



The Genron NPO

ANALYSYS PAPER:

The 13th Joint Public Opinion Poll between Japan and China

Japan-China Public Opinion Survey 2017

In Cooperation With:

Japan: Public Opinion Research Center

China: Horizon Research Consultancy Group

December, 2017

What are the Joint Japan-China Opinion Poll?

The Genron NPO has annually conducted opinion polls in Japan and China since 2005 prior to Tokyo-Beijing Forum, which is the most influential track II platform between the two countries. These surveys reveal the impressions held by each country's citizens toward the other, as well as their views on specific problems. The surveys also reveal social structural issues, including how the perception of the respective country's citizens is created.

About the Tokyo-Beijing Forum

When Japan-China relations were apparently at their worst in 2005, The Genron NPO launched the Tokyo-Beijing Forum" as a bilateral private-sector dialogue. This forum has met once a year uninterruptedly even amid various difficulties in Japan-China relations.

Despite the Senkaku issue, in 2013 adopted a "No-War Pledge," exemplifying the firm determination of Japan and China to solve issues under whatever conditions through dialogue.

The 13th Tokyo-Beijing Forum will be held in Beijing in December, 2017 under the general theme of "Japan-China cooperation for a more open global economic order and peace in Asia." The forum will seek to conduct straightforward and practical dialogue for the improvement of bilateral relations, as well as expand the scope of discussion to examine how the two countries can cooperate in contributing to Asia, and to global issues and order.

As anti-globalism and protectionism become more prevalent in the global economy, it becomes even more important that Japan and China cooperate to establish a more open economic order. Furthermore, tension continues to rise in Northeast Asia due to North Korea's nuclear and ballistic missile development. Japan and China need to cooperate in addressing the issues on the Korean Peninsula because the international political and global economic environments, as well as peace in Northeast Asia, face many uncertainties.

<Survey Overview>

The Genron NPO and China International Publishing Group conducted joint opinion polls targeting the citizens of Japan and China between October and November 2017. This survey has been administered annually since 2005, when Japan-China relations were at its worst. This year marks the 13th year that this poll has been conducted. The objective of the survey is to continuously monitor the state of mutual understanding and perceptions of the Japanese and Chinese public towards one another as well as the changes that ensue over time.

The opinion poll in Japan was administered through the placement method (in which the survey was hand-delivered to homes and then collected) between October 21 and November 5, targeting men and women above the age of 18. Respondents were 48.6% male and 51.4% female. The age range consisted of 2.4% under the age of 20, 11.8% between the ages of 20 and 29, 14.8% between the ages of 30 and 39, 17.5% between the ages of 40 and 49, 14.5% between the ages of 50 and 59 and 39% over the age of 60. The highest level of education among respondents were 7.7% junior high school diploma and under, 47.3% high school diploma, 21% junior/technical college diploma, 21% bachelor's degree and 1.6% master's degree.

The opinion poll in China was administered through individual interviews between October 20 and November 1, targeting men and women over the age of 18 in 10 cities: Beijing, Shanghai, Guangzhou, Chengdu, Shenyang, Wuhan, Nanjing, Xian, Qingdao and Zhengzhou. A total of 1,564 valid responses were obtained. Respondents were 48.4% male and 51.6% female. The age range consisted of 1.3% under the age of 20, 20.5% between the ages of 20 and 29, 27.9% between the ages of 30 and 39, 26.6% between the ages of 40 and 49, 16.5% between the ages of 50 and 59, and 7.1% above the age of 60. The highest level of education among respondents were 9% junior high school diploma and under, 36.8% high school/technical high school diploma, 28.3% technical college diploma, 24.6% bachelor's degree, 0.9% double degree and 0.2% master's degree.

Apart from this opinion poll, The Genron NPO and China International Publishing Group also conducted the same survey targeting the intellectuals in both countries. The reason why this survey targeting intellectuals was administered together with the public opinion poll is in order to complement the general understanding of the Japanese and Chinese peoples by comparing expert/intellectual perspectives with the results obtained from the public opinion poll. Most intellectuals in both Japan and China do not depend solely upon domestic media or the internet as their means of obtaining information on one another's countries. Rather, contrary to the general public, intellectuals obtain information by actually traveling abroad or through direct contact with friends and acquaintances in the other country.

In Japan, the same survey used for the public opinion poll was emailed between November 2 to 27 to

approximately 2,000 intellectuals consisting of domestic business managers, academics, press, and government employees who had previously participated in The Genron NPO's discussions and surveys. A total of 341 responses were obtained. Respondents were 81.8% male and 11.4% female. The age range consisted of 0.6% under 20, 4.1% between the ages of 20 and 29, 9.1% between the ages 30 and 39, 13.5% between the ages of 40 and 49, 24% between the ages of 50 and 59, and 46.6% over the age of 60. The highest level of education among respondents were 0% junior high school diploma and under, 2.1% high school diploma, 1.5% junior/technical college diploma, 58.9% bachelor's degree, and 30.5% master's degree.

In China, phone interviews were administered between October 20 and November 1 to 5,350 intellectuals from the Horizon Research Consultancy Group's database, consisting of 45,000 people including business leaders, government officials, journalists, experts and public organization officials. A total of 603 responses were obtained. Respondents were 65.7% male and 34.3% female. The age range consisted of 0% under 20, 14.6% between the ages of 20 and 29, 51.1% between the ages 30 and 39, 23.4% between the ages of 40 and 49, 8.6% between the ages of 50 and 59, and 2.2% over the age of 60. The highest level of education among respondents were 0.2% junior high school diploma and under, 4.3% high school/technical high school diploma, 10.6 % technical college diploma, 55.2% bachelor's degree, 4.1% double degree, 20.1% master's degree and 5.5% doctoral degree.

※ Percentages may not add up to 100% in some cases as the numbers here are rounded off to one decimal point and non-responses are not included.

1. Current and Future Japan-China Relations

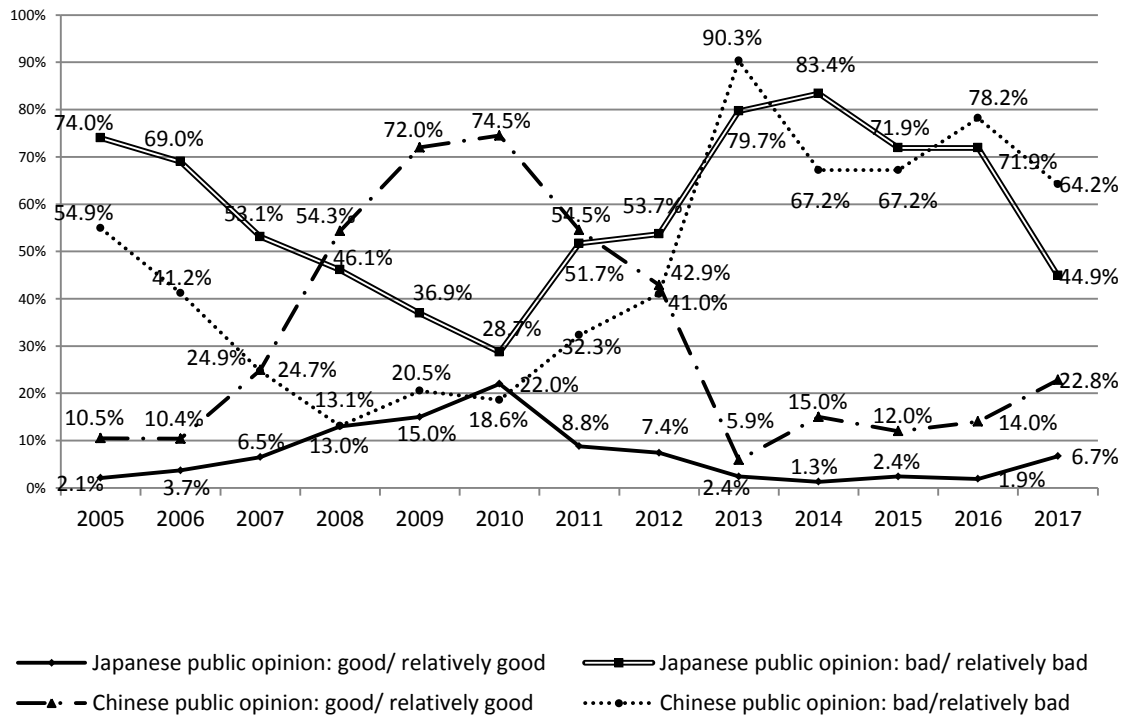
Current and Future Japan-China Relations

There is a significant trend towards seeing improvement in current Japan-China relations. The percentage of Japanese who view present Japan-China relations as “bad” was 44.9%, showing a large decrease from last year’s 71.9%. This year’s survey also marks the third lowest rate in the 13 years since the survey was first administered and the first time in 7 years that this percentage dropped below 50%. Although 64.2% of the Chinese still see Japan-China relations as “bad,” this percentage has also dropped 14 points since last year.

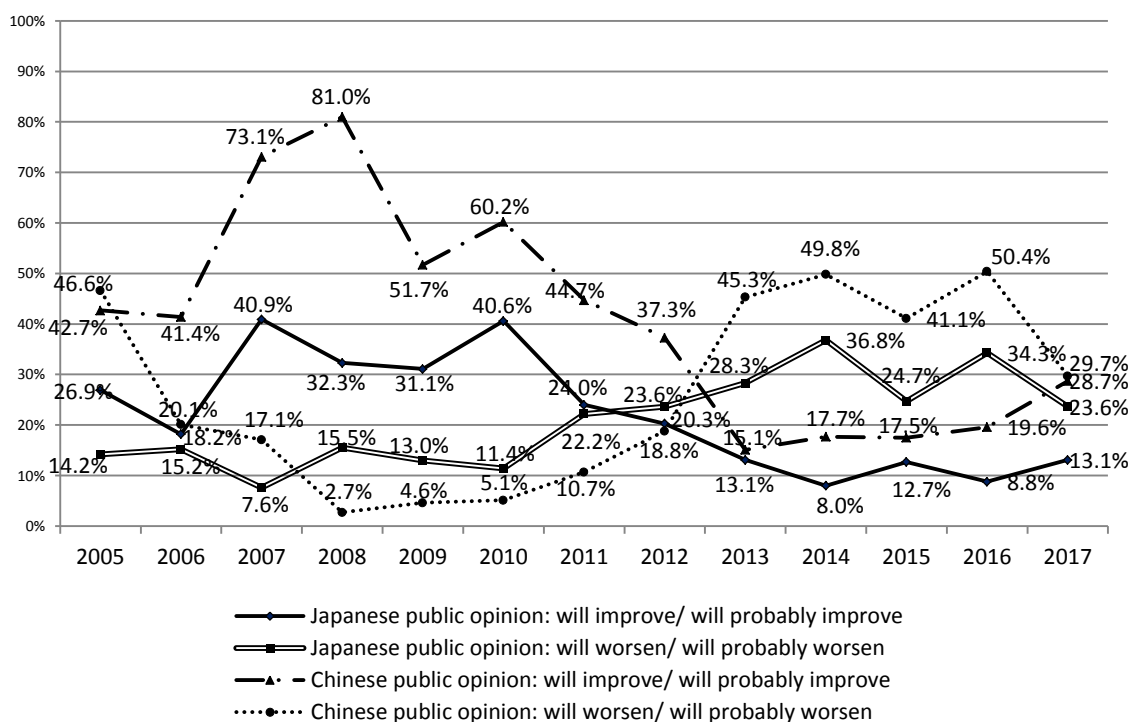
In regards to changes in Japan-China relations this year, most people in both countries feel that there “has not been any special change,” showing an increase from last year. While only 10% or so feel that relations “have improved,” those who feel that relations “have worsened” dropped 18 percentage points among the Japanese, to 26.5%, and 22 percentage points among the Chinese, to 44.5%.

In regards to future Japan-China relations, most people in both countries feel that relations “will not change.” However, those who feel that relations “will worsen” dropped 11 points among the Japanese, to 23.6%, and 21 points among the Chinese, to 29.7%. Those who feel that relations “will improve” increased among both countries’ peoples. Especially in China, this percentage was 28.7%, showing a large increase from last year’s 19.6%. There has been a decrease overall in pessimistic views regarding the future of Japan-China relations.

【Current Japan-China Relations】



【Future Japan-China Relations】

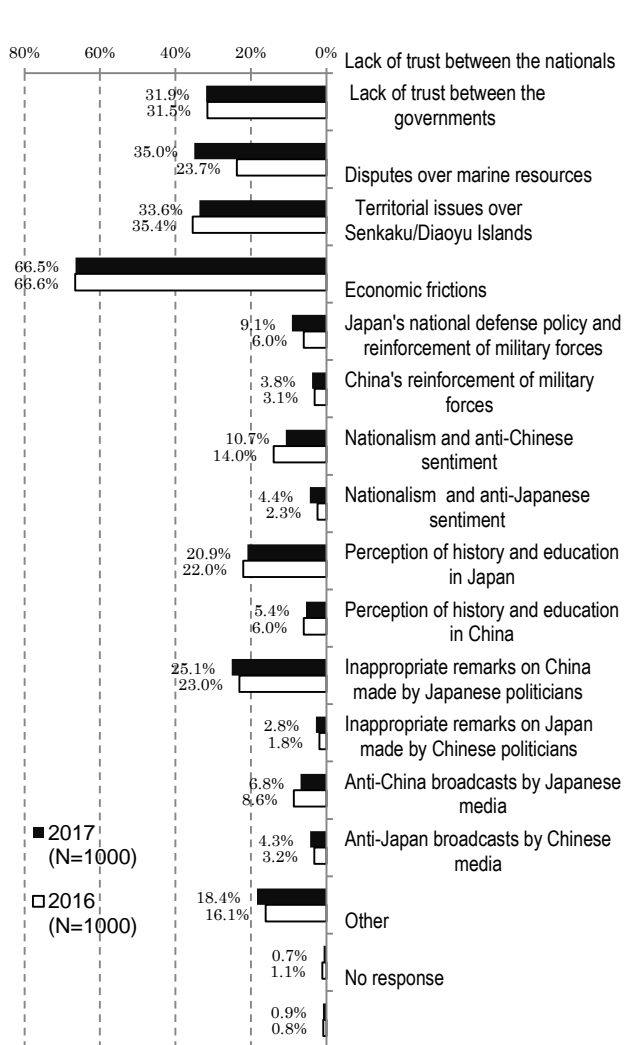


Obstacles to Building Japan-China Relations

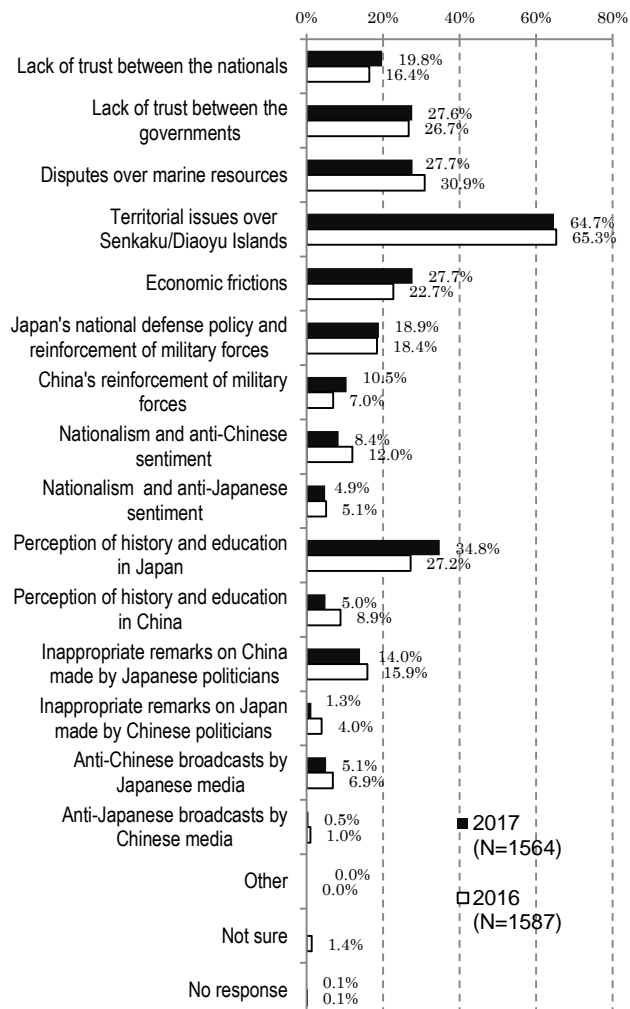
“Territorial issues over the Senkaku/Diaoyu Islands” still remained the most prominent response in regards to obstacles to building Japan-China relations, given by around 60% of both countries’ respondents. Among the Chinese, this was followed by “perception of history and history education in Japan,” “economic frictions,” “disputes over marine resources,” and “lack of trust between the two governments politically,” selected by around 30% of the Chinese respondents. Among the Japanese, the response “territorial issues over the Senkaku/Diaoyu Islands” was followed by “disputes over marine resources,” and “lack of trust” both “between the two nationals” as well as “between the two governments politically,” comprising nearly 30% of responses by the Japanese.

【Obstacles to Building Japan-China Relations】

【Japanese public opinion】



【Chinese public opinion】

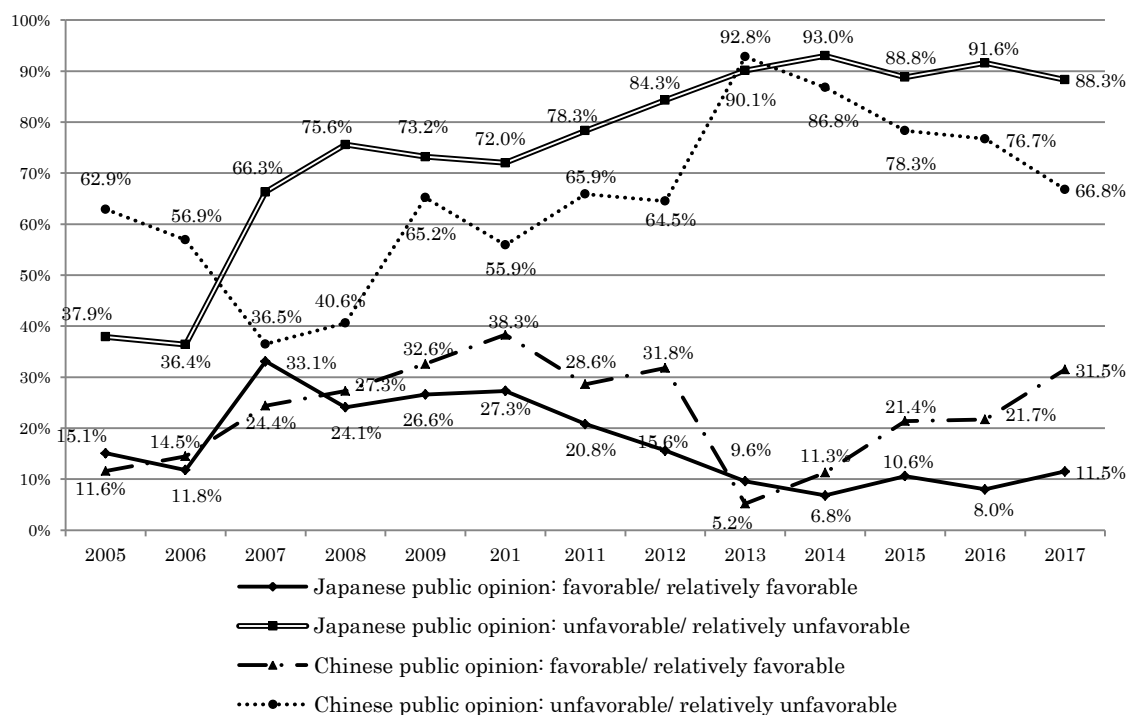


2. Impressions of One Another's Countries

Impression of the Other Country

There was slight improvement in the Japanese people's "unfavorable" impression of China, however, this percentage still remained around 80%. On the other hand, the "unfavorable" impression of Japan among the Chinese dropped 10 points from last year to 66.8%, falling to the 60% range for the first time in 5 years. The "favorable" impression of Japan also increased 10 percentage points to 31.5%, also recovering to the 30% range for the first time in 5 years.

