

Awareness Survey of 18-Year-Olds

Report on the 46th Installment of the Six-Country Survey of Attitudes toward Society and Country

April 1, 2022

THE NIPPON FOUNDATION

Table of Contents

Survey outline	3
Attitudes on own country's future	5
Attitudes on own country's competitiveness in 10 years	6
Attitudes toward oneself	8
Attitudes toward own country	9
Attitudes on one's future and goals	10
Social participation	11
Changes before and after the COVID-19 pandemic	13
Changes before and after the COVID-19 pandemic: Japan	15
Extent of making decisions on one's own	16
Views on gender awareness, marriage, and raising children in one's country	17
Views on gender awareness, marriage, and raising children in one's country: Males	18
Views on gender awareness, marriage, and raising children in one's country: Females	19
One's choice of school, field/subject to study, and career	20
One's choice of school, field/subject to study, and career: Males	21
One's choice of school, field/subject to study, and career: Females	22
Engagement with people around you	23
Important qualities for adults living in one's country	24
Level of trust in government, corporations, and the media	25
Top reasons for studying at school	26
Desired occupations	27
Qualities considered important when choosing a job	28
Respondents' profiles	29

Outline of the Awareness Survey of 18-Year-Olds: Six-Country Survey of Attitudes toward Society and Country

Surveyed countries Japan • United States • United Kingdom • China • Korea • India

Target 17 to 19 year-old males and females in each country

Sample size 1000 respondents in each country
Data was collected based on the following allocation

	17 years old	18 years old	19 years old	Total
Male	166	167	167	500
Female	166	167	167	500
Total	332	334	334	1000

Survey period Wednesday, January 26, 2022 to Tuesday, February 8, 2022

Methodology Internet survey

Note: Results may not accurately represent all males and females aged 17-19 in each country due to possible selection bias, as survey participants were limited to Internet users.

Note: Figures in the report's charts have been rounded to two decimal places; hence, totals may not add up to 100% in every case.

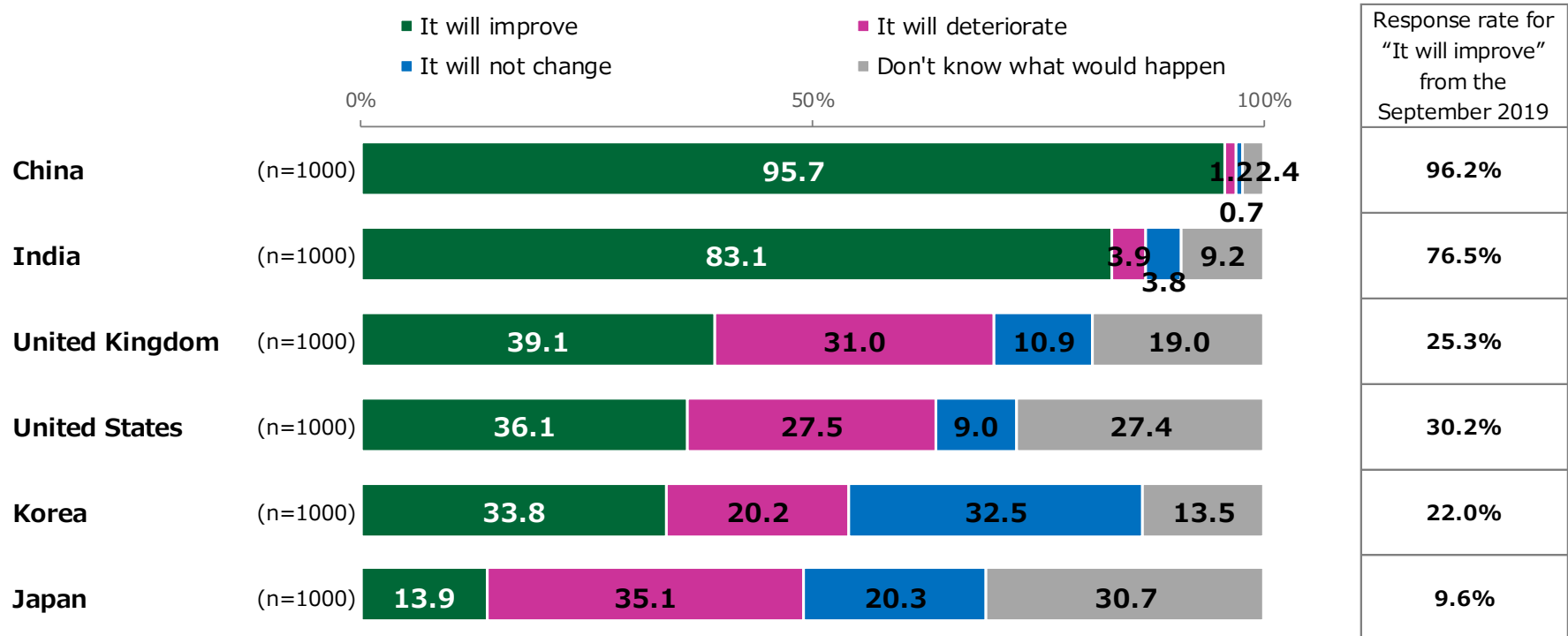
Survey Results

Attitudes on own country's future

Regarding attitudes on the future of one's country, Japan ranked last among the six countries with 13.9% of respondents answering "It will improve", which was significantly lower than other countries. In addition, 35.1% and 30.7% of respondents in Japan answered "It will deteriorate" and "Don't know what would happen", respectively, which were the highest scores among the six countries. China (95.7%) scored the highest on "It will improve" followed by India (83.1%).

Q How do you feel about the future of your country? (n = 1000 in each country)

Listed by response rate for "It will improve" in descending order



Attitudes on own country's competitiveness in 10 years(1 of 2)

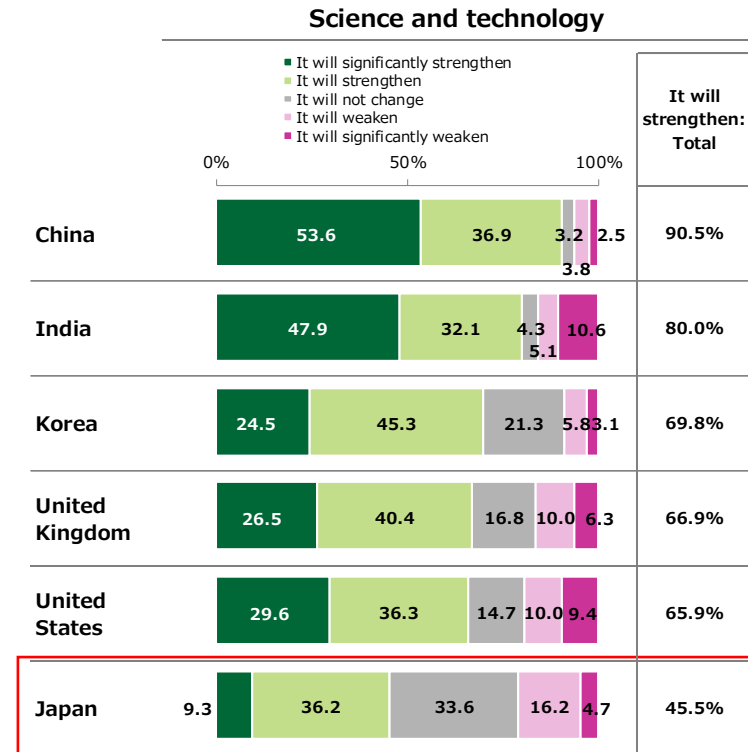
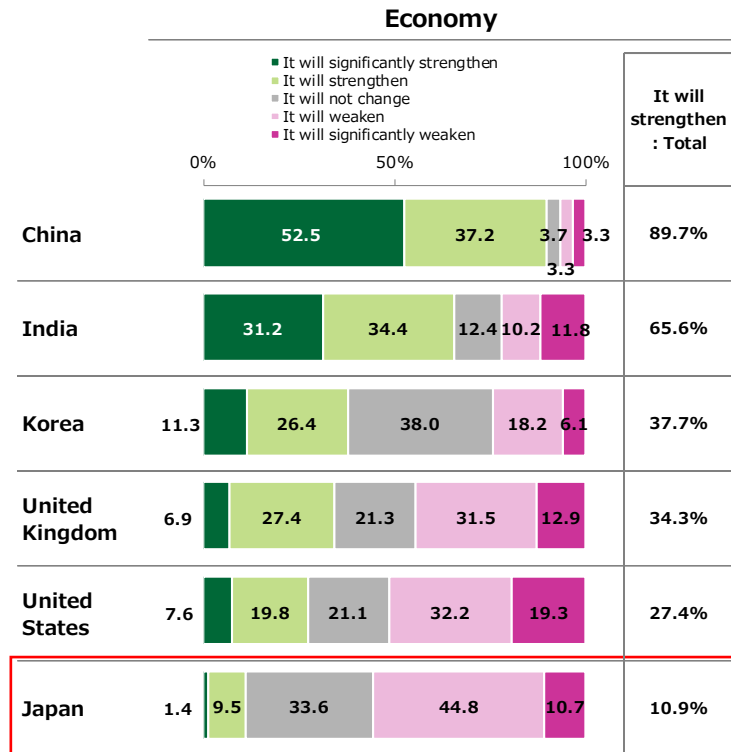
Regarding the future "Economy" competitiveness of one's country, Japan ranked last among the six countries, with 10.9% of respondents answering "It will strengthen: Total".

