

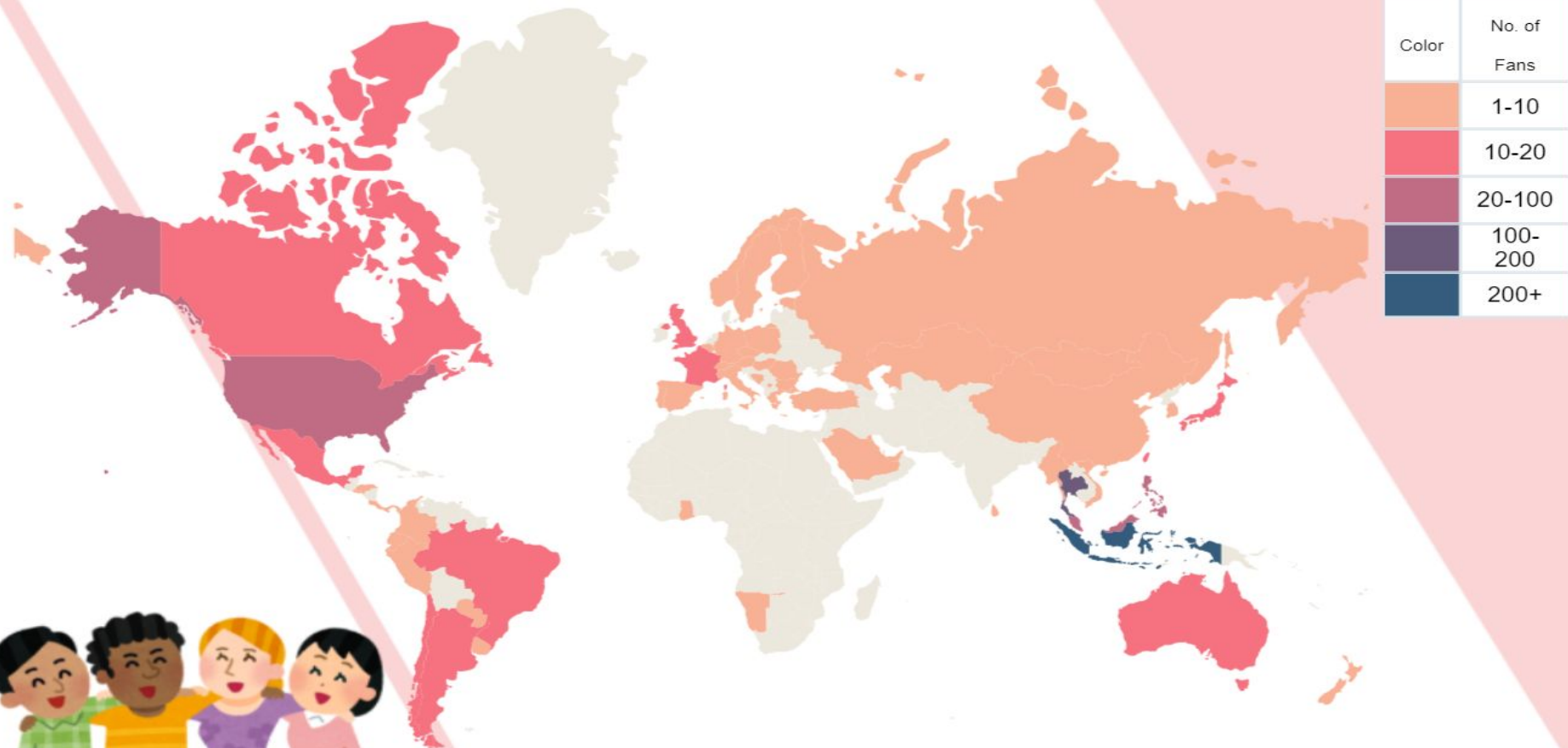


## Sakuzaka Central Fan Census

December 8, 2020 - December 27, 2020

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

# Where do the fans live?



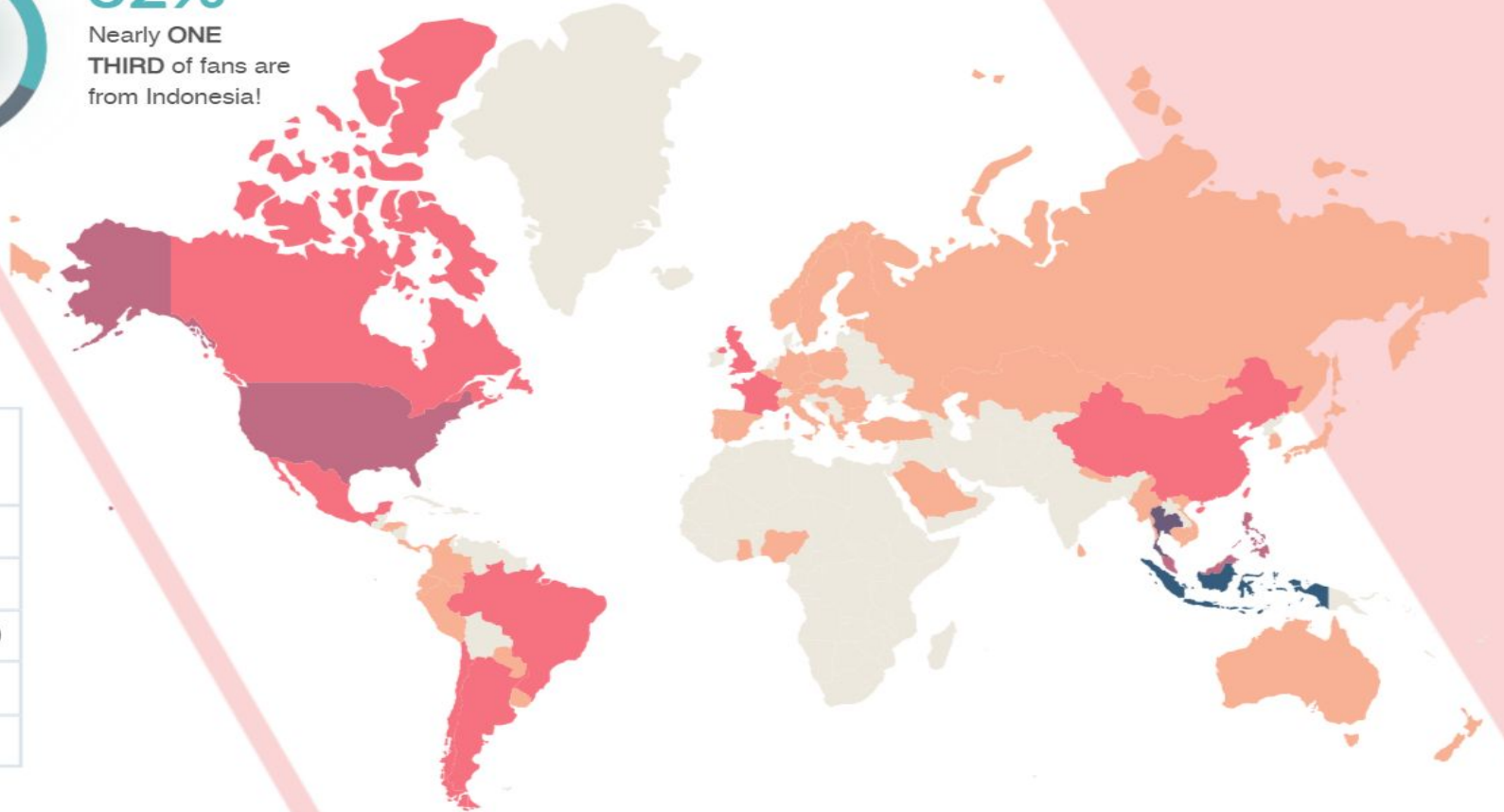
# What is their Nationality?



