

IMAGES OF JAPAN/JAPAN 2001 SURVEY – REPORT

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BACKGROUND TO THE SURVEY

There can be no doubting that Japan is an important country. Economically, it is still the world's number two. Politically, it remains an important ally of the United Kingdom and the United States. Socially, it contributes to the world of art, cinema, music, sports, etc. However, how much is really known about the country?

Between May 2001 and March 2002, a festival – Japan 2001 (see www.japan2001.org.uk) – was held in the UK aimed at further improving relations between the two countries and deepening the understanding in the UK of Japan. 2,087 events were held throughout the country during this period, with over 3,000,000 people participating. This survey was one of the events and I would like to express my thanks to Japan 2001 for their support of this project.

There were two underlying reasons for carrying out this survey. First, from my standpoint as a lecturer teaching people about Japanese society, I was interested in finding out more about what is known about Japan, and whether festivals like Japan 2001 are improving understanding. Second, with my on-going research about the shinkansen and how it is a symbol of modern Japan, I wanted to find out to what images of Japan people have.

METHODOLOGY

A survey of 50 questions (see Appendix One) was created and made available via a page of the Cardiff Japanese Studies Centre (www.cardiff.ac.uk/carbs/cjsc/). This meant that it could be accessed at any time, and that it would be easier to process the results when they came in (some results were received by post – which were then inputted into the system). It was decided to make the completion anonymous in an attempt to encourage people to give detailed and accurate answers. Respondents were also encouraged to answer the survey as quickly as possible and without using other resources which could affect the results (such as dictionaries or encyclopaedias).

As there was a concern that some 'non-serious' responses may come in, certain questions were designed to highlight them. In the end, this did not appear to be a major problem, with only two responses falling into this category (all the responses from those two people were ignored in the data analysis).

The survey ran from 24 October 2001 to 30 June 2002.

Although the survey was widely publicised (including on the Japan 2001 website, in a Japan 2001 promotional newsletter and in the Japanese Embassy's 'JAPAN' publication), the number of valid responses was disappointingly low (242). On top of this, a significant number of responses came from people living outside the UK, and so who had no contact or knowledge with Japan 2001. Furthermore, the majority of respondents had either visited Japan before or conducted study/work related to Japan.

THE RESULTS – SECTION ONE

Although various possible images of Japan were suggested, 30.2% of respondents chose to give their own answer – with the majority of those being chosen by only one or two people. Of the suggested answers, the most popular (selected by at least 6 people) were Japanese food (14.9%), a temple/shrine (11.6%), Mount Fuji with a high speed train passing in front of it (8.3%), Mount Fuji (8.3%), a geisha (7.4%), the Japanese national flag (6.2%), a sumo wrestler (3.7%), hot springs (2.9%), and a high speed train (2.5%).

Of those that have not been to Japan and do not study or do work related to Japan (from here referred to as the 'non-Japan specialists', who numbered 45), 33% still gave their own answer. Of those that gave one of the given answers, the most popular (above 3 votes) were Japanese food (20%), the Japanese national flag (13.3%), a sumo wrestler (8.9%), and a geisha (8.9%).

Naturally when asked to provide one word to describe Japan, the Japanese, Japanese men and Japanese women, the results were very varied. As this made it difficult to analyse, results were grouped into 'positive', 'negative', 'neutral' (including words that could be either positive or negative, for example), 'racial/geographic description', 'answers that emphasised the different/exotic', 'answers that named a Japanese item', 'descriptive' (e.g. tall, short, etc.) and the 'unclear'. The results are summarised in the following tables:

Answers from whole population (n=242)

	Positive	Negative	Neutral	Racial/ Geographic	Different/ Exotic	Japanese Item	Descriptive	Unclear	No answer
Japan	26.4%	12.0%	20.2%	11.2%	19.8%	2.9%	-	0.4%	7.0%
Japanese people	43.0%	7.9%	13.6%	5.8%	7.9%	0.4%	12.8%	-	8.7%
Japanese men	20.7%	19.0%	14.5%	1.7%	0.8%	0.4%	31.0%	0.8%	11.2%
Japanese women	28.5%	9.1%	21.9%	1.7%	0.8%	1.7%	23.6%	1.2%	11.6%

Answers from non specialists (n=45)

	Positive	Negative	Neutral	Racial/ Geographic	Different/ Exotic	Japanese Item	Descriptive	Unclear	No answer
Japan	22.2%	15.6%	24.4%	20.0%	11.1%	4.4%	-	-	2.2%
Japanese people	51.1%	4.4%	15.6%	6.7%	2.2%	-	17.8%	-	2.2%
Japanese men	35.6%	11.1%	13.3%	6.7%	-	2.2%	24.4%	2.2%	4.4%
Japanese women	26.7%	11.1%	17.8%	4.4%	-	4.4%	26.7%	2.2%	6.7%

It is difficult to draw too many conclusions from these results, but there are some interesting points to note. It would appear that the 'specialists' have not had particularly good experiences when meeting Japanese men, as the 'positive' figure for the whole population is significantly lower and the 'negative' figure higher than for the 'non-specialists'. However, the 'negative' figure for all questions remains low – but this may be as much due to the probability that many of those who have such an image of Japan or its people would not be inclined to get involved with Japan 2001 or take part in this survey.

THE RESULTS – SECTION TWO

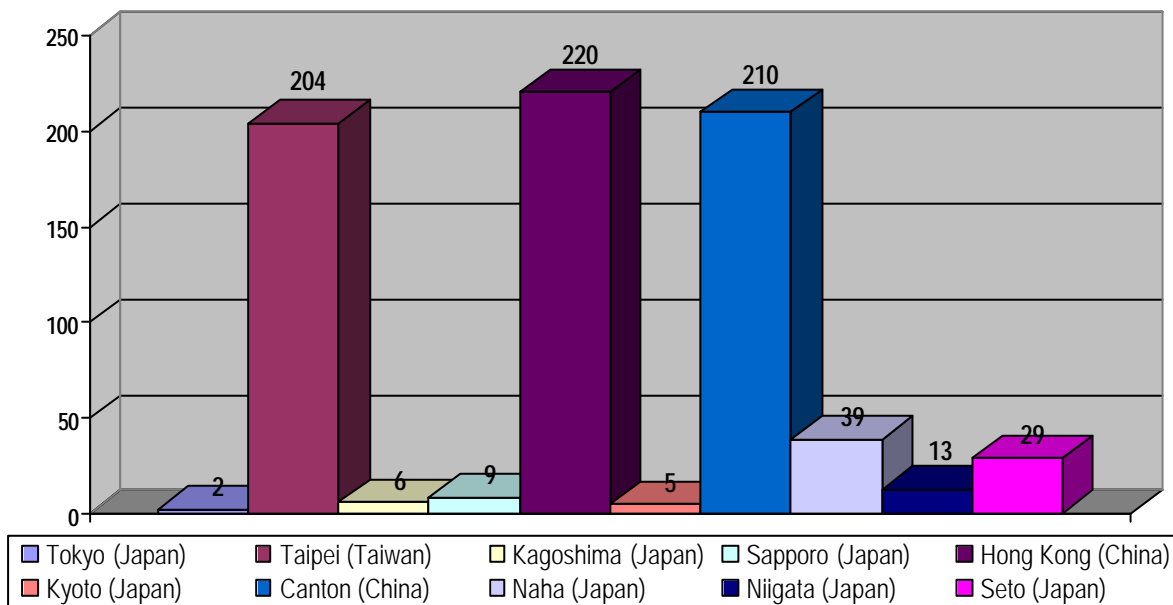
For looking at these results, I divided the populations up into 4 groups; 'non-specialists', 'those that study/work related to Japan', 'those that have visited Japan', and 'the specialists' (those who have been to Japan and do work/study related to Japan). The table shows the percentage that got the correct answer for each question:

	Non-specialist	Work/Study Japan	Visited Japan	Specialist	Whole Population
Mt Fuji height	16%	37%	31%	49%	38%
Not in Japan	31%	55%	70%	77%	64%
Japanese trains	2%	0%	4%	3%	3%
Population	23%	42%	54%	75%	58%
Neighbour	18%	50%	22%	32%	28%
Maximum Number*	45	20	46	114	225

*not all questions were answered by the respondents

It would appear that although Mount Fuji is a well-known symbol of Japan, not many are aware of its height (3,776m).

