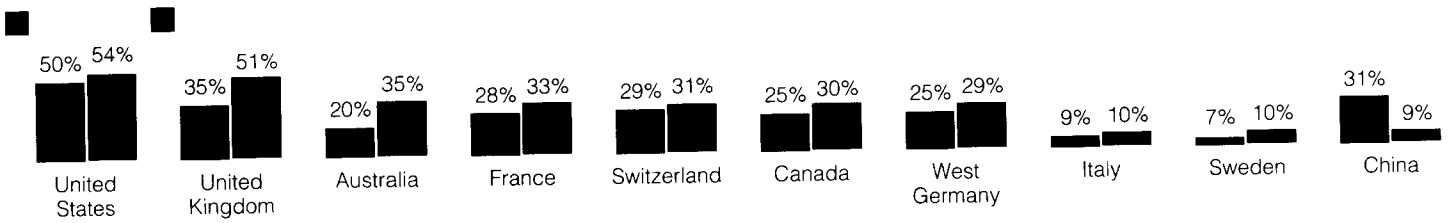


Japanese regard for U.S. trustworthiness endures. Americans' assessment of Japan as a dependable ally is just below its 30-year average. Past transgressions are deemed just that—part of the past.

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

Japanese response

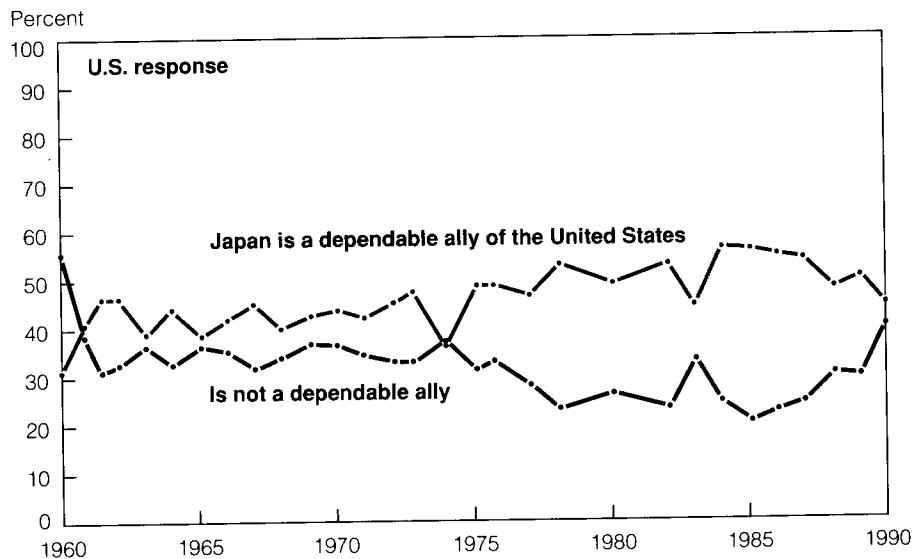
Nations regarded as most trustworthy



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?



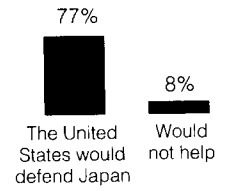
	1960	1965	1970	1975	1980	1985	1990
Japan is a dependable ally of the United States	31	39	44	49	49	56	44
Is not a dependable ally	55	36	36	33	26	20	40

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

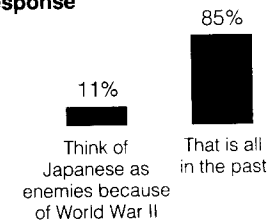
If Japan were attacked...



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.

