

August 20, 2020

## Fifth Survey of *Sei-katsu-sha* Concerning COVID-19 (August 2020)

**Degree of freedom of life drops significantly since last month, down 7.1 pts to 54.3 pts**  
**Anxieties about health, the economy and government increase and restriction of eating out and shopping strengthens**  
**The trend appears to be shifting from “outside” back to “at home”**

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., in August 2020 conducted its fifth “Survey of *Sei-katsu-sha* Concerning COVID-19” to understand *sei-katsu-sha*’s attitudes and behaviors as the novel coronavirus has spread. The survey was conducted August 3–6, 2020 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. Some questionnaire items have been surveyed since March. See p. 15 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 54.3 points. This represents a drop of 7.1 points since July, the figure the same as it was in April. Coronavirus cases increased again from July to August. With daily news reports of the increasing case numbers, Tokyo’s renewed request for businesses to operate only between the hours of 5 am and 10 pm (announced July 30, implemented from August 3) and Aichi Prefecture’s declaration of a state of emergency (announced August 5, implemented from August 6), the Degree of freedom score turned down again after rising since June.

Moreover, when we 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, scores for all Degree of anxiety items were higher than in the July survey. Not only did anxiousness about the economy and health rise, so did scores for Feel anxious about the government’s response (82.9%, up 6.5 points) and Feel anxious about the lack and uncertainty of information (72.7%, up 5.1 points). In Degree of activity restriction, too, scores for all items increased, including Refrain from taking nonessential and nonurgent trips (88.8%, up 5.8 points). In Degree of behavioral change, there were both increases and decreases in scores, with Consistently wear a mask, wash my hands and take other precautions (93.6%, up 1.9 points) increasing even further, and scores for indoor activities, including Refrain from going out and enjoy pastimes I can do at home (73.1%, up 2.0 points), increasing once again. Behavioral restriction had been easing from June, and there appeared to be a shift from “at home” to “outside,” but behavioral restriction increasing again suggests the trend is now returning from “outside” to “at home.”

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

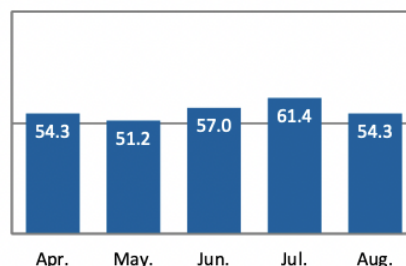
### Freedom of life under the influence of COVID-19

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:

**54.3 pts**

Down 7.1 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	82.9% (+6.5 pts)
Feel anxious about my and my family's health	74.9% (+4.2 pts)
Feel anxious about the lack and uncertainty of information	72.7% (+5.1 pts)

### Degree of activity restriction

Refrain from taking nonessential and nonurgent trips	88.8% (+5.8 pts)
Refrain from nonessential and nonurgent shopping	80.5% (+3.9 pts)
Refrain from eating out	79.3% (+4.5 pts)

### Degree of behavioral change

Consistently wear a mask, wash my hands and take other precautions against infection	93.6% (+1.9 pts)
Refrain from going out and enjoy pastimes I can do at home	73.1% (+2.0 pts)
Telework (work from home) as much as possible [Those with jobs]	34.6% (+4.6 pts)

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

### Degree of freedom down since July in all segments

- 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 54.3 points, down 7.1 points since July. By gender, age group and area, scores were down in all segments, with scores lower the younger the age group, the 20–29 cohort returning the only score in the 40–49-point range.
- Restrictions on everyday activities were gradually easing until last month, but such things as COVID-19 cases increasing again, the virus spreading to many age groups and areas, and different authorities requesting self-restraint once again appear to have contributed to a drop in Degree of freedom of life scores.

### Fears about COVID-19 resurging increase even as the burden of restricted lifestyles persists. Wearing masks all day in summer named as a reason for Degree of freedom of life scores

- In free responses given by respondents who gave comparatively low Degree of freedom of life scores, reasons for the scores included ongoing restrictions on behavior and concerns about incomes and jobs. And on top of all that, concerns about the resurgence of the coronavirus can be seen. We also received comments about the lack of freedom due to societal expectations about wearing masks even as the temperature rose.
- Among those who gave comparatively high Degree of freedom of life scores, some said that their lives had not changed much since before COVID-19, and positive attitudes and ratings abounded, including comments about changing their thoughts and perspectives and finding benefits as the period of self-restraint has dragged on.

