

March 23, 2022

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

Degree of freedom of life score is 57.1 points in March, around the same as last month
Degree of activity restriction scores ease slightly

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 March 2022 survey was conducted over March 3–7 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: Pre-emergency Measures to Prevent the Spread of COVID-19, which had been in place in 34 prefectures at the beginning of February, were lifted in Yamaguchi Prefecture and some other areas by the middle of the month. However, the measures were extended for a second time, until March 21, in prefectures in the Greater Tokyo, Kansai and Greater Nagoya areas, among others. The daily caseload, which topped 100,000 on February 1, had begun to decline slowly by late February. But pressure on the medical system continued as the number of people who had received their third vaccine languished at around 20% of the eligible population, and deaths, particularly among the aged, began trending upwards. Reports of the invasion of Ukraine by Russia began in late February, and this was becoming a concern at the time the survey was conducted.

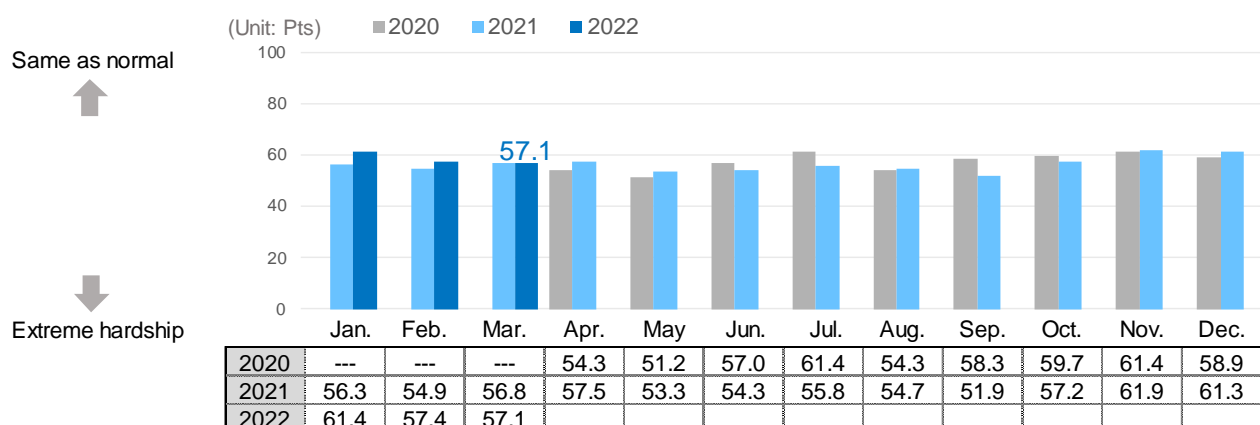
Degree of freedom of life under the influence of COVID-19

March 2022: 57.1 pts

Down 0.3 pts vs. last month
Up 0.4 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 March 2022 was 57.1 points. Down 0.3 points since last month, the score was roughly the same as it was in February. It was 0.4 points higher than the same month last year.

(Surveyed monthly since April 2020)



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: Compared to last month, The situation abroad (79.9%, up 14.0 points) rose significantly more than other scores. This was followed by The lack and uncertainty of information (63.3%, up 3.4 points), and many other scores that rose slightly. **Degree of activity restriction:** All scores declined. This includes Nonessential and nonurgent trips (74.3%, down 5.3 points) and Meeting friends and socializing (73.7%, down 4.8 points). **Degree of activity implementation:** There were no significant increases or decreases. Scores for such items as Support businesses and organizations (20.5%, up 2.6 points) rose, and scores for such items as Make sure to get sufficient exercise, nutrition and sleep (72.8%, down 3.8 points) declined.

		Response rate Agree + Somewhat agree	Change vs. last month	Change vs. same month last year
Degree of anxiety Anxieties they feel	The situation abroad	79.9%	+14.0 pts	+15.2 pts
	The lack and uncertainty of information	63.3%	+3.4 pts	+1.1 pts
	Economic stagnation	77.3%	+1.2 pts	+1.1 pts
Degree of activity restriction Behaviors they refrain from	Nonessential and nonurgent trips	74.3%	-5.3 pts	-7.8 pts
	Meeting friends and socializing	73.7%	-4.8 pts	-7.6 pts
	Shaking hands, hugging and otherwise touching others	76.7%	-3.8 pts	-5.2 pts
Degree of activity implementation Behaviors they implement	Support businesses and organizations	20.5%	+2.6 pts	+1.3 pts
	Exercise outside where people don't gather	41.5%	+2.0 pts	-3.0 pts
	Make sure to get sufficient exercise, nutrition and sleep	72.8%	-3.8 pts	-3.1 pts