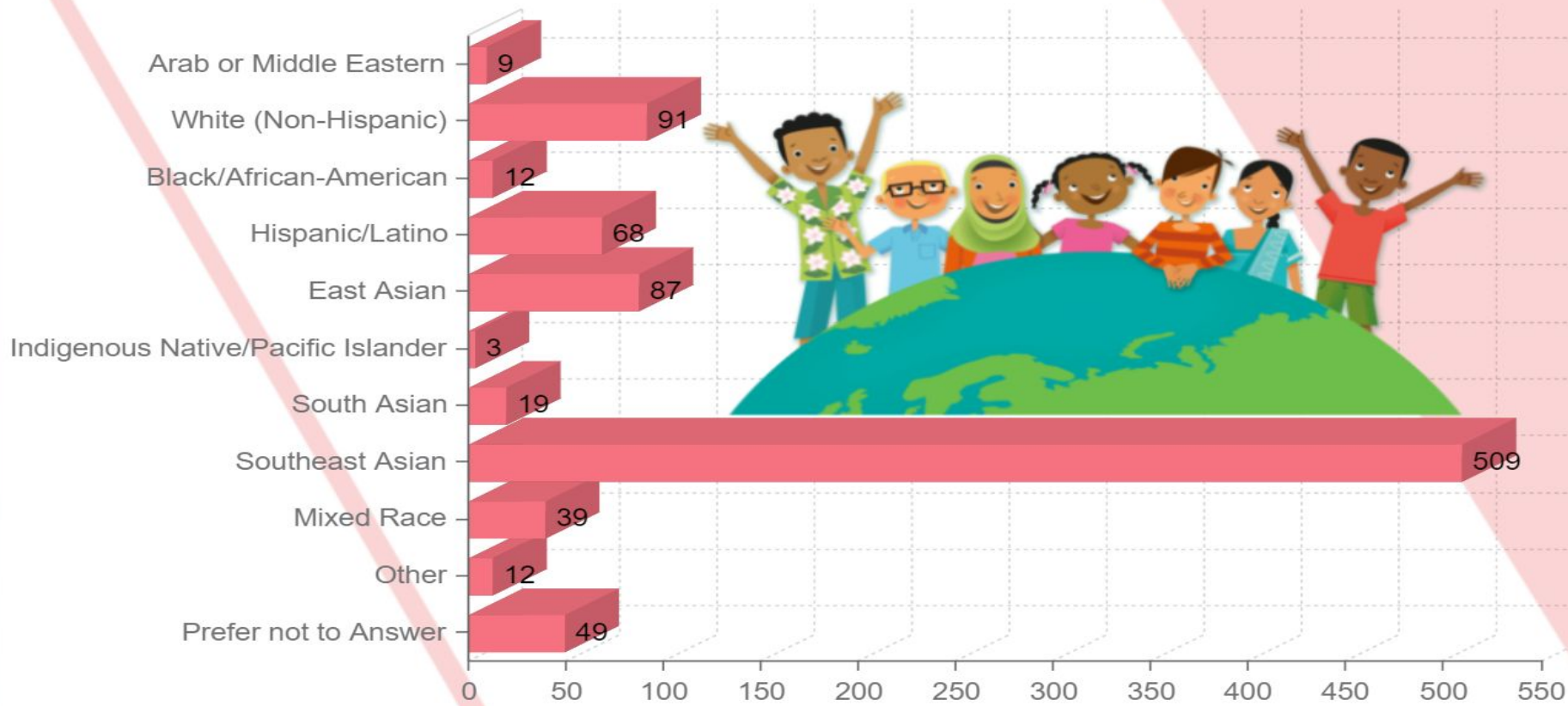
32%

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

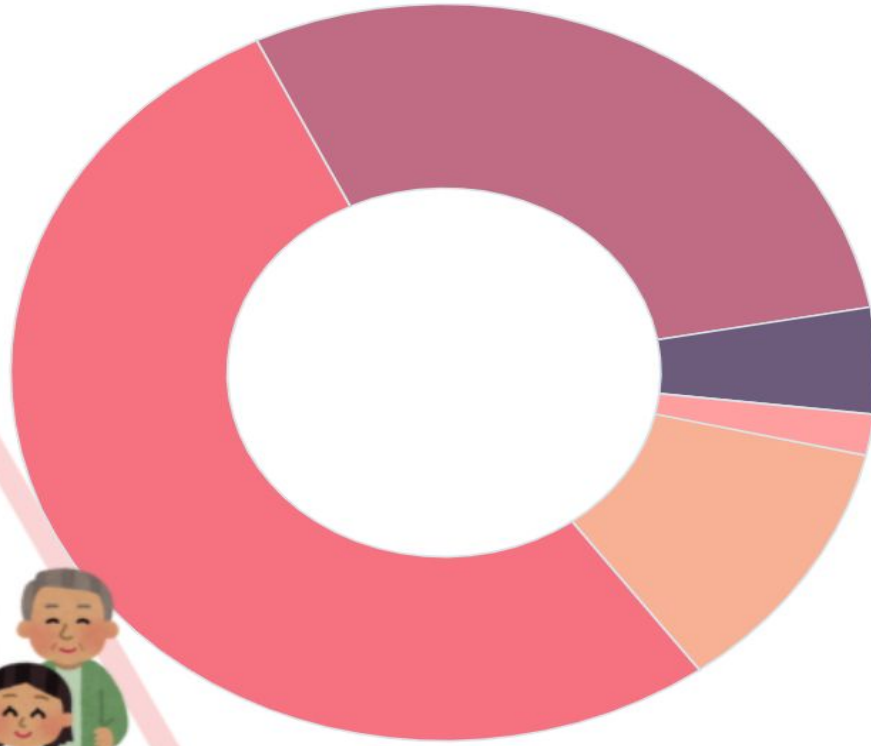
| Color        | No. of Fans |
|--------------|-------------|
| Light Orange | 1-10        |
| Red          | 10-20       |
| Dark Red     | 20-100      |
| Dark Purple  | 100-200     |
| Dark Blue    | 200+        |



# What is their Race/Ethnicity?



# What is their Ages?



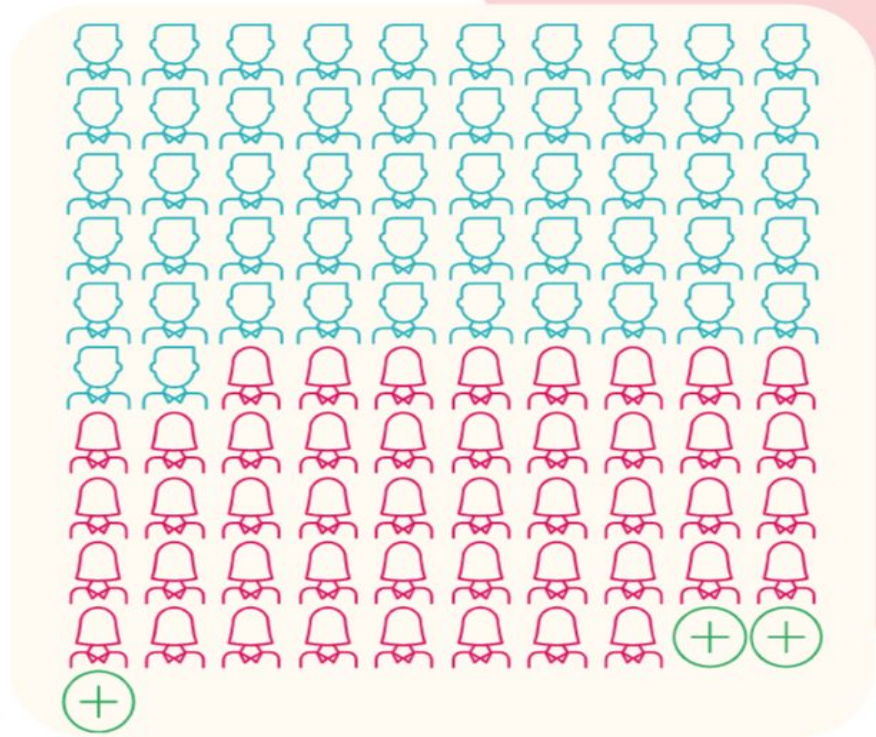
- 13-17 Years Old 95
- 18-24 Years Old 443
- 25-34 Years Old 245
- 35-44 Years Old 39
- 45-54 Years Old 15



