

Commissioned by

**Greenpeace Japan**

**Opinion Poll on Scientific Whaling  
Internet Survey  
-Summary Report-**

June 15, 2006

Prepared by Nippon Research Center, Ltd.

Member of Gallup International Association

# Contents

<b>I.</b>	<b>Research Specifications</b> .....	2
<b>II.</b>	<b>Attributes of Respondents</b> .....	3
<b>III.</b>	<b>Findings</b> .....	6
	<b>Executive Summary</b> .....	7
	1. Awareness toward Whaling and Whale Meat .....	8
	2. Awareness toward Scientific Whaling .....	13
	3. Views on Japan's whaling practices .....	20

## Reference

Questionnaire (English Translation)

# I. Research Specifications

## 1. Objective

The survey was conducted to collect people's views on Japan's scientific whaling

**2. Research method** Internet research

**3. Area of research** Nationwide

**4. Target respondents** Male and Female aged between 15-59 years old

## 5. Sampling methodology

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

\*The samples were withdrawn from the internet panels therefore their opinions may not be representatives of the nationwide population

**6. Number of samples collected** 1,047 samples

Gender	Age	N of samples
Male	15 -29 years old	156
Male	30 -39 years old	125
Male	40 -49 years old	112
Male	50 -59 years old	135
Female	15 -29 years old	152
Female	30 -39 years old	120
Female	40 - 49 years old	114
Female	50 -59 years old	133

Quotas were set according to the nationwide population of male and female aged between 15-59 years old

**7. Periods of research** June 2-9, 2006

**8. Implementing agency** Nippon Research Center, Ltd.

NRC implemented the survey 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 respondents, about 27% are engaged in “clerical/technical work,” and 19% are “full-time homemaker.”

#### F1 Gender

Male	50.4 %
Female	49.6

#### F2 Age

15-19 years old	10.6 %
20-24 years old	9.0
25-29 years old	9.8
30-34 years old	11.7
35-39 years old	11.7
40-44 years old	11.1
45-49 years old	10.5
50-54 years old	14.2
55-59 years old	11.4

#### F3 Occupation

Agriculture and fishing industry	0.4 %
Self-employed/ commercial	7.4
Freelance	3.2
Management	7.8
Clerical/technical work	27.2
Non office work/professional	7.5
Part-timer	9.6
Full-time homemaker	19.4
Student	15.1
Unemployed	2.4

#### F4 Marital Status

Unmarried	38.8 %
Married	59.5
Other	1.7

(N=1,047)

# II. Attributes of Respondents

## Views on Resuming Commercial Whaling

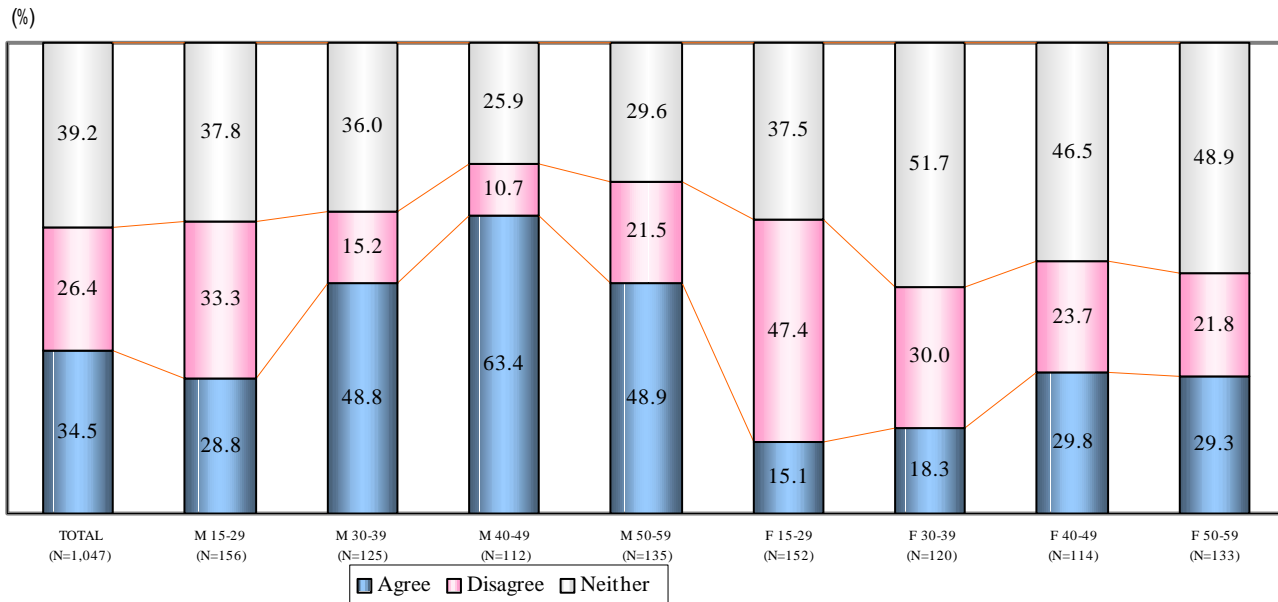
For the analysis of people's views on whaling, answers to questions Q1-17 were analyzed by gender & age groups as well as people's opinions toward the idea of resuming commercial whaling as asked in Q18. Respondents who answered 1) I agree with resuming commercial whaling, 2) I disagree with resuming commercial whaling, and 3) I neither agree nor disagree are categorized as the "pro," the "against," and the "neither" groups.

Sample characteristics according to these groups are shown on page 5.

As shown below, 39% of the total respondents are neither pro nor against resuming commercial whaling, 35% are "pro" and 26% are "against." The younger respondents tend to be more "against" than "pro."

Q18 Do you agree or disagree with the idea to resume 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” & “neither”

The below tables show distributions of the “pro,” the “against” and the “neither” groups according to gender, age, occupation, marital status and gender & age groups. Among the “pro” commercial whaling respondents, 67% are male and 33% female. The “against” group consists of 59% female and 41% male. As for gender & age, younger female respondents tend to be more against than pro commercial whaling.

#### F 1 Gender

	Pro	Against	Neither	%
Male	67.3	40.6	42.2	
Female	32.7	59.4	57.8	

#### F 2 Age

	Pro	Against	Neither	%
15-19 years old	5.8	18.5	9.5	
20-24 years old	6.1	12.7	9.0	
25-29 years old	6.9	13.8	9.8	
30-34 years old	10.8	10.1	13.7	
35-39 years old	12.2	9.8	12.4	
40-44 years old	14.4	4.7	12.4	
45-49 years old	14.7	9.4	7.6	
50-54 years old	15.8	10.5	15.4	
55-59 years old	13.3	10.5	10.2	

#### F 4 Marital Status

	Pro	Against	Neither	%
Unmarried	37.7	44.9	35.6	
Married	60.1	54.3	62.4	
Other	2.2	0.7	2.0	

#### F 3 Occupation

	Pro	Against	Neither	%
Agriculture and fishing industry	0.8	0.4	-	
Self-employed/ commercial	9.4	5.1	7.1	
Freelance	2.8	1.8	4.6	
Management	11.9	7.2	4.6	
Clerical/technical work	34.9	23.2	23.2	
Non office work/professional	8.3	5.4	8.3	
Part-timer	8.3	10.1	10.2	
Full-time homemaker	12.2	19.6	25.6	
Student	9.4	25.0	13.4	
Unemployed	1.9	2.2	2.9	

#### Gender X Age Groups

	Pro	Against	Neither	%
M 15-29	12.5	18.8	14.4	
M 30-39	16.9	6.9	11.0	
M 40-49	19.7	4.3	7.1	
M 50-59	18.3	10.5	9.8	
F 15-29	6.4	26.1	13.9	
F 30-39	6.1	13.0	15.1	
F 40-49	9.4	9.8	12.9	
F 50-59	10.8	10.5	15.9	

Pro N=361  
Against N=276  
Neither N= 410

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## II. Findings

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# Executive Summary

Among all the respondents, 35% agree, 26% disagree, and 39% neither agree or disagree with the idea of resuming commercial whaling. 40% of those who support the idea are mainly male aged 40-49 and 50-59 years old, and they tend to consider whaling as a traditional aspect of Japanese culture.

It is the younger age groups who disagree the most with the idea of resuming commercial whaling. For both male and female younger respondents, whaling as well as whale meat are not very familiar to their lives. Most of them have never eaten whale meat before and tend NOT to even know whale meat obtained from scientific whaling is marketed and sold in Japan. Also, these respondents tend NOT to consider whaling as an aspect of Japanese culture.

