

February 22, 2022

February 2022 Survey of *Sei-katsu-sha* Concerning COVID-19

Degree of freedom of life score is 57.4 points in February, dropping to the 50-point range for the first time in four months
Degree of anxiety and Degree of activity restriction rise again

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., conducts a monthly “Survey of *Sei-katsu-sha* Concerning COVID-19” to get a current picture of *sei-katsu-sha*¹ attitudes and behaviors during the coronavirus pandemic. The February 2022 survey was conducted over February 1–3 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.

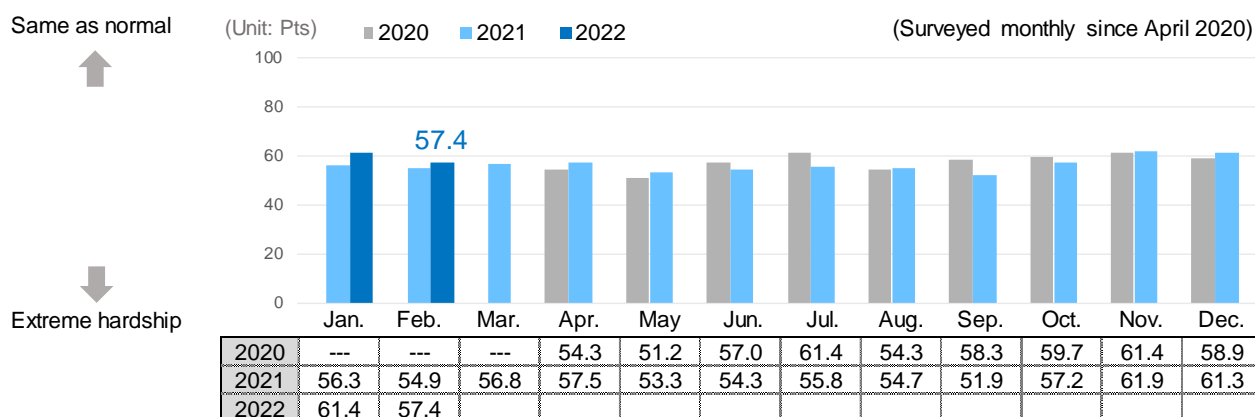
Conditions prior to the survey: New cases continued to soar in January, and by the end of the month, daily cases had topped 80,000 nationwide, far exceeding the 20,000+ peak of Japan’s fifth wave, in summer 2021. Application of Pre-emergency Measures to Prevent the Spread of COVID-19 also expanded rapidly, with the Measures in force in 34 prefectures by the end of January. The dominant Omicron strain, which is said to be more infectious than the Delta variant but less likely to cause serious illness, was spreading noticeably among children and young people. The February survey was conducted amid a flurry of media reports of rapidly rising infection and close contact numbers significantly impacting not only the medical system, but families, workplaces and social functions.

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

February 2022: 57.4 pts

Down 4.0 pts vs. last month
Up 2.5 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 February 2022 was 57.4 points. Down 4.0 points since last month, the score was at the same level it was in October 2021 (57.2 points), just after the end of Japan’s fifth COVID-19 wave, dropping to the 50-point range for the first time in four months. The score was 2.5 points higher than 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.

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: All scores were up on last month. The rise in scores for Economic stagnation (76.1%, up 7.4 points) and The government's response (70.2%, up 5.6 points) stood out. **Degree of activity restriction:** All scores rose here, too. This includes Eating out (73.4%, up 11.3 points), Meeting friends and socializing (78.5%, up 11.0 points), Nonessential and nonurgent trips (79.6%, up 10.1 points). **Degree of activity implementation:** Scores for activities done at home rose, including Enjoy pastimes I can do at home (69.3%, up 8.3 points), Cook for myself as much as possible (57.2%, up 5.6 points) and Use net shopping and food delivery services (45.3%, up 5.3 points).

