



Results of Survey Questionnaire for Plastics / in 2007

Duration of Survey / from October 5th to October 14th, 2007

THE JAPAN PLASTICS INDUSTRY FEDERATION



Questionnaire for Plastics / in 2007 - Method of Implementation -

- Respondent : over 20's male and female all over Japan
- Sample Size : 4,000 persons
- Extractive Method : random sampling
- Valid Response : 1,347 persons (response rate : 33.7%)

<u>CITY SIZE</u>	<u>18Big Cities</u>	<u>Other Cities</u>	<u>Towns /Villages</u>	<u>Total</u>
	332	872	143	1,347 (persons)

<u>GENDER</u>	<u>Male</u>	<u>Female</u>	<u>Total</u>
	619	728	1,347 (persons)

<u>AGES</u>	<u>20's</u>	<u>30's</u>	<u>40's</u>	<u>50's</u>	<u>60's</u>	<u>70's<</u>	<u>Total</u>
	168	223	208	270	233	245	1,347 (persons)

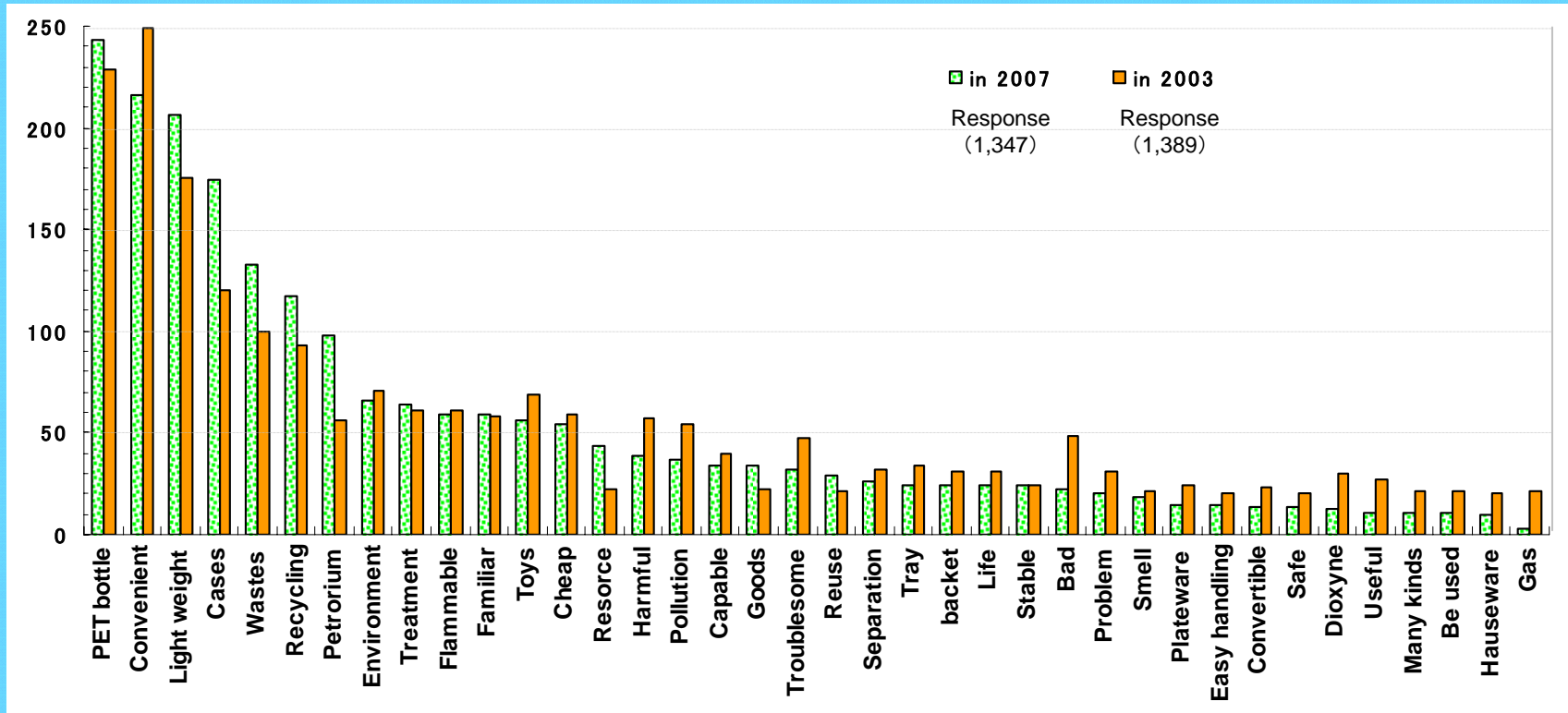
- Method of Survey : (individual) Interviews by researchers
- Duration : from October 5th to October 14th, 2007
- Research Agency : Central Research Services, Inc. (Tokyo)
- ✳ A similar survey was executed in 2003.



Questionnaire for Plastics - Association with the word "PLASTICS" - (free-response)

(Question 1) What do you **associate** with when you hear the word "PLASTICS" ?
Please note (answer) three words you do.

