

February 19, 2021

Eleventh Survey of *Sei-katsu-sha* Concerning COVID-19 (February 2021)

Degree of freedom of life is 54.9 points in February 2021

Drops for the third consecutive month

Activity restriction also strengthens for the third month in a row

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., in February 2021 conducted its eleventh "Survey of *Sei-katsu-sha* Concerning COVID-19" to understand *sei-katsu-sha*'s attitudes and behaviors during the coronavirus. The survey was conducted February 1–3, 2021 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.

On January 7, another state of emergency was called in Tokyo and three adjoining prefectures, Kanagawa, Saitama and Chiba (extending to cover an additional seven prefectures on January 13), with restaurants and bars requested to further shorten their business hours, among other measures, as patients with severe symptoms continued to increase. The survey was conducted against this background, and as the media each day reported the huge strain the medical system was under, and discussions about extending the state of emergency in the lead up to the decision to extend it (until March 7) on February 2.

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 54.9 points, down 1.4 points since January. This was the third month in a row that the rating dropped.

While scores for Degree of anxiety as a result of the spread of the coronavirus did not change much since last month, scores for Degree of activity restriction were up across the board for the third consecutive month. In particular, the increase for Refrain from eating out (82.4%, up 6.7 points) was noticeable, followed by Refrain from travel and leisure activities (90.5%, up 3.8 points), Refrain from experiential entertainment (84.9%, up 3.6 points) and Refrain from meeting friends and socializing (85.4%, up 3.3 points).

In Degree of behavioral change, Telework as much as possible (those with jobs) (35.0%, up 7.4 points) rose significantly. Adjustment of commuting patterns stood out, with Commute to work/school during off-peak hours as much as possible (40.6%, up 3.9 points) also rising. Items related to behaviors inside the home also rose, including I'm home more, so I cook myself as much as possible (60.7%, up 4.4 points), I'm home more, so I'm doing exercises I can do at home (47.3%, up 3.4 points) and I'm home more, so I'm studying online (19.5%, up 2.9 points).

Sei-katsu-sha's attitudes and behaviors had been shifting from outside to inside since November, and this trend seems to be strengthening, particularly regarding behaviors.

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

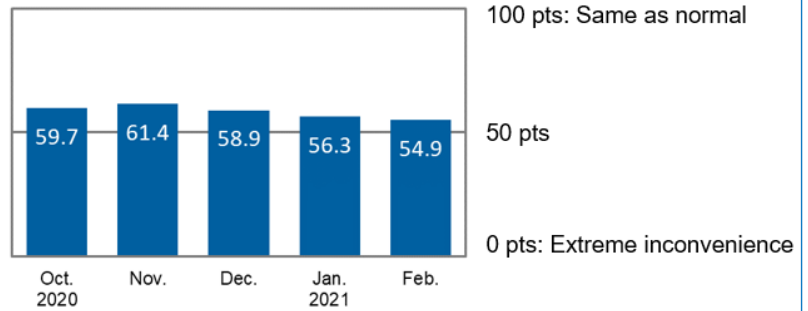
Freedom of life under the influence of COVID-19

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:

54.9 pts

Down 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 government's response	81.4% (+0.1 pts)
Feel anxious about my and my family's health	73.4% (-0.6 pts)
Feel anxious about the lack and uncertainty of information	69.9% (-2.4 pts)

Degree of activity restriction

Refrain from eating out	82.4% (+6.7 pts)
Refrain from travel and leisure activities	90.5% (+3.8 pts)
Refrain from experiential entertainment	84.9% (+3.6 pts)
Refrain from meeting friends and socializing	85.4% (+3.3 pts)

Degree of behavioral change

Telework (work from home) as much as possible [Those with jobs*]	35.0% (+7.4 pts)
I'm at home more, so I cook myself as much as possible	60.7% (+4.4 pts)
Commute to work/school during off-peak hours as much as possible	40.6% (+3.9 pts)
I'm home more, so I'm doing exercises I can do at home	47.3% (+3.4 pts)
I'm home more, so I'm studying online	19.5% (+2.9 pts)

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

Degree of freedom of life score drops for the third consecutive month

- Scores are down in every age group and area cohort, except gender and the 60–69 cohort. By age group, scores dropped significantly among those aged 50–59 and, by area, they did so in Greater Nagoya.

In free responses, comments ranged from behavior being calmer than last spring to fears about inconveniences and effects becoming protracted, and dissatisfaction with those not following the rules and with the government

- Among those who gave comparatively high Degree of freedom of life scores, comments included: “I don’t like going out generally, so things the same as usual,” “Compared to the first state of emergency, there’s no frenzied atmosphere and we’re used to things, so it’s calmer,” and “There are restrictions, but I’m getting through it while preventing infections.” There were also positive comments about changes, including “The trains are less crowded than before,” and “The process of digitalization has been given a shot in the arm.”
- Among those who gave mid-level Degree of freedom of life scores, comments mentioned inconveniences, such as, “More of my time is inconvenienced,” “I can’t travel,” “Shops, etc. close earlier,” and dissatisfaction with people not following the rules and with the government’s response. There were also comments like, “There’s no night that dawn doesn’t follow,” and “I’m saving money, so I look forward to traveling later even more.” From people who gave low Degree of freedom of life scores, comments covered severe impacts on studies, work and incomes; dissatisfaction at being unable to do things when they wanted to do them due to the ongoing impact of the pandemic; and disgruntlement with people not refraining from going out and with the government.