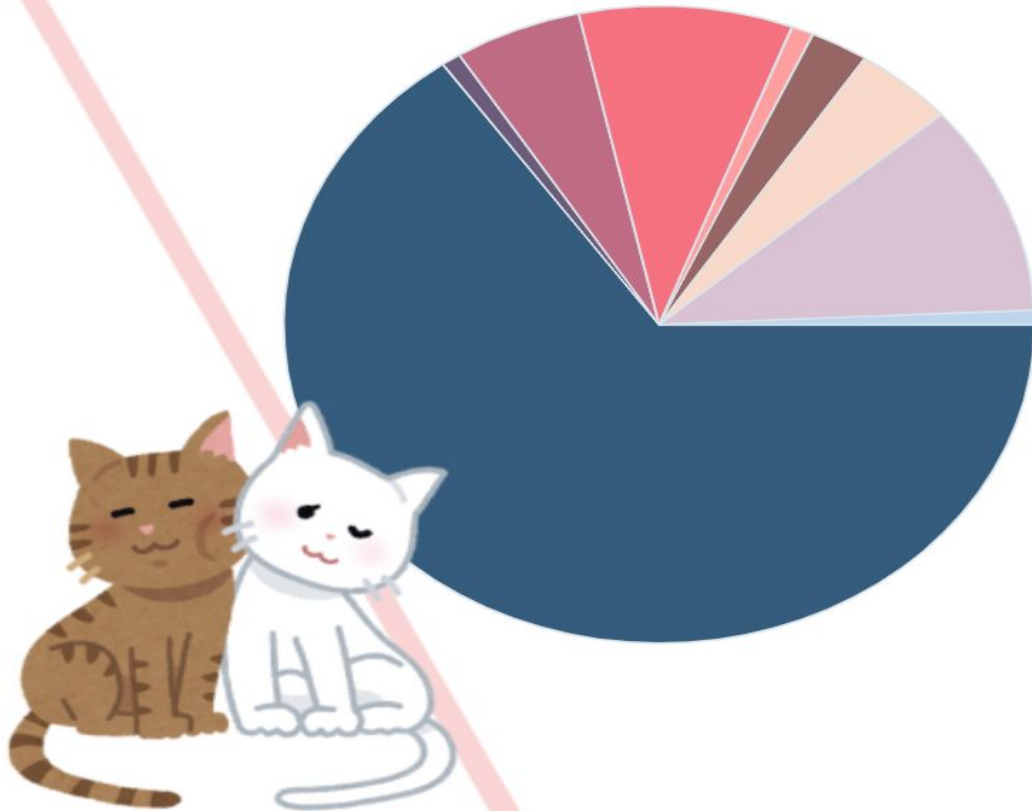


# What is their Gender?

| 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**



*Sekai ni wa Ai Shika Nai*

29 Fans  
3%

**2016**

*Silent Majority*

116 Fans  
14%



**2016**

*Futari Saison*

71 Fans  
8%



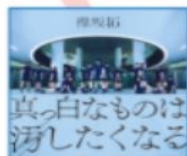
**2017**

*Fukyouwaon*

87 Fans  
10%







*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

2020

"Inactivity" - First  
Half of 2020

70 Fans  
8%



Dare ga Sono Kane  
wo Narasu no ka?

18 Fans  
2%

2020

2020

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

5 Fans  
1%



Sakurazaka46  
(Nobody's fault)