### ■ Results by gender, age group and area





(Number of respondents)		Scores					Change			
		April 2020 survey	May 2020 survey	June 2020 survey	July 2020 survey	August 2020 survey	April → May	May → June	June → July	July → August
		(Pts)	(Pts)	(Pts)	(Pts)	(Pts)	(Pts)	(Pts)	(Pts)	(Pts)
Overall	(1500)	54.3	51.2	57.0	61.4	54.3	-3.1	+5.9	+4.4	-7.1
Males	(755)	55.3	50.3	57.1	62.4	55.1	-5.0	+6.8	+5.3	-7.3
Females	(745)	53.2	52.1	56.9	60.4	53.6	-1.2	+4.9	+3.4	-6.8
20–29	(241)	53.3	49.4	57.7	62.0	49.6	-3.9	+8.3	+4.3	-12.3
30–39	(286)	52.7	51.0	56.6	60.2	53.6	-1.7	+5.6	+3.5	-6.6
40–49	(375)	52.8	52.0	56.1	60.2	54.4	-0.8	+4.1	+4.1	-5.8
50–59	(319)	55.2	50.8	56.9	61.9	55.8	-4.5	+6.1	+5.0	-6.1
60–69	(279)	57.6	52.2	58.3	63.2	57.5	-5.5	+6.1	+5.0	-5.7
Greater Tokyo (40 km radius)	(500)	52.0	50.5	55.0	59.7	53.7	-1.5	+4.4	+4.7	-6.0
Greater Nagoya (40 km radius)	(500)	57.9	52.1	57.5	61.4	54.6	-5.8	+5.3	+3.9	-6.8
Hanshin (30 km radius)	(500)	52.9	50.9	58.7	63.1	54.7	-2.0	+7.8	+4.5	-8.4

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	(1500)	35.3	37.7	27.1
Males	(755)	36.3	39.2	24.5
Females	(745)	34.2	36.1	29.7
20–29	(241)	29.0	35.3	35.7
30–39	(286)	31.5	40.2	28.3
40–49	(375)	34.7	38.1	27.2
50–59	(319)	40.8	35.7	23.5
60–69	(279)	39.1	38.7	22.2
Greater Tokyo (40 km radius)	(500)	32.8	41.0	26.2
Greater Nagoya (40 km radius)	(500)	36.6	34.6	28.8
Hanshin (30 km radius)	(500)	36.4	37.4	26.2

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

Degree of freedom of life	High (61 pts or higher)	Because while there are some inconveniences, there are also things that are more convenient due to working from home.	100 pts	Male, 40 Chiba Pref.
		While it's inconvenient not to be able to go out freely, I'm glad society is getting to try teleworking and other things we could have done prior to now but hadn't.	80 pts	Male, 39 Kanagawa Pref.
		Not being able to go out much can't be helped. Be that as it may, I am able to live my normal life, so it's fine. We're all in it together, so rather than getting depressed about things, I'm looking at them in a positive light.	80 pts	Female, 62 Tokyo
		I'm a university lecturer. My students have responded well to online classes, and things have gone surprisingly smoothly since we got used to it. My score is because I don't feel much inconvenience at work. But my opportunities to meet friends, eat out and travel have dropped drastically, and I'm no longer able to enjoy my hobbies, chorus and recitation. I hope things will go back to how they were very soon.	70 pts	Female, 67 Aichi Pref.
		I still feel inconvenienced, but am gradually getting used to the new normal and am starting to feel more positive.	65 pts	Female, 37 Osaka Pref.
	Medium (41–60 pts)	I think things have eased a bit, but my life is still very much inconvenienced. Always wearing a mask in this heat is really tough. Maintaining social distance is lonely, too.	60 pts	Female, 50 Aichi Pref.
		My score came down again because of the second wave.	60 pts	Male, 25 Kanagawa Pref.
		Because I'm afraid to go out for normal things, never mind travel and eating out. I'm just uneasy and afraid.	50 pts	Female, 40 Kanagawa Pref.
		My family is home all day and I have to fit the housework around them, so all day I need to think about what to feed them and when to clean, do the laundry and go shopping.	50 pts	Female, 54 Tokyo
		My parents are in an aged home and I've not been able to see them for over six months for one reason or another. This might go on for another year. By the time I can see them again, they might have forgotten their son.	50 pts	Male, 52 Tokyo

