

Survey Outline

Implementation date: August 9, 2005 (Tuesday)

Survey method: Interview questionnaires were conducted with foreign visitors at various places in the Nagakute Area by eight survey staff (four Japanese, two Chinese students in Japan, and two Korean students in Japan).

Survey time: 12:00–20:00

Sample: 194 responses (no. of effective responses)

English version

Country	No. of replies
USA	24
Germany	14
Canada	11
Spain	11
Switzerland	6
Singapore	5
Brazil	4
France	4
Australia	3
Congo	2
Bangladesh	2
Mexico	2
Other	16
Total	104

Chinese version

Country	No. of replies
China	34
Taiwan	12
Hong Kong	3
Unknown	2
Total	51

Korean version

Country	No. of replies
Republic of Korea	39
Total	39

Bulgaria, Costa Rica, Finland, Guam, Hong Kong, India, Indonesia, Iran, Ireland, Kyrgyz, Morocco, Pakistan, Peru, Sri Lanka, Thailand, UK

Countries/territories: As shown by the above tables, replies were received from visitors from 31 countries and territories.

Outline of Survey Results

*Replies were received from visitors from 28 countries and territories for the English version of the questionnaire, 3 countries and territories for the Chinese version, and the Republic of Korea for the Korean version.

*Of the total respondents, 174 (89.7%) were travelers and 20 (10.3%) were residents in Japan.

*Regarding port of entry into Japan, many respondents to the English version came from distant places ("long haul"), and the majority (53.8%) had arrived at Narita Airport. In the case of short-haul visitors from China and Korea, many respondents had arrived at Central Japan International Airport (35.3% of Chinese; 41.0% of Korean). In the case of visitors from Korea, the highest ratio of 43.6% had arrived at Kansai International Airport).

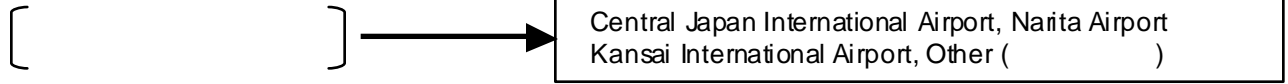
*Regarding accompaniment on visits to Japan, the number of fully independent tours was striking, and many respondents were accompanied by family members or friends.

*Many respondents had arrived in Japan at Narita Airport and Kansai International Airport and, as well as visiting EXPO 2005, had plans to travel round various cities in Japan.

*Regarding their impressions after visiting EXPO 2005, the highest share of respondents (40%) answered "had an interest in the nature and culture of countries around the world," followed by "made me think more than before about the global environment." This showed that the respondents understood the significance of holding an international exposition and sympathized with the main theme of EXPO 2005.

*Regarding overall impression, 87% of respondents answered "very good" or "generally good." This trend was the same as for the results of questionnaires targeting Japanese visitors.

Q1: First of all, what country have you come from? (FA)

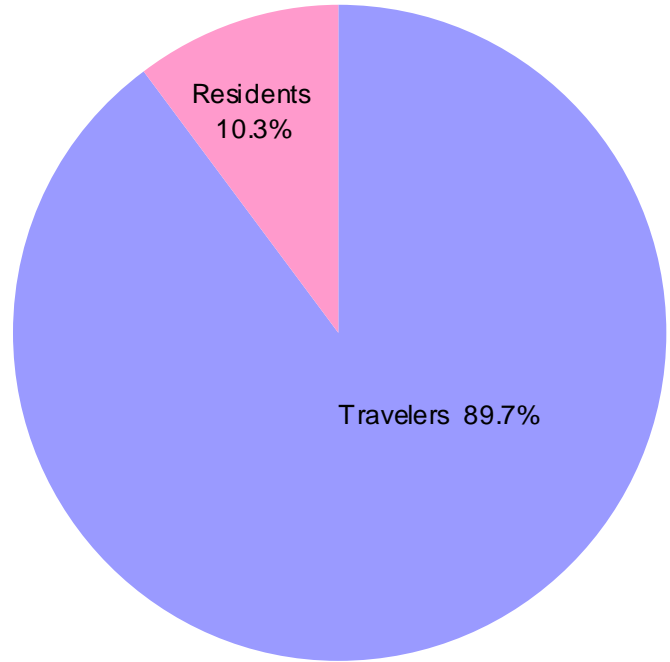
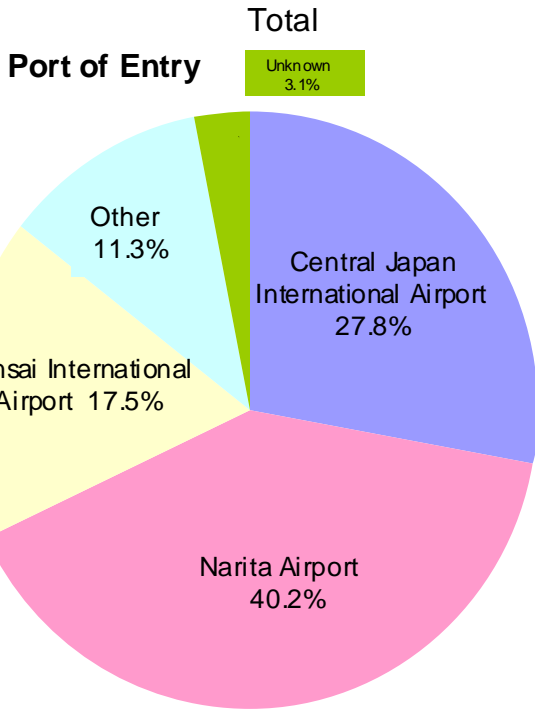