Total sum of each word





Questionnaire for Plastics - Impression about PLASTICS -

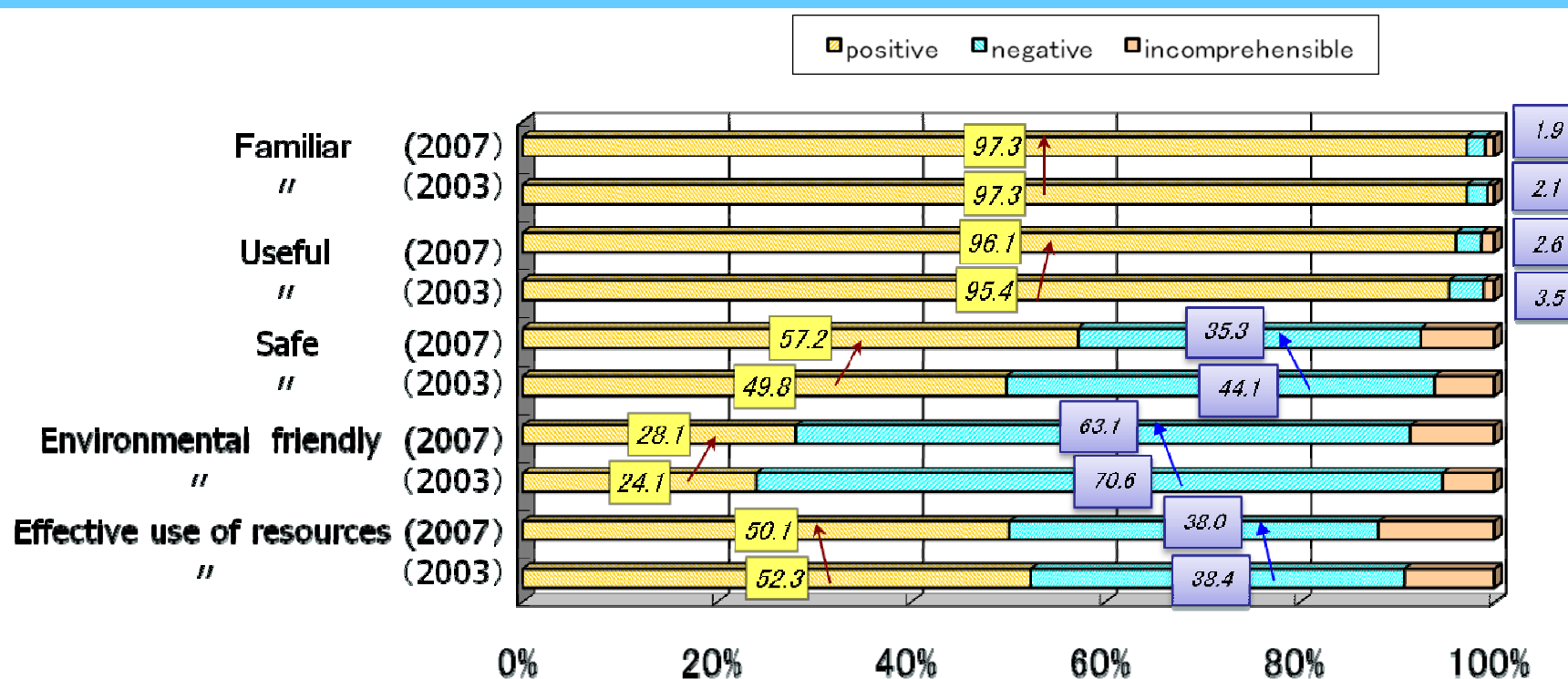
(Question 2) What kind of **impression** about **“PLASTICS”** do you have ?
Please answer to question items (1) to (5) written below.

(unit : %)		(A) absolutely “ yes ”	(B) “ yes “	(C) relatively “ yes”	(D) relatively “ no “	(E) “ no “	(F) absolutely “ no “	incompre- -hensible
(1) Is 「PLASTICS」 familiar ?	(2007)	44.8 ...	46.3 ...	6.2 ...	1.3 ...	0.6 ...	0.0 ...	0.9
	(2003)	47.2 ...	44.1 ...	6.0 ...	0.8 ...	1.0 ...	0.3 ...	0.7
(2) Is 「PLASTICS」 useful ?	(2007)	35.9 ...	48.3 ...	12.0 ...	1.7 ...	0.8 ...	0.1 ...	1.3
	(2003)	34.9 ...	49.2 ...	11.3 ...	1.8 ...	1.3 ...	0.4 ...	1.1
(3) Is 「PLASTICS」 safe ?	(2007)	8.4 ...	21.2 ...	27.6 ...	18.4 ...	14.6 ...	2.3 ...	7.6
	(2003)	6.8 ...	16.8 ...	26.2 ...	20.4 ...	19.5 ...	4.2 ...	6.1
(4) Is 「PLASTICS」 environmental Friendly?	(2007)	2.4 ...	9.6 ...	16.1 ...	26.1 ...	27.9 ...	9.1 ...	8.7
	(2003)	3.5 ...	9.6 ...	11.0 ...	23.8 ...	34.4 ...	12.4 ...	5.3
(5) Does 「PLASTICS」 effectively use resources ?	(2007)	5.9 ...	21.8 ...	22.4 ...	16.8 ...	16.1 ...	5.1 ...	11.9
	(2003)	6.5 ...	22.5 ...	23.3 ...	16.5 ...	17.1 ...	4.8 ...	9.3



Questionnaire for Plastics - Impression about PLASTICS -

(Question 2) What kind of impression about "PLASTICS" do you have?
Please answer to question items (1) to (5) written below.

