



Global **HABIT**[®]

Hakuhodo Audience and Brand-User's index for Targeting

Report 2015

Global HABIT provides a rich set of data on the world's *sei-katsu-sha*

Global HABIT is a database and single-source survey that Hakuhodo's R&D Division has conducted every year since 2000 in 37 major cities around the world. With surveys focusing on the middle and upper classes in each city—i.e., the demographic segments driving market growth—the Global HABIT database is an extremely valuable reference for global marketing.

Global HABIT data is gathered using the same methodology and survey items as the HABIT/ex survey and Seikatsu Teiten survey, which Hakuhodo conducts in Japan. Global HABIT data on a wide array of questions, such as lifestyles, values, environmental awareness, media contact, and attitudes to information, as well as ownership of durable goods, attitudes to shopping, and purchasing behaviors can be analyzed by category and brand. In addition, since the data sets also include company and “made-in” image figures, the data can be analyzed across a multitude of factors to suit client needs. Hakuhodo's original corporate image and brand evaluation scales can be used to measure the strength of brand-*sei-katsu-sha* bonds as well as brand and corporate image. And because data sets from multiple years are available, comparisons of data from the same cities over time can be performed.

As with other Hakuhodo surveys, Global HABIT embodies our *sei-katsu-sha* insight philosophy. We think of *sei-katsu-sha* not merely as consumers; we regard them as living people. Truly effective marketing and branding requires that we probe all consumer behavior, not just behavior associated with consumption, and grasp all aspects of individuals' lives. This *sei-katsu-sha* concept, which Hakuhodo introduced in 1980, is now a widely known approach not just in the marketing world but also throughout the wider Japanese public.

Notes:

The base model for Global HABIT, the HABIT/ex survey is a database containing all the findings of comprehensive large-sample surveys that Hakuhodo has conducted in Japan each year since 1995.

HABIT stands for Hakuhodo Audience and Brand-User's Index for Targeting.

The Seikatsu Teiten survey is a regular observation survey that has been conducted by the Hakuhodo Institute of Life and Living once every two years since 1992.



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What is Global HABIT?

Covers 37 major cities



11 cities in Europe and the Americas

- US: New York, Los Angeles, Chicago
- UK: London
- France: Paris
- Germany: Berlin, Frankfurt
- Italy: Milan
- Spain: Madrid
- Russia: Moscow
- Brazil: São Paulo

Two cities in Japan

- Tokyo, Osaka

*The HABIT/ex survey in Japan is conducted separately from the Global HABIT survey.

24 cities in Asia and Oceania

- China: Beijing, Shanghai, Guangzhou, Wuhan, Chengdu, Shenyang, Dalian, Fuzhou, Hangzhou, Ningbo, Xi'an
- Hong Kong
- Taiwan: Taipei
- Korea: Seoul
- Singapore
- Malaysia: Kuala Lumpur
- Thailand: Bangkok
- Philippines: Metro Manila
- Indonesia: Jakarta
- Vietnam: Ho Chi Minh City
- Myanmar: Yangon
- India: Delhi, Mumbai
- Australia: Sydney

Survey frame

● Respondents: Men and women aged between 15 and 54

Screening is conducted by household income. The survey focuses on the middle and upper classes in each city

● 500–800 samples in each city except Tokyo and Osaka

For Beijing, Shanghai, and Guangzhou, Chinese power *sei-katsu-sha* were added.
For Delhi and Mumbai, Indian power *sei-katsu-sha* were added.

Power *sei-katsu-sha*

Account for approximately the top 10% of income earners in each city. Due to their strong spending habits, active lifestyles, and high information awareness, power *sei-katsu-sha* are consumption leaders with significant power in the market. By paying attention to such power *sei-katsu-sha*, it is now possible to analyze the relationships between brands and consumers with strong purchasing power.

● Survey methods

Asia and China: Face-to-face interviews (interviews in Hong Kong, Taipei, Seoul and Singapore were held at special meeting venues)

Europe and the Americas: Face-to-face interviews conducted at home or at special meeting venues, questionnaires filled out by subjects at home and mailed in

● Survey period: May–August

● Number of survey items: Approximately 900 items

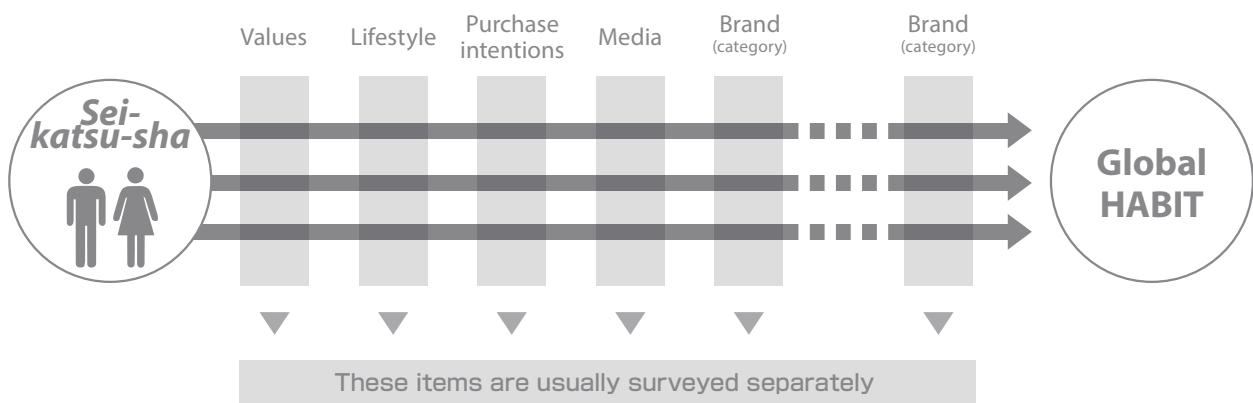
● Data for major cities updated every year

● Evaluates brands using HakuHodo's original scales

Single-source data

In the Global HABIT survey, we question the same respondents (single source) on numerous topics, such as lifestyle priorities, values, media contact, purchase intentions, and their use and perceptions of brands in many categories. The results enable us to analyze brand users and brand supporters more precisely in terms of brand consciousness.

● The single-source data advantage



From this single-source data, we can uncover the following types of insight:

- The lifestyles of consumers who intend to purchase your brand or competing brands.
- The profiles of fans of your brand and fans of competing brands, and the media they frequently interact with.

Main items surveyed

● Demographics and lifestyles

Demographics, lifestyle, environmental awareness, media/information contact, purchasing, hobbies, sports, ownership of durable goods, "made-in" image, travel, China Seikatsu Teiten survey items (Beijing, Shanghai, Guangzhou)

● Products

Passenger cars, motorcycles, tires, audio/video products, home appliances, computers and printers, mobile phones/smartphones, digital cameras, copiers and office equipment, game consoles, beer, non-alcoholic beverages, food products (instant food, snacks), cosmetics, personal care products, shampoo, sanitary products, disposable diapers

● Services

Insurance, credit cards, convenience stores, airlines

(Some items surveyed in Asia only)

2014 survey data

Desired lifestyle

The cornerstones of desired lifestyles are healthy lifestyle and stable life. In addition, we see glimpses of a diversity of values and lifestyles from city to city.

