

Survey on Lifestyle and Consciousness

- ☐ Please fill in this questionnaire after first reading the instructions on how to fill out this questionnaire on the bottom of this page and on the next page.

Requests when filling out this questionnaire

- 1 . Please fill in this questionnaire **by yourself**.
- 2 . Please fill in this questionnaire **in order from the first page**.
- 3 . Please clearly fill in your answer with a **black or mechanical pencil**.
- 4 . For almost all questions, you will be asked to answer by circling a number.
[Circle ONE that applies] or [Circle ALL that apply], etc. will be written in the answer column.
Only circle the number(s) that apply.
Enter specific numbers or words for questions with () or , for which answer items have not been provided.
- 5 . There are no right or wrong answers to questions.
Please fill in an answer you are comfortable with without thinking too deeply.
- 6 . You may also find some questions difficult to answer or think they are not applicable to you;
please answer these questions by imagining if you were in such a position or situation, etc.
- 7 . After you have completed the questionnaire, please ensure there are no questions
that you have missed.
- 8 . Please contact the responsible investigator or the company implementing the survey
with any questions and enquires about difficult-to-understand questions, etc.

◆◆◆ How to fill in this questionnaire - specific examples ◆◆◆

● Questions which ask you to circle the number of the choices that apply.

[Circle ALL that apply]

$\textcircled{1}$
2

3
 $\textcircled{4}$

5

→ Please circle the number of the choices that apply.
For example, if number 1 and number 4 apply, circle both 1 and 4.

● Table format questions

[Where the choices are arranged horizontally]

	1	2	3
	[Please circle ONE that applies for each item]		
A)	1	2	$\textcircled{3}$
B)	$\textcircled{1}$	2	3
C)	1	$\textcircled{2}$	3
D)	$\textcircled{1}$	2	3
E)	1	$\textcircled{2}$	3

→ Select the choices from 1-3 that apply for each item from A to E and circle the number of the choices that apply. For example, here "3" applies to item A, "1" applies to item B, "2" applies to item C, "1" applies to item D, and "2" applies to item E.

[Where the choices are arranged vertically]

	A	B
	[Circle ALL that apply]	[Circle ALL that apply]
1	1	$\textcircled{1}$
2	$\textcircled{2}$	2
3	3	3
4	4	$\textcircled{4}$
5	5	5

→ Select the choices from 1-5 that apply for each item, A and B, and circle the number of the choices that apply. For example, here "2" applies to item A, and both "1" and "4" apply to item B.

● Questions which ask you to enter a number in the box

6

people

15

times

→ If the answer column is separated by a dotted line, please enter numbers in right-handed alignment. For example, for the answer "6 people", leave the left column blank and write "6" in the right column.

In addition, if you want to answer "2-3 times" or "2.5 years", etc., simply fill in the closest number that you are comfortable with, either "2" or "3".

1 . Life in General ①

■ You will now be asked about your "everyday life."

Q1 Please circle ONE that applies for each item regarding your living circumstances.

A: How are your current living circumstances compared with this time last year?

B: How do you think your living circumstances will be in the future?

A) Current living circumstances

[Please circle ONE that applies]

- 1 Becoming easier
- 2 Staying the same
- 3 Becoming difficult

B) Future living circumstances

[Please circle ONE that applies]

- 1 Getting better
- 2 Staying the same
- 3 Becoming worse
- 4 I don't know

Q2 Please circle ONE that applies for each item regarding your economic situation.

A) Do you think you have financial leeway in your current living circumstances?

B) What are your expectations for the future?

A) Current financial leeway

[Please circle ONE that applies]

- 1 A great deal of room to spare
- 2 A decent amount of room to spare
- 3 Can't say either way
- 4 Not much room to spare
- 5 No room to spare at all

B) Future financial leeway

[Please circle ONE that applies]

- 1 Becoming easier
- 2 Becoming a little easier
- 3 Staying the same
- 4 Becoming a little difficult
- 5 Becoming difficult
- 6 I don't know

Q3 How much free time do you have in your everyday life to do what you like or just relax?

Please circle ONE that applies.

[Please circle ONE that applies]

- 1 I have time to spare
- 2 I have some time to spare
- 3 I have little time to spare
- 4 I have no time to spare

Q4 How does your personal standard of living compare with society at large?

Please circle ONE that applies.

[Please circle ONE that applies]

- | | | |
|---------------------|-----------------------|---------------------|
| 1 Upper upper class | 3 Upper middle class | 6 Upper lower class |
| 2 Lower upper class | 4 Middle middle class | 7 Lower lower class |
| | 5 Lower middle class | |

1 . Life in General ②

- Q5 Recently, how often have you felt the following in your "personal affairs" or "society in general"?
Please circle ONE that applies for each item from a) to f).

A Personal affairs	1 A great deal	2 A fair amount	3 Can't say either way	4 Not so much	5 Not much at all
[Please circle ONE that applies for each item]					
a) Happy things	1	2	3	4	5
b) Unpleasant or irritating things	1	2	3	4	5
c) Sad things	1	2	3	4	5
d) Enjoyable things	1	2	3	4	5
e) Things which cause anxiety or concern	1	2	3	4	5
f) Dreams and hopes for the future ...	1	2	3	4	5

B Society in general	1 A great deal	2 A fair amount	3 Can't say either way	4 Not so much	5 Not much at all
[Please circle ONE that applies for each item]					
a) Happy things	1	2	3	4	5
b) Unpleasant or irritating things	1	2	3	4	5
c) Sad things	1	2	3	4	5
d) Enjoyable things	1	2	3	4	5
e) Things which cause anxiety or concern	1	2	3	4	5
f) Dreams and hopes for the future ...	1	2	3	4	5

- Q6 How happy do you feel? Please circle ONE that applies.

[Please circle ONE that applies] <div style="display: flex; justify-content: space-between;"> <div> 1 Extremely happy 2 Somewhat happy </div> <div> 3 Can't say either way </div> <div> 4 Somewhat unhappy 5 Extremely unhappy </div> </div>		
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- Q7 How enjoyable is your current lifestyle? Please circle ONE that applies.

[Please circle ONE that applies] <div style="display: flex; justify-content: space-between;"> <div> 1 Enjoyable 2 Somewhat enjoyable </div> <div> 3 Not really enjoyable 4 Not enjoyable at all </div> </div>	
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- Q8 How affluent is your current lifestyle? Please circle ONE that applies.

[Please circle ONE that applies] <div style="display: flex; justify-content: space-between;"> <div> 1 Affluent 2 Somewhat affluent </div> <div> 3 Not really affluent 4 Not affluent at all </div> </div>	
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- Q9 How satisfied are you with your current lifestyle? Please circle ONE that applies.

[Please circle ONE that applies] <div style="display: flex; justify-content: space-between;"> <div> 1 Fully satisfied 2 Satisfied for the time being </div> <div> 3 Somewhat dissatisfied 4 Extremely dissatisfied </div> </div>	
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1. Life in General ③

Q10 Which of the following items are you satisfied with in your current living circumstances?
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- | | |
|---|---|
| 1 Reliable friends | 10 Security for the future, including pensions and insurance |
| 2 Good relationship with neighbors | 11 (Sufficient) savings |
| 3 Social status | 12 Pleasant living environment |
| 4 Stable job and working environment | 13 Personal and family health |
| 5 Lifestyle providing opportunities for intellectual growth and cultural refinement | 14 Society in which people can live in peace |
| 6 Residences, including homes and property | 15 Rewarding occupation, workplace or school |
| 7 (Sufficient) income | 16 Personal academic background |
| 8 Educational environment for children | 17 Personal education and experience |
| 9 Community service, including volunteer | 18 Lifestyle offering opportunities to enjoy hobbies and sports, etc. |
| | 19 Relationship with people and society through the internet and social media |
| | 20 None of the above |

Q11 How luxurious is your lifestyle? Please circle ONE that applies.

[Please circle ONE that applies]

- | | |
|----------------------|------------------------|
| 1 Luxurious | 3 Not really luxurious |
| 2 Somewhat luxurious | 4 Not luxurious at all |

Q12 Do you think you have a high willingness to spend? Please circle ONE that applies.
(* 'Willingness to spend' equates to the desire to buy things and consume services.)

[Please circle ONE that applies]

- | | |
|--------------------------------|----------------------------|
| 1 Yes I think it's high | 3 I think it's not so high |
| 2 I think it's reasonably high | 4 I think it's low |

Q13 Do you live a lifestyle similar to those described in item a) to g) ?
Please circle ONE that applies for each item.

	1 Yes, very much so	2 Yes, somewhat	3 Can't say either way	4 Not really	5 Not at all
	[Please circle ONE that applies for each item]				
a) A lifestyle in which you take care of your health ..	1	2	3	4	5
b) A lifestyle incorporating nature	1	2	3	4	5
c) A lifestyle thinking of old age	1	2	3	4	5
d)※A lifestyle utilizing external services	1	2	3	4	5
e) A lifestyle utilizing information	1	2	3	4	5
f) A lifestyle in which you are conscious of manners in public	1	2	3	4	5
g) A lifestyle prepared for disaster and accident	1	2	3	4	5

(*External services: Use homemaker service, childcare service, and/or nursing care service, etc.)

2 - 1 . Questions about each lifestyle area: Clothing

Q14 Various statements concerning "clothing" lifestyle are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 Clothing is one way to express your personality
- 2 I'm conscious of what the other sex will think when I decide what to wear
- 3 I don't care about what I usually wear when I'm at home
- 4 When I buy clothing, I don't care if it's designed for men or for women
- 5 When I buy clothing, I don't care if it's new or used
- 6 I often take advantage of sales and bargains when I buy clothing
- 7 I dress without regard to traditional style and basic form
- 8 I am sensitive to fashion trends
- 9 I wear fashionable clothes that people cannot see such as underwear, etc.
- 10 I consider myself stylish
- 11 I like Japanese clothes (such as kimono and yukata)
- 12 I have trouble deciding what clothes to buy on my own
- 13 I think it's embarrassing to go to the underwear sales floor of the opposite sex
- 14 I want to wear made-to-order clothes and accessories
- 15 I want to use unlimited apparel rental services at fixed prices
- 16 I think it's better if adults also wear uniforms
- 17 For street clothes, I place importance on whether I can relax more so than the design and style
- 18 I want to make my own one-of-a-kind clothes and accessories
- 19 If I like the quality or features of clothing, it doesn't matter to me if it's a private brand or fast fashion
- 20 I feel no aversion to purchasing clothing on the Internet without looking at the real thing
- 21 I care about looking good in pictures in social media, etc., when I decide what to wear
- 22 I don't mind if I find someone dressed similarly to myself

2 - 2. Questions about each lifestyle area: Food ①

Q15 Various statements concerning "food" lifestyle are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 I often eat natural foods (organic and additive-free food)
- 2 I often consume health drinks and supplements, etc.
- 3 I prefer eating meals at home to eating out
- 4 I often eat ready-to-eat food (such as retort-packed food, frozen food, and prepared foods)
- 5 I eat meals conscious of my health
- 6 I like cooking food
- 7 I always eat breakfast
- 8 I eat meals conscious of my diet
- 9 I look carefully at the product display (ingredients, components, and expiration date, etc.) when purchasing food
- 10 I am concerned about the producing area when purchasing food
- 11 I have "a traditional family dish" handed down from my grandmother, mother, or mother-in-law, etc.
- 12 I often drink alcohol such as beer, wine, or sake during meals
- 13 I often consume alcohol-flavored non-alcoholic drinks
- 14 I value the meal atmosphere and care about the arrangement of food and tableware, etc.
- 15 I often consume fast food
- 16 I often use food delivery services
- 17 I don't feel right if I don't eat rice at least once a day
- 18 I like Japanese-style cuisine
- 19 I think it's embarrassing to eat soba in a stand-up (tachigui-soba) store
- 20 Cooking programs and magazine articles are my "cooking teacher"
- 21 Cooking recipe websites and blogs are my "cooking teacher"
- 22 I feel no aversion to eating out alone
- 23 I often eat alone
- 24 I sometimes feel uneasy as to whether I'm getting the required nutrition (vitamins, calcium, etc.)
- 25 When I eat at home with family, we talk about the food that is served
- 26 I feel uneasy about food products and their ingredients
- 27 I think convenience store food (such as bento lunch boxes and prepared foods, etc.) is necessary for my everyday diet
- 28 I always say "itadakimasu" and "gochisosama" (expressions of gratitude before and after meals)
- 29 I often eat meals while watching TV
- 30 I often eat meals while using my mobile phone or smartphone
- 31 I have taken pictures of meals and posted them online
- 32 I am conscious that it looks good in pictures on social media, when I decide what to order

2 - 2. Questions about each lifestyle area: Food ②

Q16 Do you like the following foods? Please circle ALL the foods that you like.

