

Japanese time use in 2005

No more increases in free time, and a halt to the dwindling amounts of sleep

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1. Overview of the 2005 Japanese Time Use Survey

(1) Survey Outline

The Japanese Time Use Survey, which aims to describe the Japanese lifestyle from the aspect of time use, provides basic data for broadcasting. It was commenced by NHK in 1960, and has been subsequently carried out every five years. The tenth and latest study was conducted in 2005.

The survey asks each respondent to itemize his or her activities for each 15-minute period over two consecutive days, according to 28 activities, such as sleep, work, television, and time spent at home. (See Figure 1 for an example of the Survey Card, and Figure 3 for the Classification of Activities.) The respondents were also asked about their work and holidays. The activities were the same as in two previous the surveys conducted in 1995 and 2000, but with the following modifications:

- Free-time use of the Internet was made into a separate category: “Internet as hobbies, entertainment, cultural activities”. In the previous survey, this activity came under the category “Hobbies, entertainment, cultural activities”. The change was made to reflect the spread of the Internet and in order to see the patterns of Internet use.
- “Magazines, comics” and “books”, which appeared as separate categories in the previous survey, were placed into the single category “magazines, comics, and books”, in order to avoid an increase in the total number of activities.
- The category “CDs and tapes” was altered to that of “CDs, MDs, and tapes”, in order to reflect the continuing digitization of the sound media.

Figure 1 Survey Card Example (Section)

		0:00	30	1:00	30	2:00	30	3:00
		midnight		a.m.		a.m.		a.m.
Time spent at home	01							
Sleep (30 minutes or more)	02							
Personal chores (washing, bathing, changing clothes, etc.)	03							
Meals	04							
Commuting to workspace (both ways)	05							
Working	06							
Work-related association	07							
Commuting to school (both ways)	08							
Learning activities at school, school events, school clubs, other extracurricular club activities	09							
Homework, preparation for classes, review of classes, study for cram school	10							
Cooking, house cleaning and laundry	11							
Shopping	12							
Child-care	13							
Other household chores (such as tidying up, errands, care-giving, etc.)	14							

Table 1 Outline of the Survey

Survey days	: October 11(Tuesday) and 12(Wednesday) for the 1st survey October 13(Thursday) and 14(Friday) for the 2nd survey October 15(Saturday) and 16(Sunday) for the 3rd survey October 17(Monday) and 18(Tuesday) for the 4th survey October 19(Wednesday) and 20(Thursday) for the 5th survey October 21(Friday) and 22(Saturday) for the 6th survey October 23(Sunday) and 24(Monday) for the 7th survey
People covered	: 12,600 Japanese people aged 10 and above (12 persons × 150 spots × 7 surveys)
Survey method	: Pre-code system, using the questionnaire distribution-collection method (Diary-type in units of 15 minutes)
Number of effective samples (respond rate)	: 7,718 (61.3%)
Note	: People with an effective response for even one of the two days

Table 2 The number of Designated and Effective Samples

	Pre-selected sample	Number of effective samples (%)
Monday	3,600	2,175(60.4%)
Tuesday	3,600	2,167(60.2%)
Wednesday	3,600	2,180(60.6%)
Thursday	3,600	2,177(60.5%)
Friday	3,600	2,142(59.5%)
Saturday	3,600	2,123(59.0%)
Sunday	3,600	2,157(59.9%)
Weekdays	18,000	10,841(60.2%)
Week	25,200	15,121(60.0%)

Table 3 Classification of Activities

(1) Necessary activities

Activities considered essential for the maintenance and/or improvement of life.
These are sleep, meals, personal chores and medical treatment/recuperation.

(2) Obligatory activities

Activities required for the maintenance and improvement of family life and social order.
These are paid work, schoolwork, housework, commuting to work, commuting to school and social obligations.

(3) Free-time activities

Activities freely chosen for own benefit; including mass media use; leisure (active); conversation/ personal association (chiefly meeting and talking with people); and rest for refreshing both mind and body.

Classification	Sub-classification	Minor classification	Some concrete examples
Necessary activities	Sleep	Sleep	Continuous sleep for more than 30 minutes; napping
	Meals	Meals	Three meals or equivalent snacks; school lunch
	Personal chores	Personal chores	Washing; going to the toilet; bathing; changing clothes; make-up; haircut
	Medical treatment or recuperation	Medical treatment or recuperation	Activities related to diagnosis of illness and its treatment; hospitalization and recuperation
Obligatory activities	Work, work-related association	Work	Activities for gaining income, including preparation, clearing up, and commuting during work
		Work-related association	Work-related association with senior staff, colleagues, and junior staff; welcome and farewell parties, etc.
	Schoolwork	Classes and school activities	Learning activities at school; morning assemblies; tidying up and cleaning of school; school events; school clubs; other extracurricular activities, etc.
		Learning activities outside school	Learning activities at home and/or cram schools, homework
	Housework	Cooking, cleaning, laundry	Preparing meals and snacks; clearing after meals; cleaning the house and yard; laundry (including ironing)
		Shopping	Shopping for food; clothing; and other daily necessities
		Caring for children	Breast-feeding; childcare; education; transporting children to and from school, etc.
		Miscellaneous	Sorting things out; going to banks and public offices; taking care of sick or elderly family members
	Commuting to work	Commuting to work	Movement between home and place of work (including fields)
	Commuting to school	Commuting to school	Movement between home and school
Social obligations	Social obligations	PTA, local events; meetings; ceremonial occasions; volunteer activities	
Free-time activities	Conversation/ Personal association	Conversation/ Personal association	Conversation and association with family members, friends, relatives and acquaintances in person or by telephone or e-mail
	Leisure activities	Exercise and sports	Gymnastics, physical exercise, various types of sport and ball games
		Outings and walks	Visits to sight-seeing spots and shopping centers; strolling in town; other walks; angling
		Hobbies, entertainment, cultural activities	Hobbies including study to gain skills or qualifications, appreciation of arts and music, watching and playing games; using PC
		Internet as hobbies, entertainment, cultural activities	web-browsing as hobbies, entertainment, cultural activities; making homepage or blogs
	Mass media use	TV	Including the viewing of BS, CS, CATV
		Radio	
		Newspapers	Reading morning and/or evening editions of newspapers, trade journals, public relations magazines and leaflets
		Magazines, comic books, books	Reading of weekly or monthly magazines, comic (books), books and catalogs
		CDs, MDs, tapes	Listening to audio media other than radio, such as CD, MD, tapes and records
Videos	Watching videotapes, disks, DVD, not including recording TV programs		
Rest	Rest	Resting, enjoying tea or between-meals snacks, doing nothing	
Other activities	Other activities	Other activities	Activities other than those described above
	No response	No response	Space left blank

This latest survey was conducted over a 14-day period from Tuesday 11 October to Monday 24 October 2005, and consisted of seven 2-day surveys. A total of 12,600 people nationwide above the age of 10 were selected for the survey, on the basis of

random two-gradation stratified sampling. There were effective responses for at least one day in each of the 2-day surveys from 7,718 people or 61.3% of the total. (See Table 1.)

This survey covers every day of the week, but in this report, we make an analysis of the Monday to Friday weekdays, and the weekends. (See Table 2.) Table 4 shows the number of effective samples and the component ratio of effective sample.

Table 4 Number of Effective Samples/Component Ratio of Effective Samples

			Weekdays			Saturdays			Sundays		
			Number	Component Ratio	2000	Number	Component Ratio	2000	Number	Component Ratio	2000
National total			10,841	100.0%	%	2,123	100.0%	%	2,157	100.0%	%
Males and females by age group	Males	10's	608	5.6	7.1	128	6.0	6.9	133	6.2	6.8
		20's	526	4.9	5.5	98	4.6	6.2	111	5.1	6.2
		30's	711	6.6	6.5	127	6.0	6.3	134	6.2	6.3
		40's	731	6.7	6.7	127	6.0	7.9	129	6.0	8.0
		50's	969	8.9	9.3	204	9.6	8.7	202	9.4	8.8
		60's	883	8.1	7.9	176	8.3	6.8	182	8.4	6.6
		70 or older	749	6.9	4.8	161	7.6	4.8	178	8.3	5.0
	Females	10's	576	5.3	6.6	124	5.8	6.3	125	5.8	6.2
		20's	576	5.3	7.2	131	6.2	7.2	110	5.1	7.2
		30's	924	8.5	7.1	142	6.7	8.0	159	7.4	8.1
		40's	817	7.5	7.1	154	7.3	8.2	163	7.6	8.2
		50's	1,086	10.0	9.6	227	10.7	8.8	207	9.6	8.9
		60's	834	7.7	7.0	162	7.6	6.9	155	7.2	6.9
		70 or older	851	7.8	7.4	162	7.6	7.1	169	7.8	6.9
By occupation	Agriculture, forestry or fishery		322	3.0	2.1	65	3.1	2.7	70	3.2	2.7
	Self-employed		839	7.7	7.1	153	7.2	7.5	158	7.3	7.7
	Sales or services		1,284	11.8	11.0	237	11.2	10.5	228	10.6	10.5
	Work requiring craft skills or manual labor		1,373	12.7	14.5	255	12.0	14.0	262	12.1	13.9
	Clerical or technical work		1,601	14.8	15.7	313	14.7	15.9	316	14.6	15.9
	Business operators or managers		291	2.7	3.3	49	2.3	2.7	58	2.7	2.8
	Specialists, free-lancers, etc.		382	3.5	3.7	80	3.8	3.5	75	3.5	3.6
	Housewives		1,515	14.0	13.2	303	14.3	13.8	304	14.1	13.7
	Jobless		1,716	15.8	14.1	341	16.1	13.9	350	16.2	13.9
	Pupils/Students		1,272	11.7	14.1	265	12.5	14.3	275	12.7	14.2

(2) Social Trends Since 2000

Let's look at the major social trends in Japan which have become apparent since the previous survey, and which could be viewed as background for the results of this survey:

1. Increasing ratio of elderly people in Japan

The ratio of people in the population over the age of 60 increased to 29.5%, up from 25.9% in 2000. The ratio of people in this study over the age of 60 was 30.6%, up from 27.2% in the 2000 survey. It means the characteristics of elderly people are being reflected in this survey more than ever.

2. Greater diversity in working times and employment patterns

The employment patterns are becoming increasingly diverse due to the ageing of the population and economic factors. The ratio of people in regular employment has

declined, while we see an increase in non-regular employment, e.g. temporary employment, and contract employment.^[1]

3. Adoption of a five-day school week by all public schools in 2002

Saturday became a holiday for all public elementary, junior and senior secondary schools in 2002, whereas there had only been a holiday on every alternate Saturday in 2000. Students are therefore spending their time quite differently now on Saturdays.

This paper will report on how people spent their time, in light of these social trends. The following indices were used:

1. Doers' ratio

The ratio of people who engaged in a given activity for 15 minutes or more in a day.

2. Doers' Average Time

The average time spent by people who participated in a given activity for 15 minutes or more.

3. Average Time

The average time devoted to a given activity in the entire sample (including those who did not participate in the sample).^[2]

2. People still working long hours; Men in their 50s and 60s spending more time performing household chores

Let's look, first of all, at the obligatory activities, one of the three main categories of activities in this survey. Obligatory activities refer to activities that are required for the maintenance and improvement of family life, and for the sake of social order. Work, housework, schoolwork, and commuting to work or school come under this category.