- In the East Asian cities Hong Kong, Taipei, Seoul, Shanghai, Beijing, and Guangzhou, I want to have amusement and interest to enjoy life ranked higher than My family's happiness is my first priority.
- In Southeast Asian cities, I want an economically well-off lifestyle and I want to have a simple life ranked high. In Singapore, My family's happiness is my first priority ranked highest, while in Kuala Lumpur, I want to live my own life ranked in the top three, as did I want to help people in trouble or less fortunate than myself in Metro Manila; thus there were much larger differences between cities in Southeast Asia than between cities in East Asia.
- In the two Indian cities of Delhi and Mumbai, I want an economically well-off lifestyle and I think money is a symbol of success ranked high.
- In New York, My family's happiness is my first priority ranked in the top three, as did I enjoy meeting new people in Sao Paulo.

	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	14th	15th	17th	19th	22nd
	I want a physically healthy lifestyle	I want to have a stable life	My family's happiness is my first priority	I want to have amusement and interest to enjoy life	Human relationships are an important part of life	I want an economically well-off lifestyle	I want to have a simple life	I enjoy meeting new people	I want to make an effort to achieve something in my life	I want to help people in trouble or less fortunate than myself	I want to live my own life	I want to contribute to my community and friends	I am the kind of person who makes a life plan	I prefer to be with a few trusted friends than with many acquaintances	I want to cultivate my own sensibility	I think money is a symbol of success	I want to have a life that is stimulated by new interests, such as fashion/trends
GH 2014 (14 Asian cities overall)	56.2	52.6	48.5	46.9	46.0	45.6	42.4	41.8	40.5	40.4	40.2	39.0	35.6	31.6	31.0	29.4	25.3
Hong Kong	76.1	70.5	70.0	79.3	63.1	52.8	60.9	67.5	39.6	56.9	56.8	51.0	50.3	58.4	42.5	19.0	32.4
Taipei	81.9	59.5	64.0	77.3	70.1	63.8	47.6	61.5	56.3	55.5	58.1	53.3	43.6	38.1	40.3	18.6	33.0
Seoul	85.0	82.4	80.2	85.2	82.4	81.4	52.8	63.0	63.6	61.2	80.6	72.0	66.8	73.8	54.0	35.0	51.0
Shanghai	44.9	34.5	17.2	39.0	25.2	18.1	27.2	27.1	29.8	20.0	29.3	25.9	12.6	12.9	25.4	22.9	14.7
Beijing	30.0	31.6	18.1	30.1	26.4	26.1	19.8	21.0	26.4	17.9	33.9	22.6	17.5	14.3	25.9	17.6	20.9
Guangzhou	37.7	33.6	25.5	28.6	27.2	25.8	25.3	25.5	26.7	22.1	34.6	26.2	26.7	23.5	32.6	22.1	28.6
Singapore	58.2	54.3	63.6	30.4	39.5	37.0	42.6	42.2	31.5	41.8	23.9	27.0	19.3	31.9	17.5	13.2	14.8
Kuala Lumpur	33.6	61.4	37.7	31.5	43.4	22.1	55.2	37.5	27.9	32.1	46.7	29.5	42.2	32.4	26.3	30.8	16.9
Bangkok	52.5	53.3	22.5	38.3	39.0	40.1	43.9	28.1	36.1	28.8	34.1	24.9	34.1	22.0	28.4	24.8	17.6
Metro Manila	73.5	71.3	63.0	38.3	51.9	63.5	55.9	55.4	56.5	63.8	28.1	55.4	48.1	33.0	35.0	17.0	16.4
Jakarta	47.5	59.5	43.3	27.9	37.6	49.0	42.1	20.8	37.4	34.1	11.4	18.1	33.0	17.8	12.3	23.1	8.5
Ho Chi Minh City	37.9	57.5	42.9	43.4	39.8	44.5	27.4	34.8	30.4	35.6	30.5	29.5	32.0	25.9	26.8	32.0	30.4
Delhi	67.9	21.3	69.5	55.3	49.6	59.3	27.8	50.8	58.0	50.4	48.4	56.1	25.3	27.3	23.1	58.3	38.5
Mumbai	71.4	58.8	78.1	60.0	60.4	64.8	49.6	58.2	51.9	53.2	55.0	56.1.8	52.2	46.8	47.5	71.8	35.4
New York	70.6	65.0	69.6	62.0	59.4	63.2	37.2	61.4	50.3	56.9	47.3	51.5	29.2	55.5	25.8	26.8	29.4
Sao Paulo	71.7	61.1	33.7	43.5	20.0	41.9	42.9	49.9	35.7	27.3	49.1	19.2	37.7	25.7	19.8	25.5	12.4
(Reference)																	
Yangon (2013)	47.2	48.8	40.0	25.0	27.6	38.0	35.6	25.0	43.4	32.0	47.2	27.4	25.2	24.0	16.8	24.4	13.2
Moscow (2013)	53.4	56.4	50.0	47.2	40.4	57.2	22.4	40.2	34.6	20.6	37.0	22.2	34.0	33.2	11.8	30.6	11.0
Tokyo (2014)	64.9	72.7	54.5	47.1	42.4	58.0	32.4	31.6	33.0	33.8	43.8	19.8	13.1	53.1	38.9	23.3	9.4

Items ranked in the top five for each city. Circled numerals indicate rank (1st to 5th). Multiple answers (34 choices)

Environmental issues

The environmental issues that respondents were most concerned about were Contaminated/polluted drinking water and Air pollution, followed by Global warming. Carrying out of actions to address environmental issues is still low.

Degree of concern about environmental issues [Table on Left](#)

We asked respondents about their degree of concern about environmental issues on a five-level scale (Extremely concerned/Somewhat concerned/Not very concerned/Not concerned at all/Don't know). The table shows results for Extremely concerned. In Metro Manila, Jakarta, Ho Chi Minh City, Delhi, and Mumbai, there were many environmental issues with Extremely concerned scores of more than 50%.

Degree of carrying out actions to address environmental issues [Table on Right](#)

We asked respondents about the degree to which they carry out actions to address environmental issues on a five-level scale (Always/Not always, but I make an effort/I feel like I should, but I don't/Never/Don't know). The table shows results for Always. In the 14 Asian cities overall, items that scored 30% or more were Take my own shopping bag, Buy energy-saving products, and Thoroughly separate garbage before disposal. However, even in cities where concern about environmental issues was high, the carrying out of actions to address them still has a way to go.

(%)

