

December 20, 2021

## December 2021 Survey of *Sei-katsu-sha* Concerning COVID-19

**Degree of freedom of life for December slips slightly from last month to 61.3 points, which is still the second highest score this year. Degree of anxiety rises on Omicron variant concerns**

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., conducts a monthly “Survey of *Sei-katsu-sha* Concerning COVID-19” to get a current picture of *sei-katsu-sha*<sup>1</sup> attitudes and behaviors during the coronavirus pandemic. The December 2021 survey was conducted over December 2–6 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:** The decline in new daily cases continued throughout November, with numbers remaining at low levels such that it was not uncommon to have days of less than 100 new cases nationwide, with only single digits recorded in Tokyo. Starting in December, the Tokyo Metropolitan Government eased dining capacity limits at establishments with certified COVID-19 control measures from four to eight people per party. Rollout of a third round of vaccinations to boost antibody protection against the virus began for some people. In spite of these positive developments, the new Omicron variant was discovered in South Africa at the end of November, and its spread has surged around the world. Japan quickly put border control measures in place, but domestic Omicron cases have already been found. The December survey was conducted amid the conditions outlined above.

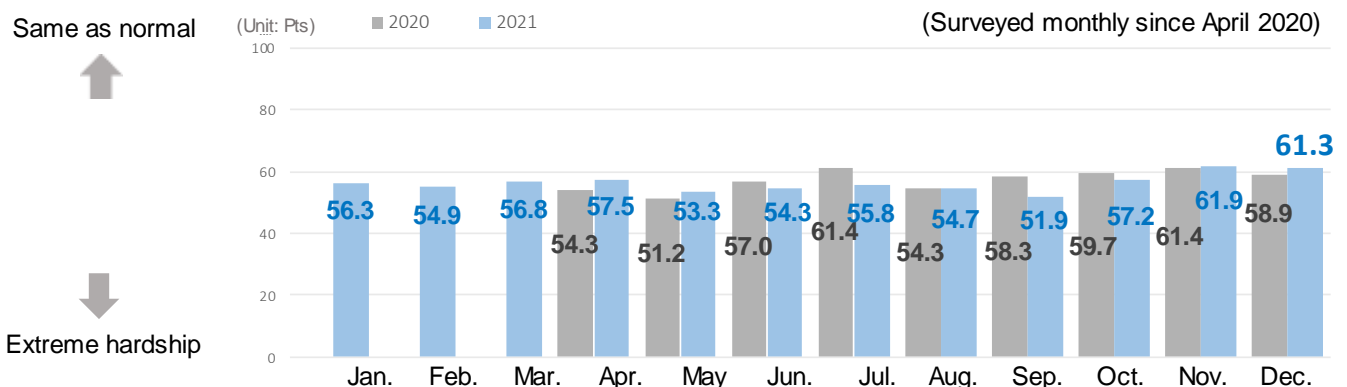
## Degree of freedom of life under the influence of COVID-19

**December 2021: 61.3 pts**

Down 0.6 pts vs. last month

Up 2.3 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 December 2021 was 61.3 points. Although down 0.6 points from last month, the figure remained above 60 points and was the second highest score this year. The December 2021 score was 2.3 points higher than last December.



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.

<sup>1</sup> “*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:** Scores were up from last month on almost all items. The biggest jumps were for The situation abroad (70.8%, up 11.0 points), The lack and uncertainty of information (64.1%, up 6.7 points), and The government's response (71.0%, up 5.7 points). **Degree of activity restriction:** Scores fell slightly for almost all items. The biggest changes were for Experiential entertainment (67.6%, down 2.5 points) and Travel and leisure activities (73.5%, down 2.4 points). **Degree of activity implementation:** No major changes were seen, but scores climbed for Do exercises I can do at home (45.0%, up 3.1 points) while they fell for Avoid shopping at crowded times and/or reduce frequency of shopping (58.1%, down 3.4 points).