(1) Work

Let's look, first of all, at the results of the questions relating to the five-day working week, and which days of the week tended to be holidays. Forty-seven percent or almost half of all employed persons have a five-day workweek. The term "employed person" covers all people in the sales and service sectors, the people in work requiring craft skills or manual labor, the people in clerical or technical work, as well as people in executive and managerial positions. The ratio has been increasing since 1985. When we look the occupations of the respondents, the trend for a five-day week is pronounced amongst the so-called white-collar workers, the people in clerical, technical, executive or managerial positions. Sixty-six percent of white-collar workers have a five-day working week. (See Table 5.)

On the other hand, we find there are more job holders without routine holidays. They include the people in the “employed persons” category, as well as those engaged in agriculture, forestry or fishing, self-employed persons, specialists, and free-lancers. More than 70% of people engaged in agriculture, forestry or fishing, and more than 30% of self-employed persons, specialists, and free-lancers do not have a routine holiday each week. We also saw an increase in the figure for people in the “employed persons” category, particularly amongst people in the sales and services sector. The ratio of people in the sales and services sector without routine holidays was 31%, up from 25% in the 2000 survey.

Table 5 Five-day working week (by occupation)

	Two days off every week			Two days off alternate week			Two days off once a month			one day off every week			No particular holiday system		
	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05
Job holders	32	38	39	18	16	10	3	2	2	20	17	18	20	21	23
Employed persons	40	44	47	22	19	12	4	2	2	17	15	15	12	14	17
Job holders not including employed persons	11	17	18	7	8	5	2	2	1	26	22	26	43	43	41
Agriculture, forestry or fishery	2	2	3	2	1	1	1	1	1	5	6	7	79	81	74
Self-employed	8	12	13	8	8	7	2	2	1	40	34	40	34	37	32
Sales or services	30	34	33	15	15	9	3	1	2	24	18	15	21	25	31
Work requiring craft skills or manual labor	27	34	34	23	20	16	6	3	2	25	22	25	14	15	16
Clerical or technical work	54	59	66	25	21	12	3	1	1	8	7	7	5	7	8
Business operators or managers	60	58	66	20	19	7	3	0	2	7	12	11	7	7	9
Specialists, free-lancers, etc.	29	36	39	7	12	4	1	1	1	17	8	12	30	30	32

Note) Job holders: the combined total of agricultures/forestry/fishery, self-employed, sales/service work, work requiring craft skills/manual labor, clerical/technical work, business operators/managers, specialists/free-lancers/etc.

Employed persons: the combined total of sales/service work, work requiring craft skills/manual labor, clerical/technical work, business operators/managers

Many employed workers still have Saturdays or Sundays off from work, but an increasing proportion of people do not have a regular day or days off in the week. (See Table 6.) People in the sales and service sectors tend to have their holidays on weekdays, and must work on the weekends. This is a continuing trend and since 1995 more people have been without a particular day off from work.

Table 6 Holiday (by occupation)

	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday			Sunday			No particular day		
	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05
Job holders	5	5	5	4	4	4	5	6	5	4	4	4	2	3	3	47	49	45	69	68	66	26	28	30
Employed persons	5	5	5	4	4	4	5	6	6	4	4	4	3	3	3	57	57	54	77	75	72	19	22	25
Job holders not including employed persons	4	5	6	4	4	4	4	6	5	3	3	3	2	1	2	17	23	20	46	45	46	46	46	45
Agriculture, forestry or fishery	0	0	1	1	2	1	1	2	0	0	0	0	1	1	0	4	9	5	11	9	11	81	83	82
Self-employed	5	7	7	4	5	6	5	7	6	3	3	3	1	1	1	15	18	17	55	51	54	34	35	32
Sales or services	12	11	10	11	9	9	11	12	10	8	9	8	6	7	6	32	29	29	50	46	44	33	39	44
Work requiring craft skills or manual labor	4	3	3	2	2	3	3	3	4	2	2	3	2	3	2	51	51	47	80	78	77	19	22	23
Clerical or technical work	3	3	3	2	3	2	3	4	4	2	3	3	2	2	2	77	77	75	89	89	87	12	13	14
Bussiness operators or managers	2	2	3	1	3	1	4	3	2	2	2	2	1	1	1	77	76	75	87	87	87	11	11	11
Specialists, free-lancers, etc.	6	5	7	5	3	4	5	5	5	7	6	6	5	3	3	37	44	41	58	58	60	39	42	40

(Multiple answer)

Next, let's focus on the people actually engaged in work, and on their working hours. Eighty-nine percent of job holders work on weekdays; the figures in all categories of work exceeded 80%. (See Table 7.) Sixty-one percent of job holders work on Saturdays, while the figure for Sundays is 36%. Eighty percent of people engaged in agriculture, forestry and fishing work on Saturdays, and 83% do so on Sundays. The ratio of self-employed people working on Saturdays and Sundays is 70% and 51% respectively. Seventy percent of people in the sales and services sector work on Saturdays, and 49% do so on Sundays. These figures underscore the fact that people in this sector doesn't have holidays on weekends.

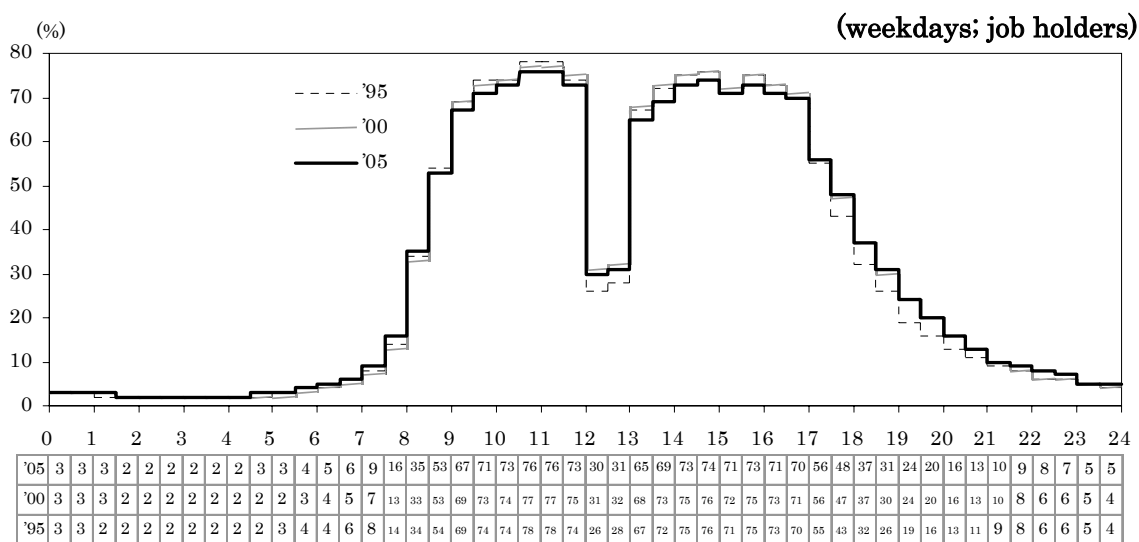
Table 7 Doers' Ratio and Time for Work (weekdays; by occupation)

	Doers' ratio			Average time for all			Ratio of people working more than 10 hours		
	'95	'00	'05	'95	'00	'05	'95	'00	'05
	%	%	%	hours/ min.	hours/ min.	hours/ min.	%	%	%
Job holders	90	90	89	7:22	7:34	7:31	17	21	22
Agriculture, forestry or fishery	90	88	87	5:56	5:26	6:03	8	7	11
Self-employed	90	89	90	6:58	6:57	7:06	18	19	20
Sales or services	83	82	83	6:33	6:25	6:43	17	18	20
Work requiring craft skills or manual labor	93	93	91	7:45	8:13	7:58	16	22	23
Clerical or technical work	94	95	92	8:02	8:22	8:15	19	23	26
Bussiness operators or managers	95	95	97	8:32	8:23	8:45	25	27	34
Specialists, free-lancers, etc.	87	85	85	6:31	6:41	6:47	16	19	17

The job holders worked for an average of 7 hours 31 minutes on weekdays, an average of 4 hours 38 minutes on Saturdays, and an average of 2 hours 16 minutes on Sundays. There is little change in these figures compared to the results of the 2000 survey. There was an increase in weekday working hours, particularly amongst male workers in the period from 1995 to 2000, and there was little change seen in the 2005 figures, which means people, on the whole, are still working lengthy hours. Twenty-two percent of job holders work more than 10 hours on weekdays, which is an increase on the figures for the two previous surveys.

There was little change in the total amount of working hours in 2005 compared to 2000, but the time slots have changed. (See Figure 2.)

Figure 2 Average Doers' Ratio for Work by Time Slot (30 minutes)



The amount of working hours for weekdays declined in the period from 1985 to 1995, but increased in 2000. In 2000, a greater proportion of people were working from 5:30pm to 9:30 pm, which is typically a period of overtime work.

Next, let's look at the results for 2005. More people were working in the times between 10pm to 10:30pm, and 5am to 8am. On the other hand, there has been a decline in the amount of people working during the "core time" between 11:30am to 3:00pm. In other words, there is a more dispersed pattern in working times.

The total amount of working hours has not changed since 2000, but people are working over a greater range of times. More people are without a particular holiday during the week. We have more diversity in working patterns, with fewer people following a typical "9:00 to 5:00" pattern on weekdays, which gives them Saturdays and Sundays off from work.

(2) Schoolwork

Next, let's look at schoolwork. The category of "students" includes all elementary, junior and senior secondary school students, the undergraduate and postgraduate students of colleges and universities, and the students of various other schools. Ninety-three percent of students attended classes and took part in school events and extracurricular activities on weekdays, with a figure of 32% for Saturdays, and 16% on Sundays. (See Table 8.).

As we mentioned earlier, a five-day school week was fully adopted by all public schools in 2002. This fact underscores the considerable decline in the proportion of students spending time on schoolwork on Saturdays. The figure for 2000 had been 67%. On the other hand, the ratio of students studying outside school, at home or at cram schools, has declined on weekdays and Sundays from figures of 73% and 65% in 1995, to figures of 65% and 58% in 2005. The figure of 56% for Saturdays in 2005 is largely unchanged from that of 54% in 1995.

