

October 20, 2021

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

Immediately after the states of emergency were lifted, October's Degree of freedom of life rises significantly to 57.2 points, the second highest score this year

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., in October 2021 conducted its "Survey of *Sei-katsu-sha* Concerning COVID-19" to understand *sei-katsu-sha*'s¹ attitudes and behaviors during the coronavirus pandemic. The survey was conducted October 1–4 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: Nationwide new cases trended significantly lower in September, dropping to the 3,000 range for the first time in two months on September 13. In mid-September, the double vaccination rate reached 50% of the entire population. New cases continued to drop thereafter, marking 1,541 on September 30. The number of severe cases also dropped below 1,000 nationwide on September 28. On October 2, there were 196 new cases in Tokyo, marking the 41st consecutive day that new cases were lower than the same day the previous week. States of emergency (19 prefectures) and Pre-emergency Measures to Prevent the Spread of COVID-19 (8 prefectures), which had been extended until September 30, were lifted completely as scheduled. This survey was conducted after these were lifted and footfall was beginning to increase.

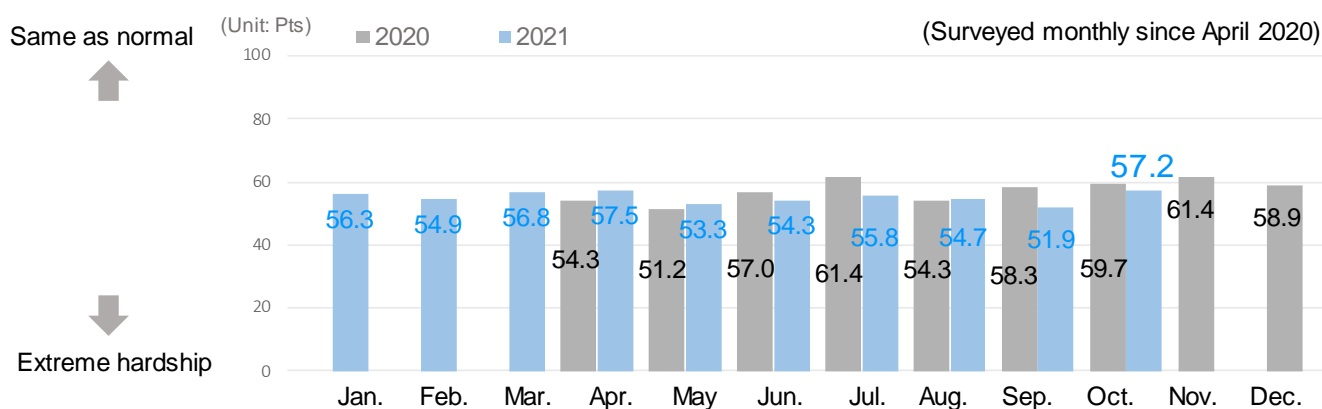
Degree of freedom of life under the influence of COVID-19

October 2021: 57.2 pts

Up 5.3 pts vs. last month

Down 2.5 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 October 2021 was 57.2 points. A major increase of +5.3 points on the previous month's year-low score, this turnaround resulted in the second highest score this year. The score was 2.5 points lower than the same month last year.



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: All scores down on last month. The situation abroad (57.5%, down 9.4 points), The government's response (70.2%, down 8.8 points) stood out. **Degree of activity restriction:** All scores also down. Shaking hands, hugging and otherwise touching others (77.8%, down 6.6 points), Experiential entertainment (gigs, theater, movies, etc.) (76.2%, down 5.8 points), among others. **Degree of activity implementation:** Scores for items such as Use stores and facilities that take stringent anti-infection measures (55.9%, down 7.3 points), Avoid shopping at crowded times and/or reduce frequency of shopping (60.6%, down 7.2 points), Drive to places (47.2%, down 6.5%) dropped. *Sei-katsu-sha's* behavior seems to be changing from the generally restrictive bearing seen until last month.