	Degree of concern about environmental issues: Extremely concerned							Degree of carrying out actions to address environmental issues: Always						
	Contaminated/polluted drinking water	Air pollution	Global warming	Household waste problems	Energy conservation	Processing/disposal of industrial waste	Recycling of manufactured goods	Take my own shopping bag	Buy energy-saving products	Thoroughly separate garbage before disposal	Use refillable/repackable products	Buy eco-friendly products even if they are more expensive	Buy products from companies that seem to be proactive on environmental issues	Buy additive-free, organically grown products
GH 2014 (14 Asian cities overall)	49.3	48.4	42.4	33.0	32.7	30.0	20.8	36.6	32.0	30.8	26.6	17.3	15.2	14.4
Hong Kong	40.6	49.6	26.0	26.9	32.4	19.3	17.3	77.0	51.8	40.8	41.5	24.0	17.0	18.9
Taipei	44.5	45.6	29.0	39.4	35.9	30.8	25.6	53.8	15.5	61.0	29.3	19.5	14.9	18.6
Seoul	31.8	42.0	33.6	29.8	26.0	33.2	12.4	34.0	13.4	63.6	31.8	10.2	7.6	10.4
Shanghai	35.8	29.6	26.9	19.9	29.2	20.3	13.1	39.4	33.9	22.4	27.1	28.6	20.4	15.6
Beijing	39.6	40.0	37.4	21.5	30.8	24.9	15.4	38.0	40.9	25.1	28.4	29.6	26.4	21.1
Guangzhou	46.8	28.6	26.1	22.0	30.2	18.4	10.3	30.4	20.9	31.0	25.7	22.6	22.4	10.0
Singapore	48.2	49.4	37.0	29.6	29.6	31.9	25.9	21.2	23.2	19.3	28.0	9.1	8.0	7.6
Kuala Lumpur	26.2	30.4	13.0	14.8	16.5	22.1	10.2	12.8	19.4	15.8	14.5	6.9	6.9	5.5
Bangkok	26.4	33.8	36.9	24.3	25.1	18.3	13.6	8.6	24.3	22.9	19.4	6.8	8.0	5.9
Metro Manila	81.9	84.0	79.3	67.9	63.9	73.0	48.9	55.3	25.1	46.6	29.6	18.1	19.6	17.6
Jakarta	73.4	72.8	64.4	45.4	27.1	36.4	27.0	7.9	29.3	16.8	24.9	5.0	6.6	7.0
Ho Chi Minh City	56.9	57.0	31.3	33.9	24.4	27.4	24.5	16.6	23.3	17.6	23.0	11.6	11.3	24.3
Delhi	68.8	54.8	67.8	32.9	41.8	27.0	14.9	60.0	53.1	14.3	18.0	16.5	12.4	10.0
Mumbai	61.5	58.6	78.3	51.9	41.6	39.9	30.9	50.3	63.3	43.0	33.4	27.0	25.4	25.6
New York	37.6	33.2	23.5	27.2	30.4	28.2	28.4	22.3	18.5	41.0	23.3	11.3	11.3	10.7
Sao Paulo	56.1	54.7	46.7	20.0	37.9	25.9	24.6	9.2	29.7	13.4	13.8	2.0	3.0	2.4
(Reference)														
Moscow (2013)	43.8	48.2	16.6	22.2	21.0	23.4	15.8	19.0	15.8	3.6	11.8	5.8	2.4	9.0

50% or higher 30% or higher

Respondents were asked about each item on a 5-level scale

Image of the woman I would like to be (Female respondents only)

In the 14 Asian cities overall, the top three images of women that respondents wanted to be were Places her family above all other concerns, Balances career and housework, and Generous and warm.

- In East Asian cities, Places her family above all other concerns did not rank in the top three, but Energetic and active ranked within the top four. Furthermore, in Hong Kong, Taipei, and Seoul, Balances career and housework, Has an independent mind, Has her own sense of style, and Creative and can express herself well all ranked within the top three, as did Educated and mature and Young at heart in the three Chinese cities, indicating a rich variety of images that women in this region aspire to be.
- In many Southeast Asian cities and the two Indian cities, Places her family above all other concerns was the top response and Balances career and housework ranked within the top three, indicating a strong tendency towards focus on family. In contrast, Has an independent mind also ranked high in many cities.
- The top three responses for New York and Sao Paulo were Places her family above all other concerns, Generous and warm, and Energetic and active.
- The top-scoring response for Tokyo was Has her own sense of style. Places her family above all other concerns and Balances career and housework did not rank within the top three, and Has an independent mind scored less than 10%.

(%)

	1 st Places her family above all other concerns	2 nd Balances career and housework	3 rd Generous and warm	4 th Energetic and active	5 th Educated and mature	6 th Has an independent mind	7 th Young at heart	8 th Elegant and sophisticated	9 th Puts other people's needs before her own	10 th Has her own sense of style	11 th Creative and can express herself well	12 th Oriented to be successful in her career
GH 2014 (14 Asian cities overall)	①40.7	②33.2	③32.2	④31.2	⑤29.1	28.5	22.5	18.2	17.6	15.7	15.4	14.9
Hong Kong	23.3	②42.5	③30.8	①44.3	⑤27.3	24.5	22.5	15.0	23.5	④28.3	16.0	2.3
Taipei	9.5	①42.5	26.0	④30.8	25.0	②37.8	15.3	⑤29.0	3.0	27.3	③36.3	17.8
Seoul	15.2	③38.0	23.6	①48.0	④26.8	12.4	11.6	⑤26.4	7.2	②44.0	24.0	22.4
Shanghai	④30.5	20.8	⑤29.5	③32.0	②32.8	28.5	①34.5	28.8	19.9	14.9	8.9	18.1
Beijing	④32.0	24.8	⑤30.8	②36.0	①39.5	25.3	③32.8	23.3	15.0	16.0	8.8	16.0
Guangzhou	19.3	④28.2	26.5	②32.4	①33.7	⑤27.5	③30.4	27.0	24.5	19.6	12.9	18.1
Singapore	①40.1	④31.5	③32.7	⑤30.4	23.0	②39.3	24.1	15.2	10.1	17.1	14.8	17.9
Kuala Lumpur	①38.2	③35.2	②36.9	27.8	26.4	⑤28.6	④28.8	19.5	23.4	7.6	15.0	12.6
Bangkok	①50.0	⑤26.8	②39.0	21.5	③33.0	④28.8	25.0	11.0	16.0	13.5	13.0	19.8
Metro Manila	①66.5	③39.5	15.0	②41.5	④35.8	⑤25.8	8.5	4.8	11.5	12.5	17.3	21.3
Jakarta	①64.0	④34.5	②43.0	⑤30.3	22.5	②43.0	13.3	5.8	11.0	8.0	17.3	7.0
Ho Chi Minh City	①47.8	③32.0	②44.8	24.5	⑤27.8	18.0	④31.5	23.8	11.8	11.0	10.0	16.8
Delhi	①57.6	②35.4	28.6	24.7	⑤28.8	③33.7	14.5	12.3	④30.0	8.0	14.5	11.1
Mumbai	①66.1	③33.9	②41.0	18.9	22.6	⑤23.8	19.4	15.5	④32.2	3.2	9.6	12.0
New York	①48.0	25.0	②37.7	③34.1	⑤28.2	④28.6	16.3	12.7	11.1	9.5	23.8	13.5
Sao Paulo	①54.6	14.7	②35.5	③32.3	21.9	15.9	④29.9	8.4	27.9	④29.9	17.1	10.0
(Reference)												
Yangon (2013)	①48.8	②37.6	③35.2	26.8	④34.8	12.8	⑤32.4	18.4	6.0	11.2	8.8	27.2
Moscow (2013)	27.2	②33.6	22.8	①41.6	18.0	18.8	⑤28.4	④30.0	4.4	③31.2	12.4	12.0
Tokyo (2014)	⑤29.2	29.1	③37.7	②37.8	22.5	3.2	5.4	14.8	④35.2	①43.3	13.3	4.4

Items ranked in the top five for each city. Circled numerals indicate rank (1st to 5th). Up to 3 multiple answers (12 choices)

Image of the man I would like to be (Male respondents only)

In the 14 Asian cities overall, the top three images that respondents wanted to be were Cherishes both career and family, Places his family above all other concerns, and Energetic and active.

- Energetic and active ranked high across the East Asian cities, while Cherishes both career and family ranked within the top three in Hong Kong, Taipei, and Seoul, as did Educated and mature in the three Chinese cities.
- In many Southeast Asian cities and the two Indian cities, Cherishes both career and family and Places his family above all other concerns ranked in the top three, indicating a strong tendency towards a focus on family.
- In New York and Sao Paulo, the ideal man Places his family above all other concerns and is Generous and warm. In Sao Paulo, Puts other people's needs before his own ranked within the top three.
- The top-scoring response for Tokyo was Cherishes both career and family, with Generous and warm and Has his own sense of style making up the top three.

