

# Japan-Korea Past, Present, and Future: From a Public Awareness Survey

Kei KONO and Miwako HARA  
December, 2011

Japan Broadcasting Corporation (NHK)  
Broadcasting Culture Research Institute  
Public Opinion Research Division  
[http:// www.nhk.or.jp/bunken/index-e.html](http://www.nhk.or.jp/bunken/index-e.html)

August 2010 marked the 100th year since Japan’s annexation of Korea (1910–1945) (see Figure 1). A joint opinion poll was conducted in 2010 by NHK and KBS, public service broadcasters in their respective countries, using the same survey method and asking the same questions. The purpose of the event was to make a comparative analysis of the survey data and make the findings widely known to the public in Japan and Korea (Republic of Korea). Major survey items included basic attitudes toward life (view of the family, concerns in life, purposes of life, etc.), degree of contact with the other country’s popular culture, perceptions of the other country, and prospects for the future of Japan-Korea relations.

**Figure 1. Chronology**

Year	Event
1905	Korea becomes a Japanese protectorate
1909	Assassination of Ito Hirobumi by An Jung-gun
1910	Japanese annexation of Korea
1945	Korea becomes independent after the end of World War II
1948	Republic of Korea (ROK) established. Syngman Rhee administration inaugurated. DPRK (North Korea) established. Kim Il-Sung becomes General Secretary
1950	Outbreak of the Korean War
1951	San Francisco Peace Treaty
1953	Ceasefire of the Korean War
1965	Treaty on Basic Relations between Japan and ROK (normalization of diplomatic relations)
1973	Kidnapping of Kim Dae-jung
1980	Gwangju – Democratization Movement
1984	President Chun Doo-hwan’s visit to Japan Emperor Showa expresses regret over “unfortunate past”
1987	Large-scale pro-democracy demonstrations in 38 cities and counties in ROK Bombing of KAL airliner
1988	Seoul Olympics
1991	Former “comfort woman” speaks out against the Japanese government
1993	Suspicious of North Korean development of nuclear weapons arise ROK opens borders to Japanese for tourism without visas.
1995	Prime Minister Tomiichi Murayama’s statement expressing remorse and apology over the colonial rule of Korea
1997	Financial crisis in ROK Kim Jong-il becomes General Secretary in DPRK Kim Dae-jung administration inaugurated
1998	ROK lifts ban on Japanese pop culture, liberalizing it in phases (4th phase in 2004)
1999	Japanese film <i>Love Letter</i> released in ROK
2000	ROK film <i>Shiri</i> released in Japan ROK-DPRK summit meeting
2001	ROK protests against the Japanese education ministry’s certification of <i>Atarashii rekishi kyokasho</i> (New History Textbook) Prime Minister Jun’ ichiro Koizumi visits Yasukuni Shrine
2002	FIFA World Cup jointly hosted by Japan and ROK Prime Minister Koizumi visits Pyongyang. Kim Jong-il expresses apology over abduction of Japanese citizens
2003	ROK television drama <i>Winter Sonata</i> broadcast on NHK BS, a major part of the “Korean wave” in Japan
2004	Broadcasting of Japanese films on terrestrial television and of Japanese television dramas on CATV becomes possible in ROK
2005	“Takeshima Day” established by Shimane prefecture Japan opens borders to Koreans for tourism without visas.
2008	Lee Myung-bak administration begins
2009	Democratic Party of Japan takes power in Japan
2010	ROK naval patrol ship-sinking incident (March 26)

This was the first opinion poll ever conducted jointly by NHK and KBS. Each of the broadcasters organized a survey team made up of members from news reporting, program production, and other fields. The NHK and KBS teams exchanged views via meetings and email, and reached agreements regarding survey methods, schedule, and content of the survey. NHK and KBS utilized the findings of the survey on their news, debate, commentary, and other programs.

Here let us first outline the sampling method and other survey details and then analyze the survey results to illustrate Japanese and Korean lives and social awareness, and how they view each other.

In 1991 and 1999 NHK conducted a face-to-face interview survey targeting Japanese and Koreans.<sup>1</sup> As many as possible of the questions asked then were incorporated into the 2010 NHK-KBS survey, and findings regarding these questions from NHK surveys will also be introduced in this report.

### Survey Framework

For the 2010 survey, Japan and Korea adopted the same survey period, method, and population, but differed in sampling method (Figure 2). In Japan the Basic Resident Register was used for sampling, but such a resident register or list could not be used in Korea, where lists of households kept by the *ban* (traditional local unit of households) and villages are no longer accessible.

**Figure 2. Survey Outline**

Period	June 26 (Sat.)–July 4 (Sun.), 2010	
Method	Face-to-face interview	
Population	Persons aged 20 and over nationwide	
Sample	Japan	Stratified, two-stage, random sampling from the Basic Resident Register 2,400 (12 people × 150 sampling points)
	ROK	Stratified, three-stage sampling(Area sampling) (samples selected using birthday method and quota method) 1,000 (average 10 people × 100 sampling points)
Valid responses (Response rate)	Japan	1,473 (61.4 percent)
	ROK	1,000

Let us look at how the sampling was carried out in Korea. The random-walk sampling using the proportionate quota approach was adopted; i.e., quotas by region, gender, and age were pre-established so as to reflect appropriate percentages for the whole nation.

First, a quota proportionate to the size of population was assigned to the provinces and metropolitan cities that are Korea’s largest administrative units. Next, at the first stage of sampling, *ban* and villages to be the ultimate fieldwork points were systematically selected. At the second stage, interviewers went to the points selected at the first stage and visited households at evenly spaced intervals. At the third stage, they selected as a sample a person who was 20 years old or over with the earliest birthday in the year in each of the selected households.

The survey was first carried out until the responses reached 70 percent for each sample, and then, to cover shortage in the target number of samples for each region further respondents by

gender and age were sought out as needed and surveyed.

While stratified random sampling was conducted up to selecting the survey points, a quota approach was then used in selecting survey respondents. Strictly, therefore, the sampling was not random sampling, but when survey results were compared with those of Japan, the statistical test was performed as random sampling.

## 1. Life and Social Awareness in Japan and Korea

### (1) Life Credos and Civic Consciousness

Let us first look at basic characteristics of Japanese and Korean people concerning objectives in life and civic consciousness. Regarding goals of daily life, respondents were asked to select the one from among the following four items that was most applicable to their situation:

Enjoying life freely one day at a time (enjoyment)

Gradually building an abundant life in accordance with a clear-cut plan (advantage)

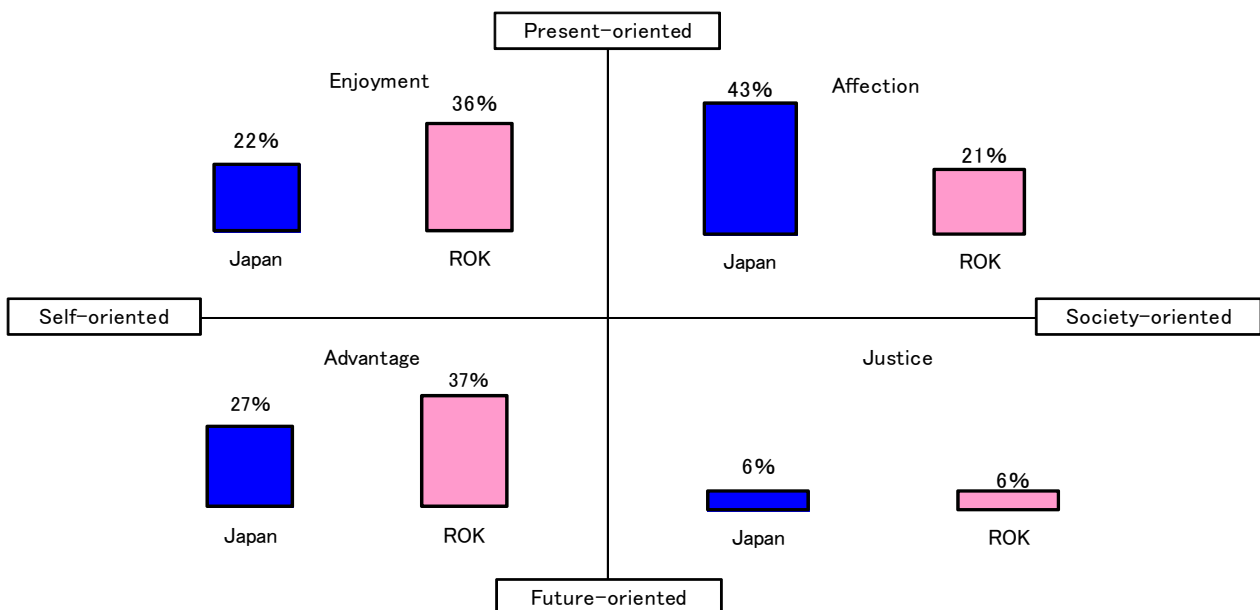
Spending each day in a happy atmosphere with the people closest to me (affection)

Cooperating with others to make the world a better place. (justice)

These four items represent four value categories centered on two axes: whether emphasis is on the present or future and whether emphasis is on the self or other.<sup>2</sup>

Among Japanese “affection” comes in first at 43 percent while among “enjoyment” and “advantage” are equally matched, at 36 percent and 37 percent respectively, with the “affection” group half the size in Japan. “Justice” is very low for both countries, each at 6 percent (Figure 3).

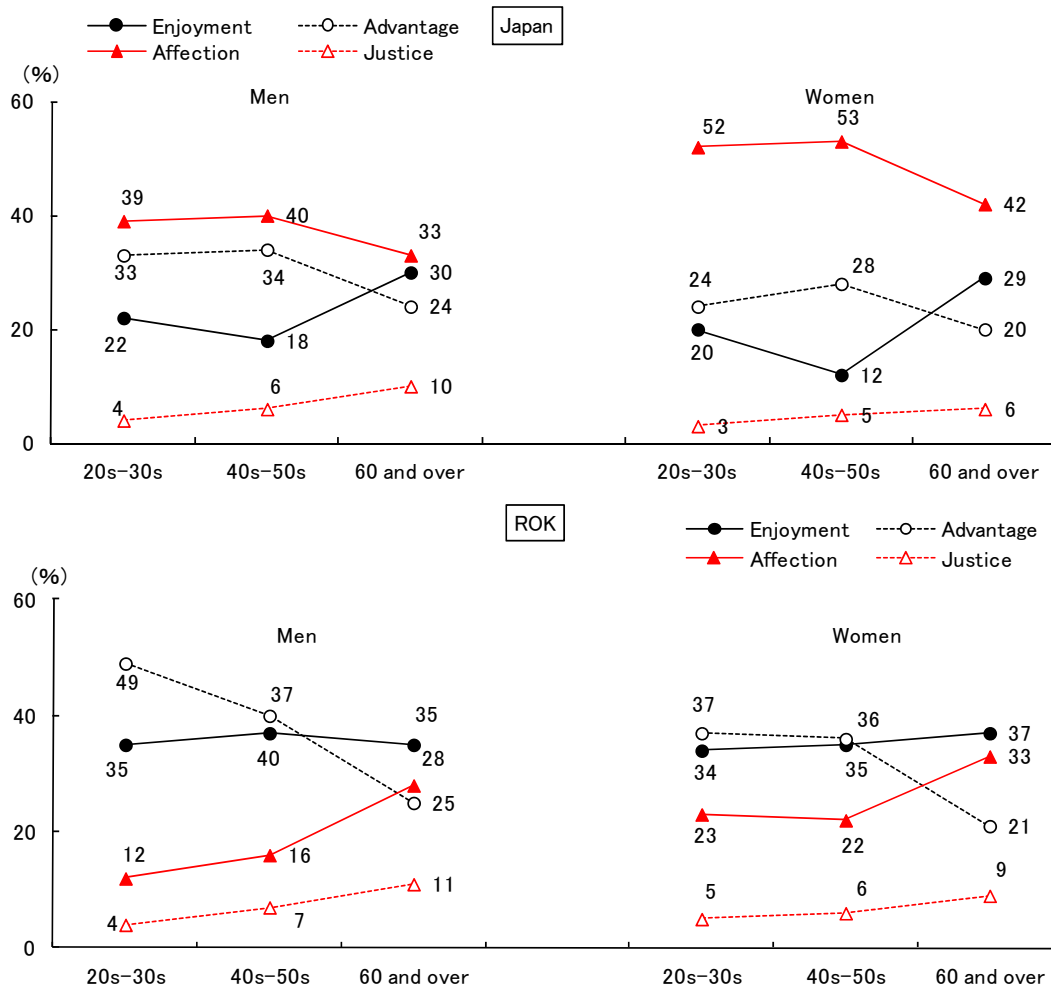
Figure 3. Life Credos (overall)



Classified on the two-axis model of values, we can say that in terms of whether people are present-oriented (“enjoyment” or “comradeship” “affection”) or future-oriented (“advantage” or “justice”), both in Japan and Korea more people are present-oriented. As for whether people are self-oriented (“enjoyment” or “advantage”) or society-oriented (“affection” and “justice”), it is notable that as many as seven out of every ten Koreans are self-oriented.

By gender and age group, “affection” ranks highest for any group in Japan; especially among women in their 50s and under, one out of two displays “affection.” In Korea, there is little difference in “enjoyment” among age groups while among men in their 30s and under many—one out of two—are “advantage” oriented (Figure 4).

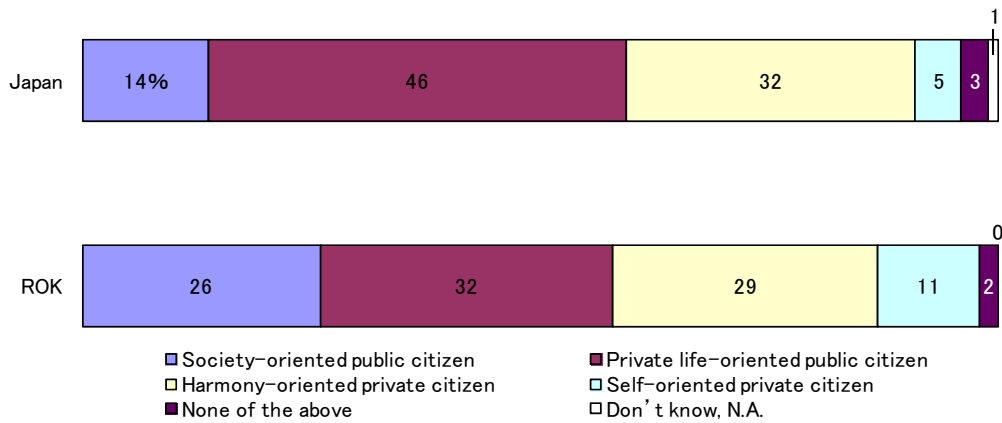
**Figure 4. Life Credos (by gender and age group)**



Regarding civic consciousness, four models of living were offered on the basis of degree of social involvement and degree of emphasis placed on private life, and respondents were asked to select the one that was most applicable to their situation (Figure 5). In Japan, an overwhelmingly high proportion (46 percent) think that “within the scope of my own life, I work with others and do what I can to make a better world” (private life-oriented public citizen). In Korea, such private life-oriented public citizens make up around 30 percent, so do people who think, “I follow the rules and do my best not to disturb those around me” (harmony-oriented private citizen). In regard to the

other two models of living, “I think about the needs of society and work with others to make a better world” (society-oriented public citizen) and “my highest priority is the welfare of myself and my family; I try not to involve myself with the society around me” (self-oriented private citizen), Korean figures are nearly double the Japanese figures in both cases.

**Figure 5. Civic Consciousness (overall)**



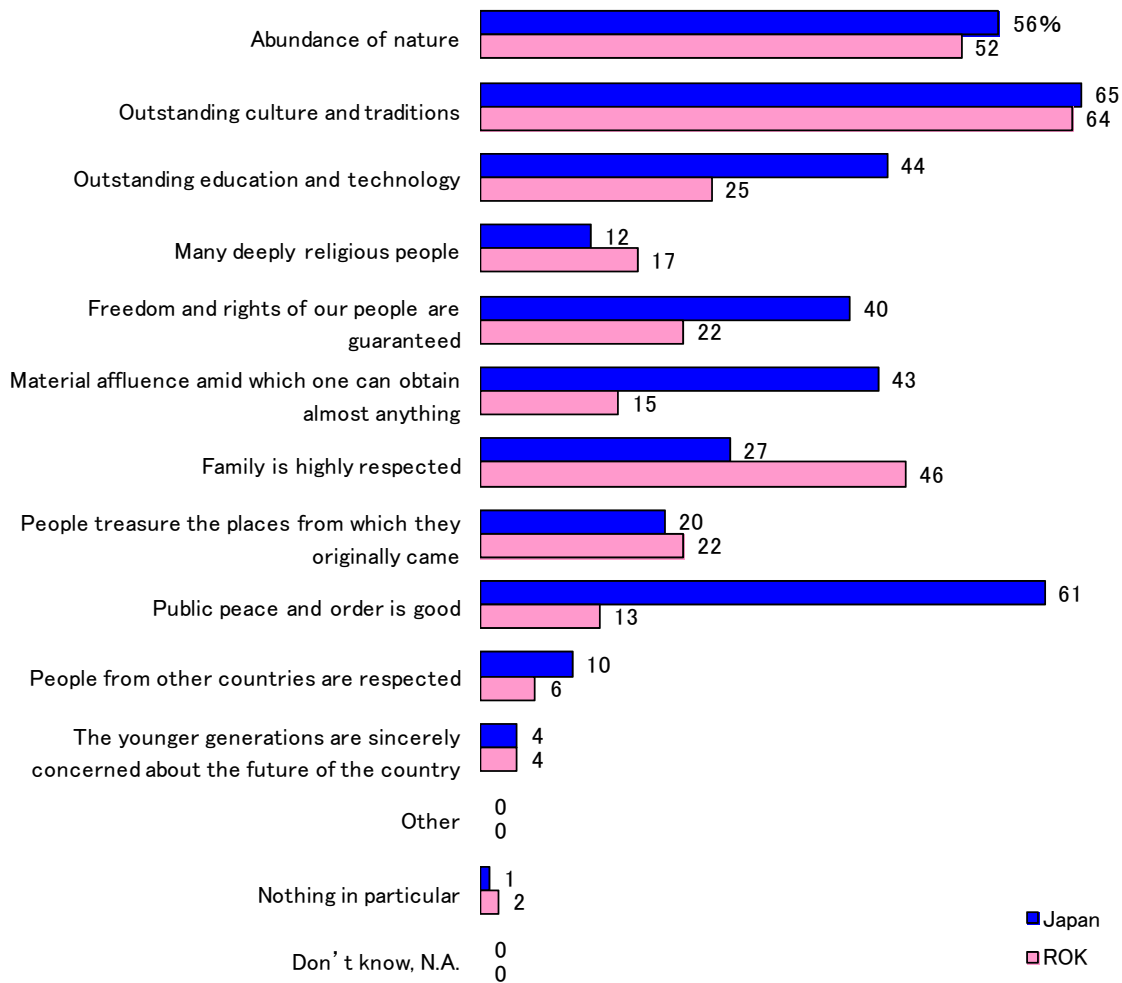
**(2) Awareness of One’s Country**

What characteristics do people display in Japan and Korea regarding pride in their country and patriotic feeling?

***Pride in One’s Country: “Outstanding culture and traditions” selected by most in both countries***

Regarding their own country the respondents were asked to select from a list of eleven items as many as they thought describe what aspects of their country make them proud. “Outstanding culture and traditions” was selected by most in both Japan and Korea (Figure 6). The second and third place selections in Japan are “public peace and order is good” and “abundance of nature” and in Korea “abundance of nature” and “family is highly respected.”

**Figure 6. Pride in One's Country (multiple answers; overall)**



The items for which the response rates differ greatly between the two countries are “outstanding education and technology” (Japan 44 percent, Korea 25 percent), “freedom and rights of our people are guaranteed” (Japan 40 percent, Korea 22 percent), “material affluence amid which one can obtain almost anything” (Japan 43 percent, Korea 15 percent), “family is highly respected” (Japan 27 percent, Korea 46 percent), and “public peace and order is good” (Japan 61 percent, Korea 13 percent). The average number of items selected per person is 3.83 in Japan and 2.86 in Korea, showing approximately one item more for Japan.

The same question was posed in the 1991 NHK survey, thus making possible comparison with the 2010 figures (Figure 7). In Japan “material affluence amid which one can obtain almost anything” shows a slight decrease (47 percent → 43 percent), but an increase is observed in all the other items. In Korea “abundance of nature” shows a large increase from 23 percent to 52 percent, and it is conspicuous that some items that had very low figures in 1991 show a significant increase: “outstanding education and technology” (10 percent → 25 percent), “public peace and order is good” (1 percent → 13 percent), and “freedom and rights of our people are guaranteed” (9 percent → 22 percent). There was a decrease, on the other hand, in “family is highly respected” (53 percent → 46 percent), the item Korean people was most proud of in 1991, as well as in “people treasure the places from which they originally came” (36 percent → 22 percent).

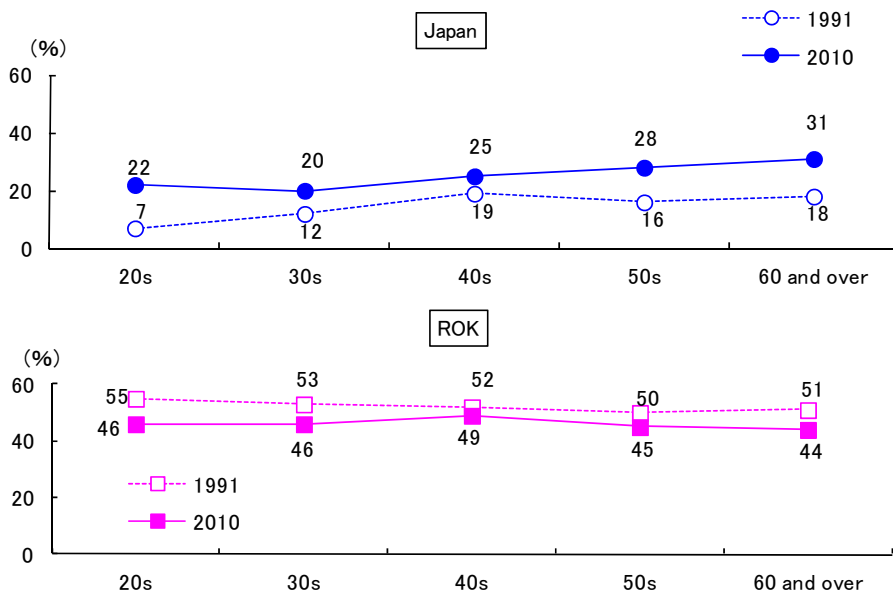
**Figure 7. Pride in One's Country (multiple answers; overall)**

	Japan			ROK		
	1991		2010	1991		2010
Abundance of nature	29	<	56	23	<	52
Outstanding culture and traditions	44	<	65	44	<	64
Outstanding education and technology	39	<	44	10	<	25
Many deeply religious people	10	<	12	20		17
Freedom and rights of our people are guaranteed	27	<	40	9	<	22
Material affluence amid which one can obtain almost anything	47	>	43	14		15
Family is highly respected	15	<	27	53	>	46
People treasure the places from which they originally came	11	<	20	36	>	22
Public peace and order is good	57	<	61	1	<	13
People from other countries are respected	4	<	10	11	>	6
The younger generations are sincerely concerned about the future of the country	3	<	4	13	>	4

Note: The non-equivalence of the figures on both sides when compared (reliability 95 percent) is indicated by > when the left figure is greater and by < indicates the right figure is greater.

In regard to the item “family is highly respected,” which shows an increase in Japan and a decrease in Korea, we have made a comparison by age group for each country (Figure 8). In Japan all age groups except those in their 40s show an increase while in Korea those in their 20s show a decrease. As the result the difference between the two countries has shrunk a little over the 1991–2010 period. Still, Korea’s figures remain higher than Japan’s both overall and by age group.

**Figure 8. Pride in One's Country: “Family Is Highly Respected” (time series; by age group)**



Note: The figure for Koreans aged 60 and over in the 1991 survey is just for reference because there were only 61 people in the sample for this age of Koreans.

By calculating Spearman’s rank correlation coefficients for the 1991 and 2010 results, we found that the coefficient for 1991 is -0.16 and that for 2010 is 0.6. In terms of ranking, based on these correlation coefficients, there was little in common in 1991 between the ranking of items in Japan and that in Korea, whereas there is much in common in 2010.

