



# Poll on ASEAN Awareness 2018

*PoAA Key Findings*



one vision  
one identity  
one community





**How well do you know ASEAN?  
What does ASEAN mean to you?  
Do you feel you are an ASEAN citizen?  
What are your hopes for the region?**

The Poll on ASEAN Awareness 2018 provides insights to gauge the understanding, knowledge and perceptions of ASEAN peoples toward ASEAN. The PoAA polls a cross-section of ASEAN citizens including youth, general public, civil society organisations and businesses, and this PoAA report highlights the key findings of the 4,485 respondents to the poll.

The PoAA findings will further strengthen ASEAN's ongoing efforts to effectively reach out to ASEAN citizens through engaging narratives and multiple communication channels as we seek to promote "ASEAN: A Community of Opportunities for All".

# METHODOLOGY

The survey instruments, comprising 21 to 24 multiple choice and open-ended questions, were administered to 3 categories of respondents:



**401**

**Business Sector**

*In-depth interviews & online survey*



**184**

**Civil Society Organisations**

*In-depth interviews & online survey*



**3,900**

**General Public**

*Online survey 68%  
Face-to-face survey\* 32%*

## Respondent Profile

**ASEAN citizens age 15+**



**50.5%**  
Male



**49.5%**  
Female



Data was collected from  
**October to December 2018**

*\* Face-to-face surveys were conducted in the capital city and, where applicable, 2nd largest city of each ASEAN Member State*



# HOW WELL DO PEOPLE KNOW ASEAN?

Across the 10 ASEAN Member States,  
96% of respondents are aware of ASEAN

But **fewer than one-third** claim  
to have knowledge of the ASEAN  
Community and its three pillars



# ASEAN: YOUR IDENTITY

**9 out of 10 respondents** identify themselves as an “ASEAN citizen” at some level

*I identify myself...*



*by my nationality* **98%**



*as an Asian* **96%**



*as an ASEAN citizen* **94%**

# WHAT UNITES ASEAN CITIZENS?

**2 out of 3 respondents** believe that a shared identity is essential in creating a stronger region

Top factors contributing to shared identity are:

Economy



**77%**

Traditions and values



**55%**

Common vision



**54%**



# WHAT DO ASEAN CITIZENS REALLY THINK OF ASEAN?

**More than 4 in 5 respondents** have a positive perception towards ASEAN

32%



VERY POSITIVE

51%



POSITIVE

15%



NEUTRAL

1%



NEGATIVE

0%



VERY NEGATIVE



# ASEAN AND ITS FUTURE

**Almost 4 in 5 respondents** are optimistic that ASEAN will successfully bring shared benefits and prosperity to the region in the future