Even though these younger age groups tend to disagree with commercial whaling, they are NOT very familiar with the circumstances surrounding whales or Japan's whaling practices, and NOT even the international resolution passed by IWC. It may be said that their expression of disagreement is not necessarily based on knowledge about whaling.



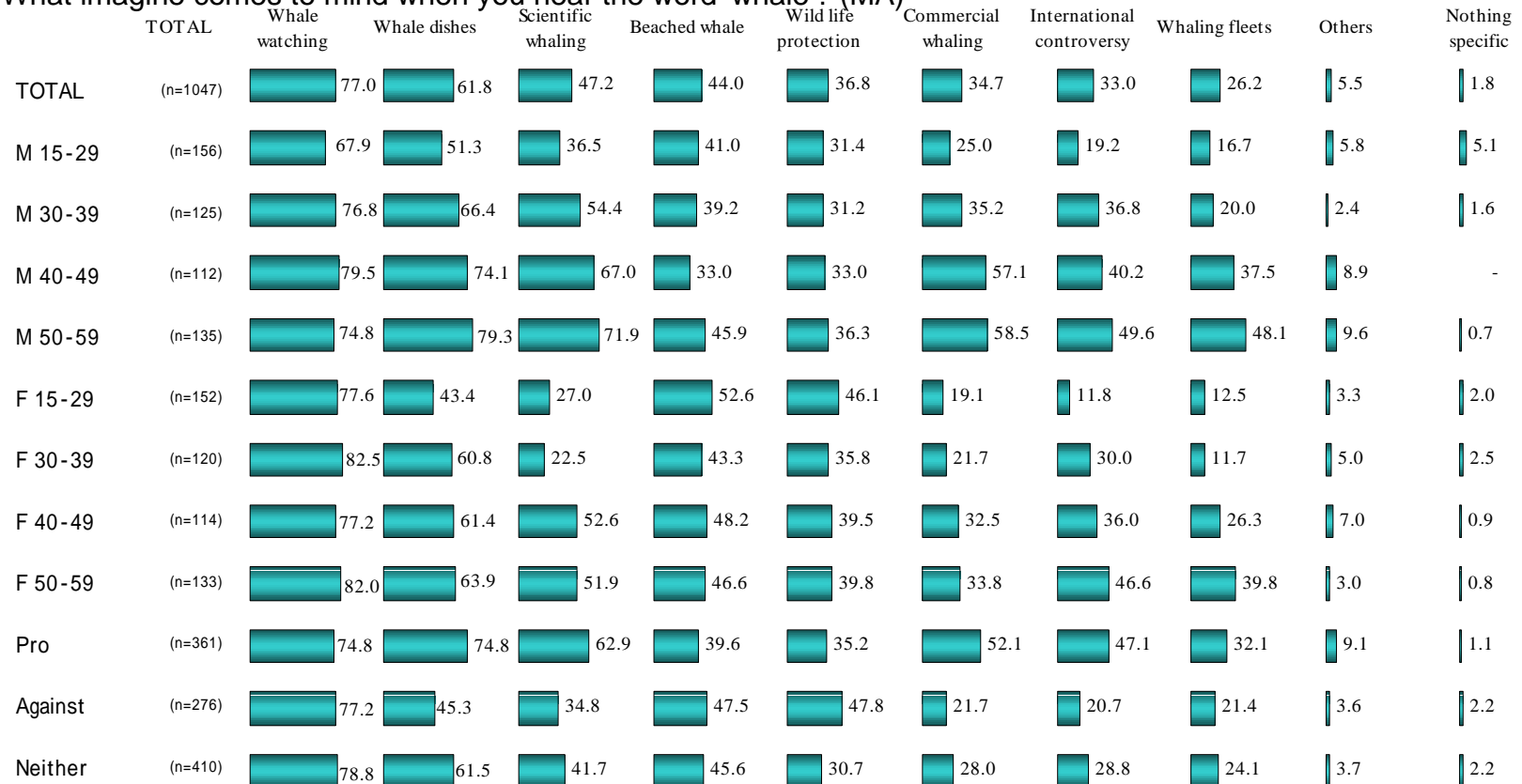
# 1 . Awareness toward Whaling and Whale meat

To begin, we asked respondents what images come to their mind when they hear the word “whale.” As for the total respondents, the image chosen the most often was “whale watching” (77%), followed by “whale dishes” (62%), “scientific whaling” (47%) and “beached whale” (44%).

When looking at gender & age groups, the older the higher the percentages in all the images tended to be.

Compared to the “against” commercial whaling group, the “pro” group shows relatively higher percentages in all the items listed except “beached whale” and “wild life protection.”

Q1 What imagine comes to mind when you hear the word 'whale'? (MA)



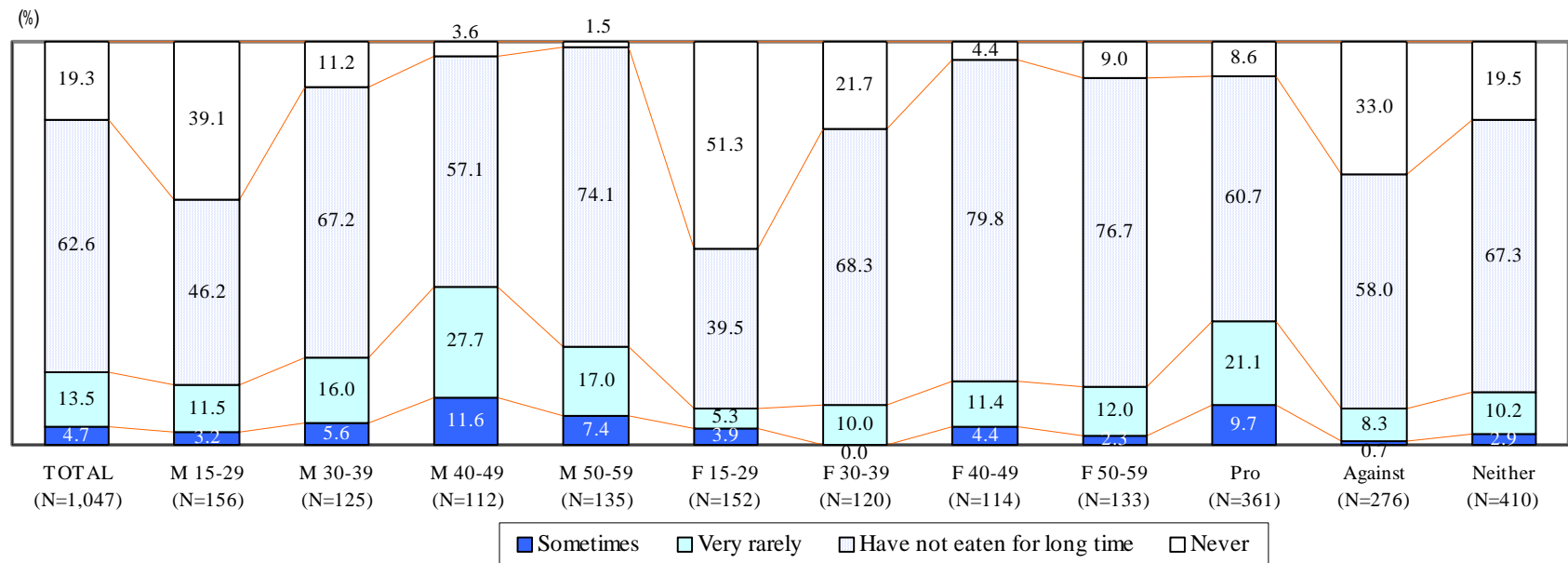
# 1 . Awareness toward Whaling and Whale meat

Q2 asked how often the respondents eat whale meat.

63% of the total respondents answered “I have not eaten it for long time.” About 1 in 5 respondents have “never” eaten whale meat. For both male and female, the percentage of those who said “never” eaten before tends to be higher amongst younger age groups.

Among those who are “pro” commercial whaling, 31% either “sometimes” or “very rarely” eat, and this percentage is higher than those who are “against” or “neither.”

Q2 How often do you eat whale meat?



