

November 6, 2012

Year-End Big Cleaning Survey 2012

**Wives are thankful for the cleaning help from their husbands, but they are not satisfied!
57.6% of husbands help year-end big cleaning, while their contribution level evaluated by their
wives is 43.5%. Cleaning windows and mosquito screens are a husband's job.**

Oak Lawn Marketing, Inc. (hereinafter referred to as "OLM") ,which operates the shopping brand SHOP JAPAN, has surveyed 630 married females aged 20 to 49 to study the trend of the upcoming year-end big cleaning season in 2012. Please refer to the following for the detailed survey result.

Summary:

1. How much percentage of people are planning to do the year-end house cleaning?
84.8% answered they would do the cleaning, but only 73.8% actually did it last year.
2. People do the big cleaning intensively, spending two days and taking over five hours in total!
3. Husbands participate in the big cleaning in 57.6% of households, but their contribution level evaluated by their wives is only 43.5%.
4. Wives intentionally avoid looking at ceilings and walls, hoping their husbands would work on it.
5. Amongst the respondents with kids, 40% said they have less time for the big cleaning than they did before their kids were born.
6. Makoto Nonomura was voted as the No.1 male talent who people think does the big cleaning for his wife! Toshifumi Fujiwara who just got married last year ranked No. 4! Already seen as a henpecked husband !?

Survey overview:

Survey title: Year-end big cleaning survey 2012 (2012 年末大掃除事情・意識調査)

Survey method: Online survey of registered panelists

Survey period: From September 28 to October 1, 2012

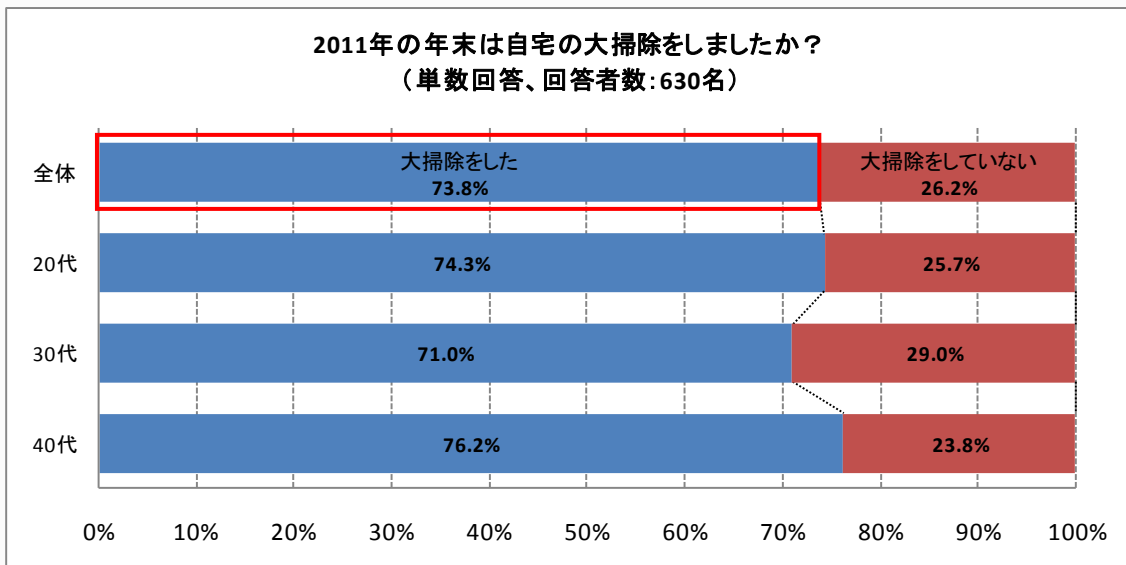
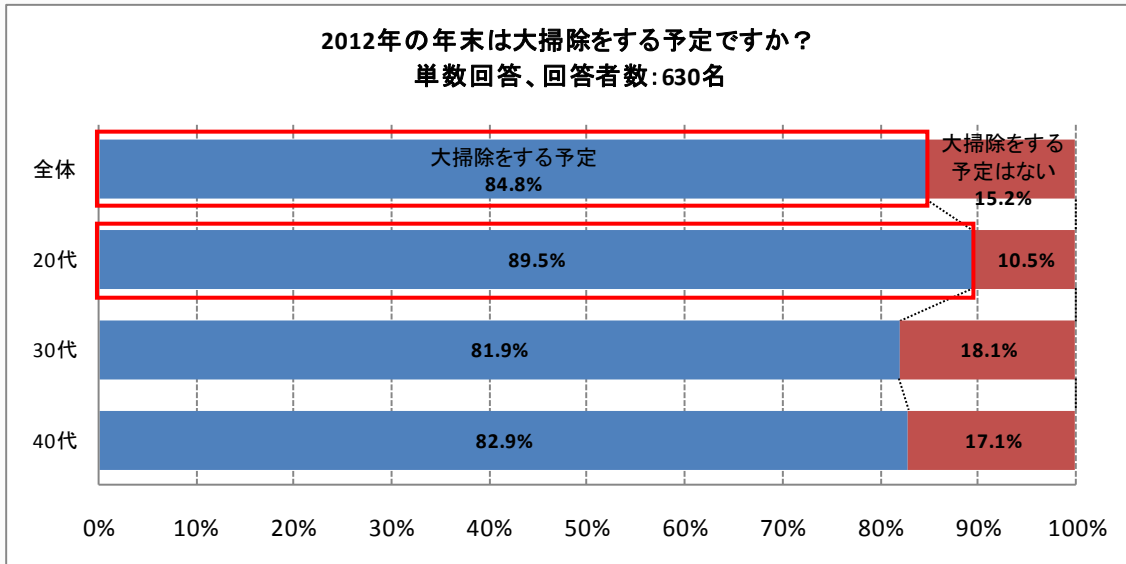
Respondents: Married 630 women aged 20 to 49 from across the country
(20s: 210 people, 30s: 210 people, 40s: 210 people)

