

September 17, 2020

## Sixth Survey of *Sei-katsu-sha* Concerning COVID-19 (September 2020)

**Degree of freedom of life is 58.3 pts in September, up 4.0 pts compared to August  
Degree of anxiety scores down across the board and scores for Degree of activity  
restriction items going out and shopping also ease  
While anti-infection measures continue, more behaviors shift to “outside”**

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., in September 2020 conducted its sixth “Survey of *Sei-katsu-sha* Concerning COVID-19” to understand *sei-katsu-sha*’s attitudes and behaviors during the coronavirus. The survey was conducted September 3–7, 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. 14 for the survey outlines.

The survey was conducted as COVID-19 cases began dropping from late August, after resurging from the end of July through August. 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 58.3 points, up 4.0 points since August.

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 lower than in the August survey. In particular, the size of the drops was notable for Feel anxious about the government’s response (73.1%, down 9.8 points) and Feel anxious about the lack and uncertainty of information (66.6%, down 6.1 points).

In Degree of activity restriction, scores for all items remained high, in the 70–89% range, but all were lower than last month, including Refrain from taking nonessential and nonurgent trips (82.5%, down 6.3 points) and Refrain from nonessential and nonurgent shopping (74.4%, down 6.1 points).

In Degree of behavioral change, scores for nearly all items dropped. The drops in scores for such items as Commute to work/school during off-peak hours as much as possible (35.1%, down 6.6 points), Telework as much as possible (28.7%, down 5.9 points), and Refrain from going out and use net shopping and food delivery services instead (44.1%, down 4.6 points), were notable. Nevertheless, Consistently wear a mask, wash my hands and take other precautions against infection (92.8%, down 0.8 points) remained high. It seems that even as they remain vigilant against infection and continue to restrict their activities people are starting to shift behaviors like going out and going shopping to “outside.”

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

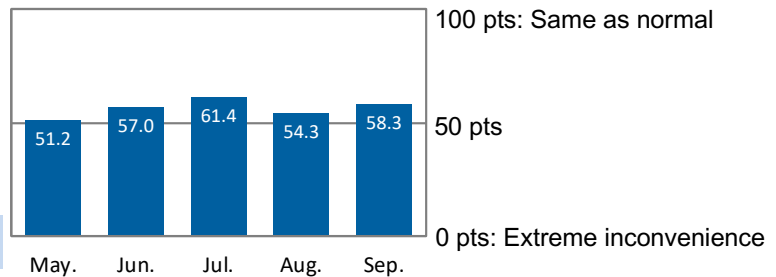
## Freedom of life under the influence of COVID-19

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:

# 58.3 pts

Up 4.0 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 government's response	73.1% (-9.8 pts)
	Feel anxious about the lack and uncertainty of information	66.6% (-6.1 pts)
	Feel anxious about my and my family's health	69.3% (-5.6 pts)
Degree of activity restriction	Refrain from taking nonessential and nonurgent trips	82.5% (-6.3 pts)
	Refrain from nonessential and nonurgent shopping	74.4% (-6.1 pts)
	Refrain from meeting friends and socializing	80.1% (-4.4 pts)
Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	92.8% (-0.8 pts)
	Commute to work/school during off-peak hours as much as possible	35.1% (-6.6 pts)
	Telework (work from home) as much as possible [Those with jobs]	28.7% (-5.9 pts)
	Refrain from going out and use net shopping and food delivery services instead	44.1% (-4.6 pts)

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

### Degree of freedom of life up since August 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 58.3 points, up 4.0 points since August. By gender, age group and area, scores were up in all segments. Compared to last month, when people were restricting their lives due to a surge in COVID-19 infections, from late August infections began trending downward and there were increasing reports in the media about local authorities exploring easing their requests for self-restraint. Other factors, such as the reduced burden on families with children due to schools reopening, likely contributed to the result.

### In free responses, comments such as “I’ve got used to iso life,” “I’ve found a way to deal with it,” and “I can do certain things as long as I take precautions” stand out

- Among those that gave comparatively high Freedom of life scores, comments included “I’ve got used to iso life,” “There are restrictions, but I can live with them,” “There are good things even in the pandemic,” and “My burden decreased with schools reopening.” Other comments, such as “I can do certain things if I make sure to take precautions,” and “My stress dropped from being able to do some things,” indicate that respondents are beginning to start doing things again to some extent.
- Among those who gave comparatively low Freedom of life scores, while there were anxieties about infection in households with older members and worries about income and jobs, anxieties due to the protracted pandemic were also evident, such as concerns about returning to normal work life after working from home, and concerns about work life from a respondent who was recruited online.

