

May 17, 2022

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

Sei-katsu-sha attitudes after two years living with the pandemic:

61.5% want to maintain their current lifestyle even after the pandemic subsides, up 5.2 points from last year

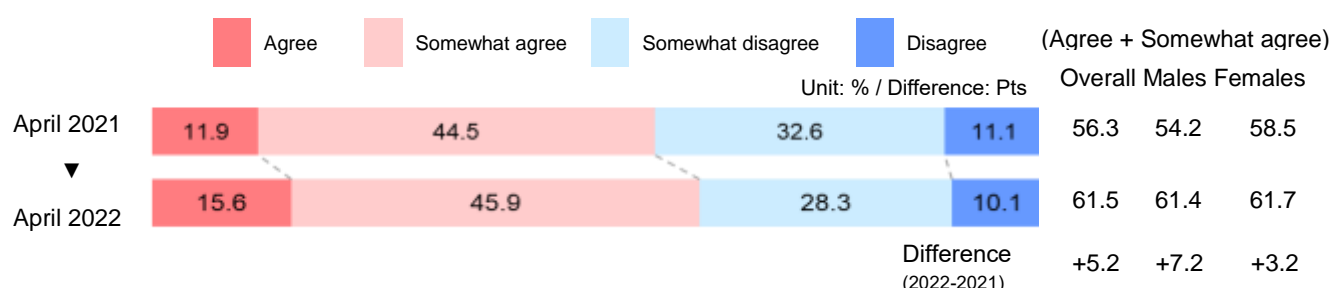
Reasons: I'm concerned about infectious diseases, I'm used to my current lifestyle, I can live a life where my time is full and fulfilling, I'm comfortable with a life where I don't meet others

Hakuhodo Institute of Life and Living, a think tank of Hakuhodo Inc., has conducted its “Survey of *Sei-katsu-sha* Concerning COVID-19” monthly since April 2020. In the latest survey, conducted in April, we also asked *sei-katsu-sha*¹ about their intention of maintaining their current lifestyle and new things they have noticed after around two years of the pandemic. The survey was conducted April 1–4, targeting 1,500 males and females aged 20–69 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. See p. 9 for the survey outline.

Intention of maintaining current lifestyle

When we asked if respondents want to maintain their current lifestyle (assuming concerns about becoming infected with COVID-19 have subsided), 61.5% agreed or somewhat agreed, an increase of 5.2 points from the same survey a year ago (56.3%). Scores rose for both males and females. Last year, the score for males (54.2%) was lower than that for females (58.5%), but after rising significantly this time around, the scores for both genders were almost the same (males up 7.2 points to 61.4%; females up 3.2 points to 61.7%).

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



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.

Reasons for wanting to maintain their current lifestyle

When we asked those who want to maintain their current lifestyle their reasons, the top response overall was Because I'm concerned about infectious diseases, not just COVID-19 (41.7%), followed by Because I'm used to my current lifestyle (33.0%), Because I can live a life where my time is full and fulfilling (32.4%), and Because I'm comfortable with a life where I don't meet or interact with others much (29.6%).

By gender, more scores were higher for females than males. This was particularly so in Because I'm comfortable with a life where I don't meet or interact with others much (18.0 points higher for females), Because I'm more comfortable with a life with masks (13.9 points), Because I'm comfortable living life indoors (12.6 points) and Because I'm concerned about infectious diseases, not just COVID-19 (12.4 points), among other items. Females are strongly inclined want to maintain the comfort of living life at their own pace, even without meeting others, and many actually find wearing masks more comfortable.

