

There appears to be an ongoing boom in sake  
 Nearly 60% of survey respondents drink sake

## About 40% of female survey respondents who are in their twenties and do not drink sake are interested in trying sake in the future

A survey regarding drinking alcoholic drinks, and Japanese sake

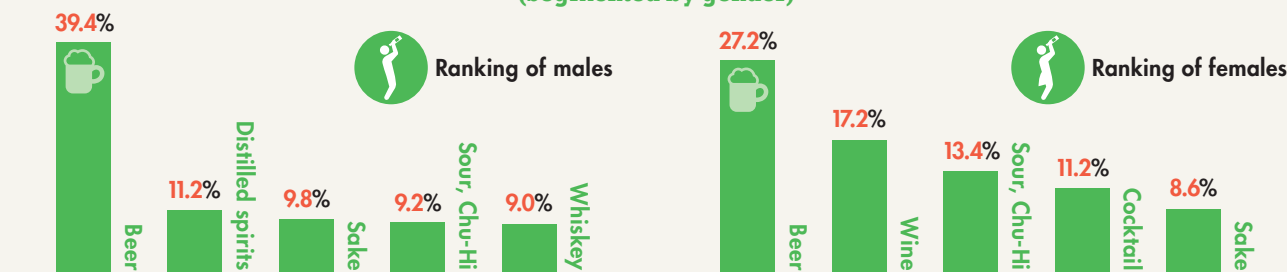
Cross Marketing Inc. (Headquarters: Shinjuku Tokyo, Miki Igarashi, President and CEO) conducted a survey asking males and females between the ages of 20 to 69 years old who live in Tokyo Metropolis, Kanagawa Prefecture, Chiba Prefecture and Saitama Prefecture, about drinking alcoholic drinks and Japanese sake.

### Survey results (Excerpt)

39.4% of male and 27.2% of female respondents chose beer as their favorite alcoholic drink and this was the most popular choice among both genders. The second and third most popular choices differed between male and female respondents. Male respondents chose shochu (a Japanese distilled liquor, 11.2%) as the second most popular choice, then sake was the third choice (9.8%). Female respondents chose wine as the second most popular choice (17.2%), then their third choice was sour/chu-hi (a mixed drink contains shochu and soft drinks, 13.4%). (Figure 1)

(Figure 1) What is your favorite type of alcoholic drinks?

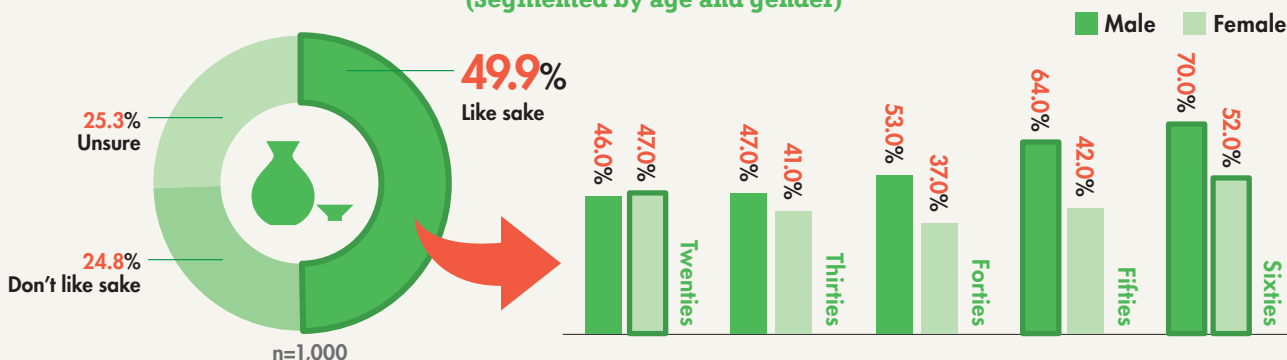
(Segmented by gender)



The result of the favorableness of sake resulted as almost half of all respondents like sake (49.9%), whereas 25.3% of them chose unsure, and 24.8% of them did not like sake. The favorableness to sake was the highest on both male (70.0%) and female (52.0%) respondents in their sixties and gender segmentation. The second highest age segment in favorableness of sake for male respondents was in their fifties (64.0%), and for female respondents was in their twenties (47.0%). (Figure 2)

