

# Survey Result on Japanese Food Consumption



CIMPLEX  
MARKETING GROUP



June 2016

**About the survey:**

- The survey was conducted in May 2016
- Respondents were recruited from Research Panel of Cimplex Marketing Group, Inc. and newsletter subscribers of Jfood411 as well as outside sources and referrals
- Eligibility criteria include 1) residents of the United States regardless of nationality, and 2) city dwellers (who have easy access to Japanese food if they wish)
- Those who don't eat Japanese food much were encouraged to take the survey
- Those who were born in Japan were not recruited however it appears that two first-generation Japanese respondents participated through referrals

Please contact Cimplex Marketing Group at [research@cimplexusa.com](mailto:research@cimplexusa.com) if you have any questions or you are interested in detailed data and tabulation. We will continue to conduct research on Japanese food periodically.

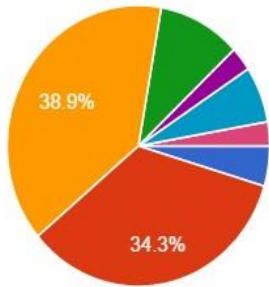
**アンケートについて :**

- アンケートは 2016 年 5 月に実施しました
- 回答者は Cimplex Marketing Group, Inc.に登録しているリサーチパネルと Jfood411 のニュースレター購読者を中心に、外部ソースや紹介なども含めてリクルートしました
- 参加条件として、アメリカ在住者であること（国籍を問わず）と、都市生活者であること（日本食が食べやすい環境にある）を入れました
- 回答の偏りを抑えるため、日本食をそれほど食べない人も積極的にリクルートしました
- 日本出身者はリクルートの対象外としましたが、紹介などで 2 人の日本人が回答していると思われます

内容についてのご質問や、詳細データや集計にご興味がありましたら、Cimplex Marketing Group の調査担当（[research@cimplexusa.com](mailto:research@cimplexusa.com)）にご連絡下さい。当社は今後も定期的に日本食に関する調査を行っていく予定です。その中に、御社が聞きたいと思う質問を含めることも可能です。ご相談下さい。

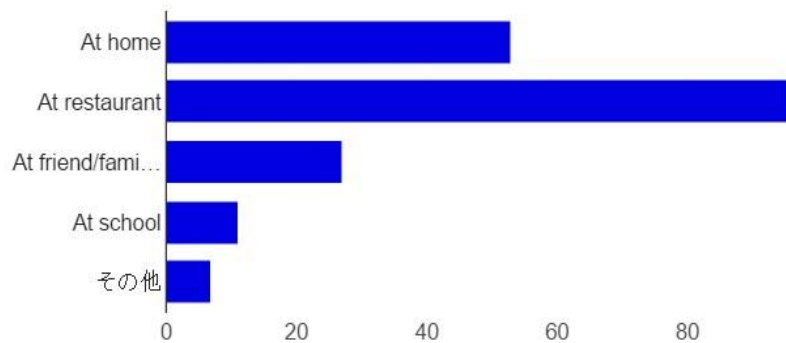
Cimplex Marketing Group のリサーチデータベースには現在 3000 人以上の登録があり、年齢、人種、言語、居住地、職業などの属性が異なる多様なパネルを維持しています。パネルを活用してアンケートやグループインタビューなど様々な市場調査を行っています。