Reasons for intention to maintain current lifestyle: Reasons for wanting to

Unit: % / Difference: Pts

(Base: Those who want to maintain their current lifestyle)

		Overall	Males	Females	Difference
		(923)	(462)	(461)	Females-Males
1	Because I'm concerned about infectious diseases, not just COVID-19	41.7	35.5	47.9	+12.4
2	Because I'm used to my current lifestyle	33.0	32.3	33.8	+1.5
3	Because I can live a life where my time is full and fulfilling	32.4	28.1	36.7	+8.6
4	Because I'm comfortable with a life where I don't meet or interact with others much	29.6	20.6	38.6	+18.0
5	Because I can use time more efficiently	28.6	31.4	25.8	-5.6
6	Because I can live with fewer expenses and living costs	26.5	25.1	28.0	+2.9
7	Because society in general can maintain a high level of environmental hygiene	26.2	24.5	28.0	+3.5
8	Because I can live a life with a healthy rhythm	24.7	21.6	27.8	+6.2
8	Because I'm comfortable living life indoors	24.7	18.4	31.0	+12.6
10	Because I can live a life that allows me to spend quality time with my family and loved ones	23.4	19.5	27.3	+7.8
11	Because my life has not changed or been encumbered since before the pandemic	22.5	22.7	22.3	-0.4
12	Because I can live without being tied to a workplace, school, hospital or other place	20.5	19.7	21.3	+1.6
13	Because I'm more comfortable with a life with masks	15.0	8.0	21.9	+13.9
14	Because I'm comfortable with a life where I don't have to commute to work/school every day	13.0	13.6	12.4	-1.2
-	Other	4.2	6.3	2.2	-4.1

At least 5 pts higher than overall figure

At least 10 pts higher than overall figure

At least 5 pts lower than overall figure

At least 10 pts lower than overall figure

Intention of maintaining / Desirability of current lifestyle (By gender and age group)

Intention of maintaining current lifestyle (assuming concerns about becoming infected with COVID-19 have subsided): Agree + Somewhat agree rose 5.2 points compared to a year ago to 61.5%

By gender, scores were 61.4% for males (up 7.2 points) and 61.7% for females (up 3.2 points), with a larger increase for males bringing the scores for the genders to almost the same level. By age group, all scores also rose, with large increases in the 50–59 (56.9%, up 8.3 points) and 20–29 (63.7%, up 7.4 points) age groups.

Desirability of current lifestyle (compared to before the pandemic): A majority of 54.1% agreed It's better for me, up 7.4 points compared to a year ago

When we asked respondents about the desirability of their current lifestyle from three perspectives (for themselves, their families, and society), It's better for me (54.1%, up 7.4 points), in particular, rose significantly to over 50%. It's better for my family scored 42.2% (up 4.5 points) and It's better for society scored 37.7% (up 3.2 points).

Comparing the scores of the three perspectives, while the order It's better for me, then It's better for my family and It's better for society" is unchanged since a year ago, Agree + Somewhat agree scores are up on last year in all three.

By gender, there were no significant gender differences toward the three perspectives.

By age group, It's better for me scored higher the younger the cohort, particularly among the 20–29 and 30–39 age groups (as it did last year, as well).

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

Unit: % / Difference: Pts

	Overall	Gender		Age group				
		Males	Females	20-29	30-39	40-49	50-59	60-69
Want to maintain current lifestyle (Agree + Somewhat agree)								
April 2021	56.3	54.2	58.5	56.3	58.9	61.1	48.6	56.7
April 2022	61.5	61.4	61.7	63.7	64.7	62.3	56.9	61.0
Difference (2022-2021)	+5.2	+7.2	+3.2	+7.4	+5.8	+1.2	+8.3	+4.3

At least 5 pts higher than overall figure

At least 10 pts higher than overall figure

At least 5 pts lower than overall figure

At least 10 pts lower than overall figure

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

Unit: % / Difference: Pts

	Overall	Gender		Age group					2021 Overall	Difference (2022-2021)
		Males	Females	20-29	30-39	40-49	50-59	60-69		
Current lifestyle is more desirable (Agree + Somewhat agree)										
It's better for me	54.1	54.4	53.7	60.6	60.1	58.1	46.9	44.8	46.7	+7.4
It's better for my family	42.2	41.2	43.2	49.4	43.1	44.1	36.7	38.6	37.7	+4.5
It's better for society	37.7	38.6	36.7	43.2	39.9	41.9	32.6	30.5	34.5	+3.2