14 Fans  
2%

2020

# 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

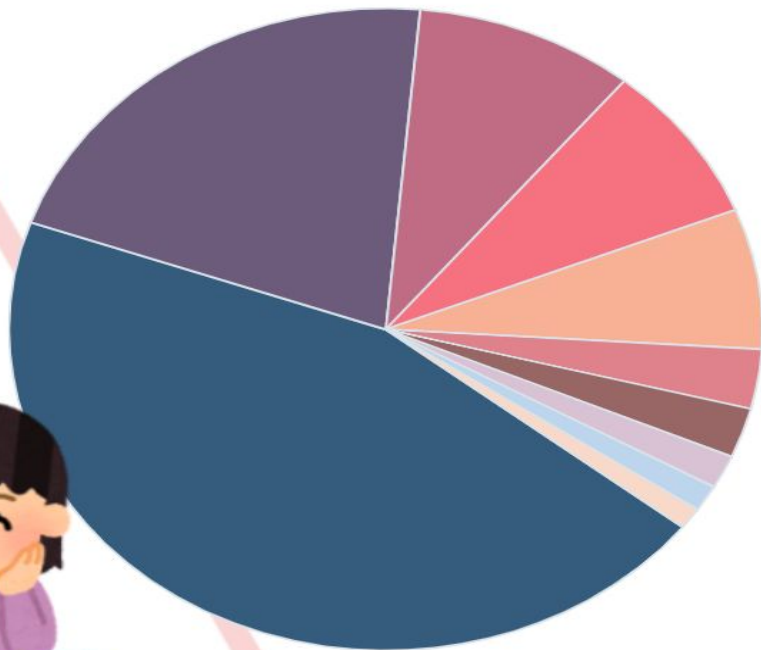


Sakurazaka46 - Nobody's Fault

05:24

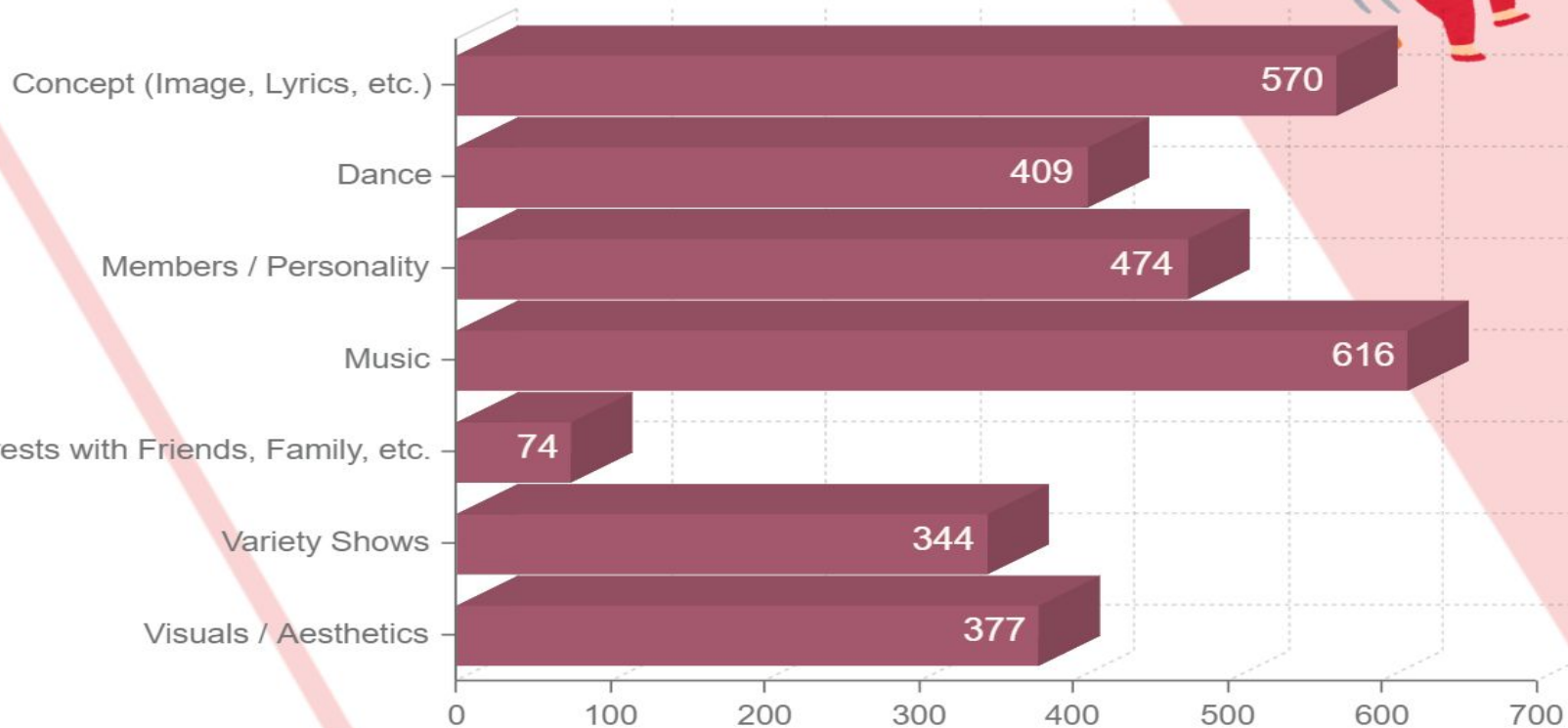


# First Exposure to Keyakizaka46/Sakurazaka46



|  |     |
|--|-----|
| Sister/Rival Groups:<br>Nogizaka46, AKB48,<br>etc. | 375 |
