

June 18, 2021

June 2021 Survey of *Sei-katsu-sha* Concerning COVID-19

Degree of freedom of life score up slightly to 54.3 points in June
Degree of anxiety and Degree of activity restriction ease, even as states of emergency continue in Tokyo and major prefectures

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., in June 2021 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 June 3–7 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. 8 for the survey outline.

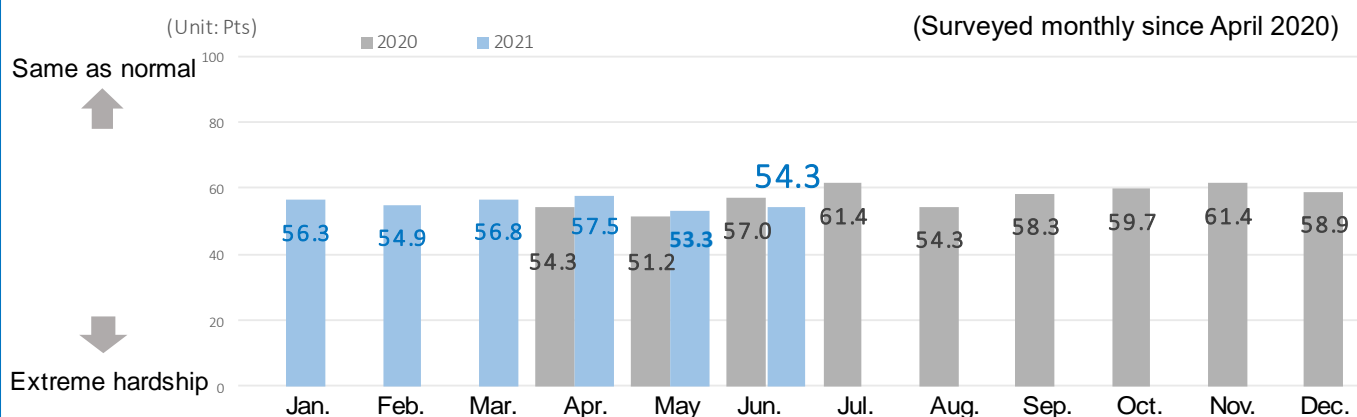
Conditions prior to the survey: Amid a surge of cases nationwide, vaccination of the elderly began in localities around Japan in early May, however there was much confusion around making appointments. Large vaccination sites run by the Self-Defense Forces commenced operations in Tokyo and Osaka in late May. The decision was made to apply the state of emergency to Hokkaido, Okayama and Hiroshima Prefectures. Okinawa Prefecture was added to Tokyo, Aichi, Osaka, Kyoto, Hyogo and other prefectures where states of emergency were already in place, and the end of the states of emergency in the ten prefectures was extended again from May 31 to June 20. In late May, although the caseload was decreasing, the number of patients with severe symptoms remained high. The survey was conducted amidst rising concerns about mutant variants, increased foot traffic and the holding of the Olympic Games.

Degree of freedom of life under the influence of COVID-19

June 2021: 54.3 pts

Up 1.0 pts vs. last month
Down 2.7 pts vs. the same month last year

When we asked respondents how they would rate the degree of freedom of their lives if their normal lives prior to the spread of COVID-19 rated 100 points, the score for June 2021 was 54.3 points. The score rose 1.0 points vs. the previous month, even though the states of emergency remained in place. The score is 2.7 points lower than that of June last year (in the survey conducted after the first state of emergency was lifted).



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 are due to rounding.

Attitudes and behavior under the influence of COVID-19

Degree of anxiety: All scores down on last month. Economic stagnation (76.9%) and The Situation abroad (65.9%), both down 4.4 points, stood out. **Degree of activity restriction:** All scores also down on last month. The drops in Nonessential and nonurgent shopping (72.1%, down 5.5 points) and Shaking hands, hugging and otherwise touching others (80.5%, down 5.2 points) stood out. **Degree of activity implementation:** Drops in such items as Avoid shopping at crowded times and/or reduce frequency of shopping (60.1%, down 8.7 points), Enjoy pastimes I can do at home (71.6%, down 5.5 points) and Exercise outside where people don't gather (40.1%, down 5.4 points) stood out.

