

6 habit-changing ways Japan is adapting to COVID-19 & on +agile, deeper, smarter data

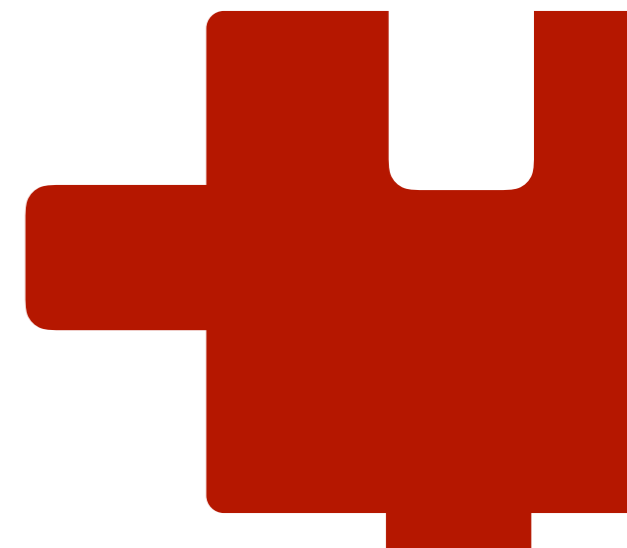
日本でのコロナ対策行動の変化、知っておくべき6のポイント。

- 実用的なデータづくり -

a presentation on building actionable data in complex times

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v1.9.9.3 2020/04/09



How is Japanese society adapting against COVID-19?

building, interpreting actionable data in complex times

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EXECUTIVE SUMMARY

This morning the Japanese Government has declared a state of emergency due to the pandemic COVID-19.

However, the Japanese public has already been modifying its social behavior, notably the places it spends time in, since even before.

This analysis of data across Japan makes these changes clear, and brings out 6 key, specific points.

Changes in society mean effects in government and business. More agile, deeper, smarter data can already point to the near future.

V J LUNA
GEO X TECH X MKTG
Tokyo, April 7, 2020

Japan March 29, 2020

Mobility changes

Google prepared this report to help you and public health officials understand responses to social distancing guidance related to COVID-19. This report shouldn't be used for medical diagnostic, prognostic, or treatment purposes. It also isn't intended to be used for guidance on personal travel plans.

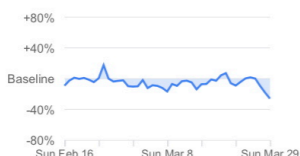
Location accuracy and the understanding of categorized places varies from region to region, so we don't recommend using this data to compare changes between countries, or between regions with different characteristics (e.g. rural versus urban areas).

We'll leave a region out of the report if we don't have statistically significant levels of data. To learn how we calculate these trends and preserve privacy, read [About this data](#).

Retail & recreation

-26%

compared to baseline

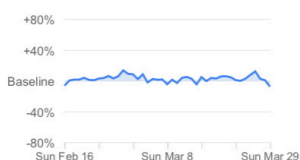


Mobility trends for places like restaurants, cafes, shopping centers, theme parks, museums, libraries, and movie theaters.

Grocery & pharmacy

-7%

compared to baseline

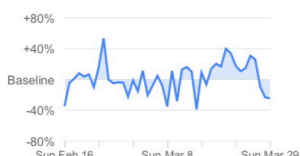


Mobility trends for places like grocery markets, food warehouses, farmers markets, specialty food shops, drug stores, and pharmacies.

Parks

-25%

compared to baseline

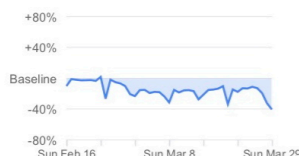


Mobility trends for places like national parks, public beaches, marinas, dog parks, plazas, and public gardens.

Transit stations

-41%

compared to baseline



Mobility trends for places like public transport hubs such as subway, bus, and train stations.

Workplaces

-9%

compared to baseline

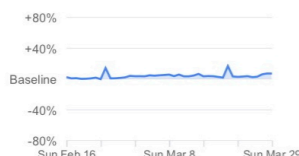


Mobility trends for places of work.

Residential

+7%

compared to baseline



Mobility trends for places of residence.

STAYING@HOME?

MOBILITY CHANGES COMPARED TO JANUARY

JAPAN

1月から行動の変化

日本

120

100%

80

60

40

20

JAN

FEB

MARCH 29

COVID-19

自宅に

RESIDENTIAL +7%

食品、ドラッグストア

grocery, drugstore -7%**WORKPLACE -9%**

仕事場に

parks -25% 公園など**RETAIL & RECREATION -26%**

買い物、娯楽に

transit stations -41%

駅など

BASED ON GOOGLE INDIVIDUAL LOCATION DATA

https://www.gstatic.com/covid19/mobility/2020-03-29_JP_Mobility_Report_en.pdf

GRAPH ©2020 VJLUNA

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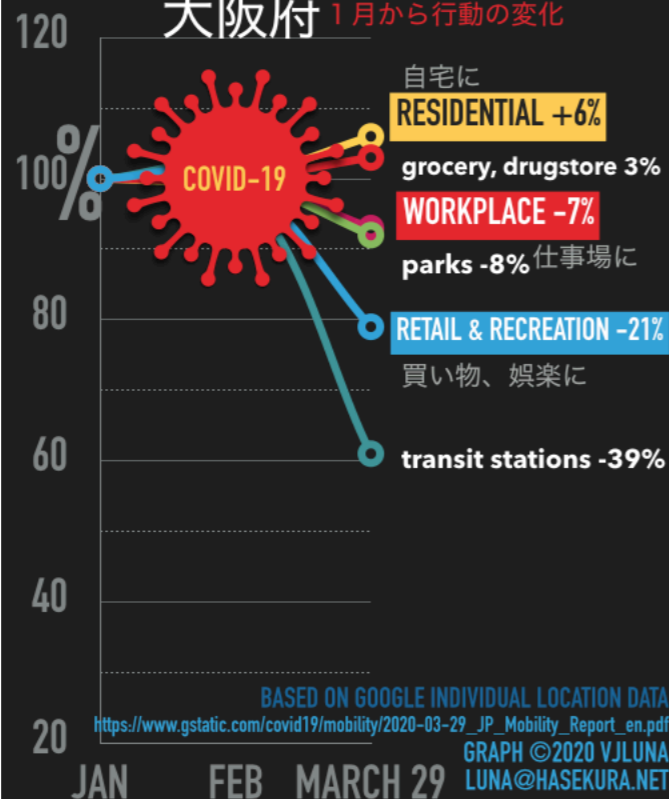
おうちで過ごそう

STAY THE **** HOME

うちで過ごそう

OSAKA EDITION

大阪府 1月から行動の変化

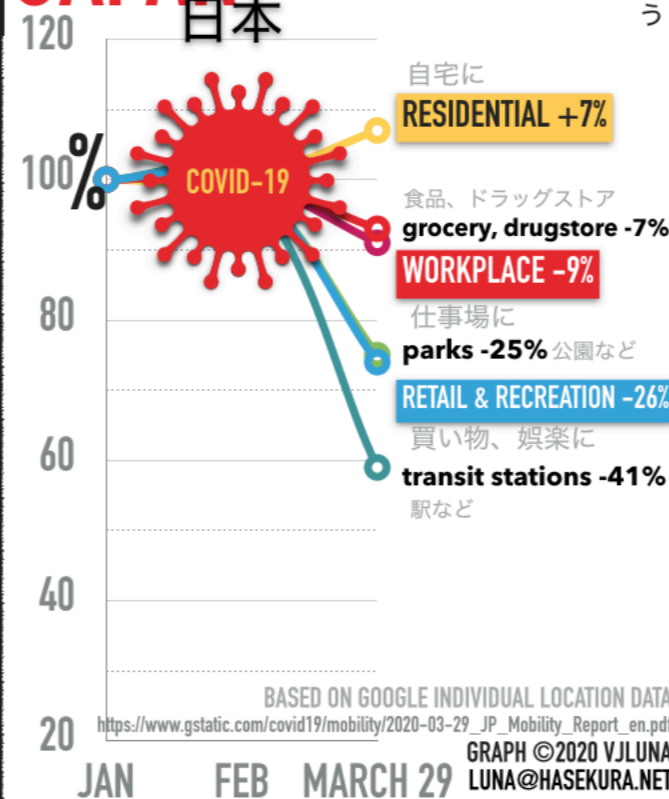


STAYING@HOME?

