

October 18, 2021

Hakuhodo Survey on Decarbonization Awareness and Action among *Sei-katsu-sha*

**Awareness: To what extent are Japanese *sei-katsu-sha* ready for a post-carbon future?
Findings from a survey conducted in September 2021**

**70% say *sei-katsu-sha* should also contribute to decarbonization
But more than 50% don't know what to do or lack information**

Hakuhodo Inc.'s MIRAI Business Division teamed up with the Hakuhodo SDGs Project to conduct a nationwide study, the Hakuhodo Survey on Decarbonization Awareness and Action among *Sei-katsu-sha*, in September 2021.

Many agree that the household sector holds the key to achieving the greenhouse gas (GHG) reduction target of 46% (vs. the 2013 level) to be reached by 2030, as the sector is expected to reduce its emissions by 66%. This means that *sei-katsu-sha*—Hakuhodo's term for the holistic person—will have to cut back on energy consumption in daily life. As the COP26 summit draws near, this article reveals some of the preliminary findings of the survey on the extent to which Japanese *sei-katsu-sha* are ready for the transition to a post-carbon future. The survey was conducted over September 18–19, 2021 covering 1,400 males and females aged 15–79 across Japan.

Key Findings

Widespread decarbonization awareness with strong interest among younger people

- “Decarbonization” is recognized widely across generations: 85.4% of respondents were aware of it, while 66.1% were interested in the concept.
- Decarbonization awareness is particularly widespread among younger and older people. In particular, 34.5% of the Gen Z respondents (aged 15–24) were very interested in the concept (9.2 points higher than the overall figure), pointing to strong interest among younger generations.

Decarbonization is everybody's business, and not only a challenge for large companies and the government

- Asked about who should meet the decarbonization challenge, 82.9% of respondents cited large companies, followed by the government/governmental agencies, with 78.9%, and then *sei-katsu-sha*, with 67.3%. Thus, a large number of *sei-katsu-sha* consider decarbonization as their own business.
- In addition, as many as 84.4% of respondents regard decarbonization as everybody's business.

Many remain inactive because they do not know what to do, and some are concerned about extra expenses or effort

- Only 3.3% of respondents said their daily activities are very decarbonization-driven. This percentage is only 32.1% even if we include those whose daily activities are somewhat decarbonization-driven. Thus, the high public interest has not substantially translated into action.
- Asked about their reasons for inaction, 58.1% said that they don't really know how to contribute, 56.1% do not know any simple actions, and 53.5% cited lack of information. The results indicate that people simply don't know what steps they can take in their daily lives.
- Asked about their impressions of decarbonization actions, 75.4% of respondents cited extra expenses required, followed by extra effort, with 67.9% and inconvenience, with 66.8%. Those negative impressions
- reveal that people feel they need to do without something or make extra efforts for decarbonization purposes.

Our Observations

We found that the concept of a post-carbon society is gaining recognition among *sei-katsu-sha*, attracting substantial attention across generations, particularly from Gen Z, which has heightened awareness of social issues. Many are apparently ready to contribute to collective efforts as members of society, considering decarbonization as everybody's business, and not something to be left to the government or select companies. Thus far, however, only a portion of people have proactively taken action, as many *sei-katsu-sha* still consider decarbonization to be difficult to achieve and require extra expenses and effort, rather than a low-hanging fruit that can be easily attained.

It has been said that a slight improvement in awareness in daily life leads to many actions that help reduce CO₂ emissions. The key to inducing and facilitating actions among *sei-katsu-sha* may be to provide information on concrete steps to help reduce CO₂ emissions and to make proposals to help people feel that they, too, can help. (Observations provided by the analyst)

Survey outline

Method:	Internet survey
Respondents:	1,400 males and females aged 15–79 across Japan
	*The results were weighted back for analysis purposes to reflect the demographic composition by gender and age. Data cited in this document are weighted-back figures
Survey area:	Nationwide
Survey period:	September 18–19, 2021
Conducted by:	H.M. Marketing Research, Inc.

Implementing bodies

This survey was jointly conducted by the MIRAI Business Division, Hakuodo's new business development arm, and the Hakuodo SDGs Project, a company-wide initiative to support companies' SDGs efforts.

MIRAI Business Division

Launched in 2019, the MIRAI Business Division is a Hakuodo unit dedicated to developing new businesses. Based on a commitment to collective business creation, Hakuodo itself becomes an owner of the businesses developed and brings together a variety of partners with the goal of creating new businesses of value to *sei-katsu-sha*. Drawing on Hakuodo's strengths in creativity and bringing stakeholders together, the Division designs new societies and industries of the future.