By Traveler of Resident

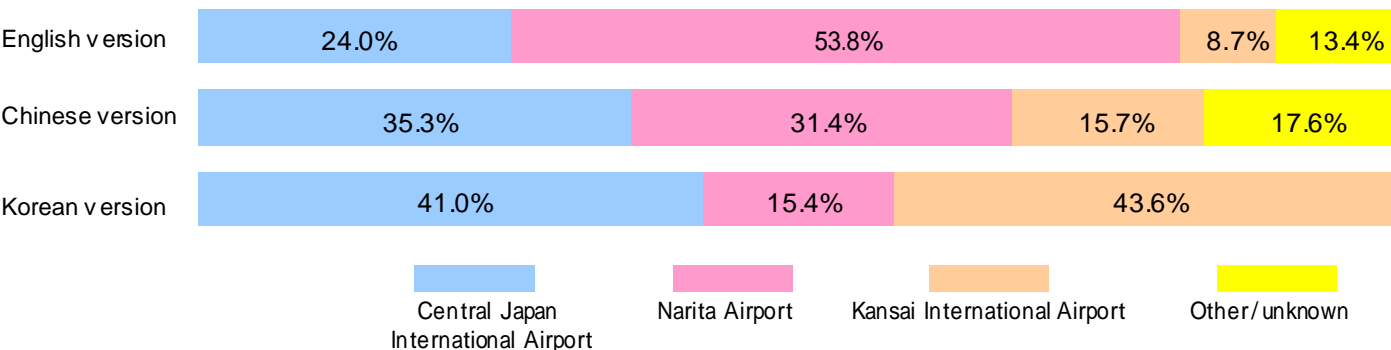
	Total	English	Chinese	Korean
Traveler	174	89.7%	92.3%	96.1%
Resident	20	10.3%	7.7%	3.9%
Total	194	100.0%	100.0%	100.0%



ROK	10
USA	4
Canada	2
China	2
Indonesia	1
France	1



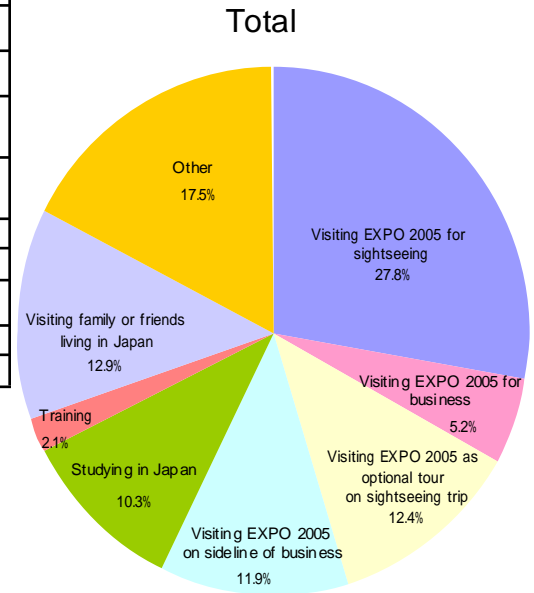
	Total	English	Chinese	Korean
Central Japan International Airport	54	27.8%	24.0%	35.3%
Narita Airport	78	40.2%	53.8%	31.4%
Kansai International Airport	34	17.5%	8.7%	15.7%
Other	22	11.3%	11.5%	9.8%
Unknown	6	3.1%	1.9%	7.8%
Total	194	100.0%	100.0%	100.0%