Low (40 pts or lower)	When they lifted the state of emergency, I thought we would get the second wave in September, but it came earlier than I thought, so I gave a score below 50.	40 pts	Male, 26 Osaka Pref.
	My senses are numbed, but the fact masks are compulsory (you get treated like a criminal if you don't wear one), shows things are far from normal. Infections are in fact increasing and not being able to meet people is extremely inconvenient.	20 pts	Female, 30 Aichi Pref.
	With behavioral restrictions, I'm no longer able to go lots of places. Working in sales, which can't be done remotely, I have to go whether I want to or not, so the risk is high. It's tough because my salary has dropped and bonuses have been cut.	20 pts	Female, 40 Tokyo
	I have to refrain from nonurgent, nonessential trips and have to take utmost care when with others. I wasn't able to go abroad to study and can't go back to college, and there are no student jobs. Just being at my parents' house, life feels more inconvenient than usual.	10 pts	Female, 20 Osaka Pref.
	Wearing a mask during the dog days of summer is tough.	0 pts	Male, 28 Kanagawa Pref.

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

### All Degree of anxiety and Degree of activity restriction scores up since July

- Degree of anxiety items that rose particularly in August compared to July were Feel anxious about the government's response (82.9%, up 6.5 points) and Feel anxious about the lack and uncertainty of information (72.7%, up 5.1 points). In Degree of activity restriction, in order of biggest increase the top ranked items were Refrain from meeting friends and socializing (84.5%, up 6.2 points) Refrain from taking nonessential and nonurgent trips (88.8%, up 5.8 points), and Refrain from shaking hands, hugging and otherwise touching others (84.5%, up 5.2 points). Refrain from travel and leisure activities was up 3.5 points to 87.7%.

### In Degree of behavioral change, the trend until last month about-faced, returning to "at home" from "outside" in August

- Consistently wear a mask, wash my hands and take other precautions against infection rose even further (93.6%, up 1.9 points). Scores for preventative behaviors rose, including Telework as much as possible (34.6%, up 4.6 points), Commute to work/school during off-peak hours as much as possible (41.7%, up 4.1 points) and Avoid using public transport and drive to places instead (53.1%, up 2.8 points).
- Scores also rose for indoor behaviors such as Refrain from going out and enjoy pastimes I can do at home (73.1%, up 2.0 points) and Refrain from going out and use net shopping and food delivery services instead (48.7%, up 2.8 points).

### ■ Chronological change (Overall basis: March–August 2020)

		Scores (%)						Change (Pts)				
		March survey	April survey	May survey	June survey	July survey	August survey	March → April	April → May	May → June	June → July	July → August
		(1500)	(1500)	(1500)	(1500)	(1500)	(1500)	(Pts)	(Pts)	(Pts)	(Pts)	(Pts)
Degree of anxiety	Agree + Somewhat agree (Number of respondents)											
	Feel anxious about the economy stalling	83.2	91.2	90.2	83.0	83.1	83.9	+8.0	-1.0	-7.2	+0.1	+0.8
	Feel anxious about the government's response	---	86.9	81.1	77.4	76.4	82.9	---	-5.8	-3.7	-1.0	+6.5
	Feel anxious about the situation abroad	---	83.5	78.5	74.7	75.2	76.3	---	-5.0	-3.8	+0.5	+1.1
	Feel anxious about my and my family's health	70.7	78.2	73.9	67.9	70.7	74.9	+7.5	-4.3	-6.0	+2.8	+4.2
	Feel anxious about the lack and uncertainty of information	74.1	82.3	77.9	67.9	67.6	72.7	+8.2	-4.4	-10.0	-0.3	+5.1
	Feel anxious about my and my family's jobs and income	58.1	69.6	63.9	61.9	61.9	65.2	+11.5	-5.7	-2.0	+0.0	+3.3
Degree of activity restriction	Feel anxious about changes in my interpersonal relationships	---	---	44.6	44.7	43.5	47.2	---	---	+0.1	-1.2	+3.7
	Refrain from taking nonessential and nonurgent trips	72.5	89.3	94.2	88.9	83.0	88.8	+16.8	+4.9	-5.3	-5.9	+5.8
	Refrain from travel and leisure activities	69.1	88.7	92.9	88.8	84.2	87.7	+19.6	+4.2	-4.1	-4.6	+3.5
	Refrain from meeting friends and socializing	59.9	85.1	89.7	84.5	78.3	84.5	+25.2	+4.6	-5.2	-6.2	+6.2
	Refrain from shaking hands, hugging and otherwise touching others	---	---	---	82.0	79.3	84.5	---	---	---	-2.7	+5.2
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	---	86.7	91.0	85.4	81.3	83.8	---	+4.3	-5.6	-4.1	+2.5
	Refrain from nonessential and nonurgent shopping	64.5	84.2	90.6	83.6	76.6	80.5	+19.7	+6.4	-7.0	-7.0	+3.9
	Refrain from eating out	61.1	82.7	91.0	83.8	74.8	79.3	+21.6	+8.3	-7.2	-9.0	+4.5

