

Q20B Japanese ads, become an impediment of the U.S. industries

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------------|-------|-----------|---------|---------------|-------------|
| Totally agree | 1 | 2 | 1.8 | 1.8 | 1.8 |
| somewhat agree | 2 | 9 | 8.3 | 8.3 | 10.1 |
| Can not say | 3 | 80 | 73.4 | 73.4 | 83.5 |
| somewhat disagree | 4 | 16 | 14.7 | 14.7 | 98.2 |
| Totally disagree | 5 | 2 | 1.8 | 1.8 | 100.0 |
| Total | | 109 | 100.0 | 100.0 | |

Mean 3.064 Valid cases 109 Missing cases 0

Q20C Japanese ads, stimulate consumers

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------------|-------|-----------|---------|---------------|-------------|
| Totally agree | 1 | 37 | 33.9 | 33.9 | 33.9 |
| somewhat agree | 2 | 59 | 54.1 | 54.1 | 88.1 |
| Can not say | 3 | 6 | 5.5 | 5.5 | 93.6 |
| somewhat disagree | 4 | 6 | 5.5 | 5.5 | 99.1 |
| Totally disagree | 5 | 1 | .9 | .9 | 100.0 |
| Total | | 109 | 100.0 | 100.0 | |

Mean 1.853 Valid cases 109 Missing cases 0

Q20D Japanese ads, foster waste and extravagance

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------------|-------|-----------|---------|---------------|-------------|
| Totally agree | 1 | 3 | 2.8 | 2.8 | 2.8 |
| somewhat agree | 2 | 25 | 22.9 | 22.9 | 25.7 |
| Can not say | 3 | 21 | 19.3 | 19.3 | 45.0 |
| somewhat disagree | 4 | 47 | 43.1 | 43.1 | 88.1 |
| Totally disagree | 5 | 13 | 11.9 | 11.9 | 100.0 |
| Total | | 109 | 100.0 | 100.0 | |

Mean 3.385 Valid cases 109 Missing cases 0

Q20E Japanese ads, learn about Japanese culture

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------------|-------|-----------|---------|---------------|-------------|
| Totally agree | 1 | 4 | 3.7 | 3.7 | 3.7 |
| somewhat agree | 2 | 21 | 19.3 | 19.3 | 22.9 |
| Can not say | 3 | 22 | 20.2 | 20.2 | 43.1 |
| somewhat disagree | 4 | 46 | 42.2 | 42.2 | 85.3 |
| Totally disagree | 5 | 16 | 14.7 | 14.7 | 100.0 |
| Total | | 109 | 100.0 | 100.0 | |

Mean 3.450 Valid cases 109 Missing cases 0

Q20F Japanese ads, full of conceit to understand

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------------|-------|-----------|---------|---------------|-------------|
| somewhat agree | 2 | 4 | 3.7 | 3.7 | 3.7 |
| Can not say | 3 | 16 | 14.7 | 14.7 | 18.3 |
| somewhat disagree | 4 | 37 | 33.9 | 33.9 | 52.3 |
| Totally disagree | 5 | 52 | 47.7 | 47.7 | 100.0 |
| Total | | 109 | 100.0 | 100.0 | |

Mean 4.257 Valid cases 109 Missing cases 0

Q20G Japanese ads, unique in layout, design

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------------|-------|-----------|---------|---------------|-------------|
| Totally agree | 1 | 2 | 1.8 | 1.8 | 1.8 |
| somewhat agree | 2 | 25 | 22.9 | 22.9 | 24.8 |
| Can not say | 3 | 43 | 39.4 | 39.4 | 64.2 |
| somewhat disagree | 4 | 32 | 29.4 | 29.4 | 93.6 |
| Totally disagree | 5 | 7 | 6.4 | 6.4 | 100.0 |
| Total | | 109 | 100.0 | 100.0 | |

Mean 3.156 Valid cases 109 Missing cases 0

Q20H Japanese ads, originality of expression

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------------|-------|-----------|---------|---------------|-------------|
| Totally agree | 1 | 4 | 3.7 | 3.7 | 3.7 |
| somewhat agree | 2 | 15 | 13.8 | 13.8 | 17.4 |
| Can not say | 3 | 34 | 31.2 | 31.2 | 48.6 |
| somewhat disagree | 4 | 47 | 43.1 | 43.1 | 91.7 |
| Totally disagree | 5 | 9 | 8.3 | 8.3 | 100.0 |
| Total | | 109 | 100.0 | 100.0 | |

Mean 3.385 Valid cases 109 Missing cases 0

Q20I Japanese ads, provide humor

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------------|-------|-----------|---------|---------------|-------------|
| Totally agree | 1 | 5 | 4.6 | 4.6 | 4.6 |
| somewhat agree | 2 | 20 | 18.3 | 18.3 | 22.9 |
| Can not say | 3 | 55 | 50.5 | 50.5 | 73.4 |
| somewhat disagree | 4 | 20 | 18.3 | 18.3 | 91.7 |
| Totally disagree | 5 | 9 | 8.3 | 8.3 | 100.0 |
| Total | | 109 | 100.0 | 100.0 | |

Mean 3.073 Valid cases 109 Missing cases 0

Q20J Japanese ads, boring

| Value Label | Value | Frequency | Percent | Valid Percent | Cum Percent |
|-------------------|-------|-----------|---------|---------------|-------------|
| Totally agree | 1 | 1 | .9 | .9 | .9 |
| somewhat agree | 2 | 9 | 8.3 | 8.3 | 9.2 |
| Can not say | 3 | 31 | 28.4 | 28.4 | 37.6 |
| somewhat disagree | 4 | 45 | 41.3 | 41.3 | 78.9 |
| Totally disagree | 5 | 23 | 21.1 | 21.1 | 100.0 |
| Total | | 109 | 100.0 | 100.0 | |

Mean 3.734 Valid cases 109 Missing cases 0