

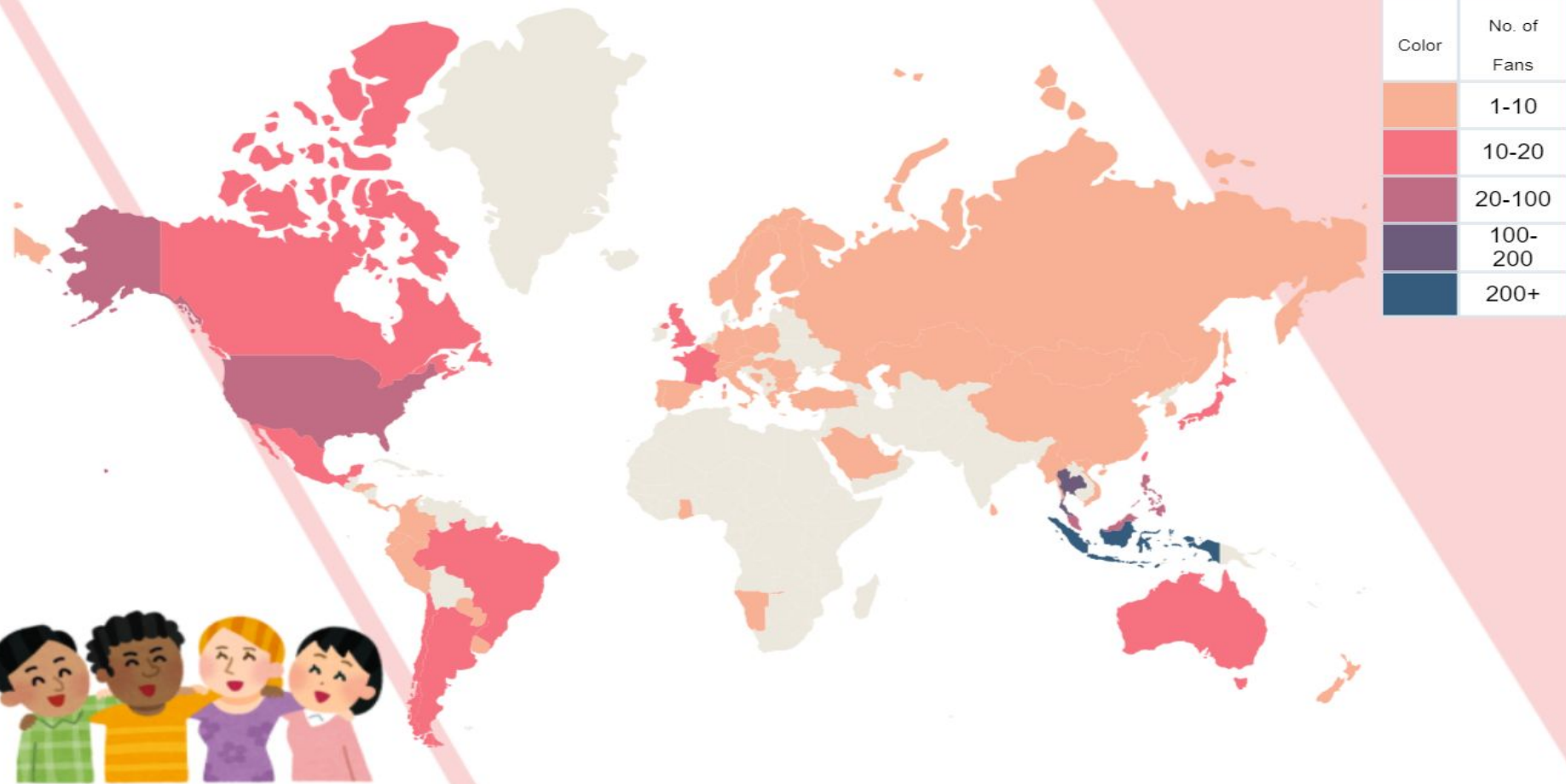


Sakuzaka Central Fan Census

December 8, 2020 - December 27, 2020

**A total of 837 participants from
62 countries**

Where do the fans live?



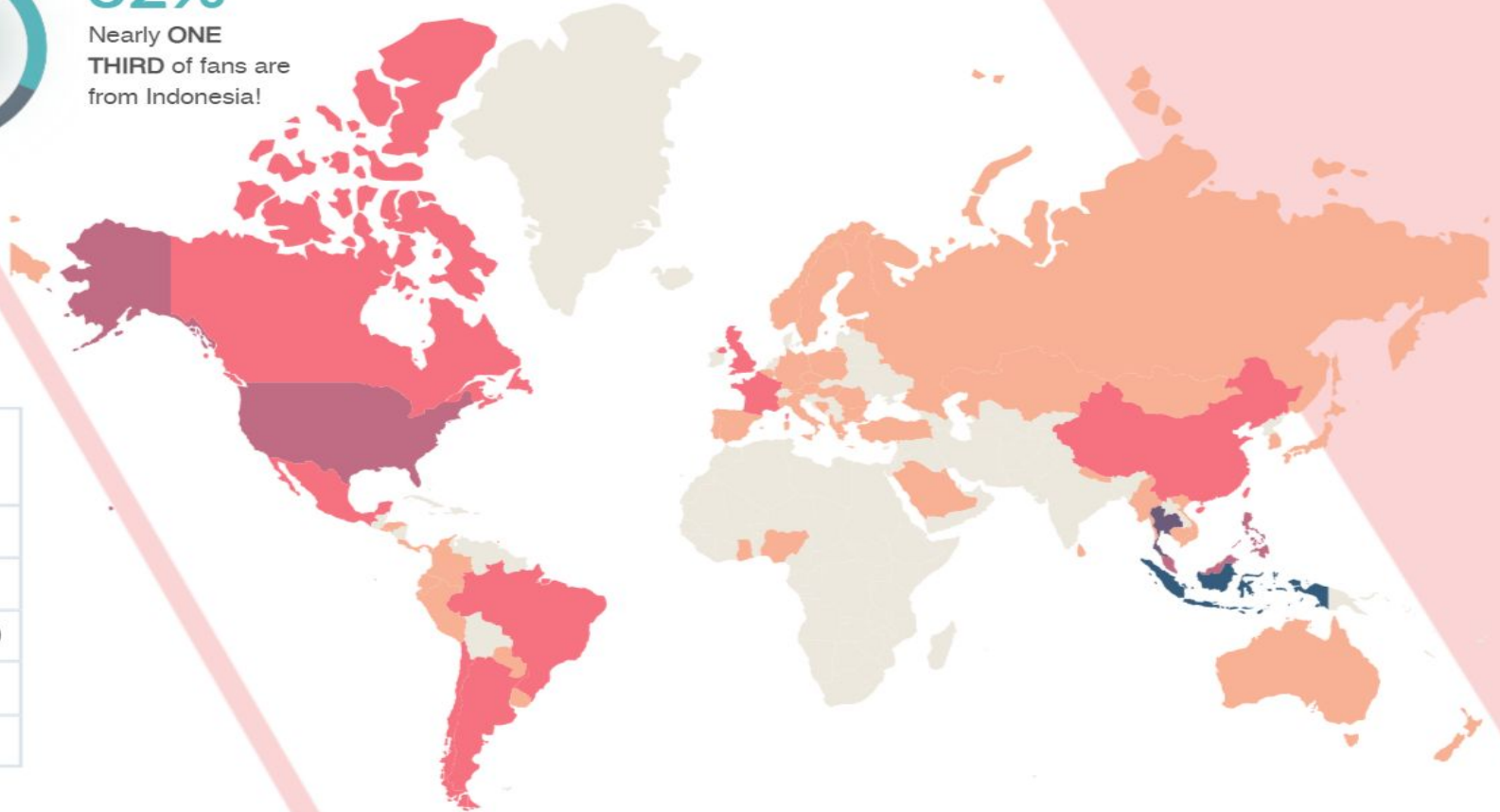
What is their Nationality?



