

FOR IMMEDIATE RELEASE

February 10, 2021

**Dentsu and Dentsu Institute Conduct a Survey on
Social Media Use and Attitudes to Social Good in Five Countries**

Attitudes to social good lag behind in Japan, but are driven by the cohort that posts frequently on social media

In December 2020, Dentsu Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hiroshi Igarashi) and Dentsu Institute (Office: Tokyo; Executive Producer: Naoki Tani), an internal organization of Dentsu Group Inc., conducted a survey on attitudes to social good among users of social media*¹ in the five countries of Japan, UK, US, China, and India.

A positive attitude to social good refers to a willingness to support activities and products that have a beneficial impact on society. In recent years, worldwide attention has focused on efforts to curb CO₂ emissions, reduce plastic waste, and promote equality in terms of gender and race. The objective of this survey was to establish how attitudes to social good differ among countries and how they relate to use of social media. The main findings are as summarized below.

Summary:

- 1. In all countries, more than half of respondents supported activities promoting social good, but in Japan the affirmative response rate was somewhat lower.**
- 2. In all countries, positive attitudes to social good were high among the cohort that posts on social media at least once a week.**
- 3. Differences in attitudes to social good in Japan were associated more closely with frequency of social media posting than gender or age.**

Findings:

1. In all countries, more than half of respondents supported activities promoting social good, but in Japan the affirmative response rate was somewhat lower.

- For all five statements expressing positive attitudes toward corporate activities promoting social good, the mean affirmative response rate for the five countries combined was high, at over 60%.
- In Japan, the affirmative response rate was lower than in the other countries, and was particularly low with regard to statement 3, “I try to buy products from companies and brands that improve the environment and society” and statement 5, “I try to choose products with low environmental impact and fair trade products even if they are a little expensive.”

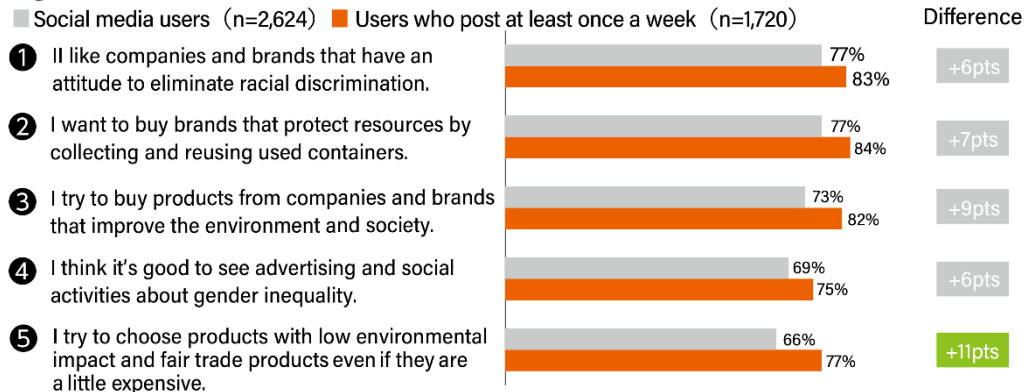
Figure 1 Attitudes to Social Good in Five Countries

Total score of “Strongly agree” and “Agree” (%)	Social media users: 5-country mean score (n=2,624)	Japan (n=537)	UK (n=531)	US (n=525)	China (n=500)	India (n=531)
① I like companies and brands that have an attitude to eliminate racial discrimination.	77%	64%	70%	77%	84%	88%
② I want to buy brands that protect resources by collecting and reusing used containers.	77%	61%	69%	78%	84%	90%
③ I try to buy products from companies and brands that improve the environment and society.	73%	51%	66%	75%	86%	90%
④ I think it's good to see advertising and social activities about gender inequality.	69%	64%	66%	71%	65%	78%
⑤ I try to choose products with low environmental impact and fair trade products even if they are a little expensive.	66%	39%	61%	68%	81%	84%

2. In all countries, positive attitudes to social good were high among the cohort that posts on social media at least once a week.

- Across all five countries, users who post at least once a week*² showed positive attitudes to social good.

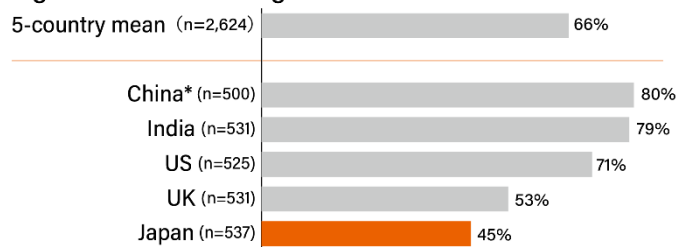
Figure 2-1 Attitudes to Social Good in Five Countries



* Green indicates where the difference between all social media users and users who post at least once a week is 10 percentage points or more.

