Opinion Poll: 2013 U.S. Image of Japan Note:This survey was conducted by Harris Interactive Inc.

| General Population Survey | | | | | | | | | | |
|--|---------------------|----------------|---------------|----------------|----------------|------------|------------|------------|------------|---------------|
| Question1-a: From the folllowing list, which country in Asia do you think is the most important partner of the United States? | | | | | | | | | | |
| | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| 1) Japan | 35 39 | 50 39 | 31 39 | 44 44 | 46 39 | 43 34 | 48 34 | 45 33 | 48 26 | 48 26 |
| 2) China 3) Australia | 39 | 39 | 11 | 44 | 39 | 34 | 34 | 33 | 20 | 20 |
| 4) South Korea | 7 | 1 | 7 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |
| 5) India | - | 0 | 5 | | | 10 | | 40 | 40 | |
| 6) Russia Other | 5 5 | 3 3 | 2 | 3 2 | 8 | 10 2 | 8 1 | 13 2 | 13 4 | 9 5 |
| None | 5 | 1 | 0 | 1 | 1 | 2 | i | 2 | 1 | 3 |
| Don't know/Refused | 4 | 3 | 2 | 4 | 2 | 8 | 6 | 4 | 6 | 7 |
| Note: Choices for each year | | | | | | | | | | |
| 2013: Japan, China, South Korea, Russia, Other, None, Don't | | | | | | | | | | |
| :now/Refused 2012: Japan, China, Russia, Some other country, Don't | | | | | | | | | | |
| now/Refused | | | | | | | | | | |
| 011: Japan, China, Australia, Korea, India, Russia, Some other | | | | | | | | | | |
| country, None, Don't know/Refused | | | | | | | | | | |
| 2010 and before: Japan, China, Russia, Some other country, Don't know/Refused | | | | | | | | | | |
| | | | | | | | | | | |
| Question1-b: Why do you regard this country as the most mportant partner of the United States? (OPEN END - top 5 | | | | | | | | | | |
| results) | | | | | | | | | | |
| Note: This question has been asked since 1995. | | | | | | | | | | |
| · Reasons for Japan | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| 1) Political/General ties with U.S. | 48 | 44 | 29 | 33 | 34 | 37 | 34 | 26 | 28 | 22 |
| 2) Trade/Economic relations with U.S. | 39 | 21 | 29 | 28 | 26 | 20 | 22 | 18 | 26 | 24 |
| 3) Nation's technology | 8 | 17 | 15 | 19 | 17 | 24 | 21 | 26 | 24 | 20 |
| 4) National qualities (ex. population) | . 7 | 8 | 16 | 9 | 11 | 9 | 10 | 18 | 8 | 18 |
| 5) Personal qualities/Culture of people | 12 | 4 | 3 | 4 | 7 | 5 | 6 | 7 | 4 | 5 |
| · Reasons for China | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| Trade/Economic relations with U.S. | 80 5 | 41 | 43 | 48 | 38 | 26 | 27 | 21 | 22 | 24 |
| Nation's technology National qualities (ex. population) | 5 14 | 22 17 | 20 19 | 22 19 | 21 25 | 28 17 | 19 31 | 29 23 | 15 34 | 22 31 |
| 4) Political/General ties with U.S. | 11 | 11 | 11 | 5 | 7 | 19 | 10 | 15 | 20 | 10 |
| 5) Personal qualities/Culture of people | 2 | 2 | 1 | 2 | 4 | 4 | 5 | 7 | 3 | 2 |
| Question 2-a: Please tell me whether or not you think Japan | | | | | | | | | | |
| s a dependable partner of the United States? | | | | | | | | | | |
| Yes, Japan is dependable | 2013 76 | 2012 84 | 2011 84 | 2010 79 | 2009 80 | 2008 67 | 2007 74 | 2006 69 | 2005 72 | 2004 68 |
| No, Japan is dependable | 10 | 12 | 13 | 16 | 15 | 18 | 21 | 22 | 21 | 21 |
| Don't know/Refused | 14 | 4 | 3 | 5 | 5 | 15 | 5 | 9 | 7 | 11 |
| Question 2-b: Why do you think Japan is a dependable | | | | | | | | | | |
| partner of the United States? (OPEN END - 8 results) | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| 1) Allies/good relations/peaceful relations | 23 | 21 | 15 | 18 | 14 | 17 | 14 | 13 | 10 | 10 |
| 2) Economic ties/investments in the U.S. | 14 | 10 | 18 | 16 | 16 | 10 | 16 | 9 | 15 | 10 |
| 3) Good trade relations between Japan and the U.S. | 21 | 13 | 12 | 15 | 12 | 8 | 11 | 8 | 10 | 9 |
| 4) They are not our enemy/no threat to us | 5 | 5 | 9 | 12 | 12 | 5 | 7 | 5 | 5 | 10 |
| 5) Past experiences/history | 17 | 12 | 12 | 9 | 11 | 5 | 7 | 4 | 7 | 6 |
| 6) Japan has proven its friendship since World War II | 7 | 7 | 7 | 9 | 9 | 11 | 7 | 9 | 7 | 3 |
| 7) Defense cooperation/Depends on U.S. military | 8 | 8 | 8 | 9 | 5 | 3 | 7 | 2 | 3 | 5 |
| 8) Technology [New In 2013] | 6 | | | | | | | | | |
| Question 2-b: Why do you think Japan is not a dependable | | | | | | | | | | |
| partner of the United States? (OPEN END - top 6 results) | 0010 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| partner of the United States? (OPEN END - top 6 results) | 2013 | | 20 | 18 | 18 | 15 | 21 | 8 | 24 | 13 |
| partner of the United States? (OPEN END - top 6 results) 1) Japan is not trustworthy (unspecified) | 31 | 16 | 20 | | | | | | | |
| Japan is not trustworthy (unspecified) Other | 31 16 | 23 | 27 | 14 | 13 | 0 | 16 | 0 | 5 | 16 |
| 1) Japan is not trustworthy (unspecified) 2) Other 3) Past events (other than Pearl Harbor) | 31 16 23 | 23 10 | 27 12 | 14 13 | 13 15 | 4 | 16 | 11 | 5 | |
| 1) Japan is not trustworthy (unspecified) 2) Other 3) Past events (other than Pearl Harbor) 4) Self interest/only concerned with own country | 31 16 23 8 | 23 10 10 | 27 12 8 | 14 13 13 | 13 15 13 | 4 7 | 16 11 | 11 4 | 5 9 | 10 |
| 1) Japan is not trustworthy (unspecified) 2) Other 3) Past events (other than Pearl Harbor) | 31 16 23 | 23 10 | 27 12 | 14 13 | 13 15 | 4 | 16 | 11 | 5 | 16 10 5 |