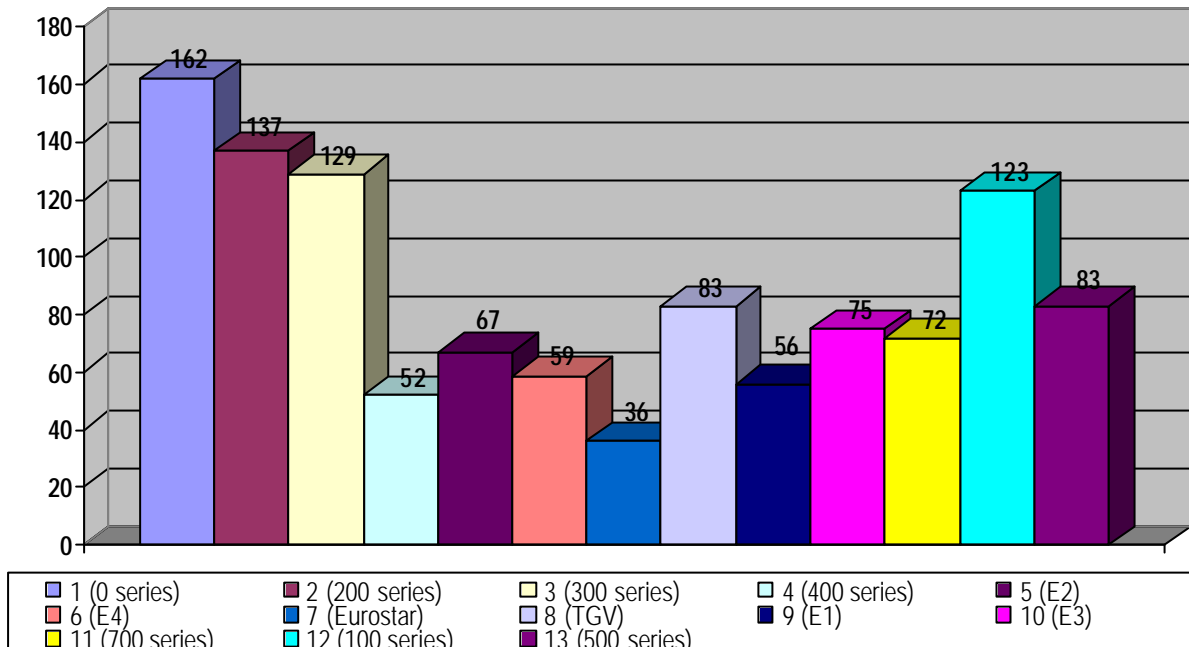
As far as identifying the cities which were not in Japan, clearly having visited Japan (and perhaps some of the other cities on the list in other countries) was very significant. As a matter of interest, the frequency of votes for each city were as follows:



It would appear from this that no longer are there many people who think that Hong Kong is the capital of Japan. Okinawa's capital, Naha, was the least well known of the Japanese cities listed. It is possible that the number of people in Britain correctly identifying Niigata as being in Japan will be higher now, following England's match there during the 2002 World Cup. It would also seem that Seto will need to do some work to enhance its international image in preparation for hosting the 2005 EXPO.

The results for the Japanese train pictures were particularly low as the majority of people, while correctly identifying some of the correct pictures, were not able to identify them all. In fact all of the trains were Japanese shinkansen, other than Picture 7 (Eurostar) and Picture 8 (TGV). Picture 1 is of a 0 series, one of which was brought to Britain for Japan 2001 and is on permanent display in the National Railway Museum in York. Picture 2 (200 series) is very similar in shape to the 0 series, so one would expect the results for that to be similar. Picture 3 (300 series) is featured in a TV advert in the UK, though nothing

else in this advert would particularly lead one to conclude that the train was in Japan. Picture 13 (500 series – the fastest train in the world) was featured on many Japan 2001 publicity materials. It would also appear that with the exception of the 700 series (which was only introduced a couple of years ago) and the 200 series (see comments above), it is the trains that are used on the more popular Tokyo to Osaka route rather than the northern routes from Tokyo that gained the most votes.



As far as the population of Japan (125 million) was concerned, like the height of Mount Fuji, there seemed to be a general lack of awareness except amongst the specialists. Although over 50% of respondents got the correct answer, there were responses for all of the possible options.

Japan's closest neighbour was, in some respects, a hard question. For, as the results demonstrate, there is a common belief that it is South Korea (48.3% of all results) rather than Russia (26.1% of all results) that is Japan's closest neighbour. Although mainland South Korea is the closest to a main island of Japan, when one considers the various small islands around these countries, Russia is closest.

THE RESULTS – SECTION THREE

For looking at these results, I once again divided the populations up into 4 groups; 'non-specialists', 'those that study/work related to Japan', 'those that have visited Japan', and 'the specialists' (those who have been to Japan and do work/study related to Japan). The table shows the percentage that got the correct answer to each question:

	Non-specialist	Work/Study Japan	Visited Japan	Specialist	Whole population
Shinkansen	32%	30%	37%	50%	42%
Nippon	73%	75%	98%	99%	92%
Yokozuna	50%	55%	73%	81%	71%
Shogun	73%	75%	98%	99%	92%
Tempura	57%	95%	98%	100%	91%
Tsunami	84%	95%	96%	96%	94%
Yabusame	36%	50%	48%	62%	53%
Origami	100%	95%	98%	96%	97%
Taiko	49%	70%	80%	94%	80%
Shinto	61%	75%	93%	96%	87%
Maximum Number*	45	20	46	114	225

*not all questions were answered by the respondents

The only particularly surprising point to note from this table is that 'non-specialists' were the only group to all know what 'origami' means!

The questions themselves (as can be seen in Appendix One) used multiple choice responses. Many of the possible responses were used in different questions in an attempt to suggest that the option may be the correct answer to one of the questions. With various questions particular possible answers were also selected as it was felt they may be selected by a significant number of people for some reason. The words that were chosen for this section are words that it was felt either may be known due to common knowledge or due to their usage in Japan 2001.

The result for the 'shinkansen' question was unsurprisingly low. This was due to the fact that there were two possible answers. Technically, 'shinkansen' means 'new trunk line', so the correct answer was 'a high speed railway line'. However, over time the word has also become used for the train itself ('a high speed train'). 90% of those who gave an answer to this question chose one of these two answers.

The results for 'Nippon' showed a general awareness of its meaning (Japan). The next most popular answer given (9 people) was 'the name of a Japanese beer'.

'Yokozuna' (a top sumo wrestler) was not so well-known, with approximately 20% of respondents choosing 'a criminal'. This option was deliberately put in as it was anticipated that some would confuse the word for 'yakuza' (the Japanese mafia).

Generally the results for 'shogun' (a military leader in ancient Japan) were high, though, as expected, a significant number (6%) chose 'a type of Japanese car' (Mitsubishi have a model called the Shogun).

Although food ranked as one of the most popular images of Japan, 'tempura' was not known to many of the non-specialists. All of the alternative answers were selected, though 'a religious building' gained twice as many (4.4%) as the next highest.

'Tsunami' appears to be well-known to most as being a huge wave. Whether people would choose to use this word rather than the inaccurate term 'tidal wave' when appropriate remains unknown. 4% of respondents chose 'a Japanese snack food' – confusing 'tsunami' for 'tsumami'!

Despite being one of the events during the Japan 2001 Matsuri in Hyde Park, 'Yabusame' (a form of archery) remains relative unknown. 31% of respondents thought that it is a religious festival (an element of religion is included in Yabusame), with approximately 7% choosing both the name of a Japanese Prime Minister and a top sumo wrestler (presumably either mixing it up with 'yokozuna' or assuming it may be the right answer as that option appeared in a number of questions).

Only 6 people were not aware what 'origami' (the art of paper folding) is.

'Taiko' (Japanese drums) have been popular for a number of years and often appear at Japan-related events in the UK. It was a little surprising, therefore, that not more of the 'non-specialists' got the correct answer – the other popular answers (about 7% each) were 'a religious festival' and 'a form of archery'.

Although the majority of people did correctly answer the question on Shinto ('a religion') the percentage would have been even higher if those that answered 'the sacred art of ancient Japan' – the phrase used at an exhibition on Shinto during Japan 2001 – (8% of all respondents) were included.

THE RESULTS – SECTION FOUR

The questions in this section were different to the previous two in that there were no correct answers. These questions were merely seeking opinions. The layout was designed to try to encourage people to take a stance on the statement rather than choosing a neutral position (which was placed at the end of the line). However, to analyse the data, scores were given to each answer as follows: strongly agree=5, agree=4, disagree=2, strongly disagree=1, neither agree or disagree=3. In other words, the higher the average figure, the greater the agreement with the statement. The average scores for the four groups were as follows:

	Non-specialist	Work/Study Japan	Visited Japan	Specialist	Whole population
Safe country	4.07	4.35	4.43	4.20	4.24
Naturally cruel	1.91	1.90	1.91	1.69	1.80
Apology to China/ S. Korea	2.98	3.35	3.50	3.49	3.38
Apology to the UK	2.77	2.60	2.83	2.60	2.68
Catch whales	1.91	2.55	2.57	2.80	2.55
Technologically advanced	4.27	4.40	3.74	3.78	3.92
Cleverer than British people	2.87	2.85	2.39	2.44	2.55
More artistic	2.93	2.95	2.85	2.68	2.79
Host the World Cup alone	2.71	2.95	2.73	2.61	2.68
Japan to win the World Cup	1.95	1.90	1.83	1.94	1.92
Big cities only	1.70	1.70	1.43	1.57	1.58
More expensive than UK	3.36	3.35	3.59	3.45	3.45
Japanese trains	3.77	4.35	4.17	4.32	4.19
Difficult language	3.95	3.45	3.89	3.65	3.74
Japan 2001 – a good idea	3.50	4.10	4.07	3.95	3.90
Maximum Number*	45	20	46	114	225

*not all questions were answered by the respondents

Graphs showing all the answers can be seen in Appendix Two

It is important to note that these results include those who may be 'non-specialists' with respect to UK, which is referred to in many of the questions. It should also be noted that in the case of statements such as 'Japan is more technologically advanced than the UK', disagreement with this statement does not necessarily mean that the respondent believes that the UK is more technologically advanced than Japan.