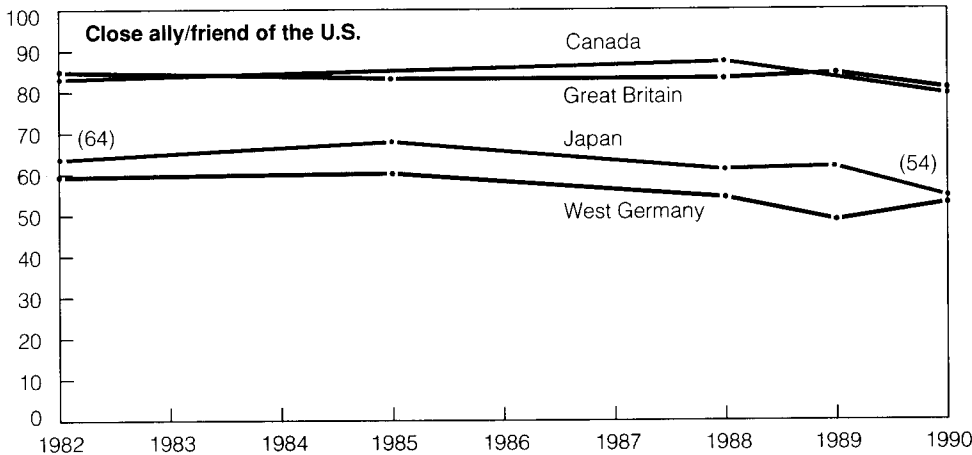
Friend, Not Foe

Since 1974, favorable U.S. ratings of Japan measured by NORC have declined a mere 6 percentage points. U.S. opinion leaders view the U.S.-Japanese relationship and Japan's emergence as a formidable economic power positively.

Question: **Turning to another subject. I'd like to have your impressions about the overall position that some countries have taken toward the U.S. (Card shown respondent) Would you read down that list and for each country, tell me if you believe that country has acted as a close ally of the U.S., has acted as a friend but not a close ally, has been more or less neutral toward the U.S., has been mainly unfriendly toward the U.S. but not an enemy, or has acted as an enemy of the U.S.?**

U.S. response

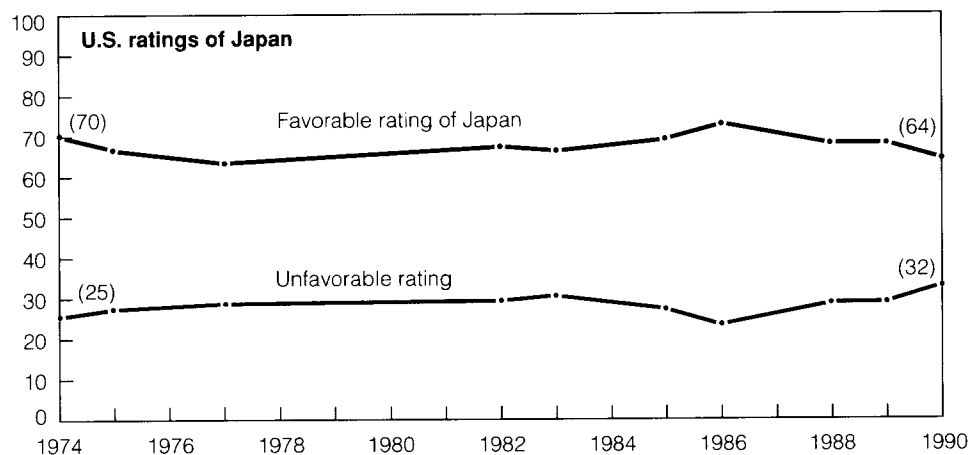
Percent



Source: Surveys by the Roper Organization (Roper Reports 90-7), latest that of July 14-21, 1990.

Question: **You will notice that the boxes on this card go from the highest position of plus five for a country which you like very much, to the lowest position of minus five for a country you dislike very much. How far up the scale or how far down the scale would you rate the following countries?**

Percent

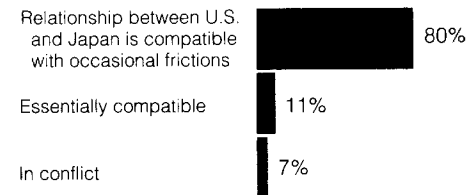


Note: Favorable responses = +1 through +5. Unfavorable responses = -1 through -5. In 1974, 17% of respondents rated Japan very favorably (+4 or +5), in 1990, 16% did. In 1974, 60% of respondents with some high school education and 85% of college graduates rated Japan favorably. In 1990, 54% of those with some high school education and 73% of college graduates gave favorable ratings.