Hakuodo SDGs Project

The Hakuodo SDGs Project was launched as a company-wide initiative to help clients achieve business innovations from the perspective of the SDGs. Members of the Project include staff with marketing/branding, PR, business development, R&D and creative experience and expertise in the SDGs. They are primarily involved in solution development, corporate management support, business development support, and marketing support to serve the business objectives of the next generation, i.e., integrating the economic and social impacts of companies.

■ About Hakuodo

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 second largest advertising agency according to *Ad Age's* "Agency Report 2022." 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 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

* See pages 4 to 7 for more details.

Media contact:

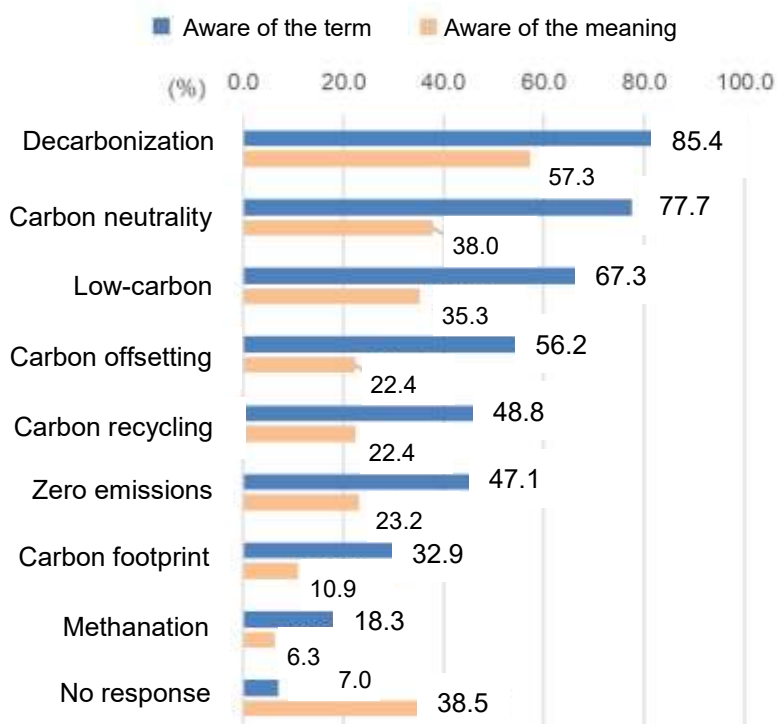
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A closer look at the findings

■ Awareness of terms and concepts

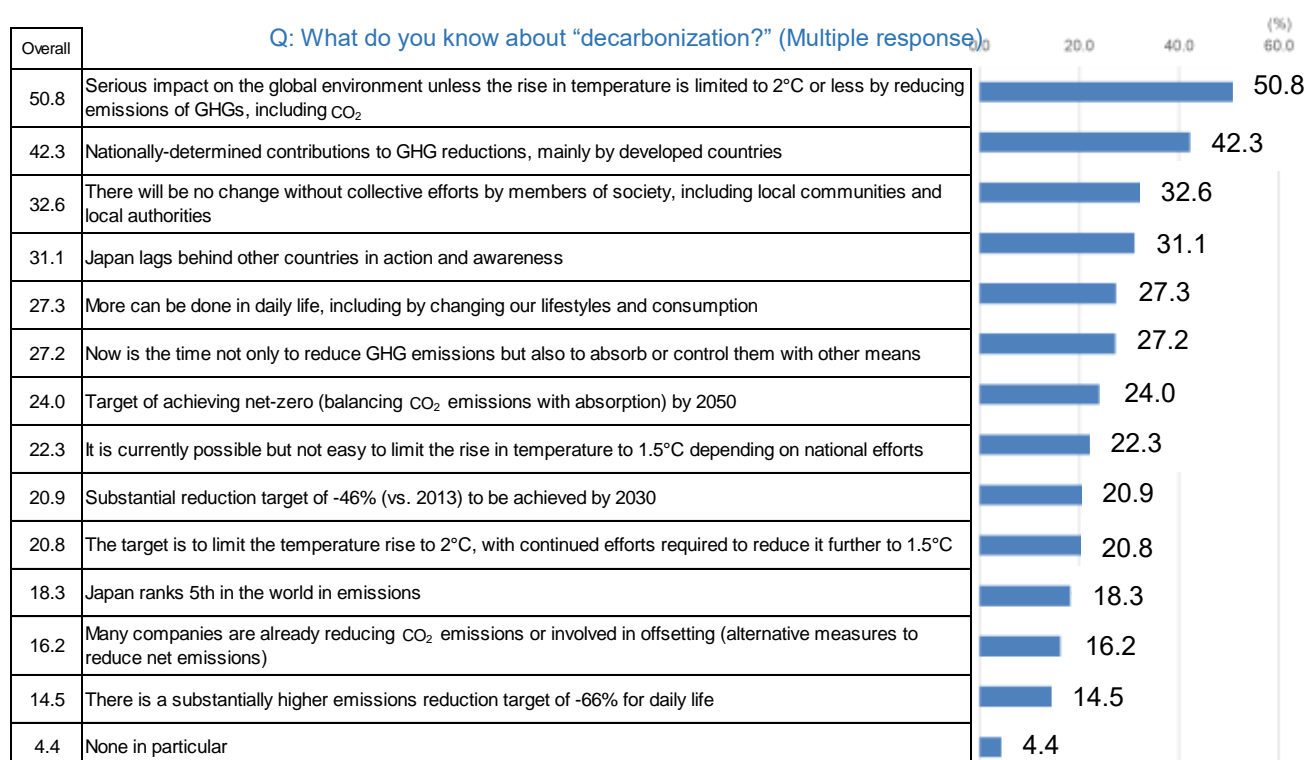
85.4% of respondents were aware of the term “decarbonization” (term awareness) and 57.3% are also aware of its meaning (meaning awareness). “Carbon neutrality” was also widely recognized, with a term awareness of 77.7% and a meaning awareness of 38.0%.