At least 5 pts higher than overall figure

At least 10 pts higher than overall figure

At least 5 pts lower than overall figure

At least 10 pts lower than overall figure

Reasons for intention to maintain current lifestyle (By gender and age group)

Reasons for wanting to maintain their current lifestyle (Those who want to only): I'm concerned about infections, I'm used to my current lifestyle, I can live a life where my time is full and fulfilling, I'm comfortable with a life where I don't meet or interact with others much

Overall, the top response was I'm concerned about infectious diseases, not just COVID-19 (41.7%), followed by I'm used to my current lifestyle (33.0%), I can live a life where my time is full and fulfilling (32.4%) and I'm comfortable with a life where I don't meet or interact with others much (29.6%).

By gender, most scores were higher for females than for males. This was particularly so for I'm comfortable with a life where I don't meet or interact with others much (an 18.0-point gender difference), I'm more comfortable with a life with masks (13.9 points), I'm comfortable living life indoors (12.6 points) and I'm concerned about infectious diseases, not just COVID-19 (12.4 points), among other items. Among females, there is a strong preference for the comfort of living life indoors, at their own pace, without meeting others, and for many of them, even wearing masks is viewed as comfortable.

By age group, those aged 30–39 gave higher than overall scores to I can use time more efficiently and I can live a life that allows me to spend quality time with my family and loved ones. Those aged 40–49 gave higher than overall scores to I'm comfortable with a life where I don't meet or interact with others much, I'm comfortable living life indoors and I'm more comfortable with a life with masks. And those aged 60–69 gave higher than overall scores to I'm concerned about infectious diseases, not just COVID-19 and I can live a life with a healthy rhythm.

Reasons for not wanting to maintain current lifestyle (Those who do not want to only): I want to travel and visit my hometown freely, With the hardship and stress, it's not fun, I want to live a life without masks

While these are the top three reasons overall, the top spots differ by gender and age group. In descending order, the top spots for males were: With the hardship and stress, it's not fun, I want to live a life without masks, and I want to travel and visit my hometown freely. For females, the top scorers were: I want to travel and visit my hometown freely, I want to eat out freely, and I want to meet, talk to and interact with others face to face.

Males cited inconvenience, symbolized by masks, while females expressed strong desire for specific behaviors and interactions, such as traveling and eating out.

By age group, items related to children (I want to let my child behave freely, I want to let my child experience interacting with life outside) were given higher than overall scores by those in their 30s and 40s. In addition, scores for many items were significantly higher than overall in the 60–69 age group. This was particularly so for I want to travel and visit my hometown freely, I want to meet, talk to and interact with others face to face, and I want to eat out freely, all of which they gave scores more than 10 points higher than the overall.

Reasons for intention to maintain current lifestyle: Reasons for wanting to

(Base: Those who want to maintain their current lifestyle)

Unit: %

		Overall	Gender		Age group				
			Males	Females	20–29	30–39	40–49	50–59	60–69
			(923)	(462)	(461)	(165)	(183)	(223)	(194)
1	Because I'm concerned about infectious diseases, not just COVID-19	41.7	35.5	47.9	39.4	39.3	35.9	44.3	51.9
2	Because I'm used to my current lifestyle	33.0	32.3	33.8	29.7	29.0	36.8	34.5	34.2
3	Because I can live a life where my time is full and fulfilling	32.4	28.1	36.7	30.9	35.0	37.2	27.8	29.7
4	Because I'm comfortable with a life where I don't meet or interact with others much	29.6	20.6	38.6	23.6	28.4	39.5	29.9	22.8
5	Because I can use time more efficiently	28.6	31.4	25.8	27.3	35.0	32.3	26.3	20.3
6	Because I can live with fewer expenses and living costs	26.5	25.1	28.0	20.0	31.1	26.5	27.3	27.2
7	Because society in general can maintain a high level of environmental hygiene	26.2	24.5	28.0	23.0	25.1	24.7	25.8	33.5

