

AR-251-PO--16

	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
14.	OK	6	2.3
	Must progress	250	96.2
	Don't Know	4	1.5
15.	Disagree	23	8.8
	Optimistic	8	3.1
	Up To Gov't	92	35.4
	Up To People	132	50.8
	Don't Know	5	1.9
16.	OK	17	6.5
	Just Strengthen	49	18.8
	Goed Too Far	38	14.7
	Not Compatible	140	53.8
	Don't Know	16	6.2
17.	OK	77	29.6
	Disapprove	110	42.3
	Don't Know	73	28.1
18.	OK	61	23.5
	Dislike	37	14.2
	Admire	156	60.8
	Don't Know	4	1.5
19-2.	Yes	44	16.9
	No	34	13.1
	Don't Know	182	70.0

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
19-D.	Foodstuff	34	77.3
	Textiles	5	11.4
	Fuel	1	2.3
	Others	4	9.0
20-A.	Religions	97	37.3
	Atheistic	24	9.2
	Dissatisfied	63	24.2
	No Opinion	35	13.5
	Do Not Believe	4	1.6
	No Suitable Religion	37	14.2
20-P.	Shinto	15	15.5
	Buddhist	57	58.8
	Christian	18	18.5
	Others	7	7.2
21.	Food	124	47.7
	Inflation	55	21.2
	Unemployment	6	2.3
	Housing	13	5.0
	Medical	5	1.9
	Education	26	10.0
	Other	23	8.8
	No Opinion	8	3.1

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VI. Responses of DFE: 277

<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
1. Improved	34	12.3
Confusion	219	79.1
Same	15	5.4
Don't Know	9	3.2
2. OK	145	52.3
Dissatisfied	66	23.9
Went Too Far	26	9.4
Don't Know	40	14.4
3. Yes	65	23.5
No	180	65.0
Don't Know	32	11.5
4. OK	18	6.5
Not Good	247	89.2
Don't Know	12	4.3
5. No Influence	37	13.4
Active Underground	100	36.1
Don't Know	140	50.5
6. Yes	116	41.9
No	49	17.4
Don't Know	112	40.7
7. Yes	151	54.5
No	62	22.4
Don't Know	64	23.1

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
8.	Yes	21	11.2
	No	213	76.9
	Don't Know	33	11.9
9.	Better	39	14.1
	Same	181	65.3
	Worse	31	11.2
	Don't Know	26	9.4
10.	Better	65	23.5
	Same	67	24.2
	Worse	123	44.4
	Don't Know	12	4.3
	Don't Know	10	3.6
11.	Better	51	18.4
	Same	181	65.3
	Worse	24	8.7
	Don't Know	21	7.6
12.	Better	55	19.9
	Same	104	37.5
	Worse	68	24.5
	Don't Know	50	18.1
13.	Trust	140	50.5
	Distrust	109	39.4
	Don't Know	28	10.1

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
14.	OK	8	2.9
	Must Progress	265	95.7
	Don't Know	4	1.4
15.	Despair	23	11.9
	Optimistic	7	3.5
	Up To Gov't.	101	36.5
	Up To People	133	48.0
	Don't Know	3	1.1
	OK	17	6.1
16.	Must Strengthen	54	19.5
	Goed Too Far	52	18.8
	Not Compatible	148	53.4
	Don't Know	6	2.2
	OK	57	21.4
17.	Disapprove	133	48.0
	Don't Know	57	20.6
	OK	23	8.4
18.	Disland	54	19.5
	Reform	143	51.6
	Don't Know	7	2.5
	OK	23	8.4
19-A.	Yes	58	20.9
	No	28	10.1
	Don't Know	191	69.0

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
19-B.	Food	30	51.7
	Textiles	19	32.8
	Fuel	2	3.4
	Other	7	12.1
20-A.	Religious	95	34.3
	Atheistic	26	9.4
	Dissatisfied	46	16.6
	No Opinion	65	23.5
	Do Not Believe	3	2.9
	No Suitable Religion	37	13.3
20-B.	Shinto	19	20.0
	Buddhist	68	71.6
	Christian	5	5.3
	Others	3	3.1
21.	Food	151	54.5
	Inflation	75	27.1
	Unemployment	6	2.5
	Housing	10	3.6
	Medical	2	0.7
	Education	0	0.0
	Others	21	7.5
	No Opinion	12	4.1

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## VII. Responses of LI: 234

<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
1. Improved	31	13.2
Confused	180	76.9
Same	16	6.8
Don't Know	7	3.1
2. OK	93	39.7
Dissatisfied	93	39.7
Went Too Far	17	7.3
Don't Know	31	13.3
3. Yes	36	15.4
No	175	74.0
Don't Know	23	9.8
4. OK	19	8.1
Not Good	205	87.6
Don't Know	10	4.3
5. No Influence	31	13.2
Active Under ground	112	47.9
Don't Know	91	38.9
6. Yes	118	50.4
No	33	14.1
Don't Know	83	35.5
7. Yes	93	39.7
No	73	35.5
Don't Know	58	24.0

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
8.	Yes	10	4.3
	No	192	82.0
	Don't Know	32	13.7
9.	Better	30	12.8
	Same	156	66.7
	Worse	20	12.0
	Don't Know	20	8.5
10.	Better	45	19.2
	Same	60	29.1
	Worse	100	42.7
	Worse	10	4.3
	Don't Know	11	4.7
11.	Better	30	16.7
	Same	152	65.0
	Worse	19	8.0
	Don't Know	24	10.3
12.	Better	30	16.2
	Same	103	44.0
	Worse	51	21.8
	Don't Know	12	10.0
13.	Trust	124	53.0
	Distrust	93	39.7
	Don't Know	17	7.3



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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
14.	OK	3	1.3
	Must Progress	226	97.4
	Don't Know	3	1.3
15.	Despair	35	15.0
	Optimistic	4	1.7
	Up To Gov't.	67	28.6
	Up To People	124	53.0
	Don't Know	4	1.7
16.	OK	3	3.8
	Must Strengthen	54	23.1
	Gone Too Far	39	16.7
	Not Compatible	116	50.4
	Don't Know	14	6.0
17.	OK	74	31.6
	Disapprove	106	46.2
	Don't Know	52	22.2
18.	OK	40	20.5
	Dislike	53	22.6
	Reform	128	54.7
	Don't Know	5	2.2
19-a.	Yes	66	28.2
	No	24	10.3
	Don't Know	144	61.5

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
19-B.	Food	36	57.6
	Textiles	22	33.3
	Fuel	1	1.5
	Others	5	7.6
20-A.	Religious	97	41.5
	Atheistic	20	12.0
	Dissatisfied	49	20.9
	No Opinion	33	14.1
	Do Not Believe	5	2.1
	No Suitable Religion	22	9.4
20-B.	Shinto	18	18.6
	Buddhist	57	58.8
	Christian	19	19.6
	Others	3	3.0
21.	Food	125	53.4
	Inflation	31	13.3
	Unemployment	8	3.4
	Housing	11	4.7
	Medical	2	0.8
	Education	10	4.2
	Others	43	18.4
	No Opinion	4	1.8

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## VIII. Responses of ML: 239

<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
1. Improved	27	11.3
Confused	168	70.3
Same	22	9.2
Don't Know	22	9.2
2. OK	73	30.5
Dissatisfied	92	38.5
Went Too Far	9	3.8
Don't Know	65	27.2
3. Yes	42	17.6
No	174	72.8
Don't Know	23	9.6
4. OK	15	6.3
Not Good	213	89.1
Don't Know	11	4.6
5. No Influence	35	14.6
Active Underground	88	36.8
Don't Know	116	48.6
6. Yes	115	48.1
No	36	15.1
Don't Know	88	36.8
7. Yes	104	43.5
No	75	31.4
Don't Know	60	25.1

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
8.	Yes	16	6.7
	No	190	79.5
	Don't Know	33	13.8
9.	Better	32	13.4
	Same	161	67.4
	Worse	30	12.5
	Don't Know	16	6.7
10.	Better	48	20.1
	Same	64	26.8
	Worse	100	45.2
	Don't Know	6	3.3
11.	Better	20	11.7
	Same	157	65.7
	Worse	23	12.1
	Don't Know	25	10.5
12.	Better	41	17.2
	Same	34	35.1
	Worse	50	20.9
	Don't Know	64	26.8
13.	Trust	116	48.5
	Distrust	61	36.8
	Don't Know	35	14.7

