

# Earth for All Survey 2024

## Japan

**G20+ Global Report: attitudes to political and economic transformation**

**Commissioned by Earth4All and the Global Commons Alliance**

Partners: The Policy Institute Kings College, ISWE, Wellbeing Economy Alliance

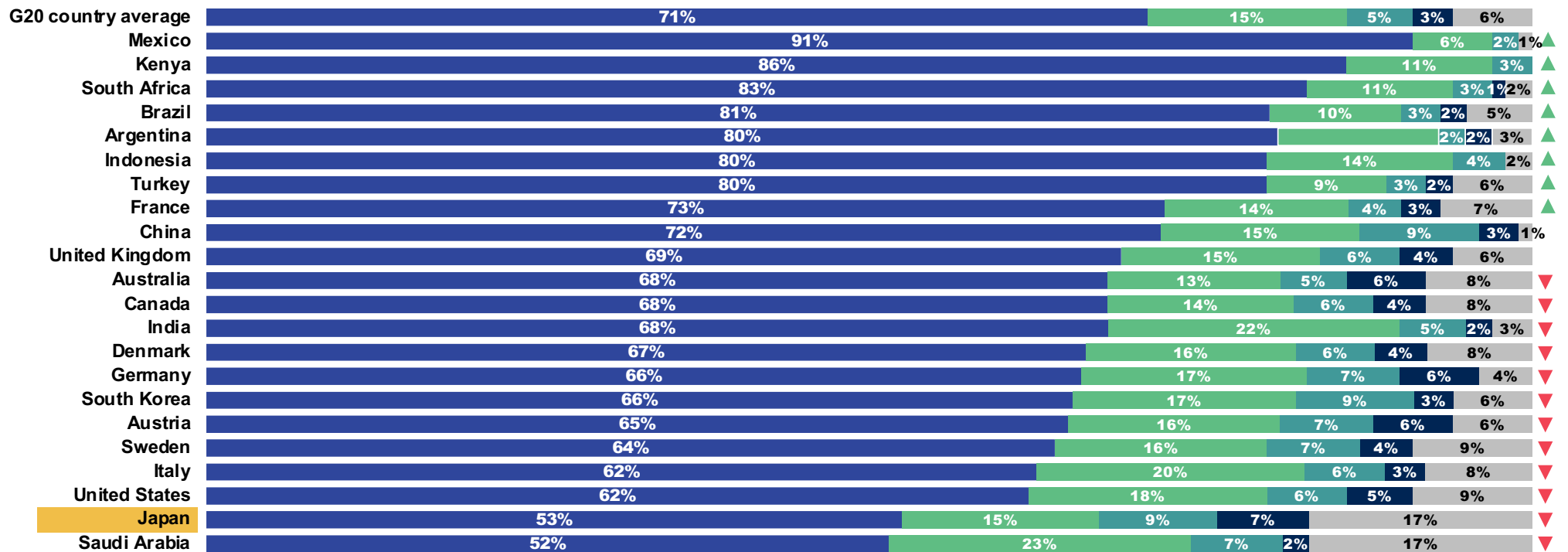
# Support for proposals

# 01

# Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

Q6. Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings? Please select the option that best reflects your understanding and opinion of the urgency.

■ Act immediately, within the next decade   ■ Act within the next 20 to 30 years   ■ Act, but we have more time than 30 years   ■ Never – no action required   ■ Don't know



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



# Thinking about climate change and protecting nature, how quickly do you think the world needs to take major action to reduce carbon emissions from electricity, transport, food, industry, and buildings?

Q6.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
<b>Act immediately, within the next decade</b>	53%	54%	52%	48%	50%	61%	47%	44%	52%	53%	63%
	H					ADE					AGHIJ
<b>Act within the next 20 to 30 years</b>	15%	14%	15%	13%	19%	15%	21%	19%	17%	14%	8%
	K				A		K	K	K		
<b>Act, but we have more time than 30 years</b>	9%	10%	8%	9%	11%	8%	7%	10%	11%	9%	8%
											K
<b>Never – no action required</b>	7%	9%	5%	9%	8%	5%	9%	11%	4%	6%	6%
	C	AC		F				AI			
<b>Don't know</b>	16%	13%	19%	20%	12%	11%	17%	17%	16%	18%	15%
	BEF		AB	EF							

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.  
For subgroup base sizes, please see Methodology.

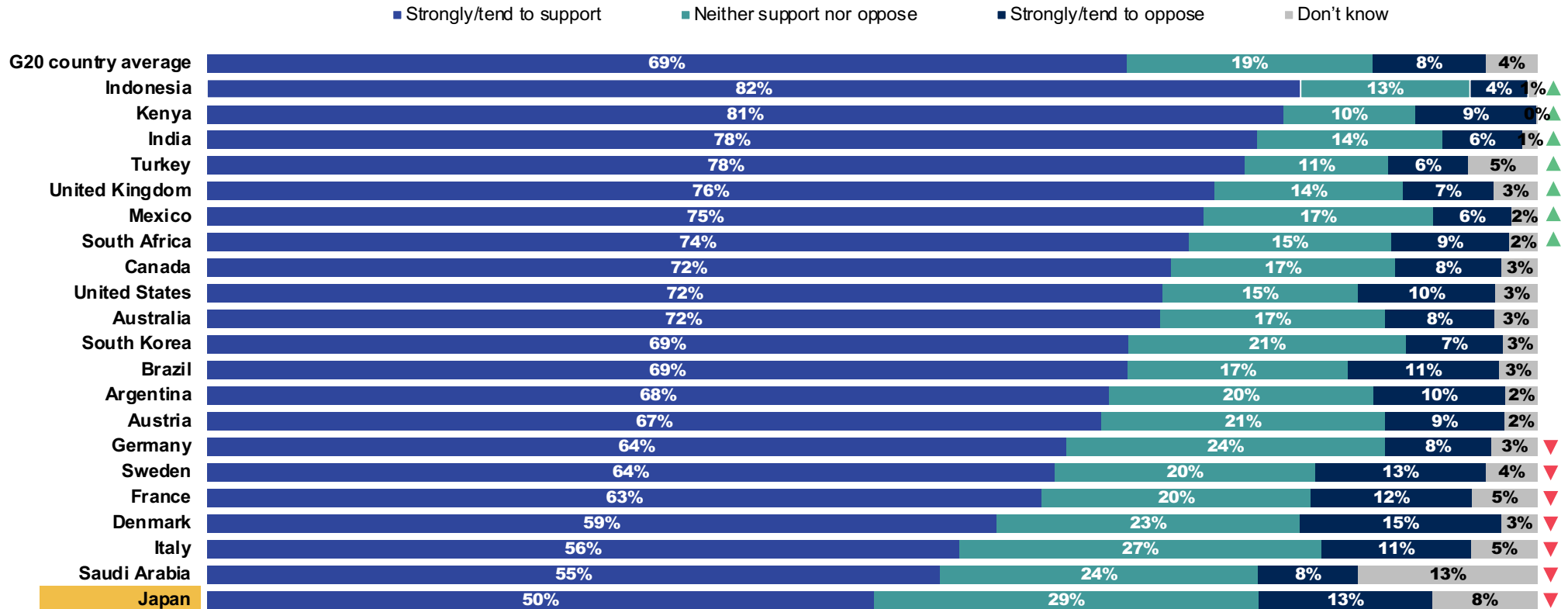
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Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



# Large businesses pay higher tax rates.

Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?



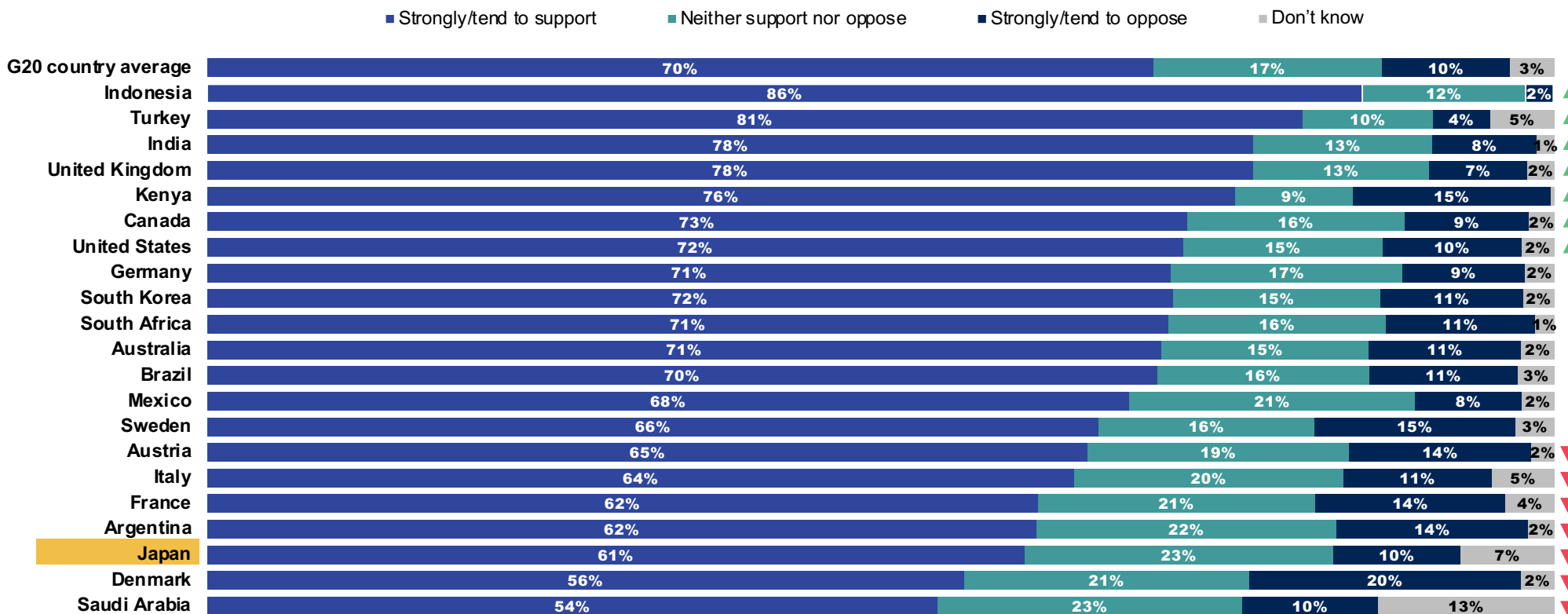
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▲▼ Statistically significant difference vs average of 17 G20 countries (strongly/tend to support)



# Wealthy people pay higher rates of income tax.

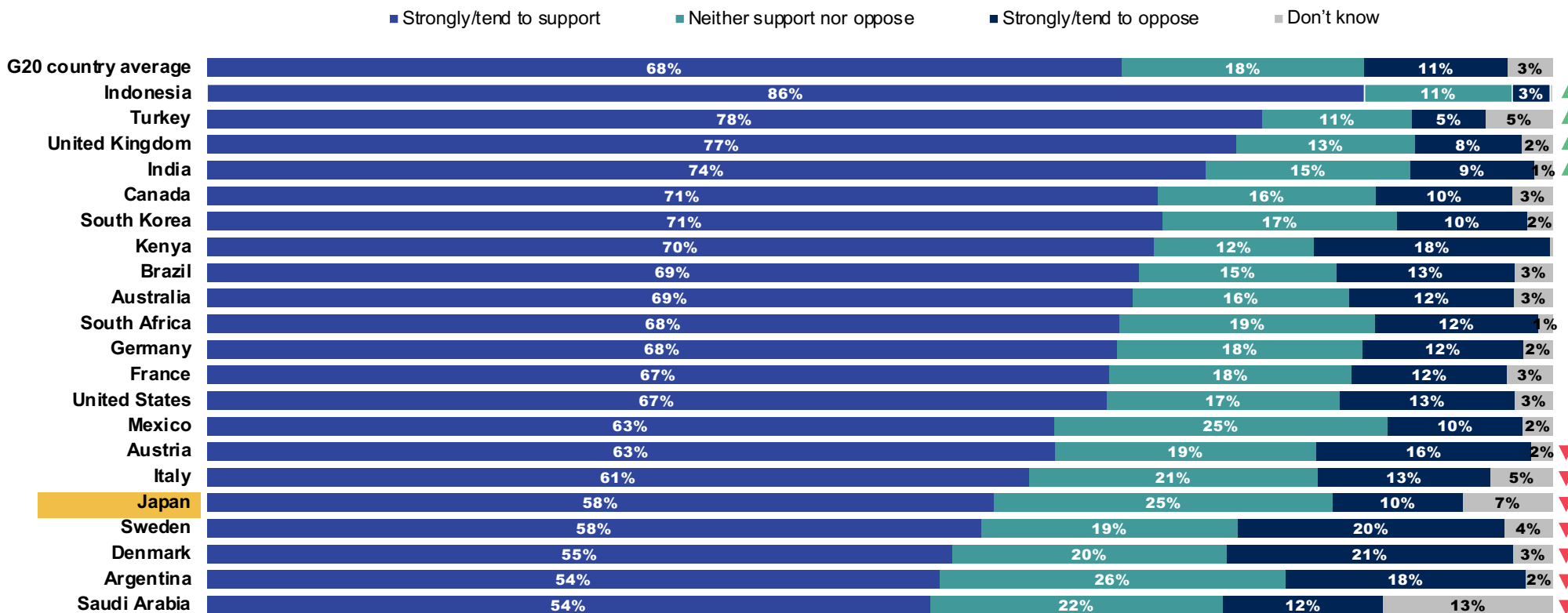
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# Wealthy people pay a higher tax on their wealth.

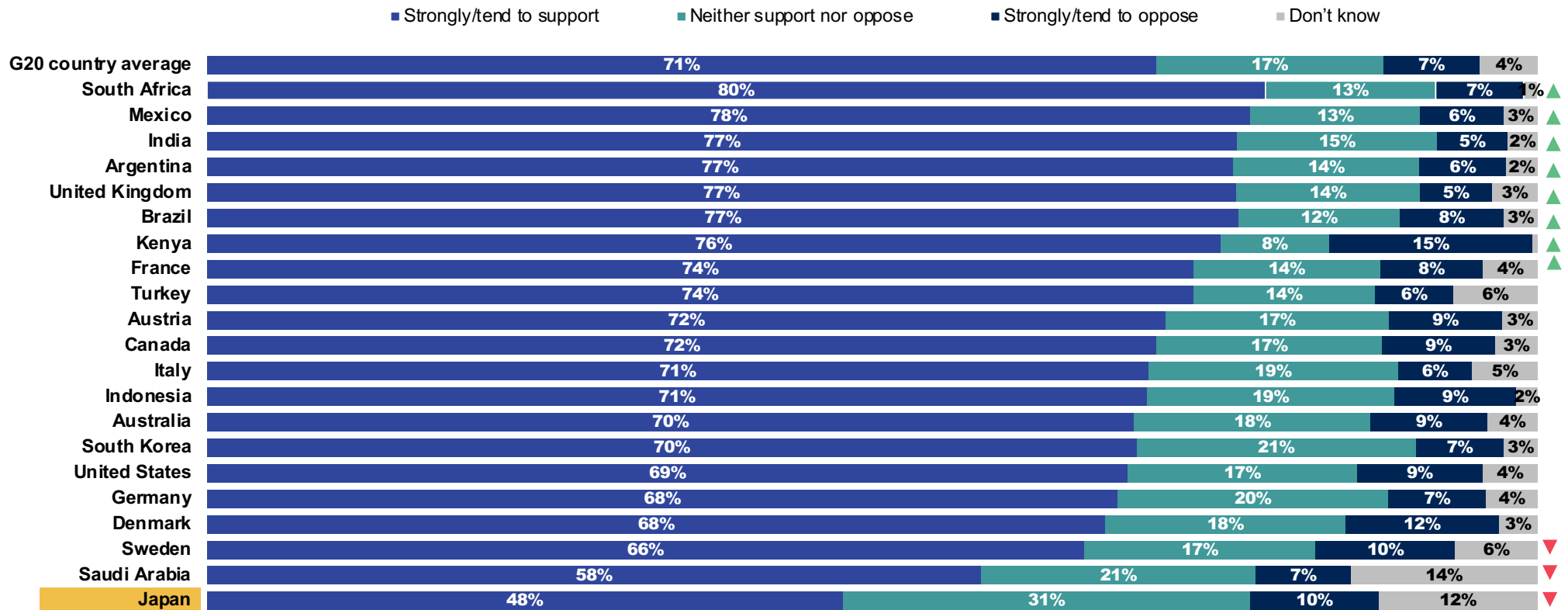
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# People and companies that pollute the environment for example by causing greenhouse gas emissions should pay higher taxes, with the money raised shared out among people and companies who pollute less.