おうちで過ごそう

JAPAN

MOBILITY CHANGES COMPARED TO JANUARY
 1月から行動の変化

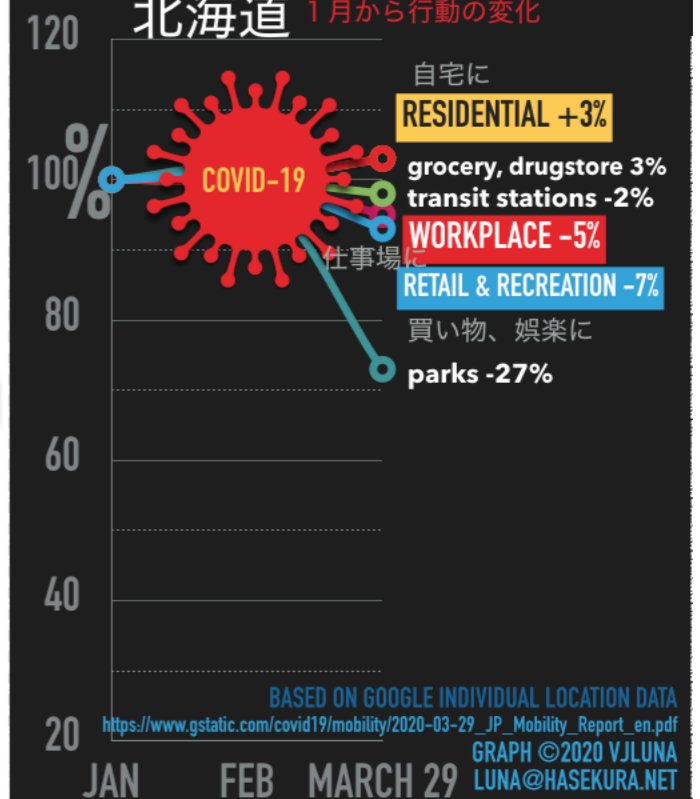


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HOKKAIDO EDITION

北海道 1月から行動の変化

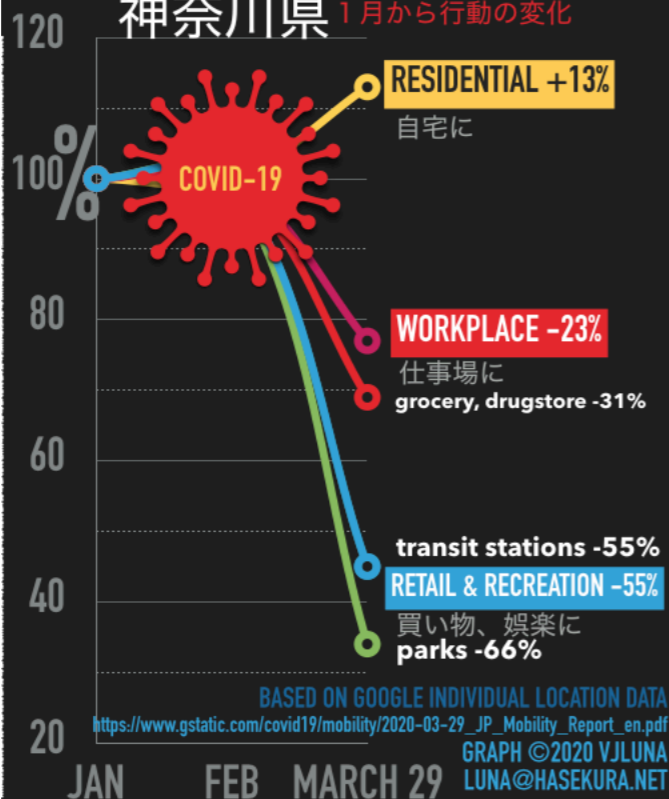


STAY THE **** HOME

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KANAGAWA EDITION

神奈川県 1月から行動の変化

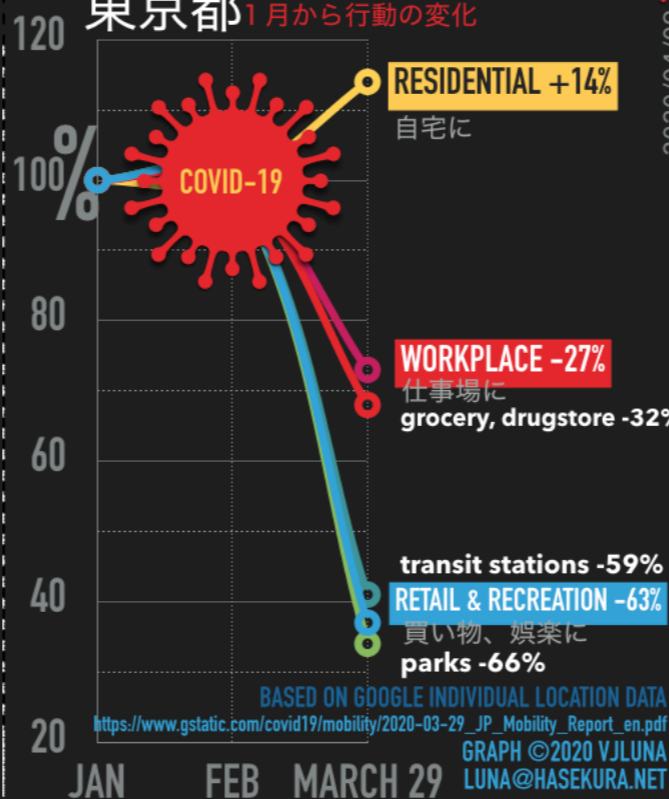


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TOKYO EDITION

東京都 1月から行動の変化

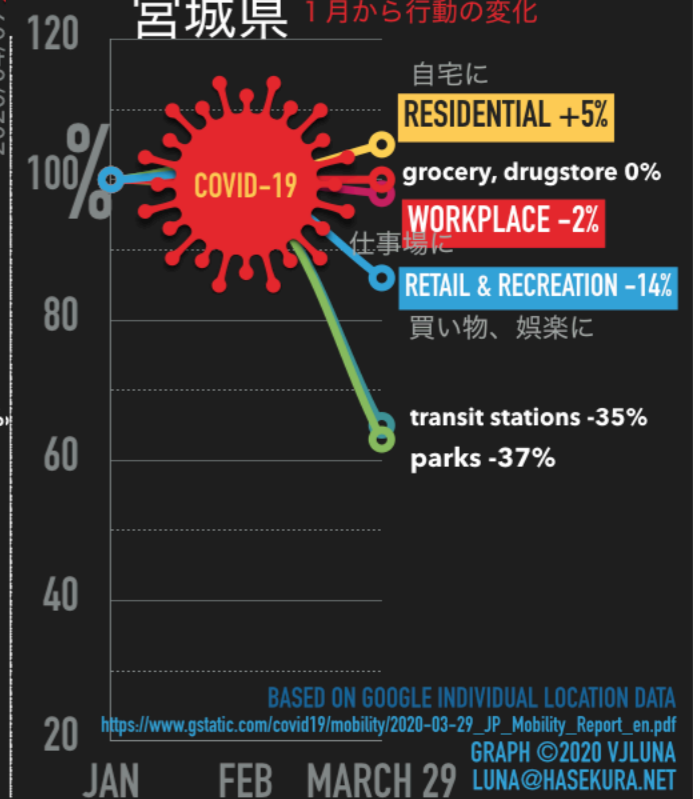


STAY THE **** HOME

うちで過ごそう

MIYAGI EDITION

宮城県 1月から行動の変化

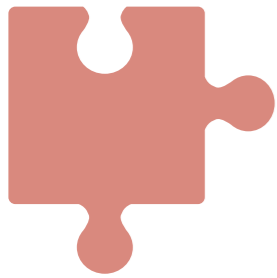


How is Japanese society adapting against COVID-19?

