

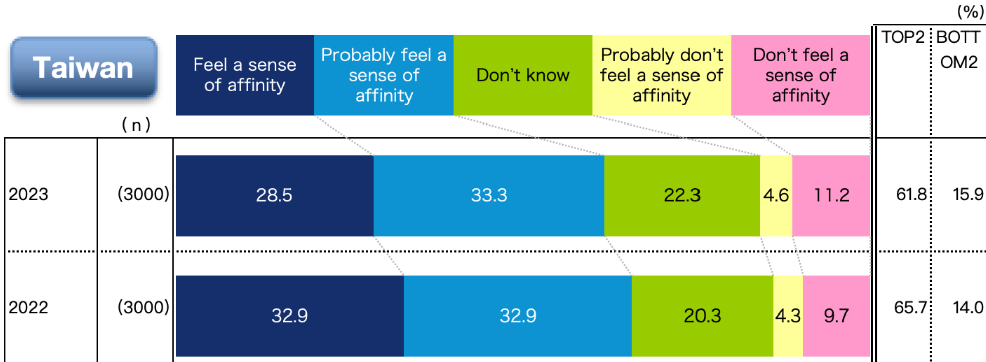
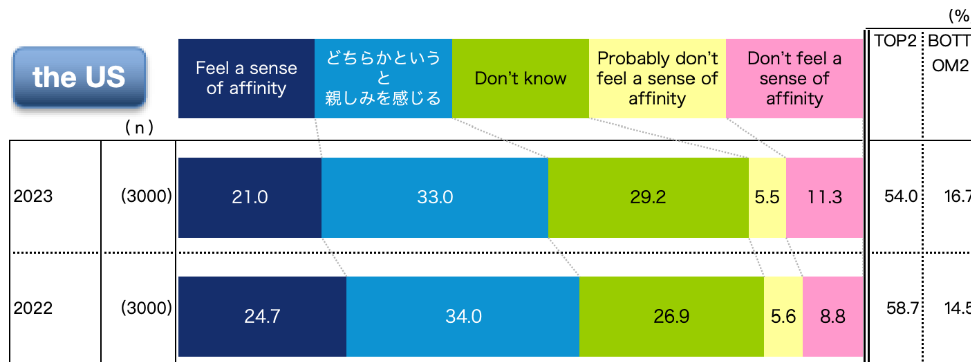
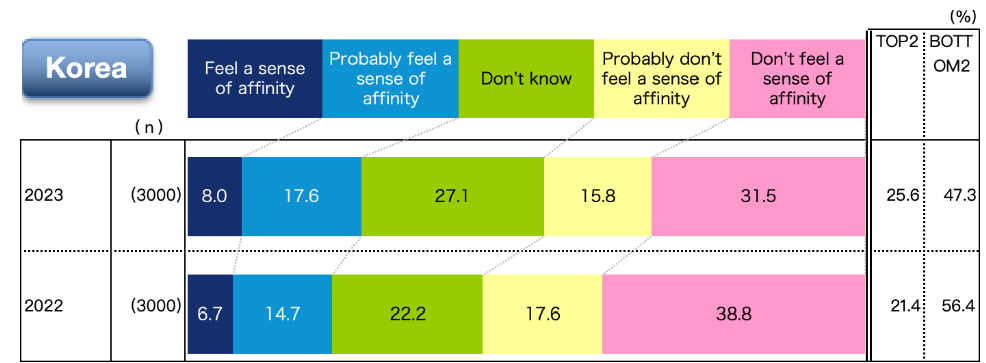
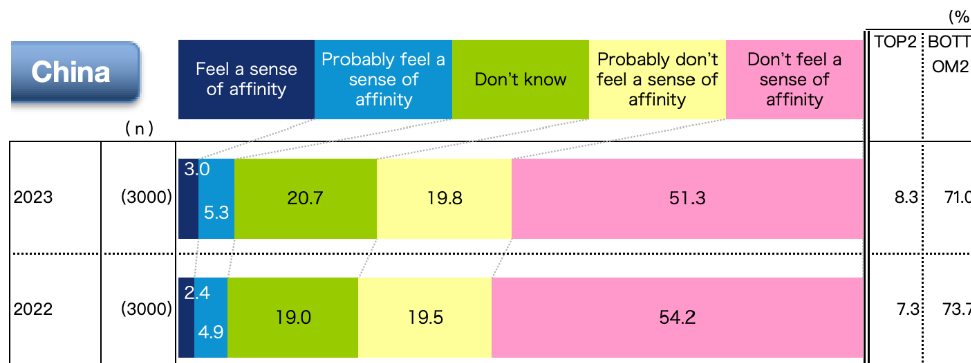
III. Survey Findings (Time Series Comparison)