Source: Surveys by the National Opinion Research Center, latest that of February-April, 1990.

Question: **How do you size up the relationship between the United States and Japan in terms of worldwide interests?**

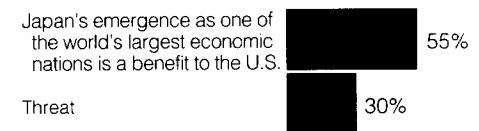
U.S. opinion leaders



Note: Sample = 306 opinion leaders in the United States. Source: Survey by the Gallup Organization for the Japanese Foreign Ministry, January-March, 1990.

Question: **Do you think that Japan's emergence as one of the world's largest economic nations represents a benefit or a threat to the United States?**

U.S. opinion leaders



Note: Sample = 306 opinion leaders in the United States. Source: Survey by the Gallup Organization for the Japanese Foreign Ministry, January-March, 1990.

Present and Future Relations

Younger respondents and those with college educations give the most positive assessments of present and future U.S.-Japanese relations. Americans see the Japanese as especially—compared to themselves—hardworking, disciplined, and competitive.

Question: **Do you think that relations between the United States and Japan are very good, good, just fair, or poor at present?**

Think relations between the United States and Japan are very good or good

U.S. response



By age



By education



Question: **Which of the statements on this card best describes your opinion about economic relations between Japan and the United States in the future?**

Future economic relations between the United States and Japan will greatly/slightly improve

U.S. response



By age



By education

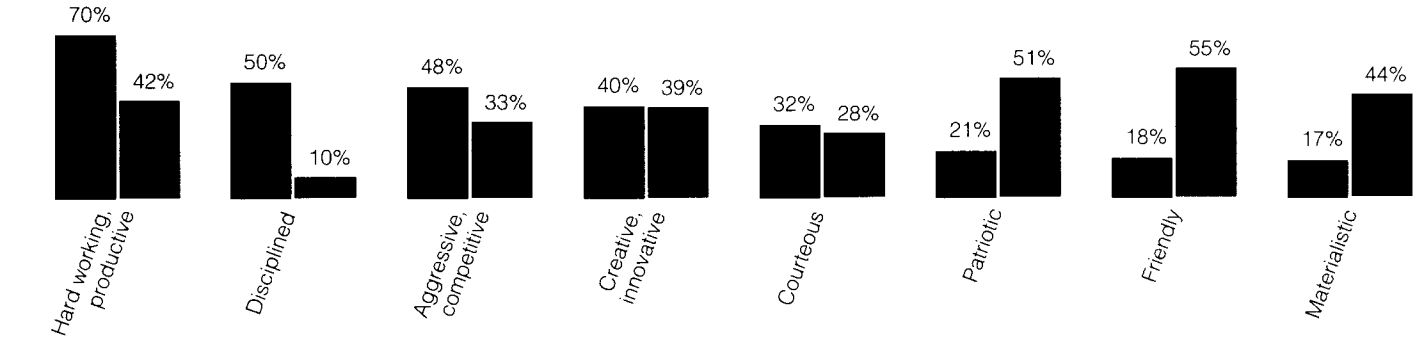


Source: Survey by the Gallup Organization for *The Yomiuri Shimbun*, October 10-15, 1989.