29%



VERY OPTIMISTIC

48%



OPTIMISTIC

20%



NEUTRAL

2%



LESS OPTIMISTIC

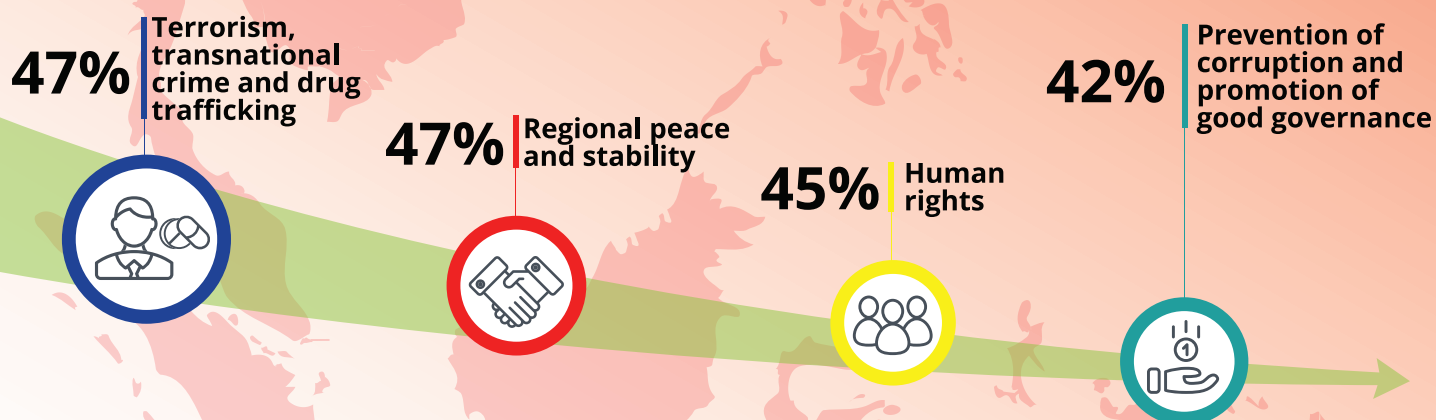
1%



NOT OPTIMISTIC

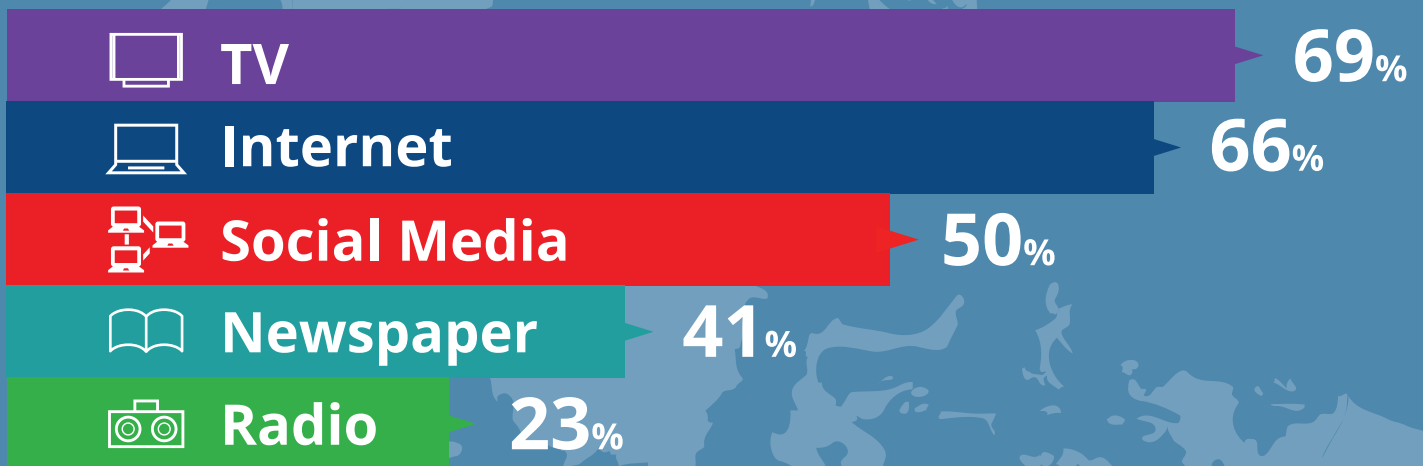
# WHAT SHOULD ASEAN PRIORITISE FOR A BETTER COMMUNITY?

Almost half of respondents believe that political-security agenda should be the key focus in developing a stronger ASEAN