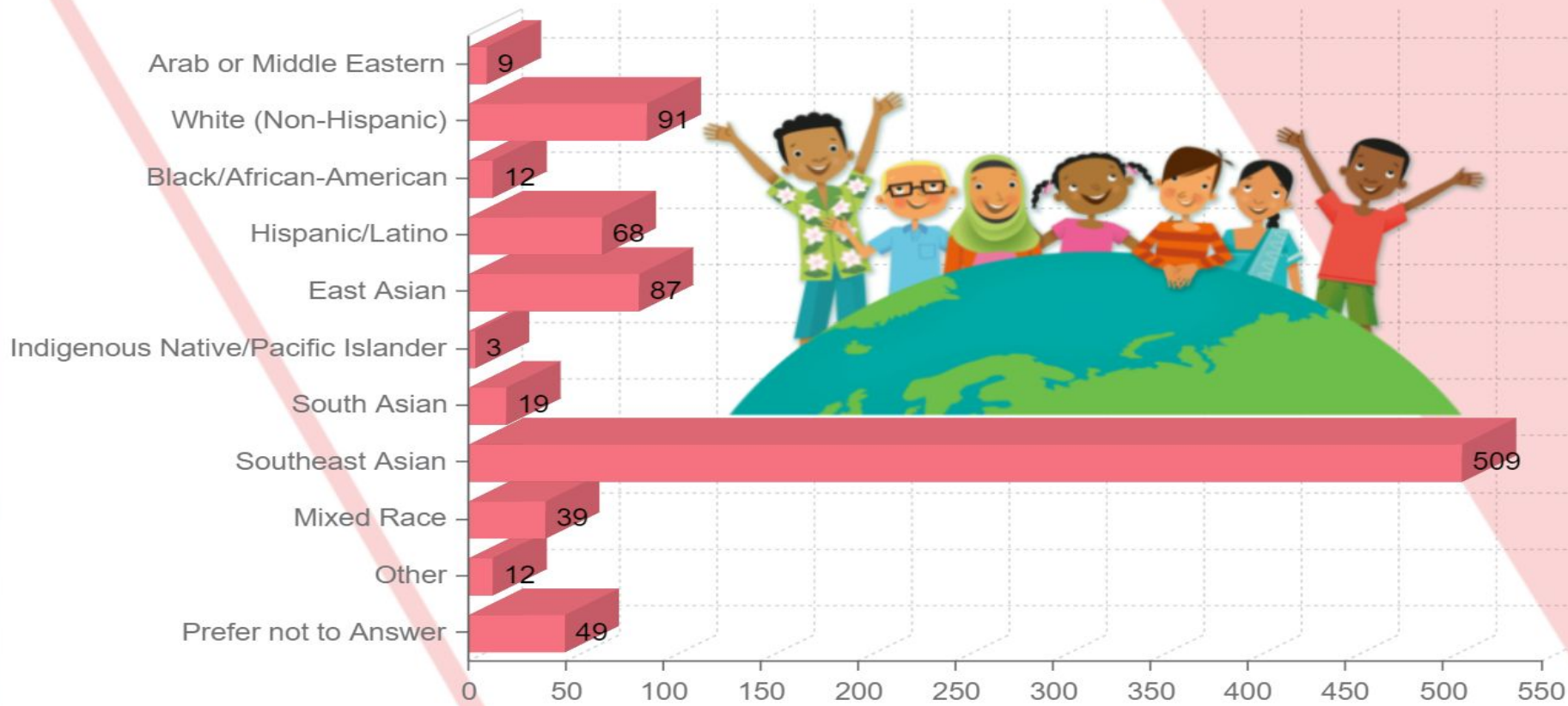
32%

Nearly **ONE THIRD** of fans are from Indonesia!

