

**The 12<sup>th</sup> Japan-China Joint Opinion Poll**  
**Analysis Report on the Comparative Data (2016)**



**The Genron NPO**

In Cooperation With:

Japan: Public Opinion Research Institute Corporation

China: Horizon Research Consultation Group

**September, 2016**

## < Survey Overview >

The Genron NPO and China International Publishing Group conducted joint opinion polls targeting the citizens of Japan and China between August and September 2016. This is the 12th annual opinion poll and it has been jointly conducted since 2005 when Japan-China relations were in the worst state. The objective of the survey is to continuously monitor the state of mutual understanding and perceptions of the Japanese and Chinese public toward each other, and the changes in them overtime.

The opinion poll in Japan was conducted from August 20<sup>th</sup> till September 4<sup>th</sup>, under the placement (self-administered) method, targeting men and women at the age of 18 and above (excluding high school students). The total number of valid responses obtained was 1,000. The highest levels of educational attainment of the respondents were as follows: junior high school diploma or below 8.2%, high school diploma 47.3%, junior college/technical college diploma 18.2%, bachelor's degree 23.7% and master's degree 1.3%.

The opinion poll in China was conducted from August 13<sup>th</sup> till August 24<sup>th</sup>, targeting men and women at the age of 18 and above in 10 cities: Beijing, Shanghai, Guangzhou, Chengdu, Shenyang, Wuhan, Nanjing, Xian, Qingdao and Zhengzhou. The number of total valid responses obtained was 1,587. The highest levels of educational attainment of the respondents were as follows: junior high school diploma or below 10.2%, high school/technical high school/technical college diploma 34.9%, bachelor's degree 24.0%, double degree 0.2% and master's degree 0.5%.

The Genron NPO and China International Publishing Group also conducted separate opinion polls targeting experts in both countries. The questionnaire given to them was the same as that of public opinion poll targeting general public. The Japanese questionnaire was sent to approximately 2,000 people who have taken a part in discussion events or surveys organized by The Genron NPO. Among them were business leaders, academics, journalists and government officials in Japan. Valid responses obtained were 477. The highest levels of educational attainment of the respondents were as follows: bachelor's degree 65.0% and master's degree 25.4%.

The expert survey in China was based on a sample list generated from the Horizon Research Consultation Group's database of 45,000 people, including business leaders, government officials, journalists, experts and public organization officials. The poll was conducted over the phone between August 13<sup>th</sup> and August 24<sup>th</sup>. Valid responses obtained were 612 out of 5400 people. These samples were analyzed as views of the experts in China. The highest levels of educational attainment of the respondents were as follows: junior/technical college diploma 8.5% bachelor's degree 37.7% double degree 1.1% master's degree 28.6% and PhD holder 18.0%.

The purpose of separate opinion polls targeting experts is for the Japanese and Chinese public to form their perception of the other country not only by their own country's media or Internet sites but also by the voice of experts who also gain information through visiting the other country or friends and acquaintances from there.

# 1 . Impression of the Other Country

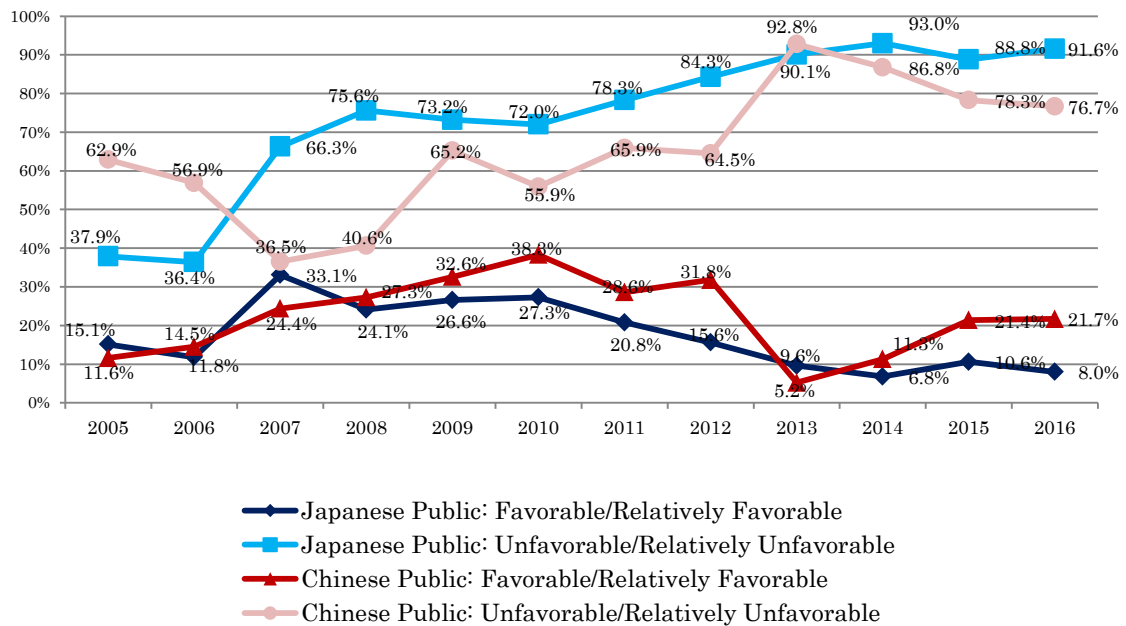
## ■ Impression of the Other Country

The impression of China took a turn for the worse again for the Japanese, while the impression of Japan slightly improved for the Chinese this year.

More than 90% (91.6% precisely) of the Japanese respondents this year had “Unfavorable” impression of China (including those who answered “Relatively unfavorable,” same definition applies below). The impression of China improved back in 2015 with the percentage going down to 88.8% from 93.0% of 2014, which was the worst record in 12 years history of this survey. However, this year the result showed the impression of China again worsened.

On the other hand, the impression of Japan has steadily improved for 4 years in a row among the Chinese after the percentage of those who had “Unfavorable” impression of Japan was at the highest 2013 with 92.8%. 76.7% of the Chinese this year had “Unfavorable” impression of Japan, which was slightly less than the result of 78.3% the year before.

【Impression of the Other Country】

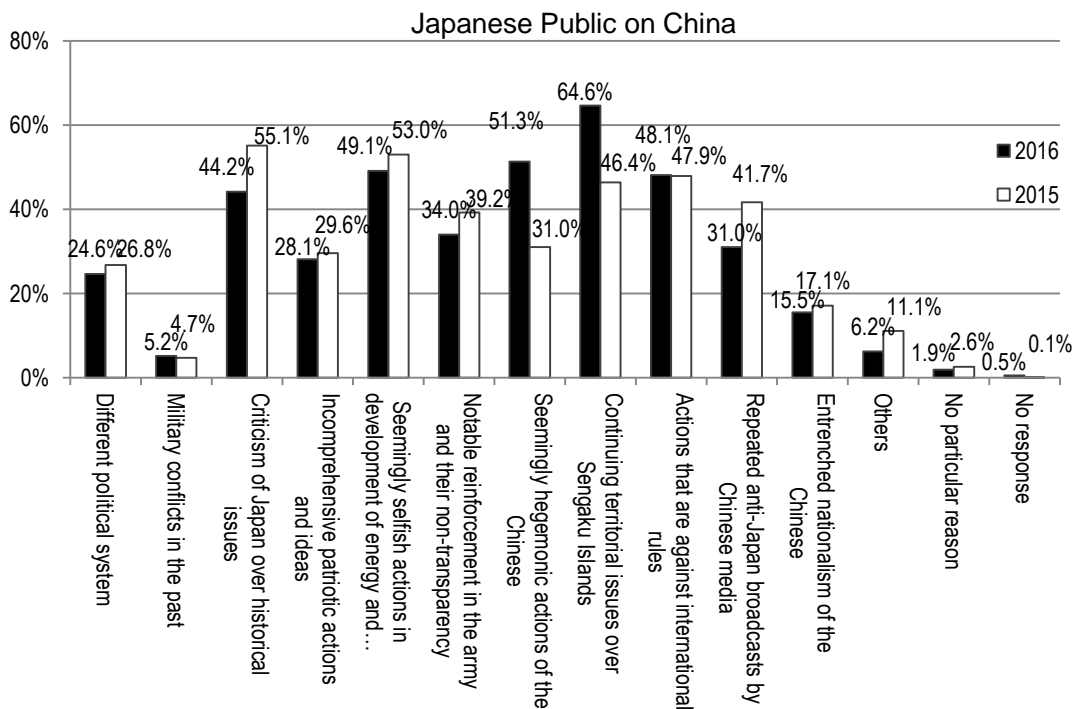


## Reason behind the Impression of the Other Country

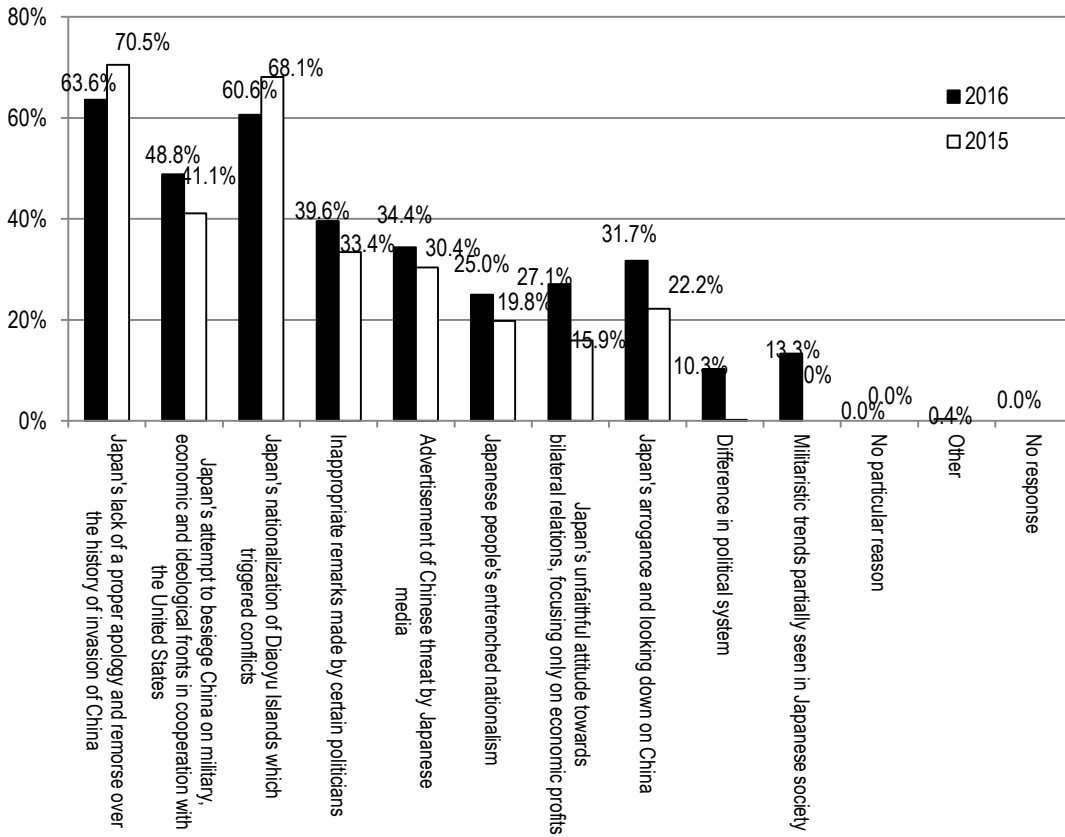
“Intrusions of of Chinese vessels into Senkaku islands area” and “Coercive actions” are major reasons why the Japanese have unfavorable impression of China. Meanwhile, many Chinese respondents chose “Lack of proper apology and remorse over the historical events” and “Nationalization of Senkaku islands” as the causes of unfavorable impression of Japan. In addition, almost one in two of the Chinese respondents (48.8% of them to be exact) consider “Japan’s attempt to besiege China on military, economy and ideological fronts in cooperation with the United States” as the reason why they have bad impression of Japan. This perception among the Chinese is on the rise.

As far as the reason behind the favorable impression of China, 46.3% of the Japanese respondents chose “Because the Chinese are more familiar now through interacting with them, especially with those who are studying in Japan.” The percentage went up by more than 12% compared to the result last year. It shows that interaction among the people improves the impression of the country. On the other hand, in addition to “Characteristics of the Japanese,” more than half of the Chinese respondents chose “Nature and attractive sightseeing spots” as the reason behind the favorable impression of Japan, which greatly increased since last year.