■ Results by gender, age group and area

(Number of respondents)		Scores					Change				(pts)
		Oct. 2020 survey	Nov. 2020 survey	Dec. 2020 survey	Jan. 2021 survey	Feb. 2021 survey	Oct. → Nov.	Nov. → Dec.	Dec. → Jan.	Jan. → Feb.	
Overall	(1500)	59.7	61.4	58.9	56.3	54.9	+1.7	-2.5	-2.6	-1.4	
Males	(755)	60.4	62.2	61.4	57.1	55.9	+1.7	-0.8	-4.2	-1.2	
Females	(745)	58.9	60.7	56.5	55.6	53.9	+1.7	-4.2	-0.9	-1.6	
20–29	(241)	56.6	59.4	55.2	54.5	51.9	+2.9	-4.2	-0.8	-2.6	
30–39	(286)	59.0	61.0	58.6	56.1	56.1	+2.0	-2.4	-2.5	-0.1	
40–49	(375)	62.0	61.4	61.3	55.6	54.4	-0.6	-0.1	-5.7	-1.2	
50–59	(319)	59.1	61.4	58.1	57.6	53.6	+2.3	-3.3	-0.5	-3.9	
60–69	(279)	60.7	63.6	60.3	57.8	58.4	+3.0	-3.4	-2.5	+0.6	
Greater Tokyo (40 km radius)	(500)	59.0	59.7	59.5	56.9	55.7	+0.7	-0.2	-2.6	-1.2	
Greater Nagoya (40 km radius)	(500)	60.7	61.5	59.0	57.1	54.1	+0.9	-2.5	-1.9	-3.0	
Hanshin (30 km radius)	(500)	59.4	63.1	58.3	55.1	54.9	+3.7	-4.8	-3.2	-0.1	

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)	36.9	35.7	27.3
Males	(755)	38.9	35.5	25.6
Females	(745)	34.9	36.0	29.1
20–29	(241)	33.6	33.2	33.2
30–39	(286)	40.9	32.9	26.2
40–49	(375)	37.3	34.7	28.0
50–59	(319)	32.6	39.5	27.9
60–69	(279)	40.1	38.0	21.9
Greater Tokyo (40 km radius)	(500)	39.2	32.4	28.4
Greater Nagoya (40 km radius)	(500)	34.8	38.4	26.8
Hanshin (30 km radius)	(500)	36.8	36.4	26.8

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)	I don't like going out or traveling generally, so things are exactly the same as usual. If anything, I'm only unhappy that masks are more expensive than they used to be. When I have to take a train for a hospital appointment or the like, it is less crowded than before, so on balance, there's no difference.	100 pts	Female, 61, Osaka Pref.
		During the first state of emergency, supermarkets and drugstores were in a frenzy and I experienced some unpleasantness, but we're used to things now and the atmosphere is calmer, so I hardly feel any inconvenience at all.	80 pts	Female, 48, Chiba Pref.
		There are some restrictions, but in so far as it's not a lockdown or restrictions on going out, I'm getting through it within those boundaries while preventing infections.	70 pts	Male, 46, Aichi Pref.
		There are some inconveniences, but convenient services that have been overlooked until now are being seen in a new light. The process of digitalization, which I thought would take longer, has been given a shot in the arm, and I feel positive because a more convenient future lies ahead. The longer the pandemic wears on, the more convenient things will get, and low-quality services will be weeded out, so it's not all bad.	70 pts	Male, 28, Saitama Pref.
		During last year's state of emergency, libraries and my favorite shops were closed and there were no sales, which was inconvenient and on top of that, my expenses increased. But this time, although there are some restrictions, like shops closing earlier and restrictions like having to wear masks, those things have started again. It is a pity that free food sampling, which I was looking forward to, has been stopped. Some things are more expensive and harder to get than before the pandemic (alcohol-based disinfectants, in particular).	65 pts	Female, 48, Osaka Pref.