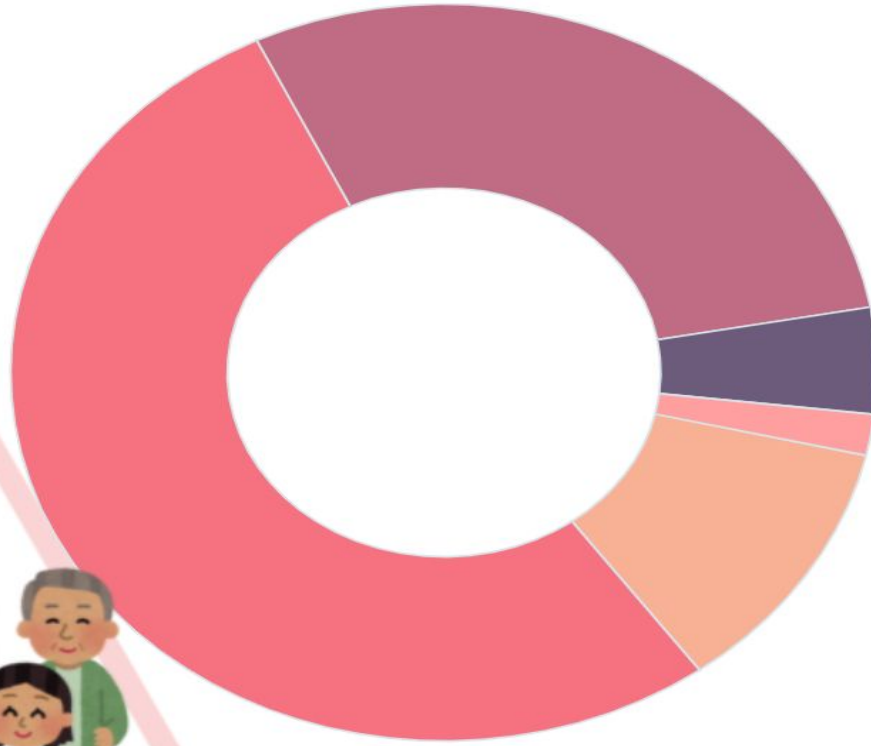
Color	No. of Fans
Light Orange	1-10
Red	10-20
Dark Red	20-100
Dark Purple	100-200
Dark Blue	200+



What is their Race/Ethnicity?



What is their Ages?

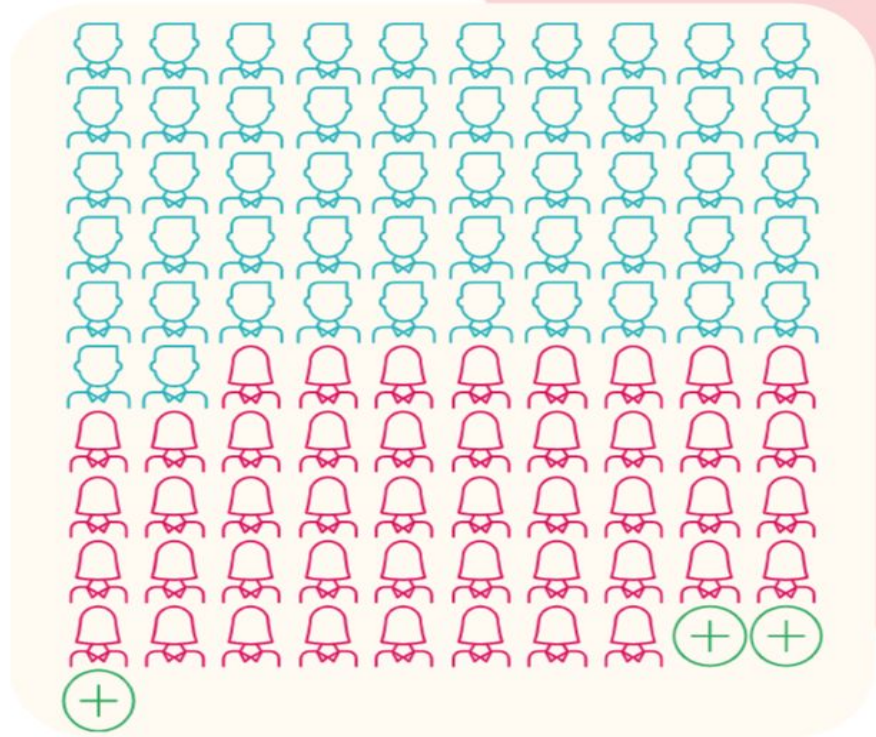


- 13-17 Years Old 95
- 18-24 Years Old 443
- 25-34 Years Old 245
- 35-44 Years Old 39
- 45-54 Years Old 15

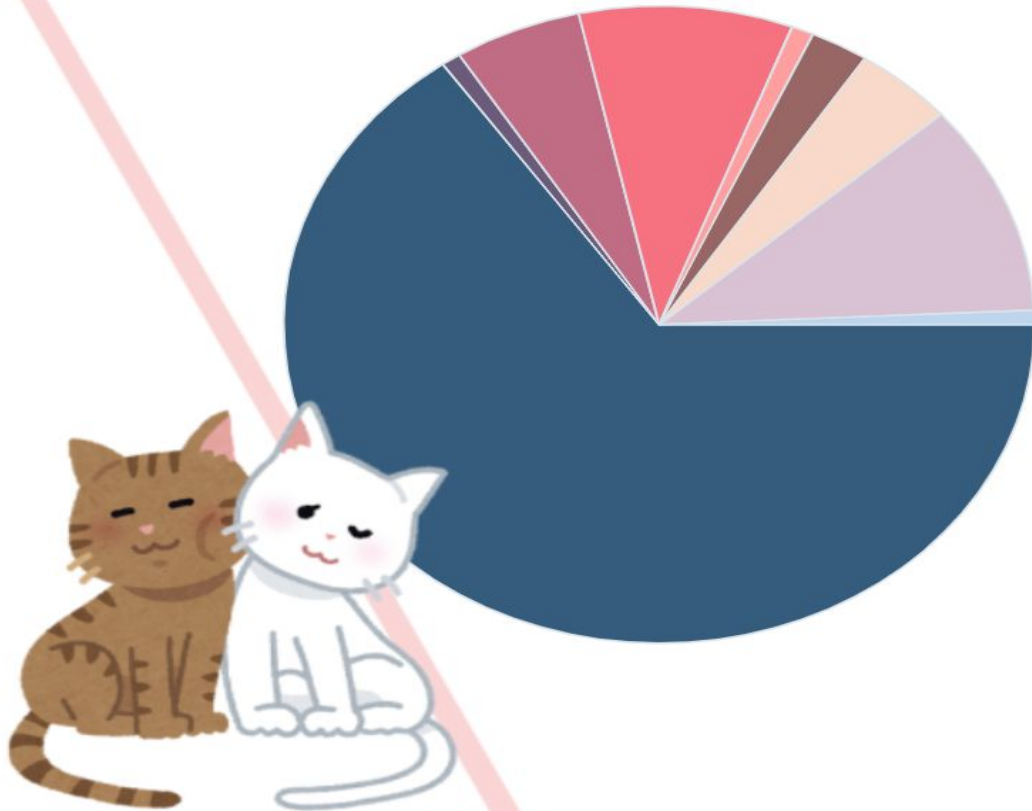


What is their Gender?