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
14.	OK	7	2.9
	Least Progress	209	87.4
	Don't Know	25	9.7
15.	Despair	39	16.3
	Optimistic	7	2.9
	Up To Gov't	103	43.2
	Up To People	77	32.2
	Don't Know	13	5.4
16.	OK	15	6.3
	Must Strengthen	109	45.6
	Too Far	26	10.9
	Not Comatible	73	30.5
	Don't Know	16	6.7
17.	OK	104	43.5
	Disapprove	74	31.0
	Don't Know	61	25.5
18.	OK	66	28.5
	Distand	35	15.9
	Reform	126	52.7
	Don't Know	7	2.9
19-A.	Yes	58	24.3
	No	35	14.6
	Don't Know	146	61.1

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
19-B.	Food	43	74.1
	Textiles	8	13.8
	Fuel	3	5.2
	Others	4	6.9
20-A.	Religious	61	33.9
	Atheistic	24	10.0
	Dissatisfied	20	11.7
	No Opinion	75	3.14
	Do Not Believe	3	1.3
	No Suitable Religion	20	11.7
20-B.	Shinto	20	24.7
	Buddhist	61	75.3
	Christian	0	0.0
	Others	0	0.0
21.	Food	163	60.3
	Inflation	30	15.9
	Unemployment	15	6.3
	Housing	7	2.9
	Medical	0	0.0
	Education	1	0.4
	Others	14	5.0
	No Opinion	1	0.4

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## IX. Responses of FL: 234

<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
1. Improve	19	8.1
Confused	183	78.2
Same	21	9.0
Don't Know	11	4.7
2. Satisfied	63	26.9
Dissatisfied	64	27.4
Went Too Far	10	4.2
Don't Know	97	41.5
3. Yes	36	15.4
No	158	67.5
Don't Know	40	17.1
4. OK	26	11.1
Not Good	201	85.9
Don't Know	7	3.0
5. No	23	9.8
Active Underground	62	26.5
Don't Know	149	63.7
6. Yes	65	32.0
No	36	15.4
Don't Know	123	52.6
7. Yes	78	33.3
No	73	31.2
Don't Know	83	35.5

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
8.	Yes	7	3.0
	No	193	82.5
	Don't Know	34	14.5
9.	Better	18	7.6
	Same	159	67.9
	Worse	15	6.4
	Don't Know	42	17.9
10.	Better	34	14.5
	Same	65	27.6
	Worse	95	40.6
	Worse	14	6.0
	Don't Know	26	11.1
11.	Better	30	12.8
	Same	141	60.3
	Worse	16	6.8
	Don't Know	47	20.1
12.	Better	46	19.7
	Same	63	26.9
	Worse	47	20.1
	Don't Know	78	33.3
13.	Trust	96	41.0
	Distrust	102	43.6
	Don't Know	36	15.4



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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
14.	OK	1	0.4
	Must Progress	215	91.9
	Don't Know	13	7.7
		24	10.3
15.	Despair	13	7.7
	Optimistic	37	37.2
	Up To Gov't.	103	44.0
	Up To People	2	0.8
	Don't Know	12	5.2
16.	OK	62	26.5
	Must Strengthen	27	11.5
	Too Far	104	44.4
	Not Compatible	29	12.4
	Don't Know	66	28.2
17.	OK	59	25.2
	Disapprove	109	46.6
	Don't Know	60	25.1
18.	OK	30	12.6
	Distand	126	53.8
	Reform	10	4.3
	Don't Know	44	18.8
19-A.	Yes	26	11.1
	No	164	70.1
	Don't Know		

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
19-B.	Food	25	56.8
	Textiles	14	31.8
	Fuel	2	4.6
	Others	3	6.8
20-A.	Religious	73	31.2
	Atheistic	37	15.8
	Dissatisfied	14	6.0
	No Opinion	56	23.9
	Do Not Believe	3	1.3
	No Suitable Religion	51	21.8
20-B.	Shinto	18	24.7
	Buddhist	45	58.8
	Christian	4	5.5
	Others	8	11.0
21.	Food	141	60.3
	Inflation	55	23.5
	Unemployment	12	5.1
	Housing	9	3.8
	Medical	2	0.9
	Education	3	1.3
	Others	5	2.1
	Don't Know	7	3.0

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## X. Responses of O: 198

	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
1.	Improved	30	15.2
	Confused	147	74.2
	Same	10	5.0
	Don't Know	11	5.6
2.	Satisfied	85	42.9
	Dissatisfied	61	30.3
	Went Too Far	1	0.5
	Don't Know	51	25.8
3.	Yes	60	30.3
	No	128	64.6
	Don't Know	19	9.1
4.	OK	36	18.2
	Not Good	162	81.8
	Don't Know	0	0.0
5.	No Influence	45	22.7
	Active Underground	72	36.4
	Don't Know	81	40.9
6.	Yes	72	36.4
	No	44	22.2
	Don't Know	82	41.4
7.	Yes	97	49.0
	No	55	27.8
	Don't Know	46	23.2

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
8.	Yes	14	7.1
	No	165	63.3
	Don't Know	19	9.6
9.	Better	25	12.6
	Same	143	72.2
	Worse	13	6.6
	Don't Know	17	8.6
10.	Better	44	22.2
	Same	49	24.9
	Worse	49	24.9
	Don't Know	7	3.5
11.	Better	27	13.6
	Same	148	74.7
	Worse	7	3.5
	Don't Know	16	8.2
12.	Better	30	15.2
	Same	66	33.3
	Worse	44	22.2
	Don't Know	50	29.3
13.	Trust	101	51.0
	Distrust	69	34.5
	Don't Know	20	14.2

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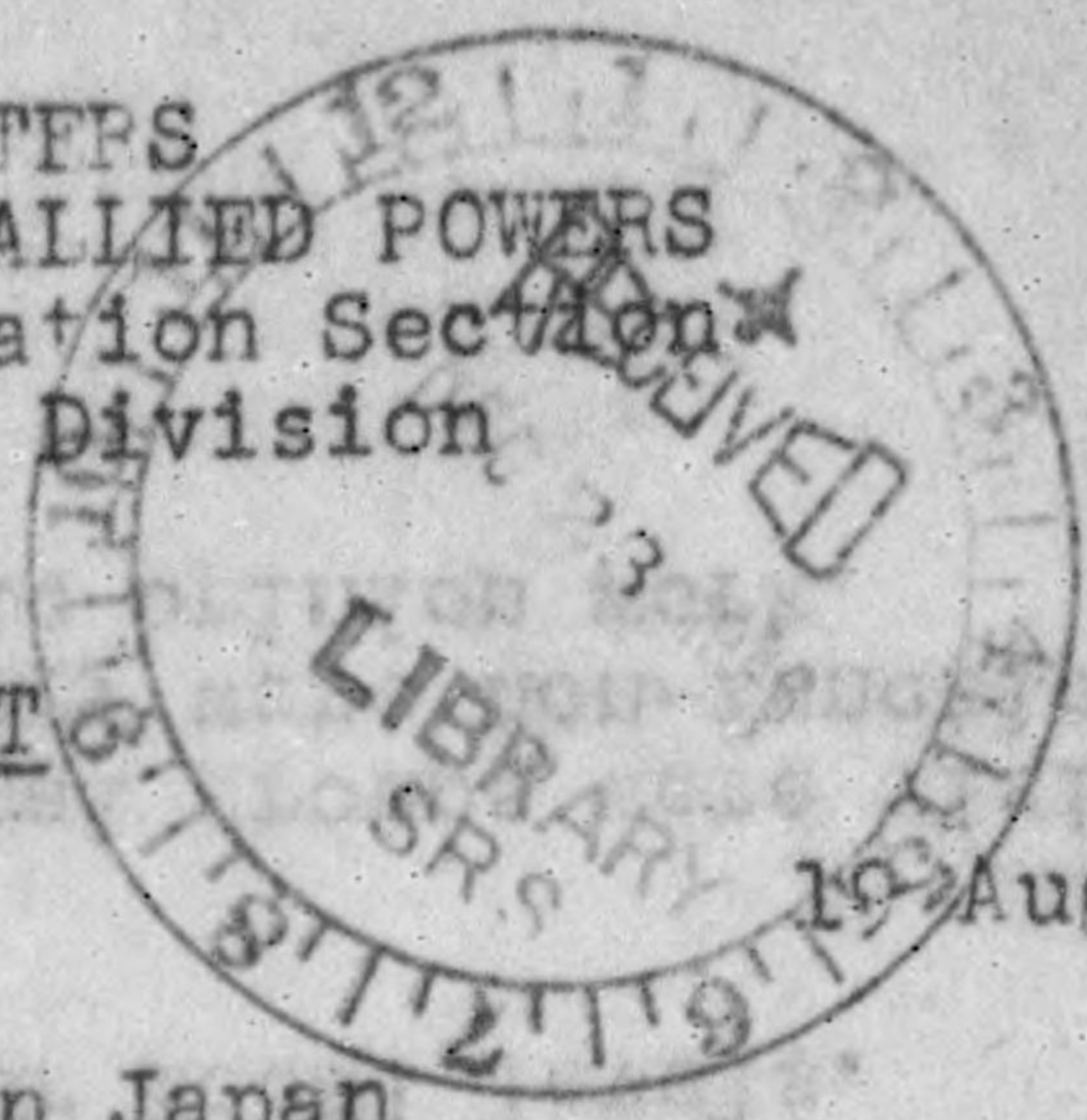
	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
14.	OK	14	7.1
	Must Progress	178	89.9
	Don't Know	6	3.0
15	Despair	23	11.6
	Optimistic	6	3.1
	Up To Gov't.	85	42.9
	Up To People	82	41.4
	Don't Know	2	1.0
16.	OK	7	3.5
	Must Strengthen	42	21.2
	Too Far	31	15.7
	Not Compatible	102	51.5
	Don't Know	16	8.1
17.	OK	49	24.8
	Disapprove	87	43.9
	Don't Know	62	31.3
18.	OK	54	27.3
	Dislike	39	19.7
	Refer	97	49.0
	Don't Know	8	4.0
19-A.	Yes	39	19.7
	No	54	27.3
	Don't Know	105	53.0