| Youtube Videos,<br>Recommendations                 | 176 |
| Social Media                                       | 79  |
| Friends, Co-Worker,<br>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?



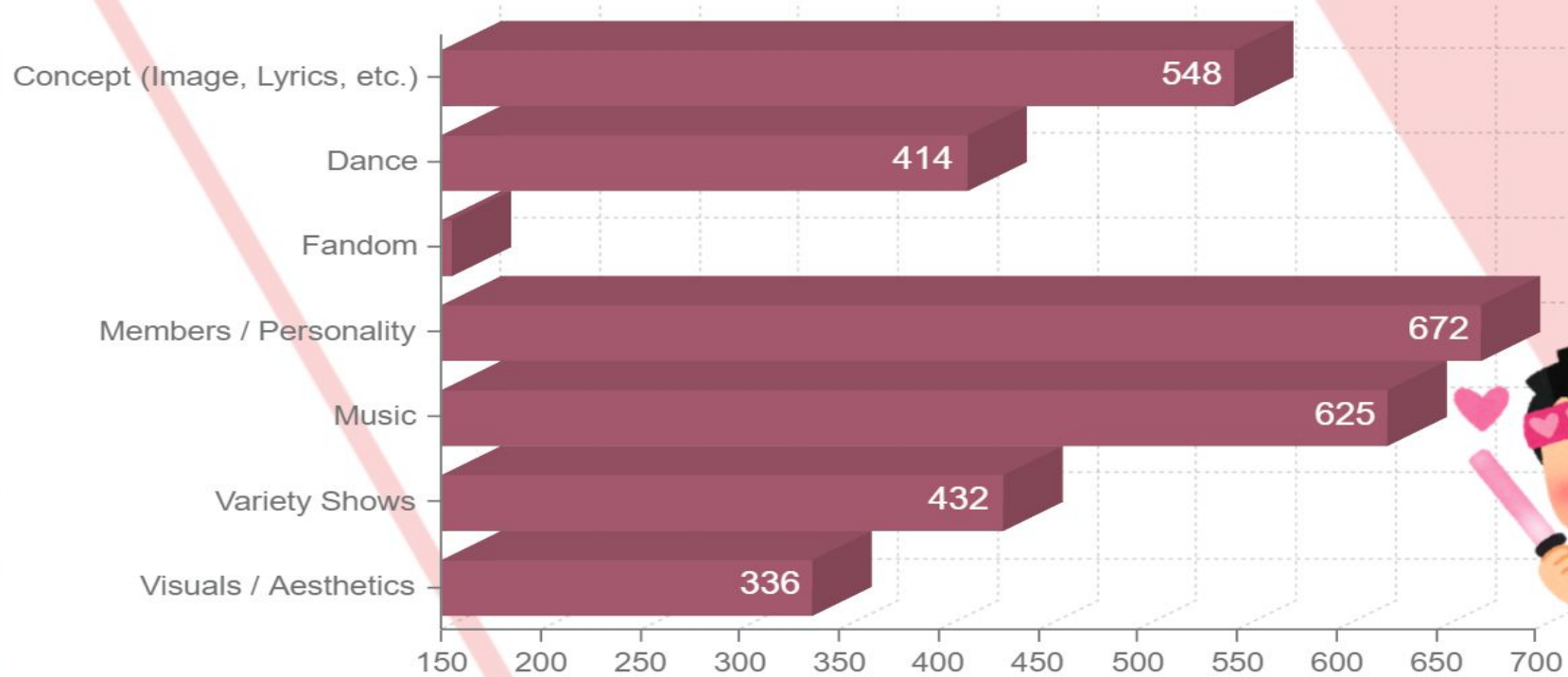
# What got you into Keyakizaka46/Sakurazaka46?

