

May 21, 2020

Second Survey of *Sei-katsu-sha* Concerning COVID-19 (May 2020)

**Degree of freedom of life drops 3 pts since last month to 51.2 pts.
Anxieties about income and health dip, while behaviors like net shopping and teleworking increase
The most frequently given response to how they will use the Special Cash Payment is Have not decided, at 35.7%**

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., in May 2020 conducted its second “Survey of *Sei-katsu-sha* Concerning COVID-19” to understand *sei-katsu-sha*’s attitudes and behaviors as the new coronavirus has spread. The survey was conducted May 7–11, 2020 in the Greater Tokyo, Nagoya and Hanshin (Osaka, Kyoto, Hyogo and Nara Prefectures) areas, targeting 1,500 males and females aged 20–69. Some questionnaire items have been surveyed since March. See p14 for the survey outline.

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 51.2 points. That is a drop of 3 points since the April survey, which was conducted prior to the Japanese government declaring a state of emergency.

The survey asks respondents about 39 items including anxieties, activities they are restricting and behaviors they have changed as a result of the spread of COVID-19. In degree of anxiety, scores for items such as Feel anxious about my and my family’s jobs and income (63.9%) remained high, but were lower than in the April survey. In degree of activity restriction and degree of behavioral change, items such as Refrain from eating out (91%) and Refrain from going out and use net shopping and food delivery services instead (59.5%) stood out for garnering higher scores than they did in April. In addition, the most frequently given response to how they will use the government’s Special Cash Payment was Have not decided (35.7%). The sum of Have decided, 17.5%, and Have vaguely decided, 32.7%, is around 50%.

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

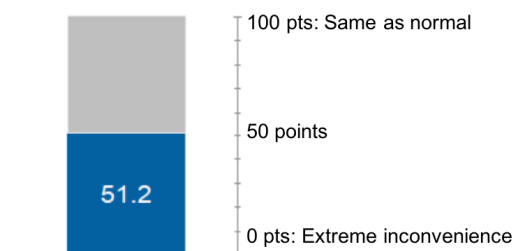
Freedom of life under the influence of COVID-19

Q: 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?

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

51.2 points

Down 3.1 pts compared to last month



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

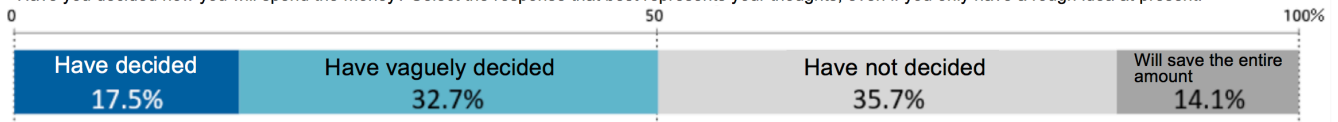
Q: Below is a series of opinions given as a result of the spread of COVID-19. For each, select the opinion that best matches your feelings and/or behavior.
(Single response: Agree, Somewhat agree, Somewhat disagree, Disagree)

Agree + Somewhat agree (Change since previous month)

Degree of anxiety	Feel anxious about my and my family's jobs and income	63.9% (- 5.7pts)
	Feel anxious about the situation abroad	78.5% (- 5.0pts)
	Feel anxious about my and my family's health	73.9% (- 4.3pts)
Degree of activity restriction	Refrain from eating out	91.0% (+ 8.3pts)
	Refrain from nonessential and nonurgent shopping	90.6% (+ 6.4pts)
	Refrain from meeting friends and socializing	89.7% (+ 4.6pts)
Degree of behavioral change	Refrain from going out and use net shopping and food delivery services instead	59.5% (+20.6pts)
	Telework (work from home) as much as possible [Base: Those with jobs] n=1,074	41.3% (+17.8pts)
	Refrain from going out and enjoy pastimes I can do at home	86.9% (+12.3pts)

How they will spend the Special Cash Payment

Q: It has been announced that every resident will receive a payment of 100,000 yen as an emergency measure to address the spread of COVID-19.
Have you decided how you will spend the money? Select the response that best represents your thoughts, even if you only have a rough idea at present.



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

- In degree of freedom of life under the influence of COVID-19, if life prior to the spread of the coronavirus was 100, life today scored an average 51.2 points, down 3.1 points since April. The calling and extension of the state of emergency appears to have exerted a downward influence on degree of freedom.
- By gender, the score for females, 52.1 points, was slightly higher than that for males, 50.3 points. The score for males is down 5.0 points since April, a relatively large drop. By age group, scores were down since April across all age groups. In particular, at 49.4 points, the score for the 20–29 age group was the lowest, and the only score to drop below 50 points.
- When we asked respondents to answer freely about the reasons for their degree of freedom score, those who gave relatively high scores indicated that while they do feel inconvenienced, there have been positive changes. Conversely, those who gave low scores pointed to decreased income, the stress of living while staying alert to possible infection, the stress from having small children or relatives that need nursing care, and the stress of restrictions on going out and shopping when they want.