<COMPARISON OVER TIME> AFFINITY

Q1.Tell us about your affinity toward each of the following countries/regions. 【SA】

FY2022-2023 Comparison of Survey Findings

- The top 2 box scores (Feel a sense of affinity + Probably feel a sense of affinity) are up for China (7.3% ⇒ 8.3%) and Korea (21.4% ⇒ 25.6%). On the other hand, the scores for the US (58.7% ⇒ 54.0%) and Taiwan (65.7% ⇒ 61.8%) are down.
- The bottom 2 box scores (Don't feel a sense of affinity + Probably don't feel a sense of affinity) are down for China (73.7% ⇒ 71.0%) and Korea (56.4% ⇒ 47.3%). On the other hand, the scores for the US (14.5% ⇒ 16.7%) and Taiwan (14.0% ⇒ 15.9%) are up.

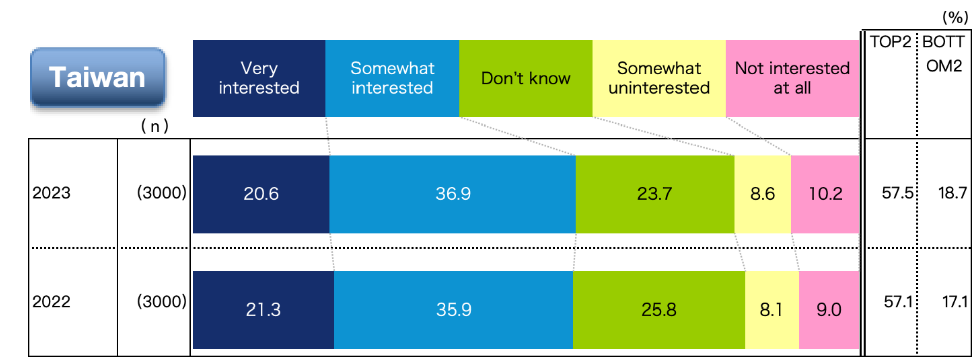
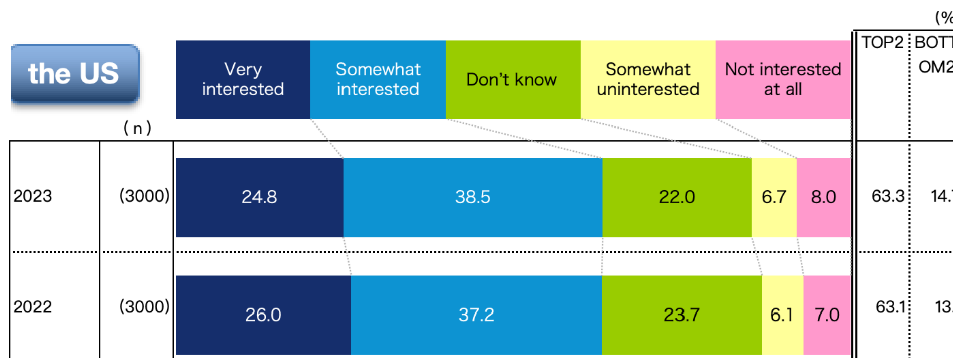
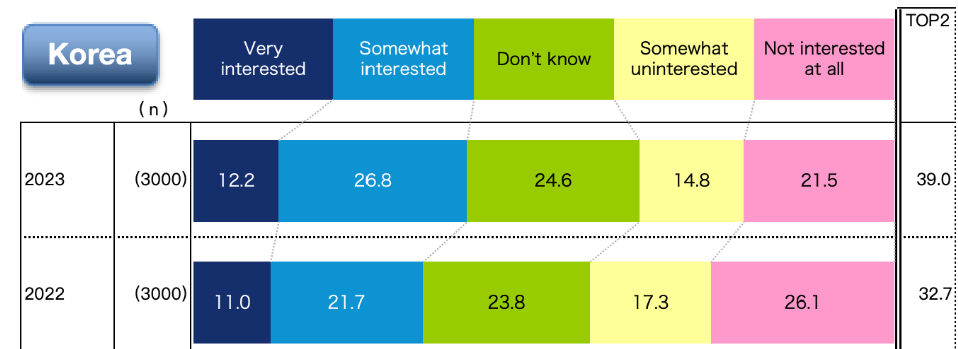
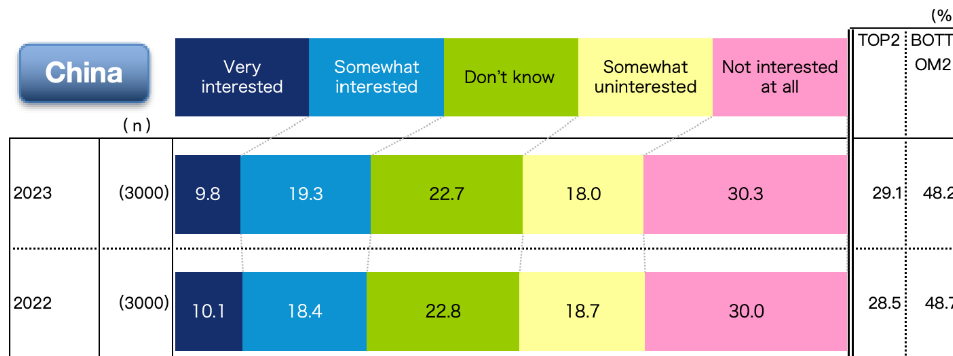


