

Opinion Poll: 2012 U.S. Image of Japan

General Population Survey

Question1-a : Thinking of all Asian countries, which one country in this region do you think is the most important partner of the United States?

(%)

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1)Japan	50	31	44	46	43	48	45	48	48	47
(2)China	39	39	44	39	34	34	33	26	26	20
(3)Australia	0	11								
(4)Korea	1	7	1	1	1	1	1	1	2	2
(5)India	0	5								
(6)Russia	3	2	3	8	10	8	13	13	9	13
Other	3	3	2	3	2	1	2	4	5	6
None	1	0	1	1	2	1	2	1	3	3
No Opinion	3	2	4	2	8	6	4	6	7	8

Question1-b :Please tell why do you think this country is the most important partner of the United States? (Open-ended question: top 5 results)

Note: This question has been asked since 1995

- Reason for Japan	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1)Political/General Ties with U.S.	44	29	33	34	37	34	26	28	22	25
(2)Trade/Economic Relations with U.S.	21	29	28	26	20	22	18	26	24	35
(3)Nation's Technology	17	15	19	17	24	21	26	24	20	18
(4)National Qualities(ex.Population)	8	16	9	11	9	10	18	8	18	10
(5)Personal Qualities/Culture of People	4	3	4	7	5	6	7	4	5	4
- Reason for China	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1)Trade/Economic Relations with U.S.	41	43	48	38	26	27	21	22	24	12
(2)Nation's Technology	22	20	22	21	28	19	29	15	22	12
(3)National Qualities(ex.Population)	17	19	19	25	17	31	23	34	31	37
(4)Political/General Ties with U.S.	11	11	5	7	19	10	15	20	10	16
(5)Personal Qualities/Culture of People	2	1	2	4	4	5	7	3	2	5

Question 2-a: Do you think Japan is or is not a dependable ally or friend of the United States?

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes, Japan is dependable	84	84	79	80	67	74	69	72	68	67
No, Japan is not dependable	12	13	16	15	18	21	22	21	21	22
No opinion	4	3	5	5	15	5	9	7	11	11

Question 2-b: Why do you feel so?

(I) Reasons given by those who responded "yes" (Open-ended question: top 5 results)

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1) Allies / good relations / peaceful relations	21	15	18	14	17	14	13	10	10	6
(2) Economic ties / investments in the U.S.	10	18	16	16	10	16	9	15	10	13
(3) Good trade relations between Japan and the U.S.	13	12	15	12	8	11	8	10	9	8
(4) They are not our enemy/ no threat to us	5	9	12	12	5	7	5	5	10	6
(5) Past experiences/ history	12	12	9	11	5	7	4	7	6	5
(6)Japan has proven its friendship since World War II	7	7	9	9	11	7	9	7	3	4
(7)Defense cooperation/Depends on U.S. military/Japan's is	8	8	9	5	3	7	2	3	5	7

(II) Reasons given by those who responded "no" (Open-ended question: top 5 results)

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1) Japan is not trustworthy (unspecified)	16	20	18	18	15	21	8	24	13	18
(2) Other	23	27	14	13	0	16	0	5	16	4
(3) Past events (other than Pearl Harbor)	10	12	13	15	4	16	11	5		
(3) Self interest / only concerned with own country	10	8	13	13	7	11	4	9	10	8
(5) No particular reason	8	5	8	4	8	9	6	6	5	6

Question3:Thinking about Japan's role in international affairs, would you say it plays a very significant, somewhat significant, not very significant, or not at all significant role in each of the following areas?