		有職者		勤務はしていない/専業主婦	合計
		フルタイムで勤務	パートタイムで勤務		
20代	子ども(有)	35s	35s	35s	105s
	子ども(無)	35s	35s	35s	105s
30代	子ども(有)	35s	35s	35s	105s
	子ども(無)	35s	35s	35s	105s
40代	子ども(有)	35s	35s	35s	105s
	子ども(無)	35s	35s	35s	105s
合計		210s	210s	210s	630s

1. How much percentage of people are planning to do the year-end house cleaning?

84.8% answered they would do the cleaning, but only 73.8% actually did it last year.

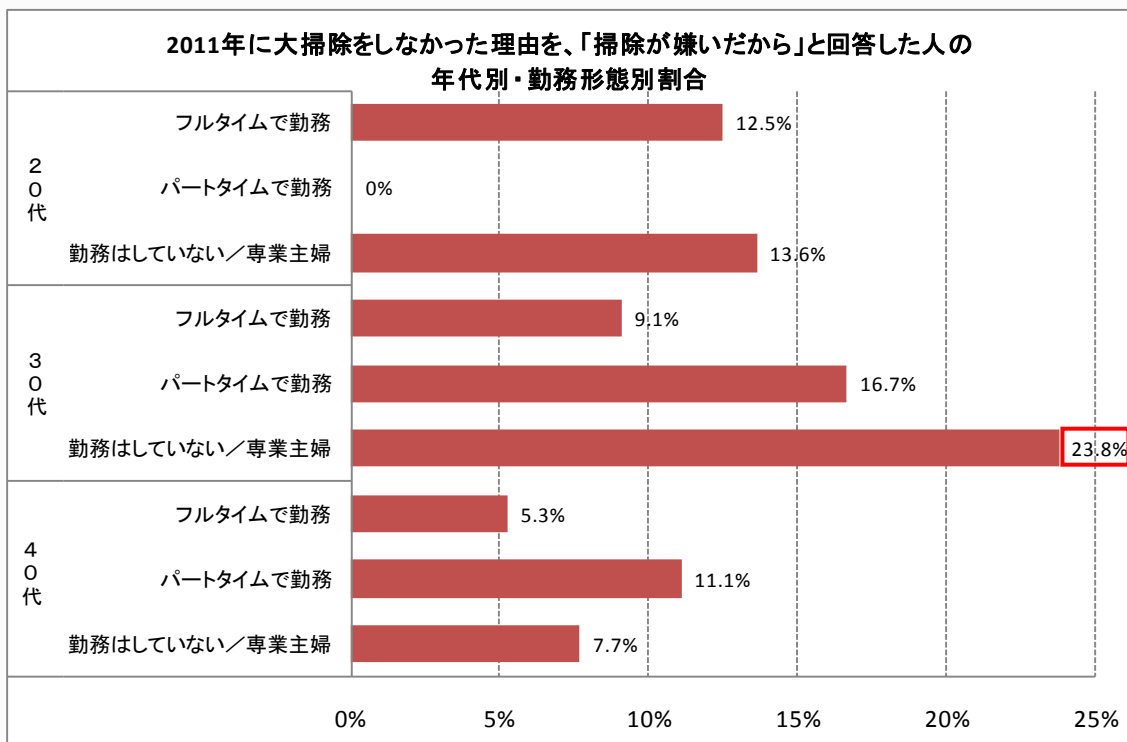
