

Outline of the Economy Watchers Survey

1. Purpose of the survey

The purpose of the survey is to promptly gain an accurate grasp of region-by-region economic trends. By enlisting the cooperation of people holding jobs that enable them to observe activity closely related to regional economy, these survey results can be used as basic material for assessing economic trends.

2. Scope of the survey

(1) Survey area

The survey covers eleven regions across the country: Hokkaido, Tohoku, Northern Kanto, Southern Kanto, Tokai, Hokuriku, Kinki, Chugoku, Shikoku, Kyushu, and Okinawa. Prefectures included in each region are as follows. (The January 2002 survey covered five regions: Hokkaido, Tohoku, Tokai, Kinki, and Kyushu. The survey conducted in February through September 2002 covered six regions: the five regions above plus Kanto.)

Region		Prefecture
Hokkaido		Hokkaido
Tohoku		Aomori, Iwate, Miyagi, Akita, Yamagata, Fukushima, Niigata
Kanto	Northern Kanto	Ibaraki, Tochigi, Gunma, Yamanashi, Nagano
	Southern Kanto	Saitama, Chiba, Tokyo, Kanagawa
Tokai		Shizuoka, Gifu, Aichi, Mie
Hokuriku		Toyama, Ishikawa, Fukui
Kinki		Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama
Chugoku		Tottori, Shimane, Okayama, Hiroshima, Yamaguchi
Shikoku		Tokushima, Kagawa, Ehime, Kochi
Kyushu		Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, Kagoshima
Okinawa		Okinawa
National		All of the above

(2) Survey coverage

2,050 people were selected from among those engaged in jobs in industries that enable them to observe any development that sensitively reflects economic activities, such as household activity, corporate activity, and employment. For region-by-region and sector-by-sector composition of the survey objects, see attachment.

3. Questions asked

- (1) Assessment of current economic conditions (direction)
- (2) Reasons for (1)
- (3) Additional explanation of (2) and explanation of specific conditions
- (4) Assessment of future economic conditions (direction)
- (5) Reasons for (4)
- (Reference) Assessment of current economic conditions (level)

4. Survey date and period

The survey is conducted on a monthly basis and runs from the 25th of every month to the end of the month.

5. Research organizations

Under the supervision of the Cabinet Office, a research institute was designated as the “Regional Research Organization” for each region to conduct regional surveys, and a research institute was designated as the “Coordinating Research Organization” to collect and analyze the findings of the surveys conducted by each research organization.

(Coordinating Research Organization)		Mitsubishi UFJ Research and Consulting Co., Ltd.
(Regional Research Organizations)	Hokkaido	Hokkaido Research Institute for the Twenty-First Century Co., Ltd.
	Tohoku	Tohoku Regional Development Research Center
	Northern	Japan Economic Research Institute Co., Ltd.
	Kanto	
	Southern	Japan Economic Research Institute Co., Ltd.
	Kanto	
	Tokai	Mitsubishi UFJ Research and Consulting Co., Ltd.
	Hokuriku	Hokuriku Economic Research Institute
	Kinki	Resona Research Institute Co., Ltd.
	Chugoku	Chugoku Regional Research Center
	Shikoku	Shikoku Economic Federation
	Kyushu	Kyushu Economic Research Center
	Okinawa	Nansei Shoto Industrial Advancement Center

6. DI (Diffusion Index) computation method

The following points are assigned in accordance with the one-to-five scale for each category of response, and the DI is calculated by multiplying the points by the component ratio of each response category.

	Better	Slightly better	Unchanged	Slightly worse	Worse
Assess-ment	Will get better (Good)	Will get slightly better (Slightly good)	Will remain unchanged (Neither good nor bad)	Will get slightly worse (Slightly bad)	Will get worse (Bad)
Point	+1	+0.75	+0.5	+0.25	0

Ministry of Public Management, Home
Affairs, Posts and Telecommunications
Approval No. 27256
Valid until April 30, 2010

Cabinet Office

Economy Watchers Survey: Questionnaire

Please answer to the following questions concerning the economic conditions surrounding you on the basis of your observation of the conditions of your daily work or your customer's behavior.