# 1 . Awareness toward Whaling and Whale meat

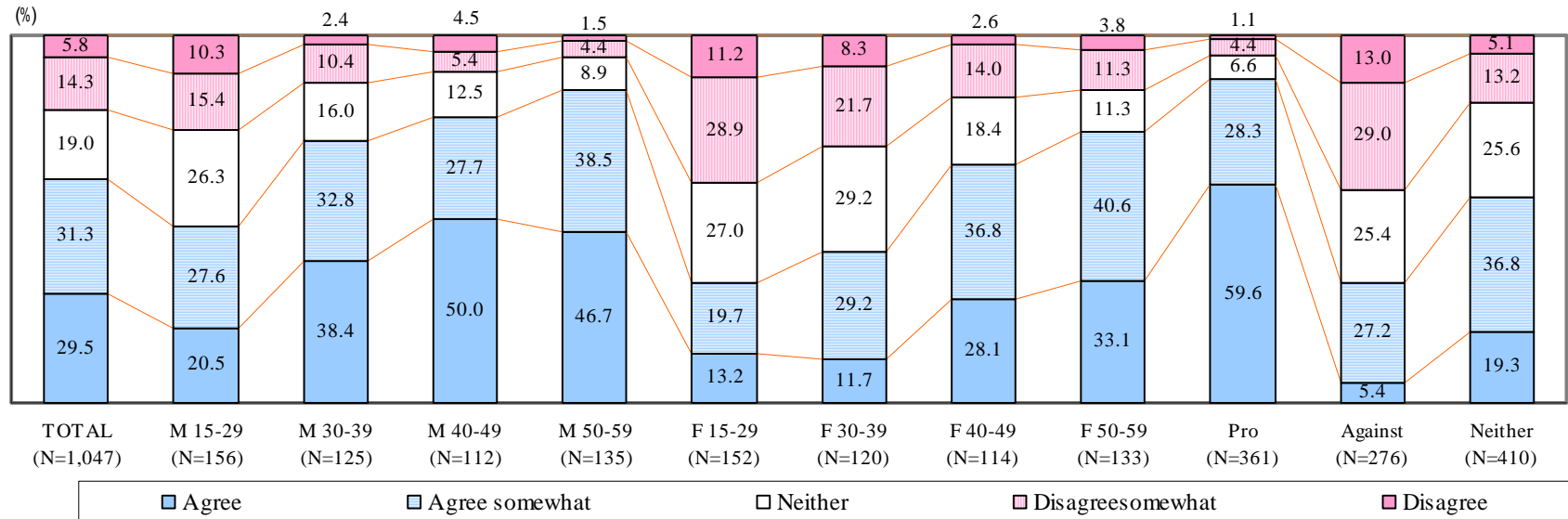
We asked whether respondents think whaling is a traditional aspect of Japanese culture.

Over 60% of the total respondents relatively agree (“agree” + “agree somewhat”) and 20% disagree (“disagree” + “disagree somewhat”). For both male and female, the percentage of respondents who relatively agree increase with age.

Among those who support resuming commercial whaling, close to 90% tend to think of whaling as a traditional aspect of Japanese culture, while only 6% showed disagreement (“disagree” + “disagree somewhat”). Furthermore, for those who are “neither” pro nor against resuming commercial whaling, about 60% “agree” or “agree somewhat” and about 20% “disagree” or “disagree somewhat.”

Among the “against” however, about 40% do not think whaling is an aspect of Japanese culture while about 30% indicated relative agreement (“agree” + “agree somewhat”).

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



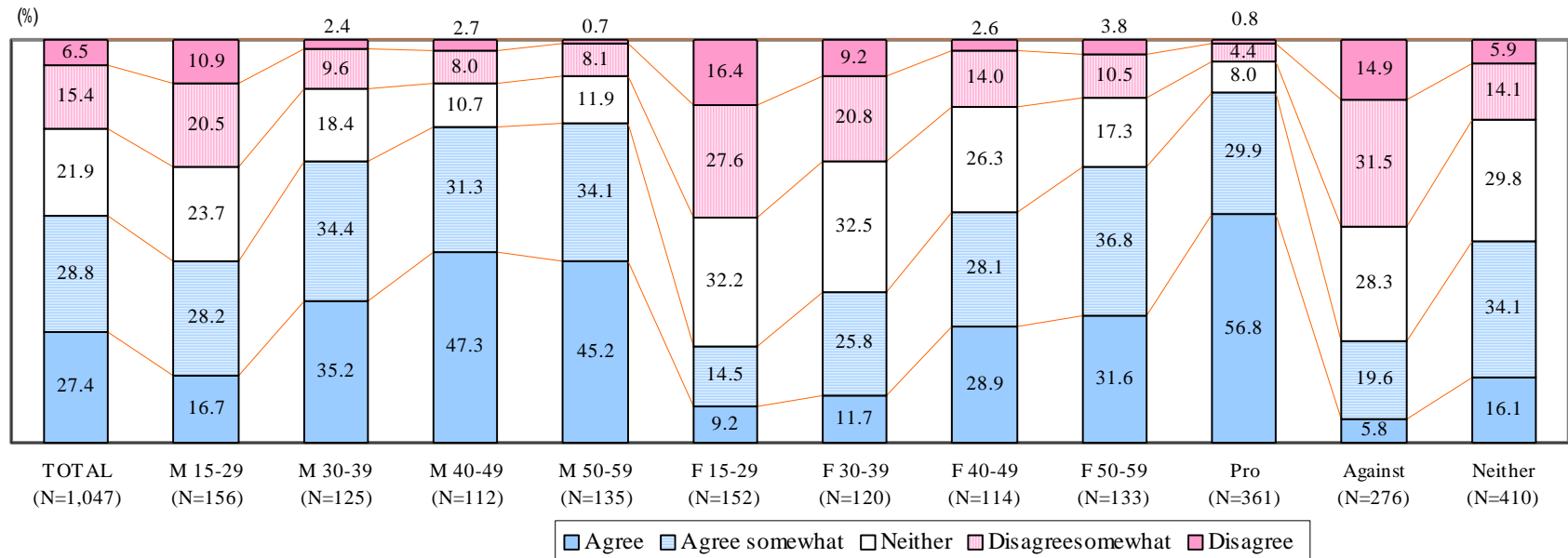
# 1 . Awareness toward Whaling and Whale meat

We also asked whether the respondents think 'coastal whaling' within Japanese waters is a traditional aspect of Japanese culture. 56% of the total respondents showed agreement ("agree" + "agree somewhat"), while 22% showed disagreement ("disagree" + "disagree somewhat"). For 'coastal whaling' as well, the older the higher the percentage for agreement.

The opinions among younger respondents tend to vary.

Among the "pro" resuming commercial whaling group, close to 90% indicated agreement while only 5% showed disagreement to the idea to see 'coastal whaling' as a traditional aspect of Japanese culture.

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



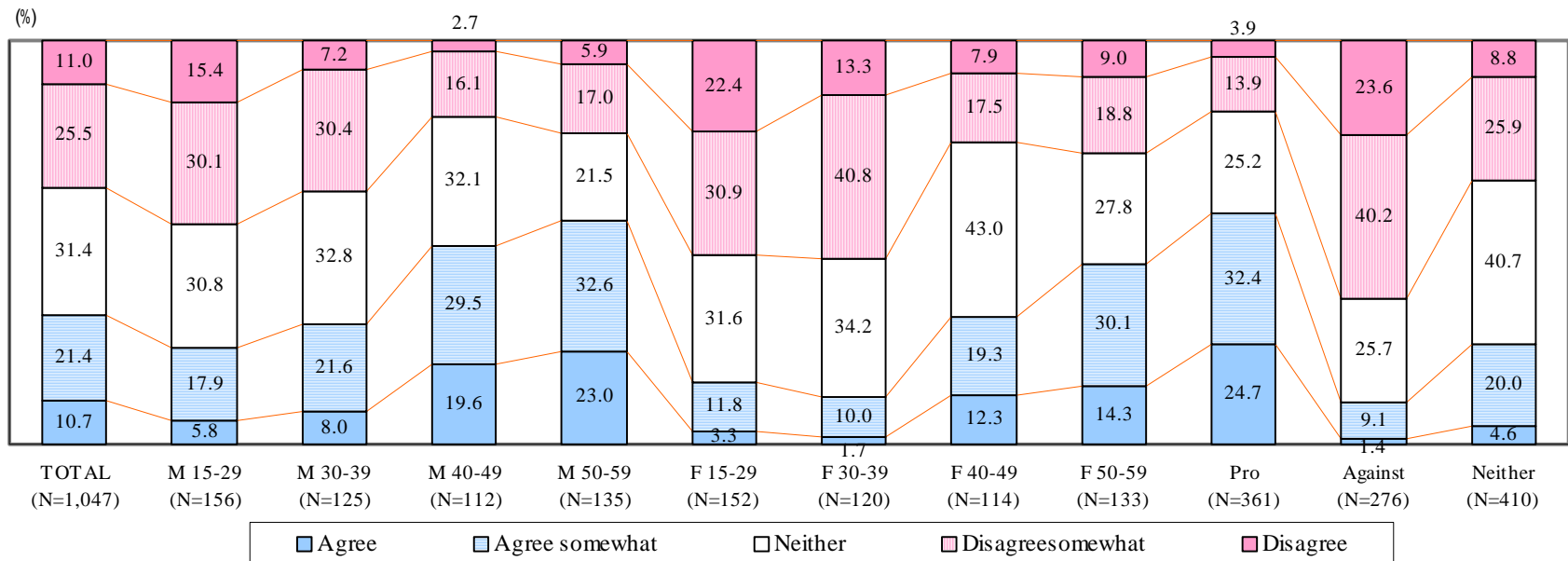
# 1 . Awareness toward Whaling and Whale meat

In addition to whaling in general and coastal whaling, we asked respondents whether they think 'high-sea whaling' is a traditional aspect of Japanese culture.