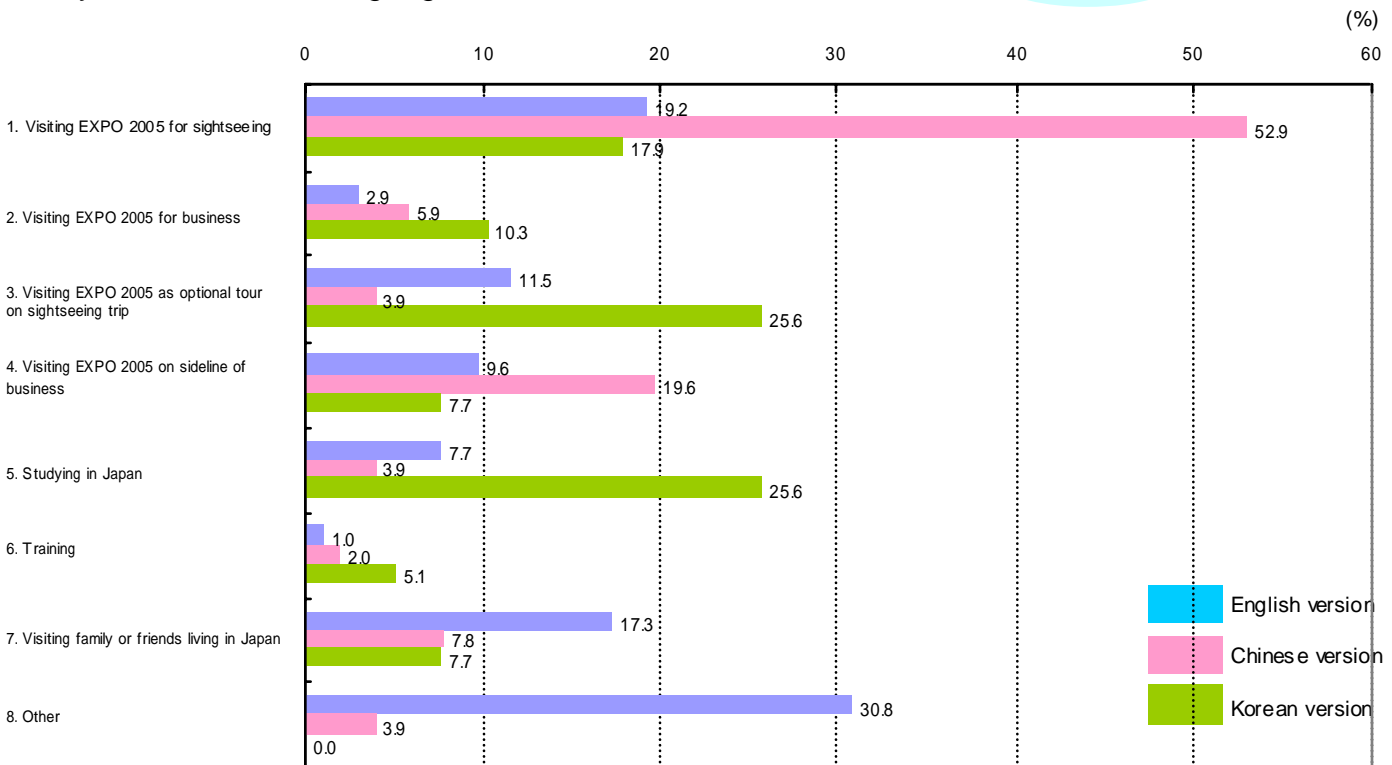
Q2: What is your main purpose on this trip? (SA)

1. Visiting EXPO 2005 for sightseeing
2. Visiting EXPO 2005 for business
3. Visiting EXPO 2005 as optional tour on sightseeing trip
4. Visiting EXPO 2005 on sideline of business
5. Studying in Japan
6. Training
7. Visiting family or friends living in Japan
8. Other ()

