



**PUBLIC RESPONSES FOR THE  
LOW CARBON SOCIETY IN JAPAN**

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# JAPANESE MID -TERM GREENHOUSE GAS EMISSION REDUCTION TARGET

- June 10 by then Prime Minister Taro Aso
  - announced 15% against 2005 level
- In August, the government has changed from Liberal Democratic Party to Democratic Party.
- September 22 by Prime Minister Hatoyama
  - announced 25% target against 1990 emission level.

# DATA

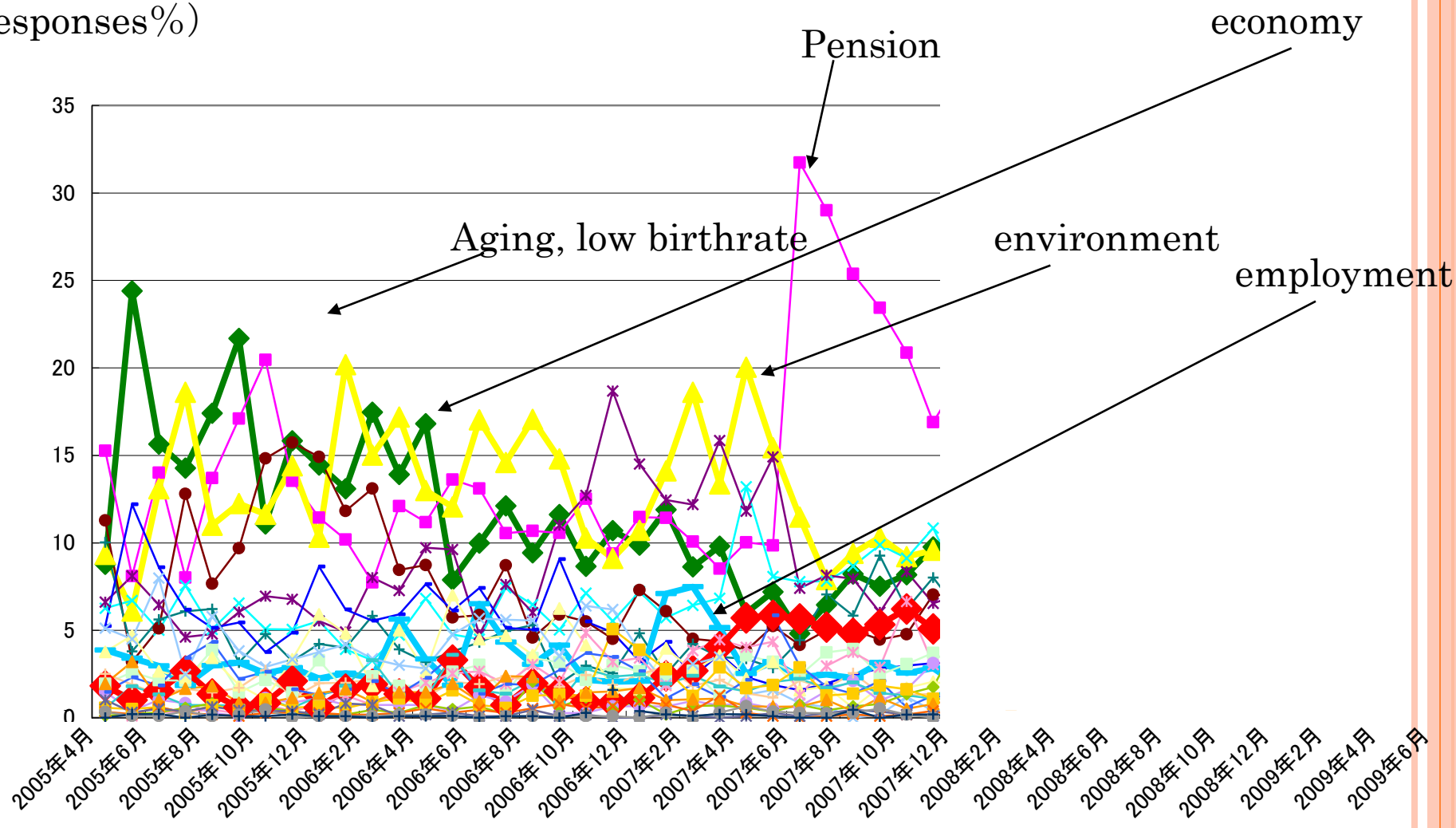
- Monthly public opinion survey.
  - From June 2005 to September 2009 by NIES
- Public Opinion Survey that focused on the mid-term reduction target.
  - Fielded April, June, July in 2009 by NIES
- Mass media coverage .
  - TV news programs and Japanese major newspaper articles.



