

July 16, 2020

Fourth Survey of *Sei-katsu-sha* Concerning COVID-19 (July 2020)

Degree of freedom of life scores 61.4 pts in July, up around 4 pts since last month, marking its highest score

Anxieties about health and the economy largely unchanged, Degree of activity restriction eases in eating out and shopping

Even as the shift from “at home” to “outside” progresses gradually, around 70% don't have summer travel plans

Hakuhodo Institute of Life and Living (headquarters: Tokyo), a think tank of Hakuhodo Inc., conducted its fourth “Survey of *Sei-katsu-sha* Concerning COVID-19” in July 2020 to understand *sei-katsu-sha*'s attitudes and behaviors as the new coronavirus spread recently. The survey was conducted July 2–6, 2020 in the Greater Tokyo, 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. Some questionnaire items have been surveyed since March. See p17 for the survey outlines.

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 61.4 points. With restrictions on travel between prefectures lifted on June 19, this score rose 4.4 points from the June survey, returning the highest score among the four surveys conducted so far.

We also asked about 41 items respondents may be feeling anxious about, activities they may be restricting and behaviors they may have changed as a result of the spread of COVID-19. In Degree of anxiety, scores for such items as Feel anxious about the economy stalling (83.1%) remain about the same as in the June survey. In Degree of activity restriction, all items, including Refrain from eating out (74.8%), dropped since June. In addition, in Degree of behavioral change, there were both score increases and decreases, but decreases in scores for indoor activities, such as Refrain from going out and enjoy pastimes I can do at home (71.1%), were noticeable. People are gradually relaxing restrictions on their behavior, indicating that the shift from “at home” to “outside” continues, but 69.8% of respondents said they Don't have any particular plans to travel domestically or internationally this summer.

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

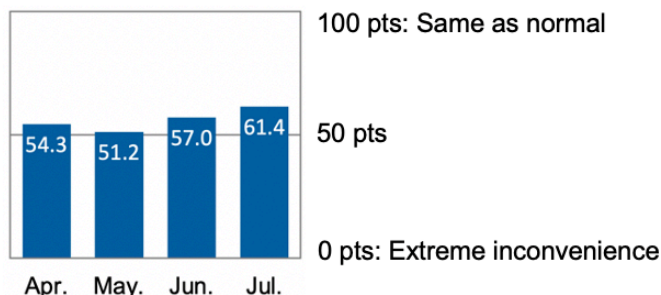
Freedom of life under the influence of COVID-19

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:

61.4 pts

Up 4.4 pts compared to last month



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 economy stalling	83.1% (+0.1 pts)
	Feel anxious about the situation abroad	75.2% (+0.5 pts)
Degree of activity restriction	Refrain from eating out	74.8% (-9.0 pts)
	Refrain from nonessential and nonurgent shopping	76.6% (-7.0 pts)
Degree of behavioral change	Refrain from going out and enjoy pastimes I can do at home	71.1% (-6.2 pts)
	Telework (work from home) as much as possible [Those with jobs]	30.0% (-6.7 pts)

Plans to travel/take trips this summer

Q: The government's request to refrain from traveling across prefectures due to COVID-19 was lifted in June. Regarding your plans to travel/take trips this summer, select all the options that match your intentions.

(Multiple response)

Response rate
(Multiple response)

Have plans to travel domestically/take a trip in the prefecture where I live and/or neighboring prefecture(s)	17.9%
Have plans to travel domestically/take a trip beyond the prefecture where I live and/or neighboring prefecture(s)	16.2%
Have plans to leave Japan and travel/take a trip abroad	1.0%
Don't have any particular plans to travel domestically or internationally or to take a trip to a distant place	69.8%

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

Degree of freedom of life up again across all segments in July

- 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 61.4 points, up 4.4 points since June. The gradual decrease in restrictions on life, including to the lifting of restrictions on travel between prefectures (on June 19), seems to be pushing the degree of freedom score up. By gender, age group and area, rises were seen across every segment, although the score for Greater Tokyo, at 59.7 points, was the only score in the 50–59-point range.

Those who gave low Degree of freedom of life scores have deep-seated anxiety of contracting COVID-19

- In the free responses given by those that gave comparatively high Degree of freedom of life scores, comments indicating they don't feel particularly inconvenienced by their current lives or that they feel the benefits outweigh the inconvenience stood out. Conversely, in the comments of those that gave low scores, the word "anxious" was conspicuous. Many commented that because of their deep-seated fear of becoming infected with the coronavirus, they felt the restrictions on their lives strongly or had worries about their income.

■ Results by gender, age group and area

(Number of respondents)		Scores				Change		
		April 2020 survey (Pts)	May 2020 survey (Pts)	June 2020 survey (Pts)	July 2020 survey (Pts)	April → May (Pts)	May → June (Pts)	June → July (Pts)
Overall	(1500)	54.3	51.2	57.0	61.4	-3.1	+5.9	+4.4
Males	(755)	55.3	50.3	57.1	62.4	-5.0	+6.8	+5.3
Females	(745)	53.2	52.1	56.9	60.4	-1.2	+4.9	+3.4
20–29	(241)	53.3	49.4	57.7	62.0	-3.9	+8.3	+4.3
30–39	(286)	52.7	51.0	56.6	60.2	-1.7	+5.6	+3.5
40–49	(375)	52.8	52.0	56.1	60.2	-0.8	+4.1	+4.1
50–59	(319)	55.2	50.8	56.9	61.9	-4.5	+6.1	+5.0
60–69	(279)	57.6	52.2	58.3	63.2	-5.5	+6.1	+5.0
Greater Tokyo (40 km radius)	(500)	52.0	50.5	55.0	59.7	-1.5	+4.4	+4.7
Greater Nagoya (40 km radius)	(500)	57.9	52.1	57.5	61.4	-5.8	+5.3	+3.9
Hanshin (30 km radius)	(500)	52.9	50.9	58.7	63.1	-2.0	+7.8	+4.5

