

Awareness survey on life and science & technology

December 2013

(Survey planned by) Institute for Integrated Cell-Material Sciences, Kyoto University
 Science Communication Group

(Survey implemented by) Central Research Services, Inc.

Branch No.		Point No.		Target No.		Inspected by	

(1-7) (8-10)=101

Q1. [Answer sheet 1] How much are you interested in science and technology? Please select only one.

(11)

- | | | | | | |
|-----------------|------------------|--------------------------------------|---------------------|-----------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| (a) | (b) | (c) | (d) | (e) | |
| Very interested | Quite interested | Neither interested nor disinterested | Not very interested | Not interested at all | Don't know |

Q2. Do you actively search for information about science and technology?

(12)

- 1** Yes **2** No **3** Don't know

Q3. [Answer sheet 2] 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? Please select the closest answer.

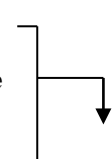
(13)

- 1** (a) Yes, and it tends to be easy to understand
- 2** (b) Yes, but it is often difficult to understand
- 3** (c) No, I often can't find what I am looking for
- 4** (d) Don't know

Q4. [Answer sheet 3] Which of the following statements would you say best describes how you feel about new technology and products? Please select **one**.

(14)

- 1** (a) I always try new technologies and products before anyone else does
- 2** (b) I always use new technologies and products after observing some people who try them
- 3** (c) I always use new technologies and products after observing most of the people around me try them
- 4** (d) I do not actively use new technologies or products
- 5** (e) Don't know



Go to Q6 in the following page.

↓
Go to Q5, Q5SQ in the following page.

(For those who answered “Don’t know” in Q5 and Q5S and Q4.)

Q5. **[Answer sheet 4]** Do the following items 1) – 3) raise your expectation for science and technology, or science, technology and innovation policy? Please mark for **individual** item. Consider science, technology and innovation as creating intellectual/cultural value based on scientific findings and inventions, and innovation that develops and connects this knowledge with economic, social and public value. Firstly, does “Civil perspective is incorporated into the policy” raise your expectation? (Note on survey: Mark for item 1) - 3) individually.)

	(a) It does very much.	(b) It does a little	(c) Neutral	(d) Not very much	(e) Not at all	Don't know	
1) Incorporating a civil perspective into the policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(15)
2) Creating a structure for citizens to participate in policy-making.....	...1...	...2...	...3...	...4...	...5...	...6...	(16)
3) Citizens can feel that the policies they need are implemented.....	...1...	...2...	...3...	...4...	...5...	...6...	(17)

Q5SQ. Please write anything else you expect of science and technology or science, technology and innovation. If not, please circle “No.”

2 No
(18)

(To all respondents)

Q6. **[Answer sheet 5]** How much influence if any, do you feel you personally have on policy making about science and technology issues that are important to you? Please select **one**.

(19)

- | | | | | |
|--------------|---------------|---------------|-------------|------------|
| 1 | 2 | 3 | 4 | 5 |
| (a) | (b) | (c) | (d) | |
| A great deal | A fair amount | Not very much | None at all | Don't know |

Q7. **[Answer sheet 6]** How much influence if any, do you think you personally should have on policy making about science and technology issues that are important to you? Please select **one**.

(20)

- | | | | | |
|--------------|---------------|---------------|-------------|------------|
| 1 | 2 | 3 | 4 | 5 |
| (a) | (b) | (c) | (d) | |
| A great deal | A fair amount | Not very much | None at all | Don't know |

Q8. [Answer sheet7] How important are the following policy items1) – 19) to Japan and Japanese citizens? Please mark for **individual** item. Firstly, how important is “Pension policy” (**Note on survey: Mark for 1) – 19) individually.**)

	(a) Very important	(b) Important	(c) Neutral	(d) Not important	(e) Not important at all	Don't know	
1) Pension policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(21)
2) Medical/nursing care policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(22)
3) Policy on parenting support.....	...1...	...2...	...3...	...4...	...5...	...6...	(23)
4) Policy of safety/security of life.....	...1...	...2...	...3...	...4...	...5...	...6...	(24)
5) Information and communications policy....	...1...	...2...	...3...	...4...	...5...	...6...	(25)
6) Energy policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(26)
7) Environmental policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(27)
8) Employment policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(28)
9) Industrial policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(29)
10) Agriculture, forestry and fishery policy	...1...	...2...	...3...	...4...	...5...	...6...	(30)
11) Disaster recovery policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(31)
12) Disaster prevention/disaster reduction policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(32)
13) Public works policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(33)
14) Policy on assistance to developing countries.....	...1...	...2...	...3...	...4...	...5...	...6...	(34)
15) National defence policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(35)
16) Tourism policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(36)
17) Culture/sports policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(37)
18) Education policy.....	...1...	...2...	...3...	...4...	...5...	...6...	(38)
19) Science, technology and innovation (*) policy	...1...	...2...	...3...	...4...	...5...	...6...	(39)

*[Note] State the following note in the answer sheet

“Science and technology innovation is the creation of intellectual/cultural value based on scientific findings and inventions, and technological revolution that develops this knowledge into economic, social and public value.”