Results by gender and age group

(Number of respondents)		Score		Difference
		April 2020 survey (Pt)	May 2020 survey (Pt)	April - May (Pt)
Overall	(1,500)	54.3	51.2	− 3.1
Males	(755)	55.3	50.3	− 5.0
Females	(745)	53.2	52.1	− 1.2
20–29	(241)	53.3	49.4	− 3.9
30–39	(286)	52.7	51.0	− 1.7
40–49	(375)	52.8	52.0	− 0.8
50–59	(319)	55.2	50.8	− 4.5
60–69	(279)	57.6	52.2	− 5.5
Tokyo (40 km radius)	(500)	52.0	50.5	− 1.5
Nagoya (40 km radius)	(500)	57.9	52.1	− 5.8
Hanshin (30 km radius)	(500)	52.9	50.9	− 2.0

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

Distribution of high, medium and low degree of freedom of life

(Number of respondents)		Distribution of high, medium and low scores		
		High (61 pts or higher) (%)	Medium (41–60 pts) (%)	Low (40 pts or lower) (%)
Overall	(1,500)	31.7	33.5	34.7
Males	(755)	30.2	34.0	35.8
Females	(745)	33.3	33.0	33.7
20–29	(241)	30.7	29.0	40.2
30–39	(286)	32.9	29.7	37.4

40–49	(375)	32.8	35.2	32.0
50–59	(319)	30.1	37.0	32.9
60–69	(279)	31.9	35.1	33.0
Tokyo (40 km radius)	(500)	31.4	31.6	37.0
Nagoya (40 km radius)	(500)	33.2	35.8	31.0
Hanshin (30 km radius)	(500)	30.6	33.2	36.2

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

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

Degree of freedom of life	Reason	Points	Demographics
High (61 points or higher)	I don't feel any inconvenience at all. In fact, I prefer it like this. There's no commuter rush, I can spend time with my family, and finish my work within normal business hours, so I have no problem. I'm actually more worried about when I stop working from home. I no longer feel motivated to give up my own time and sacrifice my family for the job.	100 pts	Female, 44 Osaka Pref.
	The maximum is 100 points, but 200 is my real response. Before COVID-19, I got worked like I didn't have human rights. Thanks to corona-mandated requests for self-restraint, I get up at a human hour, eat and sleep like a human, plus I have more free time.	100 pts	Male, 33 Saitama Pref.
	Not being able to go out is inconvenient, but troublesome interactions with people have been eliminated, and I have a good reason for avoiding things that I would have to go out for in normal times.	95 pts	Male, 29 Kanagawa Pref.
	I felt weird and uneasy about working from home initially, but after I got used to it, I started to feel resigned to it and that this much can't be helped and my job actually got easier. It's not all bad.	75 pts	Male, 63 Tokyo
	I'm not happy that my club activities have stopped and my search for a job has been affected, but I'm glad I have more time with my family and free time for myself.	65 pts	Female, 21 Hyogo Pref.
Medium (41–60 points)	My child is still young and I can't leave them at home alone, so I have to take them with me wherever I go, whether shopping or for errands, regardless of the spread of the virus.	60 pts	Female, 42 Osaka Pref.
	I can't go out freely and have to maintain a certain distance even when shopping at the supermarket, so it is inconvenient.	60 pts	Female, 47 Kanagawa Pref.
	With zero opportunities to get together with friends and spending so much time at home, stress is building up in the family.	50 pts	Male, 62 Tokyo
	Because my aged parents require nursing care, but I am hesitant to see them regularly. Also because it's a shame I can't dine with my good friends.	50 pts	Female, 55 Osaka Pref.
	I'm working like normal so I don't feel anxious about my income, but with the pall over society and restrictions on all sorts of entertainment, things are hard and I feel stressed. The way things are in the world, it's hard to express unpopular or opposing opinions.	50 pts	Male, 39 Aichi Pref.
Low (40 points or lower)	Because I haven't had any shifts at my part-time job, so I have zero money coming in; my classes at uni are online so I can't meet my friends; and my search for a job has been significantly impacted.	40 pts	Female, 22 Osaka Pref.
	I'm strung out keeping my distance from other people and trying to avoid touching things as much as possible to prevent human-to-human infection and human-item-human infection.	30 pts	Male, 64 Mie Pref.
	I work in a daycare center and am exhausted from straining every nerve all the time to prevent infection.	20 pts	Female, 32 Osaka Pref.
	Even shops selling my bare necessities have been shuttered and I feel extremely bitter. Even bookshops and apparel shops, where you need to pick items up, are closed.	10 pts	Male, 32 Kanagawa Pref.
	I have a one-month-old baby and normally could expect to be able to gradually go out more, but instead I need to stay home the entire time. This, on top of post-partum emotional and physical changes and exhaustion, has me a step away from post-natal depression.	0 pts	Female, 32 Hyogo Pref.

