

Q15C Contact with Japanese ads on the radio

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Almost everyday	1	16	14.7	14.7	14.7
2-3times a week	2	11	10.1	10.1	24.8
once a week	3	31	28.4	28.4	53.2
2-3times a month	4	16	14.7	14.7	67.9
once a month	5	5	4.6	4.6	72.5
5-6times a year	6	15	13.8	13.8	86.2
not at all	7	15	13.8	13.8	100.0
Total		109	100.0	100.0	
Mean	3.807	Valid cases	109	Missing cases	0

Q15D Contact with Japanese ads in magazines/books

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Almost everyday	1	14	12.8	12.8	12.8
2-3times a week	2	17	15.6	15.6	28.4
once a week	3	27	24.8	24.8	53.2
2-3times a month	4	19	17.4	17.4	70.6
once a month	5	11	10.1	10.1	80.7
5-6times a year	6	15	13.8	13.8	94.5
not at all	7	6	5.5	5.5	100.0
Total		109	100.0	100.0	
Mean	3.596	Valid cases	109	Missing cases	0

Q15E Contact with Japanese ads on billboards, etc.

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Almost everyday	1	23	21.1	21.1	21.1
2-3times a week	2	32	29.4	29.4	50.5
once a week	3	13	11.9	11.9	62.4
2-3times a month	4	13	11.9	11.9	74.3
once a month	5	8	7.3	7.3	81.7
5-6times a year	6	12	11.0	11.0	92.7
not at all	7	8	7.3	7.3	100.0
Total		109	100.0	100.0	
Mean	3.174	Valid cases	109	Missing cases	0

Q16.1 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Food, liquor, etc.	1.00	18	16.5	16.5	100.0
Total		109	100.0	100.0	
Mean	.165	Valid cases	109	Missing cases	0

Q16.2 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Cars, motorcycles, etc.	1.00	4	3.7	3.7	3.7
Total		109	100.0	100.0	
Mean	.963	Valid cases	109	Missing cases	0

Q16.3 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Radios, TV, etc.	1.00	2	1.8	1.8	1.8
Total		107	98.2	98.2	100.0
Mean	.982	Valid cases	109	Missing cases	0

Q16.4 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Watches, glasses, film	1.00	27	24.8	24.8	24.8
Total		82	75.2	75.2	100.0
Mean	.752	Valid cases	109	Missing cases	0

Q16.5 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Clothing, etc.	1.00	9	8.3	8.3	100.0
Total		109	100.0	100.0	
Mean	.083	Valid cases	109	Missing cases	0

Q16.6 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Cosmetics, soap, etc.	1.00	105	96.3	96.3	96.3
Total		4	3.7	3.7	100.0
Mean	.037	Valid cases	109	Missing cases	0

Q16.7 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Pharmaceutical products	1.00	107	98.2	98.2	98.2
Total		2	1.8	1.8	100.0
Mean	.018	Valid cases	109	Missing cases	0

Q16.8 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Musical instruments,	1.00	74	67.9	67.9	67.9
Total		35	32.1	32.1	100.0
Mean	.321	Valid cases	109	Missing cases	0

Q16.9 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Furniture, carpets, etc.	1.00	105	96.3	96.3	96.3
Total		4	3.7	3.7	100.0
Mean	.037	Valid cases	109	Missing cases	0

Q16.10 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Office supplies, etc.	1.00	101	92.7	92.7	92.7
Total		8	7.3	7.3	100.0
Mean	.073	Valid cases	109	Missing cases	0

Q16.11 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Magazines, newspaper,	1.00	106	97.2	97.2	97.2
Total		3	2.8	2.8	100.0
Mean	.028	Valid cases	109	Missing cases	0

Q16.12 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Agricultural equipment	1.00	108	99.1	99.1	99.1
Total		1	.9	.9	100.0
Mean	.009	Valid cases	109	Missing cases	0

Q16.13 See Japanese ads about ?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Real estate, houses,	1.00	104	95.4	95.4	95.4
Total		5	4.6	4.6	100.0
Mean	.046	Valid cases	109	Missing cases	0