## 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?

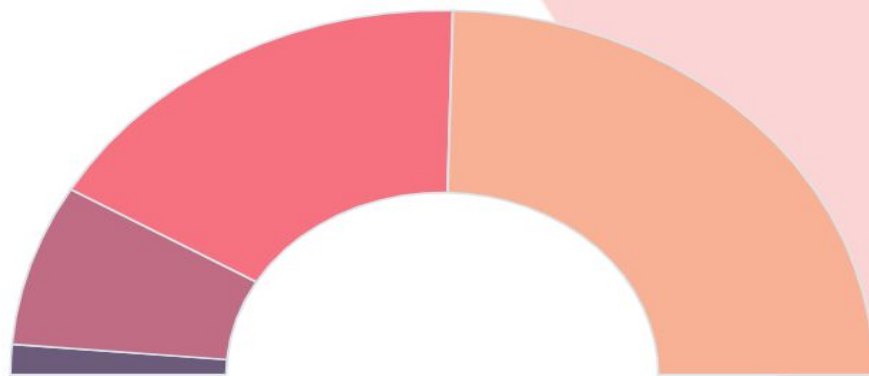
## **Notable Response:**

"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

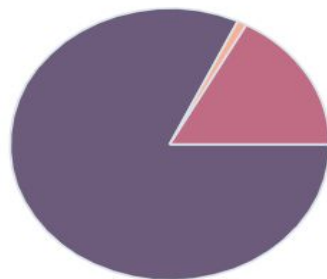




# FAN ENGAGEMENT

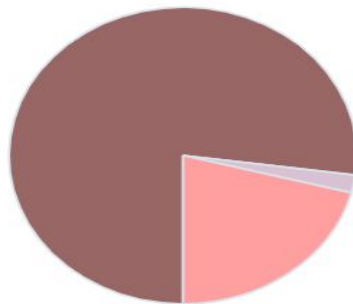
If Sakurazaka46 held a concert in your country, would you attend?

Yes 683  
No 8  
Maybe 142



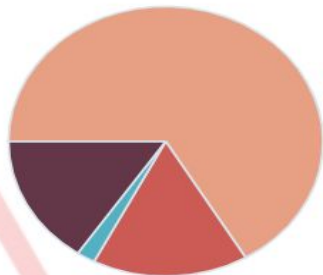
If Sakurazaka46 made live viewing available in your country, although limited would you buy a ticket and attend?

