

KOREAN HISTORY AWARENESS AND ATTITUDE SURVEY

Survey Objective: To measure the awareness and attitudes toward Korea among middle to upper-middle class, educated Americans.

Respondents: The survey was made available to several thousand online respondents screened for the following demographics:

- Some college
- +\$25k HHI. 76% were over \$50k HHI
- Geographically representative of the U.S.

The responses were cut off once 408 complete surveys were received.

Survey Methodology: A 13 question, multiple-choice survey was delivered online to qualified respondents on Thursday, February 13, 2014. The survey was closed on Saturday, February 15, 2014 after 408 responses were received. NOTE: QUESTIONS AND ANSWER CHOICES ARE DISPLAYED IN THE SURVEY RESULTS

Statistical Confidence: This sample closely aligns with the demographics of educated, middle to upper-middle-class Americans. With a 408 respondent sample size, there is a 95% confidence that the survey results will fall within 90% of that of the general population.

General Conclusions:

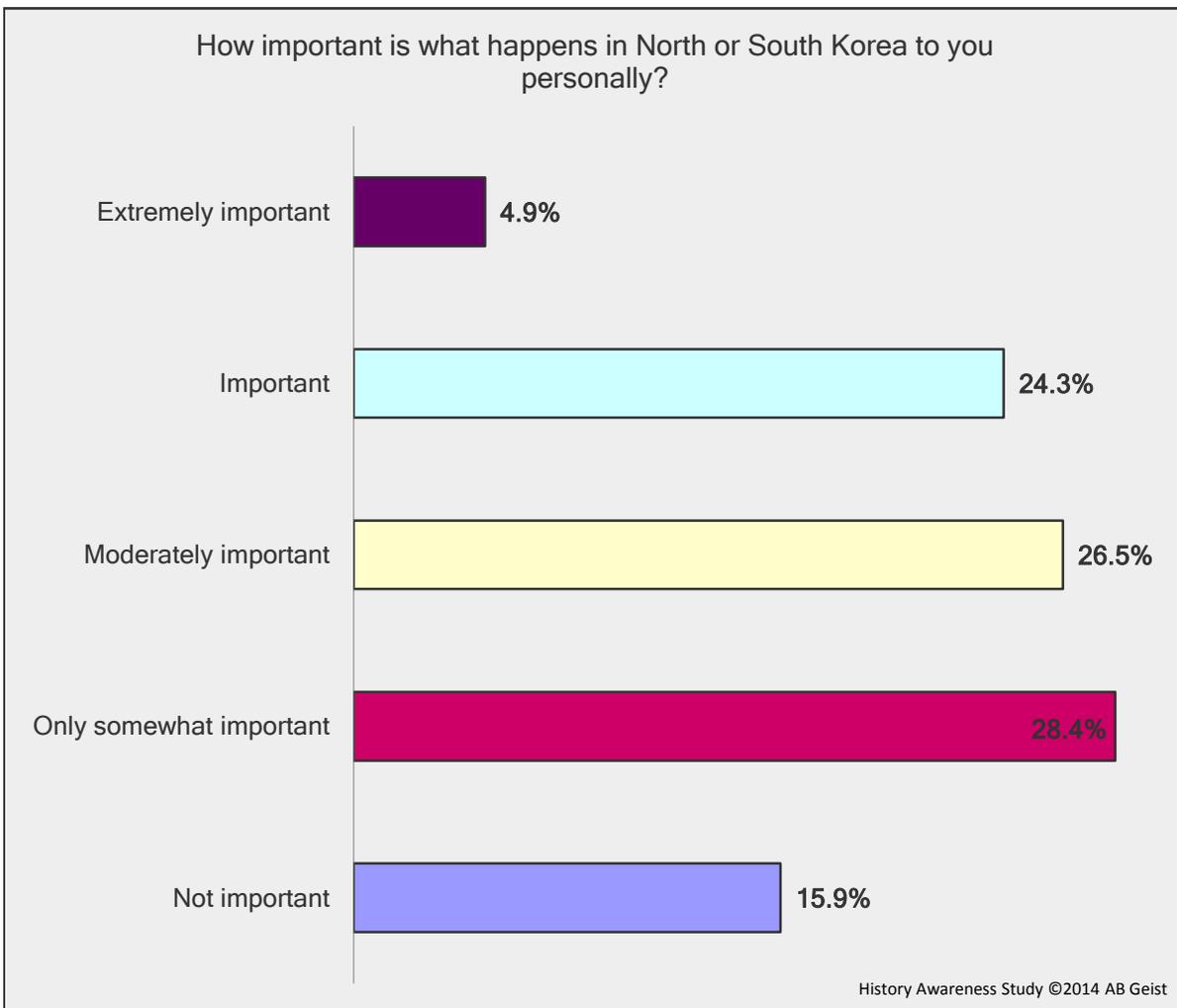
1. Over half of the respondents feel that South Korea is an important ally to the United States and that what happens in North or South Korea is important to them.
2. Yet, only a little over a third could correctly identify the name of the current South Korean president (Park Geun-hye). In fact a higher percent identified Kim Jong-un, (the North Korean president) as the South Korean president.
3. Respondents overwhelmingly feel that German war crimes were worse than Japanese war crimes. (90% vs. 10%)
4. Only one in five respondents correctly associated the comfort women atrocity with Korea.
5. When respondents were informed of the comfort women atrocity, 90% said Japan should apologize.