Table8 Doers' Ratio and Time for School Work (3 days, pupils/students)

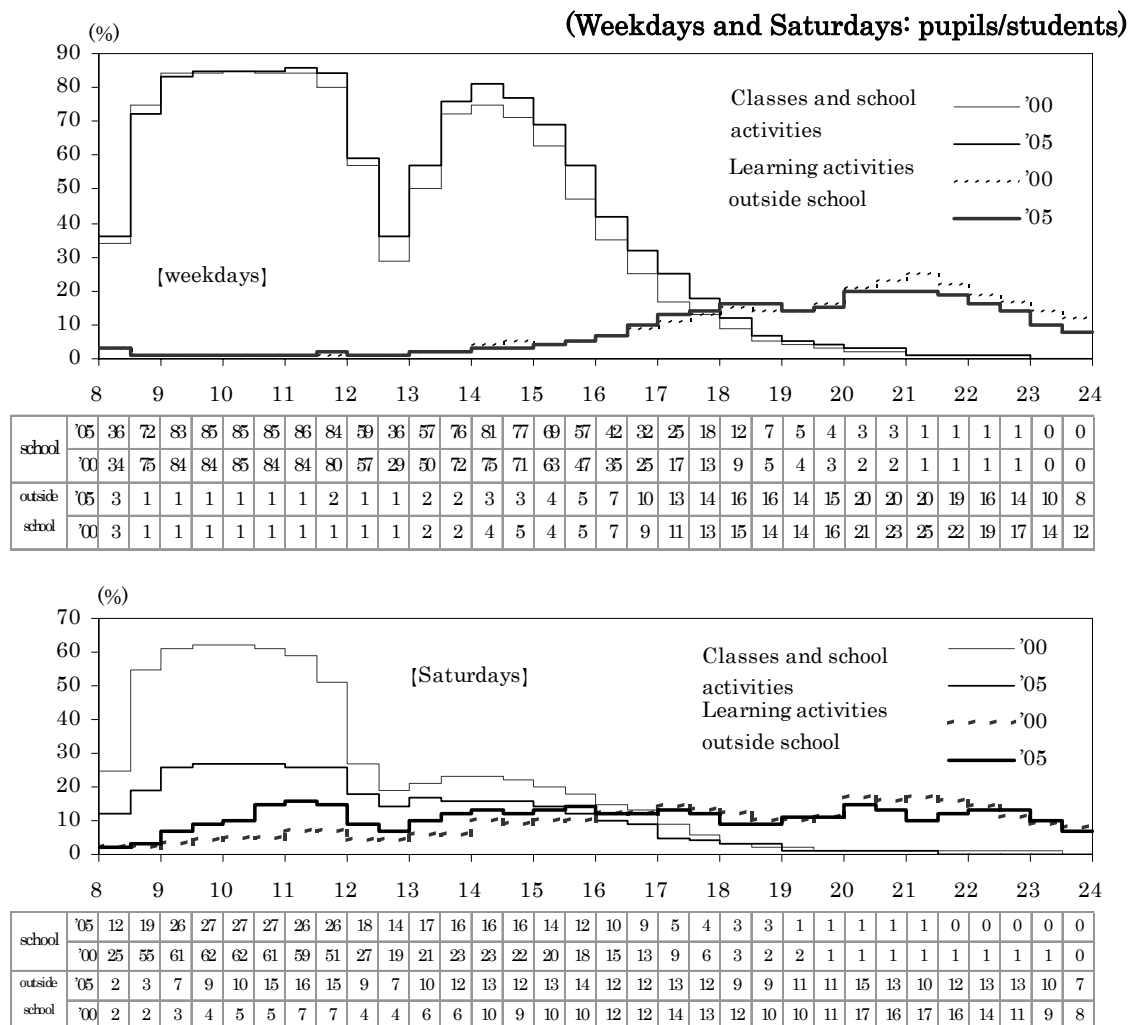
	Weekdays						Saturdays						Sundays					
	Doers' ratio			Average time for all			Doers' ratio			Average time for all			Doers' ratio			Average time for all		
	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05
Schoolwork	97	95	96	7:53	7:39	7:53	75	82	69	4:13	4:57	3:36	70	63	66	2:55	2:48	2:48
Classes and school activities	94	93	93	6:04	6:00	6:28	52	67	32	2:32	3:21	1:49	15	15	16	0:46	0:48	1:03
Learning activities outside school	73	67	65	1:49	1:38	1:25	54	54	56	1:42	1:37	1:47	65	57	58	2:09	2:00	1:45

Is the total amount of time spent on study decreasing amongst students who no longer have to go to school on Saturdays? There has actually been an increase in weekday classes and school activities, from an average of 6 hours in 2000, to an average of 6 hours 28 minutes in 2005. The Ministry of Education, Culture, Sports, Science and Technology has recognized the difficulty of maintaining total class hours now that Saturdays are a holiday. The national teaching guidelines have been revised to enable schools to revise their timetables, and to shorten their vacation periods.^[3] The increase in the time spent on weekday classes and school activities reflects this.

Let's confirm this point by looking at the time slots. Figure 3 shows the proportion of students participating in classes and school activities, and participating in learning activities outside school, for the various time slots of weekdays and Saturdays. There was a considerable decline for classes and school activities during the Saturday morning hours compared to 2000, but an increase for learning activities outside school in the period from 9:00 am to 12:30 pm. This increase, however, does not offset the decrease in classes and school activities. So students who do not have to go to school on Saturdays are spending their time on other activities. A greater proportion of students are participating in classes and school activities in the weekday period from 12:30 pm to 6:30 pm. Students are spending more time at school on weekdays. A lesser

proportion of students are spending their time in learning activities outside of school in the 9:00 pm to 9:30 pm and 11:00 pm to 12:00 pm time slots.

Figure 3 Average Doers' Ratio for Classes and School Activities, and Learning Activities outside School by Time Slot (30 minutes)



(3) Commuting to Work and School

In 2005, employed people spent an average of 1 hour 18 minutes on weekdays commuting to and from work, which was almost unchanged from the figure of 1 hour 17 minutes for 2000. In the Tokyo metropolitan area, the figure was the longest for all areas, at 1 hour 42 minutes.^[4] Figure 4 shows the ratios of employed persons commuting during the various times on weekday mornings, showing the ratios for 15-minute intervals. The peak period is between 7:45 am and 8:00 am, but the figure for 7:30 to 8:30 am slot is decreasing. We see an increase in the 6:30 am to 7:15 am time slot, indicating that people are heading off to work earlier. Employed persons are starting work earlier in the mornings.

Figure 4 Doers' Ratio of Commuting to Work in the morning (weekdays; employed persons)

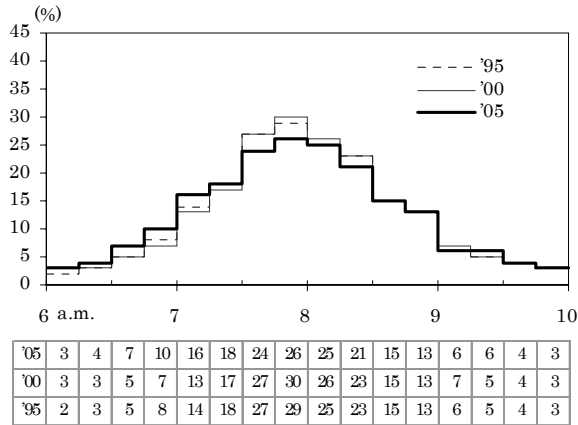
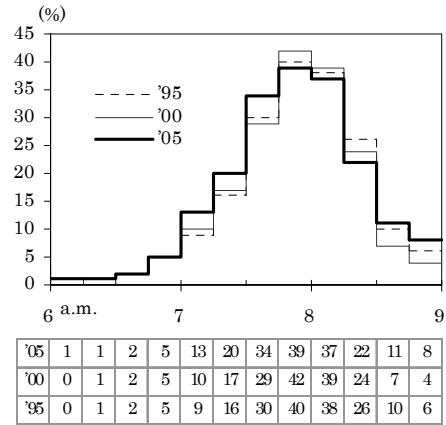


Figure5 Doers' Ratio of Commuting to School in the morning (weekdays; pupils/students)

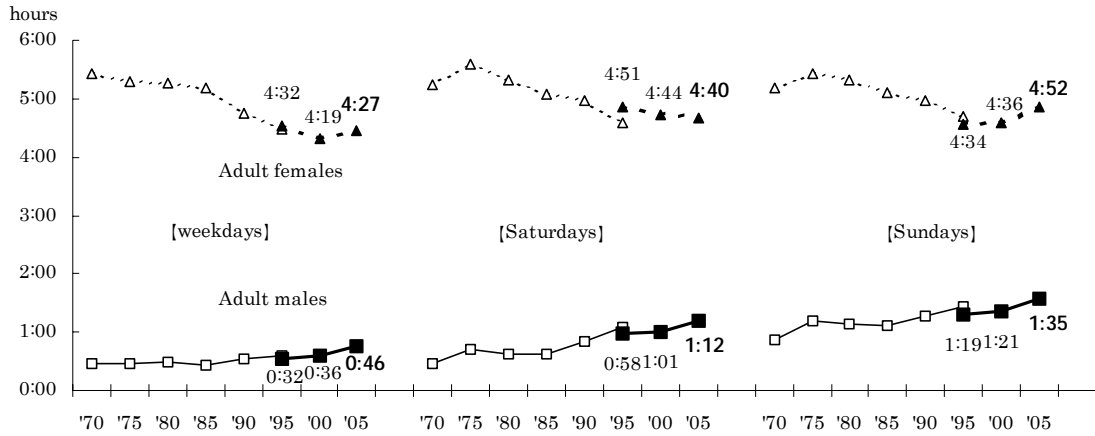


Students and pupils spent an average of 1 hour 12 minutes on weekdays commuting to and from school. The highest figures were for the Tokyo metropolitan area at 1 hour 19 minutes, and the Osaka metropolitan area at 1 hour 24 minutes. The peak commuter time is from 7:45 am to 8:00 am, which is the same as employed persons, but this figure is also in decline. We see increases for the periods from 7:30 am to 7:45 am and from 8:30 am to 9:00 am. We are seeing a more dispersed pattern of commuting amongst students; more students are commuting during off-peak times.

(4) Housework

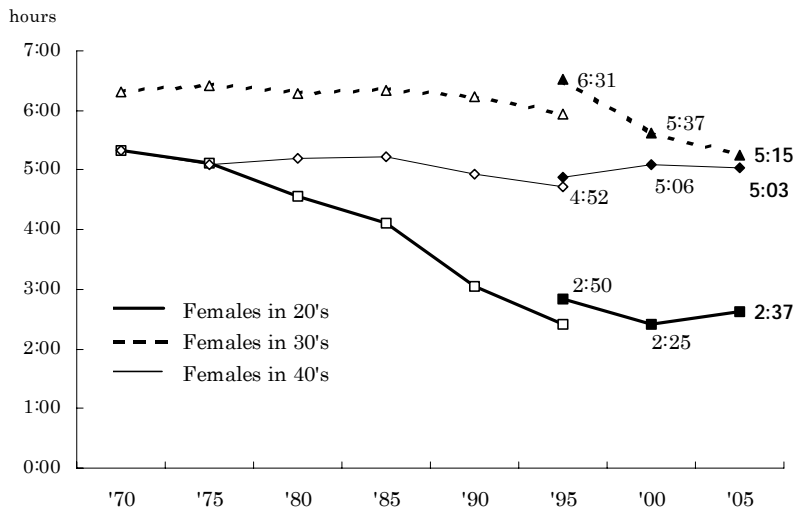
The amount of time spent on housework by women on weekdays had been declining since 1970, while the figures for the housework performed on weekends have been in decline since 1975. This changed, however, in the 2005. The weekday figure was 4 hours 27 minutes, compared to 4 hours 19 minutes in 2000. The figures for Saturdays were 4 hours 40 minutes, compared to 4 hours 44 minutes in 2000; and 4 hours 52 minutes on Sundays, compared to 4 hours 36 minutes on Sundays in 2000.

Figure 6 Changes in Time for Housework (3 days; Adult males, Adult females; average time for all)



We see a number of trends when we look at the different age groups. (See Figure 7.) There have not been any major changes in the amount of housework performed by women over the age of 40. The figures for women in their 30s have declined since 1985, and there was a steady decline for women in their 20s in the period from 1975 to 2000. Over all, however, there has been a decline in the amount of time women spend on housework.

Figure 7 Changes in Time for Housework (weekdays; Females in 20's, 30's and 40's; average time for all)



We did not see any decrease in the amount of housework in this latest survey at all age groups. The amount of time women in their 20s spend on housework had been in decline from 1975 to 2000, but this tendency came to a halt in 2005. We see a

contrasting pattern amongst women in their 30s; they were spending less time on housework according to the latest survey. Let's look at the reasons for this.

