

Commissioned by

GREENPEACE JAPAN

[English Translation]

**Opinion Poll on Research Whaling
Year 2008
Internet Survey
-Summary Report-**

February 14, 2008

Prepared by Nippon Research Center, Ltd.

Member of Gallup International Association

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Cross-tabulation Tables

Questionnaire (English Translation)

I. Research Specifications

1. Objective The survey was conducted to collect people's views on Japan's whaling practices

2. Research method Internet research

3. Area of research Nationwide

4. Target respondents Males and Females aged between 15-59 years

5. Sampling methodology

Respondents were randomly selected from the internet panels registered with Nippon Research Center, Ltd.

*As the samples were extracted from the internet panels, their opinions may not be representative of the nationwide population

6. Number of samples collected 1,051 samples

Gender	Age	Number of samples
Male	15-29 years old	148
Male	30-39 years old	133
Male	40-49 years old	111
Male	50-59 years old	130
Female	15-29 years old	150
Female	30-39 years old	127
Female	40-49 years old	115
Female	50-59 years old	137

Quotas were set according to the nationwide population of males and females aged between 15-59 years (same as the year 2006 study)

7. Period of research January 18-23, 2008

8. Implementing agency

Nippon Research Center, Ltd.

NRC implemented the survey, which was commissioned and directed by Greenpeace Japan

II. Attributes of Respondents

Basic Attributes

Gender, age, occupation, and the marital status of the respondents are as shown below. Among the total number of respondents, 29% are engaged in “clerical/technical work” and 20% are “full-time homemakers.”

F1 Gender

Male	49.7	%
Female	50.3	

F3 Occupation

Agriculture and fishing industry	0.4	%
Self-employed/ commercial	6.0	
Freelance	2.9	
Management	8.2	
Clerical/technical work	28.6	
Non office work/professional	9.4	
Part-timer	10.7	
Full-time homemaker	19.8	
Student	9.6	
Unemployed	4.4	

F2 Age

15-19 years old	2.1	%
20-24 years old	8.3	
25-29 years old	18.0	
30-34 years old	12.3	
35-39 years old	12.5	
40-44 years old	10.4	
45-49 years old	11.1	
50-54 years old	14.8	
55-59 years old	10.6	

F4 Marital Status

Unmarried	38.7	%
Married	59.7	
Other	1.6	

[N=1,051]

II. Attributes of Respondents

Views on Resuming Commercial Whaling

In order to analyze people's views on whaling, answers to questions Q1-17 were analyzed through cross tabulations using gender and age, as well as answers to Q18 regarding the idea of resuming commercial whaling as explanatory variables.

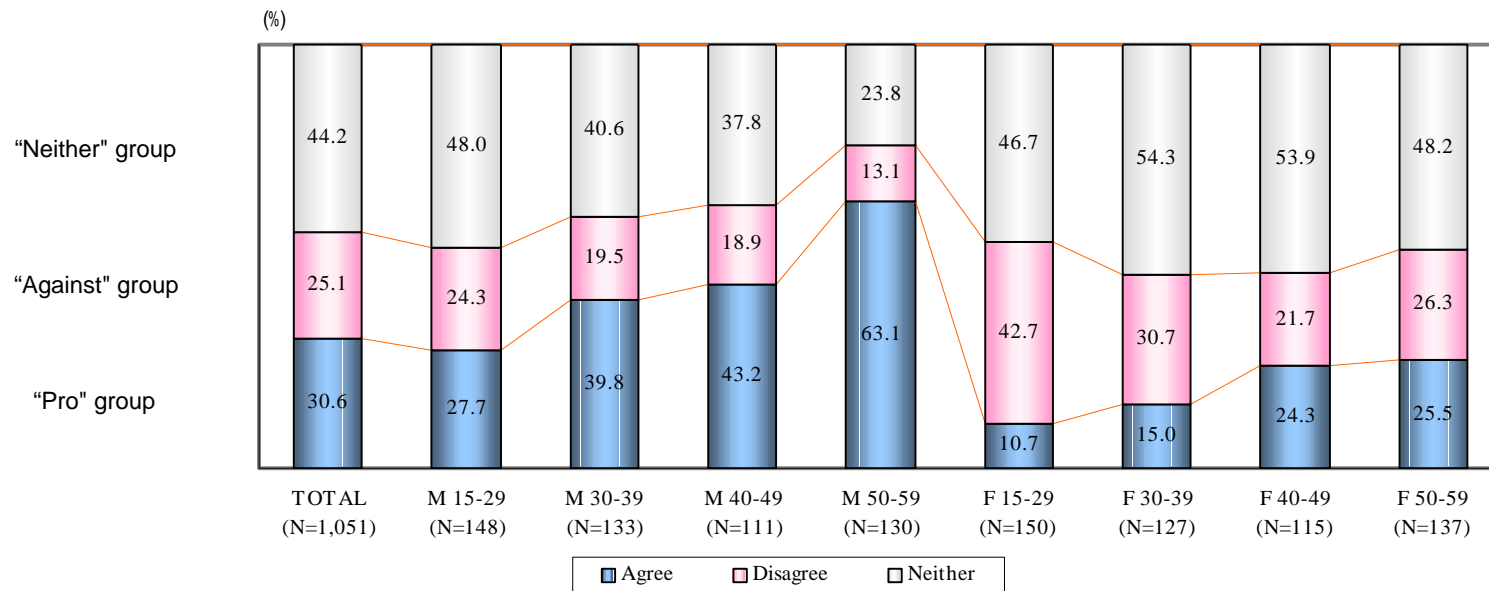
Respondents who answered "1) I agree," "2) I disagree," and "3) I neither agree nor disagree" with resuming commercial whaling are categorized as the "pro," the "against," and the "neither" groups.

Demographic features of these groups are shown on page 5.

As shown below, 44% of all respondents are neither pro nor against resuming commercial whaling, 31% are "pro" and 25% are "against." As for the gender & age groups, the older the group, the larger was the proportion of "pro" for both male and female, and among them, males aged 50-59 years showed the largest "pro" proportion. Relatively younger respondents are more "against" than "pro."

Q18 Do you agree or disagree with the idea of resuming commercial whaling?

- 1) I agree with resuming commercial whaling,
- 2) I disagree with resuming commercial whaling
- 3) I neither agree nor disagree



II. Attributes of Respondents

Characteristics of "pro," "against" and "neither pro nor against" groups concerning the resumption of commercial whaling

The tables below show the proportions of the "pro," "against" and "neither" groups by gender, age, occupation, and marital status and the gender & age groups.

Among the "pro" commercial whaling respondents, 70% are male and 30% are female. The "against" respondents are 62% female and 38% male. As for the gender & age groups, the largest percentage among the "pro" group is males aged 50-59 years, and the largest among the "against" group is females aged 15-29 years.

F1 Gender

	Pro	Against	Neither	%
Male	69.6	37.9	42.6	
Female	30.4	62.1	57.4	

F2 Age

	Pro	Against	Neither	%
15-19 years old	1.6	3.0	1.9	
20-24 years old	5.3	10.6	9.0	
25-29 years old	10.9	24.2	19.4	
30-34 years old	12.7	12.1	12.0	
35-39 years old	9.6	12.5	14.4	
40-44 years old	9.0	10.2	11.4	
45-49 years old	14.6	7.2	11.0	
50-54 years old	18.9	12.9	13.1	
55-59 years old	17.4	7.2	7.7	

F4 Marital Status

	Pro	Against	Neither	%
Unmarried	33.5	43.2	39.8	
Married	64.9	55.3	58.5	
Other	1.6	1.5	1.7	

F3 Occupation

	Pro	Against	Neither	%
Agriculture and fishing industry	0.6	0.4	0.2	
Self-employed/ commercial	9.3	3.0	5.4	
Freelance	2.8	4.2	2.4	
Management	15.2	4.5	5.4	
Clerical/technical work	30.1	27.7	28.2	
Non office work/professional	12.1	6.4	9.2	
Part-timer	6.2	11.7	13.1	
Full-time homemaker	13.0	23.9	22.2	
Student	6.8	13.3	9.5	
Unemployed	3.7	4.9	4.5	

Gender X Age Groups

	Pro	Against	Neither	%
M 15-29	12.7	13.6	15.3	
M 30-39	16.5	9.8	11.6	
M 40-49	14.9	8.0	9.0	
M 50-59	25.5	6.4	6.7	
F 15-29	5.0	24.2	15.1	
F 30-39	5.9	14.8	14.8	
F 40-49	8.7	9.5	13.3	
F 50-59	10.9	13.6	14.2	

Pro N=322
Against N=264
Neither N=465

III. Findings

Executive Summary

Views on Resuming Commercial Whaling

Respondents were asked their opinion about resuming commercial whaling, which has been halted temporarily. Among all the respondents, 44% answered "neither agree nor disagree," 31% answered "agree," and 25% answered "disagree." (According to their opinions, respondents were categorized as the "pro," the "against" and the "neither" groups in this report).

Among the group of those who are "pro" resuming commercial whaling, 70% are male, while over 60% are female among the group of those who are "against." If we look at the gender and age groups, the older the group, the higher was the percentage of those who support the resumption of commercial whaling, and this can be seen for both males and females. The proportion of those who are "pro" is largest among males aged 50-59 years, and the percentage is over 60%. The younger age groups tend to show more disagreement toward the resumption of commercial whaling, and this is so especially for females.

Awareness regarding whaling

Respondents were asked whether they consider that "whaling" in general, "coastal whaling within Japanese waters," and "whaling on the high seas" are a traditional aspect of Japanese culture. For "whaling" in general and "coastal whaling within Japanese waters," a little under 60% of all respondents showed agreement ("agree" + "agree somewhat") to the idea, and those who disagreed ("somewhat disagree" + "disagree") were just above 20%. On the contrary, less than 40% disagreed that "whaling on the high seas" is a traditional aspect of Japanese culture, and this percentage was slightly higher than that of those who showed agreement with the idea.