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

- In attitudes and behavior under the influence of COVID-19, looking at changes from March to May, all items in Degree of anxiety for which comparison is possible increased from March to April and decreased from April to May.
- Scores in Degree of activity restriction rose sharply from March to April. They rose further from April to May, with all items recording scores around 90%.
- Scores for items in Degree of behavioral change for which comparison is possible have risen continuously from March to May, with Use net shopping and food delivery services and Telework as much as possible rising significantly from April to May.
- Overall, the changes from April to May indicate that *sei-katsu-sha* are no longer simply anxious about COVID-19, but are confronting its challenges and deciding to live in a new way by implementing specific restrictions and behavioral changes.

Chronological change (Overall basis: March–May 2020)

		Score			Difference (compared to previous month)	
		March survey (1,500)	April survey (1,500)	May survey (1,500)	March - April Pt	April - May Pt
Degree of anxiety	Feel anxious about the economy stalling	83.2	91.2	90.2	+8.0	-1.0
	Feel anxious about the government's response	---	86.9	81.1	---	-5.8
	Feel anxious about the situation abroad	---	83.5	78.5	---	-5.0
	Feel anxious about the lack and uncertainty of information	74.1	82.3	77.9	+8.2	-4.4
	Feel anxious about my and my family's health	70.7	78.2	73.9	+7.5	-4.3
	Feel anxious about my and my family's jobs and income	58.1	69.6	63.9	+11.5	-5.7
	Feel anxious about changes in my interpersonal relationships	---	---	44.6	---	---
Degree of activity restriction	Refrain from taking nonessential and nonurgent trips	72.5	89.3	94.2	+16.8	+4.9
	Refrain from travel and leisure activities	69.1	88.7	92.9	+19.6	+4.2
	Refrain from eating out	61.1	82.7	91.0	+21.6	+8.3
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	---	86.7	91.0	---	+4.3
	Refrain from nonessential and nonurgent shopping	64.5	84.2	90.6	+19.7	+6.4
	Refrain from meeting friends and socializing	59.9	85.1	89.7	+25.2	+4.6
Degree of behavioral change	Wear a mask, wash my hands and take other precautions against infection consistently	84.1	90.8	95.6	+6.7	+4.8
	Refrain from going out and enjoy pastimes I can do at home	58.7	74.6	86.9	+15.9	+12.3
	Make sure to get sufficient exercise, nutrients and sleep	---	79.5	79.5	---	±0
	Keep a stock of anti-infection products and everyday necessities	50.7	60.5	67.1	+9.8	+6.6
	I'm at home more, so I cook myself as much as possible	---	---	65.1	---	---
	Refrain from going out and use net shopping and food delivery services instead	24.7	38.9	59.5	+14.2	+20.6
	Avoid using public transport and drive to places instead	---	46.9	57.0	---	+10.1

I'm home more, so I'm doing exercises I can do at home	---	---	55.9	---	---
I'm home more, so I'm playing video games on my smartphone, computer, etc.	---	49.3	55.3	---	+6.0
I'm home more, so I'm using video, music and other streaming services	---	44.7	50.9	---	+6.2
Exercise outside where people don't gather	---	---	45.3	---	---
Commute to work/school during off-peak hours as much as possible	25.5	34.4	43.0	+8.9	+8.6
I'm home more, so I'm reading and posting on social media	---	35.0	42.3	---	+7.3
Telework (work from home) as much as possible [Base: Those with jobs March n=1,042, April n=1,051, May n=1,074]	18.2	23.5	41.3	+5.3	+17.8
Enjoy leisure activities outdoors where people don't gather	---	38.2	32.5	---	-5.7
I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	---	---	31.2	---	---
Started/Am considering a side job because my income has dropped or looks likely to drop	---	14.9	23.9	---	+9.0
I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	---	21.6	22.9	---	+1.3
I'm putting the money I can't spend outside toward buying slightly better things	---	---	20.9	---	---
I'm supporting businesses and organizations that are not able to operate as normal	---	---	19.7	---	---
I'm home more, so I'm buying things on flea market apps and net auctions	---	17.6	19.5	---	+1.9
I'm home more, so I'm posting and selling things on flea market apps and net auctions	---	18.3	19.1	---	+0.8
I'm home more, so I'm studying online	---	14.3	18.9	---	+4.6
I'm home more, so I'm participating in online drinking parties and dinners	---	---	18.6	---	---
Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	---	---	18.1	---	---
I'm home more, so I'm investing	---	16.3	17.7	---	+1.4