【Impression of the Other Country】

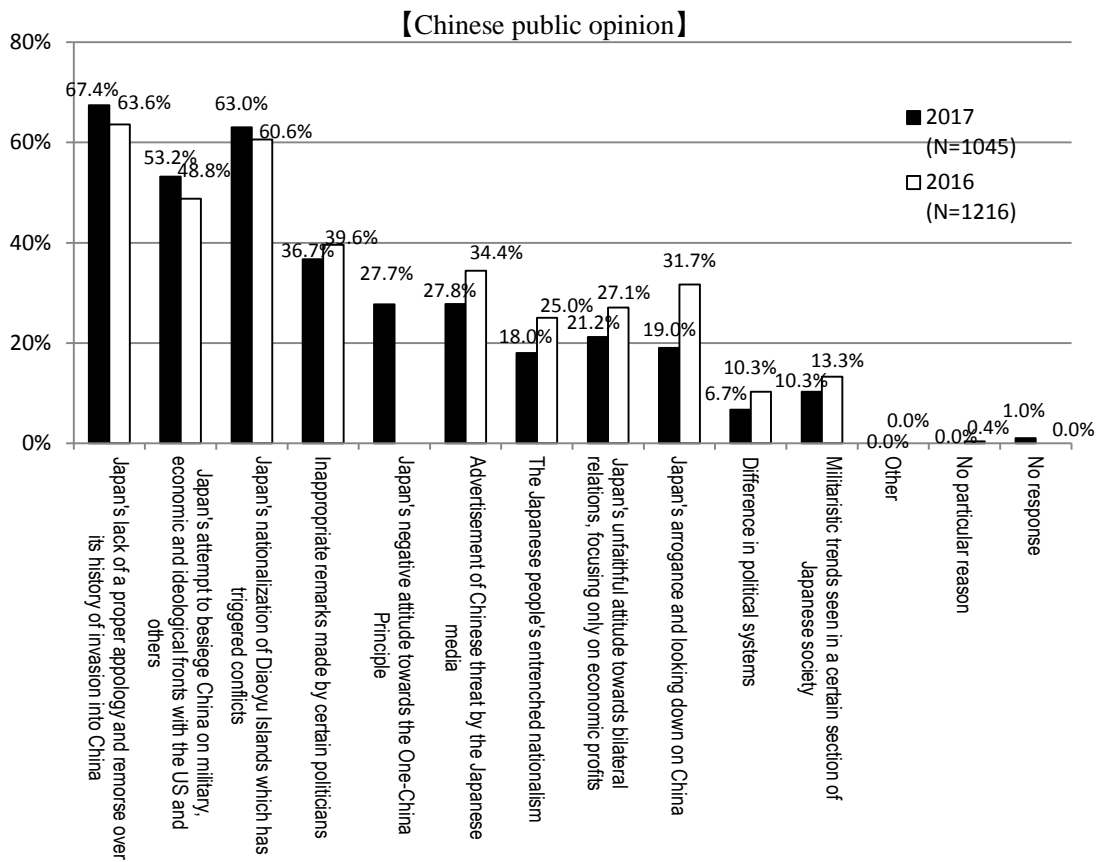
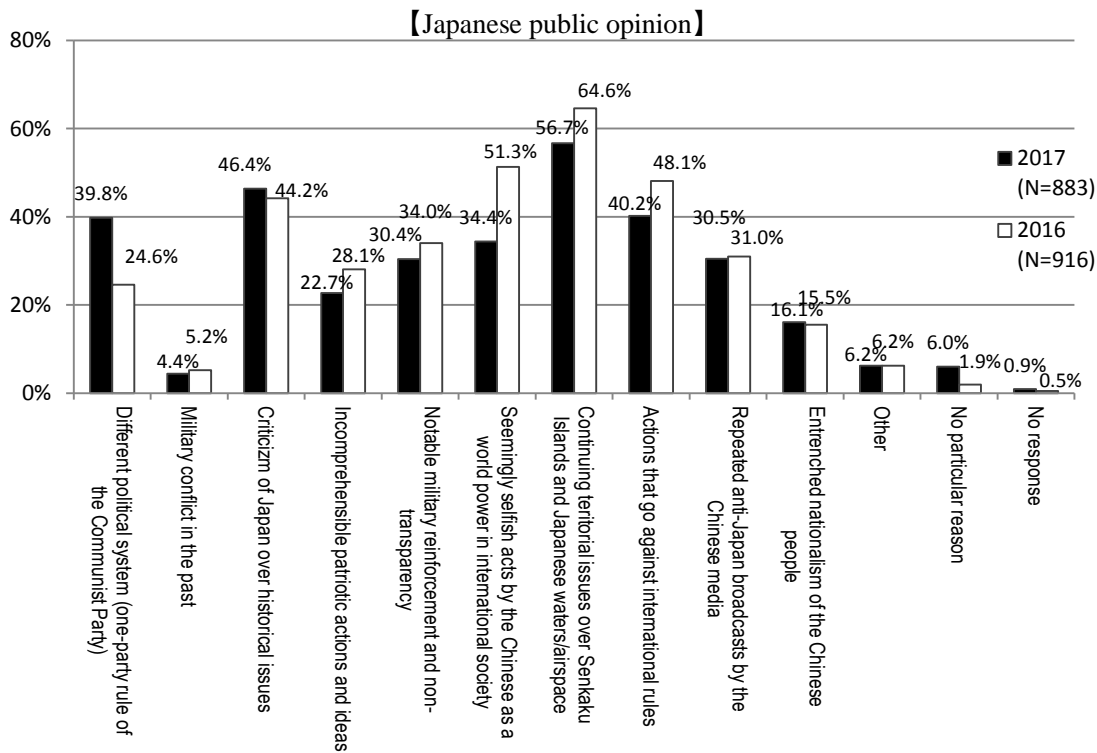


Reasons Behind the Impression of the Other Country

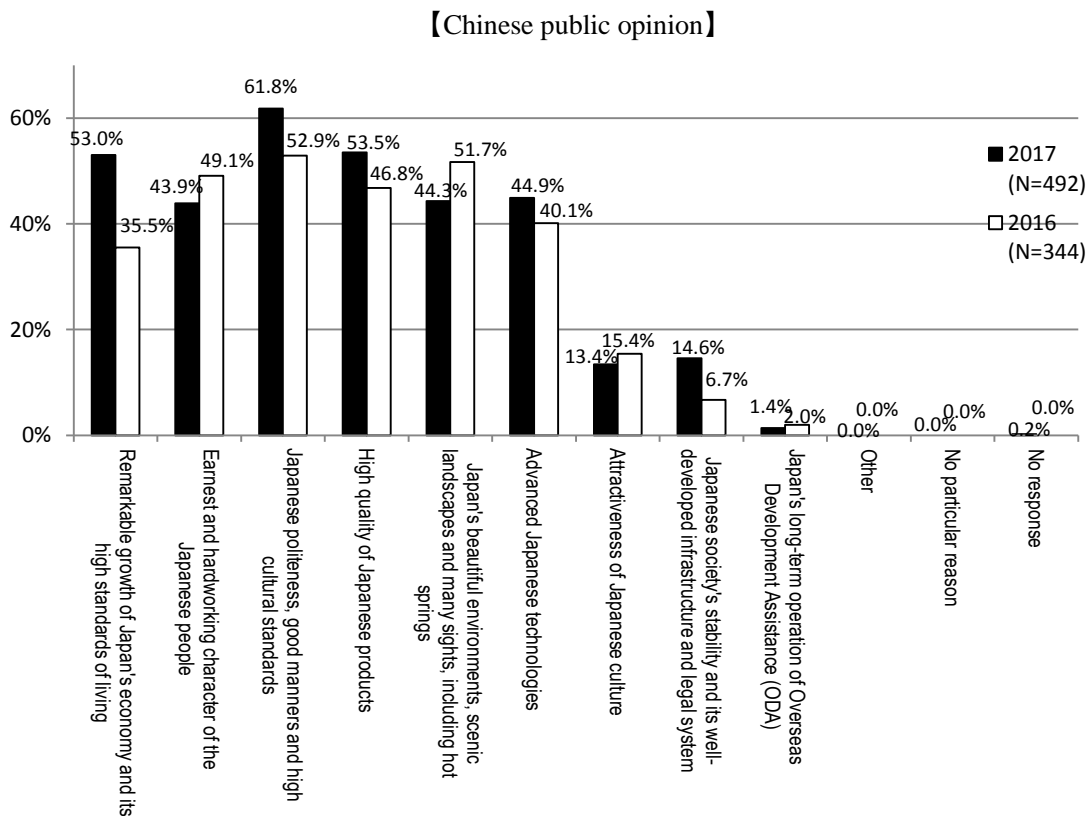
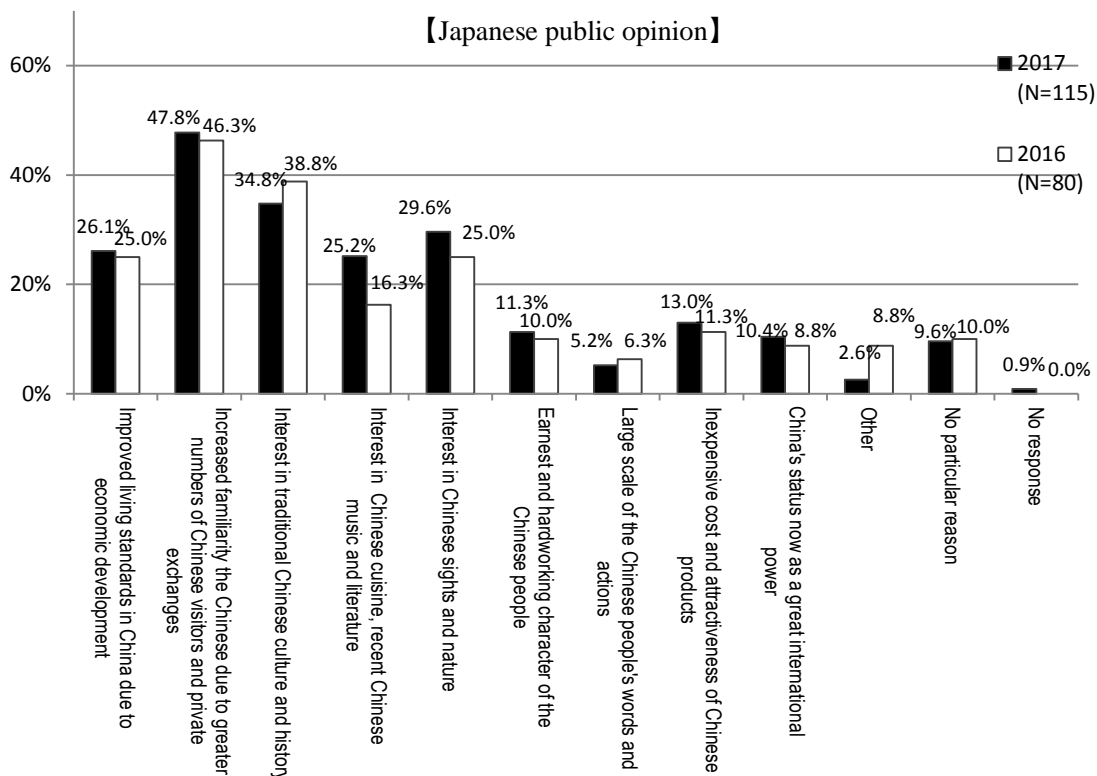
The reason for most Japanese people's "unfavorable" impression of China was "continuing territorial issues over Senkaku Islands," comprising 56.7% of responses; this value, however, has decreased from last year. In comparison, the "different political system (the one-party rule of the Communist Party)" was the response given by 39.8% of the Japanese, showing a 15 point increase from last year. The major reasons for the Chinese people's "unfavorable" impression of Japan were, like last year, "Japan's lack of a proper apology and remorse over its history of invasion into China" and "Japan's nationalization of Diaoyu Islands," each comprising over 60% of responses. However, "Japan's attempt to besiege China ... in cooperation with the United States" also constituted over 53.2% of responses this year.

The most popular reason for the Japanese people's "favorable" impression of China was the "increased familiarity of the Chinese due to greater numbers of Chinese visitors and private exchanges," at 47.8%. Among the Chinese, the most popular reason for their "favorable" impression of Japan was "Japanese politeness, good manners and high cultural standards," at 61.8% (up from last year's 52.9%). This was followed by the "high quality of Japanese products," at 53.5%, which also largely surpassed last year's result at 46.8%.

【Reasons for Unfavorable Impression】



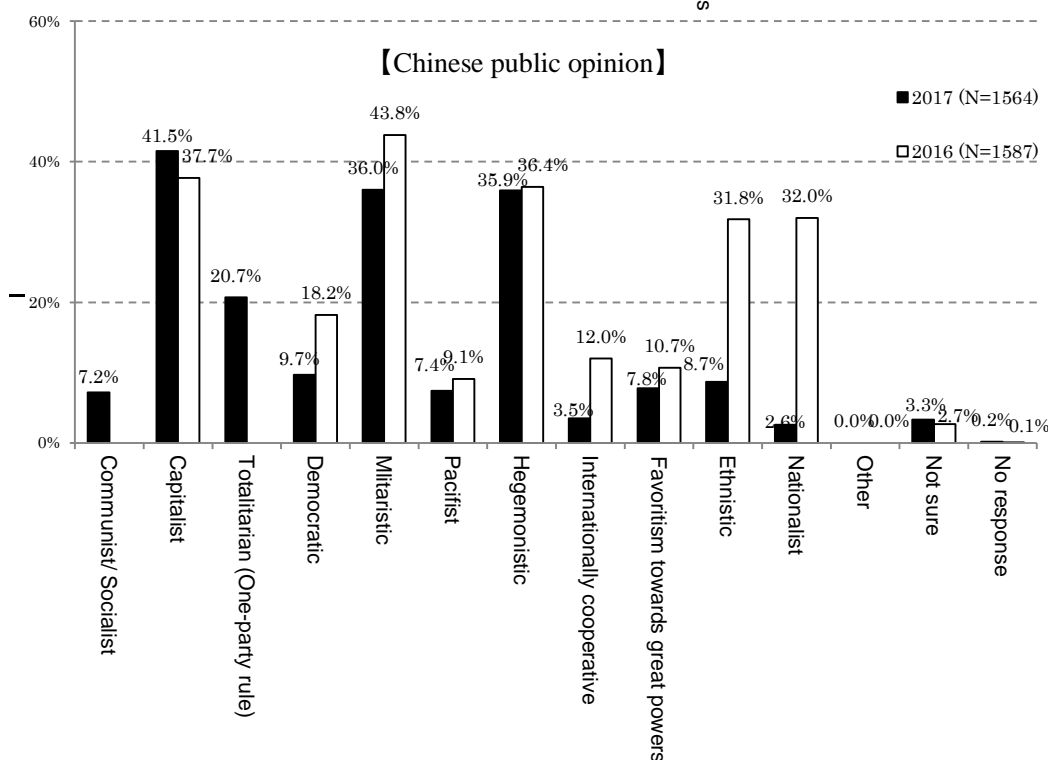
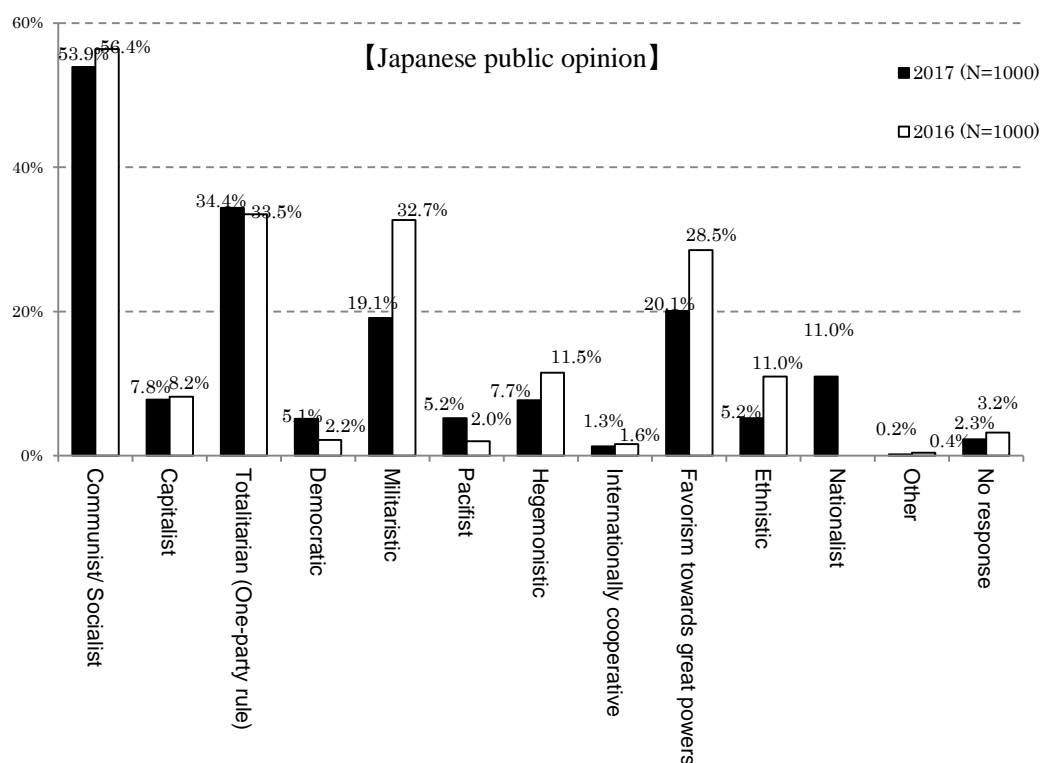
【Reasons for Favorable Impression】



3. Basic Understanding of One Another's Countries

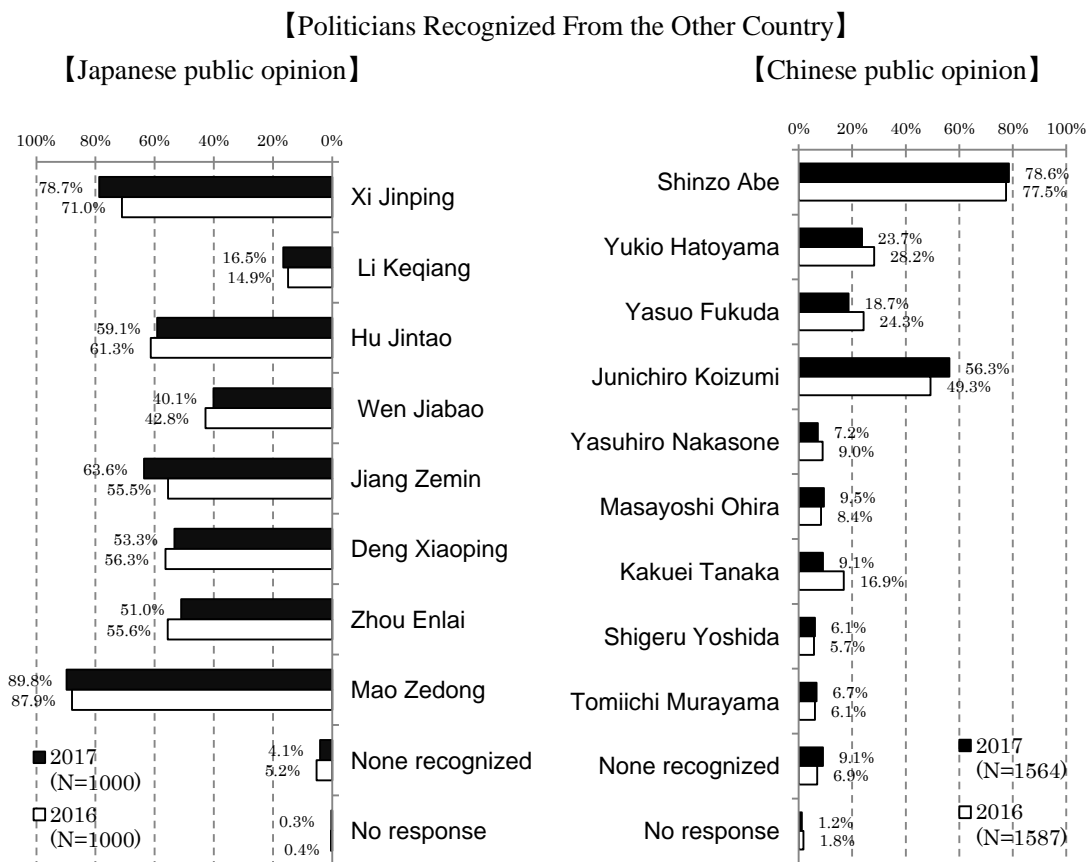
Perceptions of the Social/Political Systems of the Other Country

Most Japanese people still view China as a “socialist/communist” country, followed by the view of China as a “totalitarian” country. Among the Chinese, most view Japan as a “capitalist” country, however, over 30% of the Chinese see Japan as “militaristic” and “hegemonic.”



