



THE AP-GfK POLL: JAPAN

Conducted by GfK Roper Public Affairs & Corporate Communications

Interview dates: July 29 – August 10, 2011

Interviews: 1,000 adults

Margin of error: +/- 3.8 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled
Please refer to the exact sample number at the bottom of each table

All results shown are percentages unless otherwise labeled
*= less than 0.5%; - = 0

Q1. Now, I would like to ask you about current situation. Generally speaking, would you say that things in this country are headed in the right direction or in the wrong direction?

Right direction	23
Wrong direction	59
Don't know [VOL]	17
Refused [VOL]	*

Based on:

N=1,000

Q2. When you think about how things are going in your life in general, would you say you are very happy, somewhat happy, neither happy nor unhappy, somewhat unhappy or very unhappy?

Total happy	56
Very happy	15
Somewhat happy	42
Neither happy nor unhappy	33
Total unhappy	11
Somewhat unhappy	9
Very unhappy	2
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,000

Q3. What do you think are the most important problems facing this country today?
[Open-ended question, responses coded]

Nuclear Power Plant Accident Caused by Great East Japan Earthquake	36
Politics (unstable, not trustworthy, etc.)	18
Great East Japan Earthquake/ Recovery from the Quake	20
Economy/ Business condition/ Depression	12
Diplomacy	4
Unemployment/ Income Gap	4
Strong Yen	4
Politicians (poor leadership, lack of responsibility as a politicians, etc.)	3
Nation's Finance/Government Debt	3
Energy Problems	2
Prime Minister Naoto Kan (reluctance to resign, poor leadership, etc.)	2
Social Security/ Pension	2
Radiation Contamination	3
Low Birthrate and Fewer Children/ Falling Population	2
Aging Society	1
Territory Dispute	1
Democratic Party of Japan	1
Tax	2
Children's Education/ Lives	1
Morals of Japanese People	1
Social Welfare/ Nursing-care for the Elderly	1
To live in safety/secure life	1
Environmental Concerns	1
Farm/Animal Products or Food Contaminated with Radiation	1
Disaster Prevention for Earthquakes, etc.	1
National Defense/ Security/ Amendment to the Constitution	1
Children's Allowance	1
Medical Care (Mainly for Elderly People)	1
Japan's Future	1
Japan's Presence in the World	*
Information Disclosure regarding Nuclear Power Plants Accident	*
Bureaucrats	1
Food Supply	*
Independence from the U.S./ Too dependent on the US/ issues of the U.S. Military Bases in Japan	1
Electricity Shortage/ Electric Power Problems/ Electricity Savings	*
Reliability of Reports by Mass Media	*
Abductions by North Korea	*
World Peace	*
Terrestrial Digital Broadcasting	*
U.S. Debt Default	*
Ratification of TPP (Trans-Pacific Partnership)	*
Don't know/ Don't pop up to mind	1
Nothing in particular	2

Based on:

N=1,000

Q4-Q5 held for later release

Q6. I would like ask you about Prime Minister Naoto Kan. Do you approve, disapprove or neither approve nor disapprove of the way Prime Minister Naoto Kan is handling his job as Prime Minister?

[INTERVIEWER:

FOR EACH "APPROVE" ASK: Is that strongly approve or somewhat approve?

FOR EACH "DISAPPROVE," ASK: Is that strongly disapprove or somewhat disapprove?]

Total approve	10
Strongly approve	1
Somewhat approve	8
Neither approve nor disapprove	21
Total disapprove	69
Somewhat disapprove	33
Strongly disapprove	36
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,000

Q7. Now, I will read out some institutions. For each of the following institutions in this country, please tell me how often you think you can trust each one to do what is right? Just about always, most of the time, only about half of the time, only sometimes, or never?

