

April 30, 2021

Survey of *Sei-katsu-sha* Concerning COVID-19: Special Report

Around a year into the pandemic, a majority (56.3%) of Japanese want to continue their current lifestyles after the pandemic subsides

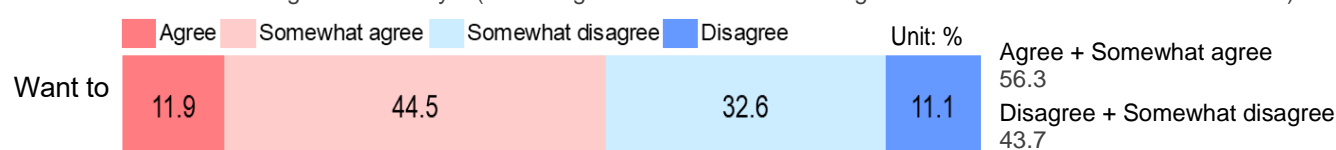
In reasons, Because I can reduce wasted time and manage my time myself is top for the 20s and 30s cohorts, and Because I'm also concerned about infections other than COVID-19 and measures need to be taken scored highest among those in their 60s

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., has conducted its "Survey of *Sei-katsu-sha* Concerning COVID-19" monthly since April 2020. The most recent survey, conducted in April, contained new items regarding new realizations and intention of maintaining current lifestyle one year into the COVID-19 pandemic. This special report covers findings from the new items in the survey, which was conducted April 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. 6 for the survey outline.

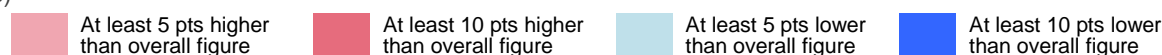
Intention of maintaining current lifestyle and reasons for this

When we asked respondents whether they want to maintain their current lifestyles (assuming concerns about becoming infected with COVID-19 have subsided), a majority (56.3%) agreed or somewhat agreed that they want to. In reasons for their response (a tabulation of free responses received), many mentioned Because I can reduce wasted time and manage my time myself, beating out Because I'm also concerned about infections other than COVID-19 and measures need to be taken. Different age groups gave different reasons. Among those aged 20–29 and 30–39, many responded Because I can reduce wasted time and manage my time myself, Because the rhythms of life are agreeable/healthy, and other comments related to the agreeableness of their current lifestyle. Meanwhile, among the 60–69 age group, Because I'm also concerned about infections other than COVID-19 and measures need to be taken scored highest (See p. 3 for details).

■ Intention of maintaining current lifestyle (assuming concerns about becoming infected with COVID-19 have subsided)



■ Reasons for wanting to maintain it (tabulation of free responses of those who responded Agree and Somewhat agree above)



	Overall (845)	Gender		Age group				
		Males (410)	Females (435)	20-29 (135)	30-39 (166)	40-49 (226)	50-59 (162)	60-69 (156)
Because I can reduce wasted time and manage my time myself	30.7	29.0	32.2	40.7	41.0	27.0	27.8	19.2
Because I'm also concerned about infections other than COVID-19 and measures need to be taken	24.5	15.4	33.1	18.5	22.3	26.1	22.8	31.4
Because the rhythms of life are agreeable/healthy	12.2	12.0	12.4	18.5	13.3	11.5	8.6	10.3

While values have been calculated to two decimal places in the survey, figures have been rounded to the nearest tenth in this article. Any discrepancies in the overall figures are due to rounding.

New realizations a year into the COVID-19 pandemic

When we presented respondents with a 17-item list of new realizations people have made since living a year through the pandemic, they ranked Society's and my awareness of hygiene has increased and I don't catch colds, etc. as easily (66.1%) at No. 1, followed by I now enjoy spending time with my family more (57.9%) at No. 2, I now value time spent face-to-face with others and It's been an opportunity to examine what truly matters to me (both 57.1%) at No. 3, and I now want to spend my spare time on self-development (56.6%) at No. 5. The pandemic seems to have given people an opportunity to "reset" themselves by reviewing the value and personal importance of things that were considered "normal" before.

