



From the Hakuodo Institute of Life and Living Report  
*Sei-katsu-sha* Before & After the Great East Japan Earthquake

## People nationwide were “Touched” & “Deeply Affected”

Hakuhodo Institute of Life and Living studied changes in *sei-katsu-sha* emotions and behaviors before and after the Great East Japan Earthquake. Below, we present the results of time-series analysis of this data,

**“Touched” and “Deeply moved” increased more than any negative emotion. The proportion feeling these emotions and the difference from the previous year were both top in the disaster-affected Tohoku region.**

The biggest difference from the previous year was in “Touched” (up 15 points; 59% in 2011), followed by “Deeply affected” (up 9 points; 52% in 2011). People nationwide appear to have been touched by voluntarism in the disaster zone, messages of support and people helping each other out; and to have felt deeply affected by their current lives and situations as a result of the earthquake, blackouts and other difficult and painful events.

The highest percentage of people who felt “Touched” (69% in 2011; up 26 points) and “Deeply affected” (62% in 2011; up 17 points) and the greatest change in these items since the previous year nationwide was found in the Tohoku region.

Q. To what degree have you felt the following emotions in your daily life in the past 3 months?

Select the most appropriate response from the following: Very often, Sometimes, Not very often, Not at all.

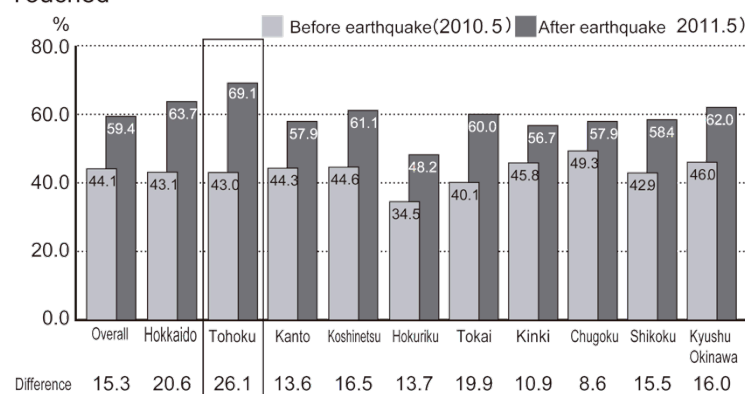
Values above are the Very often and Sometimes total (%). The change since the previous year is expressed in points.

### Change in emotions from previous year (Nationwide)

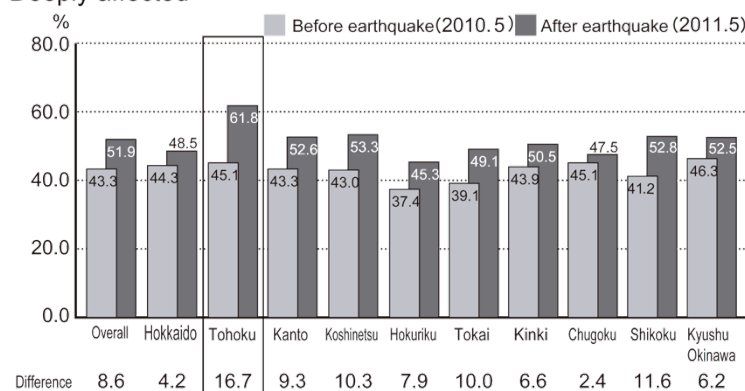
Pleasant feelings	2010.5	2011.5	Difference
<b>Touched</b>	<b>44.1</b>	<b>59.4</b>	<b>15.3</b>
<b>Deeply affected</b>	<b>43.3</b>	<b>51.9</b>	<b>8.6</b>
Heart-warmed	54.1	57.4	3.3
Relieved	59.7	62.0	2.3
Excited	53.5	52.5	-1.0
Goody!	53.8	52.7	-1.1
Floating on air	41.6	40.4	-1.2
Refreshed	48.5	47.0	-1.5
In high spirits	51.8	49.9	-1.9
Cheerful	36.9	34.3	-2.6

Unpleasant feelings	2010.5	2011.5	Difference
Anxious	49.1	54.3	5.2
Oh no!	59.5	62.7	3.2
Shocked	52.0	55.1	3.1
Bothered	50.1	52.4	2.3
Dissatisfied	55.0	57.1	2.1
In a daze	68.0	69.9	1.9
Helter-skelter	53.1	54.6	1.5
Fed up	68.5	70.0	1.5
Irritated	79.3	80.2	0.9
Disgusted	77.2	77.0	-0.2

### Touched



### Deeply affected



## Outline of Hakuodo Institute of Life and Living Report on Changes in *Sei-katsu-sha* Before and After the Great East Japan Earthquake

Report on Changes in *Sei-katsu-sha* Before and After the Great East Japan Earthquake presents findings from time-series surveys of 6,000 respondents nationwide in May 2010 and 2011 conducted by HILL. Comparative analysis of the two surveys uncovered seven findings about changes in *sei-katsu-sha* emotions, behavior and values since the earthquake.

See Report on Changes in *Sei-katsu-sha* Before and After the Great East Japan Earthquake for details.

(The Report may be downloaded here: <http://seikatsusoken.jp/english/publication/2011.html>)

### Seven Findings

1. People nationwide were “Touched” & “Deeply affected”
2. Disparities in emotional responses, East & West Japan
3. Interest in shopping did not fall
4. Mass media closed in on Internet as vital source of information
5. Men became active in social causes while they were also active in personal matters
6. Women became more active in social causes
7. Thinking it good to be content without having everything

#### Survey outline

Territory: All 47 prefectures of Japan

Survey method: Internet survey

Target population: 6,000 males & females aged 20—59 (valid responses)

Allocated into gender-based 10 year age groups by area to reflect population composition

Area	2010.5	2011.5	Prefectures
Hokkaido	262	262	Hokkaido
Tohoku	435	434	Aomori, Iwate, Miyagi, Akita, Yamagata, Fukushima
Kanto	2,051	2,052	Ibaraki, Tochigi, Gunma, Saitama, Chiba, Tokyo, Kanagawa
Koshinetsu	242	244	Niigata, Yamanashi, Nagano
Hokuriku	139	137	Toyama, Ishikawa, Fukui
Tokai	708	707	Gifu, Shizuoka, Aichi, Mie
Kinki	977	976	Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama
Chugoku	339	337	Tottori, Shimane, Okayama, Hiroshima, Yamaguchi
Shikoku	177	178	Tokushima, Kagawa, Ehime, Kochi
Kyushu/ Okinawa	670	673	Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, Kagoshima, Okinawa

Survey period: Friday, May 21—Monday, May 24, 2010 & Monday, May 9—Wednesday, May 11, 2011

Planning/Analysis: Hakuodo Institute of Life and Living

Implementation/Tabulation: Tokyo Survey Research Inc.