(%)

	1 st Cherishes both career and family	2 nd Places his family above all other concerns	3 rd Energetic and active	4 th Educated and mature	5 th Has an independent mind	6 th Generous and warm	7 th Oriented to be successful in his career	8 th Young at heart	9 th Puts other people's needs before his own	10 th Elegant and sophisticated	11 th Creative and can express himself well	12 th Has his own sense of style
GH 2014 (14 Asian cities overall)	①37.9	②37.0	③32.3	④28.7	⑤28.0	27.0	24.2	21.4	17.4	16.5	14.9	13.9
Hong Kong	①40.0	④31.8	②34.5	③33.8	27.8	22.5	7.5	20.0	25.0	10.5	18.8	⑤28.0
Taipei	①48.8	18.3	③30.0	④29.0	⑤28.5	20.0	②35.5	14.8	3.5	22.3	27.8	21.8
Seoul	③38.0	19.2	①47.6	16.4	7.2	②38.4	26.8	19.2	11.6	10.4	④32.8	⑤32.0
Shanghai	23.2	④29.6	①32.6	②32.3	⑤29.4	25.4	⑤29.4	③31.4	19.3	25.9	8.4	11.6
Beijing	24.0	④29.0	①38.0	②35.5	⑤27.3	③30.5	19.3	26.5	20.0	22.0	12.0	16.0
Guangzhou	③30.6	14.6	①34.1	②32.8	25.2	18.0	④29.9	23.7	28.4	⑤29.4	14.8	18.5
Singapore	②40.5	①42.0	26.8	25.7	⑤27.6	④31.1	③33.5	21.4	12.1	4.3	15.2	15.2
Kuala Lumpur	①42.3	③33.3	②34.0	④30.0	27.3	⑤29.5	27.5	24.0	19.0	12.8	12.8	7.5
Bangkok	④30.0	①42.3	24.5	23.3	③33.5	②34.0	⑤25.3	23.5	16.5	23.5	9.8	11.3
Metro Manila	②46.0	①53.5	④38.0	③39.0	⑤26.8	16.3	26.3	10.5	8.3	4.0	15.5	16.0
Jakarta	③37.3	①51.8	③37.3	28.0	②44.8	⑤36.3	11.3	17.8	7.0	2.5	18.0	8.0
Ho Chi Minh City	①44.8	②37.3	25.8	17.3	24.8	③30.8	28.0	⑤28.5	12.5	④30.5	10.3	9.3
Delhi	②46.1	①50.5	④28.8	⑤28.5	③29.8	19.0	23.9	19.0	27.8	11.0	10.2	5.1
Mumbai	②40.4	①59.1	24.8	24.8	⑤25.0	③32.0	18.8	18.8	④27.6	15.6	9.4	2.9
New York	③33.1	①44.2	④26.7	⑤25.9	21.1	②34.7	20.7	21.5	17.9	6.4	16.3	6.8
Sao Paulo	22.8	①45.6	④30.4	⑤27.2	13.6	②36.4	12.8	23.6	②36.4	6.0	18.8	25.2
(Reference)												
Yangon (2013)	②42.4	③37.6	⑤29.6	④32.4	22.4	16.4	①50.8	20.0	4.8	17.6	12.0	14.0
Moscow (2013)	②36.0	25.6	①42.0	④26.8	③31.2	24.4	⑤26.4	22.8	6.0	8.0	10.4	23.6
Tokyo (2014)	①48.2	④28.0	⑤27.7	23.6	4.0	②33.9	12.2	7.7	22.9	5.9	16.8	③32.0

■ Items ranked in the top five for each city. Circled numerals indicate rank (1st to 5th). Up to three multiple answers (12 choices)

Washoku dishes I have had before

In the 14 Asian cities overall, the No. 1 *Washoku* (Japanese food) that respondents had eaten before was sushi by a large margin, followed by ramen and tempura. Cities with rich experience of *Washoku* were Taipei, Hong Kong, Seoul, Singapore, and Metro Manila.

- When we asked respondents about *Washoku* (Japanese food) that they had eaten before, the No. 1 response for the 14 Asian cities overall was sushi, which received scores of approx. 20% or greater higher than the second-highest response.
- Combining the scores for all 17 dishes for each city, Taipei, Hong Kong, and Seoul stood out, with scores of more than twice the overall score for the 14 Asian countries.
- Amongst the Southeast Asian cities, the 17-dish total scores for Singapore and Metro Manila exceeded the overall score for the 14 Asian countries. In contrast, the results for Kuala Lumpur, Jakarta, and Ho Chi Minh City were lower than the results for New York.
- The two Indian cities (Delhi and Mumbai) had scores of less than 10% for all *Washoku* items, indicating that respondents in these cities have very little experience with *Washoku*.

	(%)																	(Points)
	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th	17th	17-dish total *16-dish total for China
	Sushi	Ramen	Tempura	Udon	Takoyaki	Tofu (Except China)*	Shabu shabu	Tonkatsu	Miso soup	Oden	Soba	Obento	Onigiri	Yakitori	Yakiniku	Sukiyaki	Okonomiyaki	
GH 2014 (14 Asian cities overall)	160.8	241.9	341.2	436.8	535.6	35.4	32.0	29.1	27.5	26.9	26.3	25.8	25.0	24.9	24.1	23.5	20.9	537.7
Hong Kong	99.3	99.0	97.1	97.5	93.4	80.6	81.4	94.9	93.5	69.3	77.4	82.9	78.5	93.1	82.1	46.3	63.3	1429.6
Taipei	98.3	98.8	93.4	94.3	93.5	82.6	93.1	95.8	98.3	96.9	71.9	74.5	82.5	73.9	88.8	87.0	77.6	1501.2
Seoul	99.0	95.2	97.6	98.4	92.8	82.6	94.6	97.2	92.8	95.4	94.8	67.6	73.0	48.6	29.6	50.8	73.2	1383.2
Shanghai	70.8	40.2	9.3	45.7	43.6		18.8	17.3	10.9	52.1	17.3	21.5	27.7	13.2	26.1	8.5	16.6	439.6
Beijing	58.0	16.5	5.0	17.3	23.4		14.4	10.9	2.1	13.6	14.1	5.6	6.1	13.3	19.6	6.6	12.9	239.4
Guangzhou	76.4	47.5	43.7	56.6	530.8		17.1	18.8	7.0	18.5	20.0	8.8	19.9	16.4	17.8	3.6	13.5	407.4
Singapore	88.1	77.4	75.5	67.3	55.1	55.3	45.7	46.5	59.3	27.2	49.6	47.5	37.0	51.4	34.4	42.2	33.9	893.4
Kuala Lumpur	78.9	19.4	45.9	10.3	11.4	17.4	6.5	1.4	4.5	1.7	3.1	1.9	5.0	2.2	0.5	2.6	1.2	213.9
Bangkok	82.4	47.5	38.4	21.3	30.3	16.4	50.3	9.4	11.0	13.4	35.1	12.5	18.1	12.8	15.6	262.9	8.5	485.9
Metro Manila	63.9	65.6	84.9	26.4	46.4	69.5	45.3	44.8	36.5	13.9	17.1	29.5	21.0	38.1	17.3	26.3	12.1	658.6
Jakarta	23.6	10.6	29.0	3.1	4.8	6.3	8.1	3.8	2.1	1.1	1.8	31.6	1.6	3.0	11.1	8.8	3.4	153.8
Ho Chi Minh City	36.9	2.8	2.0	12.3	3.9	2.1	5.3	1.1	4.3	0.6	1.1	2.1	2.0	2.1	1.4	2.6	2.8	82.9
Delhi	2.1	3.0	0.2	0.2	0.1	2.1	0.0	0.1	0.4	0.4	0.7	0.0	3.0	0.2	0.1	0.1	0.0	8.7
Mumbai	1.3	0.5	0.4	0.4	0.1	1.7	0.1	0.0	2.3	0.4	0.2	0.0	0.6	0.2	0.1	0.1	0.0	7.4
New York	61.4	46.5	53.7	21.7	5.0	34.4	2.6	3.0	44.7	7.2	10.3	2.6	12.7	8.2	1.4	5.4	1.4	322.2
Sao Paulo	39.7	1.6	33.7	1.8	1.6	8.4	0.6	1.2	3.8	0.8	6.2	1.2	5.8	1.8	1.6	2.8	1.8	114.4

Items ranked in the top five for each city. Circled numerals indicate rank (1st to 5th). Multiple answers (17 choices)

*For tofu, the tabulation base excludes the Chinese cities, as interviews were conducted in all cities except Shanghai, Beijing, and Guangzhou

Beverages I have consumed in the past year

In the 14 Asian cities overall, the top three beverages were mineral water, carbonated beverages, and fruit juice, followed by coffee and milk.

