

## Topline Results

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### Methodological notes:

- Survey results are based on national samples. For further details on sample designs, see Survey Methods section.
- Due to rounding, percentages may not total 100%. The topline “total” columns show 100%, because they are based on unrounded numbers.
- Results for Q1 are listed as the number of respondents who offered each response. The numbers are **not** percentages.

**ASK ALL IN U.S. ONLY**

**Q1** What is the first thing that comes to mind when you think of Japan? [OPEN END. RECORD FIRST MENTION. PROBE ONCE ONLY IF RESPONDENT SAYS “DON’T KNOW”]

*NOTE: The numbers listed represent the number of respondents who offered each response; the numbers are not percentages.*

<b><u>Response</u></b>	<b><u>N</u></b>	<b><u>Response</u></b>	<b><u>N</u></b>
Sushi, Food	98	Sports, Sumo, Karate	9
Cars	52	Trade, Shipping	9
WWII	51	Country	8
Technology	49	Current affairs	8
Relatives, Friends	42	Hardworking	7
Tsunami, Fukushima	35	Mount Fuji	7
Crowded, Lots of people	33	Neutral, OK	7
Good, Positive	33	Peace	7
Culture	32	History	5
Other personal characteristics	32	Bad	5
Tokyo	26	Flowers, Garden	5
Manufacturing, Industry	25	Asian people	4
Want to visit, Visited	23	Cherry blossoms	4
Other business	21	Intelligent	4
Beautiful, Pretty	18	Other relationship	4
Other geography	17	Buying U.S. companies	3
Electronics	16	Communist, Socialist	3
Japanese people	16	Emperor	2
Island	15	Earthquakes	2
Pearl Harbor	15	Occupation	2
Asia, Asian, Orient	13	Ocean, Pacific	2
Clothing	12	Video games	2
Movies, TV, Theater	12	Animals	1
Rising Sun, Flag	12		
Anime, Manga, Art	11	Other	16
Beautiful, Nice people	11	Don't know, Refused	102
China, Chinese	11	<b>N=</b>	<b>1,000</b>
Foreign, Far	11		
Allies	10		
Economy	10		
Hiroshima, Nagasaki	10		

	Q2a Generally speaking, how much do you think [JAPAN: Japan / U.S.: the U.S.] can trust ____? A great deal, a fair amount, not too much, or not at all? a. [JAPAN: the United States /U.S.: Japan]					
	A great deal	A fair amount	Not too much	Not at all	DK/Refused	Total
United States	26	42	17	11	5	100
Japan	10	65	18	3	4	100

	Q2b Generally speaking, how much do you think [JAPAN: Japan / U.S.: the U.S.] can trust ____? A great deal, a fair amount, not too much, or not at all? b. China					
	A great deal	A fair amount	Not too much	Not at all	DK/Refused	Total
United States	6	24	41	25	4	100
Japan	0	7	40	50	2	100

	Q2c Generally speaking, how much do you think [JAPAN: Japan / U.S.: the U.S.] can trust ____? A great deal, a fair amount, not too much, or not at all? c. Australia					
	A great deal	A fair amount	Not too much	Not at all	DK/Refused	Total
United States	44	36	10	4	6	100
Japan	17	61	8	1	13	100

	Q2d Generally speaking, how much do you think [JAPAN: Japan / U.S.: the U.S.] can trust ____? A great deal, a fair amount, not too much, or not at all? d. South Korea					
	A great deal	A fair amount	Not too much	Not at all	DK/Refused	Total
United States	15	34	23	24	5	100
Japan	1	20	51	24	4	100

	Q3 Thinking of the overall U.S. relationship with Japan, in the future, would you like the U.S. to be closer to Japan, about as close to Japan, or less close to Japan than it has been in recent years?				
	Closer to Japan	About as close to Japan	Less close to Japan	DK/Refused	Total
United States	38	45	13	5	100

	Q4a Which of these characteristics do you associate with [JAPAN: the American people / U.S.: the Japanese people]? Do you associate ____ with [JAPAN: the American people / U.S.: the Japanese people] people or not? a. Honest			
	Yes, associate	No, do not associate	DK/Refused	Total
United States	71	19	10	100
Japan	37	48	16	100

	Q4b Which of these characteristics do you associate with [JAPAN: the American people / U.S.: the Japanese people]? Do you associate ____ with [JAPAN: the American people / U.S.: the Japanese people] people or not? b. Inventive			
	Yes, associate	No, do not associate	DK/Refused	Total
United States	75	19	6	100
Japan	67	24	9	100

