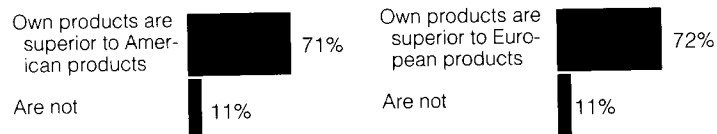


HOW THE JAPANESE SEE THEMSELVES...

A comprehensive look at attitudes in Japan and in the United States provides more than a few surprises. As expected, Japanese pride in the quality of their products is manifest. But they see the United States playing a stronger leadership role, and more narrowly, a stronger economic role than they will in the years ahead.

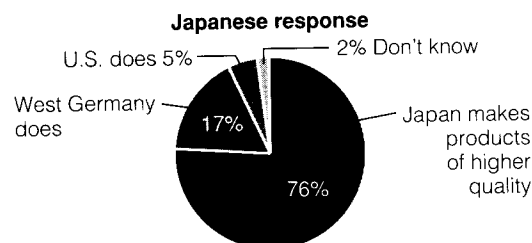
Question: **Do you consider Japanese products superior to (American/European) products?**

Japanese response



Source: Survey by Chuo Chosa Sha (Japan) for *Fortune*, May-June, 1990.

Question: **Overall, which country makes products of higher quality—Japan, United States, or West Germany?**



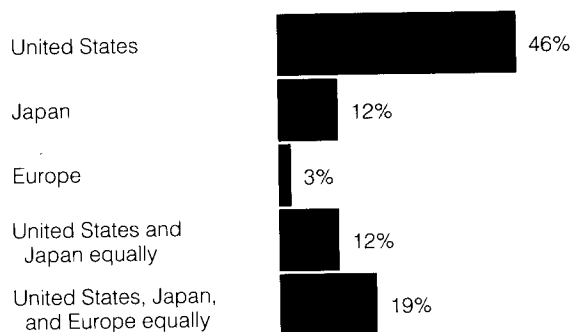
Note: In the United States, respondents were asked to compare Japanese and West German products only. Americans said that Japan made higher quality products (55%) than West Germany did (30%).

Source: Survey by the Tokyo Broadcasting System (Japan), June 30-July 4, 1989.

Question: **For the last four decades, the United States has been the leader of the free world. Which country or countries do you think is most likely to have that leading role in the future?**

Japanese response

Likely to have a role as leader of the free world in the future



Source: Survey by Nippon Research (Japan) for the *Wall Street Journal*, May 1990.

Question: **In the next century, which country do you think will be the number one economic power in the world—the United States, Japan, or some other country?**

Japanese response

Will be the number one economic power in the world in the next century

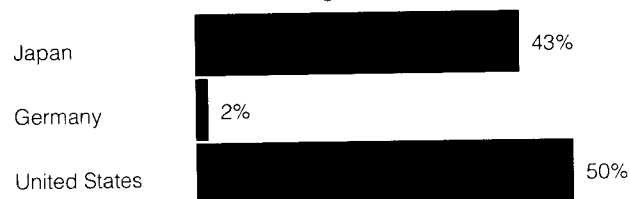


Source: Survey by Tokyo Broadcasting System (Japan), May 31-June 6, 1990.

Question: **Which of the following countries do you think presently has the strongest overall economy, and which of the following countries do you think will have the strongest economy ten years from now?**