Q16. To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles?



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# To what extent if at all would you support or oppose the following proposals as means of funding major changes to our economy and lifestyles? (Strongly / tend to support).

Q16.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
<b>Wealthy people pay higher rates of income tax</b> H	61%	63%	59%	59%	63%	64%	54%	49%	59%	65%	70%
<b>Wealthy people pay a higher tax on their wealth</b> G	58%	60%	56%	55%	60%	65%	47%	53%	55%	63%	65%
<b>Large businesses pay higher tax rates</b> CG	50%	53%	47%	47%	55%	54%	41%	45%	49%	53%	56%
<b>People and companies that pollute the environment should pay higher taxes, with the money raised shared out</b> H	48%	51%	46%	46%	47%	57%	47%	41%	46%	47%	57%

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.  
 For subgroup base sizes, please see Methodology.

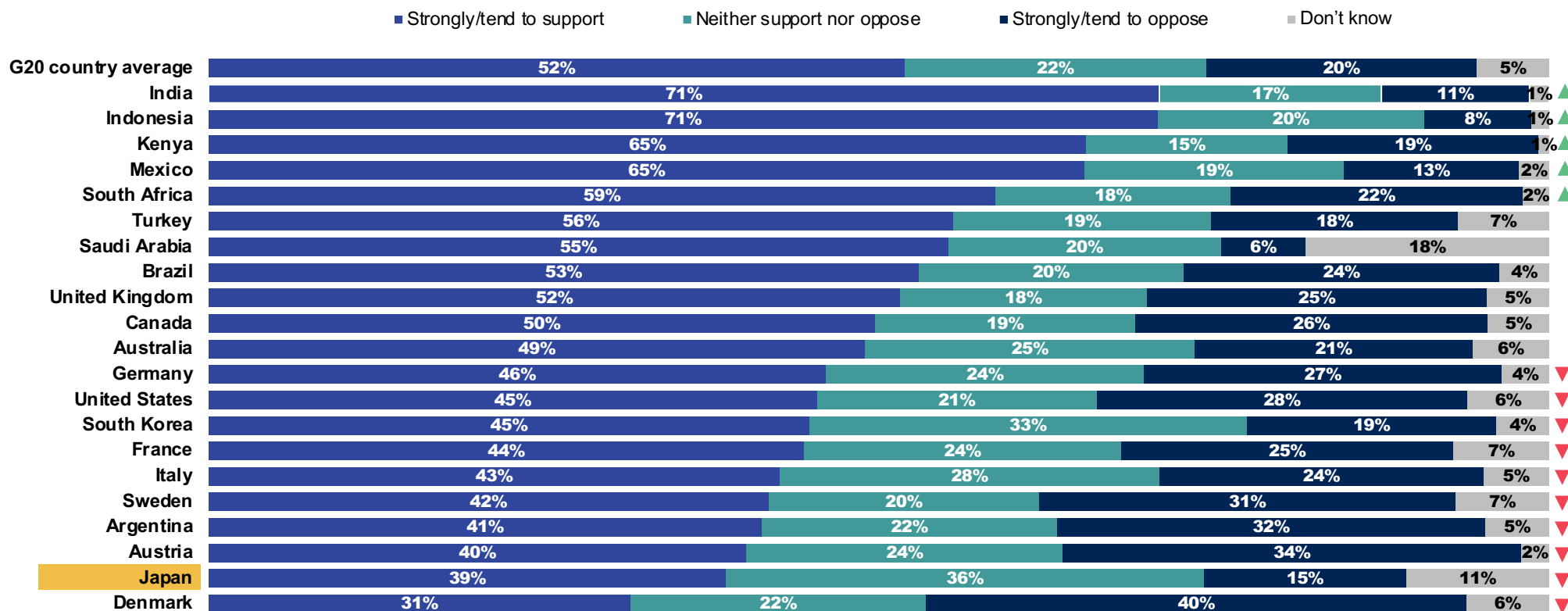
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# All people in Japan receiving a minimum regular income each month from the government (sometimes called a Universal Basic Income), regardless of employment status.

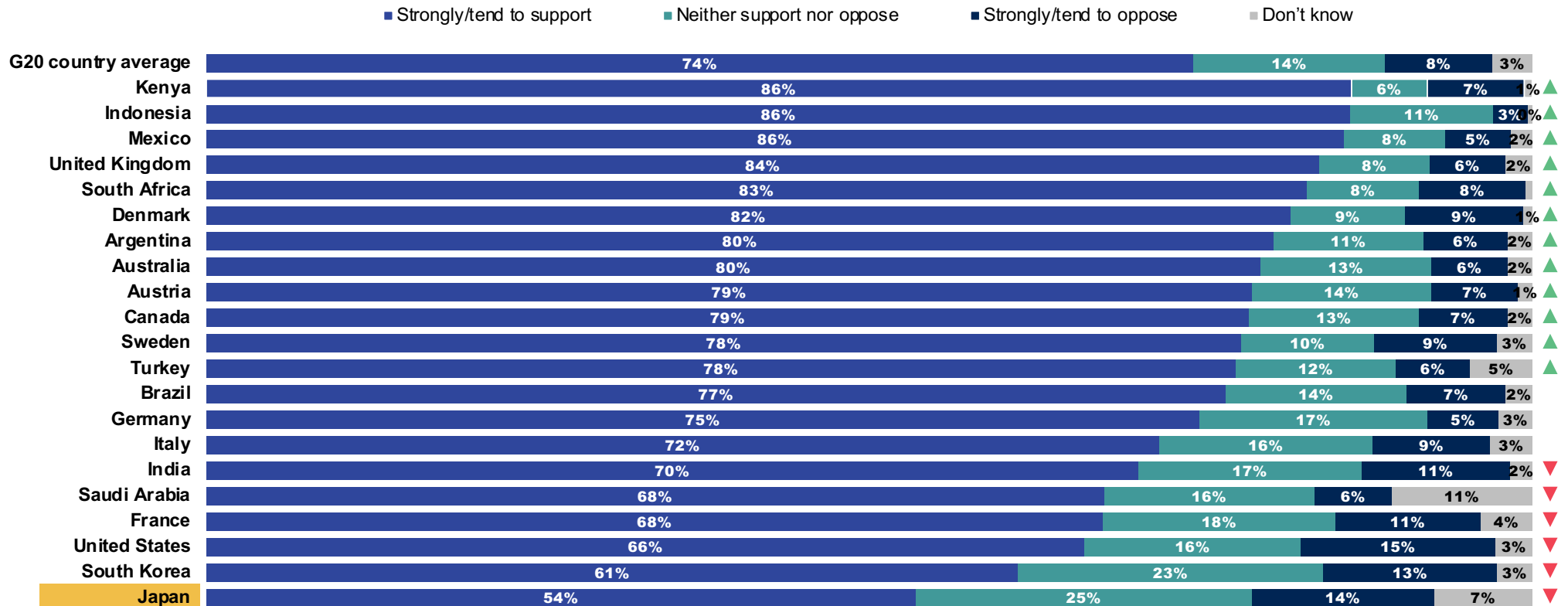
Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?



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# The government of Japan ensuring that every citizen has free or affordable healthcare.

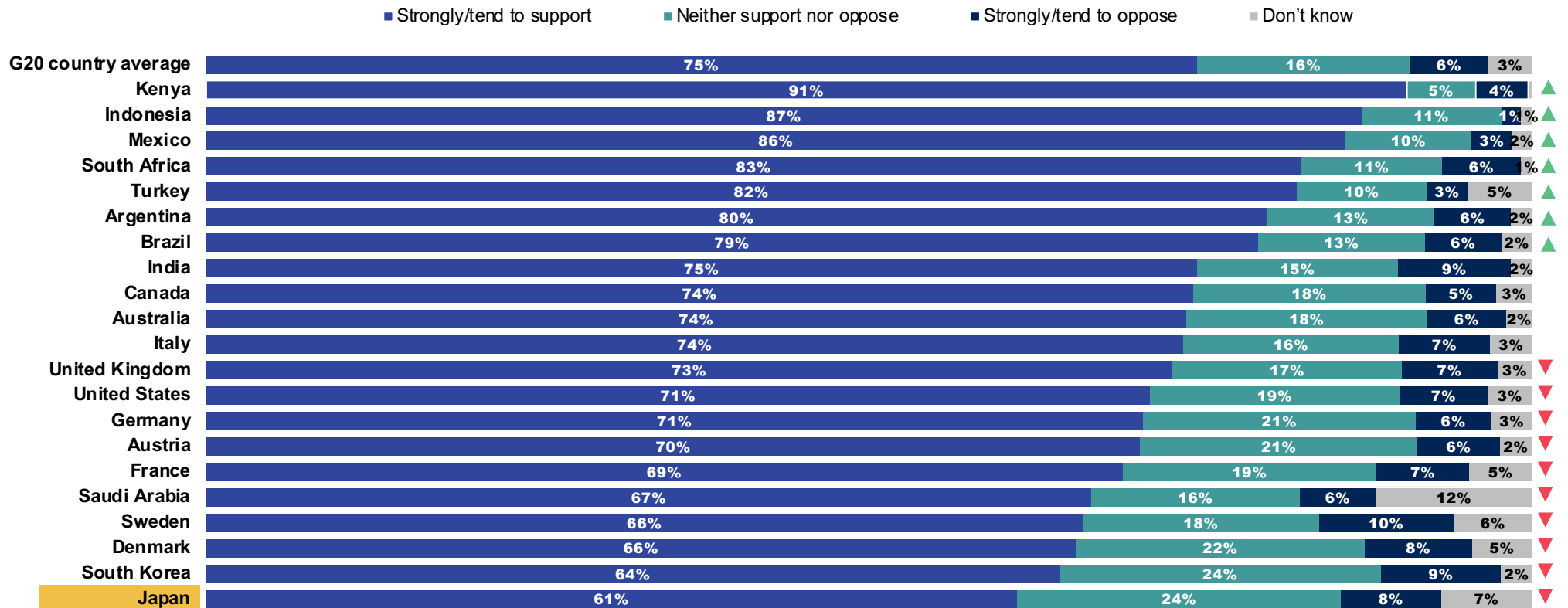
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# Strengthening workers rights in Japan, to protect jobs and ensure adequate retraining.

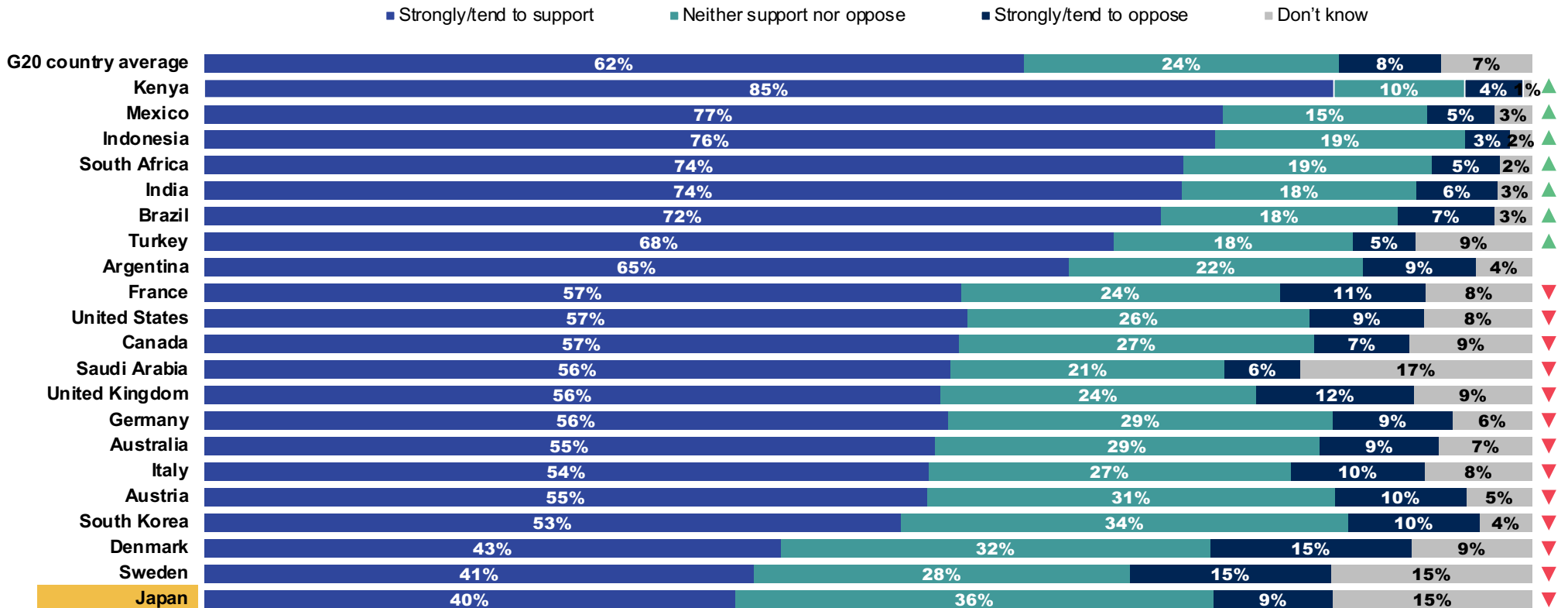
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# The use of citizens' assemblies in Japan, to increase citizens' influence in political decision-making.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?