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

Degree of freedom of life score was 57.1 points in March, around the same as last month. Degree of activity restriction scores eased slightly

Pre-emergency Measures to Prevent the Spread of COVID-19, which had been in place in 34 prefectures at the beginning of February, were lifted in some areas by the middle of the month. However, the measures were extended for a second time, until March 21, in prefectures in the Greater Tokyo, Kansai and Greater Nagoya areas, among others. The daily caseload, which topped 100,000 on February 1, had begun to decline slowly by late February. But pressure on the medical system continued as the number of people who had received their third vaccine languished at around 20% of the eligible population, and deaths, particularly among the aged, began trending upwards. The Degree of freedom of life score remained about the same as last month under these conditions.

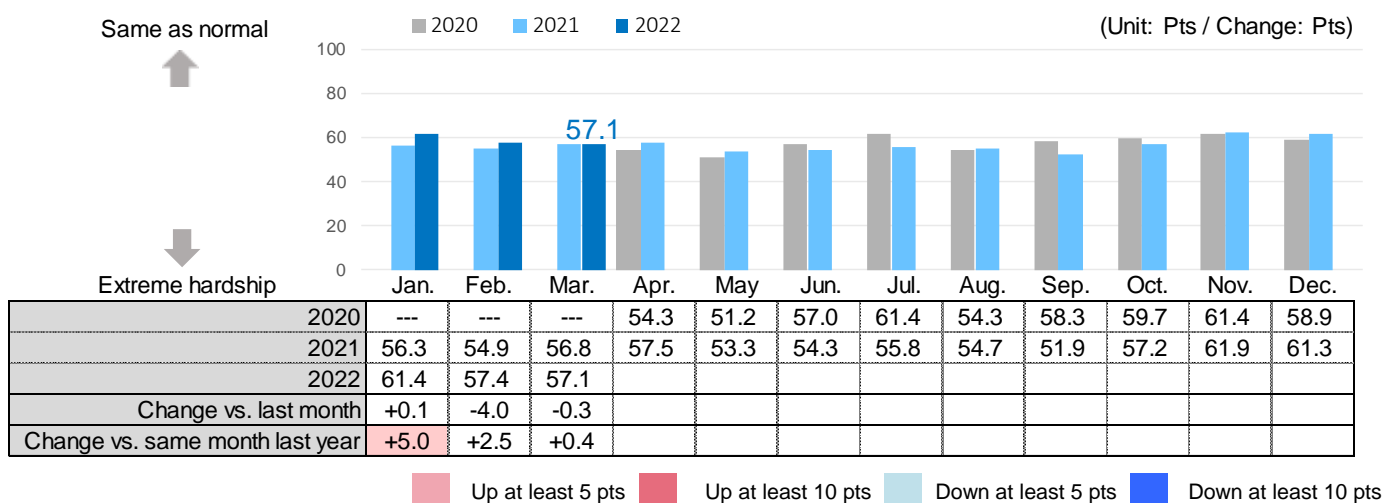
Reasons for scores mentioned a lack of excitement, an unsatisfying feeling of things being neither difficult nor free, a diminished sphere of activity, and disappointment

Respondents who gave high Degree of freedom of life scores rated fewer interpersonal connections and less fuss and bother, but also hinted at being dragged down by gloomy feelings due to having to be careful toward others, having “no excitement in this substitute life” that is not a patch on the real thing, and “not being able to go out or travel freely.”

Respondents who gave medium Degree of freedom of life scores also seemed to be feeling dissatisfied due to restrictions dragging on. “With case numbers going up and down constantly, I’m exhausted,” “I can’t do the extras in life,” “We just take walks,” “Things are not especially difficult, but neither can I easily do things like I used to.”

Respondents who gave low Degree of freedom of life scores mentioned “My opportunities to meet people have decreased and the sphere of my activities has shrunk,” “I wanted to travel a lot while my child was still in elementary school, but I’ve barely been anywhere,” “I feel estranged from my friends,” and also expressed disappointment about the passage of two years, and its effects, including “my handbag has gone moldy and I am not as concerned about beauty.”