Question 1

This question concerns current economic conditions. Do you think that the economic conditions surrounding you this month are good or bad?

Choose one of the following five answers. Press the button that corresponds to your answer and then the # button on your telephone. [Telephone survey]

Choose one of the following five answers and enter the number in the answer column on the right. [E-mail survey]

Choose one of the following five answers and click on the corresponding number below. [Web survey]

(Common to all monitors)

1. Good 2. Slightly good 3. Neither good nor bad 4. Slightly bad 5. Bad

Question 2

This question concerns the direction of economic conditions. Do you think that the economic conditions surrounding you this month are better or worse compared with those three months ago?

Choose one of the following five answers. Press the button that corresponds to your answer and then the # button on your telephone. [Telephone survey]

Choose one of the following five answers and enter the number in the answer column on the right. [E-mail survey]

Choose one of the following five answers and click on the corresponding number below. [Web survey]

(Common to all monitors)

1. Better 2. Slightly better 3. Unchanged 4. Slightly worse 5. Worse

Question 3

On which point did you attach importance in your answer to Question 2?

Choose one of the following 6 (5) answers. Press the button that corresponds to your answer and then the # button on your telephone. [Telephone survey]

Choose one of the following 6 (5) answers and enter the number in the answer column on the right. [E-mail survey]

Choose one of the following 6 (5) answers and click on the corresponding number below. [Web survey]

(Monitors of household activity)

1. Change in number of visiting customers 2. Change in sales volume
3. Change in unit prices 4. Customer behavior 5. Condition of competitors 6. Others

(Monitors of corporate activity)

1. Change in orders received and sales volume 2. Change in order value and selling prices
3. Behavior of business partners 4. Condition of competitors 5. Others

(Monitors of employment)

1. Change in the number of job offers 2. Change in the number of job applicants
3. Change in the number of people employed 4. Condition of employment patterns
5. Conditions of nearby companies 6. Others

(To be continued)

Question 4-1

This question is for those who have chosen the following numbers in Question 3.
 (Monitors of household activity) Those who chose 1, 2 or 3.
 (Monitors of corporate activity) Those who chose 1 or 2.
 (Monitors of employment) Those who chose 1, 2 or 3.

If you have anything to add to your response, please specify.
 Please speak after the tone within 30 seconds. Press the # button at the end. [Telephone survey]
 If you have anything to add to your response, please specify within 300 letters. [E-mail survey]
 If you have anything to add to your response to Question 3, please specify within 300 letters.
 [Web survey]

(Common to all monitors)

Free answer

Question 4-2

This question is for those who have chosen the following numbers in Question 3.
 (Monitors of household activity) Those who chose 4, 5 or 6.
 (Monitors of corporate activity) Those who chose 3, 4 or 5.
 (Monitors of employment) Those who chose 4, 5 or 6.

Please tell us about your response in specific terms.
 Please speak after the tone within 30 seconds. Press the # button at the end. [Telephone survey]
 Please write about your response in specific terms within 300 letters. [E-mail survey]
 Please write about your response to Question 3 in specific terms within 300 letters. [Web survey]

(Common to all monitors)

Free answer

Question 5

This question concerns future economic conditions. Do you think the economic conditions surrounding you will get better or worse 2 to 3 months from now?

Choose one of the following five answers. Press the button that corresponds to your answer and then the # button on your telephone at the end. [Telephone survey]

Choose one of the following five answers and enter the number in the answer column on the right. [E-mail survey]

Choose one of the following five answers and click on the corresponding number below. [Web survey]

(Common to all monitors)

1. Better 2. Slightly better 3. Unchanged 4. Slightly worse 5. Worse

Question 6

Please specify the reason for your answer to Question 5.

Please speak after the tone within 30 seconds. Press the # button at the end. [Telephone survey]

Please write the reason for your response within 300 letters. [E-mail survey, Web survey]

(Common to all monitors)

Free answer

Thank you very much for your cooperation. [Telephone survey]

<After filling out the survey, please send your e-mail to the following address. Thank you very much for your cooperation.> [E-mail survey]

This is the final confirmation. Your answers are as below. If these answers are O.K., please press "Send". Your answers have been sent. Thank you very much for your cooperation. [Web survey]