

January 24, 2022

January 2022 Survey of *Sei-katsu-sha* Concerning COVID-19

Degree of freedom of life remains high in January at 61.4 points

While infections grow, Anxiety and Activity restriction scores ease

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*¹ attitudes and behaviors during the coronavirus pandemic. The January 2022 survey was conducted over January 4–7 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: Case numbers remained low in Japan through December, even as they soared around the world. The media reported a significant rise in people’s movements during the year end and New Year holidays compared last year due to Christmas, hometown visits and the first retail business of the year. By late December, community transmission of the Omicron variant, which had been kept at bay with border restrictions, had been confirmed in Okinawa, Osaka, Tokyo and other cities and began spreading nationwide. New cases began to increase from the last week in December and at the time the survey began, on January 4, there were over 1,000 cases per day nationwide, of which Tokyo accounted for over 150 (around the same level as in early October 2021). The January survey was conducted amid these conditions.

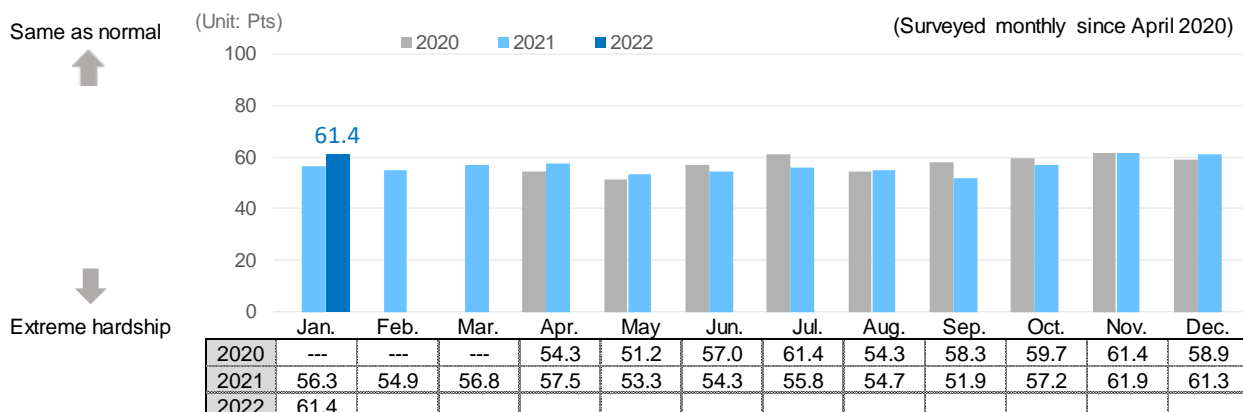
Degree of freedom of life under the influence of COVID-19

January 2022: 61.4 pts

Up 0.1 pts vs. last month

Up 5.0 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 January 2022 was 61.4 points. Up 0.1 point from last month, it was the third consecutive month the score was in the 60-point range. The score was 5.0 points higher than last January.



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 were down on last month. The lack and uncertainty of information (56.1%, down 8.0 points), The situation abroad (64.1%, down 6.7 points) and The government's response (64.6%, down 6.4 points) stand out.

Degree of activity restriction: Nearly all scores dropped here, too. This includes Eating out (62.1%, down 3.4 points) and Meeting friends and socializing (67.5%, down 3.0 points). **Degree of activity implementation:** Almost all scores here also dropped compared to last month. This was led by Use video, music and other streaming services (45.3%, down 4.1 points), Second job (26.8%, down 4.0 points) and Enjoy leisure activities outdoors where people don't gather (40.3%, down 3.8 points).

		Response rate Agree + Somewhat agree	Change vs. last month	Change vs. same month last year
Degree of anxiety Anxieties they feel	The lack and uncertainty of information	56.1%	-8.0 pts	-16.2 pts
	The situation abroad	64.1%	-6.7 pts	-8.3 pts
	The government's response	64.6%	-6.4 pts	-16.7 pts
Degree of activity restriction Behaviors they refrain from	Eating out	62.1%	-3.4 pts	-13.6 pts
	Meeting friends and socializing	67.5%	-3.0 pts	-14.6 pts
	Nonessential and nonurgent shopping	60.2%	-1.9 pts	-16.4 pts
Degree of activity implementation Behaviors they implement	Use video, music and other streaming services	45.3%	-4.1 pts	-1.5 pts
	Second job	26.8%	-4.0 pts	-2.3 pts
	Enjoy leisure activities outdoors where people don't gather	40.3%	-3.8 pts	-0.4 pts

