

What's PESTI SEGMENT

PESTI segmentation is a method developed by PESTI^{*1} to classify people with the degree of "participation in the science, technology and innovation (STI) policy" into 6 groups (technically called segments). The people are classified as 5, 2, 6, 1, 4, 3 in the order of degree of "participation in the science, technology and innovation policy."

The 6 segments are determined by the combination of four answers: "1-1. Easy-to-understand communication of information on science and technology," "1-2. Conveying opinions from citizens to the government," "1-3. Increase of successful companies in STI," and "1-4. Relaxation of regulations" to the question "Q1. Which of the following items do you think would advance STI?"

^{*1}PESTI is a research development project launched in 2012 with researchers from six universities: Kyoto University, Osaka University, Kobe University, Shiga University, Tottori University and Tezukayama University, with the objective of forming policies that incorporate citizens' needs regarding science and technology innovation. It is positioned as a part of JST Strategic Basic Research Programs (Research and Technology for Society): R&D program of Science of Science, Technology and Innovation Policy* conducted by the Japan Science and Technology Agency (JST), the Research Institute of Science and Technology for Society (RISTEX), and also as a part of The Science for RE-designing Science, Technology and Innovation Policy (SciREX) which is promoted by the Ministry of Education, Culture Sports, Science and Technology.

The combination of segments 5 and 2 is set as "group of people with participation in STI policy," the combination of 6 and 1 as "people with potential participation in the STI policy," segment 4 as "people with low participation in the STI policy," and segment 3 as "people with no participation in the STI policy." The result of the opinion poll conducted by PESTI in December 2013 found that the group of people with participation, people with potential participation, people with low participation and people with no participation accounted for 49.1%, 35.1%, 3.7% and 12.0% respectively.

^{*2} The segment no. and the degree of "participation in science and technology innovation policy" do not correspond to each other, as the segment no. was automatically allocated in the process of developing segments.
^{*3} A group of people who have the potential to participate in the policy of science and technology innovation if given a chance.

Q

Which of the following items 1 – 4 do you think would advance science, technology and innovation (STI)? Please mark for individual item.

- A Easy-to understand communication of information on science and technology
- B Conveying opinions from citizens to the government
- C Increase of successful companies in STI
- D Relaxation of regulations

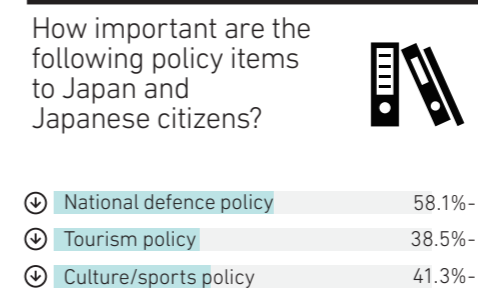
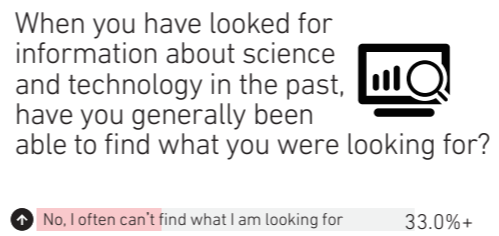
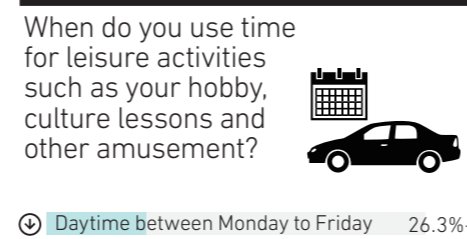
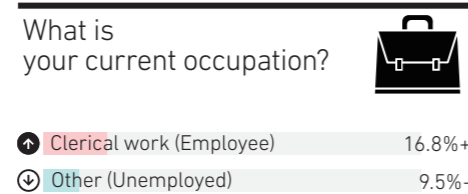
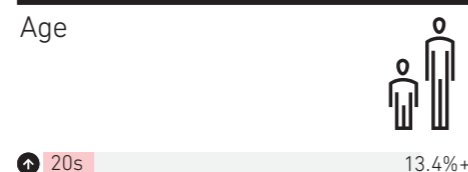
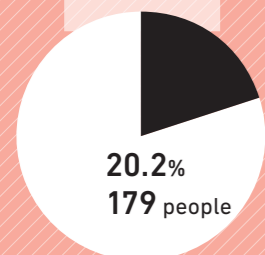
- 1 It would advance very much.
- 2 It would advance a little.
- 3 Neutral
- 4 It would not advance much.
- 5 It would not advance at all.
- 6 Don't know