		Response rate Agree + Somewhat agree	Change vs. last month	Change vs. same month last year
Degree of anxiety Anxieties they feel	Economic stagnation	76.1%	+7.4 pts	-4.9 pts
	The government's response	70.2%	+5.6 pts	-11.2 pts
	The lack and uncertainty of information	59.9%	+3.8 pts	-10.0 pts
Degree of activity restriction Behaviors they refrain from	Eating out	73.4%	+11.3 pts	-9.0 pts
	Meeting friends and socializing	78.5%	+11.0 pts	-6.9 pts
	Nonessential and nonurgent trips	79.6%	+10.1 pts	-6.4 pts
Degree of activity implementation Behaviors they implement	Enjoy pastimes I can do at home	69.3%	+8.3 pts	-6.0 pts
	Cook for myself as much as possible	57.2%	+5.6 pts	-3.5 pts
	Use net shopping and food delivery services	45.3%	+5.3 pts	-4.5 pts

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

February’s Degree of freedom of life score was 57.4 points, dropping to the 50-point range for the first time in four months. Degree of anxiety and Degree of activity restriction scores rose again

New cases continued to soar in January, and by the end of the month, daily cases had topped 80,000 nationwide, far exceeding the 20,000+ peak of Japan’s fifth wave, in summer 2021. Pre-emergency Measures to Prevent the Spread of COVID-19 were in force in 34 prefectures by the end of January. The survey was conducted February 1–3, as infections among children were noticeable, creating large numbers of infections and close contacts, with media reporting significant impacts not only on the medical system, but families, workplaces and social functions. The Degree of freedom of life score dropped and Degree of anxiety and Degree of activity restriction scores began rising again.

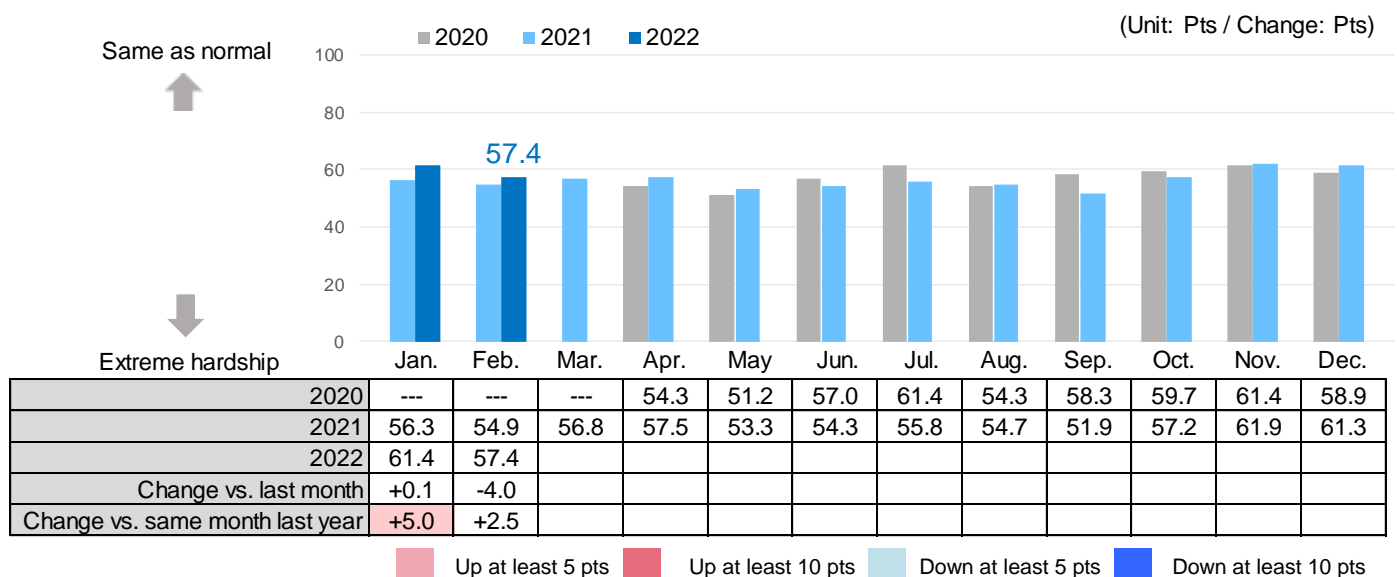
Reasons for scores mentioned concerns about the future and the impact of and concerns about protracted restrictions on people’s lives

Respondents who gave high Degree of freedom of life scores (61 points or higher) rated the benefits of taking anti-infection measures and having more free time, but also worried about “how long this might last,” expressing concern about their interactions with others continuing to decrease, and “feel[ing] depressed” at having to deny their child things.