		Response rate Agree + Somewhat agree	Change vs. last month	Change vs. same month last year
Degree of anxiety Anxieties they feel	The situation abroad	57.5%	-9.4 pts	-10.9pts
	The government's response	70.2%	-8.8 pts	+1.0 pts
	The lack and uncertainty of information	57.7%	-8.7 pts	-3.8 pts
Degree of activity restriction Behaviors they refrain from	Shaking hands, hugging and otherwise touching others	77.8%	-6.6 pts	-0.1 pts
	Experiential entertainment (gigs, theater, movies, etc.)	76.2%	-5.8 pts	+0.1 pts
	Nonessential and nonurgent shopping	71.8%	-5.2 pts	+4.8 pts
Degree of activity implementation Behaviors they implement	Use stores and facilities that take stringent anti-infection measures	55.9%	-7.3 pts	N/A
	Avoid shopping at crowded times and/or reduce frequency of shopping	60.6%	-7.2 pts	N/A
	Drive to places	47.2%	-6.5 pts	-0.7 pts

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

Surveyed immediately after the states of emergency were lifted, October's Degree of freedom of life jumped significantly to 57.2 points. It was the second highest score this year, following April's 57.5 points

New cases and patients with severe symptoms both dropped significantly in September and, with the rate of double vaccination reaching 50% of the entire population in mid-September, the numbers continued to fall thereafter. The states of emergency (19 prefectures) and Pre-emergency Measures (8 prefectures), which had been extended to September 30, were both lifted at the end of the month as scheduled, and it was against this backdrop that the Degree of freedom of life score underwent a major turnaround.

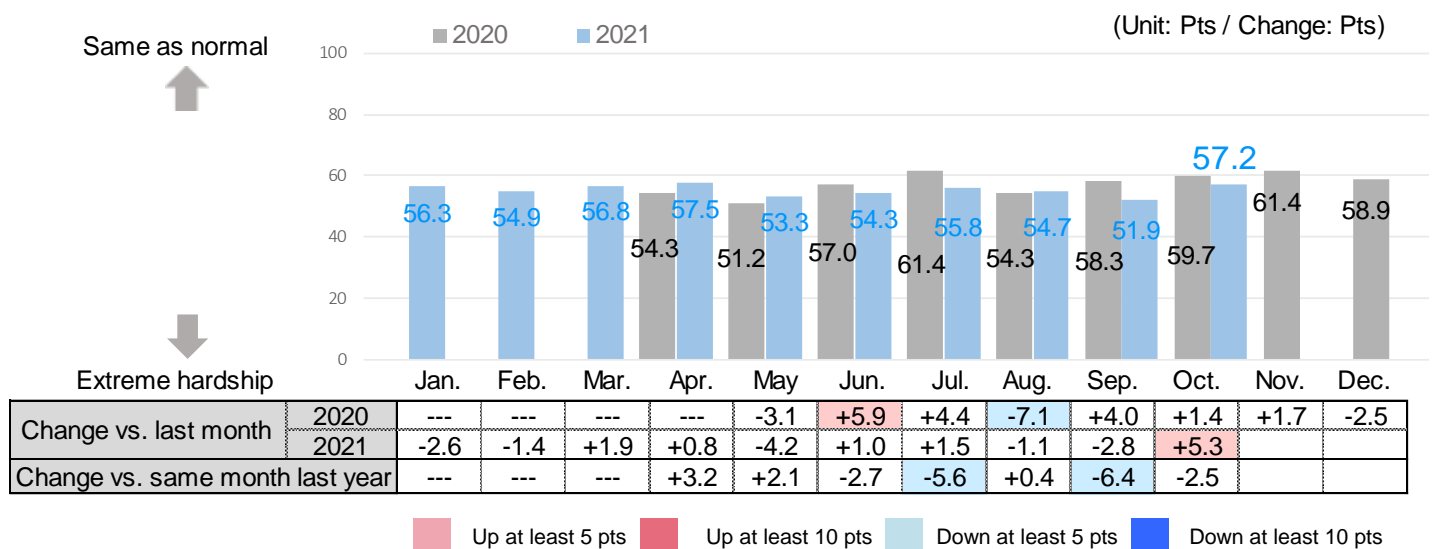
In reasons for scores, in addition to the lifting of the states of emergency and increasing vaccination rate, anti-infection behaviors becoming second nature, and confidence were mentioned