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

		Scores					Change			
		May 2020 survey (Pts)	Jun. 2020 survey (Pts)	Jul. 2020 survey (Pts)	Aug. 2020 survey (Pts)	Sep. 2020 survey (Pts)	May → Jun. (Pts)	Jun. → Jul. (Pts)	Jul. → Aug. (Pts)	Aug. → Sep. (Pts)
(Number of respondents)										
Overall	(1500)	51.2	57.0	61.4	54.3	58.3	+5.9	+4.4	-7.1	+4.0
Males	(755)	50.3	57.1	62.4	55.1	59.8	+6.8	+5.3	-7.3	+4.7
Females	(745)	52.1	56.9	60.4	53.6	56.8	+4.9	+3.4	-6.8	+3.2
20–29	(241)	49.4	57.7	62.0	49.6	56.7	+8.3	+4.3	-12.3	+7.0
30–39	(286)	51.0	56.6	60.2	53.6	57.8	+5.6	+3.5	-6.6	+4.2
40–49	(375)	52.0	56.1	60.2	54.4	57.6	+4.1	+4.1	-5.8	+3.2
50–59	(319)	50.8	56.9	61.9	55.8	59.7	+6.1	+5.0	-6.1	+4.0
60–69	(279)	52.2	58.3	63.2	57.5	59.6	+6.1	+5.0	-5.7	+2.1
Greater Tokyo (40 km radius)	(500)	50.5	55.0	59.7	53.7	57.2	+4.4	+4.7	-6.0	+3.5
Greater Nagoya (40 km radius)	(500)	52.1	57.5	61.4	54.6	57.2	+5.3	+3.9	-6.8	+2.6
Hanshin (30 km radius)	(500)	50.9	58.7	63.1	54.7	60.5	+7.8	+4.5	-8.4	+5.8

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)	42.5	35.9	21.6
Males	(755)	45.4	35.2	19.3
Females	(745)	39.5	36.6	23.9
20–29	(241)	36.9	37.3	25.7
30–39	(286)	41.6	36.4	22.0
40–49	(375)	39.5	38.7	21.9
50–59	(319)	48.0	32.3	19.7
60–69	(279)	45.9	34.8	19.4
Greater Tokyo (40 km radius)	(500)	41.6	34.4	24.0
Greater Nagoya (40 km radius)	(500)	40.6	36.4	23.0
Hanshin (30 km radius)	(500)	45.2	37.0	17.8

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)	Reason	Points	Response
		At the peak, there were many inconveniences, but I'm used to it now and even in this environment, am able to see the positives without feeling inconvenienced.	100 pts	Female, 33 Aichi Pref.
There were some inconveniences around going out, but honestly, with unpleasant neighborhood council activities suspended and it now being easier to decline interactions with others, the benefits are significant.	90 pts	Male, 41 Tokyo		
I really didn't go out during the isolation period, but I now think it's okay to go out if I take precautions against infection and am careful when out. With less stress, I feel greatly released from inconvenience.	80 pts	Female, 60 Osaka Pref.		
I don't think it's so easy to catch, as long as I wear a mask and sanitize. Thanks to restaurants implementing social distancing measures, there are no restaurants where you're likely to bump elbows with the person next to you, so there are positives.	70 pts	Male, 42 Osaka Pref.		
Avoiding the 3 Cs (closed spaces, crowded places, close-contact settings) is now second nature, creating a new normal, so I don't feel like I'm forced to restrain myself or am as restricted as before. But I still can't live like I did before, so I gave it 70 points.	70 pts	Female, 35 Tokyo		
Medium (41–60 pts)	With school closures ending, my son is back at elementary school and my stress has gone down, accordingly.	60 pts	Female, 40 Gifu Pref.	
Life still hasn't gone back to how it was before, but I think I'm doing well living with COVID-19 and things are gradually getting back to normal.	60 pts	Male, 43 Tokyo		
I'm a bit more used to life today than I was during the isolation period, so rather than never leaving my home, I take care about sanitizing and social distancing and am gradually getting back to my normal life.	60 pts	Female, 55 Tokyo		
I am used to it now in some respects, and because I rarely go out, I don't need to take my meds as often, so it's not all bad. Nevertheless, I'm sad to not be able to meet people and get reenergized.	50 pts	Female, 30 Tokyo		
Social distancing and other new concepts that didn't exist before are here to stay, so I feel inconvenienced in all aspects of my normal life.	50 pts	Male, 51 Osaka Pref.		

