

January 22, 2021

Tenth Survey of *Sei-katsu-sha* Concerning COVID-19 (January 2021)

Degree of freedom of life is 56.3 points in January 2021
Drops for the second consecutive month
Anxiety and activity restriction continue to strengthen

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., in January 2021 conducted its tenth “Survey of *Sei-katsu-sha* Concerning COVID-19” to understand *sei-katsu-sha*’s attitudes and behaviors during the coronavirus. The survey was conducted January 4–6, 2021 in the Greater Tokyo (Tokyo, Kanagawa, Chiba, Saitama and Ibaraki Prefectures), Greater Nagoya (Aichi, Mie and Gifu Prefectures) and Hanshin (Osaka, Kyoto, Hyogo and Nara Prefectures) areas, targeting 1,500 males and females aged 20–69. See p.14 for the survey outline. In December, Japan saw its surge in COVID-19 infections continue, particularly in the Greater Tokyo area and the suspension of the government’s Go To Campaign-related travel, event and shopping arcade activities amid new record numbers of infections and patients with severe symptoms every day. In the New Year, the news was full of stories about coordination between parties around issuing a declaration of a state of emergency following calls from Tokyo and three surrounding prefectures and the strengthening of requests to restaurants and bars to open for shorter hours. It was against this backdrop that the survey was conducted.

When we asked *sei-katsu-sha* to rate their freedom of life under current circumstances if their normal life prior to the spread of COVID-19 rated 100 points, the result was 56.3 points, down 2.6 points since December. The rating dropped for the second month in a row.

Like last month, scores for Degree of anxiety items were up in almost every item, in line with the increase in infection numbers. Again this month, increases in the scores for Feel anxious about the government’s response (81.3%, up 5.7 points) and Feel anxious about the lack and uncertainty of information (72.3%, up 5.2 points) stood out. Scores for Degree of activity restriction items also rose across the board, as they did last month. In particular, increased scores in Refrain from travel and leisure activities (86.7%, up 5.6 points) and Refrain from nonessential and nonurgent shopping (76.6%, up 5.1 points) stood out.

In Degree of behavioral change, the score for Refrain from going out and enjoy pastimes I can do at home (73.8%, up 7.3 points) rose sharply. Other items did not change significantly, but there were slight increases in scores for items related to time spent at home, such as Refrain from going out and use net shopping and food delivery services instead (47.4%, up 2.7 points), I’m home more, so I’m using video, music and other streaming services (46.8%, up 2.5 points).

The shift in *sei-katsu-sha* attitudes and behaviors from “outside,” which peaked in November, to “inside” appears to be strengthening.

This survey will be conducted regularly for the time being (The survey content may be changed depending on changes in circumstances).

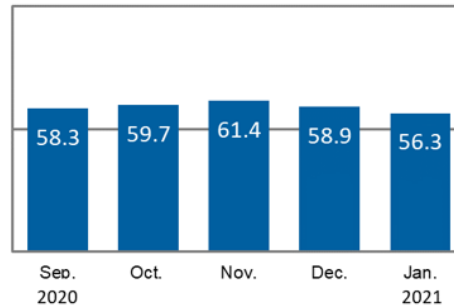
Freedom of life under the influence of COVID-19

Q: If your normal life prior to the spread of COVID-19 is 100 points, and extreme inconvenience due to the spread of the virus rates 0, how would you rate the degree of freedom of your current life?

If normal life rates 100 points, the current degree of life freedom is:

56.3 pts

Down 2.6 pts compared to last month



100 pts: Same as normal

50 pts

0 pts: Extreme inconvenience

Values have been calculated to two decimal places, however figures in this report have been rounded to the nearest tenth. Any discrepancies are due to rounding.

Attitudes and behavior under the influence of COVID-19 (Excerpt)

Q: Below is a series of opinions given as a result of the spread of COVID-19. For each, select the opinion that best matches your feelings and/or behavior.

(Single response: Agree, Somewhat agree, Somewhat disagree, Disagree)

Agree + Somewhat agree
(Change since previous month)

Degree of anxiety

Feel anxious about the government's response

81.3% (+5.7 pts)

Feel anxious about the lack and uncertainty of information

72.3% (+5.2 pts)

Feel anxious about my and my family's health

74.0% (+3.3 pts)

Degree of activity restriction

Refrain from travel and leisure activities

86.7% (+5.6 pts)

Refrain from nonessential and nonurgent shopping

76.6% (+5.1 pts)

Refrain from meeting friends and socializing

82.1% (+4.8 pts)

Refrain from eating out

75.7% (+4.6 pts)

Degree of behavioral change

Refrain from going out and enjoy pastimes I can do at home

73.8% (+7.3 pts)

Refrain from going out and use net shopping and food delivery services instead

47.4% (+2.7 pts)

I'm home more, so I'm using video, music and other streaming services

46.8% (+2.5 pts)

Reference material 1: Freedom of life under the influence of COVID-19

Degree of freedom of life score drops for the second consecutive month

- By gender, age group and area, scores dropped among all cohorts. The declines were particularly large among males and the 40–49 age group.

