

Question: In the present situation, which is preferable: to build a large number of barracks or, for the same cost, to build a smaller number of well built noninflammable houses?

	Total	By economic level		
		Upper	Middle	Lower
Barracks	43%	37%	42%	46%
Noninflammable residences	38	47	40	31
No difference	11	11	10	14
Don't know	8	5	8	9
	100%	100%	100%	100%

Clothing

Clothing or material for clothing was the most widespread consumer need. Ninety-nine out of every one hundred families reported a need for clothing or material. The items most badly needed were winter underwear for adults, towelling, cloth for repairs, and tabi, although many other kinds of clothing were mentioned frequently. Most families were badly in need of more than one kind of clothing.

Question: Do you need clothing or material for clothing?

Yes	99%
No	1
	100%

Question: What kind of clothing or material do you need badly?

	Percentage of sample families
Adult winter underwear	31%*
Towelling	28
Cloth for repairs	26
<u>Tabi</u>	20
Work clothes	18
Infant winter underwear	17
(Continued on next page)	
* Many respondents gave more than one answer	



(Table continued from page 9)

	Percentage of sample families
Adult summer underwear	17
Futon <sup>10</sup> cloth	13
Socks and stockings	13
School clothes	11
Adult outer garments	11
Wool yarn	9
Cotton filler for futon	8
Sewing thread	8
Children's winter underwear	8
Infant summer underwear	7
Infant outer garments	5
Children's summer underwear	4
Sheets	4
Bleached cotton cloth for pregnant women	3
Flannel for pregnant women	3
Children's outer garments	3
Blankets	3
Middle school boys' clothes	1
Mosquito netting	1
Work gloves	0**
Mosquito nets for cribs	2
Other	1
Don't know	

\*\* Less than 0.5 percent

All the coupons for sewing thread, towelling, tabi, socks, and stockings issued on the 1947 clothing ration had been used by a majority of the sample families. The families of about half of those interviewed bought all the repair cloth their coupons would allow, but only 19 percent used all their coupons for yard goods. Forty-one percent did not use any yard goods coupons.

A large majority had some clothing ration tickets remaining unused. The chief reasons given for having unused tickets were that the articles desired were either too expensive or were not available. Poor quality and a poor distribution system were also blamed.

10. Futon -- bedding used either for mattress or covering.



Question: What did you buy with them and how many of your 1947 clothing ration coupons did you use?

	Used <u>all</u>	Used <u>part</u>	Used <u>none</u>	Don't <u>know</u>	Total
Sewing thread	70%	22	7	1	100%
Towels	65%	23	10	2	100%
<u>Tabi</u> , socks, stockings	59%	29	11	1	100%
Cloth for repairs	49%	21	27	3	100%
Yard goods	19%	35	41	5	100%

Question: Were any of your tickets unused?

Yes	85%
No	15
	100%

Question: (To those who answered "yes") How did it happen that you did not use them all?

Too expensive	59%*
Lack of desired article	38
Poor quality	19
Poor distribution system	19
Did not need anything	4
Not enough points	3
Loss of coupons	1
Other	1
Don't know	2

\* Some respondents gave more than one answer

Sanitation and Medical Care

Garbage Disposal: Garbage is disposed of chiefly by two methods: disposing of it at home, or having it collected by a garbage man. Most families are satisfied with their present method of disposal, although 13 percent would like a regular garbage collection.



Question: How is your garbage disposed of?

Disposed of at home	49%
Taken by garbage collector	46
Both	4
Don't know	1
Other	0*
	100%

\* Less than 0.5 percent

Question: Are you satisfied with this?

Yes	82%
No	18
	100%

Question: (To those who answered "no") How would you like to have it disposed of?

	Expressed as percentage of all sample families
Have garbage man come	13%*
Have garbage man come more often	6
Other	0**
No way	1

\* Some respondents gave more than one answer  
 \*\* Less than 0.5 percent

Disposal of Excreta: The most common method of disposal of human excreta is to sell it to a nightsoil collector, although one-fourth of the sample families dispose of it at home (by using it as fertilizer, etc.). The majority are satisfied with the present method of disposal.

Question: How is human excreta disposed of?

Nightsoil collector	66%
Disposed of at home	26
Both	6
Western-style flush toilet	2
	100%

Question: Are you satisfied with this?

Yes	89%
No	11
	100%



Question: (To those who answered "no") How would you like to have it disposed of?

	Expressed as percentage of all sample families
Nightsoil collector	3%
Have nightsoil collector come more often	6
Flush toilet	0*
Other	1
Don't know	1

\* Less than 0.5 percent

Water Supply: The major source of water for city dwellers is the city mains, although about one in three families have wells. Residents of the six largest cities<sup>11</sup> are much more dependent on city water than are those in the smaller cities, where wells are more common.

Question: What type of water do you use?

	Total	Six cities	Other
City water only	55%	68%	44%
Mainly city water	6	5	7
Half city water, half well water	4	6	3
Mainly well water	3	2	4
Well water only	32	19	42
	100%	100%	100%

Bathing Facilities: A considerable majority of the sample families use public baths for all bathing these days. Less than 25 percent of them reported that they always bathe at home and never use public baths. Bathing patterns vary greatly with economic levels: over half of the families in the upper economic group reported that they bathe at home exclusively, while four-fifths of the families in the lower economic group reported that they use only public baths. Of those who use public baths, 62 percent had complaints. The main objection was to the high fees charged, although the unsanitary condition of the baths and the distance from home were also criticized.

11. Tokyo, Yokohama, Osaka, Kyoto, Nagoya, and Kobe.



Question: Where do you take your baths these days?

	Total	By economic level		
		Upper	Middle	Lower
Entirely at public baths	68%	35%	67%	80%
Entirely at home	23	58	25	10
Both	2	4	2	1
At friends' homes	6	3	5	8
Other	1	0	1	1
	100%	100%	100%	100%

Question: (To those who use public baths) Do you have any complaints about the public baths?

Yes	62%
No	38
	100%

Question: (To those who answered "yes") What are they?

High fees	58%*
Too far away	21
Unsanitary conditions	21
Thieves	15
Overcrowding	13
Inconvenient hours	8
Other	3
* Some respondents gave more than one answer.	

Rodents and Other Vermin: Poison is used most frequently as a method of exterminating rats, although one-fifth of the respondents reported that they use traps, and one-fifth keep cats. Thirteen percent reported that they do not have rats in their homes.

Flea powder (including DDT) is the most popular method of exterminating fleas in the home. One-third of the respondents reported that they are not troubled by fleas at home. The higher the economic level, the smaller the percentage of respondents who reported having fleas in the home. Over half of the respondents favored an insect and rodent powder ration to assist them in ridding their homes of pests, while one-third would like DDT spray to be made available.



Question: How do you rid your home of rats?

Have none	13%*
Use rat poison	31
Keep cats	23
Use rat traps	21
Do nothing at all	20
Other	1

\* Some respondents gave more than one answer.

Question: How do you rid your home of fleas?

	Total	By economic level		
		Upper	Middle	Lower
Have none	32%*	48%	34%	24%
Use flea powder (including DDT)	51	42	51	52
Thorough housecleaning	18	20	17	19
Do nothing at all	8	2	7	14
Other	4	4	4	2

\* Some respondents gave more than one answer.

Question: What measures would you like to have put into effect to help rid your home of rats and fleas?

Insect and rodent powder ration	57%*
DDT spray	33
Cleaning of drains	13
Other	1
None	19

\* Some respondents gave more than one answer.

Illness and Medical Care: Fifty percent of the respondents reported that they have not had any illness in the family since the end of the War. Slightly over one-half of those families that had had illness managed to pay medical costs primarily out of current income, while others have had to borrow money, sell personal articles, or use savings. The upper economic group was far more able to pay for illness from current income than was the lower. In only 6 percent of the families was insurance the primary method of payment.



Since the end of the War, the national hospitals and sanatoria have been used by 12 percent of the sample families, including visits for examinations.

About half of the sample families belong to either a governmental insurance plan, a private industrial or business social insurance plan,<sup>12</sup> or both. Eighty-four percent of those who are members of social insurance plans belong to the private industrial or business type. Forty-three percent of those who are members of some type of plan are using it. The majority of those who have insurance but do not use it report that they have not had illness in the family. The lower economic group uses the insurance far more often than does the upper.

Question: What is the principal method of payment for medical costs of illness in your family?

	Total	By economic level		
		Upper	Middle	Lower
Have had no illness	50%	53%	51%*	46%
From current income	27	31	29	22
Borrow money or sell articles	10	2	8	14
From insurance <sup>13</sup>	6	5	6	8
From savings	4	8	5	4
Other	1	1	1	3
Forgot	2	0**	2	3
	100%	100%	102%	100%

\*Some respondents gave more than one answer  
\*\* Less than 0.5 percent

Question: Have members of your family ever used a national hospital or a national sanatorium?

Yes, a hospital	4%
Yes, a sanatorium	1
Yes, for examination only	7
No	88
	100%

12. See footnote 6, above.

13. Social insurance for industrial and commercial employees only provides a maximum of 50 percent of the medical costs of dependents. Therefore, many families that may have used social insurance to some extent might not have reported it as the principal method of payment.



Question: Does a member of your family belong to any social insurance plan, such as national health insurance, etc.?

	Total	By economic level		
		Upper	Middle	Lower
Yes, a private industrial plan	43%*	32%	45%	39%
Yes, a Government plan	9	12	8	10
No	46	55	45	47
Don't know	3	3	3	5

\* Some respondents gave more than one answer.

Question: (To those who answered "yes") Are you using it?

	Total	By economic level		
		Upper	Middle	Lower
Yes, a private plan	37%*	29%	38%	44%
Yes, a Government plan	6	7	4	6
No	57	71	60	54

\* Some respondents belong to both types of insurance plans.

Question: (To those who answered "no") Why not?

	Total	By economic level		
		Upper	Middle	Lower
Have had no illness in the family	69%*	76%	70%	68%
It involves too much trouble	12	14	12	10
Doctors are uncooperative	11	14	11	9
Other reasons	9	5	8	13

\* A few respondents gave more than one answer.