		Response rate Agree + Somewhat agree	Change vs. last month	Change vs. same month last year
<b>Degree of anxiety</b> Anxieties they feel	The situation abroad	70.8%	+11.0 pts	+1.1 pts
	The lack and uncertainty of information	64.1%	+6.7 pts	-3.0 pts
	The government's response	71.0%	+5.7 pts	-4.6 pts
<b>Degree of activity restriction</b> Behaviors they refrain from	Experiential entertainment (gigs, theater, movies, etc.)	67.6%	-2.5 pts	-9.8 pts
	Travel and leisure activities	73.5%	-2.4 pts	-7.6 pts
	Eating out	65.5%	-2.3 pts	-5.6 pts
<b>Degree of activity implementation</b> Behaviors they implement	Do exercises I can do at home	45.0%	+3.1 pts	+0.9 pts
	Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	33.7%	+2.8 pts	+3.9 pts
	Avoid shopping at crowded times and/or reduce frequency of shopping	58.1%	-3.4 pts	N/A

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

### December's Degree of freedom of life slid slightly from last month to 61.3 points, which was still the second highest score this year

Numbers of new cases and patients with severe symptoms continued to decline throughout November. The move to resume daily activities picked up, as capacity limits in restaurants and bars were eased in Tokyo at the start of December. On the other hand, new case numbers continued to increase in Europe, the US, and elsewhere. Furthermore, the new Omicron variant appeared at the end of November, and Omicron cases have been confirmed in Japan as well. Thus, the survey results came just as new anxieties began to materialize.

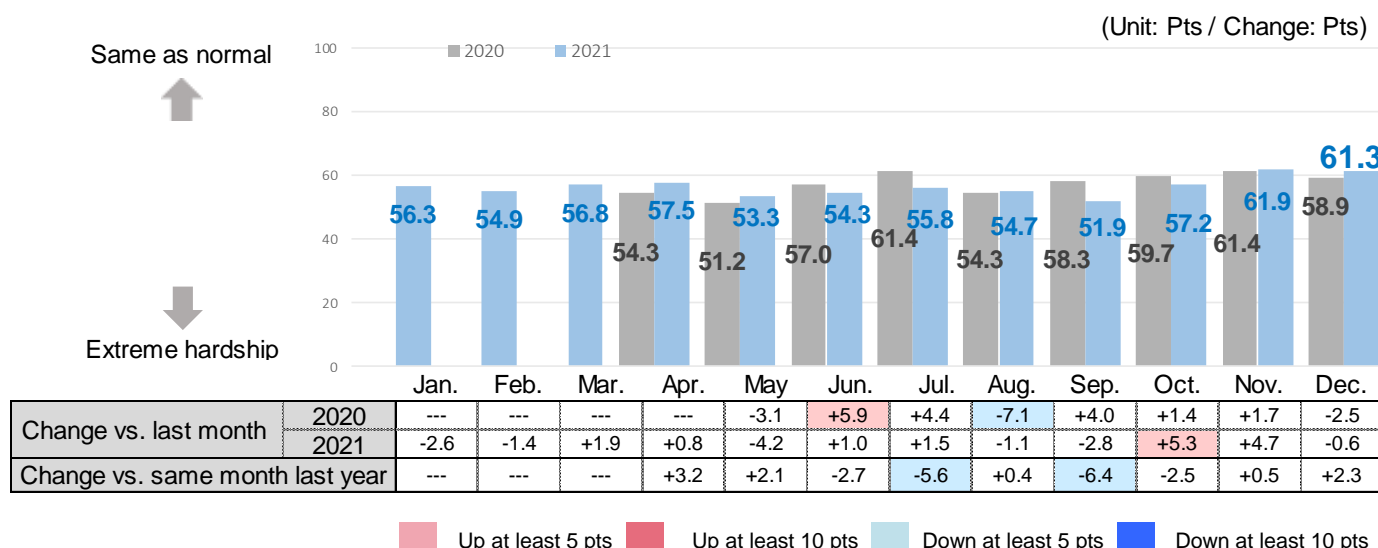
### Reasons for scores mentioned that lifestyle practices centered on preventing the spread of infections had become well established, but concerns and anxiety over Omicron were also seen

Respondents who gave high Degree of freedom of life scores mentioned that the number of infections had plunged and that they had returned to living their normal lives while taking measures to prevent infections, although inconveniences such as mask-wearing and limits on travel and dining out persist. On the other hand, concern about the Omicron variant quickly showed up in the comments.