Up at least 5 pts
 Up at least 10 pts
 Down at least 5 pt
 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	(1500)	47.7	34.4	17.9
Males	(755)	50.3	32.2	17.5
Females	(745)	45.1	36.6	18.3
20–29	(241)	50.6	29.0	20.3
30–39	(286)	46.9	30.8	22.4
40–49	(375)	47.2	34.1	18.7
50–59	(319)	46.1	39.2	14.7
60–69	(279)	48.7	37.6	13.6
Greater Tokyo (40 km radius)	(500)	44.2	35.0	20.8
Greater Nagoya (40 km radius)	(500)	48.6	34.2	17.2
Hanshin (30 km radius)	(500)	50.4	34.0	15.6

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

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

Degree of freedom of life	High (61 pts or higher)	I don't feel particularly inconvenienced even working from home. In fact, I'm practically happy about it because not having to ride the trains, my risk of infection is reduced.	100 pts	Male, 64 Osaka Pref.
		I felt extremely inconvenienced when the virus started spreading (maybe 5–10 points), but now I hardly feel any inconvenience at all.	98 pts	Male, 60 Chiba Pref.
		Life has changed from how it was, but I'm making the best of it doing things I can do because of the situation, like enjoying things I can do at home, trying new things in the kitchen, and valuing my time with the family.	80 pts	Female, 27 Kanagawa Pref.
		I feel somewhat inconvenienced due to refraining from meeting friends and going out and shopping unnecessarily, but because I've been able to work safely from home, I've been released from stresses like my commuting time and am living comfortably.	70 pts	Female, 53 Kanagawa Pref.
		It's a different life to before, but I've got used to the new normal and have more time with my family, so I feel fulfilled.	70 pts	Female, 32 Hyogo Pref.
	Medium (41–60 pts)	It's been costly in various ways because my college student sons are home and have online classes so I replaced our router and need to prepare their lunches.	60 pts	Female, 50 Osaka Pref.
		Because I need to constantly be aware of my distance with others. Sanitizing the shared toilet and whatnot is tiresome and hard work.	60 pts	Female, 58 Saitama Pref.
		I have to do as much overtime as my former commuting time. I feel stress building because I have fewer ways of letting off steam.	50 pts	Male, 52 Kanagawa Pref.
		Things are gradually getting back to normal, but I need to beware of crowds and avoiding the Three Cs [Closed spaces, Crowded places, Close-contact settings], and have to wear a mask despite the heat, so there are still many inconveniences.	50 pts	Female, 54 Osaka Pref.
		Because the things I can do at home haven't changed, but I am refraining from going out and no longer able to enjoy eating out and entertainment outside the home.	50 pts	Male, 42 Chiba Pref.

Low (40 pts or lower)	I'm uneasy because I need to take care wherever I go. I feel inconvenienced at having to be careful all the time: talking to people, sanitizing, avoiding crowds and on and on.	40 pts	Female, 56 Osaka Pref.
	Because I haven't been able to see people as I hesitate to meet my friends because a lot of them have babies and my parents are getting on. Because I used to go to the movies every week and now I can't. And because I've still not been able to go to the gym, either, because I'm worried.	30 pts	Female, 37 Chiba Pref.
	My hobby was going to gigs, but they've all been canceled, I can't travel, it's hard to see my friends... I can no longer do just about any of the things I enjoyed until now. Having to wear a mask all the time has exacerbated my skin troubles.	10 pts	Female, 42 Aichi Pref.
	The biggest change has been my massive drop in income. I'm worried about the future because I'm scared I'll fall behind in my repayments.	5 pts	Male, 40 Tokyo
	I'm just so worried about getting infected I'm only able to buy things I can get at an online supermarket, and even though I'm at home, I don't feel like doing anything. I'm scared that my son, who works in catering, is going to work and could get infected at any time.	0 pts	Female, 43 Tokyo

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

Degree of anxiety scores largely unchanged since June, Degree of activity restriction scores decline further in July

- In Degree of anxiety, changes in score were uneven, with increases, decreases and unchanged scores, but overall, changes were small.
- In Degree of activity restriction, scores declined in all items. In May, scores rose to around 90% across the board, but with Refrain from travel and leisure activities the highest score in July, at 84.2%, scores have dropped to the 70s–mid-80s range.

The shift in *sei-katsu-sha*'s activities from “at home” to “outside” continued in July

- In Degree of behavioral change, changes in score were uneven. Lower scores for indoor activities stood out, with change comparatively large in Refrain from going out and enjoy pastimes I can do at home (71.1%, down 6.2 points since June), Refrain from going out and use net shopping and food delivery services instead (45.9%, down 5.2 points), and Telework as much as possible (30.0%, down 6.7 points). Continuing the trend in June, a shift from “at home” to “outside” is apparent in July, as well.

■ Chronological change (Overall basis: March–July 2020)