Question: **We tend to have different images of people in different countries. Here is a list of descriptive words. (Card shown respondent) I'm going to name some people of different nations, and for each one would you call off all the words you would use to describe those people? First, the Japanese.**

U.S. response

■ Describes Japanese ■ Describes Americans



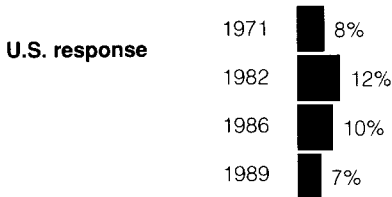
Source: Survey by the Roper Organization (Roper Reports 90-1), December 2-9, 1989.

Interaction

Few Americans have come into contact with Japanese people and aspects of Japanese culture. However, solid majorities have purchased Japanese products and would be willing to work for a Japanese-owned company.

Question: **Have you ever visited Japan, or not? Have you ever been to Japan?**

Have ever visited/been to Japan



Source: Surveys by Louis Harris and Associates for *Asahi Shimbun* (Japan), latest that of October 13-28, 1986, and CBS News, June 26-29, 1989.

Question: **Have you ever read any books about Japan, or not?**

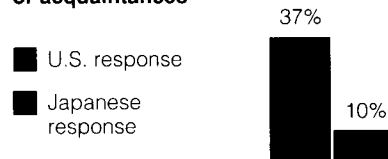
U.S. response
Have read books about Japan



Source: Surveys by Louis Harris and Associates for *Asahi Shimbun* (Japan), latest that of October 13-28, 1986.

Question: **Do you have any (Japanese/American) friends or acquaintances?**

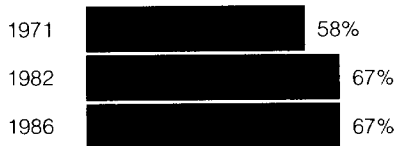
Yes, have (Japanese/American) friends or acquaintances



Note: In a Louis Harris and Associates poll (Japan) in 1986, 7% of Americans said they knew Japanese people who live in Japan. **Source:** Survey by CBS News/*New York Times*, June 5-8, 1990, and the Tokyo Broadcasting System (Japan), May 31-June 6, 1990.

Question: **Have you ever purchased any kind of a major product that was manufactured in Japan, or not?**

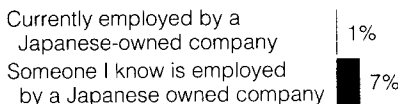
U.S. response
Have purchased a major product manufactured in Japan



Source: Surveys by Louis Harris and Associates for *Asahi Shimbun* (Japan), latest that of October 13-28, 1986.

Question: **Are you or is someone you know employed by a Japanese-owned company in the United States? (If yes, ask) Is that person you or someone else?**

U.S. response



Source: Survey by CBS News/*New York Times*, February 18-19, 1989.

Question: **How would you feel about working in a Japanese-owned company in the United States? Would you be willing to work for a Japanese company or would that bother you?**

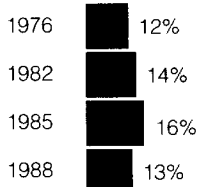
U.S. response



Note: In an October 1986 Louis Harris poll for *Asahi Shimbun* (Japan), 19% of Americans said they would like working for a Japanese-owned company, 46% said they were not sure, and 29% said they would not like working for a Japanese company. **Source:** Survey CBS/*New York Times*, April 6-10, 1986.

Question: **There are many different styles of food and cooking—regional and national. Which of these kinds of foods or cooking do you really enjoy?**

U.S. response
Really enjoy Japanese food and cooking

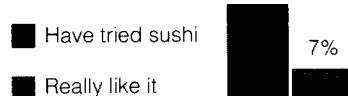


Note: The top five responses in 1988 were: "Plain American"=68%, "Italian"=57%, "Mexican"=48%, "Chinese"=48%, and "Southern"=38%.

Source: Surveys by the Roper Organization (Roper Reports 89-1), latest that of December 3-10, 1988.