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Korean History Awareness and Attitude

How important is what happens in North or South Korea to you personally?		
Answer Options	Response Percent	Response Count
Not important	15.9%	65
Only somewhat important	28.4%	116
Moderately important	26.5%	108
Important	24.3%	99
Extremely important	4.9%	20
<i>answered question</i>		408
<i>skipped question</i>		0

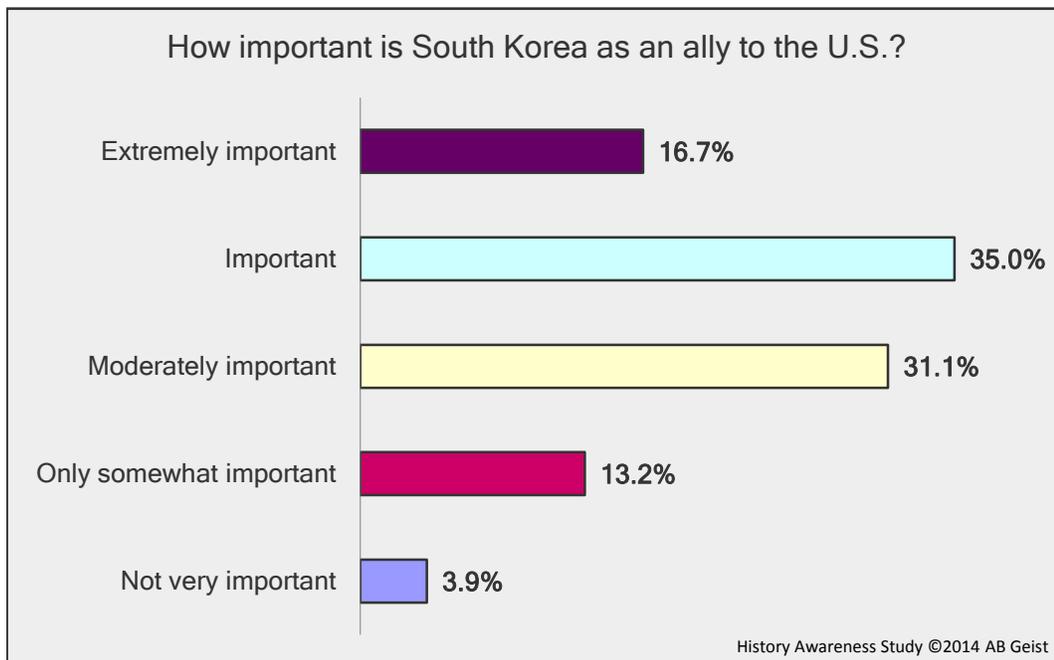


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History Awareness and Attitude

Compared to other allies, how important is South Korea as an ally to the U.S.?

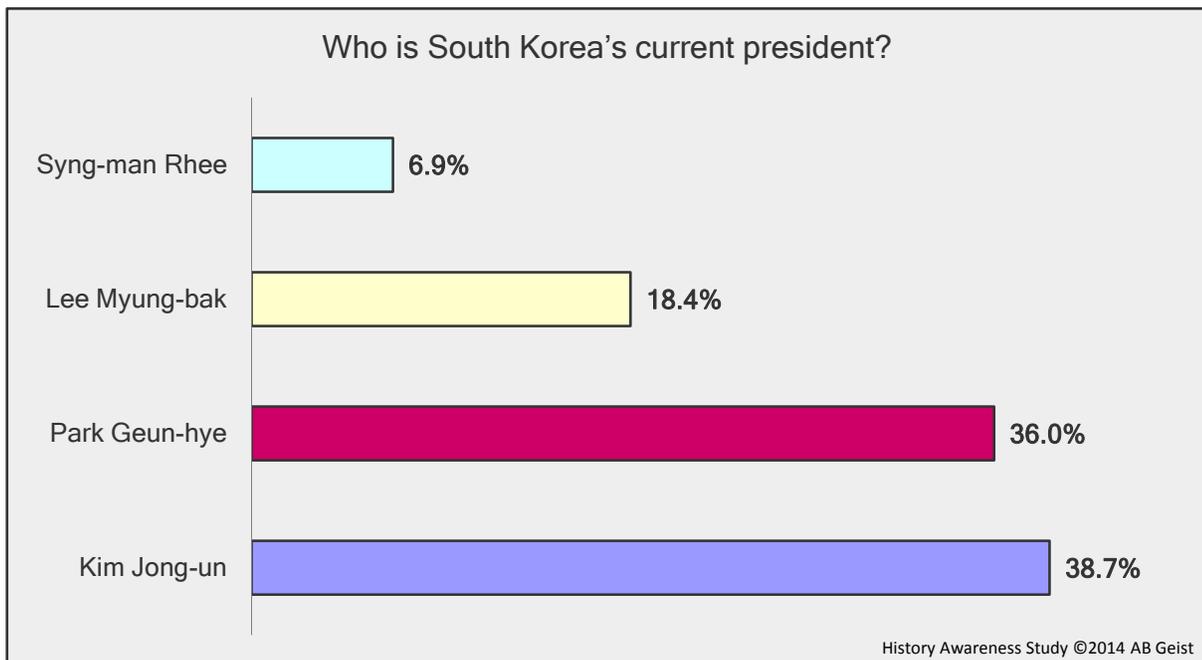
Answer Options	Response Percent	Response Count
Not very important	3.9%	16
Only somewhat important	13.2%	54
Moderately important	31.1%	127
Important	35.0%	143
Extremely important	16.7%	68
<i>answered question</i>		408
<i>skipped question</i>		0