As for the groups categorized by opinions toward the resumption of commercial whaling, the majority of the "pro" respondents answered that they consider "whaling" in general and "whaling along the Japanese coast" as a traditional aspect of Japanese culture. Furthermore, over 60% of them agreed that "whaling on the high seas" is a traditional Japanese culture. As for the "against" group, the proportions of those who disagree with the idea regarding all "whaling" in general, "whaling along the Japanese coast" and "whaling on the high seas" are much lower compared to the "pro" and "neither" groups. However, about 30% still agreed that "whaling" in general and "whaling along the Japanese coast" are a traditional aspect of Japanese culture.

Awareness regarding research whaling

About 80% of all respondents knew that the Japanese government is conducting "research whaling" in the name of "ecological research." In addition, more than half of all respondents answered that they knew that "the government is conducting research not only along the Japanese coast, but also on the high seas," "whale meat obtained as a result of the research whaling is marketed and sold in Japan," and "the IWC has passed a resolution urging whaling research to be limited to non-lethal methods only."

Executive Summary

However, less than 20% acknowledged the following aspects of whaling in Japan. 1) "The Japanese government provides a subsidy of approximately 500 million yen annually for research whaling programs," 2) "Japan hunts over 900 whales including 50 endangered species within the Antarctic Ocean whale sanctuary," 3) "the findings of Japan's whaling research reports," 4) "the Japanese government announced a halt to the hunting of humpback whales in the Antarctic Ocean around the end of last year," and 5) "the Antarctic Ocean is one of the internationally designated sanctuaries for whales."

According to the groups categorized by opinions toward the resumption of commercial whaling, the proportion of those who acknowledge each of the above is much higher among the "pro" respondents compared to that of the "against" or "neither" group.

Opinions about Japan's whaling practices

A majority of all respondents answered "Japan should conduct whaling along the Japanese coast but not on the high seas."

According to the groups categorized by opinions of "pro," "against," and "neither pro nor against" resuming commercial whaling, the "pro" respondents tend to support whaling in both seas (over 50%), but even among the "pro" group, close to 40% answered "whaling should be conducted along the Japanese coast but not on the high seas." Among those who are "against" the resumption of commercial whaling, the majority (over 60%) claims Japan should discontinue whaling in both seas. It was a little under 30% among the "against" group who answered "Japan should conduct whaling within Japanese waters but not on the high seas."

If we take a close look at the opinion that whaling should not be conducted on the high seas ("should conduct along the Japanese coast but not on the high seas" + "should discontinue whaling both along the Japanese coast and on the high seas"), those who support discontinuing whaling on the high seas reached 80% among the "against" group, and over 90% among the "neither" group. Even close to 40% of those who are "pro" resuming commercial whaling disagreed with whaling on the high seas.

Compared to those who are "pro" resuming commercial whaling, the "against" respondents tend to be unaware of various aspects and circumstances concerning whaling and Japan's whaling operations. The proportions of those who acknowledge "the Japanese government conducts research whaling in the name of "ecological research," and "whale meat obtained as a result of research whaling is marketed in Japan" were lower than those of the undecided respondents who are neither for nor against the resumption of commercial whaling. When all these tendencies are considered, it may be said that the attitude of disagreement with the resumption of commercial whaling and the tendency to claim whaling should be discontinued both along the Japanese coast and on the high seas among the "against" respondents may not be based on what they know about whaling.

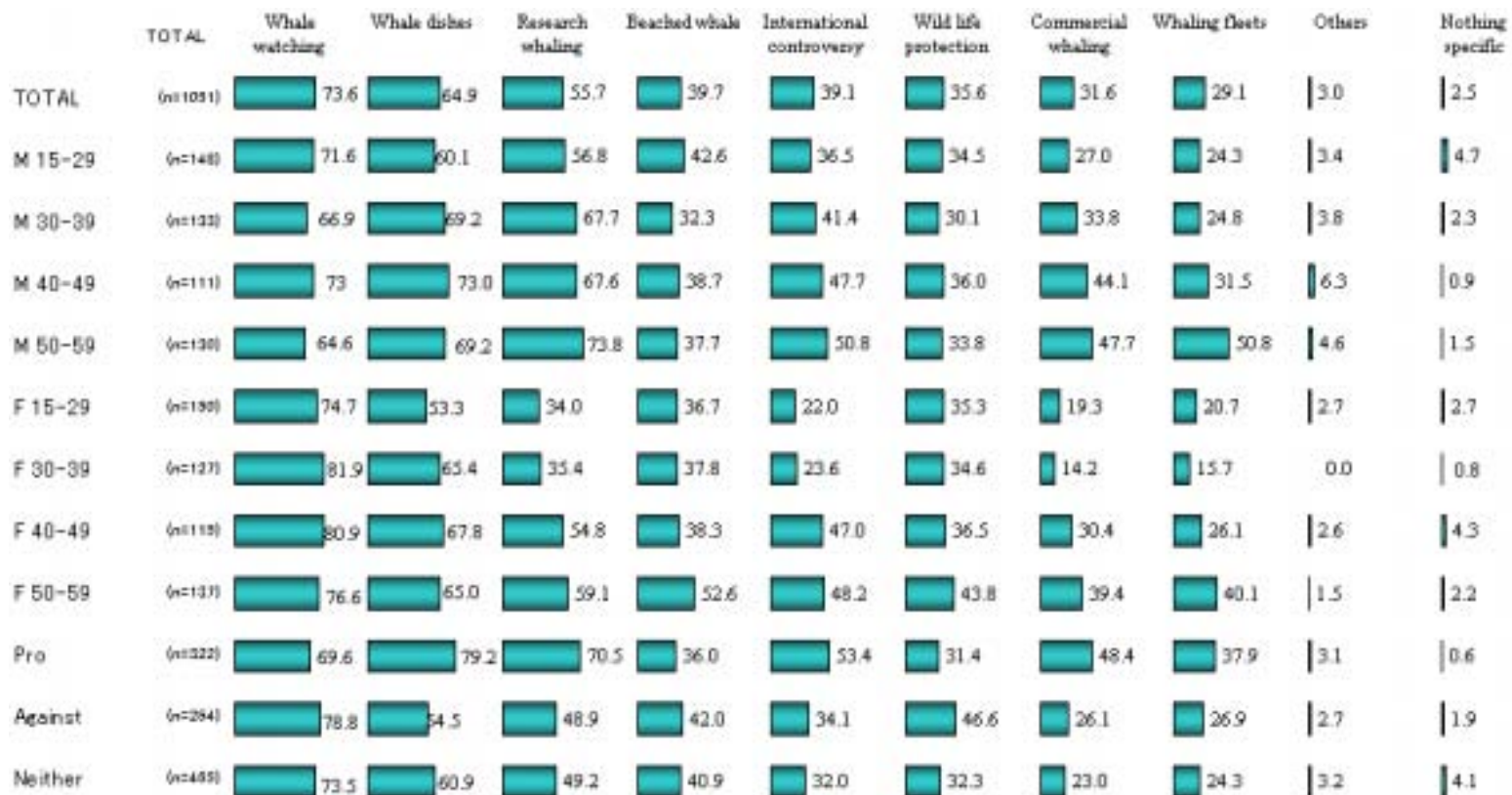
1 . Awareness regarding Whaling and Whale Meat

To begin, we asked respondents what images come to their mind when they hear the word “whale.”

Among all the respondents, the image chosen the most often was “whale watching” (74%), followed by “whale dishes” (65%), “research whaling” (56%) and “beached whale” (40%). In addition to these four, “International controversy” was 39%.

If we compare the groups of those who are "pro" and "against" the resumption of commercial whaling, the percentages are more than 20 points higher for the "pro" respondents in items such as “whale dishes,” “research whaling,” and “commercial whaling.” On the other hand, the "against" respondents scored about 15 points higher in the percentage for "wild life protection" than the "pro" respondents.

Q1 What images comes to mind when you hear the word "whale"? (MA)



1 . Awareness regarding Whaling and Whale Meat

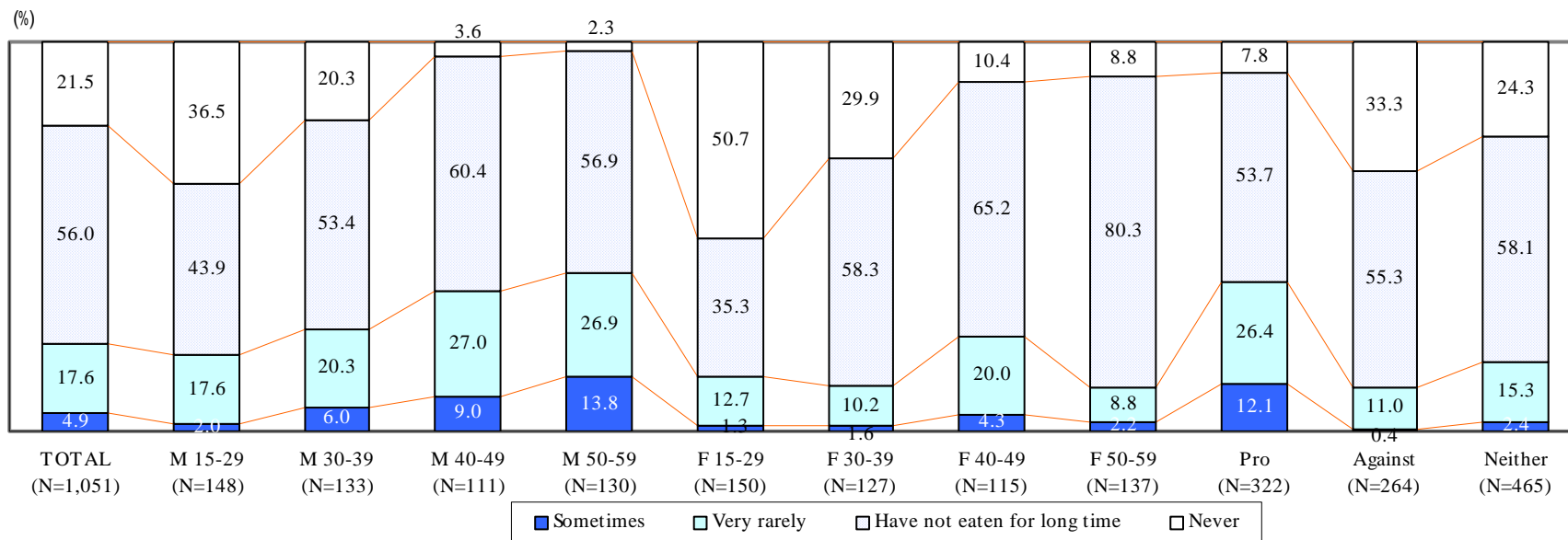
Q2 asked how often the respondents eat whale meat.

