

The Public Opinion Survey on Daily Life and Environmental Issues

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Planning Agency: Doshisha University

Implementing Institution: Cross Marketing Inc.

【A Request for Responding This Survey】

Hello. We are conducting a Web survey on the attitudes toward environmental issues and the ways we might deal with them, on behalf of the Research Center for Social Research of Doshisha University in Japan.

Your participation will be known only to the researchers. Of course, your responses will be recorded as a part of the statistical data, and not identified with you personally. All the information you provide will be kept confidential strictly. We sincerely hope that you could help us with this survey research project.

In the beginning, we would like to ask you about your daily life.

Q1. How satisfied are you with your life these days? Which number comes closest to your feelings?

- Satisfied----- 1
- Somewhat satisfied----- 2
- Somewhat dissatisfied----- 3
- Dissatisfied----- 4
- Other (Specify: _____) ----- 8

Q2. How satisfied are you with your health?

- Satisfied----- 1
- Somewhat satisfied----- 2
- Somewhat dissatisfied----- 3
- Dissatisfied----- 4
- Other (Specify: _____) ----- 8

Q3. Using the following classifications, how would you classify your current standard of living?

- Upper----- 1
- Upper middle----- 2
- Middle----- 3
- Lower middle----- 4
- Lower----- 5
- Other (Specify: _____) ----- 8

Q4. Here are three opinions about man and nature. Which one of these do you think is closest to the truth?

- In order to be happy, we must follow nature----- 1
 - In order to be happy, we must make use of nature----- 2
 - In order to be happy, we must conquer nature----- 3
 - Other (Specify: _____) ----- 8
-

Q5. Do you think that today's various environmental issues have a negative affect on your daily life?

- Agree----- 1
- Somewhat agree----- 2
- Somewhat disagree----- 3
- Disagree----- 4
- Other (Specify: _____) ----- 8

Now, we would like to ask you some questions about the environmental problems in Japan and the World.

Q6. When you consider the entire world, which one of the followings is the most serious environmental problem currently? Please choose only one answer from the following choices.

- Destruction of ozone layers----- 1
- Acid rain----- 2
- Global warming----- 3
- Destruction of forest----- 4
- Decline in biodiversity----- 5
- Marine pollution----- 6
- Spread of toxic waste across national borders----- 7
- Desertification----- 8
- Other (Specify: _____) ----- 9

Q7. When you consider all Japan, which one of the followings is the most serious environmental problem currently? Please choose only one answer from the following choices.

- Air pollution----- 1
- Water contamination----- 2
- Reduction of forest and greenspace----- 3
- Degradation of food safety----- 4
- Increase in the volume of garbage from homes----- 5
- Increase in the volume of industrial waste----- 6
- Other (Specify: _____) ----- 8

Q8. How satisfied are you with the quality of environment in areas nearby your home? For each of the following items, please choose the one that comes closest to your feelings. (Please read each item and give one choice.)

	Satisfied	Somewhat satisfied	Somewhat dissatisfied	Dissatisfied	Other (Specify)
a. Cleanness of the air	1	2	3	4	8()
b. Cleanness of the water (i.e., rivers or sea near your home)	1	2	3	4	8()
c. Abundance of greenspace and forest	1	2	3	4	8()
d. Comfort level of your residence	1	2	3	4	8()

Q9. How have you been feeling about the overall situation of the natural environment over the last five years or so? When you look at the condition of air (including temperature), water, soil, plants, and animals, which of the followings best describes your view about each geographic range? (Please read each item and give one choice.)

	Getting better	Getting a little better	No change	Getting a little worse	Getting worse	Other (Specify)
a. City, ward, town, or village where you live	1	2	3	4	5	8()
b. Prefecture where you live	1	2	3	4	5	8()
c. The whole country	1	2	3	4	5	8()
d. The whole world	1	2	3	4	5	8()

Q10. Do you think that the following environmental issues in Japan will improve or get worsen within the next five years? (Please read each item and give one choice.)

	Become better	Become better slightly	No change	Become worse slightly	Become worse	Other (Specify)
a. Air pollution	1	2	3	4	5	8()
b. Water contamination	1	2	3	4	5	8()
c. Decline in forest and greenspace	1	2	3	4	5	8()
d. Deration of food safety	1	2	3	4	5	8()
e. Increase of household garbage	1	2	3	4	5	8()
f. Increase of industrial waste	1	2	3	4	5	8()
h. Please enter the thing that comes to mind first when you hear the term “environmental issues in Japan” in “Other”.	1	2	3	4	5	8()

Q11. Sometimes, people are anxious about themselves or their families. To what extent do you worry about each of the followings, either for yourself or for your family? (Please read each item and give one choice.)

