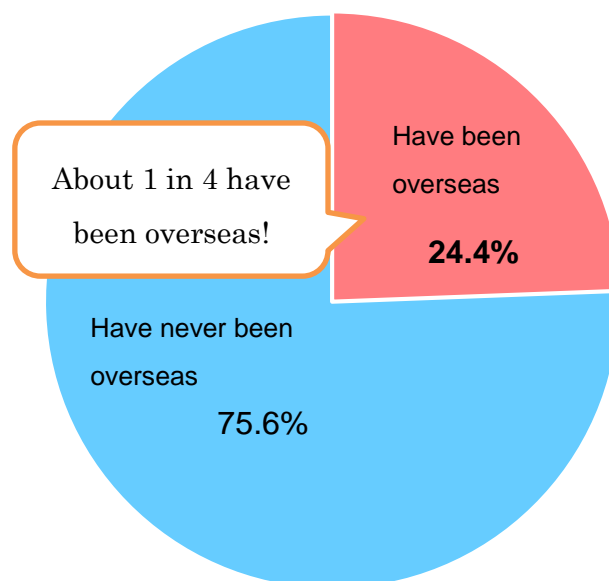
Top 5 Places Children Have Visited, or Wish to Visit

(700 respondents [Respondents could give multiple answers for "Have Visited" and one answer for "Wish to Visit"])

Top 5 Places Children Have Visited		
No. 1	Hawaii	9.4%
No. 2	Guam	8.0%
No. 3	USA (not including Hawaii and Guam)	5.3%
No. 4	South Korea	5.1%
No. 5	Taiwan	4.7%

Top 5 Places Children Wish to Visit		
No. 1	USA (not including Hawaii and Guam)	17.3%
No. 2	Hawaii	13.3%
No. 3	South Korea	3.9%
No. 4	Australia	3.6%
No. 5	France	3.1%

Students' Overseas Travel Experience (single answer, 700 respondents)



To measure Japanese students' level of interest in the world, the survey asked respondents if their child had any experience of foreign travel. Fully one-quarter responded that their child had traveled overseas at least once. Among foreign destinations, Hawaii ranked No. 1 (9.4%), Guam No. 2 (8.0%) and the USA (not including Hawaii and Guam) ranked No. 3 (5.3%). It is possible to infer that many of these foreign trips consisted of family vacations to tropical resort destinations.

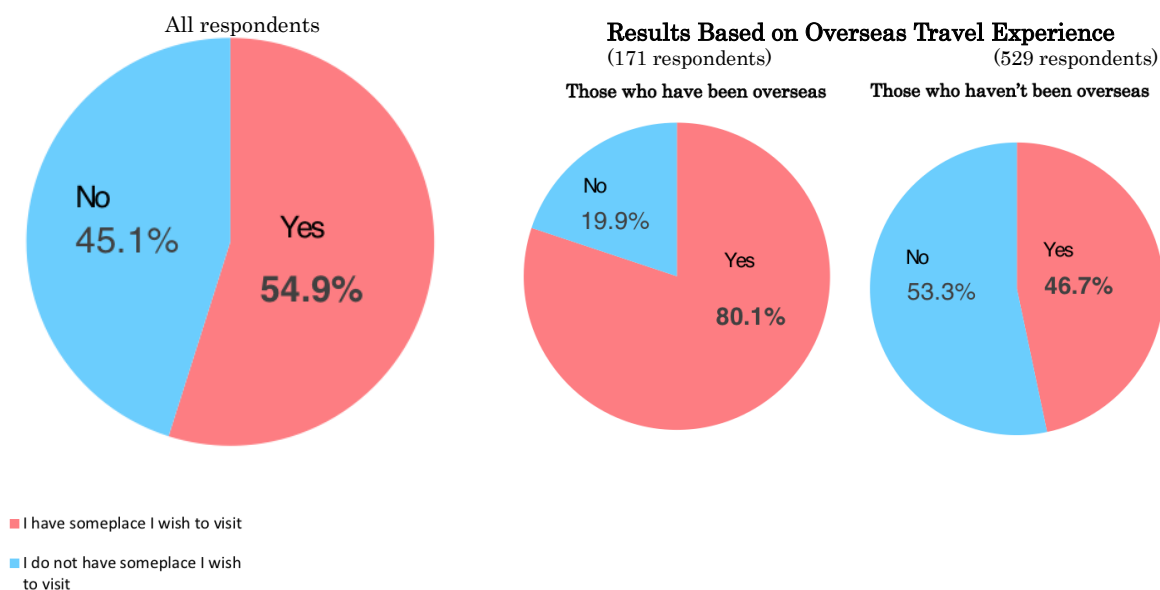
In terms of destinations that students wished to visit in the future, the USA ranked No. 1 (17.3%), Hawaii No. 2 (13.3%), and South Korea No. 3 (3.9%). Among those who chose the United States, the most common reason was "to study English." Other reasons included "to visit Disneyland," "to attend a Major League Baseball game" and "to visit New York City." For those who wished to visit South Korea, the most common reason cited was "because my favorite singer/actor/celebrity lives there," while those who chose Australia cited as their reason "to see kangaroos and koalas." These results point to a desire for unique cultural/sightseeing experiences.