While 56% of all respondents answered “I have not eaten it for a long time,” 23% answered they “sometimes” or “very rarely” eat whale meat. 22% answered “I have never eaten whale meat.”

For both males and females, the percentage of those who said “never” eaten before tends to be higher amongst younger age groups.

Among the “pro,” “against,” and “neither” groups, the percentages for those who said “have not eaten it for long time” are quite similar (54%, 55%, and 58%, respectively); however, the percentage of those who said “never eaten before” is higher for the “against” group. While close to 40% of the “pro” group answered they “sometimes” or “very rarely” eat whale meat, only a little over 10% of the “against” group gave such answers.

Q2 How often do you eat whale meat?



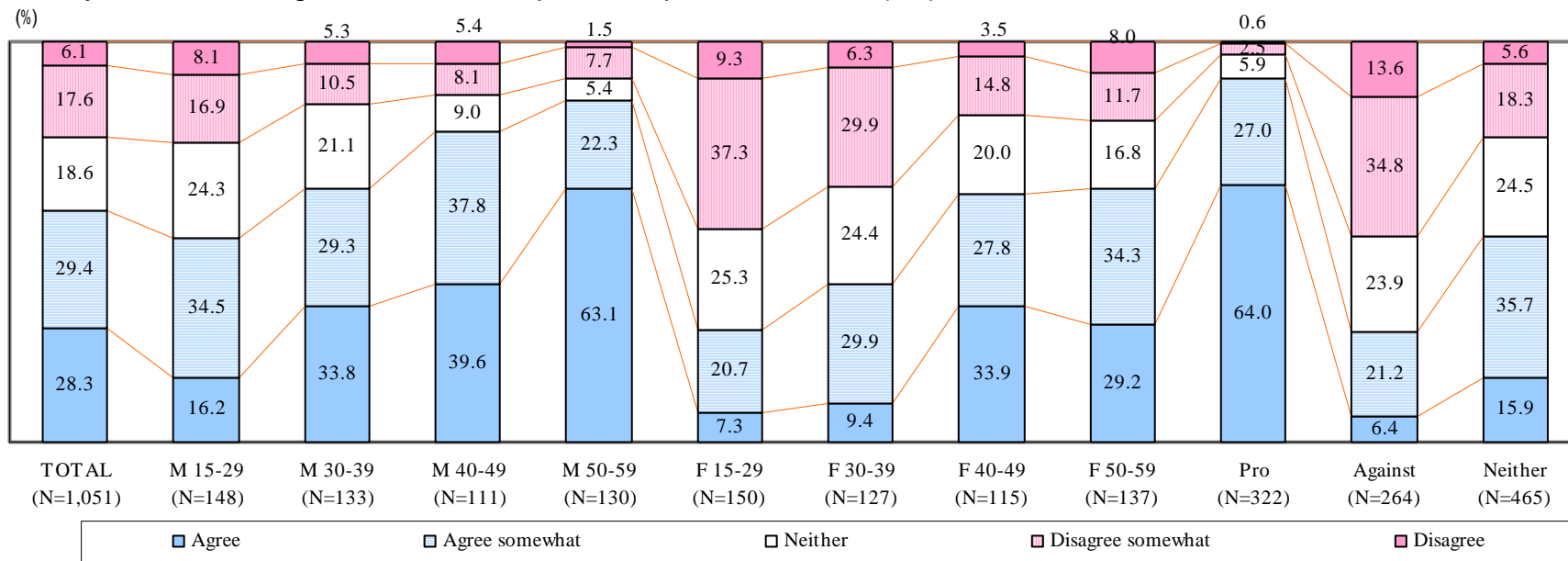
1 . Awareness regarding Whaling and Whale Meat

We asked whether respondents think whaling is a traditional aspect of Japanese culture.

58% of all respondents agreed (“agree” + “agree somewhat”) and 24% disagreed (“disagree” + “disagree somewhat”). For both genders, there is a tendency for the percentage of respondents who showed agreement to increase with age, while the percentage of those who showed disagreement tends to decrease with age. On the contrary, the opinions among younger respondents tended to vary.

Over 90% of those who support resuming commercial whaling tend to consider Japan’s whaling practices as a traditional aspect of Japanese culture, and only 3% of them rejected that idea. Among those who are "neither" for nor against resuming commercial whaling, 52% showed agreement while 24% showed disagreement. In the "against" group, however, almost half of the respondents (48%) do not consider Japan’s whaling practices as an aspect of Japanese culture. On the contrary, close to 30% of the "against" respondents indicated their agreement with the idea.

Q3 Do you think whaling is a traditional aspect of Japanese culture? (SA)



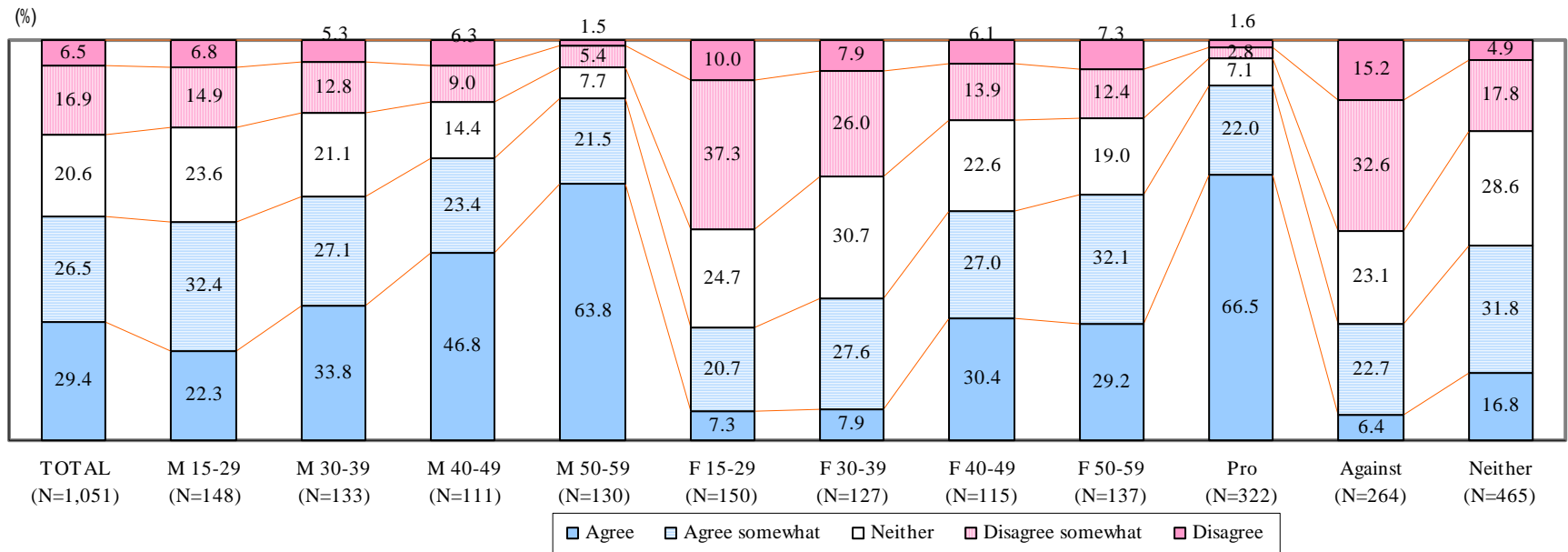
1 . Awareness regarding Whaling and Whale Meat

We also asked whether the respondents think "coastal whaling" within Japanese waters is a traditional aspect of Japanese culture.

56% of all respondents showed agreement ("agree" + "agree somewhat"), while 23% showed disagreement ("disagree" + "disagree somewhat"). For "coastal whaling" as well, the older the group, the higher were the percentages for agreement, and the older the group, the lower were the percentages for disagreement among both genders. Still, the opinions of younger respondents regarding "costal whaling" tended to vary.

Among the group of "pro" resuming commercial whaling, close to 90% showed agreement, while only 4% showed disagreement with the idea. Within the "against" group, 48% rejected the idea, while 29% agreed that "coastal whaling" within Japanese waters is a traditional aspect of Japanese culture.

Q4 Well, do you think "coastal whaling" within Japanese waters is a traditional aspect of Japanese culture? (SA)



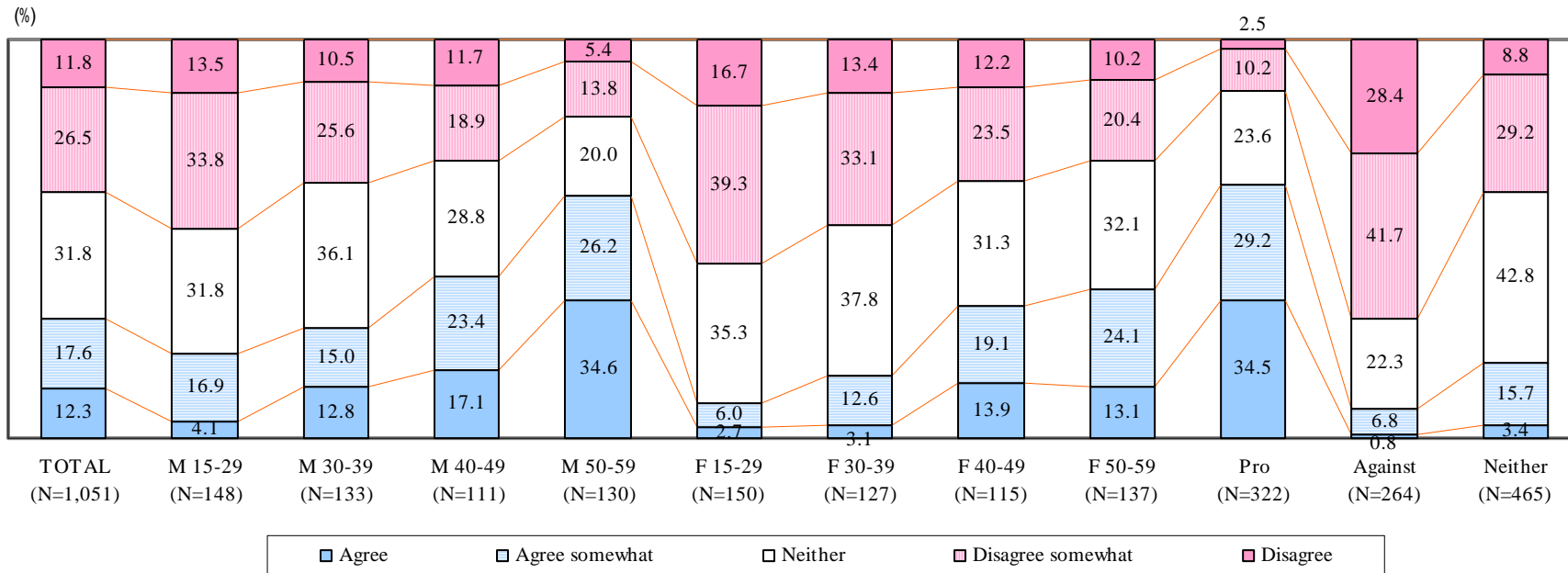
1 . Awareness regarding Whaling and Whale Meat