Question 3: Thinking about international relations, how significant of a role do you think Japan plays in each of the following areas? Do you think Japan play a role that is very significant, somewhat significant, not very significant, or not at all significant?

| (I) Security, | including | anti-terrorism | efforts, | anti-piracy |
|----------------|-----------|----------------|----------|-------------|
| efforts on the | high seas | and peace-k | eepina | operations |

| efforts on the high seas, and peace-keeping operations | | | | | | | | | | |
|---|----------|----------|----------|------------|------|-------|------|------|------|------|
| | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| Yes | | | | 32 | 29 | 29 | 33 | 35 | 31 | 31 |
| Very significant | 24 | 16 | 19 | | | | | | | |
| Somewhat significant | 38 21 | 41 31 | 39 30 | | | | | | | |
| Not very significant Not at all significant | 5 | 7 | 6 | 61 | 64 | 60 | 61 | 56 | 64 | 64 |
| Don't know/Refused | 11 | 5 | 6 | 7 | 7 | 11 | 6 | 9 | 5 | 5 |
| 2011 (11101111 (101000 | | | | • | • | • • • | • | | | ŭ |
| (II) The United Nations | | | | | | | | | | |
| | 2013 | 2012 | 2011 | | | | | | | |
| Very significant | 29 | 21 | 22 | | | | | | | |
| Somewhat significant | 42 | 56 | 55 | | | | | | | |
| Not very significant | 13 7 | 14 3 | 13 5 | | | | | | | |
| Not at all significant Don't know/Refused | 10 | 6 | 5 | | | | | | | |
| Don't know/Reluseu | 10 | U | J | | | | | | | |
| (Ⅲ) Global economy | | | | | | | | | | |
| | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| Yes | | | | 65 | 62 | 53 | 62 | 58 | 53 | 53 |
| Very significant | 53 | 50 | 52 | | | | | | | |
| Somewhat significant | 37 | 42 | 40 | | | | | | | |
| Not very significant | 4 | 6 | 4 | | | | | | | |
| Not at all significant Don't know/Refused | 2 | 1 | 2 | 33 | 36 | 42 | 35 | 38 | 45 | 45 |
| Don't know/Refused | 3 | 1 | 2 | 2 | 2 | 5 | 3 | 4 | 2 | 2 |
| (IV) Official development aid, including assistance to countries such as Afghanistan and Iraq | | | | | | | | | | |
| | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| Yes | _ | _ | _ | 36 | 34 | 29 | 34 | 36 | 34 | 30 |
| Very significant | 6 | 7 | 8 | | | | | | | |
| Somewhat significant Not very significant | 26 32 | 32 | 34 | | | | | | | |
| Not at all significant | 32 14 | 39 11 | 36 11 | 55 | 55 | 56 | 54 | 52 | 59 | 60 |
| Don't know/Refused | 21 | 11 | 11 | 9 | 11 | 15 | 12 | 12 | 7 | 10 |
| 2011 (1110111 (101000 | | | ••• | | | | | | • | |
| (V) Cultural exchange | | | | | | | | | | |
| | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| Yes | | | | 60 | 57 | 48 | 58 | 54 | 49 | 48 |
| Very significant | 40 | 36 | 39 | | | | | | | |
| Somewhat significant | 41 9 | 54 7 | 49 | | | | | | | |
| Not very significant Not at all Significant | 4 | 1 | 8 2 | 38 | 41 | 47 | 40 | 43 | 49 | 49 |
| Don't know/Refused | 6 | 2 | 2 | 2 | 2 | 5 | 2 | 3 | 2 | 3 |
| 2011 Miletin Classes | | - | - | - | - | | - | | - | ŭ |
| (VI) Science and technology | | | | | | | | | | |
| | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| Yes | 74 | 75 | 70 | 70 | 66 | 60 | 67 | 65 | 57 | 58 |
| Very significant Somewhat significant | 74 19 | 75 22 | 78 20 | | | | | | | |
| Not very significant | 2 | 1 | 1 | | | | | | | |
| Not at all significant | 3 | 1 | 1 | 30 | 33 | 39 | 32 | 34 | 42 | 42 |
| Don't know/Refused | 3 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 |
| | | | | | | | | | | |
| (Ⅶ) Environment and climate change | | | | | | | | | | |
| V | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| Yes Very significant | 32 | 30 | 25 | 45 | 41 | 37 | 40 | 41 | 37 | 36 |
| Somewhat significant | 36 | 39 | 44 | | | | | | | |
| Not very significant | 13 | 18 | 20 | | | | | | | |
| Not at all significant | 9 | 6 | 6 | 50 | 54 | 53 | 53 | 51 | 57 | 58 |
| Don't know/Refused | 10 | 7 | 5 | 5 | 5 | 10 | 7 | 8 | 6 | 6 |
| | | | | | | | | | | |
| (匯)Nuclear disarmament or non-proliferation | | 0010 | 0011 | 0010 | | | | | | |
| Yes | 2013 | 2012 | 2011 | 2010 35 | | | | | | |
| Very significant | 28 | 23 | 25 | 33 | | | | | | |
| Somewhat significant | 31 | 41 | 40 | | | | | | | |
| Not very significant | 16 | 22 | 23 | | | | | | | |
| Not at all significant | 10 | 6 | 6 | 27 | | | | | | |
| Don't know/Refused | 15 | 8 | 6 | 38 | | | | | | |
| | | | | | | | | | | |

