

2007 U.S. Image of Japan Study

June 2007
Ministry of Foreign Affairs
Public Diplomacy Department
Public Diplomacy Planning Division

1. Research methodology

(1) For the “general public” group, telephone interviews were carried out with 1,506 people

(2) For the “opinion leaders” group, telephone interviews were carried out with 256 people

The degree of reliability is 95% for both groups. The margin of sampling error is $\pm 3\%$ for the “general public” group and $\pm 6\%$ for the “opinion leaders” group

2. Period conducted: February to March 2007

3. Implementing agency: The Gallup Organization

U.S. Image of Japan Study
(General Public)

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Results Overview (As a principle, includes data from the previous six years)

Question 1-a: Thinking of all Asian countries, which one country in this region do you think is the most important partner of the United States?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Japan	48	45	48	48	47	46	49
China	34	33	26	26	20	22	22
Russia	8	13	13	9	13	10	6
ROK	1	1	1	2	2	2	1
India	1	1	0	1	0	1	0
Taiwan	1	0	1	0	1	1	1
Other	2	1	4	4	6	4	4
None	1	2	1	3	3	3	4
No Opinion	4	4	6	7	8	11	13

Question 1-b: Please tell me why you think this country is the most important partner of the United States? (Open-ended question: top 5 results)

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
(1) Economic ties / investments in the U.S.	17	10	16	15	18	18	32
(2) Good trade relations	15	10	12	20	15	18	9
(3) Allies / good relations / peaceful relations	15	11	11	10	8	5	5
(4) Country's size / population	13	8	7	10	7	9	7
(5) Technologically advanced	12	12	12	8	7	7	12

Note: This question has been asked since 1995.

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

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Yes, Japan is dependable	74	69	72	68	67	67	61
No, Japan is not dependable	21	22	21	21	22	23	22
No opinion	5	9	7	11	11	10	17

Question 2-b: Why do you feel so?

Response:

(I) Reasons given by those who responded "yes" (Open-ended question : top 5 results)							(%)
	2007	2006	2005	2004	2003	2002	2001
(1) Economic ties / investments in the U.S.	16	9	15	10	13	14	22
(2) Allies / good relations / peaceful relations	14	13	10	10	6	5	6
(3) Good trade relations between Japan and the U.S.	11	8	10	9	8	9	5
(4) Friendship since WWII	7	9	7	3	4	7	4
(5) Past experiences / history	7	6	4	2	4	3	1
(II) Reasons given by those who responded "no" (Open-ended question: top 5 results)							(%)
	2007	2006	2005	2004	2003	2002	2001
(1) Japan is not trustworthy (unspecified)	21	8	24	13	18	25	17
(2) Other	16	0	5	16	4	5	17
(3) Past events (Other than Pearl Harbor)	16	11	5	--	--	--	--
(4) Self interest / only concerned with own country	11	4	9	10	8	9	12
(5) No particular reason	9	6	6	5	6	5	6

Question 3-a: Taking its economic power into account, do you think Japan is playing a significant role in international affairs?

Response:

	2007	2006	2005	2004	2003	2002	2001	(%)
Yes	69	68	60	60	56	59	64	
No	25	25	29	29	33	29	21	
I don't know	6	7	11	11	11	12	15	

Question 3-b: In which of the following areas, if any, would you say Japan is playing a significant role in international affairs?

Note: This question has been asked since 1994. The category "economic aid" was added in 1995.

Response:

(I) Science and technology	2007	2006	2005	2004	2003	2002	2001	(%)
Yes	67	65	57	58	53	56	61	
No	32	34	42	42	46	43	38	
I don't know	1	1	1	0	1	1	1	

(II) Global economy	2007	2006	2005	2004	2003	2002	2001	(%)
Yes	62	58	53	53	50	51	57	
No	35	38	45	45	47	46	40	
I don't know	3	4	2	2	3	3	3	

(III) Cultural exchange	2007	2006	2005	2004	2003	2002	2001	(%)
Yes	58	54	49	48	44	44	48	
No	40	43	49	49	54	53	48	

I don't know	2	3	2	3	2	3	4
(IV) World politics							(%)
	2007	2006	2005	2004	2003	2002	2001
Yes	48	44	38	38	37	37	41
No	48	51	57	58	59	58	53
I don't know	4	5	5	4	4	5	6

(V) Global Issues such as the environment, population growth and AIDS							(%)
	2007	2006	2005	2004	2003	2002	2001
Yes	40	41	37	36	30	31	32
No	53	51	57	58	63	61	59
I don't know	7	8	6	6	7	8	9

Note: This category was named "Environmental issues" until 1998.