	Q4c Which of these characteristics do you associate with [JAPAN: the American people / U.S.: the Japanese people]? Do you associate ____ with [JAPAN: the American people / U.S.: the Japanese people] people or not? c. Hardworking			
	Yes, associate	No, do not associate	DK/Refused	Total
United States	94	4	2	100
Japan	25	62	13	100

	Q4d Which of these characteristics do you associate with [JAPAN: the American people / U.S.: the Japanese people]? Do you associate ____ with [JAPAN: the American people / U.S.: the Japanese people] people or not? d. Selfish			
	Yes, associate	No, do not associate	DK/Refused	Total
United States	19	73	8	100
Japan	47	44	9	100

	Q4e Which of these characteristics do you associate with [JAPAN: the American people / U.S.: the Japanese people]? Do you associate ____ with [JAPAN: the American people / U.S.: the Japanese people] people or not? e. Aggressive			
	Yes, associate	No, do not associate	DK/Refused	Total
United States	31	64	6	100
Japan	50	43	7	100

	Q4f Which of these characteristics do you associate with [JAPAN: the American people / U.S.: the Japanese people]? Do you associate ____ with [JAPAN: the American people / U.S.: the Japanese people] people or not? f. Intolerant			
	Yes, associate	No, do not associate	DK/Refused	Total
United States	36	53	10	100
Japan	29	59	12	100

	Q5a I'm going to name some major companies, brands, and people from Japan. Is your overall opinion of ____ very favorable, mostly favorable, mostly unfavorable, or very unfavorable? a. Toyota							
	Very favorable	Mostly favorable	Mostly unfavorable	Very unfavorable	Never heard of (VOL)	Can't rate (VOL)	DK/Refused	Total
United States	38	47	7	3	1	2	1	100

	Q5b I'm going to name some major companies, brands, and people from Japan. Is your overall opinion of ____ very favorable, mostly favorable, mostly unfavorable, or very unfavorable? b. Sony							
	Very favorable	Mostly favorable	Mostly unfavorable	Very unfavorable	Never heard of (VOL)	Can't rate (VOL)	DK/Refused	Total
United States	36	52	5	3	2	2	1	100

	Q5c I'm going to name some major companies, brands, and people from Japan. Is your overall opinion of ____ very favorable, mostly favorable, mostly unfavorable, or very unfavorable? c. Pokémon							
	Very favorable	Mostly favorable	Mostly unfavorable	Very unfavorable	Never heard of (VOL)	Can't rate (VOL)	DK/Refused	Total
United States	16	35	14	8	14	11	3	100

	Q5d I'm going to name some major companies, brands, and people from Japan. Is your overall opinion of ____ very favorable, mostly favorable, mostly unfavorable, or very unfavorable? d. Ichiro Suzuki							
	Very favorable	Mostly favorable	Mostly unfavorable	Very unfavorable	Never heard of (VOL)	Can't rate (VOL)	DK/Refused	Total
United States	12	35	7	5	32	7	2	100

	Q5e I'm going to name some major companies, brands, and people from Japan. Is your overall opinion of ____ very favorable, mostly favorable, mostly unfavorable, or very unfavorable? e. Shinzo Abe							
	Very favorable	Mostly favorable	Mostly unfavorable	Very unfavorable	Never heard of (VOL)	Can't rate (VOL)	DK/Refused	Total
United States	3	8	5	4	73	5	2	100

	Q5f I'm going to name some major companies, brands, and people from Japan. Is your overall opinion of ____ very favorable, mostly favorable, mostly unfavorable, or very unfavorable? f. Haruki Murakami							
	Very favorable	Mostly favorable	Mostly unfavorable	Very unfavorable	Never heard of (VOL)	Can't rate (VOL)	DK/Refused	Total
United States	2	11	5	4	69	7	2	100

	Q5g I'm going to name some major companies, brands, and people from Japan. Is your overall opinion of ____ very favorable, mostly favorable, mostly unfavorable, or very unfavorable? g. Junichiro Koizumi							
	Very favorable	Mostly favorable	Mostly unfavorable	Very unfavorable	Never heard of (VOL)	Can't rate (VOL)	DK/Refused	Total
United States	3	9	4	4	73	5	2	100

	Q6a I'm going to read a list of some countries where people might go on vacation. Would you be very interested, somewhat interested, or not at all interested in going to a. China?					
	Very interested	Somewhat interested	Not at all interested	Already went to this country (VOL)	DK/Refused	Total
United States	20	28	50	1	0	100

	Q6b I'm going to read a list of some countries where people might go on vacation. Would you be very interested, somewhat interested, or not at all interested in going to b. South Korea?					
	Very interested	Somewhat interested	Not at all interested	Already went to this country (VOL)	DK/Refused	Total
United States	11	19	68	2	0	100