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History Awareness and Attitude

Who is South Korea's current president?		
Answer Options	Response Percent	Response Count
Kim Jong-un	38.7%	158
Park Geun-hye	36.0%	147
Lee Myung-bak	18.4%	75
Syng-man Rhee	6.9%	28
<i>answered question</i>		408
<i>skipped question</i>		0

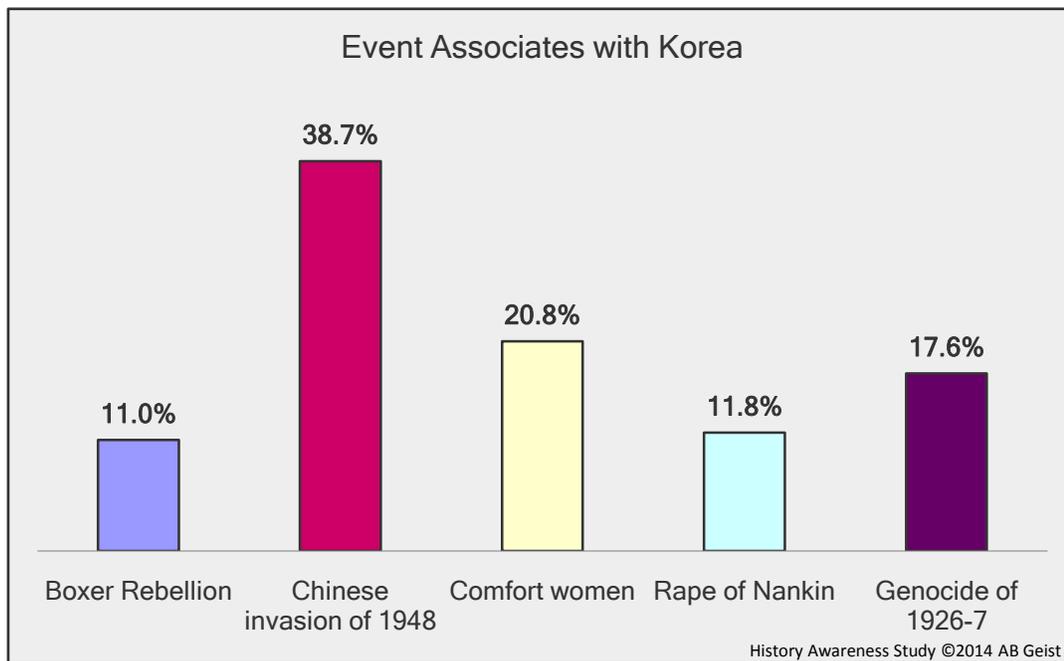


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History Awareness and Attitude

Which one of these historical events is most closely associated with Korea?

Answer Options	Response Percent	Response Count
Boxer Rebellion	11.0%	45
Chinese invasion of 1948	38.7%	158
Comfort women	20.8%	85
Rape of Nankin	11.8%	48
Genocide of 1926-7	17.6%	72
<i>answered question</i>		408
<i>skipped question</i>		0



NOTE:

The Boxer Rebellion was a rebellion in China in 1900. Korea wasn't involved.

There was no **Chinese invasion of 1948**.

Comfort women is the only correct answer.

The Rape of Nankin was in China during WWII.