Gender Identity	#
Female	383
Male	432
Non Binary	17
Other	5



What is their Sexuality?



■ Straight	546
■ Gay	7
■ Lesbian	46
■ Bisexual	77
■ Pansexual	8
■ Asexual	21
■ Not Sure	36
■ Prefer not to Answer	90
■ Other	6



When did you become a fan?



Pre-Debut

77 Fans
9%

2015

2016

Silent Majority

116 Fans
14%



Sekai ni wa Ai Shika Nai

29 Fans
3%

2016

2016

Futari Saison

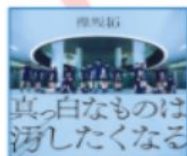
71 Fans
8%



Fukyouwaon

87 Fans
10%

2017



*Masshirona Mono wa
Yogoshitaku Naru*

21 Fans
3%

2017

2017



*Kaze ni
Fukaratemo*

69 Fans
8%

2018



Garasu wo Ware!

77 Fans
9%

2018



Ambivalent

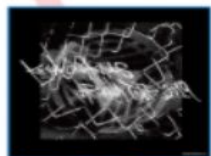
79 Fans
9%

2019



Kuroi Hitsuji

78 Fans
9%



2019 Touring -
Second Half of 2019

26 Fans
3%

2019



Dare ga Sono Kane
wo Narasu no ka?

18 Fans
2%

2020



Sakurazaka46
(Nobody's fault)

14 Fans
2%

2020

"Inactivity" - First
Half of 2020

70 Fans
8%



2020

Eien Yori Nagai Isshun
~Ano Koro, Tashika ni
Sonzaishita
Watashitachi~

5 Fans
1%



KEYAKIZAKA46

Who is their Oshimen?



1. Watanabe Risa
2. Kobayashi Yui
3. Sugai Yuuka
4. Morita Hikaru
5. Fujiyoshi Karin
6. Moriya Akane
7. Koike Minami
8. Yamasaki Ten
9. Watanabe Rika
10. Tamura Hono

Who is their Favorite 1ki?

1. Hirate Yurina
2. Sugai Yuuka
3. Kobayashi Yui
4. Nagahama Neru
5. Watanabe Risa
6. Koike Minami
7. Moriya Akane
8. Watanabe Rika
9. Suzumoto Miyu
10. Imaizumi Yui



Who is their Favorite 2ki?



1. Morita Hikaru
2. Fujiyoshi Karin
3. Yamasaki Ten
4. Tamura Hono
5. Ozono Rei
6. Matsuda Rina
7. Masumoto Kira
8. Inoue Rina
9. Seki Yumiko
10. Takemoto Yui



Favorite Keyakizaka46 Song

The most popular Keyakizaka46 songs as voted by fans.

created by **sakusen** | 7 songs

	TITLE	VOTES
+	Futari Saison	103
+	Kuroi Hitsuji	85
+	Eccentric	79
+	Fukyouwaon	61
+	Hiraishin	52
+	Mou Mori e Kaerou Ka?	31
+	Silent Majority	30

Favorite Keyakizaka46 MV



From Keyakizaka46

1 / 31 Videos

1



Keyakizaka46 - Kuroi Hitsuji
05:23

2



Keyakizaka46 - Futari Saison
05:26

3



Keyakizaka46 - Garasu wo Ware!
03:49

4



Keyakizaka46 - Ambivalent
04:51

5



Keyakizaka46 - Mou Mori e Kaerou ka?
05:02

Favorite Keyakizaka46 Single Overall



1. Futari Saison
2. Kuroi Hitsuji
3. Garasu wo Ware!
4. Fukyouwaon
5. Ambivalent
6. Silent Majority
7. Dare ga Sono Kane wo Narasu no ka?
8. Kaze ni Fukaretemo
9. Sekai ni wa Ai Shika Nai





Favorite Sakurazaka46 Song

The most popular Sakurazaka46 songs as voted by fans. Poll recorded after 1st Single release.

created by **sakusen** | 7 songs

	TITLE	VOTES
+	Naze Koi wo Shite Konakattan darou?	356
+	Nobody's fault	186
+	Buddies	130
+	Saishuu no Chikatetsu ni Notte	50
+	Plastic regret	33
+	Blue moon kiss	26
+	Hanshinhangji	13

Favorite Sakurazaka46 MV



From Sakurazaka46

1 / 6 Videos

1



Sakurazaka46 - Naze Koi wo Shite
Konakattan darou?