		Scores					Change			
Agree + Somewhat agree (Number of respondents)		March survey (1500)	April survey (1500)	May survey (1500)	June survey (1500)	July survey (1500)	March → April (Pts)	April → May (Pts)	May → June (Pts)	June → July (Pts)
Degree of anxiety	Feel anxious about the economy stalling	83.2	91.2	90.2	83.0	83.1	+8.0	-1.0	-7.2	+0.1
	Feel anxious about the government's response	---	86.9	81.1	77.4	76.4	---	-5.8	-3.7	-1.0
	Feel anxious about the situation abroad	---	83.5	78.5	74.7	75.2	---	-5.0	-3.8	+0.5
	Feel anxious about my and my family's health	70.7	78.2	73.9	67.9	70.7	+7.5	-4.3	-6.0	+2.8
	Feel anxious about the lack and uncertainty of information	74.1	82.3	77.9	67.9	67.6	+8.2	-4.4	-10.0	-0.3
	Feel anxious about my and my family's jobs and income	58.1	69.6	63.9	61.9	61.9	+11.5	-5.7	-2.0	+0.0
	Feel anxious about changes in my interpersonal relationships	---	---	44.6	44.7	43.5	---	---	+0.1	-1.2
Degree of activity restriction	Refrain from travel and leisure activities	69.1	88.7	92.9	88.8	84.2	+19.6	+4.2	-4.1	-4.6
	Refrain from taking nonessential and nonurgent trips	72.5	89.3	94.2	88.9	83.0	+16.8	+4.9	-5.3	-5.9
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	---	86.7	91.0	85.4	81.3	---	+4.3	-5.6	-4.1
	Refrain from shaking hands, hugging and otherwise touching others	---	---	---	82.0	79.3	---	---	---	-2.7
	Refrain from meeting friends and socializing	59.9	85.1	89.7	84.5	78.3	+25.2	+4.6	-5.2	-6.2
	Refrain from nonessential and nonurgent shopping	64.5	84.2	90.6	83.6	76.6	+19.7	+6.4	-7.0	-7.0
	Refrain from eating out	61.1	82.7	91.0	83.8	74.8	+21.6	+8.3	-7.2	-9.0
Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	84.1	90.8	95.6	93.2	91.7	+6.7	+4.8	-2.4	-1.5
	Make sure to get sufficient exercise, nutrition and sleep	---	79.5	79.5	77.0	74.5	---	+0.0	-2.5	-2.5
	Refrain from going out and enjoy pastimes I can do at home	58.7	74.6	86.9	77.3	71.1	+15.9	+12.3	-9.6	-6.2
	Keep a stock of anti-infection products and everyday necessities	50.7	60.5	67.1	67.3	66.8	+9.8	+6.6	+0.2	-0.5
	Use cashless payment options as much as possible	---	---	---	62.6	63.3	---	---	---	+0.7
	I'm at home more, so I cook myself as much as possible	---	---	65.1	59.9	57.1	---	---	-5.2	-2.8
	Avoid using public transport and drive to places instead	---	46.9	57.0	52.8	50.3	---	+10.1	-4.2	-2.5
	I'm home more, so I'm doing exercises I can do at home	---	---	55.9	52.1	48.9	---	---	-3.8	-3.2
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	---	49.3	55.3	48.4	47.7	---	+6.0	-6.9	-0.7

I'm home more, so I'm using video, music and other streaming services	---	44.7	50.9	46.5	47.3	---	+6.2	-4.4	+0.8
Refrain from going out and use net shopping and food delivery services instead	24.7	38.9	59.5	51.1	45.9	+14.2	+20.6	-8.4	-5.2
I exercise outside where people don't gather	---	---	45.3	43.3	41.9	---	---	-2.0	-1.4
Enjoy leisure activities outdoors where people don't gather	---	38.2	32.5	38.9	40.2	---	-5.7	+6.4	+1.3
Commute to work/school during off-peak hours as much as possible	25.5	34.4	43.0	42.5	37.6	+8.9	+8.6	-0.5	-4.9
I'm home more, so I'm reading and posting on social media	---	35.0	42.3	40.5	36.2	---	+7.3	-1.8	-4.3
Telework (work from home) as much as possible [Those with jobs]	18.2	23.5	41.3	36.7	30.0	+5.3	+17.8	-4.6	-6.7
I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	---	21.6	22.9	26.9	28.0	---	+1.3	+4.0	+1.1
I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	---	---	31.2	31.5	27.7	---	---	+0.3	-3.8
Started/Am considering getting a side job because my income has dropped or looks likely to drop	---	14.9	23.9	26.8	25.3	---	+9.0	+2.9	-1.5
I'm putting the money I can't spend outside toward buying slightly better things	---	---	20.9	22.7	22.8	---	---	+1.8	+0.1
Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	---	---	18.1	22.3	22.4	---	---	+4.2	+0.1
I'm home more, so I'm buying things on flea market apps and net auctions	---	17.6	19.5	20.3	22.3	---	+1.9	+0.8	+2.0
I'm home more, so I'm posting and selling things on flea market apps and net auctions	---	18.3	19.1	21.1	21.8	---	+0.8	+2.0	+0.7
I'm home more, so I'm investing	---	16.3	17.7	21.9	21.6	---	+1.4	+4.2	-0.3
I'm home more, so I'm participating in online drinking parties and dinners	---	---	18.6	21.3	19.3	---	---	+2.7	-2.0
I'm supporting businesses and organizations that are not able to operate as normal	---	---	19.7	20.3	18.3	---	---	+0.6	-2.0
I'm home more, so I'm studying online	---	14.3	18.9	18.6	17.9	---	+4.6	-0.3	-0.7

Those with jobs:
March n=1,042
April n=1,051
May n=1,074
June n=1,052
July n=1,055

(%)

(pts)

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

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

Scores for women higher than for men in all Degree of anxiety and Degree of activity restriction items

- In the July survey, scores for all items in Degree of anxiety and Degree of activity restriction were higher for females than for males (as they were in the June survey).
- The biggest difference was in Refrain from meeting friends and socializing, where there was a difference of 14.0 points between females, 85.4%, and males, 71.4%. In Degree of behavioral change, there were some items where scores were higher for males, for example, I'm home more, so I'm investing, where there was a difference of 14.9 points between males, 29.0%, and females, 14.1%.

Noticeable differences in Degree of behavioral change scores across age groups and areas

- In Degree of behavioral change, there were huge gaps in scores for different age groups in items related to internet use, including I'm home more, so I'm participating in online drinking parties and dinners, which was 31.5% for the 20–29 cohort compared to 9.0% for the 60–69 cohort. By area, differences in scores for such items as Avoid using public transport and drive to places instead and Telework as much as possible were comparatively larger.