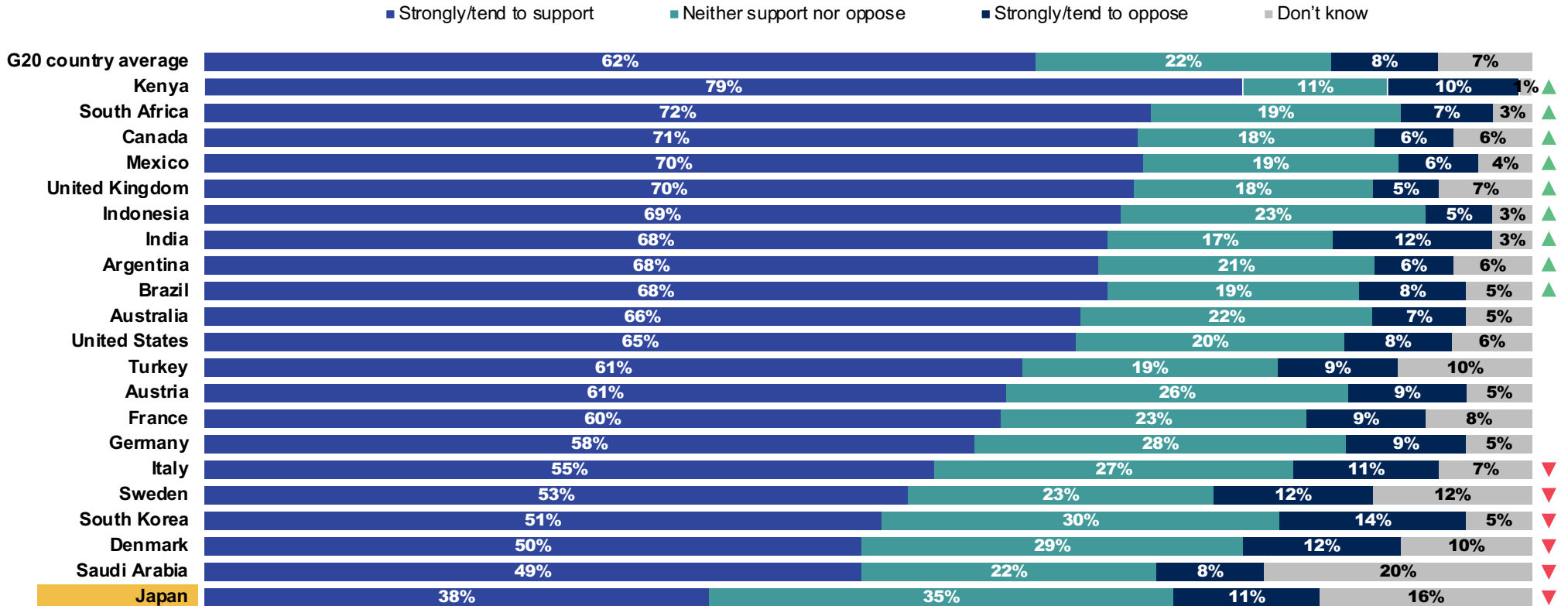
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▲▼ Statistically significant difference vs average of 17 G20 countries (strongly/tend to support)



# Laws and regulations limiting the political influence of large corporations in the political process in Japan.

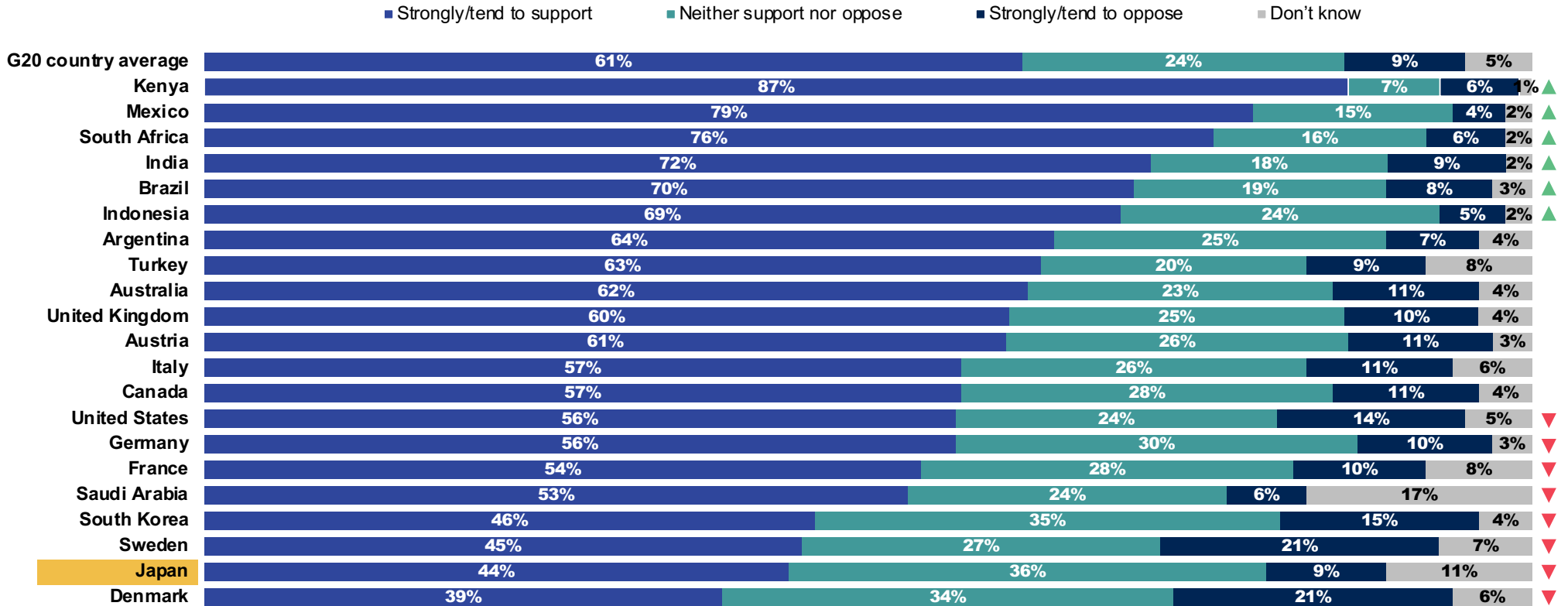
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# Policies ensuring more equal gender representation in government and business leadership roles in Japan.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?



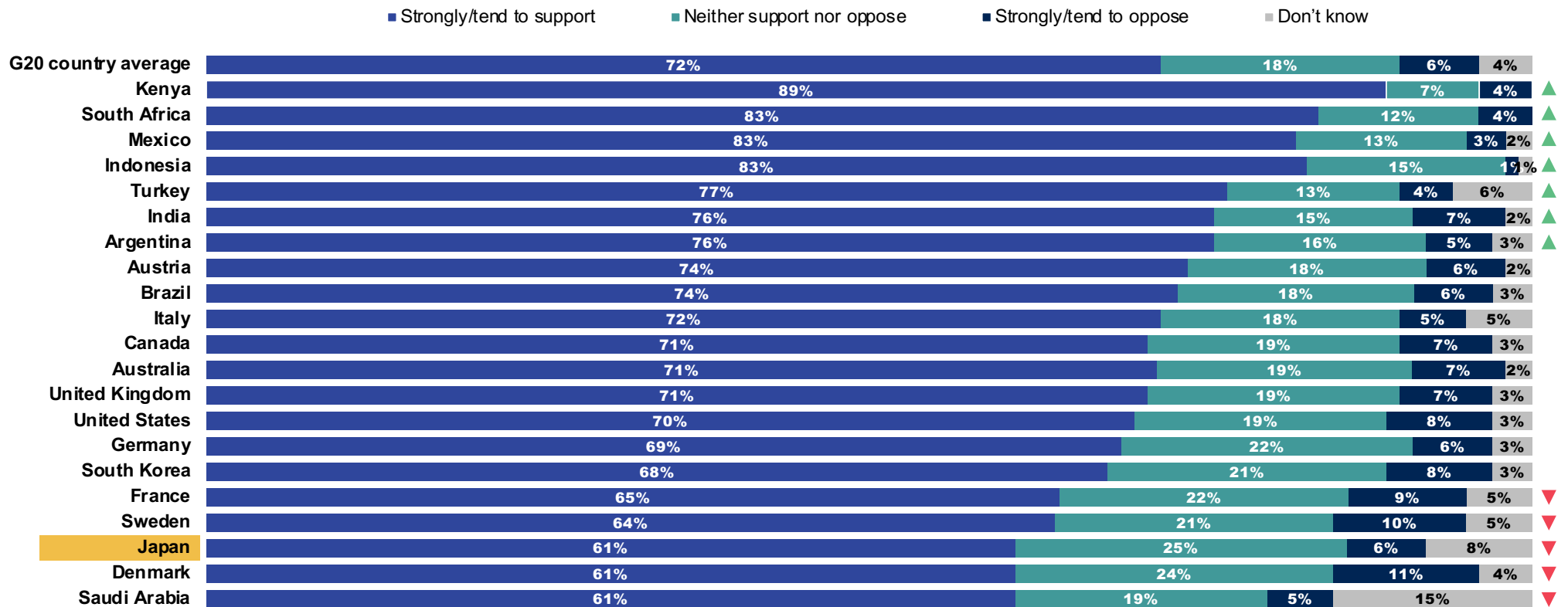
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▲▼ Statistically significant difference vs average of 17 G20 countries (strongly/tend to support)



# Policies supporting work-life balance, such as parental leave, better childcare provision and flexible working hours in Japan.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?

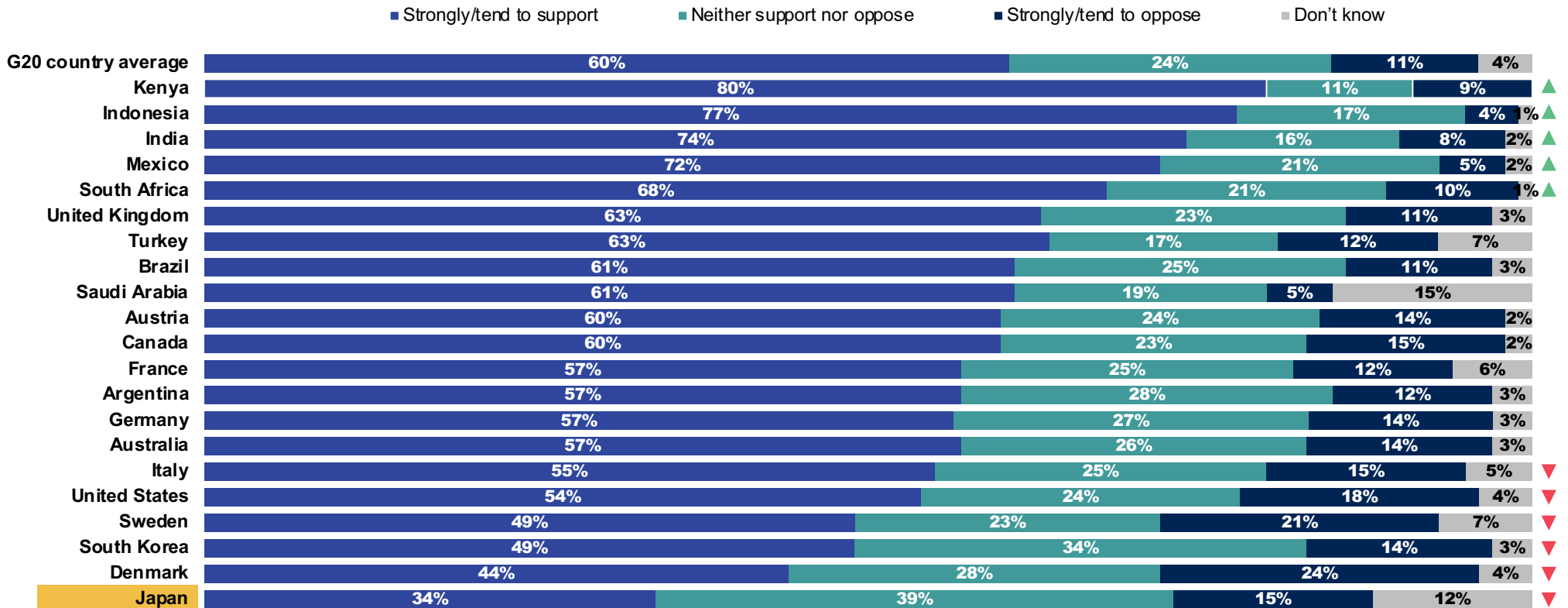


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# Japan promoting policies to help people eat healthier diets that reduce meat consumption and harmful emissions.

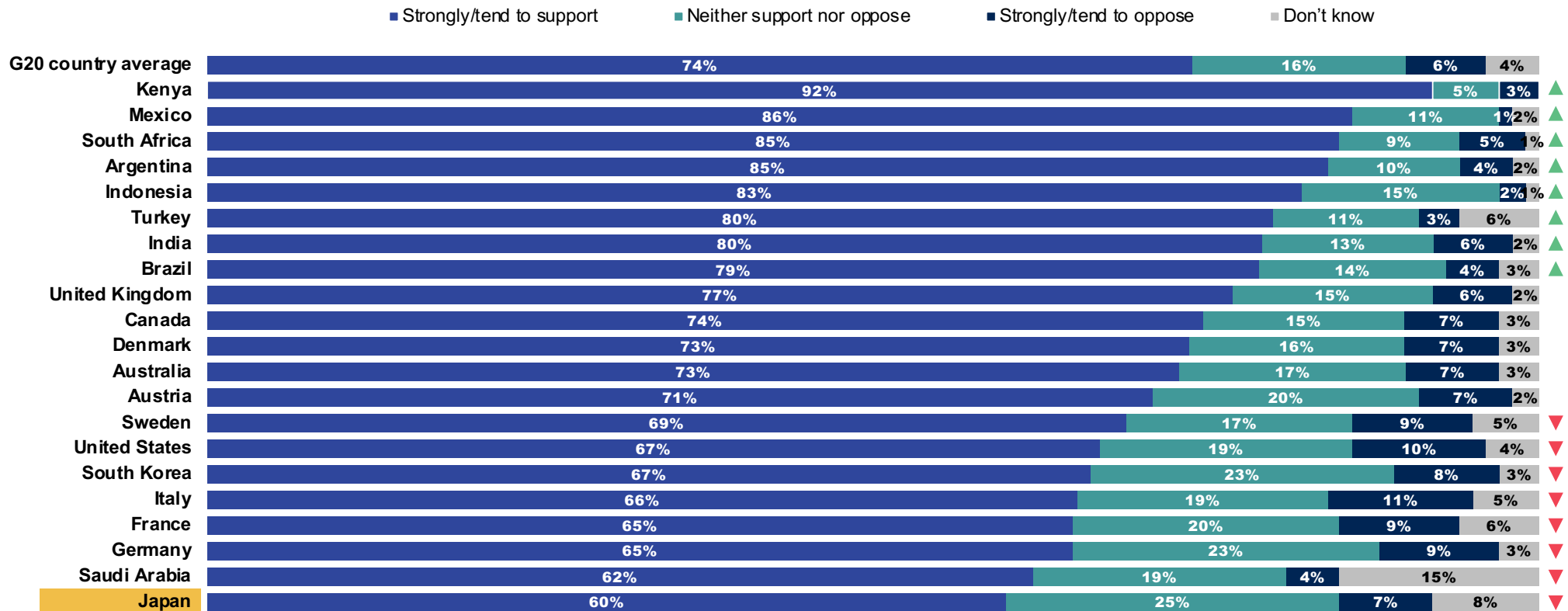
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# Investing in renewable energy, energy efficiency, clean transport (cars, buses, trains, aircraft) and reducing pollution in industry in Japan.

