

The 2026 Public Opinion Survey on Healthcare in Japan

Health and Global Policy Institute

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1. Survey participants

- Respondents: Men and women age 20 and over and living in Japan
- Study format: Online survey
- Total number of surveys distributed: 33,985
- Number of responses: 1,587 (Response rate: 4.66%)
- Number of valid responses: 1,000 (Collection ended once 1,000 valid responses were submitted)
- Survey period: From December 26, 2025 to January 5, 2026
- Sampling: Adjusted by age, gender, and area of residence

2. Respondent information

n=1,000

Respondent information		Percentage
Region	Hokkaido-Tohoku	10.9
	Kanto	35.9
	Chubu	16.7
	Kansai	16.6
	Chugoku-Shikoku	8.6
	Kyushu-Okinawa	11.3
	Age group	20s
30s		12.7
40s		15.6
50s		17.5
60s		14.2
70s		15.4
80 and older		12.2
Gender		Male
	Female	51.4

2. Respondent information

n=1,000

Respondent information	Percentage	
Current type of health insurance coverage (as either an insured person or a dependent)	Japan Health Insurance Association	19.8
	Society-managed health insurance (mainly major companies)	17.4
	Mutual aid association (mainly civil servants)	5.2
	National Health Insurance (provided by municipal governments)	31.2
	National Health Insurance society (for self-employed individuals like architects, physicians, pharmacists, etc.)	1.8
	Medical Care System for the Advanced Elderly (for people age 75 and older)	13.4
	Other	1.4
	I don't know	9.8

2. Respondent information

n=1,000

Respondent information		Percentage
Occupation	Company employee	27.7
	Self-employed	4.0
	Civil servant, teacher, or non-profit organization staff	4.2
	Dispatch or fixed-term contract employee	4.5
	Agriculture, forestry, or fisheries	0.1
	Specialist (healthcare-related)	2.0
	Part-time employee	13.4
	Full-time homemaker	18.1
	Student	1.4
	Unemployed	22.4
	Other	2.2

2. Respondent information

n=1,000

Respondent information	Percentage	
Household structure (Includes regular cohabitants and others who share the cost of living, including temporary absentees)	No cohabitants (Living alone)	22.7
	Spouse or partner	29.8
	Spouse/partner with children under 18	10.1
	Spouse/partner with children under 18 and over 18	0.7
	Spouse/partner with children over 18	9.2
	Spouse/partner and parents/parents-in-law	1.0
	Parents or parents-in-law	12.5
	Parents/parents-in-law and male or female siblings/siblings-in-law	4.4
	Male or female siblings/siblings-in-law	0.6
	Children under 18	0.8
	Children over 18	3.0
	Children over 18 and grandchildren	0.6
	Other	4.6

2. Respondent information

n=1,000

Respondent information		Percentage
Annual household income (Yen)	Under 3 million	23.9
	3 to under 5 million	23.0
	5 to under 7 million	12.4
	7 to under 9 million	6.8
	9 million to under 11 million	6.2
	11 million to under 15 million	5.4
	15 million or more	2.0
	I don't know	20.3
Are you currently living with a health condition that requires regular visits to a health institution (such as a hospital or clinic) for treatment?	Yes	52.3
	No	47.7

3. Satisfaction in healthcare

Q1 Please share your degree in satisfaction with healthcare or the healthcare system in Japan today. Which option most closely matches your opinion for the following items? (Select one)

n = 1,000
Percentage

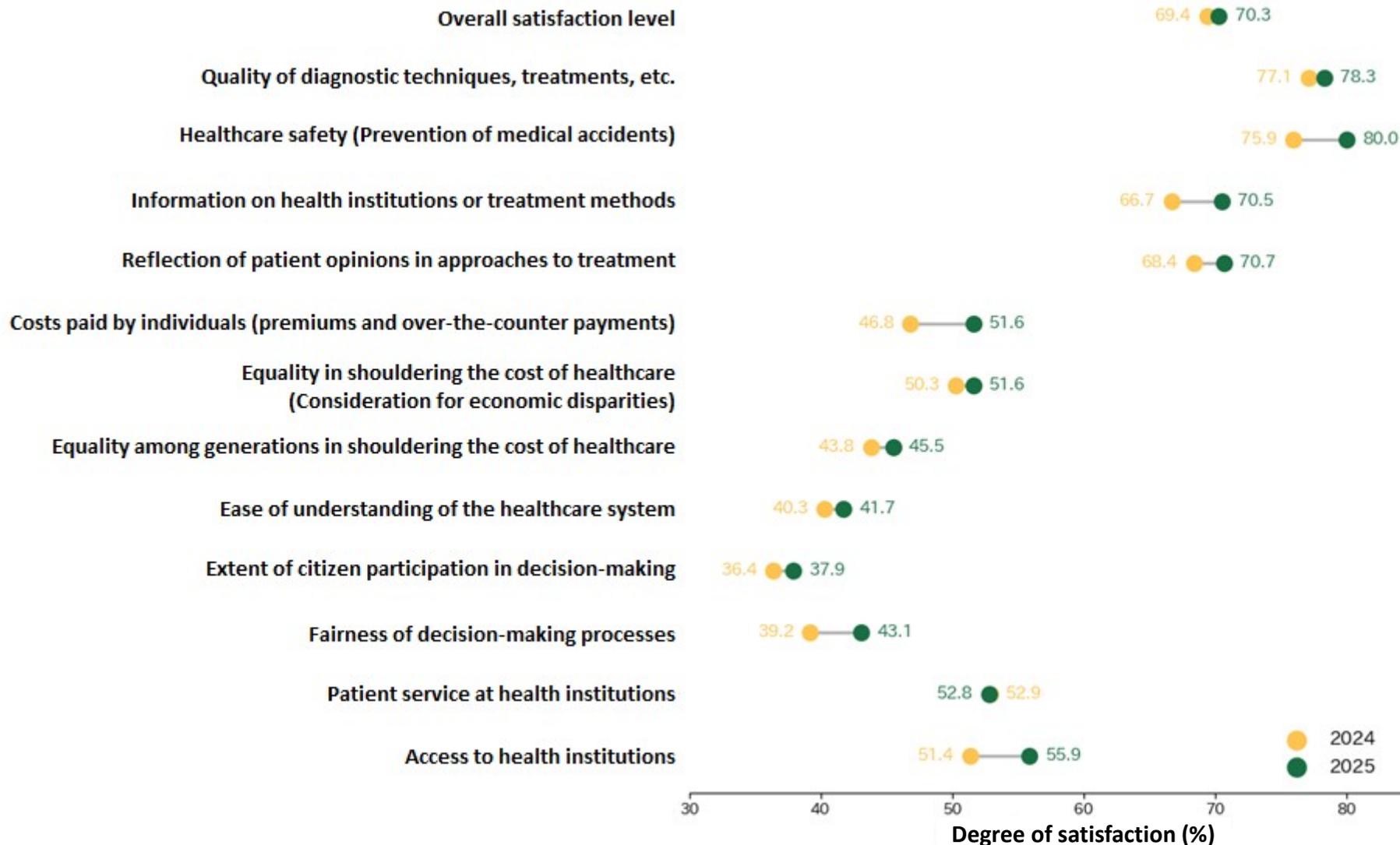
Item	Very Dissatisfied	Dissatisfied	Satisfied	Very satisfied
Overall satisfaction level	4.1	25.6	64.1	6.2
Quality of diagnostic techniques, treatments, etc.	2.3	19.4	70.3	8.0
Healthcare safety (Prevention of medical accidents)	2.0	18.0	72.3	7.7
Information on health institutions or treatment methods	2.4	27.1	64.3	6.2
Reflection of patient opinions in approaches to treatment	2.0	27.3	64.8	5.9
Costs paid by individuals (premiums and over-the-counter payments)	10.0	38.4	46.6	5.0
Equality in shouldering the cost of healthcare (Consideration for economic disparities)	8.4	40.0	46.1	5.5
Equality among generations in shouldering the cost of healthcare	10.1	44.4	40.7	4.8
Ease of understanding of the healthcare system	11.0	47.3	37.4	4.3
Extent of citizen participation in decision-making	9.2	52.9	33.6	4.3
Fairness of decision-making processes	9.5	47.4	38.4	4.7
Patient service at health institutions*	6.6	40.6	47.5	5.3
Access to health institutions**	6.4	37.7	49.7	6.2

*Patient service unrelated to care (staff conduct, environments at health institutions, waiting times, etc.)

**The extent to which people can freely visit health institutions for medical examinations as desired

3. Satisfaction in healthcare

Q1 Please share your degree in satisfaction with healthcare or the healthcare system in Japan today. Which option most closely matches your opinion for the following items? (Select one)



*Degree of satisfaction (%) denotes the percentages of respondents who selected "very satisfied" or "satisfied"

4. Health-related habits and healthcare service usage

n=1,000

Survey question	Options	Responses (people)	Percentage
Q2 Over the past year, how much attention have you paid to health management (diet, sleep, exercise, etc.)?	A great amount	181	18.1
	Somewhat	470	47.0
	Neither	192	19.2
	Not very much	97	9.7
	None at all	60	6.0
Q3 Are you currently recording data related to your personal health (steps, body weight, blood pressure, heart rate, menstrual cycle, etc.) by hand or with a smartphone, smart watch, app, or similar tool?	Yes	393	39.3
	No	607	60.7
Q4 For which purposes do you usually use the health data you record?*	To track my physical condition	287	73.0
	To review my daily lifestyle habits	149	37.9
	To decide whether to visit a health institution for a medical examination	52	13.2
	To use as reference to determine if I should take medication	25	6.4
	To share with a physician or other healthcare professional at examinations	93	23.7
	Other	18	4.6
Q5 In the past year, have you visited a health institution (such as a hospital or clinic) for a medical examination?	Yes	744	74.4
	No	256	25.6

*Q4 was only asked to respondents who selected “Yes” in response to Q3 (n=393)

4. Health-related habits and healthcare service usage

n=1,000

Survey question	Options	Responses (people)	Percentage
Q6 Over the past year, how many times have you visited a health institution (such as a hospital or clinic) for a medical examination?*	Once	50	6.7
	2 to 3 times	144	19.4
	4 to 6 times	154	20.7
	7 to 9 times	64	8.6
	10 to 12 times	110	14.8
	13 times or more	222	29.8
Q7 Over the past year, have you undergone a routine health checkup (provided by your school, employer, local government, etc.)?	Yes	611	61.1
	No	389	38.9
Q8 Do you think the routine health checkup was useful in your own health maintenance?***	Extremely useful	112	18.3
	Somewhat useful	393	64.3
	Neither	81	13.3
	Not very useful	18	2.9
	Not useful at all	7	1.1

*Q6 was only asked to respondents who selected “Yes” in response to Q5 (n=744)

**Q8 was only asked to respondents who selected “Yes” in response to Q7 (n=611)

4. Health-related habits and healthcare service usage

n=1,000

Survey question	Options	Responses (people)	Percentage
Q9 Please read the scenario below and answer the following question. For two or three days, you have been experiencing symptoms like coughing, running nose, and sore throat. You have no fever and no trouble eating, so you think you have a cold. At times like this, what do you do? Please select the option you would choose most often.	I would visit a health institution (such as a hospital or clinic) for a medical examination	263	26.3
	I would receive an online medical consultation	18	1.8
	I would purchase over-the-counter drugs at a pharmacy or drugstore	386	38.6
	I would purchase over-the-counter drugs online	22	2.2
	None of the above	311	31.1
Q10 Why did you select “I would visit a health institution (such as a hospital or clinic) for a medical examination” for Q9?*	Because I want to be diagnosed by a physician	187	71.1
	Because I think prescription drugs are safer than over-the-counter drugs	101	38.4
	Because I think prescription drugs are more effective than over-the-counter drugs	81	30.8
	Because I think it is less expensive than buying over-the-counter drugs	50	19.0
	Other	6	2.3
Q11 Why did you NOT select “I would receive an online medical consultation”?**	Because I want a physician to examine me in-person	140	53.2
	Because I cannot be tested immediately when necessary	43	16.3
	Because I don’t know how to receive online medical consultations	74	28.1
	Because my primary care physician does not offer online medical consultations	65	24.7
	Other	11	4.2

*Q10 was only asked to respondents who selected “I would visit a health institution (such as a hospital or clinic) for a medical examination” in response to Q9 (n=263)

**Q11 was only asked to respondents who selected “I would visit a health institution (such as a hospital or clinic) for a medical examination” in response to Q9 (n=263)

4. Health-related habits and healthcare service usage

n=1,000

Survey question	Options	Responses (people)	Percentage
Q12 Why did you select “I would receive an online medical consultation” for Q9?*	Because I want to be diagnosed by a physician	3	16.7
	Because I think prescription drugs are safer than over-the-counter drugs	8	44.4
	Because I think prescription drugs are more effective than over-the-counter drugs	8	44.4
	Because I think it is less expensive than buying over-the-counter drugs	4	22.2
	Other	0	0.0
Q13 Why did you NOT select “I would visit a health institution (such as a hospital or clinic) for a medical examination”?**	Because an online medical consultation lets me avoid the trouble of visiting a health institution	3	16.7
	Because an online medical consultation allows me to be examined without bothering those around me	12	66.7
	Because I might come into contact with someone carrying an infectious disease if I visit a health institution	6	33.3
	Because my primary care physician offers online medical consultations	0	0.0
	Other	0	0.0

*Q12 was only asked to respondents who selected “I would receive an online medical consultation” for Q9 (n=18)