Japan is a safe country

It is clear that the overall perception is that Japan is a safe country. Whether Japan really is a safe country is open to debate. Although crime statistics would suggest that Japan is safer than many other developed countries, the fact that many crimes go unreported and the constant risk from earthquakes would suggest that it is less safe than first appearances would suggest.

Japanese people are naturally cruel/belligerent

This is an image of Japanese people that dates back to the hostilities of the Pacific War. However it would appear that it is an image that is no longer held by most.

Japan needs to make a better apology for the Pacific War to China and South Korea

This statement, and the one that follows, caused the greatest split of opinion in this survey. On balance the sum of 'strongly agree' and 'agree' was above or equal to 50% for 3 of the groups, while a significant proportion of the other group (non-specialists) neither agreed nor disagreed with the statement.

Japan needs to make a better apology for the Pacific War to the UK

The results to this statement do not present any conclusive results – the 'strongly disagree' and 'disagree' for all groups is over 40%, but significant proportions of three of the groups selected 'neither agree or disagree'. It would appear the respondents feel that Japan has more to do in relation to an apology to China and South Korea than to the UK, but there are still many who are either satisfied with what has already been done with China/South Korea and many who are dissatisfied with what has been done in relation to the UK.

Japan should be allowed to catch non-endangered whales for human consumption

On balance the groups appear to disagree with this statement. Obviously we do not know enough about the backgrounds of the respondents to draw too many conclusions from this. After all, vegetarians are unlikely to approve of the catching of any animal for human consumption. However, despite the qualifying statement of 'non-endangered' whales, it would appear that there is a perception amongst a significant number of people that Japan should not, for some reason, be allowed to catch whales for human consumption. It is worth noting that the level of disagreement is highest amongst the non-specialists and lowest amongst the specialists. This may be due to either having a greater understanding of the issue or even due to their own desire to consume whale meat.

Japanese people are generally clever than British people

On balance there appears to be disagreement with this statement. As commented on above this does not necessarily mean that the respondents believe that British people are cleverer than Japanese people.

Japanese people are more artistic than British people

On balance there appears to be disagreement with this statement, although there are not many that expressed a strong opinion on it.

Japan should host the 2002 World Cup by itself, not with South Korea

This was a comment made by many people after FIFA took the decision for the World Cup to be co-hosted. The very high numbers of those expressing no opinion would suggest that there were many respondents who had limited knowledge of football or did not think that the issue was particularly important. Of those that did take a stand, the majority disagreed with the statement. In retrospect it was a highly successful World Cup (only 1 response was received during or after the World Cup), although FIFA has suggested that it will not allow co-hosting again and that they did not believe that it was a system that worked well. However, partly due to the performances of the two host countries on the pitch, the World Cup has gone some way to improving Japanese-South Korean relations.

Japan has a good chance to win the World Cup in 2002

Unsurprisingly the majority of people did not believe Japan would win the World Cup... and they did not.

Japan has little natural beauty, just big cities

Although it has been a popular image in the media, which has tended to merely show the huge metropolitan sprawl of the Kanto area, it appears that in fact most people are aware of how much natural beauty there is in Japan.

Prices of things in Japan are usually more expensive than in the UK

Overall there appears to be agreement with this statement. Comparing prices is very difficult – as it is complicated by changes in the exchange rate, let alone that the salaries and life styles, etc. in the two countries may be significantly different. Short-term visitors to both countries tend to comment on how expensive the other country is – partly as for British people this is an image that has long been held about Japan, and for Japanese people there may be an expectation for prices to be similar to those in the US (which is often used as a comparator in the Japanese media in discussions on prices).

Britain should learn how to run its trains from Japan

Unsurprisingly there was strong support for this statement. There are, without doubt, areas of Japanese railways that could still be improved (and Britain may be in a better position), but, there is certainly much that Britain could learn from Japan in operating high-speed and commuter services.

Japanese is a difficult language to learn

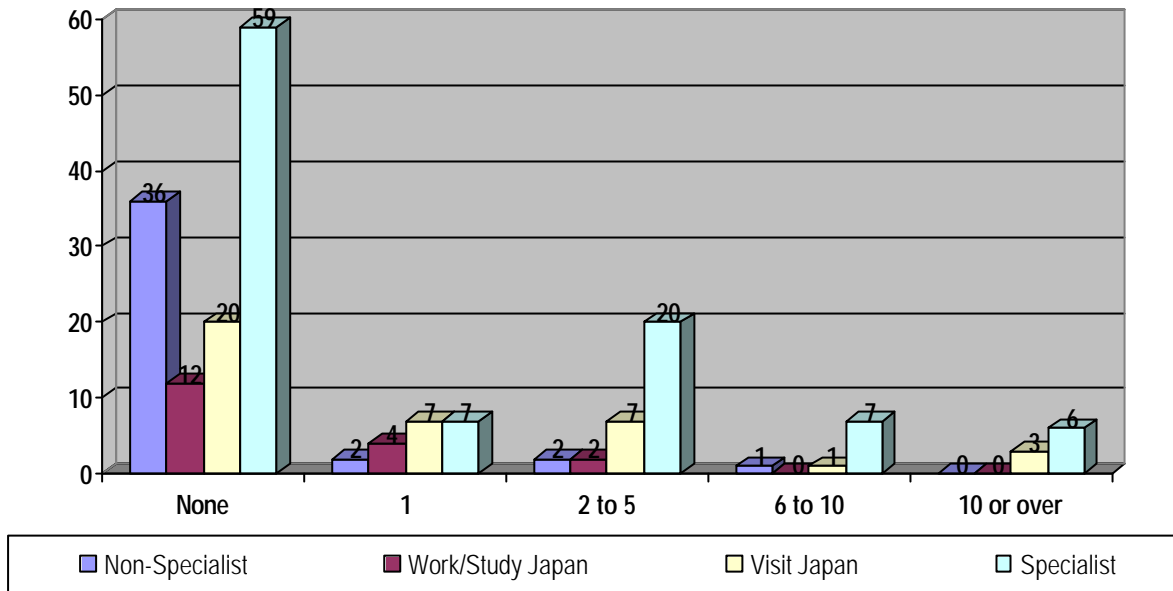
Again there appeared to be general support for this statement. It is a popular image and one that even those that study the language like to propagate – after all that helps to explain our mistakes! In fact, according to linguists Japanese is one of the easier languages in the world to learn, with English being the hardest.

It is a good idea to have festivals like Japan 2001 every 10 years or so

Overall there appears to be significant support for this statement. This is interesting when one takes into account some of the answers in the following section. However, there does appear to be a demand for more festivals in the future.

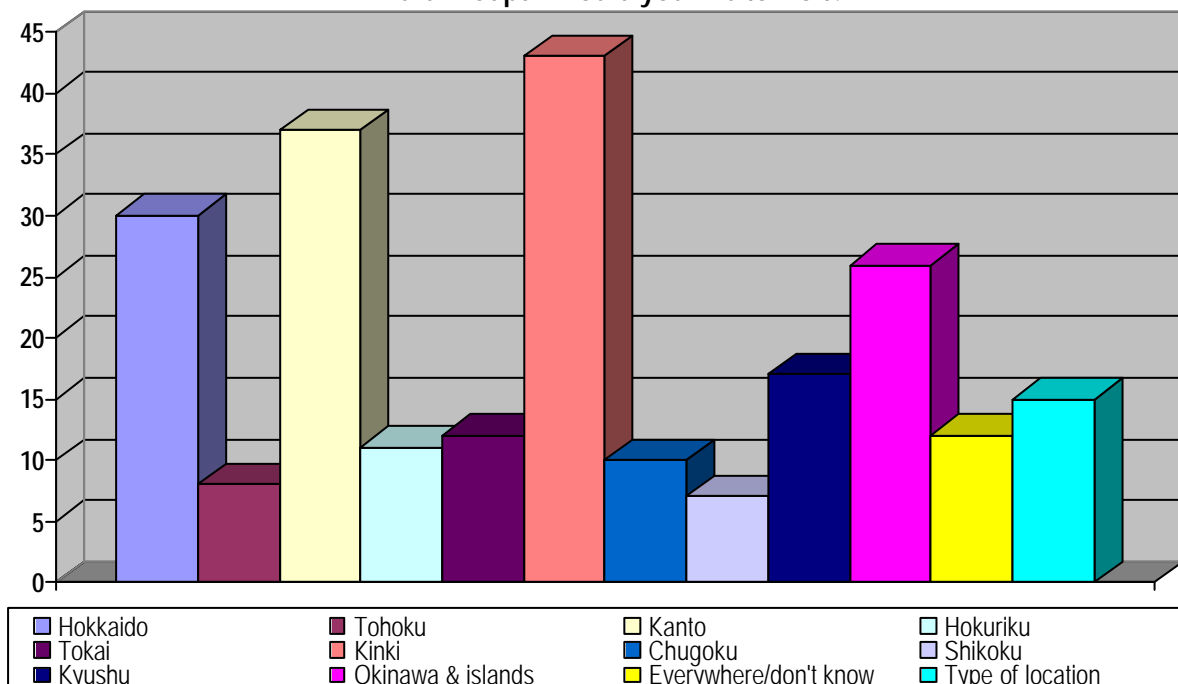
THE RESULTS – SECTION FIVE

Most questions in this section were for gaining more background information about the respondent. However, there were also some questions relating to Japan 2001 and its effects. The following figure shows how many Japan 2001 events UK-based respondents had been to (not including this survey):