Of the 17 items we presented, 10 received scores of at least 50%, including a wide array of realizations about the way respondents live their lives, such as I feel less stress from my relationships with others, I now enjoy spending time at home more, and I'm now aware that I can be more economical with my everyday expenses. (See p. 5 for details, including by gender, age group and area)

(Agree +Somewhat agree)		Unit: %
1	Society's and my awareness of hygiene has increased and I don't catch colds, etc. as easily	66.1
2	I now enjoy spending time with my family more	57.9
3	I now value time spent face-to-face with others	57.1
3	It's been an opportunity to examine what truly matters to me	57.1
5	I now want to spend my spare time on self-development	56.6
6	I'm now careful about my family's feelings	54.5
7	I feel less stress from my relationships with others	54.2
8	I now enjoy spending time at home more	52.6
9	I'm used to taking anti-infection precautions every day, and no longer feel inconvenienced	50.9
10	I'm now aware that I can be more economical with my everyday expenses	50.7
11	I can do more things online, like shopping and seeing a doctor, so it's more convenient now	48.1
12	I can live a healthier life now than before	47.5
13	Towns, trains, etc., are less crowded and more comfortable now	45.3
14	Having worked from home/experienced online learning, I feel that you don't necessarily have to go in to work/school	38.7
15	I can now participate in lectures, classes, events, etc. online, unrestricted by time or place	36.1
16	Having worked from home, I feel you don't necessarily have to live in the city	33.0
17	I spend less time getting to work/school, etc. and have more free time	32.1

Desirability of current lifestyle (compared to before the pandemic): Nearly half (46.7%) respond It's better for me. This trend was higher the younger the respondent

When we asked respondents about the desirability of their current lifestyle from three perspectives (themselves, their families and society) Agree + Somewhat agree scores were below 50% for all three, but It's better for me (46.7%) scored significantly higher than It's better for my family (37.7%) and It's better for society (34.5%). Respondents apparently feel it's better for themselves, even if they wouldn't go as far as saying it's better for their families and society. Scores for It's better for me were higher the younger the age group, particularly the 20s and 30s cohorts.

Intention of maintaining current lifestyle (assuming concerns about becoming infected with COVID-19 have subsided): A majority (56.3%) agree or somewhat agree that they want to maintain their current lifestyle

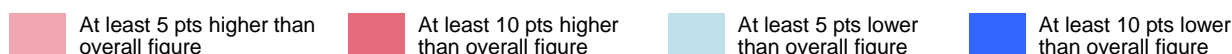
There were no significant differences in scores between the genders. By age group, other than the 50–59 cohort, a majority of respondents want to maintain their current lifestyles.

Reasons for wanting to maintain their current lifestyle (those who want to): Because I can reduce wasted time and manage my time myself scores higher than Because I'm also concerned about infections other than COVID-19 and measures need to be taken

By gender, females gave Because I'm also concerned about infections other than COVID-19 and measures need to be taken a higher score. By age group, many in the 20–29 and 30–39 age groups gave Because I can reduce wasted time and manage my time myself, Because the rhythms of life are agreeable/healthy, and other comments related to the agreeableness of their current lifestyles, while among the 60–69 cohort, Because I'm also concerned about infections other than COVID-19 and measures need to be taken scored highest. By area, the score for Because I can reduce wasted time and manage my time myself was highest in Greater Tokyo.