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

Degree of freedom of life remained high, at roughly the same level as December. Scores for both Anxiety and Activity restriction eased, even as case numbers began to soar at the end of 2021

The number of daily new cases and patients with severe symptoms remained extremely low until late December. But by late December, the Omicron variant, which had been kept at bay with border restrictions, had begun spreading nationwide, with community transmission confirmed in Okinawa, Osaka, Tokyo and other cities. The media reported that *sei-katsu-sha*'s movements increased significantly in the year end and New Year holidays. Conducted as daily new cases began to rise again in the last week of December, this survey (beginning January 4) shows a stable Degree of freedom of life score, and scores for Anxiety and Activity restriction easing.

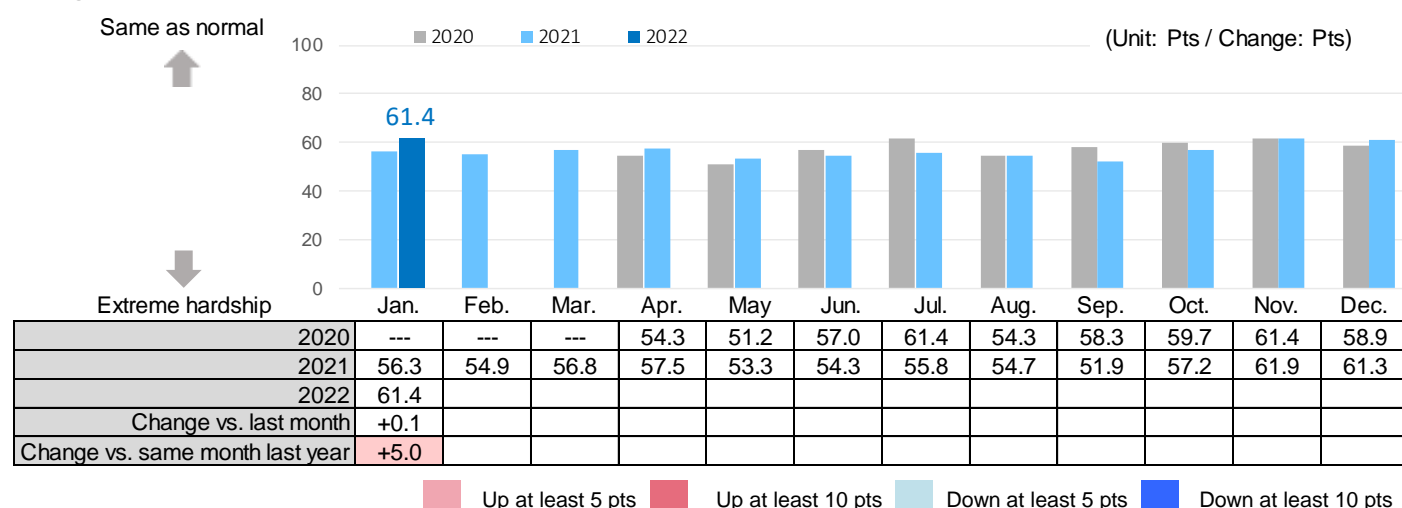
In reasons for scores, we see positive attitudes to life experiences that have come out of the pandemic; respondents are now used to the pandemic and are increasingly living life while taking measures to prevent infection

Respondents who gave high Degree of freedom of life scores expressed generally positive comments, mentioning changing their way of thinking and being "able to think about how to live a good life," having more time, and rating being able to "experience things that you don't often experience in life," even amidst inconveniences. Another respondent noted that with advances in "measures against infection, vaccines and pills, the future is now brighter."

Respondents who gave medium Degree of freedom of life scores mentioned having "grown accustomed to things being inconvenient" and now knowing "how to handle the pandemic," being "able to start a part-time job," and having been "able to leave Aichi to visit family," and the like. Thus, people progressively becoming more active stood out.

Respondents who gave low Degree of freedom of life scores mentioned having multiple anxieties, including fears of infection compounding impacts on their occupation and income, and concerns about their children and parents. It seems that to all this, they now have fears about the new variant after things had "gone down, but then Omicron started going around so it feels hard again."

