

Research Outline

- Survey Objective** “Seikatsu Teiten” is the chronological lifestyle survey that has been conducted from 1992 biennially. It is intended to analyze the transition in consumer’s consciousness and desire by asking the diversified questions such as everyday emotion, living activities and consumption behavior, social view.
- Survey area** 40km Tokyo metropolitan area (Tokyo, Saitama, Chiba, Kanagawa, and Ibaraki Prefectures)
30km Hanshin area (Osaka, Kyoto, Hyogo, and Nara Prefectures)
- Survey method** Home visit and questionnaire placement method
- Survey period** Conducted in biennially from 1992 (most recent survey: May 11 to June 20, 2022)
- Survey target** Males and females aged 20 to 69
- Sample size** 3,084 samples (the number of valid respondents in 2022)
Sample quota (males and females in 5 year increments) was decided based on the census results in 2020

(2022)	Tokyo area + Hanshin area			Tokyo area			Hanshin area		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	3,084	1,549	1,535	2,238	1,138	1,100	846	411	435
20-29	537	268	269	394	198	196	143	70	73
30-39	595	300	295	443	226	217	152	74	78
40-49	740	373	367	539	275	264	201	98	103
50-59	701	355	346	504	259	245	197	96	101
60-69	511	253	258	358	180	178	153	73	80

Survey design and analysis HakuHodo Institute of Life and Living

Implementation and data processing H.M. Marketing Research, Inc.