- When we asked respondents about the beverages they had consumed within the past year, scores for the top five responses for the 14 Asian cities overall (mineral water, carbonated beverages, fruit juice, coffee, and milk) exceeded 50% in virtually all of the cities. However, for beverages ranked sixth or below, differences in experience with beverages were observed between cities.
- In the 14 Asian cities overall, approx. 50% of respondents had experienced drinking green tea. Looking at individual cities, Taipei had the highest score (over 90%) for experience drinking green tea, followed by Hong Kong and Shanghai (80% or higher), then Beijing, Seoul, and Guangzhou (70% or higher); thus, scores for East Asian cities were high. Among Southeast Asian cities, Bangkok and Singapore scored higher than 60%, while Ho Chi Minh City and Metro Manila scored around 30%, about the same as New York.

(%)

	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th
	Mineral water	Carbonated beverages	Fruit juice	Coffee	Milk	Regular tea	Lactic drinks (e.g., yogurt drinks)	Soybean milk	Sports drinks	Green tea	Other types of tea	Nutrients and tonics/energy drinks	Vegetable juice	Mixed fruit and vegetable juice
GH 2014 (14 Asian cities overall)	①85.6	②83.5	③82.0	④80.6	⑤78.7	67.4	55.4	54.7	54.5	52.2	41.0	40.4	31.0	30.5
Hong Kong	②87.9	70.9	①93.4	④81.1	④81.1	63.8	64.0	77.6	80.6	③84.9	72.5	34.3	27.0	36.8
Taipei	①91.9	81.4	85.4	86.8	④87.6	③88.5	73.5	⑤86.9	86.5	②91.1	75.6	38.3	47.8	60.6
Seoul	75.6	④96.0	③97.2	②98.0	①98.4	56.2	⑤89.8	73.4	83.8	76.0	46.4	71.6	61.6	47.4
Shanghai	②92.5	80.8	78.3	④83.2	①95.7	⑤81.1	79.8	77.5	54.2	③84.7	68.2	50.1	46.4	46.0
Beijing	①89.6	③82.9	76.5	71.0	②85.0	76.6	⑤77.4	61.4	65.4	④79.3	60.3	58.6	33.3	28.8
Guangzhou	①88.4	③84.3	74.3	57.6	②86.4	76.3	⑤76.4	④76.9	66.0	71.7	51.3	54.5	34.6	36.2
Singapore	③66.3	57.4	②71.6	①79.0	60.1	⑤62.5	31.1	55.3	46.3	③66.3	41.6	24.7	30.4	34.6
Kuala Lumpur	②87.3	④84.1	⑤77.0	③86.1	62.8	①88.8	45.9	73.1	55.5	23.3	7.6	35.6	19.9	31.0
Bangkok	41.3	①92.9	④69.8	③74.6	62.5	23.8	②79.9	60.5	34.4	⑤68.9	26.5	34.4	30.1	34.3
Metro Manila	①99.3	⑤71.9	②93.0	③92.8	④72.9	44.5	23.3	23.0	58.4	29.8	11.6	32.1	26.8	23.6
Jakarta	①96.1	④73.3	②74.9	67.9	⑤69.4	③73.4	35.9	33.4	68.1	16.5	19.4	29.8	6.8	8.8
Ho Chi Minh City	③80.3	①94.5	66.8	②84.8	⑤74.6	19.3	62.4	68.6	31.6	32.4	④79.1	69.1	34.1	19.6
Delhi	③94.3	②97.6	①98.5	83.6	⑤86.4	④88.3	6.0	4.4	15.1	6.3	1.1	7.3	21.5	11.1
Mumbai	①96.1	②95.1	④93.2	⑤87.4	79.8	③93.6	36.2	3.5	27.2	15.3	16.3	32.3	25.5	17.0
New York	29.4	②51.9	③51.5	①64.8	④51.3	39.6	6.2	6.0	⑤40.0	31.4	15.7	13.3	15.3	17.3
Sao Paulo	②94.8	④91.6	①95.4	⑤87.8	③93.2	22.8	84.6	39.9	54.3	8.0	46.3	54.3	14.8	15.6
(Reference)														
Yangon (2013)	①92.8	③74.6	④71.4	②86.8	⑤58.8	53.2		32.0	10.6	5.0	27.4	42.6	5.0	3.0
Moscow (2013)	④74.8	60.2	②81.8	③79.4	73.0	①86.0	⑤73.8	1.4	10.4	57.6	29.0	19.0	24.2	19.6

Items ranked in the top five for each city. Circled numerals indicate rank (1st to 5th). Multiple answers (13 choices for Yangon; 14 choices for all other cities)

Enjoyable media

In the 14 Asian cities overall, the top media regarded as enjoyable was TV, followed by Internet accessed from a smartphone and Internet accessed from a computer.

- In Hong Kong, Taipei, and Seoul, Magazines ranked high. There was a difference in results amongst the three Chinese cities, with Bus ads ranking third in Shanghai, while the top three in Guangzhou were Newspapers, Outdoor billboards and large outdoor video screens, and Train and subway ads, with TV ranking fifth.
- Amongst Southeast Asian cities, Internet accessed from a smartphone ranked within the top three for Singapore, Bangkok, and Jakarta, while Internet accessed from a computer ranked within the top three for Metro Manila and Ho Chi Minh City. In Kuala Lumpur, Radio and Newspapers ranked in the top three, indicating the strength of conventional mass media.
- In the two Indian cities, TV was the No. 1 response by a large margin, with approx. 90% of respondents saying that they found TV enjoyable. In Delhi, Newspapers and Bus ads ranked within the top three, as did LCD-screen ads and Radio in Mumbai, where Ads at theaters and movie theaters also ranked high.
- The top three in New York and Sao Paulo were TV, Radio, and Internet accessed from a computer.