Respondents who gave medium Degree of freedom of life scores gave similar answers that they are leading their lives while taking measures to prevent infections as the infection situation tapers off. Comments were seen, however, voicing new concerns about differences in risk perceptions, such as "my partner is afraid of the virus" and "I want to maintain social distancing from others while out, so I feel stressed when people get close to me without concern for social distancing."

Many respondents who gave low Degree of freedom of life scores expressed strong anxieties, such as "I've become uncomfortable with direct contact with others," that have been compounded by worries about new variants. Others commented on how COVID-19 has affected them on the job front as well as how it has profoundly impacted their lives: "It seems I'll have to abandon my dream of attending graduate school in person."

### ■ 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)	I gave this score because I'm able to live a mostly normal life while taking steps to guard against infections.	90 pts	Male, 58, Hyogo Pref.
		I've been able to get along now that adequate precautions are in place. It's not like I'm going to die if I can't travel inside the country. Health comes first. I'm fine.	90 pts	Female, 48, Aichi Pref.
		Although virus mutations pose risks, infections are down at the present time, so I don't feel any inconveniences other than having to wear a mask when I go out.	80 pts	Male, 37, Tokyo
		The difficulties in traveling and dining out are inconvenient for sure. But there are some good sides too, like being able to break off unnecessary personal relationships and reducing the number of unnecessary meals out with others, which lets me have more time for myself and for spending time with people I'm close to. I've always been a bit of a clean freak, so the current situation is easier for me in some ways. The pandemic hasn't been all bad, as there are plenty of things I wouldn't have been able to experience if COVID-19 hadn't come along.	70 pts	Female, 23, Chiba Pref.
		I had been feeling a little safer and more secure, but now that a new variant has been found, I'm starting to feel worried again.	70 pts	Female, 63, Osaka Pref.
	Medium (41–60 pts)	I gave this score because it's possible to work more efficiently due to telework and online meetings and because the pandemic has eased off a little. Nevertheless, I'm still putting off traveling and my private life is a bore, so I gave this score.	60 pts	Female, 29, Aichi Pref.
		I gave this score because the pandemic has calmed down and things are on a recovery trend, to the point that it's okay to dine out in small groups. But with the emergence of the Omicron variant, I'm still concerned about what will happen next and the uncertainty of the road ahead.	60 pts	Male, 26, Hyogo Pref.
		The inconveniences haven't disappeared, but my partner is more afraid of the virus than me, and that also is an inconvenience. My partner naturally avoids going out, but she also forces me to do the same. If I were totally honest, I'd say my degree of freedom is close to zero. But because I do enjoy parts of this situation, I gave a score of 50.	50 pts	Male, 59, Nara Pref.
		I commute to work on public transportation, and I get uncomfortable because I have to hold onto the overhead straps even though I don't want to touch them. Also, I want to maintain social distancing from others while waiting for my train, so I feel stressed when people get close to me without concern for social distancing.	50 pts	Male, 48, Kanagawa Pref.
		My work has gotten busier and I don't do as much telework as before. I sense that I've gotten physically weaker, as I've been spending more time at home for such a long time.	50 pts	Female, 32, Tokyo
	Low (40 pts or lower)	I gave this score because it's too early to let our guard down and because no end is in sight with the emergence of a new variant.	40 pts	Female, 33, Aichi Pref.
		I haven't met up with my friends since the start of the pandemic, and I feel like my life is being dictated by COVID-19. I've been forgoing all kinds of things, so it angers me when I see people on TV traveling and going out for drinks.	20 pts	Female, 37, Osaka Pref.
		I'm finding some fun online, but it seems I'll have to abandon my dream of attending graduate school in person.	10 pts	Female, 27, Tokyo
		All my work has been canceled, and I still can't see any signs of a recovery.	0 pts	Male, 50, Aichi Pref.
		I've become uncomfortable with direct contact with others.	0 pts	Male, 46, Chiba Pref.

