FY 2014 Japan Fair Trade Commission Performance Evaluation Report (Standard Format) (The Japan Fair Trade Commission 26-(1))

					` 1	Trade Commission 20-(1))					
Name of the Activity	Public relations and public hearings on competition policy, etc.										
-	Public relations and public hearings on competition policy										
Outline of Activity	Seeking to promote public understanding of competition policy by engaging in activities to distribute information										
	about the Antimonopoly Act, etc. and the JFTC's activities using press releases, the JFTC website, and other means,										
Outline of Activity	and by engaging in information gathering activities to understand the opinions and requests of a broad cross-section										
	of the public through communication with diverse groups of people.										
	Seeking to enhance public understanding of competition policy and seeking to promote competition policy										
Cool	effectively and appropriately in the future by providing the public with a broad range of information on the details of										
Goal	the Antimonopoly Act, etc. and the JFTC's activities, and gathering opinions and requests from the general public										
	through close communication.										
	Droots	down of Budget	FY 2012	FY 2013	FY 2014	Amount requested for					
	Бтеакс	down of budget	F1 2012	F1 2013	F1 2014	FY2015					
	Amount Allocated (thousand yen)	Initial budget (a)	29,320	25,930	25,437						
		Supplementary	0	0							
Budget-Related Activity		0 4 4 5 4 4 4 7	0	U							
Budget-Related Activity		Budget Carried(c)	0	0							
	J/	Total(a+b+c)	29,320	25,930							
	Exe	cuted amount	25.041	10.000							
	(th	ousand yen)	25,041	19,998							
Important Cabinet Policy	_			·							
Related to the Activity											
(Main Administrative											
Policy Speeches, etc.)	licy Speeches, etc.)										

	The JFTC for One Day		A	ctual Resu	ılts		Year in this evaluation	Target achievement	
	(No.of times)	FY 2009	FY 2010	FY 2011	FY 2012 8	FY 2013 8	FY 2013		
	Target Figures for Each Fiscal Year	_	3	8	8	8		Achieved	
	Consumer seminars		A	Year in this evaluation	Target achievement				
	(No. of times)	FY 2009	FY 2010 38	FY 2011 39	FY 2012 50		FY 2013	Achieved	
	Target Figures for Each Fiscal Year	_	25	41	41	42			
	Antimonopoly Act		A		Year in this evaluation	Target achievement			
	workshop(No. of times)	FY 2009 47	FY 2010 82	FY 2011 96	FY 2012 112	FY 2013 141	FY 2013	Achieved	
	Target Figures for Each Fiscal Year	32	44	75	76				
Evaluation Index	Meeting with local experts (No. of times)		A	Year in this evaluation	Target achievement				
		FY 2009 88	FY 2010 84	FY 2011 82	FY 2012 82	FY 2013 88	FY 2013	Achieved	
	Target Figures for Each Fiscal Year	91	91	85	83				
	The state of information provision about the	State of	progress (Year in this evaluation	Target achievement				
	Antimonopoly Act, associated policies, and JFTC	FY 2009 FY 2010 FY 2011 FY 2012 FY 2013					FY 2013		
	activities as well as the state of increased understanding among the public about competition policy through ascertaining the opinions and requests of a broad crosssection of the public by means of communications with diverse groups of people Target Figures for Each Fiscal Year		Se		Considerable progress has been made				