# **MONTHLY PUBLIC OPINION SURVEY.**

**From June 2005 to September 2009 by NIES**

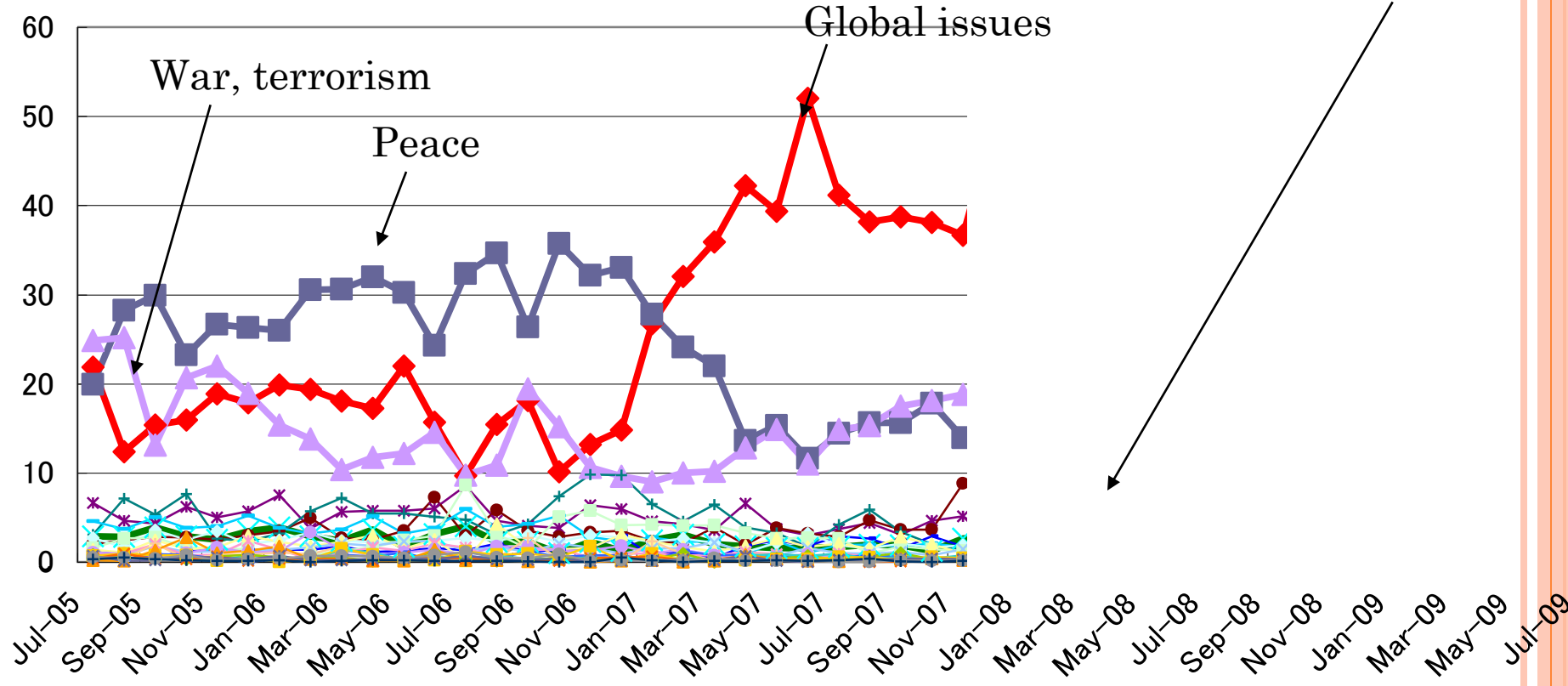
(responses%)



- |                     |                            |                           |                      |                          |
|---------------------|----------------------------|---------------------------|----------------------|--------------------------|
| ● economy           | ■ pension                  | ▲ aging, low birthrate    | ✦ social welfare     | ✧ education              |
| ● finance           | ✦ politics                 | — international relations | — employment         | ◆ environment, pollution |
| ■ safety            | ▲ crime, public safety     | ✦ Asia relations          | ✧ widening disparity | ● food                   |
| — others            | — war, conflict, terrorism | — morale                  | ◆ energy, resources  | ■ child bearing          |
| ▲ national security | ✦ local finance            | ✧ natural disaster        | ● interst            | — nuclear                |

Domestic important issues(2005.4~2009.07)

(responses%)



- |   |  |
|---|--|
| ◆ Environment/Pollution                       | ■ Peace                                    |
| ▲ war/terrorism/conflict                      | × economy                                  |
| * poverty, rich-poor gap                      | ● energy, resources                        |
| + nuclear                                     | — food                                     |
| — international relations                     | ○ other                                    |
| ■ abduction, N-korea                          | ▲ Middle east                              |
| × USA relation                                | * Asia relation                            |
| ● religion                                    | — crime/public safety                      |
| — education                                   | — population                               |
| ◆ security                                    | ■ illness, medical service, social welfare |
| ▲ natural disaster                            | × discrimination, human rights             |
| * south-north issue, developing country issue | ● defense, arms control                    |

World important issues (2005.5~2009.07)



**PUBLIC OPINION SURVEY THAT  
FOCUSED ON THE MID-TERM  
REDUCTION TARGET.**

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**Fielded April, June, July in 2009 by NIES**

# HIGH RISK PERCEPTION, RECOGNIZE RESPONSIBILITY, RESULTS SHOW.

- Japanese public's high risk perception for climate change consequences
- People supported:
  - “**sufficient reduction target** against climate change consequences”,
  - because, “developed countries have a **responsibility for historical** greenhouse gas emission”
  - and “**developed countries/regions do not have enough money**, enough human power for tackling this issue at this moment”,
  - but “countries who are achieving rapid economic growth should **share** the mid-term target with industrial countries.”