On the contrary to the figures shown in the previous two questions, respondents' answers tend to vary within each age group. Among the total respondents, the difference between the percentages for agreement ("agree" + "agree somewhat") and disagreement ("disagree" + "disagree somewhat") is not very significant (32% and 37% respectively).

However, when looking at figures for "pro" and "against" resuming commercial whaling, almost 60% of those who are "pro" showed agreement while it was 11% among the "against" group. On the other hand, more than 60% of the "against" group showed disagreement, while it was 18% among the "pro" group.

Q5 Then, do you think 'high-sea whaling' such as the Antarctic Sea is a traditional aspect of Japanese culture? (SA)

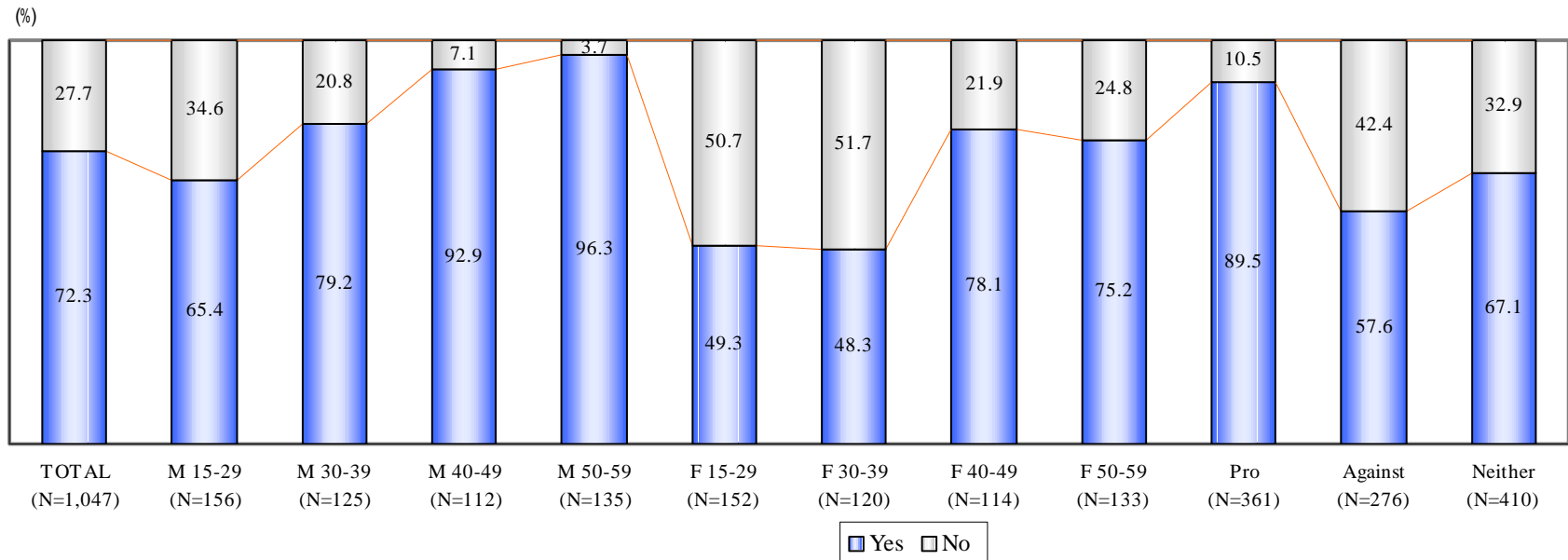


## 2. Awareness toward Scientific Whaling

Respondents were asked whether they knew Japan conducts 'scientific whaling' in the name of 'ecological research.' Over 70% of the total answered "yes, I knew" while 28% answered "no, I didn't know."

As for age groups, the older the higher the rate of those who knew. As for the "pro" and "against" resuming commercial whaling, 90% of the former knew while it is 58% for the latter.

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



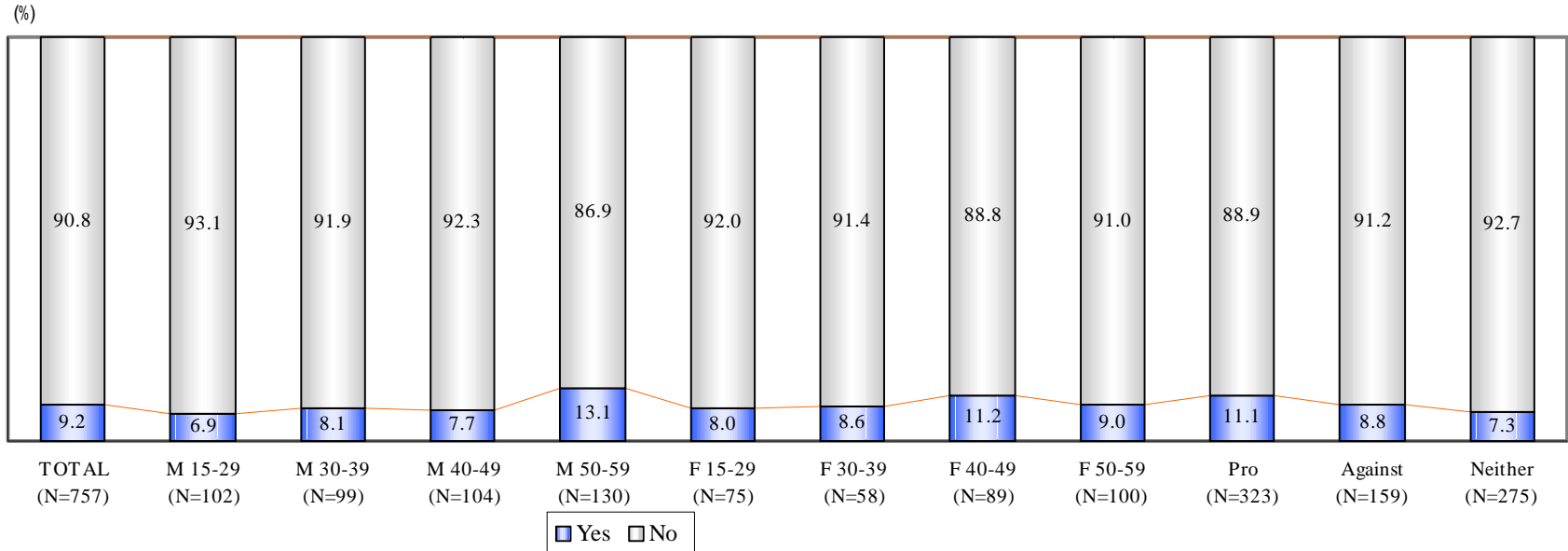
## 2. Awareness toward Scientific Whaling

We asked respondents whether they knew the Japanese government subsidizes approximately 500 million yen annually for the research whaling programs.

Over 90% of the total respondents answered “no, I didn’t know.” Throughout all the gender & age groups, there is not a significant change in the rate for the knowledge of the Japanese government subsidizing policy.