**Q1 Do you eat Japanese food? Select one that applies.**



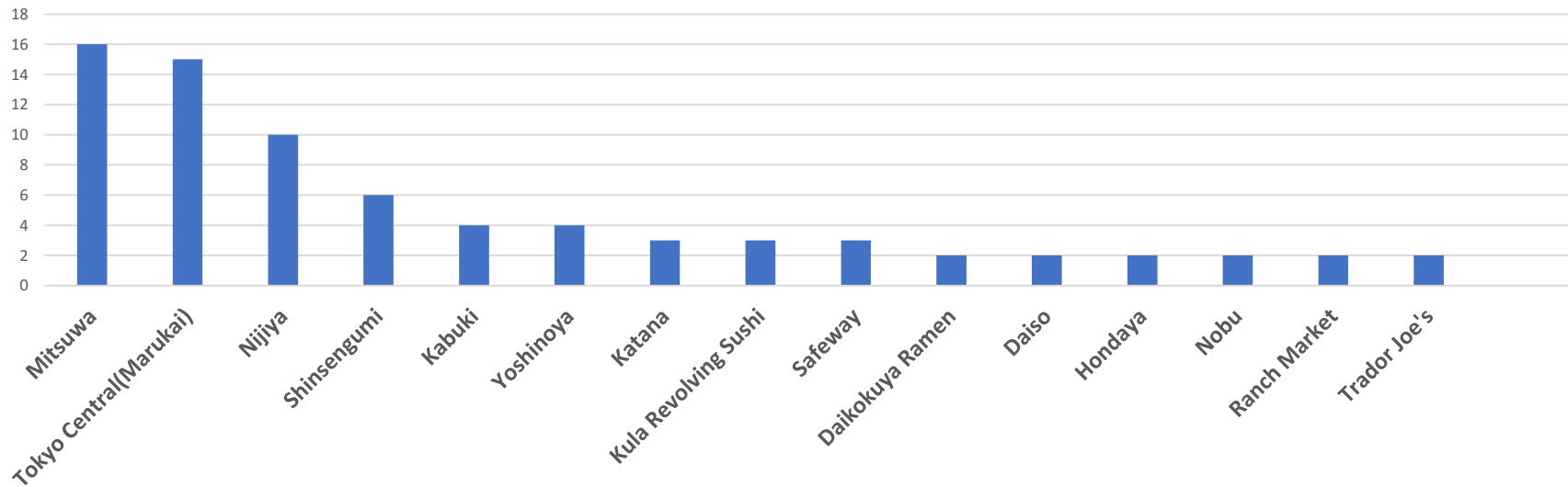
Eat everyday or almost everyday	5	4.6%
Eat a few times a week	37	34.3%
Eat a few times a month	42	38.9%
Eat once a month or less	11	10.2%
Eat once every 6 months or less	3	2.8%
Have eaten before but don't eat regularly	7	6.5%
Never eaten (*select "Other" and write "N/A" for Q2-3, Q8-11)	3	2.8%

**Q2 Where do you eat Japanese food? Select all that apply.**

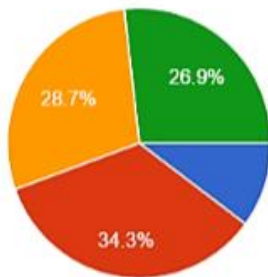


At home	53	49.1%
At restaurant	96	88.9%
At friend/family's house	27	25%
At school	11	10.2%
その他	7	6.5%

**Q3. Name Stores and restaurants where you buy and/or eat Japanese food. (Multiple, Top 15 Answers)**



**Q4 Do you cook Japanese food at home? Select one that applies.**



Cook often	<b>11</b>	10.2%
Cook occasionally	<b>37</b>	34.3%
Buy pre-made products only (ex: frozen food or instant noodles)	<b>31</b>	28.7%
Don't cook	<b>29</b>	26.9%

## Q5 Which brands / companies do you know?

### 1) Kikkoman



Using / Used	95	88%
Have Seen	11	10.2%
Don't Know	2	1.9%

### 2) Yamasa



Using / Used	30	27.8%
Have Seen	43	39.8%
Don't Know	35	32.4%

### 3) Kimlan



Using / Used	43	39.8%
Have Seen	32	29.6%
Don't Know	33	30.6%

#### 4) Marukome



Using / Used	<b>29</b>	26.9%
Have Seen	<b>32</b>	29.6%
Don't Know	<b>47</b>	43.5%

#### 5) Day-Lee Pride



Using / Used	<b>13</b>	12%
Have Seen	<b>29</b>	26.9%
Don't Know	<b>66</b>	61.1%

#### 6) Crazy Cuizine



Using / Used	<b>19</b>	17.6%
Have Seen	<b>23</b>	21.3%
Don't Know	<b>66</b>	61.1%

### 7) Tai Pei



Using / Used	35	32.4%
Have Seen	42	38.9%
Don't Know	31	28.7%

### 8) Ajinomoto



Using / Used	28	25.9%
Have Seen	28	25.9%
Don't Know	52	48.1%

### 9) InnovAsian



Using / Used	13	12%
Have Seen	24	22.2%
Don't Know	71	65.7%

### 10) Maruchan 100%



Using / Used	<b>92</b>	85.2%
Have Seen	<b>6</b>	5.6%
Don't Know	<b>10</b>	9.3%

### 11) Nissin 100%



Using / Used	<b>87</b>	80.6%
Have Seen	<b>14</b>	13%
Don't Know	<b>7</b>	6.5%

### 12) Simply Asia 100%



Using / Used	<b>43</b>	39.8%
Have Seen	<b>41</b>	38%
Don't Know	<b>24</b>	22.2%



### 13) Tasty Bite



Using / Used	<b>26</b>	24.1%
Have Seen	<b>33</b>	30.6%
Don't Know	<b>49</b>	45.4%