	Total Always/ Most	Just about Always	Most of the time	About half of the time	Total Some-Times/ Never	Only some-times	Never	Don't know	Ref.
The Emperor	78	54	25	15	3	2	1	4	*
The Self-Defense Forces	74	36	38	21	4	3	1	1	-
The judiciary	47	15	32	32	15	11	3	6	-
The bureaucracy	15	2	13	30	52	32	20	3	-
The cabinet ministers	11	2	10	28	59	37	23	2	-
The Diet	9	2	7	25	65	38	28	1	-

Q8. Now, I would like to ask you about current economic situation in Japan. How would you rate the condition of this country's economy today? Is it...

Excellent/Good	2
Excellent	*
Good	2
Fair	13
Poor/Very Poor	84
Poor	58
Very Poor	27
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,000

Q9. Compared to 5 years ago, would you say that the condition of this country's economy is better, worse, or about the same today as it was then?

[INTERVIEWER:

FOR EACH "BETTER," ASK: Is that much better or somewhat better?

FOR EACH "WORSE," ASK: Is that much worse or somewhat worse?]

Total better	4
Much better	*
Somewhat better	4
About the same	25
Total worse	70
Somewhat worse	47
Much worse	23
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,000

Q10. Looking ahead 5 years from now, do you think the condition of this country's economy will be better, worse or about the same as it is today?

[INTERVIEWER:

FOR EACH "BETTER," ASK: Is that much better or somewhat better?

FOR EACH "WORSE," ASK: Is that much worse or somewhat worse?]

Total better	22
Much better	*
Somewhat better	22
About the same	42
Total worse	34
Somewhat worse	23
Much worse	10
Don't know [VOL]	3
Refused [VOL]	-

Based on:

N=1,000

Q11. Now, I would like to ask you about the condition of your family's finances. How would you rate the condition of your family's finances today? Are they...

Excellent/Good	19
Excellent	3
Good	16
Fair	53
Poor/Very Poor	28
Poor	22
Very Poor	6
Don't know [VOL]	-
Refused [VOL]	-

Based on:

N=1,000

Q12. Compared to 5 years ago, would you say that the condition of your family's finances is better, worse, or about the same today as it was then?

[INTERVIEWER:

FOR EACH "BETTER," ASK: Is that much better or somewhat better?

FOR EACH "WORSE," ASK: Is that much worse or somewhat worse?]

Total better	13
Much better	3
Somewhat better	10
About the same	52
Total worse	34
Somewhat worse	28
Much worse	6
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,000

Q13. Looking ahead 5 years from now, do you think the condition of your family's finances will be better, worse or about the same as it is today?

[INTERVIEWER:

FOR EACH "BETTER," ASK: Is that much better or somewhat better?

FOR EACH "WORSE," ASK: Is that much worse or somewhat worse?]

Total better	17
Much better	1
Somewhat better	16
About the same	54
Total worse	26
Somewhat worse	22
Much worse	4
Don't know [VOL]	3
Refused [VOL]	-

Based on:

N=1,000

Q14. Looking ahead 20 years from now, when children being born today grow up, do you think they will be better off, worse off or about the same as people are now?

[INTERVIEWER:

FOR EACH "BETTER," ASK: Is that much better or somewhat better?

FOR EACH "WORSE," ASK: Is that much worse or somewhat worse?]

Total better	26
Much better	2
Somewhat better	24
About the same	26
Total worse	44
Somewhat worse	32
Much worse	12
Don't know [VOL]	5
Refused [VOL]	-

Based on:

N=1,000

Q15. How serious a problem are each of the following in this country today? For each one, please tell me if it is an extremely serious problem, very serious, somewhat serious, not too serious, or not at all serious problem. How about...