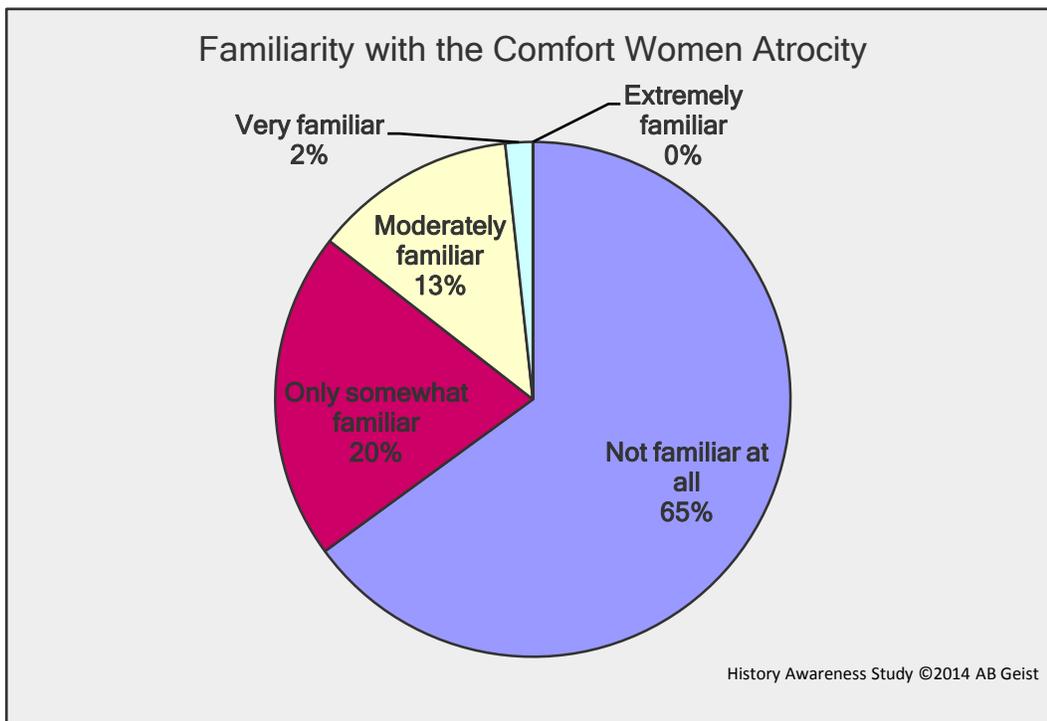
There was no **Genocide of 1926-7**.

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History Awareness and Attitude

How familiar are you with the comfort women atrocity?

Answer Options	Response Percent	Response Count
Not familiar at all	65.0%	265
Only somewhat familiar	20.6%	84
Moderately familiar	12.7%	52
Very familiar	1.7%	7
Extremely familiar	0.0%	0
<i>answered question</i>		408
<i>skipped question</i>		0

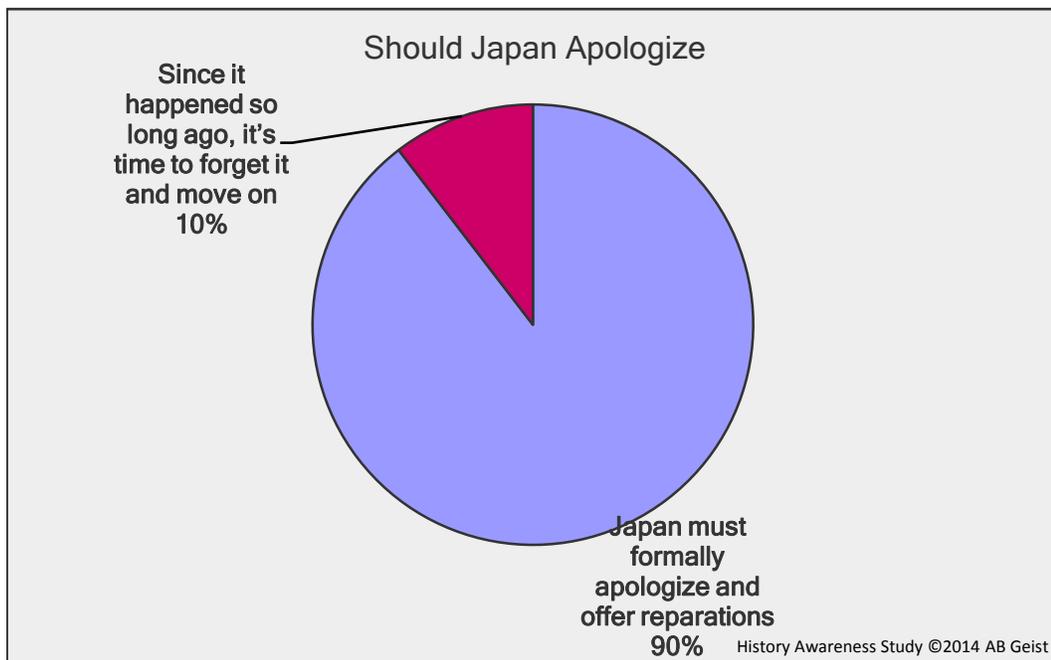


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History Awareness and Attitude