**Q13 was only asked to respondents who selected “I would receive an online medical consultation” for Q9 (n=18)

4. Health-related habits and healthcare service usage

n=1,000

Survey question	Options	Responses (people)	Percentage
Q14 Why did you select “I would purchase over-the-counter drugs at a pharmacy or drugstore” for Q9?*	I want to be examined by a physician if possible, but it is time-consuming	86	22.3
	I want to be examined by a physician if possible, but it costs money	71	18.4
	Because I do not think my current symptoms require examination from a physician	242	62.7
	Because I think over-the-counter drugs are sufficiently effective	180	46.6
	Because I can consult a pharmacist	24	6.2
	Other	7	1.8
Q15 Why did you NOT select “I would purchase over-the-counter drugs online”?**	Because I want an in-person explanation from a physician	59	15.3
	Because I do not know how to purchase them online	47	12.2
	Because I have a pharmacy or drugstore I visit regularly	275	71.2
	Other	52	13.5

*Q14 was only asked to respondents who selected “I would purchase over-the-counter drugs at a pharmacy or drugstore” for Q9 (n=386)

**Q15 was only asked to respondents who selected “I would purchase over-the-counter drugs at a pharmacy or drugstore” for Q9 (n=386)

4. Health-related habits and healthcare service usage

n=1,000

Survey question	Options	Responses (people)	Percentage
Q16 Why did you select “I would purchase over-the-counter drugs online” for Q9?*	I want to be examined by a physician if possible, but it is time-consuming	1	4.5
	I want to be examined by a physician if possible, but it costs money	1	4.5
	Because I do not think my current symptoms require examination from a physician	13	59.1
	Because I think over-the-counter drugs are sufficiently effective	7	31.8
	Because I can consult a pharmacist	4	18.2
	Other	1	4.5
Q17 Why did you NOT select “I would purchase over-the-counter drugs at a pharmacy or drugstore”?**	Because it saves me the trouble of going to a pharmacy or drugstore	4	18.2
	Because I can place my order at any time of day	6	27.3
	Because I can look up drug information online	8	36.4
	Because there are no pharmacies or drugstores nearby	6	27.3
	Other	3	13.6
Q18 Why did you NOT select “None of the above” for Q9?***	Because I think it’s okay to take a wait-and-see approach for light symptoms	214	68.8
	Because I want to spend as little time as possible	23	7.4
	Because I want to spend as little money as possible	60	19.3
	Because there are no pharmacies or drugstores nearby	23	7.4
	Other	58	18.6

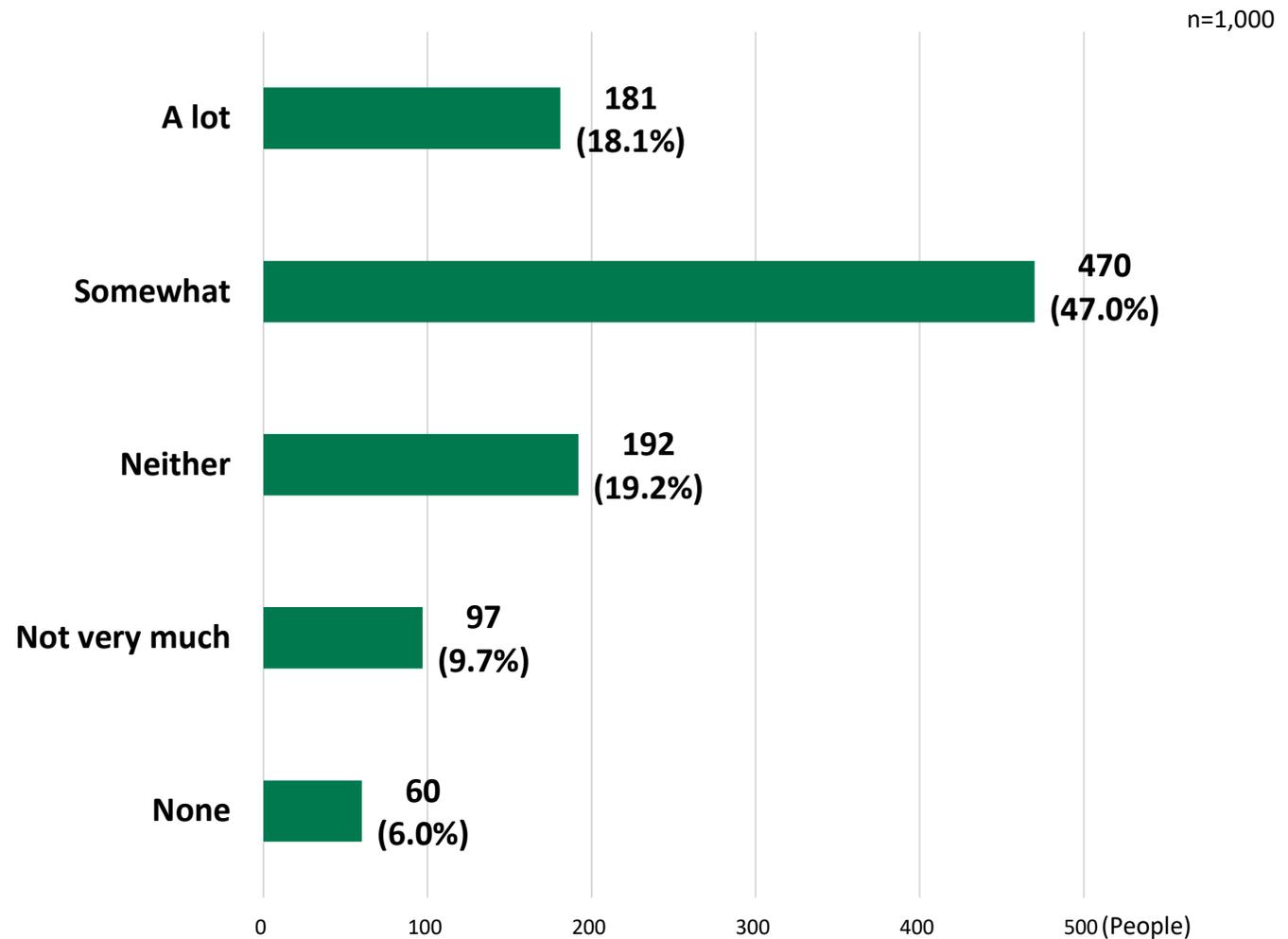
*Q16 was only asked to respondents who selected “I would purchase over-the-counter drugs online” for Q9 (n=22)

**Q17 was only asked to respondents who selected “I would purchase over-the-counter drugs online” for Q9 (n=22)

***Q18 was only asked to respondents who selected “None of the above” for Q9 (n=311)

4. Health-related habits and healthcare service usage

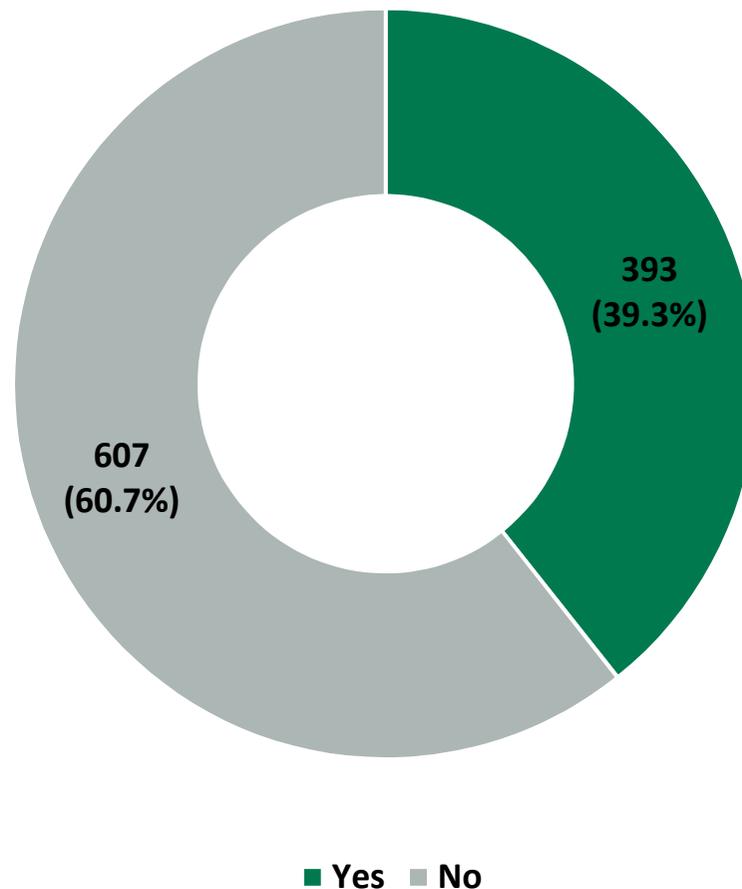
Q2 Over the past year, how much attention have to paid to health management (diet, sleep, exercise, etc.)? (Select one)



4. Health-related habits and healthcare service usage

Q3 Are you currently recording data related to your personal health (steps, body weight, blood pressure, heart rate, menstrual cycle, etc.) by hand or with a smartphone, smart watch, app, or similar tool? (Select one)

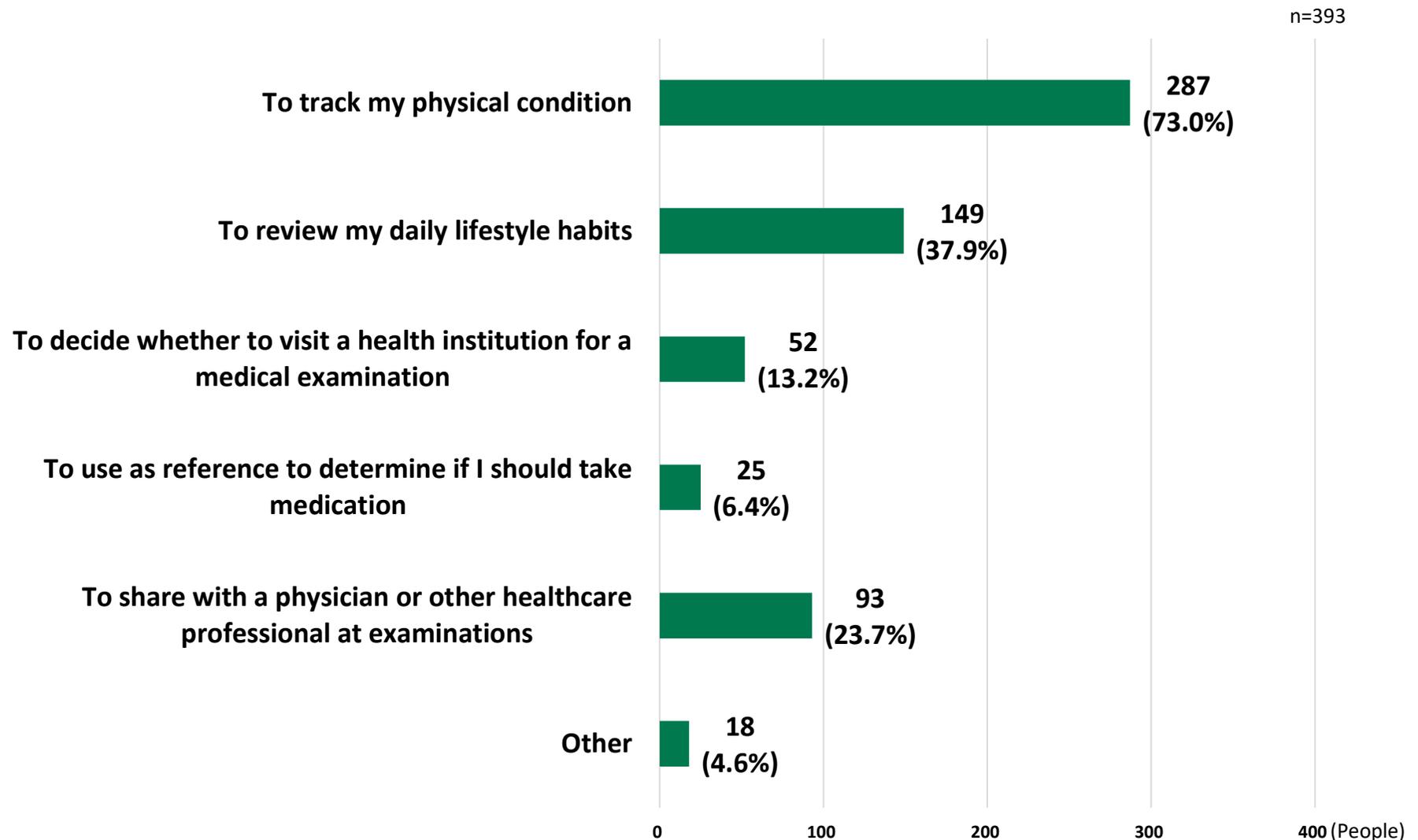
n=1,000
Responses
(people)



4. Health-related habits and healthcare service usage

Q4 For which purposes do you usually use the health data you record?

