

August 12, 2021

## **Dentsu Japan Network conducts its second “Consumer Survey on Carbon-Neutrality”**

- While only around 40% of the respondents are aware of the term “carbon-neutrality” itself, more than 50% are aware of Japan’s goal of a 46% reduction in greenhouse gases by 2030.
- Individual investors who are highly interested in carbon-neutral place importance on corporate efforts throughout the supply chain, from development to sales, on the premise of corporate information disclosure and PR in their investment decisions.

Dentsu Japan Network (President & CEO: Hiroshi Igarashi; Head Office: Tokyo, hereinafter referred to as “DJN”) conducted its second “Consumer Survey on Carbon-Neutrality” (hereinafter referred to as “the survey”) from June 9 to 10, 2021. The survey was carried out by its DJN Sustainability Development Office and Dentsu Team SDGs, both of which promote sustainability projects across the Dentsu Group, and the respondents were 1,400 people across Japan with an age range spanning people in their teens to those in their 70s.

In this survey, DJN conducted a comparative analysis with the results of the previous survey held in April 2021 with regard to the awareness of consumers in Japan toward “decarbonization” and “carbon neutrality,” which are important themes both in Japan and abroad, and the 14 priority fields identified in the “Green Growth Strategy Through Achieving Carbon Neutrality in 2050” announced by the Ministry of Economy, Trade and Industry, and an analysis with newly added questions asking about the latest government announcements and future plans on the same themes. In addition, this time DJN also analyzed the points on which individuals place importance when making investment in companies that are working to realize carbon neutrality. This survey will continue to be conducted and published on a regular basis.

### **<Main Findings>**

1. While the recognition rate of “carbon-neutrality” is only 43%, 74% of consumers feel the need for such efforts, and no major change has been seen since the earlier survey in April.
2. Although the recognition rate of the statement “the Government announced that it is aiming for a 46% reduction in greenhouse gases by 2030” was high at 53%, the recognition rate of the statement “‘Decarbonization’ was on the agenda of the April

Leaders Summit on Climate” was 40%, while that of other government announcements and events was around 30%.

3. There are industries such as automobiles, electrical equipment, energy and transportation that easily come to mind when hearing the words “decarbonization” and “carbon-neutrality” and that are expected to tackle these issues, and some that do not.
4. Individual investors who are highly interested in carbon-neutral place importance on corporate efforts throughout the supply chain, including development, manufacturing, transportation, and sales, on the premise of corporate information disclosure and PR in their investment decisions.

Note:

- Recognition (rate) is the ratio of the total number of consumers who answered “I understand the content” and “I only know the words” to the total number of respondents.
- Since the composition ratio (%) in this survey is rounded off to the second decimal place, the total may not add up to 100%.

**Media inquiries:**

Shusaku Kannan  
Executive Director  
Group Corporate Communications Office  
Dentsu Group Inc.  
Telephone: +81 (3) 6217-6602  
E-mail: [s.kannan@dentsu.co.jp](mailto:s.kannan@dentsu.co.jp)