Japan 2001 also does not appear to have had a great impact upon the respondent's desire to go to Japan. Of 41 people that had not been to Japan, only 24.4% felt that they would like to go to Japan more now due to Japan 2001. When asked where they would like to go in Japan, generally it was the well-known locations (Tokyo and Kyoto, in particular, which are in the Kanto and Kinki regions respectively) that did particularly well. Hokkaido (including Sapporo) and Okinawa – popular locations amongst Japanese people also – were also popular choices.

Where in Japan would you like to visit?



The final set of questions were specific to Japan 2001. First of all respondents were asked whether they thought that Japan 2001 was a good idea. There were 131 valid responses – of these 98.4% said that they did believe that Japan 2001 was a good idea. When asked whether Japan 2001 had been successful or not, there were only 114 valid responses, of these 84.2% said that they believed that it was successful.

When asked what surprised them most about Japan 2001, there were 83 comments. These comments varied a great deal. However, common themes were; the diversity and number of events, the number of people that got involved, the interest shown by people who had no previous contact with Japan, the generosity in funding received for hosting events, the lack of TV and other media coverage, that there were events outside London (though comments were also made about areas that did not have many events – e.g. Sheffield and North Scotland), and that there was a Japan 2001 at all.

When asked about what they had learnt about Japan as a result of Japan 2001, there were 82 comments. Again there was much variation. Unsurprisingly – given the background of many of the respondents – many answered that they had not learnt anything or little as a result of Japan 2001. Of those that did learn something, comments related to learning something of the language, that Britain was interested in Japan, what a *matsuri* is like, about the diversity of Japan, and more various cultural aspects (e.g. *kabuki*, *yabusame*, *origami*, etc.) displayed at Japan 2001 events.

Finally, respondents were asked what they would like to have seen as part of Japan 2001. There were only 71 responses to this question. Again these were varied, but the popular themes were; sumo (inc. a *basho* like in 1991), more anime, baseball, pop concerts, and more TV programmes. Interestingly many other comments related to things that *were* part of Japan 2001 (e.g. need for grass-roots events, school exchanges, events outside London), but for some reason it would appear the respondent was not aware of them.

CONCLUSION

The low number of responses from certain groups and backgrounds of people made it difficult to conduct as many tests as had be originally hoped. As a consequence it is impossible to make too many far-reaching conclusions.

On balance, however, it would appear that Japan 2001 was an important event and there is a demand for such festivals in the future. On top of this, it would appear that there is generally a positive image of Japan, although detailed knowledge of Japan is remaining confined to certain narrow parameters.

It will be important to conduct further surveys of this kind in the future to see how knowledge of Japan develops, and also for similar surveys to be done relating to other countries.

APPENDIX ONE

IMAGES OF JAPAN – JAPAN 2001 SURVEY

SECTION ONE

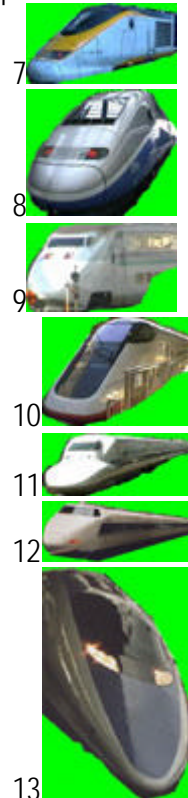
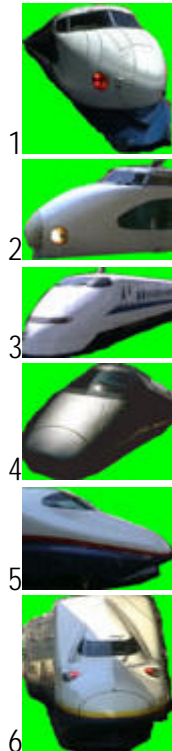
1. When you hear the word 'Japan' which one of the following images do you think of?
 - Mount Fuji
 - Mount Fuji with a high speed train passing in front of it
 - A high speed train
 - A *geisha*
 - A temple/shrine
 - Hot springs
 - Monkeys in a hot spring
 - A sumo wrestler
 - Pokemon
 - Japanese food
 - Japanese cars
 - The Japanese national flag (*Hinomaru*)
 - Other – please specify :
2. What **one** word would you use to describe Japan
3. What **one** word would you use to describe Japanese people as a whole
4. What **one** word would you use to describe Japanese men
5. What **one** word would you use to describe Japanese women

SECTION TWO

Please answer the following questions appropriately. Please do not use any other reference materials (or people) to answer the questions, but give the answer you think is right.

6. What is the height of Mount Fuji?
- 2,554 metres
 - 2,695 metres
 - 2,956 metres
 - 3,367 metres
 - 3,414 metres
 - 3,776 metres
 - 4,147 metres
7. Which of the following is not or are not in Japan? Select all that apply
- Tokyo
 - Taipei
 - Kagoshima
 - Sapporo
 - Hong Kong
 - Kyoto
 - Canton
 - Naha
 - Niigata
 - Seto

8. Which of the following trains do you think is/are Japanese? Select all that apply.



9. What is the approximate population of Japan?

- 60 million
- 100 million
- 115 million
- 125 million
- 160 million
- 200 million
- 400 million
- 500 million

10. Which of these countries is closest to Japan?

- USA
- Taiwan
- China
- Russia
- South Korea
- North Korea

SECTION THREE

In this section please choose the word that you think either best describes or is the translation the Japanese word given. Please do not use any other reference materials (or people) to answer the questions, but give the answer you think is right.

11. *Shinkansen*

- a high speed railway line
- a type of raw fish
- the local of the Imperial Palace in Tokyo
- a high speed train
- a special move in karate

12. *Nippon*

- a female entertainer/dancer
- Japan
- a type of raw fish
- a type of Japanese car
- the name of a Japanese beer

13. *Yokozuna*

- a criminal
- a top sumo wrestler
- a type of Japanese car
- a high speed jet fighter
- a type of raw fish

14. *Shogun*

- a type of Japanese car
- the location of the Imperial Palace in Tokyo
- a military leader in ancient Japan
- a top sumo wrestler
- a military weapon

15. *Tempura*

- a Japanese food
- a medical condition
- a religious building
- a type of Japanese car
- a top sumo wrestler

16. *Tsunami*

- a medical condition
- the location of the Imperial Palace in Tokyo
- a huge wave
- a popular Japanese cartoon
- a Japanese snack food

17. *Yabusame*

- a religious festival
- a form of archery
- the name of a Japanese Prime Minister
- a high speed train
- a top sumo wrestler

18. *Origami*

- a form of archery
- the name of a Japanese Prime Minister
- the art of paper folding
- the art of flower arranging
- a religious festival

19. *Taiko*

- a religious festival
- a form of archery
- the name of a Japanese Prime Minister
- a Japanese food
- Japanese drums

20. *Shinto*

- a Japanese food
- the sacred art of ancient Japan
- singing along to a favourite song
- a religion
- a cartoon character

SECTION FOUR

In this section please indicate whether you strongly agree, agree, disagree, or strongly disagree with the statements given. Please try to choose one of these four options. Only choose the final box if you are really certain that you neither agree or disagree with the statement. In this section there are no right answers, these are about your own personal opinions.

