

September 17, 2021

September 2021 Survey of *Sei-katsu-sha* Concerning COVID-19

Degree of freedom of life in September is 51.9 points, the second lowest score so far
As new cases and patients with severe symptoms surged, anxieties and activity restriction rose again

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., conducted its "Survey of *Sei-katsu-sha* Concerning COVID-19" in September 2021 to understand *sei-katsu-sha*'s¹ attitudes and behaviors during the coronavirus pandemic. The survey was conducted September 2–6, 2021 in the Greater Tokyo (Tokyo, Kanagawa, Chiba, Saitama and Ibaraki Prefectures), Greater Nagoya (Aichi, Mie and Gifu Prefectures) and Hanshin (Osaka, Kyoto, Hyogo and Nara Prefectures) areas, targeting 1,500 males and females aged 20–69. See p. 8 for the survey outline.

Conditions prior to the survey: New cases rose sharply in August nationwide. From August 8, Pre-emergency Measures to Prevent the Spread of COVID-19 were expanded to eight prefectures, including Aichi Prefecture. On August 13, Tokyo recorded 5,773 new cases, as new cases exceeded 20,000 nationwide for the first time. The country recorded over 25,000 new cases on August 19. The Tokyo Paralympics opened on August 24, and states of emergency were expanded to 21 prefectures and Pre-emergency Measures to 12 prefectures (August 27–September 12) the next day. In late August, while new cases had begun to fall, new cases among children and young people were soaring. This survey was conducted at a time when patients with severe symptoms were increasing almost every day and the news was continuously reporting sharply rising numbers of patients recuperating at home and pressure on the medical system.

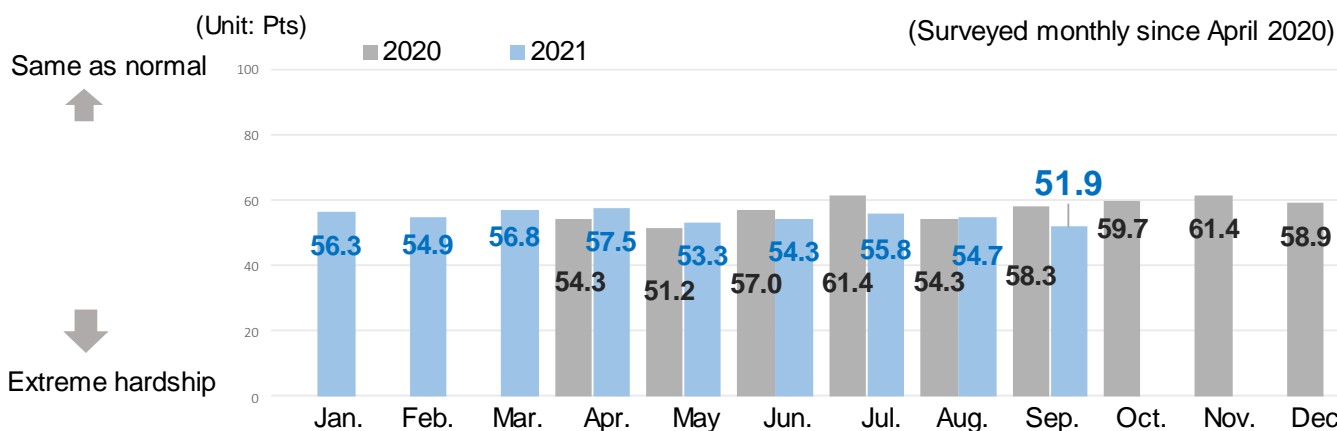
Degree of freedom of life under the influence of COVID-19

September 2021: 51.9 pts

Down 2.8 pts vs. last month

Down 6.4 pts vs. the same month last year

When we asked respondents how they would rate the degree of freedom of their lives if their normal lives prior to the spread of COVID-19 rated 100 points, the score for September 2021 was 51.9 points. The score was down 2.8 points vs. the previous month, declining for the second straight month, and down 6.4 points vs. the same month last year. This was the lowest score in 2021, and the second lowest since the survey began, following the May 2020 score.



While values have been calculated to two decimal places in the survey, figures have been rounded to the nearest tenth in this article. Any discrepancies are due to rounding.