<COMPARISON OVER TIME> INTEREST

Q2.Tell us about your interest in each of the following countries/regions. [SA]

FY2022-2023 Comparison of Survey Findings

- The top 2 box score (Very interested + Somewhat interested) is up for China (28.5% → 29.1%), Korea (32.7% → 39.0%), the US (63.1% → 63.3%), and Taiwan (57.1% → 57.5%).
- The bottom 2 box score (Not interested at all + Somewhat uninterested) is down for China (48.7% → 48.2%) and Korea (43.4% → 36.3%). On the other hand, the score is up for the US (13.1% → 14.7%) and Taiwan (17.1% → 18.7%).

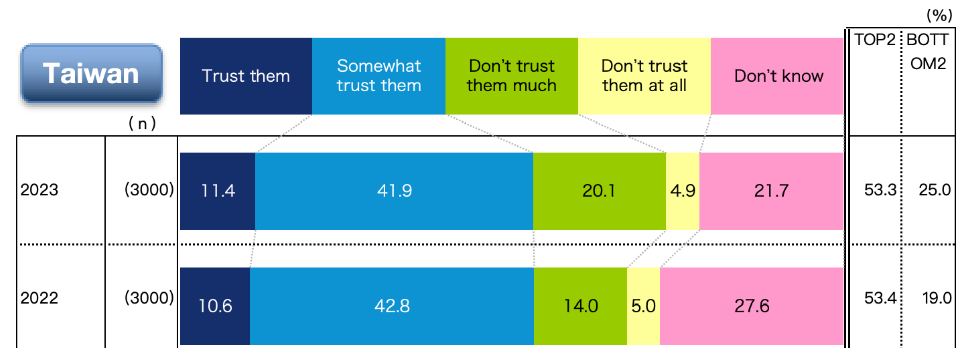
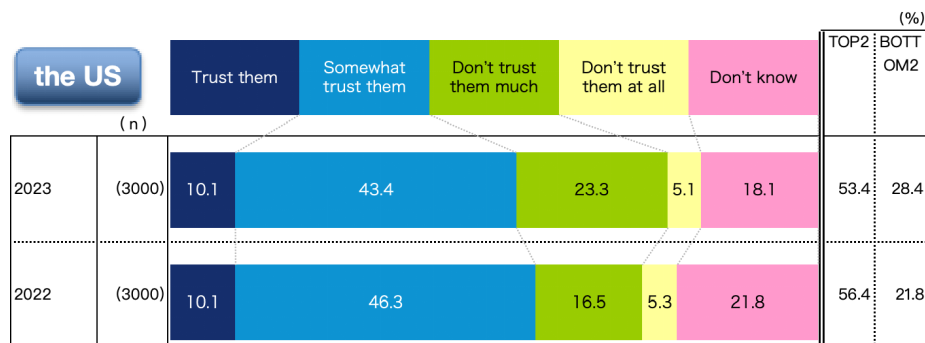
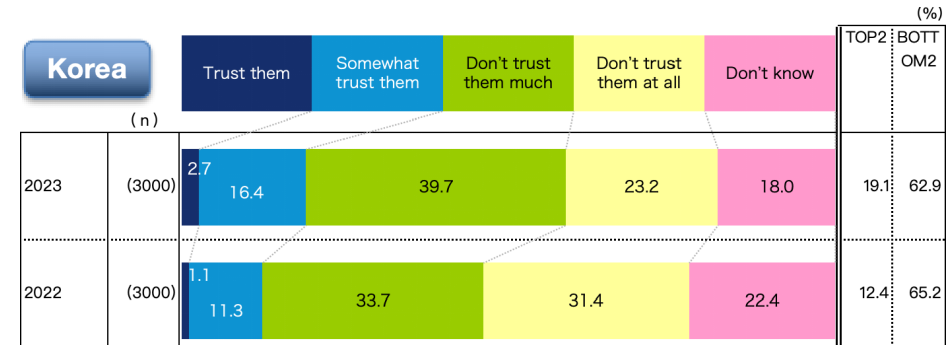