A	1 or 2 or 3	1 or 2 or 3	1 or 2 or 3	1 or 2 or 3	4 or 5	
B	1 or 2	1 or 2	3 or 4 or 5	3 or 4 or 5	-	
C	1 or 2	3 or 4 or 5	-	-	-	Those who chose 6 for any of the 4 items
D	-	-	1 or 2	3 or 4 or 5	-	
	Group with participation 49.1%		Group with the potential to participation 35.1%		Group with low participation 3.7%	Group with no participation 12.0%
	SEGMENT 5	SEGMENT 2	SEGMENT 6	SEGMENT 1	SEGMENT 4	SEGMENT 3

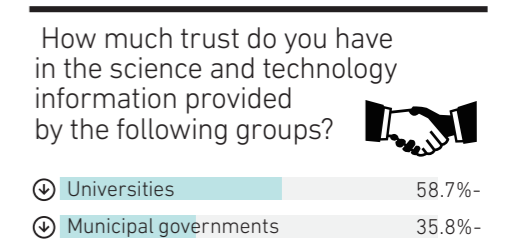
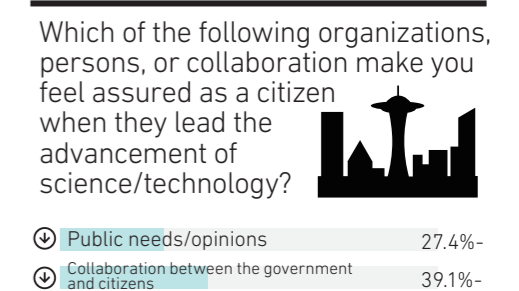
PESTI SEGMENT

1

Group with the potential to participation in STI policy



↑ Item name XX%+
 The largest amount than other segments
↓ Item name XX%-
 The least amount than other segments



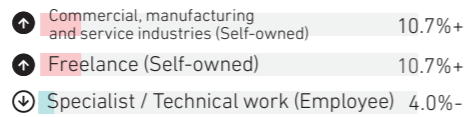
PESTI SEGMENT

2

Group with participation in STI policy



What is your current occupation?



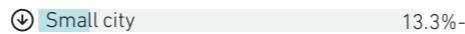
What is the occupation you have had the longest period of time?



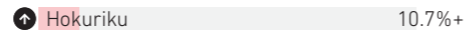
Would you like to receive a copy of the results of this survey?



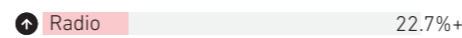
City scale



Region



Where do you usually come across information or news on science and technology?



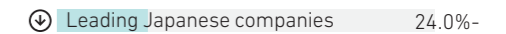
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The least amount than other segments

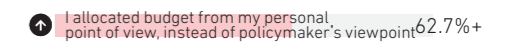
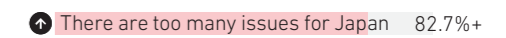
Which of the following organizations, persons, or collaboration make you feel assured as a citizen when they lead the advancement of science/technology?



How much trust do you have in the science and technology information provided by the following groups?



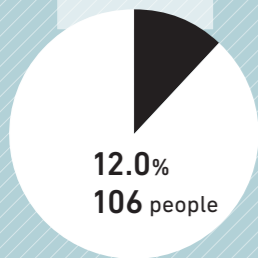
If you are a person in charge of policymaking, what did you feel or think?