¹ "*Sei-katsu-sha*" is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

Attitudes and behavior under the influence of COVID-19

Degree of anxiety: Nearly all scores up vs. last month. Changes in my interpersonal relationships (48.9%, up 4.6 points), The situation abroad (66.9%, up 3.9 points) stand out. **Degree of activity restriction:** All scores up, including Nonessential and nonurgent shopping (77.0%, up 5.4 points), Nonessential and nonurgent trips (85.3%, up 4.6 points). **Degree of activity implementation:** Infection- and crowded place-avoiding behaviors rose, including Use stores and facilities that take stringent anti-infection measures (63.2%, up 7.3 points), Avoid shopping at crowded times and/or reduce frequency of shopping (67.8%, up 5.9 points), Exercise outside where people don't gather (41.6%, up 5.3%).

		Response rate Agree + Somewhat agree	Change vs. last month	Change vs. same month last year
Degree of anxiety Anxieties they feel	Changes in my interpersonal relationships	48.9%	+4.6 pts	+1.9 pts
	The situation abroad	66.9%	+3.9 pts	-4.1 pts
	My and my family's health	70.8%	+2.1 pts	+1.5 pts
Degree of activity restriction Behaviors they refrain from	Nonessential and nonurgent shopping	77.0%	+5.4 pts	+2.6 pts
	Nonessential and nonurgent trips	83.5%	+4.6 pts	+1.1 pts
	Shaking hands, hugging and otherwise touching others	84.4%	+4.5 pts	+3.8 pts
Degree of activity implementation Behaviors they implement	Use stores and facilities that take stringent anti-infection measures	63.2%	+7.3 pts	N/A
	Avoid shopping at crowded times and/or reduce frequency of shopping	67.8%	+5.9 pts	N/A
	Exercise outside where people don't gather	41.6%	+5.3 pts	+3.9 pts

Degree of freedom of life under the influence of COVID-19

Degree of freedom of life is 51.9 points in September, down for the second straight month. Marks the second lowest score, following last May's 51.2 points during the first state of emergency

New cases soared in August, and Tokyo recorded over 5,000 cases and the country over 25,000 cases in a day. On August 25, states of emergency were expanded to 21 prefectures, and Pre-Measures expanded to 12 prefectures (August 27–September 12). Late in the month, while new case numbers had begun to fall, cases among young people were increasing and concerns about the start of the new school and university terms came to a head. Patients with severe symptoms were also increasing almost daily, and the number of patients recuperating at home also soared, a grave situation that was reported daily in the media. The Degree of freedom of life score tumbled amidst this, marking 6.4 points lower than the same month the previous year (58.3 points).

People more concerned about becoming infected coexist with people used to the situation and actively doing things. One respondent mentioned feeling “stressed by the way I interact with others”

Among those who gave high Degree of freedom of life scores, while some rated the home-based life (more time to enjoy their hobbies and families; fewer pointless interactions), others did not feel inconvenienced and were undertaking activities involving going out. An older respondent said, “I’ve been vaccinated, so I think the risk of it becoming serious is small.”