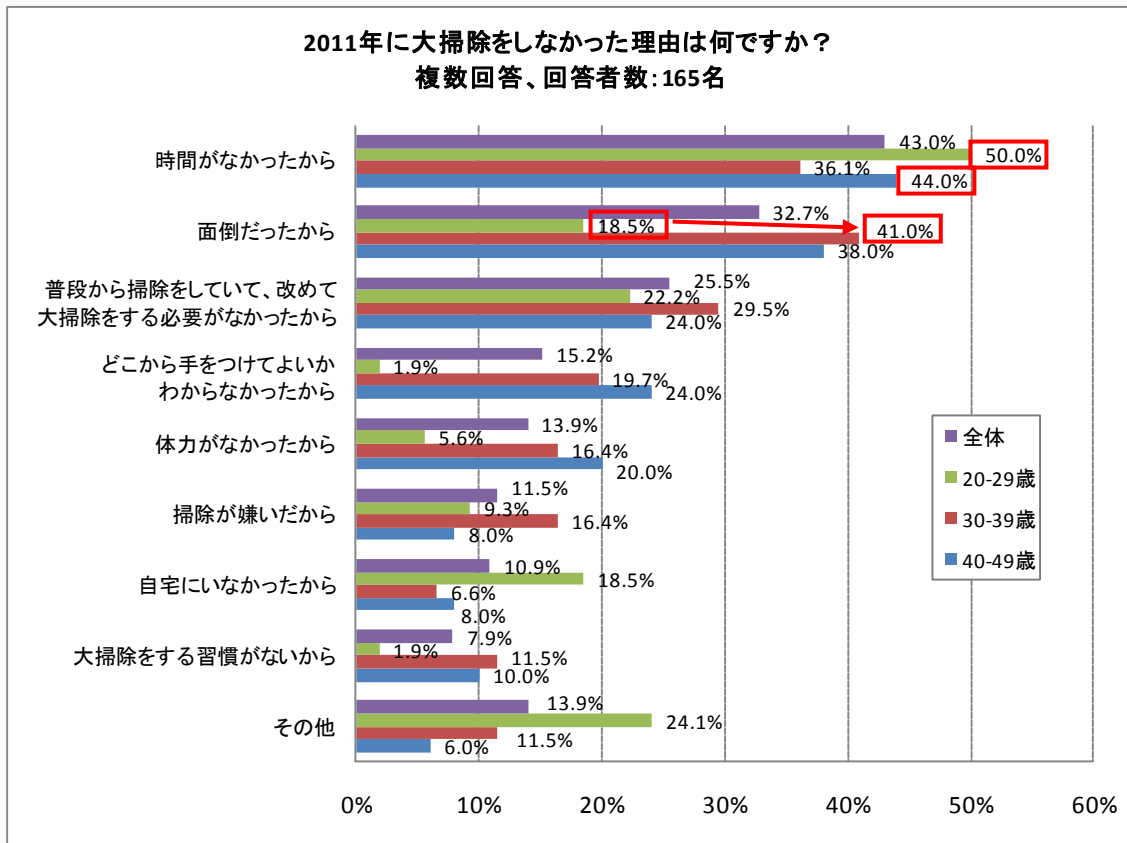
84.8% of the respondents answered that they would do the house cleaning in the year-end season of 2012. Also, 73.8% of them actually did the big cleaning in the same season of 2011. Now, how much percentage of people who said they would do the cleaning this year do you expect to fulfill their promise? Looking at the result by age, respondents in their 20s are most motivated because 89.5% of them answered they are planning to do it.



