



Perceptions of the ocean and environment

Japan Country Brief

The David and Lucile Packard Foundation works with partners to ensure the long-term health of the ocean by investing in country-level and global strategies that help improve our ocean's sustainability. To better engage citizens and governments alike, the Foundation partnered with Kantar to conduct a robust public opinion study of people's perceptions on the ocean and related environmental issues in six Pacific Rim countries where the Foundation supports work to promote ocean health: The United States, China, Japan, Indonesia, Mexico, and Chile.

Unprecedented in scale and depth, Kantar's survey found near-unanimous support across all six countries for government action to protect the ocean.

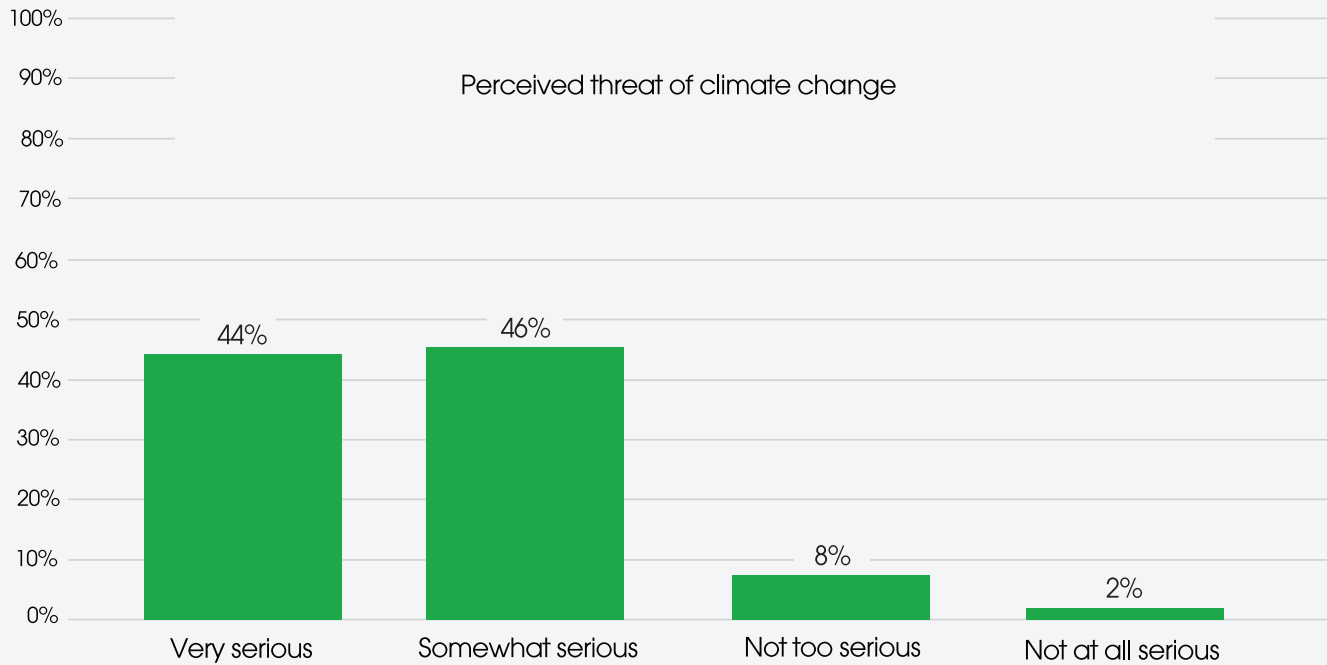
Findings revealed that people see the condition of the ocean as important to their country's economy and their family's well-being, because it is a source of food and home to wildlife. The vast majority of people across all six countries also see climate change as a serious threat.

In Japan, Kantar conducted a telephone survey with a national, probability sample of 1,000 Japanese adults aged 18+ on their perceptions of ocean and other environmental issues. The survey covered people living in all eight regions of Japan, representing 98% of the population.

You can find the full results of Kantar's six nation survey at: oursharedseas.com/insights/SupportForAction.

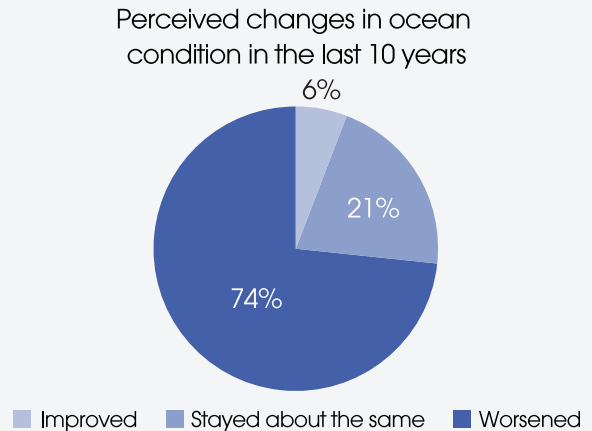
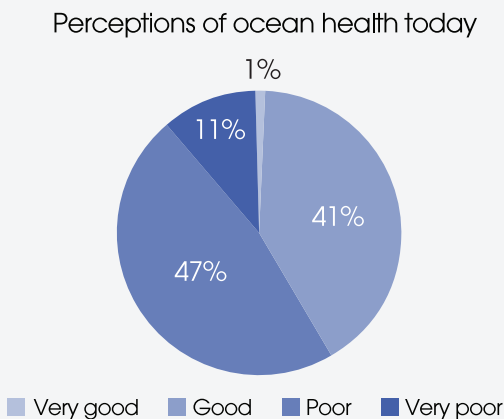
The Japanese people are concerned about the environment and climate change

