



Poll on ASEAN Awareness 2018

PoAA Report



one vision
one identity
one community



Poll on ASEAN Awareness 2018

PoAA Report

The ASEAN Secretariat
Jakarta

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States of the Association are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

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Catalogue-in-Publication Data

Poll on ASEAN Awareness 2018 - PoAA Report

Jakarta: ASEAN Secretariat, December 2019

352.1159

1. ASEAN – People – Community

2. Communications – Perception – Awareness

ISBN 978-602-5798-53-5



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ASEAN: A Community of Opportunities for All

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The Poll on ASEAN Awareness 2018 was conducted by Ipsos Business Consulting.



In consultation with the ASEAN Secretariat (led by Culture & Information Division, CID, with support from Community Relations Division, CRD).



Supported by the Japan-ASEAN Integration Fund (JAIF 2.0). Japan-ASEAN Cooperation

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In 2014, ASEAN launched the ASEAN Communication Master Plan (ACMP 2014-2017) under the overarching message “ASEAN: A Community of Opportunities”. ACMP 2014-2017 served as a foundation for all communication messages and programmes in enhancing community building throughout the period. As the ACMP 2014-2017 has now concluded, this report investigates opinions and perceptions on the ASEAN Community from three stakeholder groups – namely, businesses, civil society organisations (CSOs), and the general public.

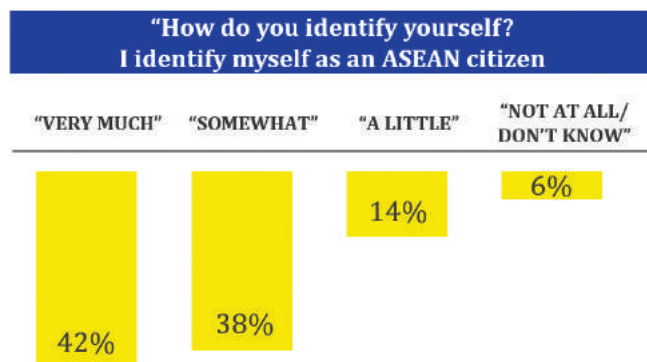


Sense of Belonging to the ASEAN Community

Across the region, the sense of belonging is high, with almost 95% of the general public identifying themselves as an ASEAN citizen at some level.

Across the region, 94% of the general public identify themselves as ASEAN citizens at some level. This is an increase of 13 percentage points from the result of a previous study conducted by the Economic Research Institute for ASEAN and East Asia (ERIA) in 2017. According to the new research, two-fifths of citizens strongly affiliate themselves with ASEAN. Filipinos, Indonesians, and

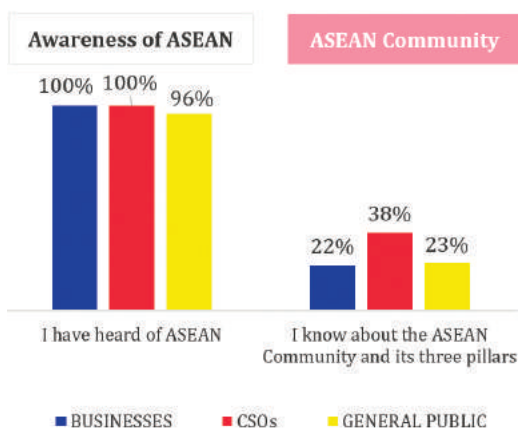
Thais exhibited the strongest sense of belonging to ASEAN (>50% of the respondents indicated “*Very much*”). In addition, the sense of belonging is also tied with a feeling of “Shared Identity”, with economy being identified as the key factor creating a sense of belonging.



Awareness and Knowledge about ASEAN and the ASEAN Community

While the awareness of ASEAN is reaching 100%, less than 2 in 5 respondents know about the ASEAN Community and its three pillars.

Overall, awareness of ASEAN as an organisation is high across all stakeholder groups. However, the level of knowledge about the ASEAN Community and its three pillars is still low, with fewer than two-fifths of respondents claiming to have this knowledge. The ASEAN Economic Community (AEC) is often mistaken as the ASEAN Community. Amongst the ASEAN Member States, Vietnam shows a comparatively higher level of knowledge across all stakeholder groups (40%-70%).

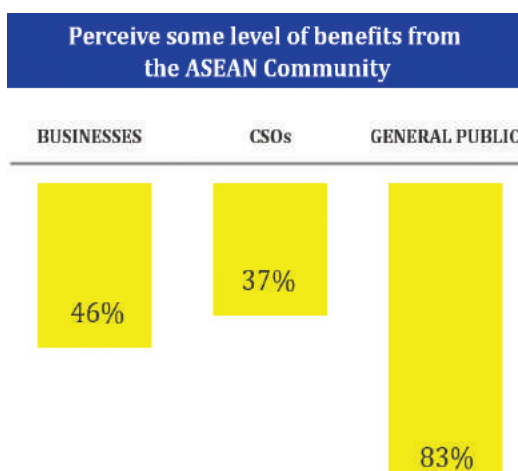


Internet, TV, and social media are the primary information sources regarding the development of the ASEAN Community. When investigating the level of exposure to different ASEAN-related information, overall results fall in the low exposure range (21%-40%). “Promotion of free trade” and “Promotion of regional stability and peace” are the two ASEAN-related topics that stakeholders most often come across. Overall, the level of exposure to various ASEAN topics is comparatively higher in Vietnam and Cambodia.



The ASEAN Community and Its Impact

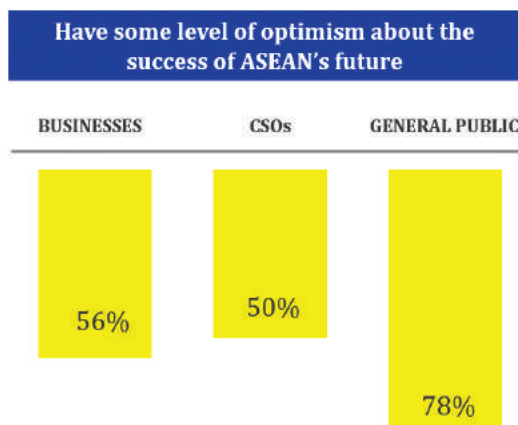
About half of all businesses and CSOs expressed skepticism toward the success of ASEAN’s future. ASEAN’s perceived ability to implement effective policies shapes the level of optimism.



Following the establishment of the ASEAN Community in late 2015, the overall sense of perceived benefits amongst businesses and CSOs sits at a medium level. While some businesses were able to recognise the benefits of the AEC, others could not pin point whether the benefits originate from ASEAN’s mandate or bilateral agreements between countries. Amongst the general public, the level of perceived benefits sits at a significantly higher level of 83%. The implementation of the visa-free policy is identified as the key benefit enjoyed by most citizens.



The Future



In general, most stakeholders are fairly optimistic about the future of ASEAN. The level of optimism is notably high amongst the general public, with almost 4 in 5 people expressing some level of optimism about the future of ASEAN. Meanwhile, around half of businesses and CSOs expressed an optimistic outlook. Businesses and CSOs on average hold a “Neutral” opinion, as the impacts of ASEAN’s policies have yet to be felt. Vietnam, Malaysia, and Philippines are amongst the most optimistic about the success of ASEAN’s future.

In order to promote further progress, businesses and CSOs also identified top regional issues that ASEAN should prioritise:

	Political-Security	Economic	Socio-Cultural
Priority 1	Human rights	Free flow of goods (e.g. eliminate import duties and trade barriers)	Promotion of education and employment opportunities for youths
Priority 2	Prevent and combat against corruption	Free flow of investment	Promotion of social justice and rights
Priority 3	Promotion of peace and stability	MSMEs development	Environmental stability
Priority 4	Establishment of common foreign and diplomatic policies	Infrastructure development	Access to better healthcare and disease management, and promotion of healthy lifestyles
Priority 5	Combat transnational crime, terrorism, and drug trafficking	Competition policy	Poverty reduction

However, the general public are mostly concerned with issues related to the political-security pillar. Amongst the top 5 key regional issues across all 3 community pillars, the general public identified the following as key priorities:

- Protection of human rights;
- Combat transnational crime, terrorism and drug trafficking;
- Promotion of peace and stability in the region;
- Prevention of corruption and promotion of good governance; and
- Poverty reduction.



ASEAN and Its Communication Effectiveness

ASEAN should adopt a proactive communication approach and focus on demonstrating the positive impacts of its policies to attract its stakeholders.

The in-depth interviews with businesses and CSOs revealed that only approximately 15% of businesses and CSOs are content with the way ASEAN communicates with them. Specifically, ASEAN is perceived to take an overly passive approach in its communication strategy. The respondents cited that inadequate information availability and demonstration of policy impacts have created a relevance gap between ASEAN's policies and these two categories of stakeholders. In contrast, more than half of the general public is content with how ASEAN communicates with them.

In order to connect with its stakeholders and raise the level of awareness about the ASEAN Community, dedicated TV programmes on ASEAN news, as well as the use of social media influencers to promote ASEAN, are identified as the most effective communication tactics.



The Poll on ASEAN Awareness aims to capture opinions from 3 types of stakeholders:

1. Businesses – This consists of industry associations and for-profit businesses. In this report these two groups are combined and referred to as “Businesses”;
2. Civil Society Organisations (CSOs);
3. The general public.

Qualitative Methodology

The qualitative methodology used to engage and collect information from businesses and CSOs was a combination of in-depth interviews (IDIs) and online surveys, depending on the preference of the respondents. The total interview quotas were determined based on the numbers of existing organisations in each country (or universe). A combination of quota sampling and snowballing methods were used to draw qualified respondents for each target group across 10 countries.

For businesses, the study covered a total of 401 businesses (consisting of 101 interviews with industry associations and 300 interviews with for-profit businesses) across 11 sectors. Details are shown in Table 1 and Table 2 below:

**Table 1:
Survey Quotas – Industry Associations**

	BN	KH	ID	LA	MY	MM	PH	SG	TH	VN	TOTAL
Agro-based products	1	1	1	1	1	1	1	1	1	1	10
Air Travel	1	1	1	0	1	1	1	1	1	1	9
Automotives	0	1	1	1	1	1	1	1	1	1	9
e-ASEAN	1	1	1	1	1	1	1	1	1	1	10
Electronics	1	1	1	0	1	1	1	1	1	1	9
Fisheries	1	1	1	0	1	1	1	1	1	1	9
Healthcare	1	1	1	1	1	1	1	1	1	1	10
Rubber-based products	0	1	1	0	1	1	1	1	1	1	8
Textiles and apparels	1	1	1	0	1	1	1	1	1	1	9
Tourism	1	1	1	1	1	1	1	1	1	1	10
Wood-based products	0	1	1	0	1	1	1	1	1	1	8
TOTAL	8	11	11	5	11	11	11	11	11	11	101

**Table 2:
Survey Quotas – For-Profit Businesses**

	BN	KH	ID	LA	MY	MM	PH	SG	TH	VN	TOTAL
Agro-based products	1	3	3	2	3	3	3	3	3	3	27
Air Travel	2	3	3	3	3	3	3	3	3	3	29
Automotives	2	3	3	3	3	3	3	3	3	3	29
e-ASEAN	3	3	3	3	3	3	3	3	3	3	30
Electronics	1	3	3	1	3	2	3	3	3	3	25
Fisheries	1	3	3	1	3	2	3	3	3	3	25
Healthcare	3	3	3	3	3	3	3	3	3	3	30
Rubber-based products	1	3	3	1	3	2	3	3	3	3	25
Textiles and apparels	1	3	3	1	3	3	3	3	3	3	26
Tourism	1	3	3	3	3	3	3	3	3	3	28
Wood-based products	1	3	3	2	3	2	3	3	3	3	26
TOTAL	17	33	33	23	33	29	33	33	33	33	300

For industry associations, the allocation of interview quotas in Brunei Darussalam and Lao PDR were adjusted down to reflect the smaller numbers of universe. The interview quotas for for-profit businesses in Brunei Darussalam, Lao PDR, and Myanmar were also adjusted based on the comparatively lower level of business development and activities in certain verticals.

For CSOs, the study covered 184 organisations active in 8 verticals. Details are shown in Table 3 below:

**Table 3:
Survey Quotas – CSOs**

	BN	KH	ID	LA	MY	MM	PH	SG	TH	VN	TOTAL
Political & legal systems	10	10	3	10	3	10	3	3	3	3	58
Human rights			3		3		3	3	18		
Environmental			3		3		3	3	18		
Peace			3		3		3	3	18		
Education			3		3		3	3	18		
Labour and social welfare			3		3		3	3	18		
Healthcare			3		3		3	3	18		
Media and others			3		3		3	3	18		
TOTAL	10	10	24	10	24	10	24	24	24	24	184

In Brunei Darussalam, Cambodia, Lao PDR, and Myanmar, the numbers of interview quotas were adjusted down to reflect the smaller numbers of universe and the lower level of development of CSO operations in those countries. In addition, no hard quotas by vertical were set due to the low incidence rate in some verticals.

The data collection was conducted from October until December 2018 simultaneously across the ASEAN Member States. The interviews were carried out in local official languages (or English if the respondents preferred).

Quantitative Methodology

Ipsos, together with the ASEAN Secretariat, also developed a separate questionnaire targeting the general public (aged 15+). The questionnaire shared similarities with those used for businesses and CSOs, although some questions were adjusted to suit this respondent group.

The total sample size was 3,900 across 10 countries. This sample size ensures a precision level of +/- 1.5% at 97% confidence level. At country level, the allocation of survey quotas was also based on a combination of factors such as total population size, urbanisation rate, country development level, and internet access. The allocated sample size between 300 and 500 respondents per country ensures the precision level of +/- 5% at 97% confidence level in each country. This confidence level is statistically acceptable and sufficient in providing representative views on ASEAN awareness, perception, and perceived benefits. Quota details are shown in Table 4 below.

**Table 4:
Survey Quotas – General Public**

	BN	KH	ID	LA	MY	MM	PH	SG	TH	VN	TOTAL
Online survey	200	150	350	150	400	150	250	300	400	300	2,650
Street interception	100	150	150	150	100	150	250	0	100	100	1,250
TOTAL	300	300	500	300	500	300	500	300	500	400	3,900

The data-collection was conducted from October until December 2018 simultaneously across 10 countries, using a combination of online surveys and street intercepts (in local official languages) with quota sampling and random sampling method. For the online surveys, the samples were drawn from an online panel managed by Ipsos. This online panel contains representative samples of the entire target population in each country. While the age distribution covered in the online survey was large (age 15+), those in the 15-35 age range were given a priority in order to meet the objective of this study. In addition, the online surveys were able to reach a wide range of respondents, including people living in rural areas.

The street intercepts focused on the capital city and the second largest city in each country (3-4 key locations in each city). The respondents were selected in a random manner to ensure that the samples were spread throughout the target population. However, in Brunei Darussalam, the street intercepts were conducted only in the capital city due to its small population and concentrated urbanisation. While the street intercepts possibly included respondents with no internet access, to deliberately target respondents with no internet access (e.g. in rural areas) would be challenging. Therefore, it was beyond the scope of this study.

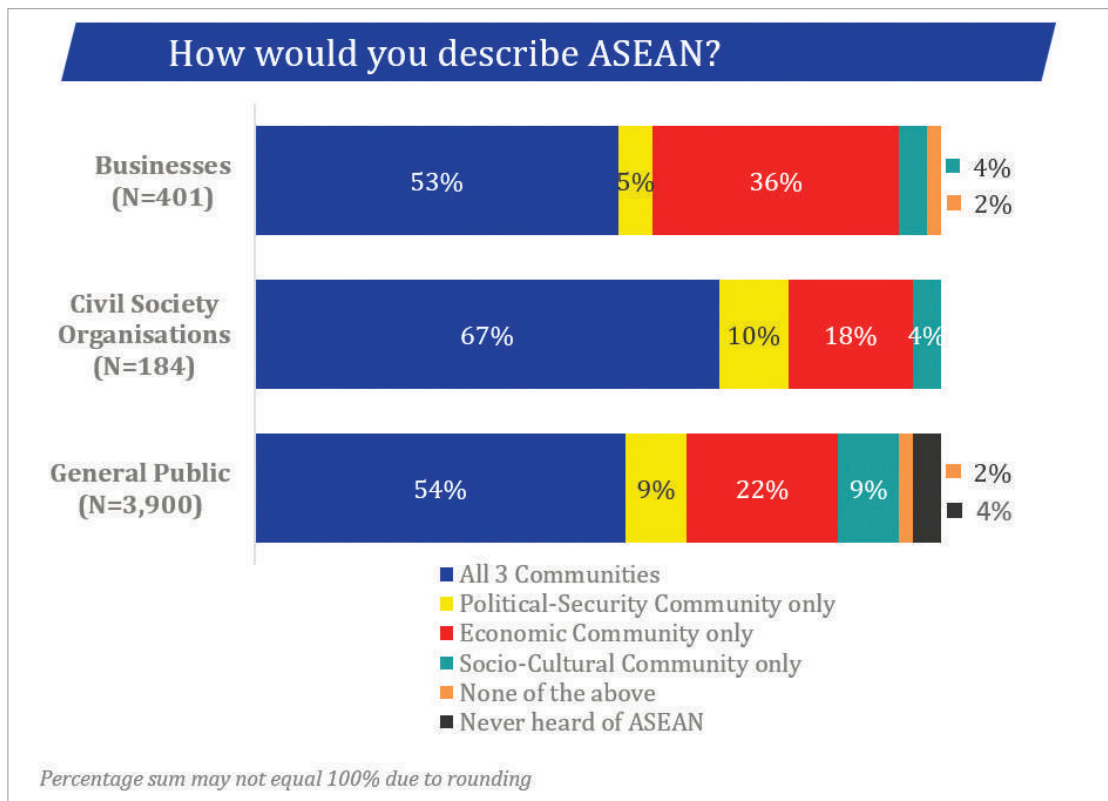
The analyses in this report use a combination of non-weighted totals, weighted score, and net weighted score, based on the sample sizes.



3.1 Awareness and knowledge about ASEAN and the ASEAN Community

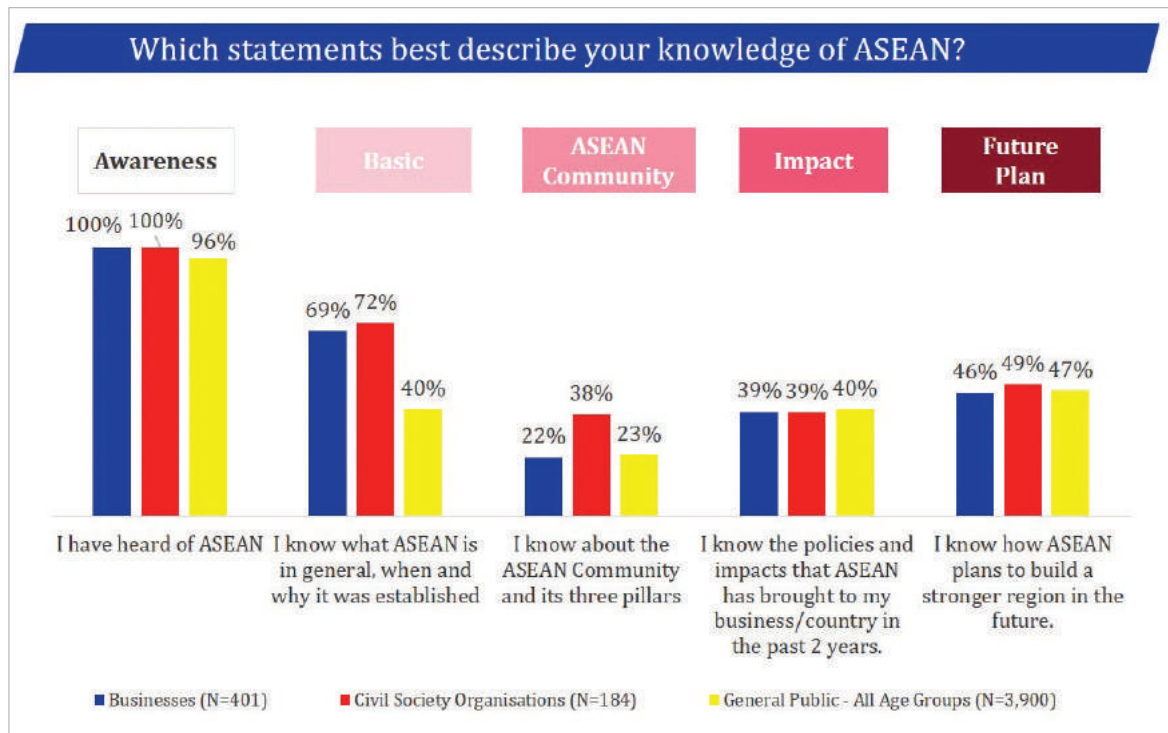
The majority of the respondents (>50%) have the perception that ASEAN's objective is to build a sound community around political-security, economic, and socio-cultural aspects. A considerable proportion of the respondents, especially amongst businesses (36%), still associate ASEAN with only the Economic Community.

Figure 1:
Perception surrounding ASEAN's vision and focus



The respondents were then asked to indicate the level of their actual understanding and knowledge about ASEAN. As illustrated in Figure 2, awareness about ASEAN (as an organisation) is high, reaching 100% amongst businesses and CSOs and 96% amongst the general public. Despite the overall high awareness, fewer than one third claimed to have knowledge about the ASEAN Community and its three pillars.

**Figure 2:
Level of Awareness and Knowledge of ASEAN**

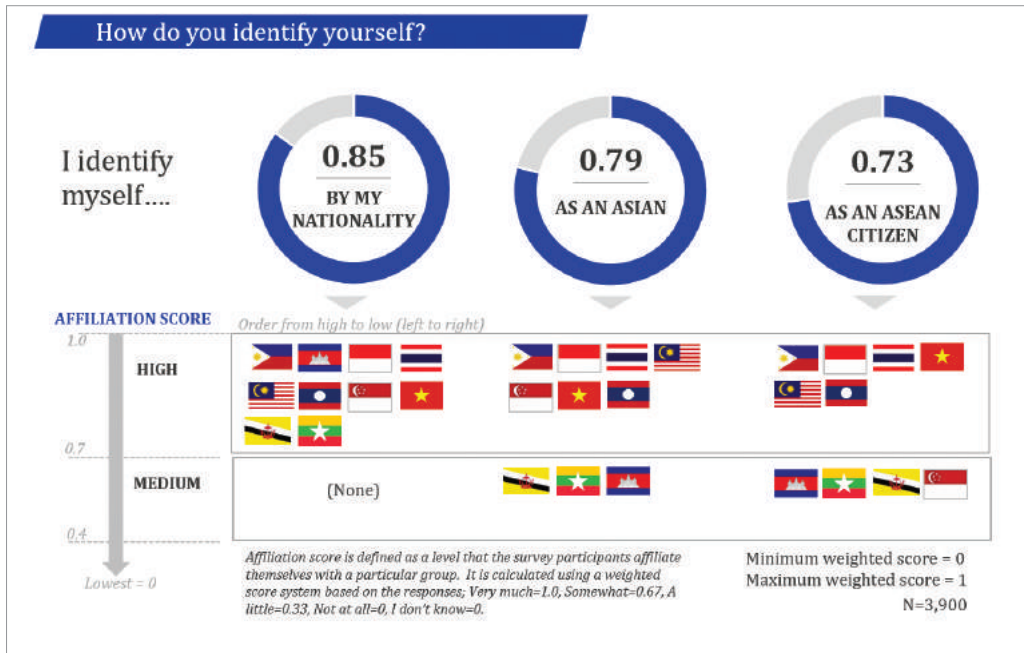


3.2 Sense of belonging to the ASEAN Community

The sense of belonging to the ASEAN Community was gauged only amongst the general public. The respondents were asked to indicate their level of self-identification based on the following scale: “*Very much*”, “*Somewhat*”, “*A little*”, “*Not at all*”, and “*I don’t know*”.