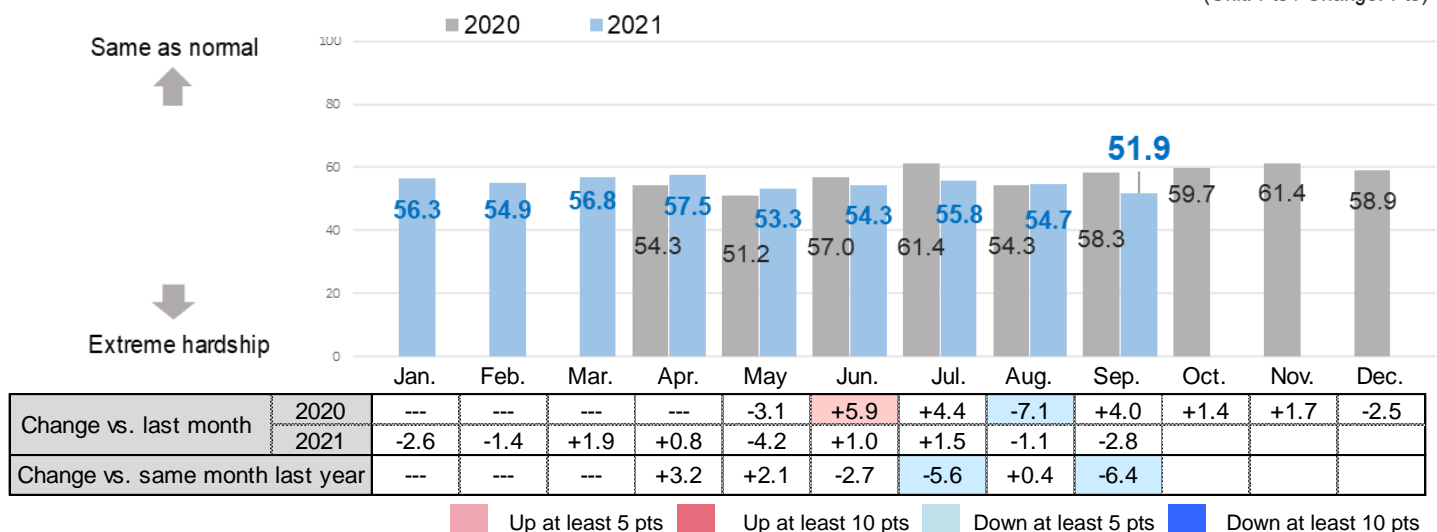
Among those who gave medium scores, while some were feeling their stress levels rising because “Two years is already too long,” or concerned about the impact of restrictions on their children, others were no longer restricting their behaviors, having grown used to the situation.

Among those who gave low Degree of freedom of life scores, many mentioned fears of becoming infected, including one who said, “I’m afraid of trains and buses.” We also received a slew of different concerns: anxieties about being pregnant, concerns about children becoming infected, and the threat of new variants, among others. There were also comments about the stress of interacting with others due to differences in attitudes and behavior related to becoming infected.

(Unit: Pts)

■ Degree of freedom of life

(Unit: Pts / Change: Pts)



While values have been calculated to two decimal places in the survey, figures have been rounded to the nearest tenth in this article. Any discrepancies are due to rounding.

■ Reason for Degree of freedom of life score (Selected responses)

Degree of freedom of life	High (61 pts or higher)	Because due to teleworking, I'm not exhausted by relationships with others and am enjoying my hobbies at home.	95 pts	Female, 56, Tokyo
		I'm the indoors type anyway and have interests I can do on my own, so I'm not particularly bothered. With fewer pointless interactions with others, some things are actually easier.	90 pts	Female, 28, Osaka Pref.
		Because I've been double vaccinated, and even if it's not an absolute guarantee, even if I become infected, I think the risk of it becoming serious is small.	70 pts	Female, 65, Osaka Pref.
		Sometimes I can't release the stress of work because I can't eat out or go to an izakaya and have fun with friends and colleagues due to the pandemic, but I can appreciate time with my family and am happy.	70 pts	Male, 32, Chiba Pref.
		Only shops and restaurants being closed, having to wear a mask while there, and places being closed or requiring a booking when I feel like going there. I'm actively not shutting myself up at home, and if you do a bit of research in advance, it's not so inconvenient. But masks are a pain.	70 pts	Female, 33, Aichi Pref.
	Medium (41–60 pts)	I would have given about 30 or 40 points before, but having gradually got used to things, I'm now doing things I want to do bit by bit, and no longer restrict things.	60 pts	Male, 52, Gifu Pref.
		I'm used to things now compared to when the first and second states of emergency were declared and I'm not as concerned when shopping for everyday necessities as I was before, so I'm not so inconvenienced.	50 pts	Female, 42, Kanagawa Pref.
		I have more things I have to do at work and at home, but since I have no opportunities to meet friends or go out as a family, I have no way to release the stress. Two years is already too long and, with no end in sight, my stress level is rising.	50 pts	Female, 45, Osaka Pref.
		My child's events have dropped precipitously. They're in their last year at kindergarten so this would be their last sports day, but they reduced the sports day events, which was a shame because I was looking forward to it. Events I wanted to go to have also been canceled.	50 pts	Female, 24, Osaka Pref.
		I'm no longer able to travel or meet at friends' houses with my child. I feel like I'm stressing my child, in particular.	50 pts	Female, 45, Tokyo
	Low (40 pts or lower)	I gave this score because I already feel restricted working out the least crowded times just to go shopping, among other things, and it's possible that the even stronger lambda and mu variants will spread in the future.	30 pts	Male, 64, Gifu Pref.
		Because I can't travel domestically and internationally as I like to. Plus, COVID-19 has been going on from when my child was one. She's three now and I've not been able to create any memories with her.	20 pts	Female, 29, Hyogo Pref.
		It's hard to interact with others. It's fine if they are taking it seriously, too, but if they are blasé about COVID-19, it's stressful to deal with them. I just think: even people who are being careful can get it—and wish they'd be more mindful.	20 pts	Female, 43, Osaka Pref.
		Because with masked births, restrictions on having the father with you when you give birth and the difficulty of getting a doctor to see you if anything goes wrong, I think things are dire for pregnant women.	10 pts	Female, 34, Mie Pref.
		I don't go anywhere. I'm scared of trains and buses.	5 pts	Female, 49, Tokyo