The difference can be explained by the shifts in occupation. Figure 8 shows that more women in their 30s have been taking up employment, meaning fewer of them are full-time housewives. The proportion of job holders amongst women in their 20s has declined somewhat, but the proportion of full-time housewives did not change.

Figure 8 Changes of Component by Occupation (Females in 20's and 30's)



The amount of time spent on housework on weekdays varies considerably according to whether the women hold jobs. (See Table 9.) The increasing number of women in their 30s taking up jobs meant the amount of time spent on housework declined for all women in this age group. On the other hand, the amount of time in their 20s increased, because of the decrease of job holders. And the amount of time that full-time housewives in their 20s spent on housework rose from 9 hours 3 minutes to 10 hours 12 minutes. These women spent an average of 3 hours 41 minutes on cooking, cleaning and laundering, and 6 hours 21 minutes on caring for children, compared to the figures of 3 hours 5 minutes and 5 hours 28 minutes for 2000.

We also saw a slight increase in housework amongst women in their 50s and 70s, though the change was not as pronounced compared to women in their 20s. There are various likely reasons why women overall are doing more housework, which had tended to be in decline. The fact women in their 20s are doing more housework is one of them.

**Table 9 Doers' Ratio and Time for Housework
(3 days; adult males/adult females, by gender and age group)**

		Weekdays						Saturdays						Sundays					
		Doers' ratio			Average time for all			Doers' ratio			Average time for all			Doers' ratio			Average time for all		
		'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05	'95	'00	'05
		%	%	%	hours/ min.	hours/ min.	hours/ min.				hours/ min.	hours/ min.	hours/ min.				hours/ min.	hours/ min.	hours/ min.
Adult females		91	89	90	4:32	4:19	4:27	92	91	91	4:51	4:44	4:40	90	91	92	4:34	4:36	4:52
Adult males		30	32	36	0:32	0:36	0:46	40	42	44	0:58	1:01	1:12	49	50	55	1:19	1:21	1:35
Housewives		99	99	100	7:24	7:12	7:02	99	98	99	7:00	6:36	6:30	98	98	98	6:06	5:52	5:52
women with jobs		88	85	87	3:18	3:08	3:18	90	89	88	4:02	4:05	3:52	89	90	91	4:10	4:24	4:46
Females	20's	67	60	62	2:50	2:25	2:37	72	69	64	3:11	2:30	2:38	71	72	71	2:54	2:38	3:19
	30's	96	91	88	6:31	5:37	5:15	96	93	95	6:37	6:07	6:03	98	95	94	6:31	6:18	6:02
	40's	98	99	97	4:52	5:06	5:03	98	99	96	5:23	5:32	5:18	98	98	95	5:16	5:28	5:19
	50's	97	96	98	4:32	4:21	4:31	97	99	96	4:56	5:08	4:52	94	96	97	4:29	4:55	5:31
	60's	98	98	98	4:30	4:52	4:52	97	96	97	4:43	5:13	5:00	95	96	97	4:27	4:42	4:45
	70 or older	89	87	89	3:20	3:37	3:42	87	87	93	3:27	3:33	3:55	80	84	91	3:02	3:09	3:37
Males	20's	26	29	23	0:22	0:26	0:22	33	33	35	0:42	0:36	1:00	41	42	40	0:58	1:03	1:13
	30's	32	30	32	0:32	0:24	0:36	49	42	46	1:19	1:07	1:16	57	56	66	1:55	1:28	2:23
	40's	24	32	28	0:22	0:30	0:25	40	43	46	0:55	1:05	1:26	51	56	56	1:24	1:48	1:54
	50's	24	19	27	0:24	0:17	0:35	37	39	44	0:54	1:01	1:08	51	51	56	1:12	1:16	1:31
	60's	36	38	50	0:49	0:56	1:13	42	51	43	0:58	1:15	1:08	49	50	53	1:19	1:18	1:19
	70 or older	47	51	52	1:07	1:09	1:17	43	46	50	1:02	1:00	1:13	41	40	55	0:54	1:00	1:21

Next, let's look at the amount of time spent on housework by men. Ninety percent of adult women did housework on weekdays, spending an average of 4 hours 27 minutes in this activity, compared to figures of 36% and 46 minutes for adult men. There is a considerable gap between the amount of housework done by men and women, and yet men have been doing more housework over the long term. Fifty percent of men in their 60s now do housework on weekdays.

Let's look at the kind of housework men perform. It is mostly shopping or miscellaneous tasks – periphery housework. A greater proportion of men in their 50s and 60s are doing housework compared to the 2000 survey. Thirteen percent of men in their 50s engaged in cooking, cleaning, and laundering, for an average of 9 minutes, compared to the figures of 7% and 4 minutes for 2000 and thirteen percent of them engaged in shopping, for an average of 9 minutes, compared to the figures of 7% and 5 minutes for 2000. The figures for men in their 60s for these activities are 25% and 19 minutes, compared to 18% and 14 minutes for 2000. So we see men in their 50s are doing slightly more serious household chores, which is an unprecedented development.

3. Teenagers and aged people pursuing leisure activities on weekdays

We will now discuss free-time activities that are highly dependent on individual choice. There are four sub-categories of leisure activities: sports; outings and walks; hobbies, entertainment, and cultural activities; and the Internet as hobbies, entertainment, cultural activities.

(1) Sports

Formal sports such as tennis, baseball, football, golf and gymnastics come under this category, as do the physical exercises pursued at elementary and secondary schools, such as ball games and skipping, and the sports activities conducted at universities.

Eight percent of people engaged in sports on weekdays for an average of 1 hour 48 minutes. The figure for Saturdays was 9% (2 hours 40 minutes), and 10% (3 hours 27 minutes) for Sundays. (See Table 10.) We see the greatest amount of sport is done on Sundays, followed by Saturdays, and then weekdays.

Table 10 Doers' Ratio and Time for Leisure Activities (3days, national total)

	Weekdays						Saturdays						Sundays					
	Doers' ratio			Average time for all			Doers' ratio			Average time for all			Doers' ratio			Average time for all		
	1995	2000	2005	1995	2000	2005	1995	2000	2005	1995	2000	2005	1995	2000	2005	1995	2000	2005
Exercise and sports	%	%	%	hours/min	hours/min	hours/min												
	7	7	8	0:07	0:08	0:08	8	8	9	0:13	0:11	0:14	10	9	10	0:17	0:15	0:20
Outings and Walks																		
	13	12	14	0:15	0:14	0:17	21	22	19	0:41	0:38	0:32	28	26	24	1:01	0:54	0:47
Hobbies, entertainment, cultural activities																		
	-	-	17	-	-	0:25	-	-	21	-	-	0:41	-	-	23	-	-	0:48
Internet as hobbies, entertainment, cultural activities																		
	-	-	13	-	-	0:13	-	-	14	-	-	0:18	-	-	15	-	-	0:20

Figure 9 shows the figures by gender and age group. We see more than 10% of teenagers, women and men in their 60s, and men in their 70s engage in sports on weekdays. More than 20% of teenage boys pursue sports on Saturdays, and a greater proportion of men in the 20 to 59 year age group are also engaged in this activity, given that they tend to have Saturdays off from work. Women, in contrast, do less sport, and we see little difference in the figures for weekdays and weekends. (See Figure 10.)

Figure9 Doers' Ratio for Leisure Activities (sports, outings and walks, hobbies, entertainment, cultural activities) (Weekdays; by gender and age group)

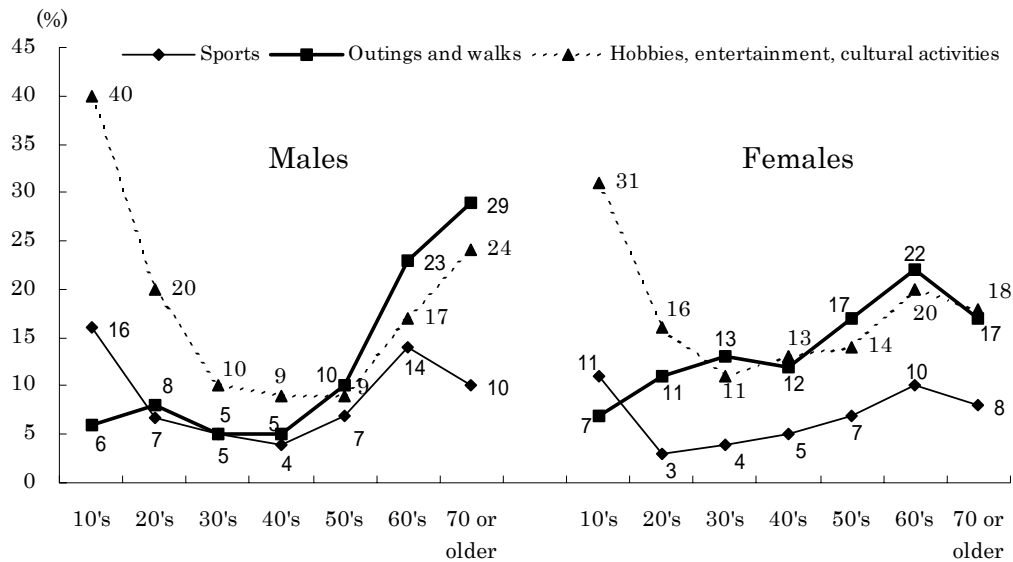
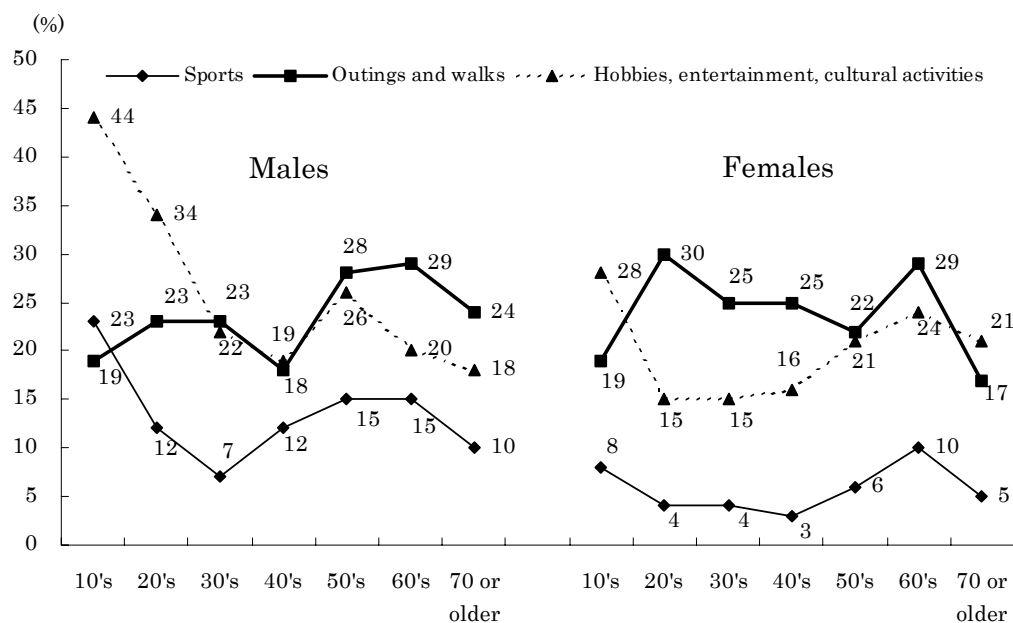


Figure 10 Doers' Ratio for Leisure Activities (sports, outings and walks, hobbies, entertainment, cultural activities) (Sundays; by gender and age group)



There were no major changes in the national totals compared to the 1995 survey. However, more people in their 60s, and more women in their 70s are engaged in sport on weekdays. The figure for men in their 60s was 14%, compared to 7% in 1995, while the figure for women in their 60s was 10%, compared to 6% in 1995. Five

percent of women over the age of 70 engaged in sport in 1995, but the figure rose to 8% last year. The figures reflect the fact that the elderly who have much free time and a greater concern for health come to engage in sports on weekdays.