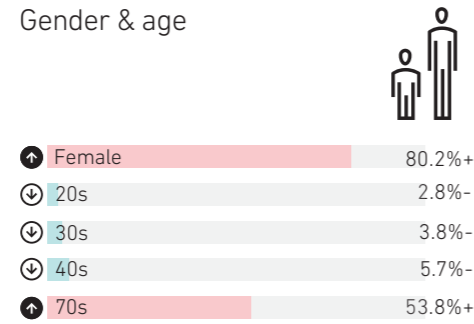
PESTI SEGMENT

3

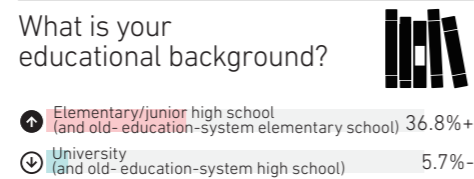
Group with no participation in STI policy



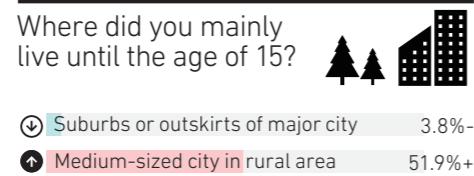
Gender & age



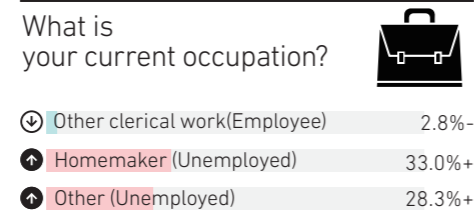
What is your educational background?



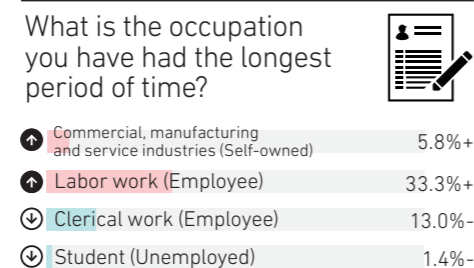
Where did you mainly live until the age of 15?



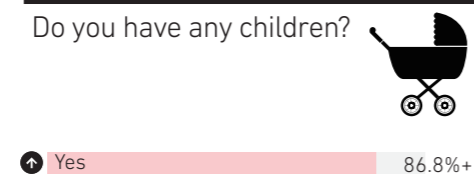
What is your current occupation?



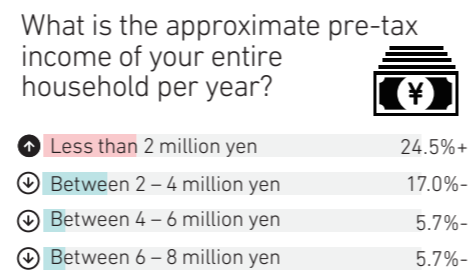
What is the occupation you have had the longest period of time?



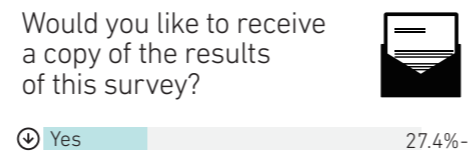
Do you have any children?



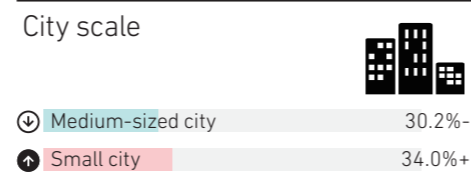
What is the approximate pre-tax income of your entire household per year?



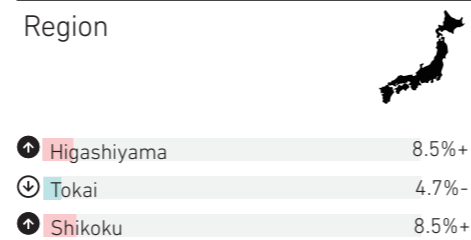
Would you like to receive a copy of the results of this survey?