### 14) Thai Kitchen



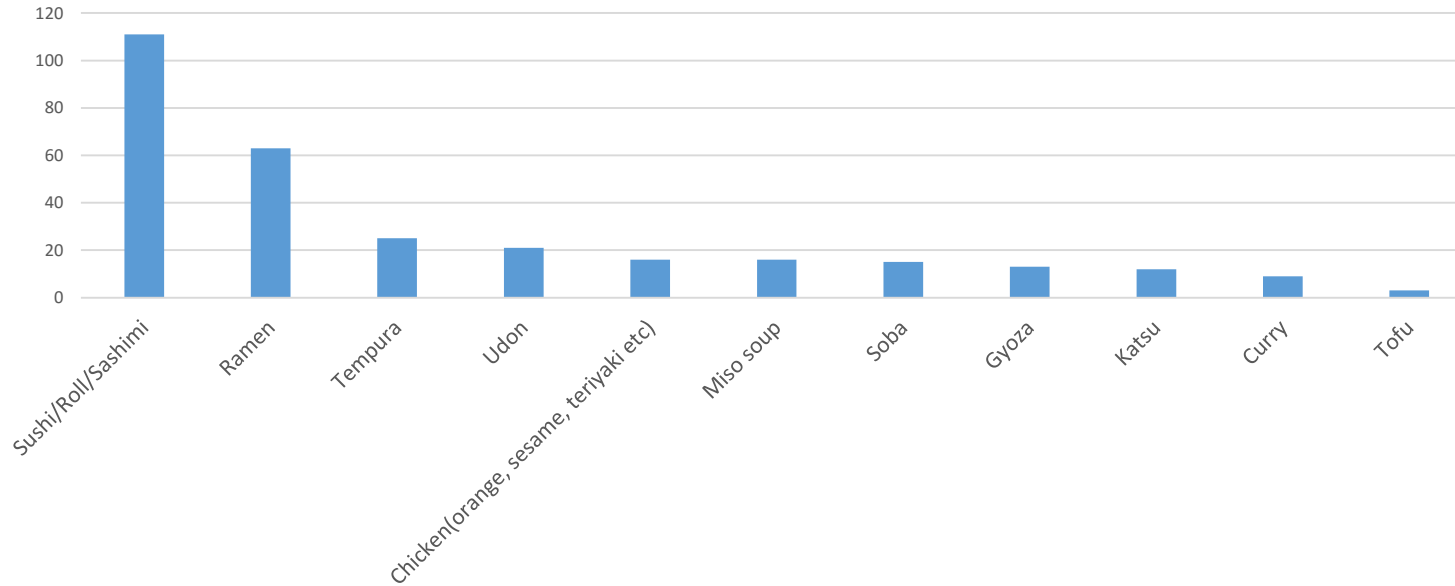
Using / Used	<b>55</b>	50.9%
Have Seen	<b>37</b>	34.3%
Don't Know	<b>16</b>	14.8%

