

October 15, 2020

Seventh Survey of *Sei-katsu-sha* Concerning COVID-19 (October 2020)

October Degree of freedom of life 59.7 pts, up 1.4 pts since September

Continuing from last month, Degree of anxiety scores are down across the board, scores for all Degree of activity restriction items related to going out and shopping ease

While anti-infection measures continue, the shift to “outside” is accelerating

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc. in October 2020 conducted its “Survey of *Sei-katsu-sha* Concerning COVID-19” to understand *sei-katsu-sha*’s attitudes and behaviors during the coronavirus pandemic. The survey was conducted October 1–5, in the Greater Tokyo (Tokyo, Kanagawa, Chiba, Saitama and Ibaraki Prefectures), Greater Nagoya (Aichi, Mie and Gifu Prefectures), and Hanshin (Osaka, Kyoto, Hyogo and Nara Prefectures) areas, targeting 1,500 males and females aged 20–69 (See p.14 for the survey outline).

The number of daily new cases of coronavirus in Japan peaked in early August before dropping gradually for a period, then going up and down in September. The survey was conducted after the 4-day long weekend (September 19–22) and the commencement of bookings for travel to and from Tokyo in the government’s Go To Travel campaign (September 18).

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 59.7 points, up 1.4 points since September, the second consecutive increase.

Degree of anxiety as a result of the spread of the coronavirus decreased across all items for the second consecutive month. In particular, the drop in Feel anxious about the lack and uncertainty of information (61.5%, down 5.1 points) was notable. Scores for all Degree of activity restriction items also decreased for the second month in a row. The decreases in Refrain from nonessential and nonurgent shopping (67.0%, down 7.4 pts), Refrain from eating out (69.3%, down 6.4 pts) and Refrain from nonessential and nonurgent trips (76.9%, down 5.6 pts) stood out.

In Degree of behavioral change, while change in scores was small overall, decreases in scores for items related to refraining from going out such as Refrain from going out and use net shopping and food delivery services instead (37.5%, down 6.6 pts) and Refrain from going out and enjoy pastimes I can do at home (64.3%, down 5.7 pts); and increases in items related to going out like Enjoy leisure activities outdoors where people don’t gather (43.2%, up 4.3 pts), etc. stood out. Meanwhile, the score for Consistently wear a mask, wash my hands and take other precautions against infection (91.5%, down 1.3 pts) continues to be high. It seems *sei-katsu-sha* are shifting their behavior to “outside,” including going out, going shopping and enjoying leisure activities, even as they continue to take precautions against infection.

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

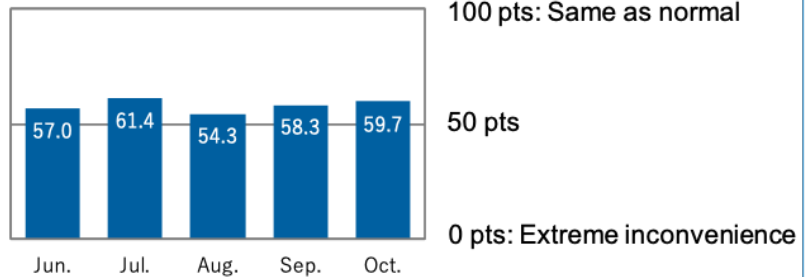
Freedom of life under the influence of COVID-19

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:

59.7 pts

Up 1.4 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 lack and uncertainty of information	61.5% (-5.1 pts)
	Feel anxious about the economy stalling	77.2% (-3.9 pts)
	Feel anxious about the government's response	69.2% (-3.9 pts)
Degree of activity restriction	Refrain from nonessential and nonurgent shopping	67.0% (-7.4 pts)
	Refrain from eating out	69.3% (-6.4 pts)
	Refrain from taking nonessential and nonurgent trips	76.9% (-5.6 pts)
Degree of behavioral change	Refrain from going out and use net shopping and food delivery services instead	37.5% (-6.6 pts)
	Refrain from going out and enjoy pastimes I can do at home	64.3% (-5.7 pts)
	Enjoy leisure activities outdoors where people don't gather	43.2% (+4.3 pts)
	I exercise outside where people don't gather	39.9% (+2.2 pts)
	Started/Am considering getting a side job because my income has dropped or looks likely to drop	28.5% (+2.2 pts)

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

Degree of freedom of life rises slightly in September, trending upward for the second consecutive month

- 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 59.7 points, up 1.4 points since September. By gender, scores were up slightly for both males and females. By age group, scores for those aged 40–49 rose 4.4 points.

