

Webinar

Japan amidst COVID-19: Findings from an international tracking survey by Kekst CNC

Tokyo, May 14, 2020

Methodology

Polling conducted by KEKST CNC, nationally representative sample of



1,000 adults
in Great Britain



1,000 adults
in Sweden



1,000 adults
in Germany



1,000 adults
in the U.S.



1,000 adults
in Japan

Fieldwork of wave 2 took place on
27th April – 1st May 2020

*Fieldwork of wave 1 took place on
30th March – 3rd April*



Quotas and weights on **gender,**
age, and region in each country

Margins of error of $\pm 3.3\%$
for all markets

Global Results: Six Key Findings

1

The public continues to prioritise health over the economy in most countries, though this is narrowing fast in Germany and Sweden

2

Concern about the virus is falling – but people think it will last longer than they did a month ago

3

Business support measures are having a positive impact in most countries, with an improved view of people's economic and financial situations

4

In Japan the public are extremely critical of government, and deeply concerned about their economic situation

5

Consumer behaviour looks set to change even beyond a vaccine

6

People say they want a reorganised economy after the crisis, but it is there to be defined

Japan Results: Six Key Findings

1

Japanese are concerned about health risks but even more about job losses and economic impact –
Much more than in any other country

2

In Japan Female, Young age brackets, and Low Income Earners are the most impacted groups and are showing in particular strong concerns

3

Japanese rate actual business support measures by Japanese government extremely low –
Far lower than in any other country

4

Japanese are highly dissatisfied with actions of the central government and other state institutions –
Very different from any other country

5

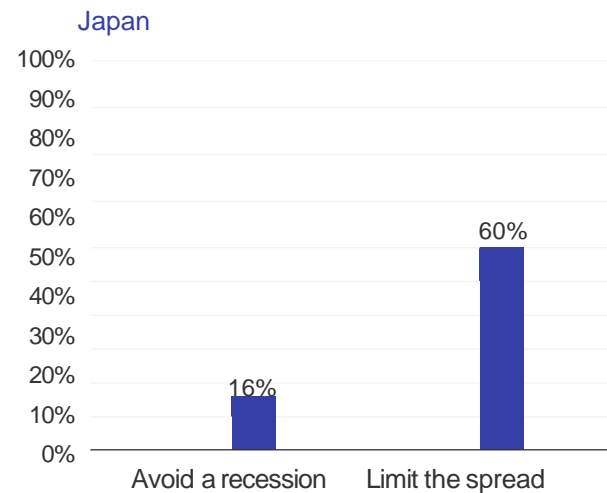
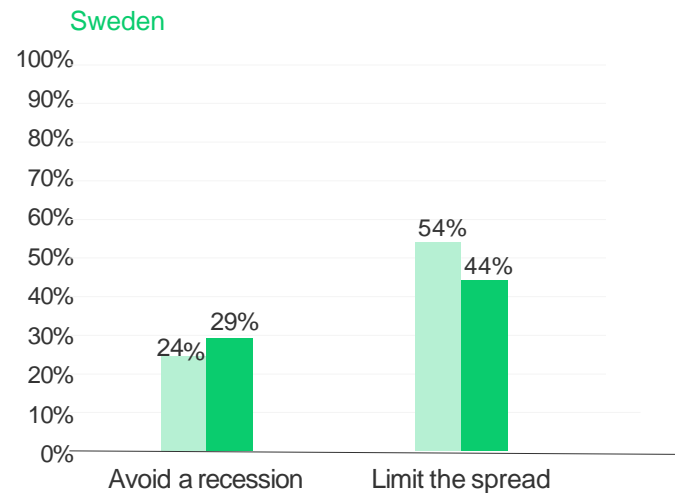
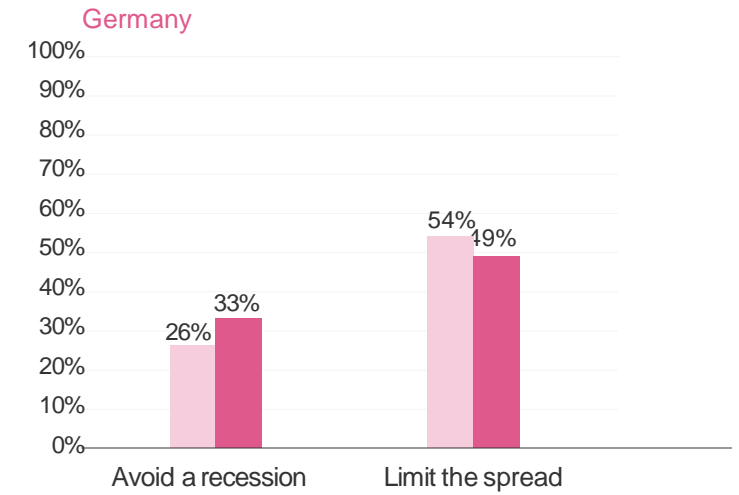
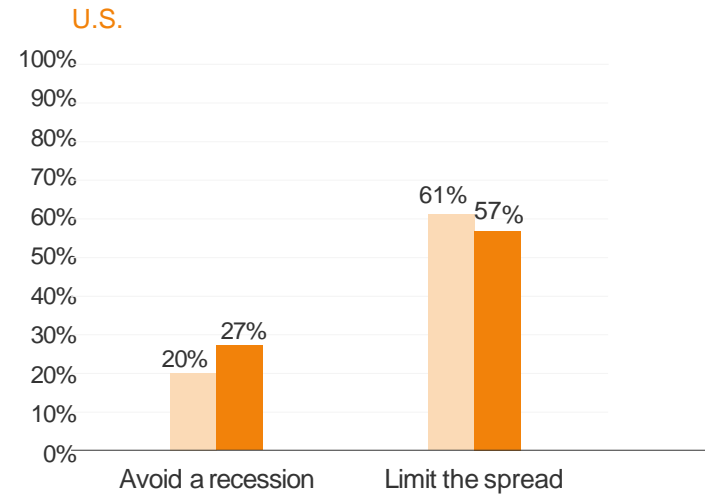
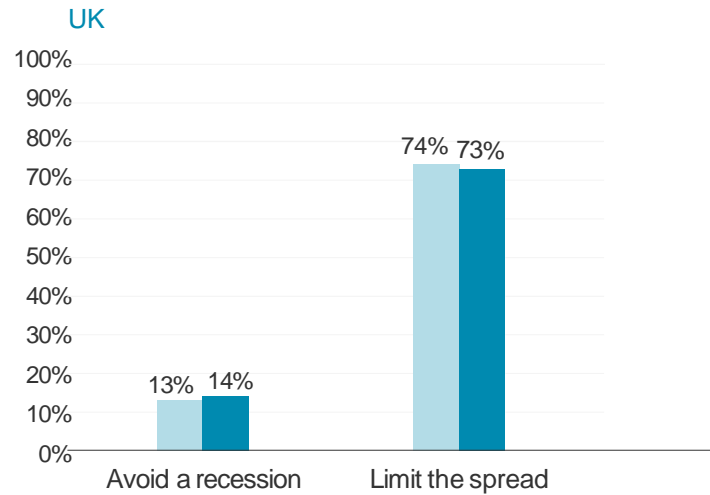
Japanese expect consumer behavior to change drastically even in case of an effective global vaccine roll-out