[Circle ALL that apply]

- | | | |
|---|--|----------------------|
| 1 Curry and rice | 17 Salad | 33 Miso soup |
| 2 Hayashi rice (Hashed beef) | 18 Sandwiches | 34 Pickles |
| 3 Fried rice | 19 Pastries/Savory bread | 35 Natto |
| 4 Donburi (bowl of rice with food on top) | 20 Hamburgers | 36 Vinegared food |
| 5 Rice seasoned and cooked with various ingredients | 21 Yakiniku (Korean barbecue) | 37 Tofu |
| 6 Rice balls | 22 Steak | 38 Nabe hot pot |
| 7 Udon, soba noodles | 23 Sukiyaki | 39 Gratin |
| 8 Pasta | 24 Hamburger steak | 40 Croquette |
| 9 Yakisoba (pan-fried noodles) | 25 Stew | 41 Pizza |
| 10 Ramen | 26 Tonkatsu (pork cutlets) | 42 Gyoza (Dumplings) |
| 11 Sushi | 27 Shabu shabu | |
| 12 Sashimi | 28 Deep-fried chicken | 43 None of the above |
| 13 Grilled fish | 29 Skewered chicken | |
| 14 Boiled fish | 30 Okonomiyaki (Japanese savory pancake) | |
| 15 Simmered vegetables | 31 Takoyaki (octopus balls) | |
| 16 Stir-fried vegetables | 32 Tempura | |

SQ Please select up to three of your favorite foods from above and write their corresponding numbers in the boxes below.
[Select up to three of the foods you circled in Q16 and write their corresponding numbers in the boxes below]

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2 - 2. Questions about each lifestyle area: Food ③

Q17 Do you drink alcohol?

[Please circle ONE that applies]

- 1 I drink alcohol
2 I don't drink alcohol



[For "SQ1 and SQ2," we would like those who drink alcohol to answer.]

SQ1 How often do you drink?

[Please circle ONE that applies]

- 1 Almost every day
 - 2 2-3 times a week
 - 3 Around once a week
 - 4 2-3 times a month
 - 5 Around once a month

SQ2 Regarding the following respective alcohol drinks

A) What are your favorite alcohol drinks? Please circle ALL that apply.

B) What is your most favorite alcohol drink? Please circle ONE that applies.

	A Favorite alcohol drinks [Circle ALL that apply]	B Most favorite alcohol drink [Please circle ONE that applies]
1 Beer, low-malt beer, and other beer-based beverages	1	1
2 Whiskey	2	2
3 Brandy	3	3
4 Wine	4	4
5 Sake	5	5
6 Shochu	6	6
7 Chu-Hi, sour	7	7
8 Cocktails	8	8
9 Plum wine	9	9
10 Highball	10	10
11 Other	11	11

2 - 3. Questions about each lifestyle area: Housing

Q18 Various statements concerning "housing" lifestyle are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 I service and repair my home and furniture, etc. by myself
- 2 I place importance on the natural environment, rather than the convenient location, surrounding my home
- 3 It's better to live in detached housing
- 4 It's better to rent than own a home
- 5 I'm interested in interior design and coordinating my home (or room)
- 6 I keep houseplants and potted plants indoors
- 7 I like wooden floors
- 8 I long for a Japanese-style room
- 9 Safety is the most important thing for housing
- 10 I'm greatly concerned about mites, dust, and mold in my home
- 11 I want a home with more spacious rooms, even if it means reducing the number of rooms
- 12 I want to enrich a space I can enjoy together with my family rather than my private room
- 13 My furniture, etc. is fixed in place as a measure to prevent damage during earthquakes
- 14 I always have disaster bags and emergency food ready
- 15 I place importance on the strength of the ground and the height above sea level of my home
- 16 I want to live in a shared house
- 17 I want to use services to rent/rent out an open space in a residence
- 18 I am interested in a multi-location lifestyle (having two or more residences for different purposes)

Q19 Which of the following housing facilities and equipment do you want to enrich?
Please circle ALL that apply.

[Circle ALL that apply]

- 1 Wireless LAN and Wi-Fi communications equipment (wireless internet and e-mail)
- 2 Security equipment for crime and disaster prevention
- 3 Equipment in consideration of the elderly and disabled
- 4 Equipment in consideration of neighbors, such as soundproofing
- 5 Energy-saving equipment such as solar systems and an electric water heater utilizing midnight power rates
- 6 Home appliances to save time and effort spent on household chores
- 7 Equipment in consideration of health such as air purifiers
- 8 Facilities to allow you to enjoy hobbies such as gardening
- 9 Facilities to prevent disaster such as earthquake-resistant structure
- 10 Facilities to respond to emergencies such as rainwater tanks and private power generators
- 11 Facilities to be able to confirm what children, parents, etc., are doing even if you are in a distant location
- 12 Facilities in which all home appliances, such as a refrigerator and TV, are connected to the Internet (IoT)
- 13 Equipment that makes work from home easier, such as desks, computers and partitions

2 - 4. Questions about each lifestyle area: Leisure ①

Q20 Various statements concerning "leisure" are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 I play some sports throughout the year
- 2 I have hobbies I enjoy throughout the year
- 3 I prefer to enjoy the outdoors rather than stay in the house
- 4 I prefer to enjoy hobbies and leisure alone rather than with others
- 5 I have hobbies I can enjoy throughout my entire life
- 6 I often borrow rental DVD, and CDs
- 7 I have hobbies or sports that I can teach to others
- 8 I feel no aversion to travelling overseas alone
- 9 I have no hobbies
- 10 I like gambling
- 11 I like to stay at home on holidays
- 12 I want to travel without having a schedule
- 13 I like travel where I can settle down and relax in the one place
- 14 When I travel with others, it's best if we enjoy ourselves separately
- 15 Leisure is boring if there is no sense of accomplishment
- 16 I don't want to lose to others, even in leisure activities
- 17 I want to spend my free time by myself
- 18 I place importance on how to spend my leisure time on weekdays
- 19 I place importance on how to spend my leisure time on weekends
- 20 I place importance on how to spend long vacations
- 21 I have things that I love, feel enthusiastic about, and am hooked on
- 22 I passionately support certain people or things (favorites) and recommend them to others

SQ1 Until now, how many times have you travelled abroad (excluding for business)?

(If you have not travelled abroad, please circle Y)

times Y Have not travelled

SQ2 In the past year, how many times have you travelled abroad (excluding for business)?

(If you have not travelled abroad, please circle Y)

times Y Have not travelled

SQ3 In the past year, how many times have you travelled domestically where you have stayed for at least one night (excluding for business)?

(If you have not travelled domestically, please circle Y)

times Y Have not travelled

2 - 4. Questions about each lifestyle area: Leisure ②

Q21 Please circle ALL of the following sports and hobbies you often enjoy.

[Circle ALL that apply]

- | | |
|--|---|
| 1 Tennis | 34 Taking photographs and video |
| 2 Golf | 35 Personal computers |
| 3 Skiing, snowboarding | 36 Video games |
| 4 Baseball, softball | 37 Mobile gaming |
| 5 Soccer, futsal | 38 Participating in and watching e-sports |
| 6 Basketball | 39 Reading |
| 7 Bowling | 40 Tea ceremony, flower arrangement |
| 8 Billiards | 41 Calligraphy |
| 9 Swimming | 42 Western / Japanese dressmaking |
| 10 Badminton | 43 Knitting, handicrafts |
| 11 Jogging, running | 44 Cooking (other than day-to-day cooking) |
| 12 Dancing | 45 Painting, ceramics and crafts |
| 13 Yoga | 46 Horticulture, gardening, or kitchen garden |
| 14 Strength (weight) training | 47 Igo, shogi |
| 15 Cycling | 48 Mah-jong |
| 16 Mountain climbing, hiking | 49 Pachinko, slots |
| 17 (Auto) Camping | 50 Karaoke |
| 18 Surfing, diving or other marine sports | 51 Walking |
| 19 Fishing | 52 Eating out |
| 20 Watching movies | 53 Shopping |
| 21 Watching TV dramas | 54 Beauty treatment |
| 22 Listening to music | 55 Public bathhouses/saunas |
| 23 Enjoying art | 56 Game centers |
| 24 Watching online videos | 57 Automobiles, driving |
| 25 Posting/streaming videos | 58 Motorcycles, touring |
| 26 Theater | 59 Manga, anime |
| 27 Watching sports (excluding on TV) | 60 None of the above |
| 28 Horse race, bicycle race, or motorboat race | |
| 29 Lottery | |
| 30 Playing musical instruments | |
| 31 Amusement and theme parks | |
| 32 Overseas travel | |
| 33 Domestic travel | |

2 - 5. Questions about each lifestyle area: Learning

Q22 Various statements concerning "learning" are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 I want to continue learning, no matter what my age
- 2 We should make children study at cramming-schools or with home tutors
- 3 We should make children take extracurricular lessons and participate in sports
- 4 Early education from infancy is necessary
- 5 The higher the level of academic achievement, the better
- 6 I have qualifications or licenses (other than a driver's license)
- 7 I often read to enhance my knowledge and cultural literacy
- 8 I want to find someone whom I can respect and refer to as my teacher
- 9 I want to understand myself in more depth
- 10 I think it's good to have people other than school teachers teach at schools
- 11 We should expand the types of venue where working adults can learn freely, such as adult education programs at universities
- 12 I want to study the traditions and culture of Japan
- 13 I want a venue where I can learn the kind of life knowledge and techniques not taught at school
- 14 I want to learn in a format tailored to my needs, such as distance learning or e-learning
- 15 I think it will become more and more important in the future to be able to use a foreign language
- 16 I think learning IT skills (like programming) is going to be more and more important in future
- 17 Education to enhance freewheeling thinking and a creative mind is necessary
- 18 Learning of knowledge, ways of thinking, conversation techniques, etc., to be active in the world is necessary
- 19 I want to acquire the skills, qualifications, or licenses to bring in extra money or additional income

Q23 To what extent can you converse in English?