Name Recognition of the Other Country's Politicians

The most well-known Chinese politician among the Japanese continues to be “Mao Zedong,” recognized by 90% of the respondents. This was closely followed by “Xi Jinping,” known by 80% of the respondents. Only a tenth of the respondents recognized “Li Keqiang.” Nearly 80% of the Chinese people recognized “Shinzo Abe.”

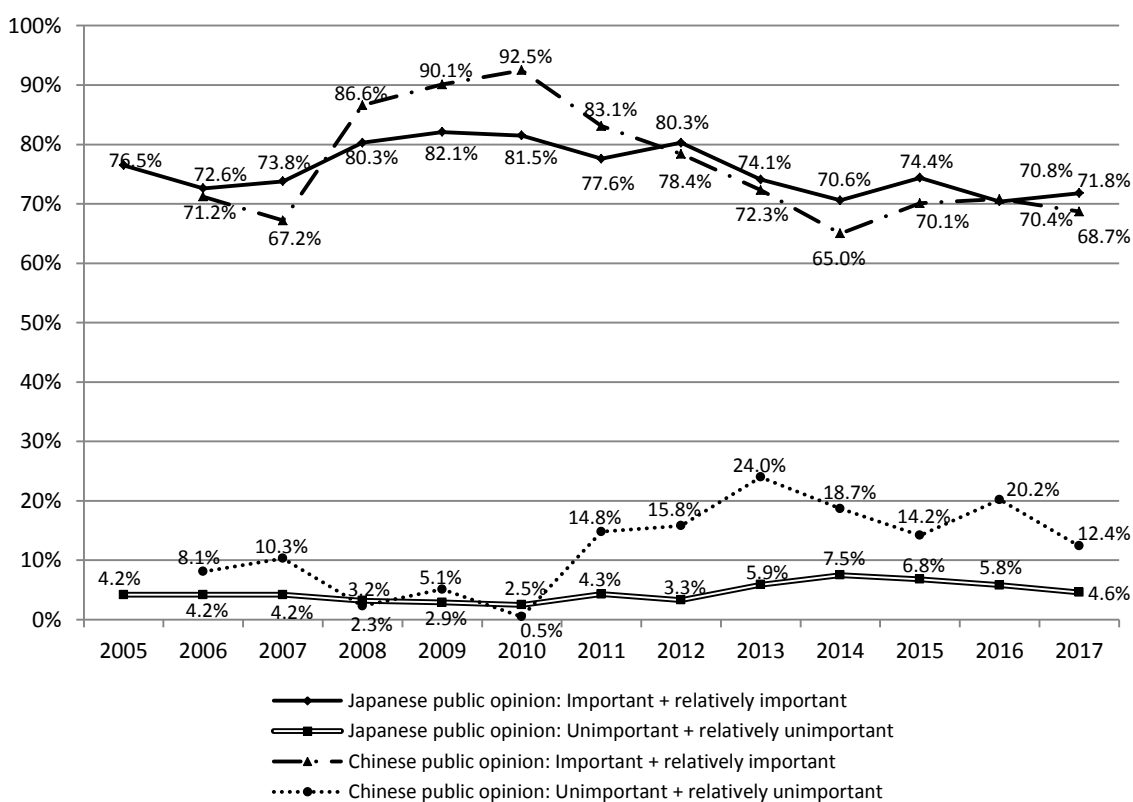


4. Importance of Japan-China Relations and Affinity Towards the Other Country

Importance of Japan-China Relations

Approximately 70% of both countries' nationals view Japan-China relations as "important." In terms of reasons why the relationship is "important," over half of the Japanese responded "necessity of Japan-China cooperation towards peace and development in Asia." Among the Chinese however, Japan's status as an "important neighboring country" and "important trade partner to China" were the most popular responses.

【Importance of Current Japan-China Relations】

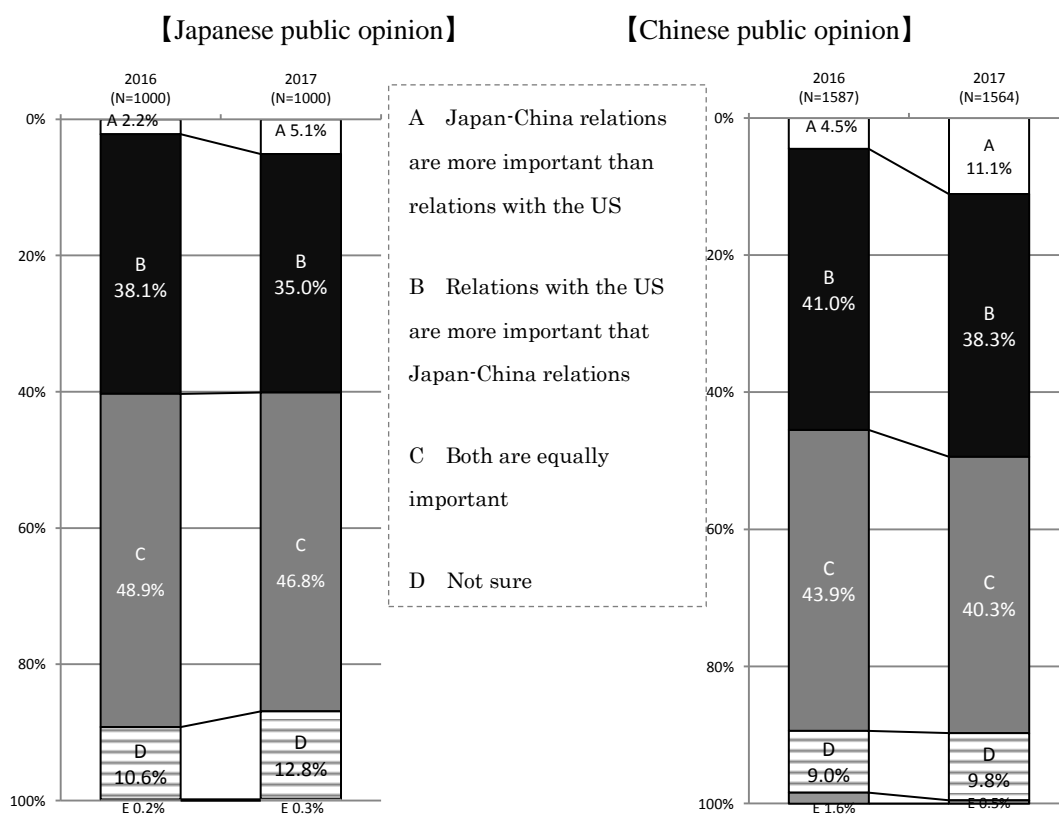


Importance of Japan-China Relations and Relations with the US / Sense of Affinity Towards the Respective Countries

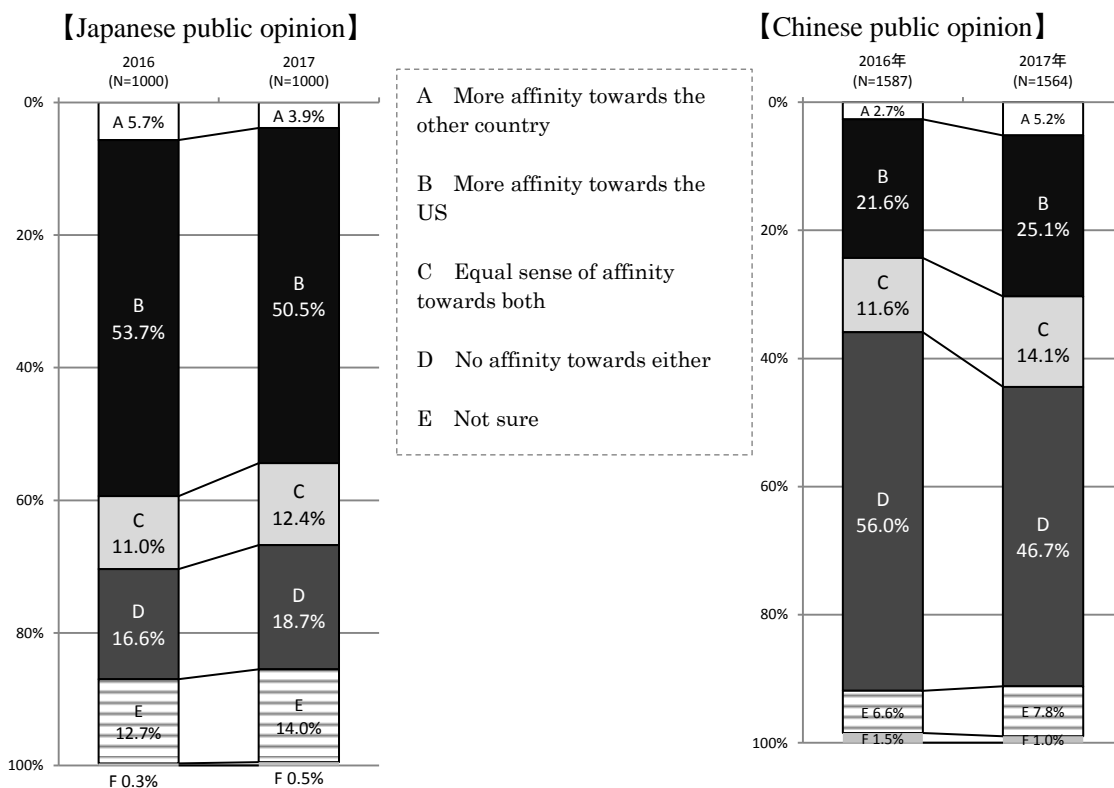
Comparing Japan-China relations to relations with the United States, over 40% of both Japanese and Chinese respondents replied that “both are equally important.” In China, however, approximately 40% also replied that “relations with the US are more important,” almost rivaling the response that “both are equally important.”

At the same time, when comparing the sense of affinity felt towards one another as opposed to the US, over half of the Japanese feel “more affinity towards the US,” while most (46.7%) of the Chinese feel “no affinity towards either.” Only under a tenth of both countries’ nationals feel “more affinity towards the other country (Japan/China).”

【Importance of Japan-China Relations and Relations with the US】



【Sense of Affinity Felt Towards One Another's Countries as Opposed to the US】



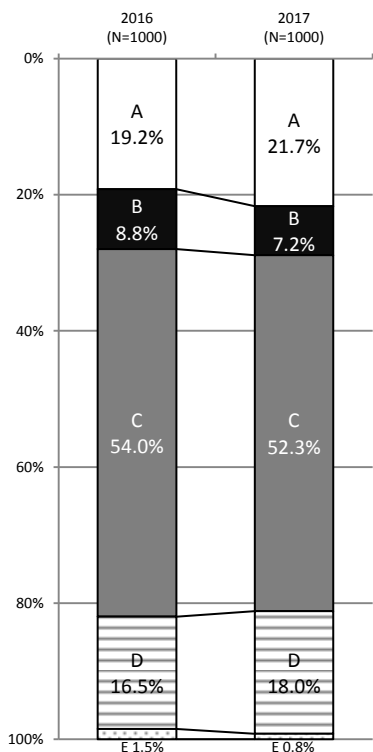
Importance of Japan-China Relations and Relations with South Korea / Sense of Affinity Towards the Respective Countries

Comparing Japan-China relations with relations to South Korea, most of both countries' respondents replied that "both are equally important," following last year's trend. However, there was a large decrease in Chinese respondents who answered that "relations with South Korea are more important" and more Chinese people responded that "Japan-China relations are more important" for the first time since the survey began.

In comparing the sense of affinity felt towards one another's countries, most of both countries' respondents answered that they feel "no affinity towards either." 20% of the Chinese continued to feel "more affinity towards South Korea," but this percentage largely decreased from last year.

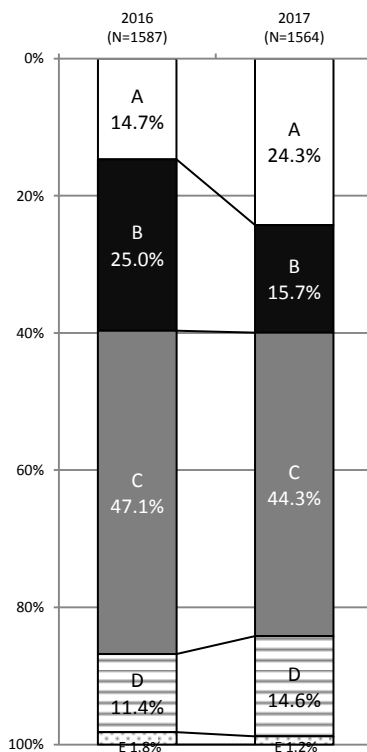
【Importance of Japan-China Relations and Relations with South Korea】

【Japanese public opinion】



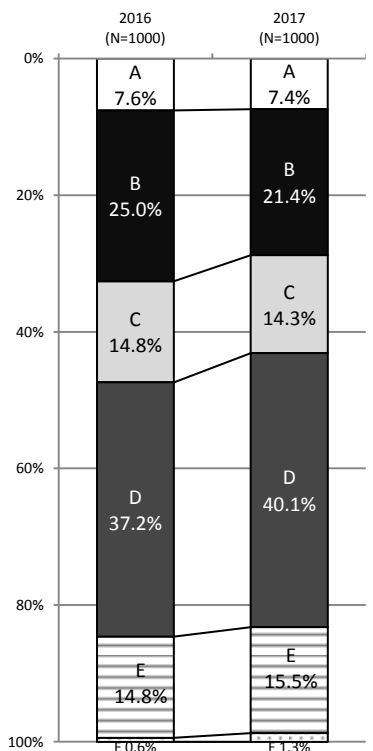
- A Japan-China relations are more important than relations with South Korea
- B Relations with South Korea are more important than Japan-China relations
- C Both are equally important
- D Not sure
- E No response

【Chinese public opinion】



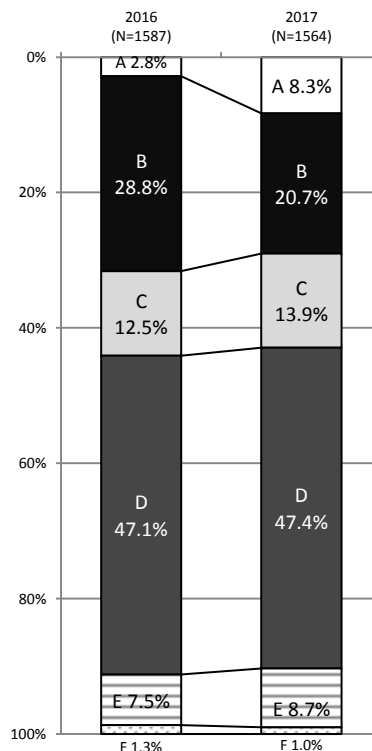
【Sense of Affinity Felt Towards One Another's Countries as Opposed to South Korea】

【Japanese public opinion】



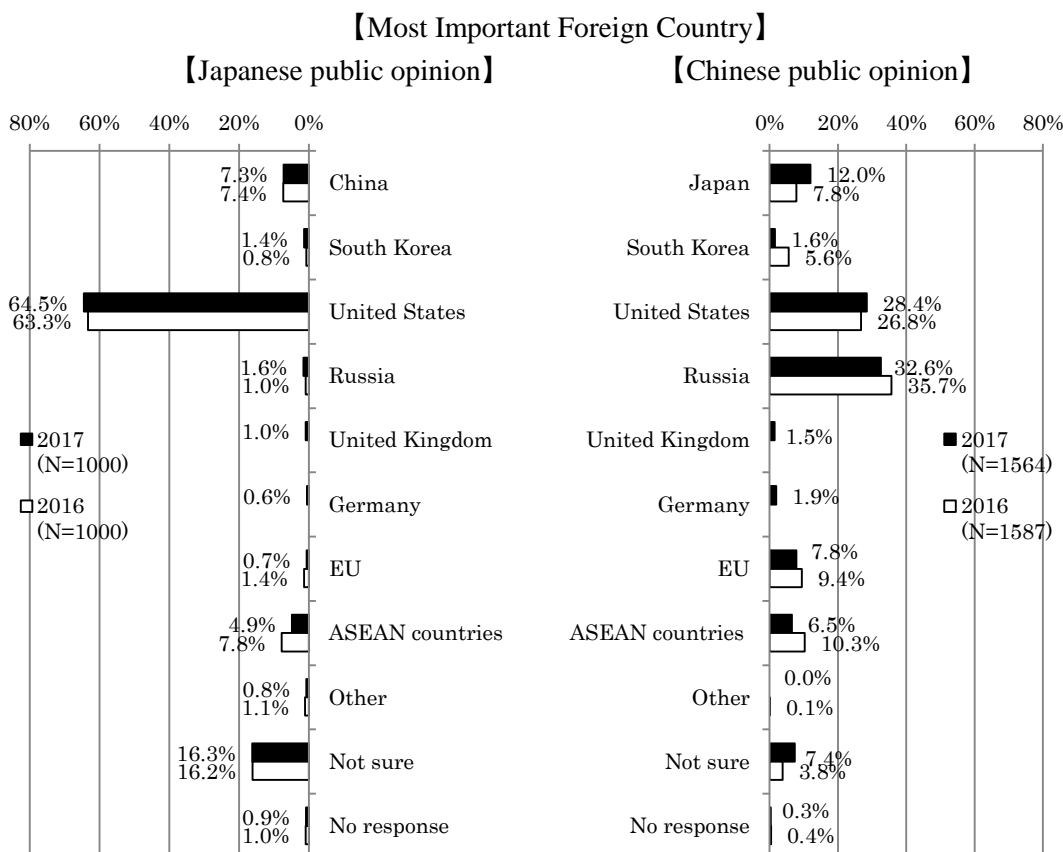
- A More affinity towards the other country
- B More affinity towards South Korea
- C Equal sense of affinity towards both
- D No sense of affinity towards either
- E Not sure
- F No response

【Chinese public opinion】



Most Important Foreign Relation

In terms of the most important country for the future of their own country, most of the Japanese respondents replied “the United States,” at over 60%. For the Chinese, “Russia” was the most popular response, exceeding “the United States.” Only a tenth of both the Japanese and Chinese view one another’s countries as the most important foreign relation.