In free responses, comments are polarized, with the some hardly restricted in their activities, and others significantly impacted. Some also mention a huge difference in how people deal with the rise in infection numbers

- From those who gave comparatively high Freedom of life scores, it is apparent that people are acting without too much restriction after sanitizing, with comments such as, “When I go out, I wear a mask and take antibacterial measures,” “Most shops and restaurants are open,” “My clubs are active again,” “The restaurant industry is taking antibacterial measures,” and “Work is getting back to normal.”
- From those who gave mid-range Freedom of life scores, we see differences in anxieties and how they are taking things, with some seeing the recent increase in infections as, “COVID-19 is getting closer to me personally,” and others commenting that, “No one in my vicinity has had it,” and “There’s a vast difference in attitudes between those who are concerned about COVID-19 and those who aren’t.”
- Among those who gave low scores, in addition to comments about stress and restrictions on their activities, comments about being severely affected, such as, “I had to sell my shop and home,” “I had it and I’m now looking for another job,” and “My academic societies are not active and I can’t build up experience,” stood out.

■ Results by gender, age group and area

(Number of respondents)		Scores					Change				(Pts)
		Sep.	Oct.	Nov.	Dec.	Jan.	Sep.	Oct.	Nov.	Dec.	
		2020 survey	2020 survey	2020 survey	2020 survey	2021 survey	→ Oct.	→ Nov.	→ Dec.	→ Jan.	
Overall	(1,500)	58.3	59.7	61.4	58.9	56.3	+1.4	+1.7	-2.5	-2.6	
Males	(755)	59.8	60.4	62.2	61.4	57.1	+0.6	+1.7	-0.8	-4.2	
Females	(745)	56.8	58.9	60.7	56.5	55.6	+2.2	+1.7	-4.2	-0.9	
20–29	(241)	56.7	56.6	59.4	55.2	54.5	-0.1	+2.9	-4.2	-0.8	
30–39	(286)	57.8	59.0	61.0	58.6	56.1	+1.2	+2.0	-2.4	-2.5	
40–49	(375)	57.6	62.0	61.4	61.3	55.6	+4.4	-0.6	-0.1	-5.7	
50–59	(319)	59.7	59.1	61.4	58.1	57.6	-0.6	+2.3	-3.3	-0.5	
60–69	(279)	59.6	60.7	63.6	60.3	57.8	+1.1	+3.0	-3.4	-2.5	
Greater Tokyo (40 km radius)	(500)	57.2	59.0	59.7	59.5	56.9	+1.8	+0.7	-0.2	-2.6	
Greater Nagoya (40 km radius)	(500)	57.2	60.7	61.5	59.0	57.1	+3.5	+0.9	-2.5	-1.9	
Hanshin (30 km radius)	(500)	60.5	59.4	63.1	58.3	55.1	-1.1	+3.7	-4.8	-3.2	

Up at least 5 pts
 Up at least 10 pts
 Down at least 5 pts
 Down at least 10 pts

Values have been calculated to two decimal places, however figures in this report have been rounded to the nearest tenth. Any discrepancies are due to rounding.

■ Distribution of high, medium and low Degree of freedom of life scores

(%)

		Distribution of high, medium and low scores		
		High (61 pts or higher)	Medium (41–60 pts)	Low (40 pts or lower)
Overall	(1,500)	38.9	35.5	25.5
Males	(755)	41.1	34.4	24.5
Females	(745)	36.8	36.6	26.6
20–29	(241)	35.7	32.8	31.5
30–39	(286)	38.8	35.7	25.5
40–49	(375)	37.6	37.9	24.5
50–59	(319)	41.1	36.1	22.9
60–69	(279)	41.2	34.1	24.7
Greater Tokyo (40 km radius)	(500)	41.2	33.4	25.4
Greater Nagoya (40 km radius)	(500)	40.2	35.0	24.8
Hanshin (30 km radius)	(500)	35.4	38.2	26.4



■ Reason for freedom of life score (Free response; selected responses)

Degree of freedom of life	High (61 pts or higher)	I don't think I'm particularly restricted. There are some negatives but drinking parties with tricky acquaintances have been canceled or I can get out of them due to the pandemic, so that evens things up.	100 pts	Male, 53 Osaka Pref.
		Because when I go out, I wear a mask and carry antibacterial items with me.	90 pts	Female, 50 Kanagawa Pref.
		Because compared to during the [first] state of emergency [last spring], most shops and restaurants are open, and other than wearing a mask, I can do things freely.	80 pts	Male, 43 Osaka Pref.
		While my life changed a bit with college lectures going online, my clubs are active again now and I can go out as normal, so I don't feel especially inconvenienced.	80 pts	Female, 22 Saitama Pref.
		I can't travel and eat out freely like I did before and now need to worry what others will think. But in the restaurant industry, more places are taking thorough antibacterial measures, and things have gradually been getting back to normal since last November. My work, too, is hardly any different from before the pandemic, so that's why I gave this score.	70 pts	Male, 47 Aichi Pref.

	Medium (41–60 pts)	In terms of my work, I have had to significantly curtail my sales activities, and in my private life, I'm refraining completely from eating out and outdoor recreation, so it's hard to look after my body.	60 pts	Male, 61 Tokyo
		Because even though infections are rising, no one in my vicinity has had it.	60 pts	Male, 48, Mie Pref.
		COVID-19 is getting closer to me personally. Worrying about it is making me a bit emotionally unstable.	50 pts	Female, 44, Chiba Pref.
		There's a vast difference in attitudes between those who are concerned about COVID-19 and those who are not. I'm able to match myself to both.	50 pts	Female, 34 Osaka Pref.
		I'm used to the raft of everyday restrictions, but New Year and other special occasions are also spent differently from normal, and I was lost for an emotional outlet.	50 pts	Female, 36 Aichi Pref.
	Low (40 pts or lower)	Since the pandemic, I haven't had meetings with my interest groups, which were something I lived for (we just show each other our creations online now). Public volunteer activities involving home visits have been restricted, and they are hard to do by phone and letter, without meeting the other party. I feel my stress levels rising. Meanwhile, I'm in an industry where I can't do my work remotely, so I have no choice but to go to work.	40 pts	Female, 66 Saitama Pref.
		Because my academic societies, particularly international academic societies, are not active and I can't build up my interests and experience.	30 pts	Male, 26 Kanagawa Pref.
		Because I had it and changed jobs and am now looking for another job. As someone with a career, my environment has changed drastically.	30 pts	Male, 33 Osaka Pref.
		I can't eat out freely. I can't meet my own parents freely. My movement is restricted. Wearing a mask is a pain. Sanitizing is a chore. I can't meet my friends. I have been given a set time that I have to drop off and pick up my child from kindergarten.	10 pts	Female, 36 Aichi Pref.
		I found myself in a position where I had to sell my shop. I sold my home to pay off debts and loans.	0 pts	Female, 64 Osaka Pref.