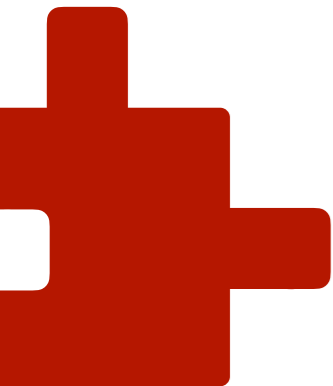
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1



**Japan has adapted
considerably since
January,
and there is scope for
further transformation.**

A large red magnifying glass graphic, with the lens focusing on the percentage range.

anything from
+34%
to
-66%

How is Japanese society adapting against COVID-19?

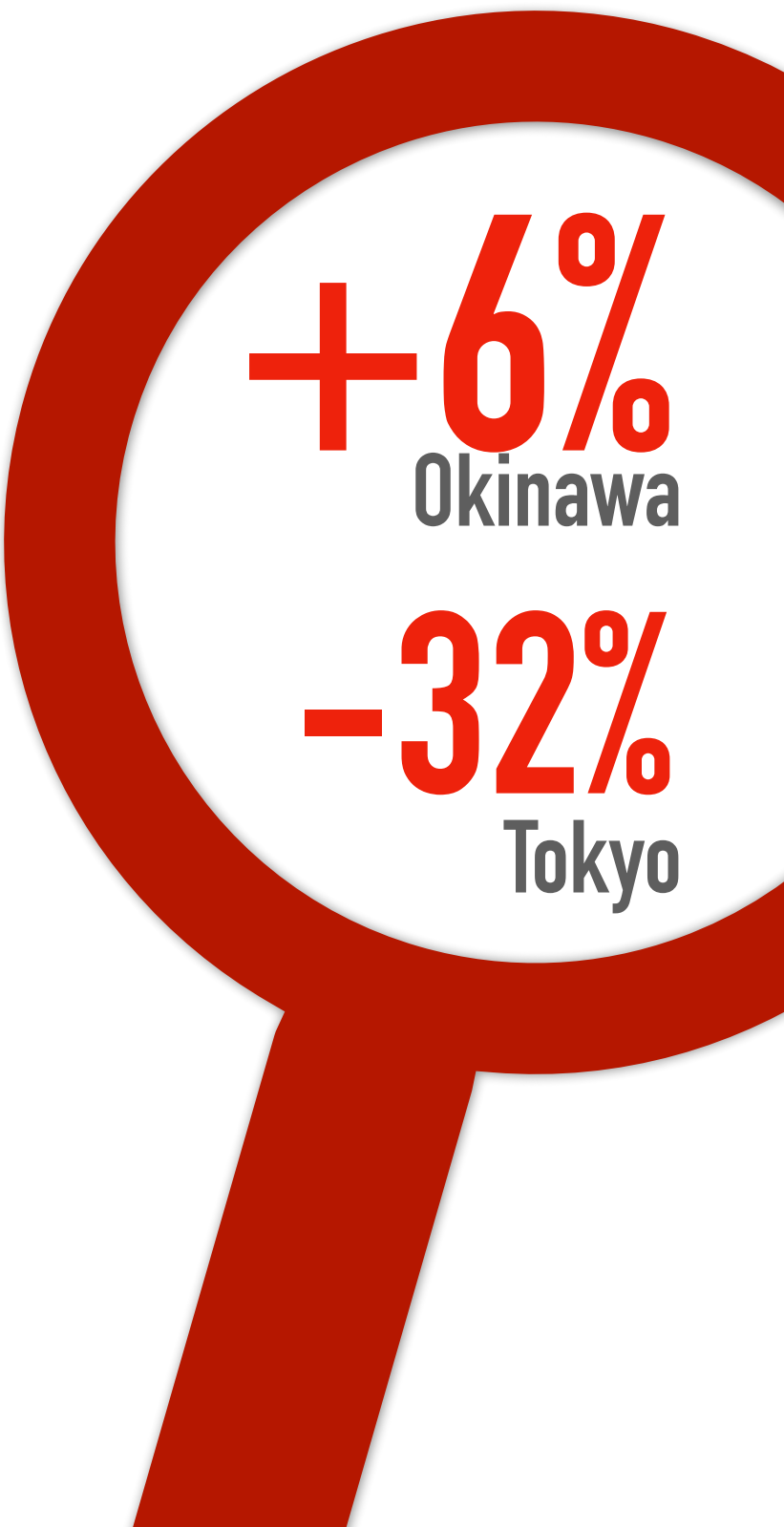
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2

The amount of change in people's behavior, where they spend time varies greatly across Japan;

Tokyo citizens are “leading the way”, following local govt. messages to change habits.