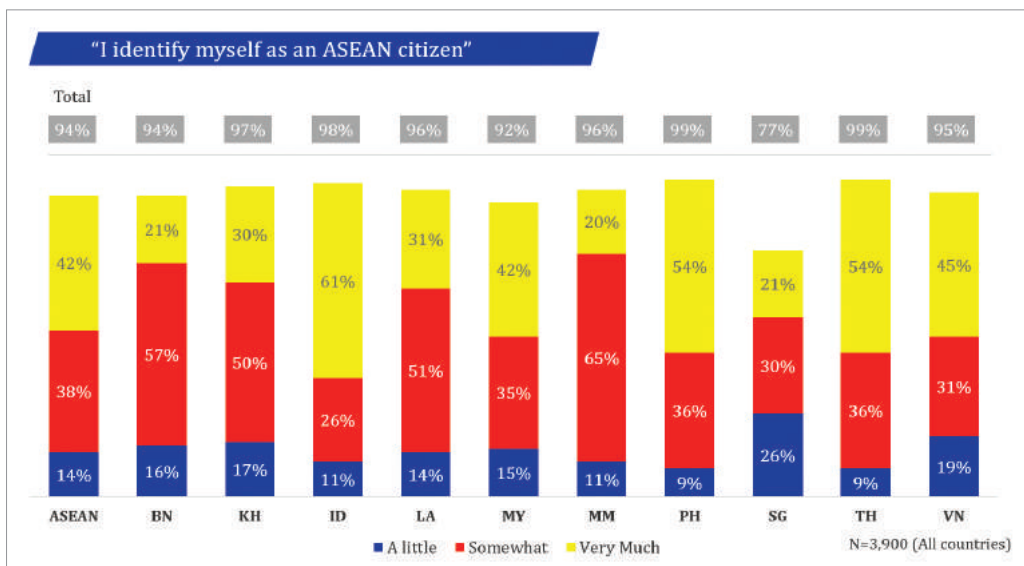
The analysis employed a weighted score system to allow ease of comparison. The score ranges from 0 to 1, with a score closer to 1 indicating a higher level of affiliation. Overall, the general public mostly identify themselves by their nationalities, as illustrated in Figure 3.

**Figure 3:
Self-Identification of ASEAN Citizens**



Overall, most ASEAN citizens identify themselves by their nationality (0.85 weight score or 98% unweighted score) and as an Asian (0.79 weighted score or 96% unweighted score). The sense of being an ASEAN citizen, though ranked last, is still considered to be at a high level (>0.7 weighted affiliation score in Figure 3 or 94% unweighted score in Figure 4).

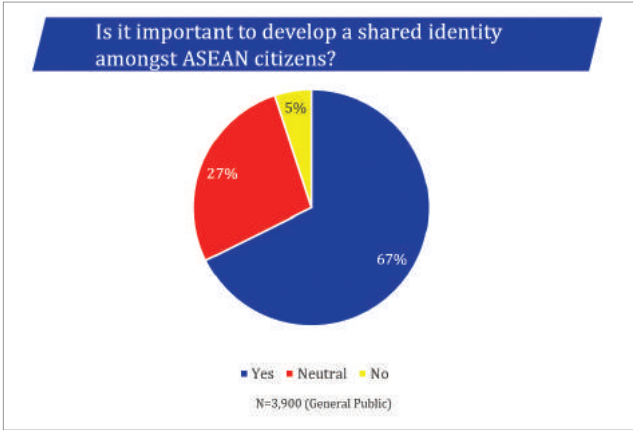
**Figure 4:
Level of Self-Identification as ASEAN Citizens by Country (Unweighted Data)**



In addition, the survey further examined the general public’s perception on the importance of “Shared Identity”. The following message was included as a prompt to respondents, in order to align their understanding and definition of “Shared Identity”:

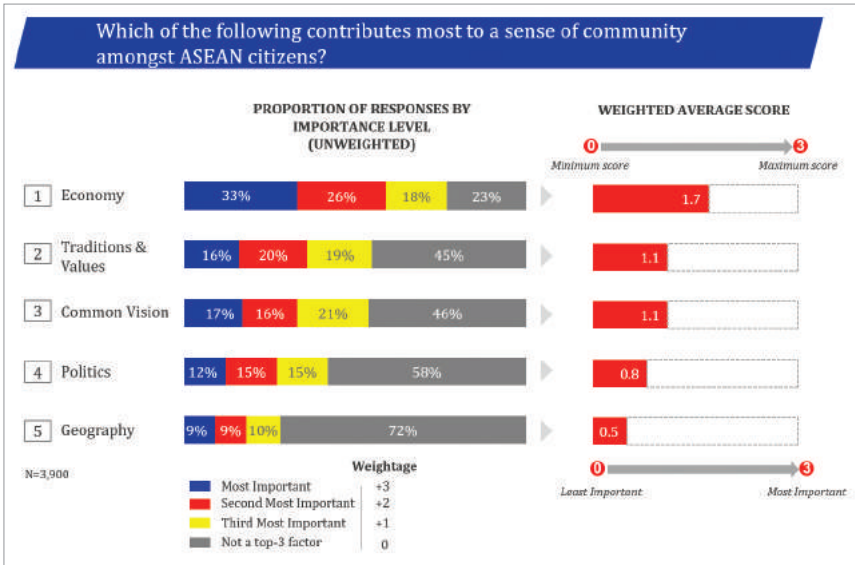
“A shared identity is typically defined as a set of common characteristics (for example, social values and culture) that citizens of any ASEAN nations can use to identify themselves and create a sense of belonging to the ASEAN Community, regardless of their country of origin.”

**Figure 5:
Importance of “Shared Identity”**



Approximately two-thirds of the general public agreed that a shared identity is important for a successful regional integration. An optional open-ended question reveals that the general sentiment is centred around the view that “Togetherness is better than being alone”.

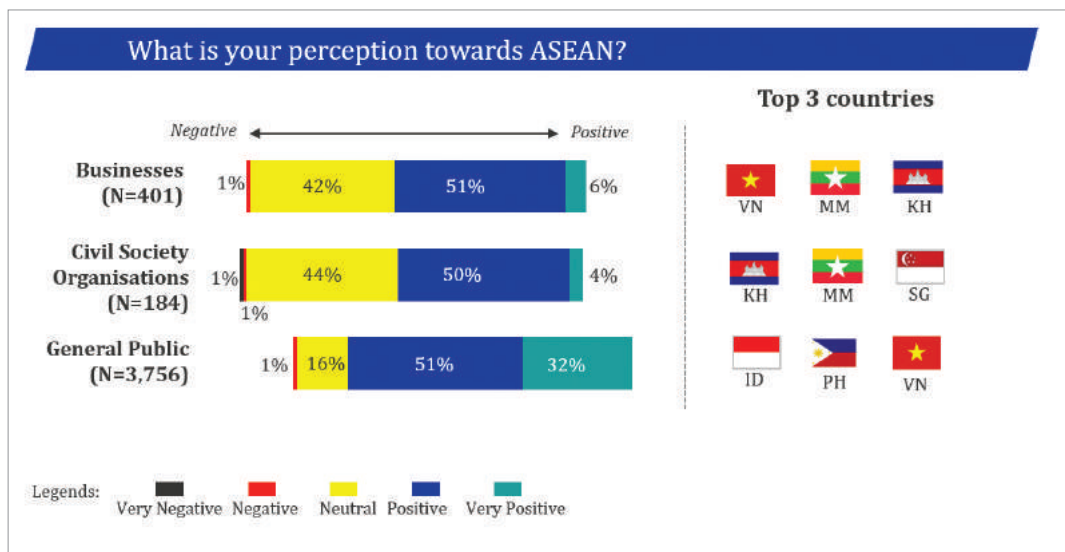
**Figure 6:
Factors Contributing to “Shared Identity”**



The respondents were subsequently asked to select top 3 factors contributing to “Shared Identity” and rank them in order of importance. The survey reveals that economy is perceived to act as a catalyst in creating a sense of belonging and shared identity. To a lesser extent, traditions, values and a common vision are also seen as critical in creating a shared identity.

3.3 General perception towards ASEAN

Figure 7:
General Perception towards ASEAN by Stakeholder Group



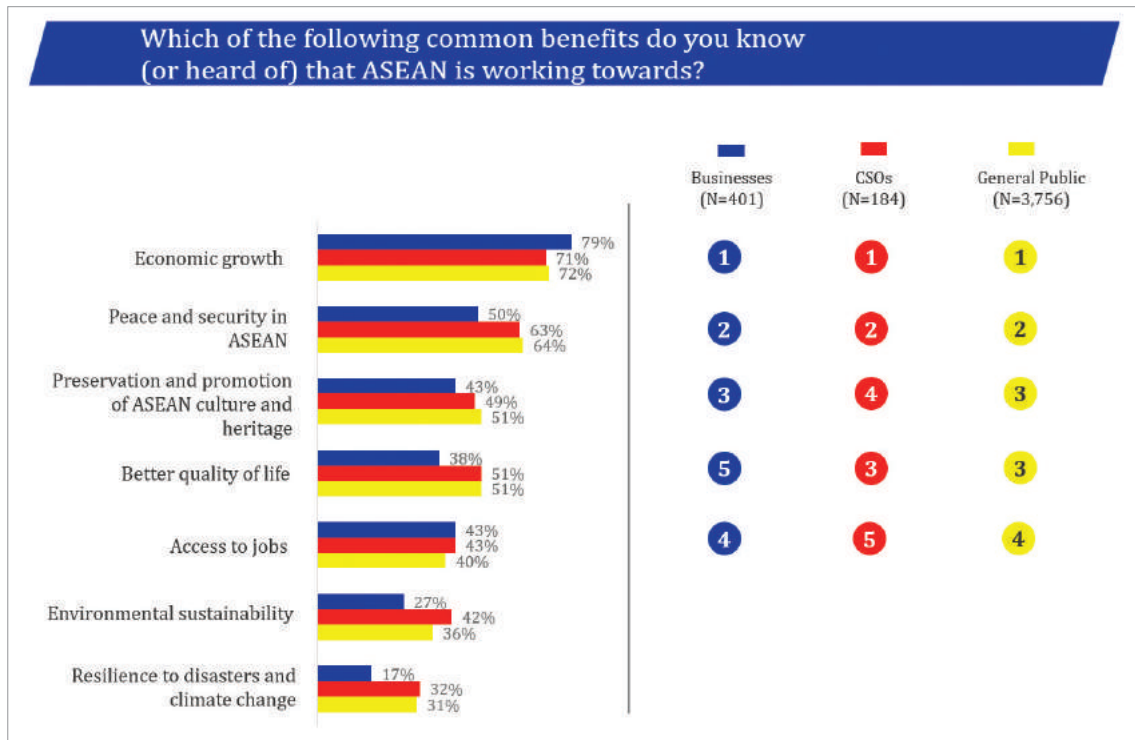
Overall, most respondents across different stakeholder groups expressed a positive perception towards ASEAN. In-depth interviews with businesses and CSOs reveal that the key determinant is ASEAN’s vision and capability in implementing policies that positively impact the ASEAN community.

Nevertheless, approximately two-fifths of businesses and CSOs feel “Neutral” towards ASEAN. There are two key contributors to such a perception. Firstly, there appears to be a lack of exposure to ASEAN policies. For example, some respondents in several ASEAN Member States reported a significant decrease in communications when the chairmanship was passed on to other countries. Another reason is the lack of communication around positive impacts brought about by ASEAN.

3.4 Opinions towards the ASEAN Community

Overall, most stakeholder groups share the same view on the overall benefits of the ASEAN Community. “Economic growth” is ranked as the top key benefit, scoring >70% across the groups. “Regional peace and security” is ranked second, scoring >50% across the groups. “Preservation and promotion of ASEAN culture and heritage” is also recognised as another key common benefit.

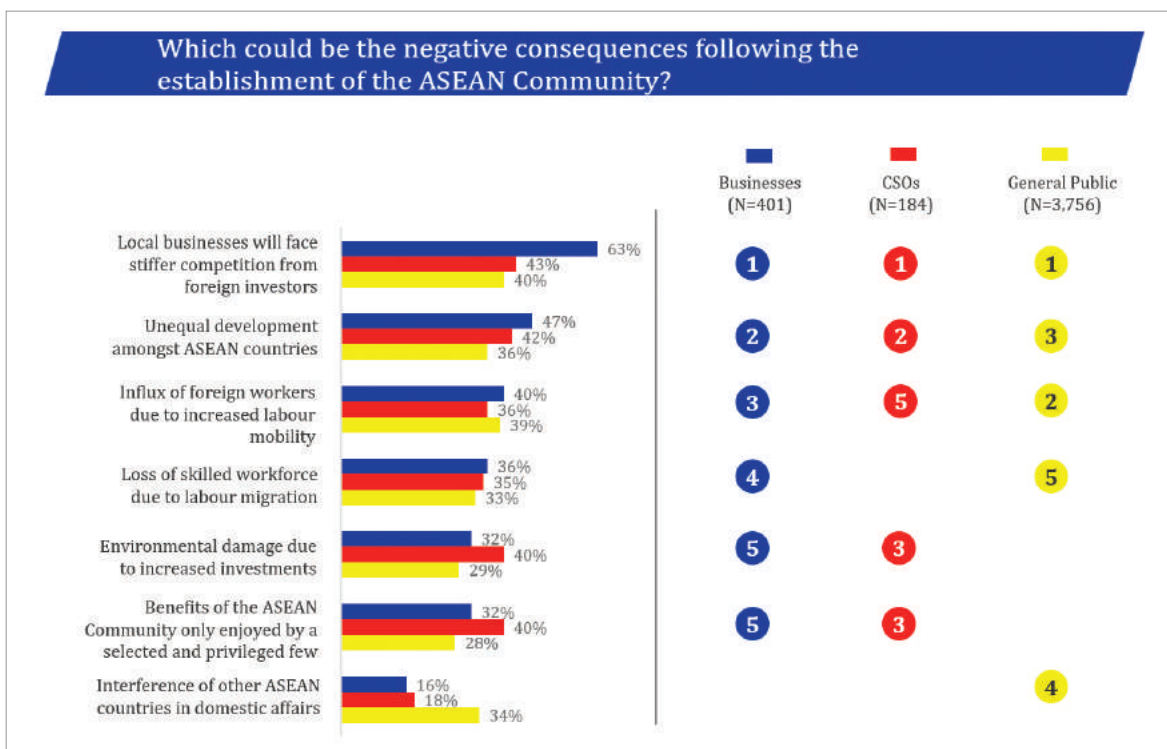
**Figure 8:
Top 5 Common Benefits of the ASEAN Community**



Based on in-depth interviews, economic growth agenda was put under a spotlight following the official launch of the AEC back in 2015. Key initiatives such as the establishment of Free Trade Agreements and the commitment on Non-Tariff Barriers (NTBs) have captured the public’s interest. Some respondents stated that they have felt benefits as a result of these initiatives.

Of all the benefits put forth by the ASEAN Community, “*Environmental sustainability*” and “*Resilience to disasters and climate change*” are the least recognised. These benefits are mainly recognised within niche interest groups. Respondents stated that the ASEAN Community has yet to produce and showcase tangible impacts in order to attract wider interest from the public.

**Figure 9:
Top 5 Negative Consequences of the ASEAN Community**



“Stiffer competition from foreign investors” is identified as the top shared concern, especially amongst businesses (63%). In most countries, more than half of businesses expressed concern on this subject. Based on in-depth interviews with businesses and CSOs, the existence of the AEC is admittedly creating greater apprehension about intra-regional competition, especially in the Micro, Small and Medium-sized Enterprises (MSME) sector. While it is the duty of local governments to ensure their nation’s competitiveness, respondents hope that ASEAN can soften the impact by imposing better regulations on intra-regional competition.

“Unequal development amongst ASEAN countries” is identified as another top concern. Some respondents believe that the attempt to integrate may burden less developed nations to accelerate unrealistic economic growth and to implement costly policies in order to keep pace with more developed nations.

“Influx of foreign workers due to increased labour mobility” is also amongst the top issues causing concern. Across the region, approximately 2 in 5 respondents across the groups voiced this concern.

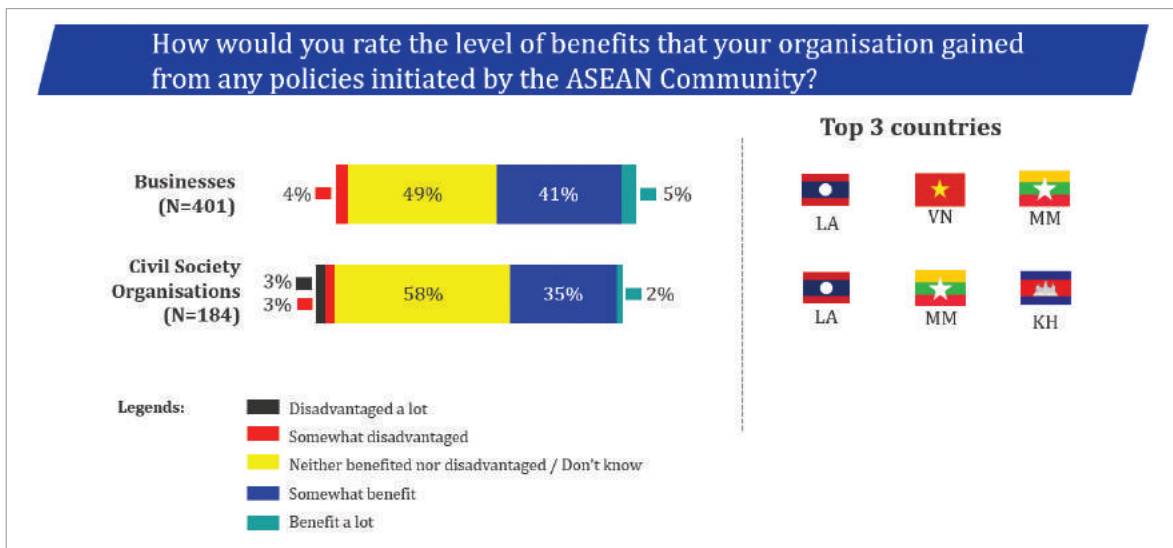
Interestingly, “Environmental damage due to increased investments” and “Benefits of the ASEAN Community only enjoyed by a selected and privileged few” are unique concerns (i.e. ranked in top 3) to CSOs.



4.1 Perceived benefits of the ASEAN Community

The overall level of perceived benefits amongst businesses and CSOs sits at a moderate level, as illustrated in Figure 10. It is, however, higher amongst businesses, with 46% indicating that they have felt some level of benefits.

Figure 10:
Level of Perceived Benefits Gained from ASEAN Policies (Businesses and CSOs)



The primary shared benefits felt by businesses surveyed are larger market access, favourable trade policies (e.g. tax reduction and exemption, free trade agreements), increased cooperation in human capital, and improvement of infrastructure. Another recognised benefit is the visa-free policy, which helps boost tourism and increase the ease of conducting business in the region. Cambodia, Lao PDR, Myanmar and Vietnam (or CLMV countries) countries reported a significant level of benefits received (>60%).

Nevertheless, almost half of the businesses surveyed still feel that the policies implemented by ASEAN have yet to create substantial impacts to their businesses in the long term. Some respondents reported that they could not pin point whether the benefits originated from ASEAN's mandate or from bilateral agreements between countries.

The story is, however, reverse for CSOs. As illustrated in Figure 10, only 37% of CSOs indicated some level of benefits due to ASEAN policies. Respondents reported key benefits which include an increase in knowledge sharing, and freedom to travel for international assignments.

Many CSOs also reported no working relationships with ASEAN, noting that social policies are usually cascaded down from the national government with no reference to ASEAN. Hence, it can be difficult for CSOs to gauge whether the benefits are a direct result of ASEAN's mandates. In order to increase the level of benefits to CSOs, the following actions were suggested:

- Prioritise key areas, create clear visions and policies, and ensure cohesive communications to all stakeholders;
- Establish direct working relationships with CSOs; and
- Provide planned supportive programmes (e.g. scholarships, educational programmes, legal consultations, intra-regional cooperation and facilitation).

Figure 11:
Level of Perceived Benefits Gained from ASEAN Policies (General Public)

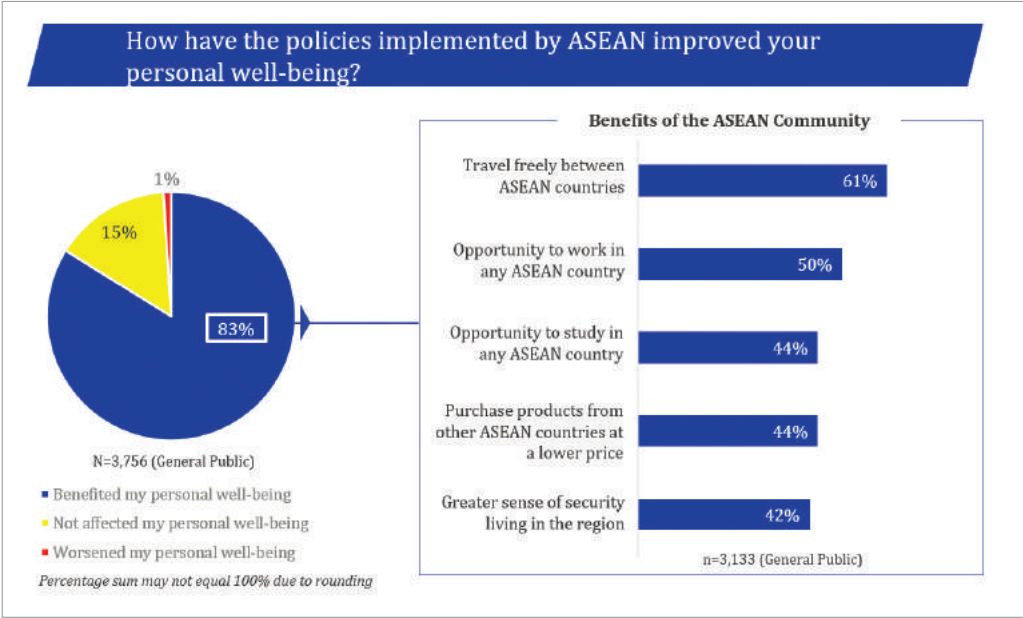
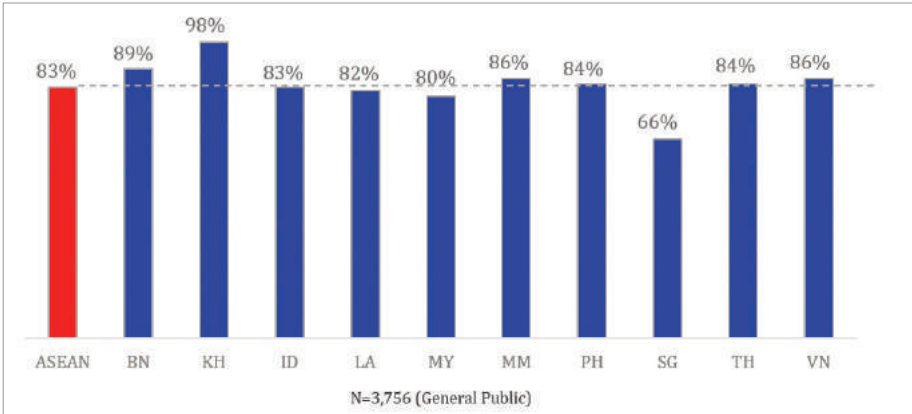


Figure 12:
Level of Perceived Benefits Gained from ASEAN Policies by Country (General Public)

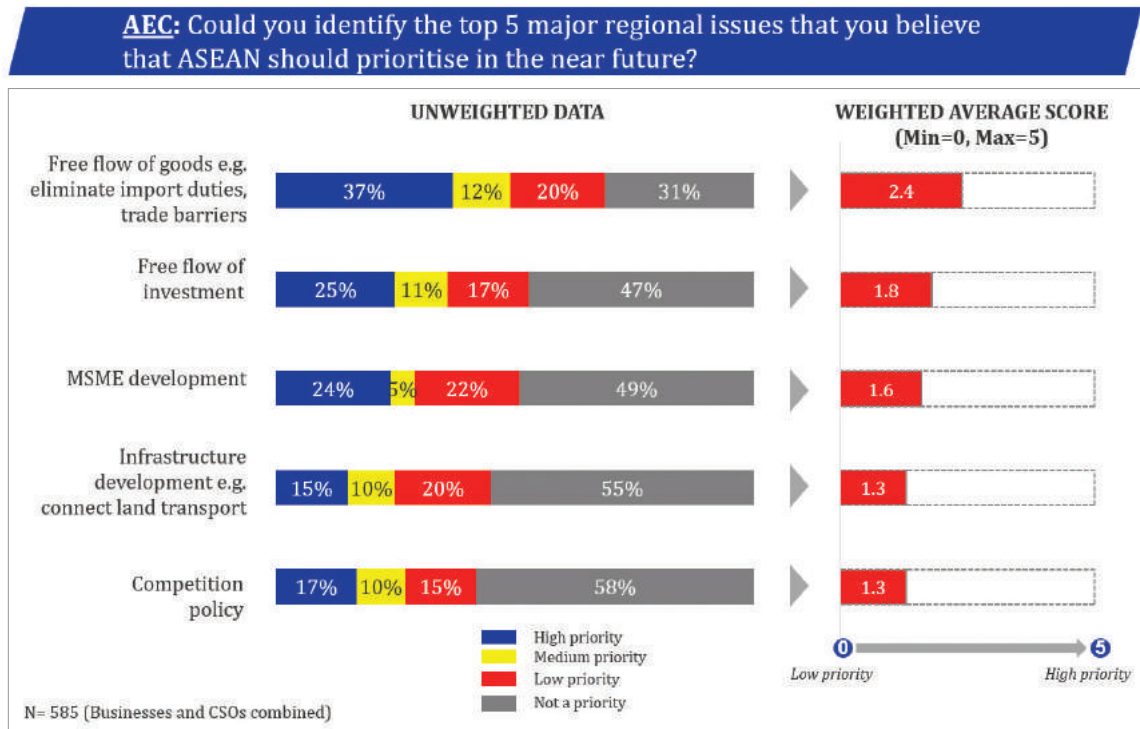


Amongst the general public, the level of perceived benefits is considered high. As illustrated in Figure 11, approximately 4 in 5 of the respondents feel that they have benefited from the ASEAN Community. The ability to travel freely between ASEAN countries is one of the key shared benefits perceived amongst the general public.