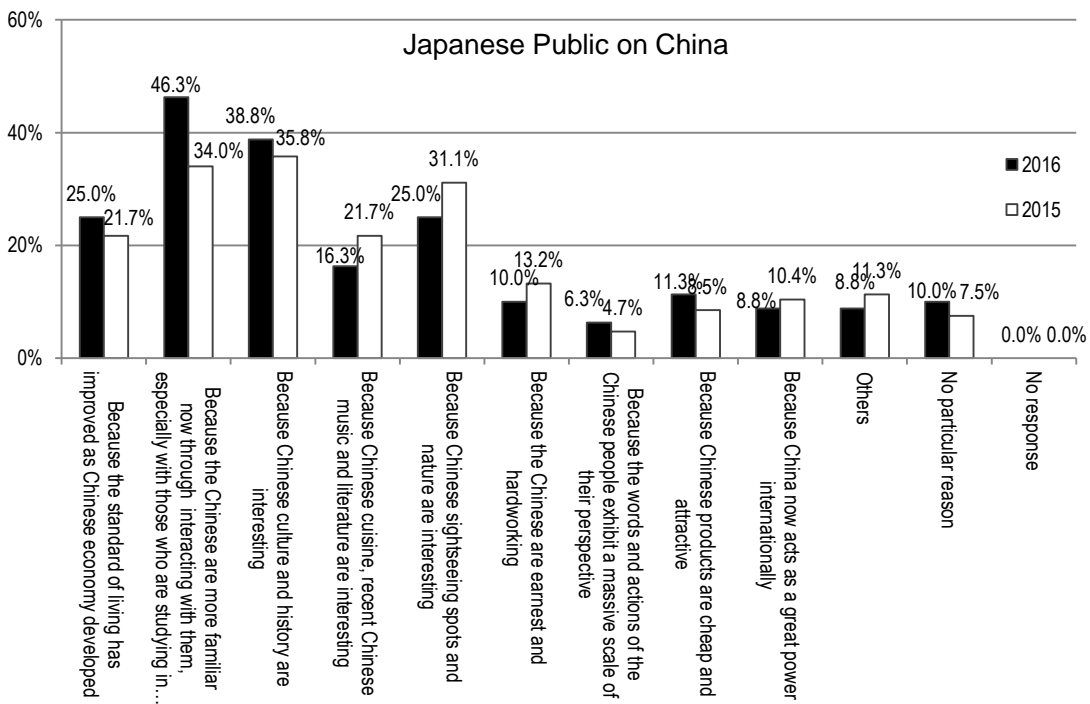
【Reason behind Unfavorable Impression】



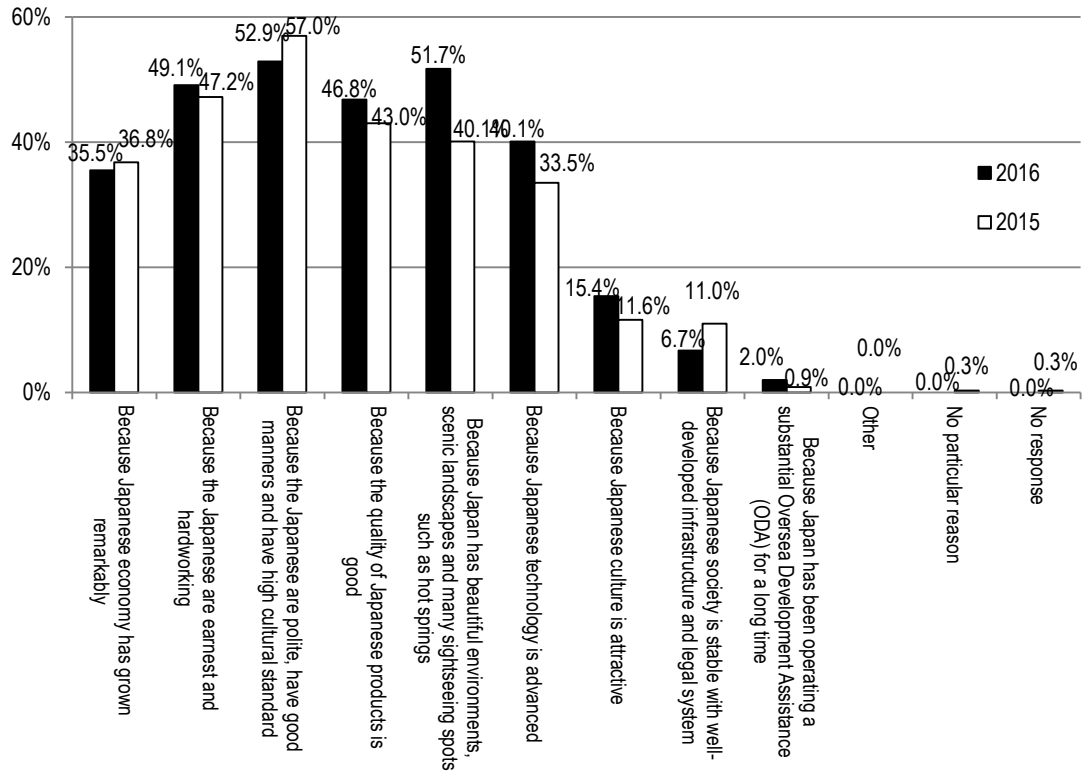
### Chinese Public on Japan



### 【Reason behind Favorable Impression】



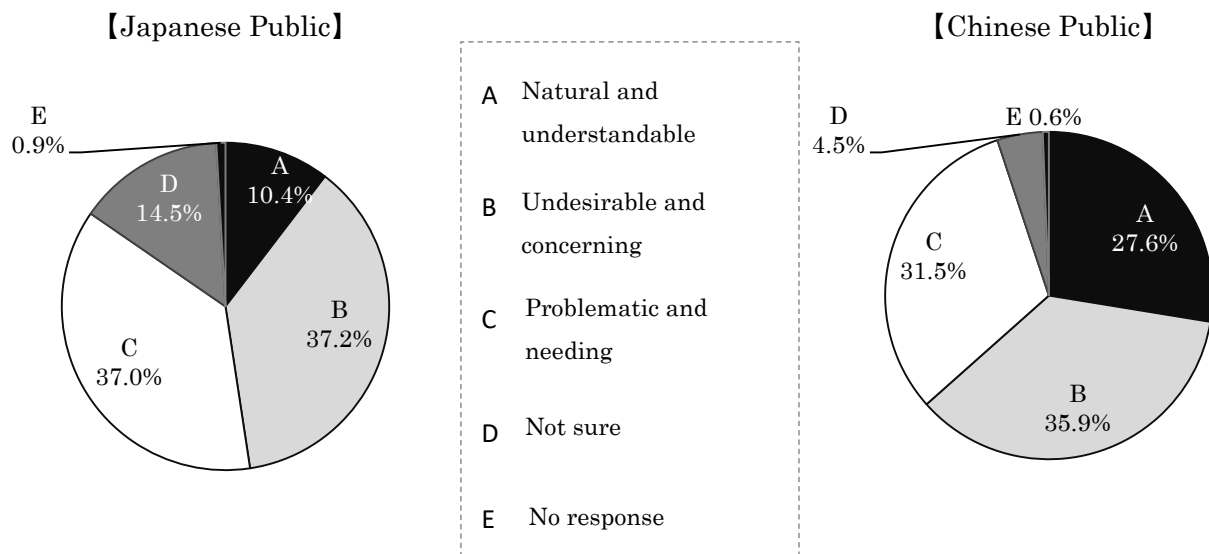
### 【Chinese Public on Japan】



## ■ The Recognition of the Current State of National Sentiment towards Each Other

As is the case with the result of last year, over 70% of both Japanese and Chinese respondents show concerns in worsening national sentiment towards the other country. However, the number of both the Japanese and Chinese who consider it to be “Problematic and needing improvement” is decreasing.

### 【Perception of Current State of National Sentiment】

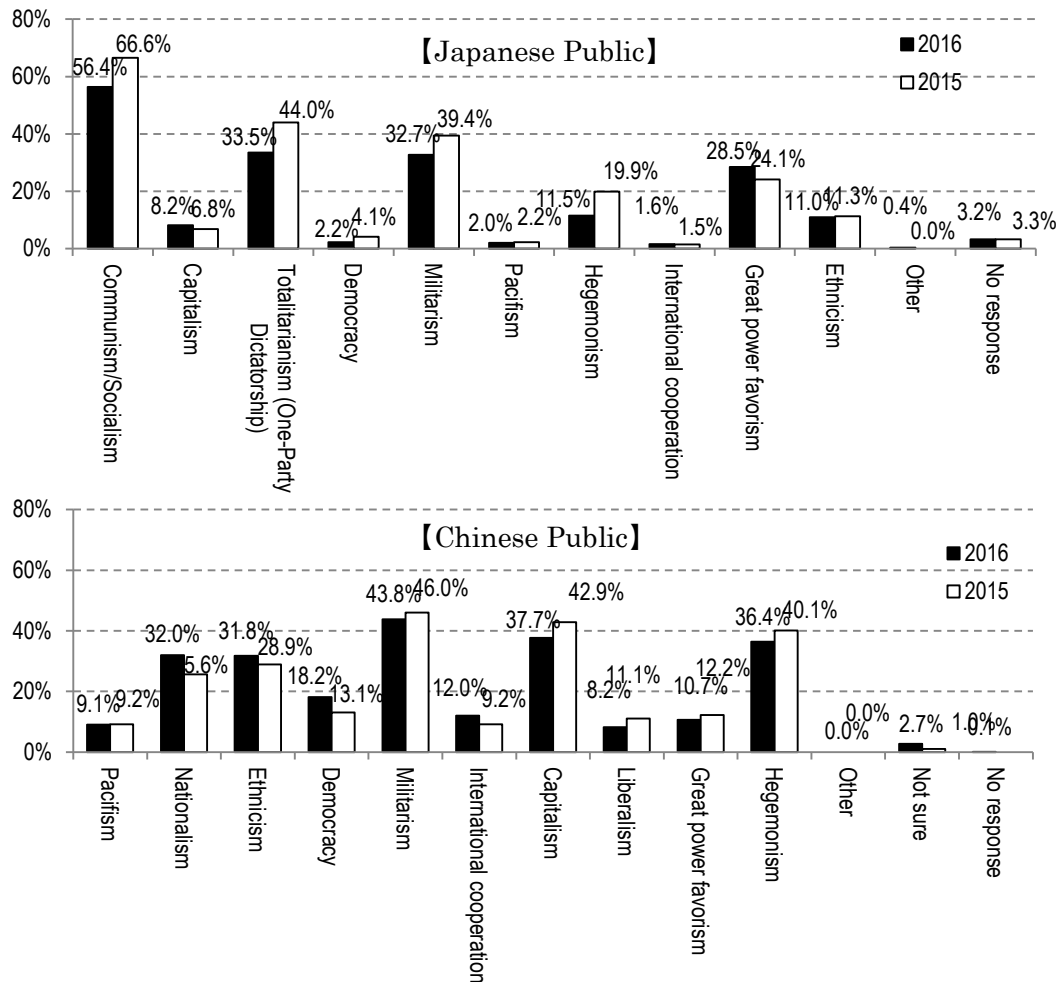


## 2. Basic Understanding of the Other Country

### ■ Perception of Social/Political Systems of the Other Country

Many Japanese people still view China as socialist/communist country with the result of 56.4%. The percentage of those who consider China as such country, however, decreased by more than 10% compared to previous year, making it the lowest record in the past 12 years of survey. Instead, more of them view China as a great power favorable country. Chinese people, on the other hand, continue to view Japan as a militaristic country the most.

【Perception of Social/Political Systems of the Other Country】

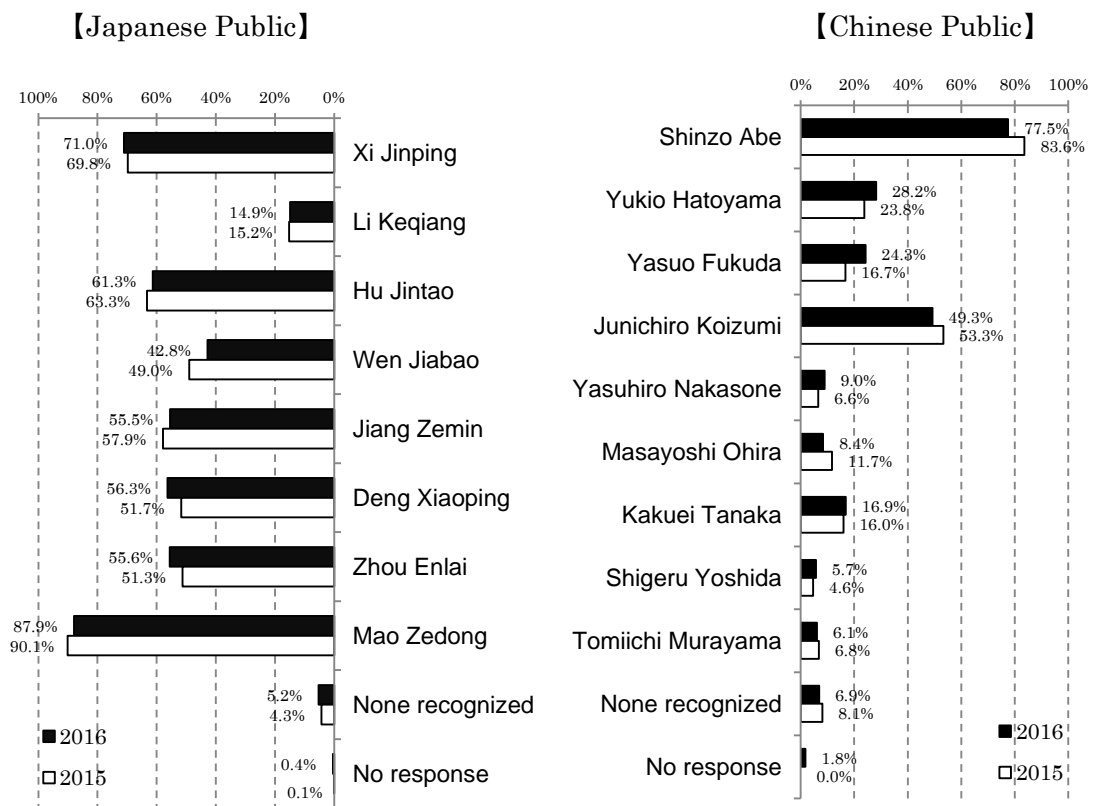




## ■ Name Recognition of the Other Country's Politicians

The most well-known Chinese politician among the Japanese continues to be Mao Zedong. Over 70% of them know Xi Jinping, however, only 14.9% know Li Keqiang. Nearly 80% of the Chinese know Shinzo Abe. Yukio Hatoyama and Yasuo Fukuda are gaining more recognition.

【Do you Know These Politicians from the Other Country?】



### 3 . Current Status of Japan-China Relations and Their Future

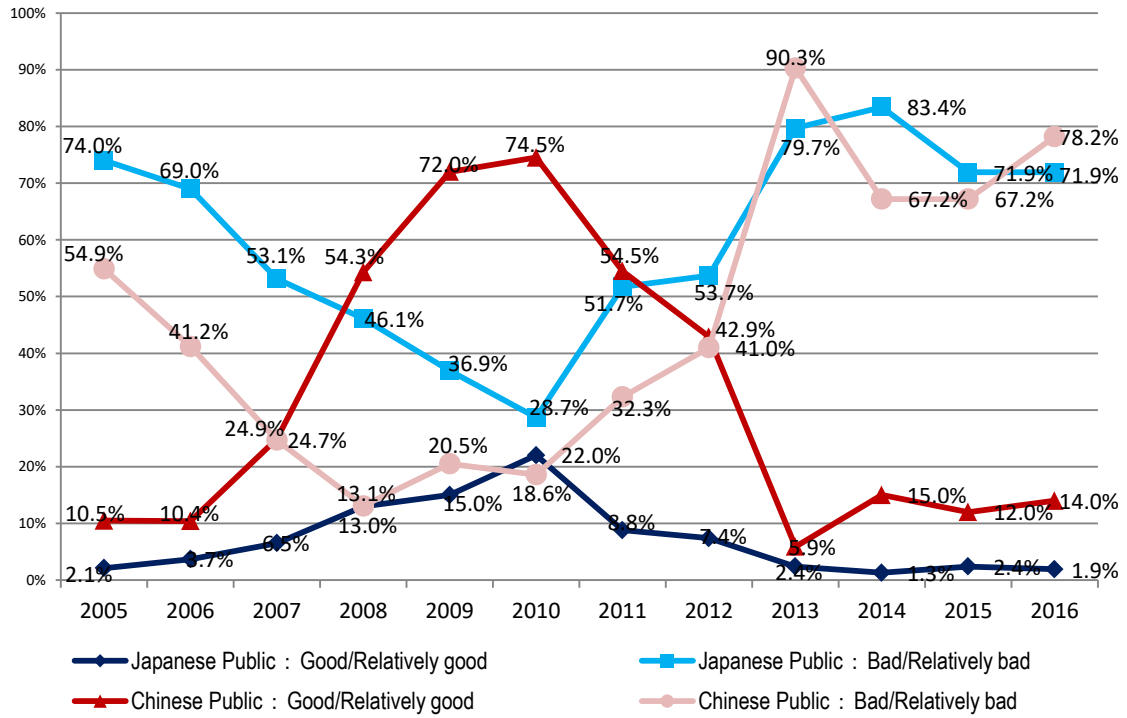
#### ■Japan-China Relations—Now and Future