In addition to whaling in general and "coastal whaling," we asked respondents whether they think "ocean whaling" on the high seas is a traditional aspect of Japanese culture.

For previous questions regarding whaling in general and "coastal whaling," the percentages of agreement ("agree" + "agree somewhat") were much higher than the percentages of disagreement ("disagree" + "disagree somewhat"); however, when asked about "ocean whaling," the result was different. The proportion of those who showed disagreement was slightly higher than that of agreement among all respondents (38% and 30%, respectively).

On the contrary, among the groups of "pro" and "against" resuming commercial whaling, 64% of the "pro" respondents showed agreement with the idea while only 8% of the "against" respondents agreed. Furthermore, 70% of the "against" respondents disagreed, while 13% of the "pro" respondents disagreed with the idea.

Q5 Well, do you think "ocean whaling" such as in the Antarctic Ocean is a traditional aspect of Japanese culture? (SA)



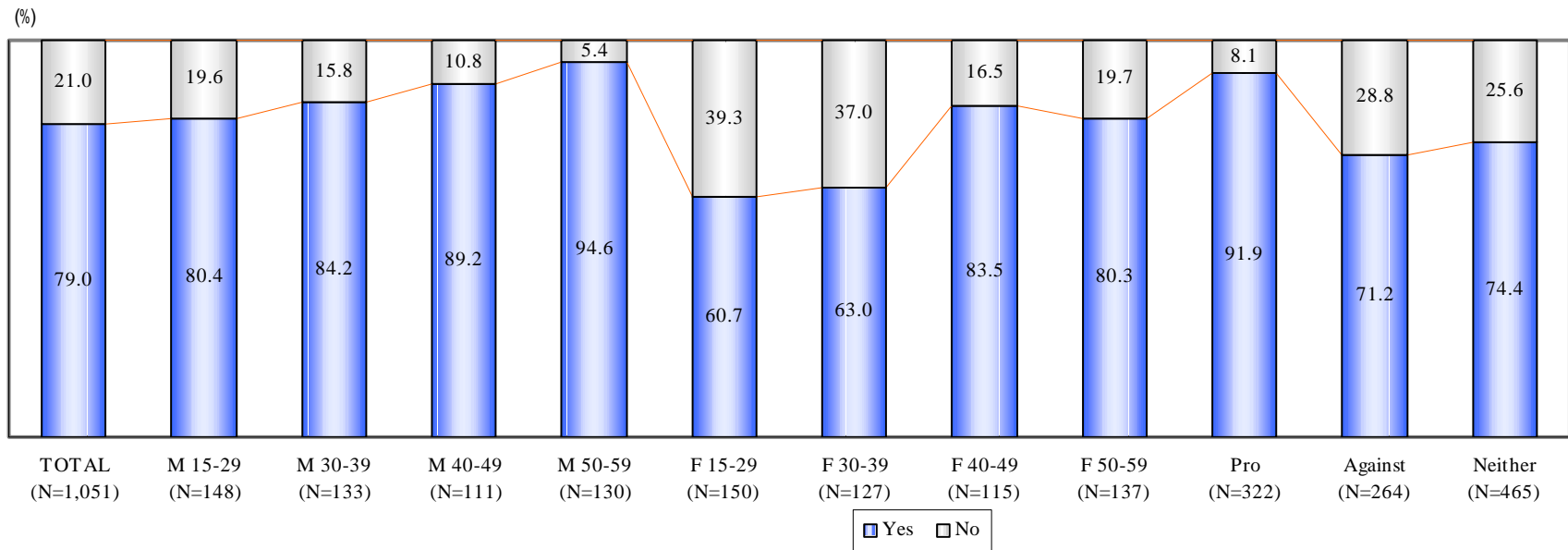
2. Awareness regarding Research Whaling

Respondents were asked whether they knew Japan conducts "research whaling" in the name of "ecological research." Close to 80% of all respondents said "I knew," while around 20% said "I did not know."

As for the gender & age groups, the older the group, the higher the proportions of those who knew tended to be. Among female groups aged 15-29 years old and 30-39 years old, the percentages of those who were not knowledgeable were higher.

As for the group of "pro" resuming commercial whaling, 92% answered they knew. In the "against" group, however the percentage of those who answered they knew was 71%, which is more than 20 points lower than that of the "pro" respondents.

Q6 Did you know that Japan conducts "research whaling" in the name of "ecological research?" (SA)



2. Awareness regarding Research Whaling

We asked respondents whether they knew the Japanese government provides a subsidy of approximately 500 million yen annually for the research whaling programs.

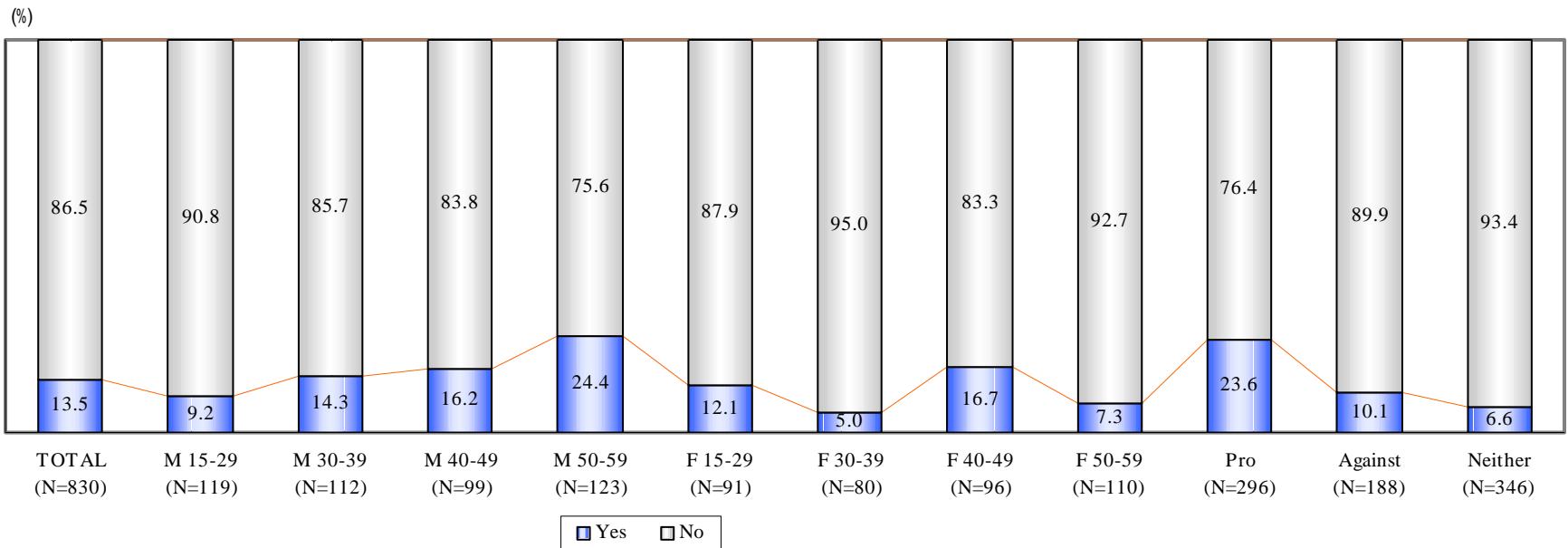
Over 87% of all respondents answered “no, I didn’t know,” while only 14% showed acknowledgement.

As for the gender & age groups, males aged 50-59 years had the largest proportion of those who knew, and about 1 in 4 of them know about the Japanese government subsidy policy.

As for the groups of "pro" and "against" resuming commercial whaling, 24% of the "pro" respondents indicated their acknowledgement, while the percentage was 10% among the "against" respondents.

