

August 20, 2021

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

**August Degree of freedom of life score is 54.7 points, down slightly since last month
Activity restriction has not risen, even as anxiety rises slightly in the face of
increasing cases**

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., conducted its “Survey of *Sei-katsu-sha* Concerning COVID-19” in August 2021 to understand *sei-katsu-sha*’s attitudes and behaviors during the coronavirus. The survey was conducted August 2–4, 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. 8 for the survey outline.

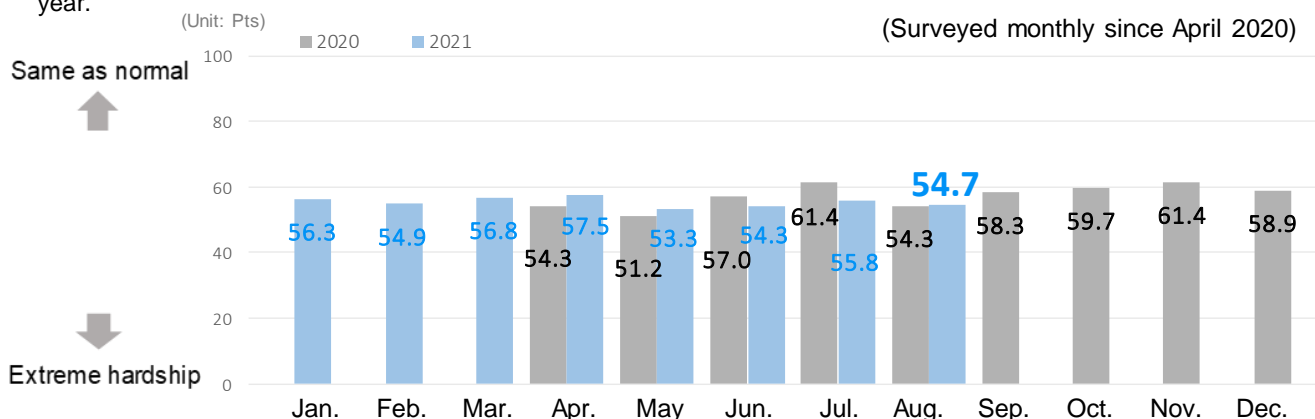
Conditions prior to the survey: A fourth state of emergency was declared for Tokyo on July 12. The Pre-emergency Measures to Prevent the Spread of COVID-19 continued in Saitama, Chiba, Kanagawa and Osaka Prefectures. The Tokyo Olympic Games opened on July 23 amidst the state of emergency. Cases rose daily from the end of July (in Tokyo, they were 2,848 on July 27 and 4,058 on July 31), and the national daily caseload broke the 10,000 mark on July 29. On the same day, the state of emergency was extended in Tokyo and expanded to Saitama, Chiba, Kanagawa and Osaka Prefectures, and the decision was made to apply the Pre-emergency Measures to Hokkaido, Ishikawa, Kyoto, Hyogo and Fukuoka Prefectures (both commencing August 2). The survey was conducted amid all of this.

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

August 2021: 54.7 pts

Down 1.1 pts vs. last month
Up 0.4 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 August 2021 was 54.7 points. This was down 1.1 points vs. the previous month, declining again after rising for two consecutive months. It was up 0.4 points vs. the same month last year.



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: Nearly all scores up vs. last month. My and my family's jobs and income (60.9%, up 5.2 points) and My and my family's health (68.7%, up 2.0 points) stand out. **Degree of activity restriction:** Change vs. last month was slight, with only Travel and leisure activities (82.3%, down 2.2 points) and Nonessential and nonurgent trips (78.9%, down 2.2 points) standing out. **Degree of activity implementation:** Play video games on my smartphone, computer, etc. (50.0%, up 3.4 points) was up vs. last month, while Exercise outside where people don't gather (36.3%, down 4.2 points) and Drive to places (49.1%, down 3.4 points) fell, but there was little change to other items.