Reference material 2: Attitudes and behavior under the influence of COVID-19

Degree of anxiety scores up in six of seven items again this month. Scores for Degree of activity restriction items also rise across the board for the second month in a row

- In Degree of anxiety, continuing from last month, the increase in the scores for Feel anxious about the government's response (81.3%, up 5.7 points) and Feel anxious about the lack and uncertainty of information (72.3%, up 5.2 points) stood out.
- In Degree of activity restriction, scores for Refrain from travel and leisure activities (86.7%, up 5.6 points) and Refrain from nonessential and nonurgent shopping (76.6%, up 5.1 points) increased by at least 5 points.

In Degree of behavioral change, scores for items related to time spent at home rise

- In Degree of behavioral change, the score for Refrain from going out and enjoy pastimes I can do at home (73.8%, up 7.3 points) rose sharply. Other items did not show large differences, but there were slight increases in scores for items related to time spent at home, such as Refrain from going out and use net shopping and food delivery services instead (47.4%, up 2.7 points) and I'm home more, so I'm using video, music and other streaming services (46.8%, up 2.5 points).

■ Chronological change (Overall basis: September 2020–January 2021)

		Scores					Change			
		Sep. 2020 survey	Oct. 2020 survey	Nov. 2020 survey	Dec. 2020 survey	Jan. 2021 survey	Sep. → Oct.	Oct. → Nov.	Nov. → Dec.	Dec. → Jan.
Agree + Somewhat agree										
Degree of anxiety	Feel anxious about the economy stalling	81.1	77.2	77.3	79.9	82.9	-3.9	+0.1	+2.6	+3.0
	Feel anxious about the government's response	73.1	69.2	66.5	75.6	81.3	-3.9	-2.7	+9.1	+5.7
	Feel anxious about my and my family's health	69.3	67.1	66.2	70.7	74.0	-2.2	-0.9	+4.5	+3.3
	Feel anxious about the situation abroad	71.0	68.4	70.0	69.7	72.4	-2.6	+1.6	-0.3	+2.7
	Feel anxious about the lack and uncertainty of information	66.6	61.5	61.1	67.1	72.3	-5.1	-0.4	+6.0	+5.2
	Feel anxious about my and my family's jobs and income	61.1	60.5	61.7	62.4	62.3	-0.6	+1.2	+0.7	-0.1
	Feel anxious about changes in my interpersonal relationships	47.0	45.3	43.5	44.7	47.8	-1.7	-1.8	+1.2	+3.1
Degree of activity restriction	Refrain from travel and leisure activities	83.5	78.7	72.2	81.1	86.7	-4.8	-6.5	+8.9	+5.6
	Refrain from taking nonessential and nonurgent trips	82.5	76.9	70.7	79.4	83.4	-5.6	-6.2	+8.7	+4.0
	Refrain from shaking hands, hugging and otherwise touching others	80.6	77.9	74.7	78.9	82.4	-2.7	-3.2	+4.2	+3.5
	Refrain from meeting friends and socializing	80.1	74.9	66.3	77.3	82.1	-5.2	-8.6	+11.0	+4.8
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	79.8	76.1	70.5	77.4	81.3	-3.7	-5.6	+6.9	+3.9
	Refrain from nonessential and nonurgent shopping	74.4	67.0	62.3	71.5	76.6	-7.4	-4.7	+9.2	+5.1
	Refrain from eating out	75.7	69.3	61.9	71.1	75.7	-6.4	-7.4	+9.2	+4.6

Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	92.8	91.5	91.8	92.3	93.1	-1.3	+0.3	+0.5	+0.8
	Make sure to get sufficient exercise, nutrition and sleep	75.0	75.1	76.4	76.5	77.4	+0.1	+1.3	+0.1	+0.9
	Refrain from going out and enjoy pastimes I can do at home	70.0	64.3	59.2	66.5	73.8	-5.7	-5.1	+7.3	+7.3
	Keep a stock of anti-infection products and everyday necessities	68.3	66.7	65.3	68.5	69.9	-1.6	-1.4	+3.2	+1.4
	Use cashless payment options as much as possible	63.2	60.0	58.5	62.1	63.5	-3.2	-1.5	+3.6	+1.4
	I'm at home more, so I cook myself as much as possible	55.0	55.1	52.4	54.1	56.3	+0.1	-2.7	+1.7	+2.2
	Avoid using public transport and drive to places instead	50.3	47.9	47.1	52.5	52.9	-2.4	-0.8	+5.4	+0.4
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	47.7	47.0	46.1	46.8	49.0	-0.7	-0.9	+0.7	+2.2
	Refrain from going out and use net shopping and food delivery services instead	44.1	37.5	37.6	44.7	47.4	-6.6	+0.1	+7.1	+2.7
	I'm home more, so I'm using video, music and other streaming services	45.1	43.2	42.7	44.3	46.8	-1.9	-0.5	+1.6	+2.5
	I'm home more, so I'm doing exercises I can do at home	44.8	42.4	40.3	44.1	43.9	-2.4	-2.1	+3.8	-0.2
	Enjoy leisure activities outdoors where people don't gather	38.9	43.2	41.2	43.7	40.7	+4.3	-2.0	+2.5	-3.0
	I exercise outside where people don't gather	37.7	39.9	38.3	40.7	40.5	+2.2	-1.6	+2.4	-0.2
	I'm home more, so I'm reading and posting on social media	37.5	37.5	35.8	37.6	39.7	±0	-1.7	+1.8	+2.1
	Commute to work/school during off-peak hours as much as possible	35.1	36.7	33.7	37.7	36.7	+1.6	-3.0	+4.0	-1.0
	Started/Am considering getting a side job because my income has dropped or looks likely to drop	26.3	28.5	27.1	30.1	29.1	+2.2	-1.4	+3.0	-1.0
	I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	28.0	27.1	28.3	29.8	28.9	-0.9	+1.2	+1.5	-0.9
	Telework (work from home) as much as possible [Those with jobs*]	28.7	26.5	26.7	32.0	27.6	-2.2	+0.2	+5.3	-4.4
	I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	25.6	24.3	24.9	27.5	26.3	-1.3	+0.6	+2.6	-1.2
	I'm putting the money I can't spend outside toward buying slightly better things	25.7	24.1	21.4	24.9	26.3	-1.6	-2.7	+3.5	+1.4
	I'm home more, so I'm investing	21.1	21.6	20.5	23.3	23.6	+0.5	-1.1	+2.8	+0.3
	Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	21.8	21.5	22.8	22.3	23.1	-0.3	+1.3	-0.5	+0.8
	I'm home more, so I'm posting and selling things on flea market apps and net auctions	21.2	21.1	19.7	23.6	22.8	-0.1	-1.4	+3.9	-0.8
	I'm home more, so I'm buying things on flea market apps and net auctions	20.7	21.3	19.5	22.9	21.1	+0.6	-1.8	+3.4	-1.8
	I'm supporting businesses and organizations that are not able to operate as normal	19.0	17.3	17.6	18.5	17.9	-1.7	+0.3	+0.9	-0.6
	I'm home more, so I'm participating in online drinking parties and dinners	17.8	15.5	15.3	18.3	17.7	-2.3	-0.2	+3.0	-0.6
	I'm home more, so I'm studying online	17.5	15.6	16.8	19.0	16.6	-1.9	+1.2	+2.2	-2.4

*Those with jobs: September n=1,072; October n=1,041; November n=1,045; December n=1,019; January n=1,085



Up at least 5 pts



Up at least 10 pts



Down at least 5 pts



Down at least 10 pts

Reference material 3: Attitudes and behavior under the influence of COVID-19

In Degree of anxiety, scores higher for females than males across the board

- The largest difference in scores between males and females was for Feel anxious about the government's response (females: 85.9%, males: 76.7%, a difference of 9.2 points).

In Degree of activity restriction, too, scores for all items higher for females than males. Differences by age group also noticeable, with degree of restriction higher the older the age group

- The largest difference in scores between males and females was in Refrain from meeting friends and socializing (females: 88.2%, males: 76.0%, a difference of 12.2 points).
- There was a large difference between age groups in Refrain from taking nonessential and nonurgent trips (20–29: 71.4%, 60–69: 92.1%, a difference of 20.7 points). In Refrain from nonessential and nonurgent shopping, the difference was 20.1 points (20–29: 63.1%, 60–69: 83.2%). And in Refrain from meeting friends and socializing, the difference was 18.6 points (20–29: 71.0%, 60–69: 89.6%).

In Degree of behavioral change, differences between age groups and areas stand out

- Among items where there were large differences in scores between age groups, items related to use of the internet had higher scores among the younger age group, including I'm home more, so I'm reading and posting on social media (20–29: 66.0%, 60–69: 25.4%, a difference of 40.6 points). Use cashless payment options as much as possible (20–29: 53.5%, 60–69: 72.8%, a difference of 19.3 points) was higher with the older age group.
- By area, Avoid using public transport and drive to places instead was high in Greater Nagoya, and Use cashless payment options as much as possible, Telework as much as possible, and Commute to work/school during off-peak hours as much as possible were high in Greater Tokyo.