	Very much	Pretty much	Slightly	Not at all	Other (Specify)
a. Serious illness	1	2	3	4	8()
b. Unemployment	1	2	3	4	8()
c. Nuclear accidents	1	2	3	4	8()
d. Deterioration of the natural environment	1	2	3	4	8()
e. War	1	2	3	4	8()

Next, we would like to ask you about your own pro-environmental behaviors in your daily life.

Q12. Have you ever had experience in doing the following activities related to environmental issues? For each item, please answer “yes” if you have, and “no” if you have not. (Please read each item and give one choice.)

	Yes	No	Other (Specify)
a. Attending lectures or seminars on the environmental issues	1	2	8()
b. Participating in volunteering activities for improving the environment	1	2	8()
c. Signing petitions or letters of request regarding the environmental issues	1	2	8()
d. Donating to an environmental organization	1	2	8()

Q13. This question is about the situation of participating in the volunteer activity for environmental protection. In the past two years, how often have you participated in volunteer programs to protect the environment?

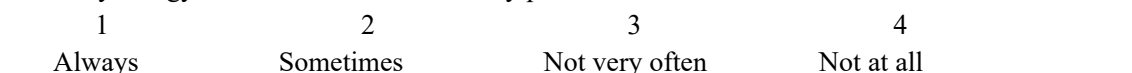
- More than once a week----- 1
- Once or twice a month----- 2
- Once every few months----- 3
- Once a year----- 4
- Never----- 5
- Other (Specify: _____) ----- 8

Q14. Nowadays, many pro-environmental activities have been carried out by volunteers. What are the conditions to which you may participate in a volunteer activity? From the following conditions, please choose three choices that would encourage you to do so. (Please be sure to select three choices)

- Activities can be carried out near home or workplace----- 1
- Transportation expenses to the activity location and meals are provided----- 2
- No specialized knowledge or skills are required----- 3
- Activities that do not require much effort physically----- 4
- Volunteer leave systems are available in workplace----- 5
- Official commendation or announcement of participant name can be received----- 6
- Other (Specify: _____) ----- 8

Q15. How often have you carrying out each of the following activities in your daily life, during the last year or so? For each of them, please select only one choice that is closest to your situation.

a. Buy energy-efficient and/or eco-friendly products.



SQ. What is your reason for doing so? Please choose only one from the list.

- To save money----- 1
- To care for environment----- 2
- Other (Specify: _____) ----- 8

b. Recycle things or avoid throwing them away to reuse again.

1	2	3	4
Always	Sometimes	Not very often	Not at all
↓			→ (To Q15c)

SQ. What is your reason for doing so? Please choose only one from the list.

- To save money----- 1
- To care for environment----- 2
- Other (Specify: _____) ----- 8

c. Try to avoid overusing water in washing things or in the shower.

1	2	3	4
Always	Sometimes	Not very often	Not at all
↓			→ (To Q15d)

SQ. What is your reason for doing so? Please choose only one from the list.

- To save money----- 1
- To care for environment----- 2
- Other (Specify: _____) ----- 8

d. Try to save energy for lighting, heating, or air conditioning and so on.

1	2	3	4
Always	Sometimes	Not very often	Not at all
↓			→ (To Q15e)

SQ. What is your reason for doing so? Please choose only one from the list.

- To save money----- 1
- To care for environment----- 2
- Other (Specify: _____) ----- 8

e. Avoid driving or taking a taxi and use public transportation such as bus or train.

1	2	3	4
Always	Sometimes	Not very often	Not at all
↓			→ (To Q15f)

SQ. What is your reason for doing so? Please choose only one from the list.

- To save money----- 1
- To care for environment----- 2
- Other (Specify: _____) ----- 8

f. Bring shopping bag and refuse offers for bags or packing in shopping.

1	2	3	4
Always	Sometimes	Not very often	Not at all
↓			→ (To Q16)

SQ. What is your reason for doing so? Please choose only one from the list.

- To save money----- 1
 - To care for environment----- 2
 - Other (Specify: _____) ----- 8
-

Q16. Do you think each of the followings could prevent you from trying to become more eco-friendly in your daily life? (Please read each item and select one choice.)

	Agree	Somewhat agree	Somewhat disagree	Disagree	Other (Specify)
a. Taking time and effort	1	2	3	4	8()
b. Spending money	1	2	3	4	8()
c. Having no idea what I can do	1	2	3	4	8()
d. Not knowing if what I try to do is effective	1	2	3	4	8()

Q17. Is there any effort towards the decarbonized society in your daily life that you are working on right now? Please choose the one that is closest to your situation. (Please read each item and give one choice.)