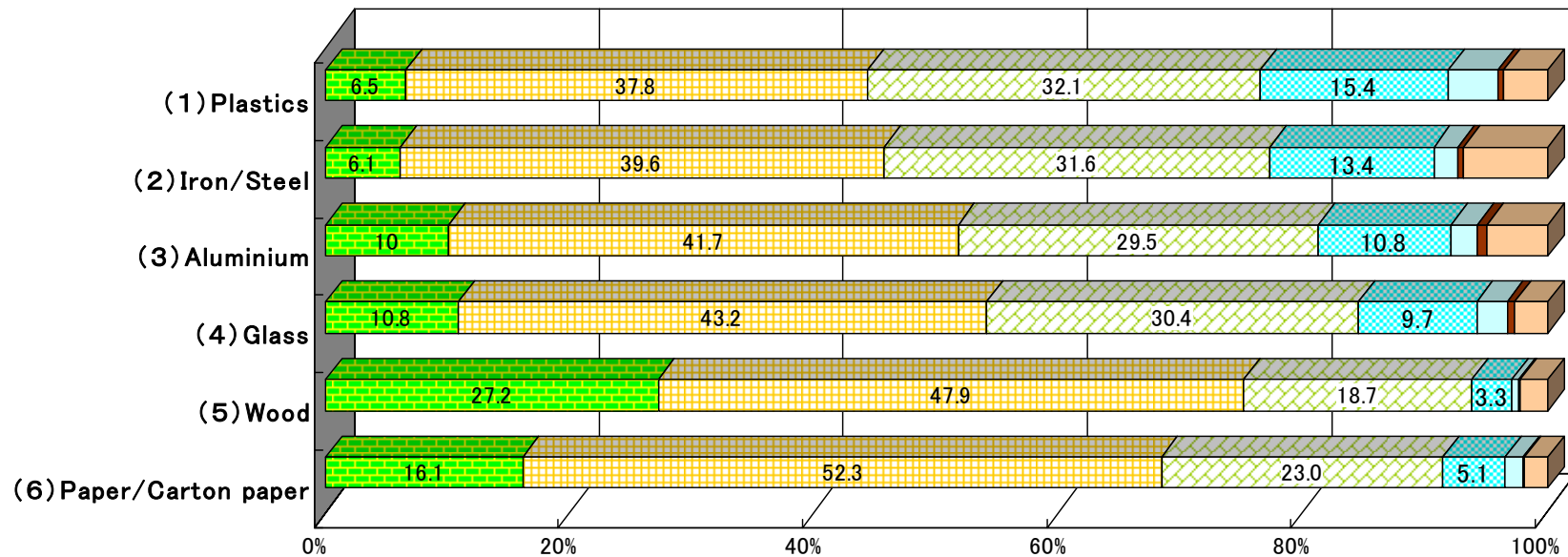




Questionnaire for Plastics - Favorable Material / in 2007 -

(Question 3) We will ask you about various materials used in daily life.
How do you feel about these six materials, Plastics, Iron / Steel,
Aluminum, Glass, Wood and Paper / Carton Paper ?

■ very good (favorable) ■ good ■ relatively good ■ relatively bad ■ bad ■ very bad ■ incomprehensible