Q9. [Answer sheet 8] Which of the following organizations, persons, or collaboration in 1) – 14) make you feel assured as a citizen when they lead the advancement of science/technology? Please mark for individual item. Firstly, does “University” make you feel assured? (Note on survey: Mark for 1) - 14) individually.)

	(a) I feel very	(b) I feel somewhat	(c) Neutral	(d) I do not feel very assured	(e) I do not feel assured at all	Don't know.	
1) University.....	...1...	...2...	...3...	...4...	...5...	...6...	(40)
2) Municipal government.....	...1...	...2...	...3...	...4...	...5...	...6...	(41)
3) Scientist1...	...2...	...3...	...4...	...5...	...6...	(42)
4) Government.....	...1...	...2...	...3...	...4...	...5...	...6...	(43)
5) Leading Japanese companies.....	...1...	...2...	...3...	...4...	...5...	...6...	(44)
6) Public needs/opinions.....	...1...	...2...	...3...	...4...	...5...	...6...	(45)
7) Specified non-profit organization (NPO).....	...1...	...2...	...3...	...4...	...5...	...6...	(46)
8) National/public laboratory....	...1...	...2...	...3...	...4...	...5...	...6...	(47)
9) Collaboration between the government and citizens.....	...1...	...2...	...3...	...4...	...5...	...6...	(48)
10) Research of various fields jointly.....	...1...	...2...	...3...	...4...	...5...	...6...	(49)
11) Government and national/public laboratories jointly.....	...1...	...2...	...3...	...4...	...5...	...6...	(50)
12) Collaboration between the government and leading companies.....	...1...	...2...	...3...	...4...	...5...	...6...	(51)
13) Collaboration between national/public laboratories and leading companies.....	...1...	...2...	...3...	...4...	...5...	...6...	(52)
14) Collaboration between universities, public administration, and companies.....	...1...	...2...	...3...	...4...	...5...	...6...	(53)

Q10. [Answer sheet 9] Which of the following items 1) – 6) do you think would advance science and technology innovation? Please mark for **individual** item. Firstly, do you think “Relaxation of regulations” prompts science and technology innovation? (Note on survey: Mark for 1) - 6) individually.)

	(a) It would advance very much.	(b) It would advance a little.	(c) Neutral	(d) It would not advance much.	(e) It would not advance at all.	Don't know	
1) Relaxation of regulations.....	...1...	...2...	...3...	...4...	...5...	...6...	(54)
2) Science education.....	...1...	...2...	...3...	...4...	...5...	...6...	(55)
3) Easy-to-understand communication of information on science and technology.....	...1...	...2...	...3...	...4...	...5...	...6...	(56)
4) Conveying opinions from citizens to the government.....	...1...	...2...	...3...	...4...	...5...	...6...	(57)
5) Support and involvement of citizens in the policy of science, technology and innovation.....	...1...	...2...	...3...	...4...	...5...	...6...	(58)
6) Increase of successful companies in science, technology and innovation.....	...1...	...2...	...3...	...4...	...5...	...6...	(59)

Q11. [Answer sheet 10] How much trust do you have in the science and technology information provided by the following groups? Please mark for **individual** items. Firstly, are “Universities” reliable? (Note on survey: Mark for 1) – 11) individually.)

	(a) Very reliable	(b) Somewhat reliable	(c) Neutral	(d) Not very reliable	(e) Not reliable at all	Don't know	
1) Universities.....	...1...	...2...	...3...	...4...	...5...	...6...	(60)
2) Municipal governments.....	...1...	...2...	...3...	...4...	...5...	...6...	(61)
3) Scientists1...	...2...	...3...	...4...	...5...	...6...	(62)
4) Government1...	...2...	...3...	...4...	...5...	...6...	(63)
5) National/public laboratories.....	...1...	...2...	...3...	...4...	...5...	...6...	(64)
6) Mass communication (TV/newspaper, etc.)1...	...2...	...3...	...4...	...5...	...6...	(65)
7) Leading Japanese companies....	...1...	...2...	...3...	...4...	...5...	...6...	(66)
8) Japanese government.....	...1...	...2...	...3...	...4...	...5...	...6...	(67)