		Response rate Agree + Somewhat agree	Change vs. last month	Change vs. same month last year
Degree of anxiety Anxieties they feel	My and my family's jobs and income	60.9%	+5.2 pts	-4.3 pts
	My and my family's health	68.7%	+2.0 pts	-6.2 pts
	The lack and uncertainty of information	65.7%	+0.5 pts	-7.0 pts
Degree of activity restriction Behaviors they refrain from	Travel and leisure activities	82.3%	-2.2 pts	-5.4 pts
	Nonessential and nonurgent trips	78.9%	-2.2 pts	-9.9 pts
	Experiential entertainment	77.9%	-1.0 pts	-5.9 pts
Degree of activity implementation Behaviors they implement	Play video games on my smartphone, computer, etc.	50.0%	+3.4 pts	+0.2 pts
	Exercise outside where people don't gather	36.3%	-4.2 pts	-2.6 pts
	Drive to places	49.1%	-3.4 pts	-4.0 pts

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

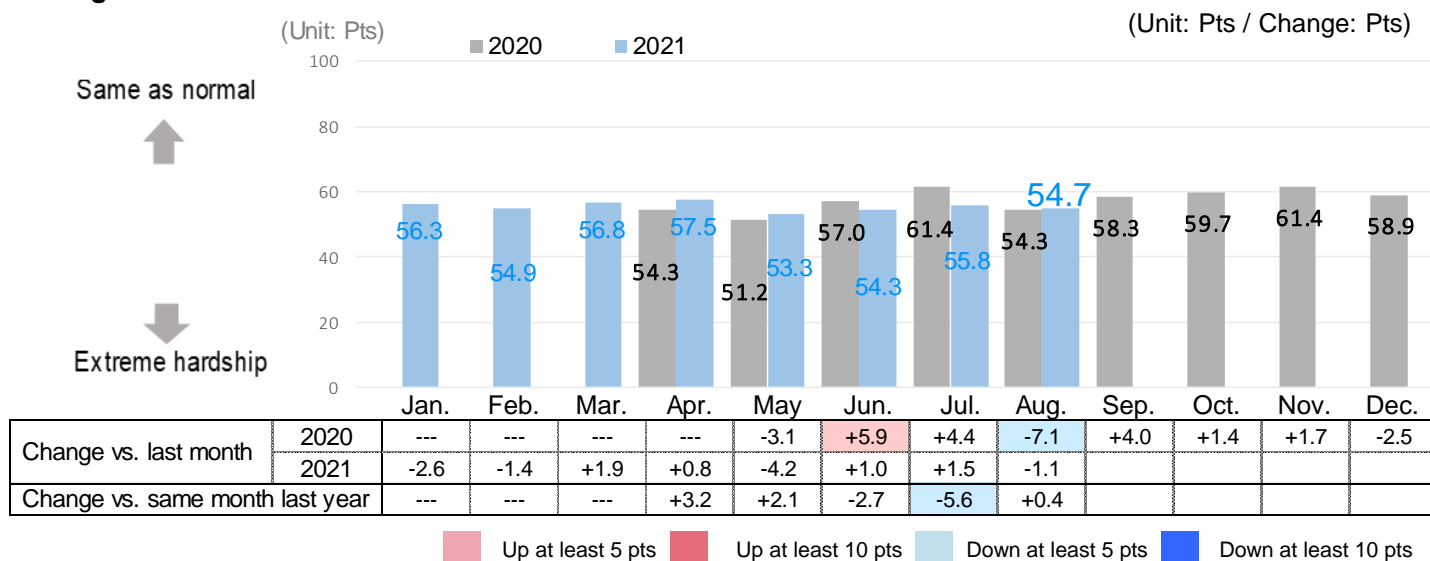
Degree of freedom of life score is 54.7 points in August, down is 1.1 points vs. last month. It declines after rising two months in a row

A fourth state of emergency was declared for Tokyo on July 12 and by the end of July cases were soaring again nationwide. The Degree of freedom of life score dipped slightly as states of emergency and Pre-emergency measures were expanded, including in the Kansai region. The score is roughly the same compared to that of August 2020 (54.3 points), when the first states of emergency had been lifted and the Degree of freedom of life score rose sharply in July, only to drop again when infections subsequently rose.