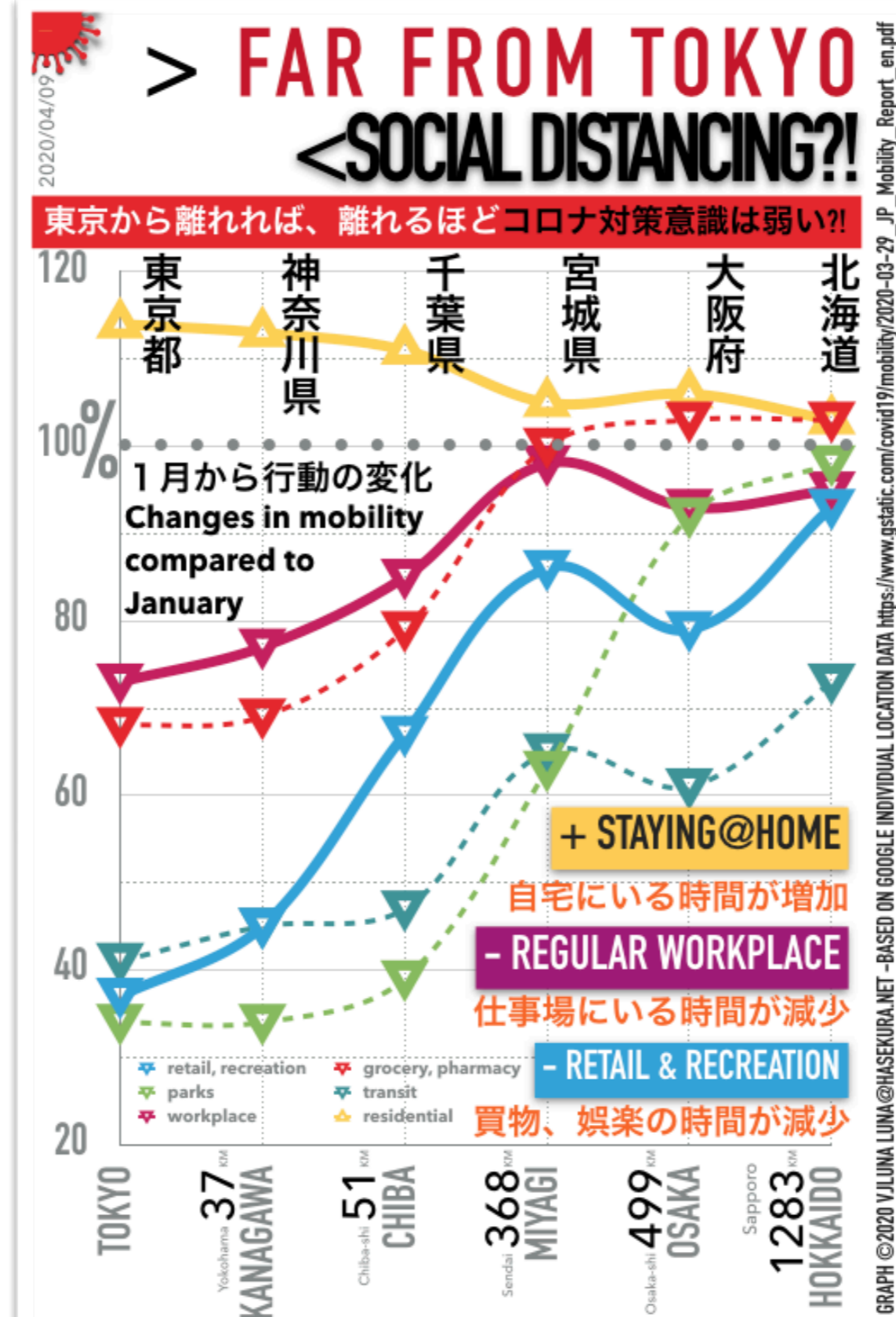
Location	Change
Okinawa	+6%
Tokyo	-32%

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specific example



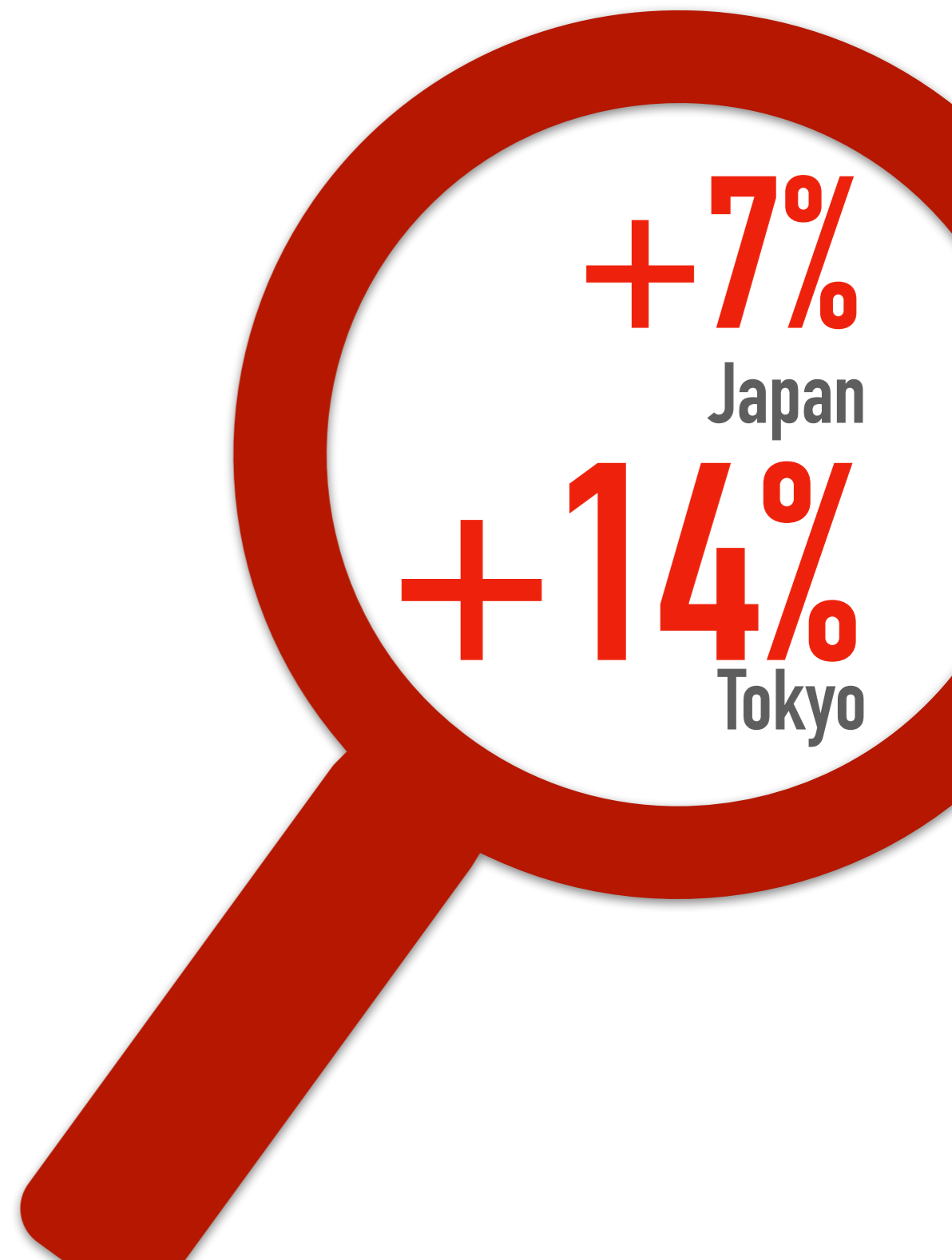
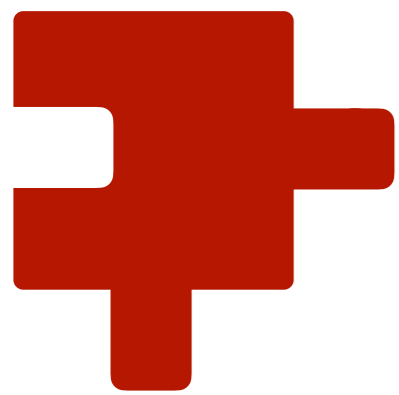
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3

Overall, the Japanese
have been staying
closer to their homes.



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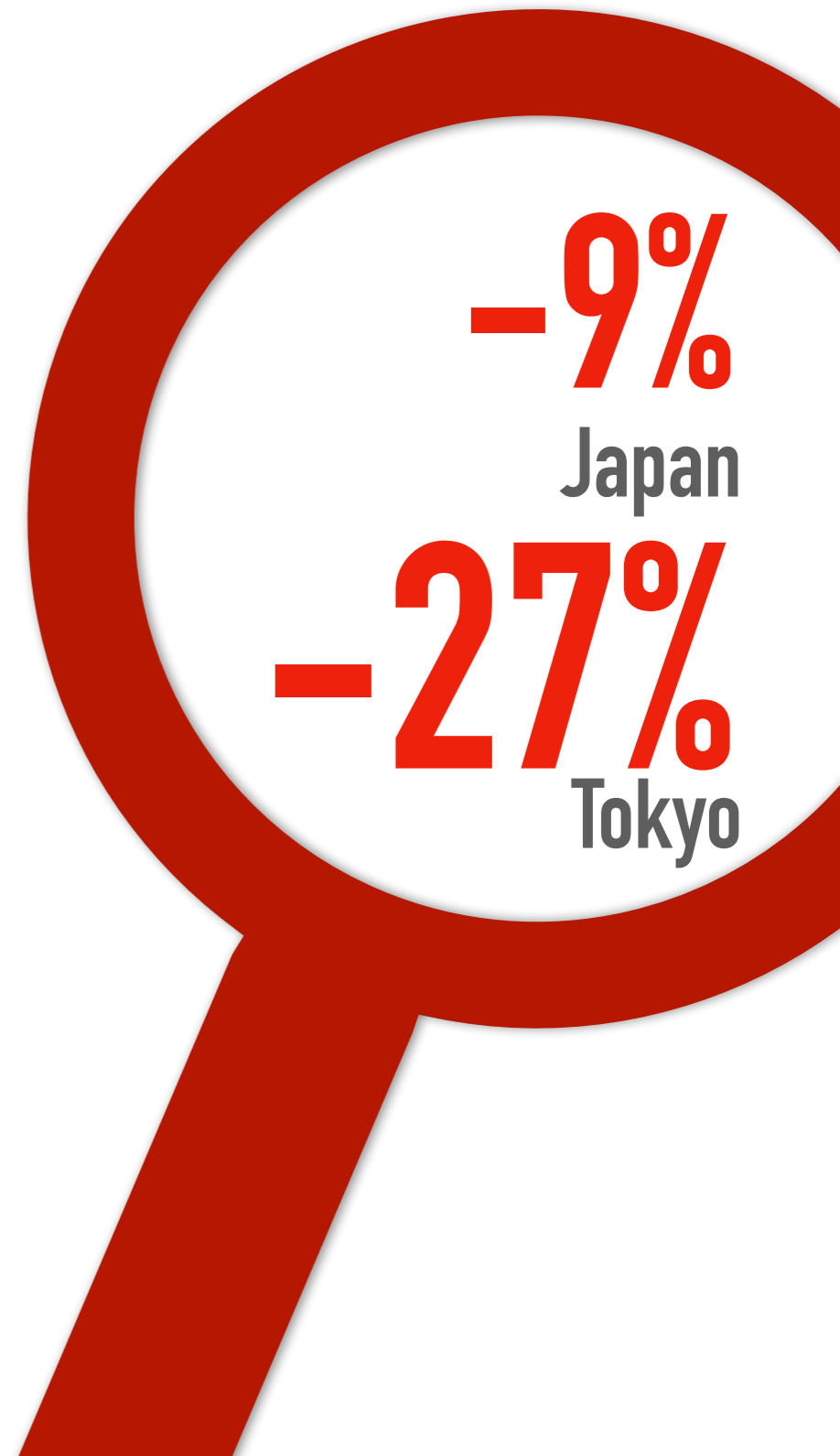
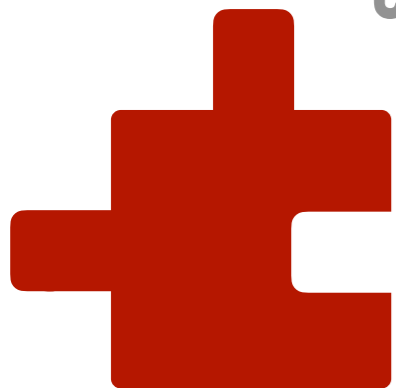
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4