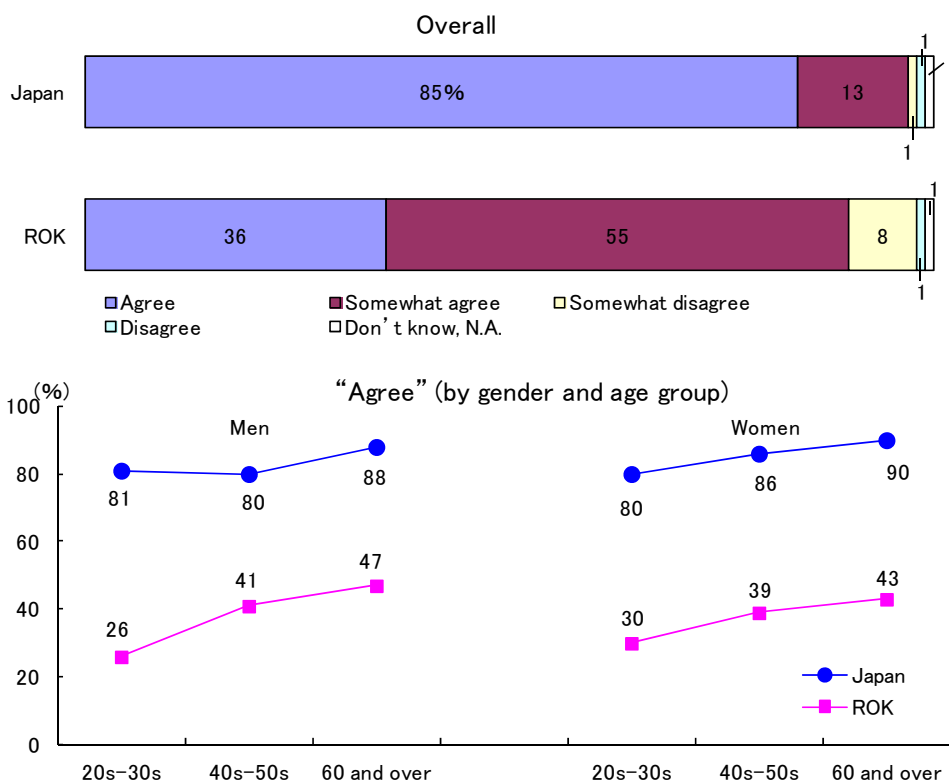


**Nationalism: Far more Japanese than Koreans are proud to be born Japanese/Korean**

As for nationalism, the survey asked respondents if they agreed or disagreed about the following three items: “I am proud to be born Japanese (Korean),” “the Japanese (Koreans) are superior in character to that of people of other countries” (hereafter referred to as “superior character”), and “patriotism is the most important condition of citizenship” (hereafter “patriotism”).

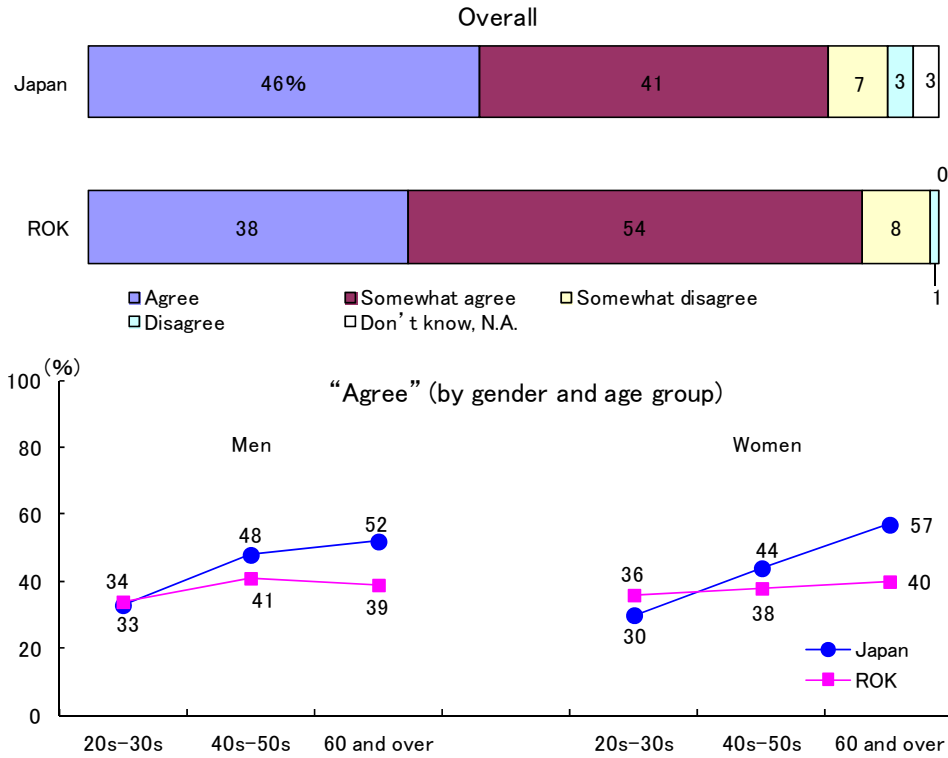
Regarding the first item, “I am proud to be born Japanese (Korean),” a predominant proportion of people in both Japan (98 percent) and Korea (91 percent) think so (combining “agree” and “somewhat agree”; the same applies below). But a detailed look shows a marked difference: those who “agree” make up 85 percent in Japan but only 36 percent in Korea. This tendency remains the same when looked at by gender and age group (Figure 9).

**Figure 9. Nationalism: “Proud to be Born”**



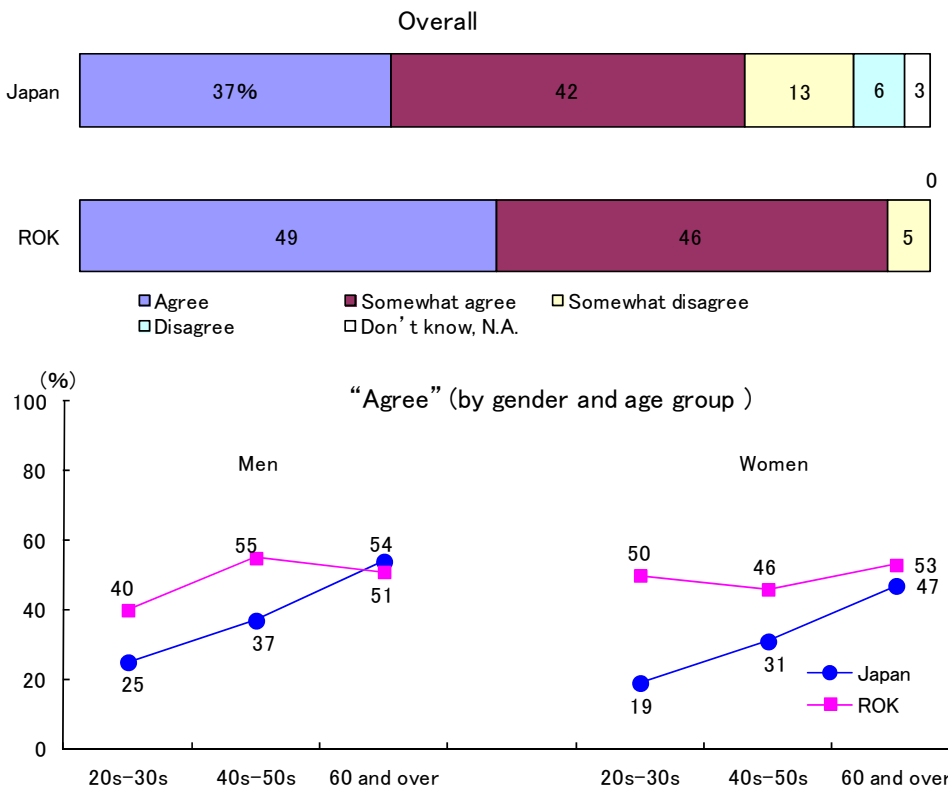
On “superior character,” a very high proportion of people both in Japan (87 percent) and Korea (91 percent) selected affirmative responses, but the proportion who “agree” is higher in Japan (46 percent) than in Korea (38 percent). A look at “agree” proportions by gender and age group reveals that in Japan the older the age group the higher the proportion who “agree” while in Korea there is little such difference by age group. As the result, the “agree” proportion among both men and women in their 60s and over is higher in Japan than in Korea (Figure 10).

**Figure 10. Nationalism: “National Character of Japanese (Korean) Superior”**



Concerning “patriotism,” a greater proportion of Koreans (94 percent) chose affirmative items than that of Japanese (79 percent). A look at “agree” proportions by gender and age group shows a clear difference between the two countries among both men and women in their 50s and under (Figure 11).

**Figure 11. Nationalism: “Patriotism Most Important”**



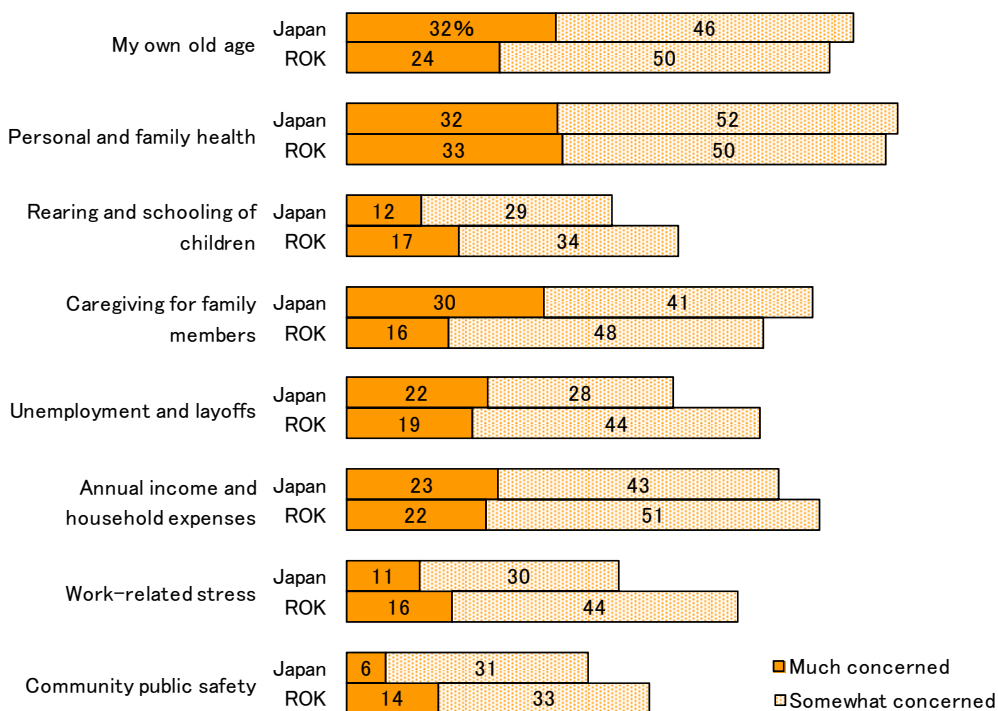
### (3) Attitudes toward Life and Work

Japanese and Koreans share values regarding day-to-day life and work but they clearly differ in views about the ideal type of work.

#### *Concerns in Life: More stress from work felt in Korea*

Respondents were asked about the degree of their concerns about eight issues of daily life. In both Japan and Korea the proportion who express “concerns” (here and below, combining “much concerned” and “somewhat concerned”) was highest, at over 80 percent, regarding “personal and family health,” the second highest regarding “my own old age.” Only on the issue of “personal and family health” is no difference observed between the two countries. The proportions expressing concern about “my own old age” and “caregiving for family members” are higher in Japan than in Korea. As for the other five issues—including “unemployment and layoffs,” “annual income and household expenses,” and “work-related stress ”—the proportions are higher in Korea (Figure 12). These tendencies turn out the same even when only those who are “much concerned” are compared.

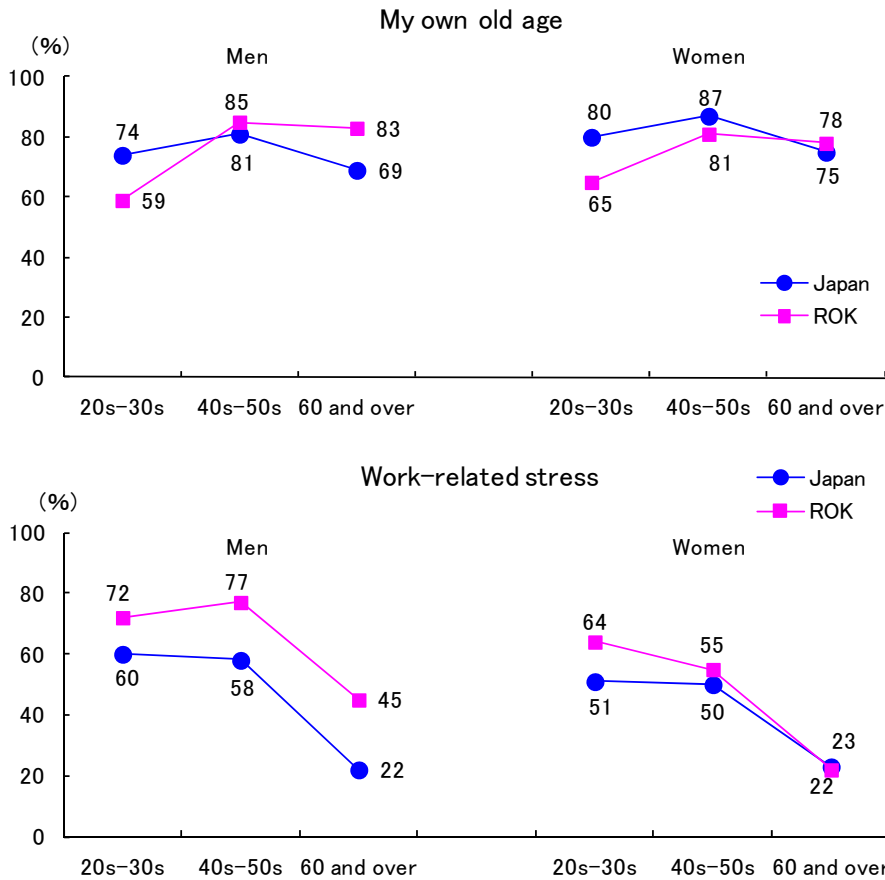
**Figure 12. Concerns in Life (overall)**



By gender and age group, the proportions expressing concerns about “my own old age” are lower among both Japanese men and women aged 60 and over than the younger groups. This is not the case in Korea, where the proportions are roughly the same between those—both men and women—aged 60 and over and in their 40s and 50s. This shows clearly that people who have already reached and will soon reach “old age” think differently between the two countries. As for “work-related stress ”a different tendency is evident by gender: the proportions with “concern” about stress are higher in Korea than in Japan among men regardless of age group and among

women in their 20s and 30s (Figure 13).

**Figure 13. Concerns in Life (“much” and “somewhat” concerned; by gender and age group)**



Next, focusing on jobholders,<sup>3</sup> who are here divided into three age groups, we compared results regarding the work-related issues, “work-related stress” and “unemployment and layoffs” (Figure 14). The proportions expressing “concern” are higher in Korea for “unemployment and layoffs” among all age groups except for those in their 40s and 50s and for “work-related stress” regardless of age group. Of particular note was that nearly 80 percent of the Koreans in their 20s and 30s express “concern” about both issues.

**Figure 14. Concerns in Life (“much” and “somewhat” concerned; jobholders; by age group)**

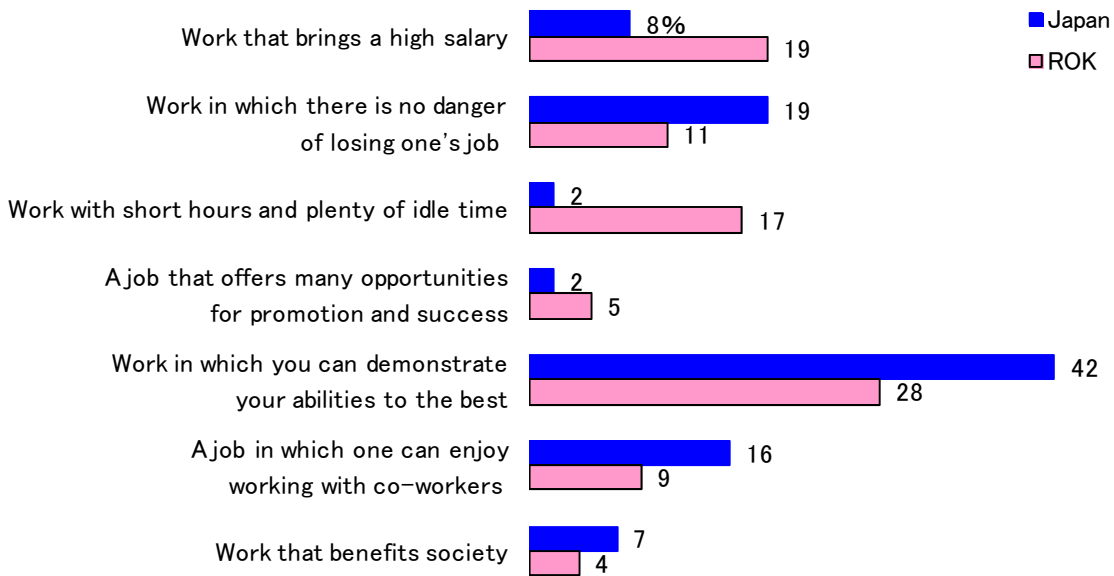
Concern	Overall		20s-30s		40s-50s		60 and over	
	Japan (%)	ROK (%)	Japan (%)	ROK (%)	Japan (%)	ROK (%)	Japan (%)	ROK (%)
Unemployment and layoffs	58	69	63	75	62	68	43	58
Work-related stress	53	71	57	78	58	71	37	53
No. of people	848	639	266	244	392	317	190	78

***Ideal Type of Work: Evaluation of “work with short hours” differs between Japan and Korea***

As described in the foregoing, more people in Korea than in Japan have work-related concerns such as stress from work and unemployment. Then, what do they think about work itself? In order to identify what types of work were considered most desirable, respondents were asked to select one

from a list of seven types of work such as “work that brings a high salary” (Figure 15).

**Figure 15. Ideal Type of Work (overall)**



Proportions selecting the “work in which you can demonstrate your abilities to the best” were highest in both Japan and Korea; especially nearly half, or 42 percent, in the case of Japan. As for the types of desirable work chosen by the second and third highest proportions, there is little in common between the two countries: in Japan they are “work in which there is no danger of losing one’s job (not losing job)” (19 percent) and “a job in which one can enjoy working with co-workers (co-workers)” (16 percent), and in Korea “work that brings a high salary (high salary)” (19 percent) and “work with short hours and plenty of idle time (short hours)” (17 percent).

A comparison of the results was made after dividing the men and the women into three age groups (Figure 16). The responses for both countries are almost the same in that “abilities” ranks high for all age groups. They greatly differ, however, regarding “time.” Figure 17 shows results for “losing one’s job” and “time” by gender and age group. There is no difference between the two countries among men regarding “losing one’s job,” but Korea surpasses Japan among women regarding “losing one’s job” and among both men and women of all age groups regarding “time.”

**Figure 16. Ideal Type of Work (by gender and age group)**

(%)	Men 20s-30s		Men 40s-50s		Men 60 and over	
	Japan	ROK	Japan	ROK	Japan	ROK
1	Ability (43)	Ability (32)	Ability (47)	Ability (24)	Ability (41)	Short hours (23)
2	Co-workers (18)	High salary (22)	No losing job (18)	High salary (24)	No losing job (18)	Co-workers (17)
3	High salary (16)	Short hours (17)	High salary (13)	No losing job (20)	Co-workers (15)	High salary (16)
4	No losing job (9)	Promotion (9)	Co-workers (11)	Short hours (13)	Benefit society (11)	No losing job (13)
5	Benefit society (6)	Co-workers (9)	Benefit society (5)	Promotion (8)	High salary (6)	Ability (12)
6	Promotion (4)	No losing job (7)	Short hours (3)	Co-workers (7)	Short hours (3)	Benefit society (7)
7	Short hours (3)	Benefit society (3)	Promotion (2)	Benefit society (3)	Promotion (1)	Promotion (5)

Rank (%)	Women 20s-30s		Women 40s-50s		Women 60 and over	
	Japan	ROK	Japan	ROK	Japan	ROK
1	Ability (48)	Ability (41)	Ability (44)	Ability (26)	Ability (35)	Short hours (20)
2	No losing job (18)	High salary (17)	No losing job (23)	High salary (22)	No losing job (20)	Ability (19)
3	Co-workers (16)	Short hours (15)	Co-workers (17)	Short hours (21)	Co-workers (18)	Co-workers (12)
4	High salary (9)	No losing job (9)	High salary (5)	No losing job (9)	Benefit society (8)	High salary (11)
5	Benefit society (5)	Co-workers (9)	Benefit society (5)	Co-workers (8)	High salary (4)	Benefit society (7)
6	Promotion (2)	Promotion (4)	Short hours (2)	Benefit society (5)	Short hours (3)	No losing job (5)
7	Short hours (1)	Benefit society (1)	Promotion (2)	Promotion (2)	Promotion (0)	Promotion (0)

“Ability” = work in which you can demonstrate your abilities to the best

“Co-workers” = can enjoy working with co-workers

“High salary” = brings a high salary

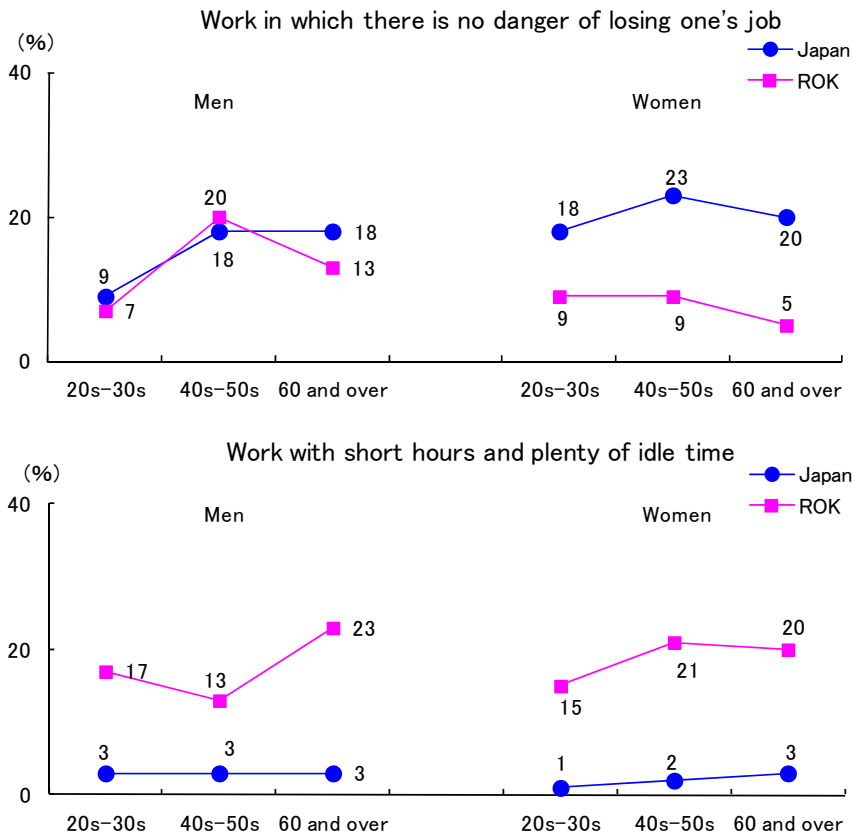
“No losing job” = work in which there is no danger of losing one’s job

“Benefit society” = work that benefits society

“Promotion” = job that offers many opportunities for promotion and success

“Short hours” = work with short hours and plenty of idle time

**Figure 17. Ideal Type of Work (by gender and age group)**



According to the *OECD Employment Outlook*, in 2008 the annual average working hours per wage earner was 1,772 hours in Japan and 2,556 hours in Korea. Both countries belong to a group of countries in the world with long working hours, and Korea is especially conspicuous. This situation, as well as the concern of many Koreans about the “stress experienced in my job,” is likely reflected in the stronger tendency among Koreans than among Japanese to see “work with short hours and plenty of idle time” as most desirable.

#### (4) The Household and Gender

People’s awareness of gender equality is widespread in Japan and Korea as suggested by the survey finding that most people in the two countries think positively about women continuing to work even after marriage and birth of children and about a married couple sharing household duties. In regard to how much education they want to give to their children, a clear difference was observed between the two countries.