8	Because I can live a life with a healthy rhythm	24.7	21.6	27.8	22.4	26.2	21.5	18.6	37.3
8	Because I'm comfortable living life indoors	24.7	18.4	31.0	24.8	26.2	30.5	20.1	20.3
10	Because I can live a life that allows me to spend quality time with my family and loved ones	23.4	19.5	27.3	22.4	29.5	28.3	20.1	14.6
11	Because my life has not changed or been encumbered since before the pandemic	22.5	22.7	22.3	15.8	15.3	30.0	21.6	28.5
12	Because I can live without being tied to a workplace, school, hospital or other place	20.5	19.7	21.3	24.2	22.4	28.7	13.4	11.4
13	Because I'm more comfortable with a life with masks	15.0	8.0	21.9	12.7	18.6	20.2	9.3	12.7
14	Because I'm comfortable with a life where I don't have to commute to work/school every day	13.0	13.6	12.4	13.9	14.2	18.4	9.3	7.6
-	Other	4.2	6.3	2.2	3.6	3.3	4.5	5.7	3.8

At least 5 pts higher than overall figure

At least 10 pts higher than overall figure

At least 5 pts lower than overall figure

At least 10 pts lower than overall figure

Reasons for intention to maintain current lifestyle: Reasons for not wanting to

(Base: Those who do not want to maintain their current lifestyle)

Unit: %

		Overall	Gender		Age group				
			Males	Females	20-29	30-39	40-49	50-59	60-69
			(577)	(291)	(286)	(94)	(100)	(135)	(147)
1	Because I want to travel and visit my hometown freely	60.0	54.0	66.1	52.1	58.0	59.3	59.9	70.3
2	Because with the hardship and stress, it's not fun	56.3	60.1	52.4	54.3	56.0	56.3	52.4	64.4
3	Because I want to live a life without masks	53.6	55.3	51.7	46.8	58.0	51.1	53.1	59.4
4	Because I want to eat out freely	50.8	43.6	58.0	43.6	52.0	45.9	51.7	61.4
5	Because I want to meet, talk to and interact with others face to face	42.3	32.0	52.8	34.0	33.0	40.0	39.5	66.3
6	Because I want to go shopping freely	40.9	36.4	45.5	37.2	37.0	40.7	43.5	44.6
7	Because I want to go to gigs, the theater, etc. freely	32.2	23.7	40.9	34.0	24.0	34.1	31.3	37.6
8	Because we need to keep society and the economy moving	25.0	22.0	28.0	13.8	26.0	21.5	28.6	33.7
9	Because I want to let my child behave freely	22.7	19.2	26.2	7.4	31.0	32.6	20.4	18.8
10	Because I want to let my child experience interacting with life outside	17.9	14.4	21.3	6.4	28.0	24.4	15.6	12.9
11	Because I want the stimulation of the out of the ordinary	15.6	14.8	16.4	17.0	19.0	11.1	12.9	20.8
12	Because I want to make up for the time and experiences I lost during the pandemic	15.4	12.4	18.5	22.3	12.0	12.6	12.2	20.8
13	Because I'm fed up with my current lifestyle	13.2	13.1	13.3	11.7	15.0	12.6	12.2	14.9
14	Because I can't maintain my lifestyle due to reduced work/income	12.7	13.1	12.2	10.6	16.0	16.3	12.9	5.9
15	Because I want to go to work/school freely	11.4	11.7	11.2	11.7	7.0	14.1	13.6	8.9
16	Because I want my own time away from my family	8.1	5.2	11.2	8.5	12.0	4.4	6.8	10.9
17	Because I want to be relieved of the burden of housework	6.2	3.1	9.4	1.1	9.0	5.2	6.8	8.9
-	Other	6.4	7.2	5.6	11.7	7.0	6.7	6.1	1.0

At least 5 pts higher than overall figure

At least 10 pts higher than overall figure

At least 5 pts lower than overall figure

At least 10 pts lower than overall figure

New realizations from pandemic life (By gender and age group)

The most common realization was I'm now aware that your circumstances in life can change at any time

When we presented respondents with 19 new realizations from pandemic life (17 items last year), the overall top scorer was I'm now aware that your circumstances in life can change at any time (76.3%), followed by Society's and my awareness of hygiene has increased and I don't catch colds, etc. as easily (68.2%), I now value time spent face to face with others (60.3%), and I feel less stress from my relationships with others (58.9%).