■ Results by gender, age group and area

		Overall (1500)	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)		(1500)	(755)	(745)	(241)	(286)	(375)	(319)	(279)	(500)	(500)	(500)
Degree of anxiety	Feel anxious about the economy stalling	83.1	80.9	85.2	73.0	83.2	85.3	87.5	83.5	84.6	80.6	84.0
	Feel anxious about the government's response	76.4	71.3	81.6	73.9	74.5	74.4	79.0	80.3	77.4	73.6	78.2
	Feel anxious about the situation abroad	75.2	71.8	78.7	66.0	73.1	76.3	77.1	81.7	78.0	73.2	74.4
	Feel anxious about my and my family's health	70.7	66.0	75.4	64.7	69.9	71.2	73.4	72.8	71.2	70.8	70.0
	Feel anxious about the lack and uncertainty of information	67.6	63.4	71.8	67.6	67.1	68.5	69.6	64.5	67.0	65.4	70.4
	Feel anxious about my and my family's jobs and income	61.9	59.7	64.0	59.8	65.4	69.1	64.9	47.0	61.2	59.0	65.4
	Feel anxious about changes in my interpersonal relationships	43.5	38.1	49.0	42.7	49.7	44.5	42.6	37.6	44.2	42.6	43.8
Degree of activity restriction	Refrain from travel and leisure activities	84.2	80.1	88.3	78.0	83.9	85.3	85.6	86.7	85.8	84.2	82.6
	Refrain from taking nonessential and nonurgent trips	83.0	79.2	86.8	75.9	83.6	82.1	83.7	88.9	86.6	81.8	80.6
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	81.3	75.1	87.5	80.1	83.6	82.9	80.3	78.9	83.0	78.8	82.0
	Refrain from shaking hands, hugging and otherwise touching others	79.3	74.8	83.8	73.4	80.4	79.5	81.2	80.6	80.6	76.0	81.2
	Refrain from meeting friends and socializing	78.3	71.4	85.4	72.6	80.4	77.9	79.3	80.6	83.8	75.2	76.0
	Refrain from nonessential and nonurgent shopping	76.6	72.3	80.9	73.4	77.3	74.7	77.4	80.3	80.8	75.6	73.4
	Refrain from eating out	74.8	70.5	79.2	71.0	75.2	75.5	72.7	79.2	79.0	75.8	69.6
Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	91.7	87.5	96.0	85.1	93.0	92.8	92.8	93.5	92.6	89.4	93.2
	Make sure to get sufficient exercise, nutrition and sleep	74.5	69.8	79.2	71.4	75.5	73.6	74.0	77.8	75.6	71.4	76.4
	Refrain from going out and enjoy pastimes I can do at home	71.1	66.6	75.7	73.4	74.8	70.9	68.3	68.8	74.8	67.0	71.6
	Keep a stock of anti-infection products and everyday necessities	66.8	59.2	74.5	63.1	69.9	65.3	63.6	72.4	70.4	61.2	68.8
	Use cashless payment options as much as possible	63.3	63.2	63.4	57.3	67.8	62.1	60.8	68.1	65.6	62.6	61.6
	I'm home more, so I cook myself as much as possible	57.1	41.1	73.4	58.5	60.5	55.7	53.0	59.1	61.0	54.0	56.4
	Avoid using public transport and drive to places instead	50.3	46.6	54.1	45.2	54.2	53.1	48.9	48.7	42.6	63.4	45.0

I'm home more, so I'm doing exercises I can do at home	48.9	44.1	53.7	53.9	50.7	47.2	45.5	48.7	50.6	45.8	50.2
I'm home more, so I'm playing video games on my smartphone, computer, etc.	47.7	47.8	47.5	61.4	62.9	49.9	35.1	31.5	46.2	48.0	48.8
I'm home more so I'm using video, music and other streaming services	47.3	50.2	44.3	61.4	58.4	45.9	39.5	34.4	48.0	45.6	48.2
Refrain from going out and use net shopping and food delivery services instead	45.9	41.3	50.5	49.4	53.8	43.5	41.1	43.4	46.8	44.4	46.4
I exercise outside where people don't gather	41.9	43.0	40.8	46.1	47.2	42.4	36.1	39.1	45.4	40.8	39.6
Enjoy leisure activities outdoors where people don't gather	40.2	42.1	38.3	46.5	46.2	43.2	32.9	33.0	39.2	41.0	40.4
Commute to work/school during off-peak hours as much as possible	37.6	39.5	35.7	42.7	39.5	36.0	40.1	30.5	44.4	31.8	36.6
I'm home more, so I'm reading and posting on social media	36.2	33.2	39.2	58.9	48.3	35.7	24.1	18.6	35.2	33.8	39.6
Telework (work from home) as much as possible [Those with jobs]	30.0	32.8	25.4	28.9	33.9	28.4	32.4	23.7	40.3	22.1	27.7
I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	28.0	28.3	27.7	35.3	36.4	25.9	22.6	22.2	31.6	27.0	25.4
I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	27.7	24.0	31.5	31.1	29.7	29.6	24.1	24.4	28.8	26.6	27.8
Started/Am considering a side job because my income has dropped or looks likely to drop	25.3	27.4	23.2	37.3	36.7	27.2	17.6	9.7	28.8	22.6	24.6
I'm putting the money I can't spend outside toward buying slightly better things	22.8	23.7	21.9	26.1	27.3	22.7	16.6	22.6	25.0	20.8	22.6
Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	22.4	24.2	20.5	30.7	30.4	24.0	20.1	7.5	23.2	20.4	23.6
I'm home more, so I'm buying things on flea market apps and net auctions	22.3	23.4	21.2	35.3	34.6	19.5	15.4	10.4	23.6	19.6	23.8
I'm home more, so I'm posting and selling things on flea market apps and net auctions	21.8	22.0	21.6	34.4	32.9	20.8	13.8	10.0	23.2	19.0	23.2
I'm home more, so I'm investing	21.6	29.0	14.1	22.4	30.1	21.9	17.6	16.5	24.2	20.4	20.2
I'm home more, so I'm participating in online drinking parties and dinners	19.3	21.3	17.3	31.5	28.0	18.9	11.9	9.0	21.4	16.8	19.8
I'm supporting businesses and organizations that are not able to operate as normal	18.3	18.9	17.7	20.3	18.2	18.4	17.6	17.6	17.8	17.8	19.4
I'm home more, so I'm studying online	17.9	21.5	14.2	29.9	23.4	18.1	11.9	8.2	19.2	15.4	19.0

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

Intention of continuing scores high for behaviors related to preventing infection

- When we asked respondents whether they intend to continue doing the survey's Degree of activity restriction and Degree of behavioral change items after concerns about becoming infected with COVID-19 have subsided, Consistently wear a mask, wash my hands and take other precautions against infection (85.0%), Make sure to get sufficient exercise, nutrition and sleep (83.7%) and Keep a stock of anti-infection products and everyday necessities (73.0%), all scored above 70%. It seems that respondents want to continue anti-infection behaviors that took off during the outbreak of the coronavirus.