The long self-isolation life is both encouraging and discouraging going out. Instances of facing differences in values and concerns about vaccination can be seen

Those who gave high Degree of freedom of life scores mentioned that inconvenience has lessened as precautions to avoid becoming infected have become second nature and they now have knowledge of the virus. While this knowledge and awareness of precautions have encouraged some to go out without concern, it has also encouraged ways of enjoying staying at home, such as enjoying drinking at home and learning how enjoyable it is to stay home. When it comes to those who gave medium Degree of freedom of life scores, comments like "It's become troublesome to go out," show that the desire to go out has itself dropped for some. There were also comments about vaccination, such as: "My turn to be vaccinated is still a while away, so I'm uneasy," and "I'm still concerned, even though I've been vaccinated." Those who gave low Degree of freedom of life scores mentioned their feelings turning inward and not being able to go anywhere due to aspects of the extended self-isolation life, including working and raising their kids while wearing masks. Their desires and behavior both appear to have declined. There were comments about differences in values with spouses, differences with others about anti-infection precautions, and other psychological struggles. Some also said they have not been able to make vaccination appointments.

■ Degree of freedom of life



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)	Because I take thorough precautions myself to avoid becoming infected, which have become second nature now.	90 pts	Male, 49, Aichi Pref.
		When the pandemic started, info was uncertain and a tough life was forced on us, but one year on, I now have some knowledge of the virus and can somewhat understand the prevention measures, so it's easier to go out.	80 pts	Female, 25, Osaka Pref.
		I used to love eating out on the weekend, but I don't do that at all anymore. Instead, I now enjoy lots of different drinks at home.	80 pts	Female, 55, Tokyo
		Because compared to before the pandemic, I've learned how enjoyable it is to stay at home.	70 pts	Female, 23, Osaka Pref.
		Self-isolation is gradually becoming second nature, but I make sure I go out when I want to, so I don't feel too inconvenienced.	65 pts	Male, 41, Saitama Pref.
	Medium (41–60 pts)	Because it's become troublesome to go out due to COVID-19, even if it's just going shopping far away.	60 pts	Female, 49, Osaka Pref.
		I am not teleworking, so I'm not able to work if my children's school or nursery is closed. I'm always apologizing for not being able to work, even though it's not my fault.	50 pts	Female, 42, Chiba Pref.
		My turn to be vaccinated is still a while away, so I'm uneasy.	50 pts	Male, 44, Osaka Pref.
		Things we used to do before, like eating out, now need to be done with a mask on. I feel really hard done by from not being able to enjoy conversations while seeing people's expressions and lips.	50 pts	Male, 46, Gifu Pref.
		My family have been vaccinated. It feels safer than not getting it. But I don't feel 100% safe, so I'll continue to take precautions against infection.	50 pts	Female, 60, Tokyo
	Low (40 pts or lower)	I no longer work so have more time, but I can no longer go out, so my feelings tend to turn inward. Plus, differences in my and my husband's values now stick out more and being at home is suffocating. I feel stuck. I'm probably lucky to be able to eat without working, but I can't help thinking more about my marriage now.	20 pts	Female, 35, Tokyo
		I used to work at a restaurant, but it closed temporarily last year, and has now closed permanently. Work finishing early and being on the edge of losing my job, I've been at home more. I'm worried about the food service business going forward, and wonder if we'll still need to wear masks once everyone's been vaccinated.	20 pts	Male, 46, Aichi Pref.
		Wearing a mask in a restaurant kitchen in summer is torture. Will life be able to go back to how it was? I have a small amount of hope on the work front, so I gave it 20 points. Also, I feel my kids don't like it that I'm home so much. But I can't go anywhere. I have these bitter feeling and feel hardship in every sense of the word.		
		I still can't get a vaccination booking, and am more hesitant about going to the hospital for symptoms other than COVID-19. I'm aware of others watching me even when I'm out for essential reasons and my stress is up.	10 pts	Female, 53, Hyogo Pref.
		Not wearing a mask even when indoors, not sanitizing their hands when they come inside, etc.; there are many people around town who don't give a toss about anyone else. I'm scared of getting infected and have hardly been able to go out, eat out or enjoy entertainment.	5 pts	Male, 59, Tokyo
		My child is young and touches and puts everything in his mouth. It's hard to tell him off for that. I'm worried about myself, too, so I no longer want to eat out or go out.	0 pts	Female, 40, Tokyo

