

FOR IMMEDIATE RELEASE

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55% of Japanese women see their rooms as being 'overweight'

A new survey on rooms uncovers surprising results on how women view cleanliness to their consumption of electricity and slimming down for summer.

Tokyo, Japan – A survey conducted between May 13 and 15 among 600 women in their 20's to 50's has revealed surprising results on how Japanese women view their rooms and things they'd like to do this summer, including losing weight and saving energy. Candlewick PR conducted the online survey in cooperation with My Voice Communications, a research firm based in Tokyo.

A majority of Japanese women have a desire to loss weight this summer followed by organizing their rooms and belongings.

Almost half of the respondents surveyed (47%) answered they wish to "lose weight" followed by "to organize and clean up their room and belongings" (28%) in order to detoxify heading into summer. The number of respondents who answered they wish "to organize and clear out clothes and sundries" (25%) was the third most popular response. The survey results show a growing interest in storage and room cleaning skills, referred to as "danshari", "to refuse, discard and put away", and also ways to improve one's luck by having a cleaner and more organized room. The following keywords will continue to be noteworthy as Japan heads into its hottest months - "storage", "organizing", and "cleaning".

In response to a question expressing the level of tidiness of their room and belongings using a degree of obesity, 40.7% of respondents answered their rooms were "slightly overweight" due to hoarding too many things.

Increasing awareness in the consumption of electricity following the March 11 earthquake and self-restraint by consumers.

With anticipated power outages this summer resulting from the March 11 earthquake and tsunami, respondents were asked what they would like to do with their rooms for summer to make their lives more comfortable. The most common response was an "improvement of storage space" (48%). The second most popular response was to "save electricity" (34%). The results show that while the issue of storage is an eternal theme for living comfortably, while there is a growing awareness among women in their consumption of electricity out of concern for the assumed power shortages expected this summer.

Additional major cleaning expected to be done this summer. Summer cleaning has its merits.

In response to a question regarding best timing to do major household cleaning, a majority of respondents (38%) answered they do major household cleaning collectively at the end of the year, while almost 14% answered they do major cleaning once in summer and once at the end of the year.

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Looking at those who do major household cleaning twice in spring and autumn, it turns out that almost a quarter (22%) do a major household clean twice a year.

When compared to major house cleaning at the end of the year, when it is cold and tough to do outside chores, summer time cleaning has its merits. The days are longer so there is enough time to finish cleaning during daylight hours and it is easier for family members to make time during summer holidays to join in the cleaning. It is common in Europe and the United States to do major household cleaning from spring to early summer and nowadays major cleaning during summer is becoming common in Japan too.

Declutter a room by following a few simple tips.

Simple tips to help declutter a room can be followed by just removing the piled things along a window, helping to make the room appear better organized and refreshed. The room will also be more drafty and comfortable without the need to use air conditioning. To tidy up a room one easy way is to save on electricity. Following these two simple tips can help in preparing for the warmer weather and help detoxify and refresh the body and rooms before the beginning of a hot summer.

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Candlewick is a public relations firm that offers Integrated Marketing and Communication (IMC) services from research, product development, product strategy, to promotions aimed primarily at consumer goods such as interior products, luxury and premium products and services. Candlewick conducts on a regular basis, unique surveys from a female point-of-view.