Question: **Here is a list of foods that might be considered unusual. Would you please read down the list and for each item tell me if you have ever tried it or not. Would you say that you really liked it, or was it just alright, or was it something you didn't like?**

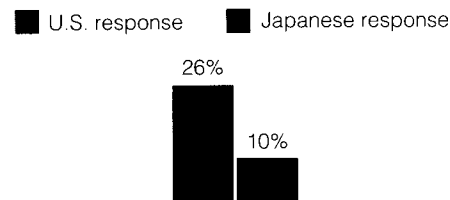
U.S. response



Source: Survey by the Roper Organization (Roper Reports 89-4), March 11-18, 1989.

Question: **Are you able to carry on a simple conversation in another language besides (English/Japanese)?**

Can carry on a simple conversation in language other than own language



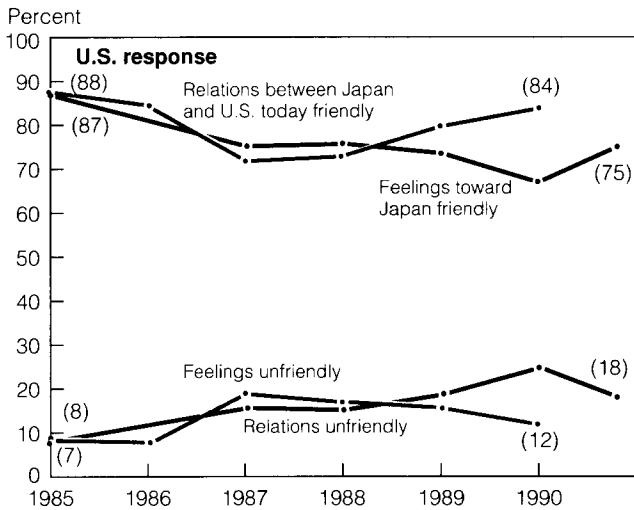
Source: Surveys by CBS News/*New York Times*, June 26-29, 1989, and the Tokyo Broadcasting System (Japan), June 30-July 4, 1989.

Trade Winds

"Hostility Toward Japan Increases" (*Washington Post*, 9/19/90). It's simply not so. Both Americans and the Japanese do see strains in the relationship, but large majorities remain positive about the ties.

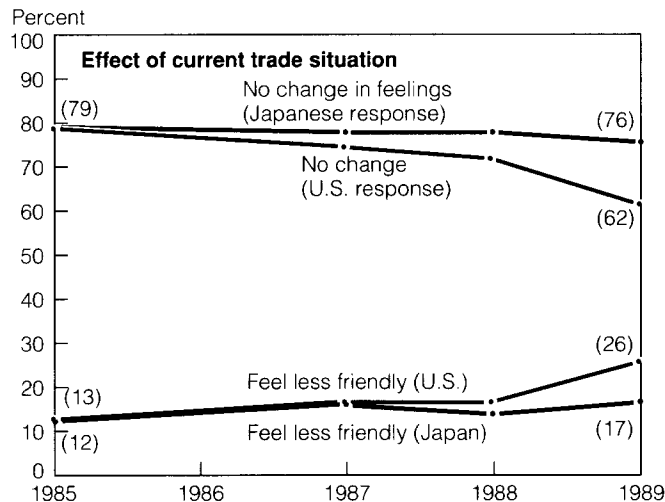
Question: **How would you describe relations between Japan and the United States today? Would you say relations are very friendly, somewhat friendly, somewhat unfriendly, or very unfriendly?**

Question: **Overall, are your feelings toward Japan generally friendly or generally unfriendly?**