| Question 4: Thinking about how much the Japanese people and the American people understand each other, do you think they have a good, fair, or poor understanding of each other? | | | | | | | | | | |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|-----------------|
| Good | 2013 37 | 2012 43 | 2011 42 | 2010 43 | 2009 42 | 2008 38 | 2007 36 | 2006 38 | 2005 36 | 2004 30 |
| Fair Poor Don't know/Refused | 44 18 1 | 47 9 1 | 50 8 0 | 45 11 1 | 48 9 1 | 43 13 6 | 49 14 1 | 45 15 2 | 47 16 1 | 50 18 2 |
| Question 5: In general, how do you view the current level of cooperation between Japan and the Unitted States? Do you think that the current level of cooperation is excellent, good, fair, or poor? | | | | | | | | | | |
| Excellent Good | 2013 16 42 | 2012 29 51 | 2011 26 51 | 2010 14 58 | 2009 16 57 | 2008 14 49 | 2007 13 54 | 2006 12 51 | 2005 9 52 | 2004 8 52 |
| Fair Poor Don't know/Refused | 34 5 3 | 17 2 1 | 20 2 1 | 24 2 2 | 23 2 2 | 27 4 6 | 27 4 2 | 29 4 4 | 33 3 3 | 33 4 3 |
| Question 6: Now we would like to ask about your view of future Japan-U.S. relations. Thinking of the future, do you think that the United States should be working more closely with Japan, working less closely with Japan, or that their relationship should stay the same? | | | | | | | | | | |
| More Closely | 2013 59 | 2012 44 | 2011 49 | | | | | | | |
| Less Closely | 3 | 3 | 3 | | | | | | | |
| Stay the Same Don't know/Refused [NEW IN 2013] | 34 3 | 52 | 48 | | | | | | | |
| Question 7: Thinking about ways Japan and the US may improve their relations, which one of the following do you think would be most helpful in improving Japan-U.S. relations? | | | | | | | | | | |
| 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". | | | | | | | | | | |
| (1) Improve economic/trade relations | 2013 32 | 2012 41 | 2011 42 | 2010 43 | 2009 45 | 2008 36 | 2007 36 | 2006 36 | 2005 38 | 2004 42 |
| (2) Encourage cooperation on global issues such as the environment, climate change, AIDS and population control | 29 | 25 | 25 | 25 | 27 | 27 | 30 | 28 | 26 | 23 |
| (3) Strengthen political/security relations | 17 18 | 21 | 19 | 19 7 | 20 | 20 8 | 25 | 21 | 25 9 | 25 |
| (4) Promote cultural exchanges (5) Don't know/Refused | 3 | 10 3 | 12 2 | 6 | 7 1 | 9 | 8 1 | 12 3 | 2 | 7 3 |
| Question 8: How much do you think the Japan-U.S. Security Treaty, which allows for the stationing of U.S. Forces in Japan for the security of Japan and for maintaining international peace and security in the Far East, contributes to peace and stability in the region? Do you think it contributes a great deal, a moderate amount, only a little, or not at all? Note: This question has been asked since 1996. | | | | | | | | | | |
| A great deal | 2013 41 | 2012 42 | 2011 43 | 2010 37 | 2009 34 | 2008 29 | 2007 30 | 2006 25 | 2005 27 | 2004 28 |
| A moderate amount Only a little | 40 10 | 41 11 | 42 11 | 44 13 | 46 14 | 36 18 | 47 16 | 46 18 | 45 18 | 44 17 |
| Not at all Don't know/Refused | 6 4 | 4 2 | 2 2 | 3 | 3 | 6 11 | 4 3 | 5 6 | 5 5 | 6 5 |
| Question 9-a: How important do you think the Japan-U.S. Security Treaty is for the security of the United States? Do you think it is very important, somewhat important, not too important, or not important at all? Note: This question has been asked since 1996. | | | | | | | | | | |
| Very important | 2013 59 | 2012 54 | 2011 55 | 2010 49 | 2009 49 | 2008 51 | 2007 52 | 2006 55 | 2005 50 | 2004 51 |
| Somewhat important Not too important | 29 6 | 36 7 | 34 8 | 39 9 | 41 7 | 33 7 | 37 7 | 32 7 | 36 8 | 35 9 |
| Not important at all Don't know/Refused | 3 4 | 3 0 | 2 1 | 2 1 | 1 2 | 4 5 | 3 1 | 3 3 | 3 3 | 3 2 |
| Question 9-b: How important do you think it is to have U.S. Forces in Japan for the security of the United States? Do you think it is very important, somewhat important, not too important, or not important at all? Note: This question was added in 2012. | | | | | | | | | | |
| Very important | 2013 42 | 2012 42 | | | | | | | | |
| Somewhat important Not too important | 36 13 | 39 14 | | | | | | | | |
| Not important at all Don't know/Refused | 6 | 5 0 | | | | | | | | |
| Question 10: Do you think that the U.S. and Japan should or should not continue to operate under the current Japan-U.S. Security Treaty? | | | | | | | | | | |
| Note: This question has been asked since 1996. | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| Yes, should continue to operate No, should not continue to operate | 67 9 | 89 7 | 92 4 | 90 5 | 87 6 | 78 7 | 87 6 | 85 7 | 86 6 | 85 7 |
| Don't know/Refused | 24 | 4 | 4 | 5 | 7 | 15 | 7 | 8 | 8 | 8 |

