

Opinion Poll: 2011 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? (%)

Note: Australia, South Korea and India were added as the exemplification of Japan, China, Russia since 2011

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

Question1 – b : Please tell why 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

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes, Japan is dependable	84	79	80	67	74	69	72	68	67
No, Japan is not dependable	13	16	15	18	21	22	21	21	22
No opinion	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)

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

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1) Japan is not trustworthy (unspecified)	20	18	18	15	21	8	24	13	18
(2) Other	27	14	13	0	16	0	5	16	4
(3) Past events (other than Pearl Harbor)	12	13	15	4	16	11	5		
(3) Self interest / only concerned with own country	8	13	13	7	11	4	9	10	8
(5) No particular reason	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	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes		32	29	29	33	35	31	31	25
Very Significant	19								
Somewhat Significant	39								
Not Very Significant	30								
Not at All Significant	6	61	64	60	61	56	64	64	70
DK/RF	6	7	7	11	6	9	5	5	5
(II)The United Nations	2011								
Very Significant	22								
Somewhat Significant	55								
Not Very Significant	13								
Not at All Significant	5								
DK/RF	5								
(III) Global Economy	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes		65	62	53	62	58	53	53	50
Very Significant	52								
Somewhat Significant	40								
Not Very Significant	4								
Not at All Significant	2	33	36	42	35	38	45	45	47
DK/RF	2	2	2	5	3	4	2	2	3
(IV)Official development aid, including assistance to countries, such as Afghanistan and Iraq	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes		36	34	29	34	36	34	30	22
Very Significant	8								
Somewhat Significant	34								
Not Very Significant	36								
Not at All Significant	11	55	55	56	54	52	59	60	68
DK/RF	11	9	11	15	12	12	7	10	10
(V) Cultural Exchange	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes		60	57	48	58	54	49	48	44
Very Significant	39								
Somewhat Significant	49								
Not Very Significant	8								
Not at All Significant	2	38	41	47	40	43	49	49	54
DK/RF	2	2	2	5	2	3	2	3	2
(VI) Science and Technology	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes		70	66	60	67	65	57	58	53
Very Significant	78								
Somewhat Significant	20								
Not Very Significant	1								
Not at All Significant	1	30	33	39	32	34	42	42	46
DK/RF	0	0	1	1	1	1	1	0	1
(VII) Environment or Climate Change	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes		45	41	37	40	41	37	36	30
Very Significant	25								
Somewhat Significant	44								
Not Very Significant	20								
Not at All Significant	6	50	54	53	53	51	57	58	63
DK/RF	5	5	5	10	7	8	6	6	7
(VIII)Nuclear Disarmament or Non-Proliferation	2011	2010							
Yes		35							
Very Significant	25								
Somewhat Significant	40								
Not Very Significant	23								
Not at All Significant	6	27							
DK/RF	6	38							

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

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

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

	2011
More Closely	49
Less Closely	3
Stay the Same	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".

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

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

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

Note: This question has been asked since 1996.

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

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

Note: This question has been asked since 1996.

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes, should increase	61	56	54	46	54	51	52	54	58
No, should not increase	35	37	38	39	40	39	41	38	34
Don't know/ Refused	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.

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

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

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

	2011
(1) Traditional Japanese Culture	29
(2) Japanese Pop Culture	2
(3) Both	30
(4) Neither	39
(5) DK/RF	0

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

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

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

	2011
(1) Yes	23
(2) No	77

Question 15-b: Which of the following had the biggest influence on your interest to learn the Japanese language: experience with:

	2011
(1)Japanese Pop Culture	10
(2)Traditional Japanese Culture	23
(3)Other Japanese Culture	2
(4)Japanese People	26
(5)Conducting Business in Japan	13
(6)Japanese Cuisine	9
(7)Some Other Reason	17

Opinion Leader 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?

	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1)China	46	56	42	38	38	43	38	24	25
(2)Japan	28	36	44	54	53	47	48	65	63
(3)Australia	10								
(4)Korea	8								
(5)India	7								
Other	1	6	3	2	3	4	5	3	3
None	0	1	1	0	0	0	0	0	1
No Opinion	0	0	2	1	1	2	0	1	2

	2011	2010	2009	2008	2007	2006	2005	2004	2003
• Reason for Japan									
(1)Political/General Ties with U.S.	34	52	37	49	43	38	39	45	35
(2)Trade/Economic Relations with U.S.	36	20	27	23	24	31	30	30	27
(3)Nation's Technology	14	10	14	14	17	15	14	14	21
(4)National Qualities(ex.Population)	13	9	15	9	11	12	14	9	10
(5)Personal Qualities/Culture of People	-	2	2	3	2	4	2	2	1
(6)Others	2	6	5	2	3	0	1	0	5