	Extrem- ely/ Very serious	Extremely serious	Very serious	Some- what serious	Not too/Not at all serious	Not too serious	Not at all serious	Don't know	Ref
The destruction from the March 11 th earthquake and tsunami	89	71	18	9	2	2	*	-	-
The aging population	78	49	29	17	5	5	*	*	-
The lack of a stable government	73	50	23	21	5	4	*	2	-
Unemployment	69	43	27	26	5	4	1	1	-
Pollution	63	40	22	29	8	8	1	*	-
Availability of energy resources	62	35	27	28	9	8	1	1	-
Tensions between the government and opposition parties	60	39	21	26	12	11	1	2	-
Crime	47	23	24	41	12	11	*	1	-
Drug abuse	45	23	22	37	16	14	2	2	-
Poverty	31	15	16	43	25	22	2	2	-
Access to medical care	26	12	14	39	34	32	2	1	-
Terrorism	23	12	11	35	38	33	5	4	-
Access to education	21	9	12	43	34	31	3	2	-
Hunger	16	10	7	30	52	41	11	1	-

Q16 held for later release

Q17. People sometimes talk about what the goals of the country should be for the next ten years. How important are each of the following goals to you personally?

ROTATE ITEMS:	Extremely/ Very Important	Extremely Important	Very Important	Some- what Important	Not too/Not at all Important	Not too Important	Not at all Important	Don't know	Ref
Rebuilding the areas damaged by the March 11 th earthquake and tsunami	96	75	21	4	*	*	*	*	*
Developing new sources of energy	84	61	23	12	4	3	*	1	-
Seeing that people have more say about how things are done at their jobs and in their communities	68	35	33	28	3	3	*	1	-
Trying to make the countryside more beautiful	64	31	32	30	6	6	*	1	-
A high level of economic growth	51	26	25	38	9	8	1	2	-
Making sure this country has strong defense forces	42	22	20	37	20	17	3	1	-

Q18-Q21 held for later release

Q21-1. Compared to 10 years ago, is Japan a stronger international power today, a weaker international power, or is Japan's international power about the same as it was 10 years ago?"

Japan's international power is a stronger than 10 years ago	11
Japan's international power is a weaker than 10 years ago	63
Japan's international power is about the same as it was 10 years ago	23
Don't know [VOL]	3
Refused [VOL]	-

Based on:

N=1,000

Q22. Now I would like to ask you about the March 11th earthquake, tsunami, and nuclear crisis. Do you approve, disapprove or neither approve nor disapprove of the way (INSERT ITEM) has handled the impact of the March 11th earthquake, tsunami and nuclear crisis?

IF APPROVE OR DISAPPROVE: Do you (approve/disapprove) strongly or only moderately?

	Total Approve	Strongly Approve	Moderately Approve	Neither	Total Dis-approve	Moderately Disapprove	Strongly Disapprove	Don't know	Ref.
The Self-Defense Forces	89	67	22	8	3	2	1	1	-
Prime Minister Naoto Kan	9	1	8	15	76	34	42	*	-
The Tokyo Electric Power Company	9	2	7	9	81	29	52	1	-
Nuclear and Industrial Safety Agency	7	2	5	15	75	32	43	3	-
The nuclear regulatory agency	5	1	4	11	82	37	44	2	-

Q23. I'm going to read some ways that people have been feeling about the March 11th earthquake and tsunami, and I'd like to tell me whether the statement represents your very deepest feeling, a feeling that was somewhat deep, whether the statement had crossed your mind, or whether it never occurred to you.

	Total Deep Feelings	Very Deep	Somewhat Deep	Total Less Deep Feelings	Crossed mind	Never occurred	Don't know	Ref.
Wondered whether the government could really help you if you became a victim of a disaster	82	64	19	18	10	8	*	-
Felt the country's leaders weren't telling you the truth about what was going on	80	56	23	20	12	7	1	-
Felt less safe than you did before the March 11 earthquake	74	50	24	26	14	12	1	-
Were worried about how this disaster might affect your own life, job and future	67	42	25	33	15	18	*	-
Felt angry that the relief for the disaster victims came so slowly	66	43	24	33	17	16	1	-
Wished you didn't have to hear any more news about the disaster	29	17	12	71	17	54	1	-
Felt ashamed that this could happen in our country	17	9	7	83	9	74	*	-

Q24. How confident are you in the government’s ability to handle another major disaster in the future? Are you...