Japanese response

Has the strongest economy now



Japanese response

Will have the strongest economy in ten years



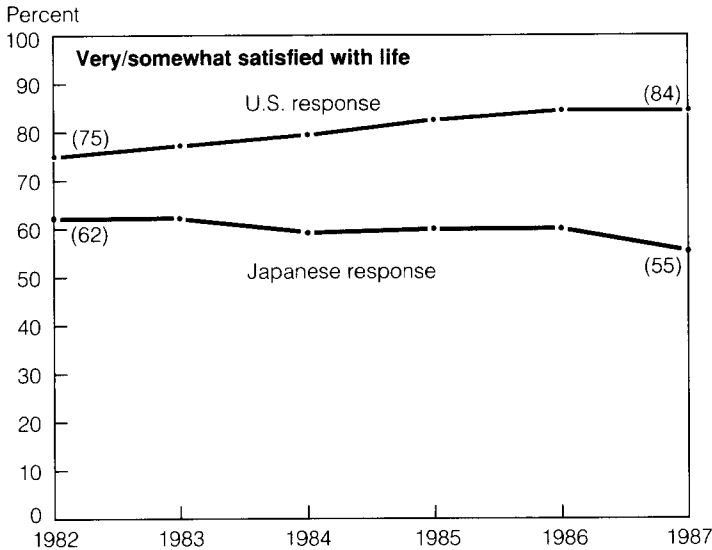
Note: In a July-August, 1990 survey of 482 Japanese electronics engineers by *Electronic Engineering Times* and *Nikkei Electronics*, 70% said the United States leads Japan, Germany, and Europe in technology. 28% said Japan does. Forty-nine percent of Japanese engineers also said the United States will be the technology leader in 1998 compared to 40% who said Japan will.

Source: Survey by Nippon Research (Japan) for the *Wall Street Journal*, May 1990.

AND US

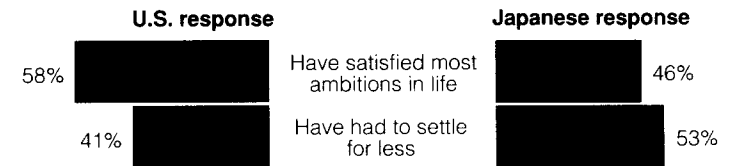
Japanese satisfaction with economic accomplishment does not extend to personal life. Americans express more satisfaction with their lives, their personal accomplishments, and with their jobs than the Japanese do.

Question: **All things considered, how satisfied or dissatisfied are you overall with your life these days? Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?**



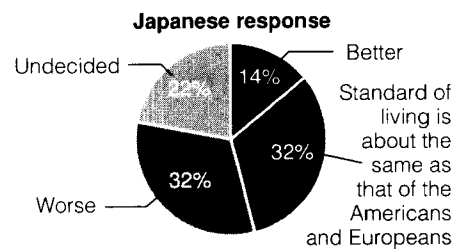
Note: In 1987, 11% of Americans and 43% of Japanese said they were dissatisfied.
Source: Surveys by CBS News/*New York Times*, May 18-21, 1987, and the Tokyo Broadcasting System (Japan), May 11-18, 1987.

Question: **Now some different questions: Up to now, have you been able to satisfy most of your ambitions in life, or have you had to settle for less than you had hoped for?**



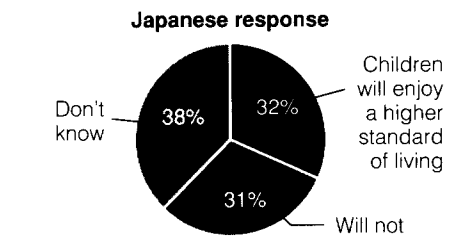
Source: Surveys by CBS News/*New York Times*, June 26-29, 1989, and the Tokyo Broadcasting System (Japan), June 30-July 4, 1989.

Question: **How does your standard of living compare with that of Americans and Europeans?**



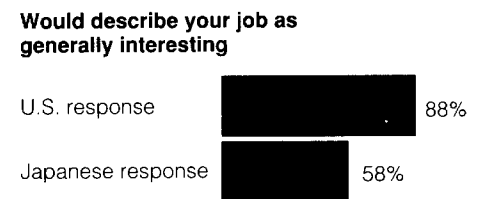
Source: Survey by Chuo Chosa Sha (Japan) for *Fortune*, May-June, 1990.