(2) Outings and Walks

This category covers outdoor activities, such as visits to tourist spots, parks and festivals, hiking, strolling, fishing, driving, visits to shopping centers, window shopping, and browsing around town.

Nationwide, 14% of people engaged in outings and walks on weekdays, while the figure for Saturdays was 19%, and 24% for Sundays. (See Table 10.) The doers' average amount of time spent on this activity on weekdays was 2 hours, while there was a figure of 2 hours 53 minutes for Saturdays, and 3 hours 18 minutes for Sundays. When we look at the figures by gender and age group, we see more than 20% of people in their 60s and men over the age of 70 engage in outings and walks on weekdays. A large proportion of elderly people are enjoying outings and walks, as well as pursuing sports on weekdays. More than 20% of people in most age groups engage in outings and walks on Sundays. Men and women in their 20s and 30s are spending more than 1 hour outside the home pursuing this activity.

We see the proportion of people engaged in outings and walks on Saturdays declined compared to 2000. On Sundays, both the proportion of people involved in this activity and the amount of time spent on it have declined since 1995. However, it was raining on the Saturdays in 75% of areas during the latest survey. Obviously, when it is raining, fewer people are likely to leave home. Twenty percent of people went on outings and walks when the weather on Saturday was sunny or cloudy, but the figure dropped to 13% when there was rain. There may be other factors for the fall in the ratios and times for outings and walks on Saturdays, but weather is a big consideration.

(3) Hobbies, Entertainment, and Cultural Activities

This category includes hobbies in general; personal study with the goal to obtaining skills or qualifications; visits to the cinema, theater, art galleries, and music concerts; gambling, such as horseracing and *pachinko* slot machines; board games such as *Go* or *Shōgi*; children's play outside the realm of sport; video games; and so on. Time spent on the Internet unrelated to work was counted in the 2000 survey, and was made into a separate category in the latest survey. So, we need to take care the comparison of this category between 2000 or former surveys and the latest one and we didn't try it.

Seventeen percent of people engaged in hobbies, entertainment and cultural activities for an average of 2 hours 30 minutes on weekdays. The figure for Saturdays was 21% (3 hours 12 minutes), and 23% (3 hours 32 minutes) for Sundays. The figures are higher than weekdays. (See Table 10.) When we look at the figures by gender and age group, as shown in Figure 9, we see that teenagers are particularly engaged in this

category activity, reflecting the fact that this category includes the activity of play. More than 20% of men in their 20s, men over 70, and women in their 60s pursue hobbies, entertainment and cultural activities. In Figure 10, we see a higher proportion of people pursuing this activity on Sundays; the figure increases for people above the age of 20 to the age of 59. Moreover, teenage boys and men in their 20s spent more than an hour on this activity on Sundays.

(4) Internet as Hobbies, Entertainment, Cultural Activities

As we mentioned earlier, use of the Internet has been made into a separate category. However, it refers to use which is unrelated to work, for the purpose of hobbies, entertainment and cultural activities. People using the Internet for work, school or housework were asked to list it under these categories. We also exclude use of the Internet for exchanging e-mails and posting messages on chat sites. These activities have been placed under the category of conversation/personal association since the 2000 survey.

Use of the Internet as a hobby, entertainment or cultural activity includes surfing of the Internet for non-work related purposes, the reading of online bulletin boards and blogs, the playing of online games, participation in online auctions, the creation of websites, and the writing of blogs.

Nationwide, 13% of people engaged in this activity on weekdays for an average of 1 hour 38 minutes. The figure for Saturdays was 14% (2 hours 13 minutes), and 15% (2 hours 11 minutes) for Sundays. The figures were higher for weekends.

When we look at the figures by gender and age group, as shown in Table 11, we see that this activity is popular amongst teenagers and people in their 20s and 30s. (See Table 11.) We also see figures of more than 10% for people in their 40s and men in their 60s. So the Internet is a popular leisure activity amongst a wide range of age groups. When we look at the figures for weekdays by job category, they come to 16% for people in clerical and technical work, 17% for people in specialist and free-lance positions, 19% for students, 14% for housewives, and 12% for people without work.

Table 11 Doers' Ratio and Time for Internet as Hobbies, Entertainment, Cultural Activities (3days; by gender and age group)

		Weekdays		Saturdays		Sundays	
		Doers' ratio	Average time for all	Doers' ratio	Average time for all	Doers' ratio	Average time for all
		%	hours/min.	%	hours/min.	%	hours/min.
Males	10's	18	0:18	20	0:29	20	0:27
	20's	22	0:29	20	0:44	28	0:51
	30's	18	0:20	21	0:45	29	0:49
	40's	15	0:13	20	0:27	20	0:33
	50's	9	0:08	14	0:13	16	0:19
	60's	12	0:11	11	0:14	12	0:17
	70 or older	10	0:13	9	0:10	6	0:07
Females	10's	17	0:16	25	0:32	22	0:18
	20's	20	0:16	18	0:23	16	0:24
	30's	17	0:14	17	0:17	20	0:20
	40's	13	0:11	15	0:20	12	0:15
	50's	8	0:07	9	0:04	11	0:10
	60's	8	0:07	6	0:10	4	0:03
	70 or older	6	0:07	3	0:03	4	0:05

A greater proportion of men aged from 20 to 59 use the Internet for leisure purposes on the weekend, and the amount of time goes up as well. Men in their 20s are the biggest users of the Internet for leisure purposes on Sundays, using it for more than 3 hours. While we see that women are spending more time on the Internet, the proportion of women doing so has not increased to the same extent as men on the weekend.

We also looked at whether people were using the Internet only or using the Internet while doing something else. On weekdays, people were using the Internet to the exclusion of all else for an average of 10 minutes, while the figure for using the Internet while doing something else was 3 minutes. The figures were similar for the weekends. If people are doing something else when using the Internet, they tend most of all to be watching TV.

We also asked people whether their use of the Internet for leisure purposes was being conducted inside or outside the home. On weekdays, the figure for inside the home was 11 minutes, compared to a figure of 2 minutes for outside the home. So use of the Internet for leisure purposes is an activity that is mostly done at home.

Figure 11 shows the patterns by time-slot of leisure-related Internet use amongst men in their 20s, the biggest group of people engaged in this activity. These young men don't use the Internet for leisure purposes much during the daytime hours on weekdays, on account of work, but the figures increase after 7:00 pm, and peak in the period from 11:00 pm to midnight. Daytime use increases on the weekends, peaking at

the longest time among other leisure activities and forms of media contact. TV has a special place amongst all of the free-time activities. The amount of time spent watching TV has been increasing over the long-term, when we look at figures from 1995. (See Figure 12.) We also see a big increase in TV viewing on Saturdays compared to the previous survey. The introduction of a five-day school week in 2002 is the reason for this. Students are now at home on Saturday mornings. More TV is being watched in the period from 8:00 am to 11:00 am on Saturdays, which is helping increase the figures in a day.

Table 12 Doers' Ratio and Time for Mass Media Use (3days; national total)

	Weekdays						Saturdays						Sundays					
	Doers' ratio			Average time for all			Doers' ratio			Average time for all			Doers' ratio			Average time for all		
	1995	2000	2005	1995	2000	2005	1995	2000	2005	1995	2000	2005	1995	2000	2005	1995	2000	2005
Television	92	91	90	3:19	3:25	3:27	92	91	91	3:40	3:38	4:03	92	92	90	4:03	4:13	4:14
Radio	17	15	15	0:26	0:21	0:23	15	14	13	0:24	0:21	0:18	13	12	12	0:17	0:18	0:18
Newspapers	52	49	44	0:24	0:23	0:21	50	49	47	0:23	0:23	0:25	48	47	43	0:21	0:21	0:21
Magazines, comic books and books	-	-	18	-	-	0:13	-	-	19	-	-	0:16	-	-	21	-	-	0:17
Videos	7	7	8	0:06	0:06	0:08	10	9	10	0:09	0:09	0:10	11	10	11	0:10	0:10	0:12
CDs, MDs, tapes	11	11	9	0:10	0:10	0:09	12	11	11	0:13	0:11	0:12	12	11	10	0:13	0:10	0:12

Note) We cannot directly compare “Magazines, comic books and books” as “magazines and comic books” and “ Books” until 2000 survey as the classification of activities was changed.

Figure 12 Changes in Time for TV Viewing

(3days; national total, average time for all)

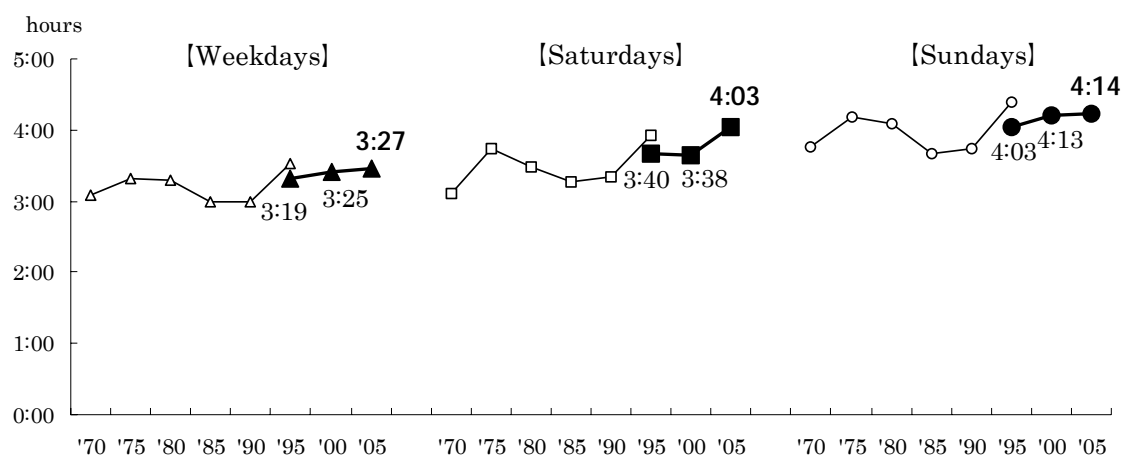


Table 13 shows the watching time of TV according to gender and age group. Men and women in their 70s watch a lot of TV, watching it for more than 5 hours each day. The figures are low, however, for people in their 20s. The proportion of men in their 20s who watch TV each day actually dips below 80%. The men in this age group account for the greatest number of people who do not watch TV at all.