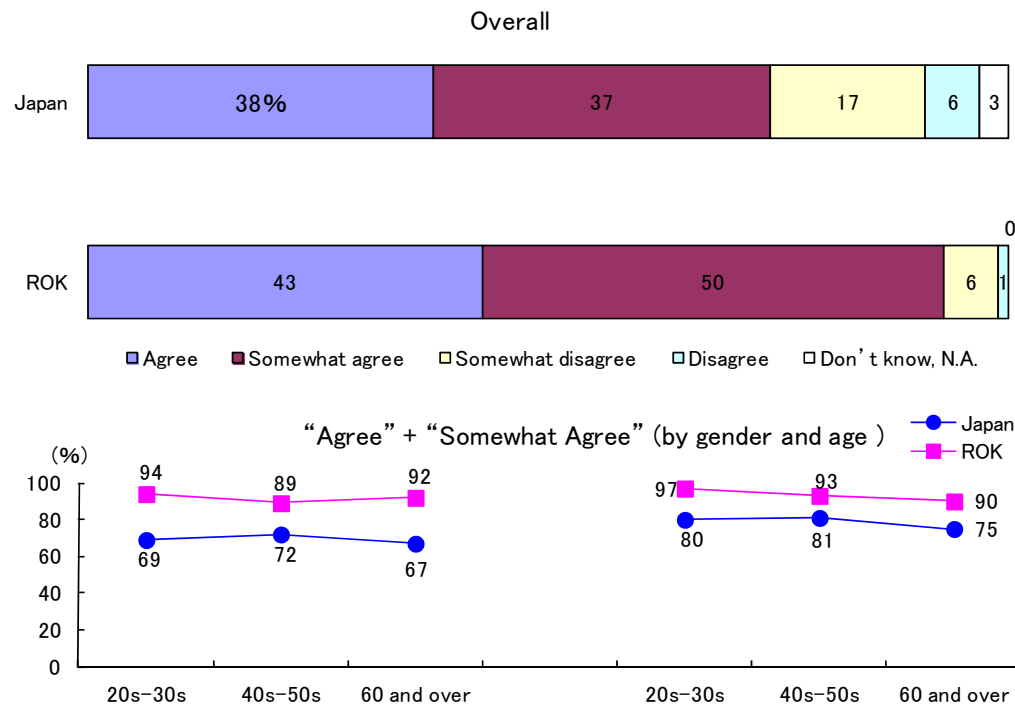
#### *Role of the Household: Awareness of women working and sharing of household duties in both countries*

To learn about people’s values regarding the household, respondents were asked to indicate their level of agreement with four items, as follows:

- A A woman who marries should try to continue working, even after having children.
- B A woman who marries should center her life on her husband, children and household rather than on herself.
- C Even if a couple marries, they do not need to have children.
- D If the wife is working, the husband should naturally shoulder an equal share of housekeeping and childrearing duties

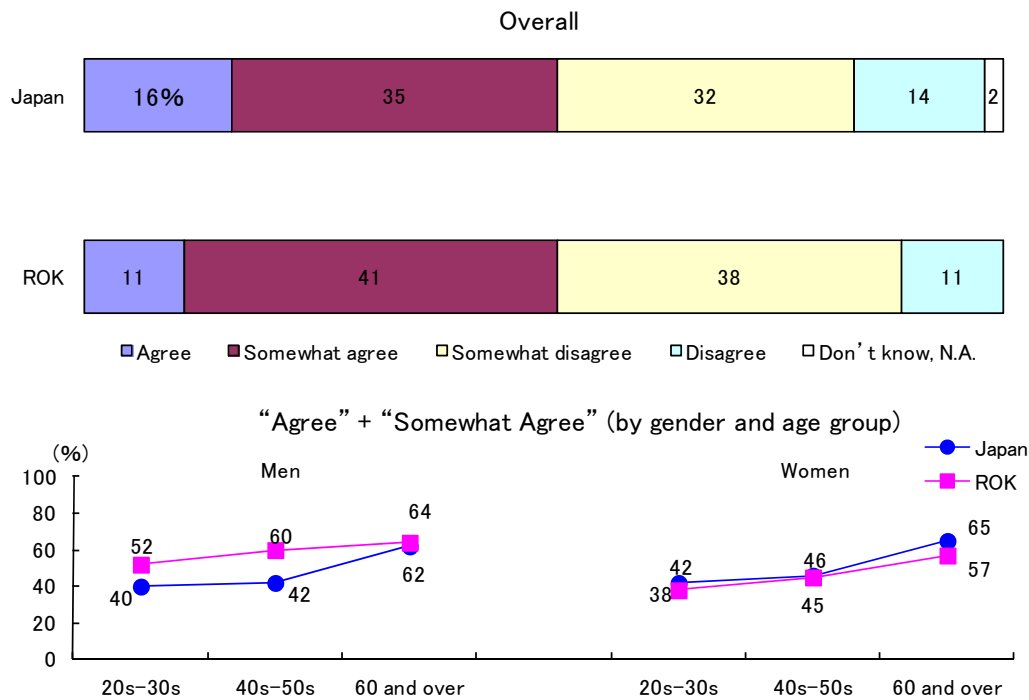
Regarding A, those who agreed and somewhat agreed with this item were more numerous in Korea than in Japan. The idea that women who marry should continue to work even after children are born is dominant in both countries but especially so in Korea with more than 90 percent either agreeing or somewhat agreeing. Even when comparing the figures by gender and age group, agreement is higher in Korea for all age groups (Figure 18).

**Figure 18. “A Woman Who Marries Should Try to Continue Working, Even After Having Children”**



What do Japanese and Koreans think about the role of women in the home? Fifty-one percent people in both countries agreed with the statement in B (i.e., women who marry should center their lives on husband, children, and household), indicating that thinking is nearly evenly divided on this subject in both countries. In the breakdown by gender and age group, moreover, it is people of older age groups, both men and women, who are most in agreement with the statement (Figure 19).

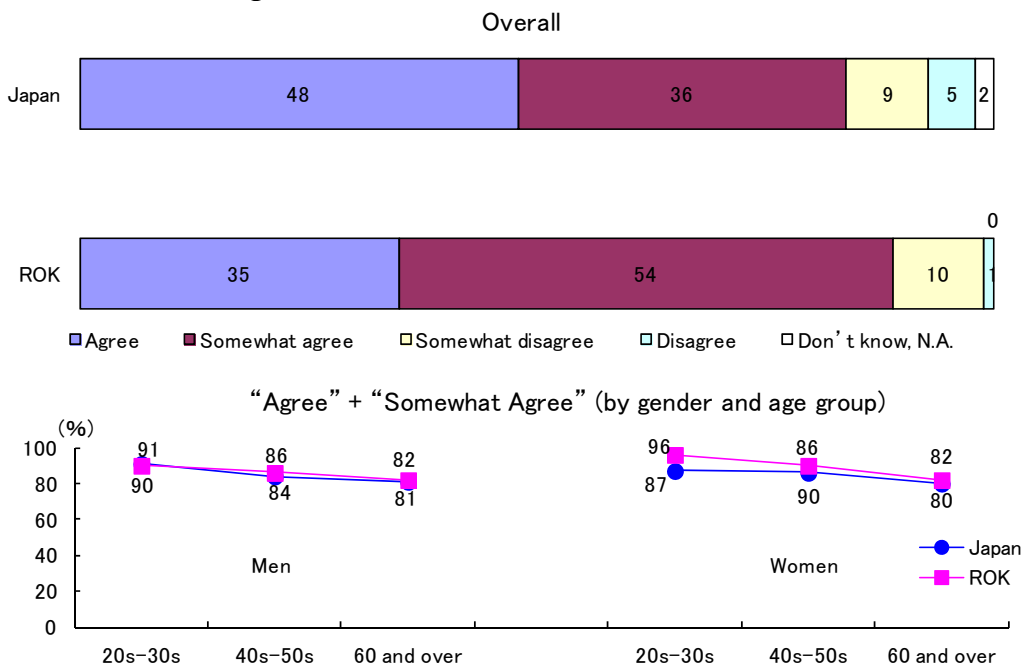
**Figure 19. “A Woman Who Marries Should Center Her life on Her Husband, Children and Household Rather Than on Herself”**



In addition, those who agreed with the statement in D (“if the wife is working, the husband should natural shoulder an equal share of housekeeping and childrearing duties”), accounted for the vast majority, more than 80 percent in both countries. The more strongly affirmative “agree” was higher in Japan (48 percent), however, than in Korea (35 percent). In the breakdown by gender and age group, agreement was greater among those of younger age groups in both countries. Awareness of gender equality is particularly high among Korean women in their 20s and 30s, 96 percent of whom agreed with statement D (Figure 20).

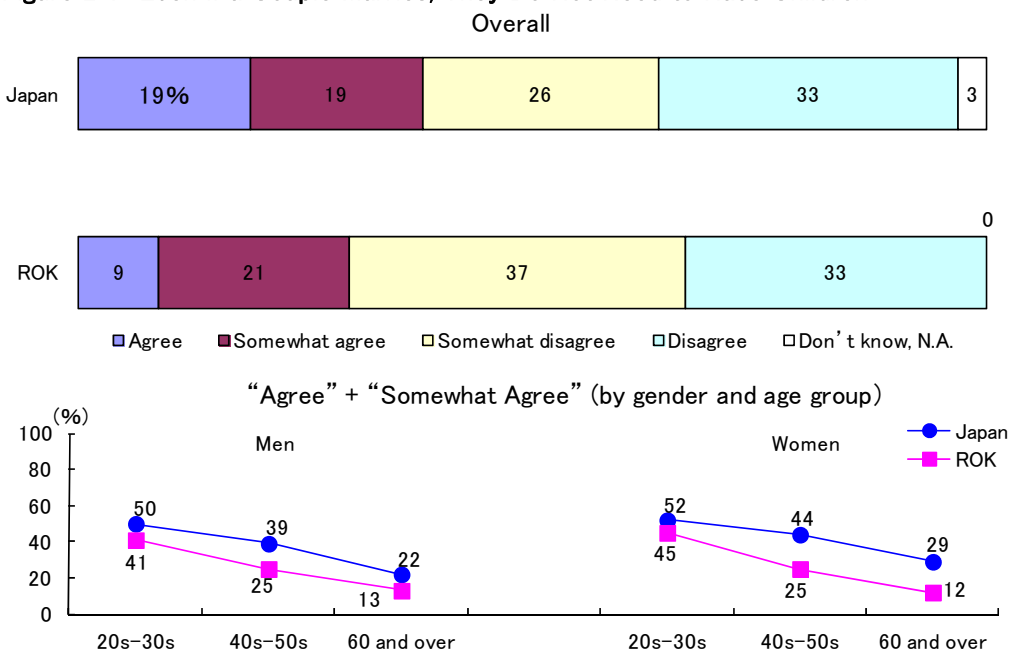


**Figure 20. “If the Wife Is Working, the Husband Should Naturally Shoulder an Equal Share of Housekeeping and Childrearing Duties”**



Regarding the view expressed in C (“even if a couple marries, they do not need to have children”), the figure for Japan was 38 percent and for Korea 30 percent, indicating that a minority support this view in both countries. By gender, there was no significant difference in the level of agreement between men in Japan and Korea, but among women, more in Japan were in agreement than in Korea (40 percent for Japan; 30 percent for Korea). In the breakdown by gender and age group, those who agreed with the statement were more numerous among the younger age groups in both countries, but among men in their 40s and 50s and among women in their 40s and over, the proportion was greater in Japan than in Korea (Figure 21).

**Figure 21. “Even if a Couple Marries, They Do Not Need to Have Children”**



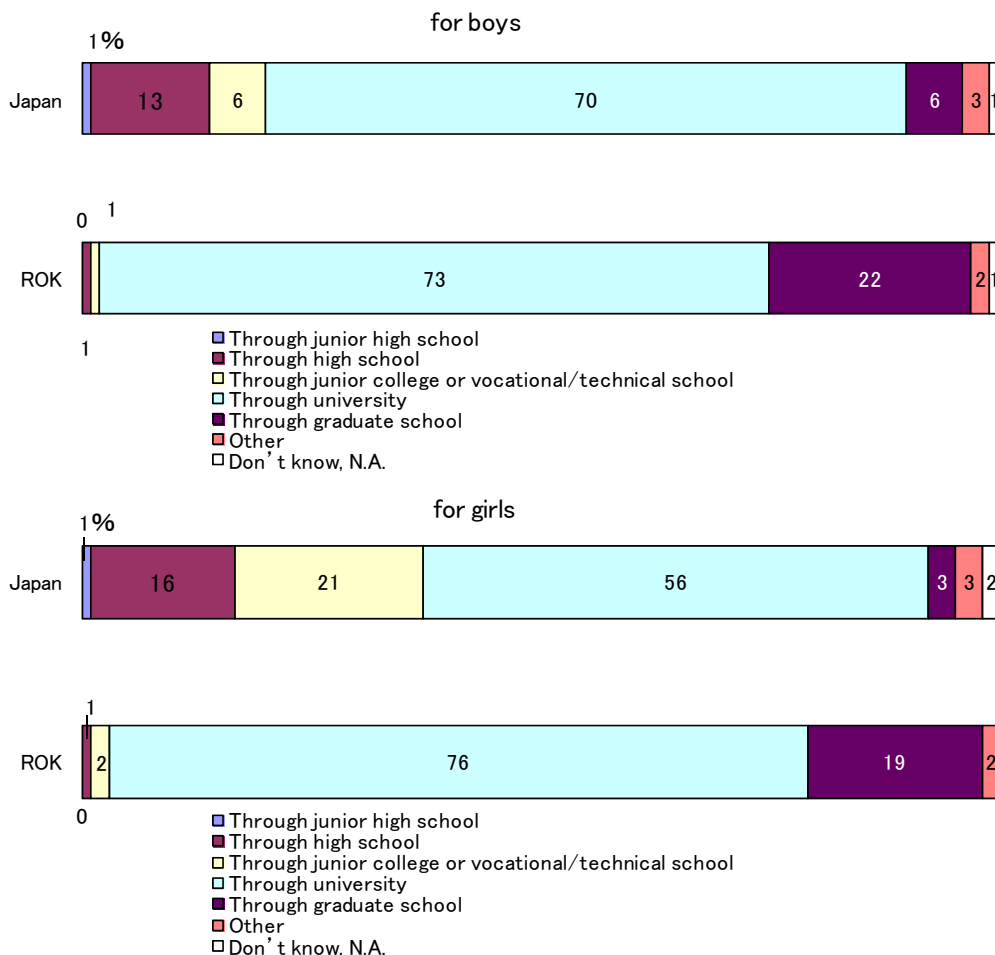
**Education of Children: Strong higher education ambitions for both boys and girls in Korea**

The survey asked respondents to give their view regarding the level of education they would want for a (hypothetical) junior-high-school age son or daughter.

In the case of sons, “through university” was the most common answer in both Japan and Korea, indicating people’s high aspirations for education of their children. Beyond the undergraduate level, however, in Japan only 6 percent said “through graduate school” as contrasted with 22 percent for Korea. In all 95 percent of Koreans hoped their children would advance at least through university if not further, while the figure for Japan was 77 percent.

In the case of girls, hopes for girls to complete both “through university” and “through graduate school” were higher in Korea than in Japan. Even in Japan the number who wanted their daughters to receive either undergraduate education or both undergraduate and postgraduate education was high at 59 percent, but in Korea, it was nearly the same as for boys, at an overwhelming 95 percent (Figure 22).

**Figure 22. Preferred Level of Education for Boys and Girls (overall)**



We then examined whether there was any difference in the level of education sought by gender, that is, depending on whether the child was a girl or boy (Figure 23). Those who wanted their children to receive the same level of education, regardless of boy or girl, were greater for Korea, whether comparing figures for the whole nation, by gender and age group or by respondents’

academic background.

**Figure 23. Preferred Level of Education for Boys and Girls (people who would give the same level of education to the child, whether a boy or girl; by gender and age; by academic background)**

(%)	overall	By gender and age					
		Men			Women		
		20s-30s	40s-50s	60 and over	20s-30s	40s-50s	60 and over
Japan	72	70	80	70	73	72	70
ROK	92	90	92	92	94	94	91

(%)	overall	By academic background			
		Junior high school	Senior high school	Junior college or vocational/technical school	University, graduate school
Japan	72	69	69	72	83
ROK	92	93	92	93	91

These results show that Korea is characterized by high aspirations for the education of children and non-discrimination between boys and girls.

The rate of high school students going on to university in Korea rose sharply from the 1980s onward. Authority on the Korean family Ikumi Haruki says that the rise in household income made it increasingly possible for families to support their children in going on for higher education while the lower birthrate has made it feasible to invest large amounts of educational funds on the fewer children.<sup>4</sup> These features appear to be linked to high aspirations for children's education without gender discrimination. In Japan, what with the employment crunch and lower birthrate, conditions are not so different from Korea. However, not only are ambitions for higher education of children in Japan not as high as in Korea but the differences in education between girls and boys, although somewhat less pronounced than it once was, continue to exist in Japan.<sup>5</sup>

## 2. Contact with the Other Country's Popular Culture

Reception in Japan and Korea of the other country's popular culture (e.g., popular songs and films, television programs and other media) has greatly changed in the past 10 years or so.

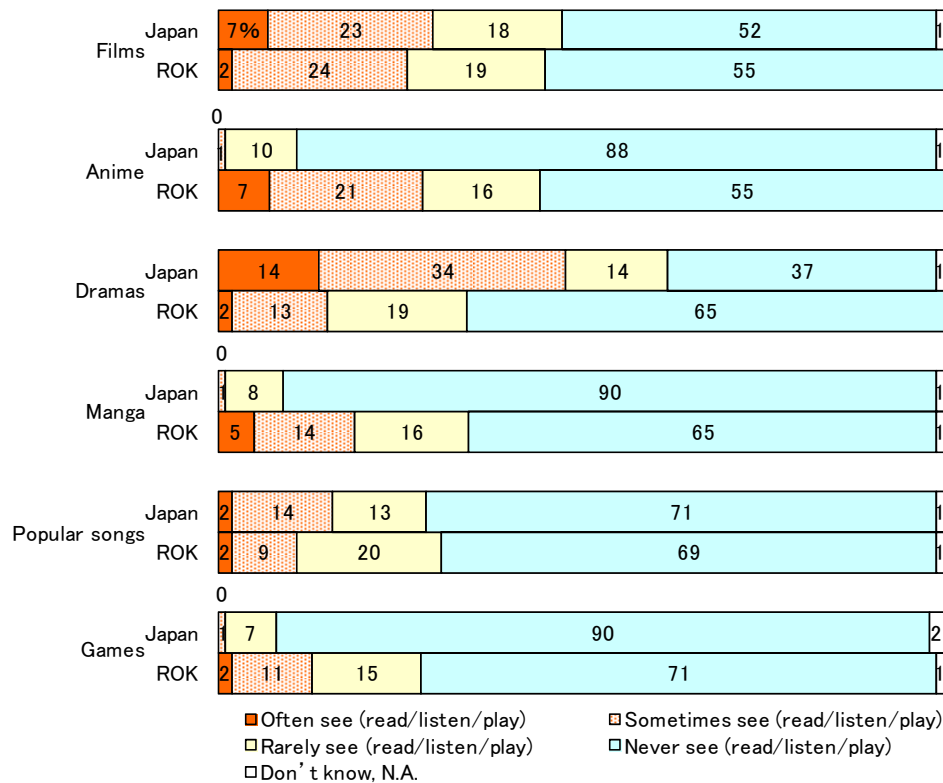
Since 2003, when NHK broadcast the Korean drama *Fuyu no sonata* (Winter Sonata) on its satellite channel, Korean dramas began to be more widely distributed, and today there is rarely a day when one is not broadcast in Japan. Korea's popular singing, moreover, has become established as the distinct genre of K-Pop, and entertainment and culture from Korea has become a regular part of the Japanese scene. Import of Japan's popular culture to Korea was once banned, and pirate and other illicit editions were common. Since the ban was lifted in 1998, Japanese anime and manga have flooded the Korean market.<sup>6</sup>

While reception of each other's popular culture is advancing in both Japan and Korea, when we look more closely at what is happening, we see some significant differences.

The questionnaire asked about degree of contact with six of the many genres of popular culture

now flourishing, including films and anime (Figure 24).

**Figure 24. Contact with Korean/Japanese Popular Culture (overall)**

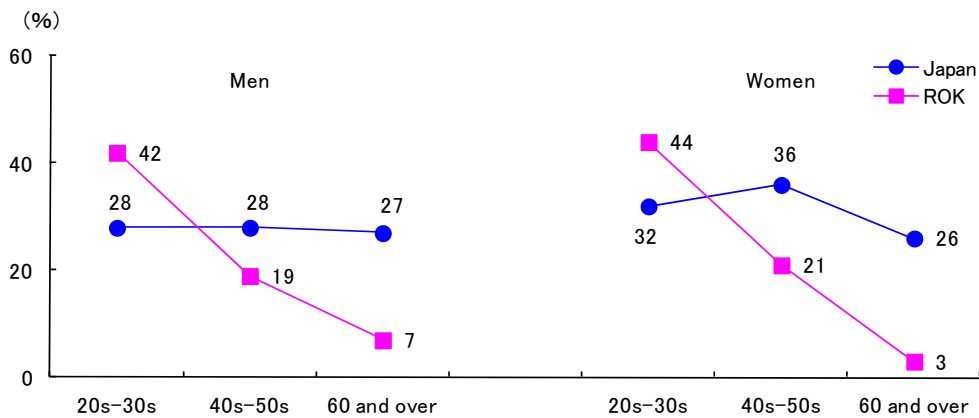


These six genres can be divided into three categories by the characteristics of the proportion of people who “often” and “sometimes” see them.

(1) About Evenly in Japan and Korea: Films and Popular Singing

The proportion of people who “often” and “sometimes” saw films from the other country was about the same (29 percent for Japanese and 26 percent for Koreans); for popular songs, the figures were 15 percent for Japanese and 11 percent for Koreans. When looked at by gender and age group, however, we find slightly different alignments of the figures. For films, while there seems to be little difference from one age group to another in Japan for both men and women, in Korea, over 40 percent for both men and women were in their 20s and 30s while the proportion grew rapidly smaller with increasing age (Figure 25)

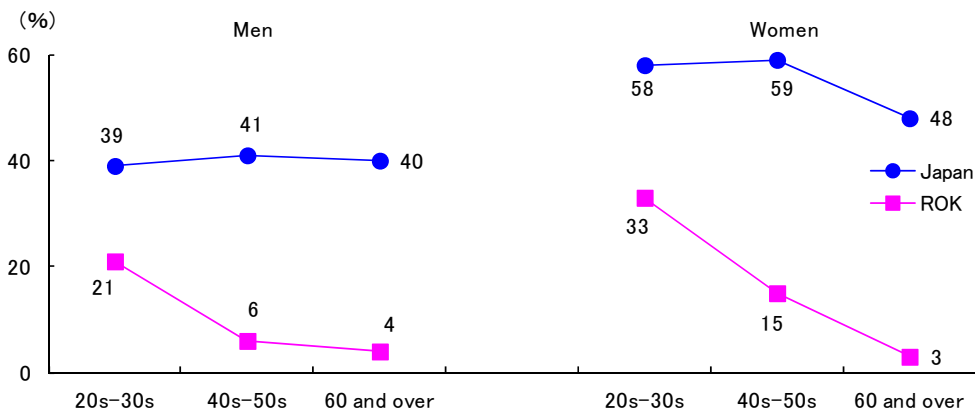
**Figure 25. Contact with Korean/Japanese Popular Culture: Films (“Often” + “Sometimes”; by gender and age group)**



(2) More Often in Japan than in Korea: Dramas

The proportion of those who “often” and “sometimes” watched dramas from the other country, was nearly half for Japan (48 percent), far apart from the 15 percent in Korea. One factor that may have influenced the responses was that broadcasting of Japanese dramas is currently limited to satellite broadcasting and cable television. In the breakdown by gender and age group, we find that “often/sometimes” contact was predominantly among Japanese women, including some 60 percent in their 50s, while among men, the proportion is around 40 percent for all age groups. Contact for both men and women of all age groups was higher among Japanese than among Koreans (Figure 26).

**Figure 26. Contact with Korean/Japanese Popular Culture: Dramas (“Often” + “Sometimes”; by gender and age group)**

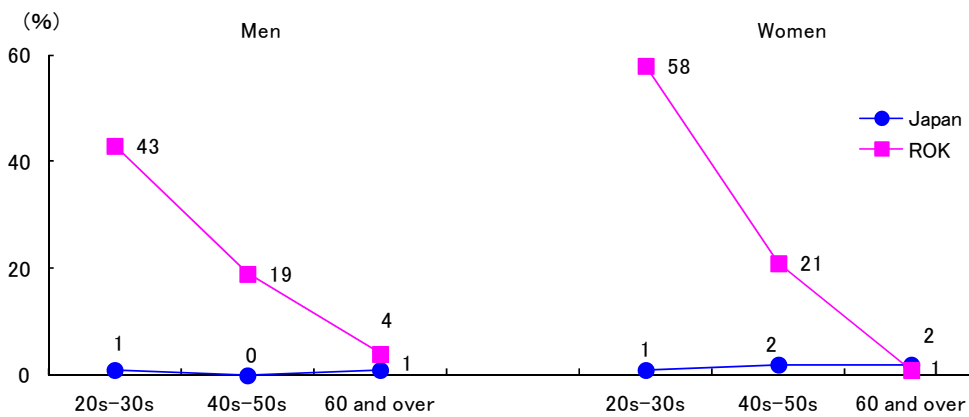


(3) More Often in Korea than in Japan: Anime, Manga, and Games

The genres in which contact is far greater in Korea than in Japan are anime, manga, and games. While Japanese noted only about 1 percent contact with Korean anime, manga, and games, In Korea, 29 percent cited contact with Japanese anime, 19 percent with Japanese manga, and 13 percent with Japanese games. The age groups familiar with these genres, however, are quite limited. The proportion of those in their 20s and 30s is very large—for women 58 percent and for men 43 percent—but plunges for persons of the older age groups (Figure 27). The same trend

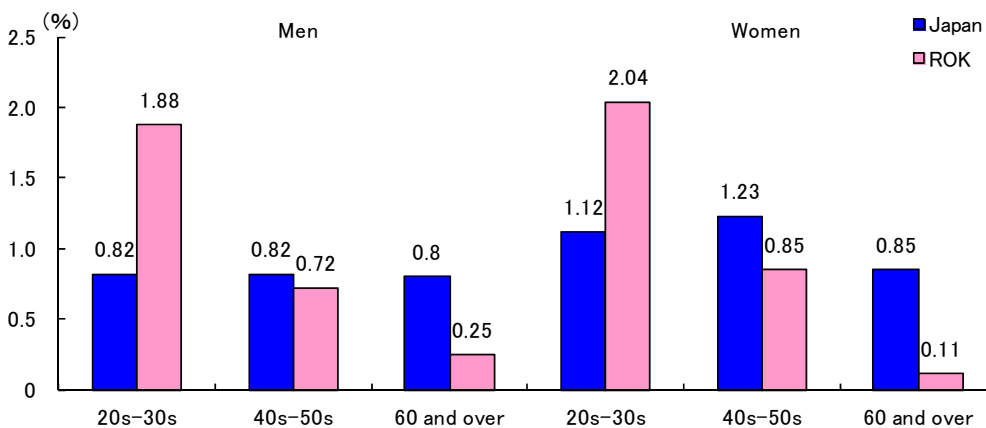
can be observed regarding manga and games.

