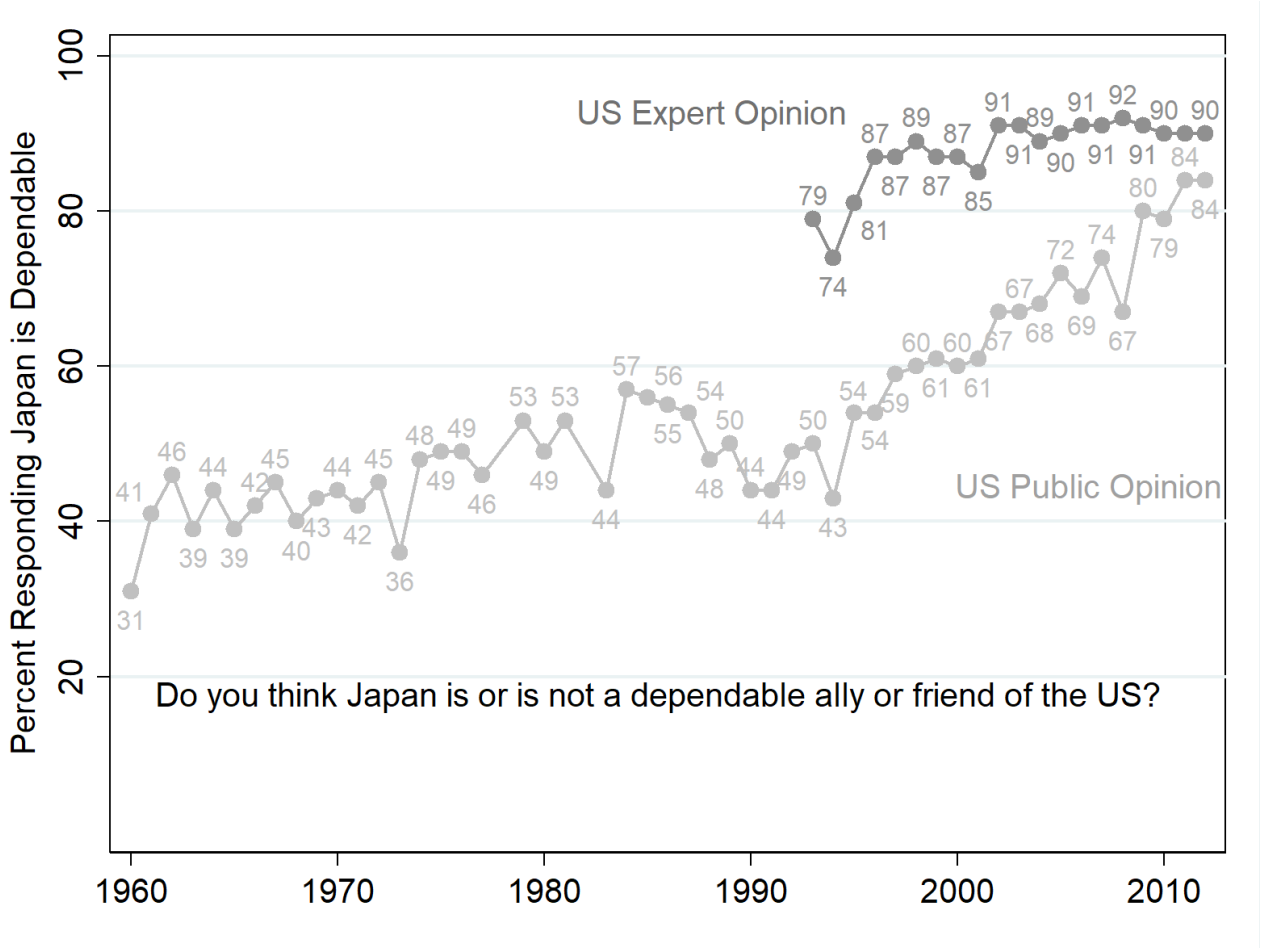
Supplemental Material

Figure 1: US attitudes toward Japan



Source: Ministry of Foreign Affairs of Japan (US Poll on Opinions toward Japan). Notes: The survey was conducted by the Gallup Organization. For the "general public" group, telephone interviews were carried out with 1,200 citizens aged 18 and over who live in the continental United States. For the "opinion leaders" group, telephone interviews were carried out with 200 people in leading positions in the fields of government, business, academics, mass media, religion, and labor unions. More information is available at http://www.mofa.go.jp

Figure 2: Wealthy Treatment

South Korea is a world leader in robotic technology. Above is a picture of a robotic car factory.

Seoul, the capital of South Korea, has been revitalized through urban renewal plans such as the restoration of the Cheonggyecheon river pictured above.

As a result of economic prosperity over the last 20 years affluent shopping areas, such as Myeongdong pictured above, are common in South Korea's capital city.

Source: Yonhap News (Top); GNU (Middle); Korean Tourism Org. (Bottom)

Figure 3: Political Treatment

South Korea has been a successful and functioning democracy for over 30 years. Above is a picture of the Korean National Assembly.

South Korea is a strong ally of the US. Above the Korean and US presidents hold a joint conference.

South Korea holds a national presidential election every 5 years. Lee Myung-Bak, pictured above, won the last election held in 2008.

Source: Getty (Top); Christian Science Monitor (Middle); Getty (Bottom)

Figure 4: Culture Treatment

Baseball is one of the most popular sports in South Korea. A Korean professional baseball game is shown above.

Christianity is the largest religion in South Korea. Above carolers sing at the lighting of a Christmas tree.

Western restaurants, such as McDonald's pictured above, have become popular in South Korea especially among the younger generations.

Source: Korea Times (Top); ABC News (Middle); PBS (Top)

Table 2: Demographic Characteristics by Randomization Group

Variable (Min – Max)	Control (n=201) Mean (SD)	Wealthy (n=200) Mean (SD)	Pol. (n=188) Mean (SD)	Culture (n=184) Mean (SD)	Full (N=773) Mean (SD)
Age	57	57	55	53	56
(19-92)	(15.1)	(14.5)	(14.8)	(16.2)	(15.2)
Female	.56	.55	.48	.52	.53
(0-1)	(.498)	(.499)	(.501)	(.501)	(.500)
Married	.69	.63	.63	.60	.64
(0-1)	(.464)	(.484)	(.485)	(.491)	(.481)
Conservative	1.91	1.97	2.07	1.98	1.98
(1-3)	(.842)	(.807)	(.801)	(.834)	(.822)
College graduate	.36	.37	.43	.40	.39
(0-1)	(.482)	(.484)	(.497)	(.492)	(.488)
Low income	.40	.38	.36	.36	.38
(0-1)	(.491)	(.485)	(.482)	(.481)	(.484)
Union member	.33	.31	.25	.21	.27
(0-1)	(.470)	(.462)	(.431)	(.410)	(.446)
Unemployed	.09	.11	.08	.07	.09
(0-1)	(.286)	(.314)	(.272)	(.248)	(.282)
National economy	3.27	3.34	3.26	3.23	3.28
(1-5)	(1.17)	(1.13)	(1.13)	(1.13)	(1.14)
Observations	201	200	188	184	773

Source: 2012 CCES FSU Group Content and Common Content.

Notes: Standard deviations reported in parenthesis.