

November 19, 2021

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

Degree of freedom of life rises in November for the second straight month to 61.9 points, the highest score since the survey began

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., in November 2021 conducted its “Survey of *Sei-katsu-sha* Concerning COVID-19” to understand *sei-katsu-sha*'s¹ attitudes and behaviors during the coronavirus pandemic. The survey was conducted November 4–8 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: New daily cases—which had dropped to around 1,000 nationwide and 100 in Tokyo in early October—continued on a downward trajectory, reaching their lowest level of the year on November 1 (75 nationwide, including nine in Tokyo, seven in Osaka Prefecture, and five in Aichi Prefecture). The number of severe cases also declined, and stress on the healthcare system improved. On October 25, five prefectures in the Kanto and Kansai regions scaled back restrictions on serving alcoholic beverages at restaurants and bars and voluntary restrictions on opening hours. And since the start of November, some capacity limits on large events that had been imposed in 27 prefectures were eased. The November survey was conducted as the restaurant, travel, and other service industries began to show signs of recovery, although concerns about a sixth wave lingered.

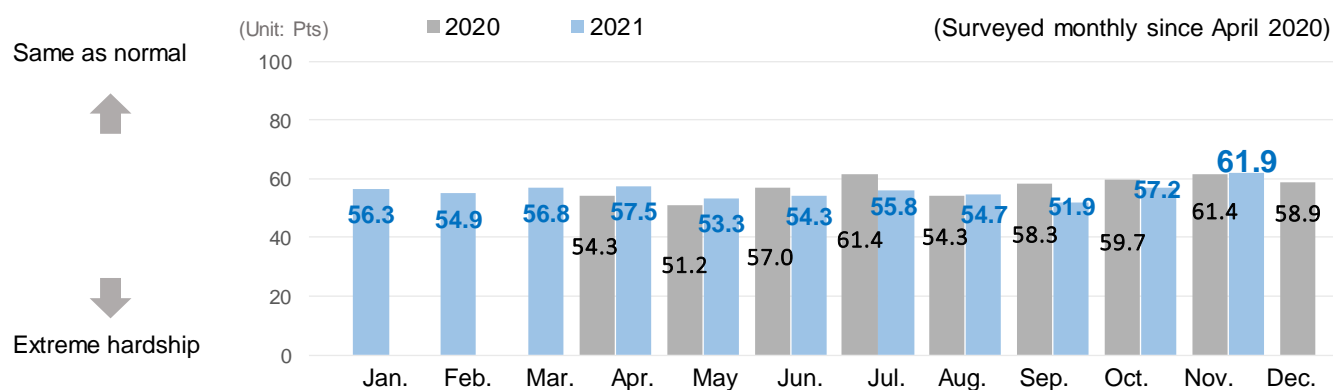
Degree of freedom of life under the influence of COVID-19

November 2021: 61.9 pts

Up 4.7 pts vs. last month

Up 0.5 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 November 2021 was 61.9 points. This was the second straight monthly increase and the highest score since April last year, when we first launched the survey. The November 2021 score was up 0.5 points from last November.



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.

¹ “*Sei-katsu-sha*” is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

Attitudes and behavior under the influence of COVID-19

Degree of anxiety: Scores were down from last month on most items, especially for The government's response (65.3%, down 4.9 points) and My and my family's health (64.4%, down 3.6 points). **Degree of activity restriction:** Scores for all items fell, particularly Eating out (67.8%, down 10.6 points) and Meeting friends and socializing (69.9%, down 8.6 points). **Degree of activity implementation:** Scores fell for Enjoy pastimes I can do at home (63.1%, down 6.7 points), Telework (those with jobs: 28.2%, down 5.1 points), and similar items. Scores, however, rose for Use stores and facilities that take stringent anti-infection measures (58.6%, up 2.7 points) and other items.