6

There is a strong wish of the Japanese people for a fundamental change of how the economy works –
Stronger than in any other country

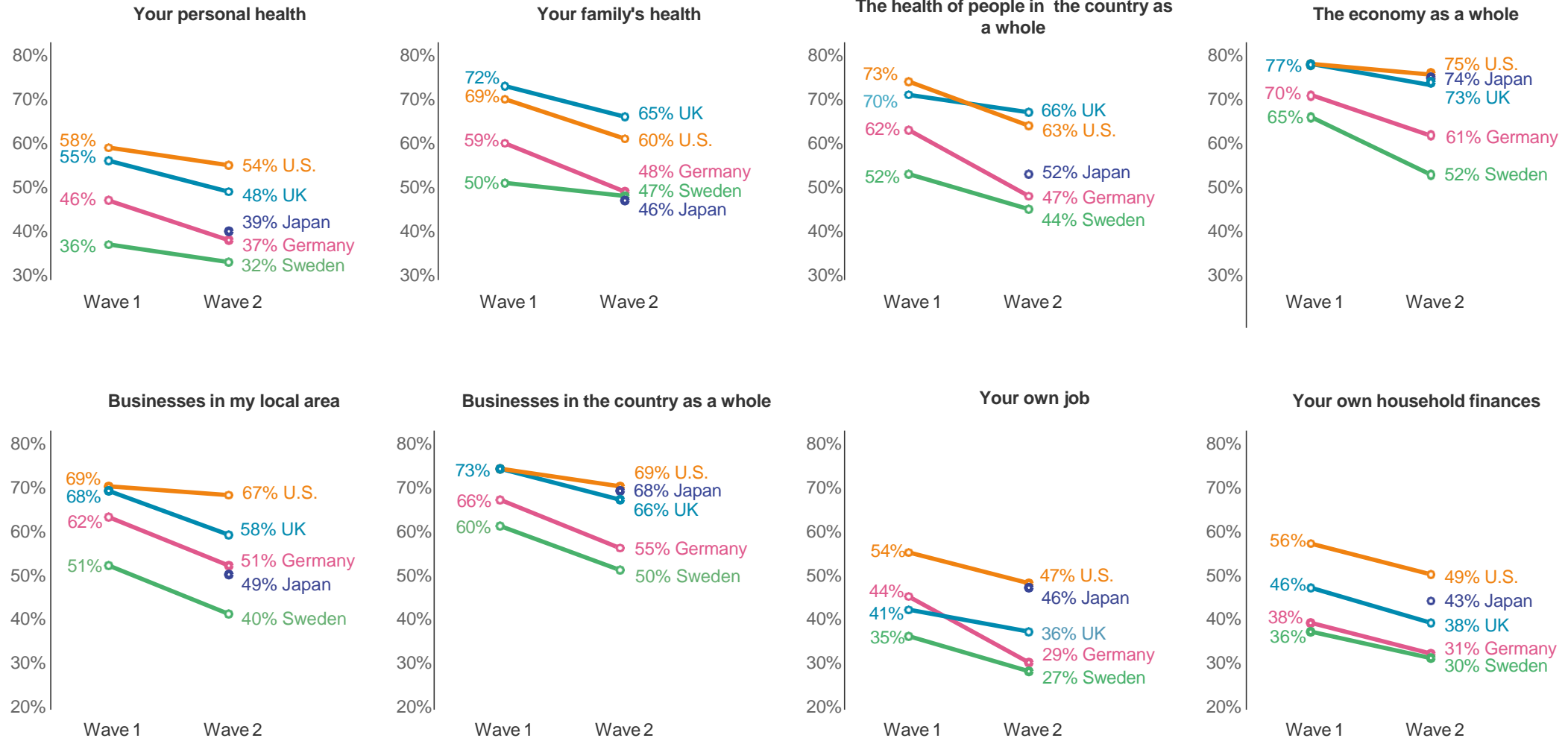
1 Government decisions

The UK and Japan place a significant priority on limiting the spread of the virus, but the U.S., Germany and Sweden narrow



2 Levels of concern

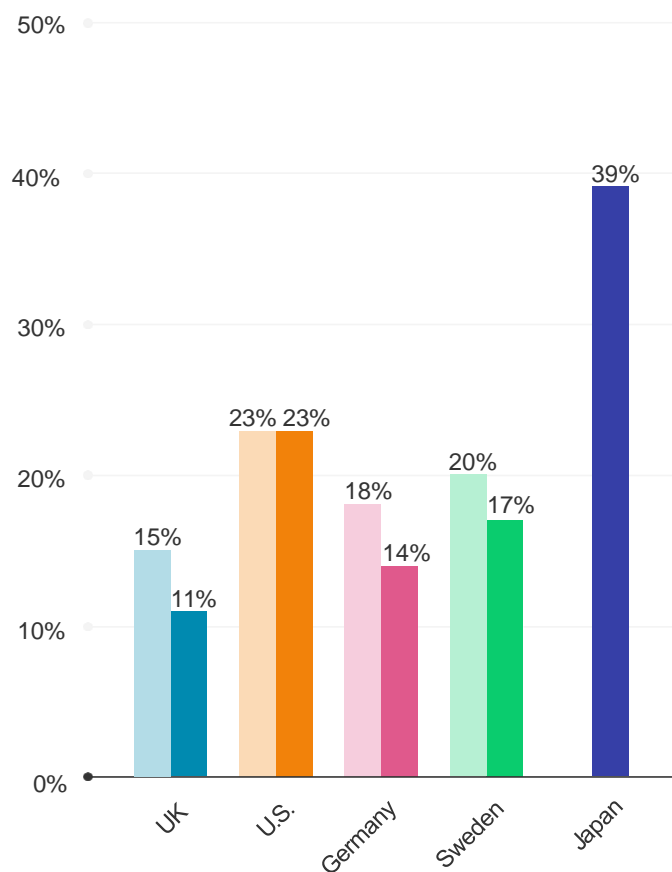
Concern about the impact of the virus is trending down, particularly in Germany and Sweden; though concerns about the economy remain high overall



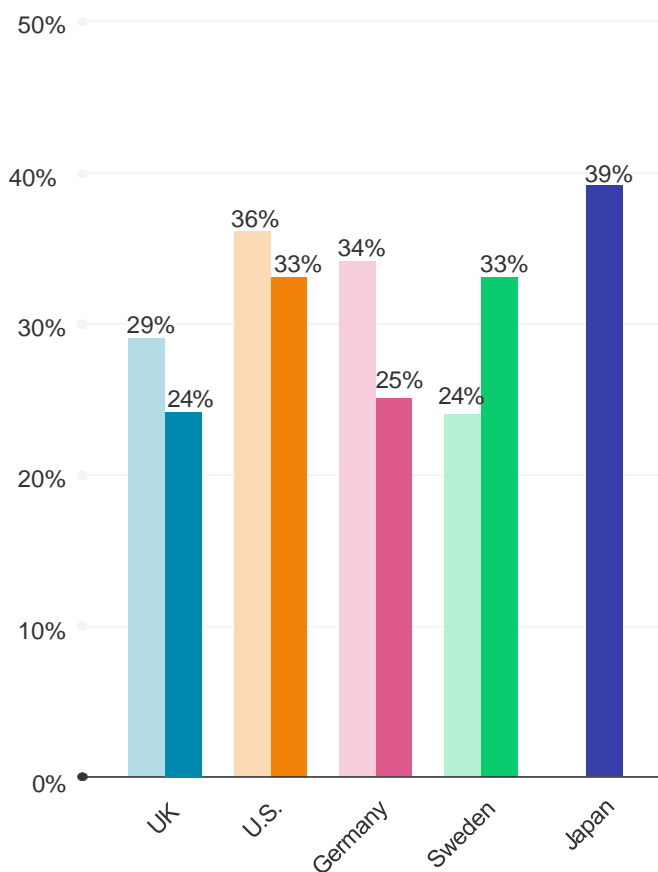
3 The labour market during the crisis

People are worried about their jobs – particularly in Japan and the U.S.