In Activity restriction intentions, drops in scores for items related to going out stand out

- Looking at items where the change in score from the June survey was comparatively large, decreases in scores for Activity restriction intention items related to going out were striking. This included Refrain from taking nonessential and nonurgent trips (65.1%, down 6.0 points from June), Refrain from nonessential and nonurgent shopping (63.5%, down 5.7 points), and Refrain from meeting friends and socializing (56.7%, down 5.6 points). It is apparent that people's intentions are also softening as they relax their actual activity restriction.

■ Chronological change (Overall basis: June–July 2020)

		Scores		Change
		June survey	July survey	June → July
		(1500)	(1500)	(Pts)
Think I will + Think I will sometimes (Number of respondents)				
Activity restriction intentions	Refrain from shaking hands, hugging and otherwise touching others	72.4	69.1	-3.3
	Refrain from taking nonessential and nonurgent trips	71.1	65.1	-6.0
	Refrain from nonessential and nonurgent shopping	69.2	63.5	-5.7
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	64.5	62.7	-1.8
	Refrain from travel and leisure activities	63.6	59.9	-3.7
	Refrain from eating out	62.0	56.9	-5.1
	Refrain from meeting friends and socializing	62.3	56.7	-5.6
Behavioral change intentions	Consistently wear a mask, wash my hands and take other precautions against infection	85.8	85.0	-0.8
	Make sure to get sufficient exercise, nutrition and sleep	83.1	83.7	+0.6
	Keep a stock of anti-infection products and everyday necessities	72.3	73.0	+0.7
	Use cashless payment options as much as possible	66.3	67.7	+1.4
	Cook myself as much as possible	64.4	65.0	+0.6
	Refrain from going out and enjoy pastimes I can do at home	63.9	61.3	-2.6
	Do exercises I can do at home	55.3	54.8	-0.5
	Enjoy leisure activities outdoors where people don't gather	53.1	52.2	-0.9
	Use video, music and other streaming services	48.7	49.3	+0.6
	Avoid using public transport and drive to places instead	50.1	48.8	-1.3
	Play video games on my smartphone, computer, etc.	47.8	48.3	+0.5
	Exercise outside where people don't gather	50.2	48.2	-2.0
	Read and post on social media	48.0	44.4	-3.6
	Refrain from going outside and use net shopping and food delivery services instead	47.1	44.3	-2.8
	Commute to work/school during off-peak hours as much as possible	42.8	40.3	-2.5
	Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	36.5	36.2	-0.3
	Make things by hand (handcrafts, home improvements, DIY, etc.)	36.5	34.9	-1.6
	Telework (work from home) as much as possible [Those with jobs]	32.7	32.2	-0.5
	Invest	29.4	31.1	+1.7
	Start/Consider a second job	29.5	29.0	-0.5
	Put the money I can't spend outside toward buying slightly better things	28.6	28.3	-0.3
	Buy things on flea market apps and net auctions	25.5	27.1	+1.6
	Post and sell things on flea market apps and net auctions	25.7	25.5	-0.2
	Start/Consider getting a job, changing jobs or starting a business	24.5	25.1	+0.6
	Support businesses and organizations	25.5	24.9	-0.6
	Study online	24.5	24.3	-0.2
	Participate in online drinking parties and dinners	21.2	19.4	-1.8

Those with jobs:
March n=1,042
April n=1,051
May n=1,074
June n=1,052
July n=1,055

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

(%) (Pts)

Reference material 5: Behavioral intentions once COVID-19 subsides

In Activity restriction intentions, low scores among the 20–29 cohort stand out

- Looking at results for Activity restriction intentions and Behavioral change intentions by gender, age group and area, the trends were generally in line with results for Degree of activity restriction and Degree of behavioral change, with, for instance, higher scores for females than males in all Activity restriction intentions items.
- By age group, scores for the 20–29 cohort were noticeably lower than those for the 30s to 60s cohorts.

Differences by area noticeable in telework and commute to work/school during off peak hours

- Compared to scores by gender and age group, by area, there were more items with small differences in scores. Differences were relatively large between Greater Tokyo and other areas in Telework as much as possible, which scored 40.9% in Greater Tokyo compared to 24.9% in Greater Nagoya and 31.1% in the Hanshin area, and Commute to work/school during off-peak hours as much as possible, which was 47.4% in Greater Tokyo, compared to 35.0% in Greater Nagoya and 38.4% in the Hanshin area.

■ 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 (40 km radius)	Hanshin (30 km radius)
Think I will + Think I will sometimes (Number of respondents)		(1500)	(755)	(745)	(241)	(286)	(375)	(319)	(279)	(500)	(500)	(500)
Activity restriction intentions	Refrain from shaking hands, hugging and otherwise touching others	69.1	65.4	72.9	58.1	71.7	67.7	72.4	74.2	68.6	68.4	70.4
	Refrain from taking nonessential and nonurgent trips	65.1	62.4	67.8	56.4	68.5	64.8	64.9	69.5	67.6	61.4	66.2
	Refrain from nonessential and nonurgent shopping	63.5	61.7	65.4	57.7	65.0	61.1	65.8	67.7	66.6	58.2	65.8
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	62.7	60.8	64.7	53.1	64.0	62.9	65.2	66.7	63.6	60.8	63.8
	Refrain from travel and leisure activities	59.9	56.6	63.4	55.2	59.8	60.0	62.1	61.6	61.0	57.4	61.4
	Refrain from eating out	56.9	53.2	60.5	50.6	56.6	57.1	59.2	59.5	60.0	52.8	57.8
	Refrain from meeting friends and socializing	56.7	53.6	59.9	43.2	57.3	58.7	63.3	57.7	59.0	52.6	58.6
Behavioral change intentions	Consistently wear a mask, wash my hands and take other precautions against infection	85.0	79.9	90.2	79.7	84.3	85.3	86.5	88.2	87.6	82.0	85.4
	Make sure to get sufficient exercise, nutrition and sleep	83.7	80.0	87.5	79.3	83.6	84.5	82.8	87.8	83.8	82.2	85.2
	Keep a stock of anti-infection products and everyday necessities	73.0	66.0	80.1	66.4	74.1	74.7	70.5	78.1	77.2	68.8	73.0
	Use cashless payment options as much as possible	67.7	67.8	67.7	60.2	70.6	65.6	69.9	71.7	71.6	67.4	64.2
	Cook myself as much as possible	65.0	48.5	81.7	65.6	65.7	65.1	62.1	67.0	65.4	62.0	67.6
	Refrain from going out and enjoy pastimes I can do at home	61.3	56.4	66.3	66.0	62.9	62.9	58.9	56.3	62.6	60.0	61.4
	Do exercises I can do at home	54.8	48.7	60.9	56.8	62.9	53.3	48.9	53.4	58.0	51.0	55.4
	Enjoy leisure activities outdoors where people don't gather	52.2	49.4	55.0	53.5	58.4	50.4	45.5	54.8	55.0	51.8	49.8
	Use video, music and other streaming services	49.3	52.1	46.4	64.3	64.3	47.5	39.5	34.4	48.0	48.2	51.6
	Avoid public transport and drive to places instead	48.8	46.5	51.1	41.9	53.5	49.3	45.8	52.7	43.6	62.0	40.8
	Play video games on my smartphone, computer, etc.	48.3	48.9	47.8	61.0	65.0	52.0	36.1	29.4	45.2	49.6	50.2