[Please circle ONE that applies]

- 1 I can make a simple greeting
- 2 I can engage in everyday conversation
- 3 I can engage in fairly complicated discussion
- 4 I can't speak any English at all

2 - 6 . Questions about each lifestyle area: Socializing①

Q24 Various statements concerning "socializing" are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 It is troublesome to socialize with people
- 2 I like having parties and inviting friends to my house
- 3 There are families to whom we are close and socialize with as a family (other than kin or other relatives)
- 4 My friends tend to consult with me on a variety of issues
- 5 It does not really bother me if I do not know anything about etiquette or conventions when socializing with people
- 6 I am not comfortable with the misuse of polite language, informal language, frequent use of trendy words, etc.
- 7 I can make friends with anyone
- 8 I have a variety of networks
- 9 I have a friend who can help me when I'm in trouble
- 10 I have someone to whom I can talk about myself without disguise
- 11 I try not to get too involved in others' ways of life or thinking
- 12 I am not particularly good at socializing with relatives
- 13 I am not really interested in class reunions or getting together with old friends
- 14 The more friends the better
- 15 I am not particularly good at socializing with the generation older than myself
- 16 I am not particularly good at socializing with the generation younger than myself
- 17 It's more comfortable to talk to someone on the phone, etc. when I don't have to see their face
- 18 It is easier to communicate through e-mail, messenger, and social media rather than on the telephone
- 19 I'm concerned that face-to-face communication is becoming rare as a result of the internet, mobile phones and smartphone
- 20 I think showing my face on a video meeting or a videophone call (video communication) is not my strong point
- 21 I consciously divide up the way I communicate with my friends (via landlines, mobile phones and e-mail) based on our relationship
- 22 I can only become friends with people who have similar interests, or hold similar views, as myself
- 23 I change the people I socialize with depending on my needs
- 24 I want to meet people in person more
- 25 I have a complex about foreigner
- 26 I prefer being alone to being with people
- 27 I sometimes feel alone and lonely

2 - 6 . Questions about each lifestyle area: Socializing ②

Q25 Please specify exactly how many friends you have (or the number of households) for the each of the following categories from A to F. (If you don't have any friends under a category, please circle Y)

A) Friends of the same gender	<input type="text"/>	people	Y	none
B) Friends of the opposite gender	<input type="text"/>	people	Y	none
C) Friends from foreign countries	<input type="text"/>	people	Y	none
D) Neighboring households with whom you exchange greetings	<input type="text"/>	house- holds	Y	none
E) Friends you communicate with via social media and e-mail	<input type="text"/>	people	Y	none
F) Friends you only communicate with via social media and e-mail	<input type="text"/>	people	Y	none

Q26 You will now be asked about the strength of your "independence".
Please answer referring to the definition of "independence" below.

Somebody with high independence often wants to be free without being bound, often wants to spend time alone away from other people, and is not reliant on others, etc.

What is your degree of independence in your current life in general?

[Please circle ONE that applies]

1 Quite high 2 Somewhat high 3 Not really high 4 Not high at all

2 - 7 . Questions about each lifestyle area: Love and marriage

Q27 Various statements concerning "love and marriage" are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 Love and marriage are two different things
- 2 Love and marriage are not very important to my life
- 3 I can make friends with anyone regardless of their gender
- 4 I feel no aversion to having sexual conversations with friends of the opposite gender
- 5 If you truly love someone, even having an adulterous affair with them cannot be helped
- 6 I think it's also good if women take the lead in male-female relationships
- 7 I don't really care whether or not females adopt a feminine manner of speech and word usage and males adopt a masculine manner of speech and word usage
- 8 I feel no aversion to marrying someone from a different country
- 9 I have had romantic feelings toward a member of the same gender
- 10 Men should pay the bill on a date
- 11 I see no particular problem with two people having sex on their first date, if they hit it off
- 12 I see no particular problem with unmarried people raising children
- 13 I see no particular problem with getting married after first having a child
- 14 I want to fall in love, no matter what my age
- 15 I don't believe a husband and wife should have friends of the opposite gender once married
- 16 I believe divorce is a handicap
- 17 I see no particular problem in getting married any number of times in order to lead a fuller life
- 18 I feel no aversion to kissing in front of other people
- 19 I see no particular problem with marriage between two people with a great age disparity
- 20 I don't see any problem in using an online dating service to find a new partner

Q28 More various statements concerning "love and marriage" are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 I believe that it is ok for married couples to have different friends, their own interests, and live separate lives
- 2 I believe that it is ok to be married without children
- 3 Couples should get married early, preferably before 30
- 4 Family background (SEC, education, working place, etc.) is an important point to be considered when choosing someone to marry
- 5 I feel that money is the most important thing in married life
- 6 I believe that common law marriage without filing one's marriage paper (civil marriage) is ok
- 7 I believe that it is ok for people of the same sex to get married
- 8 I believe that there is no need to do a wedding ceremony or reception as long as one's marriage paper is signed

2 - 8 . Questions about each lifestyle area: Work ①

[Please answer questions 29 and 30 regardless of whether you are working or not.]

Q29 Various statements concerning "work" are described below.

Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 I feel no aversion to working under a female superior
- 2 I feel no aversion to working under a male superior
- 3 I feel no aversion to working under a younger superior
- 4 I want to select a company to work for based on job stability rather than rewarding work
- 5 We should protect the seniority system
- 6 Women should continue to work, even after having children
- 7 I feel no aversion to working with foreigners
- 8 People should be able to wear whatever clothing they want as long as they do their job properly
- 9 If you work for a company, involuntary relocation or retirement is unavoidable
- 10 The merit system is a rational system
- 11 I think male-female disparities should be eliminated among those with high status/managers
- 12 If I can find a job I like, I will not be concerned about the size of the company or whether it is well known
- 13 I want to work in an environment where I can grow even if it may be somewhat challenging
- 14 I feel no aversion to working abroad
- 15 If I am transferred for work, then it's best for my family to go with me
- 16 Males should also take childcare leave
- 17 As working members of society, I believe it is necessary for us to take community service leave
- 18 I would not mind switching companies if it would advance my career
- 19 I would be pleased if telecommuting becomes more recognized
- 20 The internet lowers the barriers between work and the family
- 21 I've thought about searching the Internet for a new job
- 22 I want to put my personal power to work without belonging to a company or organization
- 23 I want to solve societal problems through my work
- 24 I want to make extra money or additional income by doing the things I love, feel enthusiastic about, and am hooked on
- 25 I believe both men and women should work in a way to maintain a balance between work and private life
- 26 I want to work at a company where I can decide on my own when I can come in and leave work, as well as how many hours I have to work
- 27 I don't care how much money I make as long as I get the job I want
- 28 I'm interested in living freely by building assets while I'm young and retiring early
- 29 Working as a freelancer or business owner suits me better than being employed by a company or other entity

Q30 Until what age do you wish to work?

Until

--	--

years old

*Please answer even if you are already retired.

*If you are a homemaker, please answer by considering household chores and parenting as work.

2 - 8. Questions about each lifestyle area: Work ②

[Please answer questions 31 regardless of whether you are working or not.]

Q31 For each of the following items from a) to g), are you...

A) "Not particularly concerned", or think it shows a "lack of common sense"?

B) Have you ever done any of the actions described in these items?

	A) Workplace awareness		B) Workplace behavior	
	1 Not particularly concerned [Please circle ONE that applies for each item]	2 Lacks common sense	1 Have experienced it [Please circle ONE that applies for each item]	2 Have not experienced it
a) Drinking alcohol such as beer at lunchtime	1	2	1	2
b) Taking work home with you	1	2	1	2
c) Doing work in places other than the office and at home	1	2	1	2
d) Inviting a colleague of the opposite gender for a private one-to-one drink or dinner	1	2	1	2
e) Using company PCs to send / receive personal e-mails during working hours	1	2	1	2
f) Using company PCs to browse the website for personal use during working hours	1	2	1	2
g) Going to the office in casual clothes	1	2	1	2

[Please answer questions 32 only if you are working.]

Q32 More various statements concerning work are described below.

Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 If I have plans after work I generally don't work overtime, even if there is an urgent job
- 2 I want to continue working at the same company
- 3 I am now doing the work I wanted to do
- 4 Basically, I like work
- 5 I put in more effort than my salary merits
- 6 I am loyal to my company
- 7 I want to advance within my company
- 8 I believe paid leave is a natural right
- 9 It's ok if I arrive at work in time for the start of the business day; there is no need to arrive earlier than that
- 10 Even if I have no overtime I find it difficult to leave the office immediately after the end of the business day
- 11 I find it difficult to leave before my boss and senior workers
- 12 I find it difficult to leave before my subordinates and more junior colleagues
- 13 The atmosphere at my workplace makes it difficult to take vacations
- 14 The atmosphere at my workplace makes it difficult to report sexual and power harassment
- 15 I am concerned the company I work at now may go bankrupt
- 16 I am concerned the company I work at now may be bought out by, or merge with, another company
- 17 I usually go out and have fun with friends or co-workers after work

2 - 9 . Questions about each lifestyle area: Money

Q33 Various statements concerning "money" are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 I save a fixed amount of money each month
- 2 I feel no aversion to using a credit card
- 3 I am using a card loan service
- 4 I feel no aversion to having a large debt (excluding a home loan)
- 5 I am sensitive to trends in interest rates
- 6 I am sensitive to stock price trends
- 7 I make home loan repayments
- 8 I am interested in a variety of investment information
- 9 Everything in the world is often determined by money
- 10 I think money is the most important thing after life
- 11 It's my own responsibility if I lose money in the financial instruments of banks and insurance
- 12 I feel uneasy about whether I will actually receive my pension
- 13 I don't think it's graceful to speak about money
- 14 I can judge the quality of financial instruments on my own
- 15 I use financial instruments and financial institutions differently according to my purpose
- 16 I feel no aversion to using foreign financial institutions and financial instruments
- 17 I'd rather use low-risk financial institutions and financial instruments, even if the profit is smaller
- 18 I use electronic money on a daily basis
- 19 I use the point services issued by companies on a daily basis
- 20 I use my mobile phone or smartphone to make payments on a daily basis
- 21 I donate, fundraise, or participate in crowdfunding regularly
- 22 I make a hometown tax payment
- 23 I use personal money transfer services
- 24 I use crypto assets (virtual currency)
- 25 I think it would be better if society would become cashless without the need to use paper bills and coins in the near future
- 26 I keep my household accounts on a daily basis (including apps)

2-10. Questions about each lifestyle area: Gift giving

Q34 Various statements concerning "gift giving" are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 I choose different gifts for different people, even for mid-year and year-end gifts
- 2 I always take a small gift when I visit someone's home
- 3 I often give my friends gifts for their birthdays, etc.
- 4 I often give my friends gifts, even if it is not a special occasion
- 5 I often give my family gifts for their birthdays, etc.
- 6 When giving a gift, I also choose the ribbon and wrapping paper myself
- 7 I try to give the kind of gifts I would like to receive
- 8 I send mid-year gifts each and every year
- 9 I send year-end gifts each and every year
- 10 Practical items make the best gifts
- 11 I place importance on the store where I buy a gift
- 12 I think it's reasonable to have the recipient select the gift they want from a catalog, etc.
- 13 I have on occasion felt troubled when I received a gift
- 14 I have purchased a gift for myself as a "reward"
- 15 Even between close friends, I don't believe it is possible to express gratitude unless it is manifested in something concrete, such as a gift

Q35 On what occasions in the past year did you present gifts other than mid-year and year-end gifts?