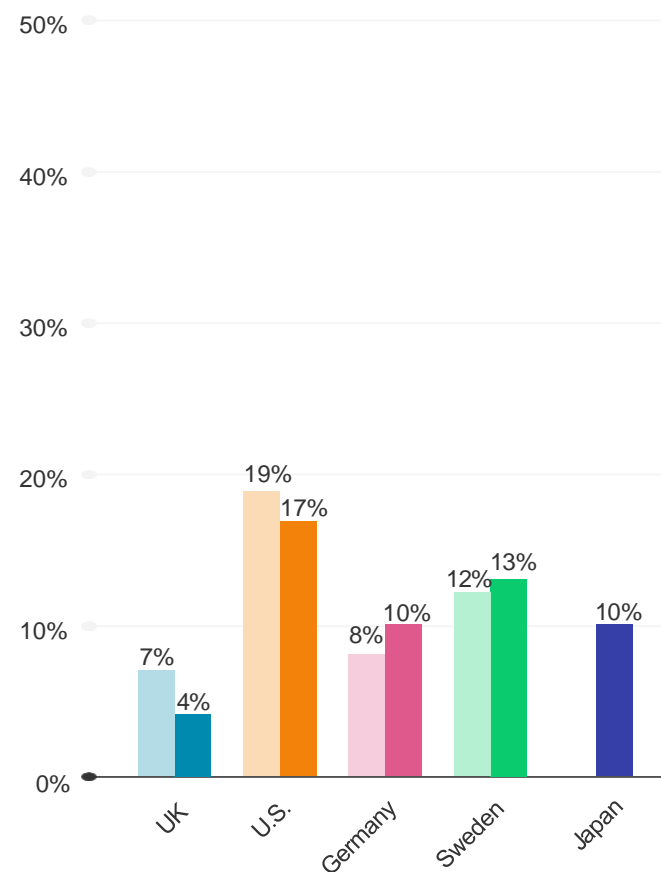
I expect to lose my job



I expect the company to collapse



I have already lost my job



Wave 1

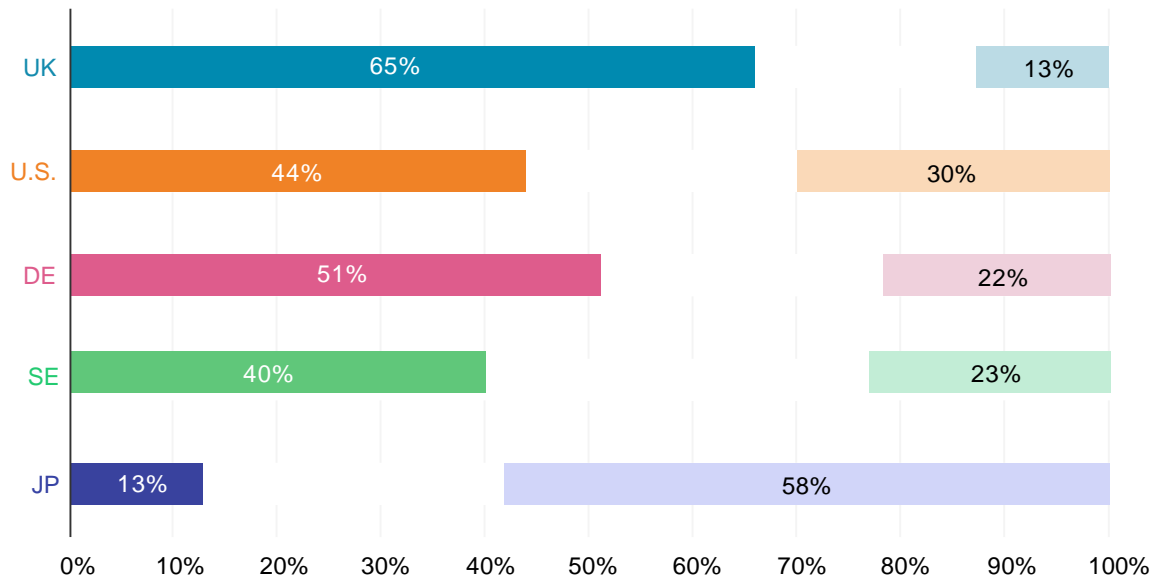


Wave 2

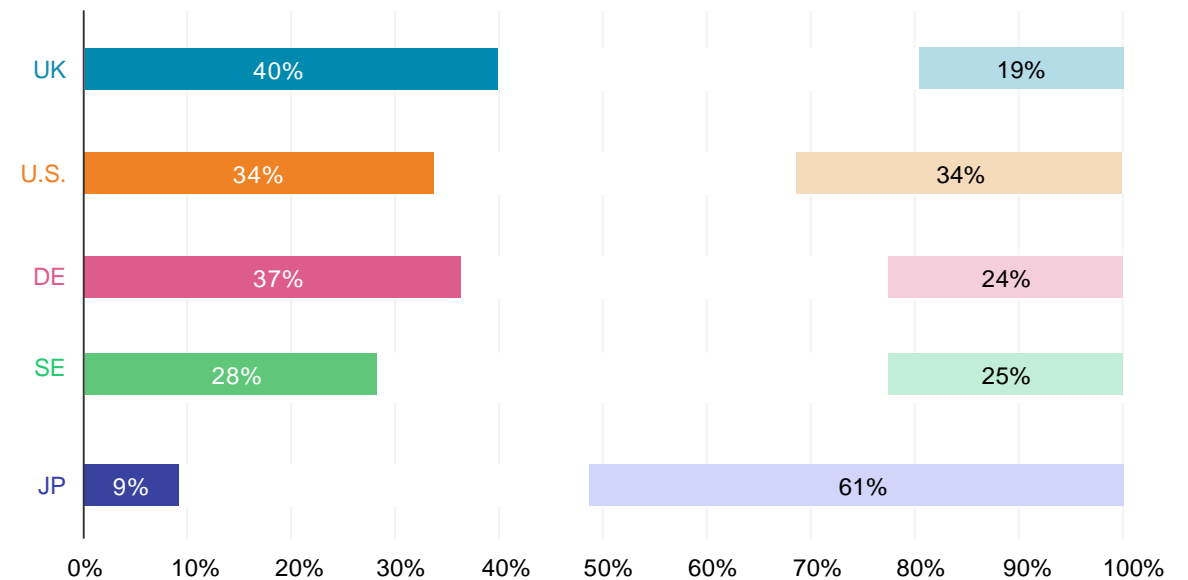
4 Views of business support

People think their governments are giving business the support it needs but are less sure it is going to the right businesses – and the Japanese public are sharply critical