[For those who KNOW about Japan’s research whaling (Q6-1)]

Q7 Did you know that the Japanese government provides a subsidy of approximately 500 million yen annually for research whaling programs? (SA)



2. Awareness regarding Research Whaling

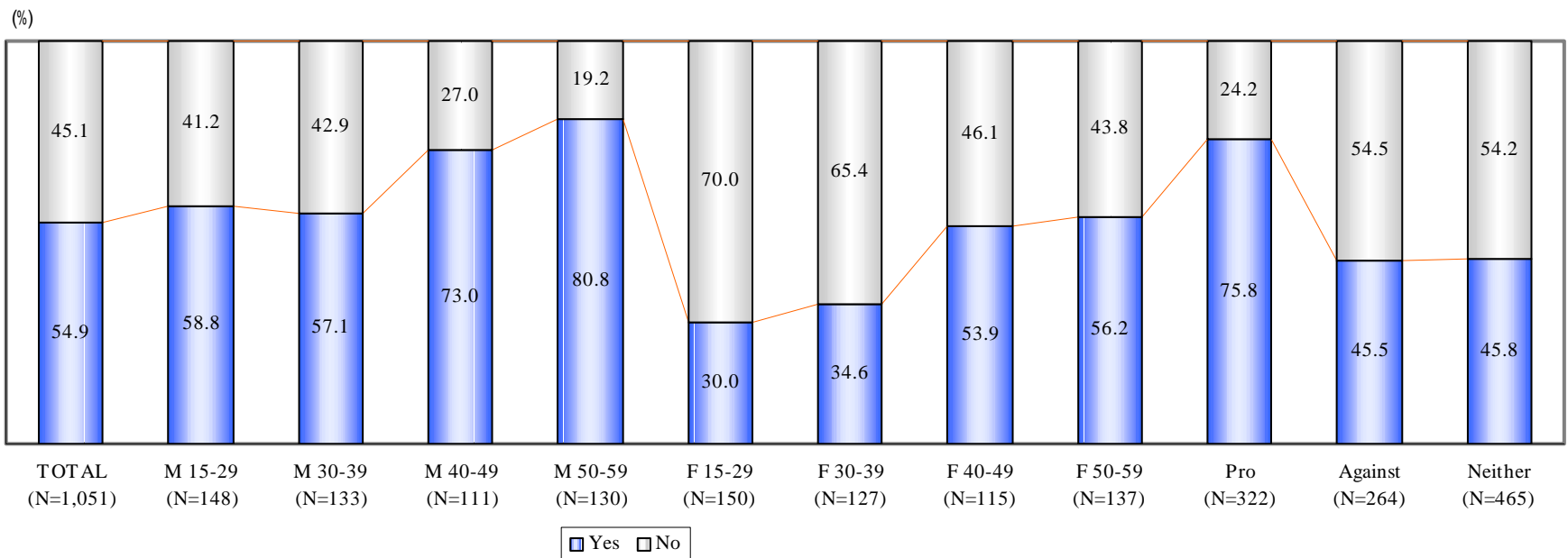
Respondents were asked whether they knew Japan conducts whaling not only in Japanese territorial waters, but on the high seas as well.

55% of all respondents answered "I knew," while 45% answered "no, I didn't know."

As for gender & age groups, older respondents tend to be more knowledgeable. For all the age groups, male respondents who said they knew recorded a higher percentage compared to females. Especially in the case of males aged 50-59 years, the percentage of acknowledgement is over 80%.

As for the groups of "pro" and "against" resuming commercial whaling, it is notable that 76% of the "pro" respondents said they knew, while the proportion was 46% among the "against" and "neither" respondents.

Q8 Did you know that Japan conducts whaling not only in Japanese territorial waters, but on the high seas as well? (SA)



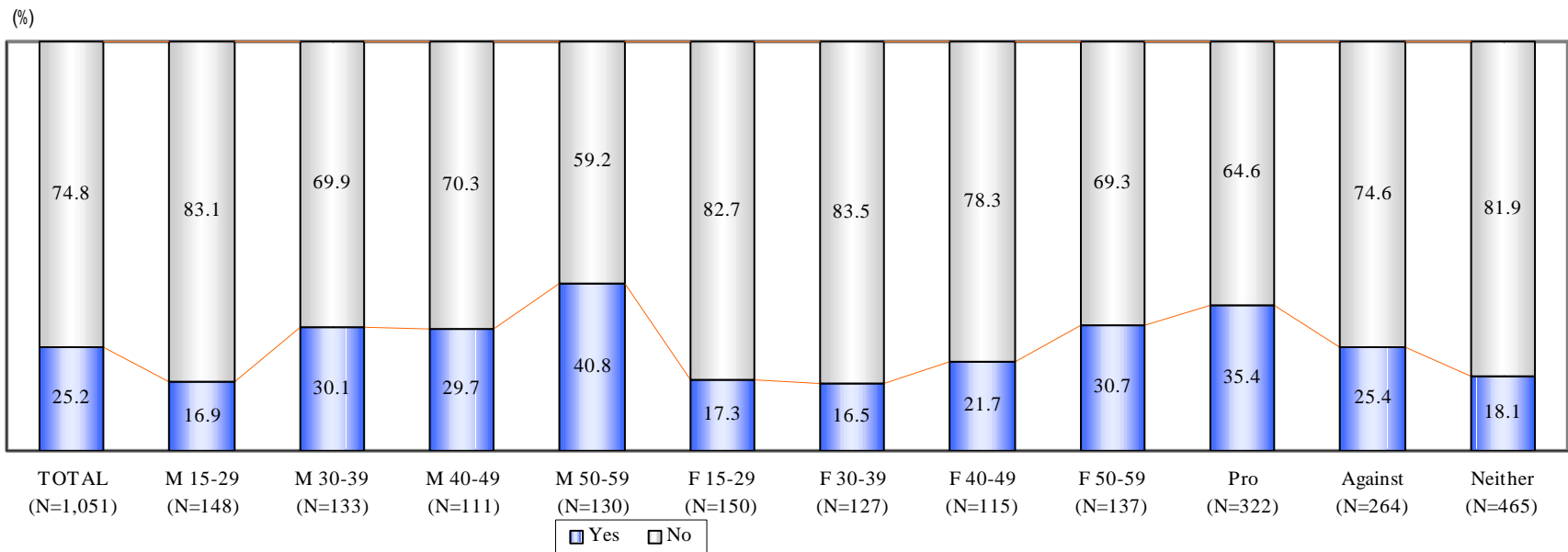
2. Awareness regarding Research Whaling

We asked respondents whether they knew that the Antarctic Ocean is one of the internationally designated sanctuaries for whales.

Among all respondents, 75% answered they did not know, while 25% answered they knew.

The older age groups tend to be more knowledgeable about the internationally designated whale sanctuary of the Antarctic Ocean. The "pro" respondents are more knowledgeable compared to the "against" and the "neither" groups.

Q9 Did you know that the Antarctic Ocean is one of the internationally designated sanctuaries for whales? (SA)



2. Awareness regarding Research Whaling

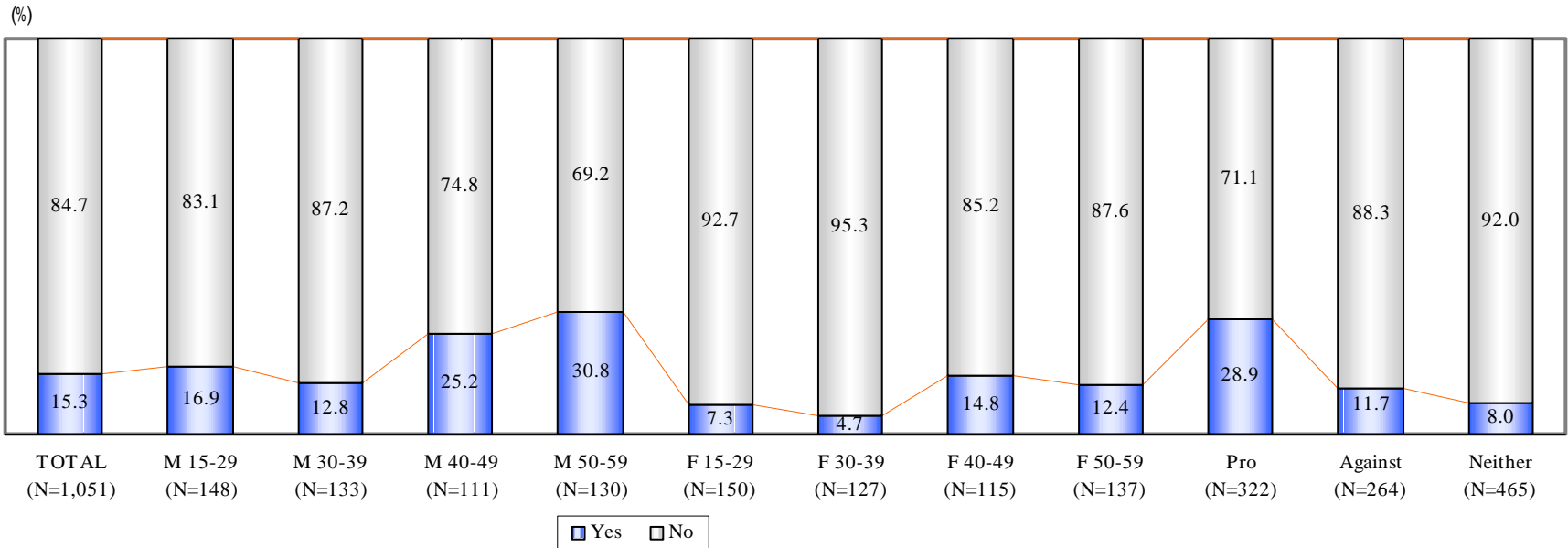
Respondents were asked whether they knew that Japan hunts over 900 whales, including 50 endangered species, within the Antarctic Ocean whale sanctuary.

85% of the total respondents answered they did not know, while only 15% answered they knew.

Male respondents tend to be more knowledgeable than female respondents, and the percentage of acknowledgement for males aged 50-59 years was 31%, which is higher than for any other group.

Among the "pro" and "against" resuming commercial whaling groups, the percentage of respondents who said they knew was close to 30% for the "pro" group and 12% for the "against" group.