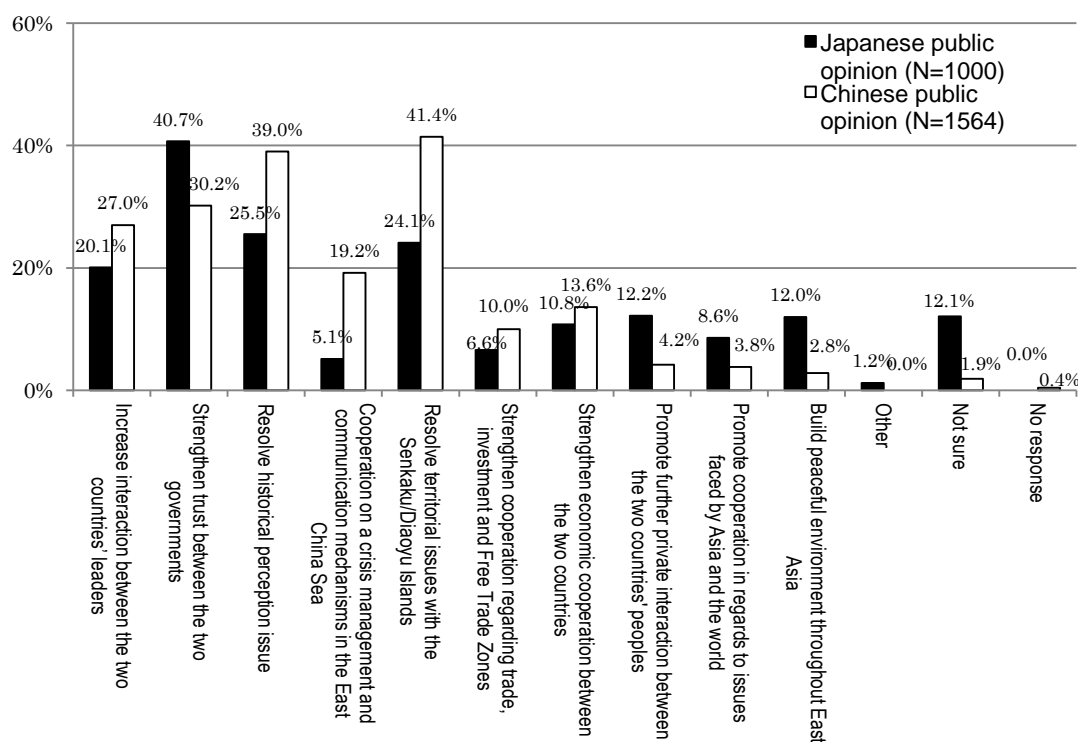


5. Developing a New Cooperating Relationship

Effective Measures for Improving Bilateral Relations

The majority of both Japanese and Chinese respondents answered that the most effective measure towards improving bilateral relations involve strengthening trust at the intergovernmental level, by “strengthening trust between the two governments” and “increasing interaction between the two countries’ leaders.”

【Effective Measures for Improving Bilateral Relations】

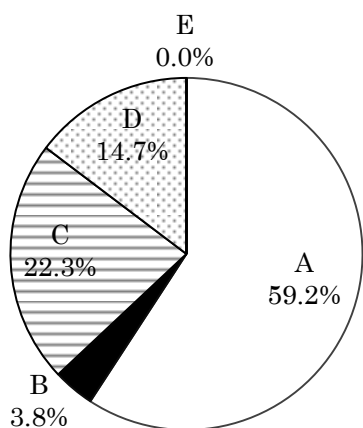


Should a New Cooperating Relationship be Established for a Stable and Peaceful Order?

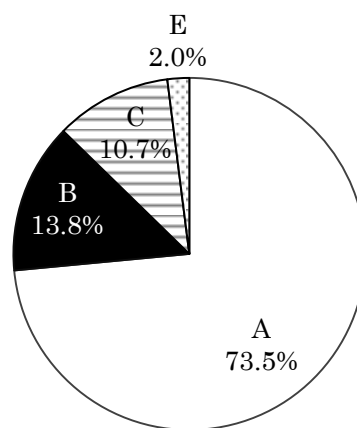
60% of the Japanese and 70% of the Chinese feel that a new, stronger cooperating relationship should be established between the two countries for the sake of a stable and peaceful order.

【Should a New Cooperating Relationship be Established for a Stable and Peaceful Order?】

【Japanese public opinion N=1000】



【Chinese public opinion N=1564】



A Yes
 B No
 C Neither (for the Chinese, this response was “neither/ not sure”)
 D Not sure (response available for the Japanese only)
 E No response

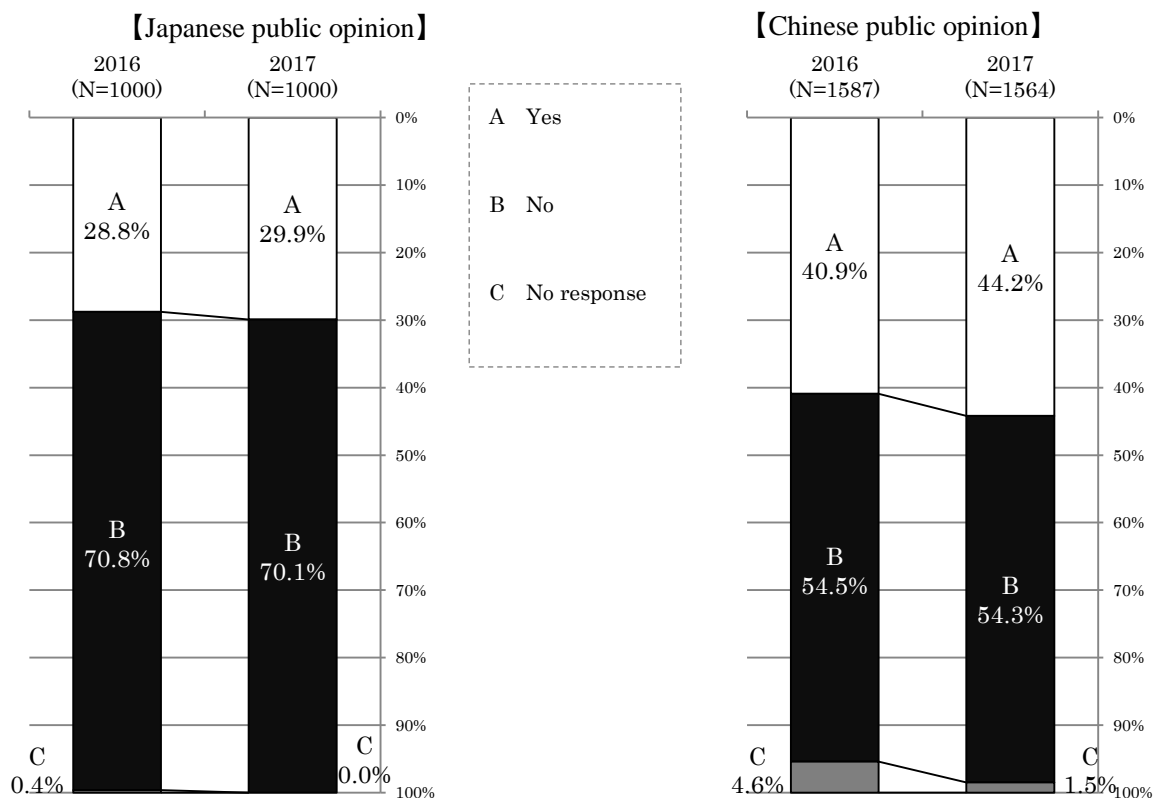
6. Interactions Among the General Public

Desire to Visit the Other Country

Only 29.9% of the Japanese expressed a desire to visit China. On the other hand, 70% replied that they do not want to visit China, and this trend has not changed since last year. Among the Chinese, 44.2% expressed a desire to visit Japan, further exceeding last year's result.

As for reasons for their desire to visit the other country, most of both nationals responded "visiting the sights and scenery of the country," while nearly 60% of the Chinese also replied "shopping."

【Do You Want to Visit Japan/China?】

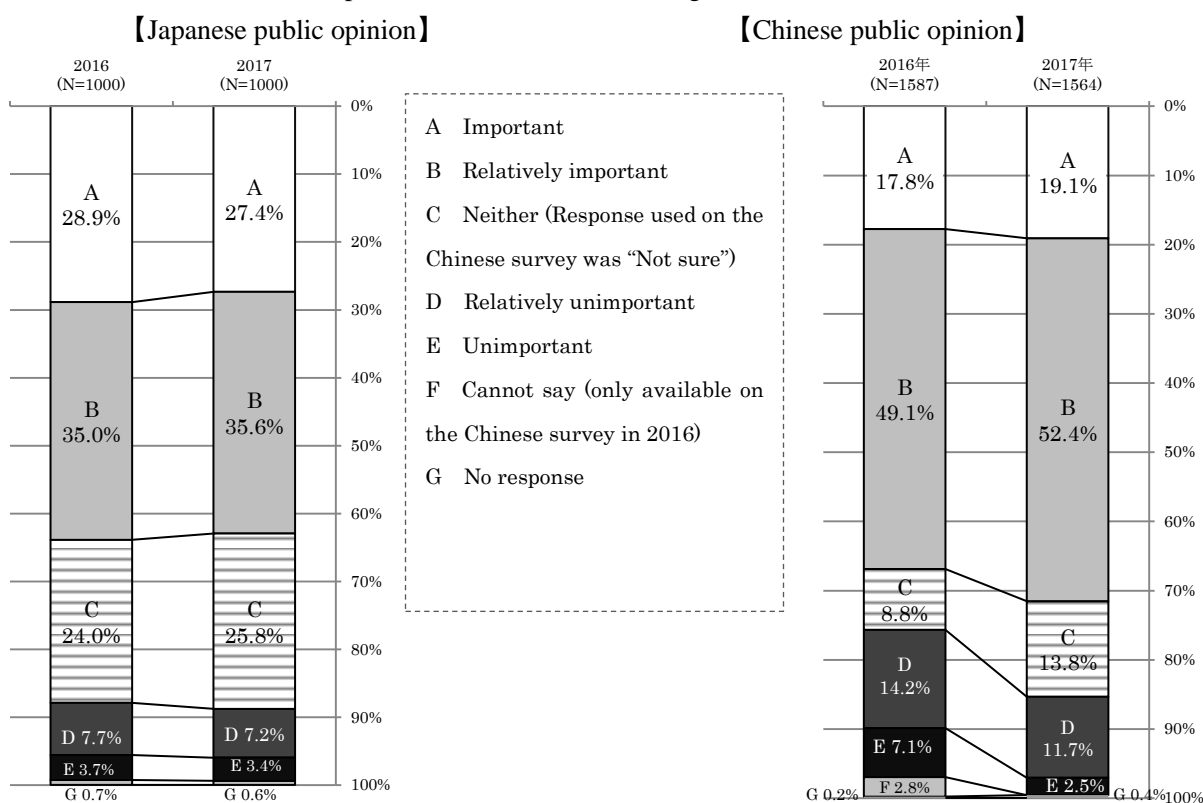


Perception of the Degree of Interaction Among the General Public

Approximately 40% of the Japanese and over 50% of the Chinese respondents replied that interactions among the general public this past year was inactive. However, 60% of the Japanese and over 70% of the Chinese recognize the importance of such interactions.

In terms of the fields in which interactions among the general public should be promoted, “accepting exchange students from one another’s countries” and “dialogues among the public in order to improve bilateral relations and resolve various issues” were the most popular responses among the Japanese. Among the Chinese, the most popular response was “interaction between the two countries’ journalists.”

【Importance of Interactions Among the General Public】



7. Historical Issues Between Japan and China

Japan-China Relations and the Influence of Historical Issues

56.3% of the Chinese believe that “most historical issues have not been resolved and that they are a decisively large problem to Japan-China relations,” largely exceeding last year’s result (47.8%). Adding to this the 30.9% who believe that “historical issues have been somewhat resolved but are still a large problem,” nearly 90% of the Chinese still believe that historical issues are a great obstacle to improving Japan-China relations. The same was true for over 60% of the Japanese.

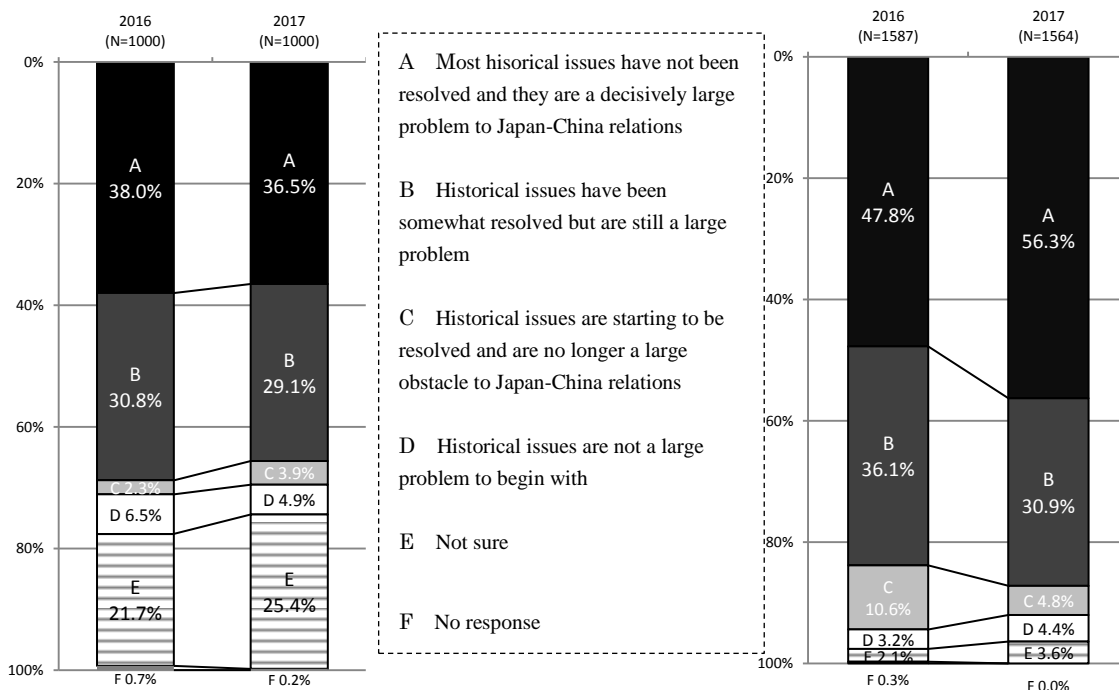
In terms of the influence of historical issues on Japan-China relations, the pessimistic view that “it will be difficult to resolve historical issues regardless of the state of Japan-China relations” and the optimistic view that “historical issues will gradually be resolved as Japan-China relations develop” rivaled one another at 30% each among the Japanese public. On the other hand, over half (51%) of the Chinese answered that “Japan-China relations will not improve unless historical issues are resolved.” The Chinese thus consider the resolution to historical issues as a requirement to improving Japan-China relations.

In terms of historical issues that should be resolved, over 70% of the Japanese view “anti-Japanese education and textbooks” as problematic, however, 30% see problems within Japan. Among the Chinese, most view Japan’s perception of history as problematic and demand improvement— this percentage has further increased from last year.

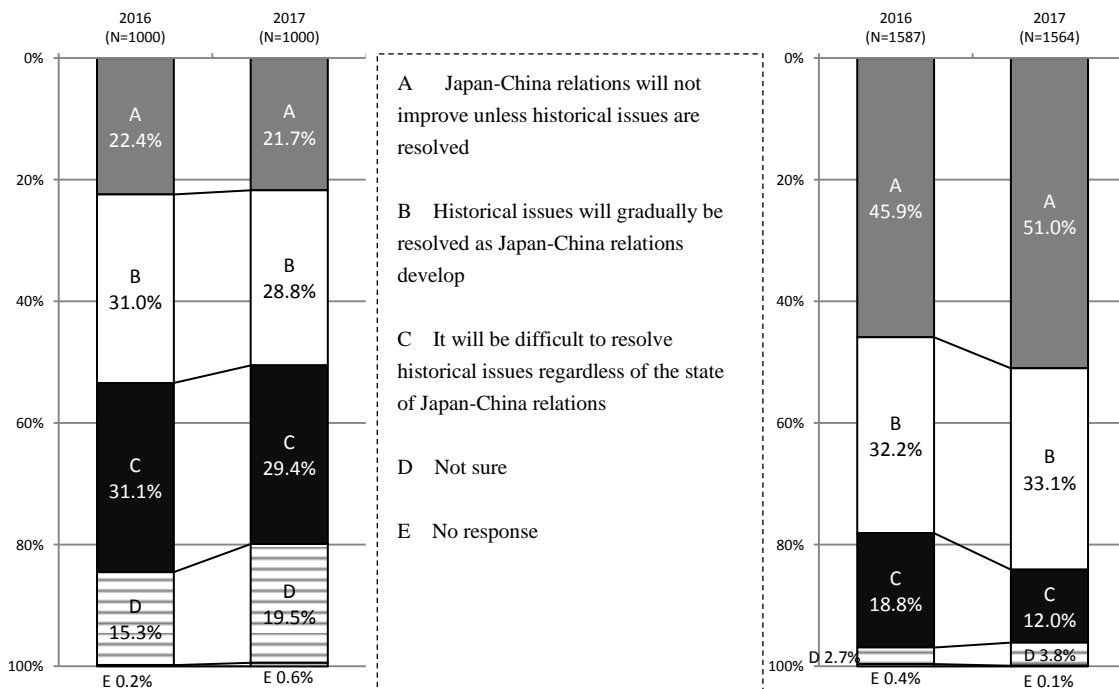
【Are Historical Issues an Obstacle to Japan-China Relations?】