Summary of Use of Medical Insurance:

	Percentage of sample families	
Do not have insurance (including those who did not know)		49%
Have insurance:		
Private industrial plan	43%	
Government plan	9	
TOTAL who have insurance		52*
Have insurance and use it	22%	
Have insurance and do not use it	30	
Reason for not using it:		
Have not had illness in the family		20%
It involves too much trouble		4
Doctors are uncooperative		3
Other reasons		3
		101%

\* A few respondents reported that members of their families belong to both types of insurance plans.

The most commonly suggested improvements in medical facilities were lower charges for medicine and treatment and the construction of more public hospitals.

Question: Do you have any special suggestions with respect to medical facilities?

	Total	By economic level		
		Upper	Middle	Lower
Lower the fees for treatment and medicine	43%*	35%	43%	45%
Build more public hospitals	25	26	24	26
Hold publicly financed medical examinations regularly	13	15	13	11
Other	3	3	4	1
Cannot express definitely	10	6	10	12
No special suggestions	29	36	29	29

\* Some respondents gave more than one answer.



Slightly over one-third of the respondents had found that vermifuge<sup>14</sup> and DDT were the most difficult medicines to obtain.

Question: What medicine do you find most difficult to obtain at the present time?

Vermifuge	38%*
DDT	34
Others	8
No difficulty	39

\* Some respondents gave more than one answer.

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14. An intestinal worm medicine.



## CURRENT JAPANESE PUBLIC OPINION SURVEYS

Analyses of surveys prepared to date by  
Civil Information and Education Section

- |        |   |                   |
|--------|---|-------------------|
| No. 1  | Attitudes of Tokyo Residents toward the Ashida Cabinet                      | 29 May 1948       |
| No. 2  | Attitudes in Kyoto toward Coeducation in the New Lower Secondary Schools    | 5 June 1948       |
| No. 3  | Attitudes toward the Ashida Cabinet and Related Political Matters           | 12 June 1948      |
| No. 4  | Attitudes of Union Members in the Tokyo Area                                | 28 June 1948      |
| No. 5  | Attitudes in Osaka toward Current Political Problems                        | 30 June 1948      |
| No. 6  | Attitudes in Tokyo toward the New Lower Secondary Schools                   | 17 July 1948      |
| No. 7  | A National Survey of Attitudes toward the Ashida Cabinet                    | 9 August 1948     |
| No. 8  | Attitudes of Tokyo and Kyoto Residents toward Strikes of Government Workers | 10 August 1948    |
| No. 9  | Attitudes of Osaka Consumers toward Vegetable Rationing                     | 11 August 1948    |
| No. 10 | Attitudes in the Kansai District toward Democratization of Securities       | 26 August 1948    |
| No. 11 | Attitudes toward the Inflation Problem                                      | 3 September 1948  |
| No. 12 | Attitudes toward the Emperor System   | 18 September 1948 |
| No. 13 | Attitudes toward Higher Denomination Currency                               | 21 September 1948 |
| No. 14 | Attitudes of Resettlers toward the Land Reclamation Program                 | 27 September 1948 |
| No. 15 | Attitudes on the Democratization of Japan                                   | 25 October 1948   |
| No. 16 | Japanese Reactions in an International Survey                               | 11 January 1949   |
| No. 17 | Political Trends Through October 1948                                       | 11 January 1949   |
| No. 18 | Attitudes of the Urban Consumer toward Food Problems                        | 19 February 1949  |
| No. 19 | Urban Consumer Problems: Housing, Clothing, Sanitation, and Medical Care    | 17 March 1949     |



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GENERAL HEADQUARTERS  
SUPREME COMMANDER FOR THE ALLIED POWERS  
Civil Information and Education Section

# CURRENT JAPANESE PUBLIC OPINION SURVEYS

No. 18      19 February 1949



Public Opinion and Sociological Research Division



## FOREWORD

In this, the Current Japanese Public Opinion Surveys series, Civil Information and Education Section presents brief analyses of surveys by Japanese agencies of the attitudes of the Japanese people toward significant current issues. The majority of these analyses report the results of individual surveys. However, when the same issue has been studied in several surveys, it will frequently be covered in a summary report. In some cases, a discussion of the findings of individual surveys will have appeared in the Japanese press.

In this series, each survey reported upon is evaluated from the point of view of the general reliability both of its techniques and findings. Such an evaluation is intended as an indication of the acceptability of the survey as a measure of Japanese attitudes.

These analyses of surveys conducted by Japanese public opinion agencies do not constitute either an indorsement of the agency or approval of its findings.



## ATTITUDES OF THE URBAN CONSUMER TOWARD FOOD PROBLEMS

The shortage of consumer goods has been one of the basic problems facing the Japanese since sometime early in the War. Food rationing is based on estimates of minimum caloric needs, and rationing of clothing and other necessities on the available supply. Although there has been careful rationing of necessities to assure a fairly even distribution, there has been little data available on the consumer's reactions to the rationing program. What types of shortages does he feel most keenly, what specific items does he consider to be in shortest supply (a judgment which would probably be affected by the availability of the item on the black market), what does he consider to be his minimum needs for certain items, and what are his taste preferences? If this data were available, it might be possible to make some adjustments to fit general preferences within the limits of the available supply of goods.

In order to obtain information on such problems, it is necessary to interview the consumer directly. Therefore, the Cabinet Deliberation Room Public Opinion Unit conducted a field survey in 28 cities<sup>1</sup> throughout Japan to determine urban consumer needs and preferences. A subsample of the Consumer Price Survey<sup>2</sup> was used. During October 1948, 2,705 respondents, a cross section of the urban population, were interviewed.

### SUMMARY

#### Improvement in Living Conditions

Over one-third of the respondents felt that their living conditions had improved in the last year, a substantial improvement over the findings of earlier surveys. The chief reasons cited were the increased ration and the improved food situation, although the fact that goods had become more plentiful was also frequently mentioned. Those who reported a worsening of their living conditions mentioned price rises as the major difficulty.

#### Staple Food Rations

Staple foods led the list of currently rationed goods to which people felt that the Government should give greatest emphasis, indicating that food is still a major concern of most Japanese.

1. See Appendix for a complete list of the cities included in the sample.
2. The Consumer Price Survey is a monthly survey, conducted by the Cabinet Bureau of Statistics, which provides basic price statistics for the Japanese Government and for SCAP.



Staple Food Rations: Rice

In general, city dwellers seemed to prefer to have their staple grains more highly refined than they are when received in the ration. A considerable majority reported that they have rice polished once more before using it, and slightly over half indicated a preference for more white flour, even though this would result in a smaller quantity of flour.

Staple Food Rations: Flour

Wheat flour was preferred as flour rather than in a processed form. However, of those who favored processing, the majority preferred half processed and half as flour, and of the processed flour, would prefer to have half bread and half noodles.

Staple Food Rations: Cornmeal

Most urban residents receive cornmeal on ration. However, even though most of them eat all or part of the ration, 84 percent do not like cornmeal. Eighty-five percent of those who eat cornmeal mix it with other flour in order to make it finer and more palatable.

Staple Food Rations: Adequacy

Ninety-eight out of every 100 respondents reported that the current staple food ration does not last for the entire period. About half reported that they ran 10 days short a month. Most of those who ran short felt that even an increase to 2.7 go<sup>3</sup> per person per day would not carry them through the month, but a large majority thought that they would be able to manage on 3 go.<sup>4</sup>

Auxiliary Foods

Although a majority of all groups favored free sale of auxiliary foods such as fish, marine products, and vegetables, the percentage of support went up with the economic level of the respondents.

Vegetable Gardens

More than half of the urban families have no vegetable gardens, principally because they do not have the necessary land. Over half of those who have gardens cultivate 10 taubo or less.<sup>5</sup>

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3. 1 go = 120 cubic centimeters.

4. The survey was conducted just before the 1 November increase of the staple food ration from 2.5 to 2.7 go.

5. 1 taubo = 6 feet square.



### Seasoning Rations

The miso,<sup>6</sup> shoyu,<sup>7</sup> and salt rations were delivered on time to a majority of city dwellers. However, a large percentage felt that the rations were inadequate. Average estimates of need per person per month were 300 momme<sup>8</sup> of miso, 4.8 go of shoyu, and 1.5 go of salt. Approximately two-thirds felt that the quality of these three items was at least passable.

### Edible Oil Rations

Ninety percent of the city families had received some margarine on ration, and 39 percent had received palm oil, the second most widely distributed oil. The majority was satisfied with all of the edible oils, although vegetable oils were preferred. Over half stated that they would rather have whale and palm oil as margarine than as edible oil, and 49 percent preferred them as edible oil rather than as soap.

### Tobacco Consumption

The average cigarette consumption of urban smokers was 11 per day.

### Alcohol Consumption

Consumption of alcoholic beverages was low. Less than one-fifth of the respondents had bought any liquors during the month of September. Sake<sup>9</sup> was the most commonly purchased beverage.

## FINDINGS

### Improvement in Living Conditions

The general livelihood of people in urban areas seems to have improved markedly since June 1948. At that time, in a nationwide survey conducted by the Newspaper Public Opinion League, only 13 percent of the respondents in urban areas reported that living was easier than it had been a year earlier, while 63 percent reported that living had

- 
6. Bean paste.
  7. Soy bean sauce.
  8. 1 momme = 3.75 grams. 120 momme = 1 pound.
  9. A light rice wine.



become more difficult.<sup>10</sup> In the present survey, well over a third of the respondents felt that they were getting along better than a year ago, and less than half reported that they were not making out as well.

The percentage of persons who experienced an improvement in their living conditions went up with economic level.<sup>11</sup> In the lower group, more than half of the people reported a worsening of their livelihood.

The chief reasons given for the improvement were the increased rations and the improved food situation.<sup>12</sup> Each of these two factors was mentioned as a reason for improvement. The increased availability of goods was mentioned by 29 percent of the respondents, and wage increases by 21 percent. The improvement in the general food situation was the factor most important to the upper economic group, while the improvement in the rationing was somewhat more important to the middle and lower groups.

10. See Civil Information and Education Section, Current Japanese Public Opinion Surveys, No. 11, 3 September 1948, "Attitudes toward the Inflation Problem." The following table of urban opinions has been abstracted from the raw survey data, and does not appear in the report. Question: Have things become easier or harder for you since this time last year?