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	<u>Question</u>	<u>No. Respondent</u>	<u>Percentage</u>
19-B.	Food	19	48.7
	Textiles	17	43.6
	Fuel	3	7.7
	Others	0	0.0
20-A.	Religious	84	42.4
	Atheistic	7	3.5
	Dissatisfied	13	6.6
	No Opinion	51	25.0
	Do Not Believe	2	1.0
	No Suitable Religion	41	20.7
20-B.	Shinto	10	11.9
	Buddhist	59	70.2
	Christian	7	8.3
	Other	5	5.5
21.	Food	113	57.1
	Inflation	39	19.7
	Unemployment	26	13.2
	Housing	6	3.0
	Medical	5	2.5
	Education	1	0.5
	Other	0	4.0
	Don't Know	0	0.0

LIB

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



SPECIAL REPORT

Serial Number: AR-248-PO-E-9

SUBJECT : Public Opinion Agencies in Japan

PREPARED BY : Research Unit: Public Opinion & Sociological Research

TYPES OF PUBLIC OPINION AGENCIES IN JAPAN:

From the very latest figures available to this unit, there are at present some 56 organizations in Japan engaged in one form or other of public opinion investigation. Among them, five types are found:

1. Government agencies:

One of these operates at the national level, as the Cabinet Section Public Opinion Survey Unit; the other is a Kagoshima prefectural

1)

The original list which was used was compiled by the Japanese Newspaper Alliance. Subsequent investigation of the organization and groups listed showed many errors; in several cases we were unable to verify the very existence of certain organizations mentioned, in other cases addresses were inaccurate, and in still other cases no public opinion work of any kind was carried on at the time of the investigation or contemplated for the foreseeable future. As a result of further checking through the Japanese Newspaper Alliance and several field trips, the figure indicated above was arrived at. At the time of writing, a further and more or less definitive check is under way to verify information we have on the present status of public opinion organizations.

700-1

2)  
organization.

2. Private organizations engaged  
principally in public opinion

work:

8

This refers to all organizations that  
were set up specifically to do public  
opinion studies.

3. Private organizations that conduct  
public opinion work incidental to  
their main activities:

This refers to both private research

groups and groups with a specific mission,  
such as "enlightening public opinion," etc.,  
who in the course of their work occasionally  
resort to public opinion studies.

4. Magazines:

65

5. Newspapers:

33

TOTAL 99

Of the 56 organizations engaged in public opinion work, this  
unit has directly interviewed 43. In accordance with the five

2)

In accordance with a recent verbal notification from SCAP, the  
Imperial Japanese Government is not permitted for the present to  
engage in any activities whatsoever of a public opinion nature  
whether at the national, prefectural, or local levels.

3)

Although fifteen or twenty additional groups were visited, as  
indicated in fn. 1 it was found that many were non-functioning  
and had no actual connection with public opinion work.

RESEARCH STATION  
STATE INFORMATION AND RESEARCH SECTION  
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categories, the figures are as follows:

1. Government agencies:	1
2. Private organizations primarily engaged in public opinion work:	7
3. Private organizations incidentally engaged in public opinion work:	7
4. Magazines:	2
5. Newspapers:	26
TOTAL	43

These include the major newspapers of the Tokyo area and of western, southern, and northeastern Japan, and the principal private agencies. The central government and prefectural

government agencies are not included; the central government public opinion group is the subject of a special study of this organization, and for reasons therein set forth should be separated in evaluation from private organizations.

HISTORY AND FUNCTION:

Without exception, the survey agencies now functioning were established after the end of the war. Two agencies did attempt half-hearted survey activities, or number among their employees people who had had some slight experience with such activities, prior to or during the war, but the existence of these does not alter the general fact that before the end of the war there was almost no interest or experience in public opinion surveying in Japan. In several universities individuals, principally psychologists, had carried on surveys of the general category known as "attitude studies," which are generically closely related to public

opinion studies. Generally these were of a relatively simple kind except for those conducted by Prof. Kazuya Matsumiya in the field of religious attitudes.

4)

Thus, all such activities conducted now in Japan labor under the disadvantage of having no background of knowledge of the uses or techniques of public opinion surveying. Moreover, the purposes for which these agencies are carrying out surveys differ profoundly in many cases from those of American survey groups.

Private agencies often operate with the avowed purpose of enlightening public opinion rather than determining it, and in most cases with the added purpose of making a paying business out of their activities. Newspapers conduct surveys to determine public opinion for reference material in helping to guide newspaper policies. They all aim at obtaining information which will influence government policies. The crusading spirit is markedly present in nearly every agency investigated and an

4) Prof. Matsumiya took his Ph.D. at Columbia University and later taught at both Columbia and the University of California at Berkeley. He was the first Japanese to make any significant use of modern techniques of attitude study, principally the methods of Thurstone as developed in religious attitude studies of Thurstone and Chaves. (cf. Kazuya Matsumiya: Gendai Nipponjin no Mitaru Kirisutokyo (The Contemporary Views the Japanese People Have Concerning Christianity), Tetsugaku Pamfuretto (Philosophy Pamphlet), No. 6. Matsumiya is currently head of the Institute for Social-Psychological Research, which is the only organization employing sophisticated procedures in the evaluation of public attitudes.

educational function is present in most of the agencies. They generally phrase a two-fold objective: to obtain public opinion and to force it to the attention of the public and the government.

Public opinion surveying inevitably entails prying into the respondent's social background and habits of mind. A survey agency can hope to obtain accurate results only when the respondent feels, on the one hand, that the agency will not use the results either to compromise him personally or to foster any propagandistic or lobbying purposes of its own and, on the other hand, that it has sufficient standing in the community to enforce some cognizance of and respect for its results. It is doubtful whether any agency now operating in Japan is well enough known to command the respect of the Japanese people to the point where they will give completely honest and open-minded opinions to necessarily searching questions on often delicate subjects.

ORGANIZATION:

Organization differs with each agency, but in general newspaper and news service agencies are parts of general research units performing all manner of research on problems affecting the newspaper. Independent agencies often have large staffs with corporation-type organizations, with branches scattered throughout Japan and a set of by-laws and articles. These

CONCLUSION:

agencies for the most part are founded and organized by independently wealthy men who occupy the top executive positions.

FINANCES:

There are in general two basic types of financing, depending upon the type of organization.

1. The public opinion units of newspapers and magazines, which generally function as parts of larger newspaper research units, or directly under the editor as information-supplying agencies. Thus expenses for surveys are simply handled as an operating expense of the newspaper or magazine company.

2. Independent agencies, which obtain funds from three main sources: (a) contributions, (b) membership fees, and (c) sale of publications.

(a) Of these, income from contributions makes up by far the greatest source of operating capital. The amount of money contributed varies considerably from organization to organization, but in several cases, individuals (who are frequently founders or directors of the organization) have contributed as much as ¥140,000. In the case of the Institute for Permanent Peace, the Marquis Tokugawa and his son have contributed in the neighborhood of ¥1,500,000 to the operations of the organization.

