

Q16.14 See Japanese ads about ?

| Value Label               | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|---------------------------|-------|-------------|---------|---------------|-------------|
|                           | .00   | 84          | 77.1    | 77.1          | 77.1        |
| Banks,insurance compaines | 1.00  | 25          | 22.9    | 22.9          | 100.0       |
| Total                     |       | 109         | 100.0   | 100.0         |             |
| Mean                      | .229  | Valid cases | 109     | Missing cases | 0           |

Q16.15 See Japanese ads about ?

| Value Label           | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|-----------------------|-------|-------------|---------|---------------|-------------|
|                       | .00   | 91          | 83.5    | 83.5          | 83.5        |
| Movies,plays,concerts | 1.00  | 18          | 16.5    | 16.5          | 100.0       |
| Total                 |       | 109         | 100.0   | 100.0         |             |
| Mean                  | .165  | Valid cases | 109     | Missing cases | 0           |

Q16.16 See Japanese ads about ?

| Value Label | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|-------------|-------|-------------|---------|---------------|-------------|
|             | .00   | 106         | 97.2    | 97.2          | 97.2        |
| Other       | 1.00  | 3           | 2.8     | 2.8           | 100.0       |
| Total       |       | 109         | 100.0   | 100.0         |             |
| Mean        | .028  | Valid cases | 109     | Missing cases | 0           |

Q17.1 Bought after seeing ads about?

| Value Label      | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|------------------|-------|-------------|---------|---------------|-------------|
|                  | .00   | 91          | 83.5    | 83.5          | 83.5        |
| 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           |

Q17.2 Bought after seeing ads about?

| Value Label          | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|----------------------|-------|-------------|---------|---------------|-------------|
|                      | .00   | 69          | 63.3    | 63.3          | 63.3        |
| Cars,motorcycles,etc | 1.00  | 40          | 36.7    | 36.7          | 100.0       |
| Total                |       | 109         | 100.0   | 100.0         |             |
| Mean                 | .367  | Valid cases | 109     | Missing cases | 0           |

Q17.3 Bought after seeing ads about?

| Value Label    | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|----------------|-------|-------------|---------|---------------|-------------|
|                | .00   | 21          | 19.3    | 19.3          | 19.3        |
| Radios,TV,etc. | 1.00  | 88          | 80.7    | 80.7          | 100.0       |
| Total          |       | 109         | 100.0   | 100.0         |             |
| Mean           | .807  | Valid cases | 109     | Missing cases | 0           |

Q17.4 Bought after seeing ads about?

| Value Label          | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|----------------------|-------|-------------|---------|---------------|-------------|
|                      | .00   | 57          | 52.3    | 52.3          | 52.3        |
| Watches,glasses,film | 1.00  | 52          | 47.7    | 47.7          | 100.0       |
| Total                |       | 109         | 100.0   | 100.0         |             |
| Mean                 | .477  | Valid cases | 109     | Missing cases | 0           |

Q17.5 Bought after seeing ads about?

| Value Label   | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|---------------|-------|-------------|---------|---------------|-------------|
|               | .00   | 104         | 95.4    | 95.4          | 95.4        |
| Clothing,etc. | 1.00  | 5           | 4.6     | 4.6           | 100.0       |
| Total         |       | 109         | 100.0   | 100.0         |             |
| Mean          | .046  | Valid cases | 109     | Missing cases | 0           |

Q17.6 Bought after seeing ads about?

| Value Label         | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|---------------------|-------|-------------|---------|---------------|-------------|
|                     | .00   | 106         | 97.2    | 97.2          | 97.2        |
| Cosmetics,soap,etc. | 1.00  | 3           | 2.8     | 2.8           | 100.0       |
| Total               |       | 109         | 100.0   | 100.0         |             |
| Mean                | .028  | Valid cases | 109     | Missing cases | 0           |

Q17.7 Bought after seeing ads about?

| Value Label | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|-------------|-------|-------------|---------|---------------|-------------|
|             | .00   | 109         | 100.0   | 100.0         | 100.0       |
| Total       |       | 109         | 100.0   | 100.0         |             |
| Mean        | .000  | Valid cases | 109     | Missing cases | 0           |

Q17.8 Bought after seeing ads about?

| Value Label          | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|----------------------|-------|-------------|---------|---------------|-------------|
|                      | .00   | 100         | 91.7    | 91.7          | 91.7        |
| Musical instruments, | 1.00  | 9           | 8.3     | 8.3           | 100.0       |
| Total                |       | 109         | 100.0   | 100.0         |             |
| Mean                 | .083  | Valid cases | 109     | Missing cases | 0           |

Q17.9 Bought after seeing ads about?

| Value Label            | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|------------------------|-------|-------------|---------|---------------|-------------|
|                        | .00   | 108         | 99.1    | 99.1          | 99.1        |
| Furniture,carpets,etc. | 1.00  | 1           | .9      | .9            | 100.0       |
| Total                  |       | 109         | 100.0   | 100.0         |             |
| Mean                   | .009  | Valid cases | 109     | Missing cases | 0           |

Q17.10 Bought after seeing ads about?

| Value Label          | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|----------------------|-------|-------------|---------|---------------|-------------|
|                      | .00   | 105         | 96.3    | 96.3          | 96.3        |
| Office supplies,etc. | 1.00  | 4           | 3.7     | 3.7           | 100.0       |
| Total                |       | 109         | 100.0   | 100.0         |             |
| Mean                 | .037  | Valid cases | 109     | Missing cases | 0           |

Q17.11 Bought after seeing ads about?

| Value Label          | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|----------------------|-------|-------------|---------|---------------|-------------|
|                      | .00   | 108         | 99.1    | 99.1          | 99.1        |
| Magazines,newspaper, | 1.00  | 1           | .9      | .9            | 100.0       |
| Total                |       | 109         | 100.0   | 100.0         |             |
| Mean                 | .009  | Valid cases | 109     | Missing cases | 0           |

Q17.12 Bought after seeing ads about?

| Value Label | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|-------------|-------|-------------|---------|---------------|-------------|
|             | .00   | 109         | 100.0   | 100.0         | 100.0       |
| Total       |       | 109         | 100.0   | 100.0         |             |
| Mean        | .000  | Valid cases | 109     | Missing cases | 0           |

Q17.13 Bought after seeing ads about?

| Value Label          | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|----------------------|-------|-------------|---------|---------------|-------------|
|                      | .00   | 108         | 99.1    | 99.1          | 99.1        |
| Real estate, houses, | 1.00  | 1           | .9      | .9            | 100.0       |
| Total                |       | 109         | 100.0   | 100.0         |             |
| Mean                 | .009  | Valid cases | 109     | Missing cases | 0           |

Q17.14 Bought after seeing ads about?

| Value Label               | Value | Frequency   | Percent | Valid Percent | Cum Percent |
|---------------------------|-------|-------------|---------|---------------|-------------|
|                           | .00   | 105         | 96.3    | 96.3          | 96.3        |
| Banks,insurance compaines | 1.00  | 4           | 3.7     | 3.7           | 100.0       |
| Total                     |       | 109         | 100.0   | 100.0         |             |
| Mean                      | .037  | Valid cases | 109     | Missing cases | 0           |