		Response rate Agree + Somewhat agree	Change vs. last month	Change vs. same month last year
Degree of anxiety Anxieties they feel	The government's response	65.3%	-4.9 pts	-1.2 pts
	My and my family's health	64.4%	-3.6 pts	-1.8 pts
	Changes in my interpersonal relationships	41.0%	-3.2 pts	-2.5 pts
Degree of activity restriction Behaviors they refrain from	Eating out	67.8%	-10.6 pts	+5.9 pts
	Meeting friends and socializing	69.9%	-8.6 pts	+3.6 pts
	Nonessential and nonurgent trips	71.7%	-8.2 pts	+1.0 pts
Degree of activity implementation Behaviors they implement	Enjoy pastimes I can do at home	63.1%	-6.7 pts	+3.9 pts
	Telework (work from home) as much as possible [Those with jobs*]	28.2%	-5.1 pts	+1.5 pts
	Use stores and facilities that take stringent anti-infection measures	58.6%	+2.7 pts	N/A

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

November's Degree of freedom of life rose for the second straight month to 61.9 points, the highest score since the survey began

Numbers of new cases and patients with severe symptoms both continued to decline in October. On October 25, five prefectures in the Kanto and Kansai regions scaled back restrictions on serving alcoholic beverages at restaurants and bars and voluntary restrictions on opening hours. And since the start of November, some capacity limits on large events that had been imposed in 27 prefectures were eased. The Degree of freedom of life score for November again rose sharply from the previous month, even as concerns about a sixth wave lingered.

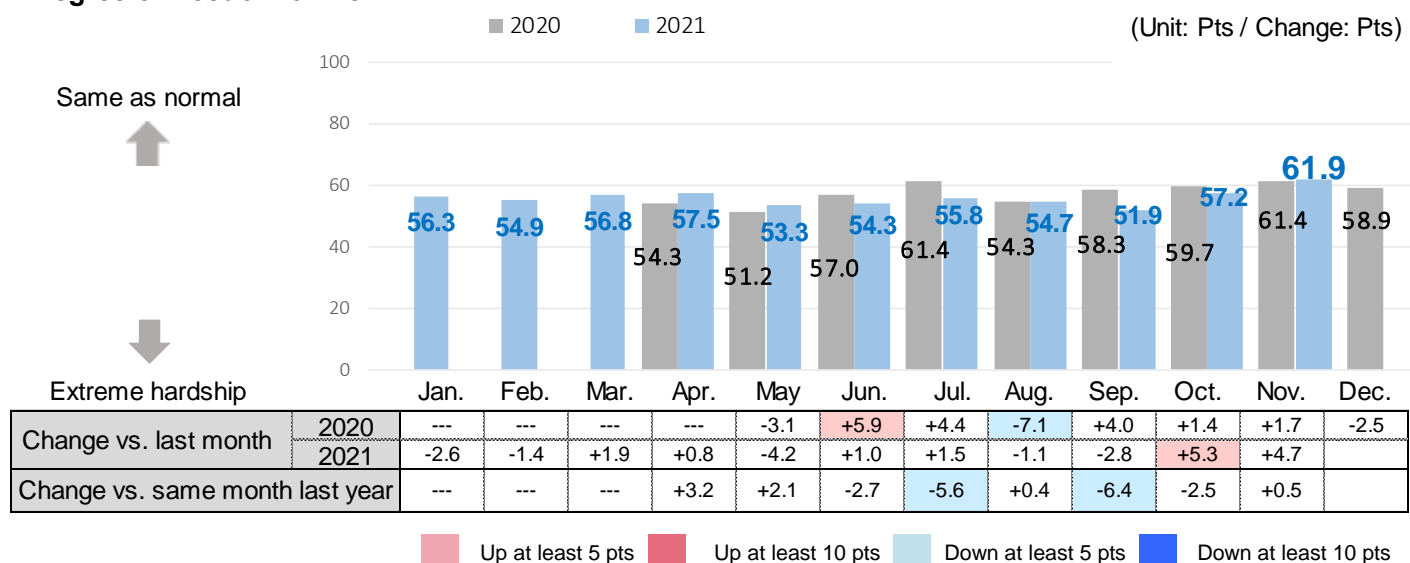
When giving reasons for their scores, respondents mentioned the lifting of the states of emergency and the rising vaccination rate as well as the normalization of and confidence in lifestyle practices centered on preventing the spread of infections

Some respondents who gave high Degree of freedom of life scores attributed their growing sense of calm and a return to more freedom in their lives to the move toward “a world where one can live conveniently without leaving home for nonessential reasons” and becoming “accustomed to the new normal, such as being able to work from home.” Others emphasized the lifting of the states of emergency, the rising vaccination rate, and the decline in case numbers.