**Figure 27. Contact with Korean/Japanese Popular Culture: Anime (“Often” + “Sometimes”; by gender and age group)**



In order to get a look at the overall characteristics of contact with popular culture of the other country, we calculated the total number of genres cited as contacted “often + sometimes” and obtained an average by dividing it by the number of survey respondents. For Japan, the figure was .95 and for Korea 1.13. The breakdown by gender and age group is presented in Figure 28. In Korea, the disparities in contact from one age group to another is much larger than for Japan and, as we can see, there is practically no contact for people in their 60s and older.

**Figure 28. Average Contact with Korean/Japanese Popular Culture (by gender and age group)**



### 3. Japanese and Korean Views of Each Other’s Country

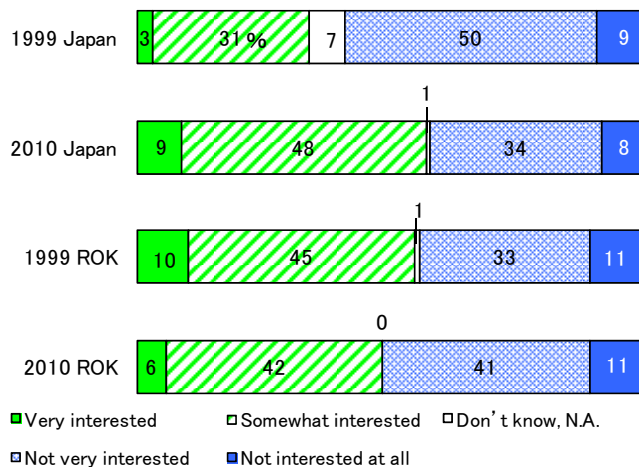
Next we look at how Japanese and Koreans feel about each other and how they perceive each other. Perceptions of each other have differed quite a bit as found since earlier surveys, so we examined how they have changed. If they have changed, why? We will consider the reasons based on the results of the survey.

## (1) Images of Japan and Korea

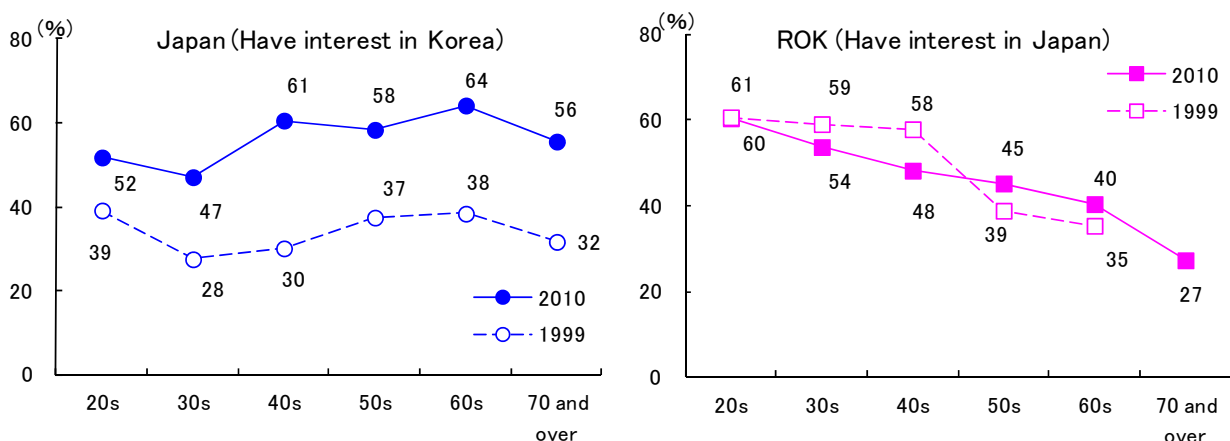
### *Japan more interested in Korea than vice versa*

How interested are people of Japan and Korea in the other country? The total of those in Japan who indicated “very interested” and “somewhat interested” was greater, at 57 percent than in Korea, at 48 percent (Figure 29). In the 1999 survey conducted about 10 years ago, the proportion for Korea was higher, at 55 percent, than for Japan, at 34 percent, showing that Japanese interest in Korea has significantly grown while Korean interest in Japan has decreased. By age group, interest in Korea among Japanese in their 40s and older has increased, while among Koreans, interest in Japan is higher the younger the age group. Looking at changes by age group, we can see that the percentage of Japanese with an interest in Korea has increased for all age groups in comparison with 1999, especially for those in their 40s and older. In Korea, interest in Japan has decreased among those in their 40s (Figure 30).

**Figure 29. Interest in Korea/Japan (overall)**



**Figure 30. “Interest” in Korea/Japan (“Very Interested”+“Somewhat Interested”; by age group)**



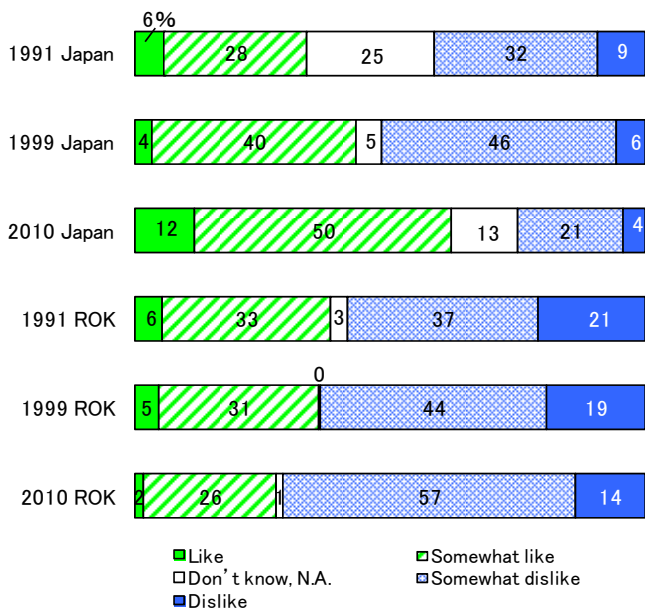
### *Japanese who like Korea, Koreans who dislike Japan*

Rising interest in Korea among Japanese has been accompanied by an increase of people who see Korea in a favorable light. When asked “Do you like or dislike Korea (Japan)?” the majority of Japanese say they like Korea (62 percent), with 12 percent saying they “like” and 50 percent saying

they “somewhat like” Korea. The majority of Koreans, by contrast, say they dislike Japan (71 percent), with 14 percent saying they “dislike” and 57 percent saying they “somewhat dislike” Japan.

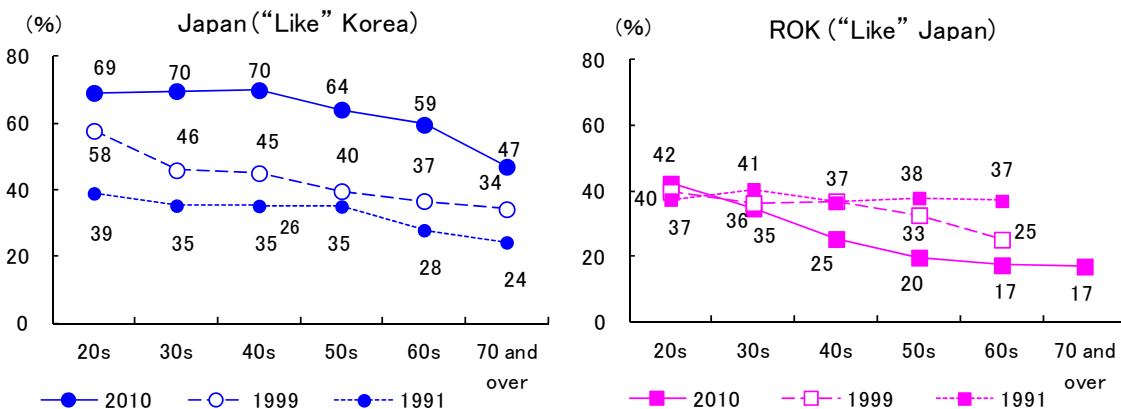
When we look at the time series charts for 1991, 1999, and 2010, we can see that for Japan dislike was greater than like in 1991, but that both like and dislike increased in 1999, and in 2010, like had gained the majority (Figure 31). In Korea, on the other hand, dislike accounted for more than half (58 percent) in 1991, and these figures have gradually increased in 1999 and 2010. However, when we look at the breakdown of dislike, we find that while “dislike” has decreased, “somewhat dislike” has increased in proportion, accounting for 80 percent of Koreans who dislike Japan.

**Figure 31. Like/Dislike Japan/Korea (overall)**



Compared to 1999, the proportion of middle-aged and older Japanese in their 30s through 60s who like Korea has greatly increased, whereas the proportion of Koreans in their 40s and 50s who like Japan has decreased. The young age group of Koreans in their 20s and 30s roughly parallel the three years the survey has been conducted. Thus there is a difference between age groups in how their like/dislike of Japan has changed (Figure 32).

**Figure 32. “Like” Japan/Korea (“Like,” including “somewhat like”; by age group)**

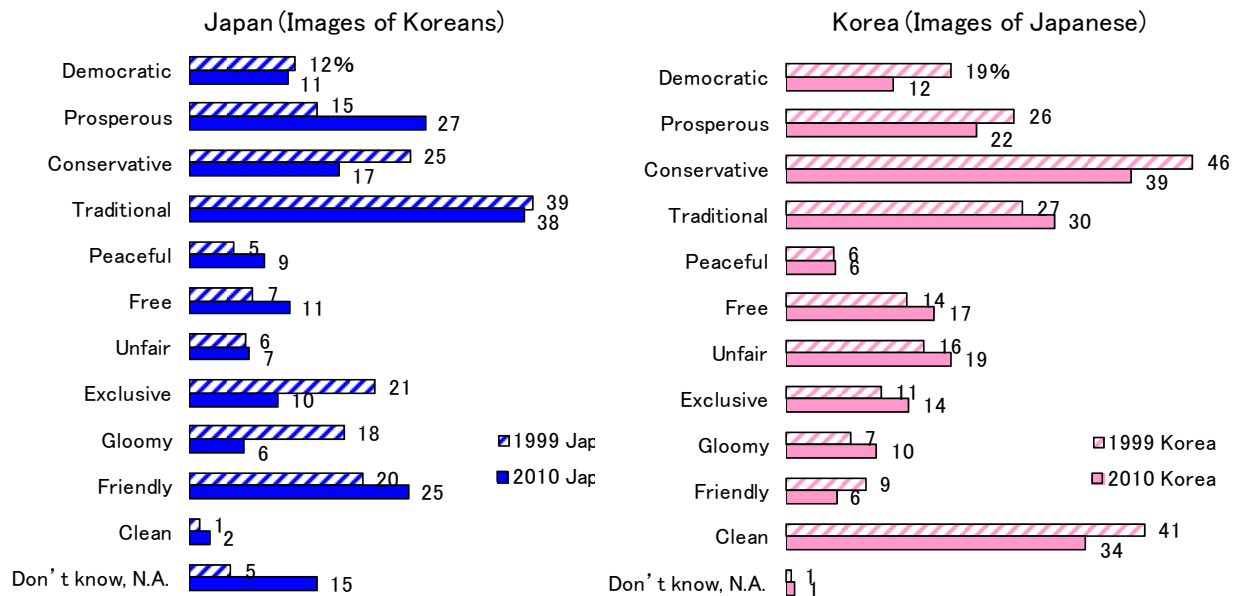




### Japanese shift to positive image of Korea

Next, to find out what Japanese and Koreans think of each other, we asked respondents to select the “images” they have of the other country. Asked to choose, from a list of words, those they think are suitable to describe Japan/Korea, the top words chosen by Japanese vis-à-vis Korea were “traditional” (38 percent), “prosperous” (27 percent), and “friendly” (25 percent). The words chosen by Koreans vis-à-vis Japan were somewhat different: “conservative” (39 percent), “clean” (34 percent), and “traditional” (30 percent) (Figure 33).

**Figure 33. Images of Korea/Japan (multiple answers; overall)**



Compared to the 1999 survey, in 2010 the top three items for Korean images of Japan have not changed, but the percentages for positive-image words such as “democratic,” “prosperous,” and “clean” have decreased. For Japanese images of Korea in 2010, the percentages for the second-place (“conservative”) and third-place (“closed”) items have decreased since 1999 while percentages for “prosperous” and “friendly” have increased, shifting toward more positive images.

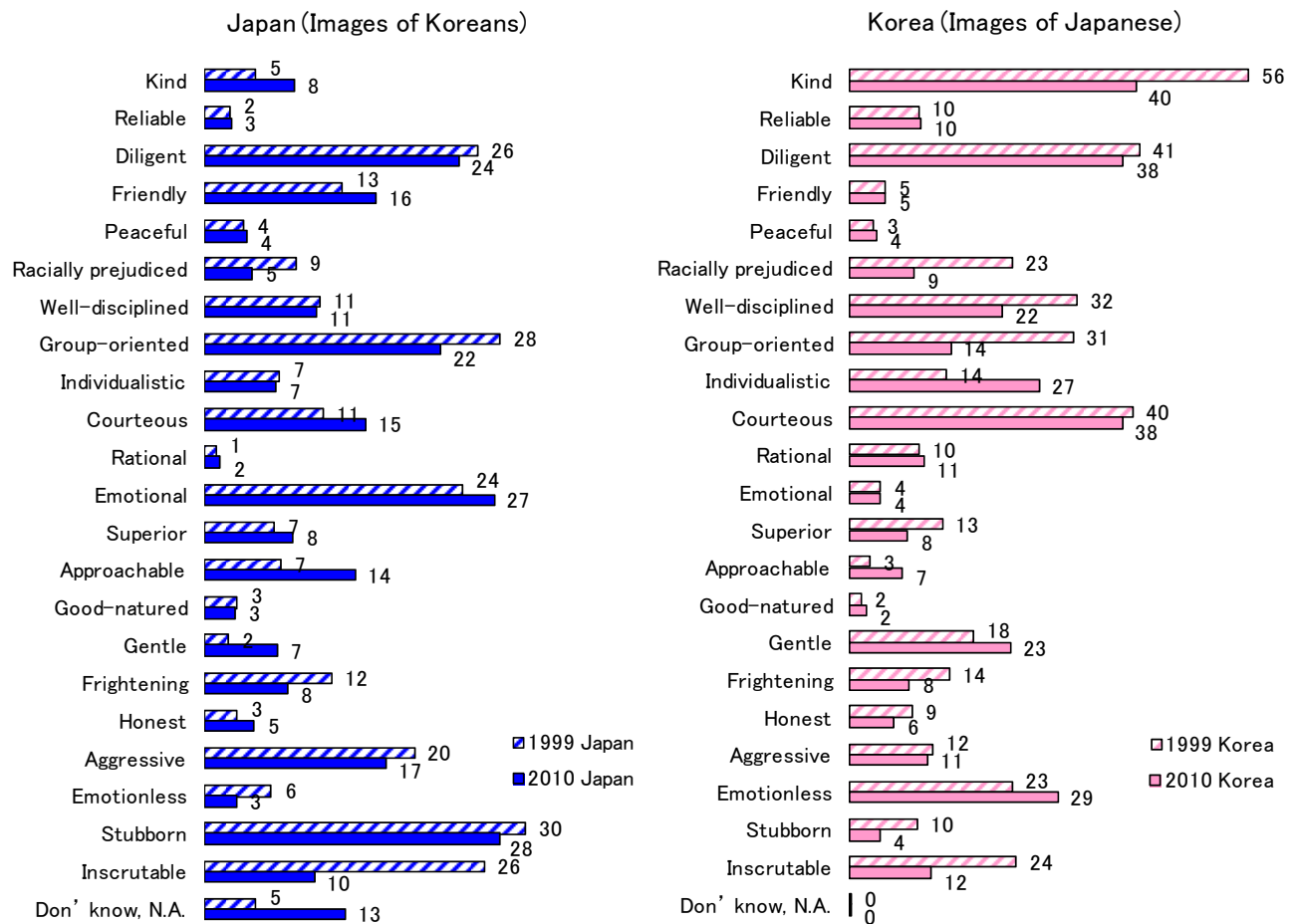
“Prosperous” has greatly increased in Japanese image of Korea, but by contrast, decreased in Korean images of Japan. These results may reflect the economic conditions in 2007 (before the global financial crisis) when Korea’s growth rate remained high at 5.1 percent while Japan was experiencing low growth at 2.4 percent.

### Marked decrease for “inscrutable” in both countries

Now let us look at how Japanese view Koreans and Koreans view Japanese. Asked to choose, from a list of words those they think well describe Koreans/Japanese, most Japanese responded by choosing “stubborn” (28 percent), “emotional” (27 percent), and “hardworking” (24 percent) to describe Koreans, while most Koreans chose “kind” (40 percent), “hardworking” (38 percent), and “well-mannered” (38 percent) to describe Japanese (Figure 34). Japanese images of Koreans in 2010, compared to the 1999 survey, showed a sharp decrease in “inscrutable” and an increase in

positive images such as “friendly,” “well-mannered,” and “approachable.” Korean images of Japanese show increase in some qualities such as “individuality-oriented,” “gentle,” and “don’t show emotions,” but also considerable decreases for “kind,” “racially prejudiced,” “disciplined,” “group-oriented,” and “inscrutable”; the decreases for positive images such as “kind” and “disciplined” are noteworthy. The percentage of Japanese and Koreans who think the other “inscrutable” has decreased, but the change in images differs for the two countries.

**Figure 34. Images of Koreans/Japanese (multiple answers; overall)**



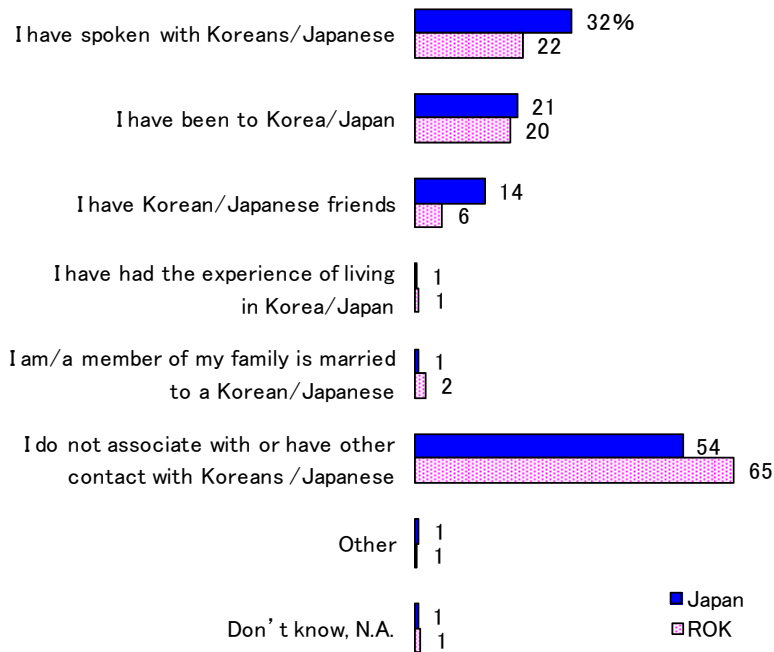
While Japanese images of Korea and Koreans have both shifted in a positive direction, among Koreans positive images of Japan and Japanese have waned. Such images are likely to be connected to their “like/dislike” responses regarding the other country. Changes in such images, moreover, are influenced by various kinds of information. Therefore let us now look at differences between Japan and Korea in experiences of direct interchange with Koreans/Japanese, information contact, and the influence of popular culture as mentioned above.

***Experience of Interchange: Slightly more for Japanese than Koreans***

First, regarding “association or other contact with Korean/Koreans (Japan/Japanese), more Japanese reported “have spoken with Koreans” and “have Korean friends” than Koreans reported vis-à-vis Japanese. Nevertheless, “do not associate with or have other contact” was high for both countries

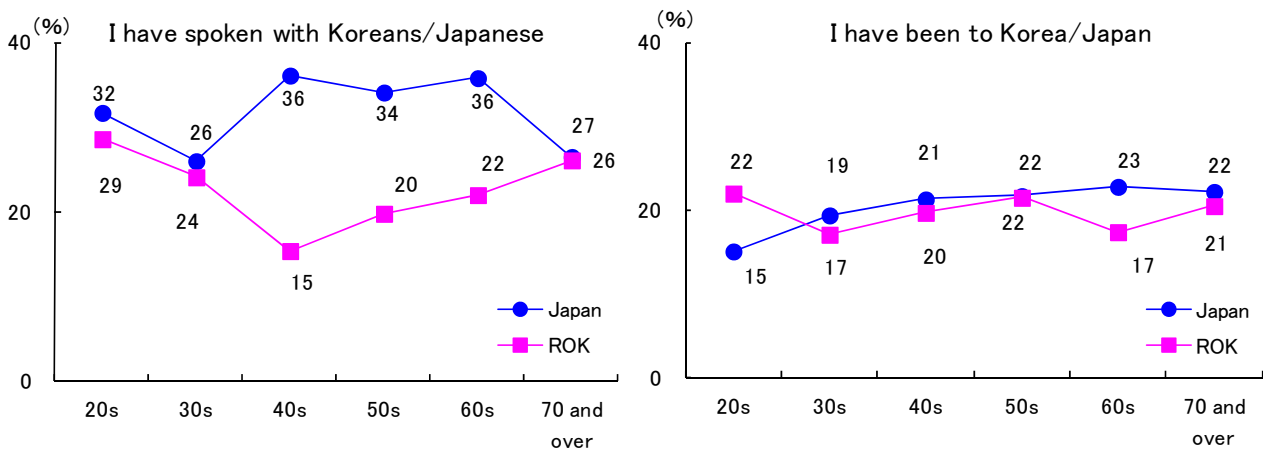
(54 percent for Japan; 65 percent for Korea) (Figure 35).

**Figure 35. Experience of Interchange with Korea/Japan (multiple answers; overall)**



Looking at differences for the two top items under experience of interchange by age group, we can see that “have spoken with Koreans/Japanese” is higher among Japanese in their 40s through 60s and about the same for both countries for those in their 20s and 30s and 70 and over. For “have been to Korea/Japan,” there was no significant difference between Japanese and Korea from one age group to another (Figure 36).

**Figure 36. Experience of Interchange with Korea/Japan (by age group)**



**(2) Information Contact**

***Korean (Japanese) Name that Comes to Mind: “Bae Yong-joon” in Japan and “Ito Hirobumi” in Korea***

Even without direct contact, people’s images of others are formed by various kinds of information. The names of specific individuals are likely to play a role in forming such images. Asking

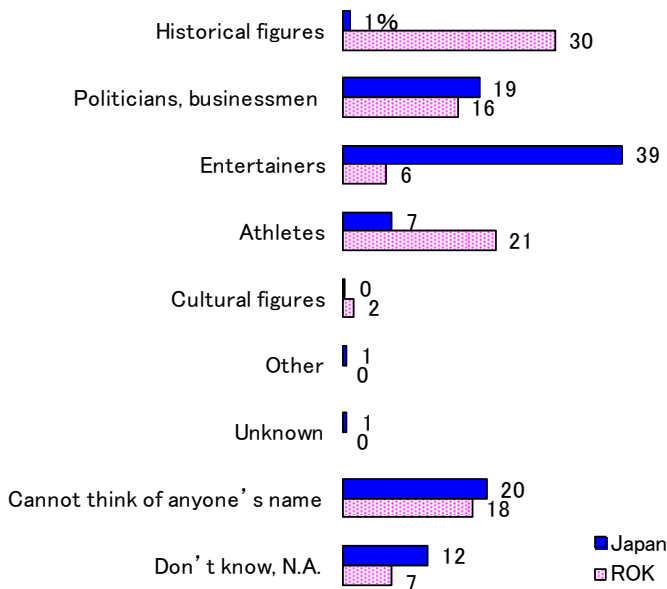
respondents “Whose name come to mind first when you think of Koreans/Japanese?” we asked them to answer freely, giving one name. Figure 37 shows the top ten names given by respondents of both countries. The most frequent answer among Japanese was the star of the popular Korean drama *Winter Sonata*, Bae Yong-joon, while among Koreans the most frequently given name was that of Ito Hirobumi, who was the first resident-general of Korea during Japan’s colonial rule on the peninsula starting in 1910. Both names drew 21 percent of choices, far more than for another name in the list. The name given second most-often by Japanese was former Korean president Kim Dae-jung, and by Koreans former Japanese prime minister Koizumi Jun’ichiro. For Japan, the third most often given name was that of Lee Myung-bak, current president of Korea, and for Korea, figure skater Asada Mao, who rivaled Korean skater Kim Yeon-ah at the 2010 Winter Olympics.