The government in my country is giving business the support it needs during this crisis



The business support the government in my country has announced is getting through to the companies that really need it



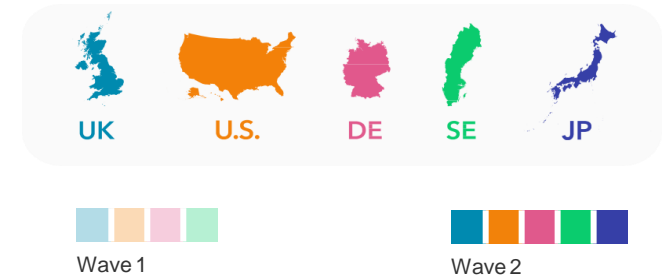
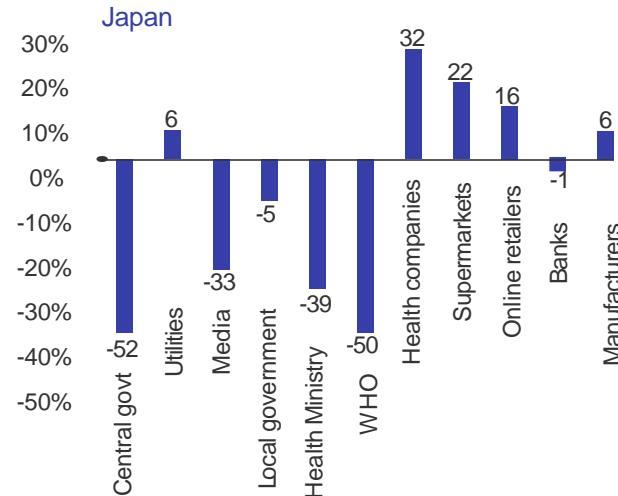
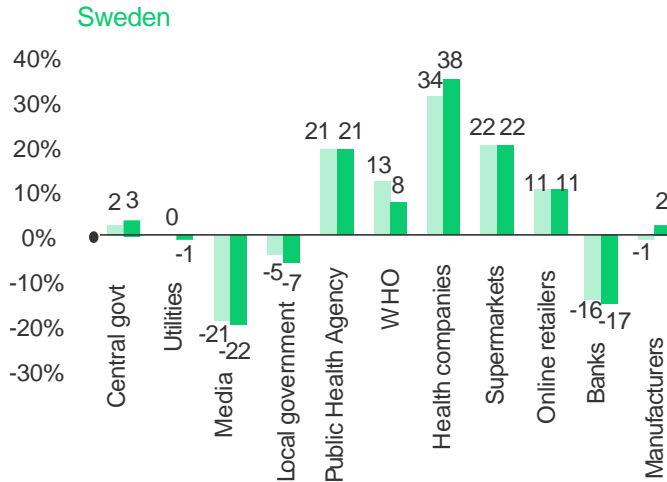
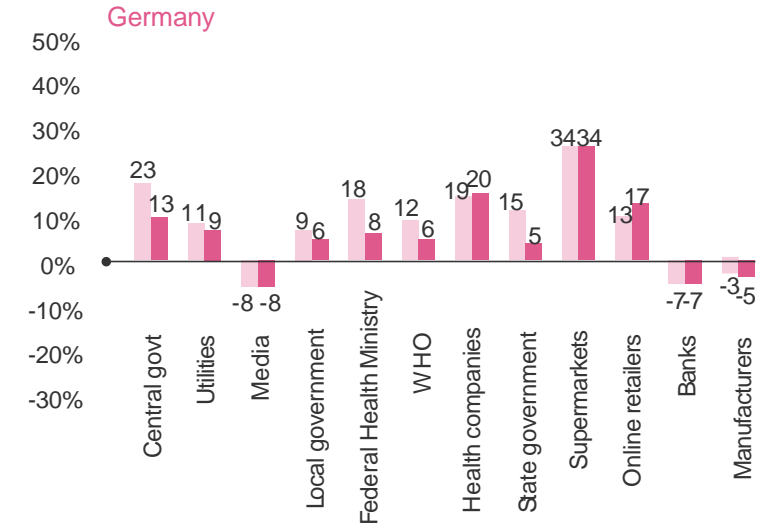
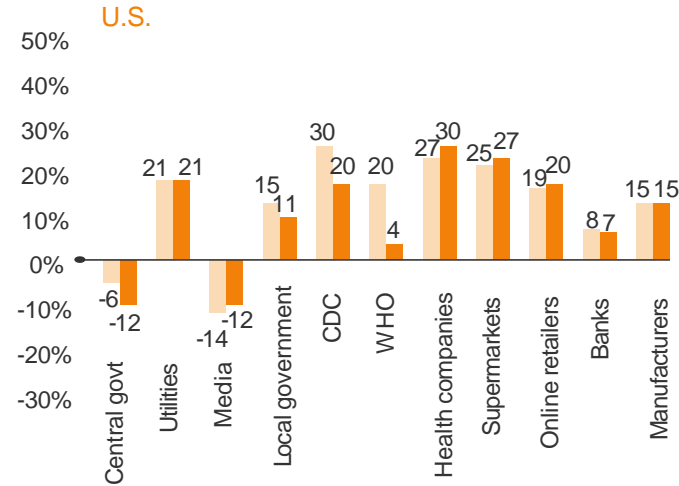
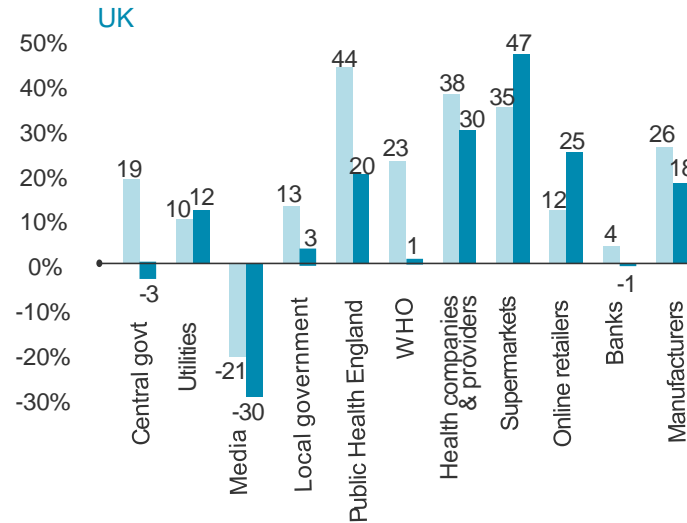
Agree Disagree



Agree Disagree

5 Performance of institutions

Certain types of business are performing well with the public, while the last two weeks have had a negative impact on governments in some countries