(For those who KNOW Japan’s scientific whaling (Q6-1))

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



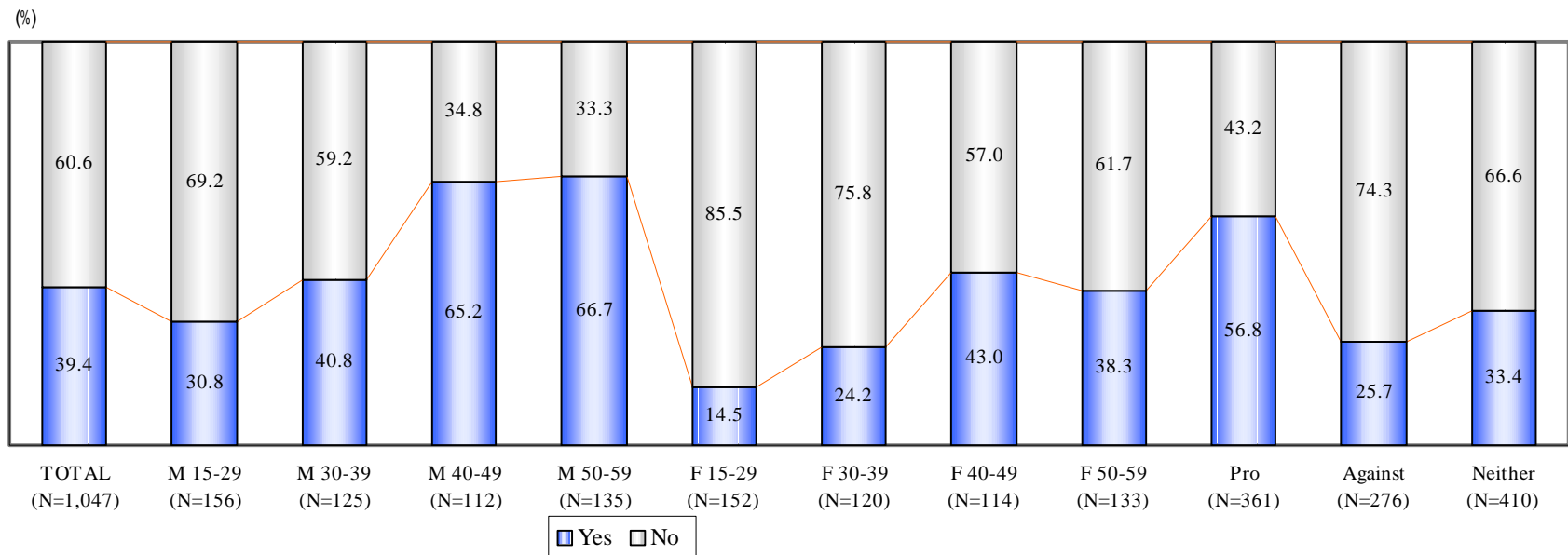
## 2. Awareness toward Scientific Whaling

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

Over 60% of the total respondents answered, “no, I didn’t know” while less than 40% answered “yes, I knew.” As for gender & age groups, older respondents tend to answer that they knew. For all the age groups, male respondents who said they knew are higher in percentage compared to female.

As for the groups of “pro” and “against” resuming commercial whaling, it is notable that close to 60% of the “pro” respondents said they knew, while it was 26% among the “against” respondents.

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



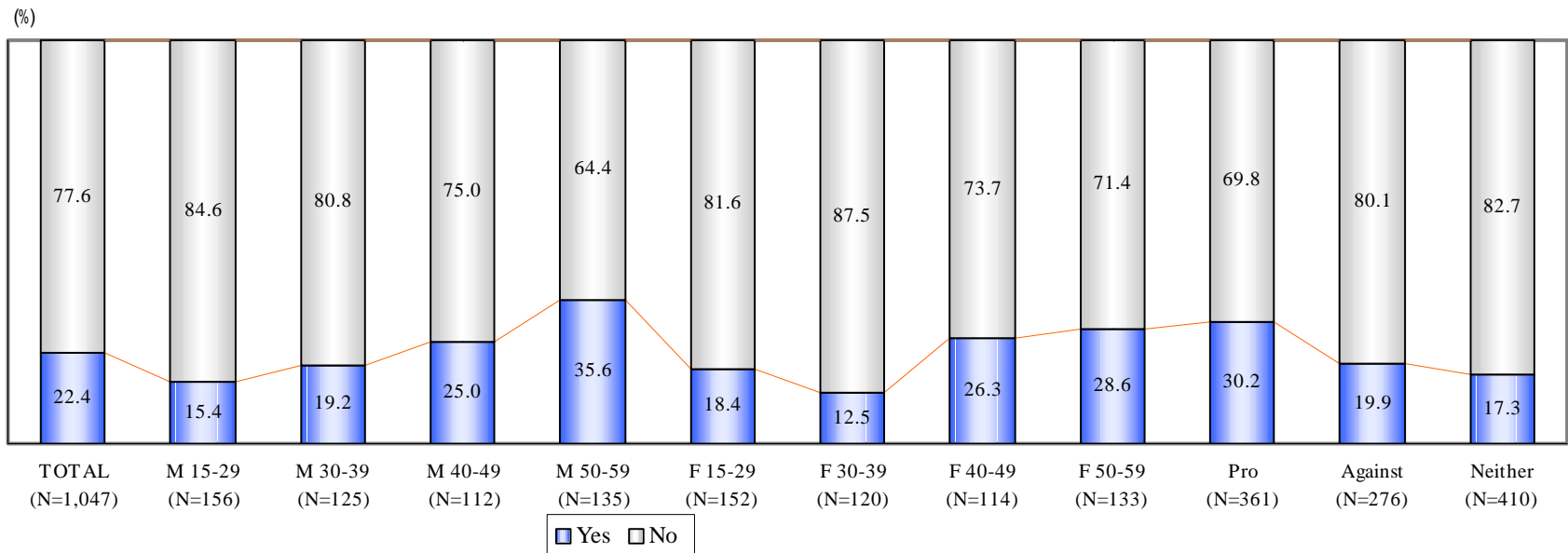


## 2. Awareness toward Scientific Whaling

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

Among the total respondents, close to 80% answered “no, I didn’t know” to the question, while about 20% answered “yes, I knew.” The older the more respondents tend to be knowledgeable about the internationally designated whale sanctuary of the Antarctic Sea.

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

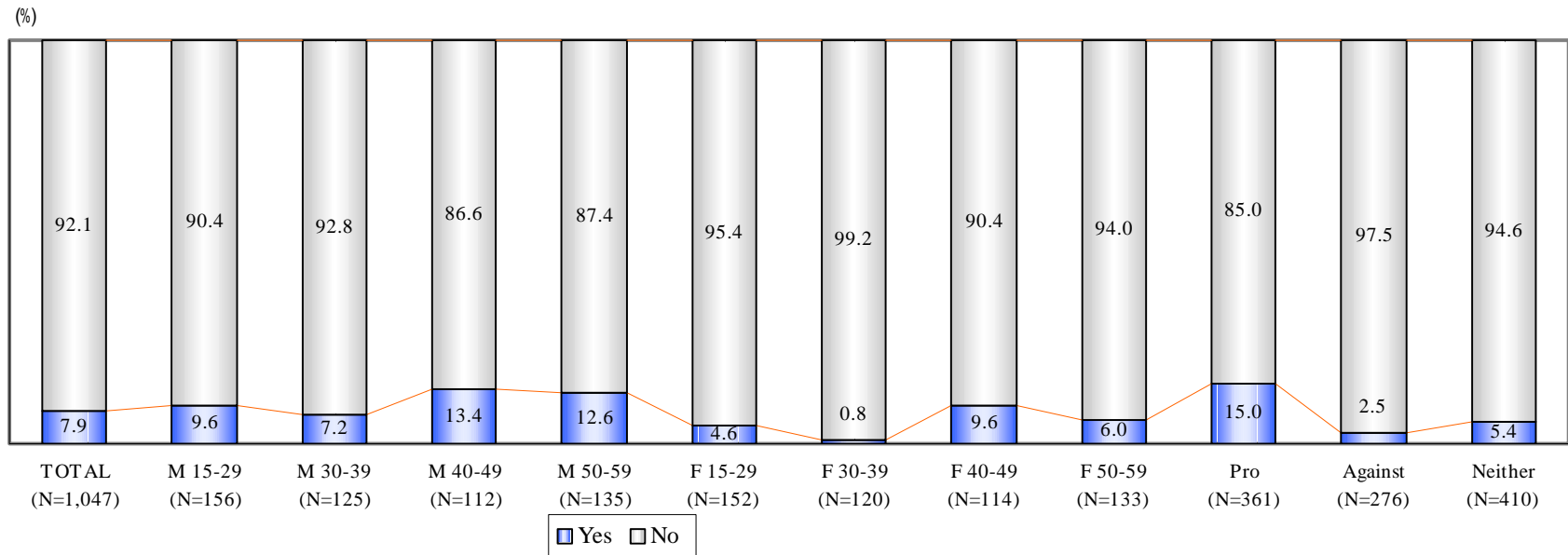


## 2. Awareness toward Scientific Whaling

Respondents were asked whether they knew that Japan hunts over 850 whales including 10 of endangered species within the Antarctic Ocean whale sanctuary.

