The 2003 Image of Japan Study in the U.S. (Summary)

July 2003

1. Results Overview

The 2003 Image of Japan Study continues to show overall high favorability toward Japan and positive evaluation of U.S.-Japan relations. The perception of Japan as a dependable ally in particular remains at the highest level of 2002 among general public and opinion leaders. Further, opinion leaders keep a favorable view on Japan, as was given in 2002.

What is unchanged from the 2002 study is that the nearly half of general public perceive Japan as the most important partner in Asia. This tendency is also shown in the survey of opinion leaders, in which more than 60% responded similarly.

2. Specific Findings

(Figures in brackets are of the last year and the preceding year respectively. See the attached graphs for past trends in major questions).

(1) Degree of Favorable View of Japan and Perception of Japan as a Dependable Ally or Friend (See Graphs 1 and 2)

- Rating of respondents who view Japan "favorably"

General public: 48% Opinion leaders: 81%

(49% ,40%) (81% ,75%)

: highest figures

- Rating of respondents who consider Japan as a dependable ally or friend

General public: 67% Opinion leaders: 91%

(67%,61%)

(91%,85%)

: highest figures

(2) Evaluation of Overall Bilateral Relations Between Japan and the U.S.

- The most important partner to the U.S. in the Asian region (See Graphs 3 and 4)

1: Japan General public: 47% Opinion leaders: 63%

(46%, 49%) (64%, 72%)

2: China General public: 20% Opinion leaders: 25%

(22%, 22%) (23%, 20%)

3. Russia General public: 13% Opinion leaders: 6%

(10%, 6%) (6%, 2%)

- Evaluation of the present level of Japan-U.S.cooperation in general rating of positive responses, either "excellent" or "good" (See Graph 5)

General public: 56% Opinion leaders: 78% (60%, 40%) (81%, 74%)

- Japan-U.S. relations in the future

(Will improve) General public: 40% Opinion leaders: 34% (See Graph 6)

(46%, 45%) (36%, 36%)

(Will not change) General public: 45% Opinion leaders: 50%

(42%, 39%) (55%, 50%)

(Will get worse) General public: 12% Opinion leaders: 11%

(8%, 10%) (6%, 11%)

- The way which would help most to improve relations between the U.S. and Japan.

"Improve econ/trade Relations" General public:35% Opinon leaders:47%

(41%,42%) (63%,60%)

"Strengthen political/security Relations" General public:32% Opinion leaders:26%

(25%,19%) (17%,12%)

"Increase global cooperation" General public:22% Opinion leaders:22%

(22%,24%) (15%,19%)

"Promote cultural exchanges" General public:8% Opinion leaders:4%

(9%,10%) (4%,6%)

- Degree of mutual understanding between the people of Japan and the U.S.

(Good) General public: 28% Opinion leaders: 19% (See Graph 7)

(28%, 26%) (17%, 15%)

(Fair) General public: 53% Opinion leaders: 61%

(53%, 51%) (59%, 60%)

(Poor) General public: 17% Opinion leaders: 18%

(18%, 21%) (23%, 25%)

: highest figures

(3) Evaluation of the Japan-U.S. Security Arrangements

- Maintenance of Japan-US Security Treaty (See Graph 8)

(The Treaty should be maintained) General public: 87% Opinion leaders: 87%

(85%, 85%)

(87%, 85%)

: highest figures

- The contribution of Japan-US Security Treaty to peace and stability in Japan and the Far East (See Graph 9)

(Rating of positive responses, either "Great deal" or "Moderate amount")

General public: 74% Opinion leaders: 83%

(74%, 73%) (81%, 83%)

- Importance of Japan-US Security Treaty for U.S. security interests (See Graph 10)

(Rating of positive responses, either "very importannt" or "somewhat important")

General public: 89% Opinion leaders: 84%

(88%, 88%) (85%, 82%)

: highest figures

(4) Economic and Trade Relations

- The main reasons for Japan-US trade imbalance (See graphs 11 and 12)

"The closed nature of Japan's market" General public: 43% Opinion leaders: 44%

(43%, 44%) (45%, 52%)

"Macro-economic discrepancies in both countries" General public: 26% Opinion leaders: 35%

(28%, 26%) (35%, 35%)

"U.S industry's weak competitiveness" General public: 23% Opinion leaders: 11%

(21%, 21%) (13%, 7%)

: highest figures

- The most effective means of restoring Japan's economic growth (This question was asked to opinion leaders only)

"Structural reform"73%

(75%, 79%)

"Macro-economic stimulus package"11%

(13%, 11%)

(5) Evaluation of Japan's International Role

- Does Japan play an important international role commensurate with its economic strength? (See Graph 13)

"Yes" General public: 56% Opinion leaders: 62%

(59%, 64%) (67%, 61%)

: highest figure

"No" General public: 33% Opinion leaders: 36%

(29%,21%) (31%, 38%)

: lowest figure

-In the following areas, does Japan currently play an important international role? (Rating of positive response)

"Science / Technology" General public:53% Opinon leaders:96%

(56%,61%) (94%,91%)

"Global Economy" General public:50% Opinion leaders:93%

(51%,57%) (94%,94%)

"Cultural exchange" General public:44% Opinion leaders:60%

(44%,48%) (58%,56%)

"World Politics" General public:37% Opinion leaders:60%

(37%,41%) (62%,57%)

"Global Issues" General public:30% Opinion leaders:59%

(31%,32%) (59%,48%)

"Security (incl.PKO)" General public:25% Opinion leaders:24%

(26%,26%) (29%,23%)

"Economic Aid" General public:22% Opinion leaders:54%

(28%,26%) (63%,58%)

(Notes)

- 1. Period conducted: February ~ April 2003
- 2. Survey methodology:
- (1) For the "general public" group, telephone interviews were carried out with 1,506 people (men and women aged 18 or over).
- (2) For the "opinion leaders" group, telephone interviews were carried out with 246 people in leading positions in the field of the federal government, large business, organized labor, the media, academia and organized religion.
- (3) The reliability of the survey:

The degree of reliability is 95% for both groups. The sampling error is \pm 3% for the "general public" group and \pm 6% for the "opinion leaders" group (for results based on samples of this size, one can say with 95% confidence that the margin of error is \pm 3 percentage points for general public and \pm 6 percentage points for opinion leaders).