Japan also ranked last in "Science and technology", with 45.5% of the respondents answering "It will strengthen: Total" while 33.6% answered "It will not change", which was the highest score among the six countries.

For both "Economy" and "Science and technology", China had the highest "It will strengthen: Total" score among the six countries, followed by India.

Q Ten years from now, how do you think your country's competition in the following fields will compare with that of other countries? (n = 1000 in each country)

Listed by scores for "It will strengthen: Total" ("It will strengthen" + "It will significantly strengthen") in descending order



Attitudes on own country's competitiveness in 10 years (2 of 2)

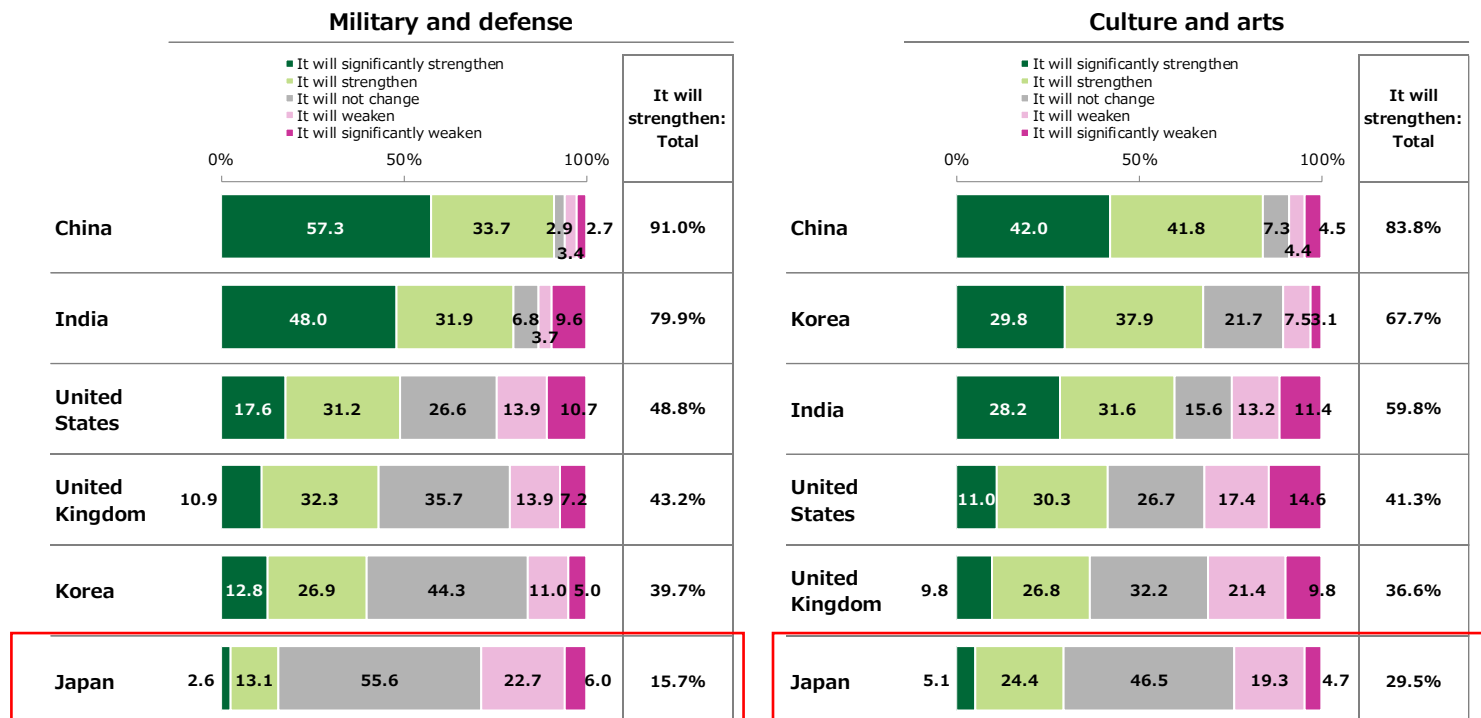
In terms of "Military and defense" competitiveness, Japan also ranked last, with 15.7% of the respondents answering "It will strengthen: Total", while 55.6% answered "It will not change", which was the highest rate among the six countries.

Japan ranked last on "Culture and arts" competitiveness, with 29.5% of the respondents answering "It will strengthen: Total", while 46.5% answered "It will not change", which was the highest rate among the six countries.

For both "Military and defense" and "Culture and arts", China had the highest "It will strengthen: Total" score among the six countries.

Q Ten years from now, how do you think your country's competition in the following fields will compare with that of other countries? (n = 1000 in each country)

Listed by scores for "It will strengthen: Total" ("It will strengthen" + "It will significantly strengthen") in descending order



Attitudes toward oneself

Japan ranked last among the six countries on “I have a personality that I am proud of”, “I am needed by others”, “I have something I can be absorbed in, such as study, work, hobbies, etc.”, “What I do has a purpose and meaning”, and “I have a goal and a direction for my life”.
Furthermore, Japan scored the highest among the six countries on “I feel anxious and depressed in daily life” at 65.3%.

Q Do you agree with the following statements? (n = 1000 in each country)

Listed by the “Yes” response rate

[Unit: %]	I have a personality that I am proud of	I am needed by others	I enjoy my daily life	I feel anxious and depressed in daily life	I have something I can be absorbed in, such as study, work, hobbies, etc.	What I do has a purpose and meaning	I have a goal and a direction for my life	I have experience setting goals and accomplishing something
Japan	47.9 6 th	52.7 6 th	67.7 5 th	65.3 1 st	80.4 6 th	63.5 6 th	60.6 6 th	75.2 5 th
United States	74.0	67.7	69.0	58.0	81.5	70.0	75.2	76.8
United Kingdom	72.2	64.6	63.4	56.7	82.7	67.8	73.6	73.4
China	74.2	77.3 1 st	79.5 1 st	46.2	82.4	82.6 1 st	81.3	78.1
Korea	68.9	73.7	76.1	49.0	83.9	79.9	74.5	84.5 1 st
India	84.0 1 st	59.6	78.4	35.1	88.8 1 st	80.1	88.2 1 st	79.2

Attitudes toward own country

Japan ranked last among the six countries on “My country can take a leadership role in the international community”, “My country has a good leader”, and “My country has people I can aspire to emulate”. In addition, Japanese respondents had the lowest intention to study or work in other countries, with only 41.7% of the respondents answering “I would like to study or work in another country if the opportunity arises”.