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

### Degree of anxiety: Scores were up from last month on almost all items

Scores jumped notably from last month for The situation abroad (70.8%, up 11.0 points), The lack and uncertainty of information (64.1%, up 6.7 points), and The government's response (71.0%, up 5.7 points).

Scores for nearly all items were lower than the same month last year. The two biggest changes were for Economic stagnation (74.5%, down 5.4 points) and My and my family's jobs and income (57.3 percent, down 5.1 points).

### Degree of activity restriction: Almost all scores declined slightly from last month

The largest falls from last month were for Experiential entertainment (67.6%, down 2.5 points) and Travel and leisure activities (73.5%, down 2.4 points). Scores for all items dropped from the same month last year, led by Experiential entertainment (67.6%, down 9.8 points) and Nonessential and nonurgent trips (69.9%, down 9.5 points).

### Degree of activity implementation: A mix of increases and decreases from last month were seen, but there were no major changes

Scores climbed for Do exercises I can do at home (45.0%, up 3.1 points) while they fell for Avoid shopping at crowded times and/or reduce frequency of shopping (58.1%, down 3.4 points).

**Activities respondents intend to do after COVID-19 subsides:** Activities with significantly higher "intention" scores than "current" scores were Enjoy leisure activities outdoors where people don't gather and Exercise outside where people don't gather (both +8.8 points) as well as Cook for myself as much as possible (+8.3 points).

## ■ Lifestyle attitudes and behaviors

(Unit: % / Change: Pts)

Degree of anxiety	Current: Anxieties they feel				
	Oct. 2021 survey	Nov. 2021 survey	Dec. 2021 survey	Change vs. last month	Change vs. same month last year
Economic stagnation	72.5	72.2	74.5	+2.3	-5.4
The government's response	70.2	65.3	71.0	+5.7	-4.6
The situation abroad	57.5	59.8	70.8	+11.0	+1.1
My and my family's health	68.0	64.4	66.9	+2.5	-3.8
The lack and uncertainty of information	57.7	57.4	64.1	+6.7	-3.0
My and my family's jobs and income	57.1	57.9	57.3	-0.6	-5.1
Changes in my interpersonal relationships	44.2	41.0	43.1	+2.1	-1.6

(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)
	Oct. 2021 survey	Nov. 2021 survey	Dec. 2021 survey	Change vs. last month	Change vs. same month last year	Oct. 2021 survey	Nov. 2021 survey	Dec. 2021 survey	Change vs. last month	Change vs. same month last year	
Shaking hands, hugging and otherwise touching others	77.8	76.9	74.7	-2.2	-4.2	64.9	67.9	66.3	-1.6	-1.2	-8.4
Travel and leisure activities	83.6	75.9	73.5	-2.4	-7.6	54.1	53.5	51.9	-1.6	-4.2	-21.6
Meeting friends and socializing	78.5	69.9	70.5	+0.6	-6.8	55.6	53.3	52.9	-0.4	-4.7	-17.6
Nonessential and nonurgent trips	79.9	71.7	69.9	-1.8	-9.5	59.7	61.8	59.1	-2.7	-2.7	-10.8
Experiential entertainment (gigs, theater, movies, etc.)	76.2	70.1	67.6	-2.5	-9.8	54.0	54.5	51.7	-2.8	-6.4	-15.9
Eating out	78.4	67.8	65.5	-2.3	-5.6	54.1	52.8	51.0	-1.8	-4.2	-14.5
Nonessential and nonurgent shopping	71.8	64.3	62.1	-2.2	-9.4	56.5	56.9	55.7	-1.2	-3.0	-6.4