	Strongly Agree	Agree	Disagree	Strongly Disagree		Neither agree or disagree
21. Japan is a safe country						
22. Japanese people are naturally cruel/belligerent						
23. Japan still needs to make a better apology for the Pacific War (World War II) to China and South Korea						
24. Japan still needs to make a better apology for the Pacific War (World War II) to the UK						
25. Japan should be allowed to catch non-endangered whales for human consumption						
26. Japan is more technologically advanced than the UK						
27. Japanese people are generally cleverer than British people						
28. Japanese people are generally more artistic than British people						
29. Japan should host the 2002 World Cup by itself, not with South Korea						
30. Japan has a good chance of winning the World Cup in 2002						
31. Japan has little natural beauty, just big cities						
32. Prices of things in Japan are usually more expensive than in the UK						
33. Britain should learn how to run its trains from Japan						
34. Japanese is a difficult language to learn						
35. It is a good idea to have festivals like Japan 2001 every 10 years or so in the UK						

SECTION FIVE

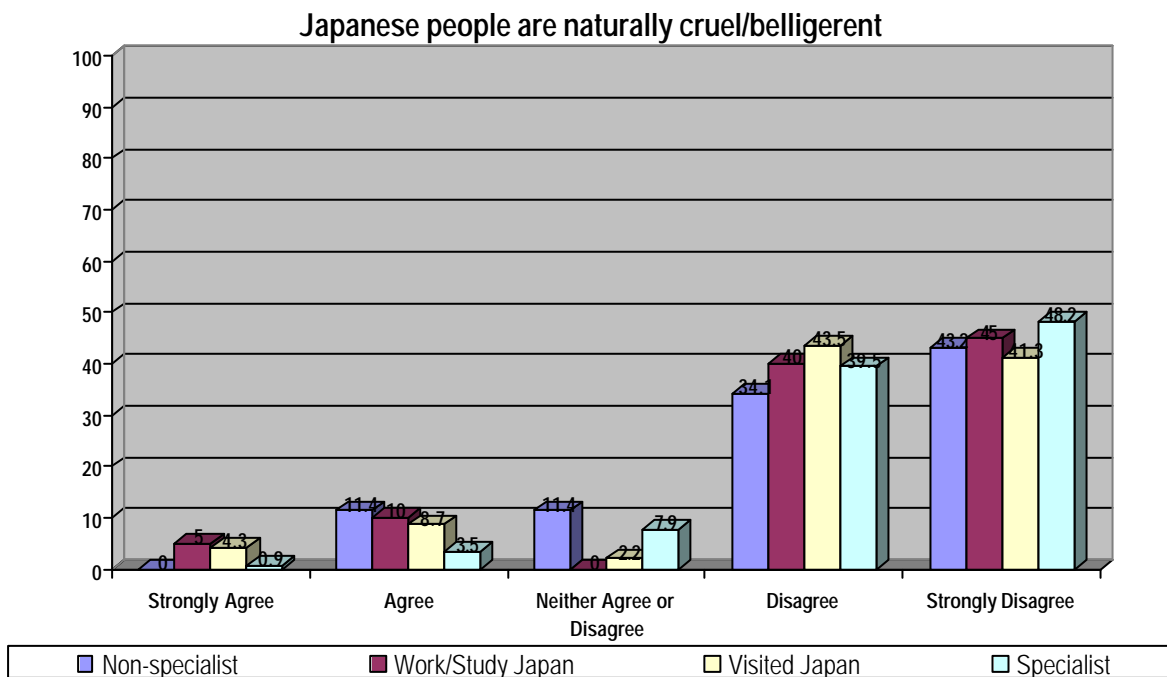
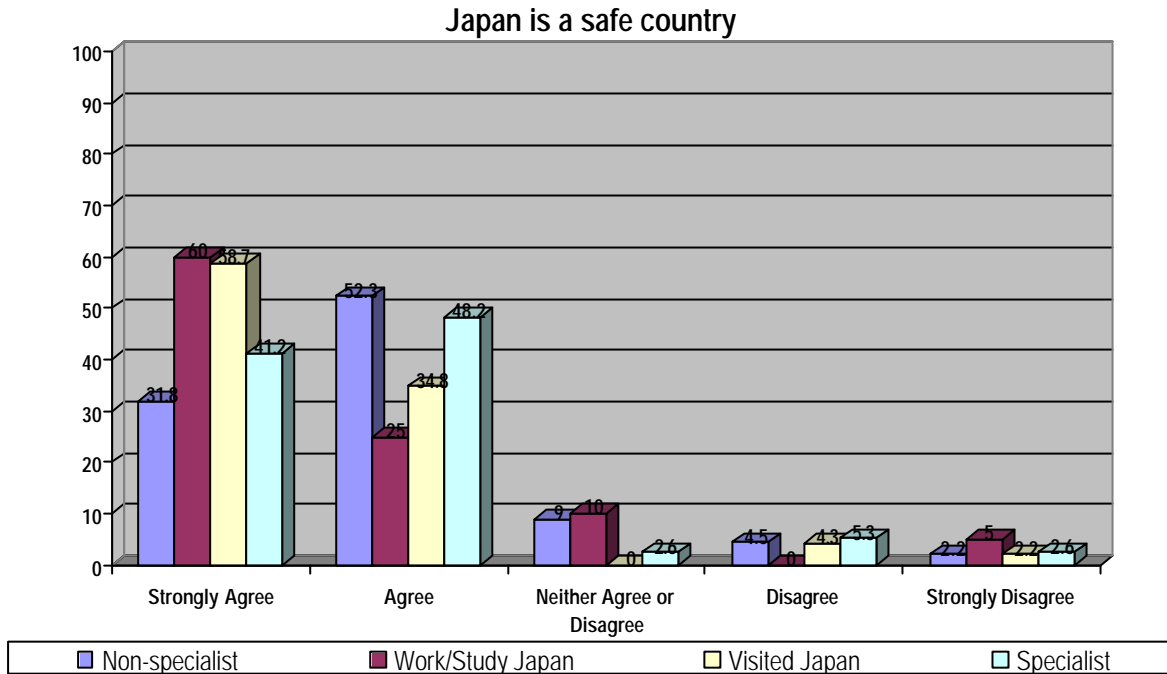
Finally could you please provide some information about yourself.

36. What is your nationality?
37. Which country do you normally live in?
38. What are range are you in?
 - Up to 10 years old
 - 11-16 years old
 - 17-25 years old
 - 26-35 years old
 - 36-45 years old
 - 46-55 years old
 - 56-65 years old
 - 66-75 years old
 - Over 75 years old
39. Are you male or female?
40. Does your normal work/study contain significant elements related to Japan?
41. Has your place of study/work held any Japan 2001 events? (non-UK based people, please select 'Outside UK')
42. Not including this one, how many Japan 2001 events have you been to?
 - None
 - 1
 - 2-5
 - 6-10
 - Over 10
43. Have you ever been to Japan?
44. Are you more likely to go to Japan as result of Japan 2001? (non-UK based people, please select 'not applicable')
45. Where would you like to visit in Japan? (Ignore this question if you are not interested in visiting Japan)
46. Do you think that Japan 2001 was a good idea?
47. Do you think that Japan 2001 has been successful? (non-UK based people, please select 'not applicable')
48. What has surprised you most about Japan 2001? (non-UK based people, please leave blank)

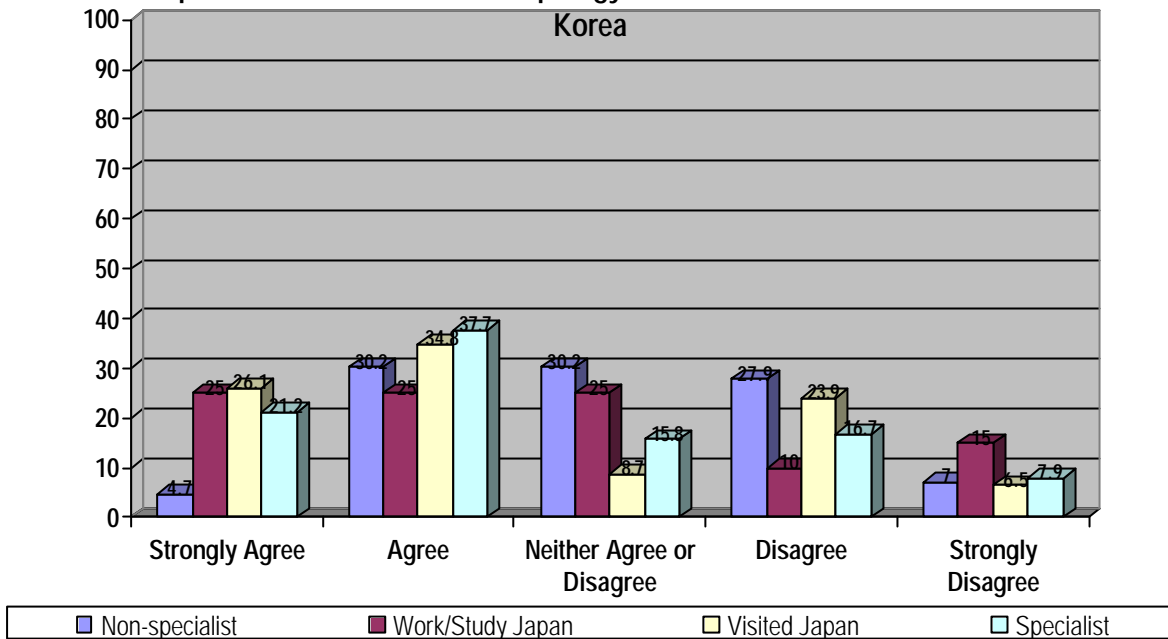
49. What have you learnt about Japan as a result of Japan 2001? (non-UK based people, please leave blank)
50. What sort of events would you like to have seen as part of Japan 2001? (non-UK based people, please leave blank)