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	93.6	+6.7	+4.8	-2.4	-1.5	+1.9
	Make sure to get sufficient exercise, nutrition and sleep	---	79.5	79.5	77.0	74.5	78.0	---	+0.0	-2.5	-2.5	+3.5
	Refrain from going out and enjoy pastimes I can do at home	58.7	74.6	86.9	77.3	71.1	73.1	+15.9	+12.3	-9.6	-6.2	+2.0
	Keep a stock of anti-infection products and everyday necessities	50.7	60.5	67.1	67.3	66.8	69.7	+9.8	+6.6	+0.2	-0.5	+2.9
	Use cashless payment options as much as possible	---	---	---	62.6	63.3	64.3	---	---	---	+0.7	+1.0
	I'm at home more, so I cook myself as much as possible	---	---	65.1	59.9	57.1	58.2	---	---	-5.2	-2.8	+1.1
	Avoid using public transport and drive to places instead	---	46.9	57.0	52.8	50.3	53.1	---	+10.1	-4.2	-2.5	+2.8
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	---	49.3	55.3	48.4	47.7	49.8	---	+6.0	-6.9	-0.7	+2.1
	Refrain from going out and use net shopping and food delivery services instead	24.7	38.9	59.5	51.1	45.9	48.7	+14.2	+20.6	-8.4	-5.2	+2.8
	I'm home more, so I'm using video, music and other streaming services	---	44.7	50.9	46.5	47.3	47.3	---	+6.2	-4.4	+0.8	+0.0
	I'm home more, so I'm doing exercises I can do at home	---	---	55.9	52.1	48.9	47.0	---	---	-3.8	-3.2	-1.9
	Commute to work/school during off-peak hours as much as possible	25.5	34.4	43.0	42.5	37.6	41.7	+8.9	+8.6	-0.5	-4.9	+4.1
	I'm home more, so I'm reading and posting on social media	---	35.0	42.3	40.5	36.2	40.1	---	+7.3	-1.8	-4.3	+3.9
	I exercise outside where people don't gather	---	---	45.3	43.3	41.9	38.9	---	---	-2.0	-1.4	-3.0
	Enjoy leisure activities outdoors where people don't gather	---	38.2	32.5	38.9	40.2	37.7	---	-5.7	+6.4	+1.3	-2.5
	Telework (work from home) as much as possible [Those with jobs]	18.2	23.5	41.3	36.7	30.0	34.6	+5.3	+17.8	-4.6	-6.7	+4.6
	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	29.5	---	+9.0	+2.9	-1.5	+4.2
	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	29.3	---	+1.3	+4.0	+1.1	+1.3

Those with jobs:  
 March n=1,042  
 April n=1,051  
 May n=1,074  
 June n=1,052  
 July n=1,055  
 August n=1,022



I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	---	---	31.2	31.5	27.7	27.8	---	---	+0.3	-3.8	+0.1
I'm putting the money I can't spend outside toward buying slightly better things	---	---	20.9	22.7	22.8	24.8	---	---	+1.8	+0.1	+2.0
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	23.3	---	---	+4.2	+0.1	+0.9
I'm home more, so I'm investing	---	16.3	17.7	21.9	21.6	22.8	---	+1.4	+4.2	-0.3	+1.2
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	21.7	---	+0.8	+2.0	+0.7	-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	21.7	---	+1.9	+0.8	+2.0	-0.6
I'm home more, so I'm participating in online drinking parties and dinners	---	---	18.6	21.3	19.3	18.9	---	---	+2.7	-2.0	-0.4
I'm supporting businesses and organizations that are not able to operate as normal	---	---	19.7	20.3	18.3	18.9	---	---	+0.6	-2.0	+0.6
I'm home more, so I'm studying online	---	14.3	18.9	18.6	17.9	18.7	---	+4.6	-0.3	-0.7	+0.8





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

### Scores for women once again higher than for men in all Degree of anxiety and Degree of activity restriction items this month

- In the August survey, scores for all items in Degree of anxiety and Degree of activity restriction were higher for women than for men (as they were in the June and July surveys).
- In Degree of anxiety, the biggest gap in scores between males and females was Feel anxious about my and my family's health, which was 13.3 points (81.6% for females, 68.3% for males). In Degree of activity restriction, there were big gender differences in scores for Refrain from experiential entertainment (females: 90.7%, males: 77.0%, a gap of 13.7 points), Refrain from eating out (females: 85.8%, males: 73.0%, a gap of 12.8 points) and Refrain from meeting friends and socializing (females: 90.9%, males: 78.3%, a gap of 12.6 points).