	Total		English		Chinese		Korean	
	No.	%	No.	%	No.	%	No.	%
1. Visiting EXPO 2005 for sightseeing	54	27.8	20	19.2	27	52.9	7	17.9
2. Visiting EXPO 2005 for business	10	5.2	3	2.9	3	5.9	4	10.3
3. Visiting EXPO 2005 as optional tour on sightseeing trip	24	12.4	12	11.5	2	3.9	10	25.6
4. Visiting EXPO 2005 on sideline of business	23	11.9	10	9.6	10	19.6	3	7.7
5. Studying in Japan	20	10.3	8	7.7	2	3.9	10	25.6
6. Training	4	2.1	1	1.0	1	2.0	2	5.1
7. Visiting family or friends living in Japan	25	12.9	18	17.3	4	7.8	3	7.7
8. Other	34	17.5	32	30.8	2	3.9	0	0.0
Total	194	100.0	104	100.0	51	100.0	39	100.0



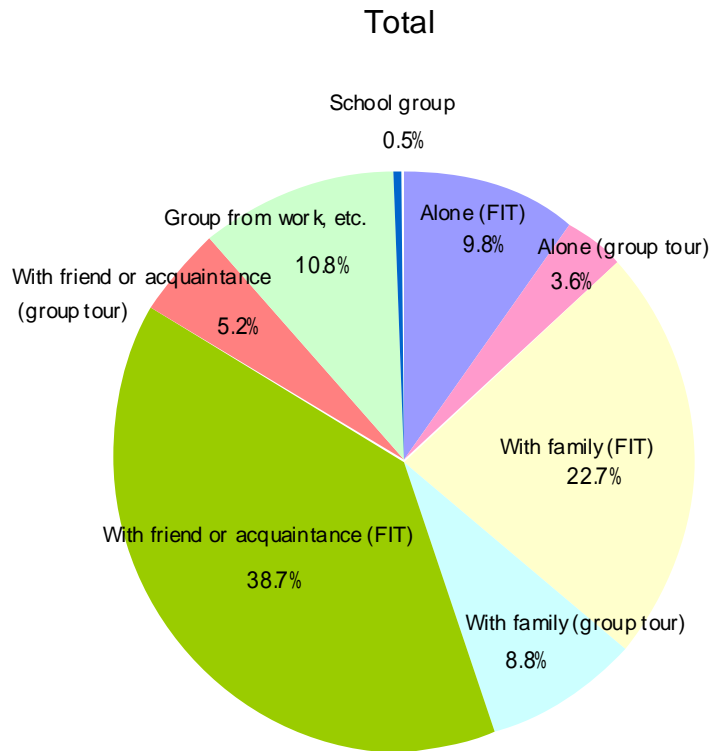
By Questionnaire Language



Q3: Who have you come to EXPO 2005 with this time? (SA)

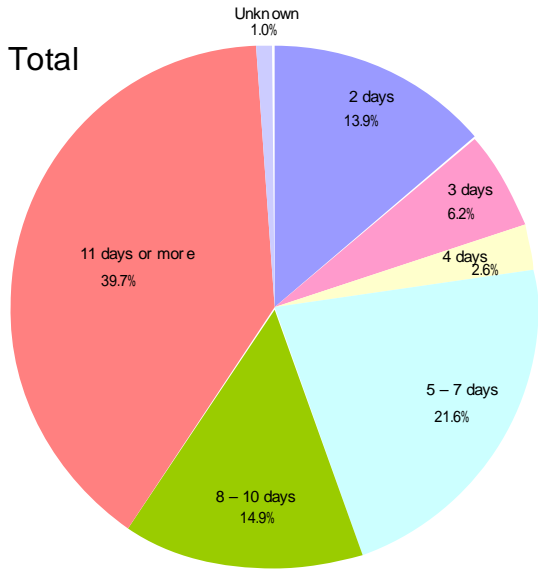
- 1. Alone (FIT)
- 2. Alone (group tour)
- 3. With family (FIT)
- 4. With family (group tour)
- 5. With friend or acquaintance (FIT)
- 6. With friend or acquaintance (group tour)
- 7. Group from work, etc.
- 8. School group
- 9. Other ()