	Always	Sometimes	Not very often	Not at all	Other (Specify)
a. Reduce the amount of food purchase and leftover food	1	2	3	4	8()
b. Buy used clothes such as jackets and pants					
c. Separate recyclables such as milk cartons and food trays	1	2	3	4	8()
d. Try to reduce my household garbage	1	2	3	4	8()
e. Bring my own chopsticks, bottle etc. when going out	1	2	3	4	8()
f. Reduce the air-conditioner use as much as possible by adjusting the clothes I wear	1	2	3	4	8()

Q18. When you buy or replace home appliances such as refrigerators, TVs, and air conditioners, will you pay attention to energy saving? Please check the choice that is closest to your consideration.

- Purchase products with high energy-saving effect without waiting for replacing time-----1
 - Choose high energy-saving products instead of good performance and design when replacing-----2
 - Choose performance, design and energy-saving to the same extent when replacing-----3
 - Prioritize performance and design instead of energy-saving product when replacing-----4
 - Other (Specify: _____) ----- 8
-

Q19. Is there anything you would like to do in the future in order to realize the decarbonized society? Please select just three items from the followings you would like to do in your daily life.

- Buying eco-labeled products----- 1
- Energy saving----- 2
- Water saving----- 3
- Garbage reducing----- 4

- Recycling as much as I can----- 5
 - Reducing food waste----- 6
 - Using public transportations----- 7
 - Other (Specify: _____) ----- 8
-

Q20. Our individual actions are necessary to realize the decarbonized society. In the following requirements, which one is the most important for you? Please select only one that is closest to your consideration.

- Information required for an activity can be obtained easily----- 1
 - Products or services that contribute to decarbonization are substantial----- 2
 - Financial incentives such as point reward are provided----- 3
 - Quality of life can be certainly improved because of my effort----- 4
 - The amount of carbon reduction through my effort can be confirmed easily----- 5
 - Other (Specify: _____) ----- 8
-

Q21. Out of the following products or services in which the plastic material is used, please choose only one thing that you regard as the most overused.

- Straws or swizzle sticks provided with drinks----- 1
 - Spoons or forks served with food----- 2
 - Food compartments or accessories in lunchboxes----- 3
 - Plastic bottle labels----- 4
 - Individual packaging used for confectionery----- 5
 - Cushioning materials or packaging used for transport----- 6
 - Other (Specify: _____) ----- 8
-

Q22. How often have you performed the following activities in your daily life or shopping during the past year? For each of the following items, please choose only one that applies to you.

	Always	Sometimes	Not very often	Not at all	Other (Specify)
a. Use local foodstuff	1	2	3	4	8()
b. Buy imperfect fruits and vegetables	1	2	3	4	8()
c. Buy near-expired foods	1	2	3	4	8()
d. Take leftovers home	1	2	3	4	8()
e. Choose clothes made from the more environment-friendly material	1	2	3	4	8()
f. Use a clothing rental service	1	2	3	4	8()
g. Choose individual resale and simple packaging products	1	2	3	4	8()
h. Please write down "other activity you are doing for the environment " in "Other"	1	2	3	4	8()

Q23. What kind of efforts to reduce food waste are you making currently at your home? Please select just three items that apply for your family.

- Check the stock of foodstuff before shopping----- 1
- Make a shopping list----- 2

Avoid overbuying-----	3
Cook only as much food as I need-----	4
Use up all parts of foodstuff-----	5
Avoid leaving any food uneaten-----	6
Freeze the leftovers to eat them later-----	7
Eat food over its expiration date as long as if it does smell right-----	8
Other (Specify:_____)	88
Nothing in particular-----	99

Q24. There are many possible activities such as reduce (minimize the amount of waste), recycle (put a product to a new use instead of throwing away), reuse (use items more than once), and refuse (refrain from buying and using things we don't need) in our daily life. How often do you perform each of them in your daily life? (Please choose only one that applies to you for each item.)

