

<付録>

「米国における日本広告に対する態度・意見・行動に関する調査」の単純集計表

Q1 Sex

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Male	1	52	47.7	47.7	47.7
Female	2	57	52.3	52.3	100.0
Total		109	100.0	100.0	
Mean	1.523	Valid cases	109	Missing cases	0

Q2 Age

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	18	9	8.3	8.3	8.3
	19	37	33.9	33.9	42.2
	20	31	28.4	28.4	70.6
	21	15	13.8	13.8	84.4
	22	5	4.6	4.6	89.0
	23	3	2.8	2.8	91.7
	25	1	.9	.9	92.7
	26	1	.9	.9	93.6
	28	1	.9	.9	94.5
	29	1	.9	.9	95.4
	30	1	.9	.9	96.3
	31	1	.9	.9	97.2
	35	2	1.8	1.8	99.1
	36	1	.9	.9	100.0
Total		109	100.0	100.0	
Mean	20.679	Valid cases	109	Missing cases	0

Q4 Major field of study

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Humanities or social	1	87	79.8	79.8	79.8
Natural science, etc.	2	3	2.8	2.8	82.6
Other	3	19	17.4	17.4	100.0
Total		109	100.0	100.0	
Mean	1.376	Valid cases	109	Missing cases	0

Q5 The level of your living standard

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Upper	1	9	8.3	8.3	8.3
Upper middle	2	56	51.4	51.4	59.6
Middle	3	34	31.2	31.2	90.8
Lower middle	4	7	6.4	6.4	97.2
Lower	5	3	2.8	2.8	100.0
Total		109	100.0	100.0	
Mean	2.440	Valid cases	109	Missing cases	0

Q6 satisfied or not with your current lifestyle

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Very satisfied	1	39	35.8	35.8	35.8
Satisfied	2	49	45.0	45.0	80.7
Can't say	3	5	4.6	4.6	85.3
A little dissatisfied	4	16	14.7	14.7	100.0
Very dissatisfied	5	0			
Total		109	100.0	100.0	
Mean	1.982	Valid cases	109	Missing cases	0

Q7A How often do you read the newspaper

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Almost everyday	1	54	49.5	50.0	50.0
2-3times a week	2	37	33.9	34.3	84.3
once a week	3	9	8.3	8.3	92.6
2-3times a month	4	1	.9	.9	93.5
once a month	5	1	.9	.9	94.4
5-6times a year	6	4	3.7	3.7	98.1
not at all	7	2	1.8	1.9	100.0
		1	.9	Missing	
Total		109	100.0	100.0	
Mean	1.870	Valid cases	108	Missing cases	1

Q7B How often do you watch TV

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Almost everyday	1	76	69.7	70.4	70.4
2-3times a week	2	19	17.4	17.6	88.0
once a week	3	9	8.3	8.3	96.3
2-3times a month	4	1	.9	.9	97.2
once a month	5	3	2.8	2.8	100.0
		1	.9	Missing	
Total		109	100.0	100.0	
Mean	1.481	Valid cases	108	Missing cases	1

Q7C How often do you listen to the radio

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Almost everyday	1	44	40.4	40.7	40.7
2-3times a week	2	37	33.9	34.3	75.0
once a week	3	11	10.1	10.2	85.2
2-3times a month	4	8	7.3	7.4	92.6
once a month	5	5	4.6	4.6	97.2
5-6times a year	6	1	.9	.9	98.1
not at all	7	2	1.8	1.9	100.0
		1	.9	Missing	
Total		109	100.0	100.0	
Mean	2.111	Valid cases	108	Missing cases	1

Q7D How often do you read magazines

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Almost everyday	1	10	9.2	9.3	9.3
2-3times a week	2	31	28.4	28.7	38.0
once a week	3	26	23.9	24.1	62.0
2-3times a month	4	25	22.9	23.1	85.2
once a month	5	13	11.9	12.0	97.2
5-6times a year	6	2	1.8	1.9	99.1
not at all	7	1	.9	.9	100.0
		1	.9	Missing	
Total		109	100.0	100.0	
Mean	3.093	Valid cases	108	Missing cases	1

Q7E How often do you read books

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Almost everyday	1	74	67.9	67.9	67.9
2-3times a week	2	18	16.5	16.5	84.4
once a week	3	4	3.7	3.7	88.1
2-3times a month	4	8	7.3	7.3	95.4
once a month	5	4	3.7	3.7	99.1
5-6times a year	6	1	.9	.9	100.0
		1	.9	Missing	
Total		109	100.0	100.0	
Mean	1.651	Valid cases	109	Missing cases	0

Q7F How often do you watch movies

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Almost everyday	1	11	10.1	10.2	10.2
2-3times a week	2	16	14.7	14.8	25.0
once a week	3	30	27.5	27.8	52.8
2-3times a month	4	29	26.6	26.9	79.6
once a month	5	19	17.4	17.6	97.2
5-6times a year	6	3	2.8	2.8	100.0
		1	.9	Missing	
Total		109	100.0	100.0	
Mean	3.352	Valid cases	108	Missing cases	1