Easier	13%
Harder	63
No change	22
Cannot answer	<u>2</u>
	100%

11. "Economic level," as used in this survey, was determined by the individual interviewers. Interviewers were given general instructions to establish "economic level" on the basis of occupation, income, neighborhood, type of home, general appearance of respondents, etc.

12. The distinction between "increased ration" and "improved food situation" was made by the respondents themselves. Some people mentioned the increased ration specifically, while others mentioned the general improvement in the food situation. The latter category probably included such factors as the greater availability of nonrationed foods on the free market, the fact that some foods have been taken off rationing, and the greater variety and quantity of foods on the black market, as well as the increase in rationed foods.

A survey conducted by the Asahi Newspaper Public Opinion Room between 16 and 18 October 1948, revealed the following distribution of opinions on the food situation:

Improved	75%
Worsened	7
No change	17
Don't know	<u>1</u>
	100%

It is likely that the delivery of rations ahead of schedule during October accounts in part for the widespread feeling of improvement noted both by the Asahi and the Cabinet surveys.



ATTITUDES OF THE URBAN CONSUMER TOWARD FOOD PROBLEMS

Almost nine out of every 10 respondents who felt that there had been a decline in their living conditions listed price rises as a major reason. The managerial group was somewhat less worried about price rises than the general public, and showed a much higher proportion of worry about business conditions.

Question: Compared to last year at this time, how are living conditions in your family?

	Total	By economic level		
		Upper	Middle	Lower
Better	38%	49%	40%	31%
Worse	48	39	46	56
No change	11	9	11	11
Cannot answer	3	3	3	2
	100%	100%	100%	100%

	Total	By Occupation				
		Labor	Salaried workers	Managers	Unemployed	Others
Better	38%	38%	44%	34%	26%	38%
Worse	48	48	42	54	59	34
No change	11	11	11	9	11	15
Cannot answer	3	3	3	3	4	3
	100%	100%	100%	100%	100%	100%

Reasons given by those who felt that conditions were better	Total*	By economic level		
		Upper	Middle	Lower
Ration more satisfactory	52%	46%	52%	54%
Food situation better	52	39	51	54
Goods more plentiful	29	31	30	28
Wages higher	21	19	21	20
Special personal conditions better	4	2	3	5
Other	1	0	1	1
Don't know	1	1	1	1

\* More than one answer per respondent was permitted.



## CURRENT JAPANESE PUBLIC OPINION SURVEYS

Reasons given by those who felt that conditions were better	Total	By occupation				
		Labor	Salaried workers	Man- agers	Unem- ployed	Others
Ration more satisfactory	52%	52%	54%	51%	53%	43%
Food situation better	52	58	48	51	55	69
Goods more plentiful	29	27	30	32	32	26
Wages higher	21	25	24	16	4	16
Special personal con- ditions better	4	4	4	1	7	4
Other	1	0	1	1	2	0
Don't know	1	0*	1	2	0	0

\* Less than 0.5 percent

Reasons given by those who felt that conditions were worse	Total	By economic level		
		Upper	Middle	Lower
Prices higher	87%	79%	85%	90%
Business not good	18	29	20	12
Special personal con- ditions worse	16	15	14	21
Other	4	1	4	5
Don't know	0*	1	0*	0

\* Less than 0.5 percent

Reasons given by those who felt that conditions were worse	Total*	By occupation				
		Labor	Salaried workers	Man- agers	Unem- ployed	Others
Prices higher	87%	91%	93%	76%	82%	82%
Business not good	18	8	4	53	6	22
Special personal con- ditions worse	16	21	15	7	30	19
Other	4	5	5	4	2	8
Don't know	0**	0	0	0	0	1

\* More than one answer per respondent was permitted.

\*\* Less than 0.5 percent.

Staple Food Rations

Nearly all of the respondents expressed a desire for the Government to give greatest emphasis to staple foods in the rationing program. Clothing and fuel ranked second and third respectively in order of importance.



ATTITUDES OF THE URBAN CONSUMER TOWARD FOOD PROBLEMS

Question: To which of the currently rationed goods do you wish the Government to give greatest emphasis? Please indicate two.

Staple foods	93%
Clothing	58
Fuel	20
Seasonings	8
Auxiliary foods	5
Daily necessities	2
Luxury articles	1
Other	1
None	1
Cannot decide	0*
* Less than 0.5 percent	

Staple Food Rations: Rice

On the whole, urban residents preferred to have their rice more highly refined than the rice received on ration. Twenty percent of those interviewed reported that some of the time they have the rationed rice polished once more before using it; 43 percent reported that they always have it repolished. The higher the income group, the larger is the proportion of people who have rice polished again. The great majority of those who have it repolished have it done at regular commercial mills.

Question: When you receive your rice ration, do you have it polished once more before using it, or do you use it as it comes?

	Total	By economic level		
		Upper	Middle	Lower
Always have it polished	43%	66%	46%	32%
Use it as it comes	36	17	34	46
Sometimes have it polished	20	17	20	22
Don't know	1	0	0	2
	100%	100%	100%	100%

Question: Where do you have it polished, at home or at a rice mill?

At a rice mill	76%
Part at home, part at a mill	16
At home	7
Don't know	1
	100%



Staple Food Rations: Flour

More refinement of flour was favored by over half of the respondents, even though the processing would entail a reduction in quantity. However, differences in economic level according to taste or need were large. Seventy percent of the upper economic group, but only 41 percent of the lower, wanted more white flour.

Question: If flour is completely refined there is a loss in quantity of about 10 percent. How would you prefer to receive your flour, as white flour or as it comes right now?

	<u>Total</u>	<u>By economic level</u>		
		<u>Upper</u>	<u>Middle</u>	<u>Lower</u>
White flour	52%	70%	55%	41%
As it comes now	41	25	38	51
Don't know	7	5	7	8
	100%	100%	100%	100%

Unprocessed wheat flour was preferred to bread or noodles by 61 percent of the people interviewed. Only four percent wanted all of their flour processed. Of those who expressed a desire for some processing, the great majority preferred about half in its original form and half processed.

Question: How would you like wheat flour distributed, as flour or processed in the form of bread or noodles?

Flour	61%
Some processed	29
All processed	4
Doesn't matter	6
	100%



Question: (To those who wanted "some processed") Please indicate the approximate proportion of processing desired.

Percentage of processing desired	Percentage of respondents
0 - 15%	0%
15 - 25	11
25 - 35	14
35 - 45	3
45 - 55	66
55 - 65	0
65 - 75	3
75 - 85	3
85 -100	0
	100%

Half bread and half noodles was the distribution favored by a plurality of those who wanted some processing.

Question: Which do you prefer, bread or noodles?

All bread	15%
Mostly bread	8
Half bread, half noodles	34
Mostly noodles	16
All noodles	15
Doesn't matter	13
	100%

#### Staple Food Rations: Cornmeal

Nearly all of the respondents receive their cornmeal ration, but 84 percent do not like cornmeal. This widespread dislike may account, in part, for the high percentage of delivery on ration. Since few people like cornmeal, few would be willing to purchase it on the black market, and therefore it would be unprofitable for any portion of the ration supply to be diverted into black-market channels.

In spite of their dislike, most people who receive a cornmeal ration eat at least part of it. Most of those who eat it mix it with other flour to make it more palatable.



Question: Do you receive a cornmeal ration?

Yes	93%
No	7
	100%

Question: (To those who receive a cornmeal ration) Do you eat your cornmeal ration?

	Total	By economic level		
		Upper	Middle	Lower
Yes, all of it	61%	41%	58%	75%
Yes, some of it	27	32	30	17
No	12	27	12	8
	100%	100%	100%	100%

Question: Do you like cornmeal?

Yes	3%
No	84
Neither like nor dislike	13
	100%

Question: (To those who eat cornmeal) How do you prepare the cornmeal?

Eat it alone	7%
Mix it with other flour	85
Sometimes mix it, some- times eat it alone	8
	100%

#### Staple Food Rations: Adequacy

At the time the survey was conducted the staple food ration was 2.5 ~~2.5~~ per person per day. Ninety-eight percent of the respondents reported that this ration did not last for the entire ration period. Approximately half of all groups ran about 10 days short each month, while nearly a fifth were 15 days short. Most people made up the shortage by buying additional food, although some were helped by relatives or friends and some supplemented their ration with food grown in their own gardens.



Over half of those who bought supplementary food had it brought in by tradesmen, while 40 percent reported that they go out into the countryside for it. One-fifth eked out their ration by buying on the free market.

An increase in the staple food ration to 2.7 go per person per day was not considered to be enough by the great majority of respondents at the time of the survey. However, 3 go was felt to be an adequate minimum by 78 percent of all the respondents.

Question: Does the present staple food ration last for the entire ration period?

Yes	1%
No	98
Don't know	1
	100%

Question: (To those who said "no") How many days short do you run a month?

5 days	7%*
7 days	16
10 days	52
15 days	19
20 days	3
Don't know	3
	100%
* The median response was 8.47 days	

Question: (To those who said "no") How do you make up the shortage?

Buy	86%*
Helped by relatives or friends	18
From own home production	16
Substitute other foods for staples	2
Do not make it up	1
Other	0
* Some respondents gave more than one answer	



Question: (To those who buy) Exactly how do you buy your food, by going into the country for it, by purchase from free markets, by having it brought to your home, or what?

Have it brought in by tradesmen	56%*
Go out into the country	40
Purchase from free markets	21
Other	3
Don't know	1

\* Some respondents gave more than one answer

Question: (To those for whom 2.5 go was not enough) If the staple food ration is raised to 2.7 go, do you think you will be able to make out?

Yes	13%
No	84
It depends	3
	100%

Question: (To those who answered "no" or "it depends") If the ration is increased to 3 go, do you think you will be able to make out?

Yes	75%
No	19
It depends	6
	100%

Foodstuffs Control Corporations (Shokuryo Haikyu Kodan)

The majority of people were satisfied with the functioning of the Foodstuffs Control Corporations. Most of those who were not gave as their reason for dissatisfaction the lack of house-to-house deliveries.

Question: Are you satisfied with the Foodstuffs Control Corporations?

Yes	54%
No	46
	100%



Question: (To those who said "no") Would you indicate any respects in which you think they are unsatisfactory?