Yes 640  
No 16  
Maybe 174



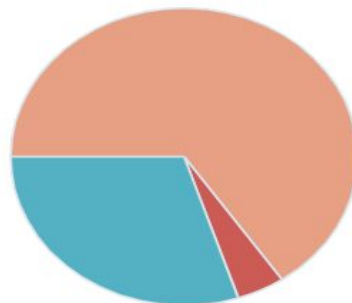
# FAN ENGAGEMENT

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



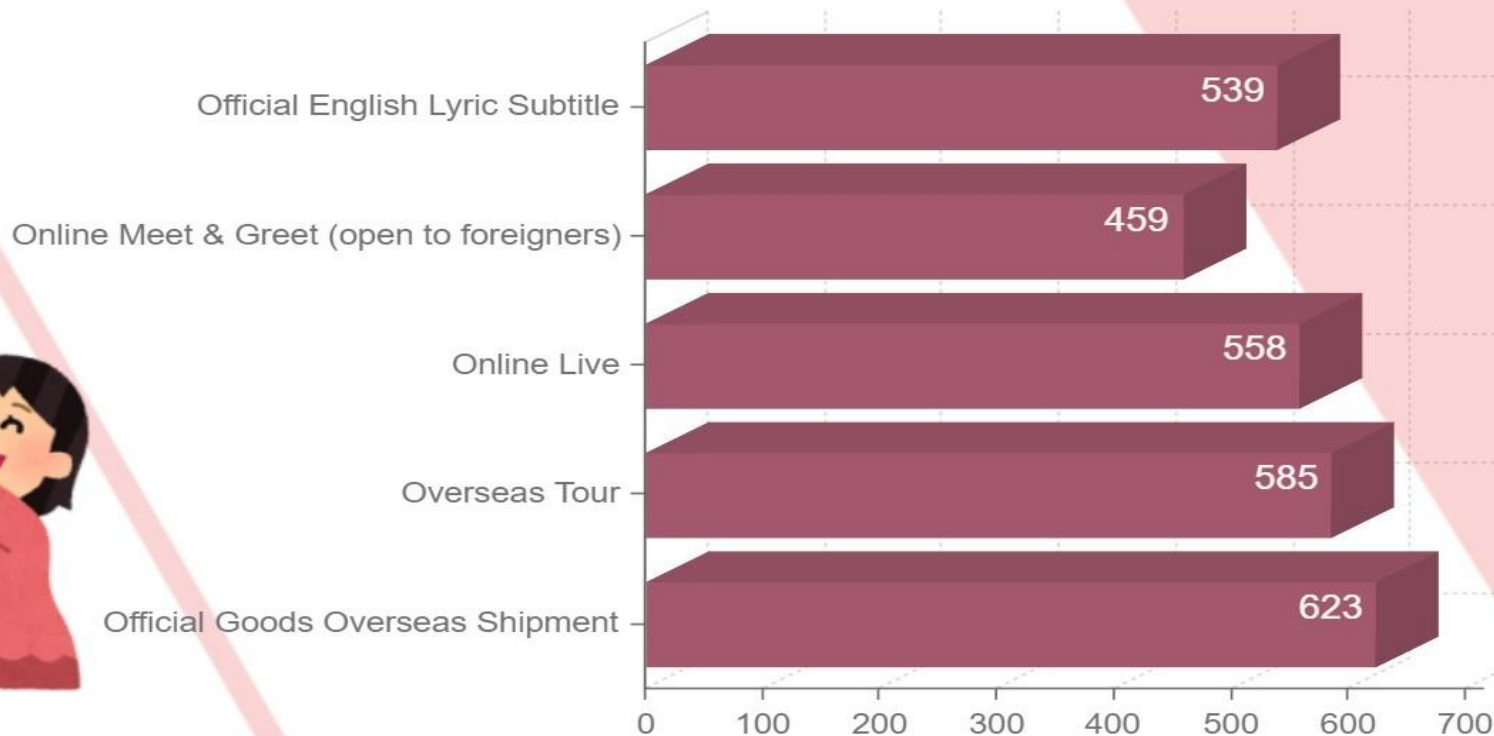
|                                  |     |
|----------------------------------|-----|
| Yes                              | 552 |
| Already purchase them regardless | 133 |
| No                               | 16  |
| Maybe                            | 129 |

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:**

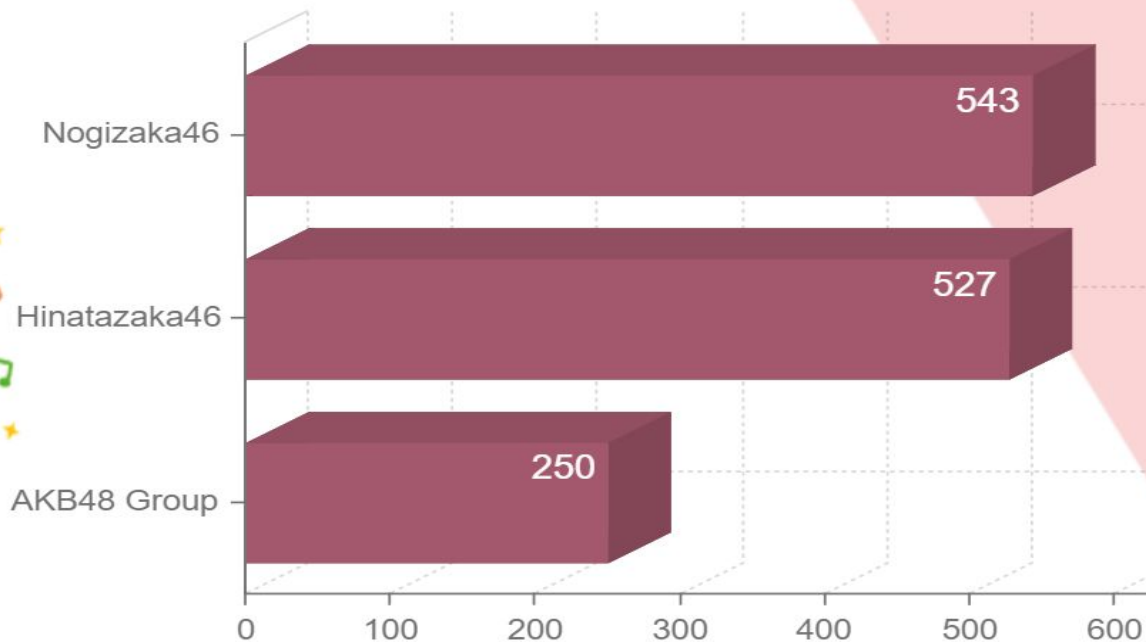
- Official English announcements & subtitles
- Removing region lock for MVs, apps, easier accessibility to mobile mail and fanclub
- Special Youtube content like dance practices, vlogs, TikTok, etc.