(b) Most of the private organizations have membership lists, with fees which average between ¥3 - ¥5 per individual. In addition, so-called "sustaining" memberships may occasionally run up to ¥100. "Sustaining" members include persons who have special interest and faith in the organization and are thus willing to make the slight additional monthly contribution required.

(c) Income from the sale of publications constitutes the smallest contribution to the running expense of the organization. These generally include the usual publication, which may include a magazine or a more permanent form of publication of survey results, special educational pamphlets, books, magazines, or materials of a general informational character. In a few instances publications of other persons or groups, books sent for review, and so on, may be made available for sale and thus make some contribution to the total intake of the organization.

No agency is as yet making money as a result of its survey work, and income is mainly derived from sources (a) and (b).

PERSONNEL:

The personnel of the newspaper agencies are in each case members of the paper's staff. No newspaper has men with previous experience or training in survey work. Indeed, such work has been almost non-existent in Japan's history.

This lack of qualified personnel extends into all phases of survey work, from arriving at the survey subject to preparing the report. The same is true of the independent agencies. There are a few such agencies which have one or two men with statistical or sociological backgrounds, but no agency investigated so far has had what could possibly be termed an adequately trained staff. To conduct a survey<sup>5)</sup> it is necessary to:

1. Determine the survey subject.
2. Prepare a questionnaire suitable for eliciting the information desired.
3. Draw up a sample which will provide complete representation of the group to be surveyed.
4. Devise a controlled method of presenting the questionnaire to the respondent and controlling the conditions under which it is filled.
5. Devise a controlled method of collecting the completed questionnaires in a manner which will assure uniform returns from all areas surveyed.

5)

Cf. U.S. Department of Agriculture, Division of Program Surveys: "Research Methodology," 28 March 1946 (multigraph), in which procedures in the following steps are outlined: study planning, defining the sample, writing the interview schedule, interviewing the respondent, and analyzing the interviews.

6. Code and tabulate the results in preparation for issuing a report.

Each one of these steps must be handled by trained, competent men, and if any one of them is wrongly conducted, the results of the survey will be warped if not completely meaningless.

1. The first step does not require any special training other than that involved in an awareness of what problems are of current interest and what types of problems can be profitably handled by public opinion analysis.

6) "Errors due to causes other than sampling obviously need to be under control because it is not profitable, for example, to use a sampling design with sampling errors of 1 or 2 percent if other errors not under control amount to 10 to 15 percent." Houseman, Earl E.: "Available Sampling Methods," 5 March 1946 (multigraphed), p. 3:

7) Cf., for example, the following statement on how persons and agencies actually requesting certain types of materials are unable to form a clear statement of the research objectives: "It is the Division's experience that agencies requesting research are often not able to give immediately a clear statement in detail of the information they require. They are apt to express their information needs in rather general terms and are not sufficiently familiar with the techniques of surveying to understand the importance of reducing all of the objectives to specific statements of required data. The process of study planning very commonly brings out new problems and new insights which the requesting agency had not had in mind at the outset." Division of Program Surveys: "Research Methodology," 28 March 1946, pp. 1-2. A similar deficiency can be noted in the work of Japanese opinion agencies.

2. The second step is a difficult and complicated procedure. General questions must be devised, specific answers to which will give the information needed; all possible mutations

of opinion or attitude to the subject must be considered; the questions must be so worded that they can, with maximum efficiency, test the presence, absence, or strength of these varying attitudes and opinions; and the questions must be tested to ensure that they are unequivocal, and are not associated with any other ideational or emotional factors which

will divert the respondent from a faithful answer, and will lead directly to an answer that can be analyzed and tabulated with the means at hand.

The preparation of such a questionnaire demands an understanding of procedures for psychological testing, of clinical interview techniques, and of statistical procedures far beyond that of any agency so far investigated

8) Cf: Section on "Writing the Interview Schedule," in "Research Methodology" (multigraph), pp. 2-3; Angus Campbell: "Questionnaire Construction in Program Surveys" (multigraph), pp. 1-4.



that is operating in Japan today.

3. The preparation of a sample which will provide complete representation of the group to be surveyed is of paramount importance, and failure in this step will inevitably lead to invalid results. This is a matter which calls for a deep knowledge of statistical procedures and access to large-scale, accurate information on the entire population. This information is available in Japan where full records of almost every citizen are held by the census bureau, the rationing boards, and the local "tonari-gumi" heads. However, there is only one instance where these records were made use of, and even in this case there is considerable doubt as to whether the agency had sufficient training to select a random representative sample. Thus all but one of the agencies have failed to make use of the best existing source for drawing representative samples and have relied on haphazard methods arrived at by untrained members.

4. Another notable source of error resulting from the use of untrained men arises in any survey where the respondent is interviewed to get his opinions. No matter how well worded the questionnaire may be, untrained interviewers can completely warp the results of a survey by influencing, however unconsciously, the respondents' replies. It is patently true that a person can be led into giving almost any desired reply by the manner in which a question is asked, depending on whether it is stated positively or negatively, and the facial and tonal expressions of the person directing the question. In drawing a person out to enlarge on the first answer to a question, it is

9)

Cf. Houseman, Earl E.: "Available Sampling Methods," 5 March 1946, (multigraphed); Hansen, Morris H.: "Census to Sample Population Growth," Domestic Commerce, November 1944; Hauser, Philip M. and Hansen, Morris H.: "Sample Surveys in Census Work," Bureau of the Census, (mimeographed); Hansen, Morris H. and Hurvitz, William N.: "A New Sample of the Population - Sampling Principles Introduced in the Bureau's Monthly Report on the Labor Force," Bureau of the Census; Hansen, Morris H. and Hurvitz, William N.: "On the Theory of Sampling from Finite Populations," The Annals of Mathematical Statistics, v. XIV, no. 4, December 1943, pp. 33-362; Hansen, Morris H. and Hurvitz, William N.: "Relative Efficiencies of Various Sampling Units in Population Inquiries," Journal of the American Statistical Association, V. 37, March 1942, pp. 89-94; Hansen, Morris H. and Hauser, Philip M.: "Area Sampling - Some Principles of Sample Design," Public Opinion Quarterly, Summer 1945, pp. 183-193.

difficult for even a trained interviewer to avoid asking leading questions. If a leading question is asked, the respondent gives his

reply to that question and is not then answering the original general question. Furthermore the use of leading questions will vary among the interviewers and among the respondents questioned by the same interviewer, so that in the end, the returns made by each interviewer will be only approximately standardized and may be almost

completely different, with no means of measuring these differences.

5. No agency has devised a method for assuring uniform returns from all areas surveyed - thus although an equal number of questionnaires may be distributed within two different areas, a far higher percentage may be returned from one area than from the other, owing to communication difficulties, differences in conducting the survey

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10) Cf. U.S. Department of Agriculture, Bureau of Agricultural Economics: "Interviewing for Program Surveys - an Abridged Manual of Field Methods for Temporary Employees of the Division of Program Surveys," 18 April 1943; Bureau of Agricultural Economics: "Two Problems in the Use of the Open Question," 10 October 1944, (multigraphed); Dichter, Ernest: "Depth Interviewing," (multigraphed copy of speech given at Market Research Council) 15 October 1943.

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in the two areas, etc. In the final results this will result in a preponderance of the replies coming from only a few regions. In

most surveys conducted, the method of returning completed forms has been haphazard, either being left to the respondent or to the agencies' branches: offices, with no central control.

6. Coding and tabulating the returns of a survey

is a difficult task entailing more than a knowledge of statistics. Difficulty is especially experienced in the tabulation of essay-type opinion answers, which must be grouped and classified very carefully to ensure accurate recording. A complete and subtle breakdown to provide a maximum number of combinations of opinions and sample

11)

"We all recognize that when the mailed questionnaire is used there are numerous factors causing the person receiving the questionnaire to return it or not to return it. Some of these factors are his interest in the subject matter of the questionnaire, his time, his suspicions as to the objectives of the questionnaire, his attitude toward the agency sending the questionnaire, and literacy. It is clear that even though the questionnaire is sent to a 'representative' sample of individuals, the questionnaires returned do not constitute a 'representative' set of responses. This means that adjustments usually must be made in data so obtained without having a statistical theory that will yield statistically unbiased estimates." Houseman, Earl E.: "Available Sampling Methods," 5 March 1946, (multigraphed) p. 3.