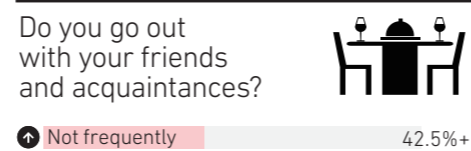
City scale



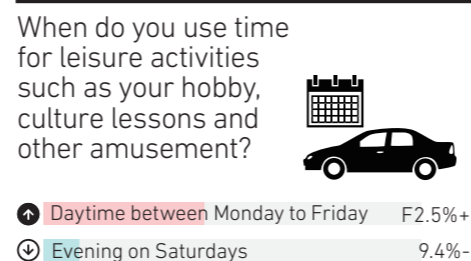
Region



Do you go out with your friends and acquaintances?



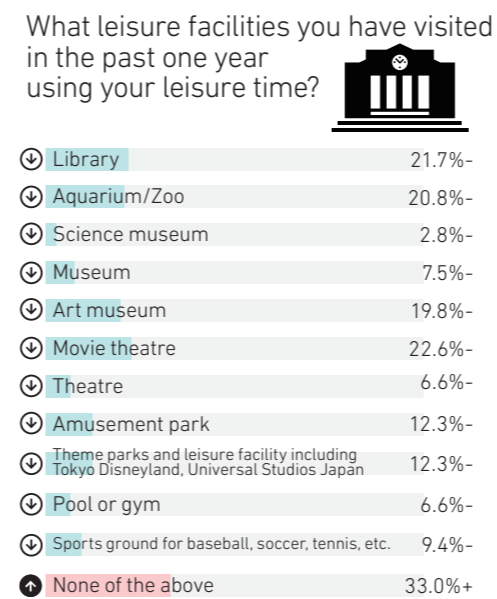
When do you use time for leisure activities such as your hobby, culture lessons and other amusement?



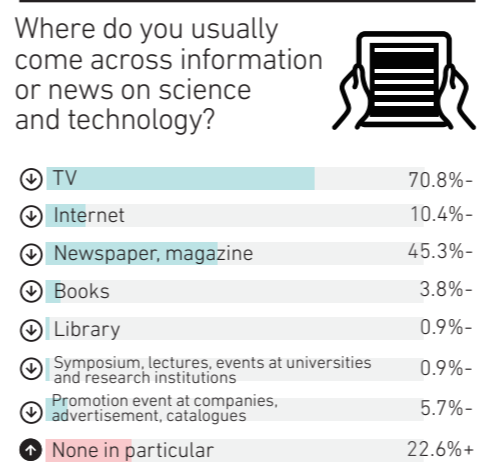
↑ Item name XX%+
The largest amount than other segments

↓ Item name XX%-
The least amount than other segments

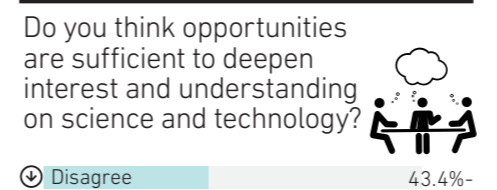
What leisure facilities you have visited in the past one year using your leisure time?



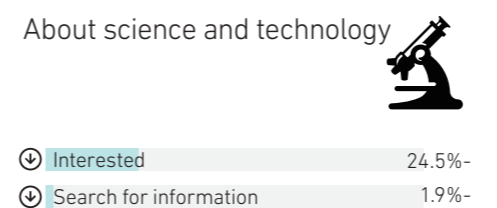
Where do you usually come across information or news on science and technology?



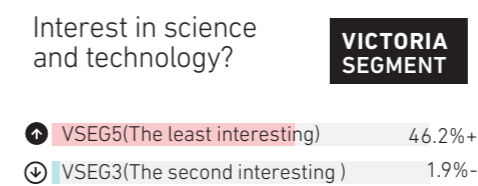
Do you think opportunities are sufficient to deepen interest and understanding on science and technology?