		Response rate Agree + Somewhat agree	Change vs. last month	Change vs. same month last year
Degree of anxiety Anxieties they feel	Economic stagnation	76.9%	-4.4 pts	-6.1 pts
	The situation abroad	65.9%	-4.4 pts	-8.8 pts
	The government's response	78.7%	-3.6 pts	+1.3 pts
Degree of activity restriction Behaviors they refrain from	Nonessential and nonurgent shopping	72.1%	-5.5 pts	-11.5 pts
	Shaking hands, hugging and otherwise touching others	80.5%	-5.2 pts	-1.5 pts
	Nonessential and nonurgent trips	80.5%	-4.6 pts	-8.4 pts
Degree of activity implementation Behaviors they implement	Avoid shopping at crowded times and/or reduce frequency of shopping	60.1%	-8.7 pts	N/A
	Enjoy pastimes I can do at home	71.6%	-5.5 pts	-5.7 pts
	Exercise outside where people don't gather	40.1%	-5.4 pts	-3.2 pts

Degree of freedom of life under the influence of COVID-19

Degree of freedom of life scored 54.3 points in June. It is up 1.0 points since last month, even as the states of emergency continue

Even as the states of emergency continue, the Degree of freedom of life score rose slightly. As well as the continued noticeable reduction of the caseload in Tokyo and Osaka in the period immediately prior to the survey as people continue to be required to self-isolate in some form or another since the beginning of the year, factors such as the start of vaccinations for the general population, if only for the elderly, are likely to have contributed to this.

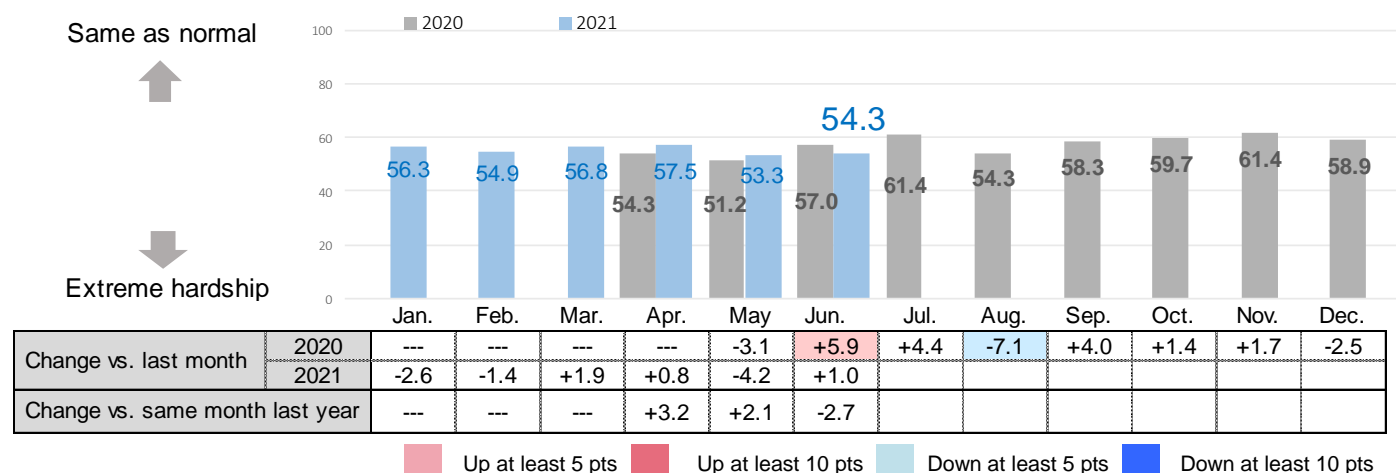
However, 2.7 points lower than the Degree of freedom of life score after the lifting of the first state of emergency in June last year (57.2 points), the score did not rise as it did last year.