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characteristics necessitates the use of a coding technique, and there is no agency which has such a machine. Consequently, coding can only be done grossly and by hand, a method involving much labor and time, and by men who do not have a background  
12)  
in coding procedure.

The accuracy of the results obtained is thus thrown open to doubt both from the standpoint of coding and tabulation and the original wording of the questionnaire. While it is doubtful, because of the poor over-all techniques, that the resultant information would be reliable, all agencies seem to be ignorant of the value of the information that could be obtained from even the simplest hand correlation of the replies to different questions on the questionnaire. Most of the survey agencies investigated appear to be manned by people having an earnest desire to determine public opinion, and many agencies have displayed a great capacity for hard work in arranging and conducting the surveys, but none of them have the background and training necessary for obtaining accurate, valid results.

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12)

In this connection, cf. the detailed instructions in: Bureau of Agricultural Economics: "An Introductory Statement for Coders," 5 June 1944, (multigraphed).

METHOD OF SELECTING SURVEY SUBJECTS AND QUESTIONS:

Survey subjects are nearly always drawn from topics currently being discussed in the newspapers and on the radio which the agency feels will be of interest and importance to the people in general. The questions are usually written by one of the members of the agency after meetings and discussions by the different members. There is no evidence that any agency, with the exception of the Institute of Socio-Psychological Research (which is not primarily a public opinion agency and which as yet has not conducted any survey work), has devised a method which will meet the requirements for preparing a questionnaire set forth above. The discussion method used does not provide for a tested questionnaire capable of sounding a full range of possible opinions.

METHOD OF SELECTING THE SAMPLE:

Most agencies have attempted to obtain a random sample in their surveys. Their methods have not been adequate, however, to ensure a full representation of the survey group. Flaws in selecting the sample are apparent in every survey investigated, and this factor alone is sufficient to render the results meaningless either as an expression of general public opinion or as opinion of the special group surveyed. Many agencies tend to select persons they feel will have an interest in or knowledge of the subject being surveyed, in an attempt to obtain "intellectual" opinion. Newspapers often poll only their subscribers, and private agencies only their members. In the case of the newspapers

especially, the results will inevitably reflect the newspaper's policies. In large nationwide surveys, agencies depend on their branch offices to select the sample on the basis of general instructions from the main office. The main office may give social or occupational groups to be polled, but no agency has issued explicit, detailed instructions as to ages, background, sex, etc., to be covered. In smaller surveys confined to local areas, agencies have at times managed more nearly representative samples of the groups surveyed. In every case, convenience in reaching the respondent has played a major role. This, in surveying working groups, those factories and business offices most easily accessible were selected for polling, and others were not included. Personal friendship has also entered in, where agencies have at times selected an office or factory because the head was a friend and it was felt that better cooperation would be obtained. Furthermore, the selection of respondents within the organization has in each case been left to the discretion of the factory or office head, with only general instructions.

In other surveys, where the sample is selected at random, while the results may indicate the replies made by specific categories, (e.g., tenant farmers, office workers, etc.) these groupings were drawn from information furnished on the completed questionnaires by the respondent, and do not represent a controlled sampling plan.

In other surveys, where the sample is selected at random, while the results may indicate the replies made by specific categories (e.g., tenant farmers, office workers, etc.) these groupings were drawn from information furnished on the completed questionnaires by the respondent, and do not represent a controlled sampling plan.

METHOD OF CONTACTING RESPONDENTS:

In general, the respondent is contacted either directly or indirectly: he is either interviewed to obtain his opinions or the questionnaire is presented to him in such a manner that he can fill it himself with little or no explanation. Little control has been shown by any agency over the method of presenting the questionnaire. Where interviews have been held, there are no checks as to the actual method of conducting the interview. As previously explained, an untrained interviewer can warp a respondent's replies, even though unconsciously, and other factors must also be considered in interviewing. The interview site must be controlled as much as possible by the interviewer to provide a fairly quiet, removed spot where the respondent can feel at ease. The respondent must also be interviewed alone, so that only his opinions are obtained and not those he arrives at in a group consultation. The interviewing situation must be carefully structured -- that is, the purposes of the survey must be explained to the respondent in such a way as to relieve any initial fears the respondent may have as



to the uses to which his replies will be put. This is a delicate point and the amount of structuring necessary will vary according to the respondent. It requires a well-trained interviewer to sense when to press for a full answer and when to relax a little to give the respondent a chance to ease up, particularly in Japan where the whole idea of public opinion polling is new and a strong likelihood exists that the average respondent is going to entertain some suspicion of persons asking his views on national problems.

There are many ways of presenting the questionnaire indirectly: by mail, by having a representative of the survey agency hand it out to the respondents, or by having a representative of the organization being polled -- factory, office, etc. -- hand it to the members. In all these cases the respondent's attitude can be markedly influenced by factors not controlled by the agency. There is absolutely no check on the conditions under which a mailed questionnaire is completed. The respondent may draw on the advice of his family and friends rather than express his own spontaneous opinions, and there is no way of checking either how many respondents do this or what other factors may enter in. Furthermore, the sample then becomes completely self-selected, consisting only of those persons willing to take the trouble of replying.

Questionnaires are often distributed by factory and business heads to workers or by university professors to students. Here the person distributing the questionnaire may influence the respondent by his own attitude toward the survey as a whole -- whether he is enthusiastic or regards it as an imposition. Furthermore, the respondent may be influenced to complete the form in a manner he feels will be most acceptable to the person from whom he receives it. Factory workers or business office employees may not feel free to express opinions they feel will be at variance with those of the factory or office head to whom the questionnaire will be returned. And even in cases where a representative of the survey agency distributes the questionnaire and collects it, none of the agencies have displayed an awareness of the necessity of controlling the conditions under which it is completed. Consequently, the respondent may have any number of misconceptions as to the purposes of the survey which will influence his replies. He may make mistakes in filling it out because he does not understand instructions. He may seek advice from other persons. All these factors will influence the results of the survey since they will occur in every area in which the survey is conducted, and the survey agency has no means of controlling them or of measuring those factors which cannot be controlled. Questions are sometimes asked of radio listeners, who are sufficiently desirous of making their opinions known to take the trouble of writing an answer and mailing it in.

QUESTIONNAIRES:

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Nearly always the questionnaire contains a brief explanation of the survey subject and instructions for completing the form. At times a brief review of the issue involved is also included - for example, in the survey on the increased property tax, a brief explanation of the tax was given. Few examples of well-worded questionnaires have appeared. Questions are often ambiguous and do not cover the subject. Where multiple choices are offered, the choices usually do not cover the entire range of possible opinions, and thus the respondent is forced to check an opinion that may only approximate his own. Yes-or-no answers are often called for. This is the simplest and easiest type to answer, and few agencies are capable of devising such a question. The difficulties encountered in tabulating essay-type opinions have been described in a preceding paragraph. Many agencies invite this type of reply, but none of them have the experience necessary for accurately tabulating them.

COLLECTION AND TABULATION:

The method of collecting the returns varies with the type of survey. In cases where the questionnaire is mailed to the respondent it is returned by mail, usually at the respondent's expense. Where the respondent is interviewed, the

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replies are recorded by the interviewer and then returned by him. Where the questionnaire is distributed among workers and students by factory heads or faculty members, the respondent returns the questionnaire to the person who distributed it, who in turn hands them over to a representative of the survey agency. This last method of handing out a questionnaire, having it completed on the spot, and picking it up almost immediately has given the greatest percentage of returns, in some cases one hundred percent. In most other types of survey, the agencies have obtained only 10 to 50% returns.

Tabulation is performed by the survey agencies, some of which call in outside help to aid in the statistical work. As has been stated, there is no agency with an adequately trained staff for quick, accurate tabulation of opinion answers. However, most agencies tend to use multiple-choice questions, or those calling for a yes-or-no answer. In these cases, the agencies are probably capable of tabulation without too large a margin of error, and as a whole, tabulation is not a notable weak point among the agencies investigated. However, they are almost unanimous in agreeing that tabulation is one of the most difficult phases in survey work, and as has been pointed out, no detailed analyses are made.

REPORTS:

Since the general public knows only as much about a survey as is contained in the report, the importance of this phase is paramount. Thus, if a survey is conducted using notably ineffective methods, covering a restricted sample, and using a questionnaire incapable of extracting precise information on the survey subject, and these facts are not clearly stated along with the results, the individual reading the report may well accept it as general public opinion and be influenced to the degree of his susceptibility.