[Circle ALL that apply]

- | | | |
|--|---|--|
| 1 Birthdays | 7 White day | 13 To celebrate graduation or retirement |
| 2 Weddings | 8 Mother's day | 14 When visiting someone who was ill |
| 3 Births | 9 Father's day | 15 To celebrate building a new house or moving house |
| 4 Wedding anniversaries (including golden wedding anniversaries, etc.) | 10 Respect for the aged day | 16 Others |
| 5 New Years | 11 Christmas | |
| 6 Saint Valentine's day | 12 To celebrate school enrollment or finding employment | 17 I did not present any gifts |

Q36 On what occasions in the past year did you receive gifts other than mid-year and year-end gifts?

[Circle ALL that apply]

- | | | |
|--|---|--|
| 1 Birthdays | 7 White day | 13 To celebrate graduation or retirement |
| 2 Weddings | 8 Mother's day | 14 When visiting someone who was ill |
| 3 Births | 9 Father's day | 15 To celebrate building a new house or moving house |
| 4 Wedding anniversaries (including golden wedding anniversaries, etc.) | 10 Respect for the aged day | 16 Others |
| 5 New Years | 11 Christmas | |
| 6 Saint Valentine's day | 12 To celebrate school enrollment or finding employment | 17 I did not receive any gifts |

2-11. Questions about each lifestyle area: Family^①

Q37 Various statements concerning family are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 Lending and borrowing of money should be conducted in a business like manner, even between married couples
- 2 The man of the house should pay for living expenses, even in a household where both partners are working
- 3 Children should provide economically for their parents when they grow old
- 4 Couples should not get divorced regardless of the circumstances
- 5 Money should be spent on children's education, even if it means the parents are forced to cut back on their living expenses
- 6 Fathers have less authority over their children than they did in the past
- 7 Husbands have less authority over their wives than they did in the past
- 8 The balance of power in a family is decided by money (economic power)
- 9 I want to spend as much of my holidays as possible together with my family
- 10 Husbands should also give priority to housework and child rearing
- 11 It is the responsibility of the parents to discipline children
- 12 It is the responsibility of the school and local community to discipline children
- 13 My family has common hobbies or interests
- 14 I sometimes feel family relationships are bothersome
- 15 Individuals should lead their own lives, even if it causes inconvenience to their families
- 16 The relationship between parents and children should be like that between friends
- 17 The relationship between couples should be like that between friends
- 18 I don't see any particular problem with a husband and wife using different surnames
- 19 Family life should revolve around the married couple, and not the children
- 20 I feel no aversion to someone other than my family caring for me (in my old age)
- 21 Pets are also members of the family
- 22 I want to live with my children when I grow old
- 23 I frequently talk with my family
- 24 When I buy presents for my spouse, the money comes out of the household expenses, not my personal spending money (allowance)
- 25 I want to live close to my parents, siblings, grown children, or other close family relatives
- 26 Sometimes I help my parent's problems by discussing and solving them together
- 27 I turn to my parents for help first when I have problems
- 28 I sometimes talk to my family about the future after my parents or I pass away
- 29 I don't have an aversion to using digital devices for child rearing
- 30 I want to spend money on myself rather than leaving assets for my children
- 31 I don't want to put financial burdens on my children
- 32 Both man and woman should balance career and house working
- 33 I think it's fine if parents usually hire a baby-sitter to take care of their children while they are working
- 34 I think parents have no choice but to leave their child at a childcare facility until night

2-11. Questions about each lifestyle area: Family②

[Please answer questions 38 to 41 only if you are currently married.]

Q38 Primarily, who has the power to decide purchases and other household matters?

[Please circle ONE that applies]

- | | | | |
|---------------------|------------------|--|----------|
| 1 Primarily husband | 2 Primarily wife | 3 The husband and wife share equal power | 4 Others |
|---------------------|------------------|--|----------|

Q39 Primarily, who manages the household budget?

[Please circle ONE that applies]

- | | | | |
|---------------------|------------------|--|----------|
| 1 Primarily husband | 2 Primarily wife | 3 The husband and wife share equal power | 4 Others |
|---------------------|------------------|--|----------|

Q40 Which of the following statements is closest to the ACTUAL STATE of roles of husband and wife in your household?
Select one that applies.

[Please circle ONE that applies]

- 1 My spouse and I equally divide household chores, parenting, work, and day-to-day shopping
- 2 The wife is in charge of household chores, parenting, and other domestic roles while the husband is in charge of work and other nondomestic roles
- 3 My spouse and I take care of household chores, parenting, work, and day-to-day shopping whenever one of us can
- 4 The husband is in charge of household chores, parenting, and other domestic roles while the wife is in charge of work and other nondomestic roles

Q41 Which of the following statements is closest to YOUR OUTLOOK (IDEALS) regarding the roles of husbands and wives in the home?
Select one that applies.

[Please circle ONE that applies]

- 1 My spouse and I equally divide household chores, parenting, work, and day-to-day shopping
- 2 The wife is in charge of household chores, parenting, and other domestic roles while the husband is in charge of work and other nondomestic roles
- 3 My spouse and I take care of household chores, parenting, work, and day-to-day shopping whenever one of us can
- 4 The husband is in charge of household chores, parenting, and other domestic roles while the wife is in charge of work and other nondomestic roles

2-12. Questions about each lifestyle area: Health

Q42 Various statements concerning health are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- | | |
|--|---|
| 1 I try not to use drugs as much as possible | 9 I spare no effort for my health |
| 2 When I purchase drugs, I choose traditional Chinese medicine | 10 I have concerns about air and water |
| 3 I usually try to walk as much as possible | 11 I get worried even about little changes in my physical condition |
| 4 I'm careful as not to gain weight | 12 I always want to understand my own health by myself |
| 5 I exercise for physical fitness and health | 13 I want someone close to me with whom I can discuss my health without going to the hospital |
| 6 I regularly feel as though I'm getting a lack of sleep | 14 There are things I do to relieve mental fatigue |
| 7 I often feel mentally fatigued | |
| 8 I often feel physically fatigued | |

Q43 What do you think about your current figure?

[Please circle ONE that applies]

- 1 Overweight 2 Slightly overweight 3 Just right 4 Slightly underweight 5 Underweight

Q44 You will now be asked about stress. How often do you feel stressed or irritated in your life?

[Please circle ONE that applies]

- 1 Frequently 2 Sometimes 3 Not often 4 Almost never



SQ [To those who answered 1 or 2 in Q44] What is the cause of your stress?

[Circle ALL that apply]

- | | |
|---|---|
| 1 Personal relationships at home | 7 Relationships with lovers and friends |
| 2 Issues at home other than personal relationships | 8 Personal relationships via internet (on SNS etc.) |
| 3 Personal relationships with neighbors | 9 Commuting to work (or school) |
| 4 Neighborhood issues other than personal relationships | 10 My future |
| 5 Personal relationships at work (or school) | 11 Other people's words, actions, and behaviors in a town or at shops |
| 6 Work (or school) issues other than personal relationships | 12 Others |

Q45 How healthy are you?

[Please circle ONE that applies]

- 1 Healthy 2 Somewhat healthy 3 Somewhat unhealthy 4 Unhealthy

Q46 How concerned are you about your health?

[Please circle ONE that applies]

- 1 Concerned 2 Somewhat concerned 3 Not really concerned 4 No concern at all

2-13. Questions about each lifestyle area: Information①

Q47 Various statements concerning "information" are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 I try to take in information before everyone else
- 2 I feel uneasy about products that are not advertised for some reason
- 3 I feel uneasy if I don't read the newspaper each morning
- 4 I often flip between channels and watch multiple TV programs at once
- 5 I often leave the radio on, even when there's nothing I particularly want to listen to
- 6 I often leave the TV on, even when there's nothing I particularly want to watch
- 7 My mobile phone or smartphone is an essential item in my life
- 8 I feel aversion to making calls on my mobile phone or smartphone in a train or bus
- 9 Information that has been selected on its own is better than a wide variety of information
- 10 I'm not good with computers
- 11 I have my own way of collecting information
- 12 I can determine the quality of new information equipment on my own
- 13 I want to search for and obtain information by myself
- 14 I want to select information recommended by a person or a recommendation function
- 15 I want to actively incorporate things I learn from the media into my own life
- 16 Advertising shows us new ways of living
- 17 I like advertising that properly describes the features of the product
- 18 I feel uneasy about whether my phone number, address, and e-mail address will be leaked
- 19 I feel uneasy that I may be failing to keep up with the "information society"
- 20 The more information, the better
- 21 The Internet has enriched my life
- 22 I somewhat feel pressure from the development of the Internet environment
- 23 I think my home life has changed from the spread of the Internet
- 24 I feel no aversion to posting my real name on social media
- 25 I have an aversion to exposing my private life on social media
- 26 I pay attention to how I am perceived on social media
- 27 I have made critical comments about certain people on the Internet or social media platforms
- 28 I have received critical comments from people on the Internet or social media platforms
- 29 I primarily get my information from social media
- 30 I'm willing to give up my personal information to companies to get the use of a convenient service
- 31 I may post on social media about my frustrations with the state, local government and businesses, etc.
- 32 I think I can be more 'myself' in online areas (social media and web communities) than in real life (home, work, school, etc.)
- 33 I want to record the data about my body condition and actions in a computer, smartphone, etc.
- 34 I use generative AI services and apps
- 35 I have created my own avatar in the digital space

2-13. Questions about each lifestyle area: Information ②

Q48 Do you consider yourself to have a high overall information "processing ability"?

Information processing ability refers to your general ability to handle information such as receiving and selecting information, etc.

[Please circle ONE that applies]

- 1 High 2 Somewhat high 3 Not so high 4 Low

Q49 What type of information are you usually interested in?

Please circle ALL of the following items that you are "interested in".