Respondents who gave medium Degree of freedom of life scores similarly associated their “perceptible decline in a sense of crisis” with the lifting of the states of emergency, the rising vaccination rate, and the decline in case numbers. Some said they are gradually returning to such normal activities as attending events and going out for drinks. Nevertheless, others cautioned that it is too early to let up our guard and that they will “continue to hold back” because infection risks will increase as more people gather and mix together.

Respondents who gave low Degree of freedom of life scores cited such reasons as lower income and other financial difficulties and “because we have kids, if they are even slightly under the weather, we’re unable to go out as we’d like.” Other comments reflected a strong wariness about infections, such as “The recent sudden decline in cases is like the calm before the storm” and “It’s way too early to relax our efforts.”

■ 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)	I gave my score because although I have fewer opportunities to go out, we have a world where one can live conveniently without leaving home for non-essential reasons. And even though I spend more time at home, this time has become valuable for me.	100 pts	Female, 23, Osaka Pref.
		Now that I'm fully vaccinated, I have been gradually returning to my normal activities. But I'm still hesitant to dine out or travel long distances. I decided to give this score because it seems it will take a little longer for my life to return completely to 100 points.	80 pts	Male, 34, Osaka Pref.
		Now that the state of emergency has been lifted, I can go out for a drink at a bar, provided there's only a few of us. I deducted 20 points because we are not free to travel overseas and because I'm still staying away from large gatherings.	80 pts	Male, 59, Chiba Pref.
		I gave this score because I've become accustomed to the new normal, such as being able to work from home. And since the number of infected people has dropped recently, it looks like I'll be able to travel again, which I love to do.	70 pts	Male, 50, Tokyo
		The number of infected people has fallen recently and the state of emergency has been lifted, so the situation is much calmer now. Still, we can't let down our guard. It looks like it will take several years until the coronavirus is completely stamped out. So my score reflects that I'm still passing up leisure activities.	70 pts	Female, 62, Mie Pref.
Medium (41–60 pts)		My sense of crisis, both physically and mentally, has come down perceptibly in the last few weeks with the widespread vaccinations and the falling case numbers across the country. The situation is returning to pre-COVID-19 conditions, albeit very gradually, and there's a sense of hope now in my daily life. Nevertheless, we can't let up our guard yet, which is why I gave this score.	60 pts	Female, 53, Osaka Pref.
		On the positive side, I'm very thankful I was able to change jobs and have work. My income is down a little after changing jobs, but not by much. There's been a steady stream of concerts and events being canceled, and capacity limits have made it harder to get tickets, but this situation is gradually improving. On the other hand, although there's nothing I can do about it, I still hate the hassle of wearing a mask, putting up with more inconveniences, and the uneasiness of a world obsessed with trends in infections.	60 pts	Female, 38, Aichi Pref.
		Activities that had been restricted or banned are coming back because of the sharp drop-off in new infections. But the pandemic is still not fully defeated, and I'm very worried about another sudden outbreak of infections in the near future.	50 pts	Male, 28, Chiba Pref.
		It's possible to drink alcohol again in bars and restaurants after the lifting of the state of emergency, so life is starting to return to normal bit by bit. I feel my mood is calmer now too. So that's why I gave this score.	50 pts	Female, 47, Osaka Pref.
		I expect many people who have been stuck at home will start going out all at once. I intend to wait out this spike in activity and continue to avoid going out for a little while longer.	50 pts	Female, 68, Tokyo
		Low (40 pts or lower)		I gave this score because I still rarely go out. I avoid going into the city on weekends.
I feel the recent sudden decline in cases is like the calm before the storm.	30 pts			Male, 64, Hyogo Pref.
I think it's way too early to relax our efforts. Traveling abroad is out of the question, and it's unthinkable to stop wearing masks. Business has returned to stores, however. To be honest, I don't feel any real need to try to go back to our old ways.	30 pts			Female, 53, Kanagawa Pref.
I have to keep the kids home from school or preschool even if they are only slightly under the weather. This puts more stress on parents and prevents us from going out as we'd like. I can't truly enjoy myself because of worries about getting infected.	20 pts			Female, 41, Aichi Pref.
Money is tight because my work has tapered off and I can't work overtime. I can't meet my friends as much as I'd like, which makes everything even more stressful.	0 pts			Female, 30, Mie Pref.