Nor does this influence stop with just the general public--the Japanese Government and even SCAP may be influenced by an entirely erroneous concept of public opinion on any number of important national issues. Reports are almost always printed by the survey agency in some form which becomes available to large sections of the general public. Newspapers and magazines print results in their publications to their members, and often send copies to the newspapers. Some agencies have broadcast their results over the radio, and many send copies to the Home Ministry of the Japanese Government.

Some explanation always accompanies the results, telling the purposes of the survey and something about the respondents selected and the methods used; often a reference will be made to the small number of replies, sometimes using this as an indictment of popular apathy. In many cases a statement to the effect

that "this is the voice of the public" is included. In no case has the explanation been complete enough to give the reader an adequate idea of the weakness of the survey to enable him to judge its reliability. While apologies are often made for the incompleteness of the survey, these are not strong enough to keep the reader from placing an undue amount of faith in the results. This seems to be a result of ignorance rather than of propagandistic aims on the part of the survey agencies. They themselves are not completely aware of the deficiencies of their methods, and of the possible dangers of spreading false concepts of public opinion and attitudes.

Agencies rarely report all the information elicited by a questionnaire, or give suitable breakdowns of replies by region. Thus, in nationwide surveys, returns are made by prefecture; yet they are given as an over-all report. This is perfectly permissible provided returns are standard from each prefecture, yet this has rarely been the case. Most large agencies maintain a main office in Tokyo and returns are gathered there. Replies usually come in a far higher percentage from those prefectures immediately around Tokyo than from outlying prefectures, where communication facilities are poor. As a result the returns are heavily weighted from these nearby regions while outlying regions are sparsely represented. To present the results as an over-all picture then

becomes a false representation. Even in cases where a method to obtain proportionate representation of different areas has been devised by the agency, a lack of control in conducting the survey has resulted in disproportionate returns.

The reason most often given for not including full results is the space shortage in most Japanese publications today. They cannot afford to give the space necessary to publish a full statement of the results. Furthermore agencies feel that the readers are interested in the over-all picture rather than the opinions of tenant farmers, for example, in Saga prefecture. For whatever reasons results are improperly reported, the fact remains that it is the report which is seen and which will influence the people who see it.

EXAMPLES OF TWO LARGE-SCALE SURVEYS ON THE GENERAL ELECTIONS:

The Nationwide surveys were conducted on the general elections, and the results of these surveys can be checked against the actual election returns. The actual election results were as follows:

<u>PARTY</u>	<u>NUMBER OF VOTES</u>	<u>PERCENTAGE</u>
Liberal Party	7,591,774	29%
Social Democratic Party	5,655,068	22%
Progressive Party	4,500,544	17.4%
Cooperative Party	701,678	2.7%
Communist Party	296,413	1.4%
Small Parties	1,884,127	7.3%
Independents	5,217,765	20.2%
	<u>25,847,369</u>	<u>100%</u>

One survey was conducted by the Survey Room of the Asahi Newspaper in March, utilizing its branch offices throughout Japan. About 60,000 questionnaires were distributed, 1000 to each of the 45 districts, (comprised of 42 prefectures, 2 Fu, and 1 Do) and 5000 within Tokyo-To. Kyushu was surveyed twice, accounting for the remaining questionnaires. The Survey Room felt that, along with increased publicity and newspaper coverage, the respondent's ideas would change between the time of the survey and general elections, and for this reason desired to make the second survey. Owing to communication difficulties in other areas, however, Kyushu was the only area polled twice. Both sets of returns were pooled in the results.

The method of conducting the survey was as follows: the main office in Tokyo had each branch office head select 50 persons to act as interviewers. These interviewers were to be drawn from all social classes, occupational groups, both sexes, varying ages, and from all over the prefecture rather than just the area near the branch office. The interviewers were to select twenty respondents each, again drawing from all social classes, occupational groups, both sexes and varying ages, and from all parts of the prefecture. The actual selection of the respondents was thus left to the discretion of the interviewers. These interviews had had no previous experience and received no special training prior to beginning their work. They selected the respondent, handed him the questionnaire, and left it with him for a few days, after which they



returned to pick up the completed form and return it to the branch office, which in turn sent them to the main office in Tokyo to be tabulated. The survey operated, therefore, under the handicaps described in the use of untrained interviewers, and while a random sample was attempted there is no method of checking to assure that a representative sample was chosen, and there is no way of measuring the amount of contact between the investigators and the respondents.

Exactly 44,985 replies were received. The Morale Division of USSBS in conducting its survey in Japan (covering all of Honshu, Shikoku, and a part of Kyushu, but excluding Hokkaido) polled a total of about 3500 respondents. United States agencies usually poll from 1500 to 5000 respondents in conducting a nationwide survey. The results of the Asahi survey were as follows:

PARTY	NUMBER OF VOTES	PERCENTAGE
Social Democratic Party	15,439	34%
Liberal Party	12,375	28%
Progressive Party	6,437	14%
Communist Party	2,838	6%
Cooperative Party	1,218	3%
Small Parties	828	2%
Independents	5,760	13%
<b>TOTAL</b>	<b>44,895</b>	<b>100%</b>

A survey on the same subject was conducted by the Yomiuri-Hochi Newspaper in March, the sample consisting of readers of the paper. The questionnaire was printed in the newspaper, to be clipped out, filled in and returned by mail to the paper's main office in Tokyo. A total of 24,923 replies was received. The ballots were opened on 7 April and the results were as follows:

<u>PARTY</u>	<u>NUMBER OF VOTES</u>	<u>PERCENTAGE</u>
Communist Party	7,726	31%
Progressive Party	3,091	12%
Social Democratic Party	5,466	22%
Liberal Party	2,630	11%
Cooperative Party	202	1%
Small Parties	2,116	8%
Independents	2,881	12%
Invalid Votes	<u>811</u>	<u>3%</u>
<b>TOTAL</b>	<b>24,923</b>	<b>100.0%</b>

The sample in this survey was restricted by a number of factors. The circulation of Yomiuri is confined almost exclusively to central and northern Japan, and any survey run by this newspaper can only sample mainly people living in those areas. Of the total votes, 38% were from Tokyo-To and 70% from the Kanto District. Further-

more, Yomiuri is a liberal paper and its readers are probably composed mainly of the lower economic strata -- workers and farmers -- and such a survey would include many of these groups. The sample is further restricted to the necessarily self-selected few of these groups who are sufficiently desirous of getting their opinions heard to take the trouble of clipping the form, filling it in, and mailing it at personal expense.

The results of these two surveys indicate that large numbers of respondents do not necessarily give representative samples. In both these surveys the questionnaire was very simple, calling only for a check mark opposite the political party supported or providing a space for the name of the party to be entered. Thus the errors in the results are due to the selection of the sample. In both cases this selection was largely uncontrolled, neither agency having worked out a plan to provide for a sample which would be a cross section of the voting population as a whole.

THREE APPENDICES:

Appendix 1: Financial Status of Nine Private Organizations.

Appendix 2: Agencies Covered by this Unit.

Appendix 3: Agencies Not Covered by this Unit.

## APPENDIX I: Financial Status of Nine Private Organizations.

1. Soda Sogo Bunka Kenkyujo  
(Soda General Cultural Research Institute)

The present income of this organization is variable, dependent principally upon printing and publishing work. It is not primarily concerned with public opinion. Before the change in the currency, a great deal of money came in via donations, but since the change donations have dropped off sharply.

2. Nagoya Yoron Kenkyukai  
(Nagoya Public Opinion Research Society)

Income is derived from the following three sources:

1. Membership fees of ¥20 per year. There are about 200 members.
2. Sustaining memberships at ¥50 per year.
3. Sale of the magazine Yoron.

It is not a self-supporting organization.

3. Yoron Chosa Kenkyujo  
(Public Opinion Research Institute)

Two principal sources of income:

1. Two of the executive directors have donated ¥140,000.
2. About 30 members have donated more than ¥200 apiece.

This organization seems to operate with a fairly large capital fund.

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4. Kokyu Heiwa Kenkyujo  
(Permanent Peace Research Institute)

This organization is backed by Marquis Yoshichika Tokugawa, who is reputedly a man of great wealth. It is reported that the Marquis and his son have contributed about ¥1,500,000 to the organization. As of May 1946, it had a capital fund of ¥2,000,000, almost entirely from donations.

5. Osaka Yoron Chosa Kenkyujo  
(Osaka Public Opinion Survey Research Institute)

Information on this organization is incomplete. It is a sister organization of the one in Tokyo of the same name, but claims that it is financially independent. A good part of the operating funds seems to come from private donations of an irregular order, since only some 25 members, who have contributed about ¥100 each, are claimed.