	Always	Sometimes	Not very often	Not at all	Other (Specify)
a. Reduce garbage by avoiding the purchase of single-use items	1	2	3	4	8()
b. Choose long-lasting products rather than fashionable ones					
c. Squeeze all the liquid out of the garbage before throwing it away	1	2	3	4	8()
d. Choose products with less packaging such as refill packs	1	2	3	4	8()
e. Use furniture, home appliances, and clothing continuously after fixing	1	2	3	4	8()
f. Give away something that's still useable	1	2	3	4	8()
g. Shop at flea markets or second-hand stores (including online shop)	1	2	3	4	8()
h. Recycle newspapers, magazines and so on	1	2	3	4	8()
i. Choose products made from materials that can be easily recycled	1	2	3	4	8()
j. Refuse over packaging of products	1	2	3	4	8()
k. Use reusable shopping bags (my bag) instead of plastic bags	1	2	3	4	8()
l. Use my own chopsticks or bottles instead of single-use items	1	2	3	4	8()

Q25. Among the government, corporations, ordinal citizens, and environmental NGOs, which of them do you think should play the most important role in environmental protection?

The government-----	1
Corporations-----	2
Ordinal citizens-----	3
Environmental NGOs -----	4
Other (Specify:_____)	8

Q26a. In Japan, what kind of things do you think the government and local municipalities should focus on respectively? First, please choose only one from the list that you believe the government should most strongly focus on.

- The economy----- 1
 - Education/Culture----- 2
 - Medical care/Welfare----- 3
 - Environment----- 4
 - Public safety----- 5
 - Other (Specify: _____) ----- 8
-

b. Then, which of the following do you think local municipalities should focus on most strongly?

- The economy----- 1
- Education/Culture----- 2
- Medical care/Welfare----- 3
- Environment----- 4
- Public safety----- 5
- Other (Specify: _____) ----- 8

Q27. The following is a list of policies that the government is adopting to protect the environment. For each of them, please choose the extent to which you believe it is important. (Please read each item and give one choice.)

	Very important	Somewhat important	Not very important	Not important at all	Other (Specify)
a. Call on the people to save water and energy further	1	2	3	4	8()
b. Promote pro-environmental products	1	2	3	4	8()
c. Strengthen the regulatory to industries that degrade the environment	1	2	3	4	8()
d. Support the development of technologies that protect the environment	1	2	3	4	8()
e. Promote the power generation through solar or wind force	1	2	3	4	8()
f. Promote the protection of forests and the planting of trees	1	2	3	4	8()
g. Be proactive in introducing environmental tax	1	2	3	4	8()
h. please list other "environmental measures that the government should address" that come to mind in the "Other"	1	2	3	4	8()

Hereinafter, we would like to ask you about the relationship between the environment and your life.

Q28. Let's say there are two contrasting views on a few issues related to environmental protection and improving the environment. For each pair of these opinions from A to C, please select one answer that comes closest to your thoughts.

A.

A-First: If it is an environment-friendly product, we should purchase it even if it is more expensive.

A-Second: Even if it is an environment-friendly product, there is no need to purchase if it is more expensive.

Closer to A-First----- 1
 Closer to A-Second----- 2
 Other (Specify: _____) ----- 8

B.

B-First: In order to protect the environment, it is unavoidable even if the present life becomes uncomfortable somewhat.

B-Second: Even if it is for protecting the environment, an uncomfortable life is not acceptable.

Closer to B-First----- 1
 Closer to B-Second----- 2
 Other (Specify: _____) ----- 8

C.

C-First: In order to protect the environment, it is unavoidable to introduce a new tax.

C-Second: Even if it is for protecting the environment, I oppose any introduction of a new tax.

Closer to C-First----- 1
 Closer to C-Second----- 2
 Other (Specify: _____) ----- 8

Q29. Here are four statements about the action to protect the environment. What extent do you agree or disagree with them? For each of them, please choose the only one that is closest to your opinion.

	Agree	Agree somewhat	Disagree somewhat	Disagree	Other (Specify)
a. SDGs on the environment can certainly be achieved through people's efforts.	1	2	3	4	8()
b. Many environmental measures taken by the government and local municipalities are effective.	1	2	3	4	8()
c. Plastic waste has been significantly reduced by charging for plastic bags.	1	2	3	4	8()
d. The government and local municipalities are providing adequate opportunities to learn about and connect with nature.	1	2	3	4	8()

Lastly, we would like to ask about interpersonal relationships and your information sources in your daily life.

Q30. How much do you trust it to the following organizations? For each of them, please choose only one that is closest to your consideration.

	Very trustworthy	Somewhat trustworthy	Not very trustworthy	Not trustworthy at all	Other (Specify)
a. National government	1	2	3	4	8()
b. Local municipalities	1	2	3	4	8()

c. Corporations	1	2	3	4	8()
d. Organizations for environmental protection	1	2	3	4	8()
e. Newspaper companies	1	2	3	4	8()
f. Media outlets (Radio, television etc.)	1	2	3	4	8()
g. Universities and research organizations	1	2	3	4	8()

Q31. Would you say that most of the time, people try to be helpful, or that they are mostly just looking out for themselves?