■ 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)	Due to the pandemic, I can't go out as I'd like, but unlike others who seem to feel stress from not being able to see people, as someone who isn't good at interpersonal relationships, it's actually easier for me.	100 pts	Female, 64, Kanagawa Pref.
		Things are more inconvenient, but there's less fuss and bother, so there's no real difference in my quality of life.	95 pts	Male, 37, Chiba Pref.
		I didn't go out much normally, so I don't feel particularly hard done to. But, when I do go out, even if I don't care, others do, so I need to wear a mask and avoid crowding, etc.	80 pts	Male, 27, Aichi Pref.
		I gave it 70 points. The other 30 points are for not being able to go out or travel freely as I'd like.	70 pts	Female, 34, Aichi Pref.
		I can't window shop so I buy online. I can't go to gigs, so I watch them on Blu-ray. There's no excitement in this substitute life.	70 pts	Male, 57, Osaka Pref.
	Medium (41–60 pts)	I gave this score because although I've had my third vaccine and would like to start going out, it just doesn't seem like the right time for it.	60 pts	Male, 27, Tokyo
		At the start of the pandemic, I didn't know what was going on and couldn't do a thing due to worry and fear. These days, I have the latitude to think for myself and I'm now able to do things, but with case numbers going up and down constantly, I'm exhausted.	60 pts	Female, 57, Osaka Pref.
		I feel like I am living my normal life. But I can't do the extras, like traveling, window shopping, visiting art museums, etc. My daughter-in-law can't even visit her home town. Once-a-year pleasures are now out the window.	60 pts	Female, 68, Tokyo
		Life goes on as before, but I can no longer take my child out for fun outings and we just take walks in our immediate neighborhood.	50 pts	Female, 41, Aichi Pref.
		I gave this score because things are not especially difficult, but neither can I easily do things like I used to.	50 pts	Male, 59, Nara Pref.
	Low (40 pts or lower)	I used to love getting together with others, but now I don't see anyone and I miss it. Plus, I got a new job, so my opportunities to meet people have decreased even more and the sphere of my activities, too, has shrunk significantly.	40 pts	Male, 56, Osaka Pref.
		It would be fair to say my life has changed completely since prior to the pandemic. Children and adults wear masks as a matter of course, and kids have to be silent when they eat lunch at school. It's a real shame it has become the norm to shop avoiding crowded times and to send kids out to play with antibacterial sprays and hand soap. There are very few school events, and interactions with other classes are minimal. I feel sorry for kids who think this is normal, and now that we've got used to all this, I'm not sure we could go back to normal even if they said to do so. I think it's been going on that long.	30 pts	Female, 38, Tokyo
		I wanted to travel a lot while my child was still in elementary school, but I've barely been anywhere these last two years. Almost all school events have disappeared, and to top it off, I got COVID-19.	30 pts	Female, 49, Aichi Pref.
		In my job, there have been obstacles to meeting clients for business. And I feel estranged from my friends.	20 pts	Male, 33, Aichi Pref.
	Since I have fewer opportunities to go out, my handbag has gone moldy and I am not as concerned about beauty.	10 pts	Female, 49, Tokyo	

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

Degree of anxiety: Many scores were up on last month

Compared to last month, The situation abroad (79.9%, up 14.0 points) rose significantly more than other scores. This was followed by The lack and uncertainty of information (63.3%, up 3.4 points), and many other scores that rose slightly.

Compared to the same month last year, too, The situation abroad (79.9, up 15.2 points) rose significantly more than other items. This was likely due to the invasion of Ukraine by Russia.

Degree of activity restriction: All scores were down on last month

Compared to last month, Nonessential and nonurgent trips (74.3%, down 5.3 points) and Meeting friends and socializing (73.7%, down 4.8 points) stood out, among others.

Compared to the same month last year, all scores dropped by at least 5 points. This includes Nonessential and nonurgent shopping (67.0%, down 8.2 points) and Nonessential and nonurgent trips (74.3%, down 7.8 points).

Degree of activity implementation: There were no significant increases or decreases

Scores for such items as Support businesses and organizations (20.5%, up 2.6 points) rose, and scores for such items as Make sure to get sufficient exercise, nutrition and sleep (72.8%, down 3.8 points) declined.

Activities respondents intend to do after COVID-19 subsides: Activities with higher “intention” scores than “current” scores included Invest (+9.4 points), Read and post on social media (+9.2 points) and Enjoy leisure activities outdoors where people don’t gather (+8.6 points), among others.