Q10 Did you know that Japan hunts over 900 whales, including 50 endangered species, within the Antarctic Ocean whale sanctuary? (SA)



2. Awareness regarding Research Whaling

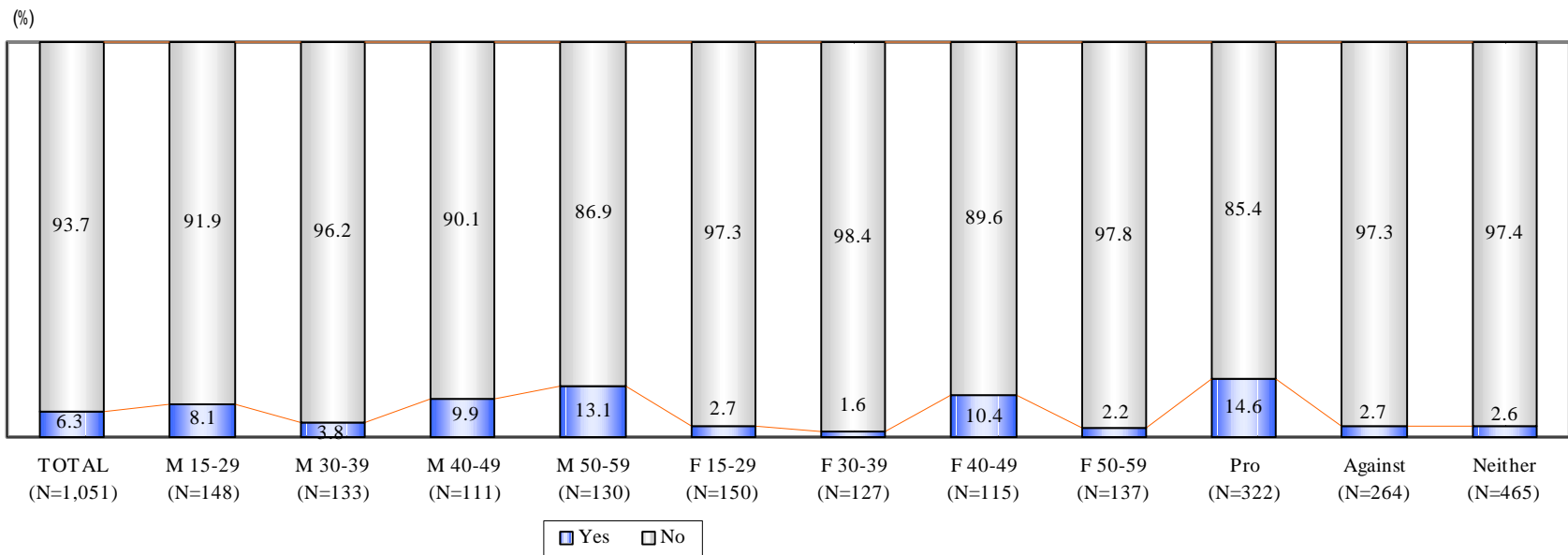
Respondents were asked whether they are familiar with the findings of Japan's whaling research reports based in the Antarctic Ocean whale sanctuary.

94% of all respondents answered they did not know about them, while only 6% answered they knew about them.

This percentage distribution remains similar throughout all gender and age groups, except for males in their 40s and 50s, and females in their 40s, whose proportions for acknowledgement were above 10%.

For the "pro" group, the percentage of acknowledgement was more than 10 points higher than that of the "against" or "neither" group.

Q11 Are you familiar with the findings of Japan's whaling research reports based in the Antarctic Ocean whale sanctuary? (SA)



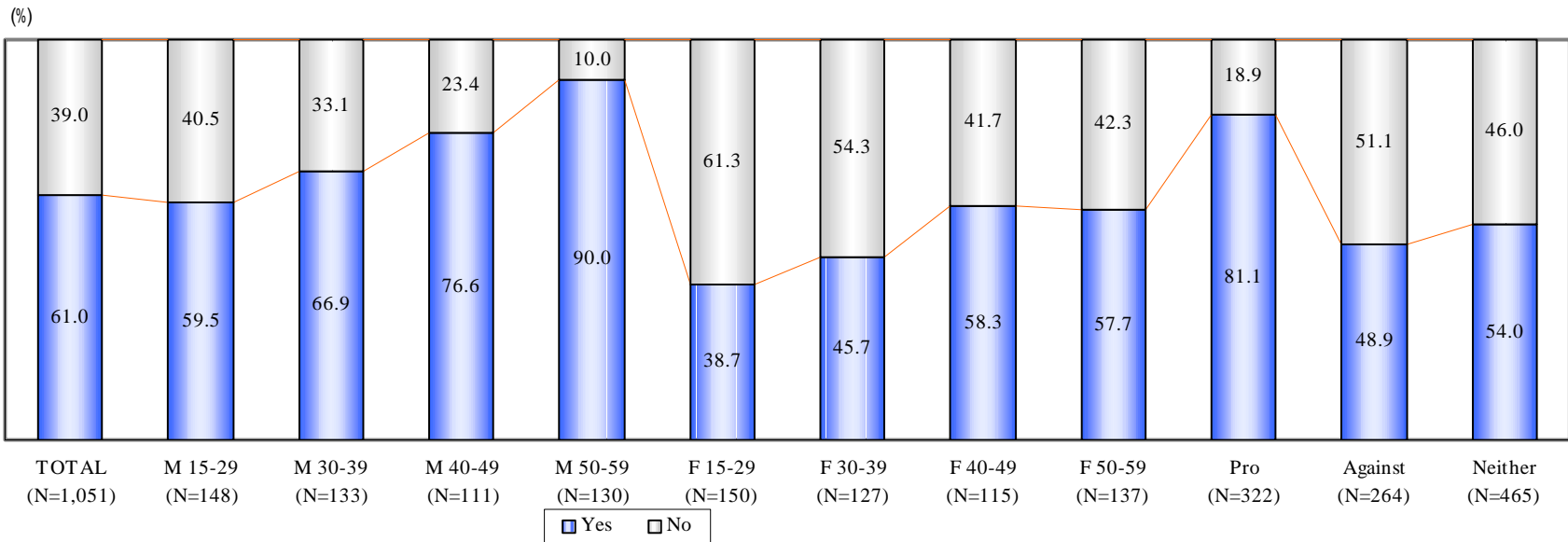
2. Awareness regarding Research Whaling

We asked whether the respondents knew that whale meat obtained as a result of the research whaling is sold in Japan. More than 60% of all respondents answered they knew, while about 40% answered they did not know.

As for gender & age groups, male respondents tend to be more aware that the whale meat obtained as a result of research whaling is sold in Japan. For both genders, the older the group, the more people tend to be aware.

Among the respondents who are "pro" resuming commercial whaling, over 80% are knowledgeable. On the contrary, less than 50% of the "against" respondents are knowledgeable.

Q12 Did you know that whale meat obtained as a result of the research whaling is sold in Japan? (SA)



2. Awareness regarding Research Whaling

Respondents were informed that the Japanese government hunts whales for scientific purposes, while the International Whaling Commission (IWC), of which Japan is a member, passed a resolution urging “scientific research to be limited to non-lethal methods only.” Then, the respondents were asked their knowledge regarding this statement.

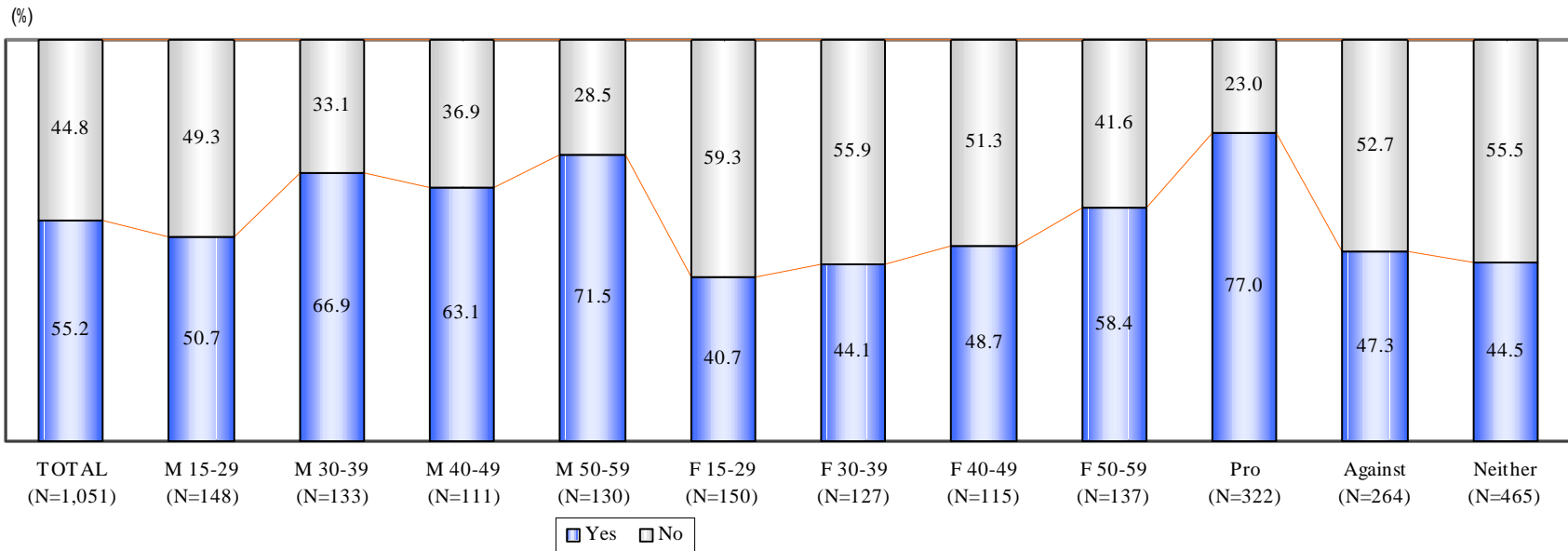
Among all the respondents, 55% answered they knew, while 45% answered they did not know.

With respect to the gender and age groups, male respondents tend to be more aware than female respondents, and the majority of male respondents in all age groups answered that they knew. Relatively, the older they are, the more respondents tend to be knowledgeable.

Among the “pro,” “against,” and “neither” groups, the majority of the “pro” group answered they knew (77%), while the majority of the “against” and the “neither” groups answered they did not know (53% and 56%, respectively).

Q14 The Japanese government hunts whales for scientific purposes.