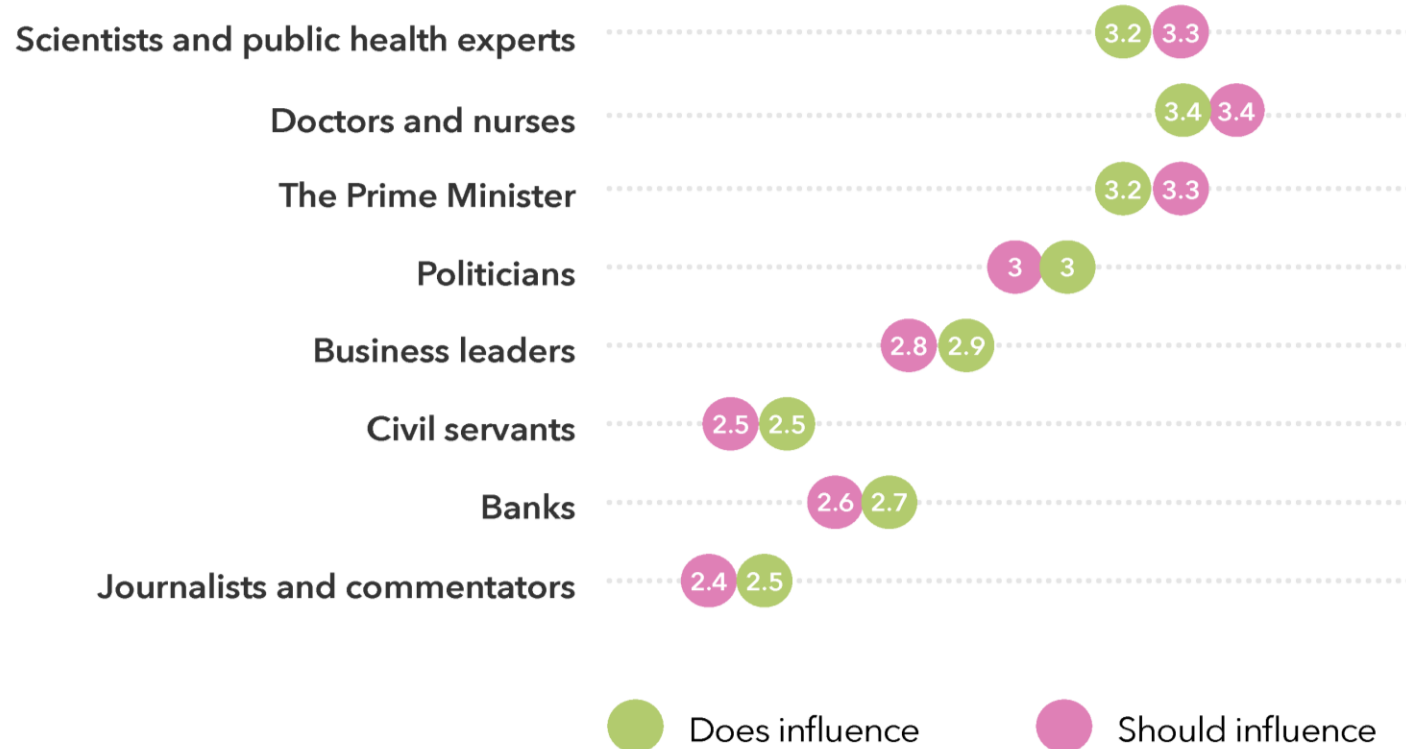


6 Levels of influence

People want scientists, public health experts, and doctors and nurses in charge of their nation's response

Japan

Difference between 'should influence'
and 'does influence':

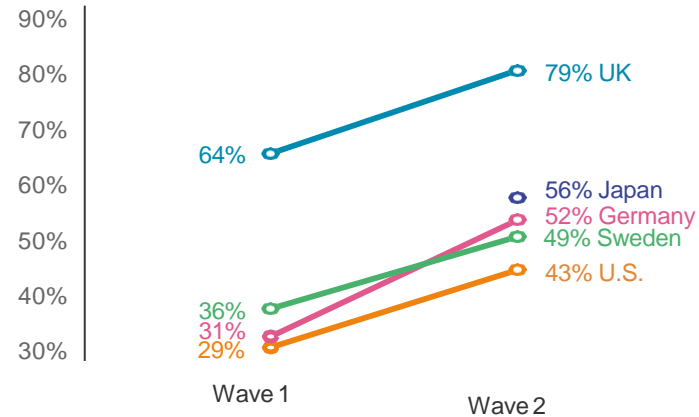


7 Expected duration

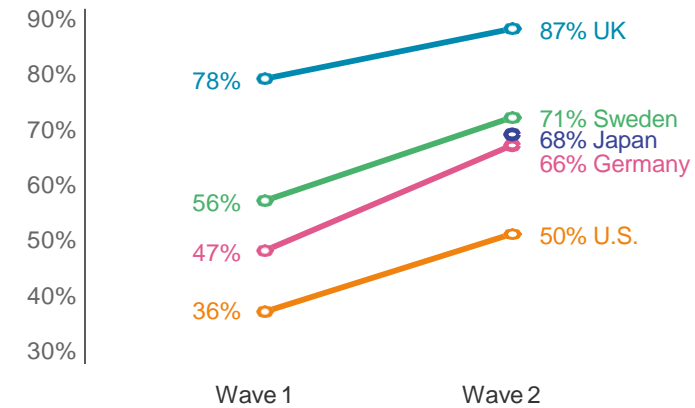
People now expect the impact of the virus – especially on the economy – to last for much longer than they previously thought

Percentage from each country choosing “Longer than a year” or “Longer than two years” for each issue

