



**FOR IMMEDIATE RELEASE**

Tokyo, July 27, 2017

**JT's Annual Survey Finds 18.2 % of Japanese Adults Are Smokers**

Japan Tobacco Inc. (JT) (TSE: 2914) today announced the results of its Japan Smoking Rate Survey, a study that has been carried out annually since 1965. The survey, conducted in May 2017, showed that 18.2% of Japanese adults are smokers. Other results are summarized below.

**1. Japanese smoking rate as of May 2017**

	2016	2017	Change since prior year (percentage points)
Men	29.7%	28.2%	-1.5 ppt
Women	9.7%	9.0%	-0.7 ppt
Total	19.3%	18.2%	-1.1 ppt

**2. Japanese smoking population as of May 2017 (estimate based on the smoking rate)**  
(Unit: millions)

	2016	2017	Change since prior year
Men	14.98	14.26	-0.72
Women	5.28	4.91	-0.37
Total	20.27	19.17	-1.1

The 2017 figures were calculated based on the adult population provided by the Statistics Bureau of the Ministry of Internal Affairs and Communications as of April 1, 2017, which were 50.56 million men and 54.53 million women, respectively. The 2016 figures were based on the population as of April 1, 2016, which were 50.45 million men and 54.45 million women.

The Company is of the view that the smoking rate in Japan has been on a declining trend. The decrease is due to various factors, including the aging of society, growing awareness about the health risks associated with smoking, tightening of smoking-related regulations and the tax and price hike.

JT will continue its efforts to realize a society in which smokers and non-smokers can co-exist in harmony.

## Outline of the 2017 Japan Smoking Rate Survey

The survey was conducted in May 2017 using a stratified two-stage sampling method, by mailing questionnaires to approximately 32,000 adult men and women nationwide. JT collected 19,875 (61.9%) valid responses from the total population surveyed.

### Sample age ranges

Percentages: Proportion of sample group

Figures below percentages represent the number of valid respondents

	20-29	30-39	40-49	50-59	60 and above	Total
Men	15.5% 1,523	11.9% 1,163	16.1% 1,582	15.1% 1,481	41.4% 4,055	100.0% 9,804
Women	8.0% 803	13.6% 1,368	18.4% 1,858	16.6% 1,667	43.4% 4,375	100.0% 10,071
Total	11.7% 2,326	12.7% 2,531	17.3% 3,440	15.8% 3,148	42.4% 8,430	100.0% 19,875

When calculating the survey figures, the above figures are corrected to reflect composition of the adult population.

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*Japan Tobacco Inc. is a leading international tobacco company. Its products are sold in over 120 countries and its globally recognized brands include Winston, Camel, Mevius, LD and Natural American Spirit. With diversified operations, JT is also actively present in pharmaceuticals and processed foods. The company's revenue was ¥2.143 trillion (US\$19,703 million<sup>(\*)</sup>) in the fiscal year ended December 31, 2016.*

*\*Translated at the rate of ¥108.78 per \$1*

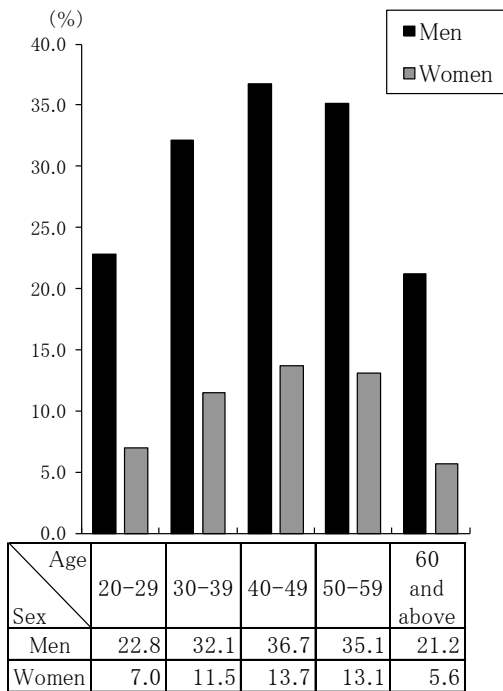
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## Reference Information

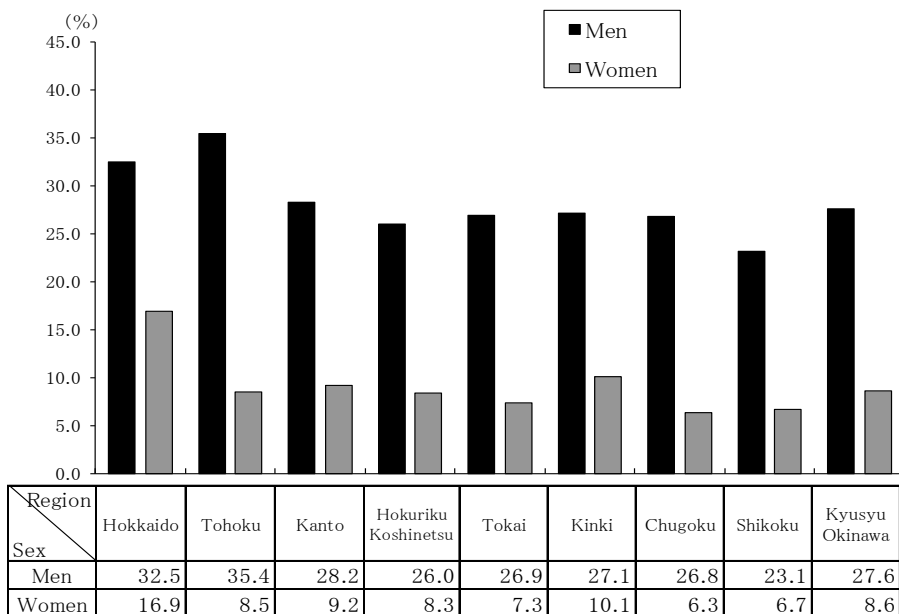
### 1. Breakdown of Japanese smoking rate

Smoking rate (percentage of people who smoke) by age and region is shown for reference. The accuracy of the breakdown is approximate due to small sample sizes.

#### (1) Smoking rate by age



#### (2) Smoking rate by region



## 2. Number of cigarettes smoked

- (1) The average number of cigarettes smoked\* by respondents who answered that he/she “smokes every day”

\*The number of cigarettes usually smoked daily

The average number of cigarettes smoked per day is as follows.

Men	18.1 cigarettes
Women	14.7 cigarettes

The average number of cigarettes smoked in 2016 was 18.5 for men and 14.7 for women.

- (2) The average number of cigarettes smoked by smokers' age

For reference, the number of cigarettes smoked by smokers' age is as follows. The accuracy of the breakdown is approximate.