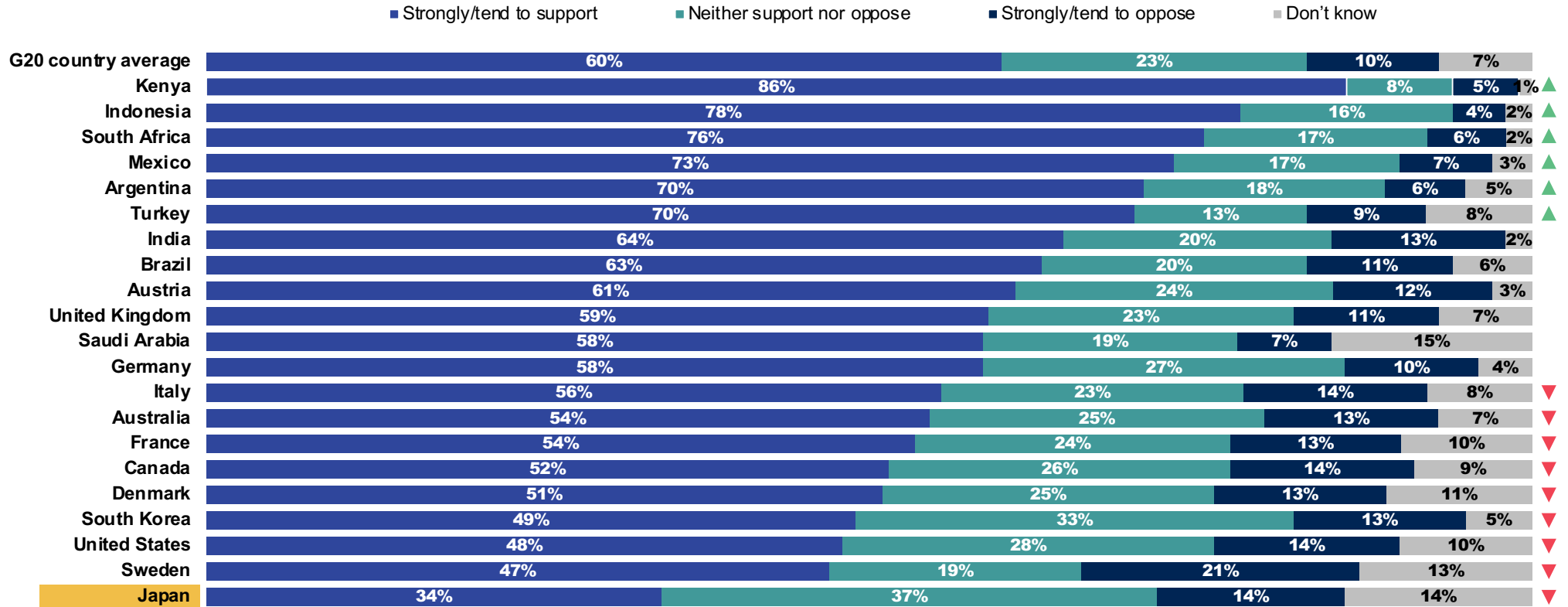
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# Giving legal rights to nature in Japan's national laws.

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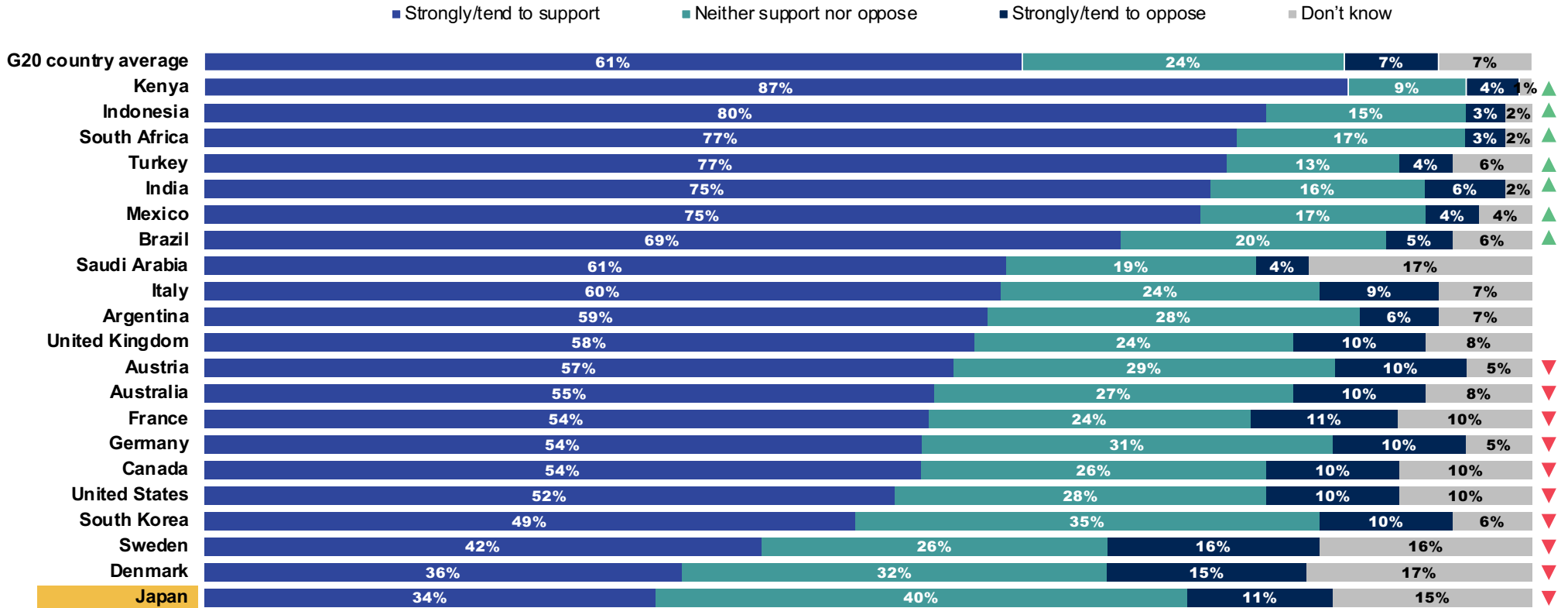
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▲▼ Statistically significant difference vs average of 17 G20 countries (strongly/tend to support)



# Giving legal rights to future generations in Japan's national laws.

Q17. To what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges?



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▲▼ Statistically significant difference vs average of 17 G20 countries (strongly/tend to support)



# And to what extent if at all would you support or oppose the following proposals as means to improve all people's wellbeing and quality of life and respond to global challenges? (Strongly / tend to support).

Q17.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
Policies supporting work-life balance, such as parental leave, better childcare provision and flexible working hours.	61%	62%	62%	58%	65%	65%	70%	65%	56%	59%	62%
Strengthening workers rights, to protect jobs and ensure adequate retraining.	61%	59%	63%	58%	65%	61%	AIJ 59%	63%	59%	62%	62%
Investing in renewable energy, energy efficiency, clean transport and reducing pollution in industry.	60% H	61%	58%	56%	58%	68% ADE	70% AHI	52%	55%	60%	65% HI
The government ensuring that every citizen has free or affordable healthcare.	53% J	52%	54%	56%	54%	51%	59% J	57%	53%	48%	54%
Policies ensuring more equal gender representation in government and business leadership roles.	44%	43%	45%	43%	41%	48%	45%	46%	40%	39%	50% AIJ
The use of citizens' assemblies, to increase citizens' influence in political decision-making.	40% J	41%	39%	42%	37%	43%	51% AIJK	44% J	38%	34%	38%
Laws and regulations limiting the political influence of large corporations in the political process.	38% CI	43% AC	33%	37%	38%	42%	43% I	33%	31%	42% I	42% I
All people receiving a minimum regular income each month from the government, regardless of employment status.	38%	38%	39%	43% A	36%	36%	44%	44% K	39%	36%	34%
Promoting policies to help people eat healthier diets that reduce meat consumption and harmful emissions.	34% H	36%	33%	34%	35%	39% A	38%	31%	32%	36%	35%
Giving legal rights to future generations in national laws.	34%	36%	33%	33%	34%	41% AD	37%	33%	33%	34%	36%
Giving legal rights to nature in national laws.	34%	35%	33%	34%	33%	37%	37% H	24%	32%	32%	47% AHIJ

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).

# Democracy and economy

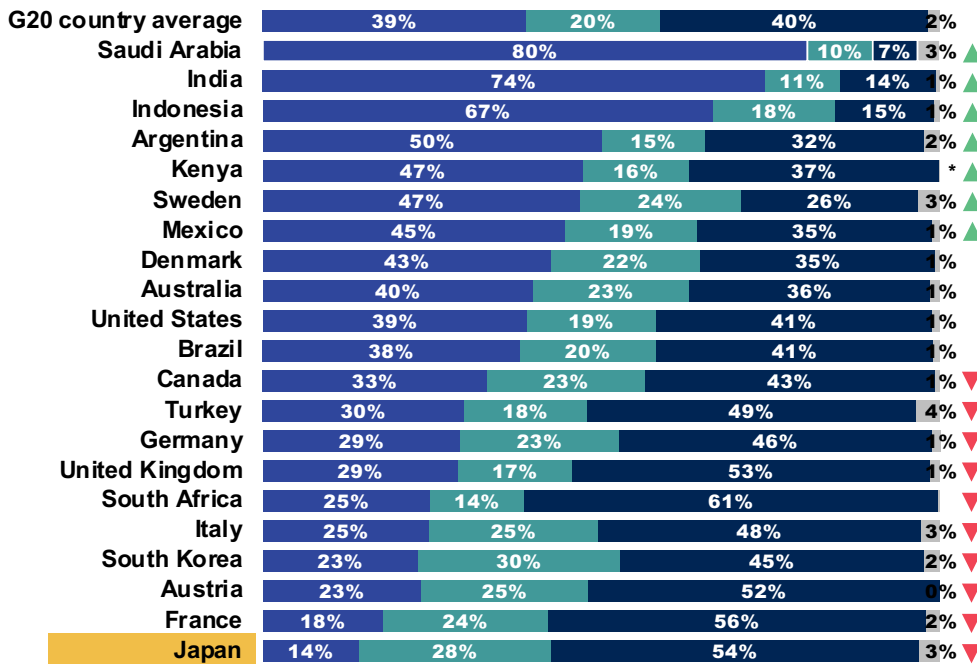
# 02

# To what extent, if at all, do you agree or disagree with the following statements about your country?

Q8.

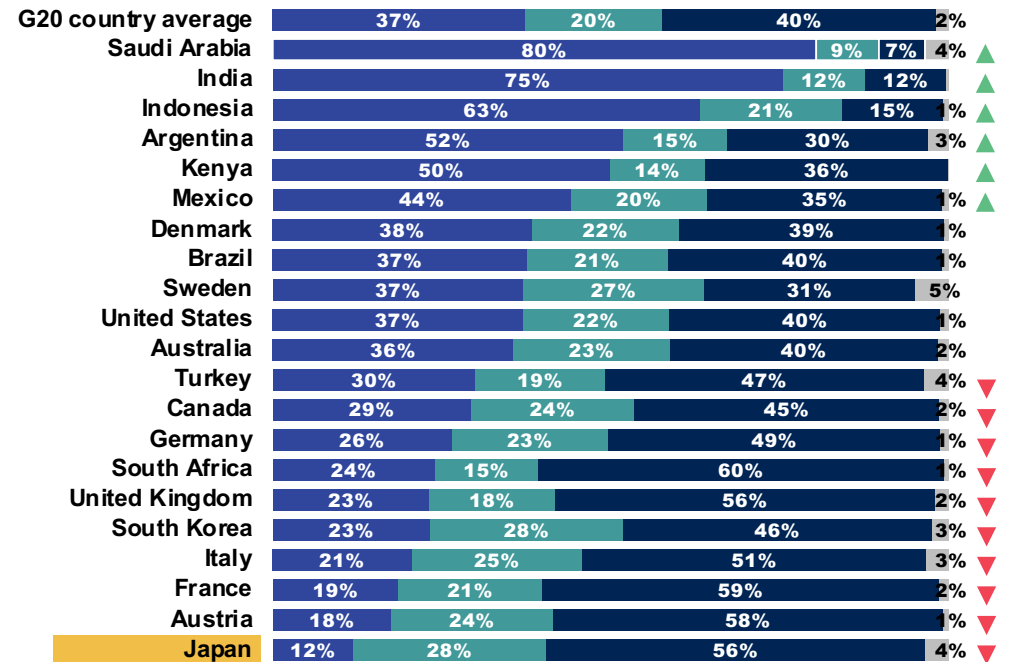
**The government can be trusted to make decisions for the benefit of the majority of people**

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



**The government can be trusted to make long-term decisions which will benefit people 20-30 years from now**

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# To what extent, if at all, do you agree or disagree with the following statements about your country? (Strongly / tend to agree).

Q8.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
<b>The government can be trusted to make decisions for the benefit of the majority of people</b>	14%	15%	14%	16%	15%	15%	20%	14%	15%	14%	12%
							K				
<b>The government can be trusted to make long-term decisions that will benefit people 20-30 years from now</b>	12%	13%	12%	15%	10%	12%	13%	16%	12%	12%	9%
				A				K			

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.  
For subgroup base sizes, please see Methodology.

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Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).





I'm going to describe various types of political systems. How good or bad do you think each is or would be as a way of governing your country. (Very / fairly good).

Q9.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
Having a democratic political system	77%	83%	71%	73%	82%	82%	71%	71%	69%	83%	83%
	CI	AC			AD	AD				AGHI	AGHI
Having experts make decisions according to what they think is best for the country	70%	72%	69%	71%	73%	71%	74%	69%	65%	73%	71%
										I	
Having a strong leader who does not have to bother with parliament and elections	42%	44%	40%	45%	46%	39%	37%	38%	43%	50%	38%
										AGHK	
A system governed largely by business leaders and wealthy people	25%	27%	24%	26%	27%	27%	25%	33%	26%	23%	22%
								AJK			
Having the army rule	22%	22%	21%	23%	24%	23%	22%	26%	23%	21%	18%
								K			
Having a system governed by religious law in which there are no political parties or elections	17%	18%	15%	18%	17%	19%	15%	22%	19%	15%	13%
								K			

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).

# Which, if any, of the following do you think the government has a responsibility to provide for all people in [COUNTRY]? Please select all that apply.

Q10.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
An adequate standard of living	67%	66%	68%	69%	65%	66%	64%	68%	63%	70%	68%
Law and order	65%	68%	61%	60%	66%	69%	62%	62%	58%	67%	71%
Clean air and water	55%	52%	57%	55%	53%	58%	51%	53%	51%	58%	56%
High quality education	53%	55%	52%	45%	55%	62%	54%	54%	49%	52%	58%
A society where men and women have equal rights	49%	44%	53%	45%	45%	53%	50%	47%	46%	45%	56%
Adequate income in retirement	42%	38%	46%	46%	37%	40%	30%	42%	40%	43%	49%
The opportunity to influence decisions made by government	38%	42%	35%	35%	37%	43%	42%	38%	39%	38%	38%
A society free of social tensions	37%	40%	34%	31%	42%	38%	35%	38%	36%	33%	41%
Free healthcare	30%	27%	32%	30%	26%	31%	31%	28%	30%	28%	31%
None of the above	5%	5%	6%	6%	5%	3%	9%	7%	5%	6%	3%

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).

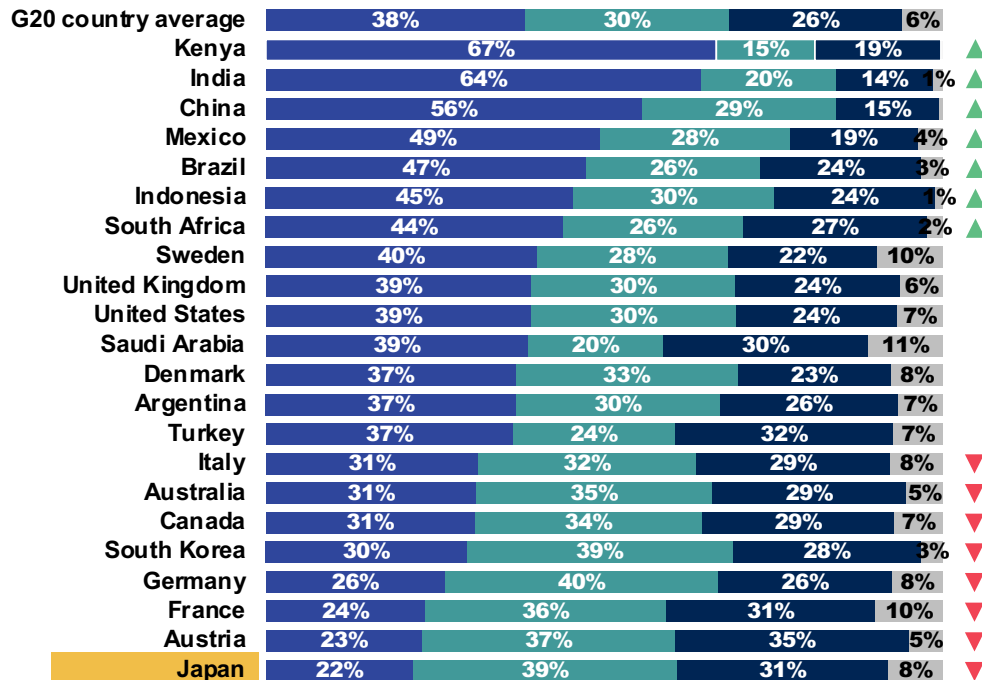


# To what extent, if at all, do you agree or disagree with the following statements about your country?

Q11. To what extent, if at all, do you agree or disagree with the following statements about your country?