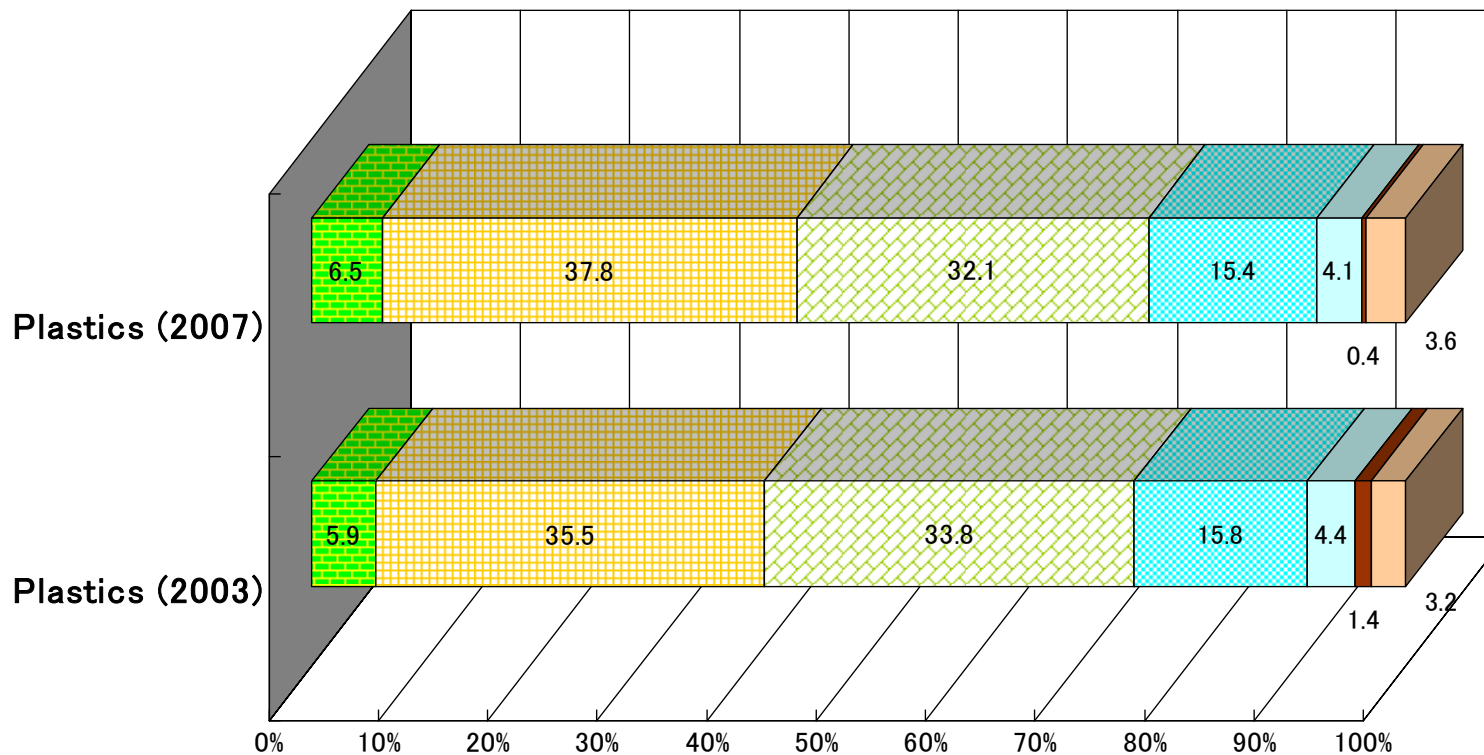




Questionnaire for Plastics - Favorable Material 2007 / 2003 -

(Question 3) We will ask you about various materials used in daily life.
How do you feel about **Plastics** among these six materials, Plastics, Iron / Steel, Aluminum, Glass, Wood and Paper / Carton Paper ?

■ very good (favorable)
 ■ good
 ■ relatively good
 ■ relatively bad
 ■ bad
 ■ very bad (unfavorable)
 ■ incomprehensible

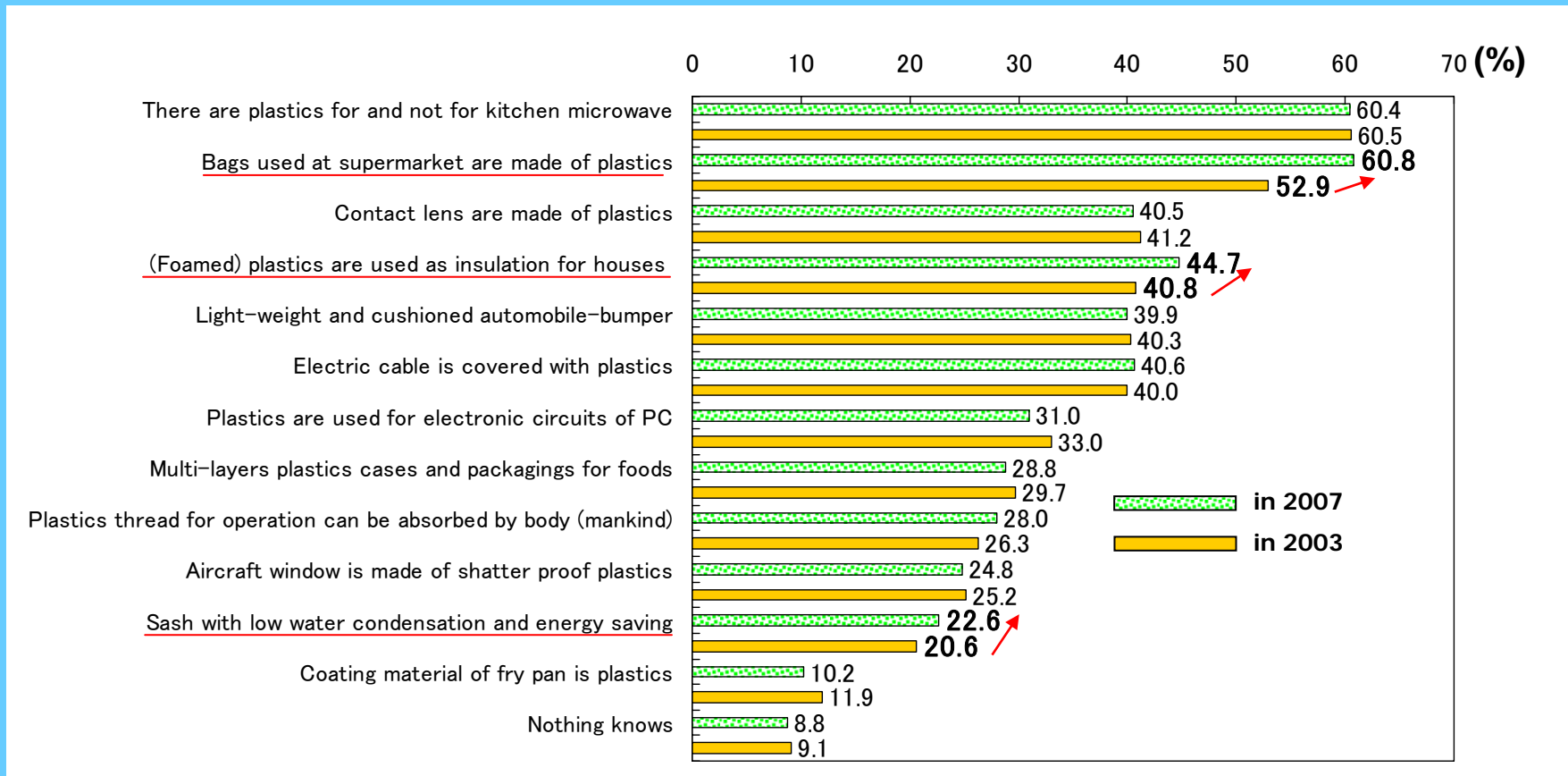




Questionnaire for Plastics

- Cognition about characteristics and method for utilization of PLASTICS -

(Question 4) There are several kinds of PLASTICS nearby. PLASTICS is used in various fields of life and of industries, using for their characteristics. Please choose (answer) **characteristics** and **method for utilization** you know.