| Question 11: Do you think Japan should or should not increase its self-defense capability? | | | | | | | | | | |
|---|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|------------------------|-----------------------|-----------------------|
| Yes, should increase No, should not increase Don't know/Refused | 2013 64 24 12 | 2012 59 37 4 | 2011 61 35 4 | 2010 56 37 7 | 2009 54 38 8 | 2008 46 39 15 | 2007 54 40 6 | 2006 51 39 10 | 2005 52 41 7 | 2004 54 38 8 |
| Question 12: Which of the following sources do you use or have you used to get information about Japan? (%Yes) Note: This question has been asked since 1994. | | | | | | | | | | |
| , | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| (1) Television (2) Magazines/Books | 77 58 | 79 58 | 82 59 | 81 69 | 79 71 | 74 64 | 80 72 | 78 67 | 78 62 | 77 68 |
| (3) Newspapers | 65 | 63 | 65 | 66 | 67 | 63 | 71 | 71 | 70 | 71 |
| (4) Internet | 69 | 67 | 66 | 57 | 52 | 39 | 43 | 38 | 33 | 33 |
| (5) School studies (6) Movies | 47 27 | 34 24 | 35 23 | 54 40 | 56 39 | 52 37 | 51 40 | 53 39 | 47 31 | 58 41 |
| (7) Japanese friends | 32 | 26 | 25 | 35 | 33 | 29 | 29 | 32 | 30 | 33 |
| (8) Friends/Neighbors | 30 | 24 | 25 | 34 | 31 | 30 | 29 | 30 | 29 | 33 |
| (9) Radio (10) Experience in Japan | 35 13 | 42 10 | 43 10 | 30 11 | 30 12 | 26 12 | 34 12 | 33 11 | 35 12 | 35 12 |
| Question 13: For each of the following statements, please tell me if it describes or does not describe your image of Japan. (%Yes) | | | | | | | | | | |
| (1) a country that has great tradition and culture | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | | |
| (1) a country that has great tradition and culture(2) a country with a strong economy and high-technology | 97 92 | 97 91 | 97 91 | 97 90 | 96 88 | 92 91 | 95 94 | 94 93 | | |
| (3) a country with a strong economy and high-technology | 90 | 88 | 85 | 85 | 85 | 80 | 78 | 93 81 | | |
| (4) a country that disseminates new culture to the world such | 82 | 90 | 88 | 82 | 80 | 73 | 78 | | | |
| as animation, fashion, and cuisine | | | | | | | | | | |
| (5) a country that has shown leadership in global society | 66 | 65 | 66 | 62 | 65 | 59 | 64 | | | |
| (6) a country that currently shares the same values with the United States, such as democracy and liberalism | 59 | 64 | 59 | 55 | | | | | | |
| (7) a country that is conservative and closed | 55 | 46 | 47 | 49 | | | | | | |
| (8) a country that is difficult to understand | 38 | 39 | 42 | 45 | 45 | 47 | 48 | 49 | | |
| (9) a country that Americans should be wary of | 27 | 21 | 26 | 26 | 22 | 31 | 29 | 30 | | |
| Question14-a: Thinking about Japanese culture, are you interested in Japanese traditional culture, Japanese pop culture, both, or neither? | | | | | | | | | | |
| (1) Traditional Jananese culture | 2013 28 | 2012 32 | 2011 29 | | | | | | | |
| (1) Traditional Japanese culture (2) Japanese pop culture | 20 | 32 | 29 | | | | | | | |
| (3) Both | 28 | 30 | 30 | | | | | | | |
| (4) Neither (5) Don't know/Refused | 42 1 | 35 0 | 39 0 | | | | | | | |
| Question 14-b: For each of the following areas of Japanese culture, please tell me if you are interested or not interested in the topic. | | | | | | | | | | |
| | 2013 | 2012 | 2011 | | | | | | | |
| (1) Flower arrangement | 52 | 51 | 55 | | | | | | | |
| (2) Tea ceremony (3) Traditional Japanese theater (Kabuki, Noh, Kyogen) | 40 31 | 53 37 | 52 50 | | | | | | | |
| (4) Calligraphy (Shodo) | 41 | 57 57 | 63 | | | | | | | |
| (5) Traditional Japanese music (Gagaku, Koto) | 33 | 48 | 47 | | | | | | | |
| (6) Japanese literature or Haiku | 41 | 49 | 52 | | | | | | | |
| (7) Sumo or Japanese martial arts (such as Karate, Judo or | 53 | 62 | 61 | | | | | | | |
| (8) Bonsai (9) Japanese Animation | 49 41 | 60 60 | 62 58 | | | | | | | |
| (10) Japanese comics (also known as Manga) | 21 | 17 | 15 | | | | | | | |
| (11) Video games | 38 | 35 | 37 | | | | | | | |
| (12) Japanese pop music (13) Japanese fashion | 16 34 | 25 40 | 22 39 | | | | | | | |
| (14) Japanese movies and dramas | 39 | 59 | 56 | | | | | | | |
| (15) Japanese food | 73 | 86 | 84 | | | | | | | |
| Question 15-a: Are you studying Japanese or interested in studying the Japanese language? | | | | | | | | | | |
| (1) Yes | 2013 19 | 2012 26 | 2011 23 | | | | | | | |
| (2) No | 81 | 74 | 77 | | | | | | | |
| Question 15-b: I'm going to read you a list of languages. For each one are you interested in learning it or not? Are you interested in learning? | | | | | | | | | | |
| Note: This question was added in 2012. | | | | | | | | | | |
| (1) Chinese | 2013 13 | 2012 12 | | | | | | | | |
| (2) Korean | 7 | 3 | | | | | | | | |
| (3) Arabic (4) French | 13 30 | 8 27 | | | | | | | | |
| (5) German | 23 | 24 | | | | | | | | |
| (6) Spanish | 53 | 57 | | | | | | | | |
| | | | | | | | | | | |