Compared to a year ago, many scores have increased, in general, with scores for Having worked from home/experienced online learning, I feel that you don't necessarily have to go in to work/school (44.7%, up 6.0 points) and I'm used to taking anti-infection precautions every day, and no longer feel inconvenienced (55.9%, up 5.0 points), among others, garnering comparatively large increases.

More realizations among females, including the importance of face-to-face interactions

By gender, scores were higher for females in 14 of the 19 items (females giving higher scores to more items is the same trend as last year).

The largest gender differences were in I now value time spent face to face with others (males: 52.2%; females: 68.5%, a difference of 16.3 points) and I'm now aware that your circumstances in life can change at any time (males: 68.3%; females: 84.5%, a difference of 16.2 points), among others.

More realizations among the 20s and 30s cohorts. This includes the convenience of doing things online, the opportunity to examine what truly matters, and truly feeling lifestyle changes and potential, among other things

By age group, in general, more scores were higher for the younger 20s and 30s cohorts and more scores lower for the older 50s and 60s age groups.


Compared to the overall scores, items that scored higher among those in their 20s and 30s include those related to the convenience of doing things online, including I can do more things online, like shopping and seeing a doctor, so it's more convenient now and Having worked from home/experienced online learning, I feel that you don't necessarily have to go in to work/school, among others, and those related to communication, including I now value time spent face to face with others. They also gave high scores to such realizations as It's been an opportunity to examine what truly matters to me. In addition, they also seemed to gain a variety of different realizations, from feeling changes in their lifestyles, such as I now enjoy spending time with my family more and I now enjoy spending time at home more; to the potential of changing their lives significantly, including I'm now aware that I can be more economical with my everyday expenses, and Having worked from home, I feel you don't necessarily have to live in the city.


■ New realizations from pandemic life


Unit: % / Difference: Pts


	Overall	Gender		Age group					2021 Overall	Difference (2022-2021)	
		Males	Females	20-29	30-39	40-49	50-59	60-69			
(Agree + Somewhat agree)											
1	I'm now aware that your circumstances in life can change at any time	76.3	68.3	84.5	71.4	79.2	76.5	73.6	81.5	---	---
2	Society's and my awareness of hygiene has increased and I don't catch colds, etc. as easily	68.2	63.2	73.2	66.4	68.9	67.0	66.6	73.0	66.1	+2.1
3	I now value time spent face to face with others	60.3	52.2	68.5	71.0	65.0	56.7	51.3	61.4	57.1	+3.2
4	I feel less stress from my relationships with others	58.9	55.5	62.4	61.4	67.1	59.5	55.7	51.0	54.2	+4.7
5	It's been an opportunity to examine what truly matters to me	57.9	53.0	62.8	62.9	62.9	53.9	55.4	56.0	57.1	+0.8
6	I'm now aware that you don't need to spend much to create something to look forward to	56.9	53.3	60.6	60.2	61.8	55.9	49.0	60.2	---	---