No house-to-house deliveries	76%*
Brusque treatment of customers	26
Weight is often short	20
Registration of official passbooks	11
Methods of ration payment	9
Unsanitary	6
Other	11

\* Some respondents gave more than one answer

AUXILIARY FOODS

Fish and Marine Products

Although over three-fourths of the respondents knew that high grade fresh fish had been on free sale since May 1948, nearly half of those who knew reported that they did not buy any. The amount of purchase went up by economic level.

Question: Do you know that high grade fresh fish (including sea bream) has been on free sale since May of this year?

Yes	79%
No	21
	100%

Question: Do you buy high grade fresh fish?

	Total	By economic level		
		Upper	Middle	Lower
Yes, regularly	4%	11%	4%	1%
Yes, sometimes	37	49	41	24
No	38	26	36	46
Did not know of sale	21	14	19	22
	100%	100%	100%	100%



Free sale of all fresh fish including high grade fish, all vegetables, and all processed marine products was favored by a considerable majority of the people at the time of the survey. As might be expected, there is a close correlation between economic level and support of free sale of these auxiliary foods.

		Total	By economic level		
			Upper	Middle	Lower
High grade fresh fish	Free sale	63%	80%	64%	54%
	Rationing	15	6	15	19
	Doesn't matter	22	14	21	27
		100%	100%	100%	100%
Fresh fish	Free sale	67%	76%	68%	61%
	Rationing	23	18	22	34
	Doesn't matter	11	6	10	15
		100%	100%	100%	100%
Processed marine products	Free sale	71%	80%	71%	67%
	Rationing	15	9	16	16
	Doesn't matter	14	11	13	17
		100%	100%	100%	100%
Vegetables	Free sale	84%	88%	84%	82%
	Rationing	6	3	6	7
	Doesn't matter	10	9	10	11
		100%	100%	100%	100%

There was a strong tendency for those who favored the free sale of fish to favor the free sale of marine products and vegetables as well. Similarly, those who favored rationing of one of the items tended to favor rationing of the others.



Fish	Marine Products	Vegetables		
		Free sale	Rationed	Don't know
Free sale	Free sale	65%	18%	28%
	Rationed	4	5	4
	Don't know	4	2	7
Rationed	Free sale	9	10	9
	Rationed	7	53	11
	Don't know	2	7	5
Don't know	Free sale	3	1	3
	Rationed	1	2	1
	Don't know	5	2	32
		100%	100%	100%

Vegetable Gardens

Slightly more than half of the city people interviewed are unable to have vegetable gardens, principally because they do not have the land. About half of the respondents who had gardens cultivated less than 10 tsubo of land. In the upper economic group a disproportionately large number, one-fourth of those with gardens, reported that they have vegetable plots over 60 tsubo in area.

It may be expected that the cultivation of gardens as a supplementary source of food will continue in the cities of Japan. Most of the urban gardeners reported that they intend to continue their gardens.

Question: Do you have a vegetable garden?

Yes	48%
No	52
100%	

Question: (To those who do not have a garden) Why don't you have a garden?

No land	92%*
Busy	8
No ability	2
Don't need one	2
* A few respondents gave more than one answer	



Question: (To those with gardens) How many tsubo is your garden?

	Total	By economic level		
		Upper	Middle	Lower
Less than 5	27%	20%	27%	28%
5 - 10	25	29	22	28
11 - 30	23	14	25	26
31 - 60	12.5	12	12	9
Over 60	12.5	25	14	9
	100%	100%	100%	100%

Question: (To those with gardens) Do you intend to continue having a garden?

Yes	91%
No	9
	100%

#### Seasoning Rations

On the whole, rations of miso, shoyu, and salt seemed to be coming through on schedule, although residents of the smaller cities reported more delay in miso and shoyu delivery than did residents of the six largest cities.<sup>13</sup> About half of the respondents in ration District A<sup>14</sup> as compared to only one-third in Districts B and C, felt that the rations of these two items were being delayed.<sup>15</sup>

13. Tokyo, Yokohama, Osaka, Kyoto, Nagoya, and Kobe.

14. Distribution of miso and shoyu is broken down into Districts A, B, and C, to correspond with traditional patterns of usage. Generally, A includes Hokkaido and northern Honshu, B includes central Honshu, and C includes southern Honshu, Shikoku, and Kyushu. See Appendix for the list of districts into which each city in the survey falls, and the amount of ration.

15. This greater delay in District A delivery probably was in part responsible for the fact that a greater percentage of people in that district felt that the quantity of these items was insufficient. Since each ration had to be stretched over a longer period than it was intended to cover, the quantity would undoubtedly seem to be small. While District A is allotted a smaller ration of shoyu than the other two districts, it receives a larger ration of miso and the same amount of salt.



A majority in all groups felt that the miso and shoyu rations were insufficient, and a plurality felt that the salt ration was inadequate. The median reported need per person per month for miso was 200 momme (current average ration for the three districts for the month of October, 148.9 momme), for shoyu it was 4.8 go (average October ration, 2.9 go), and for salt it was 1.54 go (average October ration, 1.2 go).

The ration is	Miso	Shoyu	Salt
Delayed	39%	35%	25%
Not delayed	58	62	72
Don't know	3	3	3
	100%	100%	100%

		Six major cities	Other cities	Districts		
				A	B	C
Miso	Delayed	28%	48%	53%	38%	35%
	Not delayed	68	49	45	60	61
	Don't know	4	3	2	2	4
		100%	100%	100%	100%	100%
Shoyu	Delayed	23%	45%	50%	35%	29%
	Not delayed	73	52	49	62	68
	Don't know	4	3	1	3	3
		100%	100%	100%	100%	100%
Salt	Delayed	22%	27%	23%	24%	26%
	Not delayed	75	70	76	74	70
	Don't know	3	3	2	2	4
		100%	100%	100%	100%	100%

The present ration is	Miso	Shoyu	Salt
More than enough	3%	1%	5%
Sufficient	16	10	35
Can make it last	11	9	15
Insufficient	69	79	44
Don't know	1	1	1
	100%	100%	100%



		Districts		
		A	B	C
<u>Miso</u>	More than enough	1%	2%	4%
	Sufficient	6	14	22
	Can make it last	5	11	15
	Insufficient	88	72	58
	Don't know	0	1	1
		100%	100%	100%
<u>Shoyu</u>	More than enough	0%*	2%	2%
	Sufficient	3	8	15
	Can make it last	7	6	12
	Insufficient	90	83	70
	Don't know	0*	1	1
		100%	100%	100%
<u>Salt</u>	More than enough	3%	5%	6%
	Sufficient	21	39	37
	Can make it last	19	12	16
	Insufficient	57	42	39
	Don't know	0*	2	2
		100%	100%	100%

\* Less than 0.5 percent

Question: (To those who felt that the miso ration was "insufficient")  
About how much miso per person per month do you think you need?

Under 70 momme	1%
70 to 120	17
120 to 170	18
170 to 220	19
220 to 270	11
270 to 320	14
320 to 370	5
370 to 420	4
420 to 470	1
470 to 520	4
Over 520	1
Don't know	5
	100%



Question: (To those who felt that the shoyu ration was "insufficient")  
 About how much shoyu per person per month do you think you need?

Under 1.5 <u>go</u>	0%*
1.5 to 2.5	2
2.5 to 3.5	14
3.5 to 4.5	23
4.5 to 5.5	28
5.5 to 6.5	9
6.5 to 7.5	7
Over 7.5	12
Don't know	5
	100%

\* Less than 0.5 percent

Question: (To those who felt that the salt ration was "insufficient")  
 About how much salt per person per month do you think you need?

Under 1 <u>go</u>	1%
1 to 1.5	44
1.5 to 2	8
2 to 2.5	16
2.5 to 3	7
3 to 3.5	8
3.5 to 4	1
4 to 5	3
Over 5	6
Don't know	6
	100%

The quality of the rationed salt was considered satisfactory by a plurality of the respondents, but the shoyu was adjudged bad by a plurality.

The quality is	Salt	Miso	Shoyu
Good	41%	21%	32%
Passable	28	49	28
Bad	30	28	39
Cannot tell	1	2	1
	100%	100%	100%



Edible Oil Rations

Margarine seems to have been the most widely distributed of all edible oils on ration. Palm oil has been distributed to 39 percent of the city population and whale oil to 19 percent. The distribution varies considerably between the six largest cities and the smaller cities. A far larger percentage of respondents reported having received palm oil in the largest cities, while whale oil appears to have been distributed more widely in the smaller ones.

Although nearly a third of the people disliked one or more of the edible oils, the majority had no objection to any of them. Whale oil appeared to be the least palatable of all the oils, and palm oil the second. Slightly over half of the respondents expressed a preference for the distribution of whale and palm oil as margarine rather than as edible oil. Outside the six largest cities, 60 percent preferred the margarine form. Approximately half of all the urban dwellers preferred their whale and palm oil as edible oil rather than as soap.

Question: What kinds of oil have you received on ration up to the present time?

	Total*	Six largest cities	Other cities
Margarine	90%	86%	93%
Palm oil	39	65	19
Whale oil	19	8	28
Fish oil	3	1	4
Other	22	34	12
None	1	1	1
Not clear	2	2	2

\* Most of the respondents gave more than one answer

Question: Which of the rationed oils do you dislike?

Whale oil	15%*
Palm oil	10
Margarine	8
Fish oil	5
None	60
Not clear	9

\* Some respondents gave more than one answer



Question: What kind of oil do you like best of all?

Vegetable oil	88%
Natural butter	5
Animal fat	2
Doesn't matter	5
	100%

Question: Which do you prefer, the distribution of whale and palm oil as edible oil or as margarine?

	Total	Six largest cities	Other cities
Margarine	53%	45%	60%
Edible oil	32	38	37
Doesn't matter	15	17	13
	100%	100%	100%

Question: Which do you prefer, the distribution of whale and palm oil as edible oil or as soap?

Edible oil (including margarine)	49%
Soap	35
Other	1
Doesn't matter	15
	100%

LUXURY ARTICLES

Tobacco Consumption

The average daily consumption of cigarettes is 16 per household and 11 per smoker.<sup>16</sup>

Alcohol Consumption

The reported consumption of alcoholic beverages in urban areas was not high. Only 19 percent of the respondents reported buying

16. In an October survey of smoking habits conducted by the Jiji News Agency Public Opinion Room for the Tobacco Monopoly Bureau, the slightly lower average figure of nine per smoker was obtained.



liquor on the free market, and only eight percent on the black market, during the month preceding the survey. Sake appeared to be the most popular of all alcoholic beverages, in terms of the number of purchasers. However, shochu<sup>17</sup> was highest in terms of average quantity purchased. The average quantity per purchaser of sake and shochu was higher on the black market than on the free market.