Exercise outside where people don't gather	48.2	47.0	49.4	51.0	55.2	46.1	41.1	49.5	50.0	47.0	47.6
Read and post on social media	44.4	40.4	48.5	68.5	59.8	41.3	34.5	23.3	43.2	41.8	48.2
Refrain from going out and use net shopping and food delivery services instead	44.3	42.5	46.0	43.6	50.0	47.5	39.8	39.8	47.2	43.8	41.8
Commute to work/school during off-peak hours as much as possible	40.3	38.3	42.3	43.2	43.4	37.1	40.8	38.4	47.4	35.0	38.4
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	36.2	36.6	35.8	40.2	45.1	35.2	31.7	30.1	37.8	35.8	35.0
Make things by hand (handcrafts, home improvements, DIY, etc.)	34.9	29.8	40.0	36.9	36.4	35.7	34.2	31.2	38.0	34.0	32.6
Telework (work from home) as much as possible [Those with jobs]	32.2	33.1	30.8	30.1	36.6	30.5	35.3	25.9	40.9	24.9	31.1
Invest	31.1	40.4	21.6	32.4	42.3	29.9	27.6	24.0	35.4	30.8	27.0
Start/Consider a second job	29.0	31.1	26.8	37.3	44.4	32.0	21.3	10.8	31.8	27.8	27.4
Put the money I can't spend outside toward buying slightly better things	28.3	28.9	27.8	30.7	33.9	28.0	22.9	27.2	30.8	26.6	27.6
Buy things on flea market apps and net auctions	27.1	27.9	26.2	36.1	41.6	25.3	17.6	17.6	26.8	26.8	27.6
Post and sell things on flea market apps and net auctions	25.5	24.8	26.2	39.0	39.5	26.4	15.4	9.7	24.6	26.0	25.8
Start/Consider getting a job, changing jobs or starting a business	25.1	27.0	23.2	34.0	35.0	29.6	18.2	9.3	27.0	24.2	24.2
Support businesses and organizations	24.9	22.9	27.0	26.6	30.1	24.8	19.7	24.4	25.0	26.0	23.8
Study online	24.3	26.9	21.7	29.5	37.8	25.3	16.6	13.6	27.0	20.0	26.0
Participate in online drinking parties and dinners	19.4	20.5	18.3	33.2	30.1	17.3	11.9	7.9	20.4	20.4	17.4

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
 (%)

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

While scores drop from the June survey in 16 of 24 items, changes are small overall

- When we asked what respondents would like to focus on next month (August) under the influence of COVID-19, the top three responses were Sleep/Rest (85.7%), Health (83.3%) and Contact with family members (71.9%).
- Comparing scores over time, scores for 8 of the 24 items in the July survey increased, while the remaining 16 decreased. Many items decreased for the first time since the survey was first conducted in April.
- However, the increases and decreases were small overall, with even Beauty, which had the largest change (46.7%, down 2.9 points since June), dropping just three points.

■ Chronological change (Overall basis: April–July 2020)

Want to focus on + Somewhat want to focus on (Number of respondents)	Scores				Change		
	April survey	May survey	June survey	July survey	April → May	May → June	June → July
	(1500)	(1500)	(1500)	(1500)	(Pts)	(Pts)	(Pts)
Sleep/Rest	74.9	72.1	84.9	85.7	-2.8	+12.8	+0.8
Health	73.1	77.1	82.3	83.3	+4.0	+5.2	+1.0
Contact with family members	59.4	70.3	71.7	71.9	+10.9	+1.4	+0.2
Household chores	55.9	57.5	71.1	71.3	+1.6	+13.6	+0.2
Eating/Drinking	55.8	68.5	70.1	67.3	+12.7	+1.6	-2.8
Hobbies/Leisure	44.9	67.7	66.5	65.6	+22.8	-1.2	-0.9
Shopping	44.1	63.7	67.7	65.3	+19.6	+4.0	-2.4
Saving/Investing	44.8	57.2	64.8	64.7	+12.4	+7.6	-0.1
Collecting info. from the internet	43.1	47.1	63.5	62.1	+4.0	+16.4	-1.4
Collecting info. from mass media	53.1	47.1	61.1	60.3	-6.0	+14.0	-0.8
Watching/Viewing entertainment content	44.5	54.2	59.1	60.3	+9.7	+4.9	+1.2
Work	43.9	58.5	58.4	56.3	+14.6	-0.1	-2.1
Contact with friends, girlfriend/boyfriend	32.8	58.8	55.1	56.1	+26.0	-3.7	+1.0
Fashion/Appearance	34.6	48.3	55.4	54.6	+13.7	+7.1	-0.8
Environmental conservation	29.8	37.9	55.1	54.6	+8.1	+17.2	-0.5
Beauty	35.0	41.5	49.6	46.7	+6.5	+8.1	-2.9
Learning/Education	28.3	35.9	40.3	38.3	+7.6	+4.4	-2.0
Second job	25.2	30.5	38.0	37.9	+5.3	+7.5	-0.1
Posting info. on the internet	24.5	27.9	38.0	37.7	+3.4	+10.1	-0.3
Gift-giving	16.4	23.0	34.0	33.5	+6.6	+11.0	-0.5
Childcare	25.2	25.7	31.9	32.7	+0.5	+6.2	+0.8
Contributing to social causes	15.7	23.8	32.7	31.2	+8.1	+8.9	-1.5
Contact with the local community	14.8	26.4	30.5	30.3	+11.6	+4.1	-0.2
Nursing care	9.3	12.6	23.2	24.1	+3.3	+10.6	+0.9