(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)
	Oct. 2021 survey	Nov. 2021 survey	Dec. 2021 survey	Change vs. last month	Change vs. same month last year	Oct. 2021 survey	Nov. 2021 survey	Dec. 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	91.9	91.3	91.2	-0.1	-1.1	85.0	86.5	84.9	-1.6	-1.4	-6.3
Make sure to get sufficient exercise, nutrition and sleep	72.8	75.2	75.7	+0.5	-0.8	80.7	84.6	82.0	-2.6	-2.9	+6.3
Keep a stock of anti-infection products and everyday necessities	68.5	68.9	67.8	-1.1	-0.7	67.9	71.3	67.9	-3.4	-5.1	+0.1
Enjoy pastimes I can do at home	69.8	63.1	64.1	+1.0	-2.4	57.5	57.7	56.4	-1.3	-5.0	-7.7
Use cashless payment options as much as possible	62.6	63.4	61.0	-2.4	-1.1	65.4	67.0	66.4	-0.6	+0.7	+5.4
Avoid shopping at crowded times and/or reduce frequency of shopping	60.6	61.5	58.1	-3.4	---	54.7	58.7	56.1	-2.6	---	-2.0
Use stores and facilities that take stringent anti-infection measures	55.9	58.6	56.9	-1.7	---	57.0	61.4	58.3	-3.1	---	+1.4
Cook for myself as much as possible	57.2	55.0	52.9	-2.1	-1.2	61.9	63.8	61.2	-2.6	-1.8	+8.3
Use video, music and other streaming services	49.1	47.1	49.4	+2.3	+5.1	47.9	49.9	50.5	+0.6	+2.0	+1.1
Drive to places	47.2	47.0	47.1	+0.1	-5.4	45.7	45.9	47.5	+1.6	-2.9	+0.4
Play video games on my smartphone, computer, etc.	49.5	47.2	46.5	-0.7	-0.3	47.3	48.1	47.9	-0.2	+0.7	+1.4
Do exercises I can do at home	45.1	41.9	45.0	+3.1	+0.9	50.3	51.7	50.8	-0.9	-1.7	+5.8

Enjoy leisure activities outdoors where people don't gather	41.9	44.2	44.1	-0.1	+0.4	52.2	54.9	52.9	-2.0	-0.8	+8.8
Read and post on social media	39.1	40.7	41.3	+0.6	+3.7	46.2	51.2	48.9	-2.3	+2.1	+7.6
Use online shopping and food delivery services	46.5	42.3	41.0	-1.3	-3.7	44.3	43.1	42.4	-0.7	-3.2	+1.4
Exercise outside where people don't gather	40.5	42.1	40.9	-1.2	+0.2	46.8	48.9	49.7	+0.8	+0.5	+8.8
Commute to work/school during off-peak hours as much as possible	36.1	33.8	35.7	+1.9	-2.0	37.4	40.5	38.8	-1.7	-3.1	+3.1
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	29.9	30.9	33.7	+2.8	+3.9	35.8	39.6	41.3	+1.7	+2.8	+7.6
Second job (incl. considering one)	29.5	31.1	30.8	-0.3	+0.7	33.1	32.1	31.7	-0.4	+0.4	+0.9
Telework (work from home) as much as possible [Those with jobs*]	33.3	28.2	30.6	+2.4	-1.4	32.7	31.3	31.1	-0.2	-3.4	+0.5
Invest	25.4	28.4	30.4	+2.0	+7.1	36.1	37.0	38.4	+1.4	+4.9	+8.0
Buy slightly better things than normal	29.1	28.2	28.6	+0.4	+3.7	30.3	32.9	33.7	+0.8	+3.5	+5.1
Make things by hand (handcrafts, home improvements, DIY, etc.)	27.0	25.3	25.9	+0.6	-1.6	32.6	34.0	32.9	-1.1	-2.0	+7.0
Get a job, change jobs or start a business (incl. considering these)	23.9	24.9	25.7	+0.8	+3.4	26.9	27.7	27.9	+0.2	+1.6	+2.2
Buy things on flea market apps and online auctions	22.8	24.9	25.1	+0.2	+2.2	25.7	30.2	29.9	-0.3	+0.7	+4.8
Post and sell things on flea market apps and online auctions	23.5	26.1	24.5	-1.6	+0.9	27.4	29.1	28.5	-0.6	+0.4	+4.0
Support businesses and organizations	16.8	19.8	20.5	+0.7	+2.0	21.4	24.5	22.5	-2.0	-2.6	+2.0
Study online	19.1	17.5	19.4	+1.9	+0.4	23.3	23.9	23.7	-0.2	-3.0	+4.3
Participate in online drinking parties and dinners	17.7	17.5	19.3	+1.8	+1.0	18.3	19.5	20.0	+0.5	+0.1	+0.7
Move homes, carry out home improvements, live in multiple locations (incl. considering these)	16.0	17.8	18.4	+0.6	---	20.3	23.4	22.6	-0.8	---	+4.2