In regards to the reasons for not having done the cleaning in 2011, the most major reason was "No time to do it" (43.0%) followed by "It was too much of a bother" (32.7%) and "It wasn't necessary because I regularly do big cleaning" (25.5%).

By age, "No time to do it" was the most major reason among people in their 20s and 40s. On the other hand, "It was too much of a bother" was most answered by 30s (41.0%), making a big difference from the number of 20s people who answered the same (18.5%). This could imply that people's lifestyle change drastically around this phase of life. Furthermore, looking at the result by age and working style

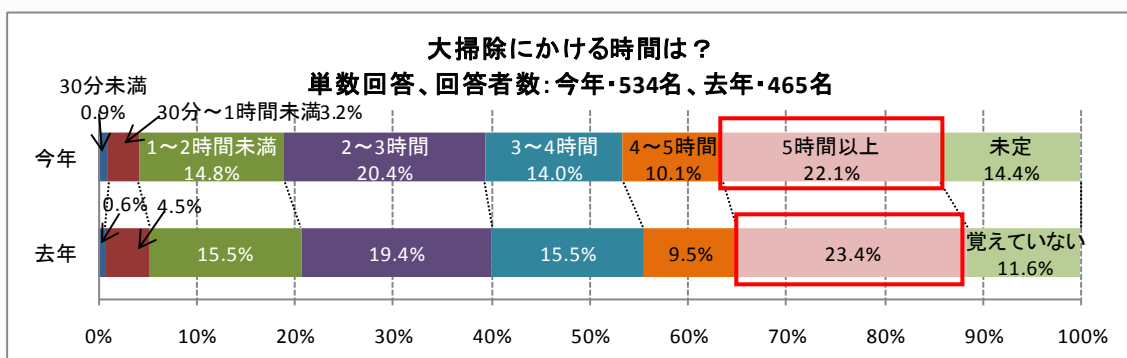
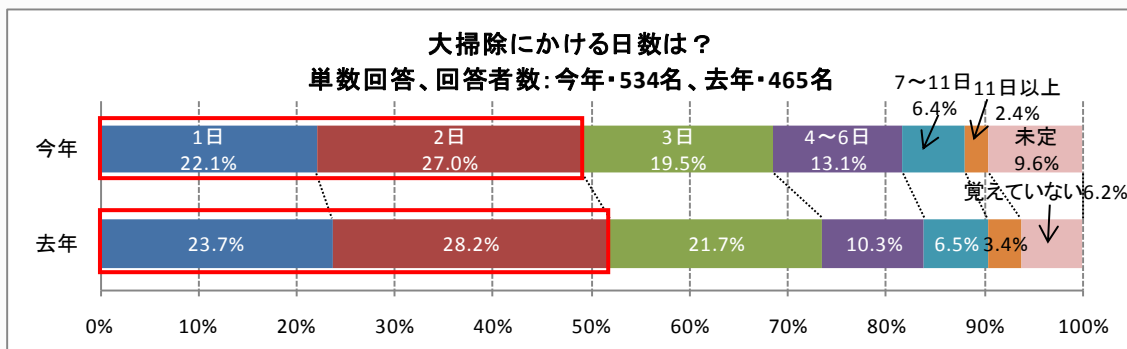
of respondents, the percentage of full-time housewives in their 30s who answered "Because I don't like house cleaning" was rather high (23.8%).