7	I now enjoy spending time with my family more	56.7	51.7	61.8	60.6	65.4	55.0	49.0	56.0	57.9	-1.2
8	I'm now careful about my family's feelings	56.1	51.3	60.9	57.1	58.3	57.0	51.9	56.8	54.5	+1.6
9	I'm used to taking anti-infection precautions every day, and no longer feel inconvenienced	55.9	52.6	59.2	59.1	56.9	57.8	49.3	57.5	50.9	+5.0
10	I now enjoy spending time at home more	54.8	50.3	59.3	60.2	63.3	54.5	46.6	51.4	52.6	+2.2
11	I now want to spend my spare time on self-development	54.5	51.3	57.8	64.5	57.6	52.0	46.0	56.0	56.6	-2.1
12	I'm now aware that I can be more economical with my everyday expenses	54.1	53.7	54.6	61.0	59.7	52.5	44.9	55.6	50.7	+3.4
13	I can do more things online, like shopping and seeing a doctor, so it's more convenient now	52.5	51.7	53.4	65.6	62.9	52.0	44.6	39.4	48.1	+4.4
14	I can live a healthier life now than before	49.4	48.9	49.9	55.2	55.1	45.8	39.9	54.8	47.5	+1.9
15	Towns, trains, etc., are less crowded and more comfortable now	45.9	46.9	44.8	47.9	46.6	46.9	43.4	44.8	45.3	+0.6
16	Having worked from home/experienced online learning, I feel that you don't necessarily have to go in to work/school	44.7	45.7	43.8	55.6	53.4	44.4	38.4	33.2	38.7	+6.0
17	I can now participate in lectures, classes, events, etc. online, unrestricted by time or place	40.5	41.2	39.8	47.1	48.1	42.2	33.1	32.8	36.1	+4.4
18	I spend less time getting to work/school, etc. and have more free time	35.7	39.2	32.3	42.9	38.9	35.5	32.6	29.7	32.1	+3.6
19	Having worked from home, I feel you don't necessarily have to live in the city	34.9	35.9	34.0	42.1	39.9	39.9	27.6	25.1	33.0	+1.9

 At least 5 pts higher than overall figure

 At least 10 pts higher than overall figure

 At least 5 pts lower than overall figure

 At least 10 pts lower than overall figure

Societal approach to COVID-19 (By gender and age group)

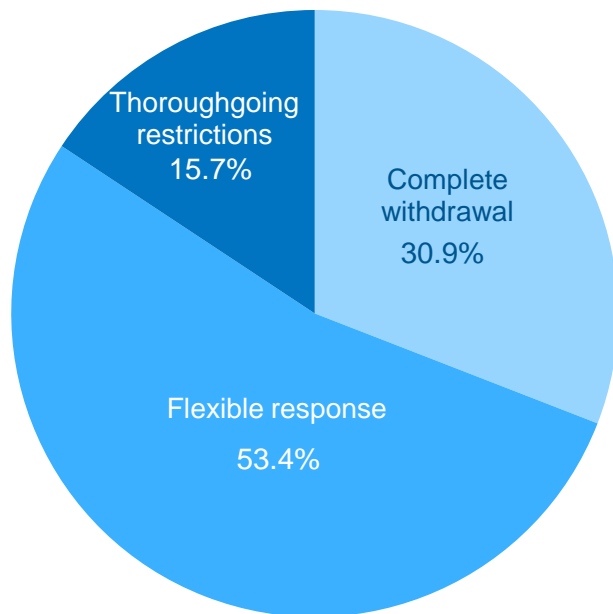
A majority of respondents gave Flexible response, where restrictions are declared and lifted again and again in response to the COVID-19 situation, as their preferred societal approach to COVID-19

When we asked respondents to choose their preferred Societal approach to COVID-19 from three options, a majority, 53.4%, chose Flexible response, that is, the “Declaration and lifting of measures that restrict behavior depending on the COVID-19 situation in the country going forward.”

By gender, Flexible response was the top choice for both males and females, but females gave Flexible response a higher score than males (males: 48.1%; females: 58.8%). Conversely, males gave Complete withdrawal a higher score (males: 37.2%; females: 24.5%).

By age group, too, Flexible response was the top scorer in every cohort. Complete withdrawal was slightly higher among those aged in their 20s–40s, and slightly lower among those in their 50s–60s. Thoroughgoing restrictions—continuing measures that restrict behavior until there are zero COVID-19 infections—received a relatively high score, 19.7%, only among those in their 20s.

■ Societal approach to COVID-19



Question:

What direction do you think is desirable in terms of society’s approach to COVID-19?

Select the response closest to your thinking.