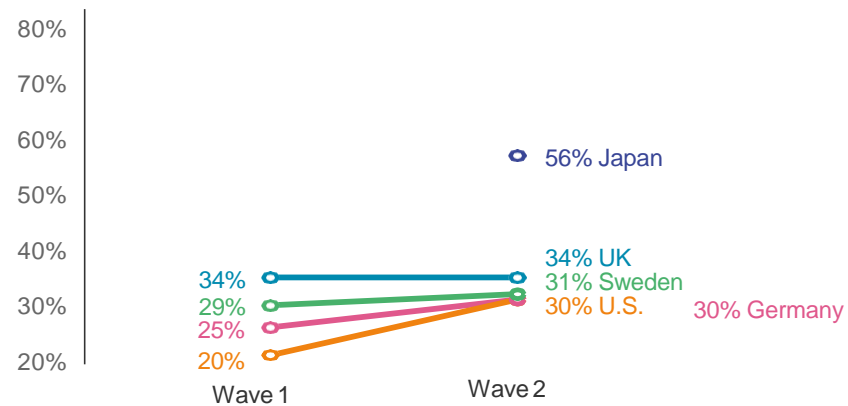
The impact on my country



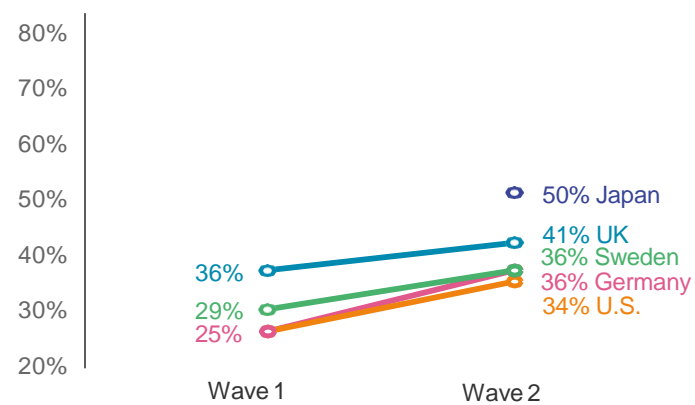
The impact on the economy



The impact on your own household finances



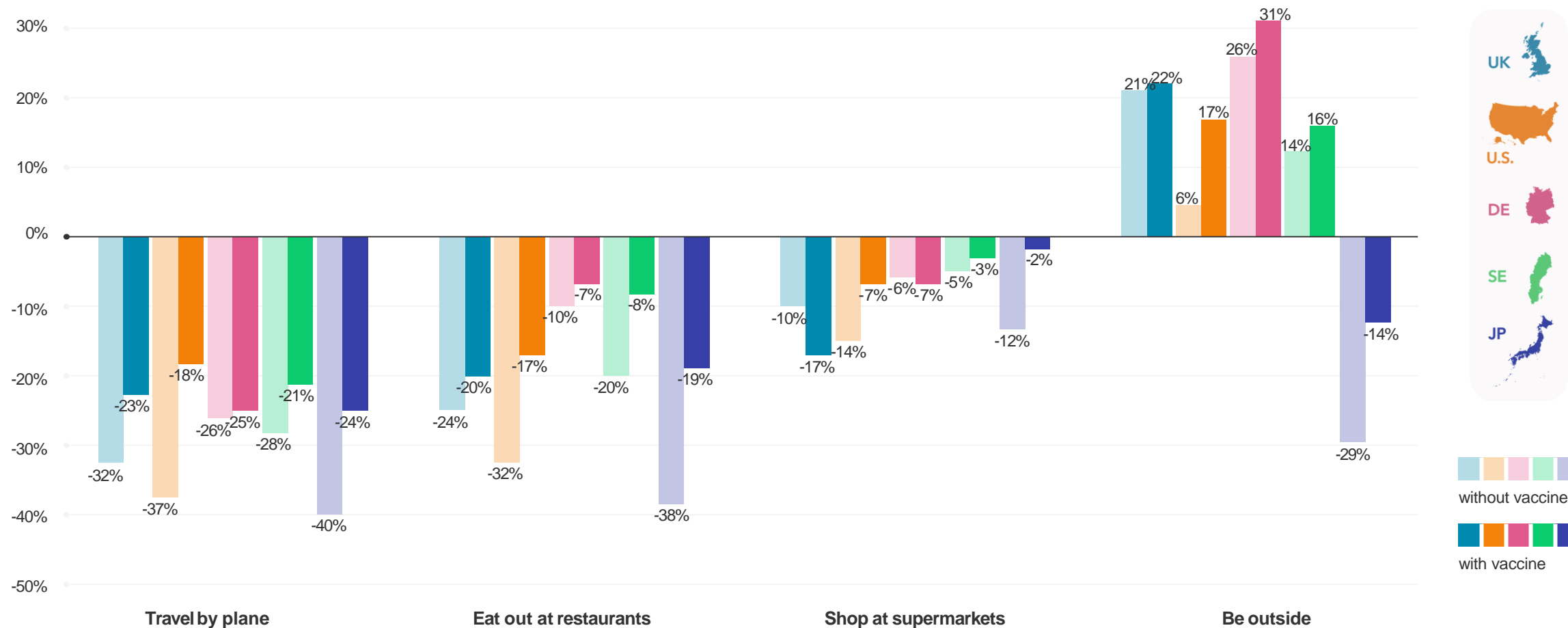
The impact on your own life



8 Behaviour after the crisis

People's behavior will clearly change after restrictions are lifted

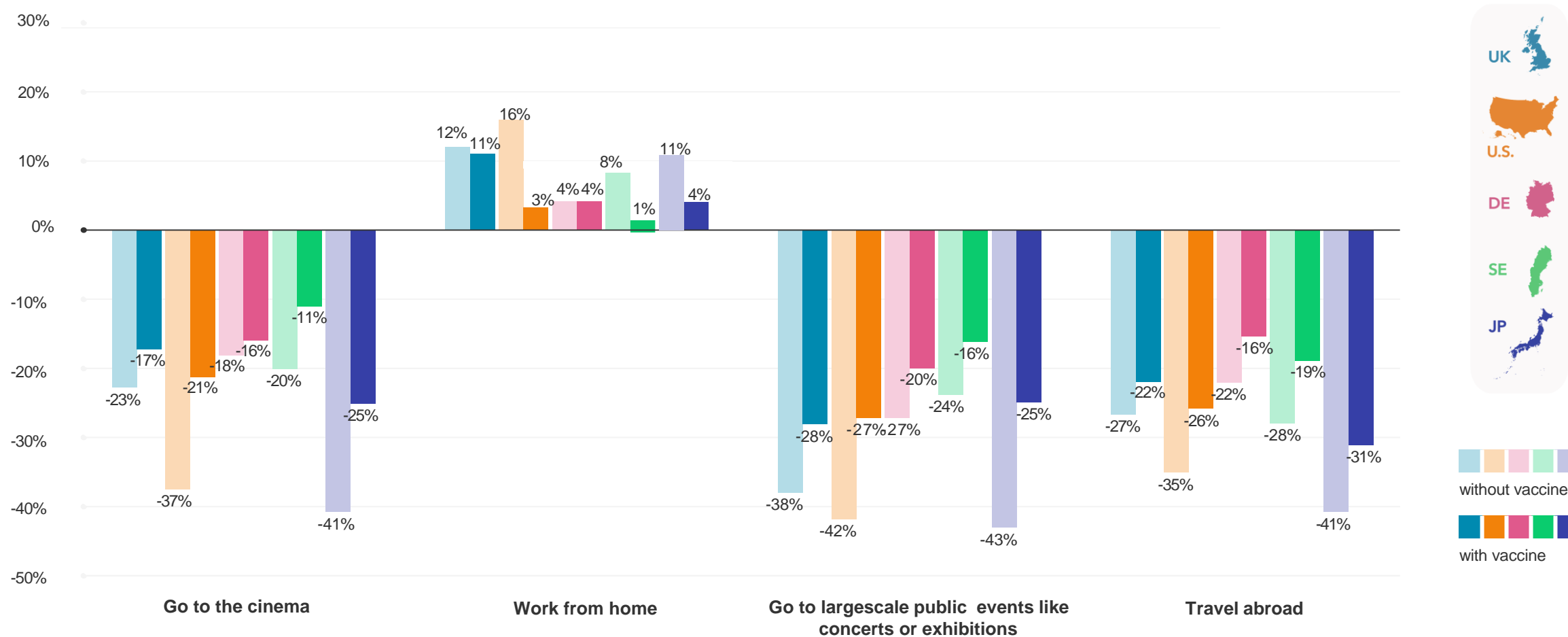
Net percentage of 'more than before' or 'less than before' for each consumer behavior, both after lockdown restrictions and after a vaccine