4.2 Key regional issues

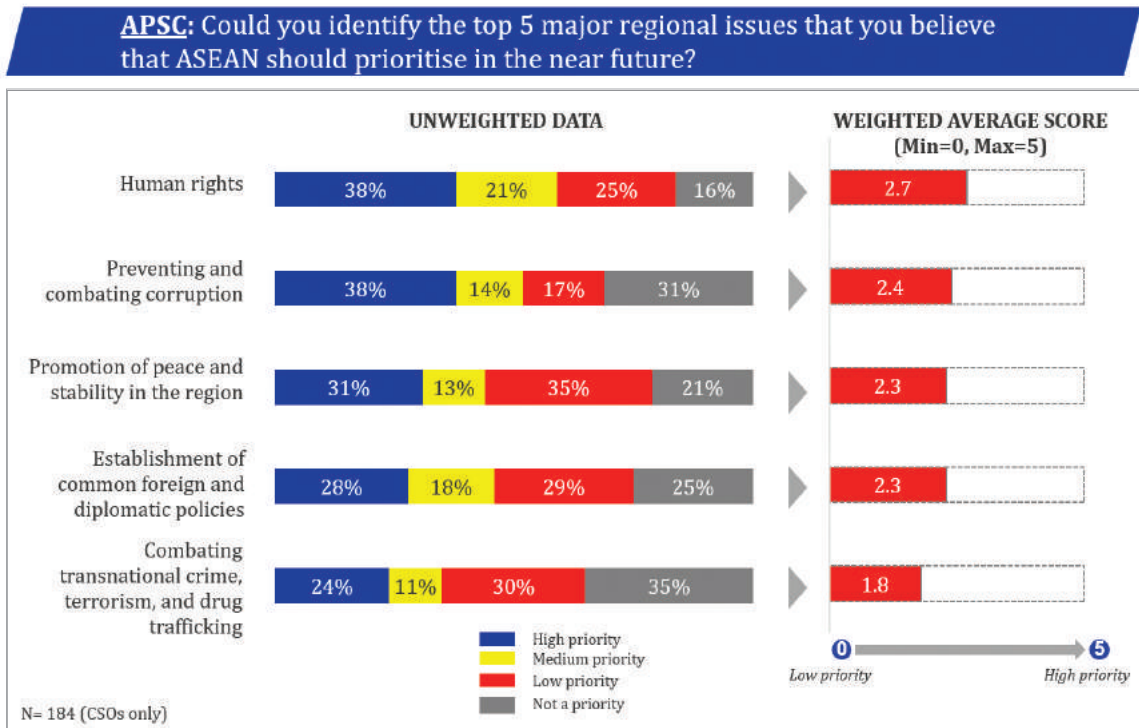
For businesses and CSOs, the respondents were asked to identify the top 5 regional issues and rank them in order of priority.

Figure 13:
AEC - Top 5 Regional Issues to Prioritise



Under the AEC’s agenda, “Free flow of goods” tops the chart with 2.4 weighted average score. According to the respondents, free flow of goods goes hand-in-hand with services, investments, and capital. The improved circulation of goods and services within the region will create a more favourable trading environment and attract more investment into the region. Nevertheless, some respondents, especially amongst businesses, voiced concern about the potential overflow of foreign products, which could be destructive to local businesses, especially the MSME sector. “Free flow of investment” is ranked second on the regional level, albeit opinions differ greatly when looking at a country level. “MSME development” is ranked third as a key concern amongst businesses and CSOs. In addition, “Infrastructure development” and “Competition policy” are also identified in the top 5.

Figure 14:
APSC - Top 5 Regional Issues to Prioritise



For the APSC’s agenda, as part of the survey design, only CSOs were asked to rank the top 5 regional issues as they usually have more intimate knowledge of these topics. Overall, “Human rights”, “Prevention and combating corruption”, “Promotion of peace and stability”, and “Establishment of common foreign and diplomatic policies” are ranked closely and are identified as the key regional political-security issues to prioritise.

As with the APSC, the top regional issues under the ASCC’s agenda were asked only amongst CSOs. As illustrated in Figure 15, “Promotion of education and employment opportunities for youths” and “Promotion of social justice and rights” stand out as the key social issues that ASEAN should prioritise. According to the respondents, in the long term, adequate education to youths is a foundation for improving other social issues such as poverty.

Figure 15:
ASCC - Top 5 regional issues to prioritise

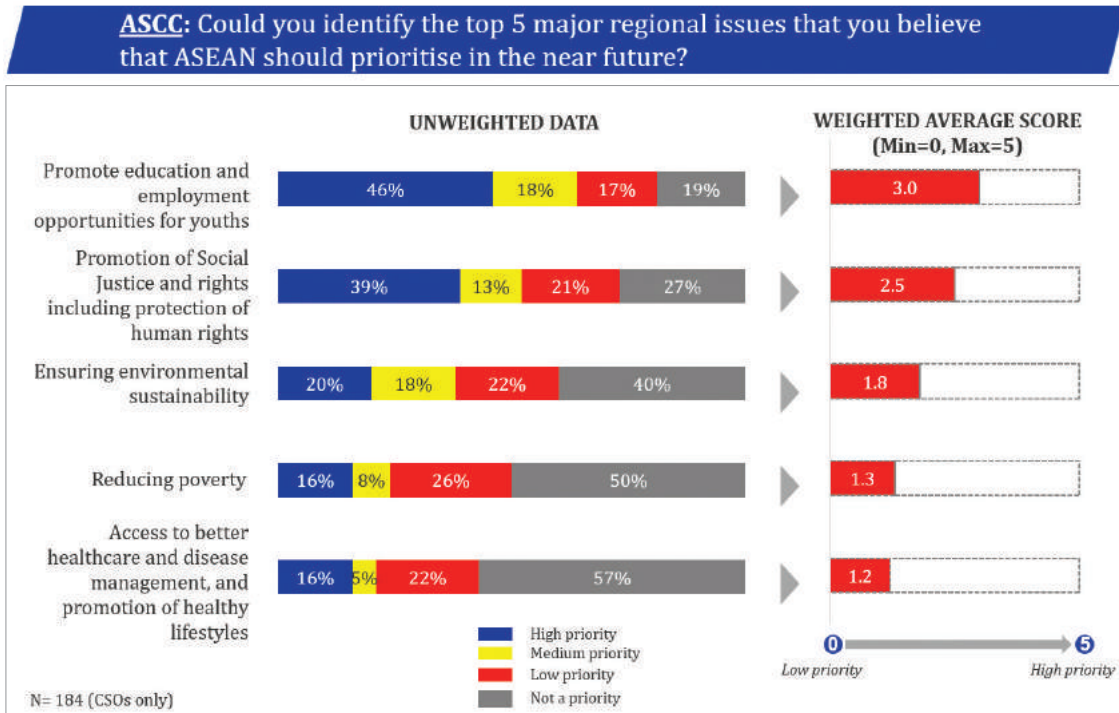
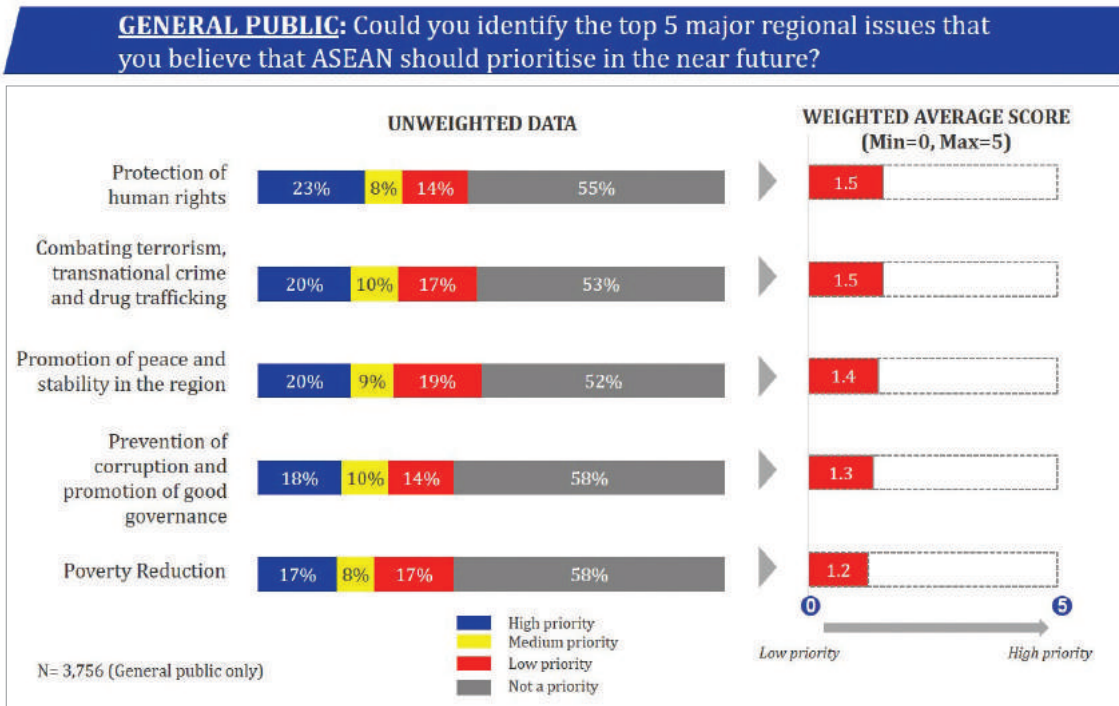


Figure 16:
Top 5 Regional Issues to Prioritise (General Public)

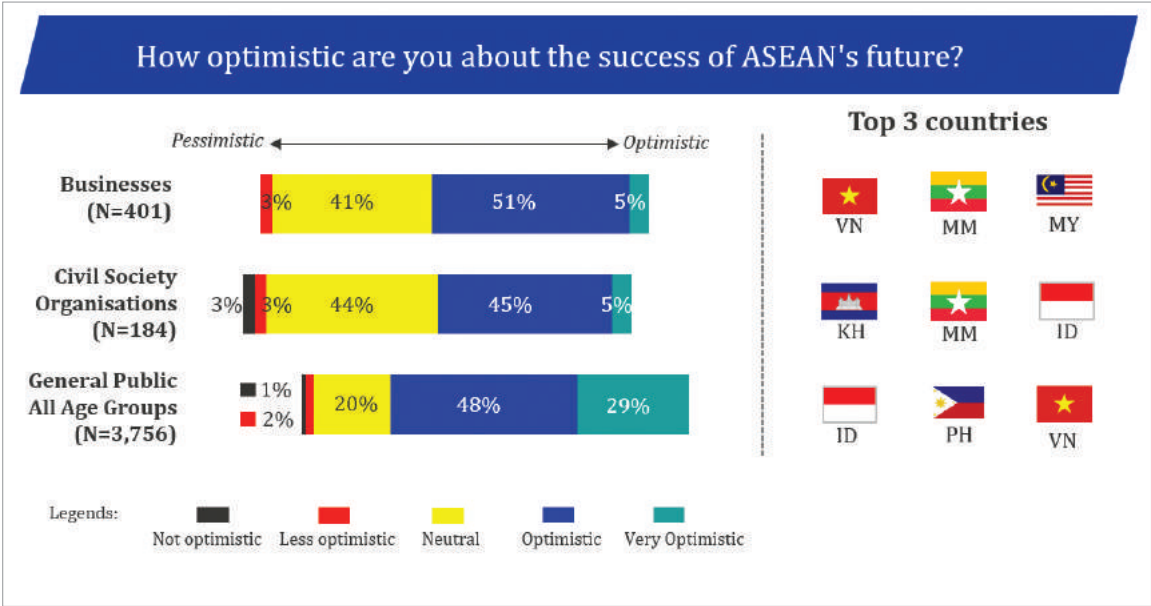


The survey also investigated the general public’s perspectives, although in this case the survey did not ask respondents to rank the top 5 issues for each of the ASEAN Community pillar. In consideration of the time taken to complete the survey and the complexity of the question, a balanced set of topics was pre-selected from each pillar for the respondents to rank as a whole.

As illustrated in Figure 16, the survey reveals that the general public’s view on key regional issues is less uniform. Many top regional issues scored quite closely on a weighted score system. Therefore, no issues distinctively stand out. Interestingly, there is a pattern that political-security issues are considered more urgent concerns. In contrast, “Building disaster resilient nations” and “Promotion of gender equality” are identified as issues that are the least concerning by the general public.

4.3 Optimism towards ASEAN’s future success

**Figure 17:
Level of Optimism about the Success of ASEAN’s Future**



In general, most stakeholders are optimistic about the future of ASEAN. The level of optimism is distinctively high amongst the general public, with 4 in 5 members of the general public expressing some level of optimism about the future of ASEAN.

Overall, approximately half of businesses and CSOs voiced positive views on the future success of ASEAN. Businesses are slightly more optimistic (56%), when compared to CSOs (50%). Nevertheless, both stakeholder groups share the same views on why they are confident in the future of the ASEAN Community.

Based on in-depth interviews, the majority of the respondents recognised ASEAN's contribution in promoting regional stability and economic development since its establishment. This, coupled with its long-standing role in the region, are seen as a testament to how the organisation can be successful in the future.

The majority of the respondents stated their full support of regional integration. Deeper cooperation amongst Southeast Asian nations is perceived to help each member state solve social, economic, and political issues together with much less interference from countries or institutions outside the region. While the true impact of the ASEAN Community is still to be assessed at this stage, many respondents expressed high level of hope for a brighter future under ASEAN's leadership.

However, a number of businesses and CSOs is still doubtful about the future of ASEAN. Most notably, the relative lack of communication on ASEAN's policy impacts has placed skepticism on the success of ASEAN. Respondents reported having no clear understanding of the visions and policies of ASEAN, including the ASEAN Community. Such a lack of awareness of ASEAN's future plans results in a neutral view towards its success.

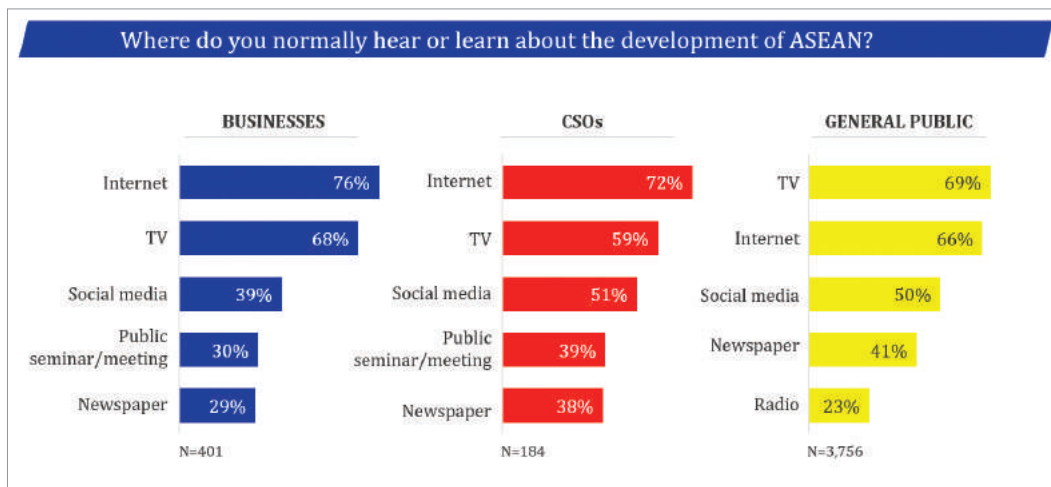
Secondly, there is a shared view, especially amongst CSOs, that ASEAN still lacks a holistic approach to community building. Some respondents perceived a shortage of effective social policies. Hence, the aspiration in creating a single community has been questioned.

Thirdly, there is a perception amongst businesses and CSOs that ASEAN's authority and power of enforcement is still limited. This may create a misalignment between ASEAN's policies and national government policies, which subsequently affects the pace of development.



5.1 Sources of information

Figure 18:
Passive and Active Information Sources Used for Receiving
Information about ASEAN Developments



Consumption of ASEAN development information falls into similar media patterns, regardless of whether the consumers are businesses, CSOs, or the general public. Internet, TV, and social media are the primary sources of information across all three audience categories.

Apart from these primary information sources, public meetings and seminars also play a very important role in communications with businesses and CSOs. They are deemed to be good communication tools to deliver in-depth information on selected topics, as well as to expand professional networks. Other traditional media such as newspaper and radio are also occasionally used amongst all types of stakeholders.

5.2 Exposure to ASEAN-related information

The respondents were asked to select different ASEAN efforts that were made known to them through media or via information provided by their local government in the past two years.

The overall exposure levels for all stakeholder groups are in the “Low exposure” range (as illustrated in Figures 19, 20, and 21). Information about “*Promotion of free trade*” and “*Promotion of regional stability and peace*” are the two ASEAN-related topics that stakeholders most often come across.

Figure 19:
Exposure to ASEAN's Efforts – Businesses

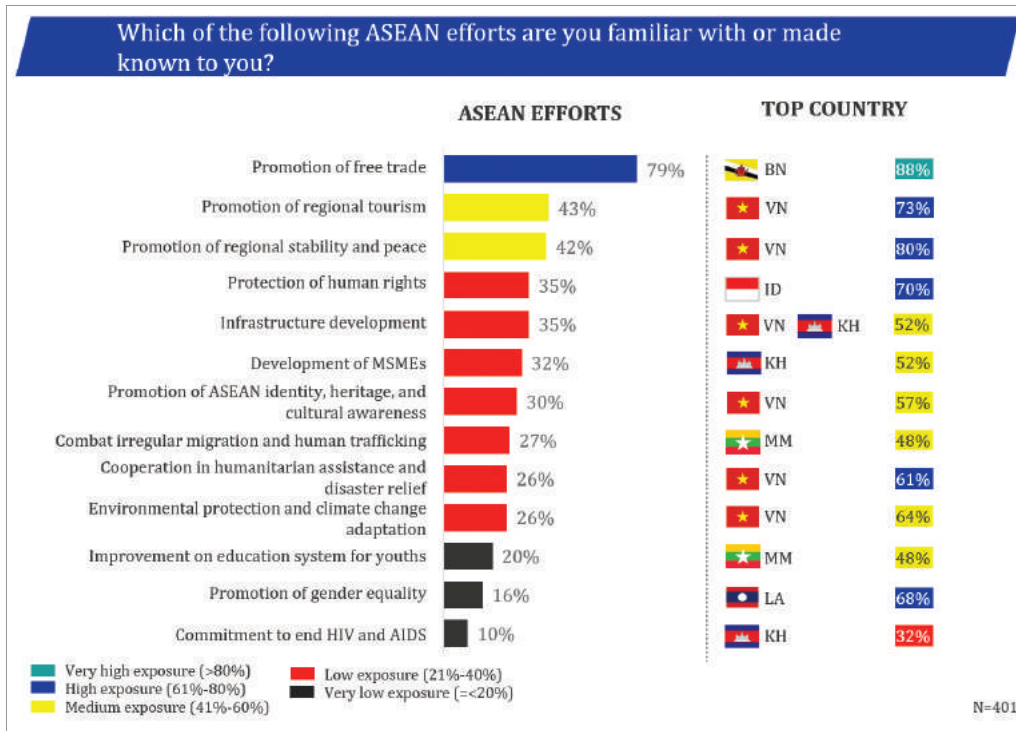
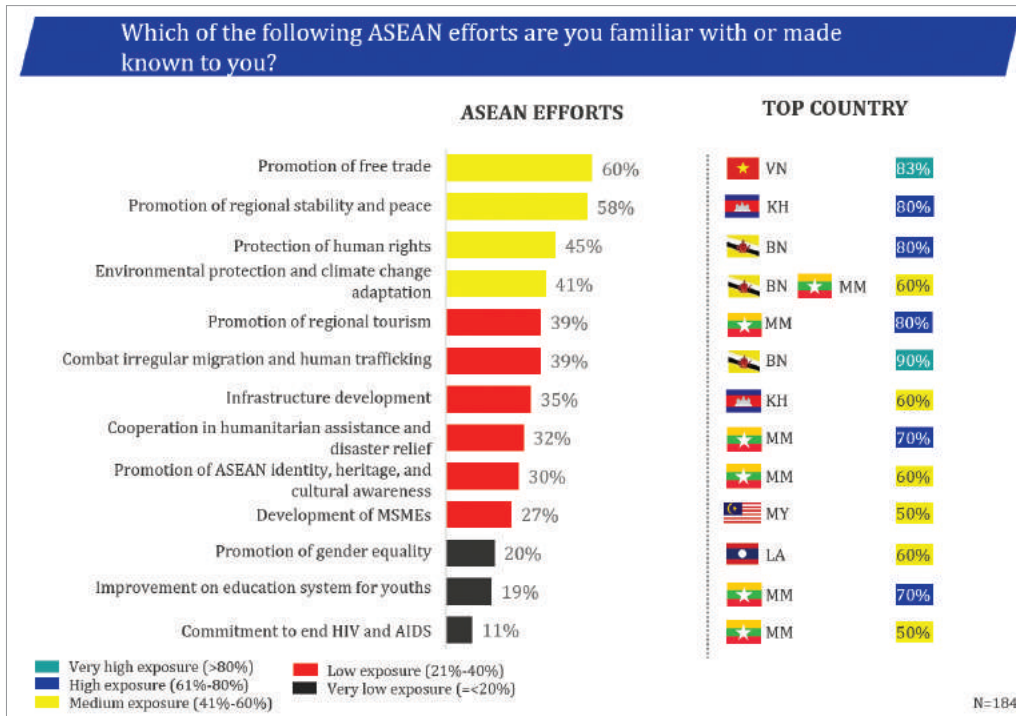
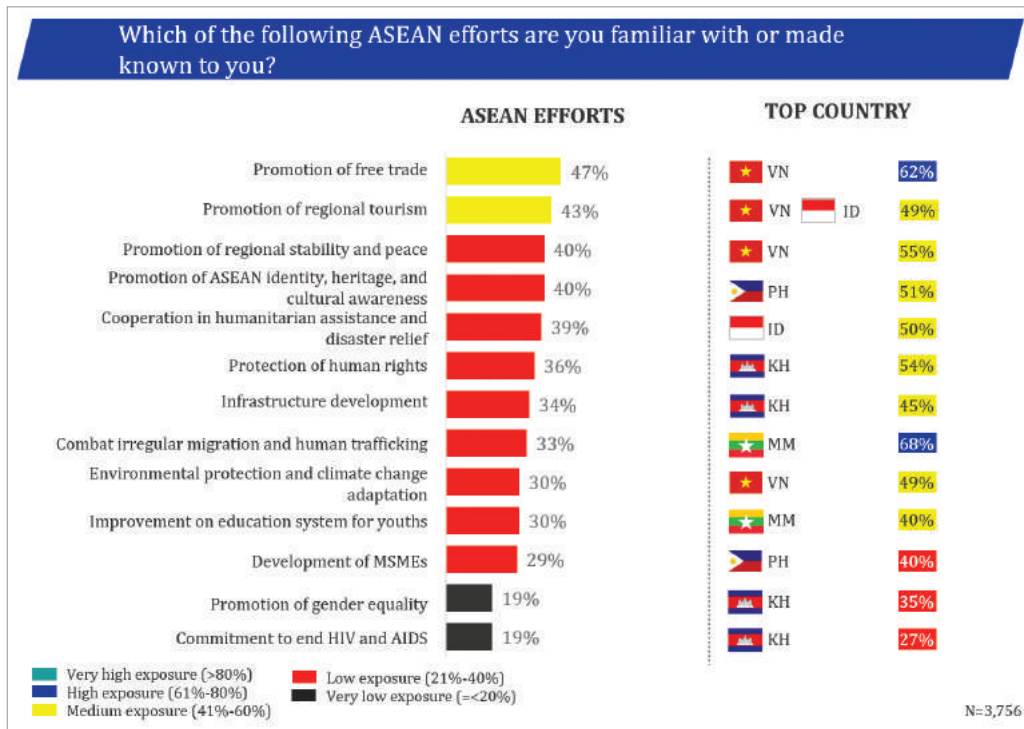


Figure 20:
Exposure to ASEAN's Efforts – CSOs



**Figure 21:
Exposure to ASEAN's Efforts – General Public**



The level of exposure also varies by stakeholder type. Within the business community, several economic initiatives are more widely known compared to other stakeholder groups. For CSOs, the level of exposure is more diverse, with other political-security and socio-cultural agenda such as human rights and environmental protection peaking in the top 5. Overall, apart from the “*Promotion of ASEAN identity, heritage, and cultural awareness*”, socio-cultural agenda received the lowest scores for exposure.