Q Do you agree with the following statements? (n = 1000 in each country)

Listed by the “Yes” response rate

[Unit: %]	My country can take a leadership role in the international community	My country has a good leader	My country has people I can aspire to emulate	I am satisfied with my country compared to other countries	I sometimes think that other countries are better than my country	I would like to study or work in another country if the opportunity arises
Japan	22.8 6 th	29.2 6 th	49.6 6 th	68.7 3 rd	71.4 3 rd	41.7 6 th
United States	61.5	38.2	65.0	56.2	68.0	60.9
United Kingdom	56.2	30.5	61.8	62.1	76.3	66.2
China	86.0 1 st	87.4 1 st	84.5 1 st	87.0 1 st	55.5	66.0
Korea	53.3	52.5	60.7	72.3	76.7 1 st	71.6 1 st
India	79.7	71.3	81.0	66.1	61.5	70.9

Attitudes on one's future and goals

When respondents were asked about their future and goals, Japanese respondents ranked last among the six countries on all statements. Scores were particularly low, below 50%, on both “I want to try a lot of new things, even if it involves some risk” and “I want to achieve ambitious goals, even if it involves some risk”.

Q Do you agree with the following statements? (n = 1000 in each country)

Listed by the “Yes” response rate

[Unit: %]	I have a dream for the future	I look forward to my future	I look forward to seeing how society will change in the future	I want to try a lot of new things, even if it involves some risk	I want to achieve ambitious goals, even if it involves some risk	I would focus on financial stability rather than risky challenges	I would focus on mental stability rather than risky challenges
Japan	59.6 6 th	57.8 6 th	54.0 6 th	49.0 6 th	44.9 6 th	70.4 6 th	68.3 6 th
United States	82.1	79.0	75.6	77.0	79.2	76.5	74.5
United Kingdom	78.3	75.7	71.1	78.1	81.4	72.6	71.7
China	84.7	86.9	85.6	79.8	78.8	78.7 1 st	78.1 1 st
Korea	81.5	77.6	72.3	68.6	67.2	76.6	76.7
India	93.3 1 st	90.6 1 st	88.5 1 st	84.4 1 st	87.6 1 st	74.2	75.9

Social participation (1 of 2)

Regarding social participation, Japanese respondents ranked last among the six countries on all statements. Scores were particularly low, below 30%, on “I think I am mature” and “I believe that I can change my country and society through my actions”. These response rates were considerably lower than those in other countries.

Q Do you agree with the following statements? (n = 1000 in each country)

Listed by the “Yes” response rate

[Unit: %]	I think I am mature	I see myself as a responsible member of society	I believe that I can change my country and society through my actions	I want to do something useful for my country and society	I want to make a donation to a charity	I want to participate in volunteer activities
Japan	27.3 6 th	48.4 6 th	26.9 6 th	61.7 6 th	36.2 6 th	49.7 6 th
United States	85.7	77.1	58.5	73.0	66.7	70.4
United Kingdom	85.9 1 st	79.9	50.6	71.2	69.5	64.2
China	71.0	77.1	70.9	82.1	78.9	85.3 1 st
Korea	46.7	65.7	61.5	75.2	62.4	70.7
India	83.7	82.8 1 st	78.9 1 st	92.6 1 st	83.7 1 st	78.1

Social participation (2 of 2)

Japanese respondents also tended show less participation in politics and elections, ranking last among the six countries on “I have my own ideas about politics, elections, and social issues”, “I actively gather information about politics, elections, and social issues”, and “I have discussions with family and friends about politics, elections, and social issues”.

Among the six countries, Japan ranked 5th on “I think politics and elections affect my life” and 4th on “I am interested in politics, elections, and social issues”.

Q Do you agree with the following statements? (n = 1000 in each country)

Listed by the “Yes” response rate

[Unit: %]	I think politics and elections affect my life	I am interested in politics, elections, and social issues	I have my own ideas about politics, elections, and social issues	I actively gather information about politics, elections, and social issues	I have discussions with family and friends about politics, elections, and social issues
Japan	60.9 5 th	50.0 4 th	42.1 6 th	29.3 6 th	34.2 6 th
United States	64.0	51.7	68.5	48.5	62.1
United Kingdom	61.4	49.7	62.0	42.7	63.9
China	70.1 1 st	66.1 1 st	73.3 1 st	63.1 1 st	76.6 1 st
Korea	69.5	61.3	61.1	46.2	64.5
India	50.6	46.1	64.4	52.6	65.2

Changes before and after the COVID-19 pandemic (1 of 2)

Looking at attitude changes before and after the COVID-19 pandemic, Japan scored lower than other countries on “I agree more”. India and China scored high on “I agree more”.

Q How much has your opinion changed regarding the following statements when comparing your opinions pre- and post-pandemic of COVID-19? (n = 1000 in each country)

Listed by the response rate for “I agree more”

[Unit: %]	I think I am mature	I see myself as a responsible member of society	I believe that I can change my country and society through my actions	I want to do something useful for my country and society	I want to make a donation to a charity	I want to participate in volunteer activities
Japan	10.4 6 th	14.2 6 th	12.7 6 th	18.7 6 th	14.2 6 th	17.8 6 th
United States	43.6	33.4	27.6	30.2	28.6	30.9
United Kingdom	45.5	30.5	21.9	24.2	26.1	26.6
China	29.2	45.5	38.0	53.9 1 st	48.8 1 st	46.6 1 st
Korea	18.1	23.4	28.5	28.2	26.9	31.2
India	50.5 1 st	46.1 1 st	43.7 1 st	51.1	48.4	45.4

Changes before and after the COVID-19 pandemic (2 of 2)

In terms of changes in attitudes toward politics, elections, and social issues before and after the COVID-19 pandemic, Japan also scored lower than other countries on “I agree more”. China scored high on “I agree more”.

Q How much has your opinion changed regarding the following statements when comparing your opinions pre- and post-pandemic of COVID-19? (n = 1000 in each country)

Listed by the response rate for “I agree more”

[Unit: %]	I think politics and elections affect my life	I am interested in politics, elections, and social issues	I have my own ideas about politics, elections, and social issues	I actively gather information about politics, elections, and social issues	I have discussions with family and friends about politics, elections, and social issues
Japan	21.6 6 th	21.5 6 th	17.3 6 th	13.8 6 th	14.4 6 th
United States	33.4	27.1	32.3	25.6	29.8
United Kingdom	30.9	25.2	24.9	21.0	29.4
China	37.4 1 st	41.1 1 st	37.4 1 st	40.9 1 st	38.1 1 st
Korea	29.7	28.2	25.3	22.4	28.4
India	27.0	23.2	30.8	26.0	33.5