【Japanese public opinion】

【Chinese public opinion】

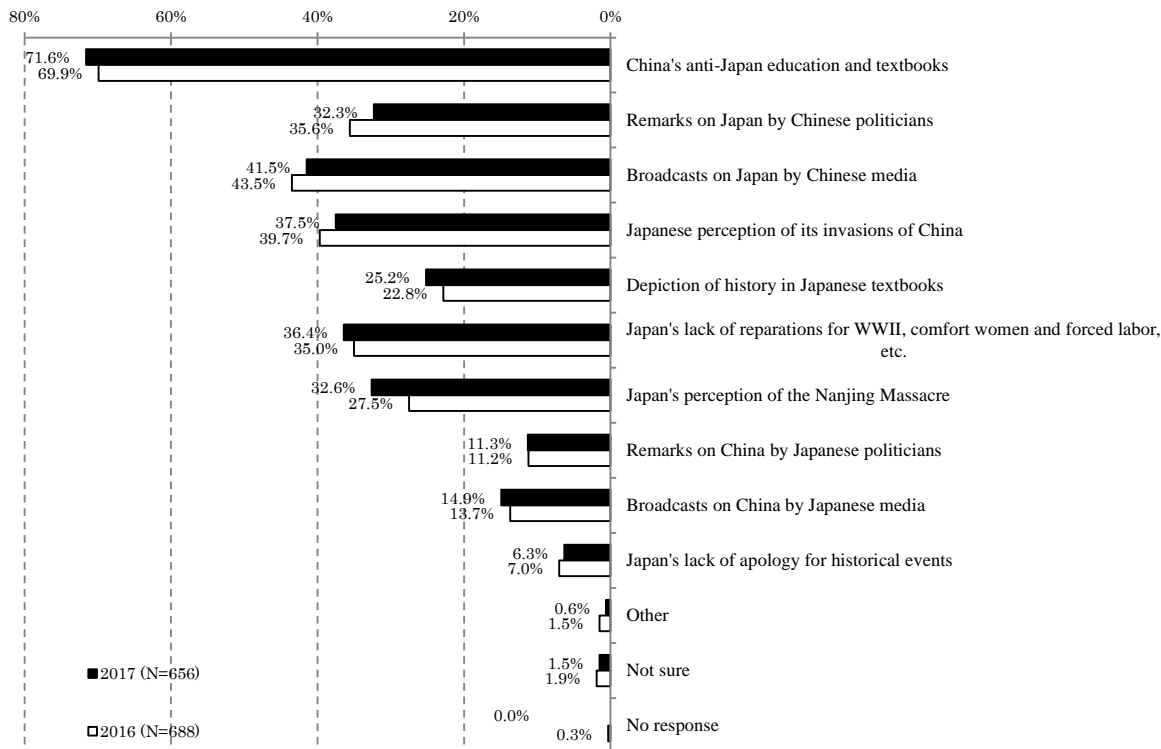


【The Influence of Historical Issues on Japan-China Relations】

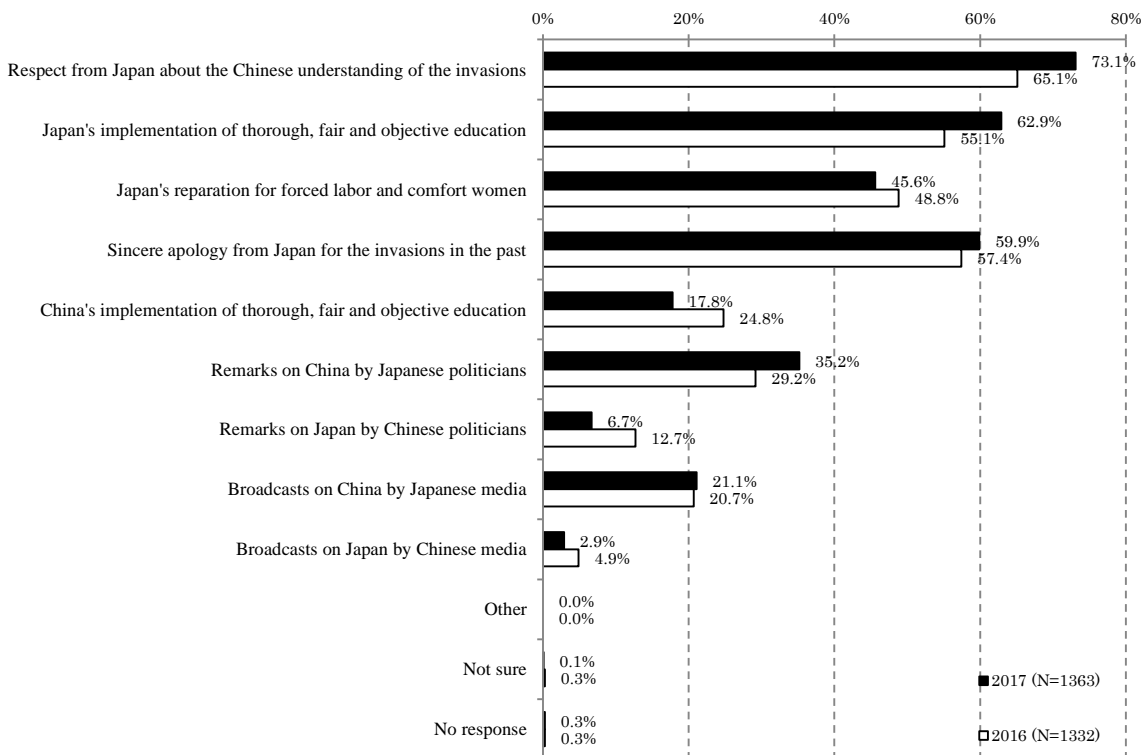


【Historical Issues that Should be Resolved】

【Japanese public opinion】



【Chinese public opinion】



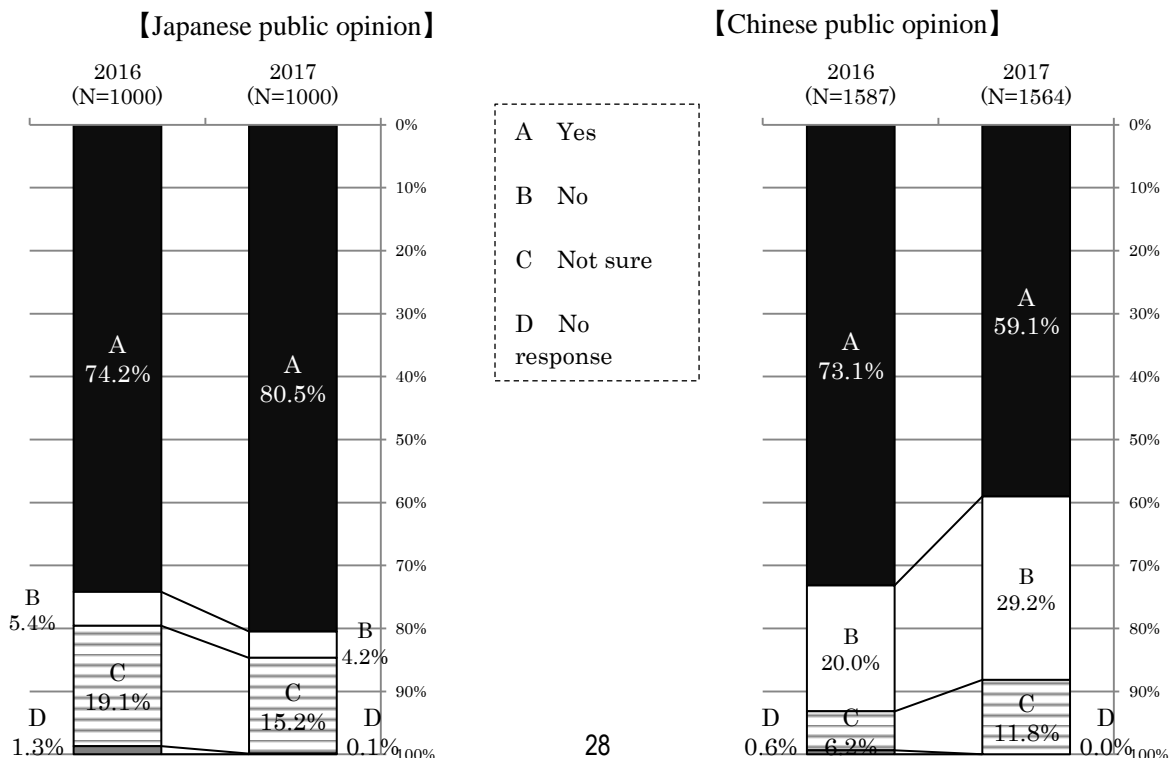
8. Security in East Asia

Perception of Military Threat

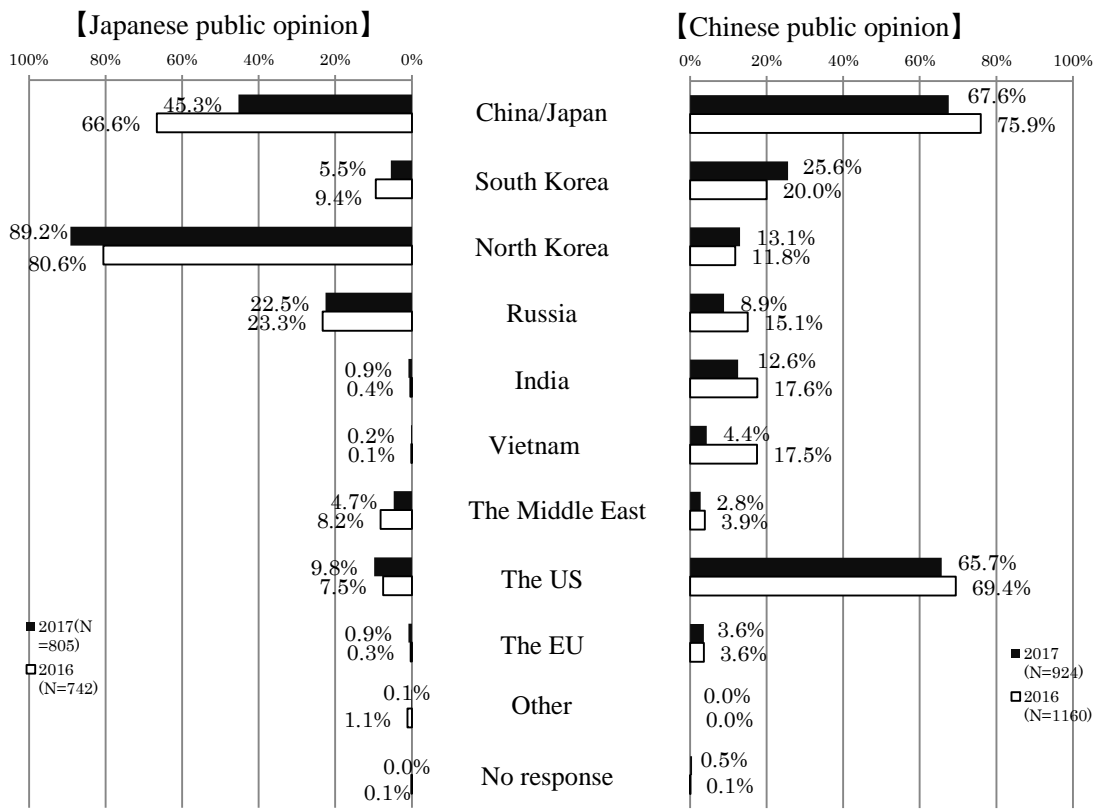
Over 80% of the Japanese (80.5%) feel that certain countries pose a military threat to their country. For the Chinese, this number is close to 60% (59.1%), showing a 14 point decrease from last year. When asked about the specific countries that pose a military threat to their country, 89.2% of the Japanese responded “North Korea.” Second to this was “China,” but this percentage decreased 21 points from last year’s 67.6%, to 45.3%. On the other hand, the percentage of Chinese respondents who view “Japan” as a military threat fell 8 points from the 67.6% last year. This response, however, still constitutes the majority, followed by the “United States” at 65.7%. Only 13.1% of the Chinese feel that “North Korea” poses a military threat (compared to last year’s 11.8%), and it is exceeded by “South Korea,” at 25.6%.

The greatest reason why the Japanese perceive China as a military threat is “China’s intrusion into Japan’s territorial waters.” Additionally, “conflict over marine resources and Senkaku/ Diaoyu Islands” as well as “aggressive attitude regarding the South China Sea” were reasons cited by over 60% of the Japanese. Regarding reasons why the Chinese see Japan as a military threat, the majority of Chinese respondents (79.5%, compared to last year’s 69.4%) replied “Japan’s attempt to besiege China ... in cooperation with the United States.”

【Are There Certain Countries that Pose a Military Threat to Your Country?】



【Countries/ Regions That Pose a Military Threat】

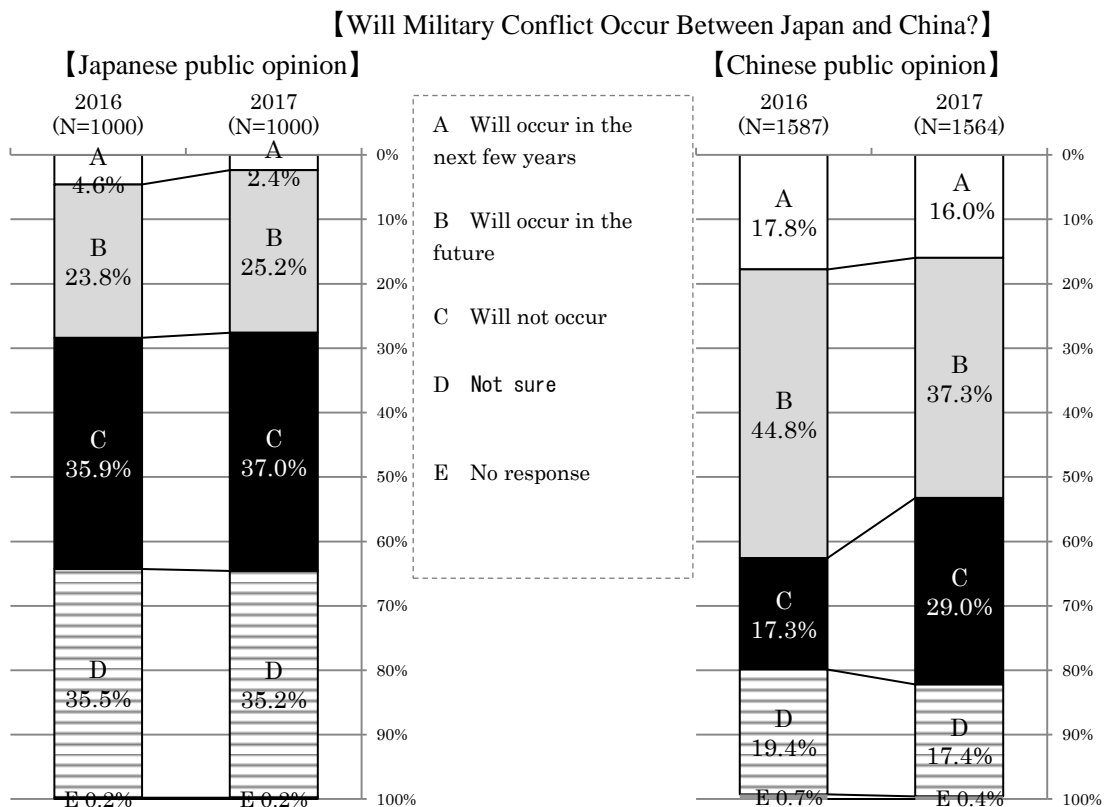


Possibility of Military Conflict Over Territorial Issues

In regards to the possibility of military conflict between Japan and China over the Senkaku/ Diaoyu Islands, the majority (37%) of Japanese respondents believe it “will not occur,” followed by “not sure” at 35.2%. On the other hand, while over half (53.3%) of the Chinese answered that it “will occur” following last year’s trend, this percentage has dropped 9 points from last year with an increase in those who believe it “will not occur.”

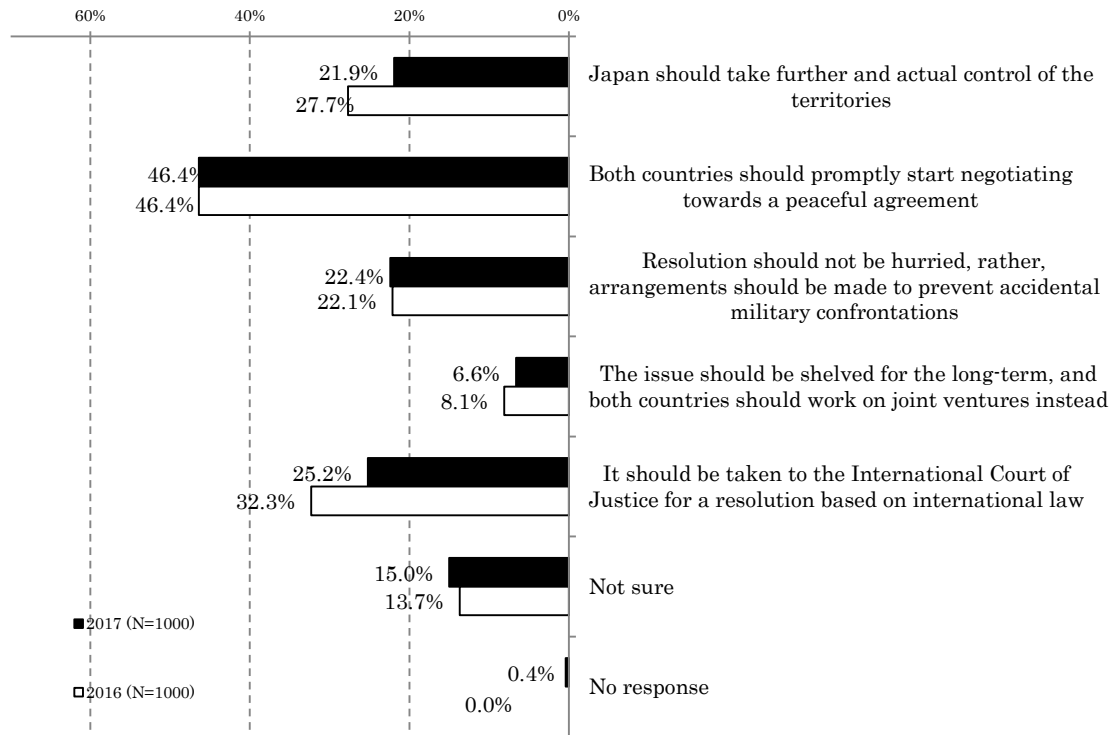
As for solutions regarding tensions over the Senkaku Islands, the majority (46.4%) of the Japanese believe that “both countries should promptly start negotiating towards a peaceful agreement.” On the other hand, the majority (67.5%) of the Chinese believe that “China should take further and actual control of the territories in order to protect them.” The percentage of Chinese respondents who believe that “both countries should promptly start negotiating towards a peaceful agreement” has, however, increased from last year and comprised over half (55.3%) of the responses this year.

In regards to the establishment of a hotline to avoid military conflict, 60% of the Japanese and 70% of the Chinese recognized a need, but more of the Chinese felt the urgency to realize it immediately.