Question: **Do you expect your children's generation to enjoy a higher standard of living than your generation?**



Source: Survey by Nippon Research (Japan) for the *Wall Street Journal*, May, 1990.

Question: **Would you describe your job as generally interesting, or not interesting?**

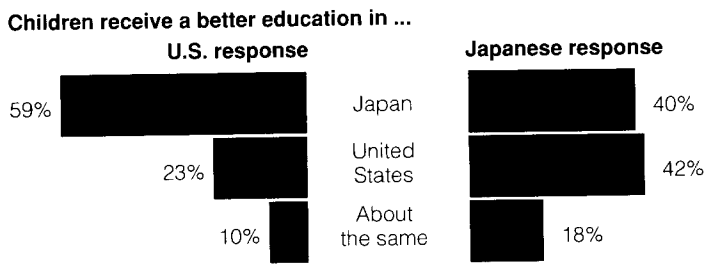


Source: Survey by CBS News/*New York Times*, June 26-29, 1989, and the Tokyo Broadcasting System (Japan), June 30-July 4, 1989.

Education, Work, and Housing

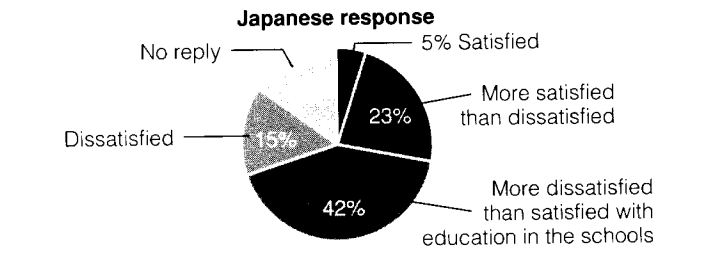
The Japanese see the U.S. educational system as better than theirs, and a majority express dissatisfaction with education in Japan. The Japanese see U.S. housing as better, too, and, for seven in ten, housing costs outstrip ability to afford it.

Question: **In which country do children receive a better education—Japan or the United States, or are they about the same?**



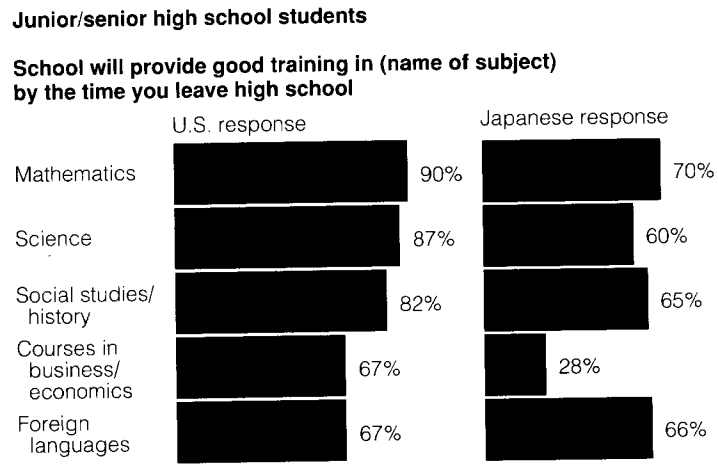
Source: Survey CBS News/*New York Times*, June 26-29, 1989, and the Tokyo Broadcasting System (Japan), June 30-July 4, 1989.

Question: **Are you satisfied or dissatisfied with education in the schools?**



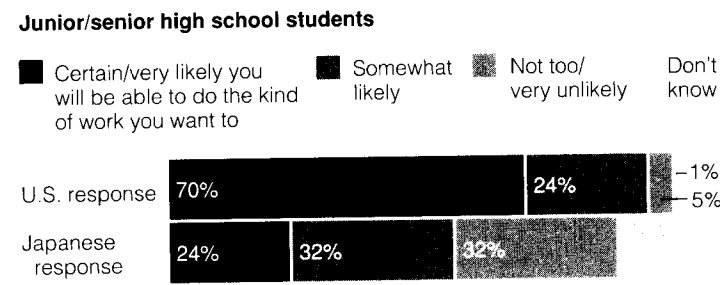
Note: In the survey the top five areas cited for reform were quality of teachers (39%), the memorization approach (34%), grading system (32%), moral education (27%), student bullying (24%)
 Source: Survey by *The Yomiuri Shimbun*, February 1988.