	Medium (41–60 pts)	Life is really tough. Much more of my time is inconvenienced, but I want to keep going without losing hope. There's no night that dawn doesn't follow.	60 pts	Male, 69, Tokyo
		I go out less often and can't travel, which is a shame, but I'm saving money. I look forward to traveling later even more.	60 pts	Female, 28, Nara Pref.
		I know that we can reduce the risk of infection to a degree by taking measures, so I don't feel much inconvenience when shopping locally, etc., but it's hard to not be able to meet friends and acquaintances, thinking what if I gave it to or caught it from one of them.	50 pts	Male, 46, Saitama Pref.
		In terms of my job, I'm commuting to work as normal so nothing has changed, but in my personal life, shops, etc. close early and I feel reluctant to pick up products to check them out.	50 pts	Female, 41, Aichi Pref.
		We can't travel and I worry about the economy stagnating. But when I see people not following the rules and what the government is doing, I get extremely annoyed at how impervious they seem to be to frustrations like that.	50 pts	Female, 40, Hyogo Pref.
	Low (40 pts or lower)	I haven't been able to do any of the things I wanted to do or to get ahead of in my precious early thirties.	40 pts	Female, 30, Hyogo Pref.
		Not being able to go out freely is the biggest thing. You don't know where you might get infected, so it's a battle with fear. Also, despite restricting going out to avoid becoming infected or spreading it myself, I get irritated at people out and about and eating out without a care in the world.	20 pts	Female, 34, Osaka Pref.
		I think that college students probably feel the most inconvenienced at the moment. Despite it being the freest times of our lives, universities, unlike elementary and junior and high schools, are not open yet. I can't participate in club activities, either. I am also unable to work like people with careers can. Only universities are unable to do their normal work. I feel inconvenienced by this discrepancy.	10 pts	Male, 21, Kanagawa Pref.
		Wearing a mask and what not is a pain. I'm mad that governments are restricting lots of things but not following the rules themselves.	0 pts	Male, 48, Aichi Pref.
		I have a chronic illness and was relying on my parents, but they've now lost their jobs. My household income has crashed but my high medical expenses haven't gone down, so just living costs a lot. It's not like the government will help, and when I watch the news, the politicians only say things that make me even more worried. I have a chronic illness, but there is no support available to me. I don't know how I'm supposed to live in this country.	0 pts	Female, 34, Saitama Pref.

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

There are no significant changes in Degree of anxiety since last month. In Degree of activity restriction, scores are up across the board for the third month in a row

- In Degree of anxiety, scores dropped in five of the seven items, and rose in the other two, but the changes were small and none were significant. The largest drop was in Feel anxious about the lack and uncertainty of information, 69.9%, down 2.4 points, and the largest increase was in Feel anxious about changes in my interpersonal relationships, 48.8%, up 1.0 point.
- In Degree of activity restriction, scores increased across the board for the third consecutive month. The largest increase was in Refrain from eating out (82.4%, up 6.7 points). This was followed by Refrain from travel and leisure activities (90.5%, up 3.8 points), Refrain from experiential entertainment (84.9%, up 3.6 points) and Refrain from meeting friends and socializing (85.4%, up 3.3 points).

In Degree of behavioral change, scores for items related to restrictions on going out and behaviors inside the home rose

- Telework as much as possible (those with jobs) (35.0%, up 7.4 points) rose significantly. Adjustment of commuting patterns stood out, with Commute to work/school during off-peak hours as much as possible (40.6%, up 3.9 points) also rising. Items related to behaviors inside the home also rose, including I'm home more, so I cook myself as much as possible (60.7%, up 4.4 points), I'm home more, so I'm doing exercises I can do at home (47.3%, up 3.4 points) and I'm home more, so I'm studying online (19.5%, up 2.9 points).

■ Chronological change (Overall basis October 2020–February 2021)

		Scores					Change			
		Oct. 2020 survey	Nov. 2020 survey	Dec. 2020 survey	Jan. 2021 survey	Feb. 2021 survey	Oct. → Nov.	Nov. → Dec.	Dec. → Jan.	Jan. → Feb.
Agree + Somewhat agree										
Degree of anxiety	Feel anxious about the government's response	69.2	66.5	75.6	81.3	81.4	-2.7	+9.1	+5.7	+0.1
	Feel anxious about the economy stalling	77.2	77.3	79.9	82.9	81.0	+0.1	+2.6	+3.0	-1.9
	Feel anxious about my and my family's health	67.1	66.2	70.7	74.0	73.4	-0.9	+4.5	+3.3	-0.6
	Feel anxious about the situation abroad	68.4	70.0	69.7	72.4	70.7	+1.6	-0.3	+2.7	-1.7
	Feel anxious about the lack and uncertainty of information	61.5	61.1	67.1	72.3	69.9	-0.4	+6.0	+5.2	-2.4
	Feel anxious about my and my family's jobs and income	60.5	61.7	62.4	62.3	62.1	+1.2	+0.7	-0.1	-0.2
	Feel anxious about changes in my interpersonal relationships	45.3	43.5	44.7	47.8	48.8	-1.8	+1.2	+3.1	+1.0
Degree of activity restriction	Refrain from travel and leisure activities	78.7	72.2	81.1	86.7	90.5	-6.5	+8.9	+5.6	+3.8
	Refrain from taking nonessential and nonurgent trips	76.9	70.7	79.4	83.4	86.0	-6.2	+8.7	+4.0	+2.6
	Refrain from meeting friends and socializing	74.9	66.3	77.3	82.1	85.4	-8.6	+11.0	+4.8	+3.3
	Refrain from shaking hands, hugging and otherwise touching others	77.9	74.7	78.9	82.4	85.4	-3.2	+4.2	+3.5	+3.0
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	76.1	70.5	77.4	81.3	84.9	-5.6	+6.9	+3.9	+3.6
	Refrain from eating out	69.3	61.9	71.1	75.7	82.4	-7.4	+9.2	+4.6	+6.7
	Refrain from nonessential and nonurgent shopping	67.0	62.3	71.5	76.6	78.9	-4.7	+9.2	+5.1	+2.3

Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	91.5	91.8	92.3	93.1	94.0	+0.3	+0.5	+0.8	+0.9
	Make sure to get sufficient exercise, nutrition and sleep	75.1	76.4	76.5	77.4	77.3	+1.3	+0.1	+0.9	-0.1
	Refrain from going out and enjoy pastimes I can do at home	64.3	59.2	66.5	73.8	75.3	-5.1	+7.3	+7.3	+1.5
	Keep a stock of anti-infection products and everyday necessities	66.7	65.3	68.5	69.9	71.4	-1.4	+3.2	+1.4	+1.5
	Use cashless payment options as much as possible	60.0	58.5	62.1	63.5	65.0	-1.5	+3.6	+1.4	+1.5
	I'm at home more, so I cook myself as much as possible	55.1	52.4	54.1	56.3	60.7	-2.7	+1.7	+2.2	+4.4
	Avoid using public transport and drive to places instead	47.9	47.1	52.5	52.9	50.5	-0.8	+5.4	+0.4	-2.4
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	47.0	46.1	46.8	49.0	50.3	-0.9	+0.7	+2.2	+1.3
	Refrain from going out and use net shopping and food delivery services instead	37.5	37.6	44.7	47.4	49.8	+0.1	+7.1	+2.7	+2.4
	I'm home more, so I'm doing exercises I can do at home	42.4	40.3	44.1	43.9	47.3	-2.1	+3.8	-0.2	+3.4
	I'm home more, so I'm using video, music and other streaming services	43.2	42.7	44.3	46.8	46.3	-0.5	+1.6	+2.5	-0.5
	Commute to work/school during off-peak hours as much as possible	36.7	33.7	37.7	36.7	40.6	-3.0	+4.0	-1.0	+3.9
	I exercise outside where people don't gather	39.9	38.3	40.7	40.5	39.7	-1.6	+2.4	-0.2	-0.8
	Enjoy leisure activities outdoors where people don't gather	43.2	41.2	43.7	40.7	39.4	-2.0	+2.5	-3.0	-1.3
	I'm home more, so I'm reading and posting on social media	37.5	35.8	37.6	39.7	38.3	-1.7	+1.8	+2.1	-1.4
	Telework (work from home) as much as possible [Those with jobs*]	26.5	26.7	32.0	27.6	35.0	+0.2	+5.3	-4.4	+7.4
	I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	27.1	28.3	29.8	28.9	29.3	+1.2	+1.5	-0.9	+0.4
	Started/Am considering getting a side job because my income has dropped or looks likely to drop	28.5	27.1	30.1	29.1	28.2	-1.4	+3.0	-1.0	-0.9
	I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	24.3	24.9	27.5	26.3	27.8	+0.6	+2.6	-1.2	+1.5
	I'm putting the money I can't spend outside toward buying slightly better things	24.1	21.4	24.9	26.3	27.7	-2.7	+3.5	+1.4	+1.4
	I'm home more, so I'm investing	21.6	20.5	23.3	23.6	24.7	-1.1	+2.8	+0.3	+1.1
	I'm home more, so I'm posting and selling things on flea market apps and net auctions	21.1	19.7	23.6	22.8	23.5	-1.4	+3.9	-0.8	+0.7
	I'm home more, so I'm buying things on flea market apps and net auctions	21.3	19.5	22.9	21.1	23.2	-1.8	+3.4	-1.8	+2.1
	Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	21.5	22.8	22.3	23.1	22.2	+1.3	-0.5	+0.8	-0.9
	I'm supporting businesses and organizations that are not able to operate as normal	17.3	17.6	18.5	17.9	20.1	+0.3	+0.9	-0.6	+2.2
	I'm home more, so I'm studying online	15.6	16.8	19.0	16.6	19.5	+1.2	+2.2	-2.4	+2.9
	I'm home more, so I'm participating in online drinking parties and dinners	15.5	15.3	18.3	17.7	18.2	-0.2	+3.0	-0.6	+0.5

*Those with jobs: October n=1,041; November n=1,045; December n=1,019; January n=1,085; February n=1,032

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

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

In Degree of anxiety, scores higher for females than males across the board

- The largest difference in scores between males and females was in Feel anxious about my and my family's health: females: 80.1%, males: 66.8%, a difference of 13.3 points.

In Degree of activity restriction, too, scores for all items are higher for females than males. Scores are lowest among the 20–29 cohort across all items

- The largest difference in scores between males and females was in Refrain from taking nonessential and nonurgent trips (females: 92.2%, males: 79.9%, a difference of 12.3 points) and Refrain from nonessential and nonurgent shopping (females: 85.1%, males: 72.8%, a difference of 12.3 points). By age group, the largest difference was in Refrain from meeting friends and socializing (20–29: 73.9%; 60–69: 88.9%, a difference of 15.0 points). In Refrain from shaking hands, hugging and otherwise touching others, the difference was 14.9 points (20–29: 74.3%; 60–69: 89.2%).