| Opinion Leaders Survey | | | | | | | | | | |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Question1-a: From the following list, which country in Asia | | | | | | | | | | |
| do you think is the most important partner of the United States? | | | | | | | | | | |
| (A) (B): | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| (1) China (2) Japan | 43 39 | 54 40 | 46 28 | 56 36 | 42 44 | 38 54 | 38 53 | 43 47 | 38 48 | 24 65 |
| (3) Australia (4) South Korea | 14 | 0 1 | 10 8 | | | | | | | |
| (5) India | | į | 7 | | | _ | _ | | | _ |
| (6) Russia Other | 1 | 1 1 | 0 1 | 1 6 | 8 3 | 5 2 | 5 3 | 4 4 | 9 5 | 7 3 |
| None | 1 1 | 1 | 0 0 | 1 0 | 1 2 | 0 1 | 0 1 | 0 2 | 0 0 | 0 1 |
| Don't know/Refused | ' | ' | U | U | 2 | ' | ' | 2 | U | ' |
| Note: Choices for each year 2013: Japan, China, South Korea, Russia, Other, None, Don't know/Refused 2012: Japan, China, Russia, Some other country, Don't know/Refused 2011: Japan, China, Australia, Korea, India, Russia, Some other country, None, Don't know/Refused | | | | | | | | | | |
| 2010 and before: Japan, China, Russia, Some other country, Don't know/Refused | | | | | | | | | | |
| Question1-b: Why do you regard this country as the most important partner of the United States? (OPEN END - top 5 results) | | | | | | | | | | |
| Note: This question has been asked since 1995. | | | | | | | | | | |
| Reasons for Japan Reasons for Japan Reasons for Japan Reasons for Japan | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| (1) Political/General ties with U.S.(2) Trade/Economic relations with U.S. | 61 56 | 55 19 | 34 36 | 52 20 | 37 27 | 49 23 | 43 24 | 38 31 | 39 30 | 45 30 |
| (3) Nation's technology | 8 | 9 | 14 | 10 | 14 | 14 | 17 | 15 | 14 | 14 |
| (4) National qualities (ex. population) | 6 | 13 | 13 | 9 | 15 | 9 | 11 | 12 | 14 | 9 |
| (5) Personal qualities/Culture of people(6) Other | 19 | 1 2 | 2 | 2 6 | 2 5 | 3 2 | 3 | 4 0 | 1 | 0 |
| • Reasons for China | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| (1) Trade/Economic relations with U.S. (2) Nation's technology | 78 1 | 37 26 | 43 16 | 34 23 | 31 20 | 32 21 | 27 17 | 32 18 | 33 14 | 21 21 |
| (3) National qualities (ex. population) | 35 | 24 | 26 | 25 | 33 | 34 | 42 | 29 | 39 | 34 |
| (4) Political/General ties with U.S. | 26 | 9 | 12 | 9 | 11 | 8 | 9 | 14 | 12 | 19 |
| (5) Personal qualities/Culture of people (6) Other | 3 | 1 2 | 3 | 4 5 | 3 2 | 2 3 | 2 | 5 2 | 1 | 1 |
| Question 2-a: Please tell me whether or not you think Japan is a dependable partner of the United States? | 0010 | 0010 | 0011 | 2010 | 2000 | 2000 | 0007 | 2006 | 2005 | 0004 |
| Yes, Japan is dependable | 2013 93 | 2012 90 | 2011 90 | 2010 90 | 2009 91 | 2008 92 | 2007 91 | 2006 91 | 2005 90 | 2004 89 |
| No, Japan is not dependable | 5 | 8 | 8 | 9 | 7 | 6 | 5 | 4 | 6 | 6 |
| Don't know/Refused | 2 | 2 | 2 | 1 | 2 | 2 | 4 | 5 | 4 | 5 |
| Question 2-b: Why do you think Japan is a dependable partner of the United States? (OPEN END - top 5 results) | | | | | | | | | | |
| | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| (1) Economic ties/investments in the U.S. (2) Past experiences/history | 33 20 | 14 18 | 24 16 | 24 22 | 26 24 | 26 21 | 37 16 | 38 16 | 34 16 | 23 10 |
| (3) Good trade relations between Japan and the US | 19 | 11 | 16 | 17 | 10 | 10 | 6 | 11 | 10 | 8 |
| (4) Allies/good relations/peaceful relations | 23 | 16 | 20 | 16 | 11 | 15 | 13 | 13 | 14 | 19 |
| (5) Japan's self-defense force is weak(6) Personal qualities/culture of people [NEW IN 2013] | 17 | 9 | 17 | 14 | 11 | 6 | 9 | 7 | 7 | 7 |
| Question 2-b: Why do you think Japan is not a dependable | 17 | | | | | | | | | |
| partner of the United States? (OPEN END - top 3 results) | | | | | | | | | | |
| (1) Japan is not trustworthy (unspecified) | 2013 20 | 2012 13 | 2011 25 | 2010 22 | 2009 17 | 2008 19 | 2007 14 | 2006 20 | 2005 29 | 2004 25 |
| (2) Trade policy/economic friction and competition with the Us | 40 | 0 | 13 | 22 | 6 | 0 | 14 | 10 | 7 | 0 |
| (3) Unfair trade practice/trade imbalance | | 0 | 6 | 17 | 0 | 0 | 14 | 0 | 7 | 0 |
| (4) Self-interested/only concerned with own country [NEW IN | 10 | | | | | | | | | |
| Question 3: Thinking about international relations, how significant of a role do you think Japan plays in each of the following areas? Do you think Japan plays a role that is very significant, somewhat significant, not very significant, or not at all significant? | | | | | | | | | | |
| (T) 0 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| (I) Security, including anti-terrorism efforts, anti-piracy efforts on the high seas, and peace-keeping operations | | | | | . = | | .= | .= | <i>a</i> - | == |
| Yes Very significant | 19 | 12 | 14 | 56 | 45 | 41 | 43 | 45 | 39 | 39 |
| Somewhat significant | 41 | 49 | 45 | | | | | | | |
| Not very significant | 31 | 31 | 36 | | | | | | | |
| Not at all significant | 2 | 3 | 3 | | | | | | | |
| Don't know/Refused | 7 | 5 | 2 | | | | | | | |
| (Ⅱ)The United Nations | | | | | | | | | | |
| Very significant | 23 | 25 55 | 20 | | | | | | | |
| Somewhat significant | 54 | 55 | 56 | | | | | | | |