5.3 Active information searching

When looking at the rate of active information searching (i.e. voluntarily looking for detailed information on ASEAN’s efforts and policies), the general public is more likely to look for more detailed information (53%).

Amongst businesses and CSOs, the majority of respondents across most countries (>70%) showed no interest in active information searching (with Lao PDR being the only exception). A significant number of respondents, especially smaller organisations, further expressed that some ASEAN policies do not directly impact their operations (e.g. policies favoring large investors, operations focused only on home markets or outside ASEAN). Therefore, there has been no trigger for them to actively search for ASEAN-related information in detail.

Figure 22:
Active Information Searching Behaviour

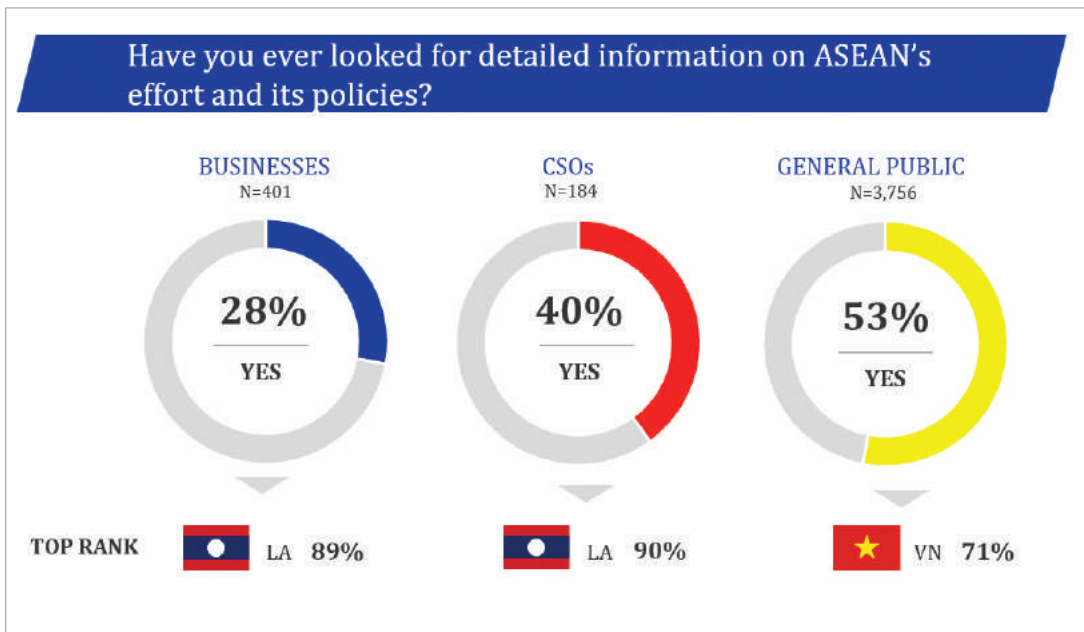
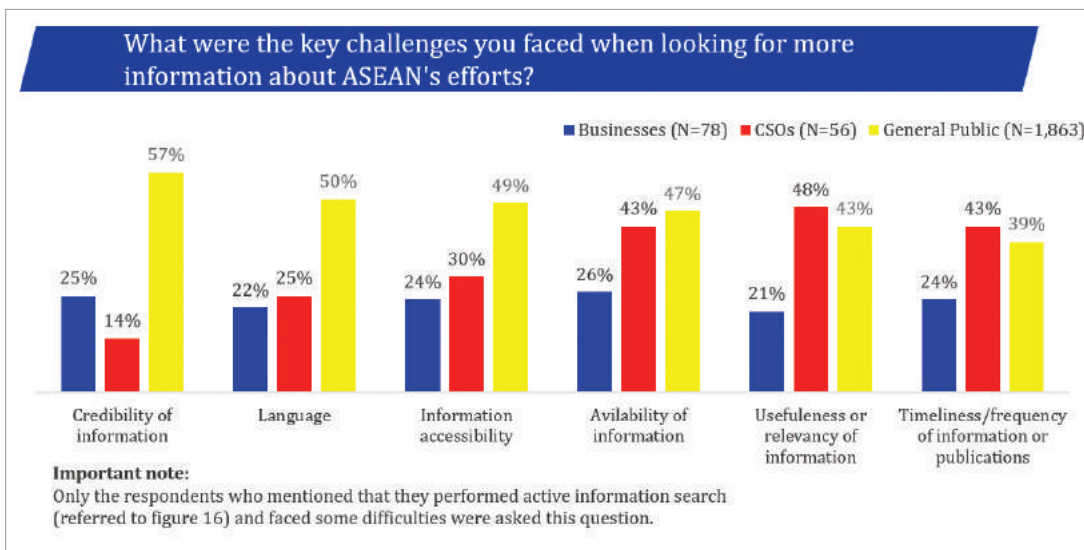


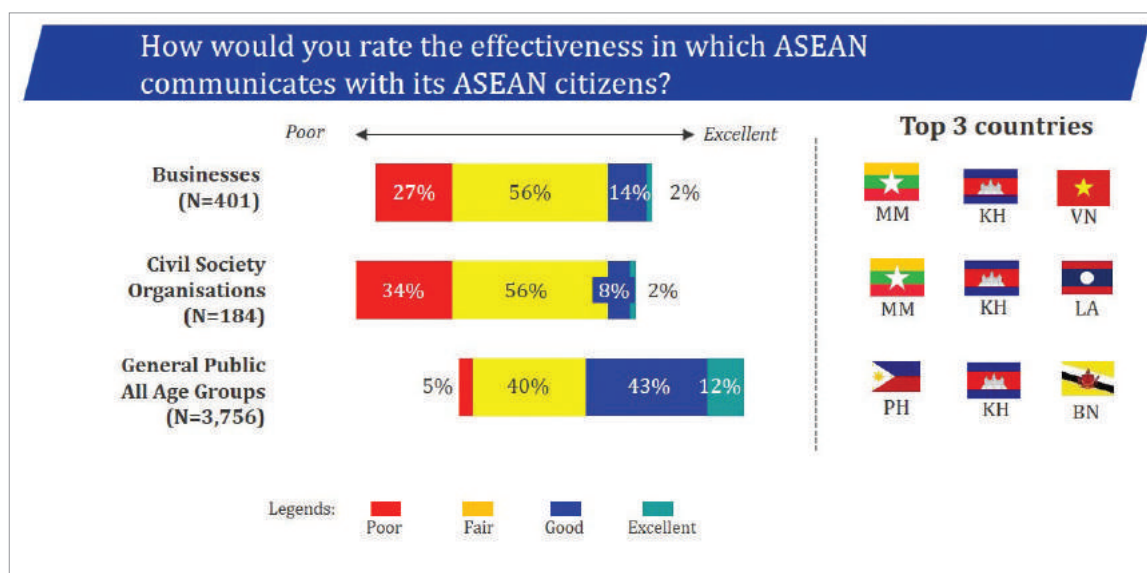
Figure 23:
Key Challenges Faced in Active Information Searching



The survey reveals that different stakeholder groups experienced different sets of challenges. The key challenges faced by CSOs are “usefulness/relevance” (48%), “availability” (43%), and “timeliness of information” (43%).

5.4 Overall effectiveness of ASEAN communications

Figure 24:
Overall Effectiveness Levels of ASEAN's Communication Effort



Collectively, amongst businesses and CSOs, less than 1 in 5 respondents perceived that ASEAN's communication is effective ("Excellent" and "Good"). For both businesses and CSOs, the rating is particularly high in Myanmar (45% for businesses and 60% for CSOs) and Cambodia (41% for businesses and 30% for CSOs).

Based on in-depth interviews, two key communication gaps have been observed:

– Audience engagement and relationships

There is a perception amongst the respondents that ASEAN mainly communicates with selected social classes (e.g. government ranks, large business groups, elites). In fact, the majority of respondents reported not having any working relationships with ASEAN. This has caused a lack of interest to follow ASEAN-related information.

– Context and relevance

While respondents reported having seen campaigns promoting the regional integration, groundwork in helping stakeholders understand the true purpose of the ASEAN Community, its role, and benefits is deemed insufficient. This sense was confirmed by the low level of knowledge about the ASEAN Community. In addition, since the launch of the ASEAN Community, some respondents feel that much of the active communications have faded and been kept at a fairly general level (e.g. appearances at meetings and summits, and daily news coverage).

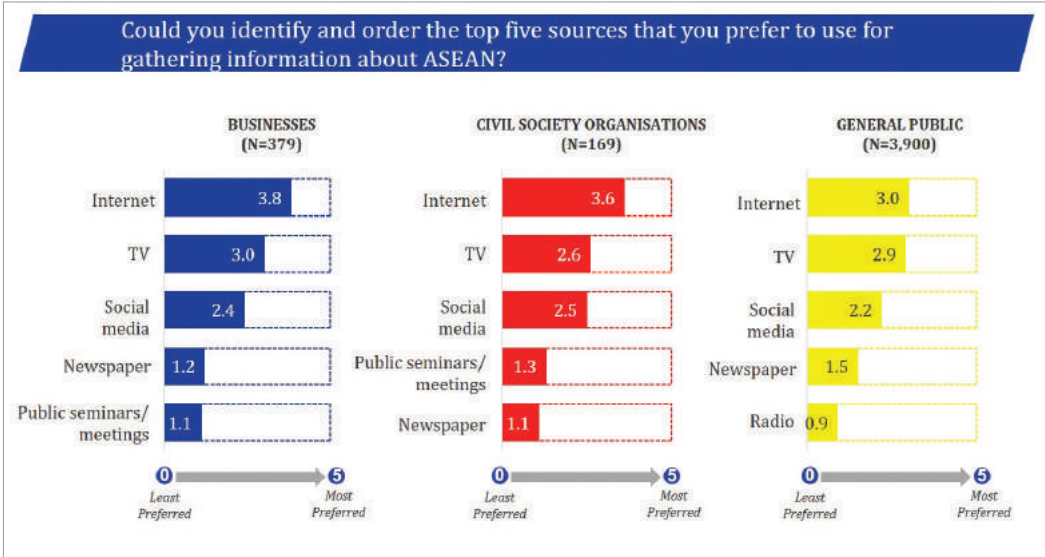
The result is, however, more positive amongst the general public. Across the region, approximately half of the general public think that ASEAN’s communication is effective. The perception level is high in the Philippines (70%), Cambodia (62%), and Brunei Darussalam (61%).

5.5 Preferred communication channels and contents

The respondents were asked to select and rank their top 5 preferred communication channels. It is important to note that the results reflect respondents’ preferences and are not necessarily the most effective or reflective of ASEAN’s views. The analysis employed the weighted score system to assist with the prioritisation process. The score ranges from 0 to 5, with a score closer to 5 indicating a higher level of preference.

The results show that the internet, TV, and social media lead as the most preferred communication channels. These channels are considered primary sources of information. Amongst the general public, the survey also reveals no significant differences in preferences amongst youths (aged 15-35) and adults (aged 36-55).

**Figure 25:
Preferred Communication Channels**



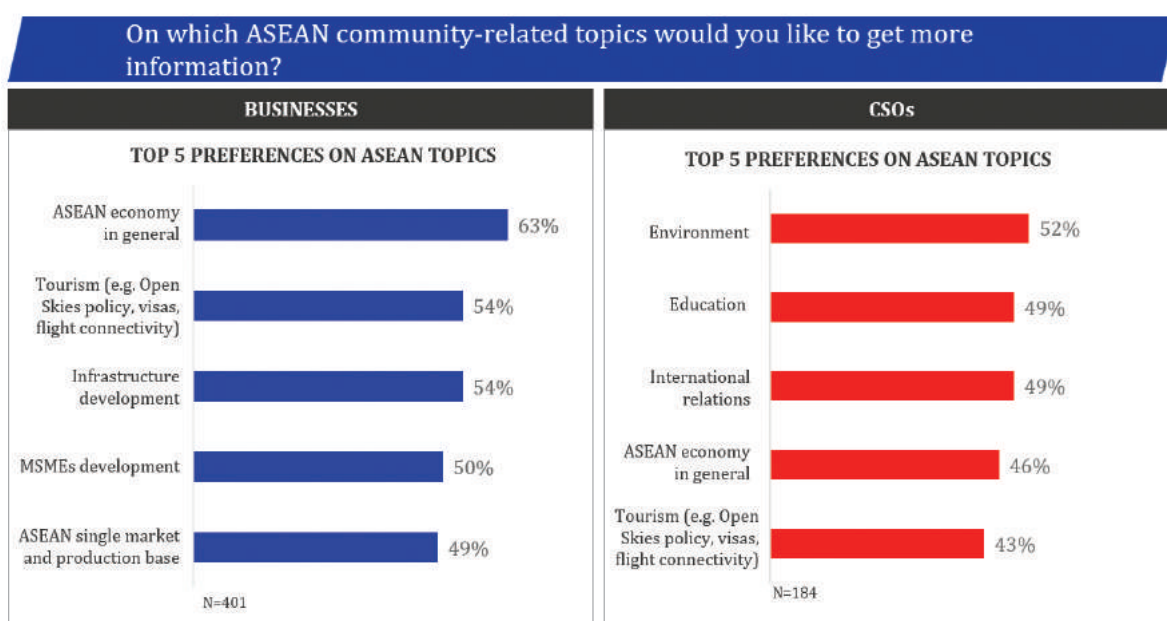
Hosting public seminars and meetings is an effective way to engage with academia and business audiences. Respondents in businesses and CSO groups find this form of communication particularly useful in obtaining in-depth information on ASEAN. They also observed that the current seminars and meetings being held are limited in terms of frequency and location.

Other traditional media such as daily newspapers and radio are still seen by the respondents as good channels to distribute information on ASEAN. Some of the respondents believe that this type of media can be particularly useful in promoting awareness in non-capital areas.

It is also important to note that the preferred secondary sources can vary greatly by country. Notable differences include:

- Preference for public meetings and seminars over radio in Indonesia and Vietnam;
- Preference for specialised government information channels over newspaper or radio in Thailand as official channels are considered more credible; and
- Preference for emails over radio in Malaysia and Singapore.

Figure 26:
Preferred Contents – Businesses and CSOs

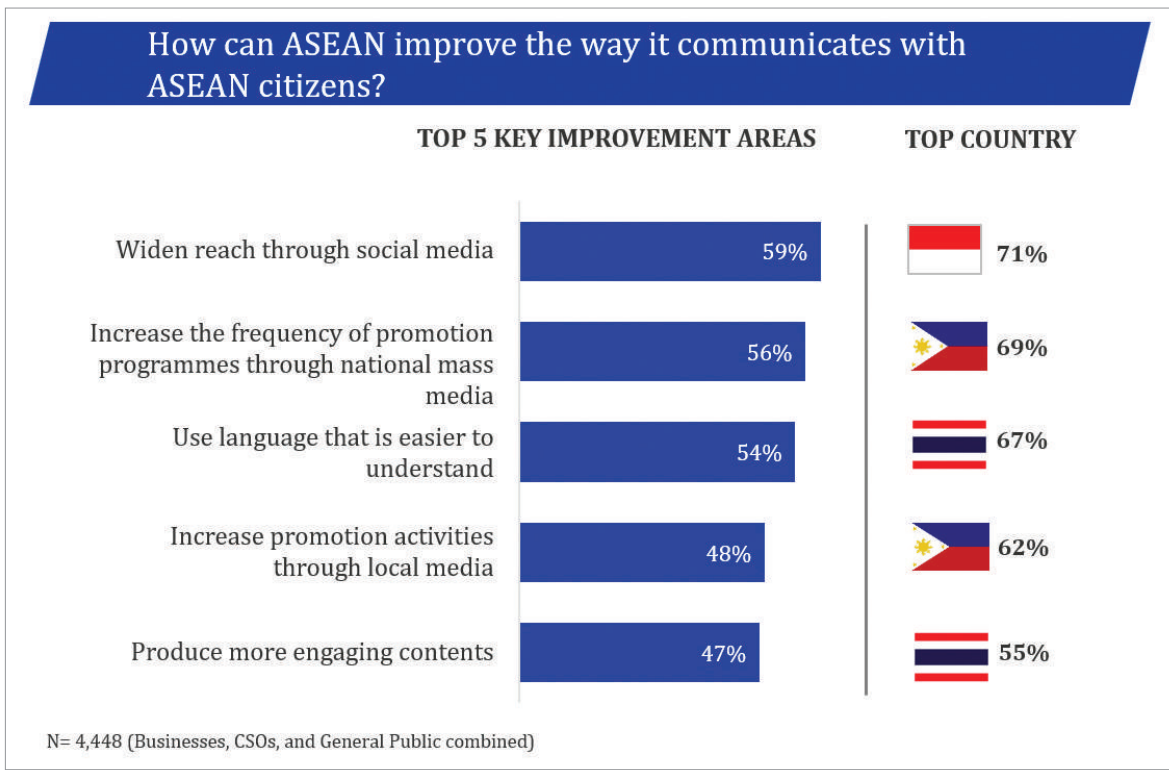


Respondents in businesses group generally show greater interest in economy-related topics. In similar fashion, respondents in CSOs group are curious about different types of social issues. For example, CSOs operating in the education space showed a stronger interest in the topic of education.

5.6 Improvement areas for communications

The survey asked respondents to identify how ASEAN can improve the way it communicates with ASEAN citizens. On a regional level, “Widen reach through social media”, “Increase the frequency of promotion programmes through national mass media”, and “Use language that is easier to understand” score closely as the top key improvement areas. This result is uniform across most countries.

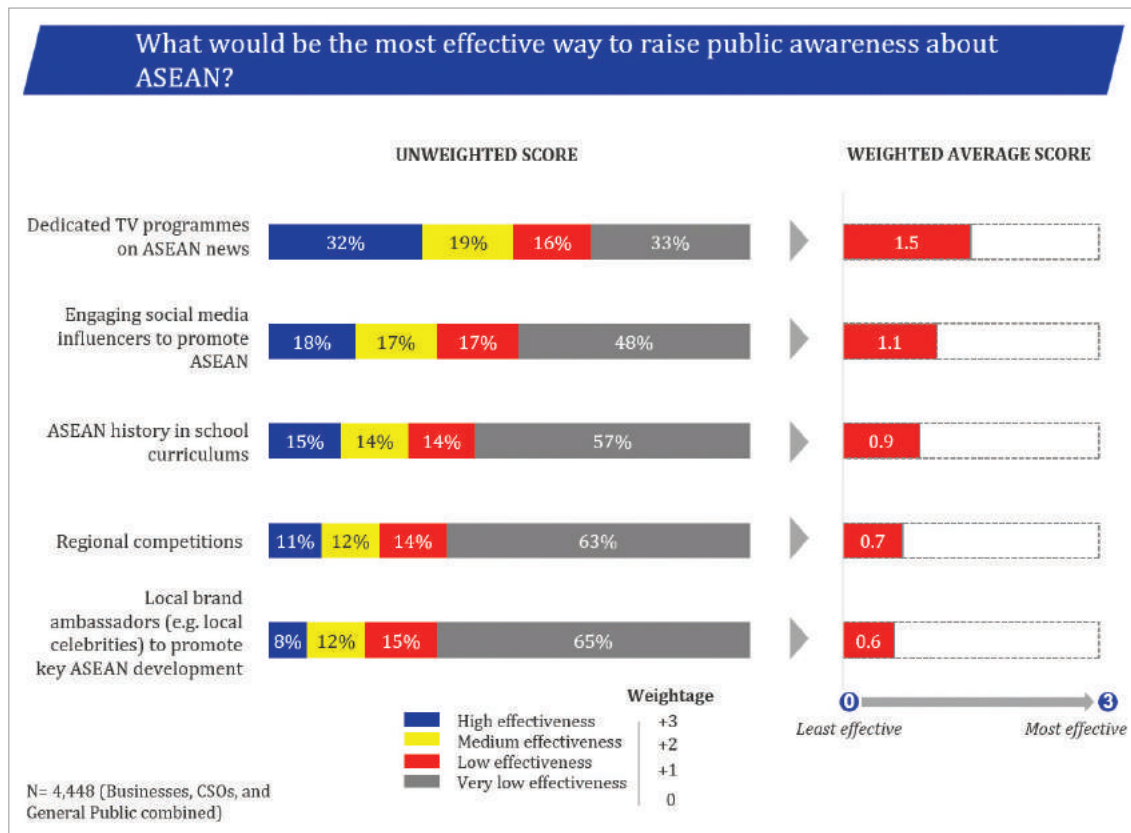
**Figure 27:
Ways that ASEAN can Improve its Communications**



5.7 Effective communication for public awareness

The respondents were asked to select and rank their top 3 options that they think are the most effective ways to raise public awareness about ASEAN. The analysis employed the weighted score system to assist with the prioritisation process. The score ranges from 0 to 3, with a score closer to 3 indicating a higher level of preference.

Figure 28:
Most Effective Ways to Raise Public Awareness about ASEAN



On a regional level, “Dedicated TV programmes on ASEAN news” stands out as the most effective according to the respondents. It also holds the top rank across all countries.

“Engaging social media influencers to promote ASEAN” is ranked second on a regional level. Its effectiveness is perceived to be high, particularly in the Philippines. In contrast, it is perceived to be less effective than other communication tactics in Lao PDR and Myanmar.

To a lesser extent, “ASEAN history in school curriculums”, “Regional competitions”, and “Local brand ambassadors to promote key ASEAN development” are deemed effective and score closely in the same range. Their perceived effectiveness also varies by country. For example:

- “ASEAN history in school curriculums” is perceived to be the least effective amongst Laotians ;
- “Local brand ambassadors to promote key ASEAN development” received a very low score amongst Cambodians.