[Circle ALL that apply]

- | | |
|--|--|
| 1 Politics | 18 Life and life styles |
| 2 Economic trends, economic conditions | 19 Music |
| 3 Overseas events | 20 Sports |
| 4 Local events | 21 Movies and theater |
| 5 Corporate, market and business information | 22 Travelling |
| 6 Fads and trends | 23 Bargains, sales, and discounts |
| 7 Fashion | 24 Dining establishments and retail stores |
| 8 Food and cooking | 25 Leisure facilities |
| 9 Real estate and housing | 26 New goods and products |
| 10 Furniture and interiors | 27 The world of entertainment and celebrities |
| 11 Study (e.g. lifelong learning) | 28 Social media influencers |
| 12 Work (e.g. finding and changing jobs) | 29 Environmental issues |
| 13 Child rearing and parental care | 30 Retirement and welfare |
| 14 Health and medical treatment | 31 The lives of people around me such as friend and family |
| 15 Beauty | 32 None of the above |
| 16 Love and marriage | |
| 17 Investment and savings | |

Q50 Please circle ALL of the following information-related equipment and services that you own.

[Circle ALL that apply]

- | | |
|---------------------------------------|---|
| 1 Mobile phone (excluding smartphone) | 10 Home based wireless LAN/Wi-Fi environment with wireless internet and e-mail access |
| 2 Smartphone | |
| 3 Tablet PC | 11 CS broadcasting / cable TV receiver |
| 4 E-book device | 12 BS digital broadcasting receiver |
| 5 Portable music player | 13 Smart speaker |
| 6 Wearable device | 14 VR goggles |
| 7 PC | |
| 8 Fax | 15 None of the above |
| 9 Personal e-mail address | |

2-14. Questions about each lifestyle area: Consumption

Q51 Various statements concerning "consumption" are described below.
Please circle ALL that apply to you personally.

[Circle ALL that apply]

- 1 I often make impulse purchases
- 2 I want products that are a little better than the mainstream products, even if the price is higher
- 3 I am familiar with the information for a variety of products
- 4 I quickly get bored of items I have purchased
- 5 I lose interest if a lot of people have the same item
- 6 I continue to use the same brand
- 7 I'm quick to try new products
- 8 I carefully compare prices before buying
- 9 I think a kind sales clerk is very important
- 10 I always buy more things than planned
- 11 I specially go to stores that have a wide lineup of goods
- 12 If I find something I like, I buy it even if the price is high
- 13 I often shop in a deliberate manner
- 14 I consider myself to be good at shopping
- 15 I can't think of any products that I absolutely want at the moment
- 16 I think it's silly to purchase things at the regular price
- 17 I think brand name products are good in their own way
- 18 I feel no aversion to buying luxury brand goods at a discount shop
- 19 I don't mind purchasing second-hand goods
- 20 I want to rent products and share them with others rather than purchase them
- 21 I want to purchase products that will help people and society through their purchase (such as fair trade, etc.)
- 22 I purchase items and choose stores expecting a reaction on social media
- 23 I often go to the shops and browse the Internet to seek an encounter with what I want
- 24 I check word of mouth on the Internet before buying
- 25 I feel no aversion to buying things from individuals on the Internet
- 26 I'm conscious of the brand when I buy things
- 27 When I purchase things, I don't care what country they're from
- 28 I think subscription services (services that enable people to listen to music, watch videos, use cars, etc. at a fixed rate) are convenient
- 29 When I purchase things, I am conscious of whether my purchase can be sold at a high price when I stop using it
- 30 When I purchase things, I am conscious of whether it is easy to dispose of my purchase
- 31 Before I purchase items on the Internet, I go to a store to see the actual items
- 32 I think it's important that once you buy something, if you don't like it, you have the option of returning it

Q52 When you choose brands of products and services or companies that provide products and services, in which field do you often focus on their eco-friendliness or respect for human rights?

[Circle ALL that apply]

- | | | |
|---------------------------|---|--|
| 1 Clothing | 5 Commodities, such as
detergents and shampoos | 9 Transportation
(train, bus, taxi, airplane, ship, etc.) |
| 2 Food/beverage | 6 Cosmetics | 10 Energy, such as electricity and gasoline |
| 3 Food services | 7 Home appliances | 11 None of the above |
| 4 Interior/ miscellaneous | 8 My car | |

3. Thoughts on life and society ①

- Q53 How particular are you when you purchase things or receive services?
"Particular", in this instance, refers to having a strong interest in the manufacturer, brand, and materials, etc. and being picky with your tastes.

[Please circle ONE that applies]

- | | |
|-----------------------|-------------------------|
| 1 Quite particular | 3 Not really particular |
| 2 Somewhat particular | 4 Not particular at all |

- Q54 Do you often make purchase decisions "based on your feelings"?
Do you often make purchase decisions "judging from whether the product is good or bad (rationally)"?
Or do you often make purchase decisions "based on your own tastes"? Please let us know which of the above patterns is most common.

[Please circle ONE that applies]

- 1 If anything, I often make purchase decisions "based on my feelings" or, in other words, whether a certain product "clicks" with me
- 2 If anything, I often make rational purchase decisions "judging from whether the product is good or bad"
- 3 If anything, I often make purchase decisions "based on my own tastes"

- Q55 Please let us know which of the following are applicable to your feelings.

[Circle ALL that apply]

- 1 Following customs and traditions is natural
- 2 The world is changing too much
- 3 Young people are the leaders of society
- 4 The elderly are the leaders of society
- 5 I want a stimulating life
- 6 Even if I see others in trouble, I hesitate to reach out
- 7 I tend to be trend conscious
- 8 I tend to live a simple life
- 9 I tend to prefer genuine things
- 10 I tend to live a rational life
- 11 I tend to enjoy a wasteful life
- 12 I like doing things alone
- 13 I think most people in the world can be trusted
- 14 I think in this society, unless you're careful, someone will take advantage of you
- 15 I think the true nature of a person and their reputation are often two different things
- 16 Dishonesty is out of the question for me, whatever the circumstances
- 17 I don't care what people say - I still give my opinion
- 18 I think it is difficult to say something in this society because I have to pay too much attention not to hurt other people's feelings
- 19 I often am jealous of others
- 20 None of the above

3. Thoughts on life and society ②

Q56 Please answer the following questions for each activity.

A) Which of the following activities have you engaged in in the past year?

B) Which activities do you want to do (or want to do again / continue to do) in the future?

Please circle ALL that apply for each activity.

Please select BOTH A and B if you have engaged in a particular activity in the past year and also want to do it again in future.

	A) Engaged in in the past year [Circle ALL that apply]	B) Which activities do you want to do (or want to do again / continue to do) in the future? [Circle ALL that apply]
1 Take a vacation longer than one week (excluding student spring and summer breaks)	1	1
2 Rent accessories to wear and bags, etc. other than for ceremonial occasions	2	2
3 Socialize with people from foreign countries on a private basis ...	3	3
4 Care for pets (ex. Dogs, cats, birds)	*	4
5 Change or move house	5	5
6 Go for a medical checkup	6	6
7 Acquire a skill or qualification	7	7
8 Become a member of a sports club or leisure club, etc.	8	8
9 Work a second job apart from your main job	9	9
10 Use an external housekeeping service	10	10
11 Study abroad	11	11
12 Work as a full time employee	*	12
13 Work from home	13	13
14 Work abroad	14	14
15 Change jobs	15	15
16 Start my own business	16	16
17 Trade financial instruments such as equities or bonds	17	17
18 Wear Japanese clothing such as kimono or yukata, etc.	18	18
19 Wear makeup	19	19
20 Get a piercing (including body piercing)	20	20
21 Dye my hair in bright colors (brown, blonde, purple, pink, etc.)	21	21
22 Disguise myself as something or cosplay	22	22
23 Go to a restaurant after reading an article introducing it or watching a TV program about it	23	23
24 Go to classes or take lessons for hobbies and sports	24	24
25 Participate in volunteer activities	25	25
26 Eat a meal costing 10,000 yen or more per person at a luxury res	26	26
27 Shop at a luxury brand retail outlet	27	27
28 Shop at a discount store (a store which sells products at prices lower than retail outlets)	28	28
29 Purchase goods via mail-order (such as from magazines, TV or direct-mail)	29	29
30 Purchase books and cartoons as e-books	30	30
31 Purchase goods online (on the Internet)	31	31
32 Purchase second hand goods at thrift stores or flea markets	32	32
33 Personal trading on the Internet	33	33
34 Become a full-time homemaker	*	34

3. Thoughts on life and society ③

Q57 Are you spending money on the following items?

A) Circle ALL items you are currently spending money on

B) Circle ALL items you want to spend money on (or continue to spend money on) in the future

C) Circle ALL items you want to cut back on (or continue to cut back on) in the future

	A) Items you are currently spending money on [Circle ALL that apply]	B) Items you want to spend money on (or continue to spend money on) in the future [Circle ALL that apply]	C) Items you want to cut back on (or continue to cut back on) in the future [Circle ALL that apply]
1 Money spent on everyday meals	1	1	1
2 Money spent eating out	2	2	2
3 Money spent on everyday clothing	3	3	3
4 Money spent on street clothes	4	4	4
5 Money spent on jewelry and fashion accessories	5	5	5
6 Money spent on beauty (including haircuts and beauty treatment)	6	6	6
7 Money spent on housing such as interior decorations and furnishing	7	7	7
8 Money spent on home appliances	8	8	8
9 Money spent on vehicles	9	9	9
10 Money spent on travel	10	10	10
11 Money spent on leisure (excluding travel)	11	11	11
12 Money spent on concerts, events, and festivals	12	12	12
13 Money spent on hobbies	13	13	13
14 Money spent on culturing and educating yourself	14	14	14
15 Money spent on culturing and educating your children	15	15	15
16 Money spent on ceremonial occasions	16	16	16
17 Money spent on mid-year and year-end gifts	17	17	17
18 Money spent on personal gifts	18	18	18
19 Money spent socializing (including food and drink)	19	19	19
20 Money spent on communication (including on the telephone, mobile phones, and the Internet)	20	20	20
21 Money spent on health and relaxation	21	21	21
22 Money spent on medical care including checkups and preventative care	22	22	22
23 Money you save	23	23	23
24 Money used for investments such as stocks, etc.	24	24	24
25 Money spent to prepare for life after retirement	25	25	25
	26 There's nothing I spend money on	26 There's nothing I want to spend money on	26 There's nothing I want to cut back on

3. Thoughts on life and society ④

Q58 Is your opinion for each of the following items, from a) to r), closer to 1 or 2?
Please circle ONE that applies for each item.

[Please circle ONE that applies for each item]

- a) 1 I want to place importance on a lifestyle with spiritual richness and no pressure
2 I want to place importance on a materially-rich lifestyle
- b) 1 I'm the type of person who saves for the future
2 I'm the type of person who enjoys the present rather than saving for the future
- c) 1 It's better to be in a carefree position
2 It's better to be in a position of responsibility
- d) 1 I place importance on design over function when purchasing things
2 I place importance on function over design when purchasing things
- e) 1 The world is based on fate and luck more than effort
2 The world is based on effort more than fate and luck
- f) 1 I want plenty of holidays rather than a high salary
2 I want a high salary rather than plenty of holidays
- g) 1 I want to interact with others on a deep level
2 I want to interact with others on a shallow level
- h) 1 Family life comes before work
2 Work comes before family life
- i) 1 People grow through being told off
2 People grow through praise
- j) 1 If anything, I respect my father
2 If anything, I respect my mother
- k) 1 I place importance on media information more so than information from friends
2 I place importance on information from friends more so than media information
- l) 1 I can cut something from my current lifestyle in order to get what I want
2 I'd rather give up on what I want than cutting something from my current lifestyle
- m) 1 I can endure inconvenience to benefit society as a whole
2 I will probably persist on convenience for myself
- n) 1 Japanese people should turn their eyes more to their country and community
2 Japanese people should focus more on enriching their own individual lives
- o) 1 We should put the interests of Japan ahead of global contribution
2 We should put global contribution ahead of the interests of Japan
- p) 1 I place importance on the power of technology
2 I place importance on the power of people
- q) 1 I place importance on the happiness of being together with people
2 I place importance on the happiness of being alone
- r) 1 Without money, you can't be happy
2 Even if you don't have money, you can be happy

3. Thoughts on life and society ⑤

Q59 Is your opinion for each of the following items, from a) to b), closer to 1 or 2?
Please circle ONE that applies for each item.