(VI) Economic aid							(%)
	2007	2006	2005	2004	2003	2002	2001
Yes	34	36	34	30	22	28	26
No	54	52	59	60	68	63	62
I don't know	12	12	7	10	10	9	12

(VII) Security, including PKO							(%)
	2007	2006	2005	2004	2003	2002	2001
Yes	33	35	31	31	25	26	26
No	61	56	64	64	70	67	65
I don't know	6	9	5	5	5	7	9

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

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Good	36	38	36	30	28	28	26
Fair	49	45	47	50	53	53	51
Poor	14	15	16	18	17	18	21
No opinion	1	2	1	2	2	1	2

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

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Excellent	13	12	9	8	7	9	4
Good	54	51	52	52	49	51	36
Fair	27	29	33	33	35	33	50
Poor	4	4	3	4	6	4	5
No opinion	2	4	3	3	3	3	5

Question 6: How do you see future relations between the U.S. and Japan?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Will improve	47	42	46	44	40	46	45
Will not change	43	44	42	43	45	42	39
Will get worse	8	10	9	8	12	8	10
No opinion	2	4	3	5	3	4	6

Note: This question has been asked since 1994.

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 me which one of these you think would help most to improve relations between Japan and the United States?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
(1) Improve economic / trade relations	36	36	38	42	35	41	42
(2) Increase cooperation on global issues such as the environment, AIDS, and population	30	28	26	23	22	22	24
(3) Strengthen political / security relations	25	21	25	25	32	25	19
(4) Promote cultural exchanges	8	12	9	7	8	9	10
(5) No opinion	1	3	2	3	3	3	3

Note: This question has been asked since 1995. The choice “promote cultural exchanges” was added in 1997.

Question 8: There are a variety of possible reasons for the current trade imbalance between Japan and the United States. I am going to read you three possible reasons. Please tell me which one of these you think is most responsible for the trade imbalance.

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
(1) U.S. industries’ weak competitiveness	35	33	30	29	23	21	21
(2) Japan’s unwillingness to open its markets	32	29	34	37	43	43	44
(3) Discrepancies between the two countries’ macroeconomic performances	26	30	29	27	26	28	26
(4) No opinion	6	8	6	6	7	7	9
(5) Other	1	0	1	1	1	1	--

Note: This question has been asked since 1994.

Question 9: 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?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
A great deal	30	25	27	28	31	29	32
A moderate amount	47	46	45	44	43	45	41
Only a little	16	18	18	17	17	16	15
Not at all	4	5	5	6	5	5	5
No opinion	3	6	5	5	4	5	7

Note: This question has been asked since 1996.

Question 10: In your opinion, how important is the U.S.-Japan Security Treaty to the United States in terms of our own security?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Very important	52	55	50	51	55	57	54
Somewhat important	37	32	36	35	34	31	34
Not too important	7	7	8	9	6	6	5
Not at all important	3	3	3	3	3	3	3
No opinion	1	3	3	2	2	3	4

Note: This question has been asked since 1996.

Question 11: Do you think the United States should or should not maintain the current U.S.-Japan Security Treaty?

Response:

	2007	2006	2005	2004	2003	2002	2001	(%)
Yes, should maintain	87	85	86	85	87	85	85	
No, should not maintain	6	7	6	7	6	7	5	
No opinion	7	8	8	8	7	8	10	

Note: This question has been asked since 1996.

Question 12: Do you feel Japan should further increase its defense forces for its own defense, or not?

Response:

	2007	2006	2005	2004	2003	2002	2001	(%)
Yes, increase	54	51	52	54	58	52	43	
No, do not increase	40	39	41	38	34	38	47	
No opinion	6	10	7	8	8	10	10	

Question 13: Please tell me which of the following provide you, or have provided you, with information about Japan.

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
(1) Television	80	78	78	77	80	78	81
(2) Magazines / Books	72	67	62	68	70	70	70
(3) Newspapers	71	71	70	71	75	71	75
(4) School studies	51	53	47	58	59	59	56
(5) Internet	43	38	33	33	27	26	27
(6) Movies	40	39	31	41	39	41	40
(7) Radio	34	33	35	35	37	33	36
(8) Friends / Neighbors	29	30	29	33	35	33	30
(9) Japanese friends	29	32	30	33	36	37	34
(10) Experience in Japan	12	11	12	12	12	12	11

Note: This question has been asked since 1994.