■ Lifestyle attitudes and behaviors

(Unit: % / Change: Pts)

Degree of anxiety	Current: Anxieties they feel				
	Jan. 2022 survey	Feb. 2022 survey	Mar. 2022 survey	Change vs. last month	Change vs. same month last year
The situation abroad	64.1	65.9	79.9	+14.0	+15.2
Economic stagnation	68.7	76.1	77.3	+1.2	+1.1
The government's response	64.6	70.2	70.2	±0	-4.7
My and my family's health	66.5	67.3	67.4	+0.1	±0
The lack and uncertainty of information	56.1	59.9	63.3	+3.4	+1.1
My and my family's jobs and income	56.4	58.0	57.0	-1.0	-2.5
Changes in my interpersonal relationships	40.5	43.7	43.9	+0.2	-2.4

(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)
	Jan. 2022 survey	Feb. 2022 survey	Mar. 2022 survey	Change vs. last month	Change vs. same month last year	Jan. 2022 survey	Feb. 2022 survey	Mar. 2022 survey	Change vs. last month	Change vs. same month last year	
	Travel and leisure activities	73.5	82.0	79.2	-2.8	-7.3	50.7	50.7	48.5	+1.4	
Shaking hands, hugging and otherwise touching others	74.4	80.5	76.7	-3.8	-5.2	62.7	62.7	63.3	+1.9	-1.4	-13.4
Nonessential and nonurgent trips	69.5	79.6	74.3	-5.3	-7.8	57.3	57.3	56.1	+0.7	-1.9	-18.2
Meeting friends and socializing	67.5	78.5	73.7	-4.8	-7.6	51.1	51.1	50.1	-1.0	-2.4	-23.6
Experiential entertainment (gigs, theater, movies, etc.)	66.4	74.3	73.7	-0.6	-7.5	50.2	50.2	49.7	+1.6	-2.6	-24.0
Eating out	62.1	73.4	70.4	-3.0	-6.3	49.0	49.0	48.4	-0.1	-1.8	-22.0
Nonessential and nonurgent shopping	60.2	69.8	67.0	-2.8	-8.2	54.1	54.1	52.9	-0.2	-2.6	-14.1

(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)
	Jan. 2022 survey	Feb. 2022 survey	Mar. 2022 survey	Change vs. last month	Change vs. same month last year	Jan. 2022 survey	Feb. 2022 survey	Mar. 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	89.7	91.8	90.0	-1.8	-2.4	82.9	82.9	81.5	+1.4	
Make sure to get sufficient exercise, nutrition and sleep	73.9	76.6	72.8	-3.8	-3.1	81.9	81.9	81.3	-3.0	-1.0	+8.5
Keep a stock of anti-infection products and everyday necessities	66.0	68.8	69.3	+0.5	-0.3	69.7	69.7	69.8	+2.1	-1.2	+0.5
Enjoy pastimes I can do at home	61.0	69.3	68.6	-0.7	-1.3	55.6	55.6	58.1	+2.2	+1.0	-10.5
Use cashless payment options as much as possible	63.3	66.3	64.5	-1.8	+2.6	68.0	68.0	66.8	-2.9	+2.0	+2.3
Avoid shopping at crowded times and/or reduce frequency of shopping	56.7	61.9	61.8	-0.1	---	55.8	55.8	57.5	+0.9	---	-4.3
Use stores and facilities that take stringent anti-infection measures	55.2	59.7	58.7	-1.0	---	57.8	57.8	57.9	+1.2	---	-0.8
Cook for myself as much as possible	51.6	57.2	57.5	+0.3	+0.6	61.7	61.7	63.1	-1.3	-1.2	+5.6
Drive to places	47.1	51.1	49.4	-1.7	-1.4	46.7	46.7	48.1	+0.8	-1.5	-1.3
Use video, music and other streaming services	45.3	46.9	47.1	+0.2	+1.6	50.9	50.9	50.3	+1.7	+3.0	+3.2
Play video games on my smartphone, computer, etc.	43.2	46.5	46.5	±0	-1.8	47.0	47.0	46.1	+1.3	-1.6	-0.4
Use net shopping and food delivery services	40.0	45.3	45.8	+0.5	-0.5	45.7	45.7	46.2	+3.4	+3.4	+0.4