Reasons for not wanting to maintain their current lifestyle (those who do not want to): Because with the hardship and stress, it's not fun, Because I want to move around freely outdoors and Because I want to interact and dine with others score highest

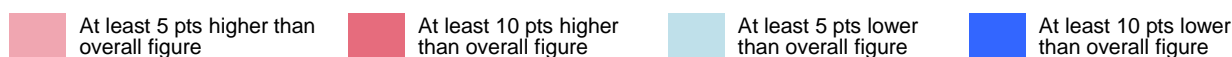
These three reasons scored highest across all gender, age group and area cohorts. The trend was the same even in the 50–59 cohort, where intention of maintaining their current lifestyle was low. By gender, desire for a lifestyle that includes interaction with others was higher among females than males, including in such items as Because I want to move around freely outdoors and Because I want to interact and dine with others.

■ Desirability of current lifestyle (compared to before the pandemic)

Unit: %

	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)	(1500)	(757)	(743)	(240)	(282)	(370)	(333)	(275)	(500)	(500)	(500)
It's better for me	46.7	44.9	48.5	56.7	54.6	48.1	40.5	35.3	46.4	48.4	45.2
It's better for my family	37.7	37.9	37.4	46.7	44.7	36.5	32.7	30.2	39.0	39.0	35.0
It's better for society	34.5	36.1	33.0	45.8	40.1	35.7	28.8	24.4	35.4	35.0	33.2

■ Intention of maintaining current lifestyle (assuming concerns about becoming infected with COVID-19 have subsided) and reason for this



Unit: %

Intention of maintaining current lifestyle	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)
		(1500)	(757)	(743)	(240)	(282)	(370)	(333)	(275)	(500)	(500)
Want to (Agree + Somewhat agree)	56.3	54.2	58.5	56.3	58.9	61.1	48.6	56.7	57.4	57.6	54.0
Do not want to (Disagree + Somewhat disagree)	43.7	45.8	41.5	43.8	41.1	38.9	51.4	43.3	42.6	42.4	46.0

Unit: %

Reason for wanting to maintain current lifestyle (Those who want to; tabulation of free responses)	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)
		(845)	(410)	(435)	(135)	(166)	(226)	(162)	(156)	(287)	(288)
Because I can reduce wasted time and manage my time myself	30.7	29.0	32.2	40.7	41.0	27.0	27.8	19.2	40.4	26.7	24.4
Because I'm also concerned about infections other than COVID-19 and measures need to be taken	24.5	15.4	33.1	18.5	22.3	26.1	22.8	31.4	20.2	25.7	27.8
Because the rhythms of life are agreeable/healthy	12.2	12.0	12.4	18.5	13.3	11.5	8.6	10.3	12.9	11.1	12.6
Because my life has not changed or been encumbered since before the pandemic	12.1	14.9	9.4	3.0	10.8	15.9	14.8	12.8	10.1	12.8	13.3
Because it can maintain a highly hygienic environment	11.2	7.1	15.2	11.1	11.4	11.9	11.1	10.3	10.1	13.9	9.6
Because I'm used to my current lifestyle	2.2	2.4	2.1	3.0	2.4	1.3	1.2	3.8	2.4	2.4	1.9

Unit: %

Reason for not wanting to maintain current lifestyle (Those who do not want to; tabulation of free responses)	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)
		(655)	(347)	(308)	(105)	(116)	(144)	(171)	(119)	(213)	(212)
Because with the hardship and stress, it's not fun	35.4	38.3	32.1	35.2	30.2	38.2	39.8	31.1	35.7	34.4	36.1
Because I want to move around freely outdoors	32.8	23.6	43.2	28.6	39.7	30.6	29.2	37.8	35.2	32.1	31.3
Because I want to interact and dine with others	14.2	8.4	20.8	12.4	15.5	13.2	13.5	16.8	18.3	12.3	12.2
Because I'm concerned about infections and measures need to be taken	4.0	1.2	7.1	7.6	1.7	2.8	4.1	4.2	3.8	4.2	3.9
Because my life has not changed or been encumbered since before the pandemic	2.1	1.7	2.6	1.0	1.7	3.5	2.3	1.7	1.4	1.9	3.0
Because I can't maintain this lifestyle	2.0	1.2	2.9	1.0	1.7	2.1	2.3	2.5	1.9	3.3	0.9