Respondents who gave medium Degree of freedom of life scores (41–60 points) expressed hope for the end of the pandemic, but also frustration at on-going restrictions, including that they had “grown accustomed to this life, but there are restrictions,” had “started avoiding contact with others,” that it was “hard to know whether to go ahead with children’s events,” and that they “don’t know how long [they] won’t be able to go out.”

Respondents who gave low Degree of freedom of life scores (40 points or lower) spoke of a sense of loss for the time in which they had not been able to have experiences amid continuing restrictions, including that their “child is growing up,” and that they had “[not been] able to study abroad, and still have few experiences as a student.” Also, in addition to impacts on their work and income, they lament that “cases explode and [their trip] gets cancelled,” and “life is boring denying myself everything.”

■ 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)

I don't feel much hardship from the increasing numbers of infections and, conversely, as long as I take adequate precautions against infection, things have improved for me in many ways, both mentally and financially.	100 pts	Female, 52, Aichi Pref.
I'm uneasy about how long restrictions on things that we used to be able to do as a matter of course might last.	80 pts	Female, 48 Hyogo Pref.
I'm satisfied with the reduction in commuting time from being able to telework once or twice a week. But I have less contact with others, and since we're wearing masks, I can't remember the names and faces of people at the same company. Also, it's a shame that work get-togethers have dramatically decreased.	70 pts	Male, 49, Tokyo
Until last year, I was scared of COVID-19 and really couldn't do anything but, two years in, there are things I need to do regardless, and I've got somewhat used to it. But I'm sad that kindergarten events have been scaled down and only one parent can go to watch. Instead, you have to buy the video. But they're pricey so that's a big expense.	70 pts	Female, 32, Aichi Pref.
I'm better off than people working in medicine and transportation, but I still feel depressed because I am denying myself things and have to deny my child things, too. I don't feel the sense of satisfaction I used to before this.	65 pts	Female, 47, Tokyo
I gave this score because the dominant strain at the moment is low pathogenetic and if you become infected it doesn't worsen as much as previous strains. And although cases are increasing now, I think they will gradually decrease. And because my everyday life is getting back to normal.	60 pts	Male, 33, Gifu Pref.
I've grown accustomed to this life, but I gave this score because there are restrictions since we are still in a pandemic.	60 pts	Male, 27, Osaka Pref.
I started avoiding eating out and contact with others. And I cannot go to places where people gather.	50 pts	Male, 48, Tokyo
There are things I can do, but still, I worry about the risk and how others around me will react. It's hard to know whether to go ahead with children's clubs and other events in case something happens.	50 pts	Female, 47, Aichi Pref.
My everyday life is fine, even though I refrain from going out, because I am buying things online and using online distribution services and delivery services. But I'm a bit stressed because I don't know how long I won't be able to go out due to the pandemic.	50 pts	Female, 61, Osaka Pref.
There are many restrictions on work. I want my children to go to lots of places and see and experience lots of things, but they're growing up as I continue to prioritize their safety.	35 pts	Female, 40, Kanagawa Pref.
I think I need to give a score under 50 points because my real stress is not being able to just go to the clinic or my classes like I used to, and because I'm expected to make decisions about lots of things. But more than the stress of a life of refraining from nonessential and nonurgent trips and responding to various changes like having to wear a mask, the stress I feel from people who don't follow the rules and are lax in their thinking is much greater.	30 pts	Female, 42, Aichi Pref.
I gave this score because I can't go out as I want. I've been refraining from going out drinking or to karaoke with my friends and also from travel for so long.	20 pts	Male, 47, Osaka Pref.
My work is down a bit so my income has also declined. My cooking classes have been suspended for years, and I'm not able to meet my friends as it's hard to do so because I'm wary about meeting them for lunch, etc. As for traveling, I've made bookings, but then cases explode or whatever and it gets cancelled. Life is boring denying myself everything.	20 pts	Female, 58, Nara Pref.
I gave this score because I haven't able to do things freely at college for two years, I haven't been able to study abroad as I was aiming to, and I still have few experiences as a student. My income has dropped and a family member quit their job, so I don't have a lot of leeway in my life. I'm struggling just trying to maintain my current lifestyle.	10 pts	Female, 23, Chiba Pref.