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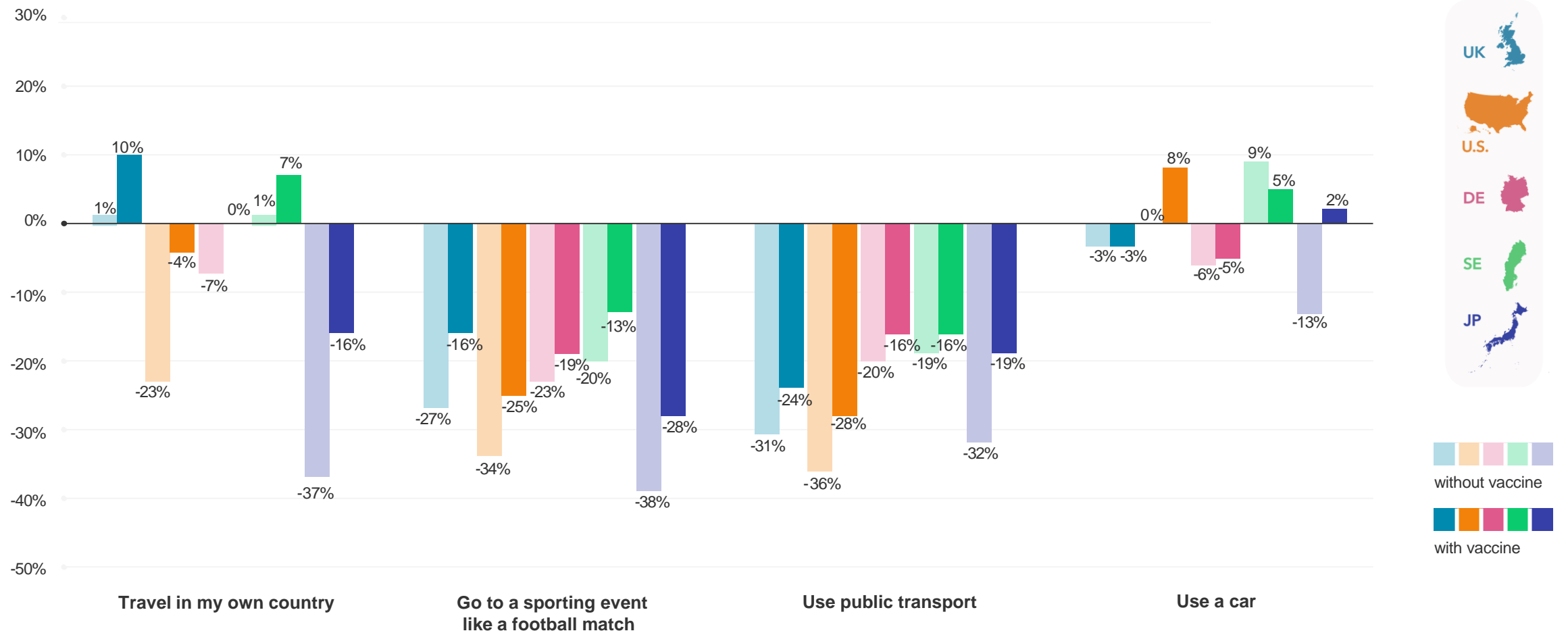


8

Behaviour after the crisis

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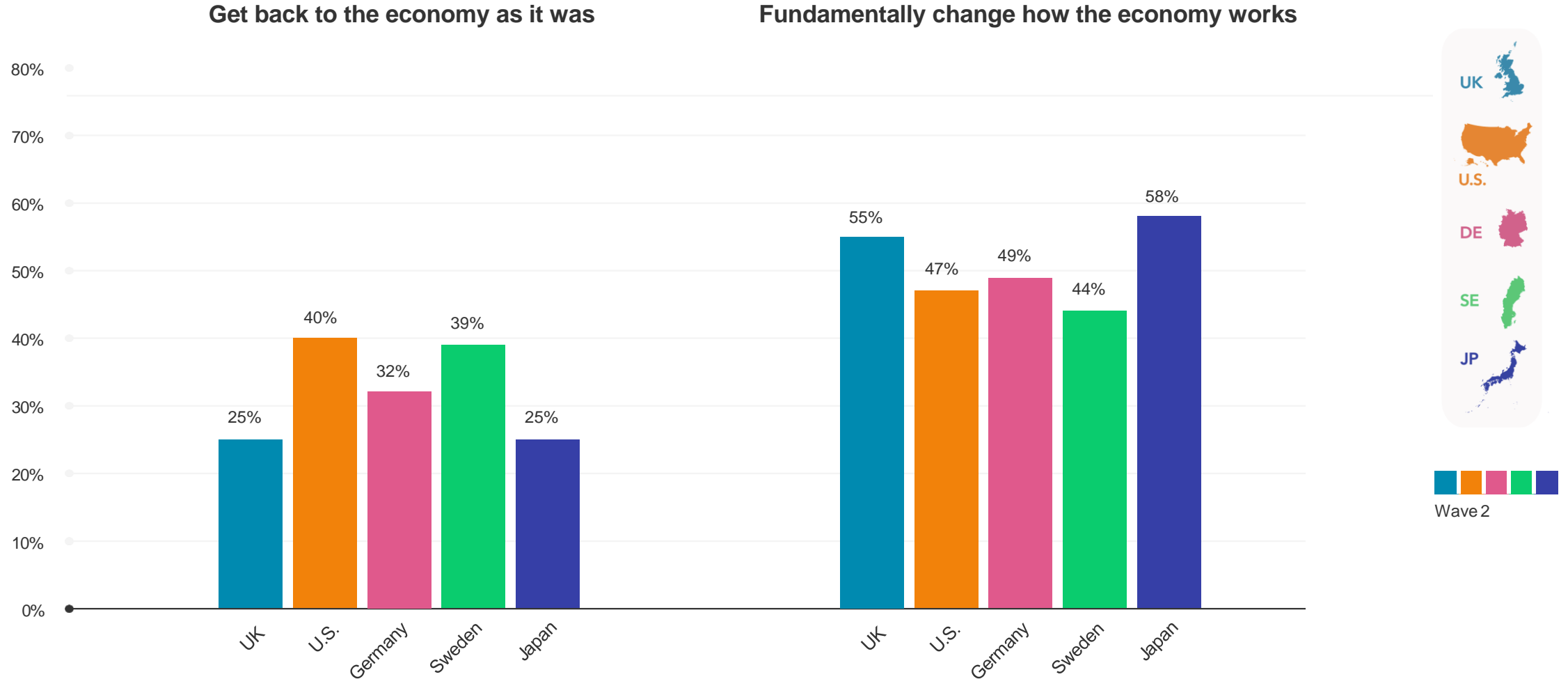
Net percentage of 'more than before' or 'less than before' for each consumer behavior, both after lockdown restrictions and after a vaccine



9

A changed economy?

People want to see the economy changed for good after the crisis – but this is less marked in the U.S. and Sweden

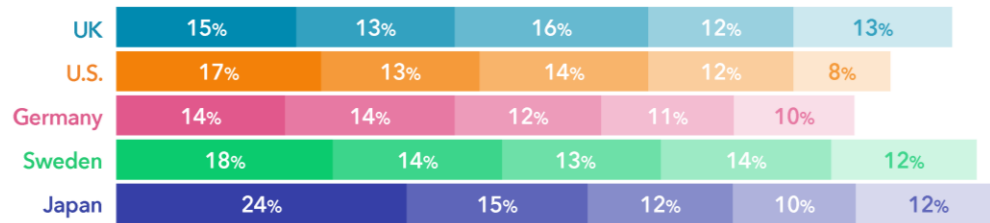


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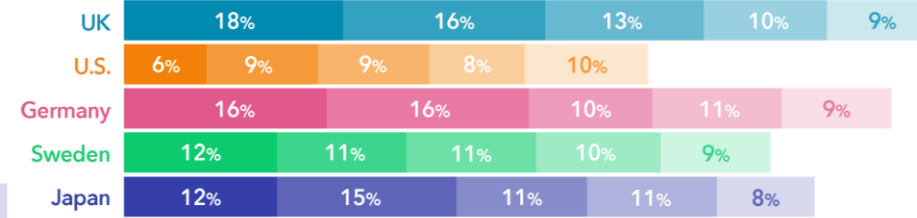
A changed economy?