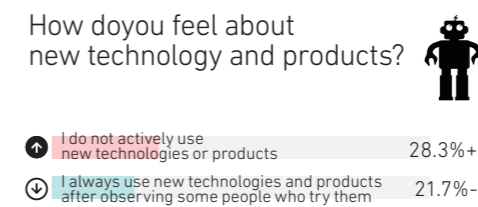
About science and technology



Interest in science and technology?



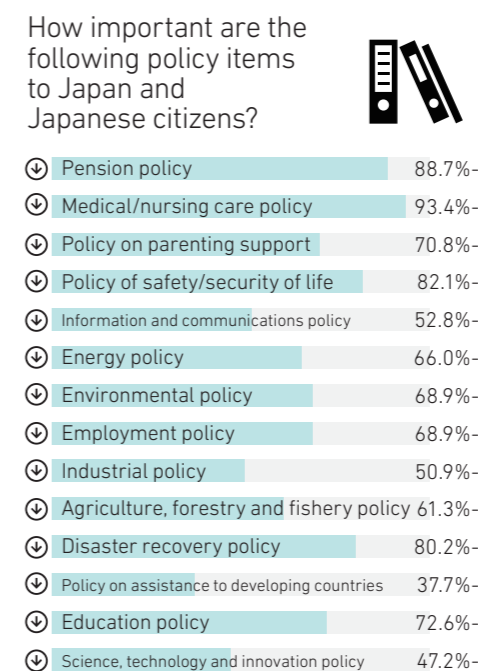
How do you feel about new technology and products?



About science and technology issues that are important to you.



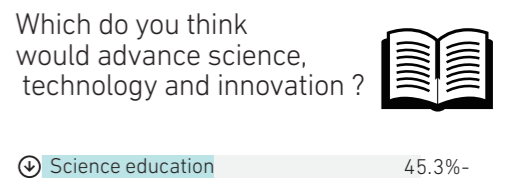
How important are the following policy items to Japan and Japanese citizens?



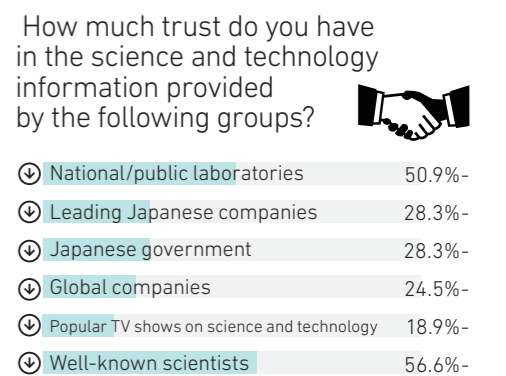
Which of the following organizations, persons, or collaboration make you feel assured as a citizen when they lead the advancement of science/technology?



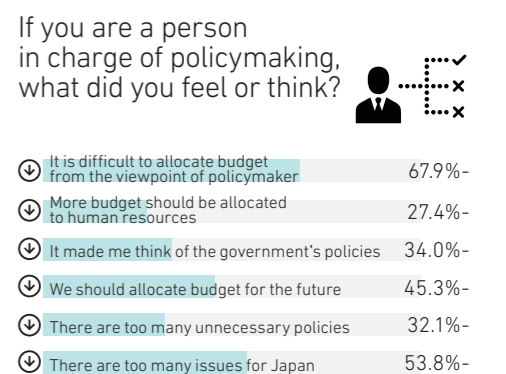
Which do you think would advance science, technology and innovation?



How much trust do you have in the science and technology information provided by the following groups?



If you are a person in charge of policymaking, what did you feel or think?



PESTI SEGMENT

4

What is your educational background?



University (and old-education-system high school) 42.4%+

What is your current occupation?



Agriculture, forestry, and fishery (Family employee) 6.1%+

What is the approximate pre-tax income of your entire household per year?



Between 6 – 8 million yen 24.2%+

Do you think opportunities are sufficient to deepen interest and understanding on science and technology?