2. People do the big cleaning intensively, spending two days and taking over five hours in total!

Same as the last year's result, almost half of the respondents answered that they would spend "Two days" or "One day" for the big cleaning of the upcoming season. In regards to the length of time they would take for the cleaning, the most common answer was "Over five hours," also same as the last year. Judging from these results, it is common to do the big cleaning intensively within a short period of time.

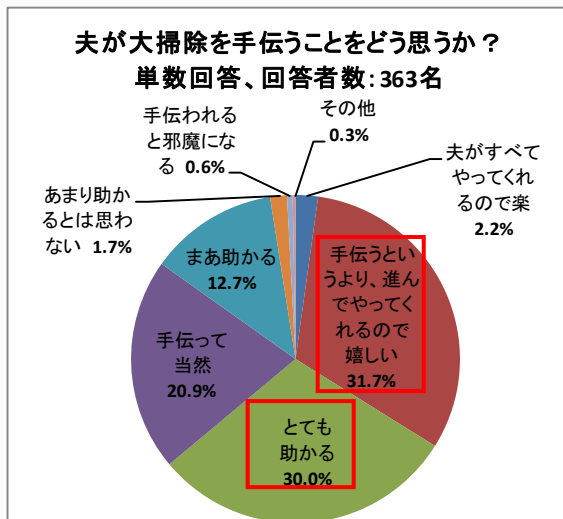
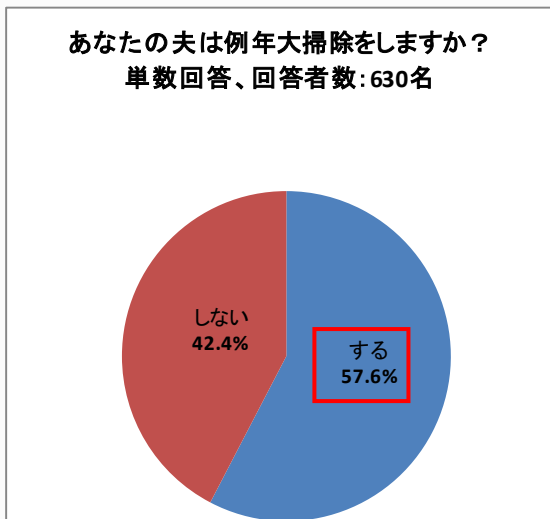
By age, most people who answered to finish the cleaning within a day were in their 20s, while many of 30s and 40s people answered to spend two days.



3. 57.6% of husbands participate in the big cleaning, but their contribution level evaluated by their wives is only 43.5%

We have found that husbands help the big cleaning in 57.6% of households surveyed, while 43.5% answered they don't. As to how wives are feeling about the assistance from their partners, 31.7% answered "I'm grateful for his willingness" followed by 30.0% of "It's really helpful." This showed us that most wives really appreciate their husbands' help.