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

Degree of anxiety: Nearly all scores up vs. last month. But degree of anxiety scores for all items are lower vs. the same month last year

Since last month, increases in My and my family's jobs and income (60.9%, up 5.2 points) and My and my family's health (68.7%, up 2.0 points) stand out. However, compared to the same month last year, all scores are lower. Items that are significantly lower, including The situation abroad (down 13.3 points), Economic stagnation (down 9.3 points) and The lack and uncertainty of information (down 7.0 points), stand out.

Degree of activity restriction: There is little change vs. last month. But scores for all items are lower vs. the same month last year

In change vs. last month, only Travel and leisure activities (82.3%, down 2.2 points) and Nonessential and nonurgent trips (78.9%, down 2.2 points) stand out.

Degree of activity implementation: There are no significant changes vs. last month

Play video games on my smartphone, computer, etc. (50.0%, up 3.4 points) was up vs. last month, while Exercise outside where people don't gather (36.3%, down 4.2 points) and Drive to places (49.1%, down 3.4 points) fell, but there was little change to other items.

Behaviors that respondents gave higher intention scores than current scores: Enjoy leisure activities outdoors where people don't gather (+11.6 points), Exercise outside where people don't gather (+9.1 points), among others.

Behaviors that respondents gave lower intention scores than current scores: Enjoy pastimes I can do at home (-13.1 points) and Consistently wear a mask, wash my hands and take other precautions against infection (-8.3 points), among others.

■ Lifestyle attitudes and behaviors

(Unit: % / Change: Pts)

	Current: Anxieties they feel				
	Jun. 2021 survey	Jul. 2021 survey	Aug. 2021 survey	Change vs. last month	Change vs. same month last year
Degree of anxiety					
The government's response	78.7	76.7	77.1	+0.4	-5.8
Economic stagnation	76.9	74.3	74.6	+0.3	-9.3
My and my family's health	70.8	66.7	68.7	+2.0	-6.2
The lack and uncertainty of information	66.8	65.2	65.7	+0.5	-7.0
The situation abroad	65.9	64.1	63.0	-1.1	-13.3
My and my family's jobs and income	58.6	55.7	60.9	+5.2	-4.3
Changes in my interpersonal relationships	47.5	43.9	44.3	+0.4	-2.9

(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)
	Jun. 2021 survey	Jul. 2021 survey	Aug. 2021 survey	Change vs. last month	Change vs. same month last year	Jun. 2021 survey	Jul. 2021 survey	Aug. 2021 survey	Change vs. last month	Change vs. same month last year	
Travel and leisure activities	84.9	84.5	82.3	-2.2	-5.4	46.7	48.2	51.9	+3.7	-7.6	-30.4
Meeting friends and socializing	79.9	79.8	80.7	+0.9	-3.8	48.4	48.8	54.4	+5.6	-4.2	-26.3
Shaking hands, hugging and otherwise touching others	80.5	80.1	79.9	-0.2	-4.6	58.9	60.9	63.3	+2.4	-6.6	-16.6
Nonessential and nonurgent trips	80.5	81.1	78.9	-2.2	-9.9	54.7	54.9	59.3	+4.4	-5.6	-19.6
Experiential entertainment (gigs, theater, movies, etc.)	80.3	78.9	77.9	-1.0	-5.9	46.7	49.6	51.9	+2.3	-9.8	-26.0
Eating out	77.0	74.8	75.1	+0.3	-4.2	47.7	47.3	52.2	+4.9	-5.7	-22.9
Nonessential and nonurgent shopping	72.1	71.0	71.6	+0.6	-8.9	51.7	51.7	55.9	+4.2	-7.8	-15.7