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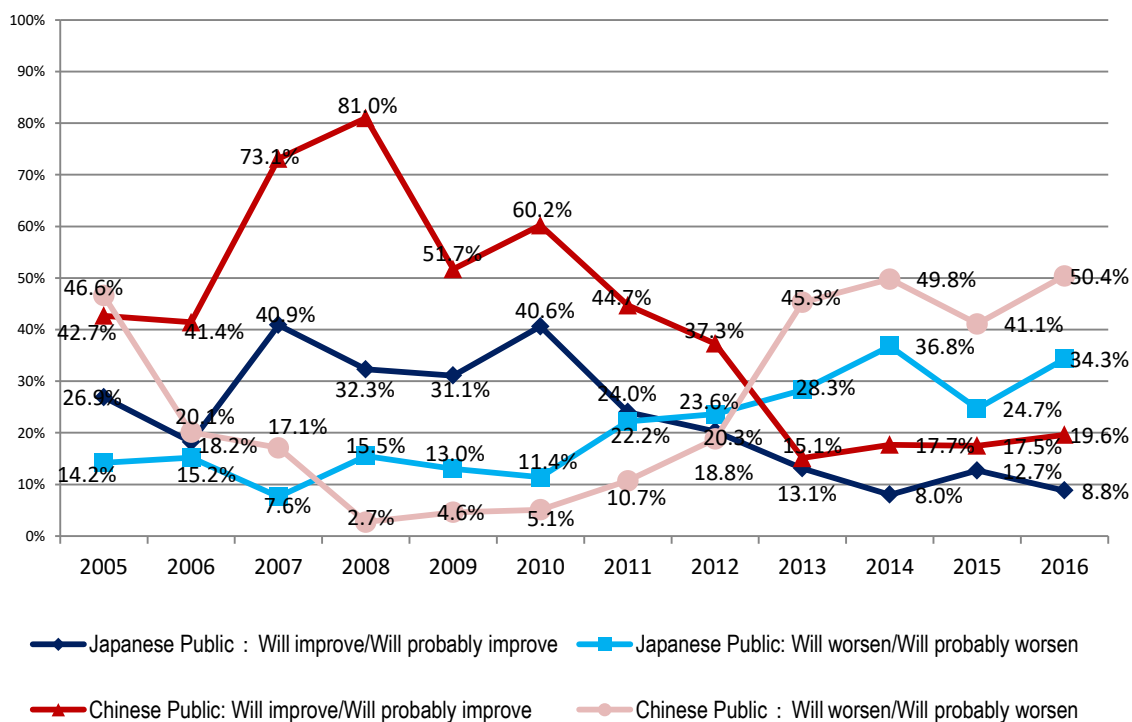
Over 70% of the Japanese continue to believe that Japan-China Relations are currently in a bad place. Nearly 80% (78.2% precisely, 11% more than last year) of the Chinese also consider the current Japan-China relations to be bad. Through the past 12 years of survey, the percentage of the Chinese who considered Japan-China relations to be bad was at the highest in 2013. The impression of Japan-China relations has steadily improved since the year after, however, it took a turn for the worse this year. Even for the Japanese, the impression of Japan-China relations worsened again this year, despite the improvement seen in 2015 after the worst record in 2014. 44.8% of the Japanese and 66.8% of the Chinese agree that the bilateral relationship has worsened since last year.

As far as the outlook on the future of Japan-China relations is concerned, 34.3% of the Japanese (nearly 10% more than the last year) and 50.4% of the Chinese (9% more than the last year) consider that it will get even worse. This shows that both the Japanese and Chinese are not certain if the relationship will improve in the future.

【Perception of Current Japan-China Relations】



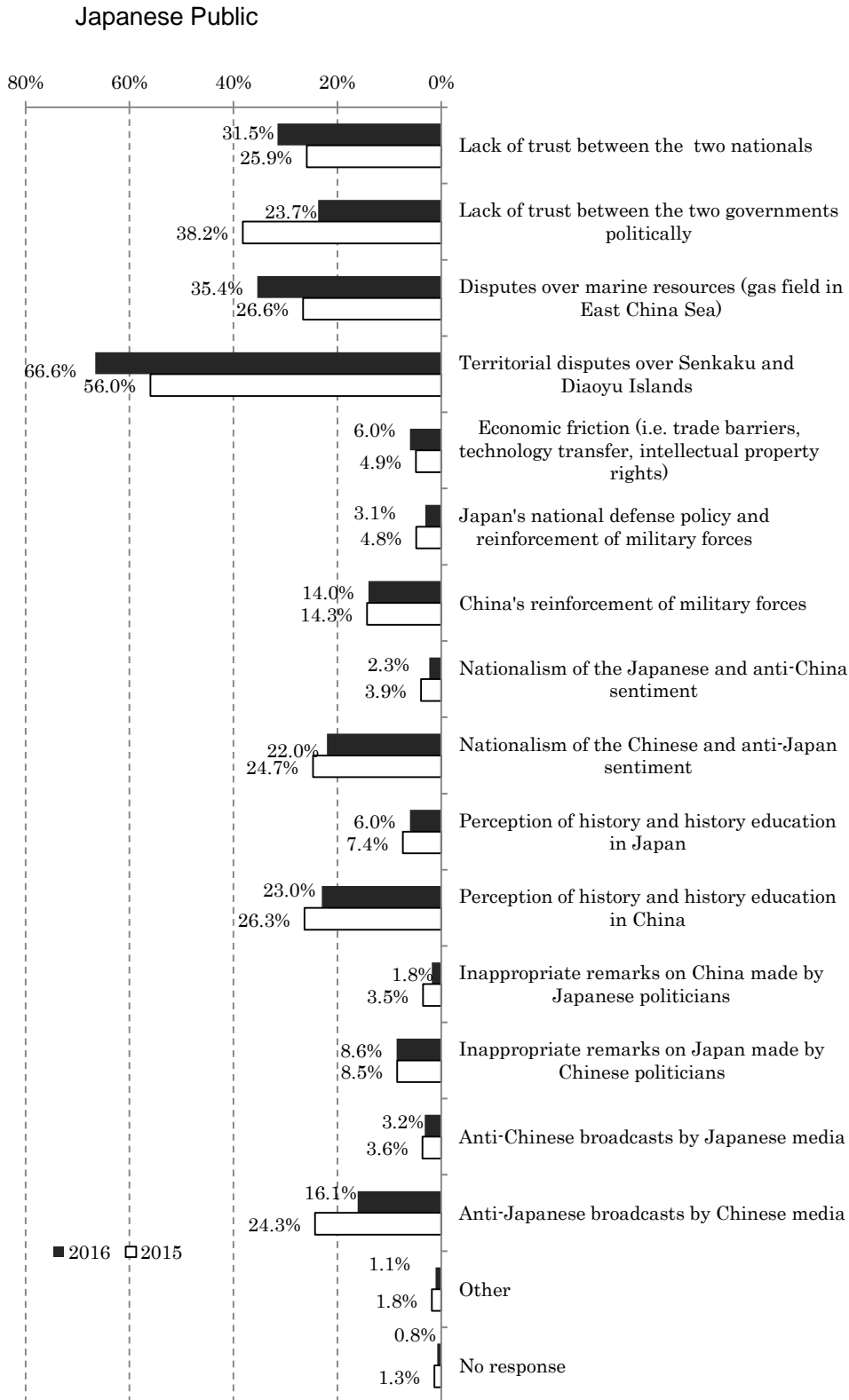
【Prospects of Future Japan-China Relations】



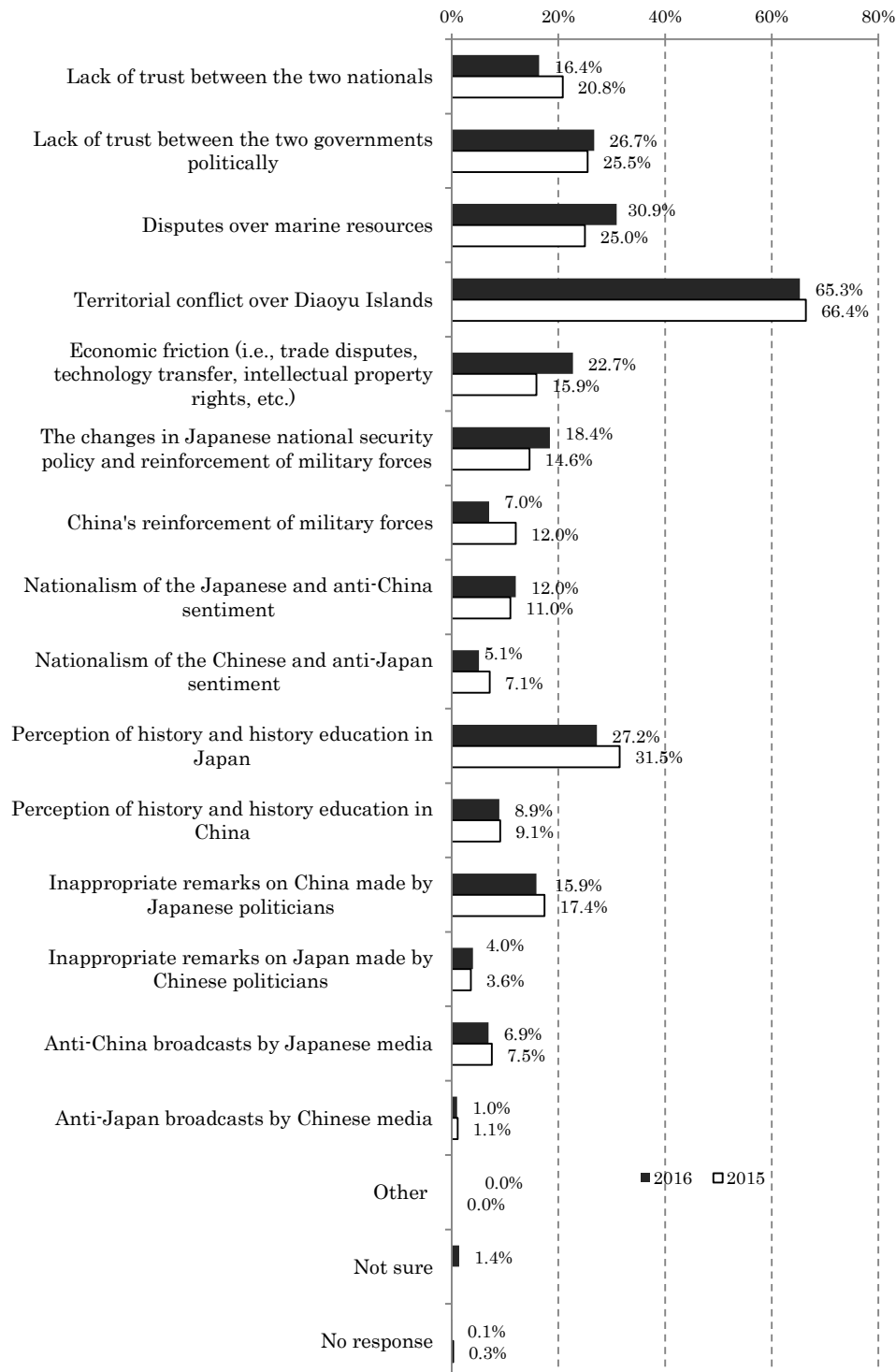
## ■ Obstacles to Building Japan-China Relations

Many Japanese and Chinese people continue to believe that “Territorial disputes” and “Disputes over marine resources” are keeping Japan and China from building a better relationship. There was nearly 15% drop compared to last year in the percentage of the Japanese respondents who thought that “Lack of trust between the governments politically” was an obstacle, thanks to the successive summit meetings, etc. That was second most chosen choice of last year, but the meetings seem to have affected the thoughts of the Japanese. Nevertheless, the percentage of the Chinese who considered the trust issue between the governments as an obstacle did not decrease.

## 【Obstacles to Building Japan-China Relations】



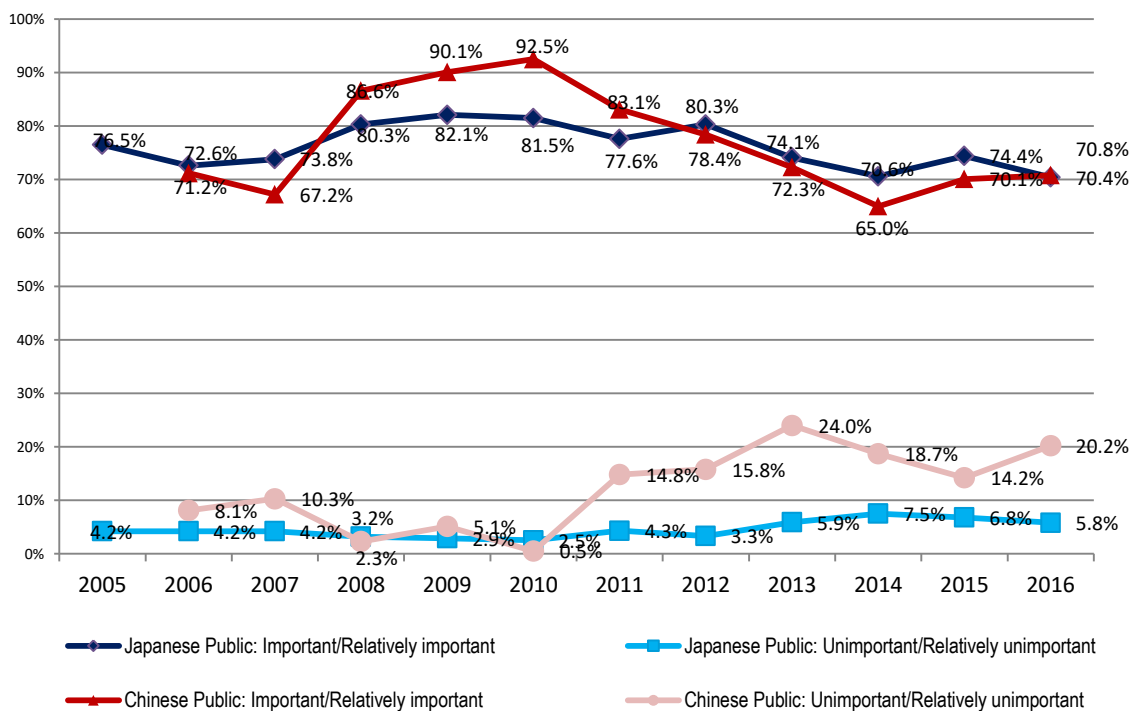
## Chinese Public



## ■ Their Thoughts on the Significance of Japan-China Relations

Over 70% of both the Japanese and Chinese consider Japan-China relations to be “Important.” More than half of the Japanese think cooperation of Japan and China is crucial for the peace and development of Asia. However, many Chinese respondents find significance in the bilateral relationship just because Japan is a neighboring country or Japan is an important trading partner.

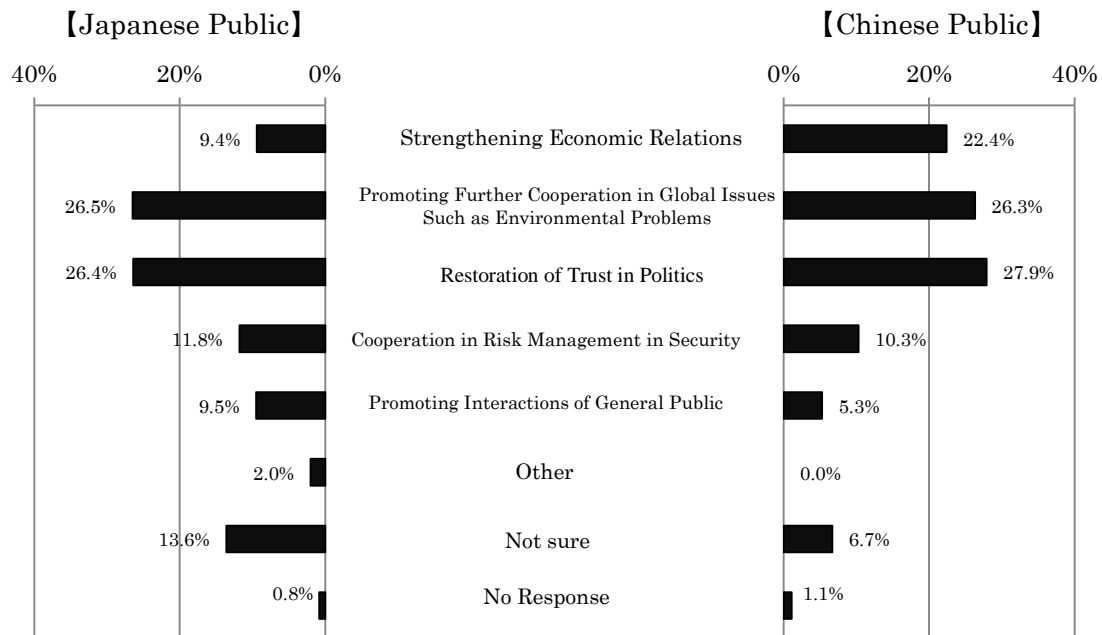
【Are Japan-China Relations Important?】



## ■ Effective Measures for Better Japan-China Relations

Many Japanese and Chinese respondents believe that “Restoration of Trust in Politics” and “Promoting further cooperation in global issues” will help improve the Japan-China relations.

