

**SOCIAL SURVEYS ON THE JAPANESE PERCEPTION OF RISKS IN  
ENERGY RELATED ACTIVITIES (1): METROPOLITAN-AREA-  
SURVEY, RURAL-AREA-SURVEY, AND STUDENTS-SURVEY.**

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The concept of 'risk' consists of two factors of danger and benefit. Tsuchida and Itoh (2003) categorized perceived risks into four types by the criterions of danger and benefit, and proposed application of it to risk communication. On the theoretical theme of this risk types, we carried out three social surveys to investigate the Japanese citizens' risk perceptions in energy related activities. Metropolitan-Area-Survey (N=1,009) and Rural-Area-Survey (N=1,256) were designed on the predictions that community and information environment in the

metropolitan areas and in rural areas would be different, which would have an effect on the risk perceptions and social psychological factors related to them. In addition, we collected data of 1,338 undergraduates at nine universities in Japan. The details of the surveys were as follows. The population of Metropolitan-Area-Survey was the inhabitants of metropolitan areas in Tokyo and Kansai (Osaka-city, Kyoto-city, and Kobe-city) who were between 16 and 65 years old. The population of Rural-Area-Survey was the individuals living in the medium- to small-sized municipalities (with lower than 200,000 inhabitants) all over Japan whose ages were from 16 to 65 years. In both surveys 1800 respondents were randomly chosen from the resident registration lists by two stage random sampling method, and the surveys were administered over face-to-face interview at the respondents' homes, while Student-Survey administered over paper-and-pencil method at the classrooms. Metropolitan-Area-Survey was conducted on November and December 2003 (response rate = 56.1%), Rural-Area-Survey on June and July 2004 (response rate = 69.8%), and Student-Survey from October 2003 to June 2004. The major questions of the surveys were a) associations with nuclear power plants and high level radioactive waste, b) evaluations on danger, benefit, fear, and concern to risks, c) knowledge of the Japanese energy related activities, d) attitudes toward the Japanese policy on energy and perception of the public opinions of it, e) trust to the information sources, f) values of life, and g) attitudes toward interpersonal relations and community.