	•									
		Administrative organization	Considerable progress has been made							
	Measurements of target achievement rates	common classification Basis of judgment	The JFTC reached the targets for four of the evaluation indices — number of JFTC for One Day even held, number of consumer seminars held, number of Antimonopoly Act workshops held, and number of meetings with local experts held. With respect to the fifth evaluation index — the state of information provision about the Antimonopoly Act, associated policies, and JFTC activities as well at the state of increased understanding among the public about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with diverse groups of people — the JFTC has shown a certain amount of success and initiatives have progressed to a certain degree, but the target of increasing the public's understanding about competition policy has not been attained.							
results	Analysis of the activity	Antimonopoly Act, associated policy understanding of competition policy communications with diverse group. The levels of recognition, however, cannot be said to be high, and the leat the opinions of local experts and	as a whole, the activity can be deemed as necessary and effective in providing information on the cies, and JFTC activities to a broad cross-section of the public and in striving to increase public by through ascertaining the opinions and requests of a broad cross-section of the public by means of the propose. Furthermore, the activity is recognized to have been conducted efficiently. It is a significant issue. According to the Web questionnaire, the levels of recognition of the JFTC itself evels of recognition of the JFTC for One Day and other PR activities remains low. Furthermore, looking Committee members, there are calls requesting expanded and enhanced PR activities. Therefore, it is to advance its PR and public consultation activities with the goal of increasing the public's ye.							
Evaluation results	Directions to be reflected in next-term targets	Evaluation Index The activity can be deemed as being effectively and appropriately advantall indices and will continue to advantall indices and indices a	g necessary and effective in striving to increase public understanding of competition policy and to ce future competition policy. Therefore, the JFTC will maintain the current approach to target setting for ance PR and public consultation activities. The attained for the number of JFTC for One Day events, consumer seminars, and Antimonopoly Act in of these activities are not high. Furthermore, local experts and Committee members have called for in the comments, such as: "It is necessary to provide clear and understandable explanations, as inful effects of Antimonopoly Act violations. I would like to see even more active hosting of consumer civities that feel familiar to consumers lead to significant outcomes." "The Antimonopoly Act is a dents as they become consumers and members of society, and the Antimonopoly Act workshops are into the learn about the Antimonopoly Act and the JFTC. Therefore, I would like the JFTC to actively its." Thus, the JFTC must work to increase the number of participants by offering more events and all its programs, such as, for example, promoting Antimonopoly Act workshops at meetings attended by							
		target's behavior has changed as a rare expecting information on consu expectations will not have been meattendees that the Antimonopoly Advantage of the control of the control of the change of the	out PR activities with a clear definition of who the intended target is and tailor the content of the							

• Regarding the target of the Web questionnaire, selecting many scholars and educators who are thought to have a latent interest in the JFTC

• Regarding PR via social media, why not have personnel skilled in information communications to post information on social media that

• The JFTC should take advantage of the wonderful opportunities where social studies and civics educators gather to have Antimonopoly

Use of Expert Knowledge is in itself not bad. However, by not including homewives, for example, in the questionnaire, it is not appropriate in my opinion to label the

respondents as representing the "general public." (Mr. Tanaka)

(The JFTC replied that it would like to study the suggestion.)

Act workshops incorporated into annual curriculums. (Mr. Konishi)

(The JFTC adjusted the section as suggested.)

will trigger readers' interests? (Mr. Tanaka)

(The JFTC adjusted the section as suggested.)

(1) Questionnaire on understanding, satisfaction, etc., conducted after consumer seminars, JFTC, April 12, 2013 – March 8, 2014 Surveyed consumer seminar participants — 868 valid responses to the question on understanding and 869 to the question on satisfaction Methodology: Multiple choice and spaces for write-in comments

(2) Questionnaire on understanding, satisfaction, etc., conducted after Antimonopoly Act workshops, JFTC, April 16, 2013 – March 17, 2014

Surveyed Antimonopoly Act workshop participants (middle-school, high-school, and university students) — 8,719 valid responses to the question on understanding and 8,826 to the question on satisfaction

Methodology: Multiple choice and spaces for write-in comments

(3) Awareness questionnaire conducted after JFTC for One Day events, JFTC, June 4, 2013 – February 18, 2014 Surveyed 602 JFTC for One Day event attendees (number of valid responses)

Methodology: Multiple choice

(4) Study of the equivalent advertising value of newspaper articles that reported on JFTC's PR activities, Japan Information Service Inc. Examined 225 newspaper articles about JFTC press releases and other PR activities

Methodology: estimated the equivalent advertising value of the articles by multiplying the articles' sizes by a unit price calculated based on the lowest "in-article" advertising fee from the media advertising rates listed in Media Data 2013 (a Media Research Center Inc. publication)

Materials and Other Information Used During Policy Evaluation

- (5) Summary of proceedings from the 194th Antimonopoly Meeting (April 24, 2013 press release)
- (6) Summary of proceedings from the 195th Antimonopoly Meeting (July 3, 2013 press release)
- (7) Summary of proceedings from the 196th Antimonopoly Meeting (December 11, 2013 press release)
- (8) Main opinions of Antimonopoly Policy Cooperation Committee members (first half of FY 2013) (October 16, 2013 press release)
- (9) Main opinions of Antimonopoly Policy Cooperation Committee members (second half of FY 2013) (April 16, 2014 press release)
- (10) Main opinions expressed at meetings between experts and the JFTC (January 22, 2014 press release)
- (11) Web questionnaire on JFTC PR activities

Respondents (1,017 valid responses): 264 salaried employees, 242 educators, 175 students, 132 business owners, 79 legal professionals, and 125 classed as other profession

Methodology: Web questionnaire (multiple-choice questions and free-response questions)

Conducted by: Intage Inc.