	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th
	TV	Internet accessed from a smartphone	Internet accessed from a computer	Newspapers	Radio	Outdoor billboards and large outdoor video screens	Bus ads	LCD-screen ads	Magazines	Train and subway ads	Internet accessed from a tablet device	Ads at theaters and movie theaters	Newspapers and magazines distributed for free	Specialty magazines	Internet accessed from a mobile phone	Journals (Yangon only)
GH 2014 (14 Asian cities overall)	①73.1	②40.8	③40.4	④35.1	⑤27.2	24.1	24.0	23.3	22.9	20.3	18.5	17.9	13.8	12.4	12.4	—
Hong Kong	①79.6	②60.8	③58.3	41.8	39.3	17.1	28.6	21.0	④46.0	23.8	39.4	24.1	⑤43.6	19.8	31.3	—
Taipei	①75.4	②61.4	③56.9	28.9	20.0	29.5	27.1	27.9	④43.9	31.3	⑤37.8	32.3	20.3	23.0	12.6	—
Seoul	②82.6	①88.4	③73.2	26.6	22.8	6.0	9.6	4.8	⑤33.2	7.4	24.8	④33.8	2.6	19.6	16.8	—
Shanghai	①58.0	④38.1	②47.8	34.5	13.1	32.3	③41.8	⑤36.6	18.1	32.1	11.6	11.1	16.0	9.5	1.2	—
Beijing	①53.4	③38.6	②48.1	23.5	13.1	④28.5	⑤27.9	21.1	27.3	21.3	14.3	7.1	11.3	9.9	4.1	—
Guangzhou	⑤37.8	37.2	34.7	①41.5	15.3	②40.9	37.7	④39.3	34.0	③39.7	17.9	23.4	27.2	23.1	8.8	—
Singapore	②50.4	①56.6	③47.3	④31.5	29.4	13.8	14.2	11.9	23.3	10.7	④31.5	18.5	16.9	16.7	19.1	—
Kuala Lumpur	①62.3	④39.3	24.9	③42.4	②48.1	21.5	21.8	18.9	29.0	14.0	⑤30.5	24.2	13.4	26.6	24.4	—
Bangkok	①87.4	②35.1	⑤20.4	③35.0	④31.0	11.4	11.4	8.1	14.5	14.4	8.3	7.1	3.5	6.8	6.8	—
Metro Manila	①90.9	④31.8	②54.8	16.9	③39.8	12.6	7.0	9.6	9.5	6.5	⑤30.0	4.9	4.0	7.9	13.0	—
Jakarta	①80.4	②23.0	⑤14.4	③16.6	④16.5	3.1	5.4	5.0	6.5	4.4	6.8	1.4	1.9	3.5	13.3	—
Ho Chi Minh City	①79.8	32.8	③39.5	②48.5	9.5	④37.1	23.8	⑤36.1	16.9	4.1	10.1	4.0	4.1	5.3	7.3	—
Delhi	①89.3	18.5	⑤20.5	②44.2	④24.3	⑤20.5	③25.9	14.3	5.6	16.8	0.7	8.9	12.3	2.4	6.2	—
Mumbai	①91.9	34.5	39.7	⑤54.7	③57.7	51.2	43.4	②59.4	17.4	48.4	3.5	④55.3	13.4	3.6	12.9	—
New York	①57.3	⑤39.8	③44.5	28.2	②45.7	18.1	16.7	19.5	39.4	15.9	④41.4	23.3	24.1	36.4	25.6	—
Sao Paulo	①87.0	④39.7	③43.9	⑤17.4	②53.5	6.0	9.0	8.8	14.0	9.4	10.4	3.6	14.0	7.8	8.2	—
(Reference)																
Yangon (2013)	①79.2	⑤24.4	22.4	③34.0	8.8	④30.0	19.0	21.4	23.0	0.2	2.6	2.4	5.4	3.2	0.0	②52.6
Moscow (2013)	①66.4	20.0	②64.8	⑤21.0	③26.4	12.4	12.8	9.0	④24.2	14.2	16.4	8.2	14.0	14.4	7.2	—

■ Items ranked in the top five for each city. Circled numerals indicate rank (1st to 5th). Multiple answers (16 choices for Yangon; 15 choices for all other cities)

Media whose advertising is often useful

In the 14 Asian cities overall, the top media whose advertising is often useful was TV, followed by Newspapers and Internet accessed from a computer.

- TV ranked No. 1 in all cities except Guangzhou.
- In East Asian cities, either Internet accessed from a computer or Internet accessed from a smartphone ranked within the top three, while in Hong Kong and Guangzhou, Newspapers also ranked in the top three.
- In Southeast Asia, Newspapers and Internet accessed from a smartphone ranked within the top three in Singapore, Bangkok, and Jakarta, as did Radio in Kuala Lumpur and Metro Manila, and Outdoor billboards and large outdoor video screens and LCD-screen ads in Ho Chi Minh City. Thus there were large differences amongst cities.
- For the two Indian cities, in addition to TV and Newspapers, Bus ads ranked within the top three in Delhi, as did LCD-screen ads in Mumbai. The score for Ads at theaters and movie theaters in Mumbai exceeded 50%.

(%)

	1st TV	2nd Newspapers	3rd Internet accessed from a computer	4th Internet accessed from a smartphone	5th Bus ads	6th Outdoor billboards and large outdoor video screens	7th LCD-screen ads	8th Train and subway ads	9th Magazines	10th Radio	11th Newspapers and magazines distributed for free	12th Ads at theaters and movie theaters	13th Internet accessed from a tablet device	14th Specialty magazines	15th Internet accessed from a mobile phone
GH 2014 (14 Asian cities overall)	①72.8	②42.7	③35.1	④31.6	⑤27.4	26.9	25.4	23.2	22.0	21.4	18.7	16.2	14.1	13.5	9.1
Hong Kong	①71.4	②71.1	③66.3	④59.1	42.6	28.3	25.4	36.0	51.9	35.6	⑤58.9	17.5	38.4	29.9	32.3
Taipei	①67.5	⑤50.6	②65.1	③58.4	28.0	26.9	26.6	29.0	④53.1	20.4	24.8	19.3	39.8	43.1	13.8
Seoul	①80.8	④44.2	②67.2	③65.4	28.8	17.8	12.4	25.8	⑤34.0	18.0	6.6	30.4	20.0	17.4	10.4
Shanghai	①68.6	④26.5	②42.7	③28.6	21.2	⑤26.0	25.2	21.4	17.5	12.6	16.8	9.4	10.1	8.5	0.9
Beijing	①66.5	⑤24.0	②41.5	③29.4	22.0	④25.9	18.8	16.5	19.0	8.1	14.3	7.4	10.5	9.6	3.4
Guangzhou	②41.8	①42.4	④36.7	③37.6	34.2	⑤34.7	33.0	⑤34.7	24.6	11.7	27.4	21.5	15.6	16.6	6.9
Singapore	①48.6	②45.9	④36.4	③43.8	22.2	16.3	16.3	19.1	25.1	19.5	22.2	17.5	⑤26.5	19.5	14.4
Kuala Lumpur	①48.9	④32.3	6.2	18.7	②34.1	⑤31.4	27.2	27.9	17.9	③33.0	23.8	26.1	13.4	14.8	10.7
Bangkok	①82.5	②39.9	④15.1	③22.8	14.5	13.0	9.0	13.6	⑤14.9	12.6	13.4	6.6	7.1	10.0	7.4
Metro Manila	①91.1	④31.8	③32.1	9.9	8.6	⑤16.3	9.4	7.0	8.1	②43.1	6.5	4.0	10.1	6.8	3.8
Jakarta	①83.4	②20.0	⑤8.6	③15.4	6.1	4.3	8.3	4.4	8.4	④13.6	1.8	2.3	2.6	5.8	7.5
Ho Chi Minh City	①85.8	④49.0	⑤34.8	29.9	30.4	②51.4	③50.9	6.9	19.0	6.8	6.0	7.4	8.8	6.9	4.4
Delhi	①88.9	②50.2	14.5	12.6	③39.4	④31.1	19.0	⑤30.5	6.0	14.0	13.7	11.5	0.9	1.8	4.1
Mumbai	①87.8	②70.5	37.5	28.8	49.7	45.8	③65.0	⑤50.8	15.3	48.6	21.9	④51.0	1.6	2.7	9.7
New York	①39.6	②35.4	③34.4	④32.4	25.4	29.4	27.8	24.7	⑤32.0	30.0	28.0	27.6	29.4	29.2	23.3
Sao Paulo	①89.6	15.6	③34.5	④30.3	7.2	3.8	5.0	7.8	8.0	②38.5	⑤26.7	2.4	7.0	5.6	4.8
(Reference)															
Yangon (2013)	①79.2	④24.4	22.4	②34.0	8.8	③30.0	19.0	21.4	⑤23.0	0.2	2.6	2.4	5.4	3.2	0.0
Moscow (2013)	①66.4	20.0	②64.8	⑤21.0	③26.4	12.4	12.8	9.0	④24.2	14.2	16.4	8.2	14.0	14.4	7.2