During World War II, the Japanese forced 200,000 young Korean women into 'comfort stations' to be sex slaves for their army. These women were raped up to 35 times per day and many died. Japan has never formally apologized or offered any reparations. Do you think:

Answer Options	Response Percent	Response Count
Japan must formally apologize and offer reparations	89.6%	361
Since it happened so long ago, it's time to forget it and	10.4%	42
<i>answered question</i>		403
<i>skipped question</i>		5

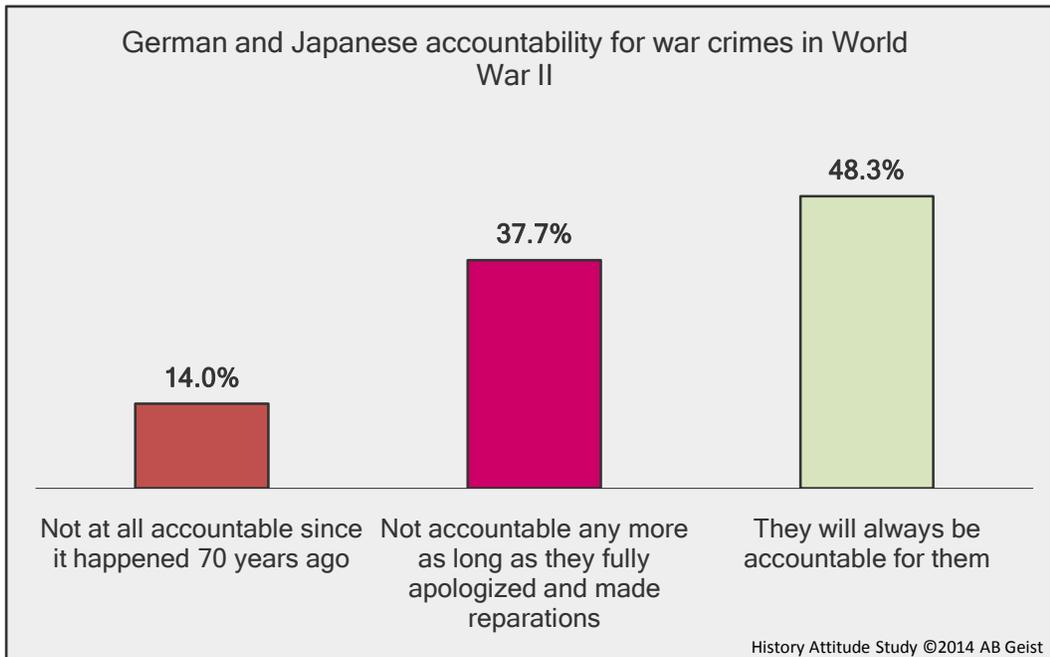


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History Awareness and Attitude

Today, how accountable should Germany and Japan be for their war crimes in World War II?

Answer Options	Response Percent	Response Count
Not at all accountable since it happened 70 years ago	14.0%	57
Not accountable any more as long as they fully apologized and made reparations	37.7%	154
They will always be accountable for them	48.3%	197
<i>answered question</i>		408
<i>skipped question</i>		0