	Q6c I'm going to read a list of some countries where people might go on vacation. Would you be very interested, somewhat interested, or not at all interested in going to c. Singapore?					
	Very interested	Somewhat interested	Not at all interested	Already went to this country (VOL)	DK/Refused	Total
United States	17	31	50	2	0	100

	Q6d I'm going to read a list of some countries where people might go on vacation. Would you be very interested, somewhat interested, or not at all interested in going to d. Japan?					
	Very interested	Somewhat interested	Not at all interested	Already went to this country (VOL)	DK/Refused	Total
United States	30	32	35	2	0	100

	Q7 How do you get most of your news about international issues concerning [JAPAN: the U.S. / U.S.: Japan]?							
	Television	Newspapers	Radio	Magazines	The internet	Other (VOL)	DK/Refused	Total
United States	44	9	6	2	36	1	2	100
Japan	65	16	2	1	15	0	0	100

	Q8 Is it more important for [JAPAN: Japan/ U.S.: the United States] to have strong economic ties with China or with [JAPAN: the United States / U.S.: Japan]?					
	China	[JAPAN: the United States / U.S.: Japan]	Both (VOL)	Neither (VOL)	DK/Refused	Total
United States	43	36	12	3	6	100
Japan	10	78	4	4	4	100

	Q9 Do you think Japan is a rising economic power, a declining economic power, or is Japan's economic power staying about the same relative to other countries?				
	Rising economic power	Declining economic power	Staying about the same	DK/Refused	Total
United States	28	8	57	7	100

	Q10 Do you think Japan has a fair trade policy or an unfair trade policy with the United States?					
	Fair	Unfair	Both (VOL)	U.S. unfair (VOL)	DK/Refused	Total
United States	55	24	1	0	20	100

	Q11 Do you think China has a fair trade policy or an unfair trade policy with the United States?					
	Fair	Unfair	Both (VOL)	U.S. unfair (VOL)	DK/Refused	Total
United States	37	48	0	0	15	100

	Q12 Some people say that Japan should play a more active military role in helping to maintain peace and stability in the Asia-Pacific region. Other people say that, given its history, Japan should limit its military role in regional affairs. Which view is closer to your own?			
	Play a more active military role	Limit its military role	DK/Refused	Total
United States	47	43	10	100
Japan	23	68	9	100

	Q13 Do you think that the rise of China as a military and economic power makes relations between the U.S. and Japan more important, less important, or does it not make a difference?				
	More important	Less important	Makes no difference	DK/Refused	Total
United States	60	6	29	5	100

	Q14 As you think about relations between the United States and Japan over the last 75 years, which one of these events is most important in your opinion?						
	World War II	U.S.-Japan military alliance since World War II	U.S.-Japan "trade wars" of the 1980s and early 1990s	2011 earthquake and tsunami in Japan	None of the above (VOL)	DK/Refused	Total
United States	31	23	8	31	1	6	100
Japan	17	36	14	20	1	12	100

	Q15 As you may know, the United States dropped atomic bombs on the Japanese cities of Hiroshima and Nagasaki in August 1945 near the end of World War II. Looking back, would you say using the atomic bomb on Japanese cities in 1945 was justified or was it not justified?			
	Justified	Not justified	DK/Refused	Total
United States	56	34	10	100
Japan	14	79	7	100

	Q16a Overall, do you think that ____ has apologized sufficiently for its actions during World War II, that ____ has not apologized sufficiently, or do you think no apology is necessary? a. Germany				
	Yes, has apologized sufficiently	No, has not apologized sufficiently	No apology necessary	DK/Refused	Total
United States	33	37	21	9	100

	Q16b Overall, do you think that ____ has apologized sufficiently for its actions during World War II, that ____ has not apologized sufficiently, or do you think no apology is necessary? b. Japan				
	Yes, has apologized sufficiently	No, has not apologized sufficiently	No apology necessary	DK/Refused	Total
United States	37	29	24	10	100

	Q17a How much, if anything, have you heard about ____? A lot, a little, or nothing at all? a. Territorial disputes between China and neighboring countries				
	A lot	A little	Nothing at all	DK/Refused	Total
United States	16	44	39	1	100

	Q17b How much, if anything, have you heard about ____? A lot, a little, or nothing at all? b. North Korea's nuclear program				
	A lot	A little	Nothing at all	DK/Refused	Total
United States	39	42	18	1	100

	Q17c How much, if anything, have you heard about ____? A lot, a little, or nothing at all? c. Tensions between Japan and South Korea over the issue of "comfort women" during World War II				
	A lot	A little	Nothing at all	DK/Refused	Total
United States	10	31	57	2	100