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

Degree of anxiety: Scores were down from last month on most items, and scores on all items were lower than the same month last year

Scores fell from last month for The government's response (65.3%, down 4.9 points) and My and my family's health (64.4%, down 3.6 points), while they increased for The situation abroad (59.8%, up 2.3 points), among others.

The biggest changes from the same month last year were The situation abroad (59.8%, down 10.2 points), followed by Economic stagnation (72.2%, down 5.1 points).

Degree of activity restriction: Scores for all items fell from last month, with many scores dropping significantly; however, scores for almost all items were higher than the same month last year

Scores declined considerably from last month on many items, particularly Eating out (67.8%, down 10.6 points), Meeting friends and socializing (69.9%, down 8.6 points), and Nonessential and nonurgent trips (71.7%, down 8.2 points).

Despite the monthly decline, scores for almost all items were higher than the same month last year, indicating respondents feel more restricted in their activities. In particular, the Degree of restriction of Eating out (67.8%, up 5.9 points) and Travel and leisure activities (75.9%, up 3.7 points), among other items, is high.

Degree of activity implementation: A noteworthy change from last month is the decline in activities done at home

Scores fell for Enjoy pastimes I can do at home (63.1%, down 6.7 points) and Telework (for those with jobs): 28.2%, down 5.1 points). Conversely, scores climbed for Invest (28.4%, up 3.0 points), Support businesses and organizations (19.8%, up 3.0 points), and Use stores and facilities that take stringent anti-infection measures (58.6%, up 2.7 points).

Activities respondents intend to do after COVID-19 subsides: Activities with higher "intention" scores than "current" scores were Enjoy leisure activities outdoors where people don't gather (+10.7 points) and Read and post on social media (+10.5 points).

■ Lifestyle attitudes and behaviors

(Unit: % / Change: Pts)

	Current: Anxieties they feel				
	Sep. 2021 survey	Oct. 2021 survey	Nov. 2021 survey	Change vs. last month	Change vs. same month last year
Degree of anxiety					
Economic stagnation	76.5	72.5	72.2	-0.3	-5.1
The government's response	79.0	70.2	65.3	-4.9	-1.2
My and my family's health	70.8	68.0	64.4	-3.6	-1.8
The situation abroad	66.9	57.5	59.8	+2.3	-10.2
My and my family's jobs and income	57.3	57.1	57.9	+0.8	-3.8
The lack and uncertainty of information	66.4	57.7	57.4	-0.3	-3.7
Changes in my interpersonal relationships	48.9	44.2	41.0	-3.2	-2.5

(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)
	Sep. 2021 survey	Oct. 2021 survey	Nov. 2021 survey	Change vs. last month	Change vs. same month last year	Sep. 2021 survey	Oct. 2021 survey	Nov. 2021 survey	Change vs. last month	Change vs. same month last year	
	Shaking hands, hugging and otherwise touching others	84.4	77.8	76.9	-0.9	+2.2	65.4	64.9	67.9	+3.0	
Travel and leisure activities	85.7	83.6	75.9	-7.7	+3.7	50.3	54.1	53.5	-0.6	+2.8	-22.4
Nonessential and nonurgent trips	83.5	79.9	71.7	-8.2	+1.0	58.1	59.7	61.8	+2.1	+4.9	-9.9
Experiential entertainment (gigs, theater, movies, etc.)	82.0	76.2	70.1	-6.1	-0.4	53.5	54.0	54.5	+0.5	+1.3	-15.6
Meeting friends and socializing	81.9	78.5	69.9	-8.6	+3.6	52.9	55.6	53.3	-2.3	+2.3	-16.6
Eating out	78.7	78.4	67.8	-10.6	+5.9	50.8	54.1	52.8	-1.3	+3.4	-15.0
Nonessential and nonurgent shopping	77.0	71.8	64.3	-7.5	+2.0	56.1	56.5	56.9	+0.4	+2.2	-7.4