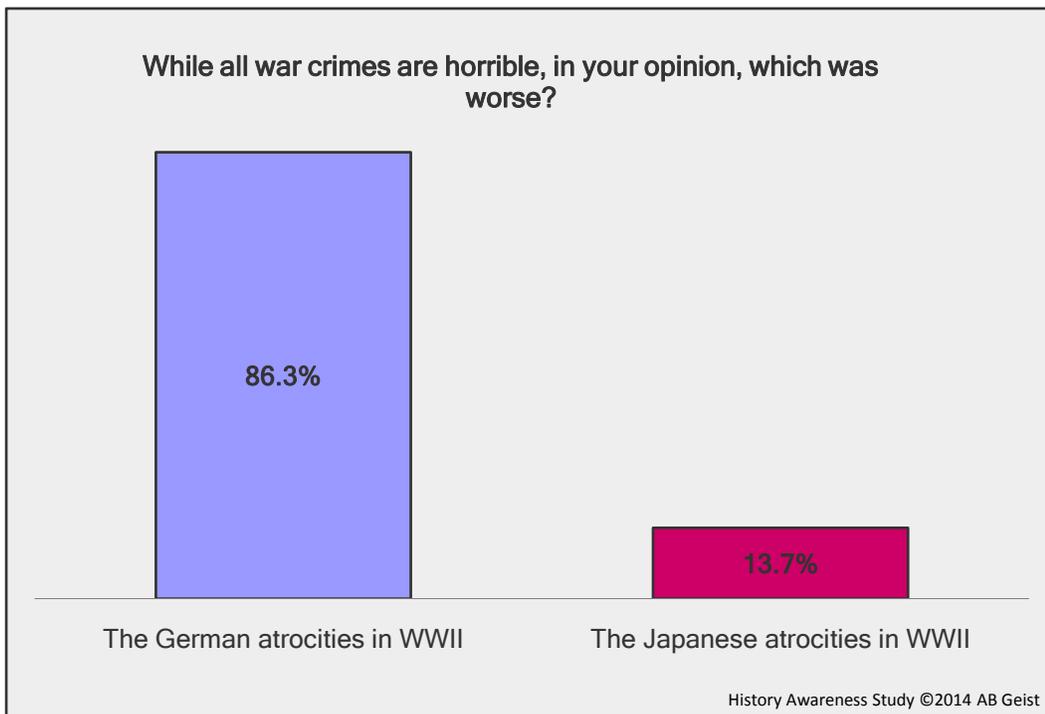


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History Awareness and Attitude

While all war crimes are horrible, in your opinion, which was worse?

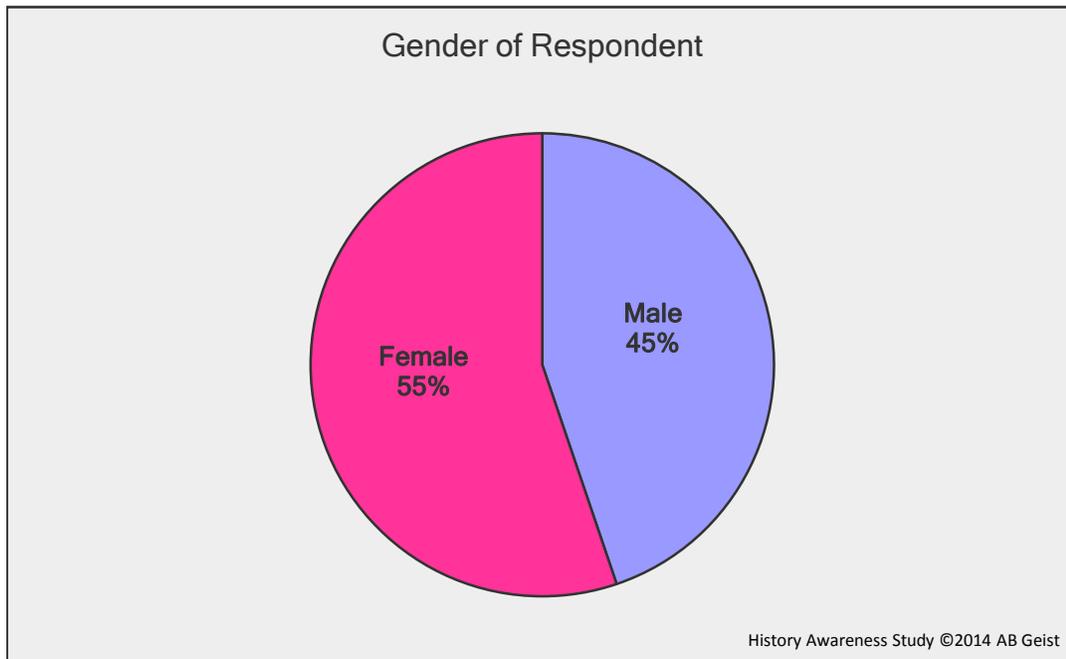
Answer Options	Response Percent	Response Count
The German atrocities in WWII	86.3%	352
The Japanese atrocities in WWII	13.7%	56
<i>answered question</i>		408
<i>skipped question</i>		0



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History Awareness and Attitude