■ Results by gender, age group and area

		(%)										
		Overall (1,500)	Gender		Age group					Area		
			Males (755)	Females (745)	20–29 (241)	30–39 (286)	40–49 (375)	50–59 (319)	60–69 (279)	Greater Tokyo (40 km radius) (500)	Greater Nagoya (40 km radius) (500)	Hanshin (30 km radius) (500)
Agree + Somewhat agree (Number of respondents)												
Degree of anxiety	Feel anxious about the economy stalling	82.9	80.7	85.2	75.1	83.9	85.1	85.6	82.8	81.6	84.0	83.2
	Feel anxious about the government's response	81.3	76.7	85.9	77.2	81.1	80.5	81.5	85.7	80.6	81.4	81.8
	Feel anxious about my and my family's health	74.0	70.1	78.0	70.1	72.4	75.2	76.8	74.2	72.6	74.4	75.0
	Feel anxious about the situation abroad	72.4	70.9	74.0	60.2	74.5	73.1	77.4	74.2	72.4	70.4	74.4
	Feel anxious about the lack and uncertainty of information	72.3	69.1	75.6	68.5	74.8	75.7	69.0	72.4	71.2	73.2	72.6
	Feel anxious about my and my family's jobs and income	62.3	60.1	64.6	64.3	63.3	67.5	68.0	46.2	59.8	65.6	61.6
	Feel anxious about changes in my interpersonal relationships	47.8	46.0	49.7	51.5	49.3	46.9	44.5	48.0	45.4	49.6	48.4
Degree of activity restriction	Refrain from travel and leisure activities	86.7	82.3	91.3	81.7	82.9	88.0	88.4	91.4	86.6	85.8	87.8
	Refrain from taking nonessential and nonurgent trips	83.4	79.5	87.4	71.4	80.1	84.5	86.5	92.1	83.6	82.2	84.4
	Refrain from shaking hands, hugging and otherwise touching others	82.4	78.1	86.7	73.0	78.3	84.0	85.6	88.9	82.4	81.2	83.6
	Refrain from meeting friends and socializing	82.1	76.0	88.2	71.0	81.5	82.4	84.0	89.6	81.8	81.4	83.0
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	81.3	77.5	85.2	77.2	77.3	81.6	84.0	85.7	81.0	82.2	80.8
	Refrain from nonessential and nonurgent shopping	76.6	73.0	80.3	63.1	75.2	78.9	79.6	83.2	75.4	77.8	76.6
	Refrain from eating out	75.7	70.9	80.5	66.0	70.6	74.7	81.2	84.2	77.6	72.2	77.2

Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	93.1	90.1	96.1	87.6	90.9	93.6	94.7	97.5	91.4	93.0	94.8
	Make sure to get sufficient exercise, nutrition and sleep	77.4	73.0	81.9	75.5	75.5	76.3	78.1	81.7	78.0	77.6	76.6
	Refrain from going out and enjoy pastimes I can do at home	73.8	67.9	79.7	75.1	72.7	75.2	73.0	72.8	75.0	73.0	73.4
	Keep a stock of anti-infection products and everyday necessities	69.9	63.7	76.1	64.7	64.7	73.6	69.3	75.3	69.0	68.6	72.0
	Use cashless payment options as much as possible	63.5	64.0	63.1	53.5	64.0	63.5	62.7	72.8	68.8	61.2	60.6
	I'm at home more, so I cook myself as much as possible	56.3	41.1	71.8	53.1	61.2	56.5	51.1	59.9	57.4	55.4	56.2
	Avoid using public transport and drive to places instead	52.9	50.6	55.2	45.2	54.9	53.1	53.6	56.3	39.0	69.0	50.6
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	49.0	47.8	50.2	66.8	55.9	45.6	42.3	38.7	47.0	48.8	51.2
	Refrain from going out and use net shopping and food delivery services instead	47.4	44.8	50.1	47.7	48.6	48.3	47.0	45.2	49.6	46.2	46.4
	I'm home more, so I'm using video, music and other streaming services	46.8	45.8	47.8	68.0	54.5	42.4	42.9	30.8	49.0	44.0	47.4
	I'm home more, so I'm doing exercises I can do at home	43.9	41.7	46.0	48.1	43.7	44.0	39.8	44.8	45.4	44.2	42.0
	Enjoy leisure activities outdoors where people don't gather	40.7	37.7	43.6	46.9	47.2	39.2	33.9	38.4	37.8	39.8	44.4
	I exercise outside where people don't gather	40.5	43.6	37.4	41.5	44.8	38.7	35.7	43.4	40.4	39.6	41.6
	I'm home more, so I'm reading and posting on social media	39.7	34.2	45.4	66.0	50.0	34.7	29.2	25.4	42.2	39.2	37.8
	Commute to work/school during off-peak hours as much as possible	36.7	38.4	35.0	38.6	34.3	35.7	38.9	36.6	41.6	31.0	37.6
	Started/Am considering getting a side job because my income has dropped or looks likely to drop	29.1	31.4	26.8	42.7	40.9	26.4	23.5	15.4	29.6	28.6	29.2
	I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	28.9	28.6	29.1	39.8	29.0	28.8	23.5	25.4	31.2	27.0	28.4
	Telework (work from home) as much as possible [Those with jobs*]	27.6	27.6	27.7	25.9	25.3	27.4	31.8	26.0	35.2	21.3	26.2
	I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	26.3	23.2	29.4	27.4	25.9	24.3	26.3	28.3	24.4	26.2	28.2
	I'm putting the money I can't spend outside toward buying slightly better things	26.3	24.0	28.6	30.7	28.0	25.3	21.0	28.0	27.6	23.0	28.2
	I'm home more, so I'm investing	23.6	29.7	17.4	29.5	29.7	23.2	20.4	16.5	24.4	23.0	23.4
	Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	23.1	24.9	21.3	28.6	32.2	21.3	21.6	13.3	22.4	20.6	26.4
	I'm home more, so I'm posting and selling things on flea market apps and net auctions	22.8	20.5	25.1	34.0	25.9	23.5	16.6	16.1	23.0	21.0	24.4
	I'm home more, so I'm buying things on flea market apps and net auctions	21.1	20.9	21.3	29.9	24.1	19.7	17.6	16.5	22.2	20.6	20.6
	I'm supporting businesses and organizations that are not able to operate as normal	17.9	18.4	17.3	22.0	18.5	16.0	17.2	16.8	19.8	16.2	17.6
	I'm home more, so I'm participating in online drinking parties and dinners	17.7	18.1	17.3	27.0	22.7	12.5	12.5	17.6	19.6	16.6	17.0
	I'm home more, so I'm studying online	16.6	18.1	15.0	29.0	15.4	14.4	14.4	12.5	18.6	14.8	16.4