Changes before and after the COVID-19 pandemic: Japan

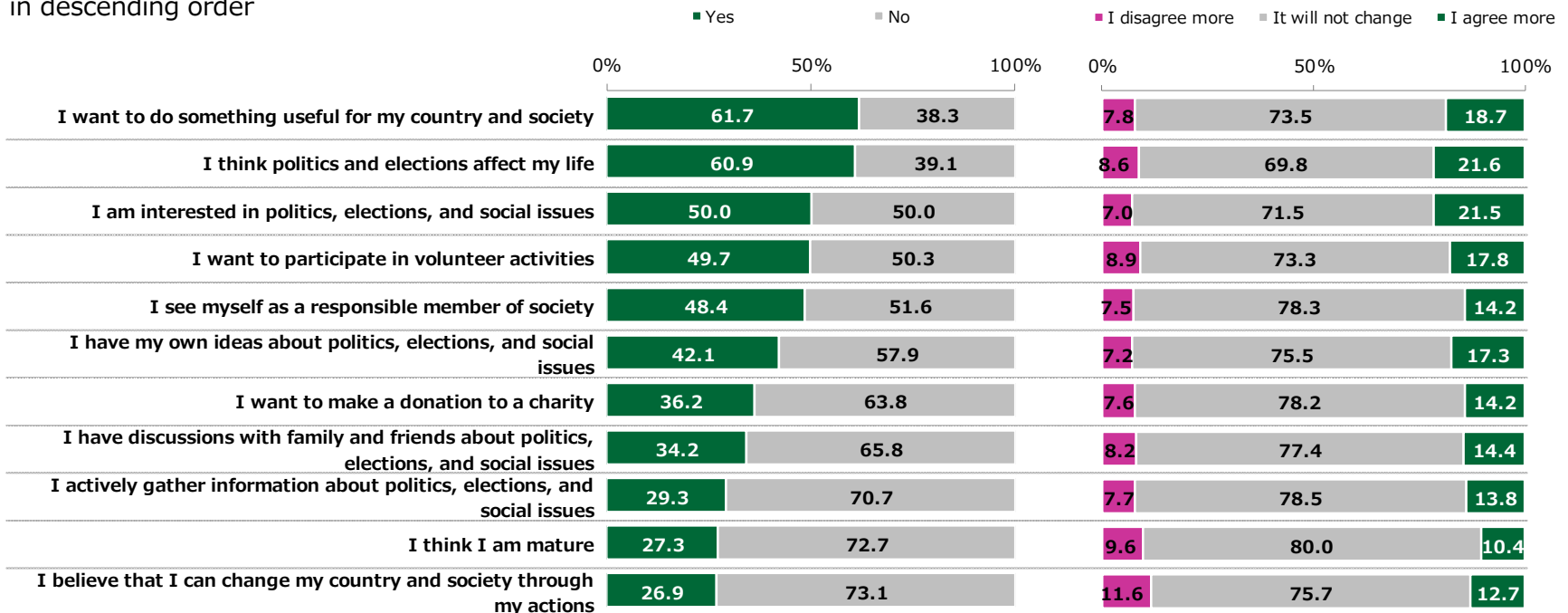
Looking at scores in Japan, the rate of respondents who answered “Yes” was high for “I want to do something useful for my country and society” (61.7%), “I think politics and elections affect my life” (60.9%), and “I am interested in politics, elections, and social issues” (50.0%).

As for changes in attitudes before and after the COVID-19 pandemic, approximately 70% to 80% answered “It will not change” on all statements. More than 20% answered “I agree more” on “I think politics and elections affect my life” and “I am interested in politics, elections, and social issues” indicating that respondents in Japan had undergone a significant change in attitudes on these issues since the pandemic.

Q Do you agree with the following statements? (Japan, n=1000)

Q How much has your opinion changed regarding the following statements when comparing your opinions pre- and post-pandemic of COVID-19? (Japan, n=1000)

Listed by the “Yes” response rate in descending order



Extent of making decisions on one's own

In terms of the extent to which respondents can make decisions on their own, Japan scored the highest among the six countries on "Choosing friends to befriend", "Choosing a lover/partner", "Choosing who to marry", "Choosing a school to enter", and "Whether or not to obtain a driver's license for a car or motorcycle".

Japan scored the second highest on all other statements.

Q To what extent can you make decisions about the following things based solely on your own will and wishes, without interference from family or others? (n = 1000 in each country)

Averages were calculated by assigning the following points to each answer.

"0%: Cannot make decisions" = 0 points, "20%" = 20 points, "40%" = 40 points, "60%" = 60 points, "80%" = 80 points, "100%: Can make decisions" = 100 points

[Unit: Points]	Choosing friends to befriend	Choosing a lover/partner	Choosing who to marry	Choosing a school to enter	Choose the field I want to study	Choosing a company I want to work for	Whether to see a doctor or counselor	Whether or not to obtain a driver's license for a car or motorcycle
Japan	78.0 1 st	75.5 1 st	71.8 1 st	68.4 1 st	73.5 2 nd	67.5 2 nd	61.2 2 nd	69.7 1 st
United States	68.8	67.8	66.7	62.1	66.5	64.1	60.8	68.1
United Kingdom	69.8	67.7	65.0	59.8	66.6	62.8	59.6	65.2
China	70.3	68.8	67.0	65.6	67.8	65.6	62.5 1 st	68.3
Korea	70.6	67.9	63.4	62.6	66.2	61.7	60.7	67.4
India	73.6	63.9	62.7	66.0	75.8 1 st	72.4 1 st	60.6	62.7

Views on gender awareness, marriage, and raising children in one's country

Japan scored the lowest among the six countries on “In my country, when a married couple has a child, it is common for the woman to be the primary caregiver”. Conversely, Japan also scored the lowest on “In my country, it is common for both spouses to be working”, indicating that few people think it’s common for both spouses to be working.

Q To what extent do you agree or disagree with the following statements? (n = 1000 in each country)

Averages were calculated by assigning the following points to each answer.

“0%: Do not agree” = 0 points, “20%” = 20 points, “40%” = 40 points, “60%” = 60 points, “80%” = 80 points, “100%: Agree” = 100 points

[Unit: Points]	In my country, men with higher education and income are more likely to find someone to marry	In my country, women with higher education and income are more likely to find someone to marry	There are professions that are suitable for men and those that are suitable for women	There are fields and subjects of study that are suitable for men and those that are suitable for women	In my country, when a married couple has a child, it is common for the woman to be the primary caregiver	In my country, it is common for husbands to be more educated and have higher incomes than their wives	In my country, it is common for both spouses to be working	In my own country, it is generally considered desirable to marry and raise children	If I were to get married in the future, de facto marriage would also be an option, and not just legal marriage	If I were to raise children in the future, adopting one would be also an option, and not just giving birth to one
Japan	54.1 4 th	45.8 6 th	49.3 3 rd	42.9 3 rd	46.2 6 th	45.2 4 th	53.0 6 th	53.3 6 th	50.6 2 nd	47.0 5 th
United States	52.2	48.3	44.4	42.4	55.3	44.2	63.3	57.2	45.7	60.7
United Kingdom	50.8	46.4	42.2	41.1	56.6	44.8	65.4 1 st	55.5	43.4	56.2
China	65.4	61.5 1 st	63.8 1 st	63.8 1 st	56.3	56.1	65.4 1 st	61.2	54.8 1 st	61.0
Korea	55.1	53.4	41.8	39.3	52.0	47.1	55.6	54.7	46.2	45.5
India	68.3 1 st	60.1	58.9	57.2	67.2 1 st	59.4 1 st	60.7	62.8 1 st	49.1	62.1 1 st

Views on gender awareness, marriage, and raising children in one's country: Males

No sizable difference was found in scores among males compared to those for all respondents, as Japanese males scored the lowest among the six countries on "In my country, when a married couple has a child, it is common for the woman to be the primary caregiver" and "In my country, it is common for both spouses to be working".

Q To what extent do you agree or disagree with the following statements? (n = 500 males in each country)

Averages were calculated by assigning the following points to each answer.

