Hakuhodo Institute of Life and Living Shanghai presents
The Dynamics of Chinese People 2013: Insights into New Behaviors of Young Urbanites

Tokyo—May 27, 2013—Hakuhodo subsidiary Hakuhodo Institute of Life and Living Shanghai and the College of Advertising, Communication University of China on May 24, 2013, in Beijing, jointly presented findings from their latest research, The Dynamics of the Chinese People 2013: Insights into New Behaviors of Young Urbanites*. The presentation ended in great success, with over 200 Chinese and Japanese marketing staffers and managers, media people and others gathering for the occasion.

Kicking off the presentation, Hakuhodo President & CEO Hirokazu Toda explained that Sei-katsu-sha† Insight, the fundamental thinking on which the presented research is built, is a Hakuhodo group philosophy. He noted that Hakuhodo Institute of Life and Living Shanghai leverages sei-katsu-sha research know-how developed by Hakuhodo in Japan to support the marketing activities of companies working in China, contribute to sei-katsu-sha and society, and establish Hakuhodo’s creative credentials in China.

Huang Shengmin, Dean of the College of Advertising, Communication University of China, then took the podium to explain the importance of Chinese research into young people and introduce the process of the joint research conducted with Hakuhodo Institute of Life and Living Shanghai.

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* In this research, the young are defined as those aged 18–27, that is the generations born from 1985 and 1990 (85-hou + 90-hou). This research targeted young people with monthly household incomes of 5,000–19,000 RMB living in the three cities Beijing, Shanghai and Guangzhou.

† Sei-katsu-sha are more than simply consumers, just as people’s lives and lifestyles include more than just shopping. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers’ lives.
Zhong Ming, Chief Researcher of Hakuhodo Institute of Life and Living Shanghai then presented the Institute’s latest research findings. The research is based on analysis of data from Hakuhodo’s proprietary Global HABIT sei-katsu-sha survey and database; a survey of the perceptions and habits of 5,400 people in Beijing, Shanghai and Guangzhou; observation of lifestyles; analysis of utterances and users of Weibo (the Chinese equivalent of Twitter) and other social media, and other research.

The findings point to the existence behind the new tide of behavior among young Chinese people of a desire to put themselves out in the world, receive sympathy and to draw near to and become involved with people with similar values, thereby magnifying their own existence value. Since this can also be thought of as a desire to grow by influencing and being influenced by others in a whirlpool, the institute named this phenomenon as “Chuang Xuan” (whirlpool creation). This behavior is increasingly seen among the young “90-hou” generation born in 1990s, in particular, and can be seen as a defining characteristic of this young generation, both in China’s urban areas and regional centers. Professor Huang Jinghua of the College of Advertising, Communication University of China then presented findings corroborating the existence of this desire for “Chuang Xuan”.

Participants then heard about Hakuhodo Institute of Life and Living Shanghai’s plans to develop marketing solutions tailored to the desire for “Chuang Xuan,” to present findings from research into emerging trends and changes among Chinese sei-katsu-sha about once per year, to research such subjects as China’s regional centers, branding and the like, and to develop new marketing tools and solutions.

The Hakuhodo group will continue strengthening its China operations in response to the country’s increasingly complex marketing challenges, with the aim of expanding its overall global operations.

About Hakuhodo Institute of Life and Living Shanghai Co., Ltd.

Chairman: Toshiaki Kato
General Manager: Kenji Okuma
Established: April 1, 2012
Start of operations: June 1, 2012
Location: Shanghai, China
Capital: 50 million JPY
Business: Sei-katsu-sha research, marketing tool development, information provision
URL: http://www.shenghuozhe.cn
Global HABIT is a comprehensive Hakuhodo survey and database that has grown to cover 34 major cities worldwide since 2000. Survey data is collected every year, enabling not only comparisons between cities, but also time-series comparison of single cities. Single-source Global HABIT surveys probe individual sei-katsu-sha lifestyles, values, media contact, purchase attitudes and use, and perceptions of brands in many categories. This enables analysis not only of brand users, but of brand supporters at differing levels of perception (would consider purchasing, favor brand, brand fans, etc.).

Overview of Global HABIT 2012 survey

Cities surveyed: Shanghai, Beijing, Guangzhou (China); Hong Kong; Taipei (Taiwan); Bangkok (Thailand); Seoul (Korea); Singapore; Kuala Lumpur (Malaysia); Metro Manila (Philippines); Jakarta (Indonesia); Ho Chi Minh City (Vietnam); Delhi, Mumbai (India); Frankfurt (Germany), Sao Paulo (Brazil).

The cities Dalian, Shenyang, Wuhan, Chengdu, Hangzhou, Ningbo, Xian, Fuzhou (China); Sydney (Australia); Berlin (Germany); Paris (France); Milan (Italy); Madrid (Spain); New York, Los Angeles, Chicago (USA); London (UK) and Moscow (Russia) were surveyed in 2011 or earlier.

Respondents: Either 500 or 800 males and females aged 15–54 per city

In Shanghai, Beijing and Guangzhou, an additional 1,800 male and female Chinese Power sei-katsu-sha aged 25–54 with incomes of at least 15,000 RMB are also surveyed.

In Delhi and Mumbai, an additional 1,000 male and female Indian Power sei-katsu-sha aged 25–54 from SEC A2 or higher with monthly household incomes of at least 40,000 INR were also surveyed.

Responses were obtained from persons in the middle/high income bracket of each city (50-90% of the urban population) based on screening by household income.

Survey period: Late May–early August 2012

Survey method: In-home interviews (Asian cities other than Hong Kong, Taipei, Frankfurt, Sao Paulo)
Individual interviews at a central location (Hong Kong, Taipei, Seoul)

Main items surveyed (some apply only to China and other Asian countries):

Demographics and lifestyle
Demographics, lifestyles, environmental awareness, country-of-origin image, media/information contact, shopping, hobbies, sports, durable consumer goods ownership, category perceptions, travel, housing

Product & service usage
Insurance, credit cards, convenience stores, airlines, passenger cars, motorcycles, AV products, home appliances, mobile phones & smartphones, computers & printers, digital cameras & digital video cameras, copiers, watches, game consoles, alcoholic & non-alcoholic beverages, foodstuffs (instant foods, snack foods), toiletries, cosmetics, personal care products, sanitary products & disposable diapers

Media contacts

Corporate Public Relations Division
Ken Odaka (KEN.ODAKA@hakuhodo.co.jp)
Tel: +81-3-6441-6161