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

- Among items where there were large differences in scores between age groups, items related to use of the internet had higher scores among the younger age group, including I'm home more, so I'm reading and posting on social media (20–29: 61.0%; 60–69: 21.5%, a difference of 39.5 points). Items in which scores were highest among the oldest age group were Avoid taking public transport and drive to places instead (20–29: 39.8%; 60–69: 55.6%, a difference of 15.8 points) and Use cashless payment options as much as possible (20–29: 55.6%; 60–69: 71.0%, a difference of 15.4 points).
- By area, Avoid using public transport and drive to places instead was high in Greater Nagoya, and Telework as much as possible and Commute to work/school during off-peak hours as much as possible were high 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)	Greater Nagoya (40 km radius)	Hanshin (30 km radius)
Agree + Somewhat agree (Number of respondents)		(1,500)	(755)	(745)	(241)	(286)	(375)	(319)	(279)	(500)	(500)	(500)
Degree of anxiety	Feel anxious about the government's response	81.4	76.7	86.2	69.7	77.3	84.0	84.3	88.9	80.8	80.4	83.0
	Feel anxious about the economy stalling	81.0	78.0	84.0	69.3	76.2	86.1	86.8	82.4	81.0	80.0	82.0
	Feel anxious about my and my family's health	73.4	66.8	80.1	66.8	67.8	74.9	76.8	78.9	72.8	74.0	73.4
	Feel anxious about the situation abroad	70.7	68.6	72.9	59.3	67.1	72.8	76.5	74.9	73.8	67.0	71.4
	Feel anxious about the lack and uncertainty of information	69.9	64.9	75.0	64.3	71.0	70.1	72.7	70.3	72.4	67.8	69.6
	Feel anxious about my and my family's jobs and income	62.1	59.7	64.6	61.0	61.5	65.3	70.2	50.2	59.0	64.4	63.0
	Feel anxious about changes in my interpersonal relationships	48.8	45.4	52.2	52.7	50.7	47.5	48.9	45.2	49.4	48.6	48.4
Degree of activity restriction	Refrain from travel and leisure activities	90.5	86.6	94.4	82.6	91.3	92.8	93.1	90.3	89.4	91.0	91.0
	Refrain from taking nonessential and nonurgent trips	86.0	79.9	92.2	76.8	85.0	86.9	89.0	90.3	85.0	86.0	87.0
	Refrain from meeting friends and socializing	85.4	80.3	90.6	73.9	85.7	87.5	88.4	88.9	86.8	84.4	85.0
	Refrain from shaking hands, hugging and otherwise touching others	85.4	81.1	89.8	74.3	86.7	88.0	86.2	89.2	85.2	84.4	86.6
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	84.9	80.7	89.3	74.3	86.7	86.9	87.1	87.1	83.8	85.6	85.4
	Refrain from eating out	82.4	77.2	87.7	74.3	82.5	82.9	84.0	86.7	82.2	80.2	84.8
	Refrain from nonessential and nonurgent shopping	78.9	72.8	85.1	74.7	80.1	77.1	80.3	82.4	77.8	79.4	79.6

Degree of behavioral change	Consistently wear a mask, wash my hands and take other precautions against infection	94.0	89.7	98.4	87.6	91.6	95.5	97.2	96.4	94.2	92.4	95.4
	Make sure to get sufficient exercise, nutrition and sleep	77.3	73.6	81.1	74.3	76.2	74.1	79.6	82.8	77.6	75.8	78.6
	Refrain from going out and enjoy pastimes I can do at home	75.3	72.3	78.4	78.4	78.0	75.2	72.1	73.8	76.0	75.4	74.6
	Keep a stock of anti-infection products and everyday necessities	71.4	61.7	81.2	63.9	69.6	70.7	73.7	78.1	71.2	72.2	70.8
	Use cashless payment options as much as possible	65.0	64.2	65.8	55.6	65.0	65.9	65.8	71.0	64.6	65.2	65.2
	I'm at home more, so I cook myself as much as possible	60.7	46.8	74.8	55.6	64.0	60.8	60.5	61.6	60.8	63.4	57.8
	Avoid using public transport and drive to places instead	50.5	46.4	54.6	39.8	51.7	53.3	49.5	55.6	42.4	66.0	43.0
	I'm home more, so I'm playing video games on my smartphone, computer, etc.	50.3	51.4	49.3	65.1	60.8	50.4	38.9	39.8	46.0	54.2	50.8
	Refrain from going out and use net shopping and food delivery services instead	49.8	46.2	53.4	51.0	56.3	46.7	45.8	50.9	50.6	50.0	48.8
	I'm home more, so I'm doing exercises I can do at home	47.3	45.6	49.1	47.7	50.7	45.1	45.5	48.7	50.0	45.4	46.6
	I'm home more, so I'm using video, music and other streaming services	46.3	48.2	44.4	68.5	52.1	44.3	38.6	33.0	47.0	44.2	47.8
	Commute to work/school during off-peak hours as much as possible	40.6	43.2	38.0	37.8	41.6	40.8	46.1	35.5	46.2	36.8	38.8
	I exercise outside where people don't gather	39.7	44.5	34.9	36.1	46.2	40.3	35.7	40.1	40.0	40.8	38.4
	Enjoy leisure activities outdoors where people don't gather	39.4	41.2	37.6	37.3	49.7	41.1	32.0	36.9	37.2	42.0	39.0
	I'm home more, so I'm reading and posting on social media	38.3	33.4	43.2	61.0	48.3	38.7	26.3	21.5	39.6	35.6	39.6
	Telework (work from home) as much as possible [Those with jobs*]	35.0	37.5	30.8	33.9	35.5	35.6	35.4	33.6	45.4	27.9	31.1
	I'm home more, so I'm upgrading my home environment by updating the telecommunications environment, buying home appliances, etc.	29.3	30.3	28.3	35.7	33.2	28.8	24.8	25.8	32.8	27.0	28.2
	Started/Am considering getting a side job because my income has dropped or looks likely to drop	28.2	30.3	26.0	39.4	36.7	27.7	23.8	15.4	28.8	26.4	29.4
	I'm home more, so I'm making things by hand (handcrafts, home improvements, DIY, etc.)	27.8	26.8	28.9	28.2	28.0	27.5	25.4	30.5	25.6	28.2	29.6
	I'm putting the money I can't spend outside toward buying slightly better things	27.7	27.3	28.2	32.4	30.4	24.5	23.8	29.7	29.2	27.8	26.2
	I'm home more, so I'm investing	24.7	30.2	19.1	29.5	30.4	25.1	20.1	19.4	26.8	24.6	22.6
	I'm home more, so I'm posting and selling things on flea market apps and net auctions	23.5	22.8	24.3	35.7	30.8	23.2	17.9	12.5	23.0	21.2	26.4
	I'm home more, so I'm buying things on flea market apps and net auctions	23.2	23.4	23.0	30.3	26.6	23.5	20.7	16.1	22.0	23.0	24.6
	Started/Am considering getting a job, changing jobs or starting a business because my income has dropped or looks likely to drop	22.2	24.5	19.9	27.0	25.5	23.7	19.7	15.4	22.4	21.4	22.8
	I'm supporting businesses and organizations that are not able to operate as normal	20.1	20.7	19.6	22.4	21.7	16.5	17.9	24.0	23.4	18.6	18.4
	I'm home more, so I'm studying online	19.5	22.1	16.8	32.4	21.0	18.1	15.7	12.9	23.8	17.8	16.8
	I'm home more, so I'm participating in online drinking parties and dinners	18.2	20.7	15.7	29.0	21.0	17.3	14.4	11.5	17.6	17.2	19.8