*Those with jobs: n=1,085

At least 5 pts higher than overall figure

At least 10 pts higher than overall figure

At least 5 pts lower than overall figure

At least 10 pts lower than overall figure

Reference material 4: Behavioral intentions once COVID-19 subsides

Scores for Activity restriction intentions once COVID-19 subsides down across the board

- The largest drops in scores, in order, were Refrain from experiential entertainment (54.3%, down 3.8 points), Refrain from shaking hands, hugging and otherwise touching others (63.9%, down 3.6 points), Refrain from taking nonessential and nonurgent trips (58.5%, down 3.3 points), and Refrain from meeting friends and socializing (54.3%, down 3.3 points).

Scores for Behavioral change intentions once COVID-19 subsides largely unchanged

- Items with comparatively large changes were Telework as much as possible (30.5%, down 4.0 points) and Commute to work/school during off-peak hours as much as possible (38.0%, down 3.9 points).

■ Chronological change (Overall basis: September 2020–January 2021)

		Scores					Change			
		Sep. 2020 survey	Oct. 2020 survey	Nov. 2020 survey	Dec. 2020 survey	Jan. 2021 survey	Sep. → Oct.	Oct. → Nov.	Nov. → Dec.	Dec. → Jan.
Think I will + Think I will sometimes										
Activity restriction intentions	Refrain from shaking hands, hugging and otherwise touching others	64.6	66.3	64.1	67.5	63.9	+1.7	-2.2	+3.4	-3.6
	Refrain from taking nonessential and nonurgent trips	59.8	58.2	56.9	61.8	58.5	-1.6	-1.3	+4.9	-3.3
	Refrain from nonessential and nonurgent shopping	57.9	55.1	54.7	58.7	57.7	-2.8	-0.4	+4.0	-1.0
	Refrain from meeting friends and socializing	51.6	51.1	51.0	57.6	54.3	-0.5	-0.1	+6.6	-3.3
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	54.3	54.9	53.2	58.1	54.3	+0.6	-1.7	+4.9	-3.8
	Refrain from travel and leisure activities	52.0	52.3	50.7	56.1	54.1	+0.3	-1.6	+5.4	-2.0
	Refrain from eating out	49.9	50.9	49.4	55.2	52.5	+1.0	-1.5	+5.8	-2.7
Behavioral change intentions	Make sure to get sufficient exercise, nutrition and sleep	84.0	83.0	81.9	84.9	84.4	-1.0	-1.1	+3.0	-0.5
	Consistently wear a mask, wash my hands and take other precautions against infection	83.2	83.2	83.7	86.3	83.7	±0	+0.5	+2.6	-2.6
	Keep a stock of anti-infection products and everyday necessities	71.0	69.9	67.8	73.0	71.4	-1.1	-2.1	+5.2	-1.6
	Use cashless payment options as much as possible	65.6	64.3	63.1	65.7	67.5	-1.3	-1.2	+2.6	+1.8
	Cook myself as much as possible	61.7	62.0	62.9	63.0	64.3	+0.3	+0.9	+0.1	+1.3
	Refrain from going out and enjoy pastimes I can do at home	56.6	56.5	56.1	61.4	59.5	-0.1	-0.4	+5.3	-1.9
	Enjoy leisure activities outdoors where people don't gather	51.7	51.7	51.5	53.7	52.4	±0	-0.2	+2.2	-1.3
	Do exercises I can do at home	51.7	50.7	50.5	52.5	52.4	-1.0	-0.2	+2.0	-0.1
	Use video, music and other streaming services	48.7	46.7	46.9	48.5	49.2	-2.0	+0.2	+1.6	+0.7

Avoid public transport and drive to places instead	47.1	46.7	44.8	50.4	48.9	-0.4	-1.9	+5.6	-1.5
Play video games on my smartphone, computer, etc.	46.5	46.0	46.6	47.2	48.1	-0.5	+0.6	+0.6	+0.9
Exercise outside where people don't gather	46.8	47.3	46.1	49.2	47.7	+0.5	-1.2	+3.1	-1.5
Read and post on social media	44.7	46.0	46.5	46.8	46.8	+1.3	+0.5	+0.3	±0
Refrain from going out and use net shopping and food delivery services instead	42.7	42.4	40.1	45.6	44.2	-0.3	-2.3	+5.5	-1.4
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	36.3	35.8	36.5	38.5	38.1	-0.5	+0.7	+2.0	-0.4
Commute to work/school during off-peak hours as much as possible	39.4	37.7	36.8	41.9	38.0	-1.7	-0.9	+5.1	-3.9
Invest	30.2	30.1	31.2	33.5	34.7	-0.1	+1.1	+2.3	+1.2
Make things by hand (handcrafts, home improvements, DIY, etc.)	32.5	31.3	31.9	34.9	34.0	-1.2	+0.6	+3.0	-0.9
Start/Consider a second job	29.4	30.5	29.1	31.3	32.7	+1.1	-1.4	+2.2	+1.4
Put the money I can't spend outside toward buying slightly better things	29.6	30.6	29.7	30.2	30.9	+1.0	-0.9	+0.5	+0.7
Telework (work from home) as much as possible [Those with jobs*]	28.7	27.7	27.2	34.5	30.5	-1.0	-0.5	+7.3	-4.0
Buy things on flea market apps and net auctions	26.8	26.5	24.9	29.2	28.4	-0.3	-1.6	+4.3	-0.8
Start/Consider getting a job, changing jobs or starting a business	25.3	25.3	24.0	26.3	27.7	±0	-1.3	+2.3	+1.4
Post and sell things on flea market apps and net auctions	26.2	25.7	24.8	28.1	27.5	-0.5	-0.9	+3.3	-0.6
Study online	24.1	22.3	21.8	26.7	24.8	-1.8	-0.5	+4.9	-1.9
Support businesses and organizations	23.1	22.8	23.8	25.1	23.0	-0.3	+1.0	+1.3	-2.1
Participate in online drinking parties and dinners	19.4	17.6	16.7	19.9	18.7	-1.8	-0.9	+3.2	-1.2