Extremely/Very	3
Extremely confident	1
Very confident	3
Moderately confident	23
Only a little/Not confident at all	73
Only a little confident	44
Not confident at all	29
Don’t know [VOL]	1
Refused [VOL]	-

Based on:

N=1,000

Q25. Do you think the government needs to give more information to the public about important issues and concerns, or do you think the government already gives enough information to the public?

Needs to give more information to the public	90
Already gives enough information to the public	9
Don’t know [VOL]	2
Refused [VOL]	-

Based on:

N=1,000

Q26. Now, I would like to ask you about nuclear power plants. Do you think the number of nuclear power plants in this country should be increased, decreased, or left about the same?

Increased	4
Decreased	55
Left about the same	35
Eliminated entirely [VOL]	3
Don’t know [VOL]	3
Refused [VOL]	-

Based on:

N=1,000

Q27. How confident are you in the safety of the nuclear power plants still in operation in Japan? Are you...

Extremely/Very	5
Extremely confident	1
Very confident	4
Moderately confident	33
Only a little/Not confident at all	60
Only a little confident	37
Not confident at all	23
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,000

Q28-Q29 held for later release

Q30. Now, I would like to ask you about politics. Do you favor, oppose or neither favor nor oppose changing the system of government so that the prime minister serves for a fixed term of four years?

IF FAVOR OR OPPOSE: Do you strongly (favor/oppose) that, or only moderately (favor/oppose) it?

Total Favor	30
Strongly favor	11
Moderately favor	19
Neither favor nor oppose	38
Total Oppose	31
Moderately oppose	17
Strongly oppose	14
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,000

Q31. Do you think most elected officials are more interested in serving the people they represent, or more interested in serving special interest groups?

More interested in serving the people they represent	9
More interested in serving special interest groups	85
Don't know [VOL]	6
Refused [VOL]	*
Based on:	N=1,000

Q32-Q48 held for later release

Q49. What political party do you support?

	7/29-8/10/11	7/1-3/2005 (AP-Kyodo)
Liberal Democratic Party	17	31
Democratic Party	10	19
Your Party (Minna-no-tou)	4	NA
New Komeito	3	3
Japanese Communist Party	3	3
Social Democratic Party	1	2
People's New Party (Kokumin Shintou)	1	NA
New Party Nippon (Shintou Nippon)	*	NA
The Sunrise Party of Japan (Tachiagare Nippon)	*	NA
Liberal League (Jiyurengo)	NA	-
Other (Specify)	-	0
None	62	41
Don't know [VOL]	*	3
Refused [VOL]	*	-

Based on:

N=1,000

Demographics

The following questions are for classification purposes only. Be assured that your responses will be aggregated with those of other participants to this survey.

D1. Respondent's Gender:

Male	49
Female	52

Based on:

N=1,000

D2. What is your age?

18-29	15
30-49	33
50-64	22
65+	30
Prefer not to answer [VOL]	-

Based on:

N=1,000

D3. What was the last grade of regular school that you completed?

No school	*
Primary incomplete	-
Primary complete	1
Junior/Middle school incomplete	*
Junior/Middle school complete	12
Some high school	2
High school complete	51
Some trade studies	1
Trade studies complete	14
Some college	1
College graduate	16
Some post graduate studies	*
Post graduate degree	2
Refused [VOL]	1

Based on:

N=1,000

D4. In which of these categories does the combined annual income (before tax) of all members of your household fall?

Under 2,000,000	12
2,000,000 - 4,000,000	22
Over 4,000,000 - 6,000,000	21
Over 6,000,000 - 8,000,000	11
Over 8,000,000 - 10,000,000	6
More than 10,000,000	5
Prefer not to answer(DO NOT READ)	22

Based on:

N=1,000

D5. Region & Prefecture (Where Respondent Lives)?