With the objective of providing ASEAN with ways to improve its communications with key stakeholders, the following strategic issues are identified based on the survey results and respondent's perspectives:



ASEAN AND ITS ROLE IN THE REGION

■ STAKEHOLDER RELATIONSHIPS

Respondents from businesses and CSO groups predominantly associate ASEAN with being a high-level administrative body dealing with state governments and other privileged few. This has created a sense of disconnect from ASEAN. To alleviate this issue, some respondents suggested that ASEAN should minimise the hierarchy in transmitting information or establish direct relationships with its stakeholders. Furthermore, ASEAN should provide a platform for all stakeholders to voice their opinions on important initiatives.



COMMUNICATION STRATEGIES

■ COMMUNICATION CHANNELS

In order to raise public awareness, ASEAN should utilise television, internet, and social media as their main communication channels. According to respondents, ASEAN should prioritise increasing frequency of promotion programmes, as well as creating dedicated television programmes about ASEAN.

In relation to the internet, many respondents in the business and CSO segments stated the importance of having a single ASEAN information portal that contains all ASEAN-related information. While the ASEAN website (<http://asean.org>) intends to serve this purpose, it is deemed insufficient by many respondents (especially in the business segment) due to the lack of relevant and up-to-date information.

Lastly, social media is amongst the top preferred communication tools used by respondents. Facebook and Instagram were particularly mentioned as the most popular social media platforms in the region. ASEAN should consider creating more appealing content and utilising social media influencers in order to promote ASEAN.

■ MESSAGES AND CONTENT

According to in-depth interviews, many respondents deemed ASEAN and its policies less relevant to their organisations. Therefore, ASEAN should above all focus its messages around positive impacts and benefits to stakeholders. In terms of content, respondents expressed fondness for graphics and interactive content such as videos, short documentaries, quiz shows, and infographics. In addition, the use of abbreviations, jargons, and formal terminology should be avoided where possible.

■ CONTINUITY AND FREQUENCY

On a more strategic level, the study reveals an issue of communication continuity. The majority of respondents pointed out that ASEAN provides inadequate follow-up communications regarding reporting progresses, outcomes, and successes. This contributes to a low-level awareness and interest in ASEAN efforts amongst respondents. In another important case, respondents in Indonesia, the Philippines, and Singapore also observed that the intensity of communications faded once the chairmanship was passed on to other member states. Therefore, ASEAN should consider formulating a more consistent communication strategy and utilise national mass media to inform its stakeholders.

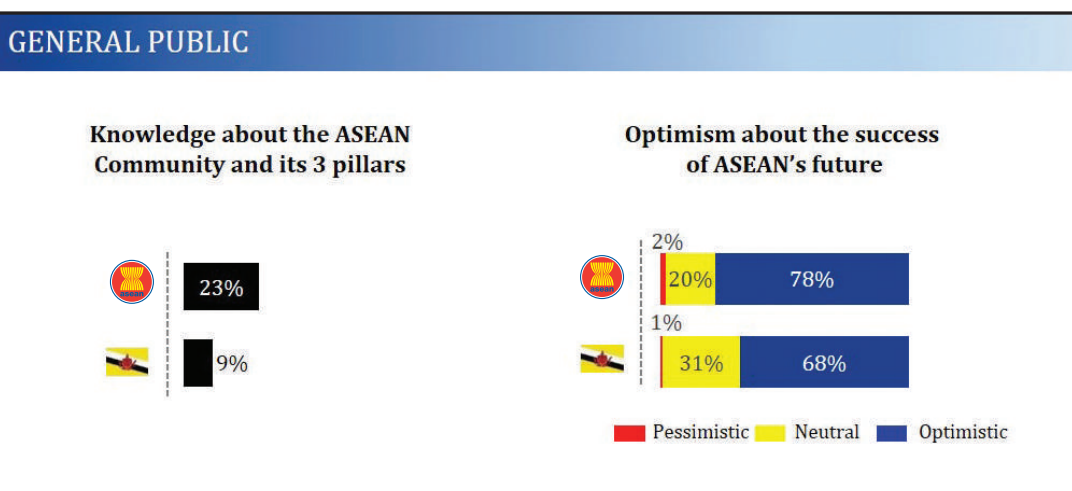
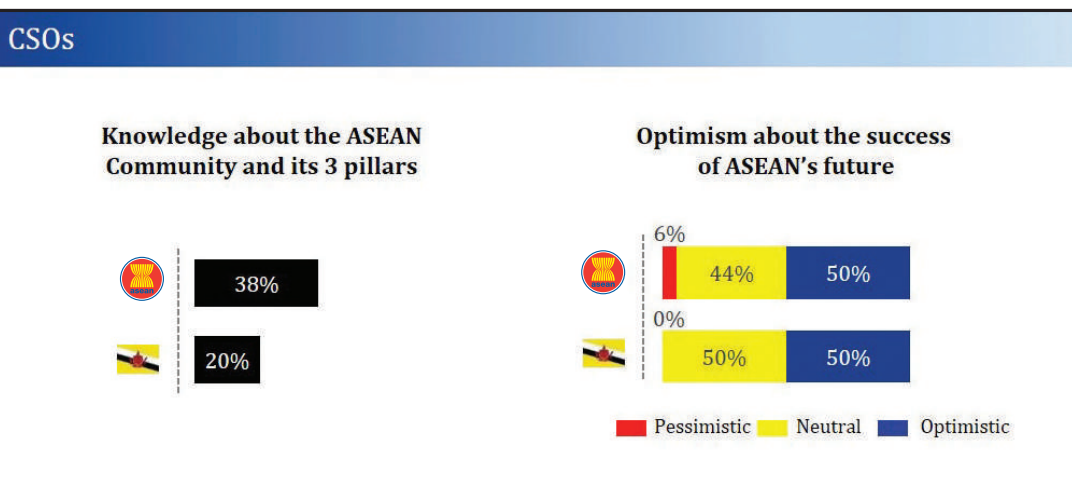
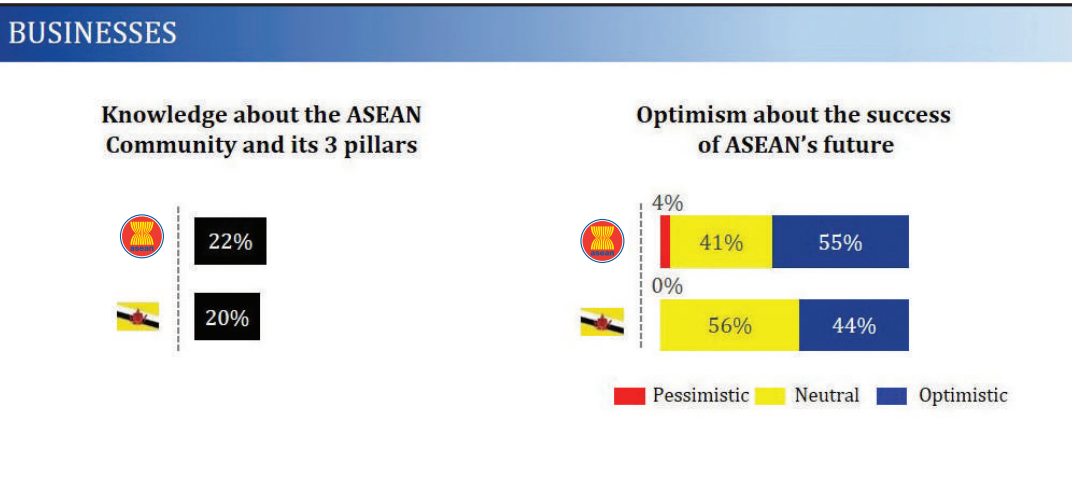
APPENDIX





BRUNEI DARUSSALAM

Survey Results



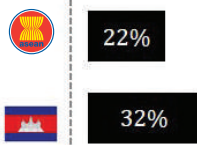


CAMBODIA

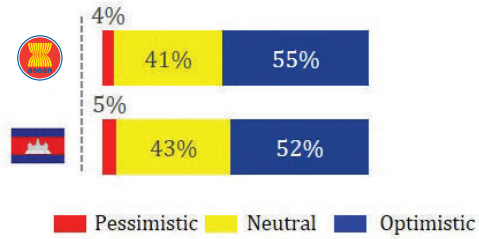
Survey Results

BUSINESSES

Knowledge about the ASEAN Community and its 3 pillars

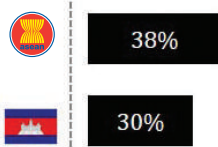


Optimism about the success of ASEAN's future

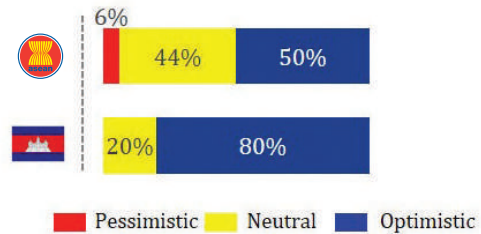


CSOs

Knowledge about the ASEAN Community and its 3 pillars

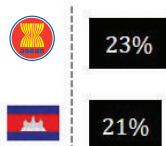


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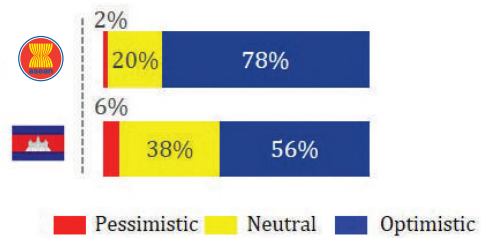


GENERAL PUBLIC

Knowledge about the ASEAN Community and its 3 pillars



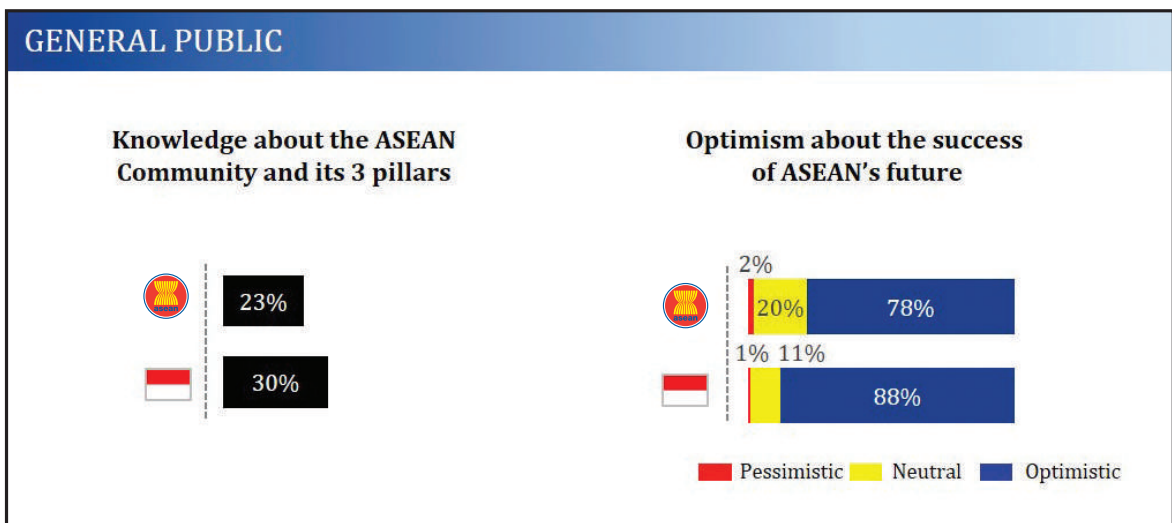
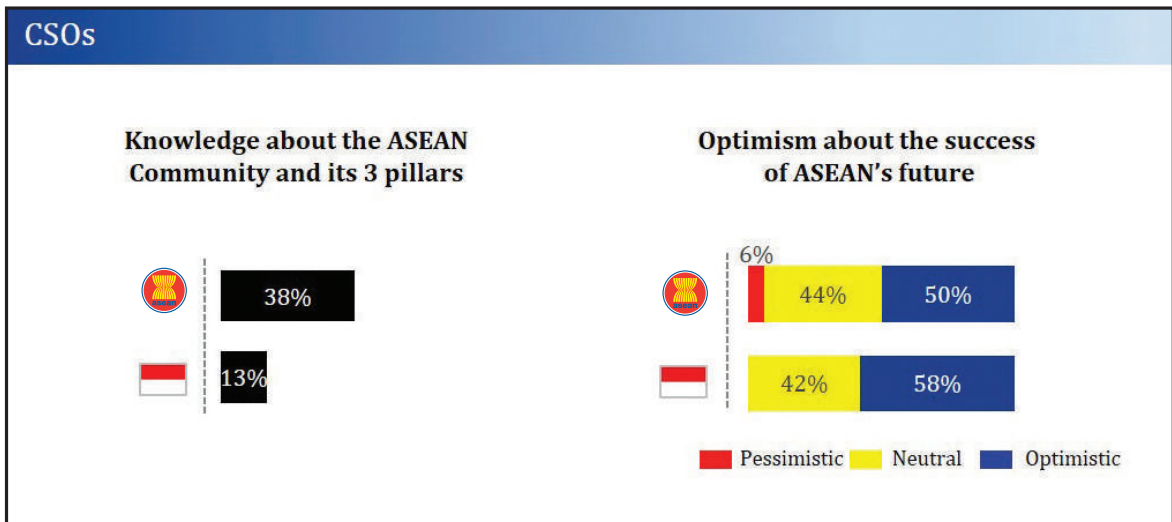
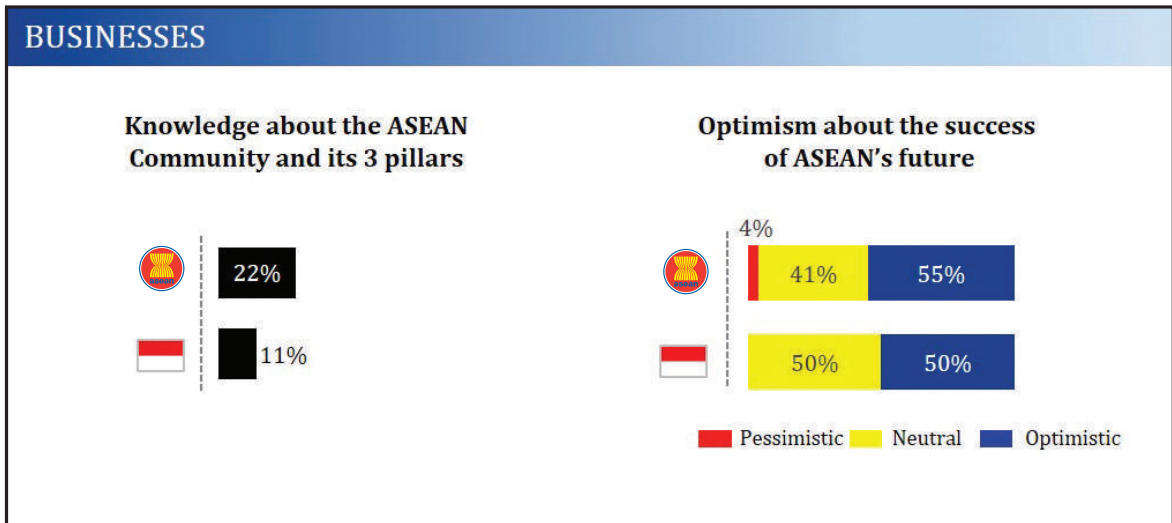
Optimism about the success of ASEAN's future





INDONESIA

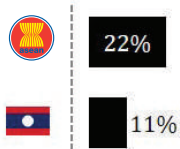
Survey Results



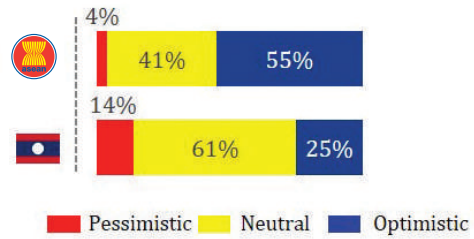


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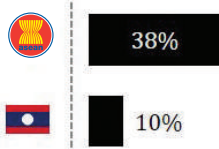


Optimism about the success of ASEAN's future

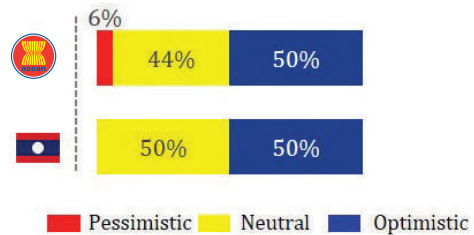


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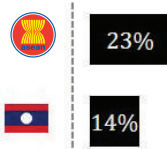


Optimism about the success of ASEAN's future

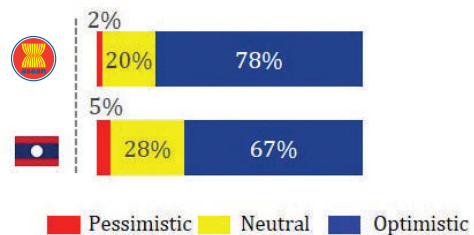


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Optimism about the success of ASEAN's future



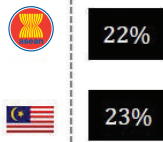


MALAYSIA

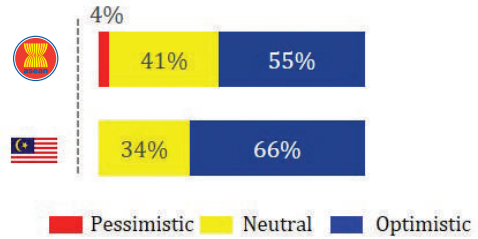
Survey Results

BUSINESSES

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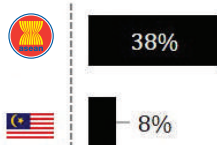


Optimism about the success of ASEAN's future

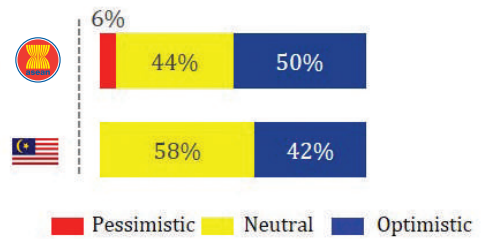


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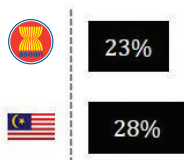


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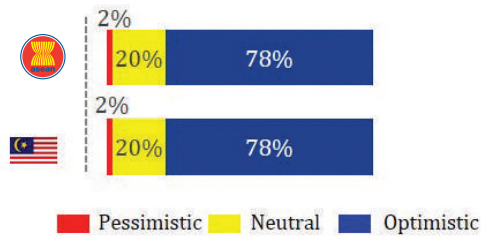


GENERAL PUBLIC

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Optimism about the success of ASEAN's future



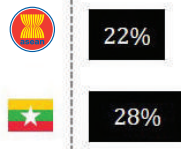


MYANMAR

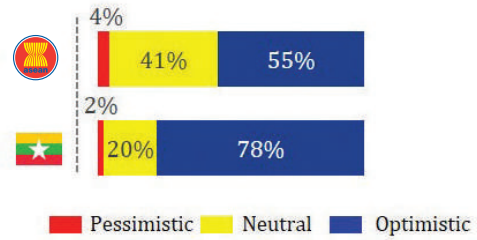
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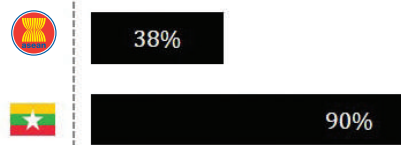


Optimism about the success of ASEAN's future

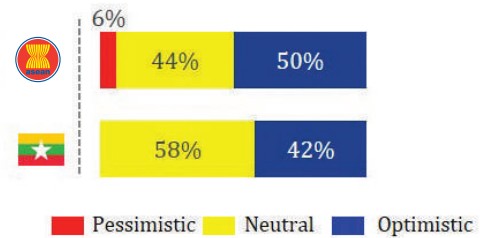


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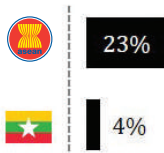


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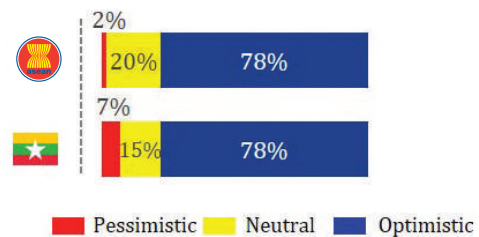


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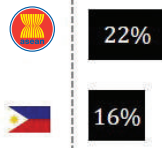


PHILIPPINES

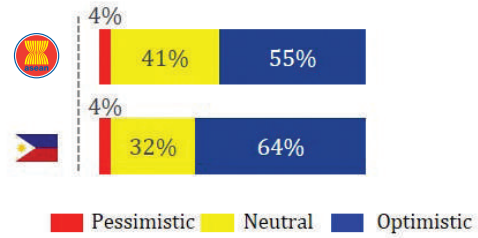
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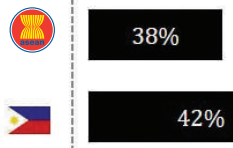


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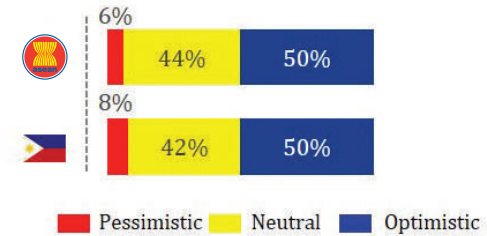


CSOs

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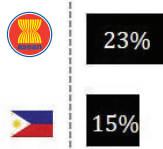