(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)
	Sep. 2021 survey	Oct. 2021 survey	Nov. 2021 survey	Change vs. last month	Change vs. same month last year	Sep. 2021 survey	Oct. 2021 survey	Nov. 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	93.4	91.9	91.3	-0.6	-0.5	82.4	85.0	86.5	+1.5	
Make sure to get sufficient exercise, nutrition and sleep	78.2	72.8	75.2	+2.4	-1.2	83.1	80.7	84.6	+3.9	+2.7	+9.4
Keep a stock of anti-infection products and everyday necessities	71.2	68.5	68.9	+0.4	+3.6	70.7	67.9	71.3	+3.4	+3.5	+2.4
Use cashless payment options as much as possible	65.3	62.6	63.4	+0.8	+4.9	68.5	65.4	67.0	+1.6	+3.9	+3.6
Enjoy pastimes I can do at home	74.4	69.8	63.1	-6.7	+3.9	60.0	57.5	57.7	+0.2	+1.6	-5.4
Avoid shopping at crowded times and/or reduce frequency of shopping	67.8	60.6	61.5	+0.9	---	58.4	54.7	58.7	+4.0	---	-2.8
Use stores and facilities that take stringent anti-infection measures	63.2	55.9	58.6	+2.7	---	58.5	57.0	61.4	+4.4	---	+2.8
Cook for myself as much as possible	61.1	57.2	55.0	-2.2	+2.6	64.7	61.9	63.8	+1.9	+0.9	+8.8
Play video games on my smartphone, computer, etc.	52.7	49.5	47.2	-2.3	+1.1	49.4	47.3	48.1	+0.8	+1.5	+0.9
Use video, music and other streaming services	49.9	49.1	47.1	-2.0	+4.4	51.5	47.9	49.9	+2.0	+3.0	+2.8
Drive to places	53.7	47.2	47.0	-0.2	-0.1	49.6	45.7	45.9	+0.2	+1.1	-1.1
Enjoy leisure activities outdoors where people don't gather	42.5	41.9	44.2	+2.3	+3.0	54.1	52.2	54.9	+2.7	+3.4	+10.7

Use online shopping and food delivery services	51.1	46.5	42.3	-4.2	+4.7	47.2	44.3	43.1	-1.2	+3.0	+0.8
Exercise outside where people don't gather	41.6	40.5	42.1	+1.6	+3.8	47.8	46.8	48.9	+2.1	+2.8	+6.8
Do exercises I can do at home	46.5	45.1	41.9	-3.2	+1.6	51.3	50.3	51.7	+1.4	+1.2	+9.8
Read and post on social media	41.7	39.1	40.7	+1.6	+4.9	47.5	46.2	51.2	+5.0	+4.7	+10.5
Commute to work/school during off-peak hours as much as possible	38.5	36.1	33.8	-2.3	+0.1	39.5	37.4	40.5	+3.1	+3.7	+6.7
Second job (incl. considering one)	29.5	29.5	31.1	+1.6	+4.0	31.3	33.1	32.1	-1.0	+3.0	+1.0
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	31.3	29.9	30.9	+1.0	+2.6	38.1	35.8	39.6	+3.8	+3.1	+8.7
Invest	28.3	25.4	28.4	+3.0	+7.9	37.0	36.1	37.0	+0.9	+5.8	+8.6
Telework (work from home) as much as possible [Those with jobs*]	32.0	33.3	28.2	-5.1	+1.5	31.4	32.7	31.3	-1.4	+4.1	+3.1
Buy slightly better things than normal	30.0	29.1	28.2	-0.9	+6.8	32.9	30.3	32.9	+2.6	+3.2	+4.7
Post and sell things on flea market apps and online auctions	25.1	23.5	26.1	+2.6	+6.4	28.2	27.4	29.1	+1.7	+4.3	+3.0
Make things by hand (handcrafts, home improvements, DIY, etc.)	26.8	27.0	25.3	-1.7	+0.4	34.9	32.6	34.0	+1.4	+2.1	+8.7
Buy things on flea market apps and online auctions	25.6	22.8	24.9	+2.1	+5.4	29.3	25.7	30.2	+4.5	+5.3	+5.3
Get a job, change jobs or start a business (incl. considering these)	22.0	23.9	24.9	+1.0	+2.1	26.5	26.9	27.7	+0.8	+3.7	+2.8
Support businesses and organizations	19.7	16.8	19.8	+3.0	+2.2	23.8	21.4	24.5	+3.1	+0.7	+4.7
Move homes, carry out home improvements, live in multiple locations (incl. considering these)	17.1	16.0	17.8	+1.8	---	22.7	20.3	23.4	+3.1	---	+5.6
Participate in online drinking parties and dinners	19.9	17.7	17.5	-0.2	+2.2	19.5	18.3	19.5	+1.2	+2.8	+2.0
Study online	20.7	19.1	17.5	-1.6	+0.7	25.5	23.3	23.9	+0.6	+2.1	+6.4