■ 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 quit my job so my income dropped significantly, but I have much more free time. Mentally, I have more time to spend on entertainment, so I have the time to laugh and watch things that move and excite me. I also have time to devote to creating handicrafts. Physically, I've successfully dropped weight from my formerly obese frame, and am now no longer bothered by symptoms of diabetes. All in all, my life is much better than it was before the pandemic.	100 pts	Male, 38, Saitama Pref.
		I gave this score because although the things I enjoy and can do may differ from prior to the pandemic, there are also things I wouldn't have been able to do but for the spread of COVID-19.	90 pts	Female, 28, Aichi Pref.
		I felt down every day with the restrictions when the pandemic started two years ago, but this lifestyle has gradually become normal, and I am now able to think about how to live a good life regardless.	75 pts	Female, 59, Kanagawa Pref.
		We have measures against infection, vaccines and pills, so the future is now brighter.	70 pts	Male, 45, Osaka Pref.
		Some things are inconvenient, but I can live a slower life, and have learned how precious things I thought were everyday are, so it hasn't been all bad. I've been able to experience things that you don't often experience in life.	70 pts	Female, 49, Osaka Pref.
	Medium (41–60 pts)	It's over a year now, so I'm pretty resigned to it now. I've grown accustomed to things being inconvenient and taking precautions against infection, so things are a little less difficult.	60 pts	Female, 51, Chiba Pref.
		Compared to last year, I now know how to handle the pandemic, so my life is getting close to how it used to be.	60 pts	Male, 39, Osaka Pref.
		I gave this score because I felt like life was back to normal with the pandemic under control up to the Delta variant, but it looks like life will be a bit inconvenient again with the Omicron variant.	60 pts	Female, 55, Osaka Pref.
		I'm giving this score because even though school is still online, I was able to start a part-time job and have made some friends.	50 pts	Female, 20, Tokyo
		I still avoid eating out and leisure activities, but I was able to leave Aichi several times this year to visit my family, so things are getting back to normal a bit.	50 pts	Female, 28, Aichi Pref.
	Low (40 pts or lower)	In my private life, interactions with my friends have dropped. Meanwhile, my line of work does not enable me to work from home, so I interact with many people that care less about preventing infection at work. I'm not classed as low income, so there is not sufficient support and my stress is just growing.	40 pts	Female, 29, Osaka Pref.
		Infections had gone down until just a little while ago and I thought school events and travel would go ahead as usual, but then Omicron started going around so it feels hard again.	40 pts	Female, 47, Aichi Pref.
		My elderly mother-in-law lives with us, so it would put her life at risk if I got it. My husband works in Tokyo, and when I think that I might have it myself, I don't dare meet anyone.	30 pts	Female, 53, Chiba Pref.
		School events and the like are not back so my kids are really putting up with a lot and it breaks my heart.	20 pts	Male, 38, Gifu Pref.
		I started a job at a system development company but I could rarely go into the field due to the pandemic, and even when I could, it was somewhere really far from home, so I gave it up in the end. Today, I do subcontracting work, but there's not much work so I'm looking at getting another job, including in another field. I gave it 10 points because I'm in dire straits financially and mentally.	10 pts	Male, 24, Tokyo

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

Degree of anxiety: All scores were down from last month

In change vs. last month, The lack and uncertainty of information (56.1%, down 8.0 points), The situation abroad (64.1%, down 6.7 points) and The government's response (64.6%, down 6.4 points) stand out.

In change vs. the same month last year, too, all scores slid. The government's response (64.6%, down 16.7 points) and The lack and uncertainty of information (56.1%, down 16.2 points) stood out.

Degree of activity restriction: Nearly all scores declined here, too

The largest declines since last month were Eating out (62.1%, down 3.4 points) and Meeting friends and socializing (67.5%, down 3.0 points).

Scores for all items dropped compared to the same month last year. Nonessential and nonurgent shopping (60.2%, down 16.4 points) and Experiential entertainment (66.4%, down 14.9 points), headed a raft of items whose scores dropped by double digits.

Degree of activity restriction: Nearly all scores also declined here

The largest drops were for Use video, music and other streaming services (45.3%, down 4.1 points), Second job (26.8%, down 4.0 points) and Enjoy leisure activities outdoors where people don't gather (40.3%, down 3.8 points).

Activities respondents intend to do after COVID-19 subsides: Activities with higher "intention" scores than "current" scores included Enjoy leisure activities outdoors where people don't gather (+12.0 points), Invest (+10.8 points), Cook for myself as much as possible (+10.1 points) and Read and post on social media (+10.0 points).

