

FOR IMMEDIATE RELEASE

December 7, 2012

Contact: Yuri Ohba, Akane Ara
press@candlewick.co.jp,
Tel: [+81-3-3498-2770](tel:+81-3-3498-2770)

Survey reveals Japanese women who set goals at the beginning of the year are more enthusiastic about practicing traditions and following customs throughout the festive season.

Tokyo, Japan -- A survey conducted among 600 Japanese women aged 20 – 59 between November 23 to 25 has uncovered that they are more likely practice traditions and follow time-honored customs when setting goals at the beginning of the year. Candlewick PR conducted the online survey in cooperation with My Voice Communications, a research firm based in Tokyo.

Women who set goals for the year at the beginning of it are more enthusiastic about undertaking New Year activities.

Those who set goals for the year are more enthusiastic about New Year's activities such as *eating year-crossing noodles (toshikoshi-soba), eating rice cakes and visiting shrines / temples to pray for happiness* compared to those who do not set goals for the year. Many of those who set goals for the year also do housecleaning at the end of the year. This number jumps by 20% among those do housecleaning but do not set goals. The findings show a significant difference in common New Year practices such as *taking family photos, preparing new towels, preparing new underwear and preparing new chopsticks*. The number increases further among those who set yearly goals compared with those who do not set goals. (Data 1)

Women who set goals prepare homemade traditional dishes for New Year.

Over half of those surveyed (55%) said they prepare traditional New Year dishes (osechi) at home, including those who prepare parts of the dish at home. Reasons for preparing dishes at home include, *following customs and passing on traditions is important; the family's favorite foods can be included in homemade New Year dishes; and homemade New Year dishes are safe and tasty*. Results indicate that many prepare New Year dishes for their families to follow traditions. Over 61% of those who set goals answered they prepare homemade New Year dishes (osechi) indicating they cherish Japanese traditions and customs. (Data 2)

Setting goals is more common among younger generations than older generations.

A breakdown by age group among those who set goals, 32.4% were aged in their 20s, accounting for the largest response. On the other hand, 19.1% were aged in their 50s, well below those in their 20s. Reasons for setting goals include, *it makes the year more productive by setting goals; it has become an annual thing; it is said that New Year is key for the remainder of the year; and goal setting encourages oneself to do their best*. On the other hand, reasons for not setting any goals include, *the goal will not be achieved regardless and New Year does not have any significant meaning*. (Data 3)

About Candlewick

Candlewick is a public relations firm that offers Integrated Marketing and Communication (IMC) services from consumer research and insights, product development and strategy to promotion activities aimed at consumers. Candlewick has expertise in supporting interior products, luxury and premium products and services. Candlewick conducts on a regular basis, unique surveys from a female point-of-view.

To find out more about Candlewick's services please visit: www.candlewick.co.jp

Contact: Yuri Ohba, Akane Ara
Candlewick Co., Ltd.
Tel: +81-3-3498-2770
Fax: +81-3-3498-2771
Email: press@candlewick.co.jp