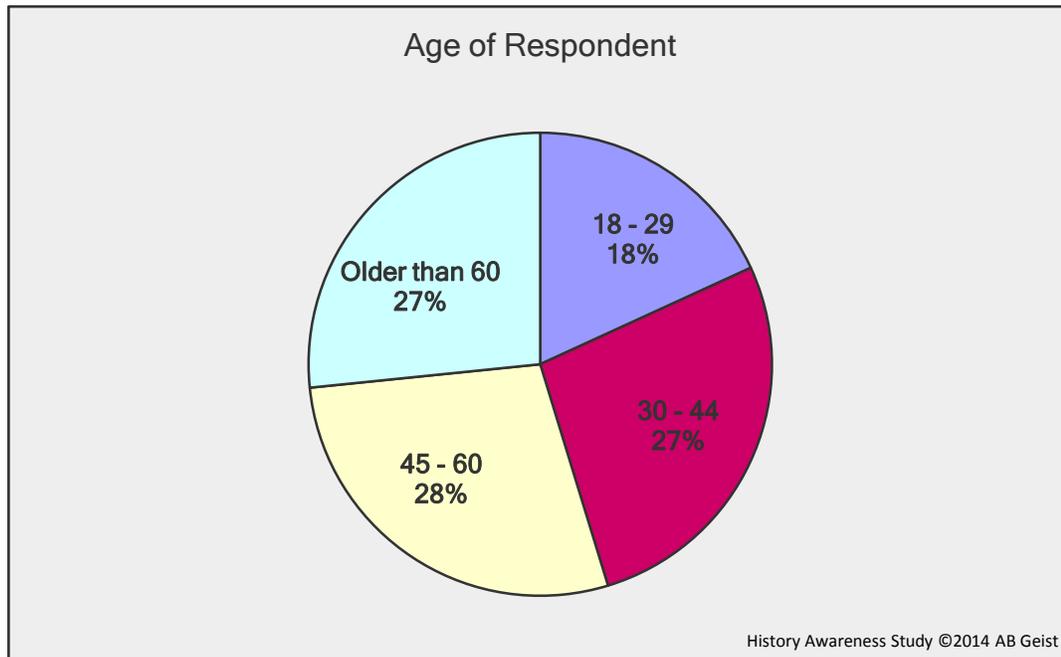
Gender		
Answer Options	Response Percent	Response Count
Male	44.8%	180
Female	55.2%	222
<i>answered question</i>		402
<i>skipped question</i>		6



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Deomographics

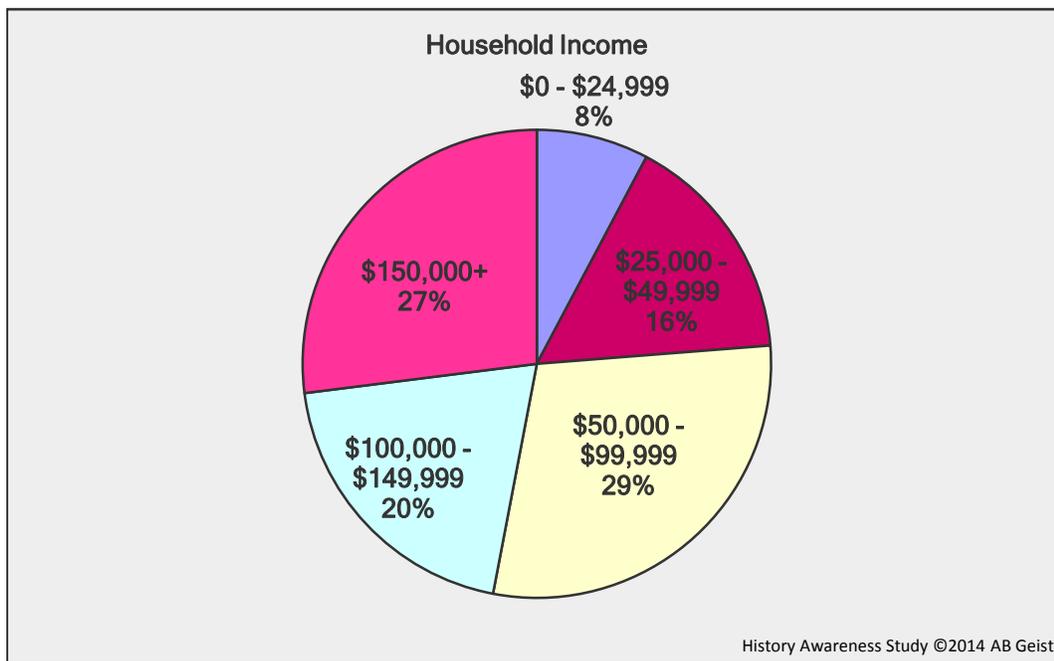
Age		
Answer Options	Response Percent	Response Count
18-29	18.2%	73
30-44	27.1%	109
45-60	28.1%	113
> 60	26.6%	107
<i>answered question</i>		402
<i>skipped question</i>		6