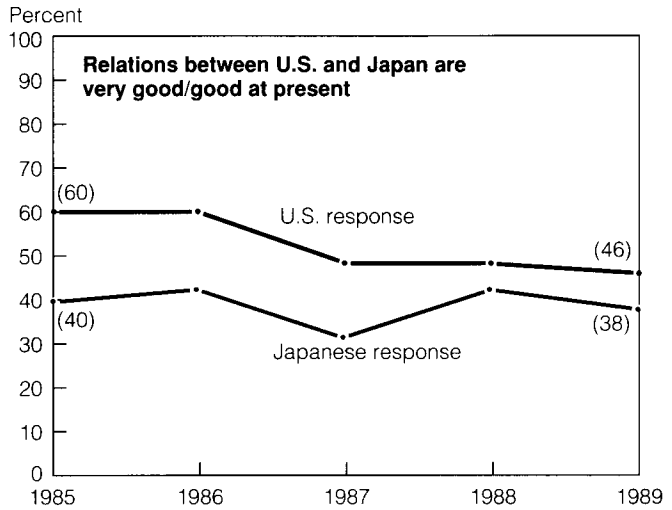
Note: The percentage of Americans saying relations were "very friendly" was 23% in 1985 and 18% in 1990.
Source: Survey by CBS News/*New York Times*, latest that of June 5-8, 1990.

Question: **Has the current trade situation between the United States and Japan changed your feelings toward (Japan/United States)? If yes, ask: Has it made you feel more friendly or less friendly?**



Note: In 1985, 4% of Americans and 4% of Japanese said that the current trade situation made them feel "more friendly" toward (Japan/United States). In 1989, 5% of Americans and 5% of Japanese gave the same response.
Source: Surveys by CBS News/*New York Times*, latest that of February 18-19, 1989, and the Tokyo Broadcasting System (Japan), February 16-19, 1989.

Question: **Do you think that relations between the United States and Japan are very good, good, just fair, or poor at present?**



Note: "Very good/good" responses for the U.S. were 57% (1979), 61% (1980), 54% (1981), 47% (1982), 64% (1983).
Source: Surveys by the Gallup Organization for *The Yomiuri Shimbun* (Japan), latest that of October 10-15, 1989.

Question: **(Last year/for this year) Japan sold over (18/50) billion dollars more in products to the United States than the U.S. sold to Japan. Some people estimate that the Japanese surplus of trade with the U.S. will be even higher (this/next) year. How serious do you feel it is that Japan is selling so much more to the United States than the United States is selling to Japan?**

U.S. response

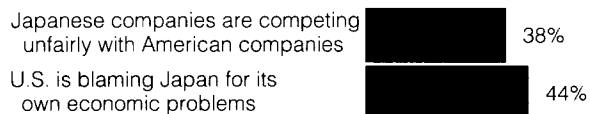
Japan's trade surplus with the U.S. is serious



Source: Survey by Louis Harris and Associates for *Asahi Shimbun* (Japan), latest that of October 13-28, 1986.

Question: **Which of the following statements comes closer to your opinion?**

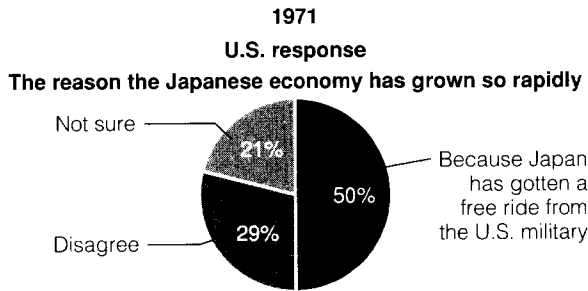
U.S. response



Note: The results shown here are close to those CBS News/*New York Times* obtained in 1988 (33-48%).
Source: Survey by CBS News/*New York Times*, June 5-8, 1990.

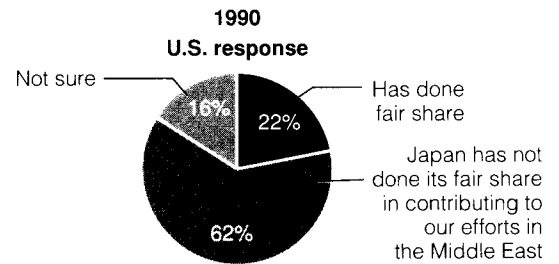
As Americans see it, the frictions in U.S.-Japanese relations are: the feeling that Japan is hitching a "free ride" on the American military (today, in the Gulf crisis); the sense that Japan is getting too much of an economic hold here; and the idea that Japanese companies engage in unfair trade practices (justifying U.S. retaliation).