**Figure 37. Korean/Japanese Name that Comes to Mind: Top 10 Names (overall)**

Japan				ROK			
Names		N	%	Names		N	%
1	Bae Yong-joon	306	21	1	Ito Hirobumi	208	21
2	Kim Dae-jung	112	8	2	Koizumi Jun’ichiro	97	10
3	Lee Myung-bak	107	7	3	Asada Mao	84	8
4	Cho Ji-woo	63	4	4	Ichiro	64	6
5	Lee Byung-heon	58	4	5	Toyotomi Hideyoshi	60	6
6	Kim Yeon-ah	50	3	6	Honda Keisuke	25	3
7	Tong Vfang Xien Qi	39	3	7	Kan Naoto	19	2
8	Pak Ji-sung	23	2	8	Tokugawa Ieyasu	17	2
9	Pak Jeong-hui	17	1	9	Kimura Takuya	16	2
10	Lee Sung-man (Syngman Rhee)	16	1	10	Abe Shinzo	11	1
11	Other	207	14	11	Other	149	15
12	Cannot think of anyone’s name	298	20	12	Cannot think of anyone’s name	182	18
13	Don’t know, N.A.	177	12	13	Don’t know, N.A.	68	7

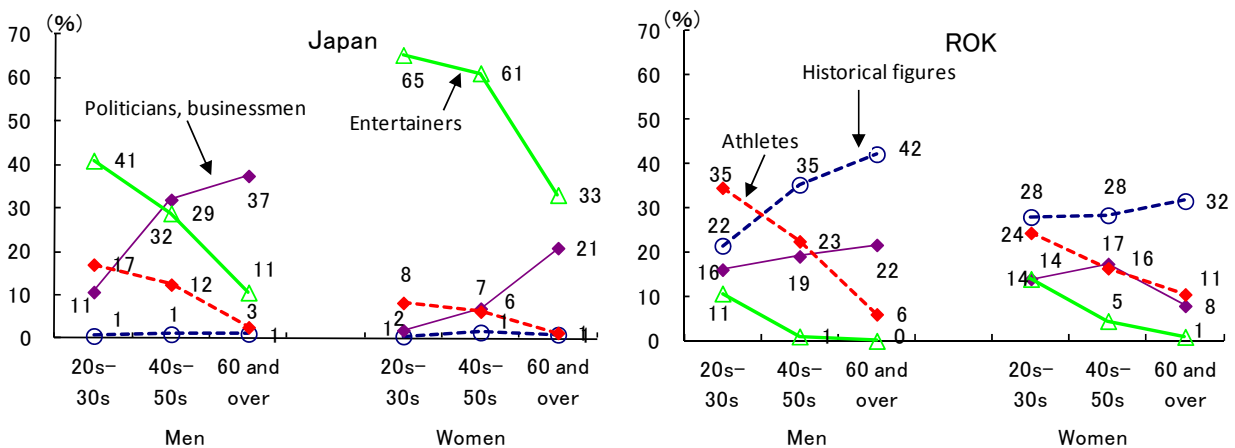
When organized according to the genre of all the names mentioned, it appears that the genres of important names chosen by Japanese (“entertainers” and “politicians and businessmen”) are completely different from those chosen by Koreans (“historical figures” and “athletes”) (Figure 38). These results suggest the strong influence of Korean popular culture (“Hanryu”) in Japan today while Korea still feels the strong influence of certain historical figures.

**Figure 38. Genre of Person (overall)**



Looking at the genres by gender and age group, we find that for Japan women and younger men tended to choose entertainment personalities while men 60 and over tended to choose politicians and businessmen. For Korea, younger men tended to give athletes names while young women gave historical figures' and athletes' names; men and women in their 40s and over tended to choose historical figures (Figure 39).

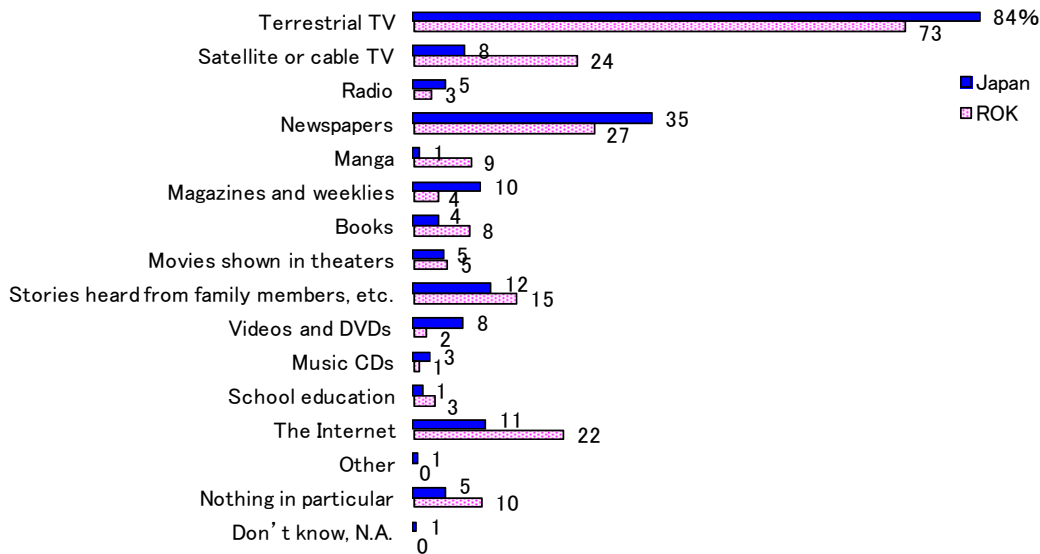
**Figure 39. Genre of Person (by age group)**



**Main Information Source: Terrestrial television in both countries**

What are people's sources of information in each country about the other? In response to the question "How do you obtain information about Korea (Japan)?" the percentages for television (terrestrial) were overwhelmingly greater in both Japan (84 percent) and Korea (73 percent) than for any other medium. "Newspapers" are the second-most frequent source for both countries. In Japan, responses for none of the other sources were greater than 20 percent, but in Korea it was notable that 24 percent said "satellite or cable television" and 22 percent "the Internet" (Figure 40).

**Figure 40. Sources of Information about Korea/Japan (multiple answers; overall)**

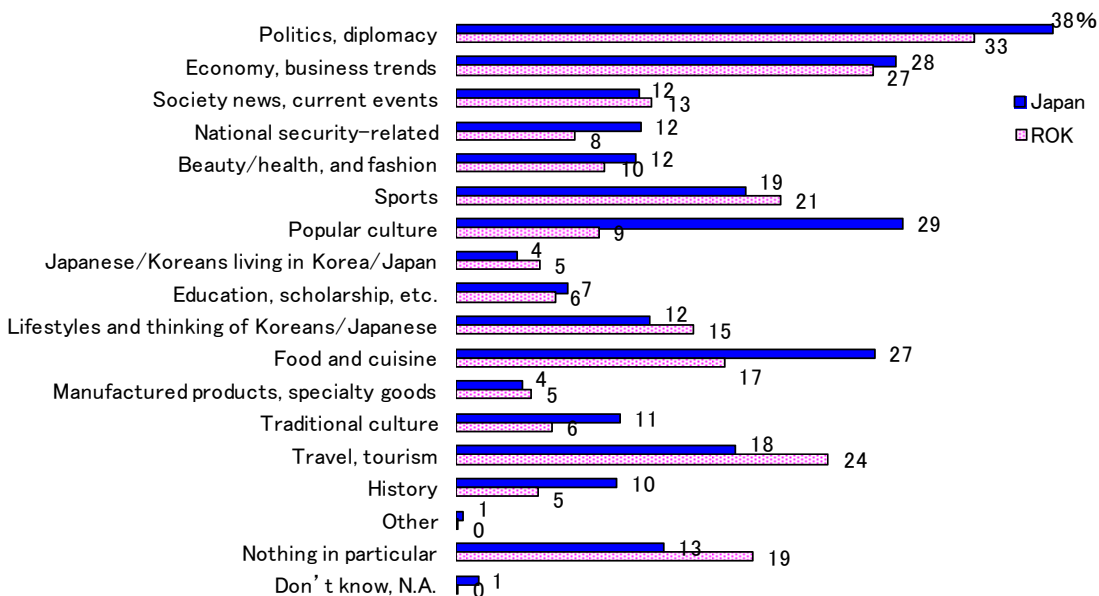


In the breakdown by gender and age group, “television” and “newspapers” took first and second place as sources of information for Japanese of every age group, both men and women, but in Korea “Internet” took second place for men and women in their 20s and 30s.

***Information of Interest: Popular culture and food (Japan) vs. travel and tourism (Korea)***

What kinds of information do Japanese and Koreans seek about each other? Regarding the “kinds of information about Korea/Japan that are of particular interest to you,” many in both countries chose “politics/diplomacy” and “economy/business trends.” Items that show significant differences in choices between the two countries are “popular culture” (Japan 29 percent, Korea 9 percent), “food” (Japan 27 percent, Korea 17 percent), and “travel/tourism” (Japan 18 percent, Korea 24 percent) (Figure 41).

**Figure 41. Information about Korea/Japan of Interest to You (multiple answers; overall)**

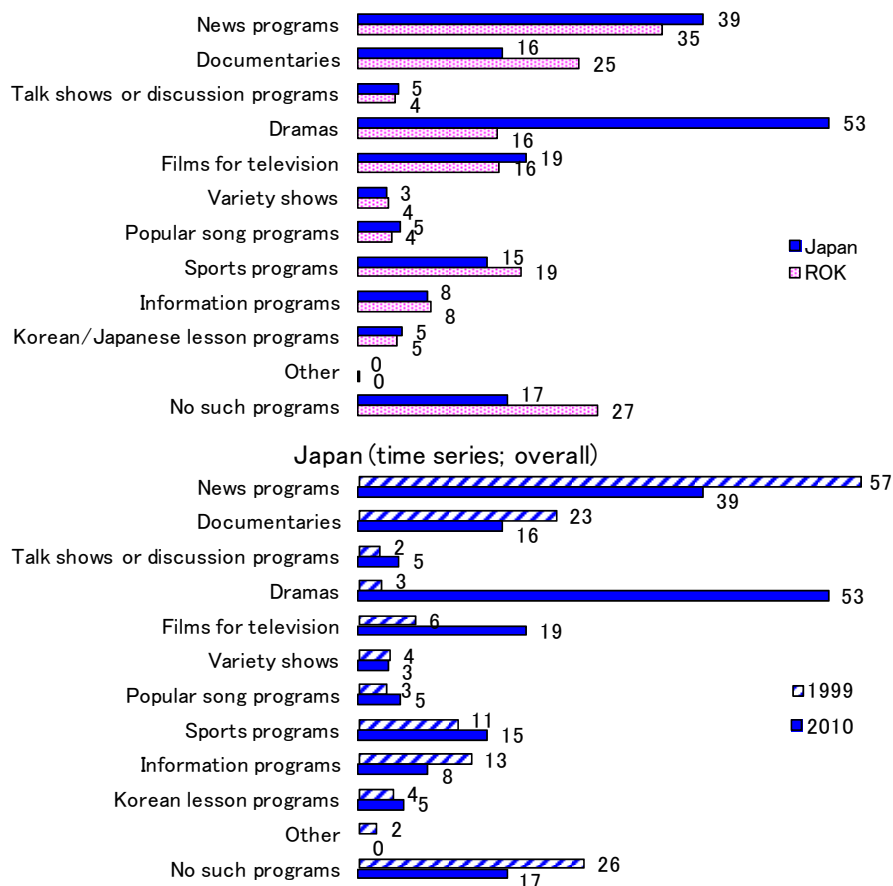


In Japan, the breakdown by gender and age group showed that among men, “politics/diplomacy” was the first choice and among women, “TV dramas, films, songs, and other aspects of popular culture” was the top choice. Second place among men in their 40s, 50s, and 60 and over was “economy/business trends,” but for men in their 20s and 30s, the second choice was “sports.” For women under 60, the second choice was “food.”

***Watched TV Programs about Japan/Korea: “Dramas” preferred in Japan and “news/documentaries” in Korea***

In response to a question asking what type of television programs they had watched about Korea (Japan), Japanese answered “dramas” (53 percent) and “news programs ” (39 percent), but Koreans answered “news programs” (35 percent) and “documentaries” (25 percent). Quite different from Japanese, only 16 percent of Koreans said they watched Japanese “dramas” (Figure 42 top). The significant change in the Japanese results from the 1999 survey, when “dramas” accounted for only 3 percent and “news programs” 57 percent, is indicative of the transformation that has taken place in the type of Korea-related programs Japanese watch (Figure 42 bottom).

**Figure 42. Television Programs Watched about Korea/Japan (multiple answers; overall)**



Looking at the gender/age group breakdowns shown in Figure 43, we can see that, with the exception of men 60 and older, “dramas” are the most frequently viewed programs relating to Korea among Japanese. Even among men aged 60 and over, while “news programs” is top, “dramas” is in

second place, indicating the considerable popularity of “Korean dramas.”

**Figure 43. Television Programs Watched about Korea/Japan: Top 5 (multiple answers; by gender and age group)**

Japan (%)					
Males 20s-30s	Males 40s-50s	Males 60s and over	Females 20s-30s	Females 40s-50s	Females 60s and over
Dramas 48	Dramas 47	News programs 44	Dramas 65	Dramas 70	Dramas 52
News programs 40	News programs 45	Dramas 37	News programs 35	News programs 35	News programs 38
Films for TV 24	Documentaries 23	Sports programs 16	Films for TV 22	Films for TV 23	Films for TV 15
Sports programs 21	Sports programs 22	Films for TV 15	Information programs 13	Documentaries 19	Documentaries 14
Documentaries 18	Films for TV 18	Documentaries 14	Documentaries 13	Sports programs 12	Sports programs 9

ROK (%)					
Males 20s-30s	Males 40s-50s	Males 60s and over	Females 20s-30s	Females 40s-50s	Females 60s and over
News programs 23	News programs 40	News programs 39	News programs 30	News programs 34	News programs 36
Films for TV 25	Documentaries 30	Documentaries 18	Dramas 29	Documentaries 26	Documentaries 19
Sports programs 25	Sports programs 27	Sports programs 15	Films for TV 26	Dramas 15	Sports programs 12
Documentaries 24	Films for TV 12	Information programs 10	Documentaries 25	Sports programs 14	Information programs 6
Dramas 20	Dramas 11	Films for TV 7	Sports programs 12	Films for TV 12	Dramas 4

### (3) Japan-Korea Relations

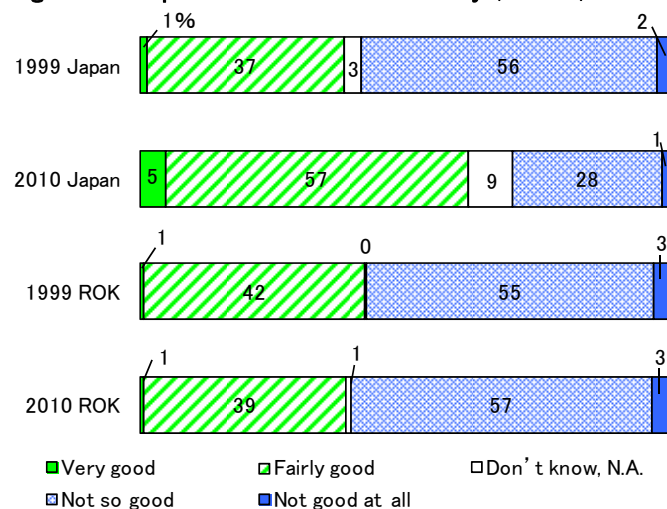
Next let us look at how people see political and economic relations between the two countries.

#### *Japan-Korea Relations: “Good” numerous in Japan, less in Korea*

When asked, “Do you think Japan-Korea (Korea-Japan) relations today are good? Or do you think they are not good?” those who answered “good” (“very good” + “fairly good”) came to 62 percent for Japan, considerably more than for Korea, which was 40 percent.

The percentages were almost the same for Japan and Korea in the 1999 survey, but in the 2010 survey, Japan’s percentage for “very good” increased from 1 to 5 percent and “fairly good” from 37 to 57 percent (Figure 44).

**Figure 44. Japan-Korea Relations Today (overall)**

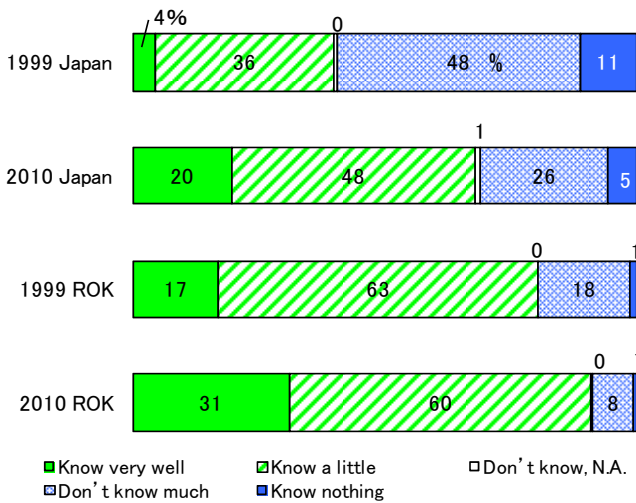




**Awareness of Colonial Rule: Increased for both Japanese and Koreans**

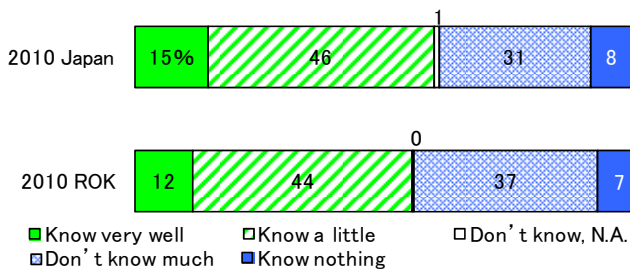
When asked how much they knew about “Japan’s colonization of the Korean peninsula,” 68 percent of Japanese said they “knew” (know very well + know a little), fewer than the 91 percent for Koreans. Compared to the 1999 survey, both figures are up from 40 percent and 80 percent respectively (Figure 45).

**Figure 45. Awareness of Issues of Historical Perception: Japan’s Colonization of the Korean Peninsula (overall)**



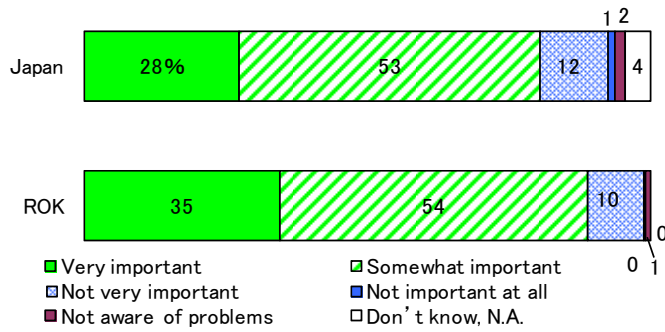
Sixty percent of Japanese “knew” that “Japan’s prime ministers have expressed Japan's remorse and apologies regarding the era of Japan’s colonial rule over the Korean peninsula, ” roughly the same as for Korea at 56 percent (Figure 46).

**Figure 46. Awareness of Issues of Historical Perception: Japanese Prime Minister’s Apologies (overall)**



Regarding “How important do you think is the issue of the past history (including Japan's colonial rule over the Korean peninsula)?” 81percent of Japanese answered “important” (“very important”/“somewhat important”) and Koreans 89 percent, both a large majority (Figure 47).

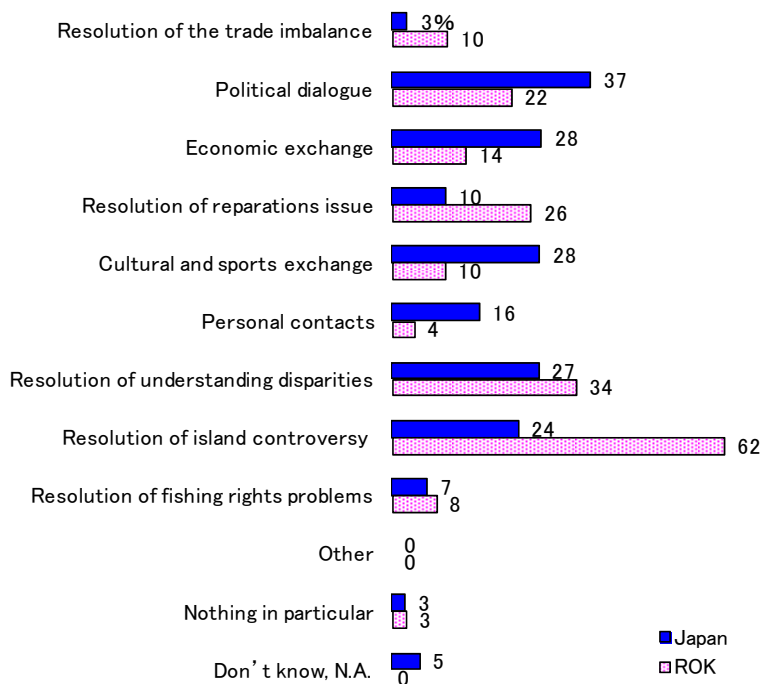
**Figure 47. Importance of Historical Awareness (overall)**



***Tasks for Japan-Korea Relations: Dokdo/Takeshima Island controversy predominant in Korea***

Asked to choose two of the most important items from a list following the question “What do you think would help to advance/improve relations between Korean and Japan?” Japanese most often chose “political dialogue” (37 percent), followed by “economic exchange” and “cultural and sports exchange” (both 28 percent) and “resolution of disparities in understanding of history” (27 percent). In Korea, by contrast, the largest proportion chose “Resolution of the Takeshima (Dokdo) Island controversy” (62 percent), followed by “resolution of disparities in understanding of history” (34 percent), “resolution of the issue of post-World War II reparations” (26 percent), and “political dialogue” (22 percent) (Figure 48). These results indicate that Japanese awareness is centered on contemporary matters while awareness in Korea is centered more on historical events, pointing to a major gap with regard to the pending issues between the two countries. Looking at the breakdown by age group, we can see that among Koreans the task overwhelmingly selected by every age group is “Resolution of the Takeshima (Dokdo) Island controversy.” The age-group breakdown for Japanese does not show any particular bias for any of the items (Figure 49).

**Figure 48. Tasks for Japan–Korea Relations (2 responses; overall)**



**Figure 49. Tasks for Japan–Korea Relations; Top 5 Items (multiple answers; by age group)**

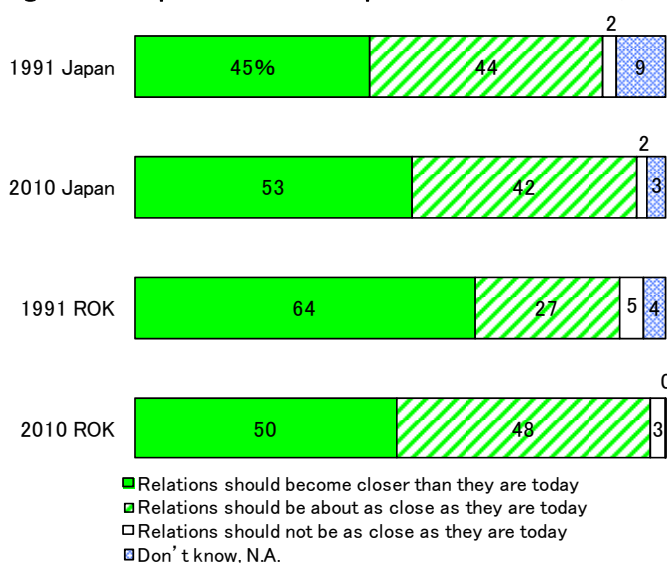
Japan (%)					
20s	30s	40s	50s	60s	70s and over
Political dialogue 34	Cultural, sports exchange 32	Historical awareness 39	Political dialogue 39	Political dialogue 43	Political dialogue 34
Cultural, sports exchange 34	Political dialogue 32	Political dialogue 37	Economic exchange 32	Economic exchange 32	Economic exchange 28
Historical awareness 34	Island controversy 30	Cultural, sports exchange 32	Cultural, sports exchange 28	Historical awareness 27	Cultural, sports exchange 23
Economic exchange 25	Historical awareness 30	Island controversy 22	Historical awareness 26	Island controversy 25	Island controversy 23
Island controversy 21	Economic exchange 27	Economic exchange 21	Personal contacts 22	Personal contacts 23	Historical awareness 15

ROK (%)					
20s	30s	40s	50s	60s	70s and over
Island controversy 54	Island controversy 63	Island controversy 62	Island controversy 72	Island controversy 56	Island controversy 65
Historical awareness 35	Historical awareness 41	Historical awareness 31	Historical awareness 32	Historical awareness 39	Postwar reparations 39
Political dialogue 25	Political dialogue 26	Postwar reparations 27	Postwar reparations 25	Postwar reparations 30	Historical awareness 26
Postwar reparations 24	Postwar reparations 20	Political dialogue 23	Political dialogue 19	Political dialogue 20	Political dialogue 17
Cultural, sports exchange 19	Economic exchange 13	Economic exchange 15	Economic exchange 16	Trade imbalance 17	Economic exchange 14

***Future: Both countries hope for “closer” relations***

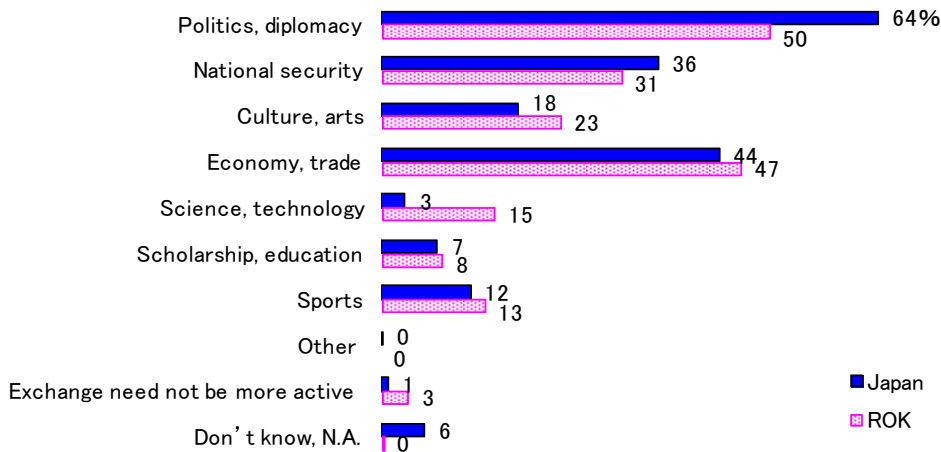
When asked, “What do you think relations between Japan and Korea (Korea and Japan) should be like in the future?” half of responses for both Japan and Korea were “closer than they are today.” Comparing the results with the 1991 survey, we can see that “should become closer” decreased from 64 percent to 50 percent for Korea, while the same response increased for Japan from 45 percent to 53 percent (Figure 50).