( I )Security, including anti-terrorism efforts, anti-piracy efforts on the high seas, and peace-keeping operations	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes			32	29	29	33	35	31	31	25
Very Significant	16	19								
Somewhat Significant	41	39								
Not Very Significant	31	30								
Not at All Significant	7	6	61	64	60	61	56	64	64	70
Don't know/ Refused	5	6	7	7	11	6	9	5	5	5
( II )The United Nations	2012	2011								
Very Significant	21	22								
Somewhat Significant	56	55								
Not Very Significant	14	13								
Not at All Significant	3	5								
Don't know/ Refused	6	5								
( III ) Global Economy	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes			65	62	53	62	58	53	53	50
Very Significant	50	52								
Somewhat Significant	42	40								
Not Very Significant	6	4								
Not at All Significant	1	2	33	36	42	35	38	45	45	47
Don't know/ Refused	1	2	2	2	5	3	4	2	2	3
(IV)Official development aid, including assistance to countries, such as Afghanistan and Iraq	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes			36	34	29	34	36	34	30	22
Very Significant	7	8								
Somewhat Significant	32	34								
Not Very Significant	39	36								
Not at All Significant	11	11	55	55	56	54	52	59	60	68
Don't know/ Refused	11	11	9	11	15	12	12	7	10	10
( V ) Cultural Exchange	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes			60	57	48	58	54	49	48	44
Very Significant	36	39								
Somewhat Significant	54	49								
Not Very Significant	7	8								
Not at All Significant	1	2	38	41	47	40	43	49	49	54
Don't know/ Refused	2	2	2	2	5	2	3	2	3	2
(VI) Science and Technology	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes			70	66	60	67	65	57	58	53
Very Significant	75	78								
Somewhat Significant	22	20								
Not Very Significant	1	1								
Not at All Significant	1	1	30	33	39	32	34	42	42	46
Don't know/ Refused	1	0	0	1	1	1	1	1	0	1
(VII) Environment or Climate Change	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes			45	41	37	40	41	37	36	30
Very Significant	30	25								
Somewhat Significant	39	44								
Not Very Significant	18	20								
Not at All Significant	6	6	50	54	53	53	51	57	58	63
Don't know/ Refused	7	5	5	5	10	7	8	6	6	7
(VIII)Nuclear Disarmament or Non-Proliferation	2012	2011	2010							
Yes			35							
Very Significant	23	25								
Somewhat Significant	41	40								
Not Very Significant	22	23								
Not at All Significant	6	6	27							
DK/RF	8	6	38							

Question 4: Do you think the American and Japanese people have a good, fair or poor understanding of each other?

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Good	43	42	43	42	38	36	38	36	30	28
Fair	47	50	45	48	43	49	45	47	50	53
Poor	9	8	11	9	13	14	15	16	18	17
No opinion	1	0	1	1	6	1	2	1	2	2

Question 5: How would you describe the present level of cooperation between Japan and the United States?

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Excellent	29	26	14	16	14	13	12	9	8	7
Good	51	51	58	57	49	54	51	52	52	49
Fair	17	20	24	23	27	27	29	33	33	35
Poor	2	2	2	2	4	4	4	3	4	6
No opinion	1	1	2	2	6	2	4	3	3	3

Question 6: In the future, do you think the U.S. should work more closely with Japan, work less closely with Japan, or should relations stay the same as they are now?

	2012	2011
More Closely	44	49
Less Closely	3	3
Stay the Same	52	48

Question 7: I am going to read you four possible ways in which relations might be improved between the U.S. and Japan. Please tell which one of these you think would help most to improve relations between Japan and the United States?

Note: This question has been asked since 1995. The choice "promote cultural exchanges" was added in 1997. 2010 wording change in (2)-"climate change" added and "population control" changed from "populating growth".

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1) Improve economic / trade relations	41	42	43	45	36	36	36	38	42	35
(2) Global issues such as the environment, climate change, population control and AIDS	25	25	25	27	27	30	28	26	23	22
(3) Strengthen political / security relations	21	19	19	20	20	25	21	25	25	32
(4) Promote cultural exchanges	10	12	7	7	8	8	12	9	7	8
(5) Don't know/ Refused	3	2	6	1	9	1	3	2	3	3

Question 8: To what extent do you think the U.S.-Japan Security Treaty, which grants the U.S. the use of facilities and areas in Japan for the security of Japan, contributes to stability and peace in the area?

Note: This question has been asked since 1996.

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
A great deal	42	43	37	34	29	30	25	27	28	31
A moderate amount	41	42	44	46	36	47	46	45	44	43
Only a little	11	11	13	14	18	16	18	18	17	17
Not at all	4	2	3	3	6	4	5	5	6	5
No opinion	2	2	3	3	11	3	6	5	5	4

Question 9-a : In your opinion, how important is the U.S.-Japan Security Treaty to the security of the United States?

Note: This question has been asked since 1996.

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Very important	54	55	49	49	51	52	55	50	51	55
Somewhat important	36	34	39	41	33	37	32	36	35	34
Not too important	7	8	9	7	7	7	7	8	9	6
Not important at all	3	2	2	1	4	3	3	3	3	3
No opinion	0	1	1	2	5	1	3	3	2	2

Question 9-b : In your opinion, how important is the presence of U.S. military forces in Japan to the security of the United States?

Note: This question was added in 2012.

	2012
Very important	42
Somewhat important	39
Not too important	14
Not important at all	5
No opinion	0

Question 10: Do you think the United States should or should not maintain the current U.S.-Japan Security Treaty?

Note: This question has been asked since 1996.