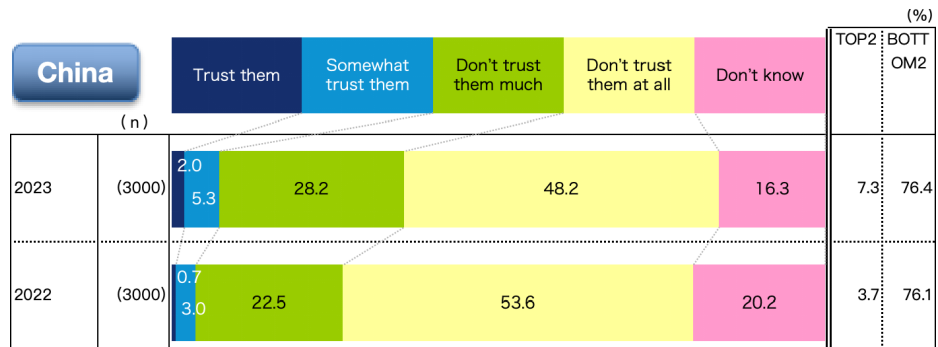


<COMPARISON OVER TIME> LEVEL OF TRUST IN REPORTING

Q4. How much do you trust media reports on Japan in the following countries/regions? [SA]

FY2022-2023 Comparison of Survey Findings

- The top 2 box score (Trust them + Somewhat trust them) is up for China (3.7% → 7.3%) and Korea (12.4% → 19.1%). On the other hand, the score is down for the US (56.4% → 53.4%) and Taiwan (53.4% → 53.3%).
- The bottom 2 box score (Don't trust them at all + Don't trust them much) is down for Korea (65.2% → 62.9%). On the other hand, the score is up for China (76.1% → 76.4%), the US (21.8% → 28.4%), and Taiwan (19.0% → 25.0%).

