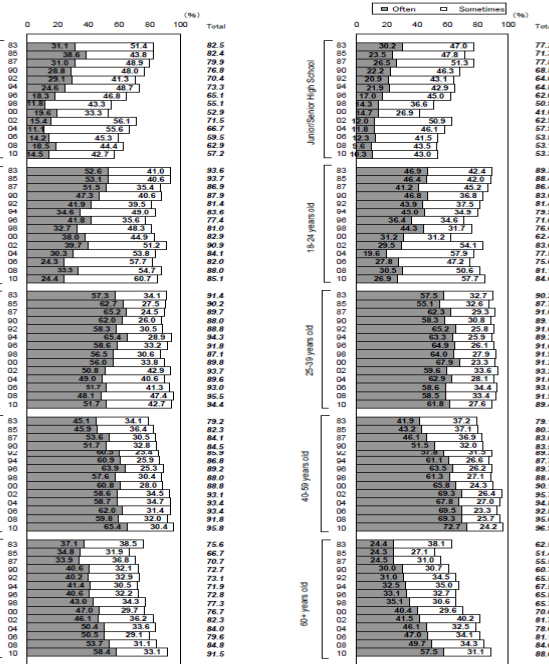


Q11) Percentage of Instant Coffee Drinkers and Frequency of Coffee Consumption

Time Series Data



Note: "60 + years old" means 60-69 years old in 1983-1985 and 60-79 years old since 1987.

Slide 3

Slide 4

	Males	Females	Segment
Junior/senior high school students	Male junior/senior high school students	Female junior/senior high school students	Junior Users
18-24 years old	Men aged 18-24	Women aged 18-24	Young core users
25-39 years old	Men aged 25-39	Women aged 25-39	
40-59 years old	Men aged 40-59	Women aged 40-59	Middle Core Users
Those aged 60 and over	Men aged 60 and over	Women aged 60 and over	Senior Users

* In 2010 among women aged 18-24, the preference rate and consumption rate of coffee and canned coffee both somewhat recovered compared to their 2008 figures. However, a look at long-term trends shows that this demographic has not broken out of its downward trend and therefore once again women aged 18-24 were included among junior users.

<Population and Consumption of Coffee by Segment>

Slide 5

		Population					Difference (2010- 2008)	Coffee Consumption					Difference (2010- 2008)
		2002	2004	2006	2008	2010		2002	2004	2006	2008	2010	
Junior User	Junior/Senior High School (Male or Female) & 18-24 years	13,377	12,761	12,302	11,916	11,608	-308	51,190	35,690	40,209	38,369	34,606	-3,761
		12.5%	11.9%	11.5%	11.2%	11.0%	97.4%	4.8%	3.3%	3.6%	3.4%	3.0%	90.2%
Young Core User	18-39 years old (Male)&25-39 years old (Female)	32,465	32,397	32,011	31,430	30,448	-982	347,760	353,217	346,997	341,563	334,335	-7,227
		30.4%	30.3%	30.0%	29.6%	28.8%	96.9%	32.8%	32.6%	31.1%	30.3%	28.8%	97.9%
Middle Core User	40-59 years old (Male or Female)	35,203	34,606	34,869	33,895	32,984	-911	453,722	452,646	472,783	468,194	461,728	13,534
		32.8%	32.4%	32.7%	31.9%	31.2%	97.3%	42.8%	41.8%	42.4%	41.5%	41.5%	102.9%
Senior User	60-79 years old (Male or Female)	25,887	27,148	27,518	28,960	30,636	1,676	207,480	241,381	254,012	279,807	309,568	29,761
		24.2%	25.4%	25.6%	27.3%	29.0%	105.6%	19.6%	22.3%	22.8%	24.6%	26.7%	110.6%
Total respondents		106,932	106,912	106,700	106,201	105,676	-525	1,060,152	1,082,934	1,114,001	1,127,932	1,160,238	32,300
		100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	-