Q: Are you aware of the following terms/concepts and their meanings?



■ Knowledge about decarbonization

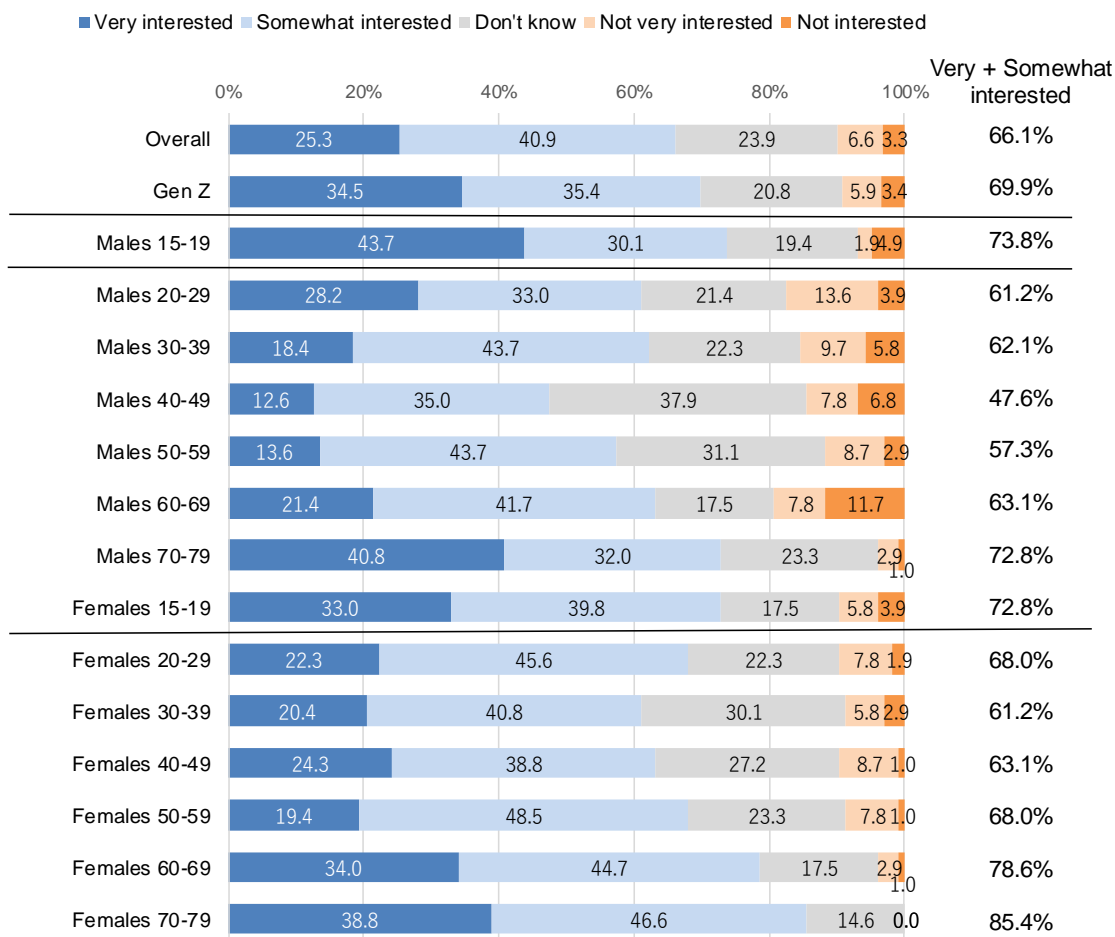
50.8% of respondents were aware of the serious impact on the global environment unless the rise in temperature is limited to 2°C or less by reducing emissions of GHGs, including CO₂, followed by nationally-determined contributions to GHG reductions, mainly by developed countries, with 42.3%.