### 【Effective Measures That Will Improve Bilateral Relationship】





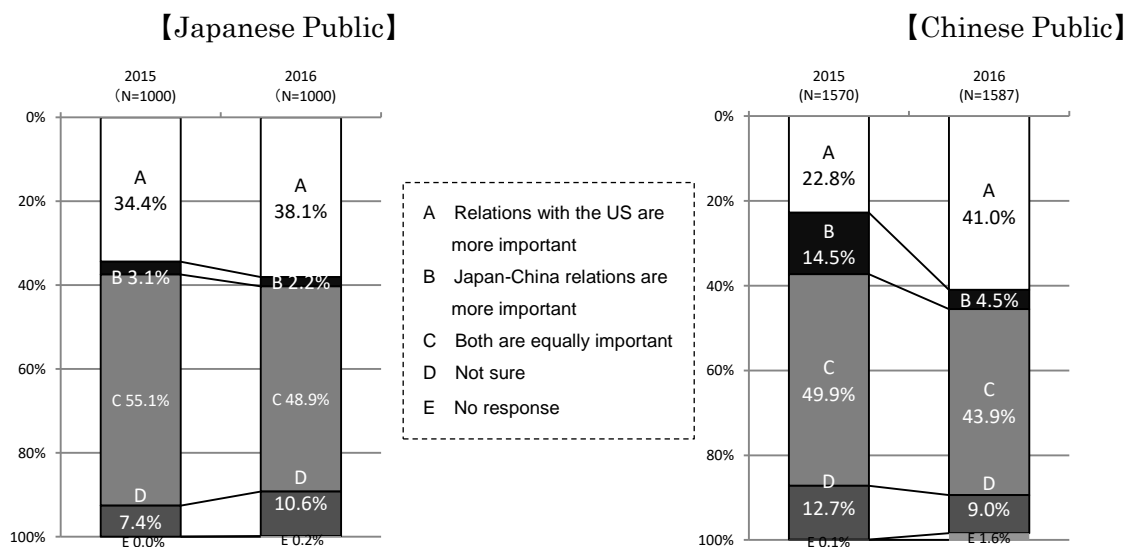
## 4 . US, South Korea Relations in Comparison to Japan-China Relations Sense of Affinity

### ■ Significance of Japan-China Relations in Comparison to Relations with the US, Sense of Affinity

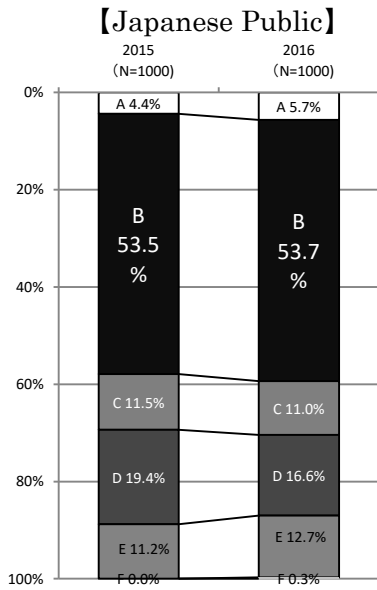
When compared the significance of Japan-China relations to relations with the US, majority of both the Japanese and Chinese agree that both are equally important. However, over 40% of the Chinese this year (41.0% precisely, 18% more than last year) believe that China-US relations were more important to them than relations with Japan at the same time.

As far as sense of affinity is concerned, more than half of the Japanese respondents (53.7% precisely) felt more affinity towards the US than China, however, most of the Chinese respondents (56.0% precisely) felt affinity toward neither the US nor Japan. Less than 10% of both the Japanese and Chinese felt more affinity toward each other than they did toward the US.

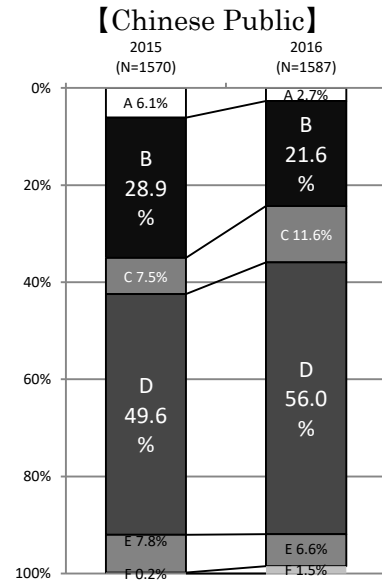
#### 【Significance of Japan-China Relations in Comparison to Relations with the US】



【Sense of Affinity—the US and the Other Country】



- A More affinity felt toward the other country (Japan/China)
- B More affinity felt toward the US
- C Equal affinity felt toward both the US and the other country (Japan/China)
- D No affinity felt to either one of them
- E Not sure
- F No response



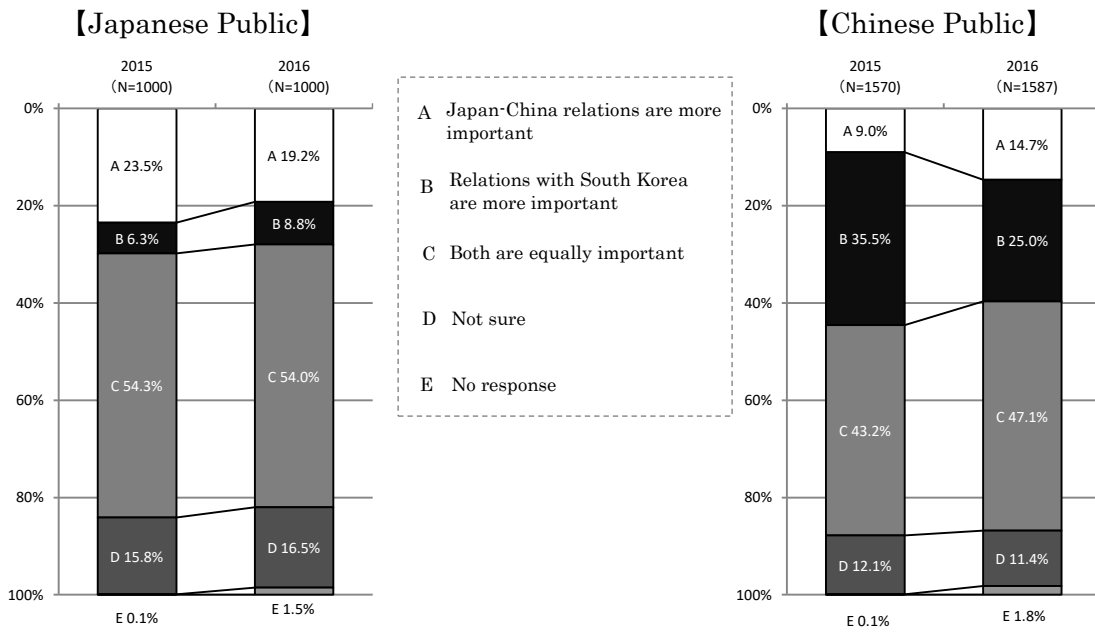
## ■ Significance of Japan-China Relations in Comparison to Relations with South Korea, Sense of Affinity

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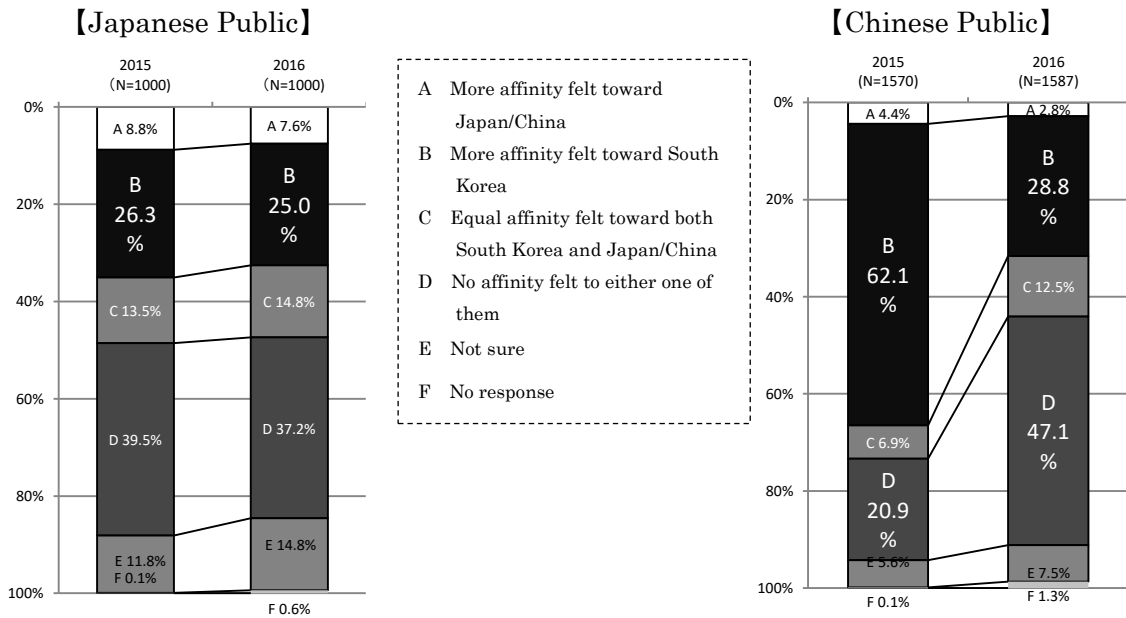
When compared the significance of Japan-China relations with relations with South Korea, around 50% of both the Japanese and Chinese agree that both are equally important, which is the same result as last year. However, the percentage of the Chinese who believed that China-South Korea relations were more important than relations with Japan dropped from 35.5% to 25.0% this year. Instead, there was an increase of over 5% for those who believed that Japan-China relations were more important among the Chinese.

In addition, when compared the sense of affinity felt towards each other and South Korea, most of the Japanese and Chinese felt no sense of affinity to either one of them. However, the percentage of the Chinese who felt more affinity to South Korea than they did to Japan dropped significantly from 62.1% of last year to 28.8% this year.

**【Significance of Japan-China Relations in Comparison to Relations with South Korea】**



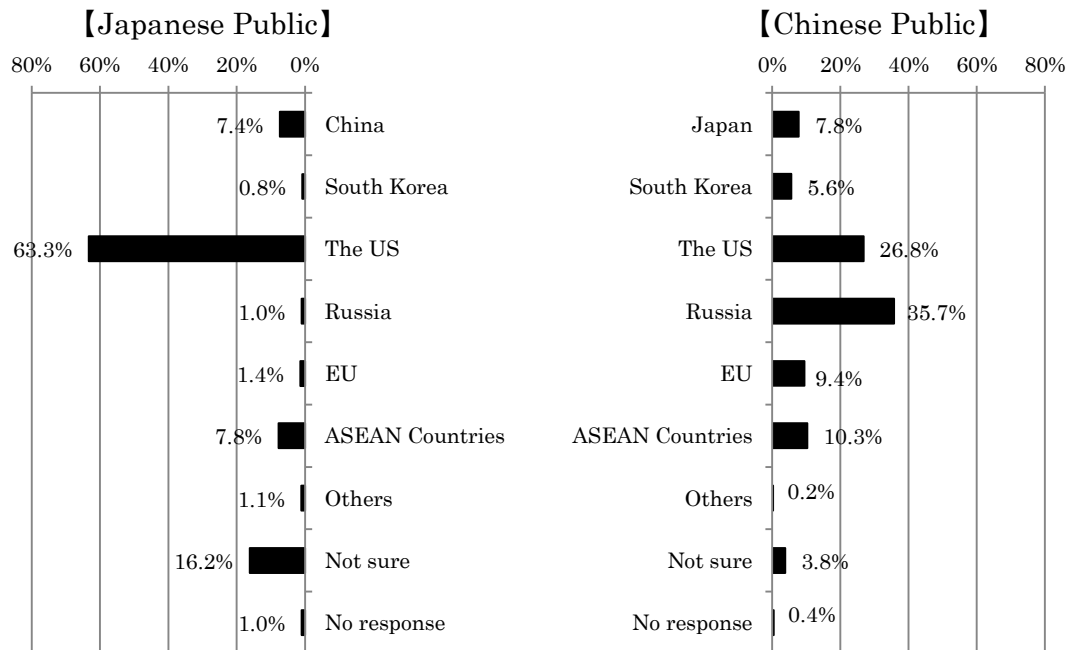
**【Sense of Affinity—South Korea and the Other Country】**



## ■ The Most Important Foreign Country for Their Own Country

Over 60% of the Japanese consider the US to be the most important country for the future of Japan. However, Russia is the most important country for China among the Chinese respondents, followed by the US. Less than 10% of the Japanese consider China to be the most important for the future of Japan. Likewise, less than 10% of the Chinese consider Japan to be the most important for the future of China.

### 【The Country of Most Importance for the Future of Their Own Country】

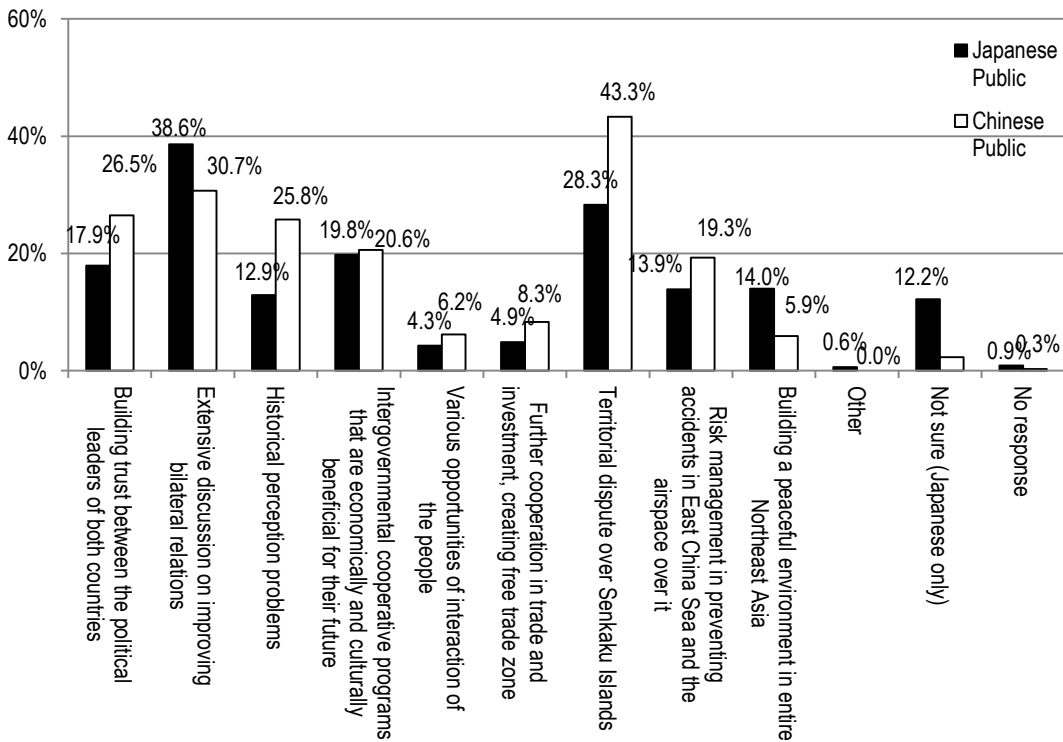


## 5. Intergovernmental Diplomacy

### ■ Topics to be Discussed at Japan-China Summit Meeting

Japanese respondents expect “Extensive discussion on improving bilateral relations” the most at the next Japan-China summit meeting, whereas Chinese respondents hope that they will discuss “Territorial dispute over Senkaku islands” the most.