**Less time is being spent
at regular work places;**

this ties with a reported increase in
Telework, and certain businesses
closing down...



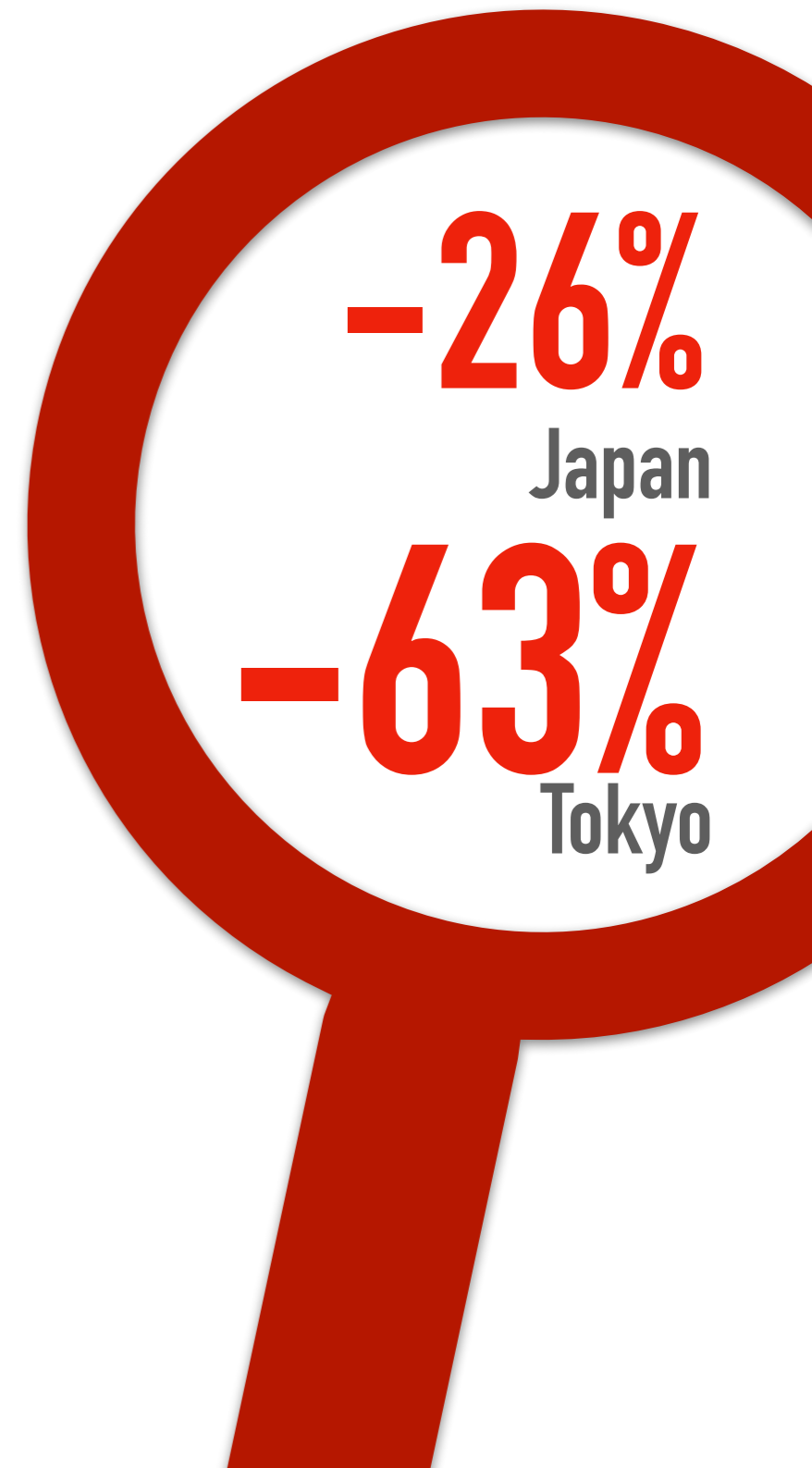
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5

In the greater Tokyo area
there has already been a
significant reduction in
retail shopping, restaurants
and recreation.

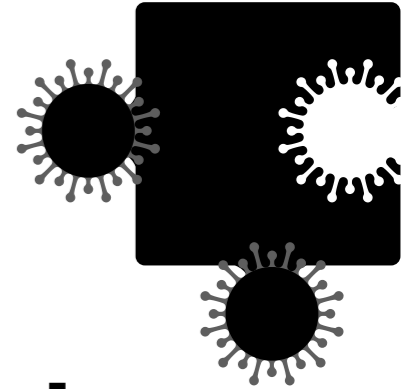


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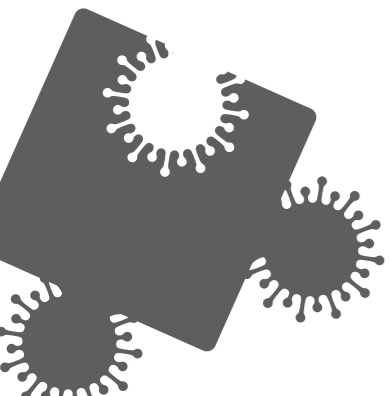
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6



Timely observation across regions, and of other countries provides decision-makers with insights on challenges, options, and future changes in Japan.