In free responses, comments such as “It’s easier to do things now than during the state of emergency,” and “I can do things if I take proper precautions” stand out

- Among those that gave comparatively high degree of freedom of life scores, many said they had been able to restart activities by taking proper precautions, with comments such as: “If I take proper precautions against infection, I am now mostly able to do what I could prior to the pandemic,” “I am eating out and traveling while taking precautions,” and “Compared to during the state of emergency, people are being careful about the coronavirus, and we are now able to live with it.”
- Among those that gave relatively low scores, too, comments about it being easier than during the state of emergency to go out, go shopping, and the like, abounded. However, we also received comments about work and income difficulties, and the comment “I am not permitted to work from home, so have to brave danger to go to work.”

■ Results by gender, age group and area

(Number of respondents)		Scores					Change			
		Jun. 2020 survey	Jul. 2020 survey	Aug. 2020 survey	Sep. 2020 survey	Oct. 2020 survey	Jun. → Jul.	Jul. → Aug.	Aug. → Sep.	Sep. → Oct.
		(Pts)	(Pts)	(Pts)	(Pts)	(Pts)	(Pts)	(Pts)	(Pts)	(Pts)
Overall	(1500)	57.0	61.4	54.3	58.3	59.7	+4.4	-7.1	+4.0	+1.4
Males	(755)	57.1	62.4	55.1	59.8	60.4	+5.3	-7.3	+4.7	+0.6
Females	(745)	56.9	60.4	53.6	56.8	58.9	+3.4	-6.8	+3.2	+2.2
20–29	(241)	57.7	62.0	49.6	56.7	56.6	+4.3	-12.3	+7.0	-0.1
30–39	(286)	56.6	60.2	53.6	57.8	59.0	+3.5	-6.6	+4.2	+1.2
40–49	(375)	56.1	60.2	54.4	57.6	62.0	+4.1	-5.8	+3.2	+4.4
50–59	(319)	56.9	61.9	55.8	59.7	59.1	+5.0	-6.1	+4.0	-0.6
60–69	(279)	58.3	63.2	57.5	59.6	60.7	+5.0	-5.7	+2.1	+1.1
Greater Tokyo (40 km radius)	(500)	55.0	59.7	53.7	57.2	59.0	+4.7	-6.0	+3.5	+1.8
Greater Nagoya (40 km radius)	(500)	57.5	61.4	54.6	57.2	60.7	+3.9	-6.8	+2.6	+3.5
Hanshin (30 km radius)	(500)	58.7	63.1	54.7	60.5	59.4	+4.5	-8.4	+5.8	-1.1

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)	45.3	34.3	20.5
Males	(755)	47.8	32.1	20.1
Females	(745)	42.7	36.5	20.8
20–29	(241)	39.8	34.9	25.3
30–39	(286)	44.1	34.6	21.3
40–49	(375)	49.1	32.8	18.1
50–59	(319)	45.1	34.2	20.7
60–69	(279)	46.2	35.5	18.3
Greater Tokyo (40 km radius)	(500)	43.2	36.4	20.4
Greater Nagoya (40 km radius)	(500)	46.4	34.0	19.6
Hanshin (30 km radius)	(500)	46.2	32.4	21.4

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

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

Degree of freedom of life	High (61 pts or higher)		
		Reason	Score / Respondent
High (61 pts or higher)	I feel I can be myself more than before the pandemic. I welcome the balanced contraction	100 pts	Male, 55 Saitama Pref.
	Because other than reduced travel and drinking party opportunities, my life is getting back to normal	90 pts	Female, 37 Osaka Pref.
	If I take proper precautions against infection, I am now mostly able to do what I could prior to the pandemic	80 pts	Male, 42 Aichi Pref.
	I am meeting people, eating out and traveling while taking proper precautions, but I still have a nagging sense of unease, so I took 20 points off	80 pts	Female, 53 Osaka Pref.
	It's a pain to not be able to travel internationally, etc., but remote work is working for me, so my ease of working has improved	80 pts	Male, 29 Kanagawa Pref.
Medium (41–60 pts)	I can go shopping, etc. in a mask now, so I give it 60 points	60 pts	Male, 69 Osaka Pref.
	Compared to during the state of emergency, people are taking care about preventing infection, so it feels like we can live with it now. I feel much more at ease now too. I still don't think it's appropriate to meet friends for a meal like I used to, but I definitely feel I'm able to get along with the coronavirus more than before	60 pts	Female, 53 Saitama Pref.
	I have been refraining from going out and meeting friends and the like, but when I went out because of an errand, there were about as many people out as there used to be, so things are getting back to normal compared to August, when I gave it around 30 points	60 pts	Female, 29 Tokyo
	Because even though things are getting back to normal, I can't get together with people in a big group	50 pts	Female, 41 Osaka Pref.
	Because it's easier to go out now, at least	50 pts	Male, 33 Aichi Pref.

