

## Hakuhodo DY ONE's Reiwa Seniors Research Institute Publishes “Reiwa Seniors White Paper” Like Gen-Z? Exploring Today's Digitally Engaged, Community-Driven Seniors

**Tokyo, October 22, 2024** – Hakuhodo DY ONE has released the first edition of its “Reiwa Seniors White Paper,” a comprehensive report analyzing the behaviors and digital engagement of Japan's evolving senior demographic. This publication is part of an ongoing research initiative by Hakuhodo DY ONE's Reiwa Seniors Research Institute, which explores data-driven strategies to optimize digital marketing for older consumers.



### Who Are Reiwa Seniors?

The Reiwa Era (2019~present) has ushered in a new generation of seniors—digitally literate, socially active, and eager to explore new experiences. Unlike traditional perceptions of older adults, Reiwa seniors (aged 65+) are engaging with social media, e-commerce, and online learning at unprecedented rates. Recognizing this shift, Hakuhodo DY ONE launched the Reiwa Seniors Research Institute in May 2024 to provide brands with insights into this growing market.

To deepen understanding of these consumers, the institute conducted a nationwide survey examining how seniors interact with digital platforms, their spending behaviors, and what motivates their choices. The findings, published in the first Reiwa Seniors White Paper, reveal that today's seniors share striking similarities with Gen Z, particularly in their curiosity, enthusiasm for new experiences, and strong desire for social connection.

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## Key Insights from the “Reiwa Seniors White Paper”

### ● More Time, More Freedom: The Rise of “Agile” Seniors

- Over 50% of seniors (aged 65+) report having six or more hours of daily free time (compared to just 20% of those in their 20s-50s).
- As caregiving responsibilities decline, anxiety about parental care drops from 40% (ages 40-50) to just 15% (late 60s).

### ● Digital Engagement Among Seniors: Key Platforms & Behaviors

- 70% of early-stage seniors (65-74) use search engines, and over 80% are active on at least one social media platform.
- Unlike younger users who rely on YouTube and X (formerly Twitter) for entertainment, seniors use these platforms primarily for news, information gathering, and learning, signaling a shift away from traditional TV.

### ● Seniors are Embracing New Experiences—Both Offline & Online

- 40% of senior women reported trying a new activity, compared to just 24% of senior men.
- The most popular activities include fitness (21%), outdoor adventures (17%), and lifelong learning (15%), university courses or online programs, demonstrating a strong sense of curiosity and self-improvement.

## Survey Overview

Objective: Understand the evolving behaviors of Reiwa seniors and their impact on marketing strategies

Method: Web-based quantitative survey

Participants: ① Reiwa seniors (ages 60-75)  
② Younger generations (ages 20-29)

Survey period: July 29 - August 8, 2024

\*For details about the first “Reiwa Seniors White Paper”

<https://digiful.hakuhodody-one.co.jp/download/178942419765>

## About the Reiwa Seniors Research Institute

The Reiwa Seniors Research Institute is a dedicated marketing research initiative within Hakuhodo DY ONE, specializing in senior consumer trends and digital engagement. Established in response to the increasing digital participation of older consumers post-COVID-19, the institute brings together strategic planners, media experts, and creative specialists to develop insights, media strategies, and digital solutions tailored to this demographic.

By bridging behavioral research with actionable marketing strategies, the Institute is committed to helping brands effectively engage with Reiwa seniors while fostering meaningful connections between older consumers and society.

## More Information:

Reiwa Seniors Research Institute press release:

[https://www.hakuhodody-one.co.jp/news/news\\_release\\_20240521.html](https://www.hakuhodody-one.co.jp/news/news_release_20240521.html)

Reiwa Seniors Research Institute service page:

[https://www.hakuhodody-one.co.jp/service/reiwa\\_senior/index.html](https://www.hakuhodody-one.co.jp/service/reiwa_senior/index.html)

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< Corporate Information >

■Hakuhodo DY ONE Inc.     <https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Location	: Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative	: Yuzo Tanaka, Chairman of the Board, Representative Director Hiroto Kosaka, President, Representative Director
Shareholders	: 100% owned by the Hakuhodo DY Group
Employees	: Approx. 3,000 (April 1, 2024, forecast)
Start of integration	: April 1, 2024
Business	: Planning, consulting, agency operations and investment activities related to all aspects of digital marketing

\*On April 1, 2024, D.A.Consortium Inc. (DAC) and Irep Inc. (Irep) merged to establish and begin operations as a new company called Hakuhodo DY ONE Inc. As the two companies move to integrate operations, for the time being, DAC and Irep will continue to conduct transactions, hire directors and employees, and handle other business matters as they have in the past. Full integration is scheduled to take place after 2025.

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