



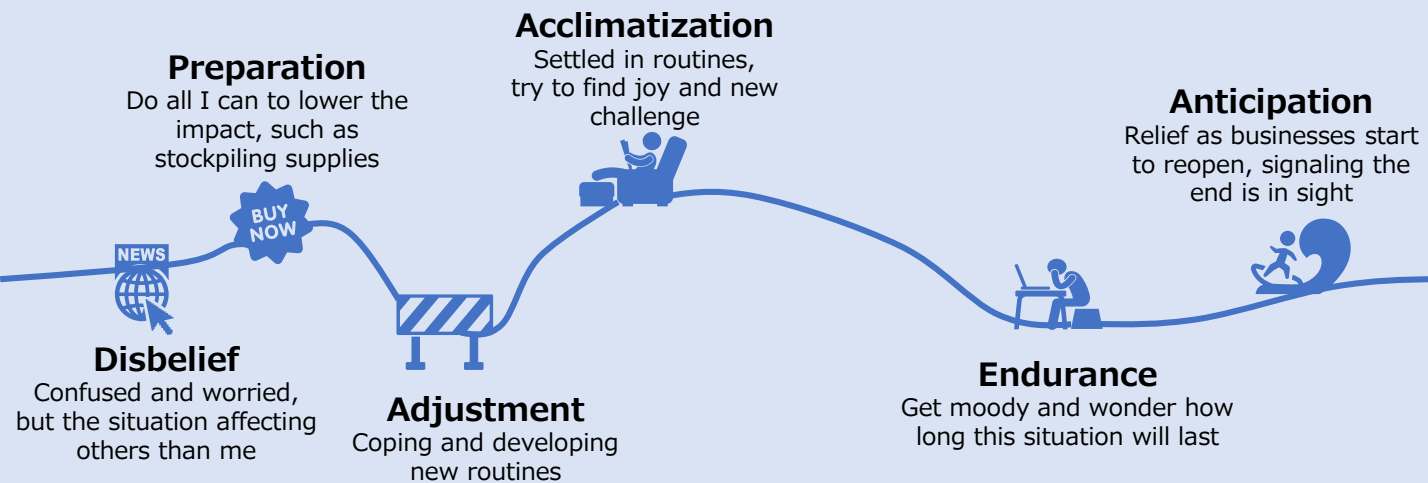
Emotional Journey under COVID-19



In the two months since the outbreak, **Ipsos in China** has monitored how people's emotions have changed. Here we introduce the **Emotional Journey under COVID-19**.

At the end of January, when "person-to-person transmission" was reported, the feeling of **'Disbelief'** began, and through **'Preparation'** under the blockade of Wuhan, a total of six stages were observed.

Emotional Journey under COVID-19 CHINA late Jan ~ mid March



Now, which Emotional Stage is the Japanese on?

Ipsos UU asked members of [the Syndicated Community](#) over the weekend on April 4-5.

Interestingly, we found that **people were on separate stages**. (figures below)

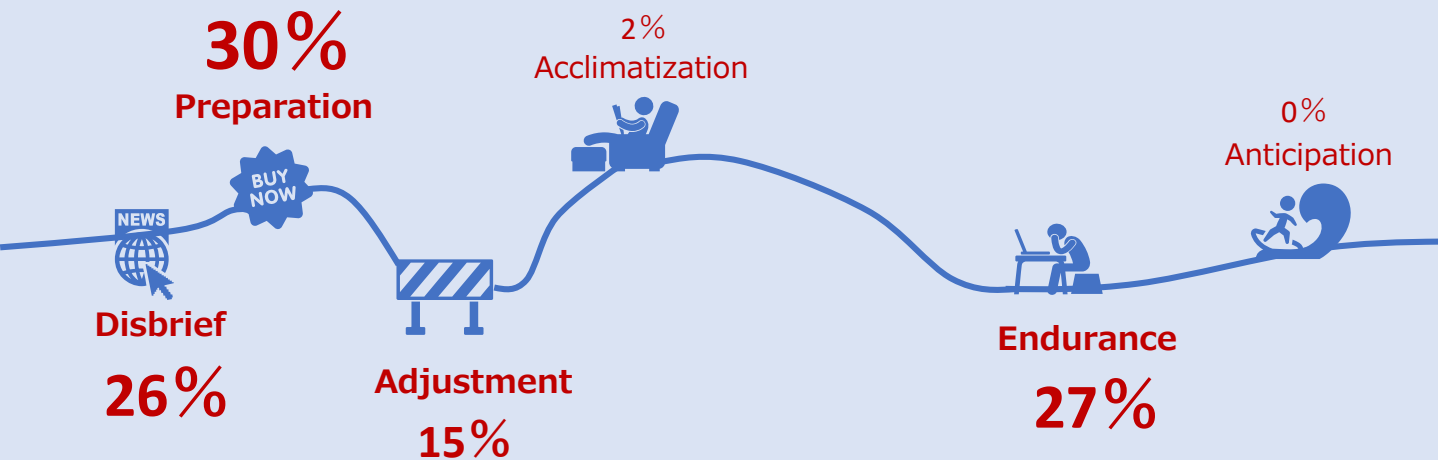
Sudden school closure in early March, relax from cherry-blossom viewing, and the recent rapid spread of infection can infer that there are people who stand at the entrance of Journey, people who went halfway and returned to the beginning, and people who remain at the stage of enduring self-restraint.

Or, the difference in the sense of urgency of the message from the government, local governments, and the medical associations may also affect it.

With the declaration of an emergency, we continue to ask our Ipsos Community members in the hope that more people will join the journey and move on to the exit stage. Looking forward to the next issue!

Emotional Journey under COVID-19

JAPAN April 3rd~6th



I feel uneasy because my relatives are in Tokyo, but there are only a few infected people here, so **it's still someone else's problem**. At first I watched TV and Twitter with interest, **but recently I don't watch them because I feel depressed**.

I get tired of watching TV because there is **no positive news such as the government's poor response**.

I can email friends and acquaintances to encourage each other, make and eat delicious food with my family, and look at flowers in the park, **seeking solace and pleasure in my daily life**.

It's spring, so I get **excited when I think about starting a new language**.

My husband's company will also **cut his bonus and salary**, making me feel insecure about my living and **inexplicable anxiety that I may be a carrier**.

<Study Outline>

Participants: n=1087, males & females aged 20s~60s of Ipsos Syndicated Community

Observed on: April 3 (Fri) ~ April 6 (Mon)

Feel free to try Ipsos UU's Digital Qualitative approach!



For more details, please contact

Ipsos K.K. | <https://www.ipsos.com/ja-jp>

- Junko Noguchi | junko.noguchi@ipsos.com
- Yumi Matsumura | yumi.matsumura@ipsos.com