Low (40 pts or lower)	It's good that we can go out and eat out more easily since the state of emergency was lifted, but once I returned to work, my job is still inconvenienced and my pay has been cut.	30 pts	Female, 40 Tokyo
	I'm gradually getting used to the new normal, but not being able to visit my parents in another prefecture is tough. When I see people not wearing masks and gathering when some of us are trying hard not to get infected it makes me angry and stressed.	30 pts	Female, 38 Aichi Pref.
	I gave a low score because I can't enjoy my hobby of traveling due to the pandemic. And because I will join the work force next year, and am worried about working for a company that I've never once met in person.	20 pts	Male, 23 Nara Pref.
	My income has dropped way down.	10 pts	Male, 52 Osaka Pref.
	My plans were all canceled. My honeymoon got canceled, I had to change the place I'll give birth, my plans with my friends for during my maternity leave were all cancelled, and my parents won't be able to see their grandchild. Also, I'm required to work as normal, despite a pay cut.	0 pts	Female, 31 Aichi Pref.

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

### Degree of anxiety and Degree of activity restriction items all score lower than in August

- In Degree of anxiety, scores dropped significantly particularly for Feel anxious about the government's response (73.1%, down 9.8 points) and Feel anxious about the lack and uncertainty of information (66.6%, down 6.1 point), two items about which anxieties rose in August.
- In Degree of activity restriction, while scores for all items remained high in the 70–89% range, all were lower than last month, including Refrain from taking nonessential and nonurgent trips (82.5%, down 6.3 points) and Refrain from nonessential and nonurgent shopping (74.4%, down 6.1 points).

### In Degree of behavioral change, while the score for Consistently take precautions against infection remains high, almost all scores are lower than in August

- While Consistently wear a mask, wash my hands and take other precautions against infection (92.8%, down -0.8 points) dropped slightly, it remains high in the 90%+ range.
- Noticeable score drops were seen in such items as Commute to work/school during off-peak hours as much as possible (35.1%, down 6.6 points), Telework as much as possible (28.7%, down 5.9 points), and Refrain from going out and use net shopping and food delivery services instead (44.1%, down 4.6 points). Items to do with going out, such as commuting to work/school and going shopping as normal, stand out.

### ■ Chronological change (Overall basis: May–September 2020)

		(%)					(Pts)			
		Scores					Change			
		May survey	Jun. survey	Jul. survey	Aug. survey	Sep. survey	May → Jun.	Jun. → Jul.	Jul. → Aug.	Aug. → Sep.
Agree + Somewhat agree										
Degree of anxiety	Feel anxious about the economy stalling	90.2	83.0	83.1	83.9	81.1	-7.2	+0.1	+0.8	-2.8
	Feel anxious about the government's response	81.1	77.4	76.4	82.9	73.1	-3.7	-1.0	+6.5	-9.8
	Feel anxious about the situation abroad	78.5	74.7	75.2	76.3	71.0	-3.8	+0.5	+1.1	-5.3
	Feel anxious about my and my family's health	73.9	67.9	70.7	74.9	69.3	-6.0	+2.8	+4.2	-5.6
	Feel anxious about the lack and uncertainty of information	77.9	67.9	67.6	72.7	66.6	-10.0	-0.3	+5.1	-6.1
	Feel anxious about my and my family's jobs and income	63.9	61.9	61.9	65.2	61.1	-2.0	+0.0	+3.3	-4.1
	Feel anxious about changes in my interpersonal relationships	44.6	44.7	43.5	47.2	47.0	+0.1	-1.2	+3.7	-0.2
Degree of activity restriction	Refrain from travel and leisure activities	92.9	88.8	84.2	87.7	83.5	-4.1	-4.6	+3.5	-4.2
	Refrain from taking nonessential and nonurgent trips	94.2	88.9	83.0	88.8	82.5	-5.3	-5.9	+5.8	-6.3
	Refrain from shaking hands, hugging and otherwise touching others	---	82.0	79.3	84.5	80.6	---	-2.7	+5.2	-3.9
	Refrain from meeting friends and socializing	89.7	84.5	78.3	84.5	80.1	-5.2	-6.2	+6.2	-4.4
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	91.0	85.4	81.3	83.8	79.8	-5.6	-4.1	+2.5	-4.0
	Refrain from eating out	91.0	83.8	74.8	79.3	75.7	-7.2	-9.0	+4.5	-3.6
	Refrain from nonessential and nonurgent shopping	90.6	83.6	76.6	80.5	74.4	-7.0	-7.0	+3.9	-6.1

Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	95.6	93.2	91.7	93.6	92.8	-2.4	-1.5	+1.9	-0.8
	Make sure to get sufficient exercise, nutrition and sleep	79.5	77.0	74.5	78.0	75.0	-2.5	-2.5	+3.5	-3.0
	Refrain from going out and enjoy pastimes I can do at home	86.9	77.3	71.1	73.1	70.0	-9.6	-6.2	+2.0	-3.1
	Keep a stock of anti-infection products and everyday necessities	67.1	67.3	66.8	69.7	68.3	+0.2	-0.5	+2.9	-1.4
	Use cashless payment options as much as possible	---	62.6	63.3	64.3	63.2	---	+0.7	+1.0	-1.1
	I'm at home more, so I cook myself as much as possible	65.1	59.9	57.1	58.2	55.0	-5.2	-2.8	+1.1	-3.2
	Avoid using public transport and drive to places instead	57.0	52.8	50.3	53.1	50.3	-4.2	-2.5	+2.8	-2.8
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	55.3	48.4	47.7	49.8	47.7	-6.9	-0.7	+2.1	-2.1
	I'm home more, so I'm using video, music and other streaming services	50.9	46.5	47.3	47.3	45.1	-4.4	+0.8	+0.0	-2.2
	I'm home more, so I'm doing exercises I can do at home	55.9	52.1	48.9	47.0	44.8	-3.8	-3.2	-1.9	-2.2
	Refrain from going out and use net shopping and food delivery services instead	59.5	51.1	45.9	48.7	44.1	-8.4	-5.2	+2.8	-4.6
	Enjoy leisure activities outdoors where people don't gather	32.5	38.9	40.2	37.7	38.9	+6.4	+1.3	-2.5	+1.2
	I exercise outside where people don't gather	45.3	43.3	41.9	38.9	37.7	-2.0	-1.4	-3.0	-1.2
	I'm home more, so I'm reading and posting on social media	42.3	40.5	36.2	40.1	37.5	-1.8	-4.3	+3.9	-2.6
	Commute to work/school during off-peak hours as much as possible	43.0	42.5	37.6	41.7	35.1	-0.5	-4.9	+4.1	-6.6
	Telework (work from home) as much as possible [Those with jobs*]	41.3	36.7	30.0	34.6	28.7	-4.6	-6.7	+4.6	-5.9
	I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	22.9	26.9	28.0	29.3	28.0	+4.0	+1.1	+1.3	-1.3
	Started/Am considering getting a side job because my income has dropped or looks likely to drop	23.9	26.8	25.3	29.5	26.3	+2.9	-1.5	+4.2	-3.2
	I'm putting the money I can't spend outside toward buying slightly better things	20.9	22.7	22.8	24.8	25.7	+1.8	+0.1	+2.0	+0.9
	I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	31.2	31.5	27.7	27.8	25.6	+0.3	-3.8	+0.1	-2.2
	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	21.8	+4.2	+0.1	+0.9	-1.5
	I'm home more, so I'm posting and selling things on flea market apps and net auctions	19.1	21.1	21.8	21.7	21.2	+2.0	+0.7	-0.1	-0.5
	I'm home more, so I'm investing	17.7	21.9	21.6	22.8	21.1	+4.2	-0.3	+1.2	-1.7
	I'm home more, so I'm buying things on flea market apps and net auctions	19.5	20.3	22.3	21.7	20.7	+0.8	+2.0	-0.6	-1.0
	I'm supporting businesses and organizations that are not able to operate as normal	19.7	20.3	18.3	18.9	19.0	+0.6	-2.0	+0.6	+0.1
I'm home more, so I'm participating in online drinking parties and dinners	18.6	21.3	19.3	18.9	17.8	+2.7	-2.0	-0.4	-1.1	
I'm home more, so I'm studying online	18.9	18.6	17.9	18.7	17.5	-0.3	-0.7	+0.8	-1.2	

\*Those with jobs: May n=1,074; June n=1,052; July n=1,055; August n=1,022; September n=1,072

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

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

- In Degree of anxiety, there was a large difference of 11.8 points in scores between males and females for Feel anxious about my and my family's health (75.2% for females, 63.4% for males). The difference in scores for Feel anxious about the lack and uncertainty of information was 10.9 points (72.1% for females, 61.2% for males). In Degree of activity restriction, there was a 12.5-point difference in scores for Refrain from meeting friends and socializing (86.4% for females, 73.9% for males). The difference was 10.5 points for Refrain from experiential entertainment (85.1% for females, 74.6% for males).

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

- There was a huge difference of 37.4 points between scores by age group for I'm home more, so I'm reading and posting on social media, with the score for the 20–29 cohort 56.8% compared to 19.4% for the 60–69 cohort. In addition, there were also large differences in scores between respondents in their 20s and those in their 60s in items related to use of the internet and items related to work, such as Started/Am considering a side job (a difference of 30.1 points), Started/Am considering getting a job, changing jobs or starting a business (a difference of 20.7 points). By area, there were large differences between scores for Avoid using public transport and drive to places instead, Commute to work/school during off-peak hours as much as possible, and Telework as much as possible.