Table 13 Time spent on TV Viewing (3days; by gender and age group)

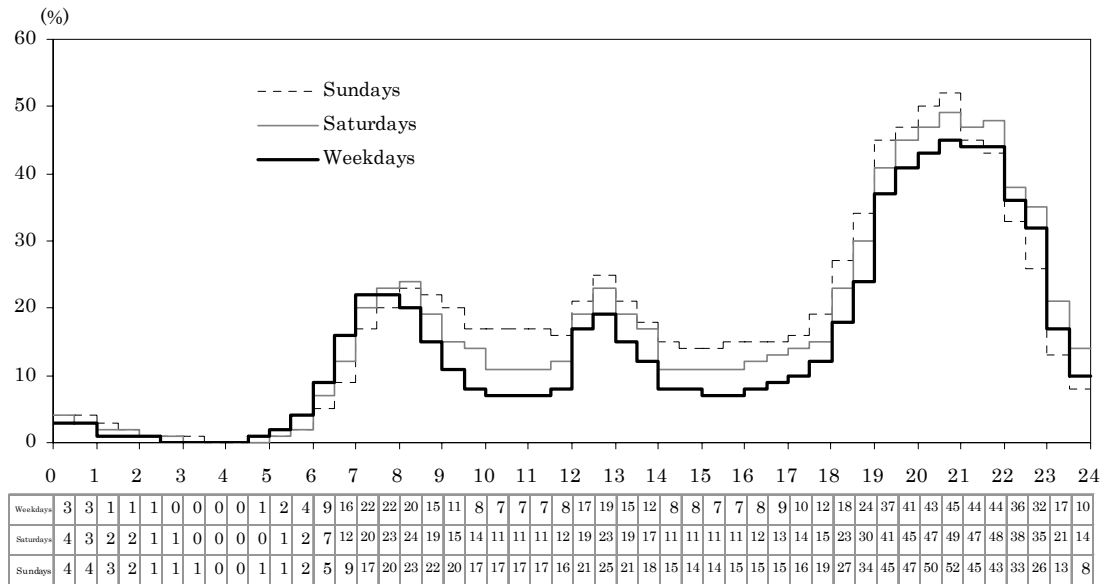
		Weekdays			Saturdays			Sundays		
		1995	2000	2005	1995	2000	2005	1995	2000	2005
		hours/min.	hours/min.	hours/min.						
males	10's	2:12	2:02	2:06	2:55	2:50	3:27	3:34	3:28	2:52
	20's	2:19	2:13	2:11	2:33	2:43	2:46	3:48	3:13	2:45
	30's	2:29	2:27	2:15	3:18	3:08	2:56	4:07	3:58	3:33
	40's	2:43	2:43	2:23	3:34	3:32	3:46	4:07	4:41	3:59
	50'S	3:01	2:42	2:56	3:46	3:46	4:07	4:44	4:48	5:07
	60'S	4:23	4:09	4:18	4:38	4:34	4:33	5:00	5:24	5:06
	70 or older	5:10	5:34	5:22	5:20	4:56	5:52	5:59	5:17	6:27
Females	10's	2:11	2:27	2:12	2:54	2:49	2:46	3:06	3:36	3:05
	20's	2:57	3:01	2:40	2:56	2:37	2:48	3:22	3:22	2:45
	30's	3:16	3:05	2:45	3:00	3:09	3:15	3:14	3:09	3:16
	40's	3:25	3:34	3:28	3:38	3:34	3:53	3:43	3:40	3:35
	50'S	4:06	4:08	3:53	4:08	3:58	4:09	3:51	4:16	3:55
	60'S	4:47	4:42	4:37	4:44	4:17	4:58	4:32	4:39	4:55
	70 or older	5:08	5:04	5:29	5:10	5:07	5:45	5:13	5:40	5:47

Compared to 2000, we also see from Table 13 that women over the age of 70 are watching TV for even greater lengths of time. We see a decline, however amongst men in their 40s, teenage girls, and other women up to the age of 40. Nationwide, elderly people over the age of 70 are the core group for lengthy TV viewing.

People tend to watch TV on weekdays in the period from 7:30 pm to 10:00 pm, and on weekends in the period from 7:00 pm to 10:00 pm. More than half of the nation is watching TV on Sunday nights in the period from 8:00 to 9:00 pm. (See Figure 13.)

Figure 13 Average Doers' Ratios for TV Viewing in 30 Minutes Units

(3days; national total)



The peak periods for viewing TV differs by gender and age group are due to factors such as the times people get home from work, and the times they go to sleep. But more than 30% of people are watching TV on weekdays in the period from 9:00pm to 10:00pm. It is the “golden time” of TV viewing.

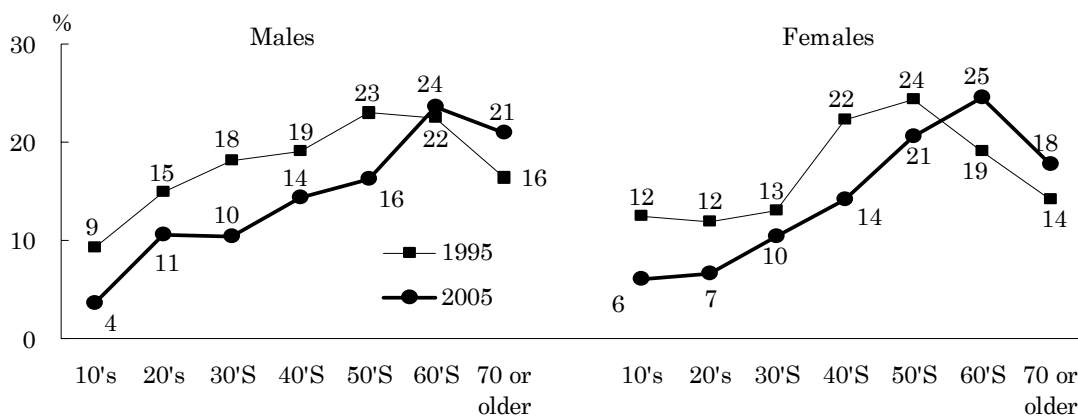
Let’s also look briefly at the questions of whether people were also doing something else while watching TV, and whether they were watching TV outside the home. On weekdays, people were doing something else for an average of 1 hour 16 minutes; this pattern accounts for more than a third of the time spent watching TV. On weekdays, people on average only watched 13 minutes of TV outside the home. TV is mostly watched at home. There was little change compared to the 2000 survey.

(2) Radio

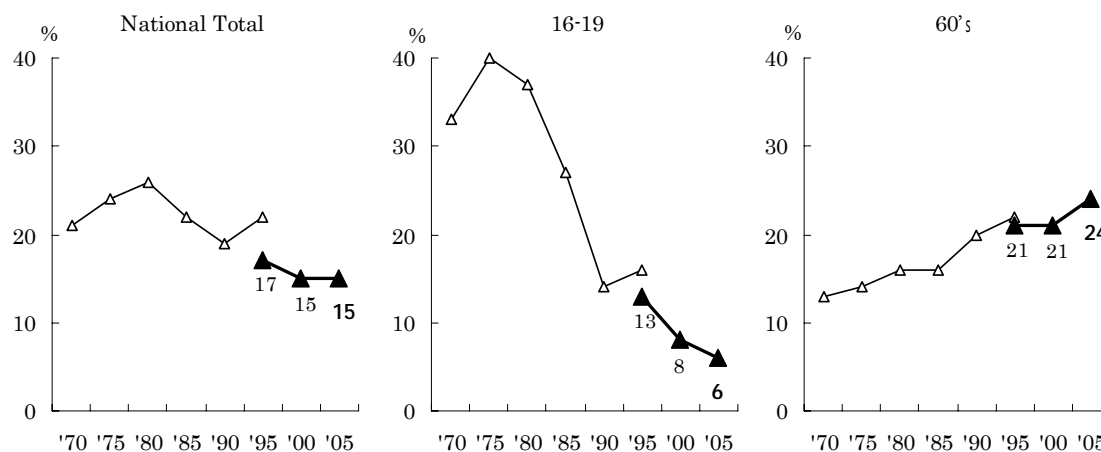
We see from Table 12 that little more than 10% of people listen to the radio each day. This activity has been in decline over the past ten years. The proportion of people who listen to the radio peaked in 1980. We saw a slight increase in 1995, but today’s figures are well below the levels of 1980. (See Figure 15.)

Radio audiences are ageing rapidly. We see a decline in the proportion of people under 50 who listen to the radio. As radio audiences age, they are not being replaced by younger people. (See Figure 14.) We can see from Figure 15 that many teenagers in the 16 to 19 year age group listened to the radio in the 1970s, but the figures have fallen from 1985. A similar trend was seen amongst people in their 20s. Conversely, we see a slight increase in the proportion of people in their 60s who listen to the radio. From the 1990s, it has no longer been the young, but the elderly who are main audiences for radio.

**Figure 14 Changes in Doers' Ratio for Radio Listening between 1995 and 2005
(Weekdays; by gender and age group)**



**Figure 15 Changes in Time for Radio Listening
(Weekdays; national total, 16-19, 60's)**



There was no change, however, in other features associated with listening to the radio. People listening to the radio on weekdays are also doing something else 70% of the time, and the radio is listened to 40% of the time outside the home. We find people engaged in agriculture, forestry or fishing tend to listen to the radio for extended periods (an average of 57 minutes), while the figure for self-employed people is 47 minutes, underscoring the fact that these people tend to have the radio on while they are engaged in work.

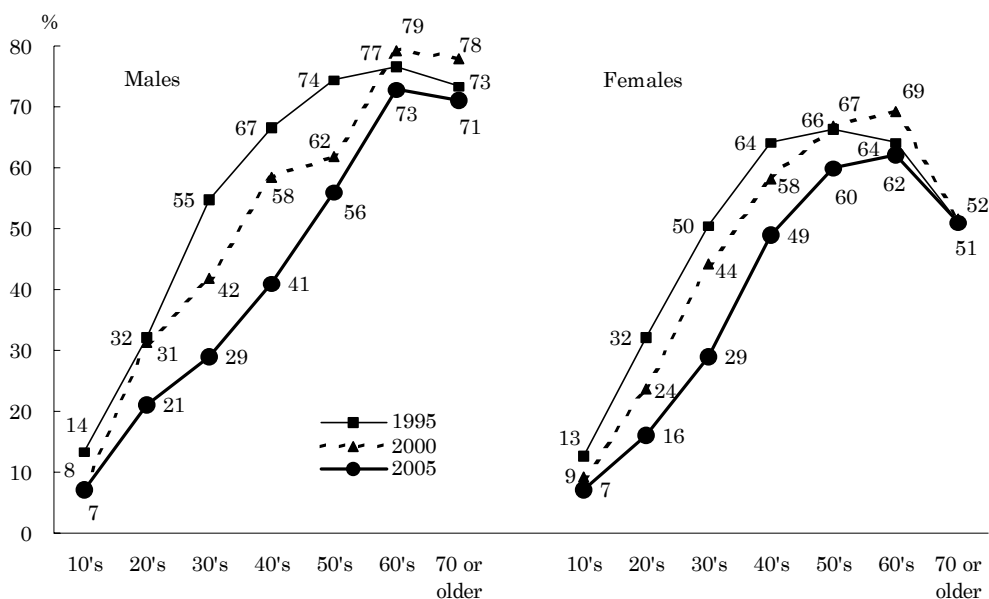
(3) Newspapers

Nationwide, 44% of people read newspapers on weekdays, while the figure for Saturdays was 47%, and 43% for Sundays. Newspapers were being read for an average of just over 20 minutes on weekdays and weekends. (See Table 12.) We see

that the proportion of people who read newspapers on weekdays and Sundays has fallen compared to 2000.