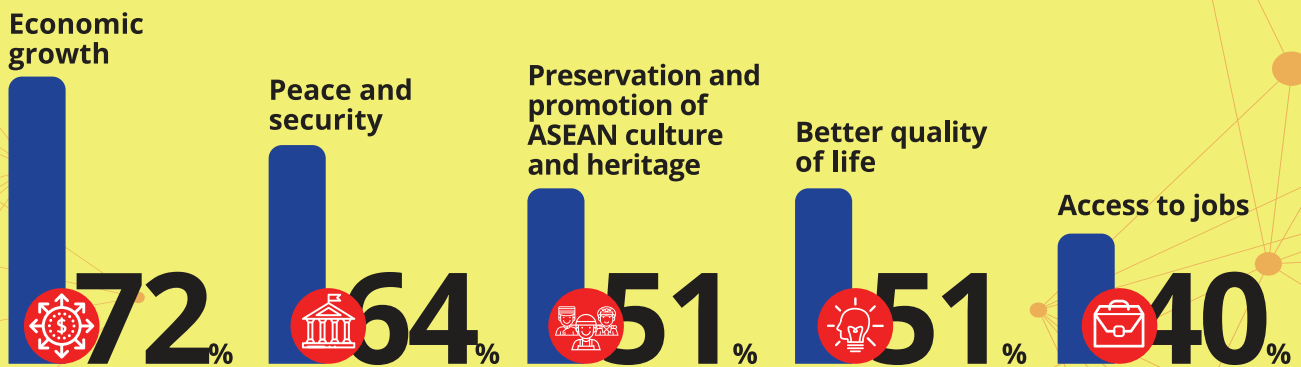


# WHERE DO ASEAN CITIZENS LOOK FOR INFORMATION ABOUT ASEAN DEVELOPMENTS?

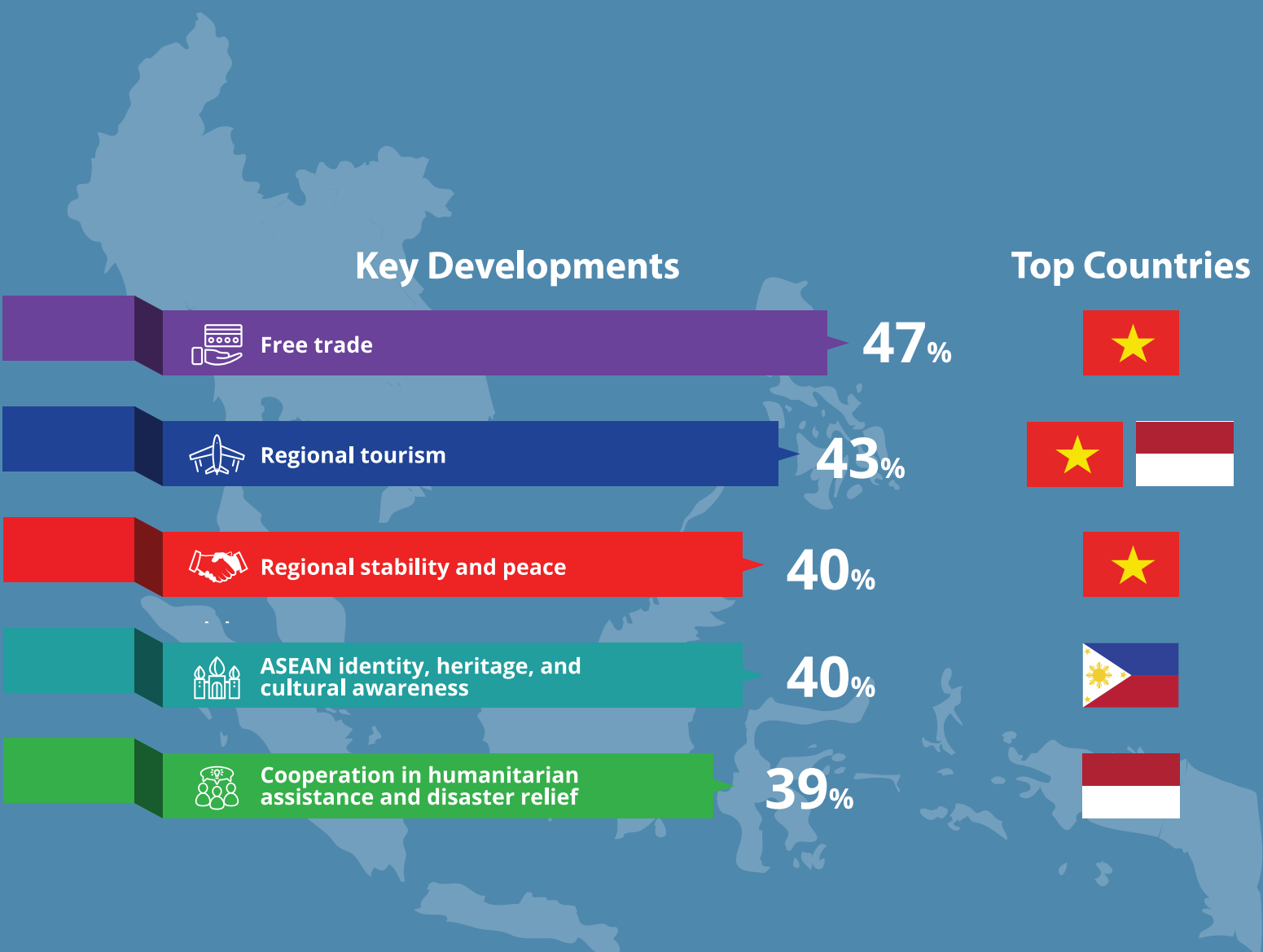
TV and the Internet are the most used and the most preferred sources of information amongst ASEAN citizens



# HOW DOES ASEAN BENEFIT COMMUNITIES?



# WHAT ASEAN DEVELOPMENTS ARE KNOWN TO ASEAN CITIZENS?



# HOW DO INDIVIDUALS BENEFIT FROM ASEAN?

More than 4 in 5 respondents enjoy the benefits brought about by ASEAN



**61%**

Travel freely between ASEAN countries



**50%**

Opportunity to work in any ASEAN country



**44%**

Opportunity to study in any ASEAN country



**44%**

Purchase products from other ASEAN countries at a lower price



**42%**

Greater sense of security living in the region

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

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ASEAN: A Community of Opportunities for All

Poll on ASEAN Awareness 2018

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