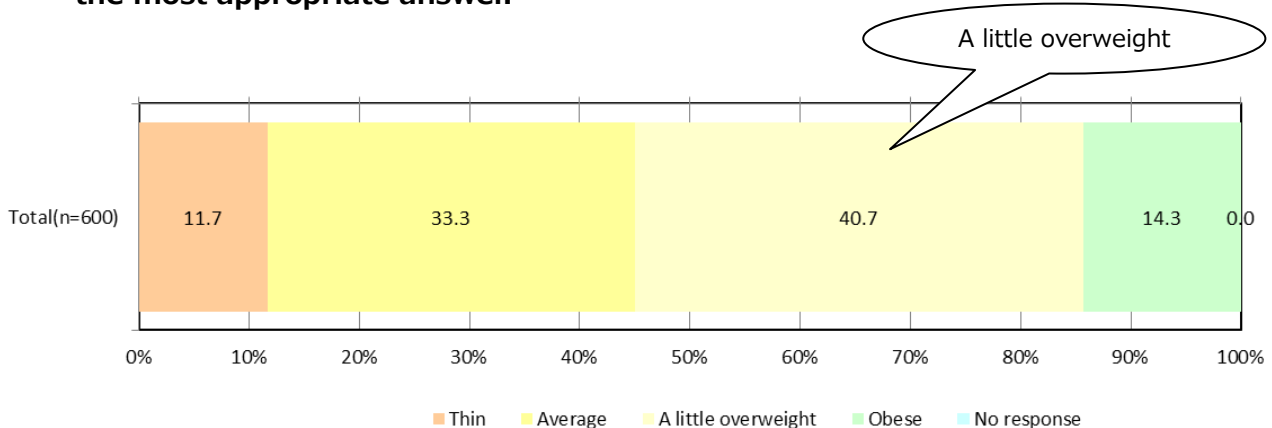
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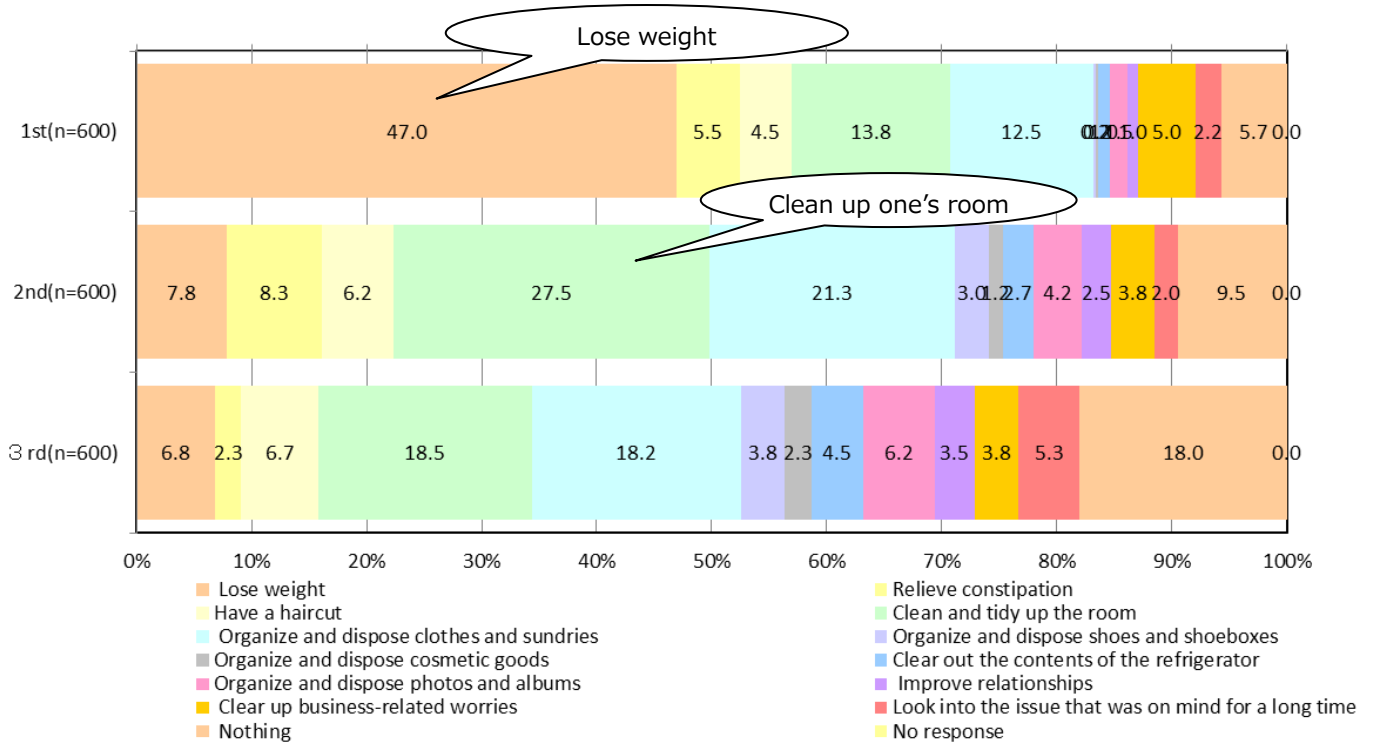
Summary of Findings

Survey panel: 600 women in their 20s – 50s	Methodology: Online survey
Survey period: May 13 - 15, 2011	Research firm: My Voice Communications, Inc.
For further information about the survey, please follow the link below:	
http://www.candlewick.co.jp/en/topics/pdf/20110526_CDW_DataE.pdf	

Q. Using a degree of obesity to express the tidiness of your room please select the most appropriate answer.



Q. From the list, please select the top three things you would like to do to detoxify or refresh for the coming summer.



Q. What would you like to do with your room for the coming summer in order to live comfortably?