### 15) Annie Chun's

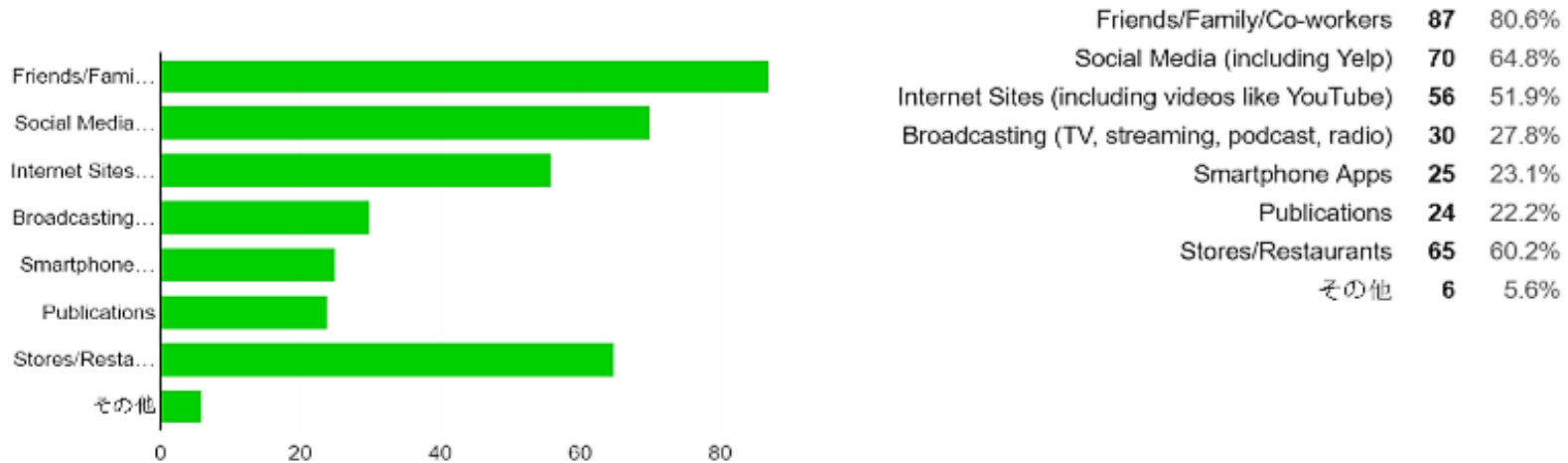


Using / Used	<b>26</b>	24.1%
Have Seen	<b>35</b>	32.4%
Don't Know	<b>47</b>	43.5%

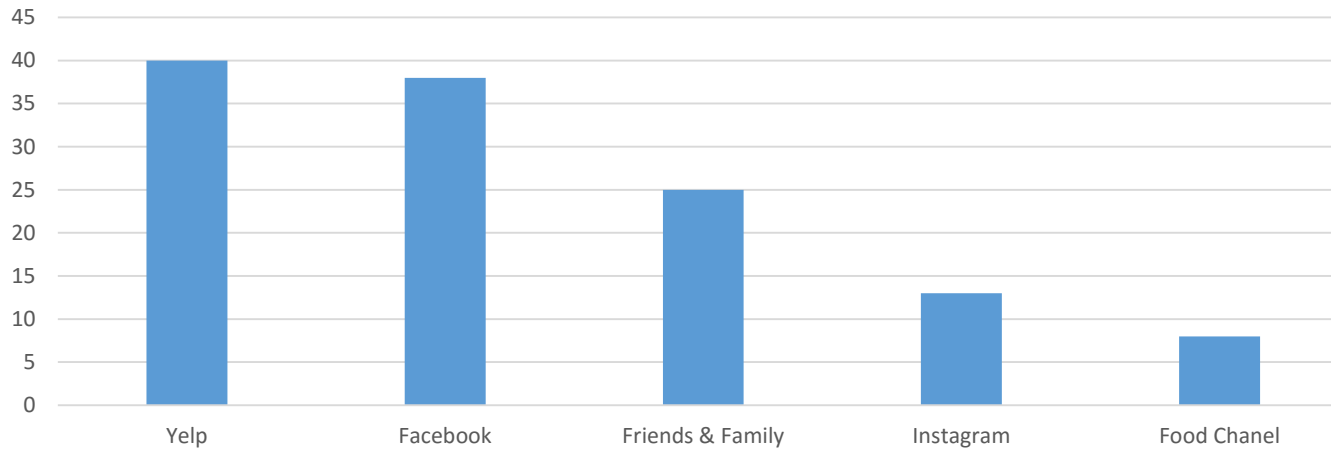
**Q8. What Japanese dishes do you like or eat often? (Multiple, Top 11 Answers)**