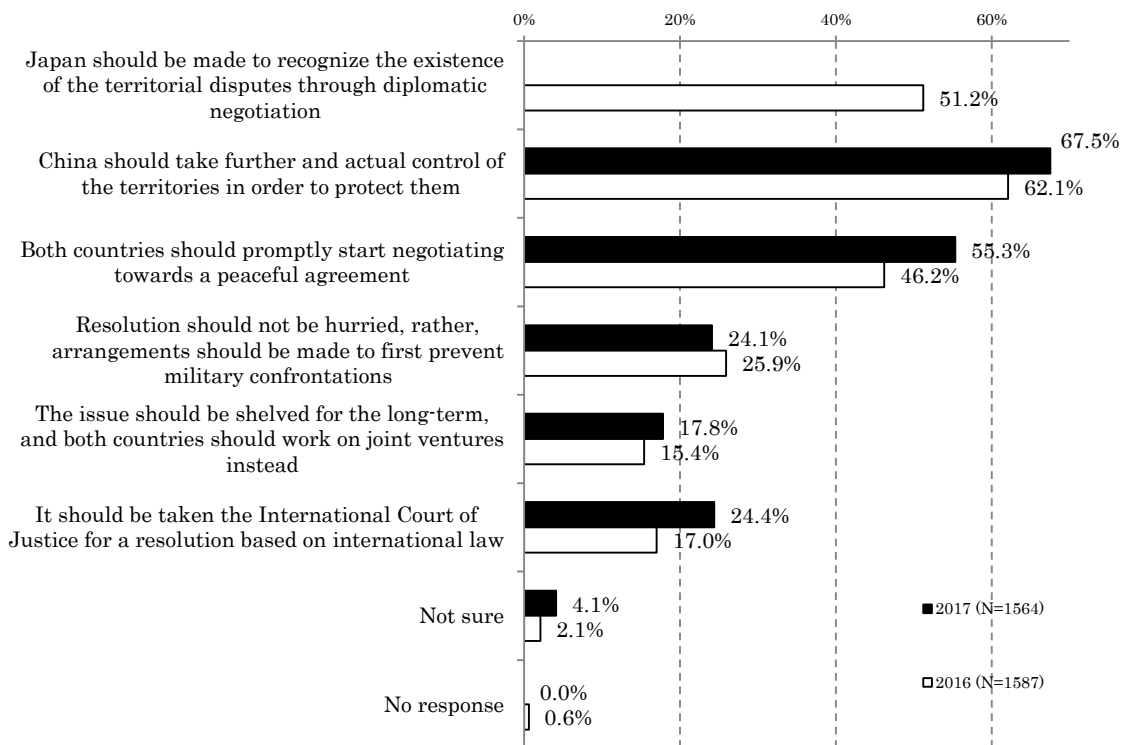


【Solutions to Tensions Over Senkaku/Diaoyu Islands】

【Japanese public opinion】



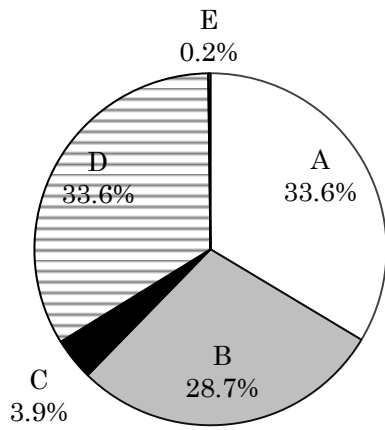
【Chinese public opinion】



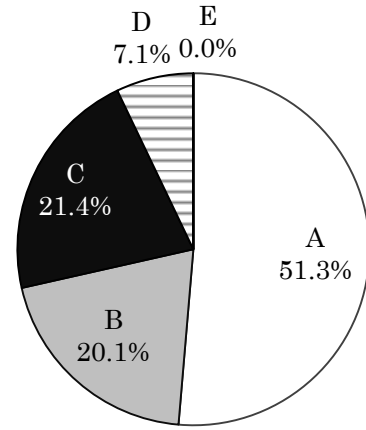
【Should a Communication Mechanism be Established Between Japan and China?】

【Japanese public opinion N=1000】

【Chinese public opinion N=1564】



- A Should be established immediately
- B Necessary, but not urgent
- C Not necessary
- D Not sure
- E No response

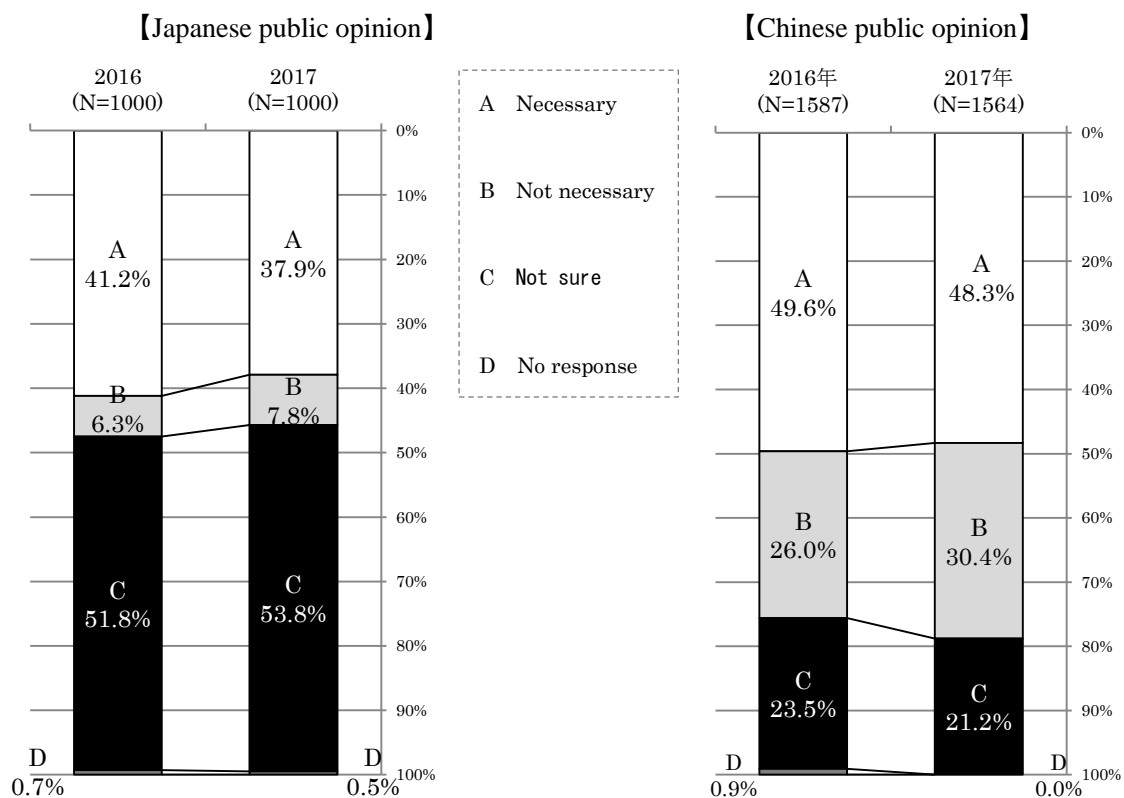


Multilateral Framework for Security in Northeast Asia

Nearly 40% of the Japanese and 50% of the Chinese feel the need for a multilateral framework for discussing security in Northeast Asia. Half of the Japanese, however, also responded “not sure.”

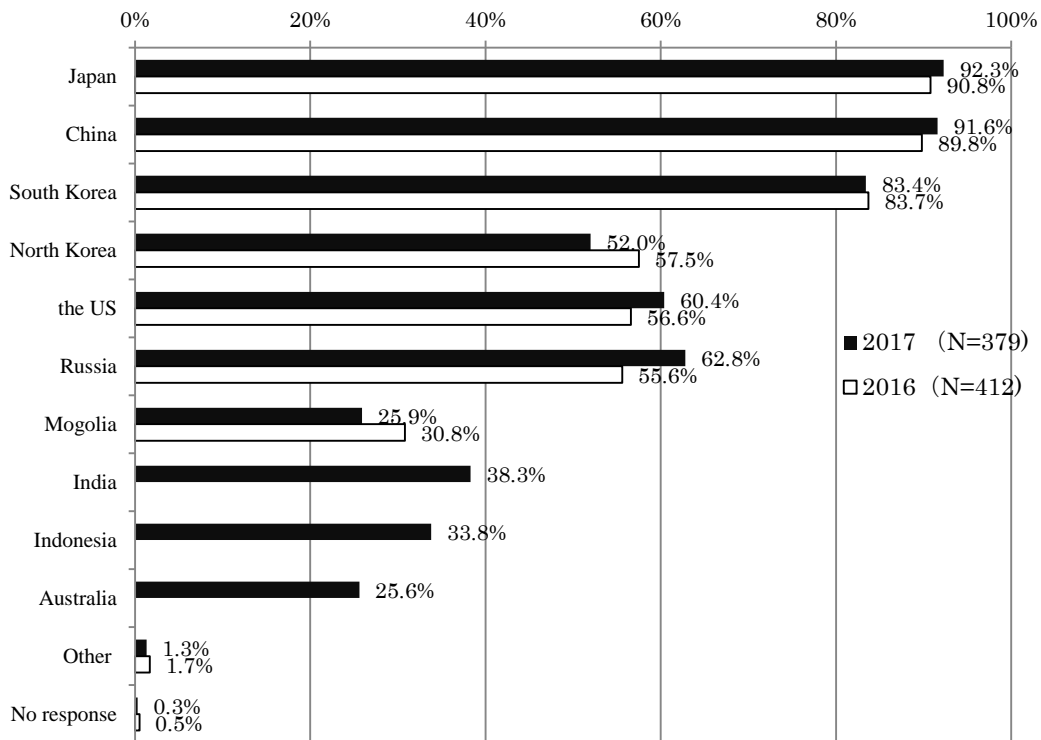
In terms of nations that would participate in this multilateral framework, over 80% of the Japanese feel that Japan, China and South Korea should participate. Among the Chinese, Japan, Russia, the US, and South Korea all comprised 40-45% of responses in addition to their own country of China, showing that many Chinese view this multilateral framework as a “six-party talk.”

【Need for a Multilateral Framework for Security in Northeast Asia】

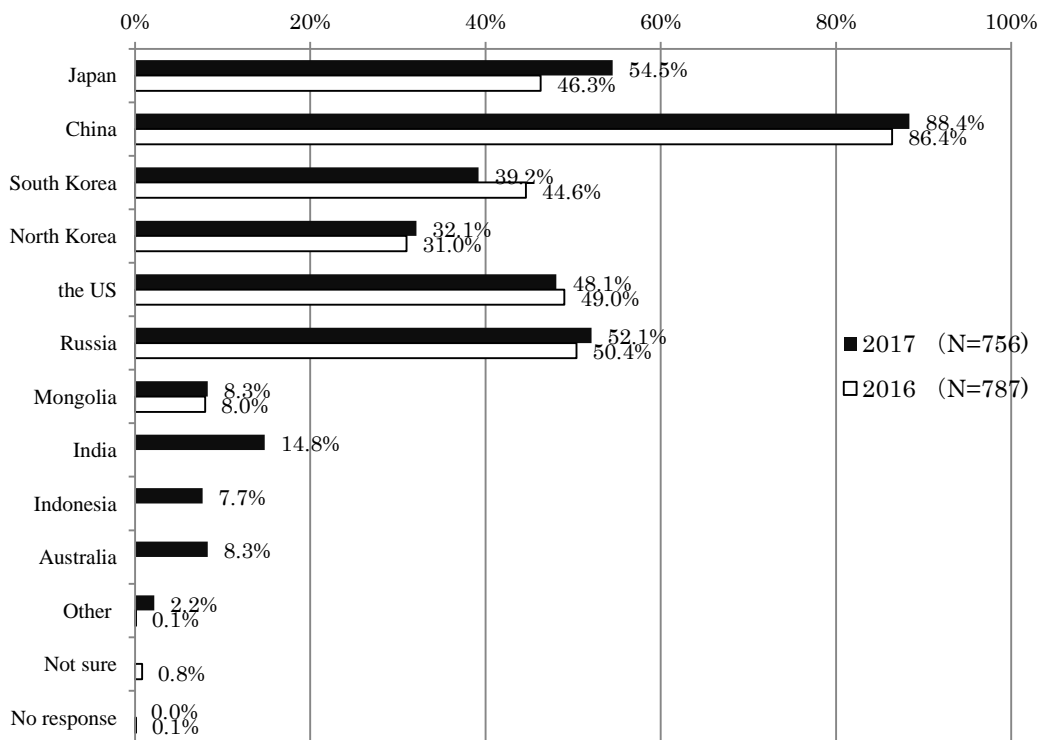


【Nations that Should Participate in the Multilateral Framework for Security in Northeast Asia】

【Japanese public opinion】



【Chinese public opinion】



9. Economic Relations Between Japan and China

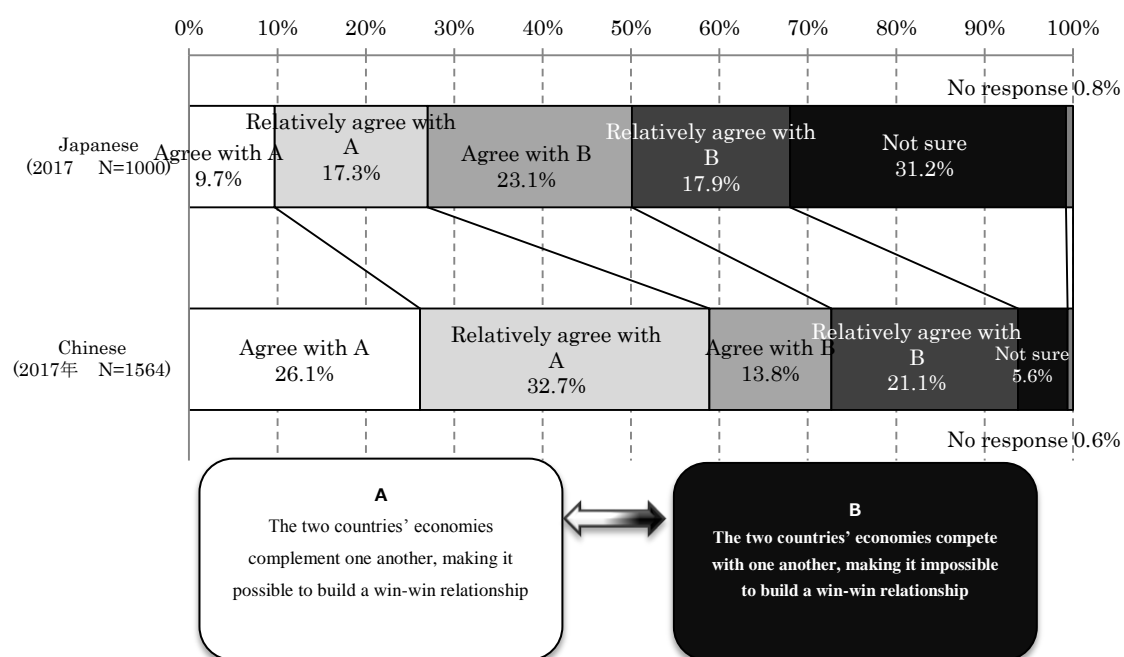
Economic Relations Between Japan and China

Like last year, the majority of the Japanese this year felt that it is difficult to establish a win-win relationship in terms of economic relations with China. On the other hand, nearly 60% of the Chinese feel that a win-win relationship with Japan is possible.

In terms of the future of the currently cold economic/ trade relations between Japan and China, a mere 10% of the Japanese believe that it “will improve.” Among the Chinese, 36.7% (as compared to 30.6% last year) responded that it “will improve” showing a rise from last year. However, the most popular response remained that it “will not change in the future,” at 38.3% (compared to last year’s 29.4%). Thus, even among the Chinese, there is no sense of certainty that relations will change for the better.

As for what is necessary in order to further economic ties between Japan and China, the majority of both countries’ people answered “improvement in relations between the two countries’ governments,” followed by “stability in laws and regulations.” In terms of opinions on Japan’s cooperation with China’s economic plans, such as the One Belt, One Road initiative and AIIB, over 60% of the Japanese responded “not sure,” while 60% of the Chinese responded “should cooperate.”

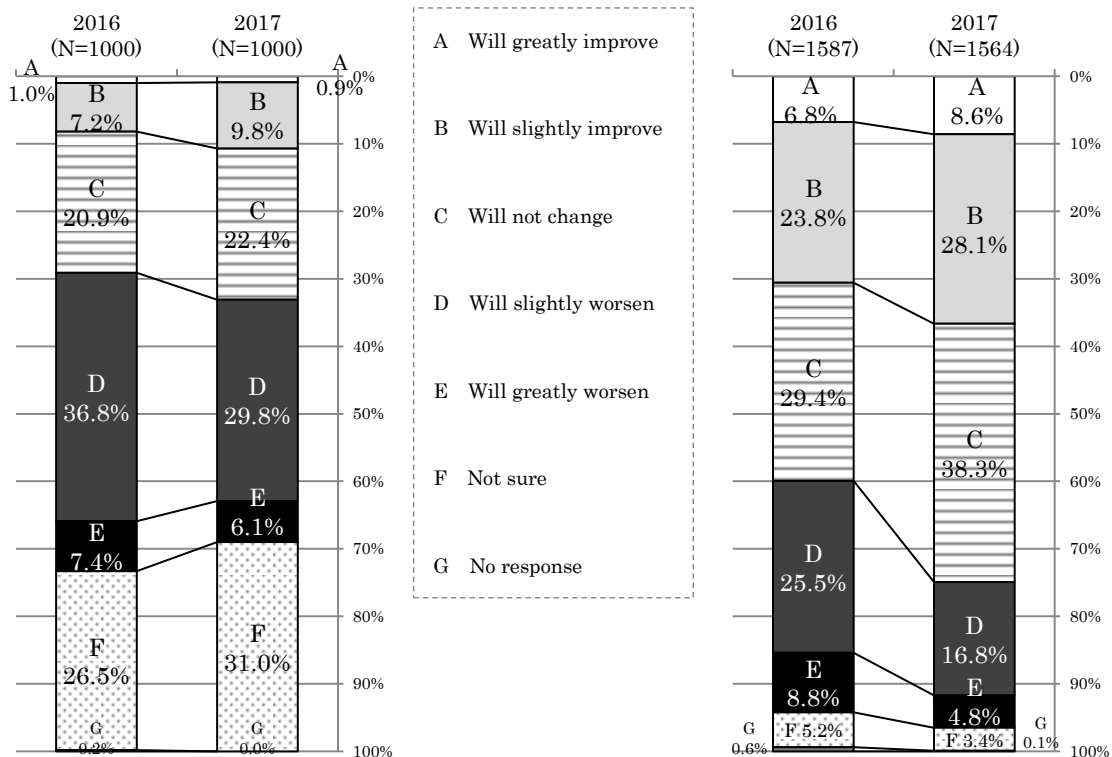
【Economic Relations Between Japan and China】