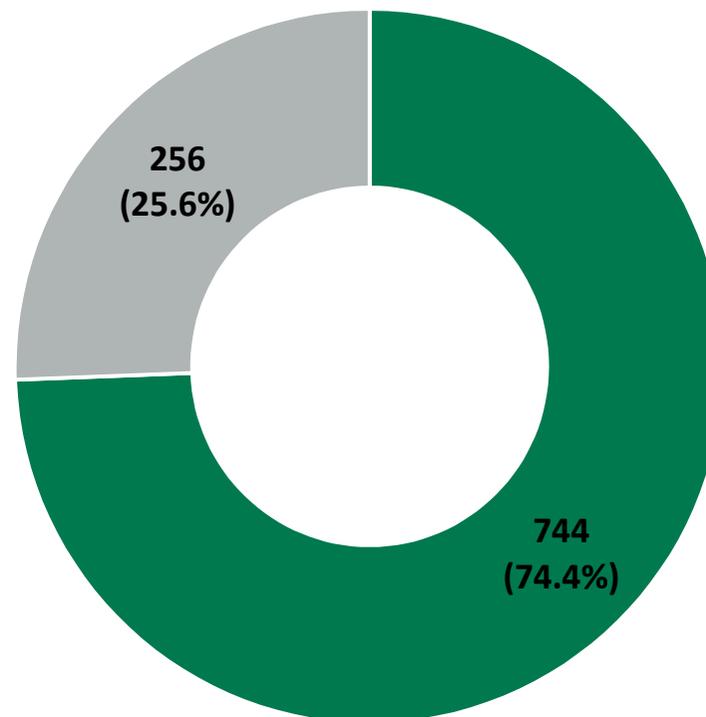
(Multiple responses allowed) *This question was only asked to respondents who selected “Yes” to Q3.



4. Health-related habits and healthcare service usage

Q5 In the past year, have you visited a health institution (such as a hospital or clinic) for a medical examination? (Select one)

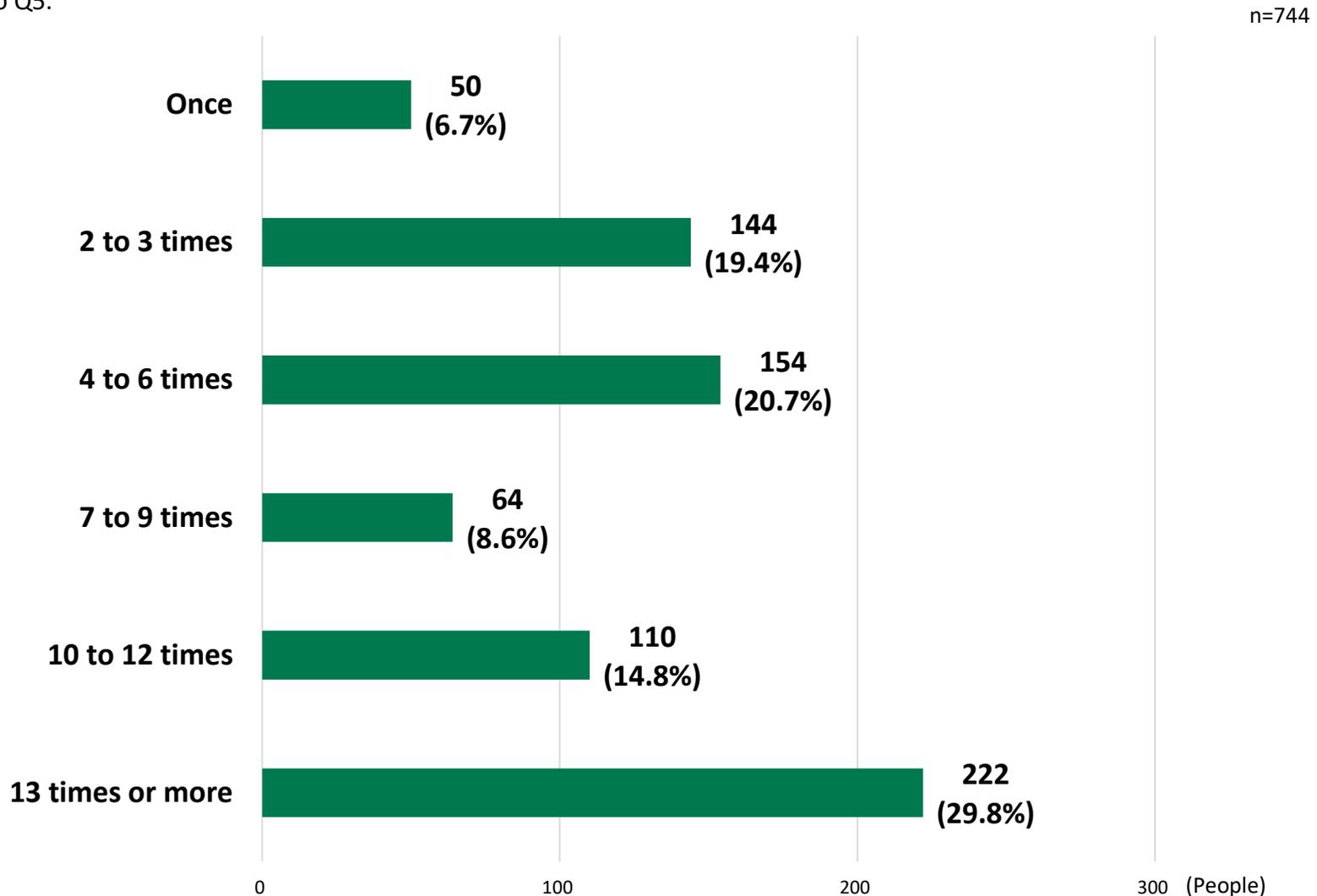
n=1,000
Responses
(people)



■ Yes ■ No

4. Health-related habits and healthcare service usage

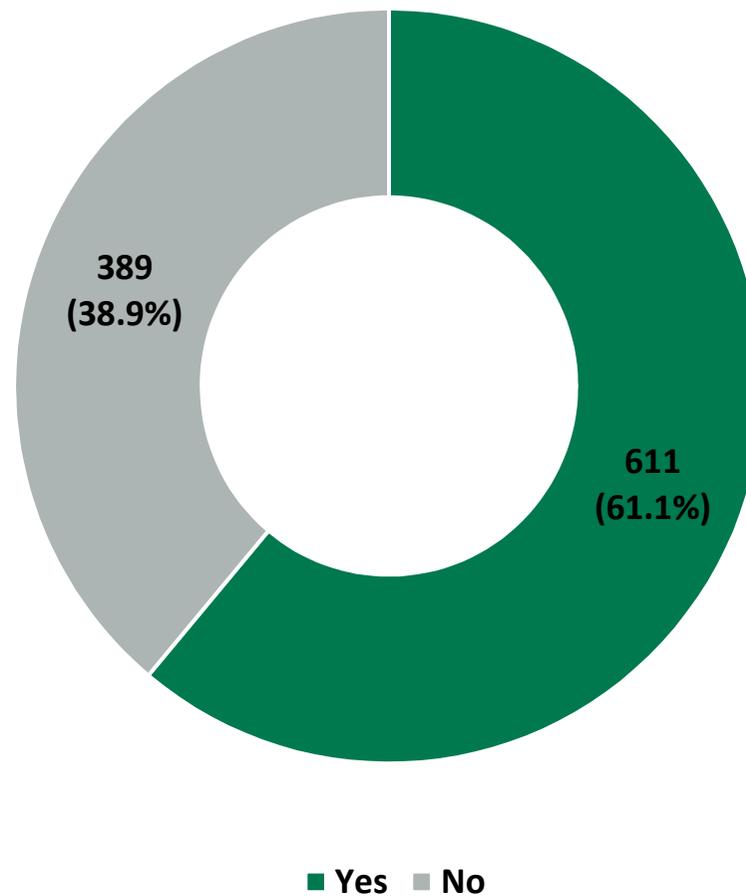
Q6 Over the past year, how many times have you visited a health institution (such as a hospital or clinic) for a medical examination? (Select one) *This question was only asked to respondents who selected “Yes” to Q5.



4. Health-related habits and healthcare service usage

Q7 Over the past year, have you undergone a routine health checkup (provided by your school, employer, local government, etc.)? (Select one)

n=1,000
Responses
(people)

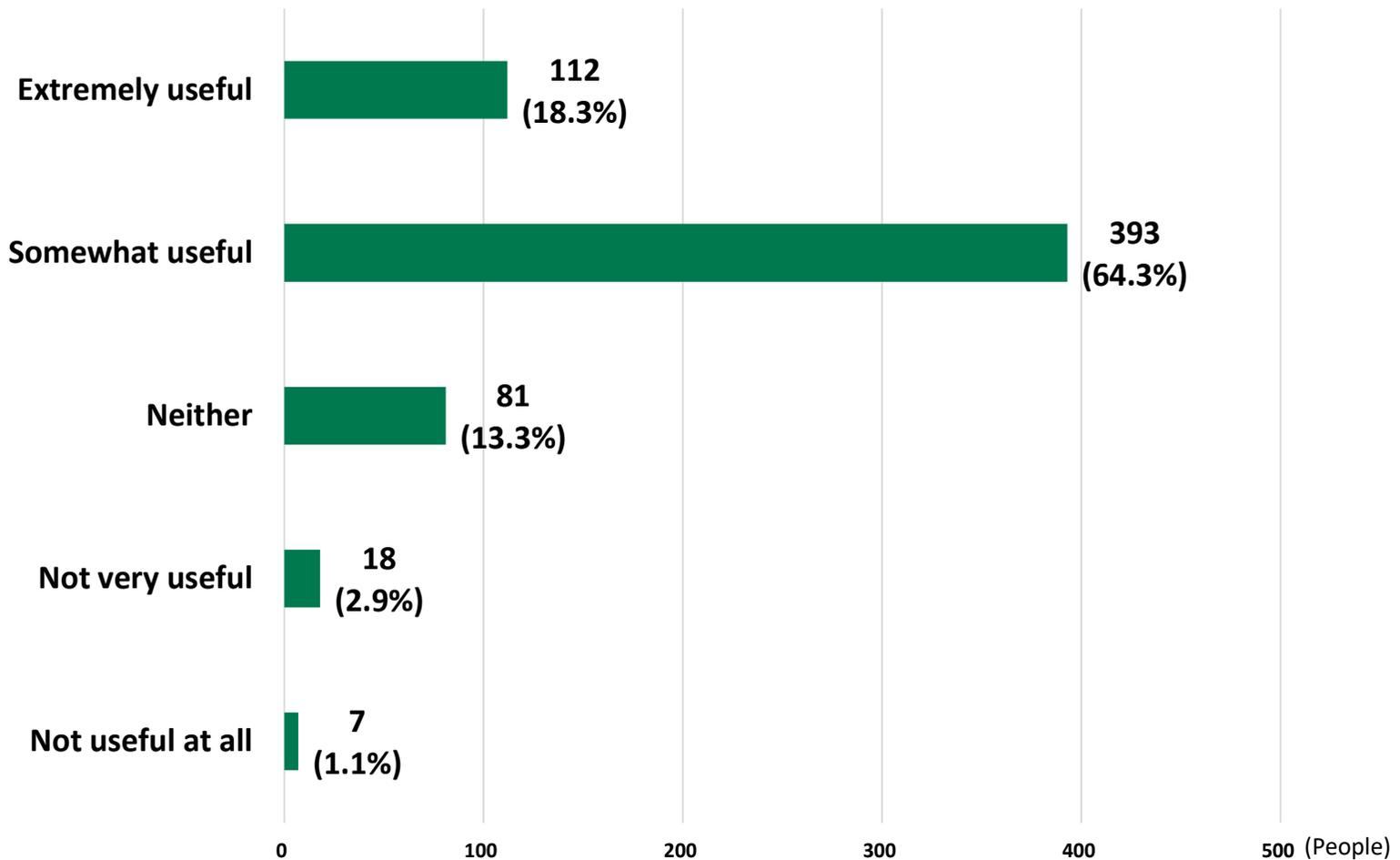


4. Health-related habits and healthcare service usage

Q8 Do you think the routine health checkup was useful in your own health maintenance?

(Select one) *This question was only asked to respondents who selected “Yes” to Q7.