Question: **For these same subjects, please tell me whether you think your schools will provide you with good training in this area or poor training in this area by the time you leave high school.**



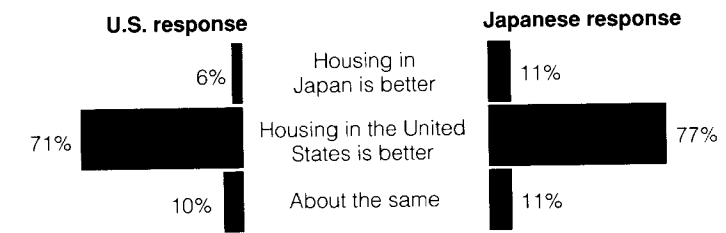
Note: Not all subjects shown.
 Source: Survey by the Gallup Organization for Junior Achievement, February 5-18, 1990 (U.S.), February 1990 (Japan).

Question: **How likely do you think it is that you will actually get to do the kind of work you want to do?**



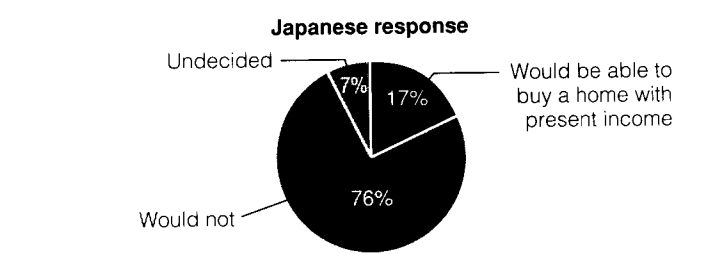
Source: Survey by the Gallup Organization for Junior Achievement, February 5-18, 1990 (U.S.), February 1990 (Japan)

Question: **In which country is housing better—Japan or the United States, or are they about the same?**



Source: Surveys by CBS News/*New York Times*, June 26-29, 1989, and the Tokyo Broadcasting System (Japan), June 30-July 4, 1989

Question: **With your present income, would you be able to buy a home?**

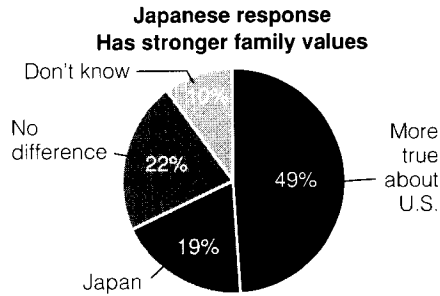


Source: Survey by Chuo Chosa Sha (Japan) for *Fortune*, May-June, 1990.

Family Ties, Savings, and Government Corruption

A plurality of the Japanese believe Americans have stronger family values. Surprisingly, American adults and students say they would save more money than their Japanese counterparts. Far more Japanese than Americans see corruption in government as a fact of life.

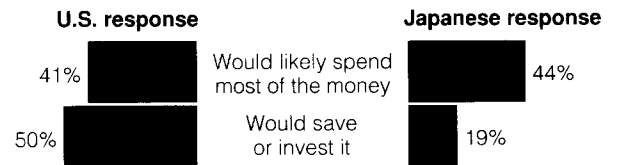
Question: Below is a list of statements about society. For each, please indicate whether you believe it is more true about Japan and the Japanese, or more true about the United States and Americans.



Source: Survey by Nippon Research (Japan) for the Wall Street Journal, May 1990.

Question: Let's say you won \$700. What would you be most likely to do with that money—spend most of it on something you need or want, or save or invest most of it?

If you won \$700...