【The Future of Economic Relations Between Japan and China】

【Japanese public opinion】

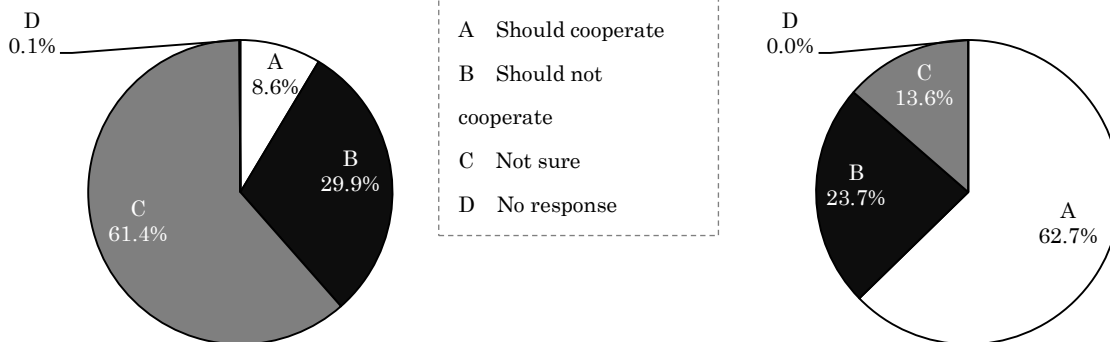
【Chinese public opinion】



【Should Japan Cooperate with China's Economic Plans?】

【Japanese public opinion N=1000】

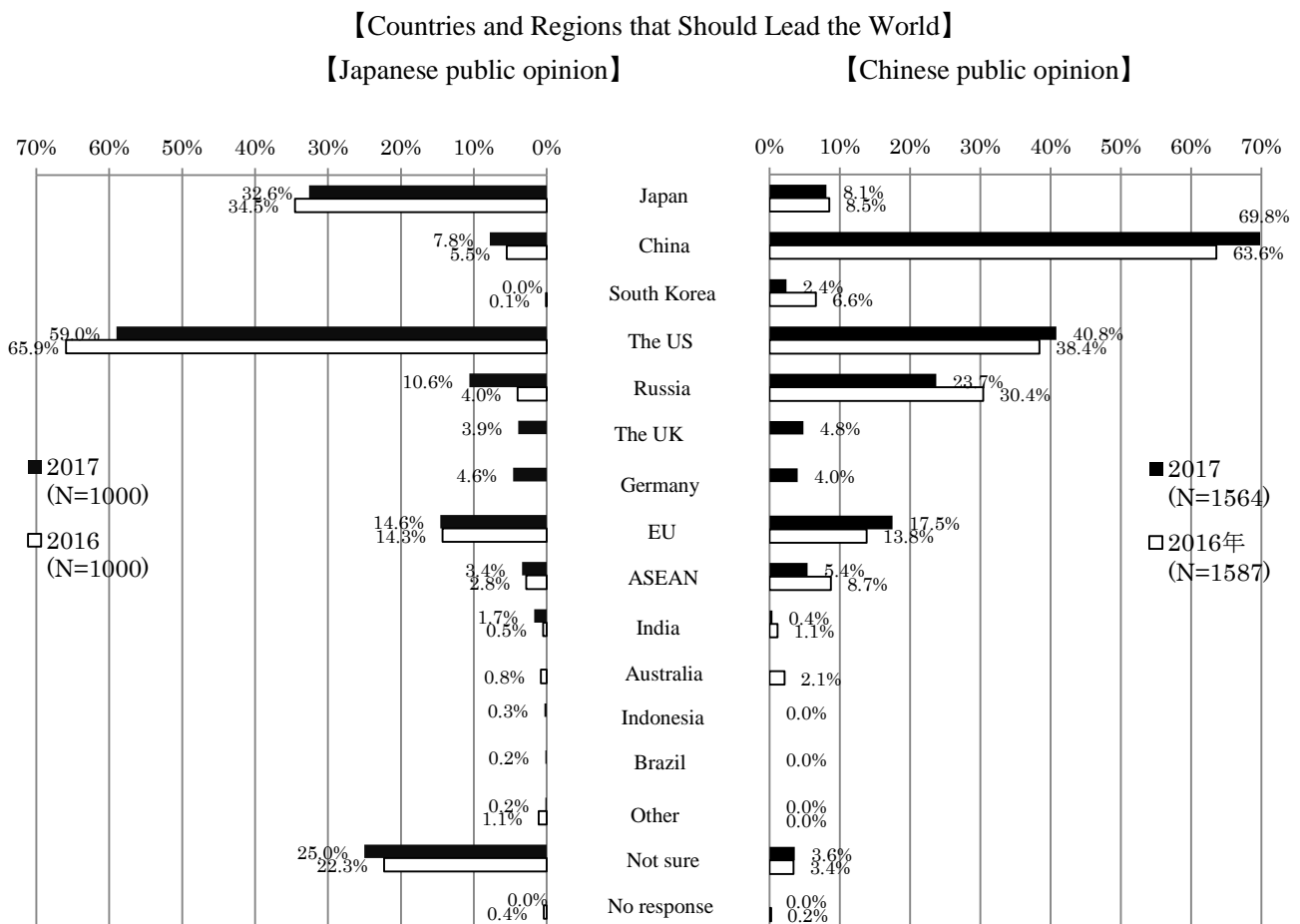
【Chinese public opinion N=1564】



10. Countries and Regions that Should Lead the World and Opinions on Globalization

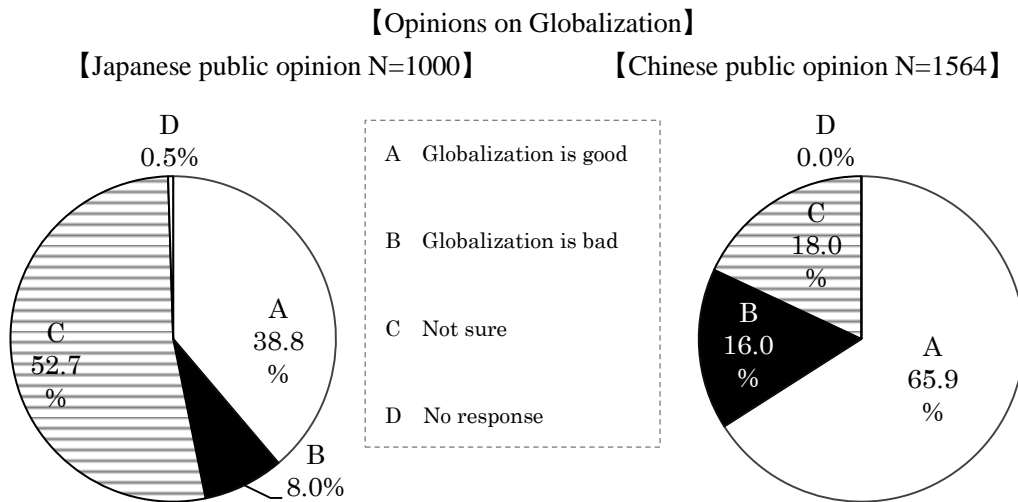
Countries and Regions that Should Lead the World

Approximately 60% of the Japanese still believe that the “US” should continue as the world’s leader, but this percentage has dropped from last year. On the other hand, approximately 70% of the Chinese believe that “China” should lead the world, followed by the “US” and “Russia.”



Opinions on Globalization

In terms of whether globalization is good or bad, over half of the Japanese could not decide, while over 60% of the Chinese believe that it is a good thing.

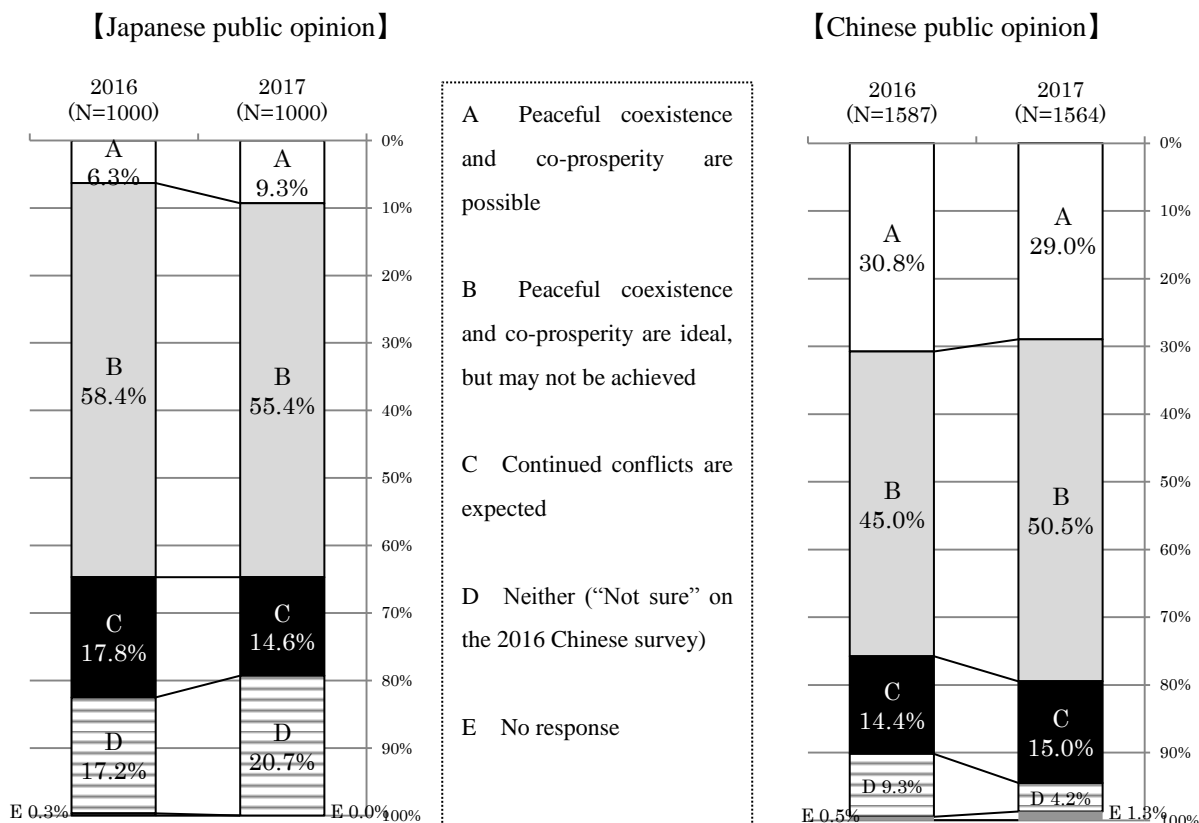


11. Coexistence, Co-prosperity and Cooperating Relationship

Can Japan and China Coexist and Co-prosper?

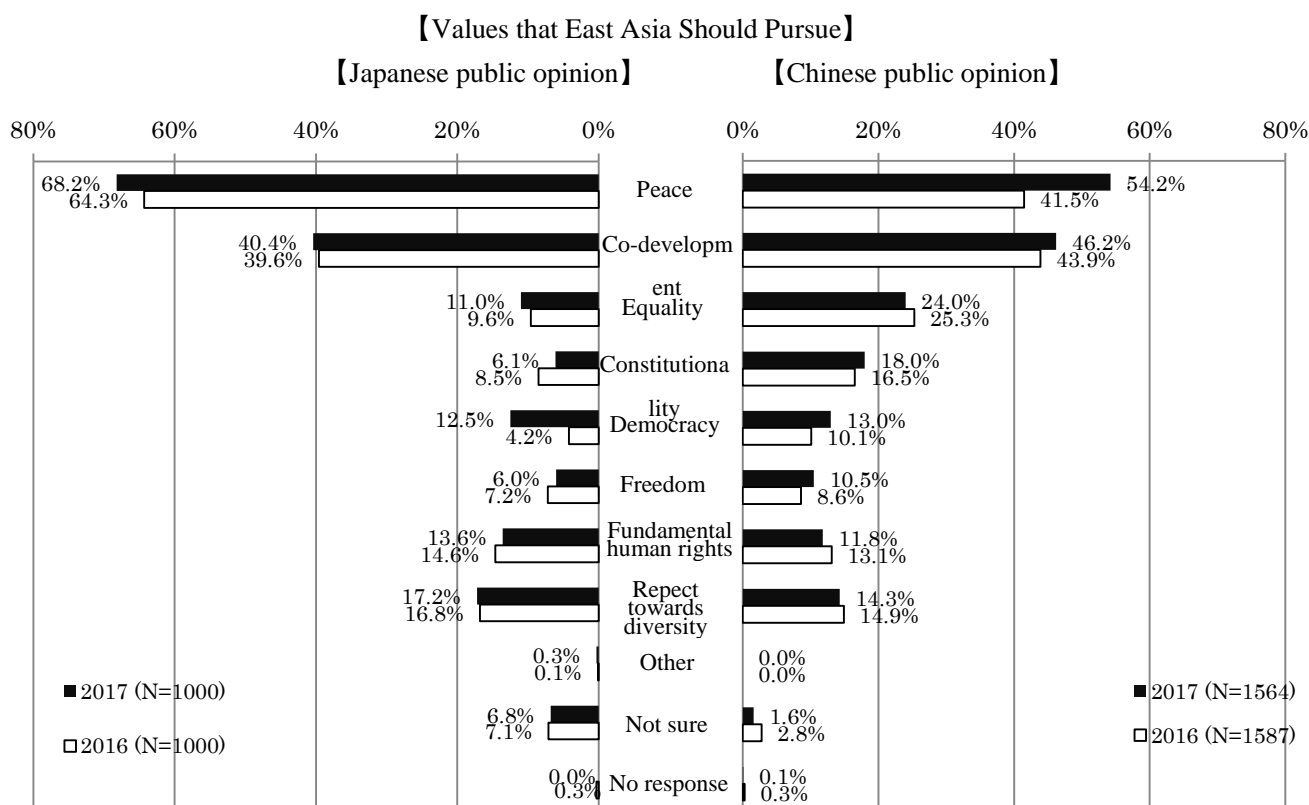
Half of both the Japanese and Chinese feel that “peaceful coexistence and co-prosperity are ideal, but may not be achieved.” However, among the Chinese, nearly 30% feel that “peaceful coexistence and co-prosperity are possible.”

【Possibility of Coexistence and Co-prosperity】



Most Important Values that East Asia Should Pursue

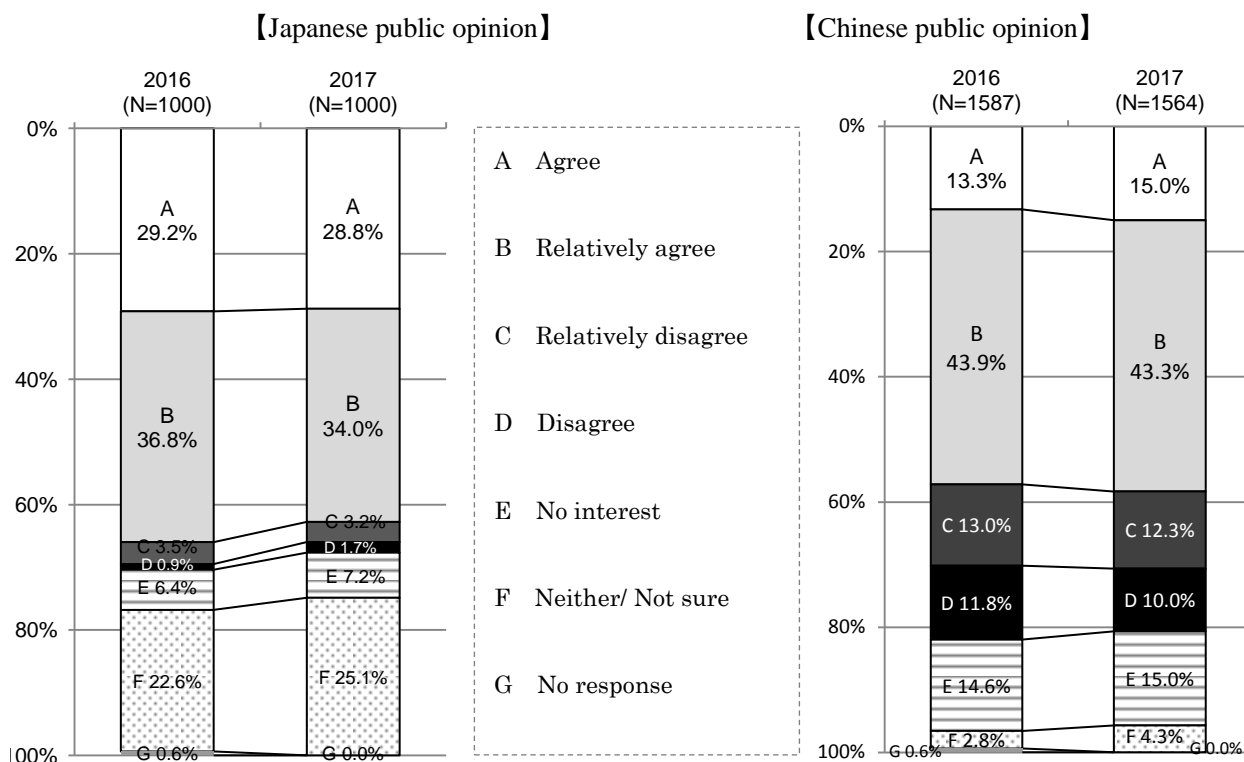
Nearly 70% of the Japanese feel that “peace” is the most important value that East Asia should pursue, while 40% see “co-development” as the most important. Among the Chinese, over 50% responded “peace” and over 40% responded “co-development.” The two countries were thus in agreement that these two values are of the highest importance.



Strengthening Cooperative Relationship to Resolve Japan-China Issues and Issues in Asia

Approximately 60% of both countries' peoples "agree" that cooperation between Japan and China should be strengthened as a means towards resolving bilateral issues and issues within Asia as a whole. As for fields of cooperation, over 70% of the Japanese responded "North Korea's nuclear issue," while 60% responded "environmental issues." The most popular response among the Chinese was "North Korea's nuclear issue" at 40%, showing an agreement between the two countries.

【Should Japan-China Cooperation be Strengthened in Order to Resolve Bilateral Issues and Issues Within Asia?】

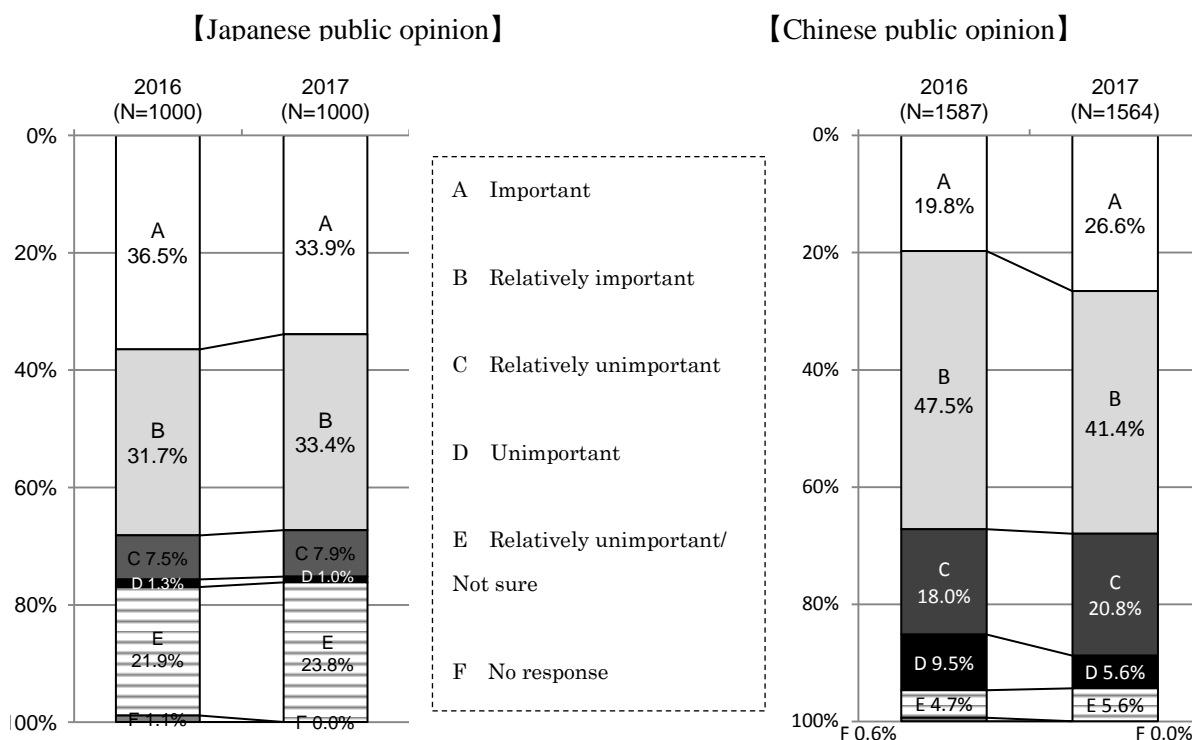


Should Japan and China Cooperate in Order to Resolve Global Issues?