[Please circle ONE that applies for each item]

- a)
 - 1 I improve myself in what I'm interested in by interacting with people
 - 2 I improve myself in what I'm interested in by immersing myself in it alone
- b)
 - 1 If I want to enrich my life, I try to pursue my dreams
 - 2 If I want to enrich my life, I try to pursue actual benefits

3. Thoughts on life and society ⑥

Q60 What do you think about the following issues? Please let us know ALL items you agree with.

[Circle ALL that apply]

- 1 I am interested in global politics and economics
- 2 I am interested in Japanese politics and economics
- 3 I think we should always go to the polls
- 4 I support freer trade
- 5 Japan should provide non-monetary aid to developing countries
- 6 Japan's relationship with foreign countries is deteriorating
- 7 I think Japan should clearly state its opinion without fear of any friction internationally
- 8 I think Japan should take in immigrants
- 9 We should protect the rights of non-smokers
- 10 We should protect the rights of smokers
- 11 I want to do something that is beneficial to society
- 12 Science and technology are important for human life and society
- 13 Modern day science and technology have evolved too far and I am concerned about their impact
- 14 Japan needs to further promote crisis management
- 15 I think personal privacy will not be protected under the national citizen identification number system
- 16 I think Japan is a difficult country to raise children
- 17 Japan's vitality will not be lost, even if the population ages
- 18 I think the number of elderly active in society after retiring from work is increasing
- 19 I think Japan will experience another bubble economy
- 20 It can't be helped if the individual has to pay to dispose of garbage
- 21 I usually make an effort not to throw out too much garbage
- 22 Regardless of how much effort each individual makes, environmental issues won't be resolved unless there is a fundamental structure and system in place
- 23 If my electrical appliances and furniture break, I prefer to have them repaired and continue using them
- 24 We should actively use natural energy (such as solar energy, wind power, water power, and geothermal energy)
- 25 Roles should not be differentiated by gender

Q61 Do you think that the following will happen in the future as Japan engages in further exchange with foreign countries? Please circle ALL that apply.

[Circle ALL that apply]

- | | |
|---|--|
| 1 Trouble, such as race problems, etc., will increase | 6 Infectious diseases will enter Japan from abroad |
| 2 The world will come to love Japan more so than now | 7 Japanese people will become wealthy |
| 3 Japanese culture will be lost | 8 Japanese unemployment will increase |
| 4 The manners of Japanese people will deteriorate | 9 Japanese people being active in overseas countries will increase |
| 5 Crime and accidents will increase | 10 Japanese people moving abroad will increase |

3. Thoughts on life and society ⑦

Q62 What direction do you believe Japan, as a whole, is heading in right now?
Please circle ONE that applies.

[Please circle ONE that applies]

- 1 Heading in a positive direction 2 No particular change from now 3 Heading in a negative direction

Q63 What direction do you believe the Japanese, as a whole, are heading in right now?
Please circle ONE that applies.

[Please circle ONE that applies]

- 1 Heading in a positive direction 2 No particular change from now 3 Heading in a negative direction

Q64 How deeply do you think about "protection of the global environment" in your everyday life?
Please circle ONE that applies.

[Please circle ONE that applies]

- 1 Very deeply 3 Not so deeply
2 Somewhat deeply 4 Not at all

Q65 How often do you take specific actions connected with "protection of the global environment" in your everyday life?
Please circle ONE that applies.

[Please circle ONE that applies]

- | | |
|---------------|-------------|
| 1 Quite often | 3 Not often |
| 2 Sometimes | 4 Never |

Q66 Is your opinion about the following environmental issues (from A to D) closer to statement 1, or statement 2?
Please circle ONE that applies for each item.

[Please circle ONE that applies for each item]

- A) 1 The sale of products that lead to environmental damage is the responsibility of the company that makes those products
2 The sale of products that lead to environmental damage is the responsibility of the purchaser of those products
- B) 1 If a product is conscious of protection of the environment, I will buy it even at a price higher than the current price
2 Even if a product is conscious of protection of the environment, I won't buy it at a price higher than the current price
- C) 1 Right now, I'm comfortable with living a lifestyle conscious of the environment
2 Right now, living a lifestyle conscious of the environment is troublesome for me
- D) 1 I would prefer to make an effort, rather than pay money, to do what's needed to protect the environment
2 I would prefer to pay money, rather than make an effort, to do what's needed to protect the environment

3. Thoughts on life and society ⑧

- Q67 How many minutes before you start to get irritated when faced with the following?
(Note: If you don't get irritated, please circle Y)

	Time when you start to get irritated	
a) When waiting for friends who are late	Around <input type="text"/> min.	Y I don't get irritated
b) When waiting for the train	Around <input type="text"/> min.	Y I don't get irritated
c) When listening to speeches at weddings, etc. .	Around <input type="text"/> min.	Y I don't get irritated
d) When waiting in line at the supermarket cash register	Around <input type="text"/> min.	Y I don't get irritated

- Q68 Do you believe the genders are equal in the following situations?
Or do you think males or females receive preferential treatment? (CSA)
(Note: Select Y for "at your workplace" if you are not working)

	1 If anything, females receive preferential	2 Each gender is treated about equally	3 If anything, males receive preferential treatment	
	[Please circle ONE that applies for each item]			
a) In your home life	1	2	3	
b) At your workplace	1	2	3	Y I'm not working
c) In education in general	1	2	3	
d) Under laws and institutions	1	2	3	
e) In society in general	1	2	3	

- Q69 Would you prefer to be reborn as a male or a female?

[Please circle ONE that applies]	
1 Male	2 Female

- Q70 What aspects of Japan and the Japanese are you proud of?
Please circle ALL items you agree with.

[Circle ALL that apply]	
1 Long history and tradition	11 Social stability
2 Superior culture and arts	12 The fact that my country is safe
3 The beautiful nature	13 The fact that there is no social disparity
4 The warm-heartedness of the people	14 High quality services
5 The firm sense of duty of the people	15 High levels of contribution to the world
6 The industriousness and talent of the people	16 Safe living
7 High educational levels	17 Family unity
8 High levels of science and technology	18 Development of public transport and infrastructure
9 Economic prosperity	19 Youth culture such as animation, fashion, etc.
10 The cohesiveness of the people	20 Dietary culture

3. Thoughts on life and society ⑨

- Q71 You will now be asked about how you usually spend your time.
Do you want to increase the time doing the following activities in the future?
Please circle ALL activities you want to spend more time doing in the future.

[Circle ALL that apply]

- | | |
|--|--|
| 1 Sleeping | 9 Sports |
| 2 Eating meals | 10 Enjoying hobbies |
| 3 Work and study | 11 Participating in the local community |
| 4 Housework | 12 Resting and relaxing |
| 5 Spending time with family | 13 Shopping |
| 6 Spending time with close friends | 14 Spending time on e-mails and social media |
| 7 Spending time alone | 15 Spending time on the internet |
| 8 Spending time in contact with mass media such as newspapers and TV, etc. | 16 None of the above |

- Q72 There are various actions in daily life such as food, clothing, shelter, work, housework, companionship, leisure, and shopping, etc.
As a whole, are you somebody who "wants to do these actions quickly" or somebody who "wants to do these actions slowly"?
Please circle ONE that applies.

[Please circle ONE that applies]

- | | |
|--|---|
| 1 (If anything) I want to do these actions quickly | 2 (If anything) I want to do these actions slowly |
|--|---|

- SQ So, do you think you often go about your actual actions in daily life "quickly"?
Or would you say that you often go about your actual actions in daily life "slowly"? Please circle ONE that applies.

[Please circle ONE that applies]

- | | |
|---|--|
| 1 (If anything)
I often go about my actual actions in daily life quickly | 2 (If anything)
I often go about my actual actions in daily life slowly |
|---|--|

- Q73 Please circle ALL of the events and activities you participated in during the past year.

[Circle ALL that apply]

- | | |
|--|---|
| 1 Put up New Year's decorations | 22 Visited a grave during the Bon Festival |
| 2 Hatsumode (New Year's visit to a Shinto shrine) | 23 Ate eel on ushi no hi |
| 3 Ate osechi (traditional Japanese New Year foods) | 24 Travelled during summer vacation |
| 4 Ate nanakusagayu (seven-herb rice porridge) | 25 Went to a town festival |
| 5 Went to a New Year's party | 26 Viewed the moon |
| 6 Returned to my hometown | 27 Celebrated Respect for the Aged Day |
| 7 Celebrated Coming-of-Age Day | 28 Visited a grave during the autumn equinox |
| 8 Scattered beans on setsubun (day before the beginning of spring) | 29 Held a Halloween event |
| 9 Ate ehomaki (sushi roll eaten during setsubun) | 30 Went to see the autumn leaves |
| 10 Celebrated Hinamatsuri (Doll's Festival) | 31 Went to a school athletic meet or sports festival |
| 11 Visited a grave during the spring equinox | 32 Went to a school exhibition, play, or culture festival |
| 12 Went to see the cherry blossoms | 33 Celebrated Shichi-Go-San (Seven-Five-Three Festival) |
| 13 Celebrated Easter | 34 Held a winter solstice event
(such as a yuzu bath (bathwater prepared with yuzu citrus fruits)) |
| 14 Went out and enjoyed Golden Week | 35 Celebrated Christmas |
| 15 Celebrated Boy's Festival | 36 Went to a year-end party |
| 16 Shobuyu (took a bath with iris petals) | 37 Did house cleaning at the end of the year |
| 17 Seasonal change of clothes | 38 Ate soba noodles on New Year's Eve |
| 18 Celebrated Tanabata (Star Festival) | 39 Celebrated the birthday of a family member |
| 19 Went to the fireworks | 40 None of the above |
| 20 Went to a festival (music festival, outdoor festival, etc.) | |
| 21 Participated in live performances and events online | |

3. Thoughts on life and society ⑩

Q74 Please select three of the following items that you desire. Write the corresponding numbers in the boxes.

[Select up to three items and write the corresponding numbers in the boxes below]

- | | | | | |
|-----------|-------------------------------|---------------------------|--------------------------------|---------------|
| 1 Freedom | 5 Sincerity and consideration | 9 Luck and fortune | 13 Stable life | 17 Skills |
| 2 Youth | 6 Social position | 10 Happiness | 14 Time | 18 Appearance |
| 3 Love | 7 Honor | 11 Boyfriend / Girlfriend | 15 Health | |
| 4 Dreams | 8 Money | 12 Close friends | 16 Qualifications and licenses | |

Q75 Do you believe in any of the following?