Question 14: To what extent do the following countries/regions share generally common values with the U.S.?

Response:

		(%)					
		Shares common values	(to a great extent	/ to some extent)	Little extent	None	No opinion
UK	2007	85	(58	27)	9	4	2
	2006	77	(53	24)	11	5	7
	2005	83	(53	30)	9	4	4
	2004	83	(58	25)	9	5	3
Japan	2007	83	(30	53)	12	3	2
	2006	78	(31	47)	14	5	3
	2005	79	(24	55)	15	4	2
	2004	80	(27	53)	15	3	2
Germany	2007	79	(25	54)	14	5	2
	2006	72	(28	44)	17	6	5
	2005	74	(23	51)	17	5	4
	2004	74	(25	49)	19	5	2
France	2007	62	(13	49)	26	10	2
	2006	59	(17	42)	24	13	4
	2005	57	(13	44)	27	12	4
	2004	56	(15	41)	29	13	2
Taiwan	2007	58	(16	42)	27	7	8
	2006	57	(19	38)	22	12	9
	2005	56	(15	41)	27	9	8
	2004	55	(17	38)	30	9	6
Russia	2007	52	(7	45)	34	12	2
	2006	57	(11	46)	27	11	5

	2005	59	(11	48)	29	9	3
	2004	59	(11	48)	30	8	3
China	2007	45	8	37	38	14	3
	2006	48	12	36	32	15	5
	2005	47	11	36	35	15	3
	2004	44	12	32	39	14	3
North Korea	2007	14	3	11	32	51	3
	2006	20	6	14	32	42	6
	2005	19	5	14	34	42	5
	2004	19	5	14	35	42	4

Note: This question has been asked since 2004

Question 15: I am going to read some phrases that may or may not describe Japan. From what you've heard or read, please tell me if it does or does not describe Japan. How about (read and rotate (1)-(12))?

(The percentage who responded positively as the following choices were read)

Response:

	2007		2006	
	(%)			
(1) a country that has great tradition and culture	95	94		
(2) a country with a strong economy and technology	94	93		
(3) a peaceful country	81	78		
(4) a country that disseminates new culture to the world such as animation, fashion, and cuisine (Note 2)	78	--		
(5) a country with beautiful nature	78	81		
(6) a country that has potential for growth (Note 2)	78	--		
(7) a country that has shown leadership in global society (Note 2)	64	--		
(8) a western-oriented country	63	62		
(9) a democratic country	51	47		

(10) a country that is difficult to understand	48	49
(11) a militant country	29	34
(12) a country Americans should be wary of	29	30

Note: This question has been asked since 2006 (with the exception noted in Note 2)

Note 2: This choice was added in 2007

U.S. Image of Japan Study
(Opinion Leaders)

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Results Overview (As a principle, includes data from the previous six years)

Question 1-a: Thinking of all Asian countries, which one country in this region do you think is the most important partner of the United States?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Japan	53	47	48	65	63	64	72
China	38	43	38	24	25	23	20
Russia	5	4	9	7	6	6	3
ROK	1	2	2	1	1	0	1
India	1	1	2	0	1	1	1
Other	1	1	1	2	1	2	2
None	0	0	0	0	1	2	0
No Opinion	1	2	0	1	2	2	1

Question 1-b: Please tell me why you think this country is the most important partner of the United States? (Open-ended question: top 5 results)

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
(1) Economic ties / investments in the U.S.	25	35	31	34	19	37	37
(2) Economically strong	23	20	17	22	33	30	28
(3) Country's size / population	21	20	20	13	15	16	12
(4) Allies / good relations / peaceful relations	16	16	15	20	11	8	11
(5) Has potential / market growth	13	6	10	2	5	2	1

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

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Yes, Japan is dependable	91	91	90	89	91	91	85
No, Japan is not dependable	5	4	6	6	5	5	10
No opinion	4	5	4	5	4	4	5

Question 2-b: Why do you feel so?