【Topics to be Discussed at Japan-China Summit Meetings】



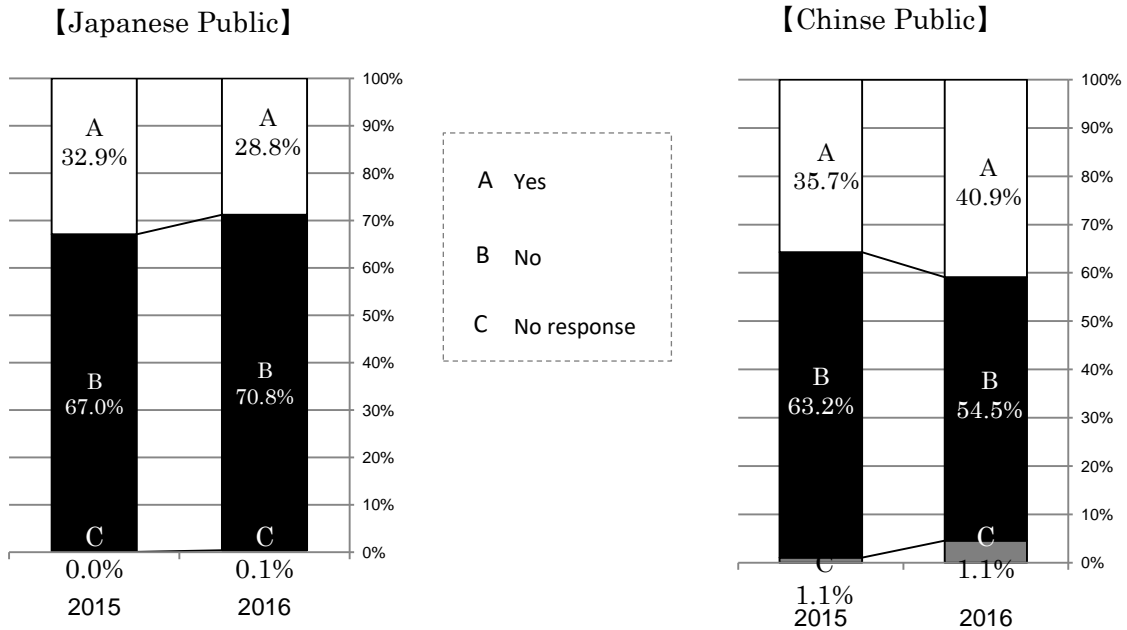
## 6 . Interaction among the General Public

### ■ Desire to Visit the Other Country

Only 28.8% of the Japanese want to visit China, and over 70% of them do not want to visit China at all. In contrast, 40.9% of the Chinese express the desire to visit Japan, which was more than last year.

Many Japanese and Chinese respondents find sightseeing related things as the reasons for their desire to visit the other country, however, 59.0% of the Chinese (23% increase from last year) also consider shopping as the reason why they want to visit Japan.

【Do You Want to Visit Japan/China?】

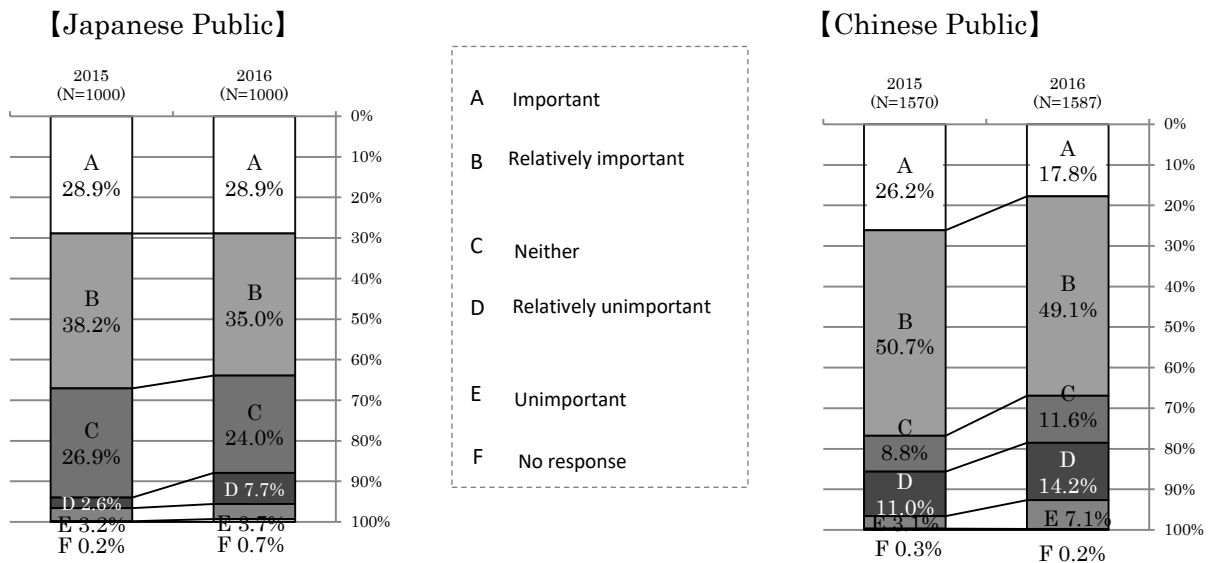


## ■ Perception of the Degree of Interaction among the General Public

Nearly 40% of the Japanese and 60% of the Chinese thought the interaction among the two nationals the past year was inactive. Over 60% of both the Japanese and Chinese recognize the significance of interaction of the peoples from Japan and China.

“Accepting exchange students in both Japan and China” and “Conversational opportunities among the peoples to discuss improving bilateral relationship and other problems” were popular answers among the Japanese when asked the specific ways to promote interaction of the peoples. Meanwhile, “Interacting with Japanese people via media” was the most popular method of increasing interaction among the Chinese.

### 【Importance of Interaction among the General Public】





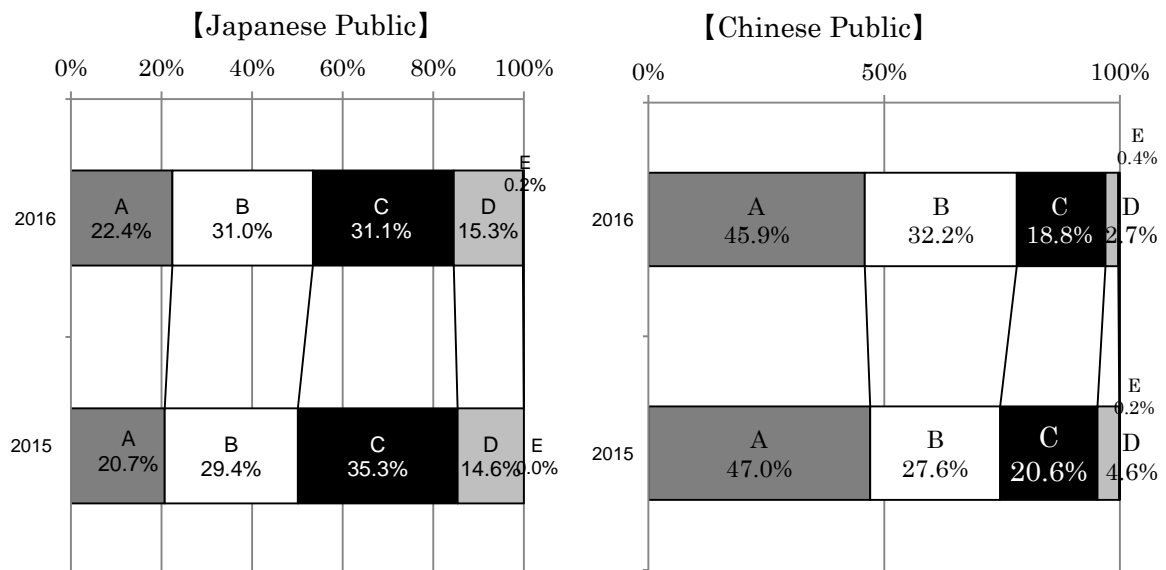
## 7. History-related Issues between Japan and China

### ■ Japan-China Relations and the Influence of History-related Issues

Among the Japanese, the pessimistic view that resolving historical issues is difficult despite the state of Japan-China relations vie with the optimist view that the historical issues will gradually be resolved as Japan-China relations develop. The pessimistic view continues to be supported the most by the Chinese, however, there is an increase of optimistic view in them.

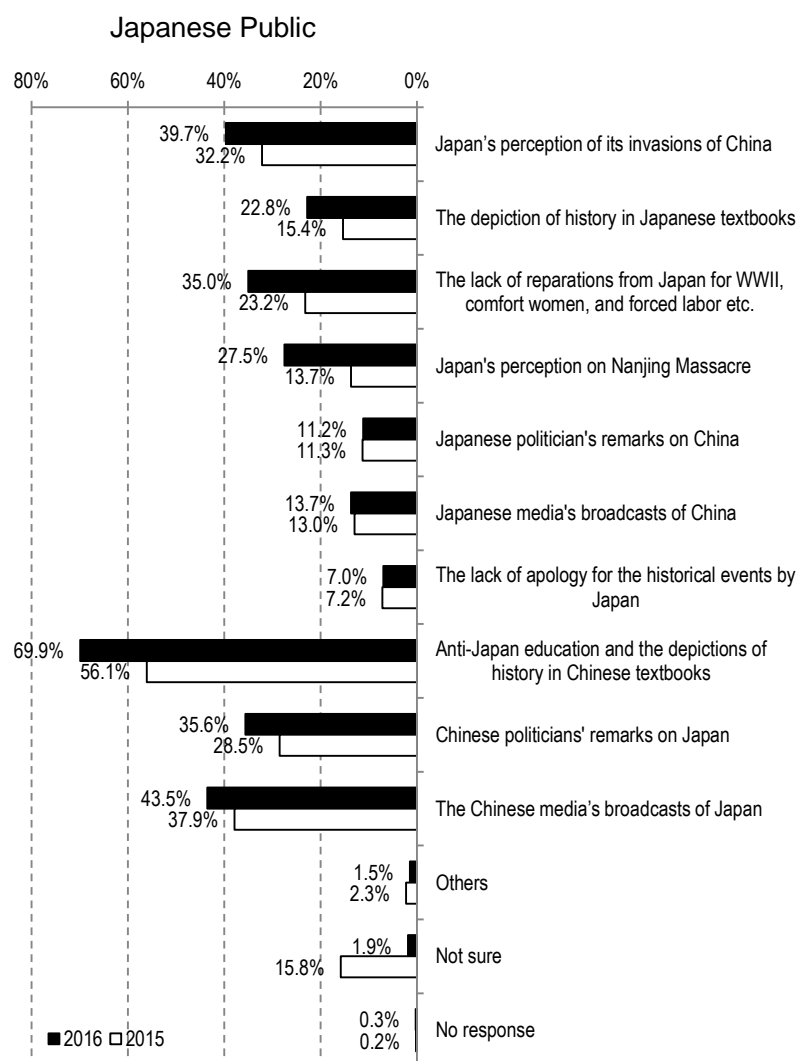
Approximately 70% of the Japanese and 80% of the Chinese believe that historical issues are big obstacles to developing Japan-China relations. Meanwhile, 10.6% of the Chinese recognize that the historical issues are already resolved and not as big obstacles as they were before.

**【Japan-China Relations and History Perception Issues】**

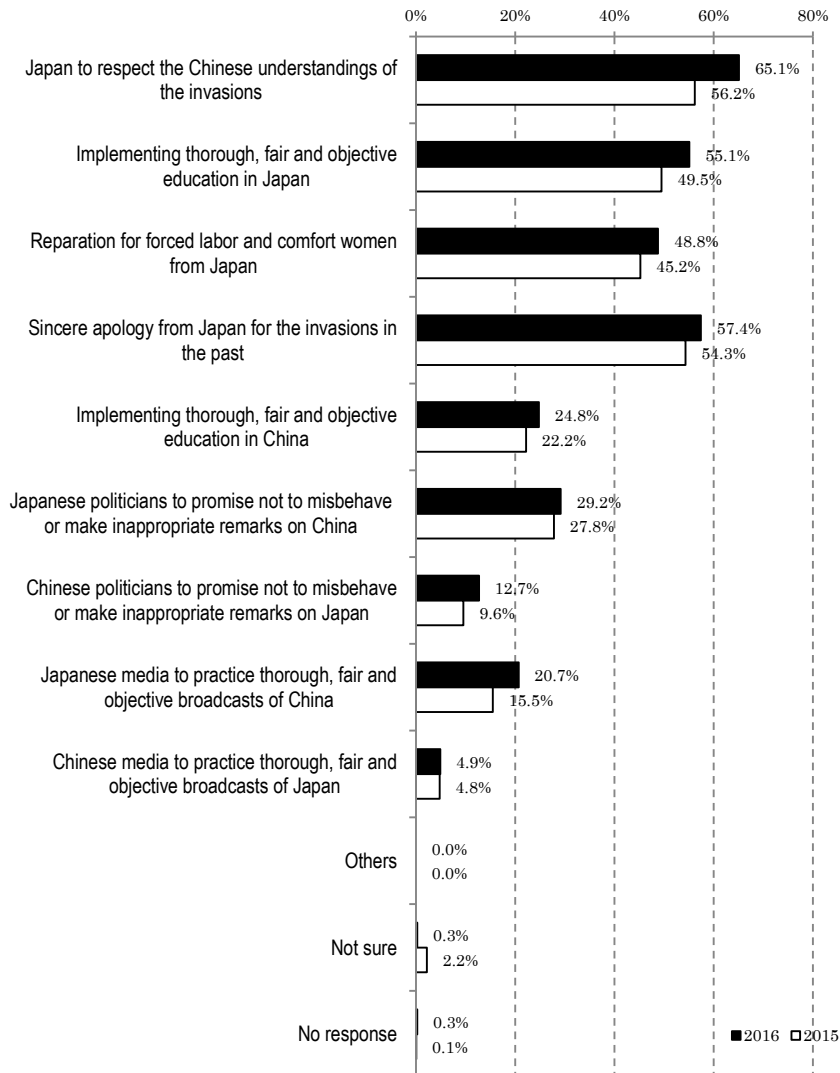


<p>A There will be no development in relationship without resolving historical perception issues</p>	<p>B Historical issues will be gradually resolved as the relationship develops.</p>	<p>C It will be difficult to resolve the historical issues regardless of the condition of the relationship※</p>	<p>D Not sure</p>	<p>E No Response</p>
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## 【History Related Issues to be Resolved】