On the contrary, the International Whaling Commission (IWC), of which Japan is a member, passed a resolution urging “scientific research to be limited to non-lethal methods only.” Did you know about this? (SA)



2. Awareness regarding Research Whaling

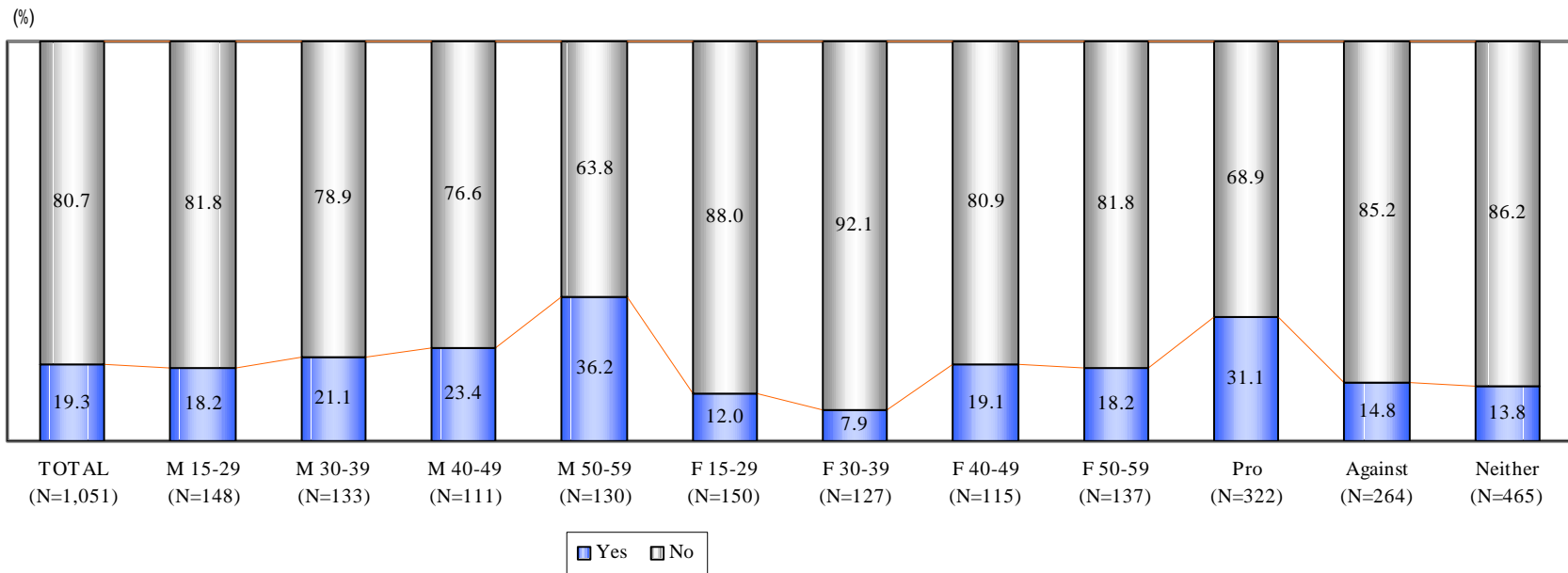
Respondents were asked whether they knew that the Japanese government announced a halt to the hunting of humpback whales in the Antarctic Ocean around the end of last year.

Among all the respondents, over 80% answered they did not know, and less than 20% answered they knew.

Though 36% of males aged 50-59 years answered they knew, the proportion for acknowledgement remained relatively lower across all gender and age groups.

31% of the respondents who support resuming commercial whaling answered they knew. However for both the "against" and "neither" groups, the percentages of acknowledgement were less than 15%.

Q15 Did you know that around the end of last year, the Japanese government announced a halt to the hunting of humpback whales in the Antarctic Ocean. (SA)



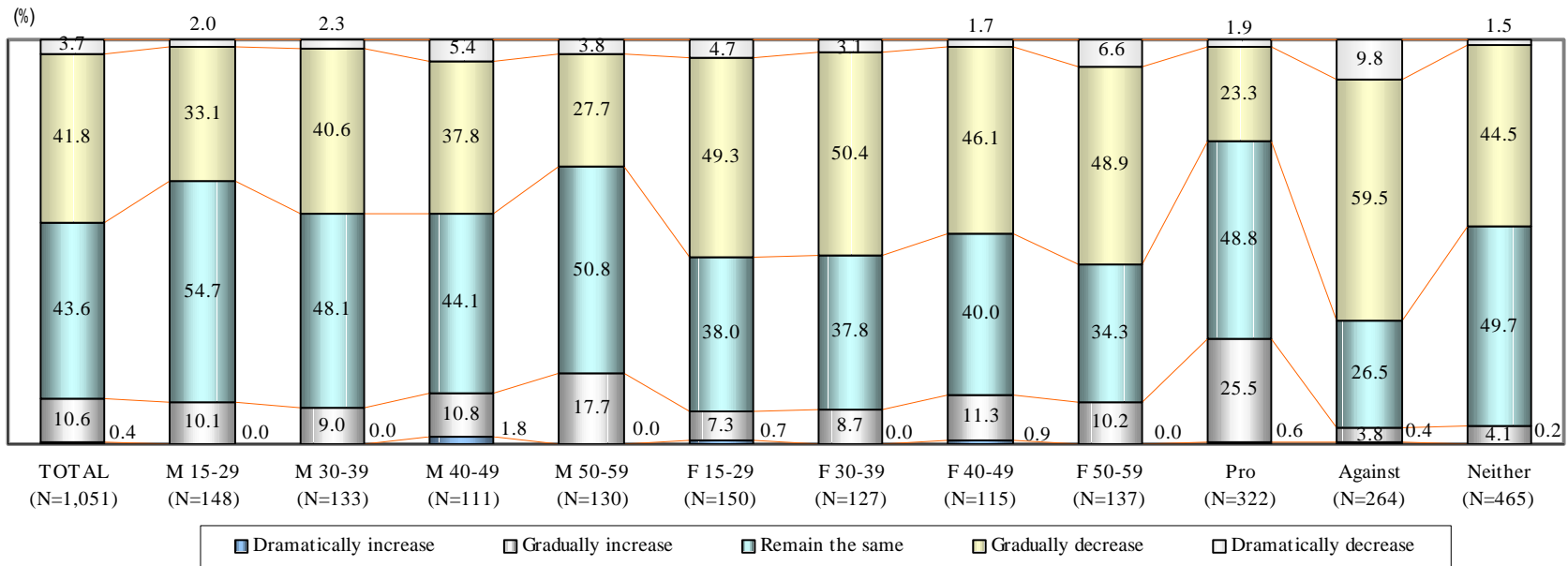
3. Views on Japan's Whaling Practices

Respondents were asked whether they think the demand for whale meat in Japan will increase or decrease in the future.

Among all the respondents, 46% answered demand will decrease (“gradually decrease” + “dramatically decrease”). As for gender groups, the percentage of those who answered that demand will decrease tends to be higher among female respondents. For male respondents, however, the percentage for those who answered that demand will “remain the same” tends to be higher.

For the "pro" group, the majority answered it will “remain the same” (49%), while 26% answered that demand will increase (“dramatically increase” + “gradually increase”) and 25% answered that demand will decrease. On the contrary, close to 70% of the "against" respondents answered that demand will decrease.

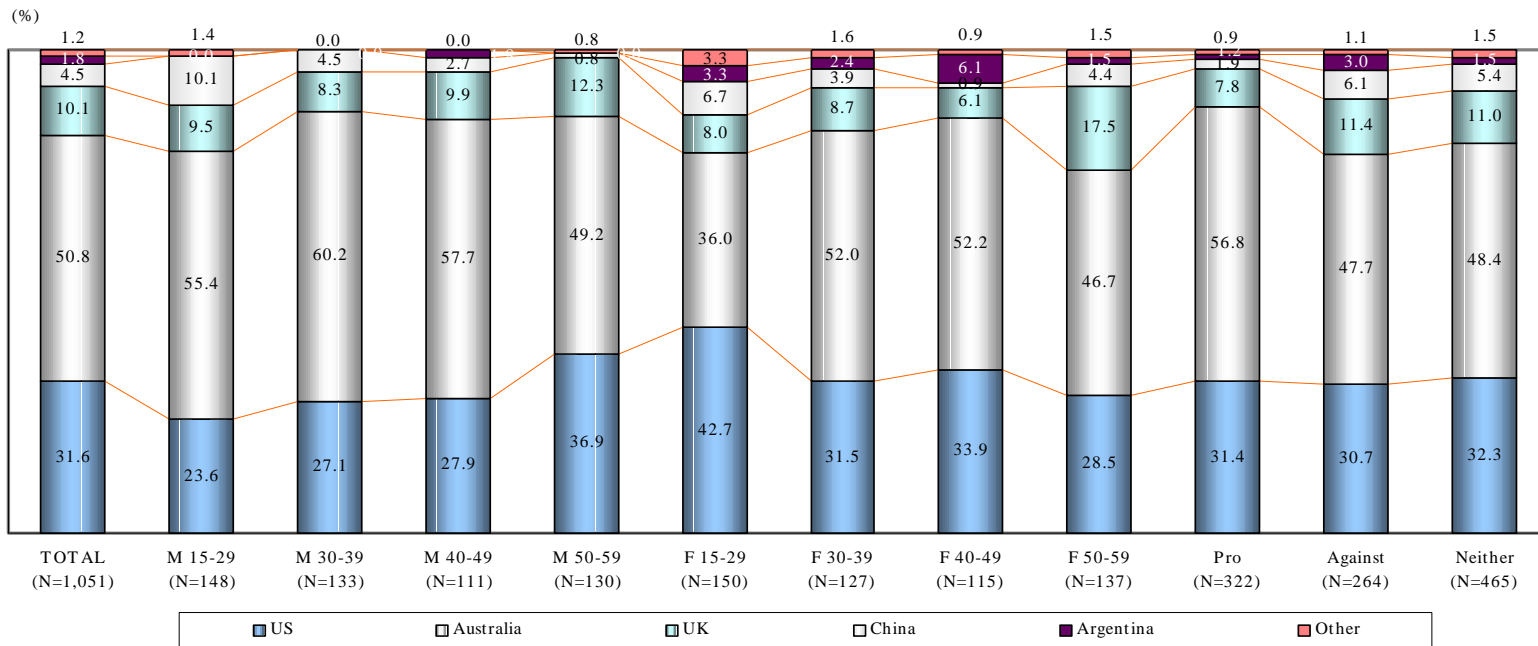
Q13 Do you think demand for whale meat in Japan will increase or decrease in the future? (SA)



3. Views on Japan's Whaling Practices

Respondents were asked which country they think is the most critical about Japan's research whaling practices. Among all the respondents, the majority answered "Australia" (51%), followed by the "US" (32%) and the "UK" (10%). For all gender & age groups, except for females aged 15-29 years, this ranking remains the same.