Low (40 pts or lower)	The public eye is on you if you don't wear a mask at all times	40 pts	Male, 55 Osaka Pref.
	I gave 0 points during the state of emergency, but I'm able to travel now	40 pts	Male, 60 Kanagawa Pref.
	Because I can go out shopping and for walks now when I couldn't even leave the house during the state of emergency. But I'm still really scared, so I don't want to go into crowded shops and restaurants, and I haven't been to the nearby pleasure area even during the week when it is not crowded	30 pts	Female, 38 Aichi Pref.
	I'd like to work from home but I'm in a clerical position so I can't. People in career-track positions are working from home, so my work has increased, I need to brave danger to go into work, and I don't get paid extra for it	20 pts	Female, 46 Osaka Pref.
	Because I have less work and my income has dropped	15 pts	Male, 25 Chiba Pref.

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

Degree of anxiety and Degree of activity restriction items down across the board for the second month straight

- In Degree of anxiety, scores for all items were down for the second consecutive month. In particular, the drop in Feel anxious about the lack and uncertainty of information (61.5%, down 5.1 points) was notable. Scores for all Degree of activity restriction items were also down for the second month in a row. The decreases in Refrain from nonessential and nonurgent shopping (67.0%, down 7.4 pts), Refrain from eating out (69.3%, down 6.4 pts) and Refrain from nonessential and nonurgent trips (76.9%, down 5.6 pts), and Refrain from meeting friends and socializing (74.9%, down 5.2 pts) stood out.

In Degree of behavioral change, the level of consistently taking precautions against infection remains high, while scores for items related to refraining from going out are down and scores for items related to going out up

- The score for Consistently wear a mask, wash my hands and take other precautions against infection continued to be high, at 91.5% (down 1.3 points).
- Scores for Refrain from going out and use net shopping and food delivery services instead (37.5%, down 6.6 pts) and Refrain from going out and enjoy pastimes I can do at home (64.3%, down 5.7 pts) dropped, while that for Enjoy leisure activities outdoors where people don't gather (43.2%, up 4.3 pts), was up. This suggests that refraining from going out is declining.

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

		(%)					(Pts)			
		Scores					Change			
		Jun. survey	Jul. survey	Aug. survey	Sep. survey	Oct. survey	Jun. → Jul.	Jul. → Aug.	Aug. → Sep.	Sep. → Oct.
Degree of activity restriction	Agree + Somewhat agree									
	Feel anxious about the economy stalling	83.0	83.1	83.9	81.1	77.2	+0.1	+0.8	-2.8	-3.9
	Feel anxious about the government's response	77.4	76.4	82.9	73.1	69.2	-1.0	+6.5	-9.8	-3.9
	Feel anxious about the situation abroad	74.7	75.2	76.3	71.0	68.4	+0.5	+1.1	-5.3	-2.6
	Feel anxious about my and my family's health	67.9	70.7	74.9	69.3	67.1	+2.8	+4.2	-5.6	-2.2
	Feel anxious about the lack and uncertainty of information	67.9	67.6	72.7	66.6	61.5	-0.3	+5.1	-6.1	-5.1
	Feel anxious about my and my family's jobs and income	61.9	61.9	65.2	61.1	60.5	±0.0	+3.3	-4.1	-0.6
Feel anxious about changes in my interpersonal relationships	44.7	43.5	47.2	47.0	45.3	-1.2	+3.7	-0.2	-1.7	
Degree of activity restriction	Refrain from travel and leisure activities	88.8	84.2	87.7	83.5	78.7	-4.6	+3.5	-4.2	-4.8
	Refrain from shaking hands, hugging and otherwise touching others	82.0	79.3	84.5	80.6	77.9	-2.7	+5.2	-3.9	-2.7
	Refrain from taking nonessential and nonurgent trips	88.9	83.0	88.8	82.5	76.9	-5.9	+5.8	-6.3	-5.6
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	85.4	81.3	83.8	79.8	76.1	-4.1	+2.5	-4.0	-3.7
	Refrain from meeting friends and socializing	84.5	78.3	84.5	80.1	74.9	-6.2	+6.2	-4.4	-5.2
	Refrain from eating out	83.8	74.8	79.3	75.7	69.3	-9.0	+4.5	-3.6	-6.4
	Refrain from nonessential and nonurgent shopping	83.6	76.6	80.5	74.4	67.0	-7.0	+3.9	-6.1	-7.4

Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	93.2	91.7	93.6	92.8	91.5	-1.5	+1.9	-0.8	-1.3
	Make sure to get sufficient exercise, nutrition and sleep	77.0	74.5	78.0	75.0	75.1	-2.5	+3.5	-3.0	+0.1
	Keep a stock of anti-infection products and everyday necessities	67.3	66.8	69.7	68.3	66.7	-0.5	+2.9	-1.4	-1.6
	Refrain from going out and enjoy pastimes I can do at home	77.3	71.1	73.1	70.0	64.3	-6.2	+2.0	-3.1	-5.7
	Use cashless payment options as much as possible	62.6	63.3	64.3	63.2	60.0	+0.7	+1.0	-1.1	-3.2
	I'm at home more, so I cook myself as much as possible	59.9	57.1	58.2	55.0	55.1	-2.8	+1.1	-3.2	+0.1
	Avoid using public transport and drive to places instead	52.8	50.3	53.1	50.3	47.9	-2.5	+2.8	-2.8	-2.4
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	48.4	47.7	49.8	47.7	47.0	-0.7	+2.1	-2.1	-0.7
	Enjoy leisure activities outdoors where people don't gather	38.9	40.2	37.7	38.9	43.2	+1.3	-2.5	+1.2	+4.3
	I'm home more, so I'm using video, music and other streaming services	46.5	47.3	47.3	45.1	43.2	+0.8	±0.0	-2.2	-1.9
	I'm home more, so I'm doing exercises I can do at home	52.1	48.9	47.0	44.8	42.4	-3.2	-1.9	-2.2	-2.4
	I exercise outside where people don't gather	43.3	41.9	38.9	37.7	39.9	-1.4	-3.0	-1.2	+2.2
	Refrain from going out and use net shopping and food delivery services instead	51.1	45.9	48.7	44.1	37.5	-5.2	+2.8	-4.6	-6.6
	I'm home more, so I'm reading and posting on social media	40.5	36.2	40.1	37.5	37.5	-4.3	+3.9	-2.6	±0.0
	Commute to work/school during off-peak hours as much as possible	42.5	37.6	41.7	35.1	36.7	-4.9	+4.1	-6.6	+1.6
	Started/Am considering getting a side job because my income has dropped or looks likely to drop	26.8	25.3	29.5	26.3	28.5	-1.5	+4.2	-3.2	+2.2
	I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	26.9	28.0	29.3	28.0	27.1	+1.1	+1.3	-1.3	-0.9
	Telework (work from home) as much as possible [Those with jobs*]	36.7	30.0	34.6	28.7	26.5	-6.7	+4.6	-5.9	-2.2
	I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	31.5	27.7	27.8	25.6	24.3	-3.8	+0.1	-2.2	-1.3
	I'm putting the money I can't spend outside toward buying slightly better things	22.7	22.8	24.8	25.7	24.1	+0.1	+2.0	+0.9	-1.6
	I'm home more, so I'm investing	21.9	21.6	22.8	21.1	21.6	-0.3	+1.2	-1.7	+0.5
	Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	22.3	22.4	23.3	21.8	21.5	+0.1	+0.9	-1.5	-0.3
	I'm home more, so I'm buying things on flea market apps and net auctions	20.3	22.3	21.7	20.7	21.3	+2.0	-0.6	-1.0	+0.6
	I'm home more, so I'm posting and selling things on flea market apps and net auctions	21.1	21.8	21.7	21.2	21.1	+0.7	-0.1	-0.5	-0.1
	I'm supporting businesses and organizations that are not able to operate as normal	20.3	18.3	18.9	19.0	17.3	-2.0	+0.6	+0.1	-1.7
	I'm home more, so I'm studying online	18.6	17.9	18.7	17.5	15.6	-0.7	+0.8	-1.2	-1.9
	I'm home more, so I'm participating in online drinking parties and dinners	21.3	19.3	18.9	17.8	15.5	-2.0	-0.4	-1.1	-2.3

*Those with jobs: June n=1,052; July n=1,055; August n=1,022; September n=1,072; October n=1,041

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 nearly all Degree of anxiety and Degree of activity restriction items higher for females than males. Concerns about health more pronounced among females, and females also tend to restrict their behavior

- In Degree of anxiety, a large difference in scores for males and females of 13.4 points stood out in Feel anxious about my and my family's health (73.8% for females, 60.4% for males).
- In Degree of activity restriction, in Refrain from taking nonessential and nonurgent trips, there was a 13.2-point difference between females, 83.5%, and males, 70.3%. In Refrain from experiential entertainment, the difference was 11.4 points, with females at 81.9% and males at 70.5%. The difference in Refrain from meeting friends and socializing was 10.4 points, with females at 80.1% and males at 69.7%. In Refrain from travel and leisure activities, the difference was 10.2 points with females at 83.8% and males at 73.6%. The trend toward females being more concerned about their health and restricting their activities continues.