About the Survey

Survey panel: 600 women 20 - 59 years of age

Survey methodology: Online

Survey period: November 23 - 25, 2012

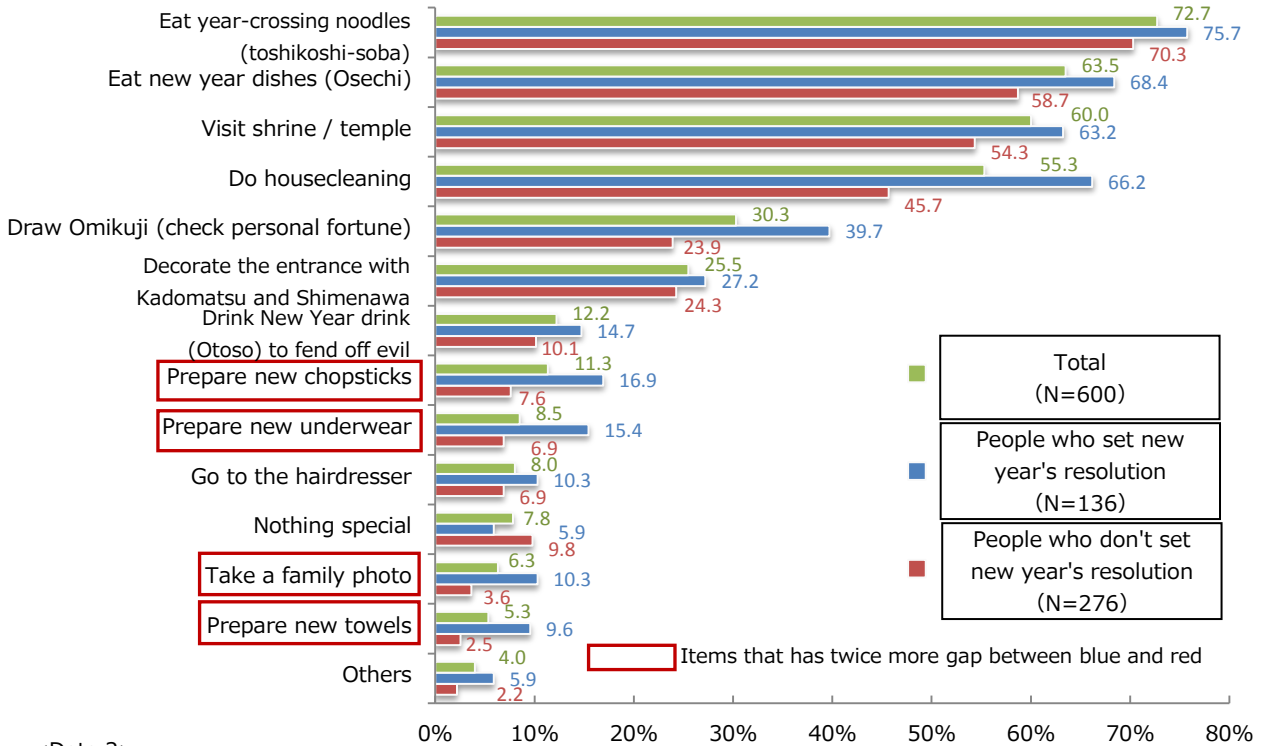
Research firm: My Voice Communications, Inc.

To access the full survey, please download it using the following link:

http://www.candlewick.co.jp/en/topics/pdf/20121207_CDW_DataE.pdf

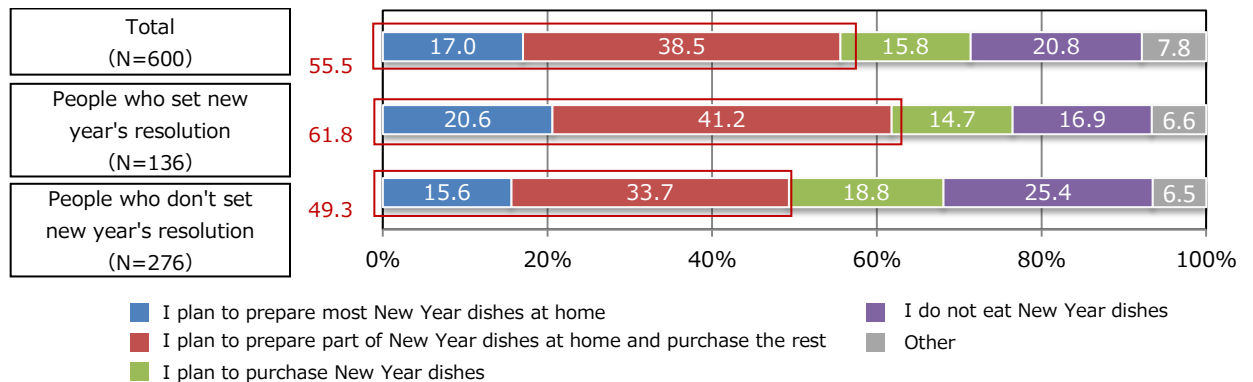
<Data 1>

Q: Do you have anything special you always do to ring in the New Year? (Multiple Answers)



<Data 2>

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



<Data 3>

Q: Number of women who set goals at the beginning of the year by age