Not very significant 12 14 18

| Not at all significant | 2 | 3 | 2 | | | | | | | |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Don't know/Refused | 8 | 3 | 4 | | | | | | | |
| (Ⅲ) Global economy | | | | | | | | | | |
| Yes Very significant | 64 | 58 | 65 | 96 | 96 | 96 | 96 | 97 | 97 | 91 |
| Somewhat significant | 32 | 38 | 33 | | | | | | | |
| Not very significant | 1 | 3 | 2 | | | | | | | |
| Not at all significant | | 1 | 0 | | | | | | | |
| Don't know/Refused | 2 | 0 | 0 | | | | | | | |
| (IV) Official development aid, including assistance to countries such as Afghanistan and Iraq | | | | | | | | | | |
| Yes | | | | 60 | 69 | 57 | 61 | 70 | 70 | 61 |
| Very significant | 7 | 7 | 5 | | | | | | | |
| Somewhat significant | 29 | 46 | 40 | | | | | | | |
| Not very significant | 36 | 34 | 40 | | | | | | | |
| Not at all significant | 9 | 6 | 7 | | | | | | | |
| Don't know/Refused | 18 | 7 | 8 | | | | | | | |
| (V) Cultural exchange | | | | | | | | | | |
| Yes Very significant | 34 | 24 | 26 | 78 | 79 | 71 | 68 | 76 | 65 | 60 |
| Somewhat significant | 52 | 34 52 | 36 48 | | | | | | | |
| Not very significant | 9 | 10 | 13 | | | | | | | |
| Not at all significant | 3 | 2 | 1 | | | | | | | |
| Don't know/Refused | 2 | 2 | 2 | | | | | | | |
| John Million Million | - | - | - | | | | | | | |
| (VI) Science and technology | | | | | | | | | | |
| Yes | | | | 98 | 97 | 96 | 96 | 97 | 96 | 96 |
| Very significant | 74 | 72 | 71 | | | | | | | |
| Somewhat significant | 24 | 26 | 27 | | | | | | | |
| Not very significant | | 2 | 1 | | | | | | | |
| Not at all significant | | 0 | 0 | | | | | | | |
| Don't know/Refused | 1 | 0 | 1 | | | | | | | |
| $(V\hspace{-0.1cm}\mathbb{I})\hspace{-0.1cm}\textbf{Environment and climate change}$ | | | | | | | | | | |
| Yes | | | | 63 | 71 | 66 | 64 | 73 | 69 | 57 |
| Very significant | 32 | 33 | 21 | | | | | | | |
| Somewhat significant | 44 | 46 | 51 | | | | | | | |
| Not very significant | 16 | 15 | 20 | | | | | | | |
| Not at all significant | 3 | 3 | 4 | | | | | | | |
| Don't know/Refused | 4 | 3 | 4 | | | | | | | |
| (Ⅷ) Nuclear disarmament or non-proliferation | | | | | | | | | | |
| Yes | | | | 54 | | | | | | |
| Very significant | 27 | 29 | 28 | | | | | | | |
| Somewhat significant | 43 | 40 | 39 | | | | | | | |
| Not very significant | 20 | 24 | 26 | | | | | | | |
| Not at all significant Don't know/Refused | 2 7 | 3 4 | 5 2 | | | | | | | |
| Question 4: Thinking about how much the Japanese people and the American people understand each other, do you think they have a good, fair, or poor understanding of each | · | · | - | | | | | | | |
| other? | | | | | | | | | | |
| Good | 2013 39 | 2012 44 | 2011 35 | 2010 32 | 2009 39 | 2008 27 | 2007 23 | 2006 25 | 2005 23 | 2004 22 |
| Fair | 53 | 48 | 51 | 56 | 52 | 57 | 60 | 58 | 60 | 61 |
| Poor | 7 | 8 | 14 | 11 | 9 | 15 | 16 | 16 | 17 | 17 |
| Don't know/Refused | | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 0 |
| Question 5: Which country in Asia do you think shares values most closely with the United States? | | | | | | | | | | |
| | 2013 | 2012 | 2011 | | | | | | | |
| Japan China | 52 1 | 76 3 | 9 1 | | | | | | | |
| Russia | 3 | 2 | 0 | | | | | | | |
| Australia | | 2 | 78 | | | | | | | |
| India | 0.0 | 0 6 | 2 | | | | | | | |
| South Korea Other | 36 1 | ь | 10 | | | | | | | |
| Don't know/Refused | 6 | | | | | | | | | |
| Note: Chaiges for each year | | | | | | | | | | |

Note: Choices for each year 2013: Japan, China, South Korea, Russia, Other, Don't know/Refused 2012: Japan, China, Russia, Other, Don't know/Refused 2011: Japan, China, Russia, Australia, India, Korea, Other, Don't know/Refused

Question 6: In general, how do you view the current level of cooperation between Japan and the United States? Do you think that the current level of cooperation is excellent, good, fair, or poor?