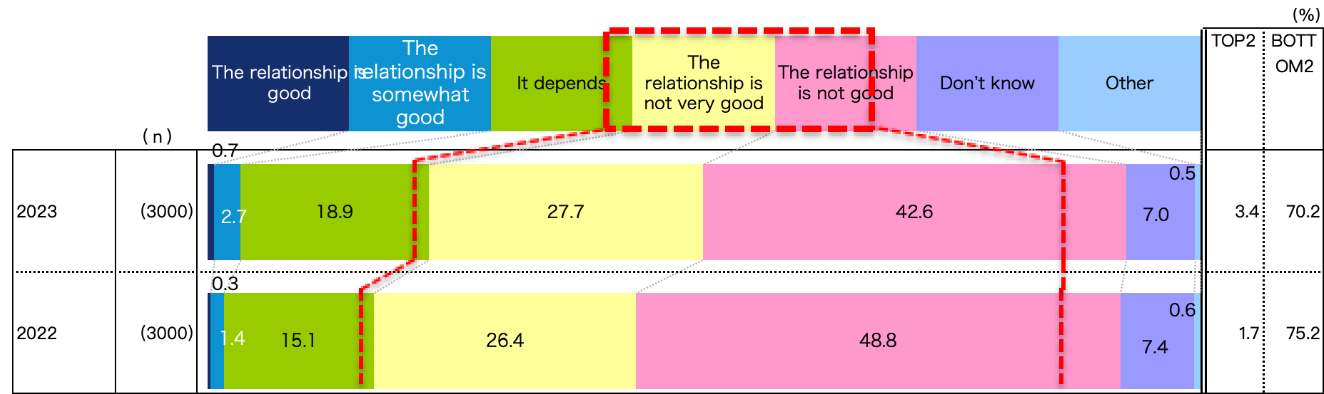


<COMPARISON OVER TIME> JAPAN-CHINA RELATIONS

FY2022-2023 Comparison of Survey Findings

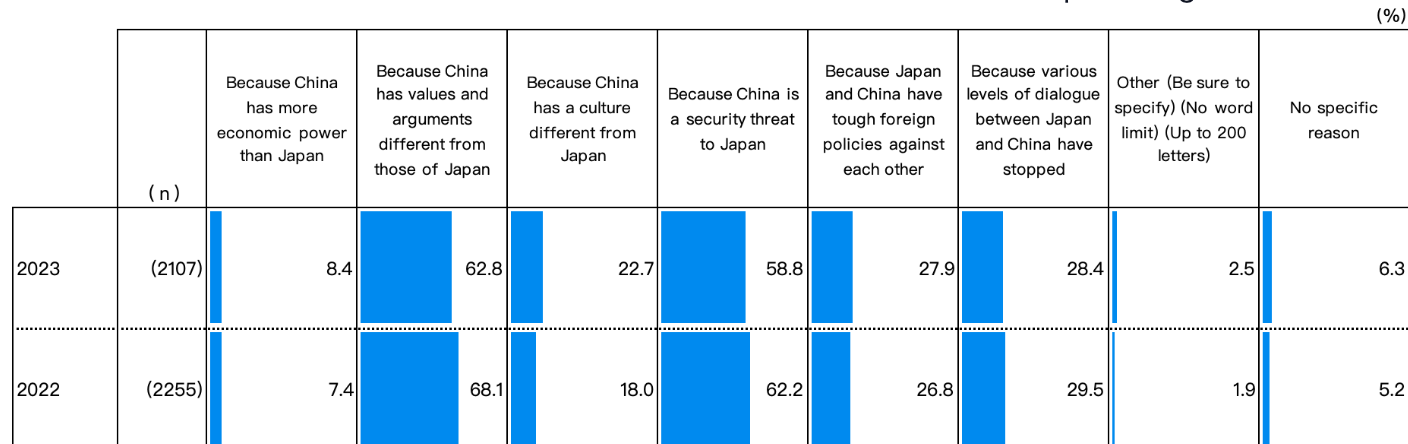
- Regarding Japan-China relations, the top 2 box score (The relationship is good + The relationship is somewhat good) is up from 1.7% to 3.4%, while the bottom 2 box score (The relationship is not good + The relationship is not very good) is down from 75.2% to 70.2%.
- Looking at the reasons for not thinking that the relationship is good, the score for “Because China has a culture different from Japan” is up (18.0% → 22.7%), while those for “Because China has values and arguments different from those of Japan” (68.1% → 62.8%) and “Because China is a security threat to Japan” (62.2% → 58.8%) are down.

Japan-China relations (Q5)



Reasons for 「The relationship is not very good」 ~ 「The relationship is not good」

Reason for “The relationship is not good” (Q6)



<COMPARISON OVER TIME> EFFECTIVE INITIATIVES FOR PROGRESS IN JAPAN-CHINA RELATIONS

Q10.What initiatives would be effective in advancing Japan-China relations? Choose up to three that are close to your opinion. 【MA】

FY2022-2023 Comparison of Survey Findings

- Regarding effective initiatives for the improvement of Japan-China relations, the scores are up for “Regular mutual visits between the heads of both countries” (20.7% ⇒ 26.3%), “Promoting exchanges in various fields including culture and art” (21.8% ⇒ 28.9%), “Strengthening the economic tie between Japan and China” (24.0% ⇒ 28.7%), and “Promoting mutual cooperation to tackle global issues such as climate change and infectious disease” (15.2% ⇒ 19.6%). Meanwhile, the score is down for “Settling mutual differences in historical perceptions” (32.5% ⇒ 26.2%).