Items ranked in the top five for each city. Circled numerals indicate rank (1st to 5th). Multiple answers (15 choices)

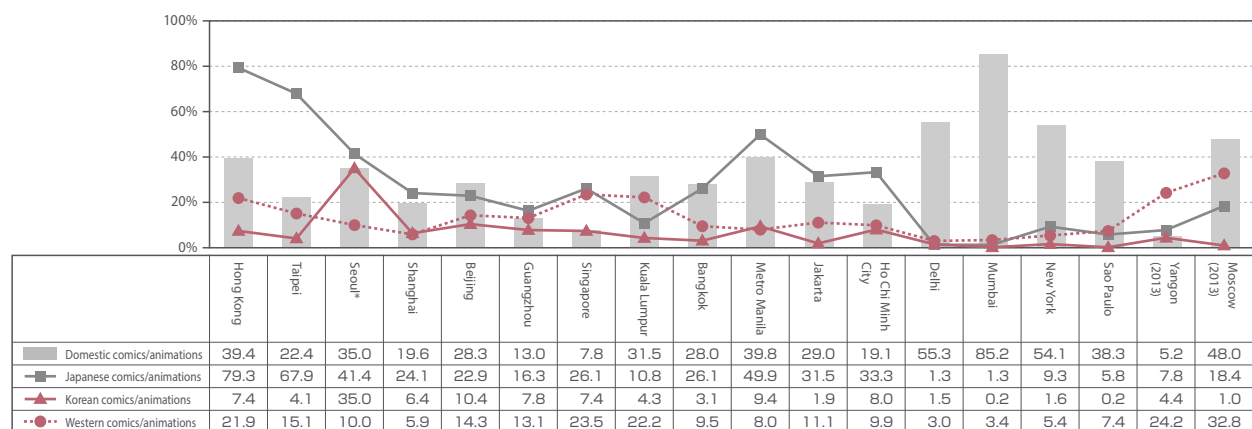
Acceptance of domestic and overseas content

In the 14 Asian cities overall, respondents on the whole prefer or have frequent contact with their own country's content. However, depending on the content, overseas content was also highly popular.

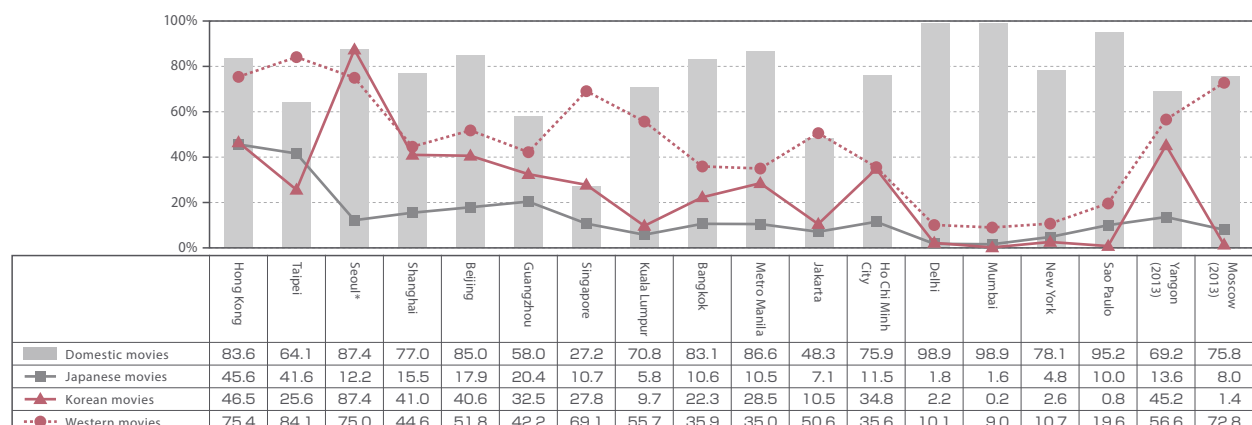
- In Which countries'/regions' comics (*manga*) or animations (*anime*) do you regularly read/watch?, Japanese comics/animations were read/watched more than domestic in many countries.
- In What kinds of movies do you like? and Which countries'/regions' music do you regularly listen to?, there were many cities in which acceptance of domestic content was strong. Western content, which was much stronger than domestic in Singapore in particular, had the next highest acceptance.
- In What kinds of dramas do you like? and Which countries'/regions' makeup and fashion are you influenced by?, too, acceptance of domestic content tended to be strong. However, in Hong Kong and Taipei, acceptance of Japanese and Korean content was high, while in the three Chinese cities, as well as Bangkok, Metro Manila, and Yangon (2013), acceptance of Korean content was high. In other cities, acceptance of Western content was high.
- In India, there was an extremely strong tendency for respondents to prefer domestic content in all content categories.

Comics/animations regularly read/watch

*The data for Seoul for Domestic comics/animations and Korean comics/animations is the same data (the same applies hereunder).