Over 90% of the total respondents answered they did not know, while only 8% answered they knew. Throughout gender & age groups, there is not a significant difference in the percentage. Among the “pro” and “against” resuming commercial whaling groups, the percentage of the respondents who said they knew are 15% for the “pro” and only 3% for the “against” groups respectively.

Q10 Did you know that Japan hunts over 850 whales including 10 of endangered species, within the Antarctic Ocean whale sanctuary? (SA)



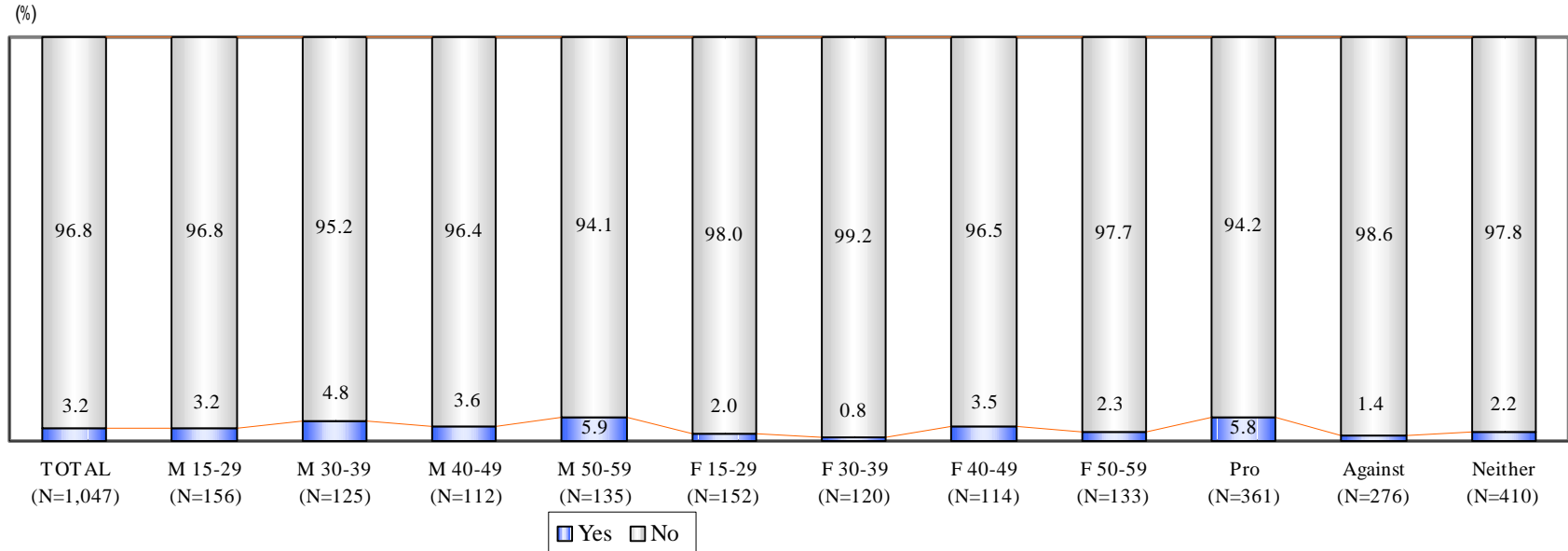
## 2. Awareness toward Scientific Whaling

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

97% of the total respondents answered "no, I didn't know," while only 3% answered "yes, I knew." This percentage distribution stays very similar throughout all the gender & age groups.

Also for the "pro," "against," and "neither" groups, similar tendencies are shown.

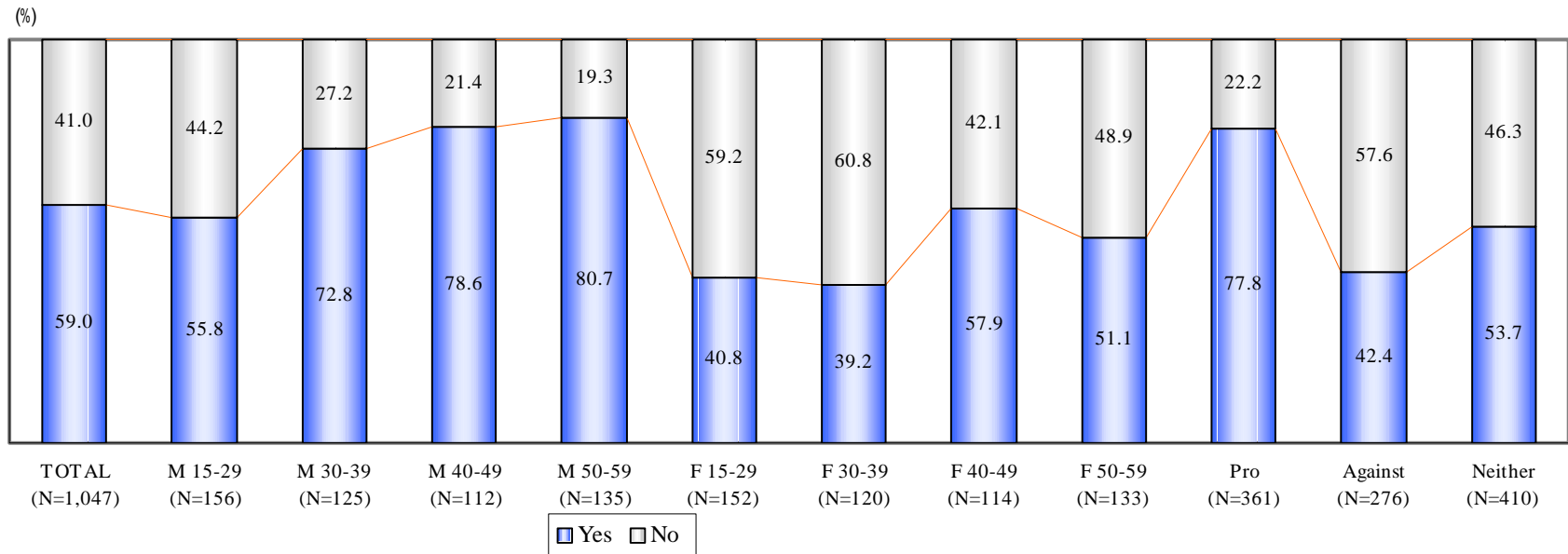
Q11 Are you familiar with the findings of Japan's whaling research reports based in the Antarctic Ocean whale sanctuary? (SA)



## 2. Awareness toward Scientific Whaling

We asked whether the respondents knew that whale meat obtained as a result of the research whaling is sold in Japan. About 60% of the total respondents answered “yes, I knew” while about 40% answered “no, I didn’t know.” When looking at gender & age groups, male respondents aged 50-59 who answered they knew (81%) are highest in percentage compared to other gender & age groups. For those who are “pro” resuming commercial whaling, close to 80% answered they were knowledgeable. On the contrary, 42% of the “against” respondents knew but close to 60% of them were not knowledgeable. Among the “neither” group, 54% were knowledgeable while 46% were not knowledgeable.