But this may not mean economic revolution, with people less clear on what they want the focus of a changed economy to be

Preparing properly for future pandemics and health threats

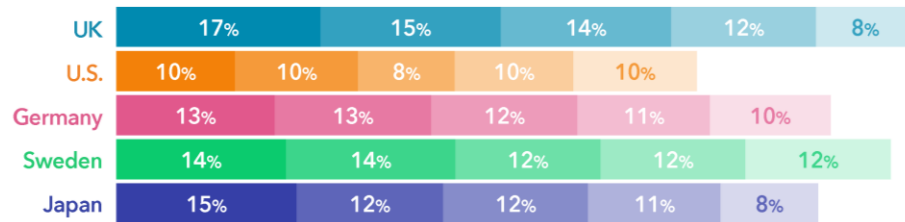


Paying and funding key workers, including healthcare workers, more

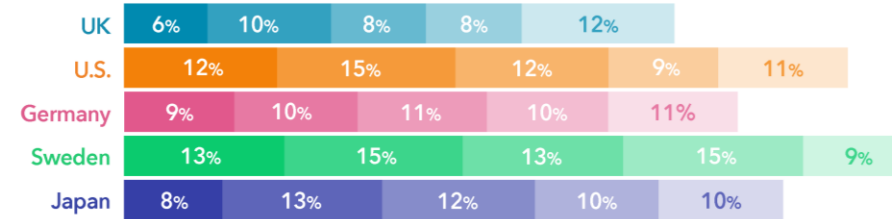


Highest Priority → Lowest Priority

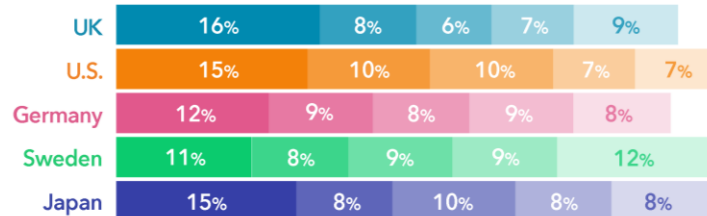
Looking after the most vulnerable in society



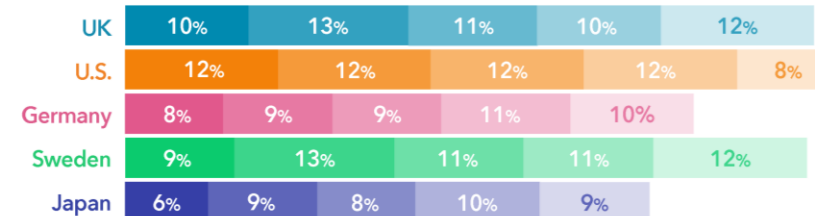
Reducing unemployment



Get back to normal as quickly as possible



Growing the economy

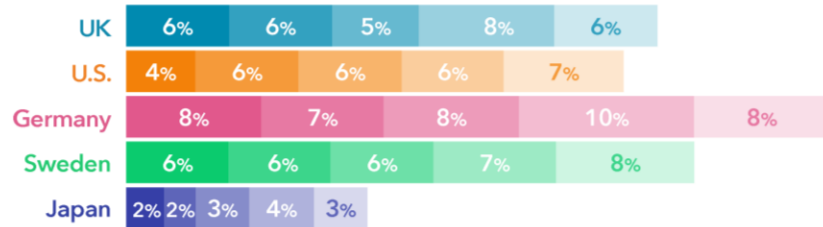


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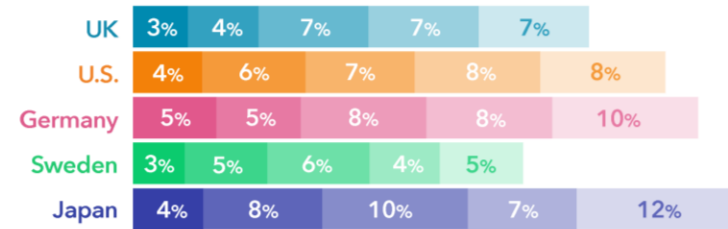
A changed economy?

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Focusing the economy around climate protection

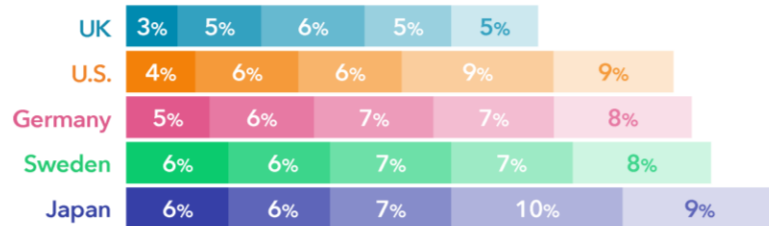


Providing more flexibility for workers

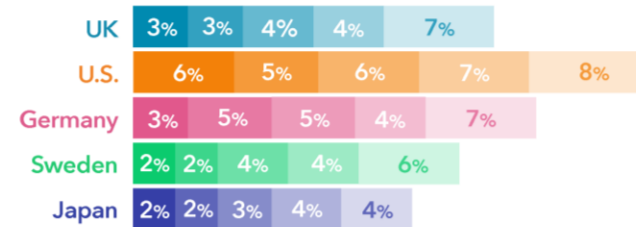


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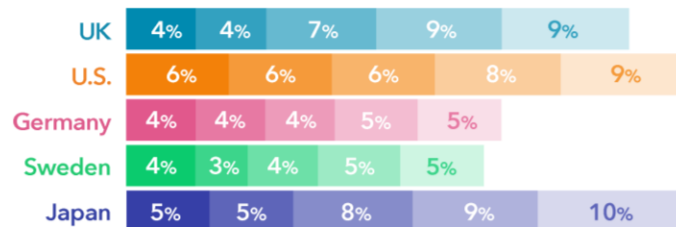
Keep income taxes from going up



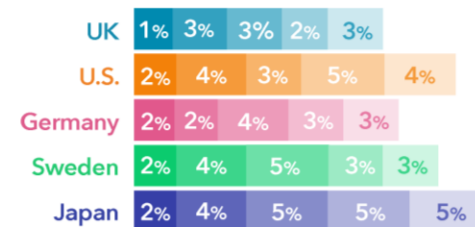
Reducing government debt



Ensuring a good work-life balance



Keep business taxes from going up



Interested in more insights and thoughts on the corona crisis?
Visit the Kekst CNC Covid-19 Content Hub:
www.kekstcnc.com/covid-19/responding-to-covid-19/

For further information please contact
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