Response:

(I) Reasons given by those who responded "yes" (Open-ended question: top 5 results)							(%)
	2007	2006	2005	2004	2003	2002	2001
(1) Economic ties / Investments in the U.S.	37	38	34	23	17	24	24
(2) Past experiences / history	16	16	16	10	17	10	12
(3) Friendship since WWII	14	9	12	10	8	21	8
(4) Common interests and values	13	12	16	13	11	8	9
(5) Allies / good relations / peaceful relations	13	13	14	19	13	11	11
(5) Past experiences / history	13	3	10	10	12	13	9
(II) Reasons given by those who responded "no" (Open-ended question: top 5 results)							(%)
	2007	2006*	2005	2004*	2003*	2002	2001
(1) Self interest / only concerned with own country	29	70	14	31	38	12	33
(2) Other	21	20	14	6	23	6	22
(3) Japan not trustworthy (unspecified)	14	20	29	25	8	12	8
(3) Unfair trade practices / trade imbalance	14	0	7	0	15	6	3
(3) Trade policies, economic friction, competition with the US	14	10	7	0	--	18	6

* As the years 2004, 2004, and 2006 had fewer numbers of people responding, the numbers are noted merely for reference

Question 3-a: How would you describe the role that Japan plays in international society compared with its economic strength?
Would you say it is commensurate, somewhat commensurate or not commensurate?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Commensurate	19	21	19	17	22	18	14
Somewhat commensurate	51	53	50	48	40	49	47
Not commensurate	27	23	29	35	36	31	38
No opinion	3	3	2	0	2	2	1

Question 3-b: In which of the following areas, if any, would you say Japan currently plays an important international role?
(Percentages of those who agreed with the choice)

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
(1) Global economy	96	97	97	91	93	94	94
(2) Science and technology	96	97	96	96	96	94	91
(3) Cultural exchange	68	76	65	60	60	58	56
(4) Global issues	64	73	69	57	59	59	48
(5) World politics	61	71	67	62	60	62	57
(6) Aid to developing nations	61	70	70	61	54	63	58
(7) Security	43	45	39	39	24	29	23

Note: This question has been asked since 1994. “Global issues” was named “environmental issues” until 1998.

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

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Good	23	25	23	22	19	17	15
Fair	60	58	60	61	61	59	60
Poor	16	16	17	17	18	23	25
No opinion	1	1	0	0	2	1	0

Question 5: In general terms, how would you describe the present level of cooperation between Japan and the United States?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Excellent	26	23	19	17	16	15	9
Good	60	62	64	65	62	66	65
Fair	11	12	14	15	18	15	23
Poor	0	0	1	1	1	2	1
No opinion	3	3	2	2	3	2	2

Question 6-a: How do you see future relations between the U.S. and Japan?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Improve	30	42	29	30	34	36	36
Not change	58	51	62	59	50	55	50
Get worse	8	5	5	7	11	6	11
No opinion	4	2	4	4	5	3	3

Note: This question has been asked since 1993.

Question 6-b: 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, or do you think competition will be fierce and frictions will arise?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Will cooperate	52	60	49	47	50	49	39
Friction / Competition	42	38	47	48	46	45	56
No opinion	6	2	4	5	4	6	5

Note: This question has been asked since 1993.

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 me which one of these you think would help most to improve relations between the U.S. and Japan?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
(1) Improve economic / trade relations	36	44	50	53	47	63	60
(2) Increase cooperation on global issues such as the environment, AIDS, and population control	29	27	28	26	22	15	19
(3) Strengthen political and security relations	26	20	16	15	26	17	12
(4) Promote cultural exchanges	8	8	6	5	4	4	6
(5) No opinion	1	1	0	1	1	1	1

Note: This question has been asked since 1995.

Question 8: There are a variety of possible reasons for the current trade imbalance between Japan and the United States. I am going to read you three possible reasons. Please tell me which one of these you think is most responsible for the trade imbalance.

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
(1) Macroeconomic problems such as U.S. budget deficit and Japan's low domestic demand	34	33	35	41	35	35	35
(2) U.S. industries' weak competitiveness	31	32	23	23	11	13	7
(3) Japan's unwillingness to open its markets	30	29	36	32	44	45	52
(4) No opinion	4	6	6	3	6	6	5
(5) Other	1	0	0	1	4	1	1

Question 9: 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?

Response:

							(%)
	2007	2006	2005	2004	2003	2002	2001
A great deal	47	42	40	43	55	49	50
A moderate amount	41	40	40	37	28	32	33
Only a little	6	14	14	15	11	12	13
Not at all	4	3	4	4	3	4	3
No opinion	2	1	2	1	3	3	1

Question 10: In your opinion, how important is the U.S.-Japan Security Treaty to the United States in terms of our own security?