| Evenlent | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
|---|-----------------------------|-----------------------------|------------------------|-------------------------|-----------------------|--------------------------|-------------------------|-------------------------|--------------------------|-----------------------|
| Excellent Good Fair | 21 65 12 | 31 58 9 | 31 56 12 | 16 70 10 | 20 61 15 | 17 68 12 | 26 60 11 | 23 62 12 | 19 64 14 | 17 65 15 |
| Poor Don't know/Refused | 1 | 1 | 0 | 3 | 1 3 | 2 | 0 | 0 | 1 2 | 1 2 |
| Question 7: Now we would like to ask about your view of future Japan-U.S. relations. Thinking of the future, do you think that the United States should be working more closely with Japan, working less closely with Japan, or that their relationship should stay the same? | | | | , | 3 | ' | 3 | S | 2 | 2 |
| More closely Less closely Stay the same Don't know/Refused | 2013 52 1 45 2 | 2012 43 1 55 | 2011 46 3 50 | | | | | | | |
| Question 8: Thinking about Japan and the U.S. relations in the field of high technology, do you feel that in the future, Japan and the U.S. will COOPERATE with each other more, that they will COMPETE more, or that there will be no change? | | | | | | | | | | |
| Cooperate more Compete more Don't know/Refused Stay the same | 2013 33 31 1 34 | 2012 29 27 2 42 | 2011 29 34 37 | 2010 57 39 4 | 2009 66 31 3 | 2008 51 44 5 | 2007 52 42 6 | 2006 60 38 2 | 2005 49 47 4 | 2004 47 48 5 |
| Question 9: Thinking about ways Japan and the US may improve their relations, which one of the following do you think would be most helpful in improving Japan-U.S.relations? | | | | | | | | | | |
| (1) Improve economic/trade relations | 2013 44 | 2012 49 | 2011 46 | 2010 55 | 2009 47 | 2008 40 | 2007 36 | 2006 44 | 2005 50 | 2004 53 |
| (2) Encourage cooperation on global issues such as the environment, climate change, population control and AIDS | 27 | 22 | 22 | 18 | 29 | 31 | 29 | 27 | 28 | 26 |
| Strengthen political/security relations Promote cultural exchanges Don't know/Refused | 16 11 1 | 20 8 1 | 16 16 0 | 18 8 1 | 19 4 1 | 24 4 1 | 26 8 1 | 20 8 1 | 16 6 0 | 15 5 1 |
| Question 10: How much do you think the Japan-U.S. Security Treaty, which allows for the stationing of U.S. Forces in Japan and for maintaining international peace and security in the Far East, contributes to peace and stability in the region? Do you think it contributes a great deal, a moderate amount, only a little, or not at all? | | | | | | | | | | |
| Note: This question has been asked since 1996. | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| A great deal A moderate amount Only a little | 54 33 8 | 58 31 8 | 58 32 6 | 51 34 8 | 44 39 10 | 42 40 13 | 47 41 6 | 42 40 14 | 40 40 14 | 43 37 15 |
| Not at all Don't know/Refused | 2 2 | 1 2 | 2 2 | 2 5 | 2 5 | 4 1 | 4 2 | 3 1 | 4 2 | 4 1 |
| Question 11-a: How important do you think the Japan-U.S. Security Treaty is for the security of the United States? Do you think it is very important, somewhat important, not too important, or not important at all? | | | | | | | | | | |
| Note: This question has been asked since 1996. | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| Very important Somewhat important Not too important Not important at all Don't know/Refused | 53 35 8 2 1 | 53 33 11 2 1 | 56 34 7 2 | 55 34 7 3 1 | 53 36 9 1 | 47 40 12 1 0 | 57 31 8 2 2 | 51 37 8 1 3 | 48 34 14 2 2 | 46 37 13 3 |
| Question 11-b: How important do you think it is to have U.S. Forces in Japan for the security of the United States? Do you think t is very important, somewhat important, not too important, or not important at all? | | | | | | | | | | |
| Note: This question was added in 2012. | 2013 | 2012 | | | | | | | | |
| Very important Somewhat important Not too important Not important at all Don't know/Refused | 42 37 13 7 | 45 36 16 2 | | | | | | | | |
| Question 12: Do you think that the U.S. and Japan should or should not continue to operate under the current Japan-U.S. Security Treaty? Note: This question has been asked since 1996. | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 |
| Yes, should continue | 2013 77 | 93 | 91 | 86 | 89 | 2008 | 88 | 90 | 83 | 83 |
| No, should not continue Don't know/Refused | 6 17 | 3 4 | 4 5 | 6 8 | 5 6 | 7 6 | 6 6 | 4 6 | 6 11 | 9 |

Question 13-a: Do you think Japan should or should not increase its self-defense capability?