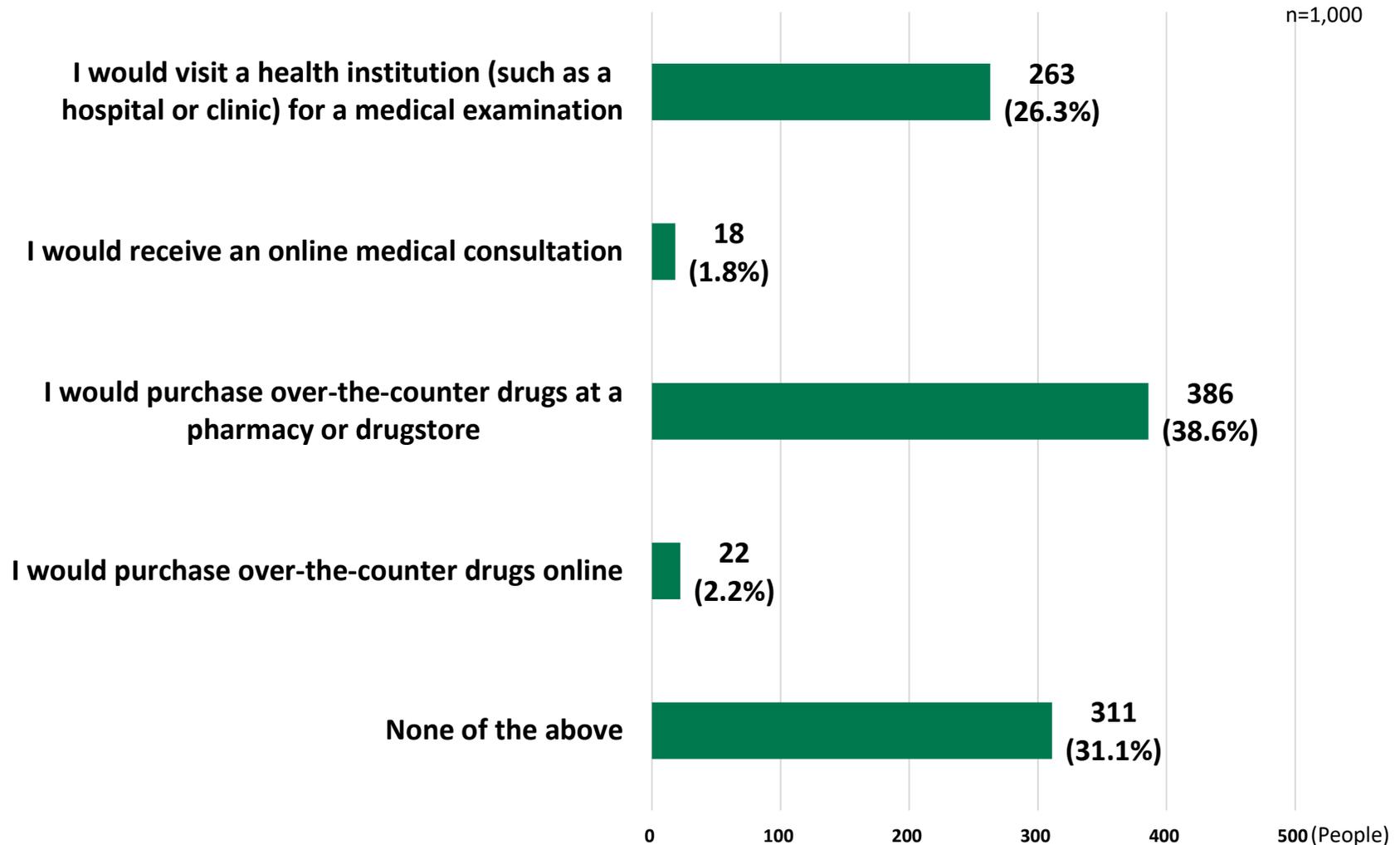
n=611



4. Health-related habits and healthcare service usage

Q9 Please read the scenario below and answer the following question.

For two or three days, you have been experiencing symptoms like coughing, running nose, and sore throat. You have no fever and no trouble eating, so you think you have a cold. At times like this, what do you do? Please select the option you would choose most often. (Select one)



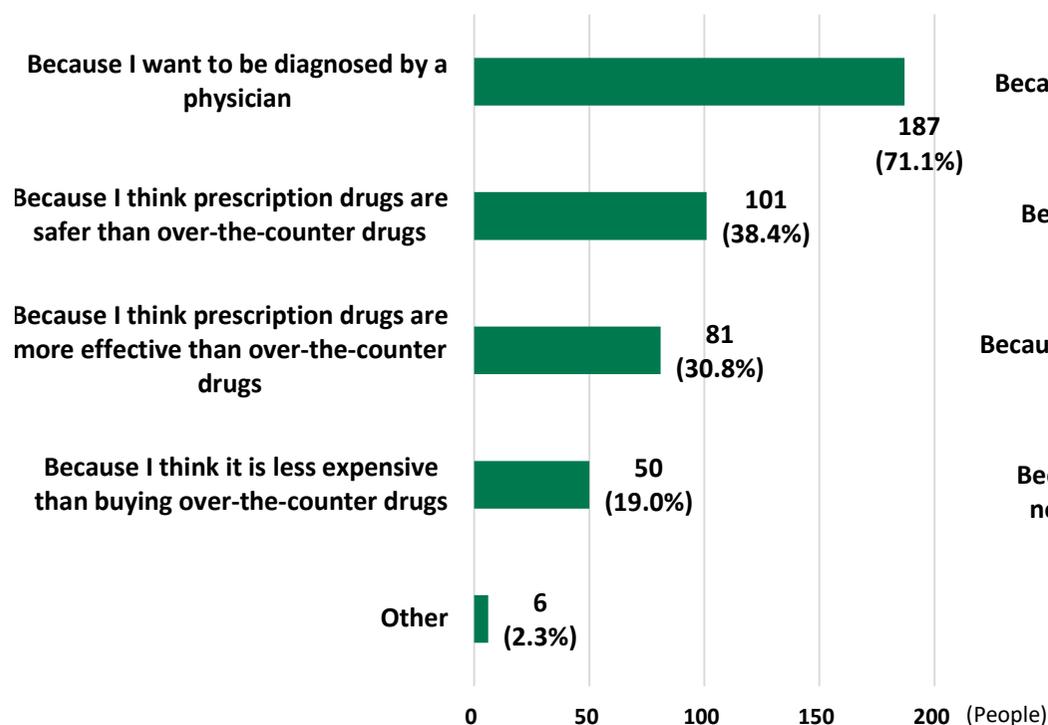
4. Health-related habits and healthcare service usage

Q10 Why did you select “I would visit a health institution (such as a hospital or clinic) for a medical examination” for Q9?*

(Multiple responses allowed)

*This question was only asked to respondents who selected “I would visit a health institution (such as a hospital or clinic) for a medical examination” for Q9.

n=263

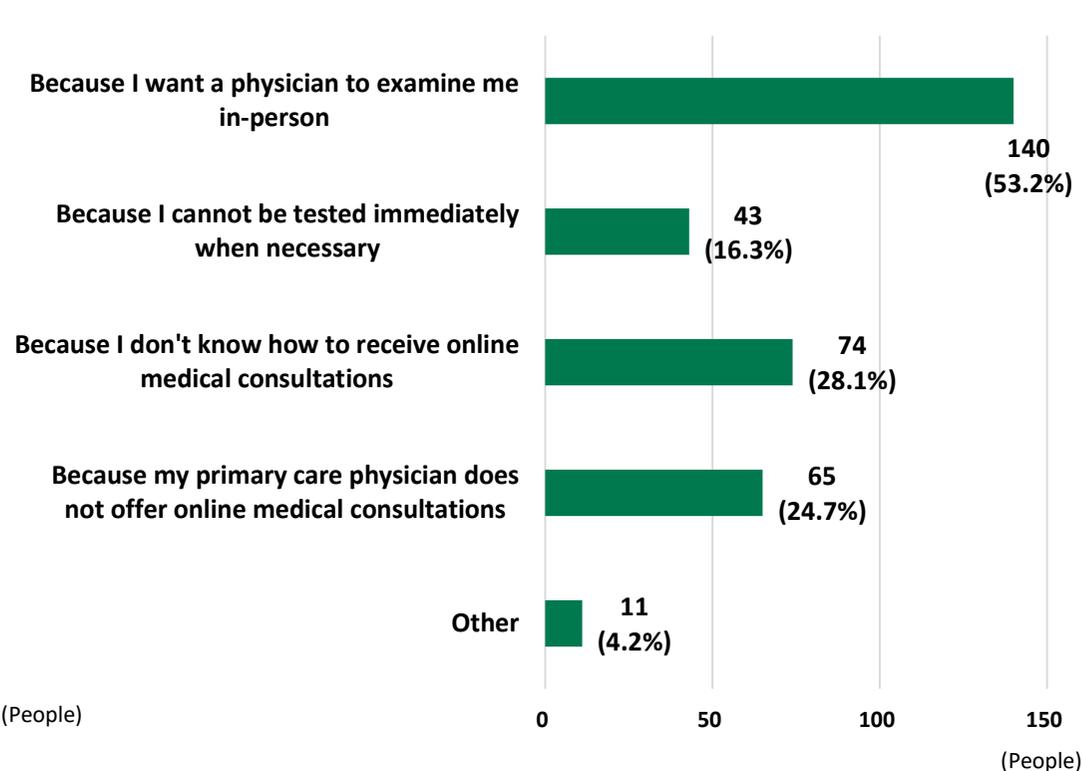


Q11 Why did you NOT select “I would receive an online medical consultation”?*

(Multiple responses allowed)

*This question was only asked to respondents who selected “I would visit a health institution (such as a hospital or clinic) for a medical examination” for Q9.

n=263



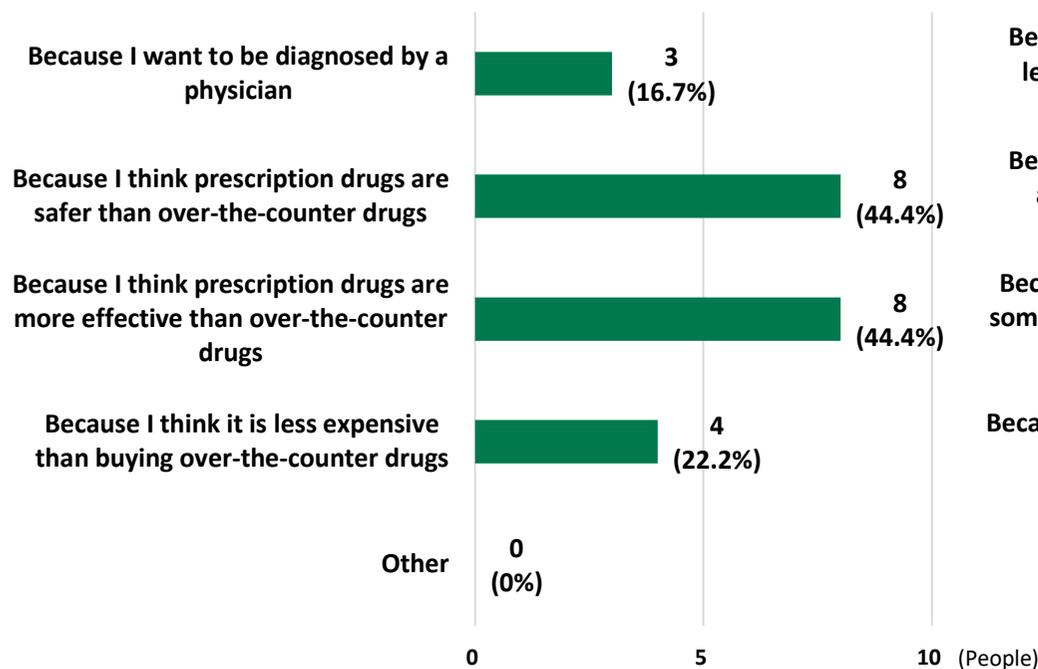
4. Health-related habits and healthcare service usage

Q12 Why did you select “I would receive an online medical consultation” for Q9?*

(Multiple responses allowed)

*This question was only asked to respondents who selected “I would receive an online medical consultation” for Q9.

n=18

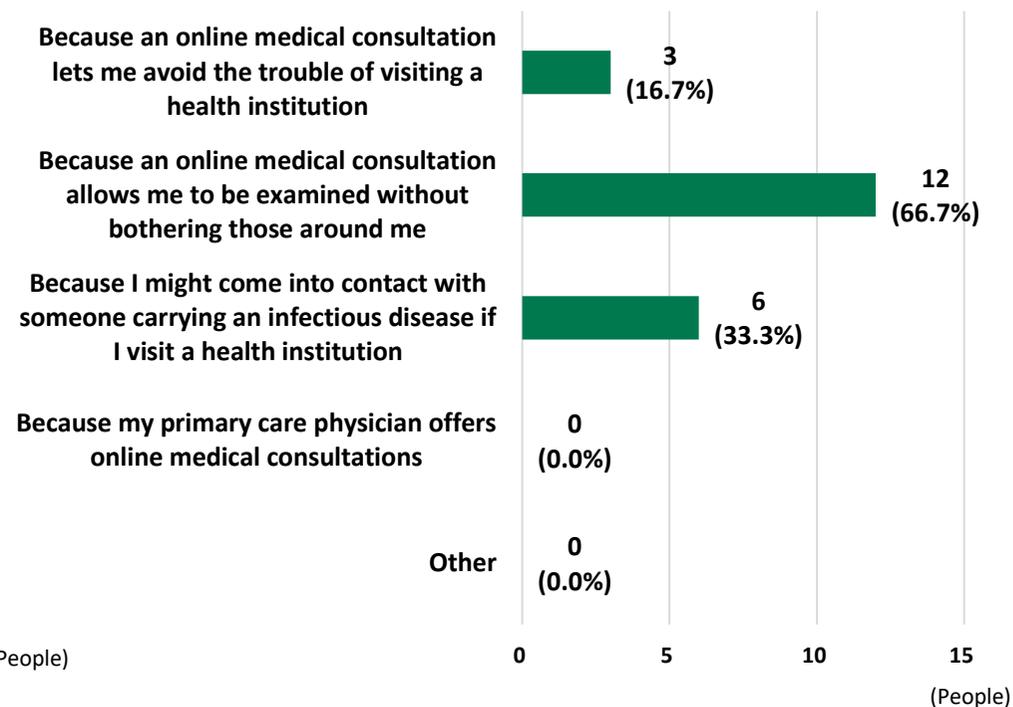


Q13 Why did you NOT select “I would visit a health institution (such as a hospital or clinic) for a medical examination”?*

(Multiple responses allowed)

*This question was only asked to respondents who selected “I would receive an online medical consultation” for Q9.