### ■ 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)												
Degree of anxiety	Feel anxious about the economy stalling	81.1	78.3	83.9	75.5	76.2	84.5	87.5	78.9	80.6	81.2	81.4
	Feel anxious about the government's response	73.1	69.9	76.4	68.5	68.9	75.5	75.9	75.3	73.0	74.4	72.0
	Feel anxious about the situation abroad	71.0	70.3	71.7	61.8	68.5	71.2	75.9	75.6	72.6	69.0	71.4
	Feel anxious about my and my family's health	69.3	63.4	75.2	64.3	67.5	69.1	73.4	71.0	69.2	70.8	67.8
	Feel anxious about the lack and uncertainty of information	66.6	61.2	72.1	69.3	68.9	67.7	64.3	63.1	66.0	66.2	67.6
	Feel anxious about my and my family's jobs and income	61.1	60.1	62.0	61.8	68.5	64.0	62.4	47.3	61.0	62.4	59.8
	Feel anxious about changes in my interpersonal relationships	47.0	44.9	49.1	50.2	47.2	50.1	44.5	42.7	48.0	46.6	46.4
Degree of activity restriction	Refrain from travel and leisure activities	83.5	78.8	88.3	80.5	83.9	83.5	83.1	86.4	82.8	83.8	84.0
	Refrain from taking nonessential and nonurgent trips	82.5	78.7	86.4	73.0	80.8	85.6	84.0	86.7	83.2	84.8	79.6
	Refrain from shaking hands, hugging and otherwise touching others	80.6	76.0	85.2	78.0	79.7	82.7	80.6	81.0	78.8	79.8	83.2
	Refrain from meeting friends and socializing	80.1	73.9	86.4	73.0	81.8	81.9	79.0	83.5	79.8	80.6	80.0
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	79.8	74.6	85.1	75.9	80.8	83.2	78.1	79.6	79.0	79.8	80.6
	Refrain from eating out	75.7	71.4	80.0	69.7	74.8	77.1	77.1	78.1	75.6	75.0	76.4
	Refrain from nonessential and nonurgent shopping	74.4	70.6	78.3	71.0	72.7	77.3	73.4	76.3	74.4	75.8	73.0



Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	92.8	88.7	96.9	88.4	92.0	94.1	95.3	92.8	91.4	93.6	93.4
	Make sure to get sufficient exercise, nutrition and sleep	75.0	71.9	78.1	71.0	75.5	72.8	75.2	80.6	75.6	75.6	73.8
	Refrain from going out and enjoy pastimes I can do at home	70.0	63.3	76.8	72.6	72.7	71.5	66.8	66.7	69.8	71.4	68.8
	Keep a stock of anti-infection products and everyday necessities	68.3	61.3	75.3	64.3	69.9	68.0	70.5	67.7	69.6	68.6	66.6
	Use cashless payment options as much as possible	63.2	62.9	63.5	57.3	62.6	61.6	65.8	68.1	66.6	61.4	61.6
	I'm at home more, so I cook myself as much as possible	55.0	40.7	69.5	55.2	58.7	52.5	54.5	54.8	56.4	55.4	53.2
	Avoid using public transport and drive to places instead	50.3	48.2	52.5	50.6	47.2	50.7	49.2	54.1	41.2	65.6	44.2
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	47.7	46.8	48.7	63.5	53.1	52.0	39.2	32.6	46.6	51.4	45.2
	I'm home more, so I'm using video, music and other streaming services	45.1	47.7	42.6	60.2	49.0	45.3	40.8	33.0	48.0	43.6	43.8
	I'm home more, so I'm doing exercises I can do at home	44.8	41.5	48.2	51.9	47.2	44.0	37.3	45.9	46.6	44.0	43.8
	Refrain from going out and use net shopping and food delivery services instead	44.1	40.4	47.8	51.0	46.2	46.4	39.2	38.4	44.2	44.6	43.4
	Enjoy leisure activities outdoors where people don't gather	38.9	41.3	36.5	44.4	44.4	43.5	29.2	33.7	37.8	42.6	36.4
	I exercise outside where people don't gather	37.7	40.4	34.9	42.7	42.0	37.1	31.3	36.9	39.8	37.4	35.8
	I'm home more, so I'm reading and posting on social media	37.5	32.2	43.0	56.8	51.0	37.3	27.0	19.4	39.8	36.2	36.6
	Commute to work/school during off-peak hours as much as possible	35.1	36.6	33.7	42.7	36.0	35.2	33.9	29.0	45.8	27.2	32.4
	Telework (work from home) as much as possible [Those with jobs*]	28.7	32.3	23.3	35.7	30.1	26.9	26.3	26.1	37.6	23.1	25.3
	I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	28.0	28.5	27.5	35.3	33.2	30.1	22.9	19.4	32.0	24.2	27.8
	Started/Am considering getting a side job because my income has dropped or looks likely to drop	26.3	28.3	24.3	41.9	35.0	26.1	19.7	11.8	27.4	24.6	27.0
	I'm putting the money I can't spend outside toward buying slightly better things	25.7	23.3	28.1	25.7	26.9	26.9	23.8	24.7	28.6	24.4	24.0
	I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	25.6	23.7	27.5	27.0	27.6	26.7	20.4	26.9	27.0	26.6	23.2
	Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	21.8	26.1	17.4	31.1	27.3	22.7	18.8	10.4	22.6	21.0	21.8
	I'm home more, so I'm posting and selling things on flea market apps and net auctions	21.2	20.1	22.3	33.2	29.4	19.5	15.7	11.1	22.2	19.0	22.4
	I'm home more, so I'm investing	21.1	28.1	14.1	27.8	28.7	22.7	14.7	12.9	21.8	21.6	20.0
	I'm home more, so I'm buying things on flea market apps and net auctions	20.7	21.6	19.9	28.2	27.6	20.8	17.6	10.8	21.2	18.0	23.0
I'm supporting businesses and organizations that are not able to operate as normal	19.0	20.1	17.9	22.4	21.0	19.2	16.9	16.1	21.6	18.0	17.4	
I'm home more, so I'm participating in online drinking parties and dinners	17.8	20.0	15.6	29.9	24.8	16.0	9.7	11.8	21.4	17.0	15.0	
I'm home more, so I'm studying online	17.5	19.9	15.2	35.3	18.2	16.3	12.9	8.6	20.8	15.8	16.0	