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

Degree of anxiety: All scores were up on last month

Compared to last month, scores for Economic stagnation (76.1%, up 7.4 points) and The government's response (70.2%, up 5.6 points) rose by at least 5 points.

All scores were lower than the same month last year. Declines in scores for The government's response (70.2%, down 11.2 points) and The lack and uncertainty of information (59.9%, down 10.0 points) stood out.

Degree of activity restriction: All scores were up on last month here, too

Compared to last month, scores for Eating out (73.4%, up 11.3 points), Meeting friends and socializing (78.5%, up 11.0 points) and Nonessential and nonurgent trips (79.6%, up 10.1 points) rose by at least 10 points.

All scores were lower than the same month last year. This includes Experiential entertainment (gigs, theater, movies, etc.) (74.3%, down 10.6 points) and Nonessential and nonurgent shopping (69.8%, down 9.1 points).

Degree of activity implementation: Nearly all scores were down on last month here, as well

Compared to last month, scores for activities done at home rose, including Enjoy pastimes I can do at home (69.3%, up 8.3 points) and Cook for myself as much as possible (57.2%, up 5.6 points).

Activities respondents intend to do after COVID-19 subsides: Activities with higher "intention" scores than "current" scores include Invest (+10.5 points), Exercise outside where people don't gather (+8.9 points), Upgrade my home environment (+8.8 points) and Enjoy leisure activities outdoors where people don't gather (+8.7 points).

■ Lifestyle attitudes and behaviors

(Unit: % / Change: Pts)

Degree of anxiety	Current: Anxieties they feel				
	Dec. 2021 survey	Jan. 2022 survey	Feb. 2022 survey	Change vs. last month	Change vs. same month last year
Economic stagnation	74.5	68.7	76.1	+7.4	-4.9
The government's response	71.0	64.6	70.2	+5.6	-11.2
My and my family's health	66.9	66.5	67.3	+0.8	-6.1
The situation abroad	70.8	64.1	65.9	+1.8	-4.8
The lack and uncertainty of information	64.1	56.1	59.9	+3.8	-10.0
My and my family's jobs and income	57.3	56.4	58.0	+1.6	-4.1
Changes in my interpersonal relationships	43.1	40.5	43.7	+3.2	-5.1

(Unit: % / Change: Pts)

Degree of activity restriction	Current: Behaviors they refrain from					Intention: Behaviors they intend to refrain from after COVID-19 subsidies					Intention vs. Current (Most recent month)
	Dec. 2021 survey	Jan. 2022 survey	Feb. 2022 survey	Change vs. last month	Change vs. same month last year	Dec. 2021 survey	Jan. 2022 survey	Feb. 2022 survey	Change vs. last month	Change vs. same month last year	
	Travel and leisure activities	73.5	73.5	82.0	+8.5	-8.5	51.9	50.7	47.1	-3.6	
Shaking hands, hugging and otherwise touching others	74.7	74.4	80.5	+6.1	-4.9	66.3	62.7	61.4	-1.3	-2.5	-19.1
Nonessential and nonurgent trips	69.9	69.5	79.6	+10.1	-6.4	59.1	57.3	55.4	-1.9	-3.9	-24.2
Meeting friends and socializing	70.5	67.5	78.5	+11.0	-6.9	52.9	51.1	51.1	±0	+0.1	-27.4
Experiential entertainment (gigs, theater, movies, etc.)	67.6	66.4	74.3	+7.9	-10.6	51.7	50.2	48.1	-2.1	-4.5	-26.2
Eating out	65.5	62.1	73.4	+11.3	-9.0	51.0	49.0	48.5	-0.5	-3.4	-24.9
Nonessential and nonurgent shopping	62.1	60.2	69.8	+9.6	-9.1	55.7	54.1	53.1	-1.0	-3.2	-16.7