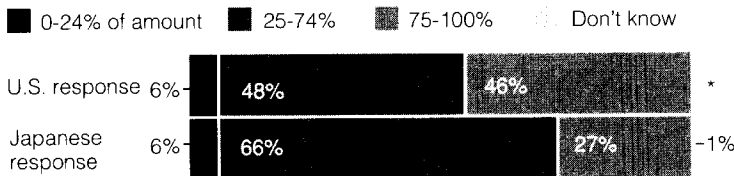


Note: 7% of Americans and 37% of Japanese volunteered that they would do both.
Source: Surveys by CBS News/New York Times, June 26-29, 1989, and the Tokyo Broadcasting System (Japan), June 30-July 4, 1989.

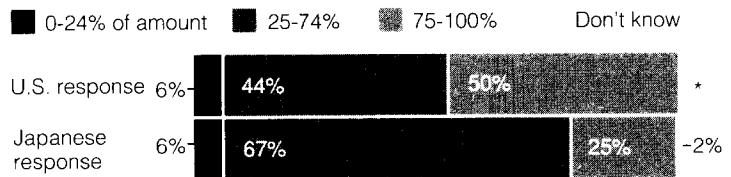
Question: Switching subjects, I'm interested in some of your attitudes toward money. Let's suppose (you were to win/you earned) \$1,000 (¥ = 150,000), how much of that amount would you probably spend, and how much would you probably save?

Junior/senior high school students

Would save ... if you were to win \$1,000.

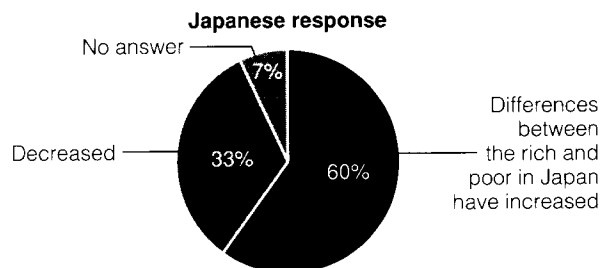


Would save ... if you earned \$1,000.



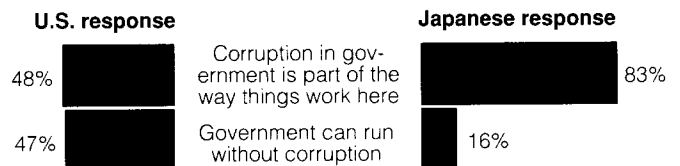
Note: * = less than .5%.
Source: Survey by the Gallup Organization for Junior Achievement, February 5-18, 1990 (U.S.), February 1990 (Japan).

Question: Do you think the differences between the rich and the poor in such things as income and assets have decreased, or increased?



Source: Survey by Mainichi Press (Japan), December 1987.

Question: Do you think corruption in government is part of the way things work in the (United States/Japan), or do you think the government can run without corruption?



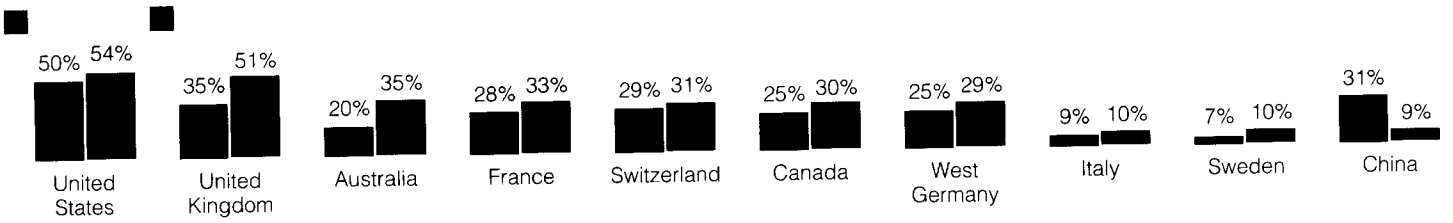
Source: Surveys by CBS News/New York Times, June 26-29, 1989, and the Tokyo Broadcasting System (Japan), June 30-July 4, 1989.