	Total	English	Chinese	Korean
1. Alone (FIT)	19	9.8%	12.5%	3.9%
2. Alone (group tour)	7	3.6%	5.8%	2.0%
3. With family (FIT)	44	22.7%	26.0%	30.8%
4. With family (group tour)	17	8.8%	4.8%	23.5%
5. With friend or acquaintance (FIT)	75	38.7%	43.3%	25.6%
6. With friend or acquaintance (group tour)	10	5.2%	2.9%	10.3%
7. Group from work, etc.	21	10.8%	4.8%	23.1%
8. School group	1	0.5%	0.0%	0.0%
Total	194	100.0%	100.0%	100.0%

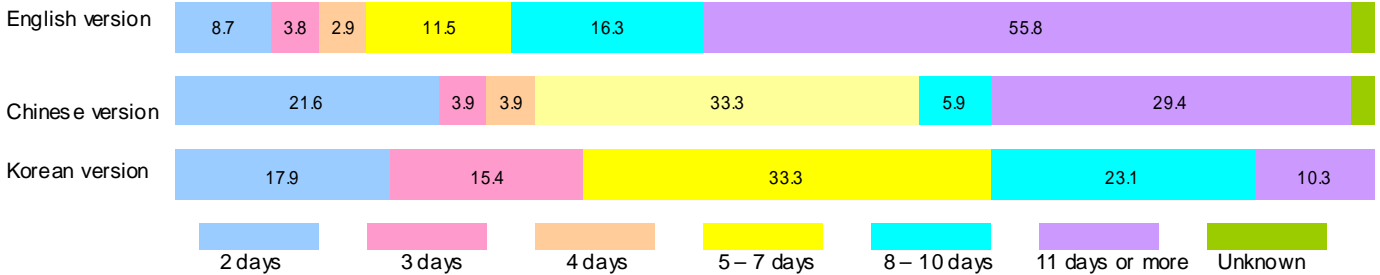


Q4: How many days have you scheduled for your present trip? (SA)

1. 2 days 2. 3 days 3. 4 days 4. 5-7 days 5. 8-10 days 6. 11 days or more



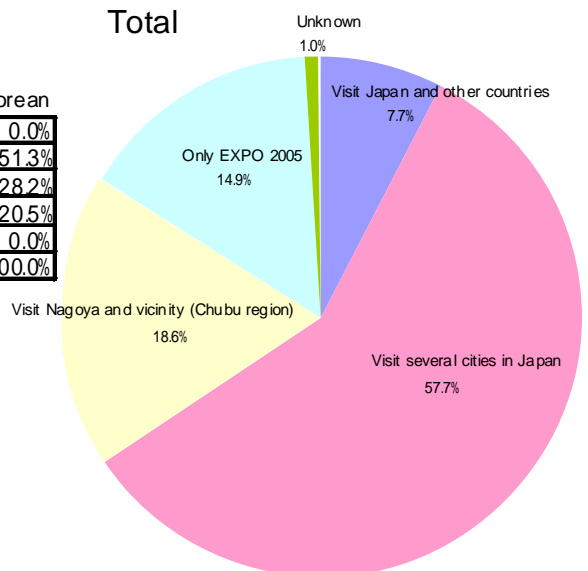
	Total	English	Chinese	Korean
1. 2 days	27 13.9%	8.7% 21.6%	17.9%	
2. 3 days	12 6.2%	3.8% 3.9%	15.4%	
3. 4 days	5 2.6%	2.9% 3.9%	0.0%	
4. 5-7 days	42 21.6%	11.5% 33.3%	33.3%	
5. 8-10 days	29 14.9%	16.3% 5.9%	23.1%	
6. 11 days or more	77 39.7%	55.8% 29.4%	10.3%	
Unknown	2 1.0%	1.0% 2.0%	0.0%	
Total	194 100.0%	100.0%	100.0%	



Q5: What is your schedule for this trip? (SA)

1. Visit Japan and other countries 2. Visit several cities in Japan 3. Visit Nagoya and vicinity (Chubu region)
4. Only EXPO 2005

	Total	English	Chinese	Korean
1. Visit Japan and other countries	15 7.7%	12.5% 3.9%	0.0%	
2. Visit several cities in Japan	112 57.7%	64.4% 49.0%	51.3%	
3. Visit Nagoya and vicinity (Chubu region)	36 18.6%	13.5% 21.6%	28.2%	
4. Only EXPO 2005	29 14.9%	9.6% 21.6%	20.5%	
Unknown	2 1.0%	0.0% 3.9%	0.0%	
Total	194 100.0%	100.0%	100.0%	