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes, should maintain	89	92	90	87	78	87	85	86	85	87
No, should not maintain	7	4	5	6	7	6	7	6	7	6
No opinion	4	4	5	7	15	7	8	8	8	7

Question 11: Do you feel Japan should further increase its defense forces for its own defense, or not?

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes, should increase	59	61	56	54	46	54	51	52	54	58
No, should not increase	37	35	37	38	39	40	39	41	38	34
Don't know/ Refused	4	4	7	8	15	6	10	7	8	8

Question 12: Please tell which of the following provide you, or have provided you, with information about Japan.

Note: This question has been asked since 1994.	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1) Television	79	82	81	79	74	80	78	78	77	80
(2) Magazines / Books	58	59	69	71	64	72	67	62	68	70
(3) Newspapers	63	65	66	67	63	71	71	70	71	75
(4) Internet	67	66	57	52	39	43	38	33	33	27
(5) School studies	34	35	54	56	52	51	53	47	58	59
(6) Movies	24	23	40	39	37	40	39	31	41	39
(7) Japanese friends	26	25	35	33	29	29	32	30	33	36
(8) Friends / Neighbors	24	25	34	31	30	29	30	29	33	35
(9) Radio	42	43	30	30	26	34	33	35	35	37
(10) Experience in Japan	10	10	11	12	12	12	11	12	12	12

Question 13: I am going to read some phrases that may or may not describe Japan. From what you've heard or read, please tell if it does or does not describe Japan.

	2012	2011	2010	2009	2008	2007	2006
(1) a country that has great tradition and culture	97	97	97	96	92	95	94
(2) a country with a strong economy and high-technology	91	91	90	88	91	94	93
(3) a country with beautiful nature	88	85	85	85	80	78	81
(4) a country that disseminates new culture to the world such as animation, fashion, and cuisine	90	88	82	80	73	78	
(5) a country that has shown leadership in global society	65	66	62	65	59	64	
(6) a country that currently shares the same values, such as democracy and liberalism with the United States.	64	59	55				
(7) a country that is conservative and closed	46	47	49				
(8) a country that is difficult to understand	39	42	45	45	47	48	49
(9) a country Americans should be wary of	21	26	26	22	31	29	30

Question 14-a: Are you interested in the following aspects of Japanese culture?

	2012	2011
(1) Traditional Japanese Culture	32	29
(2) Japanese Pop Culture	3	2
(3) Both	30	30
(4) Neither	35	39
(5) Don't know/ Refused	0	0

Question 14-b: Please tell me if you are interested or not interested in each of the following aspects of Japanese culture?

	2012	2011
(1) Flower Arrangement	51	55
(2) Tea Ceremony	53	52
(3) Traditional Japanese Theater (Kabuki, Noh, Kyogen)	37	50
(4) Calligraphy (Shodo)	57	63
(5) Traditional Japanese music (Gagaku, Koto)	48	47
(6) Japanese literature or Haiku	49	52
(7) Sumo or Japanese martial arts like Karate, Judo and Kendo	62	61
(8) Bonsai	60	62
(9) Animation	60	58
(10) Manga	17	15
(11) Video Games	35	37
(12) Pop Music	25	22
(13) Fashion	40	39
(14) Movies and dramas	59	56
(15) Cuisine	86	84

Question 15-a: Are you interested in learning Japanese language, or not?

	2012	2011
(1) Yes	26	23
(2) No	74	77

Question 15-b: (If you answered "no" in Question 15-a,) Which of the following languages are you interested in learning?

Note: This question was added in 2012	2012
(1) Chinese	12
(2) Korean	3
(3) Arabic	8
(4) French	27
(5) German	24
(6) Spanish	57



(III) Global Economy

Yes			96	96	96	96	97	97	91	93
Very Significant	58	65								
Somewhat Significant	38	33								
Not Very Significant	3	2								
Not at All Significant	1	0								
Don't know/ Refused	0	0								

(IV) Official development aid, including assistance to countries, such as Afghanistan and Iraq

Yes			60	69	57	61	70	70	61	54
Very Significant	7	5								
Somewhat Significant	46	40								
Not Very Significant	34	40								
Not at All Significant	6	7								
Don't know/ Refused	7	8								

(V) Cultural Exchange

Yes			78	79	71	68	76	65	60	60
Very Significant	34	36								
Somewhat Significant	52	48								
Not Very Significant	10	13								
Not at All Significant	2	1								
Don't know/ Refused	2	2								

(VI) Science and Technology

Yes			98	97	96	96	97	96	96	96
Very Significant	72	71								
Somewhat Significant	26	27								
Not Very Significant	2	1								
Not at All Significant	0	0								
Don't know/ Refused	0	1								

(VII) Environment or Climate Change

Yes			63	71	66	64	73	69	57	59
Very Significant	33	21								
Somewhat Significant	46	51								
Not Very Significant	15	20								
Not at All Significant	3	4								
Don't know/ Refused	3	4								

(VIII) Nuclear Disarmament or Non-Proliferation

Yes			54							
Very Significant	29	28								
Somewhat Significant	40	39								
Not Very Significant	24	26								
Not at All Significant	3	5								
Don't know/ Refused	4	2								

Question 4: Do you think the American and Japanese people have a good, fair or poor understanding of each other?