Optimism about the success of ASEAN's future

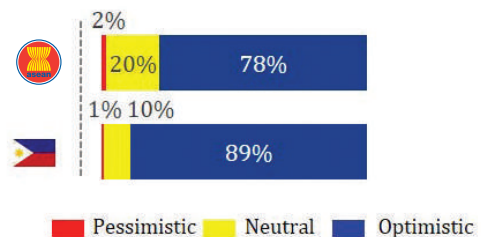


GENERAL PUBLIC

Knowledge about the ASEAN Community and its 3 pillars



Optimism about the success of ASEAN's future



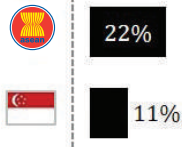


SINGAPORE

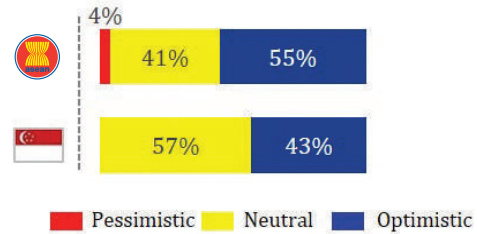
Survey Results

BUSINESSES

Knowledge about the ASEAN Community and its 3 pillars

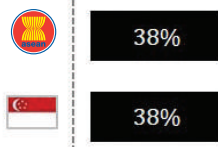


Optimism about the success of ASEAN's future

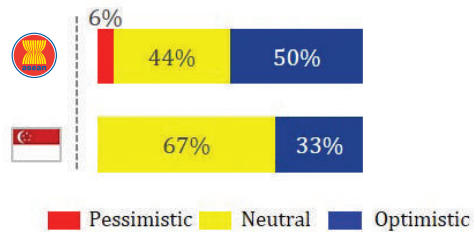


CSOs

Knowledge about the ASEAN Community and its 3 pillars

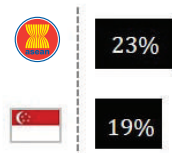


Optimism about the success of ASEAN's future

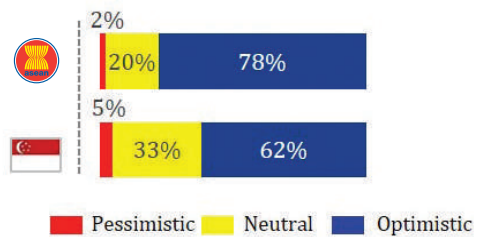


GENERAL PUBLIC

Knowledge about the ASEAN Community and its 3 pillars



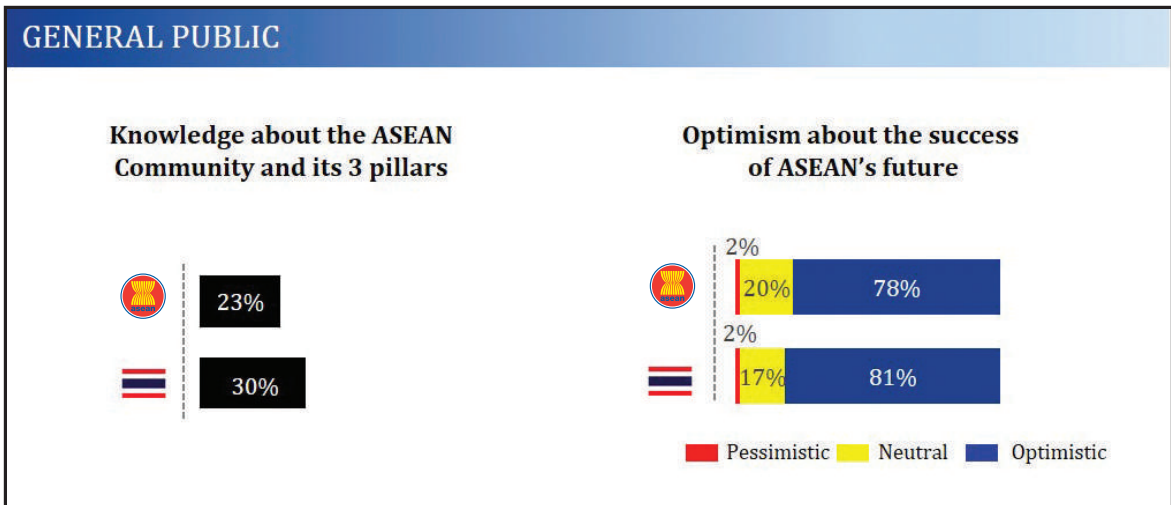
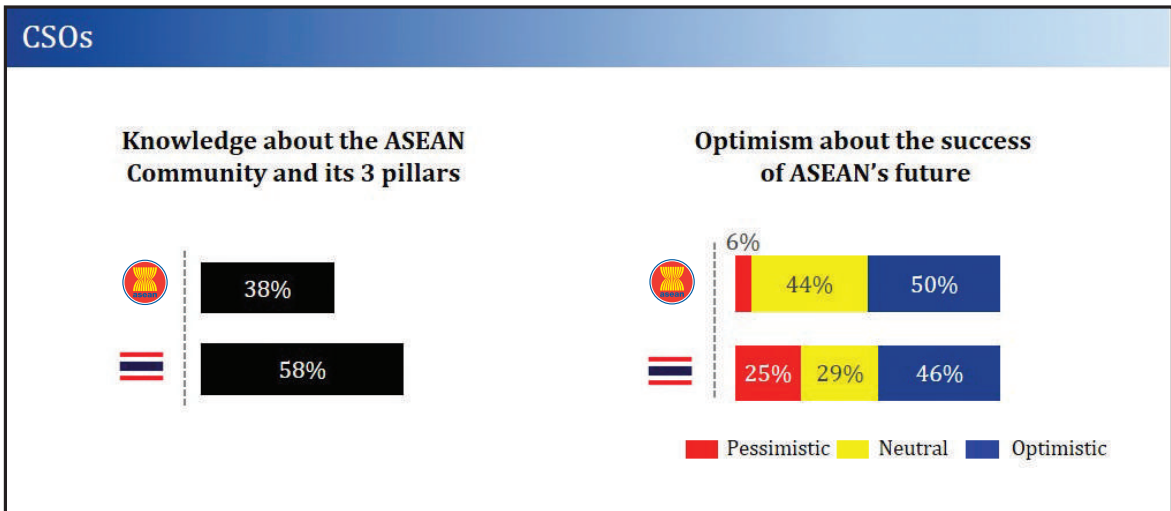
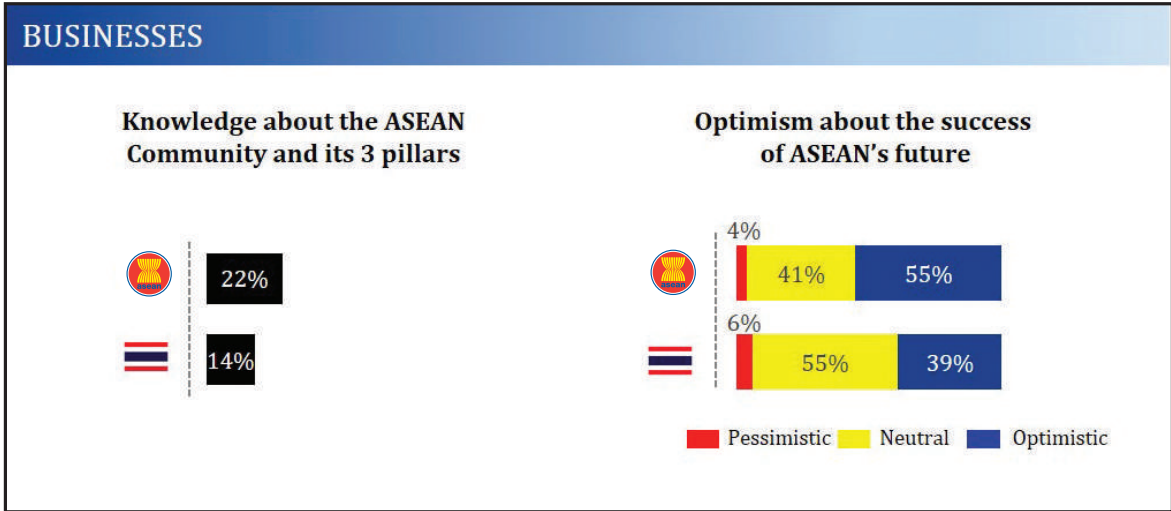
Optimism about the success of ASEAN's future





THAILAND

Survey Results: Businesses



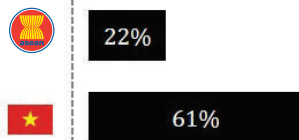


VIET NAM

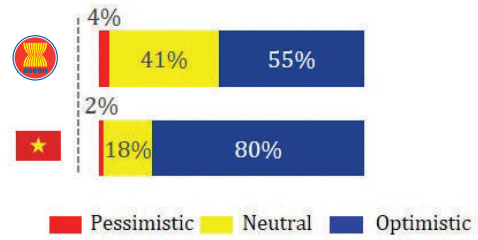
Survey Results

BUSINESSES

Knowledge about the ASEAN Community and its 3 pillars



Optimism about the success of ASEAN's future

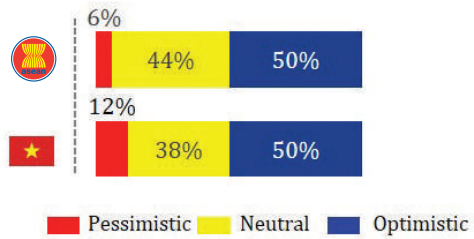


CSOs

Knowledge about the ASEAN Community and its 3 pillars

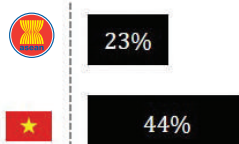


Optimism about the success of ASEAN's future

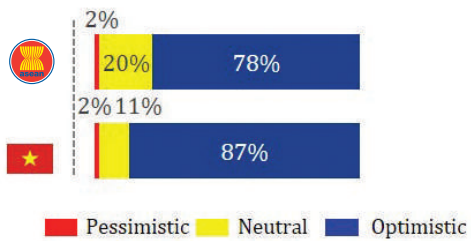


GENERAL PUBLIC

Knowledge about the ASEAN Community and its 3 pillars

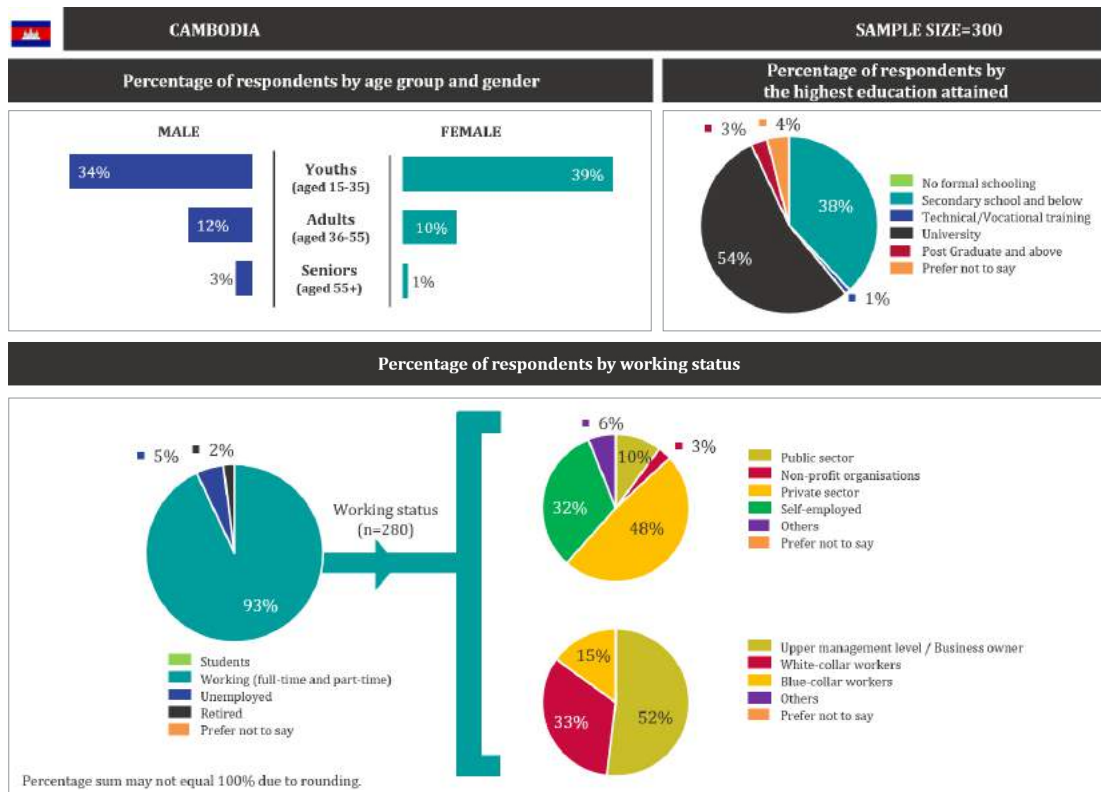
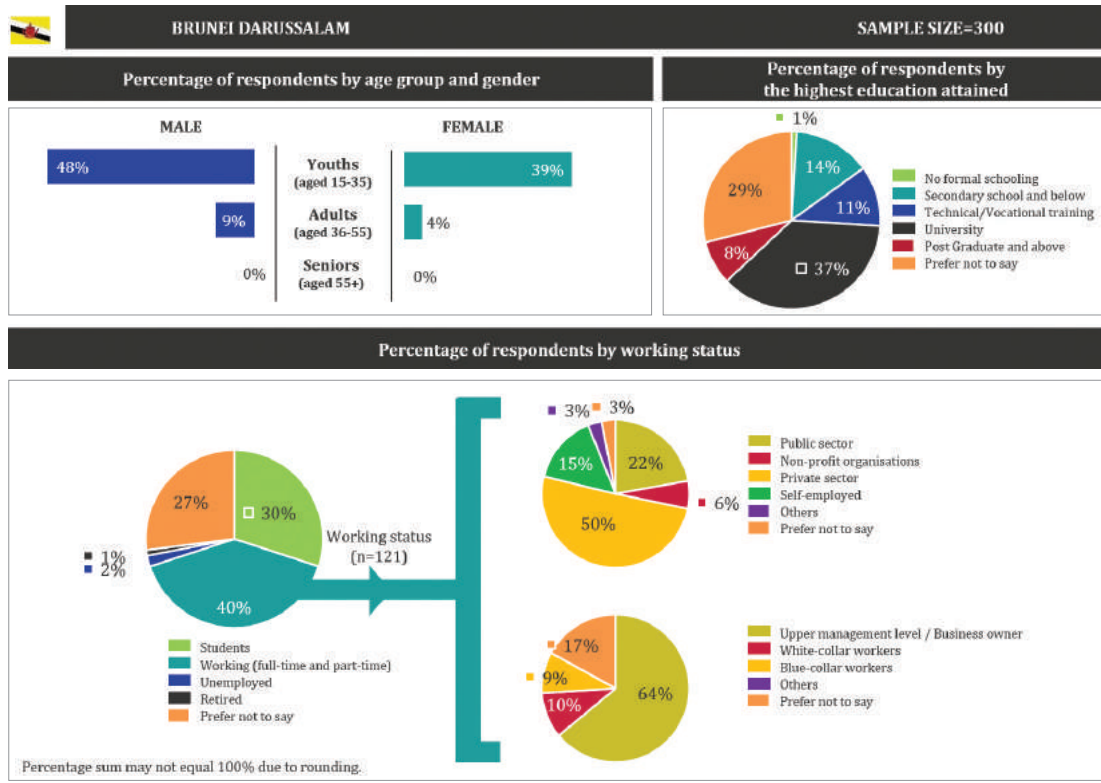


Optimism about the success of ASEAN's future

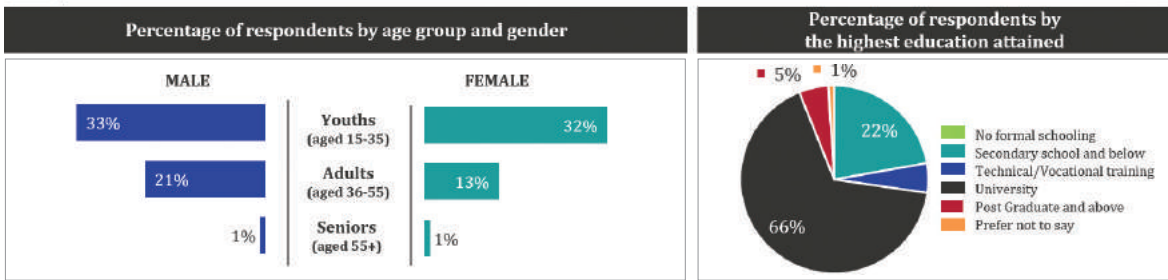


Appendix 2

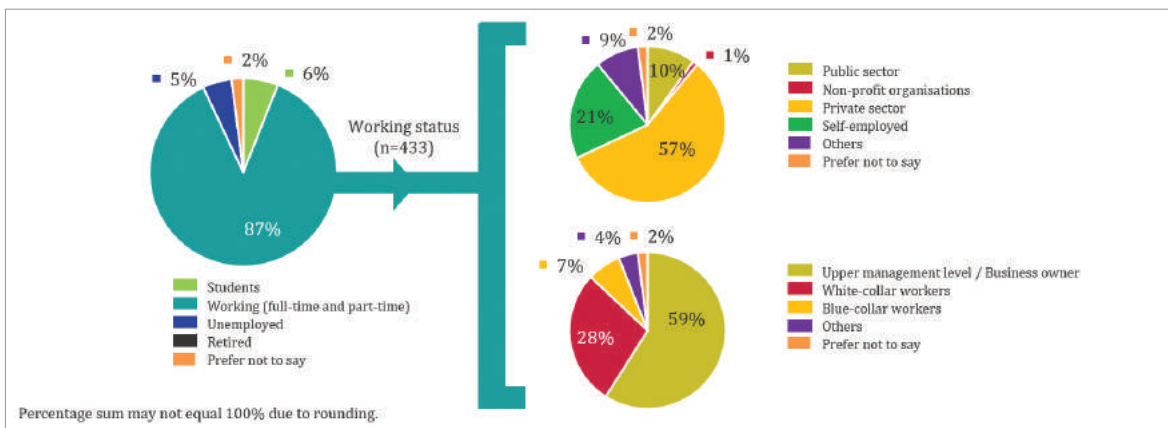
Respondent Profiles (General Public)



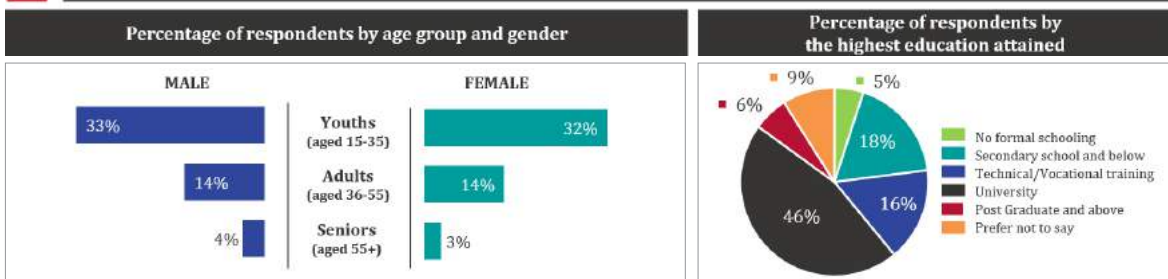
INDONESIA **SAMPLE SIZE=500**



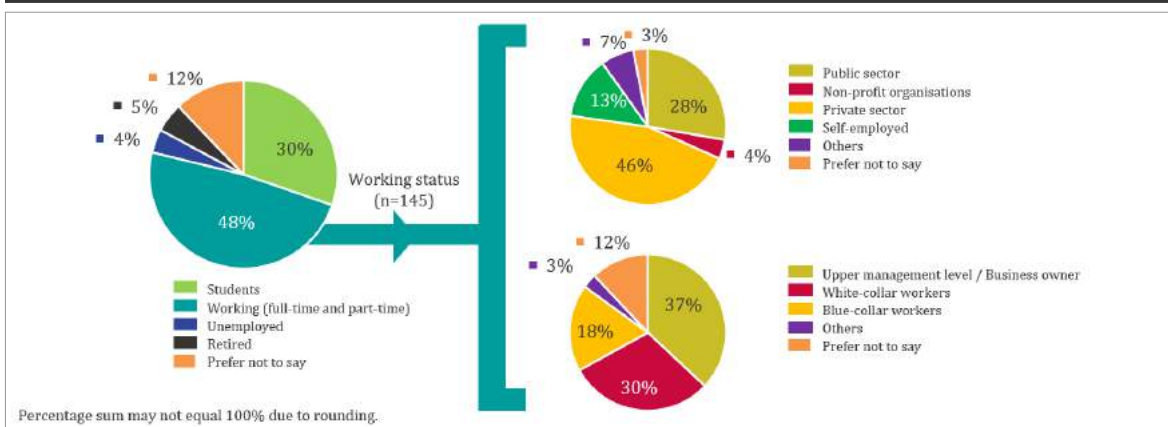
Percentage of respondents by working status



LAO PDR **SAMPLE SIZE=300**



Percentage of respondents by working status

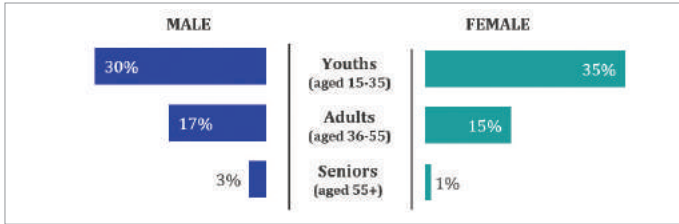




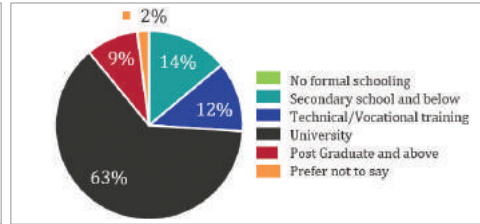
MALAYSIA

SAMPLE SIZE=500

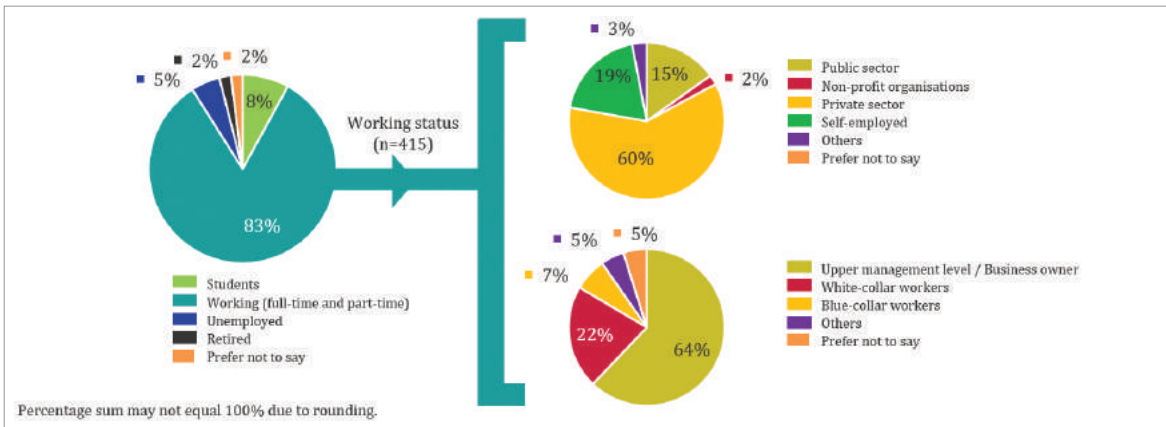
Percentage of respondents by age group and gender



Percentage of respondents by the highest education attained



Percentage of respondents by working status



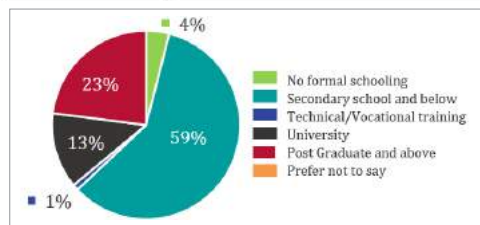
MYANMAR

SAMPLE SIZE=300

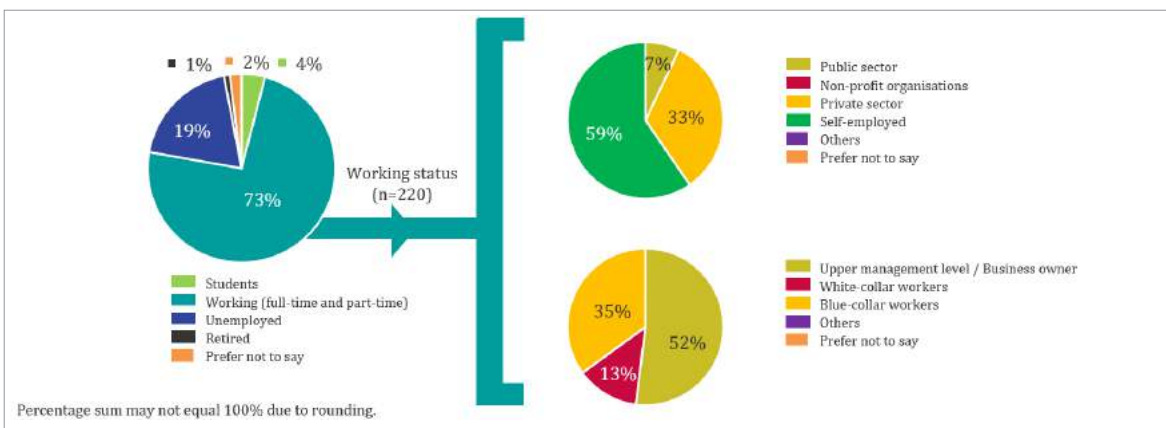
Percentage of respondents by age group and gender