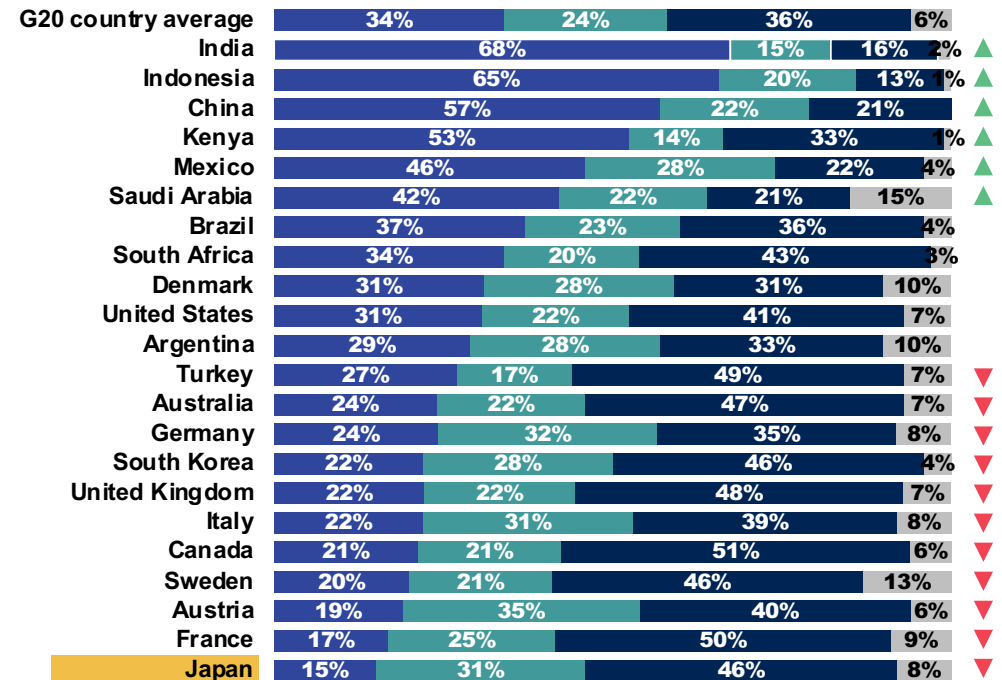
## International organisations can be trusted more than national governments to address global challenges

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



## All countries are equally represented in today's international organisations

■ Strongly/tend to agree ■ Neither agree nor disagree ■ Strongly/tend to disagree ■ Don't know



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# To what extent, if at all, do you agree or disagree with the following statements about your country? (Strongly / tend to agree).

Q11.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
<b>International organisations can be trusted more than national governments to address global challenge</b>	22%	20%	23%	20%	20%	27%	30%	23%	21%	17%	23%
	J					AD	AJ				
<b>All countries are equally represented in today's international organisations</b>	15%	14%	16%	16%	16%	17%	15%	17%	21%	12%	13%
									AJK		

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.  
For subgroup base sizes, please see Methodology.

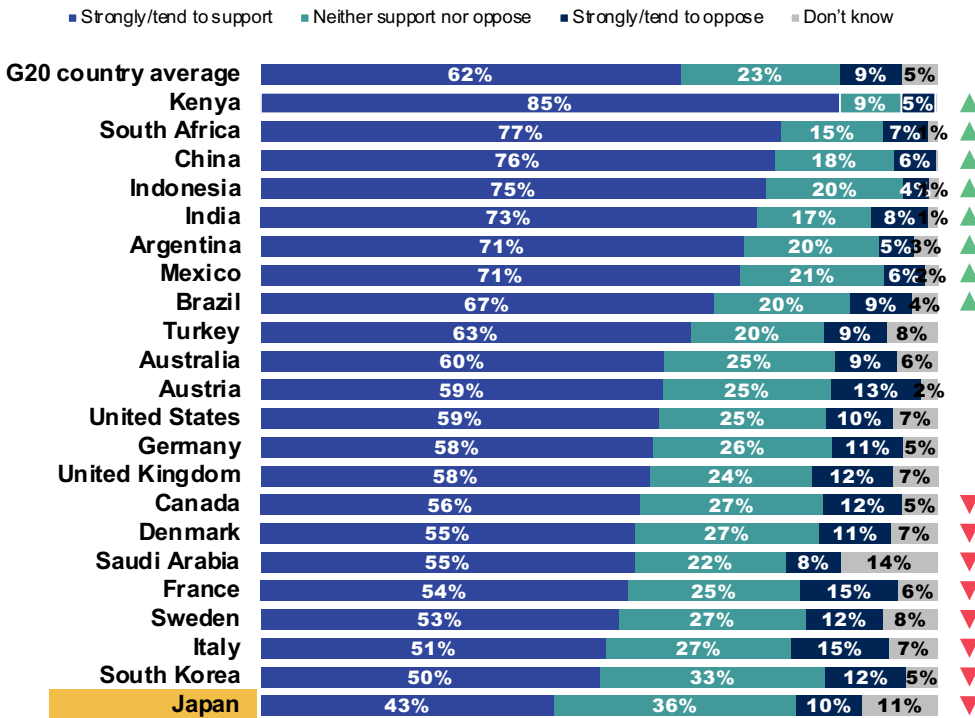
Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



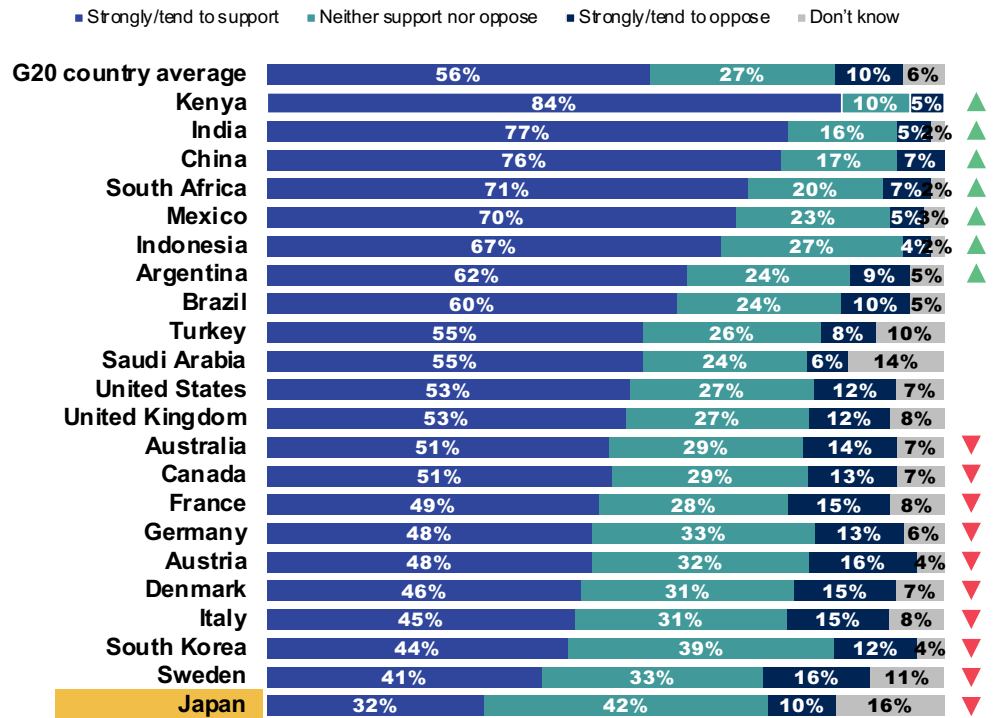
# Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

## Global surveys of citizens' attitudes and concerns



## Global citizens' assemblies

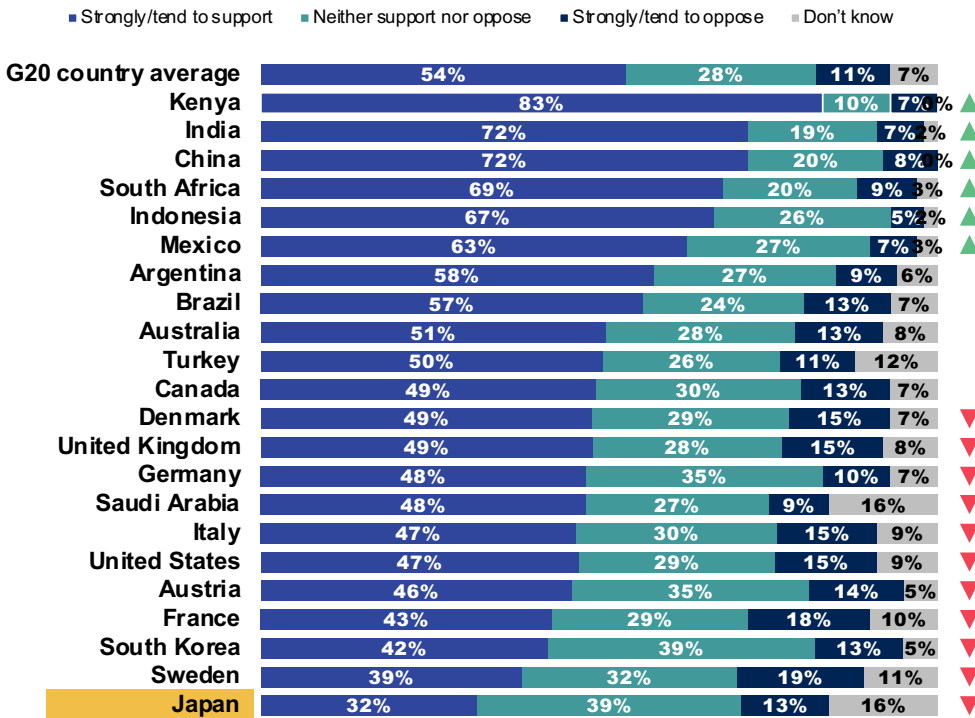


Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

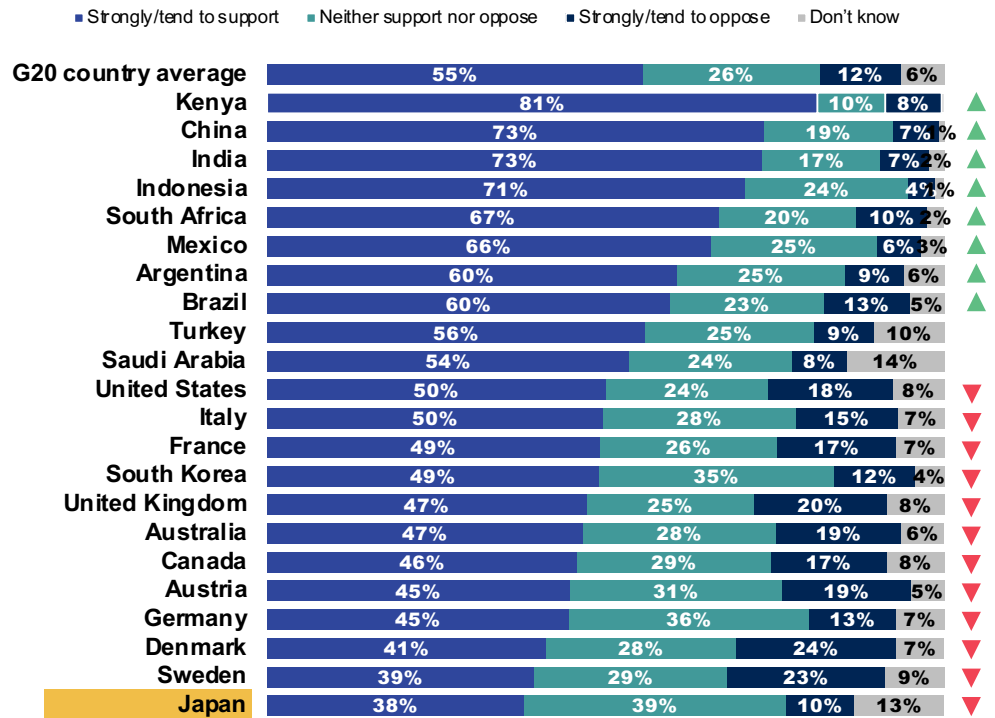
# Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

Q12. Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals?

## A United Nations Parliamentary Assembly



## Global referenda



Base: 22,000 across 22 countries, 18 - 55-75, online interviews, 5th March – 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), China (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 18 G20 countries surveyed (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



Some ways that citizens could be more involved in international organisations are listed below. To what extent, if at all, do you support or oppose these proposals. (Strongly / tend to support).

Q12.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
Global surveys of citizens' attitudes and concerns	43%	44%	42%	39%	42%	50%	55%	41%	42%	43%	38%
						AD	AHIJK				
Global referenda	38%	40%	35%	34%	37%	45%	45%	40%	32%	34%	41%
						AD	IJ				
A United Nations Parliamentary Assembly	32%	34%	30%	34%	29%	37%	42%	28%	26%	31%	38%
	I					AE	AHIJ				AHIJ
Global citizens' assemblies	32%	36%	28%	31%	28%	39%	37%	32%	29%	28%	36%
	C	AC				ADE					

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.  
For subgroup base sizes, please see Methodology.