Do exercises I can do at home	41.5	45.7	44.5	-1.2	-1.0	49.8	49.8	52.3	+0.7	+1.3	+7.8
Enjoy leisure activities outdoors where people don't gather	40.3	43.5	43.9	+0.4	+0.5	52.3	52.3	52.5	+0.3	-0.9	+8.6
Read and post on social media	38.8	41.5	43.2	+1.7	+2.0	48.8	48.8	52.4	+3.2	+2.7	+9.2
Exercise outside where people don't gather	37.5	39.5	41.5	+2.0	-3.0	46.7	46.7	48.4	±0	-0.8	+6.9
Commute to work/school during off-peak hours as much as possible	35.1	39.1	36.9	-2.2	-1.8	39.8	39.8	41.0	+1.4	+2.1	+4.1
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	31.3	31.9	32.6	+0.7	+3.6	40.9	40.9	41.0	+0.3	+2.0	+8.4
Telework (work from home) as much as possible [Those with jobs*]	29.7	31.5	30.9	-0.6	-3.3	30.9	30.9	33.4	+1.2	+1.0	+2.5
Second job (incl. considering one)	26.8	28.7	30.6	+1.9	+0.5	31.7	31.7	33.0	+0.1	-0.3	+2.4
Buy slightly better things than normal	28.4	28.5	30.5	+2.0	+3.8	34.2	34.2	34.8	+3.1	+1.9	+4.3
Invest	27.3	28.0	28.7	+0.7	+1.8	38.1	38.1	38.1	-0.4	+0.3	+9.4
Make things by hand (handcrafts, home improvements, DIY, etc.)	25.5	26.3	27.5	+1.2	+1.1	33.9	33.9	34.9	+2.2	+1.7	+7.4
Get a job, change jobs or start a business (incl. considering these)	22.5	24.9	24.7	-0.2	-0.1	27.9	27.9	28.7	+1.6	+0.7	+4.0
Post and sell things on flea market apps and net auctions	22.9	24.4	24.5	+0.1	+2.0	28.8	28.8	29.9	+0.9	+1.3	+5.4
Buy things on flea market apps and net auctions	22.5	25.5	24.5	-1.0	+1.2	30.0	30.0	30.1	+0.1	+0.6	+5.6
Support businesses and organizations	19.1	17.9	20.5	+2.6	+1.3	24.2	24.2	24.3	+1.9	-0.8	+3.8
Study online	17.9	17.5	19.2	+1.7	+0.5	24.5	24.5	25.7	+1.2	+0.2	+6.5
Participate in online drinking parties and dinners	16.7	18.5	18.5	±0	+0.1	19.9	19.9	21.4	+2.1	+1.9	+2.9
Move homes, carry out home improvements, live in multiple locations (incl. considering these)	16.8	16.2	17.7	+1.5	---	22.5	22.5	23.9	+2.9	---	+6.2

* Those with jobs: January n=1,063 February n=1,074 March n=1,056

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
Male	122	145	190	161	137	755
Female	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
Male	122	143	187	169	136	757
Female	118	139	183	164	139	743
Total	240	282	370	333	275	1,500

Survey method: Internet survey

Survey period: March 3 (Thu)–7 (Mon), 2022

(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: Websites of the Ministry of Health, Labour and Welfare of Japan, website of the Tokyo Metropolitan Government (each as of March 19)

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
The media reports a sudden increase in cases in Europe
The new Omicron variant is detected in Japan for the first time (late November)
- December: New cases remain low for most of the month; community transmission of the Omicron variant is confirmed in Osaka and Tokyo late in the month
- 2022**
- January: New cases rise sharply, topping 90,000 a day; the number of patients recuperating at home and cases of ambulance crews struggling to find hospitals to take emergency patients also soar
Prefectures in which Pre-emergency Measures to Prevent the Spread of COVID-19 apply continue to expand, reaching 34 by the end of January

Developments at the time of this survey, in detail

2022

- February 4: The Beijing 2022 Winter Olympic Games begin amidst the pandemic
- February 1: New cases in Japan top 100,000 for the first time
- Late February: New cases in Japan begin to decline
- February 20: Pre-emergency Measures to Prevent the Spread of COVID-19 lifted in Yamaguchi, Yamagata, Okinawa, Shimane and Oita Prefectures
- February 22: The media reports that daily deaths topped 300; a sixth consecutive week of record cases of ambulance crews struggling to find hospitals to take emergency patients is announced (Ministry of Internal Affairs and Communications)
- February 24: The Russian military launches a full-scale invasion of Ukraine
- March 4: Decision made to extend Pre-emergency Measures to Prevent the Spread of COVID-19 in 18 prefectures (including Tokyo and Saitama, Chiba, Kanagawa, Gifu, Aichi, Kyoto, Osaka and Hyogo Prefectures), until March 21; the Beijing 2022 Winter Paralympic Games begin

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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