



**FOR IMMEDIATE RELEASE**

Tokyo, July 30, 2018

**JT's Annual Survey Finds 17.9 % 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 2018, showed that 17.9% of Japanese adults are smokers. Other results are summarized below.

**1. Japanese smoking rate as of May 2018**

	2017	2018	Change since prior year (percentage points)
Men	28.2%	27.8%	-0.4 ppt
Women	9.0%	8.7%	-0.3 ppt
Total	18.2%	17.9%	-0.3 ppt

**2. Japanese smoking population as of May 2018 (estimate based on the smoking rate)**  
(Unit: millions)

	2017	2018	Change since prior year
Men	14.26	14.06	-0.20
Women	4.91	4.74	-0.17
Total	19.17	18.80	-0.37

The 2018 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, 2018, which were 50.56 million men and 54.49 million women, respectively. The 2017 figures were based on the population as of April 1, 2017, which were 50.56 million men and 54.53 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 2018 Japan Smoking Rate Survey

The survey was conducted in May 2018 using a stratified two-stage sampling method, by mailing questionnaires to approximately 32,000 adult men and women using tobacco products, including cigarettes, T-vapor products, pipe, cigar and other tobacco products nationwide. JT collected 19,442 (60.6%) 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	15.1% 1,448	12.3% 1,181	16.7% 1,610	15.7% 1,509	40.2% 3,866	100.0% 9,614
Women	8.0% 785	14.0% 1,373	18.6% 1,832	16.7% 1,644	42.7% 4,194	100.0% 9,828
Total	11.5% 2,233	13.1% 2,554	17.7% 3,442	16.2% 3,153	41.5% 8,060	100.0% 19,442

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 with operations in more than 130 countries. With close to 60,000 employees, it manufactures and sells some of the world's best-known brands including Winston, Camel, MEVIUS and LD. The JT Group is committed to investing in Reduced-Risk Products (RRP) and currently markets Ploom TECH, its tobacco vapor product, and various e-cigarette products under the Logic brand. The Group is also present in the pharmaceutical and processed food businesses. For more information, visit <https://www.jt.com/>.*

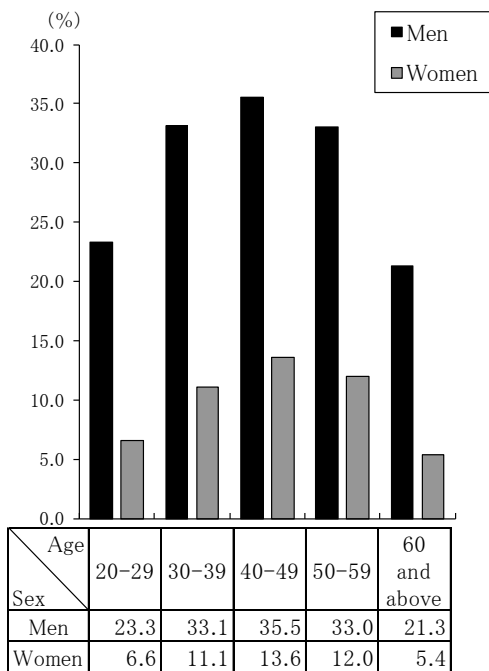
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## Reference Information

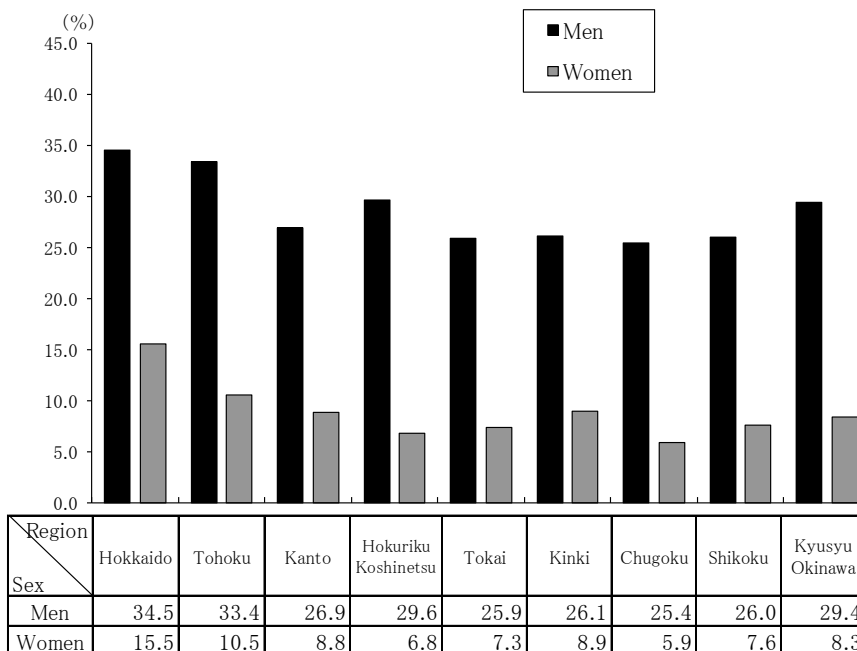
### 1. Breakdown of Japanese smoking rate

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	17.7 cigarettes
Women	14.4 cigarettes

The average number of cigarettes smoked in 2017 was 18.1 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.