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Deomographics

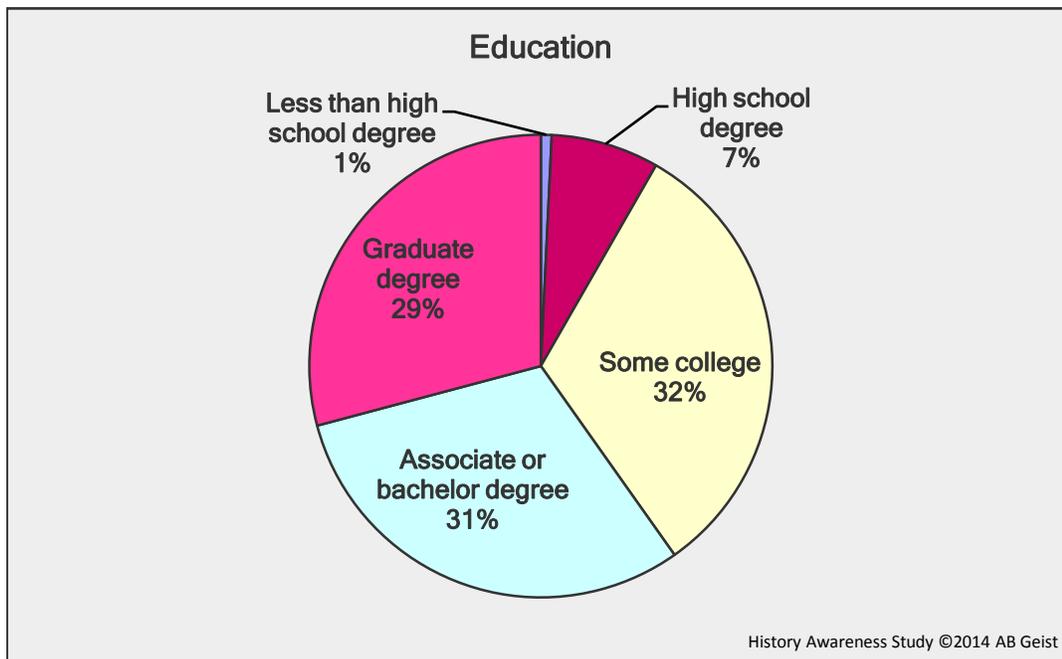
Household Income		
Answer Options	Response Percent	Response Count
\$0 - \$24,999	7.8%	31
\$25,000 - \$49,999	16.0%	64
\$50,000 - \$99,999	29.3%	117
\$100,000 - \$149,999	20.0%	80
\$150,000+	27.0%	108
<i>answered question</i>		400
<i>skipped question</i>		8



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Deomographics

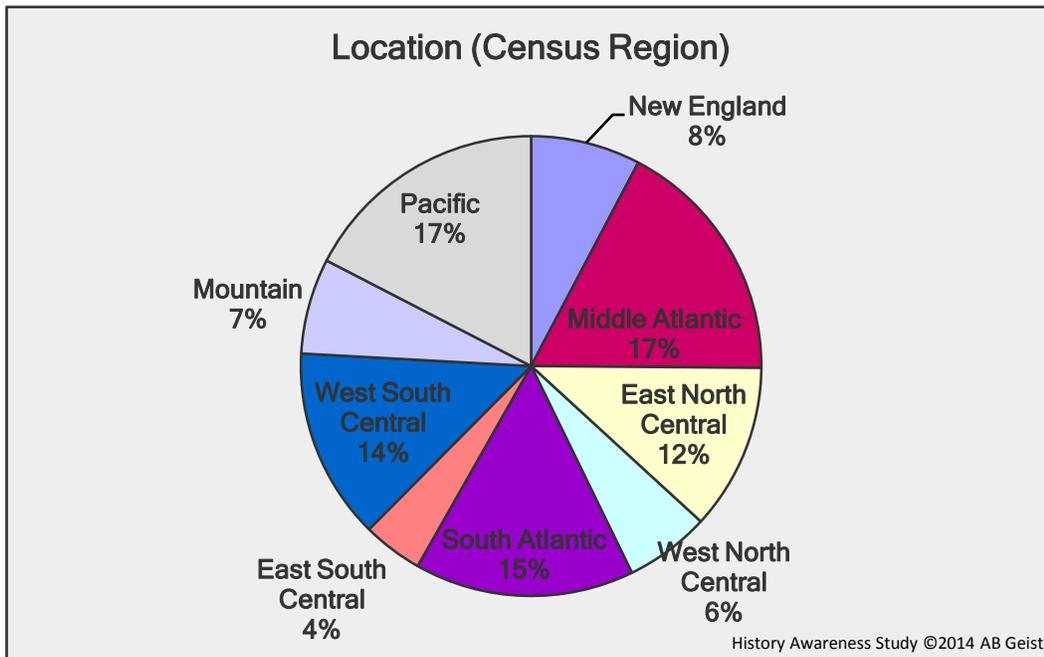
Education		
Answer Options	Response Percent	Response Count
Less than high school degree	0.8%	3
High school degree	7.5%	30
Some college	31.9%	127
Associate or bachelor degree	30.7%	122
Graduate degree	29.1%	116
<i>answered question</i>		398
<i>skipped question</i>		10



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Demographics

Location (Census Region)		
Answer Options	Response Percent	Response Count
New England	7.7%	31
Middle Atlantic	17.4%	70
East North Central	11.7%	47
West North Central	6.0%	24
South Atlantic	15.4%	62
East South Central	4.2%	17
West South Central	13.4%	54
Mountain	6.7%	27
Pacific	17.4%	70
<i>answered question</i>		402
<i>skipped question</i>		6



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