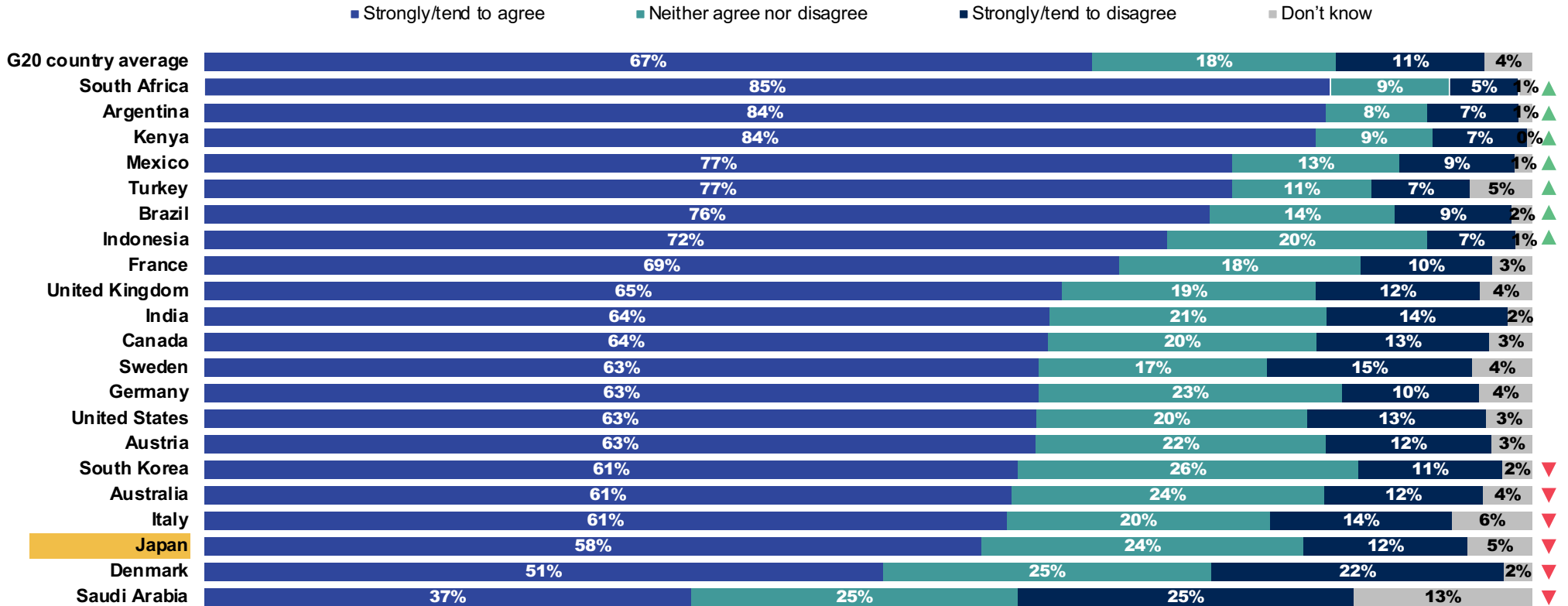
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Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



# There's too much economic inequality in Japan these days.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

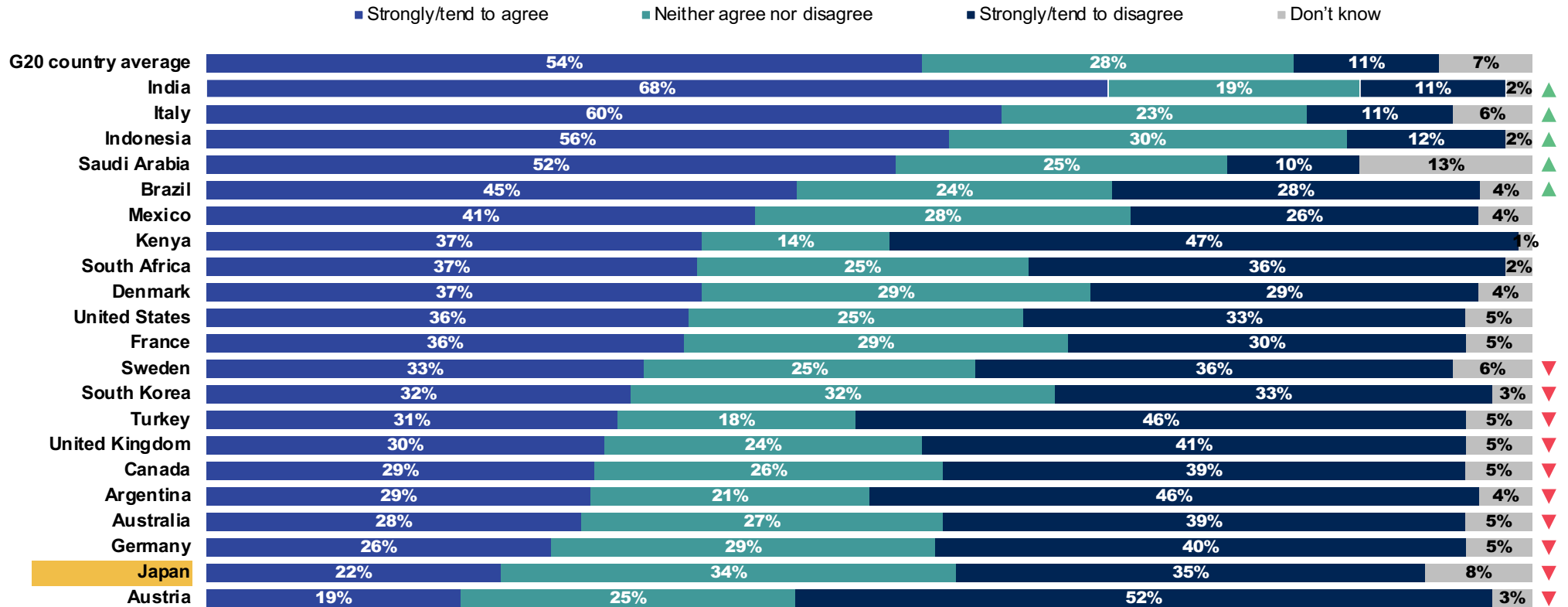


Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



# We are all better off when some people get rich, because their spending and investment trickles down throughout Japan's society, leading to more wealth for all.

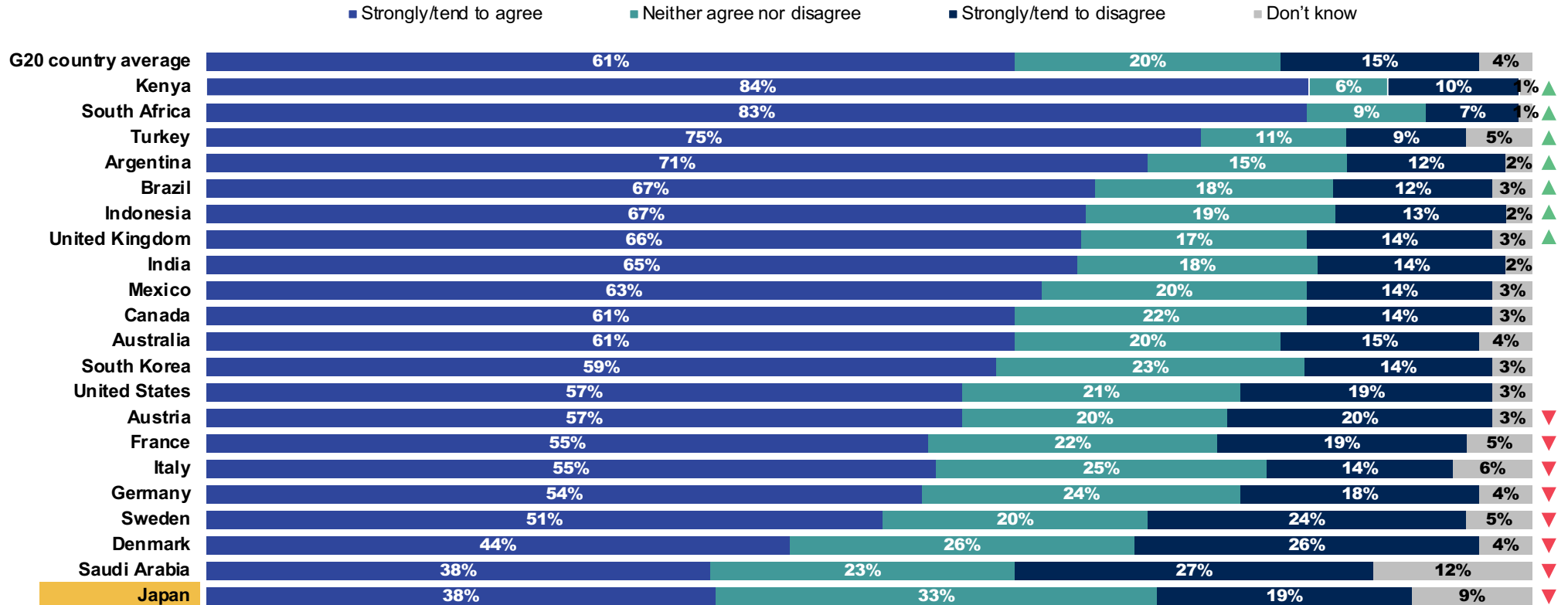
Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The economic system in Japan hurts people who have least money.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?



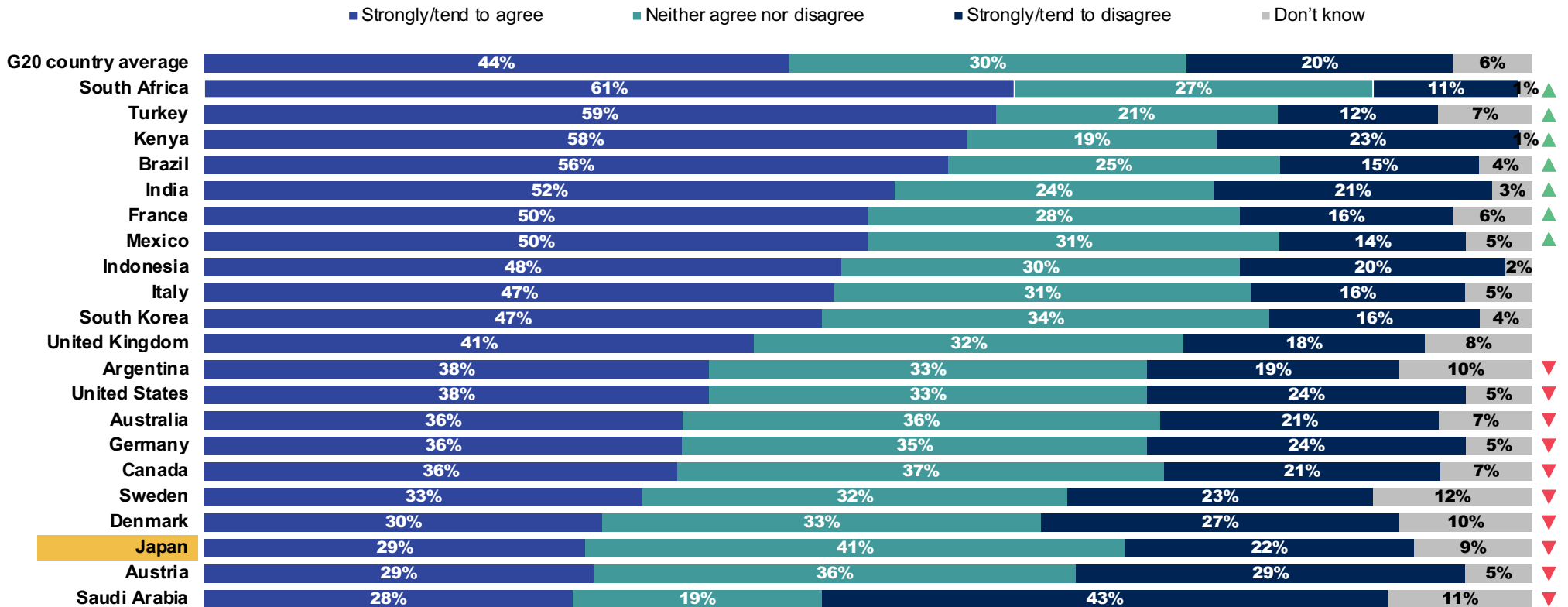
Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

▲ ▼ Statistically significant difference vs average of 17 G20 countries (strongly/tend to agree)



# The economic system in Japan is bad for the environment.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?



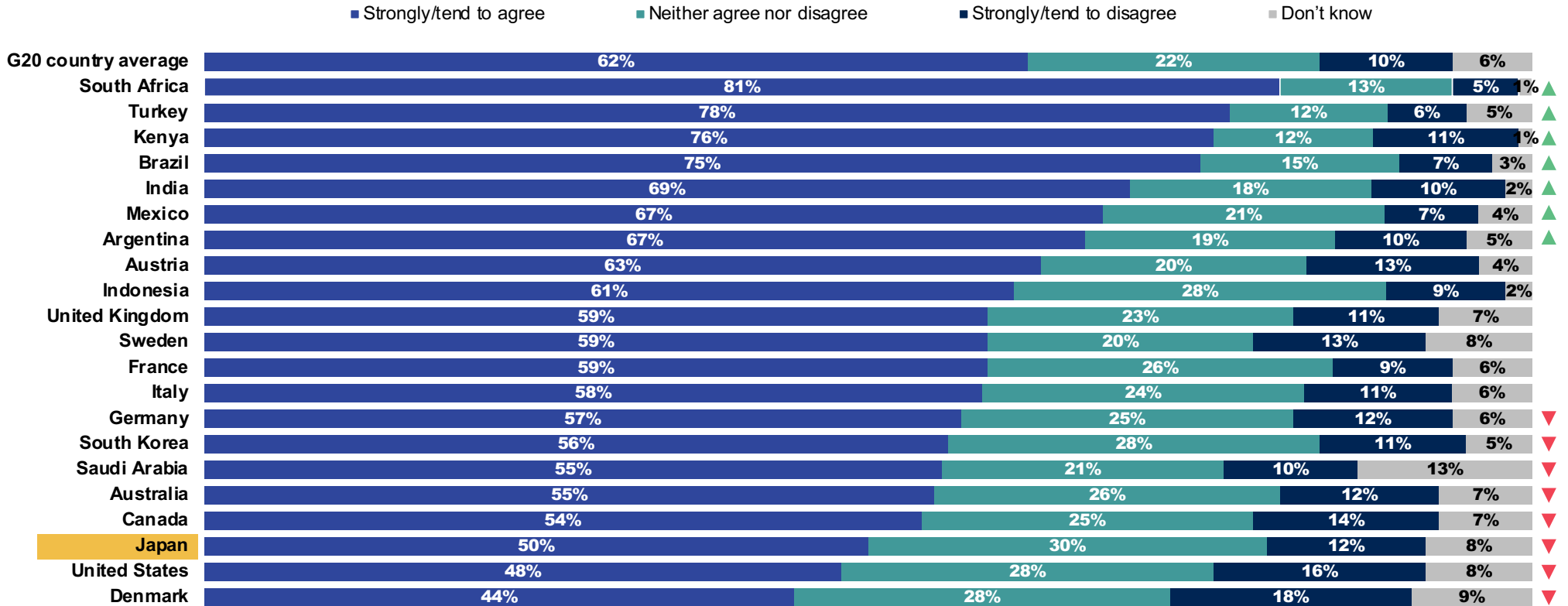
Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

▲ ▼ Statistically significant difference vs average of 17 G20 countries (strongly/tend to agree)



# The way the world's economy works now is unfair to poorer countries.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?