n=18

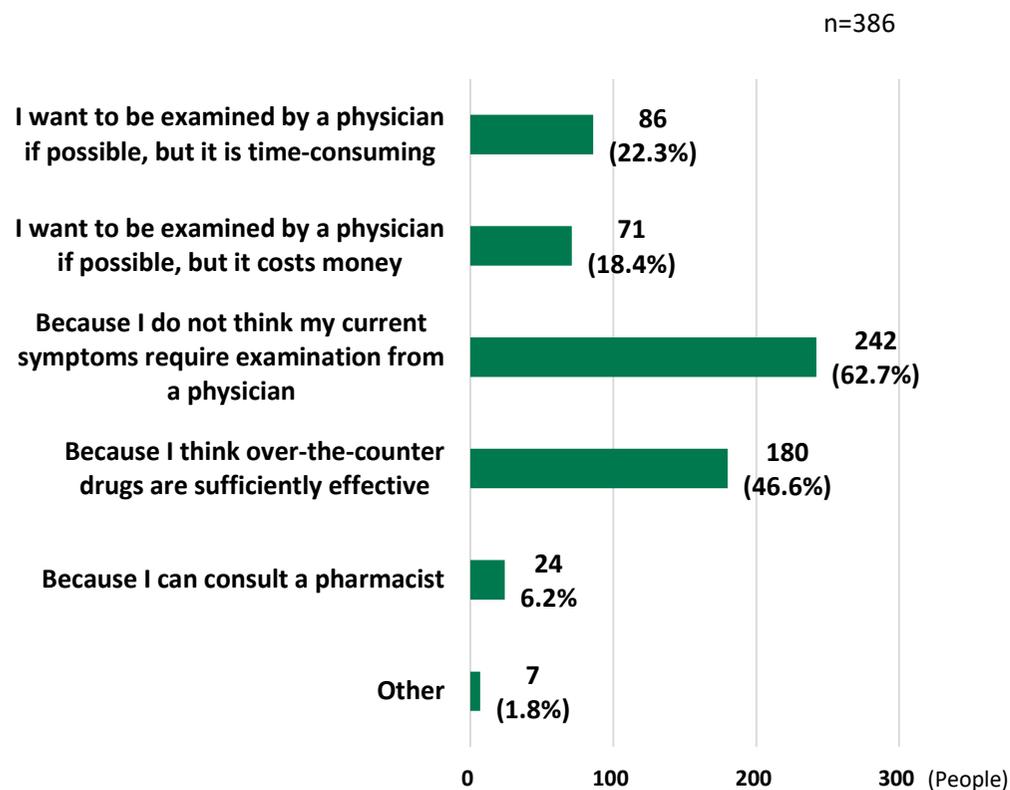


4. Health-related habits and healthcare service usage

Q14 Why did you select “I would purchase over-the-counter drugs at a pharmacy or drugstore” for Q9?*

(Multiple responses allowed)

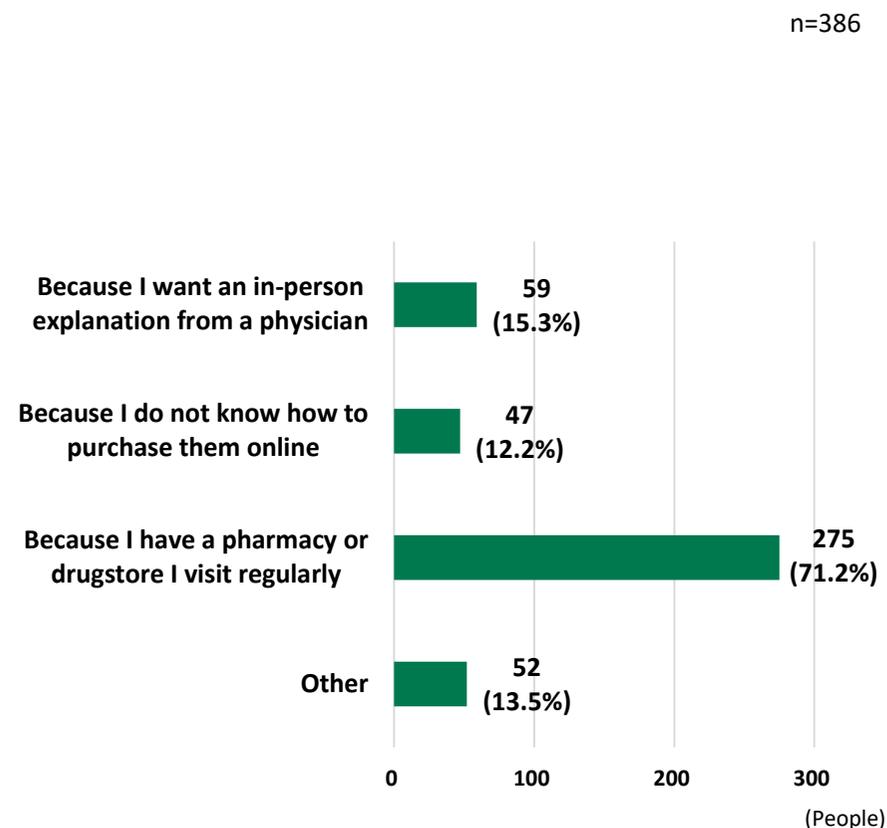
*This question was only asked to respondents who selected “I would purchase over-the-counter drugs at a pharmacy or drugstore” for Q9.



Q15 Why did you NOT select “I would purchase over-the-counter drugs online”?**

(Multiple responses allowed)

**This question was only asked to respondents who selected “I would purchase over-the-counter drugs at a pharmacy or drugstore” for Q9.



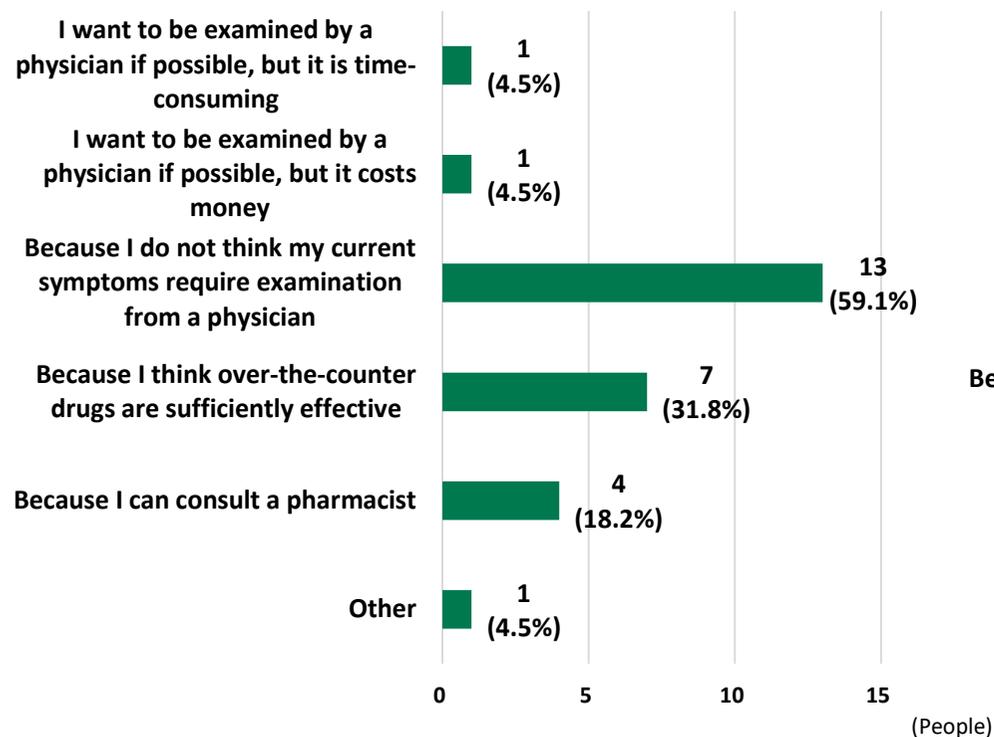
4. Health-related habits and healthcare service usage

Q16 Why did you select “I would purchase over-the-counter drugs online” for Q9?*

(Multiple responses allowed)

*This question was only asked to respondents who selected “I would purchase over-the-counter drugs online” for Q9.

n=22

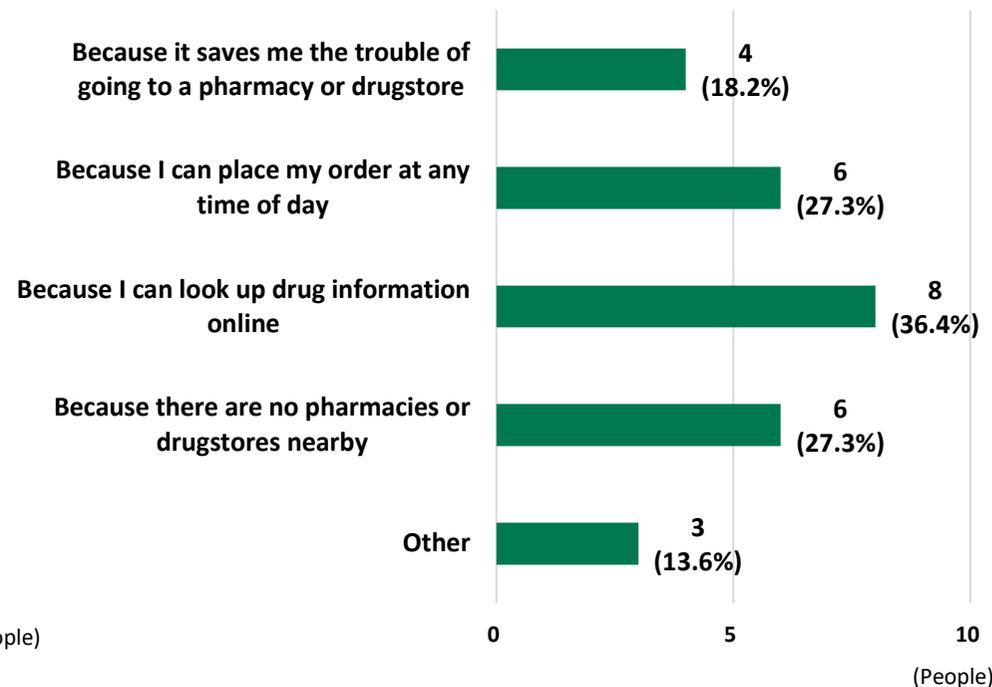


Q17 Why did you NOT select “I would purchase over-the-counter drugs at a pharmacy or drugstore”?*

(Multiple responses allowed)

*This question was only asked to respondents who selected “I would purchase over-the-counter drugs online” for Q9.

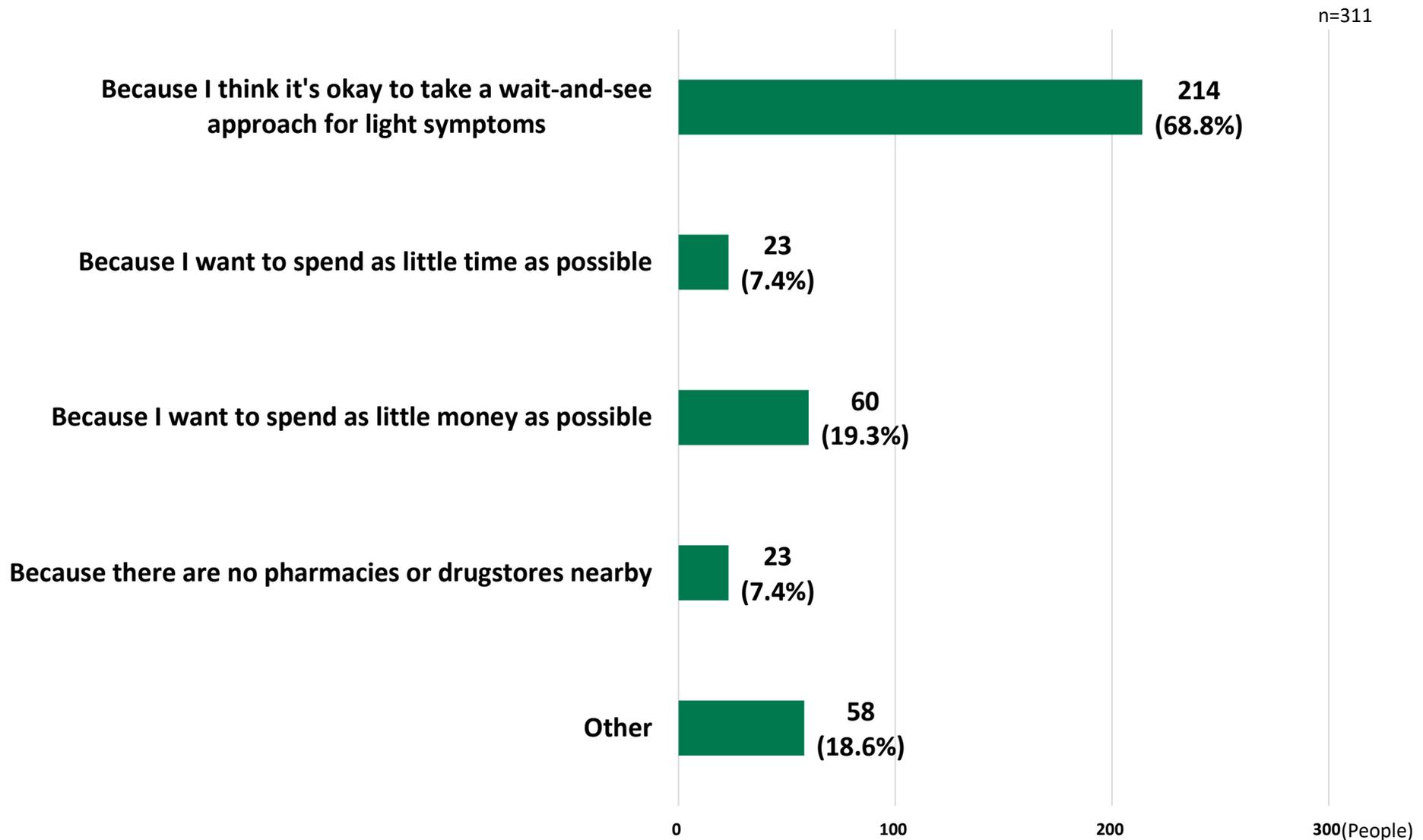
n=22



4. Health-related habits and healthcare service usage

Q18 Why did you NOT select “None of the above” for Q9?*(Multiple responses allowed)

*This question was only asked to respondents who selected “none of the above” for Q9.



