

Q17.15 Bought after seeing ads about?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	.00	99	90.8	90.8	90.8
Movies,plays,concerts	1.00	10	9.2	9.2	100.0
	Total	109	100.0	100.0	
Mean	.092	Valid cases	109	Missing cases	0

Q17.16 Bought after seeing ads about?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	.00	105	96.3	96.3	96.3
Other	1.00	4	3.7	3.7	100.0
	Total	109	100.0	100.0	
Mean	.037	Valid cases	109	Missing cases	0

Q18A Like or not Japanese ads in newspapers

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Like a lot	1	1	.9	.9	.9
Like somewhat	2	31	28.4	28.4	29.4
Can not say	3	69	63.3	63.3	92.7
Dislike somewhat	4	8	7.3	7.3	100.0
	Total	109	100.0	100.0	
Mean	2.771	Valid cases	109	Missing cases	0

Q18B Like or not Japanese ads on TV

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Like a lot	1	12	11.0	11.0	11.0
Like somewhat	2	50	45.9	45.9	56.9
Can not say	3	38	34.9	34.9	91.7
Dislike somewhat	4	8	7.3	7.3	99.1
Dislike a lot	5	1	.9	.9	100.0
	Total	109	100.0	100.0	
Mean	2.413	Valid cases	109	Missing cases	0

Q18C Like or not Japanese ads on the radio

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Like a lot	1	2	1.8	1.8	1.8
Like somewhat	2	18	16.5	16.5	18.3
Can not say	3	81	74.3	74.3	92.7
Dislike somewhat	4	8	7.3	7.3	100.0
	Total	109	100.0	100.0	
Mean	2.872	Valid cases	109	Missing cases	0

Q18D Like or not Japanese ads in magazines/books

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Like a lot	1	6	5.5	5.5	5.5
Like somewhat	2	31	28.4	28.4	33.9
Can not say	3	67	61.5	61.5	95.4
Dislike somewhat	4	5	4.6	4.6	100.0
	Total	109	100.0	100.0	
Mean	2.651	Valid cases	109	Missing cases	0

Q18E Like or not Japanese ads on billboards,etc

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Like a lot	1	5	4.6	4.6	4.6
Like somewhat	2	29	26.6	26.6	31.2
Can not say	3	65	59.6	59.6	90.8
Dislike somewhat	4	10	9.2	9.2	100.0
	Total	109	100.0	100.0	
Mean	2.734	Valid cases	109	Missing cases	0

Q19A Japanese ads in newspapers useful or not

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
		1	2	1.8	1.8
		2	32	29.4	29.4
		3	27	24.8	24.8
		4	28	25.7	25.7
		5	20	18.3	18.3
	Total	109	100.0	100.0	
Mean	3.294	Valid cases	109	Missing cases	0

Q19B Japanese ads on TV useful or not

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	8	7.3	7.3	7.3
	2	34	31.2	31.2	38.5
	3	20	18.3	18.3	56.9
	4	28	25.7	25.7	82.6
	5	19	17.4	17.4	100.0
	Total	109	100.0	100.0	
Mean	3.147	Valid cases	109	Missing cases	0

Q19C Japanese ads on the radio useful or not

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.9	.9	.9
	2	23	21.1	21.1	22.0
	3	33	30.3	30.3	52.3
	4	29	26.6	26.6	78.9
	5	23	21.1	21.1	100.0
	Total	109	100.0	100.0	
Mean	3.459	Valid cases	109	Missing cases	0

Q19D Japanese ads in magazines/books useful or not

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	5	4.6	4.6	4.6
	2	31	28.4	28.4	33.0
	3	27	24.8	24.8	57.8
	4	27	24.8	24.8	82.6
	5	19	17.4	17.4	100.0
	Total	109	100.0	100.0	
Mean	3.220	Valid cases	109	Missing cases	0

Q19E Japanese ads on billboards, etc. useful or not

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	2	1.8	1.8	1.8
	2	30	27.5	27.5	29.4
	3	30	27.5	27.5	56.9
	4	25	22.9	22.9	79.8
	5	22	20.2	20.2	100.0
	Total	109	100.0	100.0	
Mean	3.321	Valid cases	109	Missing cases	0

Q20A Japanese ads, revitalize the world economy

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Totally agree	1	4	3.7	3.7	3.7
somewhat agree	2	52	47.7	47.7	51.4
Can not say	3	25	22.9	22.9	74.3
somewhat disagree	4	23	21.1	21.1	95.4
Totally disagree	5	5	4.6	4.6	100.0
	Total	109	100.0	100.0	
Mean	2.752	Valid cases	109	Missing cases	0