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New realizations a year into the COVID-19 pandemic (By gender and age group)

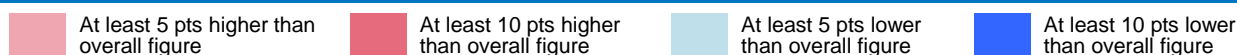
More realizations among females: The value of face-to-face interactions, desire to use free time to improve themselves, among many others

By gender, scores were higher for females in 13 of 17 items. There were large differences in scores for males and females in I now value time spent face-to-face with others (males: 48.5%; females: 65.8%, a difference of 17.3 points) and I now want to spend my spare time on self-development (males: 50.1%; females: 63.3%, a difference of 13.2 points), among others. Scores were higher for males in I spend less time getting to work/school, etc. and have more free time (males: 33.7%; females: 30.4%, a difference of 3.3 points), among other items.

More realizations in the younger cohorts: Increased convenience from doing things online, more free time. Also, the fun of time at home

By age group, scores were generally higher for the younger 20–29 and 30–39 cohorts and lower for the older 50–59 and 60–69 age groups. Compared to the overall figures, scores for the 20s cohort were particularly high in I spend less time getting to work/school, etc. and have more free time (overall: 32.1%; 20–29: 47.9%, a difference of 15.8 points), Having worked from home/experienced online learning, I feel you don't necessarily have to go in to work/school (overall: 38.7%; 20–29: 53.8%, a difference of 15.1 points), I can do more things online, like shopping and seeing a doctor, so it's more convenient now (overall: 48.1%; 20–29: 62.9%, a difference of 14.8 points), and I now enjoy spending time at home (overall: 52.6%; 20–29: 67.1%, a difference of 14.5 points).

It appears that for the 20–29 age group, the last year has been a time when they enjoyed time at home due to increased convenience thanks to online services and a strong sense of having more time.



Unit: %

	Overall (1500)	Gender		Age group				
		Males (757)	Females (743)	20–29 (240)	30–39 (282)	40–49 (370)	50–59 (333)	60–69 (275)
(Agree + Somewhat agree)								
Society's and my awareness of hygiene has increased and I don't catch colds, etc. as easily	66.1	60.6	71.7	65.4	70.9	64.3	64.0	66.9
I now enjoy spending time with my family more	57.9	54.6	61.2	60.8	66.0	57.8	52.3	53.8
I now value time spent face-to-face with others	57.1	48.5	65.8	64.6	62.1	54.6	51.7	55.3
It's been an opportunity to examine what truly matters to me	57.1	51.7	62.6	64.2	65.6	54.9	50.5	53.1
I now want to spend my spare time on self-development	56.6	50.1	63.3	65.0	58.9	55.9	51.7	53.8
I'm now careful about my family's feelings	54.5	51.1	58.0	52.1	58.9	57.3	51.1	52.7
I feel less stress from my relationships with others	54.2	47.7	60.8	65.8	51.8	57.3	48.0	49.8
I now enjoy spending time at home more	52.6	46.8	58.5	67.1	56.4	50.8	48.0	44.0
I'm used to taking anti-infection precautions every day, and no longer feel inconvenienced	50.9	46.4	55.6	60.4	55.0	49.5	43.8	49.1
I'm now aware that I can be more economical with my everyday expenses	50.7	46.2	55.2	58.8	58.2	51.1	44.1	43.3
I can do more things online, like shopping and seeing a doctor, so it's more convenient now	48.1	43.9	52.4	62.9	52.5	48.4	40.8	38.9
I can live a healthier life now than before	47.5	43.7	51.4	53.8	55.3	43.5	41.4	46.9
Towns, trains, etc., are less crowded and more comfortable now	45.3	45.8	44.7	53.8	48.2	42.4	43.8	40.4
Having worked from home/experienced online learning, I feel that you don't necessarily have to go in to work/school	38.7	39.4	38.1	53.8	45.4	41.4	31.8	23.6
I can now participate in lectures, classes, events, etc. online, unrestricted by time or place	36.1	35.3	36.9	48.8	41.1	39.5	30.9	21.5
Having worked from home, I feel you don't necessarily have to live in the city	33.0	33.9	32.0	46.7	39.4	33.5	24.6	24.0
I spend less time getting to work/school, etc. and have more free time	32.1	33.7	30.4	47.9	36.2	28.9	27.6	23.6