5. Attitudes and values related to health

n=1,000

Survey question	Options	Responses (people)	Percentage
Q19 Do you believe people should proactively engage in health management to maintain health or prevent disease?	Strongly agree	244	24.4
	Somewhat agree	562	56.2
	Neither agree nor disagree	131	13.1
	Somewhat disagree	26	2.6
	Completely disagree	37	3.7
The term “self-medication” refers to the use of over-the-counter drugs to address minor health problems and manage health without relying on prescription drugs from a doctor. For example, it can refer to the independent management of conditions like colds, back pain, or hay fever through the use of over-the-counter drugs purchased from pharmacies or drugstores. To what extent are you familiar with the concept of self-medication?	Very familiar	62	6.2
	Somewhat familiar	458	45.8
	Not very familiar	372	37.2
	Completely unfamiliar	108	10.8

5. Attitudes and values related to health

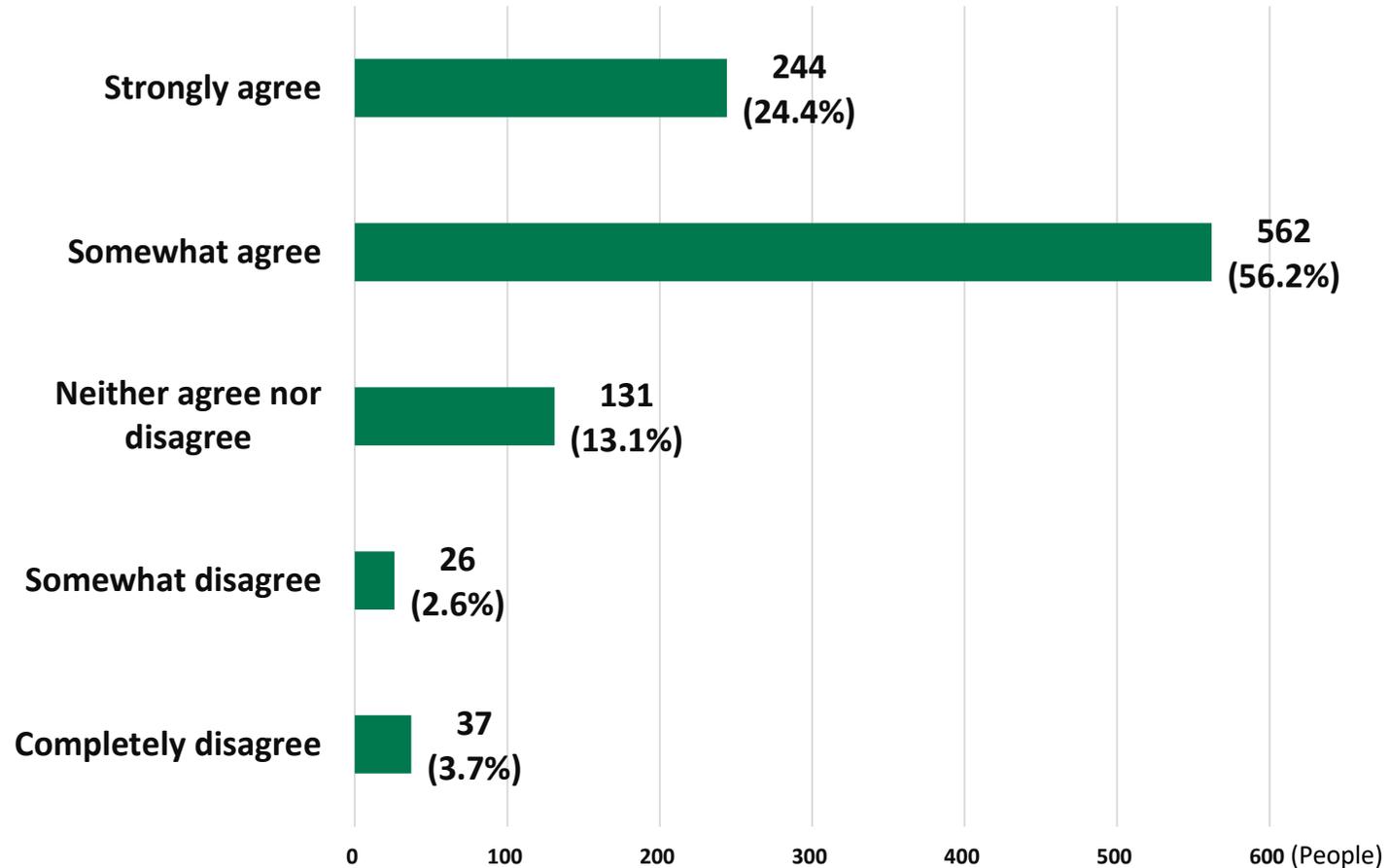
n=1,000

Survey question	Options	Responses (people)	Percentage
Q21 To what extent do you support the principle of self-medication?	Strongly support	138	13.8
	Somewhat support	388	38.8
	Neither support nor oppose	391	39.1
	Somewhat oppose	46	4.6
	Strongly oppose	37	3.7
Q22 To what extent do you want to handle minor physical symptoms on your own with over-the-counter drugs, through health management, or other methods that follow the principle of self-medication?	Strongly want to	179	17.9
	Somewhat want to	471	47.1
	Neutral	253	25.3
	Do not want to very much	69	6.9
	Do not want to at all	28	2.8

5. Attitudes and values related to health

Q19 Do you believe people should proactively engage in health management to maintain health or prevent disease? (Select one)

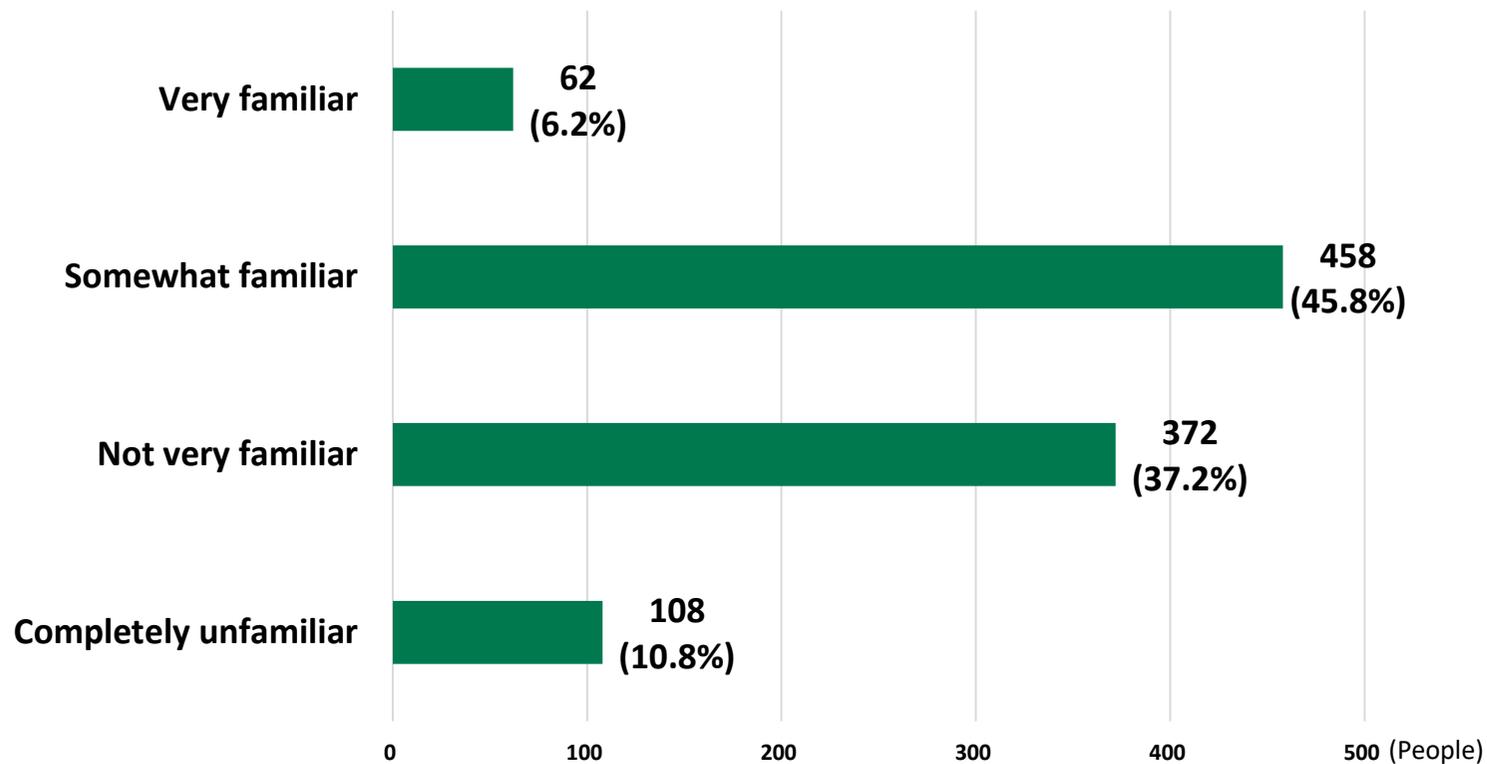
n=1,000



5. Attitudes and values related to health

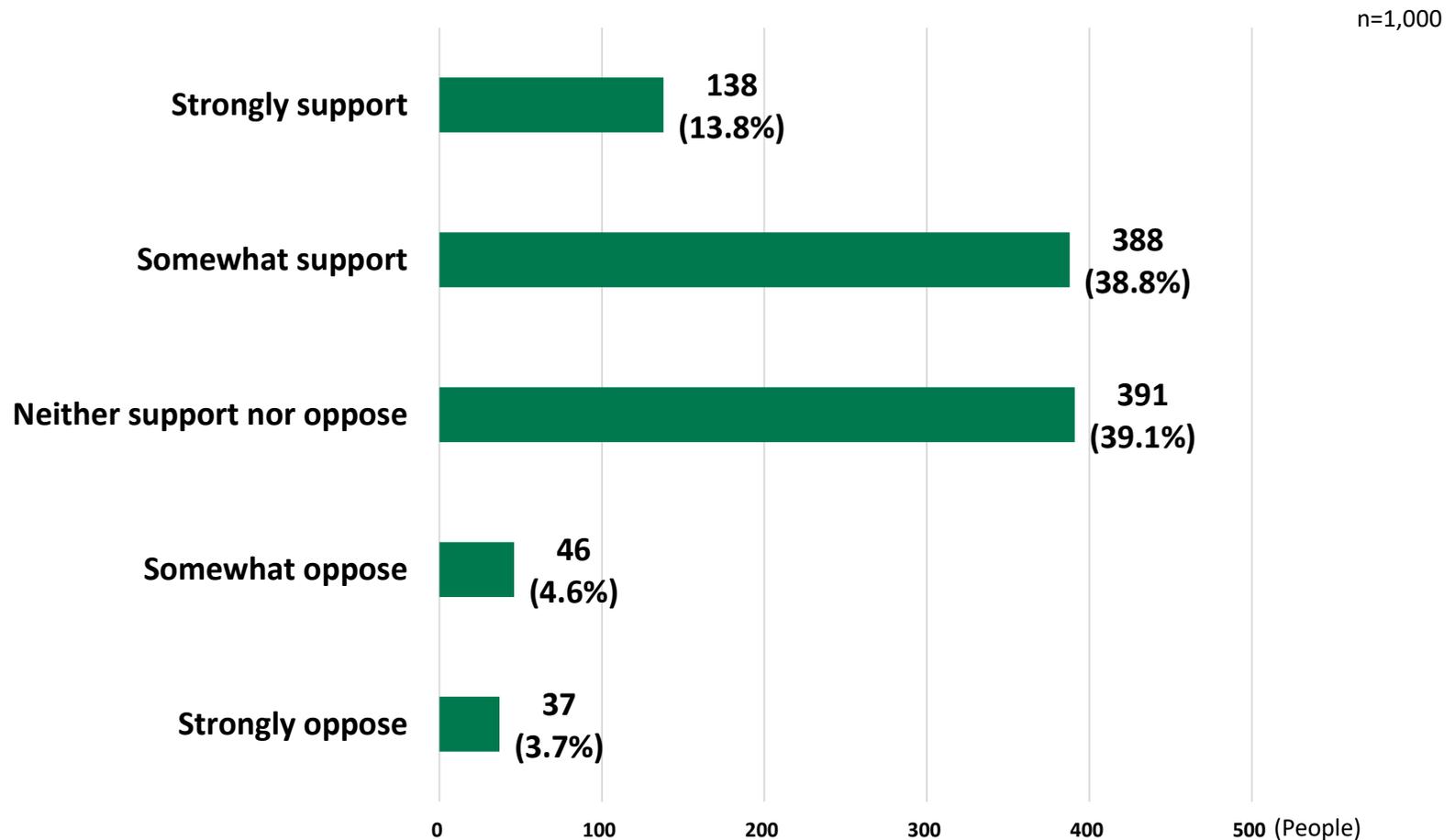
Q20 The term “self-medication” refers to the use of over-the-counter drugs to address minor health problems and manage health without relying on prescription drugs from a doctor. For example, it can refer to the independent management of conditions like colds, back pain, or hay fever through the use of over-the-counter drugs purchased from pharmacies or drugstores. To what extent are you familiar with the principle of self-medication? (Select one)