(%)

(pt)

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 attitudes and behavior under the influence of COVID-19, among the Degree of anxiety items surveyed, Feel anxious about the economy stalling received the highest score, 90.2%. By gender, females gave more Degree of anxiety items high scores. By age group, scores were relatively lower in the 20–29 cohort, and higher in the 50–59 age group.
- In Degree of activity restriction items, all items scored around 90%, with Refrain from taking nonessential and nonurgent trips leading the way. By gender, scores for all items were higher among females. By age group and area, the differences were relatively small.
- In Degree of behavioral change items, Take precautions against infection consistently, 95.6%, received the highest score. The younger age groups gave many items, particularly those related to use of online/digital services such as Use streaming services, Studying online and Participate in online drinking parties, higher scores than the older age groups. Additionally, by area, differences in scores for Avoid using public transport and drive to places instead and Telework as much as possible were comparatively larger.

Results by gender and age group

		Over all (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)	Tokyo (40 km radius) (500)	Nagoya (40 km radius) (500)	Hanshin (30 km radius) (500)
Agree + Somewhat agree (Number of respondents)		(1,500)	(755)	(745)	(241)	(286)	(375)	(319)	(279)	(500)	(500)	(500)
Degree of anxiety	Feel anxious about the economy stalling	90.2	88.3	92.1	82.2	89.5	91.5	93.4	92.5	89.8	89.6	91.2
	Feel anxious about the government's response	81.1	76.6	85.6	75.5	78.7	78.4	85.3	87.1	83.0	80.0	80.2
	Feel anxious about the situation abroad	78.5	77.7	79.3	67.6	73.4	79.5	86.2	83.2	80.2	76.2	79.2
	Feel anxious about the lack and uncertainty of information	77.9	76.0	79.9	78.8	80.4	76.8	78.1	76.0	81.6	76.6	75.6
	Feel anxious about my and my family's health	73.9	69.9	77.9	72.2	74.1	68.3	80.3	75.3	76.0	70.2	75.4
	Feel anxious about my and my family's jobs and income	63.9	61.9	66.0	61.4	65.4	66.4	67.1	57.7	65.2	64.6	62.0
	Feel anxious about changes in my interpersonal relationships	44.6	45.0	44.2	44.0	47.6	44.0	47.0	40.1	43.6	44.0	46.2
Degree of activity restriction	Refrain from taking nonessential and nonurgent trips	94.2	91.0	97.4	93.8	93.0	93.3	95.3	95.7	95.6	94.2	92.8
	Refrain from travel and leisure activities	92.9	90.6	95.3	93.8	93.4	93.6	91.8	92.1	94.6	91.4	92.8
	Refrain from eating out	91.0	87.7	94.4	92.5	90.2	91.2	90.6	90.7	92.4	87.8	92.8
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	91.0	87.9	94.1	90.9	93.4	92.0	88.7	90.0	92.2	89.8	91.0
	Refrain from nonessential and nonurgent shopping	90.6	87.2	94.1	89.2	89.5	90.7	90.6	92.8	91.6	89.6	90.6
	Refrain from meeting friends and socializing	89.7	85.7	93.7	89.2	89.5	92.3	87.8	88.9	90.8	87.4	90.8
Degree of behavioral change	Wear a mask, wash my hands and take other precautions against infection consistently	95.6	93.4	97.9	93.4	94.8	95.2	96.2	98.2	95.8	96.4	94.6
	Refrain from going out and enjoy pastimes I can do at home	86.9	82.5	91.4	89.2	87.1	88.3	86.2	83.9	89.2	84.4	87.2
	Make sure to get sufficient exercise, nutrients and sleep	79.5	77.4	81.6	78.0	80.4	76.0	79.9	83.9	81.4	76.4	80.6