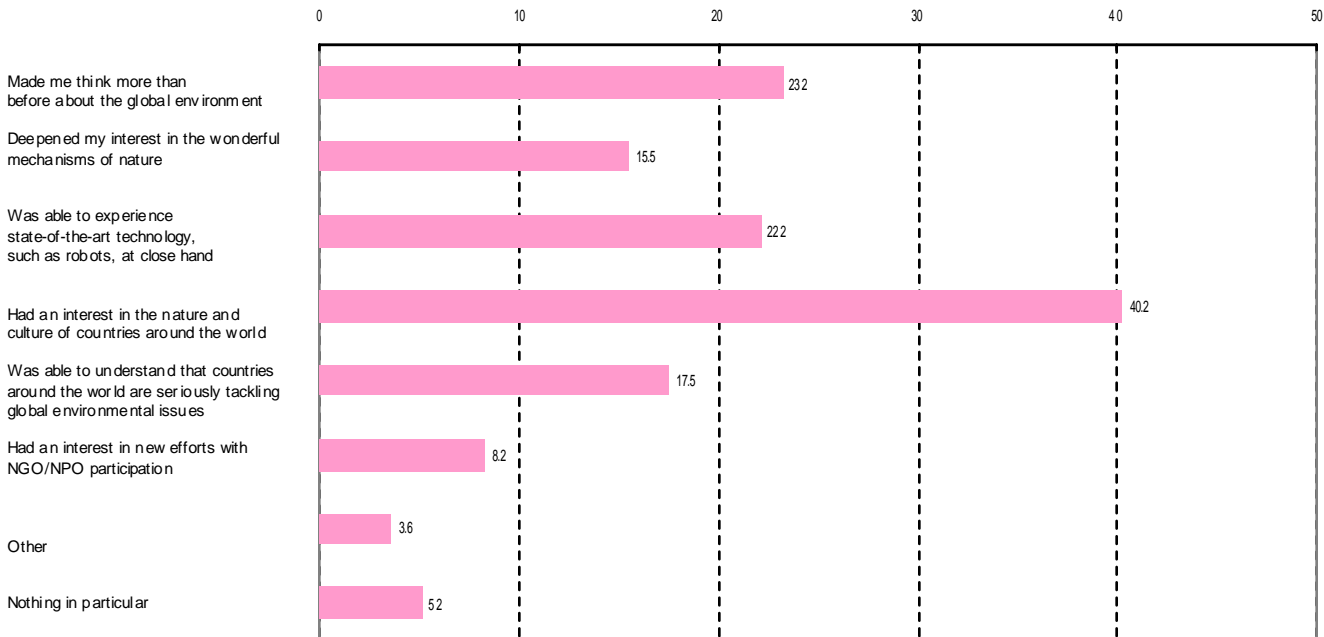
Q6: What are your impressions after visiting EXPO 2005? (MA)

1. Made me think more than before about the global environment
2. Deepened my interest in the wonderful mechanisms of nature
3. Was able to experience state-of-the-art technology, such as robots, at close hand
4. Had an interest in the nature and culture of countries around the world
5. Was able to understand that countries around the world are seriously tackling global environmental issues
6. Had an interest in new efforts with NGO/NPO participation
7. Other
8. Nothing in particular

Total

1. Made me think more than before about the global environment	45	23.2
2. Deepened my interest in the wonderful mechanisms of nature	30	15.5
3. Was able to experience state-of-the-art technology, such as robots, at close hand	43	22.2
4. Had an interest in the nature and culture of countries around the world	78	40.2
5. Was able to understand that countries around the world are seriously tackling global environmental issues	34	17.5
6. Had an interest in new efforts with NGO/NPO participation	16	8.2
7. Other	7	3.6
8. Nothing in particular	10	5.2

(%)