9)	Global companies.....	...1...	...2...	...3...	...4...	...5...	...6...	(68)
10)	Popular TV shows on science and technology (“Galileo,” “Kasouken-no-onna,” “Emergency ward 24,” “Jin,” etc.)1...	...2...	...3...	...4...	...5...	...6...	(69)
11)	Well-known scientists (Dr Koichi Tanaka, Dr Masatoshi Koshiba, Dr Toshihide Masukawa, etc.)1...	...2...	...3...	...4...	...5...	...6...	(70)

(8-10)=102

Q12. **[Answer sheet 11]** Assume Japan’s budget for policymaking is 10. If you are a person in charge of policymaking, how would you allocate the budget to the following policies 1) - 19)? Please state a number 0 - 10 to make the total 10. Please give whole numbers. Also note that “0” means that no budget is given to the policy.

1)	Pension policy.....	(11-13)
2)	Medical/nursing care policy.....	(14-16)
3)	Policy on parenting support.....	(17-19)
4)	Policy of safety/security of life.....	(20-22)
5)	Information and communications policy.....	(23-25)
6)	Energy policy.....	(26-28)
7)	Environmental policy.....	(29-31)
8)	Employment policy.....	(32-34)
9)	Industrial policy.....	(35-37)
10)	Agriculture, forestry and fishery policy.....	(38-40)
11)	Disaster recovery policy.....	(41-43)
12)	Disaster prevention/disaster reduction policy...	(44-46)
13)	Public works policy.....	(47-49)
14)	Policy on assistance to developing countries...	(50-52)
15)	National defence policy	(53-55)
16)	Tourism policy.....	(56-58)
17)	Culture/sports policy.....	(59-61)

18) Education policy.....	(62-64)
19) Science and technology innovation (*) policy ...	(65-67)

Ensure to have whole numbers, and that the total of 1) – 19) is “10.”

(Note on survey: If the total of 1) – 19) is not “10” or if the numbers include small numbers, ask the question again as much as possible. Note that “0” means that no budget is given.)

X Don't know

(68)

Q13. [Answer sheet 12] As you answered Q12 as if you are a person in charge of policymaking, what did you feel or think? Please mark for **individual** items. Firstly, what did you think about “It is difficult to allocate budget from the viewpoint of policymaker”? (Note on survey: mark 1) - 9) **individually.**)

	(a) Strongly agree	(b) Agree	(c) Neutral	(d) Disagree	(e) Strongly disagree	Don't know	
1) It is difficult to allocate budget from the viewpoint of policymaker.....	...1...	...2...	...3...	...4...	...5...	...6...	(69)
2) More budget should be allocated to human resources.....	...1...	...2...	...3...	...4...	...5...	...6...	(70)
3) It made me think of the government's policies.....	...1...	...2...	...3...	...4...	...5...	...6...	(71)
4) We should allocate budget for the future.....	...1...	...2...	...3...	...4...	...5...	...6...	(72)
5) There are too many unnecessary policies.....	...1...	...2...	...3...	...4...	...5...	...6...	(73)
6) They are all necessary policies.....	...1...	...2...	...3...	...4...	...5...	...6...	(74)
7) There are too many issues for Japan.....	...1...	...2...	...3...	...4...	...5...	...6...	(75)
8) Budget is too limited for the number of issues1...	...2...	...3...	...4...	...5...	...6...	(76)
9) I allocated budget from my personal point of view, instead of policymaker's viewpoint1...	...2...	...3...	...4...	...5...	...6...	(77)

Q13SQ. Please write any other things that you felt or thought while making the budget allocation from the viewpoint of policymaker. If not, state "No."

2 No

(78)

Q14. [Answer sheet 13] Do you think you are quick to catch on to a trend? Please select one.

(79)

- | | | | | | |
|--------------------------|---------------------|----------|---------------------------|----------------------------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| (a) | (b) | (c) | (d) | (e) | |
| I think I am very quick. | I think I am quick. | Neutral | I don't think I am quick. | I don't think I am quick at all. | Don't know |

Q15. [Answer sheet 14] Do you go out with your friends and acquaintances? Please select only one.

(80)

- | | | | | | |
|-----------------|------------|----------|----------------|-------------|------------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| (a) | (b) | (c) | (d) | (e) | |
| Very frequently | Frequently | Neutral | Not frequently | Very rarely | Don't know |

Q16. [Answer sheet 15] When do you use time for leisure activities such as your hobby, culture lessons and other amusement? Please select **all the relevant answers**.