(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)
	Jun. 2021 survey	Jul. 2021 survey	Aug. 2021 survey	Change vs. last month	Change vs. same month last year	Jun. 2021 survey	Jul. 2021 survey	Aug. 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	92.5	92.9	91.4	-1.5	-2.2	81.0	80.7	83.1	+2.4	-1.2	-8.3
Make sure to get sufficient exercise, nutrition and sleep	74.9	73.7	73.9	+0.2	-4.1	83.0	82.0	80.1	-1.9	-4.0	+6.2
Enjoy pastimes I can do at home	71.6	70.3	70.6	+0.3	-2.5	53.7	54.1	57.5	+3.4	-3.2	-13.1
Keep a stock of anti-infection products and everyday necessities	68.9	67.8	68.5	+0.7	-1.2	67.9	67.3	67.8	+0.5	-5.3	-0.7
Use cashless payment options as much as possible	63.0	63.6	64.0	+0.4	-0.3	64.7	67.1	69.1	+2.0	+2.7	+5.1
Avoid shopping at crowded times and/or reduce frequency of shopping	60.1	60.0	61.9	+1.9	---	53.7	53.1	56.6	+3.5	---	-5.3
Cook myself as much as possible	57.3	58.6	56.5	-2.1	-1.7	63.3	64.0	63.9	-0.1	+0.3	+7.4
Use stores and facilities that take stringent anti-infection measures	58.4	58.0	55.9	-2.1	---	55.7	57.3	57.2	-0.1	---	+1.3
Play video games on my smartphone, computer, etc.	48.5	46.6	50.0	+3.4	+0.2	47.7	45.2	49.3	+4.1	-0.2	-0.7
Drive to places	50.3	52.5	49.1	-3.4	-4.0	46.2	47.3	48.8	+1.5	-1.5	-0.3
Use video, music and other streaming services	48.9	49.0	48.1	-0.9	+0.8	49.6	50.4	50.8	+0.4	+2.2	+2.7
Use net shopping and food delivery services	47.5	47.9	47.5	-0.4	-1.2	42.3	42.8	45.6	+2.8	-2.1	-1.9

Do exercises I can do at home	45.0	44.6	44.6	±0	-2.4	49.7	48.9	50.7	+1.8	-3.0	+6.1
Enjoy leisure activities outdoors where people don't gather	41.5	40.9	39.9	-1.0	+2.2	49.9	51.2	51.5	+0.3	+0.3	+11.6
Read and post on social media	42.5	40.5	39.2	-1.3	-0.9	46.9	45.9	46.7	+0.8	-0.6	+7.5
Commute to work/school during off-peak hours as much as possible	36.0	36.5	37.7	+1.2	-4.0	35.9	36.9	40.1	+3.2	-1.8	+2.4
Exercise outside where people don't gather	40.1	40.5	36.3	-4.2	-2.6	44.7	44.7	45.4	+0.7	-0.8	+9.1
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	32.2	31.6	31.5	-0.1	+2.2	36.0	36.6	35.7	-0.9	-3.2	+4.2
Telework (work from home) as much as possible [Those with jobs*]	31.2	31.1	31.3	+0.2	-3.3	29.7	30.5	32.4	+1.9	-2.1	+1.1
Second job (incl. considering one)	29.5	29.0	30.9	+1.9	+1.4	31.6	30.9	33.5	+2.6	+1.1	+2.6
Invest	26.5	27.8	28.5	+0.7	+5.7	34.3	35.7	37.5	+1.8	+5.1	+9.0
Make things by hand (handcrafts, home improvements, DIY, etc.)	28.9	27.8	26.7	-1.1	-1.1	33.0	32.7	34.4	+1.7	-1.3	+7.7
Buy slightly better things than normal	27.9	27.3	25.2	-2.1	+0.4	30.5	30.8	32.1	+1.3	+0.4	+6.9
Post and sell things on flea market apps and net auctions	25.5	24.1	23.3	-0.8	+1.6	27.7	26.5	28.0	+1.5	+1.6	+4.7
Buy things on flea market apps and net auctions	24.5	24.7	23.3	-1.4	+1.6	29.1	28.5	29.3	+0.8	+3.6	+6.0
Get a job, change jobs or start a business (incl. considering these)	23.4	22.9	23.1	+0.2	-0.2	26.4	24.9	27.1	+2.2	-0.2	+4.0
Support businesses and organizations	19.9	18.5	19.1	+0.6	+0.2	22.7	23.7	23.8	+0.1	-0.7	+4.7
Study online	18.2	17.5	18.7	+1.2	±0	21.9	22.4	24.2	+1.8	-0.4	+5.5
Participate in online drinking parties and dinners	19.1	17.9	17.8	-0.1	-1.1	16.9	17.8	18.8	+1.0	-1.3	+1.0
Move homes, carry out home improvements, live in multiple locations (incl. considering these)	15.8	16.8	16.9	+0.1	---	19.9	19.6	22.6	+3.0	---	+5.7