Survey duration: March 26 – 28, 2014

These documents are held by the General Affairs Division, Secretariat, JFTC.

			Hiroshi kasahara,		
Responsible Department	General Affairs	Responsible Person	Director of	Year/Month for	April – July, 2014
Responsible Department	Division, Secretariat		General Affairs	Policy Evaluation	April – July, 2014
			Division,		

					State of progre	ess c	of the activity (ac	tual	results)		
		F	Y 2009		FY 2010		FY 2011		FY 2012		FY 2013
		activities of the JFTC to a broad segment of the public, beginning with the activities listed below, and strive to increase understanding about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with		Antimonopoly Act, associated policies, and the activities of the JFTC to a broad segment of the public, beginning with the activities listed below, and strive to increase understanding about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of		Antimonopoly Act,		activities of the JFTC to a broad segment of the public, beginning with the activities listed below, and strive to increase understanding about		Antimonopoly Act, associated policies, and the activities of the JFTC to a broad segment of the public, beginning with the activities listed below, and strive to increase understanding about	
		(1) meet	isory panel tings on nonopoly policy	(1)	As on the left [2]	(1)	As on the left [4]	(1)	As on the left [2]	(1)	As on the left [3]
		(2) Pres [278	s releases	(2)	As on the left [267]	(2)	As on the left [253]	(2)	As on the left [258]	(2)	As on the left [286]
	The state of information provision about the Antimonopoly Act, associated policies, and JFTC activities as well as the state of increased	(3) experiments equivalent (3) report PR and news	ount of advertising enditures valent to the me of articles rted the JFTC's activities in spaper	(3)	As on the left [¥ 456 57 millions]	(3)	As on the left [¥ 836 77 million]	(3)	As on the left [522 45 million]	(3)	As on the left [390 36 million]
Evaluation Index	understanding among the public about competition policy through ascertaining the opinions and requests of a broad cross-section of the public by means of communications with diverse groups of people	No 6 (4) e-ma [4,08	of accesses to the		As on the left [4,508]				As on the left [5,070]		As on the left [5,382]
		(5) JFT([2,70	t page of the C website 00,101] of accesses to	(5)	As on the left [2,453,330]	(5)	As on the left [2,489,509]	(5)	As on the left [1,938,070]	(5)	As on the left [2,114,771]
		(6) broc on the Act webs	hures and videos ne Antimonopoly on the JFTC	(6)	As on the left [286,420]		As on the left [317,197]	(6)	As on the left [515,846]	(6)	As on the left [180,667]
		(7)	_	(7)	_	(7)	Average rating of JFTC for One Day events by attendees [86%] [See Note 1]	(7)	As on the left [79%]	(7)	As on the left [91%]
		(8)	_	(8)	Participant degree of understanding of consumer seminars as a percentage [85%] [See Note 2] Participant degree of	(8)	As on the left [88%]	(8)	As on the left [83%]	(8)	As on the left [84%]
		(9)	_	(9)	satisfaction with consumer seminars as a percentage [71%] [See Note 2] Participant degree of	(9)	As on the left [73%]	(9)	As on the left [74%]	(9)	As on the left [70%]
		(10)	-	(10)	understanding of Antimonopoly Act workshops as a percentage [87%] [See Note 2]	(10)	As on the left [89%]	(10)	As on the left [88%]	(10)	As on the left [91%]
		(11)	-		Participant degeree of satisfaction with AMA workshops as a percentage [87%] [See Note 2]				As on the left [87%]		As on the left [88%]
	Target Figures for Each Fiscal Year	of the pu	ablic and increa	se u	Antimonopoly Act nderstanding about ublic by means of c	com	petition policy thro	ough	ascertaining the op		_

Note 1: The average rating of JFTC for One Day events by attendees is the percentage of attendees who answered either "very good activity" or "good activity" when asked on a post-event questionnaire about the JFTC for One Day activity

Note 2: Degree of understanding is percentage of participants who replied "Completely comprehensible" or "Mostly comprehensible" in the questionnaire survey

Degree of satisfaction is the percentage of participants who replied "Satisfied" or "Mostly satisfied" in the questionnaire survey