# What groups or soloists do you follow aside from Sakurazaka46?



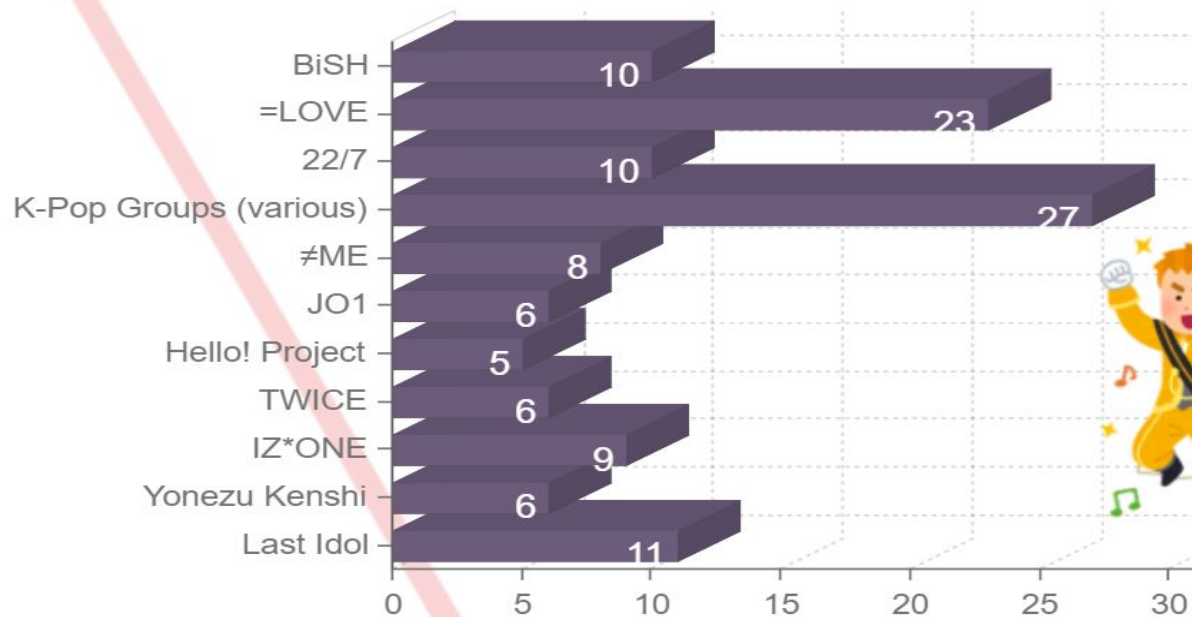
Given Responses





# What groups or soloists do you follow aside from Sakurazaka46?

## Fill-in Responses

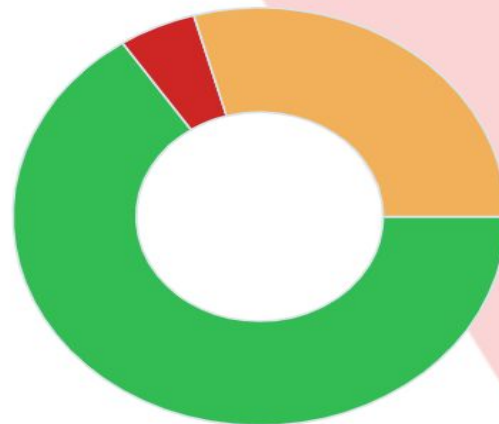


# PERSONAL OPINIONS

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

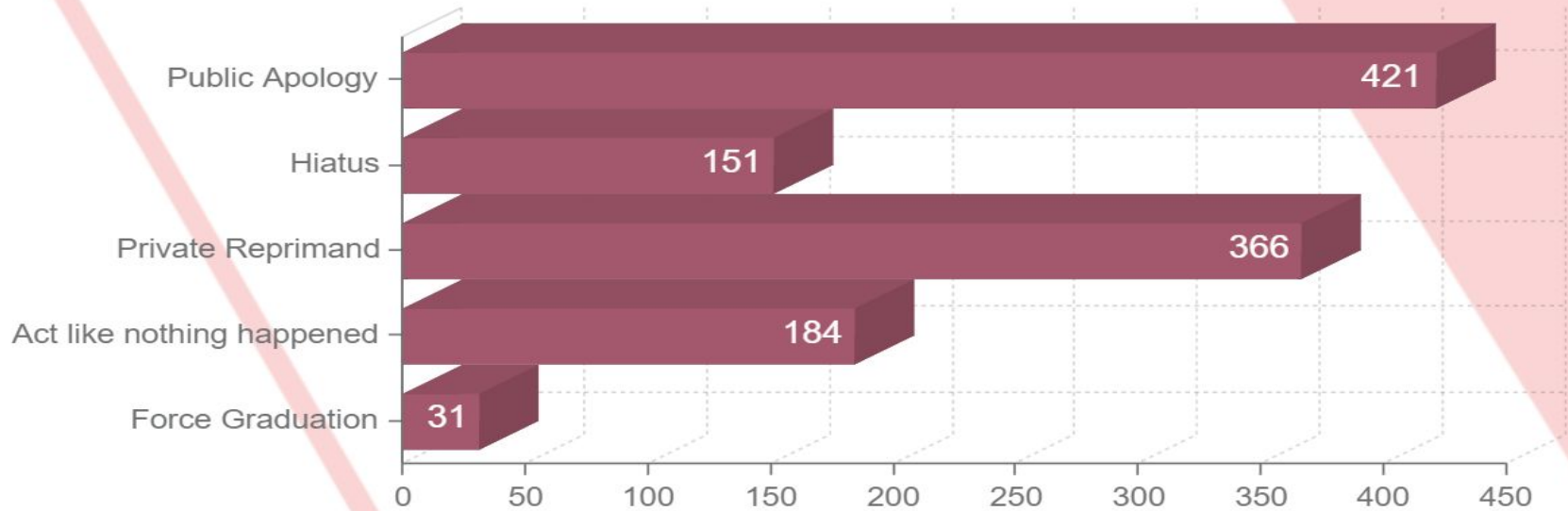


- Yes 544
- No 42
- Depends 243



# PERSONAL OPINIONS

How should management respond to scandals?



Thank you to those who participated!