Among those who gave high Degree of freedom of life scores, responses include easing of behavioral restrictions and hope for the future due to the lifting of the states of emergency and the rising of vaccination rate. Respondents also nodded to anti-infection behaviors and little tricks like "managing to take little breaks" becoming second nature. Some also mentioned economic changes for the better, such as incomes recovering.

Among those who gave medium scores, too, comments mentioned a feeling of life returning to normal with the lifting of the states of emergency and the rising vaccination rate, and how anxiety-avoidance behaviors such as learning "how to live safely with this" and "look after myself" had become a habit. However, one respondent also said, "The stay home mood may be disappearing, but I still don't want to go anywhere crowded."

Among those who gave low Degree of freedom of life scores, conversely, one mentioned anxiety that "Cases could go up even more with the lifting of the state of emergency." Those with underlying conditions or who have children continue to be concerned about behaviors and infection. Some also mentioned continuing economic impacts, such as "I left a job where I could not avoid crowding so I have no income" and "My efforts to get a job did not go well."

■ Degree of freedom of life



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 the state of emergency ended and I could see the light at the end of the tunnel.	85 pts	Male, 26, Chiba Pref.
		Avoiding the Three Cs (closed spaces, crowded places, close-contact settings), wearing a mask and sanitizing my hands have become second nature. By watching what I eat and making sure to keep warm to boost my immunity, I am able to live without stress every day.	80 pts	Female, 69, Osaka Pref.
		I gave it this score because my income from my own business is finally starting to pick up again, and I am able to balance it with my second job.	80 pts	Male, 34, Aichi Pref.
		Basically, because the vaccination rate is going up, the number of cases is going down, and restrictions are gradually lifting.	70 pts	Female, 62, Kanagawa Pref.
		The first state of emergency was very worrying and stressful, but as the pandemic has dragged on, I feel like I'm managing to take little breaks even as I continue taking anti-infection measures. I now carefully consider trips and spending that aren't actually necessary which, oddly, could even be a benefit. But I'm holding off on going to hot springs and doing hot yoga, which I absolutely love, so I deducted 30 points.	70 pts	Female, 55, Osaka Pref.
	Medium (41–60 pts)	I'm now hopeful that going out, eating out and whatnot will gradually return to normal since the state of emergency was lifted. Also, the increasing vaccination rate is another good thing. I think I have a bit more wherewithal than when there were no vaccines and we were just staying home.	60 pts	Female, 60, Hyogo Pref.
		I have gradually learned how to live safely with this compared to when we didn't know how big its impact would be. Because it feels like we can do more, little by little.	60 pts	Male, 43, Aichi Pref.
		Initially, I felt inconvenienced that I couldn't go out, but I'm used to it now and can now value my time alone. I am now able to refrain from eating out and to look after myself, so that's been a good thing.	50 pts	Male, 50, Osaka Pref.
		The stay home mood may be disappearing, but I still don't want to go anywhere crowded.	50 pts	Male, 39, Tokyo
		Because although the frequency with which I go shopping has increased because the number of cases has dropped a little, I'm still giving up some things due to being rigorous about anti-infection measures.	50 pts	Female, 45, Saitama Pref.
	Low (40 pts or lower)	I'm getting sick of wearing a mask all the time. Because it's harder to meet people, my efforts to get a job, which I prepared for half a year for, did not go well and I had to give up. I think things would have been a bit different but for the pandemic.	40 pts	Male, 23, Kanagawa Pref.
		Around this time last year, I gave birth so, first off, it's hard to go out with my baby. Plus, it's hard to go out due to rising case numbers. On top of that, children are susceptible to the recent variants, which is absolutely terrifying, so it's even harder to go out.	30 pts	Female, 45, Tokyo
		I left a job where I could not avoid crowding so I have no income. I'd like to shop at a department store, but I'm scared to because there are lots of people not taking anti-infection measures. I can't do things like I used to so I feel hard done by.	5 pts	Female, 62, Osaka Pref.
		Cases could go up even more with the lifting of the state of emergency. I still don't feel at ease and have reduced the frequency with which I shop and am thorough with sanitizing. I still can't think about visiting my home town.	0 pts	Female, 27, Hyogo Pref.
		The risks of going out are really high when you have an underlying condition.	0 pts	Male, 29, Gifu Pref.