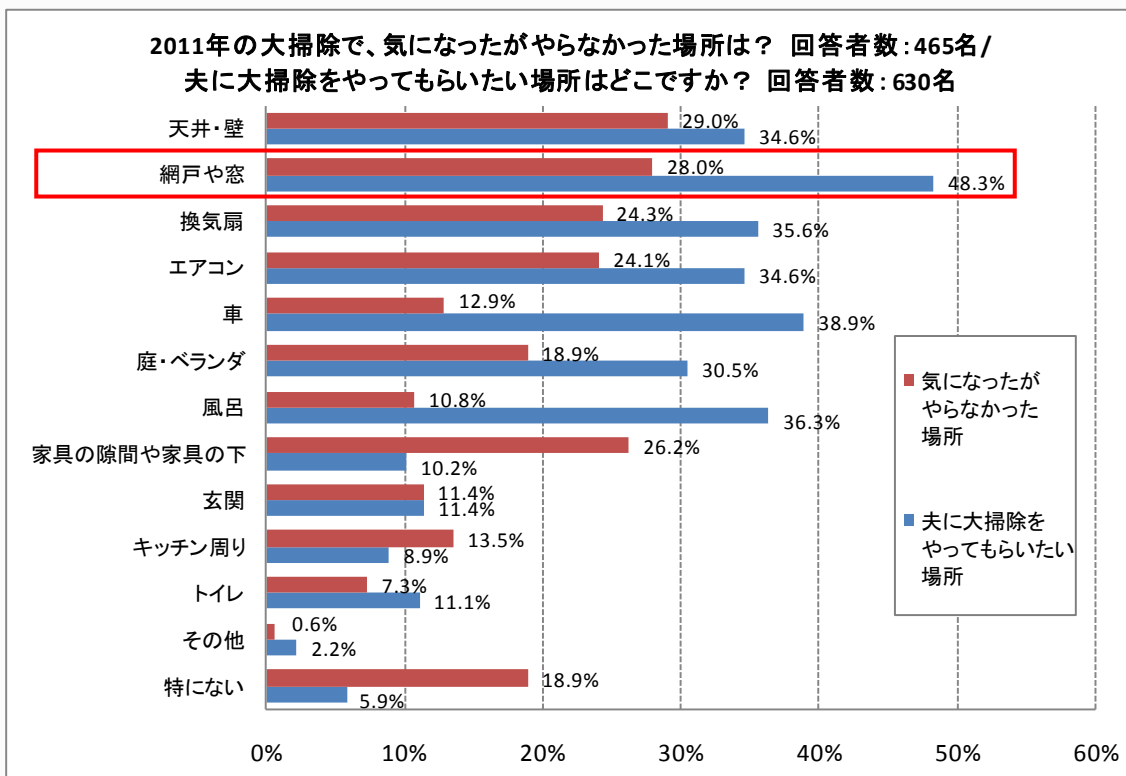
On the other hand, the average contribution score that the husbands earned from their wives was rather low (43.5%) due to their imperfect cleaning. "He just puts scattering things away from areas he wants to clean up, but that's all he does and I have to do the rest of work. I appreciate his efforts but want him to do all by himself." "When I let him clean a room, it looked good until I opened a door to a closet where I found things he roughly stuffed in." From those comments from the wives, we learned that their satisfaction level with their husbands' cooperation wasn't as high as their appreciation level.