■ Lifestyle attitudes and behaviors

(Unit: % / Change: Pts)

	Current: Anxieties they feel				
	Nov. 2021 survey	Dec. 2021 survey	Jan. 2022 survey	Change vs. last month	Change vs. same month last year
Degree of anxiety					
Economic stagnation	72.2	74.5	68.7	-5.8	-14.2
My and my family's health	64.4	66.9	66.5	-0.4	-7.5
The government's response	65.3	71.0	64.6	-6.4	-16.7
The situation abroad	59.8	70.8	64.1	-6.7	-8.3
My and my family's jobs and income	57.9	57.3	56.4	-0.9	-5.9
The lack and uncertainty of information	57.4	64.1	56.1	-8.0	-16.2
Changes in my interpersonal relationships	41.0	43.1	40.5	-2.6	-7.3

(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)		
	Nov. 2021 survey	Dec. 2021 survey	Jan. 2022 survey	Change vs. last month	Change vs. same month last year	Nov. 2021 survey	Dec. 2021 survey	Jan. 2022 survey	Change vs. last month	Change vs. same month last year			
	Shaking hands, hugging and otherwise touching others	76.9	74.7	74.4	-0.3	-8.0	67.9	66.3	62.7	-3.6		-1.2	-11.7
	Travel and leisure activities	75.9	73.5	73.5	±0	-13.2	53.5	51.9	50.7	-1.2		-3.4	-22.8
	Nonessential and nonurgent trips	71.7	69.9	69.5	-0.4	-13.9	61.8	59.1	57.3	-1.8		-1.2	-12.2
	Meeting friends and socializing	69.9	70.5	67.5	-3.0	-14.6	53.3	52.9	51.1	-1.8		-3.2	-16.4
	Experiential entertainment (gigs, theater, movies, etc.)	70.1	67.6	66.4	-1.2	-14.9	54.5	51.7	50.2	-1.5		-4.1	-16.2
	Eating out	67.8	65.5	62.1	-3.4	-13.6	52.8	51.0	49.0	-2.0		-3.5	-13.1
	Nonessential and nonurgent shopping	64.3	62.1	60.2	-1.9	-16.4	56.9	55.7	54.1	-1.6		-3.6	-6.1

(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)
	Nov. 2021 survey	Dec. 2021 survey	Jan. 2022 survey	Change vs. last month	Change vs. same month last year	Nov. 2021 survey	Dec. 2021 survey	Jan. 2022 survey	Change vs. last month	Change vs. same month last year	
Consistently wear a mask, wash my hands and take other precautions against infection	91.3	91.2	89.7	-1.5	-3.4	86.5	84.9	82.9	-2.0	-0.8	-6.8
Make sure to get sufficient exercise, nutrition and sleep	75.2	75.7	73.9	-1.8	-3.5	84.6	82.0	81.9	-0.1	-2.5	+8.0
Keep a stock of anti-infection products and everyday necessities	68.9	67.8	66.0	-1.8	-3.9	71.3	67.9	69.7	+1.8	-1.7	+3.7
Use cashless payment options as much as possible	63.4	61.0	63.3	+2.3	-0.2	67.0	66.4	68.0	+1.6	+0.5	+4.7
Enjoy pastimes I can do at home	63.1	64.1	61.0	-3.1	-12.8	57.7	56.4	55.6	-0.8	-3.9	-5.4
Avoid shopping at crowded times and/or reduce frequency of shopping	61.5	58.1	56.7	-1.4	---	58.7	56.1	55.8	-0.3	---	-0.9
Use stores and facilities that take stringent anti-infection measures	58.6	56.9	55.2	-1.7	---	61.4	58.3	57.8	-0.5	---	+2.6
Cook for myself as much as possible	55.0	52.9	51.6	-1.3	-4.7	63.8	61.2	61.7	+0.5	-2.6	+10.1
Drive to places	47.0	47.1	47.1	±0	-5.8	45.9	47.5	46.7	-0.8	-2.2	-0.4
Use video, music and other streaming services	47.1	49.4	45.3	-4.1	-1.5	49.9	50.5	50.9	+0.4	+1.7	+5.6
Play video games on my smartphone, computer, etc.	47.2	46.5	43.2	-3.3	-5.8	48.1	47.9	47.0	-0.9	-1.1	+3.8
Do exercises I can do at home	41.9	45.0	41.5	-3.5	-2.4	51.7	50.8	49.8	-1.0	-2.6	+8.3
Enjoy leisure activities outdoors where people don't gather	44.2	44.1	40.3	-3.8	-0.4	54.9	52.9	52.3	-0.6	-0.1	+12.0