*Those with jobs: n=1,032

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 subsidies

Scores for Activity restriction intentions once COVID-19 subsidies down in five of seven items

- The largest drop was in Refrain from meeting friends and socializing, 51.0%, down 3.3 points. One item rose, but only slightly: Refrain from taking nonessential and nonurgent trips, 59.3% up 0.8 points.

Scores for Behavioral change intentions once COVID-19 subsidies largely unchanged

- Items that rose include Support businesses and organizations (25.1%, up 2.1 points) and Commute to work/school during off-peak hours as much as possible (39.7%, up 1.7 points). Items that dropped include Read and post on social media (44.2%, down 2.6 points) and Refrain from going out and enjoy pastimes I can do at home (57.1%, down 2.4 points).

■ Chronological change (Overall basis October 2020–February 2021)

		(%)					(pts)			
		Scores					Change			
		Oct. 2020 survey	Nov. 2020 survey	Dec. 2020 survey	Jan. 2021 survey	Feb. 2021 survey	Oct. → Nov.	Nov. → Dec.	Dec. → Jan.	Jan. → Feb.
Think I will + Think I will sometimes										
Activity restriction intentions	Refrain from shaking hands, hugging and otherwise touching others	66.3	64.1	67.5	63.9	63.9	-2.2	+3.4	-3.6	±0
	Refrain from taking nonessential and nonurgent trips	58.2	56.9	61.8	58.5	59.3	-1.3	+4.9	-3.3	+0.8
	Refrain from nonessential and nonurgent shopping	55.1	54.7	58.7	57.7	56.3	-0.4	+4.0	-1.0	-1.4
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	54.9	53.2	58.1	54.3	52.6	-1.7	+4.9	-3.8	-1.7
	Refrain from travel and leisure activities	52.3	50.7	56.1	54.1	52.5	-1.6	+5.4	-2.0	-1.6
	Refrain from eating out	50.9	49.4	55.2	52.5	51.9	-1.5	+5.8	-2.7	-0.6
	Refrain from meeting friends and socializing	51.1	51.0	57.6	54.3	51.0	-0.1	+6.6	-3.3	-3.3
Behavioral change intentions	Make sure to get sufficient exercise, nutrition and sleep	83.0	81.9	84.9	84.4	85.0	-1.1	+3.0	-0.5	+0.6
	Consistently wear a mask, wash my hands and take other precautions against infection	83.2	83.7	86.3	83.7	83.5	+0.5	+2.6	-2.6	-0.2
	Keep a stock of anti-infection products and everyday necessities	69.9	67.8	73.0	71.4	69.5	-2.1	+5.2	-1.6	-1.9
	Use cashless payment options as much as possible	64.3	63.1	65.7	67.5	67.7	-1.2	+2.6	+1.8	+0.2
	Cook myself as much as possible	62.0	62.9	63.0	64.3	65.1	+0.9	+0.1	+1.3	+0.8
	Refrain from going out and enjoy pastimes I can do at home	56.5	56.1	61.4	59.5	57.1	-0.4	+5.3	-1.9	-2.4
	Do exercises I can do at home	50.7	50.5	52.5	52.4	52.2	-0.2	+2.0	-0.1	-0.2
	Enjoy leisure activities outdoors where people don't gather	51.7	51.5	53.7	52.4	50.8	-0.2	+2.2	-1.3	-1.6
	Use video, music and other streaming services	46.7	46.9	48.5	49.2	50.3	+0.2	+1.6	+0.7	+1.1