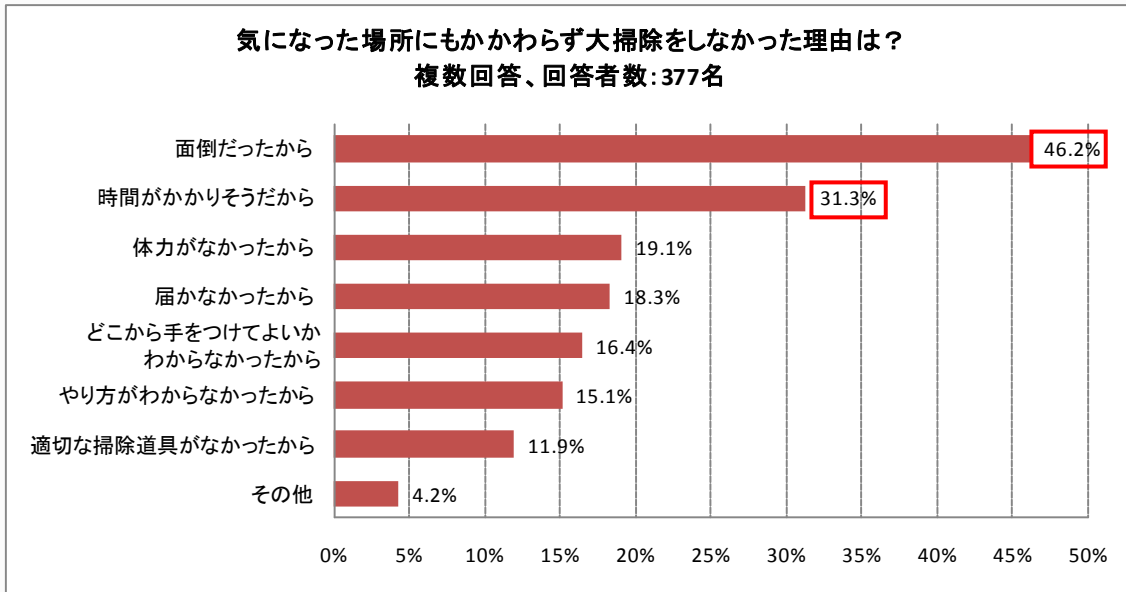


4. Wives intentionally avoid looking at ceilings and walls, hoping their husbands would work on it.

When we asked respondents about areas they gave up cleaning last year, the majority of their answers were "ceilings and walls" (29.0%) followed by "mosquito screens and windows" (28.0%) and "narrow gap under and between furniture" (26.2%). The main reasons were "It was too much of a bother" (46.2%) and "It would take too long time" (31.3%). From the result, we found that people tend to procrastinate about cleaning areas that hardly affect their everyday lives.

When respondents were asked areas they want their husbands to take care of, almost half of respondents answered "mosquito screens and windows (48.3%)", reflecting their desire to leave the most troublesome areas on their husbands.

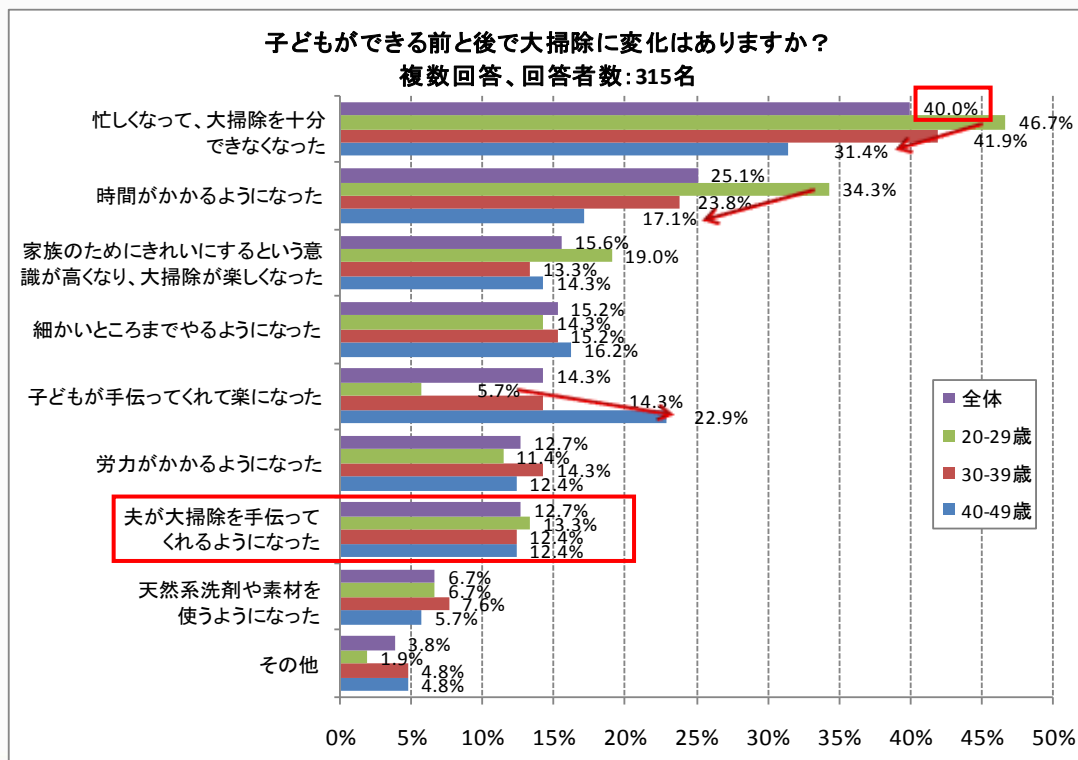




5. Amongst the respondents with kids, 40% said they have less time for the big cleaning than before their kids were born.