(The wording “measures that restrict behavior” in the options below refers to staying home, mask mandates, inbound and outbound travel restrictions, shortened business hours, business downtime, capacity restrictions, etc.)

Complete withdrawal:

Complete withdrawal of measures that restrict behavior, regardless of the COVID-19 situation in the country going forward

Flexible response:

Declaration and lifting of measures that restrict behavior depending on the COVID-19 situation in the country going forward

Thoroughgoing restrictions:

Continuing measures that restrict behavior until there are zero COVID-19 infections in the country going forward

Unit: %

Societal approach to COVID-19	Overall (1500)	Gender		Age group				
		Males (753)	Females (747)	20-29 (259)	30-39 (283)	40-49 (358)	50-59 (341)	60-69 (259)
		Complete withdrawal	30.9	37.2	24.5	34.4	35.0	33.5
Flexible response	53.4	48.1	58.8	45.9	49.5	51.7	57.8	61.8
Thoroughgoing restrictions	15.7	14.7	16.7	19.7	15.5	14.8	15.0	14.3

At least 5 pts higher than overall figure

At least 10 pts higher than overall figure

At least 5 pts lower than overall figure

At least 10 pts lower than overall figure

Survey outline

■ Question items (question text)

New realizations from pandemic life

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

Desirability of current lifestyle (compared to before the pandemic)

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

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

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

Reasons for intention to maintain current lifestyle

What are your reasons for wanting/not wanting to maintain your current lifestyle even if concerns about becoming infected with COVID-19 have subsided? Select all responses that apply to you. (Multiple response)

Societal approach to COVID-19

What direction do you think is desirable in terms of society's approach to COVID-19? Select the response closest to your thinking. (The wording "measures that restrict behavior" refers to staying home, mask mandates, inbound and outbound travel restrictions, shortened business hours, business downtime, capacity restrictions, etc.) (Single response: Complete withdrawal, Flexible response, Thoroughgoing restrictions)

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

	(People)					
	20-29	30-39	40-49	50-59	60-69	Total
Male	131	143	180	172	127	753
Female	128	140	178	169	132	747
Total	259	283	358	341	259	1,500

Survey method:	Internet survey
Survey period:	April 1 (Fri)–4 (Mon), 2022
Planning/Analysis:	Hakuhodo Institute of Life and Living
Conducted by:	H. M. Marketing Research, Inc.

Reference:

Major developments in Japan from April 2020 until immediately prior to this survey

2020

April:	States of emergency declared, then expanded nationwide (lifted completely in May)
September:	Bookings for the Go To Travel campaign commence in Tokyo
October:	Bookings for the Go To Eat campaign begin
November:	Go To Eat campaign partially suspended
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
- 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
- June: All states of emergency lifted, except in Okinawa Prefecture
Pre-emergency Measures applied in 10 prefectures
- July: Fourth state of emergency declared for Tokyo, which soon after was expanded to the prefectures of Saitama, Chiba, Kanagawa, and Osaka
Tokyo 2020 Summer Olympics 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 2020 Summer Paralympics open. They are held without general spectators
- September: New cases fall
Japan's percentage of double-vaccinated people tops 50% of the entire population
All states of emergency (19 prefectures) and Pre-emergency Measures (8 prefectures) lifted (September 30)
- 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

2022

- January: New cases in Japan exceed 90,000; Pre-emergency Measures expanded to 34 prefectures
- February: New cases in Japan top 100,000, then begin to decline
Beijing 2022 Winter Olympics and Beijing 2022 Winter Paralympics begin
Decisions made to lift Pre-emergency Measures in 5 prefectures (February 20) and extend them until March 21 in 18 prefectures
The Russian military launches a full-scale invasion of Ukraine (February 24)
- March: Pre-emergency Measures lifted in remaining 18 prefectures (March 21)
- April: Regional differences become apparent as cases increase in some prefectures even as cases decrease nationwide

Previous news releases can be found at: <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 second largest advertising agency according to *Ad Age's* "Agency Report 2022." It 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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