Please circle the ONE answer that is closest to your feelings for each item a) to l).

	1 I believe it [Please circle ONE that applies for each item]	2 I don't believe it
a) Religion	1	2
b) Fortune telling / written oracle ...	1	2
c) Spirits	1	2
d) Afterlife	1	2
e) Supernatural powers	1	2
f) The innate goodness of people .	1	2
g) Academic background	1	2
h) Money	1	2
i) Fate	1	2
j) Love	1	2
k) Self	1	2
l) Artificial intelligence (AI)	1	2

Q76 Please fill in a specific age for each of the statements from a) to f) in the boxes

- a) What is the "right" age at which to get married?
(If you think there is no "right" age, please select Y)

Male Around years old Y No right age

Female Around years old Y No right age

- b) From what age can we say a person is an adult?

From around years old

- c) From what age can we say a person is an "ojisan" (old man)

From around years old

- d) From what age can we say a person is an "obasan" (old woman)

From around years old

- e) From what age can we say a person is "old?"

From around years old

- f) To what age can we say a person is young?

To around years old

3. Thoughts on life and society ⑪

Q77 You will now be asked about your "self confidence".

Self confidence can be roughly divided into "self confidence in your own strength" and "self confidence from belonging to something".

A: What degree of "self confidence in your own strength" do you currently have?

"Self confidence in your own strength" refers to confidence that comes from belief in your own power such as your health, physical fitness, knowledge, style, personality, sense, income, savings, housework, work, study, socializing, and how you spend your leisure time, etc.

[Please circle ONE that applies]

- | | |
|-------------------------------|---------------------------------|
| 1 I'm quite self confident | 3 I'm not really self confident |
| 2 I'm somewhat self confident | 4 I have no self confidence |

B: What degree of "self confidence from belonging to something" do you currently have?

"Self confidence from belonging to something" refers to confidence that comes from belonging to something such as a workplace, school, club, circle, group of friends, family, ancestry, community, and Japan, etc.

[Please circle ONE that applies]

- | | |
|-------------------------------|---------------------------------|
| 1 I'm quite self confident | 3 I'm not really self confident |
| 2 I'm somewhat self confident | 4 I have no self confidence |

Q78 What do you think about the world of the future? Please circle ONE that applies.

[Please circle ONE that applies]

- | | | |
|------------------------------|------------------------------|-----------------------------|
| 1 It will be better than now | 2 It will be the same as now | 3 It will be worse than now |
|------------------------------|------------------------------|-----------------------------|

Q79 What image do you have of your own future?

Please circle ONE that applies.

[Please circle ONE that applies]

- | | |
|--------------------------------|--------------------------------|
| 1 A bright future | 3 If anything, a gloomy future |
| 2 If anything, a bright future | 4 A gloomy future |

Q80 Are you a person who chooses to be safe in various choices in your life for your future, or do you choose to take on challenges despite the risks? Please circle ONE that applies.

[Please circle ONE that applies]

- | |
|---|
| 1 I like playing it safe |
| 2 I tend to play it safe often |
| 3 If I had to choose, I guess I like taking risks and meeting the challenge |
| 4 Whatever the risks, I like taking on the challenge |

3. Thoughts on life and society ⑫

Q81 How often do you usually watch, listen to, or use each information medium (from a to h), whether at home or outside the home, per day?

		A. Weekdays						B. Weekends					
		1 1-29 minutes	2 30-59 minutes	3 60-119 minutes	4 120-239 minutes	5 minutes) or more 4 hours (240	6 Don't watch, listen to, or use						
		[Please circle ONE that applies for each item]						[Please circle ONE that applies for each item]					
a)	TV broadcasting (Including watching recorded programs and watching on a computer or smartphone)	1	2	3	4	5	6	1	2	3	4	5	6
b)	Radio broadcasting (Including listening on a computer or smartphone)	1	2	3	4	5	6	1	2	3	4	5	6
c)	Newspapers (both the morning and evening editions) .	1	2	3	4	5	6	1	2	3	4	5	6
d)	Magazines	1	2	3	4	5	6	1	2	3	4	5	6
e)	DVD and video rented or sold	1	2	3	4	5	6	1	2	3	4	5	6
f)	Internet and e-mail via PC	1	2	3	4	5	6	1	2	3	4	5	6
g)	Internet and e-mail via mobile phone and smartphone	1	2	3	4	5	6	1	2	3	4	5	6
h)	Use of social media *Including browsing only	1	2	3	4	5	6	1	2	3	4	5	6

↓
[Q.82 is for those who responded they use the internet and e-mail in

Q.81 (Those who responded they use f) or g) or h) for at least 1 minute in A or B)]

Q82 How often do you use the following means of transmitting (communicating) information via the Internet?
Do you want to use (or continue to use) these means in the future? Please answer this question even if you don't currently use these means.

		(A) Frequency of use					(B) Future usage intention	
		1 At least 2-3 times a week	2 At least once a week	3 At least once a month	4 Less than once a month	5 I don't use	1 I want to use (or continue to use) in the future	2 I don't want to use
		[Please circle ONE that applies for each item]					[Please circle ONE that applies for each item]	
a)	Updating my own website	1	2	3	4	5	1	2
b)	Updating my personal blog	1	2	3	4	5	1	2
c)	Posting on social media	1	2	3	4	5	1	2

3. Thoughts on life and society ⑬

Q83 How often do you use the following services?

If you use a service, please also tell us the device (B) you use to access that service.

	(A) Frequency of use					(B) Device used to access the service			
	1 At least 2-3 times a week	2 At least once a week	3 At least once a month	4 Less than once a month	5 I don't use	1 Primarily PC	2 Primarily mobile phone / smartphone	3 Both PC and mobile phone / smartphone about equally	4 Another electronic device
	[Please circle ONE that applies for each item]					[Please circle ONE that applies for each item]			
a) Video phone services	1	2	3	4	5	1	2	3	4
b) Web conferencing tools	1	2	3	4	5	1	2	3	4
c) Music distribution services	1	2	3	4	5	1	2	3	4
d) Video uploading and sharing service	1	2	3	4	5	1	2	3	4
e) On demand video contents service	1	2	3	4	5	1	2	3	4
f) Online shopping (including making hotel and transportation reservations)	1	2	3	4	5	1	2	3	4
g) Online trade services (buying and selling of stocks and bonds over the Internet)	1	2	3	4	5	1	2	3	4
h) Internet auctions/Fleamarket app	1	2	3	4	5	1	2	3	4

[ALL respondents are requested to answer SQ]

SQ Do you want to use (or continue to use) these services in the future?

	Future usage intention	
	1 I want to use (or continue to use) in the future	2 I don't want to use
	[Please circle ONE that applies for each item]	
a) Video phone services	1	2
b) Web conferencing tools	1	2
c) Music distribution services	1	2
d) Video uploading and sharing service	1	2
e) On demand video contents service	1	2
f) Online shopping (including making hotel and transportation reservations)	1	2
g) Online trade services (buying and selling of stocks and bonds over the Internet)	1	2
h) Internet auctions/Fleamarket app	1	2

3. Thoughts on life and society ⑭

Q84 What do you expect for Japan's future ten years from now?
Please circle ALL that apply.

[Circle ALL that apply]

- 1 More people will learn to speak English
- 2 More people will volunteer
- 3 The economy will improve
- 4 Natural disaster recovery effort will proceed
- 5 Foreign tourists will increase
- 6 Foreign workers will increase
- 7 Domestic transportation by airplane, high speed rail, and highways will be more convenient
- 8 Japanese culture will gain more attention from around the world
- 9 Public safety will improve
- 10 Japanese people's manners will improve
- 11 International relations will improve
- 12 Economic disparity will shrink
- 13 Disparity between cities and local regions will shrink
- 14 The urban landscape will look better
- 15 New public facilities will increase
- 16 Disabled access for public facilities will improve
- 17 Increasing use of technology (e.g. robots) in public facilities, offices and homes
- 18 Re-development of urban infrastructure will advance
- 19 Emergency infrastructure will proceed
- 20 Energy conservation and utilization of renewable energy will proceed
- 21 The birth rate will increase
- 22 The social security systems for pension, health insurance, unemployment measures, etc., will be maintained
- 23 None of the above

4. About yourself ①

F1 Please tell us your gender.

[Please circle ONE that applies]

1 Male

2 Female

F2 Please tell us your date of birth and age.

1 Showa

2 Heisei

Month

Age on May 1st

years old

F3 How many brothers and sisters do you have? Please answer the number of siblings including yourself.
(If you are an only child, circle Y)

(including yourself)

brothers/ sisters

Y I'm an only child

Please proceed to F4

SQ What is your order of birth amongst your siblings?

Eg. 1st, 2nd, 3rd, etc.

[All respondents are requested to answer the following questions from F4]

F4 What is your highest level of academic attainment? (Please include dropout under graduation)

[Please circle ONE that applies]

1 Elementary school (under the new and old systems) graduate

2 Junior high school / higher elementary school (under the old system) graduate

3 High school / junior high school (under the old system) / female high school (under the old system) graduate

4 Junior college / technical college graduate

5 Vocational school, various college, high school (under the old system) graduate

6 University graduate

7 Graduate school graduate

8 Student / currently between schools

F5 Are you married?

[Please circle ONE that applies]

1 Unmarried

2 Married

3 Divorced

4 Widowed

SQ1 How long have you been married? (Note: If less than one year, please write one year)

years

SQ2 What is your **spouse's occupation**?

[Please circle ONE that applies]

1 Business owner/executive

3 Helping with the family business

2 Company employee, public official, association employee

4 Unemployed (including students)

SQ3 What is your **spouse's form of employment**?

[Please circle ONE that applies]

1 Full-time employee

3 Contract employee

5 Other ()

2 Temporary employee

4 Part-time / casual employee

4. About yourself ②

F6 Which of the following applies to your occupation? Please circle ONE that applies.

- ※ If you have more than one occupation, please answer about the occupation which provides the highest salary.
- ※ If you are a student working casually, please select from 13 to 15 only
- ※ If none of the following apply, please specify the occupation in the box below.

[Please circle ONE that applies]

Those with an occupation	Business operator / officer	1 Freelancer, professional (doctor, lawyer, etc.) 2 Sole proprietor, farmer 3 Company / organization officer
	Employed (Company employee, civil servant, organization staff, etc. - including part time and casual work.	4 Management (manager level or above) 5 Clerical position (including teachers) 6 Technical position (engineers, programmers, etc.) 7 Sales and marketing position (salesperson, clerk, etc.) 8 Manufacturing and labor position 9 Service industry (hairstylist, driver, etc.)
Those helping the family business		10 Store 11 Manufacturing (factory) 12 Other
Those without an occupation		13 High school student/ currently between schools 14 Vocational school student 15 University (including junior college), technical college, or graduate school student 16 Full-time homemaker 17 Unemployed
Others (specify)		

[Ask SQ1 only for those that rated "1 Freelancer, professional ~ 12 Other" in F6.]

SQ1 On average, approximately how many hours do you work per week? (OA)

Please answer including lunch breaks and overtime, etc.

