

FY 2014 Japan Fair Trade Commission Performance Evaluation Report (Standard Format)

(The Japan Fair Trade Commission 26-(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, 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.					
Goal	Seeking to enhance public understanding of competition policy and seeking to promote competition policy effectively and appropriately in the future by providing the public with a broad range of information on the details of the Antimonopoly Act, etc. and the JFTC's activities, and gathering opinions and requests from the general public through close communication.					
Budget-Related Activity	Breakdown of Budget		FY 2012	FY 2013	FY 2014	Amount requested for FY2015
	Amount Allocated (thousand yen)	Initial budget (a)	29,320	25,930	25,437	
		Supplementary budget (b)	0	0		
		Budget Carried (c)	0	0		
		Total (a+b+c)	29,320	25,930		
	Executed amount (thousand yen)		25,041	19,998		
Important Cabinet Policy Related to the Activity (Main Administrative Policy Speeches, etc.)	—					

Evaluation Index	The JFTC for One Day (No.of times)		Actual Results					Year in this evaluation	Target achievement	
			FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2013	Achieved	
			1	4	8	8	8			
			—	3	8	8	8			
	Target Figures for Each Fiscal Year									
	Consumer seminars (No. of times)		Actual Results					Year in this evaluation	Target achievement	
			FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2013	Achieved	
			—	38	39	50	49			
			—	25	41	41	42			
	Target Figures for Each Fiscal Year									
	Antimonopoly Act workshop(No. of times)		Actual Results					Year in this evaluation	Target achievement	
			FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2013	Achieved	
			47	82	96	112	141			
			32	44	75	76	86			
	Target Figures for Each Fiscal Year									
	Meeting with local experts (No. of times)		Actual Results					Year in this evaluation	Target achievement	
			FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2013	Achieved	
			88	84	82	82	88			
			91	91	85	83	80			
	Target Figures for Each Fiscal Year									
The state of information provision about the Antimonopoly Act, associated policies, and JFTC activities as well as 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		State of progress of the activity (actual results)					Year in this evaluation	Target achievement		
		FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2013	Considerable progress has been made		
		See Attachment								
Target Figures for Each Fiscal Year										

Materials and Other Information Used During Policy Evaluation	<p>(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</p> <p>(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</p> <p>(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</p> <p>(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)</p>				
	(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)				
	<p>(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</p>				
	These documents are held by the General Affairs Division, Secretariat, JFTC.				

Responsible Department	General Affairs Division, Secretariat	Responsible Person	Hiroshi kasahara, Director of General Affairs Division,	Year/Month for Policy Evaluation	April – July, 2014
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Evaluation Index		State of progress of the activity (actual results)				
		FY 2009	FY 2010	FY 2011	FY 2012	FY 2013
		Provide information on the 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 communications with diverse groups of people	Provide information on the 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 communications with diverse groups of people	Provide information on the 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 communications with diverse groups of people	Provide information on the 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 communications with diverse groups of people	Provide information on the 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 communications with diverse groups of people
Evaluation Index	The state of information provision about the Antimonopoly Act, associated policies, and JFTC activities as well as 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	(1) Advisory panel meetings on antimonopoly policy [4]	(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) Press releases [278]	(2) As on the left [267]	(2) As on the left [253]	(2) As on the left [258]	(2) As on the left [286]
		(3) Amount of advertising expenditures equivalent to the volume of articles reported the JFTC's PR activities in newspaper [¥922.31 million]	(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]
		(4) No of subscribers to e-mail newsletters [4,088]	(4) As on the left [4,508]	(4) As on the left [4,797]	(4) As on the left [5,070]	(4) As on the left [5,382]
		(5) No of accesses to the front page of the JFTC website [2,700,101]	(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) No of accesses to brochures and videos on the Antimonopoly Act on the JFTC website [193,986]	(6) As on the left [286,420]	(6) 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]	(8) As on the left [88%]	(8) As on the left [83%]	(8) As on the left [84%]
		(9) —	(9) Participant degree of satisfaction with consumer seminars as a percentage [71%] [See Note 2]	(9) As on the left [73%]	(9) As on the left [74%]	(9) As on the left [70%]
		(10) —	(10) Participant degree of 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) —	(11) Participant degree of satisfaction with AMA workshops as a percentage [87%] [See Note 2]	(11) As on the left [89%]	(11) As on the left [87%]	(11) As on the left [88%]
	Target Figures for Each Fiscal Year	Provide information on the Antimonopoly Act, associated policies, and the activities of the JFTC to a broad segment of the public and increase understanding 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.				

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