Question: Did you buy alcoholic beverages either on free sale or on the black market last month?

	Free sale	Black market
Yes	19%	8%
No	80	91
Don't know	1	1
	100%	100%

Percentage who bought	Free sale	Black market
<u>Sake</u>	16%*	3%
<u>Shochu</u>	2	4
Beer	2	1
Whiskey	1	0**
Other	0**	1
Don't know what was bought	1	0**
Don't know whether bought or not	1	1
Did not buy	80	91

\* Some respondents gave more than one answer  
 \*\* Less than 0.5 percent

Average quantity bought per person	Free sale	Black market
<u>Sake</u>	8.3 go	12.1 go
<u>Shochu</u>	12.5 go	13.4 go
Beer	4.6 bottles	3.2 bottles
Whiskey	1.4 bottles	1.1 bottles
Other	7.7 go	22.3 go

17. A strong alcoholic drink similar to gin made from a sweet potato or rice base.



Restaurants

Forty percent felt that the ban on restaurants was still necessary, while only 27 percent thought that it should be discontinued. Some restaurants are open to care for those who are not able to go home for the noon or evening meal, and restaurants and booths selling nonrationed foods are permitted to operate. Moreover, there are a few eating establishments that will prepare a customer's own ration for him, so people are not inconvenienced too much by the ban.

Question: Do you think the ban on restaurants and eating houses should be continued or not for the time being?

Continued	40%
Discontinued	27
Doesn't matter	33
	100%

## SIGNIFICANCE OF DIFFERENCES BY ECONOMIC LEVEL

Generally speaking, the rationing of consumer goods benefits people in the lower economic groups the most, as they have less money to spend on the black market or for goods at inflated prices. In the present sample, slightly over 26 percent of the respondents were classified by the interviewers as belonging to the lower economic level. Their attitudes toward food problems, arising as they do from their economic situation, are of special significance in any realistic evaluation of the present rationing system. The following generalizations concerning this group have been abstracted from the main body of the report for special emphasis.

More people in the lower economic group reported that their living conditions were worse than they were last year at this time. Of those people who felt that conditions were better, a slightly higher percentage of the lower economic group than of the others gave as a reason the fact that the ration was more satisfactory; of those who felt that conditions were worse, a higher percentage gave as reasons high prices and worsened personal conditions.

In general, the lower economic group prefers the present method of staple food rationing. Fewer people in this group have their rice repolished, and more of them use it as it comes. Many more of them prefer flour as it comes now rather than as white flour, which is untrue of the other two groups. A much larger percentage of the lower economic group eat all of their cornmeal ration.



A much smaller percentage of the lower economic group than of the others buys high grade fresh fish on free sale, although a majority of the group favors high grade fresh fish (as well as fresh fish, processed marine products, and vegetables) being on open sale rather than on ration. However, the percentage of this group that favored free sale was smaller than that of the other groups.

People in the lower economic group have fewer opportunities to supplement their food supply. A smaller percentage of them have gardens, and those that do have gardens have smaller ones.



APPENDIX

Cities included in the survey according to ration district.

Ration District A (shoyu - 2.5 go; miso - 240 momme)

Matsumoto, Nagano Prefecture  
Sendai, Miyagi Prefecture  
Aomori, Aomori Prefecture  
Toyama, Toyama Prefecture  
Miyakonojo, Miyazaki Prefecture  
Sapporo, Hokkaido  
Yubari, Hokkaido

Ration District B (shoyu - 3.5 go; miso - 180 momme)

Tokyo, Tokyo Prefecture  
Yokohama, Kanagawa Prefecture  
Nagoya, Aichi Prefecture  
Toyohashi, Aichi Prefecture  
Tokushima, Tokushima Prefecture  
Yawata, Fukuoka Prefecture  
Omura, Nagasaki Prefecture  
Fujisawa, Kanagawa Prefecture

Ration District C (shoyu - 4.5 go; miso - 120 momme)

Osaka, Osaka Prefecture  
Kyoto, Kyoto Prefecture  
Kobe, Hyogo Prefecture  
Kofu, Yamanashi Prefecture  
Chiba, Chiba Prefecture  
Takasaki, Gunma Prefecture  
Otsu, Shiga Prefecture  
Maizuru, Kyoto Prefecture  
Nara, Nara Prefecture  
Tottori, Tottori Prefecture  
Hiroshima, Hiroshima Prefecture  
Shimonoseki, Yamaguchi Prefecture  
Matsuyama, Ehime Prefecture



CURRENT JAPANESE PUBLIC OPINION SURVEYS

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| No. 18 | Attitudes of the Urban Consumer toward Food Problems                        | 19 February 1949  |



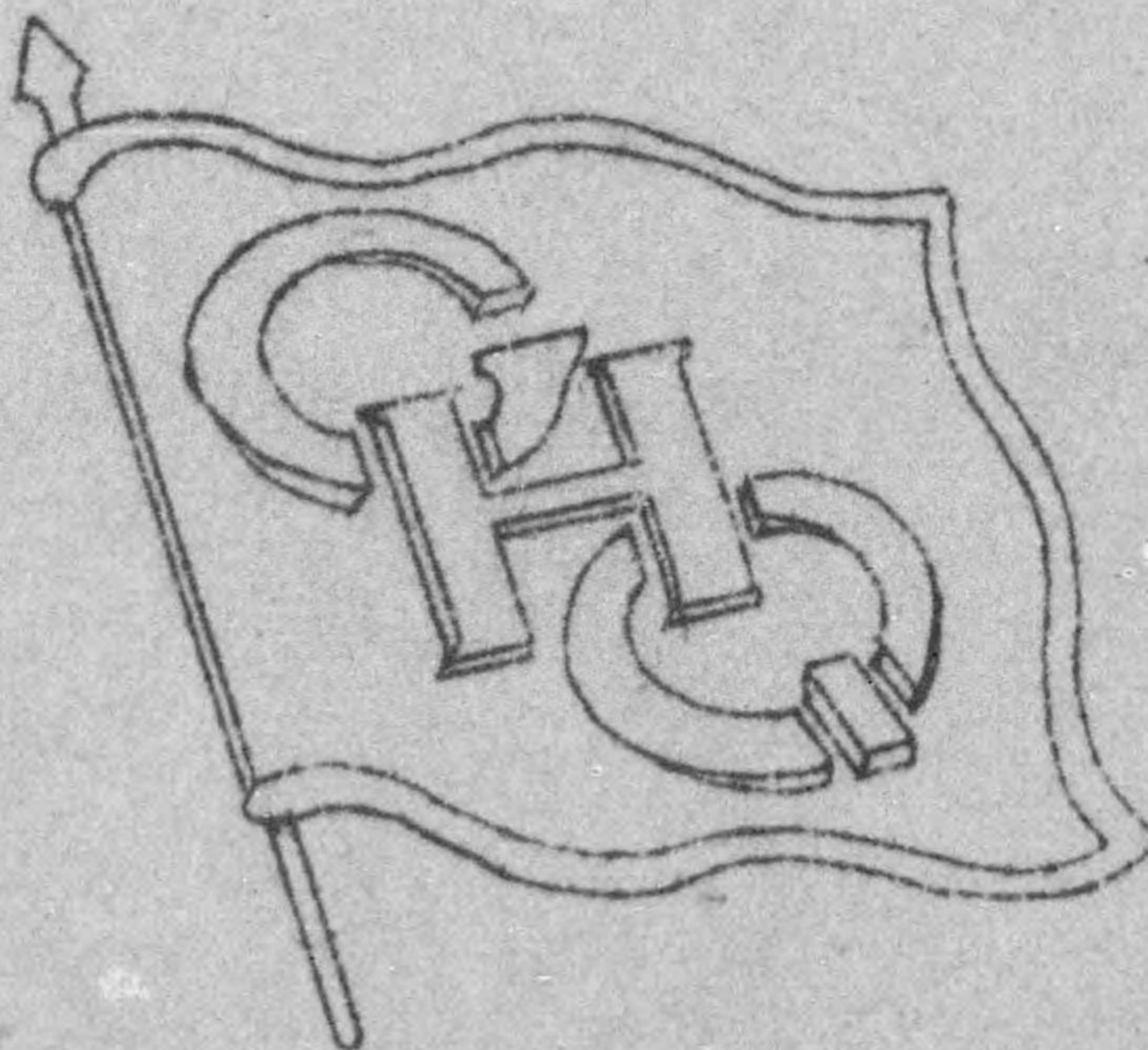
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GENERAL HEADQUARTERS  
SUPREME COMMANDER FOR THE ALLIED POWERS  
Civil Information and Education Section

SURVEY SERIES

22 January 1949



Public Opinion and Sociological Research Division



FOREWORD

Surveys published in this series represent studies conducted by this Division or by this Division in cooperation with other organizations. These studies are designed to provide information requested by SCAP or Eighth Army Military Government or deemed to be of concern thereto.



## REACTIONS TO A TRAFFIC SAFETY WEEK LEAFLET

The Tokyo Municipal Government conducted a Traffic Safety Week throughout the metropolitan area between 10-16 September 1948. The campaign was featured by considerable publicity through the radio and newspapers, posters, leaflets, and by direct instructions on the streets by the police. On 14 September, two L-5 planes of the 1st Cavalry Division cooperated by dropping 500,000 leaflets throughout the Tokyo area. Four hundred seventy-five thousand of these were dropped in the Tokyo metropolitan area, and 25,000 in the Tachikawa district.

In order to assist the responsible authorities in evaluating the success of the airplane publicity, a survey was conducted by the Cabinet Deliberation Room Public Opinion Unit throughout the Tokyo area about ten days after the termination of the campaign. A cross section of approximately 3,000 residents of the Tokyo metropolitan area over 14 years of age was interviewed to secure the necessary information.