Disagree 64.2%+

Interest in science and technology?



VSEG1(The third) 17.3%-

How important are the following policy items to Japan and Japanese citizens?



- Not policy on parenting support 15.2%+
- Not policy of safety/security of life 12.1%+
- Not information and communications policy 12.1%+
- Not environmental policy 6.1%+
- Not employment policy 9.1%+
- Not industrial policy 12.1%+
- Not disaster recovery policy 6.1%+
- Not disaster prevention/disaster reduction policy 15.2%+
- Not public works policy 21.2%+
- Not policy on assistance to developing countries 27.3%+
- Not national defence policy 18.2%+
- Not tourism policy 39.4%+
- Not culture/sports policy 27.3%+
- Not education policy 12.1%+
- Not science, technology and innovation policy 9.1%+

Item name XX%+
The largest amount than other segments

Item name XX%+
The least amount than other segments

Which of the following organizations, persons, or collaboration make you feel assured as a citizen when they lead the advancement of science/technology?



Collaboration between the government and leading companies 39.4%-

How much trust do you have in the science and technology information provided by the following groups?



Scientists 45.5%-
Government 21.2%-

If you are a person in charge of policymaking, what did you feel or think?



Budget is too limited for the number of issues 42.4%-

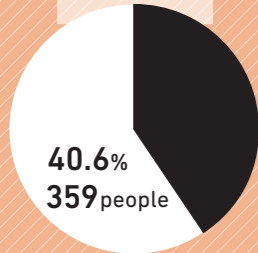
Group with low participation in STI policy



PESTI SEGMENT

5

Group with participation in STI policy



What is the approximate pre-tax income of your entire household per year?



- Between 2 - 4 million yen 29.2%+
- Between 10 - 15 million yen 4.2%+

Region



- Hokuriku 3.6%-

Do you go out with your friends and acquaintances?



- Not frequently 26.7%-

What leisure facilities you have visited in the past one year using your leisure time?



- Aquarium/Zoo 19.2%+
- Pachinko 6.1%-

Do you think opportunities are sufficient to deepen interest and understanding on science and technology?



- Agree 42.1%+

Information about science and technology



- Actively search for information 23.1%+

Where do you usually come across information or news on science and technology?



- TV 88.6%+
- Newspaper, magazine 70.2%+
- Library 12.3%+

Interest in science and technology?

VICTORIA SEGMENT

- VSEG5(The least) 13.9%-

About science and technology issues that are important to you.



- Having influence 40.1%+
- Should have influence 65.5%+

How important are the following policy items to Japan and Japanese citizens?



- Pension policy 95.5%+
- Medical/nursing care policy 99.4%+
- Policy on parenting support 92.8%+
- Policy of safety/security of life 95.5%+
- Information and communications policy 81.9%+
- Energy policy 94.2%+
- Environmental policy 95.5%+
- Employment policy 92.5%+
- Industrial policy 87.7%+
- Agriculture, forestry and fishery policy 83.8%+
- Disaster recovery policy 96.9%+
- Disaster prevention/disaster reduction policy 94.2%+
- Public works policy 73.3%+
- Policy on assistance to developing countries 63.8%+
- National defence policy 77.7%+
- Tourism policy 67.7%+
- Culture/sports policy 71.6%+
- Education policy 92.5%+
- Science, technology and innovation policy 81.9%+

Item name XX%+
The largest amount than other segments

Item name XX%-
The least amount than other segments

Which of the following organizations, persons, or collaboration make you feel assured as a citizen when they lead the advancement of science/technology?



- Municipal government 59.3%+
- Scientist 80.5%+
- Government 61.0%+
- Leading Japanese companies 64.1%+
- Public needs/opinions 57.9%+
- Specified non-profit corporation (NPO) 44.6%+
- National/public laboratory 84.1%+
- Collaboration between the government and citizens 77.3%+
- Research of various fields jointly 85.5%+
- Government and national/public laboratories jointly 85.8%+
- Collaboration between the government and leading companies 73.8%+
- Collaboration between national/public laboratories and leading companies 79.1%+
- Collaboration between universities, public administration, and companies 83.6%+

Which do you think would advance science and technology innovation?