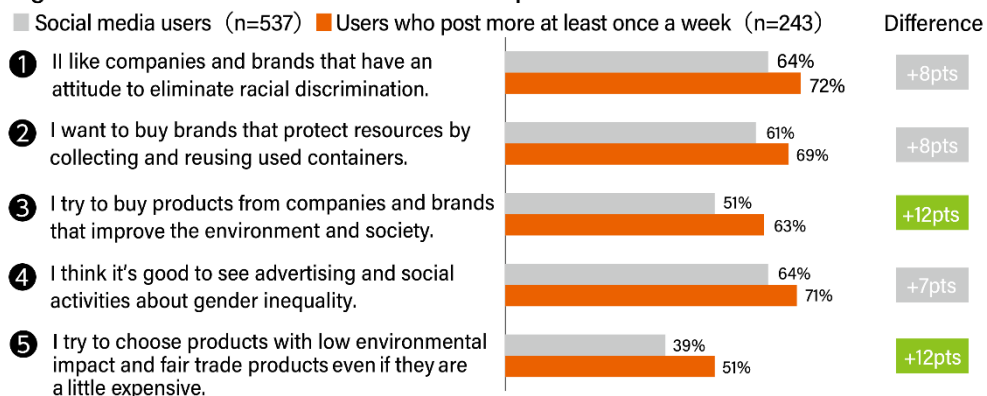
- In Japan, 45% of social media users posted at least once a week, the lowest among the five countries surveyed. However, the tendency for users who post at least once a week to have positive attitudes to social good was observed in Japan as in the other countries.

Figure 2-2 Percentage of Users Who Post at Least Once a Week in Five Countries



* For China only, the definition of the social media services used was different. See the end of this press release for the relevant social media.

Figure 2-3 Attitudes to Social Good in Japan



3. Differences in attitudes to social good in Japan were associated more closely with frequency of social media posting than gender or age

- In Japan, a marked difference was observed between users who post at least once a week and users who post less than once a week with regard to statement 3 and statement 5; this difference was greater than gender- or age-based differences.

Figure 3-1 ③ I try to buy products from companies and brands that improve the environment and society. (Japan)

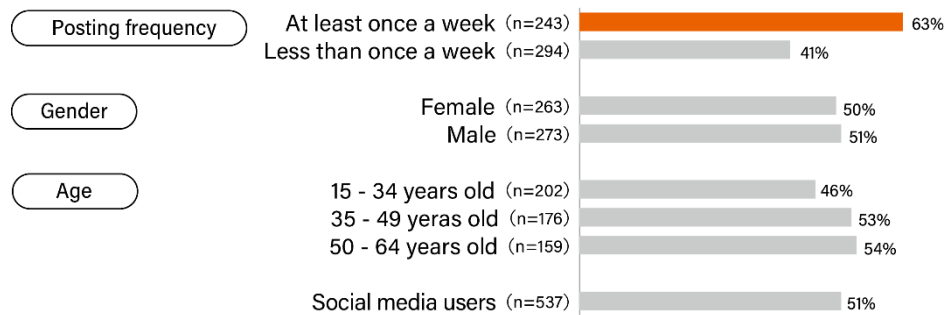
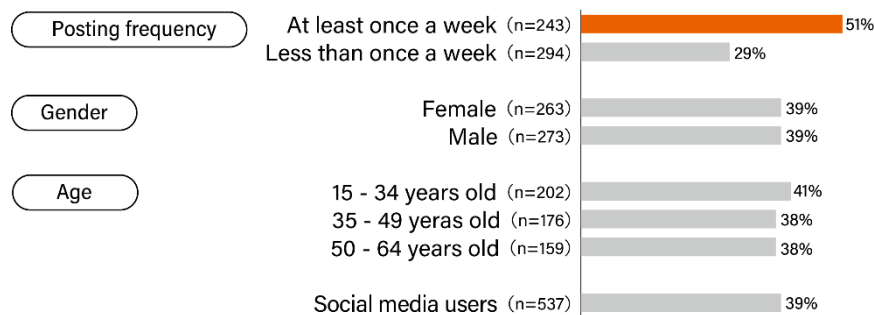


Figure 3-2 ⑤ I try to choose products with low environmental impact and fair trade products even if they are a little expensive. (Japan)



Notes:

- *1 Social media is taken to include social networking services, video-sharing platforms and apps, and messenger apps.
- *2 Users who post at least once a week were defined as follows:
 - In Japan, UK, US, and India
 - Users who posted at least once a week on either Facebook, Instagram, Twitter, or TikTok (excluding direct messaging)
 - In China
 - Users who posted at least once a week on either WeChat, Weibo, RED, or Douyin (excluding direct messaging)

Methodology

Title: Survey on Attitudes to Social Good (covering Japan, UK, US, China, and India)

Survey method: Online questionnaire

Conducted by: Dentsu Inc. and Dentsu Institute

Survey period: December 13–21, 2020

Survey areas: Japan, UK, US, China, India

Target: Social media users aged 15–64 in the five countries

(i.e., people who have used social networking services, video-sharing sites or apps, or messenger apps)

Effective sample size: 2,624

(Japan: 537, UK: 531, US: 525, China: 500, India: 531)

The sample was adjusted after collection of responses to eliminate bias among countries in terms of the number of respondents, and their genders and ages.

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Contact

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