"0%: Do not agree" = 0 points, "20%" = 20 points, "40%" = 40 points, "60%" = 60 points, "80%" = 80 points, "100%: Agree" = 100 points

[Unit: Points]

	In my country, men with higher education and income are more likely to find someone to marry	In my country, women with higher education and income are more likely to find someone to marry	There are professions that are suitable for men and those that are suitable for women	There are fields and subjects of study that are suitable for men and those that are suitable for women	In my country, when a married couple has a child, it is common for the woman to be the primary caregiver	In my country, it is common for husbands to be more educated and have higher incomes than their wives	In my country, it is common for both spouses to be working	In my own country, it is generally considered desirable to marry and raise children	If I were to get married in the future, de facto marriage would also be an option, and not just legal marriage	If I were to raise children in the future, adopting one would be also an option, and not just giving birth to one
Japan	59.0 3rd	51.5 4th	56.6 3rd	48.1 4th	48.7 6th	49.0 5th	55.2 6th	57.0 5th	52.3 2nd	48.2 5th
United States	54.9	50.6	49.5	46.3	56.0	46.8	62.0	59.0	48.2	57.0
United Kingdom	54.0	51.2	49.7	49.4	57.4	50.8	63.2	57.5	47.6	52.6
China	68.9 1st	62.7 1st	66.6 1st	66.3 1st	60.7	60.3 1st	66.9 1st	66.3 1st	56.0 1st	58.3
Korea	58.6	59.0	51.8	47.2	53.3	52.2	57.9	55.4	51.1	45.8
India	68.2	60.8	61.8	59.1	63.9 1st	58.4	58.8	61.1	48.1	58.4 1st

Views on gender awareness, marriage, and raising children in one's country: Females

No sizable difference was found in scores among females compared to those for all respondents, as Japanese females scored the lowest among the six countries on "In my country, when a married couple has a child, it is common for the woman to be the primary caregiver" and "In my country, it is common for both spouses to be working".

Q To what extent do you agree or disagree with the following statements? (n = 500 females in each country)

Averages were calculated by assigning the following points to each answer.

"0%: Do not agree" = 0 points, "20%" = 20 points, "40%" = 40 points, "60%" = 60 points, "80%" = 80 points, "100%: Agree" = 100 points

[Unit: Points]

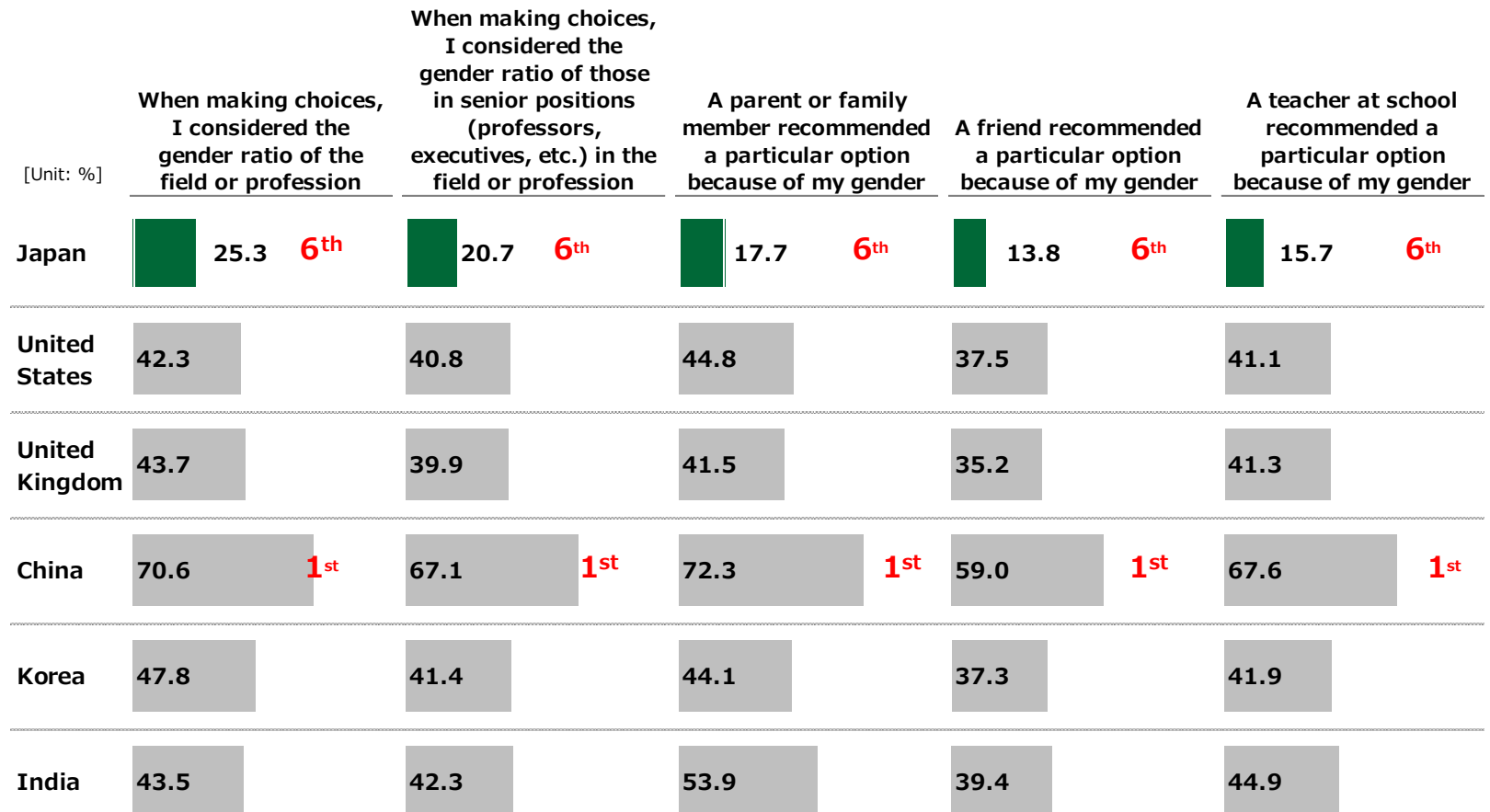
	In my country, men with higher education and income are more likely to find someone to marry	In my country, women with higher education and income are more likely to find someone to marry	There are professions that are suitable for men and those that are suitable for women	There are fields and subjects of study that are suitable for men and those that are suitable for women	In my country, when a married couple has a child, it is common for the woman to be the primary caregiver	In my country, it is common for husbands to be more educated and have higher incomes than their wives	In my country, it is common for both spouses to be working	In my own country, it is generally considered desirable to marry and raise children	If I were to get married in the future, de facto marriage would also be an option, and not just legal marriage	If I were to raise children in the future, adopting one would be also be an option, and not just giving birth to one
Japan	49.1 5 th	40.0 6 th	41.9 3 rd	37.8 4 th	43.6 6 th	41.3 5 th	50.9 6 th	49.6 6 th	48.9 3 rd	45.8 5 th
United States	49.6	46.0	39.2	38.6	54.6	41.7	64.5	55.4	43.2	64.4
United Kingdom	47.6	41.6	34.6	32.9	55.7	38.7	67.6 1 st	53.5	39.2	59.8
China	61.9	60.3 1 st	61.0 1 st	61.3 1 st	51.9	51.9	64.0	56.2	53.6 1 st	63.7
Korea	51.6	47.8	31.9	31.4	50.7	42.0	53.2	54.0	41.2	45.2
India	68.5 1 st	59.3	56.0	55.4	70.4 1 st	60.4 1 st	62.5	64.5 1 st	50.2	65.8 1 st

One's choice of school, field/subject to study, and career

When choosing a school, a field or subject to study, or career, Japan had the lowest response rate among the six countries to taking the gender ratio into consideration when making a selection and to being recommended particular options due to one's gender.