Attitudes and behaviors under COVID-19 (current) and behaviors once COVID-19 subsides (intention)

Degree of anxiety: Nearly all scores up vs. last month. Compared to the same month last year, some scores rise and others fall

In change vs. last month, increases in anxiety stood out: Changes in my interpersonal relationships (48.9%, up 4.6 points), The situation abroad (66.9%, up 3.9 points).

In change vs. the same month last year, anxieties such as The government's response (79.0%, up 5.9 points) rose, while anxieties such as Economic stagnation (76.5%, down 4.6 points) fell.

Degree of activity restriction: All scores up vs. last month. Scores for all items also up in change vs. the same month last year

Scores for all items, including Nonessential and nonurgent shopping (77.0%, up 5.4 points), Nonessential and nonurgent trips (83.5%, up 4.6 points), rose vs. last month.

Degree of activity implementation: Scores for stringent anti-infection measures, crowd-avoiding behaviors, and indoor activities rise vs. last month

In order of score increase, items that rose include, Use stores and facilities that take stringent anti-infection measures (63.2%, up 7.3 points), Avoid shopping at crowded times and/or reduce frequency of shopping (67.8%, up 5.9 points), Exercise outside where people don't gather (41.6%, up 5.3 points), Buy slightly better things than normal (30.0%, up 4.8 points), and Cook myself as much as possible (61.1%, up 4.6 points).

Behaviors that respondents gave higher intention scores than current scores: Enjoy leisure activities outdoors where people don't gather (+11.6 points) and Invest (+8.7 points), among others.

Behaviors that respondents gave lower intention scores than current scores: Enjoy pastimes I can do at home (-14.4 points) and Consistently wear a mask, wash my hands and take other precautions against infection (-11.0 points), among others.

■ Lifestyle attitudes and behaviors

(Unit: % / Change: Pts)

Degree of anxiety	Current: Anxieties they feel				
	Jul. 2021 survey	Aug. 2021 survey	Sep. 2021 survey	Change vs. last month	Change vs. same month last year
The government's response	76.7	77.1	79.0	+1.9	+5.9
Economic stagnation	74.3	74.6	76.5	+1.9	-4.6
My and my family's health	66.7	68.7	70.8	+2.1	+1.5
The situation abroad	64.1	63.0	66.9	+3.9	-4.1
The lack and uncertainty of information	65.2	65.7	66.4	+0.7	-0.2
My and my family's jobs and income	55.7	60.9	57.3	-3.6	-3.8
Changes in my interpersonal relationships	43.9	44.3	48.9	+4.6	+1.9

(Unit: % / Change: Pts)