	2011	2010	2009	2008	2007	2006	2005	2004	2003
• Reason for China									
(1)Trade/Economic Relations with U.S.	43	34	31	32	27	32	33	21	17
(2)Nation's Technology	16	23	20	21	17	18	14	21	20
(3)National Qualities(ex.Population)	26	25	33	34	42	29	39	34	42
(4)Political/General Ties with U.S.	12	9	11	8	9	14	12	19	5
(5)Personal Qualities/Culture of People	3	4	3	2	2	5	1	1	2
(6)Others	-	5	2	3	2	2	1	4	13

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes, Japan is dependable	90	90	91	92	91	91	90	89	91
No, Japan is not dependable	8	9	7	6	5	4	6	6	5
No opinion	2	1	2	2	4	5	4	5	4

Question 2-b: Why do you feel so?

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1) Economic ties / Investments in the U.S.	24	24	26	26	37	38	34	23	17
(2) Past experiences / history	16	22	24	21	16	16	16	10	17
(3) Good trade relations	16	17	10	10	6	11	10	8	8
(4) Allies / good relations / peaceful relations	20	16	11	15	13	13	14	19	13
(5) Japan's self-defense force is weak	17	14	11	6	9	7	7	7	9

(II) Reasons given by those who responded "no" (Open-ended question: top 3 results)

	2011	2010	2009	2008	2007	2006	2005	2004	2003
(1) Japan is not trustworthy (unspecified)	25	22	17	19	14	20	29	25	8
(2) Trade Policy/economic friction and competition with the	13	22	6	0	14	10	7	0	-
(3) Unfair trade practice/trade imbalance	6	17	0	0	14	0	7	0	15

Not Very Significant	26
Not at All Significant	5
DK/RF	2

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

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

	2011
Japan	9
Australia	78
Korea	10
India	2
China	1

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

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

Question 7: 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?

	2011
More Closely	46
Less Closely	3
Stay the Same	50
DK/RF	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?

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Cooperate more	29	57	66	51	52	60	49	47	50
Compete more	34	39	31	44	42	38	47	48	46
No Change	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

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

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

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

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

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

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

Question 13-a: Do you feel Japan should further increase

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Yes, should increase	64	70	69	74	67	61	69	66	65
No, should not increase	32	25	24	22	25	33	25	27	27
Don't know/ Refused	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

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

	2011	2010	2009	2008	2007	2006	2005	2004	2003
Note: This question has been asked since 1994.									
(1) Newspapers	81	83	85	86	89	90	89	93	95
(1) Magazines / Books	76	83	81	86	83	89	85	88	93
(3) Television	72	76	73	75	72	80	71	76	72
(4) Internet	82	61	65	58	60	56	50	52	47

(5) School studies	36	60	59	61	61	62	51	56	57
(6) Radio	51	53	49	46	48	48	46	47	43
(7) Japanese friends	43	49	45	44	46	52	53	51	54
(8) Friends / Neighbors	31	41	34	39	38	41	41	44	44
(9) Movies	19	33	34	30	32	40	30	42	39
(10) Experience in Japan	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, or not?

(%)

Note: This question has been asked since 2007.

	2011	2010	2009	2008	2007
Yes	50	56	57	49	52
No	46	41	39	47	42
Don't know / Refused	4	3	4	4	6

Question 15-b: (If you answered "yes" in Question 14-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.

	2011	2010	2009	2008	2007
(1) You expect Japan will play a more positive role in world	95	93	93	95	96
(1) Japan is a country that shares common values, such as	95	93	89	84	87
(3) Japan has a big economy, and this will strengthen the e	90	88	92	92	87
(4)Japan is a dependable ally	87	88	92	88	87
(5) Japan currently contributes to world peace and security	82	78	74	71	75

Question 15-c: (If you answered "no" in Question 15,) 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.

	2011	2010	2009	2008
(1) Japan does not provide enough personnel to Peacekeeping Operations (PKO) and multinational forces	65	69	67	64
(2) Japan will not make sufficient contributions to international peace and security in the UN Security Council	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	61	57	62	60
(4) No increase should be made to the number of UN Security Council permanent members	49	54	52	53
(5) Some countries are better qualified than Japan to become a permanent member of the Security Council	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.

	2011	2010
(1) Cooperation in science/technology	97	98
(2) Leadership in international negotiation	86	89
(3)Economic Aid for Developing Countries	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.?

	2011
(1) Participate in a trans-Pacific partnership	81
(2) Sign and ratify a free-trade agreement with the U.S.	83
(3) Promote technological cooperation, such as clean energy and a high-speed railway system	89
(4) Some other area	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.	2011	2010
(1) U.S. should adopt the Japanese system	34	49
(2) U.S. should not adopt any high-speed railway system	28	23
(3) U.S. should adopt another country's railway system	14	12
(4) Other/ don't know/ refused	24	16