



NEWS RELEASE

Moving Forward

Five by Fifty Launches Study of Japanese Consumer Sentiment

Five by Fifty, the Tokyo-based consumer insights agency, has launched a systematic study of consumer sentiment in Japan as the country goes through its biggest upheaval since the Second World War.

Five by Fifty is in the process of gathering insights from 500 Japanese consumers of a wide demographic spread and will release the findings to clients in “Moving Forward” report by Monday, April 11 – one month after the crisis began.

“The triple disaster of earthquake, tsunami and nuclear crisis has shocked everyone around the world. Amid these uncertain times, our clients need signposts so they can plan how to rebuild their businesses,” said Charles Spreckley, Director of Communications and a Tokyo resident for 13 years. “We all need to join hands to help Japan create an even more dynamic economy in the future.”

The report aims to provide indications of consumer sentiment, as well as underlying changes to spending patterns beyond the so-called “panic buying” reported in the media. It will also be useful to companies interested in how large-scale disasters with uncertain outcomes affect consumer sentiment in an industrialized economy and help with scenario planning.

The research will cover the Kanto region where Tokyo is located, and contrast it with sentiment in Kansai, near Osaka. Key sections will be repeated in May and June to enable clients to track changes in sentiment. Other parts will be updated in response to events as they unfold.

Clients will also have the option to be part of a cross-industry qualitative research project Five by Fifty is planning for Summer 2011. For a detailed outline of “Moving Forward” and future research, please contact Aaron Toussaint, Research Manager (aaron@fivebyfifty.com, tel: 03-3797-1141).

Five by Fifty (parent: Charcole Co. Ltd; president: Nicole Fall; headquarters: 3F 3-6-18 Shibuya, Shibuya-ku) is a research agency providing strategic research, trend forecasting and innovation services to multinational clients in Japan, China, Europe and the United States. For media inquiries, contact Kevin McGue (kevin@fivebyfifty.com; tel: 03-3797-1142).

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