03:58

2



Sakurazaka46 - Buddies

05:17

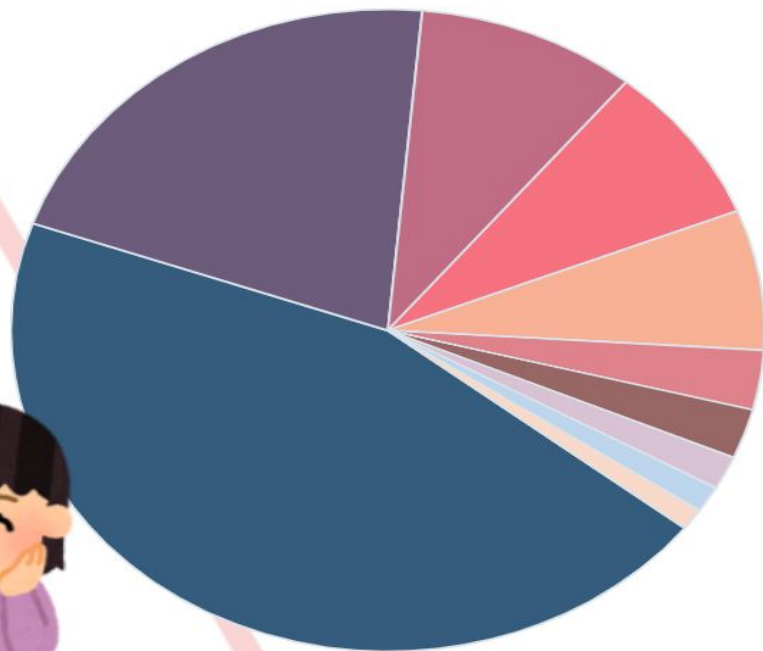
3



Sakurazaka46 - Nobody's Fault

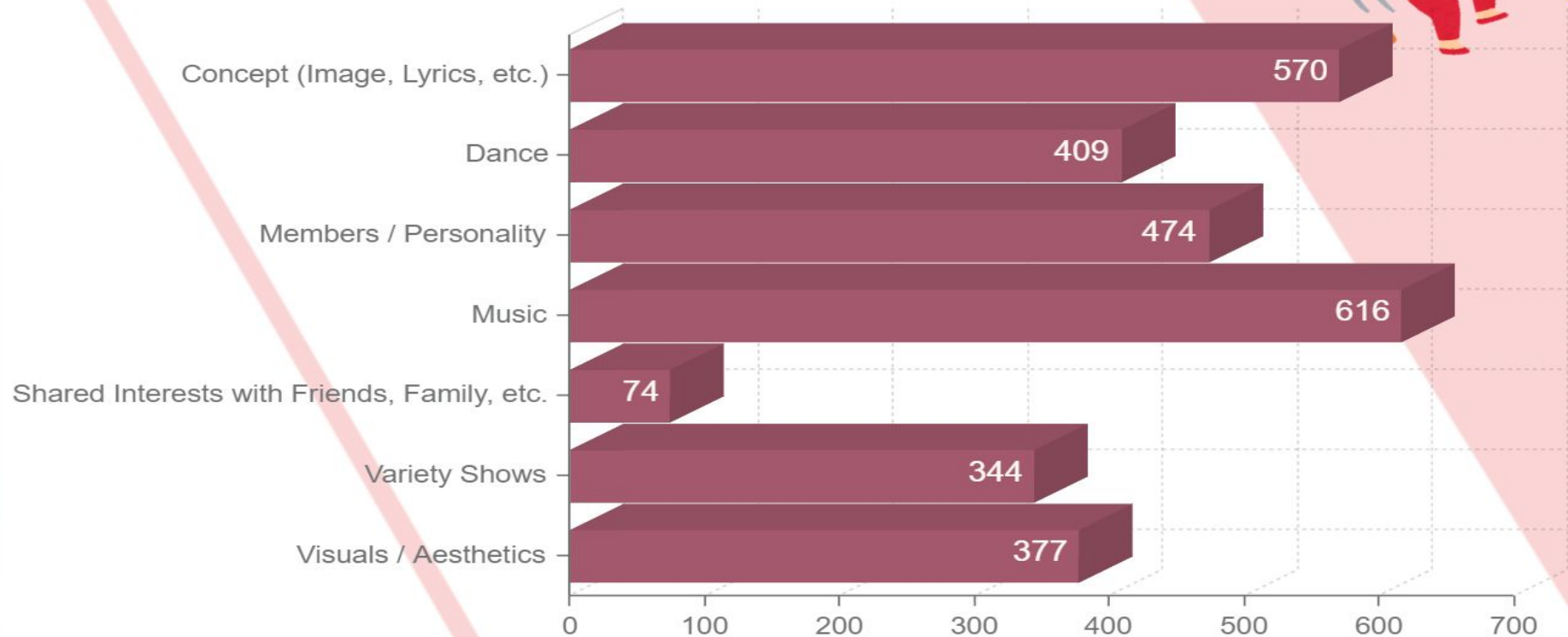
05:24

First Exposure to Keyakizaka46/Sakurazaka46



Sister/Rival Groups: Nogizaka46, AKB48, etc.	375
Youtube Videos, Recommendations	176
Social Media	79
Friends, Co-Worker, Classmate	67
TV, Radio, Movies	59
K-Pop Community	25
Other	21
Grew up with it	14
Anime Community	11

What got you into Keyakizaka46/Sakurazaka46?



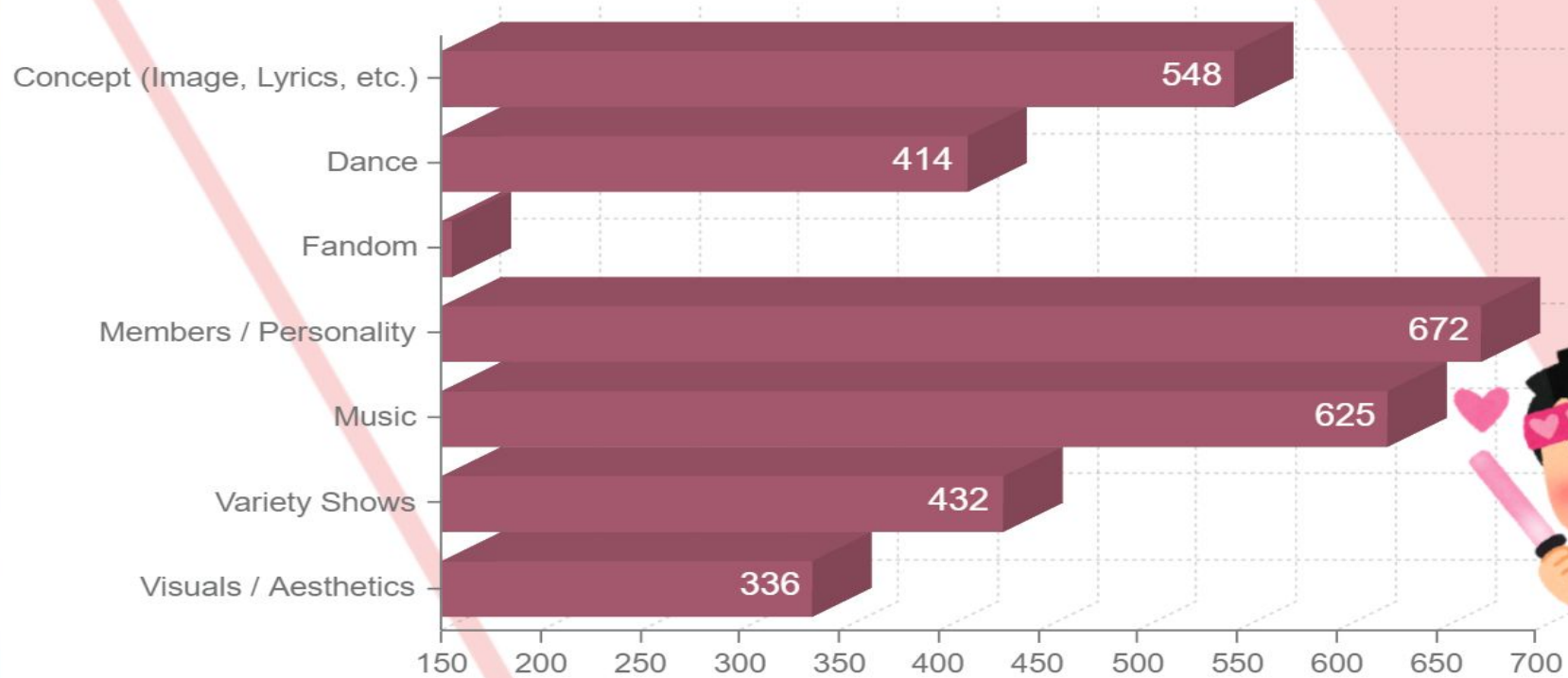
What got you into Keyakizaka46/Sakurazaka46?