### In Degree of behavioral change, differences in scores across age groups and areas stand out

- In Degree of behavioral change, the biggest gap between age groups was in I'm home more, so I'm reading and posting on social media, where the score was 67.6% for the 20–29 cohort, but just 16.1% for those aged 60–69. Similarly, there were differences in scores for other items concerning use of the internet. By area, differences in scores between Greater Tokyo, Greater Nagoya and the Hanshin area were comparatively large in Avoid using public transport and drive to places instead, Telework as much as possible, and Commute to work/school during off-peak hours as much as possible.

### ■ 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)
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	83.9	82.1	85.8	80.1	81.8	85.9	86.5	83.9	83.2	86.0	82.6	
	Feel anxious about the government's response	82.9	79.2	86.6	76.3	81.1	84.0	84.0	87.5	83.4	84.2	81.0	
	Feel anxious about the situation abroad	76.3	74.3	78.4	69.7	74.5	74.4	79.6	82.8	76.0	77.6	75.4	
	Feel anxious about my and my family's health	74.9	68.3	81.6	71.0	69.9	74.7	78.1	80.3	73.6	79.8	71.4	
	Feel anxious about the lack and uncertainty of information	72.7	69.7	75.7	71.4	71.7	74.9	70.8	73.8	72.2	75.4	70.4	
	Feel anxious about my and my family's jobs and income	65.2	63.6	66.8	70.1	62.6	68.0	70.5	53.8	61.8	68.4	65.4	
	Feel anxious about changes in my interpersonal relationships	47.2	43.4	51.0	51.0	49.7	46.1	45.5	44.8	48.4	47.8	45.4	
Degree of activity restriction	Refrain from taking nonessential and nonurgent trips	88.8	85.3	92.3	87.1	88.1	88.0	89.3	91.4	89.0	90.0	87.4	
	Refrain from travel and leisure activities	87.7	82.6	92.9	86.7	88.1	85.9	87.8	90.7	91.2	85.6	86.4	
	Refrain from meeting friends and socializing	84.5	78.3	90.9	80.5	82.9	84.0	87.1	87.5	86.0	83.0	84.6	
	Refrain from shaking hands, hugging and otherwise touching others	84.5	81.1	87.9	81.7	83.6	83.7	85.0	88.2	86.4	83.8	83.2	
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	83.8	77.0	90.7	82.6	85.0	82.4	84.6	84.6	87.0	83.8	80.6	
	Refrain from nonessential and nonurgent shopping	80.5	76.0	85.1	80.1	81.8	78.7	81.2	81.4	81.2	79.0	81.4	
	Refrain from eating out	79.3	73.0	85.8	75.5	75.9	78.9	81.2	84.6	80.8	77.4	79.8	

Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	93.6	90.3	96.9	93.4	93.7	93.3	91.8	96.1	95.2	93.0	92.6
	Make sure to get sufficient exercise, nutrition and sleep	78.0	73.9	82.1	74.3	76.6	76.8	81.2	80.6	82.2	74.8	77.0
	Refrain from going out and enjoy pastimes I can do at home	73.1	67.4	78.8	77.2	75.9	72.3	70.5	70.6	73.8	72.4	73.0
	Keep a stock of anti-infection products and everyday necessities	69.7	60.1	79.3	66.0	68.9	70.9	69.9	71.7	70.0	67.8	71.2
	Use cashless payment options as much as possible	64.3	62.9	65.6	58.9	68.5	61.3	65.8	66.7	65.2	62.4	65.2
	I'm at home more, so I cook myself as much as possible	58.2	43.3	73.3	64.3	60.8	52.8	57.4	58.4	61.0	56.6	57.0
	Avoid using public transport and drive to places instead	53.1	49.7	56.6	43.6	56.6	51.2	54.5	58.8	44.4	65.6	49.4
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	49.8	48.9	50.7	71.4	56.6	49.1	43.9	31.9	50.2	49.8	49.4
	Refrain from going out and use net shopping and food delivery services instead	48.7	45.4	51.9	54.4	52.4	45.6	49.8	42.7	49.8	52.0	44.2
	I'm home more, so I'm using video, music and other streaming services	47.3	49.4	45.1	68.0	54.2	44.8	42.6	30.8	49.4	46.4	46.0
	I'm home more, so I'm doing exercises I can do at home	47.0	44.2	49.8	56.8	49.0	42.9	42.6	47.0	47.2	46.6	47.2
	Commute to work/school during off-peak hours as much as possible	41.7	41.9	41.5	39.4	39.9	43.2	44.2	40.5	49.6	34.8	40.6
	I'm home more, so I'm reading and posting on social media	40.1	35.6	44.7	67.6	50.3	38.7	32.9	16.1	43.6	40.4	36.4
	I exercise outside where people don't gather	38.9	43.6	34.2	40.7	42.0	36.3	38.9	38.0	40.6	39.4	36.8
	Enjoy leisure activities outdoors where people don't gather	37.7	39.1	36.4	42.3	44.1	37.6	35.1	30.5	37.4	38.0	37.8
	Telework (work from home) as much as possible [Those with jobs]	34.6	37.0	30.8	40.0	37.2	29.7	35.6	33.1	45.8	27.5	29.6
	Started/Am considering getting a side job because my income has dropped or looks likely to drop	29.5	31.4	27.7	39.4	39.5	29.3	26.3	14.7	30.4	28.4	29.8
	I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	29.3	29.3	29.3	36.5	35.0	27.7	27.9	20.8	33.2	28.6	26.0
	I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	27.8	25.7	29.9	30.7	24.8	24.5	31.0	29.0	26.4	30.4	26.6
	I'm putting the money I can't spend outside toward buying slightly better things	24.8	25.0	24.6	33.2	30.1	22.1	21.6	19.4	25.2	27.8	21.4
	Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	23.3	25.7	20.9	29.9	26.2	25.6	22.6	12.5	21.8	23.6	24.6
	I'm home more, so I'm investing	22.8	31.3	14.2	29.9	26.9	22.1	19.4	17.2	24.6	23.6	20.2
	I'm home more, so I'm posting and selling things on flea market apps and net auctions	21.7	22.5	20.9	35.7	26.6	20.8	16.9	11.5	22.2	22.0	21.0
	I'm home more, so I'm buying things on flea market apps and net auctions	21.7	24.0	19.3	32.0	23.1	20.8	22.3	11.8	21.6	22.0	21.4
	I'm home more, so I'm participating in online drinking parties and dinners	18.9	21.5	16.2	34.4	22.4	13.6	16.0	12.2	22.4	17.6	16.6
	I'm supporting businesses and organizations that are not able to operate as normal	18.9	21.6	16.2	21.2	21.7	17.6	17.9	17.2	20.2	20.0	16.6
	I'm home more, so I'm studying online	18.7	22.0	15.4	28.6	22.4	18.1	14.1	12.5	20.4	18.4	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 4: Behavioral intentions once COVID-19 subsides

### Anti-infection behavior items continue to score high

- 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 (84.3%), Make sure to get sufficient exercise, nutrition and sleep (84.1%) and Keep a stock of anti-infection products and everyday necessities (73.1%), all scored above 70%. It seems that respondents want to continue anti-infection behaviors that took off during the outbreak of the coronavirus.

### In Behavior restriction intentions, items related to going out, which were down in July, stop falling

- Items such as Refrain from nonessential and nonurgent shopping, Refrain from meeting friends and socializing and Refrain from eating out dropped more than 5 points in July, but, rose slightly in August, putting a halt to their fall. Intentions appear to be tightening up slightly in line with renewed restriction of actual behavior.

#### ■ Chronological change (Overall basis: June–August 2020)

		(%)			(Pts)	
		Scores			Change	
		June survey	July survey	August survey	June → July	July → August
		(1500)	(1500)	(1500)	(Pts)	(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	69.9	-3.3	+0.8
	Refrain from taking nonessential and nonurgent trips	71.1	65.1	64.9	-6.0	-0.2
	Refrain from nonessential and nonurgent shopping	69.2	63.5	63.7	-5.7	+0.2
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	64.5	62.7	61.7	-1.8	-1.0
	Refrain from travel and leisure activities	63.6	59.9	59.5	-3.7	-0.4
	Refrain from meeting friends and socializing	62.3	56.7	58.6	-5.6	+1.9
	Refrain from eating out	62.0	56.9	57.9	-5.1	+1.0
Behavioral change intentions	Consistently wear a mask, wash my hands and take other precautions against infection	85.8	85.0	84.3	-0.8	-0.7
	Make sure to get sufficient exercise, nutrition and sleep	83.1	83.7	84.1	+0.6	+0.4
	Keep a stock of anti-infection products and everyday necessities	72.3	73.0	73.1	+0.7	+0.1
	Use cashless payment options as much as possible	66.3	67.7	66.4	+1.4	-1.3
	Cook myself as much as possible	64.4	65.0	63.6	+0.6	-1.4
	Refrain from going out and enjoy pastimes I can do at home	63.9	61.3	60.7	-2.6	-0.6
	Do exercises I can do at home	55.3	54.8	53.7	-0.5	-1.1
	Enjoy leisure activities outdoors where people don't gather	53.1	52.2	51.2	-0.9	-1.0
	Avoid public transport and drive to places instead	50.1	48.8	50.3	-1.3	+1.5
	Play video games on my smartphone, computer, etc.	47.8	48.3	49.5	+0.5	+1.2
	Use video, music and other streaming services	48.7	49.3	48.6	+0.6	-0.7

