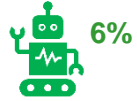


# Results of the Attitude Study in the Midwest (2019)

Source: Online survey (Jan.-Mar. 2019) of representative and projectable sample of **876 respondents** in **10-state Midwestern region** under the jurisdiction of CGJC

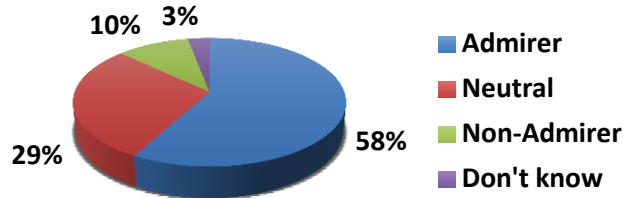
## Q1. The first 3 words to describe Japan

- ① **Sushi**    ② **Honor**    ③ **Technology**



## Q2. Admirers of Japan

✓ **58%** of Midwesterners are **admirers** of Japan



## Q3. Owners of Japanese made products

✓ **1/2** of Midwesterners own at least one of the Japanese **outdoor products** below:

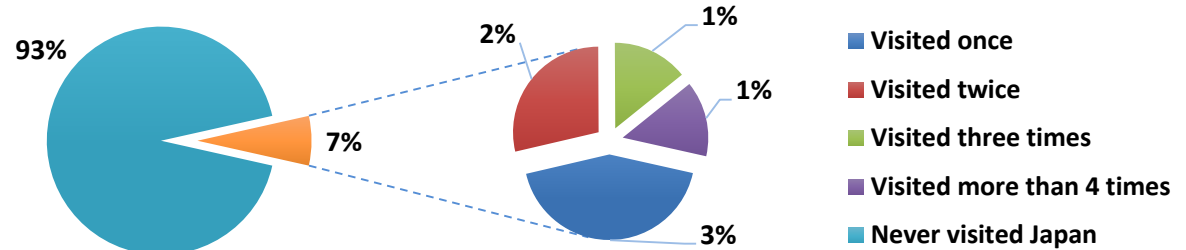
<b>Car</b>	<b>38%</b>	<b>Truck</b>	<b>5%</b>
<b>Lawn mower</b>	<b>11%</b>	<b>All-terrain vehicle</b>	<b>4%</b>
<b>Motorcycle</b>	<b>8%</b>	<b>Boat, Jet-ski etc.</b>	<b>3%</b>
<b>Generator</b>	<b>6%</b>	<b>Tractor</b>	<b>2%</b>

✓ **2/3** of Midwesterners own at least one of the Japanese **indoor products** below:

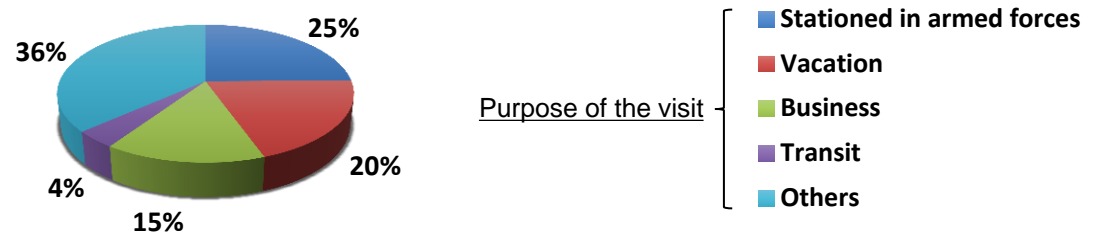
<b>TV, DVD etc.</b>	<b>67%</b>
<b>Video game consoles</b>	<b>42%</b>
<b>Camera</b>	<b>36%</b>
<b>Power tools</b>	<b>24%</b>
<b>Musical instruments</b>	<b>10%</b>
<b>Printer/Copier</b>	<b>7%</b>

## Q4. Travel to Japan

✓ **93%** of Midwesterners **never visited** Japan



✓ **25%** of visitors **stationed in armed forces** in Japan



## Q5. Activities related to Japan

Activities	%
Watched an anime/manga on <b>TV/streaming</b>	<b>16%</b>
Watched a <b>Japanese movie</b> at home	<b>16%</b>
Visited a <b>Japanese garden</b>	<b>12%</b>
Read an anime/manga <b>comic book</b>	<b>10%</b>
Practiced a <b>Japanese martial art</b>	<b>6%</b>
Attended a <b>local Japanese festival</b>	<b>4%</b>
None of the above	36%

## Q6. Areas of interest related to Japan

Area of Interest	%
Japanese <b>cuisine</b>	<b>44%</b>
Japanese <b>history</b>	<b>27%</b>
Japanese <b>architecture</b>	<b>26%</b>
<b>Traditional Japanese arts</b>	<b>25%</b>
Japanese <b>craftsmanship</b>	<b>25%</b>
<b>Robotics, IT &amp; high-tech</b>	<b>24%</b>
Japanese <b>martial arts</b>	<b>20%</b>
<b>Japanese language</b>	<b>20%</b>
Japanese <b>fashion</b>	<b>17%</b>
Others	< 17%