* Those with jobs: June n=1,059 July: n=1,078 August n=1,073

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

Survey of *Sei-katsu-sha* Concerning COVID-19: 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: August 2 (Mon)–4 (Wed), 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)
States 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
- 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 for Tokyo, Kanagawa, Chiba and Saitama, then expanded to 11 prefectures
February:	Decision made to extend 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 Third states of emergency declared for Tokyo, Osaka, Hyogo and Kyoto Prefectures
May:	States of emergencies in Aichi, Fukuoka, Hokkaido, Okayama, Hiroshima and Okinawa Prefectures continued, extended or expanded Vaccination of the elderly continues, large-scale vaccination sites open (Tokyo, Osaka)
June:	All states of emergency lifted, except that in Okinawa Prefecture Hokkaido, Tokyo, Aichi, Kyoto, Osaka, Hyogo and Fukuoka Prefectures shift to Pre-emergency Measures Pre-emergency Measures continue in Chiba, Saitama and Kanagawa Prefectures

Developments at the time of this survey, in detail

July 12	Fourth state of emergency declared for Tokyo (until August 22), state of emergency in Okinawa extended until the same date Pre-emergency Measures in Saitama, Chiba, Kanagawa and Osaka also extended until August 22
July 13	The Japanese government retracts request to liquor merchants to not do business with restaurants that do not abide by its request to stop serving alcohol (after backing down from asking financial institutions to make sure that non-compliant eateries followed the no alcohol rule)
July 23	Tokyo Olympic Games open, with events held without spectators in Tokyo, Kanagawa, Chiba, Saitama, Fukushima and Hokkaido Prefectures
July 27	Tokyo records 2,848 new infections, passing the third wave peak of 2,520 on January 7, marking a new daily record
July 29	Decision made to extend the states of emergency until August 31, and to expand states of emergency to Saitama, Chiba, Kanagawa and Osaka Prefectures Pre-emergency Measures applied in Hokkaido, Ishikawa, Kyoto, Hyogo and Fukuoka Prefectures (August 2–31) Tokyo records 3,865 cases and at 10,687, the nationwide daily tally exceeds 10,000 for the first time
July 31	Tokyo records 4,058 cases, exceeding 4,000 for the first time. The nationwide daily tally is 12,328
August 1	The nationwide daily tally is 10,160, remaining above 10,000 cases for the fourth consecutive day

Sources of COVID-19 infection numbers: Website of the Ministry of Health, Labour and Welfare of Japan (retrieved August 19), website of the Tokyo Metropolitan Government (retrieved August 18)

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>

Media contacts:
Corporate Public Relations Division
koho.mail@hakuhodo.co.jp