Refrain from going out and use net shopping and food delivery services instead	47.1	44.3	47.7	-2.8	+3.4
Read and post on social media	48.0	44.4	47.3	-3.6	+2.9
Exercise outside where people don't gather	50.2	48.2	46.2	-2.0	-2.0
Commute to work/school during off-peak hours as much as possible	42.8	40.3	41.9	-2.5	+1.6
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	36.5	36.2	38.9	-0.3	+2.7
Make things by hand (handcrafts, home improvements, DIY, etc.)	36.5	34.9	35.7	-1.6	+0.8
Telework (work from home) as much as possible [Those with jobs]	32.7	32.2	34.5	-0.5	+2.3
Invest	29.4	31.1	32.4	+1.7	+1.3
Start/Consider a second job	29.5	29.0	32.4	-0.5	+3.4
Put the money I can't spend outside toward buying slightly better things	28.6	28.3	31.7	-0.3	+3.4
Start/Consider getting a job, changing jobs or starting a business	24.5	25.1	27.3	+0.6	+2.2
Post and sell things on flea market apps and net auctions	25.7	25.5	26.4	-0.2	+0.9
Buy things on flea market apps and net auctions	25.5	27.1	25.7	+1.6	-1.4
Study online	24.5	24.3	24.6	-0.2	+0.3
Support businesses and organizations	25.5	24.9	24.5	-0.6	-0.4
Participate in online drinking parties and dinners	21.2	19.4	20.1	-1.8	+0.7

Those with jobs:  
June n=1,052  
July n=1,055  
August n=1,022



## Reference material 5: Behavioral intentions once COVID-19 subsides

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

- 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 (see p. 9), with, for instance, higher scores for females than males in all Activity restriction intentions items.
- By age group, scores for Activity restriction intentions for the 20–29 and 30–39 cohorts were noticeably lower than those for the 40s–60s cohorts.

### By area, gaps evident in items such as Telework, Commute to work/school and Drive to places. Scores for Streaming services and Upgrade my home environment higher in Greater Tokyo

- By area, like scores for actual attitudes and behavior, scores for intentions were higher in Greater Tokyo in Telework as much as possible (Greater Tokyo: 44.4%, Greater Nagoya: 29.6%, Hanshin: 28.7%) and Commute to work/school during off-peak hours as much as possible (Greater Tokyo: 51.2%, Greater Nagoya: 36.4%, Hanshin: 38.2%). Conversely, scores for Avoid using public transport and drive to places instead were higher in Greater Nagoya and Hanshin (Greater Tokyo: 39.2%, Greater Nagoya: 63.8%, Hanshin: 48.0%).
- In other items, scores for Use video, music and other streaming services (Greater Tokyo: 54.6%, Greater Nagoya: 44.8%, Hanshin: 46.4%) and Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc. (Greater Tokyo: 44.2%, Greater Nagoya: 37.0%, Hanshin: 35.6%) were slightly higher in Greater Tokyo.