behavioral change	Keep a stock of anti-infection products and everyday necessities	67.1	61.6	72.6	67.2	69.9	64.3	70.8	63.4	72.4	61.4	67.4
	I'm at home more, so I cook myself as much as possible	65.1	49.8	80.7	63.9	73.1	62.9	58.3	68.8	66.8	63.4	65.2
	Refrain from going out and use net shopping and food delivery services instead	59.5	56.3	62.8	66.8	64.7	58.1	54.5	55.6	62.6	56.8	59.2
	Avoid using public transport and drive to places instead	57.0	53.9	60.1	54.8	56.3	54.9	59.2	59.9	47.2	68.2	55.6
	I'm home more, so I'm doing exercises I can do at home	55.9	51.0	60.8	60.6	59.4	56.5	45.5	59.1	60.6	53.2	53.8
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	55.3	55.8	54.8	76.8	65.7	55.2	46.4	36.2	56.0	57.0	52.8
	I'm home more, so I'm using video, music and other streaming services	50.9	52.3	49.4	69.7	58.4	51.2	42.6	35.8	55.6	48.4	48.6
	I exercise outside where people don't gather	45.3	46.9	43.8	49.4	55.2	44.0	36.4	43.7	44.0	48.2	43.8
	Commute to work/school during off-peak hours as much as possible	43.0	45.0	40.9	47.3	43.7	44.0	41.1	39.4	46.2	37.2	45.6
	I'm home more, so I'm reading and posting on social media	42.3	38.0	46.7	72.2	50.7	39.2	32.3	23.7	41.2	40.8	45.0
	Telework (work from home) as much as possible [Base: Those with jobs March n=1,042, April n=1,051, May n=1,074]	41.3	44.8	36.3	49.0	43.4	42.3	36.9	35.4	52.2	34.1	37.9
	Enjoy leisure activities outdoors where people don't gather	32.5	34.6	30.5	34.9	38.5	32.8	27.3	30.1	31.0	35.2	31.4
	I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	31.2	28.1	34.4	30.3	36.0	27.2	29.8	34.1	32.4	29.8	31.4
	Started/Am considering a side job because my income has dropped or looks likely to drop	23.9	26.9	20.8	36.1	31.5	21.9	19.1	13.6	24.8	22.0	24.8
	I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	22.9	25.8	20.0	32.4	30.8	22.1	16.9	14.7	22.6	22.8	23.4
	I'm putting the money I can't spend outside toward buying slightly better things	20.9	21.9	20.0	24.1	26.9	20.5	15.7	18.6	23.0	18.4	21.4
	I'm supporting stores and organizations that are not able to operate as normal	19.7	19.9	19.5	22.4	21.0	20.0	18.2	17.2	19.6	18.0	21.4
	I'm home more, so I'm buying things on flea market apps and net auctions	19.5	22.3	16.8	23.7	27.6	20.3	16.3	10.4	18.8	19.4	20.4
	I'm home more, so I'm posting and selling things on flea market apps and net auctions	19.1	20.9	17.3	27.8	26.2	18.7	13.8	11.1	20.8	17.2	19.4
	I'm home more, so I'm studying online	18.9	22.0	15.8	31.5	26.6	16.8	11.3	11.8	21.2	15.8	19.8
I'm home more, so I'm participating in online drinking parties and dinners	18.6	19.6	17.6	40.2	25.2	14.4	7.8	11.1	20.0	18.4	17.4	
Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	18.1	20.8	15.4	26.6	19.9	18.4	14.4	12.9	19.6	15.8	19.0	
I'm home more, so I'm investing	17.7	26.6	8.7	20.3	28.0	17.1	11.9	12.5	18.6	17.4	17.2	

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: How they will spend the Special Cash Payment

- Regarding how they will use the 100,000 yen per person Special Cash Payment, Have not decided was the most frequently given response. Have not decided was selected by 17.5% of respondents, and Have decided, 17.5% and Have vaguely decided, 32.7%, together accounted for around 50% of respondents. Will save the entire amount, which came in at 14.1%, was comparatively higher among those aged 20–29, at 21.2%.
- When we asked those that responded Have decided and Have vaguely decided to answer freely about how they would use the money, responses ranged from buying things they are not able to buy now and doing things they are unable to do now, to putting it toward various essential expenses. There were also some who wanted spend the money on society and the local economy, including spending it on local businesses and businesses belonging to their acquaintances.