In free responses, while there are such positive comments as: “An opportunity to declutter my life,” “It’s feeling good,” there are also such comments as: “Loss of the unexpected,” “An irritation without end”

Reasons mentioned by those that gave high Degree of freedom of life scores include various comments about being the indoors-type, so there was no significant impact, as well as positive remarks like: “I’ve been able to declutter and life feels easier,” “Working from home is a benefit,” and “I never really liked drinking parties, so it isn’t particularly hard,” and words about adapting, such as: “I’ve pretty much been able to adapt,” and “It’s feeling good.” Comments from those who gave medium Degree of freedom of life scores included: “I haven’t been able to do anything out of the ordinary at all,” “Wearing masks is uncomfortable in summer,” and “How long will it continue,” but also “My heart is not encumbered,” and “I’m taking steps to release stress.” From those who gave low Degree of freedom of life scores, in addition to comments mentioning economic and health worries, we received comments lamenting predicaments, like: “My life has been turned upside down and I live a life without stimulation,” “My days pass without speaking to a soul.” Comments noting “Pent-up feelings, with no end in sight,” and “Irritation that the outlook is unclear,” also stood out.

■ Degree of freedom of life

(Unit: Pts / Change: Pts)



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 are due to rounding.

■ Reason for Degree of freedom of life score (Selected responses)

Degree of freedom of life	High (61 pts or higher)	I am happier now, because I have been able to declutter things and people I don't need in my life and it feels easier. I hope this life continues.	100 pts	Female, 51, Aichi Pref.
		I can't go out or eat out freely, but I'm the indoors-type, anyway, so I don't feel any significant impact or stress.	90 pts	Female, 60, Hyogo Pref.
		It's inconvenient to not be able to see my friends freely, but I never really liked drinking parties anyway, so it isn't particularly hard. I've pretty much been able to adapt to my current life. But I'm concerned about the future economy, among other things, so I gave it 80 points.	80 pts	Female, 43, Osaka Pref.
		The ability to work from home is huge. It's much easier physically, so that's a benefit. But not being able to travel, visit my parents, go to drinking parties or meet friends is a significant disadvantage.	75 pts	Male, 46, Tokyo
		Although I have fewer opportunities to go out, doing nothing is feeling good recently, so I give it 70 points. I took 30 points off for having to wear a mask to go out.	70 pts	Female, 63, Kanagawa Pref.
	Medium (41–60 pts)	Because even though my work and basic routines have not changed, I have to buy masks and sanitizer, which I didn't have to before, and I haven't been able to do anything out of the ordinary at all.	60 pts	Female, 55, Osaka Pref.
		There might be restrictions on the areas I can travel to, but due to spending more time at home, I've had more time with my pets, time for myself, and have been able to review my life. I have learned the importance of my parents, who live far away, so even if that's hard, my heart is perhaps not encumbered.	50 pts	Female, 42, Tokyo
		Wearing masks is uncomfortable, especially in summer. I can't take my kids anywhere, including to leisure facilities. I've not taken them to see my parents, so they continue not to know their family's faces.	50 pts	Male, 40, Aichi Pref.
		Staying at home feels like a hardship, but I'm taking steps to release stress and give myself a break.	50 pts	Male, 64, Kanagawa Pref.
		I'm the indoors-type anyway, so I don't feel particularly hard done by, but I sometimes feel stress from spending more time with my family. Also, while I can put up with not eating out and traveling because everyone else is doing the same, I sometimes want to do these things. My score is on the low side because I wonder more these days how long this life that isn't going how I'd like it will continue.	45 pts	Female, 48, Hyogo Pref.
	Low (40 pts or lower)	I've grown accustomed to the pace of life now and have discovered new hobbies, so I don't feel burdened by life at home, but my income has dropped and I have major economic concerns. I still can't just meet my family and friends. My pent-up feelings are unresolved because there's no end in sight.	30 pts	Female, 35, Tokyo
		I have nothing to do but work, so stress builds up. I feel irritated that the outlook remains unclear.	30 pts	Female, 39, Hyogo Pref.
		Because my whole life has been turned upside down. Since I worked in the airline industry, my jobs are all in hiatus. Because I lived in Tokyo, but have returned to my parents' home and live without any stimulation.	10 pts	Female, 25, Aichi Pref.
		I can't go to visit my parents and my days pass without speaking to a soul; that's what my life's become. I feel unmotivated about getting a job due to anxiety that things might change again with changes in society. Because frittering the day away on my own is my lot now.	10 pts	Male, 21, Kanagawa Pref.
		I was already required to rest quietly in bed, which was hard, but I never imagined that I would be driven into a corner by covid measures to the extent that I would need to borrow money.	5 pts	Female, 51, Hyogo Pref.