6. Nippon Yoron Chosakai  
(Japan Public Opinion Survey Society)

This organization has two principal sources of income. There are two classes of contributors:

1. ¥3 per month; almost 6000 persons.

2. ¥5 per month; about 20 persons.

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7. Nippon Yoron Kenkyujo  
(Japan Public Opinion Research Institute)

The only information available to this unit is that the organization is financed by a Mr. Yamada, formerly a candidate for the Diet from Tokyo.

8. Shakai Shinrigaku Kenkyujo  
(Institute of Socio-Psychological Research)

This is a small organization confined almost entirely to the research of Prof. Matsumiya in the field of attitude studies. It is maintained by Mr. Hoshi, president of the Hoshi Pharmaceutical Works, who pays all expenses incident to Prof. Matsumiya's research.

9. Beppu Yoron Shimbun  
(Beppu Public Opinion Newspaper)

This newspaper is supported by the Beppu Isseikai, a cultural organization of about 50 members. Each donates a certain amount of money to contribute to the operation of the organization and newspaper, and a good deal of free time as well. Additional income is derived from the sale of advertising space in the newspaper. The circulation of approximately 3000 per issue does not cover expenses. This is another case of catch-as-catch-can financing on the part of a small organization.

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## APPENDIX II: Agencies Covered by this Unit.

NEWSPAPERS1. Asahi Shimbun (Asahi Newspaper), Tokyo.

The Public Opinion Section was founded in November 1945. This is one of the most active and vigorous of the newspaper public opinion organizations, its surveys contacting sometimes as high as 120,000 respondents. In its latest survey it has even attempted to go beyond simple mailing of questionnaires and has done some actual interviewing.

2. Beppu Yoron Shimbun (Beppu Public Opinion Newspaper), Beppu Oita Prefecture.

This publication is put out by the Beppu Isseikai, an organization of about 50 members. Their principal purpose is to "enlighten" public opinion, to which end they occasionally engage in public opinion surveys.

3. Chubu Nippon Shimbunsha (Chubu Japan Newspaper Co.), Nagoya, Aichi Prefecture.

The survey room of this newspaper was established in November 1945, in the Nagoya offices. The purposes of the survey are to guide the newspaper's policies and to make public the nature of opinion within their area on topics of the day. A fairly large number of surveys have been made, employing in addition to the regular staff of give members, the services of reporters in the various areas of Chubu served by the newspaper.

4. Chugoku Shimbun (Chugoku Newspaper) Hiroshima City, Hiroshima Prefecture.

This Hiroshima newspaper is currently inactive and is not contemplating any future studies.

5. Ehime Shimbun (Ehime Newspaper) Matsuyama City, Ehime Prefecture.

This newspaper, located in Matsuyama, Ehime Prefecture, Shikoku, began public opinion studies desultorily last year but has since given them up entirely.

6. Nishi Nippon Shimbun (Western Japan Newspaper), Fukuoka City, Fukuoka Prefecture.

This influential Fukuoka newspaper has conducted a number of opinion surveys and was particularly active and inaccurate during the recent elections. The public opinion room was started in December 1945, since which time three mail questionnaire surveys have been conducted. Another study of the same kind on the delivery of rice and sweet potatoes is in progress.

7. Gifu Times (formerly Gifu Godo), Gifu City, Gifu Prefecture.

Six persons constitute the research staff of this newspaper. To date, three studies have been conducted involving a small number of respondents contacted by mail questionnaire. A survey of women respondents' attitudes towards current political questions is in preparation.

8. Hokkoku Mainichi (Hokkoku Daily), Kanazawa City, Ishikawa Prefecture.

This Kanazawa newspaper is rather active and contacts a large number of respondents, all of whom are obtained from its own lists of subscribers.



9. Jomo Shimbun (Jomo Newspaper), Maebashi City, Gumma Prefecture.

This newspaper attempted to conduct some surveys during the war but was never able to complete them. Since the end of the war the staff of 15 researchers has conducted a number of polls and plans to continue with others.

10. Kita Nippon (North Japan) Toyama City, Tomaya Prefecture.

This organization has conducted a number of surveys and seems to be growing in size and scope. Starting with some 30 members on its research staff, it has since grown to 45. As of the present writing, it is planning three more studies for the near future.

11. Kobe Shimbun (Kobe Newspaper), Kobe City, Hyogo Prefecture.

The work of this organization, while labelled "public opinion" in its press reports, does not really fit any known category of public opinion survey. It consists principally of occasional "man-in-the-street" interviewing.

12. Kochi Shimbun (Kochi Newspaper), Kochi City, Kochi Prefecture.

This is the most active and vigorous organization on the island of Shikoku. It employs its own personnel as well as interested private individuals, and even uses primary school pupils for the distribution of its ballot. It plans to continue its public opinion operations. According to report, it carries some influence in Shikoku.

- 13. Kumamoto Nichi-Nichi (Kumamoto Daily), Kumamoto City, Kumamoto Prefecture.

This newspaper analyzes opinion both by examination of letters received by the paper and by surveys. The surveys tend to be on a local scale and involve relatively small numbers of correspondents. The paper's plans are somewhat vague, although they do plan to continue with some type of study.

- 14. Kyoto Shimbun (Kyoto Newspaper), Kyoto.

This newspaper started public opinion operations on 1 April 1946 in order to guide the newspaper's policies. The small staff has conducted studies involving fairly sizeable numbers of respondents, and is planning surveys to cover three general subjects in the near future.

- 15. Mainichi Shimbun (Daily Newspaper), Tokyo.

Surveys were first attempted in 1940, but the trial attempts ended with the war. In October of 1946 the research department, as one of its activities, recommenced public opinion surveying. Several large studies were carried out and these activities will probably continue in the near future.

- 16. Nara Nichi-Nichi (Nara Daily), Nara City, Nara Prefecture.

This newspaper has carried on no independent investigations of public opinion, although it is planning to do

so. Since the end of the war, however, it has collaborated with the Cabinet Public Opinion Unit in carrying out two surveys on the Emperor System and the Revised Constitution.

17. Niigata Nippon (Niigata Daily News), Niigata City, Niigata Prefecture.

During the war this newspaper conducted a few surveys relating to readers' response to the newspaper, rice delivery, and other subjects. Since the war, they have continued to conduct occasional opinion surveys on large questions, although they do not have a specific public opinion section.

18. Nippon Sangyo Keizai Shimbun (Japan Industrial and Economic Newspaper), Tokyo.

This newspaper surveys opinion by consultation with experts in various fields as well as by interviewing of its own subscribers by mail. The public opinion department of three persons was first set up on 1 December 1945. Plans seem to be uncertain until they can decide the value of these studies for the newspaper.

19. Oita Godo Shimbun (Oita United Newspaper), Oita City, Oita Prefecture.

Public opinion work on a small scale was commenced in March of 1946, since which time two studies have been carried through. No special staff exists for the purpose,

the studies being under the direct control of the editor-in-chief. They hope to continue, but have no specific plans.

20. Osaka Shimbun, Jiji Shimpō, Sangyō Keizai (Osaka Newspaper, Jiji Press, Industry and Economy), Osaka.

The survey section of the newspaper has analyzed opinion via examination of letters to the editor. A few postcard surveys were made but there are no extensive future plans.

21. Saga Shimbunsha (Saga Newspaper Company), Saga City, Saga Prefecture.

Surveys of public opinion are carried out at the behest of the editor, with the collaboration of the field reporters and correspondents. These materials are used solely for reference and to guide the newspaper policies. One mail survey was carried out in February 1946 and reported in the newspaper columns. It is not a very active survey organization.

22. Saitama Shimbun (Saitama Newspaper) Urawa City, Saitama Prefecture.

To date this newspaper has neither conducted any surveys nor set up a specific department for so doing. However, it is planning to establish public opinion operations in the near future in collaboration with other organizations of a civic character.

23. Shinano Mainichi (Shinano Daily), Nagano City, Nagano Prefecture.

Mail surveys on various subjects have been carried out by this newspaper, but no future plans are indicated.

24. Minami Nippon (South Japan, formerly Kagoshima Nippo), Kagoshima City, Kagoshima Prefecture.

Several studies were conducted by this newspaper, but none recently, and none seems in prospect.

25. Daigaku Shimbun (University Newspaper), Tokyo.

Surveys are conducted with the assistance of Tokyo Imperial University students on various topics of current interest. Activity has decreased considerably of late.

