
Press Release



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ASAN POLL: S. Korean Views on Leaders, Countries, and Relationships in the Region

- From March 1-3, 2014 the Asan Institute for Policy Studies conducted a public opinion survey on the favorability of countries in the region, perceptions of relations between countries, and the favorability of selected leaders.
- For the first time since this survey was originally conducted, Prime Minister Abe (1.1) was viewed less favorably than Kim Jong-un (1.3) on a zero to ten scale. While 61.0% cited “zero” favorability for Mr. Abe, 57.9% stated the same for Kim Jong-un. In January, the favorability of both leaders was 1.0. In September 2013, the first time this question was asked, Mr. Abe (1.7) received significantly higher marks than Kim Jong-un (1.1).
- For the second consecutive month, Japan (2.3) was seen as less favorable than North Korea (2.7). For both countries, this marked a 0.1 increase from the results of February. However, North Korea’s favorability has been on the rise since January, when its favorability was 2.1. Progress on family reunions is the likely driver.
- The United States continues to be the country seen most favorably, with a score of 5.8. China’s favorability (4.8) remained unchanged from February, but is up from its mark of 4.4 in December 2013.
- The Korea-U.S. relationship continues to be seen as highly cooperative, with 82.2% stating as such. This was a slight increase from 79.3% in February, but an increase from a low of 74.4% in December 2013. As for the Korea-China relationship, it is increasingly seen as cooperative. While 51.1% saw it as cooperative in December 2013, 59.1% now see it in that manner.
- The sample size of each survey was 1,000 people over the age of 19. The margin of error was $\pm 3.1\%$ at the 95% confidence level. The survey employed RDD for landline and mobile telephones.

About the Asan Institute for Policy Studies

The Asan Institute for Policy Studies is an independent think tank that provides innovative policy solutions and spearheads public discourse on the core issues in Korea, East Asia and the world. Our goal is to assist policymakers to make better informed and mutually beneficial policy decisions. The Asan Institute, established in 2008, has successfully hosted a series of international conferences including the Asan Plenum, the Asan China Forum and the Asan Nuclear Forum. It has also published a number of books such as *China’s Foreign Policy*, *Japan In Crisis*, and *The Arab Spring*.