Attitudes and behaviors under COVID-19 (current) and behaviors once COVID-19 subsides (intention)

Degree of anxiety: All scores down on last month

Economic stagnation (76.9%) and The Situation abroad (65.9%), were both down 4.4 points.

Degree of activity restriction: All scores also down since last month

Drops in Nonessential and nonurgent shopping (72.1%, down 5.5 points) and Shaking hands, hugging and otherwise touching others (80.5%, down 5.2 points) stood out.

Behaviors respondents think they will refrain from after COVID-19 subsides: Intention scores were lower than current scores across the board. The largest differences in the scores were for Travel and leisure activities (-38.2 points) and Experiential entertainment (-33.6 points), among others.

Degree of activity implementation: Scores were lower than last month in Avoid shopping at crowded times and/or reduce frequency of shopping (60.1%, down 8.7 points) and Enjoy pastimes I can do at home (71.6%, down 5.5. points)

Exercise outside where people don't gather (down 5.4 points), Use net shopping and food delivery services (down 4.6 points), among others, also stood out. There were no items that increased notably.

Behaviors that respondents gave higher intention scores than current scores: Enjoy leisure activities outdoors where people don't gather (+8.4 points) and Make sure to get sufficient exercise, nutrition and sleep (+8.1 points), among others.

Conversely, they gave lower intention scores than current scores to Enjoy pastimes I can do at home (-17.9 points) and Consistently wear a mask, wash my hands and take other precautions against infection (-11.5 points), among others.

■ Lifestyle attitudes and behaviors

(Unit: % / Change: Pts)

Degree of anxiety	Current: Anxieties they feel				
	Apr. 2021 survey	May 2021 survey	Jun. 2021 survey	Change vs. last month	Change vs. same month last year
The government's response	76.1	82.3	78.7	-3.6	+1.3
Economic stagnation	77.3	81.3	76.9	-4.4	-6.1
My and my family's health	68.3	71.9	70.8	-1.1	+2.9
The lack and uncertainty of information	62.9	67.1	66.8	-0.3	-1.1
The situation abroad	68.2	70.3	65.9	-4.4	-8.8
My and my family's jobs and income	59.1	60.7	58.6	-2.1	-3.3
Changes in my interpersonal relationships	46.1	47.8	47.5	-0.3	+2.8

(Unit: % / Change: Pts)

Degree of activity restriction	Current: Behaviors they refrain from					Intention: Behaviors they intend to refrain from after COVID-19 subsides					Intention vs. Current (Most recent month)
	Apr. 2021 survey	May 2021 survey	Jun. 2021 survey	Change vs. last month	Change vs. same month last year	Apr. 2021 survey	May 2021 survey	Jun. 2021 survey	Change vs. last month	Change vs. same month last year	
Travel and leisure activities	84.3	88.8	84.9	-3.9	-3.9	55.2	51.2	46.7	-4.5	-16.9	-38.2
Nonessential and nonurgent trips	80.5	85.1	80.5	-4.6	-8.4	60.4	58.9	54.7	-4.2	-16.4	-25.8
Shaking hands, hugging and otherwise touching others	80.1	85.7	80.5	-5.2	-1.5	65.8	65.1	58.9	-6.2	-13.5	-21.6
Experiential entertainment (gigs, theater, movies, etc.)	79.5	84.9	80.3	-4.6	-5.1	55.7	53.9	46.7	-7.2	-17.8	-33.6
Meeting friends and socializing	79.1	84.5	79.9	-4.6	-4.6	54.9	54.7	48.4	-6.3	-13.9	-31.5
Eating out	74.9	80.5	77.0	-3.5	-6.8	53.4	51.4	47.7	-3.7	-14.3	-29.3
Nonessential and nonurgent shopping	70.9	77.6	72.1	-5.5	-11.5	56.7	56.3	51.7	-4.6	-17.5	-20.4

