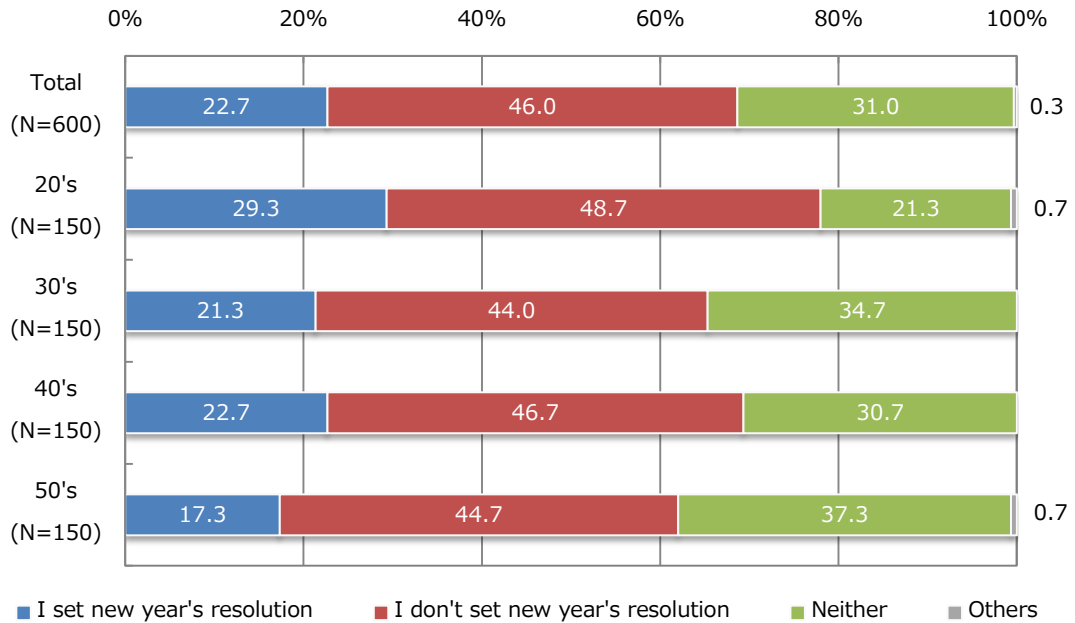


【Survey result: How Japanese women spend the beginning of new year and their traditions】

Survey panel: 600 women 20 - 59 years of age
 Survey methodology: Online
 Survey period: November 23 - 25, 2012
 Research firm: My Voice Communications, Inc.

Q1: Do you set new years' resolutions? (Single Answer)



《Reasons for setting》

- Because new years day sets the president for the rest of the year
- Because I want to be more organized by deciding my goals for the year
- Because it is a custom
- Because if you don't set a goal you don't achieve anything
- To cheer myself up
- Because it is a family custom to say it in front of the family

《Reasons for not setting》

- Because I can't stick to them
- Because I will forget
- Because I already have too much to do every day
- Because new year doesn't mean anything to me

Q2 : Do you have any traditions for new year? (Multiple Answer)



《Reasons for going to the hairdresser》

- Because I want to revitalized for coming new year
- Because I have a lot of people to visit in the beginning of the year
- Because my parents taught me to do so for August holiday (*Obon*) and new year

《Reasons for preparing new towel》

- Because I want to revitalized for coming new year with clean towel
- Because I want to use the brand new towel with crease
- Because it's sad to spend new year with old towel