\*Those with jobs: n=1,072

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

### It appears that people want to ease up on restricting their normal activities, even as they continue anti-infection behaviors

- 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 by COVID-19 have subsided, all Activity restriction intentions scores were down by 5–8 points. This includes Refrain from eating out (49.9%, down 8.0 points), Refrain from travel and leisure activities (52.0%, down 7.5 points) and Refrain from experiential entertainment (54.3%, down 7.4 points). Combined with the relaxation of activity restriction, this suggests that respondents want to further loosen up their behavior once worries about becoming infected die down.
- In Behavioral change intentions items, there were no significant changes. In the 70–80%+ range, scores for anti-infection measures remain high, including Make sure to get sufficient exercise, nutrition and sleep (84.0%, down 0.1 point), Consistently take precautions against infection (83.2%, down 1.1 points) and Keep a stock of anti-infection products and everyday necessities (71.0%, down 2.1 points). Slightly larger drops were seen in items concerning restrictions on going out: Telework as much as possible (28.7%, down 5.8 points) and Refrain from going out and use net shopping and food delivery services instead (42.7%, down 5.0 points).

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

		Scores				Change		
		%				pt		
		Jun. survey	Jul. survey	Aug. survey	Sep. survey	Jun. → Jul.	Jul. → Aug.	Aug. → Sep.
Think I will + Think I will sometimes								
Activity restriction	Refrain from shaking hands, hugging and otherwise touching others	72.4	69.1	69.9	64.6	-3.3	+0.8	-5.3
	Refrain from taking nonessential and nonurgent trips	71.1	65.1	64.9	59.8	-6.0	-0.2	-5.1
	Refrain from nonessential and nonurgent shopping	69.2	63.5	63.7	57.9	-5.7	+0.2	-5.8
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	64.5	62.7	61.7	54.3	-1.8	-1.0	-7.4
	Refrain from travel and leisure activities	63.6	59.9	59.5	52.0	-3.7	-0.4	-7.5
	Refrain from meeting friends and socializing	62.3	56.7	58.6	51.6	-5.6	+1.9	-7.0
	Refrain from eating out	62.0	56.9	57.9	49.9	-5.1	+1.0	-8.0
Behavioral change intentions	Make sure to get sufficient exercise, nutrition and sleep	83.1	83.7	84.1	84.0	+0.6	+0.4	-0.1
	Consistently wear a mask, wash my hands and take other precautions against infection	85.8	85.0	84.3	83.2	-0.8	-0.7	-1.1
	Keep a stock of anti-infection products and everyday necessities	72.3	73.0	73.1	71.0	+0.7	+0.1	-2.1
	Use cashless payment options as much as possible	66.3	67.7	66.4	65.6	+1.4	-1.3	-0.8
	Cook myself as much as possible	64.4	65.0	63.6	61.7	+0.6	-1.4	-1.9
	Refrain from going out and enjoy pastimes I can do at home	63.9	61.3	60.7	56.6	-2.6	-0.6	-4.1
	Do exercises I can do at home	55.3	54.8	53.7	51.7	-0.5	-1.1	-2.0
	Enjoy leisure activities outdoors where people don't gather	53.1	52.2	51.2	51.7	-0.9	-1.0	+0.5
	Use video, music and other streaming services	48.7	49.3	48.6	48.7	+0.6	-0.7	+0.1
	Avoid public transport and drive to places instead	50.1	48.8	50.3	47.1	-1.3	+1.5	-3.2

