

When you go to a supermarket in the US, you soon realize how much consumers in the US really like to have many choices. The supermarkets are huge. The aisles* are stocked with many brands and varieties of the same product. There are so many different kinds of cereals, snacks, cold cuts*, cheeses, soft drinks, and beer that it makes you dizzy* just looking at them. In a pharmacy, there are well over 30 different brands of aspirin and pain relievers. Similarly, at a restaurant, the customer has to make all kinds of decisions. There are menu choices to satisfy every taste, diet, and health condition.

On the other hand, Japan offers far fewer choices to the consumer. This is mainly due to the limited availability of space in most stores. Here, stores are much smaller, so they can only stock commonly purchased items. As a result, Japanese supermarkets do not have nearly* as many different kinds of vegetables, fruits, bread, or frozen foods as in the US. As for Japanese restaurants, they often offer a "set menu." Diners can choose some dishes from the menu; however, many of them order the "set menu." Usually, the decision that they have to make is to choose between bread and rice, and between coffee and tea.

I think another reason for the limited consumer choice is that Japanese people tend to like to keep things simple and convenient. Having fewer choices requires less time, thought, and energy — time, thought, and energy that might be put to better use elsewhere.

(257 words)

⌚ 本文を読むのにかった時間 () 分 () 秒 = () 秒

NOTES

1.2 aisle /ail/ 通路

1.4 cold cuts コールドカット[スライスした冷製の調理済肉]

1.5 dizzy めまいがする

1.12 not ~ nearly 決して~でない

Date

Class

No.

Name

Score

10

検印

1 Put ① for a statement true of the US, or ② for a statement true of Japan.

(1点×4=4点)

- Stores have limited space, so they only keep goods that sell well. []
- Vast supermarkets stock a large number of foods and drinks. []
- In a restaurant, you have a wide selection ready for everyone. []
- Customers tend to order "set menu" at restaurants. []

2 Fill in the blanks with suitable options below and complete the answer.

(1点×4=4点)

Question

What does the author think about Japanese people?

Answer

If there are many options, it takes much [1.] to choose from them. For Japanese people, making a [2.] of little things is not [3.] their time. They want to use their time for something more [4.].

- ① choice ② important ③ time ④ worth

3 Which would be the best title for this passage? []

(2点)

- A Contrast between Supermarkets of the US and Japan
- A Comparison between the US Market and Japanese Market
- How Do You Make the Best Choice from Many Options?
- Which is Better: Many Choices or Not Many Choices?

読む速度 (1分で読む語数)

257語×60秒

() 秒*

理解度

() 点*

10 点

読解速度

() 語/分

* 本文を読むのにかった時間 * Score

読解速度を計算してみよう

目標 96 語/分