

# The Public Opinion Survey on Daily Life and Environmental Issues

March 2025

The Social Survey Research Center at Doshisha University

This survey is being conducted by the Social Survey Research Center at Doshisha University as a part of "Social Survey on Japanese Attitudes towards the Daily life, Environmental Issues" with the support of a Grant-in-Aid for Scientific Research from the Japan Society for the Promotion of Science. The purpose of this survey is academic research, so your responses will be statistically processed and only published as aggregated results. Your name will not be revealed, and your personal information will not be disclosed to outsiders. We sincerely hope that you could help us with this survey project by taking you about 15 to 20 minutes.

## Requests for response

1. Please ensure that each question is answered by the person to whom the mail is addressed.
2. For each question, please circle the option that best describes your opinion. If there is no option that best describes your opinion, please write your opinion in the "Other (specify:       )" space.

Note: This survey was commissioned by Doshisha University to be conducted by Chuo Research Institute, a general incorporated association.

---

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

Q1. How has your standard of living changed over the last 10 years?

- Better----- 1  
A little better----- 2  
No change----- 3  
A little worse----- 4  
Worse----- 5  
Other (Specify: \_\_\_\_\_)----- 6

---

Q2. Are you satisfied with the following items (a – f) ? Or are you dissatisfied? (Circle only one for each)

	Satisfied	Somewhat satisfied	Somewhat dissatisfied	Dissatisfied	Other (Specify)
a. Society	1	2	3	4	5(        )
b. Job, school, volunteer activity, etc.	1	2	3	4	5(        )
c. Family	1	2	3	4	5(        )
d. Leisure-time use	1	2	3	4	5(        )
e. Your health condition	1	2	3	4	5(        )
f. Your whole life	1	2	3	4	5(        )

---

Q3. Please choose three items from the following that you think best describe the character of Japanese people. (Circle up to three items.)

- Rational thinking----- 1      Diligence----- 2      Respect for freedom----- 3  
Indifferent personality----- 4      Tenacity----- 5      Kindness----- 6  
Creative personality----- 7      Politeness----- 8      Open character----- 9  
Seeking the ideal----- 10      Other(Specify:       )----- 11

Q4. 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: \_\_\_\_\_)----- 6
- 

Q5. 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: \_\_\_\_\_)----- 4
- 

Q6. Do you think that today's various environmental issues have a negative effect on your daily life?

- Agree----- 1
  - Somewhat agree----- 2
  - Somewhat disagree----- 3
  - Disagree----- 4
  - Other (Specify: \_\_\_\_\_)----- 5
- 

Q7. Please select all of the following actions that you would like to take to reduce the amount of waste.  
(Circle as many as items which applied to you.)

- Use reusable packaging----- 1
  - Sort your trash correctly for recycling----- 2
  - Buy products that come primarily in recyclable packaging----- 3
  - Buy products that primarily contain no unnecessary packaging----- 4
  - None of the above (nothing in particular)----- 5
  - Other (Specify: \_\_\_\_\_)----- 6
- 

Q8. Of the following types of waste, please choose the one that you think is the most problematic. (Circle only one)

- Plastic waste----- 1
- Electronic waste----- 2
- Disposed battery----- 3
- Food waste----- 4
- Textile waste----- 5
- Chemical waste----- 6
- All of the above----- 7
- None of the above----- 8
- Don't know----- 9
- Other (Specify: \_\_\_\_\_)----- 10

Q9. How satisfied are you with the quality of environment in areas near 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	5( )
b. Cleanness of the water (i.e., rivers or sea near your home)	1	2	3	4	5( )
c. Abundance of greenspace and forest	1	2	3	4	5( )
d. Comfort level of your residence	1	2	3	4	5( )

Q10. 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	6( )
b. Prefecture where you live	1	2	3	4	5	6( )
c. The whole country	1	2	3	4	5	6( )
d. The whole world	1	2	3	4	5	6( )

Q11. 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	6( )
b. Water contamination	1	2	3	4	5	6( )
c. Decline in forest and greenspace	1	2	3	4	5	6( )
d. Deration of food safety	1	2	3	4	5	6( )
e. Increase in household garbage	1	2	3	4	5	6( )
f. Increase of industrial waste	1	2	3	4	5	6( )
g. Please enter the thing that comes to mind first when you hear the term “environmental issues in Japan except a-f in “Other”.	1	2	3	4	5	6( )



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: \_\_\_\_\_)----- 3

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: \_\_\_\_\_)----- 3

d. Try to save energy for lighting, heating, or air conditioning etc.