Degree of activity restriction	Current: Behaviors they refrain from					Intention: Behaviors they intend to refrain from after COVID-19 subsides					Intention vs. Current (Most recent month)
	Jul. 2021 survey	Aug. 2021 survey	Sep. 2021 survey	Change vs. last month	Change vs. same month last year	Jul. 2021 survey	Aug. 2021 survey	Sep. 2021 survey	Change vs. last month	Change vs. same month last year	
Travel and leisure activities	84.5	82.3	85.7	+3.4	+2.2	48.2	51.9	50.3	-1.6	-1.7	-35.4
Shaking hands, hugging and otherwise touching others	80.1	79.9	84.4	+4.5	+3.8	60.9	63.3	65.4	+2.1	+0.8	-19.0
Nonessential and nonurgent trips	81.1	78.9	83.5	+4.6	+1.0	54.9	59.3	58.1	-1.2	-1.7	-25.4
Experiential entertainment (gigs, theater, movies, etc.)	78.9	77.9	82.0	+4.1	+2.2	49.6	51.9	53.5	+1.6	-0.8	-28.5
Meeting friends and socializing	79.8	80.7	81.9	+1.2	+1.8	48.8	54.4	52.9	-1.5	+1.3	-29.0
Eating out	74.8	75.1	78.7	+3.6	+3.0	47.3	52.2	50.8	-1.4	+0.9	-27.9
Nonessential and nonurgent shopping	71.0	71.6	77.0	+5.4	+2.6	51.7	55.9	56.1	+0.2	-1.8	-20.9

(Unit: % / Change: Pts)

Degree of activity implementation	Current: Behaviors they implement					Intention: Behaviors they intend to implement after COVID-19 subsides					Intention vs. Current (Most recent month)
	Jul. 2021 survey	Aug. 2021 survey	Sep. 2021 survey	Change vs. last month	Change vs. same month last year	Jul. 2021 survey	Aug. 2021 survey	Sep. 2021 survey	Change vs. last month	Change vs. same month last year	
Consistently wear a mask, wash my hands and take other precautions against infection	92.9	91.4	93.4	+2.0	+0.6	80.7	83.1	82.4	-0.7	-0.8	-11.0
Make sure to get sufficient exercise, nutrition and sleep	73.7	73.9	78.2	+4.3	+3.2	82.0	80.1	83.1	+3.0	-0.9	+4.9
Enjoy pastimes I can do at home	70.3	70.6	74.4	+3.8	+4.4	54.1	57.5	60.0	+2.5	+3.4	-14.4
Keep a stock of anti-infection products and everyday necessities	67.8	68.5	71.2	+2.7	+2.9	67.3	67.8	70.7	+2.9	-0.3	-0.5
Avoid shopping at crowded times and/or reduce frequency of shopping	60.0	61.9	67.8	+5.9	---	53.1	56.6	58.4	+1.8	---	-9.4
Use cashless payment options as much as possible	63.6	64.0	65.3	+1.3	+2.1	67.1	69.1	68.5	-0.6	+2.9	+3.2
Use stores and facilities that take stringent anti-infection measures	58.0	55.9	63.2	+7.3	---	57.3	57.2	58.5	+1.3	---	-4.7
Cook myself as much as possible	58.6	56.5	61.1	+4.6	+6.1	64.0	63.9	64.7	+0.8	+3.0	+3.6
Drive to places	52.5	49.1	53.7	+4.6	+3.4	47.3	48.8	49.6	+0.8	+2.5	-4.1
Play video games on my smartphone, computer, etc.	46.6	50.0	52.7	+2.7	+5.0	45.2	49.3	49.4	+0.1	+2.9	-3.3
Use net shopping and food delivery services	47.9	47.5	51.1	+3.6	+7.0	42.8	45.6	47.2	+1.6	+4.5	-3.9
Use video, music and other streaming services	49.0	48.1	49.9	+1.8	+4.8	50.4	50.8	51.5	+0.7	+2.8	+1.6
Do exercises I can do at home	44.6	44.6	46.5	+1.9	+1.7	48.9	50.7	51.3	+0.6	-0.4	+4.8