Observations

Many fans got into Keyakizaka46 due to their unique concepts, with many fans' first exposure being the hard-hitting Fukyouwaon. Their lyrics touch a lot of fans, most notably the lyrics for Getsuyoubi no Asa, Skirt wo Kirareta was mentioned in the survey many times. Eccentric's unusual choreography caught the attention of some people as well. Finally, a few fans mentioned Keyaki's live performances on Kouhaku and drama performances as their starting point for getting into the group.



What keeps you interested in Keyakizaka46/Sakurazaka46?



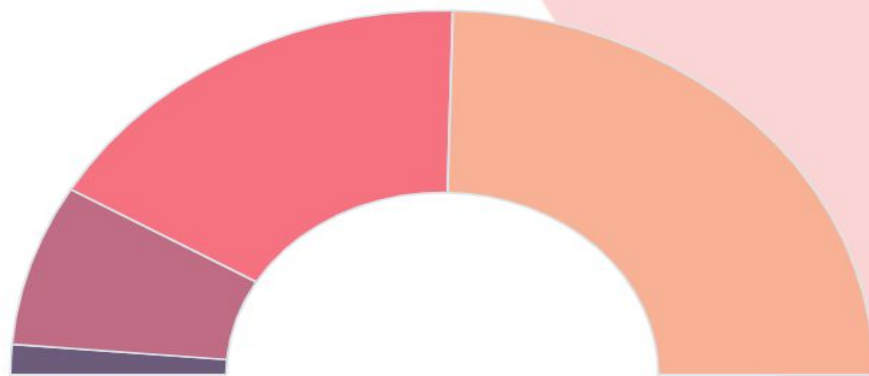
What keeps you interested in Keyakizaka46/Sakurazaka46?

Notable Response:

"Even though a lot has changed for the girls in just this year alone, so much stays the same, too. Their songs and concepts are still really meaningful, and all the members are working extremely hard to create something beautiful. I'm already in love with their first single, so I'm so, so excited to see where they go from here."



Do you know Japanese?



Fluent or Native	22
Conversational	118
Moderate	278
Very little to no Japanese	405

Who would you like to see as the next center?



What new unit would you like to see?

Most Popular Duo



Matsuda Rina & Kobayashi Yui



Kobayashi Yui,
Saito Fuyuka,
Inoue Rina, &
Matsuda Rina

Most Popular Quartet



Most Popular Trios



What member's solo song do you want to see?



1. Kobayashi Yui



2. Matsuda Rina



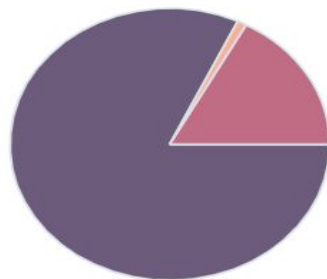
3. Watanabe Risa



FAN ENGAGEMENT

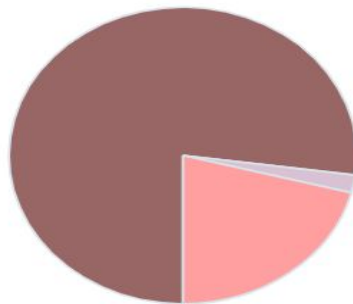
If Sakurazaka46 held a concert in your country, would you attend?

Yes 683
No 8
Maybe 142



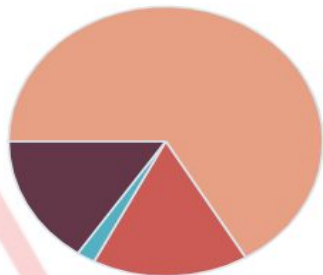
If Sakurazaka46 made live viewing available in your country, although limited would you buy a ticket and attend?

Yes 640
No 16
Maybe 174



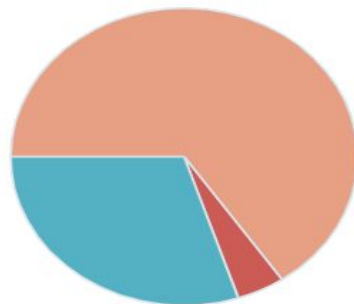
FAN ENGAGEMENT

If Sakurazaka46 made a local CD release or make it more accessible to buy their single, would you buy a minimum of one copy?