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Good	44	35	32	39	27	23	25	23	22	19
Fair	48	51	56	52	57	60	58	60	61	61
Poor	8	14	11	9	15	16	16	17	17	18
No opinion	0	0	1	0	1	1	1	0	0	2

Question 5: Thinking of all Asian countries, which one country in this region do you think most shares the values of the United States?

	2012	2011
Japan	76	9
China	3	1
Russia	2	0
Australia	2	78
India	0	2
South Korea	6	10

Question 6: In general terms, how would you describe the present level of cooperation between Japan and the United States?

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Excellent	31	31	16	20	17	26	23	19	17	16
Good	58	56	70	61	68	60	62	64	65	62
Fair	9	12	10	15	12	11	12	14	15	18
Poor	1	0	3	1	2	0	0	1	1	1
No opinion	1	1	1	3	1	3	3	2	2	3

Question7: In the future, do you think the U.S. should work more closely with Japan, work less closely with Japan, or should relations stay the same as they are now?

	2012	2011
More Closely	43	46
Less Closely	1	3
Stay the Same	55	50
Don't know/ Refused	1	1

Question8: How do you see future relations between the U.S. and Japan in the field of high technology? In general, do you think both countries will COOPERATE more than they do now, COMPETE more than they do now, or that there will be no change in relations on this issue?

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Cooperate more	29	29	57	66	51	52	60	49	47	50
Compete more	27	34	39	31	44	42	38	47	48	46
No Change	2	37	4	3	5	6	2	4	5	4

Question 9: I am going to read you four possible ways in which relations might be improved between the U.S. and Japan. Please tell which one of these you think would help most to improve relations between Japan and the United States?

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1) Improve economic / trade relations	49	46	55	47	40	36	44	50	53	47
(2) Global issues such as the environment, climate change, population control and AIDS	22	22	18	29	31	29	27	28	26	22
(3) Strengthen political / security relations	20	16	18	19	24	26	20	16	15	26
(4) Promote cultural exchanges	8	16	8	4	4	8	8	6	5	4
(5) Don't know/ Refused	1	0	1	1	1	1	1	0	1	1

Question 10: To what extent do you think the U.S.-Japan Security Treaty, which grants the U.S. the use of facilities and areas in Japan for the security of Japan, contributes to stability and peace in the area?

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Note: This question has been asked since 1996.										
A great deal	58	58	51	44	42	47	42	40	43	55
A moderate amount	31	32	34	39	40	41	40	40	37	28
Only a little	8	6	8	10	13	6	14	14	15	11
Not at all	1	2	2	2	4	4	3	4	4	3
No opinion	2	2	5	5	1	2	1	2	1	3

Question 11-a: In your opinion, how important is the U.S.-Japan Security Treaty to the United States in terms of its own security?

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Note: This question has been asked since 1996.										
Very important	53	56	55	53	47	57	51	48	46	48
Somewhat important	33	34	34	36	40	31	37	34	37	36
Not too important	11	7	7	9	12	8	8	14	13	9
Not important at all	2	2	3	1	1	2	1	2	3	5
No opinion	1	1	1	1	0	2	3	2	1	2

Question 11-b: In your opinion, how important is the presence of the U.S.military forces in Japan to the security of the United States?

	2012
Note: This question was added in 2012.	
Very important	45
Somewhat important	36
Not too important	16
Not important at all	2
Don't know/ Refused	1

Question 12: Do you think the United States should or should not maintain the current U.S.-Japan Security Treaty?