(Thus it is possible to make informed predictions on Japanese behavior)



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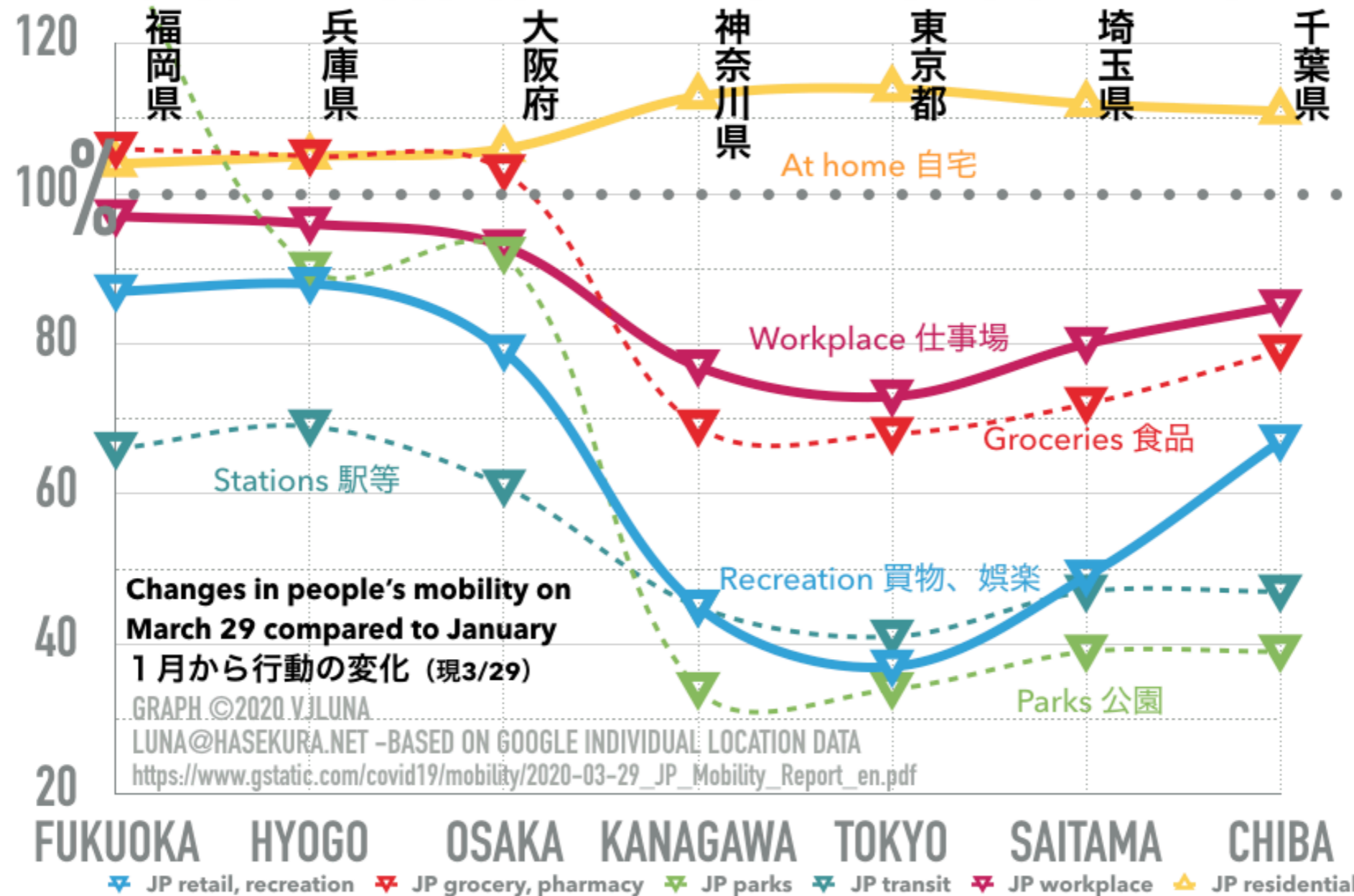
another specific example

“SEVEN SAMURAI”