(Unit: % / Change: Pts)

Degree of activity implementation	Current: Behaviors they implement					Intention: Behaviors they intend to implement after COVID-19 subsides					Intention vs. Current (Most recent month)
	Apr. 2021 survey	May 2021 survey	Jun. 2021 survey	Change vs. last month	Change vs. same month last year	Apr. 2021 survey	May 2021 survey	Jun. 2021 survey	Change vs. last month	Change vs. same month last year	
Consistently wear a mask, wash my hands and take other precautions against infection	91.7	94.2	92.5	-1.7	-0.7	82.0	83.8	81.0	-2.8	-4.8	-11.5
Make sure to get sufficient exercise, nutrition and sleep	72.7	77.5	74.9	-2.6	-2.1	79.7	83.8	83.0	-0.8	-0.1	+8.1
Enjoy pastimes I can do at home	67.9	77.1	71.6	-5.5	-5.7	57.9	57.9	53.7	-4.2	-10.2	-17.9
Keep a stock of anti-infection products and everyday necessities	69.5	73.1	68.9	-4.2	+1.6	68.9	71.8	67.9	-3.9	-4.4	-1.0
Use cashless payment options as much as possible	64.9	65.7	63.0	-2.7	+0.4	67.1	69.1	64.7	-4.4	-1.6	+1.7
Avoid shopping at crowded times and/or reduce frequency of shopping	61.3	68.8	60.1	-8.7	---	60.6	61.1	53.7	-7.4	---	-6.4
Use stores and facilities that take stringent anti-infection measures	55.9	61.9	58.4	-3.5	---	57.7	62.1	55.7	-6.4	---	-2.7
Cook myself as much as possible	57.9	60.6	57.3	-3.3	-2.6	63.4	66.9	63.3	-3.6	-1.1	+6.0
Drive to places	51.1	54.0	50.3	-3.7	-2.5	47.8	50.2	46.2	-4.0	-3.9	-4.1
Use video, music and other streaming services	46.5	49.5	48.9	-0.6	+2.4	48.9	49.6	49.6	±0	+0.9	+0.7
Play video games on my smartphone, computer, etc.	48.3	50.8	48.5	-2.3	+0.1	46.5	49.1	47.7	-1.4	-0.1	-0.8
Use net shopping and food delivery services	45.7	52.1	47.5	-4.6	-3.6	45.7	47.0	42.3	-4.7	-4.8	-5.2

Do exercises I can do at home	44.2	49.1	45.0	-4.1	-7.1	48.8	52.8	49.7	-3.1	-5.6	+4.7
Read and post on social media	39.3	41.9	42.5	+0.6	+2.0	45.7	48.1	46.9	-1.2	-1.1	+4.4
Enjoy leisure activities outdoors where people don't gather	45.5	44.7	41.5	-3.2	+2.6	55.5	54.5	49.9	-4.6	-3.2	+8.4
Exercise outside where people don't gather	41.1	45.5	40.1	-5.4	-3.2	49.5	49.7	44.7	-5.0	-5.5	+4.6
Commute to work/school during off-peak hours as much as possible	36.7	39.7	36.0	-3.7	-6.5	38.7	40.3	35.9	-4.4	-6.9	-0.1
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	29.9	34.6	32.2	-2.4	+5.3	38.1	39.3	36.0	-3.3	-0.5	+3.8
Telework (work from home) as much as possible [Those with jobs*]	30.7	32.2	31.2	-1.0	-5.5	31.7	32.3	29.7	-2.6	-3.0	-1.5
Second job (incl. considering one)	30.1	29.2	29.5	+0.3	+2.7	32.7	31.1	31.6	+0.5	+2.1	+2.1
Make things by hand (handcrafts, home improvements, DIY, etc.)	25.9	28.7	28.9	+0.2	-2.6	33.2	33.9	33.0	-0.9	-3.5	+4.1
Buy slightly better things than normal	27.9	27.1	27.9	+0.8	+5.2	31.9	33.1	30.5	-2.6	+1.9	+2.6
Invest	25.7	26.2	26.5	+0.3	+4.6	34.8	35.0	34.3	-0.7	+4.9	+7.8
Post and sell things on flea market apps and net auctions	24.8	25.0	25.5	+0.5	+4.4	29.7	29.3	27.7	-1.6	+2.0	+2.2
Buy things on flea market apps and net auctions	25.3	22.9	24.5	+1.6	+4.2	29.3	27.8	29.1	+1.3	+3.6	+4.6
Get a job, change jobs or start a business (incl. considering these)	23.5	22.7	23.4	+0.7	+1.1	27.1	24.5	26.4	+1.9	+1.9	+3.0
Support businesses and organizations	19.8	20.1	19.9	-0.2	-0.4	24.1	23.5	22.7	-0.8	-2.8	+2.8
Participate in online drinking parties and dinners	19.6	19.5	19.1	-0.4	-2.2	19.7	17.4	16.9	-0.5	-4.3	-2.2
Study online	18.6	18.9	18.2	-0.7	-0.4	25.9	23.1	21.9	-1.2	-2.6	+3.7
Move homes, carry out home improvements, live in multiple locations (incl. considering these)	16.2	16.3	15.8	-0.5	---	21.7	21.5	19.9	-1.6	---	+4.1