How they will spend Special Cash Payment by gender and age group

(Number of respondents)		How they will spend Special Cash Payment			
		Have decided (%)	Have vaguely decided (%)	Have not decided (%)	Will save the entire amount (%)
Overall	(1,500)	17.5	32.7	35.7	14.1
Males	(755)	17.2	31.0	38.4	13.4
Females	(745)	17.7	34.4	33.0	14.9
20–29	(241)	17.8	34.9	26.1	21.2
30–39	(286)	17.1	36.4	32.5	14.0
40–49	(375)	13.9	36.0	36.0	14.1
50–59	(319)	19.4	29.5	39.5	11.6
60–69	(279)	20.1	26.2	42.7	11.1
Tokyo (40 km radius)	(500)	17.2	32.6	32.4	17.8
Nagoya (40 km radius)	(500)	17.2	32.0	38.6	12.2
Hanshin (30 km radius)	(500)	18.0	33.4	36.2	12.4

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

Specific uses for the Special Cash Payment (Free response; selected responses of those who responded Have decided + Have vaguely decided)

Will buy things have wanted/Will do things have wanted to do	I want to spend it on travel, eating out and other things I can't do now.	Female, 21 Osaka Pref.
	I want to take advantage of it to enhance my home, so would like to buy furniture.	Male, 28 Kanagawa Pref.
	I want to get delicious take-out food and enjoy it at home. I want to buy trendy masks.	Female, 42 Aichi Pref.
	I will spend my 100,000 yen on clothes and makeup for myself and won't spend it on my family. I plan to give my family members their cash payments.	Female, 48 Kyoto Pref.
	When the state of emergency is lifted, I want to go to the cinema and watch lots of movies, then enjoy a complete meal at a fancy restaurant on the way home. I want to spread my wings fully by taking a driving trip here in Japan for three days or so.	Male, 67 Aichi Pref.

Will put it toward necessary expenses	I will put it toward my tuition.	Male, 20 Nara Pref.
	Fixed expenses like rent, utilities and my mobile phone bill, and tuition and pension.	Female, 38 Osaka Pref.
	I'm sure to get a pay cut and reduced bonus, so regular spending (food, daily necessities, taxes, utilities, communications, insurance and the like).	Male, 39 Osaka Pref.
	It will be eaten up by rent, utilities, communication expenses and the like. (Because I'm furloughed and have no income)	Female, 45 Tokyo
	I'll put it toward the taxes I have to pay.	Female, 60 Aichi Pref.
Will use it to support society or local community	I want to support producers hit hard by the coronavirus by ordering vegetables, meat and other products from them.	Female, 36 Aichi Pref.
	I want to give a little back to the hospitality industry, which is in strife at the moment, by eating and drinking at local restaurants and bars. I'd also like to travel within Japan. I have no idea of putting this 100,000 yen toward savings and such and want to use it toward reviving the Japanese economy, which has come to a standstill.	Female, 40 Gifu Pref.
	I want to spend it at a friend's business, which is in dire straits.	Male, 48 Kanagawa Pref.
	I want to go to an inn I frequent but am not able to visit just now and help them out even a little bit.	Female, 60 Hyogo Pref.
	I want to donate it to support health professionals.	Female, 63 Tokyo

Reference material 5: What they want to focus on in their lives next month

- When we asked what respondents would like to focus on in their lives next month (June) under the influence of COVID-19, the top responses were Health (77.1%), Sleep/Rest (72.1%) and Contact with family members (70.3%).
- Comparing scores over time, scores for 22 of 24 items in the May survey were higher than the same items in the April survey.
- Items that saw especially high rises were Contact with friends, boyfriend/girlfriend (+26.0 points), Hobbies/Leisure (+22.8 points), and Shopping (+19.6 points). All of these are activities that have been difficult to do under the state of emergency, and as life under restrictions has dragged on, it appears that desire for these activities has grown.
- Conversely, Collecting information from mass media was down (-6.0 points) since the April survey. This provides a glimpse of *sei-katsu-sha* that want to maintain a degree of distance as exposure to information about COVID-19 has become relentless.

Chronological change (Overall basis: April–May 2020)

	Score		Difference
	April 2020 survey (1,500)	May 2020 survey (1,500)	April - May Pt
Want to focus on + Somewhat want to focus on (Number of respondents)			
Health	73.1	77.1	+4.0
Sleep/Rest	74.9	72.1	-2.8
Contact with family members	59.4	70.3	+10.9
Eating/Drinking	55.8	68.5	+12.7
Hobbies/Leisure	44.9	67.7	+22.8
Shopping	44.1	63.7	+19.6
Contact with friends, girlfriend/boyfriend	32.8	58.8	+26.0
Work	43.9	58.5	+14.6
Household chores	55.9	57.5	+1.6
Savings/Investment	44.8	57.2	+12.4
Watching/Viewing entertainment content	44.5	54.2	+9.7
Fashion/Appearance	34.6	48.3	+13.7
Collecting info. from mass media	53.1	47.1	-6.0
Collecting info. from the internet	43.1	47.1	+4.0
Beauty	35.0	41.5	+6.5
Environmental conservation	29.8	37.9	+8.1
Learning/Education	28.3	35.9	+7.6
Second job	25.2	30.5	+5.3
Posting info. on the internet	24.5	27.9	+3.4
Contact with the local community	14.8	26.4	+11.6
Childcare	25.2	25.7	+0.5
Contributing to social causes	15.7	23.8	+8.1
Gift-giving	16.4	23.0	+6.6
Nursing care	9.3	12.6	+3.3