### ■ 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)	Hanshin (30 km radius)
Think I will + Think I will sometimes (Number of respondents)		(1500)	(755)	(745)	(241)	(286)	(375)	(319)	(279)	(500)	(500)
Activity restriction intentions	Refrain from shaking hands, hugging and otherwise touching others	69.9	64.6	75.3	64.3	66.8	69.9	72.4	75.3	70.2	68.0
	Refrain from taking nonessential and nonurgent trips	64.9	62.1	67.7	61.4	60.8	64.8	68.7	67.7	64.2	63.0
	Refrain from nonessential and nonurgent shopping	63.7	61.1	66.4	58.9	60.1	64.0	67.4	67.0	64.6	62.6
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	61.7	60.0	63.4	54.8	56.3	63.7	65.5	65.9	61.2	60.8
	Refrain from travel and leisure activities	59.5	58.5	60.5	57.3	57.3	60.3	60.8	61.3	59.2	61.0
	Refrain from meeting friends and socializing	58.6	56.4	60.8	53.5	51.7	60.0	63.0	63.1	59.0	58.0
	Refrain from eating out	57.9	55.8	60.1	53.5	54.9	58.9	61.1	59.9	57.8	59.2
Behavioral change intentions	Consistently wear a mask, wash my hands and take other precautions against infection	84.3	79.2	89.4	84.2	85.7	84.8	82.1	84.6	82.8	87.2
	Make sure to get sufficient exercise, nutrition and sleep	84.1	79.7	88.5	83.0	84.3	82.4	83.7	87.5	87.8	83.6
	Keep a stock of anti-infection products and everyday necessities	73.1	63.3	83.1	68.0	73.1	74.7	74.9	73.5	73.8	75.8
	Use cashless payment options as much as possible	66.4	65.4	67.4	61.4	69.2	63.2	66.1	72.4	66.8	66.4
	Cook myself as much as possible	63.6	45.3	82.1	70.1	64.7	60.5	62.7	62.0	64.4	64.8
	Refrain from going out and enjoy pastimes I can do at home	60.7	54.8	66.7	67.2	60.8	59.5	60.5	57.0	62.0	61.6

Do exercises I can do at home	53.7	47.8	59.6	58.9	58.0	53.6	48.3	50.9	54.2	54.8	52.0
Enjoy leisure activities outdoors where people don't gather	51.2	48.9	53.6	52.7	52.8	52.0	48.3	50.5	52.0	51.2	50.4
Avoid public transport and drive to places instead	50.3	47.4	53.3	43.2	52.4	49.6	51.7	53.8	39.2	63.8	48.0
Play video games on my smartphone, computer, etc.	49.5	46.9	52.2	68.9	58.0	50.4	43.6	29.7	50.8	48.6	49.2
Use video, music and other streaming services	48.6	49.9	47.2	66.0	56.3	48.0	44.5	31.2	54.6	44.8	46.4
Refrain from going out and use net shopping and food delivery services instead	47.7	45.3	50.1	51.9	51.4	46.7	45.8	43.7	50.0	47.2	45.8
Read and post on social media	47.3	41.2	53.4	73.0	61.2	46.4	38.6	21.9	50.2	44.6	47.0
Exercise outside where people don't gather	46.2	47.3	45.1	47.3	47.9	46.1	42.6	47.7	47.2	47.4	44.0
Commute to work/school during off-peak hours as much as possible	41.9	41.9	42.0	40.7	44.1	44.5	40.4	39.1	51.2	36.4	38.2
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	38.9	36.4	41.5	49.0	43.7	39.2	35.4	29.0	44.2	37.0	35.6
Make things by hand (handcrafts, home improvements, DIY, etc.)	35.7	29.7	41.7	37.3	33.9	30.9	40.4	36.9	34.0	36.4	36.6
Telework (work from home) as much as possible [Those with jobs]	34.5	37.5	29.7	40.0	38.1	31.5	32.2	33.1	44.4	29.6	28.7
Invest	32.4	39.2	25.5	34.9	43.4	34.4	25.7	24.0	33.0	33.6	30.6
Start/Consider a second job	32.4	33.5	31.3	44.8	42.3	35.7	27.6	12.5	34.6	28.8	33.8
Put the money I can't spend outside toward buying slightly better things	31.7	30.3	33.0	38.2	35.0	28.8	28.8	29.7	33.8	30.6	30.6
Start/Consider getting a job, changing jobs or starting a business	27.3	27.9	26.7	35.7	31.8	31.7	25.7	11.5	28.2	24.4	29.4
Post and sell things on flea market apps and net auctions	26.4	24.9	27.9	40.7	35.3	24.8	22.3	11.8	26.0	25.2	28.0
Buy things on flea market apps and net auctions	25.7	26.0	25.4	34.4	33.6	25.6	23.5	12.5	26.2	24.0	26.8
Study online	24.6	25.7	23.5	36.9	31.8	24.5	20.1	11.8	28.4	22.2	23.2
Support businesses and organizations	24.5	23.3	25.8	26.1	25.5	23.7	23.5	24.4	27.2	23.4	23.0
Participate in online drinking parties and dinners	20.1	20.4	19.7	34.0	26.6	14.9	16.3	12.5	21.6	18.4	20.2

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



## 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: August 3 (Mon)–6 (Thu), 2020

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–August 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

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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