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

- Items related to use of the internet returned large differences in scores between age groups, including I'm home more, so I'm reading and posting on social media (20–29: 68.0%; 60–69: 17.2%, a difference of 50.8 points). There were also large differences between the 20–29 and 60–69 age groups in Started/Am considering a side job (a difference of 30.8 points), Started/Am considering getting a job, changing jobs or starting a business (24.0 points), and other items related to work.
- By area, there were differences again this month in Avoid using public transport and drive to places instead, Commute to work/school during off-peak hours, and Telework as much as possible. Additionally, in this survey high scores were notable for Greater Tokyo in Refrain from going out and use net shopping and food delivery services instead, Refrain from going out and enjoy pastimes I can do at home, and I'm at home more, so I cook myself 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)		(1500)	(755)	(745)	(241)	(286)	(375)	(319)	(279)	(500)	(500)	(500)
Degree of anxiety	Feel anxious about the economy stalling	77.2	76.3	78.1	71.4	74.1	78.9	82.1	77.4	78.8	77.8	75.0
	Feel anxious about the government's response	69.2	65.8	72.6	66.4	66.4	68.0	74.6	69.9	71.6	70.8	65.2
	Feel anxious about the situation abroad	68.4	67.2	69.7	60.2	64.0	69.1	74.3	72.4	71.6	68.2	65.4
	Feel anxious about my and my family's health	67.1	60.4	73.8	69.3	64.3	66.1	71.8	63.8	67.2	67.4	66.6
	Feel anxious about the lack and uncertainty of information	61.5	58.7	64.3	61.8	62.9	61.1	59.6	62.4	63.6	63.8	57.0
	Feel anxious about my and my family's jobs and income	60.5	61.1	60.0	69.3	64.3	60.5	63.9	45.2	63.0	61.2	57.4
	Feel anxious about changes in my interpersonal relationships	45.3	43.7	46.8	54.4	46.2	43.5	42.9	41.6	46.8	45.8	43.2
Degree of activity restriction	Refrain from travel and leisure activities	78.7	73.6	83.8	74.7	77.6	78.7	80.6	81.0	84.8	78.0	73.2
	Refrain from shaking hands, hugging and otherwise touching others	77.9	73.1	82.7	72.2	76.6	76.5	80.3	83.2	80.8	76.2	76.6
	Refrain from taking nonessential and nonurgent trips	76.9	70.3	83.5	72.2	71.0	75.7	79.9	84.9	80.8	79.4	70.4
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	76.1	70.5	81.9	75.5	78.0	74.7	74.9	78.1	81.0	77.2	70.2
	Refrain from meeting friends and socializing	74.9	69.7	80.1	63.5	74.8	75.2	77.7	81.0	79.6	75.6	69.4
	Refrain from eating out	69.3	64.6	74.0	60.2	67.1	67.7	74.3	75.6	75.2	69.6	63.0
	Refrain from nonessential and nonurgent shopping	67.0	62.4	71.7	63.9	62.9	64.3	70.5	73.5	70.0	70.6	60.4

Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	91.5	86.5	96.6	88.8	90.6	90.1	93.1	95.0	93.0	91.8	89.8
	Make sure to get sufficient exercise, nutrition and sleep	75.1	72.6	77.7	73.0	74.1	73.6	77.1	77.8	74.6	78.0	72.8
	Keep a stock of anti-infection products and everyday necessities	66.7	60.3	73.2	59.8	62.9	66.7	74.0	68.1	70.2	65.0	64.8
	Refrain from going out and enjoy pastimes I can do at home	64.3	59.6	69.0	69.7	62.9	62.4	64.6	63.1	71.0	65.4	56.4
	Use cashless payment options as much as possible	60.0	59.9	60.1	58.1	60.8	54.1	61.8	66.7	66.8	56.8	56.4
	I'm at home more, so I cook myself as much as possible	55.1	41.1	69.3	53.1	56.6	52.5	54.2	59.5	61.8	54.0	49.4
	Avoid using public transport and drive to places instead	47.9	46.0	49.9	42.3	45.1	48.3	53.6	48.7	40.6	61.8	41.4
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	47.0	46.9	47.1	66.0	56.3	46.9	39.2	30.1	46.2	47.6	47.2
	Enjoy leisure activities outdoors where people don't gather	43.2	41.9	44.6	53.5	47.2	42.9	37.6	36.9	40.2	48.0	41.4
	I'm home more, so I'm using video, music and other streaming services	43.2	46.9	39.5	65.1	50.7	39.2	35.7	30.5	48.2	40.2	41.2
	I'm home more, so I'm doing exercises I can do at home	42.4	39.9	45.0	51.9	42.0	39.5	38.9	42.7	45.6	41.6	40.0
	I exercise outside where people don't gather	39.9	44.0	35.8	45.2	37.4	38.9	36.4	43.4	40.6	40.2	39.0
	Refrain from going out and use net shopping and food delivery services instead	37.5	36.8	38.3	47.7	37.1	33.6	37.3	34.8	46.0	35.4	31.2
	I'm home more, so I'm reading and posting on social media	37.5	31.5	43.6	68.0	46.5	32.3	30.4	17.2	40.0	36.2	36.4
	Commute to work/school during off-peak hours as much as possible	36.7	39.5	34.0	41.9	33.9	37.6	39.5	30.8	43.6	32.6	34.0
	Started/Am considering getting a side job because my income has dropped or looks likely to drop	28.5	30.6	26.3	47.3	32.2	28.3	21.6	16.5	30.2	27.6	27.6
	I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	27.1	27.5	26.7	39.0	30.4	28.0	20.7	19.7	29.2	26.6	25.6
	Telework (work from home) as much as possible [Those with jobs*]	26.5	30.6	20.4	27.1	26.9	24.7	28.3	25.9	36.5	21.0	22.1
	I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	24.3	22.1	26.4	30.3	21.0	22.4	22.6	26.9	25.4	24.4	23.0
	I'm putting the money I can't spend outside toward buying slightly better things	24.1	23.3	24.8	33.6	19.6	24.3	19.4	25.4	26.0	23.2	23.0
	I'm home more, so I'm investing	21.6	27.8	15.3	33.6	25.2	20.8	17.2	13.6	22.8	22.2	19.8
	Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	21.5	25.3	17.6	37.3	20.3	21.6	17.6	13.3	22.4	20.0	22.0
	I'm home more, so I'm buying things on flea market apps and net auctions	21.3	22.1	20.4	31.5	22.4	21.1	21.0	11.8	22.0	21.6	20.2
	I'm home more, so I'm posting and selling things on flea market apps and net auctions	21.1	20.5	21.6	32.4	30.4	20.8	15.0	9.0	20.6	18.8	23.8
	I'm supporting businesses and organizations that are not able to operate as normal	17.3	17.4	17.3	22.0	13.3	17.9	17.6	16.5	19.4	16.2	16.4
I'm home more, so I'm studying online	15.6	19.2	11.9	30.7	14.0	15.7	12.9	7.2	18.6	13.4	14.8	
I'm home more, so I'm participating in online drinking parties and dinners	15.5	17.2	13.8	30.3	17.1	14.7	10.3	8.2	17.0	14.2	15.4	