* Those with jobs: April n=1,074 May n=1,062 June n=1,059

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

Survey outline

■ Question items (question text)

Degree of 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 hardship 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(s) for your rating. (Free response)

Attitudes and behavior under the influence of COVID-19 (Current)

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)

Behavior after COVID-19 subsides (Intention)

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)

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

April 2020–March 2021

	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

From April 2021

(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: June 3 (Thu)–7 (Mon), 2021
(Survey conducted at the beginning of each month since March 2020)
- Planning/Analysis: Hakuodo Institute of Life and Living
- Conducted by: H. M. Marketing Research, Inc.

Reference: Major developments in society during the survey periods

2020

- April: States of emergency declared for seven prefectures (until May 6)
State of emergency expanded nationwide
- May: States of emergency lifted in 39 prefectures
States of emergency lifted in Osaka, Hyogo and Kyoto Prefectures
States of emergency lifted in all 47 prefectures, including Tokyo, Kanagawa, Chiba, Saitama and Hokkaido Prefectures
- 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:	States of emergency declared in Tokyo, Kanagawa, Chiba and Saitama Prefectures, then expanded to 11 prefectures
February:	Extension of the states of emergency until March 7
March:	States of emergency lifted in Osaka, Hyogo and Kyoto Prefectures, then in Tokyo, Kanagawa, Chiba and Saitama
April:	Application of Pre-emergency Measures to Prevent the Spread of COVID-19 gradually expanded (to Osaka, Hyogo, Miyagi, Tokyo, Kyoto, Okinawa, Kanagawa, Saitama, Chiba and Aichi Prefectures)
April 25:	Third state of emergency announced for Tokyo, Osaka, Hyogo and Kyoto Prefectures
May 7:	State of emergency expanded to Aichi and Fukuoka Prefectures; extension of the state of emergency until May 31 Extension of the Pre-emergency Measures and expand them (to Hokkaido, Gifu and Mie Prefectures)

Developments at the time of this survey in detail

May 10–:	The media reports numerous problems with booking appointments for vaccination for the elderly
May 14:	State of emergency expanded (to Hokkaido, Okayama and Hiroshima Prefectures) and Pre-emergency Measures expanded to (Gunma, Ishikawa and Kumamoto Prefectures), both from May 16
May 20:	State of emergency expanded to Okinawa Prefecture (May 23–June 20)
May 24:	Large government- and Self-Defense Forces-run vaccination sites open (Tokyo and Osaka)
May 28:	Extension of the states of emergency (until June 20, in nine prefectures, including Tokyo) Extension of the Pre-emergency Measures (until June 20, in five prefectures)
June 1:	Australian Olympic athletes arrive in Japan. Vaccinations exceed 10 million nationwide

Notes:

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

Previous news releases (from the April 2020 release) can be found at the URL below.
<https://www.hakuhodo-global.com/news>

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