Japanese regard for U.S. trustworthiness endures. Americans' assessment of Japan as a dependable ally is just below its 30-year average. Past transgressions are deemed just that—part of the past.

Question: Listed on this card are the names of 31 nations. Which five of these nations do you regard as most trustworthy?

Japanese response

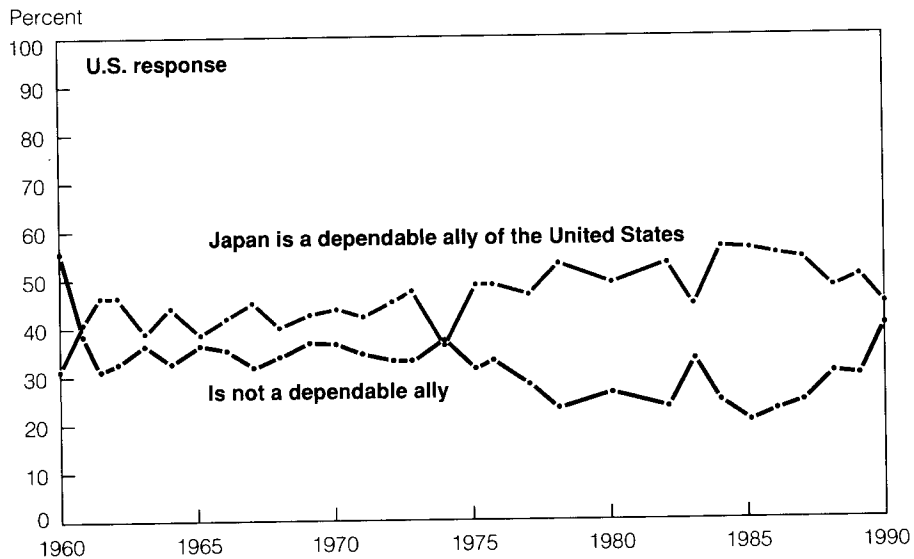
Nations regarded as most trustworthy



Note: The Soviet Union was cited by 3% of Japanese in both 1982 and 1986. Source: Surveys by the Gallup Organization for *The Yomiuri Shimbun*, latest that of October 10-15, 1989.

HOW WE SEE JAPAN

Question: In your opinion, do you think Japan is or is not a dependable ally (friend) of the United States?



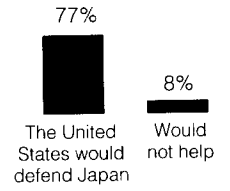
	1960	1965	1970	1975	1980	1985	1990
Japan is a dependable ally of the United States	31%	39%	44%	49%	49%	56%	44%
Is not a dependable ally	55%	36%	36%	33%	26%	20%	40%

Note: All data are not shown in table above. Source: Surveys by the Gallup Organization for the Japanese Foreign Ministry, latest that of February 1990.

Question: If Japan were attacked, do you think the United States would defend Japan, or do you think the United States would not help Japan?

U.S. response

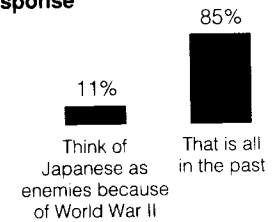
If Japan were attacked...



Note: In 1985, 42% of Japanese said that the United States would defend Japan, 54% said it would not. In 1989, 44% of Japanese said the U.S. would, 46% it would not. Source: Surveys by CBS News/*New York Times*, February 18-19, 1989, and the Tokyo Broadcasting System (Japan), February 16-19, 1989.

Question: These days, do you sometimes think of the Japanese as enemies because of World War II, or is that all in the past?

U.S. response



Source: Surveys by CBS News/*New York Times*, July 16-21, 1985, and the Tokyo Broadcasting System (Japan), July 11-15, 1985.