Q Have you experienced any of the following in regards to your choice of school, field/subject to study, or career?
(n = 1000 in each country)

Listed by the "Yes" response rate

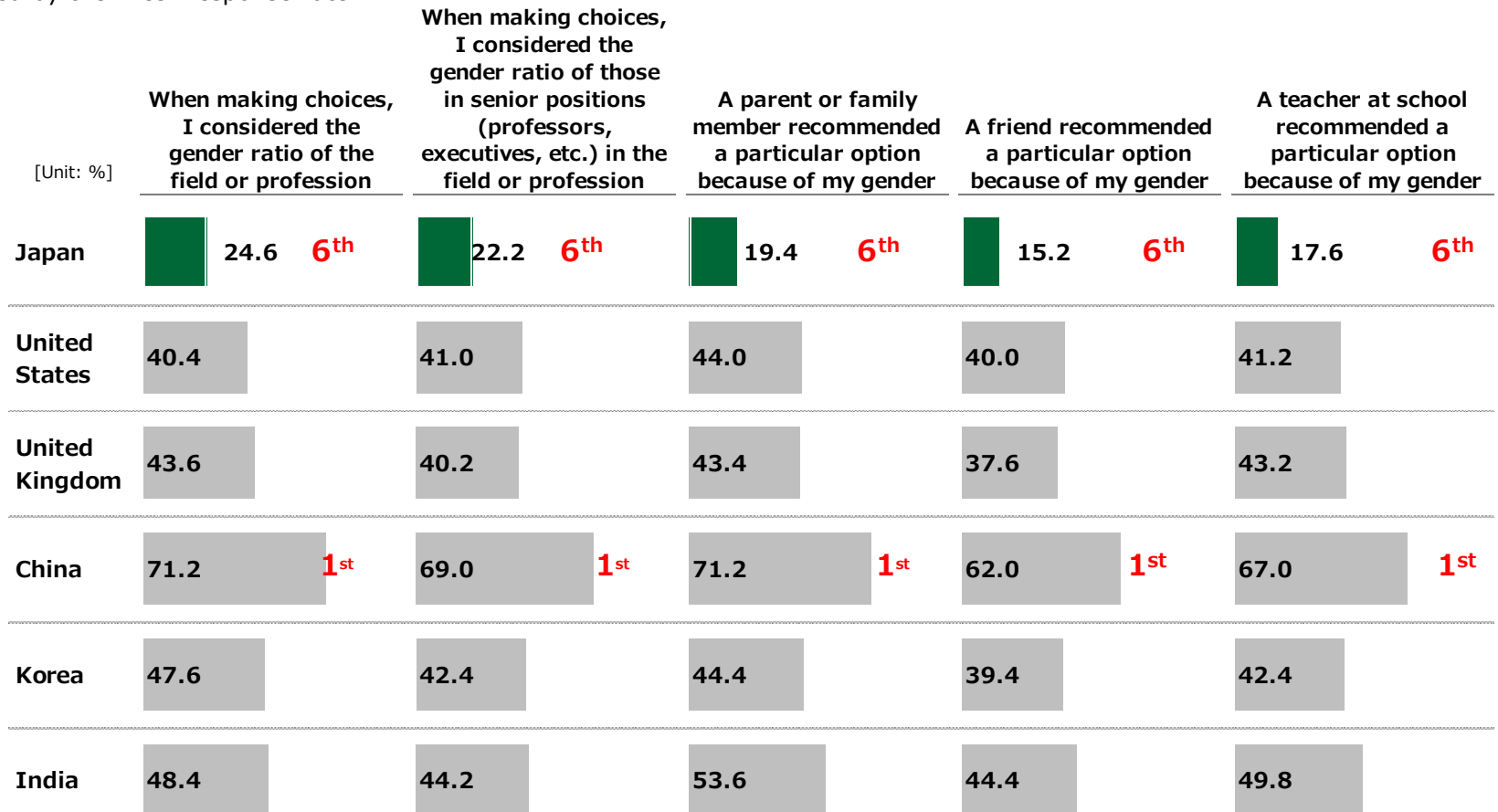


One's choice of school, field/subject to study, and career: Males

Scores among males were similar to those for all respondents.

Q Have you experienced any of the following in regards to your choice of school, field/subject to study, or career?
(n = 500 males in each country)

Listed by the "Yes" response rate

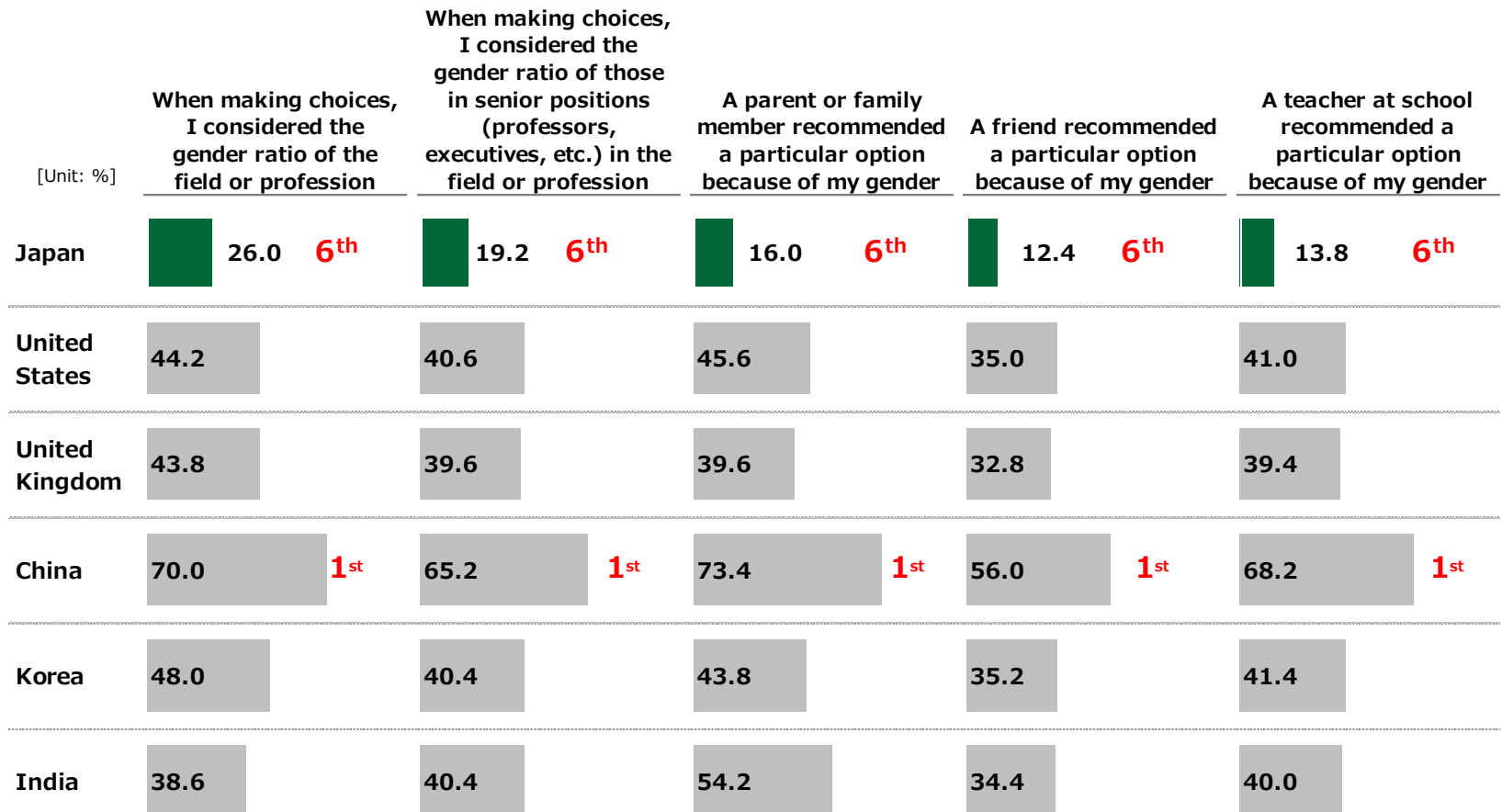


One's choice of school, field/subject to study, and career: Females

Scores among females were also similar to those for all respondents.