2020/04/08 緊急事態宣言対象地域のビフォー

7 “STATE OF EMERGENCY” AREAS

FUKUOKA HYOGO OSAKA KANAGAWA TOKYO SAITAMA CHIBA



+ STAYING@HOME

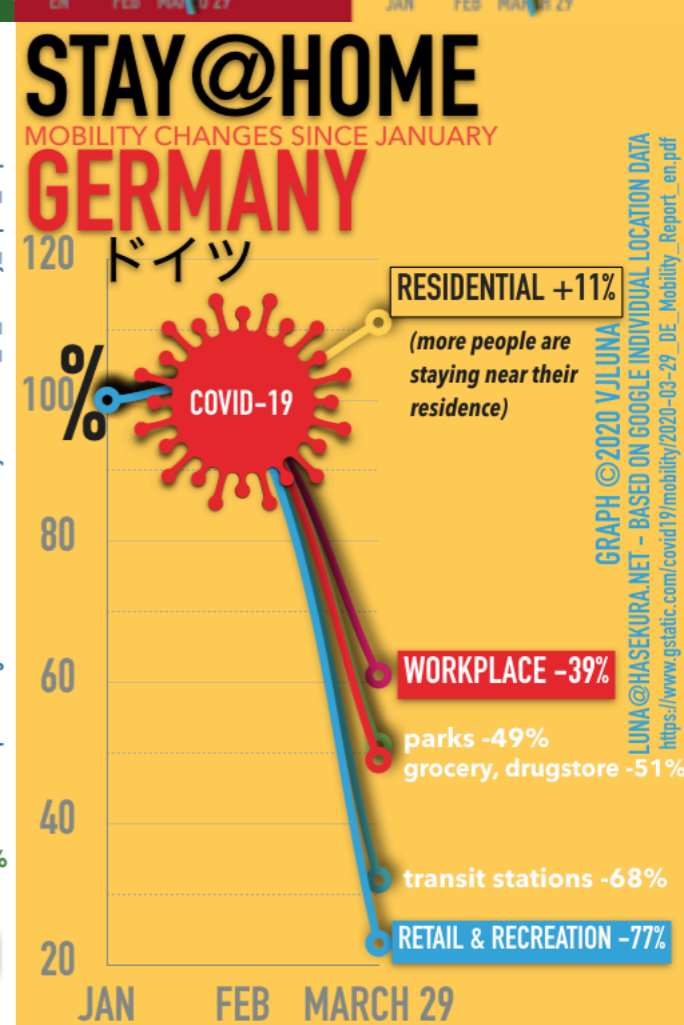
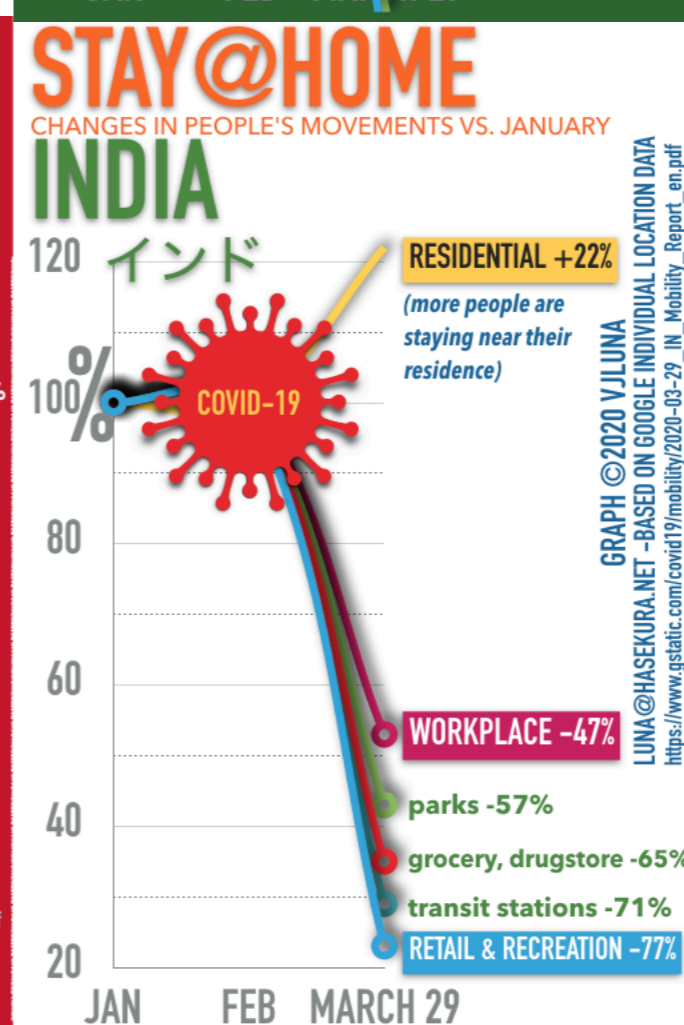
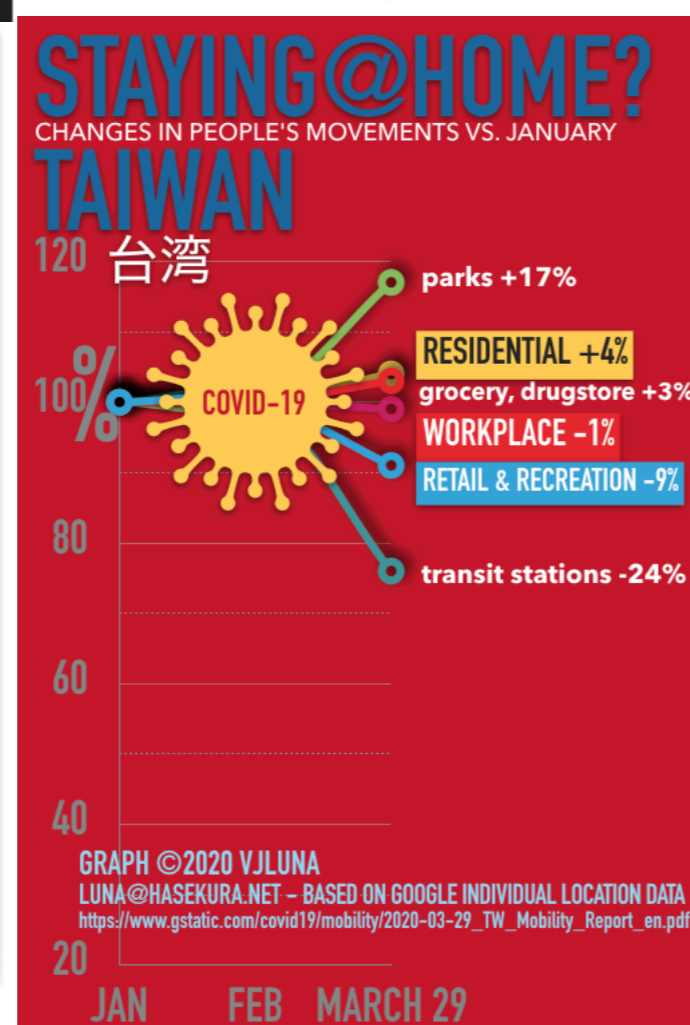
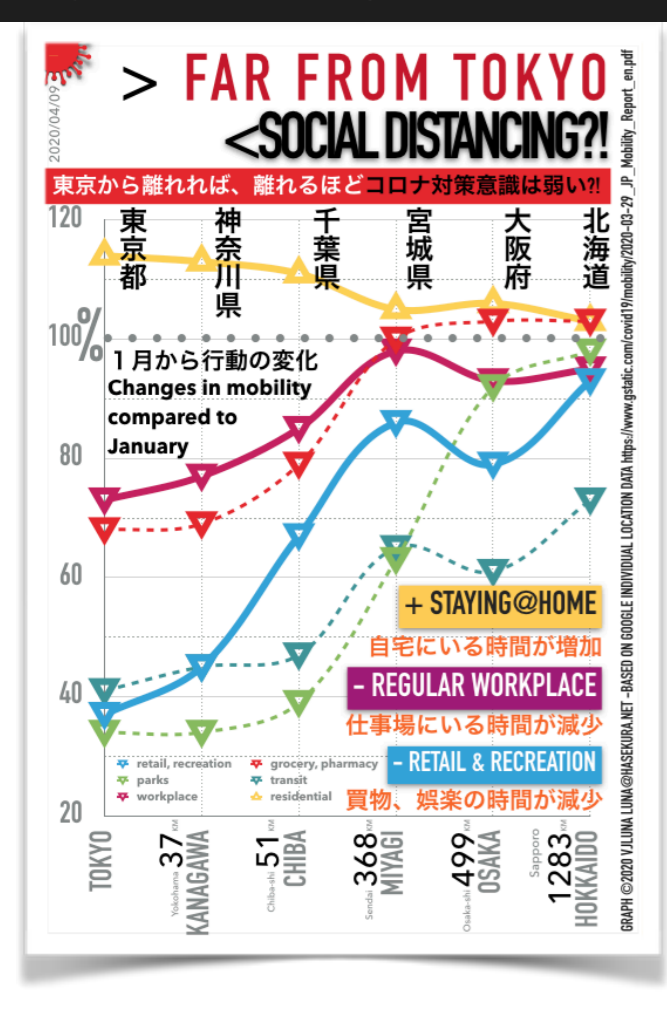
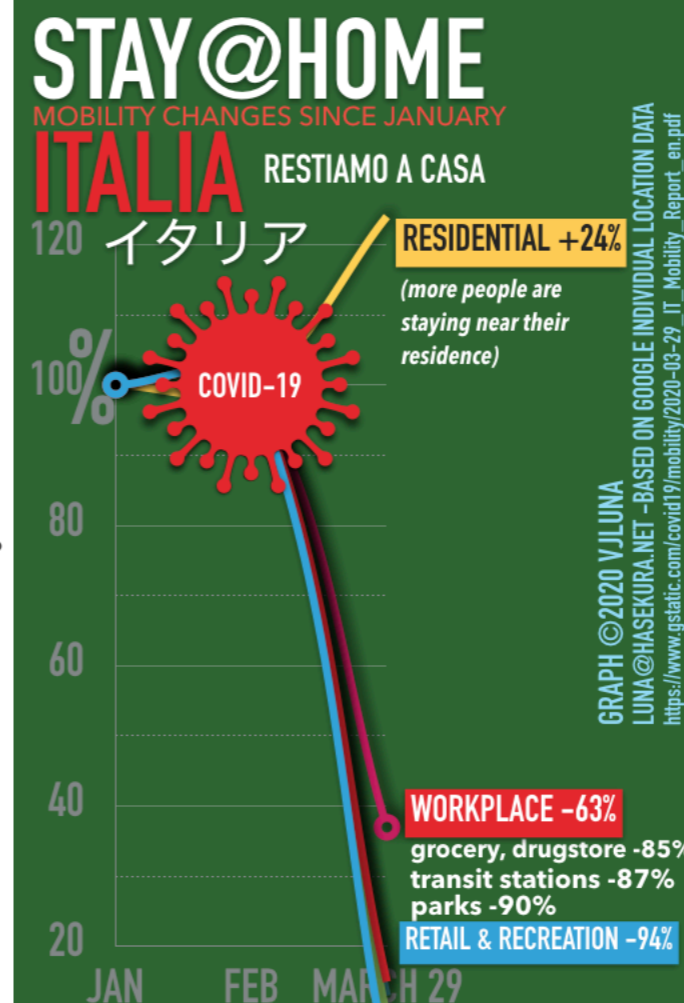
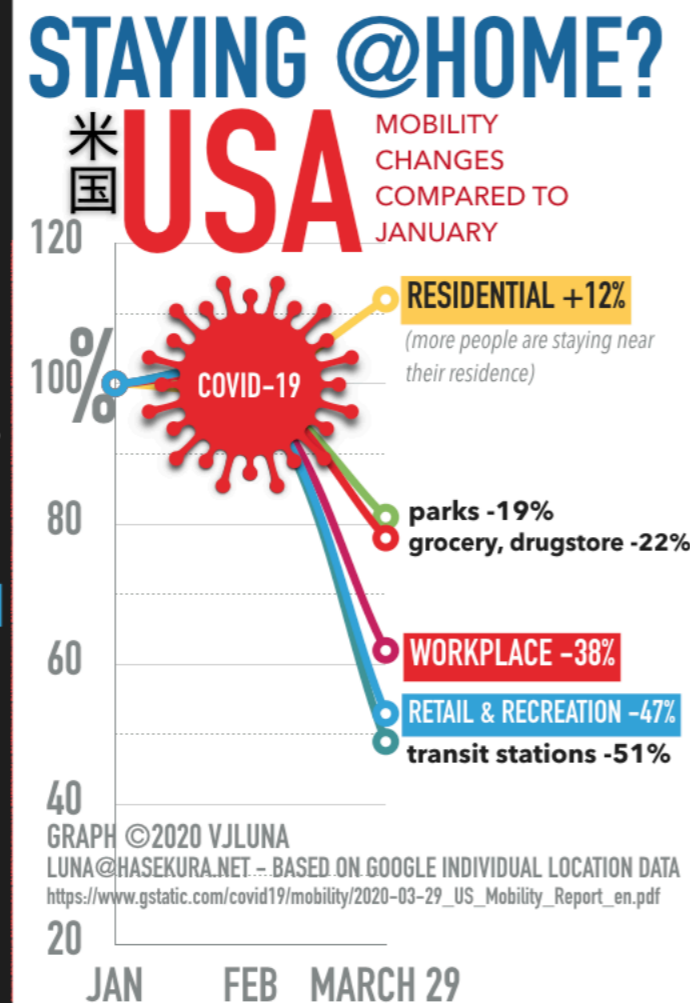
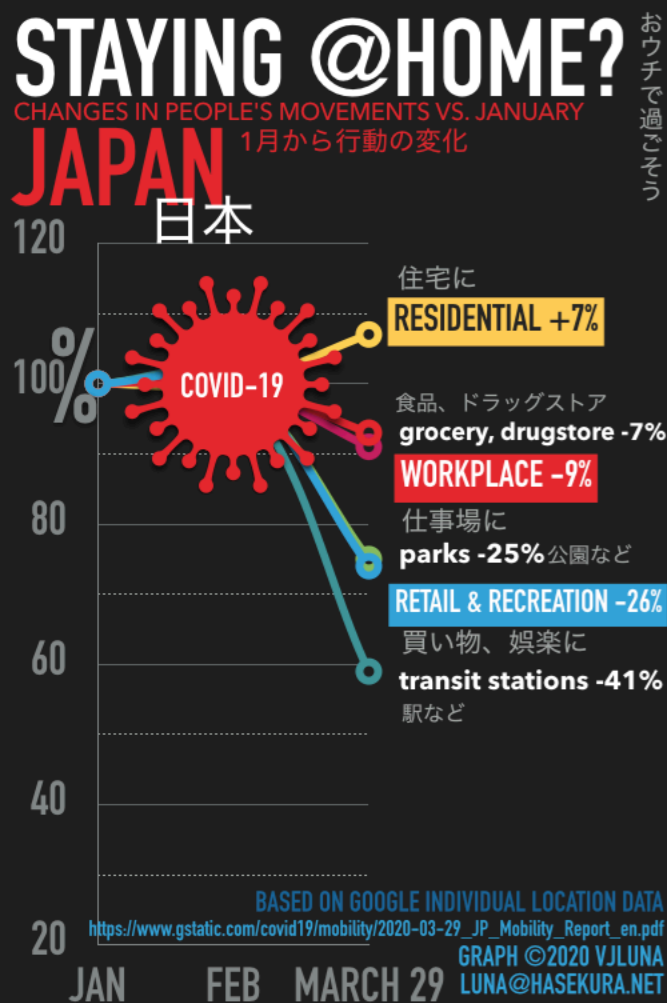
- REGULAR WORKPLACE