Exercise outside where people don't gather	50.2	48.2	46.2	46.8	-2.0	-2.0	+0.6
Play video games on my smartphone, computer, etc.	47.8	48.3	49.5	46.5	+0.5	+1.2	-3.0
Read and post on social media	48.0	44.4	47.3	44.7	-3.6	+2.9	-2.6
Refrain from going out and use net shopping and food delivery services instead	47.1	44.3	47.7	42.7	-2.8	+3.4	-5.0
Commute to work/school during off-peak hours as much as possible	42.8	40.3	41.9	39.4	-2.5	+1.6	-2.5
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	36.5	36.2	38.9	36.3	-0.3	+2.7	-2.6
Make things by hand (handcrafts, home improvements, DIY, etc.)	36.5	34.9	35.7	32.5	-1.6	+0.8	-3.2
Invest	29.4	31.1	32.4	30.2	+1.7	+1.3	-2.2
Put the money I can't spend outside toward buying slightly better things	28.6	28.3	31.7	29.6	-0.3	+3.4	-2.1
Start/Consider a second job	29.5	29.0	32.4	29.4	-0.5	+3.4	-3.0
Telework (work from home) as much as possible [Those with jobs*]	32.7	32.2	34.5	28.7	-0.5	+2.3	-5.8
Buy things on flea market apps and net auctions	25.5	27.1	25.7	26.8	+1.6	-1.4	+1.1
Post and sell things on flea market apps and net auctions	25.7	25.5	26.4	26.2	-0.2	+0.9	-0.2
Start/Consider getting a job, changing jobs or starting a business	24.5	25.1	27.3	25.3	+0.6	+2.2	-2.0
Study online	24.5	24.3	24.6	24.1	-0.2	+0.3	-0.5
Support businesses and organizations	25.5	24.9	24.5	23.1	-0.6	-0.4	-1.4
Participate in online drinking parties and dinners	21.2	19.4	20.1	19.4	-1.8	+0.7	-0.7

\*Those with jobs: June n=1,052; July n=1,055; August n=1,022; September n=1,072

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

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

### In Activity restriction intentions and Behavioral change intentions, by gender, higher scores for females than males, and by age group, the lowness of scores for the 20–29 cohort stand out

- 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. 8), with, for instance, higher scores for females than males in all Activity restriction intentions items.
- By age group, Activity restriction intentions scores for the 20–29 cohort were noticeably lower than those for the 30s to 60s cohorts.

### By area, there were noticeable differences in scores for teleworking, commuting during off-peak hours and use of cars

- In comparison to scores by gender and age group, the differences in scores by area for many items were small.
- In Telework as much as possible, the scores were 37.6% in Greater Tokyo, 21.1% in Greater Nagoya, and 27.2% in the Hanshin area. Scores for Commute to work/school during off-peak hours as much as possible were 49.4% for Greater Tokyo, 32.8% for Greater Nagoya and 36.0% for the Hanshin area, with Greater Tokyo returning a high score. Conversely, the scores for Avoid public transport and drive to places instead were a low 38.2% in Greater Tokyo, 62.4% in Greater Nagoya and 40.6% in the Hanshin area.

### ■ 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)
Think I will + Think I will sometimes (Number of respondents)												
Activity restriction intentions	Refrain from shaking hands, hugging and otherwise touching others	64.6	62.4	66.8	58.1	60.1	65.9	67.1	70.3	63.0	60.8	70.0
	Refrain from taking nonessential and nonurgent trips	59.8	56.8	62.8	58.1	55.9	61.1	58.9	64.5	60.4	58.4	60.6
	Refrain from nonessential and nonurgent shopping	57.9	55.0	60.8	57.3	54.5	56.0	58.9	63.1	60.0	55.2	58.4
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	54.3	53.4	55.2	51.0	49.7	54.9	55.8	59.1	52.4	54.2	56.2
	Refrain from travel and leisure activities	52.0	49.7	54.4	52.3	49.7	51.7	53.3	53.0	51.8	50.2	54.0
	Refrain from meeting friends and socializing	51.6	49.7	53.6	46.5	51.0	52.5	54.2	52.3	52.6	49.4	52.8
	Refrain from eating out	49.9	47.5	52.3	49.8	49.7	48.5	51.4	50.5	51.0	48.0	50.8
Behavioral change intentions	Make sure to get sufficient exercise, nutrition and sleep	84.0	80.1	87.9	79.7	83.6	82.4	83.4	91.0	83.8	85.4	82.8
	Consistently wear a mask, wash my hands and take other precautions against infection	83.2	78.4	88.1	83.4	81.5	84.3	82.1	84.6	82.2	83.8	83.6
	Keep a stock of anti-infection products and everyday necessities	71.0	62.4	79.7	66.8	72.4	71.7	71.8	71.3	73.2	70.0	69.8
	Use cashless payment options as much as possible	65.6	63.8	67.4	62.2	64.3	64.3	64.9	72.4	67.2	66.2	63.4
	Cook myself as much as possible	61.7	44.0	79.7	59.8	61.5	60.5	62.1	64.9	62.4	61.8	61.0
	Refrain from going out and enjoy pastimes I can do at home	56.6	51.5	61.7	60.6	62.6	54.9	52.4	54.1	59.2	55.6	55.0