Enjoy leisure activities outdoors where people don't gather	40.9	39.9	42.5	+2.6	+3.6	51.2	51.5	54.1	+2.6	+2.4	+11.6
Read and post on social media	40.5	39.2	41.7	+2.5	+4.2	45.9	46.7	47.5	+0.8	+2.8	+5.8
Exercise outside where people don't gather	40.5	36.3	41.6	+5.3	+3.9	44.7	45.4	47.8	+2.4	+1.0	+6.2
Commute to work/school during off-peak hours as much as possible	36.5	37.7	38.5	+0.8	+3.4	36.9	40.1	39.5	-0.6	+0.1	+1.0
Telework (work from home) as much as possible [Those with jobs*]	31.1	31.3	32.0	+0.7	+3.3	30.5	32.4	31.4	-1.0	+2.7	-0.6
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	31.6	31.5	31.3	-0.2	+3.3	36.6	35.7	38.1	+2.4	+1.8	+6.8
Buy slightly better things than normal	27.3	25.2	30.0	+4.8	+4.3	30.8	32.1	32.9	+0.8	+3.3	+2.9
Second job (incl. considering one)	29.0	30.9	29.5	-1.4	+3.2	30.9	33.5	31.3	-2.2	+1.9	+1.8
Invest	27.8	28.5	28.3	-0.2	+7.2	35.7	37.5	37.0	-0.5	+6.8	+8.7
Make things by hand (handcrafts, home improvements, DIY, etc.)	27.8	26.7	26.8	+0.1	+1.2	32.7	34.4	34.9	+0.5	+2.4	+8.1
Buy things on flea market apps and net auctions	24.7	23.3	25.6	+2.3	+4.9	28.5	29.3	29.3	±0	+2.5	+3.7
Post and sell things on flea market apps and net auctions	24.1	23.3	25.1	+1.8	+3.9	26.5	28.0	28.2	+0.2	+2.0	+3.1
Get a job, change jobs or start a business (incl. considering these)	22.9	23.1	22.0	-1.1	+0.2	24.9	27.1	26.5	-0.6	+1.2	+4.5
Study online	17.5	18.7	20.7	+2.0	+3.2	22.4	24.2	25.5	+1.3	+1.4	+4.8
Participate in online drinking parties and dinners	17.9	17.8	19.9	+2.1	+2.1	17.8	18.8	19.5	+0.7	+0.1	-0.4
Support businesses and organizations	18.5	19.1	19.7	+0.6	+0.7	23.7	23.8	23.8	±0	+0.7	+4.1
Move homes, carry out home improvements, live in multiple locations (incl. considering these)	16.8	16.9	17.1	+0.2	---	19.6	22.6	22.7	+0.1	---	+5.6

* Those with jobs: July: n=1,078 August n=1,073 September n=1,072

Up at least 5 pts
 Up at least 10 pts
 Down at least 5 pts
 Down at least 10 pts

Survey of *Sei-katsu-sha* Concerning COVID-19: Survey outline

■ Question items (question text)

Degree of freedom of life under the influence of COVID-19

If your normal life prior to the spread of COVID-19 rates 100 points, and extreme hardship due to the spread of the virus rates 0, how would you rate the degree of freedom of your current life? (Give a figure from 0–100)
Also give the reason(s) for your rating. (Free response)

Attitudes and behavior under the influence of COVID-19 (Current)

Below is a series of opinions given as a result of the outbreak of COVID-19.

For each, select the opinion that best matches your feelings and/or behavior. (Single response: Agree, Somewhat agree, Somewhat disagree, Disagree)

Behavior after COVID-19 subsides (Intention)

Will you engage in the following behaviors in the future even if concerns about becoming infected with COVID-19 have subsided?

For each, select the option that best matches your intentions. (Single response: Think I will, Think I will sometimes, Think I won't much, Think I won't)

- Territories: (1) Greater Tokyo (40 km radius) (Tokyo, Kanagawa, Chiba, Saitama, Ibaraki Prefectures)
(2) Greater Nagoya (40 km radius) (Aichi, Mie, Gifu Prefectures)
(3) Hanshin (30 km radius) (Osaka, Kyoto, Hyogo, Nara Prefectures)
- Respondents: Males and females aged 20–69
- Target allocations: 500 respondents per territory, allocated based on the population demographics (gender/age group) of the territory
- Sample sizes: 1,500 per survey

April 2020–March 2021

	20–29	30–39	40–49	50–59	60–69	Total
Males	122	145	190	161	137	755
Females	119	141	185	158	142	745
Total	241	286	375	319	279	1,500

From April 2021

(People)

	20–29	30–39	40–49	50–59	60–69	Total
Males	122	143	187	169	136	757
Females	118	139	183	164	139	743
Total	240	282	370	333	275	1,500

- Survey method: Internet survey
- Survey period: September 2 (Thu)–6 (Mon), 2021
(Survey conducted at the beginning of each month since March 2020)
- Planning/Analysis: Hakuodo Institute of Life and Living
- Conducted by: H. M. Marketing Research, Inc.