Exercise outside where people don't gather	47.3	46.1	49.2	47.7	49.0	-1.2	+3.1	-1.5	+1.3
Avoid public transport and drive to places instead	46.7	44.8	50.4	48.9	47.1	-1.9	+5.6	-1.5	-1.8
Play video games on my smartphone, computer, etc.	46.0	46.6	47.2	48.1	47.1	+0.6	+0.6	+0.9	-1.0
Refrain from going out and use net shopping and food delivery services instead	42.4	40.1	45.6	44.2	44.9	-2.3	+5.5	-1.4	+0.7
Read and post on social media	46.0	46.5	46.8	46.8	44.2	+0.5	+0.3	±0	-2.6
Commute to work/school during off-peak hours as much as possible	37.7	36.8	41.9	38.0	39.7	-0.9	+5.1	-3.9	+1.7
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	35.8	36.5	38.5	38.1	38.3	+0.7	+2.0	-0.4	+0.2
Make things by hand (handcrafts, home improvements, DIY, etc.)	31.3	31.9	34.9	34.0	34.3	+0.6	+3.0	-0.9	+0.3
Invest	30.1	31.2	33.5	34.7	33.8	+1.1	+2.3	+1.2	-0.9
Start/Consider a second job	30.5	29.1	31.3	32.7	32.4	-1.4	+2.2	+1.4	-0.3
Telework (work from home) as much as possible [Those with jobs*]	27.7	27.2	34.5	30.5	31.7	-0.5	+7.3	-4.0	+1.2
Put the money I can't spend outside toward buying slightly better things	30.6	29.7	30.2	30.9	31.0	-0.9	+0.5	+0.7	+0.1
Buy things on flea market apps and net auctions	26.5	24.9	29.2	28.4	27.5	-1.6	+4.3	-0.8	-0.9
Post and sell things on flea market apps and net auctions	25.7	24.8	28.1	27.5	27.2	-0.9	+3.3	-0.6	-0.3
Start/Consider getting a job, changing jobs or starting a business	25.3	24.0	26.3	27.7	26.9	-1.3	+2.3	+1.4	-0.8
Study online	22.3	21.8	26.7	24.8	25.1	-0.5	+4.9	-1.9	+0.3
Support businesses and organizations	22.8	23.8	25.1	23.0	25.1	+1.0	+1.3	-2.1	+2.1
Participate in online drinking parties and dinners	17.6	16.7	19.9	18.7	18.9	-0.9	+3.2	-1.2	+0.2

*Those with jobs: October n=1,041; November n=1,045; December n=1,019; January n=1,085; February n=1,032

 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, scores for females higher than for males. By age group, scores are low for the 20s and 30s cohorts. By area, scores are low in Greater Tokyo across all items

- In Activity restriction intentions by gender, scores were higher for females than for males across the board. By age group, scores were low for the 20–29 and 30–39 cohorts, with scores generally higher for the 50–59 and 60–69 cohorts.
- By area, scores were low in Greater Tokyo across the board this month, with scores in four of the seven items at least five points lower than the overall figure.

In Behavioral change intentions, differences in scores across age groups and areas stand out

- By age group, this month scores were high for the 20–29 and 30–39 cohorts for items related to use of the internet and work, including considering a second job or change of jobs, and for items related to indoor behaviors, such as Refrain from going out and enjoy pastimes I can do at home, and Do exercises I can do at home. Among the older 50s, 60s cohorts, intentions of keeping a stock of anti-infection products and everyday necessities and using cashless payment options were high. Also, the score for Support businesses and organizations was slightly higher for the 60–69 cohort. By area, the trend was generally in line with that of Degree of behavioral change (see p.8), with differences in intentions toward teleworking and use of cars, among others, standing out.

■ Results by gender, age group and area

		(%)										
		Overall	Gender		Age group					Area		
			Males	Females	20-29	30-39	40-49	50-59	60-69	Greater Tokyo (40 km radius)	Greater Nagoya (40 km radius)	Hanshin (30 km radius)
Think I will + Think I will sometimes (Number of respondents)		(1,500)	(755)	(745)	(241)	(286)	(375)	(319)	(279)	(500)	(500)	(500)
Activity restriction intentions	Refrain from shaking hands, hugging and otherwise touching others	63.9	60.8	67.1	54.8	60.1	64.3	71.2	67.0	58.8	67.8	65.2
	Refrain from taking nonessential and nonurgent trips	59.3	56.2	62.4	53.5	53.1	60.8	66.1	60.6	55.2	61.8	60.8
	Refrain from nonessential and nonurgent shopping	56.3	53.6	58.9	49.0	54.5	53.1	63.9	59.9	51.8	58.2	58.8
	Refrain from experiential entertainment (gigs, theater, movies, etc.)	52.6	51.9	53.3	44.4	47.2	52.0	60.2	57.3	46.8	56.6	54.4
	Refrain from travel and leisure activities	52.5	52.1	52.9	46.1	46.9	52.3	60.2	55.2	46.8	56.4	54.2
	Refrain from eating out	51.9	49.7	54.2	45.6	45.5	52.0	59.9	54.8	47.2	54.2	54.4
	Refrain from meeting friends and socializing	51.0	49.9	52.1	42.3	47.2	51.5	59.9	51.6	46.0	53.2	53.8
Behavioral change intentions	Make sure to get sufficient exercise, nutrition and sleep	85.0	80.3	89.8	82.6	83.2	84.8	87.1	86.7	85.0	85.2	84.8
	Consistently wear a mask, wash my hands and take other precautions against infection	83.5	77.1	90.1	77.6	78.3	84.3	88.1	87.8	81.8	85.4	83.4
	Keep a stock of anti-infection products and everyday necessities	69.5	59.2	79.9	64.7	65.4	70.4	74.6	70.6	68.6	71.2	68.6
	Use cashless payment options as much as possible	67.7	65.7	69.8	62.2	67.8	68.5	68.7	70.3	68.4	67.2	67.6
	Cook myself as much as possible	65.1	47.9	82.4	60.6	68.5	67.2	65.8	61.6	63.8	66.6	64.8