(81)

- | | | | | |
|----------|---|----------|-----|---|
| 1 | (a) Daytime between Monday to Friday | 5 | (e) | Evening on Saturdays |
| 2 | (b) Daytime on Saturdays | 6 | (f) | Evening on Sunday and public holidays |
| 3 | (c) Daytime on Sunday and public holidays | 7 | (g) | Never (I cannot take time for leisure.) |
| 4 | (d) Evening between Monday to Friday | 8 | | Don't know |

Q17. [Answer sheet 16] What leisure facilities you have visited in the past one year using your leisure time? Please select **all the relevant answers**.

(82,83)

- | | | | | |
|-----------|-----------------------|-----------|-----|--|
| 1 | (a) Library | 11 | (k) | Theme parks and leisure facility including Tokyo Disneyland, Universal Studios Japan |
| 2 | (b) Aquarium/Zoo | 12 | (l) | Pachinko |
| 3 | (c) Botanical garden | 13 | (m) | Horse race/motorboat race/bicycle race |
| 4 | (d) Science museum | 14 | (n) | Temple or shrine |
| 5 | (e) Museum | 15 | (o) | Pool or gym |
| 6 | (f) Art museum | 16 | (p) | Sports ground for baseball, soccer, tennis, etc. |
| 7 | (g) Movie theatre | 17 | (q) | Sports stadium |
| 8 | (h) Theatre | 18 | (r) | Other (In specific) |
| 9 | (i) Children's center | 19 | (s) | None of the above |
| 10 | (j) Amusement park | 20 | | Don't know |

Q18. [Answer sheet 17] Where do you usually come across information or news on science and technology? Please select **all the relevant answers**.

(84,85)

- | | | | | | |
|----------|-----|-----------------------|-----------|-----|---|
| 1 | (a) | TV | 8 | (h) | Symposium, lectures, events at universities and research institutions |
| 2 | (b) | Radio | 9 | (i) | Promotion event at companies, advertisement, catalogues |
| 3 | (c) | Internet | 10 | (j) | Conversations with family and friends |
| 4 | (d) | Newspaper, magazine | 11 | (k) | Other (In specific) |
| 5 | (e) | Books | 12 | (l) | None in particular |
| 6 | (f) | Science museum/museum | 13 | | Don't know |
| 7 | (g) | Library | | | |

Q19. [Answer sheet 18] There are opportunities for scientists and engineers to introduce science and technology in a comprehensive way through experiences at science museums and museums, or open house of laboratories, lectures and science cafés. In addition, TV programs and articles on science and technology are introduced on TV, the Internet, newspapers and magazines. Do you think these opportunities are sufficient to deepen interest and understanding on science and technology?

(86)

- | | | | | |
|----------------|---------------|------------------|-------------------|------------|
| 1 | 2 | 3 | 4 | 5 |
| (a) | (b) | (c) | (d) | |
| Strongly agree | Tend to agree | Tend to disagree | Strongly disagree | Don't know |

Lastly, we would like to ask about yourself in order to analyse your answers statistically.

F1. Gender (Researcher makes a judgment)

(11)

1 Male

2 Female

F2. [Answer sheet 19] Which one of the following age groups do you belong to?

(12,13)

- | | | |
|---------------|----------------|--------------------|
| 1 (a) 16 - 19 | 6 (f) 40 - 44 | 11 (k) 65 - 69 |
| 2 (b) 20 - 24 | 7 (g) 45 - 49 | 12 (l) 70 - 74 |
| 3 (c) 25 - 29 | 8 (h) 50 - 54 | 13 (m) 75 - 79 |
| 4 (d) 30 - 34 | 9 (i) 55 - 59 | 14 (n) 80 and over |
| 5 (e) 35 - 39 | 10 (j) 60 - 64 | |

F3. [Question 20] What is your educational background? Consider graduated if you are still in school or left school without diploma.

(14)

1 (a)	2 (b)	3 (c)	4 (d)	5 (e)	6 Don' t know
Elementary/junior high school (and old- education-system elementary school)	High school (and old- education-system junior high school)	Two-year college/ vocational school	University (and old- education-system high school)	Graduate school	
└───┬─> To F5		└───┬─> To F5			└───┬─> To F5

F4. (For those who selected "c" - "e" at F3)

[Answer sheet 21] What is your expertise? Please select only one.