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

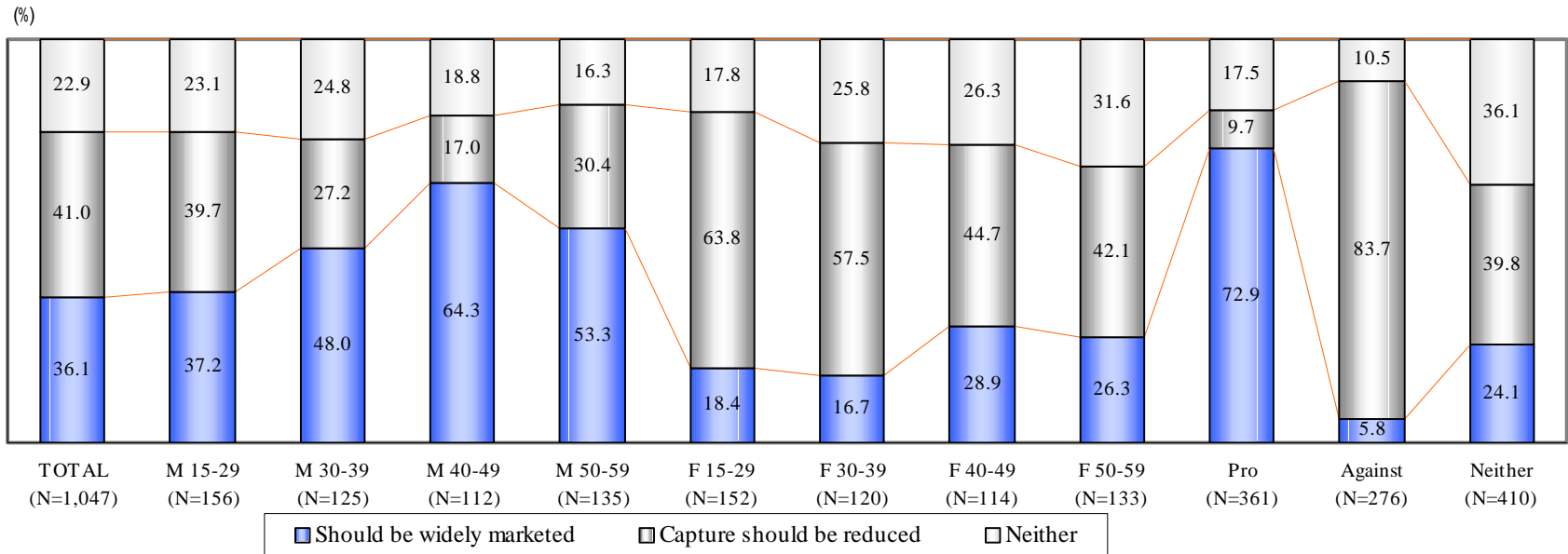


# 3. Views on Japan's Whaling Practices

Respondents were informed that whale meat obtained from scientific whaling is overstocked in Japan. Then, they were asked to select what should be done among the following three categories; 1) whale meat should be widely marketed and sold inexpensively, 2) the number of whales captured should be reduced in order to avoid overstocking, or 3) Neither of the above. Among the total respondents, 41% said the number of whales captured should be reduced in order to avoid overstocking, while 36% said whale meat should be widely marketed and sold inexpensively.

When looking at the “against” group, over 80% of them indicated the number of whales captured should be reduced to avoid overstocking.

Q13 Whale meat obtained from 'scientific whaling' is overstocked in Japan. What do you think of this? (SA)



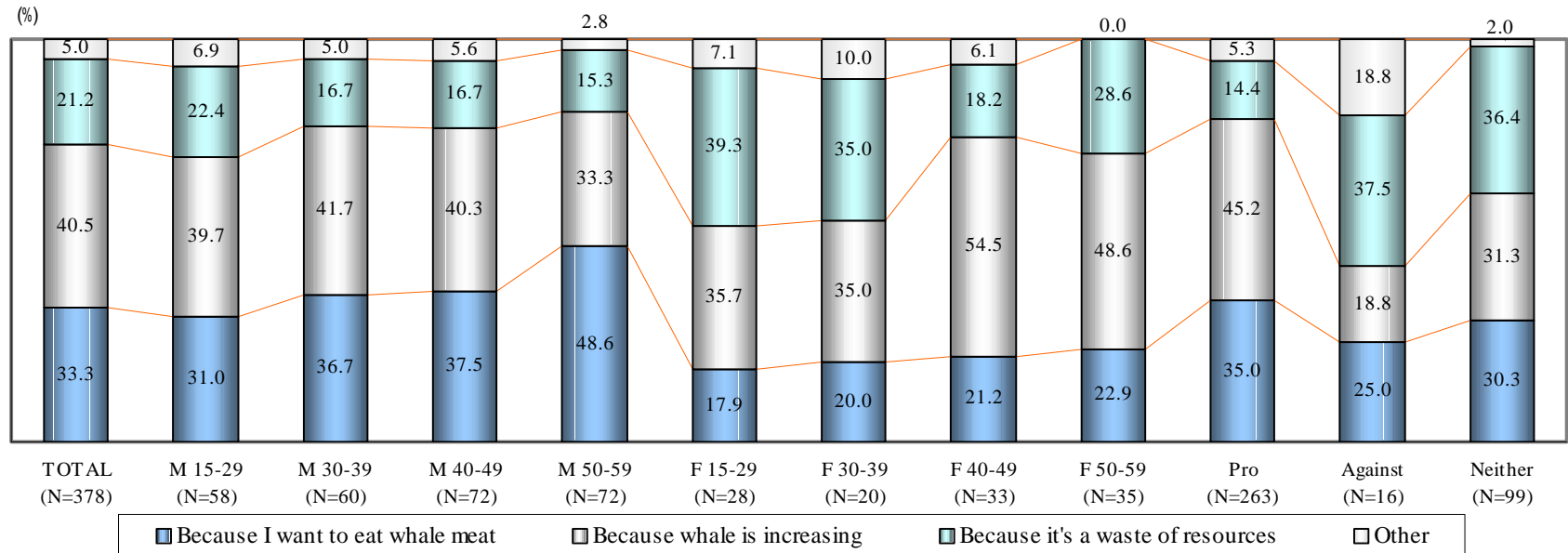
# 3. Views on Japan's Whaling Practices

For those who selected “whale meat should be widely marketed and sold inexpensively” in Q13, we asked what the main motivation was for their responses.

41% of the total respondents said “because whale population is increasing,” 33% said “because I want to eat whale meat,” and 21% said “because it’s a waste of resources.” If we look at the male aged 50-59 group, close to 50% answered “because I want to eat whale meat.” The percentage for those who answered as such becomes slightly higher as respondents become older. Among the “pro” group, those who said “because whale population is increasing” (45%) is highest in percentage, while it is those who said “because it is a waste of resources” (38%) among the “against” group.

[For those who answered, “whale meat should be widely marketed and sold inexpensively”(Q13-1)]

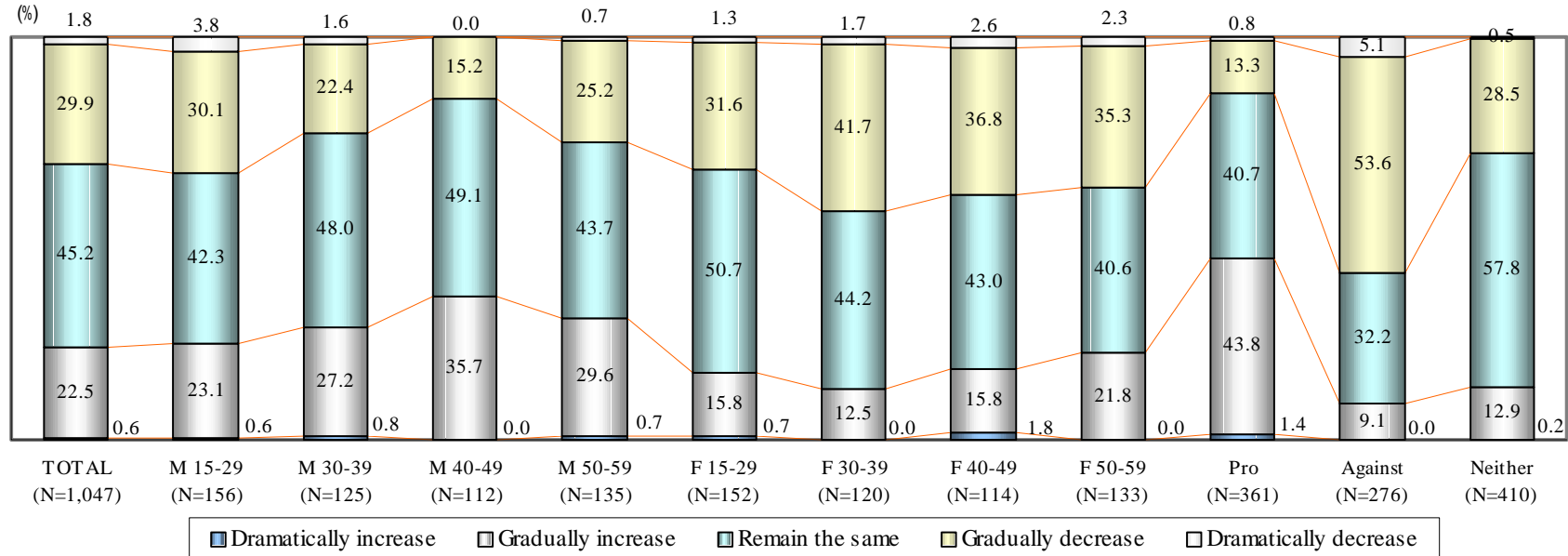
Q14 What is the main motivation for your response? (SA)



# 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. As for the total respondents, 45% answered it will “remain the same.” Throughout all the gender & age groups, the percentage for those who answered “remain the same” is higher than to the other answers. However, for the “pro” group, the majority answered it will “gradually increase” (44%). On the contrary, the majority of the “against” respondents answered it will “gradually decrease” (54%).