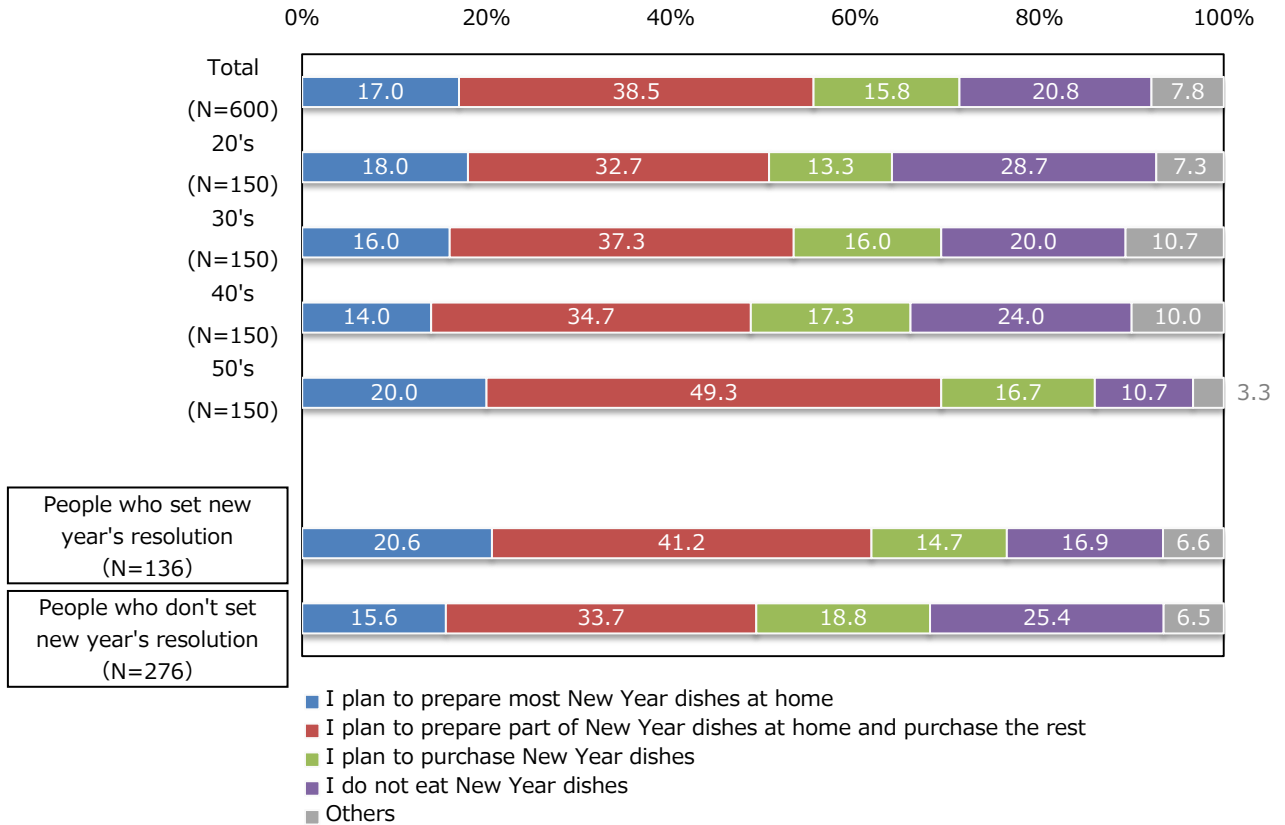
《Reasons for preparing new underwear》

- Because it is a tradition since I was young
- Because I want to revitalized for coming new year
- Because I go closer to god when visiting shrine

《Reasons for preparing new chopsticks》

- Because it is a tradition since I was young
- To wish for new year of good food
- To steel themselves

Q3 : Are you planning to prepare any homemade New Year dishes? (Single Answer)



- «Reasons for preparing homemade new year dishes»**
- Because it's cheaper
 - Because it's more delicious and safer
 - Because it's a custom and need to continue the tradition
 - Because I want to include family favorites
 - Because ready made ones taste different from homemade ones

Q3-1 : Who prepares new year dishes? (Multiple Answer)

	Total		Yourself	Mother	Grand parents	Others
Total	333	N	236	159	16	11
	100	%	70.9	47.7	4.8	3.3
20's	76	N	35	60	9	1
	100	%	46.1	78.9	11.8	1.3
30's	80	N	46	50	6	1
	100	%	57.5	62.5	7.5	1.3
40's	73	N	62	29		4
	100	%	84.9	39.7		5.5
50's	104	N	93	20	1	5
	100	%	89.4	19.2	1.0	4.8

※Based on 333 people who answered "I plan to prepare most New Year dishes at home" "I plan to prepare part of New Year dishes at home and purchase the rest" for Q3.

Q4 : As a part of new year greetings, are you planning to send new year's cards? (Single Answer)