In order to determine the effectiveness of the airplane publicity, it was considered necessary to secure information on the following points:

1. the proportion of persons who picked up the leaflet
2. the proportion of persons who saw the leaflet
3. the proportion of persons who read it
4. what people thought of the leaflet
5. whether persons who saw the leaflet seem to know more about traffic regulations than persons who did not see it.

### EXPOSURE TO TRAFFIC CAMPAIGN PUBLICITY

Although the campaign was carried on intensively for seven days by all available means of publicity, it was found that 45 percent of the people of Tokyo were not even aware of the existence of the campaign.

As might be expected, although two out of three men were aware of the campaign, a majority of women were completely unaware of the program.

	<u>Men</u>	<u>Women</u>
Knew of campaign	68%	43%
Did not know	32	57



SURVEY SERIES

Since women on the average knew much less about traffic regulations than men, it would appear that the campaign was not as successful as it should have been in reaching the people who needed the publicity most.

For two pedestrian information questions, the average information scores of men and women were as follows (maximum possible score of 3.0):

	<u>Average Score</u>
Men	1.246
Women	0.866

Again, in two bicyclist information questions, with a possible perfect score of 5.0 points, the average score for women respondents was considerably below that of men.

	<u>Average Score</u>
Men	2.444
Women	1.962

The difference between men and women in traffic information level is further attested by an examination of the information scores of men and women separated out by knowledge of the campaign. The average information score for women who knew of the campaign was only slightly higher than that of men who were not aware of the campaign.

	<u>Average Score</u>
<u>Men</u>	
Knew	1.366
Did not know	0.997
<u>Women</u>	
Knew	1.043
Did not know	0.733

It will also be observed that the proportion of persons aware of the campaign goes up with educational level.

	<u>Primary</u>	<u>Middle</u>	<u>Higher</u>
Knew of campaign	44%	63%	70%
Did not know	56	37	30

The information level is higher in the higher education group and lower in the lower education group. This fact would also seem to suggest that the campaign was not getting around to the people who need it most.



Pedestrian Test

	<u>Average Score</u>
Primary	0.857
Middle	1.205
Higher	1.324

Bicycle Test

	<u>Average Score</u>
Primary	2.165
Middle	2.303
Higher	2.870

THE LEAFLET

How Many People Picked up the Leaflet?

Approximately four percent of the people of Tokyo reported that they had picked up a copy of the leaflet.

Projecting this figure against the estimated population of Tokyo over 14 years of age,<sup>1</sup> it is estimated that approximately 148,080 persons picked up a copy.

Of the 475,000 leaflets dropped in the Tokyo metropolitan area, 148,080, or 31 percent, were picked up, and 326,920, or 69 percent, were not picked up.

1. The population covered in this survey was that of all persons over 14 years of age in Tokyo. No exact current figures for this population are yet available because the Cabinet Bureau of Statistics has not yet completed its current tabulations. By extrapolation from known figures, it is estimated that the population of Tokyo over 14 years of age as of 1 August 1948 was 3,443,727.

- (A) Population of Tokyo, February 1947 (23 wards) - 3,921,429
- (B) Population over 14 years of age, February 1947 - 2,968,730
- (C) Population of Tokyo, August 1948 (23 wards) - 4,555,565
- (D) Percentage of population increase in Tokyo between February 1947 and August 1948: 16 percent
- (E) Estimated population over 14 years of age, August 1947: (B) times 116 percent = 3,443,727

The estimation procedure assumes that the 16 percent increase in population was uniform in all age groups. This may not be the case, however, since a large part of the increase may have been composed of repatriates, who would tend to be disproportionately high in the maturer age groups. Therefore, the over-14 year population may be slightly higher than the estimate given here.



Who Picked up the Leaflets?

Since more women stay at home than men, and do not get out into the streets where the leaflets fell, it is not surprising that more men picked up the leaflets than women.

	<u>Picked up Leaflet</u>
Men	6%
Women	3

In terms of the total relevant population of Tokyo, this means that approximately 101,561, or 69 percent of the leaflets were picked up by men and 46,487, or 31 percent were picked up by women.

Persons of lower educational level picked up the leaflet in smaller proportion than people of higher level.

<u>Educational Level</u>	<u>Picked up Leaflet</u>
Primary	3%
Middle	6
Higher	4

Therefore: 54,938, or 37 percent, were picked up by persons of lower education; 70,190, or 47 percent, were picked up by persons of middle school education, and 22,952, or 16 percent were picked up by persons of higher school education.

How Many People Saw the Leaflets?

Although only four percent of the people picked up copies of the leaflet, they in turn showed them to others, so that finally 14 percent of the people of Tokyo, or 492,453 persons saw a copy of the leaflet.

Each person who picked up the leaflet showed it to an average of 3.91<sup>2</sup> other persons. Since there is some overlapping among the people who were shown the leaflet, every leaflet that was picked up was seen by approximately 3.3 persons.

Who Saw the Leaflets?

A larger proportion of men than women saw the leaflets.

	<u>Saw the Leaflet</u>
Men	17%
Women	12

2. The median was used as the average estimate.



REACTIONS TO A TRAFFIC SAFETY LEAFLET

5

Therefore:

289,070, or 59 percent of the leaflets were seen by men  
203,383, or 41 percent, were seen by women.

A smaller proportion of persons of lower education saw the leaflet than did others.

<u>Educational Level</u>	<u>Saw the Leaflet</u>
Primary	10%
Middle	19
Higher	17

Therefore:

171,866, or 35 percent of the leaflets were seen by persons of primary schooling  
223,574, or 45 percent, by persons of middle school level  
97,013, or 20 percent, by persons of higher school level

How Many People Kept Copies of the Leaflet?

The survey was conducted approximately ten days after the termination of the campaign. At that time, two percent of the people of Tokyo, or 72,318 persons, were still in possession of the leaflet.

Of Those Who Saw the Leaflet

14% still had a copy  
24% threw it away  
37% gave it to others  
25% could not remember what they did with it

To What Extent Was the Leaflet Read?

In order to determine to what extent the leaflet was actually read, people were asked whether they thought "others" were likely to have read it all the way through and then whether they themselves had read it all through.

Of Those Who Saw the Leaflet

38% felt that others read it all the way through  
36% felt that they did not  
26% were unable to judge

The principal reasons offered as to why people did not read it were:



- 23% felt that people are not interested in traffic regulations  
 14% felt that the leaflet contained too many different items  
 13% felt that the subject matter was not interesting  
 10% felt that the leaflet was too hard to read, the print was too small  
 36% could not indicate any specific reason  
 4% gave miscellaneous reasons

About the same proportion of persons who felt that "others" had read the leaflet through reported that they themselves had read it through:

Read it through completely	37%
Glanced all the way through	50
Read it here and there	13

In terms of the total population, this means that:  
 180,730 persons read it through completely  
 249,181 persons glanced all the way through  
 62,542 persons read it here and there

More men than women who saw the leaflet read it all the way through:

	<u>Men</u>	<u>Women</u>
Read it through completely	50%	34%
Glanced all the way through	39	52
Read it here and there	11	14

Therefore: 112,776 men read the leaflet completely,  
 67,954 women read it completely

The proportion of persons who read the leaflet thoroughly goes up with education.

	<u>Primary</u>	<u>Middle</u>	<u>Higher</u>
Read it through completely	32%	38%	42%
Glanced all the way through	50	51	52
Read it here and there	18	11	6

Therefore:

54,761, or 30 percent of the leaflets read through completely were read by persons of lower educational level.

85,847, or 48 percent, by persons of middle school education

40,122, or 22 percent by persons of higher school education

Of those who saw the leaflet, 31 percent reported that the leaflet had drawn their attention to some particular aspect of traffic regulations, while 69 percent reported that nothing in particular had attracted their attention.



The three regulations that were mentioned most frequently as having attracted attention were:

- When crossing a street, if there is a pedestrian walking lane, always use it.
- When crossing a street, first look to the right and then to the left.
- Pedestrians should also stop on the red, and go on the green light.

WAS THE LEAFLET EFFECTIVE?

In the last analysis, the effectiveness of a traffic leaflet or of a traffic campaign can only be measured by differences in traffic behavior brought about. Thus, if it could be demonstrated that the proportion of observances of traffic regulations increased after the campaign, it could be stated that the campaign was successful in the measure of the improvement. The present survey was limited to the statements of a cross section of the people, not to their actual behavior, and must therefore be regarded as indirect, rather than direct, evidence of effectiveness.

In order to provide some measure of effectiveness, a simple set of questions based upon the leaflet was administered to respondents. Two tests, one of pedestrian rules (administered to all respondents), and one of bicycle-riding rules (only to bicycle-riders), were given and scores computed.

The survey results seem to demonstrate clearly that people who had seen the leaflet had a significantly higher average rate of traffic knowledge than people who had not seen it.<sup>3</sup>

Pedestrian Test (maximum 3.0)	
People Who	Average Score
Saw the leaflet	1.336
Did not see the leaflet	1.007

3. The formula used for the determination of significance is given in an appendix. All the differences reported in the text proved to be "significant" or "very significant."

While many factors besides seeing or not seeing the leaflet had some influence on the information score -- e.g., sex, educational level, knowledge of the campaign, etc. -- this report confines itself to the influence of the leaflet itself. The determination of the relative contribution of each factor would require an extensive analysis-of-variance which it has been deemed unnecessary, for the purpose of this report, to carry out.



## SURVEY SERIES

<u>Bicycle Test (maximum 5.0)</u>	
<u>People Who</u>	<u>Average Score</u>
Saw the leaflet	2.624
Did not see the leaflet	2.280

Since there were average score differences between men and women respondents, between respondents who knew of the campaign and respondents who did not know of the campaign, and between respondents of the various educational levels, these factors were held constant and seeing-not seeing the leaflet allowed to vary. The results of this test indicate clearly that the leaflet had a definite effect.

<u>Pedestrian Test</u>	
<u>Men</u>	<u>Average Score</u>
Saw	1.460
Did not see	1.202
<u>Women</u>	
Saw	1.160
Did not see	0.828

Although the average score of both groups of women was below that of men, there was a significant difference between men who saw and men who did not see, and between women who saw and women who did not see.

The same results were found in the bicycle test:

<u>Bicycle Test</u>	
<u>Men</u>	<u>Average Score</u>
Saw	2.728
Did not see	2.375
<u>Women</u>	
Saw	2.181
Did not see	1.914

Holding knowledge of the campaign constant, the influence of the leaflet is further confirmed.