■ Up at least 5 pts
■ Up at least 10 pts
■ Down at least 5 pt
■ Down at least 10 pts

(%)

(Pts)

Reference material 7: What they want to focus on in their lives next month

Enthusiasm about life next month highest among women and younger age groups

- When we asked what respondents would like to focus on in their lives next month (August) under the influence of COVID-19, by gender, scores for 16 of the 24 items, including Health, Contact with family members and Household chores, were higher for females than males. Scores for Hobbies/Leisure and Work were higher for males than females.
- By age group, scores for a broad array of items, including Hobbies/Leisure, Saving/Investment, Watching/Viewing entertainment content, Contact with friends, girlfriend/boyfriend, were higher for younger age groups and lower for the middle-aged and older cohorts.
- By area, there were no differences as large as those by gender and by age group.

■ 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 (40 km radius)	Hanshin (30 km radius)
Want to focus on + Somewhat want to focus on (Number of respondents)	(1500)	(755)	(745)	(241)	(286)	(375)	(319)	(279)	(500)	(500)	(500)
Sleep/Rest	85.7	81.9	89.7	84.2	85.7	86.7	87.5	83.9	86.0	84.6	86.6
Health	83.3	78.1	88.5	80.5	84.3	82.4	82.8	86.4	82.8	81.6	85.4
Contact with family members	71.9	66.4	77.6	76.8	70.6	68.8	69.3	76.3	71.8	75.0	69.0
Household chores	71.3	61.3	81.5	78.0	74.1	70.7	67.1	68.5	72.2	69.4	72.4
Eating/Drinking	67.3	60.3	74.4	70.1	72.4	66.9	63.9	63.8	69.2	66.8	65.8
Hobbies/Leisure	65.6	68.3	62.8	78.0	70.6	62.4	63.3	56.6	63.2	69.0	64.6
Shopping	65.3	60.7	70.1	69.3	68.9	66.4	64.3	58.1	65.8	63.0	67.2
Saving/Investing	64.7	65.2	64.3	76.8	79.4	62.4	58.0	50.2	66.0	63.8	64.4
Collecting info. from the internet	62.1	62.8	61.5	64.3	66.8	62.1	63.0	54.5	65.6	59.6	61.2
Collecting info. from mass media	60.3	53.5	67.1	62.2	54.2	58.1	64.3	63.1	61.4	59.0	60.4
Watching/Viewing entertainment content	60.3	58.4	62.3	71.0	66.1	57.3	59.9	49.8	59.4	59.4	62.2
Work	56.3	61.5	51.1	64.7	61.5	61.6	55.8	37.3	57.8	54.6	56.6
Contact with friends, girlfriend/boyfriend	56.1	53.5	58.8	74.3	62.2	52.8	52.0	43.4	55.2	58.2	55.0
Fashion/Appearance	54.6	42.4	67.0	66.8	59.4	52.5	52.0	44.8	55.0	53.4	55.4
Environmental conservation	54.6	47.9	61.3	52.7	49.0	54.1	54.9	62.4	54.0	56.4	53.4
Beauty	46.7	29.5	64.0	59.8	56.6	44.8	42.3	32.6	48.2	46.4	45.4
Learning/Education	38.3	38.5	38.1	47.7	47.9	38.9	35.4	22.9	40.6	35.4	39.0
Second job	37.9	38.0	37.7	51.9	52.1	42.1	30.4	14.0	37.0	37.6	39.0
Posting info. on the internet	37.7	37.2	38.1	44.8	45.5	37.6	35.4	26.2	38.4	36.0	38.6
Gift-giving	33.5	27.9	39.2	42.7	35.0	31.2	30.1	31.2	33.6	33.2	33.8
Childcare	32.7	32.5	33.0	36.1	49.7	43.2	21.6	11.1	29.2	35.6	33.4
Contributing to social causes	31.2	31.4	31.0	36.9	31.8	30.1	27.9	30.8	31.2	30.6	31.8
Contact with the local community	30.3	29.4	31.3	34.9	30.4	28.5	30.1	29.0	29.4	30.2	31.4
Nursing care	24.1	25.0	23.1	27.4	19.9	25.3	25.7	21.9	20.4	25.8	26.0

(%)

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 8: Plans to travel/take trips this summer

Around 70% have no travel plans

- When we asked about travel and trip plans for this summer, permitting multiple responses, Don't have any particular plans to travel domestically or internationally or to take a trip to a distant place received the highest score, at 69.8%. Have plans to travel domestically/take a trip in the prefecture where I live and/or neighboring prefecture(s) scored 17.9% and Have plans to travel domestically/take a trip beyond the prefecture where I live and/or neighboring prefecture(s) scored 16.2%. Have plans to leave Japan and travel/take a trip abroad scored just 1.0%.
- By gender, age group and area, scores for Have plans to travel domestically/take a trip in the prefecture where I live and/or neighboring prefecture(s) were slightly higher for males, the 20s and 30s cohorts and in Greater Nagoya and the Hanshin area.