* Those with jobs: September n=1,072; October n=1,041; November n=1,045; December n=1,019; January n=1,085

 Up at least 5 pts
  Up at least 10 pts
  Down at least 5 pts
  Down at least 10 pts

Reference material 5: Behavioral intentions once COVID-19 subsides

In Activity restriction intentions, scores for females higher than for males. By age group, scores are low for the 20s and 30s cohorts

- In Activity restriction intentions by gender, scores were higher for females than for males across the board. By age group, the trend was toward lower scores among the 20s and 30s cohorts, and higher scores among the 50s and 60s cohorts. Overall, the trend was in line with that of Degree of activity restriction (see p. 8).

In Behavioral change intentions, differences in scores across age groups and areas stand out

- By age group, scores for many items related to use of the internet and work, including considering taking a second job or changing jobs, were high among the 20s and 30s cohorts, and scores for intention of keeping a stock of anti-infection products and everyday necessities and using cashless payment options high among the 60s cohort. By area, the trend was generally in line with that of Degree of behavioral change (see p. 8), with differences in intentions about teleworking, commuting to work/school during off-peak hours, among others, standing out.

■ Results by gender, age group and area

												(%)
		Overall	Gender		Age group					Area		
			Males	Females	20–29	30–39	40–49	50–59	60–69	Greater Tokyo (40 km radius)	Greater Nagoya/a (40 km radius)	Hanshin (30 km radius)
Think I will + Think I will sometimes (Number of respondents)		(1,500)	(755)	(745)	(241)	(286)	(375)	(319)	(279)	(500)	(500)	(500)
Activity restriction intentions	Refrain from shaking hands, hugging and otherwise touching others	63.9	61.2	66.6	54.4	61.9	62.4	68.0	71.3	64.2	65.6	61.8
	Refrain from taking nonessential and nonurgent trips	58.5	56.6	60.5	47.3	58.7	58.9	61.4	64.2	58.6	61.0	56.0
	Refrain from nonessential and nonurgent shopping	57.7	55.2	60.3	43.6	58.0	56.8	62.7	65.2	59.6	58.0	55.6
	Refrain from meeting friends and socializing	54.3	53.4	55.2	43.2	53.5	55.5	59.6	57.0	54.4	56.8	51.6
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	54.3	52.6	56.0	46.9	50.3	53.9	58.3	60.6	54.2	56.2	52.4
	Refrain from travel and leisure activities	54.1	50.9	57.4	46.1	51.7	54.7	59.2	57.0	54.8	56.4	51.2
	Refrain from eating out	52.5	49.0	56.1	43.6	48.6	51.7	56.4	60.9	53.6	53.6	50.4
Behavioral change intentions	Make sure to get sufficient exercise, nutrition and sleep	84.4	80.1	88.7	79.3	82.9	85.3	85.6	87.8	85.0	83.8	84.4
	Consistently wear a mask, wash my hands and take other precautions against infection	83.7	79.3	88.1	78.4	85.0	83.5	86.2	84.2	84.6	84.4	82.0
	Keep a stock of anti-infection products and everyday necessities	71.4	62.3	80.7	66.0	70.6	73.1	69.6	76.7	73.6	71.6	69.0
	Use cashless payment options as much as possible	67.5	68.2	66.8	59.3	69.6	68.3	65.5	73.8	72.8	63.4	66.4
	Cook myself as much as possible	64.3	47.7	81.2	58.9	67.5	64.5	63.9	65.9	66.6	62.8	63.6
	Refrain from going out and enjoy pastimes I can do at home	59.5	55.2	63.8	62.2	61.5	57.9	58.6	58.1	62.6	58.4	57.4
	Enjoy leisure activities outdoors where people don't gather	52.4	51.0	53.8	49.0	58.0	52.0	54.2	48.0	53.8	50.4	53.0