Figure 16 shows the readers of newspapers by gender and age group. We see a considerable gap between teenagers and elderly men. Less than 10% of teenagers read newspapers, compared to more than 70% of men over the age of 60 who do so. There has been a pronounced and continuing decline in the proportion of people who read the newspapers.^[5] We saw a decline in readership amongst men under the age of 50 and amongst women under the age of 40 in the period from 1995 to 2000. In the latest survey, we also saw a decline amongst people in their 60s and men over the age of 70. The decline in readership is not only occurring amongst the younger age groups, but amongst the middle and older age groups as well. The decline is pronounced amongst men aged 30 to 59. It is also being seen amongst the core occupational groups of society. Fifty-one percent of self-employed persons were reading newspapers on weekdays last year, compared to a figure of 61% five years ago. The figures for employed persons were 41% and 49% respectively, and 58% and 68% for housewives. So we see that society is increasing divesting itself of newspapers.

Figure 16 Changes in Doers' Ratio for Reading Newspapers between 1995 and 2005 (Weekdays; by gender and age group)



We have other data underscoring this phenomenon. *The Japanese and TV in 2005* survey revealed that men in the 30 to 69 age group rely less on newspapers for news reporting, and that men in their 20s and 40s rely on newspapers less for commentary. People in these age groups are relying on the Internet more to provide their news and commentary.^[6] The spread of the Internet as a medium to gather news

and information is a factor behind the declining readership of newspapers. The Internet is taking over part of the role performed by the existing medium of newspapers.

(4) Magazines, Comics, and Books

Until 2000, “magazines and comics” and “books” came under separate headings, but they have since been combined into a single category. Direct comparisons are therefore impossible.

As we see from Table 12, nationwide, 18% of people read magazines, comics, or books on weekdays, while the figure for Saturdays was 19%, and 21% for Sundays. Readers’ average of 1 hour 9 minutes was spent reading on weekdays, but there is a slightly bigger figure of more than 1 hour 20 minutes for weekends.

We see some notable features when we look at the readers’ gender and age groups. A high proportion of teenagers read in their free time on weekdays; the figure for teenage boys being 31%, and the figure for teenage girls being 34%. More than 20% of men in their 20s, and more than 20% of women aged 20 to 49 pursue this activity.

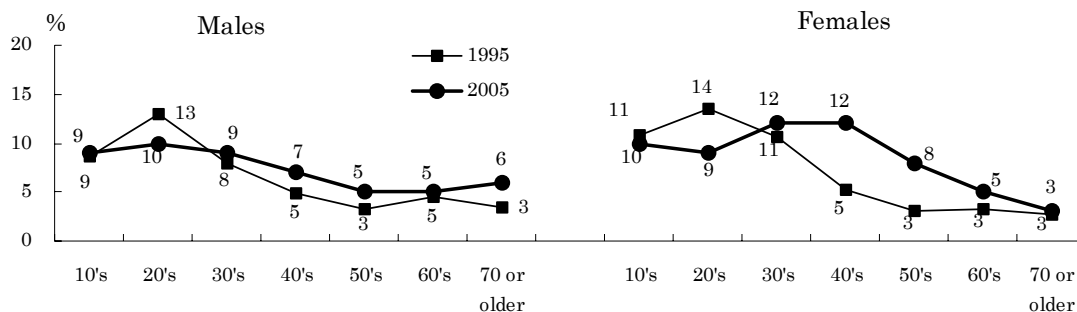
The 2000 survey found that teenagers accounted for the largest group of readers of magazines and comics during weekdays. The figure for teenage boys was 30%, and 26% for teenage girls, compared to a national average of 13%. Similar figures for teenagers were found in the latest survey in the combined “magazine, comics, and books” category. We can surmise that the teens tend to be reading comics and magazines in the latest survey, too.

(5) Videos

We see from Table 12, that 8% of people watched videos or DVDs on weekdays, while the figure for Saturdays was 10%, and 11% for Sundays. Videos were being watched for doers’ average time of 1 hour 40 minutes to 2 hours on weekdays and weekends. People under the age of 40 tend to watch videos, especially the women, during weekdays. (See Figure 17.)

Nationwide, the proportion of people watching videos on weekdays has increased somewhat since 1995. The greater amount of people in their 40s and 50s, and men over the age of 70 watching videos is the reason for this. The differences amongst the age groups have diminished over the past ten years.

**Figure 17 Changes in Doers' Ratio for Videos between 1995 and 2005
(Weekdays; by gender and age group)**

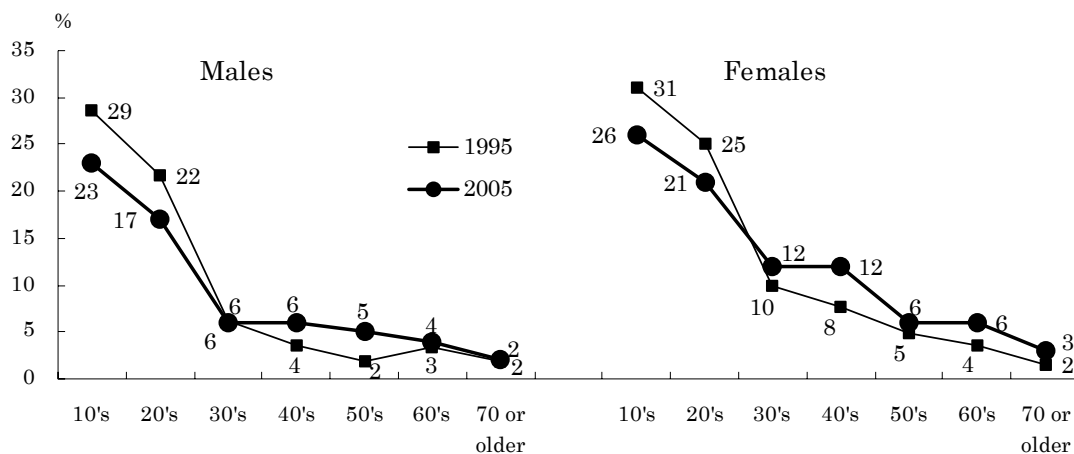


(6) CDs, MDs, and Tapes

Nine percent of people listen to sound media in the form of CDs, MDs, and tapes on weekdays. The figure for Saturdays was 11%, and 10% for Sundays. (See Table 12). Their average amount of time spent listening to these media on weekdays was 1 hour 34 minutes. The figure for weekends was higher at 2 hours. We see from Figure 18 that teenagers and people in their 20s are the biggest group of listeners.

However, since 1995, we have seen a slight decline in the proportion of people pursuing this activity and the time spent on it on weekdays. A lesser proportion of people are listening these media on Sundays, too. The decline is apparent amongst teenagers and people in their 20s, and is pronounced on weekdays. On the other hand, we have seen a slight increase in the ratio of women over 40, and in the ratio of men aged 40 to 59 who listen to CDs, MDs, and tapes. The differences amongst the age groups are diminishing, which is what we saw above with videos.

**Figure 18 Changes in Doers' Ratio for CD's, MD's, Tapes between 1995 and 2005
(Weekdays; by gender and age group)**



More and more mobile audio players have been appearing on the market, and we have seen a rapid increase in the amount of music that is distributed online. On the other hand, the production figures for CDs are in decline.^[7] We are in a period of transition with respect to audio media. The new developments, however, haven't lead to any increase of the proportion of people listening to audio media.

5. A halt to the dwindling amounts of sleep

The final part of our study is concerned with necessary activities, i.e. activities which are indispensable for the preservation of life. We look at meals and the amount of time spent on sleep. Everybody, of course, must eat meals and obtain sleep. The proportion of respondents who engaged in these activities is therefore close to 100%.

(1) Sleep

People on average slept 7 hours 22 minutes on weekdays. The figure for Saturdays was 7 hours 47 minutes, and 8 hours 14 minutes for Sundays. People over the age of 70 tend to sleep for greatest amount of time, followed by teenagers and men in their 60s. The lowest figures were seen amongst people in the 30 to 49 age group. (See Table 14.)

Teenagers and other people up the age of 50 tended to sleep an hour longer on Sundays compared to weekdays. There were few differences in the amount of sleep on weekdays and weekends for people over 50. Women in their 40s and 50s get the least amount of sleep in a week.

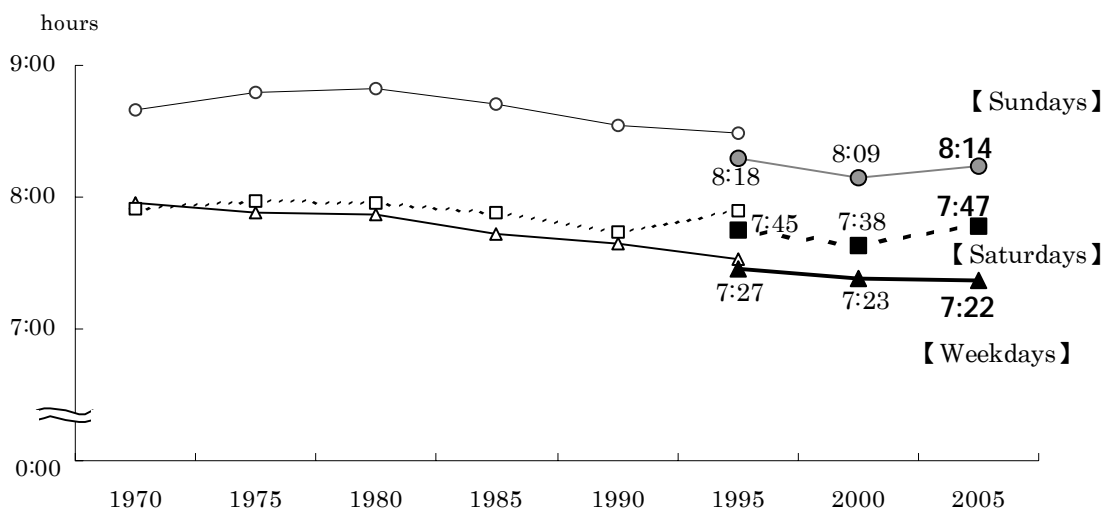
On weekdays and Sundays, there was little difference in the overall figures for 2000 and 2005. The amount of time people spent on sleep on weekdays had been in decline since 1970 and the amount of sleep people got on Sundays had been in decline

since 1980. (See Figure 19.) The decline in the amount of sleep, however, came to end in this latest survey. The only decline was seen amongst men over the age of 70.

Table 14 Time for Sleep (3days; by gender and age group, average time for all)

		Weekdays			Saturdays			Sundays		
		1995	2000	2005	1995	2000	2005	1995	2000	2005
Males	10's	7:53	7:51	7:53	8:29	8:13	8:59	9:14	9:10	9:01
	20's	7:21	7:20	7:17	7:52	8:02	7:26	8:27	8:14	8:36
	30's	7:12	6:57	7:04	7:51	7:45	7:17	8:31	8:21	8:16
	40's	7:19	7:11	7:06	7:40	7:25	7:28	8:12	8:07	8:13
	50's	7:22	7:16	7:09	7:44	7:35	7:36	8:13	8:06	7:56
	60's	7:54	7:48	7:41	8:03	7:37	7:59	8:21	8:02	8:06
	70 or older	8:32	8:40	8:18	8:26	8:20	8:20	8:46	8:43	8:36
Females	10's	7:31	7:31	7:42	8:10	8:03	8:42	8:59	8:55	9:11
	20's	7:20	7:14	7:23	7:54	8:00	7:59	8:11	8:29	8:28
	30's	7:06	6:56	7:03	7:18	7:20	7:59	7:58	7:52	8:26
	40's	6:53	6:47	6:43	7:07	7:00	7:22	7:50	7:39	7:46
	50's	7:01	6:58	6:51	7:04	7:02	6:57	7:41	7:34	7:24
	60's	7:33	7:17	7:16	7:41	7:08	7:18	7:48	7:27	7:41
	70 or older	8:23	8:07	8:09	8:15	8:07	8:11	8:43	8:06	8:26

Figure 19 Changes in Time for Sleep (3days; national total, average time for all)



Teenagers are getting more sleep on Saturdays now that they have a five-day school week. Women in their 30s and 40s, who tend to be the parents of these teenagers, are getting more sleep on Saturdays too. The increases on Saturdays are leading to an increase in the overall totals. Sleeping times on Saturdays kept declining in a long term like other days. However they increased sometimes linking with social changes, for example, settlement of five-day work in 1995 or full five-day school week in

public schools in 2005. More and more people are sleeping through the period from 7:00 am to 9:00 am on Saturdays; the late Saturday morning rises are becoming an established pattern.