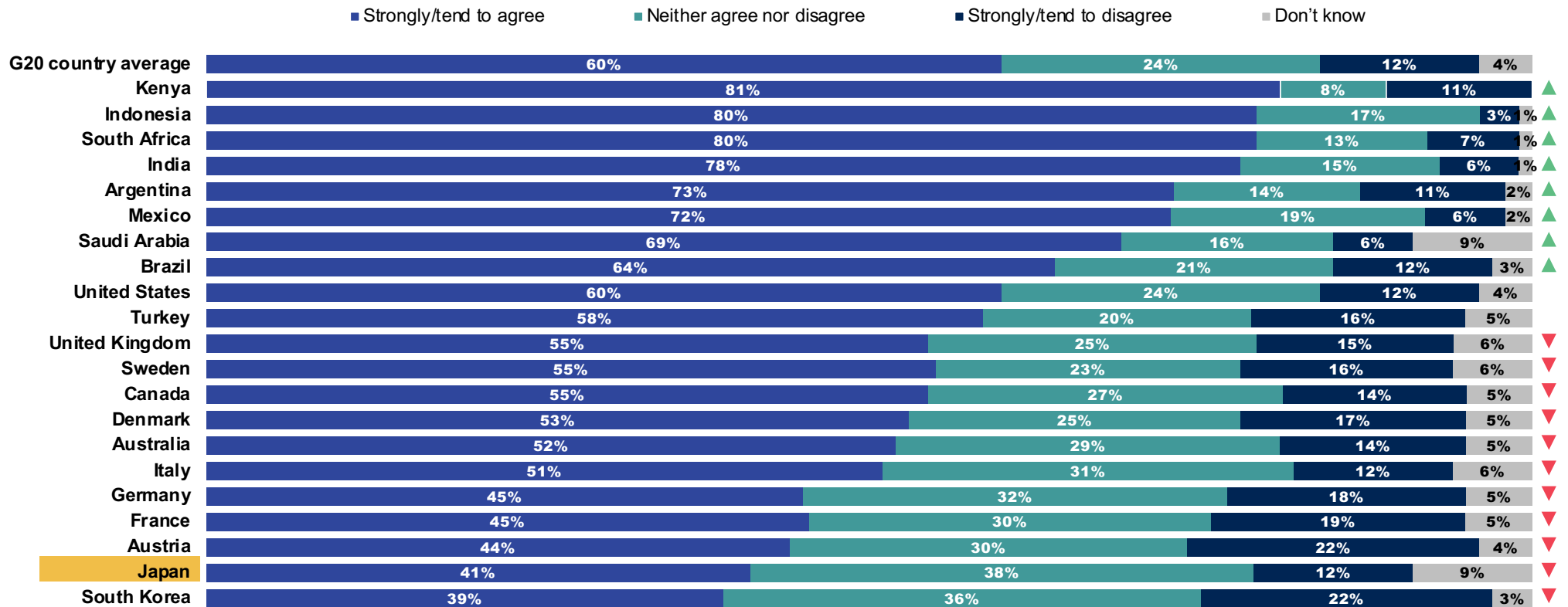
Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

▲▼ Statistically significant difference vs average of 17 G20 countries (strongly/tend to agree)



# Focusing on economic growth in Japan is the best way to achieve wealth and wellbeing for all who live here.

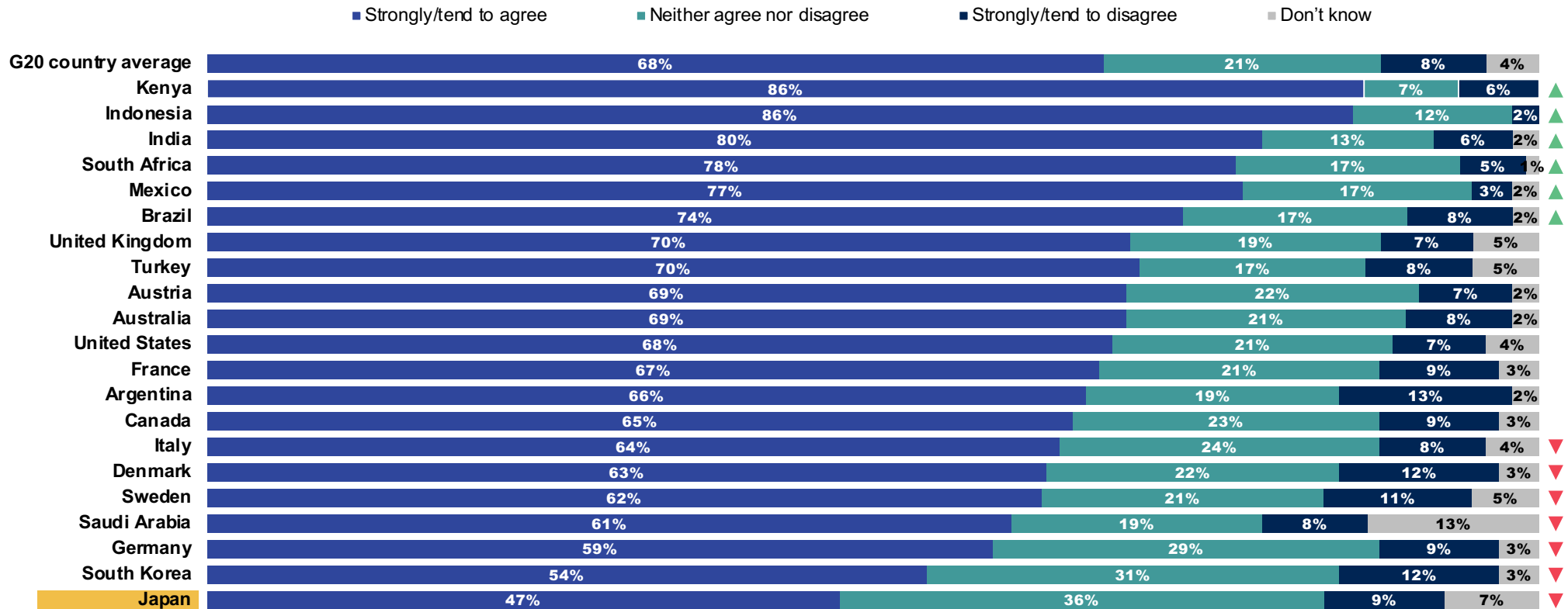
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Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The way Japan's economy works should prioritise the health and wellbeing of people and nature rather than focusing solely on profit and increasing wealth in Japan.

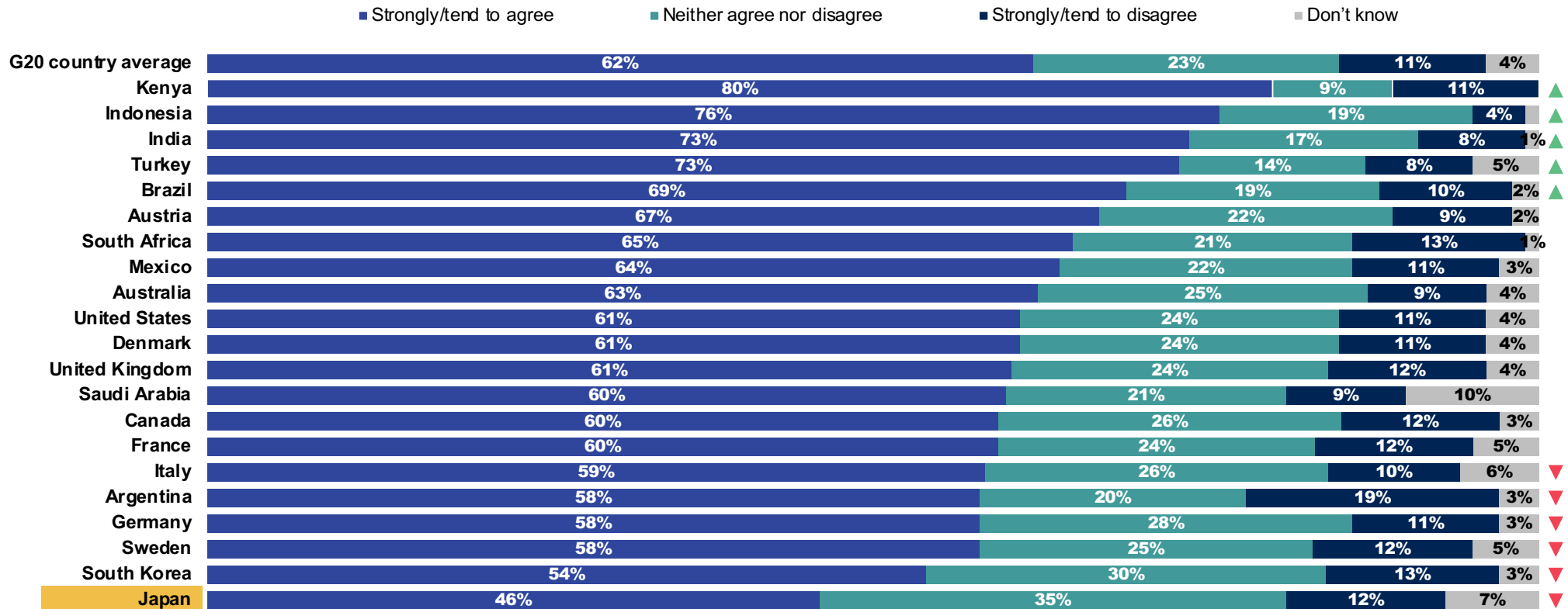
Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# The economic success of a country should be measured by the health and wellbeing of its citizens, not how fast the economy is growing.

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

# To what extent, if at all, do you agree or disagree with the following statements about the economy in your country? (Strongly / tend to agree).

Q13.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
There's too much economic inequality in Japan these days.	58%	54%	62%	61%	62%	54%	65%	54%	60%	57%	58%
The way the world's economy works now is unfair to poorer countries.	50%	51%	47%	53%	51%	47%	50%	49%	48%	48%	53%
The way economy works should prioritise the health and wellbeing of people and nature rather than focusing solely on profit and increasing wealth in Japan.	47%	48%	47%	47%	48%	49%	50%	38%	48%	45%	54%
The economic success of a country should be measured by the health and wellbeing of its citizens, not how fast the economy is growing.	46%	46%	45%	43%	47%	51%	43%	41%	41%	44%	57%
Focusing on economic growth in Japan is the best way to achieve wealth and wellbeing for all who live here.	41%	43%	41%	43%	40%	46%	54%	44%	36%	37%	43%
The economic system in Japan hurts people who have least money.	38%	40%	36%	44%	36%	35%	37%	39%	37%	40%	38%
The economic system in Japan is bad for the environment.	29%	28%	29%	31%	25%	32%	28%	26%	35%	26%	28%
We are all better off when some people get rich (as spending and investment trickles down, leading to more wealth for all)	22%	24%	21%	22%	24%	25%	25%	29%	23%	19%	18%

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.  
For subgroup base sizes, please see Methodology.

Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).

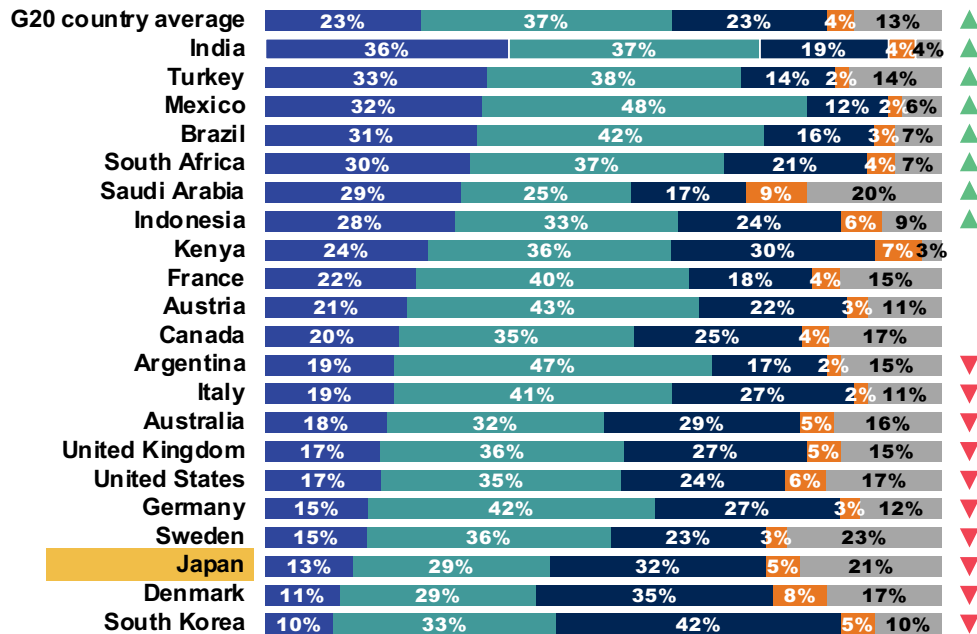


# Which comes closest to your view about the following political systems?

Q14. Which comes closest to your view about the following political systems?

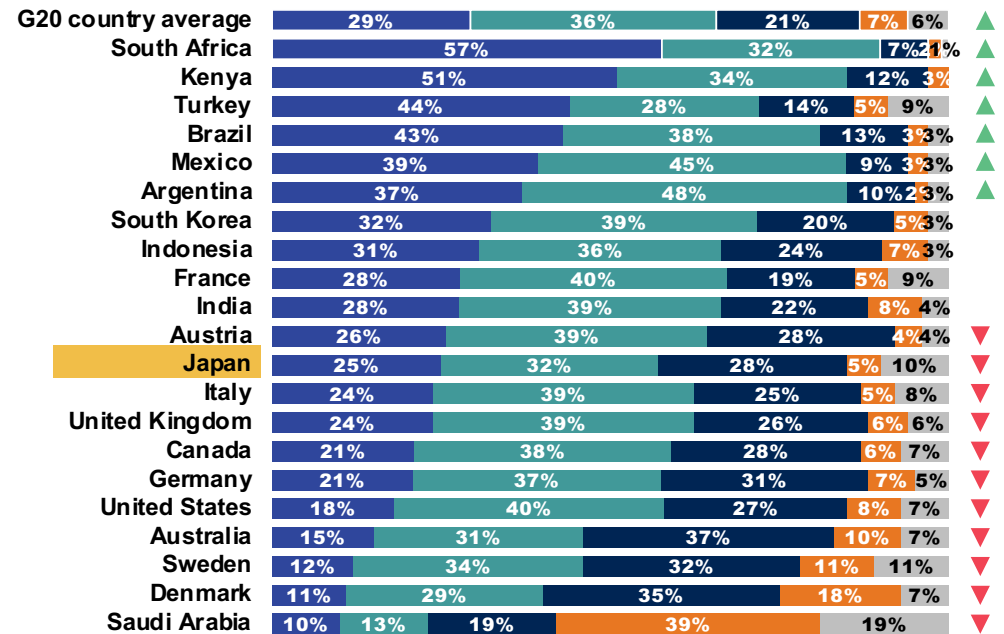
## The global political system

- It needs to be completely reformed
- It needs minor changes
- It needs major changes
- It doesn't need to be changed
- Don't know



## The political system of Japan

- It needs to be completely reformed
- It needs minor changes
- It needs major changes
- It doesn't need to be changed
- Don't know



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).

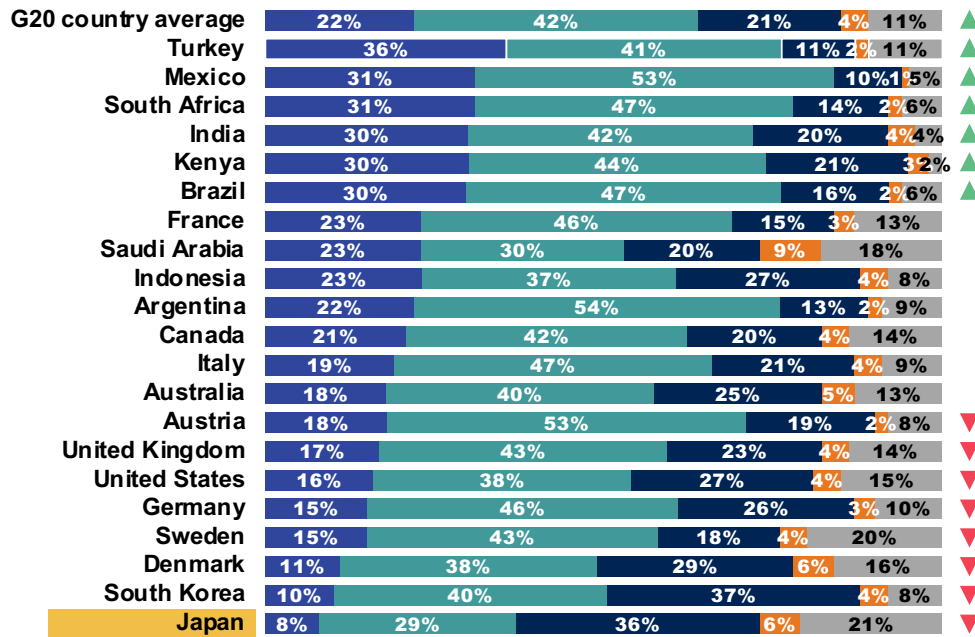


# Which comes closest to your view about the following economic systems?

Q14. Which comes closest to your view about the following political systems?