(15,16)

- | | |
|--|---------------------------|
| 1 (a) Science and Engineering
(Physics) | 7 (g) Medical |
| 2 (b) Science and Engineering
(Chemistry) | 8 (h) Dentistry |
| 3 (c) Science and Engineering
(Biology) | 9 (i) Medicine |
| 4 (d) Science and Engineering
(Geology) | 10 (j) Other than (a)-(i) |
| 5 (e) Science and Engineering
(Mathematics) | 11 Don' t know |
| 6 (f) Agriculture, forestry and
fishery | |

F5. (To all respondents)

[Answer sheet 22] Where did you mainly live until the age of 15? Please select **one** from the following category.

(17)

- 1 (a) Major city
- 2 (b) Suburbs or outskirts of major city
- 3 (c) Medium-sized city in rural area
- 4 (d) Town or village in rural area
- 5 Don't know

F6. [Answer sheet 23] What is your current occupation? Please select **one** main occupation from the following list.

(18,19)

- | | | |
|---|--|--------------|
| <p>1 (a) Agriculture, forestry, and fishery industry (Self-owned)</p> <p>2 (b) Agriculture, forestry, and fishery (Family employee)</p> <p>3 (c) Commercial, manufacturing and service industries (Self-owned)</p> <p>4 (d) Commercial, manufacturing and service industries (Member of family employee)</p> <p>5 (e) Freelance (Self-owned)</p> <p>6 (f) Freelance (Member of family business)</p> <p>7 (g) Management position (Employee)</p> <p>8 (h) Specialist / Technical work (Employee)</p> <p>9 (i) Clerical work (Employee)</p> <p>10 (j) Labor work (Employee)</p> <p>11 (k) Homemaker (Unemployed)</p> <p>12 (l) Student (Unemployed)</p> <p>13 (m) Other (Unemployed)</p> <p>14 Don't know</p> | | <p>To F8</p> |
|---|--|--------------|

F7. [Answer sheet 24] (For those who selected "k" – "m" at F6)

What is the occupation you have had the longest period of time? Please select **only one** from the following list.

(20,21)

- | | |
|--|---|
| <p>1 (a) Agriculture, forestry, and fishery (Self-owned)</p> <p>2 (b) Agriculture, forestry, and fishery (Member of family business)</p> <p>3 (c) Commercial, manufacturing and service industries (Self-owned)</p> <p>4 (d) Commercial, manufacturing and service industries (Member of family business)</p> <p>5 (e) Freelance (Self-owned)</p> <p>6 (f) Freelance (Member of family business)</p> <p>7 (g) Management position (Employee)</p> | <p>8 (h) Specialist / Technical work (Employee)</p> <p>9 (i) Clerical work (Employee)</p> <p>10 (j) Labor work (Employee)</p> <p>11 (k) Homemaker (Unemployed)</p> <p>12 (l) Student (Unemployed)</p> <p>13 (m) Other (Unemployed)</p> <p>14 (n) I have never worked before.</p> <p>15 Don't know</p> |
|--|---|

F8. (To all respondents) Do you have any children?

(22)

1 Yes

2 No

→ Go to **F10** on the next page.



F9. **[Answer sheet 25]**(For those who selected “Yes” at F8)

Please select current educational status of all of your children. Please select **all the relevant items.**

(23,24)

- | | | | | | |
|----------|-----|-----------------------------------|-----------|-----|----------------------|
| 1 | (a) | Pre-school | 7 | (g) | Vocational school |
| 2 | (b) | Lower grade at elementary school | 8 | (h) | Two-year college |
| 3 | (c) | Middle grade at elementary school | 9 | (i) | University |
| 4 | (d) | Higher grade at elementary school | 10 | (k) | Graduate school |
| 5 | (e) | Junior high school | 11 | (l) | Working |
| 6 | (f) | High school | 12 | (m) | Other (In specific) |
| | | | 13 | | Don't know |

F10. (To all respondents)

[Answer sheet 26] What is the approximate pre-tax income of your entire household per year?

(25)

- | | | | | | |
|----------|-----|---------------------------|----------|-----|-----------------------------|
| 1 | (a) | Less than 2 million yen | 5 | (e) | Between 8 - 10 million yen |
| 2 | (b) | Between 2 - 4 million yen | 6 | (f) | Between 10 - 15 million yen |
| 3 | (c) | Between 4 - 6 million yen | 7 | (g) | Over 15 million yen |
| 4 | (d) | Between 6 - 8 million yen | 8 | | Don't know |
-

F11. We will be publishing the results of this survey on the Internet, and we will be happy to send a copy to the respondents who are interested. Would you like to receive a copy?

(26)

1 Yes

2 No

That completes the survey. Thank you very much for your cooperation.