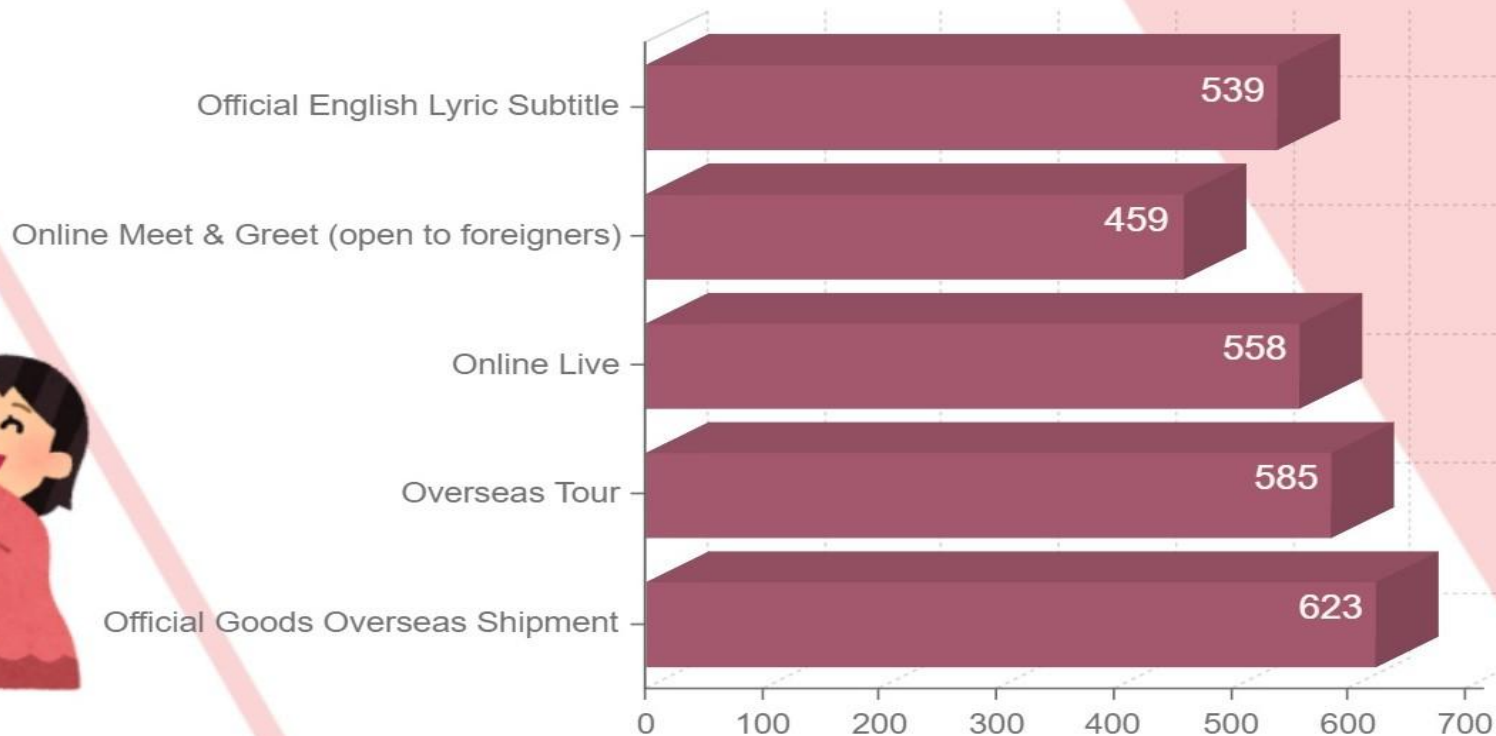
Yes	552
Already purchase them regardless	133
No	16
Maybe	129

Would you appreciate an overseas fans-only ticket package for Sakurazaka46 live concerts?



Yes	540
No	37
Maybe	248

In what way would you like S&F engage more with international fans?



In what way would you like S&F engage more with international fans?

Other:

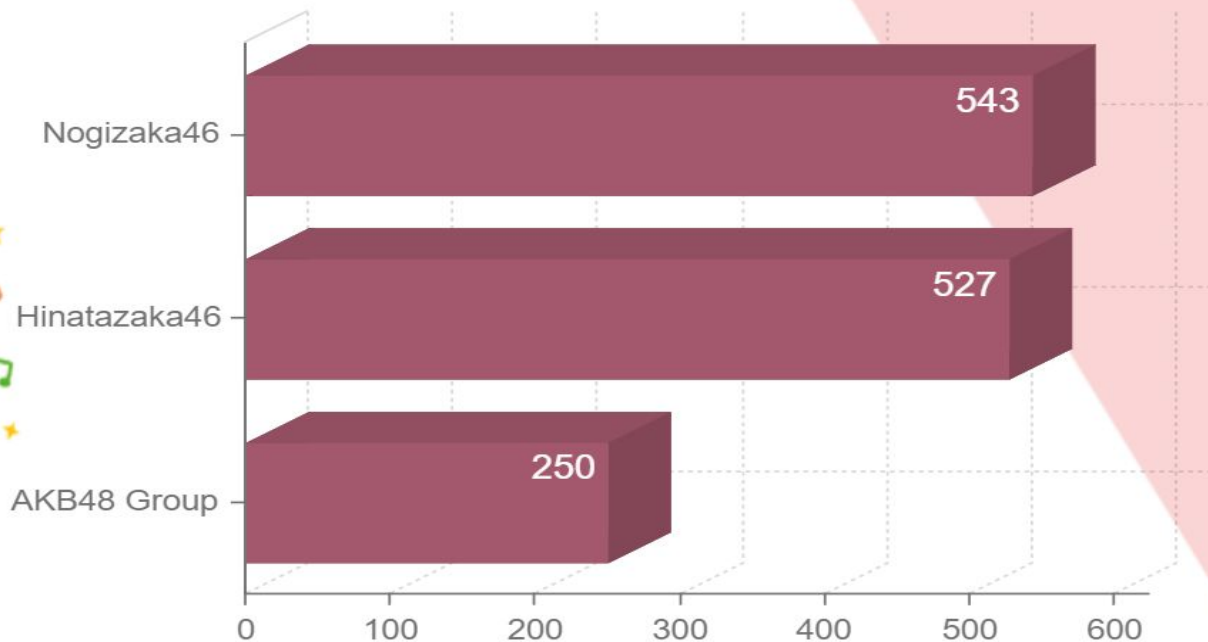
- Official English announcements & subtitles
- Removing region lock for MVs, apps, easier accessibility to mobile mail and fanclub
- Special Youtube content like dance practices, vlogs, TikTok, etc.



What groups or soloists do you follow aside from Sakurazaka46?