n=1,000



5. Attitudes and values related to health

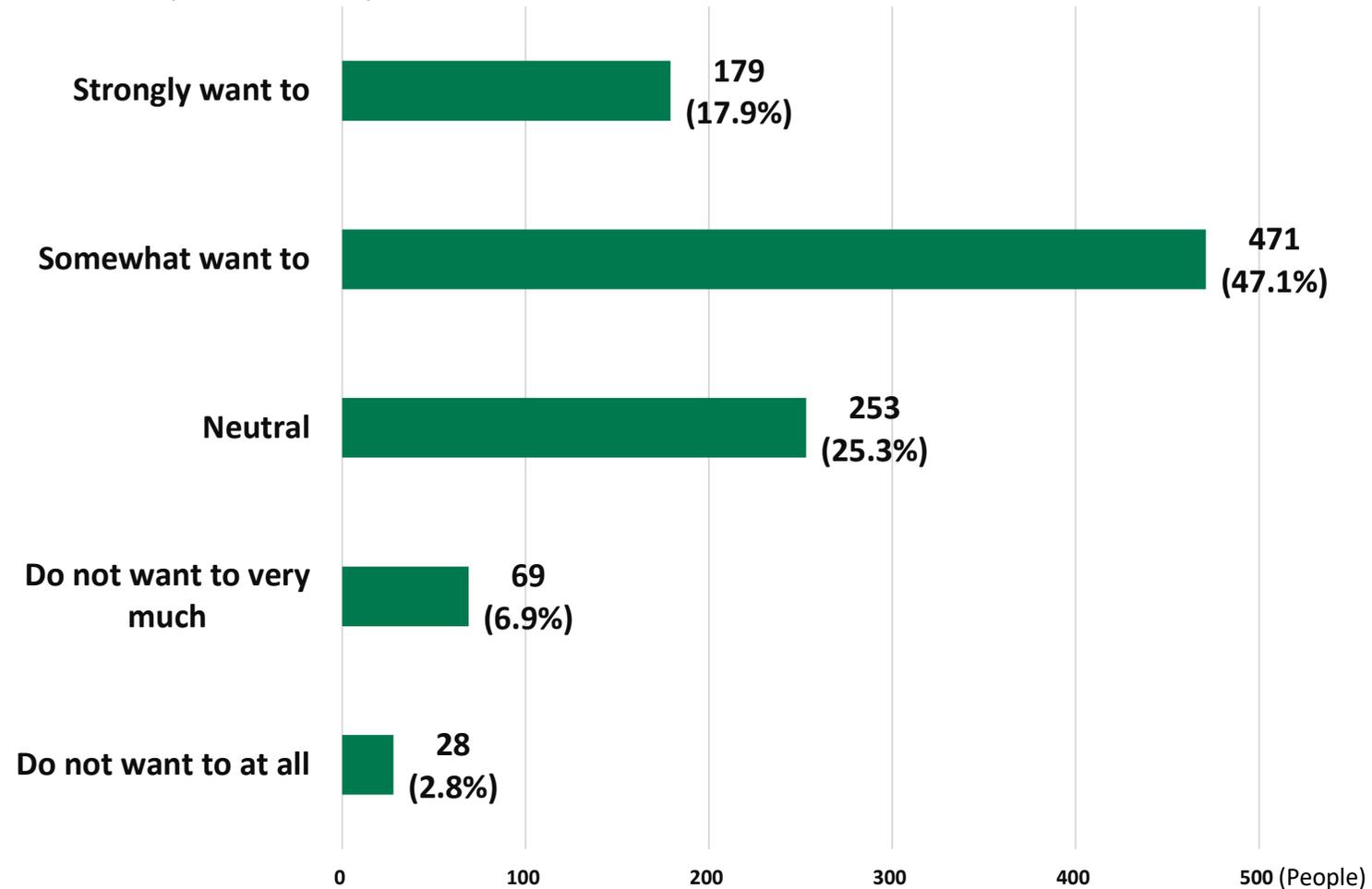
Q21 To what extent do you support the principle of self-medication? (Select one)



5. Attitudes and values related to health

Q22 To what extent do you want to handle minor physical symptoms on your own with over-the-counter drugs, through health management, or other methods that follow the principle of self-medication? (Select one)

n=1,000



6. Future prospects for the healthcare system

n=1,000

Survey question	Options	Responses (people)	Percentage
Q23 If, in the future, healthcare services are scaled back and co-payments are increased for certain diseases, which diseases do you think should be prioritized for continued assistance? Please select the option that most closely reflects your opinion.	Diseases that impact many people but for which medical fees are relatively inexpensive, such as lifestyle diseases or the common cold	313	31.3
	Diseases that impact few people but come with expensive medical fees, such as cancer or rare diseases	687	68.7
Q24 Please select the option that most closely reflects your opinion regarding options for increasing the burden for each individual in the future.	A further increase in individual burden cannot be helped to maintain available healthcare services	491	49.1
	It cannot be helped if healthcare services are scaled back to avoid increased burden for each individual	305	30.5
	It would be acceptable for the quality of available healthcare services to be reduced in order to reduce the current level of individual burden	204	20.4
Q25 What forms of increase would you consider acceptable if the burden for each individual were to actually increase in the future?	Higher health insurance premiums	160	32.6
	Higher taxes	69	14.1
	Higher out-of-pocket costs at the hospital counter	293	59.7
	Other	48	9.8

*Q25 was only asked to respondents who selected “A further increase in individual burden cannot be helped to maintain available healthcare services” for Q24 (n=491)

6. Future prospects for the healthcare system

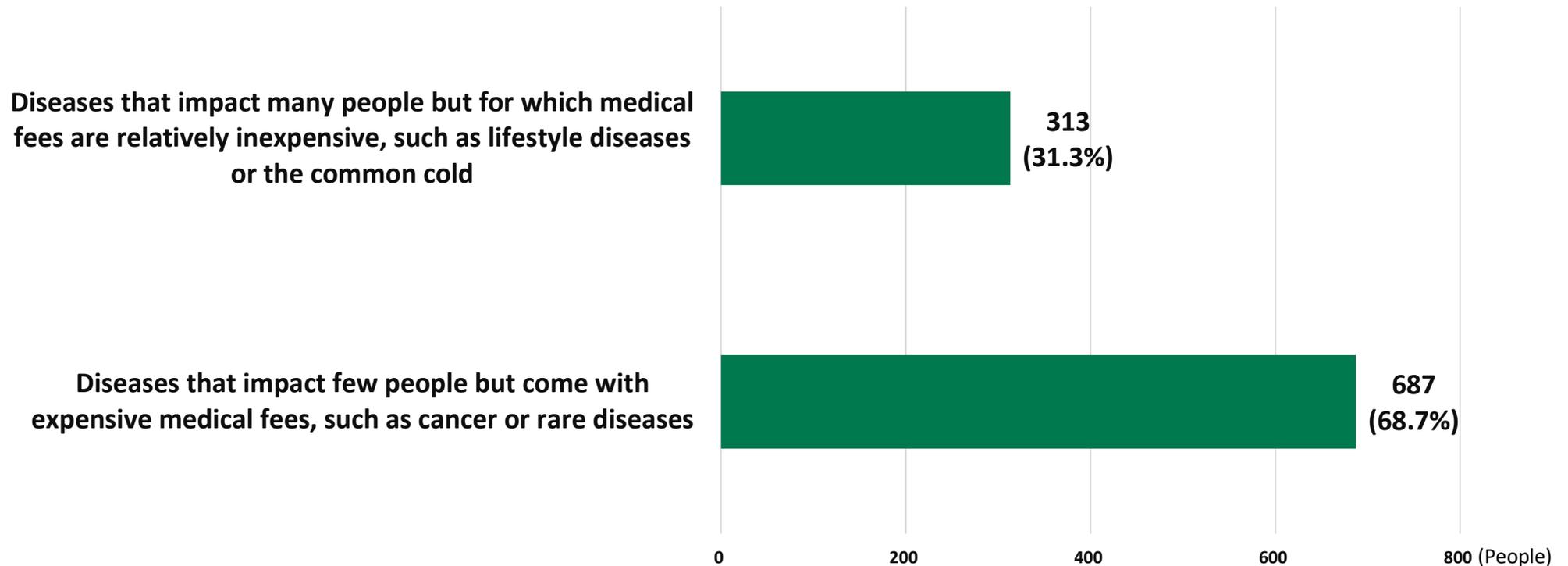
n=1,000

Survey question	Options	Responses (people)	Percentage
Q26 If healthcare services are scaled back in the future, which of the following should be prioritized?*	Revoke eligibility for health insurance assistance and have patients cover all costs out-of-pocket for prescription drugs with similar effects to over-the-counter drugs	89	17.5
	Restrict the use of expensive, name-brand prescription drugs and encourage the use of generics (which are less expensive but with the same active ingredients)	278	54.6
	Restrict the use of treatments that do little to improve symptoms (ex: the use of antibiotics for the common cold)	155	30.5
	Reduce the scope of healthcare services with public health insurance coverage and encourage coverage from private insurers	98	19.3
	Other	74	14.5

*Q26 was only asked to respondents who selected “It cannot be helped if healthcare services are scaled back to avoid increased burden for each individual” or “It would be acceptable for the quality of available healthcare services to be reduced in order to reduce the current level of individual burden” for Q24 (n=509)

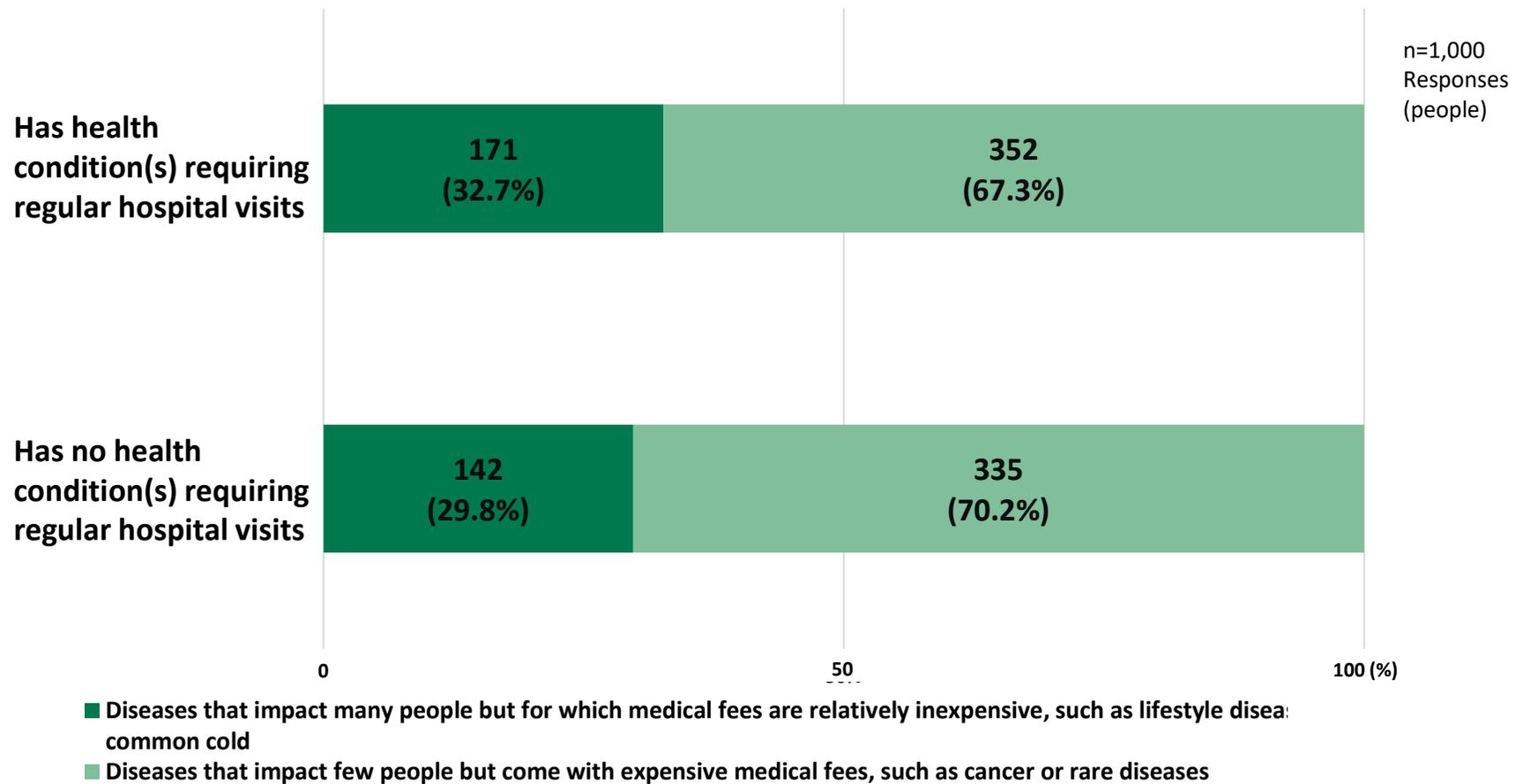
6. Future prospects for the healthcare system