(Unit: % / Change: Pts)

Degree of activity implementation	Current: Behaviors they implement					Intention: Behaviors they intend to implement after COVID-19 subsidies					Intention vs. Current (Most recent month)
	Dec. 2021 survey	Jan. 2022 survey	Feb. 2022 survey	Change vs. last month	Change vs. same month last year	Dec. 2021 survey	Jan. 2022 survey	Feb. 2022 survey	Change vs. last month	Change vs. same month last year	
	Consistently wear a mask, wash my hands and take other precautions against infection	91.2	89.7	91.8	+2.1	-2.2	84.9	82.9	80.1	-2.8	
Make sure to get sufficient exercise, nutrition and sleep	75.7	73.9	76.6	+2.7	-0.7	82.0	81.9	84.3	+2.4	-0.7	+7.7
Enjoy pastimes I can do at home	64.1	61.0	69.3	+8.3	-6.0	56.4	55.6	55.9	+0.3	-1.2	-13.4
Keep a stock of anti-infection products and everyday necessities	67.8	66.0	68.8	+2.8	-2.6	67.9	69.7	67.7	-2.0	-1.8	-1.1
Use cashless payment options as much as possible	61.0	63.3	66.3	+3.0	+1.3	66.4	68.0	69.7	+1.7	+2.0	+3.4
Avoid shopping at crowded times and/or reduce frequency of shopping	58.1	56.7	61.9	+5.2	---	56.1	55.8	56.6	+0.8	---	-5.3
Use stores and facilities that take stringent anti-infection measures	56.9	55.2	59.7	+4.5	---	58.3	57.8	56.7	-1.1	---	-3.0
Cook for myself as much as possible	52.9	51.6	57.2	+5.6	-3.5	61.2	61.7	64.4	+2.7	-0.7	+7.2
Drive to places	47.1	47.1	51.1	+4.0	+0.6	47.5	46.7	47.3	+0.6	+0.2	-3.8
Use video, music and other streaming services	49.4	45.3	46.9	+1.6	+0.6	50.5	50.9	48.6	-2.3	-1.7	+1.7
Play video games on my smartphone, computer, etc.	46.5	43.2	46.5	+3.3	-3.8	47.9	47.0	44.8	-2.2	-2.3	-1.7
Do exercises I can do at home	45.0	41.5	45.7	+4.2	-1.6	50.8	49.8	51.6	+1.8	-0.6	+5.9
Use net shopping and food delivery services	41.0	40.0	45.3	+5.3	-4.5	42.4	45.7	42.8	-2.9	-2.1	-2.5

Enjoy leisure activities outdoors where people don't gather	44.1	40.3	43.5	+3.2	+4.1	52.9	52.3	52.2	-0.1	+1.4	+8.7
Read and post on social media	41.3	38.8	41.5	+2.7	+3.2	48.9	48.8	49.2	+0.4	+5.0	+7.7
Exercise outside where people don't gather	40.9	37.5	39.5	+2.0	-0.2	49.7	46.7	48.4	+1.7	-0.6	+8.9
Commute to work/school during off-peak hours as much as possible	35.7	35.1	39.1	+4.0	-1.5	38.8	39.8	39.6	-0.2	-0.1	+0.5
Upgrade my home environment by updating the telecommunications environment, buying home appliances, etc.	33.7	31.3	31.9	+0.6	+2.6	41.3	40.9	40.7	-0.2	+2.4	+8.8
Telework (work from home) as much as possible [Those with jobs*]	30.6	29.7	31.5	+1.8	-3.5	31.1	30.9	32.2	+1.3	+0.5	+0.7
Second job (incl. considering one)	30.8	26.8	28.7	+1.9	+0.5	31.7	31.7	32.9	+1.2	+0.5	+4.2
Buy slightly better things than normal	28.6	28.4	28.5	+0.1	+0.8	33.7	34.2	31.7	-2.5	+0.7	+3.2
Invest	30.4	27.3	28.0	+0.7	+3.3	38.4	38.1	38.5	+0.4	+4.7	+10.5
Make things by hand (handcrafts, home improvements, DIY, etc.)	25.9	25.5	26.3	+0.8	-1.5	32.9	33.9	32.7	-1.2	-1.6	+6.4
Buy things on flea market apps and net auctions	25.1	22.5	25.5	+3.0	+2.3	29.9	30.0	30.0	±0	+2.5	+4.5
Get a job, change jobs or start a business (incl. considering these)	25.7	22.5	24.9	+2.4	+2.7	27.9	27.9	27.1	-0.8	+0.2	+2.2
Post and sell things on flea market apps and net auctions	24.5	22.9	24.4	+1.5	+0.9	28.5	28.8	29.0	+0.2	+1.8	+4.6
Participate in online drinking parties and dinners	19.3	16.7	18.5	+1.8	+0.3	20.0	19.9	19.3	-0.6	+0.4	+0.8
Support businesses and organizations	20.5	19.1	17.9	-1.2	-2.2	22.5	24.2	22.4	-1.8	-2.7	+4.5
Study online	19.4	17.9	17.5	-0.4	-2.0	23.7	24.5	24.5	±0	-0.6	+7.0
Move homes, carry out home improvements, live in multiple locations (incl. considering these)	18.4	16.8	16.2	-0.6	---	22.6	22.5	21.0	-1.5	---	+4.8