*Those with jobs: n=1,041

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 people want to loosen restrictions on their activities, but continue precautions against 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 by COVID-19 have subsided, besides Refrain from nonessential and nonurgent shopping, which was down slightly (down 2.8 points), most other Activity restriction intention items remained around the same as last month.
- Behavioral change intentions scores were also basically unchanged since last month.
- Scores for infection precaution-related items remain high, including Consistently wear a mask, wash my hands and take other precautions against infection (83.2%, no change), Make sure to get sufficient exercise, nutrition and sleep (83.0%, down 1.0 point) and Keep a stock of anti-infection products and everyday necessities (69.9%, down 1.1 points).

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

		(%)					(Pts)			
		Scores					Change			
		Jun. survey	Jul. survey	Aug. survey	Sep. survey	Oct. survey	Jun. → Jul.	Jul. → Aug.	Aug. → Sep.	Sep. → Oct.
Think I will + Think I will sometimes										
Activity restriction intentions	Refrain from shaking hands, hugging and otherwise touching others	72.4	69.1	69.9	64.6	66.3	-3.3	+0.8	-5.3	+1.7
	Refrain from taking nonessential and nonurgent trips	71.1	65.1	64.9	59.8	58.2	-6.0	-0.2	-5.1	-1.6
	Refrain from nonessential and nonurgent shopping	69.2	63.5	63.7	57.9	55.1	-5.7	+0.2	-5.8	-2.8
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	64.5	62.7	61.7	54.3	54.9	-1.8	-1.0	-7.4	+0.6
	Refrain from travel and leisure activities	63.6	59.9	59.5	52.0	52.3	-3.7	-0.4	-7.5	+0.3
	Refrain from meeting friends and socializing	62.3	56.7	58.6	51.6	51.1	-5.6	+1.9	-7.0	-0.5
	Refrain from eating out	62.0	56.9	57.9	49.9	50.9	-5.1	+1.0	-8.0	+1.0
Behavioral change intentions	Consistently wear a mask, wash my hands and take other precautions against infection	85.8	85.0	84.3	83.2	83.2	-0.8	-0.7	-1.1	±0.0
	Make sure to get sufficient exercise, nutrition and sleep	83.1	83.7	84.1	84.0	83.0	+0.6	+0.4	-0.1	-1.0
	Keep a stock of anti-infection products and everyday necessities	72.3	73.0	73.1	71.0	69.9	+0.7	+0.1	-2.1	-1.1
	Use cashless payment options as much as possible	66.3	67.7	66.4	65.6	64.3	+1.4	-1.3	-0.8	-1.3
	Cook myself as much as possible	64.4	65.0	63.6	61.7	62.0	+0.6	-1.4	-1.9	+0.3
	Refrain from going out and enjoy pastimes I can do at home	63.9	61.3	60.7	56.6	56.5	-2.6	-0.6	-4.1	-0.1
	Enjoy leisure activities outdoors where people don't gather	53.1	52.2	51.2	51.7	51.7	-0.9	-1.0	+0.5	±0.0
	Do exercises I can do at home	55.3	54.8	53.7	51.7	50.7	-0.5	-1.1	-2.0	-1.0

