



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 - Q3 previously released

Q4. Now, I will read out some names of people and institutions. Please tell me if you have a favorable, unfavorable or neither favorable nor unfavorable view of each of the following people and institutions?

[INTERVIEWER:

FOR EACH "FAVORABLE" ASK: Is that strongly favorable or somewhat favorable?

FOR EACH "UNFAVORABLE," ASK: Is that strongly unfavorable or somewhat unfavorable?]

ROTATE ITEMS:	Total Fav.	Strongly Fav.	Somewhat Fav.	Neither	Total Unfav.	Somewhat Unfav.	Strongly Unfav.	Don't know	Ref.
Prime Minister Naoto Kan	11	2	10	23	65	35	30	1	-
Emperor Akihito	70	42	28	27	1	1	1	2	*
President of the United States Barack Obama	41	6	35	41	16	15	1	2	-
German Chancellor Angela Merkel	28	6	22	51	7	7	1	14	-
The United Nations	26	5	21	47	16	14	2	11	-
The European Union	25	3	22	49	13	13	1	13	*
South Korean President Lee Myung-bak	20	2	18	44	31	24	7	5	-
Russian prime minister Vladimir Putin	7	1	7	40	47	32	15	6	-
Chinese President Hu Jintao	6	*	6	23	68	46	22	4	-
North Korean Supreme Leader Kim Jong-il	1	*	1	7	90	16	74	2	-

Q5. Now, I will read out some countries. For each of the following countries, please tell me if you have a favorable, unfavorable or neither favorable nor unfavorable view of each of the following countries?

[INTERVIEWER:

FOR EACH "FAVORABLE" ASK: Is that strongly favorable or somewhat favorable?

FOR EACH "UNFAVORABLE," ASK: Is that strongly unfavorable or somewhat unfavorable?]

ROTATE ITEMS:	Total Fav.	Strongly Fav.	Some-what Fav.	Neither	Total Unfav.	Somewhat Unfav.	Strongly Unfav.	Don't know	Ref.
United States of America	49	6	43	36	14	13	1	2	-
Germany	48	7	41	41	4	4	*	7	-
South Korea	31	4	28	41	27	21	6	1	-
Russia	11	1	11	40	44	36	8	4	-
China	7	*	7	16	76	44	31	1	-
Israel	5	1	4	39	44	30	14	13	-
North Korea	*	-	*	5	94	18	76	1	-

Q6 - Q15 previously released

Q16. Now, I would like to ask you about trusting others. Generally speaking would you say that most people can be trusted or that you need to be very careful in dealing with most people?

Most people can be trusted	56
Need to be very careful	43
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,000

Q17 previously released

Q18. There is a lot of discussion about how business and industry should be managed. Which of these four statements comes CLOSEST to your opinion?
 [INTERVIEWER: CODE ONE ANSER ONLY]

The owners should run their businesses or appoint the managers	15
The owners and the employees should participate in the selection of managers	54
The government should be the owner and appoint the managers	6
The employees should own the business and should elect the managers	19
Don't know [VOL]	7
Refused [VOL]	*

Based on: N=1,000

Q19. Should there be more private ownership of business and industry, or should there be more government ownership of business and industry?

More private ownership	87
More government ownership	9
Don't know [VOL]	4
Refused [VOL]	*

Based on: N=1,000

Q20. Now I would like to ask you about income. Should incomes be made more equal, or are larger income differences okay as incentives for people to work harder?

Incomes should be made more equal	40
Larger income differences are okay	56
Don't know [VOL]	4
Refused [VOL]	*

Based on: N=1,000

Q21. Which comes closer to your view?

Competition is good. It stimulates people to work hard and develop new ideas	87
Competition is harmful. It brings out the worst in people	11
Don't know [VOL]	2
Refused [VOL]	-

Based on: N=1,000

Q21-1 - Q27 previously released

Q28. Now, I would like to ask you about the Imperial Family. On balance, do you think the Imperial Family is an outmoded institution, or do you think that the Imperial family still fits well with modern Japanese society?

Outmoded institution	28
Still fits well with modern Japanese society	65
Don't know [VOL]	6
Refused [VOL]	*

Based on:

N=1,000

Q29. Do you favor, oppose, or neither favor nor oppose giving the Emperor some powers to set government policy?