Percentage of respondents by the highest education attained



Percentage of respondents by working status

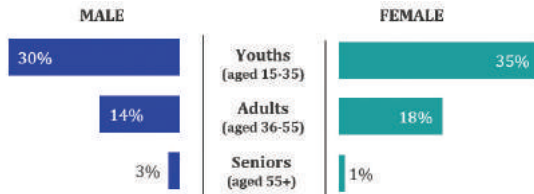




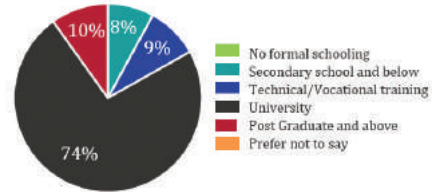
PHILIPPINES

SAMPLE SIZE=500

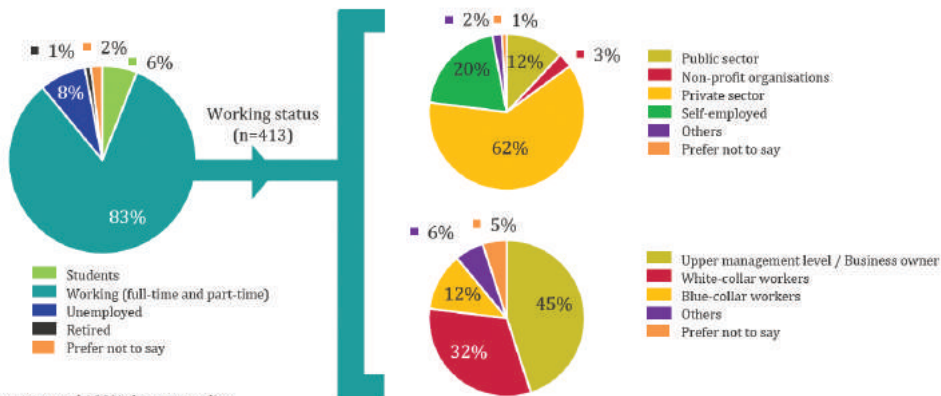
Percentage of respondents by age group and gender



Percentage of respondents by the highest education attained



Percentage of respondents by working status



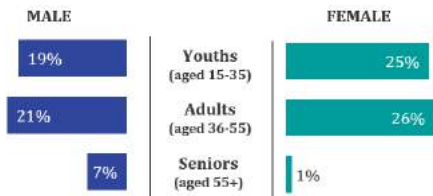
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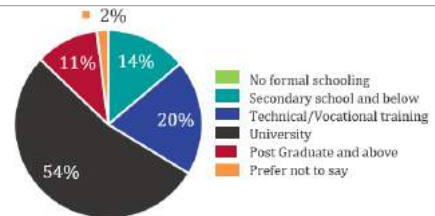
SINGAPORE

SAMPLE SIZE=300

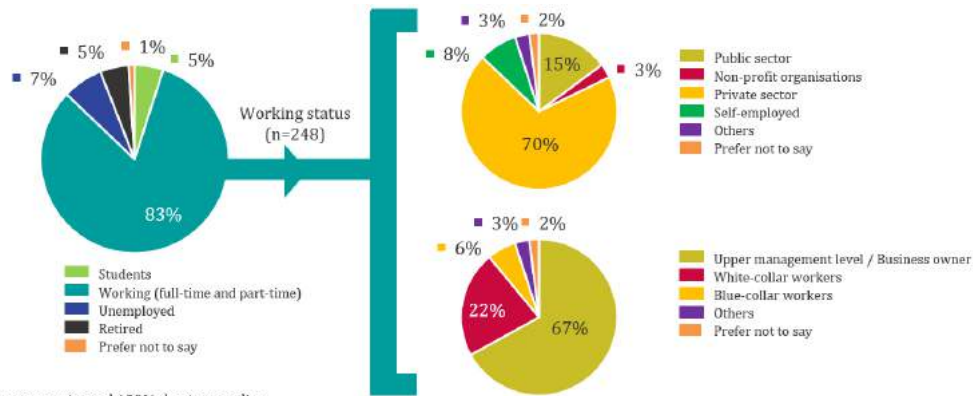
Percentage of respondents by age group and gender



Percentage of respondents by the highest education attained



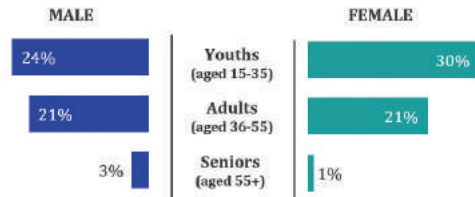
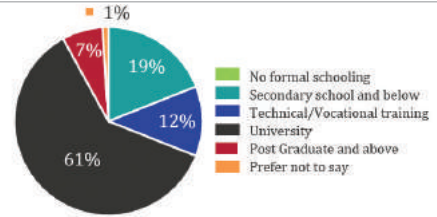
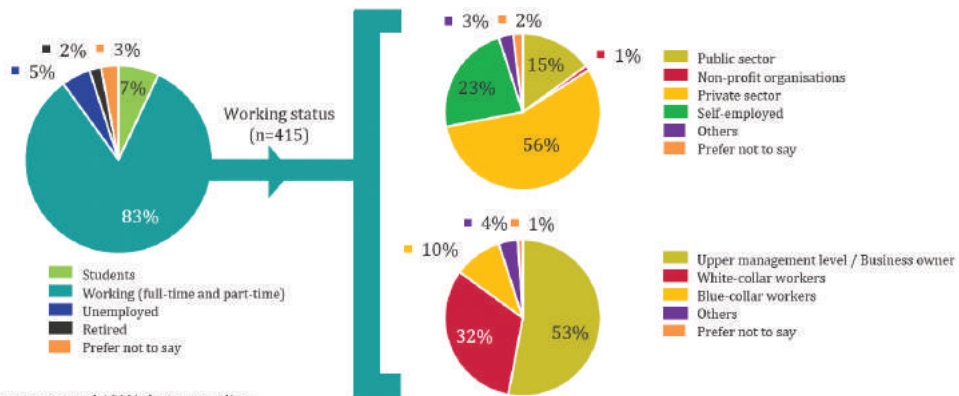
Percentage of respondents by working status



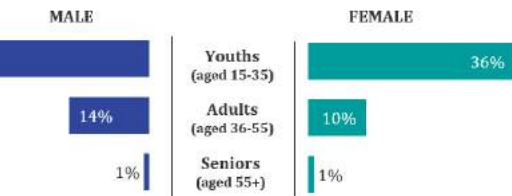
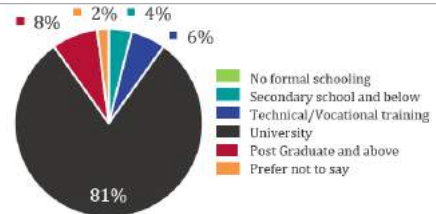
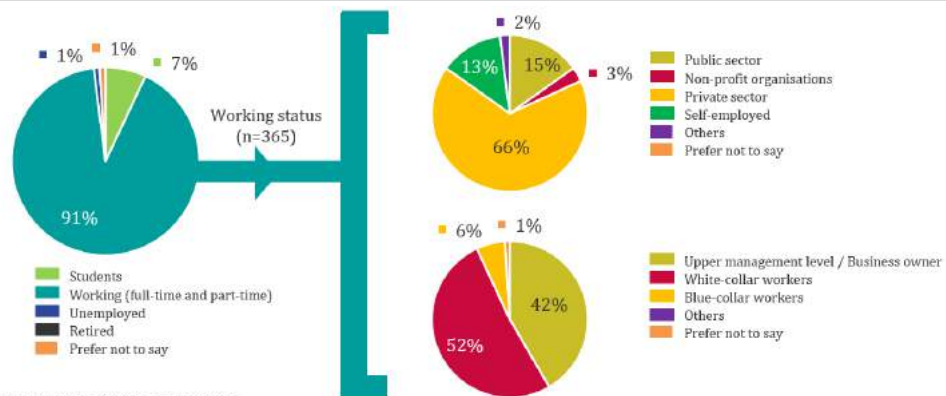
Percentage sum may not equal 100% due to rounding.

**THAILAND**

SAMPLE SIZE=500

Percentage of respondents by age group and gender**Percentage of respondents by the highest education attained****Percentage of respondents by working status****VIETNAM**

SAMPLE SIZE=400

Percentage of respondents by age group and gender**Percentage of respondents by the highest education attained****Percentage of respondents by working status**

General Public

The Association of Southeast Asian Nations (ASEAN) is conducting an online survey on public awareness and opinions towards ASEAN.

There are a total of 21 questions in this survey. The actual number of questions that you have to answer may vary (e.g. your response may result in skipping some questions). The survey should take no longer than 10 minutes.

We would be grateful if you could spare the time to answer this survey.

There are no right or wrong answers. Please give us your true opinions, even if they are negative.

Your answers will be combined with others for analysis. Please be assured that you will not be identified individually in any way.

Kindly also refrain from using the "Back" button in your web browser as it may disrupt your experience with this survey.

SCREENING

(ASK ALL RESPONDENTS)

S0	Where do you currently live? (S/C)	
	Thailand	1
	Philippines	2
	Malaysia	3
	Singapore	4
	Indonesia	5
	Vietnam	6
	Lao PDR	7
	Cambodia	8
	Myanmar	9
	Brunei	10

S1 What is your age? (S/C)

Below 15	1	→ (TERMINATE)
15 to 20	2	} (CONTINUE S2) (CHECK QUOTA)
21 to 25	3	
26 to 30	4	
31 to 35	5	
36 to 40	6	
41 to 45	7	
46 to 50	8	
51 to 55	9	
56 to 60	10	
61 to 65	11	
Above 65	12	
Refused (DO NOT PROMPT)	96	

(ASK ALL) (S/C)
S2 What is your gender?

Male	1	} (CHECK QUOTA)
Female	2	

SECTION 1: GENERAL UNDERSTANDING OF ASEAN

Q1 How well would you say you know ASEAN?

	(S/C)	
I have never heard of ASEAN	1	Go to Q4
I have heard of the name only	2	Go to Q2
I have some knowledge of ASEAN	3	Go to Q2
I know a lot about ASEAN	4	Go to Q2

Q2 How would you describe ASEAN? Please select one answer.

	(S/C)
ASEAN aims to build a political-security community	1
ASEAN aims to build an economic community	2
ASEAN aims to build a socio-cultural community	3
All of the above	4
None of the above	90

Q3 Which of the following statements best describe(s) your knowledge of ASEAN?
You can select all that apply.

	(M/C)
I know what ASEAN is in general, when and why it was established	1
I know about the ASEAN Community and its three pillars	2
I know the political, economic, and social policies and impacts that ASEAN has brought to my personal life and my country in the past 2 years	3
I know how ASEAN plans to build a stronger region in the future	4
None of the above	90

(Show this statement before proceeding to Q4) ASEAN is an inter-governmental organisation established on 8 August 1967. The member states are Brunei Darussalam, Cambodia, Indonesia, Lao, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. The ASEAN Community was officially launched in 2015 to promote regional stability, economic development, and cultural identity. Its vision is to create one community with a shared vision and identity.

Q4 How do you identify yourself?

(S/C)	Very much 1	Somewhat 2	A little 3	Not at all 4	I don't know 5
4.1 By my nationality (e.g. Indonesian)					
4.2 ASEAN citizen					
4.3 Asian					
4.4 Other (please specify)					

Q5 [Intro Text] A shared identity is typically defined as a set of common characteristics (for example, social values and culture) that the citizens of any ASEAN nations can use to identify themselves and create a sense of belonging to the ASEAN Community, regardless of their country of origin.

[Question] In your opinion, is it important to develop a shared identity amongst ASEAN citizens?

	(S/C)
Yes	1
Neutral	2
No	3

Q5.1 Please explain your answer.

Q6 In your opinion, which of the following contribute most to a sense of community amongst ASEAN citizens?

Please select top 3 answers and rank in order of importance level. 1 being the most important, 2 being the second most important, and 3 being the third most important.

(Note: Respondents must answer 3 ranks)

	(M/C: Ranking 1-3 only)
Politics	1
Economy	2
Traditions & values	3
Geography	4
History	5
Religion	6
Common vision	7
Others (please specify)	90

Q6.1 (Display if Q6 = 90 selected)

You previously ranked "Others" as the [first/second/third] most important factor that contributes to a sense of community amongst ASEAN citizens. Please specify your answer here.

OE

(Note to programmer before proceeding to Q7: If Q1 Coded "1", move directly to Q19)

SECTION 2: GENERAL PERCEPTION AND EFFECTS OF ASEAN

Q7 In general, what is your perception towards ASEAN?

	(S/C)
Very positive	1
Positive	2
Neutral	3
Negative	4
Very negative	5

Showcard

Q8 Which of the following common benefits do you know (or heard of) that ASEAN is working towards? Please choose all that apply.

	(M/C)
Better quality of life (improving health, better education, human rights protection, etc.)	1
Access to jobs	2
Peace and security in ASEAN	3
Economic growth (e.g. more open trade and development of SMEs)	4
Resilience to disasters and climate change	5
Environmental sustainability	6
Preservation and promotion of ASEAN culture and heritage	7
Other (specify)	8
None (Exclusive)	97
Do not know (Exclusive)	99

Showcard

Q9 In your opinion, which could be the negative consequence(s) following the establishment of the ASEAN Community?

	(M/C)
Local businesses will face stiffer competition from foreign investors	1
Loss of skilled workforce due to labour migration	2
Influx of foreign workers due to increased labour mobility	3
Unequal development amongst ASEAN countries	4
Interference of other ASEAN countries in domestic affairs	5
Environmental damage due to increased investments	6
Benefits of the ASEAN Community only enjoyed by a selected and privileged few	7
Other (please specify)	8
None (DO NOT PROMPT) (Exclusive)	97
Do not know (DO NOT PROMPT) (Exclusive)	99

Showcard

Q10 Following the establishment of the ASEAN Community in 2015, how have the policies implemented by ASEAN improved your personal well-being? You may choose more than one answer.

	(M/C)
I am able to travel freely between ASEAN countries	1
I have the opportunity to study in any ASEAN country	2
I have the opportunity to work in any ASEAN country	3
I am able to buy products from other ASEAN countries at a lower price	4
I feel a greater sense of security living in the region	5
It has not affected my personal well-being	6
It has worsened my personal well-being	7
Others (please specify)	90

Q11 How optimistic are you about the success of ASEAN's future?

	(S/C)
Very optimistic	1
Optimistic	2
Neutral	3
Less optimistic	4
Not optimistic	5

Q11.1 Please explain why you feel [Insert answer from Q11] about the success of ASEAN's future?

Q12 Could you identify the top 5 major regional issues that you believe that ASEAN should prioritise in the near future (order them from 1 = the highest priority to 5 = the lowest priority)

(Note: Respondents must answer 5 ranks)

	(M/C: Limit to 5)
Protection of workers' welfare	1
Protection of human rights	2
Protection of vulnerable groups (people with disabilities, children, the elderly, etc.)	3
Prevention of corruption and promotion of good governance	4
Promotion of peace and stability in the region	5
Combating terrorism, transnational crime and drug trafficking	6
Free flow of goods, services, investment, skilled labour, etc.	7
Infrastructure development	8
SME and E-Commerce development	9
Access to health care and promotion of healthy lifestyles	10
Education and youth	11
Protection of environment and combating climate change	12
Building disaster-resilient nations	13
Poverty reduction	14
Promotion of gender equality	15
Others (please specify)	16
Do not know	99

12.1 [Display if Q12 = 16 selected]

You previously ranked "Others" as the [first/second/third/fourth/fifth] key regional issue that ASEAN should prioritise. Please specify your answer here.

OE

SECTION 3: COMMUNICATION EFFECTIVENESS

In the next section, we would like to gather information about the way ASEAN communicates with you.

Showcard

Q13 In the past 12 months, where do you normally hear or learn about the development of ASEAN?
(Choose ALL that apply)

	(M/C)
TV	1
Radio	2
Newspaper	3
Magazine	4
Internet	5
Libraries	6
Discussion with relatives, friends, colleagues	7
Books	8
Brochures, information leaflets and mails	9
Specialised national/regional/municipal government information offices	10
Civil society organisations	11
Social Media	12
Public seminar/ public meeting	13
Email	14
Other (please specify)	90

Q14 In the past 2 years, have you ever looked for detailed information on ASEAN's effort and its policies?

	(S/C)	
Yes	1	Go to Q 15
I have never looked for more information / I have no interest in looking for more information	2	Go to Q 18

Q15 What was the purpose of the information you were seeking?

	(M/C)
General interest or personal interest	1
For academic or educational purpose	2
Work-related tasks	3
Others (Please specify)	90

Q16 Overall, how easy or difficult was it for you to locate or identify sources of information about ASEAN's effort or specific policies initiated by ASEAN?

	(S/C)	
Difficult	1	Go to Q 17
Neither difficult or easy	2	Go to Q 17
Easy	3	Go to Q 18

Q17 What were the key challenges you faced when looking for more information about ASEAN's efforts?
You may choose more than one answer.

	(M/C)
Availability of information	1
Credibility of information	2
Usefulness or relevancy of information	3
Timeliness/frequency of information or publications	4
Information accessibility (e.g. limited access to radio, TV, internet, and print)	5
Language (easy to understand, availability in local languages)	6
Others (please specify)	90

Showcard

Q18 Which of the following ASEAN efforts are you familiar with or are made known to you through media or information provided by your government? (Choose ALL that apply)

	(M/C)	Ref.
Combat against irregular migration and human trafficking	1	APSC
Protection of human rights (e.g. people with disabilities and other vulnerable groups)	2	APSC
Promotion of regional stability and peace (e.g. South China Sea dispute)	3	APSC
Cooperation for humanitarian assistance and disaster relief	4	APSC
Promotion of Free Trade	5	AEC
Infrastructure development (e.g. cross-border roads)	6	AEC
Development of micro, small, and medium enterprises (MSME)	7	AEC
Promotion of regional tourism	8	AEC
Improvement on education system for youths	9	ASCC
Promotion of ASEAN identity, heritage, and cultural awareness	10	ASCC
Commitment to end HIV and AIDS	11	ASCC
Environmental protection and climate change adaptation	12	ASCC
Promotion of gender equality	13	ASCC
Others (Specify)	90	
None of the above	99	

Q19 Overall, how would you rate the effectiveness in which ASEAN communicates with its ASEAN citizens?

	(S/C)
Poor	1
Fair	2
Good	3
Excellent	4

SECTION 4: COMMUNICATION CHANNELS PREFERENCE

Showcard

Q20 Could you identify and order the top five sources that you **prefer** to use for gathering information about ASEAN?

Please rank top 5 channels with 1 being the most preferred channel.

(Note: Respondents must answer 5 ranks)

	(M/C)
TV	1
Radio	2
Newspaper	3
Magazine	4
Internet	5
Libraries	6
Discussion with relatives, friends, colleagues	7
Books	8
Brochures, information leaflets and mails	9
Specialised national/regional/municipal government information offices	10
Civil society organisations	11
Social Media	12
Public seminar/ public meeting	13
Email	14
Other (please specify)	99

20.1 [DISPLAY IF Q20 = 99 selected]

You previously ranked "Others" as the [first/second/third/fourth/fifth] preference in communications.

Please specify your answer here.

OE

Showcard

Q21 In your opinion, what would be the most effective way to raise public awareness about ASEAN?

Please rank top 3 options, with 1 being the most preferred channel.

(Note: Respondents must answer 3 ranks)

	(M/C)
Dedicated TV programmes on ASEAN news	1
Dedicated radio programmes on ASEAN news	2
Engaging social media influencers to promote ASEAN	3
ASEAN history in school curriculums	4
Regional competitions (song/talent contest, sports competition, essay competition, etc.)	5
Local brand ambassadors (e.g. local celebrities) to promote key ASEAN development	6
Public seminars/ public meetings with government representatives	7
Others (specify)	90

Showcard

Q22 On which ASEAN community-related topics would you like to get more information?

You can give more than one answer.

	(M/C)
History of ASEAN community	1
Institutions of ASEAN community	2
Youth	3
Culture	4
Mobility of students and academics	5
University credit transfer system	6
Education	7
Infrastructure development	8
Tourism (e.g. Open Skies policy, visas, flight connectivity)	9
Environment	10
Agriculture	11
Mobility of skilled labour	12
ASEAN economy in general	13
ASEAN single market and production base	14
Micro, small, and medium enterprises (MSMEs) development	15
Protection of intellectual property rights	16
Common foreign and security policies	17
International relations (ASEAN and the rest of the world)	18
Others (please specify)	90
Do not know	99

Showcard

Q23 How can ASEAN improve the way it communicates with ASEAN citizens?

	(M/C)
Increase the frequency of promotion programs through national mass media (e.g. national TV, national Radio)	1
Increase promotion activities through local media (e.g. local newspaper, local radio)	2
Produce more engaging contents	3
Use language that is easier to understand (e.g. fewer jargons, abbreviations)	4
Widen reach through social media (e.g. Facebook, Instagram)	5
Increase frequency of public events (e.g. seminars, forums) by local governments	6
Organise community-based activities in regional areas	7
Appoint local brand ambassadors to promote key developments	8
Provide more educational materials for the public	9
Others (please specify)	90

DEMOGRAPHICS

(ASK All) (READ OUT)

D1 What is the highest level of education you have attained?

	(S/C)
No Formal Schooling	1
Primary School or below	2
Secondary School	3
Technical / Vocational Training	6
University	7
Post Graduate or above	8
Refused (DO NOT PROMPT)	96
Don't know (DO NOT PROMPT)	99

(ASK All) (READ OUT)

D2 I am going to read out / show you a list of working statuses, please tell me which of these best applies to you.

	(S/C)	
Working Full Time (30 hours above a week)	1	(CONTINUE D3)
Working Part Time	2	
Retired	3	(END SURVEY)
Unemployed	4	
Student	5	
Refused (DO NOT PROMPT)	96	
Don't know (DO NOT PROMPT)	99	

D3 What is the nature of the organisation which you work for?

	(S/C)
Public sector	1
Non-profit organisations	2
Private sector	3
Self-employed	4
Academia	5
Others (Specify)	90
Refused (DO NOT PROMPT)	96
Don't know (DO NOT PROMPT)	99

D4 What is your job title, position or rank in your company?

	(S/C)	(CLARIFY IF NECESSARY)
CEO/Chairman/Managing Director/President	1	
Director/General Manager/Vice President	2	
CFO/Treasurer/Company Secretary/Controller	3	
Owner/Partner	4	
Manager/Executive/Supervisor/Officer	5	
Other skilled white collars	6	
Clerk	7	
Skilled blue collars	8	
Manual laborer	9	
Others (Specify)	90	
Refused (DO NOT PROMPT)	96	
Don't know (DO NOT PROMPT)	99	

Businesses and Industry Associations

INTRODUCTION

Good/morning/afternoon/evening. I am..... from Ipsos in Thailand.

Today, we are conducting a survey commissioned by ASEAN on public awareness and opinions towards ASEAN.

The interview should take no longer than 30 minutes, and we would be grateful if you could spare the time to help us.

There are no right or wrong answers. Please give us your true opinions, even if they are negative.

Your answers will be combined with others for analysis. Please be assured that you will not be identified individually in any way.

SCREENING

(ASK ALL RESPONDENTS)

Thailand	Bangkok	1
Philippines	Manila	2
Malaysia	Kuala Lumpur	3
Singapore	Singapore	4
Indonesia	Jakarta	5
Vietnam	Hanoi	6
Lao PDR	Vientiane	7
Cambodia	Phnom Penh	8
Myanmar	Nay Pyi Taw	9
Brunei	Bandar Seri Begawan	10

S1 What is the industry type of your company/organisation?

Agro-based products	1	CHECK QUOTA
Air Travel	2	
Automotives	3	
eCommerce	4	
Electronics	5	
Fisheries	6	
Healthcare	7	
Rubber-based products	8	
Textiles and apparels	9	
Tourism	10	
Wood-based products	11	
Others	99	TERMINATE

S2 What is your job title, position or rank in your company?

CEO/Chairman/Managing Director/President	1
Director/General Manager/Vice President	2
CFO/Treasurer/Company Secretary/Controller	3
Owner/Partner	4
Manager/Executive/Supervisor/Officer	5
Other skilled white collars	6
Clerk	7
Skilled blue collars	8
Manual laborer	9
Refused	96
Don't know	99

S3 Which of the followings best describe your position within your company/organisation?

I am a part of the top management team (or a business owner), responsible for deciding strategic directions for my company/organisation	1	TERMINATE
I am a part of the senior executive team, and I have influences on strategic directions for my company/organisation	2	
I am not a part of the top management and senior executive teams, and have no influence on strategic directions for my company/organisation	3	

SECTION 1: GENERAL UNDERSTANDING OF ASEAN

Q1 How well do you think your business/management team/members know and understand about ASEAN?