(%) (pt)



Reference material 6: What they want to focus on in their lives next month

- Looking at what respondents want to focus on in their lives next month (June) under the influence of COVID-19 by gender, scores for Contact with family members, Contact with friends, girlfriend/boyfriend, Eating/Drinking and Shopping were higher for females than males.
- By age group, scores in a wide range of items, including Eating/Drinking, Hobbies/Leisure and Shopping, were highest among the 20–29 age group. Scores for many items declined the older the age group.
- By area, differences were not as marked as the results by gender and age group, but scores for Contact with friends, girlfriend/boyfriend, Collecting info. from the internet, among others, were lower in Nagoya (40 km radius) than in the other areas.

Results by gender and age group

Want to focus on + Somewhat want to focus on (Number of respondents)	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)	Tokyo (40 km radius) (500)	Nagoya (40 km radius) (500)	Hanshin (30 km radius) (500)
Health	77.1	74.4	79.9	76.8	78.7	77.6	75.9	76.7	81.0	73.8	76.6
Sleep/Rest	72.1	68.3	75.8	75.5	73.8	72.8	71.2	67.4	72.0	69.8	74.4
Contact with family members	70.3	65.3	75.4	67.6	75.9	70.9	67.7	69.2	71.4	69.8	69.8
Eating/Drinking	68.5	60.7	76.5	75.5	69.9	68.0	64.6	66.3	70.4	65.0	70.2
Hobbies/Leisure	67.7	68.7	66.7	77.6	71.3	68.0	62.1	61.6	66.6	68.4	68.2
Shopping	63.7	55.2	72.3	72.6	66.1	61.6	61.1	59.5	64.0	62.4	64.8
Contact with friends, girlfriend/boyfriend	58.8	52.8	64.8	71.8	62.9	56.5	53.3	52.7	61.0	53.6	61.8
Work	58.5	63.2	53.8	66.4	62.6	62.9	58.0	42.3	60.8	59.4	55.4
Household chores	57.5	49.8	65.2	64.7	62.2	53.3	57.4	52.0	60.0	56.2	56.2
Savings/Investment	57.2	57.7	56.6	71.4	67.1	61.1	45.5	43.0	56.8	57.0	57.8
Watching/Viewing entertainment content	54.2	48.6	59.9	64.3	58.0	52.3	52.0	46.6	57.0	52.0	53.6
Fashion/Appearance	48.3	32.8	63.9	61.0	51.0	46.4	43.9	41.9	51.0	44.8	49.0
Collecting info. from mass media	47.1	42.8	51.4	49.4	44.8	44.8	45.8	52.0	45.6	47.0	48.6
Collecting info. from the internet	47.1	45.6	48.6	52.3	51.7	48.5	45.5	37.6	49.8	41.6	49.8
Beauty	41.5	22.5	60.7	54.8	44.1	41.6	35.7	33.7	41.6	37.6	45.2
Environmental conservation	37.9	28.7	47.2	34.9	33.9	39.2	35.7	45.5	41.2	34.6	38.0
Learning/Education	35.9	36.0	35.8	47.7	43.7	37.1	28.8	24.4	39.6	35.0	33.2
Second job	30.5	31.0	30.1	44.8	39.9	29.9	26.0	14.7	30.2	29.8	31.6
Posting info. on the internet	27.9	28.3	27.5	39.4	32.2	25.9	22.6	22.6	30.4	25.0	28.4
Contact with the local community	26.4	25.6	27.2	27.0	26.2	26.7	21.9	30.8	23.8	27.4	28.0
Childcare	25.7	24.0	27.5	22.8	42.7	36.8	15.7	7.5	25.0	27.0	25.2
Contributing to social causes	23.8	23.3	24.3	23.2	19.2	26.1	24.5	25.1	22.2	24.6	24.6
Gift-giving	23.0	18.1	27.9	26.6	23.8	22.1	20.7	22.9	24.8	20.4	23.8
Nursing care	12.6	13.1	12.1	12.4	7.0	9.6	17.9	16.5	10.6	10.6	16.6

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 7: After the state of emergency is lifted

- When we asked respondents to answer freely about what they want to do first when the state of emergency is lifted, many specified going to places they are not able to go to now, such as traveling domestically and internationally, shopping at department stores and shopping malls and going to the salon and the movies; and meeting people they are not able to meet now, such as friends and relatives they don't live with.
- At the same time, there were others who told us that even if the state of emergency is lifted, the threat of COVID-19 will not have gone away completely, so they will keep living way they live now.