Q Have you experienced any of the following in regards to your choice of school, field/subject to study, or career?
(n = 500 females in each country)

Listed by the "Yes" response rate



Engagement with people around you

Japan scored the highest among the six countries on “I am concerned about how I am perceived by others”. Japan tied with the UK for the lowest score on “There are opportunities to get to know my neighbors at community meetings and events”.

Q To what extent do you agree or disagree with the following statements? (n = 1000 in each country)

Averages were calculated by assigning the following points to each answer.

“0%: Do not agree” = 0 points, “20%” = 20 points, “40%” = 40 points, “60%” = 60 points, “80%” = 80 points, “100%: Agree” = 100 points

[Unit: Points]	I have people I can consult when I have problems or concerns		My country's society makes it easy to ask for support and help when I need it		It is important that I do not trouble others as I live my life		I am concerned about how I am perceived by others		There are opportunities to get to know my neighbors at community meetings and events	
Japan	58.7	3 rd	45.5	3 rd	62.9	4 th	62.0	1 st	37.1	5 th
United States	57.0		41.9		58.1		50.4		41.3	
United Kingdom	55.8		45.1		56.9		53.7		37.1	5 th
China	63.8	1 st	65.6	1 st	67.1		61.8		61.9	1 st
Korea	57.9		44.4		65.6		60.9		41.5	
India	63.8	1 st	55.0		70.4	1 st	56.1		58.0	

Important qualities for adults living in one's country

Japan scored the lowest among the six countries in regarding "Demonstrate individuality without fear of being different from others" as being important.

Q How important do you think the following qualities are for adults living in your country? (n = 1000 in each country)

Averages were calculated by assigning the following points to each answer.

"0%: Not important" = 0 points, "20%" = 20 points, "40%" = 40 points, "60%" = 60 points, "80%" = 80 points, "100%: Important" = 100 points

[Unit: Points]	Adhere to the traditions and rules of society	Have new ideas and be creative, not bound by precedent	Avoid conflicts with others and focus on harmony	Demonstrate individuality without fear of being different from others	Demonstrate leadership and lead others	Follow the leader and support the leader appropriately	Value local relationships and community	Demonstrate global competence across regions and national borders	Understand diversity and respect minorities in terms of race, gender, sexual orientation, and disability
Japan	60.2 3 rd	60.3 4 th	61.1 4 th	59.4 6 th	56.6 5 th	58.4 4 th	60.0 4 th	58.9 3 rd	67.2 3 rd
United States	49.1	62.7	58.1	63.8	58.9	50.9	60.1	56.0	66.0
United Kingdom	47.8	56.5	57.2	59.6	51.5	46.5	57.1	53.6	65.2
China	71.0 1 st	70.2 1 st	70.6 1 st	68.1 1 st	68.1 1 st	68.7 1 st	69.6	66.1 1 st	72.2 1 st
Korea	57.6	58.6	61.4	61.3	59.5	61.7	59.7	58.8	64.6
India	63.2	68.7	68.8	67.3	62.9	62.9	69.7 1 st	63.1	71.2

Level of trust in government, corporations, and the media

The level of trust in government, corporations, and the media was high in China and India. On the other hand, the level of trust tended to be low overall in the UK and the US.

Q How much do you trust the following items? (n = 1000 in each country)

Averages were calculated by assigning the following points to each answer.

"0%: Don't trust" = 0 points, "20%" = 20 points, "40%" = 40 points, "60%" = 60 points, "80%" = 80 points, "100%: Trust" = 100 points

[Unit: Points]	Government and local governments in my country	Major enterprises in my country	Small and medium enterprises in my country	Non-governmental and non-profit organizations in my country	Universities in my country	Information from TV	Information from newspapers	Information from books	Information from websites on the Internet	Information from social media on the Internet
Japan	53.4 3 rd	53.5 3 rd	51.0 3 rd	49.7 4 th	54.7 3 rd	52.2 4 th	53.4 3 rd	54.0 5 th	46.3 4 th	42.9 4 th
United States	42.6	39.3	43.0	48.4	49.5	40.0	43.9	52.4	43.8	39.2
United Kingdom	42.9	41.9	44.3	50.0	54.5	45.0	44.2	54.3	44.3	39.0
China	74.4 1 st	69.3 1 st	65.3 1 st	65.3 1 st	71.1 1 st	63.6 1 st	66.9	66.2	59.6	59.3 1 st
Korea	49.7	51.4	47.4	45.9	51.4	52.9	53.3	58.8	48.7	45.0
India	60.6	60.6	57.5	55.2	68.0	59.7	67.5 1 st	75.7 1 st	60.3 1 st	56.7

Top reasons for studying at school

Ranked highly in all six countries were “Find a better job”, “Higher future income”, and “Find the goals I want to achieve”.

In Japan, “Expand my interests” and “Progress to a better school” also ranked high. Japan also scored significantly higher than other countries on “No particular reason”, at 12.7%.

Q Please select up to three options that you have prioritized the most as your reason for studying at school.
(Up to three choices permitted)

	Japan (n=1000)	United States (n=1000)	United Kingdom (n=1000)	China (n=1000)	Korea (n=1000)	India (n=1000)
1st	Find a better job 32.3%	Higher future income 43.5%	Higher future income 44.0%	Find a better job 31.5%	Find a better job 39.6%	Find the goals I want to achieve 48.6%
2nd	Expand my interests 29.3%	Find the goals I want to achieve 37.4%	Find the goals I want to achieve 40.1%	Find the goals I want to achieve 31.4%	Find the goals I want to achieve 39.2%	Higher future income 41.1%
3rd	Higher future income 27.0%	Find a better job 34.9%	Find a better job 37.7%	Contribute to my country and society 30.4%	Higher future income 30.9%	Find a better job 33.3%
4th	Progress to a better school 21.5%	Expand my interests 27.3%	Meet new people 29.3%	Learn about diverse opinions and values 29.2%	Progress to a better school 25.0%	Contribute to my country and society 29.2%
5th	Find the goals I want to achieve 21.2%	Meet new people 26.7%	Expand my interests 23.8%	Higher future income 27.4%	It is my duty to study 22.5%	Expand my interests 21.5%
6th	Learn about diverse opinions and values 20.8%	Useful for daily life 20.2%	Useful for daily life 20.3%	Expand my interests 24.6%	Learn about diverse opinions and values 20.5%	It is my duty to study 20.0%
7th	It is my duty to study 20.7%	My family told me to study 17.1%	My family told me to study 16.7%	Progress to a better school 19.2%	Expand my interests 20.3%	Useful for daily life 19.1%
8th	Useful for daily life 19.9%	Progress to a better school 14.7%	Progress to a better school 15.1%	Meet new people 14.7%	Useful for daily life 20.1%	Learn about diverse opinions and values 17.4%
9th	Meet new people 14.7%	It is my duty to study 13.2%	It is my duty to study 12.2%	It is my duty to study 13.1%	Meet new people 19.9%	Meet new people 15.9%
10th	My family told me to study 9.4%	Learn about diverse opinions and values 11.0%	Contribute to my country and society 10.7%	Useful for daily life 13.0%	My family told me to study 14.6%	My family told me to study 11.7%
11th	Everyone around me was studying 8.7%	Contribute to my country and society 10.9%	Learn about diverse opinions and values 10.2%	Everyone around me was studying 10.9%	Everyone around me was studying 12.5%	Progress to a better school 7.3%
12th	Contribute to my country and society 7.8%	Everyone around me was studying 8.5%	Everyone around me was studying 9.4%	My family told me to study 10.5%	Contribute to my country and society 9.3%	Everyone around me was studying 6.5%
	Other 2.5%	Other 4.2%	Other 2.9%	Other 0.1%	Other 1.4%	Other 1.5%
	No particular reason 12.7%	No particular reason 3.9%	No particular reason 2.4%	No particular reason 0.2%	No particular reason 2.8%	No particular reason 0.8%

Desired occupations

In Japan, occupations that ranked highly were “Entertainment, music, and movies”, “Design, art, and photography”, “Doctor and nurse”, “Software engineering and development”, and “National and local government employee (civil servant)”. Japan also scored significantly higher than other countries on “None in particular”, at 16.1%.