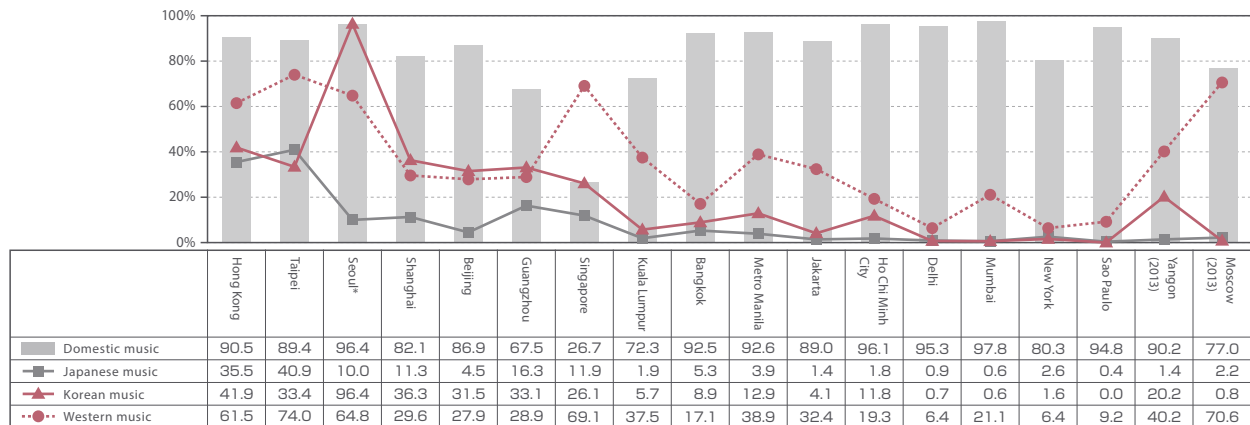


Favorite movies

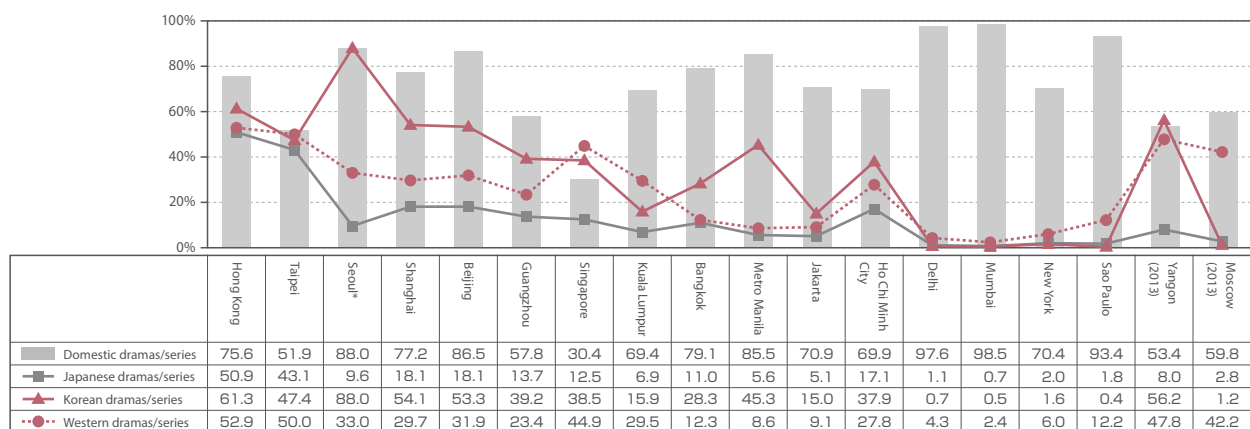


2014 survey data

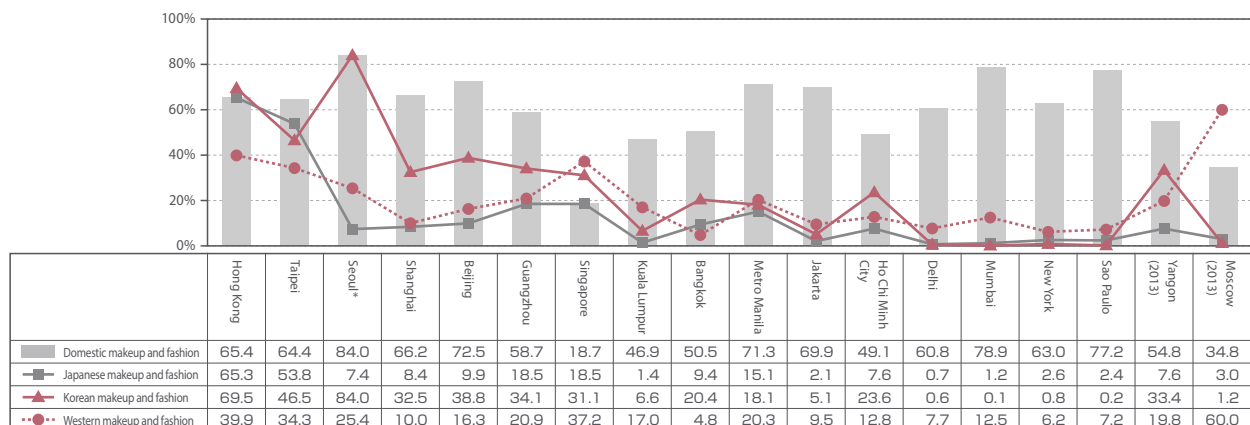
Music regularly listen to

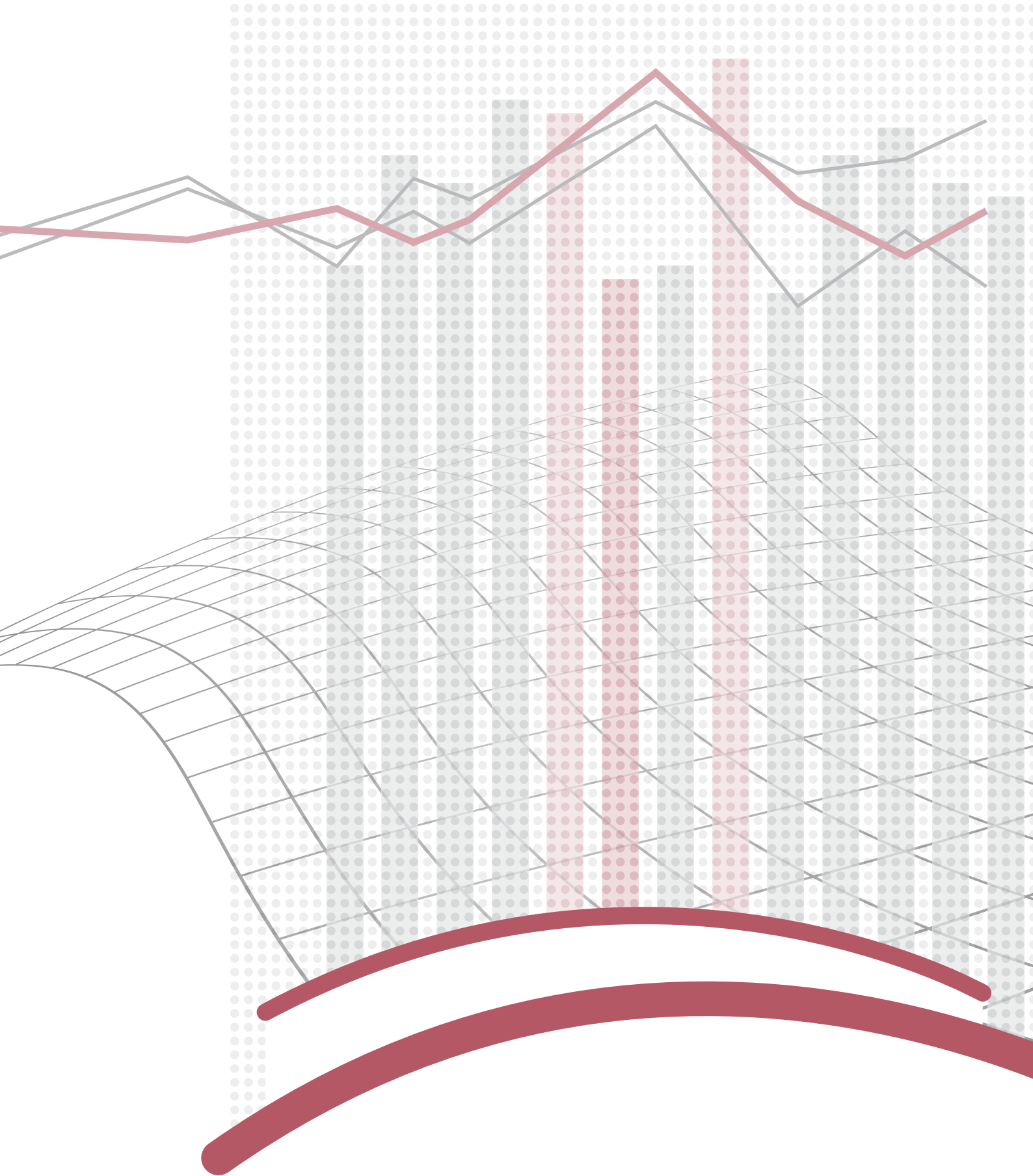


Favorite dramas/series



Makeup and fashion influenced by





HAKUHODO