## Chinese Public



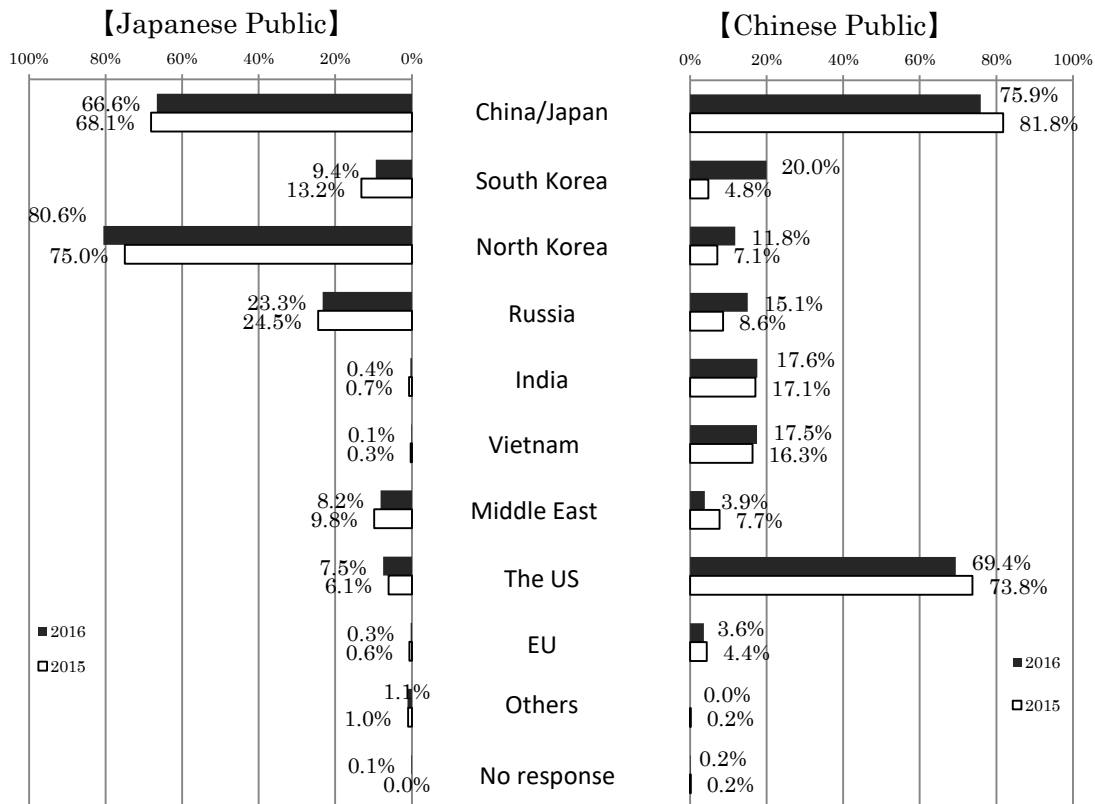
## 8 . Security in East Asia

### ■ Perception of Military Threat

Over 70% of both the Japanese and Chinese perceive military threat from certain countries. This is more than the result of last year for both countries. Specifically, 80.6% of the Japanese regard “North Korea” as a military threat to Japan. “China” is in second place with 66.6%. On the other hand, the Chinese feel more military threat from “Japan” (75.9%) than “The US” (69.4%). Those who feel military threat from “South Korea” increased by more than 15% among the Chinese.

When asked the reason behind it, violation of territorial waters by China was the most popular response among the Japanese. Meanwhile, the majority of the Chinese felt that they were besieged by Japan and the US with military force against them.

【The Countries and Regions of Military Threat】

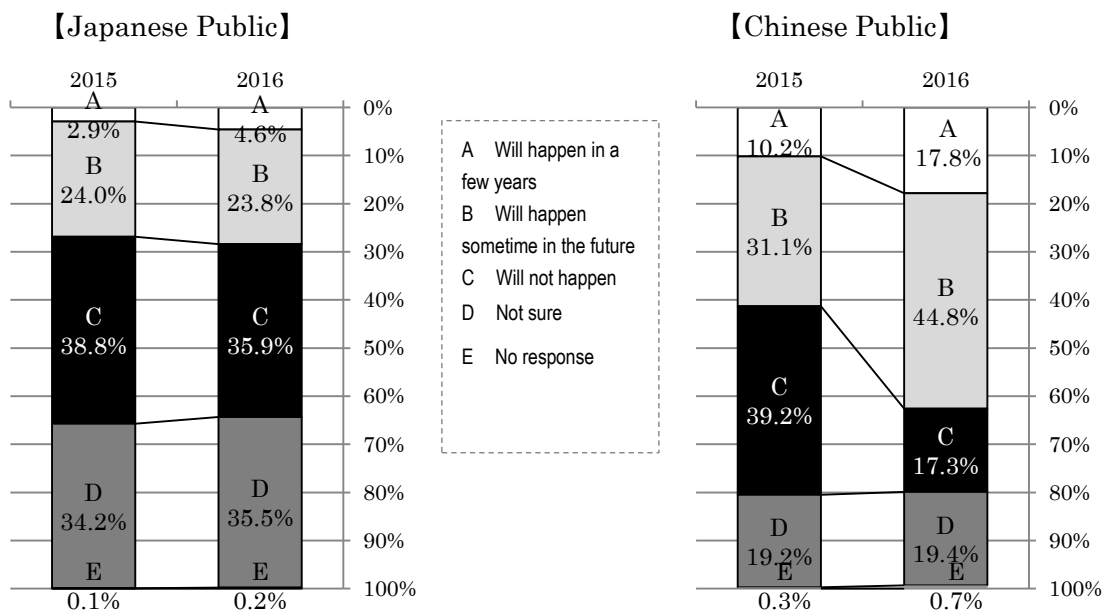


## ■ The Possibility of Military Conflicts between Japan and China over Territorial Disputes

35.9% of the Japanese do not expect military conflicts between Japan and China in the future because of territorial disputes, which was the most popular response among them. On the other hand, 62.6% of the Chinese do expect military conflicts soon or later. This was 21% more than the result of previous year.

Most of the Japanese would like to reach a peaceful resolution of territorial disputes by immediate negotiation with China, however, 62.1% of the Chinese are firm on taking further and actual control of the territories in order to protect the territories themselves. 51.2% of the Chinese feel the need for Japan to recognize the existence of territorial disputes itself.

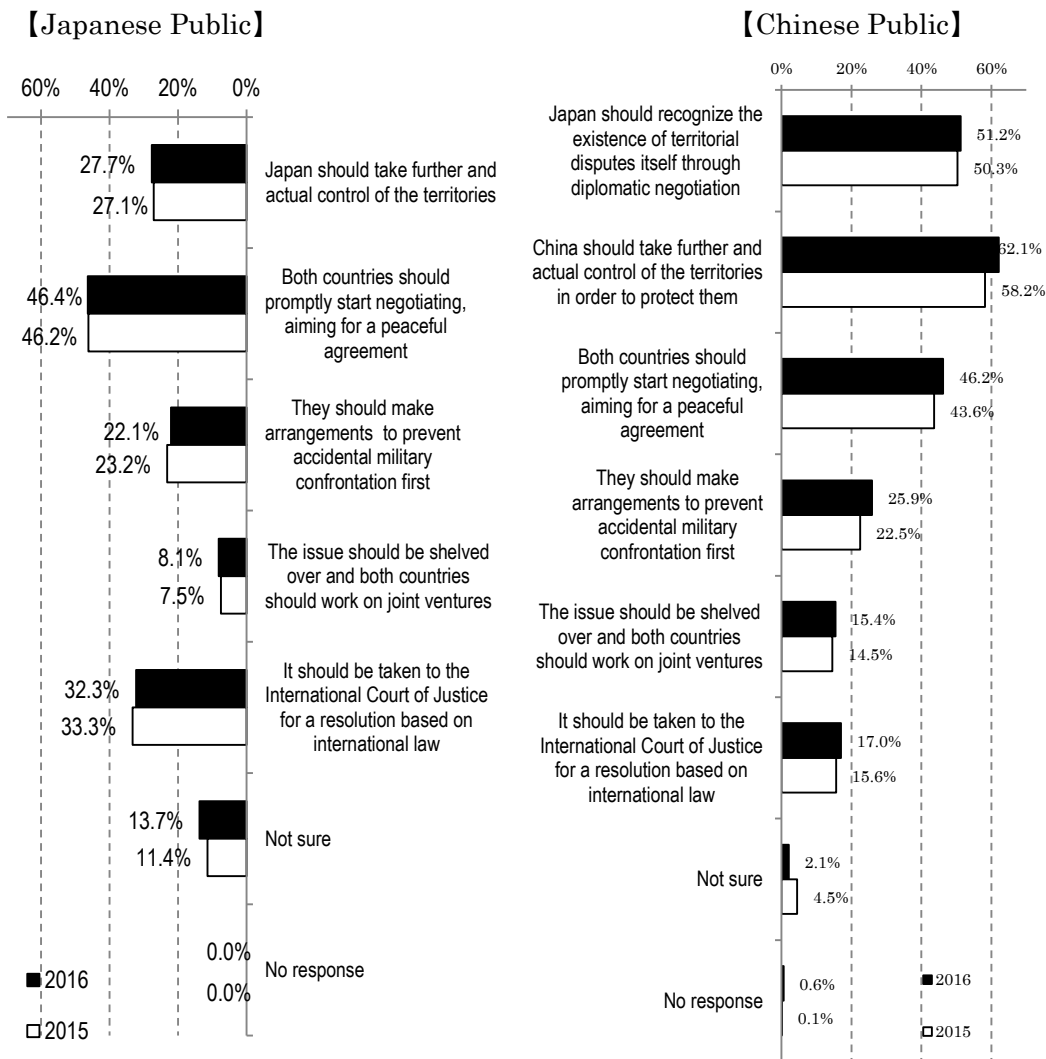
【Will There Be Military Conflicts between Japan and China over Territorial Disputes?】



## ■ Conflicts over Senkaku Islands and Other Territories

Prompt negotiation for a peaceful agreement on territorial issues is the most popular response among the Japanese when asked how Japan and China should resolve territorial disputes. Over 60% of the Chinese, on the other hand, insist that China should take further and actual control of the territories in order to protect them.

### 【Solutions to Territorial Disputes】

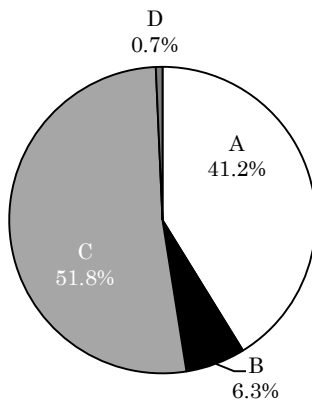


## ■ Multilateral Framework of Security in Northeast Asia

Over 40% of the Japanese and nearly 50% of the Chinese agree that there should be a multilateral framework for discussing the security issues of Northeast Asia. Over 80% of the Japanese think that Japan, China and South Korea should take part in the framework. About 40 to 50% of the Chinese suggest that Russia, the US, Japan and South Korea should take participate in it as well as China. The result shows the influence of the participants of six-party talks among them.

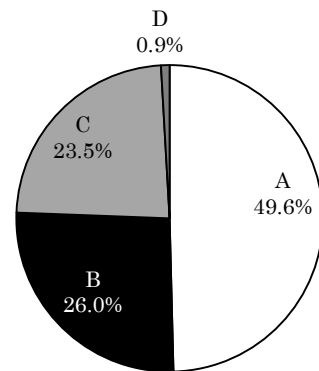
### 【Necessity of Multilateral Framework of Security in North East Asia】

【Japanese Public】

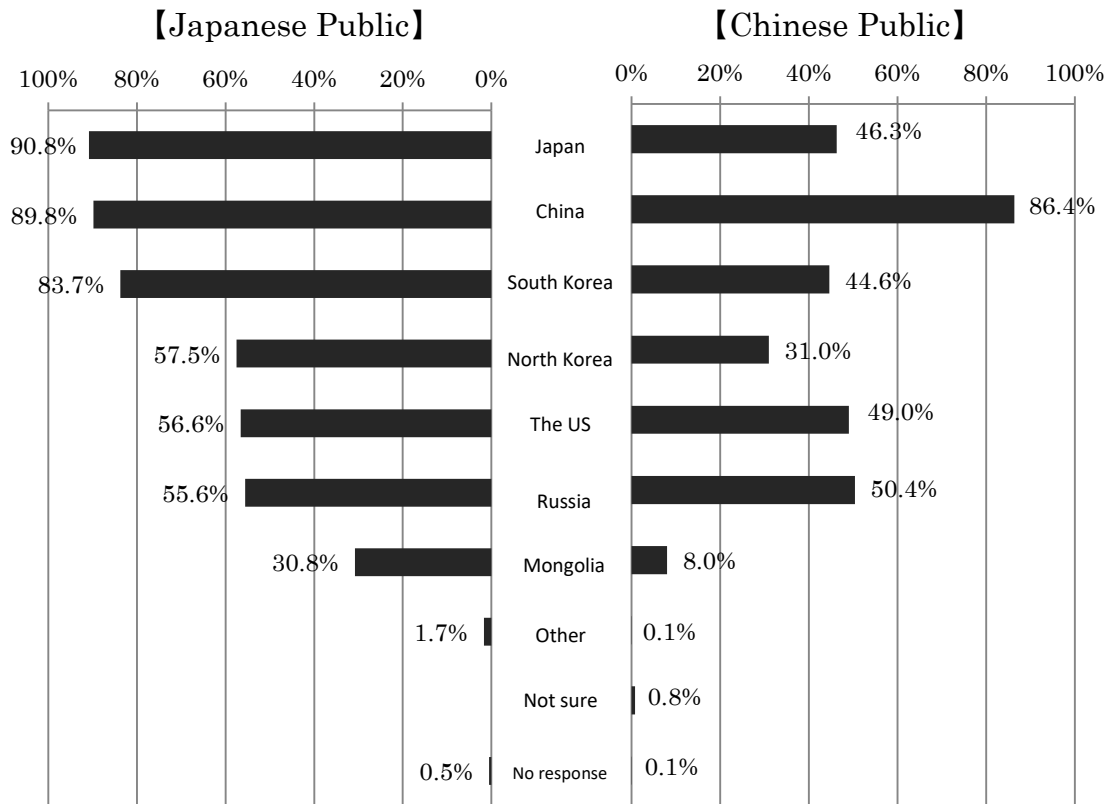


- A Necessary
- B Unnecessary
- C Not sure
- D No response

【Chinese Public】



**【Countries to Participate in Multilateral Framework of Security of North East Asia】**





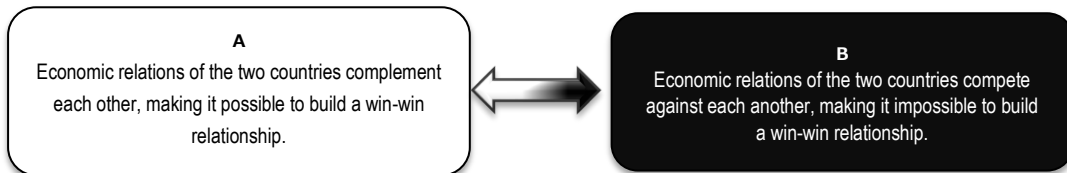
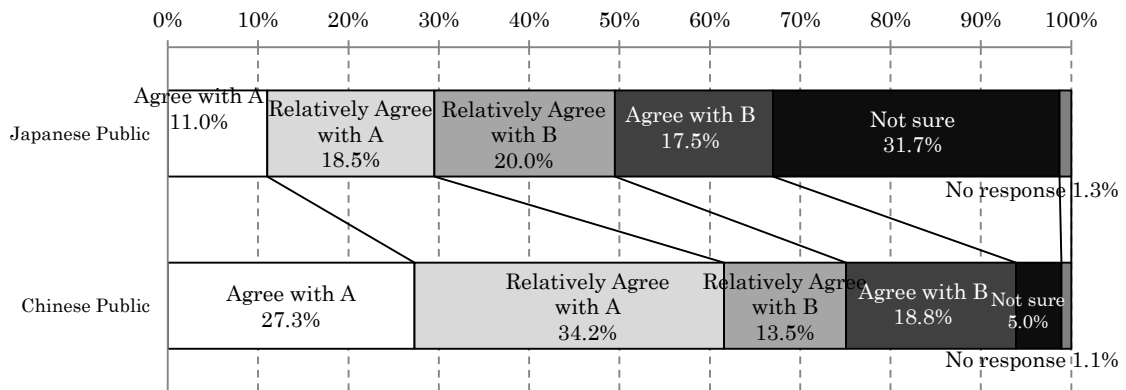
## 9. Economic Relations of Japan and China