We can see from Tables 15 and 16 that people tend to rise early on weekdays and go to bed early on Sundays. Job holders tend to rise in the period from 5:30 to 6:00 am on weekdays. The period for students is 6:30 to 7:00 am. These early rising times are a reflection of the earlier school and work starting times or commuting time. The amount of time spent on sleep on Sundays had fallen in 2000, but it is has since climbed back up to the 1995 level. People are returning to the habit of going to bed earlier to prepare for the coming week at work or school.

Table 15 Doers' Ratios by Time Slot for Sleep in Weekday's Morning (national total)

Time	1995	2000	2005 (%)
5:30 ~ 5:45	83	82	79
5:45 ~ 6:00	80	79	76
6:00 ~ 6:15	63	62	58
6:15 ~ 6:30	58	57	53
6:30 ~ 6:45	40	41	37
6:45 ~ 7:00	34	36	33

Table 16 Doers' Ratios by Time Slot for Sleep in Sunday's night (national total)

Time	1995	2000	2005 (%)
22:30 ~ 22:45	39	36	39
22:45 ~ 23:00	40	37	40
23:00 ~ 23:15	58	55	59
23:15 ~ 23:30	60	57	61
23:30 ~ 23:45	71	68	71
23:45 ~ 24:00	74	70	73

(2) Meals

People, on average, are spending a slight greater amount of time on the eating of meals. On weekdays, people spent an average of 1 hours 35 minutes eating meals, compared to the figure of 1 hour 33 minutes in 2000. The figure for Saturdays and Sundays was 1 hour 43 minutes, compared to the figures of 1 hour 38 minutes and 1 hour 40 minutes we saw five years ago.

Teenage boys and men in their 20s spent the least amount of time on meals, in contrast to people over the age of 60.

We see most people to eat breakfast in the period from 7:00 to 7:30 am (22% of people do so). Lunch tends to be taken between midday and 12:30 pm (44%), while dinner tends to be taken between 7:00 and 7:30 pm (27%). Lunch is firmly established in the period from noon to 1:00 pm. We see more flexibility in breakfast and dinner times. More people are taking breakfast between 6:00 and 7:00 am, while more people are taking dinner between 8:00 and 9:00 pm.

6. No more increases in free time

Thus far we have discussed the amount of time devoted to activities, and the proportion of people who engage in them. Lastly, we look at the overall trends for time

use in Japan, looking at how a 24-hour day is allocated on four classes of activities: necessary activities, obligatory activities, free-time activities, and other activities. Refer to Table 3 for a definition of these classes. When people engaged in multiple, simultaneous activities that cut across the classes of activity, such as watching TV while taking a meal, the activities are indicated in the order of necessary, obligatory, free, other, including only activities with higher priority in the calculation for classes. In this process, we adjusted the total time length of the activities in the four classes to 24 hours.

Table 17 shows how people allocated their time each day. On weekdays, an average of more than 8 hours 30 minutes was spent on obligatory activities. The figure declines for weekends, with more time allocated to necessary and free-time activities. There were major differences in the time allocations on weekdays and weekends for job holders, but no notable difference for housewives and people without employment.

**Table 17 Allotment of Time for Activities by day of the week
(3days; by occupation, average time for all)**

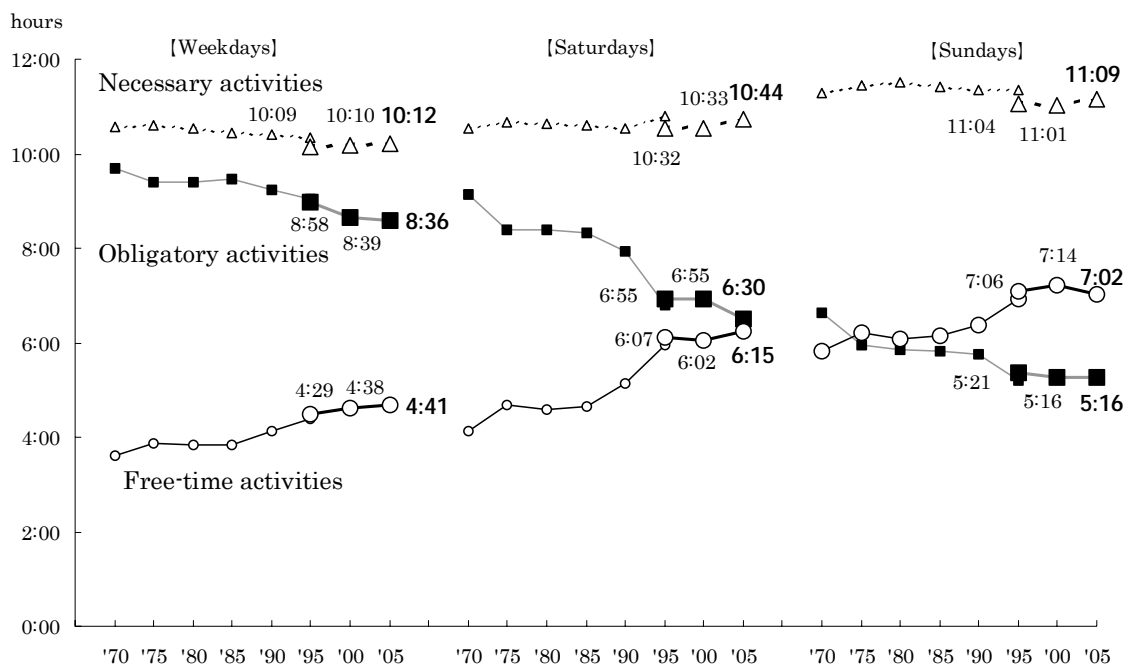
		Weekdays			Saturdays			Sundays		
		Necessary activities	Obligatory activities	Free-time activities	Necessary activities	Obligatory activities	Free-time activities	Necessary activities	Obligatory activities	Free-time activities
		hours/min.	hours/min.	hours/min.						
National total	2000	10:10	8:39	4:38	10:33	6:55	6:02	11:01	5:16	7:14
	2005	10:12	8:36	4:41	10:44	6:30	6:15	11:09	5:16	7:02
Job holders	2000	9:45	10:13	3:33	10:19	7:47	5:27	10:49	5:45	6:58
	2005	9:44	10:16	3:31	10:19	7:46	5:55	10:55	5:54	6:39
Housewives	2000	10:27	7:19	5:40	10:34	7:00	5:48	10:58	6:18	6:17
	2005	10:23	7:14	5:50	10:43	6:36	6:08	11:06	6:11	6:06
People with no Jobs	2000	11:37	3:04	8:31	11:26	3:19	8:38	11:24	3:05	8:56
	2005	11:42	3:12	8:28	11:41	3:11	8:32	11:34	2:53	8:57
Pupils/ Students	2000	10:06	9:16	4:08	10:36	6:44	6:11	11:31	4:32	7:32
	2005	10:14	9:28	3:47	11:26	5:04	7:10	11:37	4:34	7:22

We saw few changes in time allocations for job holders, housewives, and unemployed people between 2000 and 2005. Students saw the amount of time they devoted to obligatory activities on Saturdays drop from 6 hours 44 minutes in 2000, to a figure of 5 hours 4 minutes last year. This caused a drop in the Saturday national average for obligatory activities. The allocation of time on Saturdays is now more similar to that of Sundays.

From Figure 20, we see that less time had been spent on obligatory activities, and that more time has been spent on free-time activities since 1970. From 1985, people were also spending less time on the necessary activity of sleep and increasing their free time. In this survey, we found a decrease in obligatory activities and a slight increase in the time spent on free-time activities on Saturdays. But we see a

significant increase in necessary activities on weekends. There was no change in obligatory activities on Sundays compared to 2000, but there was an increase in necessary activities, and a slight decrease in free-time activities. It appears that people are diverting more time from free-time activities to necessary activities such as meals and sleep. Especially people are spending more time on sleep. Looking at long-term trends, we might say that lifestyles in Japan have reached a turning point. We see an arrest in the amount of time spent on free-time activities. Where will free-time activities go from here? For many years, we saw a decrease in the amount of time spent on sleep. Is it possible that people had been reaching their physiological limit? We need to focus on these issues in the future.

Figure 20 Changes in Allotment of Time for Activities by day of the week
(3days; national total, average time for all)



NOTES

(1) Refer to the 2005 White Paper on the Labor Economy, produced by Japan's Ministry of Health, Labor and Welfare.

(2) The doers' ratio refers to the ratio of people who engaged in this activity, while the doers' average time refers to the amount of time spent in this activity. The average time in total is calculated from the total number of doers and doers' time. When the doers' ratio is low, the average time in total may not correspond to actual societal experience.

(3) Refer to the 2004 White Paper on Education, Culture, Sports, Science and Technology, produced by Japan's Ministry of Education, Culture, Sports, Science and Technology.

(4) The Tokyo metropolitan area is deemed to be the area within a 50 km radius of the former Metropolitan Government buildings in Tokyo's Chiyoda ward; it encompasses all wards and other local authorities in which tertiary industries account for more than 50% of economic activity. The Osaka metropolitan areas is likewise deemed to be the area within a 50 km radius of Osaka City Hall, encompassing all wards and other local authorities in which tertiary industries account for more than 50% of economic activity.

(5) The decline in the newspaper readership, particularly amongst the young, was first pointed out in the 1990 survey.

(6) *The Japanese and TV in 2005* survey was conducted in March 2005, targeting 3,600 individuals of both sexes aged 16 and over across Japan, using the face-to-face interview method, with 1,920 persons responding.

2005 ratios of people who answered that newspapers are the most useful medium for reporting news. The figures obtained in 2000 appear in brackets.

National total: 18% (24%)

Men in their 30s: 19% (31%)

Men in their 50s: 26% (35%)

Men in their 60s: 19% (30%)

2005 ratios of people who answered that newspapers are the most useful medium for commentary. The figures obtained in 2000 appear in brackets.

National total: 35% (41%)

Men in their 20s: 30% (48%)

Men in their 40s: 41% (52%)

2005 ratios of people who answered that the Internet is the most useful medium for reporting news. The figures obtained in 2000 appear in brackets.

National total: 4% (1%)

Men in their 20s: 14% (2%)

Men in their 30s: 10% (2%)

Men in their 50s: 4% (0%)

2005 ratios of people who answered that the Internet is the most useful medium for commentary. The figures obtained in 2000 appear in brackets.

National total: 2% (0%)

Men in their 20s: 6% (1%)

Men in their 30s: 6% (1%)

Men in their 40s: 4% (0%)

Men in their 50s: 2% (0%)

(7) Annual production of CDs stands at 312 million, but the figure has been declining over the past six years according to a 2006 study on information and media conducted by the Dentsu Communication Institute.