Enjoy leisure activities outdoors where people don't gather	51.7	49.1	54.4	53.1	54.5	53.6	44.5	53.4	51.8	53.4	50.0
Do exercises I can do at home	51.7	47.8	55.7	58.5	49.3	51.5	45.1	56.3	53.2	53.2	48.8
Use video, music and other streaming services	48.7	50.3	47.0	59.8	57.0	49.9	41.7	36.9	51.4	47.8	46.8
Avoid public transport and drive to places instead	47.1	45.4	48.7	44.8	46.5	45.9	43.9	54.8	38.2	62.4	40.6
Exercise outside where people don't gather	46.8	48.5	45.1	48.1	49.7	47.7	40.8	48.4	49.2	46.4	44.8
Play video games on my smartphone, computer, etc.	46.5	45.7	47.2	64.3	51.0	50.7	37.0	31.5	44.6	51.4	43.4
Read and post on social media	44.7	40.5	49.0	67.6	58.0	43.7	32.6	26.5	46.8	43.2	44.2
Refrain from going out and use net shopping and food delivery services instead	42.7	40.5	45.0	45.6	46.9	44.5	37.3	39.8	45.6	43.6	39.0
Commute to work/school during off-peak hours as much as possible	39.4	38.9	39.9	41.9	41.3	38.7	35.1	41.2	49.4	32.8	36.0
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	36.3	35.5	37.0	43.6	42.0	37.1	31.0	29.0	39.8	33.8	35.2
Make things by hand (handcrafts, home improvements, DIY, etc.)	32.5	28.3	36.6	35.3	33.9	31.5	29.2	33.7	33.2	35.2	29.0
Invest	30.2	37.0	23.4	40.7	37.1	29.9	22.6	23.3	32.4	30.4	27.8
Put the money I can't spend outside toward buying slightly better things	29.6	26.9	32.3	34.4	29.4	31.5	25.4	28.0	33.2	27.2	28.4
Start/Consider a second job	29.4	30.1	28.7	42.7	43.7	29.1	20.4	14.0	29.6	31.6	27.0
Telework (work from home) as much as possible [Those with jobs*]	28.7	30.1	26.7	34.5	33.6	24.8	28.4	22.9	37.6	21.1	27.2
Buy things on flea market apps and net auctions	26.8	29.5	24.0	37.3	36.4	25.9	21.0	15.8	28.8	25.0	26.6
Post and sell things on flea market apps and net auctions	26.2	25.4	27.0	40.7	36.4	24.8	18.2	14.3	27.0	24.6	27.0
Start/Consider getting a job, changing jobs or starting a business	25.3	27.9	22.7	37.8	32.2	25.1	22.3	11.5	26.4	25.4	24.2
Study online	24.1	25.7	22.6	42.7	25.5	24.0	18.8	12.9	26.2	24.0	22.2
Support businesses and organizations	23.1	22.8	23.5	29.0	24.1	21.3	21.3	21.5	24.4	21.6	23.4
Participate in online drinking parties and dinners	19.4	20.7	18.1	32.0	22.4	19.5	12.2	13.6	22.2	17.4	18.6

\*Those with jobs: n=1,072

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: September 3 (Thu)–7 (Mon), 2020  
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)
- Territories: (1) Greater Tokyo (40 km radius) (Tokyo, Kanagawa, Chiba, Saitama, Ibaraki Prefectures)  
(2) Greater Nagoya (40 km radius) (Aichi, Mie, Gifu Prefectures)  
(3) Hanshin (30 km radius) (Osaka, Kyoto, Hyogo, Nara Prefectures)
- Respondents: Males and females aged 20–69
- Target allocations: 500 respondents per territory, allocated based on the population demographics (gender/age group) of the territory
- Sample sizes: 1,500 per survey

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

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

### Reference

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

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

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

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

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

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

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