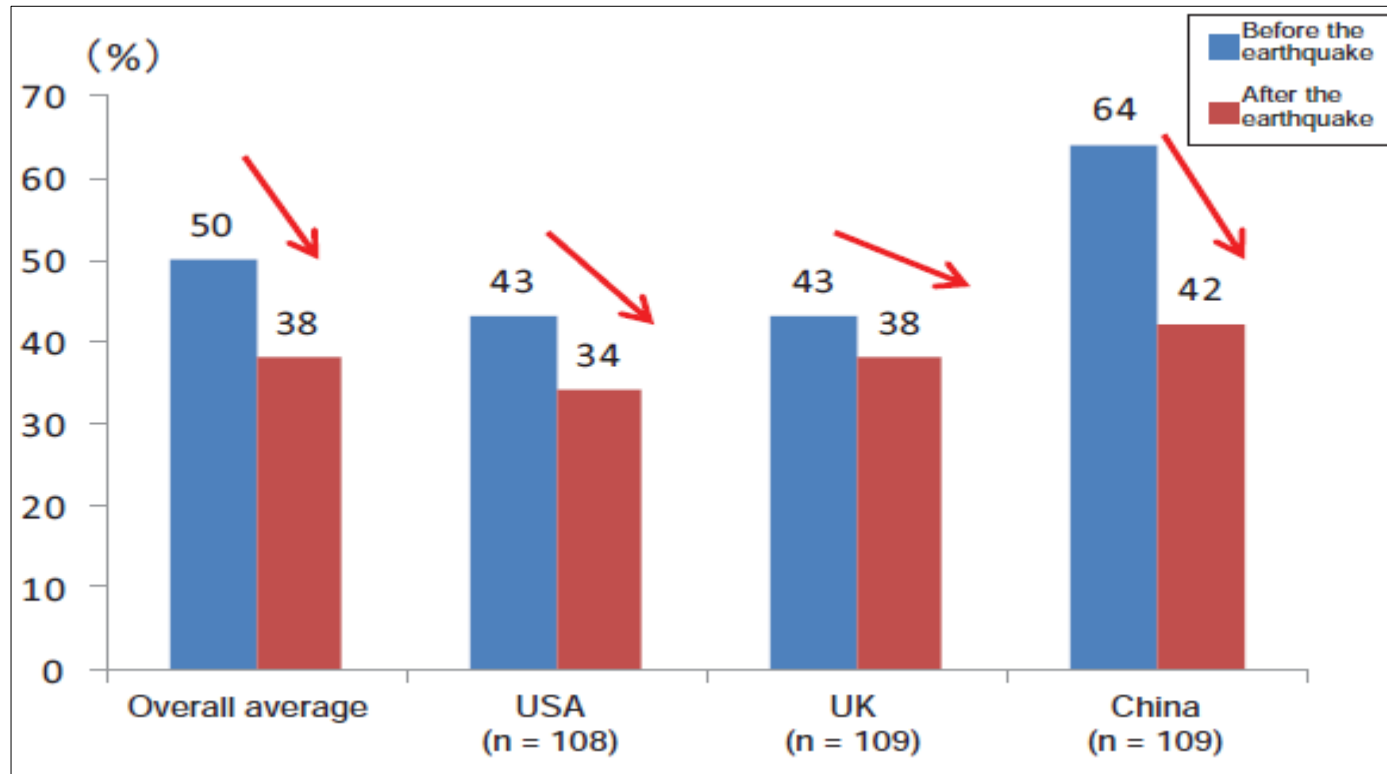


Evaluation of Japanese Brands Before and After the Great East Japan Earthquake (by Country)



Note: Regarding Japanese brands, a survey was conducted to grasp changes in people's general recognition of brands in five categories: automobiles, consumer electronics, toiletries, food and beverages, and apparel before and after the disaster. Respondents scored industry brand images according to whether they thought Japanese brands were reliable, safe, of high quality, stylish, and familiar. Numbers of people who indicated that they "completely agreed" and "agreed" were extracted; average values of each of the five items in regard to the five industries are indicated in this graph.

Note: The original data of this figure is provided by the Japan Bank For International Cooperation, "Report on Overseas Business Operation of Japanese Manufacturers – FY2011, the 23rd Survey on Foreign Direct Investment."

Source: The revised title is based on the Ministry of Economy, Trade and Industry, "White Paper on Manufacturing Industries (Monodzukuri) 2011"

Detailed Information of the figure on the previous page

Title on the previous page		Evaluation of Japanese Brands Before and After the Great East Japan Earthquake (by Country)
Point of displayed contents		<ul style="list-style-type: none"> ▪ In the United States, the United Kingdom, and China, compared to pre-earthquake levels, Japanese brands were evaluated 12% less favorably. ▪ In terms of countries, the evaluation of Japanese brands in China was more valuable than in other countries.
Details of the source	Name of the source	Ministry of Economy, Trade and Industry, "White Paper on Manufacturing Industries (Monodzukuri) 2011", Chart 2-2 of Chapter 2, Section 2, 2(3) < June 2012>
	Title	Evaluation of Japanese Brands (by Country)
	URL	http://www.meti.go.jp/english/report/data/Monodzukuri2011_02.pdf
Details of the original data	Name of the original data	Interbrand Japan, "Quantitative Finding about Evaluation of Japanese Brands Affected by the Great East Japan Earthquake and Nuclear Accident," May 2011 (in Japanese)
	Title	Evaluation of Japanese Brands Before and After the Great East Japan Earthquake (by Country)
	URL	http://www.interbrandjapan.com/ja/data/pressrelease/Japan_Brand_Survey_110525.pdf
Keywords		Japanese product, Brand, United States, United Kingdom, China