■ Interest in decarbonization (by gender and age)

Overall, 66.1% of respondents indicated an interest in decarbonization. Interest is particularly high among Gen Z and older people. The percentage of those very interested in decarbonization amounts to 34.5% for Gen Z, 34.0% for females in their 60s and about 40% for males and females in their 70s. These figures are significantly higher than the overall figure of 25.3%.

Q: To what degree are you interested in decarbonization?

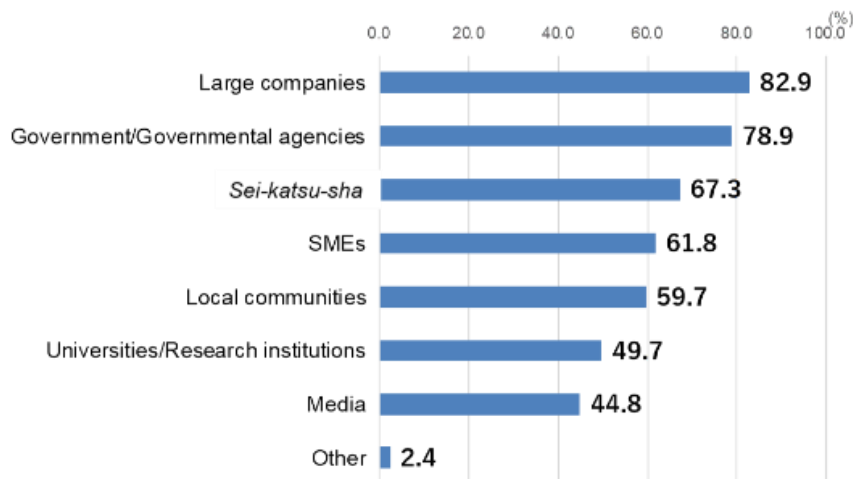


■ Who should be responsible for decarbonization?

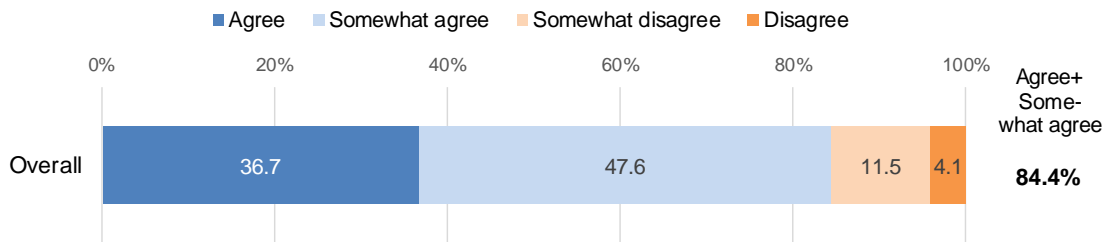
Decarbonization action is considered to be a challenge not only for large companies (82.9%), and the government/governmental agencies (78.9%), but also for *sei-katsu-sha* (67.3%) and SMEs (61.8%), which indicates that people are seeing the achievement of a post-carbon future as their own challenge.

Likewise, as many as 84.4% of respondents regard decarbonization as everybody's business.

Q: Who should be responsible for decarbonization? (Multiple response)