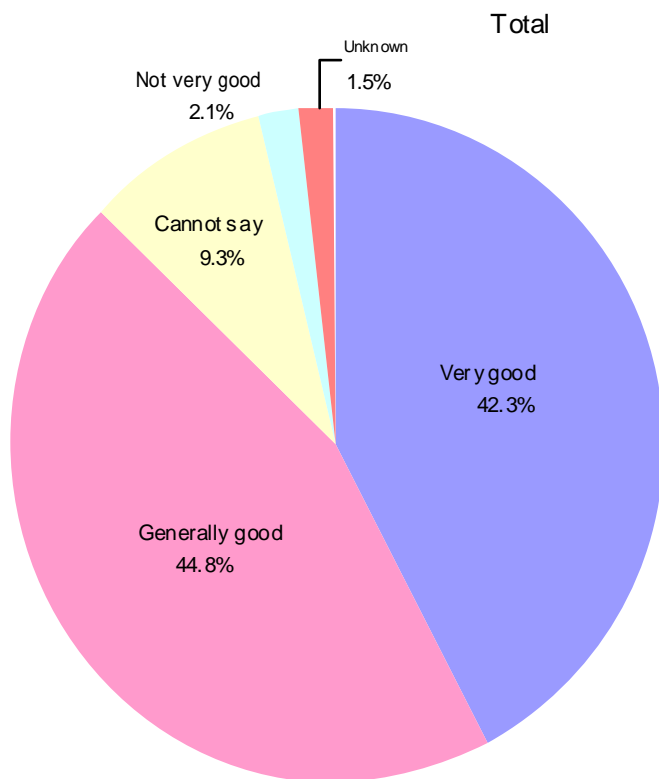
Q7: What is your overall impression of your visit to EXPO 2005 today and the reason? (SA/FA)

1. Very good 2. Generally good 3. Cannot say 4. Not very good 5. No good at all

Reason (_____)

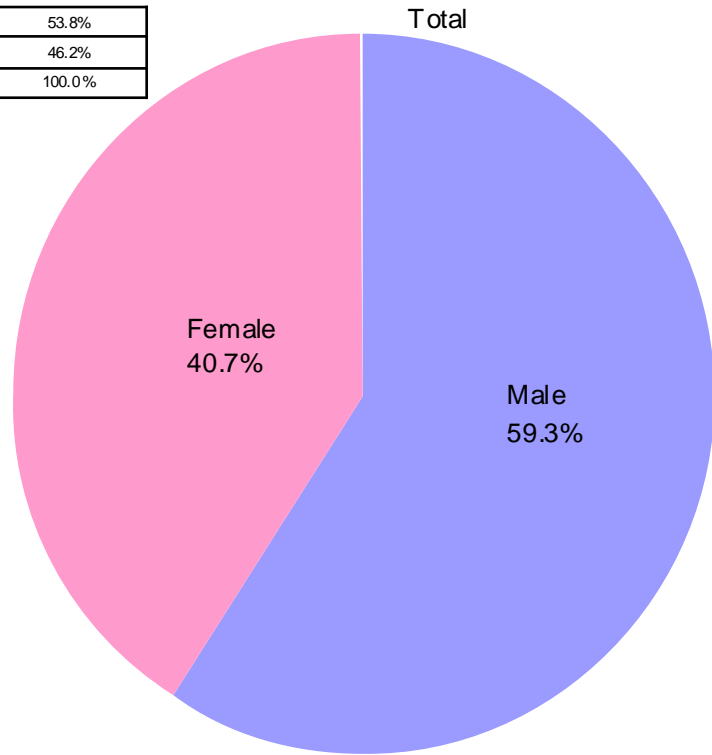
Total English Chinese Korean

1. Very good	82	42.3%	40.4%	43.1%	46.2%
2. Generally good	87	44.8%	51.9%	39.2%	33.3%
3. Cannot say	18	9.3%	5.8%	13.7%	12.8%
4. Not very good	4	2.1%	0.0%	2.0%	7.7%
5. No good at all	0	0.0%	0.0%	0.0%	0.0%
Unknown	3	1.5%	1.9%	2.0%	0.0%
Total	194	100.0%	100.0%	100.0%	100.0%



{F} Please give some personal details about yourself.

	Total	English	Chinese	Korean
1. Male	115	59.3%	56.7%	68.6%
2. Female	79	40.7%	43.3%	31.4%
Total	194	100.0%	100.0%	100.0%



	Total	English	Chinese	Korean
Teens	12	6.2%	6.7%	9.8%
20s	74	38.1%	36.5%	41.2%
30s	49	25.3%	22.1%	30.8%
40s	31	16.0%	12.5%	25.6%
50s	10	5.2%	5.8%	2.6%
60 and over	12	6.2%	10.6%	2.6%
Unknown	6	3.1%	5.8%	0.0%
Total	194	100.0%	100.0%	100.0%