- RETAIL & RECREATION

自宅にいる時間が増加
仕事場にいる時間が減少
買物、娯楽の時間が減少

全日本
ALL JAPAN
JAPAN

2020/04/09



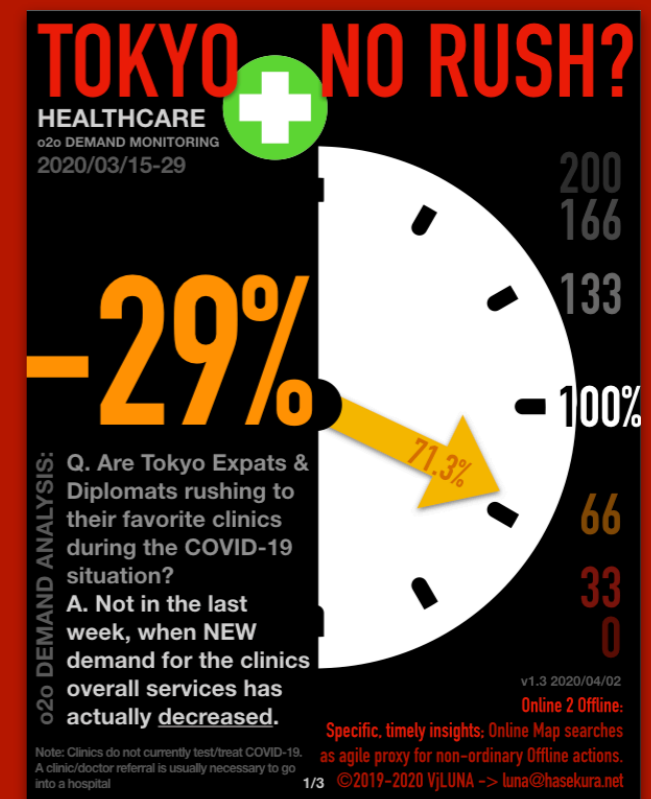
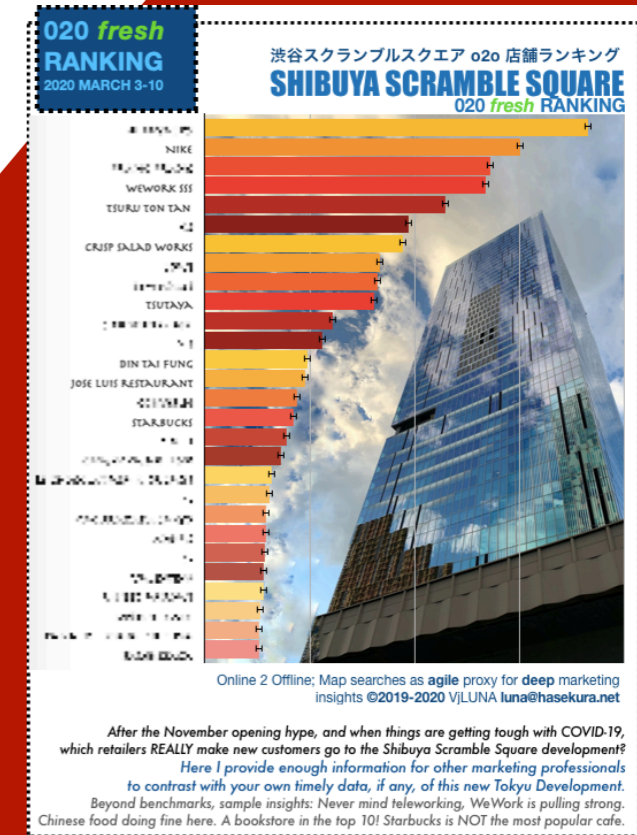
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on + agile, deeper, smarter data
In Tokyo, anonymized, more
agile, **deep**, smart data,
to the ward, building, facility,
even office, shop level is
possible.

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smarter data

**In Tokyo, you could
know beyond
anecdotes that hotels
are hurting, way
before official stats.
(and we know which
brands are doing better)**

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BACKGROUND

COVID-19 is affecting not only those that have caught the virus but the whole of society. To understand what is really happening in central Tokyo I work with my own-sourced several million data-points that show changes at a very, very specific level. In the middle of all this Google has released worldwide figures on more general "mobility changes" so I quickly decided to take a look -initially focusing on Japan.

ON DATA

Recently we have become used to seeing charts and maps purporting to show the figures of those tested and affected by the virus across the world. Different reporting practices between countries in fact make accurate comparisons difficult. Still we are glued to those graphs every single day.

Google's published data predates other tools and compares behavior in January and at the end of March, focusing on changes of where people are spending time. I sense it under-reports stays-at-home, it's not perfect at differentiating weekend and weekday behavior, and etc, etc. However, given its breadth, and my familiarity with additional data sources I consider it reliable and useful enough for informed interpretation.

I realize it's not straightforward to make sense of the data as originally published. I want to help turn it into something understandable, even actionable.

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Tokyo, April 8, 2020