We have never heard of ASEAN	1	Go to Q4
We have heard of the name only	2	Go to Q2
We have some knowledge of ASEAN	3	Go to Q2
We know a lot about ASEAN	4	Go to Q2

Q2 How would you describe ASEAN? Please select one answer.

	(S/C)
ASEAN aims to build a political-security community	1
ASEAN aims to build an economic community	2
ASEAN aims to build a socio-cultural community	3
All of the above	4
None of the above	90

Q3 Which of the following statements best describe(s) your knowledge of ASEAN?
You can select all that apply.

	(M/C)
I know what ASEAN is in general, when and why it was established	1
I know about the ASEAN Community and its three pillars	2
I know the political, economic, and social policies and impacts that ASEAN has brought to my business/industry and my country in the past 2 years	3
I know how ASEAN plans to build a stronger region in the future	4
None of the above	90

(Show this statement before proceeding to Q4) ASEAN is an inter-governmental organisation established on 8 August 1967. The member states are Brunei Darussalam, Cambodia, Indonesia, Lao, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. The ASEAN Community was officially launched in 2015 to promote regional stability, economic development, and cultural identity. Its vision is to create one community with a shared vision and identity.

Q4 **Showcard:** Based on your understanding, which of the following statements is correct and is relevant to the ASEAN Economic Community (AEC)? (Choose ALL that apply)

	(M/C)
One of the objectives of AEC is to create a single market and production base	1
One of the objectives of AEC is to help promote the free flows of goods and services amongst ASEAN members	2
With the ASEAN community, both skilled and unskilled labour are allowed to move freely amongst ASEAN countries	3
One of the major policies to create connectivity among ASEAN members is the "Open Sky Policy"	4
SME development is not a part of the ASEAN community roadmap	5
Never heard of any of the above statements as being related to AEC	80
I know other issues related to AEC (please specify)	90
Never heard of AEC before	99

(Note to Interviewer: before proceeding to Q8: If Q1 Coded "1", move directly to Q20)

SECTION 2: GENERAL PERCEPTION AND EFFECTS OF ASEAN

Q5 In general, what is your perception towards ASEAN?

	(S/C)
Very positive	1
Positive	2
Neutral	3
Negative	4
Very negative	5

Showcard

Q6 Which of the following common benefits do you know (or heard of) that the ASEAN Community is working towards?
Please choose all that apply.

	(M/C)
Better quality of life (improving health, better education, human rights protection, etc.)	1
Access to jobs	2
Peace and security in ASEAN	3
Economic growth (more open trade and development of SMEs)	4
Resilience to disasters and climate change	5
Environmental sustainability	6
Preservation and promotion of ASEAN culture and heritage	7
Other (specify)	8
None	97
Do not know	99

Showcard

Q7 In your opinion, which could be the negative consequence(s) following the establishment of the ASEAN Community?

	(M/C)
Local businesses will face stiffer competition from foreign investors	1
Loss of skilled workforce due to labour migration	2
Influx of foreign workers due to increased labour mobility	3
Unequal development amongst ASEAN countries	4
Interference of other ASEAN countries in domestic affairs	5
Environmental damage due to increased investments	6

Benefits of the ASEAN Community only enjoyed by a selected and privileged few	7
Other (please specify)	80
None (DO NOT PROMPT)	97
Do not know (DO NOT PROMPT)	99

Q8 After the establishment of the ASEAN Community in 2015, how would you rate the level of benefits that your company/organisation/members gained from any policies initiated by the ASEAN Community?

	(S/C)
Benefit a lot	1
Somewhat benefit	2
Neither benefit nor disadvantaged	3
Somewhat disadvantaged	4
Disadvantaged a lot	5
Do not know	90

Q9 What are the reasons for your chosen answers? (For example, if the answer is 'Benefit a lot', members/target group could have received tax-exemption from raw materials imported in which they could have considered this as a cost-saving.)

Q10 How optimistic are you about the success of ASEAN's future?

	(S/C)
Very optimistic	1
Optimistic	2
Neutral	3
Less optimistic	4
Not optimistic	5

Q10.1 Please explain why you feel [Insert answer from Q10] about the success of ASEAN's future?

Showcard

Q11 Could you identify the top 5 major regional issues that you believe that ASEAN should prioritise in the near future for the ASEAN Economic Community? (order them from 1 = the highest priority to 5 = the lowest priority)

	(M/C)
Free flow of goods e.g. eliminate import duties, trade barriers	1
Free flow of services e.g. remove all restriction for services sectors	2
Free flow of investment	3
Free flow of capital	4
Free flow of skilled labour e.g. facilitate issuance of visas and employment passes	5
Competition policy	6
Consumer protection	7
Intellectual property rights	8
Infrastructure development e.g. connect land transport	9
Avoiding double taxation	10
E-commerce	11
SME development	12
Sustainable business practices	
Others (Specify)	90

Q12 How would infrastructure development, establishment of effective institutions, mechanism and processes, and empowerment of people in ASEAN benefit Industries?

SECTION 3: COMMUNICATION EFFECTIVENESS

Showcard

Q13 In the past 12 months, where do you normally hear or learn about the development of ASEAN? (Choose ALL that apply)

	(M/C)
TV	1
Radio	2
Newspaper	3
Magazine	4
Internet	5
Libraries	6
Discussion with relatives, friends, colleagues	7
Books	8
Brochures, information leaflets and mails	9
Specialised national/regional/municipal government information offices	10
Civil society organisations	11
Social Media	12

Public seminar/ public meeting	13
Email	14
Other (please specify)	90

Q14 In the past 2 years, have you ever looked for detailed information on ASEAN's effort and its policies?

	(S/C)	
Yes	1	Go to Q 15
I have never looked for more information / I have no interest in looking for more information	2	Go to Q 18

Q15 What was the purpose of the information you were seeking?

	(M/C)
General interest or personal interest	1
For academic or educational purpose	2
Work-related tasks	3
Others (Please specify)	99

Q16 Overall, how easy or difficult was it for you to locate or identify sources of information about ASEAN's effort or specific policies initiated by ASEAN?

	(S/C)	
Difficult	1	Go to Q 17
Neither difficult or easy	2	Go to Q 17
Easy	3	Go to Q 18

Q17 What were the key challenges you faced when looking for more information about ASEAN's efforts? You may choose more than one answer.

	(M/C)
Availability of information	1
Credibility of information	2
Usefulness or relevancy of information	3
Timeliness/frequency of information or publications	4
Information accessibility (e.g. limited access to radio, TV, internet, and print)	5
Language (easy to understand, availability in local languages)	6
Others (please specify)	90

Q18 Which of the following ASEAN efforts are you familiar with or are made known to you through media or information provided by your government? (Choose ALL that apply)

	(M/C)	Ref.
Combat against irregular migration and human trafficking	1	APSC
Protection of human rights (e.g. people with disabilities and other vulnerable groups)	2	APSC
Promotion of regional stability and peace (e.g. South China Sea dispute)	3	APSC
Cooperation for humanitarian assistance and disaster relief	4	APSC
Promotion of Free Trade	5	AEC
Infrastructure development (e.g. cross-border roads)	6	AEC
Development of micro, small, and medium enterprises (MSME)	7	AEC
Promotion of regional tourism	8	AEC
Improvement on education system for youths	9	ASCC
Promotion of ASEAN identity, heritage, and cultural awareness	10	ASCC
Commitment to end HIV and AIDS	11	ASCC
Environmental protection and climate change adaptation	12	ASCC
Promotion of gender equality	13	ASCC
Others (Specify)	90	
None of the above	99	

Q19 Overall, how would you rate the effectiveness in which ASEAN communicates with its ASEAN citizens?

	(S/C)
Poor	1
Fair	2
Good	3
Excellent	4

SECTION 4: COMMUNICATION CHANNELS PREFERENCE

Showcard

Q20 Could you identify and order the top five sources that you prefer to use for gathering information about ASEAN? Please rank top 5 channels with 1 being the most preferred channel.

(Note to Interviewer: Limit to 5 answers - Ranking from 1 to 5 with 1 being the most preferred channel)

	(M/C)
TV	1
Radio	2
Newspaper	3
Magazine	4
Internet	5
Libraries	6
Discussion with relatives, friends, colleagues	7
Books	8

Brochures, information leaflets and mails	9
Specialised national/regional/municipal government information offices	10
Civil society organisations	11
Social Media	12
Public seminar/ public meeting	13
Email	14
Other (please specify)	99

Showcard

Q21 In your opinion, what would be the most effective way to raise public awareness about ASEAN?
Please rank top 3 options, with 1 being the most preferred channel.

(Note to Interviewer: Limit to 3 answers - Ranking from 1 to 3 with 1 being the most preferred channel)

(M/C)	
Dedicated TV programmes on ASEAN news	1
Dedicated radio programmes on ASEAN news	2
Engaging social media influencers to promote ASEAN	3
ASEAN history in school curriculums	4
Regional competitions (song/talent contest, sports competition, essay competition, etc.)	5
Local brand ambassadors (e.g. local celebrities) to promote key ASEAN development	6
Public seminars/ public meetings with government representatives	7
Others (specify)	90

Showcard

Q22 On which ASEAN community-related topics would you like to get more information?
You can give more than one answer.

(M/C)	
History of the ASEAN community	1
Institutions of the ASEAN community	2
Youth	3
Culture	4
Mobility of students and academics	5
University credit transfer system	6
Education	7
Infrastructure development	8
Tourism (e.g. Open Skies policy, visas, flight connectivity)	9
Environment	10
Agriculture	11
Mobility of skilled labour	12
ASEAN economy in general	13
ASEAN single market and production base	14
Micro, small, and medium enterprises (MSMEs) development	15
Protection of intellectual property rights	16
Common foreign and security policies	17
International relations (ASEAN and the rest of the world)	18
Others (please specify)	90
Do not know	99

Showcard

Q23 How can ASEAN improve the way it communicates with ASEAN citizens?

(M/C)	
Increase the frequency of promotion programs through national mass media (e.g. national TV, national Radio)	1
Increase promotion activities through local media (e.g. local newspaper, local radio)	2
Produce more engaging contents	3
Use language that is easier to understand (e.g. fewer jargons, abbreviations)	4
Widen reach through social media (e.g. Facebook, Instagram)	5
Increase frequency of public events (e.g. seminars, forums) by local governments	6
Organise community-based activities in regional areas	7
Appoint local brand ambassadors to promote key developments	8
Provide more educational materials for the public	9
Others (please specify)	90

Civil Society Organisations

INTRODUCTION

Good/morning/afternoon/evening. I am..... from Ipsos in Thailand.
 Today, we are conducting a survey commissioned by ASEAN on public awareness and opinions towards ASEAN.
 The interview should take no longer than 30 minutes, and we would be grateful if you could spare the time to help us.

There are no right or wrong answers. Please give us your true opinions, even if they are negative.
 Your answers will be combined with others for analysis. Please be assured that you will not be identified individually in any way.

SCREENING

(ASK ALL RESPONDENTS)

Thailand	Bangkok	1
Philippines	Manila	2
Malaysia	Kuala Lumpur	3
Singapore	Singapore	4
Indonesia	Jakarta	5
Vietnam	Hanoi	6
Lao PDR	Vientiane	7
Cambodia	Phnom Penh	8
Myanmar	Nay Pyi Taw	9
Brunei	Bandar Seri Begawan	10

S1 What is the key activity of your organisation ?

Political and legal system	(S/C) 1	} CHECK QUOTA
Human rights	2	
Environmental	3	
Peace	4	
Education	5	
Labour and social welfare	6	
Healthcare	7	
Media and others	8	

S2 What is your job title, position or rank in your organisation?

CEO/Chairman/Managing Director/President	(S/C) 1
Director/General Manager/Vice President	2
CFO/Treasurer/Company Secretary/Controller	3
Owner/Partner	4
Manager/Executive/Supervisor/Officer	5
Other skilled white collars	6
Clerk	7
Skilled blue collars	8
Manual laborer	9
Refused	(DO NOT PROMPT) 96
Don't know	(DO NOT PROMPT) 99

S3 Which of the following best describes your position within your organisation?

I am a part of the top management teams (or a business owner), responsible for deciding strategic directions for my organisation	(S/C) 1	} TERMINATE
I am a part of the senior executive teams, and I have influences on strategic directions for my organisation	2	
I am not a part of the top management and senior executive teams, and have no influence on strategic directions for my organisation	3	

SECTION 1: GENERAL UNDERSTANDING OF ASEAN

Q1 How well do you think your business/management team/members know and understand about ASEAN?

We have never heard of ASEAN	(S/C) 1	Go to Q4
We have heard of the name only	2	Go to Q2
We have some knowledge of ASEAN	3	Go to Q2
We know a lot about ASEAN	4	Go to Q2

Q2 How would you describe ASEAN? Please select one answer.

ASEAN aims to build a political-security community	(S/C) 1
ASEAN aims to build an economic community	2
ASEAN aims to build a socio-cultural community	3
All of the above	4
None of the above	90

Q3 Which of the following statements best describe your knowledge of ASEAN?
You can select all that apply.

	(M/C)
I know what ASEAN is in general, when and why it was established	1
I know about the ASEAN Community and its three pillars	2
I know the political, economic, and social policies and impacts that ASEAN has brought to my organisation and my country in the past 2 years	3
I know how ASEAN plans to build a stronger region in the future	4
None of the above	90

(Show this statement before proceeding to Q4) ASEAN is an inter-governmental organisation established on 8 August 1967. The member states are Brunei Darussalam, Cambodia, Indonesia, Lao, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. The ASEAN Community was officially launched in 2015 to promote regional stability, economic development, and cultural identity. Its vision is to create one community with a shared vision and identity.

(Note to interviewer: Before proceeding to Q7: If Q1 Coded "1", move directly to Q19)

SECTION 2: GENERAL PERCEPTION AND EFFECTS OF ASEAN

Q4 In general, what is your perception towards ASEAN?

	(S/C)
Very positive	1
Positive	2
Neutral	3
Negative	4
Very negative	5

Showcard

Q5 Which of the following common benefits do you know (or heard of) that the ASEAN Community is working towards?
Please choose all that apply.

	(M/C)
Better quality of life (improving health, better education, human rights protection, etc.)	1
Access to jobs	2
Peace and security in ASEAN	3
Economic growth (more open trade and development of SMEs)	4
Resilience to disasters and climate change	5
Environmental sustainability	6
Preservation and promotion of ASEAN culture and heritage	7
Other (specify)	8
None	97
Do not know	99

Showcard

Q6 In your opinion, which could be the negative consequence(s) following the establishment of the ASEAN Community?

	(M/C)
Local businesses will face stiffer competition from foreign investors	1
Loss of skilled workforce due to labour migration	2
Influx of foreign workers due to increased labour mobility	3
Unequal development among ASEAN countries	4
Interference of other ASEAN countries in domestic affairs	5
Environmental damage due to increased investments	6
Benefits of the ASEAN Community only enjoyed by a selected and privileged few	7
Other (please specify)	80
None (DO NOT PROMPT)	97
Do not know (DO NOT PROMPT)	99

Q7 After the establishment of the ASEAN Community in 2015, how would you rate the level of benefits that your organisation (or your members) gained from any policies initiated by the ASEAN Community?

	(S/C)
Benefit a lot	1
Somewhat benefit	2
Neither benefit nor disadvantaged	3
Somewhat disadvantaged	4
Disadvantaged a lot	5
Do not know	90

Q8 What are the reasons for your chosen answers? (For example, if the answer is 'Benefit a lot', regional integration provides space for NGOs and other civil societies to act collaboratively on a wide range of development issues affecting the region.)

Q9 How optimistic are you about the success of ASEAN's future?

	(S/C)
Very optimistic	1
Optimistic	2
Neutral	3
Less optimistic	4
Not optimistic	5

Q9.1 Please explain why you feel [Insert answer from Q9] about the success of ASEAN's future?

Q10 **Showcard:** For the following ASEAN pillars, could you identify the top 5 major regional issues that **you** believe the ASEAN Community should prioritise in the near future (order them from 1 = the highest priority to 5 = the lowest priority)

Q10.1 **ASEAN Political-Security Community**

	(M/C)
Establishment of common foreign and diplomatic policies	1
Good governance	2
Human rights	3
Prevention and combat against corruption	4
Promotion of peace and stability in the region	5
Conflict prevention and resolution	6
Combating transnational crime, terrorism, and drug trafficking	7
Others (Specify)	90

Q10.2 **ASEAN Economic Community**

	(M/C)
Free flow of goods e.g. eliminate import duties, trade barriers	1
Free flow of services e.g. remove all restriction for services sectors	2
Free flow of investment	3
Free flow of capital	4
Free flow of skilled labour e.g. facilitate issuance of visas and employment passes	5
Competition policy	6
Consumer protection	7
Intellectual property rights	8
Infrastructure development e.g. connect land transport	9
Avoiding double taxation	10
E-commerce	11
SME development	12
Sustainable business practices	13
Others (Specify)	90

Q10.3 **ASEAN Socio-Cultural Community**

(M/C)	(M/C)
Promote education and employment opportunities for youths	1
Promotion of a better workplace including safety and health	2
Building civil service capability	3
Access to better healthcare and disease management, and promotion of healthy lifestyles	4
Ensuring a drug-free ASEAN	5
Building disaster-resilient nations	6
Promotion of Social Justice and rights including protection of human rights (e.g women, children, elderly, persons with disabilities, migrant workers)	7
Ensuring environmental sustainability	8
Building an ASEAN identity e.g. awareness and a sense of community	9
Reducing poverty	10
Others (Specify)	90

Q11 How would infrastructure development, establishment of effective institutions, mechanism and processes, and empowerment of people in ASEAN benefit Civil Society Organizations (CSOs)?

SECTION 3: COMMUNICATION EFFECTIVENESS

Showcard

Q12 In the past 12 months, where do you normally hear or learn about the development of ASEAN?
(Choose ALL that apply)

	(M/C)
TV	1
Radio	2
Newspaper	3
Magazine	4
Internet	5
Libraries	6
Discussion with relatives, friends, colleagues	7

Books	8
Brochures, information leaflets and mails	9
Specialised national/regional/municipal government information offices	10
Civil society organisations	11
Social Media	12
Public seminar/ public meeting	13
Email	14
Other (please specify)	90

Q13 In the past 2 years, have you ever looked for detailed information on ASEAN's effort and its policies?

		(S/C)
Yes	1	Go to Q 14
I have never looked for more information / I have no interest in looking for more information	2	Go to Q 17

Q14 What was the purpose of the information you were seeking?

		(M/C)
General interest or personal interest	1	
For academic or educational purpose	2	
Work-related tasks	3	
Others (Please specify)	99	

Q15 Overall, how easy or difficult was it for you to locate or identify sources of information about ASEAN's effort or specific policies initiated by ASEAN?

		(S/C)
Difficult	1	Go to Q 16
Neither difficult or easy	2	Go to Q 16
Easy	3	Go to Q 17

Q16 What were the key challenges you faced when looking for more information about ASEAN's efforts? You may choose more than one answer.

		(M/C)
Availability of information	1	
Credibility of information	2	
Usefulness or relevancy of information	3	
Timeliness/frequency of information or publications	4	
Information accessibility (e.g. limited access to radio, TV, internet, and print)	5	
Language (easy to understand, availability in local languages)	6	
Others (please specify)	90	

Q17 Which of the following ASEAN efforts are you familiar with or are made known to you through media or information provided by your government? (Choose ALL that apply)

		(M/C)	Ref.
Combat against irregular migration and human trafficking	1		APSC
Protection of human rights (e.g. people with disabilities and other vulnerable groups)	2		APSC
Promotion of regional stability and peace (e.g. South China Sea dispute)	3		APSC
Cooperation for humanitarian assistance and disaster relief	4		APSC
Promotion of Free Trade	5		AEC
Infrastructure development (e.g. cross-border roads)	6		AEC
Development of micro, small, and medium enterprises (MSME)	7		AEC
Promotion of regional tourism	8		AEC
Improvement on education system for youths	9		ASCC
Promotion of ASEAN identity, heritage, and cultural awareness	10		ASCC
Commitment to end HIV and AIDS	11		ASCC
Environmental protection and climate change adaptation	12		ASCC
Promotion of gender equality	13		ASCC
Others (Specify)	90		
None of the above	99		

Q18 Overall, how would you rate the effectiveness in which ASEAN communicates with its ASEAN citizens?

		(S/C)
Poor	1	
Fair	2	
Good	3	
Excellent	4	

SECTION 4: COMMUNICATION CHANNELS PREFERENCE

Showcard

Q19 Could you identify and order the top five sources that you prefer to use for gathering information about ASEAN? Please rank top 5 channels with 1 being the most preferred channel.

(Note to Interviewer: Limit to 5 answers - Ranking from 1 to 5 with 1 being the most preferred channel)

		(M/C)
TV	1	
Radio	2	
Newspaper	3	
Magazine	4	

Internet	5
Libraries	6
Discussion with relatives, friends, colleagues	7
Books	8
Brochures, information leaflets and mails	9
Specialised national/regional/municipal government information offices	10
Civil society organisations	11
Social Media	12
Public seminar/ public meeting	13
Email	14
Other (please specify)	99

Showcard

Q20 In your opinion, what would be the most effective way to raise public awareness about ASEAN?

Please rank top 3 options, with 1 being the most preferred channel.

(Note to interviewer: Limit to 3 answers - Ranking from 1 to 3 with 1 being the most preferred channel)

	(M/C)
Dedicated TV programmes on ASEAN news	1
Dedicated radio programmes on ASEAN news	2
Engaging social media influencers to promote ASEAN	3
ASEAN history in school curriculums	4
Regional competitions (song/talent contest, sports competition, essay competition, etc.)	5
Local brand ambassadors (e.g. local celebrities) to promote key ASEAN development	6
Public seminars/ public meetings with government representatives	7
Others (specify)	90

Showcard

Q21 On which ASEAN community-related topics would you like to get more information?

You can give more than one answer.

	(M/C)
History of ASEAN community	1
Institutions of ASEAN community	2
Youth	3
Culture	4
Mobility of students and academics	5
University credit transfer system	6
Education	7
Infrastructure development	8
Tourism (e.g. Open Skies policy, visas, flight connectivity)	9
Environment	10
Agriculture	11
Mobility of skilled labour	12
ASEAN economy in general	13
ASEAN single market and production base	14
Micro, small, and medium enterprises (MSMEs) development	15
Protection of intellectual property rights	16
Common foreign and security policies	17
International relations (ASEAN and the rest of the world)	18
Others (please specify)	90
Do not know	99

Showcard

Q22 How can ASEAN improve the way it communicates with ASEAN citizens?

	(M/C)
Increase the frequency of promotion programs through national mass media (e.g. national TV, national Radio)	1
Increase promotion activities through local media (e.g. local newspaper, local radio)	2
Produce more engaging contents	3
Use language that is easier to understand (e.g. fewer jargons, abbreviations)	4
Widen reach through social media (e.g. Facebook, Instagram)	5
Increase frequency of public events (e.g. seminars, forums) by local governments	6
Organise community-based activities in regional areas	7
Appoint local brand ambassadors to promote key developments	8
Provide more educational materials for the public	9
Others (please specify)	90

ABBREVIATIONS AND ACRONYMS

ACMP	ASEAN Communication Master Plan
AEC	ASEAN Economic Community
APSC	ASEAN Political-security Community
ASCC	ASEAN Socio-cultural Community
ASEAN	Association of Southeast Asian Nations
CLMV	Cambodia, Lao PDR, Myanmar, and Vietnam
CSO	Civil Society Organisations
ERIA	Economic Research Institute for ASEAN and East Asia
IDI	In-depth interviews
MSMEs	Micro, Small, and Medium-sized Enterprises

COUNTRY ABBREVIATIONS

BN	Brunei Darussalam
KH	Cambodia
ID	Indonesia
LA	Lao PDR
MY	Malaysia
MM	Myanmar
PH	Philippines
SG	Singapore
TH	Thailand
VN	Vietnam



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