When parent respondents compared the length of time they now take for the big cleaning with the length of time they spent cleaning before they had kids, 40% answered "Have less time for the big cleaning than before" followed by "It takes more time to clean" (25.1%). In older age groups, the percentages of people who answered "Too busy to do thorough cleaning" and "It takes more time to clean" both decreased, while the number of people who answered "It's easier thanks to help from children" increased.

Since only 12.7% said "My husband helps me more than before we had kids," children could be more reliable and helpful for mothers than their husbands.



6. Makoto Nonomura was voted as the No.1 male talent who people think does the big cleaning for his wife! Toshifumi Fujiwara who just got married last year ranked No. 4! Already seen as a henpecked husband !?

The following is top 3 male talents who appear to be an obedient husband and would do the big cleaning for his wife: Makoto Nonomura (47.0%), Kensuke Sasaki (46.0%) and Nocchi (42.4%).

The fourth ranked talent was Toshifumi Fujiwara, a member of a comedian duo FUJIWARA, who got married to a female talent, Yukina Kinoshita, just last year. Apparently, he has already been recognized as a henpecked husband since he has openly tells that his wife is a primary breadwinner.

Male talents who look like an obedient husband and does cleaning for his wife.

(Multiple answers per person / 630 respondents)

1 st	2 nd	3 rd	4 th	5 th
Makoto Nonomura (47.0%)	Kensuke Sasaki (46.0%)	Nocchi (Comedian duo: Dangerous) (42.4%)	Toshifumi Fujiwara (Comedian duo: FUJIWARA) (33.7%)	IZAM (32.5%)

OLM's shopping brand SHOP JAPAN brings excitement to customers through providing carefully-selected high quality products from all over the world along with great services.

The following products are our recommendation to work on the most troublesome and time-consuming areas to clean (according to the abovementioned Topic 4): ceilings, walls, mosquito screens and windows.

You no longer have to bend down to clean the floor!

Shark Steam Mop Basic – a steam cleaner for floor

You can clean the floor without detergent because high-temperature dry steam in excess of 100°C* and the special micro fiber pad lift the dirt away. The floor will dry quickly after you mop it without any streaking. You can easily remove not only tough dirt but also bacteria and germs by simply sliding the mop over the floor as you would with an ordinary mop. *Temperature at internal nozzle.

Set contents: Mop, special micro-fiber pad × 2, water set (funnel and cup) × 1,
special carpet ring, duster pad × 1

Sales price: 14,940 yen including tax

Special campaign set (9,800 yen) is available until January 7, 2013!

<http://www.sharksteammop.jp/product/basic/>

You can steam-clean more than just your floor! Keep your entire house spick and span!

Shark Steam Portable – a versatile handy cleaner

Since the Shark Steam Portable comes with an extensive range of attachments, you need only switch heads to suit the type and location of dirt. Now you can keep everything from expansive areas such as walls and ceilings to confined spaces like window sashes and tile grout clean! And a special attachment turns the device into a steam iron.

Set contents : Steamer, square pad, cylindrical pad, spray nozzle, extension hose, brush head × 2, special micro-fiber pads (square pad × 2, cylindrical pad × 2), duster pad (for use with cylindrical pad), polishing pad, clothes steamer, clothes steamer cap, squeegee pad, special tote bag, nozzle cleaner, water cup



Sales price: 14,940 yen including tax

Now holding a special campaign and you get a free scraper until January 7, 2013!

<http://www.sharksteammop.jp/product/portable/>

Why don't you buy one of those Shark Steam series for your husband to make the year-end big cleaning much easier? He will happily help you out with the new tools that have a strong cleaning power!

Oak Lawn Marketing is a media and branding company headquartered in Nagoya, Japan with offices in Tokyo and Sapporo along with local operations in China and the United States. Through its three virtual store fronts, Shop Japan, Hill's Collection and exabody it strives to enrich customer's lifestyle bringing them exciting products from around the world.

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