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Survey outline

■ Question items (question text)

New realizations a year into the COVID-19 pandemic

About a year has passed since the start of the COVID-19 pandemic. What realizations or rediscoveries have you made while living through the pandemic? For each of the following select the response that applies to you. (Single response: Agree, Somewhat agree, Somewhat disagree, Disagree/Not applicable)

Desirability of current lifestyle (compared to before the pandemic)

Some people have said that their current lifestyles are more desirable (easier) than their lifestyles before the outbreak of COVID-19. What is your opinion? For each of It's better for me, It's better for my family, It's better for society, select the response that applies to you. (Single response: Agree, Somewhat agree, Somewhat disagree, Disagree)

Intention of maintaining current lifestyle (assuming concerns about becoming infected with COVID-19 have subsided)

Will you maintain your current lifestyle in the future even if concerns about becoming infected with COVID-19 have subsided? Select the response that applies to you. (Single response: Agree, Somewhat agree, Somewhat disagree, Disagree)

Also give the reason you feel this way. (Free response)

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

(People)

	20–29	30–39	40–49	50–59	60–69	Total
Males	122	143	187	169	136	757
Females	118	139	183	164	139	743
Total	240	282	370	333	275	1,500

Survey method: Internet survey

Survey period: April 1 (Thu)–5 (Mon), 2021

Planning/Analysis: Hakuhodo Institute of Life and Living

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

Reference: Major developments in society from April 2020 until immediately prior to this survey

2020

April: State of emergency announced for seven prefectures (until May 6)

State of emergency expanded nationwide

May: State of emergency lifted in 39 prefectures

State of emergency lifted in Osaka, Hyogo and Kyoto Prefectures

State of emergency lifted in all 47 prefectures, including Tokyo, Kanagawa, Chiba, Saitama and Hokkaido

June: Tokyo Alert system for signaling warning information commences operation

September: Bookings for the Go To Travel campaign commence in Tokyo

October: Bookings for the Go To Eat campaign commence

November: The Prime Minister announces temporary suspension of the Go To Travel campaign (Bookings for areas where the coronavirus was surging)

Suspension of the Go To Eat campaign in 10 prefectures, including Tokyo and Osaka Prefecture

December: Suspension of the Go To Travel campaign in Tokyo

Suspension of the Go To Travel campaign nationwide

2021

- January: Second state of emergency announced for Tokyo, Kanagawa, Chiba and Saitama
State of emergency expanded to 11 prefectures
- February: Decision made to extend the state of emergency until March 7

Recent developments in detail

- March 1: State of emergency lifted in Osaka, Hyogo and Kyoto Prefectures
- March 5: Start of vaccination of medical professionals in Tokyo
- March 7: State of emergency in Tokyo, Kanagawa, Chiba and Saitama extended for two weeks (until March 21), decision made to continue to request bars and restaurant to shorten their business hours
- March 20: Decision made to exclude overseas spectators from attending the Tokyo Olympics and Paralympics
- March 21: State of emergency lifted in Tokyo, Kanagawa, Chiba and Saitama
- March 24: Decision made to continue to request bars and restaurants in Tokyo, Kanagawa, Chiba and Saitama Prefectures to shorten their business hours until April 21
- April 1: Application of Pre-emergency Measures to Prevent the Spread of COVID-19 announced for six cities in Osaka, Hyogo and Miyagi Prefectures (April 5–May 5)

Notes:

Previous news releases can be found at the URL below.

<https://www.hakuhodo-global.com/news>

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