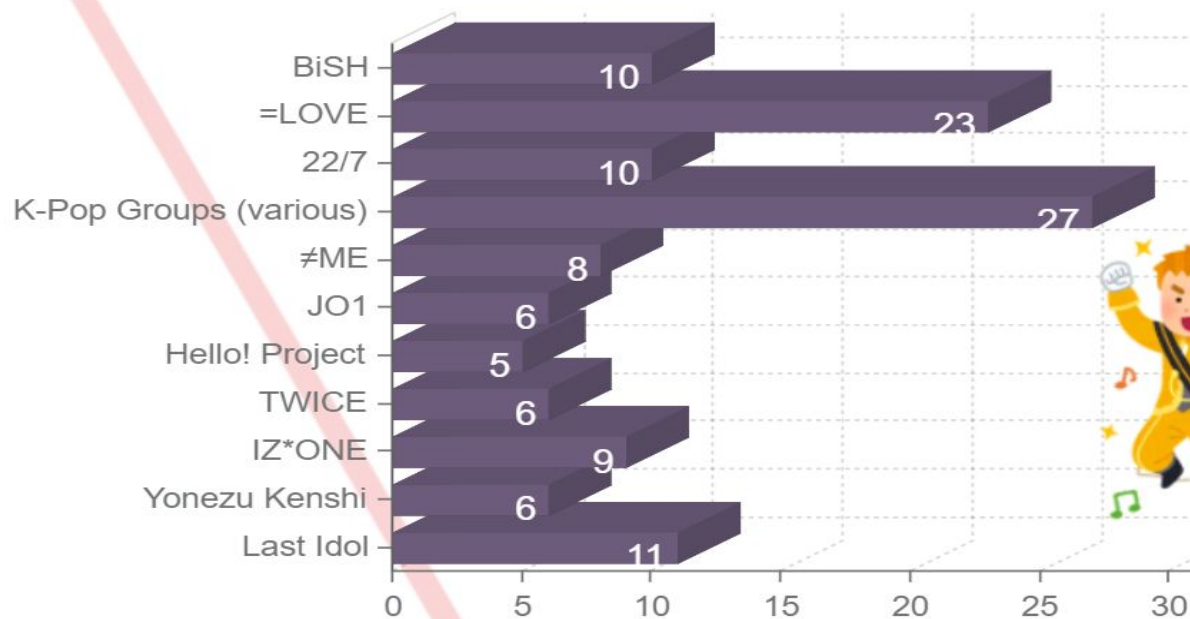


Given Responses



What groups or soloists do you follow aside from Sakurazaka46?

Fill-in Responses

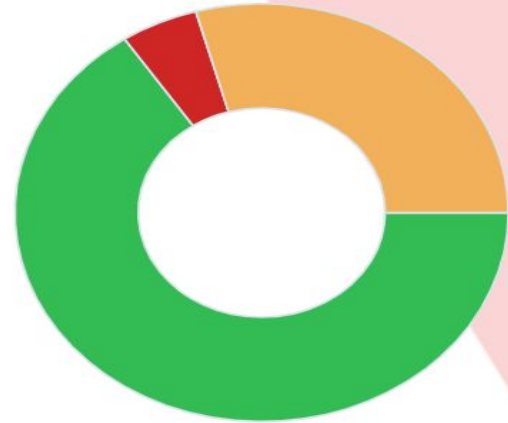


PERSONAL OPINIONS

If your idol got caught in a dating scandal, would you forgive them?

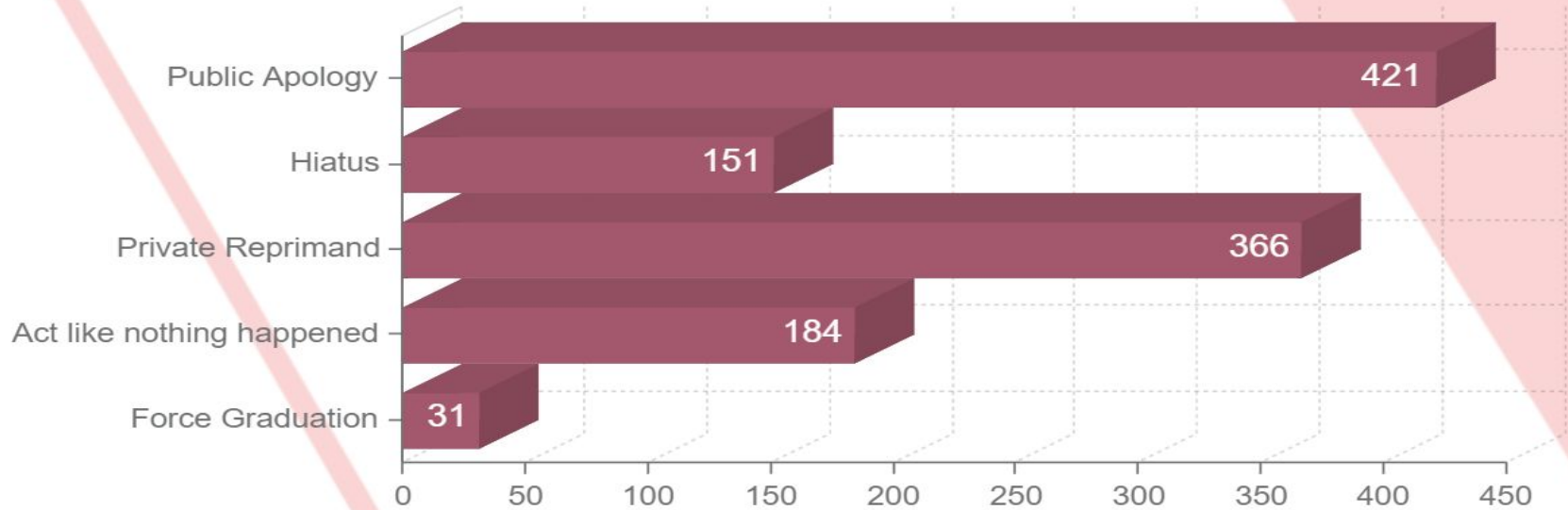


- Yes 544
- No 42
- Depends 243



PERSONAL OPINIONS

How should management respond to scandals?



Thank you to those who participated!