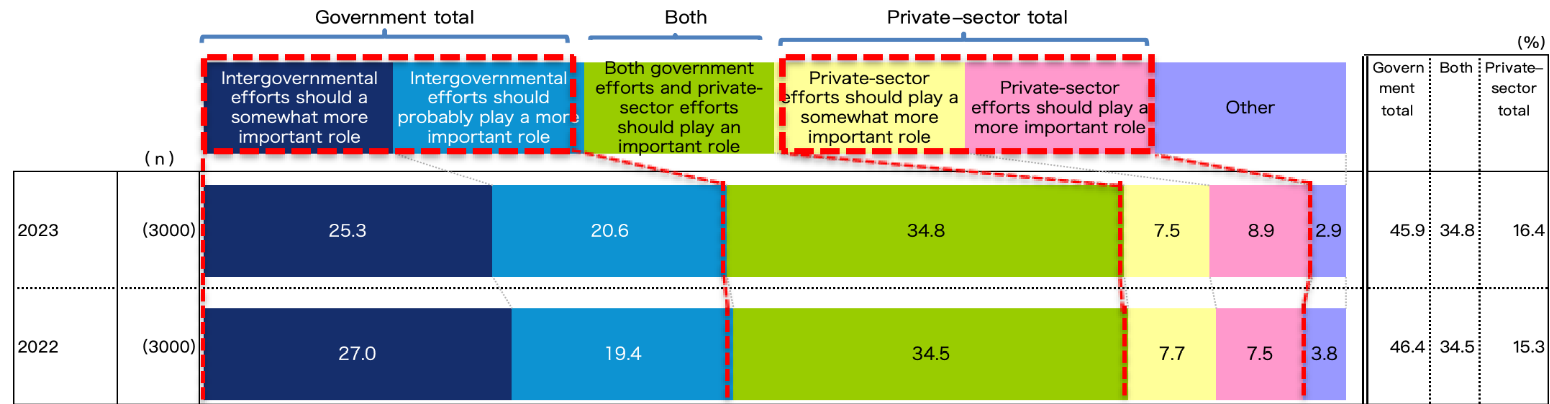
		(%)								
	(n)	Regular mutual visits between the heads of both countries	Strengthening the political and security ties between Japan and China	Promoting exchanges in various fields including culture and art	Strengthening the economic tie between Japan and China	Promoting mutual cooperation to tackle disputes, disasters, etc. in foreign countries	Promoting mutual cooperation to tackle global issues such as climate change and infectious disease	Settling mutual differences in historical perceptions	Other (Be sure to specify) (No word limit) (Up to 200 letters)	Don't know
2023	(3000)	26.3	33.1	28.9	28.7	14.1	19.6	26.2	2.1	26.8
2022	(3000)	20.7	33.3	21.8	24.0	14.3	15.2	32.5	4.9	26.1

<COMPARISON OVER TIME> ORGANIZATIONS WORKING ON JAPAN-CHINA RELATIONS

Q11. Various activities are taking place between Japan and China, from high-level government dialogues to private grassroots activities. Which do you think should play a more important role to make the Japan-China relationship healthier going forward: government efforts or private-sector efforts? 【SA】

FY2022-2023 Comparison of Survey Findings

- In terms of the leading sector to promote efforts for Japan-China relations, the combined score for the intergovernmental efforts (Intergovernmental efforts should play a somewhat more important role + Intergovernmental efforts should probably play a more important role) is down from 46.4% to 45.9%, while that for the private-sector efforts (Private-sector efforts should play a more important role + Private-sector efforts should play a somewhat more important role) is up from 15.3% to 16.4%.
- No notable differences were observed for the relevant reasons.