Reference:

Major developments in society during the survey periods

COVID-19 infection number sources: Website of the Ministry of Health, Labour and Welfare of Japan (as of September 14; including severe case numbers), website of the Tokyo Metropolitan Government (as of September 14)

2020

- April: States of emergency declared for seven prefectures (until May 6)
States of emergency expanded nationwide
- May: States of emergency lifted (first in 39 prefectures, then in Osaka, Hyogo and Kyoto Prefectures)
States of emergency lifted in all 47 prefectures, including Tokyo, Kanagawa, Chiba, Saitama and Hokkaido
- June: Tokyo Alert system for signaling warning information commences operation
- September: Bookings for the Go To Travel campaign commence in Tokyo
- October: Bookings for the Go To Eat campaign commence
- November: The Prime Minister announces temporary suspension of the Go To Travel campaign
(Bookings for areas where the coronavirus was surging)
Suspension of the Go To Eat campaign in 10 prefectures, including Tokyo and Osaka Prefecture
- December: Go To Travel campaign suspended (first in Tokyo, then nationwide)

2021

January:	States of emergency declared for Tokyo, Kanagawa, Chiba and Saitama, then expanded to 11 prefectures
February:	Decision made to extend the states of emergency until March 7
March:	States of emergency lifted in Osaka, Hyogo and Kyoto Prefectures, then in Tokyo, Kanagawa, Chiba and Saitama
April:	Application of Pre-emergency Measures to Prevent the Spread of COVID-19 gradually expanded Third states of emergency declared for Tokyo, Osaka, Hyogo and Kyoto Prefectures
May:	States of emergency continued, extended or expanded (Aichi, Fukuoka Prefectures added) Vaccination of the elderly continues, large-scale vaccination sites open (Tokyo, Osaka)
June:	All states of emergency lifted, except in Okinawa Prefecture Hokkaido, Tokyo, Aichi, Kyoto, Osaka, Hyogo and Fukuoka Prefectures shift to Pre-emergency Measures Pre-emergency Measures continue in Chiba, Saitama and Kanagawa Prefectures
July 12	Fourth state of emergency declared for Tokyo, state of emergency in Okinawa extended (until August 22)
July 23	Tokyo Olympic Games open. They are held without spectators
July 29	Decision made to extend existing states of emergency and expand them to Saitama, Chiba, Kanagawa and Osaka Prefectures Pre-emergency Measures applied in Hokkaido, Ishikawa, Kyoto, Hyogo and Fukuoka Prefectures (until August 31)

Developments at the time of this survey, in detail

August 5	Decision made to extend the Pre-emergency Measures (to eight more prefectures for a total of 13 prefectures. From August 8)
August 13	Tokyo records a record 5,773 new cases and the nationwide daily tally exceeds 20,000 for the first time
August 18	Forty prefectures record Stage 4 (explosive growth in infections) new case numbers in the previous seven-day period
August 19	A newborn dies after a pregnant patient gives birth at home after being unable to find a hospital that would admit her Japan records 25,140 new cases, topping 25,000 for the first time
August 24	Tokyo Paralympic Games open. They are held without general spectators
August 25	States of emergency and Pre-emergency Measures expanded to 21 and 12 prefectures, respectively (both August 27–September 12) Prime Minister Suga says, "I'm not considering closing schools nationwide" in response to the spread of infection among children
August 27	Young people flock to a COVID-19 vaccination site for their age group in Shibuya-ku, Tokyo
August 30	Japan records 2,110 patients with severe symptoms, marking the 19th consecutive daily record
September 1	Japan records 135,000 patients recuperating at home (source: Ministry of Health, Labour and Welfare of Japan)
September 3	Japan records a new record 2,223 patients with severe symptoms

Notes:

This survey will be conducted regularly for the time being. (The survey content may be changed depending on changes in circumstances)

Previous news releases (from the April 2020 release) can be found at the URL below.

<https://www.hakuhodo-global.com/news>

■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, Hakuhodo is the world's third largest advertising agency according to *Ad Age's* "Agency Report 2021." The company is the core agency of the Hakuhodo DY Group.

Sei-katsu-sha insight is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *sei-katsu-sha* insight as its cornerstone, Hakuhodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the completely digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuhodo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: www.hakuhodo-global.com

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