Try to be helpful-----	1
Look out for themselves-----	2
Other (Specify: _____) -----	8

Q32. Do you think that most people would try to take advantage of you if they got the chance, or will they not take advantage?

Try to take advantage -----	1
Try to be fair-----	2
Other (Specify: _____) -----	8

Q33. Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

Most can be trusted-----	1
Need to be very careful in dealing with people-----	2
Other (Specify: _____) -----	8

Q34. Have you participated in the following organizations? Please answer all of them where you have participated.

Political organization or group-----	1
Industrial association or chamber of commerce -----	2
Group for volunteer activities-----	3
Group for citizen's or consumer's movements-----	4
Religious organization or group-----	5
Group or club for athletic or sporting activities-----	6
Association or club for hobbies and pastimes-----	7
Group existing on the Internet-----	8
Other (Specify: _____) -----	9
Do not participate in anyone-----	10

Q35. For which purpose are you using the Internet? Please select up top three from the following list.

Sending and receiving e-mail-----	1
Making and managing my social media accounts or websites-----	2
Reading news or e-books-----	3

Collecting information on culture or art-----	4
Collecting information on sports-----	5
Collecting information on matters related to the environment-----	6
Collecting information on matters related to jobs-----	7
Collecting information on finance and investment -----	8
Internet shopping-----	9
Playing games or watching videos-----	10
Other (Specify: _____) -----	88

Q36. From which kinds of sources do you get the knowledge and information about the environment?
Please choose as many as choices which applied to you.

TV and radio -----	1
Newspapers, magazines, or books-----	2
Internet -----	3
Publications of the government-----	4
Publications of local municipalities-----	5
Universities or research organizations-----	6
Environmental protection organizations-----	7
Public information from corporations-----	8
Family, friends, or colleagues-----	9
Other (Specify: _____) -----	11

We have now reached the last section of the survey. Finally, we would like to ask you a bit about yourself.

F1 [Gender]

1	2	3
Male	Female	Others

F2 [Age] How old are you?

		years old
--	--	-----------

F3 [Education] What is the highest level of education you completed? (Do consider yourself as having graduated if you are either attending a school currently or have dropped out)

Elementary school-----	1
Junior high school-----	2
High school-----	3
Professional training college-----	4
University-----	5
Graduate school-----	6
Other (Specify: _____)-----	8

[If none of the above applies to you, please fill in the name of the last school you graduated from.]

F4 [Occupation] Which category of occupation in the following list does your current job belong to? If you have more than one job, please select the main one. Also, if you are not sure which one to select, please provide details in the other section.

- Primary industry (Agriculture, forestry, fishery etc.) ----- 1
- Self-employed in commerce or manufacturing----- 2
- Free-lance professional or specialist (Teacher, researcher, physician etc.) ----- 3
- Manager or executive (i.e., higher than middle manager) ----- 4
- White-collar worker----- 5
- Blue-collar worker----- 6
- Houskeeper (Housewife or househusband) ----- 7
- Student----- 8
- Unemployed----- 9
- Retiree----- 10
- Other (Specify: _____)----- 11

F5 [Marital States] Are you currently married? Please select one answer from the following list.

- Unmarried----- 1
- Married----- 2
- Divorced----- 3
- Widowed----- 4
- Other (Specify: _____) ----- 8

F6 [Household] In which of the following categories does your household composition fall?

- One-person household----- 1
- One-generation family household (married-couple only) ----- 2
- Two-generation family household (parent, child) ----- 3
- Three-generation family household (grandparent, parent, child) ----- 4
- Other (Specify: _____)----- 8

F7 [Current residence] Please select your place of residence (47 prefectures).

[Choose] (_____)

F8 [Number of years at current residence] How many years have you been living in your current residence? Please fill out the total number of years if you have lived in the current locality on two or more occasions.

[Fill out] _____ years

F9 [Income] How much was the household income of last year about? Please choose the amount before taxes, including any bonuses.

- Less than 2,000,000 yen----- 1
- 2,000,000 yen -- 4,000,000 yen----- 2
- 4,000,000 yen -- 6,000,000 yen----- 3
- 6,000,000 yen -- 8,000,000 yen----- 4
- 8,000,000 yen -- 10,000,000 yen----- 5
- 10,000,000 yen -- 15,000,000 yen----- 6

More than 15,000,000 yen -----	7
Other (Specify: _____)-----	8
Refused/No answer-----	9

Thank you for your cooperation.