**Figure 50. Hopes for Future Japan–Korea Relations (overall)**



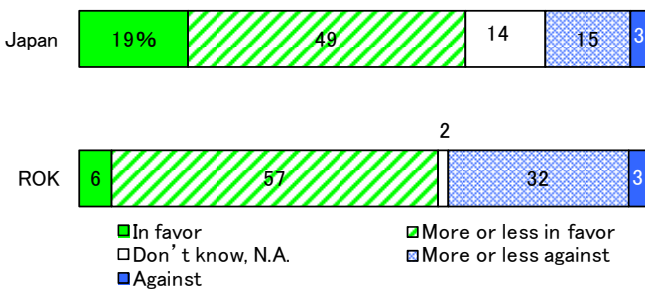
Respondents were asked to select two items in response to the question: “What are the areas in which exchange between Japan and Korea (Korea and Japan) should be made more active from now on?” In both countries, the three items chosen most often were “politics, diplomacy,” “economy, trade,” and “national security,” in that order (Figure 51).

**Figure 51. Areas for More Lively Exchange (2 responses ; overall)**



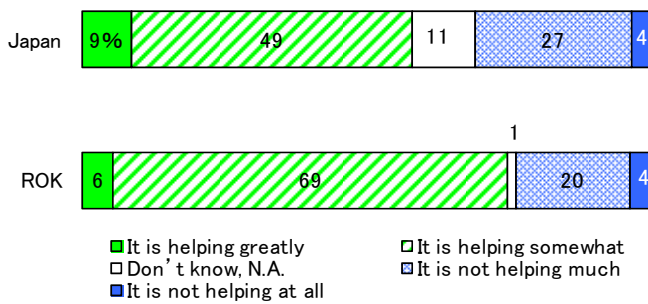
The use of free trade agreements (FTA) to allow free movement of labor and goods between countries is currently being debated, and respondents were asked what they thought of the “plan for a free trade agreement between Japan and Korea/Korea and Japan.” Those in favor of the plan (including “more or less in favor”) in Japan were 68 percent and 63 percent in Korea. The proportion was slightly greater for Japan, but accounted for the majority in both countries (Figure 52).

**Figure 52. Pros and Cons of Japan–Korea FTA (overall)**



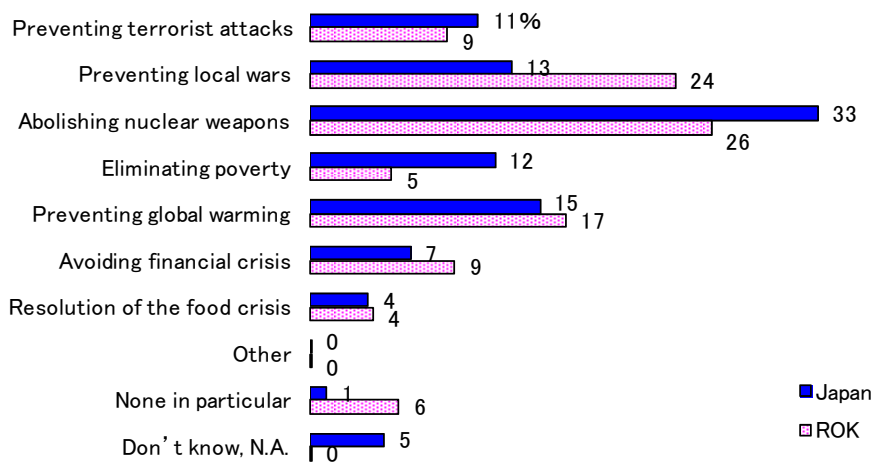
Regarding the “shuttle diplomacy” by which the prime minister of Japan and the president of Korea have sought, through regular visits back and forth, to discuss issues between the two countries, respondents were asked “do you think this shuttle diplomacy is helping to improve relations between the two countries?” The largest number in both countries, 58 percent in Japan and 75 percent in Korea, felt that it was helping (“helping greatly” + “helping somewhat”) (Figure 53).

**Figure 53. Appraisal of “Shuttle Diplomacy” (overall)**



Asked to select from a list of issues among the most important tasks “that must be addressed by international society,” by far the largest percentage for both countries chose “abolishing nuclear weapons,” although that for Korea was lower (26 percent) than for Japanese (33 percent) (Figure 54). For Korea, the second largest item chosen was “preventing local wars” (24 percent). Also frequently chosen was “preventing global warming,” with similar percentages for the two countries (Japan 15 percent; Korea 17 percent).

**Figure 54. Tasks Requiring International Cooperation (overall)**



Examining this item by gender and age groups (Figure 55), we find that Japanese of all gender and age groups most often chose “abolish nuclear weapons,” while in Korea the percentages are the same for “preventing local wars” and “abolishing nuclear weapons” for men in their 20s and 30s, men in their 40s and 50s, and women in their 20s and 30s. These results appear to reflect the awareness in Korea, where all young people must serve terms in the military, that the war with North Korea has not ended.

**Figure 55. Tasks Requiring International Cooperation: Top 5 Items (overall, by age and gender group)**

Japan (%)

Men 20s-30s	Men 40s-50s	Men 60 and over	Women 20s-30s	Women 40s-50s	Women 60 and over
Abolish nuclear arms 26	Abolish nuclear arms 23	Abolish nuclear arms 36	Abolish nuclear arms 30	Abolish nuclear arms 37	Abolish nuclear arms 39
Eliminate poverty 20	Prevent local wars 18	Prevent local wars 18	Eliminate poverty 19	Global warming 15	Global warming 15
Global warming 15	Global warming 17	Prevent terrorism 14	Global warming 18	Prevent local wars 14	Prevent terrorism 10
Financial crisis 11	Eliminate poverty 14	Global warming 12	Prevent terrorism 11	Eliminate poverty 13	Prevent local wars 9
Prevent local wars 11	Prevent terrorism 12	Eliminate poverty 6	Prevent local wars 10	Prevent terrorism 8	Eliminate poverty 7

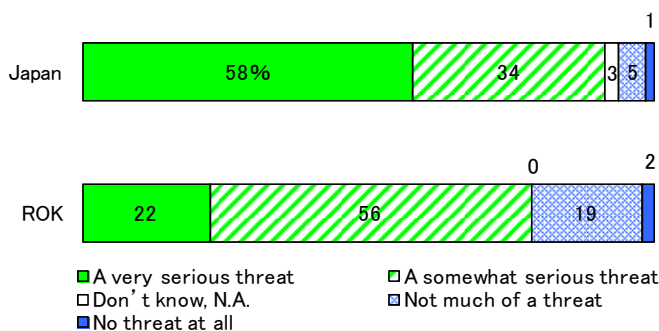
ROK (%)

Men 20s-30s	Men 40s-50s	Men 60 and over	Women 20s-30s	Women 40s-50s	Women 60 and over
Prevent local wars 26	Prevent local wars 26	Abolish nuclear arms 30	Prevent local wars 25	Abolish nuclear arms 28	Abolish nuclear arms 26
Abolish nuclear arms 24	Abolish nuclear arms 26	Prevent local wars 24	Abolish nuclear arms 23	Prevent local wars 19	Prevent local wars 20
Global warming 15	Global warming 17	Financial crisis 13	Global warming 23	Global warming 16	Global warming 13
Prevent terrorism 10	Prevent terrorism 9	Global warming 11	Financial crisis 10	Financial crisis 11	Eliminate poverty 9
Financial crisis 9	Financial crisis 8	Prevent terrorism 7	Prevent terrorism 8	Prevent terrorism 10	Prevent terrorism 7

**Conditions in North Korea: Both Japan and Korea strongly feel threat**

Asked to give the country that “poses a threat to national security” (Question 19D), the highest proportions in both countries (around 70 percent) chose “North Korea,” followed by a wide margin by “China.” Now let us consider the political issues in regard to North Korea (DPRK) for the two countries. Regarding “To what extent do you think conditions in North Korea pose a threat to Japan (Korea)?” 92 percent of Japanese and 79 percent of Koreans chose “pose a threat” (“very serious threat” + “somewhat serious threat”), showing a greater percentage for Japanese. Moreover, “very serious threat” was selected by a larger number in Japan (Figure 56).

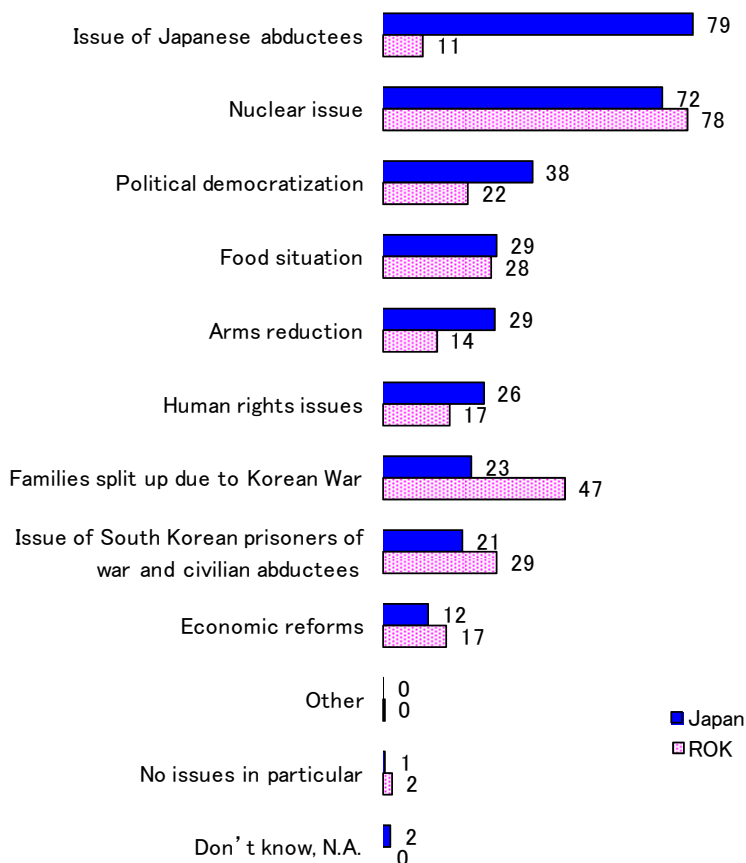
**Figure 56. Regarding Conditions in North Korea (overall)**



Asking respondents to select as many as applicable from a list of “political issues you think North Korea has to address,” the top items chosen by Japanese were “the issue of Japanese abductees” (79 percent), “the nuclear arms issue” (72 percent), and “democratization of the political

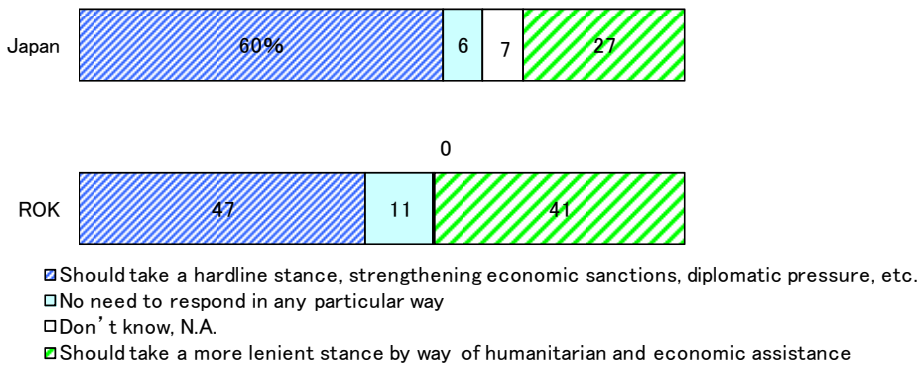
system” (38 percent), while the top items chosen by Koreans were “the nuclear arms issue” (78 percent), “The problem of families split up by the Korean War, etc.” (47 percent) and “the issue of South Korean prisoners of war and civilian abductees” (29 percent). These results show that people in both countries share the hope that the “the nuclear arms issue” will be resolved. For “democratization of the political system” and “arms reduction,” however, the percentage for Korea was nearly half that for Japan (Figure 57).

**Figure 57. Political Issues with North Korea (multiple answers; overall)**



Looking at “How do you think Japan (Korea) should respond in order to resolve the nuclear arms issue with North Korea,” the far higher proportion of Japanese selected “Should take a hardline stance, strengthening economic sanctions, diplomatic pressure, etc.” (60 percent) than “Should take a more lenient stance by way of humanitarian and economic assistance” (27 percent). Koreans were almost evenly split on the matter, with 47 percent supporting the “hardline stance” and 41 percent supporting the “lenient stance” (Figure 58).

**Figure 58. Response to North Korea’s Possession of Nuclear Weapons (overall)**



The split among Koreans on handling of the nuclear arms issue seems to be related to the fact that Koreans surveyed list North Korea as the country they feel affinity with next after the United States and Japan. Among the Koreans who cite North Korea as a country with which they have affinity, in contrast to the 39 percent who advocate a “hardline stance,” 53 percent support a “lenient stance.” The stronger they feel the threat of North Korea, the higher the percentage who advocate a “hardline stance,” but it will be noted that for Koreans, the percentage for “very serious threat” is small, so that those taking a “hardline stance” do not make up a majority.

**4. Factors of Like and Dislike: Some Observations**

A century has passed since Japan colonized Korea and 45 years since relations between the two countries were normalized. The past two decades has been a time of great changes: successive Japanese prime ministers have apologized regarding the era of Japan’s rule over Korea; President Kim Dae-jung opened up his country to Japanese culture and great cultural interchange between Korea and Japan has ensued; Japan and Korea co-hosted World Cup soccer; and both countries have experienced further economic growth.

In the course of these changes, the number of Japanese who “like” Korea has increased to over half, while the number of Koreans who “dislike” Japan has at the same time assumed the majority. This paper has looked at respondents’ attitudes toward life, views of society, interest in the other country, information exposed to on television, and issues of history between the two countries, and so forth. Now let us examine the factors that determine whether Japanese and Koreans “like” or “dislike” the other country. By viewing the diverse views and attitudes introduced here in terms of likes and dislikes, we can draw some generalizations as conclusions of this report.

First, in order to view how attitudes and basic attributes are related to degree of like/dislike (extent of influence), we quantified the two categories of “like” and “dislike” as variables of external criteria (Figure 59). In order to examine the differences in results for Japan and Korea, we matched the items calculated for both countries, but conducted calculations for Japan and Korea separately. The degree of influence on “like” and “dislike” for each item can be seen in the partial correlation scores.



**Figure 59. Factors of Like and Dislike (Quantification Method Type II)**

**External criteria**

<i>Like/dislike the other country</i>	Japan	ROK
Like (including “somewhat”)	848	269
Dislike (including “somewhat”)	319	678
Number of valid cases	1167	947
Correlation ratio	0.182	0.260

**Partial correlations**

		Japan	ROK
Interest in Korea/Japan (summary)		0.236	0.354
Experience of interchange with Korea/Japan		0.114	0.160
Genre of person		0.096	0.126
Television programs watched about Korea./Japan	News programs	0.003	0.078
	Documentaries	0.058	0.015
	Dramas	0.169	0.089
	Films for television	0.012	0.004
	Sports programs	0.061	0.020
	Information programs	0.002	0.044
Historical issue awareness: “colonial rule”		0.019	0.057
Historical issue awareness: “Japanese prime minister’s apologies”		0.074	0.075
Importance of historical awareness		0.122	0.147
Nationalism: “superior character”		0.109	0.038
Nationalism: “patriotism”		0.020	0.062
Academic background		0.062	0.042
Gender		0.002	0.018
Ages		0.088	0.086

**Scores by category** (listing for the responses to the top 7 items in terms of partial correlation)

	Japan	ROK		Japan	ROK
<b><i>Interest in Korea/Japan (summary)</i></b>			<b><i>Importance of historical awareness</i></b>		
Interested	0.427	0.707	Very important	0.263	-0.286
Not interested	-0.728	-0.654	Somewhat important	-0.072	0.085
<b><i>Experience of interchange with Korea/Japan</i></b>			Not very important		
Friends, family, residence	0.277	0.567	Not important at all	(-1.592)	(-1.706)
Have been to Korea/Japan	0.395	0.481	Not aware of the problem	(-1.161)	(-0.093)
Have spoken with Koreans/Japanese	-0.290	-0.008	<b><i>Nationalism: “superior character”</i></b>		
No experience of interchange	-0.145	-0.178	Agree	-0.133	-0.050
<b><i>Genre of person</i></b>			Somewhat agree		
Historical figures	(-0.624)	-0.249	Somewhat disagree	0.782	-0.146
Politicians, businessmen	0.010	-0.174	Disagree	0.465	0.367
Entertainers	0.195	0.375	<b><i>Ages</i></b>		
Athletes	-0.297	0.262	20s	0.000	0.212
None	-0.189	0.069	30s	0.238	0.149
Don’t know, N.A.	-0.379	0.161	40s	0.136	-0.063
<b><i>Television programs watched about Korea/Japan</i></b>			50s	0.107	-0.223
News programs	-0.007	-0.187	60s	-0.138	-0.146
Documentaries	-0.288	-0.047	70 and over	-0.386	-0.002
Dramas	0.344	0.377	Note: Figures in parentheses are just for reference due to small actual numbers.		
Films for television	0.055	0.017			
Sports programs	0.308	0.071			
Information programs	-0.017	0.251			

For Japan, the influential factors are interest in Korea, television programs seen about Korea (dramas), experience of interchange with Korea,<sup>7</sup> awareness of importance of historical issues,

nationalism (superior character), genre of Koreans mentioned, and age group, in that order. For Korea, the influential factors are interest in Japan, interchange experience pattern, awareness of importance of historical issue, genre of Japanese mentioned, and television programs seen about Japan (dramas), in that order. The size of the partial correlation differs, but the items at the top of the list are more or less the same for both Japan and Korea.

The factors greatly contributing to “like” or “dislike” for both Japan and Korea are (in order of responses listed in the survey): “interested,” “friend, family, residence,” “have been to Korea/Japan,” “entertainers,” “dramas,” and “30s.” The factors at work in “dislike” are “not interested,” “no experience of interchange,” and “60s.”

For Korea, the factors that contribute most to “dislike” are “not interested,” “historical figures,” “[issue of historical perceptions] very important,” “50s,” and “news programs.” As historian Kazuhiko Kimishima points out, “When we look at the trends in the postwar history of education and educational curriculums [in South Korea], there was a marked anti-communism, anti-Japanese policy at work during the period from the Korean War/Syngman Rhee administration to the late 1960s.”<sup>8</sup> “Dislike” is at work in people in their 50s and 60s who were educated in that environment. It can also be said that “news programs” contribute to “dislike” since they often deal with controversial issues.

The same response, interestingly enough, can contribute to both “like” and “dislike.” “Awareness of importance of historical issues” works as a factor in “like” for Japan but as a factor in “dislike” for Korea. This is probably because it is linked to opposite sentiments in the two countries: in Japan it represents the effort to understand Korea, while in Korea it represents awareness of what has been suffered.

On the other hand, the effect of dramas as a factor in “like” works in the same way for both Japan and Korea. In Korea, among people who “often watched” and “sometimes watched” dramas, 46 percent of Koreans thought “my interest in Japan increased,” 30 percent thought “my image of Japan improved,” and 25 percent thought, “my estimation of Japanese culture was heightened,” in all cases to a greater extent than those who disagreed with those statements. As this shows, in Korea (like in Japan) watching Japanese (Korean) dramas contributed to improving images of Japan (Korea) among viewers. In Korea, Japanese dramas are not broadcast on terrestrial television yet. It is desirable for the future of Japan-Korean relations that this kind of exchange in the cultural realm will grow even more lively.

The factors that contribute most to “dislike” are matters relating to historical issues. Even in the compilation of the questionnaire, composing the questions relating to historical issues was the most difficult, and obtaining the agreement of both countries the most time-consuming. Some questions could not be included because views between the two countries differed. Nevertheless, many in both countries are aware of the importance of historical issues to Japan-Korea relations, confirming the importance of historical issues. The sensitivity of Koreans regarding historical issues is part of the pain that comes with having suffered colonization by another country. Japanese must know about the history that left painful scars for Korea, for knowing the varied aspects of each other’s

history will lead to better mutual understanding.

With joint research on Japanese and Korean history, the opening of Korea to the popular culture of Japan, and other developments, a new phase of Japan-Korean relations is just beginning. Much more effort will be needed in order to ensure that our two countries will be close not only geographically but in other meanings in the 100 years ahead.

<sup>1</sup> Survey outlines 1991 and 1999

1991	Three-Country Comparative Survey: Japan, Korea (ROK), and the Philippines	
Period	Japan	June 21 (Fri.)-June 30 (Sun.)
	Korea	June 27 (Thurs.)-July 7 (Sun.)
Method	Face-to-face interview	
Population	Aged 20 and over (nationwide)*	
Sample	Japan	Stratified, two-stage, random sampling from the Basic Resident Register 1,800 (12 people × 150 sampling points)
	Korea	Stratified, three-stage, random sampling from the Household Register** 1,000 (7 people on average × 138 sampling points)
Valid responses (Response rate)	Japan	1,243 (69.1%)
	Korea	1,000

1999	Three-Country Comparative Survey: Japan, Korea (ROK), and China	
Survey period	Middle of October 1999	
Survey method	Face-to-face interview	
Population	Japan	Aged 18 and over (nationwide)
	Korea	Aged 20~64 (nationwide)*
Sample	Japan	Stratified, two-stage, random sampling from the Basic Resident Register 2,200
	Korea	Area sampling** 1,517
Valid responses (Response rate)	Japan	1,341 (61.0%) (1,314 among people aged 20 and over)
	Korea	1,517

\* In “Korea/(ROK)” Cheju Island not included \*\* Using “birthday method”

<sup>2</sup> For the designing of these questions, see NHK Broadcasting Culture Research Institute ed., *Gendai Nihonjin no ishiki kozo (dai-7 han)* [The Structure of the Consciousness of Japanese Today (7th Edition)], NHK Shuppan Kyokai, 2010, pp. 198-199.

<sup>3</sup> “Jobholders” are those except the categories of “housewives,” “jobless,” “students,” “other,” and “no answer.”

<sup>4</sup> Ikumi Haruki, *Gendai Kankoku to josei* [Modern Korea and Women], Shinkansha, 2006.

<sup>5</sup> NHK Broadcasting Culture Research Institute ed., *Gendai Nihonjin no ishiki kozo (dai-7 han)*, pp. 65-68.

<sup>6</sup> Kwon Yong-seok, “Hanryu” to “Nichiryu” [“Korean Wave” and “Japanese Wave”], NHK Shuppan Kyokai, 2010.

<sup>7</sup> Interchange experience patterns (based on categories in Question 3):

- 1 Have friend(s), family, or experience of residence (circled [checked] “3,” “4,” or “5”).
- 2 Have visited Japan/Korea (did not circle [check] “3,” “4” or “5”; circled “2”)
- 3 Have spoken with Japanese/Korean (did not circle “2” through “5”; circled “1”)
- 4 No experience (circled “6” only)
- 5 Other (N.A. or other)

<sup>8</sup> Kazuhiko Kimishima, *Kyokasho no shiso: Nihon to Kankoku no kingendai-shi* [The Ideology of Textbooks: The Modern and Contemporary History of Japan and Korea], Suzusawa Shoten, 1996, p. 56.

## Outline of the Survey

1. Purpose	The year 2010 marked the 100th year of Japan's annexation of Korea in 1910. NHK and KBS conducted a joint survey concerning what the peoples of Japan and Korea (Republic of Korea) think about the past, present, and future of Japan-Korea relations, as well as the common concerns and basic national characteristics of Japanese and Koreans. The survey reveals the features of Japanese and Korean awareness and attitudes on these matters.
2. Period	June 26 (Sat.)–July 4 (Sun.), 2010
3. Survey method	Face-to-face interview
4. Population	Aged 20 and older nationwide
5. Sampling method	Japan: Stratified, two-stage, random sampling from the Basic Resident Register Korea: Stratified, three-stage sampling (Area sampling) (using the birthday method and quota method)
6. Sample size	Japan: 2,400 (12 people × 200 sampling points) Korea: 1,000 (average 10 people × 102 sampling points)
7. No. of valid responses (Response rate)	Japan: 1,473 (61.4%) Korea: 1,000
8. Research organization	Japan: NHK Korea: KBS
9. Fieldwork institution	Japan: Central Research Services Korea: Dongseo Research

Comparison of Japan and Korea (reliability rate 95%)

> greater than for Korea; < less than for Korea  
( ) content in parentheses is as shown on survey given in Korea

Comparison of same country (reliability rate 95%)

■ greater than for former survey;  
■ less than for former survey

<Interest in Korea (Japan)>

Question 1: How interested are you in Korea (Japan)?

Answer by selecting one of the following.