	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Note: This question has been asked since 1996.										
Yes, should maintain	93	91	86	89	87	88	90	83	83	87
No, should not maintain	3	4	6	5	7	6	4	6	9	5
No opinion	4	5	8	6	6	6	6	11	8	8

Question 13-a: Do you feel Japan should further increase its defense forces for its own defense, or not?	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes, should increase	71	64	70	69	74	67	61	69	66	65
No, should not increase	27	32	25	24	22	25	33	25	27	27
Don't know/ Refused	2	4	5	7	4	8	6	6	7	8

Question 13-b: If you think Japan should increase defense capabilities, please tell me whether or not each of the following is a reason you think Japan should increase its self-defense capabilities. (Percentages of those who agreed with the choice)

Note: This question has been asked since 1993.	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
Japan should make contributions to peace and stability in Asia	94	97	99	98	98	97	97	97	97	96
Japan should share the defense burden with the U.S.	93	93	93	93	93	94	93	94	93	96
Japan should defend itself	97	90	91	91	96	92	94	91	92	89

Question 14: Please tell which of the following provide you, or have provided you, with information about Japan.

Note: This question has been asked since 1994.	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1) Newspapers	80	81	83	85	86	89	90	89	93	95
(1) Magazines / Books	77	76	83	81	86	83	89	85	88	93
(3) Television	75	72	76	73	75	72	80	71	76	72
(4) Internet	83	82	61	65	58	60	56	50	52	47
(5) School studies	35	36	60	59	61	61	62	51	56	57
(6) Radio	52	51	53	49	46	48	48	46	47	43
(7) Japanese friends	38	43	49	45	44	46	52	53	51	54
(8) Friends / Neighbors	24	31	41	34	39	38	41	41	44	44
(9) Movies	18	19	33	34	30	32	40	30	42	39
(10) Experience in Japan	23	23	27	22	28	24	31	30	26	39

Question 15-a: In your opinion, should Japan become a permanent member of the United Nations Security Council,

Note: This question has been asked since 2007.	2012	2011	2010	2009	2008	2007
Yes	58	50	56	57	49	52
No	40	46	41	39	47	42
Don't know / Refused	2	4	3	4	4	6

Question 15-b: (If you answered "yes" in Question 15-a,) please tell me for each of the following reasons, whether it is or is not a reason you think Japan should become a permanent member of the UN Security Council. (Based on those who support permanent membership. Percentages are of those who agreed with the choice.)

Note: This question has been asked since 2007.	2012	2011	2010	2009	2008	2007
(1) You expect Japan will play a more positive role in world peace and security after becoming a permanent member	90	95	93	93	95	96
(2) Japan is a country that shares common values, such as democracy and human rights	91	95	93	89	84	87
(3) Japan has a big economy, and this will strengthen the effectiveness of the UN Security Council	86	90	88	92	92	87
(4) Japan is a dependable ally	89	87	88	92	88	87
(5) Japan currently contributes to world peace and security	73	82	78	74	71	75

Question 15-c: (If you answered "no" in Question 15-a,) please tell me for each of the following reasons if it is or is not a reason why you think Japan should not become a permanent member of the United Nations Security Council.

(Percentages are of those who agreed with the choice.)

Note: This question was added to the survey in 2008. Choice (5) was added to the survey in 2009.	2012	2011	2010	2009	2008
(1) Japan does not provide enough personnel to Peacekeeping Operations (PKO) and multinational forces	57	65	69	67	64
(2) Japan will not make sufficient contributions to international peace and security in the UN Security Council	40	46	59	59	52
(3) Japan's permanent membership may involve other countries' attainment of permanent membership although they may not be fully qualified to bear major responsibility for maintaining international peace and security	59	61	57	62	60
(4) No increase should be made to the number of UN Security Council permanent members	51	49	54	52	53
(5) Some countries are better qualified than Japan to become a permanent member of the Security Council	40	47	52	67	-

Question 16: Which initiative should Japan take in order to cope with global issues such as the environmental and climate change?

Note: This question was added in 2010.	2012	2011	2010
(1) Cooperation in science/technology	98	97	98
(2) Leadership in international negotiation	84	86	89
(3) Economic Aid for Developing Countries	87	89	89
(4) Don't know/ Refused	-	-	25



Question 17: Which of the following areas do you think Japan should focus on in order to deepen economic ties between Japan and the U.S.?

	2012	2011
(1) Participate in a trans-Pacific partnership	86	81
(2) Sign and ratify a free-trade agreement with the U.S.	86	83
(3) Promote technological cooperation, such as clean energy and a high-speed railway system	88	89
(4) Some other area	30	30

Question 18: Thinking Japan's high-speed railway system, do you believe the U.S. should adopt the Japanese system, another country's system, or not adopt any new high-speed railway system?

Note: This question was added in 2010.	2012	2011	2010
(1) U.S. should adopt the Japanese system	41	34	49
(2) U.S. should not adopt any high-speed railway system	28	28	23
(3) U.S. should adopt another country's railway system	13	14	12
(4) Other/ don't know/ refused	18	24	16

(END)