Question: Here are some statements people have made about Japanese industry. For each, tell me whether you agree or disagree. The reason the Japanese economy has grown so rapidly is that Japan has gotten a free ride from U.S. military protection.



Source: Survey by Louis Harris and Associates for *Asahi Shimbun* (Japan), January 1971.

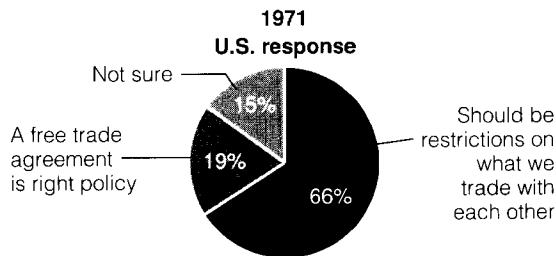
Question: And how about Japan? Do you feel Japan has or has not done its fair share in contributing to our efforts in the Middle East?



Note: Forty-four percent of Americans said Great Britain has done its fair share, and 51% felt that way about Saudi Arabia.

Source: Survey by NBC News/*Wall Street Journal*, September 15-18, 1990.

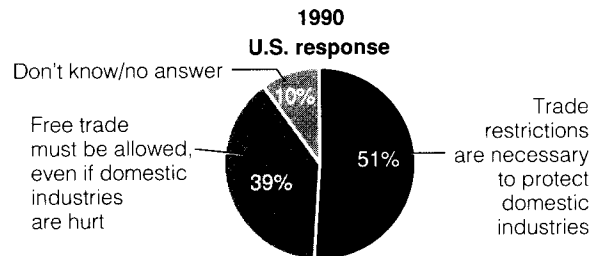
Question: Do you think a free trade agreement—that is, open buying and selling without quotas or tariffs—is the right policy for the United States and Japan to follow, or do you think there should be restrictions on what we trade with each other?



Note: In five surveys asked between 1982 and 1986, Harris found that a solid majority, ranging from 54-60% felt that the competition from Japanese made products and the amounts of Japanese made products being sold in the United States did more harm than good to the United States.

Source: Survey by Louis Harris and Associates for *Asahi Shimbun* (Japan), January 1971.

Question: Which of the following statements comes closer to your opinion—1. Trade restrictions are necessary to protect domestic industries, or 2. Free trade must be allowed, even if domestic industries are hurt by foreign competition?



Note: In a May 1988 CBS News/*New York Times* question, 42% of Americans said that trade with Japan is good for the U.S. economy, and 41% described it as bad.

Source: Survey by CBS News/*New York Times*, June 5-8, 1990.

Question: Now, taking into account quality, value, effect on jobs for Americans, etc., do you think the government should reduce the number of any of those products now being imported into this country? (If "yes") which ones?

U.S. response

Government should reduce the number of ... being imported

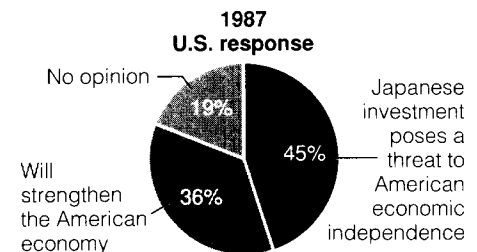
1973



1985



Question: Do you think the increase in Japanese investment in the United States poses a threat to American economic independence or is it a development that will strengthen the American economy?



Source: Survey by CBS News/*New York Times*, May 18-21, 1987.

Note: Multiple responses given.

Source: Surveys by the Roper Organization (Roper Reports 85-10), latest that of October 26-November 2, 1985.