* Those with jobs: September n=1,072 October n=1,092 November n=1,104

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:	November 4 (Thu)–8 (Mon), 2021 (Survey conducted at the beginning of each month since March 2020)
Planning/Analysis:	Hakuhodo Institute of Life and Living
Conducted by:	H. M. Marketing Research, Inc.

Reference:

Major developments in society during the survey periods

COVID-19 infection number sources: Websites of the Ministry of Health, Labour and Welfare of Japan, NHK and the Tokyo Metropolitan Government (each as of November 16)

2020

April:	States of emergency declared for seven prefectures (until May 6) States of emergency expanded nationwide
May:	States of emergency lifted (first in 39 prefectures, then 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:	Go To Travel campaign suspended (first in Tokyo, then 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 emergency continued, extended or expanded (Aichi, Fukuoka Prefectures added) Vaccination of the elderly continues, large-scale vaccination sites open (Tokyo, Osaka)
June:	All states of emergency lifted, except 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
July:	Fourth state of emergency declared for Tokyo, which soon after was expanded to the prefectures of Saitama, Chiba, Kanagawa, and Osaka Tokyo Olympic Games open. They are held without spectators Pre-emergency Measures applied in Hokkaido, Ishikawa, Kyoto, Hyogo and Fukuoka Prefectures
August:	New cases in Japan top 25,000 for the first time; Tokyo records more than 5,000 new cases for the first time States of emergency (in 19 prefectures) and Pre-emergency measures (in eight prefectures) extended to the end of September Tokyo Paralympic Games open. They are held without general spectators
September:	New cases fall: From around 20,000 new cases a day at the start of the month to around 6,000 new cases a day in the middle of the month and down to some days at the end of the month with fewer than 1,000 cases The number of patients with severe symptoms declines: After hitting a record high of over 2,000 at the beginning of the month, the numbers decreased throughout the month, falling below 1,000 at the end of the month The percentage of double-vaccinated Japanese tops 50% of the entire population All states of emergency (19 prefectures) and Pre-emergency Measures (8 prefectures) lifted (September 30) The Tokyo Metropolitan Government lowers the virus alert level one level (September 30)

Developments at the time of this survey, in detail

October 7	The Tokyo Metropolitan Government lowers the healthcare-system alert level and the virus alert level by one level each
October 11	New cases nationwide fall below the 300 mark to 285; 49 cases are recorded in Tokyo
October 18	Japan records 178 news cases, including 29 in Tokyo, 29 in Osaka Prefecture, and 10 in Aichi Prefecture
October 25	Tokyo and Kanagawa, Chiba, Saitama and Osaka Prefectures allow restaurants and bars to serve alcoholic beverages and ease voluntary restrictions on opening hours
October 28	The Ministry of Health, Labour and Welfare announces a policy to administer COVID-19 booster shots to all vaccinated people 12 years old and older
November 1	Okinawa ends its ongoing voluntary restrictions on opening hours on restaurants and bars Japan records 75 new cases, including nine in Tokyo and seven in Osaka Prefecture; the first day with less than 100 new cases nationwide since June 2020 The capacity limit of 10,000 on large events imposed in 27 prefectures is ended The Tokyo Metropolitan Government launches a vaccine passport service using the LINE messaging app

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>

■ About HakuHodo

Founded in 1895, HakuHodo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, HakuHodo is the world's third largest advertising agency according to *Ad Age's* "Agency Report 2021." The company is the core agency of the HakuHodo DY Group.

Sei-katsu-sha insight is the foundation for HakuHodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. HakuHodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *sei-katsu-sha* insight as its cornerstone, HakuHodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the completely digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, HakuHodo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: www.hakuhodo-global.com

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

© 2021 HakuHodo Institute of Life and Living, HakuHodo Inc. All rights reserved.