--	--

hours / week

[Ask SQ2 only for those that rated "4 Management ~ 9 Service Industry" in F6.]

SQ2 Which of the following best applies to your form of employment?

[Please circle ONE that applies]	
1 Full-time employee 2 Temporary employee 3 Contract employee	4 Part-time / casual employee 5 Other ()

4. About yourself ③

[All respondents are requested to answer F7]

F7 How many members of your family normally reside with you? Please answer including yourself.

<div style="border: 1px solid black; width: 100px; height: 30px; margin: 0 auto; position: relative;"> <div style="position: absolute; left: 50%; top: 50%; transform: translate(-50%, -50%); border-left: 1px dashed black; border-right: 1px dashed black; width: 2px;"></div> </div>	members incl. myself	Y I live alone <div style="border-top: 1px solid black; width: 100%; height: 10px; margin-top: 5px;"></div> <div style="text-align: right; margin-top: 5px;">Please proceed to F9</div>
---	----------------------	--

F8 Who do you reside with at present?
Please tell us their relationship to you.

[Circle ALL that apply]

1 Spouse (wife, husband)	5 Grandparents
2 Parents (including parents-in-law)	6 Grandchildren
3 Brothers and sisters	7 Others ()
4 Children (including step-children)	

[All respondents are requested to answer the following questions from F9]

F9 Do you have any family members residing close by with whom you exchange visit on a regular basis?

[Circle ALL that apply]

1 Parents (including parents-in-law)	5 Grandchildren
2 Brothers and sisters	6 Others ()
3 Children (including step-children)	7 There are no family members residing close by with whom I exchange visits on a regular basis
4 Grandparents	

F10 Are you the head of your household? (If living alone, please answer "1. Yes")

[Please circle ONE that applies]

1 Yes
2 No

SQ1 Are you the main person who earns money to support your household?

[Please circle ONE that applies]

1 Yes
2 No

Please proceed to F11

↓

SQ2 How old is the head of your household?

[Please circle ONE that applies]

1 Yes
2 No

[Ask SQ2 only for those who responded "2. No" in F10.]

SQ2 How old is the head of your household?

years old

4. About yourself ④

【All respondents are requested to answer F11】

F11 Do you have children?

Please answer regardless of whether or not you live together with your children and including adult children.

[Please circle ONE that applies]

1 Yes 2 No → Please proceed to F12

SQ1 Please answer the following questions for each of your children.

Answer in descending order from your oldest to youngest child.

- A) The age of your children
B) Do you reside together with that child, or live apart?
C) Do you pay for that child's education expenses?

If you have twins, please answer for each child.

	A) Age	B) Living together or apart? [Please circle ONE that applies]	C) Do you pay education expenses [Please circle ONE that applies]
1)	<input type="text"/> years old	1 Live together 2 Live apart	1 Yes 2 No
2)	<input type="text"/> years old	1 Live together 2 Live apart	1 Yes 2 No
3)	<input type="text"/> years old	1 Live together 2 Live apart	1 Yes 2 No
4)	<input type="text"/> years old	1 Live together 2 Live apart	1 Yes 2 No
5)	<input type="text"/> years old	1 Live together 2 Live apart	1 Yes 2 No
6)	<input type="text"/> years old	1 Live together 2 Live apart	1 Yes 2 No
7)	<input type="text"/> years old	1 Live together 2 Live apart	1 Yes 2 No
8)	<input type="text"/> years old	1 Live together 2 Live apart	1 Yes 2 No
9)	<input type="text"/> years old	1 Live together 2 Live apart	1 Yes 2 No
10)	<input type="text"/> years old	1 Live together 2 Live apart	1 Yes 2 No

【Ask SSQ1 only for those that answered "Has children less younger than 12 years old" in SQ1. 】

SSQ1 Who takes care of these children? Please circle ALL that apply.

[Circle ALL that apply]

1 Myself	7 My brothers and sisters
2 My spouse (wife, husband)	8 My spouse's brothers and sisters
3 My parent(s)	9 Maid/housekeeper
4 My spouse's parent(s)	10 Babysitter
5 Other sibling	11 Kindergarten, nursery school, after school care facilities
6 My grandparent(s)	12 Others ()

4. About yourself ⑤

[All respondents are requested to answer the following questions from F12]

F12 Which of the following best applies to your current residence?

[Please circle ONE that applies]

- | | |
|---|--|
| 1 Owned detached house | 7 Government and public housing |
| 2 Rental detached house | 8 Urban Renaissance Agency (former housing corporation), public corporation, municipal condominium or detached |
| 3 Owned condominium | 9 Urban Renaissance Agency (former housing corporation), public corporation, municipal housing complex |
| 4 Rental condominium | 10 Urban Renaissance Agency (former housing corporation), public corporation, municipal housing complex rental housing |
| 5 Rental apartment | 11 Living with family, or lodging in a single room |
| 6 Residence for employees (Corporate housing) | 12 Others () |

F13 Do you have your own personal room in your residence?

[Please circle ONE that applies]

- | | |
|-------|------|
| 1 Yes | 2 No |
|-------|------|

F14 How many years have you lived in your current residence?
(If you have lived there for less than 1 year, please answer 1 year)

--	--

years

F15 Regardless of whether you live together or not, do you have any family member(s) that require additional care due to old age, illness, etc.?

[Please circle ONE that applies]

- | | |
|-------|--|
| 1 Yes | 2 No —————→ Please proceed to F16 |
|-------|--|



SQ1 Who provides care to this family member? Please circle ALL that apply.

[Circle ALL that apply]

- | | |
|-----------------------------|---|
| 1 Myself | 8 My spouse's brothers and sisters |
| 2 My spouse (wife, husband) | 9 Maid/housekeeper |
| 3 My parent(s) | 10 Helper |
| 4 My spouse's parent(s) | 11 Day service worker |
| 5 My own children | 12 Care facility (retirement home, group home, etc.) worker |
| 6 My grandparent(s) | 13 Hospital facility worker |
| 7 My brothers and sisters | 14 Others () |

4. About yourself ⑥

[All respondents are requested to answer the following questions from F16]

F16 Are you right handed or left handed?

[Please circle ONE that applies]

- | | |
|---|---|
| 1 Right handed by nature | 3 Left handed by nature |
| 2 Left handed by nature but corrected to right handed | 4 Right handed by nature but corrected to left handed |

F17 Do you support a political party?

[Please circle ONE that applies]

- | | |
|-------|------|
| 1 Yes | 2 No |
|-------|------|

F18 Please circle ALL the following groups or organizations you are involved with in some way.

[Circle ALL that apply]

- 1 Hobby group, circle or organization (cooking, cultural lessons, travel etc.)
- 2 Educational group, circle or organization (book society, study group etc.)
- 3 Sporting group, circle or organization (tennis, golf, baseball, gateball, etc.)
- 4 Joint purchasing or joint usage group, circle or organization
- 5 Internet or social media based group, circle or organization
- 6 Community service or volunteer based group, circle or organization
- 7 Women's council, youth organization or senior citizens group
- 8 Political organization
- 9 Religious organization
- 10 There are no groups / organizations to which I am involved with

F19 Please tell us about the driver's license you have. Circle ALL that apply.

*If you obtained your normal license before June 1, 2007, please circle either "Medium-sized" or "Medium-sized (AT only)".

[Circle ALL that apply]

- | | |
|--------------------------|-----------------------------------|
| 1 Normal | 6 Moped only |
| 2 Normal (AT only) | 7 Motorcycle |
| 3 Medium-sized | 8 Other |
| 4 Medium-sized (AT only) | 9 I don't have a driver's license |
| 5 Large-size | |

F20 Please tell us about the pets you keep at your house.

[Circle ALL that apply]

- | | | |
|-----------------------|---------------------------|----------------------|
| 1 Dog | 5 Birds | 9 Reptiles |
| 2 Cat | 6 Goldfish, tropical fish | 10 Other |
| 3 Rabbit | 7 Turtle | 11 Not keeping a pet |
| 4 Hamster, guinea pig | 8 Insects | |

4. About yourself ⑦

[All respondents are requested to answer the following questions from F21]

F21 About how much is your monthly allowance, or the amount of money you can freely use?

[Please circle ONE that applies]

- | | |
|-----------------------|--------------------------|
| 1 No allowance | 8 30,000 - 39,999 yen |
| 2 Less than 3,000 yen | 9 40,000 - 49,999 yen |
| 3 3,000 - 4,999 yen | 10 50,000 - 69,999 yen |
| 4 5,000 - 9,999 yen | 11 70,000 - 99,999 yen |
| 5 10,000 - 14,999 yen | 12 100,000 - 149,999 yen |
| 6 15,000 - 19,999 yen | 13 150,000 - 199,999 yen |
| 7 20,000 - 29,999 yen | 14 200,000 yen or more |

F22 Please select your gross annual household income (including tax) from the following categories.
(In case you are a commercial or agriculture, forestry and fisheries industry household, please include the income of any salaried workers as well if applicable)

[Please circle ONE that applies]

- | | |
|-----------------------------|--------------------------------|
| 1 Less than 2,000,000 yen | 10 7,000,000 - 7,999,999 yen |
| 2 2,000,000 - 2,499,999 yen | 11 8,000,000 - 8,999,999 yen |
| 3 2,500,000 - 2,999,999 yen | 12 9,000,000 - 9,999,999 yen |
| 4 3,000,000 - 3,499,999 yen | 13 10,000,000 - 10,999,999 yen |
| 5 3,500,000 - 3,999,999 yen | 14 11,000,000 - 11,999,999 yen |
| 6 4,000,000 - 4,499,999 yen | 15 12,000,000 - 14,999,999 yen |
| 7 4,500,000 - 4,999,999 yen | 16 15,000,000 - 19,999,999 yen |
| 8 5,000,000 - 5,999,999 yen | 17 20,000,000 yen or more |
| 9 6,000,000 - 6,999,999 yen | |

F23 How much money does your household have in total savings?
(Please include all postal account and bank account savings, life insurance except for premiums you stopped paying before maturity, stocks, mutual funds, bonds, and corporate deposits.
Do not include your mortgage)

[Please circle ONE that applies]

- | | |
|-----------------------------|--------------------------------|
| 1 Less than 500,000 yen | 10 7,000,000 - 9,999,999 yen |
| 2 500,000 - 999,999 yen | 11 10,000,000 - 11,999,999 yen |
| 3 1,000,000 - 1,499,999 yen | 12 12,000,000 - 14,999,999 yen |
| 4 1,500,000 - 1,999,999 yen | 13 15,000,000 - 19,999,999 yen |
| 5 2,000,000 - 2,499,999 yen | 14 20,000,000 - 29,999,999 yen |
| 6 2,500,000 - 2,999,999 yen | 15 30,000,000 - 49,999,999 yen |
| 7 3,000,000 - 3,999,999 yen | 16 50,000,000 yen or more |
| 8 4,000,000 - 4,999,999 yen | |
| 9 5,000,000 - 6,999,999 yen | |

☐ Thank you for taking the time to participate in this long survey.

☐ Please confirm you have filled in all items and give your completed questionnaire to the investigator.