Q23 If, in the future, healthcare services are scaled back and co-payments are increased for certain diseases, which diseases do you think should be prioritized for continued assistance? Please select the option that most closely reflects your opinion. (Select one) n=1,000



6. Future prospects for the healthcare system

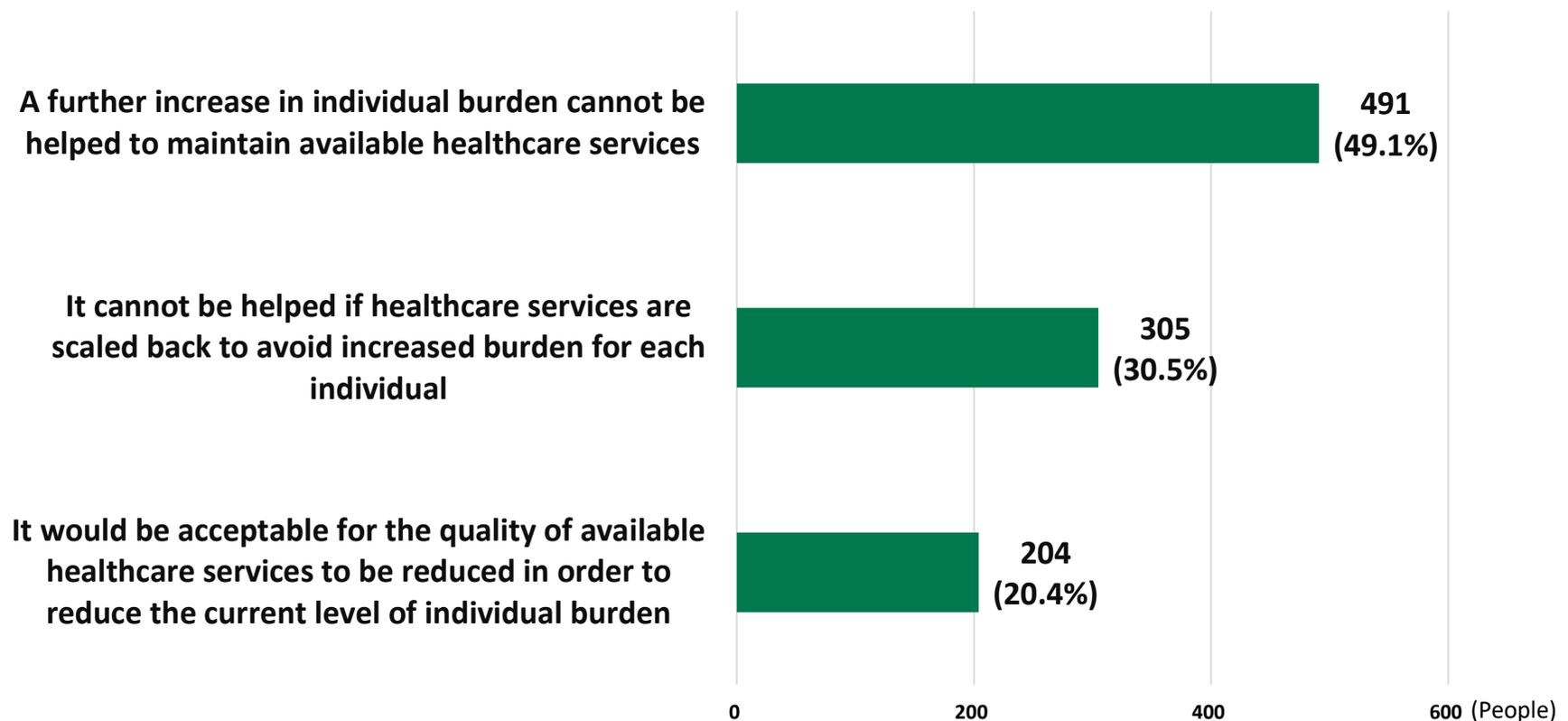
Below are the results of a cross tabulation of responses to “Are you currently living with a health condition that requires regular visits to a health institution (such as a hospital or clinic) for treatment?” and responses to Q23, “If, in the future, healthcare services are scaled back and co-payments are increased for certain diseases, which diseases do you think should be prioritized for continued assistance? Please select the option that most closely reflects your opinion.”



6. Future prospects for the healthcare system

Q24 Please select the option that most closely reflects your opinion regarding options for increasing the burden for each individual in the future. (Select one)

n=1,000

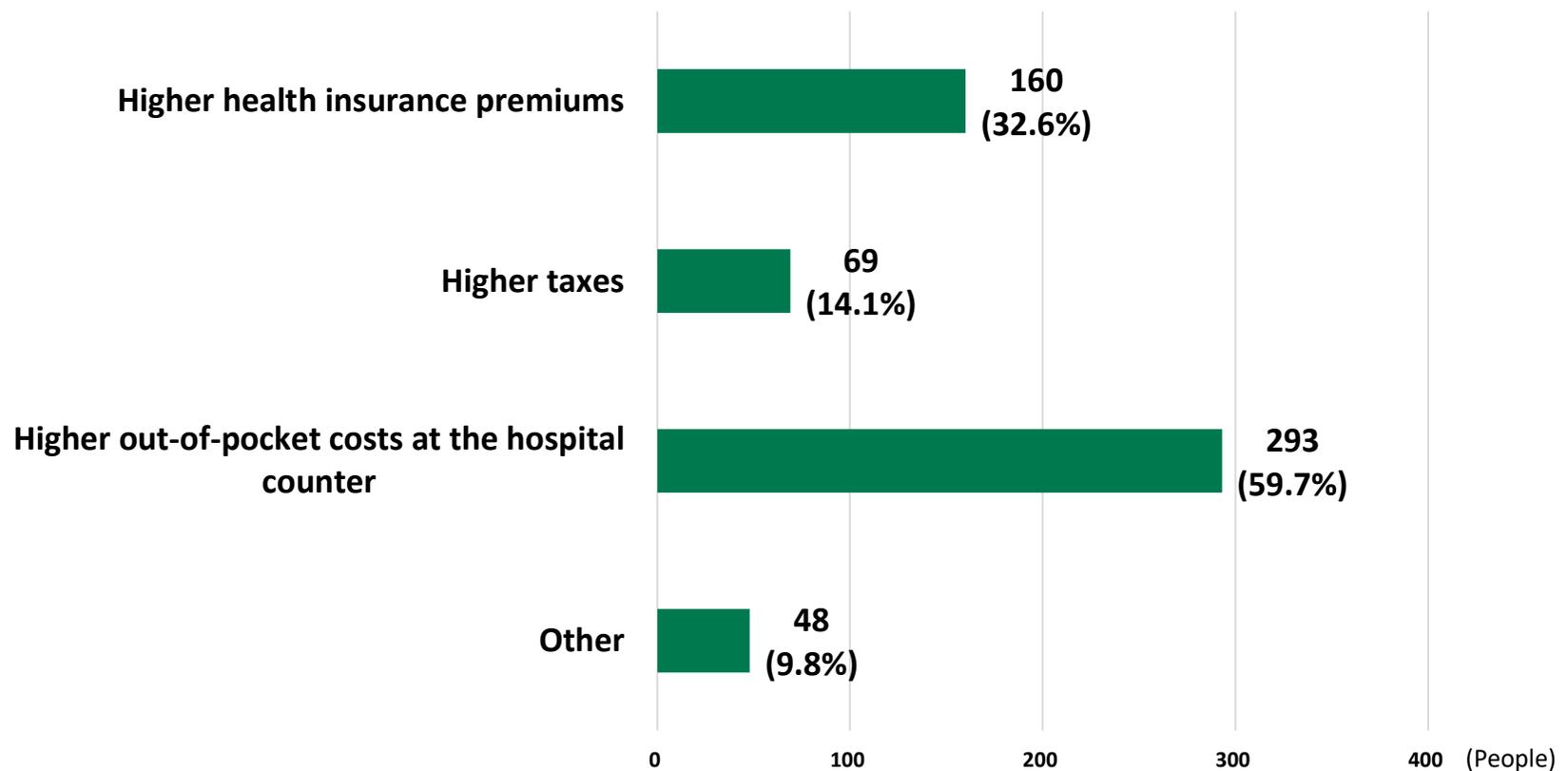


6. Future prospects for the healthcare system

Q25 What forms of increase would you consider acceptable if the burden for each individual were to actually increase in the future? (Multiple responses allowed)

*This question was only asked to respondents who selected “A further increase in individual burden cannot be helped to maintain available healthcare services” for Q24.

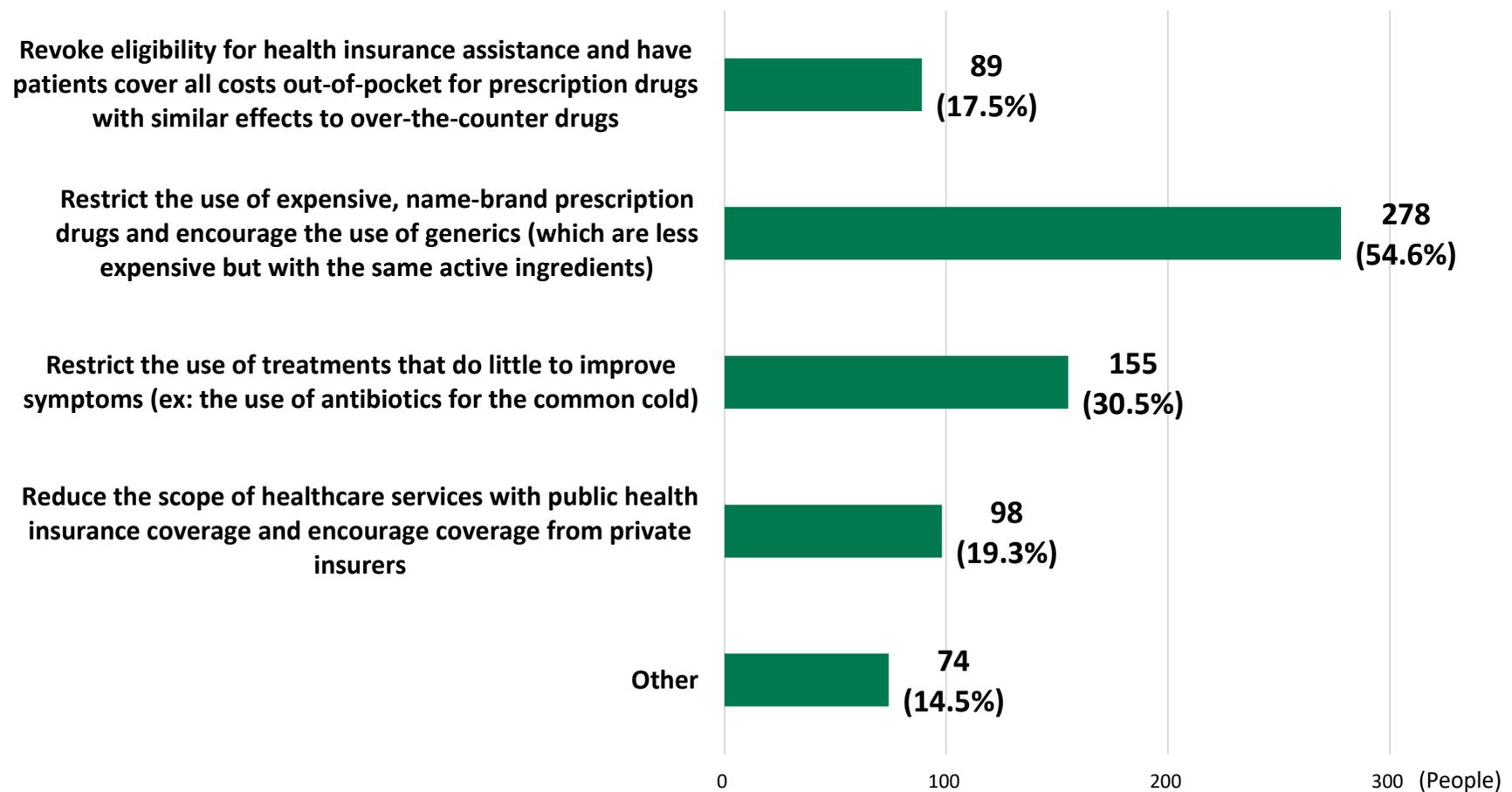
n=491



6. Future prospects for the healthcare system

Q26 If healthcare services are scaled back in the future, which of the following should be prioritized?* (Multiple responses allowed)

*This question was only asked to respondents who selected “It cannot be helped if healthcare services are scaled back to avoid increased burden for each individual” or “It would be acceptable for the quality of available healthcare services to be reduced in order to reduce the current level of individual burden” for Q24. n=509



6. Future prospects for the healthcare system

Below are the results of a cross tabulation of responses to “Are you currently living with a health condition that requires regular visits to a health institution (such as a hospital or clinic) for treatment?” and responses to Q24, “Please select the option that most closely reflects your opinion regarding options for increasing the burden for each individual in the future.”



- A further increase in individual burden is inevitable if it is to maintain available health services
- It cannot be helped if healthcare services are scaled back to avoid increased burden for each individual

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Suggested Citation

Health and Global Policy Institute (2026). The 2026 Public Opinion Survey on Healthcare in Japan.