### ■ Economic Relations of Japan and China

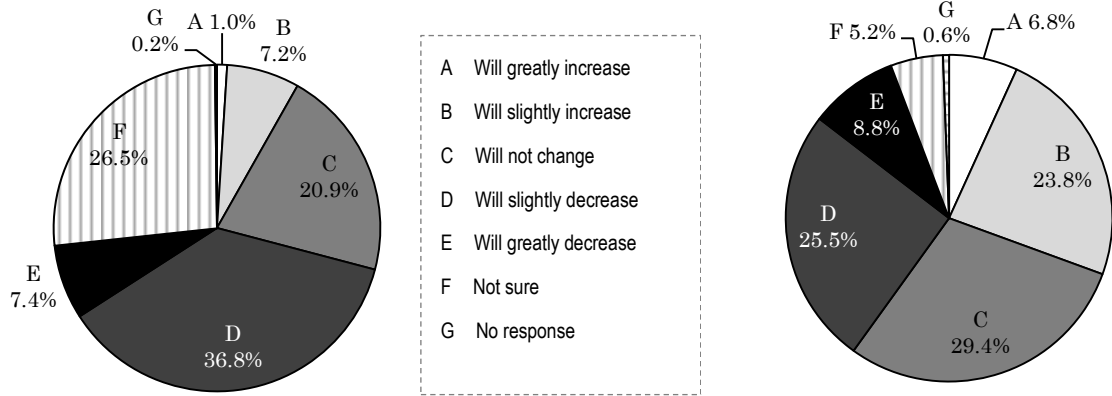
Most of the Japanese believe that it is difficult to build an economically beneficial win-win relationship with China, which was also the same trend seen last year. In contrast, over 60% of the Chinese find it possible to build an economically beneficial win-win relationship with Japan.

As for the future of currently cold economic and trade relations of Japan and China, over 60% of both the Japanese and Chinese are not certain if the current situation changes in the future. Most of both the Japanese and Chinese agree that it is crucial for the Japanese and Chinese governments to build a better relationship in order to pursue an economically beneficial relationship for both sides.

【Economic Relations of Japan and China】



**【The Future of Japan-China Economic Relations】**

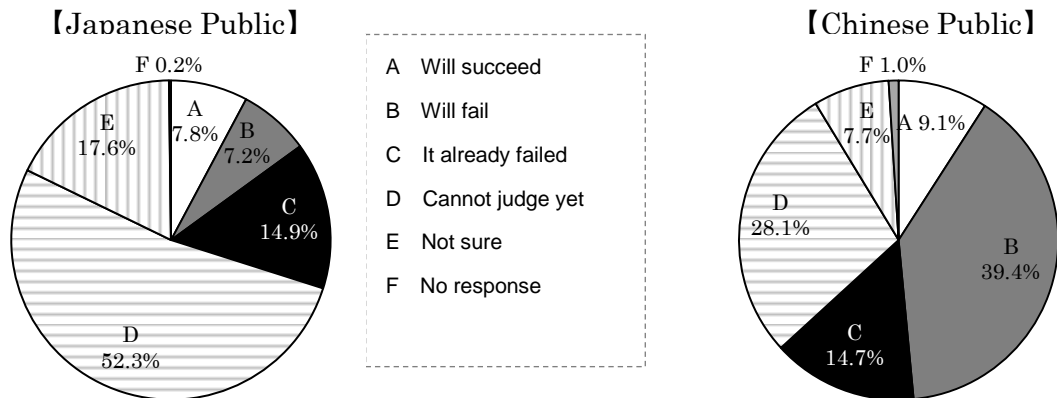


## ■ Economic Reform of Japan and China

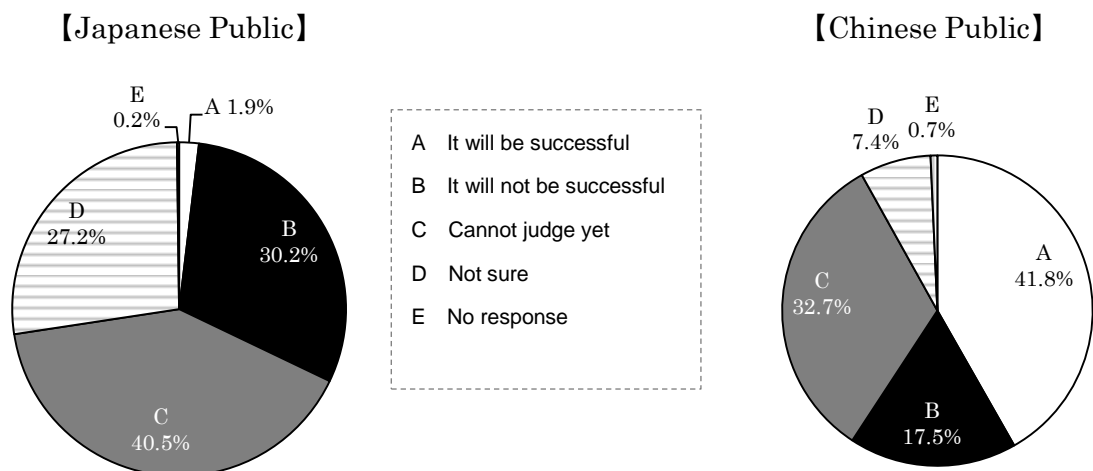
52.3% of the Japanese think that it is still early to decide whether Abenomics has succeeded or failed. However, 39.4% of the Chinese predict that Abenomics will eventually fail.

Most of the Japanese respondents also consider that it is still early to judge if structural adjustment of Chinese economy will succeed, yet 41.8% of the Chinese respondents count on its success. Despite the optimistic view, 17.5% of the Chinese believe that structural adjustment of Chinese economy will not succeed.

### 【Will Abenomics be Successful?】



### 【Will Structural Adjustment of Chinese Economy be Successful?】

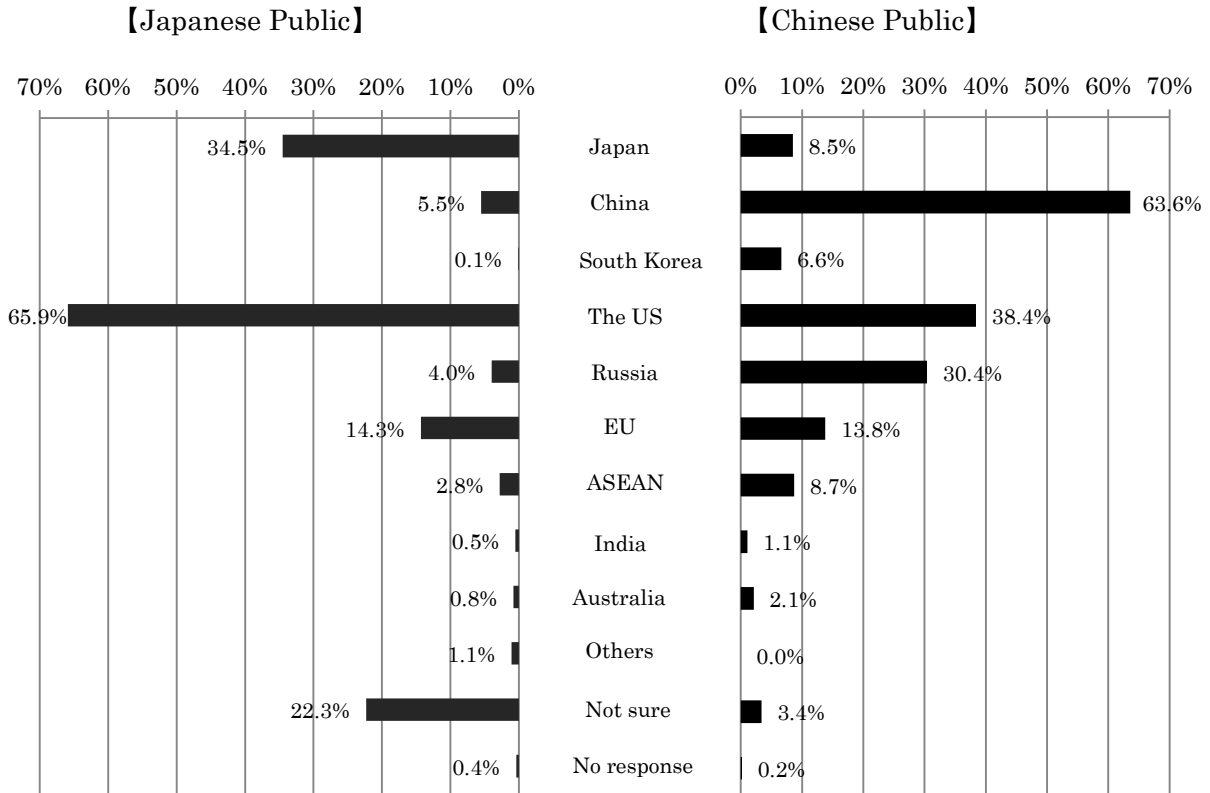


## 10. The Countries and Regions That Should Lead the World

### ■ The Countries and Regions That Should Lead the World

Over 60% of the Japanese suggest that the US should continue to lead the world, however, over 60% of the Chinese consider that China should take the lead instead. The second most chosen country the Chinese thought should lead the world was the US, followed by Russia.

【Which Country or Region Should Take the Lead of the World?】

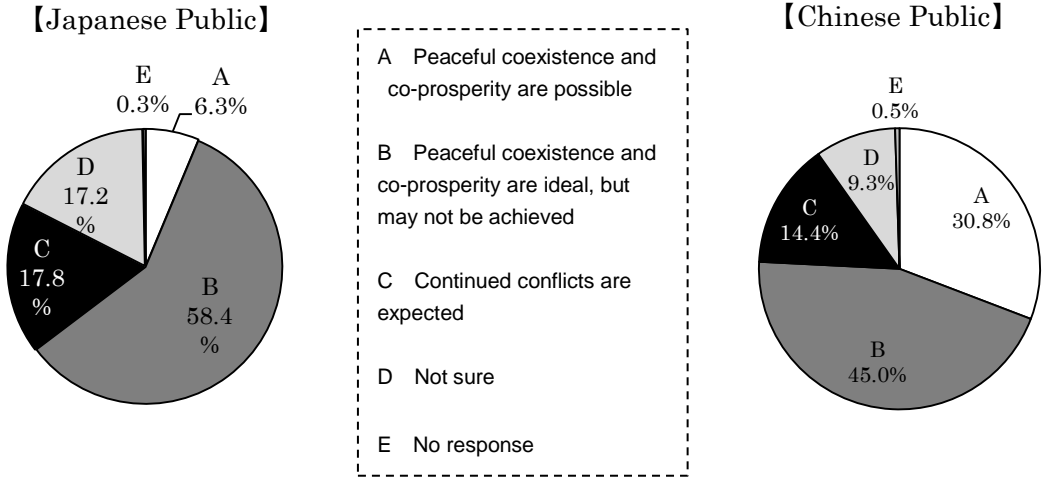


## 11. Coexistence and Co-prosperity or Japan and China and Building Cooperating Relationship

### ■ Can Japan and China Coexist and Co-prosper?

Nearly 60% of the Japanese and over 40% of the Chinese hope for peaceful coexistence and co-prosperity of Japan and China, although they are not sure if they are possible. 30.8% of the Chinese respondents this year believe that peaceful coexistence and co-prosperity are possible for Japan and China, which increased by more than 11% from the result of last year (19.4%).

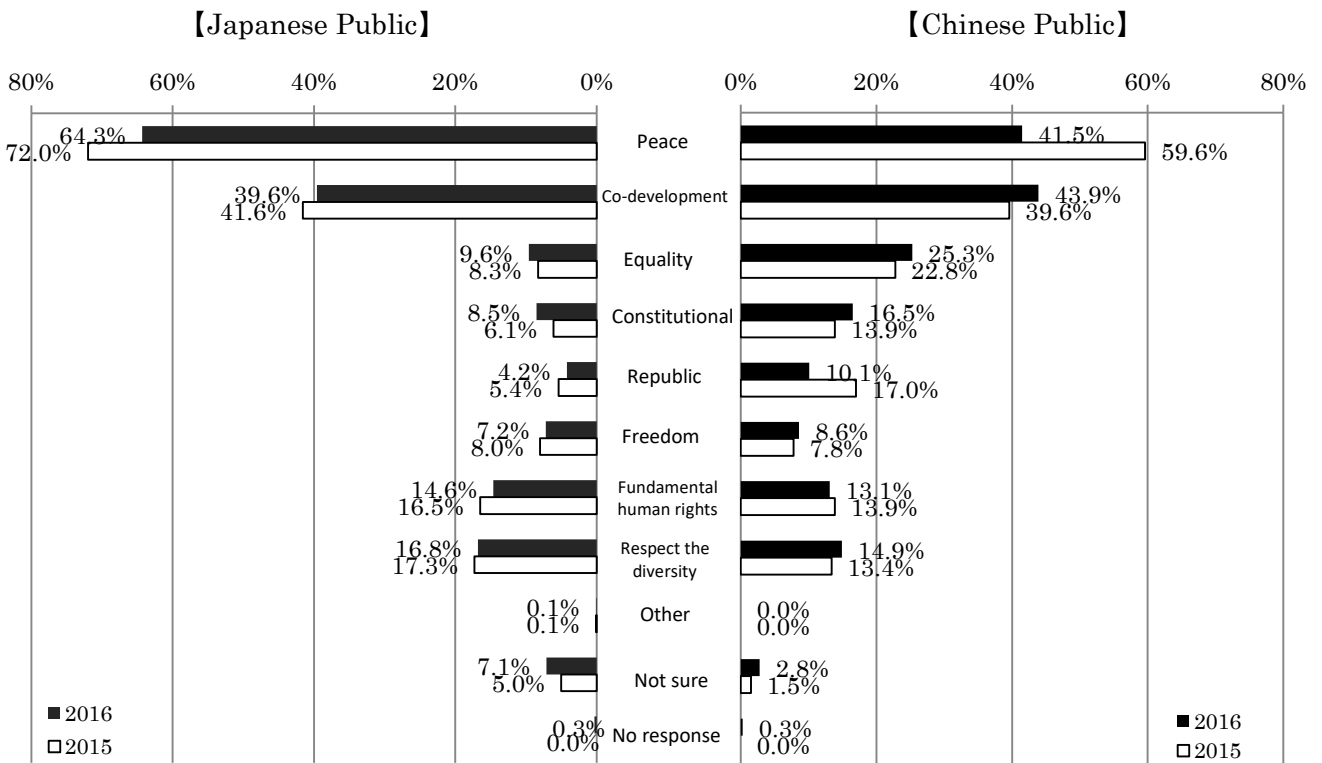
【The Possibility of Coexistence and Co-prosperity】



## ■ The Value East Asia Should Pursue the Most

Over 60% of the Japanese consider “Peace” and nearly 40% of them consider “Co-development” as the values for East Asia to pursue as a whole. They were both chosen by approximately 40% of the Chinese respondents as well. However, the percentage of the Chinese who consider “Peace” to be an important value for East Asia decreased by more than 18% to 41.5% from 59.6% of last year.