Use net shopping and food delivery services	42.3	41.0	40.0	-1.0	-7.4	43.1	42.4	45.7	+3.3	+1.5	+5.7
Read and post on social media	40.7	41.3	38.8	-2.5	-0.9	51.2	48.9	48.8	-0.1	+2.0	+10.0
Exercise outside where people don't gather	42.1	40.9	37.5	-3.4	-3.0	48.9	49.7	46.7	-3.0	-1.0	+9.2
Commute to work/school during off-peak hours as much as possible	33.8	35.7	35.1	-0.6	-1.6	40.5	38.8	39.8	+1.0	+1.8	+4.7
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	30.9	33.7	31.3	-2.4	+2.4	39.6	41.3	40.9	-0.4	+2.8	+9.6
Telework (work from home) as much as possible [Those with jobs*]	28.2	30.6	29.7	-0.9	+2.1	31.3	31.1	30.9	-0.2	+0.4	+1.2
Buy slightly better things than normal	28.2	28.6	28.4	-0.2	+2.1	32.9	33.7	34.2	+0.5	+3.3	+5.8
Invest	28.4	30.4	27.3	-3.1	+3.7	37.0	38.4	38.1	-0.3	+3.4	+10.8
Second job (incl. considering one)	31.1	30.8	26.8	-4.0	-2.3	32.1	31.7	31.7	±0	-1.0	+4.9
Make things by hand (handcrafts, home improvements, DIY, etc.)	25.3	25.9	25.5	-0.4	-0.8	34.0	32.9	33.9	+1.0	-0.1	+8.4
Post and sell things on flea market apps and net auctions	26.1	24.5	22.9	-1.6	+0.1	29.1	28.5	28.8	+0.3	+1.3	+5.9
Buy things on flea market apps and net auctions	24.9	25.1	22.5	-2.6	+1.4	30.2	29.9	30.0	+0.1	+1.6	+7.5
Get a job, change jobs or start a business (incl. considering these)	24.9	25.7	22.5	-3.2	-0.6	27.7	27.9	27.9	±0	+0.2	+5.4
Support businesses and organizations	19.8	20.5	19.1	-1.4	+1.2	24.5	22.5	24.2	+1.7	+1.2	+5.1
Study online	17.5	19.4	17.9	-1.5	+1.3	23.9	23.7	24.5	+0.8	-0.3	+6.6
Move homes, carry out home improvements, live in multiple locations (incl. considering these)	17.8	18.4	16.8	-1.6	---	23.4	22.6	22.5	-0.1	---	+5.7
Participate in online drinking parties and dinners	17.5	19.3	16.7	-2.6	-1.0	19.5	20.0	19.9	-0.1	+1.2	+3.2

* Those with jobs: November n=1,104 December n=1,034 January n=1,063

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: January 4 (Tue)–7 (Fri), 2022
(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, website of the Tokyo Metropolitan Government (each as of January 20)

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)

June:	Vaccination of the elderly continues, large-scale vaccination sites open (Tokyo, Osaka) 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 The media reports a sudden increase in cases in Europe The new Omicron variant is detected in Japan for the first time (late November)

Developments at the time of this survey, in detail

December:	New cases continue to decline nationwide until late December
Mid-December:	The media reports the spread of the Omicron variant around the world, particularly in Europe and North America
December 22:	Japan's first community transmission of the Omicron variant is confirmed in Osaka
December 24:	Community transmission of the Omicron variant is also confirmed in Tokyo
Mid- to late December:	The media reports infections are spreading among personnel at US military bases in Okinawa, Iwakuni and other places
2022	
January 3:	The media reports that department stores' first business of the year is strong, and that New Year lucky bags are back Tokyo tops 100 new cases, with 103 cases, as Japan records 781 cases
January 4:	New cases rise sharply as Tokyo records 151 cases, Osaka 136, Hiroshima 89 and the national tally tops 1,000 at 1,091 cases Okinawa Prefecture considers requesting pre-emergency measures to prevent the spread of COVID-19

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

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