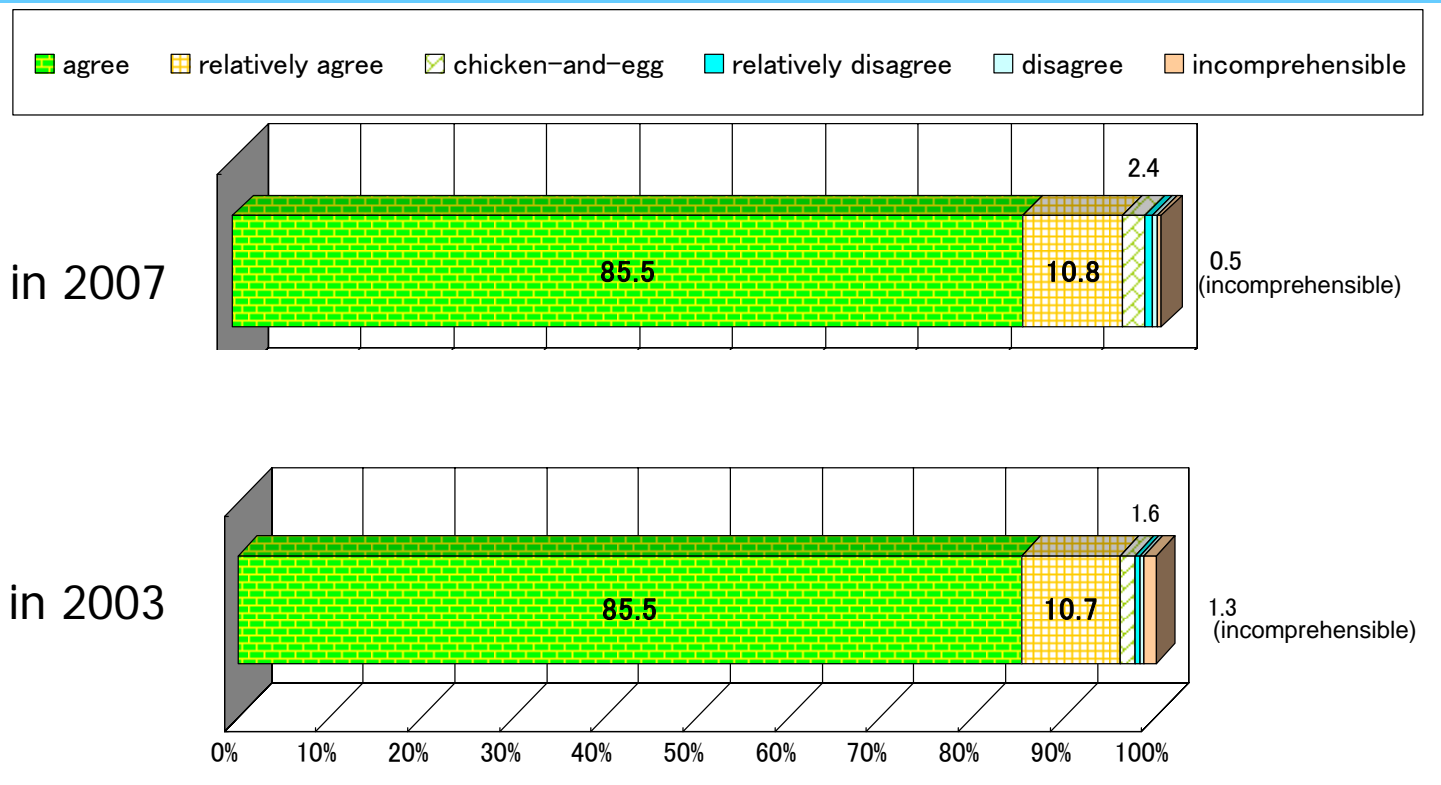


Questionnaire for Plastics Wastes

- (1) Plastics Recycling with separate collection -

(Question 5) How do you think about plastics wastes?
Please choose alternative (answers) described below.

(1) Used PET bottles and plastics cases should collect separately and recycle.

