**Questionnaire for Japanese Green Tea**

We would like to make Japanese green tea popular in the world. Please let us know the drinking situation at your residential area (country/ state/city).

Which country do you live?  
Country: ____________________________

Which area do you live? (if possible)  
State/City: ____________________________

Please tick on the box for the applicable things. (Multiple answers are allowed.)

1. **How often people drink tea (black/green tea) in the all beverage like coke/coffee/ juice?**
   - [ ] Seldom  
   - [ ] 10% or less  
   - [ ] 20% or less  
   - [ ] About half  
   - [ ] More than twice  
   - [ ] In most cases
   - [ ] Others (                          )

2. **What kind of tea do they drink mostly?**
   - [ ] Black Tea (Leaf, Tea bag)  
   - [ ] Oolong Tea 【Semi-fermented Tea】 (Leaf, Tea bag)  
   - [ ] Green Tea (Leaf, Tea bag)  
   - [ ] Flavor Tea  
   - [ ] Bottled tea based beverage  
   - [ ] Herb Tea (Rooibos/Mate Tea etc.)  
   - [ ] Powdery Tea
   - [ ] Others (                          )

3. **How often do you drink green/black tea in your daily tea life?**
   - [ ] Seldom  
   - [ ] 10% or less  
   - [ ] 20% or less  
   - [ ] About half  
   - [ ] More than twice  
   - [ ] In most cases
   - [ ] Others (                          )

4. **What is the popular tea, currently?**
   - [ ] Black Tea  
   - [ ] Japanese Green Tea  
   - [ ] Chinese Tea  
   - [ ] Oolong Tea  
   - [ ] Flavor Tea  
   - [ ] Bottled tea based beverage  
   - [ ] Herb Tea (Rooibos/Mate Tea etc.)  
   - [ ] Powdery Tea
   - [ ] Others (                          )

   - Please tell us the reason why the above tea is popular.
   Reason: ____________________________________________________________

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"Questionnaire about Japanese Green Tea from here"

1. **Do you find Japanese Green Tea at shops in your area?**
   - [ ] Yes  
   - [ ] No

2. **Do you find Japanese style green tea which is probably not made in Japan?**
   - [ ] Yes  
   - [ ] No

   - (If you chose “Yes”) Which country of origin is it?
   Kind of tea & Country of origin: ______________________________________________
3. Please let us know what kind of generation, where and in which situation do they drink Japanese Green tea?
   • Generation
     □ Twenties  □ Thirties  □ Forties  □ Fifties  □ Sixties
   • Place
     □ Restaurant  □ Office  □ Home  □ Café  □ Japanese restaurant
     □ Others (   )
   • Situation
     □ Meal time  □ Eat out  □ Break time  □ Work time
     □ Others (   )

4. In the case people drink Japanese green tea at home, how do they brew or drink it?
   (Please tick on the box for which apply the most)
     □ Japanese Tea pot (Kyusu)  □ Tea pot  □ Tea strainer  □ Tea bag  □ Powdery Tea
     □ Others (   )

5. When you drink Japanese green tea at a café or a restaurant, how do they serve it?
   □ Japanese Tea pot  □ Tea pot  □ Tea strainer  □ Tea bag
   □ Powdery Tea mixed with hot/cold water  □ Device like espresso machine
   □ Others (   )

6. Where do you buy Japanese green tea?
   □ Supermarket  □ Shopping mall  □ Shop specialized for tea  □ Asian grocery shop  □ Cafe
   □ Web shop
   □ Others (   )

7. Do you recognize the difference of “Made in Japan” and “Made in non-Japanese countries” when you buy Japanese green tea?
   □ Yes  □ No
   • How do you recognize it?
     Point(Quality/Label etc...)

8. What kind of tea do you find at a shop and how much is the cost?
   □ Sencha ($   )  □ Gyokuro ($   )  □ Matcha ($   )
   □ Powdery green tea ($   )  □ Tea bag ($   )
   □ Hoji-cha (Roasted green tea) ($   )
   □ Genmai-cha (Green tea with brown rice) ($   )
   □ Others (   )
9. What kind of Japanese green tea is popular?
- Sencha
- Gyokuro
- Matcha
- Powdery green tea
- Tea bag
- Hoji-cha (Roasted green tea)
- Genmai-cha (Green tea with brown rice)
- Others

Please tell us the reason why it is popular.
Reason:

10. What is the reputation of Japanese green tea?
- Excellent
- Good
- Average
- Slightly bad
- Bad

Please tell us the reason of the above reputation.
Reason:

How do the local people think about Japanese green tea?
- Expensive
- Match for Japanese food
- Bitter
- Nice
- Grassy-smelling
- Others

What kind of things do the people expect for Japanese green tea?
- Flavor
- Safety
- Healthy benefit
- Convenience
- Cultural thing
- Others

11. Why do the people choose Japanese green tea to drink?
- Taste
- Healthy
- Relaxing
- Safety
- Hydration
- Others

12. Do you think the Japanese green tea which is on sale at your residential area has a problem?
If so, what is it?
Problem:

13. What do you think about the demand of Japanese green tea in the future at your residential area?
- Increase
- Slightly increase
- Stay the same
- Slightly decrease
- Decrease

Reason:

14. Please tell us the idea to promote Japanese green tea at your residential area.

15. What kind of powdery green tea is on sale at your residential area?
- Matcha
- Powdery tea with Matcha
- Powdery tea with Match & sweetener
- Powdery green tea without Matcha (Ingredients:)
- Others (Ingredients:)


16. Do you find the label which shows details of raw materials and producing areas on the powdery green tea package?
   □ Yes (Country of origin:  ) □ No

17. How people drink powdery green tea?
   □ Wisk it with Chasen  □ Dissolve it with hot/cold water in a cup
   □ Dissolve it with milk/soy milk
   □ Others (  )

18. What is the average sales price for powdery green tea per 100g?
   □ Less than $3  □ Around $5  □ $5~10  □ $10~20  □ $20~30  □ More than $30

19. Please tell us about the products' name and sales prices if you see products include green tea

   Product Name & Price: ________________________________________________________________
   ________________________________________________________________________________
   ________________________________________________________________________________

20. Regarding low caffeine tea,
   • Do you think it would be popular?
     □ Yes  □ No  □ No idea
   • Please let us know about your idea for the proper sales price for it?
     Around ________________ yen/100g

Thank you very much for your cooperation.