Response:

							(%)
	2007	2006	2005	2004	2003	2002	2001
Very important	57	51	48	46	48	54	42
Somewhat important	31	37	34	37	36	31	40
Not too important	8	8	14	13	9	8	12
Not important at all	2	1	2	3	5	5	4
No opinion	2	3	2	1	2	2	2

Question 11: Overall, do you think the United States should or should not maintain the current U.S.-Japan Security Treaty?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Yes, should maintain	88	90	83	83	87	87	85
No, should not maintain	6	4	6	9	5	7	10
No opinion	6	6	11	8	8	6	5

Note: This question has been asked since 1996.

Question 12-a: Do you think Japan should increase its self-defense capabilities?

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Yes	67	61	69	66	65	64	67
No	25	33	25	27	27	28	28
No opinion	8	6	6	7	8	8	5

Question 12-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)

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
Japan should make contributions to peace and stability in Asia	97	97	97	97	96	95	96
Japan should share the defense burden with the U.S.	94	93	94	93	96	93	94
Japan should defend itself	92	94	91	92	89	87	88

Note: This question has been asked since 1993.

Question 13: Please tell me which of the following provide you, or have provided you, with information about Japan.

Response:

	2007	2006	2005	2004	2003	2002	2001 (%)
(1) Newspapers	89	90	89	93	95	91	94
(2) Magazines / Books	83	89	85	88	93	89	93
(3) Television	72	80	71	76	72	65	67
(4) School studies	61	62	51	56	57	56	64
(5) Internet	60	56	50	52	47	44	45
(6) Radio	48	48	46	47	43	45	41
(7) Japanese friends	46	52	53	51	54	56	62
(8) Friends / Neighbors	38	41	41	44	44	44	46
(9) Movies	32	40	30	42	39	35	38
(10) Experience in Japan	24	31	30	26	39	38	42

Note: This question has been asked since 1992.

Question 14: To what extent do the following countries/regions share generally common values with the U.S.?

Response:

		(%)					
		Shares common values	(to a great extent	/ to some extent)	Little extent	None	No opinion
UK	2007	96	84	12	2	1	1
	2006	96	83	13	2	1	1
	2005	96	78	18	2	2	0
	2004	98	86	12	1	1	0
Japan	2007	94	42	52	5	0	1
	2006	96	42	54	3	0	0
	2005	91	39	52	8	1	0
	2004	95	42	53	4	1	0
Germany	2007	92	47	45	5	1	2
	2006	94	45	49	5	1	0
	2005	92	40	52	6	2	0
	2004	96	49	47	3	1	0
Taiwan	2007	83	30	53	10	3	4
	2006	83	32	51	13	2	2
	2005	84	32	52	12	2	2
	2004	84	30	54	13	2	1
France	2007	74	27	47	19	6	1
	2006	81	24	57	15	3	1
	2005	76	24	52	19	4	1
	2004	78	27	51	16	6	0
Russia	2007	58	3	55	36	4	2
	2006	69	7	62	28	3	0

	2005	69	4	65	27	4	0
	2004	74	10	64	23	1	1
China	2007	45	4	41	45	8	2
	2006	55	8	47	38	7	0
	2005	50	6	44	39	10	1
	2004	46	5	41	43	11	0
DPRK	2007	6	1	5	27	66	1
	2006	14	2	12	29	55	2
	2005	9	1	8	23	66	2
	2004	9	1	8	29	61	1

Note: This question has been asked since 2004

Question 15: In your opinion, should Japan become a permanent member of the United Nations Security Council, or not?

Response	(%)
	2007
Yes	52
No	42
Don't know / Refused	6

Note: This question has been asked since 2007.

Question 15-b: 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.)

Response	(%)
	2007
(1) You expect Japan will play a more positive role in world peace and security after	96

becoming a permanent member	
(2) Japan is a dependable ally	87
(2) Japan has a big economy, and this will strengthen the effectiveness of the UN Security Council	87
(2) Japan is a country that shares common values, such as democracy and human rights	87
(5) Japan currently contributes to world peace and security	75

Note: This question has been asked since 2007.

Question 15-c: If you answered “yes”, which of the following should the U.S. do in order to help secure Japan’s seat as a permanent member of the UN Security Council?

Response	(%)
	2007
(1) Not be in the forefront, but should work to persuade countries that might have a negative stance towards Japan’s admission to permanent membership	53
(2) Actively support Japan’s efforts to reform the UN Security Council	33
(3) Do nothing more than give moral support to Japan	10
(4) No response	3
(5) Other	1

Note: This question has been asked since 2007.

(End)