Exercise outside where people don't gather	50.2	48.2	46.2	46.8	47.3	-2.0	-2.0	+0.6	+0.5
Avoid public transport and drive to places instead	50.1	48.8	50.3	47.1	46.7	-1.3	+1.5	-3.2	-0.4
Use video, music and other streaming services	48.7	49.3	48.6	48.7	46.7	+0.6	-0.7	+0.1	-2.0
Play video games on my smartphone, computer, etc.	47.8	48.3	49.5	46.5	46.0	+0.5	+1.2	-3.0	-0.5
Read and post on social media	48.0	44.4	47.3	44.7	46.0	-3.6	+2.9	-2.6	+1.3
Refrain from going out and use net shopping and food delivery services instead	47.1	44.3	47.7	42.7	42.4	-2.8	+3.4	-5.0	-0.3
Commute to work/school during off-peak hours as much as possible	42.8	40.3	41.9	39.4	37.7	-2.5	+1.6	-2.5	-1.7
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	36.5	36.2	38.9	36.3	35.8	-0.3	+2.7	-2.6	-0.5
Make things by hand (handcrafts, home improvements, DIY, etc.)	36.5	34.9	35.7	32.5	31.3	-1.6	+0.8	-3.2	-1.2
Put the money I can't spend outside toward buying slightly better things	28.6	28.3	31.7	29.6	30.6	-0.3	+3.4	-2.1	+1.0
Start/Consider a second job	29.5	29.0	32.4	29.4	30.5	-0.5	+3.4	-3.0	+1.1
Invest	29.4	31.1	32.4	30.2	30.1	+1.7	+1.3	-2.2	-0.1
Telework (work from home) as much as possible [Those with jobs*]	32.7	32.2	34.5	28.7	27.7	-0.5	+2.3	-5.8	-1.0
Buy things on flea market apps and net auctions	25.5	27.1	25.7	26.8	26.5	+1.6	-1.4	+1.1	-0.3
Post and sell things on flea market apps and net auctions	25.7	25.5	26.4	26.2	25.7	-0.2	+0.9	-0.2	-0.5
Start/Consider getting a job, changing jobs or starting a business	24.5	25.1	27.3	25.3	25.3	+0.6	+2.2	-2.0	±0.0
Support businesses and organizations	25.5	24.9	24.5	23.1	22.8	-0.6	-0.4	-1.4	-0.3
Study online	24.5	24.3	24.6	24.1	22.3	-0.2	+0.3	-0.5	-1.8
Participate in online drinking parties and dinners	21.2	19.4	20.1	19.4	17.6	-1.8	+0.7	-0.7	-1.8

*Those with jobs: June n=1,052; July n=1,055; August n=1,022; September n=1,072; October n=1,041

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 and 30–39 cohorts stood 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, low scores in the 20–29 cohort have been noticeable thus far, however, this time low scores in Activity restriction intentions for the 30–39 age group compared to the 40s–60s cohorts were noticeable, too.

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, by area, the differences in scores were small for many items.
- In Telework as much as possible, the scores were 37.4% in Greater Tokyo, 19.9% in Greater Nagoya, and 26.1% in the Hanshin area. Scores for Commute to work/school during off-peak hours as much as possible were 45.6% for Greater Tokyo, compared to 31.6% for Greater Nagoya and 35.8% for the Hanshin area, with Greater Tokyo returning the higher score. Conversely, scores for Avoid using public transport and drive to places instead were low in Greater Tokyo (40.2%) and the Hanshin area (41.0%) and high in Greater Nagoya (59.0%).

■ Results by gender, age group and area

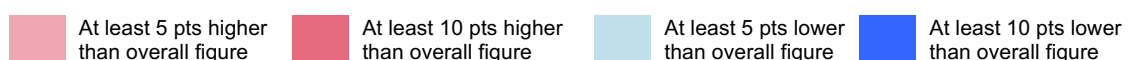
(%)

		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)
Activity restriction intentions	Refrain from shaking hands, hugging and otherwise touching others	66.3	61.1	71.5	56.0	62.2	65.3	72.1	73.8	69.6	63.0	66.2
	Refrain from taking nonessential and nonurgent trips	58.2	54.4	62.0	51.0	47.6	59.7	65.2	65.2	60.0	56.2	58.4
	Refrain from nonessential and nonurgent shopping	55.1	51.5	58.8	49.0	46.9	57.3	59.6	60.9	58.4	53.2	53.8
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	54.9	51.9	58.0	51.0	46.5	57.1	59.2	59.1	57.0	52.0	55.8
	Refrain from travel and leisure activities	52.3	49.1	55.4	44.4	44.4	55.7	56.7	57.3	54.8	49.0	53.0
	Refrain from meeting friends and socializing	51.1	48.2	54.0	44.0	43.0	53.9	55.8	56.3	53.4	48.0	51.8
	Refrain from eating out	50.9	47.7	54.2	43.2	43.7	54.4	54.2	56.6	53.4	48.6	50.8