Q If you could select a job from all "occupations" and "industries," which would you select? Please select up to three options. (Up to three choices permitted)

Lists the top 10 occupations in each country and the score for “None in particular”

Japan (n=1000)			United States (n=1000)			United Kingdom (n=1000)			China (n=1000)			Korea (n=1000)			India (n=1000)		
1st	Entertainment, music, and movies	22.8%	1st	Design, art, and photography	23.2%	1st	Entertainment, music, and movies	17.6%	1st	Design, art, and photography	16.4%	1st	Entertainment, music, and movies	30.4%	1st	Software engineering and development	21.4%
2nd	Design, art, and photography	12.0%	2nd	Entertainment, music, and movies	20.8%	2nd	Design, art, and photography	14.3%	2nd	Software engineering and development	14.4%	2nd	Design, art, and photography	24.6%	2nd	Design, art, and photography	16.9%
3rd	Doctor and nurse	11.2%	3rd	Doctor and nurse	15.4%	3rd	Doctor and nurse	11.7%	3rd	Teacher, instructor, and nursery worker	14.2%	3rd	Doctor and nurse	15.5%	3rd	Entertainment, music, and movies	14.0%
4th	Software engineering and development	10.8%	4th	Software engineering and development	11.8%	4th	Teacher, instructor, and nursery worker	11.5%	4th	Academic researcher	13.5%	4th	Teacher, instructor, and nursery worker	14.9%	4th	Banking, insurance, and securities	13.8%
5th	National and local government employee (civil servant)	10.4%	5th	Digital influencer (social media/blog)	11.3%	5th	Banking, insurance, and securities	11.0%	5th	Judge, lawyer, and prosecutor	13.3%	5th	Digital influencer (social media/blog)	13.4%	5th	Survey and data analyst	12.9%
6th	Teacher, instructor, and nursery worker	9.3%	6th	Teacher, instructor, and nursery worker	10.5%	6th	Real estate	10.2%	5th	Entertainment, music, and movies	13.3%	6th	Software engineering and development	12.5%	6th	Doctor and nurse	12.4%
7th	Food, drink, and accommodation	8.7%	7th	Real estate	10.2%	7th	Software engineering and development	9.5%	7th	National and local government employee (civil servant)	12.5%	7th	Police, firefighting, and security	10.8%	7th	Accountant and tax accountant	11.6%
7th	Tourism	8.7%	8th	Veterinarian, animal nurse, breeder	9.7%	7th	Digital influencer (social media/blog)	9.5%	8th	Doctor and nurse	10.8%	8th	National and local government employee (civil servant)	10.7%	8th	Military personnel (Self-defense force)	11.0%
9th	Chemicals and pharmaceuticals	7.2%	9th	Space technology and development	8.9%	9th	Judge, lawyer, and prosecutor	9.4%	9th	Military personnel (Self-defense force)	10.0%	9th	Judge, lawyer, and prosecutor	10.2%	9th	Digital influencer (social media/blog)	10.9%
9th	Digital influencer (social media/blog)	7.2%	10th	Judge, lawyer, and prosecutor	8.5%	10th	Food, drink, and accommodation	9.2%	10th	Architectural design, building, and construction	9.4%	10th	Food, drink, and accommodation	9.2%	10th	National and local government employee (civil servant)	10.4%
	None in particular	16.1%		None in particular	4.6%		None in particular	2.3%		None in particular	0.5%		None in particular	3.5%		None in particular	0.8%

Qualities considered important when choosing a job

In Japan, “Whether it matches my interests” (33.0%) was considered the most important quality, followed by “High salary” and “Stability (less concern about recession or corporate restructuring)”.

Q Please choose one thing that is most important to you when choosing a job. (Single answer)

Japan (n=1000)			United States (n=1000)		United Kingdom (n=1000)		China (n=1000)		Korea (n=1000)		India (n=1000)						
1st	Whether it matches my interests	33.0%	1st	Whether it matches my interests	23.6%	1st	High salary	26.0%	1st	Whether I can contribute to the country and society	20.5%	1st	Whether it matches my interests	31.6%	1st	High salary	25.3%
2nd	High salary	18.4%	2nd	Whether I find purpose and meaning in it	20.2%	2nd	Whether it matches my interests	25.1%	2nd	Whether it matches my interests	19.3%	2nd	High salary	24.4%	2nd	Whether it matches my interests	19.4%
3rd	Stability (less concern about recession or corporate restructuring)	15.6%	3rd	High salary	19.4%	3rd	Whether I find purpose and meaning in it	16.1%	3rd	Whether I will be able to learn new things and gain new skills	14.2%	3rd	Stability (less concern about recession or corporate restructuring)	16.4%	3rd	Whether I will be able to learn new things and gain new skills	17.8%
4th	Whether I find purpose and meaning in it	12.1%	4th	Stability (less concern about recession or corporate restructuring)	11.1%	4th	Whether I will be able to learn new things and gain new skills	10.4%	4th	Whether I find purpose and meaning in it	13.8%	4th	Whether I will be able to learn new things and gain new skills	7.5%	4th	Whether I can contribute to the country and society	15.3%
5th	Whether I will be able to learn new things and gain new skills	4.6%	5th	Whether I will be able to learn new things and gain new skills	9.3%	5th	Stability (less concern about recession or corporate restructuring)	9.0%	5th	Stability (less concern about recession or corporate restructuring)	12.0%	5th	Whether I find purpose and meaning in it	7.5%	5th	Whether I find purpose and meaning in it	8.2%
6th	Whether I can contribute to the country and society	3.0%	6th	Whether I can contribute to the country and society	5.9%	6th	Whether I can contribute to the country and society	5.8%	6th	High salary	11.8%	6th	Whether it is an admirable profession	6.2%	6th	Stability (less concern about recession or corporate restructuring)	6.7%
7th	Whether it is an admirable profession	2.0%	7th	Whether it is an admirable profession	3.4%	7th	Whether it is an admirable profession	4.4%	7th	Whether it is an admirable profession	7.5%	7th	Whether I can contribute to the country and society	3.6%	7th	Whether it is an admirable profession	3.8%
	Other	2.5%		Other	2.6%		Other	1.2%		Other	0.3%		Other	0.7%		Other	2.4%
	None in particular	8.8%		None in particular	4.5%		None in particular	2.0%		None in particular	0.6%		None in particular	2.1%		None in particular	1.1%

Respondents' profiles

Occupation

(%)

		High school student	University student	Employed (company employee, organization employee, civil servant, freelancer, etc.)	Unemployed	Other
Japan	(n=1000)	59.5	30.4	4.1	2.7	3.3
United States	(n=1000)	48.3	24.3	14.3	11.0	2.1
United Kingdom	(n=1000)	33.2	33.0	18.4	8.3	7.1
China	(n=1000)	49.1	45.3	3.9	0.8	0.9
Korea	(n=1000)	60.3	30.5	3.0	4.1	2.1
India	(n=1000)	36.5	53.4	5.2	2.0	2.9