What would like to do once the state of emergency is lifted (Free response; selected responses)

Go to places was not able to go to	I would like to go out every day, if possible, even for meaningless reasons like shopping and the like. I want to go to the shops to relieve stress with some shopping therapy.	Female, 32 Hyogo Pref.
	I want to go to the salon and get my hair colored. I'd like to go to the aquarium or zoo with my child.	Female, 33 Osaka Pref.
	I want to see lots of movies at the cinema. I want to go to lots of concerts. I want to see lots of plays.	Male, 45 Kanagawa Pref.
	I was planning to go to Hokkaido in February, but that went out the window. I want to go to Hokkaido.	Female, 58 Aichi Pref.
	I want to restart my business trips to China. Because in my business, things don't go as well if I'm not there with the real thing for meetings.	Male, 63 Aichi Pref.
Meet people was unable to meet	I want to go to uni. And see my friends.	Female, 20 Tokyo
	I want to go out to eat with my friends and go to the movies.	Male, 21 Osaka Pref.
	I want to get together with my friends and just shoot the breeze.	Male, 28 Saitama Pref.
	I haven't seen my parents, so I want to get us all together and enjoy some delicious food.	Female, 50 Aichi Pref.
	I want to visit someone dear in hospital.	Male, 55 Osaka Pref.
Want to keep life as it is	I think it's safer to play it by ear for a while, so I want to stay home and gather information from the news on TV.	Male, 23 Tokyo
	Even when it's lifted, the virus won't have gone away completely, and the risk of infection will actually go up after it's lifted, so I think I'll continue living as I have till now.	Female, 26 Chiba Pref.
	Even after it's lifted, I'm scared of catching it, so I don't think I can go out right away. I want to go on a trip once the coronavirus is completely gone.	Female, 49 Gifu Pref.
	I'm creating an environment now that will allow me to bear my current life even after it's lifted, so I don't think I will do anything in particular.	Male, 52 Osaka Pref.
	I won't do anything in particular. Because the lifting doesn't guarantee you won't get infected. If they announce that the coronavirus has passed, then I might go to a hot spring. That probably won't be for another two years, though.	Male, 63 Kanagawa Pref.

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 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)

How they will spend the Special Cash Payment

It has been announced that every resident will receive a payment of 100,000 yen as an emergency measure to address the spread of COVID-19. Have you decided how you will use the money? Select the response that best represents your thoughts, even if you only have a rough idea at present.

(Single response: Have decided, Have vaguely decided, Have not decided, Will save the entire amount)
How do you want to spend the money? Be as specific as possible. (Free response)

What they would like to do after the state of emergency is lifted

What would you like to do first after the request for self-restraint imposed by the state of emergency have been lifted? Be as specific as possible. (Free response)

What they would like to focus on next month

To what degree do you want to focus on the following activities next month (June)?

For each item, select the response that best matches your thoughts.

(Single response: Want to focus on it, Somewhat want to focus on it, Don't want to focus on it much, Don't want to focus on it/Not applicable)

- Survey periods: May 7 (Thu)–11 (Mon), 2020
April 2 (Thu)–6 (Mon), 2020 (prior to the government declaration of a state of emergency)
March 5 (Thu)–9 (Mon), 2020
- Territories: (1) Tokyo (40 km radius) (Tokyo, Kanagawa Pref., Chiba Pref., Saitama Pref., Ibaraki Pref.)
(2) Nagoya (40 km radius) (Aichi Pref., Mie Pref., Gifu Pref.)
(3) Hanshin (30 km radius) (Osaka Pref., Kyoto Pref., Hyogo Pref., Nara Pref.)
- Respondents: Males and females aged 20–69
- Target allocation: 500 respondents per territory, allocated based on the population demographics (gender/age group) of the territory
- Sample size: 1,500 in total

April, May surveys

	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

March survey

	20–29	30–39	40–49	50–59	60–69	Total
Males	124	147	190	154	140	755
Females	119	143	186	150	147	745
Total	243	290	376	304	287	1,500

- Survey method: Internet survey
Conducted by: H. M. Marketing Research, Inc.

Reference: 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)

Media contacts:
Corporate Public Relations Division
koho.mail@hakuhodo.co.jp