Think I will + Think I will sometimes
(Number of respondents)

Behavioral change intentions	Consistently wear a mask, wash my hands and take other precautions against infection	83.2	78.7	87.8	78.0	82.5	84.5	85.0	84.6	83.6	83.2	82.8
	Make sure to get sufficient exercise, nutrition and sleep	83.0	79.3	86.7	79.3	81.5	81.9	85.6	86.4	83.0	82.4	83.6
	Keep a stock of anti-infection products and everyday necessities	69.9	62.0	78.0	66.0	67.1	70.7	74.6	69.9	73.4	69.6	66.8
	Use cashless payment options as much as possible	64.3	61.3	67.4	58.5	65.7	62.7	65.2	69.2	67.8	63.4	61.8
	Cook myself as much as possible	62.0	44.0	80.3	56.4	61.9	63.7	63.0	63.4	65.6	61.6	58.8
	Refrain from going out and enjoy pastimes I can do at home	56.5	50.2	62.8	63.9	57.3	54.4	57.1	51.3	58.6	56.6	54.2
	Enjoy leisure activities outdoors where people don't gather	51.7	48.5	54.9	54.8	47.2	52.8	49.8	54.1	49.2	55.0	50.8
	Do exercises I can do at home	50.7	45.8	55.7	58.5	50.7	49.3	49.8	47.0	51.4	49.0	51.8
	Exercise outside where people don't gather	47.3	47.0	47.5	51.9	47.2	48.5	42.3	47.3	46.4	47.8	47.6
	Avoid public transport and drive to places instead	46.7	44.5	49.0	44.8	41.3	48.8	50.2	47.3	40.2	59.0	41.0
	Use video, music and other streaming services	46.7	50.1	43.4	67.2	53.1	45.9	41.7	29.4	51.6	42.4	46.2
	Play video games on my smartphone, computer, etc.	46.0	44.2	47.8	68.0	53.5	46.4	39.5	26.2	42.6	47.8	47.6
	Read and post on social media	46.0	40.5	51.5	71.4	58.7	42.7	39.2	23.3	46.2	43.4	48.4
	Refrain from going out and use net shopping and food delivery services instead	42.4	38.5	46.3	51.9	41.6	40.8	43.3	36.2	46.0	40.4	40.8
	Commute to work/school during off-peak hours as much as possible	37.7	37.6	37.7	40.7	32.9	37.3	39.5	38.4	45.6	31.6	35.8
	Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	35.8	34.3	37.3	42.3	41.6	37.9	32.3	25.4	39.6	33.0	34.8
	Make things by hand (handcrafts, home improvements, DIY, etc.)	31.3	27.0	35.7	35.3	28.3	31.5	28.5	34.1	32.2	31.2	30.6
	Put the money I can't spend outside toward buying slightly better things	30.6	28.2	33.0	35.3	28.3	32.5	27.9	29.4	32.4	28.8	30.6
	Start/Consider a second job	30.5	32.3	28.6	47.7	37.8	32.8	21.3	15.4	34.4	28.0	29.0
	Invest	30.1	37.2	22.8	39.0	35.3	30.7	26.3	20.4	32.0	27.8	30.4
	Telework (work from home) as much as possible [Those with jobs*]	27.7	30.7	23.1	34.3	29.1	25.8	24.8	25.9	37.4	19.9	26.1
	Buy things on flea market apps and net auctions	26.5	26.8	26.3	36.5	31.5	26.4	23.2	16.8	26.2	25.0	28.4
	Post and sell things on flea market apps and net auctions	25.7	24.1	27.4	36.5	34.6	27.5	18.8	12.9	26.0	22.4	28.8
	Start/Consider getting a job, changing jobs or starting a business	25.3	27.7	23.0	43.2	27.6	26.9	20.1	11.5	27.0	21.8	27.2
Support businesses and organizations	22.8	20.5	25.1	26.6	17.5	22.9	25.7	21.5	24.8	20.8	22.8	
Study online	22.3	24.5	20.1	31.1	25.5	26.1	16.6	12.9	26.0	17.4	23.6	
Participate in online drinking parties and dinners	17.6	19.2	16.0	29.9	22.7	16.8	11.9	9.3	18.0	17.0	17.8	

*Those with jobs: n=1,041



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: October 1 (Thu)–5 (Mon), 2020
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)
- 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

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

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

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

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

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

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

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

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