

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 9 to June 27, 2024)
Survey target	Males and females aged 20 to 69
Sample size	2,510 samples (the number of valid respondents in 2024) Sample quota (males and females in 5 year increments) was decided based on the census results in 2020

(2024)	Tokyo area + Hanshin area			Tokyo area			Hanshin area		
	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	2,510	1,263	1,247	1,821	926	895	689	337	352
20-29	420	210	210	303	152	151	117	58	59
30-39	475	239	236	354	180	174	121	59	62
40-49	572	289	283	419	214	205	153	75	78
50-59	615	311	304	443	227	216	172	84	88
60-69	428	214	214	302	153	149	126	61	65

Survey design and analysis	Hakuhodo Institute of Life and Living
Implementation and data processing	H.M. Marketing Research, Inc.(QO,Inc.)