| increase its sen-detense capability: | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|
| Yes, should increase No, should not increase Don't know/Refused | 2013 72 18 9 | 2012 71 27 2 | 2011 64 32 4 | 2010 70 25 5 | 2009 69 24 7 | 2008 74 22 4 | 2007 67 25 8 | 2006 61 33 6 | 2005 69 25 6 | 2004 66 27 7 |
| Question 13-b: You said that Japan should increase its self-defense capability. For each of the following statements that I am about to read, please tell me if you agree or disagree that it is a reason why you think Japan should make contributions to peace and security in Asia. (% Agree) | | | | | | | | | | |
| Note: This question has been asked since 1993. | | | | | | | | | | |
| Japan should make contributions to peace and stability in Asi Japan should share the defense burden with the U.S. Japan should defend itself | 2013 99 92 90 | 2012 94 93 97 | 2011 97 93 90 | 2010 99 93 91 | 2009 98 93 91 | 2008 98 93 96 | 2007 97 94 92 | 2006 97 93 94 | 2005 97 94 91 | 2004 97 93 92 |
| Question 14: Which of the following sources do you use or have you used to get information about Japan? (% Yes) | | | | | | | | | | |
| Note: This question has been asked since 1994. | | | | | | | | | | |
| (1) Newspapers (2) Magazines/Books (3) Television (4) Internet (5) School studies (6) Radio (7) Japanese friends (8) Friends/Neighbors (9) Movies (10) Experience in Japan | 2013 85 82 76 80 38 52 33 27 21 | 2012 80 77 75 83 35 52 38 24 18 23 | 2011 81 76 72 82 36 51 43 31 19 23 | 2010 83 83 76 61 60 53 49 41 33 27 | 2009 85 81 73 65 59 49 45 34 34 | 2008 86 86 75 58 61 46 44 39 30 28 | 2007 89 83 72 60 61 48 46 38 32 24 | 2006 90 89 80 56 62 48 52 41 40 31 | 2005 89 85 71 50 51 46 53 41 30 | 2004 93 88 76 52 56 47 51 44 42 26 |
| Question 15-a: Do you think Japan should or should not become a permanent member of the United Nations Security Council? | | | | | | | | | | |
| Note: This question has been asked since 2007. | | | | | | | | | | |
| Yes No Don't know/Refused | 2013 76 16 7 | 2012 58 40 2 | 2011 50 46 4 | 2010 56 41 3 | 2009 57 39 4 | 2008 49 47 4 | 2007 52 42 6 | | | |
| Question 15-b: For each of the statements that I'm about to read, please tell me if it is or is not a reason why you think Japan should become a permanent member of the United Nations Security Council. (% Yes) | | | | | | | | | | |
| Note: This question has been asked since 2007. | 2010 | 2010 | | | | | | | | |
| (1) Japan can be expected to make a larger contribution to world peace and security after becoming a permanent member of the United Nations | 2013 91 | 2012 90 | 2011 95 | 2010 93 | 2009 93 | 2008 95 | 2007 96 | | | |
| (2) Japan shares common values with the United States, such as democracy and human rights | 86 | 91 | 95 | 93 | 89 | 84 | 87 | | | |
| (3) Japan has a big economy, and this will strengthen the effectiveness of the United Nations Security Council | 87 | 86 | 90 | 88 | 92 | 92 | 87 | | | |
| (4) Japan is a dependable ally | 92 | 89 | 87 | 88 | 92 | 88 | 87 | | | |
| (5) Japan currently contributes to world peace and security | 82 | 73 | 82 | 78 | 74 | 71 | 75 | | | |
| Question 15-c: For each of the following statements that I am about to read, please tell me if it is or is not a reason why you do not think Japan should become a permanent member of the United Nations Security Council. (% Yes) | | | | | | | | | | |
| Note: This question was added to the survey in 2008. Choice (5) was added to the survey in 2009. | 0012 | 0010 | 0011 | 2010 | 2000 | 0000 | | | | |
| (1) Japan does not provide enough personnel to Peacekeeping Operations (PKO) and multinational forces | 2013 45 | 2012 57 | 2011 65 | 2010 69 | 2009 67 | 2008 64 | | | | |
| (2) Japan will not make sufficient contributions to world peace and security through the United Nations Security Council | 33 | 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 | 58 | 59 | 61 | 57 | 62 | 60 | | | | |
| (4) No increase should be made to the number of UN Security Council permanent members | 76 | 51 | 49 | 54 | 52 | 53 | | | | |
| (5) Some countries are better qualified than Japan to become a permanent member of the Security Council [NOT NASKED IN 2013] | / A | 40 | 47 | 52 | 67 | - | | | | |
| | | | | | | | | | | |

Question 16: What kind of initiatives should Japan take in order to address global issues such as enironmental and climate changes? Should Japan take on [RANDOMLY INSERT EACH ITEM] as an initiative? (% Yes)

| A1-4 | Th: | | | | | 0040 | |
|--------|---------|---------|-----|-------|-----|------|--|
| inute. | I DIS C | uestion | was | anner | ıın | 7010 | |

| Troto: Time question trae added in 2016. | | | | |
|--|------|------|------|------|
| | 2013 | 2012 | 2011 | 2010 |
| (1) Cooperation in science/technology | 96 | 98 | 97 | 98 |
| (2) Leadership in international negotiation | 81 | 84 | 86 | 89 |
| (3) Economic aid for developing countries | 84 | 87 | 89 | 89 |
| (4) Don't know/Refused | | - | - | 25 |
| ` ' | | | | |
| Question 17: Which of the following policies should Japan particularly address in order to deepen the economic relationship between Japan and the United States? Do you think Japan should (% Yes) | | | | |
| | 2013 | 2012 | 2011 | |
| (1) Participate in a Trans-Pacific Partnership | 92 | 86 | 81 | |
| (2) Sign and ratify a free-trade agreement with the U.S. | | | | |
| [NOT ASKED IN 2013] | | 86 | 83 | |
| (3) Promote technological cooperation, such as clean | | | | |
| energy and a high-speed railway systems | 95 | 88 | 89 | |
| (4) Some other area | 49 | 30 | 30 | |
| (5) Develop natural resources such as shale gas [NEW IN | 57 | | | |
| Question 18: Thinking about the high-speed railway system in the United States, do you think the U.S. should adopt Japan's high-speed railway system, adopt another country's high-speed railway system, or that it should not adopt any high-speed railway system at all? Note: This question was added in 2010. | | | | |
| | 2013 | 2012 | 2011 | 2010 |
| (1) U.S. should adopt the Japanese system | 41 | 41 | 34 | 49 |
| (2) U.S. should not adopt any high-speed railway system | 14 | 28 | 28 | 23 |
| (3) U.S. should adopt another country's railway system | 11 | 13 | 14 | 12 |
| (4) Other/Don't know/Refused | 33 | 18 | 24 | 16 |
| • • | | | | |