- Science education 92.8%+

How much trust do you have in the science and technology information provided by the following groups?



- Universities 81.6%+
- Municipal governments 61.6%+
- Scientists 84.1%+
- Government 52.9%+
- National/public laboratories 82.5%+
- Mass communication (TV/newspaper, etc.) 27.9%+
- Leading Japanese companies 58.5%+
- Japanese government 54.9%+
- Global companies 62.7%+
- Popular TV shows on science and technology 38.4%+

If you are a person in charge of policymaking, what did you feel or think?

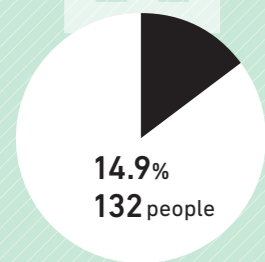


- It made me think of the government's policies 65.2%+
- There are too many unnecessary policies 41.8%+
- Budget is too limited for the number of issues 73.8%+

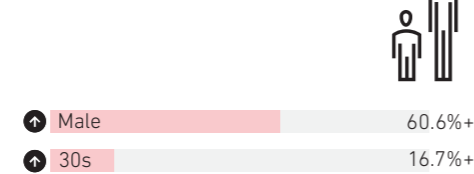
PESTI SEGMENT

6

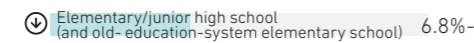
Group with the potential to participation in STI policy



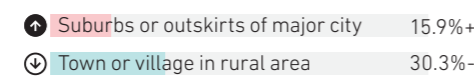
Gender & age



What is your educational background?



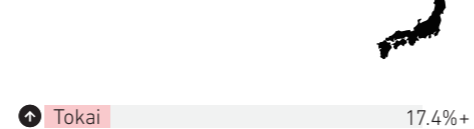
Where did you mainly live until the age of 15?



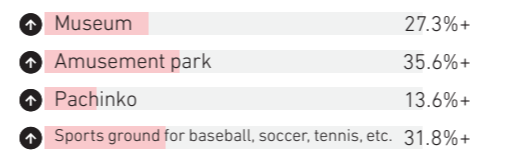
Do you have any children?



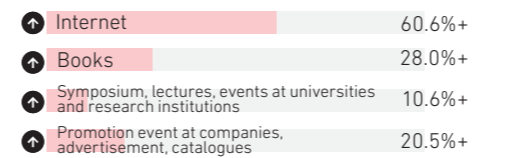
Region



What leisure facilities you have visited in the past one year using your leisure time?



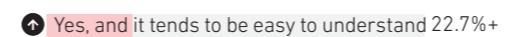
Where do you usually come across information or news on science and technology?



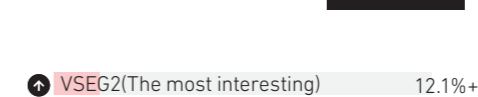
About science and technology



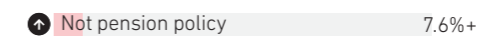
When you have looked for information about science and technology in the past, have you generally been able to find what you were looking for?



Interest in science and technology?

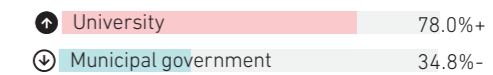


How important are the following policy items to Japan and Japanese citizens?

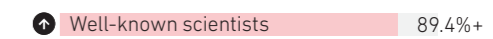


↑ Item name XX%+
 The largest amount than other segments
 ↓ Item name XX%-
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Which of the following organizations, persons, or collaboration make you feel assured as a citizen when they lead the advancement of science/technology?



How much trust do you have in the science and technology information provided by the following groups?



If you are a person in charge of policymaking, what did you feel or think?