<u>Pedestrian Test</u>	
<u>Knew of the campaign</u>	<u>Average Score</u>
Saw	1.376
Did not see	1.202
<u>Did not know of the campaign</u>	
Saw	1.155
Did not see	0.809

A similar test holding educational level constant gave approximately the same results.



It is therefore possible, on the basis of these data, to conclude that the leaflet had some independent effect upon traffic knowledge.

EFFECTIVENESS OF AIRPLANE DISTRIBUTION

But, while the leaflet seems to have been effective, was it the leaflet itself or the dramatic airplane distribution of the leaflet that brought about the effect?

The effectiveness of airplane distribution of the leaflet as a dramatic device seems demonstrated by the following data: people who were aware of the fact that the leaflet was distributed by airplane tended to read the leaflet more completely than people who were not aware of the fact.<sup>4</sup>

	Knew of airplane distribution	Did not know
Read it through completely	38%	27%
Glanced all the way through	50	56
Read it here and there	12	17

The determination of the efficiency of airplane distribution must be based upon cost. If the controlling consideration is amount of paper, then it can be said that for a given number of leaflets to be distributed, the airplane method is less efficient.

With the airplane method of distribution, 69 percent of the 475,000 leaflets went to waste. The 31 percent of the leaflets picked up were picked up by 4 percent of the people and eventually passed through the hands of 14 percent of the population. A careful house-to-house distribution method would have eliminated most of the waste and insured the distribution of more than three times as many leaflets as effected by airplane.

Even though the dramatic airplane distribution increased slightly the proportion of persons who read the leaflet thoroughly, the wider distribution achieved by the house-to-house method would have resulted in a net increase of 100 percent in the number of persons who read it thoroughly.<sup>5</sup>

4. This conclusion is only tentative. Because of the small number of cases in the "did not know" category, the difference is not conclusively significant, only suggestive.

5. 38.6 percent of the 492,453 persons who saw the leaflet distributed by airplane, 190,087, read it fairly thoroughly. If a house-to-house distribution had been used, although perhaps only 27.2 percent would have read it thoroughly, it would be 27.2 percent of the 1,425,000 who would have been exposed to the leaflet, or 387,600, a gain of approximately 100 percent.



If there is no limitation on paper and over-all cost of the operation is the limiting factor, then the airplane method is highly efficient. An airplane can distribute a given number of leaflets rapidly and at low cost. With careful planning of the airplane routing,<sup>6</sup> a seven-time increase in the number of leaflets dropped could have insured virtually complete coverage of the Tokyo area. House-to-house methods would take more time and organization, and depending upon the method of distribution adopted, would have to count upon fairly heavy travel expenses and the paid or volunteer labor of thousands of persons. Perhaps the least expensive and most efficient procedure would be distribution of the leaflet to all households in Tokyo by mailmen on their regular routes.

An important advantage of house-to-house distribution is the fact that coverage can be complete, reaching women and lower educational groups with much greater certainty than airplane distribution. The survey has shown that these are the very people who need the publicity most. People who do not happen to be out on the streets or in the areas where the leaflets fall are liable to be missed in airplane distribution. House-to-house distribution can assure that all elements of the population will be reached.

#### SUMMARY OF FINDINGS

A survey throughout the Tokyo area approximately ten days after the termination of the Traffic Safety Week revealed that:

1. In spite of extensive publicity, almost half of the people of Tokyo did not even know of the existence of the campaign.
  2. The campaign failed to reach groups who needed the publicity most, such as women and people of lower education.
  3. More than two-thirds of the leaflets dropped by airplane went to waste.
  4. The airplane distribution does not seem to have been uniform throughout the metropolitan area. The leaflets seem to have clustered in the central zone.
- 
6. There is some evidence from the survey to show that the effective distribution of leaflets was concentrated in the central zones of Tokyo and missed the outlying areas.



5. For those who were aware that airplanes had been used, this method of distribution seems to have aroused interest and brought about more careful reading of the leaflet than would otherwise have been achieved.

6. The leaflet seems to have been effective in increasing knowledge of traffic regulations.

7. If there is an unlimited amount of paper, a carefully planned airplane distribution can be highly efficient.

8. If paper is limited, house-to-house distribution through regular mail channels or through special distribution teams would seem to be more efficient.

9. House-to-house methods are in general more efficient than airplane distribution because they guarantee distribution to all households and thus to the people who need it most.

RECOMMENDATIONS:

1. In the event that airplane distribution is made:
  - a) plan the airplane route with great care
  - b) plan to distribute many more times as many leaflets as the number of individuals or families to be covered
  - c) make the leaflet more attractive, interesting, and dramatic. Use less small type and more printing colors
2. Means for achieving dramatic effectiveness other than by airplane distribution should be explored.



## APPENDIX

### Formula for Determination of Significance Of Differences Between Scores

#### 1. Determination of Average Scores:

The average scores on the traffic information questions were determined as follows:

$$X = \sum_{i=1}^k \frac{i}{k} x_i$$

Where:

X = average score  
i = score of ith unit  
k = score of kth unit (largest score)  
 $x_i$  = proportion in ith unit (estimate)

It should also be noted that in this case

$$x_i = \tilde{p}_i$$

$p_i$ , the true proportion in the universe, is not known directly; but estimated from  $x_i$ , the proportion of cases in the sample population.

#### 2. Significance of Score Differences:

The significance of score differences is determined on the basis of the variance of the average score, by comparing the score of each unit with the total average score, rather than by direct inter-comparisons between the unit scores. Thus in comparing the scores of men and women, the scores are compared with the combined average score rather than with each other. Since they lie on opposite sides of the average score, the differences between them are certainly significant.

$$\tilde{\sigma}_x^2 = \frac{N-n}{N-1} \left( \frac{1}{n} \right) \left[ \sum_{i=1}^k \frac{i^2}{k^2} x_i - \left( \sum_{i=1}^k \frac{i}{k} x_i \right)^2 \right]$$



Where:

- $\hat{\sigma}_x^2$  = estimate of the variance of the average score  
N = population of X  
n = sample population  
i = score of the i<sup>th</sup> unit  
k = score of the k<sup>th</sup> unit  
 $x_i$  = estimate of proportion of cases in i<sup>th</sup> unit



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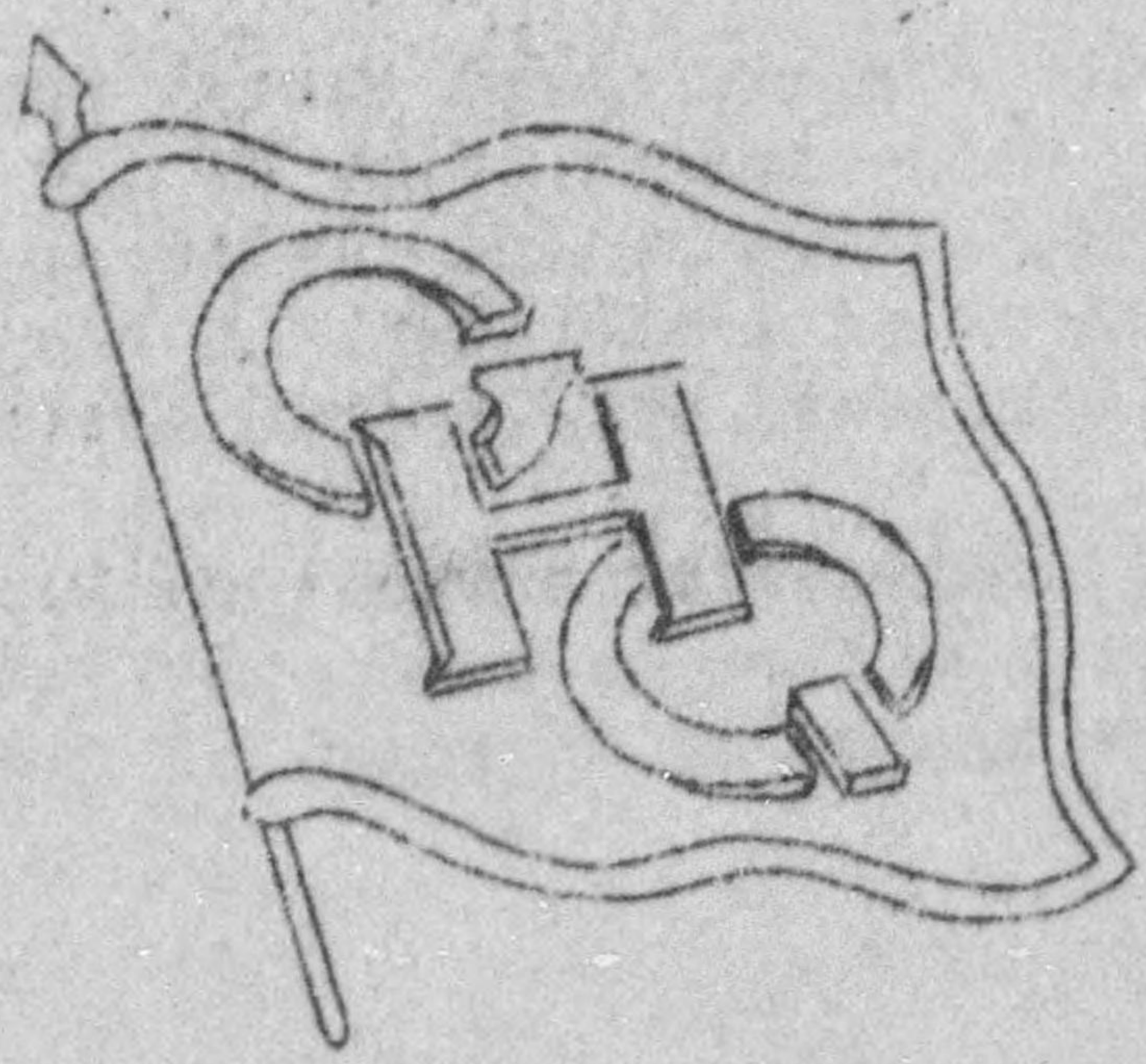
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GENERAL HEADQUARTERS  
SUPREME COMMANDER FOR THE ALLIED POWERS  
Civil Information and Education Section

# CURRENT JAPANESE PUBLIC OPINION SURVEYS

No. 16      11 January 1949



Public Opinion and Sociological Research Division



## FOREWORD

In this, the Current Japanese Public Opinion Surveys series, Civil Information and Education Section presents brief analyses of surveys by Japanese agencies of the attitudes of the Japanese people toward significant current issues. The majority of these analyses report the results of individual surveys. However, when the same issue has been studied in several surveys, it will frequently be covered in a summary report. In some cases, a discussion of the findings of individual surveys will have appeared in the Japanese press.