The environment is a major concern for 91% of the Japanese people, and, among a list of possible issues, the environment ranks third in priority behind crime and corruption, and the economy.¹ When asked how serious a threat climate change is to the quality of life in Japan, 44% of Japanese people perceive it to be a “very serious” threat, and a further 46% believe it is a “somewhat serious” threat. Just 10% think climate change is not a serious threat (“Not at all serious”/“Not too serious”).² Women tend to be more concerned than men about the environment and climate change.



The Japanese people believe ocean health is important

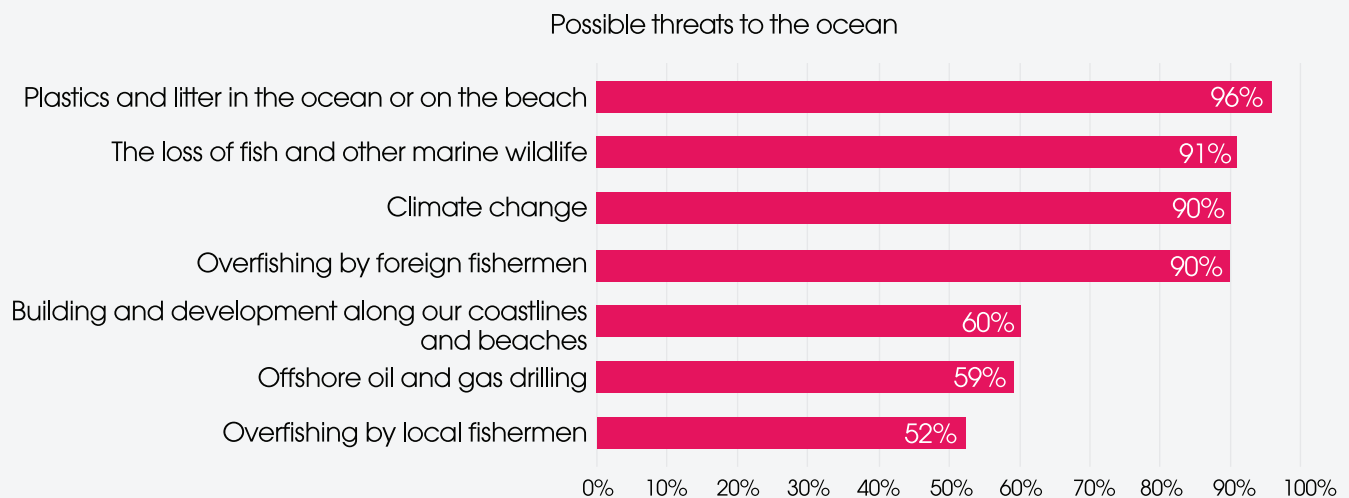
People in Japan widely believe the condition of the ocean is important to Japan’s economy (95%).³ The majority of people in Japan rate ocean health today as “poor” or “very poor,” (58%),⁴ and 67% think the condition of the ocean has “worsened” in the last 10 years.⁵



The Japanese people believe more should be done to protect the ocean

Eighty-nine percent of people in Japan think the ocean is being negatively impacted by human activities.⁶ Nearly all people in Japan believe government regulations are necessary to protect the ocean (94%).⁷ Specifically, 92% of the Japanese people support establishing marine protected areas—areas off-limits for fishing and commercial use—to protect ocean wildlife and habitats.⁸ Further, 83% think the government should establish more environmental conservation regulations to protect the ocean and 75% say the government is not doing enough to protect the ocean.

In terms of threats to the ocean, 96% of people in Japan consider plastics and litter in the ocean or on the beach as a major threat, and 91% consider the loss of fish and other marine wildlife as a major threat.⁹



¹ Question 2: Please indicate the extent to which you agree or disagree: The environment is a major concern for me.

² Question 5: How serious of a threat is climate change to the quality of life in Japan?

³ Question 11: How important is the condition of the ocean surrounding Japan to our economy?

⁴ Question 7: Thinking about the overall health of the ocean today surrounding Japan, would you rate it as very good, good, poor, or very poor?

⁵ Question 10: Over the past 10 years, do you think the condition of the ocean has improved, stayed about the same, or worsened?

⁶ Question 14: Please indicate the extent to which you agree/disagree: The ocean surrounding Japan is being negatively impacted by human activities.

⁷ Question 18: Please indicate the extent to which you agree/disagree: Government regulations are necessary to protect the ocean.

⁸ Question 19: Marine protected areas are areas off-limits for fishing and commercial use. Do you support marine protected areas to protect wildlife and habitats?

⁹ Question 15: I'm now going to read you a list of possible threats to the ocean surrounding Japan. For each one, please indicate if you think it is a major threat.