Nearly 70% of both the Japanese and Chinese feel that it is “important” for Japan and China to cooperate towards resolving global issues. Among the Chinese, however, the response that it is “not important” was also selected by 26.4% of respondents.

In terms of global issues that the countries should cooperate to resolve, the majority of the Japanese responded “international counterterrorism measures,” “nuclear disarmament and prevention of nuclear proliferation,” and “promotion of measures on global environmental issues and climate change.” On the other hand, the most popular responses among the Chinese were “maintaining global peace, including in the Middle East and North Africa,” “international counterterrorism measures,” “nuclear disarmament and prevention of nuclear proliferation,” and “developing global infrastructure and economic cooperation with developing countries.”

【Japan-China Cooperation on Global Issues】



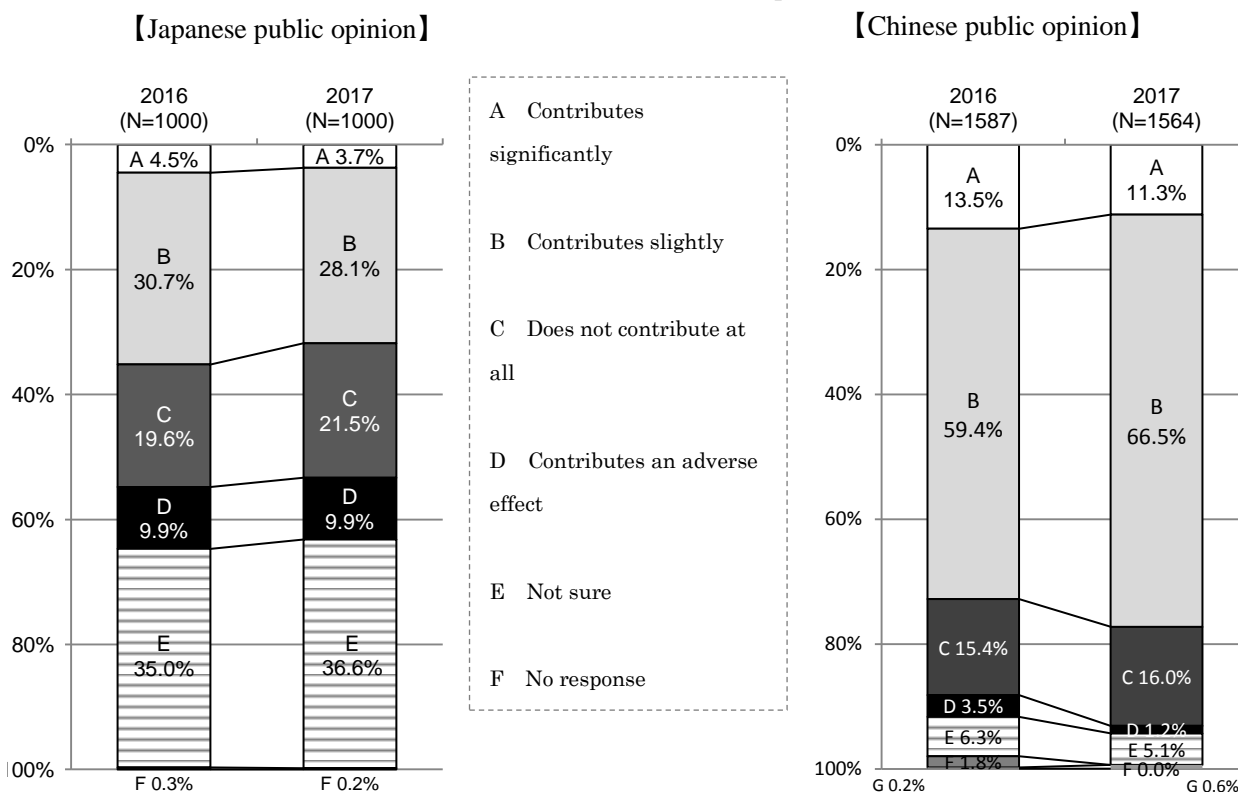
12. Evaluation of Media Reports and the Internet

Influence of Media on Japan-China Relations

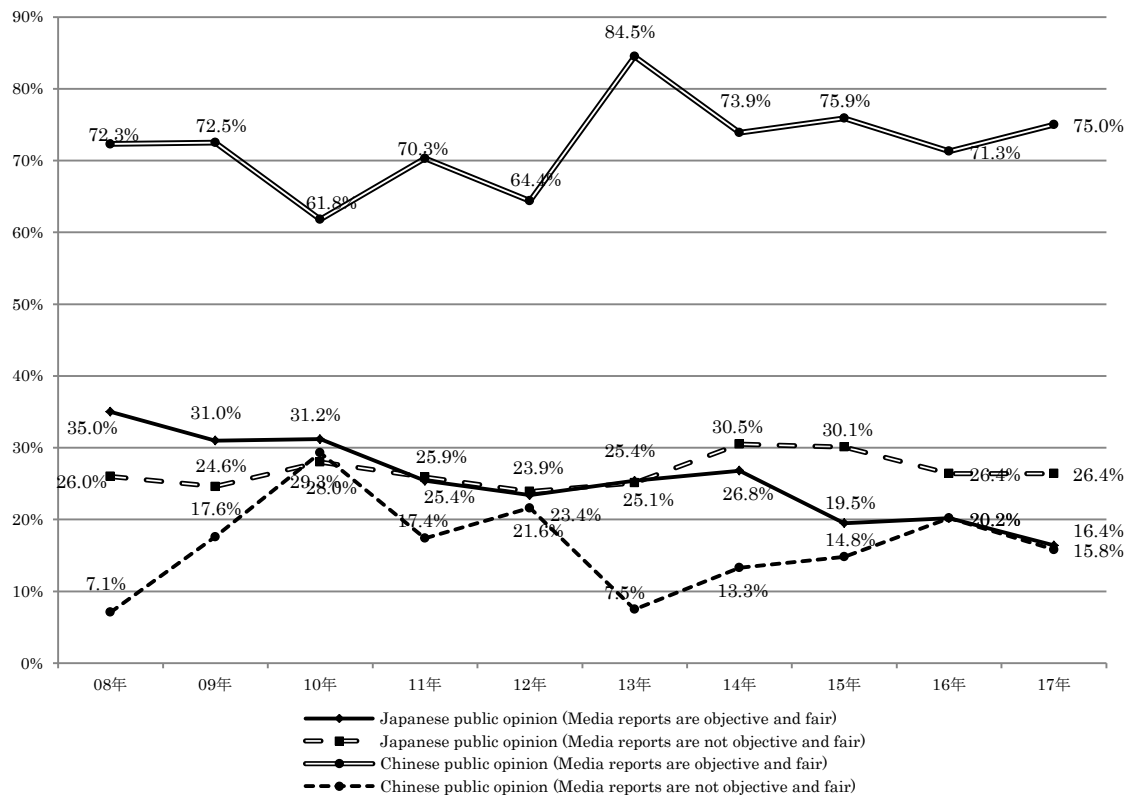
In terms of whether the media contributes to improving Japan-China relations and promoting mutual understanding between the two countries' peoples, nearly 80% of the Chinese believe that it "contributes significantly." On the other hand, a mere 30% of the Japanese see the media as contributory.

At the same time, over 70% of the Chinese feel that domestic media is "objective and fair" in regards to reports on Japan-China relations. Only 20% of the Japanese, on the other hand, feel that domestic media reports on Japan-China relations are "objective and fair."

【Does the Media Contribute to Japan-China Relations】



【Are Domestic Media Reports Objective and Fair?】



13. Background to Mutual Understanding

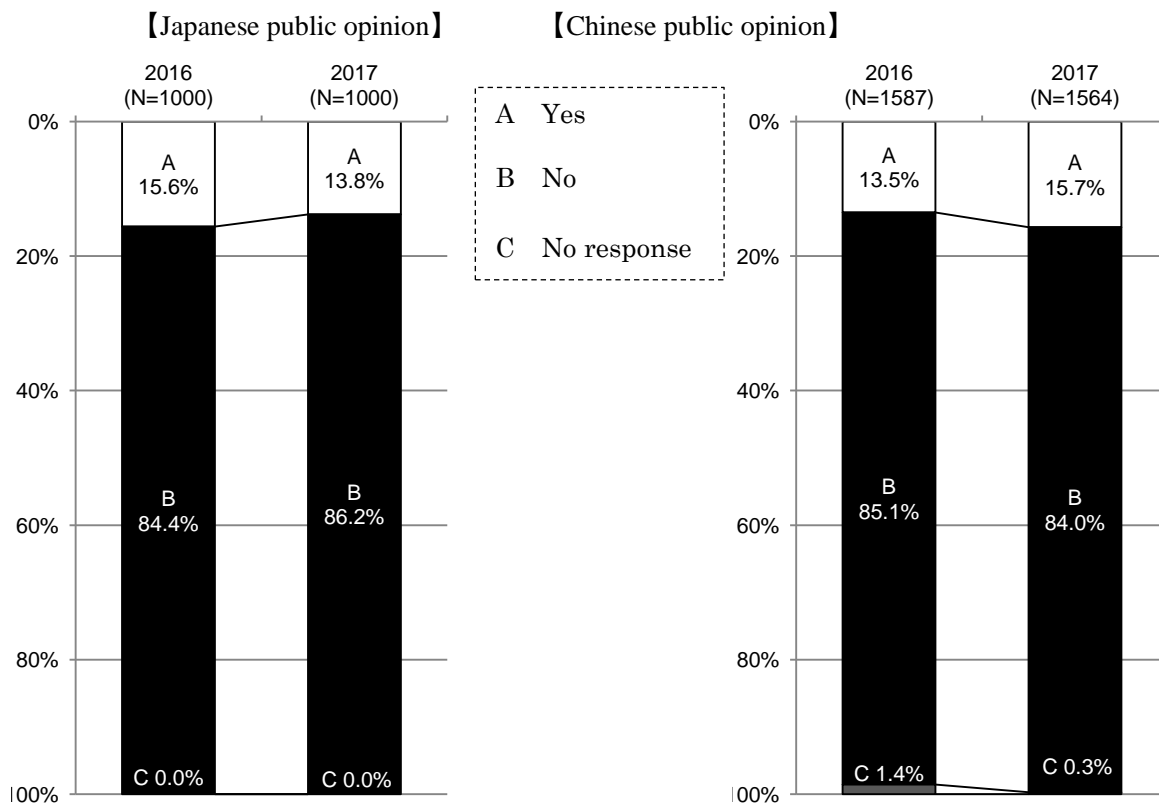
Degree of Interaction Among the People

Among the Japanese, responses showed no large change from last year: 13.8% responded that they have visited China and approximately 20% replied that they have close friends or acquaintances from China who they can talk to.

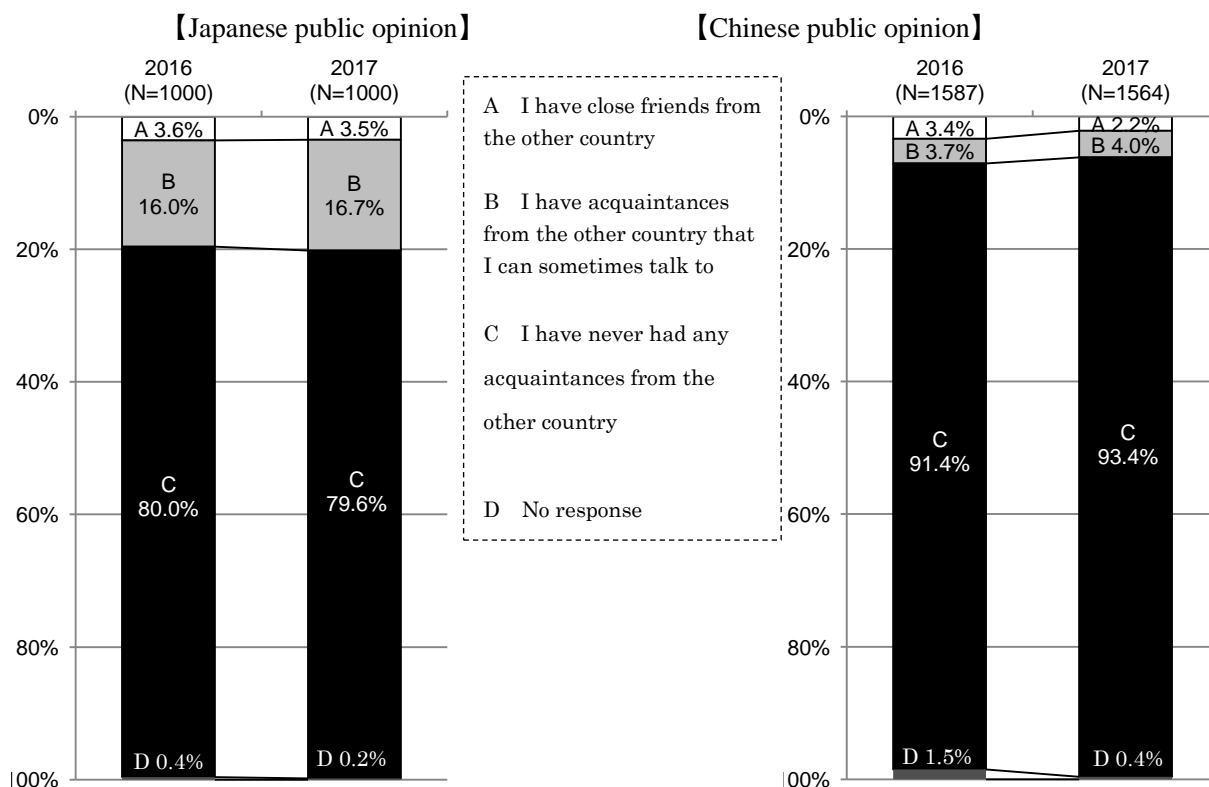
On the other hand, the percentage of Chinese who have visited Japan largely increased from last year to 15.7%. The ratio of Chinese who have traveled to Japan is increasing, and it was the first time since the survey began 13 years ago that the ratio of Chinese who have traveled to Japan surpassed that of the Japanese who have traveled to China. The percentage of Chinese who have close friends or acquaintances from Japan who they talk to still remains under 10%. An overwhelming number of Japanese obtain their information on China from Japanese news media and, like last year, television was an especially prominent source. However, there has also been an increase in Japanese respondents who obtain information via “Japanese TV shows, informational programs and movies,” “information from/conversations with family and friends, acquaintances, the internet, and social media,” and “Japanese books.”

Compared to the Japanese, the Chinese obtain their information from various sources that have changed over the years. While over 80% replied that they obtain their information from domestic news media, over 60% also responded that they obtain information from “Chinese TV shows, informational programs and movies” and 30% from “Chinese books (including textbooks).” At the same time, while television sources (58.1%) comprised the majority in terms of domestic news media sources, it was not an excessively prominent result as with the Japanese, and a large percentage (30.7%) also obtained information from internet news sources on their cell phones.

【Have You Ever Visited the Other Country?】



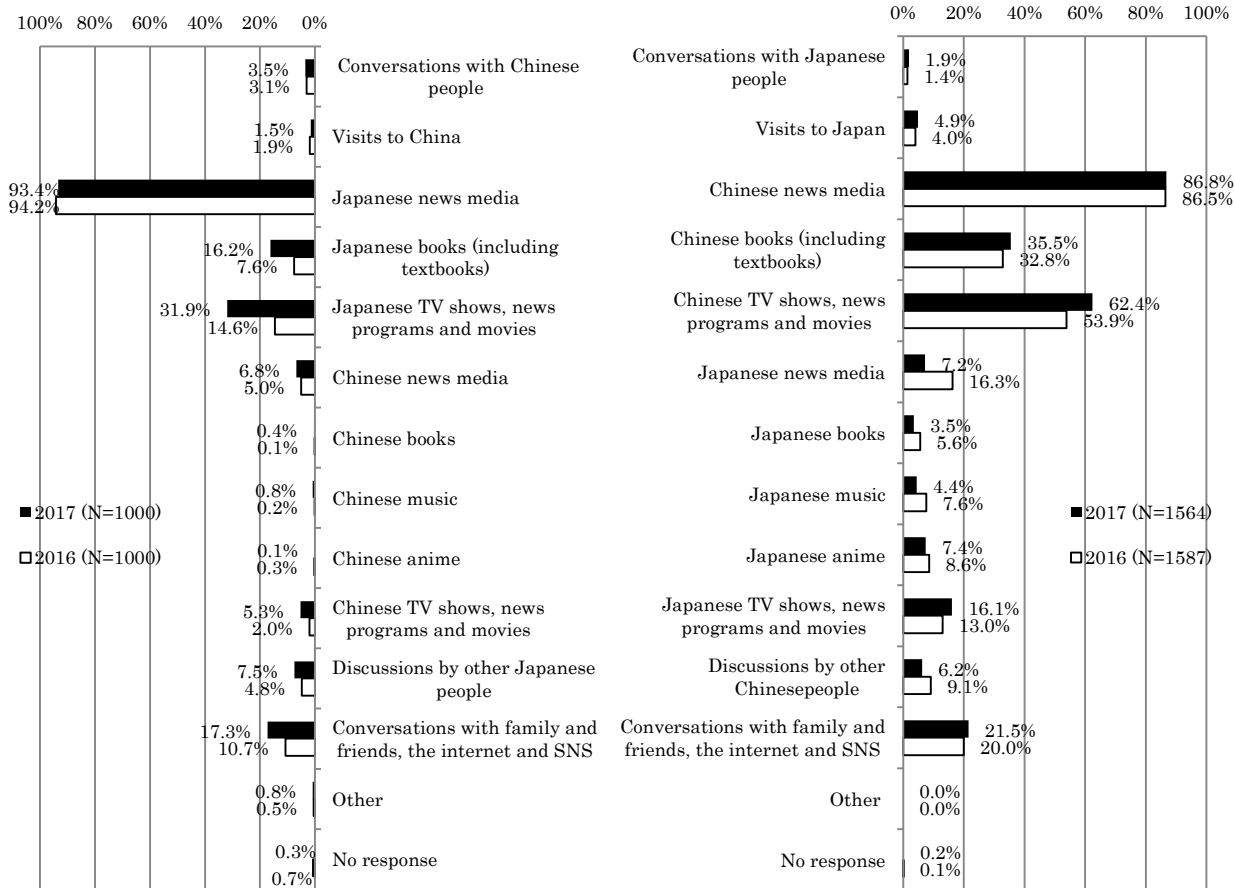
【Friends/Acquaintances from the Other Country】



【Sources of Information on the Other Country and Japan-China Relations】

【Japanese public opinion】

【Chinese public opinion】



< Please send all inquiries about this survey to the address below >

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