In this series, each survey reported upon is evaluated from the point of view of the general reliability both of its techniques and findings. Such an evaluation is intended as an indication of the acceptability of the survey as a measure of Japanese attitudes.

These analyses of surveys conducted by Japanese public opinion agencies do not constitute either an indorsement of the agency or approval of its findings.



SOME JAPANESE REACTIONS  
TO QUESTIONS ASKED IN AN INTERNATIONAL SURVEY  
Yoron Chosa Kenkyujo, November 1948

In February and March of 1948, a survey was conducted in ten countries throughout the world -- United States, Canada, Mexico, Brazil, England, France, Switzerland, Sweden, Italy, and Western Germany -- to define, according to Time magazine, the sponsor, "the misunderstandings, differences, and actual conflicts that exist today among the people of the world's free nations."<sup>1</sup>

In order to secure some comparable materials on the state of Japanese opinion, the Public Opinion Survey Research Institute (Yoron Chosa Kenkyujo) conducted a poll in Tokyo in November 1948 using some of the questions of the international poll.<sup>2</sup>

In interpreting the findings of the Tokyo survey in relation to the international poll, two cautions must be kept in mind. First, the poll in Japan was conducted only in the Tokyo area and therefore cannot be regarded as an expression of "national" opinion. In the tables that follow, Tokyo opinion will be contrasted with national opinion in the ten countries. Second, there was an interval of from eight to nine months between the international poll and the local Tokyo survey. The intervening months have been filled with events of world-shaking importance which undoubtedly have brought about changes in the climate of opinion of the original ten countries visited. However, if these cautions are kept in mind, the comparison of opinion in Tokyo and in other countries may be of some interest.

#### LEVEL OF OPTIMISM

The way in which people view their present circumstances and future possibilities is an important indication of their general level of optimism or pessimism. This evaluation is,

1. The survey was carried out with the cooperation of public opinion institutes in each of the countries -- in Western Germany with the cooperation of the OMGUS Opinion Surveys Section -- under the general direction of Elmo Roper. A report of the survey was carried in the 12 April 1948 edition of Time and in a separate booklet published by the magazine at about the same time.
2. Five hundred forty-one persons in the Tokyo area were selected by rigidly random methods for interview. The variability of answers, as a result of sample size and method selection, will range between 3 and 7 percent, depending upon the proportion of answers in any given answer category. The conduct of this survey has had no connection with CIE or any other section of SCAP.



of course, highly changeable, depending as it does upon immediate as well as long-range considerations. It will vary with the seasonable availability of food, fuel, and other necessities, with the local political atmosphere, and with many other circumstances that are noncomparable from country to country at any given time. It is interesting to observe, however, that the Japanese people of Tokyo in November 1948 felt more optimistic than the people of most of the other countries surveyed last winter. More Englishmen, Frenchmen, and Germans felt that they were worse off than did the people in the capital of defeated Japan.

Question: Compared with last year at about the same time, do you think you are better off, worse off, or about the same?

	November 1948 <sup>3</sup>			
	Better	Worse	Same	Cannot answer
TOKYO	40%	39%	19%	2%
	February - March 1948			
	Better	Worse	Same	Cannot answer
Italy	33%	30%	36%	1%
Canada	30	30	38	2
Mexico	29	38	33	0
Sweden	27	18	53	2
Switzerland	26	24	45	5
United States	25	28	46	1
Brazil	20	39	37	4
England	17	46	36	1
Germany	10	54	36	0
France	9	59	31	1

3. Two other surveys, conducted in September and October, 1948, provide some interesting evidence on this point. In September 1948, a survey by the Cabinet Deliberation Room Public Opinion Unit in the Kanto area found the following distribution of responses to the same question:

Better	33%	Same	11%
Worse	48	Cannot answer	3

A survey in October 1948, by the Asahi Newspaper found the following:

	Better	Worse	Same	Cannot answer
All Japan	23%	44	31	2
Tokyo	34%	43	22	1
Tokyo Labor	35%	37	26	2
Organized industrial labor	38%	31	29	2
Organized white collar	40%	32	26	2
Unorganized industrial labor	26%	52	21	1
Unorganized white collar	28%	42	28	2



JAPANESE REACTIONS IN AN INTERNATIONAL SURVEY

3

The Tokyo respondents were also very optimistic in respect to prospects of living conditions five years from now. While this may be based upon the feeling that things are so bad that any change will be an improvement, in other war-affected countries like England, France, and Italy, less than half of the respondents expected things to improve. Again it should be pointed out that many changes, such as an increase in European Recovery Plan benefits, may have affected the level of optimism in the European countries since the time of the survey.

Question: Five years from now do you expect to be better off, worse off, or about the same?<sup>4</sup>

	<u>Better</u>	<u>Worse</u>	<u>Same</u>	<u>Cannot answer</u>
TOKYO	64%	7%	10%	19%
Mexico	63	8	10	19
United States	56	11	16	17
Canada	54	11	20	15
Brazil	49	15	12	24
England	48	17	14	21
Italy	46	8	15	31
Sweden	32	21	17	30
France	32	30	18	20
Switzerland	28	28	14	30

EXPECTATION OF THIRD WORLD WAR

Throughout the world, fear of another war seems to pervade the thinking of people. In all of the countries surveyed, a majority of the people expected that there will be another big war in the next 25 to 30 years. The Tokyo respondents were no exception.

Question: Do you think that there will be another big war during the next 25 to 30 years, or do you think that there is a fairly good chance to avoid it?<sup>5</sup>

4. The question was not asked in Germany.

5. Canada is not included in this tabulation.



## CURRENT JAPANESE PUBLIC OPINION SURVEYS

	<u>Inevitable</u>	<u>Avoidable</u>	<u>Don't know</u>
TOKYO	56%	14%	30%
Mexico	71	22	7
Sweden	61	31	8
Brazil	61	15	24
Germany	59	30	11
Italy	54	24	22
England	54	34	12
Switzerland	53	28	19
United States	53	37	10
France	52	22	26

## UNITED STATES AND RUSSIA

The United States was the first choice of most of the countries as a desirable place to which to emigrate. In Japan, the second choice, China, claimed only 4 percent of the respondents.

Question: If you were to leave (country of residence), what country would you like best to live in?<sup>6</sup>

	<u>First Choice</u>
TOKYO	United States 56%
Canada	United States 61
Mexico	United States 43
Sweden	United States 40
Brazil	United States 36
Italy	United States 32
Switzerland	United States 17
United States	Canada 24
England	Australia 20
France	Switzerland 15

The general feeling in the countries surveyed in the international poll in the winter of 1948, except for the United States, was that Russia was gaining ground in the developing conflict between the two countries. The responses of Japanese people in Tokyo seem to stand out in striking contrast: a majority report the feeling that the United States is gaining.

Question: In the present conflict between Russia and the United States, which side do you think is gaining ground today and which is losing ground?<sup>7</sup>

6. Germany is not included in the tabulation.  
7. Germany is not included in the tabulation.



JAPANESE REACTIONS IN AN INTERNATIONAL SURVEY

5

	<u>United States</u>	<u>Russia</u>	<u>Neither</u>	<u>Don't know</u>
TOKYO	57%	13%	0%	30%
United States	36	22	18	24
Brazil	33	33	0	34
Italy	32	38	3	27
Sweden	31	33	0	36
Mexico	28	45	0	27
Switzerland	27	45	0	28
France	23	42	0	35
Canada	21	42	21	16
England	19	43	14	24

Belief in the ultimate superior strength of the United States was expressed by a great majority of persons voicing opinions in the United States and in Tokyo. However, almost one-half of the Tokyo respondents were unable to make a judgment.

Question: Twenty years from now, which of the two countries do you think will be strongest?

	<u>United States</u>	<u>Russia</u>	<u>Don't know</u>
TOKYO	47%	7%	46%
United States	69	6	25

8. In the international survey, this question was asked only in the United States.



CURRENT JAPANESE PUBLIC OPINION SURVEYS

Analyses of surveys prepared to date by  
Civil Information and Education Section

- |        |   |                   |
|--------|---|-------------------|
| No. 1  | Attitudes of Tokyo Residents toward the Ashida Cabinet                      | 29 May 1948       |
| No. 2  | Attitudes in Kyoto toward Coeducation in the New Lower Secondary Schools    | 5 June 1948       |
| No. 3  | Attitudes toward the Ashida Cabinet and Related Political Matters           | 12 June 1948      |
| No. 4  | Attitudes of Union Members in the Tokyo Area                                | 28 June 1948      |
| No. 5  | Attitudes in Osaka toward Current Political Problems                        | 30 June 1948      |
| No. 6  | Attitudes in Tokyo toward the New Lower Secondary Schools                   | 17 July 1948      |
| No. 7  | A National Survey of Attitudes toward the Ashida Cabinet                    | 9 August 1948     |
| No. 8  | Attitudes of Tokyo and Kyoto Residents toward Strikes of Government Workers | 10 August 1948    |
| No. 9  | Attitudes of Osaka Consumers toward Vegetable Rationing                     | 11 August 1948    |
| No. 10 | Attitudes in the Kansai District toward Democratization of Securities       | 26 August 1948    |
| No. 11 | Attitudes toward the Inflation Problem                                      | 3 September 1948  |
| No. 12 | Attitudes toward the Emperor System   | 18 September 1948 |
| No. 13 | Attitudes toward Higher Denomination Currency                               | 21 September 1948 |
| No. 14 | Attitudes of Resettlers toward the Land Reclamation Program                 | 27 September 1948 |
| No. 15 | Attitudes on the Democratization of Japan                                   | 25 October 1948   |
| No. 16 | Japanese Reactions in an International Survey                               | 11 January 1949   |
| No. 17 | Political Trends Through October 1948                                       | 11 January 1949   |