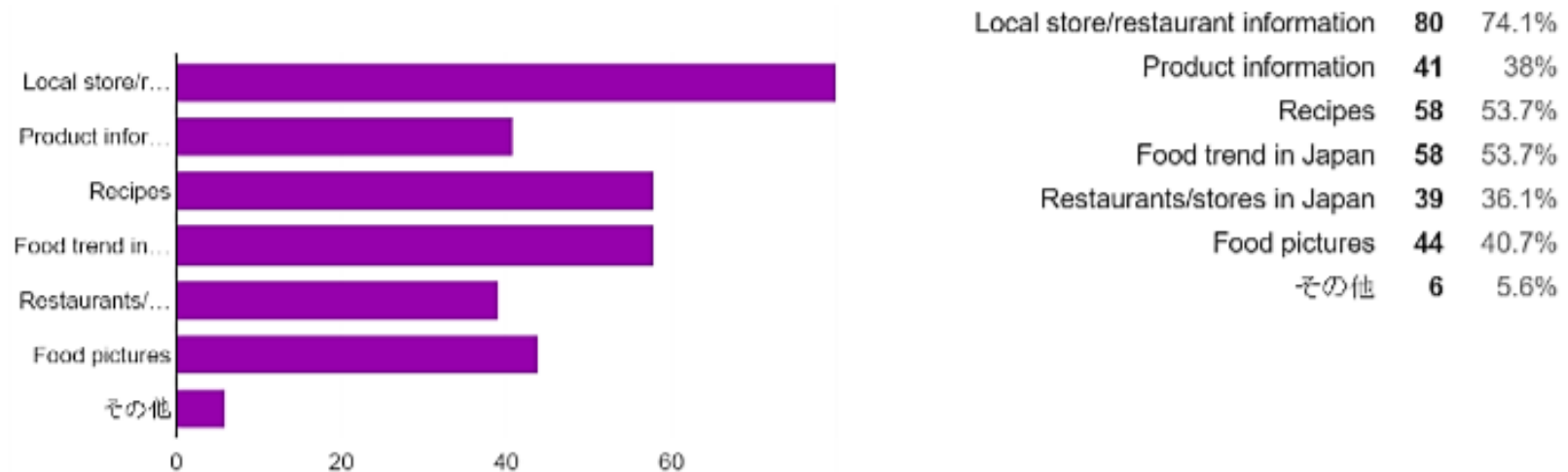
**Q9 How do you get information about Japanese food? Select all that apply.**



**Q10 Name specific sources of information for your answers to Q9. (Multiple, Top 5 Answers)**

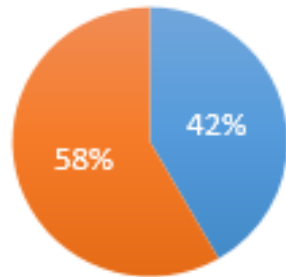


**Q11 What information on Japanese food do you wish to get more? Select all that applies.**



## -Demographics Data-

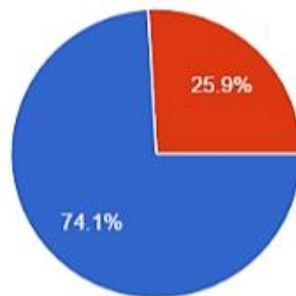
### Gender



Male 45 42%

Female 63 58%

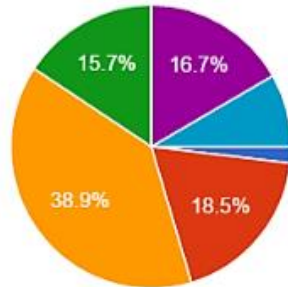
### Marital Status



Single 80 74.1%

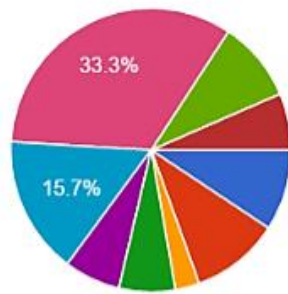
Married 28 25.9%

### Age



17 or younger	<b>2</b>	1.9%
18 - 24	<b>20</b>	18.5%
25 - 34	<b>42</b>	38.9%
35 - 44	<b>17</b>	15.7%
45 - 54	<b>18</b>	16.7%
55 - 69	<b>9</b>	8.3%
70 or older	<b>0</b>	0%

### Race/Origin



African	<b>10</b>	9.3%
Asian - Chinese	<b>11</b>	10.2%
Asian - Taiwanese	<b>3</b>	2.8%
Asian - Korean	<b>7</b>	6.5%
Asian - Japanese	<b>7</b>	6.5%
Asian - Other	<b>17</b>	15.7%
Caucasian	<b>36</b>	33.3%
Hispanic/Latino	<b>10</b>	9.3%
Multi Race/Other	<b>7</b>	6.5%