	2010		1999		1991	
	Japan 1473 people	Korea 1000 people	Japan 1314 people	Korea 1517 people	Japan 1243 people	Korea 1000 people
1. Very interested	8.8	> 6.0	3.1	< 10.2	(%)	
2. Somewhat interested	48.4	> 42.4	31.0	< 44.7		
3. Not much interested	34.0	< 40.9	49.9	> 33.3		
4. Not interested at all	8.2	< 10.7	9.1	10.7		
5. Don't know, N.A	0.6	> 0.0	6.8	> 1.1		

"Don't know" was included on the show card for 1999 survey in Japan.

<Like/dislike Japan (Korea)>

Question 2: Do you like Korea (Japan)? Do you dislike Korea (Japan)? Answer by selecting one of the following.

	2010		1999		1991	
	Japan	Korea	Japan	Korea	Japan	Korea
1. Like	11.9 >	1.9	3.6	4.9	6.0	5.6
2. Somewhat like	50.2 >	26.0	39.8 >	31.3	27.8 <	32.8
3. Somewhat dislike	20.6 <	57.3	45.9	44.4	31.9 <	37.4
4. Dislike	4.1 <	13.5	5.6 <	19.1	9.3 <	20.8
5. Don't know. N.A.	13.0 >	1.3	5.2 >	0.3	25.0 >	3.4

<Experience of Interchange with Korea (Japan)>

Question 3: Do you associate with or have other contact with Korea and Koreans (Japan and Japanese)? Select as many as apply from the list below (M.A.).

	2010	
	Japan	Korea
1. I have spoken with Koreans (Japanese)	31.9 >	22.1
2. I have been to Korea (Japan)	21.0	19.7
3. I have Korean (Japanese) friends	14.3 >	5.8
4. I have had the experience of living in Korea (Japan)	0.5	1.0
5. I am/a member of my family is married to a Korean (Japanese)	0.9 <	2.3
6. I do not associate with or have other contact with Koreans (Japanese).	54.4 <	65.1
7. Other (Specifically: )	0.9	0.7
8. Don't know. N.A.	0.6	1.3

<Images of Korea (Japan) as a country>

Question 4: Which of the following words do you think is suitable to describe the country of Korea (Japan) today? Select as many as apply from the list below (M.A.).

	2010		1999	
	Japan	Korea	Japan	Korea
1. Democratic	11.1	12.2	11.5 <	18.7
2. Prosperous	26.7 >	21.5	14.6 <	25.9
3. Conservative	17.0 <	39.0	25.1 <	46.0
4. Traditional	37.9 >	30.3	39.0 >	26.8
5. Peaceful	8.5 >	5.6	5.2	5.5
6. Free	11.3 <	16.8	7.3 <	13.8
7. Unfair	6.8 <	18.6	6.4 <	15.7
8. Exclusive	10.1 <	13.9	21.2 >	10.8
9. Gloomy	6.2 <	10.3	17.6 >	7.4
10. Friendly	24.8 >	5.7	19.7 >	9.1
11. Clean	2.3 <	33.9	1.2 <	40.5
12. Don't know. N.A.	14.5 >	0.6	4.8 >	0.6

<Images of Koreans (Japanese)>

Question 5: Now, select from the list below as many items as you think well describe Koreans (Japanese) (M.A.).

	2010		1999	
	Japan	Korea	Japan	Korea
1. Kind	8.4 <	40.1	4.9 <	56.0
2. Reliable	2.5 <	10.1	2.4 <	9.8
3. Diligent	23.8 <	38.4	25.6 <	40.7
4. Friendly	16.1 >	5.1	13.0 >	5.1
5. Peaceful	4.0	3.8	3.7 <	3.4
6. Racially prejudiced	4.5 <	9.1	8.6 <	22.9
7. Well-disciplined	10.5 <	21.5	10.9 <	32.0
8. Group-oriented	22.1 >	14.2	27.8 <	31.4
9. Individualistic	6.7 <	26.6	7.1 <	13.7
10. Courteous	15.1 <	38.2	11.2 <	39.8
11. Rational	1.5 <	10.5	1.1 <	9.9
12. Emotional	27.1 >	4.4	24.3 >	4.4
13. Superior	8.3	8.2	6.5 <	13.1
14. Approachable	14.1 >	7.4	7.2 >	2.9
15. Good-natured	2.9	2.4	3.1 >	1.7
16. Gentle	6.8 <	22.6	2.3 <	17.5
17. Frightening	7.8	8.4	11.9	14.1
18. Honest	4.7	6.3	3.1 <	8.8
19. Aggressive	17.0 >	11.0	19.7 >	11.8
20. Emotionless	3.0 <	29.2	6.3 <	22.9
21. Stubborn	27.6 >	4.3	30.1 >	9.6
22. Inscrutable	10.3	11.5	26.3	23.5
23. Don't know. N.A.	13.2 >	0.0	4.9 >	0.3

<Koreans ([Japanese](#)) of coming to mind>

Question 6: Whose names come to mind when you think of Koreans ([Japanese](#))? Names may include historical figures or people of today. Other than your own friends or acquaintances, mention one person whose name comes to mind. (no list; write-in answer)

Japan (Top20)	N	%
1. Bae Yong-joon	306	20.8
2. Kim Dae-jung	112	7.6
3. Lee Myung-bak	107	7.3
4. Cho Ji-woo	63	4.3
5. Lee Byung-heon	58	3.9
6. Kim Yeon-ah	50	3.4
7. Tong Vfang Xien Qi	39	2.6
8. Pak Ji-sung	23	1.6
9. Pak Jeong-hui	17	1.2
10. Lee Sung-man (Syngman Rhee)	16	1.1
11. Roh Moo-hyun	14	1.0
12. Pak Yong-ha	14	0.8
13. Ahn Jung-Hwan	12	0.7
14. Kim Yeon-ja	10	0.7
15. Yoon Son-ha	10	0.6
16. Roh Tae-woo	9	0.5
17. Kim Hyon-hui	8	0.5
18. Lee Young-ae	7	0.5
19. BoA	7	0.5
20. Kwon Sang-woo	6	0.4
21. Other	110	7.5
22. Cannot think of anyone's name	298	20.2
23. Don't know. N.A.	177	12.0

Korea(TOP 20)	N	%
1. Ito Hirobumi	208	20.8
2. Koizumi Jun'ichiro	97	9.7
3. Asada Mao	84	8.4
4. Ichiro	64	6.4
5. Toyotomi Hideyoshi	60	6.0
6. Honda Keisuke	25	2.5
7. Kan Naoto	19	1.9
8. Tokugawa Ieyasu	17	1.7
9. Kimura Takuya	16	1.6
10. Abe Shinzo	11	1.1
11. Emperor Akihito	9	0.9
12. Ando Miki	8	0.8
13. Miyazaki Hayao	8	0.8
14. Nakasone Yasuhiro	7	0.7
15. Akiyama Yoshihiro (Choo Sung-hun)	7	0.7
16. Ito Ayumi	6	0.6
17. Kusanagi Tsuyoshi	6	0.6
18. Inamoto Jun'ichi	5	0.5
19. Ozawa Ichiro	5	0.5
20. Matsumoto Jun	4	0.4
21. Other	84	8.4
22. Cannot think of anyone's name	182	18.2
23. Don't know. N.A.	68	6.8

<Sources of Information about Korea ([Japan](#))>

Question 7: How do you obtain information about Korea ([Japan](#))? Select as many items as apply from the list below (M.A.)

	2010	
	Japan	Korea
1. Terrestrial television	83.6	> 72.5
2. Satellite or cable television	7.7	< 24.1
3. Radio	4.8	> 2.8
4. Newspapers	35.2	> 26.8
5. Manga	1.0	< 8.5
6. Magazines and weeklies (not including manga)	10.0	> 3.6
7. Books	3.8	< 8.3
8. Movies shown in theaters	4.5	5.1
9. Stories heard from family members, friends and acquaintances	11.5	< 15.3
10. Videos and DVDs	7.5	> 2.0
11. Music CDs	2.6	> 0.9
12. School education	1.4	< 3.1
13. The Internet	10.7	< 22.2
14. Other (Specifically: )	0.7	> 0.0
15. Nothing in particular	4.9	< 10.1
16. Don't know. N.A.	0.6	> 0.0

<Information about Korea (Japan) of interest to you>

Question 8: What kinds of information about Korea (Japan) are of particular interest to you? Select as many as apply in the following list (M.A.).

	2010	
	Japan	Korea
1. Politics, diplomacy	38.2 >	33.2
2. Economy, business trends	28.2	26.8
3. Society news and current events	11.7	12.6
4. National security-related	11.8 >	7.7
5. Beauty, health, and fashion	11.5	9.6
6. Sports	18.5	20.8
7. TV dramas, films, songs, and other aspects of popular culture	28.6 >	9.2
8. Information about Japanese living in Korea (about Koreans living in Japan)	3.9	5.4
9. Education, scholarship, science and technology	7.1	6.4
10. Lifestyles and thinking of Koreans (of Japanese)	12.4 <	15.2
11. Food and cuisine	26.8 >	17.3
12. Manufactured products or specialty goods	4.2	4.9
13. Traditional culture	10.5 >	6.2
14. Travel, tourism	17.9 <	23.9
15. History	10.3 >	5.3
16. Other (Specifically: )	0.5	0.2
17. Nothing in particular	13.3 <	18.6
18. Don't know. N.A.	1.4 >	0.0

<TV programs watched about Korea (Japan)>

Question 9: Have you watched television programs about Korea (Japan)? If you have watched such programs, select the type of program from the list below. Select as many as apply. If you have not watched such programs, there is no need to reply. (M.A.)

	2010		1999	
	Japan	Korea	Japan	Korea
1. News programs	39.2 >	34.6	57.2	
2. Documentaries	16.4 <	25.1	22.5	
3. Talk shows or discussion programs	4.6	4.4	2.4	
4. Dramas	53.4 >	15.8	2.6	
5. Films for television	19.1	16.1	6.4	
6. Variety shows	3.3	3.6	3.5	
7. Popular song programs	4.8	3.9	3.2	
8. Sports programs	14.7 <	18.5	11.3	
9. Information programs (including entertainment talk shows)	7.9	8.4	12.8	
10. Korean lesson programs (Japanese lesson programs)	5.1	4.6	3.9	
11. Other	0.0 <	0.3	2.1	
12. Have not watched such programs. Don't know, N.A.	16.9 <	27.1	25.7	



<Japan-Korea (Korea-Japan) Relations Today>

Question 10: Do you think Japan-Korea (Korea-Japan) relations today are good? Or do you think they are not good? Answer by selecting one of the following.

	2010		1999	
	Japan	Korea	Japan	Korea
1. Very good	4.9	> 0.7	1.4	0.9
2. Fairly good	57.2	> 38.5	37.3	< 41.7
3. Not so good	28.2	< 56.7	56.1	54.6
4. Not good at all	1.1	< 3.2	2.1	2.6
5. Don't know. N.A.	8.6	> 0.9	3.2	> 0.2

<Tasks for Japan-Korea (Korea-Japan) Relations>

Question 11: What do you think would help to advance/improve relations between Korean and Japan? Select what you think are the 2 most important areas of endeavor from the list below. (2 responses)

	2010	
	Japan	Korea
1. Resolution of the trade imbalance	2.9	< 10.4
2. Political dialogue	37.1	> 22.3
3. Economic exchange	28.0	> 13.9
4. Resolution of the issue of post-World War II reparations	10.0	< 26.0
5. Cultural and sports exchange	27.6	> 9.9
6. Personal contacts	16.3	> 4.3
7. Resolution of the disparities in understanding of history	27.4	< 34.4
8. Resolution of the Takeshima (Dokdo) Island controversy	23.6	< 62.0
9. Resolution of fishing rights problems	6.7	8.4
10. Other (Specifically: )	0.0	0.0
11. Nothing in particular	2.6	2.8
12. Don't know. N.A.	5.3	> 0.0

<Awareness of Issues of Historical perception>

Question 12: How much do you know about the following issues of history (A and B) between Korean and Japan. Select one answer from the list below.

	2010		1999	
	Japan	Korea	Japan	Korea
A: Japan colonized the Korean peninsula	19.7	< 31.2	4.4	< 17.2
1. Know very well	48.3	< 60.0	35.7	< 63.3
2. Know somewhat	25.5	> 8.1	48.4	> 18.4
3. Don't know much	5.4	> 0.6	11.0	> 1.1
4. Don't know at all	1.0	> 0.1	0.5	> 0.0
5. Don't know. N.A.				

B: Japan's prime ministers have expressed Japan's remorse and apologies regarding the era of Japan's colonial rule over the Korean peninsula.

	2010	
	Japan	Korea
1. Know very well	14.8	> 11.9
2. Know somewhat	45.6	44.2
3. Don't know much.	30.5	< 37.0
4. Don't know at all	8.1	6.7
5. Don't know. N.A.	1.0	> 0.2

<Importance of Historical Awareness>

Question 13: How important do you think is the issue of the past history (including Japan's colonial rule over the Korean peninsula)? Select one answer from the list below.

	2010	
	Japan	Korea
1. Very important	27.6	< 34.8
2. Somewhat Important	53.0	54.1
3. Not very important	11.9	10.1
4. Not important at all	1.2	> 0.3
5. Not aware of the problem	1.9	> 0.7
6. Don't know, N.A	4.4	> 0.0

<Hopes for Future Japan-Korea (Korea-Japan) Relations>

Question 14: What do you think relations between Japan and Korea (Korea and Japan) should be like in the future?

	2010	
	Japan	Korea
1. Relations should become closer than they are today	52.6	49.6
2. Relations should be about as close as they are today	42.1	< 47.8
3. Relations should not be as close as they are today	2.1	2.5
4. Don't know. N.A.	3.2	> 0.1

1991	
Japan	Korea
44.6	< 64.3
44.0	> 27.2
2.3	< 4.7
9.2	> 3.8

<Areas for More Lively Exchange>

Question 15: What are the areas in which exchange between Japan and Korea (Korea and Japan) should be made more active from now on? Select two from the following list. (2 responses)

	2010	
	Japan	Korea
1. Politics, diplomacy	64.4	> 50.3
2. National security	36.0	> 31.1
3. Culture, arts	17.8	< 23.3
4. Economy, trade	43.9	46.7
5. Science and technology	3.1	< 14.7
6. Scholarship, education	7.2	7.8
7. Sports	11.6	13.4
8. Other (Specifically: )	0.1	0.0
9. Exchange need not be more active.	0.8	< 3.4
10. Don't know. N.A.	5.6	> 0.1

<Pros and Cons of Japan-Korea (Korea-Japan) FTA>

Question 16: There is discussion of a plan for a free trade agreement (FTA) between Japan and Korea (between Korea and Japan) that will eliminate tariffs and trade restrictions in order to allow free movement of labor and goods between the two countries. What do you think about the plan to sign such an FTA agreement?

	2010	
	Japan	Korea
1. In favor	19.4	> 5.9
2. More or less in favor	48.7	< 57.4
3. More or less against	15.1	< 31.9
4. Against	2.8	3.1
5. Don't know. N.A.	14.1	> 1.7

<Appraisal of “Shuttle Diplomacy”>

Question 17: Japan and Korea currently engage in “shuttle diplomacy,” in which the prime minister of Japan (the president of Korea) and the president of Korea (the prime minister of Japan) meet once in each other’s country alternatively every year to discuss issues pending between the two nations. Do you think this shuttle diplomacy is helping to improve relations between the two countries?

	2010	
	Japan	Korea
1. It is helping greatly	8.8 >	5.6
2. It is helping somewhat	49.3 <	69.3
3. It is not helping much	27.4 >	20.0
4. It is not helping at all	3.5	3.8
5. Don't know. N.A.	11.1 >	1.3

<Tasks Requiring International Cooperation>

Question 18: What do you think is the most important task that must be addressed by international society, Japan and Korea (Korea and Japan) included? Select one from the list below.

	2010	
	Japan	Korea
1. Preventing terrorist attacks	10.9	8.9
2. Preventing local wars	13.1 <	23.7
3. Abolishing nuclear weapons	32.9 >	26.0
4. Eliminating poverty	12.0 >	5.3
5. Preventing global warming	14.9	16.6
6. Avoiding financial crisis	6.5 <	9.4
7. Resolution of the food crisis	3.8	4.1
8. Other (Specifically: )	0.1	0.1
9. None in particular	1.1 <	5.8
10. Don't know. N.A.	4.8 >	0.1

<Attitudes toward Other Countries>

Question 19: Which country best fits the descriptions A through H? Select one country from the list below for each description.

A. Country with which I feel an affinity	2010	
	Japan	Korea
1. China	6.7	5.4
2. Russia	0.4	0.9
3. Korea (Japan)	20.9 >	11.0
4. North Korea	0.1 <	10.4
5. United States	48.1	48.7
6. United Kingdom	1.9 <	5.7
7. France	1.6 <	3.3
8. Germany	2.7	2.8
9. India	0.6 <	1.4
10. Other country (Specifically: )	0.5	0.4
11. No country fits this description	10.3	10.0
12. Don't know. N.A.	6.2 >	0.0

B. Country that I trust	2010	
	Japan	Korea
1. China	1.7	1.1
2. Russia	0.3	0.5
3. Korea (Japan)	4.4	4.3
4. North Korea	0.1 <	1.9
5. United States	40.9 <	49.4
6. United Kingdom	7.0 <	9.8
7. France	2.5 <	5.4
8. Germany	7.1	7.3
9. India	1.2	0.7
10. Other country (Specifically: )	0.3	0.2
11. No country fits this description	22.6 >	19.1
12. Don't know. N.A.	12.0 >	0.3

C. Country that can be relied on for national security	2010	
	Japan	Korea
1. China	1.4	1.8
2. Russia	0.3 <	1.0
3. Korea (Japan)	1.0	1.7
4. North Korea	0.1 <	2.7
5. United States	75.5 <	83.0
6. United Kingdom	1.8	2.0
7. France	1.4	1.6
8. Germany	1.3	1.1
9. India	0.2	0.0
10. Other country (Specifically: )	0.1	0.1
11. No country fits this description	8.8 >	5.0
12. Don't know. N.A.	8.2 >	0.0

D. Country that poses a threat to national security	2010	
	Japan	Korea
1. China	14.7 >	9.4
2. Russia	1.6	1.9
3. Korea (Japan)	0.4 <	4.9
4. North Korea	68.6 <	72.4
5. United States	4.6	4.9
6. United Kingdom	0.0 <	1.5
7. France	0.1 <	0.9
8. Germany	0.1	0.2
9. India	0.1	0.2
10. Other country (Specifically: )	0.1	0.1
11. No country fits this description	2.8	3.6
12. Don't know. N.A.	6.9 >	0.0

E. Important for [our country's] economic development	2010	
	Japan	Korea
1. China	57.8 >	33.0
2. Russia	0.8 <	2.7
3. Korea (Japan)	3.7 <	12.6
4. North Korea	0.7 <	2.6
5. United States	18.4 <	38.7
6. United Kingdom	0.5 <	2.4
7. France	0.5	0.8
8. Germany	1.1	1.7
9. India	6.0 >	1.9
10. Other country (Specifically: )	0.1	0.0
11. No country fits this description	2.8	3.5
12. Don't know. N.A.	7.6 >	0.1

F. Poses threat to [our country's] economic development	2010	
	Japan	Korea
1. China	63.3 >	48.5
2. Russia	2.5	2.4
3. Korea (Japan)	2.6 <	14.5
4. North Korea	9.4 <	17.7
5. United States	3.9	5.5
6. United Kingdom	0.3 <	1.8
7. France	0.2 <	1.1
8. Germany	0.3	0.5
9. India	3.4 >	1.8
10. Other country (Specifically: )	0.0	0.0
11. No country fits this description	5.5	5.7
12. Don't know. N.A.	8.6 >	0.5

G. Want expanded cultural exchange	2010	
	Japan	Korea
1. China	20.3 >	13.9
2. Russia	3.7 <	6.2
3. Korea (Japan)	18.1	18.4
4. North Korea	0.3 <	3.7
5. United States	7.5 <	20.9
6. United Kingdom	5.8 <	8.7
7. France	11.9	12.1
8. Germany	4.8	5.7
9. India	5.0	5.4
10. Other country (Specifically: )	0.1	0.0
11. No country fits this description	10.5 >	4.8
12. Don't know. N.A.	12.0 >	0.2

H. Country to learn from	2010	
	Japan	Korea
1. China	5.3	> 1.5
2. Russia	0.2	< 0.8
3. Korea (Japan)	3.2	< 22.8
4. North Korea	0.1	< 1.9
5. United States	11.9	< 24.0
6. United Kingdom	9.0	< 11.6
7. France	6.9	7.6
8. Germany	14.8	16.9
9. India	3.4	> 0.9
10. Other country (Specifically: )	1.6	> 0.3
11. No country fits this description	25.3	> 11.2
12. Don't know. N.A.	18.2	> 0.5

1991	
Japan	Korea
2.8	3.0
0.3	0.4
1.7	< 38.0
—	—
16.6	> 12.0
7.8	6.6
4.7	3.5
10.9	< 23.5
0.1	0.3
3.4	3.1
26.8	> 3.7
24.9	> 5.9

<Regarding Conditions in North Korea>

Question 20: To what extent do you think conditions in North Korea pose a threat to Japan (Korea)? Select one from the list below.

	2010	
	Japan	Korea
1. A very serious threat	58.0	> 22.4
2. A somewhat serious threat	33.5	< 56.2
3. Not much of a threat	4.8	< 19.4
4. No threat at all	1.2	2.0
5. Don't know. N.A.	2.5	> 0.0

<Political Issues with North Korea>

Question 21: What political issues do you think North Korea has to address? Select as many as apply from the list below. (M.A.)

	2010	
	Japan	Korea
1. The nuclear issue	71.6	< 77.8
2. The issue of Japanese abductees	79.3	> 10.5
3. The issue of South Korean prisoners of war and civilian abductees	20.6	< 29.3
4. The problem of families split up by the Korean War, etc.	22.9	< 46.6
5. Economic reforms including introduction of the market economy	11.9	< 16.5
6. Improvement of the food situation	29.3	27.9
7. Resolution of human rights issues within North Korea including the concentration camps	25.9	> 17.2
8. Democratization of the political system	38.2	> 22.0
9. Arms reduction	28.9	> 13.8
10. Other (Specifically: )	0.3	0.4
11. No issues in particular	0.8	< 2.4
12. Don't know. N.A.	2.2	> 0.0

<Response to North Korea's Possession of Nuclear Weapons>

Question 22: How do you think Japan (Korea) should respond in order to resolve the nuclear arms issue with North Korea. Select one from the list below.

	2010	
	Japan	Korea
1. Should take a hardline stance, strengthening economic sanctions, diplomatic pressure, etc.	60.1	47.4
2. Should take a more lenient stance by way of humanitarian and economic assistance	26.5	41.1
3. No need to respond in any particular way	6.4	11.1
4. Other (Specifically: )	0.2	0.1
5. Don't know. N.A.	6.7	0.3

<Contact with Korean (Japanese) Popular Culture>

Question 23: How much contact do you have with the categories of popular culture listed A-F below? Select one for each category.

A. Korean (Japanese) films	2010	
	Japan	Korea
1. Often see	6.5	1.9
2. Sometimes see	22.7	24.0
3. Rarely see	18.1	18.8
4. Never see	51.7	55.0
5. Don't know. N.A.	0.9	0.3

B. Korean (Japanese) anime	2010	
	Japan	Korea
1. Often see	0.1	7.4
2. Sometimes see	1.0	21.2
3. Rarely see	10.1	16.1
4. Never see	87.6	54.9
5. Don't know. N.A.	1.2	0.4

C. Korean (Japanese) dramas	2010	
	Japan	Korea
1. Often watch	13.7	2.1
2. Sometimes watch	34.1	13.3
3. Rarely watch	14.3	19.3
4. Never watch	37.1	65.1
5. Don't know. N.A.	0.7	0.2

D. Korean (Japanese) manga	2010	
	Japan	Korea
1. Often read	0.1	4.6
2. Sometimes read	0.5	14.0
3. Rarely read	8.2	16.1
4. Never read	89.9	64.7
5. Don't know. N.A.	1.3	0.6

E. Korean (Japanese) popular songs	2010	
	Japan	Korea
1. Often listen to	1.6	1.8
2. Sometimes listen to	13.6 >	9.4
3. Rarely listen to	13.2 <	19.8
4. Never listen to	70.5	68.5
5. Don't know. N.A.	1.2	0.5

F. Korean (Japanese) games	2010	
	Japan	Korea
1. Often play	0.1 <	2.1
2. Sometimes play	0.6 <	11.3
3. Rarely play	6.7 <	15.0
4. Never play	90.4 >	71.1
5. Don't know. N.A.	2.2 >	0.5

<Degree of Satisfaction with Korean (Japanese) Popular Culture>

Question 24: How satisfied are you with the following categories of Korean (Japanese) popular culture? Select one of the items listed below. If you have not had any contact with such culture, select 6.