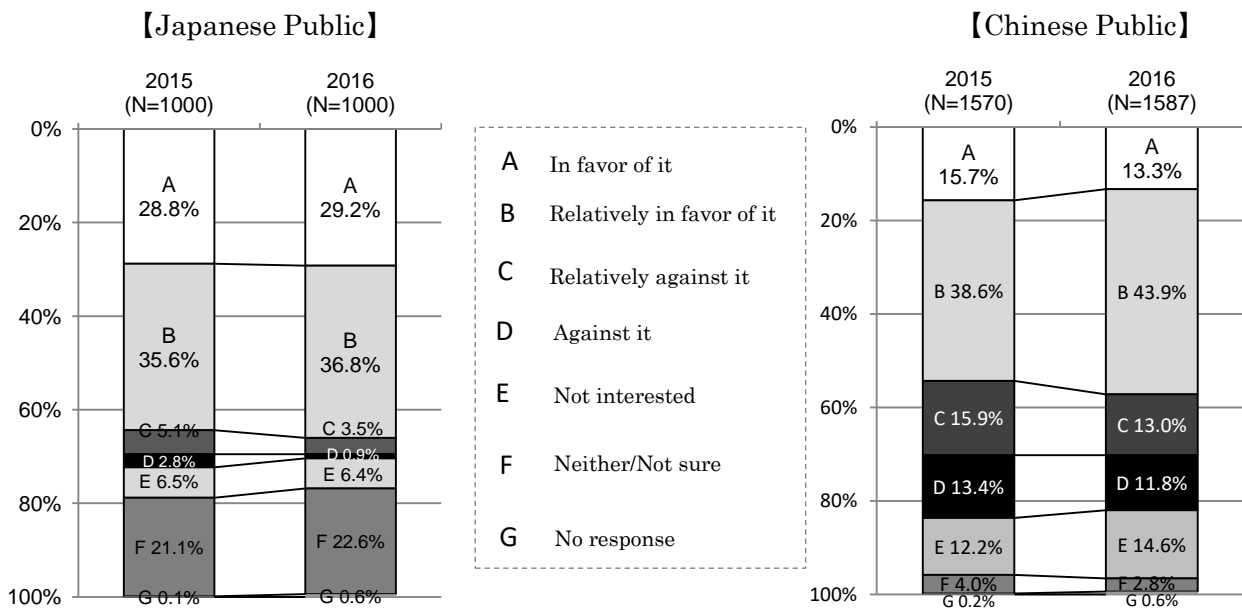
【Values East Asia Should Pursue As A Whole】



## ■ Strengthening Cooperation for Resolving Issues between Japan and China or in Asia

Approximately 60% of both the Japanese and Chinese agree that Japan and China should further cooperate with each other in order to resolve issues between the two countries or in entire Asia. About 70% of the Japanese expect further cooperation in resolving North Korea's nuclear issues and 60% of them do in resolving environmental issues. More than half of the Japanese and most of the Chinese respondents agree that Japan and China should also cooperate in securing Northeast Asia, showing that they have the same perception of the security issue there.

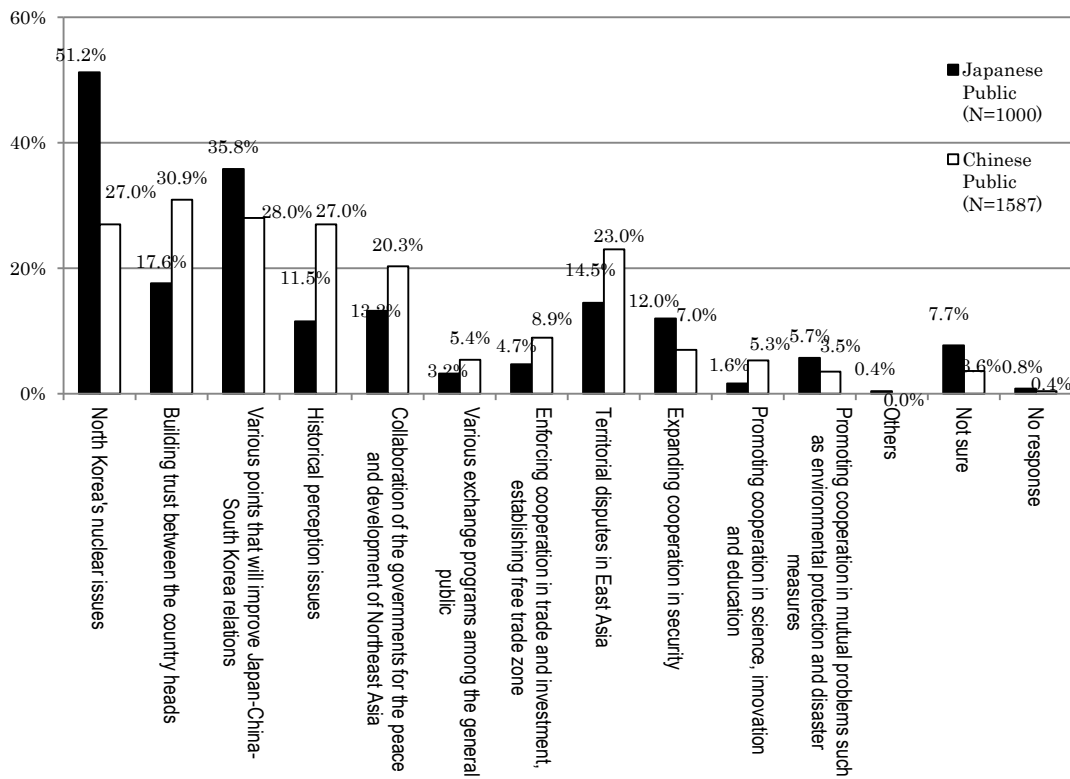
### 【Strengthening Japan-China Cooperation】



## ■ Topics to be Discussed at Japan-China-ROK Trilateral Summit

The Japanese would like North Korea's nuclear issues to be discussed at Japan-China-ROK trilateral summit as well as various points in hopes for improving relations among the three countries. On the other hand, most of the Chinese expect discussion on building a trusting relationship among the country heads.

### 【Topics to be Discussed at Japan-China South Korea Summit】





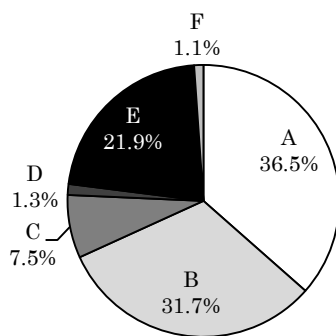
## ■ Should Japan and China Cooperate in Resolving Global Issues?

Nearly 70% of both the Japanese and Chinese find it important to cooperate with each other in order to resolve global level issues. Still, nearly 30% of the Chinese do not find the importance of bilateral cooperation.

The Japanese specifically find the need of cooperation in combating international terrorism, nuclear nonproliferation and disarmament, as well as promoting countermeasures for international environmental issues and climate change. The Chinese, on the other hand, expect further cooperation the most in keeping peace of the world including Middle East and North Africa, development of infrastructure of the world and investment in developing countries, as well as nuclear nonproliferation and disarmament.

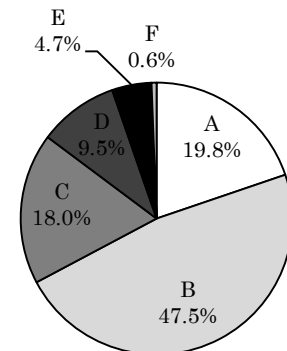
### 【Should Japan and China Cooperate in Resolving Global Issues?】

【Japanese Public】



- A Agree
- B Relatively agree
- C Relatively disagree
- D Strongly Disagree
- E Cannot decide/Not sure
- F No response

【Chinese Public】

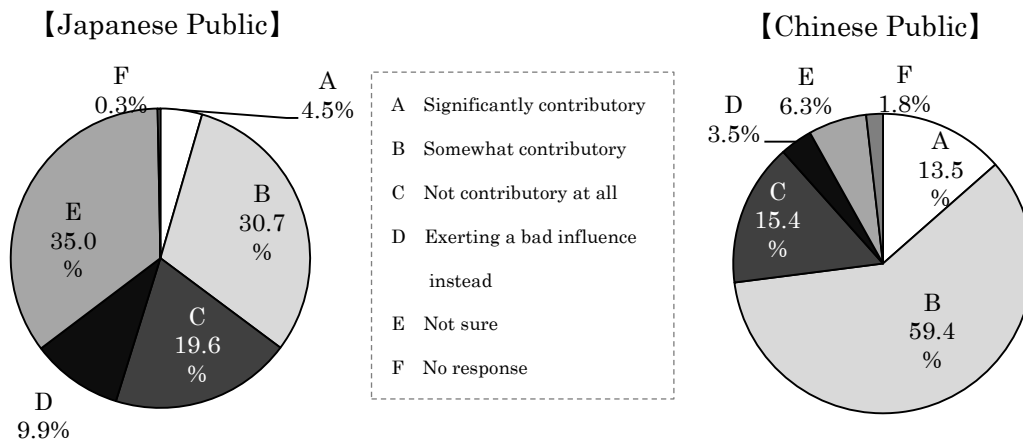


## 12. Media Reports and Public Opinion on the Internet

### ■ Influence of Media on Japan-China Relations

Over 70% of the Chinese think that Chinese media contributes to improving bilateral relations and promoting mutual understanding of the Japanese and Chinese. Meanwhile, only approximately 35% of the Japanese recognize such contribution to Japan-China relations by media. In addition, over 70% of the Chinese continue to believe that Chinese media reports of Japan-China relations to be objective and fair. However, only approximately 20% of the Japanese think that Japanese media reports of Japan-China relations are objective and fair.

【Media Contribution to Promoting Mutual Understanding of the Two Nationals】



### ■ Is Public Opinion on the Internet Accurate?

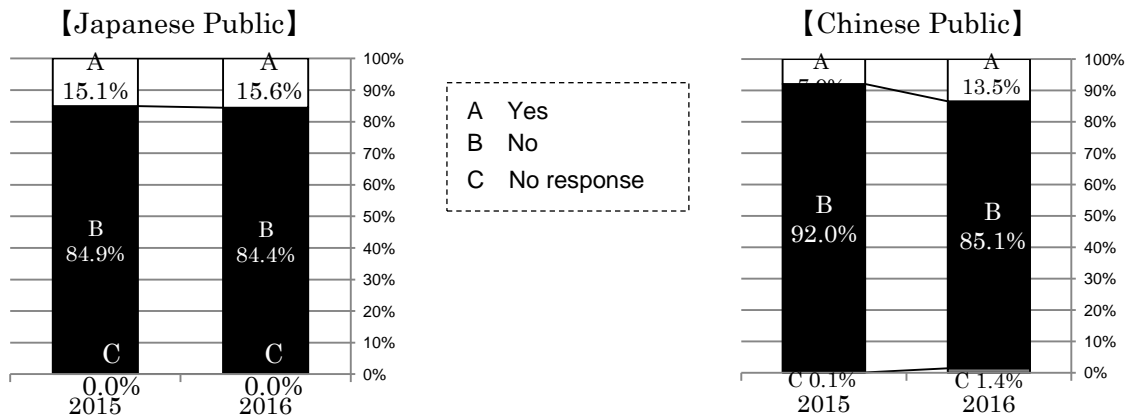
Most of the Japanese do not consider that the public opinion on the internet appropriately reflect the actual view of the people. In contrast, nearly 90% of the Chinese believe that the public opinion on the internet appropriately or generally reflect the actual view of the people.

## 13. Background to Mutual Understanding

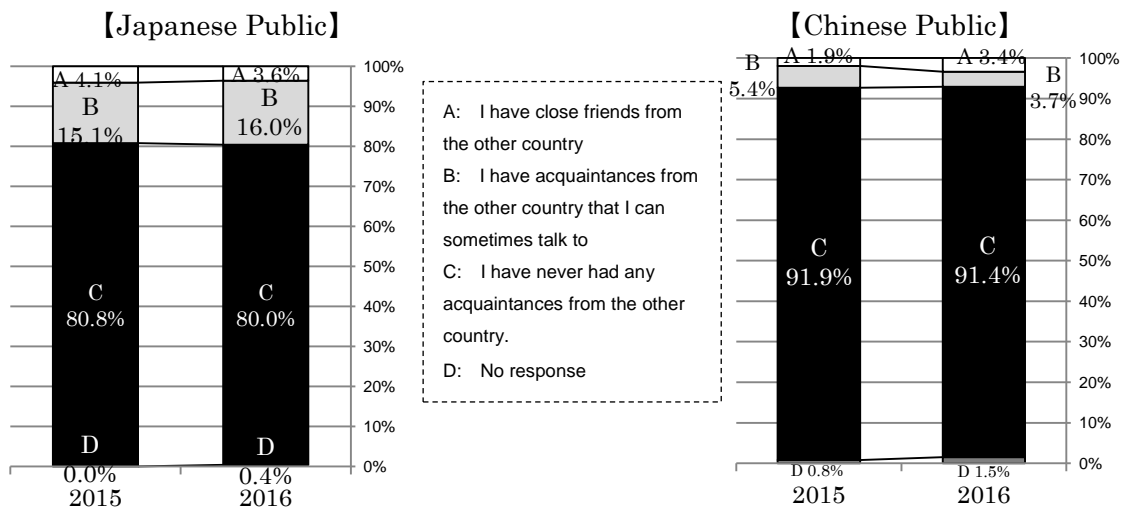
### ■ Degree of Interactions among the People

About 15% of the Japanese have been to China before. Approximately 20% of the Japanese also have close friends or acquaintances from China they talk to. Even though there were no significant changes in the above results compared to last year, the percentage of the Chinese who have visited Japan went up to 13.5% from 7.9% of last year. As far as the information source is concerned, the Japanese continue to rely on Japanese news media (especially television) for the information of China, which is the same trend seen last year as well. Over 80% of the Chinese also gain information of Japan via news media, but their source of information is more diverse than that of the Japanese.

#### 【Have You Visited the Other Country?】



#### 【Friends or Acquaintances from the Other Country】



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

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