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: \_\_\_\_\_)----- 3

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: \_\_\_\_\_)----- 3

f. Bring shopping bags 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: \_\_\_\_\_)----- 3

Q16. Do you think each of the following 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	5( )
b. Spending money	1	2	3	4	5( )
c. Having no idea what I can do	1	2	3	4	5( )
d. Not knowing if what I try to do is effective	1	2	3	4	5( )

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 purchased and leftover food	1	2	3	4	5( )
b. Buy used clothes such as jackets and pants					
c. Separate recyclables such as milk cartons and food trays	1	2	3	4	5( )
d. Try to reduce my household garbage	1	2	3	4	5( )
e. Bring my own chopsticks, bottle etc. when going out	1	2	3	4	5( )
f. Reduce the air-conditioner use as much as possible by adjusting the clothes I wear	1	2	3	4	5( )

Q18. 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 following behaviors 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

Q19. 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: \_\_\_\_\_)----- 7
- Nothing I think is excessive----- 8

Q20. 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	5( )
b. Buy imperfect fruits and vegetables	1	2	3	4	5( )
c. Buy near-expired foods	1	2	3	4	5( )
d. Take leftovers home	1	2	3	4	5( )
e. Choose clothes made from the more environment-friendly material	1	2	3	4	5( )
f. Use a clothing rental service	1	2	3	4	5( )
g. Choose individual resale and simple packaging products	1	2	3	4	5( )
h. Please write down "other activity you are doing for the environment " in "Other"	1	2	3	4	5( )

Q21. What kind of efforts are you making currently at home in order to reduce food waste? Please select just three items that apply for your family.

- Check the stock of foodstuffs 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: \_\_\_\_\_)----- 9
- Nothing in particular----- 10

Q22. There are many possible activities such as reducing (minimizing the amount of waste), recycling (putting a product to a new use instead of throwing away), reuse (using items more than once), and refuse (refraining 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	5( )
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	5( )
d. Choose products with less packaging such as refill packs	1	2	3	4	5( )
e. Use furniture, home appliances, and clothing continuously after fixing	1	2	3	4	5( )
f. Give away something that's still useable	1	2	3	4	5( )
g. Shop at flea markets or second-hand stores (including online shop)	1	2	3	4	5( )
h. Recycle newspapers, magazines and so on	1	2	3	4	5( )
i. Choose products made from materials that can be easily recycled	1	2	3	4	5( )
j. Refuse over packaging of products	1	2	3	4	5( )
k. Use reusable shopping bags (my bag) instead of plastic bags	1	2	3	4	5( )
n. Use my own chopsticks or bottles instead of single-use items	1	2	3	4	5( )

Q23. 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: \_\_\_\_\_)----- 5
- None in the above----- 6

Q24. 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	5( )
b. Promote pro-environmental products	1	2	3	4	5( )
c. Strengthen the regulation of industries that degrade the environment	1	2	3	4	5( )
d. Support the development of technologies that protect the environment	1	2	3	4	5( )
e. Promote power generation through solar or wind force	1	2	3	4	5( )
f. Promote the protection of forests and the planting of trees	1	2	3	4	5( )
g. Be initiative-taking in introducing environmental tax	1	2	3	4	5( )
h. please list other "environmental measures that the government should address" that come to mind in the "Other"	1	2	3	4	5( )

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

Q25. Let's say there are two contrasting views on 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 environmentally friendly product, we should purchase it even if it is more expensive.  
 A-Second: Even if it is an environmentally 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: \_\_\_\_\_)----- 3

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: \_\_\_\_\_)----- 3

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: \_\_\_\_\_)----- 3

Q26. 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	5( )
b. Many environmental measures taken by the government and local municipalities are effective.	1	2	3	4	5( )
c. Plastic waste has been significantly reduced by charging plastic bags.	1	2	3	4	5( )
d. The government and local municipalities are providing adequate opportunities to gain nature experience.	1	2	3	4	5( )

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

Q27. How much do you trust in 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	5( )
b. Local municipalities	1	2	3	4	5( )
c. Corporations	1	2	3	4	5( )
d. Organizations for environmental protection	1	2	3	4	5( )
e. Newspaper companies	1	2	3	4	5( )
f. Media outlets (Radio, television etc.)	1	2	3	4	5( )
g. Universities and research organizations	1	2	3	4	5( )

Q28. 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

Q29. For which purpose is 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: \_\_\_\_\_)----- 11
- No internet access----- 12

Q30. From which kinds of sources do you get the knowledge and information about the environment? Please choose all choices which apply 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: \_\_\_\_\_)----- 10
- I haven't gotten relevant information----- 11

**Finally, we would like to ask you a bit about yourself.**

F1 If you don't mind, please tell us your gender.

- |      |        |       |
|------|--------|-------|
| 1    | 2      | 3     |
| Male | Female | Other |
- 

F2 How old are you? Please write your age.

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

---

F3 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 |
- 

F4 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 |
| I don't know-----  | 12 |
- 

F5 Are you currently married? Please select one answer from the following list.

- |                             |   |
|-----------------------------|---|
| Unmarried-----              | 1 |
| Married-----                | 2 |
| Divorced-----               | 3 |
| Widowed-----                | 4 |
| Other (Specify: _____)----- | 5 |

F6 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: \_\_\_\_\_)----- 5
- 

F7 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

---

F8 [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
- 
- 

That's all the questions.

Thank you for your cooperation despite your busy schedule.