26. Yomiuri Hochi (Readers' Intelligence), Tokyo.

A 14-man staff was set up to do public opinion work in January 1946. A number of surveys have been conducted all of which indicate a rather biased sampling. Notably, in the surveys at the time of the recent elections, Yomiuri's results predicted an electoral plurality for the Communist Party.

As a result of recent labor difficulties, public opinion activity has been somewhat less active than at the start.

AGENCIES ONLY PARTLY DEVOTED TO PUBLIC OPINION SURVEYS

27. Hirano Sangyo Keizai Kenkyujo (Hirano Industry and Economy Research Institute), Tokyo.

No information is available beyond the fact that this organization is known to have intended to conduct some sort of public opinion survey.

28. Kokyu Heiwa Kenkyujo (Research Institute for Permanent Peace), Tokyo.

This cultural organization, founded in October 1945, has conducted occasional public opinion polls for its own guidance and to secure informational materials to be used in connection with its work. No recent work has been reported. The organization is well financed and maintains a large staff.

29. Shakai Shinrigaku Kenkyujo (Institute of Socio-Psychological Research), Tokyo.

This organization is primarily concerned with the scientific study of attitudes rather than public opinion as such. It is the only organization with a person of genuine professional competence to direct its operations. It is still in the midst of an extensive study of attitudes towards America and towards the Americans.

30. Nippon Shoko Keizaikai (Japan Chamber of Commerce), Tokyo.

Studies have been carried on in the past months on general problems relating to industrial recovery. No recent studies have been reported.

31. Kyodo Tsushinsha (Kyodo News Agency), Tokyo.

Three members of the Survey Section devote themselves to public opinion analysis. A few studies have been conducted and more are contemplated, but the agency is not particularly active in the field of public opinion. It is much more active in analyzing expert opinion and newspaper opinion.

32. Shinseikatsusha (New Life Company), Tokyo.

This is primarily a publishing enterprise which performs occasional public opinion surveys for publication in its magazine. Surveys were commenced in April 1945, and respondents are confined to the subscribers to the magazines published by the company.

33. Soda Sogo Bunke Kenkyujo (Soda General Cultural Research Institute), Tokyo.

This organization began in 1943 but was compelled to disband during the war. It is a cultural organization principally concerned with elevating the level of Japanese culture. To this end it is interested in public opinion but to date has not accomplished any surveys.

SPECIAL PUBLIC OPINION ORGANIZATIONS34. Institute of Public Opinion Research, Jumyoin Temple, Sakamoto Village, Shiga Prefecture.

A public opinion research group was recently established by this temple. Nothing is known of its plans or activities.

35. Nippon Yoron Kenkyujo (Japan Public Opinion Research Institute), Tokyo.

This is an active survey organization, employing the resources of the radio for contacting its listeners. In addition to surveying opinion, it conducts discussions, roundtables, and other forms of information dissemination.

36. Nippon Yoron Chosakai (Japan Public Opinion Survey Society), Tokyo.

This organization differs from others in that it solicits the opinions only of its own membership. Within this area, however, it has been very active, publishing the results in magazines, pamphlets, and other forms, and accompanying them with vigorous polemic on the issues surveyed.

37. Nagasue Yoron Kenkyujo (Nagasue Public Opinion Research Institute), Kyoto.

A monthly magazine on public opinion is published by this organization embodying the results of its continuous surveys with accompanying discussion articles. While its method, like that of other Japanese opinion organizations, has been rather shaky, the directors are aware of sampling problems and for their own local area seem on the way to realizing a fairly surprising degree of accuracy.

38. Osaka Yoron Chosa Kenkyujo (Osaka Public Opinion Survey Research Institute), Osaka.



Started in February 1946 as both a business enterprise and to enlighten the public, this organization has conducted a number of surveys. In several it attempted to use a quota sample system, but its results do not seem too accurate.

39. Nagoya Yoron Kenkyukai (Nagoya Public Opinion Research Society) Nagoya City, Aichi Prefecture.

Founded in the fall of 1945, this small organization has not as yet, to the knowledge of this Unit, commenced survey operations.

40. Yoron Chose Kenkyujo (Public Opinion Survey Research Institute), Tokyo.

This is a well-financed group and has conducted several studies on a large scale. It hopes for practical results from its work. In addition it has published one issue of a magazine, Yoron Kagaku (Science of Public Opinion), after which the paper shortage compelled it to suspend publication.

#### MAGAZINES

41. To (Tower), Akita City, Akita Prefecture.

This is a monthly publication of a youth organization devoted to the elevation of culture in Akita Prefecture. Public opinion studies have been conducted under the direction of its survey department. In progress is a study of abnormal children employing a translated version

of the Stanford-Binet tests.

42. Yoron (The Popular Voice), Tokyo.

This magazine began publication and survey work during the war, but was unable to continue. Since the post-war recommencement of publication it has devoted itself to discussion of public opinion but has run no surveys, claiming that it is studying how a survey should be run.

APPENDIX

- 1. Yoron (The Popular Voice) Tokyo
- 2. Yoron (The Popular Voice) Tokyo
- 3. Yoron (The Popular Voice) Tokyo
- 4. Yoron (The Popular Voice) Tokyo
- 5. Yoron (The Popular Voice) Tokyo
- 6. Yoron (The Popular Voice) Tokyo
- 7. Yoron (The Popular Voice) Tokyo

APPENDIX

## APPENDIX III; Agencies Not Covered by this Unit.

NEWSPAPERS

1. Chubu News.
2. Mimpo (People's Report), Tokyo.
3. Moji Mainichi (Moji Daily), Moji City, Fukuoka Prefecture.
4. Shimane Shimbun (Shimane Newspaper), Matsue City, Shimane Prefecture.
5. Shin Oita Shimbun (New Oita Newspaper), Oita City, Oita Prefecture.
6. Tokushima Shimbun (Tokushima Newspaper), Tokushima City, Tokushima Prefecture.
7. Yamanashi Nichi-Nichi (Yamanashi Daily), Kofu City, Yamanashi Prefecture.

SPECIAL AGENCY

8. Yoron Kagaku Kenkyujo (Public Opinion Science Research Institute), Tokyo.

MAGAZINES

9. Koron (Forum), Tokyo.
10. Nippon Yoron (Japan Public Opinion), Kanazawa City, Ishikawa Prefecture.
11. Yoron (Public Opinion), Isezaka City, Gumma Prefecture.
12. Yoron (Public Opinion), Nagoya City, Aichi Prefecture.



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- CI&E: Mainichi Shimbun (Daily Newspaper), Tokyo Honsha Henshu Kyoku, Chosa Shitsu (Tokyo Main Office Editorial Bureau, Survey Room), RI-8-PO-A-1.
- CI&E: Yoron Chosa-Ka, Naimusho (Cabinet Public Opinion Survey Section), RI-17-PO-A-2.

- CI&E: Kyodo Tsushinsha (Kyodo News Agency), RI-18-PO-A-3.
- CI&E: Kokyu Heiwa Kenkyujo (Research Institute for Permanent Peace), RI-22-PO-A-4.
- CI&E: Asahi Shimbunsha Yoron Chosa Shitsu (Asahi Newspaper Public Opinion Survey Room), RI-34-PO-A-5.
- CI&E: Nippon Sangyo Keizai Shimbun (Japan Industrial and Economic Newspaper), RI-39-PO-A-7.
- CI&E: Shakai Shinrigaku Kenkyujo (Institute of Socio-Psychological Research), RI-39-PO-A-7.
- CI&E: Yoron Chosa Kenkyujo (Public Opinion Survey Research Institute), Report #2, RI-44-PO-A-8.
- CI&E: Nippon Yoron Chosakai (Japan Public Opinion Survey Society), RI-11-PO-A-9.
- CI&E: Agencies Operating in Japan, RI-119-PO-A-10.
- CI&E: Daigaku Shimbun (University Newspaper), RI-144-PO-E-1.
- CI&E: Jomo Shimbunsha (Jomo Newspaper), RI-150-PO-E-2.
- CI&E: Japanese Public Opinion Agencies: Yomiuri Hochi Shimbunsha Yoron Chosa Bu (Readers' Intelligence Newspaper Co: Public Opinion Unit), RI-143-PO-A-11
- CI&E: Nippon Yoron Kenkyujo (Japan Public Opinion Research Institute), RI-145-PO-A-12.
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- CI&E: Jomo Shimbunsha (Jomo Newspaper), RI-150-PO-E-2.
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AR-251-PO-A-16

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