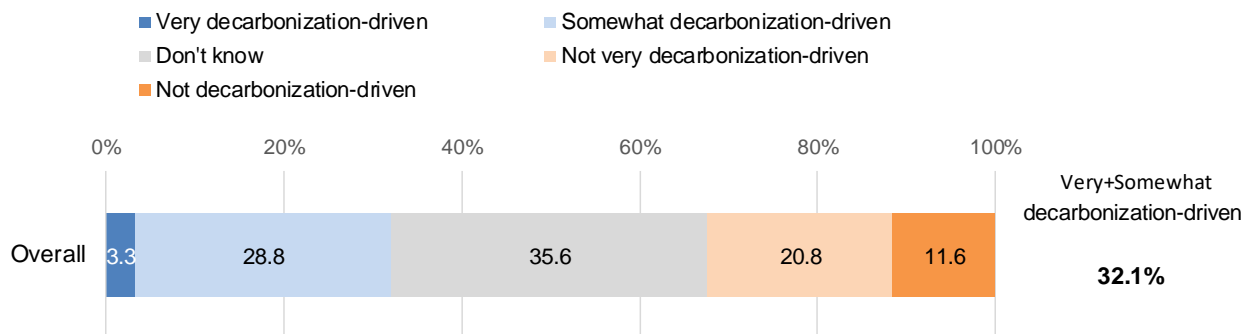
Q: Do you agree that decarbonization action in daily life should be everybody's business?



■ Decarbonization action in daily life

Only 3.3% of respondents said their daily activities are very decarbonization-driven. This percentage is still only 32.1% even if we include those whose daily activities are somewhat decarbonization-driven. Thus, the high public interest has not substantially translated into action.

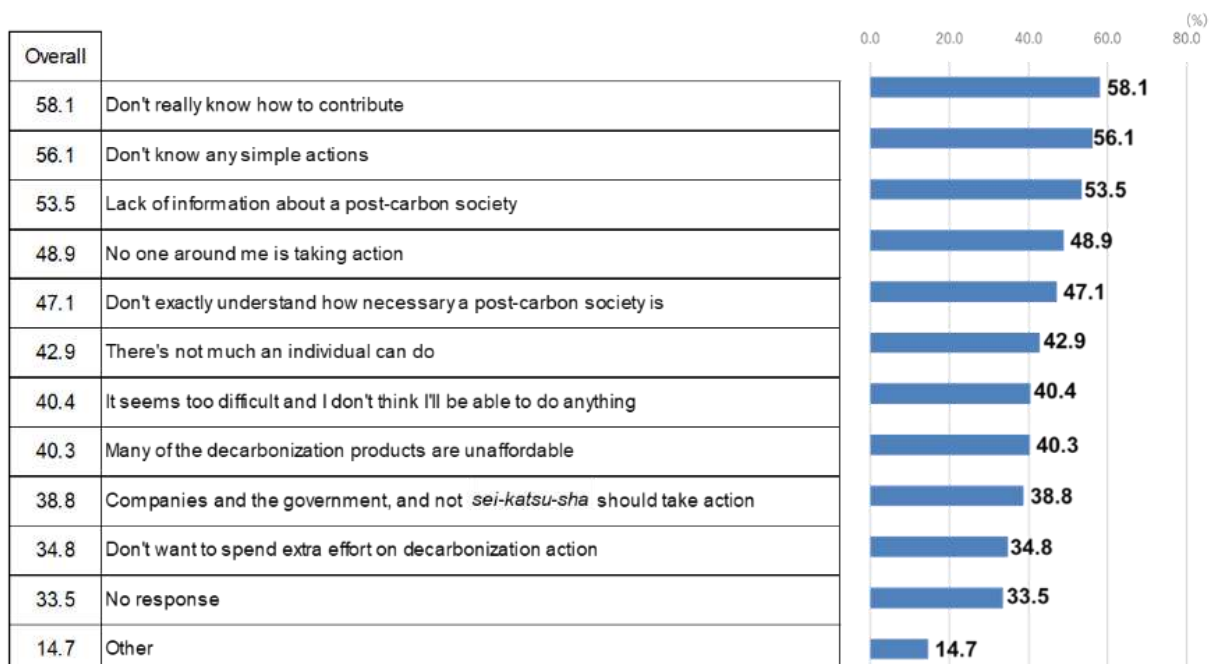
Q: To what degree are your daily activities decarbonization-driven?



■ Reasons for decarbonization inaction

Asked about the reasons for their inaction, 58.1% said that they don't really know how to contribute, 56.1% don't know any simple actions, and 53.5% cited lack of information about a post-carbon society. The results indicate that people simply do not know what steps they can take personally in daily life.

Q: Why have you yet to take any decarbonization action? (Multiple response)



■ Impressions of decarbonization

Asked about their impressions of decarbonization action in daily life, 75.4% of respondents said extra expenses required, followed by may require extra effort, with 67.9%, and action may cause some inconvenience, with 66.8%. Those negative impressions reveal that people feel they must do without something or make extra efforts for decarbonization purposes. At the same time, however, many people seem to think that they can make a positive contribution, as 70.2% consider decarbonization action as something everyone can do.

Q: What is your impression of decarbonization action in daily life? (Agree+Somewhat agree)