Refrain from going out and enjoy pastimes I can do at home	57.1	53.1	61.2	63.5	61.9	57.1	52.7	52.0	54.2	58.6	58.6
Do exercises I can do at home	52.2	47.5	56.9	58.1	51.7	50.9	49.2	52.7	53.8	50.6	52.2
Enjoy leisure activities outdoors where people don't gather	50.8	46.8	54.9	53.5	58.4	47.2	46.4	50.5	50.6	50.4	51.4
Use video, music and other streaming services	50.3	52.1	48.5	73.4	58.7	49.1	39.5	35.5	50.0	49.8	51.0
Exercise outside where people don't gather	49.0	48.1	49.9	51.5	52.4	48.5	44.2	49.5	50.8	47.8	48.4
Avoid public transport and drive to places instead	47.1	45.7	48.6	39.8	50.3	49.6	46.4	47.7	36.6	64.2	40.6
Play video games on my smartphone, computer, etc.	47.1	48.5	45.6	62.7	56.3	49.9	37.0	31.9	44.2	48.8	48.2
Refrain from going out and use net shopping and food delivery services instead	44.9	43.0	46.7	49.8	46.9	45.9	40.4	42.3	45.6	46.4	42.6
Read and post on social media	44.2	38.3	50.2	68.9	53.8	44.5	32.6	25.8	44.4	43.0	45.2
Commute to work/school during off-peak hours as much as possible	39.7	41.3	38.0	38.6	38.8	37.9	42.9	40.1	43.2	38.2	37.6
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	38.3	36.2	40.5	46.5	42.0	40.3	34.8	29.0	38.8	37.2	39.0
Make things by hand (handcrafts, home improvements, DIY, etc.)	34.3	29.5	39.2	32.4	37.8	36.0	31.7	33.3	34.6	34.2	34.2
Invest	33.8	39.9	27.7	38.6	39.5	36.8	31.0	22.9	36.6	31.0	33.8
Start/Consider a second job	32.4	34.0	30.7	43.2	43.7	36.5	24.8	14.7	34.0	31.0	32.2
Telework (work from home) as much as possible [Those with jobs*]	31.7	33.3	29.0	37.5	34.1	28.4	33.2	25.3	41.5	24.9	28.1
Put the money I can't spend outside toward buying slightly better things	31.0	29.9	32.1	34.9	30.1	28.5	32.0	30.8	32.0	30.8	30.2
Buy things on flea market apps and net auctions	27.5	26.4	28.6	36.1	31.1	30.7	23.2	16.8	27.2	27.4	27.8
Post and sell things on flea market apps and net auctions	27.2	24.9	29.5	40.2	33.6	28.5	21.6	14.0	27.4	25.4	28.8
Start/Consider getting a job, changing jobs or starting a business	26.9	28.2	25.5	37.3	31.8	29.1	22.3	15.1	27.0	25.6	28.0
Study online	25.1	26.6	23.5	40.2	27.3	26.7	17.6	16.1	27.6	22.8	24.8
Support businesses and organizations	25.1	24.0	26.2	26.6	24.1	22.7	22.9	30.5	27.6	23.2	24.4
Participate in online drinking parties and dinners	18.9	21.2	16.5	32.0	22.0	16.8	16.9	9.3	19.0	17.6	20.0

*Those with jobs: n=1,032

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: February 1 (Mon)–3 (Wed), 2021
January 4 (Mon)–6 (Wed), 2021
December 3 (Thu)–7 (Mon), 2020
November 5 (Thu)–9 (Mon), 2020
October 1 (Thu)–5 (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

	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

Tenth Survey (Released January 22): <https://www.hakuhodo-global.com/news/tenth-survey-of-sei-katsu-sha-concerning-covid-19-january-2021.html>

Ninth Survey (Released December 18): <https://www.hakuhodo-global.com/news/ninth-survey-of-sei-katsu-sha-concerning-covid-19-december-2020.html>

Eighth survey (Released November 20): <https://www.hakuhodo-global.com/news/eighth-survey-of-sei-katsu-sha-concerning-covid-19-november-2020.html>

Seventh survey (Released October 15): <https://www.hakuhodo-global.com/news/seventh-survey-of-sei-katsu-sha-concerning-covid-19-october-2020.html>

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).

Media contacts:

Corporate Public Relations Division

koho.mail@hakuhodo.co.jp