Q 16 Which country do you think is the most critical about Japan's research whaling? (SA)



3. Views on Japan's Whaling Practices

Respondents were asked their opinion about what Japan should do concerning its whaling practices.

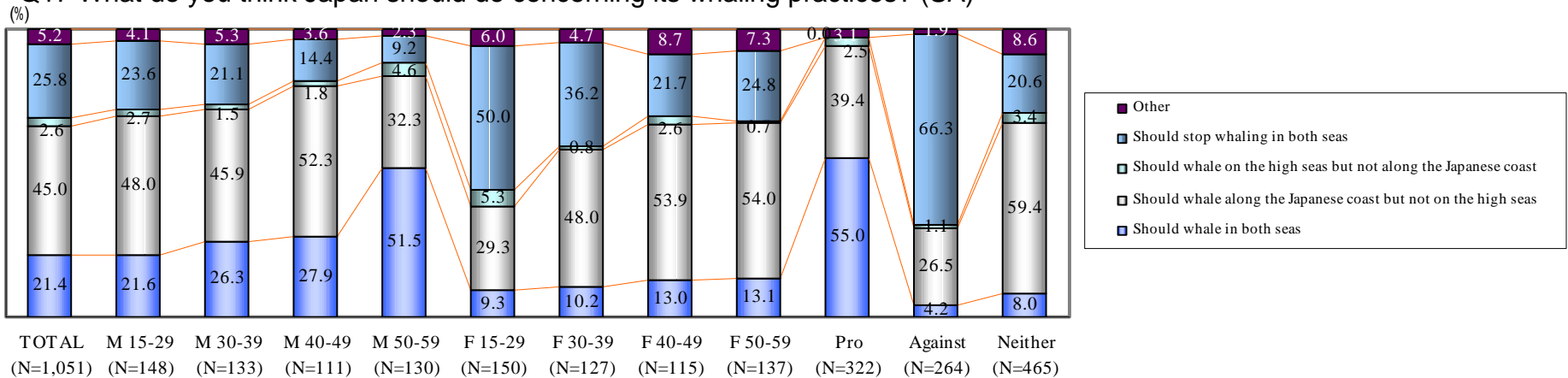
The majority (45%) of all respondents answered "Japan should conduct whaling along the Japanese coast but not on the high seas."

As for the gender & age groups, in all groups except for males aged 50-59 years and females aged 15-29 years, the majority answered "Japan should conduct whaling along the Japanese coast but not on the high seas." On the contrary, the majority (52%) of males aged 50-59 showed support for whaling on the high seas as well as along the Japanese coast, while half of females aged 15-29 answered that whaling should be discontinued in both seas.

If we take a look at the majority's answer among the groups categorized by the opinion about resuming commercial whaling, 55% of the "pro" group show support for whaling in both seas. As for the "against" group, however, 66% disagree with whaling in both seas. As for the "neither" group, 59% answered that Japan should whale only along the Japanese coast but not on the high seas.

In terms of whaling on the high seas, over 90% of the "against" respondents and 80% of the "neither" respondents showed disagreement ("Japan should conduct whaling along the Japanese coast but not on the high seas" + "Japan should discontinue whaling both along the Japanese coast and on the high seas"), and even close to 40% of the "pro" respondents disagreed with whaling on the high seas.

Q17 What do you think Japan should do concerning its whaling practices? (SA)



- 1 Japan should conduct whaling on the high seas as well as along the Japanese coast.
- 2 Japan should conduct whaling along the Japanese coast but not on the high seas.
- 3 Japan should conduct whaling on the high seas but not along the Japanese coast.
- 4 Japan should discontinue whaling both along the Japanese coast and on the high seas.
- 5 Other

	TOTAL	Male				Female				Resuming Commercial Whaling			
		15-29 years	30-39 years	40-49 years	50-59 years	15-29 years	30-39 years	40-49 years	50-59 years	Pro	Against	Neither	
Coastal whaling	Whale along the Japanese coast Total (1+2)	66.4	69.6	72.2	80.2	83.8	38.7	58.3	67.0	67.2	94.4	30.7	67.3
	Not along the Japanese coast Total (3+4)	28.4	26.4	22.6	16.2	13.8	55.3	37.0	24.3	25.5	2.5	67.4	24.1
Ocean whaling	Whale on the high seas Total (1+3)	24.0	24.3	27.8	29.7	56.2	14.7	11.0	15.7	13.9	57.5	5.3	11.4
	Not on the high seas Total (2+4)	70.8	71.6	66.9	66.7	41.5	79.3	84.3	75.7	78.8	39.4	92.8	80.0

Cross-tabulation Tables

Questionnaire

[2008 Opinion Poll on Research Whaling]

(Ask ALL respondents)

Q1 What images come to mind when you hear the word 'whale'? (MA)

- 1 Whale watching
- 2 Beached whales
- 3 Whale dishes
- 4 Wild life protection
- 5 International controversy
- 6 Commercial whaling
- 7 Research whaling
- 8 Whaling fleets
- 9 Others
- 10 Nothing specific

(Ask ALL respondents)

Q2 How often do you eat whale meat?

- 1 Sometimes
- 2 Very rarely
- 3 I have not eaten it for a long time
- 4 Never

(Ask ALL respondents)

Q3 Do you think whaling is a traditional aspect of Japanese culture? (SA)

- 1 I agree
- 2 I agree somewhat
- 3 I neither agree nor disagree
- 4 I disagree somewhat
- 5 I disagree

(Ask ALL respondents)

Q4 Well, do you think 'coastal whaling' within Japanese waters is a traditional aspect of Japanese culture? (SA)

- 1 I agree
- 2 I agree somewhat
- 3 I neither agree nor disagree
- 4 I disagree somewhat
- 5 I disagree

(Ask ALL respondents)

Q5 Well, do you think 'ocean whaling' such as in the Antarctic Ocean is a traditional aspect of Japanese culture? (SA)

- 1 I agree
- 2 I agree somewhat
- 3 I neither agree nor disagree
- 4 I disagree somewhat
- 5 I disagree

(Ask ALL respondents)

Q6 Did you know that Japan conducts 'research whaling' in the name of 'ecological research?' (SA)

- 1 Yes, I knew.
- 2 No, I didn't know.

(Ask those who KNOW about Japan's research whaling)

Q7 Did you know that the Japanese government provides a subsidy of approximately 500 million yen annually for the research whaling programs? (SA)

- 1 Yes, I knew.
- 2 No, I didn't know.

(Ask ALL respondents)

Q8 Did you know that Japan conducts whaling not only in Japanese territorial waters, but on the high seas as well? (SA)

- 1 Yes, I knew.
- 2 No, I didn't know.

(Ask ALL respondents)

Q9 Did you know that the Antarctic Ocean is one of the internationally designated sanctuaries for whales? (SA)

- 1 Yes, I knew.
- 2 No, I didn't know.

(Ask ALL respondents)

Q10 Did you know that Japan hunts over 900 whales including 50 endangered species, within the Antarctic Ocean whale sanctuary? (SA)

- 1 Yes, I knew.
- 2 No, I didn't know.

(Ask ALL respondents)

Q11 Are you familiar with the findings of Japan's whaling research reports based in the Antarctic Ocean whale sanctuary? (SA)

- 1 Yes, I am.
- 2 No, I'm not.

(Ask ALL respondents)

Q12 Did you know that whale meat obtained as a result of research whaling is sold in Japan?

- 1 Yes, I knew.
- 2 No, I didn't know.

(Ask ALL respondents)

Q13 Do you think that demand for whale meat in Japan will increase or decrease in the future? (SA)

- 1 Dramatically increase
- 2 Gradually increase
- 3 Remain the same
- 4 Gradually decrease
- 5 Dramatically decrease

(Ask ALL respondents)

Q14 The Japanese government hunts whales for scientific purposes. On the contrary, the International Whaling Commission (IWC), of which Japan is a member, passed a resolution urging "scientific research to be limited to non-lethal methods only." Did you know about this? (SA)

- 1 Yes, I knew.
- 2 No, I didn't know.

(Ask ALL respondents)

Q15 Did you know that around the end of last year the Japanese government announced a halt to the hunting of humpback whales in the Antarctic Ocean? (SA)

- 1 Yes, I knew.
- 2 No, I didn't know.

(Ask ALL respondents)

Q16 Which country do you think is the most critical about Japan's research whaling? (SA)

- 1 The United States of America
- 2 Australia
- 3 The United Kingdom
- 4 China
- 5 Argentina
- 6 Other

(Ask ALL respondents)

Q17 What do you think Japan should do concerning its whaling practices? (SA)

- 1 Japan should conduct whaling on the high seas as well as along the Japanese coast.
- 2 Japan should conduct whaling along the Japanese coast but not on the high seas.
- 3 Japan should conduct whaling on the high seas but not along the Japanese coast.
- 4 Japan should discontinue whaling both along the Japanese coast and on the high seas.
- 5 Other

(Ask ALL respondents)

Q18 I would like to ask your opinion regarding commercial whaling. Do you agree or disagree with the idea of resuming commercial whaling? (SA)

- 1 I agree with resuming commercial whaling
- 2 I disagree with resuming commercial whaling
- 3 I neither agree nor disagree

F1 Your gender

- 1 Male
- 2 Female

F2. Your Age

- 1 15-19 years old
- 2 20-24 years old
- 3 25-29 years old
- 4 30-34 years old
- 5 35-39 years old
- 6 40-44 years old
- 7 45-49 years old
- 8 50-54 years old
- 9 55-59 years old

F3 Your Occupation

- 1 Agriculture and fishing industry
- 2 Self-employed/ commercial and industrial enterprise
- 3 Freelance
- 4 Management
- 5 Clerical/ technical
- 6 Non-office work/ professional
- 7 Part-timer
- 8 Full-time home maker
- 9 Student
- 10 Unemployed

F4 Marital status

- 1 Unmarried
- 2 Married
- 3 Other