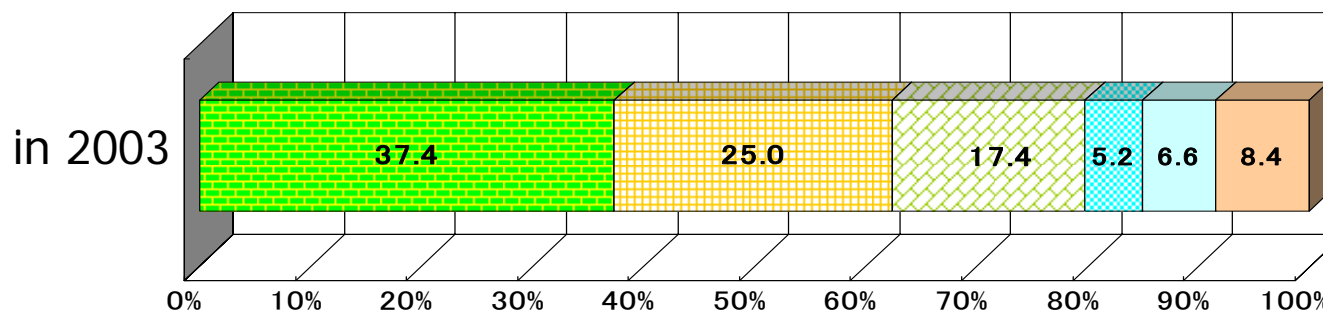
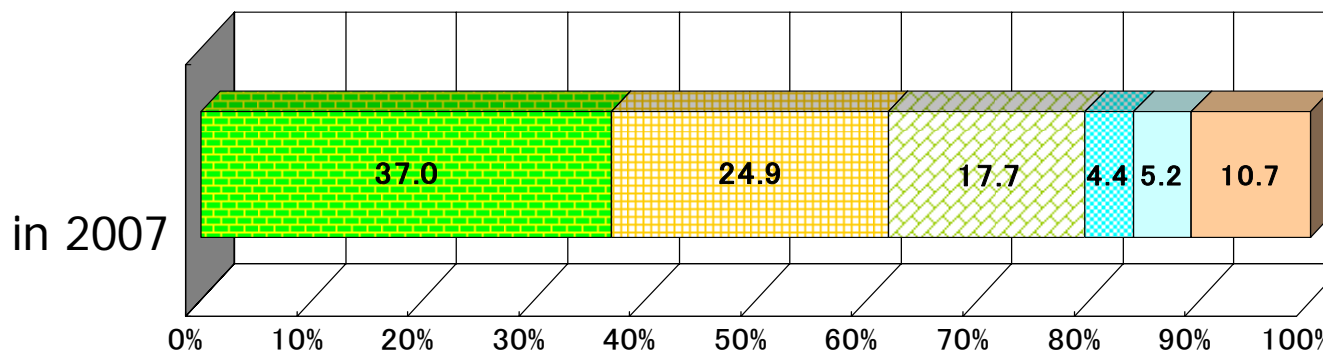




Questionnaire for Plastics Wastes - (2) Thermal Recycling -

(2) It's a better way to put it in flame and get electricity, when used plastics is hard to (material) recycle because of with dirt or being multi-layers, etc.

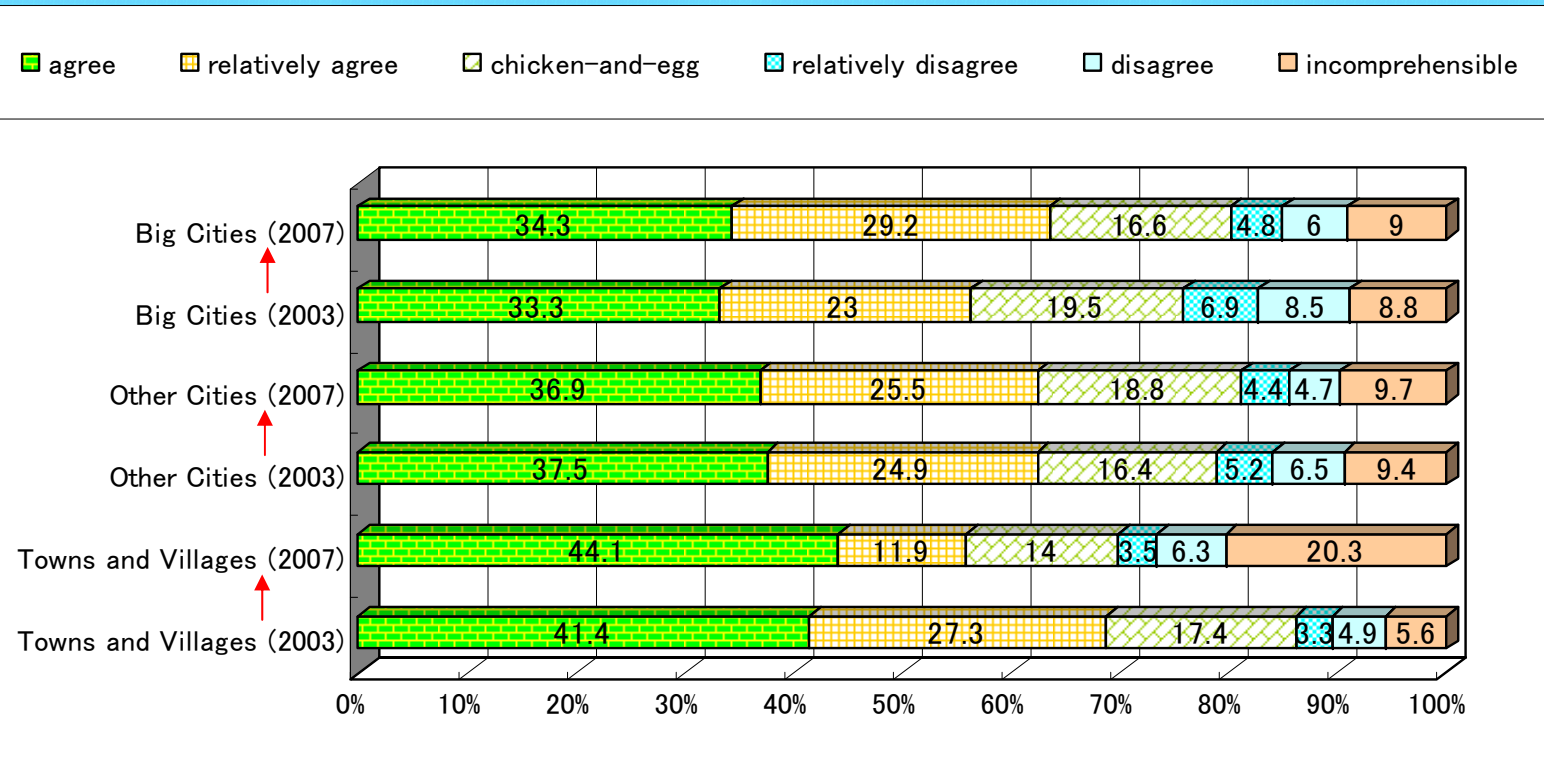
agree relatively agree chicken-and-egg relatively disagree disagree incomprehensible





Questionnaire for Plastics Wastes - (2) Thermal Recycling / Regional Comparison -

(2) It's a better way to put it in flame and get electricity, when used plastics is hard to (material) recycle because of with dirt or being multi-layers, etc.