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

Total Favor	22
Strongly favor	6
Moderately favor	15
Neither favor nor oppose	34
Total Oppose	43
Moderately oppose	20
Strongly oppose	23
Don't know [VOL]	1
Refused [VOL]	*

Based on:

N=1,000

Q30 - Q31 previously released

Q32. Now, I would like to ask you about new immigrant workers coming into Japan. Do you favor, oppose, or neither favor nor oppose increasing the number of new immigrant workers admitted to this country?

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

Total Favor	21
Strongly favor	4
Moderately favor	17
Neither favor nor oppose	32
Total Oppose	46
Moderately oppose	29
Strongly oppose	17
Don't know [VOL]	*
Refused [VOL]	-

Based on:

N=1,000

Q33. Now, I would like to ask you about the justice system. Do you favor, oppose, or neither favor nor oppose the death penalty for people convicted of murder?
 IF FAVOR OR OPPOSE: Do you strongly (favor/oppose) that, or only moderately (favor/oppose) it?

Total Favor	60
Strongly favor	32
Moderately favor	28
Neither favor nor oppose	25
Total Oppose	13
Moderately oppose	9
Strongly oppose	4
Don't know [VOL]	2
Refused [VOL]	-

Based on:

N=1,000

Q34. Now, I would like to ask you about world situation. Do you think North Korea poses a threat to peace in the world, or not?

	7/29/- 8/10/11	7/1-3/2005 (AP-Kyodo)
Yes	80	59
No	16	37
Cannot say either way [VOL]	1	NA
Don't know [VOL]	2	3
Refused [VOL]	-	NA

Based on:

N=1,000

N=1,045 voters

Q35. Do you think China poses a threat to peace in the world, or not?

Yes	73
No	22
Cannot say either way [VOL]	2
Don't know [VOL]	4
Refused [VOL]	-

Based on:

N=1,000

Q36. The United States has maintained military bases in Japan since the end of World War II. Should the United States keep its military presence in Japan, or should the United States withdraw its military presence from Japan?

	7/29/- 8/10/11	7/1-3/2005 (AP-Kyodo)
Keep military presence in Japan	57	47
Withdraw military presence from Japan	34	47
Cannot say either way [VOL]	4	NA
Don't know [VOL]	6	6
Refused [VOL]	-	NA

Based on: N=1,000 N=1,045 voters

Q37. On balance, do you think trade with the U.S. -- both buying and selling products -- is good for Japan, or is it bad for Japan, or does it have no effect?

	7/29/- 8/10/11	7/1-3/2005 (AP-Kyodo)
Good	15	15
Bad	19	15
No effect	63	68
Don't know [VOL]	3	2
Refused [VOL]	-	NA

Based on: N=1,000 N=1,045 voters

Q38. On balance, do you think trade with China -- both buying and selling products -- is good for Japan, or is it bad for Japan, or does it have no effect?

Good	11
Bad	35
No effect	51
Don't know [VOL]	4
Refused [VOL]	-

Based on: N=1,000

Q39. Do you favor, oppose or neither favor nor oppose changing the constitution to permit an increased international role for Japanese defense forces?

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

Total Favor	38
Strongly favor	15
Moderately favor	23
Neither favor nor oppose	31
Total Oppose	28
Moderately oppose	16
Strongly oppose	12
Don't know [VOL]	3
Refused [VOL]	-

Based on:

N=1,000

Q40. Now, I would like to ask you about whale hunting. Do you favor, oppose or neither favor nor oppose commercial whaling, that is, the killing of whales in order to sell their meat and to make products from their body parts?

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

Total Favor	52
Strongly favor	19
Moderately favor	33
Neither favor nor oppose	35
Total Oppose	13
Moderately oppose	8
Strongly oppose	5
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,000

Q41. How interested are you personally in eating whale meat? Would you say you are...

Extremely/Very	12
Extremely	6
Very interested	7
Moderately interested	21
Only a little/Not at all	66
Only a little	26
Not interested at all	41
Don't know [VOL]	1
Refused [VOL]	-

Based on:

N=1,000

Q42. Now, I would like to ask you about Japanese society. Which comes closest to your view? SINGLE ANSWER

People in this country are generally free to say anything they want about politics, even if it is critical of powerful interests	27
People in this country are mostly free to say anything they want about politics, but there are some things that people will get into trouble for saying	50
People in this country really have to be careful about just about everything they say about politics	20
Don't know [VOL]	3
Refused [VOL]	*
Based on:	N=1,000

Q43 - 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.