Q12. Reasons for 「Intergovernmental efforts should play a somewhat more important role」
 ~ 「Intergovernmental efforts should probably play a more important role」

Year	(n)	Government total							Don't know
		Because intergovernmental efforts work more effectively since private-sector activities are bound by a range of laws and regulations of both countries	Because intergovernmental efforts can create a new framework that allows the private sector to participate	Because intergovernmental efforts can help avoid risks since they pay enough attention to the safety of both countries' people	Because intergovernmental efforts can select appropriate responses by recognizing mutual circumstances and policies through high-level dialogue	Because intergovernmental efforts can enable long-term, large-scale projects since they reflect both countries' policies	Other (Be sure to specify) (No word limit) (Up to 200 letters)	Don't know	
2023	(1376)	32.2	36.2	24.6	29.9	26.5	14.1	1.1	19.9
2022	(1393)	32.9	37.9	24.6	30.6	28.1	13.5	1.8	15.7

Q13. Reasons for 「Private-sector efforts should play a somewhat more important role」
 ~ 「Private-sector efforts should play a more important role」

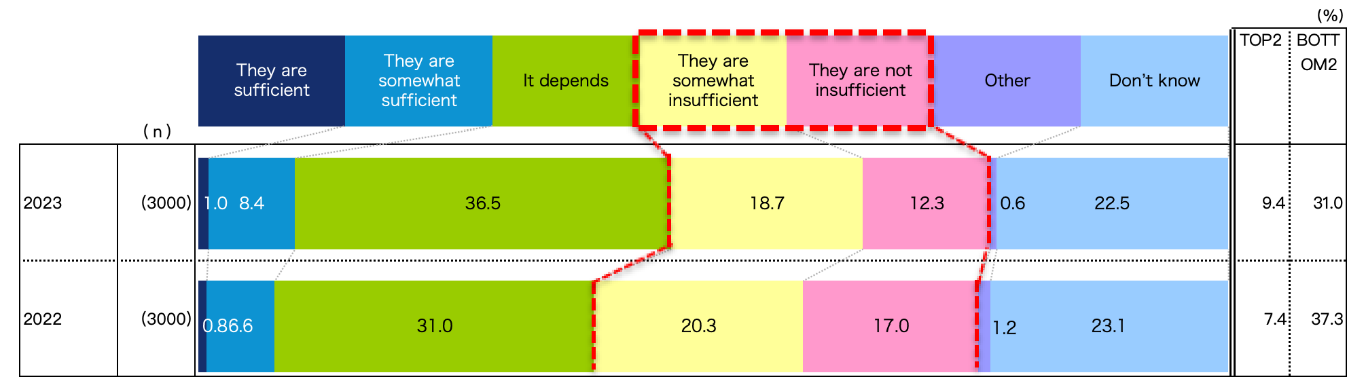
Year	(n)	Private-sector total							Don't know
		Because the postwar recovery of the Japan-China relations was driven by private-sector exchanges that paved the way for intergovernmental negotiations	Because it is more likely for private-sector negotiations to result in an agreement even on issues where governments may have difficulty finding a compromise	Because private-sector exchanges can take time to build trust and communicate their honest opinions, while intergovernmental negotiations are so formal that they may lead to misunderstanding	Because private-sector exchanges can encourage free thinking and resolve issues that may be found difficult to deal with and shelved in intergovernmental negotiations	Because private-sector efforts can better reflect stakeholders' demands, while intergovernmental efforts lack a detailed response	Because private-sector efforts, in which anyone can participate, can easily permeate society, while those who can participate in intergovernmental efforts are limited	Other (Be sure to specify) (No word limit) (Up to 200 letters)	
2023	(493)	10.1	19.1	20.3	21.3	17.6	23.9	0.8	40.8
2022	(458)	7.4	18.8	19.4	23.8	16.8	28.4	1.7	33.6

<COMPARISON OVER TIME> PEOPLE-TO-PEOPLE EXCHANGES

FY2022-2023 Comparison of Survey Findings

- Regarding private exchanges between Japan and China, the top 2 box score (They are sufficient + They are somewhat sufficient) is up from 7.4% to 9.4%, while the bottom 2 box score (They are not sufficient + They are somewhat insufficient) is down from 37.3% to 31.0%.
- Regarding the fields where private exchanges between Japan and China should be promoted, the scores are up for “Exchanges in the educational field, such as student exchange programs” (17.1% ⇒ 22.8%), “Exchanges in the cultural and artistic fields” (27.6% ⇒ 34.2%), and “Sports exchanges” (11.4% ⇒ 15.6%).

• People-to-people exchanges (Q14)



people-to-people exchanges that should be promoted

• People-to-people exchanges that should be promoted (Q15)