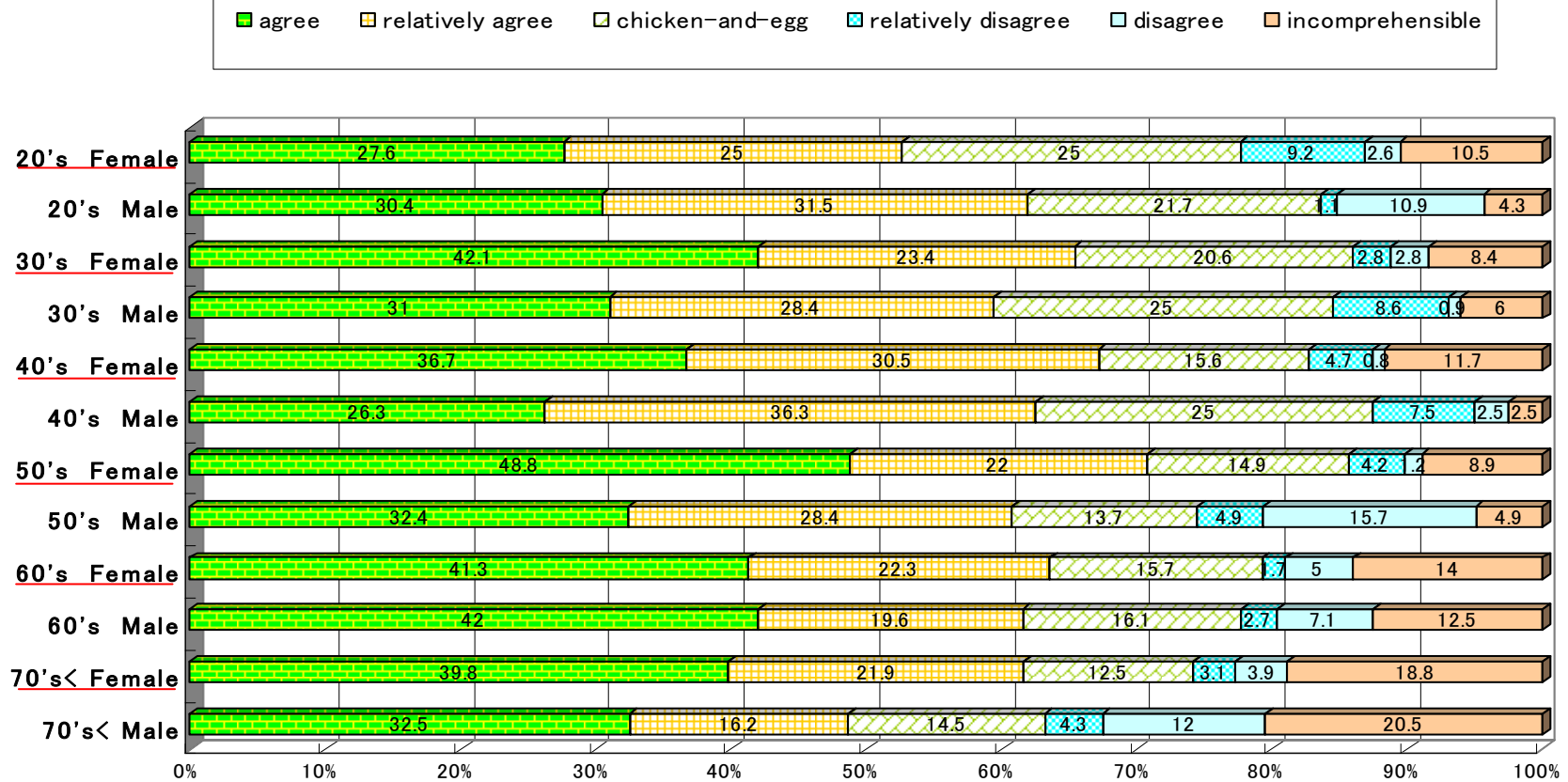




Questionnaire for Plastics Wastes

- (2) Thermal Recycling / Breakdown of Ages -

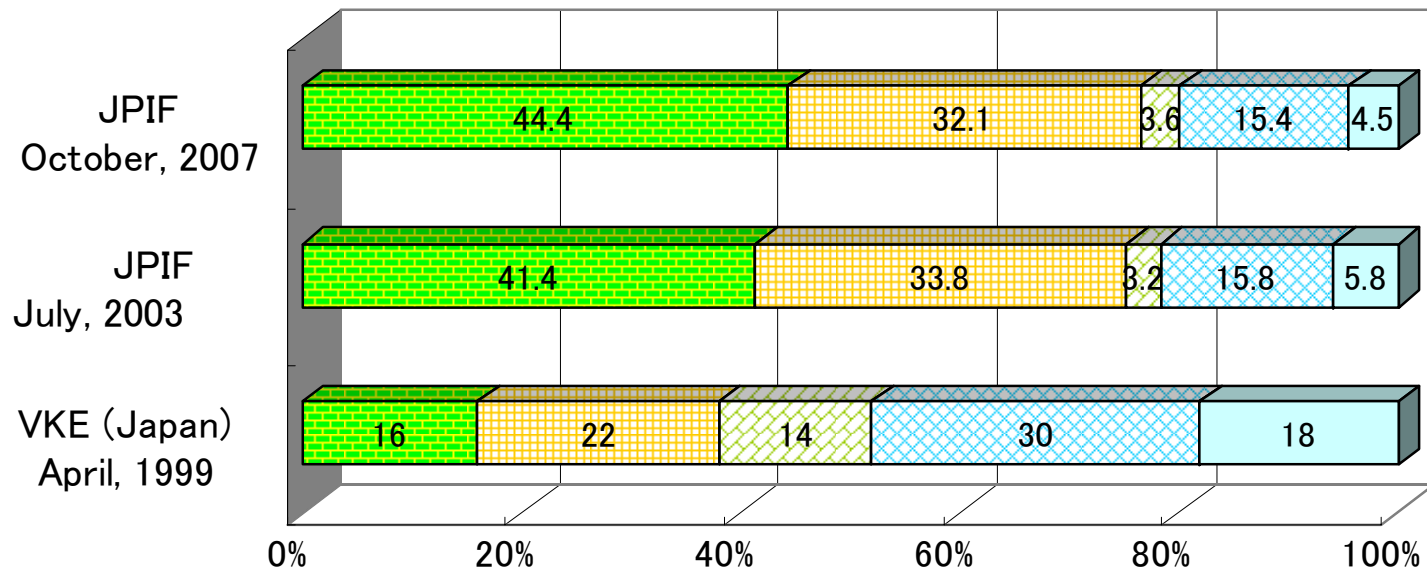
(2) It's a better way to put it in flame and get electricity, when used plastics is hard to (material) recycle because of with dirt or being multi-layers, etc.





(Reference) Our Survey and VKE Report (1) General Impression about PLASTICS

■ good ■ relatively good ■ chicken-and-egg ■ relatively bad ■ bad



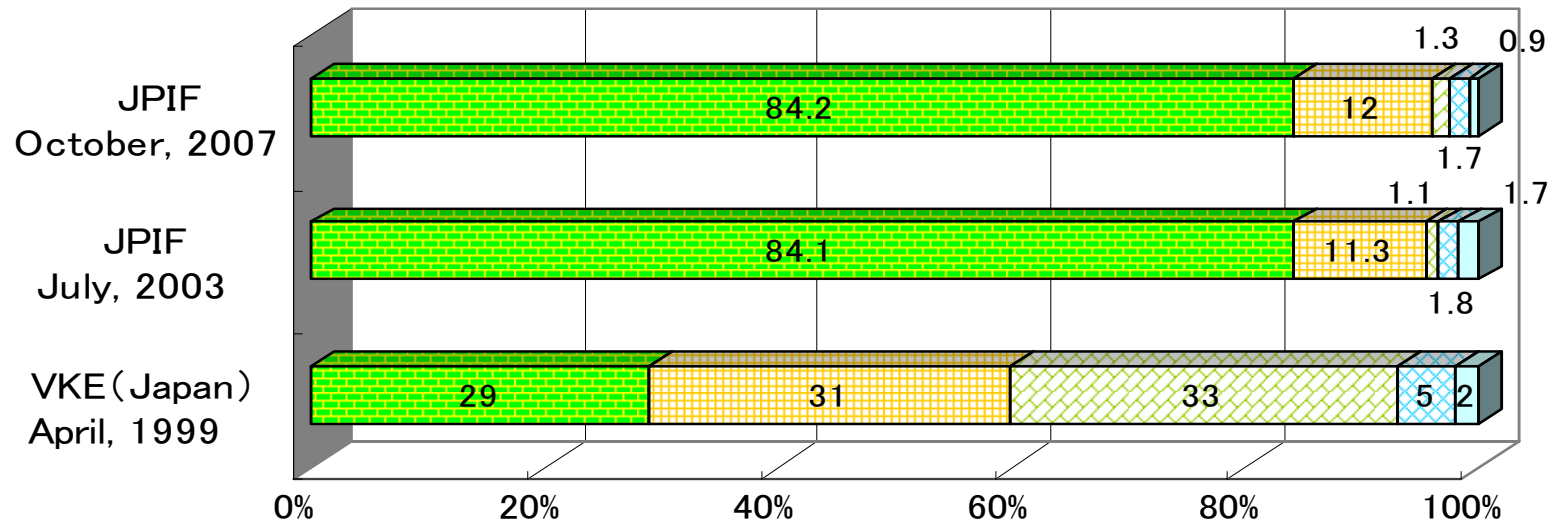
VKE Report : The German Plastics Products Industry Association made a world-wide market survey about PLASTICS in 1999.

Results of Survey / Questionnaire for Plastics / in 2007, THE JAPAN PLASTICS INDUSTRY FEDERATION



(Reference) Our Survey and VKE Report (2) PLASTICS is useful for our life

agree relatively agree chicken-and-egg relatively disagree disagree



VKE Report : The German Plastics Products Industry Association made a world-wide market survey about PLASTICS in 1999.

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