\* Those with jobs: October n=1,092 November n=1,104 December n=1,034

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:	December 2 (Thu)–6 (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: Websites of the Ministry of Health, Labour and Welfare of Japan, NHK and the Tokyo Metropolitan Government (each as of December 15)

#### 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:	Fourth state of emergency declared for Tokyo, which soon after was expanded to the prefectures of Saitama, Chiba, Kanagawa, and Osaka Tokyo Olympic Games open. They are held without spectators Pre-emergency Measures applied in Hokkaido, Ishikawa, Kyoto, Hyogo and Fukuoka Prefectures
August:	New cases in Japan top 25,000 for the first time; Tokyo records more than 5,000 new cases for the first time States of emergency (in 19 prefectures) and Pre-emergency measures (in eight prefectures) extended to the end of September Tokyo Paralympic Games open. They are held without general spectators
September:	New cases fall: From around 20,000 new cases a day at the start of the month to around 6,000 new cases a day in the middle of the month and down to some days at the end of the month with fewer than 1,000 cases The number of patients with severe symptoms declines: After hitting a record high of over 2,000 at the beginning of the month, the numbers decreased throughout the month, falling below 1,000 at the end of the month The percentage of double-vaccinated Japanese tops 50% of the entire population All states of emergency (19 prefectures) and Pre-emergency Measures (8 prefectures) lifted (September 30) The Tokyo Metropolitan Government lowers the virus alert level one level (September 30)
October:	New cases continue on a downward trajectory, with less than 100 cases a day nationwide and only in the single digits in Tokyo
November:	Capacity limits on large events are lifted; voluntary restrictions on restaurants and bars are eased in Tokyo and Kanagawa, Chiba, Saitama and Osaka Prefectures

#### **Developments at the time of this survey, in detail**

Beginning of November:	Reports of a sudden increase in cases in Europe (WHO announces that half of the world's new cases in the final week of October had occurred in the 53 countries in the WHO European Region, which includes Russia and Central Asian nations)
November 7:	No COVID-19-related deaths in Japan for the first time in 15 months
November 15:	New cases in Japan reach a record low for the year, with 58 cases nationwide and seven in Tokyo
November 16:	Reports of rising case numbers in the US (the seven-day moving average on the 16th topped 80,000 cases, a ten-percent increase from the previous week)
November 25:	South Africa announces the discovery of the new Omicron variant
November 30:	Japan confirms its first case of the Omicron variant
December 1:	Second Omicron case in Japan confirmed; the Tokyo Metropolitan Government eases dining capacity limits at establishments with certified COVID-19 control measures from four to eight people per party Rollout of COVID-19 booster shots begins

#### **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 Hakuholdo

Founded in 1895, Hakuholdo 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, Hakuholdo is the world's third largest advertising agency according to *Ad Age's* "Agency Report 2021." The company is the core agency of the Hakuholdo DY Group.

*Sei-katsu-sha* insight is the foundation for Hakuholdo'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. Hakuholdo 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, Hakuholdo 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, Hakuholdo 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.hakuholdo-global.com](http://www.hakuholdo-global.com)

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