Reasons for Wanting to Travel Overseas, by Destination (abridged)

Top 5 Places Children Wish to Visit		Reasons Cited (abridged)
No. 1	USA (not including Hawaii and Guam)	To study English, visit Disneyland, attend a Major League Baseball game, attend an NBA (basketball) game, visit New York City, visit Trump Tower, etc.
No. 2	Hawaii	Because of the beautiful beaches, nice weather, etc.
No. 3	South Korea	Because I like the food, my favorite singer/actor/celebrity lives there, etc.
No. 4	Australia	To see kangaroos and koalas, experience the great outdoors, etc.
No. 5	France	To see the Arc de Triomphe/Eiffel Tower, visit museums, etc.

TOPIC 2: Over half (54.9%) have someplace they wish to visit (80.1% for those with travel experience versus 46.7% for those without). Interest in the world increases with exposure to foreign cultures/languages. Majority learn about foreign places from "TV news/informational programming."

Do You Have Someplace You Wish to Visit? (single answer, 700 respondents)



Over half (54.9%) of Japanese schoolchildren in the survey responded that they had someplace they wished to visit. Among those who had been abroad, 80.1% had someplace they wished to visit, while of those who had not, only 46.7% had someplace they wished to visit. This indicates that students' interest in the world is much greater among those who have been overseas. In fact, it would appear that the level of students' interest in the world varies depending on their exposure to foreign places/cultures.

How Did You First Learn About the Place You Wish to Visit? (multiple answers, 384 respondents)

[Respondents who replied "Yes" to "Do You Have Someplace You Wish to Visit?"]

Top 5 Sources of Information About Foreign Places		
No. 1	TV news/informational programming	39.1%
No. 2	Parents	18.2%
No. 3	Internet	14.6%
No. 4	Friends or acquaintances	12.5%
No. 5	TV dramas/anime	11.5%

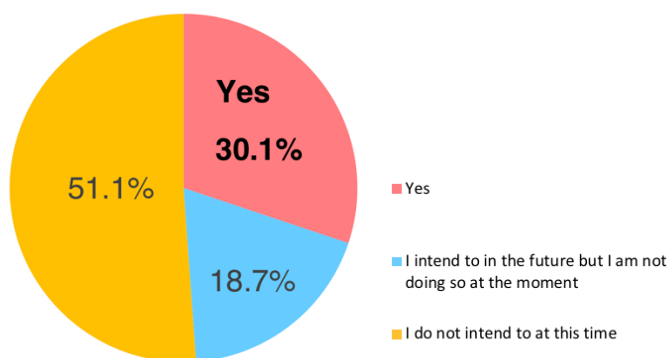
In answer to the question, "How did you first learn about the place you wish to visit?" the largest percentage of respondents gave "TV news/informational programming" as their source, followed by "parents" in second place and in third place by "Internet." These results indicate that while increasing numbers of younger children are going online today, the influence of TV is still very strong among this age demographic. Moreover, the fourth most commonly cited source of information was "friends or acquaintances." Combined with answer No. 2, "parents" this shows that face-to-face encounters are still an important source of information for younger children.

TOPIC 3: One-third of parents make a conscious effort to encourage their child's interest in the world!

Most popular method is "sending child to foreign language lessons" but non-academic options such as "foreign travel" and "watching foreign movies together" also rank high.

Do you make a conscious effort to encourage your child's interest in the world?

(multiple answers, 700 respondents)



Top 5 Methods of Encouraging Children's Interest in Foreign Countries

(multiple answers, 211 respondents)

[Note: respondents who answered "Yes" to "Do you make a conscious effort to encourage your child's interest in the world?"]

Top 5 Methods of Encouraging Children's Interest in Foreign Countries		
No. 1	I send my child to foreign language lessons	32.2%
No. 2	I make an effort to talk about the world with my child	24.6%
No. 3	I take my child on overseas trips	24.2%
No. 4	I watch international news/informational programs with my child	20.4%
No. 5	I watch foreign movies with my child	16.6%

In response to the question “Do you make any conscious efforts to encourage your child’s interest in the world?” nearly one-third (30.1%) of parents answered “Yes.” In addition, about one-fifth (18.7%) replied, “I intend to in the future but I am not doing so at the moment,” indicating that nearly half of parents are conscious of the need for such efforts. Of those who are making such efforts at the moment, the No. 1 response was “I send my child to foreign language lessons” (32.2%), while the No. 2 response was “I make an effort to talk about the world with my child” (24.6%). This suggests that some parents feel that talking to their children directly will encourage their interest in the world. Also among the top five methods cited were “I take my child on overseas trips” (24.2%) at No. 3, and “I watch foreign movies with my child” (16.6%) at No. 5. This result indicates that other parents are opting for fun activities that naturally encourage their child’s interest in the world, as opposed to lessons or parent-initiated conversations.

Survey overview

Survey objective: Assess elementary and junior high school students’ level of interest in the world

Survey area: Japan

Target demographic: Parents with children in grades 3 to 9 (Note: Parent must take survey with child)

Survey method: Online survey (with help from Cross Marketing Inc.)

Survey period: February 10-12, 2018

Sample size: 700 people

Composition of sample:

Child’s gender/grade	3rd grade	4th grade	5th grade	6th grade	7th grade	8th grade	9th grade
No. of Boys	50	50	50	50	50	50	50
No. of Girls	50	50	50	50	50	50	50

Children’s Survey special web (Japanese): <http://www.bandai.co.jp/kodomo/>

Bandai website (English): <http://www.bandai.co.jp/e/>