APPENDIX TWO

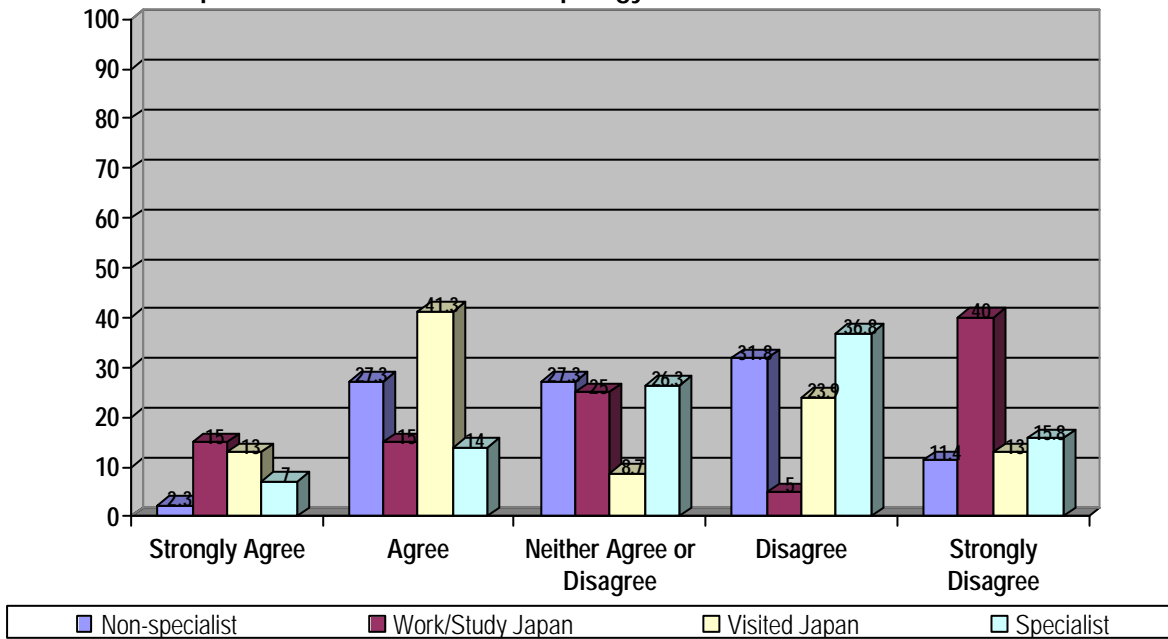
These graphs show the results (percentages) for the questions in Section Four



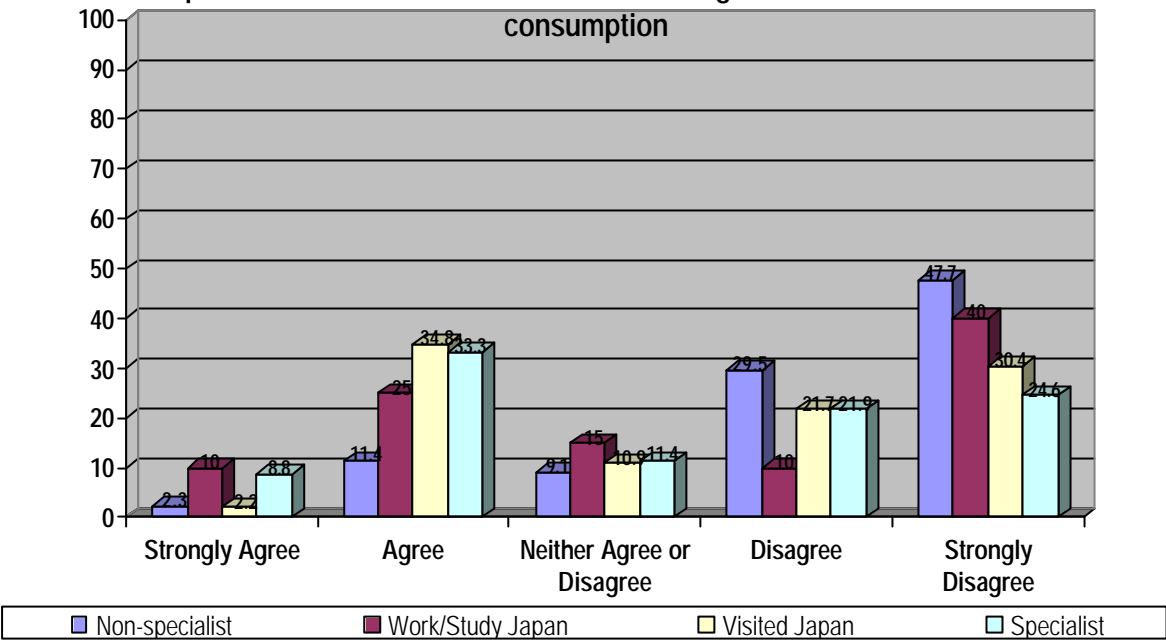
Japan needs to make a better apology for the Pacific War to China & S.



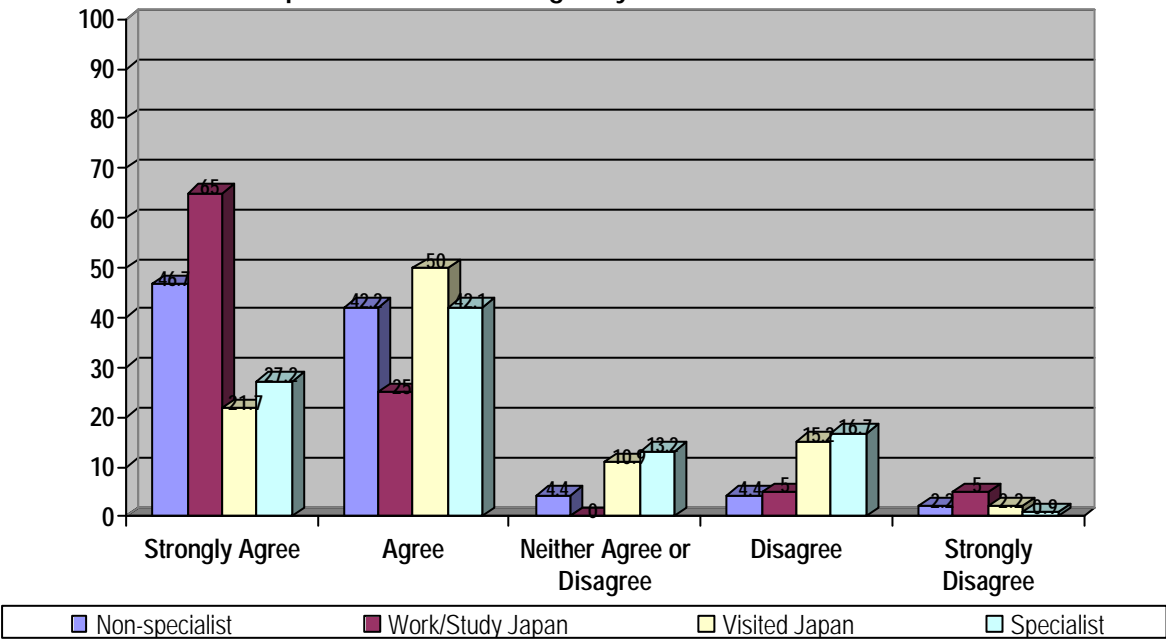
Japan needs to make a better apology for the Pacific War to the UK



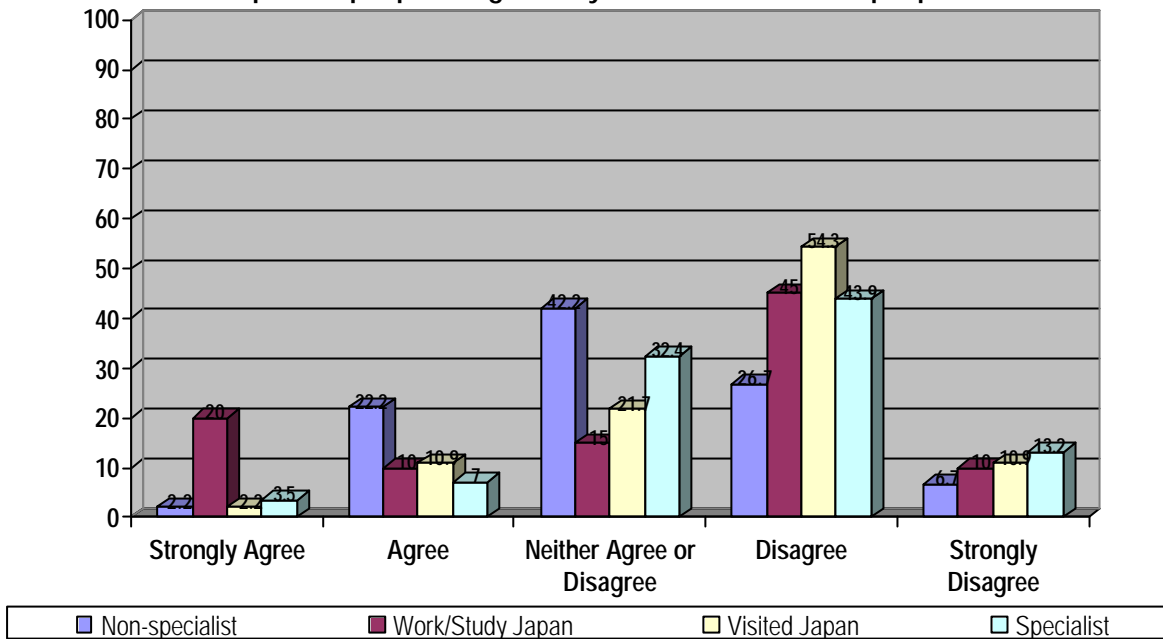
Japan should be allowed to catch non-endangered whales for human consumption