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

Degree of anxiety: All scores down on last month. Nearly all scores also down vs. the same month last year

In change vs. last month, The situation abroad (57.5%, down 9.4 points), The government's response (70.2%, down 8.8 points), and The lack and uncertainty of information (57.7%, down 8.7 points) stood out.

In change vs. the same month last year, The situation abroad (57.5%, down 10.9 points) dropped significantly, followed by Economic stagnation (72.5%, down 4.7 points) and others.

Degree of activity restriction: All scores also down on last month. At the same time, nearly all scores are higher than the same month last year, with degree of restriction high

In change vs. last month, all scores dropped, notably Shaking hands, hugging and otherwise touching others (77.8%, down 6.6 points), Experiential entertainment (gigs, theater, movies, etc.) (76.2%, down 5.8 points).

In change vs. the same month last year, nearly all scores were up, with degree of restriction higher, particularly, in Eating out (78.4%, up 9.1 points), Travel and leisure activities (83.6%, up 4.9 points), and other items.

Degree of activity implementation: Almost all scores down on last month. Loosening of various behaviors can be seen

In order of score decrease, scores for such items as Use stores and facilities that take stringent anti-infection measures (55.9%, down 7.3 points), Avoid shopping at crowded times and/or reduce frequency of shopping (60.6%, down 7.2 points), Drive to places (47.2%, down 6.5%), and Make sure to get sufficient exercise, nutrition and sleep (72.8%, down 5.4 points) dropped.

Behaviors that respondents gave higher intention scores than current scores: Invest (+10.7 points), Enjoy leisure activities outdoors where people don't gather (+10.3 points), among others.

Behaviors that respondents gave lower intention scores than current scores: Enjoy pastimes I can do at home (-12.3 points) and Consistently wear a mask, wash my hands and take other precautions against infection (-6.9 points), among others.

■ Lifestyle attitudes and behaviors

(Unit: % / Change: Pts)

	Current: Anxieties they feel				
	Aug. 2021 survey	Sep. 2021 survey	Oct. 2021 survey	Change vs. last month	Change vs. same month last year
Degree of anxiety					
Economic stagnation	74.6	76.5	72.5	-4.0	-4.7
The government's response	77.1	79.0	70.2	-8.8	+1.0
My and my family's health	68.7	70.8	68.0	-2.8	+0.9
The lack and uncertainty of information	65.7	66.4	57.7	-8.7	-3.8
The situation abroad	63.0	66.9	57.5	-9.4	-10.9
My and my family's jobs and income	60.9	57.3	57.1	-0.2	-3.4
Changes in my interpersonal relationships	44.3	48.9	44.2	-4.7	-1.1

(Unit: % / Change: Pts)