A. Korean (Japanese) films	2010	
	Japan	Korea
1. Satisfied	8.6 >	0.8
2. Somewhat satisfied	16.7 >	8.9
3. Hard to say which	16.1 <	26.8
4. Somewhat unsatisfied	1.3 <	6.8
5. Unsatisfied	0.3 <	1.1
6. No contact	52.9	55.0
7. Don't know. N.A.	4.1 >	0.6

B. Korean (Japanese) anime	2010	
	Japan	Korea
1. Satisfied	0.1 <	4.6
2. Somewhat satisfied	0.6 <	16.2
3. Hard to say which	5.8 <	17.0
4. Somewhat unsatisfied	0.3 <	5.4
5. Unsatisfied	0.2 <	1.2
6. No contact	87.1 >	54.9
7. Don't know. N.A.	5.9 >	0.7



C. Korean (Japanese) dramas	2010	
	Japan	Korea
1. Satisfied	14.7 >	0.6
2. Somewhat satisfied	24.4 >	5.9
3. Hard to say which	16.7	18.9
4. Somewhat unsatisfied	1.6 <	7.6
5. Unsatisfied	0.4	1.0
6. No contact	38.8 <	65.1
7. Don't know. N.A.	3.3 >	0.9

D. Korean (Japanese) manga	2010	
	Japan	Korea
1. Satisfied	0.0 <	3.0
2. Somewhat satisfied	0.3 <	9.8
3. Hard to say which	4.3 <	14.8
4. Somewhat unsatisfied	0.6 <	5.2
5. Unsatisfied	0.2 <	1.5
6. No contact	88.5 >	64.7
7. Don't know. N.A.	6.0 >	1.0

E. Korean (Japanese) popular songs	2010	
	Japan	Korea
1. Satisfied	3.1 >	0.5
2. Somewhat satisfied	9.7 >	3.4
3. Hard to say which	11.5 <	18.0
4. Somewhat unsatisfied	0.5 <	7.4
5. Unsatisfied	0.1 <	1.2
6. No contact	69.9	68.5
7. Don't know. N.A.	5.2 >	1.0

F. Korean (Japanese) games	2010	
	Japan	Korea
1. Satisfied	0.1 <	1.5
2. Somewhat unsatisfied	0.3 <	5.9
3. Hard to say which	4.1 <	12.6
4. Somewhat unsatisfied	0.3 <	6.4
5. Unsatisfied	0.2 <	1.7
6. No contact	88.9 >	71.1
7. Don't know. N.A.	6.0 >	0.8

<Influence of Dramas> (% of “often watch” and “sometimes watch” respondents)

Question 25 [asked of those who replied “often watch” and “sometimes watch” to Question 23-C]

What did you think when you watched Korean (Japanese) dramas? Select the item from the list that fits your response under items A through D.

A. My estimation of Korean (Japanese) culture was heightened	2010	
	Japan	Korea
1. Agree	50.6 >	25.3
2. Hard to say which	34.5 <	56.5
3. Disagree	11.8 <	18.2
4. Don't know. N.A.	3.1 >	0.0
	100%= 704	154 people

B. My image of Korea (Japan) improved	2010	
	Japan	Korea
1. Agree	58.4 >	29.9
2. Hard to say which	31.7 <	55.2
3. Disagree	7.7 <	14.9
4. Don't know. N.A.	2.3	0.0
	100 % = 704	154 people

C. My interest in Korea (Japan) increased	2010	
	Japan	Korea
1. Agree	55.0 >	45.5
2. Hard to say which	31.1	37.0
3. Disagree	11.6 <	17.5
4. Don't know. N.A.	2.3	0.0
	100%= 704	154 people

D. I wanted to get to know Koreans (Japanese)	2010	
	Japan	Korea
1. Agree	18.6 <	29.2
2. Hard to say	42.5	43.5
3. Disagree	36.5 >	27.3
4. Don't know. N.A.	2.4	0.0
	100%= 704	154 people

<Korean (Japanese) Foods I Like>

Question 26: What kinds of Korean (Japanese) foods do you like? Select as many as apply from the list below. (M.A.)

	2010 Japan
1. Grilled meat	61.5
2. Kimchee	61.4
3. Cold noodles (raengmyon)	29.3
4. Mixed rice (bibimbap)	47.9
5. Rice porridge (kuppa)	17.4
6. Stew (jjigae)	22.7
7. Marinated meat (bulgogi)	14.0
8. Vinegared vegetables (namul)	17.6
9. Korean pancake (chijimi/pajeon)	31.4
10. Chicken soup (samgyetang)	9.1
11. Beef sashim (yukhoe)	19.7
12. Korean set meal (course meal)	4.5
13. Korean rice wine (makkoli)	7.0
14. Other (specifically: )	0.5
15. No Korean foods I like	8.3
16. Don't know. N.A.	1.0

	2010 Korea
1. Tempura (deep-fried foods)	22.8
2. Pork cutlet (Japanese-style)	25.7
3. Seasoned rice-bowl (donburi)	9.6
4. Ramen (Chinese noodles, Japanese-style)	12.2
5. Sashimi	59.1
6. Udon and soba noodles	39.9
7. Sushi	57.3
8. Skewered chicken (yakitori)	10.2
9. Oden (Japanese style)	12.3
10. Beef hot pot (sukiyaki)	5.8
11. Okonomiyaki pancake	5.2
12. Traditional fine cuisine (kaiseki ryori)	1.3
13. Nihonshu (sake)	3.7
14. Other (Specifically: )	0.4
15. No Japanese foods I like	7.1
16. Don't know. N.A.	0.0

<Civic Consciousness>

Question 27: Regarding your current way of life, select the item below that most closely describes you.

	2010	
	Japan	Korea
1. I think about the needs of society and work with others to make a better world.	13.6	< 25.6
2. Within the scope of my own life, I work with others and do what I can to make a better world.	46.2	> 32.3
3. I follow the rules and do my best not to disturb those around me.	31.9	29.2
4. My highest priority is the welfare of myself and my family; I try not to involve myself with the society around me.	4.8	< 10.5
5. None of the above.	2.6	2.4
6. Don't know. N.A.	0.8	> 0.0

<Pride in Country>

Question 28: What are you most proud of regarding your own country? Select the items in the list below that describe them.

	2010	
	Japan	Korea
1. Abundance of nature	56.4 >	51.7
2. Outstanding culture and traditions	64.5 >	63.8
3. Outstanding education and technology	44.3 >	24.9
4. Many deeply religious people	12.2 <	17.3
5. Freedom and rights of our people are guaranteed	40.4 >	21.8
6. Material affluence amid which one can obtain almost anything	42.8 >	15.0
7. Family is highly respected	26.6 <	46.0
8. People treasure the places from which they originally came.	20.2	22.4
9. Public peace and order is good	61.4 >	12.5
10. People from other countries are respected.	9.5 >	6.3
11. The younger generations are sincerely concerned about the future of the country.	4.3	3.8
12. Other (Specifically: )	0.1	0.4
13. Nothing in particular	1.4	2.3
14. Don't know. N.A.	0.3	0.0

1991	
Japan	Korea
29.3 >	22.9
44.4	43.7
38.8 >	9.9
9.7 <	20.2
27.4 >	9.3
46.9 >	14.2
15.0 <	52.8
11.2 <	35.5
57.2 >	0.7
4.3 <	10.6
2.7 <	13.2
0.3	0.3
1.2 <	5.5
1.4	0.8

<Nationalism>

Question 29: This question asks about your feelings toward your own country. Select the response that best suits your view for the following three items.

<Proud to be born Japanese (Korean) >

A. I am proud to be born Japanese (Korean)	2010	
	Japan	Korea
1. Agree	84.9 >	36.1
2. Somewhat agree	13.2 <	54.7
3. Somewhat disagree	0.7 <	7.8
4. Disagree	0.6	0.9
5. Don't know. N.A.	0.6	0.5

<National Character of Japan (Korea) Superior>

B. The Japanese (Koreans) are superior in character to that of people of other countries.

	2010	
	Japan	Korea
1. Agree	45.6 >	37.7
2. Somewhat agree	40.9 <	53.7
3. Somewhat disagree	7.0	7.9
4. Disagree	3.1 >	0.5
5. Don't know. N.A.	3.4 >	0.2

1991	
Japan	Korea
36.0 <	49.6
42.9	41.3
10.2 >	7.6
6.8 >	0.7
4.2 >	0.8

<Patriotism Most Important>

C. Patriotism is the most important condition of citizenship	2010	
	Japan	Korea
1. Agree	37.3	48.6
2. Somewhat agree	41.8	45.8
3. Somewhat disagree	12.6	5.2
4. Disagree	5.7	0.4
5. Don't know. N.A.	2.7	0.0

1991	
Japan	Korea
32.0	71.6
35.7	23.6
15.8	3.3
11.6	0.9
4.9	0.6

<Reasons for Living>

Question 30: What is most important to you in the course of your daily life? Select one from the list below.

	2010	
	Japan	Korea
1. Family (family circle, growth of children and grandchildren)	51.3	53.0
2. Work, housework, study	13.3	11.1
3. Hobbies, sports, travel and other pleasures	13.5	9.7
4. Associations with friends and acquaintances	9.8	8.7
5. Self-improvement	4.4	11.5
6. Being useful to people around me and society	3.3	1.7
7. Religious faith	1.0	2.4
8. Other (Specifically: )	0.3	0.0
9. There is nothing in particular that is important in life	2.6	1.9
10. Don't know. N.A.	0.5	0.0

1991	
Japan	Korea
36.2	44.7
12.8	12.1
16.9	9.4
14.2	7.3
6.8	10.6
4.0	4.2
2.0	7.2
0.6	0.0
3.9	4.0
2.7	0.5

<Ideal Type of Work>

Question 31: What type of work do you think is the most desirable? Select one from the list below

	2010	
	Japan	Korea
1. Work that brings a high salary	7.7	19.4
2. Work in which there is no danger of losing one's job	18.5	10.6
3. Work with short hours and plenty of idle time	2.4	17.4
4. A Job that offers many opportunities for promotion and success	1.6	5.1
5. Work in which you can demonstrate your abilities to the best.	42.4	27.7
6. A job in which one can enjoy working with co-workers	15.9	9.3
7. Work that benefits society	6.9	3.7
8. Other (Specifically: )	0.0	0.0
9. None in particular	3.1	6.7
10. Don't know. N.A.	1.5	0.1

1991	
Japan	Korea
11.0	16.1
9.2	6.0
8.0	11.1
1.6	2.9
34.4	45.6
20.6	4.9
7.7	9.1
0.2	0.6
5.3	2.9
2.0	0.8

<Association with Others>

Question 32: In associations with others, two types are described below, A and B. When divided as shown in the list of items below, which do you think describes you most closely?

A: The type of association in which we can consult about anything and help each other.

B: The type of association in which we don't interfere much with each other's lives.

	2010	
	Japan	Korea
1. A	39.4 >	23.5
2. Closer to A	28.7 <	51.7
3. Closer to B	16.7 <	21.7
4. B	13.2 >	3.1
5. Don't know. N.A.	1.9 >	0.0

1991	
Japan	Korea
39.7 <	66.5
31.1 >	18.6
15.2 >	6.6
11.6 >	7.5
2.4 >	0.8

<People You Can Rely On>

Question 33-A: If you should encounter difficulties in life, who can you most rely upon? Select one from the list below.

	2010	
	Japan	Korea
1. Father	6.2 <	13.7
2. Mother	13.5	11.8
3. Son	8.9	9.5
4. Daughter	4.0 >	1.7
5. Siblings	7.2 >	5.0
6. Husband/Wife	48.5	49.7
7. Relatives	0.7	0.5
8. Person (people) in my neighborhood	0.3	0.5
9. Close friend(s)	7.6	5.8
10. Other (Specifically: )	0.4	0.7
11. There is no one I can really rely on	1.9	1.1
12. Don't know. N.A.	0.7 >	0.0

1991	
Japan	Korea
9.2 <	14.2
6.8 <	11.3
9.8 >	6.2
2.9 >	0.8
6.0 <	11.4
54.3 >	43.6
0.6	1.4
0.1 <	1.3
6.8	7.1
1.6 >	0.6
1.0 <	2.0
0.9 >	0.1

Question 33-B: Who can you rely upon second? Select one from the list below.

	2010	
	Japan	Korea
1. Father	9.7	9.1
2. Mother	13.0 <	20.9
3. Son	15.5	15.5
4. Daughter	11.7	11.2
5. Siblings	14.6	16.4
6. Husband/wife	11.1 >	6.2
7. Relatives	3.5 >	1.5
8. Person (people) in my neighborhood	1.0	1.8
9. Close friends(s)	12.8	13.4
10. Other (Specifically: )	0.6	0.4
11. There is no one I can really rely on	4.5 >	1.1
12. Don't know. N.A.	2.1	2.5

1991	
Japan	Korea
9.3	8.8
13.2 <	16.8
17.1 >	9.3
10.0 >	4.7
14.6	17.2
8.9 <	13.4
5.2 <	8.0
1.4 <	3.3
12.7	12.7
1.4	0.6
3.4 >	2.0
2.8	3.2

A+B	2010	
	Japan	Korea
1. Father	16.0 <	22.8
2. Mother	26.5 <	32.7
3. Son	24.4	25.0
4. Daughter	15.7	12.9
5. Siblings	21.8	21.4
6. Husband/wife	59.6	55.9
7. Relatives	4.2 >	2.0
8. Person (people) in my neighborhood	1.4	2.3
9. Close friends(s)	20.4	19.2
10. Other (Specifically: )	0.9	1.1
11. There is no one I can really rely on	1.9	1.1
12. Don't know. N.A.	0.7 >	0.0

1991		
Japan		Korea
18.4 <		23.0
20.0 <		28.1
27.0 >		15.5
12.7 >		5.5
20.5 <		28.6
63.2 >		57.0
5.8 <		9.4
1.5 <		4.6
19.5		19.8
2.7 >		1.2
1.0		2.0
0.9 >		0.1

<Life Credos>

Question 34: We all have various goals in life, but which of the following describes what is closest to your objectives in life? Select one.

	2010	
	Japan	Korea
1. Enjoying life freely one day at a time	22.1 <	35.5
2. Gradually building an abundant life in accordance with a clear-cut plan	26.5 <	37.0
3. Spending each day in a happy atmosphere with the people closest to me	43.3 >	20.8
4. Cooperating with others to make the world a better place	5.8	6.4
5. Other (Specifically: )	0.3	0.1
6. Don't know. N.A.	1.9 >	0.2

<The Household>

Question 35: This set of questions asks about marriage and the household. Select the response that most suits your view regarding the statements in A through D.

A. A woman who marries should try to continue working, even after having children.

	2010	
	Japan	Korea
1. Agree	37.7 <	42.7
2. Somewhat agree	36.6 <	49.9
3. Somewhat disagree	16.6 >	6.2
4. Disagree	6.4 >	1.2
5. Don't know. N.A.	2.7 >	0.0

B. A woman who marries should center her life on her husband, children and household rather than on herself

	2010	
	Japan	Korea
1. Agree	15.8 >	10.5
2. Somewhat agree	35.2 <	40.7
3. Somewhat disagree	32.3 <	37.5
4. Disagree	14.4 >	11.2
5. Don't know. N.A.	2.3 >	0.1

C. Even if a couple marries, they do not need to have children.	2010	
	Japan	Korea
1. Agree	18.7	> 8.5
2. Somewhat agree	19.1	21.3
3. Somewhat disagree	25.9	< 36.8
4. Disagree	33.1	33.4
5. Don't know. N.A.	3.1	> 0.0

D. If the wife is working, the husband should naturally shoulder an equal share of housekeeping and childrearing duties	2010	
	Japan	Korea
1. Agree	48.0	> 34.5
2. Somewhat agree	36.3	< 54.2
3. Somewhat disagree	9.2	9.9
4. Disagree	4.6	> 1.0
5. Don't know. N.A.	1.9	> 0.4

<Preferred Level of Education (for Boys)>

Question 36: We move to another subject here. Suppose that you have a junior-high school age son. How much education would you like to give your son. Please select your answer from the list below.

	2010	
	Japan	Korea
1. Through junior high school	0.5	> 0.0
2. Through high school	12.5	> 0.6
3. Through junior college or vocational/technical school	6.1	> 1.2
4. Through university	70.3	73.1
5. Through graduate school	6.4	< 22.1
6. Other (Specifically: )	2.7	2.4
7. Don't know. N.A.	1.4	0.6

<Preferred Level of Education (for Girls)>

Question 37: Now suppose that you have a junior-high-school age daughter. How much education would you like to give you daughter. Please select your answer from the list below.

	2010	
	Japan	Korea
1. Through junior high school	0.6	> 0.0
2. Through high school	15.6	> 0.7
3. Through junior college or vocational/technical school	20.5	> 1.8
4. Through university	56.0	< 75.6
5. Through graduate school	3.1	< 19.3
6. Other (Specifically: )	2.5	2.3
7. Don't know. N.A.	1.7	> 0.3



<Concerns in Life>

Question 38: Please indicate the degree of your concerns about the following issues in your daily life. Select one response that most closely describes your thinking.

A. My own old age	2010	
	Japan	Korea
1. Much concerned	32.2 >	23.6
2. Somewhat concerned	45.5 <	50.4
3. Not much concerned	18.0 <	22.7
4. Not concerned at all	3.5	3.3
5. Don't know. N.A.	0.8 >	0.0

B. Personal and family health	2010	
	Japan	Korea
1. Much concerned	32.4	33.1
2. Somewhat concerned	52.2	49.6
3. Not much concerned	12.6	15.3
4. Not concerned at all	2.1	2.0
5. Don't know. N.A.	0.7 >	0.0

C. Rearing and schooling of children	2010	
	Japan	Korea
1. Much concerned	11.5 <	17.2
2. Somewhat concerned	29.2 <	33.7
3. Not much concerned	25.1 <	33.2
4. Not concerned at all	29.3 >	13.3
5. Don't know. N.A.	5.0 >	2.6

D. Caregiving for family members	2010	
	Japan	Korea
1. Much concerned	30.3 >	15.7
2. Somewhat concerned	41.3 <	48.2
3. Not much concerned	16.4 <	30.3
4. Not concerned at all	9.4 >	5.0
5. Don't know. N.A.	2.6 >	0.8

E. Unemployment and layoffs	2010	
	Japan	Korea
1. Much concerned	21.7	19.4
2. Somewhat concerned	28.4 <	44.1
3. Not much concerned	24.4	27.9
4. Not concerned at all	23.1 >	6.7
5. Don't know. N.A.	2.3	1.9

F. Annual income and household expenses	2010	
	Japan	Korea
1. Much concerned	23.3	21.5
2. Somewhat concerned	43.1 <	51.1
3. Not much concerned	24.0	21.9
4. Not concerned at all	8.4 >	3.7
5. Don't know. N.A.	1.2	1.8

G. Work-related stress	2010	
	Japan	Korea
1. Much concerned	11.3 <	16.3
2. Somewhat concerned	30.4 <	43.6
3. Not much concerned	28.6	31.1
4. Not concerned at all	26.0 >	6.0
5. Don't know. N.A.	3.7	3.0

H. Community public safety	2010	
	Japan	Korea
1. Much concerned	6.0 <	14.1
2. Somewhat concerned	31.0	32.5
3. Not much concerned	39.7 <	44.4
4. Not concerned at all	22.0 >	8.7
5. Don't know. N.A.	1.3 >	0.3

<Occupation>

Question 39: What is your occupation. Please select one from the following list.	2010	
	Japan	Korea
1. Agriculture, forestry, or fisheries (includes persons working for own family engaged in this occupation)	3.1 >	0.2
2. Self-employed (operations with up to 9 employees, freelance, and persons working for own family engaged in this occupation)	10.0 <	23.6
3. Business proprietor (company of 10 or more employees)	0.6	1.0
4. Manager (in company with 50 or more employees)	3.3 >	0.7
5. Sales and service (store clerk, staff on outside duty, hairdresser/barber, home helper, etc.)	10.6	12.0
6. Skilled/unskilled worker (factory worker, artisan, truck or taxi driver, laborer/maintenance inspector, etc.)	10.8 >	4.7
7. Office worker, technician (sales, accounting, systems engineer, teachers, nursing staff, etc.)	17.0	18.2
8. Professionals and freelancers (physicians, lawyers, artists, scholars, etc.)	2.2	3.5
9. Housewife (as mainly homemaker, even with part-time job)	25.2 >	20.6
10. Student (including those attending vocational/technical schools)	1.2 <	8.6
11. Unemployed	16.0 >	6.7
12. Other	0.0	0.2
13. Don't know. N.A.	0.1	0.0

<Education>

Question 40: Please indicate the final school from which you graduated. If you are still studying, indicate the type of school you are currently attending.

	2010 Japan		2010 Korea
1. Junior high school (prewar system elementary school or higher elementary school)	14.4	1. Elementary and junior high school	16.5
2. High school (prewar system middle school, girl's school)	45.1	2. High school	38.6
3. Special technical school/junior college (prewar system higher school)	19.6	3. Vocational/technical school	12.3
4. University/graduate school	20.6	4. University/graduate school	32.3
5. Other (Specifically: )	0.1	5. Other (Specifically: )	0.0
6. Don't know. N.A.	3.0	6. Don't know. N.A.	0.3

<Standard of Living>

Question 41: If the standard of living of all Japanese (Koreans) is divided as in the list below, where do you think you stand. Answer by selecting one from the list below.

	2010		1991	
	Japan	Korea	Japan	Korea
1. High	0.8	1.4	2.5 >	0.7
2. Upper middle	32.7 >	23.8	33.4 >	24.0
3. Lower middle	48.8 <	53.9	45.3	47.3
4. Upper low	11.8 <	17.3	14.0 <	21.3
5. Lower low	3.1 >	1.1	1.9 <	6.3
6. Don't know. N.A.	2.7	2.5	2.9 >	0.4

<Visits to Japan/Korea>

Question 42: How many times have you visited Korea (Japan)

Select one from the following list

	2010	
	Japan	Korea
1. Once	11.8	11.6
2. Two or three times	5.5	6.3
3. Four or five times	1.5	1.2
4. Six or more times	1.8 >	0.6
5. Have never visited	78.3	80.3
6. Don't know. N.A.	1.1 >	0.0

<Demographic Characteristics of Respondents>

Age brackets	2010		1999		1991	
	Japan	Korea	Japan	Korea	Japan	Korea
1. 20s	9.4 <	18.2	14.4 <	29.1	14.9 <	28.3
2. 30s	15.4 <	21.6	17.4 <	30.3	19.6 <	35.5
3. 40s	16.9 <	22.8	20.5	20.2	25.2 >	15.6
4. 50s	18.1	17.7	21.5 >	13.9	17.9 >	14.5
5. 60s	21.5 >	10.9	17.0 >	6.5	14.7 >	5.4
6. 70s and over	18.7 >	8.8	9.1	—	7.6 >	0.7

Age brackets by gender	2010		1999		1991	
	Japan	Korea	Japan	Korea	Japan	Korea
1. Men 20s and 30s	10.8 <	20.5	15.4 <	29.7	13.9 <	28.0
2. Men 40s and 50s	15.3 <	20.4	20.6 >	17.1	19.3	16.7
3. Men 60s and over	18.5 >	8.3	13.4 >	3.6	9.5 >	4.1
4. Women 20s and 30s	14.1 <	19.3	16.4 <	29.7	20.6 <	35.8
5. Women 40s and 50s	19.7	20.1	21.4 >	16.9	23.8 >	13.4
6. Women 60s and over	21.6 >	11.4	12.8 >	3.0	12.9 >	2.0

\*Note:Aged 20-64 for Korea in 1999.

## Composition of the Sample

### Japan

Total	Gender		Age group					
	Men	Women	20s	30s	40s	50s	60s	70s and older
1,473 people	658	815	139	227	249	267	316	275
100.0%	44.7	55.3	9.4	15.4	16.9	18.1	21.5	18.7

Total	Men's age group						Women's age group					
	20s	30s	40s	50s	60s	70s and older	20s	30s	40s	50s	60s	70s and older
1,473 people	62	97	96	130	144	129	77	130	153	137	172	146
100.0%	4.2	6.6	6.5	8.8	9.8	8.8	5.2	8.8	10.4	9.3	11.7	9.9

Total	Occupation												
	Agriculture, forestry, fisheries	Self-employed	Business proprietor	Manager	Sales, service	Skilled/unskilled worker	Office worker, technician	Professional, freelancer	House wife	Student	Unemployed	Other	No answer
1,473 people	45	148	9	48	156	159	250	33	371	17	236	0	1
100.0%	3.1	10.0	0.6	3.3	10.6	10.8	17.0	2.2	25.2	1.2	16.0	0.0	0.1

Total	City size (population)					Regional block		
	23 wards of Tokyo; cities, over 1 million	Cities, over 300,000	Cities, over 100,000	Municipalities, over 50,000	Municipalities, less than 50,000	Tokyo block	Osaka block	Other
1,473 people	269	314	327	256	307	336	160	977
100.0%	49.8	59.5	60.6	68.8	73.1	53.8	49.4	67.3

Korea

Total	Gender		Age group					
	Men	Women	20s	30s	40s	50s	60s	70s and older
1,000 people	492	508	182	216	228	177	109	88
100.0%	49.2	50.8	18.2	21.6	22.8	17.7	10.9	8.8

Total	Men's age group						Women's age group					
	20s	30s	40s	50s	60s	70s and older	20s	30s	40s	50s	60s	70s and older
1,000 people	95	110	116	88	50	33	87	106	112	89	59	55
100.0%	9.5	11.0	11.6	8.8	5.0	3.3	8.7	10.6	11.2	8.9	5.9	5.5

Total	Occupation												
	Agriculture, forestry, fisheries	Self-employed	Business proprietor	Manager	Sales, service	Skilled/unskilled worker	Office worker, technician	Professional, freelancer	House wife	Student	Unemployed	Other	No answer
1,000 people	2	236	10	7	120	47	182	35	206	86	67	2	0
100.0%	0.2	23.6	1.0	0.7	12.0	4.7	18.2	3.5	20.6	8.6	6.7	0.2	0.0