Q15 Do you think the demand for whale meat in Japan will increase or decrease in the future? (SA)



# 3. Views on Japan's Whaling Practices

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 to "limit scientific research to non-lethal methods only." Then, the respondents were asked their knowledge for this statement.

Among the total respondents, 46% said they knew while 54% said they did not know.

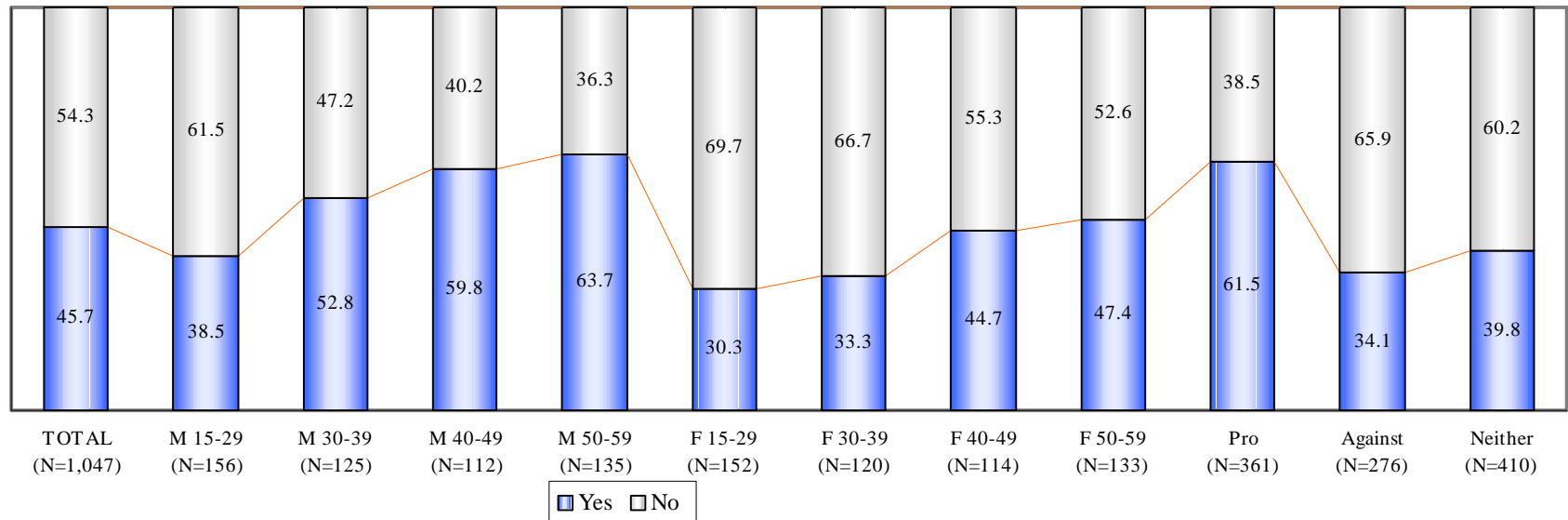
The older the respondents, the higher the percentage of those who answered they were knowledgeable.

Among the "pro" and the "against" groups, the majority (62%) of the former group said they knew, while the majority (66%) of the latter group said they did not know.

Q16 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 to limit scientific research to non-lethal methods only." Did you know about this? (SA)

(%)





### 3. Views on Japan's Whaling Practices

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

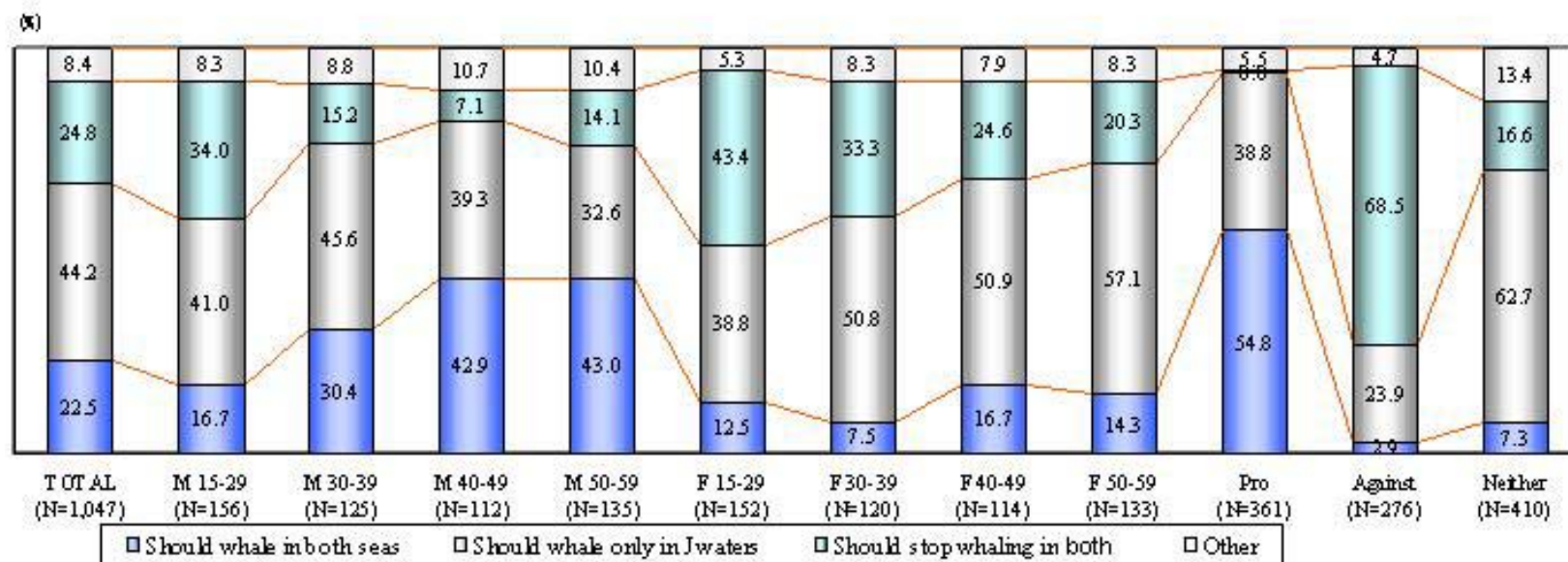
The majority (44%) of the total respondents answered “Japan should conduct whaling along the Japanese coast but not in the high seas.”

If we look at gender & age groups, for male aged 40-49 and 50-59, the majority (43% for both groups) answered “Japan should conduct whaling in the high seas as well as along the Japanese coast.”

As for the “pro” commercial whaling, 55% said Japan should whale in both seas. On the other hand, almost 70% of the “against” respondents answered “Japan should discontinue whaling both along the Japanese coast and in the high seas.” As for the “neither” group, 63% answered Japan should whale only along the Japanese coast.

It can also be said that over 90% of the “against” group disagree about whaling in high seas. Even among the “neither” group, 80% do not support whaling in the high seas.

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



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# Questionnaire

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[Opinion Poll on Scientific Whaling]

(Ask ALL respondents)

**Q1 What imagine comes to mind when you hear the word 'whale'? (MA)**

- 1 Whale watching
- 2 Beached whale
- 3 Whale dishes
- 4 Wild life protection
- 5 International controversy
- 6 Commercial whaling
- 7 Scientific 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 for it for 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 Then, 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** Then, do you think 'high-sea whaling' such as the Antarctic Sea 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 'scientific whaling' in the name of 'ecological research?' (SA)

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

(Ask those who KNOW about the of Japan's scientific whaling)

**Q7** Did you know that the Japanese government subsidizes 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 the Japanese territorial waters, but in 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 Sea 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 850 whales including 10 of 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 the research whaling is sold in Japan?**

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

(Ask ALL respondents)

**Q13 Whale meat obtained from 'scientific whaling' is overstocked in Japan. What do you think of this?**

- 1 Whale meat should be widely marketed and sold inexpensively
- 2 The number of whales captured should be reduced in order to avoid overstocking
- 3 Neither of the above

[For those who answered "Should be widely marketed and sold at an inexpensive price"]

**Q14 What is the main motivation for your response in Q13?**

- 1 Because I want to eat whale meat
- 2 Because I hear the whale population is increasing
- 3 Because it's a waste of resources

(Ask ALL respondents)

**Q15 Do you think the 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)

**Q16 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 to "limit scientific research to non-lethal methods only."**

**Did you know about this? (SA)**

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

(Ask ALL respondents)

**Q17 What do you think Japan should do concerning its whaling practices?**

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

(Ask ALL respondents)

**Q18 I would like to ask your opinion regarding commercial whaling. Do you agree or disagree with the idea to resume 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