Degree of activity restriction	Current: Behaviors they refrain from					Intention: Behaviors they intend to refrain from after COVID-19 subsidies					Intention vs. Current (Most recent month)
	Aug. 2021 survey	Sep. 2021 survey	Oct. 2021 survey	Change vs. last month	Change vs. same month last year	Aug. 2021 survey	Sep. 2021 survey	Oct. 2021 survey	Change vs. last month	Change vs. same month last year	
	Travel and leisure activities	82.3	85.7	83.6	-2.1	+4.9	51.9	50.3	54.1	+3.8	
Nonessential and nonurgent trips	78.9	83.5	79.9	-3.6	+3.0	59.3	58.1	59.7	+1.6	+1.5	-20.2
Meeting friends and socializing	80.7	81.9	78.5	-3.4	+3.6	54.4	52.9	55.6	+2.7	+4.5	-22.9
Eating out	75.1	78.7	78.4	-0.3	+9.1	52.2	50.8	54.1	+3.3	+3.2	-24.3
Shaking hands, hugging and otherwise touching others	79.9	84.4	77.8	-6.6	-0.1	63.3	65.4	64.9	-0.5	-1.4	-12.9
Experiential entertainment (gigs, theater, movies, etc.)	77.9	82.0	76.2	-5.8	+0.1	51.9	53.5	54.0	+0.5	-0.9	-22.2
Nonessential and nonurgent shopping	71.6	77.0	71.8	-5.2	+4.8	55.9	56.1	56.5	+0.4	+1.4	-15.3

(Unit: % / Change: Pts)

Degree of activity implementation	Current: Behaviors they implement					Intention: Behaviors they intend to implement after COVID-19 subsidies					Intention vs. Current (Most recent month)
	Aug. 2021 survey	Sep. 2021 survey	Oct. 2021 survey	Change vs. last month	Change vs. same month last year	Aug. 2021 survey	Sep. 2021 survey	Oct. 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	91.4	93.4	91.9	-1.5	+0.4	83.1	82.4	85.0	+2.6	
Make sure to get sufficient exercise, nutrition and sleep	73.9	78.2	72.8	-5.4	-2.3	80.1	83.1	80.7	-2.4	-2.3	+7.9
Enjoy pastimes I can do at home	70.6	74.4	69.8	-4.6	+5.5	57.5	60.0	57.5	-2.5	+1.0	-12.3
Keep a stock of anti-infection products and everyday necessities	68.5	71.2	68.5	-2.7	+1.8	67.8	70.7	67.9	-2.8	-2.0	-0.6
Use cashless payment options as much as possible	64.0	65.3	62.6	-2.7	+2.6	69.1	68.5	65.4	-3.1	+1.1	+2.8
Avoid shopping at crowded times and/or reduce frequency of shopping	61.9	67.8	60.6	-7.2	---	56.6	58.4	54.7	-3.7	---	-5.9
Cook myself as much as possible	56.5	61.1	57.2	-3.9	+2.1	63.9	64.7	61.9	-2.8	-0.1	+4.7
Use stores and facilities that take stringent anti-infection measures	55.9	63.2	55.9	-7.3	---	57.2	58.5	57.0	-1.5	---	+1.1
Play video games on my smartphone, computer, etc.	50.0	52.7	49.5	-3.2	+2.5	49.3	49.4	47.3	-2.1	+1.3	-2.2
Use video, music and other streaming services	48.1	49.9	49.1	-0.8	+5.9	50.8	51.5	47.9	-3.6	+1.2	-1.2
Drive to places	49.1	53.7	47.2	-6.5	-0.7	48.8	49.6	45.7	-3.9	-1.0	-1.5
Use net shopping and food delivery services	47.5	51.1	46.5	-4.6	+9.0	45.6	47.2	44.3	-2.9	+1.9	-2.2