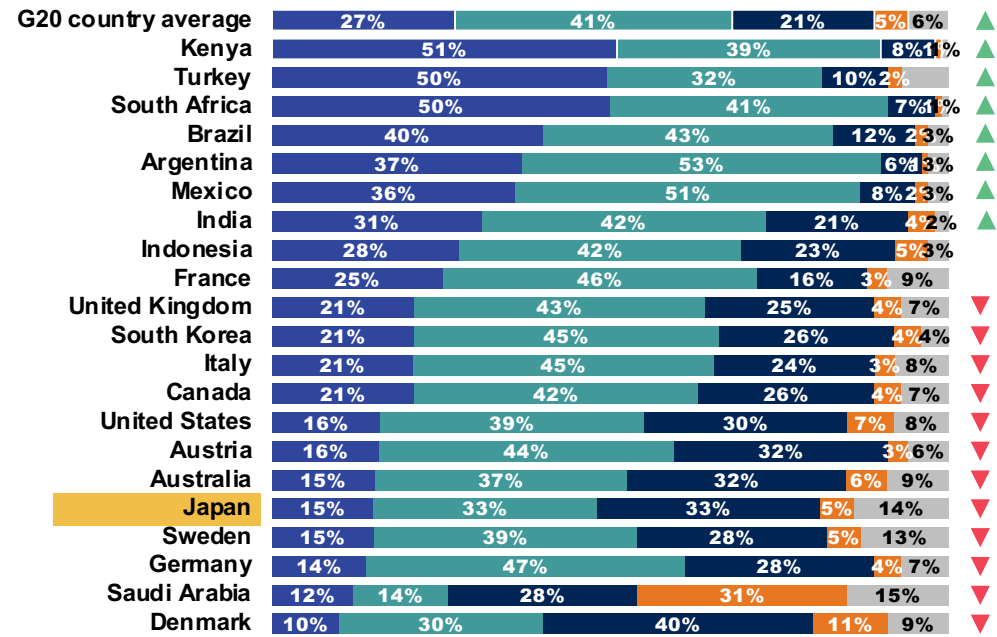
## The global economic system

- It needs to be completely reformed
- It needs minor changes
- Don't know
- It needs major changes
- It doesn't need to be changed



## The economic system of Japan

- It needs to be completely reformed
- It needs minor changes
- Don't know
- It needs major changes
- It doesn't need to be changed



Base: 21,000 across 21 countries, 18 - 55-75, online interviews, 5th March - 8th April 2024. Argentina (1,000), Australia (1,000), Austria (1,000), Brazil (1,000), Canada (1,000), Denmark (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Kenya (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Sweden (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000). 'G20 country average' is an arithmetic average of 17 G20 countries surveyed (Argentina, Australia, Brazil, Canada, France, Germany, India, Indonesia, Italy, Japan, Mexico, Saudi Arabia, South Africa, South Korea, Turkey, United Kingdom, United States).



# Values and demographics

# 03

## To what extent are you optimistic or pessimistic about each of the following... (Very / somewhat optimistic).

Q2.

	Total (A)	Gender		Household income			Age				
		Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
<b>Your future</b>	23%	23%	23%	20%	21%	30%	28%	32%	15%	22%	22%
	I					ADE	I	AIJK			
<b>The future of your country</b>	11%	12%	10%	10%	10%	15%	14%	15%	8%	9%	11%
						AD		IJ			
<b>The future of the world</b>	11%	9%	12%	13%	9%	12%	21%	19%	8%	8%	5%
	K						AIJK	AIJK			

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.  
For subgroup base sizes, please see Methodology.

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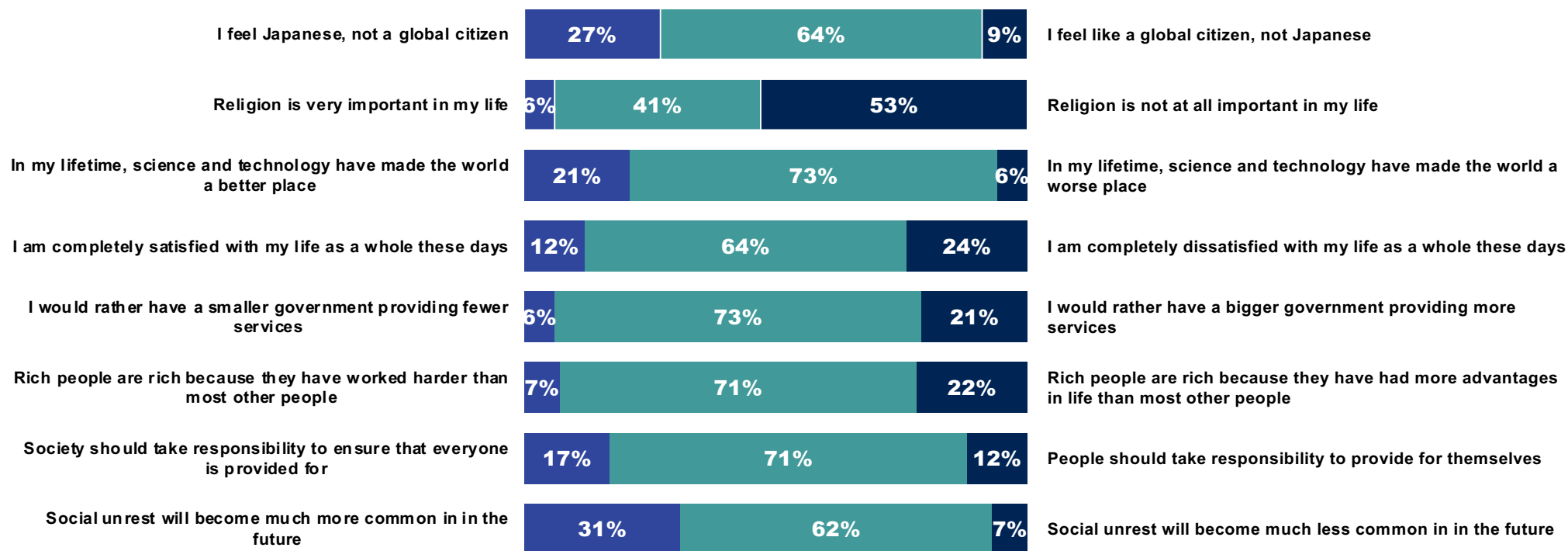
Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



# Please now give us your views on the following issues. We will show you two statements – please tell us which of these statements is closer to your beliefs.

Q3. 1 means you agree completely with the statement on the left; 7 means you agree completely with the statement on the right; and if your views fall somewhere in between, you can choose any number in between.

■ Net: 1-2   ■ Net: 3-5   ■ Net: 6-7



Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.



# How satisfied are you with the financial situation of your household? How exposed, if at all, are you personally to environmental and climate related risks, and threats?

QD4, QD5.

		Total (A)	Gender		Household income			Age				
			Male (B)	Female (C)	Low (D)	Middle (E)	High (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-65 (K)
How satisfied are you with the financial situation of your household?	NET: Very/fairly satisfied	19% D	19%	20%	12%	15%	34% ADE	27% AIJK	26% AIJK	16%	16%	16%
	NET: Very/fairly dissatisfied	52% F	52%	52%	67% AEF	50% F	35%	44%	48%	56% G	52%	55%
	Don't know	2%	2%	3%	1%	1%	1%	3%	4% AJK	3% JK	1%	-
How exposed, if at all, are you personally to environmental and climate related risks, and threats?	NET: Very/somewhat exposed	36%	38%	34%	36%	35%	40%	32%	35%	35%	34%	39%
	NET: Not very/not at all exposed	53%	54%	52%	53%	56%	54%	56%	53%	51%	54%	53%
	Don't know	11% BF	8%	14% AB	11% F	9%	6%	10%	12%	13% K	12%	8%

Base: Japan, 1,000 adults aged 18 to 65, interviewed online, 5th March – 8th April 2024.  
For subgroup base sizes, please see Methodology.

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Green letters show that column % is significantly higher than the column indicated by the letter. Subgroups sig tested against total and comparable others (i.e. male vs female; low vs middle vs high household income; 18-24 vs 25-34 vs 35-44 vs 45-54 vs 55-65).



# Methodology

# 04

# Objectives and methodology.

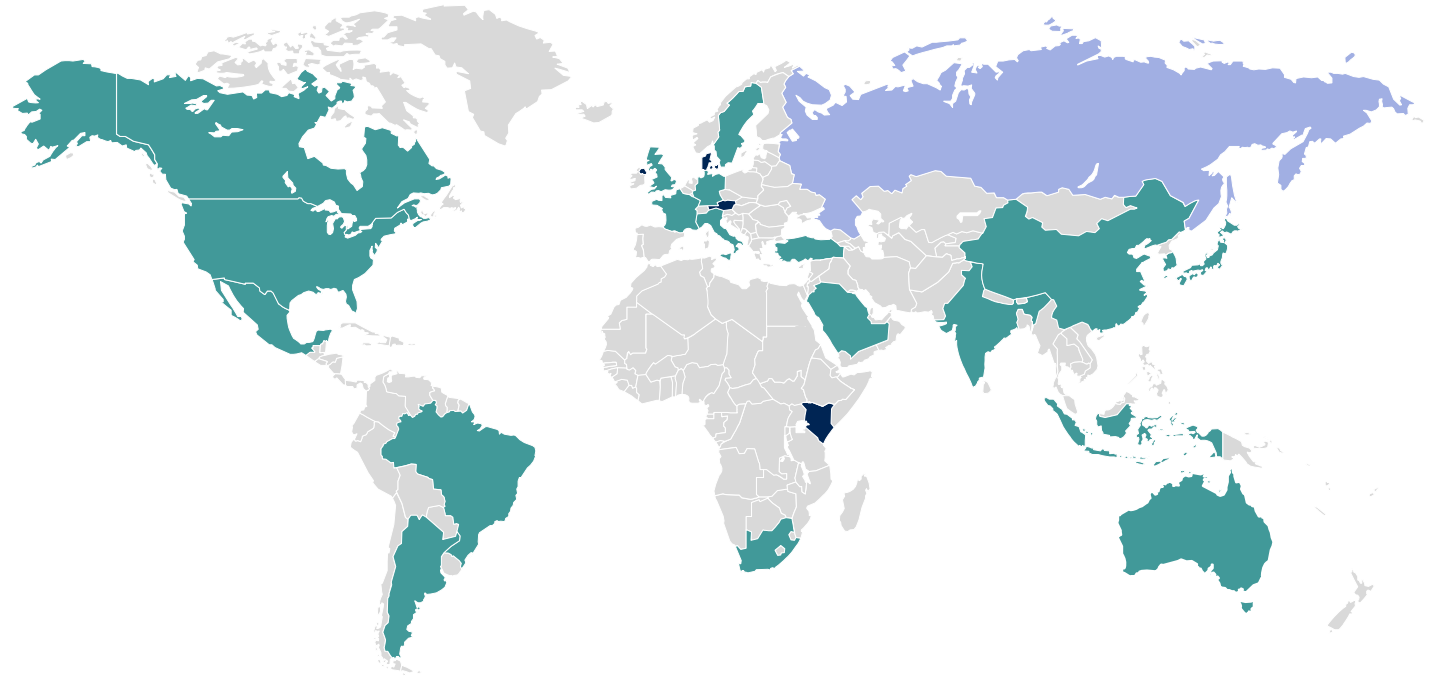
- Commissioned by Earth4All and the Global Commons Alliance, in partnership with The Policy Institute Kings College, Wellbeing Alliance, ISWE, and Wellbeing Economy Alliance, Ipsos conducted research to understand **attitudes to societal transformations, political / economic systems and planetary stewardship**. Questions focused on: values and worldviews, attitudes towards nature and planetary stewardship, attitudes towards national and global political and economic systems, levels of support for Earth4All policy recommendations. **This report focuses on attitudes towards national and global political and economic systems, and levels of support for Earth4All policy proposals.**
- Ipsos surveyed **22,000 participants aged 18 to 55-75 in total across 22 countries**. This included 18 G20 countries (Argentina (1,000), Australia (1,000), Brazil (1,000), Canada (1,000), China (1,000), France (1,000), Germany (1,000), India (1,000), Indonesia (1,000), Italy (1,000), Japan (1,000), Mexico (1,000), Saudi Arabia (1,000), South Africa (1,000), South Korea (1,000), Turkey (1,000), United Kingdom (1,000), United States (1,000)), plus four countries outside the G20 (Austria (1,000), Denmark (1,000), Kenya (1,000) and Sweden (1,000)). Not all questions were asked in China. All interviews were conducted online and took place between **5th March and 8th April 2024**.
- **Quota sampling** was used, and in each country data are **weighted to be representative of the national population on age, gender, region and working status**. Where results do not sum to 100, this may be due to rounding, multiple responses, or the exclusion of 'don't know' categories.
- **This report presents a 'G20 country average'** and compares individual countries against this. Overall 'G20 country average' percentage is an arithmetic average of national results across the 18 G20 countries surveyed (or 17 G20 countries in the case of questions that were not asked in China), where the results from each country have the same weight and are not pro-rata to the true population proportions for this audience.
- This report presents the findings from **Japan**, comparing responses with the other nations surveyed. This study also compares responses from different demographic groups in Japan. In **Japan, 1,000 participants aged 18-75 were interviewed** in Japanese between 5th March and 8th April 2024.



# Methodology: Study Coverage.

22 countries were included in the study, a total of **22,000 participants** from age 18 to 55-75.

Some questions that were asked were also run in the [Global Commons Survey in 2021](#). Where this is the case, trend data has been shown for those countries included in both the 2021 and 2024 studies.



■ Countries new to survey in 2024   ■ Countries surveyed in 2021 & 2024   ■ Countries surveyed in 2021 only

# Methodology: demographics/subgroups bases.

Unweighted 1000 / Weighted 1000		Unweighted 1000 / Weighted 1000	
<b>Gender</b>		<b>Age</b>	
Male	502 / 498 50% / 50%	18-24	115 / 116 12% / 12%
Female	487 / 491 49% / 49%	25-34	167 / 176 17% / 18%
<b>Employment Status</b>		35-44	222 / 219 22% / 22%
Working	738 / 738 74% / 74%	45-54	262 / 256 26% / 26%
Not working	262 / 262 26% / 26%	55-65	234 / 233 23% / 23%
<b>Education</b>		<b>Region</b>	
Secondary	515 / 515 52% / 52%	Hokkaido	42 / 41 4% / 4%
Degree or above	448 / 448 45% / 45%	Tohoku	66 / 66 7% / 7%
<b>Household Income (per annum, pre-tax)</b>		Kanto	362 / 364 36% / 36%
Low (<\$50,000)	328 / 328 33% / 33%	Chubu	178 / 179 18% / 18%
Middle (\$50,000-\$94,999)	265 / 265 27% / 26%	Kansai	161 / 162 16% / 16%
High (\$95,000+)	298 / 298 30% / 30%	Chugoku	55 / 54 6% / 5%
<b>Children in Household</b>		Shikoku	27 / 27 3% / 3%
Yes	215 / 215 22% / 21%	Kyushu / Okinawa	109 / 108 11% / 11%
No	773 / 773 77% / 77%		

Please note: any use of the data from this research in the public domain will need to be signed-off by Ipsos's Polls for Publication team.

# Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



**ISO 20252** – is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos in the UK was the first company in the world to gain this accreditation.



**The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA)** – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



**MRS Company Partnership** – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.



**HMG Cyber Essentials** – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



**ISO 9001** – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



**Fair Data** – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.



**ISO 27001** – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.

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**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.**

# Appendix: Trending vs Global Commons research

# 05

## The way Japan's economy works should prioritise the health and wellbeing of people and nature rather than focusing solely on profit and increasing wealth in Japan. (Strongly / tend to agree).

Q13. To what extent, if at all, do you agree or disagree with the following statements about the economy in your country?

	2021	2023	
G20*	74%	68%	▼
Argentina	73%	66%	▼
Australia	71%	69%	▼
Brazil	78%	74%	
Canada	69%	65%	▼
France	75%	67%	▼
United Kingdom	69%	70%	
Germany	73%	59%	▼
India	77%	80%	
Indonesia	86%	86%	
Italy	77%	64%	▼
Japan	61%	47%	▼
Saudi Arabia	59%	61%	
South Korea	71%	54%	▼
Mexico	79%	77%	
South Africa	78%	78%	
Turkey	85%	70%	▼
United States	68%	68%	
Sweden	56%	62%	▲

Base= 2021=18,655; 2023=19,000. \*Please note that G20 average in 2021 included Russia.