Hokkaido/ Tohoku	12
Hokkaido	5
Aomori	2
Iwate	1
Miyagi	1
Akita	1
Yamagata	1
Fukushima	1
Kanto	33
Tokyo	10
Kanagawa	7
Saitama	6
Chiba	5
Ibaraki	2
Tochigi	2
Gunma	2
Tokai/ Hokuriku/ Koushinetsu	17
Aichi	5
Nagano	3
Shizuoka	3
Niigata	2
Gifu	2
Toyama	1
Ishikawa	1
Fukui	1
Yamanashi	1
Kinki	18
Osaka	6
Hyogo	4
Mie	3
Kyoto	2
Shiga	1
Nara	1
Wakayama	1
Chugoku/ Shikoku	9
Hiroshima	2
Shimane	1
Okayama	1
Yamaguchi	1
Tokushima	1
Kagawa	1
Ehime	1
Kochi	1
Tottori	*
Kyushu/ Okinawa	11
Fukuoka	3
Kumamoto	2
Oita	2
Saga	1

Nagasaki	1
Miyazaki	1
Kagoshima	1
Okinawa	1

D6. What is your occupation exactly?

Executive/Management	6
Clerical/Service	11
Technical	7
Labor	4
Self-employed	8
Freelance/Professional	5
Part-time employee	12
Housewife	18
Student	7
Unemployed	20
Other	1
Prefer not to say	1

Based on:

N=1,000

D7. Which of these descriptions best fits your own personal circumstances?

Single	21
Married	66
Living together	1
Separated, divorced	5
Widowed	7
Prefer not to answer	1

Based on:

N=1,000

D8. Are you a parent?

Yes	70
No	29
Prefer not to answer	1

Based on:

N=1,000

D9. Is this house/apartment owned by you or your family or is it rented?

Owned - housing	67
Owned - apartment	13
Rented - housing	2
Rented - apartment	17
Temporary/government provided (The houses are destructed by the March 11 th earthquake and tsunami, and temporary living in temporary house or government provided house)	-
Other	*
Don't know	1

Based on:

N=1,000

D10. Which of these is the best description of where you live (main residence if more than one)?

In the city center, central district, or downtown	26
In a city but not in the city center, central district, or downtown	20
In a suburb or small city or town near or part of a larger city	25
In a small city, town, or village that is not part of a larger city	20
In a rural area	9

Based on:

N=1,000

AP-GfK Poll Methodology

The **Associated Press-GfK Japan Poll** among 1,000 Japanese adults was conducted from July 29 through August 10, 2011, by GfK Japan under direction of GfK Roper Public Affairs & Corporate Communications – a division of GfK Custom Research North America.

The poll's sample of 1,000 respondents represents the national population of Japan age 18 and older, living in the 47 prefectures of Japan. The survey sample frame includes Japanese households that have at least one fixed telephone landline, or about 91% of all Japanese households. The landline random-digit dialed sample (RDD) of households was stratified by region with targets set for the number of complete calls per region. All interviews were conducted by live callers from a Tokyo-based telephone interviewing center, using computer-assisted telephone interviewing, or CATI. An adult was randomly selected in each dialed household to interview, with a callback scheduled if the selected adult was not home at the time of the initial call.

The margin of sampling error is plus or minus 3.8 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.

Weights for this poll -- the adjustments made to ensure a poll's subjects are comparable by age and other demographic qualities to the overall population -- Two-stage weighting was employed to balance the sample of 1,000. In the first stage, a weight is created to correct for the probability of selection by number of adults in the household and the number of telephone lines that reach a household. This first-stage weight is limited to two adults or two lines and is entered into a second stage demographic weighting. The second stage adjusts the survey data simultaneously to Census data for age within sex, city or region, and by education.