Do exercises I can do at home	44.6	46.5	45.1	-1.4	+2.7	50.7	51.3	50.3	-1.0	-0.4	+5.2
Enjoy leisure activities outdoors where people don't gather	39.9	42.5	41.9	-0.6	-1.3	51.5	54.1	52.2	-1.9	+0.5	+10.3
Exercise outside where people don't gather	36.3	41.6	40.5	-1.1	+0.6	45.4	47.8	46.8	-1.0	-0.5	+6.3
Read and post on social media	39.2	41.7	39.1	-2.6	+1.6	46.7	47.5	46.2	-1.3	+0.2	+7.1
Commute to work/school during off-peak hours as much as possible	37.7	38.5	36.1	-2.4	-0.6	40.1	39.5	37.4	-2.1	-0.3	+1.3
Telework (work from home) as much as possible [Those with jobs*]	31.3	32.0	33.3	+1.3	+6.8	32.4	31.4	32.7	+1.3	+5.0	-0.6
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	31.5	31.3	29.9	-1.4	+2.8	35.7	38.1	35.8	-2.3	±0	+5.9
Second job (incl. considering one)	30.9	29.5	29.5	±0	+1.0	33.5	31.3	33.1	+1.8	+2.6	+3.6
Buy slightly better things than normal	25.2	30.0	29.1	-0.9	+5.0	32.1	32.9	30.3	-2.6	-0.3	+1.2
Make things by hand (handcrafts, home improvements, DIY, etc.)	26.7	26.8	27.0	+0.2	+2.7	34.4	34.9	32.6	-2.3	+1.3	+5.6
Invest	28.5	28.3	25.4	-2.9	+3.8	37.5	37.0	36.1	-0.9	+6.0	+10.7
Get a job, change jobs or start a business (incl. considering these)	23.1	22.0	23.9	+1.9	+2.4	27.1	26.5	26.9	+0.4	+1.6	+3.0
Post and sell things on flea market apps and net auctions	23.3	25.1	23.5	-1.6	+2.4	28.0	28.2	27.4	-0.8	+1.7	+3.9
Buy things on flea market apps and net auctions	23.3	25.6	22.8	-2.8	+1.5	29.3	29.3	25.7	-3.6	-0.8	+2.9
Study online	18.7	20.7	19.1	-1.6	+3.5	24.2	25.5	23.3	-2.2	+1.0	+4.2
Participate in online drinking parties and dinners	17.8	19.9	17.7	-2.2	+2.2	18.8	19.5	18.3	-1.2	+0.7	+0.6
Support businesses and organizations	19.1	19.7	16.8	-2.9	-0.5	23.8	23.8	21.4	-2.4	-1.4	+4.6
Move homes, carry out home improvements, live in multiple locations (incl. considering these)	16.9	17.1	16.0	-1.1	---	22.6	22.7	20.3	-2.4	---	+4.3

* Those with jobs: August n=1,073 September n=1,072 October n=1,092

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:	October 1 (Fri)–4 (Mon), 2021 (Survey conducted at the beginning of each month since March 2020)
Planning/Analysis:	Hakuhodo 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 October 18; including severe case numbers), website of the Tokyo Metropolitan Government (as of October 18)

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
July 12	Pre-emergency Measures continue in Chiba, Saitama and Kanagawa Prefectures 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)
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 19	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	Decision made to expand states of emergency and Pre-emergency Measures (August 27–September 12)
September 3	Japan records a record 2,223 patients with severe symptoms

Developments at the time of this survey, in detail

September 8	States of emergency (19 prefectures) and Pre-emergency Measures (8 prefectures) extended until September 30
September 12	Japan records 6,319 new cases, a 51% drop on the September 5 number
September 13	The percentage of double-vaccinated Japanese tops 50% of the entire population Japan records 3,039 new cases, dropping to the 3,000 range for the first time in two months Tokyo records 611 new cases
September 19	Japan records 3,200 new cases and Tokyo 565
September 24	Japan records 1,640 new cases and Tokyo 235
September 28	Japan records 998 patients with severe symptoms, dipping below the 1,000 mark
September 29	Fumio Kishida elected president of Japan's ruling Liberal Democratic Party
September 30	All states of emergency (19 prefectures) and Pre-emergency Measures (8 prefectures) lifted Japan records 1,541 new cases and Tokyo 218 The Tokyo Metropolitan Government lowers the virus alert level one level
October 2	Japan records 1,306 new cases and Tokyo 196, marking the 41st consecutive day that new cases were lower in Tokyo than the same day the previous week

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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