Do exercises I can do at home	52.4	46.8	58.1	56.8	53.8	51.2	50.5	50.9	54.2	51.0	52.0
Use video, music and other streaming services	49.2	48.3	50.1	71.8	57.7	46.7	44.2	30.1	53.0	47.2	47.4
Avoid public transport and drive to places instead	48.9	47.7	50.2	42.3	50.7	49.3	48.0	53.4	36.6	64.4	45.8
Play video games on my smartphone, computer, etc.	48.1	46.2	49.9	65.1	58.4	46.1	41.4	33.0	49.0	47.8	47.4
Exercise outside where people don't gather	47.7	49.3	46.2	42.3	53.5	45.9	48.9	47.7	48.2	47.6	47.4
Read and post on social media	46.8	42.4	51.3	72.2	58.4	42.4	37.6	29.4	49.0	47.4	44.0
Refrain from going out and use net shopping and food delivery services instead	44.2	42.5	45.9	44.4	46.9	44.0	43.6	42.3	45.4	43.4	43.8
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	38.1	36.4	39.7	47.3	43.7	35.5	33.5	33.0	43.6	35.8	34.8
Commute to work/school during off-peak hours as much as possible	38.0	38.1	37.9	36.9	36.0	36.3	38.9	42.3	44.8	33.4	35.8
Invest	34.7	42.3	27.1	39.4	42.7	33.1	34.2	25.4	36.0	34.8	33.4
Make things by hand (handcrafts, home improvements, DIY, etc.)	34.0	30.1	38.0	31.1	30.8	32.0	37.0	39.1	35.0	33.0	34.0
Start/Consider a second job	32.7	36.2	29.1	43.2	44.1	32.0	29.5	16.5	34.2	31.0	32.8
Put the money I can't spend outside toward buying slightly better things	30.9	29.8	31.9	35.3	34.6	28.0	28.8	29.4	33.2	31.0	28.4
Telework (work from home) as much as possible [Those with jobs*]	30.5	33.4	26.4	31.5	30.4	28.1	32.6	30.8	37.1	26.6	27.6
Buy things on flea market apps and net auctions	28.4	29.5	27.2	39.4	32.2	26.9	25.4	20.4	29.8	29.4	26.0
Start/Consider getting a job, changing jobs or starting a business	27.7	29.5	25.8	40.2	37.4	23.5	25.1	15.4	26.6	27.6	28.8
Post and sell things on flea market apps and net auctions	27.5	24.9	30.1	41.9	33.2	26.7	22.9	15.4	29.4	25.0	28.0
Study online	24.8	24.8	24.8	38.2	26.2	25.6	21.9	14.0	31.0	23.2	20.2
Support businesses and organizations	23.0	21.9	24.2	26.6	25.5	20.8	21.3	22.2	26.0	21.4	21.6
Participate in online drinking parties and dinners	18.7	20.7	16.8	29.0	25.5	14.7	14.1	13.6	21.6	15.4	19.2

*Those with jobs: n=1,085

At least 5 pts higher than overall figure
 At least 10 pts higher than overall figure
 At least 5 pts lower than overall figure
 At least 10 pts lower than overall figure

Survey outlines

■ Question items (question text)

Freedom of life under the influence of COVID-19

If your normal life prior to the spread of COVID-19 rates 100 points, and extreme inconvenience due to the spread of the virus rates 0, how would you rate the degree of freedom of your current life? (Give a figure from 0–100) Also give the reason for your rating. (Free response)

Attitudes and behavior under the influence of COVID-19

Below is a series of opinions given as a result of the outbreak of COVID-19.

For each, select the opinion that best matches your feelings and/or behavior. (Single response: Agree, Somewhat agree, Somewhat disagree, Disagree)

Behavioral intentions after COVID-19 subsides

Will you engage in the following behaviors in the future even if concerns about becoming infected with COVID-19 have subsided?

For each, select the option that best matches your intentions. (Single response: Think I will, Think I will sometimes, Think I won't much, Think I won't)

Survey periods: January 4 (Mon) –6 (Wed), 2021

December 3 (Thu)–7 (Mon), 2020

November 5 (Thu)–9 (Mon), 2020

October 1 (Thu)–5 (Mon), 2020

September 3 (Thu)–7 (Mon), 2020

Territories: (1) Greater Tokyo (40 km radius) (Tokyo, Kanagawa, Chiba, Saitama, Ibaraki Prefectures)

(2) Greater Nagoya (40 km radius) (Aichi, Mie, Gifu Prefectures)

(3) Hanshin (30 km radius) (Osaka, Kyoto, Hyogo, Nara Prefectures)

Respondents: Males and females aged 20–69

Target allocations: 500 respondents per territory, allocated based on the population demographics (gender/age group) of the territory

Sample sizes: 1,500 per survey

	20–29	30–39	40–49	50–59	60–69	Total
Males	122	145	190	161	137	755
Females	119	141	185	158	142	745
Total	241	286	375	319	279	1,500

Survey method: Internet survey

Conducted by: H. M. Marketing Research, Inc.

Reference

Ninth Survey (Released December 18): <https://www.hakuhodo-global.com/news/ninth-survey-of-sei-katsu-sha-concerning-covid-19-december-2020.html>

Eighth survey (Released November 20): <https://www.hakuhodo-global.com/news/eighth-survey-of-sei-katsu-sha-concerning-covid-19-november-2020.html>

Seventh survey (Released October 15): <https://www.hakuhodo-global.com/news/seventh-survey-of-sei-katsu-sha-concerning-covid-19-october-2020.html>

Sixth survey (Released September 17): <https://www.hakuhodo-global.com/news/sixth-survey-of-sei-katsu-sha-concerning-covid-19-september-2020.html>

Fifth survey (Released August 20): <https://www.hakuhodo-global.com/news/fifth-survey-of-Sei-katsu-sha-concerning-covid-19-august-2020.html>

Fourth survey (Released July 16): <https://www.hakuhodo-global.com/news/fourth-survey-of-Sei-katsu-sha-concerning-covid-19-july-2020.html>

Third survey (Released June 18): <https://www.hakuhodo-global.com/news/third-survey-of-Sei-katsu-sha-concerning-covid-19-june-2020.html>

Second survey (Released May 21): <https://www.hakuhodo-global.com/news/second-survey-of-Sei-katsu-sha-concerning-covid-19-may-2020.html>

First survey (Released April 20): <https://www.hakuhodo-global.com/news/first-survey-of-Sei-katsu-sha-concerning-covid-19.html>

Note: This survey will be conducted regularly for the time being (The survey content may be changed depending on circumstances).

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