■ 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 (40 km radius)	Hanshin (30 km radius)
Multiple response (Number of respondents)	(1500)	(755)	(745)	(241)	(286)	(375)	(319)	(279)	(500)	(500)	(500)
Have plans to travel domestically/take a trip in the prefecture where I live and/or neighboring prefecture(s)	17.9	20.3	15.6	19.5	18.5	17.9	16.6	17.6	14.8	20.0	19.0
Have plans to travel domestically/take a trip beyond the prefecture where I live and/or neighboring prefecture(s)	16.2	20.3	12.1	18.3	16.8	14.9	16.6	15.1	16.0	15.6	17.0
Have plans to leave Japan and travel/take a trip abroad	1.0	1.1	0.9	1.7	0.7	0.8	0.9	1.1	1.0	0.6	1.4
Don't have any particular plans to travel domestically or internationally or to take a trip to a distant place	69.8	65.7	74.0	67.2	67.1	72.3	70.8	70.3	73.2	68.2	68.0

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 9: Social systems they think will be necessary even after COVID-19 has subsided

Stricter control and permission for inbound/outbound passengers scores highest

- When we asked what social system respondents thought would need to be expanded or made a habit even after concern about becoming infected with COVID-19 had subsided, Stricter control and permission for inbound/outbound passengers (86.3%) received the highest score. This was followed by Teleworking and Staggered commuting (both 81.7%), with these three the only of the 15 items to receive scores in the 80% range.

In all 15 items, scores higher for women than men, differences in intentions noticeable between Greater Tokyo and Greater Nagoya

- By gender, scores for all 15 items were higher for females than males (as was the case in the June survey).
- By area, all scores were higher in Greater Tokyo than Greater Nagoya, with differences of at least 10 points in Staggered commuting, Online medical examinations and treatment, Online learning, Abolition of affixing seals, Shorter business hours and Plastic drapes to prevent droplet transmission.

■ Chronological change (Overall basis: June–July 2020)

	Scores		Change
	July survey (1500)	July survey (1500)	June → July (Pts)
Necessary + Somewhat necessary (Number of respondents)			
Stricter control and entry permission for inbound/outbound passengers	86.5	86.3	-0.2
Teleworking	84.5	81.7	-2.8
Staggered commuting	83.7	81.7	-2.0
Mask wearing when dealing with customers	75.3	76.0	+0.7
Social distancing	75.0	75.9	+0.9
Online medical examinations and treatment	75.8	73.7	-2.1
Online learning	75.7	73.5	-2.2
Package drop deliveries	71.3	72.5	+1.2
Abolition of affixing seals	72.8	70.7	-2.1
Shorter business hours	66.7	68.1	+1.4
Provision of location information to COVID-19 case tracing apps	70.1	67.2	-2.9
Plastic drapes to prevent droplet transmission	64.7	65.1	+0.4
Second jobs	63.5	64.5	+1.0
Stricter health checks (temperature, etc.) when entering stores and facilities	63.7	64.3	+0.6
September start to the academic year	43.3	39.1	-4.2

■ Results by gender, age group and area

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 (40 km radius)	Hanshin (30 km radius)	
Necessary + Somewhat necessary (Number of respondents)	(1500)	(755)	(745)	(241)	(286)	(375)	(319)	(279)	(500)	(500)	(500)	
Stricter control and entry permission for inbound/outbound passengers	86.3	82.4	90.3	85.5	85.0	85.3	85.0	91.4	88.2	84.4	86.4	
Teleworking	81.7	76.0	87.5	85.5	84.3	79.2	80.9	80.3	86.8	78.0	80.4	
Staggered commuting	81.7	74.6	88.9	80.1	81.1	80.8	80.9	85.7	88.0	73.8	83.2	
Mask wearing when dealing with customers	76.0	71.0	81.1	78.4	76.6	73.3	76.5	76.3	79.4	70.8	77.8	
Social distancing	75.9	69.4	82.6	73.0	74.5	74.7	78.7	78.5	79.6	71.0	77.2	
Online medical examinations and treatment	73.7	70.5	76.9	73.0	76.9	72.5	73.7	72.4	80.8	68.4	71.8	
Online learning	73.5	69.9	77.0	76.8	82.5	69.6	71.2	69.2	78.4	66.2	75.8	
Package drop deliveries	72.5	67.9	77.0	80.9	78.7	68.3	69.0	68.5	75.2	70.8	71.4	
Abolition of affixing seals	70.7	68.2	73.2	69.3	72.7	68.8	68.7	74.6	76.4	66.4	69.2	
Shorter business hours	68.1	62.1	74.1	70.5	71.0	66.7	61.8	72.0	75.4	61.4	67.4	
Provision of location information to COVID-19 case tracing apps	67.2	65.0	69.4	61.0	70.6	62.9	68.3	73.5	65.6	63.6	72.4	
Plastic drapes to prevent droplet transmission	65.1	60.4	69.9	63.5	67.5	61.9	63.9	69.9	70.8	56.6	68.0	
Second jobs	64.5	60.4	68.6	80.5	72.7	65.9	53.0	53.4	68.4	60.2	64.8	
Stricter health checks (temperature, etc.) when entering stores and facilities	64.3	60.3	68.3	65.6	65.0	62.4	62.4	67.0	68.0	59.0	65.8	
September start to the academic year	39.1	37.4	40.9	37.3	37.8	35.5	41.4	44.4	40.0	32.4	45.0	

(%)

■ 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)

What they would like to focus on next month

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

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)

Plans to travel/take trips this summer

The government's request to refrain from traveling across prefectures due to COVID-19 was lifted in June. Regarding your plans to travel/take trips this summer, select all the options that match your intentions.

(Multiple response: Have plans to travel domestically/take a trip in the prefecture where I live and/or neighboring prefecture(s), Have plans to travel domestically/take a trip beyond the prefecture where I live and/or neighboring prefecture(s), Have plans to leave Japan and travel/take a trip abroad, Don't have any particular plans to travel domestically or internationally or to take a trip to a distant place)

Social systems they think will be necessary even after COVID-19 has subsided

For the items below, do you think expanding the social environments, systems and structures or making them habits is necessary even if concerns about becoming infected with COVID-19 have subsided?

For each item, select the option that best matches your thoughts. (Single response: Necessary, Somewhat necessary, Not very necessary, Not necessary)

Survey periods: July 2 (Thu)–6 (Mon), 2020

June 4 (Thu)–8 (Mon), 2020 (after the government lifted the state of emergency)

May 7 (Thu)–11 (Mon), 2020 (after the government declared the state of emergency)

April 2 (Thu)–6 (Mon), 2020 (before the government declared the state of emergency)

March 5 (Thu)–9 (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

April, May, June & July 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	1500

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	1500

Survey method: Internet survey

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

Reference

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).

Media contacts:

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