* Those with jobs: December n=1,034 January n=1,063 February n=1,074

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
Male	122	145	190	161	137	755
Female	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
Male	122	143	187	169	136	757
Female	118	139	183	164	139	743
Total	240	282	370	333	275	1,500

Survey method:	Internet survey
Survey period:	February 1 (Tue)–3 (Thu), 2022 (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, website of the Tokyo Metropolitan Government (each as of February 18)

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)

June:	Vaccination of the elderly continues, large-scale vaccination sites open (Tokyo, Osaka) All states of emergency lifted, except in Okinawa Prefecture Hokkaido, Tokyo, Aichi, Kyoto, Osaka, Hyogo and Fukuoka Prefectures shift to Pre-emergency Measures
July:	Pre-emergency Measures continue in Chiba, Saitama and Kanagawa Prefectures 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)
October:	New cases continue on a downward trajectory, with less than 100 cases a day nationwide and only in the single digits in Tokyo
November:	Capacity limits on large events are lifted; voluntary restrictions on restaurants and bars are eased in Tokyo and Kanagawa, Chiba, Saitama and Osaka Prefectures The media reports a sudden increase in cases in Europe The new Omicron variant is detected in Japan for the first time (late November)
December	New cases remain low for most of the month; community transmission of the Omicron variant is confirmed in Osaka and Tokyo late in the month

Developments at the time of this survey, in detail

2022

January 9	Application of Pre-emergency Measures in Okinawa, Yamaguchi and Hiroshima Prefectures (January 9–31)
January 13	New cases in Japan top 20,000; Tokyo records more than 3,000 cases
January 21	Application of Pre-emergency Measures in an additional 13 prefectures, including Tokyo and Kanagawa, Chiba and Saitama Prefectures (January 21–February 13)
January 22	New cases in Japan top 60,000; Tokyo records more than 10,000 cases
January 25	New cases in Japan top 80,000; Tokyo records more than 12,000 cases
January 27	Application of Pre-emergency Measures in an additional 18 prefectures, including Osaka, Kyoto and Hyogo Prefectures (January 27–February 20) Pre-emergency Measures are in place in a total of 34 prefectures A record 644 childcare centers, etc. in 37 prefectures are temporarily closed (source: Ministry of Health, Labour and Welfare of Japan)
January 28	The number of COVID-19 patients recovering at home tops 260,000 (source: Ministry of Health, Labour and Welfare of Japan); the National Governors' Association seeks support from the national government for educational institutions
January 29	New cases in Japan top 90,000; Tokyo records more than 17,000 cases for the second day in a row
February 1	Cases of ambulance crews struggling to find hospitals to take emergency patients reach 5,303 in the week to January 30, the third consecutive week of record cases (source: Fire and Disaster Management Agency)

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

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