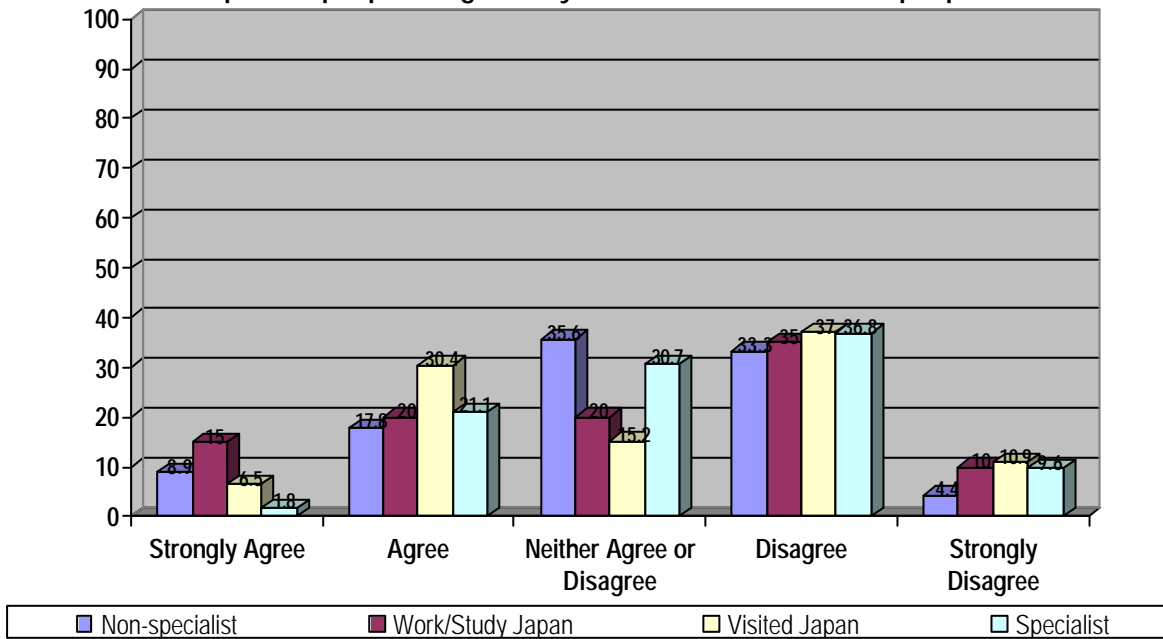
Japan is more technologically advanced than the UK



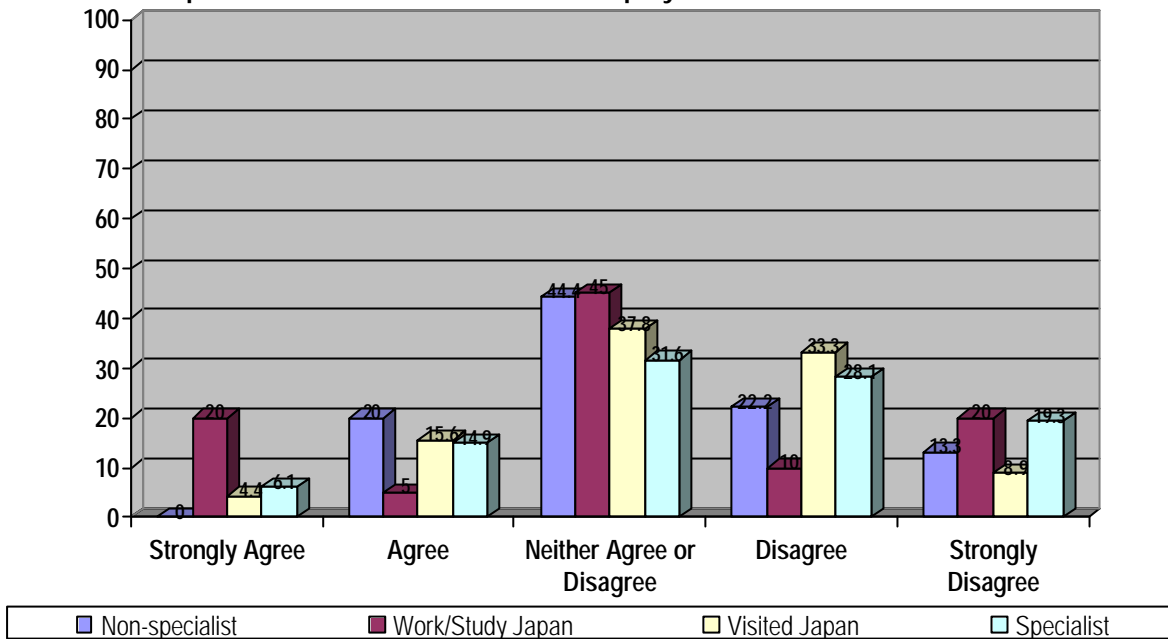
Japanese people are generally cleverer than British people



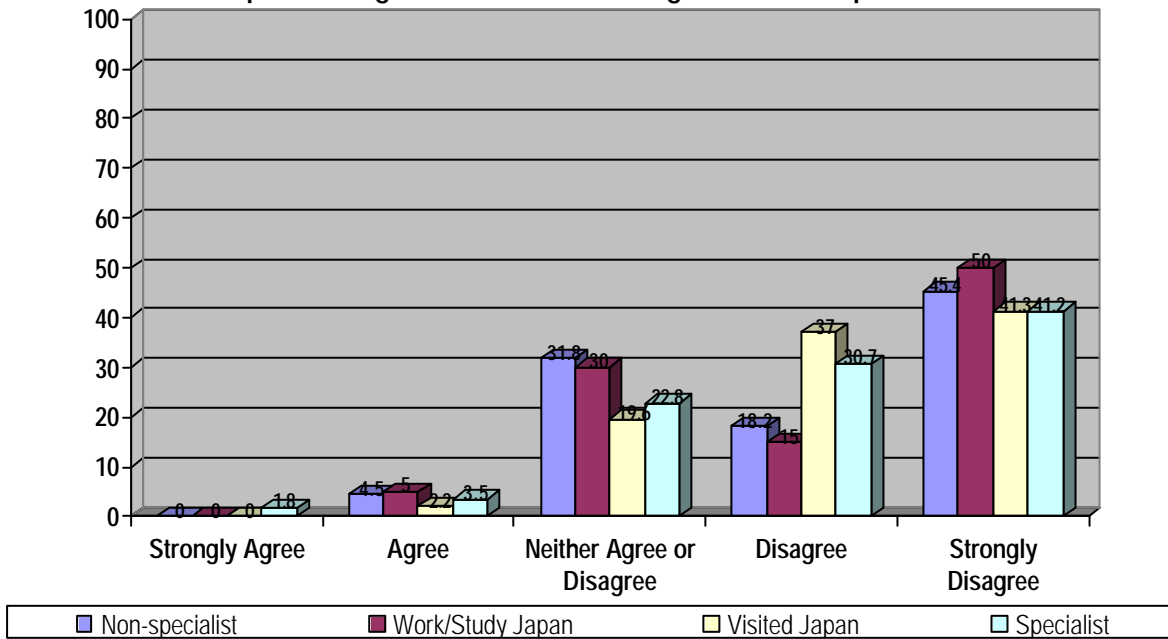
Japanese people are generally more artistic than British people