# MASS MEDIA COVERAGE .

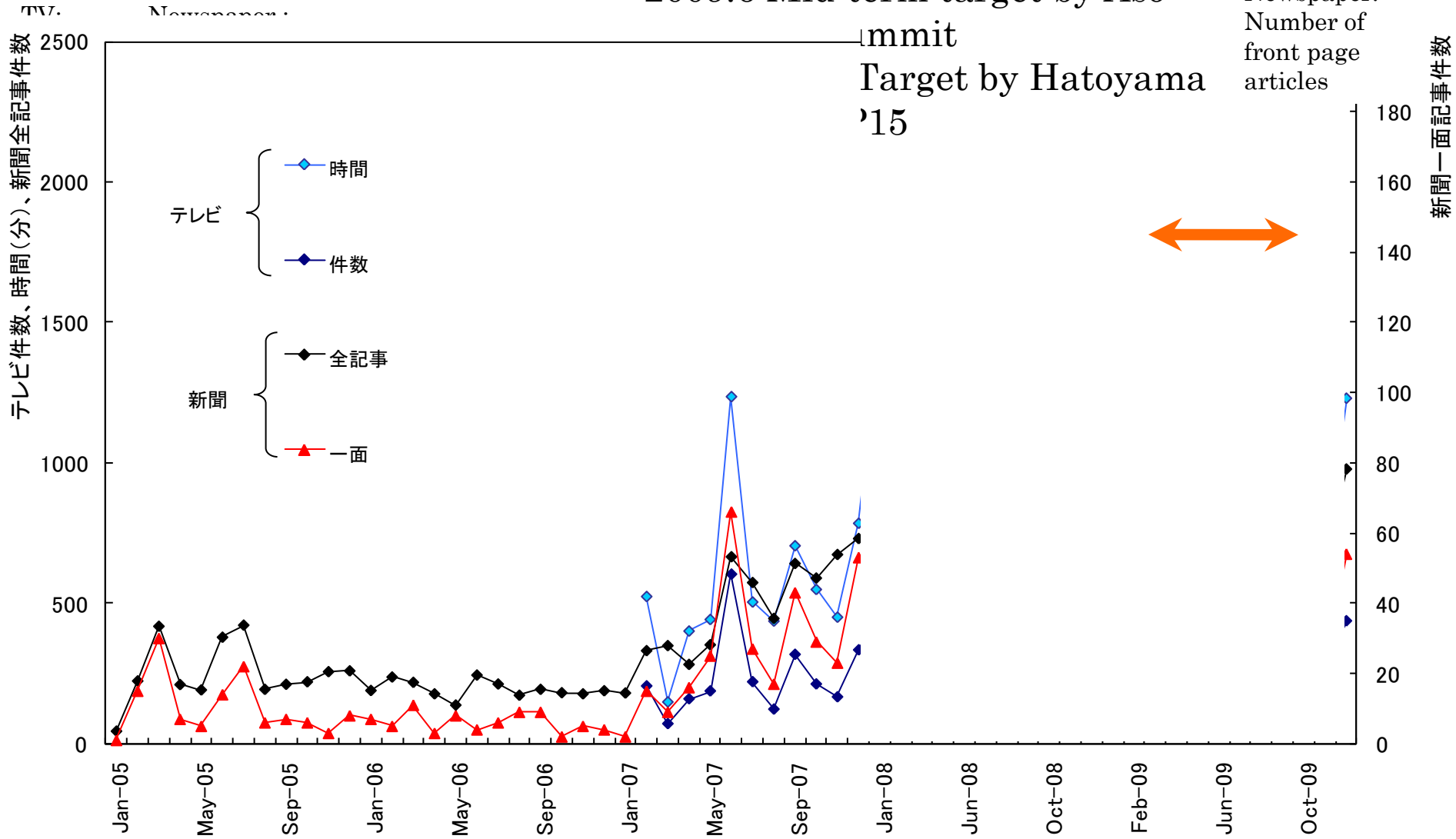
9

**TV news programs and Japanese major newspaper articles**

# 2009.6 Mid-term target by Aso

Commit  
Target by Hatoyama  
'15

Newspaper:  
Number of  
front page  
articles



# FURTHER RESEARCH

- How did mass media talk about the target?
  - Positive?
  - Negative?
  - Stable? Changed?
- What (traditional, conventional and modern) values are reflected to this responses?
- Other Changes
  - Individual Behaviors?
  - Community actions?
  - Social institutions?