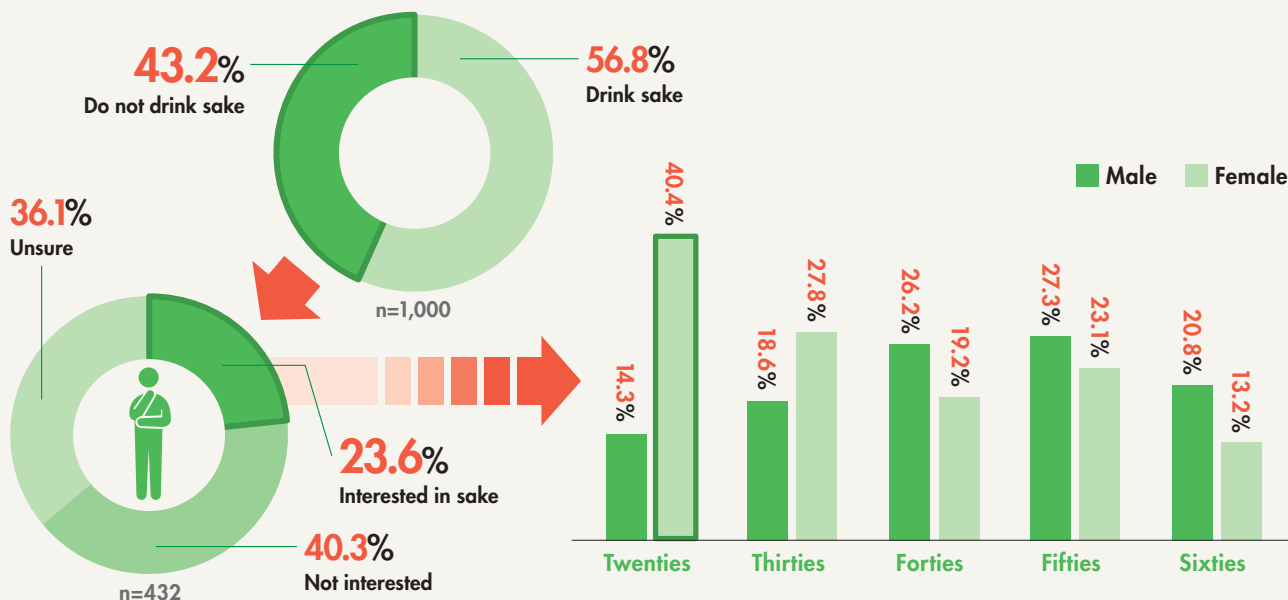
(Figure 2) Do you like sake?

(Segmented by age and gender)



56.8% of all respondents drink sake which is slightly more than those respondents who do not (43.2%). Within those who do not drink sake, 40.3% of them are not interested in trying sake in the future, 36.1% are unsure, and 23.6% of them are interested in trying sake in the future. However, if we segment those who are interested in trying sake in the future, 40.4% of the female respondents in their twenties are interested. Thus we could conclude that younger females are more interested in trying sake. (Figure 3)

(Figure 3) **Do you drink sake? Do you want to try in the future?**  
(Segmented by age and gender)



## Details of survey

- Attribute question  
(gender, age, place of residence, marital status, existence of children, occupation, form of employment)
- Most commonly consumed alcoholic drink
- Favorite alcoholic drink
- Changes in the amount of alcoholic drink consumption
- Anecdotes regarding drinking
- Ratio of survey respondents who drinks sake
- Favorableness of sake
- Frequency of drinking sake
- Reasons for drinking sake
- Situations of drinking sake
- History of drinking sake
- A beginning of drinking sake
- Food to have with sake
- selection criteria of sake
- Favorite types of sake
- Images associated with sake
- Reasons not to drink sake
- Interest in trying sake in the future

## Survey overview

|                                 |   |
|---------------------------------|---|
| Survey method                   | Online research (appointed Cross Marketing survey respondents)                                  |
| Survey area                     | Tokyo Metropolis, Kanagawa Prefecture, Chiba Prefecture and Saitama Prefecture                  |
| Targeted sample characteristics | Males and females between the ages of 20 to 69 years old who regularly consume alcoholic drinks |
| Survey period                   | From Saturday, March 19 <sup>th</sup> , 2016 through Monday, March 21 <sup>st</sup> , 2016      |
| Number of valid responses       | 1,000 samples   |

### About us

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