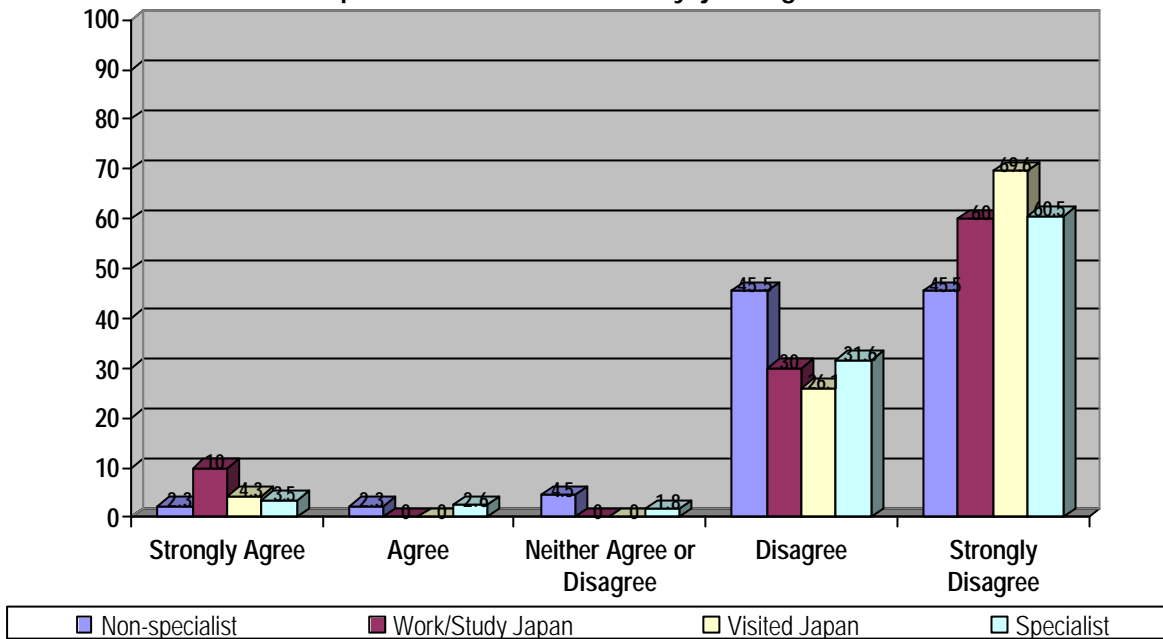
Japan should host the 2002 World Cup by itself, not with South Korea



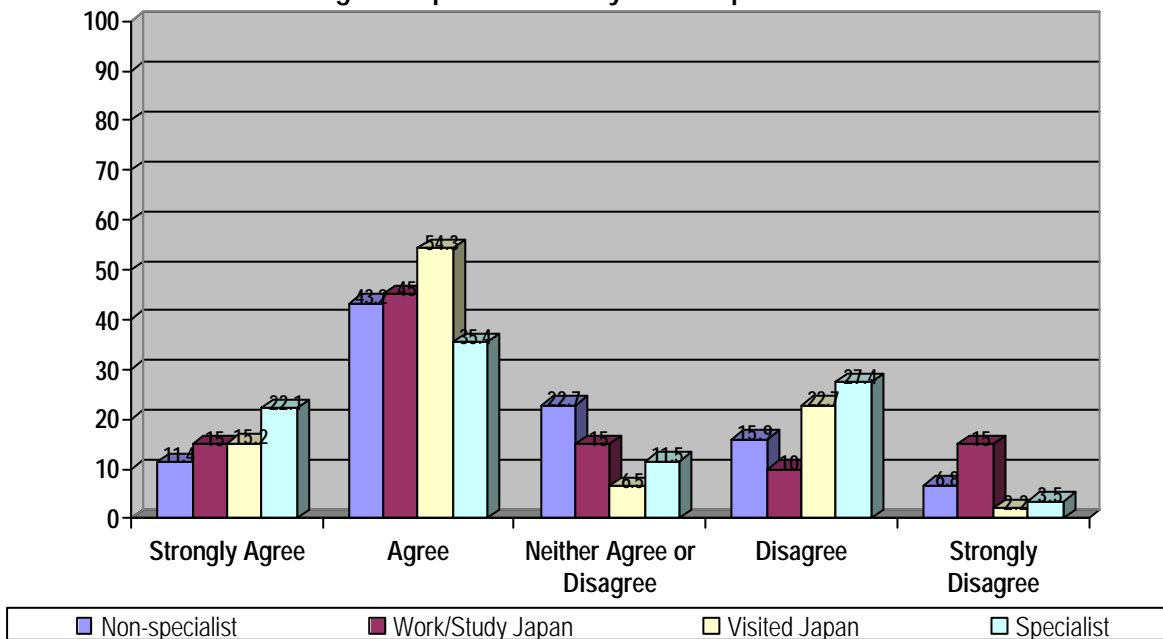
Japan has a good chance on winning the World Cup in 2002



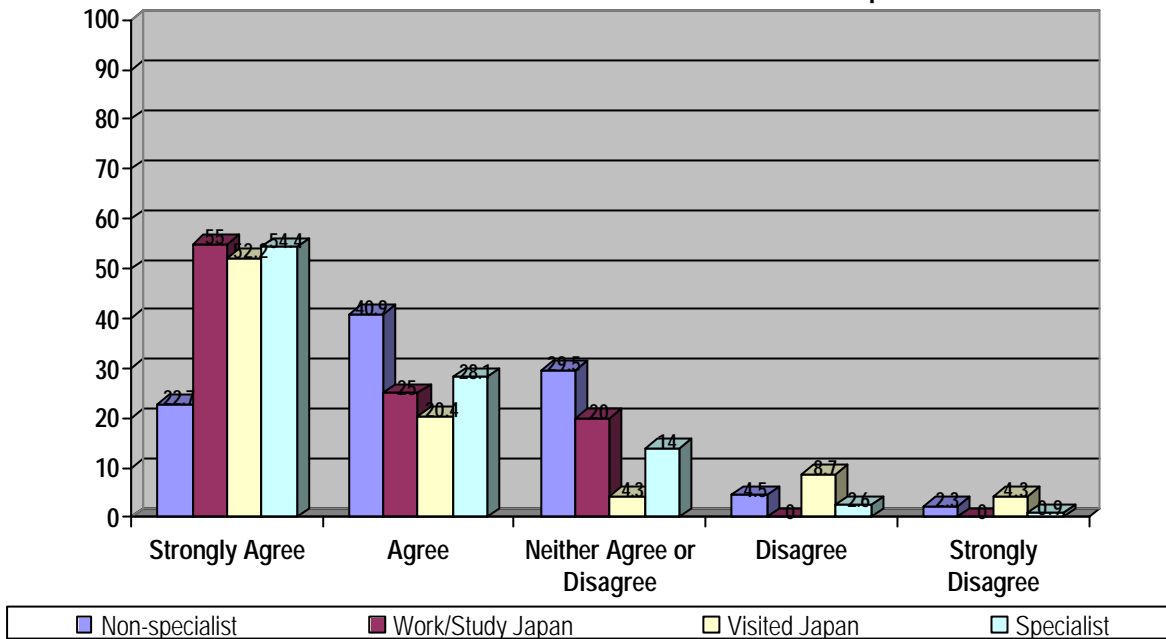
Japan has little natural beauty, just big cities



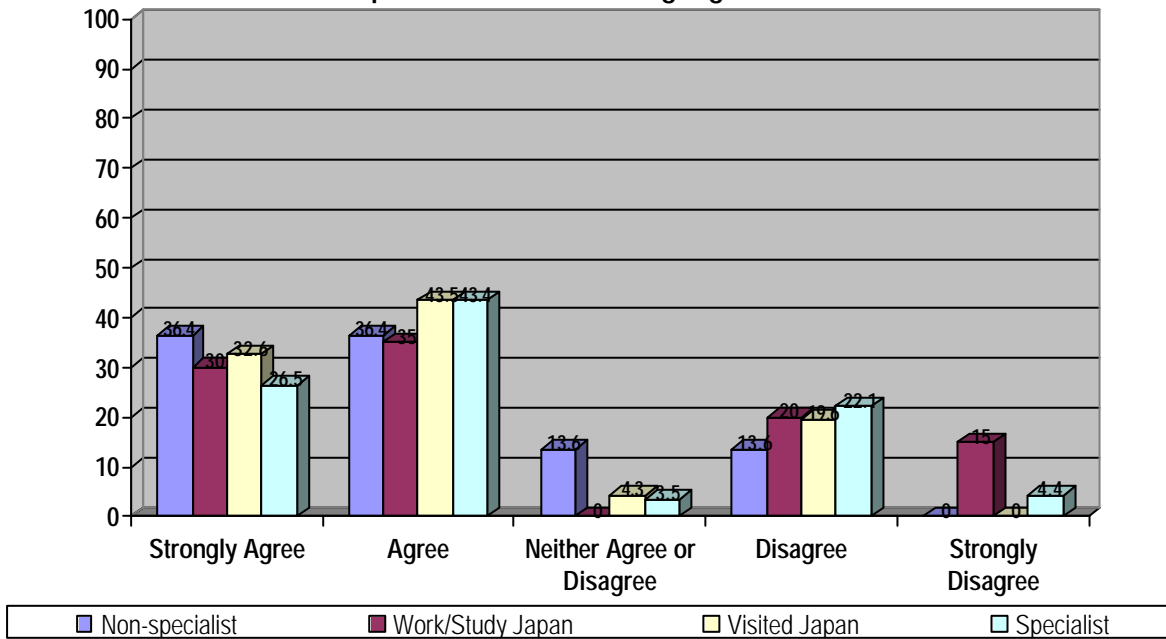
Prices of things in Japan are usually more expensive than in the UK



Britain should learn how to run its trains from Japan



Japanese is a difficult language to learn



It is a good idea to have festivals like Japan 2001 every 10 years or so in the UK

